

Fund Facts

Investment Objective:

The investment objective of the scheme is to generate long-term capital appreciation from a portfolio of equity and equity related securities, by investing predominantly in mid companies. The scheme may also invest in debt and money market instruments, as per the asset allocation table. There is no assurance that the investment objective of the scheme will be achieved.

Type of Scheme:

Mid Cap Fund- An open ended equity scheme predominantly investing in mid cap stocks

Fund Manager: Mr. Pankaj Tibrewal

Allotment Date: March 30, 2007

Benchmark: Nifty Free Float Midcap 100

Plans Available:

There will be two plans under the scheme namely Regular and Direct Plan
Options: Dividend Payout, Dividend Reinvestment & Growth (applicable for all plans)

Minimum Investment:

Initial Investment: ₹5000 and in multiple of ₹1 for purchases and for ₹0.01 for switches
Additional Investment: ₹1000 & in multiples of ₹1 for purchases and for ₹0.01 for switches
SIP (Systematic Investment Plan): ₹1000/- (Subject to a minimum of 6 SIP instalments of ₹1000/- each)

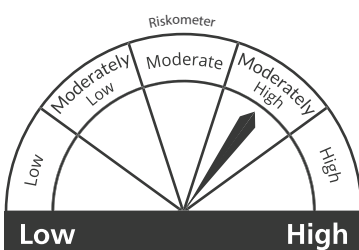
Load Structure:

Entry load: Nil. (applicable for all plans)

Exit load:

- For redemptions / switch outs (including SIP/STP) within 1 year from the date of allotment of units:1%.
- For redemption/switch outs (including SIP/STP) after 1 year from the date of allotment of units: Nil.

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Investors understand that their principal will be at moderately high risk

KOTAK EMERGING EQUITY SCHEME

Mid Cap Fund - An open-ended equity scheme predominantly investing in mid cap stocks

It is suitable for investors who are seeking*:

- Long term capital growth
- Investment in equity, equity related securities predominantly in mid cap companies.

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

Kotak Emerging Equity Fund

It's Future Ready

An open-ended equity scheme that predominantly invests in Mid Cap companies that have the potential to shine in the future. Thus, giving your investment the opportunity of better growth.



Why Mid Cap Fund?

Mid Cap has potential to generate high returns

Benefit from Domestic Economy

Mid Cap companies belong to high growth sectors or have niche market presence and are positioned to benefit from growing economy. Investors can also benefit from Earnings growth and Price/Earnings (P/E) multiple expansions in the future.

High Growth Potential

Over the long term, business of Mid Cap companies tend to exhibit significantly higher growth in revenues and earnings compare to broader market, which also reflects in the outperformance of their stocks over the long term.

Re-Valuation Opportunities

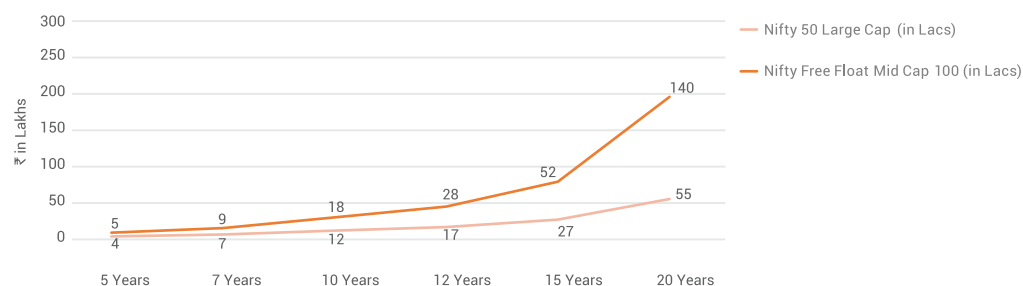
Mid Cap companies are relatively under-researched so, they present fertile grounds to exploit significant gaps between market price and intrinsic values.

Simplicity of Analysis

Most Mid Cap companies are simpler to analyse and they present opportunities to enter into niche or sunrise industries.

Staying invested in Mid Caps has better wealth possibility in the long run

For instance, suppose you invest through SIP of ₹5000 per month in Indices



Note: Mid Cap compounding rate assumed at 18.97% (Nifty Free Float Mid Cap 100 since inception return). Nifty 50 compounding rate assumed at 12.66% (Nifty 50 return in the similar period). The index for SIP investment considered here is Nifty Mid Cap 100. The performance is only to indicate the compounding potential of Mid Cap assets and is not a guarantee of performance

*The values in the graph are rounded off.

*Source - Data as on September 30, 2018 - ICRA MFI Explorer

Why Kotak Emerging Equity Fund?



Mid Cap stocks offer long-term growth potential



It gives the opportunity of better growth over a long period of time



It could act as a high alpha product in the investors' portfolios

Mid Caps Offer A More Versatile Exposure

Large Cap (Nifty)

Exposure in 22 sectors

High concentration risk (Top 5 sectors account for 68%)

Nifty Free Float Mid Cap 100

Well rounded exposure on 36 sectors

Low concentration risk (Top 5 sectors account for 33%)

Balanced exposure to all the 4 major investment themes



Nifty Free Float Mid Cap 100 Index is more diversified

Vis-à-vis the Nifty 50 Index at both sector and stock levels.

Source - Bloomberg, As on 31st Aug 2018

Investment Strategy



Identifies the hidden growth potential of Mid-sized companies



Portfolio exhibits higher volatility than Large Caps



Buy and hold strategy