

SAMCO MUTUAL FUND CORPORATE **BROCHURE**

Disclaimer

Mutual Fund investments are subject to market risks, read all scheme related documents carefully

The views expressed herein are based on our current views and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied herein. Past performance may or may not be sustained in future. Neither Samco AMC and Samco Mutual Fund (the Fund) nor any person connected with them, accepts any liability arising from the use of this document. Samco Mutual Fund/AMC is not guaranteeing/offering/communicating any indicative yields or guaranteed returns on investments made in the scheme(s) of the Fund.

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About Samco Group

Samco Group has been in capital markets since 1993, under the brand name of Samruddhi Stock Brokers. In 2015, under the leadership of Mr. Jimeet Modi - Founder & Group CEO, Samruddhi Stock Brokers Limited was rebranded as Samco Securities with a mission to provide retail investors access to sophisticated financial technology that can assist in creating wealth.

Recognizing the immense potential of technology in the financial industry, Samco Group made substantial investments to establish a cutting-edge financial technology research and development centre in Chennai. This centre serves as a hub for developing products that empower investors to make informed decisions in their trading and investments, leveraging the power of intelligent algorithms and data science.

Currently Samco Group is engaged in to multiple businesses like Stock Broking, Mutual Fund Distribution, Advisory, Asset Management & Capital Market Lending.



Samco Securities was awarded as the “Best Equity Broking House of the Year 2019” at CNBC Awaaz CEO Awards in association with Chhattisgarh Government.

About Samco Group

Samco Group meets excellence through innovation across a diverse spectrum of financial services. With a legacy of trust spanning 20 years, Samco Group is at the forefront of Stock Broking, Mutual Fund Distribution, Advisory, Asset Management, and Capital Market Lending. In the year 1993, Samruddhi embarked on its journey as a conventional stock broking firm with a strategic focus on catering to High Net Worth Individual (HNI) clientele.

In 2015, under the leadership of Mr. Jimeet Modi, Chartered Accountant and Chartered Financial Analyst (CFA), Samruddhi Stock Brokers was rebranded as Samco Securities.



Samruddhi Stock Broking Ltd.

Stock Broking • Established 1993



Samco Securities Ltd.

Discount Broking • Established May 2015

Samruddhi Stock Brokers Limited underwent a transformative rebranding, emerging as Samco Securities Ltd. Positioned as one of the fastest growing & most profitable discount stock brokering firm.



Samco NBFC

Capital Market Lending • Established 2015

Samco NBFC is engaged in lending for capital markets.



Rank MF

Mutual Fund Distribution • Established Nov 2018

RankMF stands as India's first mutual fund ranking and rating platform with over 300+ Cr in asset under management and over 5000+ partners.



KyaTrade

Market advisory • Established May 2021

KyaTrade offers a platform delivering meticulously researched ideas and recommendations. These insights arrive with predefined targets, stop losses, and position sizing, ready for execution with a simple screen swipe.



Samco Mutual Fund

Asset Management Company • Established July 2021

Samco Mutual Fund received the final approval from SEBI on 30th July 2021 for setting up a mutual fund business in India. Thereby launched its 1st NFO in Jan 2022. Continuous growing family of over 20,000+ partners and 1200+ Cr in asset under management.

About Samco Mutual Fund

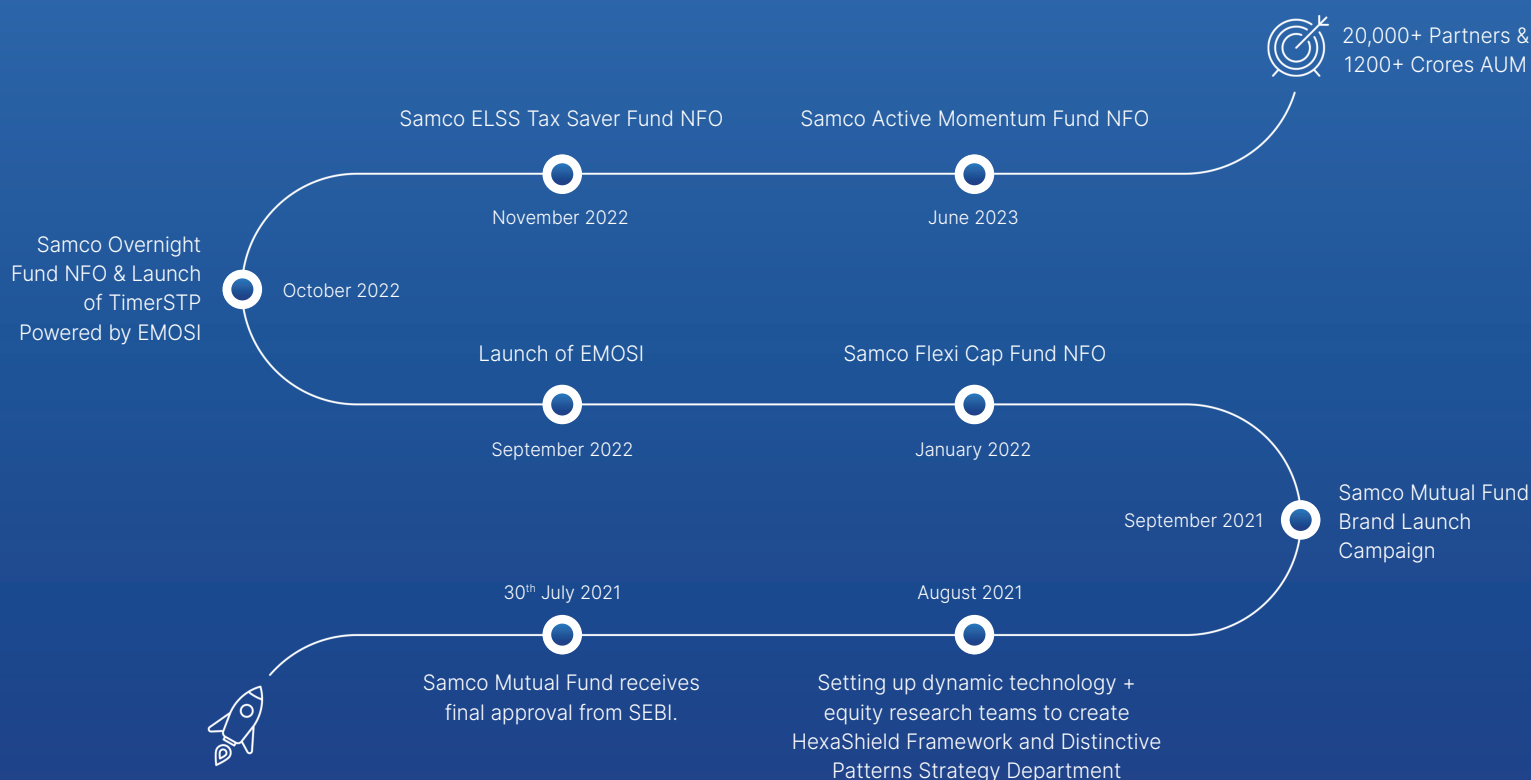
Samco Mutual Fund received the final approval from Securities and Exchange Board of India (SEBI) on 30th July 2021 for setting up a Mutual Fund Business in India.

Samco Mutual Fund aims to be a truly active fund with India's first AMC to disclose active share daily.

Our focus is on building a technology-driven, investor-first and investor-centric asset management company to deliver value to millions of Indian investors.

Our Mission

To help investors create **highest possible risk adjusted returns** over the **long term** by building **differentiated ACTIVE non-index hugging** strategies that investors **cannot generally execute by themselves**.

