

PRODUCT NAME: Alchemy Active Strategy

INVESTMENT OBJECTIVE:

The strategy aims at generating returns by identifying and capitalizing on medium-term investments as well as short-term trading opportunities with active profit-booking.

Fund Manager: Mr. Chandraprakash Padiyar is a portfolio manager with over 9 years of research and investing experience. He is an MBA and CFA by qualification. He started his career in equity research and analysis at UTI Mutual Fund and later graduated to be a portfolio manager managing assets across various equity schemes totaling Rs. 2500 crores. He is a portfolio manager with Alchemy since April 2007.

STRATEGY AT A GLANCE:

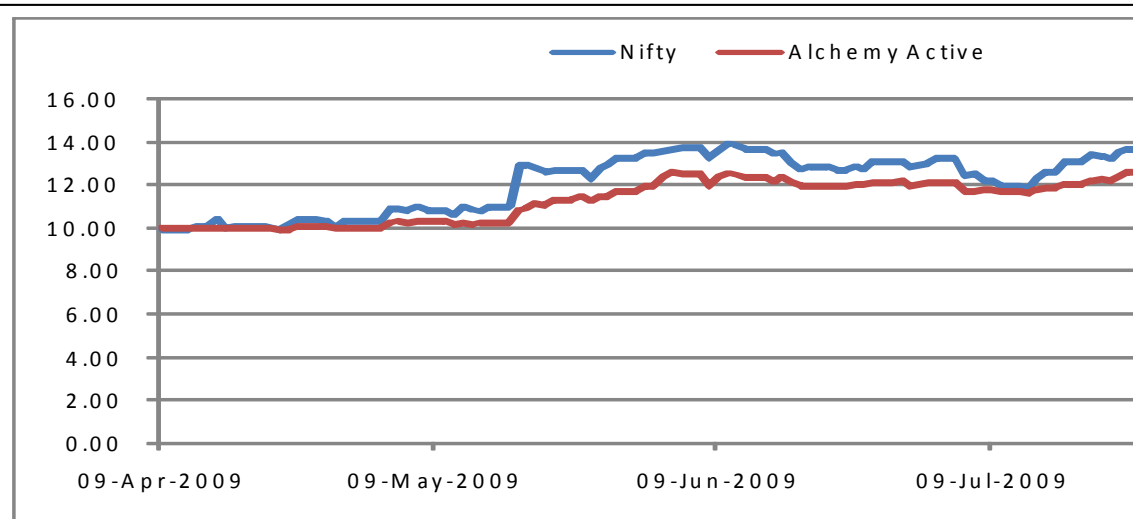
Category: Equity Diversified **Launch Date:** 1st April, 2009
Investment Style: Multi-Cap Blend **Min. investment:** Rs 50 lacs
Benchmark: S&P CNX Nifty **Type:** Open-Ended
Exit Load: No Exit Load **Suggested Time Horizon:** 1 year
Lock in period: N.A. (15 days notice only)

Fee Details:

Fixed management fee of 1.5% p.a. (charged quarterly) plus performance fee of 15% over hurdle rate of 10% (annually). Highwater mark principle applies for the Variable Fees.

WHY Alchemy Active?

- Even during volatile markets, positive returns could be generated if one were to identify and invest/trade in companies which are best placed to take advantage of the various opportunities that exist in India's high growth economy.
- The strategy is long-only in nature and aims to keep an investment-level of 0-70% in equities. A combination of fundamental research and trading skills would be used in order to identify and profit from such opportunities. Trading will be restricted to the cash market and no derivatives will be used.
- The strategy aims at capturing positive returns while simultaneously adopting strict risk management practices (stop loss) to limit the downside.
- High churn, lower volatility and active profit-booking are the main features of this strategy.



Since the Equity Allocation will be in the 0-70% range,

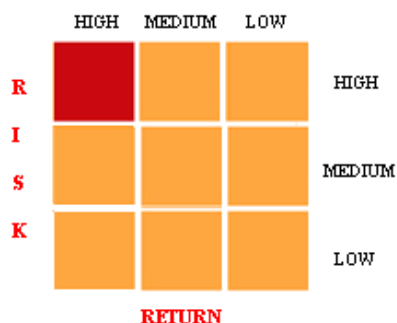
this strategy will underperform the benchmark in rising markets,

but will outperform during falling markets, as the strategy will move into cash.

Style Box



Risk vs. Return



Returns as on 31/08/2009

| Duration | Scheme | Benchmark |
|------------------|--------|-----------|
| Since inception* | 29.70% | 39.50% |
| 1 year | N.A. | N.A. |
| 3 yrs | N.A. | N.A. |
| 5 yrs | N.A. | N.A. |

* 1st April 2009

RATIO ANALYSIS:

| Parameter | Alchemy Active (since inception) | Benchmark (since inception) |
|-----------|----------------------------------|-----------------------------|
| Std. Dev. | 13.97 | 26.6 |
| Sharpe | 1.80 | 1.32 |
| Beta | 0.39 | 1 |

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