

Sundaram BNP Paribas Asset Management



BNP PARIBAS
INVESTMENT PARTNERS

March 2010



SUNDARAM BNP PARIBAS
— MUTUAL —
UNEARTHING OPPORTUNITIES

Quick background

- Investment manager for Sundaram BNP Paribas Mutual Fund sponsored by Sundaram Finance & Newton Group in 1996. Newton exited in 2002
- BNP Paribas Asset Management (BNPP AM) became a partner in 2006
- The company is now a joint venture between
 - Sundaram Finance (50.1 % stake)
 - BNPP AM (49.9 % stake)
- The sponsors have an equal say in management
- An experienced local asset manager in India
 - Track record of close to 13 years
 - 82 per cent is in equity assets
 - A team of 20 investment professionals
 - Expertise in equity & fixed-income
 - Acclaimed funds
- Website: www.sundarambnpparibas.in

AUM: Comparison with Industry

Share	% of Industry AUM	Rank
Total AUM	1.86	13/38
Equity	4.88	9/37
Liquid	0.29	23/37
Fixed Terms Plans	1.23	15/28
Other Income	0.64	19/36

AUM share as on March 31, 2010

Data Source: AMFI; Analysis: in-house

Vision, Mission & Philosophy



VISION

To be a significant player in the Indian asset management space and be one of the top ten asset managers



MISSION

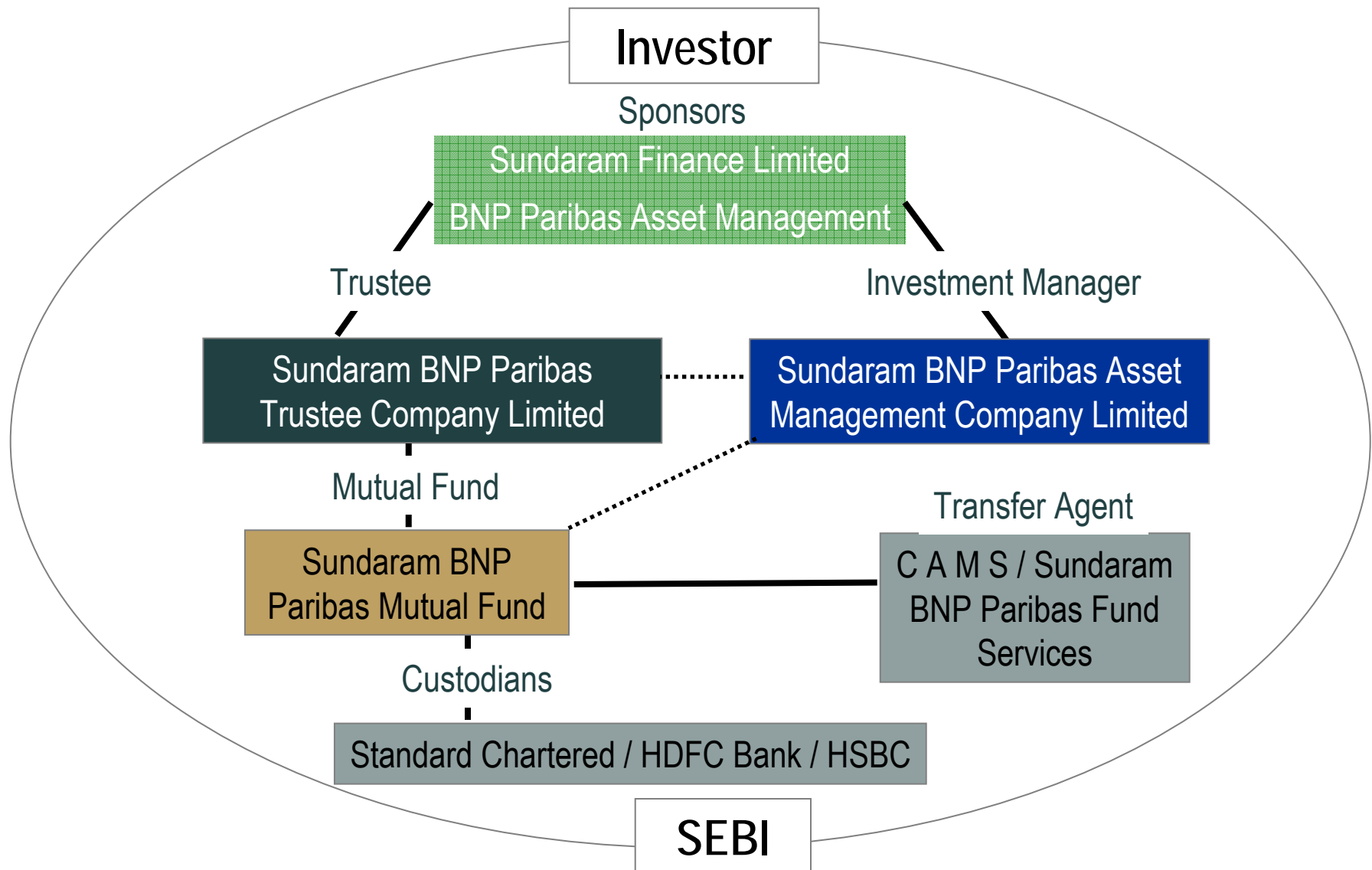
To provide people the best experience in accessing financial markets



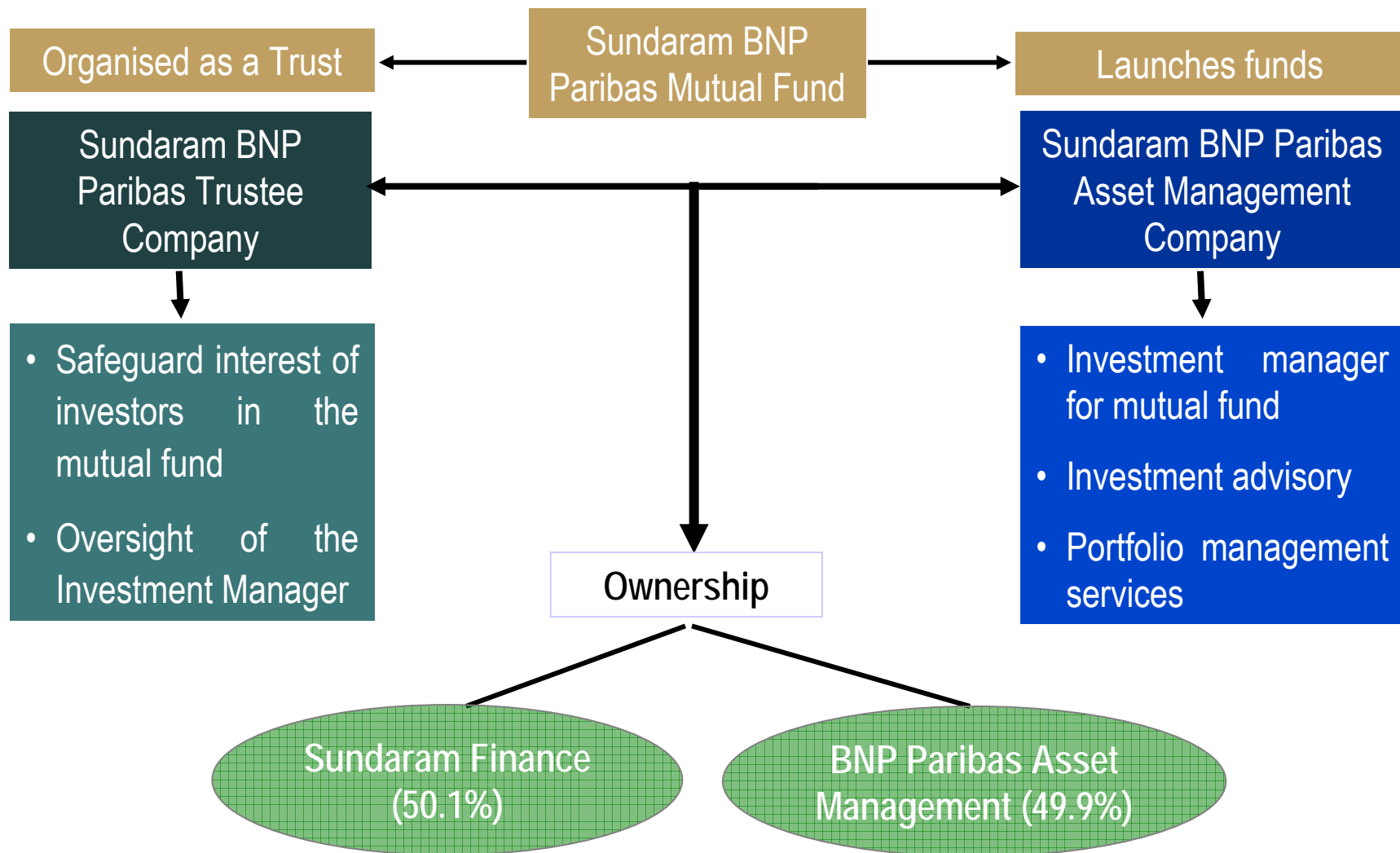
PHILOSOPHY

- Respect others, their needs and sentiments
- Develop and maintain trust
- Communicate freely and maintain confidentiality
 - Be on time always
- Never ever take short cuts
- Admit and share mistakes ...

