



HDFC Equity Fund

(An Open Ended Growth Scheme)

Well positioned for the next market cycle

January 2017

19.2% CAGR for 22 years**

Wealth grown 48 times in 22 years**

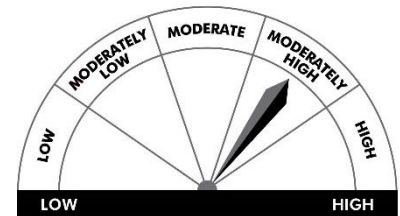
Includes slides on demonetization

This product is suitable for investors who are seeking*:

- Capital appreciation over long term
- Investment predominantly in equity and equity related instruments of medium to large sized companies

*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.
**Past Performance may or may not be sustained in future. For detailed performance please refer slide 23

Riskometer



INVESTORS UNDERSTAND THAT THEIR PRINCIPAL WILL BE AT MODERATELY HIGH RISK

Sectoral leadership in market tends to change with every cycle

- Sectoral leadership in market tends to change with every cycle
- Between 1995-2016, markets have witnessed 3 broad cycles (refer slide 3 for details)
 - 1995-2000: **IT** sector was the leader; S&P BSE SENSEX (Sensex) moved from 3,000 to 4,000
 - 2001-2007: **Capex/Banking/Commodities/Auto** led the market; Sensex moved from 4,000 to 20,000
 - 2008-2015: **Pharma/FMCG/Auto** were the new leaders; Sensex moved from 20,000 to 26,000
 - 2016: A new leadership emerging?

Between 1995 and December 2016, Rs 10,000 invested in HDFC Equity Fund has grown to Rs 4.8 lacs at a CAGR of 19.2%*

Between 1995 and December 2016, Rs 10,000 invested in NIFTY 500 Index has grown to Rs 0.7 lacs at a CAGR of 9.2%

- This large outperformance and wealth creation has been possible as **HDFC Equity Fund has invested in the next cycle ahead of market, in each of the above cycles** (refer slide 4)



**The Indian economy is steadily improving and markets appear to be moving into a new cycle.
HDFC Equity Fund's portfolio is now well aligned to the improving economic environment and to the emerging cycle.**

Market cycles between 1995-2015; markets entering a new cycle?

		CY 1995 - 2000	CY 2001 - 2007	CY 2007 - 2015	CY 2016
Leading Sectors		IT stocks	Capex/Banking/ Commodities/Auto	Pharma/FMCG/ Auto	Next cycle – Infra/Banking/Capex?
Return in number of (x) times					
S&P BSE SENSEX (x) times		1.3	5.1	1.3	
Sector	Stocks*	(x) times	(x) times	(x) times	
Automobile	Tata Motors, Maruti, M&M	0.3 - 0.7	8 – 12	3 – 5	
FMCG	HUL, ITC	2 – 4	1 – 4	3 – 4	
IT	Infosys, TCS, Wipro	96 – 97	1 – 3	2 – 5	
Pharma	Sun Pharma, Lupin	0.2 – 6	6 – 10	7 – 15	Low inflation
Retail Banks & Finance	HDFC Bank, HDFC	2	8 – 11	2 – 3	Falling interest rates
Cement	Ambuja Cement, Grasim	0.4 – 1	6 – 13	1.3 – 1.4	Rising Capex
Corporate Banks & Finance	SBI, ICICI	0.9	8 – 12	1.0 – 1.1	Peaking NPAs
Refineries/Oil Exploration	Reliance Ind, ONGC	2	15 – 17	0.7 – 0.8	Moderating Pharma/FMCG growth
Capital Goods	BHEL, L&T	0.8 - 0.9	28 – 32	0.3 – 0.9	
Utilities	NTPC, Powergrid	NA	NA	0.3 – 1.0	
Metals	Tata Steel, Hindalco	0.5 - 1.0	3 – 12	0.3 – 0.4	
Realty	DLF	NA	NA	0.1	
Telecom	Bharti	NA	NA	0.1 – 0.7	

*Above stocks cover more than 80% of market cap of S&P BSE Sensex as on Dec 31, 2016

Source: Bloomberg, HDFC AMC Research.

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Past performance of the Fund may or may not be sustained in Future. Refer slide 23 at the end of presentation for detailed performance.

HDFC Equity Fund – Different cycles, changing leadership, consistent outperformance



	CY 1995 - 2000 IT stocks	CY 2001 - 2007 Capex/Banking/ Commodities/Auto	CY 2008 - 2015 Pharma/ FMCG/Auto	CY 2016	Total from 1995 - 2016
	(x) times	(x) times	(x) times	(x) times	(x) times
S&P BSE SENSEX	1.0	5.1	1.3	1.02	6.8
NIFTY 500	0.9	5.9	1.3	1.04	7.0
HDFC Equity Fund	1.9	11.8	2.0	1.07	47.7

1995-2000

IT lead the market, Infosys/ Wipro up 96 times, old economy stocks out of flavor; L&T down 20%!
HDFC Equity Fund stance – The Fund was an **early investor in IT, NAV up 1.9 times vs. 0.9 times of benchmark**

2001-2007

Capex/Banking/Commodities lead the market, BHEL up 32 times. L&T up 28 times; HUL flat over this cycle!
HDFC Equity Fund stance – The Fund **was overweight in old economy stocks, NAV up 11.8 times vs. 5.9 times of benchmark**

2008-2015

Pharma/FMCG stocks lead the market. HUL, ITC up 4 times, Lupin up 12 times; Tata Steel, Reliance, etc. down!
HDFC Equity Fund stance – The Fund was an **early investor in Pharma/FMCG, NAV up 2 times vs. 1.3 times of benchmark**

**2016: Outlook for economy and capex is steadily improving; Is a new cycle emerging in Infra/Banking/Capex?
HDFC Equity Fund stance – The Fund is well positioned for economic recovery and the next cycle.**

Outperformance vis-a-vis benchmark. Past Performance may or may not be sustained in the future. HDFC Mutual Fund/AMC is not guaranteeing any returns on investments made in this Fund. In view of the individual circumstances and risk profile, each investor is advised to consult his/her professional advisor before making a decision to invest in the Scheme. Sectors/Stocks referred above are illustrative and not recommended by HDFC Mutual Fund/HDFC Asset Management Company Ltd. The Fund may or may not have any present or future positions in these sectors/stocks. For detailed performance please refer slide 23.

