

Mutual Fund
Case Study



 THE FINANCIAL EXPRESS

Impressions
Delivered- 4
Million

Days- 30 days

Ad Property- ROS

CTR- 0.26%

The screenshot shows the Financial Express website interface. At the top, there is a navigation bar with categories like HOME, MARKETS, STOCKS, INDUSTRY, ECONOMY, MONEY, AUTO, INFRA, SME, BRANDWAGON, INDIA, and HINDI. A search bar and a 'Sign in' button are also visible. The main content area features several news articles and a prominent banner for 'BUDGET 2020'. The banner includes the text 'Make money responsibly: NFO Period: 22nd Jan, 2020 to 5th Feb, 2020' and a 'LEARN MORE' button. Below the banner, there are several news snippets with images and headlines. The 'BUDGET 2020' banner also includes a small video player showing a person speaking. The website footer contains social media links and a 'Waiting for rtab-fm-everest.technet...' message.

Business News: Business News T... x +

FE <https://www.financialexpress.com>

Apps: Activate UAN base... SGC Services Pvt. Lt... Login, 13Jan17 ZEDO Ad Tools 5 Connection access M Data Studio Reports M Demo Links - Final Twitter +

FINANCIAL EXPRESS [HOME](#) [BUDGET 2020](#) [MARKETS](#) [STOCKS](#) [INDUSTRY](#) [ECONOMY](#) [MONEY](#) [AUTO](#) [INFRA](#) [SME](#) [BRANDWAGON](#) [INDIA](#) [HINDI](#) [Sign in](#)

after reports claim organisation funded anti-CAA protests

Madurai-Chennai Tejas Express gets new 'MAGICBOX' WiFi system with 500 hours of entertainment for passengers

Budget 2020: Rupee to consolidate in this range, only a shocking budget will weaken it beyond this level

Mamata Banerjee follows suit: West Bengal Assembly passes anti-CAA resolution

Foodtech platforms cut discounts as Swiggy, Zomato-led market looks to earn more per delivery

Budget 2020: How govt can take inspiration from UN's sustainable goals to set own vision

Wow, Dubai's Burj Khalifa lights up with tricolour on India's Republic Day!

BUDGET 2020
production of horticulture crops, the agri sector is also likely to regain its lost momentum.

BUDGET 2020
Budget 2020: How health, water, sanitation, development schemes can get bang for the buck; this report tells

BUDGET 2020
This midcap bank stock hits 52-week high as net profit doubles. Should you 'buy'? Check target price

BUDGET 2020
Make in India: Brazil's Taurus Arms S.A. and Jindal Defence to make small arms in India

BUDGET 2020
Budget 2020: MSMEs seek end to GST woes; want FM Sitharaman to take this step against payments issue

AUTO
Nissan to launch Brezza, Venue rival: Made in India SUV to be launched in 2020

7:33 PM 1/27/2020

Waiting for rtab-fm-everest.technet...

Impressions-4 Million

Ad Property- Roadblock
CTR- 0.30%

Offer Closes - 20th Dec, 2019 | **INVEST NOW** | **www.BHARATBond.in**

Investors understand that their principal will be at Moderate Risk | View Riskometer on www.BHARATBond.in
MUTUAL FUND INVESTMENTS ARE SUBJECT TO MARKET RISKS, READ ALL SCHEME RELATED DOCUMENTS CAREFULLY.

TOP NEWS

- Consumer sentiment picks up after months of slump; urban Indians enthused about jobs, investments
- GST Council meet: Most states were opposed to change in slabs, hike in GST
- Changing realities: FMCG firms use new tactics to sell products to discerning consumers
- NCLAT rules in Cyrus Mistry's favour, Tata in trouble
- GST compensation: States say Centre is not doing its part; GST Council sees 1st ever voting
- Reliance Industries: biggest wealth creator during 2014-15: Study

MARKETS
Share Market LIVE: Sensex recedes from record high, yet remains firm among top losers

ECONOMY
EXPLAINED | India's story of low growth, high inflation; here's how stagflation may hit country
Stagflation is said to happen when an economy faces stagnant growth as well as persistently high inflation.

