INDIA'S MOST ADMIRED

Prabhudas Lilladher
POWERING YOUR FINANCIAL GROWTH

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 Updahyay (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)

Fund Objective/Mission

To generate long-term capital appreciation from a portfolio of equity and equity related securities, generally focused on a few selected sectors.

Investment Information

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

Fund Structure

Total Stocks:	55
Total Sectors:	31
P/E Ratio:	35.33
P/B Ratio:	5.37
Avg. Market Cap (Rs.On(Dec-2017))	155014.06

Fund House Details

AMC Name:	Kotak Mahindra Asset Management Company Limited
Address:	27 BKC, C-27, G Block, Bandra Kurla Complex, Bandra (E), Mumbai - 400 051
Website:	http://assetmanagement.kotak.com/

5 Years History

Financial Year	2017-2018	2016-2017	2015-2016	2014-2015	2013-2014
NAV in Rs.(as on 31st March)	33.92	28.74	22.16	22.81	15.06
Net Assets(Rs Crores.) (as on 31st March)	17041	9323	4219	2450	405
Returns(%)	17.17	29.98	-3.86	51.74	23.19
CNX NIFTY Returns(%)	17.09	18.94	-9.87	26.33	17.53
Category Rank	183/(315)	97/(295)	64/(289)	80/(274)	59/(217)

* Latest As on 18/Jan/18

Financial Details

AUM As On (31-Dec-2017)		17040.63
NAV As On (18-Jan-2018)		33.915
Min Investment	Lumpsum	5000
(in Rs.)	SIP	500
NAV (52WeekHigh){15-Jan-2018}		34.03
NAV (52WeekLow){20-Jan-2017}		25.89

Quarterly Performance Last % 5Years

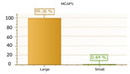
Financial Year	Q1	Q2	Q3	Q4
2017-2018	5.24	3.59	7.18	
2016-2017	10.01	8.28	-5.28	14.95
2015-2016	0.25	0.18	-0.26	-3
2014-2015	20.12	9.49	12.04	2.78
2013-2014	3.76	-0.85	12.16	7.14

Top 10 Companies

Name	(%)	
HDFC Bank Ltd.	7.03	↑
Larsen & Toubro Ltd.	5.02	↑
Reliance Industries Ltd.	4.97	↓
State Bank Of India	3.73	↓
Housing Development Finance Corporation Ltd.	3.71	↓
ICICI Bank Ltd.	3.69	↓
Hero MotoCorp Ltd.	3.67	↓
Maruti Suzuki India Ltd.	3.43	↑
ITC Ltd.	3.01	↓
IndusInd Bank Ltd.	2.81	↓

Indicates an increase or decrease or no change in holding since last portfolio. ★ Indicates new holding since last portfolio.

Market Capitalisation



Asset Details

*LargeCap- >Rs. 5,000 crores; MidCap- between Rs.750 crores to Rs.5,000 crores; SmallCap- <Rs.750 crores.

SIP Details - Invested Rs 5000 Every Month

Period	Total Investment (Rs.)	Scheme(Rs)	Benchmark
1 Year	60000	66127	66454
3 Years	180000	237434	226798
5 Years	300000	508021	435531
10 Years	NA	NA	NA

Top 10 SectorWise Holding

Refineries	7.88	↓
Cement & Construction Materials	7.20	↑
Industrial Gases & Fuels	6.69	↓
Engineering - Construction	6.28	↑
Other	5.78	↓
Automobiles - Passenger Cars	4.92	↑
Insurance	4.35	↑
Bank - Public	3.73	↓
Finance - Housing	3.71	↓

↑ Indicates an increase or decrease in holding since last portfolio

Scheme Performance As On (18/Jan/18)

Period	Returns	B'mark	Rank
3 Months	4.92	6.79	264/(281)
6 Months	8.64	11.43	261/(274)
1 Year	30.21	30.88	169/(251)
3 Years	13.78	10.33	112/(197)
5 Years	20.41	13.85	53/(158)
Since Inception	15.73	10.86	NA

Whats In Whats Out(From Previous Month)

	Company	Sector
In	1	1
Out	1	0
No Change %age	60	30

Volatility Measures

Fama	0.04	Std Dev	0.6
Beta	0.93	Sharpe	0.15

Best/Worst Return

	Best Return Period	Fund(%)	B'mark(%)	Worst Return Period	Fund(%)	B'mark(%)
Month	06/05/14 to 06/06/14	18.28	15.18	26/07/11 to 26/08/11	-12.55	-14.75
Quarter	06/03/14 to 06/06/14	24.69	21.95	10/11/10 to 10/02/11	-20.03	-19.19
Year	29/01/14 to 29/01/15	77.94	51.64	31/12/10 to 02/01/12	-22.47	-26.83

Fund Performance Vis-a-vis Benchmark