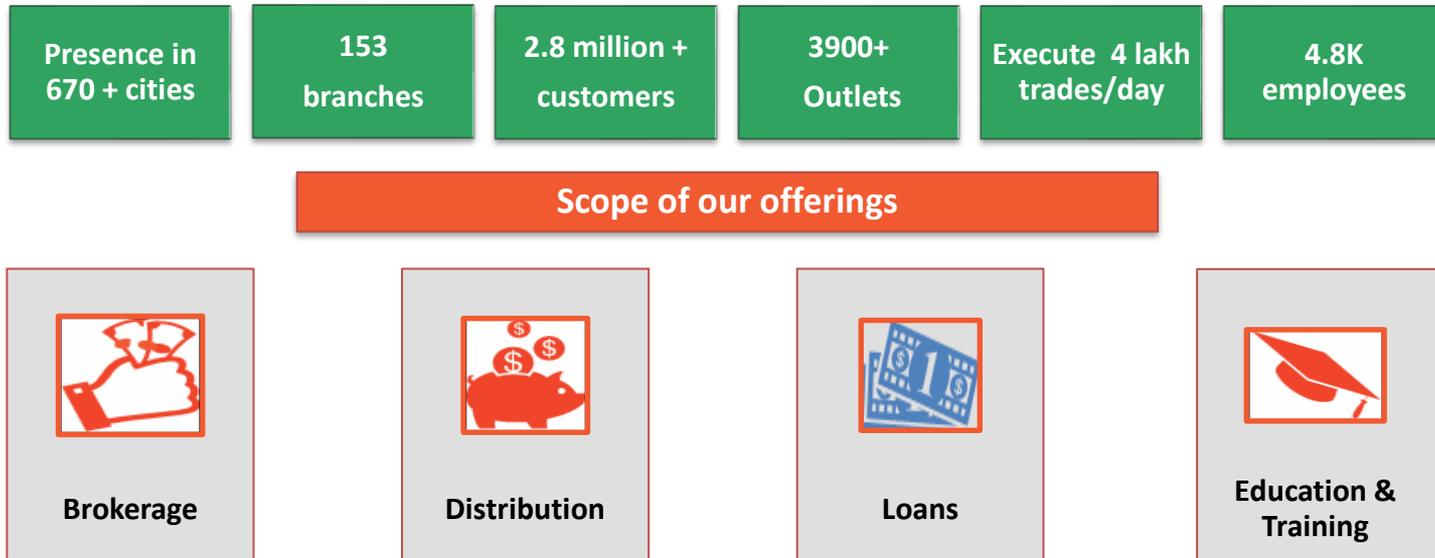


# PORTFOLIO MANAGEMENT SERVICES

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# Sharekhan – leading broking company

