

Our Expert fund manager, with their years of experience, can spot the

HIDDEN POTENTIAL

of Investments, which others may miss



31st March, 2022

Objective

Focus on Return Optimization by investing in multicap portfolio of rising enterprises with sound corporate track record and sustainable business model keeping balance between value and growth strategy.

Value investing is the art of buying stocks which trade at a significant discount to their intrinsic value. Portfolio Manager achieve this by looking for companies on cheap valuation metrics, typically low multiples of their profits or assets, for reasons which are not justified over the longer term.

Value

Growth investing is a style of investment strategy focused on capital appreciation. Portfolio Manager invest in companies that exhibit signs of above-average growth, even if the share price appears expensive in terms of metrics such as price-to-earnings or price-to-book ratios.

Growth

Why Multicap Strategy

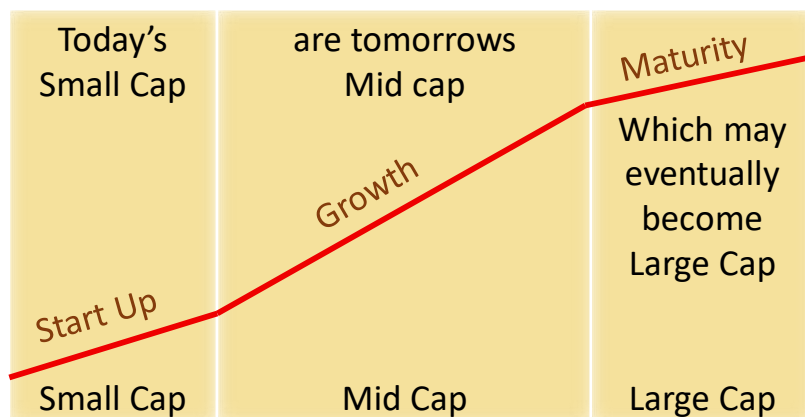


	Bull Period			
	Apr-03	Dec-07	CAGR	Volatility
Sensex	2960	20287	51.0%	22.0%
BSE Mid Cap	952	9789	64.6%	25.0%
BSE Small Cap	893	13348	78.4%	31.6%

	Bear Period			
	Dec-07	Dec-11	CAGR	Volatility
Sensex	20287	15455	-6.6%	31.2%
BSE Mid Cap	9789	5135	-14.9%	40.5%
BSE Small Cap	13348	5550	-19.7%	45.4%

	Current Bull period			
	Dec-11	Mar-22	CAGR	Volatility
Sensex	15455	58568	13.9%	9.0%
BSE Mid Cap	5135	24107	16.3%	12.0%
BSE Small Cap	5550	28215	17.2%	13.5%

- The table shows outperformance of the Mid Cap and Small Cap Index over the Sensex Index during the Bull Period.
- Outperformance of the Mid Cap and small caps happens because of better earnings growth in the bull phase.
- The P/E for Mid cap and Small Caps also expands as earnings growth is superior v/s Sensex earnings growth.
- Identifying the business within attractive valuation compare to their growth is key factor for outperformance.
- Returns delivered from Mid Cap and Small Cap do outperform the Large Cap, however one should keep in mind the risk associated with it as we see the higher volatility in it. Therefore we emphasis on stringent stock selection strategy and create a diversified Multicap portfolio to create alpha over the benchmark.



Allocation



Business Model either in

- Improving Market Share
- Leadership
- Niche Business Model



Rising Enterprises

- Stable and Improving Margins
- Improving ROE and ROCE



Sustainability

- Visibility of Earnings over next 2-3 years
- Predictable business model



Sound Corporate Track Record

- Management back ground
- Accounting & Corporate policies

Stock Selection

Sector opportunity

- Sector potential to grow
- Cyclical / Non Cyclical
- Favoring Policies



Diversification

- Sectorally well diversified portfolio of 15-20 stocks across Market Capitalization



