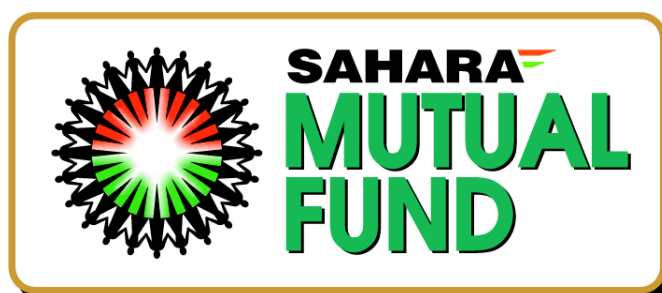


Press Release



Sahara Mutual Fund introduces Rs.100/- Daily Systematic Transfer Plan under its Schemes

Sahara Mutual Fund is pleased to announce the introduction of the Daily Systematic Transfer Plan (STP) with effect from October 20, 2010 with a minimum daily amount of Rs.100/- under its schemes. This would facilitate the investors to invest amount of as low as Rs.100/- or above on a daily basis in the selected scheme of Sahara Mutual Fund through Systematic Transfer Plan (STP) subject to the terms specified. The above would facilitate a large number of investors to take advantage of the investing in Indian capital market on a daily basis through use of STP facility.

On this occasion, Shri Naresh Kumar Garg, CEO stated that this facility of investing an amount as low as Rs.100/- or above on a daily basis through Systematic Transfer facility would help the investors to take capital market exposure in a systematic manner & would be able to take advantage of daily market movements. This is a significant step by Sahara Mutual Fund to offer investor friendly services. This is an important milestone which would help the investors to choose & reap the benefits of the Indian capital market in a comprehensive way.

About Sahara Mutual Fund:

Sahara Mutual Fund currently manages Ten Equity Funds namely Sahara Tax Gain Fund, Sahara Growth Fund, Sahara Mid Cap Fund, Sahara Wealth Plus Fund, Sahara Infrastructure Fund, Sahara R.E.A.L. Fund (Close Ended), Sahara Power and Natural Resources Fund, Sahara Banking and Financial Services Fund, Sahara

Super 20 Fund and Sahara Star Value Fund. It also manages Six Debt Funds namely Sahara Income Fund, Sahara Gilt Fund, Sahara Liquid Fund, Sahara Classic fund, Sahara Short Term Bond Fund and Sahara Interval Fund Quarterly Plan – Series 1.

Place: Mumbai

Date: October 19, 2010

Mutual Fund Investments are subject to market risks. Please read the Scheme Information Document / Statement of Additional Information carefully before investing.

Statutory Details: Sahara Mutual Fund has been set up as a trust under the Indian Trust Act 1882 (liability restricted to the corpus of Rs.1 lac) with Sahara India Financial Corporation Limited as Sponsor and Board of Trustees as Trust and Sahara Asset Management Company Private Limited as the Investment Manager to Sahara Mutual Fund. **Mutual Funds and securities investments are subject to market risks and the NAV of the scheme may go up or down depending upon the factors affecting the securities market. There can be no assurance or guarantee that the Scheme objectives will be achieved.** The past performance of the previous scheme, sponsor or its group affiliates is not indicative of and does not guarantee future performance of the scheme. The sponsor is not responsible or liable for any loss or shortfall resulting from the operations of the scheme beyond the initial contribution of Rs.1 lakh made by it towards setting up of the Mutual Fund. **Mutual Funds investments are subject to market risk. Please read the Scheme Information Document(SID) /Statement of Additional information(SAI)/ Key Information Memorandum(KIM) carefully before investing. For scheme specific risk factors & other details please read the SID/SAI/KIM of the scheme carefully before investing.**