



"Sensitivity: Public"

Service

Discipline

Prudence

Fair play

Honesty

Sundaram Global Brand Fund

April 2026



Integrity

Humility

Openness

Relationships

AN OPPORTUNITY FOR INVESTORS TO OWN A **HIGH QUALITY** PORTFOLIO OF INTERNATIONAL EQUITIES

Sundaram Global Brand Fund – Highlights



Unique portfolio investing in listed equities of 30 leading global brands

- Global household names
- Leaders in their sphere of business
- Business spanning the globe and categories
- Ability to sustain pricing power across economic cycles
- Generate durable cash flows
- Beneficiary of the global aspiration to buy more branded goods as disposable income rises



Fund portfolio available at reasonable valuations

- 2027 weighted estimated PER of 17.9x
- 18.6% average annual earnings growth over 2026 and 2027
- 30.9% 2027 estimated average RoE
- 2.4% 2027 estimated dividend yield

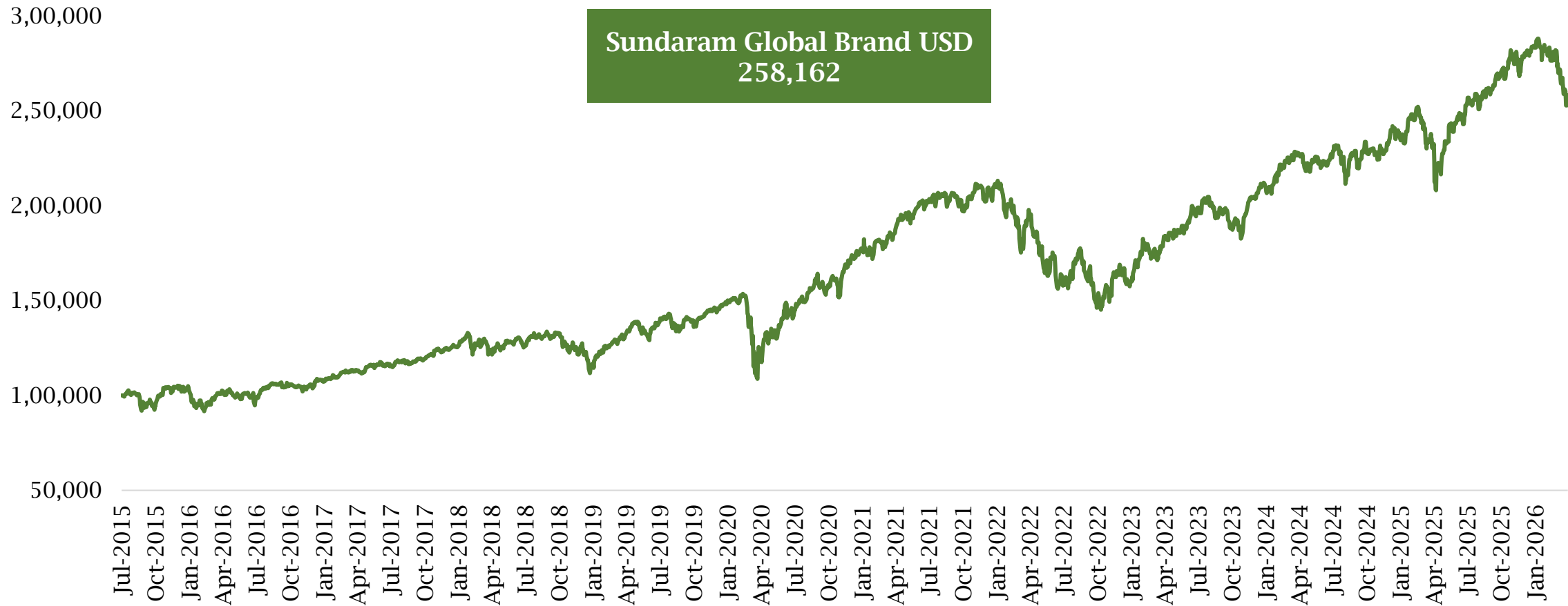


Strong performance

- The fund has generated an annualized return of 9.0% in USD terms since inception*

*Fund inception date: July 01, 2015. Performance details provided are net of fees for the Cornerstone unit class and include dividends paid out. Performance greater than one year on a compounded annualized basis. Past performance may or may not be sustained in the future.
Performance as of March 31, 2026.

Sundaram Global Brand Fund – Value of US\$100,000 invested at launch



Data is as of the Cornerstone Class and includes dividends paid out. Past performance may or may not be sustained in future.
Inception Date: July 01, 2015; **Source:** Bloomberg. Analysis: In-house & as of March 31, 2026

Performance of Sundaram Global Brand Fund

Period	% USD Returns		
	Fund	MSCI ACWI	Excess Return
1 Month	-8.3	-7.2	-1.1
Year to Date	-9.0	-3.2	-5.8
1 Year	11.5	20.0	-8.5
3 Year	11.1	16.6	-5.4
5 Years	6.0	9.5	-3.5
Since Inception*	8.4	9.9	-1.5

Performance for the Classic Class in USD inclusive of dividends paid out. Performance greater than one year is on compounded annualised basis. Past performance may or may not be sustained in the future. Performance as of March 31, 2026.

*Inception Date: 01 July 2015

Source: Bloomberg and Inhouse

Dividend History of Sundaram Global Brand Fund

Year	Distribution
2025	USD 6.2 cents per unit*
2024	USD 4.5 cents per unit
2023	USD 5.3 cents per unit
2022	USD 3 cents per unit
2021	USD 15 cents per unit
2020	USD 6 cents per unit
2019	USD 20 cents per unit
2018	USD 17 cents per unit
2017	USD 6 cents per unit
2016	USD 3 cents per unit

*Dividend distribution pertains to Classic class.

Portfolio construction overview



Extensive back testing of data from **2002** has led to the development of a **proprietary portfolio allocation and re-balancing methodology**



A list of **50 leading brands** will be created using publicly available annual rankings of leading brand rating agencies such as **Interbrand, BrandZ, Forbes**

Methodologies Adopted

Agencies	Financial Analysis	Brand Strength Analysis	Brand Loyalty Analysis
Interbrand	✓	✓	✓
BrandZ	✓	✓	✓
Forbes	✓	At industry level	✗

Brand rating process



Financial analysis

- Measure economic profits
- Forecast future values over 5 years and arrive at terminal value
- Capital charge - Reference to Industry weighted average cost of capital

