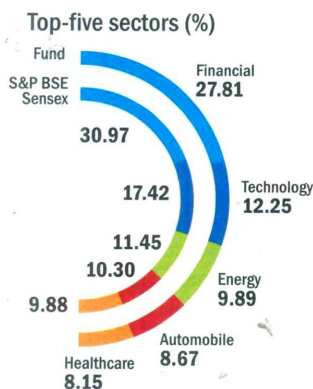




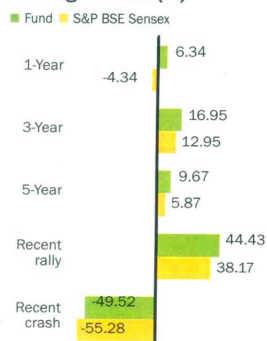
Launch
November 1993

Fund managers
Anand Radhakrishnan,
Anand Vasudevan



Assets ₹ 6,499 Cr as on Sep 30, 2015

Trailing returns (%)



Recent rally: Aug 27, 2013 – Feb 27, 2015
Recent crash: Jan 08, 2008 – Mar 09, 2009
Data as on Oct 31, '15. Portfolio-related data as on Sep 30, '15.

FRANKLIN INDIA BLUECHIP FUND ★★★★★

Rock-steady performer

A fund with top-of-mind recall in the large-cap category, this fund stayed true-to-label through three market cycles over the last 20 years. It has rarely slipped below four-five stars throughout its 20-year tenure. The fund typically holds about 35–40 stocks, striving to maintain adequate diversification across companies and sectors. It adopts a buy–hold approach, with the average holding period for individual stocks at around two years. The fund’s investment style leans towards growth at a reasonable price. The fund selects stocks based on classic fundamental metrics such as high RoCE, good management and the ability to deliver sustainable earnings growth.

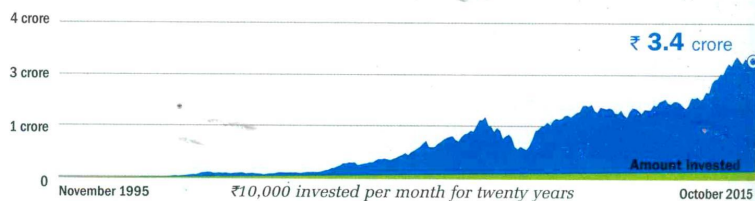
This is a rare fund in the large-cap category whose ten-year record looks as good as the one-year record. In the past year, the fund has beaten its category and benchmark by 10.3 percentage points. The five- and ten-year CAGR at 9 and 15 per cent are

“Through the market ups and downs, we remain focused on long-term fundamentals. We stick to the basics, ignore momentum stories that reflect the short term and focus on building a portfolio of companies that are creating value for their shareholders.”

ANAND RADHAKRISHNAN

ahead of those of the benchmark by 3-4 percentage points and category by 1-2 percentage points. The year-to-year returns show the fund slipping up against its benchmark in two of the last ten years, 2006 and 2013. While it has been good at handling bear markets, its tendency to ignore fancied stocks can result in underperformance in tearaway bull markets. With a rock-steady performance in the long term, the fund tends to ignore momentum stocks in raging bull markets. The 20-year period since launch has seen the fund deliver a 22.4 per cent return. ■

SIP value (₹)



Fund history

Year	2009	2010	2011	2012	2013	2014	YTD																																																								
Rating	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★																																																								
Quartile ranking*	2	1	1	3	4	2	1																																																								
Fund return (%)	84.49	22.96	-18.25	26.79	4.08	37.22	4.59																																																								
Category return (%)	72.94	17.35	-23.24	27.62	6.92	35.15	-0.55																																																								
S&P BSE Sensex	81.03	17.43	-24.64	25.70	8.98	29.89	-3.06																																																								
Expense ratio (%)	1.89	1.85*	1.83	1.81	2.16	2.18	2.20																																																								
Fund style	<table border="0"> <tr> <td>Investment style</td> <td>■</td><td>■</td><td>■</td><td>■</td><td>■</td><td>■</td><td>■</td> </tr> <tr> <td>Growth</td> <td>■</td><td>■</td><td>■</td><td>■</td><td>■</td><td>■</td><td>■</td> </tr> <tr> <td>Blend</td> <td>■</td><td>■</td><td>■</td><td>■</td><td>■</td><td>■</td><td>■</td> </tr> <tr> <td>Value</td> <td>■</td><td>■</td><td>■</td><td>■</td><td>■</td><td>■</td><td>■</td> </tr> <tr> <td>Large cap</td> <td>■</td><td>■</td><td>■</td><td>■</td><td>■</td><td>■</td><td>■</td> </tr> <tr> <td>Mid cap</td> <td>■</td><td>■</td><td>■</td><td>■</td><td>■</td><td>■</td><td>■</td> </tr> <tr> <td>Small</td> <td>■</td><td>■</td><td>■</td><td>■</td><td>■</td><td>■</td><td>■</td> </tr> </table>							Investment style	■	■	■	■	■	■	■	Growth	■	■	■	■	■	■	■	Blend	■	■	■	■	■	■	■	Value	■	■	■	■	■	■	■	Large cap	■	■	■	■	■	■	■	Mid cap	■	■	■	■	■	■	■	Small	■	■	■	■	■	■	■
Investment style	■	■	■	■	■	■	■																																																								
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Mid cap	■	■	■	■	■	■	■																																																								
Small	■	■	■	■	■	■	■																																																								

*Quartile ranking means the quartile in which the fund appears when all the funds in the category are arranged in a descending order of returns.