



Principal Emerging Bluechip Fund

AN OPEN-ENDED EQUITY SCHEME

It takes great skills to spot what others can't!

Principal Emerging Bluechip Fund is a diversified equity fund that seeks to invest in fundamentally strong companies with Mid and Small Cap Market Capitalization. It is suitable for investors with long term investment horizon as it works well to neutralize the volatility associated with midcap stocks and fully capture the growth potential of midcaps. It's like investing in hidden opportunities so your investment has a good potential for growth.

Performance of Scheme (as on March 28, 2018)

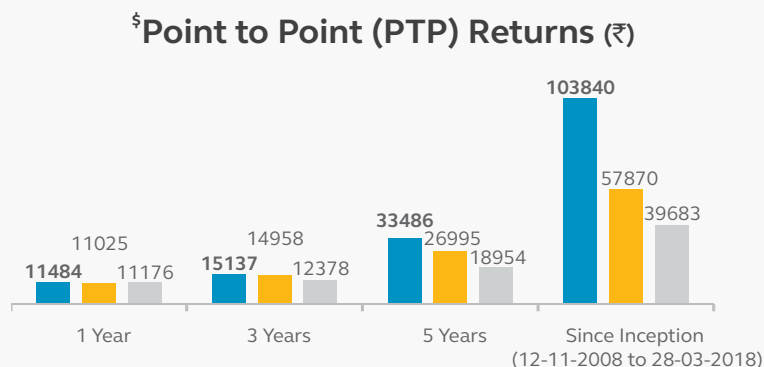
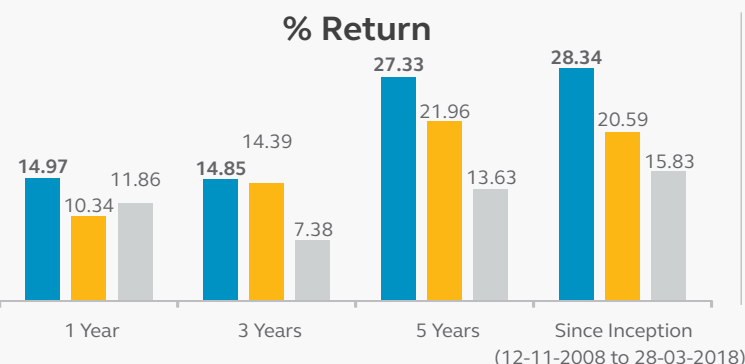
Growth of ₹10,000 since inception date (November 12, 2008)



Your investment would have multiplied by

10.38
times

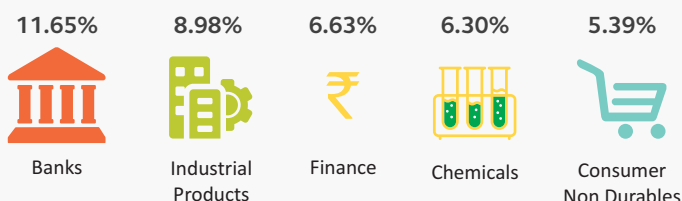
if invested on inception date



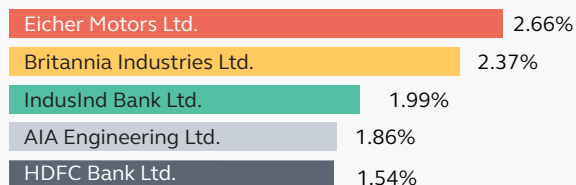
■ Principal Emerging Bluechip Fund ■ Nifty Free Float Midcap 100 - TRI (Benchmark) ■ Nifty 50 - TRI (Additional Benchmark)

Past performance may or may not be sustained in future. Different plans shall have a different expense structure. The performance details provided herein are of Regular Plan - Growth option. Returns (in %) are calculated on Compounded Annualised Basis (CAGR). [§] PTP (Point to Point) Returns are based on standard investment of 10,000/- made at the beginning of relevant period. Performance of the dividend option for the investors would be net of dividend distribution tax, as applicable.

