

Investment Objective

Value strategy aims to benefit from the long term compounding effect on investments done in good businesses, run by great business managers for superior wealth creation

Key Features

1. Large cap oriented portfolio with ~65% weightage
2. 17+ years track record with annualized return of 20.7% since inception (an alpha of 4.3% over Nifty 50 TRI)
3. Concentrated portfolio of 22 stocks with high earnings growth
4. Each of the portfolio companies are market leaders in their respective segments

Portfolio Attributes

1. Index agnostic: ~68% away from benchmark Nifty 50
2. The portfolio delivered returns of ~21.5% in CY19- an alpha of ~8% over Nifty 50 TRI for the same period

Portfolio Actions in last 6 months

- **Companies Added:**-Bharti Airtel, Hindustan Unilever, Muthoot Finance
- **Companies Exited:** Bharat Forge, Eicher Motors, Qess Corp

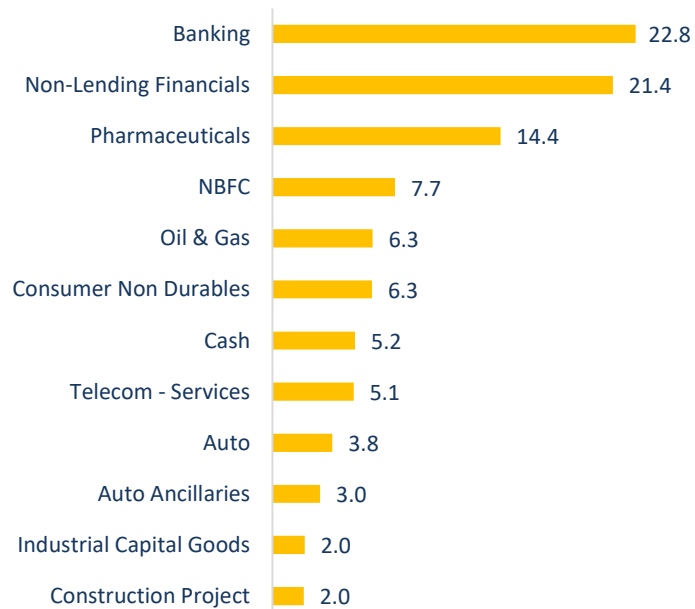
How Buy Right : Sit Tight works

Company	Initial Purchase Date	Market Cap Rs. Crores (Initial Purchase Date)	Market Cap Rs. Crores (31 st July 20)	Absolute Growth	CAGR (%)
HDFC Bank	Jul-08	40,986	567,960	13.9X	24%
HDFC Life Insurance Company	Nov-17	69,159	126,653	1.8X	25%
Ipca Laboratories	May-18	9,208	23,798	2.6X	53%

Wealth creation is achieved through holding quality companies for a long period of time

Top 10 Holdings & Sectoral Allocation

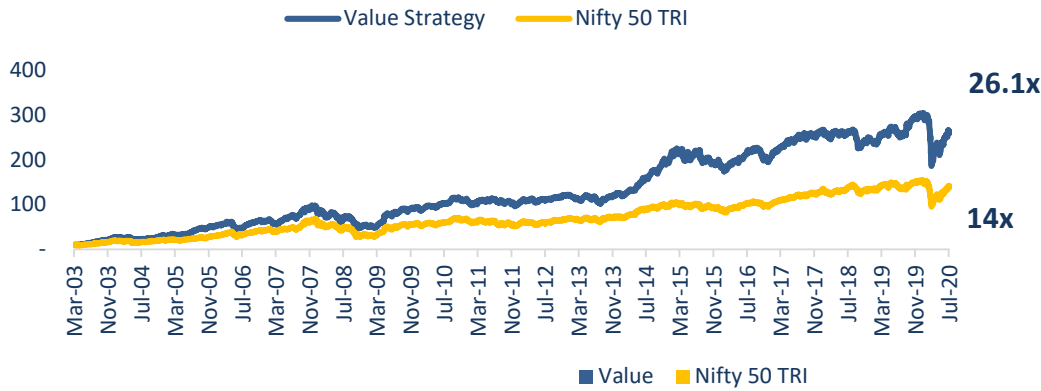
Scrip Name	% Holding
Max Financial Services Ltd.	11.6
HDFC Life Insurance Company Ltd.	9.8
ICICI Bank Ltd.	8.3
HDFC Bank Ltd.	8.0
Ipca Laboratories Ltd.	6.1
Dr. Reddy's Laboratories Ltd.	5.9
Bharti Airtel Ltd.	5.1
Hindustan Unilever Ltd.	4.0
Bharat Petroleum Corporation Ltd.	3.8
Maruti Suzuki India Ltd.	3.8



