



# Systematic Investment Plan

## Did you know?



If your current monthly expenses are ₹ 30,000/- per month, then after 20 years you will require ₹ 80,000/- a month to just maintain the same lifestyle!



An education degree for your child which currently costs ₹ 20 lakh could cost over ₹ 34 lakh after 11 years!



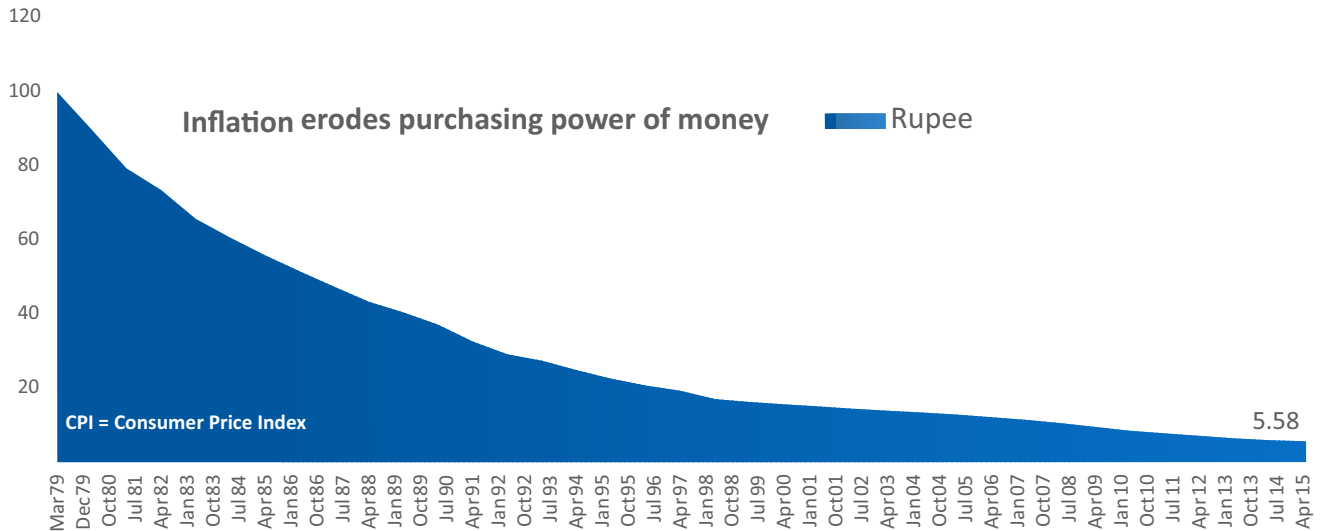
In 1990 petrol price was ₹ 9.84 and ₹ 74.52 today! It has increased 8 times in 25 years!



Sensex has grown from approx. 700 points in 1990 to approx. 28000 points in 2015, thus having shown a growth of 34x over a span of 25 years.

# Value of money over time

Over FY79-15 inflation on an average has been 8.4%,  
eroding purchasing power of ₹ by 94%



Source: Bloomberg, MOAMC internal analysis, Data as on Jul 31, 2015

**Note:** The information herein is used for comparison purpose and is illustrative and is not sufficient and shouldn't be used for the development or implementation of an investment strategy. It should not be construed as an investment advice to any party. Past performance may or may not be sustained in future.