Structure for mutual fund business



Role profile & ownership pattern



Bouquet of well-defined products

Equity Funds

Select Focus
Select Mid Cap
Select Small Cap
Growth Fund
India Leadership
S.M.I.L.E. Fund
Equity Multiplier
Tax Saver
Balanced Fund

Select Thematic Funds

Capex Opportunities
Rural India
Energy Opportunities
Financial Services Opportunities
Entertainment Opportunities
PSU Opportunities

Fund of Funds

Global Advantage

Fixed- Income Funds

Money Fund
Ultra Short-Term Fund
Bond Saver
Flexible Fund – Flexible
Income Plan & Short
Term Plan
Fixed Term Plans
Capital Protection 3 years
Capital Protection 5 years
Monthly Income Plan

S.M.I.L.E. denotes Small & Medium Indian Leading Equities

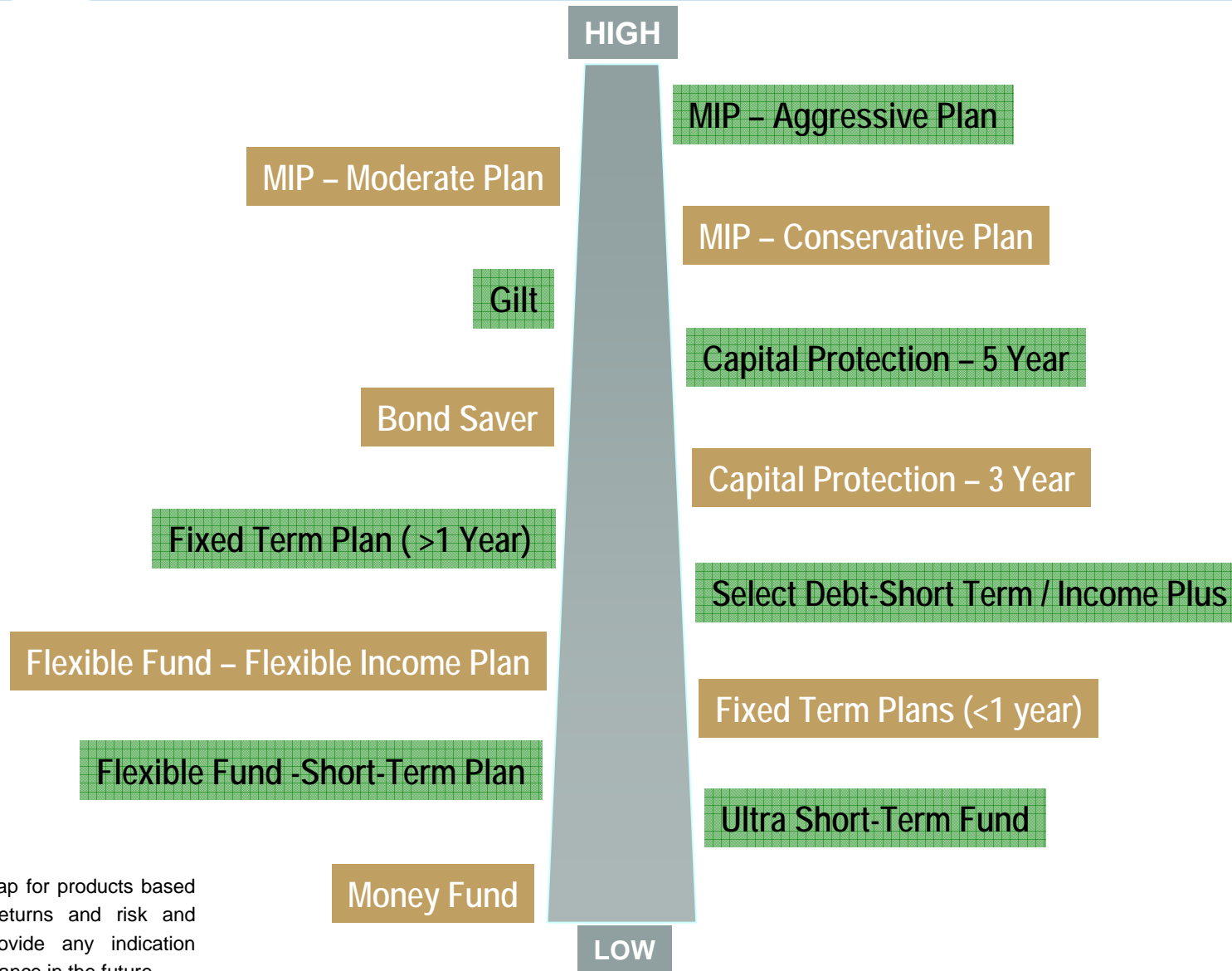
Monthly Income Plan is not an assured income scheme

Equity Funds on risk-return spectrum



Risk-return map for products based on relative returns and risk and does not provide any indication about performance in the future

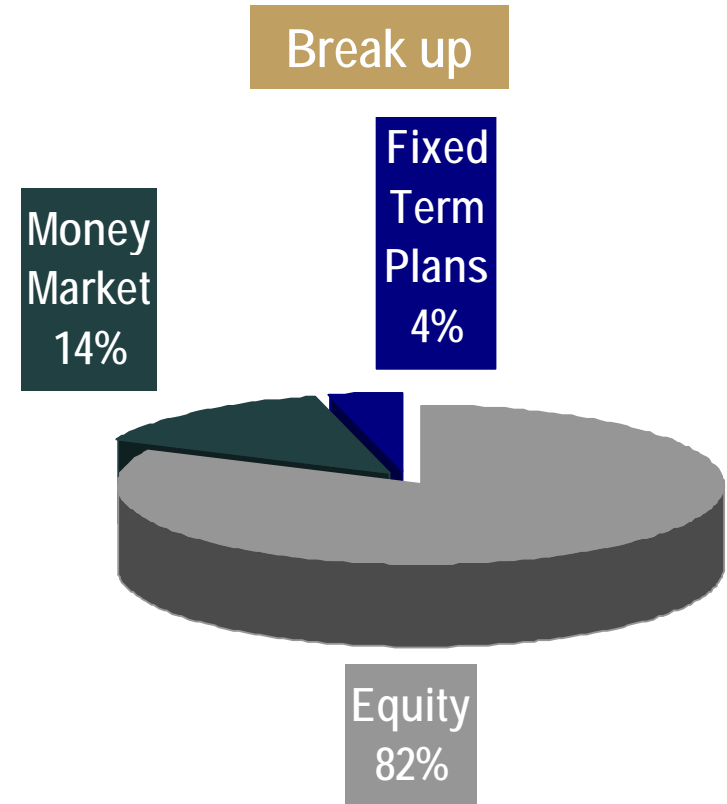
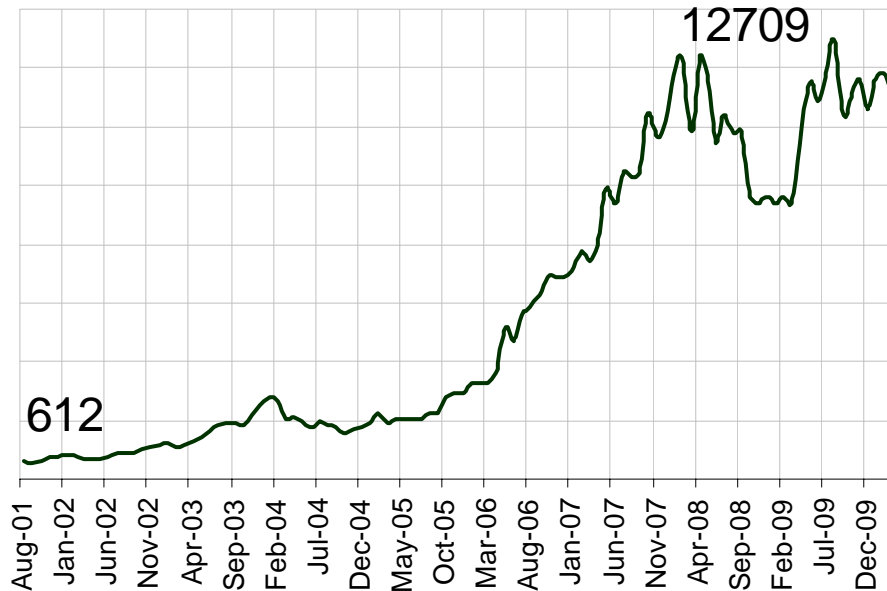
Fixed Income Funds on risk-return spectrum



Risk-return map for products based on relative returns and risk and does not provide any indication about performance in the future

Assets under management

Rs Crore



AUM Growth in \$ Billion

August 2001

0.1

Mar 2010

2.8

AUM does not include assets under advisory

AUM as on March 31, 2010
 Past performance may or may not be sustained
 Data Source: Factsheet

Tax Saver	Select Focus	India Leadership	S.M.I.L.E Fund
ICRA Five-Star Fund 1-year track record 2008	ICRA Five-Star Fund 3-year track record 2008	LIPPER Global Top 120 Fund 2007	CNBC TV18-CRISIL Award Best Small & Mid Cap Fund 2009
ICRA Seven-Star Fund 3-year track record 2008	LIPPER Global Top 100 Fund 2007	CNBC TV18-CRISIL Award Best Emerging Equity Fund 2005	ICRA Five-Star Fund 3-year track record 2009
Morning Star Award 3-year track record 2008	CNBC TV18-CRISIL Award Best Large-Cap Fund 2007 & 2006		ICRA Five-Star Fund 1-year track record 2009
LIPPER Global Top 120 Fund 2007			LIPPER Global Top 100 Fund 2007
	Rural India		
	LIPPER Global Top 120 Fund 2007		
Select Mid Cap	Growth Fund	Capex Opportunities	
CNBC TV18-CRISIL Award Best Diversified Fund 2006	LIPPER Global Top 100 Fund 2007	LIPPER Global Top 100 Fund 2007	

For Disclaimers & Risk Factors, please refer slide 36, 37, 38, 39

Performance of Large-Cap focused Funds

Scheme / Benchmarks	Launched On	Annualised Returns			
		One year	Three years	Five years	Since Inception
Sundaram BNP Paribas Growth Fund	Apr-97	89.6	10.5	20.3	20.9
<i>BSE 200</i>		<i>92.9</i>	<i>12.2</i>	<i>20.4</i>	<i>14.9</i>
S&P CNX 500		88.0	11.1	19.4	-
Sundaram BNP Paribas Select Focus	Jul-02	75.2	13.5	24.8	31.9
<i>S&P CNX Nifty</i>		<i>73.8</i>	<i>11.1</i>	<i>20.8</i>	<i>24.8</i>
S&P CNX 500		88.0	11.1	19.4	26.6
Sundaram BNP Paribas India Leadership	Jul-04	88.6	11.3	22.4	26.0
<i>S&P CNX Nifty</i>		<i>73.8</i>	<i>11.1</i>	<i>20.8</i>	<i>23.8</i>
S&P CNX 500		88.0	11.1	19.4	18.4
Sundaram BNP Paribas Tax Saver	Nov-99	81.6	16.3	25.5	22.5
<i>BSE 200</i>		<i>92.9</i>	<i>12.2</i>	<i>20.4</i>	<i>15.1</i>
S&P CNX 500		88.0	11.1	19.4	17.2

Past performance may or may not be sustained in the future; Returns in %. Returns computed on compounded annualised basis based on NAV of Regular Plan -Growth option. Performance as on March 31,2010; Relevant benchmarks highlighted in italics.