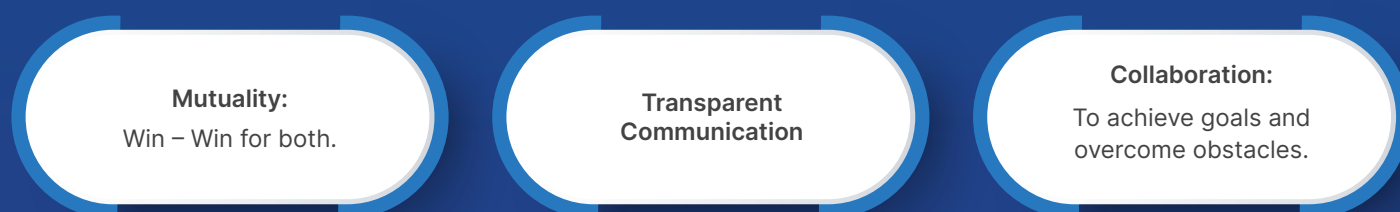


The total AUM of the Fund House as of July 31, 2023 is Rs. 1,275.41 crores. It includes Equity AUM of Rs. 1,238.37 and Debt AUM of Rs. 36.04 crores. The Geographical spread of the AUM from Top 5 cities: 39.65%, Next 10 cities: 20.79%; Next 20 cities: 16.65%; Next 75 cities: 14.93% and Others: 7.98%.

Integrity & Honesty at the core



Building Stronger Partnerships



Our Commitment

Samco Asset Management Private Limited is one of the fastest growing Asset Management Companies (AMCs) in the country, focusing on creating wealth for 21st century investors and helping them enter the world of innovative investing.

As an asset Manager, Samco Mutual Fund is committed to offer products which are truly differentiated with an aim to generate superior risk adjusted returns over long term.

Samco Mutual fund is also the 1st AMC in the India to voluntarily disclose daily active share as part of our promise to be an truly active asset manager

“

We are focussed on building a technology driven investor-first and investor-centric asset management company to deliver value to millions of Indian retail investors.

The investors of the 21st century are different and more demanding than investors of previous generations.

We intend to bring innovation to empower this 21st century investor by focusing innovative in equity oriented schemes as key products from Samco Mutual Fund.

“Our Goal is to be India's Best Mutual Fund that generates Highest risk Adjusted Return over the long term”



Samco Trustee Private Limited Board Of Directors

Our Board of Directors brings forth a mosaic of proficiency, ranging from financial regulations, administrative prowess, investor protection, and exchange operations. Their diverse expertise aligns seamlessly with Samco's vision.



**Mr. Ghyanendra
Nath Bajpai**

Independent Director

Distinguished leader in Indian business, former Chairman of SEBI and LIC, brings vast financial expertise. Advisory roles include Indian Army Group Insurance Fund and National Insurance Academy. Former chairman of Indian's National Pension Trust Board and has served as the Governing Board of Indian Institute of Management, Lucknow.



Mr. Prabhat Kumar

Independent Director

Esteemed retired Civil Servant, former Cabinet Secretary and first Governor of Jharkhand. With a distinguished IAS career, he also served as Secretary to the Ministry of Textiles.



**Mr. Shailesh Ramji
Ghedia**

Independent Director

Seasoned professional with 35+ years in Direct and Indirect Taxes, Bank Audits, and Investor Protection. Founder General Secretary of SEBI registered NGO, Investors' Grievance Forum.



Mr. Sanjiv J Kapur

Associate &
Non-Executive Director

Over 30 years of diverse exchange experience, including senior roles at prominent exchanges like BSE and MCX in the areas of Compliance, Operations, Surveillance, Listings etc. Integral in policy formulation, operations, and regulatory alignment.

Samco Asset Management Private Limited

Board Of Directors

Samco Asset Management Private Limited's Board of Directors is composed of seasoned professionals with diverse financial backgrounds, encompassing experienced government officers, renowned Chartered Accountants, and industry experts. Their collective expertise provides effective leadership and guidance, contributing to the company's growth and success in the financial market.



Mr. Ashok Kacker

Independent Director

With over three decades of experience as an Indian Revenue Service (IRS – Income Tax) Officer. He retired as Chief Commissioner of Income Tax and now provides Financial Consultancy Services, having held crucial executive and policy formulation positions during his tenure in the Government.



Mr. Jimeet Vipul Modi

Associate &
Non-Executive Director

Distinguished Chartered Accountant and Chartered Financial Analyst (CFA), USA. His deep understanding of large businesses from auditing prominent firms led to the founding of Samco Securities in 2015, focusing on resolving consumer issues in the capital market.



Mr. Kanu H. Doshi

Associate &
Non-Executive Director

A senior Chartered Accountant and Professor Emeritus - Finance at Welingkar Institute Of Management. He previously served as an Independent Director with many renowned asset management companies.



Mr. Ishwar Naik

Independent Director

A seasoned Chartered Accountant since 1984, specialises in various financial areas, including Statutory Audit, Internal Audit, Income Tax, Company Law, FEMA, and Mergers & Acquisitions. He actively consults for a group of diversified companies.

Samco Asset Management Private Limited

Core Leadership Team



Mr. Viraj Gandhi

Chief Executive Officer

A dynamic combination of Sales and Market Research. Previously associated with ICICI Securities and ASK Investments as research analyst specializing BFSI segment.

Mr. Umeshkumar Mehta

Chief Investment Officer

Vibrant blend of 24 years of capital market experience, all fueled by a profound passion for equities. He has rated and ranked almost all companies listed on the National Stock Exchange. He is associated with the group since last seventeen years.



Mr. Chirag Joshi

Chief Growth Officer

Seasoned growth and marketing professional with a sales background. He is pro at digital & growth marketing. Chirag has been previously associated with brands like Hindustan Times & CNBC-Awaaz.

Samco Asset Management Private Limited

Research & Investment Team



Mr. Umeshkumar Mehta

CIO & Fund Manager

Over 24 years of experience in capital market. He has deep understanding of price and value. He has extensive experience in analyzing business models & assessing all financial statements.



Mrs. Nirali Bhansali

Fund Manager

Robust experience of fundamental analysis & innovative research techniques.



Mr. Paras Matalia

Fund Manager & Head of
Equity Research

Tech-savvy CA, pivotal in investment analysis, portfolio construction.



Mr. Dhawal G. Dhanani

Fund Manager

Extensive expertise in fundamentals research & analysis both Indian and overseas equities.

Samco Asset Management Private Limited

Operations, Compliance and Investor Services



Mr. Sachin Shetty
Head - Operations

Over 15+ years of extensive career in financial services, excelled in Asset Management, Customer Service, Banking, Treasury, Investment Operations.



Mr. Sadath Ali Khan
Head - Investor Services

Accumulating expertise for more than 15 years in Investor Services, R&T Operations, and crafting MIS reports.



Mr. C. Balasubramanian
Company Secretary & Compliance Officer

A qualified Company Secretary with 13+ years of experience in the Mutual Fund industry in the fields of Compliance, Secretarial and Legal.

SAMCO MUTUAL FUND INVESTMENT PHILOSOPHY



Samco Mutual Fund's Investment Philosophy

A profound shift is reshaping investment behaviour. Modern investors, driven by wealth creation, are revolutionizing equity-linked assets. This journey marks an evolution, from awareness to heightened investor consciousness, reshaping the financial terrain.