# Importance of good investments

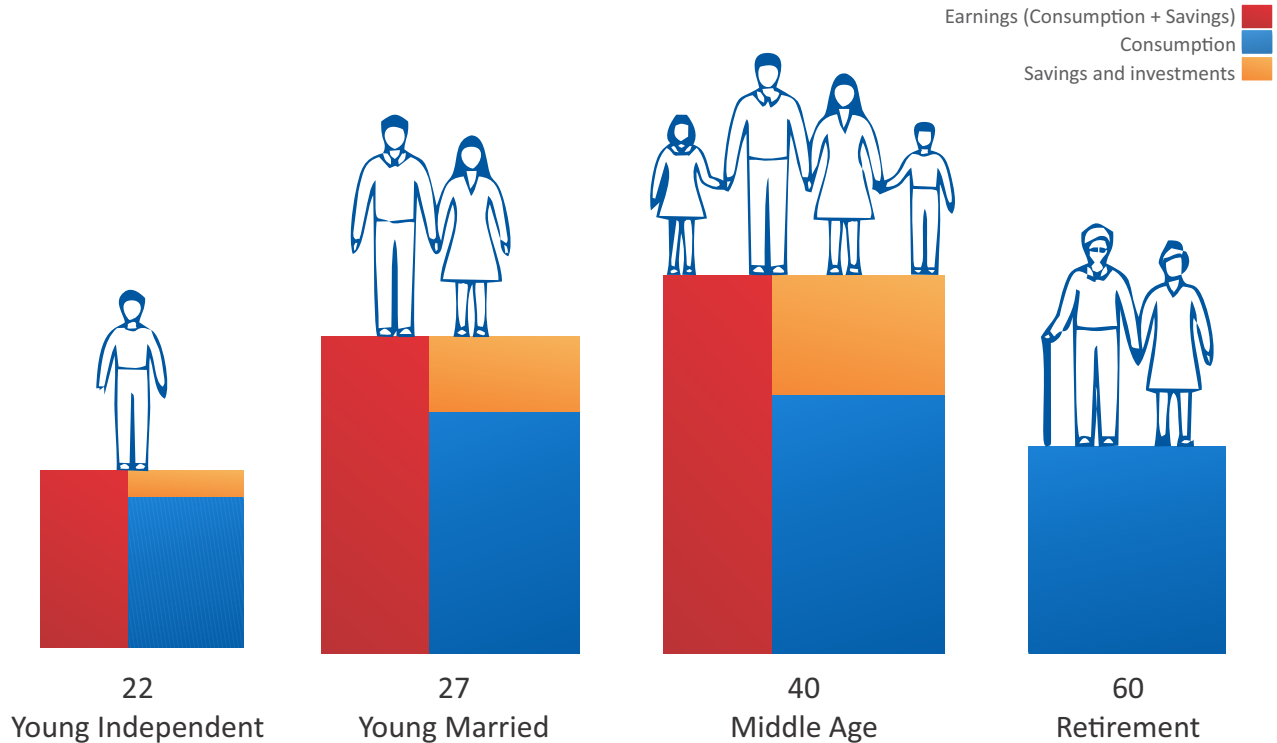
All individuals need to invest for:



