

Monthly Product Deck

September 2024



➤ PMS / AIF Performance Summary	3
➤ Long-only PMS.....	4
a. Abakkus All cap Approach PMS	
b. Aditya Birla ISOP PMS	
c. Carnelian Shift Strategy PMS	
d. ENAM India Vision Portfolio PMS	
e. ICICI Pru Contra Strategy PMS	
f. Motilal Oswal Founders PMS	
g. Spark India@ 75 Flexicap Strategy PMS	
h. Unifi Blend PMS	
➤ Long-only AIFs	13
a. 3P India Equity Fund	
b. Alchemy Leaders of Tomorrow Fund	
c. ICICI Pru Growth Leaders Fund Series IV	
d. Motilal Oswal Growth Anchors Fund Series IV	
➤ PE / VC / Long-Short AIFs	18
a. Avendus Absolute Return Fund	
b. HDFC AMC Select AIF FoF-1	

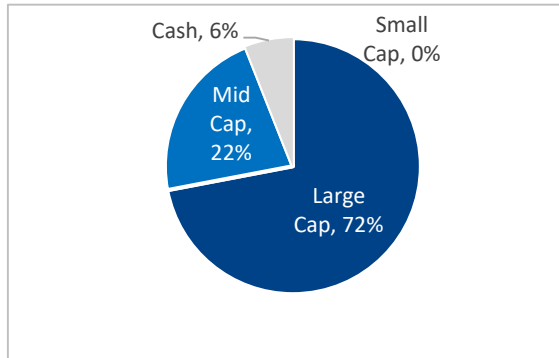
PMS/AIF PERFORMANCE SUMMARY

			Performance							Market Cap Allocation		
Scheme Name	Fund Manager Name	Corpus (in Crs)	1 M	3 M	6 M	1 Y	2 Y	3 Y	5 Y	Large Cap	Mid Cap	Small Cap
Multicap Funds												
AIF												
3P India Equity Fund	Prashant Jain	11,799	1.3	13.2	19.9	49.0	-	-	-	82	6	12
Alchemy Leaders of Tomorrow Fund	Hiren Ved	608	1.7	16.5	29.3	52.9	31.4	26.1	30.1	42	39	26
ICICI Pru Growth Leaders Series - 1	Anand Shah	861	1.6	9.1	25.2	45.7	37.2	-	-	68	12	20
Motilal Oswal Growth Anchors 1 Fund	Vaibhav Agarwal	3,549	3.8	22.8	30.7	56.4	-	-	-	37	48	15
PMS												
Abakus All Cap Approach PMS	Sunil Singhania	7,115	1.5	9.2	13.1	32.2	31.7	20.0	-	72	22	-
Aditya Birla ISOP	Dhaval Mehta	1,219	1.1	12.7	21.2	45.1	30.6	20.8	25.8	71	15	7
ENAM India Vision	Raghvendra Reddy	815	1.1	9.4	14.3	29.1	-	-	-	51	21	21
ICICI Prudential Contra	Anand Shah	8,929	0.2	6.7	19.8	46.4	35.3	26.2	28.7	61	20	19
Motilal Oswal Founders PMS	Vaibhav Agarwal	1,786	4.0	23.5	30.7	59.1	-	-	-	16	41	43
Spark India@ 75 Flexicap Strategy	P. Iyer Krishnan	424	1.3	14.0	14.8	43.4	32.9	24.8	24.5	52	18	16
Unifi Blended Rangoli PMS	Sarath Reddy	16,938	0.2	12.0	11.8	31.8	24.4	17.5	33.1	35	18	47
Carnelian Shift Strategy PMS	Vikas Khemani	2,800	6.2	26.2	28.8	54.2	49.1	33.6	-	7	8	83
Indices												
Nifty 50			1.1	12.0	14.8	31.1	19.2	13.8	18.0			
BSE 500			0.8	12.3	17.9	39.5	23.8	17.4	21.3			
BSE MID CAP			0.9	14.5	24.7	57.3	38.9	27.2	29.5			
BSE SMALL CAP			1.2	18.5	23.9	50.8	39.8	27.7	34.9			

LONG-ONLY PMS

FUND FACTS	
Category	Multi-cap
AUM – Strategy (Rs cr)	7,115
Benchmark	BSE 500 TRI
Median Mkt Cap (Rs cr)	57,289
Wt Avg Mkt Cap (Rs cr)	2,17,702
No. of Stocks*	27

Does not include stocks less than 1%



Market Capitalisation Break-up

FUND STRATEGY

- Abakkus All Cap Approach PMS is a benchmark agnostic diversified portfolio
- Fund invests in fundamental based ideas picked via a bottom-up approach
- Large cap allocation based on top down sector view with focus on stability
- Aims to generate alpha from exposure to broader market companies with sustainable business and high ROEs
- Endeavors to generate alpha and wealth creation by buying with typically 3-5 years holding period
- Portfolio adheres to proprietary “MEETS” framework for stock selection
- MEETS framework:
 - Management:** Quality, track record, capital allocation & distribution
 - Earnings:** Quality of earnings v/s reported earning, actual earnings v/s expected, cyclical v/s structural earnings, Companies that can double profits in 4 years or less or where EV/EBITDA can halve in four years
 - Events:** Stock movement due to events, disruptive trends/themes
 - Timing:** Pricing discount, investment horizon, mean reversion
 - Structural:** Size of the opportunity, MOAT, consistent growth in profits

CIO: Mr Sunil Singhania

Sunil Singhania, a CA rank and CFA charter holder, is a reputed name in Indian equities. He last served as CIO-Equities for Reliance Mutual Fund, where he oversaw over \$ 1 billion of equity assets. Sunil is regarded as one of the top Equity Fund Managers in the country (rated best Fund Manager by Outlook Business in 2016 and 2017 over 10 year time frame). He is the first Indian to be appointed on the Global Board of CFA Institute, USA. Currently Honorary Chairman of Investment Committee of CFA Institute.

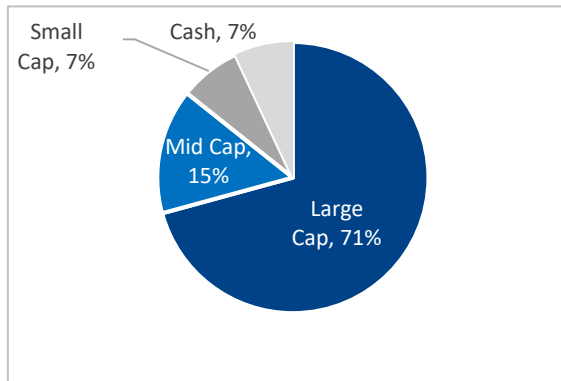
PERFORMANCE (%)							
	1M	3M	6M	1Y	2Y	3Y	S.I.
Abakkus All Cap Approach	1.5	9.2	13.1	32.2	31.7	20.0	33.6
S&P BSE 500 - TRI	1.0	12.9	18.8	41.1	25.3	18.9	27.9

Returns < 1 yr are absolute. Returns > 1 yr are CAGR. Inception date – 29-Oct-2020

PORTFOLIO			
Top 10 Stocks (%)		Top 10 Sectors (%)	
Bharti Airtel Limited	7.3	Banks	16.4
Sun Pharma Industries Limited	5.6	Telecommunications	12.2
Jindal Stainless Limited	5.2	NBFC	11.6
HCL Technologies Limited	5.1	Industrials	11.5
NTPC Limited	5.0	Commodities	8.7
State Bank Of India	4.9	Healthcare	7.4
Max Financial Services	4.7	IT – Software	7.3
Polycab India Limited	4.4	Utilities	5.0
Larsen & Toubro	4.3	Insurance	4.7
Indusland Bank Limited	4.0	Consumer Discretionary	2.1

