



The Low Risk, **All-Weather Strategy** to Wealth Creation **DYNAMIC ASSET ALLOCATION**

Scientific. Systematic. Smart. Sustainable. Investing.

The PL Edge



Founded on the principles of Trust & Integrity, Prabhudas Lilladher (PL) Group is One of the Most Respected Brands in Asia, with 8 decades of Research pedigree.

The Group's business spans across Institutional Equities, Investment Management & Advisory, Securities Finance, Wealth Management, Corporate Advisory & Investment Banking.

Capitalizing on Strong parentage, Sharp investment acumen and a Diverse team comprising CAs, CFAs, Economists, Python Programmers; we bring you the best of our research and advisory services in the form of PMS (Portfolio Management Services). PL's PMS is also among the few Quant-driven Portfolio Managers in India.

The Investment Team of PL PMS is mentored by Market Veterans like Mrs. Amisha Vora and Mrs. Punita Kumar Sinha. The Head of Investment Committee of PL PMS, Mrs. Amisha Vora also sits on the Board of **APMI** (Association of Portfolio Managers of India) with other sought-after opinion makers like Mr. Saurabh Mukherjea, Mr. Neeraj Choksi, Ms. Radhika Gupta.



Industry leading Research DNA



Robust Investment Framework



Experienced & Diverse Investment Committee



Trusted Since 1944



State of the Art Quant Team



Expertise & experience of 8 Decades



Prabhudas[®] Lilladher

Meet our Team



Siddharth Vora

Fund Manager & Head Quant Investment Strategies – PL PMS

Siddharth Vora is a Fund Manager with PL PMS and heads Investment Research & Product Strategy at Prabhudas Lilladher.

A CA, CFA and an MSc (Management in Business Excellence) from the University of Warwick, UK, he is a SEBI-registered Research Analyst and Investment Advisor.



Amisha Vora

Chairperson and Managing Director, PL Group

A highly-sought after opinion maker in the equity markets, with experience of 35+ years in financial services.

She is also on the board of APMI, Association of Portfolio Managers of India.

Awarded the Economic Times award for one of the most Promising Women Leaders. 2021



Dr. Punita Kumar-Sinha

Chairperson, PL Funds Management, PL PMS

Global Investment Expert With over 30 years of stellar experience in portfolio management and corporate governance, Punita is one of the most sought-after experts on Asian capital markets and women's issues.

She has frequently been featured in the media and global conferences and has been listed as one of India's Most Influential Women by the Business World magazine



Swapnil Pawar

Quant Expert

Swapnil has an experience of over 15 years, spread across quantitative strategies, alternate assets, fund-raising and business building. He is a graduate from Indian Institute of Technology, Bombay (2002) and post-graduate from Indian Institute of Management, Ahmedabad (2004).

Swapnil has been recognized as one of '40 under 40' professionals in Alternate Investment space in India. Swapnil's views are for information purpose only and PLPMS should not construe any such views / information as binding to investment.



Nupur Patel Principal Officer

Over 20 + plus years of senior management experience in Financial markets with leading industry players.

In depth understating of equities, an exceptional communicator with client first approach.



Ritika Chhabra

Quant Portfolio Strategist Multi Asset Products

Ritika Chhabra is a Quant Portfolio Strategist at Prabhudas Lilladher. Ritika has obtained her Masters in Economics from IGIDR, Mumbai and B.Tech in Industrial Engineering from NIT Jalandhar.

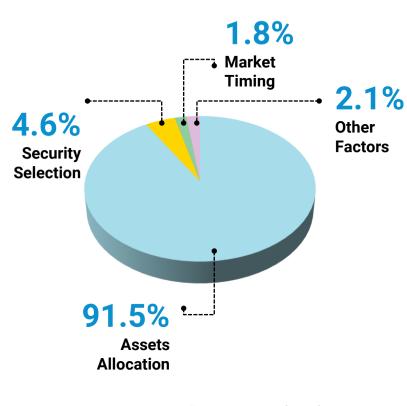
She has an experience of 7 years in Capital Markets covering equities as well as debt markets.