Performance of Mid- Small- & Multi- Cap focused Funds

Scheme / Benchmarks	Launched On	Annualised Returns			
		One year	Three years	Five years	Since Inception
Sundaram BNP Paribas Select Mid Cap	Jul-02	139.5	15.9	28.8	40.3
<i>BSE Mid Cap</i>		<i>130.2</i>	<i>8.1</i>	<i>17.2</i>	<i>28.9</i>
S&P CNX 500		88.0	11.1	19.4	26.6
Sundaram BNP Paribas Select Small Cap	Feb-07	148.4	-	-	6.1
<i>BSE Small Cap</i>		<i>161.7</i>	-	-	<i>5.6</i>
S&P CNX 500		88.0	-	-	8.8
Sundaram BNP Paribas SMILE Fund	Feb-05	131.9	21.9	25.2	24.7
<i>CNX Mid Cap</i>		<i>126.1</i>	<i>16.7</i>	<i>21.3</i>	<i>20.4</i>
S&P CNX 500		88.0	11.1	19.4	18.4
Sundaram BNP Paribas Equity Multiplier	Feb-07	84.1	-	-	9.5
<i>CNX Mid Cap</i>		<i>126.1</i>	-	-	<i>14.6</i>
S&P CNX 500		88.0	-	-	9.9
Sundaram BNP Paribas Balanced Fund	Jun-00	71.5	12.6	16.7	16.5
<i>CRISIL Balanced Fund Index</i>		<i>47.3</i>	<i>9.8</i>	<i>15.4</i>	-
S&P CNX 500		88.0	11.1	19.4	17.2

Past performance may or may not be sustained in the future; Returns in %. Returns computed on compounded annualised basis based on NAV of Regular Plan -Growth option. Performance as on March 31,2010; Relevant benchmarks highlighted in italics.

Performance of Select Thematic Funds

Scheme / Benchmarks	Launched On	Annualised Returns			
		One year	Three years	Five years	Since Inception
Sundaram BNP Paribas Capex Opportunities	Sep-05	126.8	16.4	-	22.4
<i>BSE Capital Goods</i>		<i>117.8</i>	<i>15.8</i>	-	<i>26.2</i>
S&P CNX 500		88.0	11.1	-	15.2
Sundaram BNP Paribas Rural India	May-06	93.8	8.0	-	7.9
<i>BSE 500</i>		<i>96.4</i>	<i>11.8</i>	-	<i>9.1</i>
S&P CNX 500		88.0	11.1	-	8.6
Sundaram BNP Paribas Energy Opportunities	Jan-08	80.8	-	-	-7.8
<i>BSE Oil & Gas</i>		<i>44.0</i>	-	-	<i>-11.2</i>
S&P CNX 500		88.0	-	-	-9.4
Sundaram BNP Paribas Financial Opportunities	Jun-08	116.7	-	-	31.8
<i>CNX Banks</i>		<i>128.9</i>	-	-	<i>30.9</i>
S&P CNX 500		88.0	-	-	11.0
Sundaram BNP Paribas Entertainment Opportunities	Jun-08	72.1	-	-	25.6
<i>CNX Media</i>		<i>125.6</i>	-	-	<i>-2.3</i>
S&P CNX 500		88.0	-	-	9.3
Sundaram BNP Paribas PSU Opportunities	Jun-08	-	-	-	-0.6
<i>CNX PSE</i>		-	-	-	<i>-10.3</i>
S&P CNX 500		-	-	-	2.7

Past performance may or may not be sustained in the future; Returns in %. Returns computed on compounded annualised basis based on NAV of Regular Plan -Growth option. Performance as on March 31,2010; Relevant benchmarks highlighted in italics.

Performance of Fixed Income Funds

Scheme / Benchmarks	Launched On	Annualised Returns			
		One year	Three years	Five years	Since Inception
Sundaram BNP Paribas Money Fund	Mar-00	4.2	7.0	-	7.0
CRISIL Liquid Fund Index		3.7	6.7	-	6.5
Sundaram BNP Paribas Ultra Short Term Fund	Apr-07	5.0	-	-	7.6
CRISIL Liquid Fund Index		3.7	-	-	6.5
Sundaram BNP Paribas Bond Saver	Dec-97	3.2	6.0	4.9	8.5
CRISIL Composite Bond Fund Index		5.4	7.0	5.6	-
Sundaram BNP Paribas Monthly Income Plan – Moderate Plan	Jan-04	14.7	6.0	6.9	6.7
CRISIL MIP Blended Index		14.3	8.5	8.4	7.2

Past performance may or may not be sustained in the future; NAV of Super Institutional Plan - Growth option is considered for computing the annualised returns of Sundaram BNP Paribas Ultra Short Term Fund and Sundaram BNP Paribas Money Fund. Rest of them are based on the NAV of Regular Plan - Growth option. Returns in %. Returns computed on compounded annualised basis. NAV, performance & AUM as on March 31, 2010; Relevant benchmarks highlighted in italics.

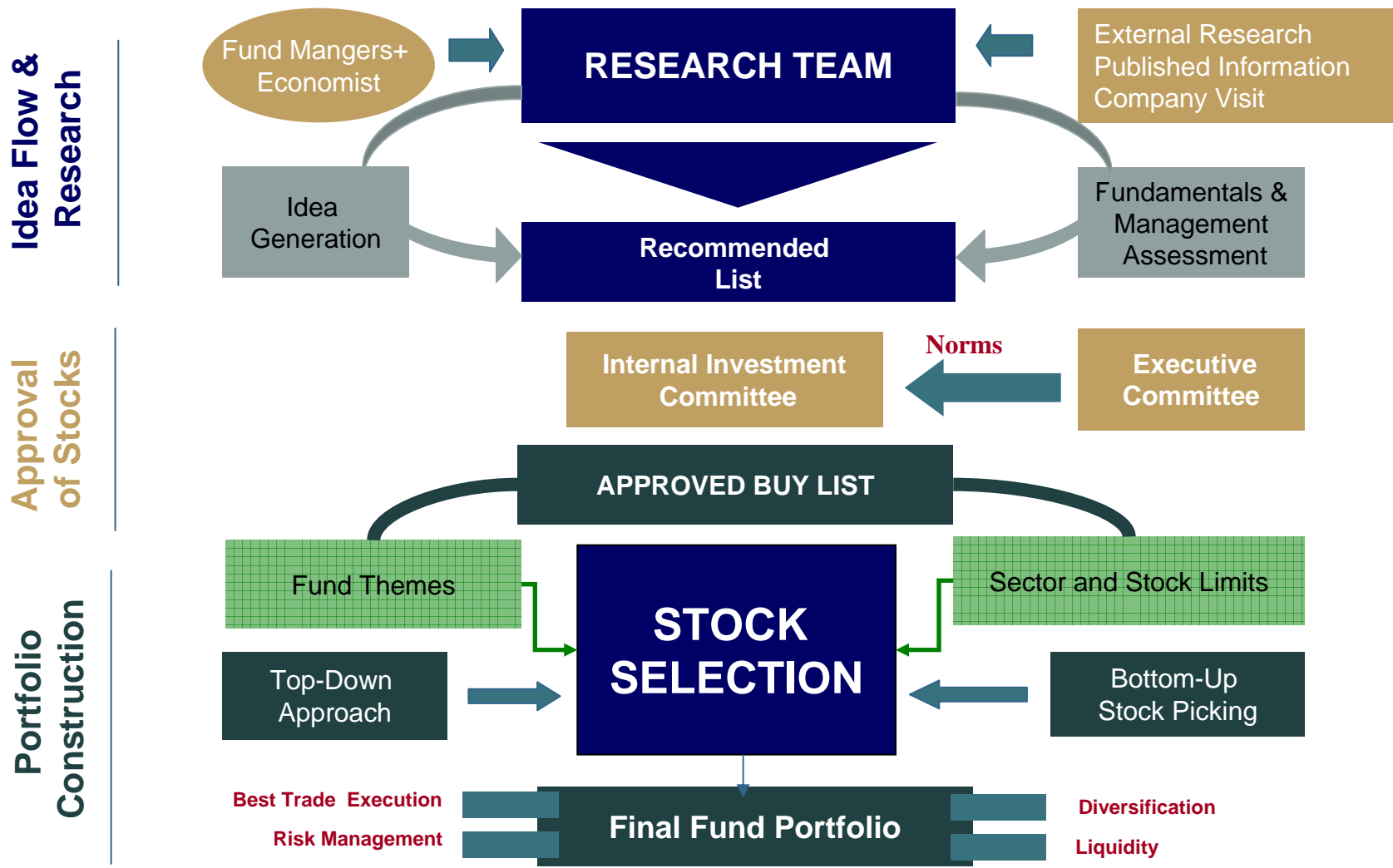
Sundaram BNP Paribas Asset Management

The Sundaram BNP Paribas Edge



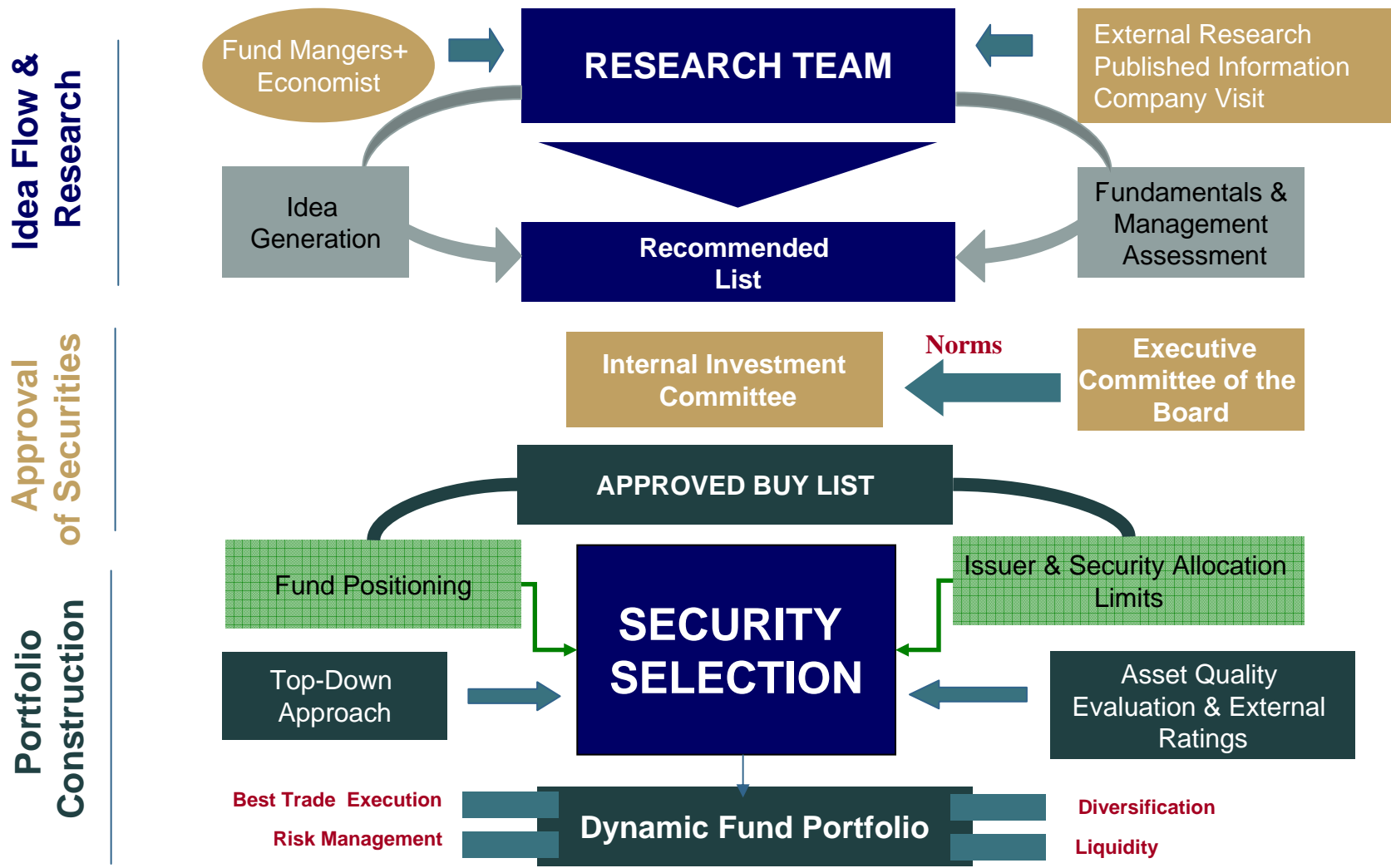
Equity Investment process

An active fundamental approach



Fixed Income Investment process

An active fundamental approach



- Robust and transparent investment process
 - Process is as important as the end result
 - Process is meant to control emotions
 - Stay true to defined parameters
 - All actions should be explainable
- A disciplined team approach
 - To build a group where every member understands the goals
 - Fund managers are expected to adhere to the investment objectives of individual funds at all times
- Clearly defined products
 - An extensive product range for all risk/return profiles
- Quality service
 - Emphasis on quality at all levels is the key to long-term success

