

FUND FACT SHEET

September 2013



Pramerica

MUTUAL FUND

Stop trying to time the markets!

ENTER, EXIT & RE-ENTER

at the right time in a disciplined manner!

Invest through

Pramerica

POWER GOALS



P/E based equity investment facility

Toll Free: 18002662667 | customercare@pramericamf.com | www.pramericamf.com

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.
Pramerica Power Goals is a P/E (Price to Earnings Ratio) based asset allocation facility with rebalancing features.
Investors are requested to read the terms and conditions of Pramerica Power Goals before investing.

Pramerica Power Goals : Details as of 1 st October 2013	
Long-term Average P/E Nifty	18.32
20 Day Moving Average	16.98
Applicable P/E Variation Band	Between -10% to 0%
Initial Asset Allocation	100% Allocation to Equity
Rebalancing Allocation	10% Out of Debt into Equity

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Stop trying to time the market ! Invest in a P/E based strategy

In the equity markets, one should invest when the valuation (P/E) is low, not the index level. Simply put we should invest when market is cheaper and the P/E ratio helps us decide this.

- Methodology adopted for P/E based Strategy illustrations:
 - Asset allocation is done on the basis of the table shown here
 - The equity market/component is represented by CNX NIFTY.
 - The balance allocation (i.e. portfolio value minus equity allocation) is considered as debt component
 - Debt component returns is considered at 6% per annum for the calculation purpose.
 - Any allocation into or out of equity is carried out on the first working day of the month.
 - Variation is defined as the deviation of 20 day Average trailing P/E of CNX NIFTY as at the month-end, compared with its Long-Term Average P/E (i.e. from 1st Jan 1999)

Enter	
Variation* from long-term Average PE	% Equity Allocation
Above 40%	0%
Between 31% to 40%	0%
Between 21% to 30%	40%
Between 11% to 20%	60%
Between 1% to 10%	80%
Between -10% to 0%	100%
Between -20% to -11%	100%
Less than -20%	100%

Exit + Re-Enter		
Variation* from long-term Average PE	Asset Allocation - Move from Equity to Debt	Asset Allocation - Move from Debt to Equity
Above 40%	100%	–
Between 31% to 40%	50%	–
Between 21% to 30%	–	–
Between 11% to 20%	–	–
Between 1% to 10%	–	–
Between -10% to 0%	–	10%
Between -20% to -11%	–	50%
Less than -20%	–	100%

Historic P/E Strategy Returns for Variation Band -10% to 0%

SIP Returns	5 year		7 year		10 year	
	P/E Based Strategy	NIFTY	P/E Based Strategy	NIFTY	P/E Based Strategy	NIFTY
Minimum	11.75%	-1.14%	16.86%	5.69%	23.18%	9.85%
Maximum	38.14%	37.95%	39.62%	37.23%	32.79%	21.36%
Average	29.64%	20.88%	28.40%	17.47%	29.20%	16.05%

Lumpsum Returns	5 year		7 year		10 year	
	P/E Based Strategy	NIFTY	P/E Based Strategy	NIFTY	P/E Based Strategy	NIFTY
Minimum	10.18%	5.40%	23.17%	9.26%	23.00%	11.38%
Maximum	38.89%	32.84%	36.06%	25.47%	28.21%	17.73%
Average	27.60%	18.75%	27.59%	17.23%	26.27%	16.02%

Data Source: CNX NIFTY, Market Data, Internal Calculations. The above graph and table are intended for illustration purpose only to help understand the performance of the equity market, represented by the index CNX NIFTY, on a monthly rolling for 5/7/10 years CAGR basis from Jan 1999 to September 2013 based on the various bands of P/E variation. P/E variation is defined as the deviation of trailing PE of CNX NIFTY (observed on a 20 days moving average basis) from Long-Term Average PE of CNX NIFTY. Past performance may or may not be sustained in the future.

Market Round Up: Fixed Income

- Mahendra Jajoo, Executive Director & CIO - Fixed Income

Fixed Income and currency market sentiments showed consistent improvement during September. Following the series of measures taken by RBI and the Govt in previous months and with some stability coming back to emerging markets after the recent sell-off, INR gradually strengthened through the month. New RBI governor set a fresh agenda of reforms immediately on taking charge in first week of month enthusing the markets. While the market undertone remained apprehensive in first half of the month, the early signs of stability were evident with INR appreciating to below 63/\$ by mid-month from a low of 67/\$ in the first week on the back of improved capital flows. While most analysts expected Fed to announce commencement of tapering this month, Fed decided to continue the current pace of bond buying program until further improvement in employment and other economic indicators. That brought a huge sigh of relief for the global markets including India and benchmark 10Y bond rallied with yields hitting the intra month low of 8.19%. During the period, money market rates also kept easing from the stratospheric levels of previous month due to improved liquidity and expectation of reversal of emergency liquidity tightening measures by RBI. For example, by mid-month, 3M Bank CD rates had already eased by 110 bps to 10.60% from 11.70% at close of previous month. RBI at its monetary policy review reduced the MSF rate by 75 bps to 9.50% in part reversal of the emergency tightening measures. However, RBI also hiked the repo rate by 25 bps as its revised projections estimated the inflation trajectory to be higher than earlier projections. RBI also indicated that CPI inflation has remained very high for number of years and that it was a cause of concern. This caused some nervousness in the market in anticipation of further repo rate hikes and 10Y govt bond yields spiked to 8.90% in two trading sessions thereafter. RBI then issued a press release assuring adequate liquidity including by way of OMOs for productive requirements of the system. This provided some comfort to the traders with 10Y closing the month at 8.77%, up 17 bps for the month. Short term rates though continued to ease on prospects of improved liquidity with 3M bank CD rates easing 210 bps for the month at 9.60%. 1Y Bank CD rates eased 110 bps to 9.60% from 10.70% last month.



Mahendra Jajoo
Executive Director & CIO - Fixed Income

While crude oil prices did shoot up to \$118/bl levels during the month due to crisis related to Syria, as the issue settle down quickly, crude oil prices closed lower for the month at \$108/bl vs \$114/bl last month on slowing demand. As already mentioned, with improved capital flows, INR appreciated to 62.62/\$ during the month as compared to 65.70/\$ last month, an appreciation of close to 5%.

While Fed has desisted from tapering this month, it has left the issue open ended dependent on incoming data. Further, shut down of the US govt at month end suggests more uncertainty about the negotiations on increasing the debt ceiling. This will keep the global markets volatile. There also remain apprehensions of a fresh round of volatility emerging from Italy in case the current govt becomes unstable. Domestically, RBI has guided for further unwinding of emergency tightening measure suggesting incremental reduction in MSF rate shortly. Further, large amount of liquidity currently locked in cash management bills shall be released by mid-October as there is no fresh issue of CMBs currently. However, bond yields may remain under pressure on apprehensions for further hike in repo rate and large supplies. RBIs assurance on liquidity management including by way of OMOs will however provide some cap on rising yields. This will keep the bond yields range-bound with an upward bias. As such, the yield curve is likely to steepen both from the short and the far end in coming months.

Economy & Markets:

An event heavy September that started amid gloom, with Rupee near record lows on expected QE tapering and tensions in the middle-east driving higher crude prices that would aggravate our current account situation, progressed with these immediate concerns alleviating relatively smoothly. Nifty ended the month higher by almost 5% despite losing more than half the gains from mid-month. Sensex hit a 20 month high at that point. Broader markets outperformed with the midcap index gaining over 6%. Strong FII inflows returned after 3 months with net inflows of ~\$2bn.

It began with the new Governor taking charge at the Reserve Bank and announcing a slew of measures to bring dollars into India including lower swap costs for FCNR deposits and overseas borrowings by banks. This followed opening of the swap window for OMCs in the end of August to take their dollar demand out of the market. Abeyance of military action against Syria and not even a token taper of the asset purchase program of the Federal Reserve also obliged Rupee which gained over 6% in September.

The RBI in its monetary policy that followed the FOMC announcement, hiked the repo rate by 25 bps while initiating withdrawal of measures taken in July by cutting MSF rate by 75bps, walking towards a normal yield curve. The focus in the policy was clearly towards stabilizing and managing inflation expectations. We believe this is a step in the right direction and will over a period of time drive growth though it may result in further slowdown in the near term. From here on, we expect the RBI to increase the repo rate by around 50 bps while reducing the MSF rate by 50bps bringing down the gap between the two rates to 100 bps. The increase in repo will support the local currency but may expedite the onset of a credit crisis as weaker credit gets exposed with higher interest rates. We believe credit crisis was imminent, the current steps will only help the central bank to control it to manageable levels, thus reducing its negative impact on the economy.

The recent economic data readings also supported the actions taken by the RBI. IIP surprised by growing 2.6% versus an expectation of contraction aided by exports and some volatile elements. Consistency in maintaining this growth needs to be watched for. Inflationary pressures continue to remain high with retail inflation persisting above 9% and WPI coming in higher than estimates too @6.1%. With scant likelihood of the required sizeable hike in diesel prices with impending assembly elections, the inflation numbers need to be looked at taking into account the large suppressed component.


Investment outlook:

RBI's measures to bolster the currency will phase out when the oil companies have to repay the RBI and FCNR deposits become less attractive as RBI brings MSF rates down. At this point in time we do not see any sustainable, material recovery in exports on account of the recent depreciation. Combined with probable decline in debt inflow, we expect the currency to resume its downward journey unless hard measures are taken to correct the twin deficits while containing the inflation.

In light of these expectations, we maintain our view of caution on banks on account of continued weakness in asset quality and expect another round of downgrades to earnings in result season despite a recent one on RBI's sharp inversion of yield curve. We also feel the current earnings estimates by the sell-side do not factor in the full extent of gains from INR depreciation for IT companies and other exporters and expect to see earnings upgrades in the result season. Over a slightly longer horizon, we expect the credit crisis to drive consolidation in various industries resulting in emergence of more efficient players getting prominence in the economy and bringing the growth back.



