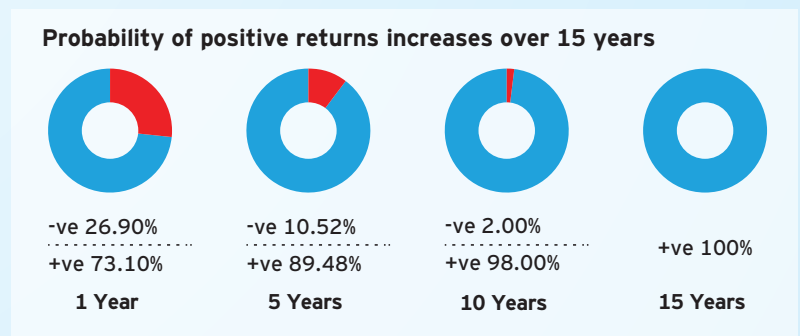
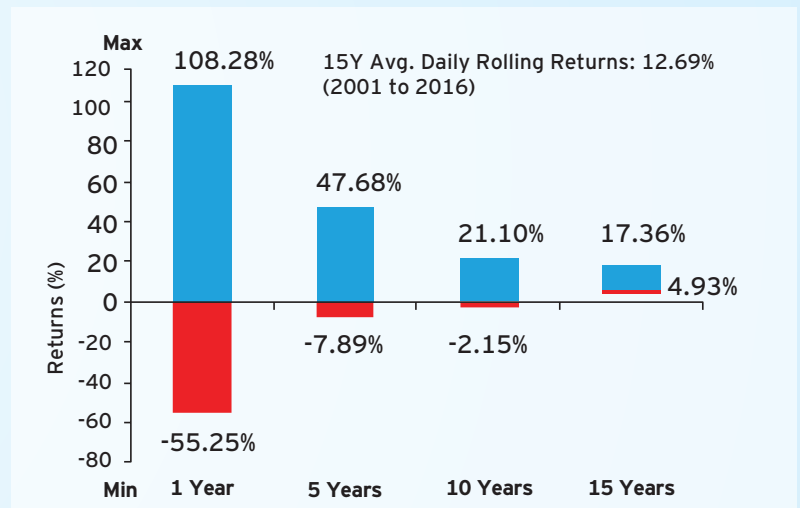


How long should your long-term investment be?

That would depend on what your goals are. If you need to achieve your goals in a short span of time, equities are not for you, as they can be very risky. But if you have long-term goals like a child's higher education, a home or retirement, equity investments are the perfect choice. That's because even though stock market returns vary dramatically year on year, as the time period of your investment increases, the returns become more consistent. Look back at the performance over the last 15 years and you'll realize one fact clearly - the longer your investment horizon, the better your potential returns.



Past performance may or may not be sustained in future.
 Sensex daily rolling return data: Dec. 2001 to Dec. 2016. Returns are compounded annualised. Rolling returns are measures of performance over a selected period on a continuous basis within the given data range. For eg. The fifteen-year rolling returns for Dec. 2001 would begin on Dec. 24, 1986 and end on Dec. 31, 2001 (a full 15 years).



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