

Spot the
potential early



Invest In

Mirae Asset Emerging Bluechip Fund

(An Open Ended Equity Fund)

Today's Bluechips were Emerging companies not long ago.

Mirae Asset now offers you an opportunity to tap into the value of today's mid and small sized^{\$} companies which have the potential to perform well in the coming years.

Invest in Mirae Asset Emerging Bluechip Fund. It could be the most invaluable decision you ever took.

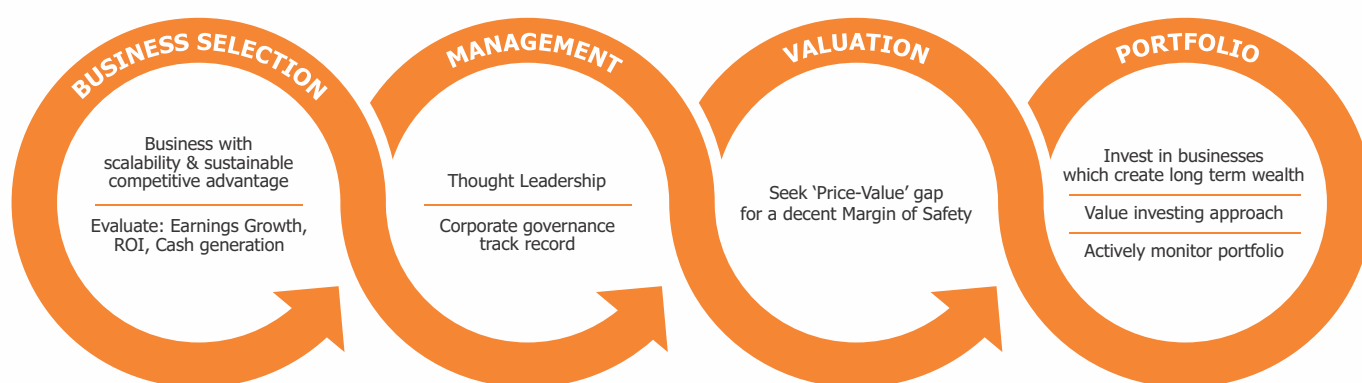
^{\$} As per scheme mandate.

What is Mirae Asset Emerging Bluechip Fund?

1 Fund Focus

- Mirae Asset Emerging Bluechip Fund (MAEBF) is a **Mid-Cap Fund** which gives investors the opportunity to participate in the growth of emerging companies which have the potential to be tomorrow's large caps/Bluechip companies.
- The portfolio predominantly invests in companies which are not part of the top 100 stocks by market capitalization and have market capitalization of atleast ₹ 100 Crores at the time of investment.
- Our investment approach is centered around participating in high quality businesses upto a reasonable price and holding the same over an extended period of time.

2 Investment Strategy



3 Performance

LUMPSUM PERFORMANCE

Period	NAV at the end of the period (₹ per unit)	Returns		
		MAEBF	Nifty Free Float Midcap 100	S&P BSE Sensex**
30 th June 2015 - 30 th June 2016	33.702	12.69%	6.20%	-2.81%
30 th June 2014 - 30 th June 2015	29.906	37.78%	17.24%	9.31%
30 th June 2013 - 30 th June 2014	21.705	71.04%	51.13%	31.03%
Since Inception (CAGR) - 30 th June 2016	33.702	22.52%	8.89%	7.18%
Since Inception - 30 th June 2016 (Value INR)*	33.702	33,702	16,644	15,140
Index Value (30 th June 2016)	Nifty Free Float Midcap 100 is 13,816.45 and Index value of S&P BSE Sensex is 26,999.72			
Date of allotment	9 th July, 2010			
Scheme Benchmark	Nifty Free Float Midcap 100			

