Select Sector Portfolio

July 2022

ADITYA BIRLA CAPITAL

PROTECTING INVESTING FINANCING ADVISING

Aditya Birla Capital Limited – A Financial Powerhouse

Aditya Birla Capital LTD

Business	Company	Stake
NBFC	ADITYA BIRLA FINANCE LTD	100%
Housing Finance	ADITYA BIRLA HOUSING FINANCE LTD	100%
Life Insurance	ADITYA BIRLA SUN LIFE INSURANCE COMPANY LTD. [1]	51%
AMC	ADITYA BIRLA SUN LIFE AMC LTD [1]	51%
Health Insurance	ADITYA BIRLA HEALTH INSURANCE CO. LTD [1]	51%
Wellness	ADITYA BIRLA WELLNESS PRIVATE LTD [1]	51%

Company	Stake	Business
ADITYA BIRLA MONEY LTD (Listed)	75%	Broking
ADITYA BIRLA INSURANCE BROKERS LTD [2]	50.01%	Insurance Advisory
ADITYA BIRLA PE ADVISORS PVT. LTD	100%	Private Equity
ADITYA BIRLA MYUNIVERSE LTD [3]	93.7%	Online Money Management
ADITYA BIRLA ARC LTD	100%	ARC

VISION | To be a leader and role model in a broad based and integrated financial service business

As on Mar 31, 2018

ABSLAMC: A Joint Venture between two pioneering companies

ADITYA BIRLA GROUP

- A US $48.3 bn corporation - one of the largest Indian conglomerates with operations in over 36 countries
- A dominant player in many commodity & manufacturing businesses apart from service businesses
- Major presence in Financial Services - Mutual Funds, Life Insurance, Wealth Management & Distribution, Security based lending, Infrastructure Finance, General Insurance Advisory, Broking & Private Equity

Sun Life Financial

- A leading Canadian financial services company
- AUM CAD $ 1,445 billion (as on Dec 31, 2021)
- Offering diversified range of risk and financial management products for individuals and corporate
- Large international footprint across continents – major presence in North America & Asia

Overview: Aditya Birla Sun Life Asset Management

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Asset Management

Heritage

- ✓ Founded in 1994, one of the oldest in India
- ✓ A JV between Aditya Birla Group & Sun Life Financial Inc since 2001
- ✓ Have seen the market evolve across different asset classes over the years
- ✓ Driven by client centric product Innovation

Market Dominance

- ✓ One of the top 4 AMCs in India with AUM of over 2,53,584 Cr (June 2022)
- ✓ Over 7.9 million investor accounts (June 2022)
- ✓ Strengths across different asset classes

Portfolio Management Services

Best in Class Management

- ✓ Offer portfolio management services and alternate investment solutions to HNI's and Institutions
- ✓ Aditya Birla Sun Life PMS manages / advises Rs. 9,990 Cr. of assets (June 2022)
- ✓ 10 member dedicated team for Equity and Fixed Income, with a cumulative experience of over 60 yrs - over 8 yrs average experience with ABSLAMC
- ✓ Disciplined processes driving investment management

Key reasons why Midcap & Smallcap deliver multibagger returns

1. They are Under researched
   - ✓ Limited research coverage for this segment compared to large caps by various institutions
   - ✓ Little is known about hidden gems; creating information arbitrage

2. They are Under Owned
   - ✓ Institutional ownership is normally much lower than that of Large caps
   - ✓ Primarily owned by promoters
   - ✓ Liquidity is limited; creating arbitrage

3. They are Under Valued
   - ✓ Because of low awareness levels, investor interest is also low
   - ✓ Due to lack of demand, lower valuations
   - ✓ Price tends to be lower than intrinsic value; creating valuation arbitrage

Correction in Midcap & Smallcap Index

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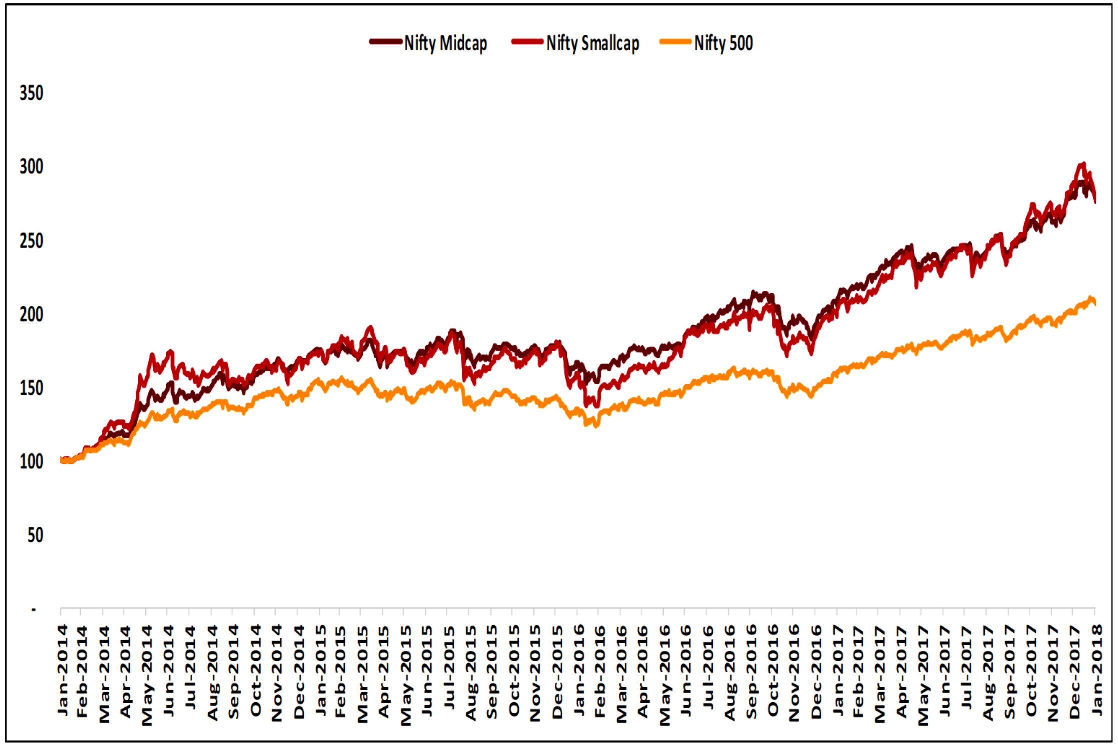
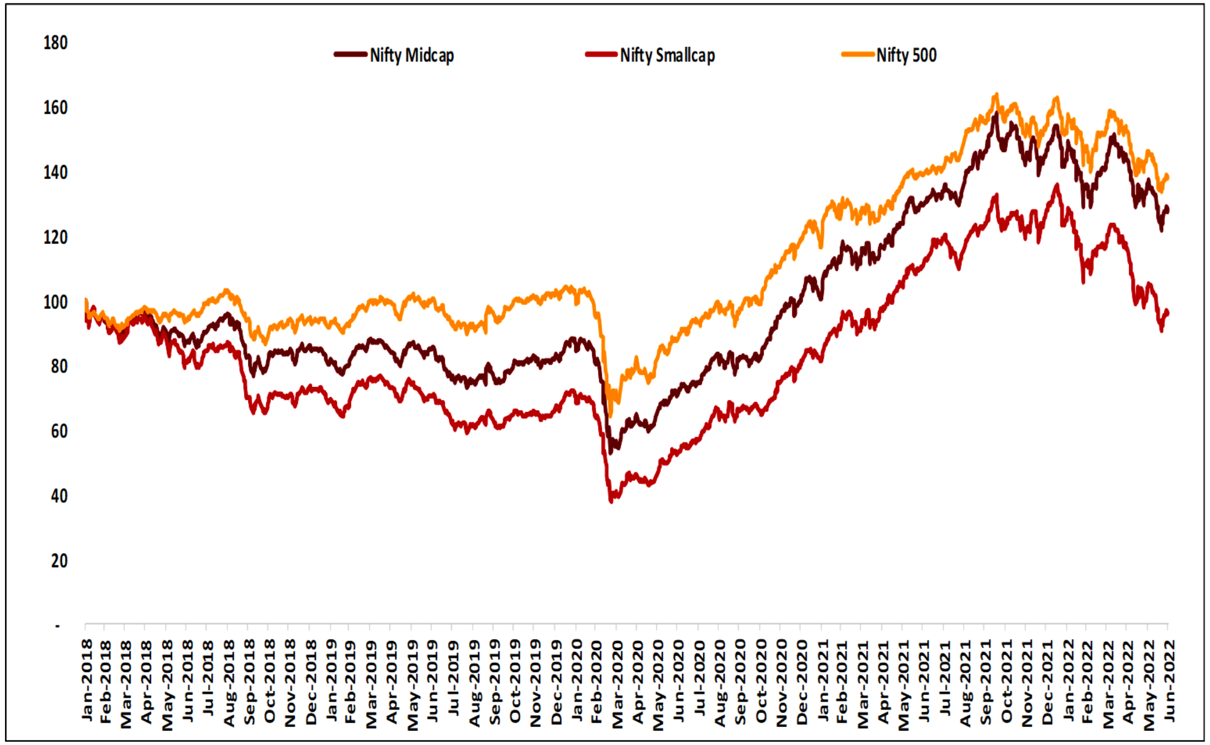
- The 4 year rally in Midcap & Smallcap stocks ended abruptly in Jan 2018.

