Narnolia Edge: The 7 Ps of Alphanest

Built to Last Differentiators

Welcome to India's 1st Guided Wealth Creation Marketplace, a perfect blend of experience and youthfulness, the artificial and emotional intelligence, the B2B and B2C - *The Wigital world of Narnolia.*

1 Pioneers in RIA

Narnolia Edge	Our Peers
Running since 2009 - India's first Investment Advisory Portfolio	Most are relatively new players

2 Performance

Narnolia Edge	Our Peers
Industry leading real-time Performance: Over 10% Alpha (CAGR) since inception. Our focus is on both, Risk and Returns.	Performance claims are mostly based on back-tested machine data where 'RISK' often gets ignored.

3 Promoters

Narnolia Edge	Our Peers
Proven track record of 25 years of deep understanding, performance and ethics.	Most are start-ups with a very short & uncertain business/model life cycle. Hence, it's risky to take long term investment bets on them.

4 Process Driven: Research Products

Narnolia Edge	Our Peers
Well-defined, tested, unbiased & disciplined 212 research processes to select & create investment baskets.	Most of our peers have quant based funds. We believe Quant can be a good support tool but it can't be the key tool to create investment baskets especially in an environment with poor corporate governance.

5 Personalised, Customised & Localised service in an End to End Digital Environment: Delivery

Narnolia Edge	Our Peers
We believe unlike transaction-centric broking, customer centricity is the key to wealth management. We have created a cutting edge digital environment around customer needs, risk profile, time horizon, convenience & meaningful relationships.	Most of our peers have Tech-centric models working in a video game environment where past performance is based on back tested data of hundreds of baskets from hidden fund managers forms the basis of basket recommendations.

6 Portfolio Analytics

Narnolia Edge	Our Peers
Test us to believe us before you invest with us: A comprehensive screening, diagnostic & recommendation report on your equity & mutual funds portfolio with a live tracker.	Most of the recommendations given by our peers are based only on quant or technical analysis.

7 Platform - B2B

Narnolia Edge	Our Peers
Multi-Portfolios: Each portfolio passes through intensive research process by the team of QQTDE research experts.	Several hundreds of baskets from hundreds of advisors are available on the platform.
Chosen by the team of experts after extensive due diligence	Any advisor with a license can launch as many baskets as they wish. There are no quality filters.
Multi-Assets: Equity National & Global, Debt, Precious Metals.	Available, but the asset allocation advisory based on one's individual circumstances is missing.
Multi-Strategy: Passive & active baskets recommended based on the investor's needs & risk profile.	Available, but difficult to differentiate between so many options.
Multi-Brokers: Equipped with different sets of distinct services by each of them. You can choose the one which best suits you.	Available, but selection is not based on service differentiation.
Multi-Advisors & Partners: While end to end solution is digital, yet an expert & trained advisor with a human touch is right there - as & when you need them.	For most of our peers, Advisory & delivery channel is largely a routine activity handled by generalists