



What is Star Model portfolio ?

An all season investment Portfolio


- Star Model portfolio, is a Model portfolio product, aims to guide investors build a quality multi-cap portfolio -- a balanced mix of large-cap and quality mid-cap companies with market capitalization of over Rs5,000 crore.
- Use disciplined investment approach and actively track individual portfolios.
- Combine the advantage of technology and in-house research capabilities to generate benchmark beating returns and superior investing experience.

Why invest in Star Model portfolio ?

Proven Track Record

- Star Model portfolio has been able to perform better than markets (benchmark indices of Nifty/BSE 200) in all kind of market conditions.
- Monthly Performance Report (includes benchmarking performance with Nifty/BSE 200 Index) helps investors keep track of their investment portfolio.
- Minimum ticket size is only Rs.5,00,000 unlike portfolio management scheme (PMS) which requires minimum ticket size of Rs50 lakh.

Key Features (Support/Services)


- Centralized execution and customer support teams
 - Sharing of rationale for each recommendation/switch in portfolios
 - No lock-in for investments
 - No profit sharing
 - No annual maintenance charge
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Investment Objective

Product : Multi-cap investment portfolio built using a quantitative model and managed by an experienced team

Investment Objective: Wealth creation through disciplined investing, based on a pre-defined rules and outperform set benchmark indices such as the BSE 200, across market cycles.

Product: Risks-Rewards

- For investors seeking long-term wealth creation
 - Product Risk-Reward: It is suitable for investors having a moderate to medium risk profile and seeking to generate superior risk-adjusted return over 2-5 years with no lock-in obligation.
 - The returns are benchmarked to the BSE 200 Index
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Salient Features

Launch	May 2018
Ideal Investment Horizon	3-5 years
Investment Universe	Sharekhan Research – Market cap of over Rs. 5,000 crore
Number of Stocks	10
Stocks Weightage	Equally divided into each stock, 10% weightage for each stock
Sector Exposure Rule	30% max exposure/ 3 stocks from preferred sectors
Risk Profile	Moderate risks & moderate churns
Portfolio Execution	Centralised execution
Mode of Communication for Trade	SMS/E-mail/Registered mobile number
Stocks / Demat Tracking	Dedicated portal/ E-mail
Performance Reporting	As and when required via E-mail
Performance Newsletters	Monthly

Portfolio: Construct Rules and Strategy



Investment Universe

Diversified investment universe with a market-cap of Rs. 5,000 crore and above. Stocks would be picked from the Sharekhan in-house research universe



Sector Exposure

Maximum 30% exposure to one sector at the time of investment initiation. i.e. maximum 3 out of 10 stocks from one sector



Stocks weightage

Portfolio investments will be equally divided among the Top 10 stocks, i.e. 10% weightage for each stock



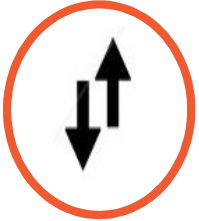
Top 10 Stocks

In-house portfolio model picks the top 10 stocks daily after a rigorous process of screening and portfolio is ready for investment.

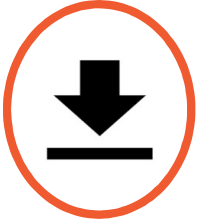
When do we recommend switch from a stock?



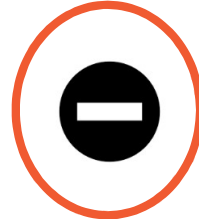
When the target price is achieved



Change in stock stance, from positive to negative



Price corrects more than 20% from the initiation price



Limited upside potential, relatively to other stocks in universe, switch to stock with higher upside potential

Centralised Execution

For all the recommended trades, both for the New portfolio/ Switch stocks/Top-Up an E-mail and SMS will be sent to the client

Mode of communication



E-mail



SMS

Client can place & execute order just by confirming from his e-mail or replying with code (given in SMS) via registered mobile number to our Number (provided in the SMS).

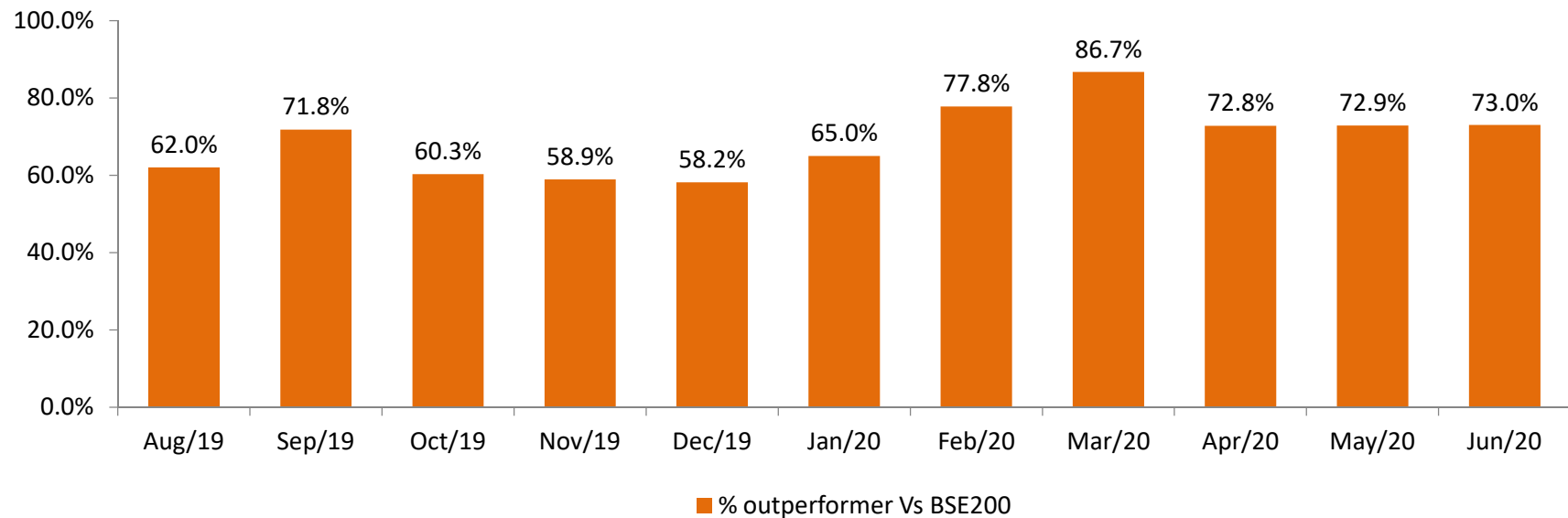
“The confirmation needs to be given only by the customer.”