The age-old question of how to make money in the markets has gained new dimensions. We believe there are two distinct paths to wealth creation, each offering its own set of opportunities and challenges.

Buy & Hold Strategy - Investing in high quality businesses for long term

Powered by  HexaShield Framework

■ What is it ?

This time-tested methodology revolves around selecting promising assets and retaining them over an extended period.

■ What it offers?

This strategy offers stability and potentially fruitful long-term risk adjusted returns.

■ What it demands?

It demands patience and a steady nerve to withstand market fluctuations.

Untapped & Innovative Strategies - Using data technology to explore strategies that are under utilized and untapped.

Powered by  Distinctive Pattern Strategies

■ What is it ?

This avenue involves identifying patterns that remain unexplored by conventional investors and then skill-fully capitalizing on these hidden opportunities.

■ What it offers?

It is akin to solving a complex puzzle recognizing market trends that others may have overlooked and deciphering the code that leads to profit.

■ What it demands?

This strategy requires an analytical mindset, a willingness to embrace risks, and a dedication to continuous learning.

At Samco Mutual Fund, we recognize the importance of nurturing this conscious approach to investing.

Whether you choose the path of steadfast resilience through buy and hold or the excitement of unlocking untapped potential, we are here to offer innovative & differentiated equity-oriented schemes as key products.

Understanding HexaShield Framework

Finding Companies that will stand the test of time.

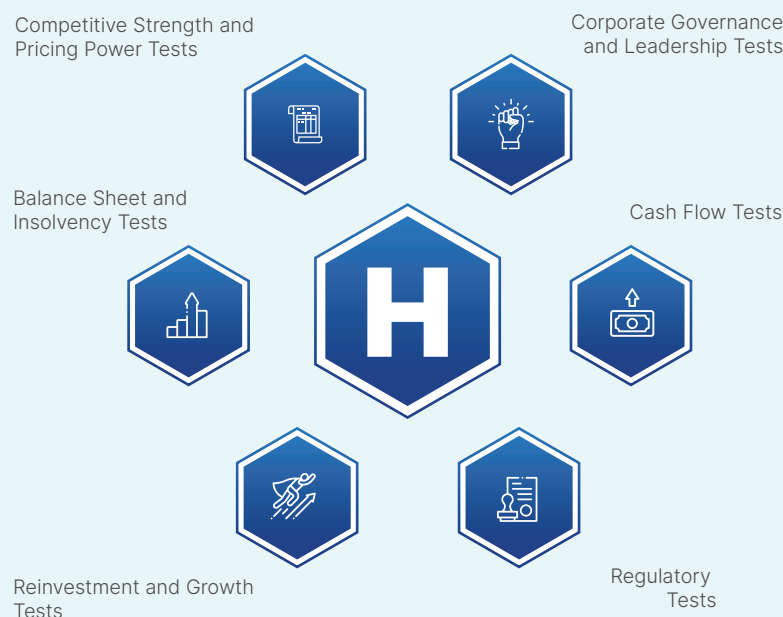
Samco's HexaShield framework is a strategy to put work money with businesses that can endure and survive in a variety of stressful situations and generate superior long-term risk adjusted returns. It relies on understanding the resilience of companies based on Samco's HexaShield framework tests and evaluates every company and institutions on 6 most important facets of risks and stress. These tests are meant to measure every company's ability to maintain enough buffer to stay afloat under adverse economic scenarios.



The HexaShield tests are also designed to understand if these companies can generate high cash returns on capital employed in a variety of economic conditions including degrowth, recession, etc.

This rigorous scientific and statistical process helps get an understanding of risks, reduce room for bias and beliefs, inculcates discipline and enhances the probability of success. Companies that pass the criteria often exhibit 2 characteristics - they survive as a going during economic distress and operate as true compounding machine in normal economic cycle.

The 6 facets of HexaShield framework



The HexaShield tested framework puts businesses through simulated pressure scenarios to filter out the businesses that stand tall and emanate despite any adversity. It observes if companies pass the test on various fundamental factors and only the ones that cross the benchmark percentage hurdle in all 6 pillars will be eligible to be a part of the investment universe.

The companies which fail to cross the benchmark level on even a single pillar will fail the test. The strategy aims to invest in only the most capital efficient companies.

Samco's HexaShield tested framework defines and quantifies the definition of a high-quality business. The investible universe is restricted to a limited set of businesses that passes the criteria and construct a portfolio that scores highly under the HexaShield Framework.

Understanding Distinctive Pattern Strategies

Unlocking the power of price movement.

In the fast-paced world of investments, understanding market dynamics is crucial. Samco Mutual Fund introduces its cutting-edge investment approach: the Distinctive Pattern Strategies.

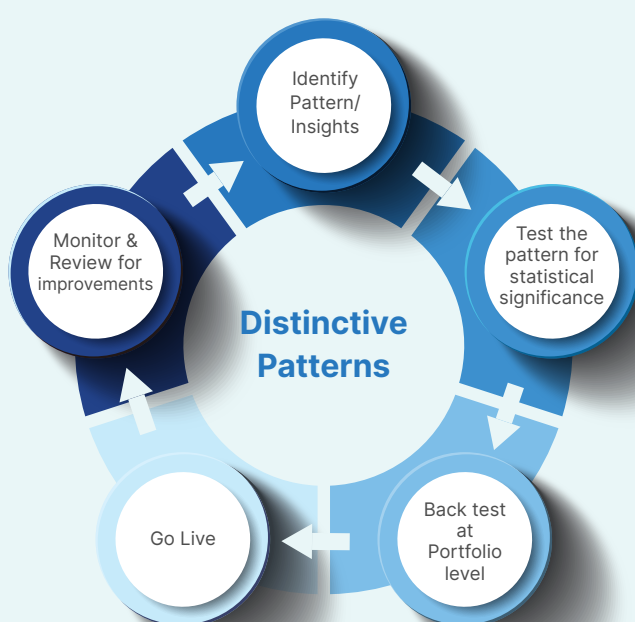
This innovative Strategies delves deep into the price and price movements of equities, uncovering hidden insights and opportunities that traditional methods might miss.

At its core, the Distinctive Pattern Strategies revolves around the belief that price holds the key to a different narrative altogether. In the short term to medium term, the price acts as a voting machine, reflecting the collective sentiment of the market participants.

By deciphering these movements, the strategy effectively makes the most use of the crowd behaviour by exploiting market opportunities as they emerge.

The main function of this strategy lies in its ability to identify repetitive, lucrative trends. By recognizing patterns that repeat over time, it enables us to make informed decisions with higher potential for success.

This advantage becomes particularly significant when markets experience volatility and uncertainty allowing our fund managers to make informed decisions based on statistically significant patterns, minimizing risks and maximizing returns.



While humans struggle to process real-time data consistently, technology excels in this domain. Samco's Distinctive Pattern Framework harnesses the power of cutting-edge technology to analyze vast amounts of data, day in and day out, providing investors with a strategic edge in the ever-evolving financial landscape.

The Distinctive Pattern Strategies also leverages sophisticated algorithms to recognize recurring patterns in market behaviour which empowers the system to make swift, accurate decisions based on up-to-the-minute data, ensuring the portfolio stays aligned with market conditions.

Humans are emotional beings, and the fear of losses can lead them to exit profitable positions prematurely. In contrast, Samco's proprietary algorithm adheres strictly to its framework, executing trades based on data-driven parameters rather than emotions. This disciplined approach helps the system ride out short-term market fluctuations, leading to potential higher gains over the long term by following the trend.