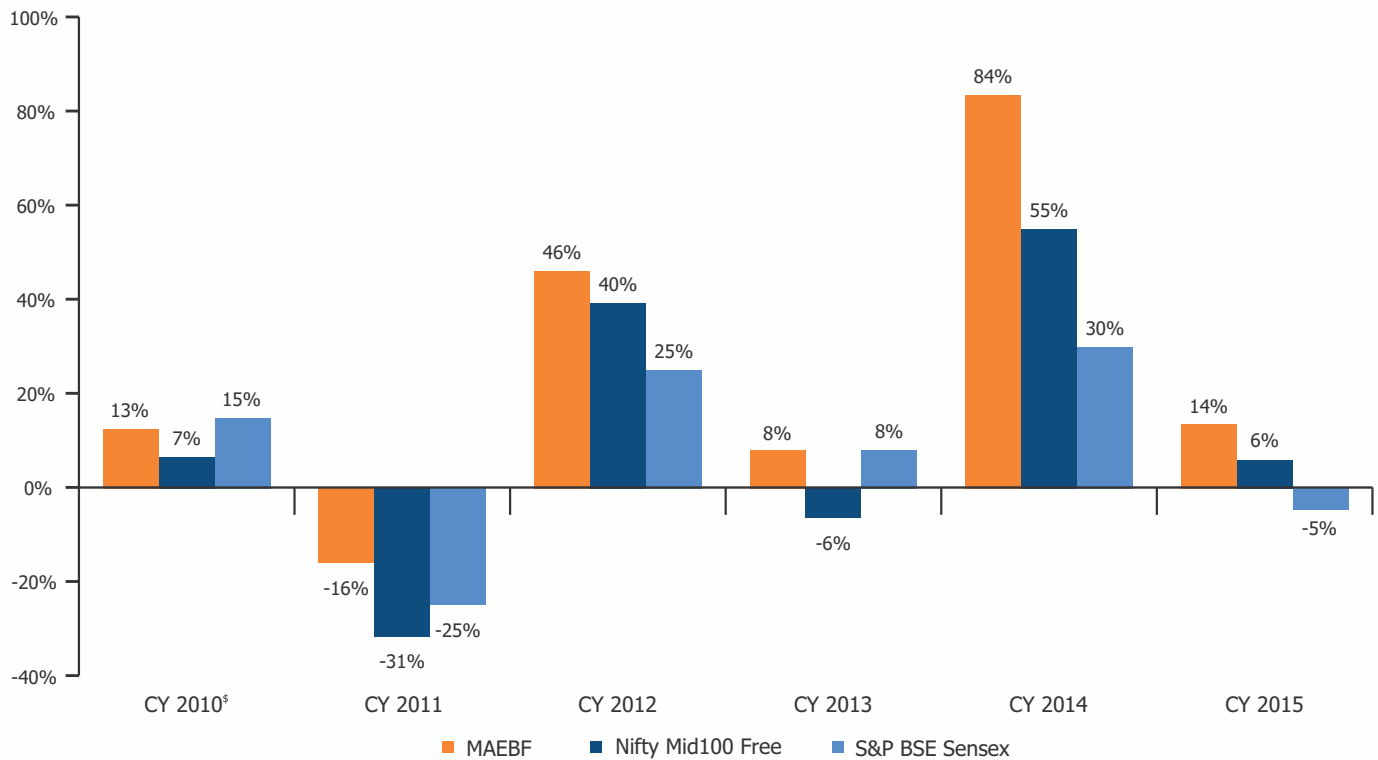
Past Performance may or may not be sustained in future. Note: For computation of since inception returns (%) the allotment NAV has been taken as ₹ 10.00. In case, the start / end date of the concerned period is a non-business date (NBD), the NAV of the previous date is considered for computation of returns. *Value of Investment of ₹ 10,000/- Invested in the Scheme. Calculation of returns are for Regular Plan-Growth Option. **Additional Alternate Benchmark.

SIP PERFORMANCE

SIP Investment	Since Inception	5 Years	3 Years	1 Year
Total Amount Invested (In ₹)	71,000	60,000	36,000	12,000
Mkt Value as of 30 th June 2016 (In ₹)	1,59,008	1,25,040	56,491	13,228
Return (CAGR)* (%)	27.27%	29.90%	31.61%	19.56%
Benchmark Return (CAGR)* (%) (Nifty Free Float Midcap 100)	14.63%	17.10%	19.08%	11.34%
Add. Benchmark Return (CAGR)* (%) (S&P BSE Sensex)	8.53%	9.45%	6.62%	6.98%

Past Performance may or may not be sustained in future. SIP Investment Date is taken as 1st of every Month. *The returns are calculated by XIRR approach assuming investment of ₹ 1000/- on the 1st working day of every month.

YEAR ON YEAR PERFORMANCE



Source: Bloomberg, 31st December, 2015. The aforesaid graph depicts absolute performance of the scheme for the calendar year (rounded off to nearest number). **Past performances may or may not sustain in future and is no guarantee of future results.** ⁵ Since inception date of the fund (9th July, 2010)

4 Investment Details

Nature of the Scheme	An open ended equity fund
Investment Objective	To generate income and capital appreciation from a diversified portfolio predominantly investing in Indian equities and equity related securities of companies which are not part of the top 100 stocks by market capitalization and have market capitalization of atleast ₹ 100 Crores at the time of investment. The Scheme does not guarantee or assure any returns.
Benchmark	Nifty Free Float Midcap 100
Fund Manager	Mr. Neelesh Surana
Inception Date	9 th July, 2010
Investment Options	Regular and Direct Plan with Growth & Dividend Options Minimum Investment: ₹ 5,000/- (multiples of ₹ 1/- thereafter) Systematic Investment Plan (SIP): Monthly option: Minimum 6 installments of ₹ 1000/- each (in multiples of ₹ 1/- thereafter) Quarterly option: Minimum 4 installments of ₹ 1500/- each (in multiples of ₹ 1/- thereafter)
Load Structure	Entry load : Not applicable Exit load : If redeemed within 6 months (182 days) from the date of allotment: 2%. If redeemed after 6 months (182 days) but within 1 year (365 days) from the date of allotment: 1%. If redeemed after 1 year (365 days) from the date of allotment: NIL

5 Dividend History

Record Date	Dividend (₹) Per Unit	Face Value (₹) Per Unit	CUM Dividend NAV (₹) Per Unit
5 th January, 2016	2.00	10	24.495
8 th December, 2014	1.80	10	22.991
18 th March, 2014	1.20	10	14.959
29 th October, 2012	1.10	10	12.912

Past Performance may or may not sustained in future. Pursuant to payment of dividend the NAV of the dividend option of the scheme falls to the extent of payout and statutory levy (if applicable). Dividend history is for MAEBF-Regular Plan-Dividend Option. As per data on 31st March 2016.

