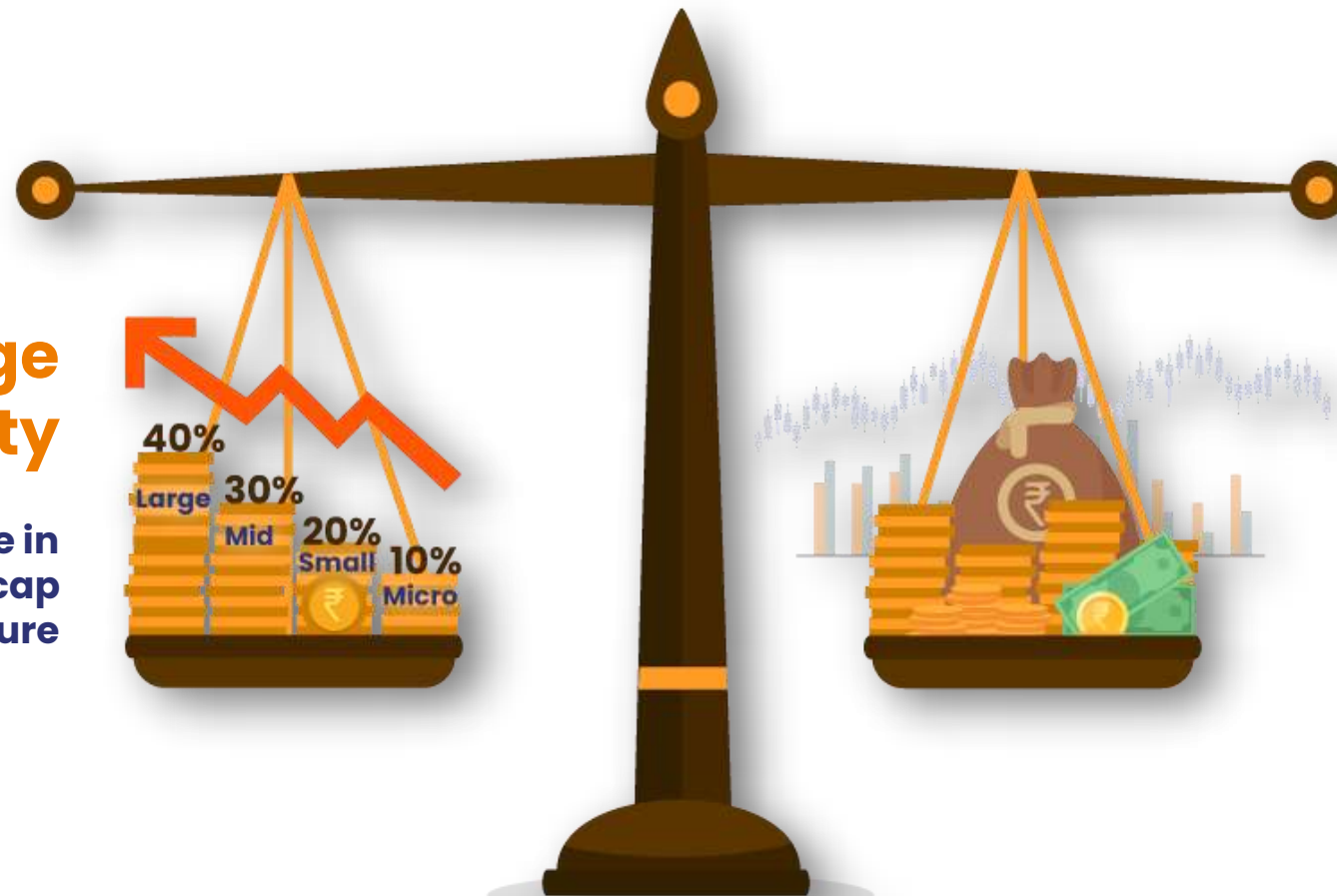


Abakkus Diversified Alpha Approach

Manage Volatility
through balance in Market cap exposure



Seek Returns
through Alpha generation across market cap

Balanced approach to Alpha Generation

Introducing Abakkus Asset Manager LLP

- Abakkus is an alpha-focused boutique asset manager managing roughly INR 27,400 crores* in long-only strategies for Indian equities
- Our offerings include
 - Close-ended Category III Alternative Investment Funds
 - Portfolio Management Services
 - Advisory Services for Domestic and Global Investors
 - UCITS Funds
- In just 6 years of incorporation Abakkus has established itself in the Indian equity horizon both in terms of performance and growth in assets
- Ambition and vision is to make Abakkus India's revered asset managers over time