Samco Mutual Fund

Schemes & Products

Buy & Hold Strategies

Powered by  HexaShield Framework

- ◆ Samco Flexi Cap Fund
- ◆ Samco ELSS Tax Saver Fund



Untapped & Innovative Strategies

Powered by  Distinctive Pattern

- ◆ Samco Active Momentum Fund

Other Schemes

- ◆ Samco Overnight Fund

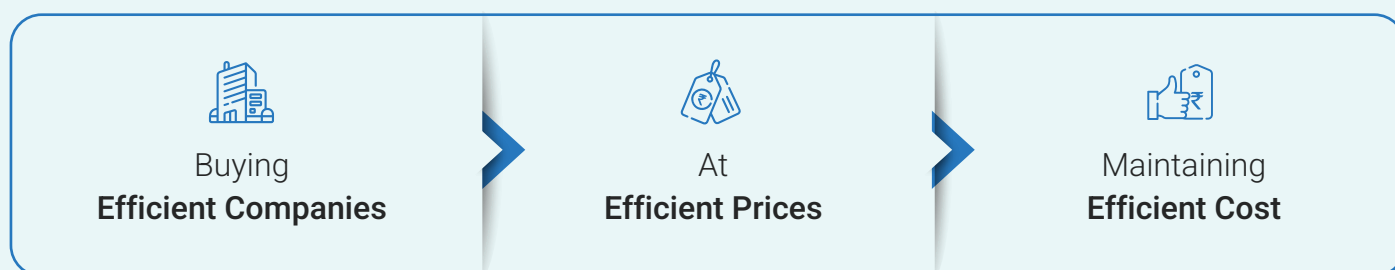


Samco Flexi Cap Fund

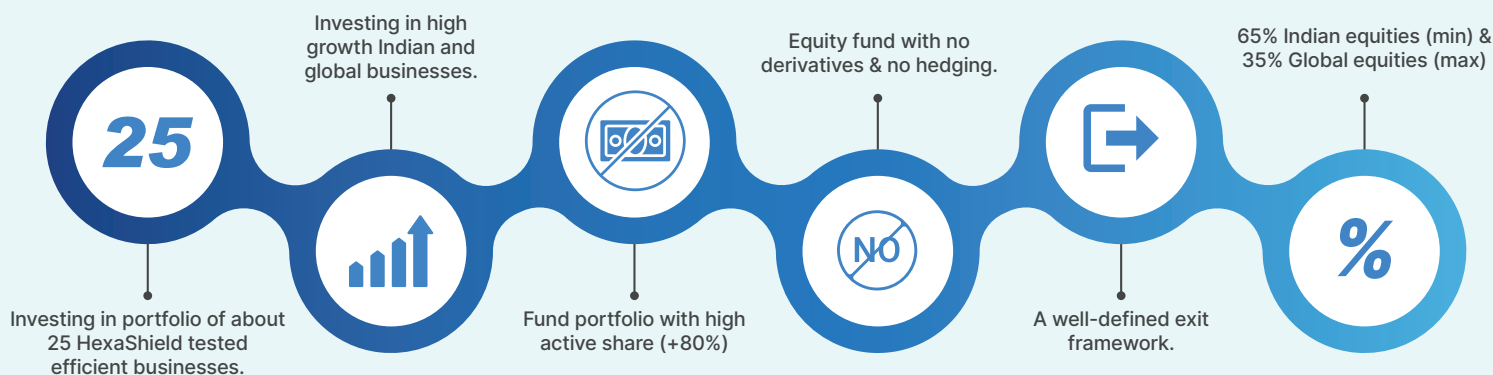
(An open-ended equity scheme investing across large cap, mid cap & small cap stocks)




Samco Flexi Cap Fund invests in 25 HexaShield tested efficient companies from India & across the globe. The Scheme follows a 3E investment strategy of buying Efficient businesses at an Efficient price by maintaining an Efficient cost to generate superior risk-adjusted return for investors over long term.

Samco Flexi Cap Fund's 3E Investment Strategy



Key Highlights of Samco Flexi Cap Fund



Current AUM :	768.25 Cr
Active Share :	88.52% Active
Fund Managers :	<div>  Ms. Nirali Bhansali Fund Manager, Equity </div> <div>  Mr. Umeshkumar Mehta CIO & Co-Fund Manager - Equity </div> <div>  Mr. Dhawal Dhanani Fund Manager - Overseas </div>

As on 31st August 2023.

[View scheme page](#)

Samco ELSS Tax Saver Fund

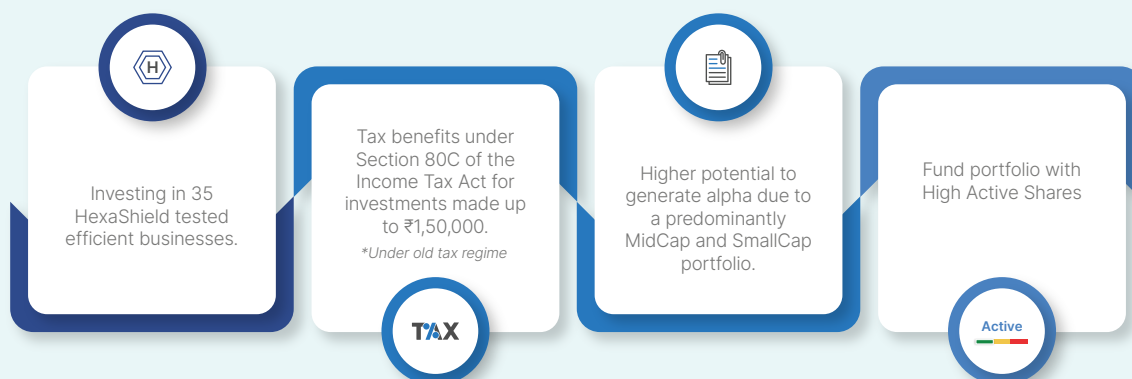
(An Open-ended Equity Linked Saving Scheme with a statutory lock in of 3 years and tax benefit)

Samco ELSS Tax Saver Fund primarily invests in equity and equity related instruments of Mid and Small Cap companies that have solid business strategies and great growth potential that could offer superior risk adjusted returns over the long term.

Samco ELSS Tax Saver Fund's strategy



Key Highlights of Samco ELSS Tax Saver Fund



Current AUM :	61.36 Cr
Active Share :	96.47%
Fund Managers :	<div> Ms. Nirali Bhansali Fund Manager </div> <div> Mr. Umeshkumar Mehta CIO & Co-Fund Manager - Equity </div>

As on 31st August 2023.

[View scheme page](#)

Samco Active Momentum Fund

(An open-ended equity scheme following momentum theme)

India's 1st Active Momentum Fund invests in stocks that shows momentum characteristics such as breakouts, price leadership, etc. using a proprietary momentum-seeking algorithm to generate superior risk adjusted returns.

Samco Active Momentum Fund's Investment strategy

Invest in stocks that exhibit momentum characteristics across market capitalizations.

Buy high - Sell higher.

Trade based on signals received from proprietary momentum seeking algorithm.

Key Highlights of Active Momentum Fund



SPEED AND AGILITY

The scheme will rebalance in real time as soon as the system detects a gain or loss of momentum in a particular stock.





HEDGE IN ANTI-MOMENTUM

The scheme will hedge to protect the downside when there is no or low momentum in the markets.



FINDS MOMENTUM EVEN FROM HIDDEN GEMS

The proprietary momentum-seeking algorithm scans a universe of 750 stocks, including MicroCaps to find stocks that are gaining momentum.

