

Why Equity as an Asset Class?



- Many studies have proved that Shares are one of the best long term investments in the Financial Market place, in terms of Returns. They outperform most other types of Financial Investment Products.
- They are generally a highly liquid investment. One can encash the investments within 3 Working Days.
- An investor enjoys a great amount of flexibility, be it on choice of Companies, Number of Shares, Nature of Transaction, @ What Price, When, etc.

[Next](#)

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- Sensex, which is the Index representing 30 Securities in BSE, started its journey @ 100 in 1979 is @ 20001 on 21 September, 2010.
- This means, if 1 Lakh was invested in Sensex in 1979, on 21 September, 2010, it would have been 2 Crores.
- This type of Capital Appreciation is really a phenomenon, which an investor should never miss out.

[Previous](#)

[Next](#)

Why Equity as an Asset Class?



- Equities give investors, two types of Returns:
 - Dividends, which is shared by the Company out of its Annual Profits
 - Long Term Capital Growth, which is represented by the Increase in the Market Price of the Share, over a period of time.

[Previous](#)

[Next](#)



Thank you

