

## PRIME PICKS (EQUITY STRATEGY)

### OVERVIEW

Prime Picks is multi-cap discretionary PMS scheme with an aim to generate superior risk adjusted returns across market cycles through a well defined stock selection process and balanced allocation between Quality and Alpha.

**Performance benchmark :** S&P BSE 500 TRI Index.

Prime Picks follows a dual investment approach with two distinct portfolios, Quality and Alpha, to maintain disciplined allocation between core portfolio of proven structural growth companies (Quality) and an aggressive portfolio of midcap companies (Alpha).

Assets Allocation: 0-100% in Equity stocks and excess cash balance if any, may be invested in mutual funds

### INVESTMENT STRATEGY

- Maintain disciplined investment approach by building a core portfolio of proven secular growth companies that provide steady returns over a period of time.
- Use allocation in *Alpha* portfolio to generate outperformance through superior selection of stocks in the midcap space.
- Investors get to choose allocation options between Quality and Alpha portfolios depending upon the risk profile and market conditions.

### RISKS

- Market Risk :As the portfolio created under Prime Portfolio product is invested in the equity market, if for reason the equity market corrects, there will be associated risk with this product too
- Risk associated with full deployment of cash, so in the event of market correction, there can be risk to the portfolio.

### PRICING & PRODUCT FEATURES

Particulars	Prime Picks PMS		
	Plan A	Plan B	Plan C
Minimum Investment	Rs. 50 lakh	Rs. 50 lakh	Rs. 50 lakh
Additional Investments	Multiples of Rs. 1 lakh	Multiples of Rs. 1 lakh	Multiples of Rs. 1 lakh
Management Fees	0%-2% p.a. on corpus + taxes	0%-2% p.a. on corpus + taxes	0%-1% p.a. on corpus + taxes
Brokerage	0.1%-0.5% + statutory charges	0.1% + statutory charges	0.1% + statutory charges
Hurdle Rate	18% (net of all the cost)	15% (net of all the cost)	12% (net of all the cost)
Profit Sharing Fees*	20% profit sharing post hurdle rate	20% profit sharing post hurdle rate	20% profit sharing post hurdle rate
Exit Load	Nil	3% if exit within 1 year; 2% if exit within 2 years; 1% if exit within 3 years	3% if exit within 1 year; 2% if exit within 2 years; 1% if exit within 3 years

**Note :** Management Fees are not charged upfront but in four installments at the end of each quarter. Fees are subject to overall regulatory caps as may be specified in the Disclosure Document. \*Subject to High Water Mark Principle.

### Prime Picks Portfolio Performance (as of 31<sup>st</sup> Aug 2023)

Duration	Prime Picks*	S&P BSE 500 TRI Index	NIFTY 50 TRI INDEX
1 Month	0.86%	-0.61%	-2.31%
3 Month	9.57%	7.73%	4.38%
6 Month	23.11%	17.34%	12.15%
1 Year	18.09%	11.34%	9.53%
2 Year (CAGR)	7.60%	9.15%	7.31%
3 Year (CAGR)	19.52%	23.31%	20.58%
5 Year (CAGR)	10.31%	12.55%	11.83%

#### Note :

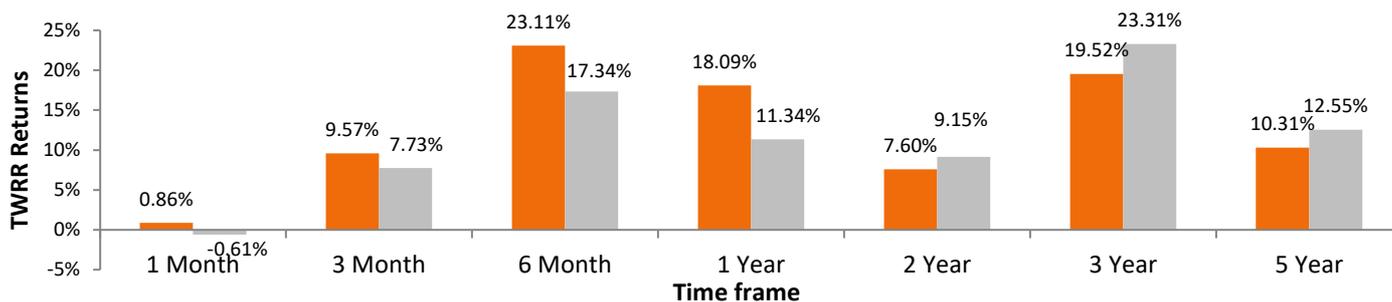
1. Returns are net of all taxes and cost.
2. Returns are generated by Moneyware system and based on TWRR method of calculations as mandated by SEBI
3. Above 1 year return is Compounded Annual Growth Rate (CAGR)
4. Performance related information provided herein is not verified by SEBI
5. Performance relative to other Portfolio Managers within the selected Strategy: [Click Here](#). (as per clause 2.13 of SEBI Circular SEBI/HO/IMD/IMD-PoD-2/P/CIR/2022/172, dated December 16, 2022)

#### Top 5 Stocks – Prime Picks QUALITY

1	ICICI BANK
2	ITC
3	LT
4	M&M
5	RELIANCE INDUSTRIES

#### Top 5 Stocks – Prime Picks ALPHA

1	Axis BANK
2	DLF
3	HINDUSTAN AERONAUTIC
4	BSE LTD
5	ESCORTS



■ Prime Picks PMS

■ S&P BSE 500 TRI Index

**Disclaimer & Disclosure :**

The Portfolio Manager provides an option for Direct On-boarding. Performance related information provided herein is not verified by SEBI. For more details with regard to Portfolio Manager, investment approach, risks, conflicts and other terms, please read the Disclosure Document carefully (available on [www.sharekhan.com](http://www.sharekhan.com)) before making an investment decision. Investment in securities market is subject to market risks, read all the related documents carefully before investing.

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Other registrations of Sharekhan Ltd.: SEBI Regn. Nos.: BSE / NSE / MSEI (CASH / F&O / CD) / MCX - Commodity: INZ000171337; DP: NSDL/CDSL-IN-DP-365-2018; PMS: INP000005786; Mutual Fund: ARN 20669, Research Analyst: INH000006183.

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