Current AUM :	425.77 Cr
Active Share :	94.02% Active
Fund Managers :	<div>  Mr. Paras Matalia Fund Manager </div> <div>  Mr. Umeshkumar Mehta CIO & Co-Fund Manager - Equity </div>

As on 31st August 2023.

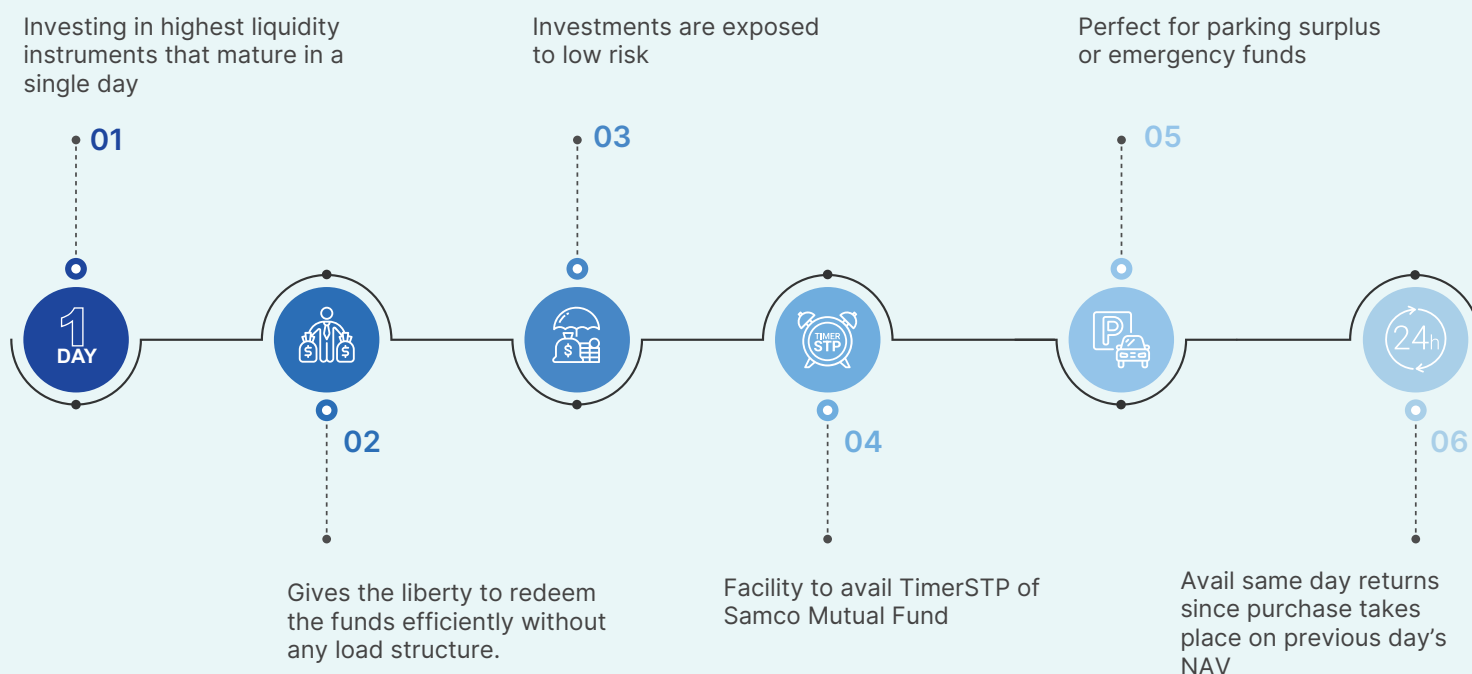
[View scheme page](#)


Samco Overnight Fund

(An open-ended debt scheme investing in overnight securities. A relatively low interest rate risk and relatively low credit risk)

Samco Overnight Fund is a debt fund that will invest primarily in Overnight Securities including Tri-party repo (TREPS) where the underlying collateral is government securities and treasury bills. The scheme aims is to provide moderate returns at very low risk with maturity of 1 business day.

Key Highlights of Samco Overnight Fund



Current AUM :	37.36 Cr
Fund Managers :	 Mr. Dhawal Dhanani Fund Manager

As on 31st August 2023.

Investor can also transfer/ invest in other equity schemes from Samco Overnight Fund via STP or TimerSTP mode.

[View scheme page](#)

Introducing TimerSTP

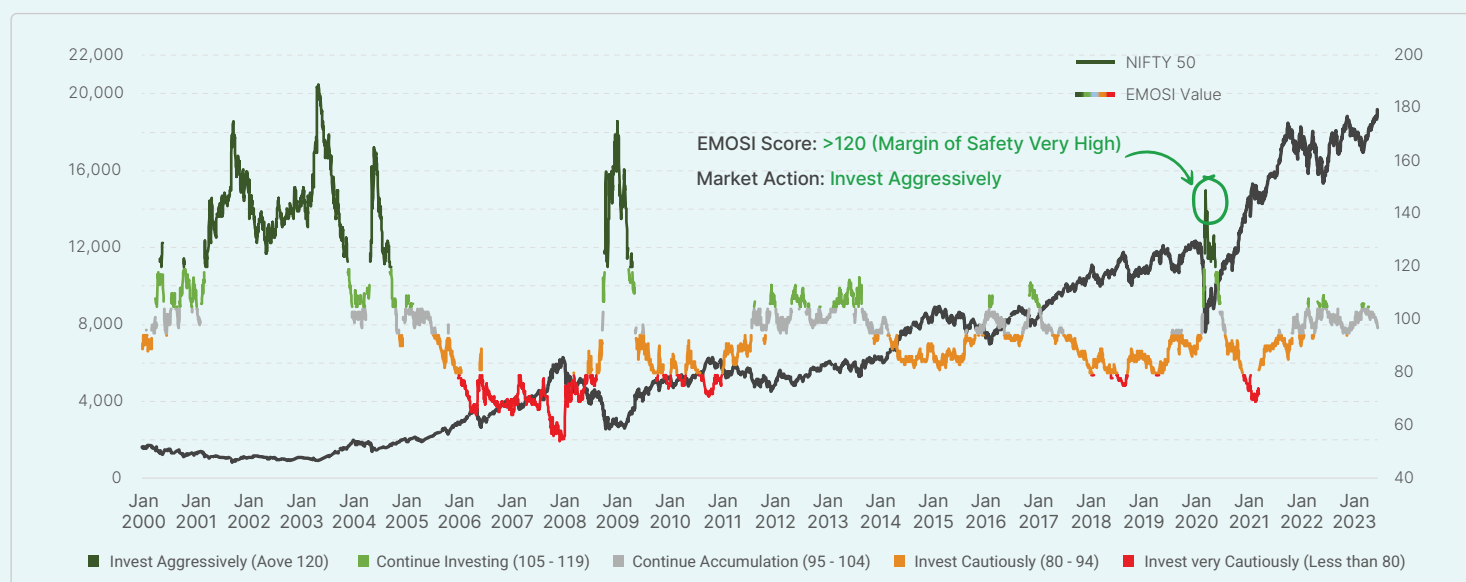
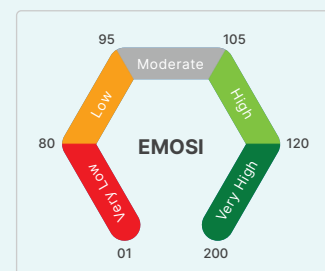
Powered by  EMOSI

TimerSTP powered by EMOSI uses EMOSI score to determine the right time to invest more or less in equities. EMOSI scores allows TimerSTP to transfer/invest variable amounts ranging between 0.01X to 6X of the base installment via STP approach from the source scheme to the target equity scheme over a period of time depending on the market volatility. It offers an intelligent way to beat market volatility and generate potentially higher returns.

