

A man in a dark suit and striped tie is shown from the chest up, holding a tablet in his left hand. His right hand is held flat, palm up, as if presenting something. Overlaid on the scene is a glowing financial candlestick chart that appears to be rising from the tablet. The background is a dark blue gradient with some bokeh light effects.

**PERSONALISED INVESTMENT.  
REDEFINED.**



**PhillipCapital**

PORTFOLIO MANAGEMENT SERVICES

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# PHILLIPCAPITAL GROUP – Your partner in finance



**Trust:** More than 40 years of successful existence



**Research:** Backbone of our entire organization, rated research analysts by global and local investors.



**Reach:** A global MNC with presence in 15 countries, believe in using global expertise for local markets



**Credentials:** Over 1.3 million clients world over, assets under management worldwide more than USD 47 Billion



**Secure:** Shareholder funds in excess of USD 1.5 Billion

**PhillipCapital (India) is a part of the 'PhillipCapital Group Singapore. A SEBI-registered Portfolio Manager**

# WHY PMS?

- A customized investment solution created to suit the investment objective of an investor
- All the aspects from stock picking, order execution, settlement and performance reporting is undertaken by the PMS provider
- A unique solution for those who are looking forward to tap the growth opportunities in the financial markets but do not have the time and specialized skills required for the same
- PMS proposes to bring a much-needed discipline in investing
- Here are a few aspects on how PMS score over the standardized products offered by mutual funds:
  - Focused Portfolios
  - Assets are held at clients level
  - Performance related fee option
  - More hand holding
  - Flexibility of investment philosophy



# FUND MANAGER - PMS




**NISHIT SHAH**  
*Fund Manager &  
Principal Office*


- A triple graduate with specialization in finance and management
- More than 13 years of experience in Indian equity markets and investment products
- Worked with some of the most respected wealth management organisations and companies in India including Sushil Finance, AMSEC and Motilal Oswal
- Having worked at both buy and sell side, he exactly understands how each of them works and how to stay ahead of the street

*“My philosophy is very clear, disregard the noise on macro environment and just focus on identifying good quality ideas and hold on the winners for long term. It is also necessary to have a focussed portfolio as over diversification becomes unmanageable and adds no value to a portfolio”*


# WHY PHILLIPCAPITAL PMS?

A blue callout box with a white background and rounded corners, containing text. The box has a dark blue base and a dark blue triangular pointer pointing downwards.

Boutique Manger  
under a  
large umbrella

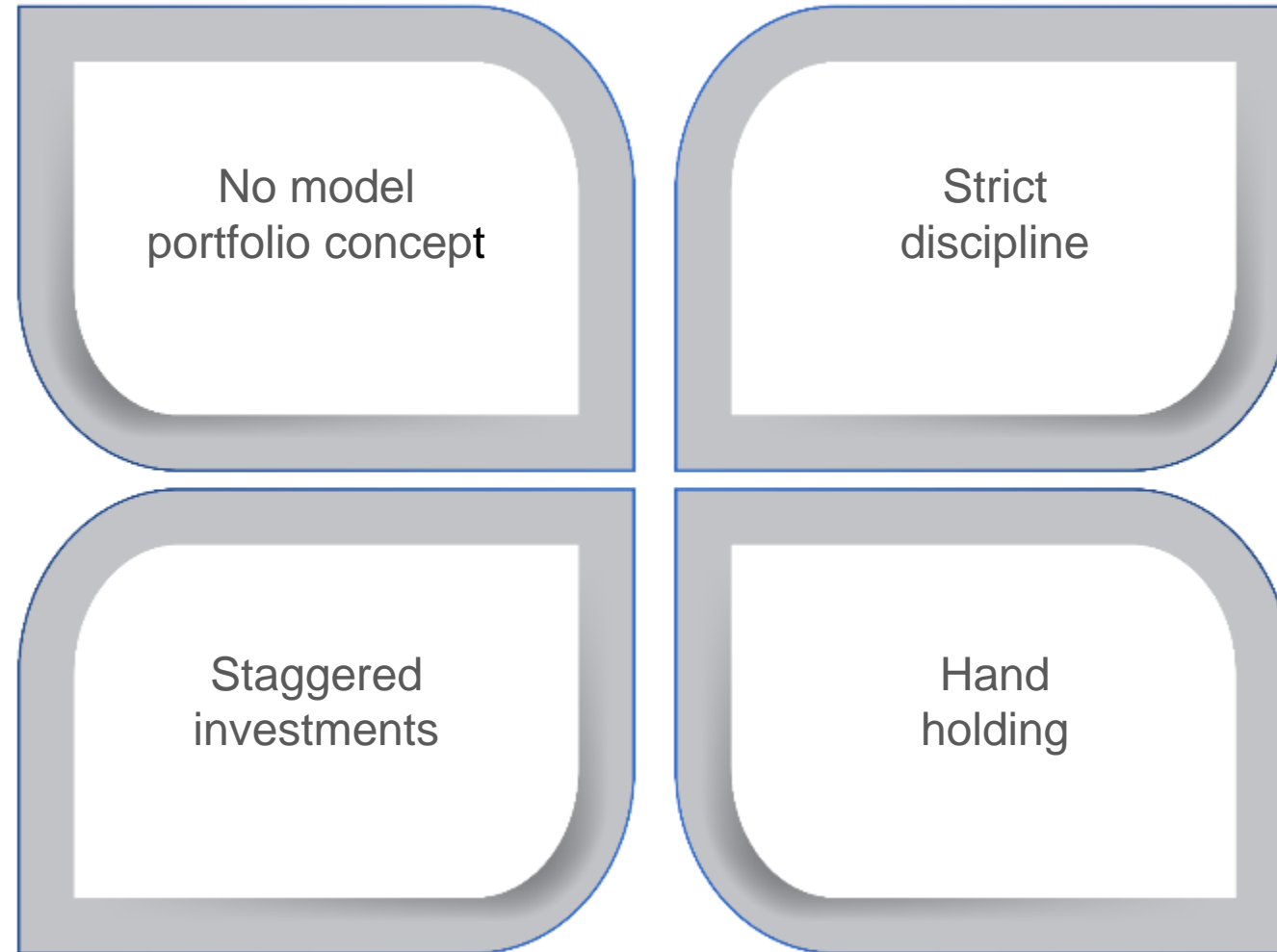
A blue callout box with a white background and rounded corners, containing text. The box has a dark blue base and a dark blue triangular pointer pointing downwards.