# Investors usually are scared of ...



# Life Stages of an Investor

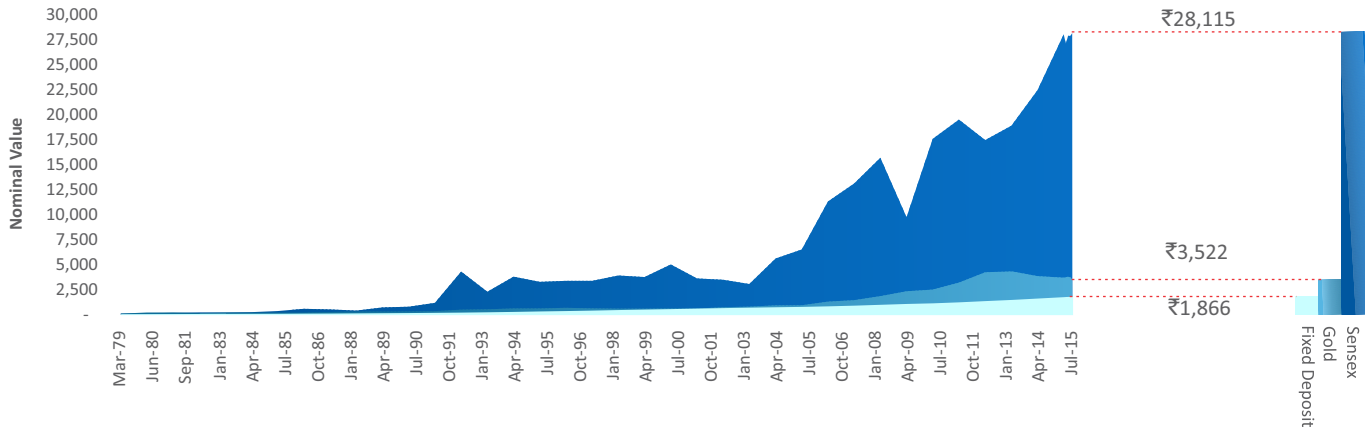


All individuals have a finite period to save for their investment goals

# Avenues of savings and investments

## Cumulative annualized returns from 1979-2015:

If you had invested Rs 100 .....



Equities outperform other asset classes over the long term

Source: Bloomberg, MOAMC internal analysis, Data as on Jul 31, 2015

Note: The above graph is used to explain the concept and is for illustration purpose only and should not be used for development or implementation of an investment strategy. Past performance may or may not be sustained in future.

# What is a Systematic Investment Plan (SIP)?



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A Systematic Investment Plan or SIP is a smart and hassle free mode for investing money in mutual funds. It helps you to create wealth, by investing small sums of money at specified intervals, over a period of time instead of a heavy one-time investment.



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A SIP is a planned approach towards investments and helps you inculcate the habit of saving and building wealth by investing an amount as low as Rs. 500 monthly. Investing at an early stage of life lets you enjoy the benefits of two powerful strategies, rupee cost averaging and the power of compounding.



P

SIP allows you to buy units on a specified date every month, so that you can implement a saving plan for yourself. The benefits of this can be enjoyed as and when the need arises for occasions like marriage, education, buying a house or a car etc. and above all, retirement.



Inculcates the discipline to save and invest regularly

Negates the risk associated with market timing

Power of Compounding

Rupee Cost Averaging

Other Benefits: Auto debit facility across major cities in India, regular account statements, redemption/dividend proceeds directly credited into the bank account



# Benefits of Investing Systematically: Power of Compounding

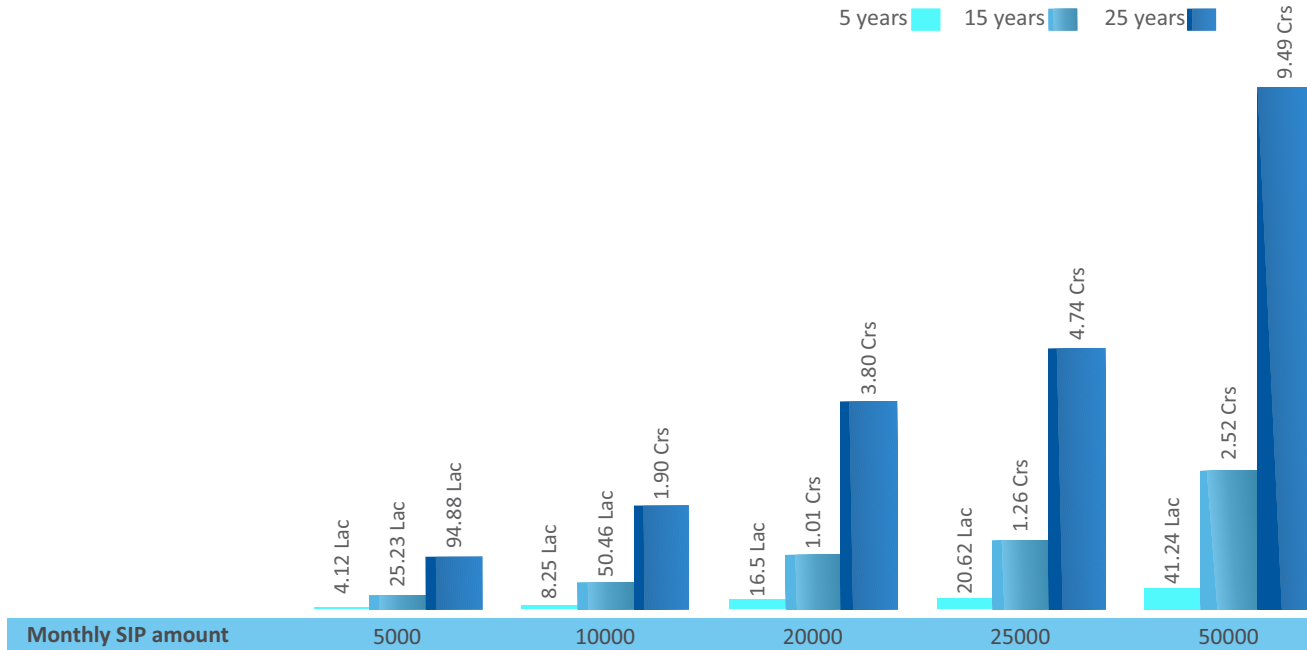
Saving a small sum of money regularly in mutual fund schemes can make your money grow with greater power and can have a significant impact on wealth accumulation. A systematic investment plan (SIP) is an effective means to beat market volatility and benefit from the enormous power of compounding over time. The compounding effect can be explained in the illustration below

