

“Price is what you pay, Value is what you get”

- Warren Buffet

Partner with PMS AIF WORLD

[www.pmsaifworld.com](http://www.pmsaifworld.com)

May 2020





## **WHY PMS AIF WORLD**

Don't just invest, make informed investment decisions

## **WHY PMS and WHY AIFs**

Understand, and get convinced yourself.

## **Our 4P Analysis**

PHILOSOPHY, PORTFOLIO, PERFORMANCE, PRICE

## **Top PMSs**

Presenting our bouquet of Top PMSs to choose from

## **Our PMS AIF Partners**

The PMS providers we are empaneled with

## **Very Strong Fund Manager Connect**

Weekly Webinars on Markets, Economy and Relevant topics

# Why PMS AIF WORLD?

Honesty is very expensive gift. Don't expect it from Cheap People.

~ Warren Buffett

## Informed Investment Decisions

Wealth Management Industry isn't designed to be Fair. There are thousands of products and strategies that waste time, and money. One must practice caution while investing.. We offer responsible, long term investment service backed by analytics and supported by high quality content. Invest with us in best quality products and make informed investment decisions.

## Quality, Risk, Performance Review

Before venturing into the new investment, a review of where one stands is important. As a 1st step, we do portfolio review exercise called QRP (quality, risk, performance) analysis. This adds a lot of value is selecting portfolios that complement and not duplicate the risk return spectrum for investors. Since the focus is always towards investor, the approach followed is highly unbiased and quality oriented. Important to add, while endeavour is to invest in quality portfolio, we keep cognizance of investors' risk tolerance.

WHY  
US

## 4 P Analysis of all Products

Hard earned money must be handed over to those who can do justice to it. We do 4 P analysis across PHILOSOPHY, PORTFOLIO, PERFORMANCE, PRICE. We believe that a good portfolios are ones that can constrain loses in down-turn, so we select those strategies which follow investment style that doesn't involve taking un-due risks and stick to fundamental approach of identifying businesses that can be held for long term wealth creation.

## Best Fee options

We promise to offer most ethical standards. In short, sound advice for the wise. From exit load structures to fund management fees and other charges, we try and rationalize for our investors in every possible manner. We offer high quality service at optimum pricing and transparently share every fee option so that investor make informed choices.

# Why and how Portfolio Management Schemes give you an edge?

*The difference between successful and highly successful people is that highly successful people say no to almost everything*

~ Warren Buffet

## Concentrated, and Focussed

PMS strategy is meant to invest in concentrated basket of 15-25 well researched companies. Such focused approach generates superior long-term performance and is meant for sophisticated and informed investors who really want money to work harder for them and are focused on long term performance and, not bothered by short to medium term volatility.

## You own your own portfolio

PMS strategy works on the concept of personal demat holding with common research, and not a pooled stock portfolio across investors. Pooled stock portfolio concept is prone impulsive and behavioral flows which rise with rising markets and peak out at higher valuations and fall with falling markets and bottom out at attractive valuations. In PMS, one investor's behavioral reactions to market movements doesn't impact other investor's portfolios.

**WHY  
PMS**

## Own businesses, and not units

PMS strategy gives access to direct shareholding in the businesses, making it a more direct method of investing. When one invest in companies, it opens the door to not only grows with the rise in corporate earnings and dividends, but also the growth of investors own intellectual capital. As here investor clearly gets to know what's happening in the portfolio. In the long term, growth in all three matters and adds up.

## Buy and hold, with low churn

Since PMS works with a concentrated approach, there is no compulsion to churn a stock that is performing irrespective of its rising weight in the portfolio over years. What matters is the expected earnings and growth potential in the businesses held. Unlike this, in mutual funds, beyond a point, at times fund manager may be forced to let go of a performing stock to cut its rising weight, given the regulations.

# Why and how Portfolio Management Schemes give you an edge?

*Successful hedge funds will be entrepreneurial; it is the essence of the craft*  
- Paul Singer

## Skin in the Game

Fund Management has much higher skin in the game as investment manager or Sponsor of the Fund must invest 10Cr or 5% of the committed Capital (whichever is lower). This signifies that there is very high alignment of interest between the investment managers and the ultimate investors. Also, this implies that investment manager/sponsor is well capitalized.

