

Investment Advisory



Products: Salient features

	SPARKLE	IMPACT Flexi-Cap	OASIS	NAUTICAL	COSMOS	RATNATRAYA
Investment Philosophy	Dynamic Portfolio with 3 Plans: Constant, Flexi & Dynamic	Specially curated portfolio. Invest in ideas of today & trends of tomorrow	<ul style="list-style-type: none"> • Quasi Model Portfolio as per investor risk tolerance • Curated portfolio with a mix of diversified stocks • Different weights 			Growth oriented companies utilizing scuttlebutt approach
Allocation	Customize: Large, Mid & Small Cap	Perfect blend of Large, Mid & Small Cap	Large Cap	Mid & Small Cap	Flexi Cap	Customized
Number of Stocks	Investor can select, Advised = 20	15 to 20	9 to 15	15 to 25	18 to 25	Cherry Picked 10 to 25 stocks
Holding period	Medium term	Long term	Medium to long term			Medium to Long term

Our Process



As per advisory product specified by investor

**Investment
Advisory
Portfolio**



IMPACT Flexi Cap

Investment Advisory

Objective & Features

- Theme based portfolio which aims to generate superior returns over long term by curating a perfect blend of Large, Mid and Small cap companies. The emphasis is to invest in ideas of today and trends of tomorrow with emphasis on impact the companies make on the larger well being of the environment.
- Flexi-Cap portfolio
- Suitable for Investors with medium risk tolerance
- Investment horizon: **minimum 3 years**
- Benchmark: Nifty 500
- Cherry picked 15-20 stocks. Liquid component may vary
- Minimum Investment Amount / Top Up: 10 lakh / Multiples of 1 lakh
- Plan: Lumpsum; Lumpsum with SEP; STP
- Acceptable Instruments: Liquid Assets or Portfolio of stocks
- Dedicated demat account
- Charges: Advisory Fees & other charges as applicable
- Monthly report





INTRINSIC VALUE OF THE BUSINESS

- We look at the perceived value of a business and make the most from valuation gaps and growth in earnings.



MOAT

- We also look out for Moats in the business which gives competitive edge, pricing power & better sustainability.



PROMOTER QUALITY

- This is the most important aspect. We look out for other businesses of promoters, remuneration policy, related party transactions, pledging, promoter holdings, analysis of promoter entities, promoters vision, guidance/outlook on the company.



ANALYSIS OF PROFITABILITY

- Another important ingredient for us is to do analysis which involves analysis of financial statements, government policies, growth story (geographical expansion, new product launches, Inorganic growth etc...) & financial modelling, which gives conviction to hold a stock in the portfolio.



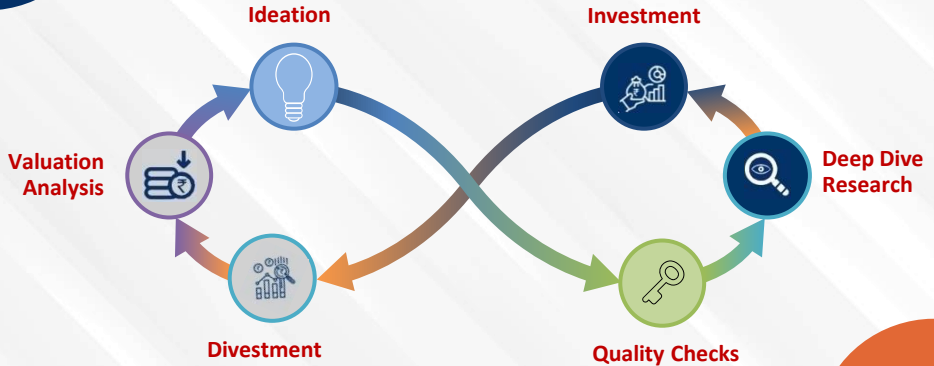
CLEAN BALANCE SHEET

- Another parameter we look for business sustainability is balance sheet. Here we look out for working capital requirements, D/E ratio, cash & CE growth, growth in asset base & quick ratios etc...



TENABLE VALUATIONS

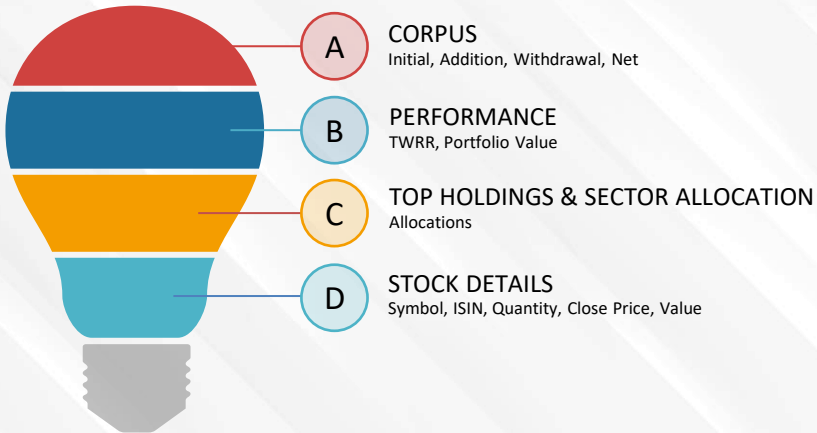
- Our prime focus is on valuations. A company meeting its expected growth rate & earnings visibility will lead to a sustainable valuations. It is more of a monitoring activity to understanding if valuations are justified.



