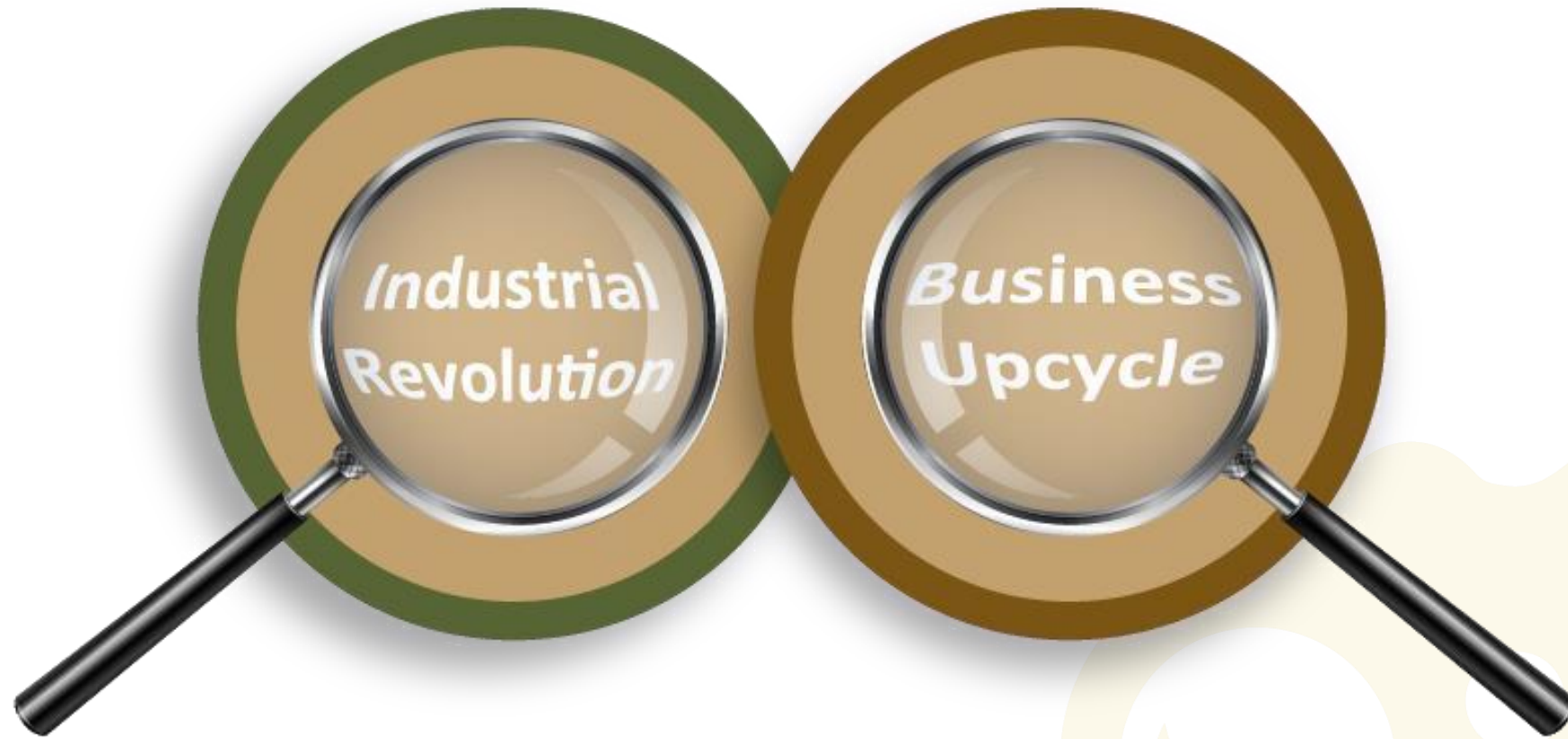


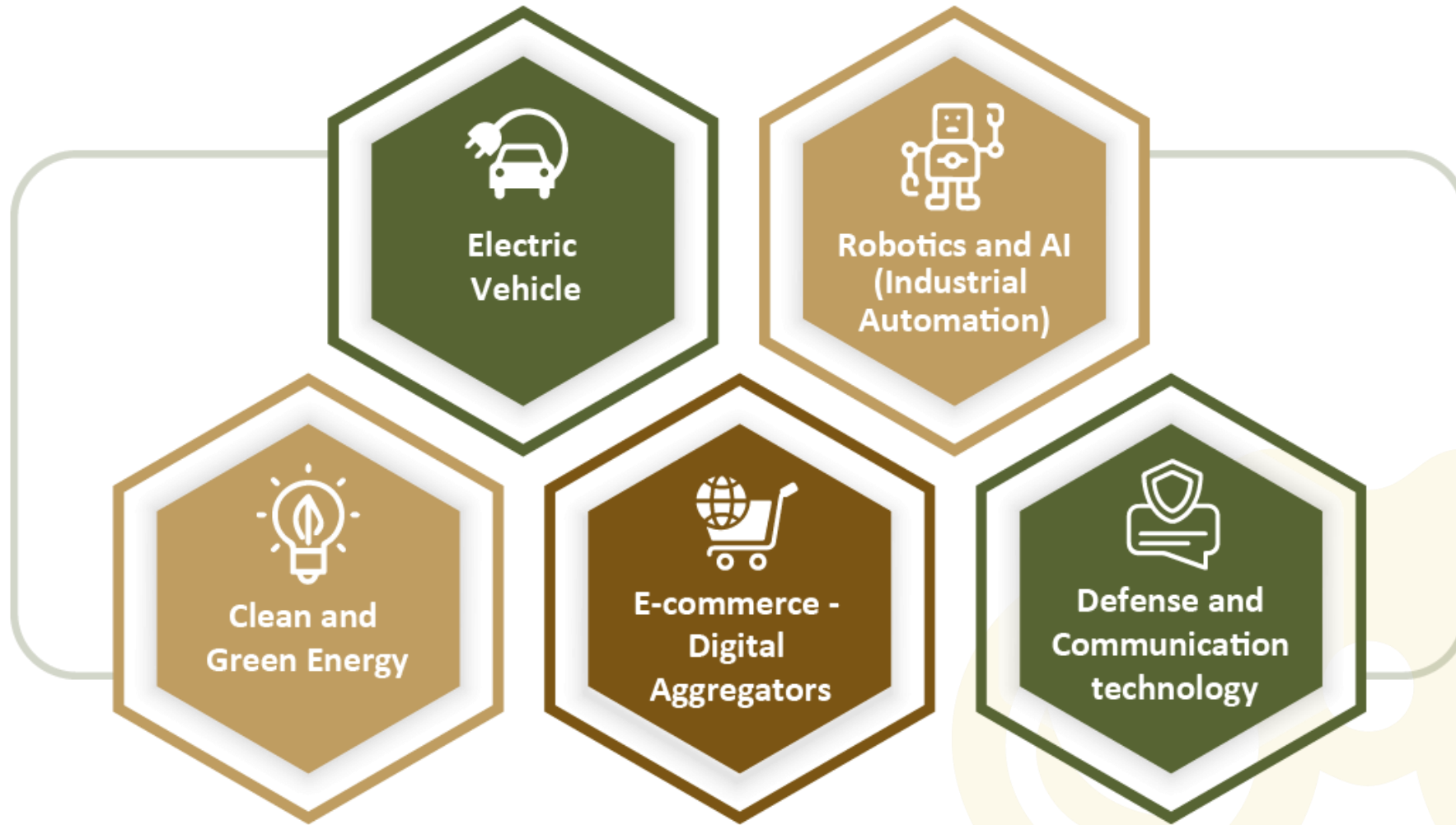
Investment Approach

**DECENNium**   
**OPPORTUNITY**





Investing in companies which are likely to benefit from Industrial Revolution, new age business, favorable Policies, and companies that are showing visible sign of turnaround with higher growth in their next business up cycle.



Note: The above opportunity are given for illustration purpose there are many other emerging business in this ongoing industrial revolution, which could form a part of portfolio.



## Digital India and Ecommerce:

Various Government initiatives, namely Digital India, Make in India, Start-up India, Skill India and Innovation Fund to help Ecommerce. It is estimates that active Internet users (AIU) in India will grow from 622 million in FY2020 to over 900 million in 2025 - which is essentially a growth of around 45% in the adoption of the internet in India over the next five years



## Electric Vehicle

- FAME-2, PLI and state government EV policies are expected to promote EV demand, improve localization, increase cost competitiveness and develop a complete ecosystem.
- 'The EV market is expected to expand at a CAGR of 44% between 2020 and 2027 and is forecasted to touch 6.34 million units of annual sales by 2027,' the IESA report said. Similarly, annual demand for batteries is expected to increase by 32% to reach 50 GWh by 2027, with 40 plus GWh for lithium-ion batteries.



## Robotics/AI Industrial Automation

- Industrial Automation is becoming a norm as more and more factories and manufacturing units are becoming digital and process are becoming more and more automatic. This is Also creating a big opportunity for companies operating in the Industrial Automation space.
- Also Next industrial Revolution in focusing on customer experiences and customized product and service offering.

Note: The above opportunity are given for illustration purpose there are many other emerging business in this ongoing industrial revolution, which could form a part of portfolio.