MARKETS
Indian Bonds' struggle to attract yield-hungry investors on basis points post RBI MPC meeting

ESKAND
Bharat Bond
A Government of India Initiative
by Edelweiss Mutual Fund
OWN
PUBLIC SECTOR BONDS
INVEST NOW

MARKETS
Bond with BHARAT
History's richest ever bond
www.BHARATBond.in
BOND
Bharat Bond
A Government of India Initiative
by Edelweiss Mutual Fund
OWN
PUBLIC SECTOR BONDS
INVEST NOW

Let's get smarter about money | x | +

Business News: Business News | x | +

Financial Express

HOME MARKETS STOCKS INDUSTRY ECONOMY MONEY AUTO INFRA S&P MF BRANDWAGON OPINION INDIA HINDI

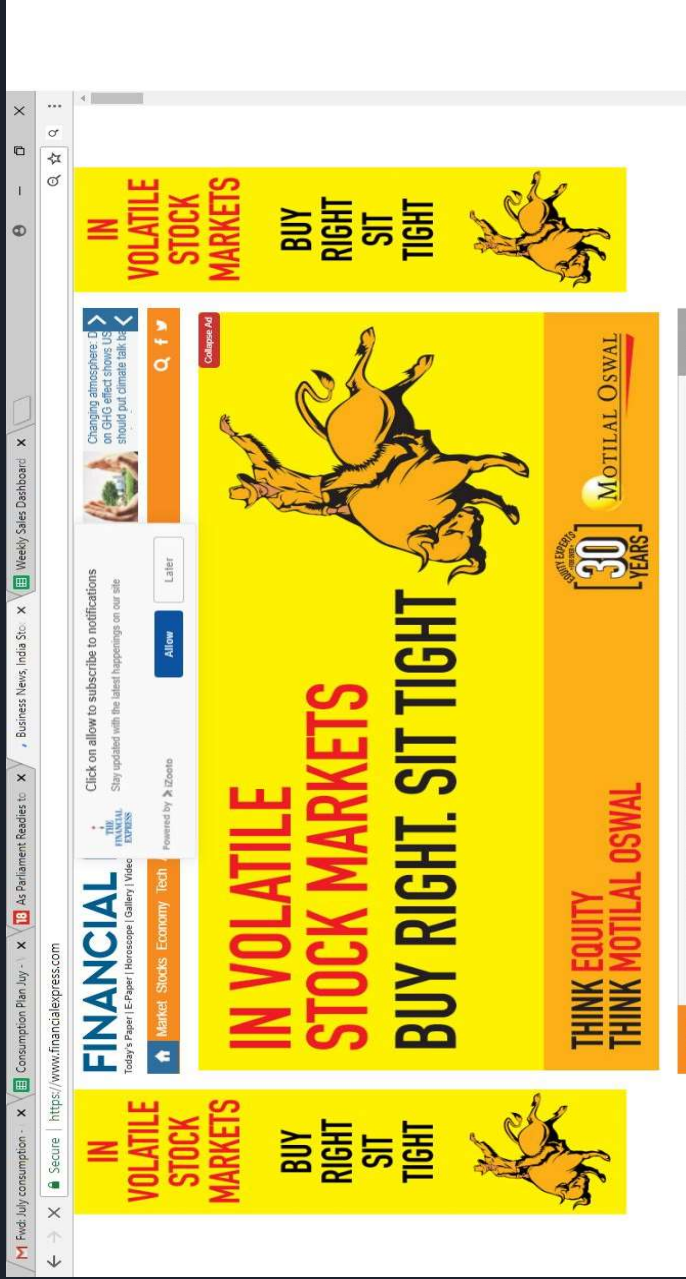
ENG 11:23
INTL 19-12-2019

Type here to search

Impressions Delivered-
4 Million

Ad property-
Roadblock

CTR- 0.27%



ICICI Prudential MF

Impressions
Delivered- 4 Million
Ad property-
Roadblock
CTR- 0.27%

The screenshot shows a mobile browser interface with a dark red advertisement for ICICI Prudential Mutual Fund. The ad features the text "THE SUITABLE DAY FOR INVESTING CAN BE ANY DAY" in white and orange. The ICICI Prudential logo and "TARAKKI KARENI" tagline are visible. The background of the ad is a blurred image of a person's face. The browser's address bar shows "www.financialexpress.com" and the page title is "FINANCIAL EXPRESS". The page content includes a navigation bar with "Market" and "Stocks" tabs, a "TOP NEWS" section with headlines like "Gujarat Rajya Elections 2017" and "JDU MLA votes for Patel", and a "TRENDING NOW" section with a headline "In a first, PM Narendra Modi to meet district magistrates, talk on New". The browser's status bar at the bottom shows "Inbox - nitin.singh@india" and "Business News, India Stock Market, Personal Finance, IPO, Financial News Headlines - The Financial Express".

