

Free Personal Accident Insurance cover of up to ₹ 10 lakhs*.



GIFT YOUR CHILD A BRIGHT FUTURE.

Consider HDFC Children's Gift Fund.

Subject to the terms and conditions of the Scheme & the Group Personal Accident Insurance Policy as detailed in SID.

Every birthday of your child or milestone achieved is an occasion to invest more for them, thus enabling them to be better prepared for future.

Have you planned for your child's future?

PROJECTED COST OF EDUCATION (approximate)

	2019	2034
MBA	23 Lakh	96 Lakh
Engineering	9.5 Lakh	39.6 Lakh
Medical	58.5 Lakh	2.44 Crore

Monthly savings needed for professional education in 2034?

Rs. 19,231
Rs. 7,943
Rs. 48,915

The above figures are rounded off to the nearest hundred.

Source: Indian Institute of Management – Ahmedabad, IIT – Bombay, Manipal University – Mangalore. Costs depicted based on the education costs for the Post Graduate Programme in Management at Indian Institute of Management – Ahmedabad, B. Tech 4 year programme at IIT – Bombay (Fees extrapolated for 4 year course) & MBBS program at Manipal University - Mangalore. 2034 figures based on inflation figures assumed at 10% p.a. Monthly investment needed to build such corpus by 2034 calculated based on a 15 Year SIP investment returning 12% p.a.

The above investment simulation is for illustrative purposes only and should not be construed as a promise on minimum returns and safeguard of capital.

HDFC
CHILDREN'S GIFT FUND

[An open ended fund for investment for children having a lock-in for at least 5 years or till the child attains age of majority (whichever is earlier)]



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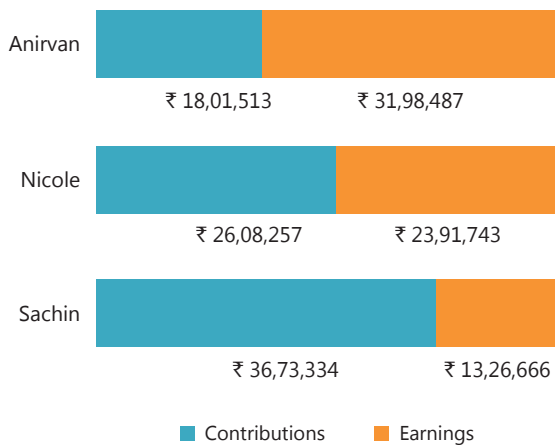
HDFC CHILDREN'S GIFT FUND

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The Cost of Procrastination - Don't delay the inevitable

The road to Rs. 50 Lakhs!

- Anirvan starts early and saves Rs. 10,008/month for 15 years
- Nicole and Sachin are late starters and will have to contribute a higher amount on a monthly basis to accumulate the same amount as Anirvan
 - Nicole: Rs. 21,735/month for 10 years
 - Sachin: Rs. 61,222/month for 5 years

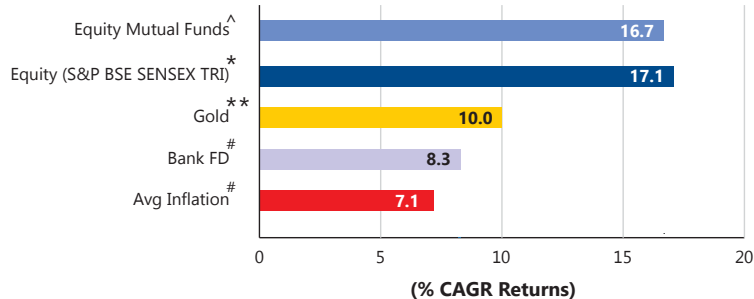


The later you start, the less your money works for you!

Source: Internal Calculation
The above is an illustration using assumed rate of return of 12% p.a. (monthly compounding) only to explain the concept of Power of Compounding. It does not forecast or guarantee the returns in any mutual fund scheme.

Equities - A Powerful tool against inflation

- Equity Mutual Funds has delivered higher returns than other Asset Classes



Returns from March 31, 1979 to March 28, 2019

Source:
[^]MFI-Average Returns of all open-ended equity mutual funds that were launched on or before 31 March, 1998.
^{*}MFI ^{**}World Gold Council INR prices
[#] Bloomberg, RBI Handbook of statistics on Indian Economy. Average inflation is shown for comparison with returns from various asset classes.

