

GenCap Hela Imara Money Market Fund - FAQs

What is a Money Market Fund?

A money market fund is a collective investment scheme (CIS) which pools funds from different investors and invests them in low-risk, liquid and interest-earning instruments. These instruments include treasury bonds & bills, corporate bonds & commercial papers, cash & call deposits, and term deposits that have a short-term maturity. Each investor is allotted units in the fund based on the value of the investment they put in.

What is the GenCap Hela Imara Fund?

The GenCap Hela Imara fund is the money market fund offered by the Genghis Capital asset management division. It is open to all investors looking to invest their money in an account that offers greater returns than conventional bank accounts.

The minimum initial deposit and subsequent top-ups is KES 500 with no ceiling on how much an investor can save.

What are the advantages of investing with the GenCap Hela Imara fund?

Investing/saving in Hela Imara has several benefits:

1. **Capital Preservation and Investment Diversification:** The pooled investments from individual unitholders are put in various short-term secure (low risk) investments. For a relatively small investment amount (KES 500 and above), an investor also gets access to the diversification of the fund.
2. **Liquidity:** You can cash in all or part of your investments on any working day, as and when the need arises, and the process will take only 2 – 4 working days without losing out on already earned interest.
3. **Flexibility:** You can contribute moderately/ infrequently but still enjoy the benefit of being part of a large and diversified portfolio with an attractive return.
4. **Interest:** The GenCap Hela Imara rate is published daily in local newspapers and on Genghis Capital social media pages. The published rate is NET of management fees but gross of withholding tax. The rate is determined by the performance of the underlying assets on any given day. In addition, the funds benefit from compounding interest that is computed daily and credited to the client's account monthly.
5. **Professional Fund Management:** As an investor in our money market fund, you benefit from the services of professional fund managers and investment experts. This takes the hassle out of investing that is typical of other forms of investment.
6. **Safety:** The GenCap Hela Imara fund is regulated by the Capital Markets Authority, a regulating body charged with the prime responsibility of supervising, licensing and monitoring the activities of market intermediaries. In addition, a CIS has several parties who offer added safety measures. They include the Trustee, Custodian and Auditors. The GenCap Hela Imara fund's trustee is Kenya Commercial Bank and their role is to safeguard the interests of the unitholders and monitor compliance to the trust deed and investment memorandum. Stanbic Bank is the fund's custodian and they effectively hold and safeguard all the assets of the unit trust fund.



What is the difference between the daily yield rate and the effective annual yield?

The fund's published rates are expressed in two different percentage rates: Daily Yield and Effective Annual Yield.

Daily yield is the annual rate of return that the funds' assets are generating at any particular point in time.

The effective annual yield, on the other hand, is the rate of return that the funds will generate assuming that an investor remains invested in the fund for one year, and the fund consistently generates a given daily yield.

Effective annual yield is the daily yield plus the compounding effect of interest.

How can I invest in the GenCap Hela Imara fund?

Opening an account in the GenCap Hela Imara fund is a requirement and you can do so easily using the G-Kuze app.

The app is available for Android devices on Google Play and iOS devices on Apple App store. G-Kuze app will guide you to digitally submit the account opening information required. You can do this from anywhere in the world! No office visit needed or paperwork.

G-Kuze account activation takes one working day from the submission and acceptance of complete and correct information. You will receive an email with your new Hela Imara account number once it is activated.

You can also invest using *895#. This USSD is available for Safaricom subscribers.

If you are unable to access the app, you can send a request for account opening to our team on amclientrelations@genghis-capital.com, call 0709 185 000.

How do I top up my Hela Imara account?

You have four convenient options:

1. In-app of G-Kuze via an M-Pesa STK push. Simply input the amount you wish to deposit in the Buy section. Do ensure you have sufficient funds in your M-Pesa before initiating the process. Alternatively, you can also use our USSD to top up that is *895# (for Safaricom subscribers).
2. M-Pesa PayBill. Use the M-Pesa Paybill 819 392, and input your Hela Imara number as Account No. Your Hela Imara account has the prefix GCL/CA/000000xxxx. You may also use your full name
3. Bank Deposit/Pesalink transfer: Use the below to make a transfer. Kindly indicate your Hela Imara account or Full name in the payment narrative/remarks
Bank: STANBIC BANK, Chiromo Branch
A/C Name: Gencap Hela Imara Fund
A/C No: 0100004723524
4. Invest using *895#. This USSD is available for Safaricom subscribers.



What are the charges for operating a Hela Imara account?

The GenCap Hela Imara fund charges a management fee of 2% per annum of funds under management. This fee is typically funded by the return generated by the entire funds under management and not the principal investment amount of unitholders. The yield rates published are net of the fee.

There is 15% withholding tax levied for residents and non-residents alike on the interest generated and is paid to KRA monthly

You are not charged when making withdrawals from your Hela Imara account into your bank account, and there are no operating charges.

How can I view my account balance?

Hela Imara account statements are sent to clients via email by the 5th of every month. In addition, you can request to be sent a statement at any point in the month by reaching out to the client relations team.

However, the most convenient way to watch your balance grow is via the G-Kuze app. Your account balance is readily available under the Portfolio view whenever you wish to review. You can also use our USSD code to check your balance by dialing *895#.

Can I open a joint Hela Imara account or an account for a minor?

Joint accounts and accounts for minors are available. You will need to fill the specific form for this type of account. Kindly reach out to the team on amclientrelations@genghis-capital.com

How do I withdraw from my Hela Imara account?

In-app of G-Kuze, you can initiate a withdrawal request by using the 'Sell' function. The team will receive the withdrawal notification and upon confirmation, the funds will be remitted to your account within 2-4 working days.

You can also send email instructions to amclientrelations@genghis-capital.com or use our USSD shortcode *895# to withdraw funds.

