

IAP

Intelligent Advisory Portfolios



New Age of Investment Products vetted by MOFSL framework for Distribution

# About IAP



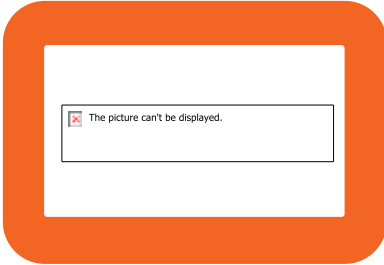
**Intelligent Advisory Portfolios (IAP) are third party products which are offered by SEBI Registered Investment Advisors(RIA).**

# About IAP



- Pre-packaged equity portfolios offered by Registered Investment Advisors (RIA)
- Range of Product offering to suit all customer profile.
- 100% Automated advice by RIAs & Online Investment process.
- 24X7 portfolio monitoring basis product Rules
- Real time portfolio tracking for clients

# RENOWNED RIAs



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**NARNOLIA  
INVESTMENT  
ADVISORS PVT LTD.**



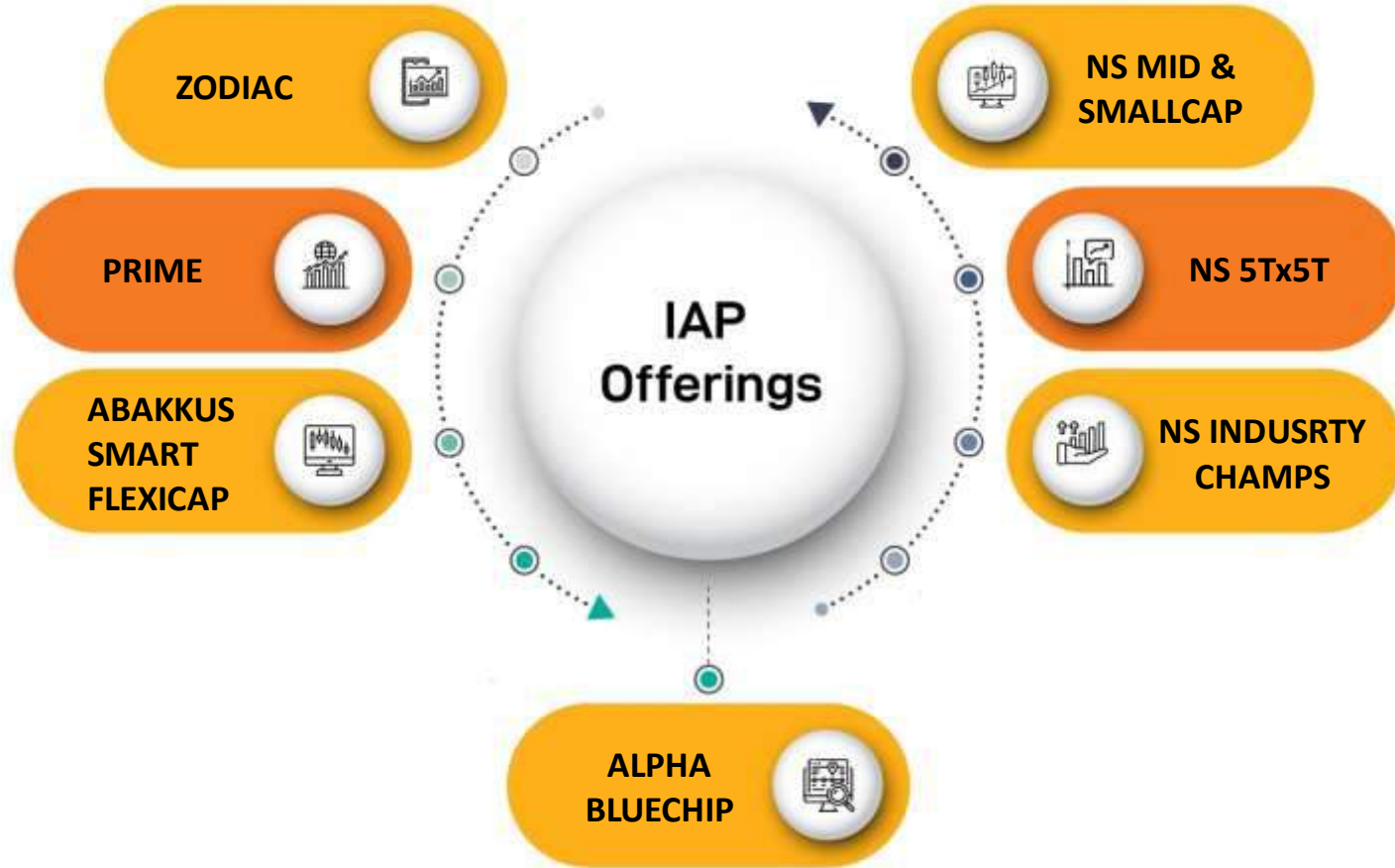
**ABAKKUS ASSET  
MANAGER LLP**



**RENAISSANCE  
INVESTMENT  
MANAGERS PVT. LTD.**



**VIVEKAM FINANCIAL  
SERVICES PVT LTD.**



# Renaissance Smart Tech Private Limited



Founded by Mr. Pankaj Murarka – who has over 21 years of experience in Equity Research & Fund Management with credible track record of performance