## Flexible Investment Mandate

AIFs can raise money in drawdowns and so take better advantage of market volatility. There is no compulsion to re-invest and fund strive to return the capital by booking profits from securities that attain targets, before the completion of tenure of fund. AIFs Can participate in IPOs as qualified institutional bidders and allowed to invest in SME stocks.

## WHY AIF

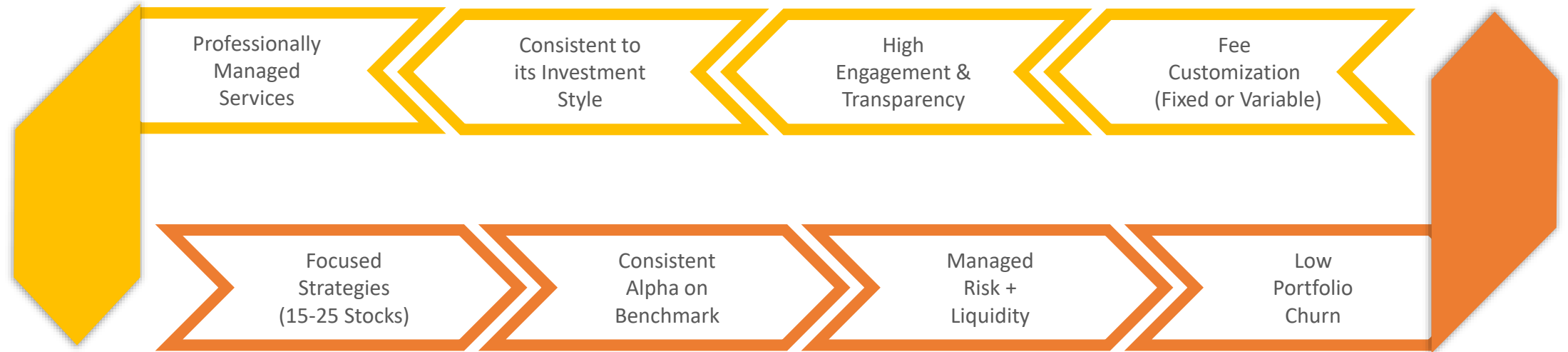
## Scope of Alpha Generation

Maximum number of investors allowed per scheme is 1000, and such limited number of investors keeps the corpus under check and allows fund manager to create differentiated portfolios. Since the fund follows fixed drawdowns, and corpus is under control, there is no need for a fund manager to necessarily invest in the higher weightage stocks in the benchmark.

## Ease and Convenience

AIFs combine the operational ease of a mutual fund and the flexibility of a PMS making it a perfect blend geared for generating optimum performance for a stipulated investment objective. In case AIFs, there is no need to open a Demat account. In case AIFs, the taxation is at a scheme level. Also, in case of AIF, there is no requirement/ restriction of opening a PIS (Portfolio Investment Scheme) account for NRI investors.

# PMS AIF Products Value Proposition



## Suitable for HNIs, Corporates and NRIs

- PMSs come with a minimum ticket size of Rs 25 lakhs
- Only Sophisticated Investors can invest in a PMS because of its restriction of ticket size

## Long-Term Wealth Creation Products

- PMSs being more concentrated with active management tends to generate more alpha
- One should target to invest in a PMS with a time horizon of 5 years

# PMS AIF Products v/s Direct Equity Investments

## PMS AIF products offer a better substitute to Direct Equity Portfolio for HNIs

A managed portfolio will always be better than a Direct Equity Portfolio. PMS allow investors to customize portfolios, depending on risk appetite and returns expectations. PMS is the next step for those who already have dabbled in direct investments.

01

### Active Portfolio Management

Active portfolio management is the cornerstone of successful equity investment.

02

### Robust Risk Management

Investments decisions are based on strong research conducted and vetted by investment teams.