Exposure

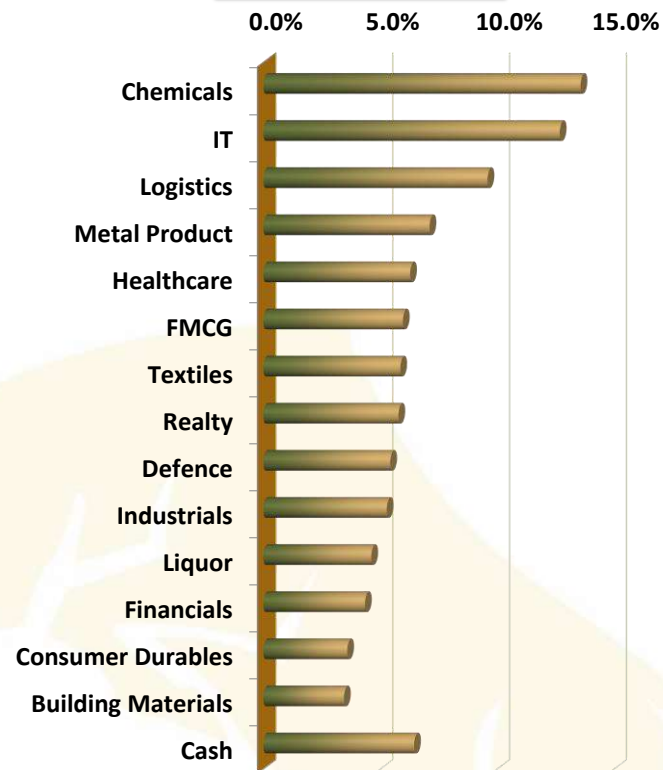
- Single Stock exposure < 10%
- Single Sector exposure < 30%



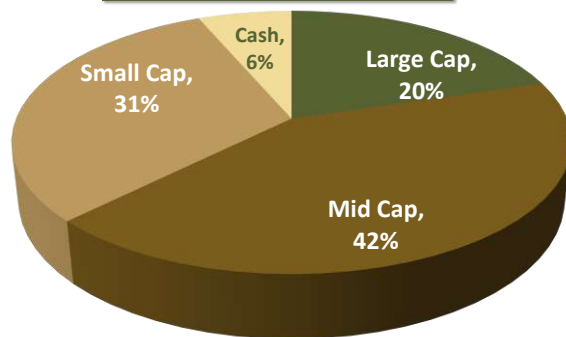
Top Holdings & Market Cap Allocation

Sr No	Top 10 Holdings	% Holdings
1	Solar Industries India Ltd.	8.1%
2	Ratnamani Metals & Tubes Ltd.	7.1%
3	Krishna Institute of Medical Sciences Ltd	6.3%
4	Tata Consumer Products Ltd.	6.0%
5	K.P.R. Mill Ltd.	5.9%
6	Oberoi Realty Ltd.	5.8%
7	Aarti Industries Ltd.	5.5%
8	Bharat Electronics Ltd.	5.4%
9	Blue Dart Express Ltd.	5.4%
10	Carborundum Universal Ltd.	5.3%

Sector Allocation



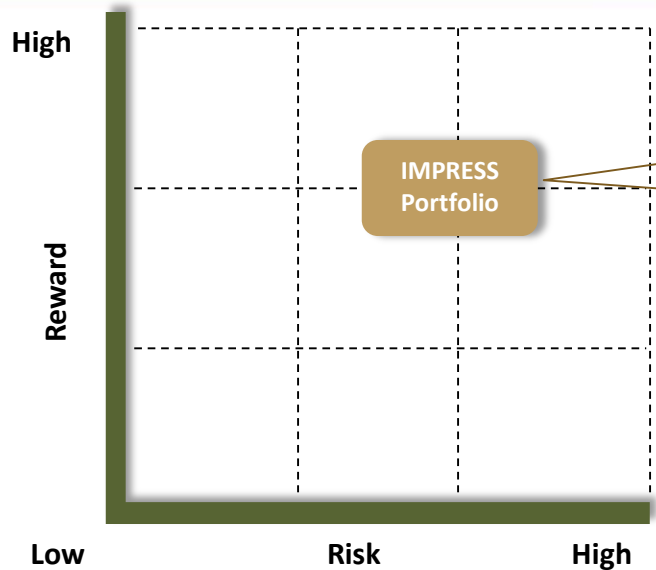
Market Cap Allocation



Data as on 31st March, 2022

The current model client portfolio comprise of 18 stocks. Portfolio is well diversified across market capitalization and sector. We have shown top 10 stocks based on current portfolio. Most of the stocks are given more or less equal and sizable weightage in portfolio.

Portfolio Strategy



Portfolio Positioning
Medium to High
Risk & Reward

Overall Portfolio Average
Estimated* EPS expected
to grow at 34% CAGR
from FY22 to FY24

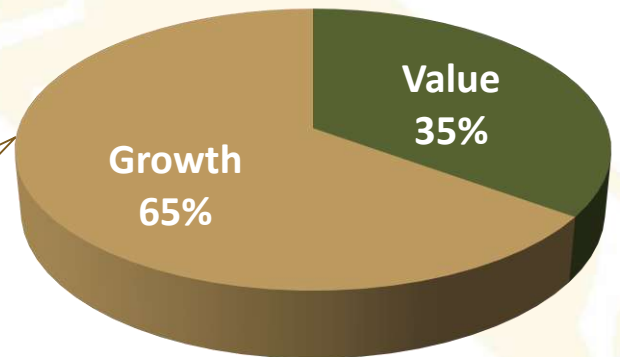
21%
Avg
Est.
EPS
CAGR

24x
Fwd
P/E
FY24

*Estimates Data as on 28th Feb 2022

Focus on Quality Midcap
and Small Cap.
No stock less than
1000 cr Market Cap

The portfolio is well
balanced between the
value and growth style of
investment



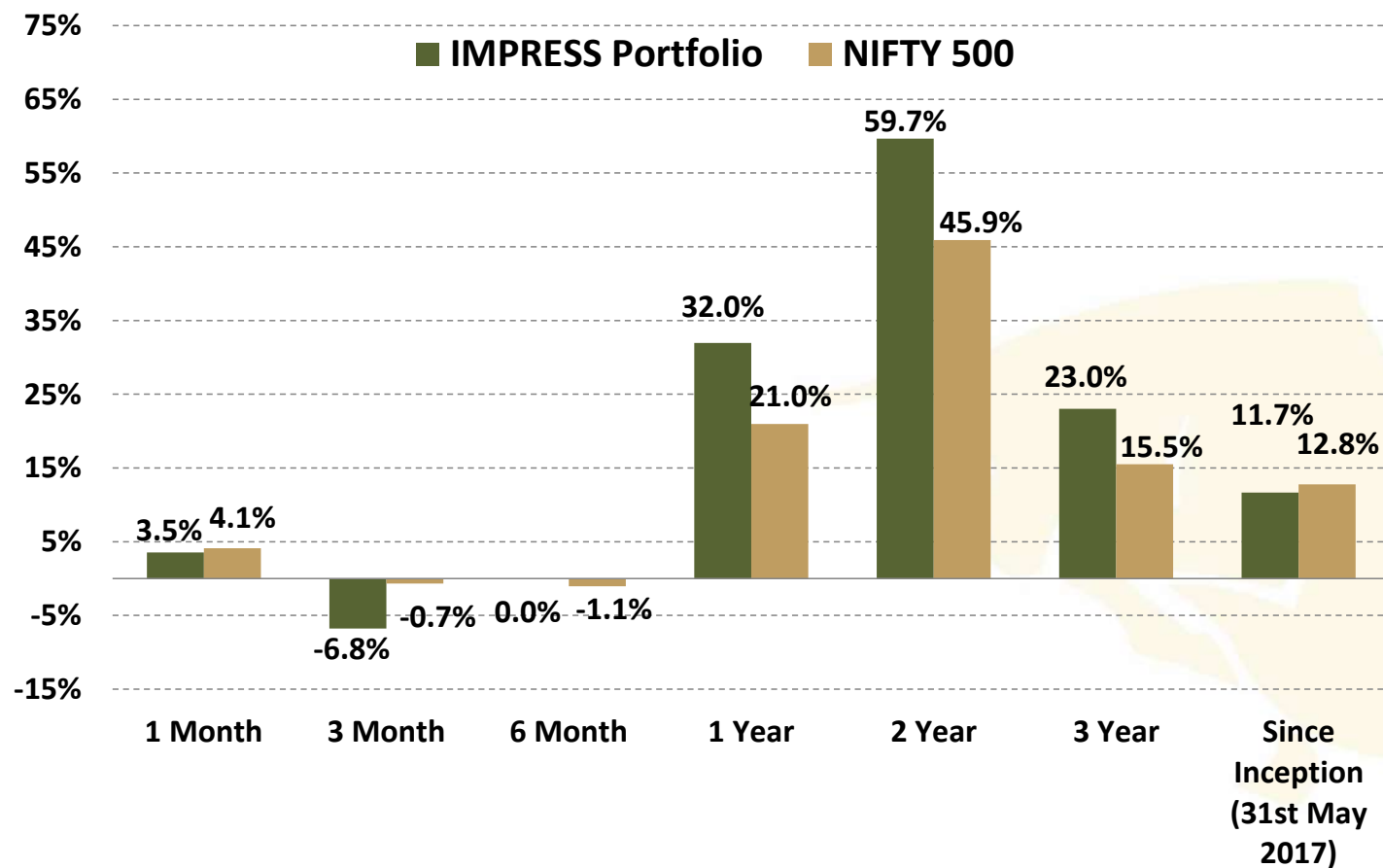
	Avg Market Cap (cr)
Large Cap	175339
Midcap	27210
Small Cap	10288
Overall Portfolio	47132

Data as on 31st March 2022

Note: The above stocks are part of model client portfolio.

Source : Internal Research, Ace Equity, Bloomberg* (Estimates)

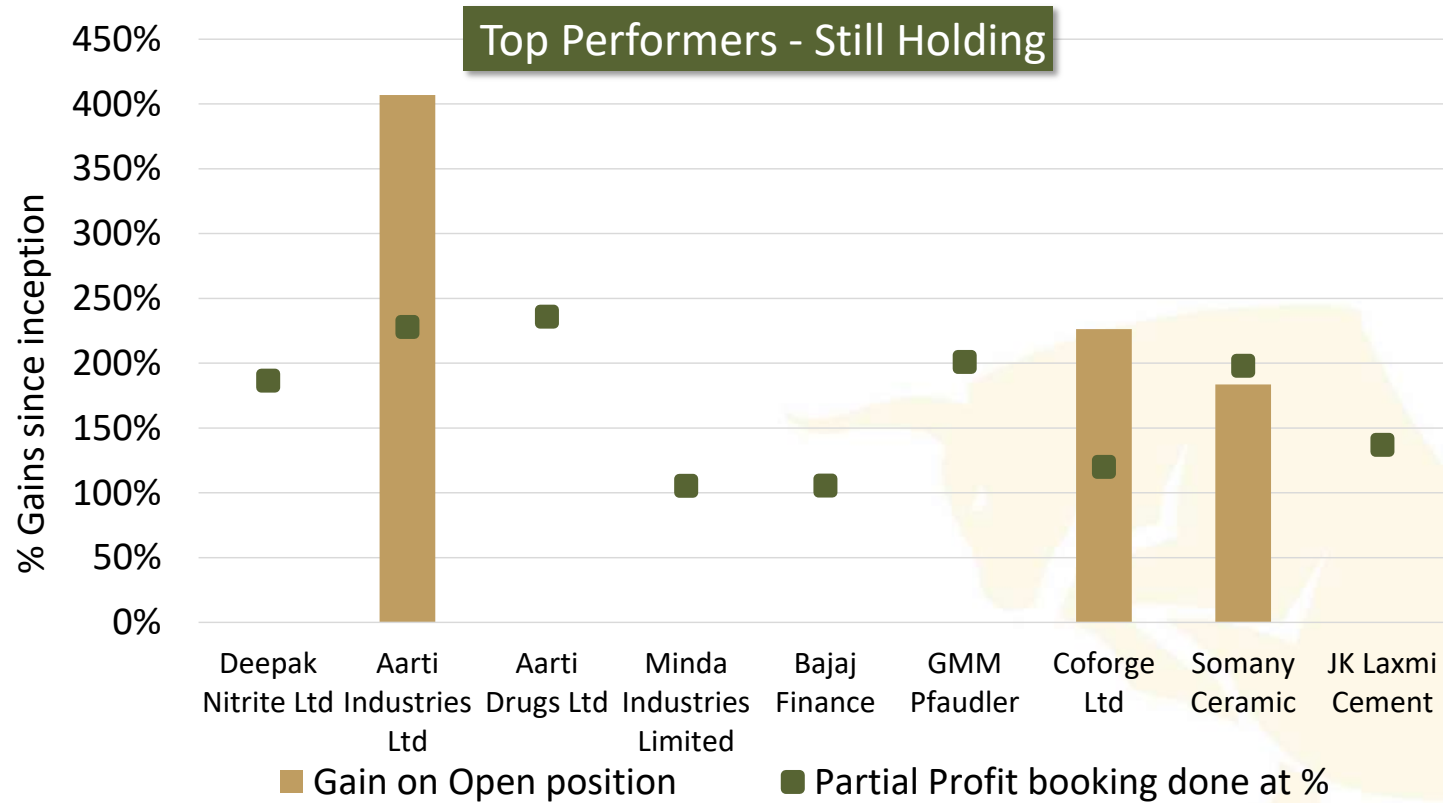
Performance as on 31st March 2022



Note: - Returns above one year are annualized. Returns net of fees and expenses.

Disclaimer: Past Performance is not necessarily indicative of likely future performance. Performance mentioned above are not verified by SEBI. We have shown the performance as Aggregate performance of all clients on TWRR basis.

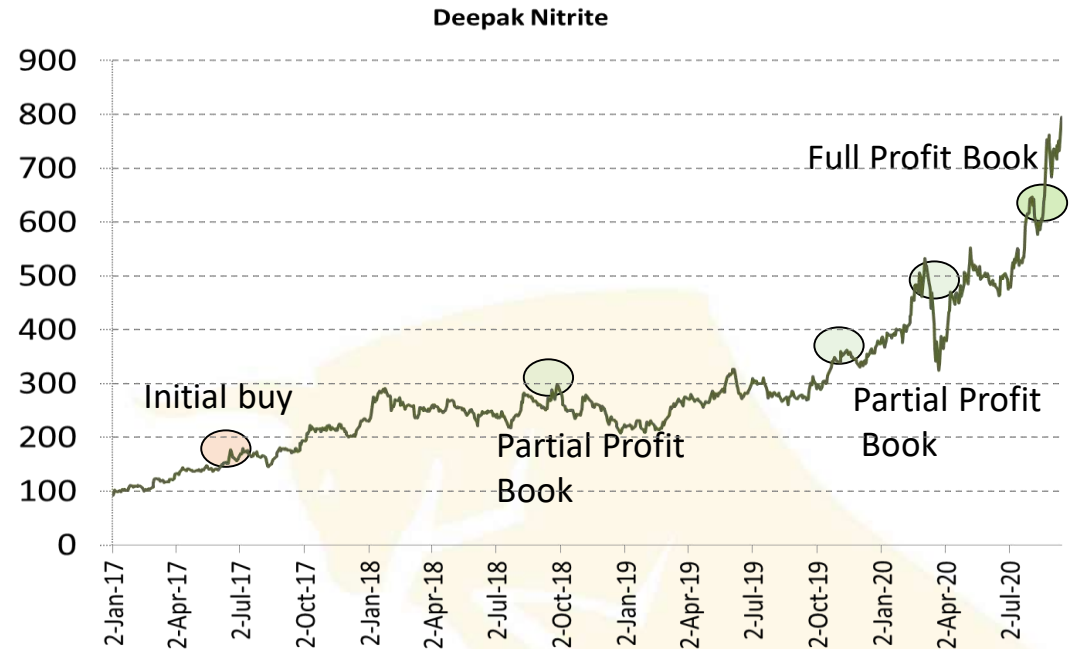
Top Performers



In Bajaj Finance, Deepak Nitrite and GMM full profit has been booked.

Deepak Nitrite

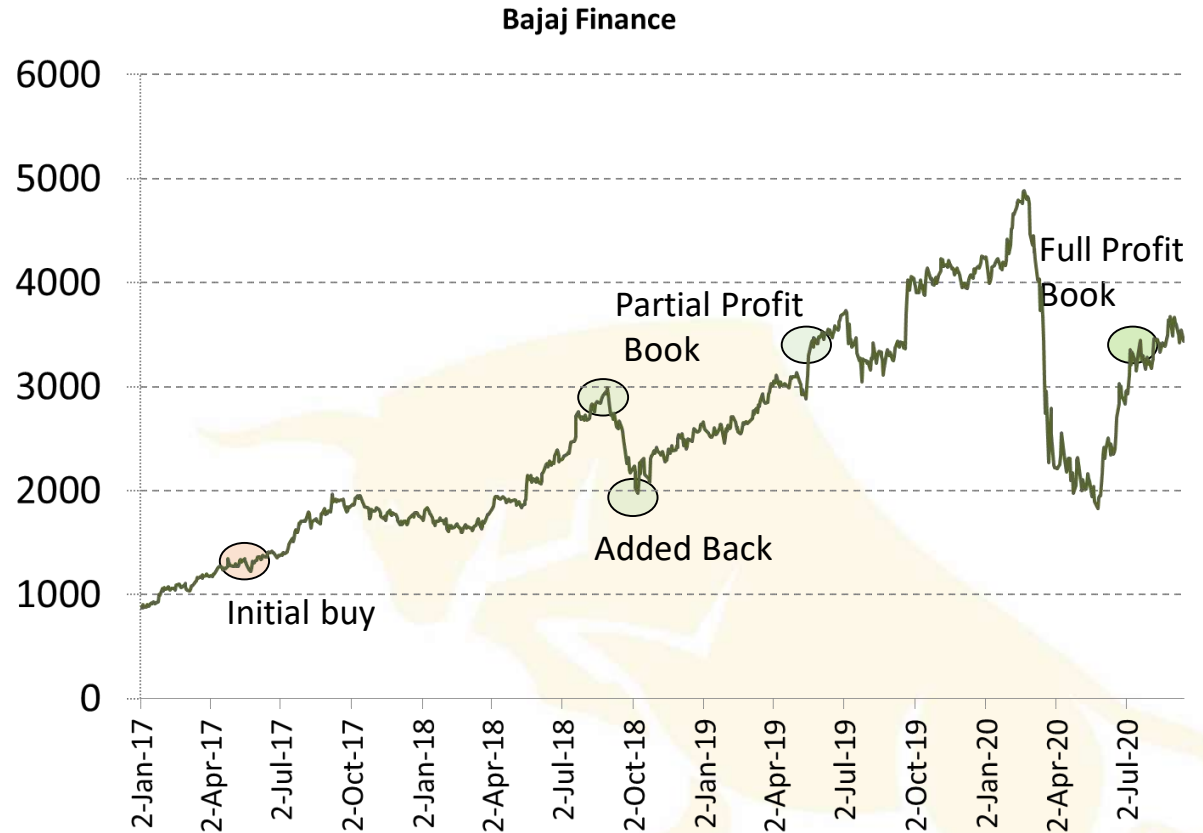
- Deepak Nitrite is part of Deepak group (Deepak Fertilizer)
- It operates in Basic Chemical, Fine and Speciality chemical, Performance Product.
- The Story evolve in 2017 with their green field expansion plan at Dahej, Gujarat for manufacturing phenol (2,00,000ton/year) and acetone (1,20,000T/year) getting completed.
- The global chemical Industry was shifting from china to emerging asian region.
- These were the chemicals which were 80% imported and provided a lot of scope to cater to domestic demand.



- By end of 2019 company started to operate at full capacity.
- Although we have exited some greenshoots with respect to Isoprophyl Alcohol capacity expansions are available to company,

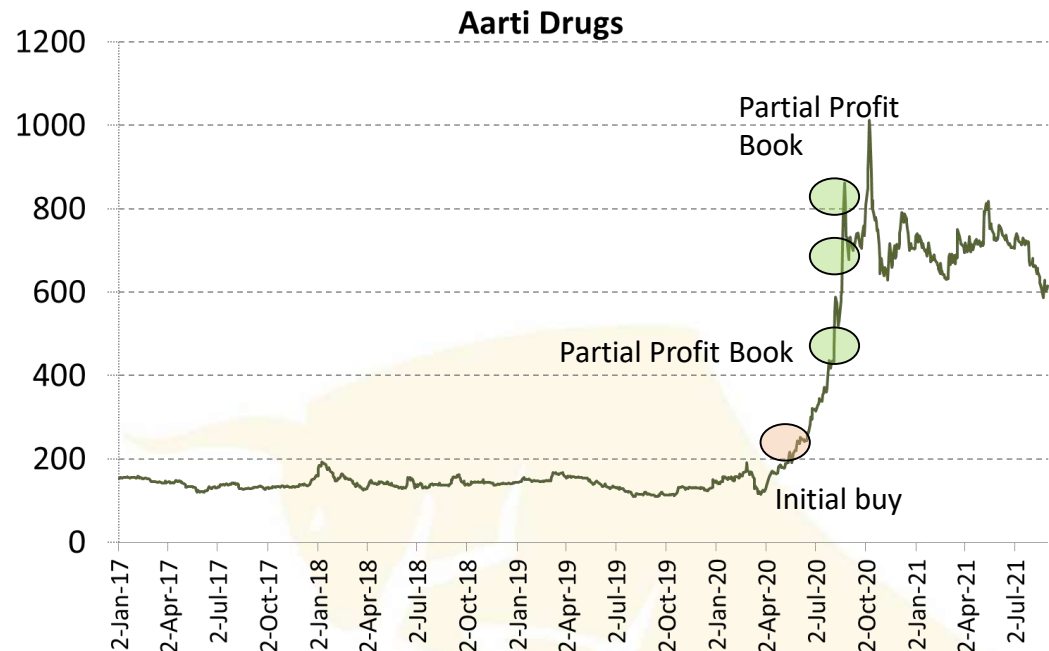
Bajaj Finance

- One of the Fastest growing and well diversified NBFC from the Bajaj Group.
- Consistent growth in NII and ROA with NPA under control.
- Focus on retail franchise.
- Always got better valuation than peers.
- Exited full investment as credit growth is likely to be slower and with base reaching so high for NBFC and Capital raising to dilute earning. Which will pull down the premium valuation it command due to high growth.



Aarti Drugs

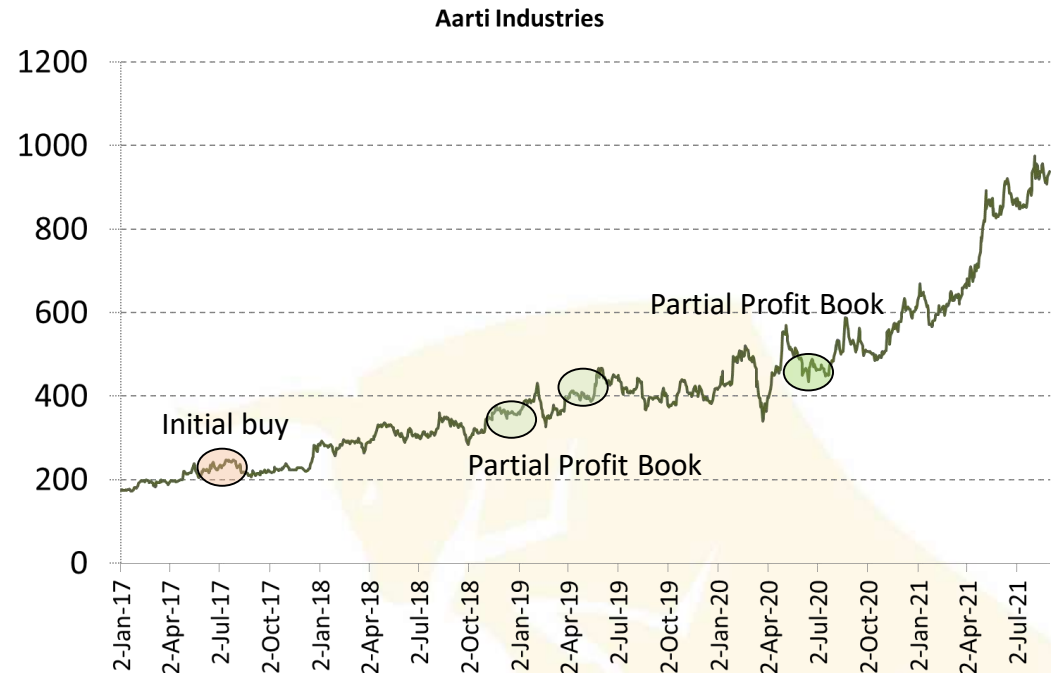
- Aarti Drugs Ltd is part of \$900 Million Aarti Group of Industries is engaged in the manufacturing of Active Pharmaceutical Ingredients (APIs), Pharma Intermediates, Specialty Chemicals and also produces Formulations with its wholly-owned subsidiary – Pinnacle Life Science Private Limited. Products under APIs includes Ciprofloxacin Hydrochloride, Metronidazole, Metformin HCL, Ketoconazole, Ofloxacin etc. whereas Specialty Chemicals includes Benzene Sulphonyl Chloride, Methyl Nicotinate etc.
- The Company is one of the leading producer of Metamorfin and Fluoroquinolones in the world. It is largest producer of Tinidazole, Metronidazole, Ketoconazole, Nimesulide in the world.



- Aarti Drugs is in a sweet spot as it will benefit from opportunities arising out of China. It has started contract manufacturing of a few products which are in shortage and is further evaluating a few more. Besides, its key products feature in the list of 53 drugs for which the government is keen to boost indigenous manufacturing. Favorable macros along with recent additions in capacity for diabetes and specialty chemicals will help Aarti's earnings to grow 20% over FY20-22.