## Clean and Green Energy

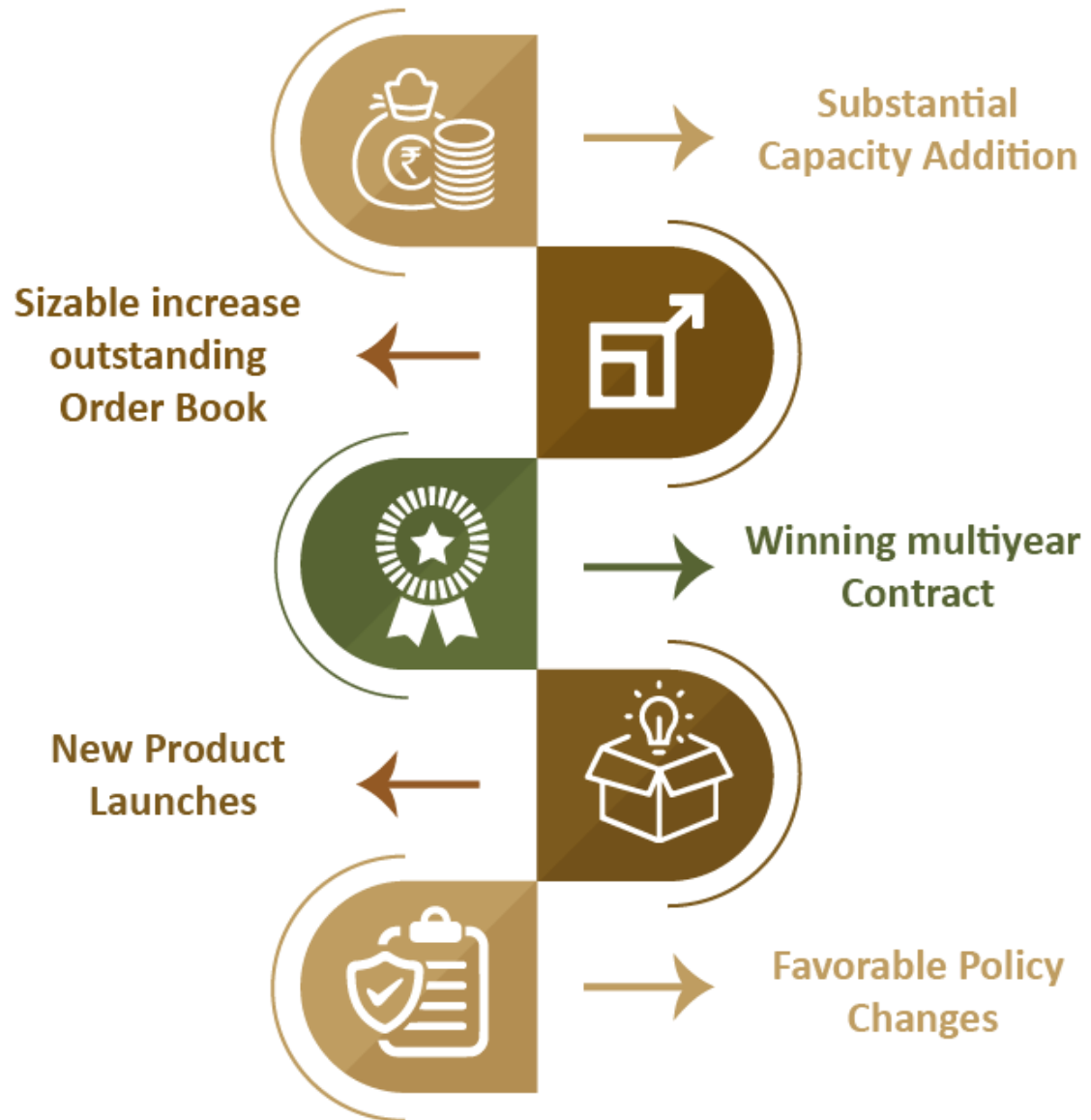


- It is expected that by 2040, around 49% of the total electricity will be generated by renewable \*Use of renewables in place of coal will save India Rs. 54,000 crore (US\$ 8.43 billion) annually<sup>3</sup>. Renewable energy will account for 55% of the total installed power capacity by 2030.
- As per the Central Electricity Authority (CEA) estimates, by 2029-30, the share of renewable energy generation would increase from 18% to 44%, while that of thermal is expected to reduce from 78% to 52%.

## Defence and Communication Technology

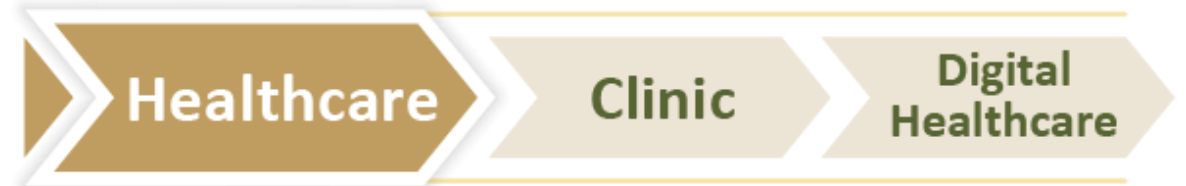


- Government is focussing on innovative solutions to empower the country's defence and security via 'Innovations for Defence Excellence (iDEX)', Platform for start-ups to connect to the defence establishments and develop new technologies/products in the next five years (2021-2026).
- The Defence Ministry has set a target of 70% self-reliance in weaponry by 2027, creating huge prospects for industry players. Introduced Green Channel Status Policy (GCS) to promote and encourage private sector investments in defence production to promote the role of private sector in defence production.



- Indian economy has found its place among the key global players in many of the sectors.
- India increasing its share and becoming a part of the global supply chain and also a reliable partner.
- Government focus on building capabilities, scale and good manufacturing practices.
- PLI, Export incentive and Atmanirbhar Bharat Initiative very well supportive to strengthen India's private players/ Entrepreneurs to scale up their business.
- With overall economic growth both at macro and micro level and favorable policy many sectors enters into their next business upcycle

# Opportunities at every level of emerging business



The key to success is to adapt to the changing business dynamics.



# Opportunities at every level of emerging business



The key to success is to adapt to the changing business dynamics.

### New China Vs Chinese Broader Market Index



Source: Bloomberg/Market Grader

We can see from the graph the stocks in New economy China has outperformed the broader markets in China.

Indian economy too is witnessing the similar trend with new economy sectors and companies likely to showcase strong growth relative to broader market in coming years.

The MarketGrader China New Economy Index seeks to follow the most fundamentally sound companies with the best growth prospects in the Consumer Staples, Consumer Discretionary, Technology, and Health Care sectors that are domiciled and listed in Mainland China.