- Robust in-house research
- Ability to
 - identify ideas early
 - zero in on the right stocks
 - show patience
 - be disciplined in selling
- Rigorous risk management and compliance to contain risks without sacrificing performance
- Acclaimed track record for several products
- Class leading large-cap and mid-cap funds (Select Focus & Select Mid Cap)
- High share of equity assets in the AUM

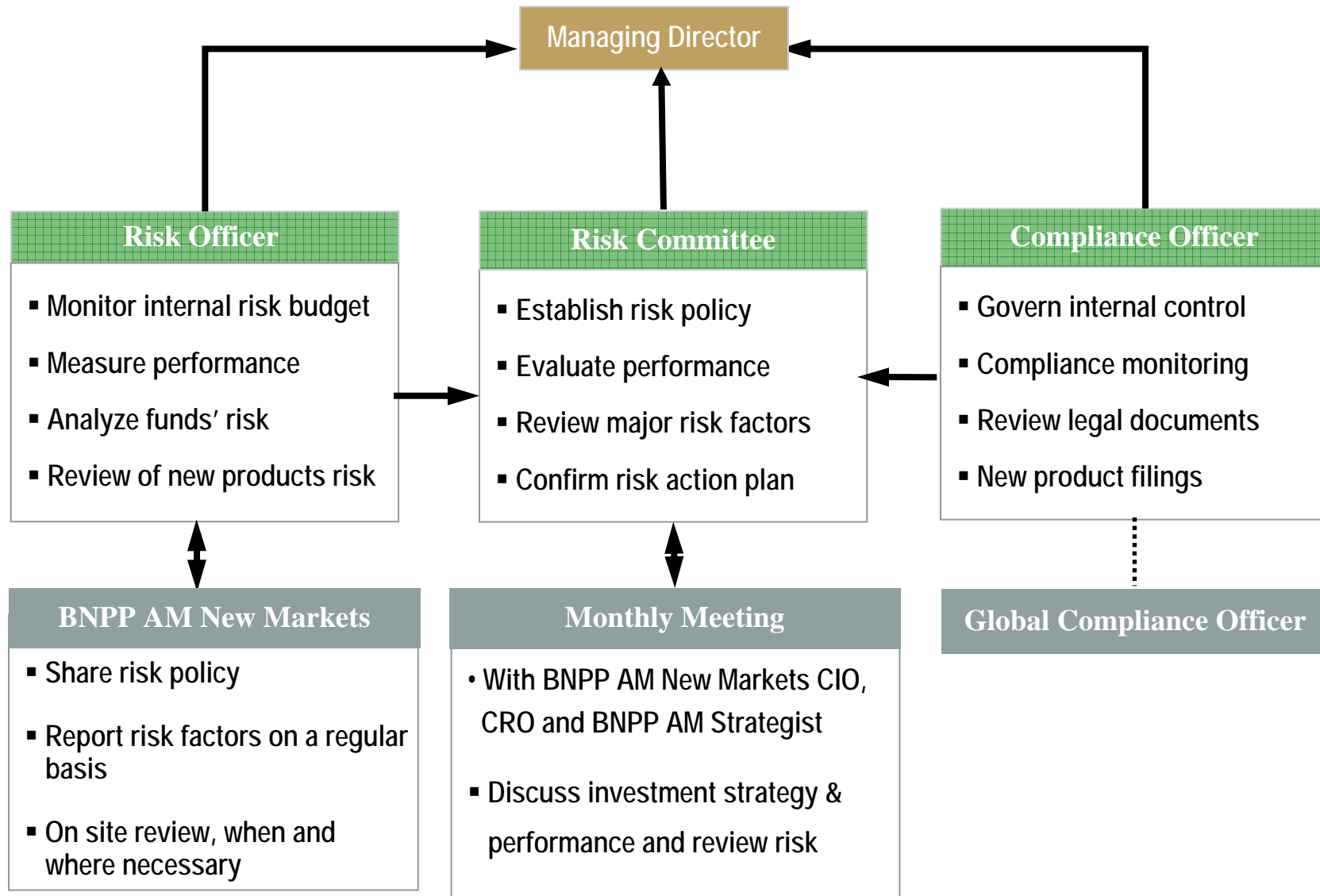
Risk management

A vital part of the process

- Risk management as an independent function ensures effective risk control
- Risk management is a complement to the investment process
- The objective of the risk management process is to monitor and measure the risks of portfolio construction, diversification and holdings and their contribution to the overall risk profile of each fund with clear definitions of process and procedures
- Investment risk:
 - Market risk: Identification, measurement and control of market risks
 - Credit risk: Maintenance and control of target limits & risk measurement
 - Valuation risk: Mark-to-market & definition of processes and methodology
 - Support to investment team in performance analysis
 - Risk control parameters for new products & risk disclosures in Scheme Information Document
- To perform risk analysis, third-party as well as proprietary tools are used

Risk management

A clear risk organisation



The fund management team



Satish Ramanathan, a CFA Charter Holder, is the Head-Equities. He is a graduate from IITMadras who has specialised in Finance & MIS in his MBA. He has extensive experience in the asset management business with stints in Research division of Sundaram AMC and managing funds for Franklin Templeton. He has been involved in equity research for more than a decade and brings expertise in tracking several key sectors in the Indian economy. *Satish Ramanathan manages Select Mid Cap, Tax Saver, Select Small Cap, Equity Multiplier, Entertainment Opportunities and Balanced Fund.*

K. Ramkumar is the Head-Fixed Income. He is a science graduate from Madras University and a Cost Accountant. He is a Certified Associate of Indian Institute of Bankers and has done Diploma in Business Finance from the ICFAI, Hyderabad. He has over 15 years experience in the Mutual Fund Industry. His prior experience includes 12 years with UTI Mutual Fund and 4 years with SBI Funds Management. *Ramkumar manages Bond Saver and Monthly Income Plan. He is also the Co-Fund Manager for Ultra Short-Term Fund, Flexible Fund – Short-Term Plan, Flexible Fund – Flexible Income Plan & Fixed Term Plans.*



Srividhya Rajesh, a CFA Charter Holder, focuses on the equity markets. She is also a management graduate from BITS Pilani and has done specialized courses in equity research and financial applications from ICFAI, Hyderabad. She has been with us from the time the fund house started operations in 1996. A two-year stint at the broking arm Kotak Mahindra opened a window to the equity markets. *Srividhya Rajesh manages Select Focus and Capex Opportunities.*

The fund management team



S Krishnakumar is an engineer from REC (now National Institute of Technology), Trichy, he did an MBA from LIBA, Chennai. He has worked for 18 years of which the latest eleven years relate to the equity markets. Before joining our fund house, he was Vice President (Research) at Anush Shares & Securities. *Krishnakumar is the Fund Manager for the S.M.I.L.E Fund and Energy Opportunities*

Rahul Pal focuses on the fixed income space. He is a Chartered Accountant. A three-year stint at IDBI Treasury provided an apt learning ground on the intricacies of fixed-income market. Rahul then joined Sundaram BNP Paribas Asset Management with an active role in fund management. *Rahul Pal manages Money Fund. He is also the Co-Fund Manager for Ultra Short-Term Fund, Flexible Fund – Short-Term Plan, Flexible Fund – Flexible Income Plan & Fixed Term Plans.*



J Venkatesan, a Cost Accountant and a Post-Graduate in Commerce, has an experience of more than two decades in the banking and asset management businesses. A seven-year stint at Canara Bank was followed by a shift to the asset management industry through Canbank Mutual Fund. With a rich experience of close to ten years in fund management, he joined Sundaram BNP Paribas Asset Management in January 2006. *Venkatesan is the Fund Manager for the Rural India Fund, Growth Fund, India Leadership Fund, Financial Services Opportunities & PSU Opportunities*