The screenshot shows the Financial Express website with the following content:

- Market Data:** NIFTY: 1559.25 ↑ 61.35, SENSEX: 3874.78 ↑ 217.74, GOLD: ↑ 50.00, CRUDE OIL: 454 ↑ 38.00, USD: 88.475 ↓ -0.24.
- Market News:**
 - Share market LIVE:** Sensex, Nifty trade higher tracking positive Asian markets; Tata Steel, Vedanta top gainers.
 - Attention Taxpayers! I-T Department cautions employees on Form 16** - TRACES enables viewing of Charatan status, Form 16 or Form 16A, as well as viewing of annual tax credit statement i.e. Form 26AS.
 - Turning 23? Follow these money tips as you step into the Big, Bad World!**
- Other News:**
 - How strong are investor rights in Indian private equity? All you need to know**
 - Haryana's Kona Electric: Review India's Ushesting in a EV Revolution**
 - Candling cash: Withdrawals of over Rs 1 crore at 11.3L crore in FY18**
 - Jeff Bezos' Amazon may hit \$1 trillion sweet spot again after 7-day streak**
- Advertisements:**
 - LIC MF OVERNIGHT FUND:** NFO open from 15th July '19 to 15th July '19. Invest in LIC MF OVERNIGHT FUND. NFO open from 15th July '19 to 15th July '19.
 - Share market LIVE:** Sensex, Nifty trade higher tracking positive Asian markets; Tata Steel, Vedanta top gainers.

Impressions Delivered-
1.5 Million

Ad property- ROS

CTR- 0.61%

REIMAGINING INDIA
FE BUDGET 2019
FINANCIAL EXPRESS

LIC MF OVERNIGHT FUND
NFO open from 15th July '19 to 15th July '19

ECONOMY
Sitharaman draws Budget evidence to show how agri is Modi 2.0 govt's top priority

Finance Minister Nirmala Sitharaman has brought the development of agriculture sector up on the government's priority list by almost doubling the spending in the current financial year.

Bank of Baroda Foundation Day

INFORM (59) - virekumar@india... x Google Ad Manager - Orders x Business News Business News x +
https://www.financialexpress.com

SENSEX: 38337.01 ▼ -598.45
NIFTY: 11419.25 ▼ -177.65
USD: 88.895 ▼ -2.14
GOLD: 59.00
CRUDE OIL: 3820 ▼ 5.00
GEPNIR: 88.405 ▲ 1.14

FINANCIAL EXPRESS POWER TO GROW HOME **BUDGET 2019** MARKETS STOCKS ECONOMY AUTO INDUSTRY MONEY INDIA INFRA OPINION

CELEBRATING 112th FOUNDATION DAY
BUILDING ENDURING RELATIONSHIPS
YOUR TRUST OVER THE YEARS IS THE FOUNDATION OF OUR SUCCESS
KNOW MORE

TOP NEWS

- Explained: Why Modi govt is keen to pass Dam Safety Bill and what it will change
- Fight another day: Indico board meets, skirts key issues
- Oyo's Ritesh Agarwal buys back \$2 billion worth shares

INCOME TAX

Income Tax Return 2019: 5 reasons why ITR filing date may get extended

Income Tax Return e-Filing for AY 2019-20: The due date for ITR filing may get an extension for the taxpayers to file the returns of income well beyond the last date even without bearing any fine.

