WHAT SHOULD YOU DO IN VOLATILE MARKETS?

The stock market is just like the weather - it's unpredictable. Whether it's sunny or rainy, you continue to work. So when the market is volatile, it's prudent to do the same thing – stay invested and let your money continue to grow rather than redeeming your investments.

SIP can help you ride over market volatility through Rupee Cost Averaging.

Here’s how...

By getting fewer units when prices are high

Up or down, historically the market has always risen

By getting more units when prices are low

Benefits of Rupee-cost Averaging...

- Helps during market swings by averaging the cost per unit of your investments thereby reducing the overall price fluctuations over the long term.
- Helps build discipline in investing
- Eliminates the worries of timing the market