B P Singh
Executive Director & CIO - Equity

- regular income for short term.
- seeks to deliver reasonable market related returns with lower risk and higher liquidity through a portfolio of debt and money market instruments.
- low risk.  (BLUE)

Investment Objective

The Scheme seeks to deliver reasonable market related returns with lower risk and higher liquidity through a portfolio of debt and money market instruments. However, there is no assurance that the investment objective of the Scheme will be realized and the Scheme does not assure or guarantee any returns

Date of initial allotment

August 27, 2010

Fund Manager & his experience

Mahendra Jajoo

Over 20 years of experience in financial services and capital markets

Plans

Regular Plan & Direct Plan

Options

Growth, Dividend & Bonus

Facilities (Under Dividend Option)

Dividend Reinvestment (daily, weekly, fortnightly, monthly)

Dividend Payout (fortnightly, monthly)

Dividend Transfer Plan

Default Option

Default Option: Growth

Default Dividend Facility: Dividend Reinvestment

Default Dividend Frequency: Daily

Benchmark Index[#]

CRISIL Liquid Fund Index

NAV as on 30th September 2013

Option	NAV (in ₹)
Regular Plan	
Growth	1306.8083
Daily Dividend	1000.3700
Weekly Dividend	1001.7984
Fortnightly Dividend	1001.2923
Monthly Dividend	1001.2933
Bonus	1306.7337

Direct Plan

Growth	1307.9854
Daily Dividend	1000.4200
Weekly Dividend	1001.9714
Monthly Dividend	1001.4621
Bonus	1307.9427

Maturity & Yield

Yield to Maturity	10.11%
Average Maturity	23 Days

Modified Duration

21 Days

Minimum Investment Amount

₹ 10,000/- and in multiples of ₹ 1 thereafter

Minimum Additional Purchase Amount

₹ 1,000/- and in multiples of ₹ 1 thereafter

Load Structure

Entry Load: Not Applicable

Exit Load: Nil

CRISIL Rating**

CRISIL AAAMfs

Quarterly Average AUM

July 2013 to September 2013 : ₹ 828.88 Crores

Portfolio	Ratings	% of Net Assets
MONEY MARKET INSTRUMENTS		50.11
Central Bank of India	CRISIL A1+	6.78
State Bank of Hyderabad	ICRA A1+	6.77
Government of India	SOV	6.17
Canara Bank	CRISIL A1+	3.41
India Infoline Finance Ltd.	ICRA A1+	3.41
Allahabad Bank	CRISIL A1+	3.40
Piramal Enterprises Ltd	ICRA A1+	3.40
Afcons Infrastructure Ltd	CRISIL A1+	3.40
Punjab National Bank	CARE A1+	3.39
Shapoorji Pallonji & Company Limited	ICRA A1+	3.39
Century Textile & Industries Ltd.	CARE A1+	3.38
Kotak Mahindra Prime Ltd	CRISIL A1+	1.38
Edelweiss Financial Services Ltd	CRISIL A1+	1.35
ING Vyasa Bank	CRISIL A1+	0.48
CORPORATE DEBT		3.44
Kotak Mahindra Prime Ltd	CRISIL AA+	3.44
Cash and Cash Equivalents		46.04
Net Current Assets		0.41
GRAND TOTAL		100.00

DIVIDEND DETAILS			
Record Date	Rate (per Unit)	Cum Div NAV	Ex Div NAV
Fortnightly Dividend Payout Option			
10-Jul-13	2.734408	1003.6733	1000.1644
25-Jul-13	0.443016	1000.5685	1000.0000
10-Aug-13	3.704039	1004.7532	1000.0000
25-Aug-13	3.328746	1004.2716	1000.0000
10-Sep-13	3.582685	1004.6150	1000.0175
25-Sep-13	3.289658	1004.3855	1000.1640
Monthly Dividend Payout Option			
25-Jul-13	3.182195	1004.0836	1000.0000
25-Aug-13	7.039471	1009.0334	1000.0000
25-Sep-13	6.886820	1009.0023	1000.1648

Please note that after the payment of dividend, the NAV falls to the extent of dividend paid, distribution tax and cess wherever applicable.

Past performance may or may not be sustained in future.

Performance as on September 30th 2013 - Regular Plan - Growth Option								
Date	Period	NAV Per Unit (₹)	Scheme Returns (%) [^]	Benchmark Returns #(%)	Additional Benchmark*(%)	Value of Investment of ₹ 10000/-		
						Scheme (₹)	Benchmark (₹)	Additional Benchmark (₹)
23-Sep-2013	Last 7 days	1,304.2194	10.35%	11.81%	10.65%	10,019.85	10,022.64	10,020.42
15-Sep-2013	Last 15 days	1,301.1623	10.56%	15.95%	8.91%	10,043.39	10,065.55	10,036.60
30-Aug-2013	Last 1 Month	1,295.1244	10.62%	15.36%	7.90%	10,090.21	10,130.45	10,067.10
30-Sept-2012 to 30-Sept-2013	1 Year	1,200.2164	8.88%	8.59%	5.70%	10,888.11	10,858.83	10,569.65
30-Sept-2011 to 30-Sept-2012	1 Year	1,091.5120	9.96%	8.65%	8.11%	10,995.91	10,864.93	10,811.28
30-Sept-2010 to 30-Sept-2011	1 Year	1,005.9900	8.50%	7.77%	5.38%	10,850.13	10,776.99	10,538.37
27-Aug-2010	Since Inception	1,000.0000	9.03%	8.26%	6.34%	13,068.08	12,783.55	12,096.55

Returns for period less than 1 year are annualized returns, for 1 year period are absolute and Return for Since Inception are CAGR

"As per SEBI standard on performance disclosure, returns in INR terms based on a standard investment of Rs. 10,000/- have been shown only for Schemes that have been in existence for more than three years."

CRISIL Liquid Fund Index value is 2031.60 & CRISIL 1 year T - Bill is 3650.06 as on 30th Sept 2013.* Additional Benchmark is CRISIL 1 Year T-Bill #CRISIL Liquid Fund Index

[^] Past performance may or may not be sustained in the future

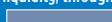
Mr. Mahendra Jajoo manages 17 schemes Please refer page 15 for performance of all schemes managed by the fund manager.

** CRISIL Disclaimer: The assigned rating AAAMfs is valid only for "Pramerica Liquid Fund". The rating of CRISIL is not an opinion of the Asset Management Company's willingness or ability to make timely payments to the investor. The rating is also not an opinion on the stability of the NAV of the Fund, which could vary with market developments.

Pramerica Ultra Short Term Bond Fund

(An open-ended debt scheme)

This product is suitable for*:

- regular income for short term.
- to provide reasonable returns, commensurate with a low to moderate level of risk and high degree of liquidity, through a portfolio constituted of money market and debt instruments.
- low risk.  (BLUE)

30th September 2013

Investment Objective

The objective of the scheme is to provide reasonable returns, commensurate with a low to moderate level of risk and high degree of liquidity, through a portfolio constituted of money market and debt instruments. However, there is no assurance that the investment objective of the scheme will be realized and the scheme does not assure or guarantee any returns

Date of initial allotment

September 24, 2010

Fund Manager & his experience

Mahendra Jajoo

Over 20 years of experience in financial services and capital markets

Plans

Regular Plan & Direct Plan

Options

Growth, Dividend & Bonus

Facilities (Under Dividend Option)

Dividend Reinvestment (daily, weekly, fortnightly, monthly)

Dividend Payout (fortnightly, monthly)

Dividend Transfer Plan

Default Option

Default Option: Growth

Default Dividend Facility: Dividend Reinvestment

Default Dividend Frequency: Daily

Benchmark Index

CRISIL Liquid Fund Index

NAV as on 30th September 2013

Regular Plan

Option	NAV (in ₹)
Growth	1299.2632
Daily Dividend	1001.5000
Weekly Dividend	1001.9463
Fortnightly Dividend	1001.9912
Monthly Dividend	1001.1097
Bonus	1299.1497

Direct Plan

Growth	1302.3163
Daily Dividend	1002.4000
Weekly Dividend	1004.5703
Monthly Dividend	1003.5948
Bonus	1302.1918

Maturity & Yield

Yield to Maturity	10.32%
Average Maturity	150 Days

Modified Duration

131 Days

Minimum Investment Amount

₹ 5,000/- and in multiples of ₹ 1 thereafter

Minimum Additional Amount

₹ 500/- and in multiples of ₹ 1 thereafter

Load Structure

Entry Load: Not Applicable

Exit Load: Nil

CRISIL Rating**

CRISIL AAAMfs

Quarterly Average AUM

July 2013 to September 2013 : ₹ 384.92 Crores

Portfolio	Ratings	% of Net Assets
MONEY MARKET INSTRUMENTS		70.30
S.D. Corporation Pvt Ltd.	CARE A1+	13.81
Andhra Bank	CARE A1+	11.64
Canara Bank	CRISIL A1+	11.63
State Bank of Hyderabad	ICRA A1+	11.28
Bank of Maharashtra	CRISIL A1+	6.95
Government of India	SOV	4.69
Sundaram BNP Paribas Home Finance Limited	ICRA A1+	4.46
IDBI Bank Ltd.	CRISIL A1+	2.35
Central Bank of India	CARE A1+	1.80
Fullerton India Credit Company Limited	ICRA A1+	1.67
Ratnakar Bank Limited	ICRA A1+	0.02
CORPORATE DEBT		22.03
India Infoline Finance Ltd.	CARE AA-	9.43
Reliance Capital Ltd.	CARE AAA	4.70
Dewan Housing Finance Corporation Limited	CARE AA+	4.60
Fullerton India Credit Company Limited	ICRA LAA+	2.83
Housing Development Finance Corporation Ltd.	CRISIL AAA	0.47
FIXED DEPOSITS		0.35
Cash and Cash Equivalents		3.56
Net Current Assets		3.76
GRAND TOTAL		100.00

DIVIDEND DETAILS			
Record Date	Rate (per Unit)	Cum Div NAV	Ex Div NAV
Fortnightly Dividend Payout Option			
10-Jul-13	2.567006	1004.0574	1000.7633
12-Aug-13	0.292406	1000.9355	1000.5602
26-Aug-13	0.937354	1002.0507	1000.8478
10-Sep-13	4.921273	1007.1653	1000.8500
25-Sep-13	4.545206	1006.7134	1000.8808
Monthly Dividend Payout Option			
26-Aug-13	4.215154	1005.4091	1000.0000
25-Sep-13	9.512985	1012.2075	1000.0000

Please note that after the payment of dividend, the NAV falls to the extent of dividend, distribution tax and cess wherever applicable.

Past performance may or may not be sustained in future.

