



Save tax & get returns

TAURUS TAX SHIELD

An open-end equity linked saving scheme

Taurus Tax Shield has been rated amongst the top by Value Research for its performance and consistency in the ELSS category. You can Save Tax up to ₹30,900/- on an investment of ₹1 lac u/s 80C*, along with Capital Appreciation.

Reasons, to Save Tax with Taurus Tax Shield:

- 5 Star Fund by Value Research - September, 2011
- Short lock-in period of 3 years vis-a vis other tax saving instruments

NAV as on September 2011

Growth: ₹ 31.65 Dividend: ₹ 14.83

Past performance is not a guarantee of future results.

Past performance may or may not be sustained in the future.

Dividends in Dividend Plan of the scheme:

Record Date	NAV	Dividend / Unit
30-03-2011	17.89	₹1.25
28-02-2011	17.91	₹1.25
24-12-2010	24.74	₹2.00
26-03-2010	20.95	₹2.25
26-02-2010	22.13	₹2.00
11-01-2010	25.43	₹1.50
30-11-2009	24.64	₹1.00
06-03-2009	13.16	₹1.00
23-01-2009	14.46	₹1.00
19-12-2008	16.68	₹1.00

Face Value ₹10/-

(Pursuant to the payment of dividend, the NAV of the dividend plan of the Scheme will fall to the extent of payout, and statutory levy, if any.)

Save tax. Invest in performance.



SMS TAX to 72000 22222

E-mail: customer care@taurusmutualfund.com
www.taurusmutualfund.com

Disclaimer: Value Research Rating Methodology: Value Research Fund Ratings are a composite measure of historical risk-adjusted returns. In the case of equity and hybrid funds this rating is based on the weighted average monthly returns for the last 3 and 5-year periods. In the case of debt funds this rating is based on the weighted average weekly returns for the last 18 months and 3-year periods and in case of short-term debt funds - weekly returns for the last 18 months. These ratings do not take into consideration any entry or exit load. Each category must have a minimum of 10 funds for it to be rated. Effective, July 2008, we have put an additional qualifying criteria, whereby a fund with less than Rs 5 crore of average AUM in the past six months will not be eligible for rating. Five-stars indicate that a fund is in the top 10% of its category in terms of historical risk-adjusted returns. Four stars indicate that a fund is in the next 22.5%, middle 35% receive three stars, the next 22.5% are assigned two stars while the bottom 10% receive one star. The number of schemes in each category is mentioned along side the categories name. The Value Research Ratings are published in Monthly Mutual Fund Performance Report and Mutual Fund Insight. The Ratings are subject to change every month. The Rating is based on primary data provided by respective funds, Value Research does not guarantee the accuracy.

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

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 ₹30,900/- U/s. 80 C on an investment of ₹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 predominantly in equity shares, besides tax benefits.

Minimum Application Amount:

₹500/- & multiples of ₹500/- thereof.

Load Structure:

Entry Load - NIL

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

Switch: Taurus Tax Shield to other scheme after lock - in period of 3 years exit load Nil.

NAV as at September 30, 2011: Rs. 31.65

PERFORMANCE	Period	NAV Per Unit (Rs.) [*]	Scheme Returns (%) [^]	Benchmark Index (Returns)(%) BSE 200	Additional Benchmark Index (Returns)(%) S&P CNX Nifty	Current Value of Standard Investment of Rs 10000 in the		
						Scheme (Rs)	Benchmark (Rs) BSE 200	Additional Benchmark (Rs) S&P CNX Nifty
	Since inception March 31, 1996 till September 30, 2011	10.00	10.65%	12.09%	10.96%	48,060	58,722	50,170
	September 30, 2010 to September 30, 2011	38.85	-18.53%	-19.85%	-18.02%	Not applicable		
	September 30, 2009 to September 30, 2010	30.59	27.00%	20.79%	18.61%			
	September 30, 2008 to September 30, 2009	20.78	47.21%	34.66%	29.65%			

* NAV at the beginning of the period ^ Past performance may or may not be sustained in the future

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

- Ahmedabad: 079-32521999 • Allahabad: 9918788505 • Amritsar: 9646466016 • Bangalore: 080-41135646 • Chandigarh: 0172-3014134/33/22 • Chennai: 044-39101572 • Cochin: 0484-3047230/31
- Dehradun: 08859004123 • Delhi: 011-23321756-631/23717593 • Hyderabad: 040-30783061
- Jaipur: 0141-4038851 • Jodhpur: 09828012716 • Kanpur: 0512-3061824 • Kolkata: 033-65909991/2
- Lucknow: 0522-3040440 • Ludhiana: 0161-4416556 • Madurai: 0452-6454644 • Mumbai: 022-67534848/66242700 • Panipat: 9582292220 • Pune: 020-66215712/13 • Varanasi: 09918788505

