Prabhudas Lilladher is one India’s Oldest and Most trusted Equity Advisor, since 1944. With an Industry leading inhouse research team of 45+ members and Coverage on Around 250 Stocks, we are renowned for our research and advisory services. With an experience research & investment management team backed by our robust investment framework, we believe we have a deep EDGE in helping clients compound their wealth over the term, by benefiting from the structural growth story that India has to offer.

PL has demonstrated industry leading expertise since 1944 in the field of Equity Research & Advisory Services. We bring you the best of our research and advisory services in the form of Investible PMS Strategies, thereby enabling you benefit from our Strong Investment DNA and Advisory services in the form of Products.
Portfolio Management Service (PMS)
PL’s In-house PMS

Multi-Strategy
- **Asset**: Multicap Equity
- **Style**: Top Down + Bottom up Fundamental Research
- **Strategy**: Balanced Blend of Quality, Growth & Value
- **Risk Profile**: Moderate to Aggressive Investors
- **Ideal Time Horizon**: 3 to 5 Years

Multi-Asset Dynamic Portfolio (MADP)
- **Asset**: Multi-Asset
- **Style**: Quant based
- **Strategy**: Dynamic Asset Allocation
- **Risk Profile**: Conservative to Moderate Investors
- **Ideal Time Horizon**: 3 to 5 Years

Consistent Performance
For Long Term Growth
Backed-up By

PL’s Award Winning Research
PL’s Multi-Asset PMS – An Overview

Multi-Asset Dynamic Portfolio (MADP PMS) for Conservative to Moderate Investors

About Multi Asset Dynamic PMS:

Quant-based Tactical Asset Allocation Strategy with exposure across asset classes generating steady returns across market cycles and limiting drawdowns in volatile markets, by investing in Index Funds and ETFs.

Fund Manager: Mr. Siddharth Vora

Investment Strategy:

The asset allocation is done by our Proprietary Quant models. Accordingly, our Model assigns weights to asset classes as per output of the meters, purely based on data and rules, avoiding any human and emotional biases.

Performance as on 30/06/22

<table>
<thead>
<tr>
<th>Period</th>
<th>MADP</th>
<th>CRISIL Hybrid 50:50 - Moderate Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Mth</td>
<td>-2.6%</td>
<td>-2.3%</td>
</tr>
<tr>
<td>3 Mth</td>
<td>-5.6%</td>
<td>-5.6%</td>
</tr>
<tr>
<td>6 Mth</td>
<td>-6.7%</td>
<td>-5.2%</td>
</tr>
<tr>
<td>1 Yr</td>
<td>-2.8%</td>
<td>1.3%</td>
</tr>
<tr>
<td>Since Inc.</td>
<td>-4.0%</td>
<td>1.3%</td>
</tr>
</tbody>
</table>

KEY HOLDINGS

1. Nippon India Nifty Bees
2. Bharat Bond 2025
3. Cash & equivalents
4. Nippon India Gold Bees
5. Nippon India Midcap 150 ETF

- AUM ~ Rs. 50 Crore (as on 30/06/22)
- Suitable for Conservative to Moderate Investors looking for high risk-adjusted returns in the long term.
- Minimum Investment: Rs.50 Lakhs
- Fixed Fee Plan: 2.25% fixed p.a
- Hybrid Fee Plan: 1.25% fixed p.a + 15% Profit Share above 10%
Strategy Overview

Multi Asset Dynamic Portfolio (MADP) is a 100% quant-based tactical asset allocation strategy created by Quantifi that invests only in passive instruments (index funds and ETFs). Quantifi is Prabhudas Lilladher’s specialized quantitative research and investment management arm. The strategy is only available as a discretionary PMS to avoid greed and fear of investors.

Our Strategy is based on 3 Pillars

- **Downside Protection**
- **Upside Participation**
- **Consistent Performance**

What MADP Is? VS What MADP Isn’t?