Performance as on September 30th 2013 - Regular Plan - Growth Option								
Date	Period	NAV Per Unit (₹)	Scheme Returns (%)^	Benchmark Returns # (%)	Additional Benchmark Returns* (%)	Value of Investment of ₹ 10000/-		
						Scheme (₹)	Benchmark (₹)	Additional Benchmark (₹)
30-Sept-2012 to 30-Sept-2013	1 Year	1196.8884	8.55%	8.59%	5.70%	10,855.34	10,858.83	10,569.65
30-Sept-2011 to 30-Sept-2012	1 Year	1090.3986	9.77%	8.65%	8.11%	10,976.61	10,864.93	10,811.28
30-Sept-2010 to 30-Sept-2011	1 Year	1001.1100	8.92%	7.77%	5.38%	10,891.90	10,776.99	10,538.37
24-Sep-2010	Since Inception	1000.0000	9.06%	8.31%	6.38%	12,992.63	12,727.09	12,053.60

Returns for 1 year period are absolute and Since Inception Return are CAGR

"As per SEBI standard on performance disclosure, returns in INR terms based on a standard investment of Rs. 10,000/- have been shown only for Schemes that have been in existence for more than three years."

CRISIL Liquid Fund Index value is 2031.60 & CRISIL 1 year T - Bill is 3650.06 as on 30th Sept 2013

* Additional Benchmark is CRISIL 1 Year T-Bill, #CRISIL Liquid Fund Index

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

Mr. Mahendra Jajoo manages 17 schemes Please refer page 15 for performance of all schemes managed by the fund manager.

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Note: Risk may be represented as:  (BLUE) investors understand that their principal will be at low risk,  (YELLOW) investors understand that their principal will be at medium risk,  (BROWN) investors understand that their principal will be at high risk

This product is suitable for*:

- regular income for short term.
- to generate regular returns with moderate level of risk by investing primarily into a portfolio of Debt Securities and Money Market Instruments of short term maturity.
- low risk.  (BLUE)

Investment Objective

The objective of the scheme is to generate regular returns with moderate level of risk by investing primarily into a portfolio of Debt Securities and Money Market Instruments of short term maturity. However, there is no assurance that the investment objective of the scheme will be realized and the scheme does not assure or guarantee any returns

Date of initial allotment

February 4, 2011

Fund Manager & his experience

Mahendra Jajoo

Over 20 years of experience in financial services and capital markets

Plans

Regular Plan & Direct Plan

Options

Growth, Dividend & Bonus

Facilities (Under Dividend Option)

Dividend Reinvestment (weekly, fortnightly, monthly, quarterly)

Dividend Payout (monthly, quarterly)

Dividend Transfer Plan

Default Option

Default Option: Growth

Default Dividend Facility: Dividend Reinvestment

Default Dividend Frequency: Monthly

Benchmark Index[#]

CRISIL Short Term Bond Fund Index

NAV as on 30th September 2013

Regular Plan

Option	NAV (in ₹)
Growth	1265.4240
Weekly Dividend	1001.6265
Fortnightly Dividend	1018.4889
Monthly Dividend	1000.8344
Quarterly Dividend	1007.2760
Bonus	1265.6788

Direct Plan

Growth	1270.0760
Fortnightly Dividend	1001.7119
Quarterly Dividend	1007.8060
Bonus	1270.2389

Maturity & Yield

Yield to Maturity	9.71%
Average Maturity	211 Days

Modified Duration

192 Days

Minimum Investment Amount

₹ 5,000/- and in multiples of ₹ 1 thereafter

Minimum Additional Purchase Amount

₹ 1,000/- and in multiples of ₹ 1 thereafter

Load Structure

Entry Load: Not Applicable

Exit Load: Nil

CRISIL Rating**

CRISIL AAAMfs

Quarterly Average AUM

July 2013 to September 2013 : ₹ 35.00 Crores

Portfolio	Ratings	% of Net Assets
MONEY MARKET INSTRUMENTS		42.68
Indian Bank	ICRA A1+	16.28
State Bank of Bikaner and Jaipur	CRISIL A1+	16.20
State Bank of Hyderabad	ICRA A1+	10.20
CORPORATE DEBT		17.67
LIC Housing Finance Ltd.	CRISIL AAA	17.67
Cash and Cash Equivalents		20.56
Net Current Assets		19.09
GRAND TOTAL		100.00

DIVIDEND DETAILS

Record Date	Rate (per Unit)	Cum Div NAV	Ex Div NAV
Monthly Dividend Payout Option			
26-Aug-13	0.398214	1000.5110	1000.0000
25-Sep-13	8.889502	1011.4075	1000.0000
Quarterly Dividend Payout Option			
26-Mar-13	17.618235	1022.9725	1003.4602
26-Jun-13	17.533606	1025.2621	1002.7621
26-Sep-13	6.331580	1014.7800	1006.6568

Please note that after the payment of dividend, the NAV falls to the extent of dividend, distribution tax and cess wherever applicable. Past performance may or may not be sustained in future.

Performance as on September 30th 2013 - Regular Plan - Growth Option

Date	Period	NAV Per Unit (₹)	Scheme Returns(%) [^]	Benchmark Returns (%) [#]	Additional Benchmark Returns*(%)
30-Sept-2012 to 30-Sept-2013	1 Year	1176.3669	7.57%	7.78%	5.70%
30-Sept-2011 to 30-Sept-2012	1 Year	1070.0507	9.94%	9.18%	8.11%
4-Feb-11	Since Inception	1000.0000	9.27%	8.45%	6.65%

Returns for 1 year period are absolute and Since Inception Return are CAGR

* Additional Benchmark is CRISIL 1 Year T-Bill, #CRISIL Short Term Bond Fund Index

[^] Past performance may or may not be sustained in the future

Mr. Mahendra Jajoo manages 17 schemes Please refer page 15 for performance of all schemes managed by the fund manager.

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Pramerica Short Term Floating Rate Fund

(An Open Ended Income Scheme)

This product is suitable for*:

- regular income for short term.
- to generate regular income through investment in a portfolio comprising primarily in short maturity floating rate debt/money market instruments.
- low risk.  (BLUE)

30th September 2013

Investment Objective

To generate regular income through investment in a portfolio comprising primarily in short maturity floating rate debt/money market instruments. However, there is no assurance that the investment objective of the Scheme will be realized and the Scheme does not guarantee any returns.

Date of initial allotment

February 10, 2012

Fund Manager & his experience

Mahendra Jajoo

Over 20 years of experience in financial services and capital markets

Plans

Regular Plan & Direct Plan

Options

Growth, Dividend & Bonus

Facilities (Under Dividend Option)

Dividend Reinvestment Plan (Daily, Weekly, Monthly)

Dividend Transfer Plan (Daily, Weekly, Monthly)

Default Option

Default Option: Growth

Default Dividend Facility: Dividend Reinvestment

Default Dividend Frequency: Daily

Benchmark Index

CRISIL Short Term Bond Fund Index

NAV as on 30th September 2013

Regular Plan

Option	NAV (in ₹)
Growth	1156.0189
Daily Dividend	1001.8000
Monthly Dividend	1002.2962

Direct Plan

Growth	1156.8883
Daily Dividend	1001.7950
Weekly Dividend	1001.6881
Monthly Dividend	1002.2997
Bonus	1156.7245

Maturity & Yield

Yield to Maturity	10.39%
Average Maturity	18 Days

Modified Duration

16 Days

Minimum Investment Amount

₹ 5,000/- and in multiples of ₹ 1 thereafter

Minimum Additional Amount

₹ 100/- and in multiples of ₹ 1 thereafter

Load Structure

Entry Load: Not Applicable

Exit Load: Nil

Quarterly Average AUM

July 2013 to September 2013 : ₹ 70.36 Crores

Portfolio	Ratings	% of Net Assets
MONEY MARKET INSTRUMENTS		70.62
Government of India	SOV	21.83
EXIM Bank	CRISIL A1+	14.53
Birla TMT Holdings Private Limited	CRISIL A1+	14.50
JM financial Services Ltd	CRISIL A1+	7.29
IDBI Bank Ltd.	CRISIL A1+	7.26
Jammu & Kashmir Bank	CRISIL A1+	5.21
Cash and Cash Equivalents		29.25
Net Current Assets		0.13
GRAND TOTAL		100.00

DIVIDEND DETAILS			
Record Date	Rate (per Unit)	Cum Div NAV	Ex Div NAV
Monthly Dividend Payout Option			
25-Jul-13	2.839939	1004.8444	1001.2000
26-Aug-13	7.133594	1010.3542	1001.2000
25-Sep-13	7.35454	1010.6377	1001.2000

Please note that after the payment of dividend, the NAV falls to the extent of dividend, distribution tax and cess wherever applicable. Past performance may or may not be sustained in future.

Performance as on September 30th 2013 - Regular Plan - Growth Option					
Date	Period	NAV Per Unit (₹)	Scheme Returns(%)^	Benchmark Returns (%)#	Additional Benchmark Returns*(%)
30-Sept-2012 to 30-Sept-2013	1 Year	1062.5100	8.80%	7.78%	5.70%
10-Feb-12	Since Inception	1000.0000	9.25%	8.37%	6.74%

Returns for 1 year period are absolute and Since Inception Return are CAGR

* Additional Benchmark is CRISIL 1 Year T-Bill, #CRISIL Short Term Bond Fund Index

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


Mr. Mahendra Jajoo manages 17 schemes Please refer page 15 for performance of all schemes managed by the fund manager.

Note: Risk may be represented as:  (BLUE) investors understand that their principal will be at low risk,  (YELLOW) investors understand that their principal will be at medium risk,  (BROWN) investors understand that their principal will be at high risk.

Pramerica Treasury Advantage Fund

(An open-ended debt scheme)

This product is suitable for*:

- regular income for short term.
- to provide reasonable returns, commensurate with moderate level of risk and high degree of liquidity, through a portfolio constituted of money market and debt instruments.
- low risk.  (BLUE)

30th September 2013

Investment Objective

The objective of the scheme is to provide reasonable returns, commensurate with a moderate level of risk and high degree of liquidity, through a portfolio constituted of money market and debt instruments. However, there is no assurance that the investment objective of the scheme will be realized and the scheme does not assure or guarantee any returns.

