

REGRET AVOIDANCE

Consider your advisor advises you to sell a loss making investment because it has no future prospects, and you are reluctant to do it. Few months later, the advisor tells you to sell the loss making investment and invest the proceeds into a more profitable one. To this you happily agree. This happens because you do not want to admit that you made a wrong investing decision, however the idea of transferring the loss to a profitable product makes you comfortable. This psychology of clinging on to an investment just to avoid admitting a mistake, leads to nothing but damage. The longer you take to own the mistake and book losses, the more you'll lose. You need to understand that the solution to a wrong investment decision is, swallow the loss and get out of the investment, avoiding regret will only aggravate the losses.

ANCHORING

This is when we hang on to a number, fact





Aditya Birla Sun Life Advantage Fund Gr						
Aditya Birla Sun Life Dividend Yield Plus - Growth						
Aditya Birla Sun Life Equity Fund - Gr						
Aditya Birla Sun Life Frontline Equity Fund - Gr						
Aditya Birla Sun Life India GenNext Fund - Gr						
Aditya Birla Sun Life India Opportunities Fund - Gr						
Aditya Birla Sun Life Midcap Fund - Gr						
Aditya Birla Sun Life MNC Fund Gr						
Aditya Birla Sun Life Pure Value Fund - Gr						
Aditya Birla Sun Life Small and Midcap Fund - Gr						
Aditya Birla Sun Life Special Situations Fund - Gr						
Aditya Birla Sun Life Top 100 Fund - Gr						
Axis Equity Fund - Gr						
Axis Focused 25 Fund - Gr						
Axis MidCap Fund - Gr						
Baroda Pioneer Growth Fund - Growth Plan						
Baroda Pioneer Large Cap Fund - Gr						
BNP Paribas Dividend Yield Fund- Gr						
BNP Paribas Equity Fund - Gr						
BNP Paribas Midcap Fund - Gr						
BOI AXA Equity Fund - Regular Plan Gr						
Canara Robeco Emerging Equities Fund - Gr						
Canara Robeco Equity Diversified - Gr						
Canara Robeco F.O.R.C.E. Fund - Regular Gr						
Canara Robeco Large Cap Plus Fund - Gr						
DHFL Pramerica Large Cap Fund - Gr						
DHFL Pramerica Midcap Opportunities Fund - Gr						
DSP BlackRock Equity Fund - Reg. Plan - Div						
DSP BlackRock Focus 25 Fund - Gr						
DSP BlackRock Micro Cap Fund - Gr						
DSP BlackRock Opportunities Fund - Gr						
DSP BlackRock Small and Mid Cap - Reg Gr						
DSP BlackRock Top 100 Equity Fund Gr						
Edelweiss Equity Opportunities Fund - Regular Gr						
Edelweiss Large Cap Advantage Fund - Gr						
Edelweiss Mid and Small Cap Fund - Regular Gr						
Edelweiss Prudent Advantage Fund Plan A - Gr						
Escorts Growth Plan G						
Franklin Build India Fund - Gr						
Franklin India Bluechip Fund Gr						
Franklin India Flexi Cap Fund - Gr						
Franklin India High Growth Companies Fund - Gr						
Franklin India Opportunities Fund-Gr						
Franklin India Prima Fund Gr						
Franklin India Prima Plus Gr						
Franklin India Smaller Companies Fund - Gr						
HDFC Capital Builder-Gr						
HDFC Core and Satellite Fund - Gr						
HDFC Equity Fund - Div						
HDFC Growth Fund Gr						
HDFC Large Cap Fund - Gr						
HDFC Mid Cap Opportunities Fund - Gr						
HDFC Premier Multi-Cap Fund - Gr						
HDFC Small Cap Fund - Gr						
HDFC Top 200 Fund - Div						
HSBC Dynamic Fund - Gr						
HSBC Equity Fund - Gr						
DSP BlackRund - Gr						
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SIP VALUE AS ON 31ST AUGUST 2017

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