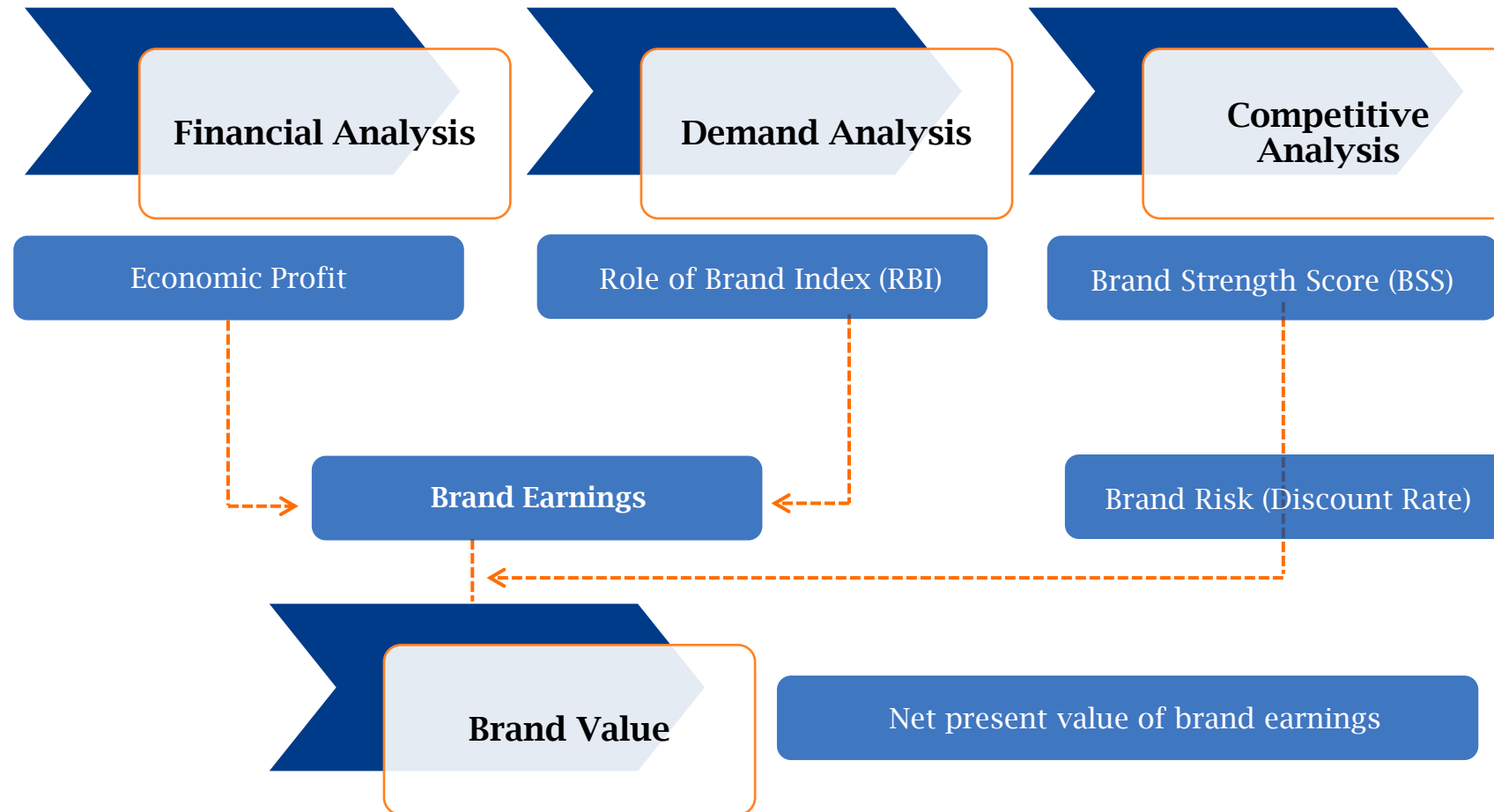
Demand analysis

- Role of Brand Index (RBI)
- Determined by:
 - Primary research
 - Review of historical roles of brand for companies in that industry
 - Expert panel assessment

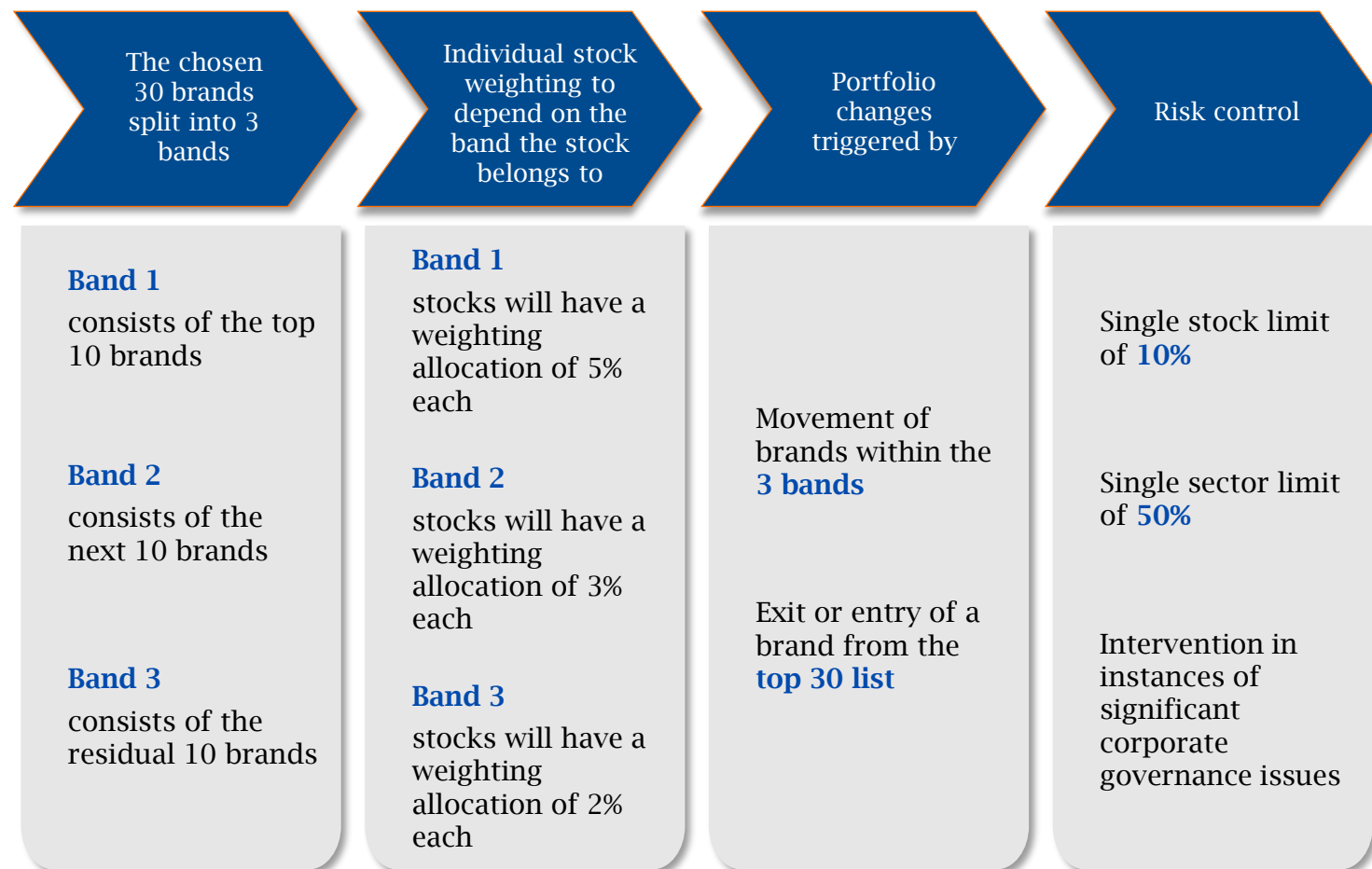
Competitive analysis

- Brand strength Score (measures the ability of the brand to create loyalty)
- Score from 1-100
- Evaluation across 10 key factors
- Performance on these factors is judged relative to other brands in the industry
- Proprietary formula used to connect the Brand Strength Score to a brand-specific discount rate
- Rate is used to discount brand earnings back to a present value

An example of brand valuation methodology



Investment process



Portfolio will consist of listed equities of **30 leading global brands**

Preference for brands with geographically diversified revenues to reduce portfolio risk

Band 1
consists of the top 10 brands

Band 2
consists of the next 10 brands

Band 3
consists of the residual 10 brands

Band 1
stocks will have a weighting allocation of 5% each

Band 2
stocks will have a weighting allocation of 3% each

Band 3
stocks will have a weighting allocation of 2% each

Movement of brands within the **3 bands**

Exit or entry of a brand from the **top 30 list**

Single stock limit of **10%**

Single sector limit of **50%**

Intervention in instances of significant corporate governance issues

Why are brands important?

Great brands develop a competitive moat through brand loyalty which enable them to:

Span categories

Span borders

Sustain pricing power across
economic cycles

Result in durable cash flows and
strong balance sheet

Long queues at Apple's stores during new product launch



Why are brands important from an investment standpoint?