Access to  
global research

A blue callout box with a white background and rounded corners, containing text. The box has a dark blue base and a dark blue triangular pointer pointing downwards.

Differentiated  
product

# HOW ARE WE DIFFERENT – Four square paradigm



A blue-tinted photograph showing several hands in business attire assembling puzzle pieces. The background is blurred with bokeh light effects.

# OUR INVESTMENT PHILOSOPHY

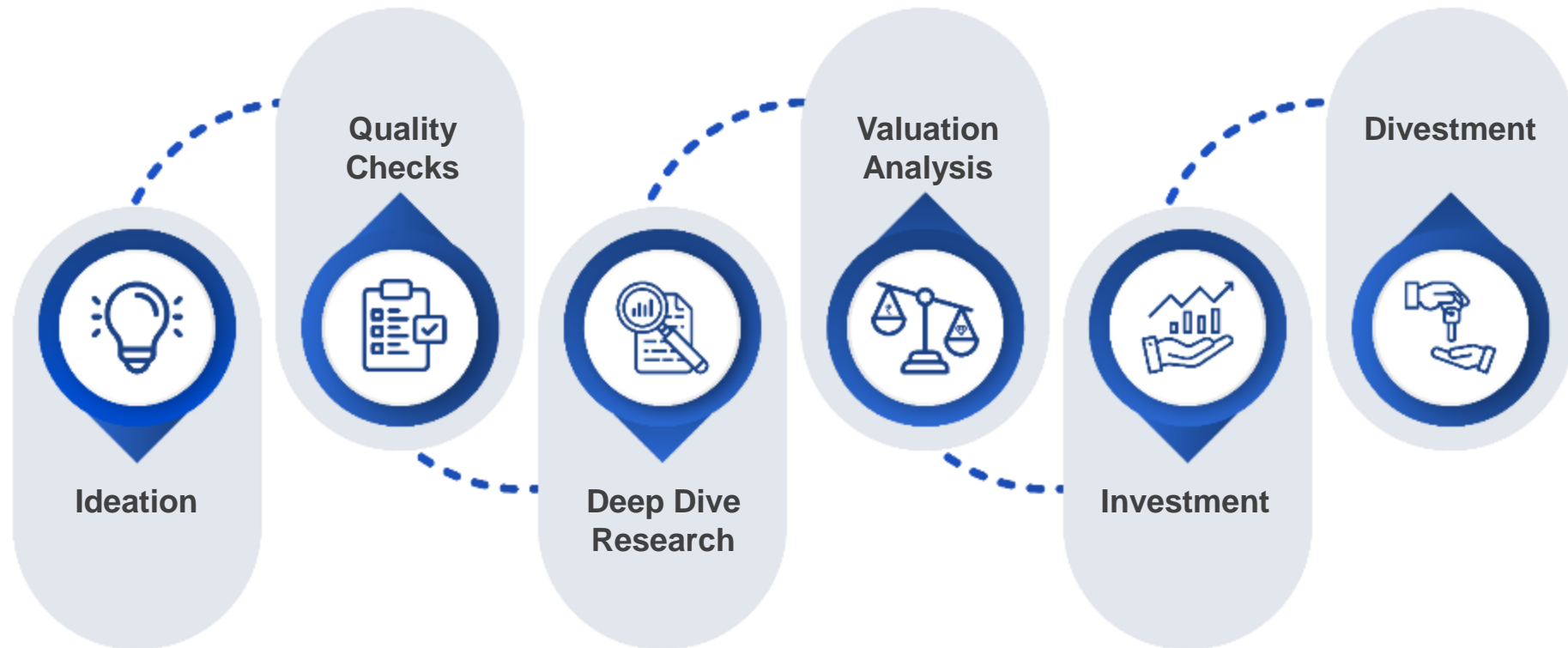