FUND DETAILS			
Benchmark	BSE 500 TRI		
Investment Tenure	Open ended PMS with investment horizon of more than 3 years		
Min Investment	Rs 50 lacs and in multiples of Rs 5 lac thereafter		
NRI Eligibility	NRIs can invest on a case to case basis and in consultation with fund house US, Canada and Europe based NRIs are not allowed to invest		
Management Fees	Amount	Fixed Fees	Fixed + Performance Fees
	Rs 50 lakhs to < Rs 5 Cr	2.50%	1.75%
	Rs 5 Cr to < Rs 10 Cr	2.10%	1.40%
	Rs 10 Cr and above	1.75%	1.10%
Performance Fee	Annual with high water mark applicable. No catch-up		
Exit Charge	1.5 % up to 12 months. NIL there after		
STP	2 Months or 4 Months STP, with equal monthly contribution		

FUND FACTS	
Category	Multi-cap
AUM – Strategy (Rs cr)	1,219
Benchmark	BSE 500 TRI
Median Mkt Cap (Rs cr)	1,51,182
Wt Avg Mkt Cap (Rs cr)	3,00,265
No. of Stocks	34



Market Capitalisation Break-up

FUND STRATEGY

- Birla ISOP is a diversified, multi cap portfolio of 15-30 stocks
- Fund's core focus is on companies that are primed to benefit from micro and macro catalysts (65-70%). 30-35% of the portfolio is invested across secular growth stories
- It endeavors to exploit the inefficiencies in the market that lead to mispricing of stocks that are fundamentally strong
- Stock selection is driven by strong Quantitative filters and Qualitative factors

Quantitative filters:

- Strong balance sheets
- Good capital allocation track record
- High return on capital over a longer time frame

Qualitative filters:

- High corporate governance
- Established business models and prominent market share
- Skilled management

FUND MANAGER: Mr Dhaval Mehta

Dhaval has over 9 years of experience in equity research and portfolio management. His domain expertise include consumer staples & discretionary, retail, building material, cement and media sectors. Prior to joining ABSLAMC, he has worked with ASK Investment Managers as Portfolio Manager and managed assets over \$200mn. He has an MBA from Narsee Monjee Institute of Management Studies Mumbai.

PERFORMANCE (%)								
	1M	3M	6M	1Y	2Y	3Y	5Y	S.I.
Aditya Birla ISOP	1.1	12.7	21.2	45.1	30.6	20.8	25.8	20.6
BSE 500 TRI	1.0	12.9	18.7	41.1	25.3	18.9	22.9	17.5

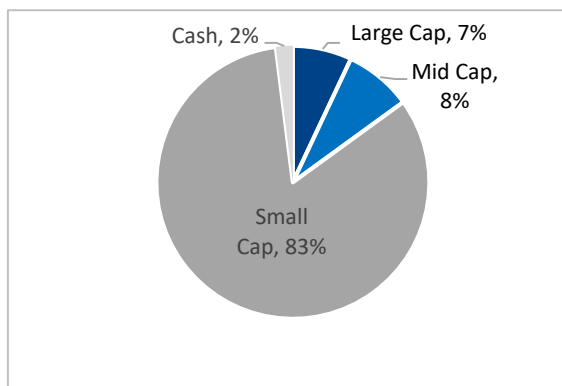
Returns < 1 yr are absolute. Returns > 1 yr are CAGR. Inception date – 14-Jun-2018

PORTFOLIO			
Top 10 Stocks (%)		Top 10 Sectors (%)	
Trent Limited	6.6	Financial Services	21.0
Bharti Airtel Limited	5.4	Capital Goods	11.2
Bharat Dynamics Limited	4.6	Information Technology	11.0
ICICI Bank Limited	4.4	Consumer Services	7.6
Tata Consultancy Services Limited	4.1	Auto	6.7
Axis Bank Limited	3.6	FMCG	6.6
Bank Of Baroda	3.5	Healthcare	6.1
AIA Engineering Limited	3.4	Power	5.9
Sun Pharmaceuticals Limited	3.4	Telecom	5.7
ITC Limited	3.4	Oil & Gas	3.3

FUND DETAILS	
Benchmark	BSE 500 TRI
Investment Tenure	Open ended PMS with investment horizon of more than 3 years
Min Investment	Rs 50 lacs and in multiples of Rs 1 lac thereafter
NRI Eligibility	NRIs can invest on a case to case basis and in consultation with fund house US and Canada based NRIs are allowed to invest
Management Fees	Fixed fee of 2.50% p.a. calculated on the average daily portfolio value and will be charged monthly in arrears
Exit Charge	1 % up to 1 year. NIL there after
STP	For existing client, minimum investment for monthly STP – Rs 10 Lacs For new client, minimum investment for monthly STP – Rs 50 Lacs Minimum investment for weekly STP – Rs 2 Cr For monthly STP, STP amount can be 10% or 20% of total investment. For weekly STP, STP amount can be 5% or 10% of total investment.

FUND FACTS

Category	Multi-cap
AUM – Strategy (Rs cr)	2,800
Benchmark	BSE 500 TRI
Median Mkt Cap (Rs cr)	13,633
Wt Avg Mkt Cap (Rs cr)	37,742
No. of Stocks	33



Market Capitalisation Break-up

FUND STRATEGY

- The strategy is designed to capture structural decadal shifts presenting large opportunity in:
 - Manufacturing led by conducive regulatory and global environment
 - Tech evolution empowered by digitalization globally. These themes act as a filter to identify value in order to earn a superior risk adjusted return
- Portfolio has blend of mid & small cap listed companies having niche core competence & large opportunity size, proven track record and impeccable management capabilities.
- Strategy follows a concentrated QGARP (Quality growth companies at a reasonable price) portfolio construction approach.
- The fund employs forensic analysis to circumvent typical human errors. It utilizes the CLEAR approach, which involves assessing cash flow, liabilities, earnings quality, and asset quality, along with scrutinizing related party transactions and governance issues.

Fund Manager: Mr. Vikas Khemani

Vikas has 27 years of capital markets experience, most recently as the CEO of Edelweiss Securities Ltd, where he spent 17 years incubating & building several businesses to leadership including Institutional Equities business and Equity Research. He has strong business acumen & deep understanding of Capital markets and enjoys strong reputation/relationship with Corporate India. He is also associated with various industry bodies and committees. He is a member of the CII National Council on Corporate Governance & FICCI Capital Markets Committee, serves as an invited member of Executive Council of Bombay Management Association and is a member of Young Presidents Organization (YPO) a global forum for entrepreneurs and CEOs.

PERFORMANCE (%)

	1M	3M	6M	1Y	2Y	3Y	S.I.
Carnelian Shift Strategy	6.2	26.2	28.8	54.2	49.1	33.6	48.3
BSE 500 - TRI	1.0	12.9	18.8	41.1	25.3	18.9	27.8

Returns < 1 yr are absolute. Returns > 1 yr are CAGR. Inception date – 06-Oct-2020

PORTFOLIO

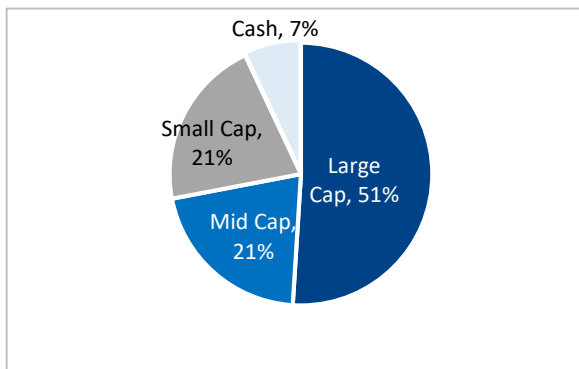
Top 10 Stocks (%)		Top 10 Sectors (%)	
Phillip Carbon Black	6.2	IT	18.8
Laurus Labs	5.3	Auto & Auto Ancillary	18.1
Quick Heal Technologies	4.5	Pharma & API	17.1
Shaily Engineering Plastics	4.4	Engineering & Capital Goods	14.1
Anup Engineering	4.2	Chemicals	7.9
Aarti Industries	4.1	Textile & Garment	7.5
Syngene International	3.9	Consumer Durables	4.8
Tech Mahindra	3.6	Plastic Manufacturing	4.4
CIE Automotive Limited	3.6	Building Material	2.6
Larsen & Toubro	3.4	Telecom Equipment	1.8

