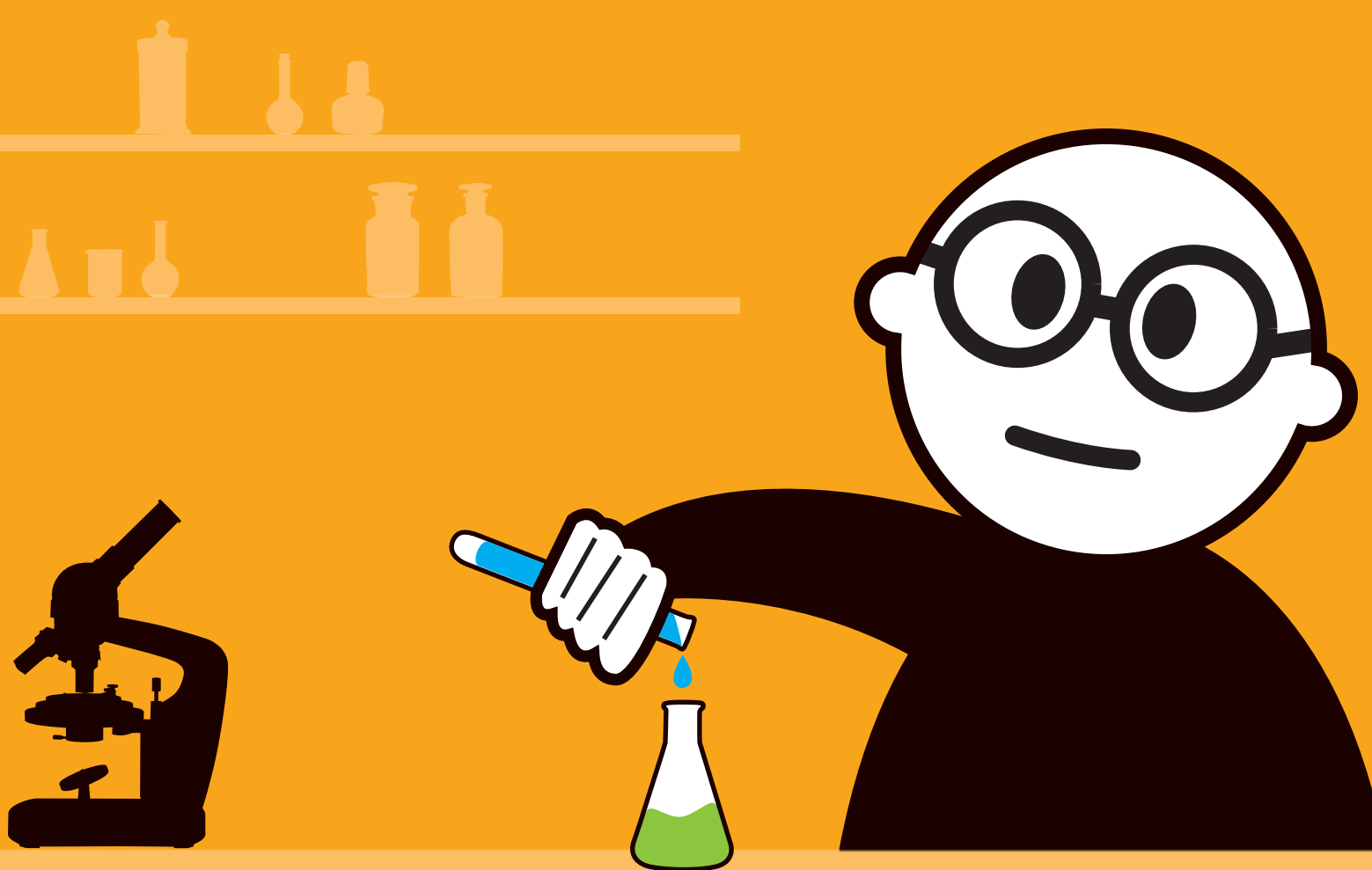


## It takes an expert to find the rare mix of quick growth and stability.

IDFC Sterling Equity Fund looks for companies with great stability and growth potential. While investing in such companies gives you the possibility of good future gains, it also builds an investment capable of withstanding tough market situations.