A track record of consistent outperformance (19 out of 22 years since inception)



Calendar Year performance of HDFC Equity Fund vs. Benchmark NSE 500 since inception

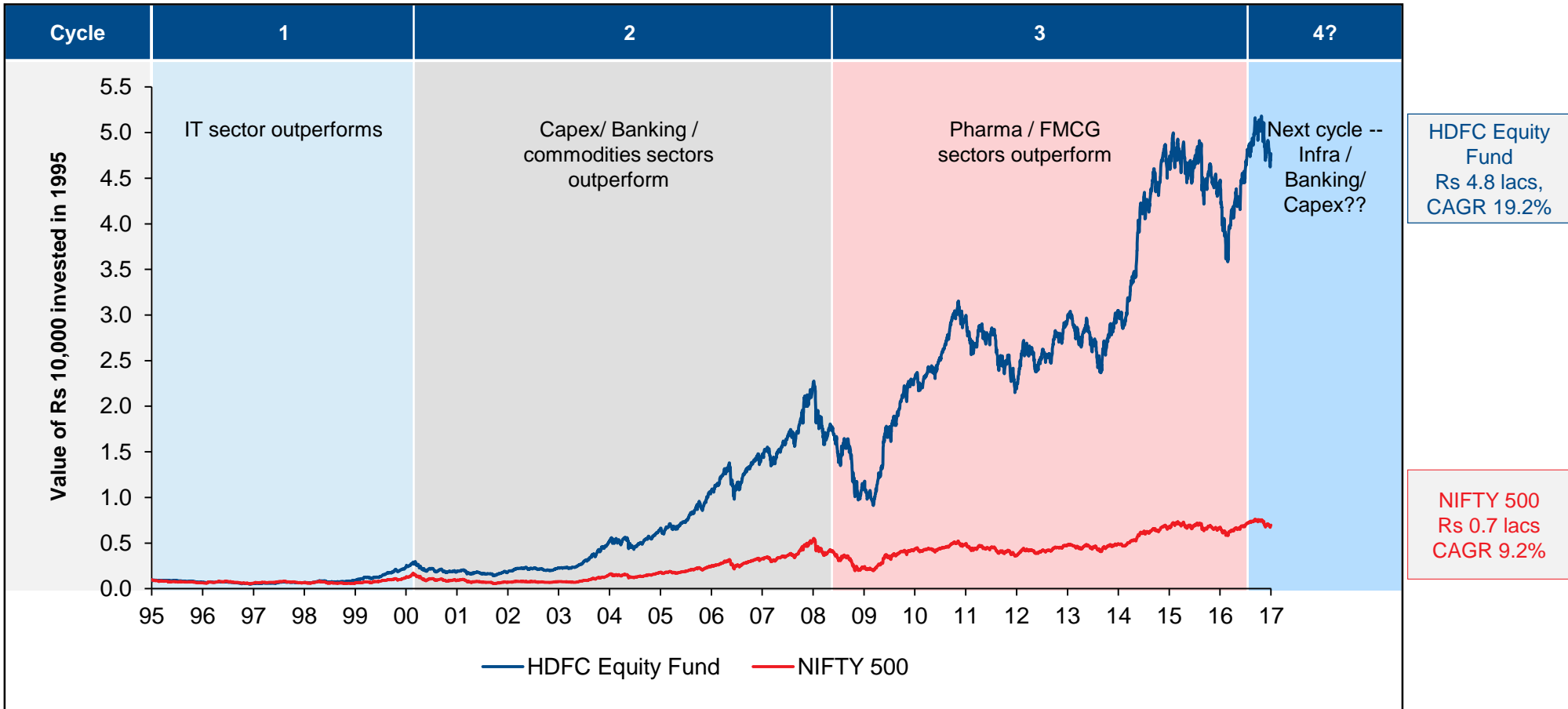
Calendar Year	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
HDFC Equity Fund	-28.8	-23.5	22.6	38.0	156.0	-20.0	-2.8	24.2	126.3	27.5	62.7	35.9	53.6
NSE 500	-35.5	-7.9	12.4	-8.7	97.8	-24.2	-23.3	10.3	98.1	17.9	36.3	34.0	62.5
Outperformance	6.7	-15.5	10.1	46.8	58.1	4.2	20.4	13.9	28.2	9.7	26.5	1.9	-8.9

Calendar Year	2008	2009	2010	2011	2012	2013	2014	2015	2016
HDFC Equity Fund	-49.7	105.6	29.2	-26.7	34.1	3.8	53.8	-5.1	7.3
NSE 500	-57.1	88.6	14.1	-27.2	31.8	3.6	37.8	-0.7	3.8
Outperformance	7.4	17.0	15.1	0.5	2.3	0.2	16.0	-4.4	3.4

- HDFC Equity Fund has outperformed in 19 out of 22 years of existence and underperformed in 3 out of 22 years
 - The years of underperformance have typically been the years of leadership change in market (transition years)
 - 2007: Leadership changed from Capex/Banking/Commodities to Pharma/FMCG/Auto, etc.
 - 2015: We believe leadership is changing from Pharma/FMCG to Infra/Banking/Capex
- This was a result of the Fund investing in the next cycle/leaders ahead of market
- This approach brings some short term pain (CY 2007, CY 2015) but it tends to position the Fund well for the next cycle, i.e. CY 2008 – CY 2014 was a period of strong outperformance.
 - The Fund is now well aligned to the new market cycle that is emerging and to the post demonetization environment.