WHY ASSET ALLOCATION?



Asset Allocation Matters The Most



Source: *Brinson, Hood, Beebower. "Determinants of Portfolio Performance". Financial Analysts Journal. July-August 1986; Brinson, Singer, Beetbower. "Determinants of Portfolio Performance II: An Update". Financial Analysts Journal. May-June 1991.

Year	Domestic Equity	International Equity	Composite Debt	Precious Metals	Winner
2007	47.1%	-7.5%	6.8%	17.5%	Domestic Equity
2008	-52.4%	-24.2%	13.7%	28.9%	Precious Metals
2009	81.0%	17.9%	8.0%	19.4%	Domestic Equity
2010	17.4%	8.9%	9.5%	24.2%	Precious Metals
2011	-24.6%	18.3%	5.2%	29.4%	Precious Metals
2012	25.7%	17.4%	11.7%	11.7%	Domestic Equity
2013	9.0%	46.6%	6.8%	-18.0%	International Equity
2014	29.9%	12.3%	13.4% 2.2%		Domestic Equity
2015	-5.0%	5.0%	9.1% -7.9% Co		Composite Debt
2016	1.9%	9.4%	11.1%	10.9%	Composite Debt
2017	27.9%	11.4%	6.8%	6.0%	Domestic Equity
2018	5.9%	0.7%	7.5%	8.4%	Precious Metals
2019	14.4%	33.0%	10.0%	21.1%	International Equity
2020	15.8%	0.5%	10.4%	28.3%	Precious Metals
2021	22.0%	30.2%	4.9%	-2.8%	International Equity
2022	4.4%	-8.9%	1.9%	6.5%	Precious Metals

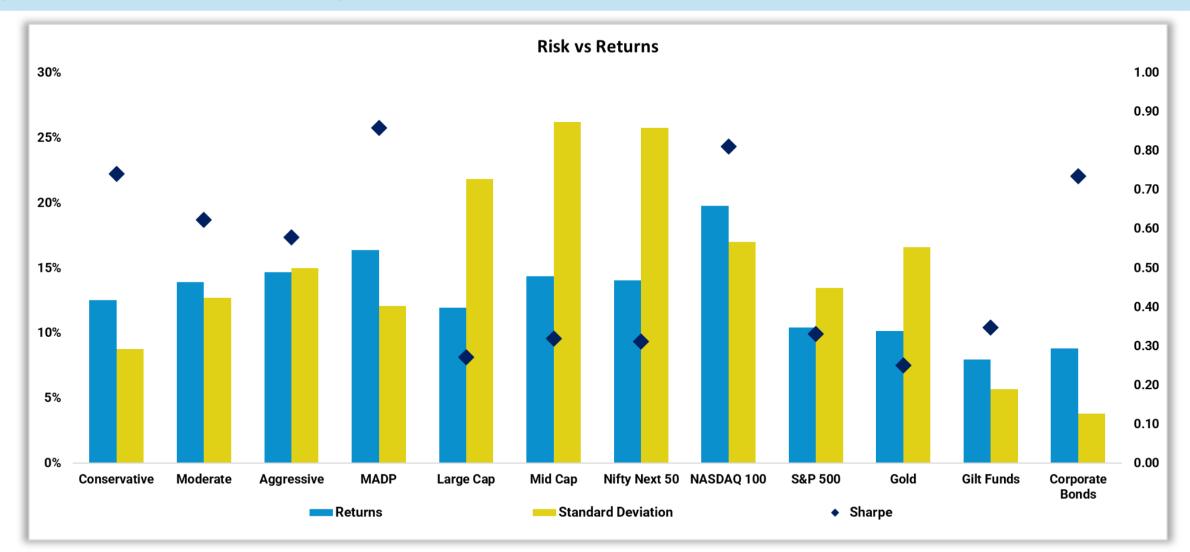
Note: Domestic Equity, international Equity, Composite Debt & Precious Metals are Nifty 50, S&P 500, Corporate Bond & Gold Respectively.