**Business Moat/ Competitive Advantage Niche Business Model**



**Stable and Improving Margins with Higher ROE and ROCE**



**Asset Light Model (most cases) and Working Capital Efficiency**



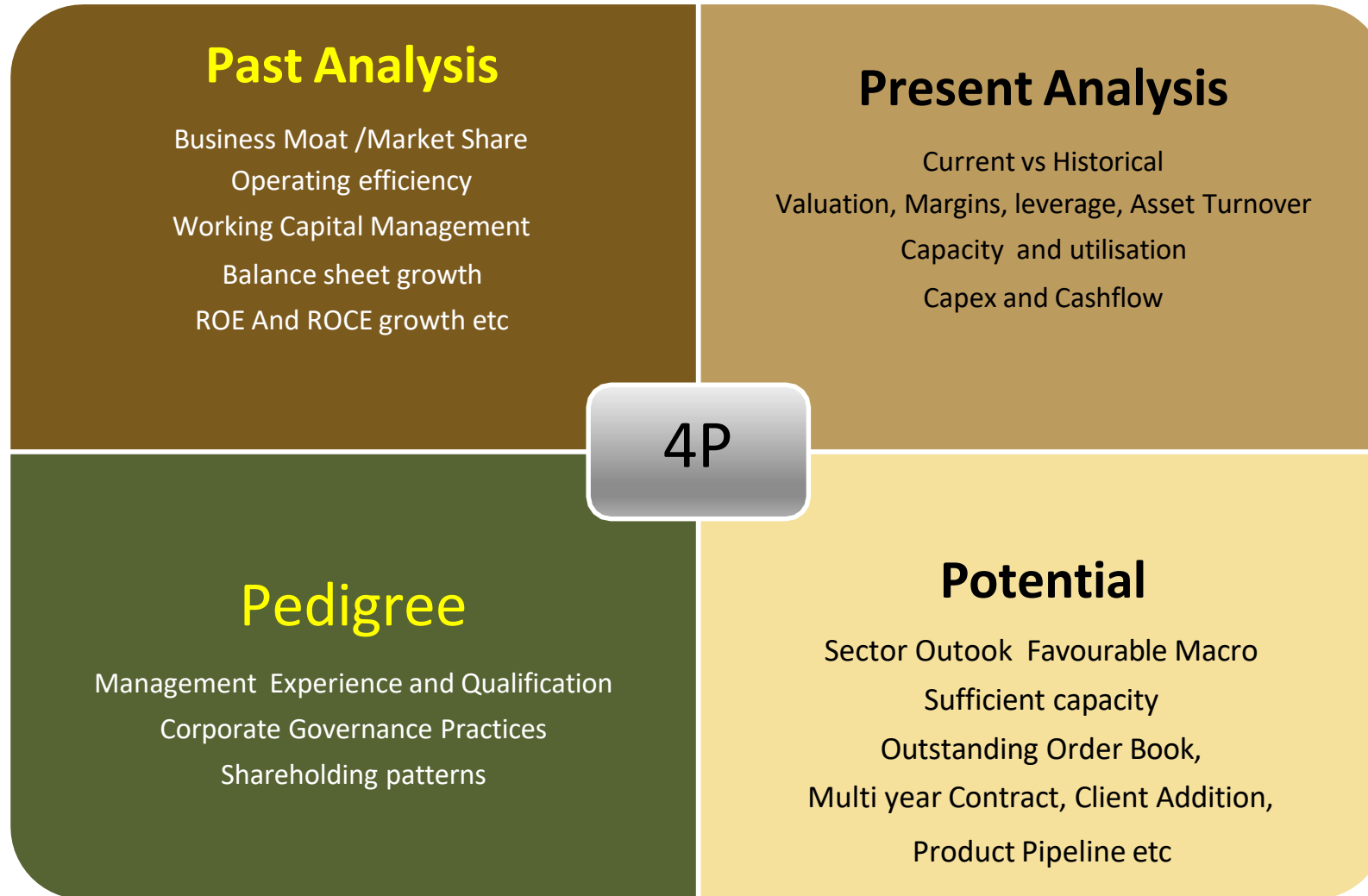
**Strong Corporate Governance Standard**



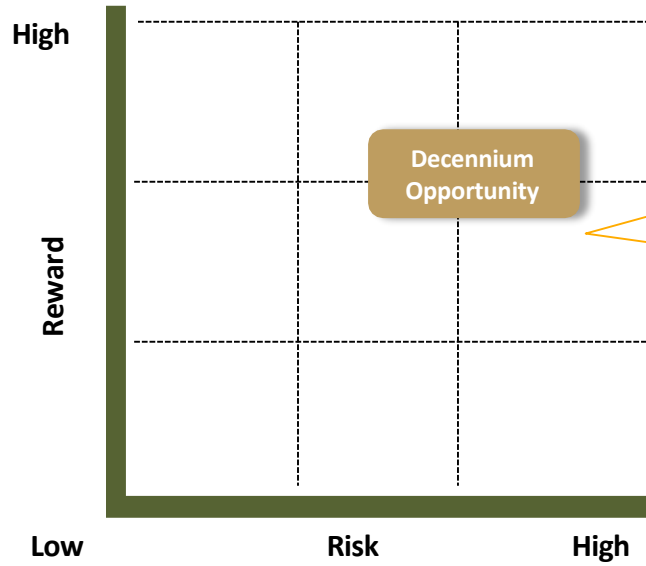
**Scalability of business / Higher growth Expectation /Rising gross Block**



