PL is one of the oldest and leading financial services providers in India.

**1944**
- Registered as a partnership stock broking firm in 1944.
- Equities Arbitrage Business
- Equity Stock Broking

**1944-1970**
- Team Strength: 10+
- New Service Vertical: Equities Arbitrage Business
- Achievement: Registered as a partnership stock broking firm in 1944.

**1971-1980**
- Team Strength: 25+
- New Service Vertical: IPO Distribution
- Achievement: First branch in Pune

**1981-1990**
- Team Strength: 60+
- New Service Vertical: Institutional Equities
- Achievement: First in India to computerize back office operations

**1991-2000**
- Team Strength: 120+
- New Service Vertical: Foreign Institutional Investor (FII)
- Achievement: Established a strong sub-broker network

**2001-2017**
- Team Strength: 275+
- New Service Verticals: Corporate Advisory, Investment Banking, Margin Funding through NBFC, Portfolio Management Services (PMS), Online Trading, Currency, Commodities
- Achievement: Corporate Advisory business grew manifold within 3 years
- PMS - Corpus size grew multifold
- Rated amongst the best by Institutional investors for our research.
- Consistently rated amongst the best brokerage houses for its research by Asiamoney Brokers Poll
Decades of powering financial growth
Financial expertise & best-in-class research
Along with a strong adherence to our founding principles of integrity, transparency and accountability.

Institutional Business
- Institutional Equities
- Investment Banking
- Corporate Advisory

Retail Business
- Broking (Equity, Derivatives, Commodities, Currency)
- Wealth Management, PMS
- Bonds & Fixed Deposits

Mutual Fund
IPO Distribution
Insurance
Real Estate Advisory.

NBFC
- Loan against shares & securities
- Margin Funding

Corporate Structure
Prabhudas Lilladher Advisory Services Private Limited

- Prabhudas Lilladher Pvt. Ltd.
  Broking, Depository, PMS

- Prabhudas Lilladher Financial Services Pvt Ltd
  NBFC–Loan against Shares and securities

- PL Capital Markets Pvt Ltd
  Investment Banking

- PL Commodity Markets Pvt Ltd
  Commodity Trading

- PL Fund Advisors Pvt Ltd
  Debt Syndication

- PL Distribution Company Pvt Ltd
  Third party financial products & Real Estate broking
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The presentation given by Prabhudas Lilladher Pvt. Ltd is only by way of information on a no-liability, no-guarantee and no-obligation basis. The information provided is based on past performance and these returns cannot be guaranteed in future. Any decision, action or omission thereon shall be entirely at the risk of the person and should be based solely on their own verification of all relevant facts, financial and other circumstances, by making a proper evaluation thereof in consonance with their investment objectives. Such persons should be aware of the risks involved while investing and trading in securities and will be solely liable for their decisions. Prabhudas Lilladher Pvt. Ltd shall not be responsible for any loss that such person may incur by relying on the information contained herein, whether used for investment decisions or otherwise. Investment in Equity, Currency, Futures and Options is subject to risk. Please read the risk disclosure document before investing.
BEST SCENARIO FOR EQUITY
SHIFT FROM PHYSICAL TO FINANCIAL ASSETS

Real Estate prices are under pressure, Gains have been limited for 3 years in a row

Gold prices have been benign, investment demand remains soft

This makes a unique opportunity to channelize savings into Equity markets

Indians have resorted to MF investing through SIP route – Rs. 48 bn / month inflows observed

Inflow in domestic funds cushions significant downsides on FIIs Sell-offs due to global risk-off events

DOMESTIC SAVINGS TO BE CHANNELIZED INTO EQUITY FUNDS

FIRST TIME IN 3 DECADES, DOMESTIC INVESTORS ARE EAGER TO BUY IF FIIS WERE TO SELL
Wealth creation by Indian Equities

