



## **Wealth management...a fresh perspective**

### **Portfolio Management Service of:**

Sundaram Asset Management Company Limited

### **Portfolio Manager:**

Balaji Vaidyanath is part of the fund management team at Sundaram Asset Management Portfolio Managers. He is a commerce graduate and an MBA. He has over seven years Equity research experience and has worked closely with fund managers at Sundaram Asset Management. Balaji has tracked vital sectors such as banking, financial services, consumer products, healthcare and emerging sectors such as media, entertainment and retail. His interaction at close quarters with fund managers of acclaimed products such as Sundaram Select Focus, Sundaram Select Mid Cap and Sundaram Tax Saver has enhanced his understanding of his markets and sectors. Balaji is in his eighth year at Sundaram Asset Management.

### **Name of the Strategy:**

Sundaram India Secular Opportunities Fund (SISOP)

### **Date of Inception:**

February 22, 2010

### **PMS Category:**

Equity



**Strategy Objective:**

Capital growth

**Brief description:**

To generate capital appreciation across market cycles by investing in concentrated set of high conviction stocks.

**Style of Investment:**

Fundamental

**Benchmark:**

	1M	3M	6M	1Y	2Y
<b>SISOP (%)</b>	7.2	5.9	11.1	19.8	22.9
<b>S&amp;P CNX 500 (%)</b>	9.1	8.0	6.7	13.2	-4.4
<b>Excess Return (% Points)</b>	-1.9	-2.1	4.4	6.6	27.3

**Portfolio statistical details *vis-à-vis* Benchmark:**

	Strategy	Benchmark
Alpha	25.65	
Beta	0.65	
Annualised Standard Deviation	14.85	16.99
Sharpe Ratio	1.60	-0.18
Correlation	0.74	
Churn Ratio	0.40	
Dividend Yield	1.50	



**Top 5 holdings and weightage:**

Stocks
Asian Paints
Axis Bank
Bosch

**Top 5 sectors (if applicable) and weightage:**

Sector	Weights
Financial Services	35.1
Consumer Goods	20.0
Automobile	14.4
Textiles	14.0
Chemicals	9.9
Construction	5.1
Cash	1.5

**Minimum Amount:**

Rs. 25 Lacs

**Fee structure:**

2.50% p.a. from the investor

**Exit Load:**

1%



**What is unique about the service:**

- Leverage the Equity track record
- Ability to adopt a top down/bottom up approach in picking stocks
- Customization of Portfolios/Asset classes for the needs of the large ticket investors
- An experienced team to provide after sales support
- Custodial Arrangement with Axis Bank, providing us the reach across the country