

Why  
DIYSIP?

I feel left out of the recent market rally!

I wish I had bought Blue chips when the market bottomed out a few months back!!

I wish I wasn't stuck with stocks I picked up on tips!

Why I wasn't aware of the NIFTY BeES?

I should have bought Gold jewelry when my wife was asking a year ago!

- Market movements are unpredictable!
- Bonus and pay-hike happen once a year!
- Lack of awareness when you need it most!
- Busy schedules and official commitments!
- Lack of self-discipline to follow a set investment schedule!

Since April 2008....

L&T has given return of appx 21%,  
Coromandel International has given return of appx 370%,  
Hindalco has given return of appx 25%,  
ACC has given return of appx 40%,  
ICICI Bank has given return of appx 30%,

AND.....

Gold BeES has given return of 79% since its inception.

Silver? Don't ask.....

How???

By regularly investing in Blue chips (in affordable quantities) OR in scrips we are Convinced of OR in Stocks recommended by experts for a relatively long period .

It is a proven fact that over a long period, return in equities has always been better than investing in FDs, Bonds etc.

Why???

Regular – Systematic,

Affordable – maybe one NIFTY BeES,

Long period – Rupee cost averaging along with power of compounding

Experts – Lack of knowledge / awareness is taken care of

This is no rocket science. I will do it on my own!!!

Yes, it is possible! However, there are chances that you might lose on a buying opportunity when the price was correct and you could not trigger the transaction as you were busy traveling OR attending and important meeting.

Is there better option available??

Yes, it is DIYSIP! Completely automatic, with flexibility yet very simple....

- As a client, you need to fill up a simple application mentioning::
  - Scrip and units to be purchased,
  - Trigger date I.e. 1<sup>st</sup>, 7<sup>th</sup>, 15<sup>th</sup>
  - SIP period I.e. 12 months, 18 months, 24 months,
  - Investment Limit (Upper Cap) if any & not mandatory.
- For your security, HSL will confirm the above details telephonically With you once again.
- You will receive a welcome SMS and email on successful receipt of applicable scheme charges.
- On monthly basis, HSL will send you intimation SMS / Email two days before trigger date.
- On trigger date, HSL will intimate you the transaction status through SMS / Email as well.
- You may make any changes in the SIP by contacting us.

## Benefits ::

- Your long term financial objectives are met with a simple yet powerful tool.
- This works the same way you repay your Car loan, Home loan with regular EMIs.
- Instead, here you systematically build a portfolio of good scrips.
- Question – Have I enrolled myself for DIYSIP??



Application – Softcopy is available on website,  
Included in 4:1,  
Available in Invest-Right.

FAQ - Covers all aspects of product, process and client concerns,  
Softcopy is available on website.

Thank you !