Top 5 Sectors (as on March 31, 2018)



Top 5 Stocks (as on March 31, 2018)



Investing Facts

Fund Manager



Dhimant Shah

Total work experience of 26 years. Managing this scheme since June, 2011

Plans: Regular Plan & Direct Plan

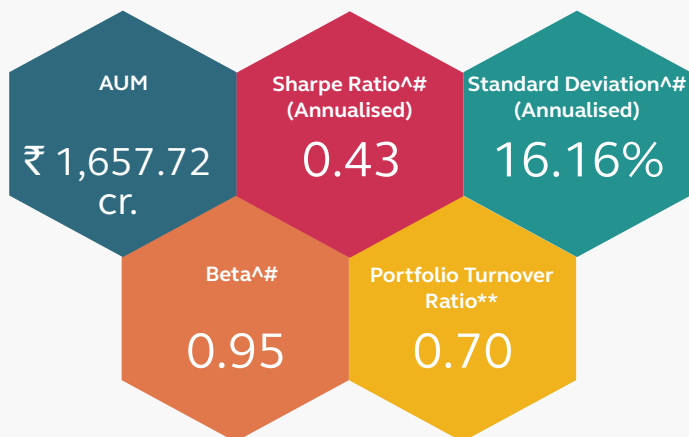
Options: Both the Plans offer Growth & Half Yearly Dividend Option.

Half Yearly Dividend Option under both the Plans offers facility of Payout, Reinvestment and Sweep.

Minimum Investment Amount: New Investor: ₹ 5,000 | Existing Investor: ₹ 1,000

Exit Load: If redeemed on or before 1 Year from the date of allotment - 1%

SIP/STP/RWP-Available



Note: [^] The above measures have been calculated by taking rolling returns for a 3 year period with 9.39% risk free rate of return (1 days - MIBOR Rate as on March 28, 2018).

^{**} The Portfolio Turnover Rate (PTR) means the lower of aggregate sales or purchases made during the 12 month rolling year/period divided by the 12 month rolling year/period Average asset under Management for the relevant year/period.

as on March 28, 2018.

Date	Regular Plan		Direct Plan	
	Dividend (₹/Unit*)	Cum Dividend NAV	Dividend (₹/Unit*)	Cum Dividend NAV
15-Dec-17	5.9200	48.2400	-	-
16-Jun-17	12.1000	54.3100	-	-
23-Dec-16	4.5000	46.7100	-	-

Past performance may or may not be sustained in the future.* On face value of ₹10.

Note: All Dividend (₹/Unit) figures are Gross Dividend. Pursuant payment of dividend, the NAV of Dividend Option of schemes/plans would fall to the extent of payout and statutory levy, if applicable.

Annexure of returns for all schemes managed by fund manager (as on March 28, 2018)

	1 Year return (%)		3 Year returns (%)		5 Year returns (%)	
	Scheme	Benchmark	Scheme	Benchmark	Scheme	Benchmark
Dhimant Shah						
PRINCIPAL Dividend Yield Fund Benchmark - Nifty Dividend Opportunities 50 - TRI Managing since - December 2011	20.36	11.45	13.10	10.73	16.69	12.85
PRINCIPAL Large Cap Fund Benchmark - S&P BSE 100 - TRI* Managing since - July 2017	9.84	12.23	7.56	8.39	15.64	14.73

Past performance may or may not be sustained in future. Different plans shall have a different expense structure. The performance details provided herein are of Regular Plan - Growth option. Returns (in %) are calculated on Compounded Annualised Basis (CAGR).

Dhimant Shah also manages Principal Large Cap Fund (w.e.f. July 01, 2017), Principal Dividend Yield Fund (w.e.f. December 2011).

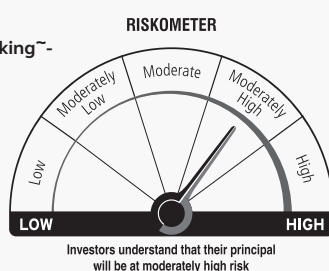
*As TRI data is not available since inception of the scheme, benchmark performance is calculated using composite CAGR of S&P BSE 100 Index PRI values from date 11-11-2005 to 29-06-2007 and TRI values since 29-06-2007.

Principal Emerging Bluechip Fund:

This product is suitable for investors who are seeking ~

- Long term Capital Growth.
- Investment in equity & equity related securities including equity derivatives of mid & small capitalization Companies.

~ Investors should consult their financial advisors if in doubt about whether the product is suitable for them.



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