## IDFC STERLING EQUITY FUND

An open-ended equity scheme

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## What is this Fund ?

The IDFC Sterling Equity Fund is a fund that invests in companies that are in a high growth phase and have proven themselves in their markets and therefore exhibit low business risk.

## How does the fund invest ?

The fund identifies small and mid-cap companies that have proven themselves over the years and looks to buy them at cheap valuations. This helps investors grow their wealth when the market values these companies for their worth.

## Is this fund for me?

If you're looking for investing in a fund that provides you with high growth stocks this is a good fund to invest in alongside a diversified equity fund.

## How do I invest in this fund?

Just get in touch with us, and we'll guide you all the way through! There are several ways to contact us. Call us at 1800 226622 / 1800 2666688, email us at [investormf@idfc.com](mailto:investormf@idfc.com), visit our website [www.idfcmf.com](http://www.idfcmf.com) and put in a request for us to call you, or just ask your financial advisor for IDFC IDFC Sterling Equity Fund.

**Risk Factors:** Mutual Funds and securities investments are subject to market risks, reinvestment risk, changes in political, economic environment and government policy and there is no assurance or guarantee that the objectives of the Scheme/s will be achieved. The NAV of the Scheme/s can go up or down depending on factors and forces affecting the Securities Market including fluctuation in interest rates, trading volumes and reinvestment risk. Past performance of the Sponsor/AMC/Mutual Fund is not necessarily indicative of the future performance of the Scheme/s and may not necessarily provide a basis for comparison with other investments. IDFC Sterling Equity Fund (SEF) Fund is the name of the Schemes and do not in any manner indicate either the quality of the Schemes, their future prospects or returns. The Sponsor or any of its associates is not responsible or liable for any loss resulting from the operation of the Schemes beyond the corpus of the Trust of Rs. 30,000/-.

**Terms of Issue & Load Structure:** IDFC SEF: During the continuous offer the AMC calculates and publishes NAVs and offers for sale and redemption of units of the Scheme on all Business days. **Entry Load** – Nil **Exit Load** IDFC-SEF: The scheme is converted into open ended scheme w.e.f. September 11, 2009. After then during the Ongoing Offer Period load will be charged as follows: If redeemed within 1 year from the date of purchase(s) applying First in First out basis (including purchase made through the STP/SIP) -1.00%. No exit load /CDSC will be chargeable in case of switches made between different options of the schemes.

**Investment Objective:** IDFC-SEF: The investment objective of the Scheme is to seek to generate capital appreciation from a diversified portfolio of equity and equity related instruments. The Scheme will predominantly invest in small and midcap equity and equity related instruments. Small and Midcap equity and equity related instruments will be the stocks included in the CNX Midcap index or equity and equity related instruments of such companies which have a market capitalization lower than the highest components of CNX Midcap Index. The Scheme may also invest in stock other than mid cap stocks (i.e. in stocks, which have a market capitalization of above the market capitalization range of the defined small midcap stocks) and derivatives. On defensive consideration, the Scheme may also invest in debt and money market instruments. However there is no assurance that the investment objective of the scheme will be realized.

**Statutory Details:** IDFC Mutual Fund has been set up as a trust by Infrastructure Development Finance Company Limited (IDFC) (liability restricted to corpus of Trust of Rs. 30,000) with IDFC AMC Trustee Company Ltd as the trustee and IDFC Asset Management Company Ltd as the investment manager. Investors in the scheme(s) are not being offered any guaranteed or assured rate of return. Copy of Scheme Information Document and Key Information Memorandum along with application form for all the schemes may be obtained from the office of IDFC Mutual Fund, One India Bulls Centre, 841, Jupiter Mills Compound, Senapati Bapat Marg., Elphinstone Road, (West), Mumbai 400 013. Contact 1-800-226622 for details.

**For details please read the respective Scheme Information Document (SID) (including those of FMPs)/ Offer Document (OD) / Statement of Additional Information (SAI) carefully before investing.**