*Data as on 31st March 2024



Sunil Singhania

Founder
Abakkus Asset Manager LLP

About the founder

- 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 to the Global Board of CFA Institute, USA (2013-2019)
- Ex-Honorary Chairman of Investment Committee of CFA Institute (2018-19)
- 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

INTRODUCING

ABAKKUS DIVERSIFIED ALPHA APPROACH

Investment Approach

- Benchmark Agnostic portfolio of around 40 companies “Bottom Up” investing in companies with decent profitable growth
- Disciplined approach to investing across market caps and sectors
- Focus on a value-conscious style of investing
- Low churn long-term ideation-based approach to investing
- Endeavor to generate alpha over 3-5 years holding period



Large Cap



Mid Cap



Small Cap







Micro Cap

*Indicative Market Cap Breakup on a fully constructed portfolio, may differ due to fund raising. Market cap classification based on internal criteria. Indicative allocation only at the time of investment. May change at the discretion of Investment Manager (IM): Vector figure credits: Elephant – 123RF; Bull, Tiger – Vectorstock; Squirrel – Freepik. The pictorial representation are: Elephant represents as a Large Cap, Bull as a Mid Cap, Tiger as a Small Cap and Squirrel as a Micro Cap.

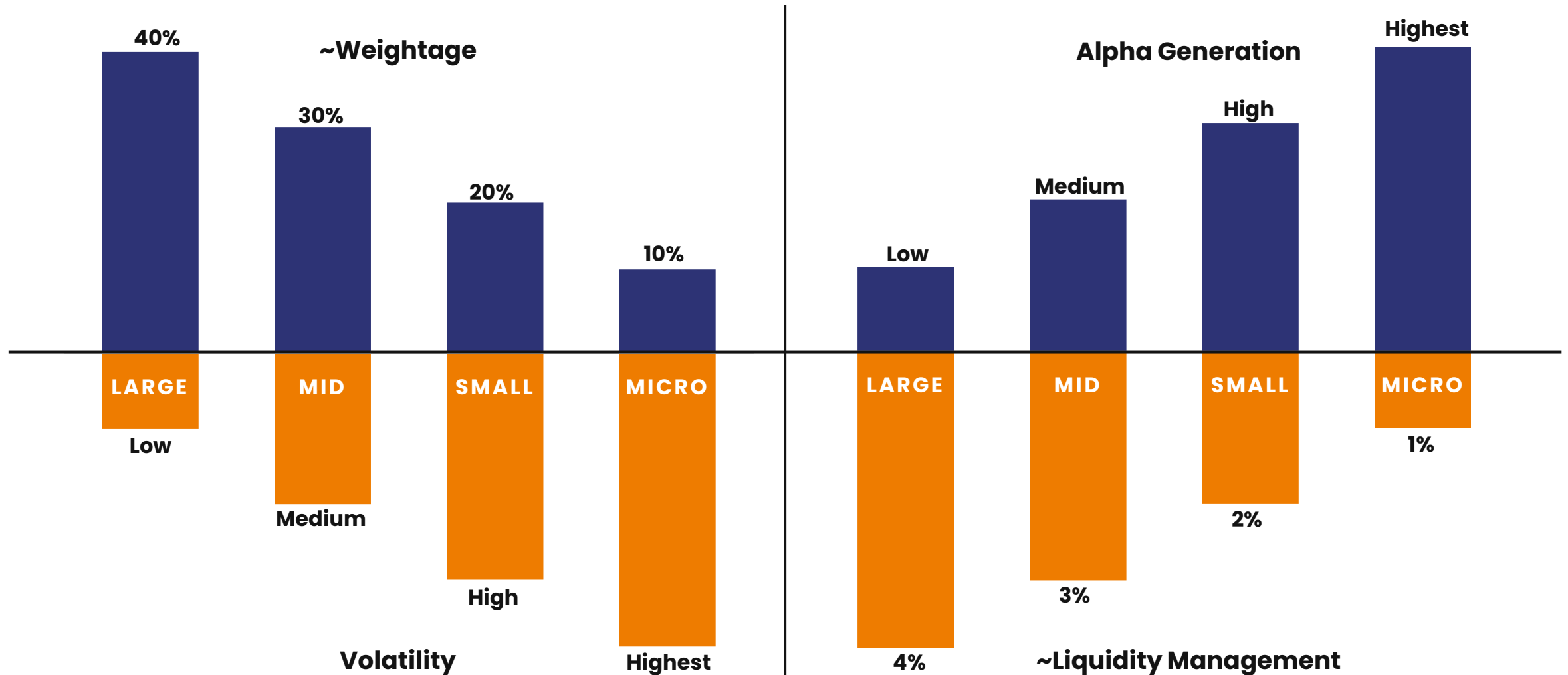
Characteristics of the Approach

- Unique 40:30:20:10 approach to portfolio construction
- Capturing opportunities across market capitalization
- Lower volatility through large cap and larger mid cap exposure
- Focus on alpha creation via exposure to mid, small & micro caps
- Risk discipline and management by way of position sizing
- Liquidity management as smaller capitalization companies have incrementally smaller weights

Indicative Market Cap*	~No. of Stocks	~ Exposure to Each Stock	Total Exposure / Weightage (Approx/Indicative)
 Large Cap	10	4%	40%
 Mid Cap	10	3%	30%
 Small Cap	10	2%	20%
 Micro Cap	10	1%	10%

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Disciplined 40:30:20:10 Approach



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Opportunity Landscape

Indicative Market Cap	Indicative market cap range (in Crs)	Average market Cap (in Crs) of the Universe	~No. of Stock in the Universe	Total Exposure / Weightage (Approx/Indicative)
 Large Cap	~Above 50,000	~170,000	125	40%
 Mid Cap	~17,000 to 50,000	~30,000	150-250	30%
 Small Cap	~4,000 to 17,000	~8,500	250-350	20%
 Micro Cap	~Less than 4,000	~1,700	500-600	10%

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What To Expect



Profitable Businesses



Decent Earnings Growth



Value Conscious Approach



Decent ROE



Alpha focus



Low Churn



Diversification



