

INVESTING FOR MUMMIES

From Confusion to Confidence:
A Visual, Mom-to-Mom Guide for Mastering Money



MUTUAL FUNDS (MF)

Smart, Easy and Professionally Managed Investing for your Future

INVESTING FOR LONG-TERM GOALS

When it comes to reaching long-term goals – like buying your first car, paying for higher education, or starting a business – **Mutual Funds (MFs)** are one of the **smartest and easiest ways to invest.**

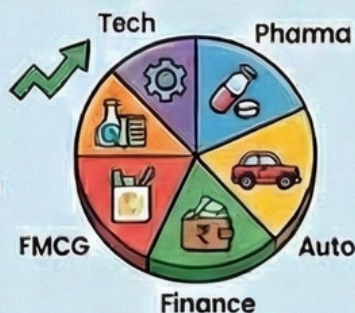
THE MUTUAL FUND CONCEPT: TEAM INVESTMENT



A mutual fund is like a team investment. Many investors pool their money together, and a professional expert called a fund manager uses that money to buy different types of investments such as stocks, bonds, gold, or real estate. But you don't directly own the shares or Bonds. Instead you own units in the Fund.

DIVERSIFICATION & SYSTEMATIC INVESTING

When you invest in a mutual fund, your money is spread across many companies and sectors, so, if one company or sector doesn't perform well, others can make up for it.

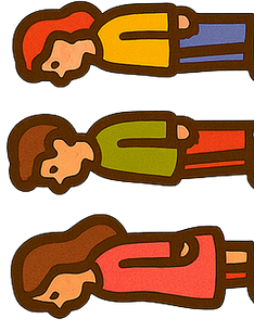
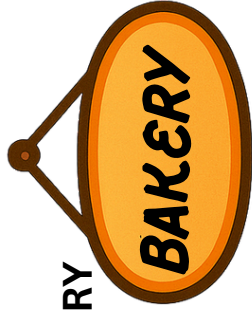


You don't even have to invest a lump sum of money all at once. Instead Mutual Funds allow you to invest a small, fixed amount regularly through SIPs (Systematic Investment Plan). This systematic investing also protects you from the ups and downs in the market. Investors can invest small amounts through SIP or lump sum.

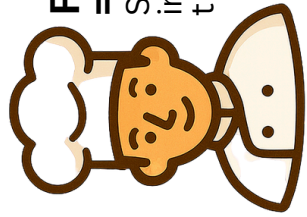
THE MUTUAL FUND BAKERY

AMC = THE BAKERY

- Selects the ingredients.
- Hires the chef to bake it perfectly
- Sells slices to customer (Investors)

