

HDFC TAXSAVER HAS GROWN 137[^] TIMES IN 24 YEARS

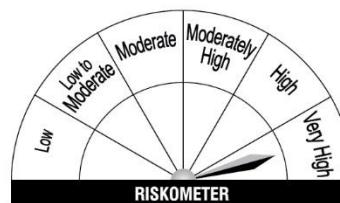


HDFC TaxSaver (An open-ended Equity Linked Savings Scheme with a statutory lock-in of 3 years and tax benefit) is suitable for investors who are seeking*:

- To generate long-term capital appreciation / income
- Investment predominantly of equity and equity - related instruments

*Investors should consult their financial advisers, if in doubt about whether the product is suitable for them.

For latest riskometers, please refer www.hdfcfund.com



INVESTORS UNDERSTAND THAT THEIR PRINCIPAL WILL BE AT VERY HIGH RISK

HDFC
TAXSAVER

(An Open-ended Equity Linked Savings Scheme With A Statutory Lock in Of 3 Years And Tax Benefit)

HDFC
MUTUAL FUND
BHAROSA APNO KA

₹ 10,000 invested in HDFC TaxSaver on 31.03.1996, would have grown to ₹ 13,73,546 as at 31.01.2021 @ 21.91% CAGR. Past performance may or may not be sustained in the future.

For full performance see slide 17.

Equity Markets Update

- Covid-19 is a black swan event. While it impacted the economy adversely in 2020, the bigger change for equities was the lower cost of capital
- Equity markets have recovered sharply on back of normalizing economic activity, low interest rates, reasonable valuations, strong FPI flows, etc.
- However the rally has not been broad based. Divergence in valuations across sectors is high, standard deviation of sector valuations is at a 10 year high
- NIFTY50 profits are expected to grow in FY21 ! Further, strong growth likely in FY22 / FY23 driven by lower interest rates, recovery in demand & cost control post Covid-19
- Markets look promising from a medium to long term view especially given the low cost of capital

HDFC TaxSaver

Why ELSS?

- Deduction U/s 80C
 - Deduction can be claimed by investing in ELSS funds along with other prescribed investments u/s 80C upto **Rs 1,50,000/-**
- Exposure to equities with a long term horizon
 - 3 Year lock in ensures money remains invested without taking into account volatility in equity markets.
 - Lock in period **lower** than other investment options like **PPF, NSC or Tax Saving Bank FD's**
- Options to Invest, Options to earn
 - Investments can be made in lump sums or by way of SIP's as small as **Rs 500/-**
 - Income could potentially be earned by way of dividend or through capital appreciation based on the investors need

The following example illustrates Tax Saving:

Assume Gross Total Income for the year is	Rs. 12,00,000
Investment in HDFC TaxSaver	Rs. 1,50,000
Income on which tax will be paid	Rs. 10,50,000
Tax Saved on Rs. 1,50,000/-	Rs. 46,800*

Investors can avail benefit of Rs. 46,800 under Section 80C* by investing in ELSS on day one of investments. This is apart from the returns ELSS could possibly earn

* Calculated as per income tax slabs for FY 2020-21 applicable for an individual assesee below the age of 60 with taxable income above Rs. 10 lakh but less than Rs. 50 lakh. The calculation is inclusive of cess. The same is for illustration purposes only.

Investors should be aware that the fiscal rules/ tax laws may change and there can be no guarantee that the current tax position may continue indefinitely. HDFC Mutual Fund/AMC is not guaranteeing returns on investments made in this scheme. In view of individual nature of tax consequences, each investor should seek appropriate advice.

Traditional Tax Saving Avenues v/s HDFC TaxSaver

How an annual investment of Rs. 1,00,000 in March every year since 1996 would have performed up to November 30, 2020