FUND DETAILS:

Investment Manager	Carnelian Asset Management & Advisors Pvt Ltd
Benchmark	BSE 500 TRI
Portfolio Manager	Mr. Vikas Khemani & Mr. Manoj Bahety
Min Investment	Rs 50 lacs and in multiples of Rs 5 lacs thereafter
NRI Eligibility	NRIs including US and Canada can invest on a case-to-case basis and in consultation with fund house (except for Hong Kong & China).
Fee Structure	Fixed fee only: Fixed Management fee: 2.50% p.a.
	Option 2: Fixed + Performance fees Fixed Management fee: 1.5% p.a. Performance fee: 15% above hurdle rate of 8% p.a. charged at the end of 5 years
STP Option	Client can opt for monthly STP. Maximum duration for STP will be 4 months. Minimum amount for STP is Rs 50 Lacs or more per strategy.
Exit Charge	1% up to 1 year, NIL thereafter

*Excludes operating expenses, brokerage costs, statutory and all other charges as applicable

FUND FACTS	
Category	Multi-cap
AUM – Strategy (Rs cr)	851
Benchmark	BSE 500 TRI
Median Mkt Cap (Rs cr)	43,494
Wt Avg Mkt Cap (Rs cr)	2,43,666
No. of Stocks	20



Market Capitalisation Break-up

FUND STRATEGY

- Flexi cap offering designed to capitalise on India's vision of \$10 trillion economy by 2031
- Aims to identify high-quality businesses that are well positioned structurally and have sustainable competitive advantage with strong execution capabilities
- The fund seeks to create long term wealth by investing in a focused portfolio comprising industry leaders/challengers with competitive management, which are trading at attractive valuations providing margin of safety
- The fund will seek to invest in ideas which are a combination of structural growth and sustainable valuations
- The fund intends to capture the megatrends in Indian markets by participating in themes like:
 - Digitisation
 - Premiumisation
 - Financialization
 - Formalisation
 - Urbanisation
 - Manufacturing
 - Rising exports

FUND MANAGER: Mr Raghavendra Reddy

Raghavendra Reddy has over 17 years of experience in Equity markets with expertise across Research, Portfolio Management, and Equity Advisory. Prior to Enam AMC, he has worked with Ambit Capital (PMS), Kotak Securities (PMS), HSBC Bank, ICICI Bank and K.R. Choksey Securities. Raghavendra is a Postgraduate in Management from Management Development Institute (MDI). He is also a Certified FRM (GARP).

PERFORMANCE (%)					
	1M	3M	6M	1Y	S.I.
ENAM India Vision Portfolio PMS	1.1	9.4	14.3	29.1	28.3
BSE 500 TRI	1.0	12.9	18.7	41.1	32.1

Returns < 1 yr are absolute. Returns > 1 yr are CAGR. Inception date – 17-Jan-2023

PORTFOLIO

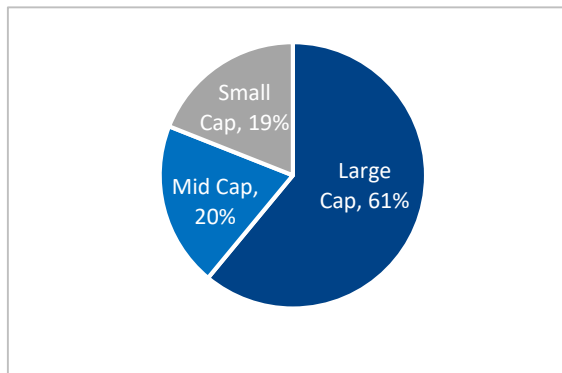
Top 10 Stocks (%)		Top 10 Sectors (%)	
Varun Beverages Limited	8.8	BFSI	26.0
Glenmark Pharma Limited	6.8	Pharmaceuticals	15.0
Axis Bank Limited	6.7	FMCG	13.0
Bharti Airtel Limited	6.3	Consumer Durables	8.0
ICICI Bank Limited	6.0	Telecom	6.0
IndusInd Bank Limited	6.0	Automobiles	5.0
Maruti Suzuki India Limited	4.8	Hospitals	5.0
Global Health Limited	4.7	Agro Chemicals	4.0
Emami Limited	4.3	Engineering	4.0
Divis Laboratories Limited	4.2	Niche	3.0

FUND DETAILS

Benchmark	BSE 500 TRI		
Fund Manager	Mr. Raghavendra Reddy		
Min Investment	Rs 50 lacs and in multiples of Rs 5 lac thereafter		
NRI Eligibility	NRIs can invest on a case-to-case basis and in consultation with fund house		
	NRIs from US & Canada are allowed to invest		
Management Fees	Contribution Amount	Fees p.a.	
	Rs. 50 Lacs - Rs. 5 Crores	2.50%	
	Rs. 5 Crores and above	2.00%	
Exit Charge	NIL		
Redemption	30 days' notice		
STP	Upfront 20% and Balance in 5 equal installments every month thereafter		

*Excludes operating expenses, brokerage costs, statutory and all other charges as applicable

FUND FACTS	
Category	Multi-cap
AUM – Strategy (Rs cr)	8,929
Benchmark	BSE 500 – TRI
Median Mkt Cap (Rs cr)	1,03,862
Wt Avg Mkt Cap (Rs cr)	3,26,566
No. of Stocks	31



Market Capitalisation Break-up

FUND STRATEGY

ICICI Prudential Contra Strategy is a multi-cap strategy which follows a ‘Contra’ style of investing, which aims to capitalize on inefficiencies in the market and take advantage of opportunities where there is a pricing mismatch. The strategy aims to invest in stocks which are currently not in favor of the market, underperforming, available at intrinsic valuations but expected to do well in the long run.

The strategy is sector and market cap agnostic and aims to invest in:

- High Entry Barriers / Businesses going through Unfavorable Business Cycle: Investing into sector or companies where prevailing sentiments are not positive at the time of purchase. Aims to invest into Competent Players / Survivors within the sectors.
- Consolidation in Industry: Industry challenges leading to reduction in players. Distress exits may create growth opportunities for existing players.
- Special Situations: Includes, Mergers, Acquisitions, Changes in Holding-Subsidiary company, Product or department spin offs, etc.

FUND MANAGER: Mr Anand Shah

Anand Shah has more than 2 decades of experience in managing funds in India. He joined ICICI Pru in Feb-21 as Head - PMS & AIF Investments. Before joining ICICI, Anand was the CEO of NJ Asset Management. He was also the Deputy CEO and Head of Investments at BNP Paribas Asset Management India Pvt. Limited. He also served as Head of Equities at Canara Robeco AMC Limited for a period of three years starting March 2008.