Investment rather than allocation



Value Unlocking



Value paid commensurate to future profitability

These are indicative approach level expectation for portfolio subject to change from time to time based on past track record.

**Decent ROE/Growth as per Abakkus internal estimates (mid teens); depending on sector/industries. For more details and risk factors, please refer to disclosure document.

What We Do

Large Cap: Investment rather than consensus allocation



Large, Stable

Large Cap

- Fundamental approach to investing
- Valuations do matter
- Judiciously invest rather than allocation-based approach
- Selective sector calls
- Depending on the economic scenario take small cyclical sector exposure from time to time

Mid Cap: Earnings growth along with perception rerating

Mid Cap

- Bottom-up stock picks via in-house research
- Focus on entrepreneurs driving businesses with competitive moat
- Companies that are gaining market share
- Consistency in fundamental track record
- Strong Number 2 or Number 3 in their respective sector



Established, fast moving

Characteristics resembling companies/image are for illustrative purpose only. It may/may not be applicable to respective market capitalization

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What We Do

Small Cap: Non-linear opportunities



Volatile, Swift

Small Cap
<ul style="list-style-type: none"> ▪ Invest in new sectors and emerging themes ▪ Bank on entrepreneurship which is thriving in India ▪ Companies with unique positioning in their respective sector ▪ Small companies but in niche sectors ▪ Opportunistic exposure to events, special situations ▪ Under Researched \ Disbelief

Micro Cap: Turn around stories

Micro Cap
<ul style="list-style-type: none"> ▪ Undiscovered companies with long term high growth potential ▪ Sound businesses that are priced significantly below our estimation ▪ Under penetrated sectors / industries having Macro tailwinds ▪ Invest in potential turnaround stories ▪ Companies with less awareness / research



Flexible, Agile

PMS Positioning:

Abakkus Diversified Alpha Approach

Equity Market Outlook	Economic growth expected to accelerate, Valuations above 10-year average but reasonable. Indian economy relatively outperforming developed as well as other emerging markets
Portfolio Stance	Capturing opportunities across market capitalization
Approach	Value-conscious style of investing in companies having robust business models and earnings growth
Alpha Generation Approach	Investment rather than allocation-based approach across market caps
Themes we are Positive on	Financials, Domestic Growth & Consumption, Manufacturing, Capex, and Digital \ IT

For more details, please refer to disclosure document.