Sponsors
1. Sundaram Finance



Origin of Sundaram Finance

TVS - a reputed & diversified business group

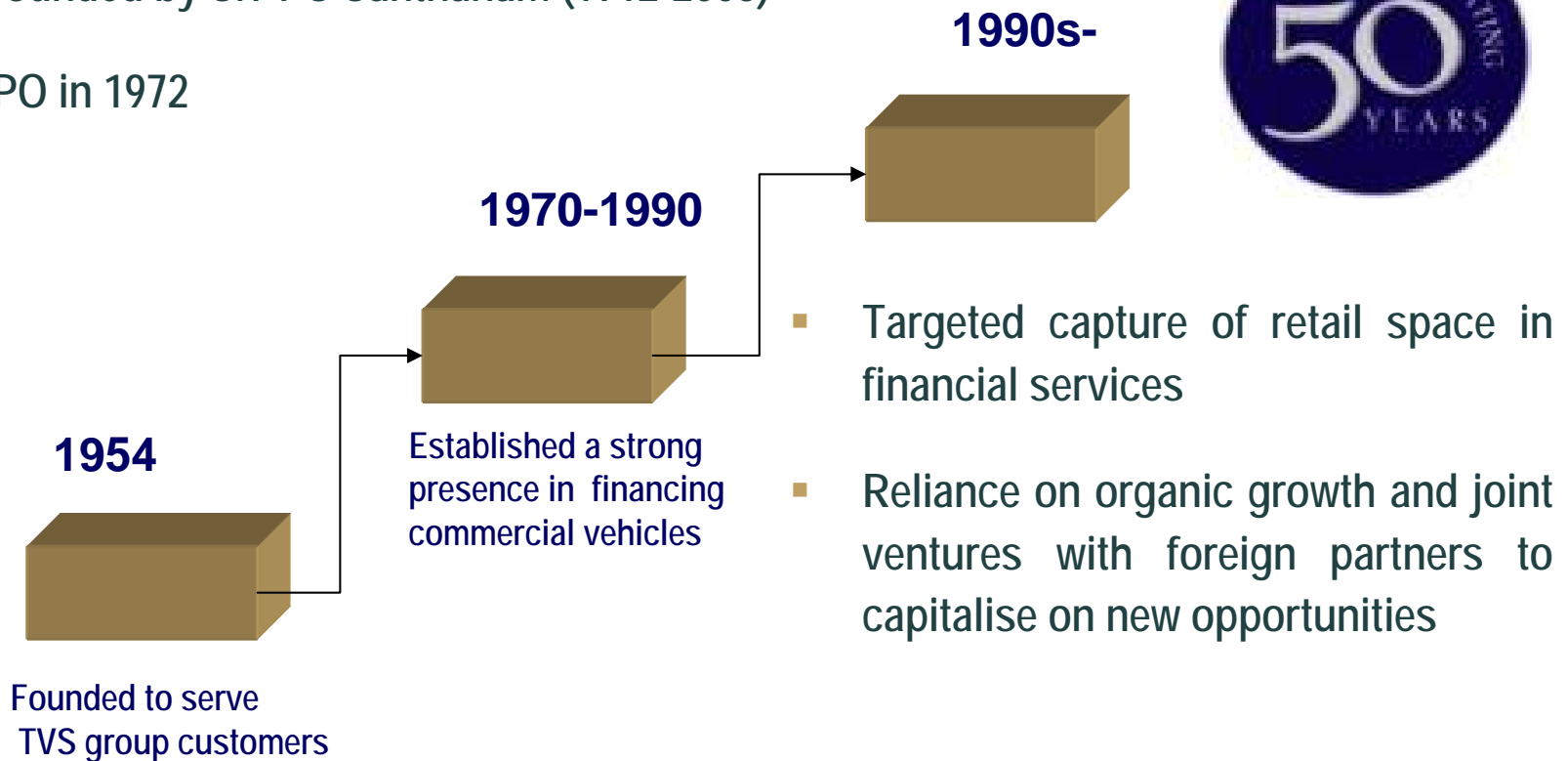
- The group was founded by Mr. T V Sundaram Iyengar in 1911 as a bus service
- Considered as one of the most respected names in Indian business
- Leaders in quality management
- Pioneers in employee welfare, customer satisfaction and values



Origin of Sundaram Finance

TVS' automobile business

- Established in 1954 as a subsidiary of Madras Motor and General Insurance (part of the TVS Group)
- Founded by Sri T S Santhanam (1912-2005)
- IPO in 1972



Positive brand experience

Brand survey findings

- Perceived as higher on all parameters reinforcing positive experience
- Performance has always exceeded promise
- Highest level of word-of-mouth recommendation
- Customer loyalty deepens with longer association



Fair play

Fair play



Service

Service



Openness

Openness



Integrity

Integrity



Discipline

Discipline



Relationships

Relationships



Prudence

Prudence

The Sundaram Finance group

Sundaram Finance Distribution

Sundaram BNP Paribas Trustee Company

Sundaram BNP Paribas Asset Management

Sundaram BNP Paribas Home Finance

LGF Services Limited

Sundaram Business Services

Sundaram Info Tech Solutions

Infreight Logistics Solutions

Royal Sundaram General Insurance

Joint venture between Royal & Sun Alliance UK and Sundaram Finance

Key financials of Sundaram Finance

Financial Year	Equity	Net-Worth	Receivables	Pre-Tax Earnings	Post-Tax Earnings	Dividend		Market Cap
	Rs Crore	Rs Crore	Rs Crore	Rs Crore	Rs Crore	%	Rs Crore	Rs Crore
1991	12	42	458	35	12	25	3	86
1996	24	228	1637	128	65	35	8	547
2003	24	487	2670	82	46	75	18	227
2004	24	523	3093	101	56	70	17	533
2005	28	683	4488	145	76	75	22	675
2006	28	811	5452	227	171	135	38	931
2007	28	878	7070	165	100	105	29	1099
2008	28	1043	8924	303	213	150	42	1610
2009	56	1153	9203	220	151	65	36	2096

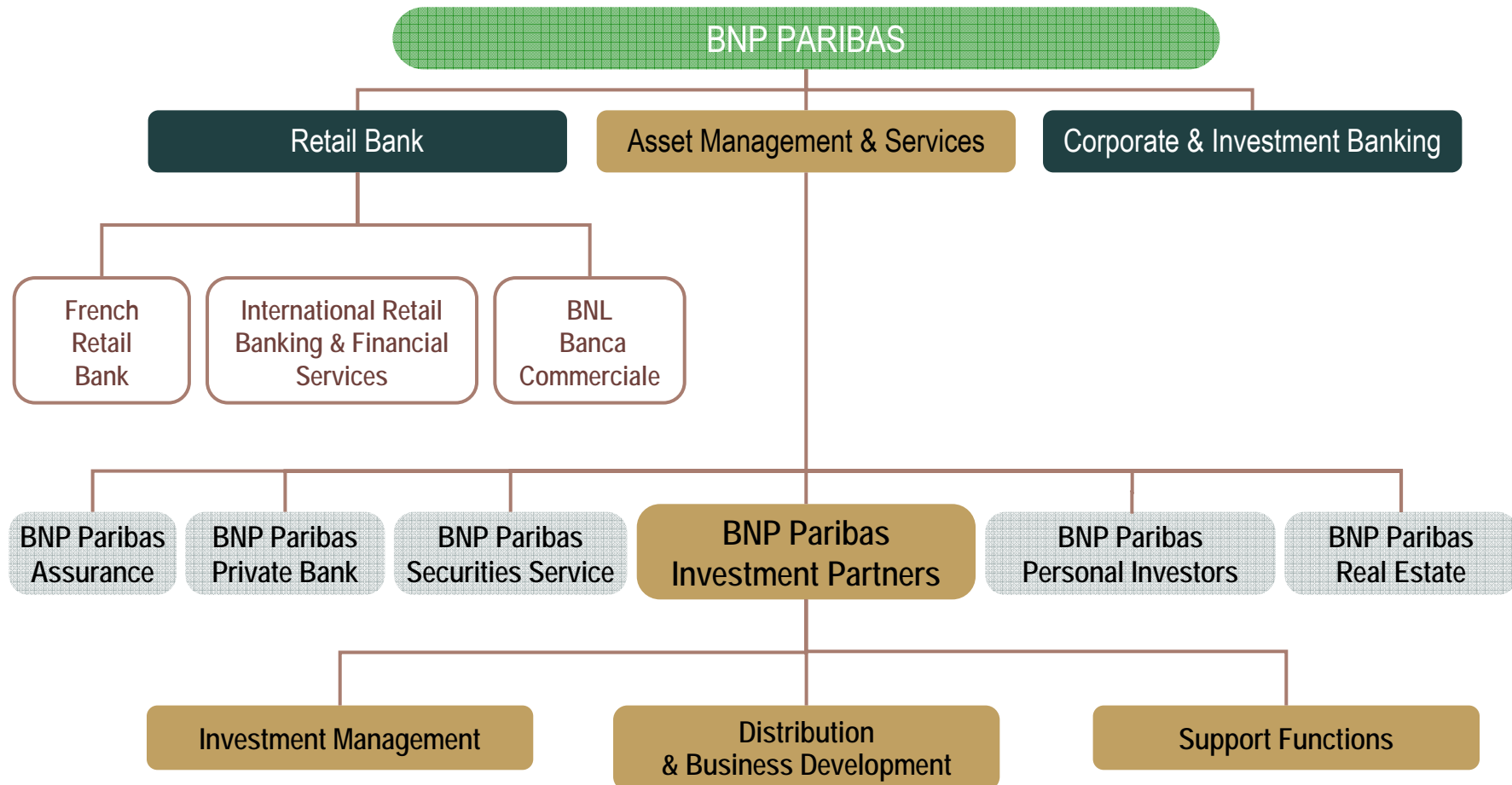
Figures are only for Sundaram Finance; Increase in equity is only due to conversion of reserves to equity
 Financial Year: April of Year T to March of Year T+1

Source: Annual Report of Sundaram Finance & Earnings Statement for FY 08

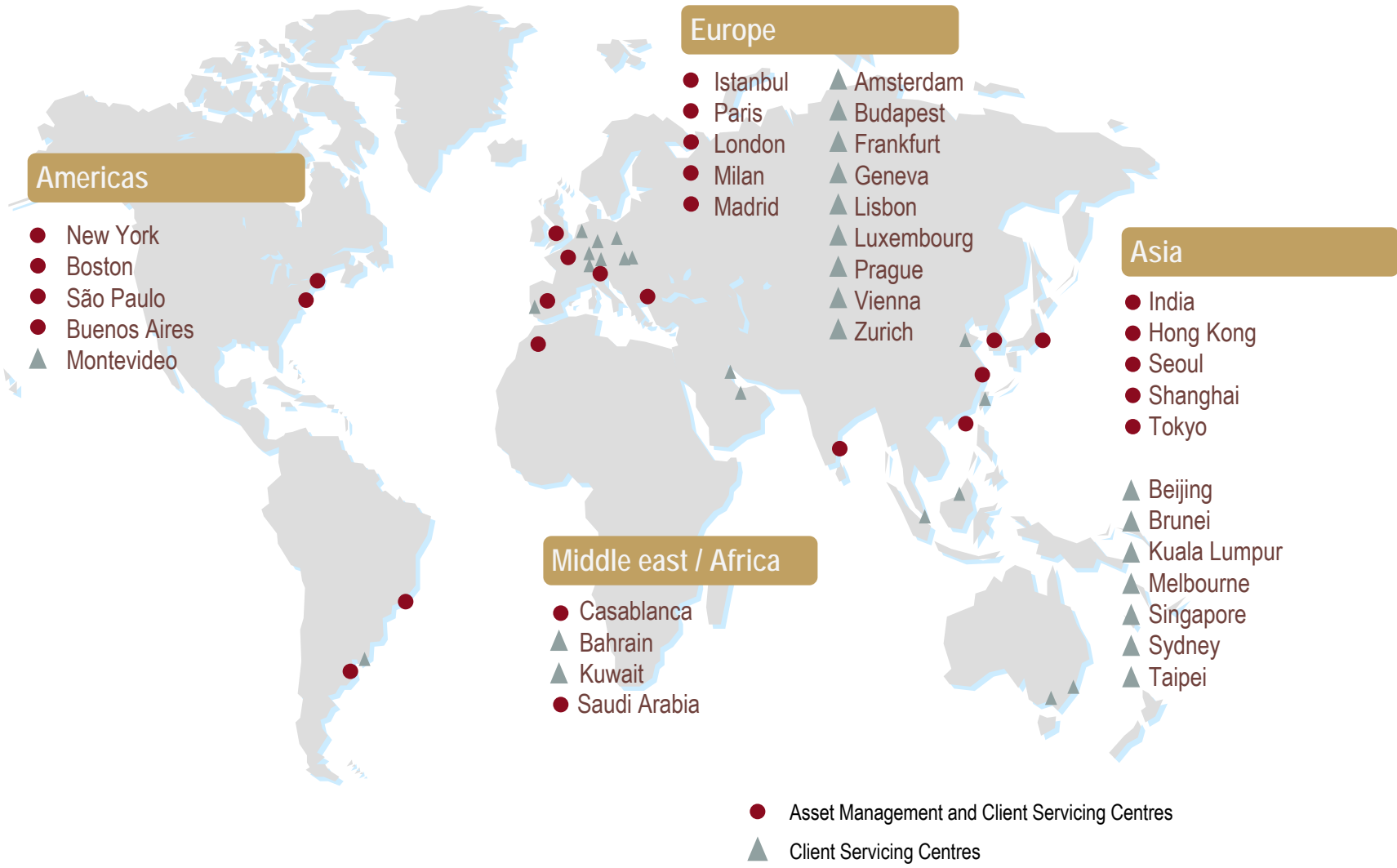
Sponsors
2. BNP Paribas Asset
Management