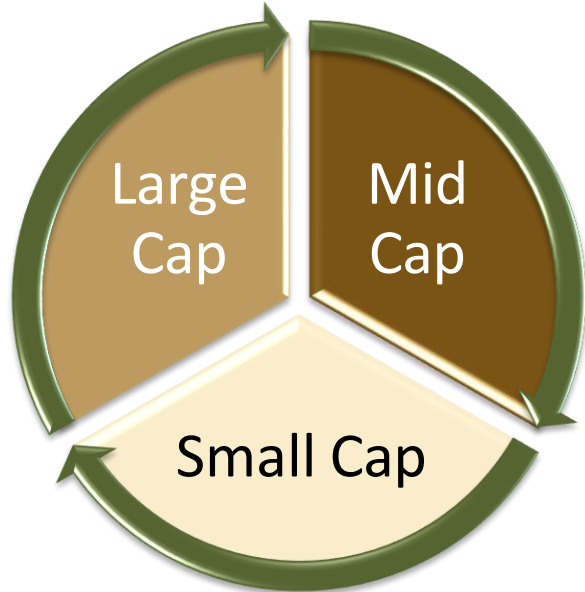
**Substantial Upside coming from business segment which are emerging and going to lead next cycle**



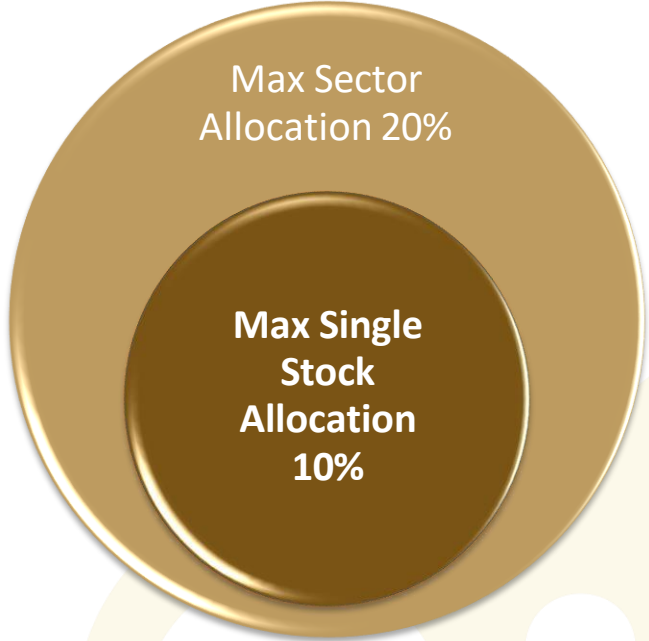
Companies to undergo 4 P Analysis to make it to the Universe



Portfolio Positioning Moderate to Aggressive Risk & Reward



Allocation



Multi-cap Style of investment, Fund manager may change the allocation according to market condition. Minimum market Cap of 1000 cr



V

## Valuation Check

A constant check is kept on the valuation of the companies so that any stock whose valuation becomes relatively high, due to any reasons like sentiments or increase in liquidity, is exited before any price correction comes to the stock. We then shift the money to a new stock with a reasonable valuation.

I

## Impact of Events

A stock price can be highly affected by an event or series of events, recent examples: COVID crisis, Russia-Ukraine War, Increase in Crude Price, Interest Rates Hike etc. Our team actively tracks these events and makes timely modifications as per the situation's needs to minimize risks & optimize returns.

E

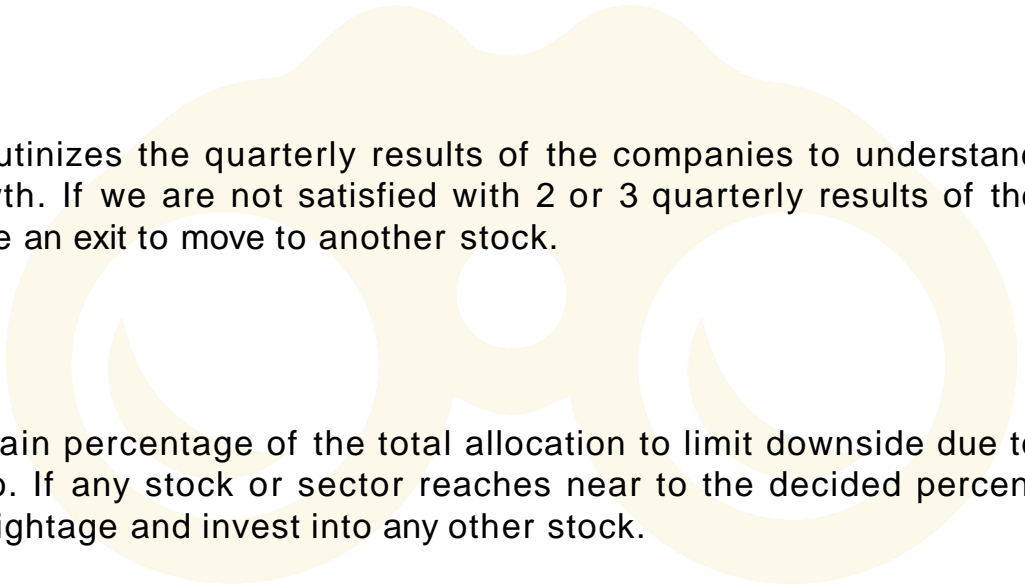
## Earnings Visibility Changes

Our fundamental research team scrutinizes the quarterly results of the companies to understand the current & future estimated growth. If we are not satisfied with 2 or 3 quarterly results of the company & don't see growth, we take an exit to move to another stock.