BSE Sensex has delivered 15.6% CAGR from 1981 to MAR 2018
OUR RESEARCH HAS INITIATED TIMELY COVERAGE ON UPCOMING AND EMERGING STOCKS OVER THE PAST DECADE. SOME OF THE WEALTH CREATORS ARE NICHE PLAYERS AND MANY BEING LEADERS IN WHAT THEY DO.
India has the potential to grow at least @ 7-8% over the next decade

Source: IMF
Note: GDP for 2017

India's GDP will grow at the fastest rate among all the major economies and India will continue to attract a torrent of capital flows.
INDIA: ROBUST MACRO-ECONOMIC FUNDAMENTALS

AMONG THE FASTEST GROWING MAJOR ECONOMIES IN THE WORLD

YoY Real GDP Growth (%)

CPI (%)

Source: World Bank

CONSUMER INFLATION UNDER FIRM CONTROL

Source: CSO

GOVERNMENT COMMITTED TO MEDIUM-TERM FISCAL CONSOLIDATION PLAN

Fiscal Deficit as a % of GDP

SPECTACULAR IMPROVEMENT IN CURRENT ACCOUNT DEFICIT AFTER FY13

CAD as a % of GDP

Source: Bloomberg, CSO

Source: Bloomberg, World Bank
GOVT’S COMMITMENT TO MAMMOTH INFRA SPENDING OVER THE NEXT 3-5 YEARS

**ROADS**
- 83,677 kms of roads to be built
- Rs. 6.92 Lakh Cr to be invested
- 14.2 Cr mandays of jobs to be generated

**HOUSING**
- Universal affordable housing for 2.2 Cr families
- PMAY- Urban-1.2cr units with an outlay of Rs1,85,069 Cr
- PMAY - Gramin-1.02cr units with an outlay of Rs 1,26,795 Cr

**RAILWAY**
- Create a 3x bigger Railway which is economically viable
- Leverage Rs. 8,56,000 Cr of capex to expand the Rail infrastructure
- Focus on network decongestion through DFC and better signalling
LEVERS FOR EARNINGS GROWTH IN PLACE

OPERATING LEVERAGE
Capacity utilization of ~70% is at multi-year low.
Pickup in utilization could kick-start operating leverage

ORGANIZED PLAYERS TO GAIN MARKET SHARE
GST & demonetisation could improve compliance by unorganized players
Price gaps to narrow, giving impetus to organized sales
Organized players better placed as brand consciousness improves

FALLING COST OF CAPITAL
Corporate profitability boosted by higher liquidity and lower borrowing costs
Increase money multiplier to boost credit and trade
Strong Institutional flows underpin Indian equity market’s resilience

Source: Bloomberg
Market Outlook for 2018

**Triggers for 2018**
- Earnings growth pick-up
- Buoyant tax collections leading to higher govt spending
- Lower Interest Rates

**Risks for 2018**
- Crude Rise
- Geopolitical Tensions
- Govt resorting to populist measures
- FED Shrinking Balance Sheet
PL PMS: INVESTMENT PHILOSOPHY

BVM MATRIX

IDEA GENERATION

MACRO THEMES

STOCK FILTERS

BUSINESS

Valuation

Market Interest

Industry

P/E vs Growth

Free Float

Great Business

Undervalued Stock

Price Performance

Business ROI

Sector / Market P/E

Institutional Interest

Management

DCF vs. Enterprise Value

Research Coverage

Economic Value Add

RISK CONTROL & PORTFOLIO CONSTRUCTION
PL PMS: INVESTMENT PHILOSOPHY

1. MACRO THEMES
   - Investment cycle revival
   - Beneficiaries of accommodative monetary policy
   - Domestic consumption
   - Beneficiaries of revival in external trade / services

2. STOCK FILTERS
   - Strong corporate governance
   - Addressable market opportunity
   - Medium term growth prospects
   - Strong earnings growth
   - Efficient capital utilization
   - Rising RoE & free cash flow