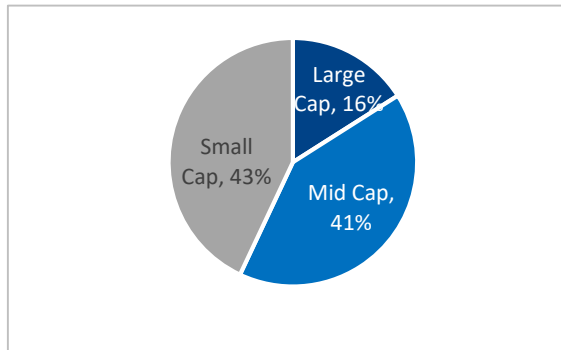
PERFORMANCE (%)								
	1M	3M	6M	1Y	2Y	3Y	5Y	S.I.
ICICI Prudential PMS Contra Strategy	0.2	6.7	19.8	46.4	35.3	26.2	28.7	23.6
BSE 500 - TRI	1.0	12.9	18.8	41.1	25.3	18.9	22.9	17.6

Returns < 1 yr are absolute. Returns > 1 yr are CAGR. Inception date – 14-Sep-2018

PORTFOLIO:			
Top 10 Stocks (%)		Top 10 Sectors (%)	
Bharti Airtel Limited	8.3	Banks	23.6
ICICI Bank Limited	7.1	Ferrous Metals	12.3
Larsen & Toubro	6.4	Telecom - Services	10.6
State Bank of India	4.5	Construction	6.4
Jindal Steel and Power Limited	4.2	Finance	6.1
NTPC Limited	3.9	Transport Services	6.1
Interglobe Aviation Limited	3.9	Auto Components	5.3
Repco Home Finance Limited	3.9	Retailing	4.9
Vedanta Limited	3.5	Power	3.9
Vardhman Textiles Limited	3.4	Diversified Metals	3.5

FUND DETAILS:			
Fund Manager	Mr. Anand Shah & Ms. Geetika Gupta		
Benchmark	BSE 500 - TRI		
Min Investment	Rs 50 lacs and in multiples of Rs 1 lac thereafter (Min 1cr for NRI clients)		
NRI Eligibility	NRIs can invest on a case-to-case basis and in consultation with fund house		
	US and Canada based NRIs are not allowed to invest		
Management Fees	Fixed Fees	Fixed + Variable Fee	
	2.5% p.a.	1.75% p.a. fixed fee	20% performance sharing over hurdle rate of 10%
Lock-in	NIL		
Exit Charge	1% up to 1 year, NIL thereafter		
STP	Minimum duration is 3 months and maximum duration is 12 months STP amount should minimum Rs 5 Lacs		

FUND FACTS	
Category	Open-ended PMS
AUM – Strategy (Rs cr)	1,786
Benchmark	BSE 500 TRI
Median Mkt Cap (Rs cr)	30,472
Wt Avg Mkt Cap (Rs cr)	69,003
No. of Stocks	25



Market Capitalisation Break-up

FUND STRATEGY

- Motilal Oswal Founders PMS invests in Indian businesses where the Founder or the Top management have a significant “Skin In The Game” in the company and are responsible for the ‘Growth’ and the ‘Success’ of the company.
- Their investment Universe is “Top 500 companies”(Current range Rs 5,000 cr to Rs 11 Lakh cr)

The Stocks are filtered out based on the following parameters:

- Level 1 - Minimum promoter holding of 26% (including significant ESOPs)
- Level 2 - Profit before tax > Rs 100 cr
- Level 3 - Minimum cycle ROCE of 15%
- Level 4 - QGLP Framework
- Level 5 - Minimum additional earnings growth expectation for 3-5 years is 3% over the benchmark and available at relatively attractive valuation

The exceptions are:

- Financials are excluded from the minimum promoter holding criteria. Fund manager can use his discretion to invest up to 20% of the portfolio as an exception to the parameters stated above.

FUND MANAGER: Vaibhav Agarwal

Vaibhav Agarwal manages Rs 10,000 cr of AUM at Motilal Oswal AMC across alternate products. He has managed a proprietary PMS and has over a decade of experience in stock picking and generating index-beating returns. He holds a bachelor’s in computer science from the University of Pennsylvania and an MBA from London Business School.

PERFORMANCE (%)	1M	3M	6M	1Y	S.I.
Motilal Oswal Founders PMS	4.0	23.5	30.7	59.1	65.0
BSE 500 TRI	1.0	12.9	18.7	41.1	42.4

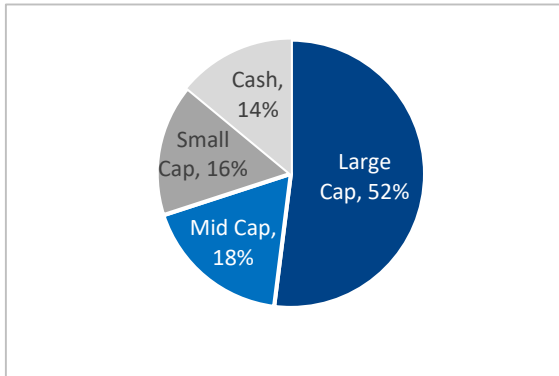
Returns < 1 yr are absolute. Returns > 1 yr are CAGR. Inception date – 16-Mar-2023.

PORTFOLIO			
Top 10 Stocks (%)		Top 10 Sectors (%)	
Zomato Limited	6.8	Capital Goods	34.6
Suzlon Energy Limited	6.5	Consumer Durables	14.1
Kalyan Jewellers India Limited	6.1	Consumer Services	11.5
INOX Wind Limited	5.8	Financial Services	10.7
Prestige Estates Projects Limited	5.0	Realty	8.9
Trent Limited	4.7	Chemicals	6.2
PTC Industries Limited	4.5	Automobile and Auto Components	4.1
Piramal Enterprises Limited	4.3	Information Technology	3.4
Apar Industries Limited	4.2	FMCG	2.9
Dixon Technologies Limited	4.2	Healthcare	2.7

FUND DETAILS:	
Benchmark	BSE 500 TRI
Portfolio Manager	Mr. Vaibhav Agarwal
Min Investment	Rs 50 lacs
NRI Eligibility	NRIs can invest on a case to case basis and in consultation with fund house US and Canada based NRI’s can invest if they are in India at the time of investment.
Fee Structure	Fixed fee only: Fixed Management fee: 2.5% p.a. Option 2: Fixed + Performance fees Fixed Management fee: 1.5% p.a. If profit is below 15%- 15% profit share above 10% hurdle rate If Profit is 15% or above-20% profit share above 10% hurdle rate.
STP Option	Minimum STP Amount is Rs 5 Lakhs STP can be weekly, monthly or quarterly
Exit Charge	2% up to 12 months, Nil thereafter

*Excludes operating expenses, brokerage costs, statutory and all other charges as applicable

FUND FACTS	
Category	Multi-cap
AUM – Strategy (Rs cr)	424
Benchmark	NIFTY 50 – TRI
Median Mkt Cap (Rs cr)	1,05,831
Wt Avg Mkt Cap (Rs cr)	2,74,636
No. of Stocks	23



Market Capitalisation Break-up

FUND STRATEGY

- Spark India@ 75 Flexicap Strategy is market cap and sector agnostic fund; investment style is determined by the market dynamics
- Looks for mispriced equity assets with meaningful deviation that can create sustainable alpha and not just tactical returns
- Mispricing could be on account of one or more of the following factors
 - Segments in market being out of flavour
 - Trends that may not be well understood by the markets
 - Internal changes in the company
- Invests in large end markets and scalable businesses which are trading at reasonable valuations and have scope for an upward revision in earning expectations
- Narrow down to 20-27 stock ideas
- Initial investment spread over few weeks depending on the markets
- Relatively higher allocation to high conviction ideas
- Single stock allocation capped at 10%
- Cash allocation to be below 15% after initial investment stage other than in exceptional markets

FUND MANAGER: Mr Paramerswara Iyer Krishnan

Mr. P Krishnan is the CIO and head of the equity asset management business at SAIMPL. Mr P Krishnan has over 3 decades of experience in asset management across India/Regional equities. Before joining Spark, Krishnan had a 19 years' stint with DNB Asset Management.