<table>
<thead>
<tr>
<th>What MADP Is?</th>
<th>VS</th>
<th>What MADP Isn’t?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multi Asset – comprises of 7 asset classes</td>
<td>✔</td>
<td>Long Only Equity</td>
</tr>
<tr>
<td>Tactical asset allocation with radical shifts</td>
<td>✔</td>
<td>Strategic Asset Allocation with moderate Shifts</td>
</tr>
<tr>
<td>Quant &amp; Rules Based that is unbiased</td>
<td>✔</td>
<td>Discretionary</td>
</tr>
<tr>
<td>Quantamental Strategy that relies on varied datasets - Fundamental, Alternative &amp; Technical data</td>
<td>✔</td>
<td>Relies only on Fundamental data and Fund Managers’ judgment</td>
</tr>
<tr>
<td>Invest in ETFs and Index Funds only</td>
<td>✔</td>
<td>Stocks and Sector Selection</td>
</tr>
<tr>
<td>Trigger Based Rebalances</td>
<td>✔</td>
<td>Rebalances at fixed time intervals irrespective of market conditions</td>
</tr>
<tr>
<td>SEBI regulated PMS, offering higher flexibility as it can make aggressive allocations and rotations between asset classes, to be able to utilize Tactical opportunities.</td>
<td>✔</td>
<td>Limited rotation and allocation between asset classes due to size, classification and tax constraints such as in mutual funds</td>
</tr>
</tbody>
</table>
**Multi-Asset Dynamic Portfolio (MADP PMS)**

**Multi-Asset PMS Strategy** that invests in passive instruments to preserve capital in bad times and grow capital in good times.

- **Indian Equity**
  - Across Large Cap & Mid Cap via Index Funds & ETFs

- **International Equity**
  - S&P 500 & Nasdaq via Index Funds & ETFs

- **G-Sec, Liquid & Corporate Bonds**
  - via Index Funds & ETFs

- **Gold**
  - via Gold ETF

**Passive Investing via Index Funds & ETF**

- No Fund Manager bias
- No Stock Selection risk
- No Sector Selection Risk
- No Style Selection Risk
- No Asset Concentration Risk

MADP investments in above 4 asset categories are based on advanced **proprietary Quant Meters** developed by PL.
It Uses Over 100+ Data Points Across Sectors, To Deliver The Magic!

Monetary meter
Quantifies Global Interest Rate Cycles & Liquidity Regimes

Sentimeter
Quantifies Domestic & Global Equity Market Sentiments

Technometer
Evaluates Technical Risk Reward for Domestic & Global Equities

Relative Value meter
Relative attractiveness of smallcaps vs large caps across Domestic & global equities

Inflation meter
Forecast domestic and global inflation.

MADP METERS

Macrometer
Identifies Domestic and Global Economic Cycles & Regimes

Cyclometer
Tracks Domestic & Global Equity Market Valuation Cycles

Global RORO
Global Financial Risk Appetite across asset classes

Multi Asset Momentum meter
Captures Absolute & Relative Momentum across Asset Classes to capture trend

Multi Factor Momentum meter
Absolute and relative trend across equity style factor indices