03

### Tailor made to your objectives

The portfolio manager builds and manages portfolios keeping in mind the strategy selected and the timing of the investment

04

### Superior Returns

Data suggests 90 per cent of direct equity portfolios have been beaten by PMS investments

Active Portfolio  
Management

Robust Risk Management

Tailor made to your  
objectives

Superior Returns

Better option  
for High Net  
Worth  
Individuals

# Our 4P Analysis

We first perform following basic filters on 100+ PMS products

## Philosophy

We meet with the team, understand their credentials and the philosophy. We do a thorough interview with the fund manager and/or key people in the team. We check whether the team has shown adherence to its philosophy during good and bad times in the past.

## Portfolio

We check the construct, level of concentration, allocation to sectors, EPS and forward PE .

- Min 2 Year of performance
  - Min 100 Cr of AUM
- Existence of Strong Term
- Not Taking Un-due Risk

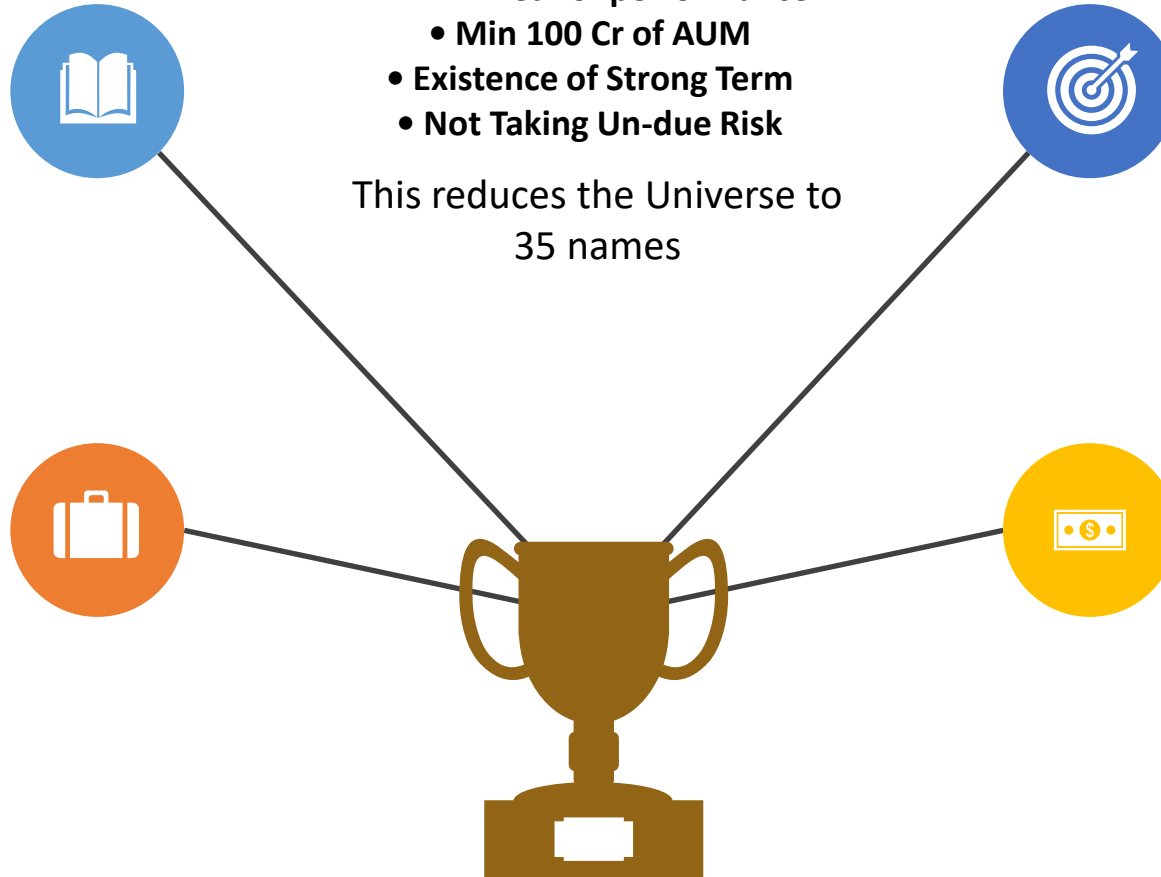
This reduces the Universe to 35 names

## Performance

We analyze period wise performance and compare it objectively. We give much higher weightage to long term performance and also allocate ranks on the basis of consistency.