# INVESTMENT PHILOSOPHY - PMS

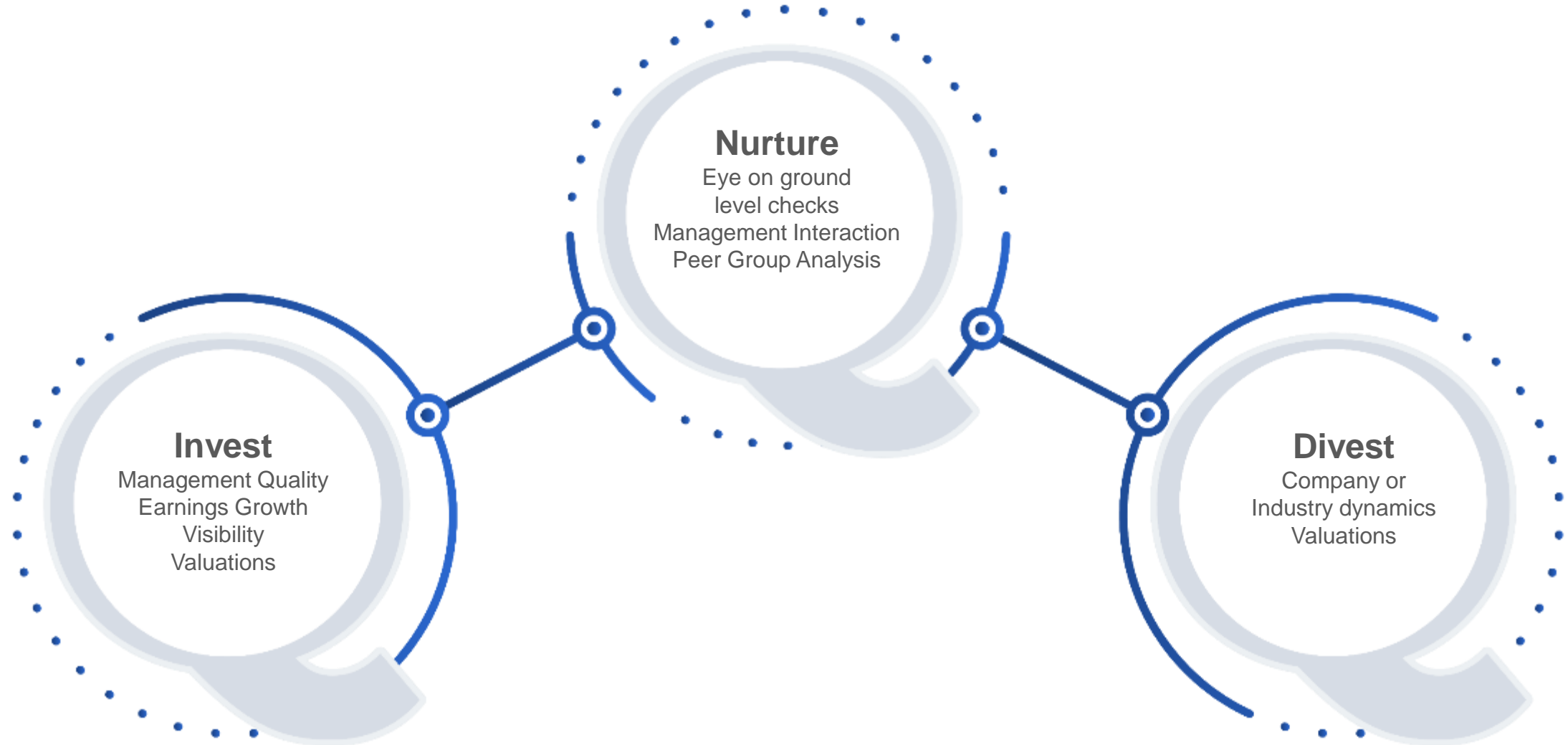
- No churning or speculation activity
- Clear research driven long term approach
- With strict adherence to investment discipline
- Close tracking of the performance. Adapt strategy to balance large caps and midcaps if and when required
- Well defined **'Clear No Go Areas'** in investments
- Strategically avoid companies with huge debt, dubious management track record and have market capitalization below Rs. 500 Cr

