



AAA DIGITAL INDIA PORTFOLIO



WHY AAA DIGITAL INDIA?



Exposure to Digitalisation

Aims to build multicap exposure to digitalisation across sectors.



Growth potential

Invests in companies that are expected to grow faster than the traditional economy.



Grounded research

Combines top-down and bottom-up approach to identify companies with strong business moat and likely to be the major beneficiaries of digitalization.

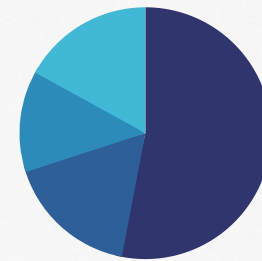


Active & Disciplined investment Management

Not just stock pickers but active portfolio managers centered on your long-term goals.

PORTFOLIO DETAILS (31 August 2022)

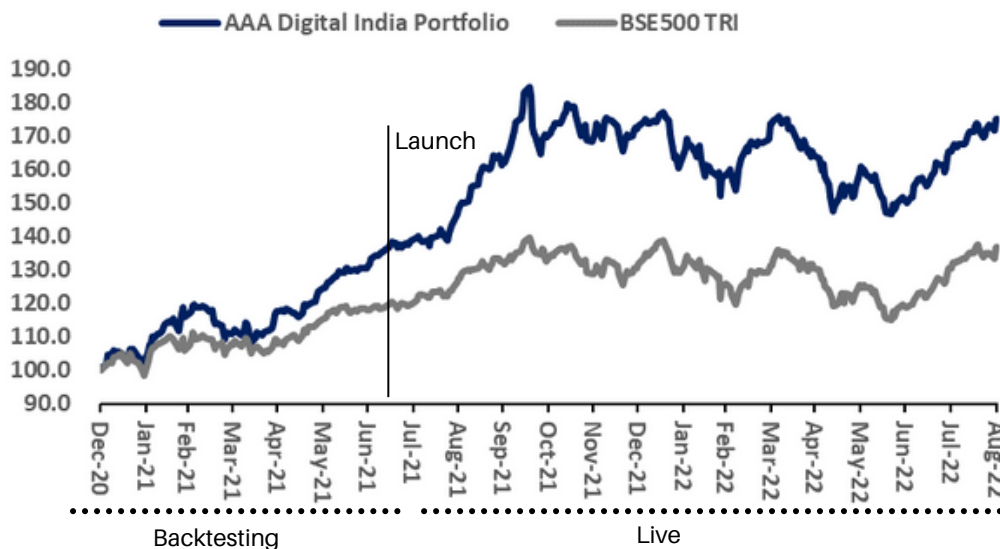
Name of Advisor :	AlfAccurate Advisors
Benchmark:	BSE500 Index
No. of holdings:	16
Type:	MultiCap



- Large Cap : 52%
- Mid Cap : 19%
- Small Cap : 13%
- Cash : 16%

Objective : We seek to generate long-term capital appreciation from a portfolio of securities, that are relevant to AAA's investment theme of digitalisation. We aim to build a portfolio of 10-15 companies which are market leaders with strong corporate governance and high growth potential.

GROWTH OF Rs. 100,000



PERFORMANCE (Since Inception absolute returns)

AAA Digital India	34.2%
BSE 500 Index	15.3%

(Date of inception: 25 Jun 2021)

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.

Equity Investments are subject to Market risks. Please read all plan related documents carefully.

PORTFOLIO STRATEGY

India is one of the largest and fastest-growing markets for digital consumers & enterprises. The digital economy is expected to contribute 18-20% of GDP by FY25 compared with ~8% in FY18. AAA Digital India Portfolio aims to capitalize on robust digital ecosystem and faster digital adoption by focusing on companies leading the change.