Multi asset approach is better than a single asset approach



Dynamic asset allocation strategy can be run as conservative moderate or aggressive based on regime



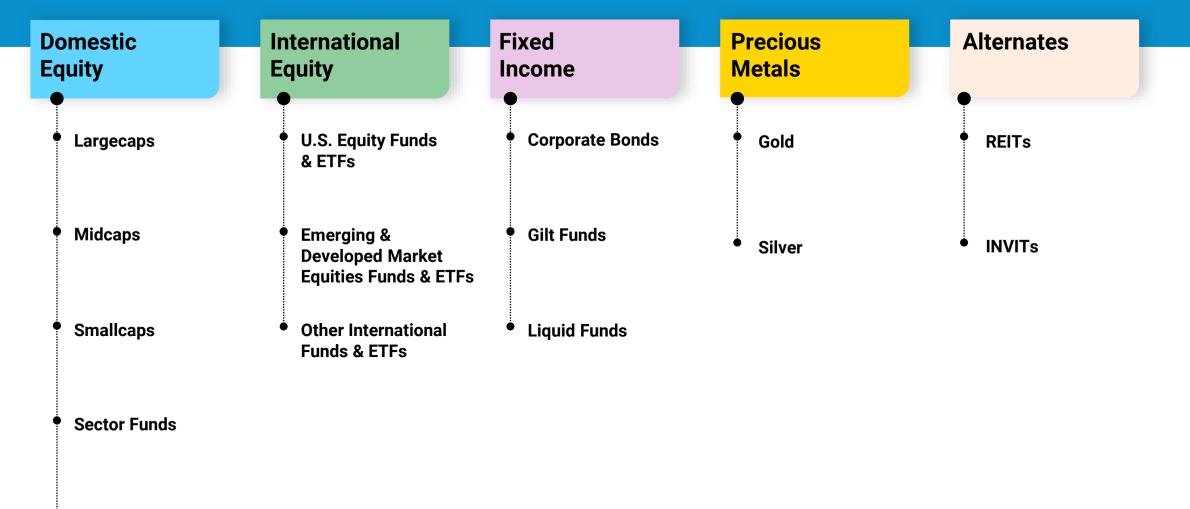




WHERE DO WE INVEST?



MADP relies on tactical diversification across asset classes to reduce volatility, manage risk and deliver superior risk adjusted returns across market cycles



Style & Factor Funds

) Prabhudas[®]

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HOW DO WE DO THIS?





Dynamic Allocations Diversified across Asset Classes

Rules-based & Disciplined, Data Driven Processes High Quality & Time Tested Passive Instruments

Did you know that asset allocation drives more than 91% of investment returns? Because then your money isn't left to the vagaries of human emotions and biases. Because its always better to invest in instruments that are proven and consistent.

