



## **Wealth management...a fresh perspective**

### **Portfolio Management Service of: CONCEPT WEALTH PLUS+**

By CONCEPT SECURITIES PRIVATE LIMITED (A Small yet 'Smart' Company),  
410, Arun Chambers, Tardeo Road, Tardeo, Mumbai – 400 034.

401, Empire State Building, Udhana Darwaja, Ring Road, SURAT – 395 002.

Phones: Mumbai +91-22-23526824, Surat+91-261-6676635

E-mail: [pms@concept-india.com](mailto:pms@concept-india.com) Website: [www.concept-india.com](http://www.concept-india.com)

### **Portfolio Manager:**

**Hemant Desai** – Hemant Desai has Graduate Qualification in Economics and Post-graduate Qualification in Business Management with specialization in Finance.

This academic qualification is combined with vast experience of 4 decades in Banking, Management Consulting, Real Estate and Investment Services. He is heading investment services business for 17 years now. He has undergone Global Advanced Management Development Programme of ISB + KELLOGG in 2007.

### **Fund Manager**

**Siddharth Mandalaywala** - Siddharth, with more than seven years experience in financial markets in India, is responsible for overseeing research operations and PMS at Concept Securities Private Limited. Over the last few years, he has acquired vast experience and built on his expertise in the areas of Portfolio Management and Equity Research. He has been instrumental in marked outperformance of Concept's PMS schemes through his excellent stock picking ability. Siddharth is a MBA in Finance from Manipal University, and a BBA from South Gujarat University.



**Name of the Strategy:**

CONCEPT WEALTH+ Legend Portfolio (Large Cap)

CONCEPT WEALTH + Marvel Portfolio (Mid Cap)

CONCEPT WEALTH+ Dignity (Debt)

**Date of Inception:**

28<sup>th</sup> July 2009 (Legend)

12<sup>th</sup> December 2009 (Marvel)

Commencing shortly (Dignity)

**PMS Category:**

Equity

Debt

**Strategy Objective:**

Capital growth in Equity and Safety of Capital in Debt.

We can structure tailor-made strategy, specific to the need of investors.

**Brief description:**

To build wealth for clients through excellent stock picking ability

**Style of Investment:**

Fundamental

**Assets under management:**

Rs. 20 crore

**Benchmark:**

<b>CONCEPT WEALTH+ (PMS) PERFORMANCE</b>						
<b>PMS Funds</b>	<b>Concept Legend</b>	<b>BSE 200 Return</b>	<b>Sensex Return</b>	<b>Concept Marvel</b>	<b>BSE 200 Return</b>	<b>BSE Midcap Return</b>
Since Inception	<b>26.14%</b>	6.34%	5.78%	<b>5.53%</b>	-4.59%	-7.38%
Annualized	9.05%	2.18%	1.99%	2.06%	-1.77%	-2.86%
Last 1 year	-12.19%	-12.97%	-12.35%	-11.12%	-12.97%	-14.50%
Last 6 Months	1.15%	2.56%	0.59%	3.97%	2.56%	4.98%
Last 3 Months	-7.91%	-8.57%	-8.64%	-4.28%	-8.57%	-7.50%
Last 1 Month	-4.44%	-6.26%	-6.35%	-5.43%	-6.26%	-6.46%

- We have outperformed numbers of good mutual fund schemes and PMS of leading brokerage houses in overall performance since inception.

**Portfolio statistical details vis-à-vis Benchmark:**

<b>Portfolio</b>	<b>Beta</b>	<b>Churn Ratio</b>	<b>Dividend Yield</b>
Concept Wealth + Legend	0.85	0.11	1.64%
Concept Wealth + Marvel	0.86	0.12	1.51%

**Top 5 holdings and weightage:**

<b>Top 5 Scrips</b>			
<b>Legend</b>		<b>Marvel</b>	
<b>Sector</b>	<b>Weightage</b>	<b>Sector</b>	<b>Weightage</b>
SBI	7.71%	Lupin	9.16%
Infosys	7.63%	Titan Ind	8.76%
HDFC	6.25%	Page Ind	7.18%
Lupin	6.07%	BoB	7.12%
Rallis	6.05%	Yes Bank	6.31%

**Top 5 sectors and weightage:**

<b>Top 5 Sectors</b>			
<b>Legend</b>		<b>Marvel</b>	
<b>Sector</b>	<b>Weightage</b>	<b>Sector</b>	<b>Weightage</b>
Banks & Finance	20.83%	Banks & Finance	19.96%
Agriculture	10.18%	Retail	16.36%
Oil & Gas	9.73%	Oil & Gas	11.69%
IT	9.22%	Pharma	11.22%
Retail	7.83%	Agriculture	8.38%

**Minimum Amount:**

Rs 25 lacs

**Fee structure:**

**Equity Plans**

- 1) **Fixed Management Fees** : - 1.50 % corpus  
**Performance fees** : - 15% above the hurdle rate of 15%

**OR**

- 2) **Fixed Management Fees** : - 2.00 % corpus
  - **For corpus exceeding Rs. 1 crore, fees would be lower.**

**Exit Load:**

Fixed Management Fees shall be charged in full in case of withdrawal within first year.

**Comprehensive services shall be provided to QFI - Qualified Foreign Investors at all 3 stages; pre-investment (including QDP), investment and post-investment.**



### **What is unique about the service?**

We believe in ethical practices & transparency which has helped us in winning trust of our clients. We have a unique 'Value Addition Team' comprising of professionals with expertise in various domains of markets. Both our portfolios have completed more than 2.5 years in the market and are a thumping success with smart outperformance vis-à-vis its benchmark i.e. BSE 200.

Our Portfolios have outperformed numbers of Mutual Fund schemes and PMS of leading brokerages in returns since inception. In return to individual investors, hardly 5% clients have return lower than overall market return. Rest 95% have returns higher than overall market.

**COME, JOIN CONCEPT WEALTH PLUS+ AND PROSPER THROUGH US.**