

**DSP BlackRock Mutual Fund launches**  
**DSP BlackRock World Agriculture Fund**  
**Investing in agricultural companies through international funds**  
**An Open Ended Fund of Funds Scheme**

**Mumbai, September 28, 2011:** DSP BlackRock Investment Managers today announced the launch of DSP BlackRock World Agriculture Fund. The Scheme is a fund of funds Scheme investing predominantly into the BlackRock Global Funds - World Agriculture Fund, which invests in equity securities of agricultural companies globally. These are companies that form a part of the upstream and midstream portion of the value chain in the agriculture sector and operate across various geographies around the world. The New Fund Offer (NFO) will commence on September 30, 2011 and close on October 14, 2011.

Mr. S. Naganath, President and Chief Investment Officer, said, "Agriculture is a sector represented globally, which has sound fundamentals over the long term, given the rising imbalance between food demand and supply. We believe that agriculture is an investment opportunity with the potential for growth over a long term investment horizon. DSP BlackRock Investment Managers already has a suite of products in the international fund of funds category such as the DSP BlackRock World Gold Fund, DSP BlackRock World Mining Fund and the DSP BlackRock World Energy Fund. We feel that the DSP BlackRock World Agriculture Fund is another such diversification opportunity for Indian investors looking to access leading global and emerging agricultural companies."

A brief note on the product is mentioned below for your reference:

**Why invest in DSP BlackRock World Agriculture Fund?**

DSP BlackRock World Agriculture Fund provides Indian investors with a unique investment opportunity to benefit from the potential growth prospects in the agriculture sector by investing into agricultural companies globally through international funds. The unique features of this Scheme are:

- Low correlation of the agriculture sector of 0.6 with Indian equities (*Data considered: Monthly returns of DAX Global Agribusiness Index v/s BSE100 Index from Oct 31, 2001 till Aug 31, 2011*)
- Provides access to leading global and emerging agricultural companies through international funds.
- The scheme provides investors the opportunity for global diversification combined with access to the fundamentals of the agriculture sector and the growth potential of equities.
- The team at BlackRock, responsible for BlackRock Global Funds - World Agriculture Fund belongs to one of the stronger Natural Resources Teams in the industry, managing around US\$ 47.2 billion in assets as on Mar 31, 2011.
- BlackRock Global Funds - World Agriculture Fund leverages on the fund managers' investment experience in the agricultural space and the commodities sector.

**Areas into which this scheme invests**

DSP BlackRock World Agriculture Fund will invest into the BlackRock Global Funds - World Agriculture Fund and other similar overseas mutual fund schemes, and will provide investors with access to the fundamentals of the agriculture sector.

BlackRock Global Funds - World Agriculture Fund invests mostly in the equity securities of companies which belong to the following investment themes: Agricultural Science Companies, Fertilizers, Agricultural Equipment, Agribusiness, Food Processors, Land & Farming, Forestry etc.

## Key drivers in the Agriculture sector

The agricultural cycle is often characterized by rising commodity prices driven by imbalance between food supply and demand.

The main drivers of demand in the agriculture sector are: a rise in global population which is driving food demand upwards; the rising affluence of urban population leading to an improvement in diet which increases the demand for proteins and the growth of the biofuel sector. The main drivers of supply in the agriculture sector are: The decline in the availability of arable land and a slowdown in the crop yield growth and hence a gradual decline in inventory, which results in a market that is more prone to supply shocks from adverse climatic conditions or government intervention in the global grains trade

This imbalance between demand and supply will likely cause a rise in commodity prices, which in turn will drive the increase in global farm incomes and provide farmers with the incentive to improve productivity. Companies providing goods and services to farmers would benefit from the likely investment cycle in the global farming sector. Rising grain prices lead to sound farm economics and a strong economic case for farmers to improve productivity on a global scale.