Period Ended	Amount Invested (Rs.)	Investment Value in PPF (Rs.)	Investment value in NIFTY 500# (Rs.)	Investment value in HDFC Taxsaver \$\$ (Rs.)
Mar-96	100,000	100,000	100,000	100,000
Mar-97	100,000	212,000	191,996	190,400
Mar-98	100,000	337,440	321,815	361,168
Mar-99	100,000	477,933	448,060	775,482
Mar-00	100,000	634,289	894,060	2,187,572
Mar-01	100,000	803,268	614,193	1,489,519
Mar-02	100,000	979,244	749,299	1,981,797
Mar-03	100,000	1,166,560	800,089	1,960,055
Mar-04	100,000	1,359,884	1,815,212	4,319,060
Mar-05	100,000	1,568,675	2,363,187	7,372,099
Mar-06	100,000	1,794,169	4,052,861	14,419,809
Mar-07	100,000	2,037,703	4,558,108	14,812,000
Mar-08	100,000	2,300,719	5,701,288	16,918,693
Mar-09	100,000	2,584,776	3,571,702	10,902,389
Mar-10	100,000	2,891,559	6,887,102	23,202,443
Mar-11	100,000	3,222,883	7,562,400	26,374,006
Mar-12	100,000	3,587,160	7,076,362	25,351,701
Mar-13	100,000	4,002,830	7,629,067	25,717,046
Mar-14	100,000	4,451,076	9,192,202	31,690,662
Mar-15	100,000	4,938,320	12,503,840	45,686,312
Mar-16	100,000	5,467,953	11,784,903	40,721,899
Mar-17	100,000	6,020,982	14,893,307	54,047,414
Mar-18	100,000	6,589,113	16,909,541	57,752,542
Mar-19	100,000	7,203,064	18,654,655	61,136,077
Mar-20	100,000	7,873,907	13,788,388	41,234,563
Jan-21	100,000	8,439,779	22,531,079	63,212,352

Annual investment of Rs 1,00,000 in March every year since 1996 in HDFC Tax Saver would have resulted in an investment value of Rs. 6.32 crore as on January 31, 2021.

Similar investment in PPF would have resulted in an investment value of Rs. 84 lakh as on January 31, 2021

Past performance may or may not be sustained in future.

Source: Bloomberg and other publicly available information. The above simulation is for illustration purpose only. Year end balance has been arrived at by adding interest at the rates notified by the Competent authorities from time to time. # Benchmark Index of HDFC TaxSaver. \$\$ 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). Unlike PPF, investments in Mutual Funds are subject to market risks. Hence, the performances are not strictly comparable. As NIFTY 500 TRI data is not available for March 31, 96, benchmark performance is calculated from March 29, 96 For complete performance, please refer slide 17.

Current Investment Approach

Stock Selection

- Preference for companies with a potential to -
 - (a) generate higher return on equity (PY ROE $\geq 15\%$)
 - (b) deliver good earnings growth (2yr EPS CAGR $\geq 15\%$)
 - (c) deliver an improvement in return ratios (FY ROE $>$ PY ROE)

Sector Allocation

- Active Overweight/Underweight vs benchmark based on top down investment calls

No Capitalization Bias

- Investments across Market Capitalization range

ROE – Return on equity, EPS – Earnings per share, CAGR – Compounded annual growth rate, PY – Previous year, FY – Forward year.

HDFC Mutual Fund/AMC is not guaranteeing returns on investments made in this scheme. The current investment strategy is subject to change depending on the market conditions. Please refer Scheme Information Document for further details. Please refer the website www.hdfcfund.com for complete portfolio details.

Stock selection

- At the time of stock selection there is a preference for companies with a potential to
 - generate higher return on equity (**PY ROE >= 15%**)
 - deliver high earnings growth (**2yr EPS CAGR >= 15%**)
 - deliver an improvement in return ratios (**FY ROE > PY ROE**)
- As of Jan 31, 2021, 90.9% of the portfolio is in the preferred categories as follows:**

Particulars	% of Net Assets (Jan'21)	Average [^] EPS Growth (Estimated) FY20-22E CAGR*	Average [^] ROE (FY20)	Average [^] ROE (FY22E)	Description of some companies in our portfolio
Companies with a potential to generate higher return on equity	44.8%	12.3%	25.5%	22.4%	Large Private Sector Bank in India Large Tech Company in India Large Tobacco Company in India
Companies with a potential to deliver good earnings growth	27.1%	64.0%	9.7%	17.0%	Large Energy & Petrochem Conglomerate, Large Pharma Company in India Large Private Sector Bank in India
Companies with a potential to deliver an improvement in return ratios	19.1%	47.8%	-2.3%	18.2%	Large Telecom Co. in India Large Utility Co. in India Large Automobile Manufacturer in India
Benchmark – NIFTY 500		45.6%	13.0%	17.9%	

Source – Bloomberg, Ratios /Growth estimates as of February 2021, EPS – Earnings per share, ROE – Return on Equity, CAGR – Compounded annual growth rate, PY – Previous year, FY – Forward year. [^]Simple average is considered. *Companies with negative EPS in FY20 or FY22E have been excluded while calculating average EPS growth. Companies for which data is not available have been excluded. Consolidated figures have been considered wherever available.