Krishnan started his career with SBI Mutual Fund in 1990. He was also the first portfolio manager of India's maiden private sector mutual fund scheme, Kothari Pioneer Bluechip Fund (now, Franklin India Bluechip Fund). Krishnan holds a B.E. in Computer Science and PGDM from IIM, Bangalore

	1M	3M	6M	1Y	2Y	3Y	5Y	S.I.
Spark India@ 75 Flexicap Strategy	1.3	14.0	14.8	43.4	32.9	24.8	24.5	21.7
NIFTY 50 - TRI	1.4	12.6	15.8	32.6	20.5	15.2	19.4	17.4

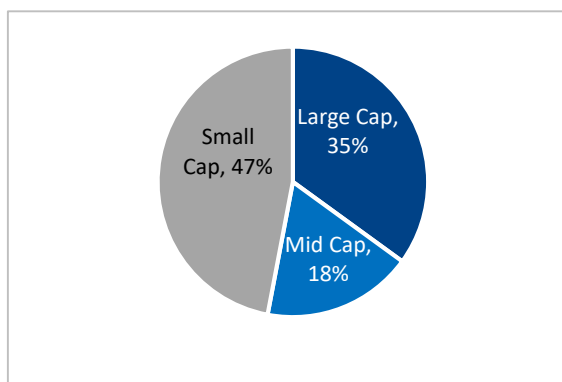
Returns < 1 yr are absolute. Returns > 1 yr are CAGR. Inception date – 7-Feb-2019

PORTFOLIO:			
Top 10 Stocks (%)		Top Sectors (%)	
NTPC Limited	6.5	BFSI	37.5
ICICI Lombard General Insurance	5.5	IT	7.0
Federal Bank Limited	5.5	Consumer Staples and discretionary	5.5
SBI Life Insurance	5.5	Pharma/Healthcare	4.0
HCL Technologies	4.5	Others	29.5
Ultratech Cement Limited	4.5		
PB Fintech	4.0		
State Bank Of India	4.0		
Narayana Hrudayala	4.0		
Reliance Industries	3.5		

FUND DETAILS:			
Fund Manager	Mr. P Krishnan		
Benchmark	Nifty 50 TRI		
Investment Horizon	More than 3 years		
Min Investment	Rs 50 lacs and in multiples of Rs 2.5 lac thereafter		
NRI Eligibility	NRIs can invest on a case to case basis and in consultation with fund house US and Canada based NRIs are not allowed to invest at present		
Management Fees	Fixed Fees	Fixed + Variable Fee	
	2.5% p.a.	1.75% p.a. fixed fee	10% performance sharing over hurdle rate of 12%
Lock-in	NIL		
Exit Charge	NIL		

*Excludes operating expenses, brokerage costs, statutory and all other charges as applicable

FUND FACTS	
Category	Multi-cap
AUM – Strategy (Rs cr)	16,938
Benchmark	BSE 500 TRI
Median Mkt Cap (Rs cr)	23,369
Wt Avg Mkt Cap (Rs cr)	1,58,658
No. of Stocks	32



Market Capitalisation Break-up

FUND STRATEGY

- The Unifi Blend Fund 2 is a diversified multicap fund investing in “best of the best” businesses from across the 7 thematic funds that they have launched over time. The mandate across the funds is to participate in opportunities that arise from a mix of emergent themes, corporate actions and attractiveness of core fundamentals.
- These themes act as a filter to identify value in order to earn a superior risk adjusted return
- Listed below are these 7 themes/funds:
 - Business consolidation after disruption (BCAD)
 - Insider shadow:
 - Deep value discount
 - Holdco
 - Spin off
 - APJ 20
 - Green

Fund Manager: Mr. Sarath Reddy

Mr Sarath Reddy has over 30 years of experience in Indian capital market and has rich experience in portfolio management, equity and fixed income trading, equity research, corporate finance and private equity. He previously worked with Standard Chartered Bank in Treasury and then set up an investment services firm for one of country’s large business houses. Mr Sarath holds an MBA (Finance) degree from Utah state University, USA.

PERFORMANCE (%)								
	1M	3M	6M	1Y	2Y	3Y	5Y	S.I.
Unifi Blended Rangoli	0.2	12.0	11.8	31.8	24.4	17.5	33.1	23.2
BSE 500 - TRI	1.0	12.9	18.8	41.1	25.3	18.9	22.9	16.8

Returns < 1 yr are absolute. Returns > 1 yr are CAGR. Inception date – 07-Jun-2017

PORTFOLIO			
Top 10 Stocks (%)		Top 10 Sectors (%)	
Bank Of Baroda	8.2	Financials	22.0
ITC Limited	7.7	Consumer	21.5
State Bank of India	6.9	IT	12.0
Redington India Limited	6.0	Healthcare	11.0
Narayana Hrudayalaya Limited	5.8	Infrastructure	6.0
HCL Tech Limited	5.7	Chemicals	4.0
NCC Limited	4.3	Metals	2.5
Crompton Greaves Consumer Electricals	4.3	Fertilizers	2.5
Karur Vysya Bank Limited	2.8	Capital Goods	2.0
NMDC Limited	2.7	Insurance	2.0

FUND DETAILS:	
Investment Manager	Unifi Capital Private Limited
Benchmark	BSE 500 TRI
Portfolio Manager	Mr. Sarath Reddy
Min Investment	Rs 50 lacs and in multiples of Rs 10 lacs thereafter
NRI Eligibility	NRIs can invest on a case to case basis and in consultation with fund house US and Canada based NRIs are not allowed to invest at present
Fee Structure	Fixed fee only: Fixed Management fee: 2% p.a. Option 2: Fixed + Performance fees Fixed Management fee: 1.5% p.a. Performance fee: 10% above hurdle rate of 10% p.a. charged at the end of 5 years or 200% return which is earlier. Higher of FMC & Perf Fee will be charged at end of 5 years.
STP Option	20% of investment corpus will be deployed monthly, over a 5-month period
Exit Charge	NIL

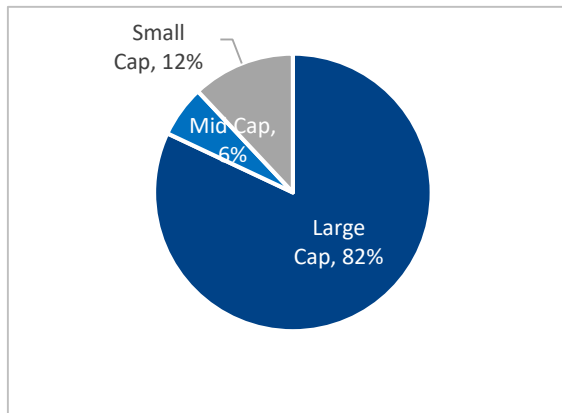
*Excludes operating expenses, brokerage costs, statutory and all other charges as applicable

LONG-ONLY AIFs

FUND FACTS

Category	Multi-cap
AUM – Strategy (Rs cr)	11,799
Benchmark	Nifty 50 TRI
Median Mkt Cap (Rs cr)	1,10,866
Wt Avg Mkt Cap (Rs cr)	6,37,643
No. of Stocks	57*

*Stocks include 2 ETFs



Market Capitalisation Break-up

FUND STRATEGY

- The key belief at 3PIM is that over time stocks reflect intrinsic values. The investments are therefore based on assessment of long-term fundamentals
- The fund management team believes their edge lies in better assessment of long-term fundamentals, in longer time horizon of investments and ability to stay the course in the face of unfavorable market conditions
- The investment strategy is mainly premised on avoiding weak / unsustainable businesses on one hand and avoiding investing in sound businesses at valuations that are hard to justify even with aggressive assumptions over the long-term on the other
- The fund will maintain adequate diversification in the portfolio across businesses, sectors and key variables. However, will not shy away from committing reasonable amounts of capital behind high conviction ideas
- The fund will invest across Large caps, Mid caps and Small caps. The mix will be a function of prevailing market conditions
- The fund would track top 500 listed companies and form a core list using fundamental screeners. This core list is actively tracked by analysts and forms the premise for idea generation

Fund Manager: Mr Prashant Jain

Prashant Jain has 32 years of experience in Indian equities markets. He holds a BTech Degree from IIT-Kanpur and PGDM from IIM-Bangalore. He started his career with SBI Mutual Fund (1991-1993). He then moved to set up 20th Century MF which became Zurich India MF, which was acquired by HDFC MF in 2003. He has an unbroken track record of managing the same fund for over 28 years. This fund, HDFC BAF, delivered a CAGR of ~17.9% vs Sensex CAGR of ~9.6% from Jan 1994 - July 2022. His key winning themes over these three decades were technology in 90's, old economy from early 2000 to pre-Lehman, consumer and pharma from pre-Lehman to mid-2010's and corporate banks, energy, defense, utilities etc. in the last phase. He also successfully called the tech bubble and avoided the excesses of pre-Lehman in infra, power and more recently in new age tech stocks.