WE ELIMINATE – STOCK, STYLE AMD FUND MANAGER RISKS WITH OUR PROPREITORY QUANT TOOLS

Portfolio Construction and Allocation Methodology

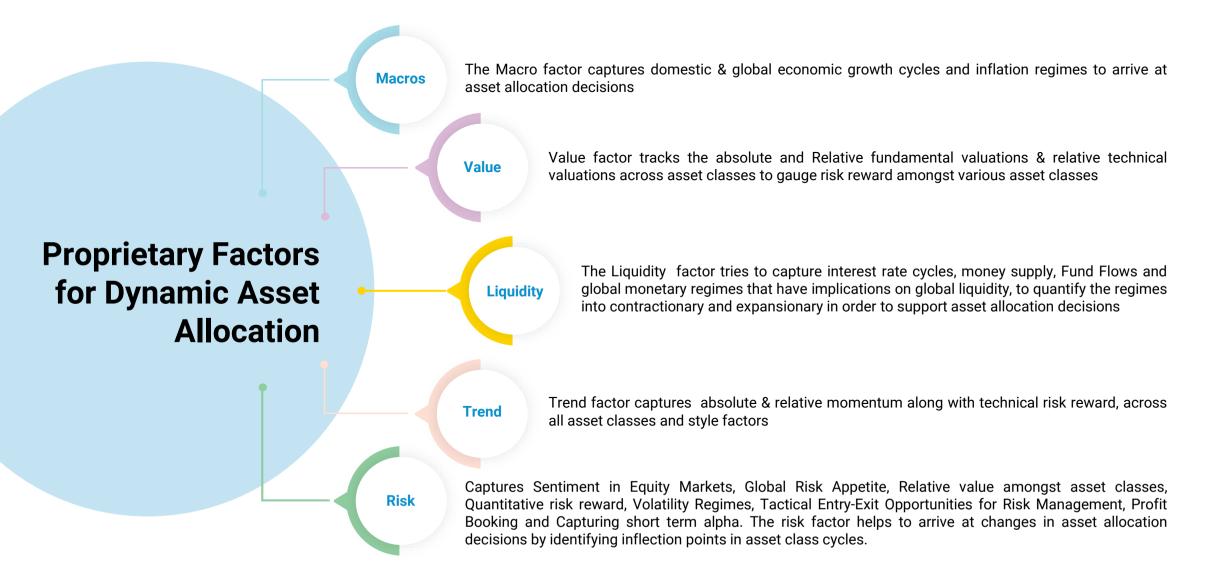


PROPRIETARY REGIME BASED DYNAMIC MULTI-FACTOR ARCHITECTURE



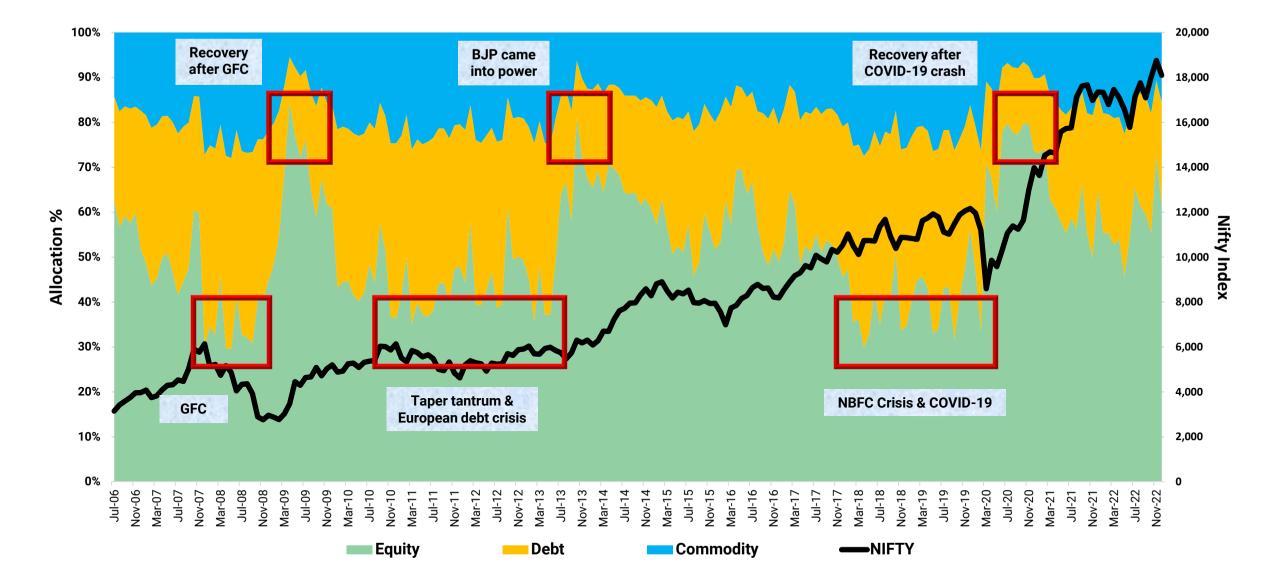
Proprietary Factors for Dynamic Asset Allocation





Historic Dynamic Asset Allocation and effective rebalances !