- Recategorization and rationalization of Mutual Fund Schemes by SEBI in 2018 added to the pain & led to a sharp sell off & flux in most Mid & Small cap stocks.





As on June 30, 2022/ Source: Bloomberg

Why is it a right time to invest now

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- COVID-19 is a full-fledged dislocation across industries rather than a mere near-term disruption.
- Smaller unorganised competition may suffer and probably struggle for survival over the next 12–18 month
- For dominant category leaders, this is an opportunity of the decade to further entrench their dominance and accelerate market share gains.

Right enabling environment for growth → Valuation → Faster recovery

Mid & Smallcaps have the right enabling environment for growth

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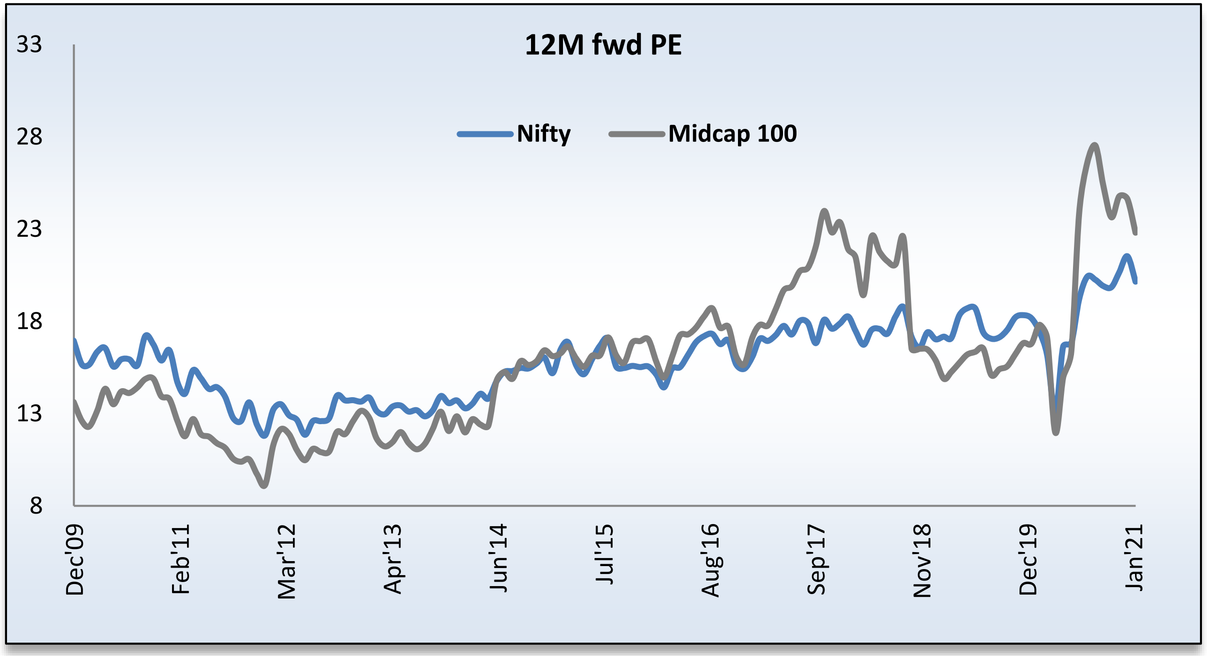
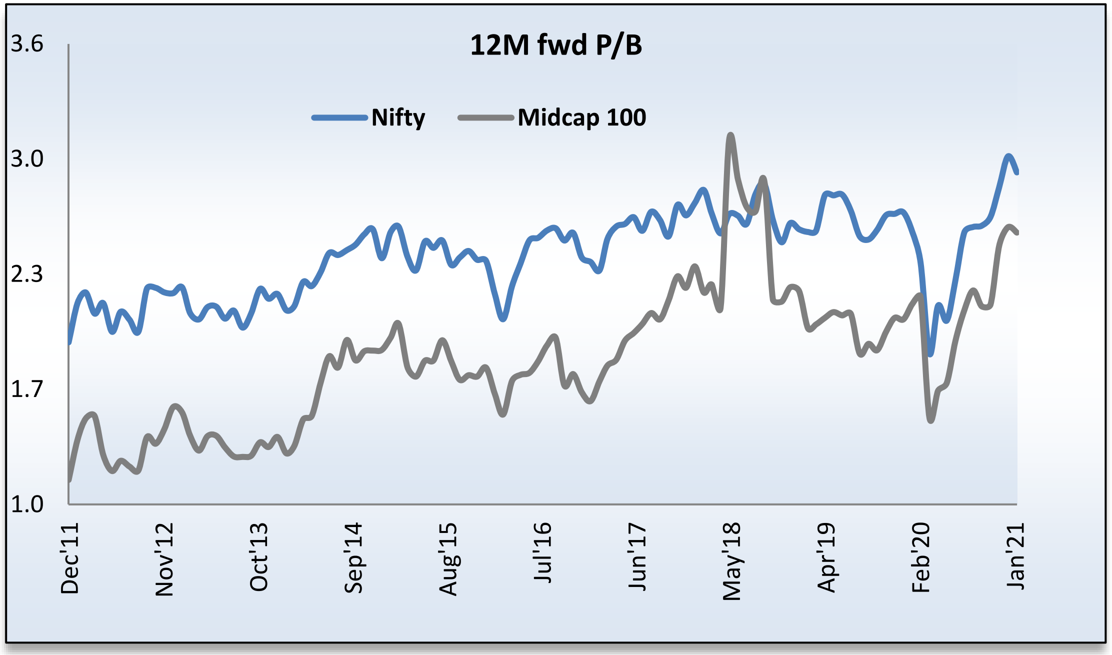
Scalability of Business Opportunity →	Size & growth available in the industry of operation	← Rising per capita income & strong domestic / pvt consumption demand
Depth of Management →	Quality of leadership team; past experience & bandwidth	← Strong entrepreneurial trends supported by rising presence of VCs etc
Access to risk capital / resources →	Stable fund flow to sustain business expansion & survive special situations	← Bank finance easily available; Interest rates decline expected

Valuation

While 1-year Fwd PE looks expensive for Midcaps, there is a potential for earnings upgrade. On Price/Book, valuations look reasonable as compared to larger peers.





Source -MOFSL, Bloomberg

Faster recovery seen in Mid & Smallcap stocks

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Post market crash, historically Mid & Smallcap stocks have seen a faster recovery.

Gap in the trailing 5-year returns

Month/Year	Five-year trailing returns %		Gap
	Nifty 50	Nifty Smallcap Index	Small vs Large
Jan-18	12.8	19.4	6.6
Jan-19	12.2	14	1.8
Jul-19	7.6	1.8	-5.8
Jan-20	6.3	2.6	-3.7
Apr-20	2.3	-6.2	-8.5
Dec-20	12.0	9.2	-2.8
Mar-21	14.0	11.0	-3.0

Sharp recovery in Mid & Small caps post-Global Financial Crisis (GFC) during Dec'08-Dec'09

Index performance (%)	NIFTY	Midcap 100	Smallcap 100
Global Financial Crisis 2008-2010			
Dec'07-May'08	(34.2)	(43.1)	(43.3)
May'08-Nov'08	(31.8)	(36.8)	(54.4)
Total decline (Dec'07-Nov'08)	**(55.1)**	**(64.0)**	**(74.1)**
Nov'08-Feb'09	0.3	(4.0)	(3.5)
Feb'09-May'09	61.0	68.6	87.3
May'09-Aug'09	4.8	14.3	12.8
Aug'09-Dec'09	11.6	21.5	14.0
Total recovery (Nov'08-Dec'09)	**88.8**	**124.6**	**132.3**
COVID-19 2020			
The sell-off so far	(35.4)	(38.7)	(45.8)
More damage in store or a Recovery?	?	?	?