PORTFOLIO COMPOSITION

Top 5 Sectors

Banking	: 31%
Consumer	: 13%
Software platform	: 12%
Engineering	: 12%
Technology	: 7%

Top 5 Holdings

- 1) ABB India
- 2) Avenue Supermarts
- 3) ICICI Bank
- 4) Bajaj Finance
- 5) Home First Finance

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Disclaimer

This Key Information and Disclosure Document has been prepared inter-alia in pursuant to regulation 18 of the Securities and Exchange Board of India (Investment Advisers) Regulations, 2013, as amended from time to time (the Regulations) and the Circulars, Guidelines and instructions issued by SEBI thereunder from time to time. This document is intended only for the personal use of the prospective investors to whom it is addressed or delivered and must not be reproduced or redistributed in any form to any other person without prior written consent of AlfAccurate Advisors Pvt. Ltd. This document does not purport to be all-inclusive / comprehensive, nor does it contain all the information which a prospective investor may desire for making decisions for engaging the Investment Advisor. For the purpose of this document, “**Investment Advisor**” (IA) means **AlfAccurate Advisors Private Limited**, a body corporate, who has obtained certificate from SEBI to act as a Investment Advisor under Securities Exchange Board of India (Investment Advisers) Regulations, 2013, vide Registration No. INA000015701;

History, Present Business and Background:

AlfAccurate Advisors Pvt. Ltd (AAA) is a SEBI registered Portfolio Manager and Investment Advisor firm established in 2009. It offers PMS and Investment Advisory services to its clients vide SEBI registration No. and respectively.

Brief about the Promoter: Mr. Rajesh Kothari is the visionary Founder & Managing Director of AAA & the driving force behind making AAA one of India’s most respected, award-winning investment management firms. With 25+ years of rich experience in the Indian capital market with deep expertise in Long Only & Long Short investment strategy, he has conceptualized & executed AAA’s unique Radically Resilient investment ethos and 3M investment philosophy towards consistent superior risk-adjusted returns over the past 11 years.

Prior to founding AAA, Rajesh was a Fund Manager at DSP Merrill Lynch Fund Managers (now DSP BlackRock Investment Managers). During his tenure, their AUM flourished from USD 100mn to a staggering USD 1.5bn. All through this period of 5 years, the equity schemes often ranked in its 1st ‘Quartile Ranking’ by CRISIL, a Standard & Poor’s affiliate. For his superior performance, Rajesh was Rated as “Platinum Fund Manager” by Economic Times for DSPML Equity Fund on a risk-adjusted return basis (Jul 2006) and received CNBC TV18 – CRISIL Mutual Fund of the Year Award in 2006. Additionally, he won the CRISIL Mutual Fund of the Year Award in 2006 for DSP Merrill Lynch Equity Fund. During his tenure, the fund house also received the Lipper India Fund award for the Best Equity Fund Group for three years. AAA IOP PMS received award (Rank 3) for Best 10 years performance across categories by PMSAIF World for delivering superior risk adjusted returns in 2021.

As a dynamic and result-oriented leader, he brings to the table keen analysis, sharp insights, and a results-oriented approach to drive high returns. Millions of investors across the country tune into his frequent TV appearances as a distinguished market expert on CNBC TV18, Times Now & Bloomberg. He has also been a keynote speaker at several international conferences and summits, including Maharashtra Economic Summit, Institute of Directors, Trade Tech Asia conference, and The World Council for Corporate Governance.

Affiliation with other intermediaries

There are no affiliations with other intermediaries except that AAA has empaneled various financial intermediaries and / or financial institutions and / or individuals for promoting / distributing its various financial product offerings including availing their advisory / distribution / on-boarding platform(s).

Disciplinary History / Complaint Status

- (i) No penalties/directions have been issued by SEBI under the SEBI Act or Regulations made there under against AAA or its Promoters, or employees relating to Investment Advisory services.
- (ii) There are no pending material litigations or legal proceedings, findings of inspections or investigations for which action has been taken nor initiated by any regulatory authority against the AAA or its Promoters, or employees
- (iii) For latest update on complaints kindly visit website: www.alfaccurate.com

