



### 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.

## NS Industry Leaders Theme

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

**Strategy** - 'NS 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



## NS Mid & 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 NS Mid & 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



## NS 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



## NS 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



### Investment Advisory Portfolio Performance

	1 year	2 years	3 years	4 years	5 years	Since Inception
NS Industry Leaders (ID: 1st oct.2009)	57.1	31.0	12.9	14.3	16.6	20.7
NS Mid & Small Cap (ID: 1st April 2013)	74.3	42.9	15.6	13.3	18.5	28.4
NS Multi Cap (ID: 1st oct. 2009)	68.3	37.8	20.8	19.2	18.6	19.9
NS New India (ID: 1st April 2013)	63.8	36.5	21.8	20.3	19.8	24.8
Vs Benchmark						
Nifty 100	51.1	24.8	13.1	14.0	14.1	11.1
Nifty Mid & Small 400	72.9	38.1	14.3	12.9	15.0	18.9
Nifty 500	55.3	27.3	13.4	13.7	14.2	11.2
Nifty 500	55.3	27.3	13.4	13.7	14.2	15.1

Please Note: Data is as on August 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

NS MID & SMALL CAP **28.4%** CAGR Since 2013 As on August 2021 **18.9%** Nifty MID & SMALL 400 | NS INDUSTRY LEADERS **20.7%** CAGR Since 2009 As on August 2021 **11.1%** NIFTY 100  
 NS NEW INDIA **24.8%** **15.1%** NIFTY 500 | NS MULTI CAP **19.9%** **11.2%** NIFTY 500