Source: Bloomberg; Edelweiss research

Source -MOSL, Bloomberg

Mid & Smallcap companies can be market leaders in their segment

Did you know India's….	Company
Leader in the synthetic leather industry supplying to footwear & PV companies	Mayur Uniquoters
Market leader in automotive lighting industry with ~35% consol. market share	Lumax Industries
Leading diagnostics company in West & South India	Metropolis
One of the largest Indian manufacturers of specialty fluorochemicals	Navin Flourine
Leading footwear player in India with around 15% market share in a highly unorganised industry	Bata

Though many midcap companies are not huge in size, they have competitive advantage & market leadership in sub-sectors

Select Sector Portfolio: Investment Objective & Drivers

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Focus on Long Term Wealth Creation

Investment Objective/ Philosophy

Focus on sectors with strong operating dynamics and growth visibility

*Concentrate on sectors that grow faster than GDP

* Core to the India growth story

Buy Recurring Winners – Industries

* With strong operating dynamics

* Which have consistently thrown up winning stocks over the past 10 yrs

Wealth Creation Approach

Own High-Quality businesses with consistent growth/returns profile

* Companies with Scalability and Resilience

* Benchmark-agnostic

* Concentrated Portfolio ~ 25-30 stocks

* 80% of the portfolio invested in 4-6 sectors

Value drivers

* Industry operating dynamics

* Sustainable ROEs/ROCEs

* Sustainable earnings growth

* High quality franchise, product, service

* Superior management team

* Attractive valuations

4 Pillars of our Investment Process – A Blend of Top Down and Bottom Up factors

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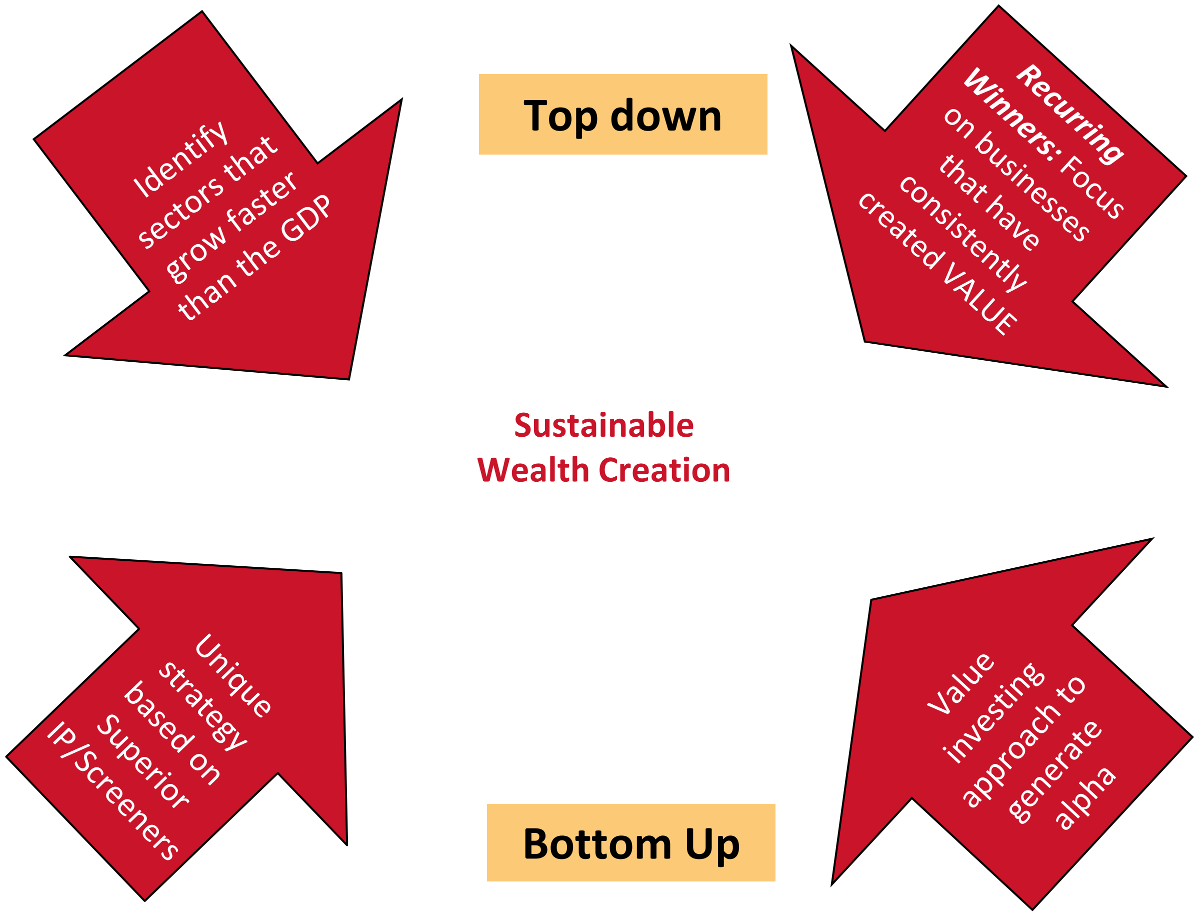
✓ GDP growth pattern tilted in favor of few industries

✓Favorable industry operating dynamics key to wealth creation
✓Consistent growth/returns profile, reflected in high ROEs, ROCEs



✓Extensive research studies to identify future winners including Piotroski Score
✓ Extensive fundamental research with focus on company strategy, management and execution

✓ Identify mispriced stocks and buy them at a discount to their Intrinsic value

Pillar 1: GDP growth patterns favor some sectors more

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India GDP
(Rs 203 trn)

Private Consumption
(Rs 123 trn)

- Food, beverages, tobacco: Rs 39 trn
- Gross rent, fuel, power, water: Rs 16 trn
- Transport & Communication: Rs 23 trn
- Misc goods & svcs: Rs 19 trn
- Clothing & Footwear: Rs 7 trn
- Furniture/Furnishing: Rs 3 trn
- Healthcare: Rs 6 trn
- Education & Recreation: Rs 6 trn

Exports
(Rs 37 trn)

- Export of goods : Rs 22 trn
- Export of services : Rs 15 trn

Gross Capital Formation
(Rs 58 trn)

Public Sector: Rs 6 trn
Pvt Sector: Rs 21 trn
Household: Rs 23 trn

Decoupled, stable and sustainable returns over long term

Cyclical, levered to domestic policy and global economic recovery

Source: MOSPI, Nominal GDP data for FY2019-20

Pillar 1: Sectors growing faster than GDP can generate significant Alpha

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- ✓ Sectors that grow faster than GDP provide an opportunity in the stock markets
- ✓ Our analysis of the GDP growth and sectoral growth trends have shown that the sectors which outpace the GDP growth over cycles generate significant out performance versus the benchmark
- ✓ Our focus would be on sectors with strong growth visibility over the next 2-3 years

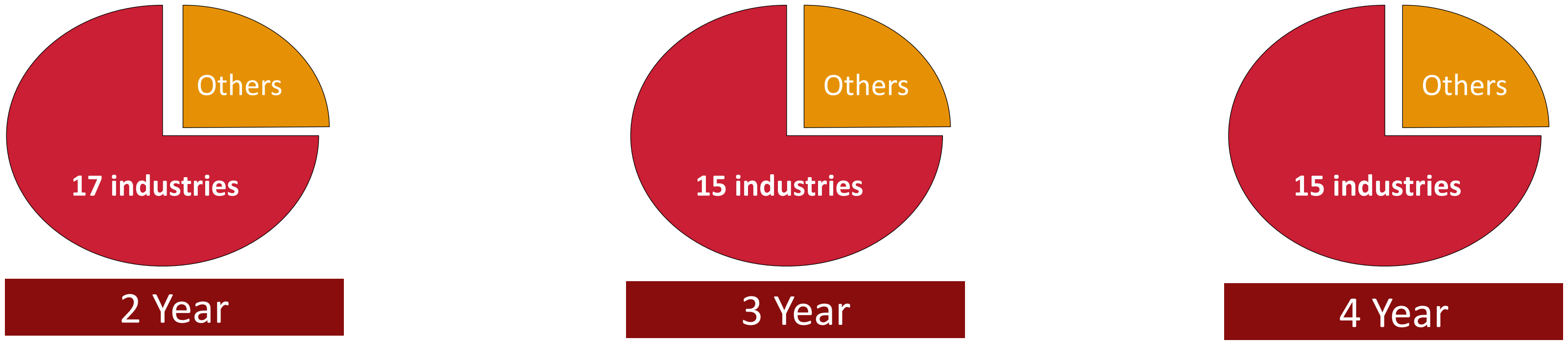
Industrials FY06 - FY08 → Healthcare FY09-FY11 → Financial Services FY10-FY11 → Consumer Staples FY12- FY13 → Financials FY17-19

FY21-23
- Healthcare
- Materials
- Consumer Discretionary

Source: Internal Research

Pillar 2: Recurring Winners

Consistent wealth creation in select industries



- ✓ Our **“Recurring Winners”** study across **61** industries suggest that in Indian context, **75%** of the consistently performing companies in the last decade belonged to **only 15** industries
- ✓ The study evaluates the consistent winners in light of its Industry dynamics such as Competitive Intensity and Long-term Growth Prospects
- ✓ Companies with superior management and strong business models require support of favorable industry operating dynamics to consistently generate superior value and returns
- ✓ In our investment strategy, focus is more on industries with lower competitive intensity that are more direct beneficiaries of consumer spending, who enjoy stable growth, and are less vulnerable
- ✓ **Top 5 RWP Industries** include Commercial Banks, Pharmaceuticals, IT Services, Capital Goods, & FMCG

Pillar 2: Recurring Winners (contd.)