Mr. Murarka was associated with Axis Mutual Fund as the Chief Investment Officer (CIO) managing over \$2bn in Indian Equities. He was part of the team that set up Axis Mutual Fund in 2009 and over the years built it into one of the leading AMC in India on back of excellent investment performance



FUNDAMENTAL RESEARCH

**ALPHA BLUECHIP**

MODERATE

# Identify “Business Leaders”



1

Companies with Duopoly Markets and Expanding Portfolio



2

Selection of companies with robust growth



3

Leader in Emerging Industry



4

Superior Economic Value



5

Management or Strategy Change



# Alpha Bluechip: Investment Process & Portfolio construct



## UNIVERSE

Defined investment universe to include companies with good quality businesses, strong track record and corporate governance



## PROCESS

Portfolio Construction based on best ideas on bottoms up basis

Zero tolerance to minimize Price/Volatility/Liquidity & Quality risk



## STRATEGY: SQGARP

- Sustainable & Quality Growth
- Sustainable Competitive Edge
- Reasonable Price
- Bottom up stock picking

Focused on investing into **Quality** business that can deliver **sustainable high growth** over medium term to long term.

Be selective in **cyclical** business

# Moderate Risk Equity Portfolio



**Strong Financial  
Trends**

**Strong Business  
Moat**

**Formidable  
Competitive Edge**

**Focused Multi Cap  
Portfolio of 15-20  
Stocks**

**Low Mortality  
Portfolio**

# ALPHA BLUECHIP: REBALANCE CRITERIA

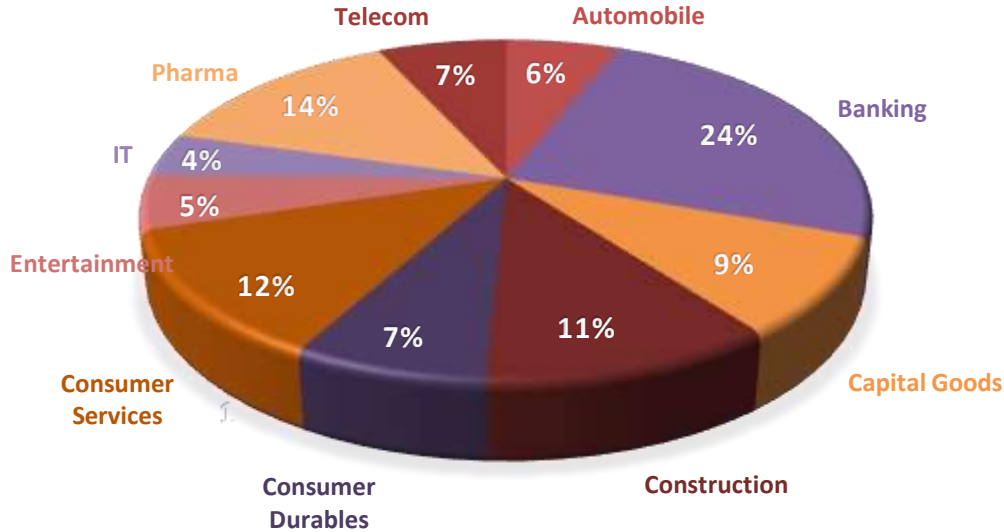


- Long term growth becomes questionable
- Overexposure in a particular company/sector
- Structural change in the business model of the company
- Change in outlook on some sector/stocks

# Alpha Bluechip: Illustration



## SECTOR DISTRIBUTION



The securities quoted are exemplary and are not recommendatory



# VIVEKAM FINANCIAL SERVICES



- Vivekam Financial Services Pvt Ltd was set up in 2010 offers investment advisory products for every type of investor.
- Serving 36,000+ clients directly and through collaborations with brokerages
- Vivekam products are strictly rule based and logic is driven by these triggers. Discipline is key in investments.

Tested & trusted by 36,000 + Clients,



FUNDAMENTAL RESEARCH

**PRIME**

MODERATE

# Investment framework



Track data across 30 different sectors/sub-sectors



Quantitative screeners across various accounting, growth, valuation & return ratio parameters



Detailed balance sheet, Income-statement, Cash flow statement & Con-call analysis



Real time news, trackers of companies, earnings and other market participants

# PRIME : A unique Combination



## Long Term compounders

Stocks which have a proven track record of profits over 3-5 years, meaningful growth triggers & beaten down stocks with favorable risk reward



## Tactical Picks

Stocks which can become relevant based on any triggers including a change in government policy, industry consolidation and company specific opportunities