Date of initial allotment

June 3, 2011

Fund Manager & his experience

Mahendra Jajoo

Over 20 years of experience in financial services and capital markets

Plans

Regular Plan & Direct Plan

Options

Growth, Dividend & Bonus

Facilities (Under Dividend Option)

Dividend Reinvestment (daily, weekly, fortnightly, monthly)

Dividend Payout (fortnightly, monthly)

Dividend Transfer Plan

Default Option

Default Option: Growth

Default Dividend Facility: Dividend Reinvestment

Default Dividend Frequency: Daily

Benchmark Index*

CRISIL Short Term Bond Fund Index

NAV as on 30th September 2013

Regular Plan

Option	NAV (in ₹)
Growth	1208.8520
Daily Dividend	1011.6827
Fortnightly Dividend	1001.1670
Weekly Dividend	1002.8797
Monthly Dividend	1001.1632
Bonus	1208.9835

Direct Plan

Growth	1212.2965
Daily Dividend	1002.1642
Bonus	1211.1148

Maturity & Yield

Yield to Maturity 10.81%

Average Maturity 1.29 Years

Modified Duration

1 Year

Minimum Investment Amount

₹ 5,000/- and in multiples of ₹ 1 thereafter

Minimum Additional Purchase Amount

₹ 1000/- and in multiples of ₹ 1 thereafter

Load Structure

Entry Load: Not Applicable

Exit Load: (w.e.f April 15, 2013)

- If redeemed / switched-out on or before 456 days from the date of allotment - 1.25%
- If redeemed / switched-out after 456 days from the date of allotment - Nil

Quarterly Average AUM

July 2013 to September 2013 : ₹ 80.21 Crores

Portfolio	Ratings	% of Net Assets
MONEY MARKET INSTRUMENTS		24.62
Tata Realty & Infrastructure Limited	CARE A1+	13.08
Shapoorji Pallonji & Company Limited	ICRA A1+	10.47
IndusInd Bank Ltd.	CRISIL A1+	0.58
Central Bank of India	CARE A1+	0.49
CORPORATE DEBT		68.45
Century Textile & Industries Ltd.	CARE AA-	12.51
Oriental Hotels Limited	ICRA LAA-	12.40
Aditya Birla Finance	ICRA LAA	12.33
Tata Teleservices Ltd.	CARE A	10.44
Tata Motors Finance Ltd	CRISIL AA-	6.22
National Housing Bank	FITCH AAA(ind)	6.20
L&T Seawoods Private Limited	CARE AA+	6.11
Housing Development Finance Corporation Ltd.	CRISIL AAA	2.24
Cash and Cash Equivalents		5.12
Net Current Assets		1.81
GRAND TOTAL		100.00

DIVIDEND DETAILS

Record Date	Rate (per Unit)	Cum Div NAV	Ex Div NAV
Fortnightly Dividend Payout Option			
10-Jul-13	2.947399	1003.7861	1000.0039
25-Sep-13	5.816497	1007.4676	1000.0036
Monthly Dividend Payout Option			
25-Sep-13	8.785276	1011.2737	1000.0000

Please note that after the payment of dividend, the NAV falls to the extent of dividend, distribution tax and cess wherever applicable.

Past performance may or may not be sustained in future.

Performance as on September 30th 2013 - Regular Plan - Growth Option



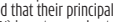
Date	Period	NAV Per Unit (₹)	Scheme Returns(%) [^]	Benchmark Returns (%)#	Additional Benchmark Returns*(%)
30-Sept-2012 to 30-Sept-2013	1 Year	1131.5374	6.83%	7.78%	5.70%
30-Sept-2011 to 30-Sept-2012	1 Year	1030.5563	9.80%	9.18%	8.11%
3-Jun-11	Since Inception	1000.0000	8.49%	8.62%	6.86%


Returns for 1 year period are absolute and Since Inception Return are CAGR

* Additional Benchmark is CRISIL 1 Year T-Bill, #CRISIL Short Term Bond Fund Index

[^] Past performance may or may not be sustained in the future

Mr. Mahendra Jajoo manages 17 schemes Please refer page 15 for performance of all schemes managed by the fund manager.

* Investors should consult their financial advisers if in doubt about whether the product is suitable for them. Note: Risk may be represented as:  (BLUE) investors understand that their principal will be at low risk,  (YELLOW) investors understand that their principal will be at medium risk,  (BROWN) investors understand that their principal will be at high risk

- regular income over the medium term.
- to generate income by investing in debt/ and money market securities across the credit spectrum
- low risk.  (BLUE)

Investment Objective

The objective of the scheme is to generate income by investing in debt/ and money market securities across the credit spectrum. The scheme would also seek to maintain reasonable liquidity within the fund. However, there is no assurance that the investment objective of the scheme will be realized and the scheme does not assure or guarantee any returns.

Date of initial allotment:

October 31, 2011

Fund Manager & his experience:

Mahendra Jajoo

Over 20 years of experience in financial services and capital markets.

Plans

Regular Plan & Direct Plan

Options

Growth, Dividend & Bonus

Facilities (under Dividend Option)

Dividend Reinvestment

Dividend Payout

Dividend Transfer Plan

Default Option

Default Option: Growth

Default Dividend Facility: Dividend Reinvestment

Benchmark Index*

CRISIL Composite Bond Fund Index

NAV as on 30th September 2013

Regular Plan

Option	NAV (in ₹)
Growth	1176.7558
Dividend	1006.9173
Bonus	1176.9064

Direct Plan

Growth	1180.7666
Dividend	1007.9073
Bonus	1180.7822

Maturity & Yield

Yield to Maturity	11.60%
Average Maturity	2.60 Years

Modified Duration

1.68 Years

Minimum Investment Amount

₹ 5,000/- and in multiples of ₹ 1 thereafter

Minimum Additional Purchase Amount

₹ 1000/- and in multiples of ₹ 1 thereafter

Load Structure

Entry Load: Not Applicable

Exit Load:

- If the units are redeemed/switch-out on or before 365 days of allotment - 2%
- If the units are redeemed/switch-out after 365 days, but on or before 455 days of allotment - 0.50%
- If the units are redeemed/switch-out after 455 days - Nil

Quarterly Average AUM

July 2013 to September 2013 :
₹ 276.23 Crores

Portfolio	Ratings	% of Net Assets
MONEY MARKET INSTRUMENTS		3.28
Tata Realty & Infrastructure Limited	CARE A1+	2.53
State Bank of Hyderabad	ICRA A1+	0.75
CORPORATE DEBT		83.27
HPCL - Mittal Energy Limited	ICRA LAA-	10.36
IL&FS Transportation Networks Ltd	ICRA LA	9.78
RKN Retail Pvt Limited	CRISIL A-	9.60
Tata Teleservices Ltd.	CARE A	6.32
Manappuram Finance Ltd	CRISIL A+	5.75
Dewan Housing Finance Corporation Limited	CARE AA+	5.70
India Infoline Finance Ltd.	ICRA LAA-	5.68
Shriram City Union Finance Limited	CARE AA	4.03
Reliance Gas Transportation Infrastructure Limited	CRISIL AAA	3.96
Sundaram BNP Paribas Home Finance Limited	CARE AA+	3.88
Magma Fincorp Limited	CARE AA+	3.80
Tata Motors Finance Ltd	CRISIL AA-	3.76
Reliance Home Finance Limited	CARE AA+	3.66
Century Textile & Industries Ltd.	CARE AA-	1.95
L&T Seawoods Private Limited	CARE AA+	1.91
Fullerton India Credit Company Limited	ICRA LAA+	1.56
Tata Steel Ltd.	CARE AA+	0.90
Shriram Transport Finance Co. Ltd.	CRISIL AA	0.41
Muthoot Finance Limited	CRISIL AA-	0.26
Cash and Cash Equivalents		11.69
Net Current Assets		1.76
GRAND TOTAL		100.00

DIVIDEND DETAILS

Record Date	Rate (per Unit)	Cum Div NAV	Ex Div NAV
Dividend Payout Option			
26-Mar-13	20.921654	1029.8121	1006.9121
26-Jun-13	18.507699	1029.4116	1005.6616

Please note that after the payment of dividend, the NAV falls to the extent of dividend, distribution tax and cess wherever applicable.

Past performance may or may not be sustained in future.

Performance as on September 30th 2013 - Regular Plan - Growth Option


Date	Period	NAV Per Unit (₹)	Scheme Returns(%)^	Benchmark Returns (%)#	Additional Benchmark Returns*(%)
30-Sept-2012 to 30-Sept-2013	1 Year	1100.5107	6.93%	3.49%	5.70%
31-Oct-11	Since Inception	1000.0000	8.86%	6.51%	6.94%

Returns for 1 year period are absolute and Since Inception Return are CAGR

* Additional Benchmark is CRISIL 1 Year T-Bill, #CRISIL Composite Bond Fund Index

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

Mr. Mahendra Jajoo manages 17 schemes Please refer page 15 for performance of all schemes managed by the fund manager.

- regular income over the medium term.
- to generate optimal returns through active management of a portfolio of debt and money market instruments.
- low risk.  (BLUE)

Investment Objective

The objective of the Scheme is to generate optimal returns through active management of a portfolio of debt and money market instruments. However, there is no assurance that the investment objective of the Scheme will be realized and the Scheme does not assure or guarantee any returns.

Date of initial allotment

January 12, 2012

Fund Manager & his experience

Mahendra Jajoo

Over 20 years of experience in financial services and capital markets

Plans

Regular Plan & Direct Plan

Options

Growth, Dividend & Bonus

Facilities (Under Dividend Option)

Dividend Reinvestment (monthly, quarterly)

Dividend Payout (monthly, quarterly)

Dividend Transfer Plan (monthly, quarterly)

Default Option

Default Option: Growth

Default Dividend Facility: Dividend Reinvestment

Default Dividend Frequency: Monthly

Benchmark Index

CRISIL Composite Bond Fund Index

NAV as on 30th September 2013

Regular Plan

Option	NAV (in ₹)
Growth	1125.1906
Monthly Dividend	976.4904
Quarterly Dividend	988.2460
Bonus	1125.4716

Direct Plan

Growth	1129.3886
Monthly Dividend	983.7960
Quarterly Dividend	989.1832
Bonus	1129.4804

Maturity & Yield

Yield to Maturity	9.31%
Average Maturity	5.58 Years

Modified Duration

3.52 Years

Minimum Investment Amount

₹ 5000/- & in multiples of ₹ 1 thereafter

Minimum Additional Amount

₹ 1000/- & in multiples of ₹ 1 thereafter

Load Structure

Entry Load: Not Applicable

Exit Load: Nil

Quarterly Average AUM

July 2013 to September 2013 : ₹ 93.17 Crores

Portfolio	Ratings	% of Net Assets
MONEY MARKET INSTRUMENTS		6.97
Government of India	SOV	6.97
CORPORATE DEBT		8.01
Infrastructure Development Finance Co. Ltd.	ICRA LAAA	4.76
Tata Steel Ltd.	CARE AA+	3.25
GILTS		58.28
Government of India	SOV	58.28
Cash and Cash Equivalents		41.31
Net Current Assets		-14.57
GRAND TOTAL		100.00

DIVIDEND DETAILS

Record Date	Rate (per Unit)	Cum Div NAV	Ex Div NAV
Quarterly Dividend Payout Option			
26-Mar-13	25.869207	1030.0240	1001.4064
26-Jun-13	20.448513	1027.3426	1001.1020

Please note that after the payment of dividend, the NAV falls to the extent of dividend, distribution tax and cess wherever applicable.