Hold your winners for longest possible time, sell your losers immediately

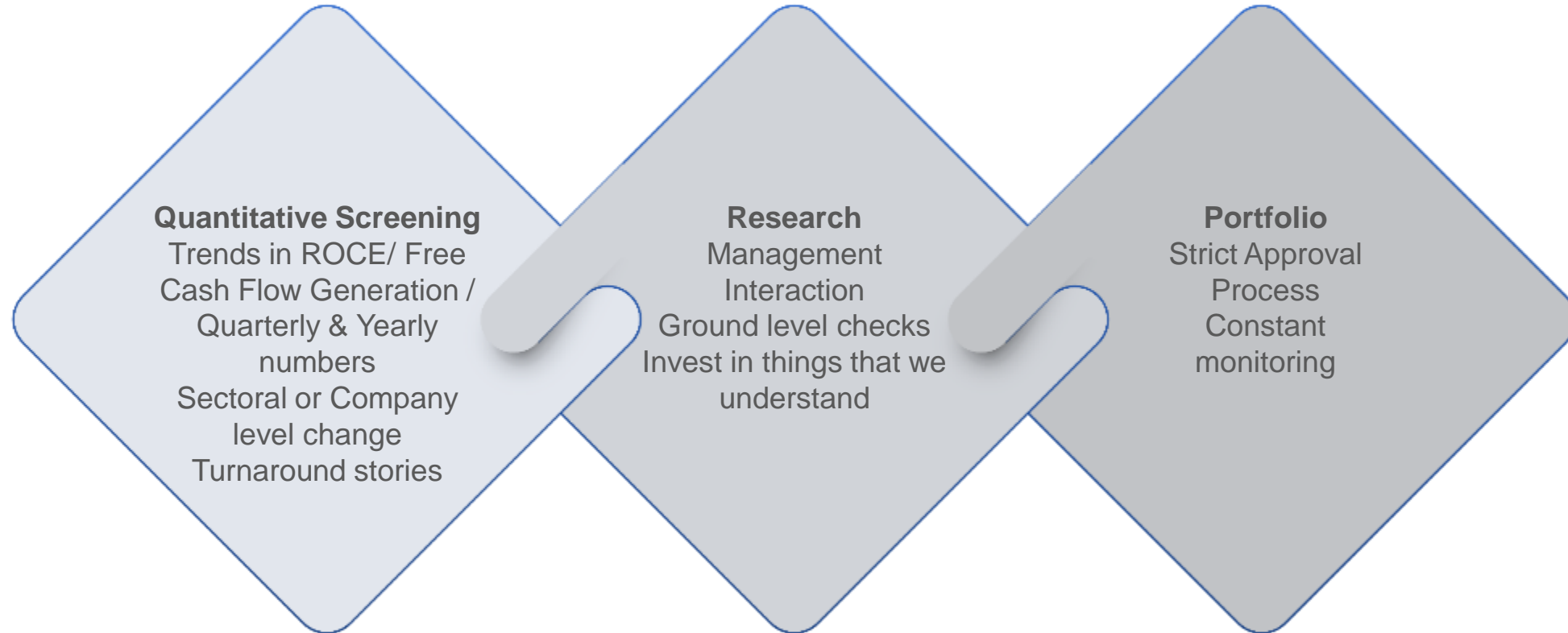
# INVESTMENT PROCESS - PMS



# 3Q THEORY – INVEST, NURTURE, DIVEST



# PORTFOLIO CONSTRUCT CLASSIC PRIVATE EQUITY APPROACH



Portfolio construct to work at multiple levels to achieve returns

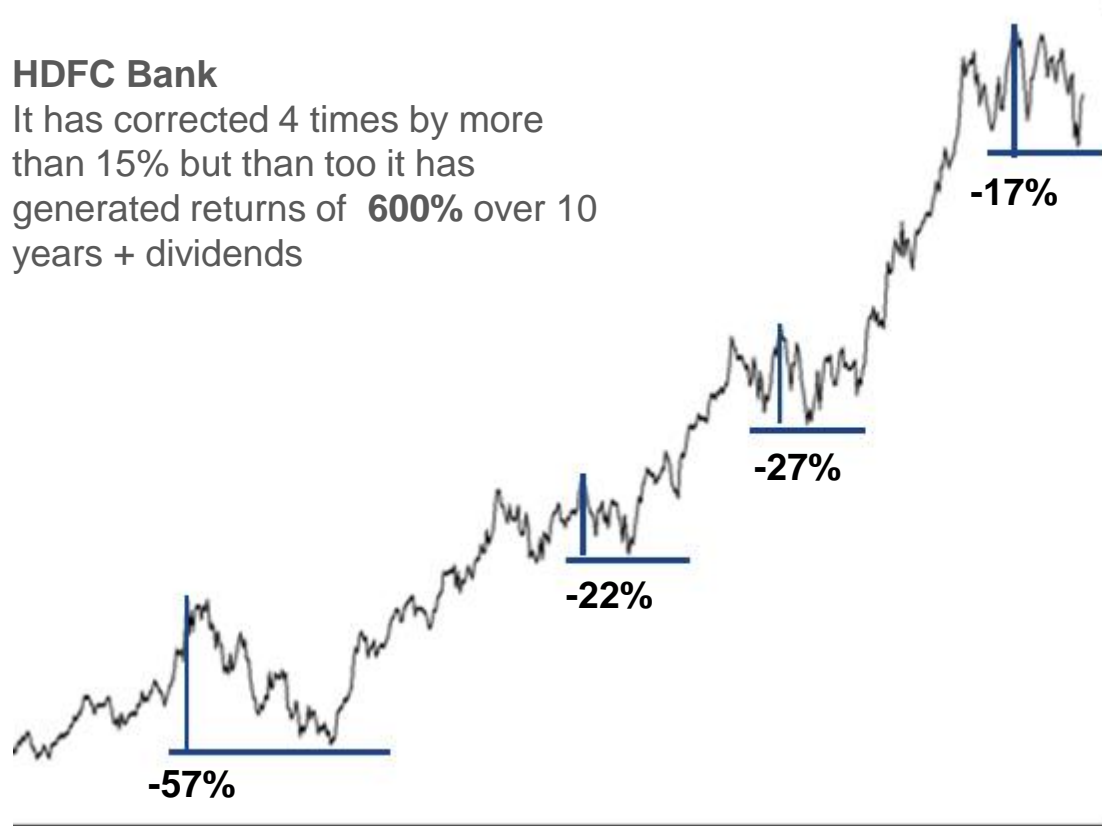
