

# AAA - INDIA'S LEADING PORTFOLIO MANAGEMENT SERVICE PROVIDER



## Why AAA?

- 1**  
**FOUNDERS** are the Fund Managers
- 2**  
**EASY ACCESS** to the fund managers
- 3**  
**AWARD WINNING** Investment Team and Track record
- 4**  
**COLLECTIVE** Investment experience of more than 50 years
- 5**  
**NO CONFLICT OF INTEREST** – we have only one line of activity - PMS and investment advisory
- 6**  
**ASSOCIATION** with world class institutions – Deutsche Bank and HDFC Bank as Custodian and Fund Accountant; SHCIL as the DP

## Investment philosophy and the process

### OUR BELIEF

**“PROTECT CAPITAL, CREATE WEALTH”**

Prudent risk management is the core of our investment philosophy. We do the risk management through:



DIVERSIFICATION



STAGGER INVESTMENT



DEFINED EXIT STRATEGY

Wealth Creation is done through “3M Stock Selection Process”

- 1**  
**MARKET SIZE**  
Identify the large business opportunities
- 2**  
**MARKET SHARE**  
Identify the companies which are the leaders in their respective segments
- 3**  
**MARGIN OF SAFETY**  
Buy the business/ stock at reasonable valuation



# AAA FOCUS PMS PLAN



## Protect Capital Create Wealth

### OVERVIEW

AAA FOCUS PMS plan is a portfolio of 30 companies which are market leaders with strong corporate governance and high growth potential with an investment horizon of 3-5 years.

### WHY INVEST IN AAA FOCUS PMS?

- ▲ India investment strategy with strong emphasis on superior and sustainable growth
- ▲ Concentrated portfolio of 30 high quality growth companies
- ▲ Focus on companies with the strong balance sheet and high return on capital employed

### A HIGH CONVICTION & QUALITY APPROACH

Based on our proprietary 3M Investment Approach, we invest in companies with proven management, a strong balance sheet, superior earnings growth, and stellar corporate governance. We believe that by investing in companies with resilient fundamentals and sustainable competitive advantage while taking a long term investment approach, we can preserve capital and provide stability across market cycles. Our radically resilient strategy is in accordance with our 3M approach of Market Size, Market Share, and Margin of Safety.

### PRODUCT PROFILE

<b>No. of holdings</b>	<b>Maximum 30</b>
<b>Style</b>	Growth
<b>Type</b>	Multicap (Minimum 60% large cap)
<b>Benchmark</b>	BSE 500 Index
<b>Indicative Investment horizon</b>	Long term

### AAA FOCUS PORTFOLIO CHARACTERISTICS

<b>No. of holdings</b>	<b>28</b>
<b>Allocation</b>	Large cap – 72.0% Mid cap – 24.3% Small cap – 3.0%
<b>EPS growth (FY22E)</b>	39%
<b>ROE (FY22E)</b>	18.6%
<b>PER (FY22E)</b>	59x

### AAA FOCUS PERFORMANCE CHART



Compounded Annual Returns (%)	1 Year	2 Year	3 Years	5 Years	AAA Focus SI*
AAA FOCUS PMS	28.6%	25.8%	21.0%	17.8%	15.5%
BSE 500 Index	31.6%	24.8%	19.3%	18.1%	13.0%
BSE Midcap Index	40.7%	30.6%	18.7%	17.0%	14.3%
BSE Smallcap Index	64.1%	48.0%	27.3%	20.6%	15.3%
Nifty	25.6%	20.8%	18.3%	17.7%	11.9%
SENSEX	23.2%	20.2%	18.6%	18.3%	12.1%

\*(07 December 2014 – 31 December 2021) (Performance is after all expenses and fees from April 2018 onwards. Prior to April 2018, the performance is after all the expenses and fixed management fees. Index performance is calculated using Total Return indices as per SEBI)

### DISCLAIMER

Equity Investments are subject to market risks, read all plan related documents carefully. Past performance may or may not be sustained in future and should not be used as a basis for comparison with other investments. Performance related information provided herein is not verified by SEBI.