Outperformance vis-a-vis benchmark. Past Performance may or may not be sustained in the future. HDFC Mutual Fund/AMC is not guaranteeing any returns on investments made in this Fund. In view of the individual circumstances and risk profile, each investor is advised to consult his/her professional advisor before making a decision to invest in the Scheme. For detailed performance please refer slide 23. The above returns are of regular plan - growth option. The Fund may or may not have any present or future positions in these Stocks/Sectors.

HDFC Equity Fund – Consistent wealth creation



The end result

HDFC Equity Fund: Rs 10,000 invested at inception has grown to Rs 476,907 in 22 years at a CAGR of 19.2%

Nifty 500: Rs 10,000 invested at inception has grown to Rs 69,828 in 22 years at a CAGR of 9.2%

Past Performance may or may not be sustained in the future. Returns as on 30th Dec-16. For detailed performance please refer slide 23. The above returns are of regular plan - growth option. HDFC Mutual Fund/AMC is not guaranteeing any returns on investments made in this Fund. In view of the individual circumstances and risk profile, each investor is advised to consult his/her professional advisor before making a decision to invest in the Scheme. Sectors/Stocks referred above are illustrative and not recommended by HDFC Mutual Fund/HDFC Asset Management Company. The Fund may or may not have any present or future positions in these Stocks/Sectors.

A track record of consistent dividends

Good years, bad years, 20 Dividends in 17 years since 1999

CY (since 1999)	1999	1999	2000	2000	2002	2003	2003	2004	2004	2006	2007	2008	2009
Dividend per unit (Rs) (A)	1.6	2.0	3.0	1.7	1.2	2.0	2.5	1.5	3.0	5.0	5.0	5.5	3.0
NAV (Record Date) (B)	16.0	19.1	21.5	12.7	13.5	17.1	18.8	20.8	23.4	41.9	40.4	45.4	23.3
Dividend Yield (%) (A/B)	10.0	10.5	13.9	13.4	8.9	11.7	13.3	7.2	12.8	11.9	12.4	12.1	12.9

CY (since 1999, contd.)	2010	2011	2012	2013	2014	2015	2016
Dividend per unit (Rs) (A)	4.0	4.0	4.0	4.0	4.0	5.5	4.5
NAV (Record Date) (B)	46.9	49.0	44.0	41.4	43.8	59.8	41.9
Dividend Yield (%) (A/B)	9	8	9	10	9	9	11

“It's not what we do once in a while that shapes our lives. It's what we do consistently.”

— Anthony Robbins

All dividends are on face value of Rs 10 per unit. After payment of the dividend, the per Unit NAV falls to the extent of the payout and statutory levy (if applicable). There is no assurance or guarantee to Unit holders as to rate/quantum of dividend distribution or that the dividends will be paid regularly.

NAV of the Regular Plan - Dividend Option. Dividend was declared twice in year 2000 (March and December), 2003 (July and September) and 2004 (March and November)