EMOSI Score Range	Margin of Safety	Market Action
01-79	Very Low	Invest Very Cautiously
80-94	Low	Invest Cautiously
95-104	Moderate	Continue Accumulation
105-119	High	Continue Investing
120-200	Very High	Invest Very Aggressively

Glimpse into the world of EMOSI

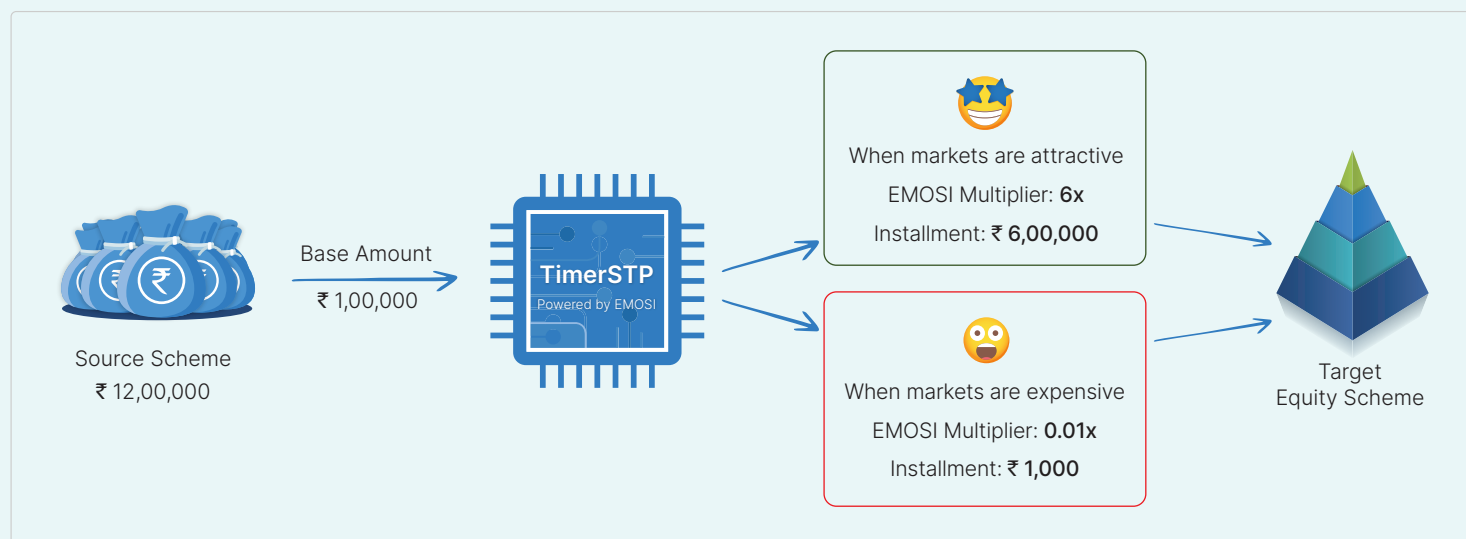
Equity Margin of Safety Index (EMOSI) is Samco Mutual Fund's proprietary tool that indicates when to invest aggressively and when to avoid investing in the equity markets. EMOSI value is derived by assigning different weights to various fundamental and technical factors such as Price to Earnings (PE), G-sec yields and moving average divergences etc. It is based on the margin of safety investing principle which is represented by a range of values between 1-200 where 1 denotes the lowest margin of safety and 200 denotes the highest.



The chart shown above is only for illustrative purposes. The information contained herein should not be constructed as forecast or promise of any return.

How does TimerSTP Work?

An illustration of how TimerSTP works based on the EMOSI multiplier, from the source scheme to the target equity scheme with monthly base STP amount of ₹ 1,00,000.



How TimerSTP uses EMOSI multiplier to invest in Samco Flexi Cap Fund

EMOSI powers TimerSTP with a multiplier value during various market levels to transfer investment in Samco Flexi Cap Fund respectively from the source scheme.

Month / Year	NIFTY 50	Samco Flexi Cap NAV	EMOSI Value	EMOSI Indicator	EMOSI Multiplier	Amount via TSTP
25-Oct-22	17656.35	9.43	99	Continue Accumulation	0.95	₹ 1,90,000
25-Nov-22	18512.75	9.55	95	Continue Accumulation	0.75	₹ 1,50,000
26-Dec-22	18014.60	9.29	98	Continue Accumulation	0.90	₹ 1,80,000
25-Jan-23	17891.95	9.09	99	Continue Accumulation	0.95	₹ 1,90,000
27-Feb-23	17392.70	9.09	102	Continue Accumulation	1.10	₹ 2,20,000
27-Mar-23	16985.70	8.73	106	Continue Investing	1.40	₹ 2,80,000
25-Apr-23	17769.25	9.00	105	Continue Investing	1.25	₹ 2,50,000
25-May-23	18321.15	9.56	103	Continue Accumulation	1.15	₹ 2,30,000
26-Jun-23	18691.20	9.98	100	Continue Accumulation	1.00	₹ 2,00,000
25-Jul-23	19680.60	10.46	93	Invest Caustiously	0.65	₹ 1,30,000

Multiplier applied to increase STP amount to target equity scheme when markets were attractive.

Multiplier applied to reduce STP amount to target equity scheme when markets were expensive.

Disclaimer - The above table is only for illustration purpose to show how the units would be allocated under TimerSTP depends on market conditions. Timer STP is applied to Base Instalment amount is ₹ 2,00,000.

Samco Mutual Fund Innovation at Heart

Samco Mutual Fund remains steadfast in its commitment to providing truly differentiated products, with a primary goal of delivering superior risk-adjusted returns over the long term. Throughout its history, Samco Mutual Fund has consistently upheld this commitment, pioneering several initiatives as the first mutual fund player, including:



India's first AMC to transparently disclose active share.



India's First AMC to Launch Equity Margin of Safety Index Score to determine market valuations using proprietary technology.



India's First AMC to innovate and launch TimerSTP powered by EMOSI.

TAX

India's first AMC to launch a mid & small cap focused ELSS Fund.



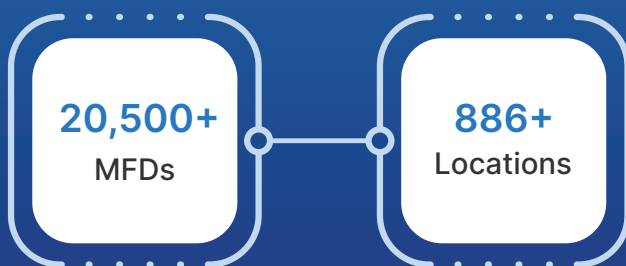
India's first AMC to launch Active Momentum Fund

Samco Mutual Fund continues to be an industry innovator, consistently delivering pioneering solutions to meet the evolving needs of its investors through its ever evolving differentiated products and technology.

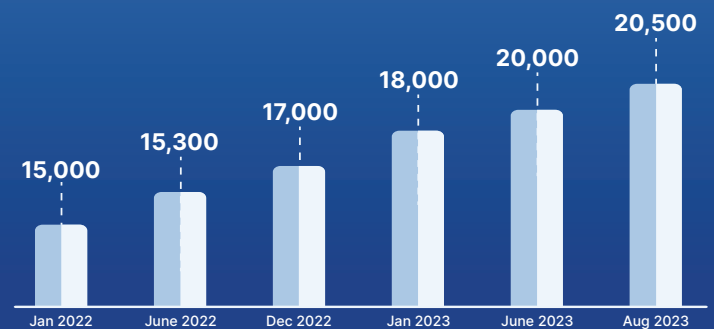
Samco Mutual Fund's Distribution Network

Our growing network of mutual fund distributors.