**Time Horizon: 12-18 months**

**Time Horizon: 3-6 months**



# Rebalancing Criteria

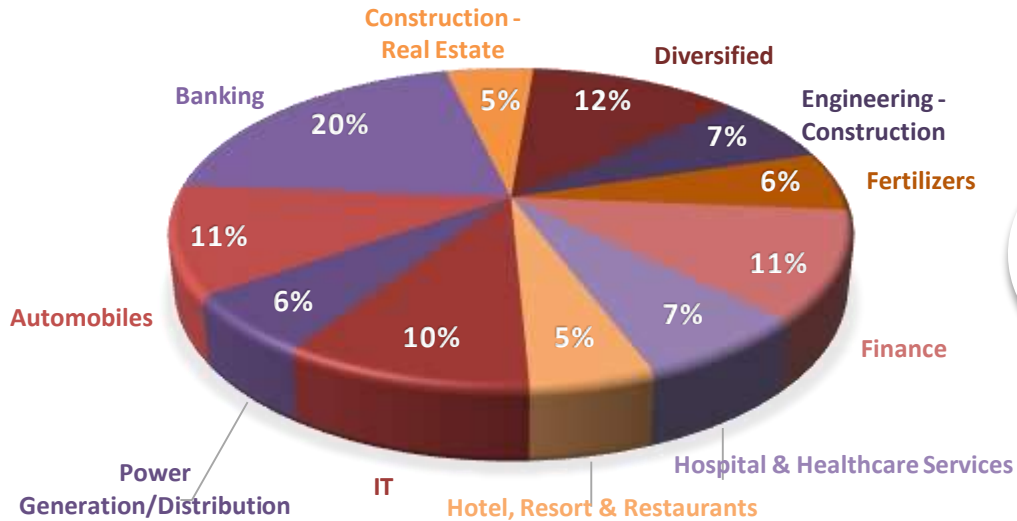


- Investment thesis is no longer valid due to
  - Entry of a large competitor into the sector
  - Change in company's capital allocation policy
  - Entry into an unrelated industry
  - Major management overhaul
- Substantially better risk/reward opportunity based on growth prospects , capital allocation policies or any alternate sector with tailwinds
- When the initial hypothesis, with which RIA had bought the stock, has run its due course
- Fall in stock price since included (with RIA Overlay).

# PRIME : Illustration



## SECTOR DISTRIBUTION



The securities quoted are exemplary and are not recommendatory



FUNDAMENTALS SCREENING COMBINED WITH QUANT MODEL

# ZODIAC

MODERATE

# Zodiac : Combination of Strong fundamental screening aided by Quant Model



**Research**  
Fundamental  
Screening Model



**Sector Preference**  
Sectors which can do  
well or underperform



**Financial Analysis**  
Growth In EPS, ROE &  
other Parameters



**Quantitative Trend**  
ETP, Momentum &  
Volatility parameters

Core Fundamental screening combined with Quant Model for Decision making to avoid Human Bias

# Zodiac : Core Strategy & Risk Management



## OBJECTIVE

Investing in Nifty50  
Companies



## STRATEGY

Strategy to Invest in best opportunities with Dynamic method to Identify 12 stocks on daily basis. In case Nifty stock doesn't show opportunity, Money will be Invested in Nifty Bees.



## RISK MANAGEMENT

SECTOR : Max 25% , Max 3 stocks, Min 5 sectors

STOCKS : 8.33% per stock , Equal Weightage



## Each Portfolio is actively monitored & rebalanced



When Potential upside in stock is achieved



If Stock is excluded from Nifty Index



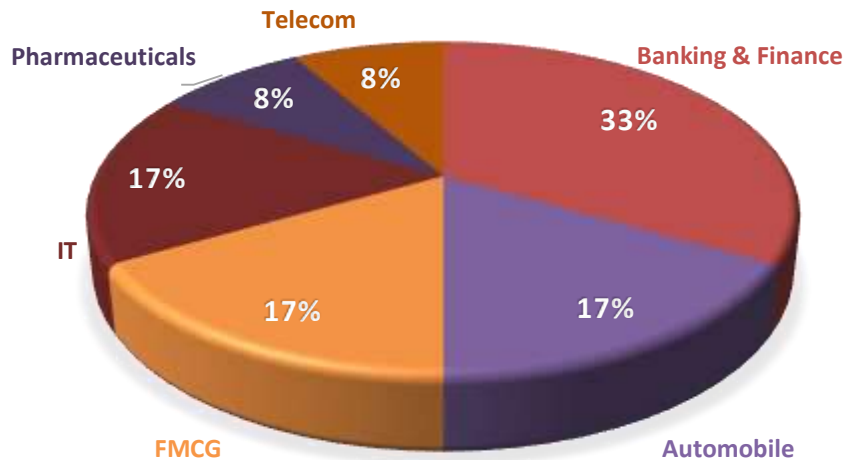
Nifty Bees will be switched when a new Stock opportunity with potential is identified



Stock Price corrects by more than RIAs tolerance levels

# ZODIAC : Illustration

## SECTOR DISTRIBUTION



The securities quoted are exemplary and are not recommendatory

FOR PRIVATE CIRCULATION ONLY

# ABAKKUS ASSET MANAGER LLP



- Former CIO Equities of Reliance Nippon Life Asset Management (now Nippon Life India Asset Management) overseeing ~USD 11 billion of equity assets
- First Indian to be appointed on the Global Board of CFA institute, USA (2013-2019)



- Ex-Honorary Chairman of Investment Committee of CFA Institute (2018-2019)
- Currently appointed on the IFRS Capital Markets Advisory Committee (CMAC) and the only member from India to be appointed for the same (2020-2023)
- Rated as among the best fund managers (Rated best Fund Manager by Outlook Business in 2016 & 2017 over 10-year time frame)
- CA & CFA Charter Holder