MARKETS

CPSE ETF oversubscription boosts government's

MARKETS

CPSE ETF oversubscription

FINANCIAL EXPRESS POWER TO GROW

CELEBRATING 112th FOUNDATION DAY
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YOUR TRUST OVER THE YEARS IS THE FOUNDATION OF OUR SUCCESS
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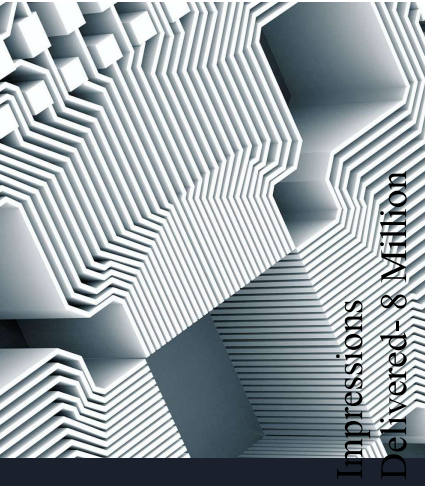
MARKETS

CPSE ETF oversubscription

Impressions
Delivered- 3 Million

Ad property-
Roadblock
CTR- 0.31%

Bank of Baroda Merger- All websites



Impressions
Delivered- 8 Million

Ad property-
Roadblock

CTR- 0.39%

9:56 AM 95% financialexpress.com

FINANCIAL EXPRESS READ TO LEAD

POWER OF 3
BANK OF BARODA, VIJAYA BANK AND DENA BANK
ARE NOW ONE - BANK OF BARODA

AB SAATH HAIN TEEN, BEHTAR SE BEHTAREEN.

KNOW MORE

OPINION
Explained: RBI's liquidity management move and debate around it

Carpet Tiles by Eurofics
70% More life than Normal Carpet Tiles, 10 Years Warranty,
Gain Free technology Carpet Tiles - Harrington

GET QUOTE

9:56 AM 4/12/19

https://www.financialexpress.com

FINANCIAL EXPRESS READ TO LEAD

MARKETS STOCKS ECONOMY AUTO INDUSTRY MONEY INDIA INFRA OPINION

TOP NEWS

- Indian Railways to get \$750 million boost Loan from ADB to help stock to capex plan
- Faisal Bima Yojana is crop insurance working? Here's what data tells us
- Why Rahul Gandhi's Nyaay will not work Explained
- How Hyundai sharpening focus on in-car connectivity
- IRFC, Indian Railways financing arm, wants waiver from stock market listing - Here's why

BANKING & FINANCE

Job market: Hiring in finance sector slowing down? Here's what numbers say

But the addition to the headcount in 2019 could be less than 10%, says Harshad India MD and CEO Paul Dupuis, who points out the sector now faces several challenges

ELECTIONS

Rahul from Vajpayee: Gandhi's always looked South when in crisis

OPINION

Explained: RBI's liquidity management move and debate around it

POWER OF 3
BANK OF BARODA, VIJAYA BANK AND DENA BANK
ARE NOW ONE - BANK OF BARODA

AB SAATH HAIN TEEN, BEHTAR SE BEHTAREEN.

KNOW MORE

Union Bank- Contextual Advertising-IE + JS-

The screenshot shows a desktop browser window with the Financial Express website. The URL is [https://www.financialexpress.com/industry/banking-finance/home-loan-rate-cut-big-gain-for-borrowers\(24197\)](https://www.financialexpress.com/industry/banking-finance/home-loan-rate-cut-big-gain-for-borrowers(24197)). The page features a contextual advertisement for Union Bank's home loan facility. The ad includes the following text:

- Sanction in 2 days**
- Repayment upto 30 years**
- Reduced processing charges**
- Competitive rate of interest**
- Online loan application facility**
- Interest on daily reducing balance**
- No hidden charges**
- Home loan equated monthly instalments (EMIs) are coming down since the Reserve Bank of India started its repo rate reduction cycle since January 2014 when it was at 6 per cent.**

The ad also features the Union Bank logo and a call to action: **APPLY NOW**. The background of the ad shows a person holding a small house model.

The screenshot shows a mobile browser window with the Financial Express website. The URL is [financialiaexpress.com](https://www.financialexpress.com). The page features a contextual advertisement for Union Bank's home loan facility. The ad includes the following text:

- Sanction in 5 days**
- Repayment upto 30 years**
- Variable repayment options**
- Attractive terms on balance of Home Loans**
- No hidden charges**
- Online loan application facility**
- Interest on daily reducing balance**
- Good people to bank with**
- Good service**
- Good products**
- Good branches**
- Good facilities**
- Good services**
- Good products**
- Good branches**
- Good facilities**
- Good services**

The ad also features the Union Bank logo and a call to action: **APPLY NOW**. The background of the ad shows a person holding a small house model.

