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Sundaram BNP Paribas Select Thematic Funds- Entertainment Opportunities

@ Rs 10/unit during NFO Period
NFO closing May 20, 2008

Analyst:

Nikesh Choudhary
nikeshchoudhary@bajajcapital.com

Fund Manager:

Mr. Satish Ramanathan
(Domestic Investment)
Mr. R Vijayendiran
(Overseas Investment)

A fund designed to participate in emerging entertainment sector in India benefiting from rising consumerism.....!

Investment objective

It is an open-ended equity scheme that seeks to achieve long term capital appreciation by investing primarily in the equity and equity related instruments of companies that focus on opportunities in the entertainment business.

Investment Strategy

The scheme would follow aggressive investment strategy by investing in Media & Entertainment theme to achieve capital appreciation over long term. The offer document provides for at least 65% in the entertainment and the flexibility to invest up to 35% outside the theme but fund house intend to invest in the stated theme with full conviction. Equity investments under targeted theme may also include overseas securities up to a maximum of 35%.

Conclusion

Rising consumerism in India and increased consumer spending on entertainment has helped the sector to grow fast. Entertainment sector is insulated to inflation and domestic consumption growth remains strong which will lead to high advertisement revenues. FMCG sector is expected to do well so margins of those companies will improve resulting in increased advertisement budget, which will prove beneficial for entertainment sector. But the fund carries higher risk than pure diversified funds because of its thematic nature. So this fund is suitable for those investors who want to include aggressive thematic fund in portfolio and have high risk appetite with long term investment horizon. But only a small part of the equity portfolio (thematic portion) should be allocated to the fund to reduce risk.

Issue Details

Minimum Investment	Rs. 5,000/-
Benchmark	S&P CNX Media & Entertainment Index
Option	Growth, Dividend-Payout and Reinvestment

Load Structure (During NFO period)

Entry Load	Investment Amt (Rs) Below 5 Cr: 2.25% 5 Cr & above: NIL
Exit Load	1% (if redeemed within 6 months) 0.5% (if redeemed after 6 months but before 1 year) Otherwise- NIL

Asset Allocation

Target Theme Equity (Entertainment Opportunities)	65-100%
Other than targeted theme/ sector equity	0-35%
Debt & Money Market Securities	0-15%

Performance of other equity schemes of the Fund

Returns (%) as on April 22, 2008					
Scheme – Growth	6 m*	1 Year	2 Years	3 Years	Since Inception
Sundaram BNP Paribas Select Focus	-3.69	34.24	19.74	44.21	46.08
Sundaram BNP Paribas Select Midcap	-2.29	21.21	15.04	40.96	51.79
Sundaram BNP Paribas CAPEX Opportunities Fund	-4.79	43.28	22.39	N.A	40.52

*6 month return is taken as absolute and others are annualized.

Risk Factors: Mutual Fund investments are subject to market risk. Please read the offer document carefully before investing.

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