

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

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

AAA FOCUS PORTFOLIO CHARACTERISTICS

| | |
|--------------------|--|
| No. of holdings | 27 |
| Allocation | Large cap – 66% Mid cap – 23% Small cap – 5% |
| EPS growth (FY23E) | 33% |
| ROE (FY23E) | 18% |
| PER (FY23E) | 43x |

AAA FOCUS PERFORMANCE CHART

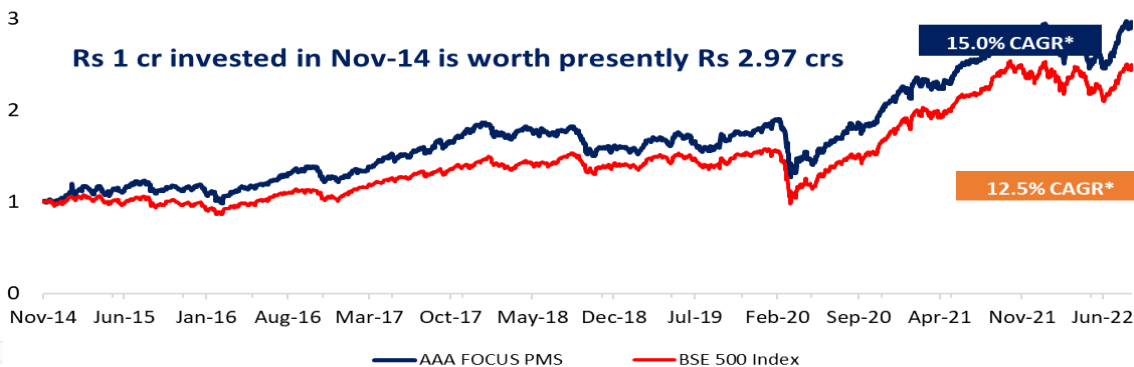


TABLE:

| Compounded Annual Returns (%) | 1 YEAR | 2 YEARS | 3 YEARS | 5 YEARS | #Since Inception |
|-------------------------------|--------|---------|---------|---------|------------------|
| AAA Focus Plan | 8.9 | 28.5 | 22.9 | 13.2 | 15.0 |
| BSE 500 Index | 7.0 | 29.8 | 21.3 | 13.6 | 12.5 |
| BSE Midcap Index | 7.9 | 33.2 | 25.0 | 11.5 | 13.6 |
| BSE Smallcap Index | 7.3 | 42.5 | 33.0 | 13.4 | 13.6 |
| CNX Nifty | 5.1 | 26.5 | 18.6 | 13.8 | 11.4 |

#(17 November 2014 – 31 August 2022) (Performance is after all expenses and fees from April 2018 till last quarter. Prior to 2018 the Performance is after all expenses and Fixed management fees till last quarter. Index performance is calculated using Total Return indices as per

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.