## Price

We are quite particular about understanding in detail the fee structure, expenses, and exit loads.



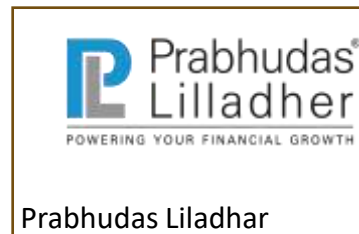
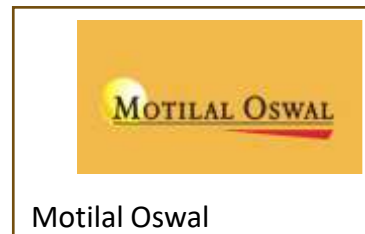
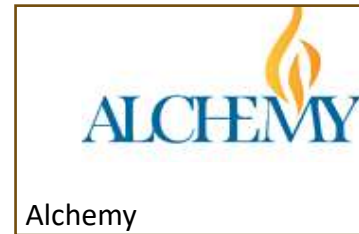


# Our Top Choice Portfolios

PMS COMPARISON	Multi Cap Oriented			Large Cap Oriented	Mid & Small Cap Oriented	
	IIFL Multi cap	ASK India Entrepreneur	Axis Brand Equity	Marcellus Consistent Compounds	Motilal IOP	Ambit Good and Clean
Portfolio Type	Low Beta PMS	Portfolio Of Large & Growing Companies With Promoters Significant Skin In The Game	Multi Cap Portfolio of Recognized Brands	Concentrated Portfolio Of Top 1% Of Companies	Small & Mid Cap Portfolio Of Next Multi-Bagger Companies.	Concentrated Portfolio Of Mid- Cap Companies With A Good Record And Clean Accounting
Fund Manager	Aniruddha Sarkar	Sumit Jain	Trideep Bhattacharya	Rakshit Ranjan	Manish Sonthalia	Aishvarya Dadheech
Age of PMS	4 Years & 11 Months	9 Years & 10 Months	2 Years & 10 Months	1 Year	9 Years & 9 Months	4 Years & 8 Months
AUM (cr.)	1,400	10,262	1,141	652	2,994	180
No of Stocks	25	19	20-22	13	23	15-20
Large   Mid   Small Cap Allocation	58.04%   27.32%   10.83%	67.00%   30.00%   2.00%	56.20%   25.00%   11.30%	68.00%   25.00%   6.00%	7.40%   30.70%   61.40%	19.00%   67.00%   12.00%
Return Since Inception	18.88%	18.60%	12.63%	26.10%	11.06%	12.10%
Fee Structure	2.50% p.a	2.50% p.a	2.50% p.a	2.00% p.a	2.50% p.a	2.50% p.a
Exit Loads	3% for 1 <sup>st</sup> Year 2% for 2 <sup>nd</sup> Year 1% for 3 <sup>rd</sup> Year	3% for 1 <sup>st</sup> Year 2% for 2 <sup>nd</sup> Year 1% for 3 <sup>rd</sup> Year	3% for 1 <sup>st</sup> Year 2% for 2 <sup>nd</sup> Year 1% for 3 <sup>rd</sup> Year	Nil	2% for 1 <sup>st</sup> Year	Nil

# A Few of Our Partners

We are empanelled with all popular PMS and AIF Providers and work with open architecture



# IIFL Multi Cap PMS

- The portfolio is comprised of 15-20 high-quality companies which are business leaders, have a strong management, low leverage and which offer a large margin of safety
- Investments pertain to largely in 2 – 4 high conviction sectors
- Identifying companies within the high conviction sectors that have attractive business models, strong balance sheets, good corporate governance practices and run by excellent management teams
- Significant Alpha Generation with Low Risk (Past portfolios have a beta of 0.7 – 0.8 which is lower than most mutual funds)
- Aims to target superior outperforming stocks over the benchmark through concentrated sector or stock positions where stocks are mostly held for the long term, typically almost always over 12 months

Performance	IIFL Multicap	Nifty 50
6 Months	6.55%	1.99%
1 Year	27.76%	10.37%
3 Year	16.35%	14.18%
5 Year	-	-
Since Inception	18.88%	9.61%

