

SAVE TAX

with the award winning ELSS



Best Equity Tax Planning Fund
2009-2010
Businessworld Best Mutual Fund Awards



TAURUS TAX SHIELD - An open-end equity linked saving scheme

Taurus Tax Shield has been awarded best equity tax planning fund 2009-2010 by Businessworld Best Mutual Fund Awards. It gives your investment the potential growth of equities with the added advantage of tax saving under Section 80C. You can also opt for a SIP and make the rupee cost averaging work in your favour.

With exemplary track record in performance, Taurus Tax Shield offers

- Tax saving opportunity along with capital growth
- Tax saving up to Rs. 30,900/- under Section 80C*

- Shorter lock-in period of 3 years
- Live fund card to track daily fund performance at www.taurusmutualfund.com
- Dividend history:
 - Growth option
 - ₹ 3.5 per unit dividend in December 2005
 - ₹ 1.6 per unit dividend in February 2004
 - ₹ 1.1 per unit dividend in September 2003
 - Dividend option
 - ₹ 2.25 per unit dividend in March 2010
 - ₹ 2 per unit dividend in February 2010
 - ₹ 1.5 per unit dividend in January 2010
 - ₹ 1 per unit dividend in November 2009
 - ₹ 3.0 per unit dividend in FY 2008-'09

Save tax. Invest in performance



SMS TTS to 575758
to Start SIP SMS TSIP to 575758

TAURUS
Mutual Fund

Past performance may or may not sustain in future

Disclaimer: Businessworld Awards methodology: For Equity Tax Planning, all funds compliant with Section 80C of the IT Act were included. Data for the past 3 years were considered. The methodology used to rank them is based on risk-adjusted returns but widened to take a composite measure of the returns a fund generates and the risk it takes.

TAURUS TAX SHIELD - An open-end equity linked saving scheme (ELSS)

As on 30th September, 2010

What are equity linked savings schemes?

Equity linked savings schemes are open-ended schemes that give tax benefits and the opportunity of growth from investments in equity markets.

What are the advantages of investing in ELSS?

• **Tax Saving**
You save upto Rs. 30,900/- U/s. 80 C on an investment of Rs.1 lakh.

• **Equity Growth**
Investment in equity markets which have the potential of higher returns.

• **Timing**
Investment at anytime during the financial year. If you invest when the equity markets are down, you could lower holding cost.

• **Short Lock-in Period**
Shorter 3-years lock in period among all tax saving instruments. Its saves investment from short-term volatility & gives the fund manager the flexibility to make strategic long term investments in a diversified portfolio comprising of a mix of large and medium sized stocks, chosen after careful fundamental research.

SCHEME FEATURES

Investment Objective:

To provide long term capital appreciation over the life of the scheme through investment pre-dominantly in equity shares, besides tax benefits.

Minimum Application Amount:

Rs. 500/- & multiples of Rs. 500/- thereof.

Load Structure:

Entry Load - NIL

Exit Load - Up to any amount
(Including SIP application): NA

Switch: Equity to Equity - Exit Load Nil, Debt/Equity to ELSS applicable exit load of the concerned fund.

Benchmark: BSE 200

Fund Manager: Sadanand Shetty

Date of Allotment: March 31, 1996

Asset Allocation:

At least 80% in equity & equity linked instruments and upto 20% in debt and money market instruments.

Redemption:

Redemption will be allowed only after the expiry of the lock-in period of 3-years from the date of allotment.

Choice of Investment

1. Growth option
2. Dividend option-Dividend Payout & Dividend Reinvestment Option

Net Asset Value (NAV) as on Oct. 13, 2010

Growth: 40.23 Dividend: 23.92

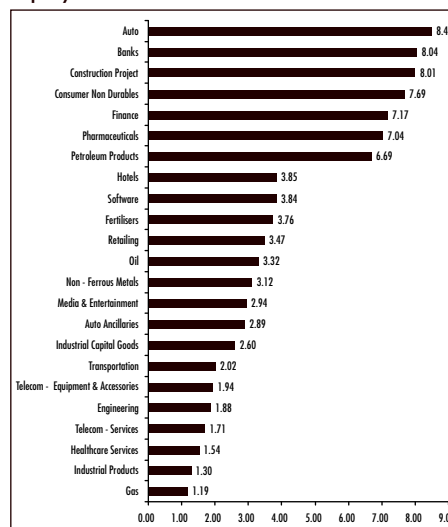
Performance

Period	Returns (%)	
	NAV	BSE 200
1 Year	27.00	20.79
3 Years	17.11	6.08
5 Years	15.90	18.16
Since Inception	13.01	14.71

As on 30th September, 2010.

Note: Returns are calculated on compounded annualised basis for a period of more than one year and absolute basis for a period less than or equal to one year. Past performance may or may not be sustained in future.

Equity Sector Allocation



As on 30th September, 2010.