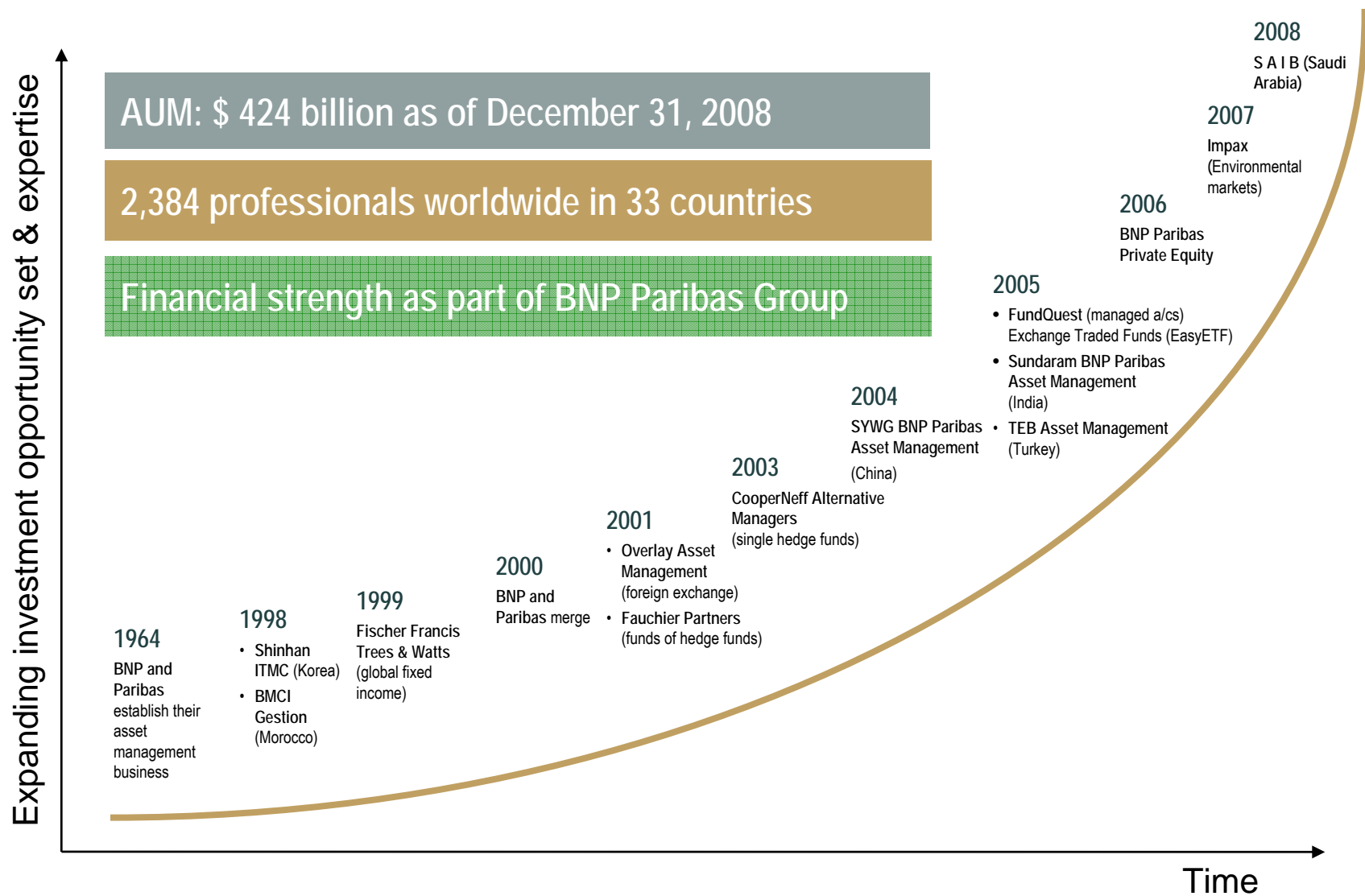
Global Framework: BNP Paribas group



A world-wide footprint



Multi-specialist approach



BNP Paribas Investment Partners

- Placing the client first by locating our Client Relationship Managers close to their markets
- Ensuring suitable investment solutions through dialogue with product specialists

EQUITY

- Global and Regional Equities
- Equities – market cap and style portfolios
- Emerging Markets

FIXED INCOME

- Global Fixed Income and Credit Management
- European Fixed Income
- Total Return
- Money Markets

ALTERNATIVES

- Hedge Funds
- Funds of Hedge Funds
- Private Equity
- Multi-Strategy
- Currency Management

MULTI-EXPERT SOLUTIONS

- Structured Products
- Indexed Products
- Asset Allocation
- Multi-Management
- Wealth Management
- Retirement & Saving Schemes

Disclaimer

The disclosures, disclaimer and risk factors highlighted on this page are also available at www.sundarambnpparibas.in. A reference to this disclosures & disclaimer page may also be appended as a hyper-link to e-mails sent on behalf of Sundaram BNP Paribas Asset Management and this page can be accessed online by clicking on the hyperlink appended to such e-mails. If you reach this page at www.sundarambnpparibas.in through a hyperlink contained in a communication issued by Sundaram BNP Paribas Asset Management, this page must be treated an integral part of that communication. Please note his page contains important information that you must read as an investor or prospective investor. Past performance may or may not be sustained in future. Past performance is no guarantee of future result. Mutual Fund Investments are subject to market risks. Please read the Statement of Additional Information and Scheme Information Document carefully before investing. For more details on fund-specific features, detailed risk factors and information on Sundaram BNP Paribas Asset Management, please read the Statement of Additional Information and Scheme Information Document available at www.sundarambnpparibas.in. Fund Features: Scheme Type, Investment Objective, Plans, Options, Entry Load and Exit Load have been outlined in the respective fund-specific Fact Sheet pages. NAV will be published on every business day. Asset Allocation: Sundaram BNP Paribas Growth Fund: • Equity and equity-related instruments: up to 95% • Debt instruments including securitised Debt: up to 35% • Money market instruments up to 25 Exposure in derivative shall not exceed 25% of the portfolio. The Scheme may invest up to 35% of the net assets in overseas securities. Sundaram BNP Paribas India Leadership Fund: • Equity Instruments of Leaders: 65%-100% • Other equities including investment in conglomerates and potential leaders (including ADRs and GDRs): Not exceeding 35% • Equity futures & options, including those of indices: not exceeding 25% of underlying contract value • Money market instruments: not exceeding 15%. Exposure in derivative shall not exceed 25% of the portfolio. The Scheme may invest up to 35% of the net assets in overseas securities. Sundaram BNP Paribas Select Focus: • Equity instruments (including ADRs and GDRs): 75%-100% • Equity futures & options including those of indices: Not exceeding 25% • Cash, cash equivalents, money market instruments: Not exceeding 25%. Exposure in derivative shall not exceed 25% of the portfolio. The Scheme may invest up to 35% of the net assets in overseas securities. Sundaram BNP Paribas Select Mid Cap: • Equity instruments (including ADRs and GDRs) 75%-100% • Equity Futures & Options including those of indices: Not exceeding 25%(underlying contract value) • Cash, cash equivalents, money market instruments: not exceeding 25%. Exposure in derivative shall not exceed 25% of the portfolio. The Scheme may invest up to 35% of the net assets in overseas securities. Sundaram BNP Paribas Select Small Cap: Equity and equity-related securities of small caps 65%-100% Other Equities 0-35%, Fixed Income and Money Market Securities 0-35%. The Scheme may invest up to 35% of the net assets in overseas securities. Sundaram BNP Paribas S.M.I.L.E (Small and Medium Indian Leading Equities Fund): • Equity instruments – small-cap and mid-cap stocks (including investments in ADRs and GDRs): At least 65% • Other Equities (including investment in ADRs and GDRs): Not exceeding 35% • Equity Futures & Options including those of indices: Not exceeding 25% • Money market instruments: Not exceeding 15%. Exposure in derivative shall not exceed 25% of the portfolio. The Scheme may invest up to 35% of the net assets in overseas securities. Sundaram BNP Paribas Tax Saver: • Equity & equity-related instruments: 80-100% • corporate and PSU Bonds Up to 20% • Money market instruments: Up to 20%. Sundaram BNP Paribas Equity Multiplier Fund: Equity and Equity-related instruments - 65%-100% Debt instruments including securitised debt (upto30%) & Money Market Instruments - 0-35%. The Scheme may invest up to 35% of the net assets in overseas securities. Sundaram BNP Paribas Balanced Fund: • Equity and Equity Linked instruments: 40%-75% • Fixed Income instruments: 25%-60%, including securitised debt up to 10%. The scheme may invest up to 35% of the net assets in overseas securities. Sundaram BNP Paribas Select Thematic Funds CAPEX Opportunities Fund: • Equity & equity-related securities of companies in capital goods sector (including investments in ADRs and GDRs): 70%-100% • Other equities (including investment in ADRs and GDRs) 0%-30% • Money market instruments: 0%-15%. Sundaram BNP Paribas Capex Opportunities Fund has two separate portfolios for Dividend and Growth Options. Exposure in derivative shall not exceed 25% of the portfolio. The Scheme may invest up to 35% of the net assets in overseas securities. Sundaram BNP Paribas Select Thematic Funds Rural India Fund: • Equity & equity-related securities of companies that are focusing on Rural India (including investment in ADRs and GDRs): 70%-100% • Other equities (including investment in ADRs and GDRs): 0%-30% • Money market instruments 0%-15%. The Scheme may invest up to 35% of the net assets in overseas securities. The fund may also invest in equity and equity-related instruments listed in overseas markets as well as overseas funds/ETFs that invest in or track agri-commodity stocks. The scheme will not invest in funds/ETFs that have direct exposure to commodities. Sundaram BNP Paribas Select Thematic Funds Energy Opportunities Fund: Equity and equity-related instruments in the targeted theme 65-100%; equity and equity-related instruments that are outside the theme 0-35%; Treasury Bills, CBLO, Reverse Repo: 0-15%. Sundaram BNP Paribas Select Thematic Funds Financial Services Opportunities Fund: • Equity & equity-related instruments of predominantly Indian companies relevant to the theme 65%-100% • Equity & equity-related instruments outside the theme 0%-35% • Fixed Income and Money Market instruments 0%-15%. The Scheme may invest up to 35% of the net assets in overseas securities. Sundaram BNP Paribas Select Thematic Funds Entertainment Opportunities Fund: • Equity & equity-related instruments in the targeted sector/theme 65%-100% • Equity & equity-related instruments other than the targeted sector/theme 0%-35% • Fixed Income and Money Market instruments 0%-15%. The Scheme may invest up to 35% of the net assets in overseas securities. Sundaram BNP Paribas Select Thematic Funds PSU Opportunities: Equity instruments in the targeted theme: 65-100% • Equity instruments other than the targeted theme: 0-35% • Fixed income and money market instrument: 0-35% • Up to 35% of assets may be invested in overseas securities and shall be only related to the theme • Sundaram BNP Paribas Global Advantage: Unit of mutual funds and exchange-traded funds listed on overseas stock exchanges 85%-100%; Domestic Money-market instruments 0%-15%. • Sundaram BNP Paribas Capital Protection Oriented Fund Series 2 – 3 years: • Fixed Income securities including money market instruments 80% -100% • Equity and Equity related instruments 0%-20% • • Sundaram BNP Paribas Capital Protection Oriented Fund Series 2 – 5 years: • Fixed Income securities including money market instruments 70% -100% • Equity and Equity related instruments 0%-30% • Sundaram BNP Paribas Money Fund: •Money Market Investments, debt securities (including securitised debt up to a maximum of 50% of the net asset value of the scheme) 0% - 100%. The scheme shall invest in debt and money market securities with maturity of up to 91 days only. Sundaram BNP Paribas Ultra Short-Term Fund: • Money market securities and/ or debt securities with residual or average maturity of less than or equal to 370 days or put options within a period not exceeding 370 days 70% - 100% • Debt securities which have residual or average maturity of more than 370 days 0% - 30% (Including Securitised Debt up to 30%).