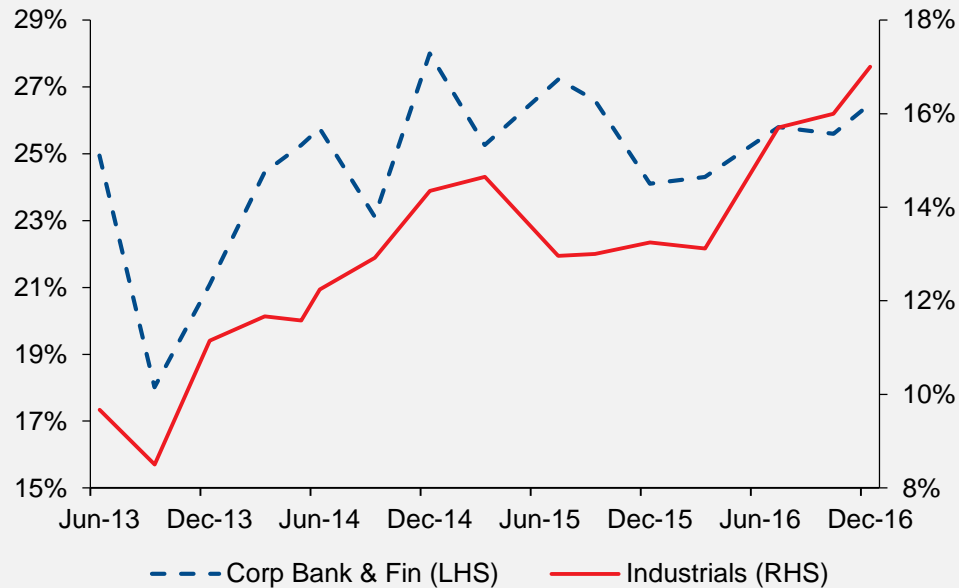
HDFC Equity Fund

Well positioned for the next cycle

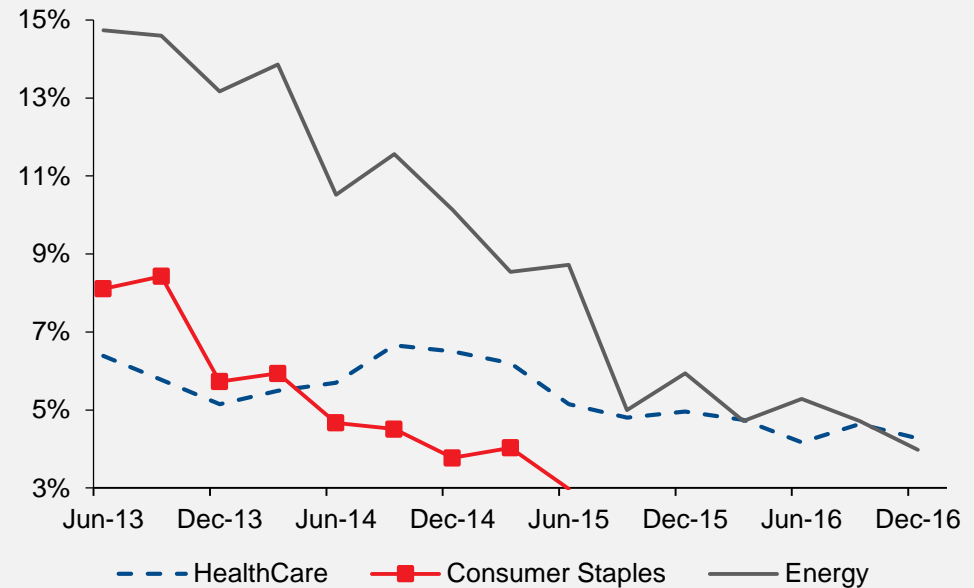


- **HDFC Equity Fund** has created wealth by entering next cycle ahead of markets in each of the last 3 cycles seen by markets in 22 years
- Economy and the markets appear to be in transition
- The Fund has realigned its portfolio and is well positioned for this changing economic environment

Key Overweight sectors – Corporate Banks, Industrials



Key Underweight sectors – Healthcare, Consumer staples



The Fund has steadily increased exposure to economy/capex/interest rate sensitive stocks and reduced exposure to FMCG and pharma. It is thus well positioned for economic recovery and for the next cycle.

Source: Internal computation.

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Investment Philosophy of HDFC Equity Fund



Steadfast adherence to few principles has worked well for **HDFC Equity Fund** over medium to long periods

- **Preference for strong & growing companies** - Strong companies not only survive, but emerge stronger in challenging times, reducing permanent losses
- **A predominantly large cap portfolio with dynamic allocation to mid caps**
- **Effective diversification of portfolio** – The portfolio always remains diversified across key sectors and economic variables to reduce risk
- **Low portfolio turnover** – a result of the Fund's long term approach to investing

Portfolio Turnover (%)

FY11	FY12	FY13	FY14	FY15	FY16
44	29	32	37	39	37

Equities work better over long term

Illustrative Study based on return distribution of HDFC Equity Fund

Following table represents rolling returns of HDFC Equity Fund since inception distributed over different holding periods and return brackets, for example returns have been more than 0% CAGR in ~89% of instances for 3 year, more than 10% CAGR in ~89% of instances for 5 year and so on...

CAGR (%)	Monthly 1 Year Rolling	Monthly 3 Year Rolling	Monthly 5 Year Rolling	Monthly 10 Year Rolling	Monthly 15 Year Rolling	Monthly 20 Year Rolling
More than 20	51	54	60	85	100	100
More than 15	57	67	78	92	100	100
More than 10	62	78	89	100	100	100
More than 0	72	89	100*	100	100	100
More than -10	80	99	100	100	100	100
More than -20	88	100	100	100	100	100
Less than -20	11	0	0	0	0	0

*Delivered positive returns in 100% instances over 5 year holding periods so far

- It can be clearly seen, that as the holding period increases, return profile improves.
- This is consistent with the belief that equities are a long term asset class and that risk reduces as holding period increases.

“Time spent in markets is more important than timing the markets”

Performance data computed till Dec, 2016. The above returns are of regular plan - growth option. Where NAV as on the end of a particular month is not available, NAV of the previous or next available date is considered. The holding periods in the above simulation is purely an assumption and not the actual holding period of investors in the Fund.

Past performance may or may not be sustained in Future. Refer Slide 23 for detailed performance.

HDFC Equity Fund – Ideal for SIP investments



Factors for Fund selection	HDFC Equity Fund	Comments*
Track Record	✓	22 years since inception in 1995
Performance across market cycles	✓	Consistent outperformance across 3 market cycles (Slide 4, 5)
Performance vs. Benchmark	✓	Outperformed in 19 out of 22 years of existence
Alpha generation	✓	Generated alpha of 10% CAGR since inception
Wealth creation	✓	Wealth grown 48 times vs. 7 times in benchmark since inception
Risk Profile	✓	Diversified and Large Cap orientation reduces risk
Dividends	✓	20 Dividends in 17 years since 1999, average yield ~11% (Slide 7)
Investment Discipline	✓	Fund has successfully navigated bubbles in IT (~ year 2000) and Infra (~ year 2007)
Other highlights	✓	Part of HDFC Group, stable Fund management team at HDFC AMC

*Past performance may or may not be sustained in the future. Returns greater than 1 year period are compounded annualised (CAGR). For detailed performance refer slide 23. HDFC Mutual Fund/AMC is not guaranteeing any returns on investments made in this Fund. In view of the individual circumstances and risk profile, each investor is advised to consult his/her professional advisor before making a decision to invest in the Scheme.

Investment discipline – The key to success over cycles of HDFC Equity Fund



Focus on value

- The Fund avoids excessively valued sectors. Fund has successfully navigated IT and Power/Infra etc. meltdowns in the past



Consistent focus on quality

- The Fund has sailed through bubbles in Real estate sector, TMT (Tech-Media-Telecom), Infra etc.



