

Principal SMART Equity Fund (An open-ended equity scheme)

FUND FEATURES

QAAUM (For the period April to June 2015): ₹ 81.03 crore

NAV per unit (As on June 30, 2015)

	Direct Plan	Regular Plan
Growth Option :	₹ 16.94	₹ 16.61
Dividend Option (Half yearly) :	₹ 16.16	₹ 15.04

INVESTMENT OBJECTIVE: The primary objective of the scheme is to seek to generate long term capital appreciation with relatively lower volatility through systematic allocation of funds into equity; and in debt / money market instruments for defensive purposes. The Scheme will decide on allocation of funds into equity assets based on equity market Price Earning Ratio (PE Ratio) levels. When the markets become expensive in terms of 'Price to Earnings' Ratio; the Scheme will reduce its allocation to equities and move assets into debt and/or money market instruments and vice versa.

DIVIDEND UPDATE

Date	Regular Plan		Direct Plan	
	Dividend (₹/Unit)*	Cum Dividend NAV	Dividend (₹/Unit)*	Cum Dividend NAV
June 24, 2015	0.2500	15.25	0.3200	16.37
December 29, 2014	1.2900	16.13	0.5100	16.38

Past performance may or may not be sustained in the future. * On face value of ₹ 10.
Note: All Dividend (₹/Unit) figures are Gross Dividend.

RATIOS & OTHER DETAILS (As on June 30, 2015)

Standard Deviation [^] (Annualised)	11.93%
Beta [^]	1.08
Sharpe Ratio [^] (Annualised)	0.91
Portfolio Turnover Ratio ^{**}	0.87
Expense Ratio (Regular Plan) [#] +	2.66%

Note: [^] The above measures have been calculated by taking rolling returns for a 3 year period with 7.6851% risk free rate of return (91 days - T Bill Rate as on June 24, 2015).

^{**} 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.

[#] Calculated as year to date ratio to average AUM.

+ Direct Plan shall have a lower expense ratio excluding distribution expenses, commission, etc. and no commission for distribution of Units will be paid / charged under the Direct Plan.

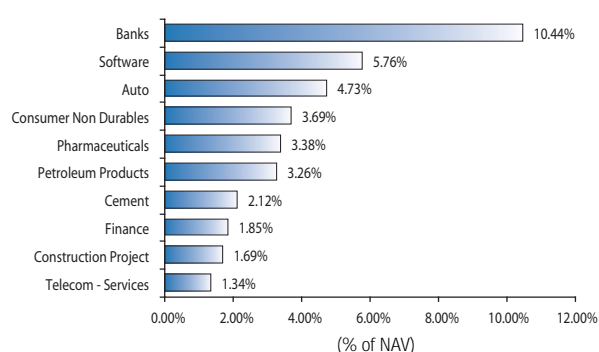
PORTFOLIO (As on June 30, 2015)

Instrument	Industry/ Rating	% of NAV	% of NAV Derivatives
Equity		43.09	
HDFC Bank	Banks	2.84	
Tata Motors	Auto	2.63	
Infosys	Software	2.35	
ICICI Bank	Banks	2.30	
Housing Development Finance Corpn.	Finance	1.85	
Larsen & Toubro	Construction Project	1.69	
Tata Consultancy Services	Software	1.65	
Axis Bank	Banks	1.65	
Divi's Laboratories	Pharmaceuticals	1.44	
HCL Technologies	Software	1.33	
Britannia Industries	Consumer Non Durables	1.33	
Maruti Suzuki India	Auto	1.24	
Reliance Industries	Petroleum Products	1.21	
Bharat Petroleum Corporation	Petroleum Products	1.14	
Shree Cements	Cement	1.08	
Motherson Sumi Systems	Auto Ancillaries	1.05	
State Bank of India	Banks	1.02	
ITC	Consumer Non Durables	0.94	
Hindustan Petroleum Corporation	Petroleum Products	0.91	
IndusInd Bank	Banks	0.91	
Yes Bank	Banks	0.83	
Abbott India	Pharmaceuticals	0.71	

Kotak Mahindra Bank	Banks	0.71
Adani Ports & Special Economic Zone	Transportation	0.68
Idea Cellular	Telecom - Services	0.66
UltraTech Cement	Cement	0.65
Dish TV India	Media & Entertainment	0.63
Colgate Palmolive (India)	Consumer Non Durables	0.60
Aditya Birla Nuvo	Services	0.58
Asian Paints	Consumer Non Durables	0.56
Bajaj Auto	Auto	0.53
Coal India	Minerals/Mining	0.53
Dr. Reddy's Laboratories	Pharmaceuticals	0.43
Hexaware Technologies	Software	0.43
Tata Communications	Telecom - Services	0.42
Aurobindo Pharma	Pharmaceuticals	0.41
Century Textiles & Industries	Cement	0.39
National Aluminium Company	Non - Ferrous Metals	0.39
Cipla	Pharmaceuticals	0.39
Alstom T&D India	Industrial Capital Goods	0.34
Tata Motors - A Class	Auto	0.33
D.B.Corp	Media & Entertainment	0.32
The Indian Hotels Company	Hotels, Resorts & Other Recreational Activities	0.30
Bharti Airtel	Telecom - Services	0.26
Kaveri Seed Company	Consumer Non Durables	0.26
Bank of Baroda	Banks	0.18
Cash Future Arbitrage		35.80 -35.81

Tata Consultancy Services	Software	1.28
Tata Consultancy Services Jul 2015	Stock Futures	-1.29
Hindustan Petroleum Corporation	Petroleum Products	1.55
Hindustan Petroleum Corpn. Jul 2015	Stock Futures	-1.56
Tata Steel	Ferrous Metals	2.02
Tata Steel Jul 2015	Stock Futures	-1.97
Tata Motors - A Class	Auto	3.17
Tata Motors - A Class Jul 2015	Stock Futures	-3.19
Wipro	Software	4.17
Wipro Jul 2015	Stock Futures	-4.12
Maruti Suzuki India	Auto	4.22
Maruti Suzuki India Jul 2015	Stock Futures	-4.24
Coal India	Minerals/Mining	4.48
Coal India Jul 2015	Stock Futures	-4.50
HDFC Bank	Banks	6.62
HDFC Bank Jul 2015	Stock Futures	-6.60
Reliance Industries	Petroleum Products	8.30
Reliance Industries Jul 2015	Stock Futures	-8.34
Commercial Paper		3.97
KEC International	A1	3.97
Investment Funds/Mutual Funds		10.64
Principal Cash Management Fund - Direct Plan- Growth Option	Mutual Funds	10.64
Cash and Other Assets		6.51
Net Assets		100.00

SECTOR ALLOCATION OF EQUITY INSTRUMENTS (TOP 10) (As on June 30, 2015)



The chart represents the unhedged equities positions only.