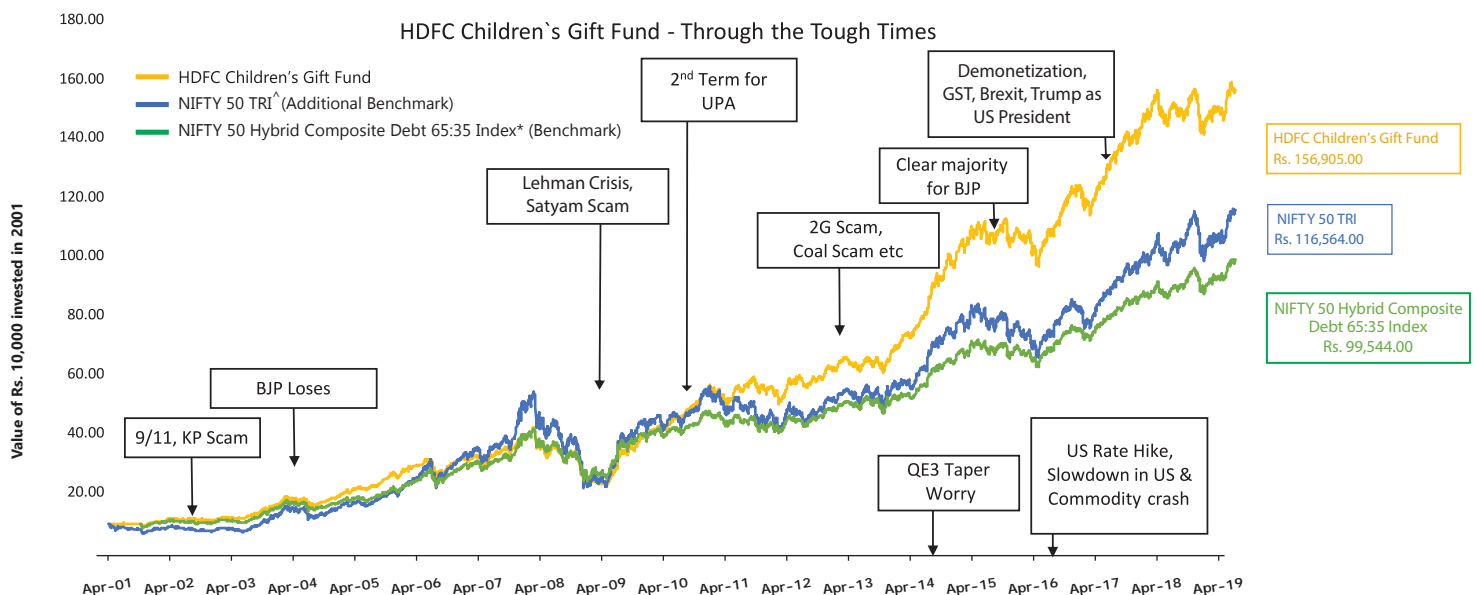
The performance of the Scheme(s) is benchmarked to the Total Return Index (TRI) Variant of the Indices (Equity Assets).

Above asset classes are not strictly comparable.
Above chart is for illustrative purpose only.

Past performance may or may not be sustained in the future.

- **Have equities beaten inflation?** Equities have beaten inflation and have compounded faster than other major asset classes over the last 20 years.
- **Aren't equities risky?** Having a short term view or investing directly in equities without adequate knowledge can be risky. Volatility reduces with time in equity. Hence choose the right mutual fund scheme.
- **Should I put all my money in equities?** Not entirely. When you have a lot of time to achieve your goals, invest predominantly into equities. As you near your goals, you need to shift gradually to lesser volatile asset class like debt.
- **How do I invest in equities?** Lumpsum investments or Systematic Investment Plan with a Mutual Fund. As your income increases, do a SIP Top Up.

HDFC Children's Gift Fund - Weathered it all



Source: Publicly available information

Data as on 30th April, 2019

[^]The performance of the Scheme is benchmarked to the Total Return Index (TRI) Variant of the Indices (Equity Assets).

^{*}NIFTY 50 Hybrid Composite Debt 65:35 Index is available from September 01, 2001

Note - All values have been rebased to Rs. 10 from 03 Sep 2001 i.e. the inception date of NIFTY 50 Hybrid Composite Debt 65:35 Index

Why HDFC Children's Gift Fund?