Controlled exposure to midcaps

- Depending on attractiveness (currently the Fund has only ~21% exposure to midcaps)



Diversified yet focused approach to investing

- HDFC Equity Fund while maintaining effective diversification maintains a focused portfolio. Top 20 stocks comprise 76% of Fund currently. This aids higher alpha generation over the medium to long term

% of AUM	Mar. 11	Mar. 12	Mar. 13	Mar. 14	Mar. 15	Mar. 16	Dec. 16
Top 20 Holdings	67	65	65	76	76	77	76

The current investment strategy is subject to change without prior notification. For latest scheme portfolio visit our website www.hdfcfund.com

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Recent Developments

- Demonetization of Rs 500 and Rs 1000 notes
- GST cleared, roll out in FY18 likely
- Rules for speedy redressal of construction sector disputes. ~Rs 70,000 crores under arbitration currently
- Infrastructure projects worth ~Rs 1.06 lakh crores for Mumbai announced
- SUUTI stake sale commenced
- Monetary policy committee (MPC) in place
- Merger of SBI and its associates announced, extension granted to SBI chairman
- More consolidation of banks likely in FY18 and beyond
- Donald Trump elected as US President

India's star shines bright amid global economic challenges
IMF chief Christine Lagarde –
Indian Express date 12th March 2016

Not an exaggeration to call India sole bright spot
JPMorgan Chairman Jamie Dimon –
ET date 19th Sep 2016

India's growth that is now at 7.6 per cent is a true bright spot and one of the few bright spots in the global economy
World Bank Group President Jim Yong Kim – ET date 30th June 2016

The Impact of Demonetization

- Addition of Rs 10 trillion to bank deposits will be nearly 10% of current deposit base of Rs 100 trillion
- Demonetization along with GST likely to reduce the informal economy, expand tax base and over time lead to moderate taxation
- Fall in land prices and real estate prices likely
- Likely to improve growth prospects of economy from FY18 onwards due to increasing affordability of real estate, cheaper land for Infra/Industrial capex and lower interest rates
- Reduction in demand likely for discretionary items
- Impact on demand for routine items likely to be temporary

Demonetization is a good move. The medium to long term benefits for India and its people are likely to be more than the short term pain and inconvenience.

Sectoral impact of Demonetization

	Near Term	Medium to Long Term	Probable Impact
NBFCs & MFIs	Negative	Negative	Delays in repayments, LAP portfolio could be under stress; reduced competitive advantage
Real Estate	Negative	Positive	Fall in real estate prices in near term, increased offtake subsequently; lower yields are positive
Jewellery	Negative	Negative	Lower demand in near term and in medium term
Home Improvement	Negative	Positive	Lower demand in near term, positive once real estate demand picks up; organized sector to gain share
Textile and Retail	Negative	Neutral	Lower demand in near term
FMCG	Negative	Neutral	Fall in demand should be temporary
Banks	Positive	Positive	Lower cost of deposits, higher digital share to lower costs; improved competitive position
Housing Loan Companies	Neutral	Positive	Increased demand from first time buyers due to fall in property prices and lower interest rates
Auto - 4W/2W	Negative	Positive	Demand impact in short term; Lower interest rates will lead to increased demand in medium term
Infrastructure Development	Neutral	Positive	Cheaper land prices and lower interest rates to help in medium term
Industrial Capex	Neutral	Positive	Cheaper land prices and lower interest rates to help in medium term

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HDFC Equity Fund – Well positioned for post demonetization environment



Portfolio Break Up	Weightage (%)	OW/UW/N	Sectoral Impact
Banks	30	OW	Focused on liability rich banks. Positive impact due to lower cost of funds and treasury gains
Engineering	16	OW	No impact on business; to gain from lower interest rates
IT	11	N	No impact
Auto	10	OW	Short term negative; medium term positive as lower EMIs to improve volume growth
Metals	5	OW	No impact on business; to gain from lower interest rates
Utilities	5	OW	Lower interest rates are positive as fair value increases
Pharma & Agrochem	6	UW	No impact
Oil & Gas	4	UW	No impact
Cement	3	N	No impact
HFCs	2	UW	No short term impact; medium term positive as lower real estate prices to aid volumes
NBFCs & MFIs	1	UW	Negative in short and medium term
Telecom	1	UW	Short term negative; no impact in medium term
FMCG	Nil	UW	Short term negative; no impact in medium term
Real Estate	Nil	UW	Significantly negative in short term
Miscellaneous	8	NA	NA

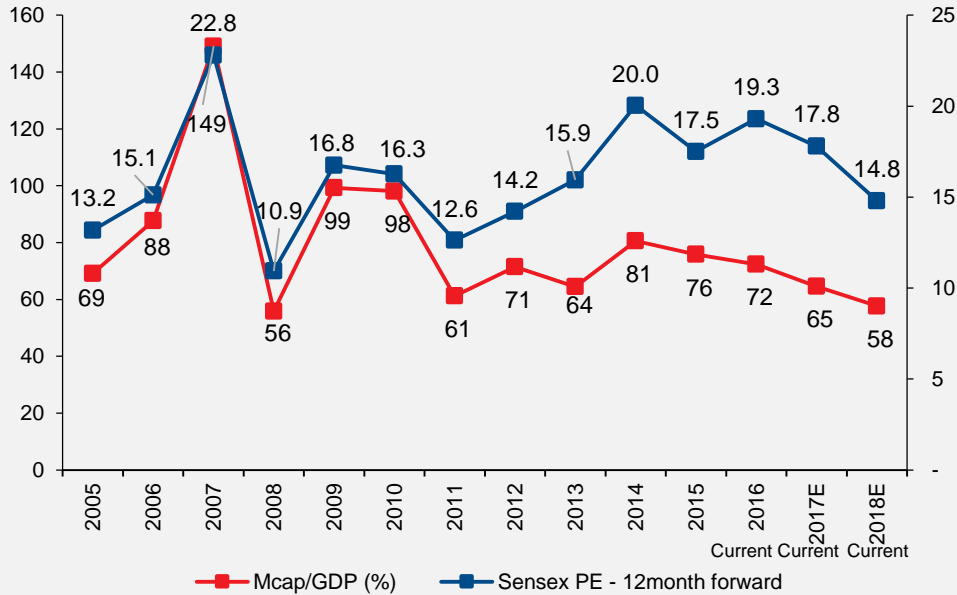
OW= Overweight; UW=Underweight; N=Neutral; NA=Not Applicable