INVESTMENT PHILOSOPHY, PROCESS AND FRAMEWORK

Investment philosophy

Risk reward equation

- Expected returns must justify the risk / uncertainty taken
- A good company might not necessarily be a good stock
- Focus on the price we pay, and value derived
- What is in the price?

Patient investors

- Buy and hold
- Invest in a stock as if investing in a business
- Think like a partner

Agile and flexible

- Each investment opportunity is looked upon individual merit
- Not constrained to a particular theme or style



Alpha generators

- Believe in investing with an endeavor to generate alpha over the markets rather than just allocating within benchmark index
- Growth companies where profitability is expected to grow higher than market average
- Fundamentally underpriced stocks with reasonable growth expectations
- Mid Cap companies with a scalable business model and growth potential to become large cap

Fundamental driven

- Bottom-up research with focus on balance sheet
- Numbers speak more than presentations and hype
- Returns ultimately are all about earnings

Happy to be contrarian

- Prefer to be first, early and/or only investors
- Do not chase the momentum
- Open to look at companies across sectors, market caps and business cycles

Why us

Experience

Backed by a well-qualified dedicated team of professionals that have cumulative experience of ~200 years

Performance

A well-established performance track record over 2 decades in public equity funds and across all market cycles

Commitment

Follow a start-up culture with high degree of commitment, urgency and passion



Positioning

Focused investment in Alpha plays beyond the large number of listed companies supported by non-consensus, in-house research and independent thoughts

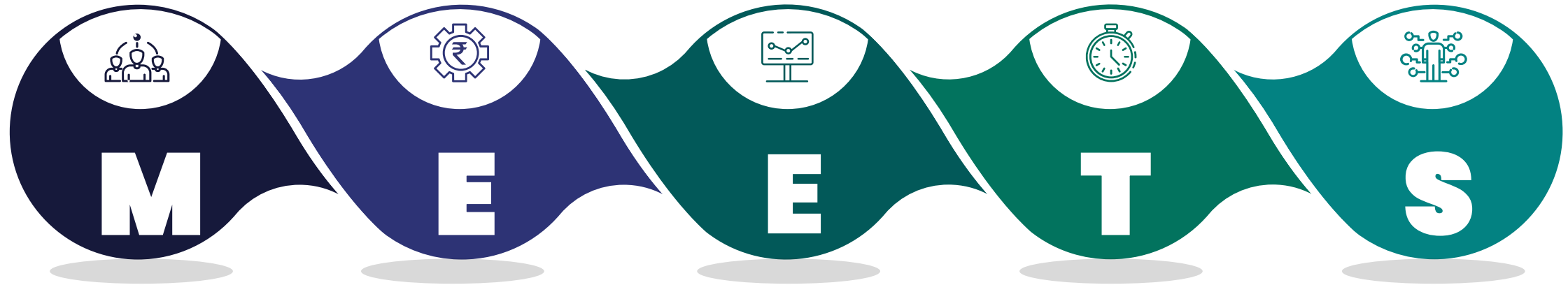
Opportunistic

Greater flexibility in investing into new sectors, new themes which are backed by entrepreneur driven economy

Consistent

Investment team has delivered consistently across market cycles

Our unique MEETS framework



Management

- Quality - Capability and track record
- Capital Allocation – capex is fine if ROE is maintained or enhanced
- Capital Distribution – fair to minority shareholders
- Error in decision – Business errors vs avoidable mishaps

Earnings

- Quality of earnings vs reported numbers
- Actual earnings vs expected
- Cyclical vs Structural earnings
- Companies that can double profits in 4 years or less or where EV/EBITDA can halve in four years

Events/Trends

- Stock movement because of events.
- Can be Buy or Sell opportunity
- Events on the horizon
- Disruptive trends/New themes