FUNDAMENTAL RESEARCH

# ABAKKUS FLEXI CAP

AGGRESSIVE

# Abakkus Smart Flexi Cap : Core Strategy & Risk Management



## OBJECTIVE

To invest in up to 25 stocks predominantly within top 250 companies by market cap



## STRATEGY

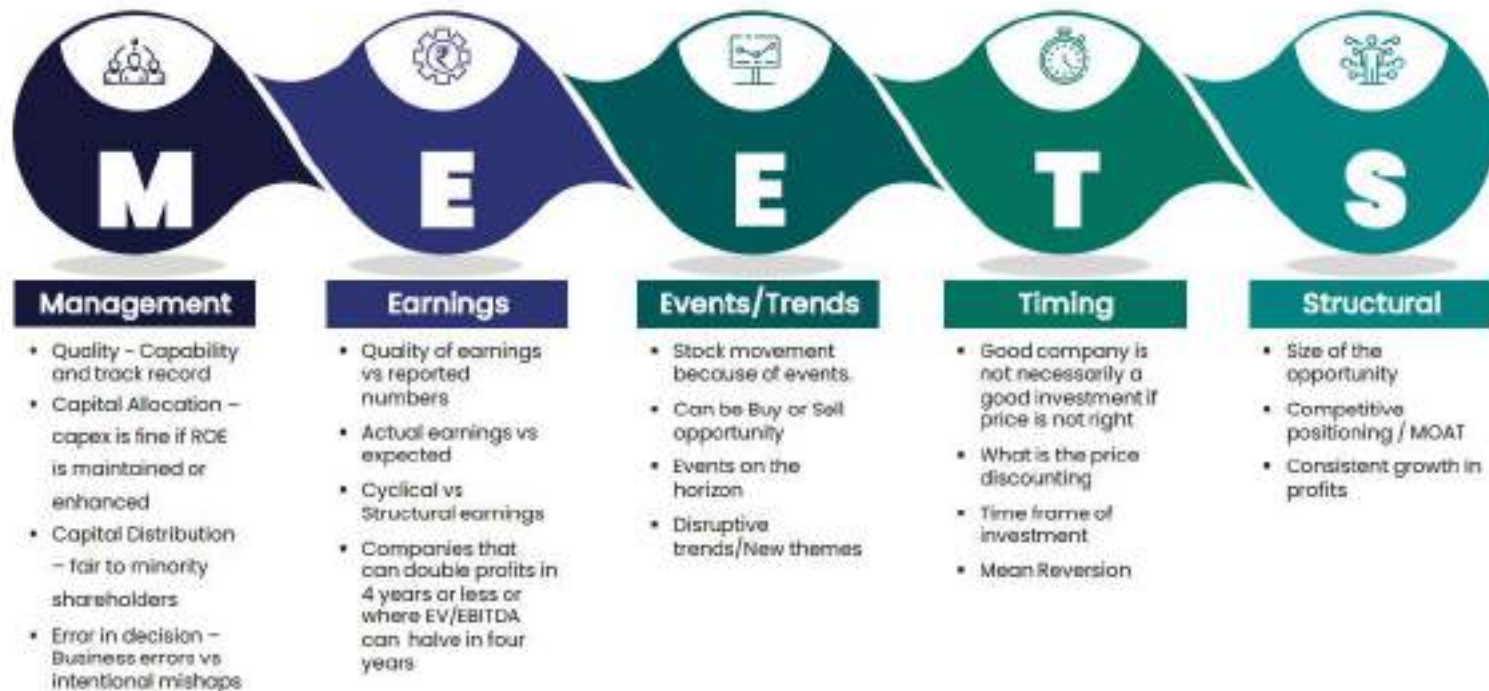
Identifying stocks through various filters based on management quality, corporate governance, sector headwinds and In-depth research and bottom up fundamental approach



## RISK MANAGEMENT

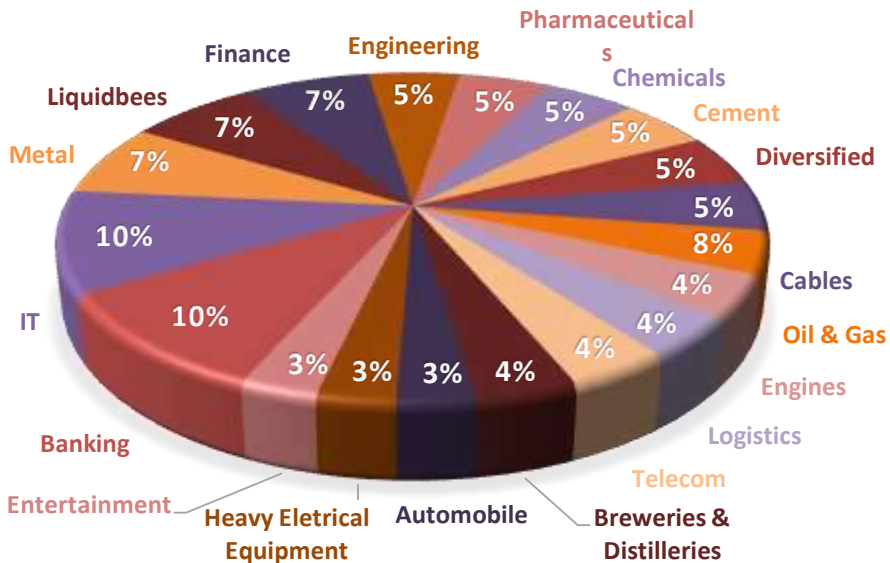
Diversified Portfolio of up to 25 companies with Risk management (Single stock exposure ideally less than 10%) and max sector exposure at 30%