Data as on 30th Dec. 2016

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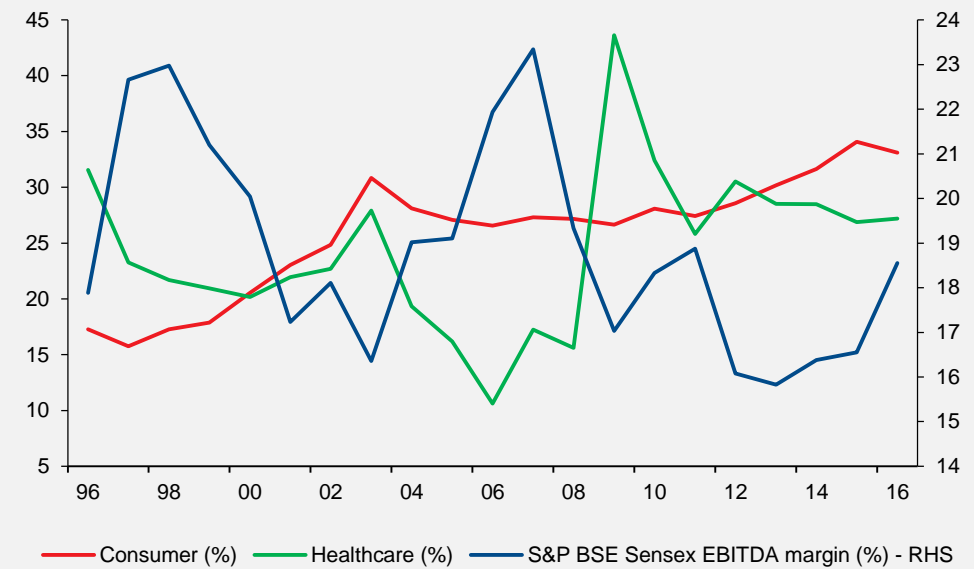
Equity Markets – Market Cap to GDP near 10 year lows

India market cap to GDP ratio, calendar year-ends 2005-16 (%)



Source: World Bank, Kotak Institutional Equities, updated till 30th Dec, 2016

Improving EBITDA margins



Source: BofAML

- S&P BSE SENSEX EBITDA margins are stable/improving

S&P BSE Sensex	1QFY15	2QFY15	3QFY15	4QFY15	1QFY16	2QFY16	3QFY16	4QFY16	1QFY17	2QFY17
EBITDA Margin (%)	17.4%	17.0%	17.0%	16.8%	18.2%	18.0%	18.3%	18.7%	18.3%	18.1%

Source: BofAML

- Improving EBITDA margins, lower interest rates should lead to improved EPS/Profit growth in coming years

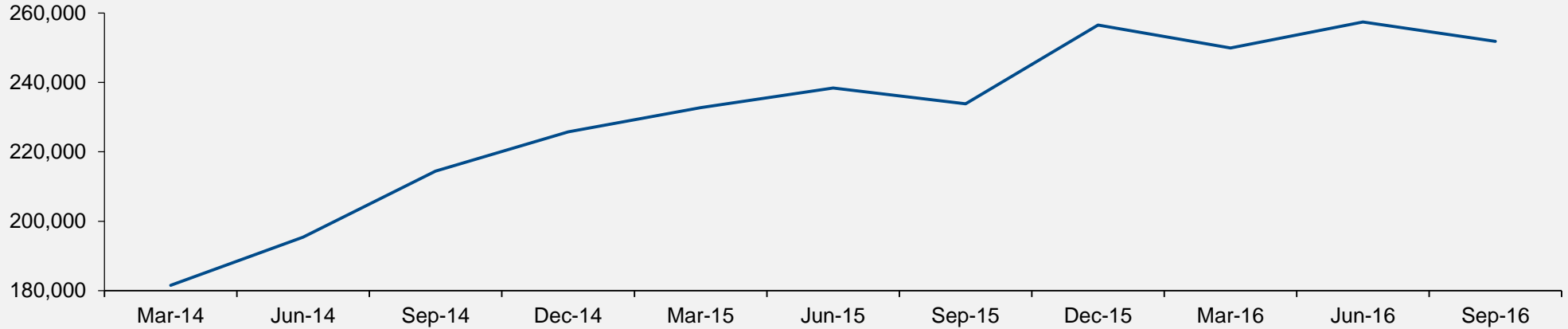
Indian Economy: Outlook steadily improving

	FY13	FY14	FY15	FY16	FY17E	FY18E
GDP at market price (%YoY)	5.6	6.6	7.2	7.6	7.1	7.7
Centre's fiscal deficit (%GDP)	4.9	4.5	4.1	3.9	3.5	3.1
Current Account Deficit (CAD) (%GDP)	4.7	1.7	1.3	1.1	0.5	1.2
Net FDI (% of GDP)	1.1	1.2	1.5	1.7	NA	NA
Consumer Price Inflation (CPI) (Avg)	10.2	9.5	6.0	4.9	5.1	4.5
India 10 year Gsec Yield (at year end)	8.0	8.8	7.7	7.5	6.5- Latest	NA