Timing

- Good company is not necessarily a good investment if price is not right
- What is the price discounting
- Time frame of investment
- Mean Reversion

Structural

- Size of the opportunity
- Competitive positioning / MOAT
- Consistent growth in profits

5D Investment process

DISCOVER

From universe of **6000** companies, **~1500** companies are investable

DELVE

Deeper into **~350** companies with the help of experienced investment team using MEETS framework

DEVELOP

Macro and micro analysis on **>100** companies

DETAIL

Idea generation on **~75** stocks

DELIVER

Portfolio construction and risk monitoring of **~40*** stocks

LEADS

MEETS FRAMEWORK

ANALYSIS

PORTFOLIO CONSTRUCTION

PORTFOLIO MANAGEMENT

- Annual report
- Analysts & reports
- In-house screeners
- Team experience
- Ecosystem
- News flow

- Management quality
- Earnings
- Events
- Timing
- Structural

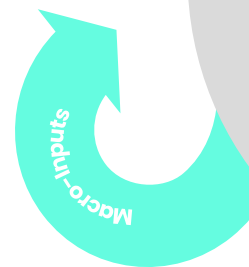
- Management meetings
- Competitive advantage
- Potential triggers
- Peer comparison
- Financial modelling and sensitivity analysis

- Liquidity
- Sector exposure
- Portfolio beta
- Risk management

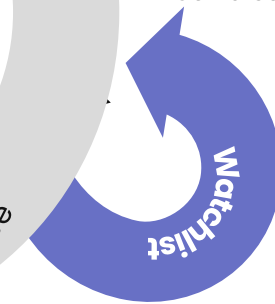
- News flow
- Monitoring
- Quarterly Reviews
- Sell discipline