Industry dynamics is key to capturing value

- ✓ Research over the long term proves that shareholder wealth creation is mainly determined by strong operating dynamics such as competition levels, ease of entry by new players, bargaining power of buyers/suppliers etc.
- ✓ Value Creation & Retention happens in fewer industries over longer horizon
- ✓ The effect of these dynamics is visible in sustainable ROE and ROIC

Commercial Banks	• Entry barriers in the form of licenses • Very limited customer bargaining power
Pharmaceuticals	• Large and growing addressable market • Entry barriers in form of size, capital needs, regulations, research capabilities
IT Services	• Entry barriers in Fortune 500 space • Limited supplier power in terms of salary costs – arbitrage
Capital Goods	• Large & growing addressable market • Strong and large balance sheets acting as performance anchors
FMCG	• Brand franchise and distribution scale driven entry barriers • Ingrained sustainability, healthy margins & return ratios

Pillar 3: Effective Screeners backed by fundamental research

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Our unique Intellectual Property Models add immense value

- ✓ **Extensive fundamental research** undertaken to identify future winners that create superior and sustained value
- ✓ **Comprehensive alert systems** created and maintained to track industry wise valuations of each company
- ✓ Practice value investing by building models that enable identifying **growth** industries and businesses at **attractive valuations** – in line with our investment strategy

Fundamentals

- Piotroski Score (P-Score)
- ROE/ ROCE and Debt to Equity Filters
- Earnings revisions

Valuations

- Valuation Screener
- Residual Income Model
- Discount to Intrinsic value> 30%

Piotroski – Score

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Effective screener to identify future winners

P-Score is an effective screener as it measures:

1. The overall strength of the firm's financial position
– Identifies Quality, Superior Leadership companies

2. The improvement (delta) in the financial position of the firm
– Identifies Turnaround, Compounding Companies

It is one aggregate signal that captures three areas of the firm's financial condition:

- **Profitability :** +ve Net profit, +ve Operating Cash Flows, Cash flow>Net Profit, Change in ROA
- **Financial leverage/Liquidity:** Change in Leverage, Change in Liquidity, and Equity Financing
- **Operating efficiency :** Change in Operating Margins, Change in Turnover Ratio

It is a 9-point indicator: score of 7,8 or 9 is high P-score, and 0,1,2,3,4 is low P-score

Source: Paper by Piotroski, Joseph D. (January 2002)."Value Investing: The Use of Historical Financial Statement Information to Separate Winners from Losers"

P-Score: Captures Fundamentals

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P_SCORE = F_ROA + F_DROA + F_CFO + F_ ACCRUAL + F_DTURN + F_DMARGIN + F_DLEVER + F_DLIQUID + EQ_OFFER

No.	Ratios	Definition	Positive signal if
QUALITY			
PROFITABILITY			
1	Return on Assets (ROA)	Net Income/Total Assets	ROA>0
2	Cash flow from Operations (CFO)	Cash flow from Operations/Total Assets	CFO>0
3	Accrual	CFO - Net Income (NI)	CFO-NI>0
FINANCIAL LEVERAGE			
4	Equity Offering (EQ_OFFER)	Issue of common equity by the company	EQ_OFFER=0
CHANGE IN QUALITY			
PROFITABILITY			
5	Change in ROA	ROA(Year t) - ROA (Year t-1)	ΔROA > 0
OPERATING EFFICIENCY			
6	Change in EBITDA Margins	EBITDA/Sales (Year t) - EBITDA Sales (Year t-1)	Δ EBITDA Margin > 0
7	Change in Asset Turnover Ratio	Sales/Assets (Year t) - Sales/Assets (Year t-1)	Δ Asset Turnover > 0
FINANCIAL LEVERAGE			
8	Change in Net Debt to Assets (Leverage)	Net Debt/Assets (Year t) - Net Debt/Assets (Year t-1)	Δ Leverage < 0
9	Change in Current Ratio	Current Assets/Current Liabilities (Year t) – Current Assets/Current Liabilities (Year (t-1)	Δ Current Ratio > 0

CAPITAL PRESERVATION

CAPITAL APPRECIATION

Source: Paper by Piotroski, Joseph D. (January 2002)."Value Investing: The Use of Historical Financial Statement Information to Separate Winners from Losers”

P-score template

Company name	Alembic Pharma

	FY12A	FY13E	FY14E	FY15E
QUALITY				
Net Income (Rs mn)	1,301	1,487	1,869	2,333
1. Return on Assets (ROA)	15.4%	14.1%	15.3%	16.5%
2. Cash flow from Operations (CFO)	2,241	2,641	2,559	2,690
3. Accrual (CFO-Net Income)	940	1,154	690	357
4. Equity Offering	0	0	0	0
CHANGE IN QUALITY				
5. Change in ROA	*5.3%*	*-1.3%*	*1.2%*	*1.2%*
EBITDA Margins	15.1%	15.3%	15.5%	15.8%
6. Change in EBITDA Margins	*1.7%*	*0.2%*	*0.2%*	*0.3%*
Asset turnover Ratio (x)	1.54	1.45	1.47	1.48
7. Change in Asset Turnover Ratio	*0.12*	*-0.09*	*0.02*	*0.01*
Net Debt	1,873	785	-374	-1,476
Net Debt to Assets (x)	0.20	0.07	-0.03	-0.10
8. Change in Net Debt to Assets	*-0.12*	*-0.13*	*-0.10*	*-0.07*
Current Ratio (x)	1.3	1.4	1.5	1.7
9. Change in Current Ratio	*-0.07*	*0.07*	*0.15*	*0.17*
Earnings growth (%)	52%	14%	26%	25%
Price to Earnings (June 2012)	7.5x	6.6x	5.2x	4.2x

PIOTROSKI SCORE	Score	ROA	D ROA	CFO	ACCRUAL	D TURN	D MARGIN	D LEVER	D LIQUID	EQ. OFFER
FY2012	8	1	1	1	1	1	1	1	0	1
FY2013E	7	1	0	1	1	0	1	1	1	1
FY2014E	9	1	1	1	1	1	1	1	1	1
FY2015E	9	1	1	1	1	1	1	1	1	1

An illustration to compute P-score. Actual numbers may differ

P-Score : *High P-score portfolio outperforms*

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- ✓ Across cycles, equal weighted portfolio of High P-score stocks deliver average returns higher than that of Mid P-Score and Low P-score stocks
- ✓ An investment strategy that buys High P-score stocks and shorts Low P-score stocks within the universe generates significantly high positive returns across most cycles

P-Score	Average Returns (%)		
	1-yr	2-yr	3-yr
0	xx	xx	xx
1	-32%	-52%	-39%
2	-13%	-25%	-31%
3	-2%	-14%	-15%
4	10%	9%	12%
5	22%	39%	55%
6	29%	49%	82%
7	44%	75%	115%
8	64%	120%	175%
9	53%	107%	172%
Low P-score	**5%**	**1%**	**3%**
Mid P-score	**25%**	**44%**	**68%**
High P-score	**50%**	**88%**	**133%**
Universe	**25%**	**42%**	**67%**
NSE 500 Index	**27%**	**52%**	**86%**

An illustration to compute P-score. Actual numbers may differ

Universe: All **Non-Financial** Common stocks listed in India which have crossed the INR 800cr market cap threshold at least once in the period of study.

Period of study – 30th June, 2002 to 31st December, 2013

P-Score : An effective tool to identify sectors with improving fundamentals

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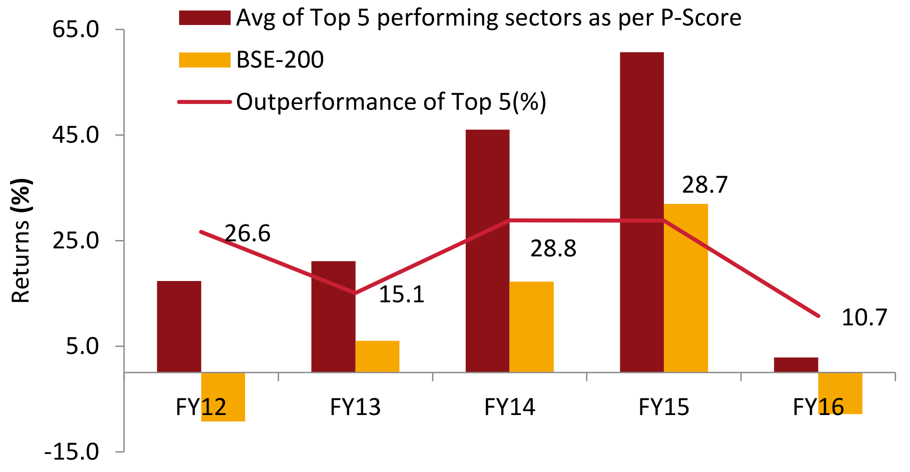
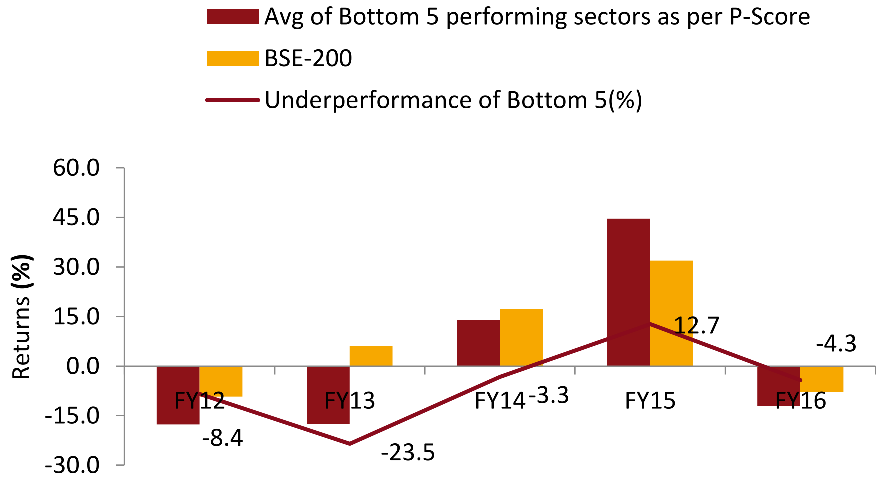
- ✓ P-score is an effective screener to identify both stocks and sectors
- ✓ P-score trends help identify sectors with improving fundamentals, and strong growth visibility
- ✓ High P-Score sectors outperform markets across time periods whereas low P-score sectors underperform
- ✓ We aim to leverage on our screeners like P-score to take significant overweight positions in a few focused sectors.