Portfolio Mix: Ideas of Today – Trends of Tomorrow



Month End Report – IMPACT Flexi Cap





IMPACT Flexi Cap Investment Advisory

- Fundamental & Scuttlebutt approach
- Structured Advisory
- Philosophy is to stay invested for long term



Risk factors

- Equity Market Risk
- Execution Risk
- Exchange / Clearing Corporation / Depository
- Default risk Other risks (Black Swan event)





PhillipCapital Investment Advisory

- Risk Profiling Questionnaire: Account is accepted with score > 12
- Initial Corpus: Minimum Capital of Rs 10 Lakh – Cash or Stock
- Account Opening process

MODE OF PAYMENT

By Fund transfer / Cheque

ACCOUNT ACTIVATION

3 to 4 business working days

OPERATIONS

Equity or units to be held in a DP account opened in investor name

REPORTING

Monthly Performance Report, Transaction, Holding & Corporate Action Report

PhillipCapital (India) Pvt Ltd (Registration- Non -individual)
No 1, 18th Floor, Urmi estate, 95, Ganpatrao Kadam Marg,
Lower Parel (West) Mumbai, 400013

Principal Officer: Mr Kalpesh Vora

Email id – iapo@phillipcapital.in

Contact No- 022 24831919

Customer Care Contact: 022 – 24831848 / 1800 221 331

E-mail:

- Client account queries & information: contact@phillipcapital.in
- Compliance Officer/Client Grievances: customeraffairs@phillipcapital.in

SEBI Registration No: INA000004518 (Validity- Perpetual)

SEBI Regional/local office address:

Securities & Exchange Board of India
SEBI Bhavan Plot No. C 4-A, G Block,
Bandra Kurla Complex.
Bandra East, Mumbai- 400051



Registered Address

No. 1, 18th Floor, Urmi Estate, 95 Ganpatrao Kadam Marg, Lower Parel West, Mumbai 400013



+91-22 24831919



Toll Free : 1800-221-331



contact@phillipcapital.in

TALK
TO US

MUMBAI

5/F, 513, ACME Plaza, Andheri Kurla Road, Andheri(E),
Mumbai 400059

+91 22 66550000



DELHI

No. 9, 4th Floor, ITL Twin Towers, Netaji Subhash Place, Pitampura,
Delhi - 110034

+91 11 46070801

delhi@phillipcapital.in



PUNE

AWFIS, 2nd Floor, Nucleus mall, Opposite Police
Commissioner Office, Camp, Pune- 411001

+91 20 48600991

pune@phillipcapital.in



KOLKATA

No.1, Gibson Lane, Room no.102, Police station Hare Street,
Kolkata - 700069

+91 33 40622176

psamatha@phillipcapital.in



BENGALURU

No. 3, Asha Towers, Langford Cross Road,
Bengaluru 560 025

+91 80 40458515

bangalore@phillipcapital.in



HYDERABAD

Office No. 309, H.No. 3-6-365, Liberty Plaza, Himayatnagar,
Hyderabad - 500029

+91 9833602645



UAE : DIFC

Unit No 417, Level 4, Liberty House, Dubai International Financial
Centre, P.O Box 212291, Dubai, UAE.

+91 71 46053999

contact@phillipcapitaldific.ae



GIFT CITY: PHILLIP VENTURES IFSC PVT. LTD.

Unit No. 521, 522, Signature Building, 5th Floor, Block 13B, Zone I,
Gift SEZ, Gandhinagar - 382355

+91 79 66518002

phillipifsc@phillipcapital.in



Disclaimer



Investment in securities market are subject to market risks. Read all the related documents carefully before investing. Registration granted by SEBI, membership of BASL (in case of IAs) and certification from NISM in no way guarantee performance of the intermediary or provide any assurance of returns to investors

Risk of loss in trading/investment can be substantial and even more than the amount / margin given by you. You should carefully consider whether trading/investment is appropriate for you in light of your experience, objectives, financial resources and other relevant circumstances. PhillipCapital and any of its employees, directors, associates, group entities, or affiliates shall not be liable for losses, if any, incurred by you.

You are further cautioned that trading/investments in financial markets are subject to market risks and are advised to seek independent third party trading/investment advice outside PhillipCapital/group/associates/affiliates/directors/employees before and during your trading/investment. There is no guarantee/assurance as to returns or profits or capital protection or appreciation. PhillipCapital and any of its employees, directors, associates, and/or employees, directors, associates of PhillipCapital's group entities or affiliates is not inducing you for trading/investing in the financial market(s). Trading/Investment decision is your sole responsibility. You must also read the Risk Disclosure Document and Do's and Don'ts before investing. Kindly note that past performance is not necessarily a guide to future performance.

For detailed Disclaimer, please visit our website: www.phillipcapital.in

Let's Begin



Thank You