The above is purely as per our internal analysis.

The current investment strategy is subject to change depending on the market conditions. Refer disclaimers on Slide 19. Stocks/Sectors referred herein are illustrative and not recommended by HDFC Mutual Fund / AMC. The Fund may or may not have any present or future positions in these stocks/ sectors. The data/statistics are given on the basis of information which is already available in publicly accessible media. The same should not be construed as any research report/research recommendation to buy or sell any security covered under the respective sector/s. HDFC Mutual Fund/AMC is not guaranteeing returns on any investments.

Sector Allocation

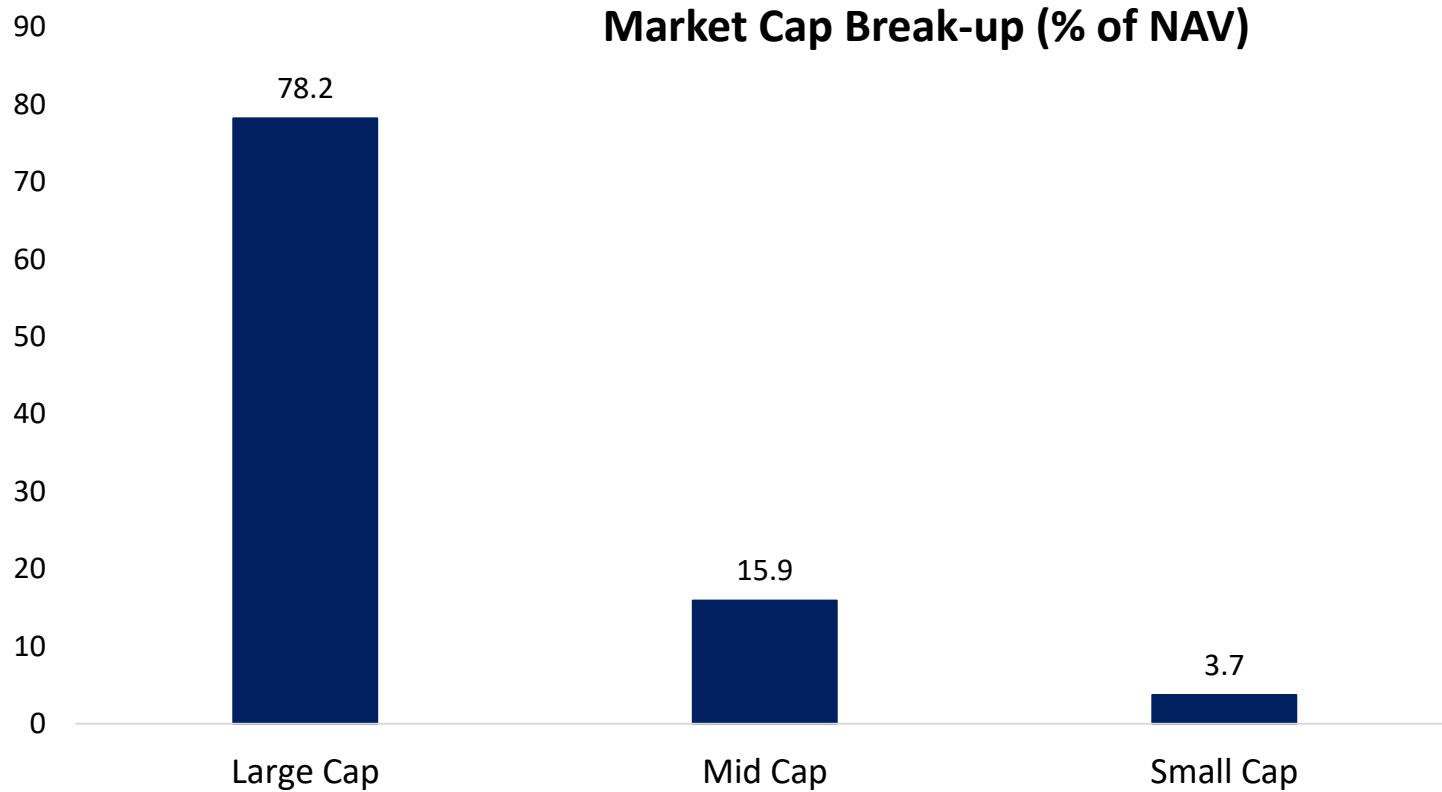
- The Scheme also uses sector allocation and takes top down investment calls.
- The Scheme is positioned with an aim to benefit from sectors which are beneficiaries of accelerated adoption of technology (IT and Telecom) ; higher healthcare spends (Healthcare), and government capex on infra and Defense (Industrials)
- The fund has increased exposure to IT, health care, consumer discretionary, consumer staples, and financials; and reduced exposure to utilities and industrials.
- Sector allocation is more diversified and broad based compared to Jun'20.
- Key overweight/(underweights) –OW /(UW) are as under:

Sectors	% allocation			
	Jun'20		Jan' 2021	
	HDFC TaxSaver	HDFC TaxSaver	NSE 500	OW/ (UW) %
Health Care	6.8	9.4	5.8	3.6
Industrials	10.7	10.0	6.6	3.5
Utilities	15.9	4.6	2.9	1.7
Communication Services	2.5	4.4	3.0	1.5
Information Technology	9.6	14.4	13.2	1.3
Real Estate	-	1.0	0.6	0.4
Energy	16.1	8.2	8.9	-0.7
Consumer Discretionary	1.1	7.5	8.6	-1.1
Consumer Staples	4.5	7.4	9.0	-1.5
Financials	22.8	28.1	32.6	-4.5
Materials	6.8	2.7	8.8	-6.1

As of January 29, 2021. Source: Bloomberg. Stocks/sectors referred above are illustrative and are not recommended by HDFC Mutual Fund/AMC. The Fund may or may not have any present or future positions in these stocks/sectors. The above statements / analysis should not be construed as an investment advice or a research report or a recommendation to buy or sell any security covered under the respective sector/s .The same has been prepared on the basis of information which is already available in publicly accessible media. The recipient should understand that the information provided above may not contain all the material aspects relevant for making an investment decision. For complete portfolio details refer www.hdfcfund.com.

