

Investment Advisory



Products: Salient features

	Equity Advisory	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"> • Pre build 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	Flexi Cap
Number of Stocks	Investor can select, Advised = 20	Around 15 to 20 stocks	Upto 10 Stocks	15 to 20 Stocks	18 to 22 Stocks	Around 12 to 18 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.



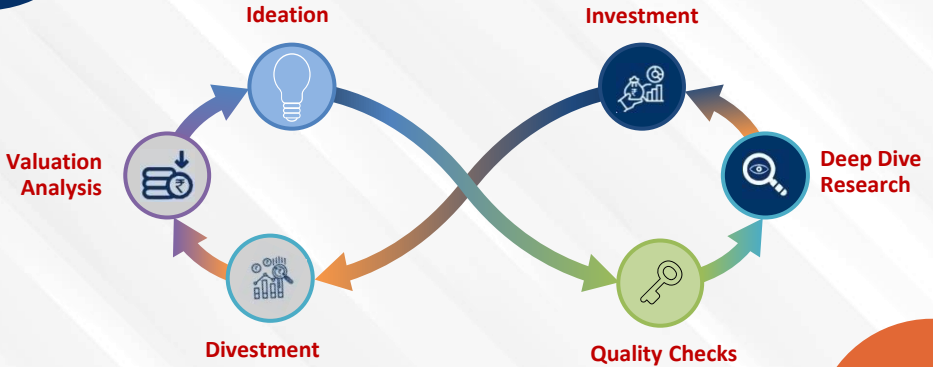
CLEAN BALANCE SHEET

- 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

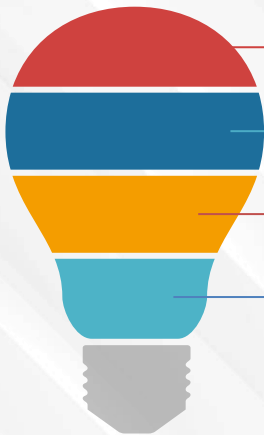
- Our prime focus is on valuations. A company meeting its expected growth rate & earnings visibility will lead to a sustainable valuations. It is more of a monitoring activity to understanding if valuations are justified.



Portfolio Mix: Ideas of Today – Trends of Tomorrow



Month End Report – IMPACT Flexi Cap



A

CORPUS

Initial, Addition, Withdrawal, Net

B

PERFORMANCE

TWRR, Portfolio Value

C

TOP HOLDINGS & SECTOR ALLOCATION

Allocations

D

STOCK DETAILS

Symbol, ISIN, Quantity, Close Price, Value



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



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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

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Let's Begin



Thank You