Decision Making

BUY it now or at target price



Risk Reward Equation

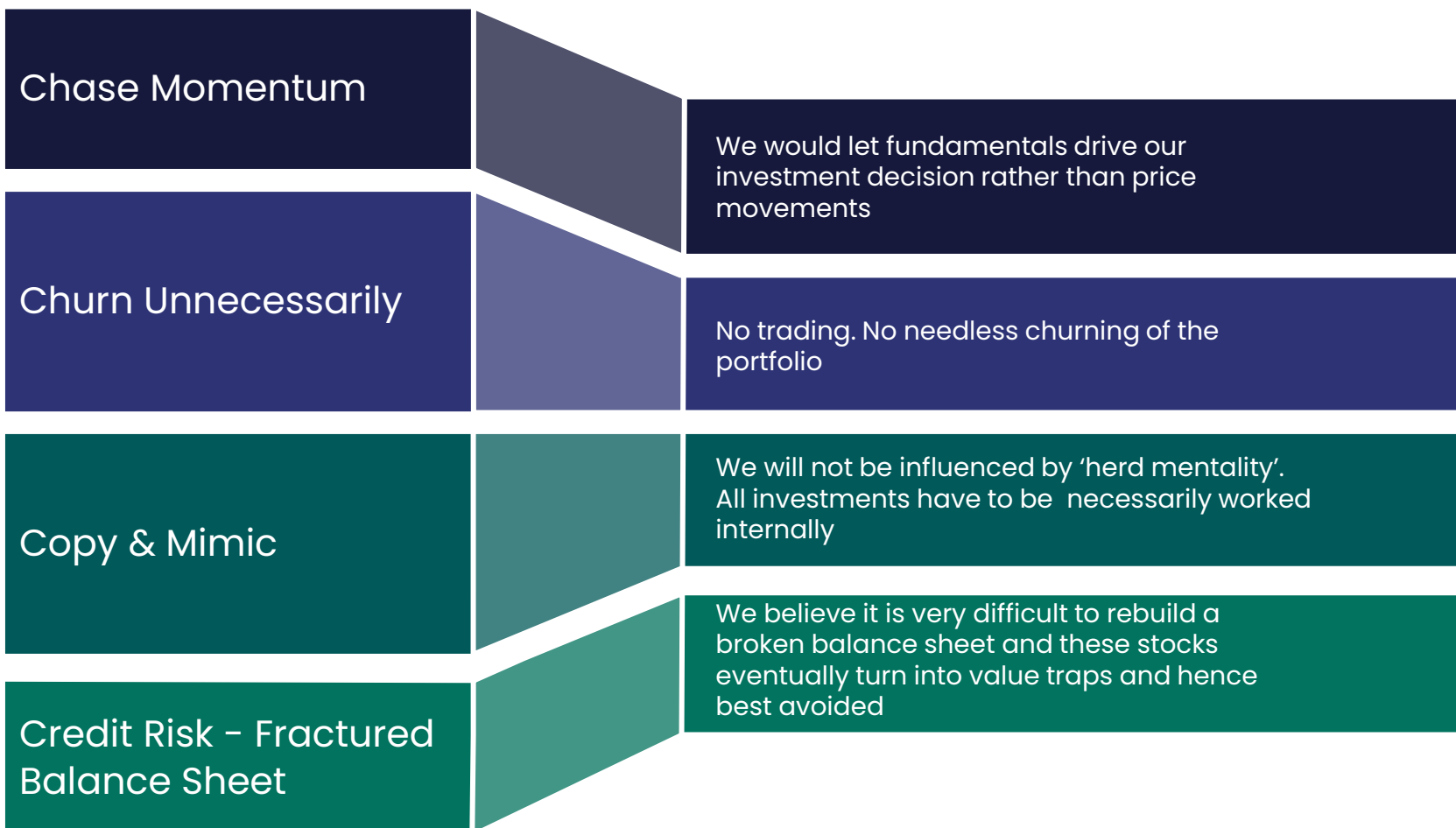


Triggered due to change in stock price and/or data point.

*No. of stocks may differ based on the strategy/approach

What we won't do

Avoid the four "C"s



Exit Discipline

- Fundamentals don't pan out as expected due to sector deterioration, company specific issues, governance issues.
- Not shy to accept when thesis goes wrong.
- Stocks may do much better than expected.
- Position becomes insignificant and can't / don't want to add.
- New investment idea better than existing holding in terms of risk reward.

Risk management



Abakkus Diversified Alpha Approach (PMS)



Investment Approach Features

Investment Approach	Abakkus Diversified Alpha Approach
Minimum Investment	INR 50 lacs
Benchmark	S&P BSE 500 TRI
Fund Manager	Sunil Singhania / Aman Chowhan
Custody	HDFC Bank, Kotak Mahindra Bank & ICICI Bank

Fee Structure

Fee Type*	Fixed Management Fees	Performance Fees
Fixed Option	2.50% p.a.	Nil
Fixed + Variable Option	1.75% p.a.	15% sharing over 9% hurdle rate (Annual with high watermark)
Exit Load	Between 0 and 12 months from investment date: 1.5% Post 12 months from investment date: 0%	

*Plus operating expenses, brokerage costs, GST and all statutory levies as applicable. For more details on fees, please refer to PMS agreement, disclosure document and other related documents. PMS (Portfolio Management Services): Separately Managed Account.



CORPORATE PROFILE

We are net carbon negative



- As a part of the 'Cauvery Calling' project, we planted more than 2400 trees in the Cauvery region of Tamil Nadu – the carbon equivalent of 50.4 metric tons of CO₂e much higher than our carbon footprint of 33 metric tons resulting in our company to be net carbon negative. (CY*-2019)
- The project aims to restore the biodiversity of Cauvery basin and the thriving food chain that depends on it. 84 million inhabitants could be positively benefitted by the effort

**CLIMATE
NEUTRAL
NOW**

ACHIEVEMENT 2021	
MEASURE	● BRONZE
REDUCE	● BRONZE
CONTRIBUTE	● SILVER
JOINED 2022	

- Our belief in the idea of an environmentally and socially sustainable future has led us to take up the responsibility and resources to achieve actionable change.
- The cook stove project was an initiative to distribute **3500 cooking stoves** to rural households that still use conventional kerosene burners. (CY*- 2021)
- This will result in a **reduction of CO₂ emissions by 12250 tons per year** (Estimated) from the environment .
- All this while having net negative carbon footprint.
- Also, achieved climate neutral badge for our contribution in Climate neutral mission(CY-2022)



*CY- Calendar Year

Bridging the gap of gender diversity

- ✓ We are committed to gender diversity, currently one of the weakest in India (industry average of only 20% women at work)
- ✓ We support the 'Young Women In Investment initiative' by CFA Institute.
- ✓ The G8 accredited program 2020 creates awareness about financial careers and facilitates participation of women in the financial sector.
- ✓ A four-week boot-camp for women which is followed by paid internships at reputable financial institutions, including Abakkus. (CY*- 2019)
- ✓ We are committed to reach 30% gender diversity ratio by the year 2025 as we expand our research and administrative team over the coming years.