Volatility meter
Captures Captures Volatility based market Regimes

<table>
<thead>
<tr>
<th>Rolling Returns</th>
<th>MADP</th>
<th>Nifty 50</th>
<th>Junior BEES</th>
<th>Midcap 150</th>
<th>Smallcap 250</th>
<th>S&amp;P 500</th>
<th>Nasdaq 100</th>
<th>Gold</th>
<th>Gilt</th>
<th>Corporate Bond</th>
<th>Liquid Funds</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>3 Years CAGR</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Best</td>
<td>31.9%</td>
<td>26.4%</td>
<td>39.2%</td>
<td>35.0%</td>
<td>36.1%</td>
<td>30.5%</td>
<td>41.2%</td>
<td>32.5%</td>
<td>14.0%</td>
<td>11.5%</td>
<td>6.1%</td>
</tr>
<tr>
<td>Worst</td>
<td>6.6%</td>
<td>-2.2%</td>
<td>-4.2%</td>
<td>-10.0%</td>
<td>-16.7%</td>
<td>-8.1%</td>
<td>1.3%</td>
<td>-8.0%</td>
<td>2.4%</td>
<td>6.2%</td>
<td>2.6%</td>
</tr>
<tr>
<td>Median</td>
<td>14.3%</td>
<td>10.3%</td>
<td>12.6%</td>
<td>12.6%</td>
<td>8.8%</td>
<td>11.9%</td>
<td>22.6%</td>
<td>11.8%</td>
<td>8.1%</td>
<td>9.2%</td>
<td>4.6%</td>
</tr>
<tr>
<td>Average</td>
<td>16.3%</td>
<td>10.3%</td>
<td>13.0%</td>
<td>12.4%</td>
<td>9.6%</td>
<td>12.1%</td>
<td>21.2%</td>
<td>10.9%</td>
<td>8.3%</td>
<td>9.3%</td>
<td>4.7%</td>
</tr>
<tr>
<td><strong>Standard Deviation</strong></td>
<td>10.7%</td>
<td>24.2%</td>
<td>16.0%</td>
<td>27.0%</td>
<td>28.8%</td>
<td>19.2%</td>
<td>20.7%</td>
<td>13.7%</td>
<td>5.4%</td>
<td>2.5%</td>
<td>0.1%</td>
</tr>
<tr>
<td><strong>Sharpe Ratio</strong></td>
<td>1.1</td>
<td>0.2</td>
<td>0.3</td>
<td>0.4</td>
<td>0.6</td>
<td>0.0</td>
<td>0.8</td>
<td>0.5</td>
<td>-0.4</td>
<td>0.1</td>
<td>NA</td>
</tr>
<tr>
<td><strong>5 Years CAGR</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Best</td>
<td>23.6%</td>
<td>18.6%</td>
<td>26.7%</td>
<td>24.3%</td>
<td>25.8%</td>
<td>25.8%</td>
<td>33.2%</td>
<td>26.9%</td>
<td>11.5%</td>
<td>10.9%</td>
<td>5.9%</td>
</tr>
<tr>
<td>Worst</td>
<td>7.6%</td>
<td>-0.7%</td>
<td>-0.5%</td>
<td>-2.1%</td>
<td>-7.4%</td>
<td>-2.5%</td>
<td>7.5%</td>
<td>-2.6%</td>
<td>4.1%</td>
<td>6.8%</td>
<td>3.2%</td>
</tr>
<tr>
<td>Median</td>
<td>13.7%</td>
<td>10.6%</td>
<td>12.6%</td>
<td>11.8%</td>
<td>10.0%</td>
<td>13.1%</td>
<td>22.3%</td>
<td>8.1%</td>
<td>8.6%</td>
<td>9.3%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Average</td>
<td>15.0%</td>
<td>10.1%</td>
<td>12.9%</td>
<td>12.0%</td>
<td>9.5%</td>
<td>13.1%</td>
<td>21.5%</td>
<td>9.3%</td>
<td>8.3%</td>
<td>9.2%</td>
<td>4.8%</td>
</tr>
<tr>
<td><strong>Standard Deviation</strong></td>
<td>8.9%</td>
<td>20.2%</td>
<td>15.8%</td>
<td>23.6%</td>
<td>26.3%</td>
<td>17.6%</td>
<td>19.4%</td>
<td>12.3%</td>
<td>5.1%</td>
<td>2.3%</td>
<td>0.2%</td>
</tr>
<tr>
<td><strong>Sharpe Ratio</strong></td>
<td>0.9</td>
<td>0.3</td>
<td>0.1</td>
<td>0.2</td>
<td>0.1</td>
<td>0.2</td>
<td>0.8</td>
<td>0.4</td>
<td>-0.2</td>
<td>0.3</td>
<td>NA</td>
</tr>
</tbody>
</table>

Data till 17th June 2022.
India’s Top Ranking Multi-Asset PMS for 4 consecutive months – MADP PMS

<table>
<thead>
<tr>
<th>Period</th>
<th>Prabhudas Lilladher - MADP</th>
<th>Morning Star – Active Aggressive</th>
<th>Morning Star - Active Aggressive Plus</th>
<th>Morning Star - Active Balanced</th>
<th>Morning Star - Active Growth</th>
<th>First Global-Multi Asset</th>
<th>MADP Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>As on 31&lt;sup&gt;st&lt;/sup&gt; March 2022</td>
<td>1M 2.79%</td>
<td>2.10%</td>
<td>2.55%</td>
<td>1.33%</td>
<td>1.76%</td>
<td>2.85%</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>3M -1.18%</td>
<td>-2.30%</td>
<td>-1.62%</td>
<td>-0.93%</td>
<td>-1.69%</td>
<td>-3.08%</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>6M -0.22%</td>
<td>-2.27%</td>
<td>-1.97%</td>
<td>-0.72%</td>
<td>-1.73%</td>
<td>-1.56%</td>
<td>1</td>
</tr>
<tr>
<td>As on 30&lt;sup&gt;th&lt;/sup&gt; April 2022</td>
<td>1M -0.55%</td>
<td>-2.19%</td>
<td>-1.14%</td>
<td>-1.72%</td>
<td>-1.99%</td>
<td>-1.34%</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>3M 0.82%</td>
<td>-3.63%</td>
<td>-1.98%</td>
<td>-2.20%</td>
<td>-2.98%</td>
<td>-3.49%</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>6M -1.91%</td>
<td>-5.42%</td>
<td>-3.42%</td>
<td>-3.11%</td>
<td>-4.52%</td>
<td>-2.86%</td>
<td>1</td>
</tr>
<tr>
<td>As on 31&lt;sup&gt;st&lt;/sup&gt; May 2022</td>
<td>1M -2.48%</td>
<td>-1.48%</td>
<td>-3.17%</td>
<td>-1.32%</td>
<td>-1.68%</td>
<td>-4.60%</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>3M -0.31%</td>
<td>-1.97%</td>
<td>-1.83%</td>
<td>-1.72%</td>
<td>-1.94%</td>
<td>-3.95%</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>6M -3.98%</td>
<td>-4.33%</td>
<td>-4.22%</td>
<td>-2.79%</td>
<td>-3.79%</td>
<td>-7.11%</td>
<td>3</td>
</tr>
<tr>
<td>As on 30&lt;sup&gt;th&lt;/sup&gt; June 2022</td>
<td>1M -2.62%</td>
<td>-4.91%</td>
<td>-3.77%</td>
<td>-2.74%</td>
<td>-3.97%</td>
<td>-2.66%</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>3M -5.56%</td>
<td>-8.70%</td>
<td>-7.88%</td>
<td>-5.67%</td>
<td>-7.46%</td>
<td>-8.40%</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>6M -6.68%</td>
<td>-10.80%</td>
<td>-9.38%</td>
<td>-6.54%</td>
<td>-9.03%</td>
<td>-11.91%</td>
<td>2</td>
</tr>
</tbody>
</table>