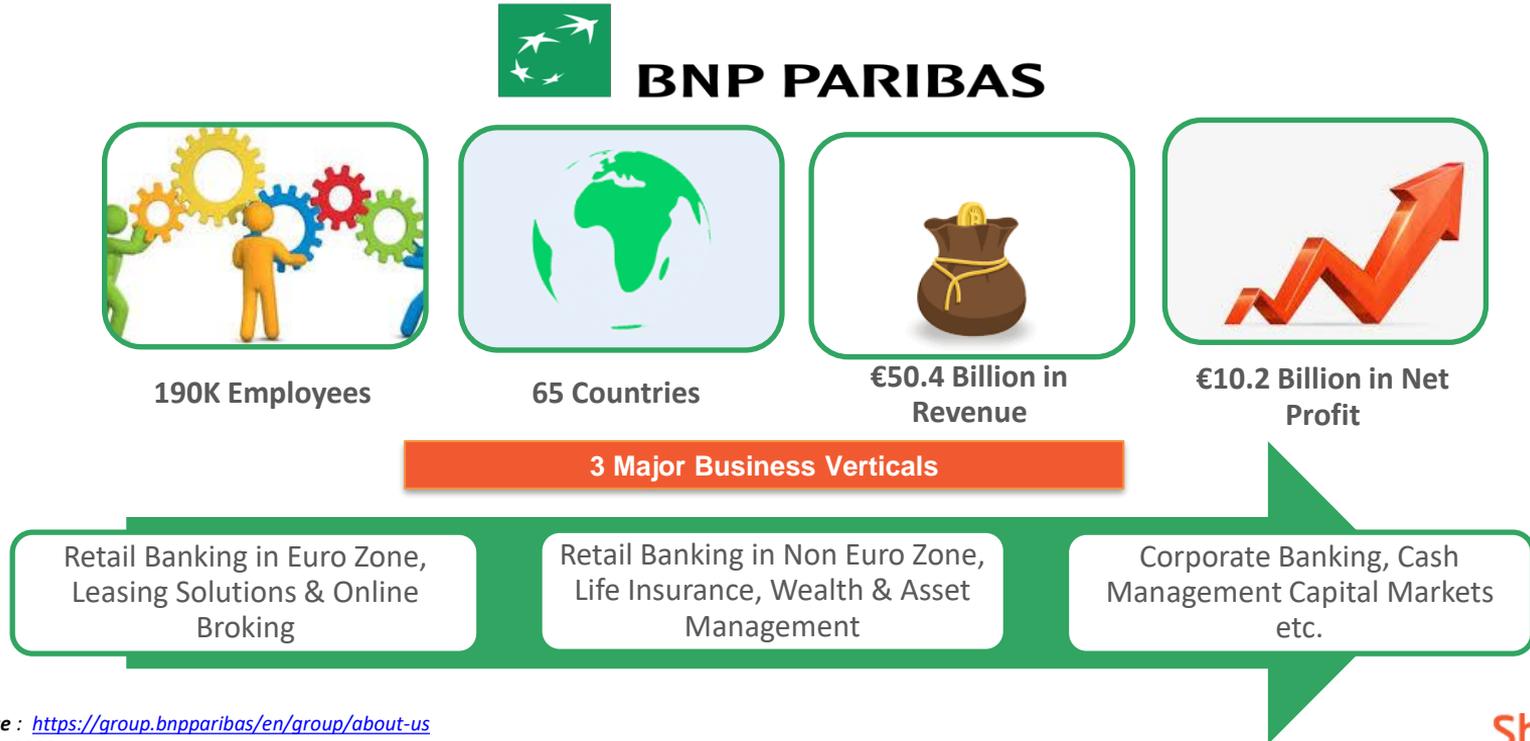
- Sharekhan, founded in 2000, is one of the first brokers to offer online trading in India.
- Sharekhan is the one of India's largest retail brokers and a leading MF distributor, with a presence all over the country
- Some of the credentials include:



Source : <https://new.sharekhan.com/about-sharekhan/overview#ourpeople>  
As on Feb 2023

# Reputed Pedigree

- BNP Paribas, a leading bank in Europe with an international reach, owns 100% stake in Sharekhan Limited.
- BNP Paribas Bank is among the leading corporate banks in India.
- Key Credentials include:



Source : <https://group.bnpparibas/en/group/about-us>  
End of 2022

# Why Sharekhan PMS?

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## Disciplined Investment Approach

Disciplined and process driven approach with an objective to achieve superior risk adjust returns across market cycle/conditions

## 3R Research Framework

**3R** - Right Sector, Right Business, Right Value. Invest in scalable businesses with high quality management at right price

## Well Balanced & Diversified Portfolio

Judicious mix of quality companies in terms of sector allocation and market breath. Avoid concentration risk by limiting exposure to a single stock or sector.

## Risk Management

Risk management framework to manage and mitigate effects of market volatility on the portfolio.