PERFORMANCE (%)	1M	3M	6M	1Y	S.I.
3P India Equity Fund 1*	1.3	13.2	19.9	49.0	46.8
Nifty 50 - TRI	1.4	12.6	15.8	32.6	29.5

Returns < 1 yr are absolute. Returns > 1 yr are CAGR. Inception date – 04-May-2023. * Fund returns are of Class B1 share class and are pre-tax

PORTFOLIO (as on 28-June-24)

Top 10 Stocks (%)		Top 10 Sectors (%)	
HDFC Bank Limited	10.0	Banks	31.4
ICICI Bank Limited	8.9	Consumer Discretionary	12.1
Reliance Industries Limited	6.3	IT	10.1
State Bank Of India	6.0	Industrials	9.7
Axis Bank Limited	4.9	Energy	9.0
ITC Limited	4.0	Healthcare	5.1
Infosys Limited	4.0	Utilities	4.9
CPSE ETF	3.6	NBFC	4.1
Larsen & Toubro Limited	3.5	Consumer Staples	4.0
Bharti Airtel Limited	3.3	Financial Services	3.9

FUND DETAILS

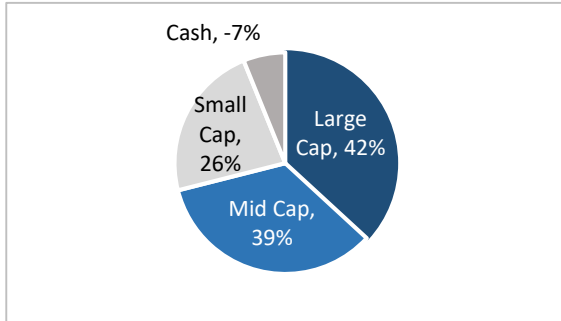
Nature of the Scheme	Open-ended AIF Category III					
Min Investment	Rs 10 cr and in multiples of Rs 1 cr thereafter					
NRI Eligibility**	Investors only from Dubai & Singapore can invest. Funds will be accepted only from NRO accounts. Investor should be physically present in India at time of onboarding and pay out (Will require Visa stamping proof).					
Management Fees*	Fixed Fee Only			Fixed + Performance Fees		
	Amount	Share Class	Fixed Fees	Share Class	Fixed Fee	Performance Fee
	Rs 10 Cr to Rs 25 Cr	B1	1.20%	D (Rs 100 cr)	0.30%	14% sharing over 7% hurdle rate
	Rs 25 Cr to Rs 100 Cr	B2	1.00%			
Rs 100 cr and above	B3	0.70%				
Set-up Fee	NIL					
Exit Charge	NIL					
NAV Reporting	Fortnightly NAV pricing for subscription/redemption					

*Fees excluding of all applicable Taxes (including GST, as applicable) and levies. Operating legal expense as per actuals

** Investor should be physically present in India at time of onboarding

Alchemy Leaders Of Tomorrow Fund

FUND FACTS	
Category	Open-ended category III
AUM – Strategy (Rs cr)	608
Benchmark	BSE 500 TRI
Median Mkt Cap (Rs cr)	78,810
Wt Avg Mkt Cap (Rs cr)	1,47,359
No. of Stocks	27



Market Capitalisation Break-up

*Cash % allocation is negative due to tax provisions, actual cash is 1.6% of the portfolio value

PERFORMANCE (%)								
	1M	3M	6M	1Y	2Y	3Y	5Y	S.I.
Alchemy Leaders of Tomorrow Fund	1.7	16.5	29.3	52.9	31.4	26.1	30.1	19.6
BSE 500 TRI	0.8	12.3	17.9	39.5	23.8	17.4	21.3	14.8

Returns < 1 yr are absolute. Returns > 1 yr are CAGR. Inception date – 03-Jan-2018.

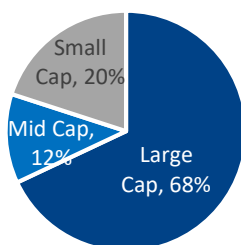
PORTFOLIO			
Top 10 Stocks (%)		Top 10 Sectors (%)	
Trent Limited	11.8	Consumer Discretionary	33.4
Dixon Technologies India Limited	10.4	Industrials	24.9
ABB India Limited	8.5	Information Technology	12.2
KDDL Limited	7.9	Financials	10.1
United Spirits Limited	7.3	Communication Services	8.3
Info Edge India Limited	6.3	Consumer Staples	7.3
Hindustan Aeronautics Limited	5.4	Real Estate	2.6
AIA Engineering Limited	5.3	Materials	2.6
REC Limited	3.6	Energy	2.0
CE Info Systems Limited	3.4	Healthcare	1.9

FUND DETAILS						
Investment Manager	Alchemy Capital Management Pvt Ltd					
Nature of the scheme	AIF Category III (Open ended)					
Benchmark	BSE 500 TRI					
Fund Manager	Mr. Hiren Ved					
Commitment Amount	Minimum INR 1 crore					
NRI Eligibility	NRIs can invest on a case-to-case basis and in consultation with fund house US NRI Clients are not allowed to invest					
Management Fees*	Fixed Fee Only			Fixed + Performance Fees		
	Amount	Share Class	Fixed Fees p.a.	Share Class	Fixed Fees	Performance Fees
	Rs 1 Cr to Rs 5 Cr	B1	2.50%	C1	1.50%	15% sharing over 10% p.a. hurdle rate (XIRR, post tax)
	Rs 5 Cr to Rs 10 Cr	B2	2.25%	C2	1.25%	
Rs 10 Cr and above	B3	2.00%	C3	1.00%		
Exit Charge	1% upto 12 months from the date of each allotment. NIL thereafter					

*Excludes operating expenses, brokerage costs, statutory and all other charges as applicable

FUND FACTS- Growth Leaders Fund Series 1

Category	Multi-cap
AUM – Strategy (Rs cr)	861
Benchmark	BSE 200
Median Mkt Cap (Rs cr)	1,11,003
Wt Avg Mkt Cap (Rs cr)	3,42,156
No. of Stocks	30



Market Capitalisation Break-up

FUND STRATEGY

- ICICI Prudential Growth Leaders Fund – Series IV is a multi-cap strategy that aims to identify companies across market cap and sectors with healthy growth prospects available at reasonable valuations.
- It seeks to invest in leaders who can grow sustainably for longer periods to strengthen their competitive advantage in the market.
- **Key traits of Growth Leaders:** i) High growth potential, ii) Market Leader, iii) Strong Economic Moat, iv) Growing market share, v) Product Specialisation and vi) Innovation
- It adopts a Core and Satellite approach with a blend of Value and Growth investment style
- The strategy follows a BMV (Business-Management-Valuation) investment framework to seek companies with potential earnings growth and sustainable competitive advantage.

Fund Manager: Mr Anand Shah

- Anand Shah has more than two decades of rich fund management experience in the Asset Management industry.
- Anand joined ICICI Prudential AMC in February 2021. Before joining ICICI, Anand was the CEO of NJ Asset Management. He was also the Deputy CEO and Head of Investments at BNP Paribas Asset Management India.
- Anand has previously won multiple laurels and prestigious awards for his fund management and was the recipient of 'The CIO of the Year Award 2014-15' from Asia Asset Management.
- He has a Post Graduate Diploma in Management from IIM Lucknow and holds a B.E. degree from Regional Engineering College, Surat.

PERFORMANCE (%)

	1M	3M	6M	1Y	2Y	S.I.
ICICI Pru Growth Leaders Fund Series 1	1.6	9.1	25.2	45.7	37.2	28.1
BSE 200	0.9	12.0	17.3	38.5	22.3	15.2

Returns < 1 yr are absolute. Returns > 1 yr are CAGR. Inception date – 09-Nov-2021.