PORTFOLIO MANAGEMENT SERVICES MULTI ASSET DYNAMIC PORTFOLIO

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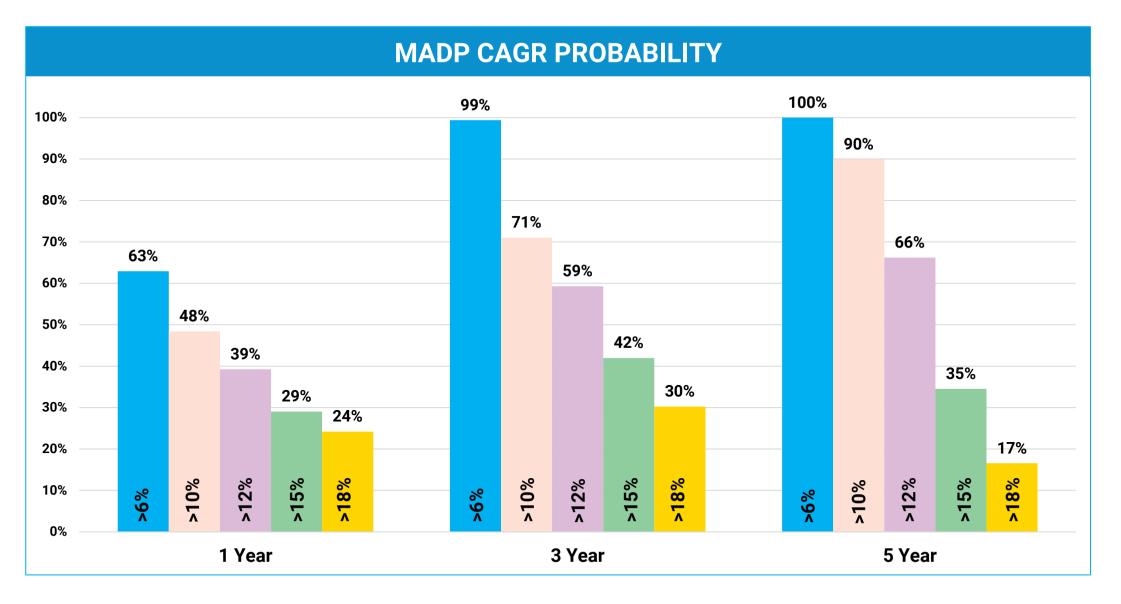
MADP Strategy

What MADP Does differently VS Traditional long only Equity Investing

Invests in a portfolio diversified across asset classes: Equity, Debt, Precious Metals		×	Avoids Concentration to only one asset class
Uses a Data Driven, Rules based & Quant Model Driven Decision making		⊗	Eliminates Fund Manager or Emotional Bias - Does not take decisions Based on Judgement, Experience & Intuition
Invests through bluechip instruments like ETFs and Index Funds		⊗	Does not use Futures, Options and Leveraged products. Eliminates Stock Selection Risk
Works across different market cycles and economic regimes for consistent risk adjusted returns		⊗	Long only Equity Strategies perform only in bull markets
Uses a dynamic regime based Multi Factor Approach	Ø	⊗	Does not Stick to only one style or factor while Investing
Works across investors of multiple risk profiles		8	Is only suitable for investors with a higher risk profile and sophisticated understanding of risk

