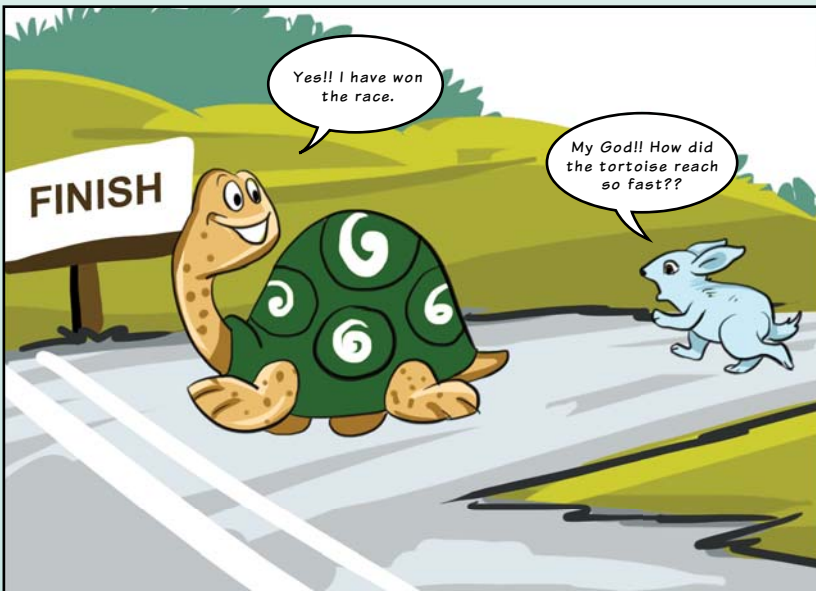
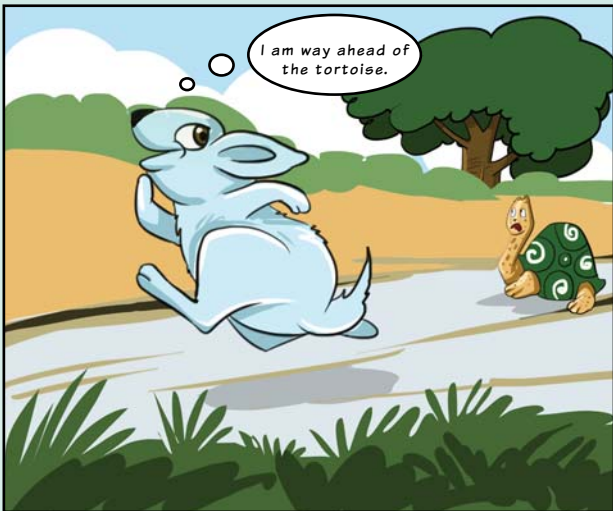
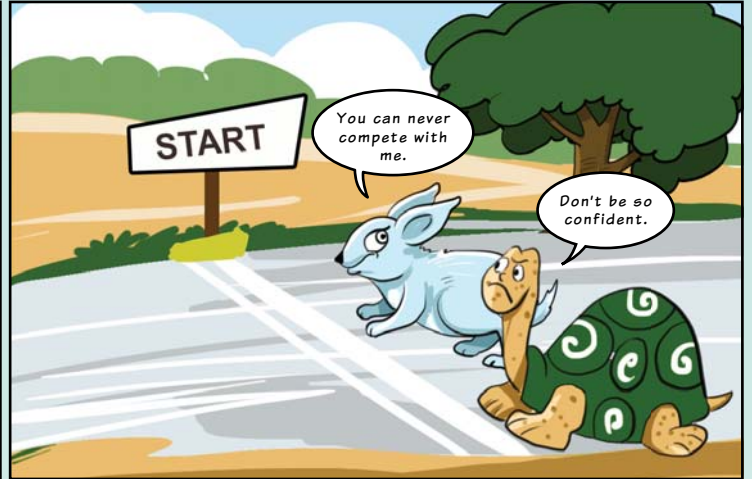


The Hare and the Tortoise

Once there lived a hare who was very proud about his speed.



Slow and steady wins the race

Just like the tortoise, when it comes to investments it is important to be persistent and have financial discipline for attaining your financial goals. Invest regularly in mutual funds through Systematic Investment Plans (SIPs). Through rupee cost averaging and compounding, SIPs offer good return potential to the persistent and disciplined investor.



An Investor education initiative