Systematic Investment Plan Returns	Investment Scenario A	Investment Scenario B	Investment Scenario C
Number of years	5 Years	10 Years	15 Years
Monthly investment	₹ 5000	₹ 5000	₹ 5000
Total investment	₹ 3,00,000	₹ 6,00,000	₹ 9,00,000
Assumed annualized return	18%	18%	18%
Final corpus	₹ 4.93 Lac	₹ 16.86 Lac	₹ 46.01 Lac

The above is for illustration purpose only. The SIP amount, tenure of SIP and expected rate of return are assumed figures for the purpose of explaining the concept of advantages of SIP investments. The actual result may vary from depicted results depending on scheme selected. It should not be construed to be indicative of scheme performance in any manner.

# Power of Compounding

Graph illustrating the power of compounding (Assumed rate of return: 12% p.a.)



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# Benefits of Investing Systematically: Rupee Cost Averaging

Rupee cost averaging is an automatic market-timing mechanism that eliminates the need to time one's investments.

One doesn't have to worry about when to invest, how much to invest etc. considering daily market movements, as systematic investing reduces the risks significantly.

Eliminates the need to time your investments in equities

Smoothens the impact of market fluctuations and hence reduces risks associated with investing in volatile markets

The risk of market volatility gets negated with more units being purchased when the price is low and fewer units being bought when the price is high

# Rupee Cost Averaging

SIP - Rupee Cost Averaging					
		SIP Investor		Lump-Sum Investor	
Month	Unit Price (₹)	Investment (₹)	Units Purchased^	Investment (₹)	Unit Purchased^
1	50	1,000	20	9,000	180
2	47	1,000	21		
3	45	1,000	22		
4	44	1,000	23		
5	46	1,000	22		
6	48	1,000	21		
7	49	1,000	20		
8	50	1,000	20		
9	52	1,000	19		
Total investment		₹ 9,000		₹ 9,000	
Total units purchased		188		180	
Average unit price		₹ 48		50	
Value after 9 months		₹ 9,799		9,360	

Hence, at the end of the period total units purchased will be 188 & cost per unit will be ₹ 48/-. Thus, the profit for an SIP investor from the above investment will amount to ₹ 799/- (₹ 9,799 – ₹ 9,000)

^Fractional units ignored. The above is for illustration purpose only. The SIP amount and tenure of SIP are assumed figures for the purpose of explaining the concept of advantages of SIP investments. The actual result may vary from depicted results depending on scheme selected. It should not be construed to be indicative of scheme performance in any manner. Past performance may or may not be sustained in future.

# Importance of Starting Early

The sooner one starts investing the better. Investing early allows your investments to receive more time to grow, whereby the concept of compounding (as illustrated below) increases your income, by accumulating the principal and the interest or dividend earned on it, year after year.