# Investment Approach – It's a Marathon, not a Sprint...

**Steady compounding returns is the key to wealth creation!**

Quality  
Compounders with  
multi-year growth  
outlook

Well-balanced  
Portfolio

Low portfolio churn



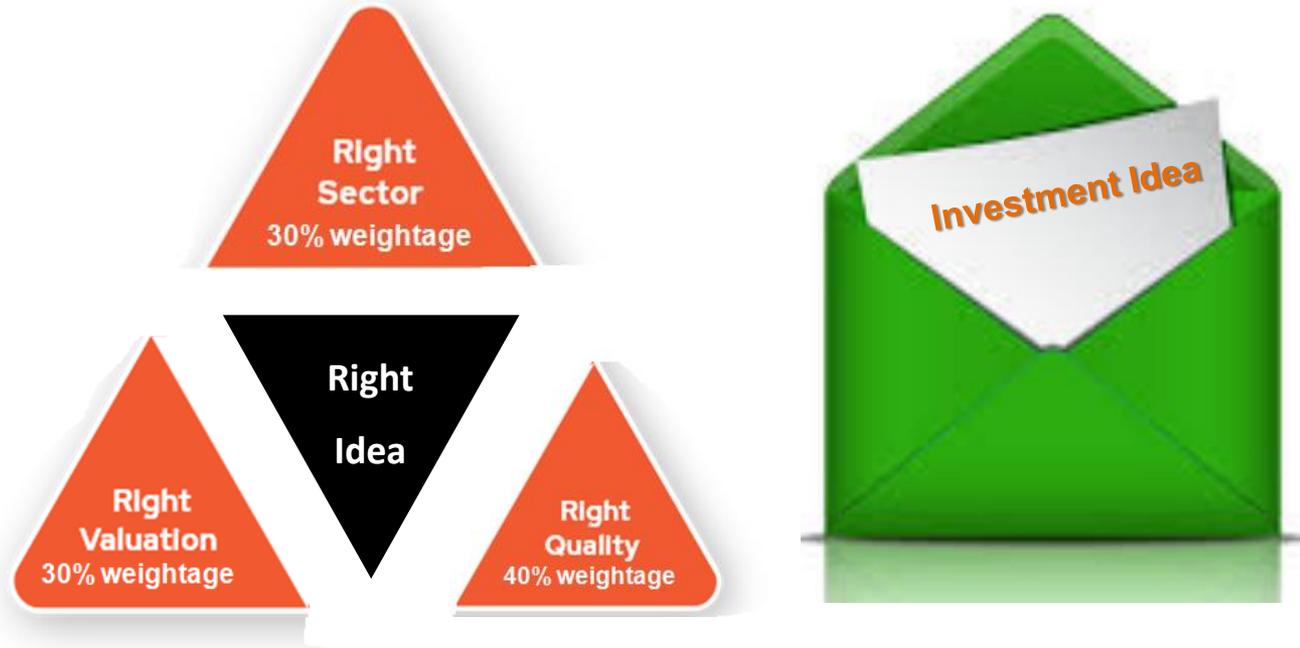
Research backed  
investment

Focus on  
consistency &  
stability

Disciplined  
approach & quick  
action to control  
losses/drawdown

# Weighted 3R Matrix

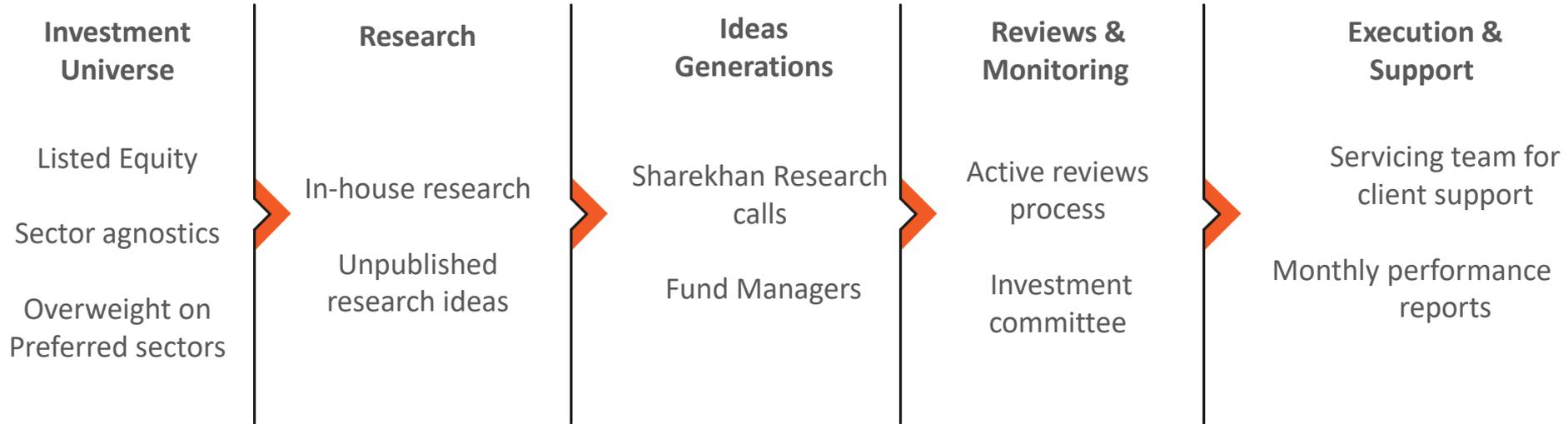
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Investment decisions backed by a strong 12-member of fundamental research team with combined work experience of over 120 years

# Investment Process

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# PRIME PICKS (EQUITY STRATEGY)

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Best of both the worlds

# Prime Picks PMS: Unique & Innovative PMS Strategy

Category	Large cap	Quality		
	Mid Cap		Alpha	
	Small Cap			
		Growth	Blend	Value
	Equity Strategy			

> **Benchmark** :S&P BSE 500 TRI Index

Prime Picks follows a dual investment approach (with two distinct portfolios in one scheme)

> **Inception Date**: June 2018

## Portfolio Philosophy:

Prime Picks follows a dual investment (**2 distinct portfolios in one strategy**) approach, which combines the benefits of secular proven growth story (**Quality Portfolio**) and also benefits from investing in multibaggers, turnaround, special situation and other opportunities (**Alpha Portfolio**). The portfolio endeavors to deliver superior risk adjusted returns across market cycles through a well defined stock selection process and balanced allocation between Quality and Alpha

