



More transparent than mutual funds

Stocks reflect in your demat account, no inter scheme holding manipulation



Invest at prevailing market price

In mutual funds the investor get day-end or next day NAV



Other Benefits

Wider choice of investment, loan against shares, no exit load etc.

Industry Leaders Theme

Objective - Long term capital appreciation by investing in companies that are the top-3 players of their respective industries.

Strategy - 'Industry Leaders Theme' identifies companies that are the leaders of their respective industries & are also showing 'growth in value' characteristics with expected higher return ratio.

Portfolio Snapshot - Top Up Amt.: Rs 50,000 | Time Horizon: 3 yrs | Expected CAGR: 14% | No. of Stocks: 12-18 | Possible Drawdown: 15 (M)



Small Cap Theme

Objective - Long-term capital growth by investing in smaller but growing companies of India

Strategy - Identifying & actively investing in companies with improving fundamentals in the Small Cap Investment Universe. Tactical weight allocation under the sub-classes to get positive returns while managing the risk.

Portfolio Snapshot - Top Up Amt.: Rs 50,000 | Time Horizon: 7 yrs. | Expected CAGR: 18% | No. of Stocks: 20-30 | Possible Drawdown: 15 (M)

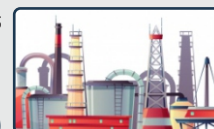


Multi Cap Theme

Objective - To participate in the India growth story through investing in the Indian equity markets by building a diversified portfolio across various sectors & caps.

Strategy - Portfolio prefers stocks which fall under the 'Growth in Value' theme & passes through the '360-degree Deductive Reasoning Framework.

Portfolio Snapshot - Top Up Amt.: Rs 1,00,000 | Time Horizon: 5 yrs. | Expected CAGR: 15% | No. of Stocks: 20-30 | Possible Drawdown: 15 (M)



New India Theme

Objective - To capitalize on the theme of 'Value Migration' by investing in companies whose business model is more aligned to newer ways of production / consumption.

Strategy - Value Migration theme prefers a stock which has 'Next - Gen' opportunity. The stock has 'Growth in Value' characteristic & passes the 360 degree Deductive Reasoning Framework.

Portfolio Snapshot - Top Up Amt.: Rs 1,00,000 | Time Horizon: 5 yrs. | Expected CAGR: 15% | No. of Stocks: 15-25 | Possible Drawdown: 24 (M)



Investment Advisory Portfolio Performance

	1 year	2 years	3 years	4 years	5 years	Since Inception
Industry Leaders (ID: 1st oct.2009)	65.1	19.1	12.2	12.5	17.1	19.9
Small Cap (ID: 1st April 2013)	95.1	24.8	10.3	12.9	21.2	27.4
Multi Cap (ID: 1st oct. 2009)	72.0	24.3	16.8	16.2	18.3	18.8
New India (ID: 1st April 2013)	67.8	25.3	18.1	18.4	20.8	23.6
Vs Benchmark						
Nifty 100	61.9	14.6	12.6	12.4	13.9	10.5
Nifty Small 100	131.5	19.0	5.8	6.6	12.2	13.9
Nifty 500	69.1	16.1	12.4	12.2	14.2	10.5
Nifty 500	69.1	16.1	12.4	12.2	14.2	14.2

Please Note: Data is as on May 2021, 1yr is ABSOLUTE returns. 2yr/3yr/4 yr/5yr/SI figures are CAGR Returns. ID - Inception Date

FIRST INVESTMENT ADVISORY PORTFOLIO LAUNCHED IN 2009

SMALL CAP **27.4%**
NEW INDIA **23.6%**

CAGR Since 2013
As on May 2021

13.9% NIFTY SMALL 100
14.2% NIFTY 500

INDUSTRY LEADERS **19.9%**
MULTI CAP **18.8%**

CAGR Since 2009
As on May 2021

10.5% NIFTY 100
10.5% NIFTY 500