

Plexus Management Services
NFO Review: Pramerica Equity Fund

Offer Period	19 th Nov 2010 to 03 rd Dec 2010
Scheme Type	Open Ended Diversified Equity
Unit Price & Subscription:	Unit Price : Rs. 10 per unit: Subscription : Rs. 5000
Load & options.	Entry load – NIL. Exit load - 1%- If redeemed/switched on or before completion of 365 days from the date of allotment. Nil – If redeemed/switched after completion of 365 days from the date of allotment. Options: Growth & Dividend
Fund Objective:	To achieve long term capital appreciation by investing in an actively managed diversified portfolio consisting of equity and equity related securities including derivatives, debt and money market instrument.
Benchmark:	50% weight to the Nifty & 50% weight to the Crisil MIP Index
Fund Manager	Ravi Gopalakrishnan / Mahendra Jajoo

Idea Distiller:

Almost always the first equity product in a manufacturer’s portfolio should be a basic equity scheme. And this one fits the bill. A plain vanilla product to whet the appetite.

Asset allocation:

Item	Percentage
Equity & Equity Related Instrument:	65%-100%
Debt & Cash equivalent:	0%-35%

Peer Scheme

HDFC Equity Fund

Track record:

Management	Fund Manager
Risk: NA	Risk: ★ ★ ★ ☆ ☆
Return: NA	Return: ★ ★ ☆ ☆ ☆

Scheme DNA:

Unique Idea: ★ ☆ ☆ ☆ ☆
Return Possibility: ★ ★ ☆ ☆ ☆
Risk: ★ ★ ★ ☆ ☆
Opera ability/Complexity: ★ ★ ★ ★ ☆

Comments:

Start with simple steps and learn the complex ones on the way - is where the fund is going. Its early days for the new entrant and a lot of catching up is required. If unlucky the fund would be restricted because the Sensex is already at a high but if it's a winner than the junkie is us would be made a happy lot

Oomph appeal:

Totally low for me.