Established in 1944, PL is one of the oldest and leading financial services providers in India.

1944–1970
10+
- Equities Arbitrage Business
- Equity Stock Broking
- Registered as a partnership stock broking firm in 1944.

1971–1980
25+
- IPO Distribution
- Underwriting
- First branch in Pune
- First to offer doorstep service

1981–1990
60+
- Institutional Equities
- Domestic Institutional Investor (DII)
- Domestic Funds
- Badla Finance
- First in India to computerize back office operations
- One of the leaders in Badla Finance for the retail segment
- First to become a BSE member

1991–2000
120+
- Foreign Institutional Investor (FII)
- Arbitrage between NSE and BSE
- Franchisee setup
- Empanelled with a number of FIIs & DIIs
- Established a strong sub-broker network

2001–2017
275+
- Corporate Advisory
- Investment Banking
- Margin Funding through NBFC
- Portfolio Management Services (PMS)
- Online Trading
- Currency
- Commodities
- 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.

CORPORATE STRUCTURE
PRABHUDAS LILLADHER ADVISORY SERVICES PRIVATE LIMITED
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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

GOLD AS AN INVESTMENT LOSES SHINE

REAL ESTATE SOFT, EXPERTS SAYING
PRICE / TIME CORRECTION

No returns = few takers
Supply side looking up due to low cost housing
Most tier 2 cities have seen 25% fall in prices and few buyers
Illiquid market for exits
Wealth creation by Indian Equities

BSE Sensex has delivered 15.7% CAGR from 1981 to Feb 2018

- **1981-1990**: Growth of 7 times
- **1991-2000**: Growth of 3.8 times
- **2001-2010**: Growth of 5.2 times
PL RESEARCH AMONGST THE INITIAL FEW TO CATCH THE EMERGING TRENDS EARLY

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.

<table>
<thead>
<tr>
<th>PI INDUSTRIES</th>
<th>L&amp;T FINANCE</th>
<th>NAVNEET EDUCATION</th>
</tr>
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<tbody>
<tr>
<td>WABCO INDIA</td>
<td>YES BANK</td>
<td>CAPITAL FIRST</td>
</tr>
<tr>
<td>BRITANNIA</td>
<td>MARUTI SUZUKI</td>
<td>JSPL</td>
</tr>
<tr>
<td>JUBILANT LIFE</td>
<td>INDRAPRASTHA GAS</td>
<td>UPL</td>
</tr>
</tbody>
</table>
India has the potential to grow at least @ 7-8% over the next decade.

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 Macroeconomic Fundamentals

Among the fastest growing major economies in the world

YoY Real GDP Growth (%)

Source: World Bank

Consumer Inflation Under Firm Control

CPI (%)

Source: CSO

Government Committed to Medium-Term Fiscal Consolidation Plan

Fiscal Deficit as a % of GDP

Source: Bloomberg, CSO

Spectacular Improvement in Current Account Deficit After FY13

CAD as a % of GDP

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 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

<table>
<thead>
<tr>
<th>CY</th>
<th>DII Equity</th>
<th>FII Equity</th>
<th>FII Debt</th>
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</thead>
<tbody>
<tr>
<td>CY14</td>
<td>-303.21</td>
<td>973.50</td>
<td>1,592.20</td>
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<tr>
<td>CY15</td>
<td>675.56</td>
<td>183.55</td>
<td>469.21</td>
</tr>
<tr>
<td>CY16</td>
<td>371.12</td>
<td>187.83</td>
<td>-442.97</td>
</tr>
<tr>
<td>CY17</td>
<td>908.35</td>
<td>517.49</td>
<td>1,485.93</td>
</tr>
<tr>
<td>CY18</td>
<td>3.99</td>
<td>129.84</td>
<td>93.55</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>BUSINESS</th>
<th>VALUATION</th>
<th>MARKET INTEREST</th>
</tr>
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<tbody>
<tr>
<td>Industry</td>
<td>P/E vs Growth</td>
<td>Free Float</td>
</tr>
<tr>
<td>Business ROI</td>
<td>Sector / Market P/E</td>
<td>Institutional Interest</td>
</tr>
<tr>
<td>Management</td>
<td>DCF vs. Enterprise Value</td>
<td>Research Coverage</td>
</tr>
<tr>
<td></td>
<td>Economic Value Add</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Great Business</td>
<td>Undervalued Stock</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Price Performance</td>
</tr>
</tbody>
</table>

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

ATTRACTION 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 February 28th, 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 (%)**
FORTUNE STRATEGY

Find and invest in mid-sized businesses which depict leadership
Open to All-Caps but focus on bottoms-up fundamental research
Research team with sectoral expertise
Tactically target 30% corpus for Buy and Rotate Strategy
Unmatched Corporate access
Number of stocks in portfolio capped @20–25
Experienced professional money managers

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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