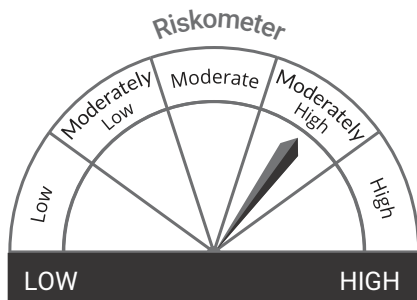


KOTAK TAX SAVER FUND

**A MONTHLY SIP OF ₹10,000
OVER 14 YEARS (SINCE INCEPTION) HAS BECOME
₹40.67 LAKHS i.e. 11.49% CAGR**

Past performance may or may not sustain in future.

**SAVE
INVEST
PROGRESS**



Investors understand that their principal will be at moderately high risk

KOTAK TAX SAVER FUND

(An open-ended equity linked saving scheme with a statutory lock in of 3 years and tax benefits)

Suitable for investors who are seeking*:

1. Long term capital growth with a 3 year lock in.
2. Investment in portfolio of predominantly equity & equity related securities.

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

MUTUAL FUND INVESTMENTS ARE SUBJECT TO MARKET RISKS, READ ALL SCHEME RELATED DOCUMENTS CAREFULLY.

KOTAK TAX SAVER FUND

Systematic Investment Plan (SIP) If you had invested 10,000 every month

Monthly SIP of ₹10,000	Since Inception	10 YEARS	7 YEARS	5 YEARS	3 YEARS	1 YEAR
Total Amount Invested (₹)	1,700,000	1,200,000	8,40,000	600,000	3,60,000	1,20,000
Total Value as on Dec 31, 2019 (₹)	4,067,515	2,285,088	1,329,746	772,136	4,10,823	1,29,123
Scheme Returns (%)	11.49	12.37	12.89	10.03	8.77	14.38
Nifty 500 (TRI) Returns (%)	11.27	11.42	11.54	9.71	7.73	11.16
Alpha*	0.22	0.95	1.35	0.31	1.04	3.22
Nifty 500 (TRI) (Rs)#	3,996,562	21,72,830	1,267,127	766,127	404,552	1,27,112
Nifty 50 (TRI) (Rs)^	4,046,200	2,192,448	1,288,217	801,211	426,803	128,918
Nifty 50 (TRI) Returns (%)	11.43	11.63	12.01	11.51	11.38	14.05

Scheme Inception : - November 23, 2005. The returns are calculated by XIRR approach assuming investment of `10,000/- on the 1st working day of every month. XIRR helps in calculating return on investments given an initial and final value and a series of cash inflows and outflows and taking the time of investment into consideration. Since inception returns are assumed to be starting from the beginning of the subsequent month from the date of inception. # Benchmark ; ^ Additional Benchmark

TRI-Total Return Index, In terms of SEBI circular dated January 4, 2018, the performance of the scheme is benchmarked to the Total Return variant (TRI) of the Benchmark Index instead of Price Return Variant (PRI).

Alpha is difference of scheme return with benchmark return.

*All payouts during the period have been reinvested in the units of the scheme at the then prevailing NAV. Returns >= 1 year: CAGR (Compounded Annualised Growth Rate). N.A stands for data not available. Note: Point to Point (PTP) Returns in INR shows the value of 10,000/- investment made at inception. Source: ICRA MFI Explorer. # Name of Scheme Benchmark. ## Name of Additional Benchmark. *Alpha is difference of scheme return with benchmark return. Kotak Tax Saver Fund NAV as on December 31, 2019: Rs.18.849 (Dividend Option), Rs.22.485 (Direct Dividend Option), Rs.46.778(Growth Option) Rs.51.06 (Direct Growth)

Scheme Inception date is Nov 23, 2005. Mr Harsha Upadhyaya has been managing the fund since Aug 25, 2015

Nov 23, 2005	Kotak Tax Saver Fund - Growth	Nifty 500 TRI#	Alpha	Nifty 50 TRI##	Cuurent Value of Standard Investment of ₹10,000 in		
					Kotak Tax Saver Fund - Growth	Nifty 500 TRI#	Nifty 50 TRI##
Since Inception	11.55%	12.39%	-0.87%	12.91%	46.778	51,960	55,515
Last 1 Year	12.67%	8.97%	3.69%	13.48%	11,267	10,897	11,348
Last 3 Years	13.16%	13.64%	-0.47%	15.63%	14,497	14,680	15,468
Last 5 Years	9.59%	9.11%	0.48%	9.38%	15,809	15,467	15,661

Scheme Inception date is 23/11/2005. Mr. Harsha Upadhyaya has been managing the fund since 25/08/2015.

Different plans have different expense structure. The performance details provided herein are of regular plan

^Past performance may or may not be sustained in future.*All payouts during the period have been reinvested in the units of the scheme at the then prevailing NAV. Returns >= 1 year: CAGR (Compounded Annualised Growth Rate). N.A stands for data not available. Note: Point to Point (PTP) Returns in INR shows the value of 10,000/- investment made at inception. Source: ICRA MFI Explorer. # Name of Scheme Benchmark. ## Name of Additional Benchmark.

TRI - Total Return Index, In terms of SEBI circular dated January 4, 2018, the performance of the scheme is benchmarked to the Total Return variant (TRI) of the Benchmark Index instead of Price Return Variant (PRI). Alpha is difference of scheme return with benchmark return.

Other Schemes Managed by Mr Harsha Upadhyaya

Scheme Names	1 YEAR		3 YEAR		5 YEAR		Since Inception	
	Scheme Returns(%)^	Benchmark Returns (%)^*	Scheme Returns(%)^	Benchmark Returns (%)^*	Scheme Returns(%)^	Benchmark Returns (%)^*	Scheme Returns(%)^	Benchmark Returns (%)^*
Kotak Equity Opportunities Fund - Growth	13.16	10.03	12.92	14.27	10.26	9.25	18.10	15.08
Kotak Standard Multicap Fund - Growth	12.28	10.03	14.32	14.27	10.98	9.25	13.64	10.71

Mr. Harsha Upadhyaya manages 3 funds of Kotak Mahindra Mutual Fund. Different plans shall have a different expense structure. The performance details provided herein are of regular plan. Kotak Equity Opportunities Fund (Sep 9, 2004), Kotak Standard Multicap Fund (Sep 11, 09), Kotak Tax Saver Fund (Nov. 23,05).

Business Experience: Mr. Harsha has nearly two decades of rich experience spread over Equity Research and Fund Management. His prior stints have been with companies such as DSP BlackRock, UTI Asset Management, Reliance Group and SG Asia Securities. Mr. Harsha is a Bachelor of Engineering (Mechanical) from National Institute of Technology, Suratkal, a Post Graduate in Management (Finance) from Indian Institute of Management, Lucknow and Chartered Financial Analyst from the CFA Institute.

Kotak Equity Opportunities Fund - Growth, *Name of the Benchmark - Nifty 200 TRI, Scheme Inception date is 09/09/2004. Mr . Harsha Upadhyaya has been managing the fund since 04/08/2012.

Kotak Standard Multicap Fund - Growth, *Name of the Benchmark - Nifty 200 TRI, Scheme Inception date is 11/09/2009. Mr . Harsha Upadhyaya has been managing the fund since 04/08/2012.