



What should you do in a falling market?

Stay invested. Most investors tend to panic and retreat from falling markets, losing out on the opportunity to gain in the long run. But if your long-term goals haven't changed, why worry? Sound investment decisions are always based on your financial goals rather than market movements.

If you've made lump sum investments, be patient - the markets will recover eventually, and that's when you will be able to reap the rewards. If you've invested in SIPs, carry on investing to benefit from rupee cost averaging. In either case, only a long-term approach will ensure that you achieve your financial goals and consistently build wealth.

If you have questions about your investment portfolio, consult your financial advisor. He can help you make the adjustments, if required, taking into consideration any changes in your financial situation or investment objectives and risk profile.

For more insights on investing, visit our knowledge center at www.invescomutualfund.com



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