Past performance may or may not be sustained in future.

Performance as on September 30th 2013 - Regular Plan - Growth Option

Date	Period	NAV Per Unit (₹)	Scheme Returns(%) [^]	Benchmark Returns (%) [#]	Additional Benchmark Returns*(%)
30-Sept-2012 to 30-Sept-2013	1 Year	1065.1007	5.64%	3.49%	2.45%
12-Jan-12	Since Inception	1000.0000	7.11%	5.78%	4.51%

Returns for 1 year period are absolute and Since Inception Return are CAGR

*Additional Benchmark is CRISIL 10 Year Gilt Index, #CRISIL Composite Bond Fund Index

[^] Past performance may or may not be sustained in the future

Mr. Mahendra Jajoo manages 17 schemes Please refer page 15 for performance of all schemes managed by the fund manager.

Pramerica Dynamic Monthly Income Fund

(An open-ended income scheme)

This product is suitable for*:
 • regular income for over medium to long term.
 • to generate regular returns through investment primarily in Debt and Money Market Instruments and to generate capital appreciation by investing in equity and equity related instruments.
 Monthly Income is not assured & is subject to availability of distributable surplus.
 • medium risk. (YELLOW)

30th September 2013

Investment Objective

The objective of the Scheme is to generate regular returns through investment primarily in Debt and Money Market Instruments and to generate capital appreciation by investing in equity and equity related instruments. Monthly Income is not assured & is subject to availability of distributable surplus. However, there is no assurance that the investment objective of the Scheme will be realized and the Scheme does not assure or guarantee any returns.

Date of initial allotment

March 29, 2011

Fund Manager & his experience

B P Singh (for equity portfolio)

Over 18 years of experience in broad based investment management

&

Mahendra Jajoo (for fixed income portfolio)

Over 20 years of experience in financial services and capital markets

Plans

Regular Plan & Direct Plan

Options

Growth, Dividend & Bonus

Facilities (Under Dividend Option)

Dividend Reinvestment Facility at monthly frequency

Dividend Payout Facility at monthly frequency

Dividend Transfer Plan

Default Option

Default Option: Growth

Default Dividend Facility: Dividend Reinvestment

Default Dividend Frequency: Monthly

Benchmark Index*

Crisil MIP Blended Index

NAV as on 30th September 2013

Regular Plan

Option	NAV (in ₹)
Growth	11.61
Monthly Dividend	10.08
Direct Plan	
Growth	11.71
Monthly Dividend	10.25
Bonus	11.66

Maturity & Yield

Yield to Maturity 9.84%

Average Maturity 3.17 Years

Modified Duration

2.31 Years

Minimum Investment Amount

₹ 5,000/- and in multiples of ₹ 1 thereafter

Minimum Additional Purchase Amount

₹ 1,000/- and in multiples of ₹ 1 thereafter

Load Structure

Entry Load: Not Applicable

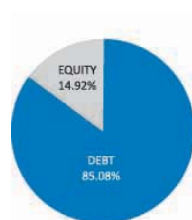
Exit Load:

- If the units are redeemed/switch-out on or before 365 days of allotment - 1%;
- If the units are redeemed/switch-out after 365 days - Nil

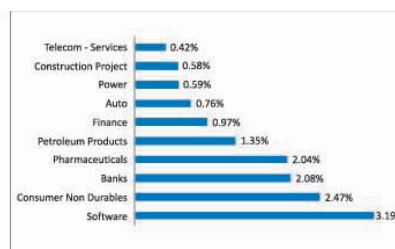
Quarterly Average AUM

July 2013 to September 2013 : ₹ 67.38 Crores

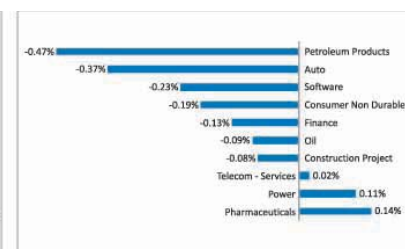
Portfolio	Ratings/Sector	% of Net Assets
DEBT		85.08
MONEY MARKET INSTRUMENTS		47.79
IDBI Bank Ltd.	CRISIL A1+	22.26
Tata Realty & Infrastructure Limited	CARE A1+	9.48
Central Bank of India	CARE A1+	8.64
Andhra Bank	CARE A1+	7.41
CORPORATE DEBT		29.45
Tata Steel Ltd.	CARE AA+	10.62
Reliance Gas Transportation Infrastructure Limited	CRISIL AAA	7.76
Rural Electrification Corporation Ltd.	CRISIL AAA	7.38
Power Grid Corporation of India Ltd.	CRISIL AAA	3.69
Cash and Cash Equivalents		3.74
Net Current Assets		4.10
Equity		14.92
I T C Ltd.	Consumer Non Durables	2.39
Infosys Limited	Software	1.34
Tata Consultancy Services Ltd.	Software	1.00
Housing Development Finance Corporation Ltd.	Finance	0.97
HDFC Bank Ltd.	Banks	0.92
Reliance Industries Ltd.	Petroleum Products	0.87
ICICI Bank Ltd.	Banks	0.70
Larsen & Toubro Ltd.	Construction Project	0.58
Sun Pharmaceutical Industries Ltd.	Pharmaceuticals	0.58
Cipla Ltd.	Pharmaceuticals	0.56
Dr. Reddys Laboratories Ltd.	Pharmaceuticals	0.52
Tech Mahindra Ltd.	Software	0.45
Bharti Airtel Ltd.	Telecom - Services	0.42
NTPC Ltd.	Power	0.39
Lupin Ltd.	Pharmaceuticals	0.38
Tata Motors Ltd.	Auto	0.36
Oil & Natural Gas Corporation Ltd.	Oil	0.32
State Bank of India	Banks	0.30
Bharat Petroleum Corporation Ltd.	Petroleum Products	0.30
Bajaj Auto Ltd.	Auto	0.25
HCL Technologies Ltd.	Software	0.22
Tata Power Co. Ltd.	Power	0.20
Wipro Ltd.	Software	0.18
Hindustan Petroleum Corporation Ltd.	Petroleum Products	0.18
Mahindra & Mahindra Ltd.	Auto	0.15
ACC Ltd.	Cement	0.09
Kotak Mahindra Bank Ltd.	Banks	0.09
United Spirits Ltd.	Consumer Non Durables	0.08
Indusind Bank Ltd.	Banks	0.07
Sobha Developers Ltd	Construction	0.06
GRAND TOTAL		100.00



Asset Allocation



Sector Allocation in Equity



Month on Month Change

Performance as on September 30th 2013 - Regular Plan - Growth Option

Date	Period	NAV Per Unit (₹)	Scheme Returns(%)^	Benchmark Returns (%)#	Additional Benchmark Returns*(%)
30-Sept-2012 to 30-Sept-2013	1 Year	11.2062	3.58%	3.22%	2.45%
30-Sept-2011 to 30-Sept-2012	1 Year	10.1536	10.37%	10.60%	8.01%
29-Mar-2011	Since Inception	10.0000	6.12%	5.63%	4.22%

Returns for 1 year period are absolute and Since Inception Return are CAGR

* Additional Benchmark is CRISIL 10 Year Gilt Index, #CRISIL MIP Blended Index

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

Mr. Mahendra Jajoo manages 17 schemes & Mr. Brahmprakash Singh manages 3 schemes. Please refer page 15 for performance of all schemes managed by the fund manager.

Note: Risk may be represented as: (BLUE) investors understand that their principal will be at low risk, (YELLOW) investors understand that their principal will be at medium risk, (BROWN) investors understand that their principal will be at high risk.

Pramerica Large Cap Equity Fund

(An open-ended equity scheme) (earlier known as Pramerica Equity Fund)

This product is suitable for*:

- capital appreciation over long term.
- to achieve long term capital appreciation by investing in an actively managed diversified portfolio consisting of equity and equity related securities including derivatives, debt & money market instruments.
- high risk. BROWN (BROWN)

30th September 2013

Investment Objective

The primary objective of Scheme is to achieve long term capital appreciation by predominantly investing in equity and equity related securities including derivatives of large cap companies. The scheme may also invest in equity & equity related securities of other than large cap companies besides debt & money market instruments.

Date of initial allotment

December 6, 2010

Fund Manager & his experience

B P Singh (for equity portfolio)

Over 18 years of experience in broad based investment management

&

Mahendra Jajoo (for fixed income portfolio)

Over 20 years of experience in financial services and capital markets

Plans

Regular Plan & Direct Plan

Options

Growth & Dividend

Facilities (Under Dividend Option)

Dividend Reinvestment

Dividend Payout

Dividend Transfer Plan

Default Option

Default Option: Growth

Default Dividend Facility: Dividend Reinvestment

Benchmark Index*

CNX Nifty

NAV as on 30th September 2013

Regular Plan

Option	NAV (in ₹)
Growth	8.98
Dividend	8.98

Direct Plan

Growth	9.02
Dividend	9.02

Ratio

Portfolio Turnover Ratio# 165.71

Portfolio turnover ratio is calculated as lower of sales or purchase divided by AAUM for last rolling 12 months.