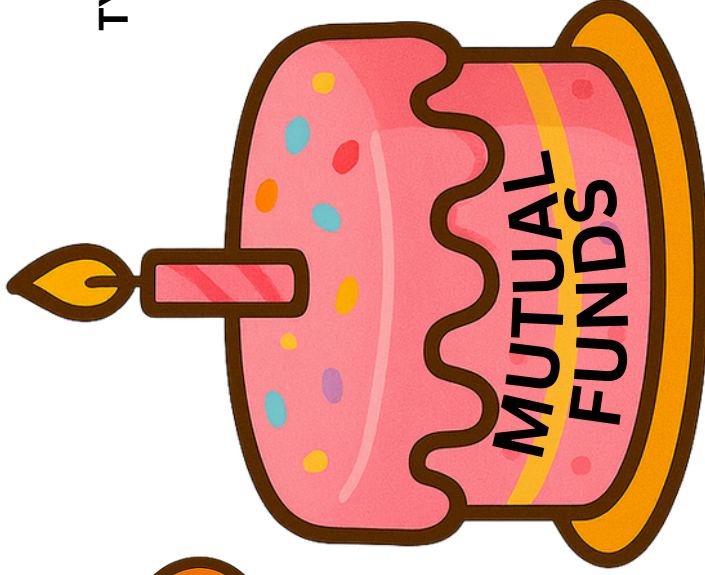


CUSTOMERS = INVESTORS

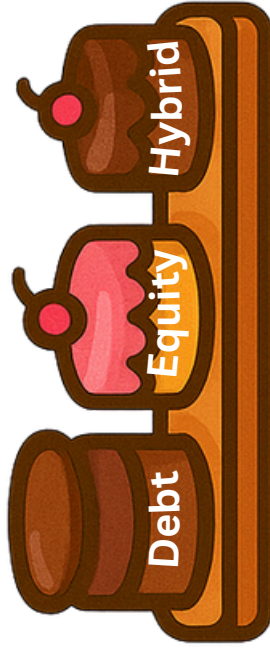


FUND MANAGER = BAKER

Selects the right ingredients to bake the cake perfectly



TYPES OF CAKES = TYPES OF MFs



Chocolate Cake: Like Debt MFs, predictable, fixed taste

Fruit cake: Like Equity MFs, taste can be hit or miss

Chocolate Cake with fruits = Like Hybrid MFs, mix of both flavours

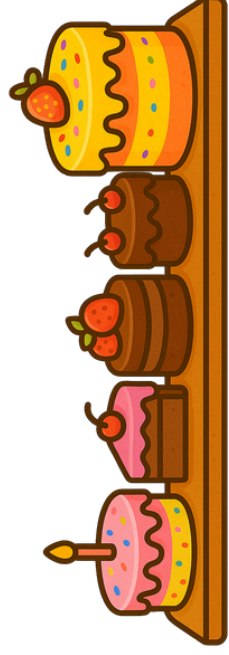


INGREDIENTS = STOCKS, BONDS, ETC

MUTUAL FUNDS = BIG CAKE

Baked from many ingredients (Stocks, Bonds, etc.)

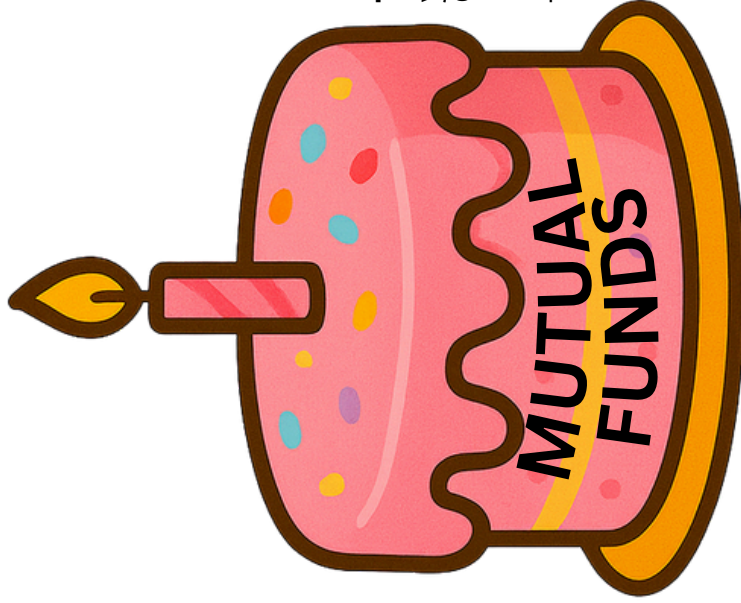
- You buy a slice (called units)
- Each one's slice is proportional to how much money they put in



AUM = TOTAL CAKE SIZE

AUM is like the total size of all cakes baked by the Baker
The bigger the cakes, the more money people have invested, meaning more people trust its baking

THE MUTUAL FUND BAKERY



ROLLING RETURNS = TASTE TESTS OVER TIME

You want to know if the cake always tastes good — not just today. So you take a bite every week for the last 3 years to see how it's been. That's rolling returns — checking how the fund performed over different time frames, not just at one point.



VS.



REGULAR PLAN = BUYING FROM A FOOD APP

You buy your slice through a food app. It's more expensive because they charge a commission to the Bakery to sell their cakes

DIRECT PLAN = BUYING FROM THE BAKERY

you buy your slice directly from the bakery. It's cheaper because there's no middleman

EXIT LOAD = PACKAGING FEE

If you need to leave early from the Bakery, you pay a packaging fee



NAV = PRICE PER SLICE

NAV is the price of one slice of cake. If the Bakery's ingredients go up in value, so does the price of the slice of cake

NAV can go up or down daily based on the price of ingredients.