# Sharekhan PMS – Prime Picks



# Sharekhan PMS – Quality Vs Alpha Portfolio

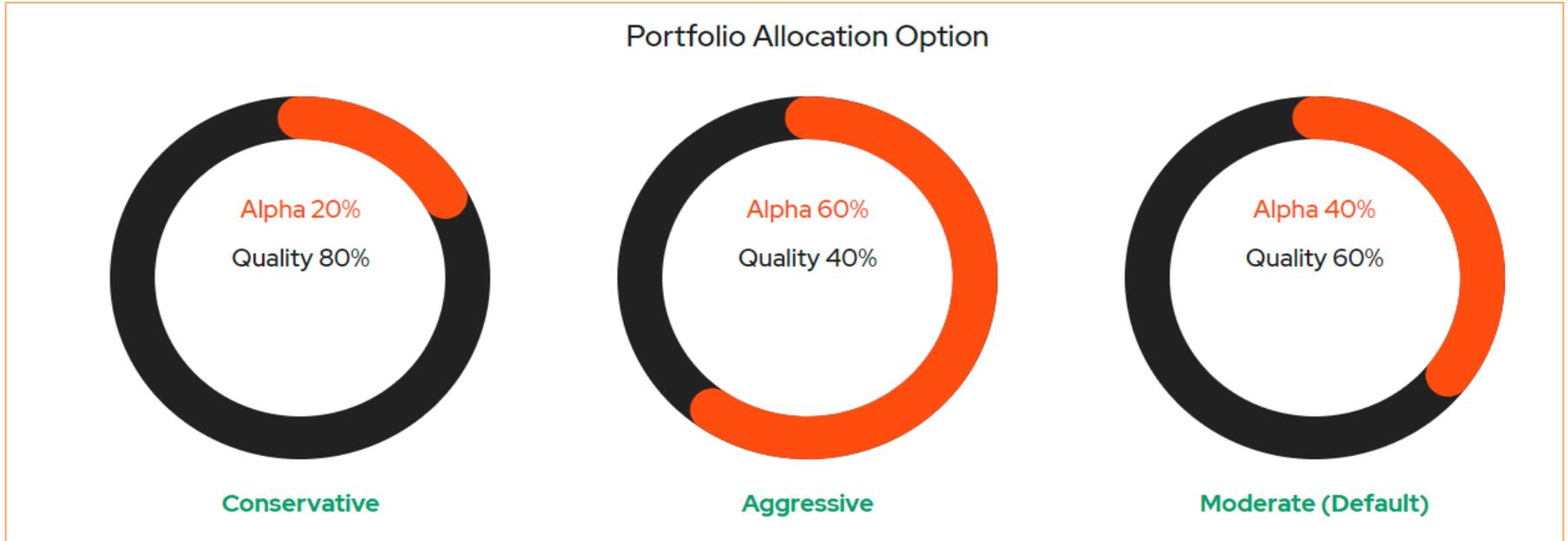
## Investment Strategy

Particulars	Quality Portfolio	Alpha Portfolio
Investment Philosophy	High quality companies with multi-year structural growth theme	Aggressive focused strategy, investing in emerging businesses & special situations
Company Profile	Companies with sustainable earning growth with proven track record	Investing in tomorrow's leaders, a scalable business model, temporary weak market perceptions & large arbitrage due to low coverage
Holding period and price Volatility	Long-term holding strategy, low price volatility provide cushion to portfolio	Both long term and tactical churn strategy

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

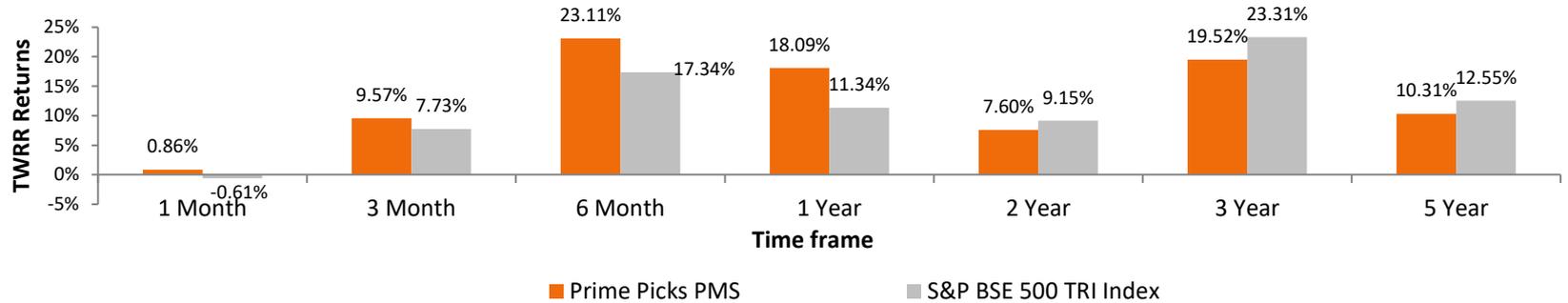
**Risk factors:** (1) *Market Risk* : As the portfolio created under Prime Portfolio product is invested in the equity market, if for reason the equity market corrects, there will be associated risk with this product too (2) *Risk associated with full deployment of cash*, so in the event of market correction, there can be risk to the portfolio.