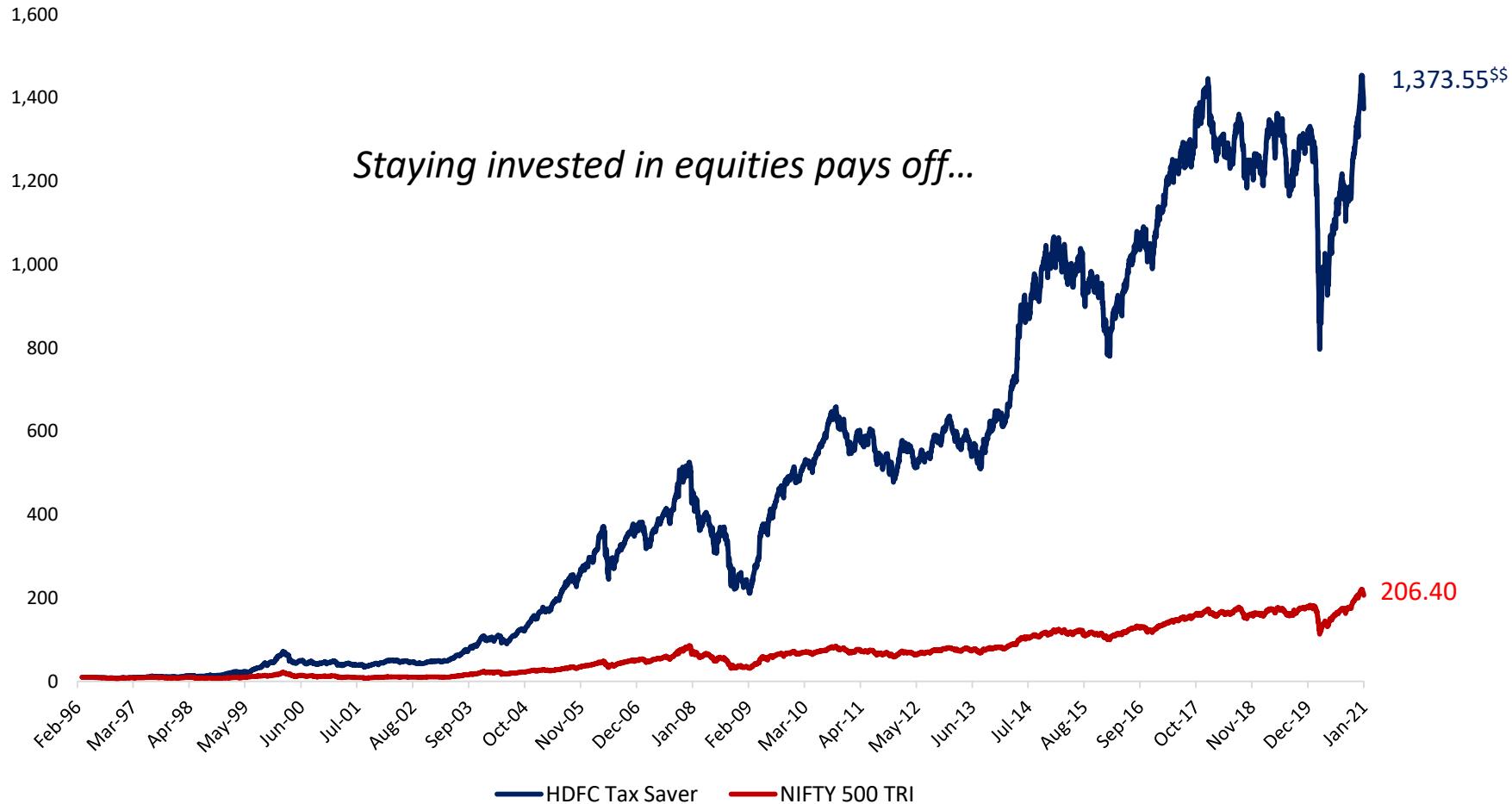
Large/Mid/Small Cap break-up

- The Scheme invests across market capitalization
- At present, the scheme has a large cap bias (~78.2% of Net Assets)
- Market Cap bias is an outcome of bottom up stock selection and top down investment calls



As of January 29, 2021. Source: MFI Explorer. For complete portfolio details refer www.hdfcfund.com.

HDFC TaxSaver – Invest for the long term



Source: Bloomberg, HDFC AMC.

Data up to January 29, 2021. All Values rebased to Rs 10 from date of inception of HDFC TaxSaver, i.e., 31st March 1996. Past performance may or may not be sustained in future. Refer Slide No. 17 for detailed performance. 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 performance of the Scheme is benchmarked to the Total Return Index (TRI). As Nifty 500 TRI data is not available for March 31, 96, benchmark performance is calculated from March 29, 96.

HDFC TaxSaver - Consistent Dividend Track Record

Record Date	1999	1999	2000	2001	2002	2003	2004	2004	2005	2006	2007	2008
Per Unit (Rs.)	3.6	5	21	1.6	2	2	2	2	5	7.5	7.5	8
Record Date NAV (Rs.)	25.7	35.4	41.6	15.7	17.9	19.9	28.4	26.7	40.6	67.1	60.4	66.1
Dividend Yield (%)	14.0%	14.1%	50.5%	10.2%	11.2%	10.1%	7.0%	7.5%	12.3%	11.2%	12.4%	12.1%

Record Date	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Per Unit (Rs.)	5	6	6	6	6	6	7	6	6.5	7	6	5
Record Date NAV (Rs.)	31.2	61.9	62.7	56.7	53.6	52.7	73.7	53.6	66.4	66.6	59.5	40.0
Dividend Yield (%)	16.0%	9.7%	9.6%	10.6%	11.2%	11.4%	9.5%	11.2%	9.8%	10.5%	10.1%	12.5%

- **23 Dividends in 21 years since 1999 totaling Rs 139.7,**
- **Average yield for the past 10 years is ~10.8%**

Past performance may or may not be sustained in the future. 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 the rate/quantum of dividend distribution nor that the dividends will be paid regularly. For complete dividend history details visit www.hdfcfund.com

Top 10 Holdings

Company Name	% to NAV
ICICI Bank Ltd.	9.51
Infosys Limited	9.51
HDFC Bank Ltd.	9.34
Reliance Industries Ltd.	5.21
Bharti Airtel Ltd.	4.37
Cipla Ltd.	3.24
Axis Bank Ltd.	3.16
Hindustan Unilever Ltd.	2.90
ITC Ltd.	2.47
Bharat Petroleum Corporation Ltd.	2.33