- Meant for all children below the age of 18 years
- Goal based investment for a child's future be it education, marriage or just an investment for a rainy day
- Healthy allocation towards equities which is an ideal long-term asset class coupled with debt allocation which provides stable returns
- Personal accident insurance for parent/guardian of up to Rs 10 lakhs*
- Benefit from the long term potential of equity while maintaining the stability of debt

* Subject to the terms and conditions of the Scheme & the Group Personal Accident Insurance Policy as detailed in SID.

Comparative analysis of HDFC Children's Gift Fund vis-a-vis others

Criteria	Sukanya Samridhi Account [^]	Physical Gold [^]	HDFC Children's Gift Fund
Account Holder	Only a Girl Child	Anyone can buy Gold	Any minor child
Age Eligibility	0 -10 Years	Any age	Any age up to 18 years
Where can you buy?	Post Office/Public Sector Bank	Any Gold Shop	Any Investor Service Center of HDFC Mutual Fund/HDFC MF Online
Number of Accounts	One Account per child (Maximum 2 girls)	No Restriction	No Restriction
Rate of Returns	As per Government Declarations	Market Linked Returns	Market Linked Returns
Limitations on Contributions	Min: Rs. 1000/Year Max: Rs. 150,000/Year	No Limits	No Limits
Penalties for not investing regularly	Yes. Rs. 50 for each year of non contribution	No	No
Nature of Holding	Intangible	Physical	Intangible
Storage & Safety Risk	Low	High	Low
Taxation	Interest earned is tax free	Returns are treated as capital gains and taxed accordingly	For units held in excess of 12 months , Long Term Capital Gains Tax exceeding gain 1 Lakh @ 10% without indexation +Surcharge* as applicable +4% Cess.
Tax Benefit U/S 80C	Yes	No	No
Is there any risk cover given to Guardian	No	No	Yes. Personal accident insurance up to Rs. 10 lakhs.#
Partial Withdrawal	Yes. 50% when girl reaches the age of 18 years or passes 10 th std, whichever is earlier	No Restriction	No restriction unless units are locked in (as applicable)
Online Purchase	No	Yes	No
Liquidity	Very Low	Depends on the type of gold. (Eg. Gold jewellery will not fetch the same value as a gold coin on a per unit basis)	Redemptions subject to lock-in period: Existing investments by investors including SIP/ SWAP registrations, etc (until May 22, 2018): Lock-in period (if opted), shall be later of - 3 Years from the date of allotment - Until the Unit Holder (being the beneficiary child) attains the age of 18 years Fresh investments by investors including SIP/ SWAP registrations, etc (effective May 23, 2018): Lock-in period will be compulsory . Lock-in period shall be earlier of - 5 Years from the date of allotment; or - Until the Unit holder (being the beneficiary child) attains the age of majority (i.e. completion of 18 years)
Maturity Tenure	Account can be closed when the child completes 21 years	No Limits	No Limits
Can it be extended	No	Yes, till asset is sold	Yes, up to withdrawal
Effect on becoming NRI/Non-citizen	Account shall close promptly	Investment can continue	Investment can continue

*Surcharge at 15%, is applicable where income if individual exceeds Rs. 1 crore and Surcharge at 10%, is applicable where income if individual exceeds Rs. 50 lakhs but does not exceed Rs. 1 Crore.

[^]Source: Publicly available information

#Subject to the terms and conditions of the Scheme & the Group Personal Accident Insurance Policy.

The performance of HDFC Children's Gift Fund is not comparable with the performance of all other investment avenues shown in the table above due to differing investment objective/s and fundamental differences in product features, investment purpose, investment risks and regulatory environment. In view of individual nature of tax consequences, investors should consult their professional tax advisor. The above comparative is for illustrative purpose only.

HDFC CHILDREN'S GIFT FUND

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An SIP since inception of just Rs. 10,000 invested systematically on the first business day of every month (total investment Rs. 21.80 lacs) in HDFC Children's Gift Fund would have grown to ~ Rs. 1.10 crore by 30th April, 2019 (refer below table).

SIP Performance - Regular Plan - Growth Option

	Since Inception	15 year SIP	10 year SIP	5 year SIP	3 year SIP	1 year SIP
Total Amount Invested (₹ '000)	2,180.00	1,800.00	1,200.00	600.00	360.00	120.00
Market Value as on April 30, 2019 (₹ '000) \$\$	11,036.21	6,056.89	2,551.38	778.19	412.08	124.32
Returns (%) \$\$	15.83	14.80	14.44	10.36	9.00	6.80
Benchmark Returns (%) #	N.A.	11.40	10.83	10.58	11.33	12.95
Additional Benchmark Returns (%) ##	14.94	12.82	12.10	12.16	13.97	14.87

CAGR returns are computed after accounting for the cash flow by using XIRR method (investment internal rate of return) for Regular Plan - Growth Option. The above investment simulations are for illustrative purposes only and should not be construed as a promise on minimum returns and safeguard of capital. N.A. Not Available. SIP - Systematic Investment Plan.