An illustration to compute P-score. Actual numbers may differ

Extensive Fundamental research

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Bottom-up Fundamental Research adds conviction

- ✓ Extensive fundamental research undertaken on the Filtered candidates to identify potential portfolio companies
- ✓ Ensure that the team meets the management before forming a view on the company
- ✓ Track sector developments, meet industry participants across value chains to discern changing trends
- ✓ Focus on understanding company strategy, management and execution

Fundamentals

- Industry analysis
- Financial analysis
- Company meetings
- Plant/Factory Visits
- Dealer/ Channel checks
- Management evaluation

Pillar 4: Value investing approach to generate alpha

- ✓ Medium and long term **mispricing** in equities persists - market gives us enough opportunities to buy quality growth stocks at a **discount to their intrinsic value**
- ✓ Proprietary screeners enable discovery of these stocks and companies that will create value – which are still significantly under-valued
- ✓ Emphasis is on entry price and we invest in a company only if we have a visibility of a **minimum threshold return** and thorough assessment of **limited down-side**
- ✓ Long term mispricing is discovered through analysis of fundamental parameters and ratios

Investment Process

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Track the Investment Universe

Apply screeners to identify superior sectors

Track the stocks in the select sectors

Apply Quantitative screeners

Reject 80% of the companies which do not filter through the sector and stock screeners.

Extensive Fundamental Research

Around half of remaining companies pass this filter

Value investing & Portfolio optimisation

Select 25-30 quality companies with high growth and potential upside.

GDP growth analysis
Recurring Winners
P.Score - Sectoral

Piotrsoki Score
ROE & D/E Filters

Management meetings

Dealer/ Channel Checks

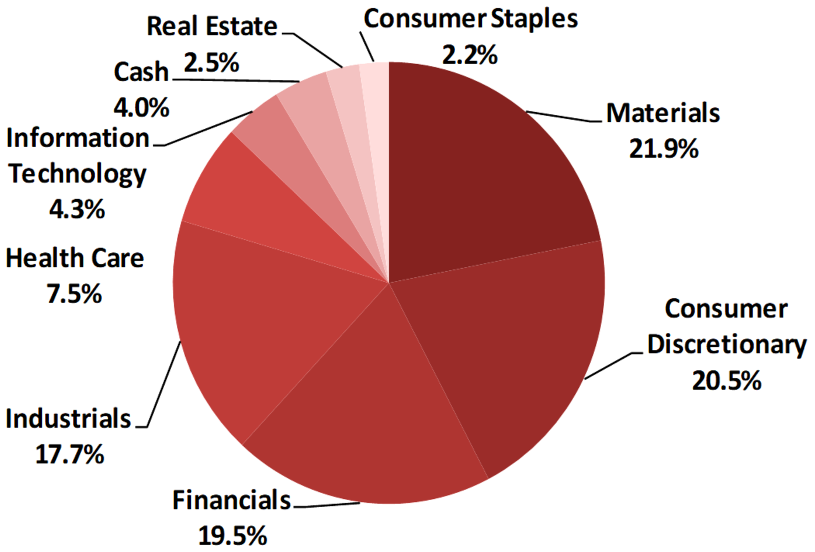
Plant/Factory Visits

Valuation Screener

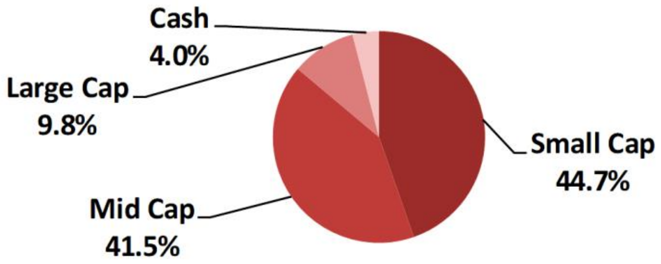
Potential upside of 100% in 3-4 years

Model Portfolio structuring

Sector Allocation



Market Cap



Top 10 Holdings & Weights

Top 10 Portfolio Holdings	% of Net Assets
ICICI Bank Ltd	4.8
Easy Trip Planners Ltd	4.3
Persistent Systems Ltd	4.3
APL Apollo Tubes Ltd	3.9
Page Industries Ltd	3.7
IIFL Wealth Management Ltd	3.7
Bata India Ltd	3.6
Gateway Distriparks Ltd	3.6
Lumax Industries Ltd	3.5
Federal Bank Ltd	3.4

Market Cap Categorization as per Average Market Capitalization of listed companies during the six months ended June 2022. Source : AMFI

As on June 30, 2022

Current Model Portfolio

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Portfolio vs. Benchmark *(Higher Growth/ROEs with low leverage)*

PE (x)	FY22A	FY23E	FY24E	Prem/Disc to benchmark (FY24E)
SSP	28.8	19.8	16.2	6.1%
NIFTY MIDCAP 100	23.4	19.3	15.3	
NIFTY 500	23.6	20.9	16.9	

ROE (%)	FY22A	FY23E	FY24E	Prem/Disc to benchmark (FY24E)
SSP	9.8%	17.4%	19.5%	23.3%
NIFTY MIDCAP 100	13.0%	13.9%	15.8%	
NIFTY 500	14.8%	15.3%	16.5%	

EPS growth (%)	FY22A	FY23E	FY24E	Prem/Disc to benchmark (FY24E)
SSP	20.0%	20.8%	22.2%	12.4%
NIFTY MIDCAP 100	22.4%	10.8%	19.8%	
NIFTY 500	22.8%	15.0%	18.1%	

Net Debt to Equity* (%)	FY 22	Prem/Disc to benchmark
SSP	8.9%	-33.9%
NIFTY MIDCAP 100	13.4%	
NIFTY 500	7.0%	

* Financials excluded in calculation of D/E

Source: All ratios are based on Bloomberg consensus estimates.

Note: Premium/Discount to benchmark Nifty Midcap 100 is listed for the period FY23E.

As on June 30, 2022

SSP Performance

Returns (%)	Absolute				CAGR				
	1 month	3 month	6 month	1 year	2 year	3 year	5 Year	8 Year	Since Inception (06/10/2009)
Select Sector Portfolio	-4.8%	-6.0%	-11.2%	-4.1%	39.6%	18.5%	6.9%	13.4%	14.5%
Nifty Midcap 100 (benchmark)	-6.5%	-10.9%	-13.1%	-1.9%	34.2%	14.4%	8.3%	11.5%	11.5%
Nifty Smallcap 100	-8.3%	-19.1%	-25.2%	-13.2%	35.3%	10.8%	2.9%	6.0%	8.1%

Calendar Year Returns	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	YTD 2022
Select Sector Portfolio	6.4%	-29.3%	34.7%	15.6%	119.6%	17.5%	2.6%	44.8%	-26.6%	4.9%	14.7%	53.1%	-11.2%
Nifty Midcap 100	19.2%	-31.0%	39.2%	-5.1%	55.9%	6.5%	7.1%	47.3%	-15.4%	-4.3%	21.9%	46.1%	-13.1%

Disclaimer :

Past performance of any product does not indicate its future performance. The returns of investment approaches are calculated using TWRR method and considers all inflows and outflows and market value of entire portfolio for computation of performance. It is calculated net of all expenses and fees. Investment approach level performance reported above is not verified by SEBI.

