

You do so much more everyday than just your job.
But does your tax-saving instrument do more than just save tax?

Before you invest, #AskWhatELSS

PRESENTING FRANKLIN INDIA TAXSHIELD (FIT)

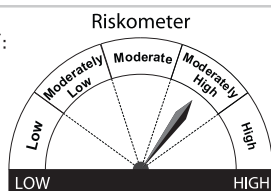
An open end equity linked savings scheme that is eligible for tax benefits on investments up to Rs. 1.5 Lac under section 80C#. Investing in an ELSS gives you the double advantage of saving tax and benefiting from the growth potential of equities. What's more, it has a lock-in period of only 3 years.



**FRANKLIN TEMPLETON
INVESTMENTS**

This product is suitable for investors who are seeking*:

- Long term capital appreciation
- An ELSS fund offering tax benefits under Section 80C of the Income Tax Act



Income Tax Act, 1961. Scheme specific risk factors: All investments in FIT are subject to a lock-in-period of 3 years from the date of respective allotment and the unit holders cannot redeem, transfer, assign or pledge the units during this period. The Trustee, AMC, their directors or their employees shall not be liable for any of the tax consequences that may arise, in the event that the Scheme is wound up before the completion of the lock-in period. Investors are requested to review the prospectus carefully and obtain expert professional advice with regard to specific legal, tax and financial implications of the investment/participation in the scheme.

*Investors should consult their financial advisers 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.

INVESTMENT OBJECTIVE

An open end equity linked savings scheme which aims to provide medium to long term growth of capital along with income tax rebate.

FUND DETAILS

Fund Manager:

Anand Radhakrishnan
Anil Prabhudas

Date Of Allotment:

10 April 1999

Load Structure:

Entry Load: Nil

Exit Load: Nil

Lock in period: 3 years

Minimum Investment:

₹500 and in multiples of ₹500

SIP:

Starts from ₹500/- p.m.

Fund Size:

₹ 1833.48 Cr

KEY HIGHLIGHTS

- An open end equity linked savings scheme (ELSS) with an allocation of at least 80% to equities to enable growth over the long term
- Investments up to ₹1.5 lac eligible for deduction from taxable income under Section 80C of the Income Tax Act, 1961
- Dividends and long-term capital gains you earn are fully exempt from tax, as per current tax laws
- Lock-in period of just 3 years



CONSISTENT DIVIDEND TRACK RECORD - DIVIDEND PLAN

Record Date	Rate Per Unit (₹)	NAV*
Jan 30, 2015	3.00	47.2441
Jan 24, 2014	3.00	31.1896
Jan 18, 2013	2.00	32.2527
Feb 03, 2012	3.00	30.3111
Jan 14, 2011	4.00	34.0334
Jan 15, 2010	3.00	33.0523
Dec 17, 2008	3.00	20.6681

Record Date	Rate Per Unit (₹)	NAV*
Nov 14, 2007	8.00	46.8922
Jan 10, 2007	8.00	39.43
Feb 15, 2006	3.50	38.01
Mar 18, 2005	3.00	27.25
Feb 24, 2004	4.00	24.01
Mar 30, 2001	1.25	11.57
May 24, 2000	6.00	19.82
Mar 31, 2000	8.00	31.02

Past performance may or may not be sustained in future. Dividend on face value of ₹10 per unit. Pursuant to payment of dividend, the NAV of the scheme would fall to the extent of payout and statutory levy (as applicable). * Cum-dividend NAV. Please refer to www.franklintempletonindia.com for dividend track record of the Direct Plan

POSITIONING MATRIX

Investment Style

	Growth	Blend	Value	
Large				Size
Medium				
Small				

TOP 10 HOLDINGS

Company Name	Sector	% of Assets
HDFC Bank Ltd.	Banks	6.72
Infosys Ltd.	Software	5.42
ICICI Bank Ltd.	Banks	3.99
IndusInd Bank Ltd.	Banks	3.83
Bharti Airtel Ltd.	Telecom - Services	3.66
Dr. Reddy's Laboratories Ltd.	Pharmaceuticals	3.27
Yes Bank Ltd.	Banks	2.90
Kotak Mahindra Bank Ltd.	Banks	2.65
Torrent Pharmaceuticals Ltd.	Pharmaceuticals	2.52
Cadila Healthcare Ltd.	Pharmaceuticals	2.33

All portfolio holdings are subject to change. The information stated above does not constitute an investment advice or recommendation to subscribe or transact in these securities.

For more information, please contact your distributor:

