Sharekhan
by BNP PARIBAS

THIRD PARTY PORTFOLIO MANAGEMENT SERVICES (PMS) OFFERINGS

Portfolio Management Services (PMS)

PMS is an investment portfolio of stocks, fixed income, cash, structured products and other individual securities, managed by a professional money manager who tailors the portfolio to meet your specific investment objectives. When you invest in PMS, you become the owner of individual securities. You have the freedom and flexibility to customize your portfolios. Although there could be multiple investors in a single portfolio, your account is managed individually through a separate DEMAT account. This insulates your portfolio from other clients' inflows and outflows in the PMS.

Portfolio Management Services have a minimum ticket size of INR 50 lakhs, with an investment horizon of 3+ years. Hence, it is an ideal product for long term HNI investors who are aware about the workings of the markets and the risks associated with it.

Benefits of PMS

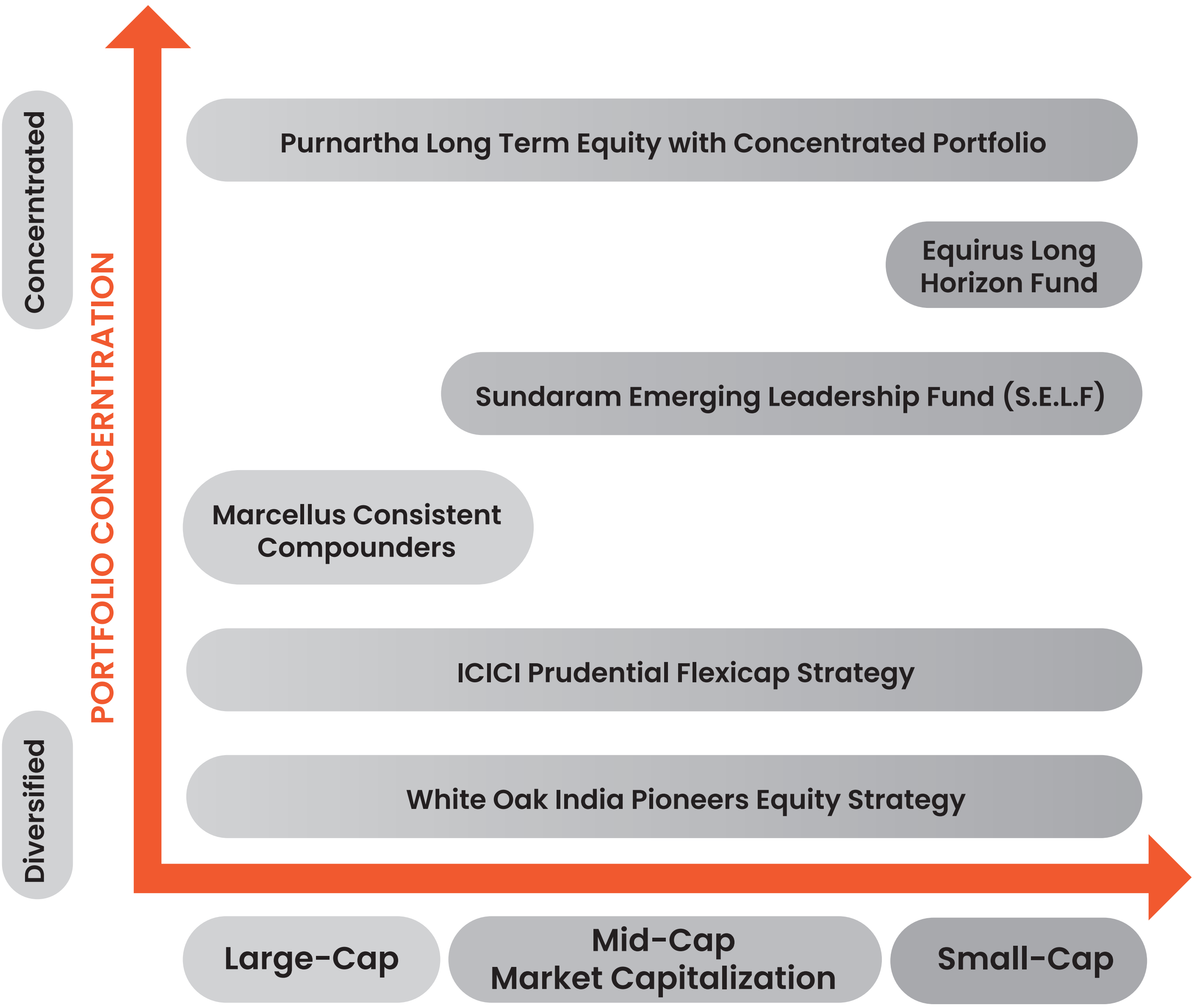
- Constant Portfolio Tracking
- Hassle Free Operation
- Portfolio Diversification
- Flexibility
- Transparency
- Professional Management
- Customized Advice

Third Party Portfolio Management Services (PMS) offerings by Sharekhan

Sharekhan is a Distributor* of select third party portfolio management services (PMS) across various strategies and themes.

*It may be noted that Sharekhan as a Distributor will be receiving commission from such Portfolio Manager as per the agreement and will comply with the regulatory requirements as prescribed under SEBI (PortfolioManagers) Regulations, 2020.

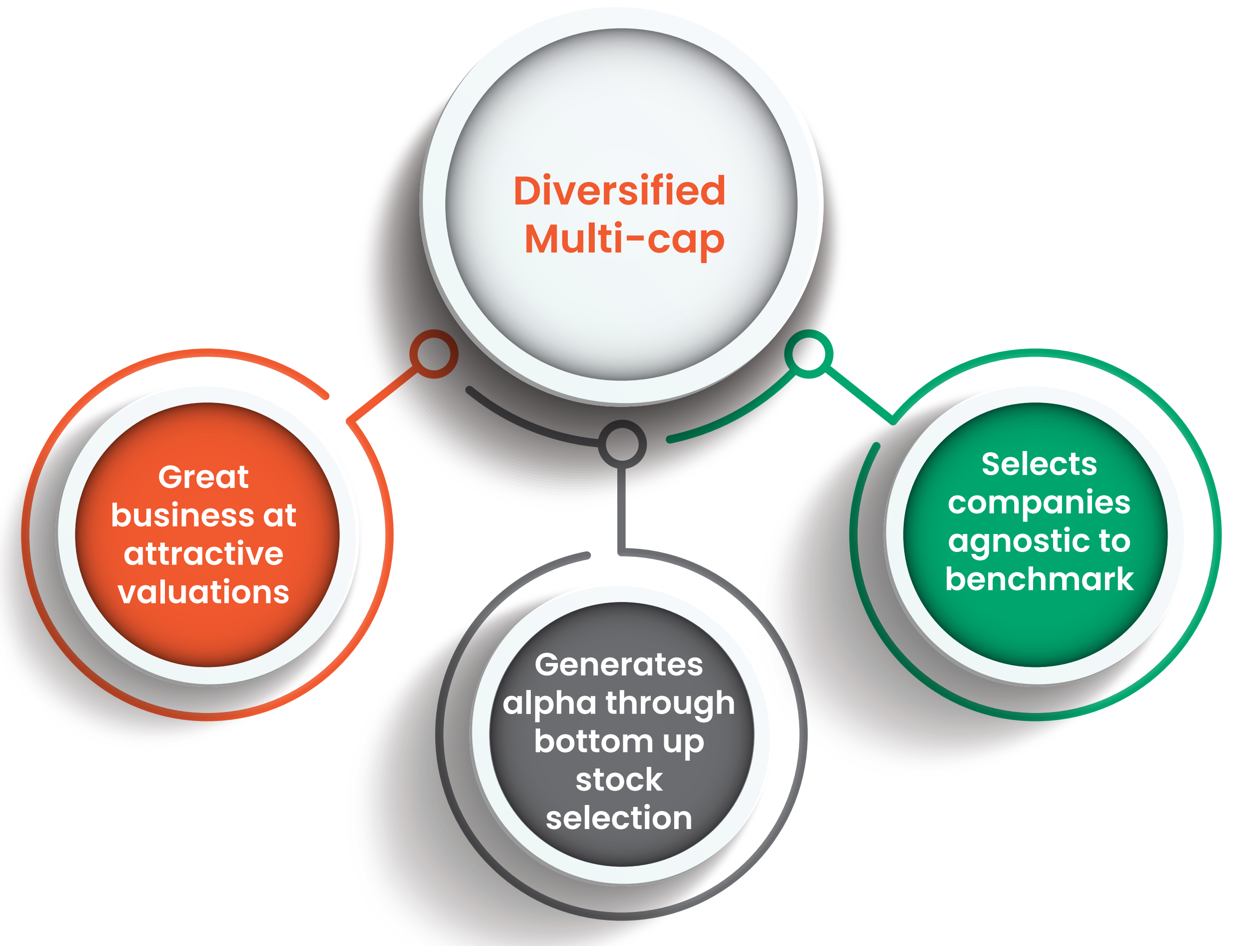
Third Party PMS Portfolios Distributed by Sharekhan Ltd.:



White Oak India Pioneers Equity Strategy | Multi-cap

The investment strategy is to buy only with a bottom-up stock selection approach. The investment philosophy is that outsized returns are earned over a period of time by investing in great businesses at attractive values. A great business, in their view, is one that is well managed, scalable, and generates superior returns on incremental capital. The valuation is attractive when the current market price is at a substantial discount with respect to the intrinsic value.

Inception Date	Investment Manager	Benchmark
Apr-19	White Oak Capital Management Consultants LLP	S&P BSE 500 TR



Key Risks:

1. The performance of the Portfolio may be affected by changes in Government policies, general levels of interest rates and risks associated with trading volumes, liquidity and settlement systems in equity and debt markets.

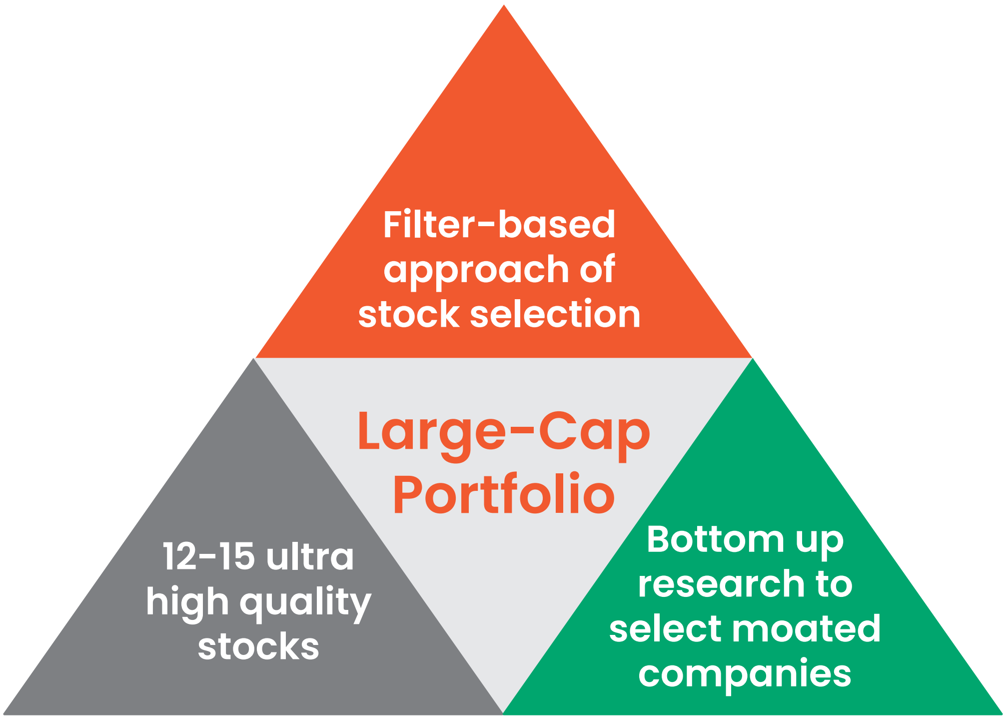
2. Investment decisions made by the Portfolio Manager may not always be profitable.

3. Investments made by the Portfolio Manager are subject to risks arising from the investment objective, investment strategy and asset allocation.

Marcellus Consistent Compounders | Large-Cap

Consistent Compounders investment philosophy is based on a deep study of the companies. They believe that their insight based their analysis of the companies will showcase the historical consistency of the companies. However, given the nature of the philosophy, a portfolio could consist of large and liquid stocks of cash generative companies, typically in the consumption and financial services sectors.

Inception Date	Fund Manager	Benchmark
Dec-18	Rakshit Ranjan	Nifty 50 TRI



Key Risks:

1. **Equity and Equity Related Risks:** Equity risk is the risk that one's investment will depreciate because of stock market dynamics causing one to lose money. Equity instruments carry both company specific and market risks and hence no assurance of return can be made for these investments.

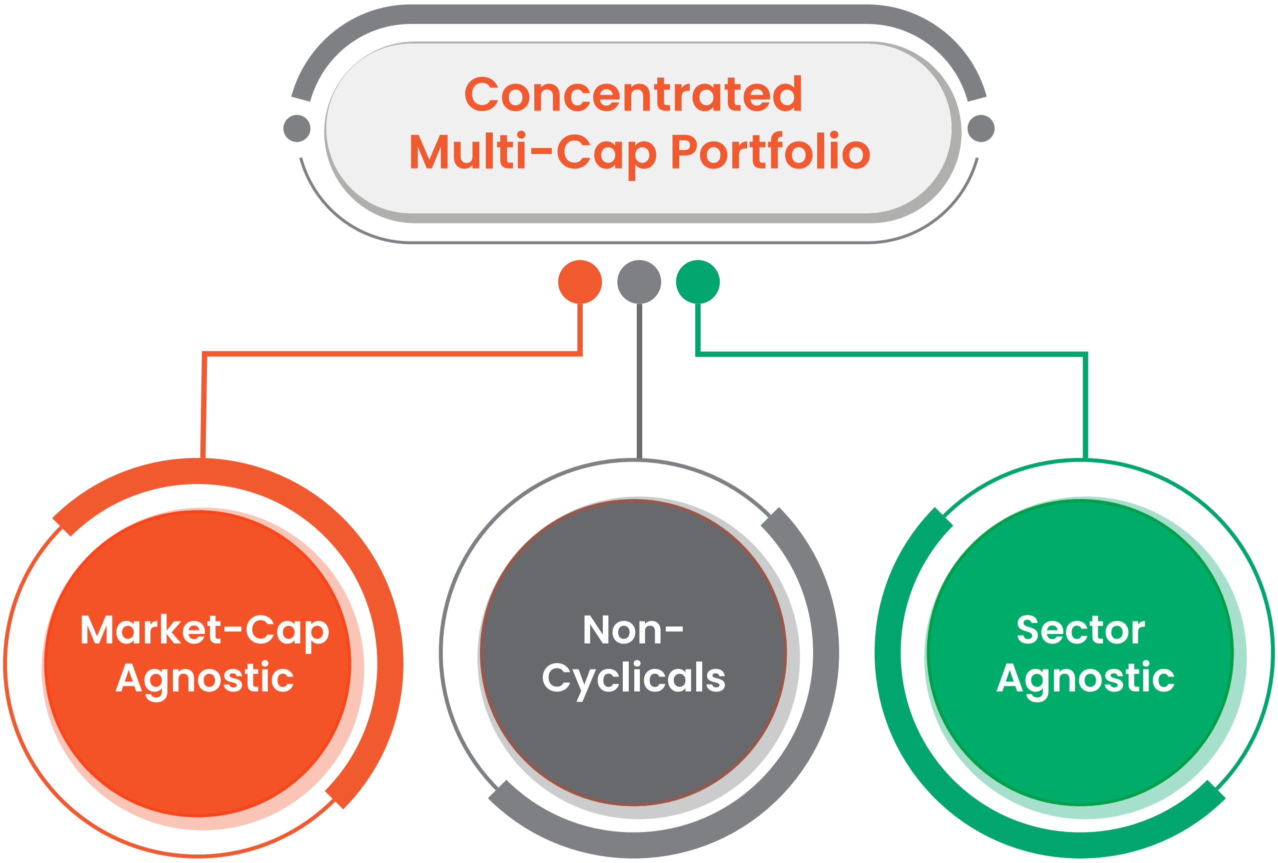
2. **Liquidity Risk:** Liquidity of investments in equity and equity related securities are often restricted by factors such as trading volumes, settlement periods, and transfer procedures. If a particular security does not have a market at the time of sale, then the portfolio may have to bear an impact depending on its exposure to that security.

3. **Non-Diversification Risk:** This risk arises when the Portfolio is not sufficiently diversified by investing in a wide variety of instruments. The Portfolio Manager will attempt to maintain a diversified portfolio to minimize this risk.

Purnartha - Long Term Equity with Concentrated Portfolio | Multi-Cap

Through this approach, the fund aims to create a concentrated portfolio with strong fund a mentals that are market cap and sector agnostic. Their philosophy is based on choosing non-cyclicalc ompanies, ensuring that the investments are poised to reap long-term gains. Fund follows bottom up stock picking approach without bias towards market cap or sector.

Inception Date	Fund Manager	Benchmark
Sept-20	Rahul Rathi	Nifty 500



Key Risks:

1. Equity and equity related instruments by nature are volatile and prone to price fluctuations on a daily basis due to macro and micro economic factors.

2. Liquidity Risk – Equity and equity related instruments listed on the stock exchanges carry lower liquidity risk; however, the portfolio manager’s ability to sell these investments is limited by the overall trading volume on the stock exchanges.

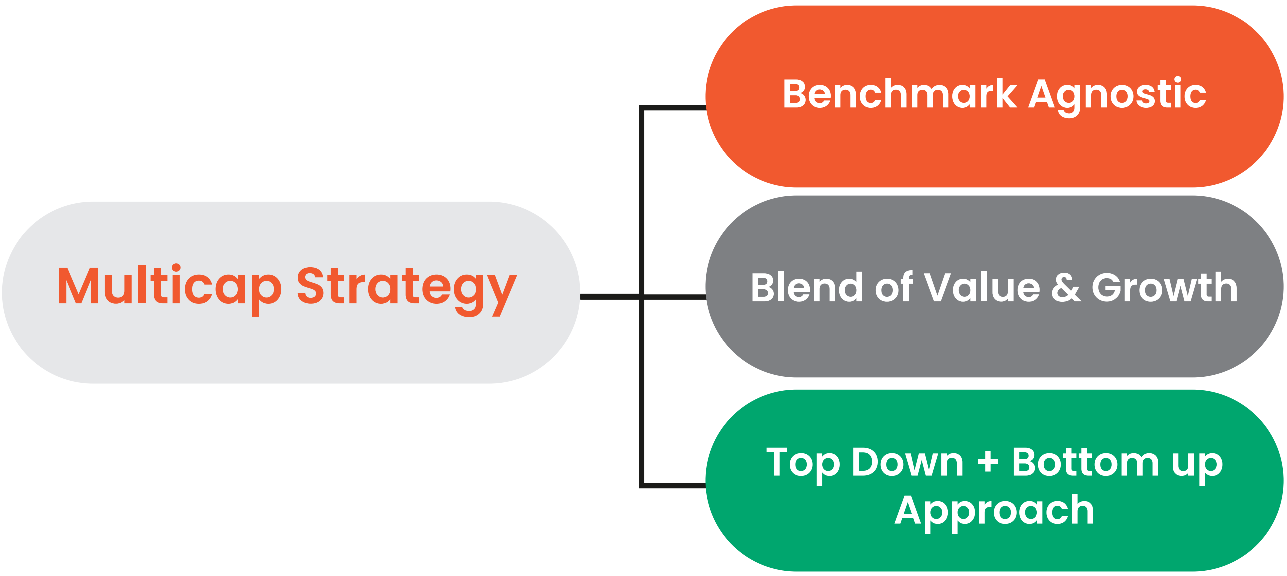
ICICI Prudential Flexi-Cap Strategy | Multi-Cap

ICICI Prudential PMS Flexicap Strategy is a diversified equity portfolio that endeavors to achieve long term capital appreciation and generate returns by investing across market capitalizations. This Strategy comprises a 'Core' and 'Satellite' portfolio. The Core portfolio intends to be 60%-70% of the total assets under management and is predominantly aimedatsectors which are valued on an absolute and relative basis. The Satellite portfolio will be a blend of investment strategies that are aimed to be in line with the GARP (Growth at Reasonable Price) Philosophy. The Satellite portfolio shall be used opportunistically to book profits and increase the weight of Core portfolio.

Inception Date	Fund Manager	Benchmark
^Dec-00	Anand Shah & Geetika Gupta	S&P BSE 200

^Inception Date of the Strategy is the date of onboarding of first client of the Strategy.

Aims to Identify Prominent businesses with competent Management, at Reasonable Valuations



Key Risks:
Investing in securities involves certain risks and consideration. The value of the portfolio investments may be affected generally by factors affecting financial markets, such as price and volume, volatility in interest rates, currency exchange rates, changes in regulatory and administrative policies of the Government or any other appropriate authority (including tax laws) or other political and economic developments. Consequently, there can be no assurance that the objective of the Portfolio would be achieved. The value of the portfolios may fluctuate and can go up or down. Prospective investors are advised to carefully review the Disclosure Document, Client Agreement, and other related documents carefully and in its entirety and consult their legal, tax and financial advisors to determine possible legal, tax and financial or any other consequences of investing under this Portfolio, before making an investment decision.

Sundaram Emerging Leadership Fund (S.E.L.F.) | Mid & Small-cap

Sundaram Emerging Leaders Fund aims to investin "Future Leaders" companies i.e. companies which are growing faster than the industry with a major focus on Mid/Small-Cap stocks. The Portfolio consists of ~20 to 25 high conviction stocks. It is ideal for long-term investors seeking returns through investments predominantly in small and mid-cap stocks and are comfortable with short-term volatility.

Inception Date	Fund Manager	Benchmark
Jun-10	Madana Gopal Ramu	Nifty Midcap Index

Portfolio
Multi sector portfolio of around 25 stocks

Research
Leverage Sundaram's mid & small can research strength

Scalable
Companies with potential to transaction from Mid-cap to Large-cap & Small-cap to Mid-cap

Stock Selection
Stock with market cap less than Rs. 500 billion

Strong Financials
Asset light, high ROIC, and excellent cash conversion from operations

4x4 Wealth Multiplier Themes
✓ Capex Maestros
✓ Phygital Bluechips
✓ Consumption Czars

Key Risks:

1. **Liquidity Risk:** Mid and small-cap stocks are generally illiquid in terms of trading volumes on stock market. Illiquidity risks are higher for small cap stocks.

2. **Volatility Risks:** Mid and small cap stocks are more susceptible to volatility due to their size. It takes less volume to move prices and common for price of a small cap stock to fluctuate significantly.

3. **Economic/Business Risk:** Mid and small cap stocks due to their smaller size are more susceptible to economic downturns. This can be due to a variety of reasons like inability to get credit, lack of scale, etc. which can result in their going out of business exposing the portfolio to losses.

Equirus Long Horizon Fund | Small-cap Fund

Equirus PMS investment philosophy is based on the synergies of value & quality. The fund intends to invest in undiscovered business leaders with long term potential growth. To make sure the stocks are suitable for their Portfolio, business must have some strong merits most relevant to long term investing-qualities recognized over time by investors. In addition, they should sell it at a price below the intrinsic value.

Inception Date	Fund Manager	Benchmark
Oct-16	Viraj Mehta	BSE Small Cap Index

Key Risks:

1. **Equity and Equity Related Risks:** Equity risk is the risk that one's investment will depreciate because of stock market dynamics causing one to lose money. Equity instruments carry both company-specific and market-related risks and hence no assurance of return can be made for these investments.

2. **Liquidity Risk:** Liquidity risk is the uncertainty introduced by the secondary market of an investment. Liquidity of investments in equity and equity-related securities are often restricted by factors such as trading volumes, settlement periods, and transfer procedures. If a particular security does not have a market at the time of sale, then the portfolio may have to bear an impact depending on its exposure to that security.

3. **Non-Diversification Risk:** This risk arises when the Portfolio is not sufficiently diversified by investing select instruments. To mitigate the risk that arises from non-diversification, the Portfolio Manager will attempt to maintain a diversified portfolio.

Disclaimer :

For more details with regard to the Portfolio Manager(s), risks, investment approach, conflicts, and other terms, please read the Disclosure Document carefully (available on www.sharekhan.com) before making an investment decision. Performance related information (if any) is not verified by SEBI. Securities investments are subject to market risks and there is no assurance or guarantee that the objective of the investments will be achieved. Sharekhan Limited is only acting as a "Distributor" of the products mentioned herein and these are not Exchange Traded Products. Any dispute with respect to distribution activity would not have access to Exchange investor redressal forum or Arbitration mechanism.

PMS is suitable for high net worth individual that are risk takers and are aware about the functioning of the markets

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Sharekhan Limited Details: The Ruby, 18th Floor, 29 SenapatiBapat Marg, Dadar (West), Mumbai – 400 028, Maharashtra, INDIA. Mutual Fund AMFI ARN - 20669. For any complaints please write to: compliance@sharekhan.com. Compliance Officer: Ms. Priya Sonavane; Tel: 022-61150000. Company Identification Number (CIN): Sharekhan Ltd: U99999MH1995PLC087498. For more registration details please refer to the website.

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