Source: PMSBAZAAR, As on 30<sup>th</sup> June 2022
PL’s Equity PMS – An Overview

Multi Strategy (Equity PMS) for Moderate to Aggressive Investors

About Multi Strategy PMS:
A Multi-Cap & Multi-Style Long Only Equity strategy that aims to generate superior returns across market cycles by following a combination of Top Down & Bottom up Approach using PL’s Proprietary DNA + VE Framework. The Strategy believes in creating a balance between agility and conviction, diversification and concentration, growth and value, and is open to rotation across Sectors & Factors to manage risks and generate returns.

Fund Manager: Mr. Siddharth Vora

Investment Strategy:
Capture Superior Visible Growth at Economical Valuations in companies with a Strong DNA.

Portfolio comprises businesses that pass PL’s proprietary DNA + VE test
- Durable Growth Opportunity
- Noticeable Right to Win
- Ace Governance
- Visible Superior Growth
- Economical Valuations

Performance as on 30/06/22

<table>
<thead>
<tr>
<th>Period</th>
<th>Multi Strategy</th>
<th>Nifty 500 (TWRR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Yr</td>
<td>18.4%</td>
<td>-0.6%</td>
</tr>
<tr>
<td>2 Yr</td>
<td>25.7%</td>
<td>9.4%</td>
</tr>
<tr>
<td>3 Yr</td>
<td>9.4%</td>
<td>11.5%</td>
</tr>
<tr>
<td>5 Yr</td>
<td>6.8%</td>
<td>9.9%</td>
</tr>
<tr>
<td>Since Inc.</td>
<td>6.3%</td>
<td>9.9%</td>
</tr>
</tbody>
</table>

KEY HOLDINGS
- Motherson Sumi Wiring
- Bharti Airtel
- Gujarat Ambuja Exports
- Gujarat Fluoro.
- HDFC Bank
- Gland Pharma
- IIFL Wealth

- AUM > Rs. 100Crore (as on 30/06/22)
- Suitable for Moderate to Aggressive Investors who seek returns in the medium term.
- Minimum Investment: Rs.50 Lakhs
- Management Fees: 2.25% p.a
PL PMS’s In-house Investment Philosophy

The DNA + VE Test

What Kind of Businesses do We Invest in?
Those with a Strong DNA

Durable Growth Opportunity
- Expansion in Addressable Markets - New Markets, New Product
- Large Headroom of Category Growth - Under-penetration
- Value Migration : unorganized to organized, unbranded to branded and uptrading to downtrading, tech disruption, commodity to speciality
- Favorable regulatory changes
- Changing consumer preferences
- Structural tectonic market shifts

Noticeable Right To Win
- Dominance in Scale (among top 5 in the space & growing)
- Specialization/ Differentiation driving superior growth by reducing competition and aiding pricing power
- Superior Execution & Efficiency (is opm better than industry or is capex cheaper)
- Superior Capital Access/ Talent Attraction/ Technology Adoption
- Strong Entry Barriers – Regulatory Barriers, Technological Complexity, Startup or Replacement Costs, Patents, Human Capital Requirements