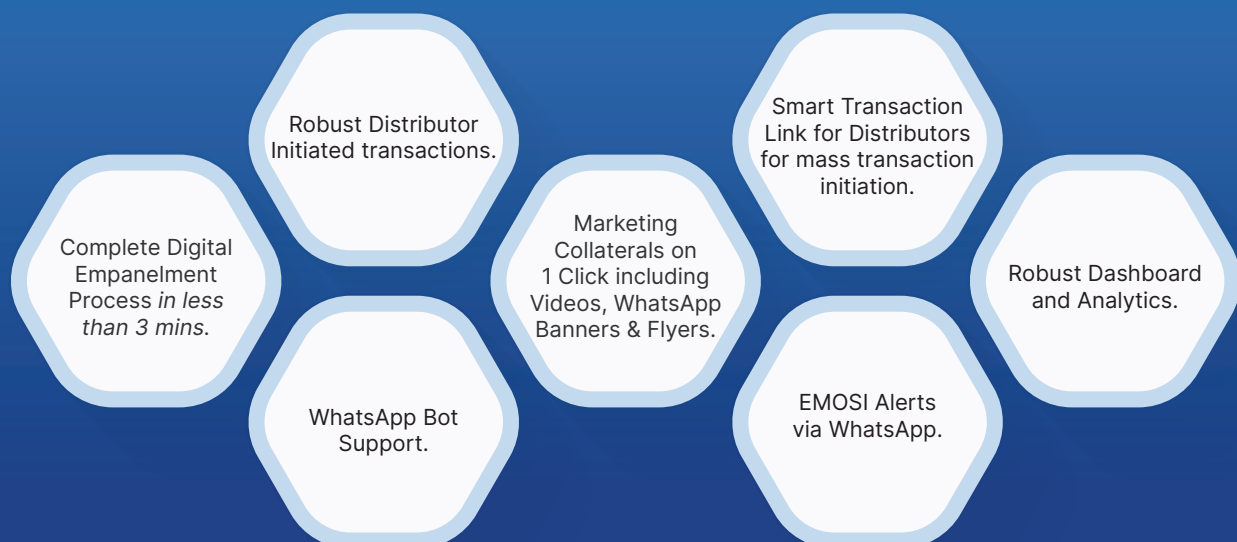
Our Distributor Network



Growing PAN India distributor network

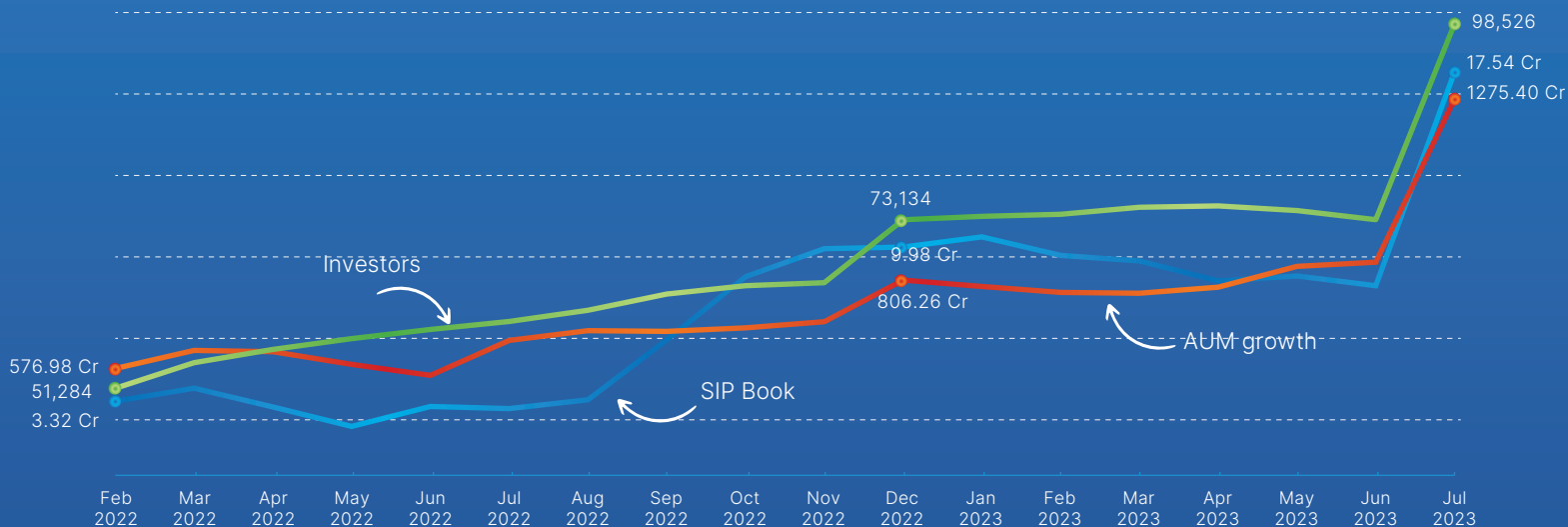


Enabling Partners with Power of Technology



OUR GROWTH STORY

Investors and AUM growth



1275+ Cr

AUM
as on July 2023

98,000+

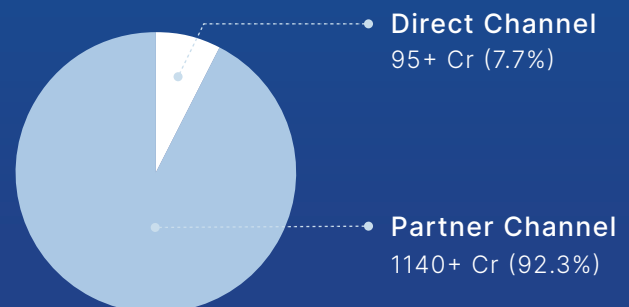
Total Investors
as on July 2023

17.5+ Cr

SIP Book registered
as on July 2023

AUM CONTRIBUTION:

Through direct and partner channels

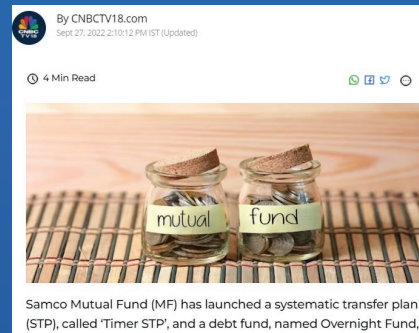


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Samco Mutual Fund In the news



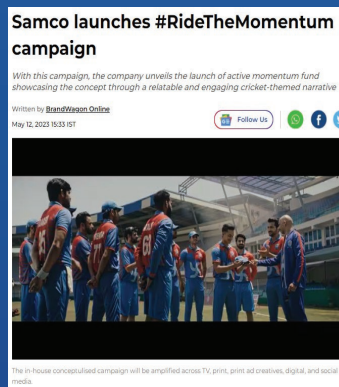
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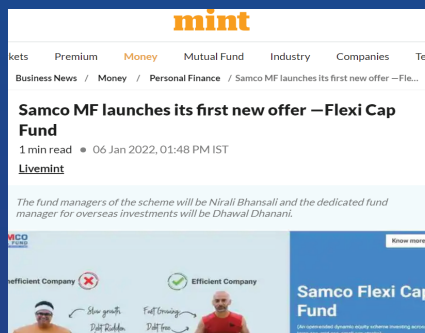
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Samco Mutual Fund Campaigns

Our Marketing Campaigns



Samco Flexi Cap Fund

View Ad



Samco ELSS Tax Saver Fund

View Ad



Samco Active Momentum Fund

View Ad

PRINT ADS

Samco Flexi Cap Fund
(An open-ended dynamic equity scheme investing across large cap, mid cap, small cap stocks)

NFO Opens : 17th Jan 2022 | NFO Closes : 31st Jan 2022

Samco Flexi Cap Fund will invest in 25 stress tested efficient companies from India & across the globe at an efficient price, maintaining an efficient portfolio turnover & cost to generate wealth for investors over the long term.