# WHY LONG TERM APPROACH

Long term multiplication of wealth is obtained only by staying invested and riding out bulk of the growth curve of quality companies and not by trading in and out of them.

## Price charts of last 10 years

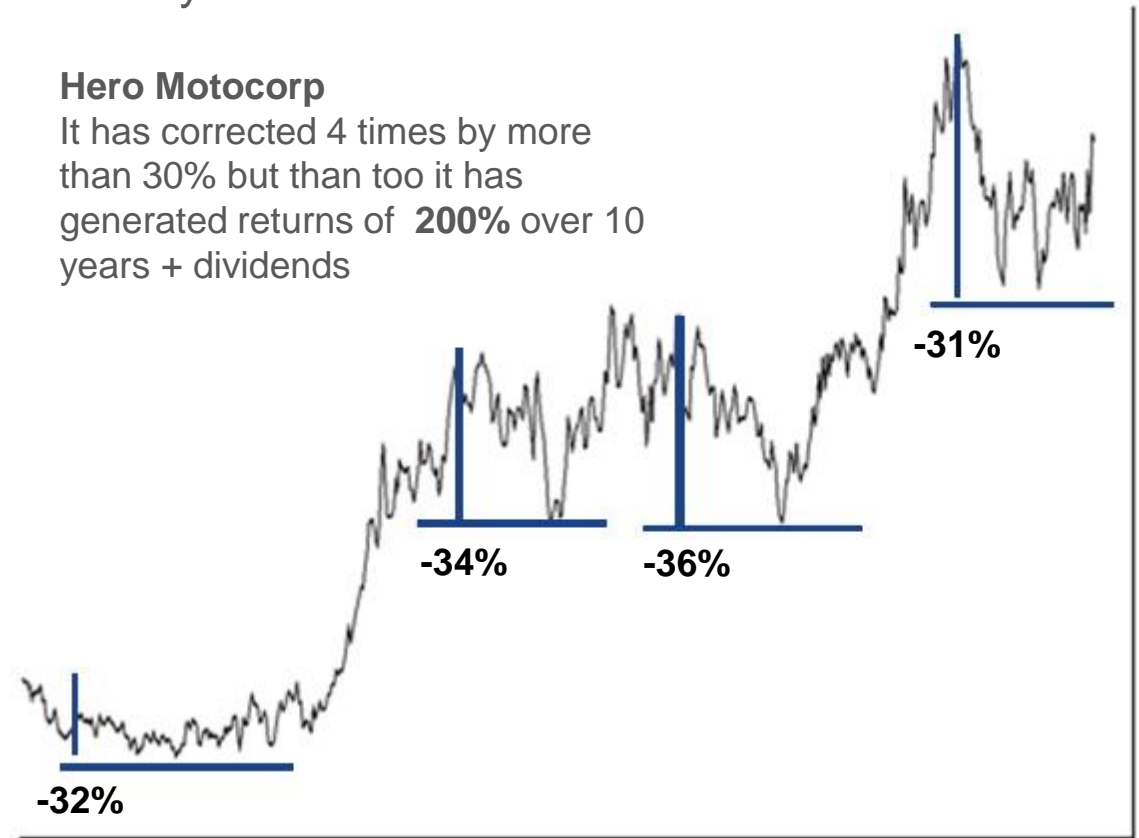
### HDFC Bank

It has corrected 4 times by more than 15% but than too it has generated returns of **600%** over 10 years + dividends



