

Reliance Mutual Fund launches first SIP in Gold

- ▶ **India's first fund to offer systematic investment plan in gold, as low as Rs 100 per month**
- ▶ **Only fund to offer investment in without any Demat account**
- ▶ **Fund offers pure Gold - at minimum charges and with wealth tax advantage**
- ▶ **NFO to open from February 14 and close on February 28, 2011**

Chennai, February 16, 2010: Reliance Mutual Fund, India's largest fund house and part of Reliance Capital Limited, on Wednesday announced the launch of India's first systematic investment plan (SIP) in gold through Reliance Gold Savings Fund.

This is the first SIP in gold introduced by any company in the domestic mutual fund industry that is aimed to help investors accumulate the yellow metal in small amount regularly.

The new fund offer (NFO) was announced by Mr. Sundeep Sikka, CEO, Reliance Capital Asset Management, here today.

"In line with the growing gold investment demand, coupled with India's culture for buying gold, we are introducing SIP in Reliance Gold Savings Fund. This is aimed to cultivate a regular savings habit among investors to accumulate gold in small amount through SIP mode," said Mr. Sikka.

The fund allows small regular investments as low as ₹ 100 per month and in multiples of Re 1 there after.

Reliance Gold Savings Fund is also the only fund in the market that would enable investors to invest in gold in a paper form without the need of a Demat account as it provides the facility to invest through online medium and physical application mode.

"The new fund offer is a convenient way to diversify investment portfolio and reap the returns of gold from a long-term perspective. The investment objective of the scheme is to provide returns that closely correspond to the returns provided by Reliance Gold Exchange Traded Fund, which in turn invest in physical gold," Mr. Sikka added.

Mr. Hiren Chandaria will be the fund manager of the open-ended passively managed gold fund.



RELIANCE

Mutual Fund

Investors can directly subscribe/redeem units on all business days directly from the AMC through the physical mode at the various designated investor services centres across the country, thereby, making it easily accessible and convenient.

The fund helps the investor easily avail add-on facilities like systematic transfer plan, systematic withdrawal plan, auto-switch and trigger facility.

Reliance Gold Savings Fund enables the investor to avail long-term taxation benefits from first year, unlike physical gold wherein long-term taxation can be availed after three years, and relieves him/her from worrying about the purity of physical gold and storage cost.

“It is basically a long-term disciplined investment technique which allows an investor to accumulate gold in small amounts regularly. Gold provides an opportunity to enhance portfolio returns over a period of time and acts as a perfect diversifier for one’s investment portfolio,” said Mr. Sikka.

The scheme’s performance will be benchmarked against the price of physical gold.

Entry load is nil for the scheme, as per SEBI’s guidelines, whereas the exit load is 2 per cent, if redeemed or switched out on or before completion of first year from the date of allotment of units.

The NFO would open on February 14 and close on February 28, 2011.

Media Queries

Sharad Goel

sharad.goel@relianceada.com

09324984296