Empowering Children

- ✓ India harbors one of the largest population of adolescents on the planet, would stand to benefit massively if adolescents are well fed and educated.
- ✓ We worked with the Cosmic Divine Society to feed around 1200 children for a period of 1 week every year for the last 4 years. We strongly believe that our children are the governors of our future, and their nurturing is necessary for our country to prosper. (Since CY-2018)
- ✓ We also worked with Vallabhdas Dagara Indian Society to foster and care for the mentally challenged kids of India. We took the responsibility of co-parenting 20 children for a period for the last 2 years which includes training and teaching them to be skilled, employable and independent. (Since CY- 2020)

Industry Participation

- ✓ Abakkus is an active member of the following industry associations / bodies for promotion of the industry at large and the broader investment community.



APMI is an entity entrusted with promoting uniformity and best practices in PMS industry.

To fulfill this role, APMI will primarily draw upon the expertise already available with its members and Abakkus representatives are part of the APMI Board and several operational committees.



IVCA is a non-profit organization that serves as a prominent apex industry body dedicated to promoting the alternate capital industry in India.

IVCA is resolutely committed to bolstering the ecosystem by advocating regulatory interventions, facilitating constructive dialogues with the SEBI and other governmental bodies.



ARIA was born out of the need to support the development of the investment adviser community in India.

ARIA is a representative of communities interest to the regulatory and other stakeholders.

Team profile

Abakkus has a 70-member strong team with cumulative work experience of more than 200 years. Our team has substantial experience in tracking global equities across all market cycles. Sunil Singhania, the founder of Abakkus and who leads our team, has a successful, recognized and well-established performance track record in public equity funds. Our committed and strong team has extensive qualifications including 42 Master's Degree Holders, 3 CFA Charter Holder and, 7 Chartered Accountants.



Aman Chowhan

Senior Fund Manager

Qualification: BCOM, MBA

Total Work Experience: 24 years

Past Organization:

Nippon Life AMC, TAIB Securities, Tata TD Waterhouse



Hitesh Arora

Fund Manager

Qualification: B.Tech, MS, MBA, CFA

Total Work Experience: 19 years

Past Organization:

Unifi Capital, Deutsche Bank, J.P. Morgan



Biharilal Deora

Director

Qualification: BCOM, MCOM, FCA, CFA, CIPM, CFP

Total Work Experience: 21 years

Past Organization:

Credit Suisse, Fidelity Investments



Manish Kanojia

National Sales Head

Qualification: BCOM, MBA

Total Work Experience: 18 years

Past Organization:

Nippon Life AMC, Principal PNB AMC, Kotak AMC



Rajesh Thongepatil

Senior VP - Operations

Qualification: BCOM, DBM

Total Work Experience: 20 years

Past Organization:

ASK Investment Managers, Motilal Oswal AMC



Chetan Vora

Sr. Research Analyst

Qualification: BCOM, CA, CFA Level 2 Cleared

Total Work Experience: 18 years

Past Organization:

Valuequest Inv. Advisors, Edelweiss



Nikhil Gada

Sr. Research Analyst

Qualification: B.E. (EXTC), MBA

Total Work Experience: 11 years

Past Organization:

Asian Markets Securities (AMSEC), CLSA, Morgan Stanley, ZyFin Research



Nirav Savai

Sr. Research Analyst

Qualification: BCOM, PGDM

Total Work Experience: 18 Years

Past Organization:

HDFC Securities, JM Financial



Dewang Sanghavi

Sr. Research Analyst

Qualification: MBA, Finance

Total Work Experience: 17 years

Past Organization:

ICICI Securities

Team profile



Foram Bauva

Research Analyst

Qualification: BCOM, CA

Total Work Experience: 10 years

Past Organization:

K.N.G & Co.