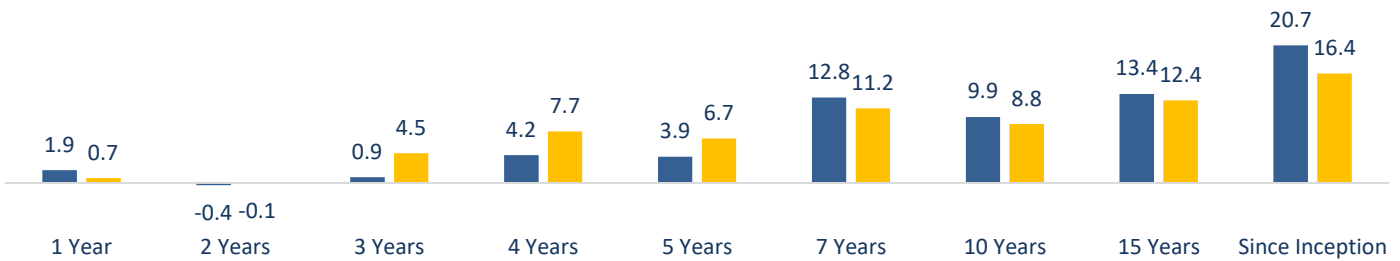
Disclaimers and Risk Factors

Value Strategy Inception Date: 25th Mar 2003; Data as on 31st July 2020; Data Source: MOAMC Internal Research; RFR: 7.25%; *Earnings as of March 2020 quarter and market price as on 31st July 2020; Source: Capitaline and Internal Analysis; Please Note: The above strategy returns are of a Model Client as on 31st July 2020. Returns of individual clients may differ depending on time of entry in the Strategy. Past performance may or may not be sustained in future and should not be used as a basis for comparison with other investments. Returns below 1 year are absolute and above 1 year are annualized. Strategy returns shown above are post fees & expenses. The stocks forming part of the existing portfolio under Value Strategy may or may not be bought for new client. Name of the PMS Strategy does not in any manner indicate its future prospects and returns. The Company names mentioned above is only for the purpose of explaining the concept and should not be construed as recommendations from MOAMC.

Performance Since Inception



Value Strategy has delivered a CAGR of 20.7% vs. Nifty 50 TRI returns of 16.4%, an outperformance of 4.3% (CAGR) since inception (25th March 2003)



Strategy Contributors (3 Year Trailing 31st July 2020)

Top 5	Contribution
HDFC Life Insurance Co. Ltd.	5.5%
Ipca Laboratories Ltd.	4.4%
Max Financial Services Ltd.	3.1%
ICICI Lombard General Insurance Co. Ltd.	3.1%
Dr. ReddyS Laboratories Ltd.	2.5%

Bottom 5	Contribution
L I C Housing Finance Ltd.	-1.5%
Bosch Ltd.	-1.6%
Qess Corp Ltd.	-1.7%
Eicher Motors Ltd.	-2.3%
Bharat Forge Ltd.	-2.6%

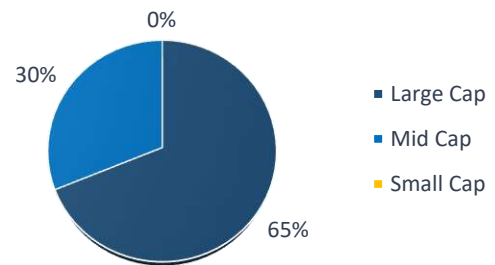
Ageing

Number of Scripts	Holding Period
2	> 10 Years
1	> 5 Years but < 10 Years
10	> 2 Years but < 5 Years
9	< 2 Years

The average holding period for stocks held under Value Strategy is about 3 years and 3 months

*The Portfolio has been repositioned towards high growth companies over the past 2.5 years: 14 stocks have been bought into the portfolio since November 2017

Market Capitalization



Weighted Average Market Cap Rs.1,56,571 Crs

*Portfolio Fundamentals & Risk Ratios

	TTM	3 Year Data	Strategy	Benchmark
PAT Growth	-19%	Churn Ratio	31.4%	-
RoE	10%	Standard Deviation	21.0%	20.7%
PE	32	Beta	0.94	1
		Sharpe Ratio	-1.4	-0.8

Disclaimers and Risk Factors

Value Strategy Inception Date: 25th Mar 2003; Data as on 31st July 2020; Data Source: MOAMC Internal Research; RFR: 7.25%; *Earnings as of March 2020 quarter and market price as on 31st July 2020; Source: Capitaline and Internal Analysis; Please Note: The above strategy returns are of a Model Client as on 31st July 2020. Returns of individual clients may differ depending on time of entry in the Strategy. Past performance may or may not be sustained in future and should not be used as a basis for comparison with other investments. Returns below 1 year are absolute and above 1 year are annualized. Strategy returns shown above are post fees & expenses. The stocks forming part of the existing portfolio under Value Strategy may or may not be bought for new client. Name of the PMS Strategy does not in any manner indicate its future prospects and returns. The Company names mentioned above is only for the purpose of explaining the concept and should not be construed as recommendations from MOAMC. The Portfolio Manager manages allocations in all client portfolios by way of a model portfolio which is in line with investment objectives of the portfolio strategy/ investment approach. Unless there are specific exclusion instructions by individual clients, all clients' portfolios are aligned to a model portfolio; which means replication and alignment of all clients' portfolios in terms of scrip and allocation. New clients entering the strategy/ investment approach as of a particular date are also aligned to the model portfolio. It must be noted that there are certain circumstances in which clients' portfolio may deviate or differ from the model portfolios to a material extent. This may happen due to factors like liquidity and free floating consideration in some stocks, organization level exposure norms and related risk management, potential exit of a stock from the model portfolio thereby precluding it from buying in new client portfolios. The reasons quoted here are indicative but not exhaustive and the portfolio manager reserves the right to deviate from model portfolio for groups of clients depending on timing of their entry, market conditions and model portfolio construct at the time of their entry. Investment in securities is subject to market and other risks, and there is no assurance or guarantee that the objectives of any of the strategies of the Portfolio Management Services will be achieved. Please read Disclosure document carefully before investing.