PhillipCapital
Your Partner In Finance

Investment Advisory

PhillipCapital Investment Advisory

Products: Salient features

	Equity Advisory	IMPACT Flexi-Cap	OASIS	NAUTICAL	COSMOS	RATNATRAYA
Investment Philosophy	Dynamic Portfolio with 3 Plans: Constant, Flexi & Dynamic	Specially curated portfolio. Invest in ideas of today & trends of tomorrow	• Pre build Model Portfolio as per investor risk tolerance • Curated portfolio with a mix of diversified stocks • Different weights			Growth oriented companies utilizing scuttlebutt approach
Allocation	Customize: Large, Mid & Small Cap	Perfect blend of Large, Mid & Small Cap	Large Cap	Mid & Small Cap	Flexi Cap	Flexi Cap
Number of Stocks	Investor can select, Adviced = 20	Around 15 to 20 stocks	Upto 10 Stocks	15 to 20 Stocks	18 to 22 Stocks	Around 12 to 18 stocks
Holding period	Medium term	Long term	Medium to long term			Medium to Long term

Our Process

As per advisory product specified by investor

Investment Advisory Portfolio

1. Investment Advisor (IA) email's to investor
2. Investor trades . Trades are informed to IA
3. IA tracks investment advisory portfolio
4. IA advises investor to reshuffle or exit
5. Investor reshuffles or exits. Trades are informed to IA

Equity Advisory

Equity Advisory

Objective

- To advise in a portfolio of stocks picked from a bouquet comprising Large Cap, Mid Cap and Small Cap Companies that are diversified across various sectors.

Suitable for Investors

- Direct exposure to equities with the idea to advise for a long term portfolio
- Flavor of Large (Michelin), Mid (Magnum) and Small (Marquee) Cap in 1 single account
- 3 plans: Constant Plan (Default Plan), Flexi Plan and Dynamic Plan
- Seeking to invest for more than 1 year
- Seeking help to build and track a portfolio

Key benefits to investors

- Client wise & scrip wise analytics to enable focused decision making
- Client wise advise based on his or her risk profile
- Category wise advise across segments

PhillipCapital utilizes fundamental research and data analysis to provide you with reliable investment opportunities

Model Portfolio vis-à-vis Differentiated Portfolio

Pre build Model Portfolio

- Stock Portfolio with weights
- Extensive Research
- Generally same set of stocks
- Diversified among sectors
- Rebalancing

PhillipCapital Equity Advisory

- Investor can select % allocation, Plan and number of stocks in portfolio
- Extensive research
- Structured Portfolio
- Diversified among sectors
- Buy as well as Exit advise

Broad parameters for advice

Advice to buy a stock

- ✓ Latest stock Fundamental Research
- ✓ Stock part of Large Cap or Mid Cap or Small Cap
- ✓ Expected alpha [Target to CMP] above a spread
- ✓ Curator test
- ✓ Restricted list
- ✓ Sector Cap
- ✓ Advise price within a certain range of CMP
- ✓ Advise passes through % allocation as specified by the client

Track invested stock for advise to exit

- ✓ Latest target price
- ✓ Stock vis-à-vis benchmark

Salient Features (1 of 2)

Features	Equity Advisory
Minimum Investment / Top Up	Rs 10 Lakh / Multiples of Rs 1 Lakh
Allocations along with Benchmark	Michelin (Large Cap oriented) – Nifty 100 Magnum (Mid Cap Oriented) – Nifty Mid 100 Marquee (Small Cap Oriented) – Nifty Small 100
Permissible Allocation	Can be allocated between 0% to 100% with multiples of 5%
Select a Plan	Constant Plan: Constant Investment Amount Flexi Plan: Constant Exposure per Scrip Dynamic Plan: Daily Dynamic Exposure per scrip
Acceptable instruments	Liquid Assets or Portfolio of Stocks
Investment per stock	5% of the Investment Amount for 20 stock portfolio

Salient Features (2 of 2)

Features	Equity Advisory
Segregation of Large, Mid and Small Cap	As per details in AMFI website
Buy advice per stock	E.g. 5% of the Amount for 20 (Default) stock portfolio preference given to allocation
Minimum liquidity for buy advise	[Ledger Balance + Liquid Bees] to be 2.5% of investment amount
Advise to invest & exit	Yes, based on Fundamental Research report or process driven approach
Preference to withdraw profits on yearly basis	Yes
Demat Account	Yes, based on a Fundamental report or process driven approach
Charges	Advisory Fees & other charges as applicable
Monthly Report	Yes

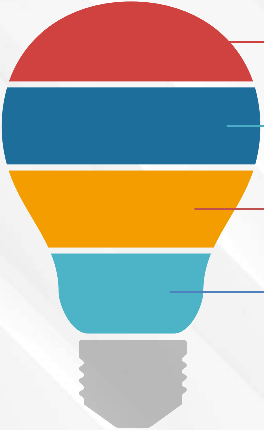
Fundamental Research

APPROX 175 STOCKS UNDER COVERAGE

SECTORS

- BANKING
- NBFC
- FMCG
- IT SERVICES
- INFRASTRUCTURE
- ENGINEERING
- CEMENT
- AUTOMOBILES
- PHARMACEUTICALS
- LOGISTICS
- SPECIALITY CHEMICALS
- CAPITAL GOODS

Month End Report – Equity Advisory



A CORPUS & PLAN
Initial, Addition, Withdrawal, Net

B PERFORMANCE
TWRR, Portfolio Value

C TOP HOLDINGS & SECTOR ALLOCATION
Allocations

D STOCK DETAILS
Symbol, ISIN, Quantity, Close Price, Value

PRECIS...

Equity Advisory

- Engaging, Transparent & Focused Portfolio
- Structured Advisory
- Philosophy is to stay invested for long term and keep monitoring for exits

Risk Factors

- Equity Market Risk
- Execution Risk
- Exchange / Clearing Corporation / Depository
- Default risk / Other risks (Black Swan event)

Get Started

PhillipCapital Investment Advisory

- Risk Profiling Questionnaire: Account is accepted with score > 12
- Initial Corpus: Minimum Capital of Rs 10 Lakh – Cash or Stock
- Account Opening process

MODE OF PAYMENT	*By Fund transfer / Cheque*
ACCOUNT ACTIVATION	*3 to 4 business working days*
OPERATIONS	*Equity or units to be held in a DP account opened in investor name*
REPORTING	*Monthly Performance Report, Transaction, Holding & Corporate Action Report*

Investment Advisory

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Disclaimer

Investment in securities market are subject to market risks. Read all the related documents carefully before investing. Registration granted by SEBI, membership of BASL (in case of IAs) and certification from NISM in no way guarantee performance of the intermediary or provide any assurance of returns to investors

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You must also read the Risk Disclosure Document and Do's and Don'ts before investing. Kindly note that past performance is not necessarily a guide to future performance.

For detailed Disclaimer, please visit our website: www.phillipcapital.in

Let’s Begin

Thank You