# Abakkus Smart Flexi Cap : MEETS FRAMEWORK



# Abakkus Smart Flexi Cap :: Illustration

## SECTOR DISTRIBUTION



The securities quoted are exemplary and are not recommendatory

# NARNOLIA INVESTMENT ADVISORS

- India's Oldest Investment Advisory Product Manufacturer with a track record of 18 yrs. of Research & 12 yrs. of Real-Time Performance.
- Under the leadership of Mr.Shailendra Kumar, Narnolia has been recognized as the '2nd Largest RIA of the Country
- Industry Leading Performance: 4 Star Rating, Rank 2 by CRISIL for 2020-21 & Best PMS on 5 year Performance across all Categories: Rank 2 from IIM - Ahmedabad.



Most Consistent Portfolio Manager  
of the Country 2018 & 2019  
by BSE Tefia's



2nd Largest Registered Investment  
Advisor (RIA) of the Country, 2020-21  
Awarded by BSE Star & Associates



4 Star Rating, Rank 2 by CRISIL,  
2020-21  
Awarded by PMS Bazaar



Best PMS on 5 Year Performance  
Across All Categories - Rank 2  
On Risk Adjusted Rolling Returns  
By IIM Ahmedabad, 2022

**NS Mid & Small cap**

AGGRESSIVE

**NS 5Tx5T**

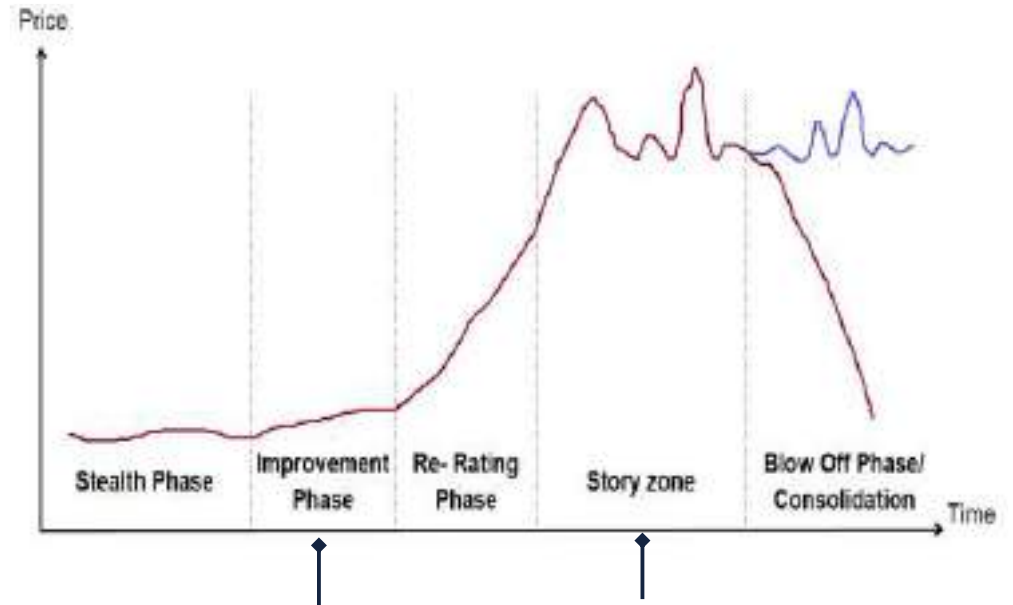
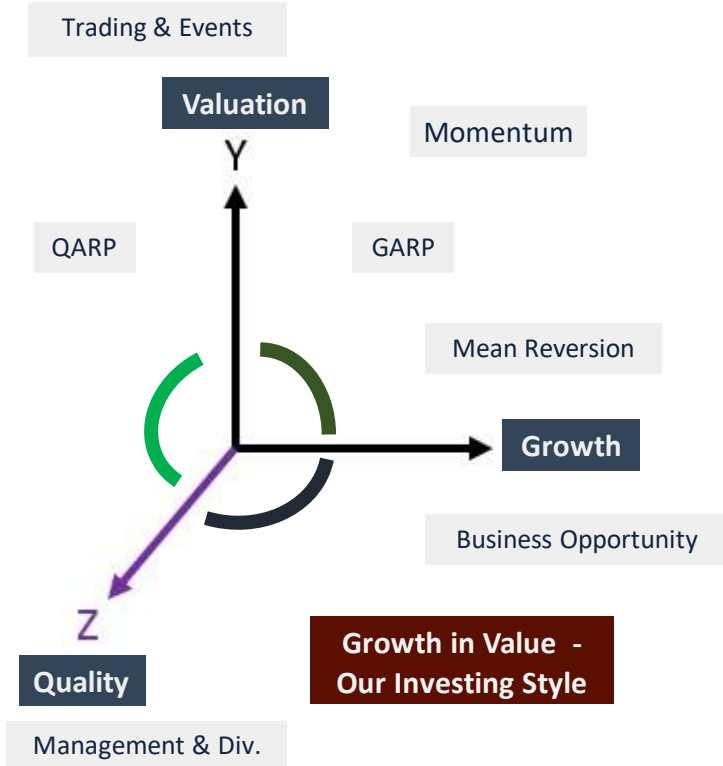
AGGRESSIVE

