

UTI AMC Ltd. Wins 3 Prestigious Awards



Disclaimer for Asia Asset Management Awards :

About Asia Asset Management: Asia Asset Management is a monthly publication which focuses on the institutional fund markets in the Asia Pacific region. Widely read by finance professionals, Asia Asset Management has established an influential position within the Asia Pacific institutional market place. The publication was launched in December 1995. Asia Asset Management also plays hosts to a series of Roundtables where pension funds, trustees, regulators and service providers gather to discuss issues affecting the industry. The name of the category: Best of the Best Country Awards - 2009 (for Best Fund house and CEO of the year) and Best of the Best Regional Awards- 2009 (Marketing Personality of the Year). The number of AMC(s) / Mutual Funds in each of the category - 6 companies were short-listed in each category. The name of the Ranking Entity- Asia Asset Management. The length of the period and the ending date, or the first day of the period and the ending date- The period used for performance is Sept 30, 2009; for net assets raised, the data is for the period to end Nov 2009. Background on Award Legacy: As a part of the services, a yearly awards programme is running for fund managers in Asia since 2004. The awards are given as recognition of the hard work of the fund managers and other providers in the asset management industry in Asia Pacific. Fund managers are required to make written submissions for the category in which they wish to be considered. Currently, there is no cost to participating in the awards programme. All entries submitted are vetted by a panel of 3 judges based on the merits of the submissions. Broadly, there are two categories of awards i.e. performance-based awards (looking at historical performance) and non-performance based awards (in areas such as product design, product innovation, service excellence, client servicing and marketing). There are also awards for community services rendered by fund managers in support of local charities. Methodology & Criteria for the awards: • Best Fund House- Whilst overall market share is a key consideration, based on net assets raised from both retail and institutional investors, the award also recognizes the progress made in expanding distribution, stability of management, including investment personnel, operations, client servicing and sales, and investor education programmes implemented, if any. • CEO of the Year - This award recognizes overall achievements, in particular demonstrating leadership in the market that the firm operates in over a rolling two year period. Whilst achieving market share is a factor for consideration, other factors to consider are the incumbent's length of service with the firm (minimum of two years for consideration), increase in assets under management over the two year period (or longer as the case may be), specific and overall performance of funds, minimum AUM of US\$1 billion (the minimum AUM may not apply to smaller markets), profile of the firm in the local market, successful launch of new products, and a demonstrable ability to lead a local team. Other exceptional activities worthy of note have also been considered for the award. • Marketing Personality of the Year - This is based on size of new business won, products launched and implementation of a sound marketing campaign. Awards Disclaimer: The awards are given by Asia Asset Management. The awards are neither a certificate of any statutory compliance nor any guarantee on the future performance of the company. The awards are based on areas such as product design, product innovation, service excellence, client servicing and marketing. REGISTERED OFFICE: UTI Tower, 'Gn' Block, Bandra Kurla Complex, Bandra (E), Mumbai - 400051. Tel. No.: 022 66786666. STATUTORY DETAILS: UTI Mutual Fund has been set up as a Trust under the Indian Trusts Act, 1882. SPONSORS: State Bank of India, Punjab National Bank, Bank of

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Baroda and Life Insurance Corporation of India (liability of sponsors limited to Rs 10,000/-). TRUSTEE: UTI Trustee Co. (P) Ltd. (Incorporated under Companies Act, 1956) INVESTMENT MANAGER: UTI Asset Management Co. Ltd. (Incorporated under Companies Act, 1956) RISK FACTORS: All investments in Mutual funds and securities are subject to market risks and the NAV of the schemes may go up or down depending upon the factors and forces affecting the securities markets. There can be no assurance that the scheme/plan objectives will be achieved. Past performance of the Sponsors / Mutual Fund / Scheme(s) / AMC is not necessarily indicative of future results and may not necessarily provide a basis of comparison with other investments.. The name of the scheme does not in any manner indicate either the quality of the scheme, its future prospects or returns. Realisation of all the assurances and promises made, if any, are subject to the laws of the land as they exist at any relevant point of time. Please contact the nearest UTI Financial Centre, Chief Representative or AMFI Certified UTI IFA for a copy of the Key Information Memorandum cum Application Form and Scheme Information Document. Please read the Scheme Information Document carefully before investing.

Disclaimer For CNBC TV18 Crisil Awards:

CNBC TV18 - CRISIL Mutual Fund of the Year Award for 2009

UTI Mutual Fund (Category – Most Investor-Friendly Fund House of the Year Award)

UTI Mutual Fund won the CNBC TV18 - CRISIL Mutual Fund of the Year Award in the Category – Most Investor-Friendly Fund House of the Year. In total 37 fund houses were eligible for the award universe. Fund houses who have obtained CRISIL~CPR 1 rank(s) during 2009 were considered for the award. Fund houses are scored on the basis of parameters like quality of communication to investors, focus on retail investors and geographical penetration. A detailed methodology of the CRISIL CPR is available at www.crisilfundservices.com. Past performance is no guarantee of future results.

Rankings and Award Source: CRISIL FundServices, CRISIL Ltd.

Disclaimer for ICRA Mutual Fund Awards

UTI Mutual Fund has been judged Fund House of the Year by ICRA Mutual Fund Awards 2010 in the Equity Category from among the 9 AMCs who were considered for the award. The rank indicates top overall performance within the eligible fund houses. To qualify for the award a fund house needs to have atleast one scheme ranked 3-star or above in atleast three of the equity categories defined by ICRA. The scoring aims at assessing the number of superior performing schemes managed by the fund house over the current one-year period. The result also takes into account qualitative factors of an AMC's structure based on their responses to a due diligence questionnaire.

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The ranking methodology did not take into account entry and exit loads imposed by the Fund. The rank is neither a certificate of statutory compliance nor any guarantee on the future performance of UTI Mutual Fund.

Ranking Source & Publisher: ICRA Online Ltd.