### Hero Motocorp

It has corrected 4 times by more than 30% but than too it has generated returns of **200%** over 10 years + dividends



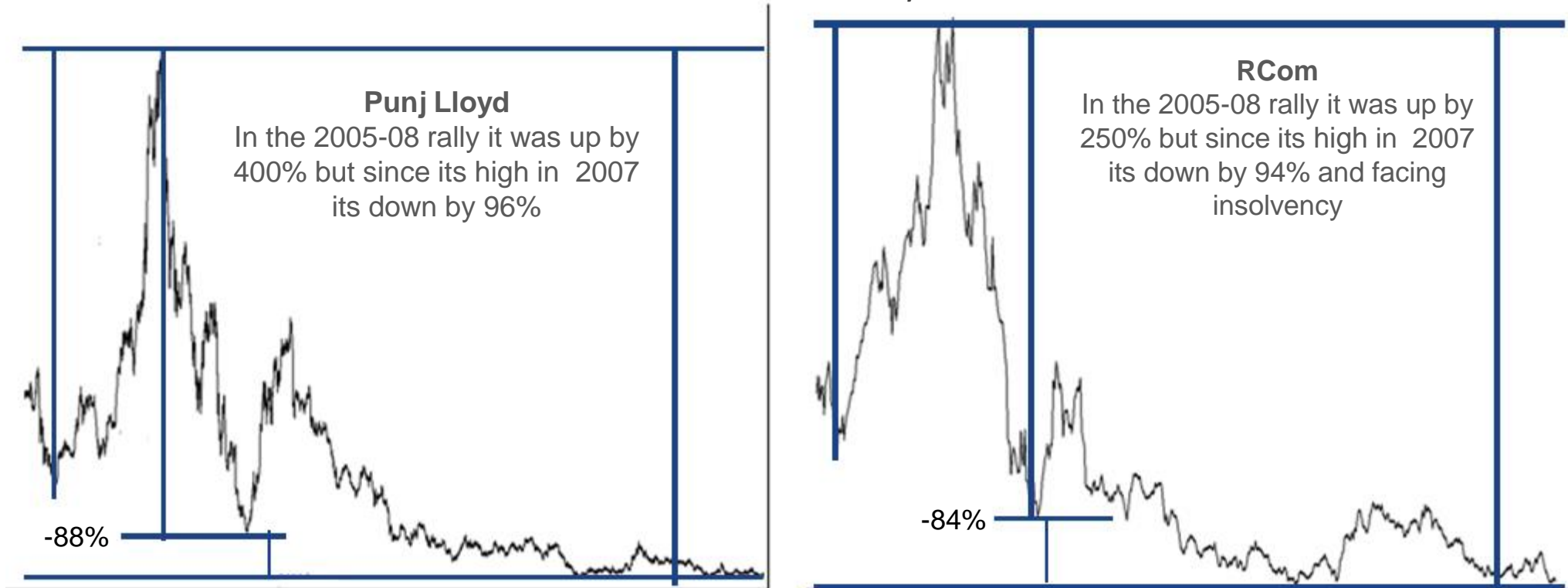
Source: Bloomberg & PhillipCapital

Warren Buffett: "When we own portions of outstanding businesses with outstanding managements, our favourite holding period is forever."

# WHY NOT ONLY LONG TERM APPROACH

The general buy and hold strategies do well especially in a growing economy such as India. But it has its own pit-falls as well so its also important to sell the losers, stocks whose prices have run ahead of its earnings or simply the dynamics of potential of risk reward ratio has diminished.