Data Source – [www.pmsaifworld.com](http://www.pmsaifworld.com) | As on 30<sup>th</sup> Nov 2019



Date of Inception	Benchmark	Fund Manager
31-Dec-2014	Nifty 50	Aniruddha Sarkar

Portfolio Holdings (Top 10 Stocks)	
Stock Holding	% of Market Value
ICICI Bank Ltd	10.38%
Bajaj Finance Ltd.	8.54%
HDFC Bank Ltd	7.98%
Axis Bank Limited	6.50%
Procter & Gamble Health Ltd	5.76%
Larsen Toubro Ltd	5.53%
Infosys Ltd	5.21%
Crompton Greaves Consumer Electrical	4.32%
Aavas Financiers Ltd	3.67%
Asian Paints Ltd	3.43%

Sector Holdings (Top 5 Sectors)	
Sector Holding	% of Market Value
Financials	44.32%
Industrials	12.47%
Health Care	11.99%
Information Technology	10.83%
Materials	9.07%

# ASK India Entrepreneur Portfolio (IEP)

- Identify large and growing business opportunities with competitive advantage that are significant sized (min Rs. 100cr of PBT)
- The quality of the business should be good to be able to fund strong growth through internal cash generation . So, it looks for 20% compounded growth from each business and targets over 25% growth from the portfolio
- To fund this growth, the business ROCE should be over 25% so that growth can be funded and there are surpluses for dividend
- The management should have the drive and have skin in the game to deliver compounded growth period after period (uncompromised corporate governance is a must). Hence, invest into businesses with an identifiable business house at helm with minimum 25% stake.
- We seek to identify such businesses at reasonable discount to value and stay invested for a length of time and make money as EPS compounds

Performance	ASK IEP	BSE 500
6 Months	6.40%	0.20%
1 Year	11.60%	7.90%
3 Year	14.80%	11.60%
5 Year	13.00%	7.30%
Since Inception	18.60%	9.00%

Data Source – [www.pmsaifworld.com](http://www.pmsaifworld.com) | As on 30<sup>th</sup> Nov 2019



Date of Inception	Benchmark	Fund Manager
25-Jan-2010	BSE 500	Sumit Jain

## Portfolio Holdings (Top 10 Stocks)

Stock Holding	% of Market Value
Bajaj Finance Ltd.	8.59%
Bajaj Finserv Ltd	8.02%
P I Industries Ltd	7.15%
Kotak Mahindra Bank Ltd	6.12%
Britannia Industries	5.95%
Dabur India Ltd	5.66%
Cholamandalam Investments	5.63%
Asian Paints	5.62%
IndusInd Bank Ltd	5.43%
Pidilite Industries	5.17%

## Sector Holdings (Top 5 Sectors)

Sector Holding	% of Market Value
Banks	11.00%
Building Products	10.80%
FMCG	10.40%
NBFC	9.30%
Insurance	8.00%

# AXIS Brand Equity

Brands not only help to create a strong recall in the minds of consumers but also make for a worthy investment theme. Companies with brands create a distinct bargaining power due to economies of scale, high entry barriers, strong pricing power and/or operating in under-penetrated markets. These translate into superior margins and growth.

- Bottom-up” stock pick up is followed, and higher allocations are given to “best-ideas after bottom up research” within the frame of “strong-brands”.
- Portfolio is constructed as a “balanced-mix” of established brands as well as emerging brands.
- Portfolio follows multi cap investment strategy with exposures across various sectors and market-capitalization.
- Portfolio strives for enhanced risk adjusted returns and follows screening mechanism to select quality businesses.
- Portfolio follows low churn and companies are selected with over 3 years perspective.