Performance - Regular Plan - Growth Option

NAV as on April 30, 2019 ₹ 120.696 (Per Unit)

Period	Scheme Returns (%) \$\$	Benchmark Returns (%)#	Additional Benchmark Returns (%)##	Value of investment of ₹ 10,000		
				Scheme (₹) \$\$	Benchmark (₹) #	Additional Benchmark (₹)##
Last 1 Year	2.47	9.92	10.84	10,247	10,992	11,084
Last 3 Years	13.11	12.89	15.91	14,475	14,391	15,580
Last 5 Years	14.13	11.83	13.32	19,374	17,497	18,693
Since Inception	16.36	N.A.	14.47	156,905	N.A.	116,564

Scheme performance may not strictly be comparable with that of its Additional Benchmark in view of balanced nature of the scheme where a portion of scheme's investments are made in debt instruments. Inception Date: March 02, 2001. The Scheme is managed by Mr. Chirag Setalvad since April 02, 2007.

\$\$ Adjusted for bonus units declared under the scheme. # Benchmark Index: NIFTY 50 Hybrid Composite Debt 65:35 Index. ## Additional Benchmark Index: NIFTY 50 TRI.

Performance of other funds managed by Chirag Setalvad, Fund Manager of HDFC Children's Gift Fund (who manages total 9 schemes which have completed one year)				
Performance of Top 3 schemes by Chirag Setalvad				
	Managing Scheme since	Last 1 Year (%)	Last 3 Years (%)	Last 5 Years (%)
HDFC Small Cap Fund	28-Jun-14	-10.28	18.36	18.89
Benchmark - NIFTY Smallcap 100 TRI		-22.14	8.47	11.55
HDFC Long Term Advantage Fund ~	02-Apr-07	5.54	15.91	15.02
Benchmark - S&P BSE SENSEX TRI		12.40	16.55	13.28
HDFC Mid-Cap Opportunities Fund	25-Jun-07	-9.60	13.45	18.30
Benchmark - NIFTY Midcap 100 TRI		-12.72	11.13	16.12
Performance of Bottom 3 schemes by Chirag Setalvad				
	Managing Scheme since	Last 1 Year (%)	Last 3 Years (%)	Last 5 Years (%)
HDFC Retirement Savings Fund - Equity Plan (Equity Assets)	25-Feb-16	-2.76	14.38	N.A.
Benchmark - NIFTY 500 TRI		2.98	15.03	N.A.
HDFC Retirement Savings Fund - Hybrid Debt Plan (Equity Assets)	26-Feb-16	3.02	7.81	N.A.
Benchmark - NIFTY 50 Hybrid Composite Debt 15:85 Index		8.34	8.34	N.A.
HDFC Multi-Asset Fund (Equity Assets)	02-Apr-07	2.26	7.19	8.35
Benchmark - 90% NIFTY 50 Hybrid Composite Debt 65:35 Index + 10% Domestic Price of Gold		9.44	11.84	11.01

--Open Ended Equity Linked Savings Scheme with a lock-in - period of 3 years. Top 3 and bottom 3 schemes managed by the Fund Manager have been derived on the basis of since inception returns vis-à-vis the benchmark. In case the benchmark is not available on the Scheme's inception date, the returns for the concerned scheme is considered from the date the benchmark is available. On account of difference in the type of the Scheme, asset allocation, investment strategy, inception dates, the performance of these schemes is strictly not comparable.

Common notes to all tables:

Past performance may or may not be sustained in the future. Returns greater than 1 year period are compounded annualised (CAGR). Load is not taken into consideration for computation of performance. The above returns are of Regular Plan - Growth Option. TRI - Total Returns Index. N.A. - Not Applicable. Returns as on April 30, 2019. Different Plans viz. Regular Plan and Direct Plan have different expense structure. The expenses of the Direct Plan under the scheme will be lower to the extent of the distribution expenses/commission charged in the Regular Plan.

HDFC Children's Gift Fund is suitable for investors who are seeking*

- Capital appreciation over long term
- Investment in equity and equity-related instruments as well as debt and money market instruments

*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.