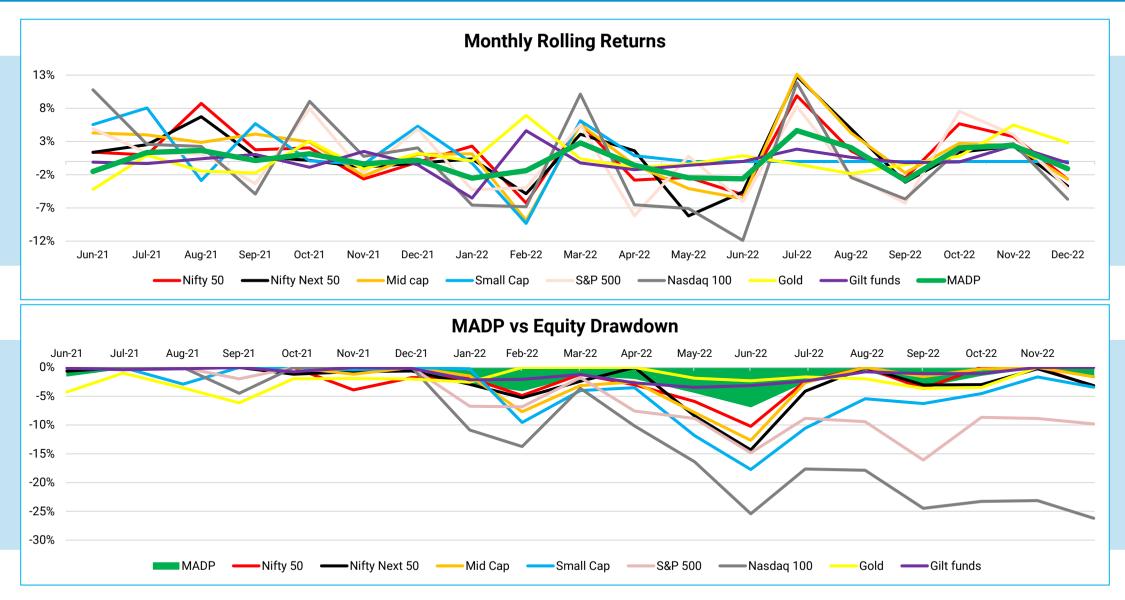
Investment Outcomes







Limiting Drawdowns. Generating Alpha. Compounding Wealth.





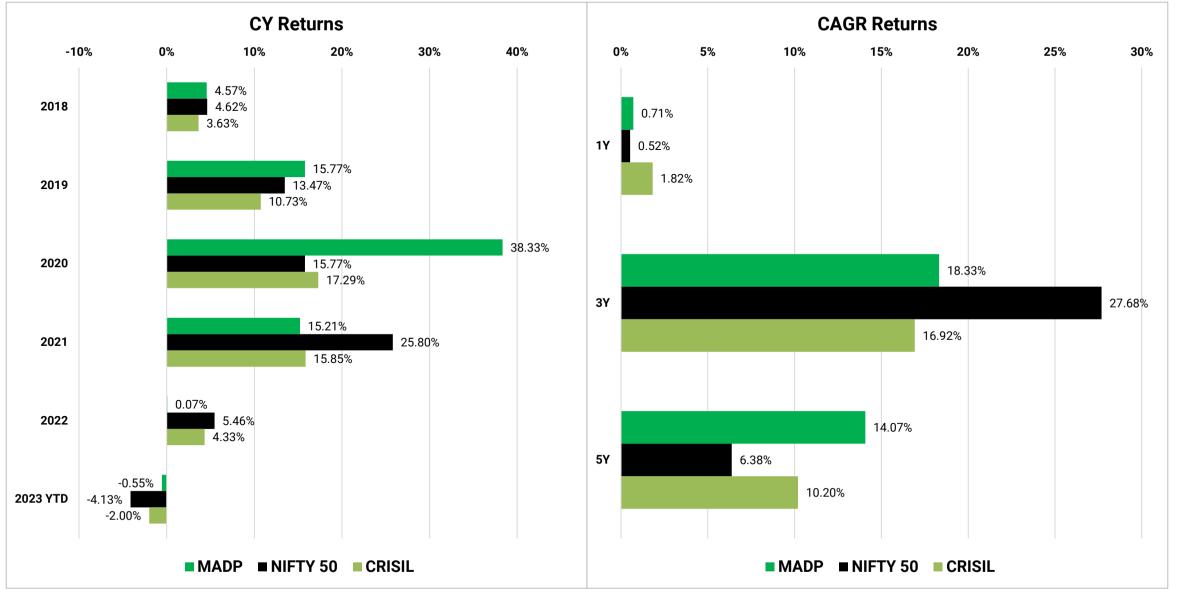
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Data till 31st December 2022