Strong
brand

Competitive
advantage

Superior
earnings

Premium
sustainable
valuation

Why are brands important?

Strong competitive positioning leads to exceptional returns for stakeholders

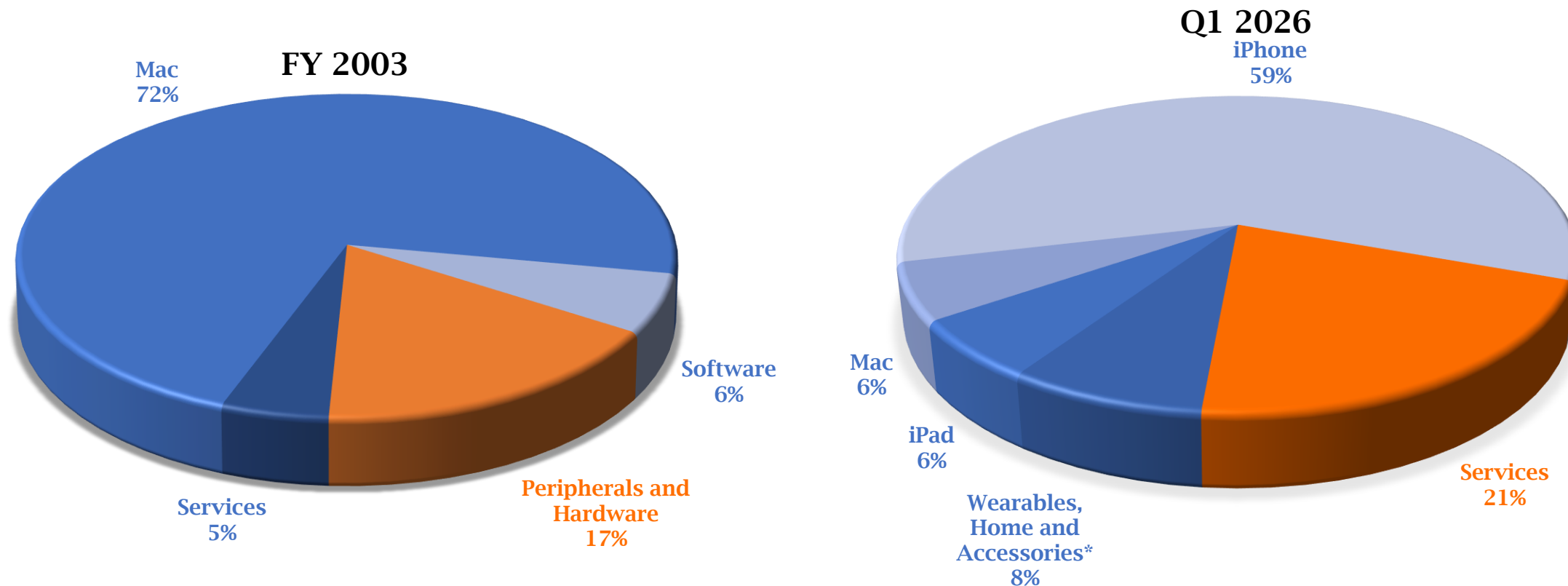
Name	Sales (USD Bn)		Growth	Net Income (USD Bn)		Growth	Market Cap (USD Bn)		Growth	RoE 2025
	2020	2025		2020	2025		Mar-21	Mar-26		
Apple Inc	274.5	416.2	52%	57.4	112.0	95%	2050.7	3725.9	82%	171.4
Alphabet Inc - Class A	161.9	339.9	110%	34.3	94.3	174%	1392.6	3474.5	150%	35.7
Microsoft Corp	143.0	281.7	97%	44.3	101.8	130%	1778.2	2748.7	55%	33.3
Hermes International	7.3	18.1	148%	1.6	5.1	223%	117.1	196.0	67%	25.0
SAP	31.2	41.6	33%	5.9	8.3	41%	150.7	208.3	38%	16.3
MSCI ACWI Index									36%	

Sales and Net Income data as of CY 2020 and all above CY 2025 data is based on last 12 Months ending September 2025.

Market Cap data as of March 31, 2021 and of March 31, 2026

Source: Bloomberg and in-house analysis

Apple as an example

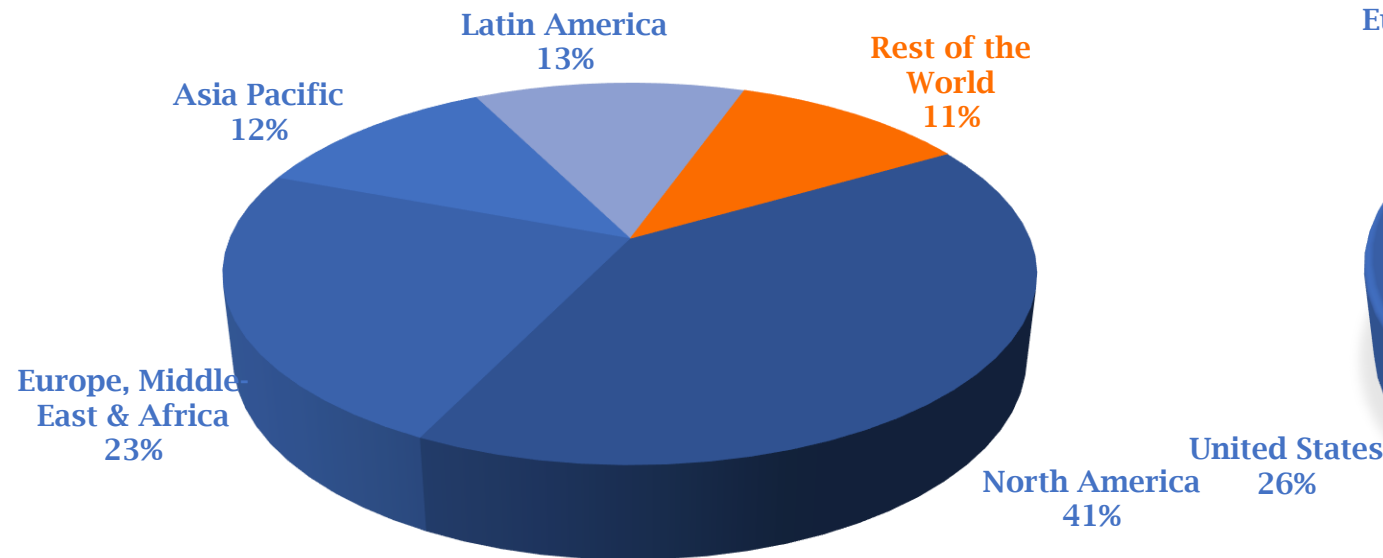


Apple started with Mac and pivoted away over the years to durable product categories which benefitted from brand loyalty towards Mac