Price charts of last 10 years

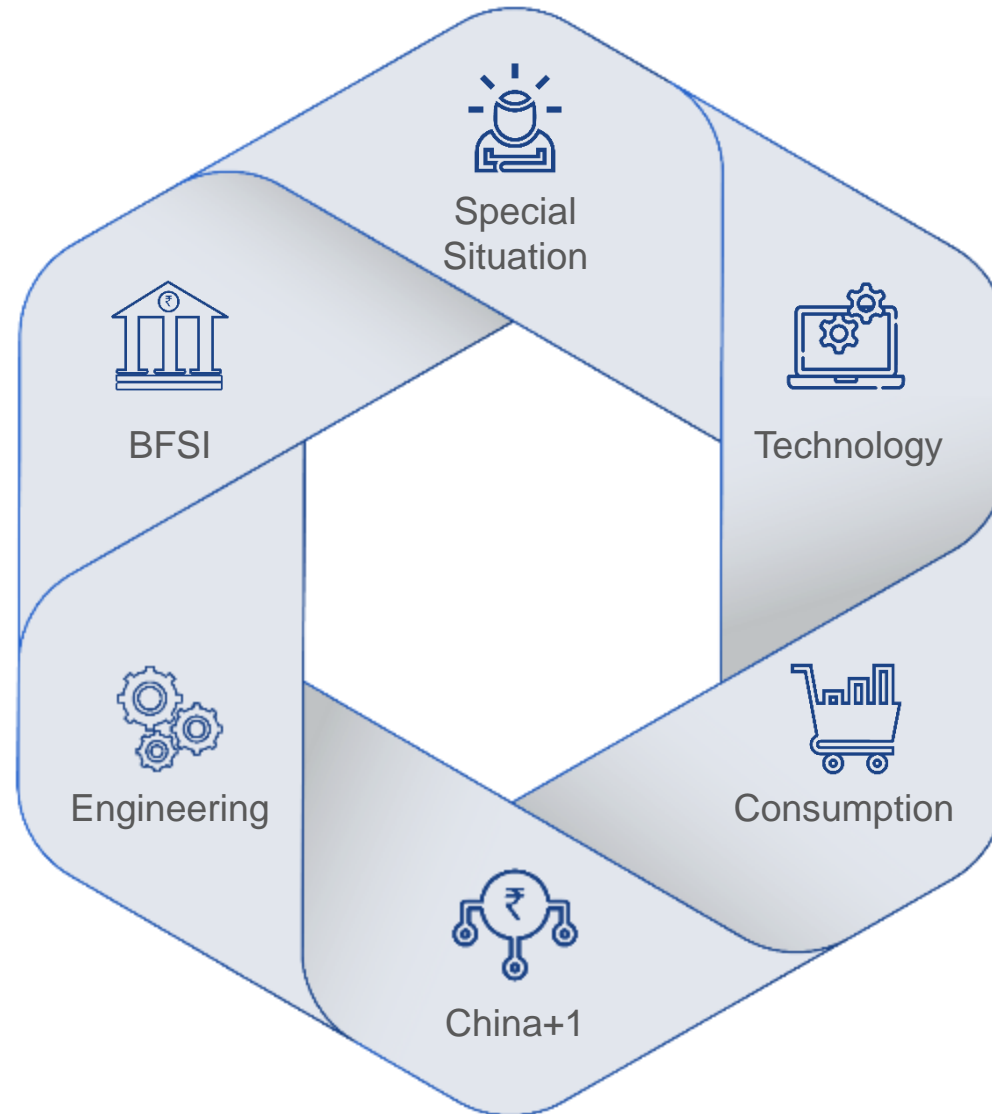


Source: Bloomberg & PhillipCapital

Warren Buffett: "Should you find yourself in a chronically leaking boat, energy devoted to changing vessels is likely to be more productive than energy devoted to patching leaks."

# PORTFOLIO MIX

## IDEAS OF TODAY – TRENDS OF TOMORROW





PHILLIPCAPITAL  
PMS  
INVESTMENT APPROACH



## INVESTMENT APPROACH - PMS

- Phillip Signature India Portfolio – Multicap Approach
- Phillip Emerging India Portfolio – Mid & SmallCap Approach
- Phillip Ethical Portfolio – Shariah Compliant Portfolio
- PACES: Completely Customised Portfolio





PHILLIP SIGNATURE INDIA PORTFOLIO

# PHILLIP SIGNATURE INDIA PORTFOLIO



## Investment Objective:

To generate superior returns over medium to long term by investing in cherry picked stocks across Large, Mid and Small capitalization companies. The emphasis is to invest in a diversified portfolio of companies having good corporate governance, sustainable growth prospects, in emerging sectors and in turn around stories

- Multicap investment approach
  - Combination of Long and Medium term investment approach
  - Focused portfolio of around 18-25 carefully chosen names
  - Combination of top-down & bottom-up approach
  - Focus on companies which are well managed, have sustainable growth and good Balance Sheets.
  - Lookout for emerging sectors and turn around stories
  - Take cash calls based on market volatility
- 
- *Benchmark: S&P BSE 500*
  - *Inception date: 18<sup>th</sup> May, 2016*



PHILLIP EMERGING INDIA PORTFOLIO

# PHILLIP EMERGING INDIA PORTFOLIO

## Investment Objective:

To tap the potential of small cap & mid cap companies that are expected to benefit from the wide range of opportunities arising in India -  
The emphasis is to invest in a diversified portfolio to generate returns over medium to long term

- Invest in a diversified portfolio of Mid & Small Cap
  - Combination of top-down & bottom-up approach
  - Lookout for emerging sectors and turn around stories
  - Focused portfolio of around 20 carefully chosen names
  - Tactical positions in largecap
  - Take cash calls based on market volatility
- 
- *Benchmark: S&P BSE 500*
  - *Inception date: 9<sup>th</sup> August, 2017*