Portfolio

Name of the scrip	% to Net Assets	Name of the scrip	% to Net Assets
Volta Ltd	4.96	Titan Industries	2.05
Reliance Industries Ltd	4.89	Spicejet Ltd	2.02
Aurobindo Pharma Ltd	4.72	Housing Development Finance Corporation	2.01
Bajaj Auto Ltd	3.99	Onmobile Global Ltd	1.94
Indian Hotel Ltd.	3.85	Engineers India Ltd	1.88
Infosys Technologies Ltd	3.84	Bharat Petroleum Corp Ltd	1.80
Tata Chemicals Ltd	3.76	Ashok Leyland Ltd	1.76
Pantaloon Retail India Ltd	3.47	Shriram Transport Finance Co. Ltd	1.73
Network 18 Media & Investments Ltd	3.44	Mahindra & Mahindra Ltd	1.72
Oil & Natural Gas Corporation Ltd	3.32	Idea Cellular Ltd	1.71
ITC Ltd	3.21	Apollo Hospitals Enterprise Ltd	1.54
Larsen & Toubro Ltd	3.04	Gail (India) Ltd	1.19
Icici Bank Ltd	2.96	Tata Motors Ltd	1.03
Hathway Cable And Datacom Ltd	2.94	Sterlite Ind	1.00
Sundaram Fasteners Ltd	2.89	Sintex Industries Ltd	0.85
Bharat Heavy Electricals Ltd	2.60	Greaves Cotton Ltd	0.45
Kotak Mahindra Bank Ltd	2.59	*future Mall Management Ltd	0.00
State Bank of India	2.48	Total - Equity	94.51
United Spirits Ltd	2.43	Cash & Cash Receivables	5.49
Divis Laboratories Ltd	2.32	Total	100.00
Hindalco Industries Ltd	2.12		

*Industry exposure, scrip cum, asset cum scrip investment, asset investment not available as listing is awaited.

Fund Manager's Comment

The fund continued to remain in the top quartile in the 3 year category. The Portfolio of scheme is focussed on the long term value creation for the investors and is aligned with our thought process of investing with focus on long term returns. The equity portion of the scheme stands at 94.5%. We continue to invest in growth companies who are on the verge of been re-rated by the investors. Several policy initiatives by the Government have eased out the business environment in certain industries namely, Digital cable, Gas and Oil marketing, which should reflect in their numbers. Among the top 10 stocks, Infosys technologies outperformed the market while Tata Chemicals and Indian Hotels underperformed the market. Key additions include Sundaram Fasteners and Engineers India Ltd.

About Taurus Mutual Fund

- Fastest growing Mutual Fund during F.Y. 2009 - 10.
- Managing an AAUM of Rs 3056 crs as on 31/05/2010.
- Product basket comprises of 6 Equity Funds, 1 ELSS and 4 Fixed Income Funds besides FMPs
- Taurus Liquid Fund rated as AAAF by CRISIL & Taurus Ultra Short Term Bond Fund rated as AAAF by CRISIL and CARE Ratings for credit quality of the portfolio.
- Two equity funds - 'Taurus Tax Shield' and 'Taurus Infrastructure Fund' bagged the prestigious Business World Best Mutual Funds Awards for the year 2009 - 2010
- Launched Taurus Ethical Fund in April 2009 and Taurus Nifty Index Fund in June 2010
- An experienced & professional team across all functions
- Professional Service Providers:
 - Registrar & Transfer Agent: Karyv Computershare Pvt. Ltd.
 - Custodian: HDFC Bank Ltd
 - Fund Accountant : Deutsche Bank AG
- Branches in top 15 cities. Strong distribution network of more than 4000 outlets of business associates.

Distributed by

To invest, contact your financial advisor or call us on the below mentioned numbers

- Ahmedabad: 079-32521999 • Bangalore: 080-41135646 • Chandigarh: 0172-5024838
- Chennai: 044-39101572 • Cochin: 0484-3047230/31 • Delhi: 011-23321756-631/23717593
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- Lucknow: 0522-3040440 • Ludhiana: 9876691291 • Madurai: 0452 6454644 • Mumbai: 022-67534848/66242700 • Pune: 020-66215712/13

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Statutory Details: Taurus Mutual Fund has been constituted as a Trust under the Indian Trust Act, 1882. Sponsor: HB Portfolio Ltd. Trustee: Taurus Investment Trust Company Ltd., Investment Manager: Taurus Asset Management Company Ltd. Risk Factors: All investments in mutual funds and securities are subject to market risks and the NAV of the scheme may go up or down depending upon the factors and forces affecting the securities market. There can be no assurance that the scheme's investment objectives will be achieved. The past performance of the mutual fund is not indicative of the future performance of the schemes. The sponsor is not responsible or liable for any loss resulting from the operation of the scheme beyond the initial contribution of Rs.2 Lacs made towards setting up of the mutual fund. Taurus Tax Shield is only the name of the scheme and does not in any manner indicate the quality of the scheme, its future prospects and returns. There is no guarantee or assurance as to any returns on investments of the unit holders. All dividend distributions are subject to the investment performance of the scheme. The investment made by the scheme is subject to external risks on transferring, pricing, trading volumes, settlement risks etc of securities. Please read the Scheme Information Document/Statement of Additional Information of the scheme carefully before investing.