

Dear Associate,

Trust you and your loved ones are doing fine and are in good health.

We are happy to announce the Sales Campaign for Canara Robeco Blue chip Fund with additional brokerage as mentioned in the table below for Oct to Dec 2020

LOAD AND BROKERAGE STRUCTURE FOR LUMP SUM & SIP/STP INVESTMENTS (01st OCTOBER 2020 – 31st DECEMBER 2020)			
Product	Exit Load Structure NIL load after the stated load period against each product	Trail Day 1 (onwards) (%)	Additional Trail Fee for 1st Year - B-30 ONLY (PERIOD: 01 OCTOBER TO 31 OCTOBER 2020) (%)
<b>RACK RATE</b>			
Canara Robeco Blue Chip Equity Fund	1.00% if redeemed within 1 year	1.50	1.50
<b>SPECIAL CAMPAIGN RATE : (Rack rate 1.50 + Additional Campaign cost 0.20)</b>			
<b>Canara Robeco Blue Chip Equity Fund</b>	1.00% if redeemed within 1 year	<b>1.70</b>	1.50

It gives all of us immense joy when that dream of our clients comes true. Wealth generation is an art and by a disciplined and a robust approach, we all can make a difference in our clients' lives. For doing this, we all have known the immense potential of equities to generate wealth long term. Over long-term equities have proved to be the best asset classes but with bouts of volatility like we have recently seen. Despite being under pressure when the pandemic hit, the equity markets are back to pre-pandemic levels suggesting the immense growth potential the Indian economy still has in it. The last few months have presented before us a good opportunity to increase allocation towards equities and use the correction to work for us.

However, people who have missed investing in the recent past, the current market levels are still good to increase exposure in equity in a staggered manner. Empirical evidence testifies to the fact that investing during market crashes (even if you can't catch the elusive bottom), can generate super-normal returns over the long term. One should use the current correction to increase their SIPs, MF equity, and asset allocation kind of products in their portfolio.

But the question arises where should we get investments from clients during such times?

Equity investors can turn their portfolio allocation towards large cap and multi cap funds. Time-tested large cap funds that have been consistent performers over the last 5 years. Investors both looking for SIP investments and Lumpsum investments can look at funds that have invested in top companies of India with a long-term outlook. Sector leaders with relatively stronger balance sheets, higher earnings visibility, strong cash flows, and management with a good track record should be preferred. These companies not only participate when the economy bounces back but also can withstand the pressure situations we can be in the near future.

For this, we would like to reinstate a fund that stands true to its nature – Canara Robeco Blue Chip Equity Fund, a equity oriented large cap fund which invests in Large cap companies (Top 100 by market capitalisation). A fund that is proxy to the economy and has select hand picked stocks to benefit from the tide turning. The performance of the fund speaks volumes on the wonderful stock selection that we have displayed in the past and as a result, at all period of time, the fund has outperformed the benchmark and the general markets.

Reasons to include Canara Robeco Blue Chip Fund in the core portfolio of investors:

- ✓ Focused portfolio of large cap companies which aims to provide stability and adequate diversification
- ✓ Focused on investing in the Indian growth story. Portfolio exposed to only Large caps which are one of the safest investments (risk-return) and thereby has exposure to leaders across sectors
- ✓ Fund picks companies with strong fundamentals
- ✓ Proven track record which speaks for itself.

You could reach us in case you have any queries or require any clarifications about our fund. We would want to thank you for your patronage and for believing in Canara Robeco Mutual Fund. Needless to say, that we anticipate a long continuous affiliation.

Thank you.