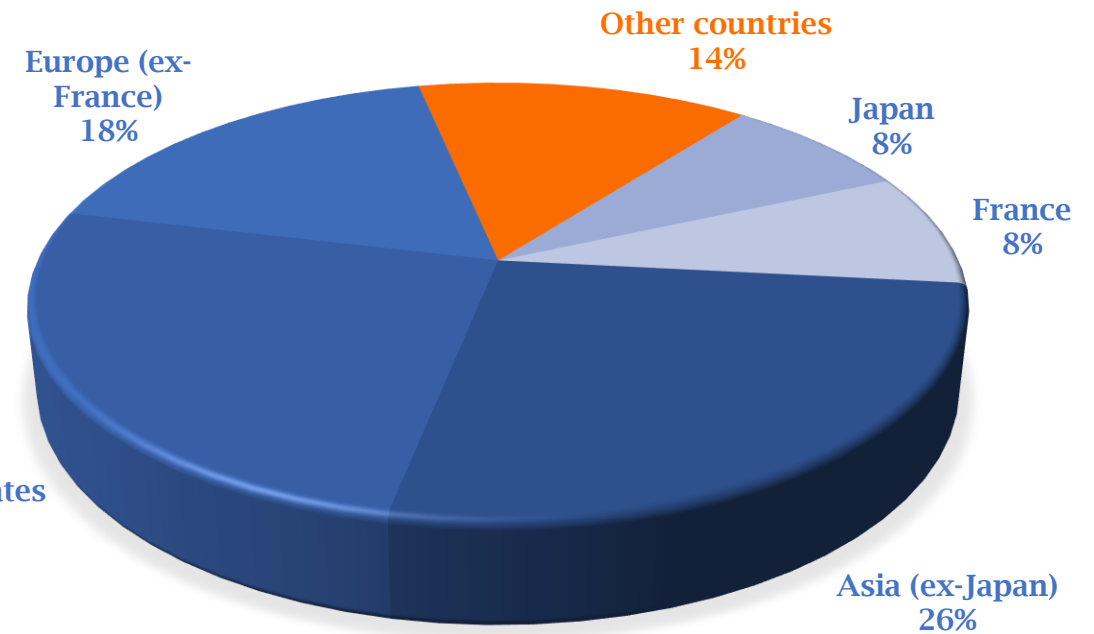
*includes sales of AirPods, Apple TV, Apple Watch, Beats products, HomePod, iPod touch and Apple-branded and third-party accessories
Source: Bloomberg and in-house analysis

Well diversified spread of business across geographies

Coca-Cola Revenue (9M 2025)



LVMH Revenue (FY 2025)



Source: Bloomberg and in-house analysis

Cash-rich companies form a good portion of the portfolio

Nearly 33% of the portfolio companies are in net cash position

Top Holdings	Net Debt/Equity (x)	Net Cash available (USD Bn)
Samsung Electronics	(23.1)	69.7
Toyota Motor Corp	(27.9)	68.7
Alphabet Inc	(15.4)	63.9
NVIDIA Corp	(32.5)	51.1
Mercedes-Benz Group AG	(25.9)	28.6

Source: Bloomberg and in-house analysis, as of quarter ending March 2026.

Cash creates shareholder value – Strategic acquisitions

META

- Meta has been on a spree of acquisitions in the last decade which includes three VR based studios - Camouflaj, Armature Studio, and Twisted Pixel Studios in 2022
- Kustomer - \$1 Bn in 2020
- WhatsApp - \$19 Bn in 2014
- Oculus VR - \$2 Bn in 2014
- Onavo - \$200 Mn in 2013
- Instagram - \$1 Bn in 2012
- Beluga - Undisclosed sum in 2011
- To accelerate its AI ambitions, it has announced plans to acquire 49% in Scale AI, which is expected to strengthen its LLM and Generative AI stack by leveraging Scale's data-labeling and model evaluation capabilities.

LVMH

- LVMH acquired Tiffany, the global luxury jeweler, in 2021 at \$15.8 Bn

MICROSOFT

- Microsoft has completed its largest ever acquisition of Activision Blizzard in October 2023, worth USD 69bn. This will enable the giant to be one of the Top 3 Gaming Companies by Revenue.
- \$10 billion in OpenAI-amassed >1 million users within days, sparking off a debate over the role of AI in the workplace.

CISCO

- Cisco announced its biggest ever acquisition of Splunk, a cybersecurity and data analytics firm for USD 28bn in September 2023. This offers synergies for the company in cyber security and observability and delivering steady streams of annual recurring revenue.

WALT DISNEY

- Disney has announced its acquisition of 70% stake in Fubo, a leading live sports streaming company. This will be merged with its existing operations of Hulu+ Live TV, which would make the combined entity the 2nd largest online pay-TV provider in North America, with 6.2 mn+ subscribers and USD 6bn+ revenue, after YouTube TV.

Cash creates shareholder value – Strategic acquisitions

PEPSICO

- PepsiCo has completed its acquisition of 10-year-old Siete Foods, a fast-growing Mexican American snack maker, for USD 1.2 bn.
- This marks the beverage giant's first food acquisition in five years to enhance its footprint in health-friendly snacks, especially Mexican-focused.
- It has also acquired Poppi for ~ USD 2bn, which gives it a strong foothold in the prebiotic soda market.

SAP

- SAP has acquired WalkMe, a leading digital adoption platform (DAP) for USD 1.5bn.
- This helps SAP to address the industry's pain point of user adoption and engagement in enterprise software and also to integrate the AI capabilities to provide context-aware guidance and suggestions to streamline workflows

UPS

- Kering has acquired a 30% stake in Valentino (an Italian luxury fashion label) for USD 1.9bn in July 2023, with an option to fully own the company by 2028.

SAMSUNG

- Samsung has increased its stake from 10.2% to 35% in Korea-based Rainbow Robotics for USD 181 Mn, which specialises in service bots and humanoids
- This enables the chaebol to combine its AI and software capabilities with Rainbow's prowess in robotics to accelerate development of intelligent advanced humanoids.
- Its subsidiary Harman will acquire ZF Group's ADAS business for EUR 1.5bn, a move expected to enhance Harman's infotainment portfolio and offer an integrated SDV platform.

Cash creates shareholder value – Strategic acquisitions

ALPHABET

- Announced its largest-ever deal to acquire Wiz for USD 32bn.
- This will integrate Wiz's cloud-native security solutions with Google Cloud's infrastructure, delivering unified security across multicloud environments and unlocking significant cross-selling opportunities.

ADOBE

- Announced its Semrush acquisition for \$1.9bn.
- This deal will embed Semrush's SEO analytics into Adobe Experience Cloud, creating a unified marketing suite and strengthens Adobe's competitive edge in MarTech.

ALLIANZ

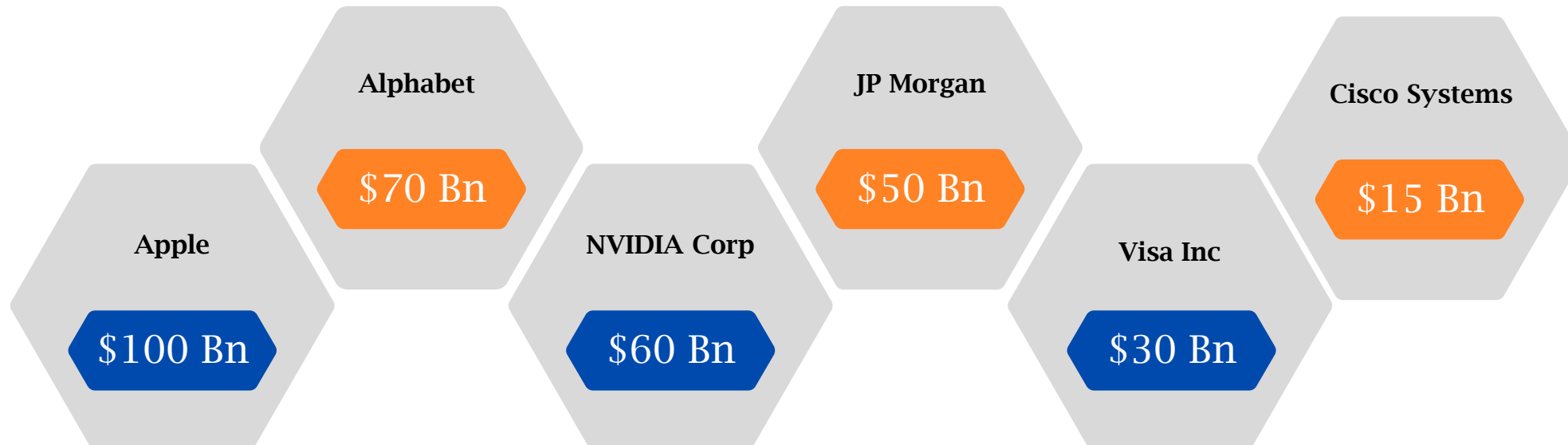
- Together with a consortium, announced an investment in Viridium Group for EUR 3.5bn from Cinven.
- This adds scale in closed-book life insurance, unlocking operational efficiencies, while shared platforms reduce cost per policy and improve capital optimization.