Performance	Axis Brand Equity	BSE200
6 Months	6.82%	1.20%
1 Year	14.24%	9.08%
3 Year	-	-
5 Year	-	-
Since Inception	12.63%	10.41%

Data Source – [www.pmsaifworld.com](http://www.pmsaifworld.com) | As on 30<sup>th</sup> Nov 2019

Date of Inception	Benchmark	Fund Manager
27-Jan-2017	BSE200	Trideep Bhattacharya

## Portfolio Holdings (Top 10 Stocks)

Stock Holding	% of Market Value
HDFC Bank Ltd	9.80%
Bajaj Finance Ltd.	8.70%
ICICI Bank Ltd	7.40%
Astral Poly Technik Ltd	6.80%
Asian Paints Ltd	6.60%
Whirlpool India Ltd	4.90%
MRF Ltd	4.70%
Kansai Nerolac Paints Ltd	4.40%
HDFC Standard Life Insurance	4.40%
V-Guard Insutries Ltd	4.10%

## Sector Holdings (Top 5 Sectors)

Sector Holding	% of Market Value
Finance	36.40%
Consumer	27.20%
Capital Goods, E&C	8.60%
Industrial Products	6.70%
Autos & Logistics	4.70%

# MARCELLUS Consistent Compounders

It identifies firms with high pricing power that helps sustain a wide gap between returns on capital employed and cost of equity. The portfolio aims to hold such firms for 8-10 years on average where healthy returns are generated with volatility like that of a government bond. Portfolio Construction involves a two-stage process:

- Filter based approach to create an investible universe of 30-35 stocks
- In-depth bottom-up research of such companies in the universe to assess sustainable competitive moats to build a portfolio of 10-20 stocks that deliver healthy compounded earnings growth over long periods of time.

**Corporate Governance:-** The foremost step to building an investment portfolio is to identify and staying away from companies which are not clean in terms of accounting . This is the universe of companies that is studied for investing.

Performance	Marcellus CC	Nifty 50
6 Months	20.00%	1.10%
1 Year	26.10%	10.80%
3 Year	-	-
5 Year	-	-
Since Inception	26.10%	10.80%

Data Source – www.pmsaifworld.com | As on 30<sup>th</sup> Nov 2019

Date of Inception	Benchmark	Fund Manager
01-Dec-2018	Nifty 50	Rakshit Ranjan

## Portfolio Holdings (Top 5 Stocks)

Stock Holding	% of Market Value
HDFC Bank Ltd	11.79%
Relaxo Footwear Ltd	11.12%
Page Industries	10.95%
Asian Paints Ltd	9.97%
Berger Paints	9.24%

## Sector Holdings (Top 5 Sectors)

Sector Holding	% of Market Value
Consumer Discretionary	41.28%
Finance	25.00%
FMCG	12.93%
Healthcare	10.73%
Basic Materials	8.11%

# MOTILAL India Opportunities Portfolio (IOP)

Investment philosophy is centered on BUY RIGHT: SIT TIGHT principle.

Buy Right is represented by – (QLGP)

- “Q” denotes the quality of the business and management
- “G” denotes growth in earnings and sustained RoE
- “L” denotes longevity of the competitive advantage or economic moat of the business
- “P” denotes our approach of buying a good business for a fair price rather than buying a fair business for a good price

Sit Tight

- **Buy and Hold:** Strictly buy and hold and believe that picking the right business needs skill and holding onto these businesses to enable investors to benefit from the entire growth cycle needs even more skill.
- **Focus:** High conviction portfolios with 25 to 30 stocks being our ideal number. We believe in adequate diversification but over-diversification results in diluting returns and add market risk.

Performance	Motilal IOP	Nifty Smallcap
6 Months	-8.29%	-11.20%
1 Year	-0.54%	-6.46%
3 Year	0.93%	-0.15%
5 Year	7.85%	2.31%
Since Inception	11.06%	5.41%

Data Source – PMS-AIF.com | As on 30<sup>th</sup> Nov 2019



Date of Inception	Benchmark	Fund Manager
15-Feb-2010	Nifty Smallcap 100	Manish Sonthalia

## Portfolio Holdings (Top 10 Stocks)

Stock Holding	% of Market Value
DCB Bank Ltd.	10.23%
ICICI Securities Ltd.	9.26%
Birla Corporation Ltd	7.91%
Aegis Logistics Ltd	6.82%
Mahanagar Gas Ltd.	6.72%
TTK Prestige	6.64%
Dr Lal Pathlabs	6.10%
Alkem laboratories	5.92%
Blue Star Ltd	5.88%
ICICI Bank Ltd	5.59%

## Sector Holdings (Top 5 Sector)

Sector Holding	% of Market Value
Banks	15.80%
Oil and Gas	13.54%
Consumer Durable	11.95%
Cement & Infrastructure	9.51%
Capital Markets	9.39%

# AMBIT Good and Clean

(A) **Good** – Selection of companies based on capital allocation track record and quality of improvement in financial metrics over the past six years

(B) **Clean** – Selection of companies based on the quality of their accounts and corporate governance.

