

Investment Objective

The PMS Strategy will invest in a high conviction concentrated portfolio of minimum 20 stocks. The portfolio will be constructed based on in-depth research leading to bottom-up stock picking with a view of Wealth Creation from 3 – 4 years perspective

Key Features

1. BOP is a multi-cap strategy with a balanced mix of Large Cap, Mid Cap and Small Cap allocation
2. Newly ideated portfolio in 2018 amidst difficult market cycle, yet the portfolio has delivered alpha over its benchmark in both the CYs
3. Concentrated portfolio of 16 stocks with high earnings growth

Portfolio Attributes

1. Index agnostic: ~78% away from benchmark Nifty 500
2. Given that the portfolio's themes (Consumer Discretionary, Affordable Housing and GST Beneficiaries) are in line with the government's vision, BOP seems well poised to deliver superior returns from a 3-4 years perspective
3. Multiple portfolio changes have been done in the past 3-4 months to enhance the overall quality of the portfolio. While the economy is still going through a downturn, the portfolio has been positioned in well-chosen themes: primarily select consumer and financial services businesses which are expected to perform relatively better in a tough economic environment.
4. BOP's FY20 outperformance over Nifty 500 TRI stood at ~10%

Portfolio Actions in last 6 months

- **Companies Added:** Asian Paints, Max Financial Services, Eicher Motors, Tata Consultancy Services
- **Companies Exited:** Godrej Agrovet, Container Corporation., Exide Industries, Tata Consumer Products, Future Lifestyle Fashions, Kansai Nerolac Paints, Avanti Feeds, ICICI Lombard General Insurance, Bajaj Finance, Reliance Industries, Eveready Industries India, Century Plyboards (India)

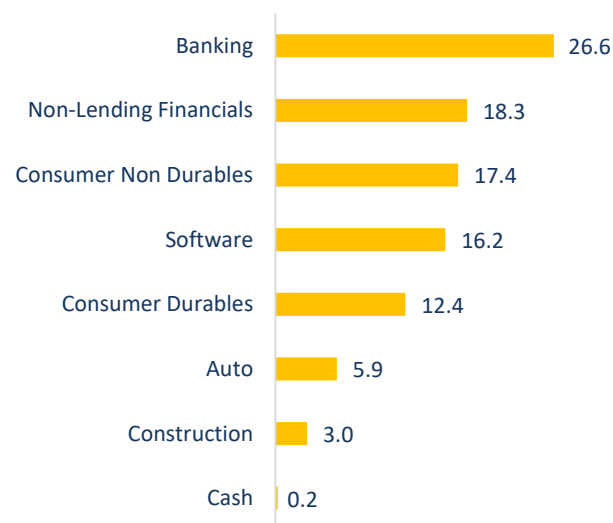
How Buy Right : Sit Tight works

Company	Initial Purchase Date	Market Cap Rs. Crores (Initial Purchase Date)	Market Cap Rs. Crores (31 st July 20)	Absolute Growth	CAGR (%)
Bata India	Jan-18	9,359	16,291	1.7X	24%
Hindustan Unilever	Jan-18	298,979	519,549	1.7X	24%

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

Top 10 Holdings & Sectoral Allocation

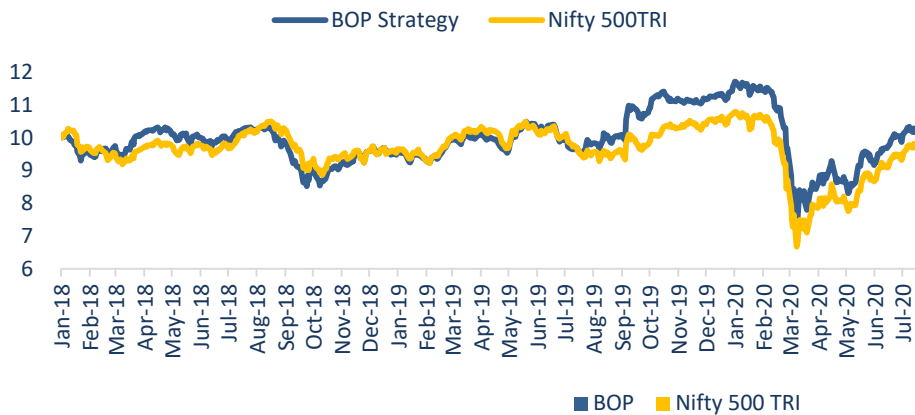
Scrip Name	% Holding
Max Financial Services Ltd.	12.3
Tata Consultancy Services Ltd.	10.4
HDFC Bank Ltd.	10.1
Kotak Mahindra Bank Ltd.	9.1
ICICI Bank Ltd.	7.4
Bata India Ltd.	6.8
HDFC Life Insurance Company Ltd.	6.0
Britannia Industries Ltd.	5.9
Eicher Motors Ltd.	5.9
Larsen & Toubro Infotech Ltd.	5.8



Disclaimers and Risk Factors

BOP Strategy Inception Date: 16th Jan 2018; 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 BOP 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



BOP Strategy has delivered a CAGR of 0.6% vs. Nifty 500 TRI returns of -1.2%, an outperformance of 1.7% (CAGR) since inception (16th January 2018)



Strategy Contributors (1 Year Trailing 31st July 2020)

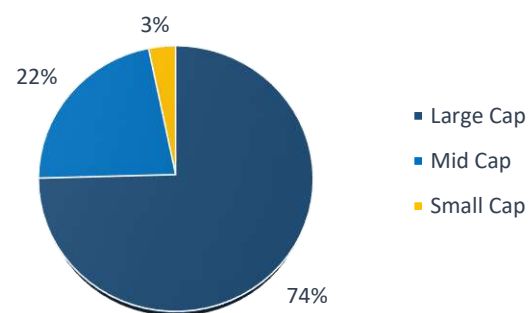
Top 5	Contribution
Hindustan Unilever Ltd.	3.5%
Max Financial Services Ltd.	2.8%
Bajaj Finance Ltd.	2.4%
Larsen & Toubro Infotech Ltd.	2.3%
Britannia Industries Ltd.	2.2%

Bottom 5	Contribution
HDFC Bank Ltd.	-1.2%
Kotak Mahindra Bank Ltd.	-1.5%
Blue Star Ltd.	-1.6%
ICICI Bank Ltd.	-3.1%
Future Lifestyle Fashions Ltd.	-3.1%

*Portfolio Fundamentals

	TTM
PAT Growth	7%
RoE	17%
PE	30

Market Capitalization



Risk Ratios

1 Year Data	Strategy	Benchmark
Churn Ratio	62.5%	-
Standard Deviation	30.1%	29.7%
Beta	0.97	1
Sharpe Ratio	-0.7	-2.0

Weighted Average Market Cap Rs. 2,47,847 Crs

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