PORTFOLIO – Growth Leaders Fund Series 1

Top 10 Stocks (%)		Top 10 Sectors (%)	
Bharti Airtel Limited	9.1	Banks	23.5
ICICI Bank Limited	7.4	Telecom Services	11.8
Larsen & Toubro	5.6	Ferrous Metals	10.9
Sarda Energy and Minerals Limited	5.0	Retailing	8.7
Power Finance Corporation	4.7	Finance	7.5
NTPC Limited	4.6	Auto Components	6.8
Avenue Supermarkets Limited	4.1	Construction	5.6
Nippon Life India Asset Management	4.1	Power	4.6
State Bank of India	3.7	Capital Markets	4.1
Indusland Bank	3.7	Diversified Metals	3.1

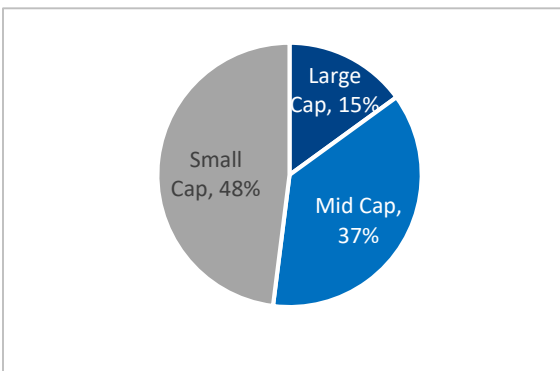
FUND DETAILS

Nature of the Scheme	Close-ended AIF Category III		
Benchmark	BSE 200		
Fund Manager	Mr Anand Shah, Mr. Chockalingam Narayanan & Ms. Geetika Gupta		
Tenure	7 years from first close + 2 years extension provision		
Commitment Amount	Minimum INR 1 crore		
Drawdown Structure	Option I: 100% upfront ; Option II: Invest with initial drawdown: 40%, second drawdown: 30% and final drawdown: 30% ; Option III: 10% investment across 10 equal monthly drawdowns		
NRI Eligibility	NRIs can invest on a case-to-case basis and in consultation with fund house US based NRI's can invest if they are in India at the time of investment. Canada based NRIs are not allowed to invest		
Management Fees*	Fixed Fee Only		
	Amount	Share Class	Fixed Fees p.a.
	Rs 1 Cr to Rs 5 Cr	B1	2.50%
	Rs 5 Cr and above	B2	2.00%
Exit Charge	No exits allowed till the complete Capital Commitment amount including interest for delayed payment, if any is received from the Contributor. Between 0 and 12 months from final closing: 2%; Beyond 12 months from final closing: NIL		

*Above does not include operating expenses, brokerage costs, GST and all statutory levies as applicable

Motilal Oswal Growth Anchors Fund Series IV

FUND FACTS	
Category	Close-ended category III
AUM – Strategy (Rs cr)	3,549
Benchmark	BSE 500
Median Mkt Cap (Rs cr)	30,429
Wt Avg Mkt Cap (Rs cr)	66,667
No. of Stocks	24



Market Capitalisation Break-up

PERFORMANCE (%)					
	1M	3M	6M	1Y	S.I.
Motilal Oswal Growth Anchors Fund Series 1	3.8	22.8	30.7	56.4	56.1
BSE 500	0.8	12.3	17.9	39.5	33.2

Returns < 1 yr are absolute. Returns > 1 yr are CAGR. Inception date – 01-Feb-2023

PORTFOLIO(Growth Anchors Fund Series 3)			
Top 10 Stocks (%)		Top 10 Sectors (%)	
Zomato Limited	6.3	Capital Goods	35.2
Kalyan Jewellers India Limited	5.8	Consumer Durables	13.8
Suzlon Energy Limited	5.3	Consumer Services	11.3
PTC Industries Limited	5.0	Realty	8.4
Trent Limited	5.0	Finance	6.9
INOX Wind Limited	4.9	Chemicals	6.7
Phoenix Mills Limited	4.6	FMCG	4.4
Piramal Enterprises Limited	4.5	Information Technology	3.9
Zen Technologies Limited	4.5	Auto and Auto Components	3.8
Radico Khaitan Limited	4.4	Capital Markets	3.7

FUND DETAILS									
Nature of the scheme	Closed ended Category III AIF								
Commitment Amount	Minimum INR 1 crore								
Tenure	6 Years (from date of First Closing), further extendable by up to 2 years								
NRI Eligibility	NRIs can invest on a case-to-case basis and in consultation with fund house								
Management Fees*	Fixed Fee Only				Fixed + Variable Fee				
	Investment Amount	Share Class DD	Share Class SIP	Management fees p.a.	Share Class DD	Share Class SIP	Management fees p.a.	Carried Interest	Hurdle Rate
	Rs 1 Cr to Rs 5 Cr	B1	B4	2.50%	C1	C4	1.50%	20%	10%
	Rs 5 Cr to Rs 10 Cr	B2	B5	2.00%	C2	C5	1.25%	20%	10%
	Rs 10 Cr and above	B3	B6	1.50%	C3	C6	1.00%	15%	8%
Drawdown Structure	30% initial contribution followed by other at discretion of IM 10% initial contribution followed by 9 equal SIPs								
Exit Load	1% until 12 months								
Final close	Upto 12 months from first close								
Redemption	Monthly. Redemption requests shall only be executed for investors who have contributed 100% capital								

*Excludes operating expenses, brokerage costs, statutory and all other charges as applicable

PE / VC / LONG- SHORT AIFs

FUND FACTS	
Category	Absolute Return Fund
AUM – Strategy (Rs cr)	1059
Benchmark	NSE 50 ARB
Median Mkt Cap (Rs cr)	-
Wt Avg Mkt Cap (Rs cr)	-
No. of Stocks	-

Risk Ratios	FUND	Nifty 50 TRI
Std Dev	4.1%	12.2%
Beta	0.15	1
Sharpe	1.6	2.0
Sortino	1.0	2.3

Risk Ratios

*Calculated since inception of past strategy March 10, 2017 to April 30, 2023

FUND STRATEGY

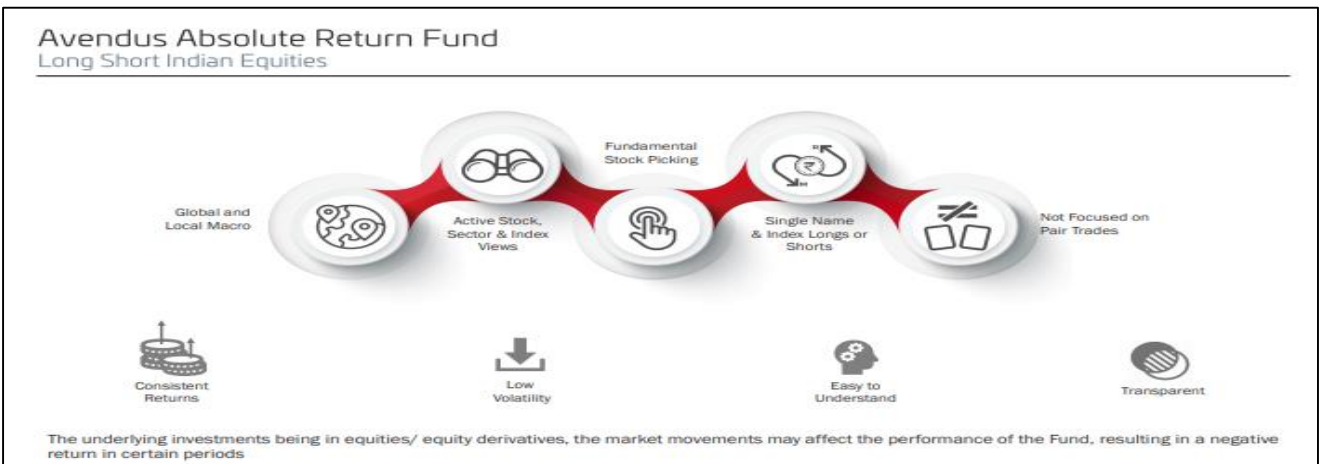
The Aventus Absolute Return Fund employs a multi-strategy approach aimed at generating positive absolute returns with lower volatility compared to the overall equity market.

