

**'MY TARGET VALUE SAVINGS ACCOUNT'**  
**A unique Goal-based product feature from DSP BlackRock Mutual Fund**

**Jul 25, 2011:** DSP BlackRock Investment Managers (AMC) today announced the launch of 'My Target Value Savings Account', the first offering in a series of unique, goal based product features that the AMC plans to launch over the coming months.

'My Target Value Savings Account' works just like a regular folio, with the additional feature being the availability of an automatic trigger facility. When an investor opens a 'My Target Value Savings Account' or converts an existing folio with DSP BlackRock Mutual Fund, he/ she can specify a 'Target Value'. Upon the reaching of this target value, the Units of value equivalent to the specified target value will get switched into DSP BlackRock Money Manager Fund (Regular Plan- Growth Option) or any scheme specified by the investor. Investors will have the option to modify the 'Target Value', or choose from a variety of schemes from DSP BlackRock Mutual Fund at any time.

The product feature will become available starting August 1, 2011 for individuals, being Resident Individuals & Non Resident Individuals, Sole Proprietors, Minors through a guardian and HUFs.

Speaking at the launch, Ajit Menon, EVP and Head of Sales, said "There is feedback from investors and financial advisors alike, for product providers to offer simple product features that help in planning for financial goals and also assist in monitoring them. 'My Target Value Savings Account' is the first such product feature from DSP BlackRock Mutual Fund, that we believe will help investors and financial advisors, in planning for the investors' financial goals."

**About DSP BlackRock Investment Managers**

DSP BlackRock Investment Managers, a Joint Venture between the DSP Group and BlackRock is one of the premier Asset Management Companies in India and currently manages assets including offshore advisory funds of Rs. 39,362 crores (as on Jun 30, 2011). The DSP group has a track record of over 145 years and through its investment companies owns 60% stake in the joint venture. BlackRock Inc. which owns 40% stake in the Company, is one of the largest quoted asset management company in the world and manages assets in excess of USD 3.659 trillion as Jun 30, 2011

**For More Details:**

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