Home loan rate cut: How it will affect your EMIs

By: FE Online
Updated: April 11, 2016 1:06:47 PM

Home loan equated monthly instalments (EMIs) are coming down since the Reserve Bank of India started its repo rate reduction cycle since January 2014 when it was at 6 per cent.

Impressions
Delivered- 2 Million

Ad property-
Roadblock

CTR- 0.29%

Yes Bank_Premia Banking

Money News Money News Tool X +
← → C <https://www.financialexpress.com/money/> sign in Q

FINANCIAL EXPRESS Read To Lead HOME MARKETS STOCKS INDUSTRY ECONOMY MONEY AUTO INFRA SME BIF OPINION INDIA HINDI

ANALYTICS

Learn more

Tippe College of Business
The University of Iowa

Home | MONEY

MONEY

5 ways to protect your privacy and data online

PRIVYADARSHINI MAJJI-H AGO

If you have an email ID, Facebook and Instagram presence or Google+ account, you have a web-based personality, irrespective of who you are. And there are chances that companies, and organizations might have tracked your behavior and have kept extensive r

Advertisement

YES / PREMIA Savings Account

- YES Premia Advantages
- A dedicated Relationship Manager
- Higher savings interest rate of 6% p.a.*
- Exclusive YES Premia World Debt Card†
- Comprehensive suite of Financial Products

Calculate your post-Budget 2019 tax liability

03:04 09/25/2019

FINANCIAL EXPRESS Read To Lead

Markets Stocks Industry Economy Money

YES / PREMIA Savings Account

Add some sparkle to your leisure.

Get special offers on dining, shopping & travel

Apply Now!

Home | MONEY

MONEY

5 ways to protect your privacy and data online

PRIVYADARSHINI MAJJI-H AGO

Think Security. Think AnG.

Impressions
Delivered- 1 Million

Ad property- ROS

CTR- 0.30%

FINANCIAL EXPRESS HOME **BUDGET 2019** MARKETS STOCKS ECONOMY AUTO INDUSTRY MONEY INDIA INFRA OPINION
 READ TO LEAD

NIFTY: 10912.25 ▲ 8.60 SENSEX: 36382.74 ▲ 113.13 USD: 72.07 ▲ 0.54 GOLD: 33230 ▲ 75.00 CRUDE OIL: 39.69 ▲ 6.00

MICHELIN PRESENTS **THE FINAL PUSH** BUDGET 2019 BY FINANCIAL EXPRESS
 CO-SPONSORERS: AEGON LIFE TATA NEXON VIVO

TOP NEWS

- How will budget 2019's tall promises be fulfilled?**
21-AUG
- Venke Bharat Express damaged again ahead of launch stones pelbed at engine-less Train 18, what happened**
21-AUG
- Auditing case files in Supreme Court challenging law on land acquisition close to disputed site**
21-AUG
- In Anil Ambani's Rcom bankruptcy, government is likely a loser**
FEB 10, 2019

SHARE MARKET HIGHLIGHTS: Sensex ends 114 points higher, Nifty above 10,900; RIL, ONCC gain up to 3.5%

MARRIETS

DHFL share price zooms 4% after firm assuages liquidity concerns following CARE downgrade

Shares of housing finance firm DHFL, recovered on Monday following its speculative assertions of decisions after the firm said that it would sell assets and some of its other businesses in order to address liquidity concerns.

NEWSZY

TRAI's well-intentioned plan backfires? Here's Twitter verdict on new DTH, Cable TV pricing rules

NCA

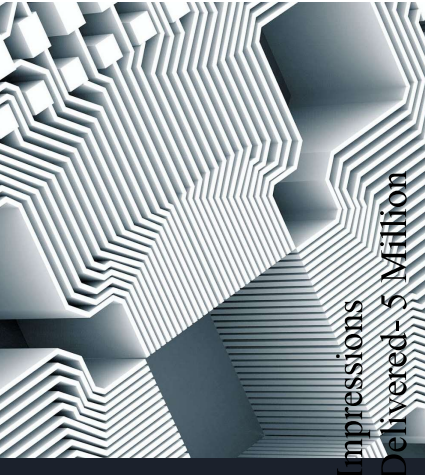
Mamata Banerjee dhama Day 2 LIVE Updates: BJP slams West Bengal CM's dhama, asks whether its crime to probe corruption