Minimum Investment Amount

₹ 5,000/- and in multiples of ₹ 1 thereafter

Minimum Additional Purchase Amount

₹ 500/- and in multiples of ₹ 1 thereafter

Load Structure

Entry Load: Not Applicable

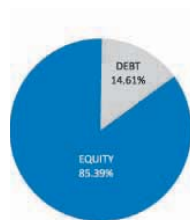
Exit Load:

- If the units are redeemed/switch-out on or before 365 days of allotment - 1%;
- If the units are redeemed/switch-out after 365 days - Nil

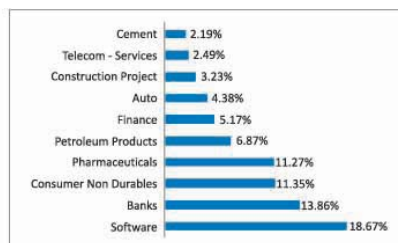
Quarterly Average AUM

July 2013 to September 2013 : ₹ 41.51 Crores

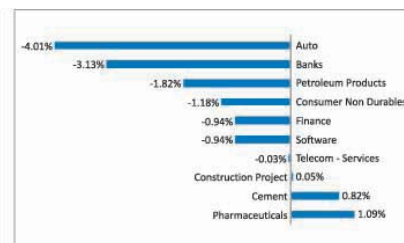
Portfolio	Ratings/Sector	% of Net Assets
Equity		85.39
ITC Ltd.	Consumer Non Durables	9.83
Infosys Limited	Software	7.72
HDFC Bank Ltd.	Banks	6.35
Reliance Industries Ltd.	Petroleum Products	5.74
Tata Consultancy Services Ltd.	Software	5.39
Housing Development Finance Corporation Ltd.	Finance	5.17
ICICI Bank Ltd.	Banks	3.70
Sun Pharmaceutical Industries Ltd.	Pharmaceuticals	3.32
Larsen & Toubro Ltd.	Construction Project	3.23
Dr. Reddys Laboratories Ltd.	Pharmaceuticals	2.54
Cipla Ltd.	Pharmaceuticals	2.47
Tata Motors Ltd.	Auto	2.17
Tech Mahindra Ltd.	Software	2.02
Bharti Airtel Ltd.	Telecom - Services	2.00
Lupin Ltd.	Pharmaceuticals	1.89
HCL Technologies Ltd.	Software	1.52
United Spirits Ltd.	Consumer Non Durables	1.52
State Bank of India	Banks	1.50
Oil & Natural Gas Corporation Ltd.	Oil	1.43
NTPC Ltd.	Power	1.37
Mahindra & Mahindra Ltd.	Auto	1.19
Axis Bank Ltd.	Banks	1.17
UltraTech Cement Ltd.	Cement	1.10
ACC Ltd.	Cement	1.09
MindTree Limited	Software	1.08
Glenmark Pharmaceuticals Ltd.	Pharmaceuticals	1.05
Bajaj Auto Ltd.	Auto	1.02
Wipro Ltd.	Software	0.94
Sesa Goa Ltd.	Minerals/Mining	0.93
Tata Steel Ltd.	Ferrous Metals	0.85
Hindustan Petroleum Corporation Ltd.	Petroleum Products	0.76
Kotak Mahindra Bank Ltd.	Banks	0.65
Jet Airways (India) Limited	Transportation	0.59
Idea Cellular Ltd.	Telecom - Services	0.49
IndusInd Bank Ltd.	Banks	0.49
Bharat Petroleum Corporation Ltd.	Petroleum Products	0.37
Sobha Developers Ltd	Construction	0.33
Hindalco Industries Ltd.	Non - Ferrous Metals	0.26
Nifty 5700 Put Oct. 13	Derivative	0.15
DEBT		14.61
CORPORATE DEBT		0.02
Dr. Reddys Laboratories Ltd.	ICRA LAA+	0.02
Cash and Cash Equivalents		13.11
Net Current Assets		1.48
GRAND TOTAL		100.00



Asset Allocation



Sector Allocation in Equity



Month on Month Change

Performance as on September 30th 2013 - Regular Plan - Growth Option

Date	Period	NAV Per Unit (₹)	Scheme Returns(%)^	Benchmark Returns (%)#	Additional Benchmark Returns*(%)
30-Sept-2012 to 30-Sept-2013	1 Year	8.8900	1.01%	0.56%	3.29%
30-Sept-2011 to 30-Sept-2012	1 Year	8.1900	8.55%	15.38%	14.03%
6-Dec-2010	Since Inception	10.0000	-3.74%	-1.54%	-1.08%

Returns for 1 year period are absolute and Since Inception Return are CAGR.

*Additional Benchmark SENSEX, #CNX Nifty

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

Mr. Brahmaprakash Singh manages 3 Schemes and Mr. Mahendra Jajoo manages 17 schemes Please refer page 15 for performance of all schemes managed by the fund manager.

* Investors should consult their financial advisers if in doubt about whether the product is suitable for them.
Note: Risk may be represented as: BLUE (BLUE) investors understand that their principal will be at low risk; YELLOW (YELLOW) investors understand that their principal will be at medium risk; BROWN (BROWN) investors understand that their principal will be at high risk

Pramerica Dynamic Asset Allocation Fund

(An open-ended dynamic asset scheme) (earlier known as Pramerica Dynamic Fund)

This product is suitable for*:

- capital appreciation over long term.
- to achieve long term capital appreciation by investing in an actively managed diversified portfolio consisting of equity and equity related securities including derivatives, debt & money market instruments.
- high risk. BROWN (BROWN)

30th September 2013

Investment Objective

The objective of the scheme is to achieve long term capital appreciation by investing in an actively managed diversified portfolio consisting of equity and equity related securities including derivatives, debt & money market instruments. However, there is no assurance that the investment objective of the scheme will be realized and the scheme does not assure or guarantee any returns

Date of initial allotment

December 6, 2010

Fund Manager & his experience

B P Singh (for equity portfolio)

Over 18 years of experience in broad based investment management

&

Mahendra Jajoo (for fixed income portfolio)

Over 20 years of experience in financial services and capital markets

Plans

Regular Plan & Direct Plan

Options

Growth & Dividend

Facilities (Under Dividend Option)

Dividend Reinvestment

Dividend Payout

Dividend Transfer Plan

Default Option

Default Option: Growth

Default Dividend Facility: Dividend Reinvestment

Benchmark Index¹

A Hybrid Benchmark with 50% weight to CNX Nifty and 50% weight to CRISIL MIP Index

NAV as on 30th September 2013

Regular Plan

Option	NAV (in ₹)
Growth	9.86
Dividend	9.86

Direct Plan

Growth	9.89
Dividend	9.89

Maturity & Yield

Yield to Maturity 9.90%

Average Maturity 3.20 Years

Modified Duration

2.33 Years

Minimum Investment Amount

₹ 5,000/- and in multiples of ₹ 1 thereafter

Minimum Additional Purchase Amount

₹ 500/- and in multiples of ₹ 1 thereafter

Load Structure

Entry Load: Not Applicable

Exit Load:

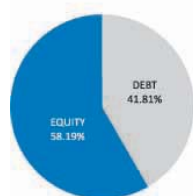
- If the units are redeemed/switch-out on or before 365 days of allotment - 1%;
- If the units are redeemed/switch-out after 365 days - Nil

¹ "CRISIL Hybrid ("Indices") are computed, compiled and prepared by CRISIL using equity indices, which is one of its components licensed by India Index Services & Products Limited ("IISL") and Standard and Poor's Financial Services LLC ("S&P") to CRISIL. CRISIL Indices are the sole property of CRISIL. CRISIL Indices shall not be copied, transmitted or redistributed in any manner for any commercial use. CRISIL has taken due care and caution in computation of the Indices, based on the data obtained from sources, which it considers reliable. However, CRISIL does not guarantee the accuracy, adequacy or completeness of the Indices and is not responsible for any errors or for the results obtained from the use of the Indices. CRISIL especially states that CRISIL / IISL / S&P has no financial liability whatsoever to the users of CRISIL Indices"

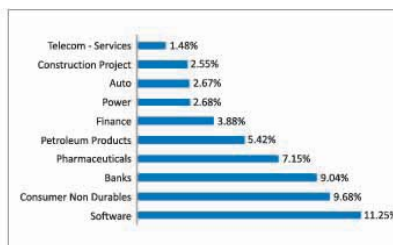
Quarterly Average AUM

July 2013 to September 2013 : ₹ 58.32 Crores

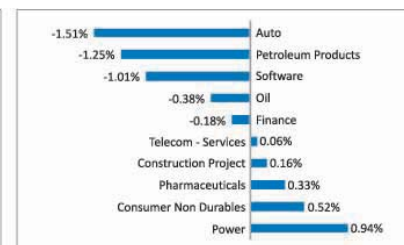
Portfolio	Ratings/Sector	% of Net Assets
Equity		58.19
ITC Ltd.	Consumer Non Durables	8.62
Infosys Limited	Software	4.93
Housing Development Finance Corporation Ltd.	Finance	3.88
Reliance Industries Ltd.	Petroleum Products	3.73
HDFC Bank Ltd.	Banks	3.69
Tata Consultancy Services Ltd.	Software	3.55
ICICI Bank Ltd.	Banks	2.83
Larsen & Toubro Ltd.	Construction Project	2.55
Sun Pharmaceutical Industries Ltd.	Pharmaceuticals	1.99
Cipla Ltd.	Pharmaceuticals	1.96
Dr. Reddys Laboratories Ltd.	Pharmaceuticals	1.86
Bharti Airtel Ltd.	Telecom - Services	1.48
Lupin Ltd.	Pharmaceuticals	1.34
Tech Mahindra Ltd.	Software	1.33
NTPC Ltd.	Power	1.29
State Bank of India	Banks	1.18
Tata Motors Ltd.	Auto	1.16
Oil & Natural Gas Corporation Ltd.	Oil	1.15
Bharat Petroleum Corporation Ltd.	Petroleum Products	1.08
United Spirits Ltd.	Consumer Non Durables	1.06
Bajaj Auto Ltd.	Auto	0.89
HCL Technologies Ltd.	Software	0.78
Tata Power Co. Ltd.	Power	0.71
Axis Bank Ltd.	Banks	0.70
Power Grid Corporation of India Ltd.	Power	0.68
UltraTech Cement Ltd.	Cement	0.66
Wipro Ltd.	Software	0.66
Mahindra & Mahindra Ltd.	Auto	0.62
Hindustan Petroleum Corporation Ltd.	Petroleum Products	0.61
Kotak Mahindra Bank Ltd.	Banks	0.35
ACC Ltd.	Cement	0.33
Indusind Bank Ltd.	Banks	0.29
Sobha Developers Ltd	Construction	0.25
DEBT		41.81
MONEY MARKET INSTRUMENTS		
South Indian Bank	CARE A1+	8.38
Central Bank of India	CARE A1+	4.77
CORPORATE DEBT		
Reliance Gas Transportation Infrastructure Limited	CRISIL AAA	8.86
Power Grid Corporation of India Ltd.	CRISIL AAA	4.21
Tata Steel Ltd.	CARE AA+	4.04
Dr. Reddys Laboratories Ltd.	ICRA LAA+	0.04
Cash and Cash Equivalents		10.12
Net Current Assets		1.39
GRAND TOTAL		100.00



Asset Allocation



Sector Allocation in Equity



Month on Month Change

Performance as on September 30th 2013 - Regular Plan - Growth Option

Date	Period	NAV Per Unit (₹)	Scheme Returns(%)^	Benchmark Returns (%)#	Additional Benchmark Returns*(%)
30-Sept-2012 to 30-Sept-2013	1 Year	9.8100	0.51%	2.10%	3.29%
30-Sept-2011 to 30-Sept-2012	1 Year	8.8600	10.72%	13.33%	14.03%
6-Dec-10	Since Inception	10.0000	-0.50%	2.16%	-1.08%

Returns for 1 year period are absolute and Since Inception Return are CAGR

*Additional Benchmark SENSEX

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

Mr. Brahmprakash Singh manages 3 Schemes and Mr. Mahendra Jajoo manages 17 schemes Please refer page 15 for performance of all schemes managed by the fund manager.