Sundaram BNP Paribas Flexible Fund • Short Term Plan: Money Market Instruments (CDs, CPs, CBLO, REPO, MIBOR Instruments, Debt Securities with initial maturity of less than one year/GOI Secs./Treasury Bills) 65%-100% • Fixed Income Instruments Government of India & Corporate Debt Securities (including Securitised Debt) 0%-35%. • **Sundaram BNP Paribas Flexible Fund Flexible Income Plan:** Fixed Income Instruments, Government of India & Corporate Debt Securities (including Securitised Debt) 65%-100% • Money Market Instruments like CPs, CBLO, REPO, MIBOR Instruments, Debt Securities with initial maturity of less than one year/GOI Secs./Treasury Bills 0%-35% Investment in securitised debt will be up to 35% of the net assets. For Sundaram BNP Paribas FTP Schemes, please refer SID of the respective FTP Schemes for Asset Allocation Details. **Sundaram BNP Paribas Bond Saver:** • Debt instruments 65%-100% • Money market instruments 0%-40%. **Sundaram BNP Paribas Monthly Income Plan:** • Government securities 100% • Debt securities 100% • Securitised debt 75% • Money market instrument 100% • Equity and equity-related securities 20%. Pending deployment of funds in terms of the investment objective, the funds may be invested in short-term deposits with scheduled commercial banks in accordance with applicable SEBI guidelines. **Scheme-Specific Risk Factors:** *Applicable for all funds:* Change in Government policy in general and changes in tax benefits applicable to mutual funds may impact the returns to Investors. Applicable to equity schemes (except Sundaram BNP Paribas Tax Saver and Sundaram BNP Paribas *Select Thematic Funds Energy Opportunities*): For any overseas investments in the equity funds, country risk, currency risk and geopolitical risk, to name a few. **Sundaram BNP Paribas Select Focus:** Higher volatility due to a concentrated portfolio. **Sundaram BNP Paribas Select Mid Cap:** Lack of liquidity at times and volatility. **Sundaram BNP Paribas Select Small Cap:** Illiquidity risks are higher and may lead to higher impact costs. Impact costs are different from brokerage and custodian charges and not be minimised or eliminated. Unlisted equity can also affect liquidity. Prices may be more volatile. Greater sensitivity and vulnerability of smaller companies to changing economic conditions, lack of depth in management, difficulty in raising funds and be developing or marketing new products or services, outdated technologies, lack of bargaining power with suppliers, low entry barriers and issues of transparency and corporate governance enhance risks associated with small-cap stocks. **Sundaram BNP Paribas Small and Medium Indian Leading Equities Fund (S.M.I.L.E) Fund:** Small-cap stocks are generally more illiquid. **Sundaram BNP Paribas Equity Multiplier:** Risk of non-diversification. **Sundaram BNP Paribas Select Thematic Funds Capex Opportunities:** Long gestation periods; pace at which investments materialize; incidence of taxation, government policy & firm-level inefficiency. **Sundaram BNP Paribas Select Thematic Funds Rural India Fund:** Vagaries of nature such as erratic monsoon, failure of crop & drought, to name a few; cyclical / seasonal factors. For any overseas investments relevant to rural-theme: country risk, currency risk and geopolitical risk. **Sundaram BNP Paribas Select Thematic Funds Energy Opportunities:** Delays and slower pace of commercialisation of gas and oil finds; Government policy on pricing and distribution of petro-products; Significantly lower commercial output in relation to the size of the oil or gas discovery; Regulatory hurdles that impede growth and take more-than reasonable time frames to be sorted out; Geo political developments and government intervention in Pricing; Slower-than-expected pace of development and usage of oil and gas in user industries could impact the performance. **Sundaram BNP Paribas Select Thematic Funds Financial Services Opportunities:** The risks associated with the thematic portfolio will be lower than that of a sector-specific fund and higher than that of a typical diversified fund. Factors that could impinge on performance include changes in interest rates in India and overseas markets, changes in regulatory framework applicable to companies in financial services, government policy on ownership, savings patterns and deployment of such savings and levels and trends in capital market activity. Tax-free status for long-term capital gains and dividend will depend on the fund investing at least 65% in equity to qualify in accordance with provisions of the Income-Tax Act. If and to the extent, the portfolio includes overseas stocks, investors will be exposed to country risk, currency risk, geo-political risk, legal restrictions and regulation changes in geography other than India. As a thematic fund, there is risk of concentration. **Sundaram BNP Paribas Select Thematic Funds Entertainment Opportunities:** The risks associated with the thematic portfolio will be lower than that of a sector-specific fund and higher than that of a typical diversified fund. As the scheme will invest primarily in entertainment space, performance could be impacted by factors such as a dramatic slowdown in consumer spend, high taxes, if any, imposed by the government and changes in regulatory environment, to name a few. As the scheme may take concentrated exposures the NAV volatility will be higher than that of a typical diversified equity scheme. Tax-free status for long-term capital gains and dividend will depend on the fund investing at least 65% in equity to qualify in accordance with provisions of the Income-Tax Act. If and to the extent, the portfolio includes overseas stocks, investors will be exposed to country risk, currency risk, geo-political risk, legal restrictions and regulation changes in geography other than India. As a thematic fund, there is risk of concentration. **Sundaram BNP Paribas Select Thematic Funds PSU Opportunities:** Geo-political developments. • Government policy • As a thematic fund, there will be concentration risk compared to a diversified fund. • For any overseas investments in the equity funds, country risk, currency risk and geopolitical risk, to name a few • The income tax concessions for the capital gains arising from the transfer of the units of the Scheme as well as for the dividend distribution tax at the Scheme level are contingent upon the Scheme qualifying as an equity-oriented fund under the Income Tax Act, by investing more than 65% of the funds of the Scheme in the equities of Indian Companies. **Sundaram BNP Paribas Global Advantage:** Currency risk, country risk, geo-political risk and emerging markets risk. **Sundaram BNP Paribas Money Fund:** Sundaram BNP Paribas Money Fund is a Money Market Scheme. Changes in the prevailing rates of interest are likely to affect the value of the scheme's holdings and consequently the value of the scheme's Units. The scheme may use derivative instruments like Interest Rate Swaps, Forward Rate Agreements or other derivative instruments for the purpose of hedging and portfolio balancing and trading, as permitted under the Regulations and guidelines. Usage of derivatives will expose the plans to certain risks inherent to such derivatives. **Sundaram BNP Paribas Ultra Short-Term Fund:** Sundaram BNP Paribas Ultra Short-Term Fund is not a Money Market Scheme. Changes in the prevailing rates of interest are likely to affect the value of the scheme's holdings and consequently the value of the scheme's Units. The scheme may use derivative instruments like Interest Rate Swaps, Forward Rate Agreements or other derivative instruments for the purpose of hedging and portfolio balancing and trading, as permitted under the Regulations and guidelines. Usage of derivatives will expose the plans to certain risks inherent to such derivatives. **Sundaram BNP Paribas Bond Saver:** Changes in the prevailing rates of interest are likely to affect the value of the scheme's holdings and consequently the value of the scheme's Units. **Credit Risk:** Credit Risk refers to the risk of default in interest (coupon) payment and /or principal repayment. All debt instruments except those issued by the Government of India carry this risk. **Price Risk:** As long as the Scheme will be invested, its Net Asset Value (NAV) is exposed to market fluctuations, and its value can go up as well as down. The portfolio of fixed-income securities that the Scheme invests in would be exposed to price changes on a day-to-day basis. These price changes may occur due to instrument-specific factors as well as general macroeconomic conditions. In general, price of fixed-income securities go up when interest rates fall, and vice versa.