ACCOUNTANT

Impressions
Delivered- 6 Million

Ad property-
Roadblock

CTR- 0.32%



Impressions
Delivered- 5 Million

Ad property-
Roadblock

CTR- 0.23%

The screenshot shows a browser window displaying the Financial Express website. At the top, there is a navigation bar with links for 'Proposition for National', 'Latest News, Breaking', 'Simple financial tips for', 'Business News, India Str', 'Contact Us - Canara HSB', and 'www.financialexpress.com'. Below the navigation bar is a large banner for 'The Promise To Make You Cherish Life Everyday' by Canara HSBC. The banner features a woman's face and text: 'Life insurance solutions from Canara HSBC Oriental Bank of Commerce Life Insurance helping fulfill promises of every customer'. A 'Click to watch' button is visible. Below the banner, there are several news articles: 'Infays new CEO Sashi S Parathi to get Rs 16.25 crore as annual salary', 'Lalu Yadav Fodder Scam verdict LIVE: RJD chief likely to be sentenced today by CBI court in Ranchi', and 'Delhi Police recruitment: Good news for aspirants, for first time country-wide'. The bottom of the page shows a Windows taskbar with the time 10:46 AM and date 05-Jan-18.

IS YOUR LIFE INSURANCE LIKE NEWS WITHOUT HEADLINES?
BUY POORA PLAN

IS YOUR LIFE INSURANCE LIKE NEWS WITHOUT HEADLINES?
BUY POORA PLAN

IS YOUR LIFE INSURANCE LIKE NEWS WITHOUT HEADLINES?
BUY POORA PLAN

TOP NEWS

Largest credit card, debit card data breach! Information of millions of cards up for sale online

Budget 2020: Should dividend distribution tax be abolished?

Has inequality come down? Here's what data reveals

Deadly AH-64E Apache attack: Helicopters to be made in India

Why half-baked fertilizer reforms won't deliver

Tale of two sectors: Making India a global hub for chemicals and textiles

Budget 2020: Little room to cut income tax rates

Global selloff: Markets slump for

MARKETS

Sensex, Nifty gain grounds in opening trade; Govt facing heat on Air India privatisation

Bharatiya Mazdoor Sangh (BMS), an RSS-affiliated trade union, on Tuesday, slammed the Centre's plan to privatise Air India. It urged the government to think "a hundred times" before going for privatisation of the airline.

DEFENCE

Nuclear power for India! Stalled reactor project to get back on track ahead of US President Donald Trump's visit

TECHNOLOGY

WhatsApp may soon roll out dark mode for its iOS users; Beta version available to download



Nuclear power for India! Stalled reactor project to get back on track ahead of US President Donald Trump's visit



ADVERTISEMENT



IS YOUR LIFE INSURANCE LIKE NEWS WITHOUT HEADLINES?
BUY POORA PLAN

Impressions
 Delivered- 6 Million

Ad property-
 Roadblock

CTR- 0.32%

LIC

The screenshot shows a mobile browser interface with the Financial Express website. The browser's address bar shows 'www.financialexpress.com'. The page features a navigation bar with 'Market' and 'Stocks' options. A main article titled 'Here's why S... thinks PM M... story to tell a... Economic Fo...' is visible. A large yellow advertisement for LIC's 'Jeevan Utkarsh' policy is the central focus. The ad includes the following text: 'Pay Once... and get prosperity with Security', 'Single Premium', 'More Liquidity', 'Added Benefits*', 'Risk Cover 10X', and 'Tax Rebate under 80 (C) & 10 (10D)'. It also lists policy features: 'LIC's Accidental Death and Disability Benefit Rider (UIDN:512B209Y501)', 'LIC India Forever', and 'A non-linked, with-profit, single premium plan'. Social media icons for Facebook, YouTube, and Twitter are present. A 'Know More' button is located at the bottom right of the ad. The browser's bottom navigation bar includes icons for home, search, and other functions, along with the time '2:34 PM' and date '22 Jan 18'.

Impressions
Delivered- 2 Million

Ad property-
Interstitial

CTR- 0.21%

THANK YOU