**NS Industry Champ**

CONSERVATIVE

Bottom up stock research with M5 Framework

# Good Business : Growth in value & principle of Linearity

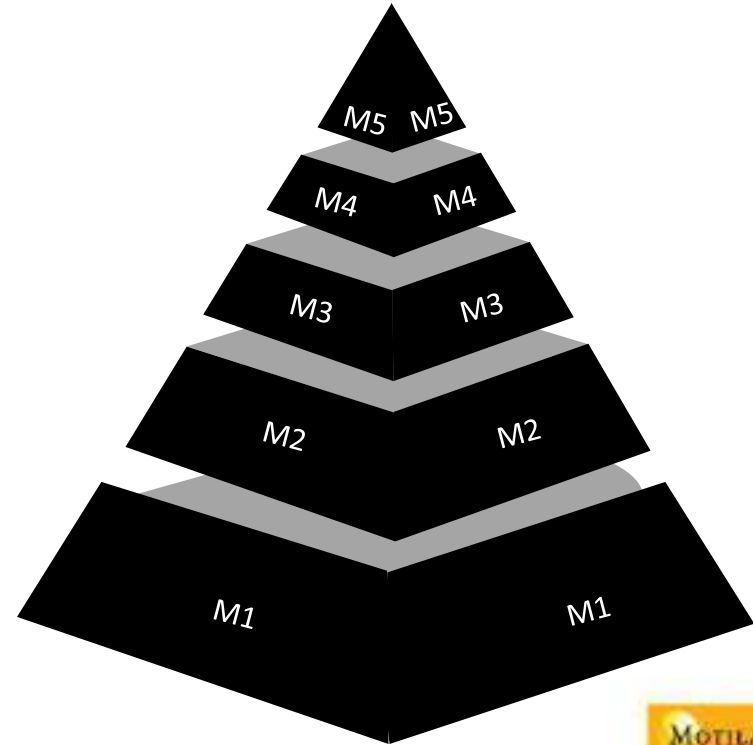


- ❖ Mid Improvement Phase to Mid Story Zone phase favors 'Growth In Value' Style of Investing.
- ❖ 2021 to 2024 should favor this style similar to 2014 -2016.

# Investment Decisions : M5 Research framework that connects macro seamlessly with Micro



- M5 Multiples**  
Valuation Envelope Equation
- M4 Modeled Headline Financial Numbers**  
PL, BS, CF, Schedule
- M3 Business & Financial Moat**  
Sources of earnings quality
- M2 Management Strategy**  
Finance, HR, Product, Pricing, Supply Chain
- M1 Market**  
Addressable Market & it's changing dynamics





# 4 Pillars of Risk Management framework

01

## STOCK LIMIT

Limits on Maximum weightage on single stock

03

## STOCK REVIEW

Bear Market



Bull Market



All kinds of market move in alternate swings – Whether Bull, Bear or Sideways

If any of portfolio stocks underperforms for two consecutive swings and exhibits higher volatility, that stock gets market for SELL

*All kinds of market move in alternate swings - whether Bull, Bear or Sideways*

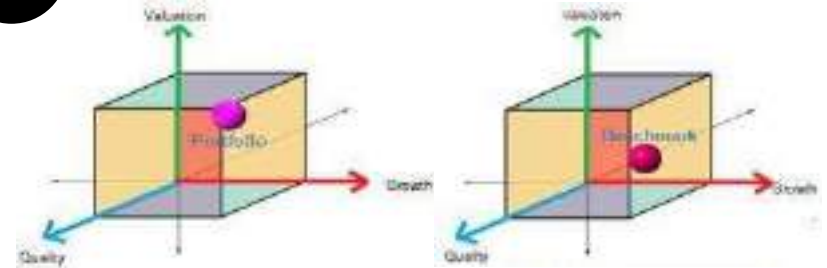
02

## SECTOR LIMIT

Limits on Maximum weightage on single sector

04

## FUNDAMENTAL QUADRANT – Q G V



Attribute	Quadrant 1	Quadrant 2	Quadrant 3	Quadrant 4
Quality	Low	Average	Good	Very Good
Growth	Poor	Average	Good	Very Good
Valuation	1st Quartile	2nd Quartile	3rd Quartile	4th Quartile

# NS MID & SMALLCAP



## OBJECTIVE

Investing in smaller but Budding companies of India



## STRATEGY

Active investing in Small Cap investment universe by identifying companies with improving fundamentals. Tactical weight allocation under the sub-classes to achieve positive return along with managing the risk.



## PROCESS : Fundamental Bottom - Up Research

Information mining, financial modeling, investment thesis, active & rigorous tracking for changes in earnings & quality outlook.