Performance of the other schemes

Mirae Asset India Opportunities Fund (MAIOF)

Fund Manager : Neelesh Surana & Sumit Agrawal

Period	NAV at the end of the period (₹ per unit)	Returns		
		MAIOF	S&P BSE 200	S&P BSE Sensex**
30 th June 2015 - 30 th June 2016	33.907	4.50%	0.41%	-2.81%
30 th June 2014 - 30 th June 2015	32.445	21.95%	12.01%	9.31%
30 th June 2013 - 30 th June 2014	26.605	50.16%	34.45%	31.03%
Since Inception (CAGR) - 31 st June 16	33.907	15.96%	7.75%	7.10%
Since Inception - 30 th June 16 (Value INR)*	33.907	33,907	18,507	17,597
Index Value (30 th June, 2016)	Index Value of S&P BSE 200 is 3,153.80 and Index value of S&P BSE Sensex is 26,999.72			
Date of allotment	4 th April, 2008			
Scheme Benchmark	S&P BSE 200			

Past Performance may or may not be sustained in future. Note: For computation of since inception returns (%) the allotment NAV has been taken as ₹ 10.00. In case the start/end date of the concerned period is a non-business date (NBD), the NAV of the previous date is considered for computation of returns. *Value of investment of ₹ 10,000/- invested in the scheme/benchmark. Calculation of returns are for Regular Plan-Growth Option. **Additional Alternate Benchmark.

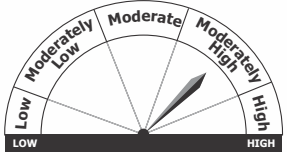
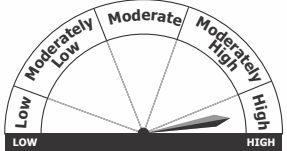
Mirae Asset Great Consumer Fund (MAGCF)⁵

Fund Managers: Neelesh Surana, Sumit Agrawal (India Portion) & Bharti Sawant (Overseas Portion)

Period	NAV at the end of the period (₹ per unit)	Returns		
		MAGCF	Scheme Benchmark [#]	S&P BSE Sensex**
30 th June 2015 - 30 th June 2016	22.311	0.91%	-3.97%	-2.81%
30 th June 2014 - 30 th June 2015	22.110	25.40%	17.74%	9.31%
30 th June 2013 - 30 th June 2014	17.631	37.80%	27.49%	31.03%
Since Inception (CAGR) - 30 th June 16	22.311	16.48%	14.43%	6.78%
Since Inception - 30 th June 16 (Value INR)*	22.311	22,311	20,322	14,121
Index Value (30 th June, 2016)	Index Value of benchmark is 211.65 and Index value of S&P BSE Sensex is 26,999.72			
Date of allotment	29 th March, 2011			
Scheme Benchmark	S&P BSE 200 (65%) & S&P Asia Pacific Emerging BMI (35%) Index			

Past Performance may or may not be sustained in future. Note: For computation of since inception returns (%) the allotment NAV has been taken as ₹10.00. In case, the start / end date of the concerned period is a non-business date (NBD), the NAV of the previous date is considered for computation of returns. *Value of Investment of ₹10,000/- Invested in the Scheme. Calculation of returns are for Regular Plan-Growth Option. **Additional Alternate Benchmark. ⁵Post the fundamental attribute change of Mirae Asset India China Consumption Fund (MAICCF) and merger of Mirae Asset Global Commodity Stocks Fund with MAICCF, the resultant fund has been renamed as Mirae Asset Great Consumer Fund.

Product Labeling


Name of the Scheme	These products are suitable for investors who are seeking*	Riskometer
Mirae Asset India Opportunities Fund (MAIOF)	<ul style="list-style-type: none"> Long-term capital appreciation Investment in equities, equity related securities 	 <p>Investors understand that their principal will be at Moderately High risk</p>
Mirae Asset Emerging Bluechip Fund (MAEBF)	<ul style="list-style-type: none"> Long-term capital appreciation Predominantly investments in Indian equities and equity related securities of companies which are not part of the top 100 stocks by market capitalization 	 <p>Investors understand that their principal will be at High risk</p>
Mirae Asset Great Consumer Fund (MAGCF)	<ul style="list-style-type: none"> Long-term capital appreciation Investment in Equity and Equity related securities of companies benefiting directly or indirectly from consumption led demand in India & across the Asia pacific region 	

*Investors should consult their financial advisers if they are not clear about the suitability of the product.


Leaflet is dated as 12th July, 2016. The fund features may undergo a change from time to time, for more details please visit www.miraeassetmf.co.in

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

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