As on June 30, 2022

PMS Success Stories

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Company	First Purchase Date	Buy Price	Sell Price or Current Price	Holding Period Return (%)
Alembic Pharmaceuticals Ltd	05-07-2012	59	602	927%
NBCC (India) Ltd	13-03-2014	10	85	750%
Aurobindo Pharma Ltd	18-09-2013	89	667	652%
APL Apollo Tubes Ltd	05-04-2017	121	850	604%
Indo Count Industries Ltd	23-09-2014	36	179	398%
Finolex Cables Ltd	05-03-2014	85	421	393%
Persistent Systems Ltd	15-07-2020	765	3,410	346%
HCL Technologies Ltd	28-11-2011	98	414	324%
Indo Count Industries Ltd	23-09-2014	36	152	323%
Happiest Minds Technologies Ltd	21-09-2020	349	1,308	274%
TVS Motor Company Ltd	04-10-2013	42	143	240%
J K Cements Ltd	30-01-2017	738	2,108	186%
Navin Fluorine International Limited	07-04-2020	1,351	3,645	170%
Apollo Hospitals Enterprise Ltd	30-09-2019	1,396	3,680	164%
Just Dial Ltd	12-08-2020	389	1,019	162%
Bajaj Electricals Ltd	28-07-2020	437	1,079	147%
CCL Products (India) Ltd	19-08-2014	88	212	141%
MBL Infrastructures Ltd	16-05-2014	97	229	136%
Bharat Electronics Ltd	09-06-2014	57	134	134%
Himatsingka Seide Ltd	24-07-2015	147	344	133%
Can Fin Homes Ltd	10-04-2015	146	335	130%
Balkrishna Industries Ltd	24-12-2013	155	354	128%
Axis Bank Ltd	14-11-2013	219	481	119%
Ipca Laboratories Ltd	09-09-2011	156	341	119%
Bata India Ltd	11-06-2018	772	1,668	116%

Company	First Purchase Date	Buy price	Sell Price or Current Price	Holding Period Return (%)
Yes Bank Ltd	01-09-2015	133	287	116%
Simplex Infrastructures Ltd	27-03-2014	115	244	113%
Caplin Point Laboratories Ltd	01-07-2020	347	710	105%
JK Paper Ltd	14-05-2021	144	295	105%
Career Point Ltd	05-10-2010	310	632	104%
Jamna Auto Industries Ltd	27-01-2021	60	122	103%
ICICI Bank Ltd	29-10-2018	349	707	102%
Page Industries Ltd	20-02-2019	20,578	40,187	95%
Bharat Financial Inclusion Ltd(Merged))	26-10-2015	411	797	94%
Birlasoft Ltd	30-04-2012	53	103	94%
Federal Bank Ltd	17-06-2020	47	90	93%
P I Industries Ltd	27-09-2019	1,329	2,555	92%
Tata Metaliks Ltd	22-02-2017	461	860	87%
Ion Exchange (India) Ltd	06-01-2021	973	1,754	80%
Axis Bank Ltd	14-11-2013	219	395	80%
Maruti Suzuki India Ltd	31-03-2016	3,719	6,677	80%
Jaiprakash Power Ventures Ltd	07-02-2014	14	25	79%
Shriram Transport Finance Company Ltd	27-08-2020	720	1,284	78%
Tech Mahindra Ltd	04-07-2013	258	459	78%
Britannia Industries Ltd	07-03-2013	259	457	76%
Granules India Ltd	01-08-2014	64	112	75%
ICICI Bank Ltd	17-05-2010	164	287	75%
Nestle India Ltd	03-10-2018	9,344	16,314	75%
ABB India Ltd	15-10-2019	1,343	2,296	71%
Metropolis Healthcare Ltd	15-04-2020	1,258	2,119	68%

Disclaimer: Past performance of stocks depicted above does not indicate their future performance / The success stories pertain to PMS instead of an individual portfolio

As on June 30, 2022

Disciplined Sell Process - Adding value to the portfolio

ADITYA BIRLA CAPITAL

A disciplined sell process ensures that weaker stocks with deteriorating fundamentals or diminished margins of safety are replaced by the stronger ones.

A portfolio stock will be reviewed for potential sale under 3 scenarios:

1. Deterioration in business fundamentals
2. Stock appreciation to the point where the incremental risk / reward is unfavorable
3. Availability of an alternate investment with stronger fundamentals and valuations

Scrip Name	Buy Date	Adjusted Buy Price	Sell Date	Adjusted Sell Price	Market Price*	Scrip Returns (post selling)*	SSP Returns (Post Selling)*	Benchmark Returns (post selling)*	Reason for Sale
Tribhovandas Bhimji Zaveri	29-01-2015	178	08-05-2015	149	64	-57%	110%	99%	1
DB Corp	03-09-2012	189	10-06-2014	305	75	-76%	187%	116%	1
Heritage Foods	17-08-2018	598	04-11-2019	344	265	-23%	61%	38%	3
Eicher Motors	27-09-2021	2,879	24-10-2018	2,262	2,794	24%	72%	56%	2

Disclaimer: Past performance depicted above does not indicate its future performance. The stocks mentioned above are only for representation purpose and not a complete disclosure of our total portfolio. Returns shown above are absolute returns from current to sell date.

*As on June 30, 2022

Case Studies

JK Cement Ltd

Industry: Materials

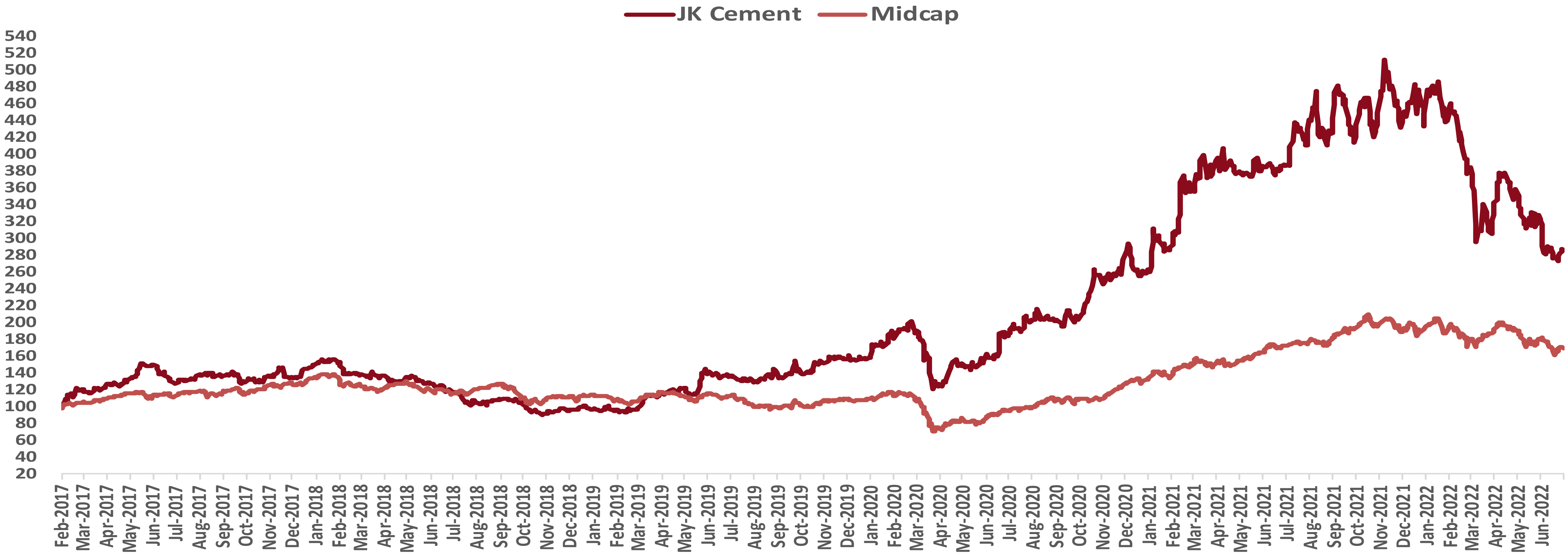
- ✓ Background- J.K. Cement Ltd is an affiliate of the multi-disciplinary industrial conglomerate J.K. Organization which is in the business of white cement and wall putty production.
- ✓ Current price/Current Market Cap : Rs 2,109 / Rs. 16,295 Crs (as of June 30, 2022)
- ✓ Price/Market Cap (at the time of purchase): Rs. 738/ Rs. 7,471 Crs

Materials: An RWP Industry	• Materials industry is amongst the **top 15 outperforming industries** in India. • **Positive operating dynamics** – Cement is an essential material for infrastructure building & with the government's initiatives on low cost housing, industry entry barriers in terms of capex requirements, pick up in demand due to good monsoon & improving rural economy bode well for Cement industry.
Use of Proprietary screeners	• Captured by Proprietary screener (ANR)
Fundamental Evaluation	• JK Cement is one among only two white cement companies in India & has a market share above 42% in India. • It is also the second-largest producer of wall putty in the country with annual installed capacity of 700,000 tn. • There is a steady deleveraging as the capex rate is slowing down & its UAE operations are being ramped up. • Industry clinker utilization rates are expected to rise especially in North India.
Valuations	• Currently trades 22Xat P/E FY 23.

