



Wealth management...a fresh perspective

Portfolio Management Service of

Prabhudas Lilladher Pvt. Ltd.

SEBI Registration Number: INP000001231

Portfolio Manager: Mr Sandip Sabharwal, CEO & Portfolio Manager

An IIT Delhi and IIM Bangalore alumni, Sandip Sabharwal is an Indian Financial Expert who brings with him over 16 years of experience in Fund Management. During his 11 year stint with SBI Mutual Fund, he was awarded Business Standard Fund Manager of the year 2004-05 by the then Finance Minister of India, Mr. P Chidambaram. He also won 4 awards at ICRA MF Awards in 2004 & has managed 4 out of the 5 top performing equity-diversified funds in India from 130 funds in 2005. His winning streak continued when he went on to become the chief investment officer and fund manager of JM Financial Mutual Fund in 2007. Currently, he is spearheading the PMS Business of PL to success with Asset under Management increased multifold in last 3 years.

Name of the Strategy: We currently have three equity strategies running under PMS-

1. EquiGrow Strategy
2. Multi Strategy
3. Contra Strategy

Date of Inception:

EquiGrow Strategy is our flagship product since inception-08/05/2007

PMS Category:

All our strategies are Equity Oriented and uses derivatives/liquid instruments as hedging strategies.



Strategy Objective:

EquiGrow Strategy: To generate high returns by investing in high growth stocks, primarily in the mid cap segment of the market.

MultiStrategy: To generate steady returns in varying market conditions by adopting multiple strategies. Our aim is to not only beat the market in the long run but also to protect downside in the short run during market corrections.

Contra Strategy refers to style of investing in stocks or sectors where consensus opinion appears to be wrong or has been carried to excesses.

Style of Investment:

Fundamental

Assets under management: Strategy wise AUM

As a policy, we are disclosing our AUM.

Benchmark:

As a policy we are not disclosing our returns.

Portfolio statistical details vis-à-vis Benchmark:

Portfolio - Ratios	
Standard Deviation	33.65
Churn Ratio	0.05
Beta	1.33
Sharpe Ratio	-0.24
Alpha	0.54

Top 5 holdings and weightage:

As a policy we are not disclosing our holdings.



Top 5 sectors (if applicable) and weightage:

Sector	Weightage(in %)
Miscellaneous	33.15
Auto	15.15
Aviation	13.68
Construction & Engg	12.00
Capital Goods	7.99
Pharma	6.40
Media	5.47
Cash	1.56

Minimum Amount: 25 lacs across all portfolios under Discretionary PMS and 50 lacs for Non Discretionary PMS

Fee structure: 2.0% of NAV chargeable quarterly pa. 25% above hurdle rate of 16%

Exit Load: 2% if the investor exits within 1 year

What is unique about the service (not more than 50 words):

We at PL PMS have very focused approach with a dedicated team and setup pan India. Our Portfolio Manager – Mr Sandip Sabharwal has demonstrated a track record of managing schemes with different strategies- Contra, Midcap & Large Caps with very large assets. We are one among very few portfolio managers having large research team dedicated for PMS. We are experts in Early Identification of market trends based on macro fundamentals & technical analysis and play in over long term, that's the reason our churn ratio is lowest in the industry. All our portfolios are highly concentrated with minimum 10 stocks to a maximum of 15 stocks under our portfolio.