

**UTI MUTUAL FUND WINS 2 CNBC-TV 18 -CRISIL MUTUAL FUND AWARDS 2010  
AWARDED THE 'MOST INVESTOR-FRIENDLY FUND HOUSE OF THE YEAR'**

UTI Mutual Fund has been awarded the 'Most Investor-Friendly Fund House of the Year' by CNBC-TV18-CRISIL Mutual Fund Awards 2010. This award, the first of its kind in the Indian mutual fund industry, recognizes performance on three parameters- communication to investors, focus on retail investors and geographical penetration. Out of 37 Mutual fund houses, UTI Mutual Fund has received the award.

UTI Mutual Fund has also received an award for its scheme-UTI Dividend Yield Fund. **UTI Dividend Yield Fund** has won the CNBC-TV 18- CRISIL Mutual Fund of the Year Award in the **Equity Diversified Funds Category**. Within the stated category 66 schemes were eligible for the award. UTI Dividend Yield Fund was among the two schemes that won the award. The award is based on consistency of the scheme's performance in the four quarterly CRISIL CPR rankings released during the calendar year 2009.

On the occasion Mr. U K Sinha, Chairman and Managing Director, UTI Asset Management Company Ltd., said, "We are honoured to receive this prestigious award for the 'Most Investor-Friendly Fund House of the Year' especially since it is the first of its kind in the Indian mutual fund industry. UTI Mutual Fund services the largest number of retail investors across the country and endeavours to provide them with the best of services. This award is a recognition of the efforts made by UTI Mutual Fund towards providing the best of services to its retail investors, robust communication and geographical spread."

**Methodology**

**Most Investor-Friendly Fund House of the Year Award**

Eligibility Criteria

- ❖ Fund houses who have obtained CRISIL~CPR 1 rank(s) during 2009.

Methodology

- ❖ Fund Houses are scored on the basis of parameters like quality of communication to investors, focus on retail investors and geographical penetration
- ❖ The Fund House with the highest weighted score is the 'Most Investor-Friendly Fund House of the Year '.

## **Scheme Awards:**

### **Eligibility Criteria**

- ❖ Funds should be ranked for all the four quarterly CRISIL~CPRs in 2009
  - In case of Equity categories, schemes ranked under one category for 3 out of 4 quarters are considered under that category. In the CRISIL~CPR, as of now there are different equity categories like “Large Cap Equity”, “Small and Mid Cap Equity” and “Diversified Equity”. It is possible that based on their investment profiles, a scheme may be classified as under “Large Cap Equity” in one quarter and “Diversified Equity” in another. It would be eligible for inclusion in the consideration set for the awards if it has been classified under a single category for 3 out of the 4 quarters in 2009.

### **Methodology**

- ❖ The scores of individual parameters for each of the four quarterly CRISIL~CPRs in 2009 are considered individually for the schemes eligible in each category. The CRISIL~CPR parameters include a combination of both NAV based parameters like return and volatility as well as portfolio based attributes like company concentration, sector concentration, liquidity, asset quality, etc.

### **In case of all categories**

- ❖ There are different parameters on which the schemes are evaluated as mentioned above. On each parameter for each quarter, the eligible schemes are ranked relative to the best performer by means of scaled scores. The best performer gets a scaled score of 1.0 and the others get progressively lower scaled scores based on their performance.
- ❖ The quarterly scaled scores are then averaged to arrive at parametric scores for each parameter for the year.
- ❖ The final weighted-average score for each scheme is arrived at by applying an assigned weightage, as in the CRISIL~CPR, to each of the parametric scores.

There is one winner for each category; in case of categories where the total universe of eligible schemes exceeds 20 and the total average AUM for eligible schemes as on 31<sup>st</sup> December 2009 is at least Rs.250 billion, there are two awards.

### **Disclaimer for 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. Past performance is no guarantee of future results.

**Disclaimer for UTI Dividend Yield Fund (Category-Equity Diversified Equity)**

UTI Dividend Yield Fund was among the only two schemes that won the CNBC TV18 - CRISIL Mutual Fund of the Year Award in the Equity Diversified Funds category. In total 66 schemes were eligible for the award universe. Schemes present in all four quarterly CRISIL CPRs were considered for the award. The award is based on consistency of the scheme's performance in the four quarterly CRISIL CPR rankings released during the calendar year 2009. The individual CRISIL CPR parameter scores averaged for the four quarters were further multiplied by the parameter weights as per the CRISIL CPR methodology to arrive at the final scores. A detailed methodology of the CRISIL CPR is available at [www.crisilfundservices.com](http://www.crisilfundservices.com). Past performance is no guarantee of future results.

**Ranking Source & Publisher: CRISIL FundServices, CRISIL Ltd.**

**About UTI Mutual Fund**

UTI Mutual Fund is a SEBI registered mutual fund whose Sponsors are State Bank of India, Punjab National Bank, Bank of Baroda and Life Insurance Corporation of India.

UTI Mutual Fund has assets under management (average) of Rs.74509.87 crore and investor accounts of 1 crore under its 73 domestic schemes (as of January 31, 2010).

**Mumbai**

**February 16, 2010**

**Registered Office:** UTI Tower, 'Gn' Block, Bandra - Kurla Complex, Bandra (E), Mumbai - 400 051.

**Statutory Details:** UTI Mutual Fund has been set up as a trust under the Indian Trust Act, 1882.

**Sponsors:** State Bank of India, Punjab National Bank, Bank of Baroda and Life Insurance Corporation of India. (Liability of sponsors limited to Rs. 10,000/-) **Trustee:** UTI Trustee Co. (P) Ltd. (Incorporated under the Companies Act, 1956) **Investment Manager:** UTI Asset Management Co. Ltd. (Incorporated under the Companies Act, 1956).

**Risk Factors:** All investments in Mutual Funds and securities are subject to market risks and the NAV of funds may go up or down depending on the factors and forces affecting the securities markets. Past performance of the Sponsor / Mutual Fund / Scheme(s) / AMC is not necessarily an indicative of future results. The names of the plans/schemes of UTI Mutual Fund do not in any manner indicate their quality, future prospects or returns. There can be no assurance that the scheme objectives will be achieved. There may be instances where no Income Distribution could be made. Realisation of all assurances and promises made, if any are subject to the laws of the land as they exist at any relevant point of time. The schemes are subject to risks relating to Credit, Interest rates, Liquidity, Securities Lending, Investment in Overseas markets, Trading in Equity and Debt derivatives (the specific risk could be Credit, Market, Illiquidity, Judgemental Error, Interest Rate Swaps and Forward Rate Agreements). For information on general services offered, Entry/Exit load etc please read the Scheme Information Document carefully before investing