Investment size and charges

Minimum ticket size	Rs. 500,000
Top-up facility	Rs. 100,000 & in multiples of same
Brokerage	Delivery 0.50% + Stat cost
Account opening charges	Rs. 499 (Annual)
Risk profile	Moderate risks & moderate churns
Profit sharing	Nil

Client Outperforming Benchmark

Star Model portfolio : Clients Outperforming BSE200

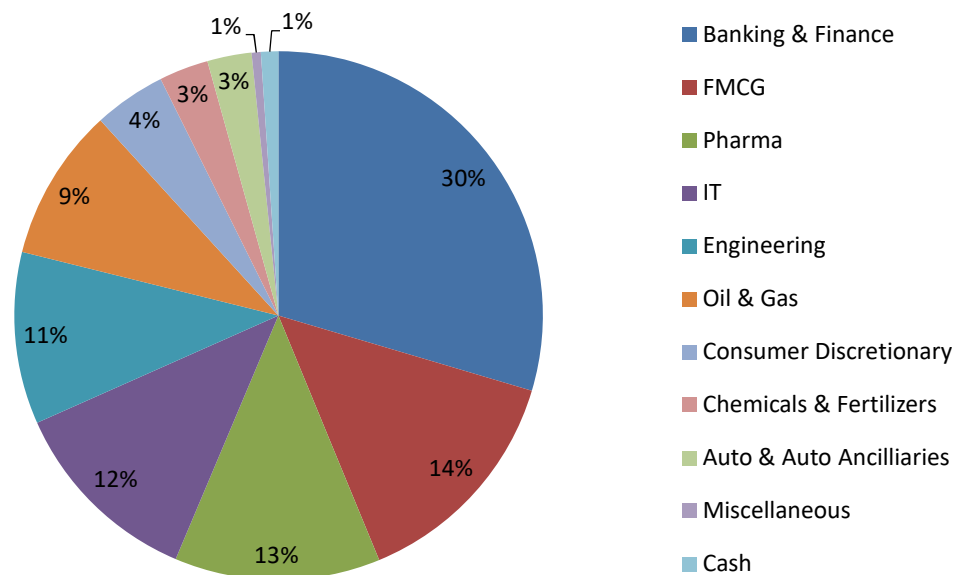


Please note that the majority of clients that have underperformed is largely because of not doing all the suggested trades (switches)

Sector Allocation – Balanced Exposure

Sector	Weightage %
Banking & Finance	31.4%
FMCG	14.3%
Pharma	13.0%
IT	11.5%
Engineering	10.0%
Oil & Gas	8.7%
Consumer Discretionary	4.4%
Chemicals & Fertilizers	3.1%
Auto & Auto Ancilliaries	2.3%
Miscellaneous	0.6%
Cash	0.8%
TOTAL	100.0%

Sector Weightage %



Ageing Stock- Still holding

Company Name	Date of purchase	Purchase Price	Closing Price (26-02-2021)	Return%	Duration
DIVI'S LABORATORIES	24-Oct-18	1,242	3,630	192%	29 Month
IPCA LABORATORIES	14-May-19	931	1,903	104%	23 Month
RELIANCE INDUSTRIES	06-Jul-18	985	2,003	103%	33 Month
P I INDUSTRIES	28-May-19	1,117	2,255	102%	22 Month

Star Wealth-Creator

Company Name	Sector	Duration	Absolute Return%
POLYCAB INDIA	Capital goods / Power	7 Month	77%
AARTI INDUSTRIES	Agri-Inputs / Speciality Chemicals	8 Month	67%
BATA INDIA	Discretionary consumption	7 Month	48%
RELAXO FOOTWEARS	Discretionary consumption	6 Month	42%
KEC INTERNATIONAL	Capital goods / Power	5 Month	35%
VARUN BEVERAGES	Discretionary consumption	3 Month	29%
ICICI LOMBARD GENERAL INSURANCE COMPANY	Banks & Finance	6 Month	27%
SRF	Agri-Inputs / Speciality Chemicals	2 Month	23%
HDFC LIFE INSURANCE COMPANY	Banks & Finance	2 Month	22%
TATA CONSUMER PRODUCTS	Consumer Goods	3 Month	20%

Star Model portfolio - Top 5 Holdings



**HCL
Technologies**

HDFC Bank

**Hindustan
Unilever**

**Kotak
Mahindra
Bank**

**Reliance
Industries**

Disclaimer

For more detailed research report, kindly refer our website www.sharekhan.com under Fundamental research section.

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Compliance Officer: Mr. Joby John Meledan; Tel: 022-61150000; email id: compliance@sharekhan.com; for any queries or grievances kindly email igc@sharekhan.com or contact: myaccount@sharekhan.com

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Thank You