W

## Weightage Check of the Holdings

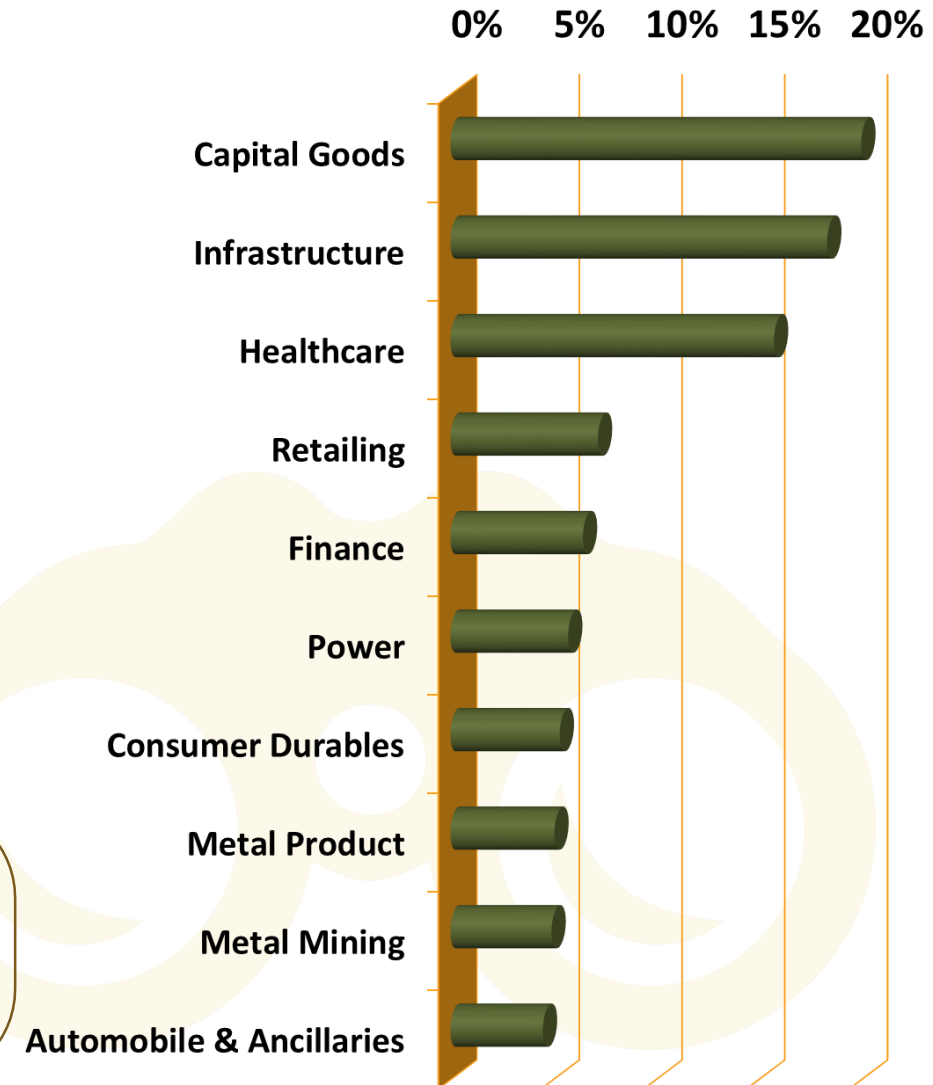
Every stock & sector has been capped to a certain percentage of the total allocation to limit downside due to any uncertainties and also diversify the portfolio. If any stock or sector reaches near to the decided percent of allocation, we book profits and reduce the weightage and invest into any other stock.



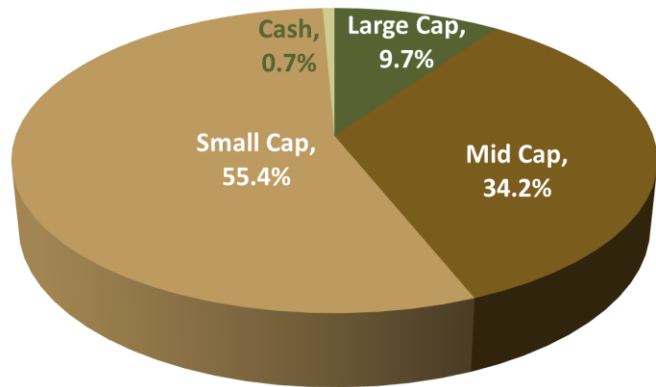
# Portfolio Synopsis

Sr No	Top 10 Holdings	% Holdings
1	Bharat Electronics Ltd	9.7%
2	KEC International Limited	7.6%
3	Ethos Limited	7.2%
4	Caplin Point Laboratories Limited	6.7%
5	Indian Renewable Energy Development Agency	6.5%
6	EMS Limited	6.2%
7	Deepak Nitrite Ltd	5.7%
8	Blue Star Ltd	5.3%
9	Venus Pipes and Tubes Limited	5.1%
10	Techno Electric & Engineering Company	4.9%