Most of the multi bagger stock today were small cap few years back. Over the last 2 years, small cap stocks have seen sharp fall owing to credit squeeze, demand slowdown and over ownership during 2017. Small cap theme portfolio is not meant as core portfolio for an investor but some tactical allocation by investors in small cap theme can be highly valuable. Small Cap Companies have potential to perform well in cycles.

# NS MID & SMALLCAP : Key Features

- **Investment in high risk but high gain**  
Mid & Small Cap stocks are usually high risk high gain opportunities
- **Cap Risk:**  
The model portfolio carries cap risk as it is exposed primarily to the small capitalization stocks.
- **Benchmarking:**  
The model portfolio will be benchmarked against the Nifty Mid & Small Cap 400 Index.
- **The portfolio:**  
The portfolio will consist of 20 -30 stocks.
- **Growth in Value Framework**  
Companies that have improving/higher Risk reward ratio are favored.
- **Bottom Up Analysis:** A rigorous bottom up research of business financials and management strategies is carried out for all portfolio companies.

# NS MID & SMALLCAP : Illustration

NS Mid and Small Cap Portfolio		
AIAENG	Industrial	6%
NH	Consumers	6%
IDFCFIRSTB	Financials	6%
ICICIGI	Financials	5%
CUMMINSIND	Industrial	5%
BALKRISIND	Consumers	5%
ZYDUSWELL	Consumers	5%
CANBK	Financials	5%
ACE	Industrial	4%
MOLDTKPAC	Industrial	4%
AIAENG	Industrial	6%

PORTFOLIO ATTRIBUTES	
No of Stocks	25
% Assets in top 10 holdings	52%
% Assets in Next 5 holdings	19%

The securities quoted are exemplary and are not recommendatory

# NS 5Tx5T



## OBJECTIVE

The portfolio provides a unique theme-based investing opportunity in the Indian market



## STRATEGY

This strategy focuses on themes that should form part of India's next growth engine. The portfolio comprises stocks from 5(4-6) different themes.



## PROCESS : Fundamental Bottom - Up Research

Information mining, financial modeling, investment thesis, active & rigorous tracking for changes in earnings & quality outlook.

As India approaches to become \$5trillion economy by GDP, the total Market Cap of Indian companies will also set to increase by 11-12% CAGR. Some of the market cap gains will come from new listings but a large part of the gains will come from select themes

# NS 5Tx5T: Key Features

- **Investment in Themes:**  
Based on Macro View and Risk Rewards availability among various themes
- **Cap Risk:**  
The universe consists of stocks from all three cap: large, mid and small
- **Benchmarking:**  
The model portfolio will be benchmarked against the Nifty 500
- **The portfolio:**  
The portfolio will consist of 15 -20 stocks.
- **Growth in Value Framework**  
Companies that have improving/higher Risk reward ratio are favored.
- **Bottom Up Analysis:** A rigorous bottom up research of business financials and management strategies is carried out for all portfolio companies.

# NS 5Tx5T : Illustration

NS 5Tx5T Portfolio		
STOCK	Themes	WEIGHT
ICICIBANK	Financials	11%
SBIN	Financials	11%
TCS	Global	10%
BRITANNIA	Consumers	8%
SBILIFE	Financials	8%
DMART	Consumers	7%
HDFCBANK	Financials	7%
NH	Consumers	6%
ACE	Industrial	5%
CONCOR	Industrial	5%

PORTFOLIO ATTRIBUTES	
No of Stocks	16
% Assets in top 10 holdings	78%
% Assets in Next 5 holdings	19%

The securities quoted are exemplary and are not recommendatory

# NS INDUSTRY CHAMP



## OBJECTIVE

Investing in companies that are top-3 players of their respective industry



## STRATEGY

Identify companies which are leaders of their respective industry & are showing Growth in value characteristics with expected higher return ratio



## PROCESS : Fundamental Bottom - Up Research

Information mining, financial modeling, investment thesis, active & rigorous tracking for changes in earnings & quality outlook.

Companies with a track record of industry outperformance, effective leadership and efficient management usually find themselves as the industry leaders. In an uncertain economic environment these are the preferred companies to Invest as these companies are run by proven management and leadership team than can navigate difficult times.



# NS INDUSTRY CHAMP : Key Features

- **Investment in the Industry Leaders**

Investment in the industry leader ensures good governance and continuous innovation in the management

- **Cap Risk:**

The model portfolio will have exposure to leaders of the segment which comprise of mostly large cap stocks

- **Benchmarking:**

The model portfolio will be benchmarked against the Nifty Large & Mid 250

- **The portfolio:**

The portfolio will consist of 12-18 stocks.

- **Growth in Value Framework**

Companies that have improving/higher return ratio are favored.

- **Bottom Up Analysis:** A rigorous bottom up research of business financials and management strategies is carried out for all portfolio companies.