Aarti Industries

- Aarti Industries is part of Aarti Group
- Manufacturer of Specialty Chemicals and Pharmaceuticals with a global footprint. Chemicals manufactured by Aarti are used in the downstream manufacture of pharmaceuticals, agrochemicals, polymers, additives, surfactants, pigments, dyes, etc.
- Largest producer of benzene based basic and intermediate chemical.
- It was strategically placed to exploit growth opportunities in the chemical industry with products available across value chains of benzene, toluene and ethylene, and nitro-toluene.
- Winning of multi contract from couple of clients added further visibility.



- Constant capacity addition, and product launches is helping the company.
- To benefit from rising share of high-margin products, greater efficiencies, higher utilization and growing supplies to regulated market in the Pharma category.

Founder & Promoter (Anand Rathi Group)



Anand Rathi
Founder & Chairman

Gold medalist Chartered Accountant having more than four decades of rich and varied experience in corporate management, financial & capital markets and corporate & management consultancy.

Served Aditya Birla Group at very senior positions for more than 25 years before starting his own financial services outfit. Shri Rathi was earlier President of BSE for two terms.

Anand Rathi Group derives its strength and vision from legendary leadership of Shri Anand Rathi and charting growth path in his able guidance.



Pradeep Gupta
Co Founder &
Vice Chairman

Over twenty years broad based experience in the securities market and key driver of the Retail and Institutional Equities business of the group.

Under his leadership, the Group's Institutional & Retail Business has won great recognition and many accolades. He has played a pivotal role in the Group's network expansion and pan India growth.

His valuable contribution towards professionalizing the management of the Group has won him immense respect from the corporate world.

Fund Management Team



Mayur Shah
Fund Manager

More than 15 years of rich experience in Investment advisory, Product Development and Portfolio Management.

Working with Anand Rathi since 2007 across Portfolio Management and Private Client Group Equity Advisory.

Started Career with “Kotak Securities Ltd” in 2005 as an Investment Advisor subsequently got into developing Equity products and running the same.

Qualified MBA (Finance) from Mumbai University and Certified Financial Planner.



Vinod Vaya

More than 15 years of rich experience in Investment advisory, Portfolio Management and research.

Worked in past with Standard Chartered Securities, Religare Securities, Enam Securities.

PGDBM from Mumbai.

IMPRESS Portfolio

Minimum investment

Rs. 50 lakhs.

Portfolio:

15-20 STOCKS, diversified across sectors. Multicap – Spread between Small, Mid and Large Cap

Themes offered

Multicap Portfolio - Balanced between Value and Growth. Most of the companies have adequate analyst coverage. Most of the stocks will be part of core portfolio.

Risk - Reward & Tenure

Medium to High Risk. Investment tenure 3 year plus

Type of instruments

Equity & Equity Related Instruments, Fixed Income Instruments, Cash & Cash Equivalent

Benchmark

NIFTY 500

Fees & Charges

- **Benefits**
- Dedicated Web Login for client to monitor portfolio.
- A relationship manager to cater to investment needs
- Constant monitoring of the portfolio
- Audited statement at year end for tax filing purpose.
- **Support**
- Back office customer service desk to address client queries

AMC fees	: 2.5% p.a (Charged Pro-rata at end of each quarter)
Brokerage	: 0.25% on Equity delivery transaction
Exit Load	: 2% - 1 st Year, 1% - 2 nd Year, NIL after 2 nd Year.
Other Charges	: GST, Other charges levied by Exchange, Custodial charges levied by custodian and any other statutory charges.

Specific Disclaimer

All Investment are subject to Market Risk.

Please read the risk factors before investing in the same.

Past Performance is not necessarily indicative of likely future performance

Registration Details

PMS registered under : Anand Rathi Advisors Ltd.

PMS Registration Number : INP00000282.

Custodian : Orbis Financial Corporation Ltd.

Product Support

Name : Vinod Vaya
Tel : 022 - 6281 3851
Email ID : vinodvaya@rathi.com

Back Office Support

Name : Sheetal Kotian / Preeti More
Tel : 022 - 4047 7135 / 7193
Email ID : pmsoperations@rathi.com

More Information

Visit Our Website: <https://www.anandrathipms.com>
Click here for [Disclosure Document](#)

OFFICIAL ADDRESS: 10th Floor, Express Zone - A Wing, Western Express Highway, Goregaon (East),
Mumbai - 400063, India

BOARD LINE: +91 22 6281 7000

THANK YOU

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