## Sector Allocation



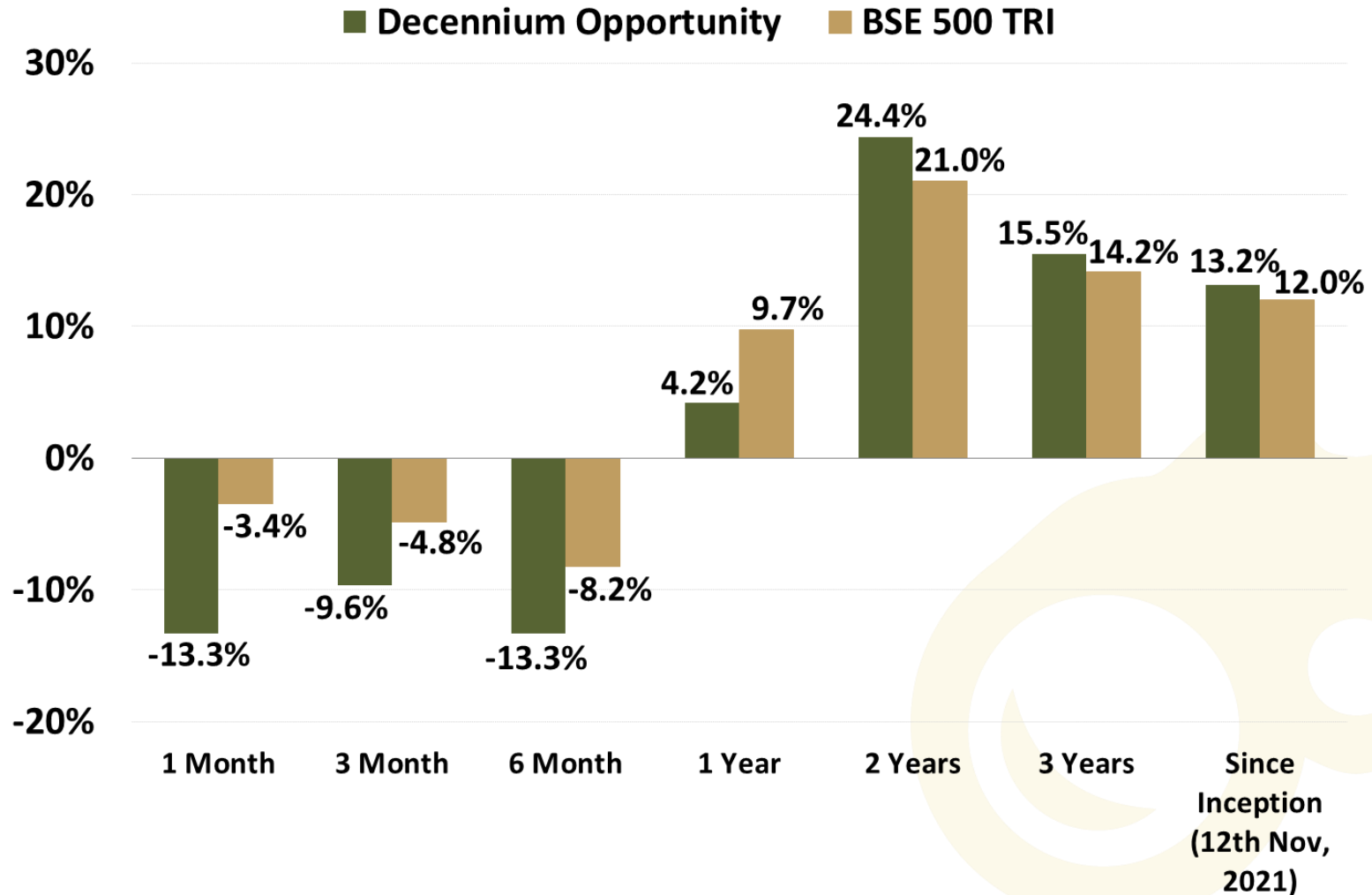
## Market Cap Allocation



	Avg Market Cap (cr)
Large Cap	213921
Midcap	37834
Small Cap	11172
<b>Overall Portfolio</b>	<b>37024</b>

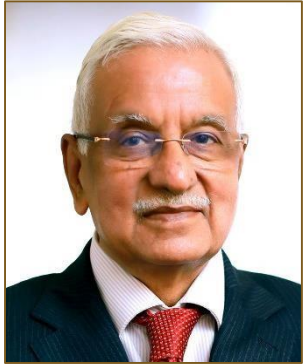
The current model client portfolio comprise of 18 stocks. Portfolio is well diversified across market capitalization and sector. Most of the stocks are given more or less equal and sizable weightage in portfolio.

## Performance as on 31st January, 2025



**Disclaimer:** Past Performance is not necessarily indicative of likely future performance. Performance mentioned above are not verified by SEBI. We have shown the performance as Aggregate performance of all clients on TWRR basis. **Note:** - Returns above one year are annualized. Returns are net of all fees and expenses.





**Anand Rathi**  
Founder & Chairman

Gold medalist Chartered Accountant having more than four decades of rich and varied experience in corporate management, financial & capital markets and corporate & management consultancy.

Served Aditya Birla Group at very senior positions for more than 25 years before starting his own financial services outfit. Shri Rathi was earlier President of BSE for two terms.

Anand Rathi Group derives its strength and vision from legendary leadership of Shri Anand Rathi and charting growth path in his able guidance.



**Pradeep Gupta**  
Co Founder &  
Vice Chairman

Over twenty years broad based experience in the securities market and key driver of the Retail and Institutional Equities business of the group.