MADP Calendar Year Returns & CAGR Returns

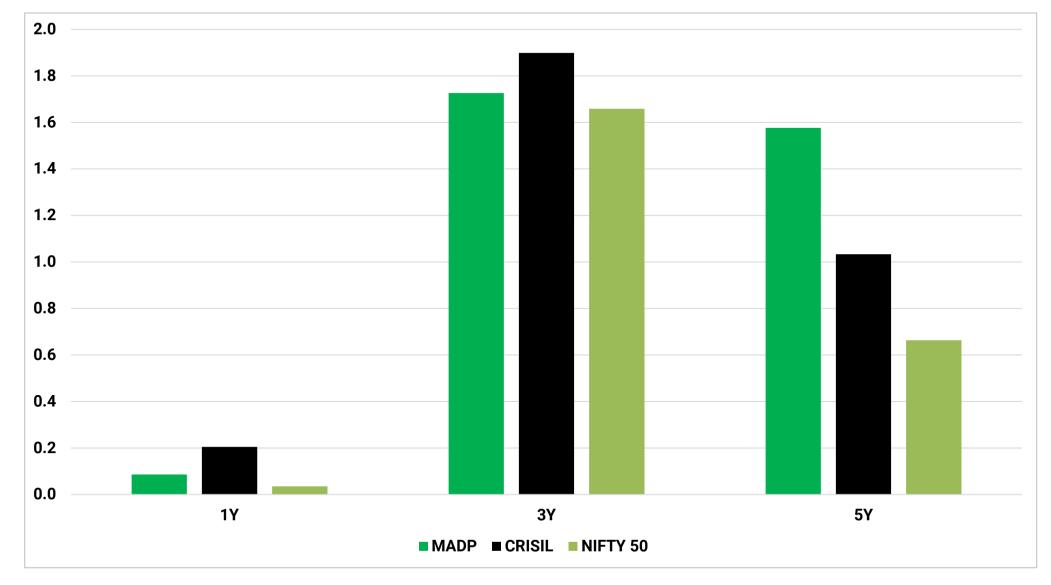


Note: Data as on 31st March 2023

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MADP Returns to Risk VS Nifty 50 vs Crisil





MADP RISK TO RETURN (1Y, 3Y & 5Y)



Performance		MADP	CRISIL	NIFTY 50	NIFTY NEXT 50	MIDCAP 150	SMALLCAP 250	S&P 500	NASDAQ 100	GOLD BEES	GILT	CORP. BOND	LIQUID BEES
1Y	Returns	0.7%	1.8%	0.5%	-7.9%	2.3%	0.9%	-3.8%	-10.2%	15.8%	4.2%	2.2%	4.6%
	St. Dev	8.2%	8.9%	14.8%	21.2%	16.3%	0.9%	17.4%	23.3%	10.7%	3.2%	2.8%	0.3%
	Return to Risk	0.09	0.21	0.04	-0.37	0.14	1.00	-0.22	-0.44	1.47	1.29	0.78	15.95
ЗҮ	Returns	18.3%	16.9%	27.7%	17.1%	37.0%	43.1%	15.1%	21.4%	9.8%	3.8%	5.1%	3.1%
	St. Dev	10.6%	8.9%	16.7%	16.3%	18.6%	18.4%	14.9%	22.7%	13.4%	3.4%	2.7%	0.3%
	Return to Risk	1.73	1.90	1.66	1.05	1.99	2.34	1.01	0.95	0.73	1.10	1.89	9.50
5Y	Returns	14.1%	10.2%	12.6%	6.4%	11.9%	8.6%	11.2%	20.2%	13.0%	6.6%	6.8%	3.4%
	St. Dev	8.9%	9.9%	19.0%	17.3%	23.3%	25.6%	16.3%	21.2%	13.4%	3.9%	2.4%	0.3%
	Return to Risk	1.58	1.03	0.66	0.37	0.51	0.34	0.69	0.95	0.97	1.70	2.78	11.44



Some Unique Points about this Strategy



Why MADP deserves a position in every investor's portfolio?