* Investors should consult their financial advisers if in doubt about whether the product is suitable for them. Note: Risk may be represented as: BLUE (BLUE) investors understand that their principal will be at low risk, YELLOW (YELLOW) investors understand that their principal will be at medium risk, BROWN (BROWN) investors understand that their principal will be at high risk

Performance of all the schemes

Funds managed by Mr. Mahendra Jajoo	Since Inception		September 30th, 2010 to September 30th, 2011		September 30th, 2011 to September 30th, 2012		September 30th, 2012 to September 30th, 2013	
	CAGR Return	Investment Value of Rs. 10000	Absolute Returns	Investment Value of Rs. 10000	Absolute Returns	Investment Value of Rs. 10000	Absolute Returns	Investment Value of Rs. 10000
Pramerica Liquid Fund - Growth	9.03%	13,068.08	8.50%	10,850.13	9.96%	10,995.91	8.88%	10,888.11
CRISIL Liquid Fund Index (Benchmark)	8.26%	12,783.55	7.77%	10,776.99	8.65%	10,864.93	8.59%	10,858.83
CRISIL 1 Year T - Bill Index (Additional Benchmark)	6.34%	12,096.55	5.38%	10,538.37	8.11%	10,811.28	5.70%	10,569.65
Pramerica Ultra Short Term Bond Fund - Growth	9.06%	12,992.63	8.92%	10,891.90	9.77%	10,976.61	8.55%	10,855.34
CRISIL Liquid Fund Index (Benchmark)	8.31%	12,727.09	7.77%	10,776.99	8.65%	10,864.93	8.59%	10,858.83
CRISIL 1 Year T - Bill Index (Additional Benchmark)	6.38%	12,053.60	5.38%	10,538.37	8.11%	10,811.28	5.70%	10,569.65

Funds managed by Mr. Mahendra Jajoo	Since Inception (CAGR Return)	September 30th, 2010 to September 30th, 2011 (Absolute Returns)	September 30th, 2011 to September 30th, 2012 (Absolute Returns)	September 30th, 2012 to September 30th, 2013 (Absolute Returns)
Pramerica Short Term Income Fund - Growth	9.27%	NA	9.94%	7.57%
CRISIL Short Term Bond Fund Index (Benchmark)	8.45%	NA	9.18%	7.78%
CRISIL 1 Year T - Bill Index (Additional Benchmark)	6.65%	NA	8.11%	5.70%
Pramerica Treasury Advantage Fund - Growth	8.49%	NA	9.80%	6.83%
CRISIL Short Term Bond Fund Index (Benchmark)	8.62%	NA	9.18%	7.78%
CRISIL 1 Year T - Bill Index (Additional Benchmark)	6.86%	NA	8.11%	5.70%
Pramerica Credit Opportunities Fund - Growth	8.86%	NA	NA	6.93%
CRISIL Composite Bond Fund Index (Benchmark)	6.51%	NA	NA	3.49%
CRISIL 1 Year T - Bill Index (Additional Benchmark)	6.94%	NA	NA	5.70%
Pramerica Dynamic Monthly Income Fund - Growth #	6.12%	NA	10.37%	3.58%
CRISIL MIP Blended Index (Benchmark)	5.63%	NA	10.60%	3.22%
CRISIL 10 Year Gilt Index (Additional Benchmark)	4.22%	NA	8.01%	2.45%
Pramerica Dynamic Bond Fund - Growth	7.11%	NA	NA	5.64%
CRISIL Composite Bond Fund Index (Benchmark)	5.78%	NA	NA	3.49%
CRISIL 1 Year T - Bill Index (Additional Benchmark)	4.51%	NA	NA	2.45%
Pramerica Short Term Floating Rate Fund - Growth	9.25%	NA	NA	8.80%
CRISIL Short Term Bond Fund Index (Benchmark)	8.37%	NA	NA	7.78%
CRISIL 1 Year T-Bill Index (Additional Benchmark)	6.74%	NA	NA	5.70%
Pramerica Large Cap Equity Fund - Growth #	-3.74%	NA	8.55%	1.01%
CNX Nifty (Benchmark)	-1.54%	NA	15.38%	0.56%
S&P SENSEX (Additional Benchmark)	-1.08%	NA	14.03%	3.29%
Pramerica Dynamic Asset Allocation Fund - Growth #	-0.50%	NA	10.72%	0.51%
A Hybrid benchmark with 50% weight to the Nifty and the balance 50% weight assigned to CRISIL MIP Index (Benchmark)	2.16%	NA	13.33%	2.10%
S&P SENSEX (Additional Benchmark)	-1.08%	NA	14.03%	3.29%

Funds managed by Mr. Brahmaprakash Singh	Since Inception (CAGR Return)	September 30th, 2010 to September 30th, 2011 (Absolute Returns)	September 30th, 2011 to September 30th, 2012 (Absolute Returns)	September 30th, 2012 to September 30th, 2013 (Absolute Returns)
Pramerica Large Cap Equity Fund - Growth \$	-3.74%	NA	8.55%	1.01%
CNX Nifty (Benchmark)	-1.54%	NA	15.38%	0.56%
S&P SENSEX (Additional Benchmark)	-1.08%	NA	14.03%	3.29%
Pramerica Dynamic Asset Allocation Fund - Growth \$	-0.50%	NA	10.72%	0.51%
A Hybrid benchmark with 50% weight to the Nifty and the balance 50% weight assigned to CRISIL MIP Index (Benchmark)	2.16%	NA	13.33%	2.10%
S&P SENSEX (Additional Benchmark)	-1.08%	NA	14.03%	3.29%
Pramerica Dynamic Monthly Income Fund - Growth \$	6.12%	NA	10.37%	3.58%
CRISIL MIP Blended Index (Benchmark)	5.63%	NA	10.60%	3.22%
CRISIL 10 Year Gilt Index (Additional Benchmark)	4.22%	NA	8.01%	2.45%

As per SEBI standard on performance disclosure, returns in INR terms based on a standard investment of Rs. 10,000/- have been shown only for Schemes that have been in existence for more than three years.

\$ Mr. Mahendra Jajoo manages the fixed income portfolio of this scheme.

Mr. Brahmaprakash Singh manages the equity portfolio of this scheme.

Past performance may or may not be sustained in future. Calculations are based on Regular Plan - Growth Option NAV.

The above data excludes performance of the schemes which have not completed a year.

Mutual Fund investments are subject to market risks, read all scheme related documents carefully

Pramerica is the brand name used by Prudential Financial, Inc. ("PFI") of the United States and its affiliates in select countries outside of the United States.

Neither PFI nor any of the named Pramerica entities are affiliated in any manner with Prudential plc, a company incorporated in the United Kingdom.

Asset management companies may need 100 crore to set up a fund as SEBI plans stiffer norms

Asset management companies may soon face a more stringent regime with capital market regulator Sebi planning a 10-fold increase in the minimum capital needed to set up mutual funds to dissuade those who aren't interested in building up their businesses over the long term from entering the 7-lakh crore industry.

The regulator is also planning to introduce the concept of seed capital for mutual fund schemes to ensure that asset managers have 'skin in the game', or a stake in their own performance, as part of efforts aimed at improving investor protection.

The regulator has proposed an increase in the sponsor commitment to 100 crore from the current 10-crore requirement, said three people familiar with the development. The proposals may be discussed by a Sebi panel that meets on Monday.

Existing AMCs with capital less than 100 crore may be given time, perhaps three years, to comply with the proposed norm, said the people cited above.

"Sebi has noticed lack of seriousness among some of the players. We think that stronger the company, the credibility of the fund house

to that extent is high," said one of the persons quoted. "Small is beautiful but large is stronger."

The proposal has been prompted by the regulator's concern about the size of the fund managers operating at the lower end of the market. Sebi chief UK Sinha had said as much at an industry event in June.

"The bottom 10 players contribute less than 1% to the industry's assets under management, and this percentage has not changed substantially in the last five years. If year after year, the contribution is going to be insignificant, then there is a need to rethink," Sinha said at the time.

The industry has resisted any move to increase the minimum net worth in the past, arguing that mutual funds are pass-through vehicles and don't need to have a high level of capital. A Sebi committee had proposed to raise the minimum capital requirement for asset management companies to 50 crore in 2009.

The thinking in Sebi this time around is that higher net worth signals seriousness of intent in setting up the business and instilling confidence among investors. Besides, this will help fund houses raise money from banks.

Publication: The Economic Times Mumbai; Date: Sep 30, 2013; Section: Markets & Finance; Page: 11;



AMCs may Need ₹100 cr to Set Up a Fund as Sebi Plans Stiffer Norms

Regulator aims to hike limit from ₹10 cr, introduce seed capital idea for greater AMC stake in performance of mutual fund schemes

REENAZA CHARIAH
MUMBAI

Asset management companies may soon face a more stringent regime with capital market regulator Sebi planning a 10-fold increase in the minimum capital needed to set up mutual funds to dissuade those who aren't interested in building up their businesses over the long term from entering the ₹7-lakh crore industry.

The regulator is also planning to introduce the concept of seed capital for mutual fund schemes to ensure that asset managers have 'skin in the game', or a stake in their own performance, as part of efforts aimed at improving investor protection.

The regulator has proposed an increase in the sponsor commitment to ₹100 crore from the current ₹10-crore requirement, said three people familiar with the development. The proposals may be discussed by a Sebi panel that meets on Monday.

Existing AMCs with capital less than ₹100 crore may be given time, perhaps three years, to comply with the proposed norm, said the people cited above.

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credibility of the fund house to that extent is high," said one of the persons quoted. "Small is beautiful but large is stronger."

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The industry has resisted any move to increase the minimum net worth in the past, arguing that mutual funds are pass-through vehicles and don't need to have a high level of capital. A Sebi committee had proposed to raise the minimum capital requirement for asset management companies to ₹50 crore in 2009.

The thinking in Sebi this time around is that higher net worth signals seriousness of intent in setting up the business and instilling confidence among investors. Besides, this will help fund houses raise money from banks.