Varun Ghia

Research Analyst

Qualification: BFM, CFA

Total Work Experience: 9 years

Past Organization:

Dimensional Securities



Mudita Nahar

Research Analyst

Qualification: BCOM, CA, CS, CFA

Level 1 cleared

Total Work Experience: 6 years

Past Organization:

Grant Thornton, Tata Capital,
RBL Bank



Neha Raichura

Research Analyst

Qualification: MCOM, CFA Level 3

Cleared

Total Work Experience: 5 years

Past Organization:

Taurus Asset Management & KR
Choksey



Pathik Doshi

Research Analyst

Qualification: BAF, PGDM

Total Work Experience: 5 years

Past Organization:

Yes Securities



Akshay Shah

Senior Manager – Dealing

Qualification: BCOM, MBA, CFA

Level 1 cleared

Total Work Experience: 18 years

Past Organization:

Elara Capital, First Global
Securities, Indiabulls Securities



Sharmila Thakker

Manager – Dealing

Qualification: MCOM

Total Work Experience: 17 years

Past Organization:

Nirmal Bang Equities Pvt Ltd

Other disclosures and disclaimers



About Us

Abakkus Asset Manager LLP (“Abakkus”) is registered as a Portfolio Manager with SEBI under SEBI (Portfolio Managers) Regulations, 2020 as amended from time to time and the Circulars and Guidelines issued there under from time to time vide SEBI Reg. No.: INP000006457 dated March 14, 2019 and as an Investment Advisor under SEBI (Investment Advisors) Regulations, 2013 as amended from time to time and the Circulars and Guidelines issued there under from time to time vide SEBI Reg. No.: INA000015729 dated February 03, 2021. Abakkus is also the Investment Manager to Abakkus Growth Fund, a SEBI registered Category III AIF vide SEBI Reg. No.: IN/AIF3/18-19/0550 dated June 05, 2018, India-Ahead Venture Trust, a SEBI registered Category I AIF vide SEBI Reg. No.: IN/AIF1/21-22/0976 dated January 25, 2022, India-Ahead Private Equity Trust, a SEBI registered Category II AIF vide SEBI Reg. No.: IN/AIF2/21-22/0980 dated January 27, 2022 and Abakkus India Equity Trust, a SEBI registered Category III AIF vide SEBI Reg. No.: IN/AIF3/23-24/1326 dated August 09, 2023 under SEBI (Alternative Investment Fund) Regulations, 2012 as amended from time to time and the Circulars and Guidelines issued there under from time to time collectively referred as the SEBI Registered Intermediary. The branch office of Abakkus situated at IFSC-GIFT City is registered with the IFSCA as Registered FME (Non-retail) (IFSCA/FME/II/2022-23/041) under IFSCA (Fund Management) Regulations, 2022.

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Abakkus (including its affiliates) may offer services in nature of advisory, consultancy, portfolio management, sponsorship of funds, investment management of funds which may conflict with each other. Abakkus operates from within India and is subject to Indian laws and any dispute shall be resolved in the courts of Mumbai, Maharashtra only.

Alternative Investment Fund (AIF)

As per SEBI Circular No. SEBI/HO/IMD/DF6/CIR/P/2020/24 dated February 05, 2020, details of industry benchmark and AIF level performance versus Benchmark Reports are available at <https://www.crisil.com/en/home/what-we-do/financial-products/alternate-investment-funds-benchmarks.html> and <https://www.nseindia.com/products-services/aif-benchmark-report>
Compliance Officer: Mr. Biharilal Deora, Tel: 022-68846600 | For Queries/Grievances - Email – complianceteam@abakkusinvest.com

Portfolio Management Services (PMS)

You may refer the Disclosure Document available at <https://abakkusinvest.com/regulatory-disclosure/> for detailed disclosures.
Principal Officer: Mr. Aman Chowhan, Tel: 022-68846600 | Compliance Officer: Mr. Biharilal Deora, Tel: 022-68846600

Investment Advisory Services

You may refer the Disclosure Document available at <https://abakkusinvest.com/regulatory-disclosure/> for detailed disclosures.
Principal Officer: Mr. Biharilal Deora, Tel: 022-68846600 | Compliance Officer: Mr. Lijo Varghese, Tel: 022-68846600

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