SONY GROUP

- Announced acquisition of a 41% stake in Peanuts Holdings for USD 457mn.
- This will strengthen Sony's IP portfolio for cross-media monetization across films, streaming, gaming and merchandise, while leveraging Sony Music & Pictures for global brand expansion.

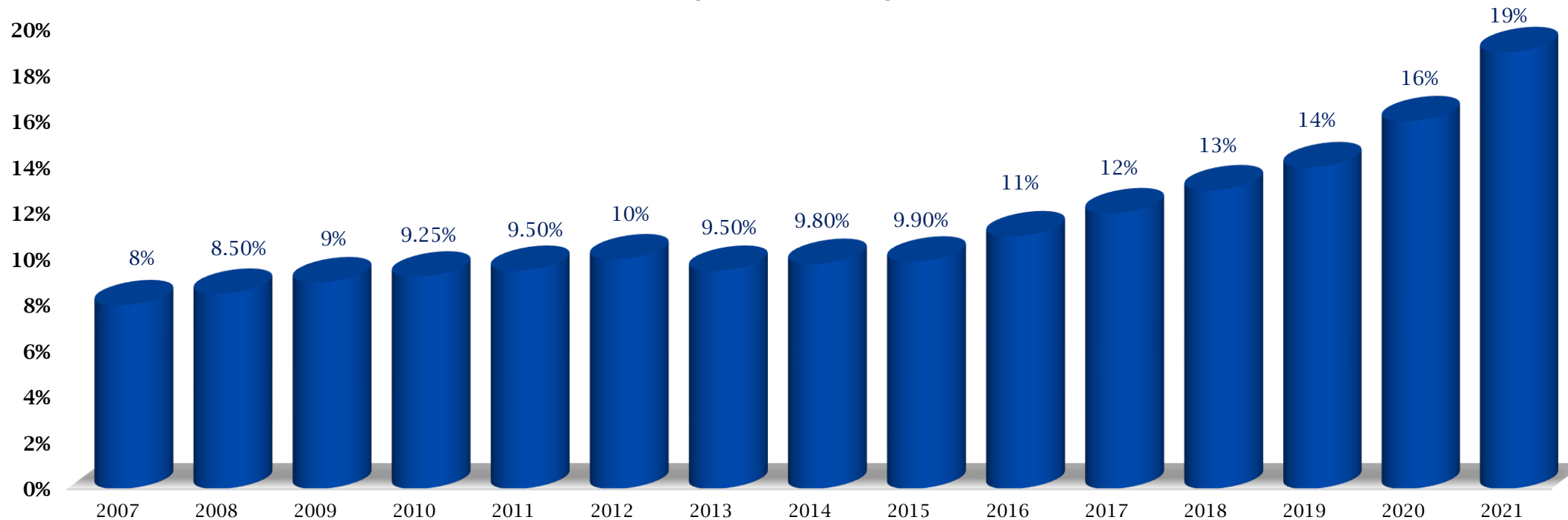
Cash creates shareholder value – Consistent share buybacks

Share Buybacks in 2025



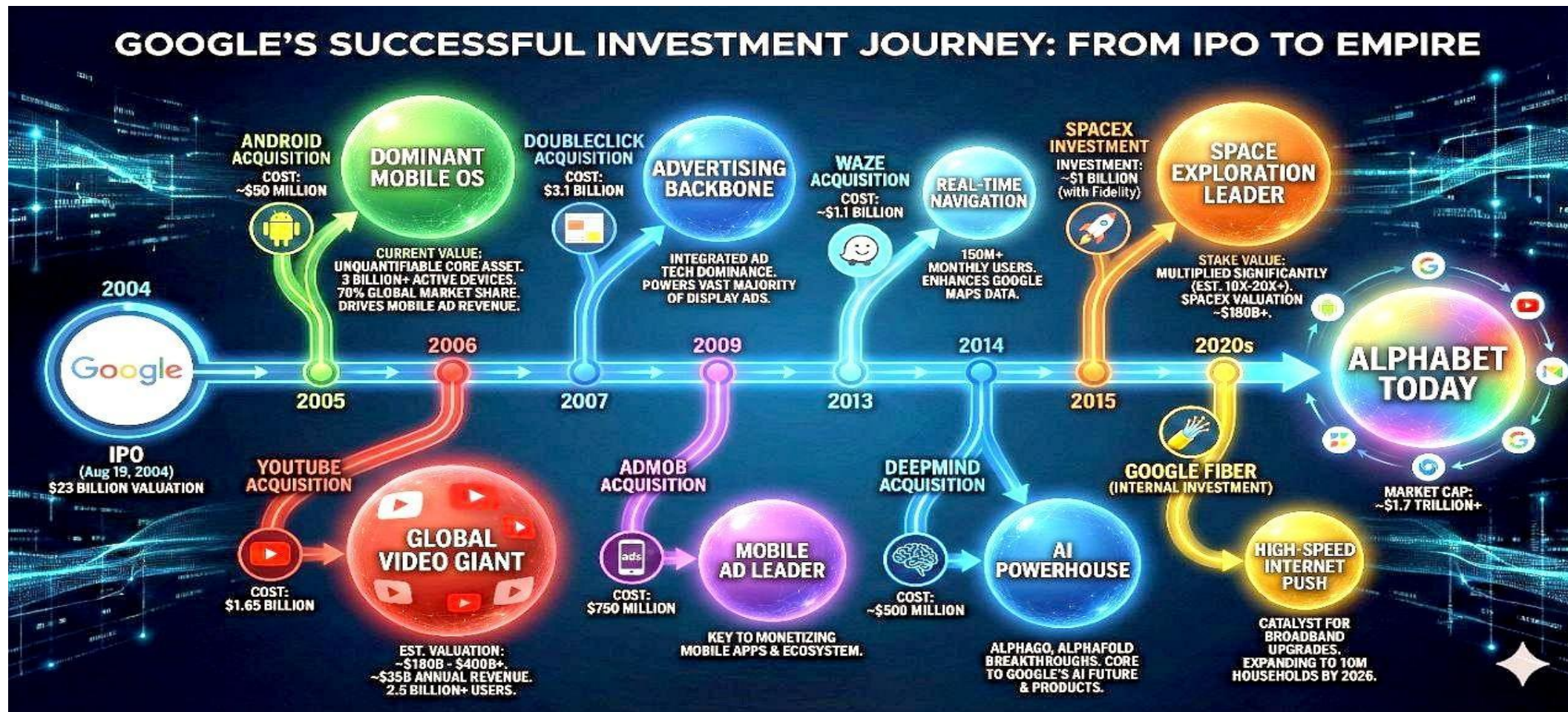
When the going gets tough, the tough get going

LVMH's share of the personal luxury goods market
(excluding Selective Retailing Division)

