



## WHY INVEST IN THIS FUND?

### Key Features

- This is a Large Cap fund with an investment strategy which invests in companies generally focused on few selected sectors.
- Investment strategy is to allocate about 65 per cent plus in large-cap stocks, up to 35 per cent in mid/small caps.
- The fund believes that different sectors of the economy perform varyingly over different economic cycles. It attempts to take focused bets on select sectors that are likely to outperform.
- The fund generally invests in four-nine sectors in its portfolio selected on a top-down basis.
- The portfolio features a mix of growth as well as value picks though the core fund investment style is oriented towards growth.
- The fund selects companies that have proven business models, which are scalable in nature, where capital efficiency is high and that have reasonable competitive edge in their respective areas of business.
- The fund has invested in 55 stocks currently across 31 sectors.
- Currently the fund has 75% allocation to large caps, 14% in mid caps and 4% in small caps.
- The top 3 sectors in the portfolio are Financials (35%), Energy (15%) and Automobiles (11%)
- Fund Benchmark is Nifty 200
- Fund manager since inception is Mr Harsha Updhyay (since Aug 2012)
- Current AUM of this fund is Rs 17,040 crores
- Current expense ratio is 2.02%
- Exit load is 1% (up to 1 year). Minimum investment: Rs 5,000 (Lump sum) and Rs 500(SIP)

### Benefits

- Fund was launched in Sep 2009 (19 years old). It has been a consistent performer over the last 5 years.
- **Fund returns have been superlative over the last 3 years (13.78%p.a), 5 years (20.41%p.a) and since inception (15.73% p.a.) have been ahead of its benchmark (Nifty 200) by 3.45%, 6.6%, 4.87% p.a. respectively (Returns as on Jan 18, 2018)**
- **Rs 10,000 invested since inception (Sep 11, 2009) has become Rs 33,915 Lacs (as on Jan 18, 2018) giving a return of 15.73% per annum.(NAV 33.915)**
- Past records suggest that the fund has been better at losing less than the benchmark in the bear market in 2011.
- Backed by a stable management team and long track record this fund is amongst the top choices in the large-cap category
- This fund is a long term wealth creator and can be part of an investor's core portfolio
- Lump sum and SIP/STP/SWP investment mode is available

### Recommendation

- We recommend this fund with a 3 to 5 years time horizon for investors with moderate to high risk profile and desiring superior returns with lower volatility from a portfolio of good performing large-cap companies

# KOTAK SELECT FOCUS Fund (G)

Fund Report Card		Kotak Select Focus Fund(G)																																																																												
<b>Fund Objective/Mission</b> To generate long-term capital appreciation from a portfolio of equity and equity related securities, generally focused on a few selected sectors.		<b>Investment Information</b> Scheme: Open ended scheme Launch Date: 11/Sep/2009 Fund Manager: Harsha Upadhyaya Bench Mark: NIFTY 200 Max.Entry Load(%): NA Max.Exit Load(%): 1			<b>Fund Structure</b> Total Stocks: 35 Total Sectors: 31 P/E Ratio: 35.33 P/B Ratio: 5.27 Avg. Market Cap (Rs. Cr/Dec-2017): 155214.06																																																																									
<b>Fund House Details</b> AMC Name: Kotak Mahindra Asset Management Company Limited Address: 27 SKC, C-27, G Block, Bandra Kuria Complex, Bandra (E), Mumbai - 400 051 Website: <a href="http://assetmanagement.kotak.com/">http://assetmanagement.kotak.com/</a>		<b>5 Years History</b> <table border="1"> <thead> <tr> <th>Financial Year</th> <th>2017-2018</th> <th>2018-2017</th> <th>2018-2016</th> <th>2014-2013</th> <th>2013-2012</th> </tr> </thead> <tbody> <tr> <td>NAV in Rs. (as on 31st March)</td> <td>23.92</td> <td>26.74</td> <td>22.18</td> <td>22.81</td> <td>15.28</td> </tr> <tr> <td>Net Assets (Rs Crores.) (as on 31st March)</td> <td>17041</td> <td>9223</td> <td>4219</td> <td>2450</td> <td>403</td> </tr> <tr> <td>Returns (%)</td> <td>17.17</td> <td>26.98</td> <td>-3.86</td> <td>51.74</td> <td>23.19</td> </tr> <tr> <td>CAGR NIFTY Returns (%)</td> <td>17.08</td> <td>16.94</td> <td>-6.87</td> <td>26.33</td> <td>17.53</td> </tr> <tr> <td>Category Rank</td> <td>182(215)</td> <td>97(285)</td> <td>64(288)</td> <td>80(234)</td> <td>56(217)</td> </tr> </tbody> </table> * Listed As on 16/JAN/18						Financial Year	2017-2018	2018-2017	2018-2016	2014-2013	2013-2012	NAV in Rs. (as on 31st March)	23.92	26.74	22.18	22.81	15.28	Net Assets (Rs Crores.) (as on 31st March)	17041	9223	4219	2450	403	Returns (%)	17.17	26.98	-3.86	51.74	23.19	CAGR NIFTY Returns (%)	17.08	16.94	-6.87	26.33	17.53	Category Rank	182(215)	97(285)	64(288)	80(234)	56(217)																																			
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