The fund's strategy involves:

- Investing in listed equities and equity derivatives to capture market opportunities
- Using derivatives to hedge risk and make opportunistic directional calls on stocks and indices
- Use global and local macros to decide the stock, index and sector positioning
- 90-92% of the corpus is invested in liquid funds and the same is used as a collateral to trade in index derivatives and the balance 8% is kept in cash to manage mark to market.

Fund Manager: Mr Nandik Mallik

- Nandik Mallik is the Chief Investment Officer (CIO) at Aventus Capital Public Markets Alternate Strategies LLP.
- He has over 15 years of experience in the Indian equity markets and a robust track record in managing long/short absolute return strategy.
- Prior to joining Aventus, Nandik was the fund manager for ICICI Prudential AMC's long/short absolute return strategy, where he managed a corpus of ~ Rs 4,500 cr.
- Nandik has a BTech degree from IIT, Kharagpur, a PGDM in Finance from IIM, Calcutta and a master's degree in Finance from London Business School.



PERFORMANCE (%)	1M	3M	6M	1Y	S.I.
Aventus Absolute Return Fund	1.7	1.4	5.5	12.1	11.8
NSE 50 ARB	0.4	1.7	3.6	7.8	7.4

Returns < 1 yr are absolute. Returns > 1 yr are CAGR. Inception date – 16-May-2023. Returns are considered only for the new strategy

FUND DETAILS			
Nature of the Scheme	Open-ended AIF Category III		
Benchmark	NSE 50 ARB		
Fund Manager	Mr Andrew Holland, Mr Nandik Mallik		
Commitment Amount	Minimum INR 1 crore		
NRI Eligibility	NRIs can invest on a case-to-case basis and in consultation with fund house		
	US based NRI's can invest if they are in India at the time of investment. Canada based NRIs are not allowed to invest		
Management Fees*	Fixed Fee Only		
	Amount	Share Class	Fixed Fees p.a.
	Rs 1 Cr to Rs 10 Crs	A13	1.00%
	Rs 10 Crs and above	A14	0.75%
Performance Fees	15% over 8% hurdle rate		
Exit Charge	Nil		

*Above does not include operating expenses, brokerage costs, GST and all statutory levies as applicable

ABOUT HDFC AMC

Established in 1999, HDFC is one of India's largest AMC with MF AUM of over Rs 4 lac cr
HDFC AMC has a strong in-house research team and PAN India presence
HDFC AMC is a registered portfolio manager with SEBI and is licensed to act as an investment manager to Category-II Alternative Investments Funds

INVESTMENT STRATEGY & PORTFOLIO CONSTRUCT

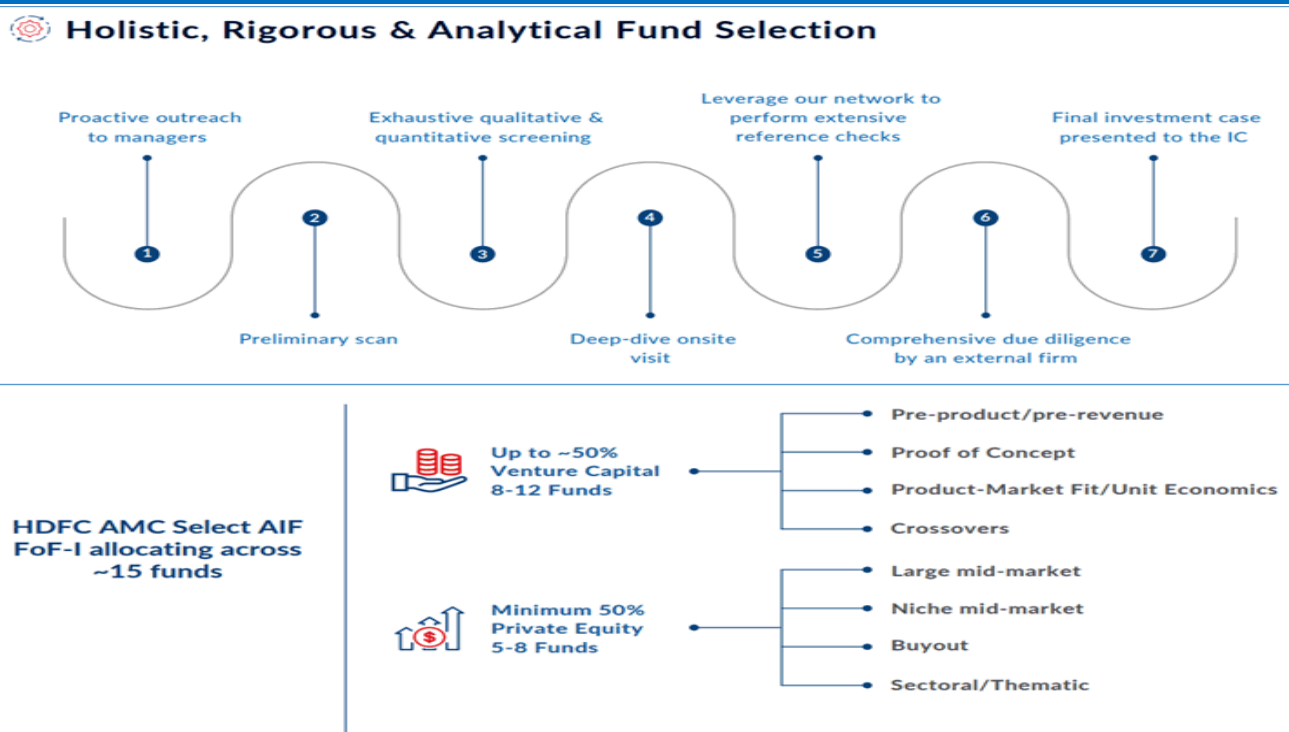
Investment Strategy:

The fund will invest across ~15 best-in-class PE/VC funds with complimentary strategies
It aims to diversify investments across various stages, investment styles, sectors and vintages
Endeavors to optimize the fund performance by capitalizing on select co-investment opportunities
The fund focuses on optimizing risk, improving returns and augmenting cash flows

Portfolio Construct:

Up to 50% in venture capital funds (early stage)
Balance in private equity funds (mid-market/growth stage)
Single fund exposure capped at 20% of the total capital commitment of FoF
Capital commitment by HDFC FoF in any fund capped at 20% of the underlying fund's corpus
Co-investment exposure capped at 30% of the corpus

HDFC AMC FUND SELECTION PROCESS



FUND DETAILS

Fund Category	Cat II AIF (close ended)
Target Corpus	Rs 1,500 cr + 1,500 cr of green shoe
Investment Manager	HDFC Asset Management Company
Minimum Capital Commitment	Rs 1 Cr
Investment Manager Contribution	10% of Capital Commitment raised
Term of the Fund	11 + 1 + 1
Commitment Period	The Commitment Period shall commence from the date of First Closing and shall end on completion of 5 years from the Final Closing
Upfront Contribution	20% of Capital Commitment (at the time of execution of documents) Spread over 4-5 years
Indicative Drawdown Schedule	On sign up - 20% First 3 years - 60-70% of the commitment amount Balance in the 4th & 5th year
One Time Placement Fee	Up to 2% of the capital commitment
NRI Eligibility	NRIs can invest on a case to case basis in consultation with the AMC US and Canada based NRIs are not allowed to invest
Management Fee & Carry (MFC)	2.5% p.a. Management Fee & 20% Carry with full catch-up The MFC set forth above shall be inclusive of any MFC of the underlying Investee Funds by virtue of the FOF Scheme I's investment in such underlying Investee Funds. If any underlying fund charges higher than 20% carry with full catchup, contributor will bear the same on actuals.
Hurdle Rate of Return	XIRR of 10% (pre-Tax) in INR on Capital Contributions received

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