# NS Industry champ :Illustration

NS INDUSTRY CHAMP PORTFOLIO		
STOCK	SECTOR	WEIGHT
ICICIBANK	Financials	11%
BHARTIARTL	Industrial	9%
LT	Industrial	9%
TCS	Global	8%
HDFCBANK	Financials	8%
SBIN	Financials	7%
RELIANCE	Industrial	7%
CUMMINSIND	Industrial	6%
M&M	Consumers	6%
AXISBANK	Financials	6%

Portfolio Attributes	
No of Stocks	17
% Assets in top 10 holdings	77%
% Assets in Next 5 holdings	19%

The securities quoted are exemplary and are not recommendatory

# IAP : Product Performance



	ALPHA BLUECHIP	NIFTY 200	PRIME	NIFTY 200	ZODIAC	NIFTY 50	Abakus Smart Flexicap Portfolio**	NIFTY200**	NS MID & SMLLCAP	NIFTY MID SMALL CAP 400	NS 5Tx5T	NIFTY 500	NS INDUSTRY CHAMPS	NIFTY LARGE MIDCAP 250
Jan-23	-2.6	-3.5	0.88	-3.48	-3.92	-2.45	0.3	-3.5	-1.9	-2.4	-3.7	-3.3	-3.2	-3
3 M	-3.9	-3.4	4.09	-3.38	-5.82	-1.94	3.4	-3.4	-5.7	-1.9	-5	-3.2	-3.5	-2.9
6 M	7.1	1.5	11.39	1.48	-0.67	2.94	11.6	1.5	-0.8	4.2	-0.2	1.8	3.2	2.4
1 Yr.	10	0.5	-1.7	0.47	2.06	1.86	4.6	0.5	-11.4	-0.7	-8.8	0.1	-1.9	1
LTD	23.9	9.8	16.87	8.62	9.51	7.74	14.8	6.7	37.8	42.3	10.6	10.5	30.7	35.3
Launch Date	Apr-21		Feb-21		Jul-21		Jun-22		Apr-20		Apr-21		Apr-20	
Risk	Moderate		Moderate		Moderate		Aggressive		Aggressive		Aggressive		Conservative	

Model Portfolio Performance as on 31<sup>st</sup> Jan 2023 (Lumpsum), computed from launch date. Clients Actual Portfolio Stocks / Returns May Vary depending on their entry date. Returns < 1 year are absolute returns, & Returns >1 year are CAGR returns. Past returns are not indicative of future performance.

\*\*Abakus portfolio is benchmark agnostic. The Benchmark performance shown here is only for illustration purposes and not for any comparison. The performance is computed from RIAs product launch date of 1st July 2021



# Subscription Model, Fees & charges



## Upfront Subscription

- Fees : 2% p.a (Chargeable Half yearly on AUA at 1% )
- Fees Abakkus : 2.5% p.a (Chargeable Half yearly at 1.25% for 6 months on daily average AUA)
- Brokerage : 0.50%
- Breakage Fees : NIL
- Withdrawal : Full & Partial

# Investment Mode offered by RIAs



## LUMP SUM

- Option : One Time Investment
- Min Amount : 1 lakh – 5 lakhs (Product chosen)
- Top Up : Min Rs. 50000 & in multiples of Rs. 1000
- Subscription mode : Upfront Subscription

## SIP

- Option : Systematic investment on Dates (1,8,18,22)
- Min Amount : Rs.25000 ( Not Available for few products)
- Top Up : Investment will be done in LUMP SUM MODE
- Subscription mode : Upfront Subscription

# Products (Summary)



PRODUCT	ABAKKUS SMART FLEXICAP	NS 5Tx5T	NS MID & SMALL CAP	NS INDUSTRY CHAMPS	PRIME	ZODIAC	ALPHA BLUECHIP
MIN INVESTMENT	5,000,00	5,00,000	2,50,000	2,50,000	1,00,000	2,50,000	2,50,000
TOP UP (Rs)	80,000	100000	50,000	50,000	50,000	1,00,000	1,00,000
SIP OPTION	NO	25,000	25,000	25,000	NO	NO	NO
RISK CATEGORY	Aggressive			Conservative	Moderate		
BENCHMARK	Benchmark Agnostic	NIFTY 500	NIFTY SMALLCAP 400	NIFTY LARGE MID 250	NIFTY 200	NIFTY 50	NIFTY 200
INVESTMENT UNIVERSE	MULTICAP	MULTICAP	MID & SMALL CAP	MULTICAP	MULTICAP	LARGECAP	MULTICAP
STOCK SELECTION METHODOLOGY	FUNDAMENTAL	FUNDAMENTAL				FUNDAMENTAL & QUANTITATIVE	FUNDAMENTAL
RIA	ABAKKUS ASSET MANAGER LLP	NARNOLIA INVESTMENT ADVISORS PVT LTD.			VIVEKAM FINANCIAL SERVICES PVT LTD.		RENAISSANCE SMART TECH PRIVATE LIMITED
SUBSCRIPTION MODE	2.5% p.a (Half yearly at 1.25% for 6 months on daily average AUA)	2% p.a (Half yearly at 1% for 6 months on daily average AUA)					2% P.A. (CHARGEABLE HALF YEARLY at 1% ON AUA)

# IAP INFOHUB



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FOR ALL INFORMATION



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**022 - 62379016**



# Thank You



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**Investment in securities market are subject to market risks, read all the related documents carefully before investing**

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All regulatory disclosure and disclosure document with respect to investment advisor (Abakkus Asset Manager LLP) are available at

<https://abakkusinvest.com/regulatory-disclosure/>