Ace governance
- Accretive Capital Allocation & Capital Distribution & Capital Structure History
- Clean Audit record, Credit Rating History, low contingent liabilities/goodwill
- Efficient Cash Conversion
- Pledged shareholding and reason thereof
- Frequent / sizeable insider trading
- Management Depth, Succession, Board Structure

Visible Superior Growth:
- Higher than market, economy, peers and industry growth in 1-3 year Period
- Visible Sector or Company level tailwinds or Triggers
- Productive Capex (capacity expansion, hiring, value chain enhancement, technology improvements) announcements
- Corporate Actions

Economical Valuations:
- Headroom for Rerating lead by improved growth trajectory or efficiency improvements
- Acceptable Relative Valuations for given level of growth, longevity, efficiency, volatility in earnings, and historic multiples
- Valuation catch up to peers due to relatively reasonable multiples vs peers
- Structural Earnings growth expansion
Investment Framework, Process and Themes

Macro Themes:
- Inflation Proofing – Play Resource Producers & Agro Commodities
- Weakening Rupee – Play Dollar linked Exporters
- Rate Hike Cycle – Preference for High CASA Financials
- Margin Compression – Invest in Companies with Pricing Power
- Growth Deceleration – Play visible Growth at Economical Valuations

After DNA Test – Portfolio Construction based on:
- Superior Visible Growth in 1 - 3 Year Period
- Economical Valuations Relative to Growth, Efficiency and its historical Multiples
- Right Sizing Weights based on Conviction & Shift in Style & Sector Outlook

Risk Control & Construction:
- Concentration Risk: Sector & Stock
- Liquidity Risk
Multi Strategy

**BALANCE IS CREATED NOT FOUND**

Delta is the source of all investment returns & we capture Delta while creating balance.
Circle of DELTA

Improvement in Efficiency

- Operating Margins
- Operating Leverage
- Asset turnover
- Financial Leverage

Circle of DELTA

Earnings Growth

- Revenue - Volume, Realizations, Mix
- Costs - Input, Conversion, Financial
- Capex, Acquisition, New product / New market, Distribution

Rising Valuations

- Improving RoE, perception of growth
- Margin of Safety
- Management/Board Change, Corporate Actions
Periodic Client Engagement

**Monthly Connect**
- Portfolio Holding & Performance Reports
- Market Outlook
- Portfolio Updates

**Quarterly Connect**
- Discussion on Portfolio Strategy – Webinar
- Evaluating Hits & Misses

**Annual Connect**
- Audited Tax Statements
- Audited Portfolio Reports

**24/7 – 365 1-1 Client Support**
- Daily Online Live Portfolio View
- Dedicated RM
- 24/7 Email Support
Meet our Team

Amisha Vora
Head of Investment Committee
Experience - 35 years

Siddharth Vora, CA-CFA-MSC
Head, Investment Strategy & Fund Manager
Experience - 5 years

Nupur Patel, MBA
Principal Officer – PMS,
Experience - 20 years

Dr. Punita Kumar - Sinha
Chairperson – PL PMS Funds Mgmt
Experience - 30 years

Venil Shah, MBA
Senior Research Analyst
Experience - 10 years

Ritika Chhabra
Economist & Macro Analyst
Experience - 8 years
MADP Strategy may invest substantially in equity, debt, gold and international securities. Equity securities and equity related securities are volatile and proven to price fluctuations.

Multi Strategy primarily invests in listed equities across market cap i.e. large cap, mid cap and small cap. Strategy may invest substantially in equity and equity related securities. The risks associated with such strategy are likely higher than a well-diversified equity investment/fund. As the strategy will be invested in a limited number of stocks, since strategy follows a concentration stock strategy, in case the chosen stock does not perform, it could adversely impact the returns of the strategy. Consequently, the value of investment may be affected. Equity securities and equity related securities are volatile and proven to price fluctuations.

Note:
The liquidity of investments made in the portfolios may be restricted by trading volumes and settlement periods. Settlement period may be extended significantly by unforeseen circumstances. The inability of the portfolios to make intended securities purchase due to settlement problems could cause the portfolios miss certain investment opportunities. Similarly, the inability to sell securities, held in the strategies portfolios 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 portfolios. 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 portfolios 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 portfolios.

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. The returns are calculated on the basis of Time Weighted Rate of Return (TWRR unitized) method. These performance records are not verified by SEBI or any other regulatory authority. The data is only for the discretionary portfolio management services.