E-mail: customercare@taurusmutualfund.com • www.taurusmutualfund.com

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 Limited, **Investment Manager:** Taurus Asset Management Company Ltd. **Scheme Nature & Objective:** Taurus Tax Shield is an open - end equity linked tax saving scheme. Scheme objective is to provide long term capital appreciation over the life of the scheme through investment pre-dominantly in equity shares, besides tax benefits. **Asset Allocation:** Equity and related instruments: 80-100%, Debt instrument: 0-20%, Money market instruments: 0-20%. **Entry Load:** NIL. **Exit Load:** Up to any amount (Including SIP application): NA (Switch: Taurus Tax Shield to other schemes after lock in period of 3 years Exit Load: Nil) **Lock-in-period:** 3 years from the date of allotment. ***Tax Benefits:** As per Section 80C of the Income Tax Act, an individual or a HUF is allowed deduction from income to an amount up to a maximum of ₹ 1 Lakh by investment in the scheme. Tax free dividends in the hands of investors. **Application Form:** Key Information Memorandum cum Application Form is available with the offices of the Fund, designated points of transactions of Karvy Computershare Pvt. Ltd., R&T Agents. Forms can also be downloaded from the website of the Fund. **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 objective will be achieved. The past performance of the Mutual Fund is not indicative of the future performance of the Scheme. The Sponsor is not responsible or liable for any loss resulting from operation of the Scheme beyond the initial contribution of ₹ 2 Lacs made towards setting up 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 or its future prospects or returns. There is no guarantee or assurance as to any return on investment of the unitholders. The investments made by the Scheme are subject to external risk on transfers, pricing, trading volumes, settlement risks, etc. of securities. Please read the Scheme Information Document, Statement of Additional Information and Key Information Memorandum - cum - Application Form of the scheme carefully before investing.

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.

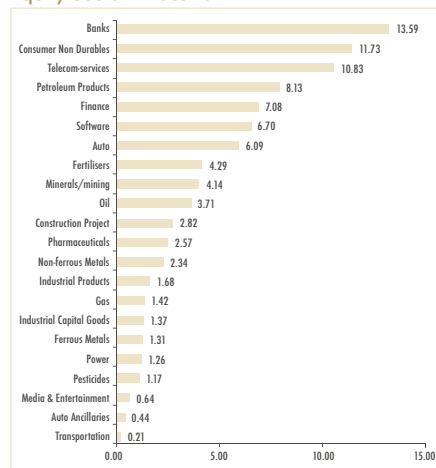
Redemption:

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

Choice of Investment

- Growth option
- Dividend option-Dividend Payout & Dividend Reinvestment Option

Equity Sector Allocation



As on 30th September 2011

Portfolio

As on 30th September 2011

Name of the scrip	% to Net Assets	Name of the scrip	% to Net Assets
ITC Ltd	7.38	Tata Steel Ltd	1.31
Reliance Industries Ltd	7.11	Rallis India Ltd	1.17
Idea Cellular Ltd	5.49	Bajaj Auto Ltd	1.14
ICICI Bank Ltd	5.48	Power Finance Corporation Ltd	1.13
Bharti Airtel Ltd	5.34	Bharat Petroleum Corporation Ltd	1.02
Infosys Ltd	4.43	Reliance Capital Ltd	0.91
Housing Development Finance Corp. Ltd	4.22	Network 18 Media And Investments Ltd	0.82
Coal India Ltd	4.14	Tata Power Co Ltd	0.67
Oil & Natural Gas Corporation Ltd	3.71	Godrej Consumer Products Ltd	0.65
Hindustan Unilever Ltd	3.70	Dish TV India Ltd	0.64
HDFC Bank Ltd	3.20	Sun Pharmaceutical Industries Ltd	0.62
Mahindra & Mahindra Ltd	2.89	Federal Bank Ltd	0.50
Larsen & Toubro Ltd	2.82	GVK Power & Infrastructure Ltd	0.49
Tata Chemicals Ltd	2.80	Guide Industries Ltd	0.44
Axis Bank Ltd	2.63	Hindalco Industries Ltd	0.40
Tata Consultancy Services Ltd	2.27	Union Bank of India	0.37
Tata Motors Ltd	2.07	Mercator Lines Ltd	0.21
Divis Laboratories Ltd	1.95	Reliance Infrastructure Ltd	0.10
Sterlite Industries Ltd	1.94	Total - Equity	93.51
Max India Ltd	1.68	Equity Futures	
Chambal Fertilisers & Chemicals Ltd	1.49	DLF Ltd	0.48
GAIL (India) Ltd	1.42	Total - Equity Futures	0.48
Indusind Bank Ltd	1.41	Cash & Others	6.00
Bharat Heavy Electricals Ltd	1.37	Total	100.00

Fund Manager's Comment

Investment objective of the scheme is focussed on taking long term investment bets and wealth creation. The long time horizon helps us to take position in stocks which are expected to deliver strong capital appreciation. Top sector by allocation are Banking, FMCG and IT. Being a focused long term fund with low redemption in short term, it helps us to invest in the companies having strong long term business.

About Taurus Mutual Fund

- Managing an AAUM of ₹5367.34 Cr. as on 30.09.2011
- Product Basket
 - 6 Equity Funds
 - 4 Fixed Income Funds
 - 1 Equity Linked Saving Scheme
 - 1 Monthly Income Plan
 - Several FMPs
- Credit Quality of the Portfolios reaffirmed
 - Taurus Liquid Fund - AAAF by Crisil
 - Taurus Ultra Short Term Bond Fund - AAAF by Crisil & Care
- 5 Star Rated Funds
 - Taurus Infrastructure Fund by Value Research - Sept, 2011
 - Taurus Ultra Short Term Bond Fund by Value Research - Sept, 2011
- An Experienced and Professional Team across all Functions
- Professional Service Providers:
 - Registrar & Transfer Agent : Karvy Computershare Pvt. Ltd.
 - Custodian: HDFC Bank Ltd
 - Fund Accountant : Deutsche Bank AG
- Branches in 15 cities. Representatives in smaller cities. Strong distribution network of more than 5000 outlets of Business Associates

TAURUS
Mutual Fund

Distributed by