Data is as on January 29, 2021

For complete portfolio, please refer www.hdfcfund.com

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Portfolio Characteristics

Particulars	% to NAV
Top 10 Equity And Equity Related Holdings	52.04
Total Equity & Equity Related Holdings	97.88
Cash, Cash Equivalents And Net Current Assets	1.45
Assets Under Management (Rs. In Crore)	7,580
Standard Deviation**	6.553%
Beta**	0.968

Data as on January 29, 2021.**For the 3 years ended January 29, 2021
For complete portfolio, please refer www.hdfcfund.com

Fund Suitability

The scheme is suitable for investors who -

- Want the dual benefit of tax saving u/s 80C and the return potential of equities
- Would like to invest in a diversified portfolio with a long term horizon.
- Want to participate in the long term growth of quality companies
- Are looking for a sound and disciplined approach to investing in volatile times.

Past performance may or may not be sustained in the future. Refer slide 17 for complete scheme performance. HDFC Mutual Fund/AMC is not guaranteeing returns on investments made in this scheme. Investors should be aware that the fiscal rules/tax laws may change and there can be no guarantee that the current tax position may continue indefinitely. In view of individual nature of tax consequences, each investor should seek appropriate advice. Unlike other traditional tax saving instruments, investments in Mutual Funds are subject to market risks. Hence, their returns are not strictly comparable.

Product Features

Type of Scheme	An Open-ended Equity Linked Savings Scheme with a statutory lock in of 3 years and tax benefit
Inception Date (Date of allotment)	March 31, 1996
Investment Objective	To generate capital appreciation / income from a portfolio, comprising predominantly of equity & equity related instruments. There is no assurance that the investment objective of the Scheme will be realized.
Fund Manager \$	Amit Ganatra
Investment Plans	Direct Plan, Regular Plan
Investment Option	Under Each Plan: Growth & Dividend. The Dividend Option offers Dividend Payout facility.
Minimum Application Amount (Under Each Plan/Option)	Purchase & Additional Purchase: Rs. 500 and in multiples of Rs. 500 thereafter Entry Load: 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.
Load Structure	Exit Load: Nil No Entry / Exit Load shall be levied on bonus units and units allotted on dividend reinvestment. In respect of Systematic Transactions such as SIP, GSIP, STP, Flex SIP, Flex STP, Swing STP, and Flexindex. Exit Load, if any, prevailing on the date of registration / enrolment shall be levied.
Lock-in period	3 Years from the date of allotment of the respective units
Tax Benefit	U/s 80C of the Income-tax Act, 1961, an individual / HUF is entitled to a deduction up to Rs. 1.5 Lakh (along with other prescribed investments) for amounts invested in HDFC TaxSaver while computing the total income
Benchmark	NIFTY 500 Total Returns Index

\$ Dedicated Fund Manager for Overseas Investments: Mr. Sankalp Baid

For further details, please refer to the Scheme Information Document/Key Information Memorandum available on our website www.hdfcfund.com.

Asset Allocation Pattern

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

Types of Instruments	Minimum Allocation (% of Total assets)	Maximum Allocation (% of Total Assets)	Risk Profile
Equities & Equity related instruments	80	100	High
Debt securities (including securities debt) and money market instruments	0	20	Low to medium

The Scheme may invest in the schemes of Mutual Funds in accordance with the applicable extant SEBI (Mutual Funds) Regulations as amended from time to time.

The Scheme may invest upto a maximum 35% of the total assets in Foreign Securities and upto 50% of its total assets in Derivatives. The Scheme may undertake (i) repo / reverse repo transactions in Corporate Debt Securities; (ii) Credit Default Swaps; (iii) Short Selling and such other transactions in accordance with guidelines issued by SEBI from time to time.

Pending deployment of funds of the Scheme in securities in terms of the investment objective of the Scheme the AMC may park the funds of the Scheme in short term deposits of scheduled commercial banks, subject to the guidelines issued by SEBI vide its circular dated April 16, 2007, as amended from time to time. For further details refer SID/ Key Information Memorandum available on www.hdfcfund.com.

Scheme Performance Summary

Period	Scheme Returns (%)\$\$	Benchmark Returns (%) #	Additional Benchmark Returns (%) ##	Value of Rs 10,000 invested		
				Scheme \$\$	Benchmark (Rs)##	Additional Benchmark (Rs)##
Last 1 year	7.12	15.82	15.22	10,710	11,578	11,518
Last 3 years	-0.88	6.49	8.70	9,738	12,073	12,841
Last 5 years	9.60	13.61	13.94	15,820	18,938	19,214
Since inception*	21.91	13.64	12.47	1,373,546	240,033	185,613

The above scheme has been managed by Amit Ganatra since Aug 24, 2020.