Currently, the industry's total net

Raising the Bar

Existing AMCs with capital less than ₹100 crore may be given three years to comply with the proposed norm

To align the interest of asset managers with that of investors, sponsors may have to commit 1% of the amount raised through a new fund offering, or ₹50 lakh, whichever is higher

₹7 lakh crore
Total AUM of mutual fund industry

₹7,700 crore
Total industry's net worth

The market regulator has also proposed annual branch expansion plan aid to the banking sector

worth is about 1% of the assets under management.

Some mutual fund officials criticised the move because it would marginalise smaller companies and also propagate a false notion that mutual funds would somehow compensate investors if something went wrong. "It's a predatory exercise lobbied by larger players to marginalise the smaller guys out of the business," said a former committee member of Sebi's mutual fund advisory panel. "Let's not forget that all good innovations for investors have always come from the small players," he said.

Others believe this could lead to a shakeout of sorts among asset managers. "It may lead to consolidation as some fund houses which are not serious about growing this business may choose to exit," said Vijai Mantri, managing director and chief executive officer of Pramerica Asset Managers.

With regard to the move on seed capital, in order to align the interest of asset managers with that of investors, the regulator may ask sponsors to commit 1% of the amount raised through a new fund offering, or ₹50 lakh, whichever is higher.

Asset management companies

may have to maintain their seed capital in all schemes, except closed-ended ones, said the persons cited earlier. Fund houses in India need to have 20 investors in a scheme and no one investor should have more than 25% of the total assets, which breaks with global practice.

Since this prevents mutual funds from starting schemes with their own seed capital, Sebi may have to change the rules.

Fund managers backed this proposal, saying that sponsors would then have a financial interest in tracking their schemes.

"Sebi should mandate seed capital as this will make fund houses more careful while launching new schemes," Mantri said.

The regulator's advisory committee on mutual funds, which is meeting on Monday, is likely to discuss these proposals, among others. The panel will also discuss the long-term policy for the mutual fund industry in India.

The policy paper prepared by Sebi has looked at issues relating to tax incentives for long-term investments in mutual fund schemes, the introduction of mutual fund linked retirement plans and investor education among other areas.

reena.zachariah@timesgroup.com

Currently, the industry's total net worth is about 1% of the assets under management.

Some mutual fund officials criticised the move because it would marginalise smaller companies and also propagate a false notion that mutual funds would somehow compensate investors if something went wrong. "It's a predatory exercise lobbied by larger players to marginalise the smaller guys out of the business," said a former committee member of Sebi's mutual fund advisory panel. "Let's not forget that all good innovations for investors have always come from the small players," he said.

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Asset management companies may have to maintain their seed capital in all schemes, except closed-ended ones, said the persons

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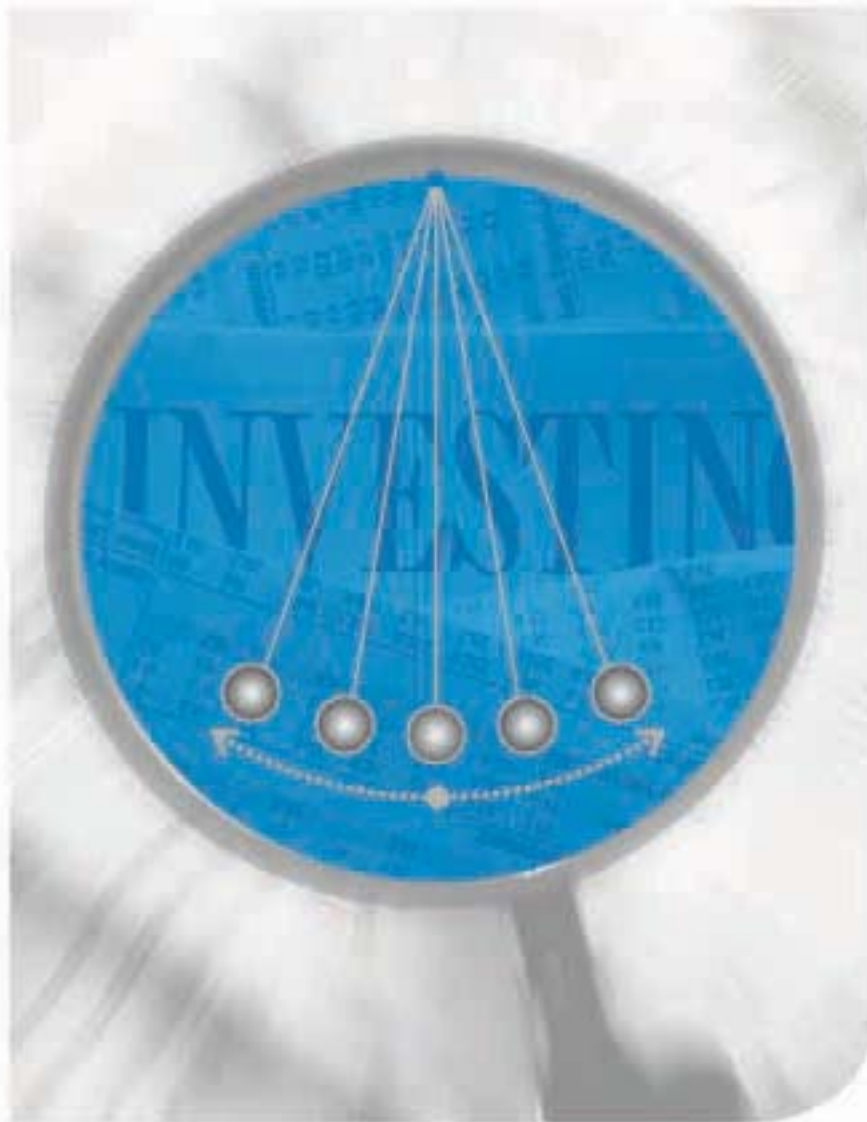
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This article was published in the Economic Times, issue dated 30 September, 2013.



In the long term everyone is dead, except for volatility in stock markets

The stock market has historically been volatile, presently is volatile and you can be dead sure that it is going to be volatile even in the future. It swings between extremely high and low valuations, just like a pendulum. We try to time the market but most often than not, get it wrong leading to dissatisfaction with the stock market performance in our portfolios.

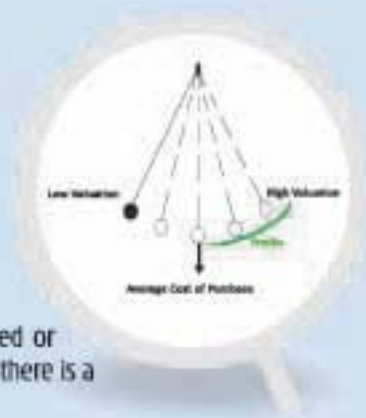
SIPs are designed to help cut through this volatility

Systematic Investment Plans help investors achieve this by:

- Inculcating a habit of investing regularly
- Investing a fixed amount regularly; and,
- Investing across market levels and valuation.

This helps investors get an **average cost of purchase**.

However, SIPs do not have an exit plan. An investment is not complete unless it is disinvested or redeemed. With an average cost of purchase, if the markets are low when you have to redeem, there is a good chance that you will not make profits inspite of investing regularly for years together!



Pramerica Power Goals is more advanced than a regular SIP

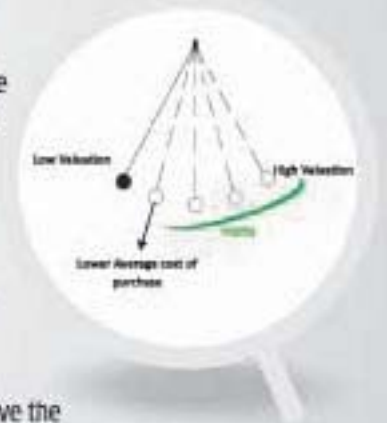
Pramerica Power Goals is the only investment facility that has an exit plan!

Pramerica Power Goals allocates the investment between Equity and Debt, depending on the market P/E. Investing through Pramerica Power Goals is as simple as investing in any SIP. However, Pramerica Power Goals brings these additional benefits on top of a regular SIP:

- Invests in equities when markets are cheap.
- Invests in debt when equity markets are expensive.
- Actively moves money from equity to debt and debt to equity on the basis of market valuation.
 - Books profits when markets are expensive.
 - Protects investment from sharp falls.

Pramerica Power Goals exits the equity markets, when they are expensive, to book profits and save the investors hard earned money from the brunt of volatility.

This leads to a much lower cost of purchase, lower even than that of SIP.



How does Pramerica Power Goals work?



Pramerica Power Goals is equally effective for lumpsum investments.

For a lumpsum investment, Pramerica Power Goals:

- Allocates the amount between equity and debt, depending on the market P/E.
- Moves the money between equity and debt depending on the market valuation.

Irrespective of the fact that the investment was through SIP mode or Lumpsum mode, no matter what the market levels are when you start investing at, Pramerica Power Goals will bring down the average cost of purchase over time, much better than a regular SIP. This further leads to a higher probability of profits when redeeming your investments.

Mutual Fund Investments are subject to market risks, read all scheme related documents carefully.

Pramerica Power Goals is a P/E (Price to Earnings Ratio) based asset allocation facility with rebalancing features. Investors are requested to read the terms and conditions of Pramerica Power GOALS before investing.

Pramerica is the brand name used by Prudential Financial, Inc. ("PFI") of the United States and its affiliates in select countries outside of the United States. Neither PFI nor any of the named Pramerica entities are affiliated in any manner with Prudential plc, a company incorporated in the United Kingdom.



ANNOUNCING THE 2014 PRAMERICA SPIRIT OF COMMUNITY AWARDS

HONOURING OUTSTANDING COMMUNITY SERVICE BY YOUNG INDIANS

ENCOURAGING AND RECOGNIZING THE EFFORTS OF STUDENTS ENGAGED IN ANY KIND OF COMMUNITY SERVICE, WITH THE

'PRAMERICA SPIRIT OF COMMUNITY AWARD'



Mrs. Susmita Sahu, Principal, Govt. Girls High School, Cuttack, receiving her trophy from Mrs. Shabana Azmi



The two India honourees being recognized during the gala felicitation event in Washington, D.C.

- ✈ Students stand a chance to represent India at the Global Felicitation Event in Washington, D.C.
- ₹ Honourees to receive medallions and cash prizes
- 🏆 Schools to receive the 2014 'Pramerica Spirit of Community Awards' Trophy



For more information:

Website: www.pramericsmf.com/spirit

Email: awards@pramericamf.com