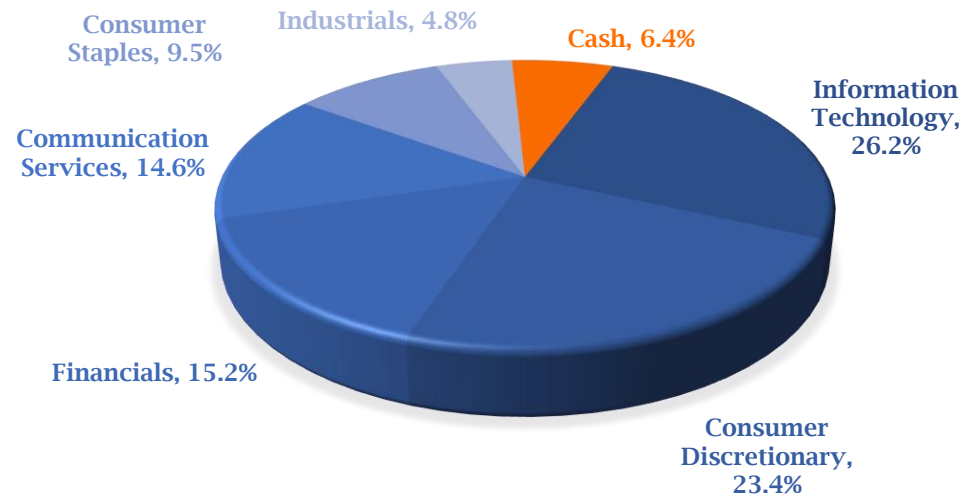
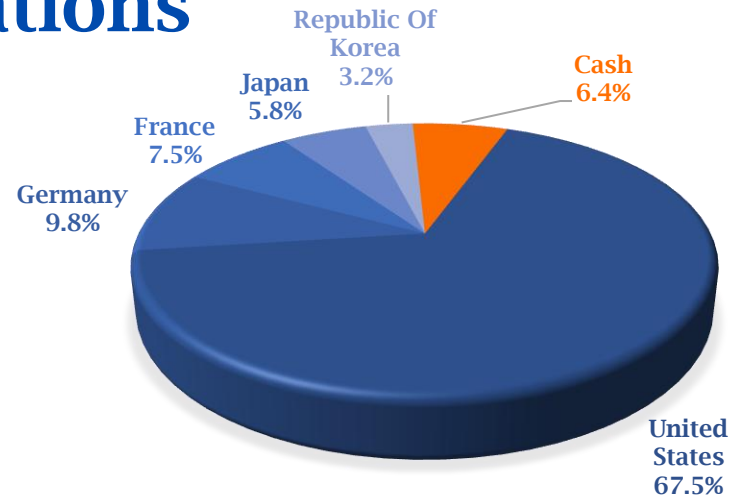


Source: Bain & Company, Morgan Stanley Research

Brands are able to reinvent themselves



Current portfolio – Well diversified & reasonable valuations



S.No	Name	Weight (%)
1	JPMorgan Chase & Co	5.8
2	Alphabet Inc	5.5
3	Coca-Cola Co	5.5
4	Amazon.com Inc	5.0
5	Microsoft Corp	4.8
6	Allianz SE	4.6
7	Apple Inc	4.1
8	PepsiCo Inc	4.0
9	LVMH Moet Hennessy Louis Vuitton	3.9
10	Meta Platforms Inc	3.9
TOTAL		47.1

As of March 31, 2026.

Top 10 holdings – Valuation metrics

Top Holdings	P/E (x)		Earnings Growth (%)		ROE (%)		Dividend Yield (%)	
	FY 2026	FY 2027	FY 2026	FY 2027	FY 2026	FY 2027	FY 2026	FY 2027
JPMorgan Chase & Co	13.7	12.7	6.0	7.8	17.1	16.6	2.6	2.8
Alphabet Inc	24.7	21.2	7.5	16.7	28.6	28.8	0.2	0.4
Coca-Cola Co	23.5	22.0	7.7	7.1	38.2	35.3	3.1	3.3
Amazon.com Inc	27.0	22.3	7.7	20.9	18.9	15.6		
Microsoft Corp	21.9	19.5	24.0	12.4	25.8	25.2	1.2	1.3
Allianz SE	11.8	10.9	6.6	7.9	18.2	17.4	5.8	6.2
Apple Inc	29.8	27.1	14.1	10.2	111.4	127.0	0.5	0.5
PepsiCo Inc	18.0	16.9	5.8	6.6	48.3	49.7	4.2	4.3
LVMH Moet Hennessy Louis Vuitton	20.1	17.5	5.4	15.2	17.5	17.9	3.4	3.9
Meta Platforms Inc	19.3	16.6	26.1	16.5	22.6	21.3	0.4	0.5
Portfolio	21.0	17.9	20.3	16.9	31.0	30.9	2.3	2.4

Source: Bloomberg and in-house analysis, as of March 31, 2026

Sundaram Global Brand Fund – Historical 1-year forward valuation of the portfolio



Source: In-house analysis; Portfolio as of end March 2026.

Sundaram Global Brand Fund – Ratios and valuations

Parameter	Fund
Alpha	-1.4
Correlation	0.96
Tracking Error	4.44
Information Ratio	-0.33
Turnover (%)	2.1

Parameter	Fund	MSCI ACWI-TR
Standard Deviation	15.1	14.7
Beta	1.0	-
Sharpe Ratio	0.4	0.5
Sortino Ratio	0.6	0.8

Parameter	Fund
FY 26 P/E (x)	21.0
FY 27 P/E(x)	17.9
FY 26 EPS Growth (%)	20.3
FY 27 EPS Growth (%)	16.9
FY27 RoE (%)	30.9

Risk-Return Metrics are based on month end NAVs; since launch and have been annualized.
 Turnover ratio is for 6 moths ended December 31, 2025 and in %. All other data as of March 31, 2026.
 Source: Bloomberg and In House Analysis.
 Past performance may not be sustained in future.

Climate Risk Metrics

Carbon Footprint

		Portfolio	Benchmark	Active
Allocation Base	EVIC			
Financed Carbon Emissions tons CO2e / USD M invested Investor Allocation: EVIC	Scope 1+2	9.2	40.8	-77.6%
	Scope 3 – upstream	86.3	79.6	8.5%
	Scope 3 – downstream	80.0	215.4	-62.8%
Total Financed Carbon Emissions tons CO2e Investor Allocation: EVIC	Scope 1+2	574.8	2,562.6	-77.6%
	Scope 3 – upstream	5,419.5	4,995.6	8.5%
	Scope 3 – downstream	5,024.5	13,522.2	-62.8%
Financed Carbon Intensity tons CO2e / USD M sales Investor Allocation: EVIC	Scope 1+2	30.6	134.3	-77.2%
	Scope 3 – upstream	283.1	261.2	8.4%
	Scope 3 – downstream	262.5	707.0	-62.9%
Weighted Average Carbon Intensity				
Corporate constituents tons CO2e / USD M sales	Scope 1+2	20.3	110.4	-81.6%
	Scope 3 – upstream	256.6	245.3	4.6%
	Scope 3 – downstream	250.2	470.1	-46.8%
Sovereign constituents tons CO2e / USD M GDP nominal	GHG intensity	N/A	N/A	N/A

Climate Value at Risk

Selected Scenario : 2°C NGFS Disorderly

	2°C NGFS Disorderly		
	Portfolio	Benchmark	Active
Policy Climate Var (Scope 1,2,3)	-1.8%	-5.0%	3.2%
Technology Opportunities Climate VaR	0.1%	0.3%	-0.2%
Physical Climate VaR Aggressive	-1.2%	-2.2%	1.0%
Aggregated Climate VaR	-2.9%	-6.9%	4.0%

Reference benchmark: MSCI ACWI TRI

Source: MSCI

Data as of end December 2025.