Under his leadership, the Group's Institutional & Retail Business has won great recognition and many accolades. He has played a pivotal role in the Group's network expansion and pan India growth.

His valuable contribution towards professionalizing the management of the Group has won him immense respect from the corporate world.



**Mayur Shah**  
Fund Manager

More than 19 years of rich experience in Investment advisory, Product Development and Portfolio Management.

Working with Anand Rathi since 2007 across Portfolio Management and Private Client Group Equity Advisory.

Started Career with “Kotak Securities Ltd” in 2005 as an Investment Advisor subsequently got into developing Equity products and running the same.

Qualified MBA (Finance) from Mumbai University and Certified Financial Planner.

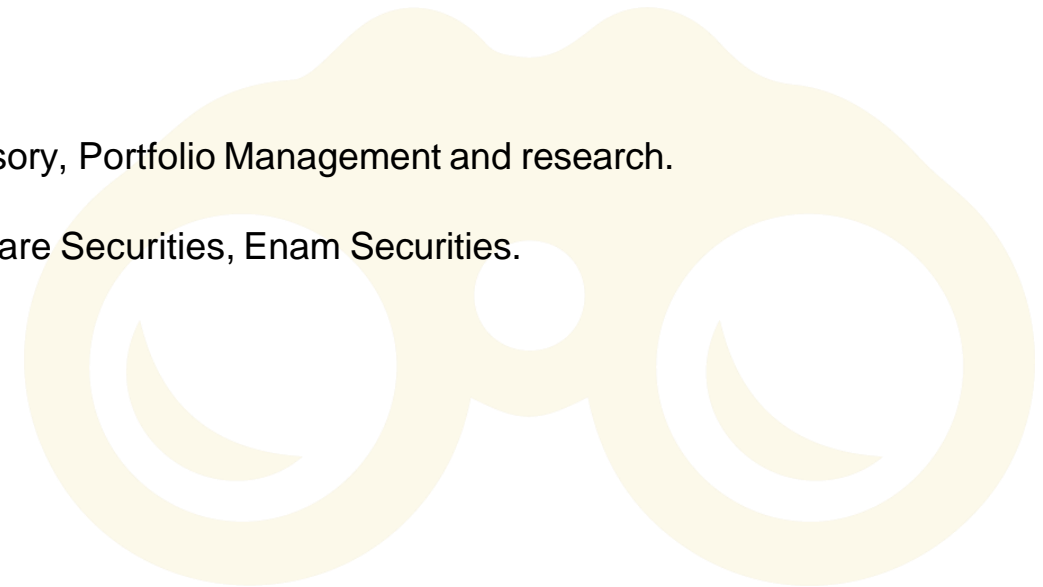


**Vinod Vaya**

More than 20 years of rich experience in Investment advisory, Portfolio Management and research.

Worked in past with Standard Chartered Securities, Religare Securities, Enam Securities.

PGDBM from Mumbai.



## Decennium Opportunity Portfolio

### Minimum Investment

Rs. 50 lakhs

### Allocation

15-20 STOCKS, diversified across sectors.

### Investment Approach

Diversified portfolio of emerging business in India and Companies entering in next business up cycle.

### Risk - Reward & Tenure

Aggressive risk reward. Investment tenure preferably 3 years+

### Type of Instruments

Equity & Equity Related Instruments, Fixed Income Instruments, Cash & Cash Equivalent

### Benchmark

BSE 500 TRI

### Benefits:

- Dedicated Web Login for client to monitor portfolio.
- A relationship manager to cater to investment needs
- Constant monitoring of the portfolio
- Audited statement at year end for tax filing purpose.

### Support:

- Back office customer service desk to address client queries

## Fees & Charges

- AMC fees** : 2.5% p.a (Charged Pro-rata at end of each quarter)
- Brokerage** : 0.25% on Equity delivery transaction
- Exit Load** : 2% - 1<sup>st</sup> Year, 1% - 2<sup>nd</sup> Year, NIL from 3<sup>rd</sup> Year.
- Other Charges** : GST, Other charges levied by Exchange, Custodial charges (3 bps) levied by custodian and any other statutory charges.

### Specific Disclaimer

All Investments are subject to Market Risk.  
Please read the risk factors before investing in the same.  
Past Performance is not necessarily indicative of likely future performance.

### Registration Details

PMS registered under : Anand Rathi Advisors Ltd.  
PMS Registration Number : INP00000282.  
Custodian : Orbis Financial Corporation Ltd.

### Direct On-Boarding

To invest directly into our PMS, please:

Mail: [pmsdesk@rathi.com](mailto:pmsdesk@rathi.com)

Contact: 022-62813851 / 52

Or click here:

<https://www.anandrathipms.com/contact-us.php>

### Product Support

Name : Vinod Vaya  
Tel : 022 – 6281 3851  
Email ID : [vinodvaya@rathi.com](mailto:vinodvaya@rathi.com)

### Back Office Support

Name : Manan / Sourabh  
Tel : 022 – 6281 1556  
Email ID : [pmsdesk@rathi.com](mailto:pmsdesk@rathi.com)

### More Information

Visit our website: <https://www.anandrathipms.com>

Click here for [Disclosure Document](#)

**OFFICIAL ADDRESS:** 10<sup>th</sup> Floor, Express Zone - A Wing, Western Express Highway, Goregaon (East), Mumbai - 400063, India

**BOARD LINE** : +91 22 6281 7000

# THANK YOU



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