Market Risk: The Scheme may also be subject to price volatility due to such factors as interest sensitivity, market perception or the creditworthiness of the issuer and general market liquidity. Risk associated with securitised debt is similar to the listed factors. General Risk Factors: All mutual funds and securities investments are subject to market risks, and there can be no assurance or guarantee that fund's objectives will be achieved. NAV may go up or down, depending on the factors and forces affecting the securities market. Main types are market risk, liquidity risk, credit risk and systemic risks. At times, liquidity of investments may be impaired. There is uncertainty of dividend distribution and risk of capital loss. Past performance of the Sponsor/Asset Management Company/Fund does not indicate the future performance. Investors in the schemes are not being offered any guaranteed or indicated returns. The names of the schemes do not in any manner indicate either quality or future prospects and returns. Statutory: *Mutual Fund*: Sundaram BNP Paribas Mutual Fund is a trust under Indian Trusts Act, 1882 *Sponsors (Liability is limited to Rs 1 lakh)*: Sundaram Finance Ltd & BNP Paribas Asset Management. *Investment Manager*: Sundaram BNP Paribas Asset Management Company Ltd. *Trustee*: Sundaram BNP Paribas Trustee Company Ltd. ICRA Mutual Fund Award: ICRA ONLINE Mutual Fund Rankings seek to inform investors and mutual fund intermediaries of the category-wise relative performance of mutual fund schemes. The rankings, covering the two time horizons of one and three years as of December 2008, have been arrived at following an in-depth analysis of critical parameters, including: risk adjusted performance; portfolio concentration characteristics; liquidity; corpus size; average maturity; and portfolio turnover. The number of schemes considered in ELSS category for different periods are 17 for one year and 12 for three years. The ranks assigned by ICRA/ICRA Online are based on an objective analysis of information obtained from the entities concerned as also other sources considered reliable by ICRA/ICRA Online. However, the ranks must be construed solely as statements of opinion and ICRA/ICRA Online shall not be liable for any losses incurred by any user from any use of the ranks. Also, the ranks are neither a certificate of any statutory compliance nor any guarantee on the future performance of the ranked entities/schemes. *ICRA Ranking: ELSS or tax planning schemes (period ending December 31, 2008) Sundaram BNP Paribas Tax Saver: A Seven Star Fund for 3-year performance in the ELSS category. Sundaram BNP Paribas Tax Saver: A Five Star Fund for 1-year performance in the ELSS category. ICRA 5-Star Fund: The fund falls in the top 10% of the category on performance. ICRA 7-Star Fund: The best performing fund among the 5-Stars is ranked as a 7-Star Fund. ICRA Ranking: Open-end diversified equity – defensive: (period ending December 31, 2008) Sundaram BNP Paribas Select Focus: A Five Star Fund for three-year performance in the Diversified Equity – Defensive category. ICRA 5-Star Fund: The fund falls in the top 10% of the category on performance. The ranking methodology did not take into account entry and exit loads imposed by the Fund. The rank is neither a certificate of statutory compliance nor any guarantee on the future performance of the funds. ICRA Ranking: Open End Equity Diversified Defensive Scheme (period ending December 31, 2009) Sundaram BNP Paribas SMILE Fund has been ranked as a Five-Star Fund in the category of 'Open Ended Equity Diversified Defensive' schemes for its 1- year performance till December 31, 2009 and for its 3-years performance till December 31, 2009. The rankings for one year as of December 2009 and for three years as of December 2009, have been arrived at following an in-depth analysis of critical parameters, including risk adjusted return, fund size, company concentration and liquidity. The number of schemes in the open-end diversified equity -defensive category was 98 for one year and 81 for three years. The rank is neither a certificate of statutory compliance nor any guarantee on the future performance of Sundaram BNP Paribas SMILE Fund. ICRA 5-Star Fund: The fund is in the top 4.6% of the category on performance. Past performance is no guarantee of future result. *Ranking Source & Publisher: ICRA Online Limited. Past performance is no guarantee of future result. Ranking Source & Publisher: ICRA Online Limited. Morningstar Award for Sundaram BNP Paribas Tax Saver: The fund has been selected as the Winner of the Morningstar Fund Award (India) in the "India Open Ended ELSS (Tax Savings)" category for its three-year performance ending December 31, 2008. The methodology eliminates schemes based on fund size, below-median calendar year returns, and gives score on the basis of returns in one-year and three-year periods and risk for a three-year period. The methodology also includes various qualitative measures like the investment management team, processes among others. There were 11 schemes considered in "India Open Ended ELSS (Tax Savings)" category for the award exercise. Only Growth schemes were considered. Loads were not considered while calculating returns. The award should not be construed as an offer, nor the solicitation of an offer, to buy or sell securities, by Morningstar. It is neither a certificate of statutory compliance nor any guarantee on the future performance. Award selection: The fund with the lowest score that meets Morningstar's qualitative checks in the eligible Morningstar category or grouping receives the award for that category or grouping. Past performance is no guarantee of future result. Source: Morningstar Morningstar Rating: © 2009 Morningstar, Inc. All Rights Reserved. The information contained herein: (1) is proprietary to Morningstar; (2) may not be copied or distributed; and (3) is not warranted to be accurate, complete or timely. Neither Morningstar nor its content providers are responsible for any damages or losses arising from any use of this information. Lipper Top 100 Ranking: Five funds of Sundaram BNP Paribas Asset Management has featured in the World's 100 top-performing equity funds of Lipper as per a report provided by global fund intelligence agency Lipper, a Thompson Reuters Company. The report, highlighting the 100 top- performing equity funds in the world during the year 2007, is based on the study of all funds under the equity asset class tracked by Lipper using total returns in INR., and having a minimum track record of at least one year as of December 2007 end. 24,887 equity funds (primary) qualified for the study. All returns are denominated in INR for the period ending on 31st December 2007. Data source: Lipper, a Thompson Reuters Company (www.lipperweb.com) Past performance is no guarantee of future result. Lipper Top 120 Ranking: Three more funds of Sundaram BNP Paribas Mutual Fund (Tax Saver, Rural India and India Leadership) featured between ranks # 101 - \$ 120 in the World's 120 top-performing equity funds (making for a total of eight in the Top 120) of Lipper as per a customised report using the same parameters used for Lipper Top 100 equity funds report. Data source: Lipper, a Thompson Reuters Company (www.lipperweb.com). Past performance is no guarantee of future result. Sundaram India Leadership Fund - Growth has won the CNBC TV18 - CRISIL Mutual Fund of the Year Award in the Emerging Equity Fund of the Year 2005 category. In total 3 schemes were eligible for the award universe. Schemes present in all four quarter CRISIL CPRs were considered for the award. The award is based on consistency of schemes performance in the four quarterly CRISIL CPR rankings released during the calendar year 2005. The individual CRISIL CPR parameter scores averaged for the four quarters and further multiplied by the parameter weight as per the CRISIL CPR methodology to arrive at the final scores. A detailed methodology of the CRISIL CPR is available at www.crisil.com. CNBC TV18-CRISIL Award: Sundaram BNP Paribas Select Mid Cap was awarded the Best Diversified Equity Scheme for 2006 in the Open-end Diversified Equity Scheme Category from 53 schemes ranked in this category. The criteria used in computing the CRISIL Composite Performance Rank are Superior Return Score, based on NAVs over the 2-year period ended December 31, 2006, Concentration and Liquidity of the scheme. The methodology does not take into account the entry and exit loads levied by the scheme. Rankings and Award Source: CRISIL FundServices, CRISIL Ltd**

CNBC TV18-CRISIL Award: Sundaram BNP Paribas Select Focus was among the two schemes that won the CNBC TV18-CRISIL Mutual Fund of the Year Award in the Large- Cap Oriented Equity Fund Category for 2006 and 2007 from 23 schemes and 22 schemes that were considered for the award. Schemes present in all four quarter CRISIL CPRs were considered for the award. The award is based on consistency of scheme's performance in the four quarterly CRISIL CPR rankings released during the calendar year 2006 and 2007.

The individual CRISIL CPR parameter scores averaged for the four quarters were further multiplied by the parameter weight as per the CRISIL CPR methodology to arrive at the final scores. The criteria used in computing the CRISIL Composite Performance Rank are Superior Return Score, based on NAVs over the 2-year period ending December 31, 2006 and December 31 2007, Concentration and Liquidity of the scheme. CNBCTV18-CRISIL Award: Sundaram BNP Paribas S M I L E Fund was the only scheme that won the CNBC TV18 - CRISIL Mutual Fund of the Year Award in the Small and Mid-Cap Funds category. In total 17 schemes were eligible for the award universe. Schemes present in all four quarterly CRISIL CPRs were considered for the award. The award is based on consistency of the scheme's performance in the four quarterly CRISIL CPR rankings released during the calendar year 2009. The individual CRISIL CPR parameter scores averaged for the four quarters were further multiplied by the parameter weights as per the CRISIL CPR methodology to arrive at the final scores. The methodology does not take into account entry & exit loads. A detailed methodology of the CRISIL CPR is available at www.crisil.com. Past performance is no guarantee of future results. Past performance is no guarantee of future result. Rankings and Award Source: CRISIL FundServices, CRISIL Ltd. *Disclaimer:* Presentation is issued by Sundaram BNP Paribas Asset Management, an investment manager registered with the Securities and Exchange Board of India in India and is produced for information purposes only. *It is not a prospectus or scheme information document offer document or an offer or solicitation to buy any securities or other investment or Scheme Information Document*, Information and opinion contained in this document are published for the assistance of the recipient only; they are not to be relied upon as authoritative or taken as a substitution for exercise of judgment by any recipient. They are subject to change without any notice and not intended to provide the sole basis of any evaluation of the instrument discussed or offer to buy. It is neither a solicitation to sell nor shall it form the basis of or be relied upon in connection with any contract or commitment whatsoever or be taken as investment advice. The information and opinions contained in this communication have been obtained from sources that Sundaram BNP Paribas Asset Management believes to be reliable; no representation or warranty, express or implied, is made that such information is accurate or complete and it should not be relied upon as such. Sundaram BNP Paribas Asset Management neither guarantees its accuracy and/or completeness nor does it guarantee to update the information from time to time. This communication is for private circulation only and for the exclusive and confidential use of the intended recipient(s) only. Any other distribution, use or reproduction of this communication in its entirety or any part thereof is unauthorized and strictly prohibited. By accepting this document you agree to be bound by the foregoing limitations. This communication is for general information only without regard to specific objectives, financial situations and needs of any particular person who may receive it and Sundaram BNP Paribas Asset Management is not soliciting any action based on this document. Sundaram BNP Paribas Asset Management in the discharge of its functions, may use any of the data presented in this document for its decision-making purpose and is not bound to disclose the same. Copies of the Statement of Additional Information, Scheme Information Document and application form with Key Information Memorandum may be obtained from the offices of Sundaram BNP Paribas Mutual offices and its authorized distributors or downloaded from www.sundarambnpparibas.in. For scheme specific risk factors, asset allocation, load structure, fund facts and taxation aspects please refer the Statement of Additional Information and Scheme Information Document available online and at branches/Investor Service Centres, Portfolio Attributes: For Sundaram BNP Paribas Money Fund and Sundaram BNP Paribas Bond Saver, the portfolio attributes indicated are features that would normally be adhered to. There could also be changes if there are significant shifts in underlying of the fixed-income market.



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