Key highlights of Samco Flexi Cap Fund

- Portfolio of 25 Efficient Stress-Tested Companies**
These efficient businesses consistently generate an above average ROCE (15%+) on capital in cash. They are resilient across cycles & offer great opportunities to compound capital over time.
- High Growth Companies From Across the World**
The fund aims to only invest in companies with high growth potential across the world & a mix of 80% Indian equities & 20% Global equities.
- Pure Equity Exposure**
The fund will be pure equity fund and will have 100% equity exposure. No debt, no cash, no derivatives.

To know more contact your mutual fund distributor, adviser or visit www.samcofund.com

This product is suitable for investors who are seeking:

- Long-term capital appreciation
- Investment in India & foreign equity instruments across market capitalizations

Risk is medium

Scan QR code to download Unifundflow Handbook

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

Invest in Samco ELSS Tax Saver Fund
(An open-ended Equity Linked Saving Scheme with a statutory lock-in of 3 years and tax benefit.)

Investment potential of high quality mid & small sized companies combined with The benefit of tax savings under Section 80C of the Income Tax Act

New Fund Offer Closes on December 16, 2022

Samco ELSS Tax Saver Fund aims to outperform benchmark by investing predominantly in high potential mid sized and small sized companies while you avail tax benefits under Section 80C of the Income Tax Act.

Key highlights of Samco ELSS Tax Saver Fund

- Exposure to High Quality Mid and Small Companies**
Higher potential to generate alpha due to a portfolio of fundamentally strong and strong companies that possess Samco's Unifundflow® Trust.
- 3 year Lock-in Smoothens Risk and Volatility**
Higher risks and volatility of MidCap and SmallCap will efficiently be managed due to a 3 year lock in period of ELSS category.
- Tax Benefits Under Section 80C**
Eligible investors qualify for tax savings benefit under Section 80C of the Income Tax Act, 1961 for investments made up to Rs. 1,50,000.

To know more contact your mutual fund distributor, adviser or visit www.samcofund.com

This product is suitable for investors who are seeking:

- Long-term capital appreciation
- Investment in India & foreign equity instruments across market capitalizations

Risk is medium

Scan QR code to download Unifundflow Handbook

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

TO AIM FOR PERFORMANCE PICK PLAYERS IN FORM

The concept of selecting in-form players works not only in cricket but in investing too. To help you create wealth SAMCO Mutual Fund introduces India's First Active Momentum Fund.

Invest in Samco Active Momentum Fund
(An open-ended equity scheme following momentum theme)

A fund that shall pick in-form stocks showing momentum characteristics such as break-outs, price leadership, etc. using a proprietary momentum-seeking algorithm with an aim to generate superior-risk adjusted returns.

LAST 7 DAYS LEFT TO INVEST

NFO Closes on 29th June 2023

*** Lumpsum subscriptions & SIP registrations shall only be accepted till 29th June 2023 & will be restricted post NFO closure until further notice.

To invest contact your mutual fund distributor / financial adviser or visit www.samcofund.com

This product is suitable for investors who are seeking:

- Long Term Capital Appreciation
- An actively managed thematic equity scheme that invests in stocks exhibiting momentum characteristics

Risk is medium

Scan QR code to download Unifundflow Handbook

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

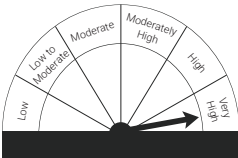
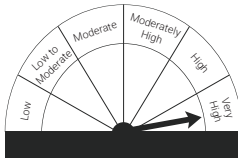
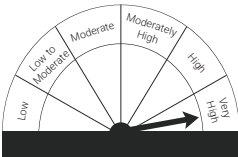
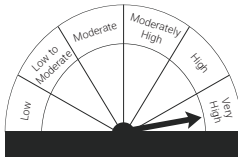
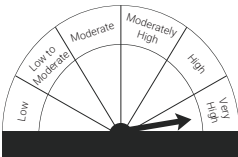
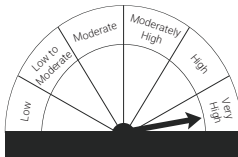
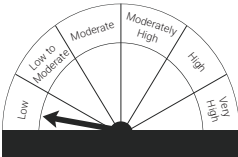
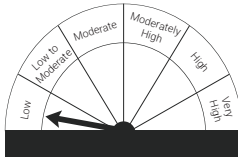
Samco Mutual Fund Distributor and Investor Engagements



- Monthly Markets Call →
- Evolve - Growth Training →
- Incubation Via Sapphire Club →
- One on One Growth Marketing Mentoring →
- Unit Holders Meetup →
- Deployment Meetup →
- Digital Marketing Training →



Scheme and Primary Benchmark Riskometer

Scheme Name	This Product is Suitable for Investors Who Are Seeking^	Riskometer of the Scheme	Primary Benchmark Name	Riskometer of the Primary Benchmark
Samco Flexi Cap Fund (An open-ended dynamic equity scheme investing across large cap, mid cap, small cap stocks)	<ul style="list-style-type: none"> To generate long-term capital growth; Investment in Indian & foreign equity instruments across market capitalization. <p>*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.</p>	 <p>Investors understand that their principal will be at very high risk</p>	Nifty 500 TRI	 <p>Benchmark riskometer is at very high risk</p>
Samco ELSS Tax Saver Fund (An Open-ended Equity Linked Saving Scheme with a statutory lock-in of 3 years and tax benefit)	<ul style="list-style-type: none"> Long-term capital appreciation Invests predominantly in equity and equity related instruments and provide tax benefits under section 80 C of the Income Tax Act, 1961 <p>*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.</p>	 <p>Investors understand that their principal will be at very high risk</p>	Nifty 500 TRI	 <p>Benchmark riskometer is at very high risk</p>
Samco Active Momentum Fund (An Open-ended equity scheme following momentum theme)	<ul style="list-style-type: none"> Long-term capital Appreciation; An actively managed thematic equity scheme that invests in stocks exhibiting momentum characteristics <p>*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.</p>	 <p>Investors understand that their principal will be at very high risk</p>	Nifty 500 TRI	 <p>Benchmark riskometer is at very high risk</p>
Samco Overnight Fund (An open-ended debt scheme investing in overnight securities. A relatively low interest rate risk and relatively low credit risk)	<ul style="list-style-type: none"> Regular income with high levels of safety and liquidity over short term. Investment in fixed income instruments with overnight maturity <p>*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.</p>	 <p>Investors understand that their principal will be at a low risk</p>	CRISIL Liquid Overnight Index	 <p>Benchmark riskometer is at low risk</p>



Contact Information

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Samco Mutual Fund

SEBI Mutual Fund Registration No.: MF/077/21/03