## The three golden rules for all investors

Invest Early

Invest Regularly

Invest for Long Term

Particular	Scenario A	Scenario B
Start age	25 years	40 years
Monthly investment	₹ 10,000/	₹ 10,000/
Stop age	60 years	60 years
Total investment	₹ 42 lacs	₹ 24 lacs
Savings to grow to*	₹ 6.5 cr	₹ 99.9 lacs

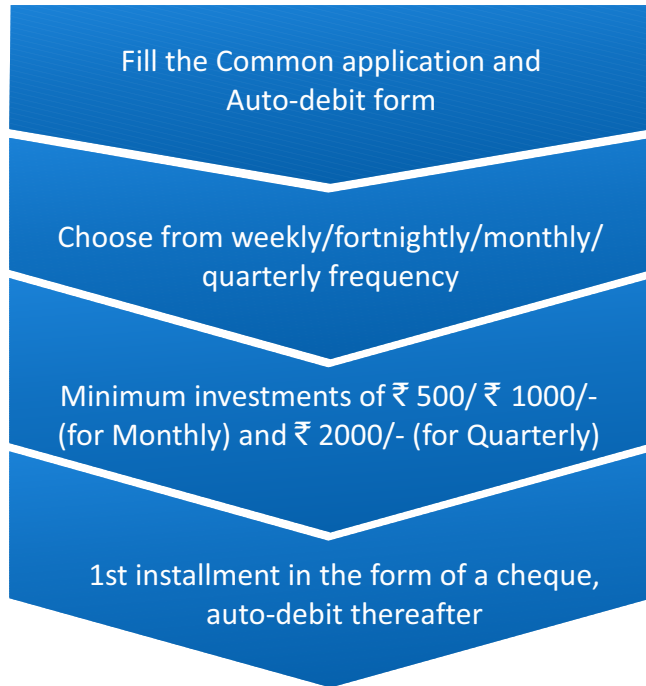
Difference in returns of ~₹ 5.5 crores whereas difference in investment just ₹ 18 lacs

\*Assuming CAGR of 12% for the entire period

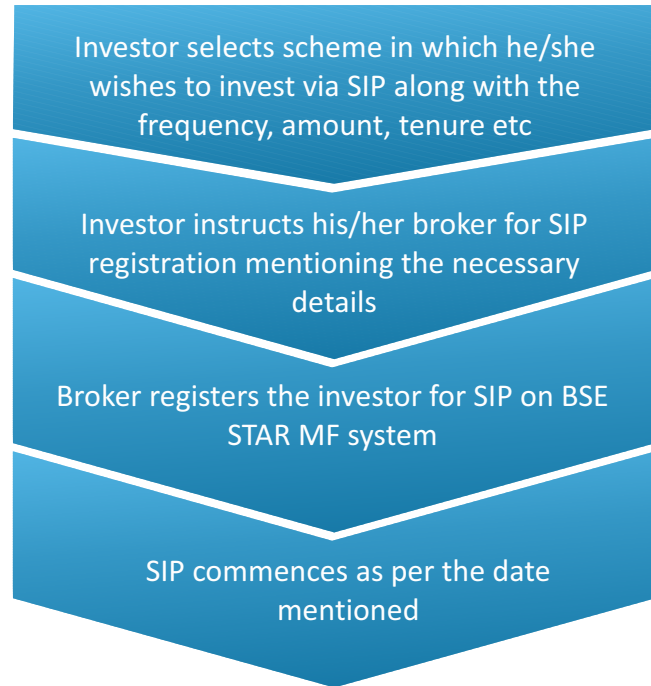
Source: Internal Analysis. The statements contained herein may include statements of future expectations and other forward-looking statements that are based on external current views and assumptions and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements.

# How to start an SIP?

## SIP – Physical Form



## SIP – BSE STAR MF System



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Call: 1800-200-6626

Email: [mfservice@motilaloswal.com](mailto:mfservice@motilaloswal.com)

Website: [www.motilaloswalmf.com](http://www.motilaloswalmf.com)



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