JK Cement Ltd

ADITYA BIRLA CAPITAL

Date of Investment	30-01-2017	Current Price	₹ 2,109
Investment Price	₹ 738	Total Return	186% (5.4 Years)



Note: Stock and Index rebased to the date of first purchase / As on June 30, 2022/ Source: Bloomberg

Bata India Ltd

ADITYA BIRLA CAPITAL

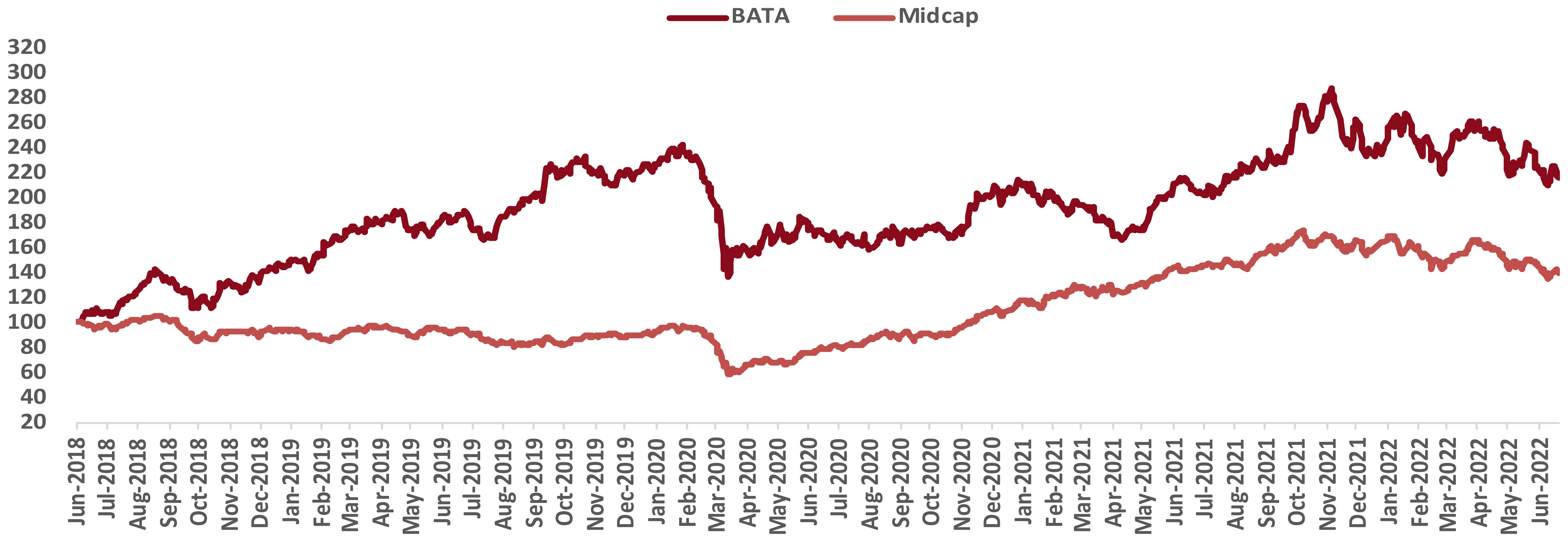
Industry: Textiles, Apparel & Luxury Goods

- ✓ Background – Bata India Limited is a manufacturer of a wide range of leather, rubber/canvas and plastic footwear products. The Company also manufactures sports apparel and leather accessories. Bata India sells its products through its chain of company owned retail stores in India, & also exports to the USA, United Kingdom, Europe, the Middle East and the Far East.
- ✓ Current price/Current Market Cap : Rs 1,669 / Rs. 21,447 Crs (as of June 30, 2022)
- ✓ Price/Market Cap (at the time of purchase): Rs. 761/ Rs 12,002 Crs

Textiles, Apparel & Luxury Goods : An RWP Industry	• **Textiles, Apparel & Luxury Goods industry** is amongst the top 15 outperforming industries in India. • **Positive operating dynamics- Increase in disposable income and brand awareness is expected to push the demand for apparels in Tier 1 and Tier 2 cities.**
Use of Proprietary screeners	• Piotrosky score of 6 in FY22 • Strong ROE of 15% FY 22
Fundamental Evaluation	•Sustainable growth trajectory on the back of its leadership position in largely fragmented India's footwear market, diverse presence, renewed focus on innovative offerings and product offerings across the value segment •Healthy balance sheet with robust cash and a debt free status. Besides adding new stores, Bata is redesigning its existing store model with specific focus on categories such as sports, youth and women. •Aims to be a $1-billion company over the next five years. It has chalked out aggressive expansion plans mainly in Tier II and Tier III cities. It has identified 435 small cities to expand its retail footprint via franchisee route.
Valuations	• Currently trades at 41x P/E FY23.

Bata India Ltd

Date of Investment	11-06-2018	Current Price	₹ 1,669
Investment Price	₹ 773	Total Return	116% (4 Years)



Note: Stock and Index rebased to the date of first purchase / As on June 30, 2022/ Source: Bloomberg

PI Industries Ltd

ADITYA BIRLA CAPITAL

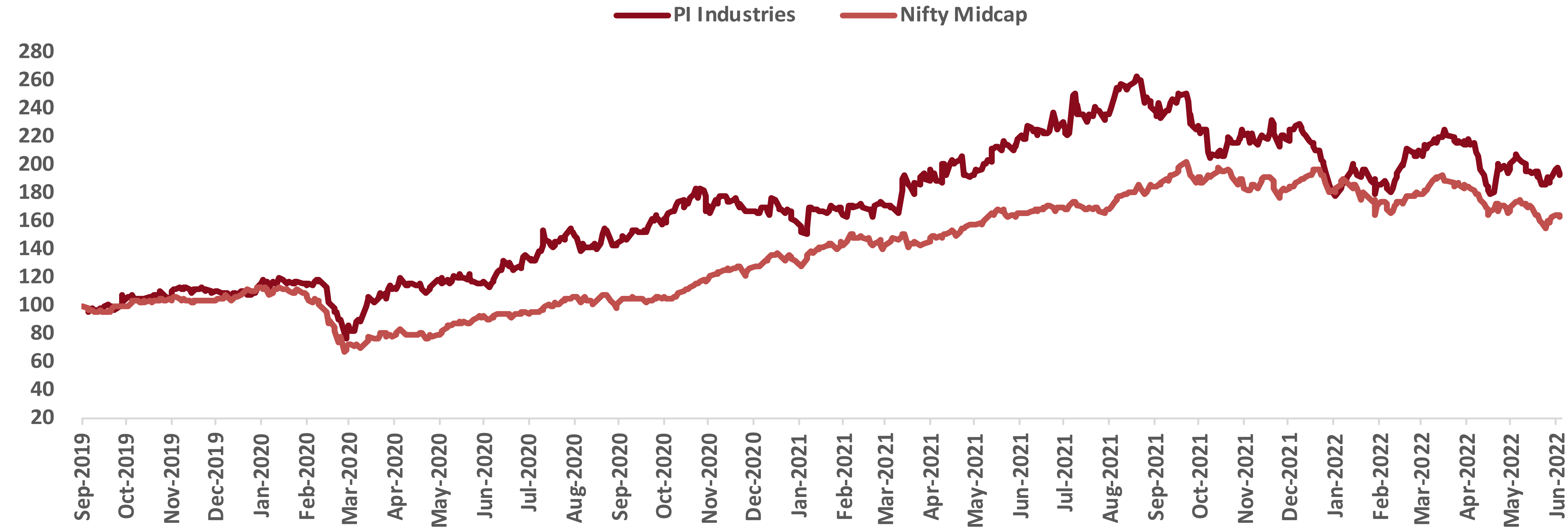
Industry: Chemical

- ✓ Background - PI Industries Limited manufactures agricultural and fine chemicals, and polymers. The Company produces fine chemicals, crop protection, plant nutrients, and seeds, and engineering plastics for use in the automobile, electrical, and home appliances industries.
- ✓ Current price/Current Market Cap : Rs 2,560 / Rs. 38,832 Crs (as of June 30, 2022)
- ✓ Price/Market Cap (at the time of purchase): Rs 1,329/ Rs. 17,393 Crs

Chemical: An RWP Industry	• Chemical industry is amongst the **top 15 outperforming industries** in India. • **Positive operating dynamics** – Increasing use of agricultural chemicals for crop protection, Improving rural income bode well for the agro chemical industry
Use of Proprietary screeners	• **Captured by Proprietary screener (ANR)**
Fundamental Evaluation	• PI is one of the best plays on agrochemicals industry with ~95% of revenue is tied to patented molecules and backed by firm order book of $1.35bn. The domestic formulation is on growth trajectory on back of strong launch pipeline of in-licensing products and ramp up of existing portfolio. • PI Industries has emerged as leading contract research and manufacturing services (CSM) player in the agrochemical space on back of its R&D strength, respect for IPR and strong execution record. • We expect improvement in PI's EBITDA margin driven by rising CSM share and operating leverage.
Valuations	• Currently trades at 39x P/E FY23

PI Industries Ltd

Date of Investment	27-09-2019	Current Price	₹ 2,560
Investment Price	₹ 1,329	Total Return	93% (2.8 Years)



Note: Stock and Index rebased to the date of first purchase / As on June 30, 2022/ Source: Bloomberg

SSP – Portfolio Construct

ADITYA BIRLA CAPITAL

Portfolio Name	Select Sector Portfolio
Structure	Discretionary PMS
Nature	Open ended
Market cap	Mid & Small Cap
Investment Approach	The portfolio invests or proposes to invest in listed equity & equity related instruments with the aim of generating long term capital appreciation & income in the form of dividends. It can also invest in money market instruments & units of mutual fund. Features of the companies can include high quality with consistency in growth, high ROE, low leverage & high potential for growth. It is predominantly a Small & Midcap oriented portfolio. Stock selection is done through a combination of 'Bottom up' approach i.e. analyzing the fundamental attributes of the company & competition & 'Top down' approach i.e. analyzing the macro economic factors & industry growth characteristics.
No of stocks	25-30
Investment Manager	Aditya Birla Sun Life AMC Limited (ABSLAMC)
Benchmark	Nifty Midcap 100
Portfolio Manager(s)	Dhaval Mehta
Tenure	Minimum 3 years
Minimum Investment	Rs. 50 lakhs
Management fee	2.5% per annum (Exclusive of Taxes)
Performance fee	Nil
Operating expenses	Please refer to Appendix A- Client Fee Schedule

Leadership Team

A Balasubramanian, MD & CEO

- A Balasubramanian has over 29 years' experience in the Mutual Fund Industry and has been with ABSLAMC since inception. Previously worked with GIC Mutual Fund. Currently, he is on the Board of Governors of SEBI established National Institute of Securities Markets (NISM).
- He has done Diploma in Financial Management, AMP from IIM, Bangalore, MBA from GlobalNxt University, Malaysia, Advanced Management Programme from Harvard University.