The MSCI information is provided on an "as is" basis and the user of this information assumes the entire risk of any use made of this information. MSCI, each of its affiliates and each other person involved in or related to compiling, computing or creating any MSCI information (collectively, the "MSCI Parties") expressly disclaims all warranties (including, without limitation, any warranties of originality, accuracy, completeness, timeliness, noninfringement, merchantability and fitness for a particular purpose) with respect to this information. Without limiting any of the foregoing, in no event shall any MSCI Party have any liability for any direct, indirect, special, incidental, punitive, consequential (including, without limitation, lost profits) or any other damages. (www.msci.com)

Allocation base – EVIC



Appendix

Sundaram Asset Management

Key milestones of Sundaram Asset Management

1996	Sundaram Asset Management sponsored by Sundaram Finance and Newton Group
2002	Sundaram buys out Newton's stake on account of Mellon's acquisition of Newton
2006	Joint venture with BNP Paribas Asset Management (SF: 50.1%, BNPP: 49.9% stake)
2010	Sundaram Finance buys out BNP's stake on account of latter's Fortis acquisition
2012	SAM's Singapore subsidiary was granted fund management license by MAS

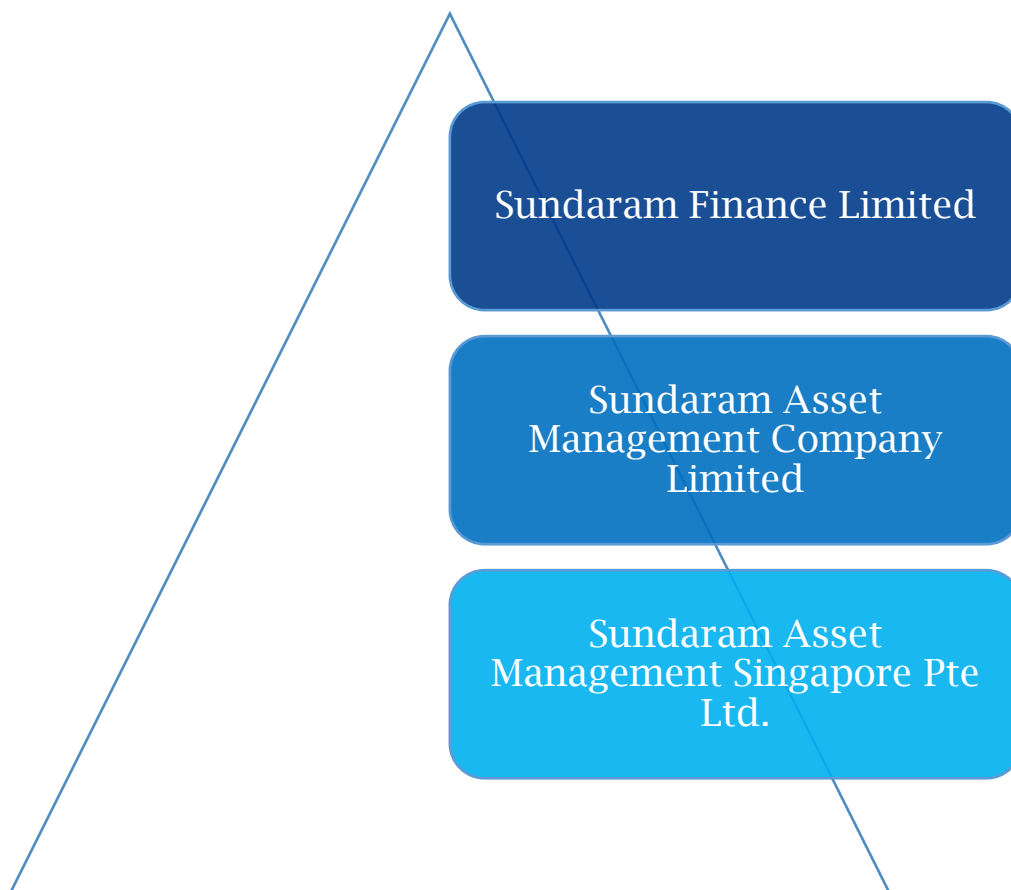


Retail Investor Base: *Over 1.9 million folios*

Manages offshore investments through its Singapore subsidiary, which has set up a unit trust investment platform in Singapore

- Headquartered in **Chennai** (India) with offices across India and in **Singapore** and **Dubai**
- **Wholly owned** by the well renowned Sundaram Finance Limited.
- **30 years of experience** in fund management and is among the pioneers in the Indian Fund Management industry with **assets under management of USD 8.3 billion as of March 31, 2026**.
- Expertise in **equities, fixed income and alternatives** in India with flagship funds ranked in top quartile.
- In-depth proprietary research comprising of an **experienced team of 32 investment professionals** spread over Chennai, Mumbai and Singapore.

Sundaram Asset Management – Group structure



Listed in India on the BSE and NSE
Regulated by the Reserve Bank of India
Vintage of 70 years

Regulated by the Securities Exchange Board of India (SEBI)
30-year track record in the Indian fund management
business

Wholly owned subsidiary (100%)

12-year MAS regulated Fund Management entity

Wholly owned subsidiary (100%)

Sundaram Finance Limited – Parent



- 01 Sundaram Finance Limited, incorporated in 1954, has grown today into one of the most trusted financial services groups in India.
- 02 Evolved from the legendary TVS group (Established in 1911), a diversified conglomerate and one of the largest manufacturer and distributor of auto components
- 03 Sundaram Finance, the flagship company of the Sundaram group is driving the financial services business of the group

Sundaram Finance Subsidiaries








Built significant reputation & goodwill over the decades

Key highlights:

-  **Pioneer** in the Leasing and Hire Purchase Business
-  **First NBFC** to be Listed - in 1972
-  Legacy of deep customer connect and loyalty with **80% renewal rate**
-  **Rated AAA** (for Deposits) by CRISIL and ICRA
-  Market Cap ~ **USD 5.2 billion** as on of March 31, 2026.
-  Market cap has grown at CAGR of **~21% (USD)** since listing

Sundaram Finance Group

	AUM (USD Billion)	Branches	Employees*	Customers
 SUNDARAM FINANCE[®] Enduring values. New age thinking.	6.5	748	7,589	646,779
 SUNDARAM MUTUAL — Sundaram Finance Group —	9.6	85	635	1,497,329
 SUNDARAM HOME — Sundaram Finance Group —	2.1	181	1,948	67,988
 ROYAL SUNDARAM INSURANCE — Sundaram Finance Group —	1.1	139	2,040	3,573,108
 SUNDARAM FINANCE GROUP[®] Enduring values. New age thinking.	19.3	1,153	12,212	5,785,204

*Includes off-roll employees;
 Data as of December 31, 2025

Sundaram AMC – Investment manager



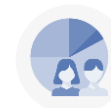
Track record and capabilities

- One of the earliest entrants in the Industry with **30 years** of track history.
- **First in the industry** to launch a fund in the midcap space.
- Flagship Fund - Sundaram Midcap Fund had been a consistent outperformer with a **CAGR of 21.8%** in USD terms (gross of fees), since its inception **23+ years ago**
- **Strong** in-house Research Team.
- Investment Philosophy - **Bottom up, research driven stock selection with a focus on long term growth prospects**



**AUM ~ USD 8.3 billion
as of March 31, 2026**

AUM has grown at a CAGR of 14.4% (INR) since 2014 (as of March 31, 2026)



Customers

- Managed over **5.0 million customer folios** since inception.
- **1.9 million** active customer folios.