# Discipline but flexible too!



There are three portfolio allocation options available in Prime Picks Strategy – **Conservative**, **Aggressive** and **Moderate**. Based on the risk profile, investors can choose the allocation between Quality and Alpha portfolios at the time of investing into Prime Picks strategy. Moderate allocation with 60% in Quality portfolio and 40% in Alpha portfolio is the default option suggested by us.

# Performance Snapshot



As on 31st Aug 2023

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

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)

# Portfolio Allocation

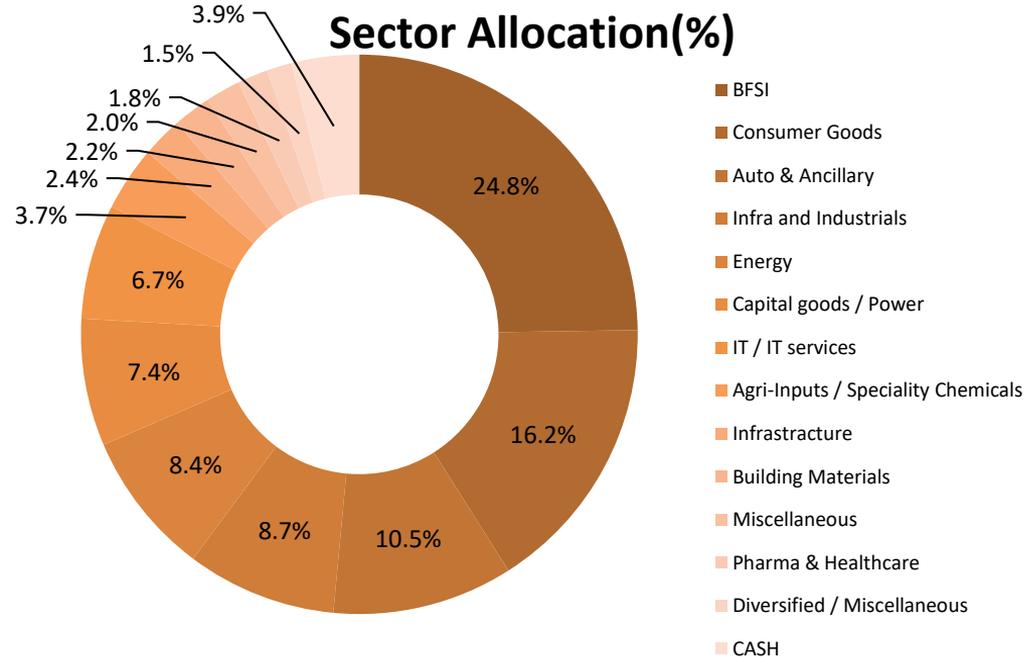
A dual investment strategy which combines the benefit of Quality and Alpha Portfolio

## 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



Data as on 31st Aug 2023

# PMS Fees and Charges

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 charged equally across four quarters. Fees are subject to overall regulatory caps as may be specified in the Disclosure Document. \*Subject to High Water Mark Principle.

# Disclosures & Disclaimer

**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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Registration and Contact Details: Name of Portfolio Manager - Sharekhan Limited, PMS Regn No.: INP000005786. (CIN): - U99999MH1995PLC087498. Registered Office: The Ruby, 18th Floor, 29 Senapati Bapat Marg, Dadar (West), Mumbai – 400 028, Maharashtra, INDIA. Tel: 022-6115000.

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.

Compliance Officer: Ms. Binkle Oza; Tel: 022-62263303; email id: [complianceofficer@sharekhan.com](mailto:complianceofficer@sharekhan.com)

For any complaints/grievance, email us at [pms@sharekhan.com](mailto:pms@sharekhan.com) or you may even call PMS desk on - **022-62263242/46/51/67.**

**Thank You**