## PHILLIP ETHICAL INDIA PORTFOLIO

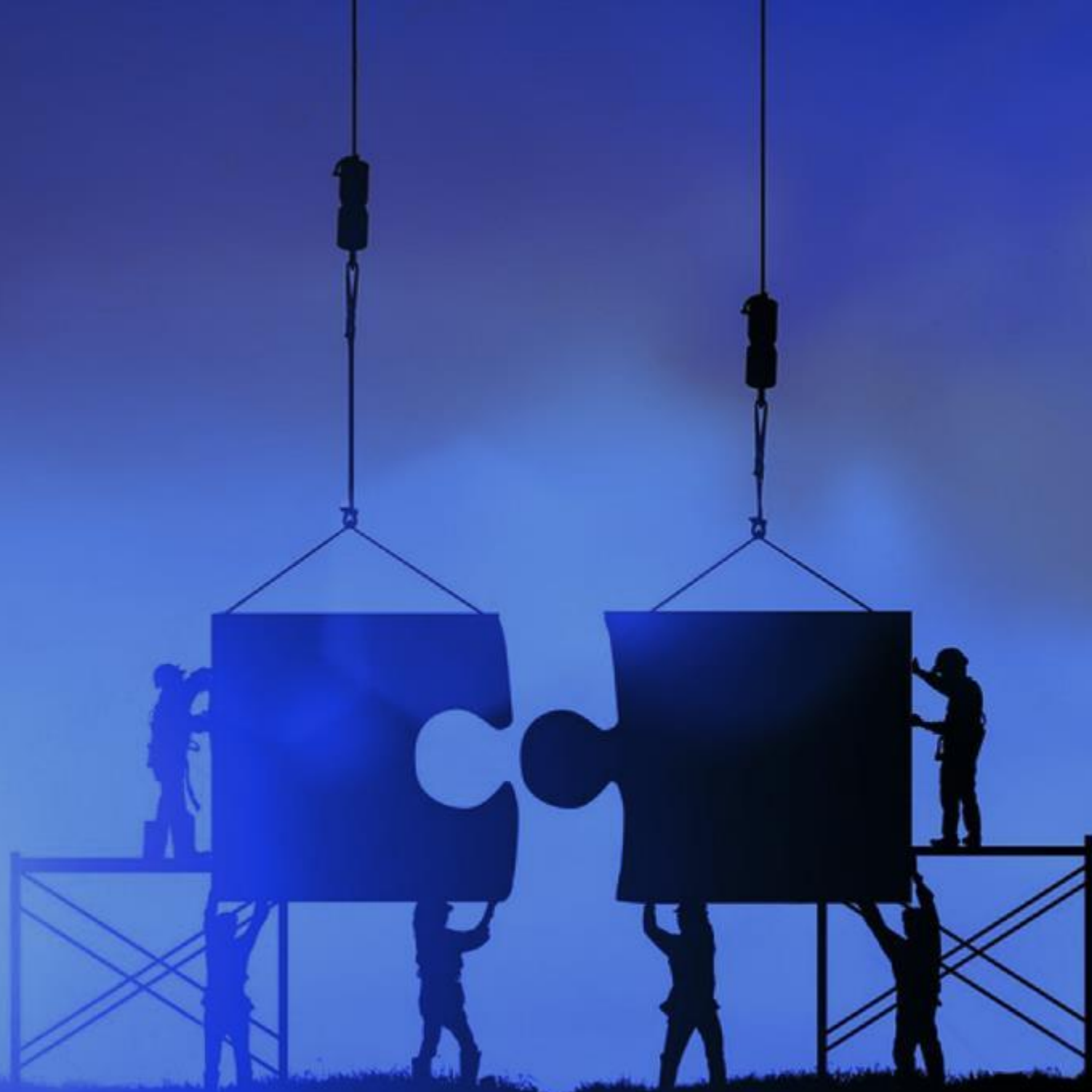
# PHILLIP ETHICAL INDIA PORTFOLIO

## Investment Objective:

To invest into socially responsible companies and avoid companies that engage in activities that are deemed to be against beliefs. The emphasis is to invest in a diversified portfolio across market capitalisation to generate returns over medium to long term

- Multicap strategy for Shariah compliant stocks
- Focused portfolio of around 18-25 carefully chosen names
- Take cash calls based on market volatility
- Combination of top-down & bottom-up approach

- *Benchmark: S&P BSE 500*
- *Inception date: 12th December, 2017*



PACES



## Investment Objective:

To generate returns over medium to long term by creating a customised portfolio for each client by making investments which primarily comprise of equity shares and the funds may also fully or partially invest in units of mutual funds and/or debt instruments etc. A customized portfolio may be created for each client and it may completely different from that of the other clients.

Examples of Customization: ESG Compliant, Thematic, Concentrated Portfolio, Across Asset Classes etc

- *Benchmark: S&P BSE 500*
- *Inception date: 28th February, 2019*

# GET STARTED



Mode of Payment	By fund transfer/cheque and/or stock transfer
Account Activation	Resident client account: 3 - 4 business days
Operations	Securities to be held in a DP account opened in yourclients own name
Reporting	Monthly performance report Transaction, holding & corporate action report Annual CA certified statements of account
Portfolio Valuation	Based on closing market prices of the stock exchanges

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