Services offered and terms of offerings

- (a) The Investment Adviser shall provide investment advice to the Clients relating to investing, purchasing, selling, or dealing in securities or investment products/asset classes such as shares, debentures, bonds, derivatives, securities instruments, structured products, units of MF/AIF/REIT/InvIT/ETF/PMS, private equity, alternative asset class such as real estate, commodities, angel investment, offshore investment etc.
- (b) The Investment Adviser provides advice on investment portfolio containing or any other investment product suitable to the Client's needs and on-going monitoring, periodic review, asset allocation and financial planning including analysis of Clients' financial position, identification of its financial goals and developing and recommending financial strategies to realise such goals.
- (c) Investment Adviser undertakes that all such Investment Advisor services shall be offered to the client with no binding whatsoever and client shall be free to implement or execute the services with any distributor/broker/intermediary of his/her/its choice.
- (d) The performance related information stated by the Investment Adviser will be on a consolidated basis which would neither be verified nor approved by SEBI. The performance / returns of the stock across advised individual portfolios may vary significantly from the data depicted by the Investment Adviser. No claims may be made or entertained for any variances between the performance depictions and that of the stock within individual client portfolios. Neither the Investment Adviser, nor its Promoters, employees, affiliates shall in any way be liable for any variation noticed in the returns of individual portfolios. Performance of AAA shall have no bearing on the expected performance of an Individual Client Portfolio. AAA also does not guarantee or assure any minimum or risk-free returns. Past performance of the financial products, instruments and the portfolio may or may not be sustained in future and should not be used as a basis for comparison with other investments.

Risk Factors

The value of the investments and the expected returns may be affected generally by factors affecting financial and securities markets, such as price and volume, volatility in interest rates, currency exchange rates, liquidity risk, changes in regulatory and administrative policies of the Government or any other appropriate authority (including tax laws) or other political, economic, and other such factors. The advisory portfolio offered by the x may be suitable for clients with “Aggressive”/ “High Risk” risk profile. The Investment Advisory does not offer any assured / guaranteed returns. Investments in securities is subject to market risk. Please read the Key Information carefully before investing. The Investment Adviser shall not be liable or responsible for any loss or shortfall resulting on account of Non-Discretionary Investment Advice. The views represented by Investment Adviser should not be taken as the basis for an investment decision.

Holdings and Disclosure of Interest

AAA or its affiliates or employees/Promoters or funds advised/managed by AAA may have same or contra positions in personal or fiduciary capacity the above securities/stocks. Investors should take caution while executing the advice based on their risk/return profile and suitability.

Conflict of Interest

Client understands that subject to the applicable laws, AAA may give advice or take action in performing its duties to other clients, or for its own accounts, that may or may not differ from advice given to or acts taken for the Client. AAA is not obligated to recommend to the Client, any security or other investment that AAA may buy, sell, or recommend for any other client or for its own accounts.

(i)AAA or its affiliates may be involved in other financial, investment or other professional activities which may on occasion cause conflicts of interest with the investment advisory services being provided to the Client. These include serving as directors, officers, advisers, or agents of other companies.

(ii)In addition to the investment advisory services, the Client may also choose to avail any other services inter-alia related to Portfolio Management Services/Alternative Investment Fund Services as may be provided by its affiliates or through its separate division(s)/entities. The Parties may have to accordingly govern themselves by the terms and conditions as may be laid down or applicable in case of the aforementioned activities subject to the following:

•**As an entity:AAA**, for its own proprietary purposes may invest / divest in various securities / investments, from time to time at its own discretion which will be undertaken by a separate and dedicated team. The said segregation will ensure avoidance of conflict of interest with regard to the investment advisory and related business of the Company. Such proprietary investment transactions may at times be contrary to the investment advice or other related business or actions inter-alia due to reasons such as different risk profile, returns expectation, investment objective or risk perception of the entity being advised

•**As its business activities**: Apart from providing investment advisory services through its separately identifiable division/entity called AAA Investment Advisory under AAA Brand, AAA is also engaged in providing various financial services and in connection with any advice on securities or investment products so serviced, AAA may earn fees or remuneration in form of management fees or any other fees by whatever name called.

•**As its Promoters or employees**: AAA, its Promoters or employees may also advice or be connected with any fund house, portfolio manager, mutual fund/asset management company, alternative investment funds, broking company or any other entity or its Promoters or employees offering any financial product (which may be part of investment advice) or undertake any execution services and accordingly they may earn management fees, for the same.