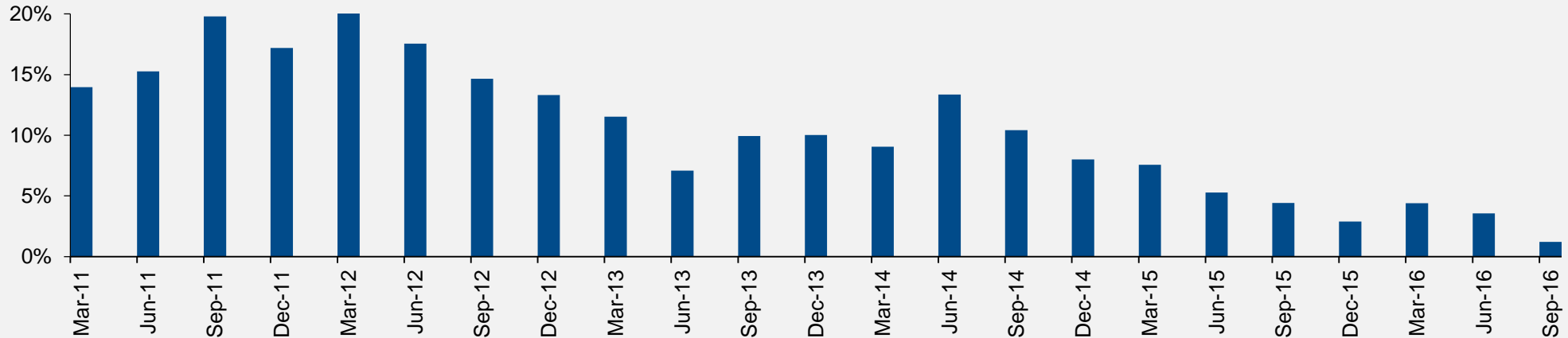
- Impact of higher infra allocation to be felt in FY17/FY18.
Roads, Railways, Power T&D, etc. to lead
- Exports are stabilising. November exports growth was at 2.3% YoY; H1FY17 was (-)1.4 and (-)15.5% in FY16
- Outlook for agriculture growth is positive due to good monsoons and growth in Rabi sowing
- Limited and temporary impact of demonetization

Improving Capex, slowing consumption

L&T Order Backlog (in Rs. cr) – Increasing Trend



HUL Sales Growth (%) – Declining Trend



Source: Company Reports

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Strong earnings growth in FY17 and FY18; Laggards to become Leaders ?

Break-up of net profits (Rs bn) of the Nifty-50 Index across sectors, March YE 2014-18E

	2014	2015	2016	2017E	2018E
Automobiles	282	286	303	338	426
Corp Banks	331	372	250	301	511
Retail Banks	178	211	251	299	351
Cement	61	59	63	78	102
Consumers	134	148	153	159	185
Energy	567	501	545	620	670
Industrials	80	47	38	58	80
Infrastructure	17	23	29	35	29
Media	9	8	9	11	15
Metals & Mining	213	158	126	162	224
Pharmaceuticals	123	123	133	159	184
Technology	468	505	553	597	650
Telecom	62	112	94	78	46
Utilities	156	149	177	189	228
Nifty-50 Index	2682	2701	2725	3084	3701

- Earnings growth in FY15 & FY16 got impacted by fall in earnings in Corporate banks, Metals and Industrials.
- With recovery in commodity prices, signs of improvement in capex cycle and impact of AQR behind us, earnings should witness a recovery in FY17 and FY18 driven by same sectors.

Source: Kotak Institutional Equities estimate

Historical performance indications and financial market scenarios are not the reliable indicator for current or future performance. HDFC Mutual Fund/AMC is not guaranteeing returns on investments made in the Scheme and/or should not be construed as an advice for investing in the above sectors.

- Healthy pace of reforms continues
- No lasting and meaningful adverse impact of demonetization on economy and earnings likely
- Borrowing costs for companies likely to fall further
- EPS growth should move to >15% from FY18 onwards
- Market Cap to GDP is near 10 year lows
- Economy and markets appear to be in transition
- Any volatility induced by global events should provide good entry points
- HDFC Equity Fund has delivered CAGR of 19.2% vs benchmark CAGR of 9.2% for 22 years in 3 different market cycles (wealth has grown 48 times)

HDFC Equity Fund has successfully navigated three stock market cycles between 1995-2016. (Refer slide 4)
Its portfolio is now well positioned for the next cycle that is emerging. (Refer slides 6, 8)

SIP Returns – HDFC Equity Fund



HDFC Equity Fund							
SIP Investments	Since Inception	15 year SIP	10 year SIP	7 year SIP	5 year SIP	3 year SIP	1 year SIP
Total Amount Invested (Rs.)	26,40,000	18,00,000	12,00,000	8,40,000	6,00,000	3,60,000	1,20,000
Market Value as on December 30, 2016 (Rs.)	5,17,02,147	94,13,323	23,83,467	12,70,703	8,32,992	4,02,428	1,26,894
Returns (Annualised)*(%)	22.56%	19.82%	13.16%	11.62%	13.09%	7.38%	10.85%
Market Value of SIP in Benchmark [#] (Rs).	1,31,21,410	53,11,092	19,09,020	11,53,437	7,73,863	3,90,507	1,21,935
Benchmark Returns (Annualised)(%)[#]	12.77%	13.27%	8.98%	8.91%	10.12%	5.36%	3.01%
Market Value of SIP in Additional Benchmark ^{##} (Rs).	1,12,58,946	48,87,109	18,05,099	10,91,651	7,28,382	3,75,662	1,21,038
Additional Benchmark Returns (Annualised)(%)^{##}	11.64%	12.31%	7.92%	7.37%	7.69%	2.79%	1.61%

*Past performance may or may not be sustained in the future. #Nifty 500 Index ## Nifty 50 Index. Assuming Rs. 10,000 invested systematically on the first Business Day of every month over a period of time. CAGR returns are computed after accounting for the cash flow by using XIRR method (investment internal rate of return) for Regular Plan - Growth Option. Load is not taken into consideration for computation of performance. The above investment simulation is for illustrative purposes only and should not be construed as a promise on minimum returns and safeguard of capital. The AMC/Mutual Fund is not guaranteeing or promising or forecasting any returns.