## Scheme Features:

Minimum Investment: Rs. 5,000/- and multiples of Re 1/- thereafter  
Options Available:  Growth  
 Dividend  
- Payout  
- Reinvest

### Load Structure

Entry Load	Nil
Exit Load	Holding period < 12 months: 1.00 % Holding Period > = 12 months: Nil

**Investment Objective:** An open ended Fund of Funds Scheme investing in international funds and the primary investment objective of the Scheme is to seek capital appreciation by investing predominantly in the units of BlackRock Global Funds - World Agriculture Fund (BGF - WAF). The Scheme may, at the discretion of the Investment Manager, also invest in the units of other similar overseas mutual fund schemes, which may constitute a significant part of its corpus. The Scheme may also invest a certain portion of its corpus in money market securities and/or money market/liquid schemes of DSP BlackRock Mutual Fund (Fund), in order to meet liquidity requirements from time to time. There is no assurance that the investment objective of the Scheme will be realized. 'Similar overseas mutual fund schemes' shall have investment objective, investment strategy and risk profile/consideration similar to those of BGF - WAF.

**Asset Allocation:** 1. Units of BGF - WAF# or other similar overseas mutual fund scheme(s): 95% to 100% 2. Money market securities and/or units of money market/liquid schemes of DSP BlackRock Mutual Fund: 0% to 5% #in the shares of BGF - WAF, Undertaking for Collective Investment in Transferable Securities (UCITS) III fund. **Terms of Issue:** Rs. 10/- per Unit. Min Investment - Rs. 5,000/- and multiple of Re. 1/- thereafter. **Load Structure & Expenses:** Entry Load - Nil Exit Load- For holding period < 12 months: 1%; for holding period >= 12 months: Nil. **Investor Benefits & General Services:** During Continuous Offer, sale (at Purchase Price) and redemption (at Redemption Price) on all Business Days (Redemption normally within 5 Business Days). SIP, SWP, STP & Nomination facilities available. If the SEBI limits for overseas investments allowed to the Fund are expected to be exceeded, the NFO may be closed / subscriptions and switches into the Scheme (During Continuous Offer) may be temporarily suspended / SIP/STP into the Scheme may be terminated. Declaration of NAV for each Business Day by 10 a.m. of the next Business Day. **Statutory Details:** DSP BlackRock Mutual Fund was set up as a Trust and the settlors/sponsors are DSP ADIKO Holdings Pvt. Ltd. & DSP HMK Holdings Pvt. Ltd. (collectively) and BlackRock Inc. (Combined liability restricted to Rs. 1 lakh). Trustee: DSP BlackRock Trustee Company Pvt. Ltd. Investment Manager: DSP BlackRock Investment Managers Pvt. Ltd. **Risk Factors: Mutual funds, like securities investments, are subject to market and other risks and there can be no assurance that the Scheme's objectives will be achieved. As with any investment in securities, the NAV of Units issued under the Scheme can go up or down depending on the factors and forces affecting capital markets. Past performance of the sponsor/AMC/mutual fund does not indicate the future performance of the Scheme. Investors in the Scheme are not being offered a guaranteed or assured rate of return. Each Scheme/Plan is required to have (i) minimum 20 investors and (ii) no single investor holding >25% of corpus. If the aforesaid point (i) is not fulfilled within the prescribed time, the Scheme/Plan concerned will be wound up and in case of breach of the aforesaid point (ii) at the end of the prescribed period, the investor's holding in excess of 25% of the corpus will be redeemed as per SEBI guidelines. DSP BlackRock World Agriculture Fund is the name of the Scheme and does not in any manner indicate the quality of the Scheme, its future prospects or returns. Mutual Fund Units involve investment risks including the possible loss of principal. Scheme specific risk factors such as, risk associated with underlying schemes, risk associated with overseas investments, risk associated with investment in debt and money market instruments, risk associated with transaction in Units through the stock exchange mechanism and risk associated with trading in derivatives shall be applicable. For detailed scheme specific risk factors, please refer the Scheme Information Document (SID). For more details, please refer the SID, Statement of Additional Information and Key Information Memorandum cum Application Forms, which are available on the website, www.dspblackrock.com, and at the ISCs/Distributors. Please read the Scheme Information Document and Statement of Additional Information carefully before investing.**