•**Future business activity**: During the course of business, as part of normal business activity, AAA, its Promoters or its affiliates may undertake any other business or register with SEBI or any other regulator or body for conducting business activities that may be directly or indirectly connected with its long-term business objectives in line with its Object Clause inter alia including corporate advisory etc.

However, the Client shall not be under any obligation to avail the execution, or any other such services offered by the Investment Advisor, the division of AAA or affiliate of AAA. All fees and charges, wherever applicable, for such services shall be paid directly to execution service providers and not through the Investment Advisor.

Other disclosure:

The information shared by the Investment Adviser from time to time should not be construed as any form of advice, recommendation, or suggestion, to buy or sell any securities or financial instruments or avail any services to any individual or entity. Investment Adviser shall not be responsible for the loss or damage (financial or otherwise) caused due to incorrect, inaccurate, or erroneous information, details or data stated in the document(s).

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AAA declare that the data and analysis provided shall be for informational purposes. The information contained in the analysis shall be obtained from various sources and reasonable care would be taken to ensure sources of data to be accurate and reliable. AAA will not be responsible for any error or omission in the data or for any losses suffered on account of information contained in the analysis. While AAA will take due care to ensure that all information provided is accurate however AAA neither guarantees/warrants the sequence, accuracy, completeness, or timeliness of the report. Neither AAA nor its affiliates or their Promoters, directors, employees, agents, or representatives, shall be responsible or liable in any manner, directly or indirectly, for views or opinions expressed in this analysis or the contents or any systemic errors or discrepancies or for any decisions or actions taken in reliance on the analysis. AAA does not take any responsibility for any clerical, computational, systemic, or other errors in comparison analysis.

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The Investment Advisors (including its affiliates) and any of its Promoters, officers, employees, and other personnel will not accept any liability, loss, damage of any nature, including but not limited to direct, indirect, punitive, special, exemplary, consequential, as also any loss of profit in any way arising from the use of this document in any manner whatsoever.

This document may include certain forward-looking statements which contain words or phrases such as "believe", "expect", "anticipate", "estimate", "intend", "plan", "objective", "goal", "project", "endeavor" and similar expressions or variations of such expressions that are forward-looking statements. Actual results may differ materially from those suggested by the forward-looking statements due to risks, uncertainties, or assumptions. AAA takes no responsibility of updating any data/information.

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AAA (including its affiliates) may offer services in nature of advisory, consultancy, sponsorship of funds, investment management of funds which may be in conflict with the activities of investment advisory services.

Prospective clients are advised to review this document, Advisory Agreement, presentation(s), and other related documents carefully and in its entirety. Prospective clients should make an independent assessment, and consult their own counsel, business/investment advisor and tax advisor as to legal, business and tax related matters concerning this document, the Advisory Agreement, and the other related documents before becoming interested in the Advisory Portfolio.

Tenure or investment horizon of typically investments advisory portfolio will have a medium to long term time horizon of 3-5+ years. The risks disclosed may affect portfolio performance.

The information contained in this document has been prepared for general guidance and does not constitute a professional advice /assurance and no person should act upon any information contained herein without obtaining specific professional advice/Assurance. Neither the Investment Advisor nor its Affiliates or advisors would be held responsible for any reliance placed on the content of this document or for any decision based on it. Each existing / prospective client , by accepting delivery of this document agrees to the foregoing. The Investment portfolio are subject to several risk factors including but not limited to political, legal, social, economic, and overall market risks. The recipient alone shall be fully responsible/are liable for any decision taken on the basis of this document. The Investment Advisor is also registered with SEBI as a Portfolio Manager. AAA, its Promoters employees, PMS clients may have existing exposure to the stocks that form part of the investment advisory portfolio. Further, in view of the investment objective and strategy of the PMS clients there may be situations where AAA may be selling a stock which is part of the advisory portfolio.

The advisory portfolio offered by the Investment Advisor is suitable for clients with "Aggressive"/ "High Risk" risk profile. The Investment Advisory does not offer any assured / guaranteed returns. Investments in securities is subject to market risk.

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