Anil Shyam, Head- Alternate Business & ETF

- Anil Shyam is Head of Alternate Business at Aditya Birla Sun Life AMC Limited. He has over two decades of experience and has been associated with the organisation since October 2007.
- He has previously worked at AK Capital Services Limited, Cholamandalam AMC Limited, JM Financial Asset Management Private Limited and at ICICI Prudential AMC Limited.
- He holds a Bachelor's Degree in commerce and Master's Degree in Finance & Control from Himachal Pradesh University, Shimla.

Dhaval Mehta, Portfolio Manager (Equity)

- Has 9+ years of experience in equity research and portfolio management. Dhaval's main domain expertise is in Consumer Staples & Discretionary, Retail, Building Material, Cement and Media sector.
- Prior to joining ABSLAMC, Dhaval worked with ASK Investment Managers as Portfolio Manager. At ASK, he used to manage assets over $200mn and have delivered stellar performance across investment cycles. Prior to ASK, he has worked with Emkay Global Financial Services, Ventura Securities and Infosys.
- Dhaval is an MBA from Narsee Monjee Institute of Management Studies Mumbai and have done its Bachelor of Engineering from D.J Sanghvi College of Engineering Mumbai.

Salvin Shah – Portfolio Manager (Equities)

- Has 9+ years in Portfolio Management and Equity Research, Salvin has extensive experience in managing Indian Equities. His endeavor is to maximize returns for the investors while keeping an eye on portfolio risk. He has been successful at identifying themes and stocks at a very early stage which has resulted in multi-bagger returns for the investors.
- Prior to joining ABSLAMC, he worked with Sanctum Wealth Management as Co-fund Manager in their PMS business. Before Sanctum, Salvin was a part of equity research team at Edelweiss Securities and Athena Investment Management.
- He is a member of Institute of Chartered Accountants of India (ICAI) and a commerce graduate from Mumbai University.

Risk Factors & Disclaimers

ADITYA BIRLA CAPITAL

Risk Factors associated with investments in Equity & Equity related securities:

- Risk arising from the investment objective, investment strategy, asset allocation and quant model risk:
- Market risk, political and geopolitical risk and risk arising from changing business dynamics, which may affect portfolio returns. At times, portfolios of individual clients may be concentrated in certain companies/industries. The performance of the portfolios would depend on the performance of such companies / industries / sectors of the economy.
- The portfolio proposes to invest in equity and equity related securities. Equity and Equity related securities by nature are volatile and prone to price fluctuations on a daily basis due to both macro and micro factors.
- The value of the portfolio will fluctuate as the daily prices of the individual securities in which they invest fluctuate and may be worth more or less than its original cost, at a given point in time.
- In respect of investments in equity and equity-related instruments, there may be risks associated with trading volumes, settlement periods and transfer procedures that may restrict liquidity of investments in equity and equity related securities.
- The value of the portfolio may be affected generally by factors affecting securities markets, such as price and volume volatility in the capital markets, interest rates, currency exchange rates, changes in policies of the Government, taxation laws or policies of any appropriate authority and other political and economic developments and closure of stock exchanges which may have an adverse bearing on individual securities, a specific sector or all sectors including equity and debt markets.
- Within the regulatory limits applicable at any point in time, the Portfolio Manager may choose to invest in unlisted securities that offer attractive yields. Securities, which are not quoted on the stock exchanges, are inherently illiquid in nature and carry a larger amount of liquidity risk, in comparison to securities that are listed on the exchanges or offer other exit options to the investor, including a put option. This may however increase the risk of the portfolio. The liquidity and valuation of the portfolio's investments due to their holdings of unlisted securities may be affected if they have to be sold prior to their target date of disinvestments
- Investment made in unlisted equity or equity-related securities may only be realizable upon listing of these securities. Settlement problems could cause the portfolio to miss certain investment opportunities.
- Investors may note that Portfolio Manager's investment decisions may not always be profitable, as actual market movements may be at variance with anticipated trends.
- Though the constituent stocks of most indices are typically liquid, liquidity differs across stocks. Due to the heterogeneity in liquidity in the capital market segment, trades on this segment may not get implemented instantly.
- The portfolio may have higher concentration towards a particular stock or sector, at a given point in time. Any change in government policy or any other adverse development with respect to such a stock or the sector, may adversely affect the value of the portfolio.
- The Portfolio Manager does not intend to invest in foreign securities.
- The Portfolio Manager does not intend to engage in short selling or stock lending.
- The portfolio also proposes to invest in derivative instruments. However, the portfolio manager does not intend to write options. The Portfolio manager intends to use exchange traded derivatives as a hedging tool & does not intend to take any naked positions. Nevertheless, trading in derivatives market has risks and issues concerning the use of derivatives that investor should understand. Derivative products are specialized instruments that require investment techniques and risk analysis different from those associated with stocks and bonds.

Risk Factors & Disclaimers

- Derivative products are leveraged instruments and can provide disproportionate gains as well as disproportionate losses to the investor. Even a small price movement in the underlying security could have a large impact on their value. Execution of such strategies depends upon the ability of the Portfolio Manager to identify such opportunities. Identification and execution of such strategies to be persuaded by the Portfolio Manager involve uncertainty and decision of the Portfolio Manager may not always be profitable. No assurance can be given that the Portfolio Manager shall be able to identify or execute such strategies.
- The risks associated with the use of derivatives are different from or possibly greater than, the risk associated with investing directly in securities and other traditional investments. As and when the product trades in the derivatives market there are risk factors and issues concerning the use of derivatives that investors should understand. Derivative products are specialized instruments that require investment techniques and risk analysis different from those associated with stocks and bonds. The use of a derivative requires an understanding not only of the underlying instrument but also of the derivative itself.
- Derivatives require the maintenance of adequate controls to monitor the transactions entered into, the ability to assess the risk that a derivative adds to the portfolio and the ability to forecast price or interest rate movements correctly. There is a possibility that loss may be sustained by the portfolio as a result of the failure of another party (usually referred as the "counter party") to comply with the terms of the derivatives contract. Other risks in using derivatives include the risk of mispricing or improper valuation of derivatives and the inability of derivatives to correlate perfectly with underlying assets, rates and indices. Thus, derivatives are highly leveraged instruments. Even a small price movement in the underlying security could have a large impact on their value.
- The use of a derivative requires an understanding not only of the underlying instrument but also of the derivative itself. Derivatives require the maintenance of adequate controls to monitor transactions entered into, the ability to assess the risk that a derivative adds to the portfolio and the ability to forecast price or interest rate movements correctly. There is a possibility that loss may be sustained by the portfolio as a result of the failure of another party (usually referred as the "counter party") to comply with the terms of the derivatives contract. Derivative trades involve execution risks, whereby the rates seen on the screen may not be the rate at which ultimate execution takes place. The options buyer's risk is limited to the premium paid, while the risk of an options writer is unlimited. However, the gains of an options writer are limited to the premiums earned. The writer of a put option bears the risk of loss if the value of the underlying asset declines below the exercise price. The writer of a call option bears a risk of loss if the value of the underlying asset increases above the exercise price. Investments in index futures face the same risk as the investments in a portfolio of shares representing an index. The extent of loss is the same as in the underlying stocks. Risk of loss in trading futures contracts can be substantial, because of the low margin deposits required, the extremely high degree of leverage involved in futures pricing and potential high volatility of the futures markets.
- The derivatives market in India is nascent and does not have the volumes that may be seen in other developed markets, which may result in volatility in the values. The Portfolio Manager may, from time to time, invest any un-deployed funds in Liquid Portfolio of PMS or in money market instruments. Though the portfolio of liquid funds comprises of short-term deposits, government securities and money market instruments, they cannot be considered as totally risk free. This is because liquidity patterns and short term interest rates of the government change, sometimes on a daily basis, thereby making the fund susceptible. Liquid Portfolio returns are not guaranteed and it entirely depends on market movements.
- Disclaimer: The views expressed above are the views of the Fund Managers of Select Sector Portfolio. They should not be construed as investment advice.
- Investments in securities are subject to market risks and there can be no assurance or guarantee that the objectives of the Product will be achieved. **Past performance may or may not be sustained in future.**
- **Regulatory Disclosure: All investors have the option to invest directly with ABSLAMC-Portfolio Manager**

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PROTECTING INVESTING FINANCING ADVISING

To get in touch with your nearest PMS Relationship Contact Cell, visit
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or
mail us at care.pms@adityabirlacapital.com
Reach us at our dedicated PMS toll free No: 1800 270 7000

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