• All Weather Strategy based on Asset Class Diversification

MADP invest across universe of Domestic Equity, Fixed Income, Precious metals, International Equities and Alternatives providing highest diversification for optimal risk adjusted returns and consistent portfolio growth across economic and market cycles.

Superior Risk Adjusted Returns Across Market Cycles

A Multi Asset Approach helps in protecting downside in risk off phases and capturing upside tactically in risk on phases using our robust quant framework driven by proprietary quant meters and factors. The focus on managing volatility and consistency of returns, enables us to generate greater Risk adjusted returns across market cycles.

Our Multi Factor Model captures diversified signals

The 5 Factor Model using Macros, Liquidity, Value, Trend and Risk captures diversified signals for dynamic asset allocation. The Regime based dynamic Multi-factor model makes Attribution of asset allocation, risks and returns very objective.

Systematically Eliminating Risks

Using High Quality Passive instruments and rules based Quantitative investment approach, we eliminate Stock Selection Risk, Sector Selection Risk, Fund Manager Risk, Style Risk, Human Behavioral biases and Emotional biases.



Why QUANT - Not MAN vs MACHINE but MAN with MACHINE



Eliminating Fund Manager Style biases

Quant is flexible and can run for any investment style depending upon the market conditions. A fund manager might have a particular style of managing money that may not work across all market cycles. A specific style of investing might perform in one cycle but it might underperform if the market or economic backdrop changes

Data Driven Analytical Approach

Quant is reliable because it is not based on any art of stockpicking but on a rule-driven model which can also be rigorously researched, tested and continuously improved

Mitigation of Human Behavioral & Emotional biases

The systematic approach that quant investing follows, helps eliminate behavioral and emotional biases as it does not base (sub-optimal) decisions on greed or fear, resulting in better long-term returns.

Overcoming the Black-box model fallacy through Rule-Based quantitative investing

Reasons for under or over performance are clearly attributable, enabling us to continuously improve and evolve your investment model in a dynamic world. This also makes Quant transparent unlike a judgement and intuition based decision making process.

Robust decision making framework for actionable insights

Superior risk management given a consistent model regardless of changing market conditions. The investment exits are based on a set of rules and disciplined, thereby reducing downside risk and improving returns.

Breadth, Speed & Accuracy of Data Processing

Wider coverage of data with fast processing, enabled by computers leading to faster, objective and accurate investment decisions.

Disclaimer / Disclosures



Strategy may invest substantially in equity, debt, gold and international securities.. Equity securities and equity related securities are volatile and proven to price fluctuations. The liquidity of investments made in the portfolio may be restricted by trading volumes and settlement periods. Settlement period may be extended significantly by unforeseen circumstances. The inability of the portfolio to make intended securities purchase due to settlement problems could cause the portfolio miss certain investment opportunities. Similarly, the inability to sell securities, held in the strategies portfolio may result, at times, in potential losses to the strategy, should there be a subsequent decline in the value of securities held in the strategies portfolio. Investment in Securities is subject to market risk and there is no assurance or guarantee that the objectives of the investment will be achieved, as with investment in securities, the value of portfolio may go up or down depending upon the factors and forces affecting in capital market and the portfolio manages is not responsible or liable for the losses resulting from the operations of the portfolio. Investments in equity and equity related securities involve a degree of risk and investors should not invest in the strategy unless they can afford to take the risk of losing their investment. performance related information is not verified by SEBI.







Contact Us

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