

Seeing value while
in the making
can prove to be
invaluable

Mirae Asset Emerging Bluechip Fund

(An open ended equity fund)

Today's Bluechips were Emerging companies not long ago. Rising stars that had great value which unfolded with time.

Mirae Asset now offers you an opportunity to tap into the value of today's mid and small sized[#] companies which have the potential to perform well in the coming years. Invest in **Mirae Asset Emerging Bluechip Fund**. It could be the most invaluable decision you ever took.

[#]The size of a company is referred in terms of its market capitalization on the National Stock Exchange.

Why you should invest in Mirae Asset Emerging Bluechip Fund (MAEBF)!

- 1. Fund Focus:** The fund pursues investments in emerging bluechip companies that offer relatively better returns potential due to:
 - Relatively high earning growth and re-rating due to the same
 - Availability at reasonable valuations

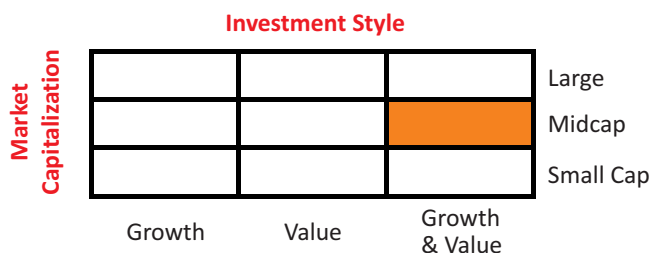
The focus is on high quality businesses, with proven credentials and solid prospects where the best is yet to fructify and thus is not fully reflected in valuations.

2. Investment Style:

The fund follows a distinct investment approach as summarized below:

- 60-65% of the portfolio[^] skewed towards mid and small cap segment
- Focus on solid businesses that could perform creditably over the medium term
- Bottom-up Stock Selection

[^]As per the indicated asset allocation of the scheme.



3. Spectacular rise in Market capitalization: There are several examples of emerging bluechip companies witnessing spectacular increase in their market cap in the recent past:

Sr. No.	Company	Market Capitalization (Rs.Crore)		Absolute Change (%)
		31 st Dec 04	31 st Dec 11	
1	Lupin	27653	200009	623%
2	Rallis	2847	23433	723%
3	LIC Housing Finance	15567	105067	575%
4	Cadila	37116	144215	289%

Source: Bloomberg

For illustration purpose only.

During the same period i.e. between 30th July 04 & 31st Oct 11, BSE Sensex delivered 134% returns on an absolute basis.

The companies/sectors referred in this document are only for the purpose of explaining the concept of Mirae Asset Emerging Bluechip Fund and should not be construed as recommendations from Mirae Asset Global Investments (India) Pvt. Ltd. (Mirae Asset AMC / Mirae Asset Mutual Fund). The stocks indicated above are illustrative & may or may not form part of the portfolio.

The table depicted above contains factual data & are derived from third party sources and the results shown may or may not be sustained in future.

Statutory Details Trustee: Mirae Asset Trustee Company Pvt Ltd; **Investment Manager:** Mirae Asset Global Investments (India) Pvt Ltd (AMC); **Sponsor:** Mirae Asset Global Investments Company Ltd.

Investment Objective: Mirae Asset Emerging Bluechip Fund (MAEBF): (An Open ended Equity Fund): To generate income and capital appreciation from a diversified portfolio predominantly investing in Indian equities and equity related securities of companies which are not part of the top 100 stocks by market capitalization and have market capitalization of atleast Rs. 100 Crores at the time of investment. From time to time, the fund manager may also seek participation in other Indian equity and equity related securities to achieve optimal portfolio construction. The Scheme does not guarantee or assure any returns. Load Structure: Entry Load: Nil. In terms of SEBI circular no. SEBI/IMD/CIR No.4/ 168230/09 dated June 30, 2009, no entry load will be charged by the Scheme to the investor effective August 1, 2009. Upfront commission shall be paid directly by the investor to the AMFI registered Distributors based on the investors' assessment of various factors including the service rendered by the distributor. Exit Load: Redemption within 1 year (365 days) from the date of allotment (Including SIP/STP/SWP) - 1.00%. Redemption after 1 year (365 days) from the date of allotment - NIL. Asset Allocation: (1) Indian Equities and Equity Related Securities of companies, which are not part of the top 100 stocks by market capitalization and have market capitalization of atleast Rs.100 Crores at the time of investment: 65%-100% (2) Other Indian Equities and Equity Related Securities: 0%-35%; Money market instruments / debt securities (Including up to 20% of corpus in securitized debt): 0%-35%. Transparency: The NAV will be calculated at the close of every working day and shall be published in two daily newspapers and on the AMC/AMFI website. **Risk Factors: Mutual fund investments are subject to market risks and there is no assurance or guarantee that the objectives of the scheme will be achieved. As with any investment in securities, the Net Asset Value (NAV) of the units issued under the Schemes can go up or down depending on the factors and forces affecting the capital markets.** Investments in mutual funds are prone to risks of fluctuation in NAVs, uncertainty of dividend distributions etc. **Past performance of the Sponsor / AMC / Mutual Fund does not guarantee the future performance of the Schemes of Mirae Asset Mutual Fund.** The sponsors are not liable or responsible for any loss resulting from the operation of the fund beyond the initial contribution made by them of an aggregate amount of Rupees One Lakh towards setting up of the fund. **The past performance may not necessarily be an indication of future results and may not necessarily provide a basis for comparison with other investments. Mirae Asset Emerging Bluechip Fund is only the name of the scheme and does not in any manner indicate either the quality of the schemes or its future prospects or returns. Investors in the scheme are not being offered any guaranteed / indicative/ assured returns.** Please see "Risk Factors", "Scheme Specific Risk Factors and Special Consideration" and "Right to limit redemptions" in the Scheme Information Document (SID). **Please read the Scheme Information Document (SID) and Statement of Additional Information (SAI) carefully before investing.** Scheme Information Document / Key Information Memorandum cum Application form are available at AMC offices/AMC web-site www.miraeassetmf.co.in / Investor Service Centre / Distributors on request. **The picture depicted overleaf is for representational purpose only.**

☎ 1800 1020 777 (Toll free) | 📱 SMS 'INVEST' to 9243000300

✉ customer.care@miraeasset.com | 🌐 www.miraeassetmf.co.in

Mirae Asset Global Investments (India) Pvt. Ltd.

Unit No. 606, 6th Flr., Windsor Building, Off C. S. T. Rd., Kalina, Santacruz - (E), Mumbai - 400098.

MIRAE ASSET
Mutual Fund