Scheme Performance Summary

Scheme	Inception Dates	NAV as on 30 Dec 2016	Discrete Returns in %				Value of investment of Rs. 10,000 Since Inception
			31 Dec 2015 to 30 Dec 2016	31 Dec 2014 to 31 Dec 2015	31 Dec 2013 to 31 Dec 2014	Since Inception CAGR (in%)	
HDFC Equity Fund	1/Jan/95	476.907	7.26	-5.09	53.77	19.19	4,76,907
Nifty 500 Index ¹			3.84	-0.72	37.82	9.23	69,828
Nifty 50 Index ²			3.01	-4.06	31.39	NA	NA
Other Funds Managed by Prashant Jain, Fund Manager of HDFC Equity Fund							
HDFC Top 200 Fund^{\$}	11/Oct/96	351.499	8.52	-6.09	46.52	20.41	4,28,585
S&P BSE 200 ¹			3.95	-1.48	35.47	12.68	1,11,977
S&P BSE SENSEX ²			1.95	-5.03	29.89	11.11	84,247
HDFC Prudence Fund^{\$@}	1/Feb/94	409.698	9.43	0.29	51.76	18.90	5,29,523
CRISIL Balanced Fund Index ¹			6.66	0.48	25.34	NA	NA
Nifty 50 Index ²			3.01	-4.06	31.39	8.62	66,555
HDFC Infrastructure Fund[#]	10/Mar/08	15.655	-1.92	-2.52	73.90	5.22	15,655
Nifty 500 Index ¹			3.84	-0.72	37.82	6.75	17,777
Nifty 50 Index ²			3.01	-4.06	31.39	6.24	17,052
HDFC MIP Long Term Plan^{^+}	26/Dec/03	39.984	12.97	3.84	24.87	11.23	39,984
CRISIL MIP Blended Fund Index ¹			11.55	6.79	16.83	7.97	27,130
Nifty 50 Index ²			14.97	7.39	14.14	5.83	20,907

Past performance may or may not be sustained in the future. Returns greater than 1 year period are compounded annualised (CAGR). The above returns are of regular plan - growth option. \$All dividends declared prior to the splitting of the Scheme into Dividend & Growth Options are assumed to be reinvested in the units of the Scheme at the then prevailing NAV (ex-dividend NAV). #The Scheme is co-managed by Prashant Jain and Srinivas Rao Ravuri. +The Scheme is co-managed by Prashant Jain (Equities) and Shobhit Mehrotra (Debt). @Scheme performance may not strictly be comparable with that of its Additional Benchmark in view of balanced nature of the scheme where a portion of scheme's investments are made in debt instruments. ^Scheme performance may not strictly be comparable with that of its Additional Benchmark in view of hybrid nature of the scheme where a portion of scheme's investments are made in equity instruments. 1. Benchmark 2. Additional Benchmark

Scheme Facts

Type of Scheme	Open-ended Growth Scheme
Inception Date (Date of allotment)	January 1, 1995
Investment Objective	To achieve capital appreciation
Fund Manager ^{\$}	Prashant Jain
Plans	Direct Plan, Regular Plan
Options	Under Each Plan: Growth and Dividend. The Dividend Option offers Dividend Payout and Reinvestment facility.
Minimum Application Amount (Under Each Plan/Option)	Purchase: Rs 5,000 and any amount thereafter Additional Purchase: Rs 1,000 and any amount thereafter
Load Structure	<p>Entry Load:</p> <ul style="list-style-type: none"> Not Applicable. Upfront commission shall be paid directly by the investor to the ARN Holder (AMFI registered Distributor) based on the investors' assessment of various factors including the service rendered by the ARN Holder. <p>Exit Load:</p> <ul style="list-style-type: none"> In respect of each purchase/switch-in of units, an exit load of 1.00% is payable if units are redeemed/switched-out within 1 year from the date of allotment. No exit load is payable if units are redeemed/switched out after 1 year from the date of allotment. In case of systematic transactions exit Load, if any, prevailing on the date of enrolment shall be levied in the Scheme. <p>For further details on load structure, please refer to the Scheme Information Document/Key Information Memorandum of the Scheme.</p>
Benchmark	Nifty 500 Index

^{\$}Dedicated Fund Manager for Overseas Investments: Mr. Rakesh Vyas.

Asset Allocation Pattern

Under normal circumstances, the asset allocation of the scheme's portfolio will be as follows

Types of Instruments	Normal Allocation (% of Net Assets)	Risk Profile
Equities & Equity related instruments	80 - 100	Medium to High
Debt and money market instruments*	0 – 20	Low to medium

*Investment in Securitised debt, if undertaken, would not exceed 20% of the net assets of the Scheme.

The scheme may seek investment opportunity in the ADR/GDR/Foreign Equity and Debt Securities (max. 40% of net assets) subject to SEBI (Mutual Funds) Regulations, 1996. The scheme may use derivatives mainly for the purpose of hedging and portfolio balancing (max 25% of net assets) based on the opportunities available subject to SEBI (Mutual Funds) Regulations, 1996.

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MUTUAL FUND INVESTMENTS ARE SUBJECT TO MARKET RISKS, READ ALL SCHEME RELATED DOCUMENTS CAREFULLY.

Thank You