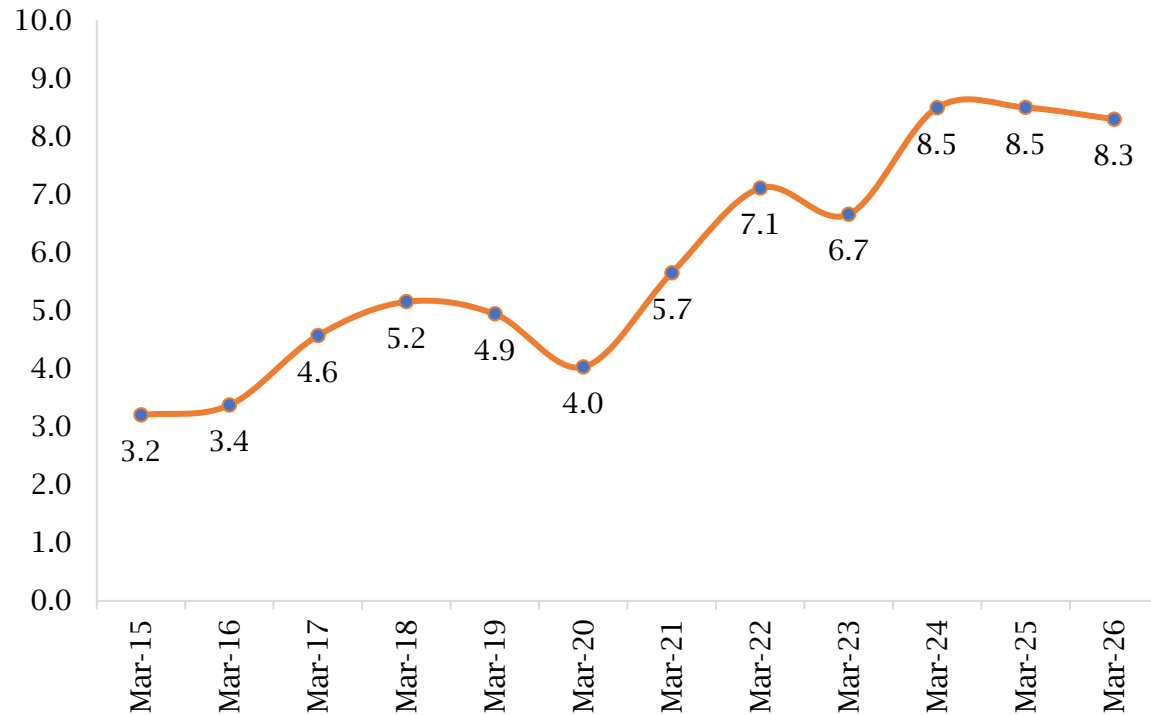


Distribution footprints

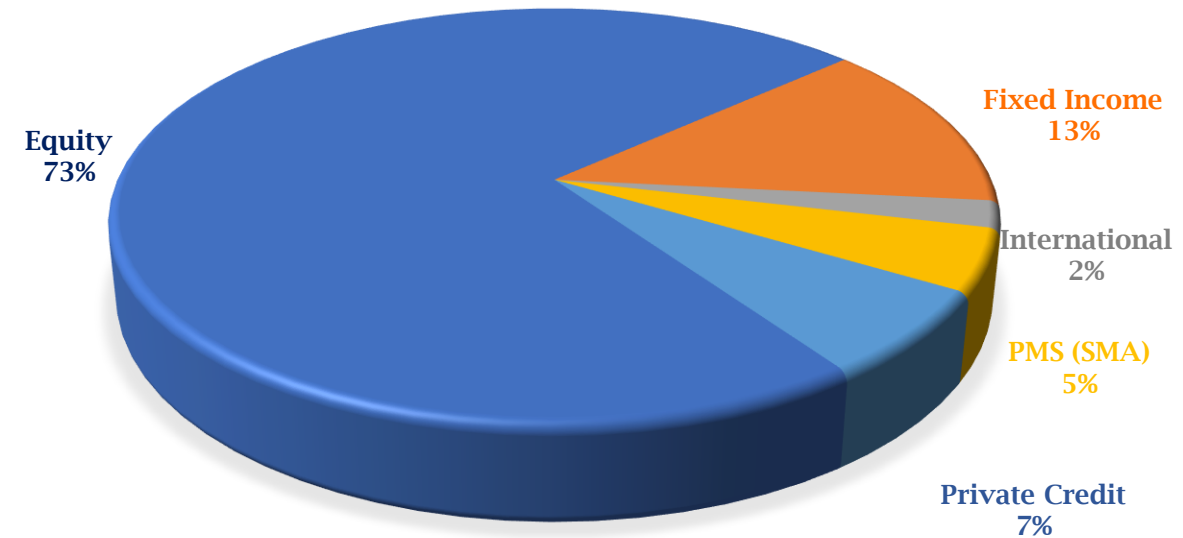
- Over **50,000 empaneled distributors**
- **80+ customer care centers** spread across **22 States**, with offices in Singapore and Dubai

Sundaram AMC – Investment Manager

AUM Growth
(in USD Bn)



AUM COMPOSITION



Data as of March 31, 2026.

Sundaram Alternates – subsidiary of SAMC



PORTFOLIO MANAGEMENT SERVICES (PMS)

Dedicated manager with focused strategies to generate higher alpha



ALTERNATIVE INVESTMENT FUNDS (AIF)

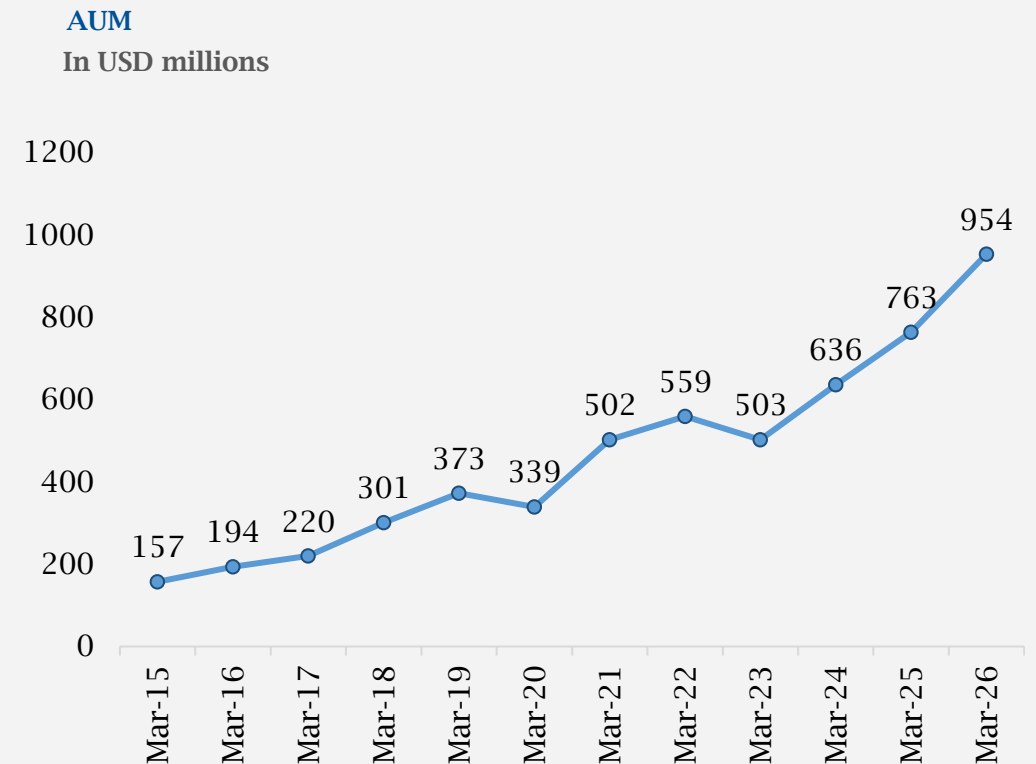
- Category II
 - RE Credit Fund – I: raised in Oct 18, matured in Oct 2022
 - RE Credit Fund – II: raised in Feb 21
 - RE Credit Fund - III: raised in Oct 22
 - Emerging Corporate Credit Opportunities I (ECCO-I) – raised in 2023
 - RE Credit Fund - IV: launched June 2023
 - RE Credit Fund – V: launched September 2025
 - Performing Credit Opportunities Fund (PCOF) - launched October 2024
- Category III
 - Sundaram India Premier Fund: launched in Sep 2018
 - ACORN mid & small cap fund, launched in Feb 2020
 - ATLAS I, an open-ended multi-cap AIF; launched in Jan 2022
 - ATLAS II, a close ended multi-cap AIF; launched in Dec 2022



ADVISORY SERVICES

- SMA pools across RE of ~INR 250 cr. and growing
- Foreign & domestic advisory mandates

Incorporated as a wholly owned subsidiary of Sundaram AMC; commenced operations in January 2019



Assets Under Management (AUM) as of March 31, 2026; RBI reference rates have been used for FX conversions as on the said dates

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