The '**Good**' strategy helps generate upside while not compromising on the 'Clean' strategy, which reduces downside risk. Essentially, while the objective is to generate returns, the even bigger goal is to better manage draw downs because the company believes doing the latter successfully is critically vital in achieving the former.

Ambit's proprietary forensic accounting framework helps weed out firms with poor quality accounts and helps identify efficient capital allocators with a holistic approach to consistent growth. It results in a concentrated portfolio of 15-16 stocks that draws down lesser than the market in corrections and has low churn (not more than 15-20% in any year amounting to 2-3 holdings being replaced).

Performance	Ambit G & C	Nifty 50
6 Months	0.70%	-4.10%
1 Year	19.10%	-1.60%
3 Year	14.10%	4.90%
5 Year	-	-
Since Inception	12.10%	5.6%

Data Source – [www.pmsaifworld.com](http://www.pmsaifworld.com) | As on 30<sup>th</sup> Nov 2019

Date of Inception	Benchmark	Fund Manager
12-Mar-2015	BSE Midcap	Aishvarya Dadheech

## Portfolio Holdings (Top 5 Stocks)

Stock Holding	% of Market Value
P I Industries Ltd	8.60%
Cholamandalam Industries	7.60%
City Union Bank Ltd	7.40%
Axis Bank Ltd	7.20%
Page Industries	6.50%

## Sector Holdings (Top 5 Sectors)

Sector Holding	% of Market Value
Financials	27.02%
Consumer Discretionary	22.57%
Pharmaceuticals	12.32%
Building Materials	12.01%
Chemicals	11.48%



# WEEKLY WEBINARS ON PORTFOLIOS



# MONTHLY WEBINARS ON MARKETS, ECONOMY AND RELEVANT TOPICS



**RAAMDEO AGRAWAL**

Chairman, Motilal Oswal Financial Services



**NILESH SHAH**

MD, Kotak Mutual Funds



**HIREN VED**

Director & CIO, Alchemy Capital Management

**CURRENT WEBINAR SERIES GOING ON**

**COVID19 TO WEALTH20**

<https://www.pmsaifworld.com/investment-webinar-series/>

# 3 Forms of Partnerships

We offer honest, simple and insightful relationship

## PERIPHERAL RELATIONSHIP

Works on annual fixed fee. Keep yourself updated in the world alternate investment products with our best quality content and analysis. In this, you may to book any business with us.

## PARTIAL RELATIONSHIP

Works on 70:30 revenue sharing. Keep yourself updated in the world alternate investment products with our best quality content and analysis. Book any PMS AIF business with us. We'll additionally keep your client engaged and informed. Closures, documentation & serving investor is your ownership.

## CO-OWNERSHIP RELATIONSHIP

Works on 50:50 revenue sharing. We take the ownership of closing your leads giving your prospects & client most informed experience. We also offer you leads in your area which we jointly close with you. Additionally, we also own the responsibility of servicing your client from time to time, apart from keeping him informed & engaged.

# Thank you

## Disclaimer:

**We provide analytics backed quality and informed investing with an endeavour for long term wealth creation and prosperity.** The performance data that we publish, is taken from the latest factsheets procured from respective product providers. The data presented is as of 30<sup>th</sup> Nov 2019. Performance up to 1 Year is absolute and above 1 Year is annualized. We've taken due care in collating the data from respective providers and its published on the best effort basis. The accuracy of the data cannot be guaranteed. PMS AIF World would not be held responsible for any investment decisions arising from use of this data whatsoever. Investments are subject to market related risks. Past performance may or may not be sustained in future and should not be solely referred as a basis for any investment decisions. Please read the disclosure documents carefully before investing. Portfolio Management Services are market linked and do not offer any guaranteed/assured returns.

## Contact

For any queries or partnering with us, you can reach out to us.

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