The performance of the Scheme is benchmarked to the Total Return Index (TRI) Variant of the Indices.

Past performance may or may not be sustained in the future. The above returns are of Regular Plan - Growth Option. Returns greater than 1 year period are compounded annualized (CAGR). Load is not taken into consideration for computation of performance. #NIFTY 500 TRI - As Nifty 500 TRI data is not available for March 31, 96, benchmark performance is calculated from March 29, 96. ## NIFTY 50 TRI - As TRI data is not available since inception of the scheme, additional benchmark performance is calculated using composite CAGR of Nifty 50 PRI values from Mar 29, 96 (Data for March 31, 96 is not available) to Jun 29, 99 and TRI values since Jun 30, 99. Different plans viz. Regular Plan and Direct Plan have a different expense structure. The expenses of the Direct Plan under the Scheme will be lower to the extent of the distribution expenses / commission charged in the Regular Plan. Returns as on January 29, 2021. *Inception date March 31, 1996.

\$\$ 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).

Other schemes managed by the Fund manager

Scheme	Managing scheme since	Cumulative Performance		
		1 year	3 year CAGR (in %)	5 year CAGR (in %)
Amit Ganatra manages 5 other schemes				
HDFC Capital Builder Value Fund	Feb 01, 94	13.44	1.57	11.19
NIFTY 50 Hybrid Composite Debt 65:35 Index		15.82	6.49	13.61
HDFC Multi-asset Fund^	Aug 17, 05	15.85	8.07	9.21
90% NIFTY 50 Hybrid Composite Debt 65:35 Index + 10% Domestic Price of Gold		16.72	10.76	12.92
HDFC Dynamic PE Ratio Fund of Funds*	Feb 06, 12	13.87	5.49	11.16
NIFTY 50 Hybrid Composite Debt 65:35 Index		16.00	9.84	12.75
HDFC EOF - II - 1126D May 2017	Jun 15, 17	4.41	-0.36	NA
NIFTY 50 TRI		15.22	8.70	NA
HDFC EOF - II - 1100D June 2017	Jul 17, 17	1.06	-0.87	NA
NIFTY 50 TRI		15.22	8.70	NA

The performance of the Scheme(s) is benchmarked to the Total Return Index (TRI) Variant of the Indices.

Past performance may or may not be sustained in the future. ^Co-managed with Anil Bamboli. *Co-managed with Arun Agarwal, Anil Bamboli and Krishan Daga. The above returns are of Regular Plan – Growth Option. Load is not taken into consideration for computation of performance. On account of difference in the type of the Scheme, asset allocation, investment strategy, inception dates, the performance of these schemes is strictly not comparable. Returns as on January 29, 2021. Different plans viz. Regular Plan and Direct Plan have a different expense structure. The expenses of the Direct Plan under the Scheme will be lower to the extent of the distribution expenses/ commission charged in the Regular Plan.

Disclaimer

For further details, refer SID and KIM available on www.hdfcfund.com and at ISC's of HDFC Mutual Fund. HDFC MF/AMC is not guaranteeing/offering/communicating any indicative yield or guaranteed returns made in this scheme. The views expressed herein are as of March 2, 2021 and are based on internal data, publicly available information and other sources believed to be reliable. Any calculations made are approximations, meant as guidelines only, which you must confirm before relying on them. The information contained in this document is for general purposes only and not an investment advice. The document is given in summary form and does not purport to be complete. The document does not have regard to specific investment objectives, financial situation and the particular needs of any specific person who may receive this document. The information/ data herein alone are not sufficient and should not be used for the development or implementation of an investment strategy. The statements contained herein are based on our current views and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. Past performance may or may not be sustained in future. HDFC AMC / HDFC Mutual Fund is not guaranteeing / offering / communicating any indicative yield on investments made in the scheme(s). Neither HDFC AMC and HDFC Mutual Fund (the Fund) nor any person connected with them, accepts any liability arising from the use of this document. The recipient(s) before acting on any information herein should make his/her/their own investigation and seek appropriate professional advice and shall alone be fully responsible / liable for any decision taken on the basis of information contained herein.

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

Thank You