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**ways to improve your
equity investments for
better returns**

Swipe 

#01

Keep your strategy simple


Avoid complex trading. Mutual funds are often the best choice for individual investors.

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#02

**Set clear
financial goals**


**Aim for a 7-10 year holding
period for better equity returns.**

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#03

Manage expectations


Ignore quick returns and stock tips. Aim for realistic long-term returns of 10-12% per year.

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#04

Understand market behaviour


Expect volatility. Focus on how
much and where to invest, and
stay invested.

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#05

Limit your choices for portfolio

When allocating funds, maintain a portfolio of 4-5 funds across large, midcap, and flexi-cap categories for diverse investment styles.

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