3. RISK CONTROL & CONSTRUCTION
   - Concentration Risk: Sector & Stock
   - Liquidity Risk
**FOCUS THEMES & KEY SECTORS**

**CONSUMPTION**
- FMCG, Auto, Financials, Pharma, OMCs, Agri-inputs, NBFCs

**INCREASED GOVERNMENT SPENDING**
- Housing, Finance, Capital Goods, Cement, Farm Equipment

**LOW INTEREST RATES**
- Infrastructure, Asset Owners, Construction, Metals, Utilities

**UNORGANIZED TO ORGANIZED**
- Home Improvement, Consumer Durables, Retails, Auto Components

**ATTRACTIVE OPPORTUNITIES**
- Turn-around Companies, Bad year in a good business, MNCs Etc.
## PL PMS: EDGE

### Senior Research Team
- Senior Analyst Team rated across multiple sectors
- More than 10 years of market experience

### Best Corporate Access
- PL has one of the best Corporate Access in the industry
- Excellent connects with thought leaders / sector experts

### Identification of Themes
- Early identification of Themes
- Focus on catching turn-around sectors

### Experienced Fund Manager
- Mr. Ajay Bodke–Experienced Fund Manager for almost 2 decades
- Mr. Nishna Biyani–Rated Midcap Analyst and experience of a decade

### Dedicated PMS Set-up
- Dedicated PMS set-up with customer centric approach
MULTI STRATEGY AND EQUIGROW

MULTI STRATEGY
INVESTMENT OBJECTIVE
To generate optimum returns by investing in growth-oriented stocks across sectors with a large cap bias.
To devise strategies that may help outperform the broader market in the long run and provide capital appreciation.

SECTORAL HOLDINGS (%)

Please Note: The strategy returns are of a model client as on 31st March, 2018. Returns of individual clients may differ depending on time of entry in the strategy. Past performance may or may not be sustained in future and should not be used as a basis for comparison with other investments. Strategy returns are shown above are post fees and expenses.

EQUIGROW
INVESTMENT OBJECTIVE
To generate optimum returns by investing in growth-oriented stocks across sectors with a mid cap bias.
To devise strategies that may help outperform the broader markets in the long run.

SECTORAL HOLDINGS (%)

Please Note: The strategy returns are of a model client as on 31st March, 2018. Returns of individual clients may differ depending on time of entry in the strategy. Past performance may or may not be sustained in future and should not be used as a basis for comparison with other investments. Strategy returns are shown above are post fees and expenses.
# FORTUNE STRATEGY

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<td>Find and invest in mid-sized businesses which depict leadership</td>
<td>Open to All-Caps but focus on bottoms-up fundamental research</td>
<td>Research team with sectoral expertise</td>
<td>Tactically target 30% corpus for Buy and Rotate Strategy</td>
<td>Unmatched Corporate access</td>
<td>Number of stocks in portfolio capped @20–25</td>
<td>Experienced professional money managers</td>
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**IDENTIFY THEMES AND STOCKS AT AN EARLY STAGE TO REAP BENEFITS**
CORE MEMBERS OF OUR TEAM

DILIP BHATT
DIRECTOR
With more than 28 years of experience in the financial world, he is a Chartered Accountant of immaculate repute and is amongst the top ranked Equity experts in India.

AJAY BODKE
CEO & CHIEF PORTFOLIO MANAGER
Over 20 years of experience as Senior Portfolio Manager with India’s leading Mutual Funds like IDFC MF, Standard Chartered MF & SBI MF.

NISHNA BIYANI
PORTFOLIO MANAGER
Over 11 years of experience split equally in the buy and sell side. Has managed a Corpus of Rs500m for ICICI Securities Primary Dealership (Absolute return oriented).

NUPUR PATEL
HEAD SALES & MARKETING
Over 16+ years of senior management experience in financial markets with renowned companies in the industry.
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