

**Period: Jan - Mar 2014**

## **SIP Momentum - Additional Brokerage for SIP Investments ( Per SIP Incentive )**

As you are aware, Systematic Investment Plan (SIP) and Systematic Transfer Plan (STP) are time tested and disciplined approaches towards wealth creation. It allows the investor to adopt a systematic and dedicated approach to financial planning by inculcating a habit for regular savings. Saving through the SIP / STP route allows the investor to benefit from Rupee Cost Averaging, Power of Compounding and also potentially helps smoothen out market volatility.

To continue the momentum for SIP's, we are pleased to offer you the following additional incentive structure.

### **Part 1**

SIP/STP in the range of Rs. 1000 to Rs. 5000 (Lump Sum incentive scheme)

Additional Incentive for SIP/STP		
Amount (Rs) / Tenure (Months)	<60 months	> or = 60 months
1000 < 2000	Amount of SIP x Tenure x 0.35%	Amount of SIP x 60 x 0.45%
=2000 <= 5,000	Amount of SIP x Tenure x 0.45%	Amount of SIP x 60 x 0.50%
No Target		

(a) For e.g. Additional Incentive Payout for SIP of Rs.2500 for 3 years (36months) will be:

Total Amount of investment: Rs. 2500x36 = Rs.90,000

Total Incentive: Rs. 90,000 x 0.45% = Rs.405

### **Part 2**

SIP/STP in the range of Rs 5001 to Rs.50,000 (Installment based incentive scheme)

All SIP /STP registered in this range will be eligible to get additional upfront payout of 50bps with each installment.

(a) For e.g. if an associate has a base brokerage structure as follows:

Upfront ( Equity Schemes )	Total Upfront	Trail
40 bps	40 bps	40 Bps

For SIP business, payout will be as follows:

Upfront ( Equity Schemes )	Total Upfront	Trail
40 + 50 ( SIP incentive )	90 bps	40 bps

Terms and conditions of the contest

1. Regular Brokerage (up-front & trail) on SIP Installments will be paid as per the base rate of “Brokerage Structure” for the period Jan - Mar 2014. Payable at the end of the quarter
2. The Additional Incentive structure mentioned above is applicable for all NEW SIPs/ STPs initiated in equity schemes between the mentioned periods.
3. Applicable to all equity schemes and DSP BR Tax Saver Fund
4. A maximum of 5 years (60 months) has been capped for additional incentive payout for all applications up to Rs 5,000.
5. SIPs/STPs in the range of Rs 5001 to Rs 50,000 will get the additional incentive till installments are live.
6. SIPs/STPs above Rs 50,000 will not be eligible for any special incentive.
7. STP from all schemes to specified equity schemes only will be considered for additional incentive payout.
8. For all SIPs/STPs up to Rs 5,000 - In case of pre closure of SIP/ STP, AMC will recover a proportionate incentive paid for the period between pre-closure & termination dates as per the original registration.
9. In case of weekly STP, only first installment amount will be considered for the incentive (in case of SIP / STP upto a value of <= 5000).
10. Additional Incentive stated above is Gross of Service Tax.
11. SIP applications without the “start-month and end-month” as mentioned in the prescribed format will get rejected.
12. DSP BlackRock reserves the right to amend or withdraw this scheme without any prior notice.

**Insist your client to fill up correct email id and mobile number in an application form. It will help us to serve you better**