

NEWSLETTER – MAY & JUNE 2010

Dear Investor,

KASB FUNDS creates a stir at Dawn Lifestyle

KASB Funds participated in the Dawn Lifestyle extravaganza held at the Expo centre in June and received a resounding response. It was heartening to see how receptive the guests of the event were to understanding more about smart investment possibilities. KASB FUNDS registered more than 1500 people during this event and our team was kept on their toes throughout the three day event, giving out free investment advice and details about our investment products and services.

The highlight of this event for us was the keen interest that young people showed towards investment in mutual funds; this we feel is a great trend and we invite our valuable investors to help us in creating the awareness of “investing young” amongst young people around you as well.

Why invest young? Each and every individual should target to save a certain portion from one’s income earned during the entire working period, as saving is simply defined as “income not spent”. It is therefore extremely critical to understand one’s spending habits and continuously thinks of ideas and ways to make them more efficient and increase savings. Youngsters should also be encouraged to set goals, both short term and long term and start saving accordingly (where investment of short term savings would assist in accomplishing short term goals such as family vacations, bigger and better cars etc, and investment of long term savings would mainly target retirement planning). Setting up automatic contributions at a young age, preferably from the first job, in easy yet smart investment products or plans offered by mutual funds, will help you build wealth for your future at a steady pace with convenience.

KASB Funds endeavors to introduce new and more dynamic portfolio of Funds, and shortly will be adding an exclusively designed fund for young investors that will aim to efficiently manage savings and earn a market based return, with a view to meet short and long term requirements. KASB Funds also manages KASB Cash Fund (KCF) which offers a consistent stream of regular income at low risk that gives the option of growth units that re-invests the earned profit and allows the investors to save and earn on their savings as well.

For free investment advice, please call us any time on 111-535-535 and talk to your friendly investment advisor. You can also email us on funds.ir@kasb.com.

Regards,
Marketing Team