

# ASK Indian Entrepreneur Portfolio Factsheet - June 2024

Public

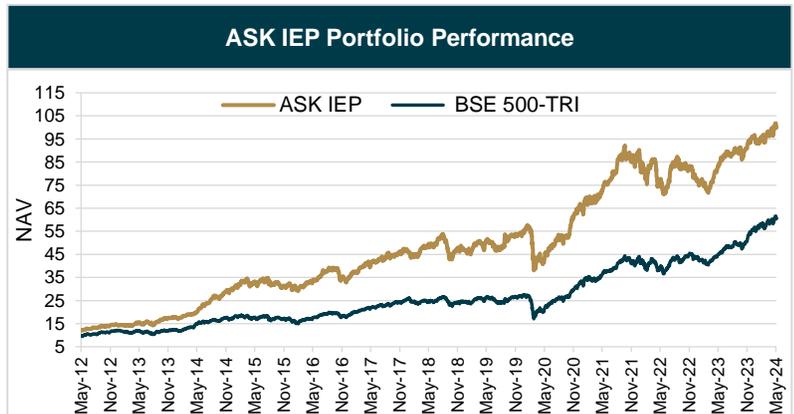
**ASK** Investment  
Managers

**Investment Approach Objective:** ASK Indian Entrepreneur Portfolio (ASK IEP) invests in entrepreneurially driven and/or family-owned businesses; listed on the Indian stock markets, for compounding gains over the medium to long term.

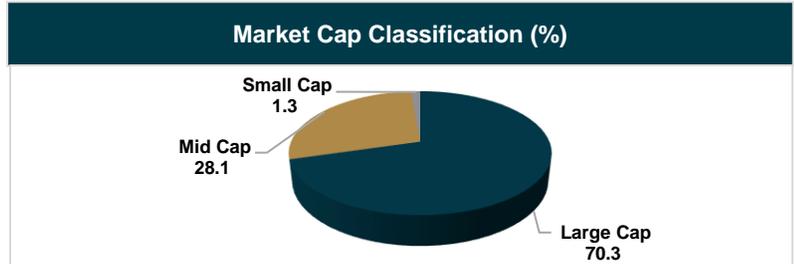
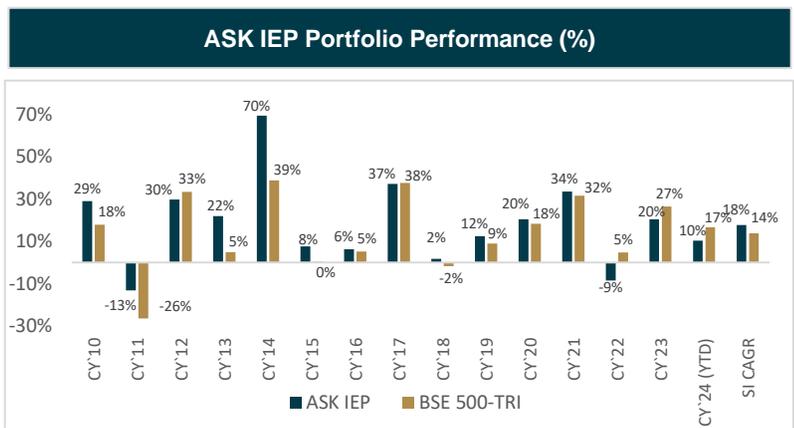
Top 10 Holdings (%)	
Cholamandalam Investment & Finance Co. Ltd	5.8
Interglobe Aviation Ltd	5.2
Reliance Industries Ltd	5.2
Bharti Airtel Ltd	5.0
Torrent Pharmaceuticals Ltd	4.8
Astral Poly Technik Ltd	4.6
APL Apollo Tubes Ltd	4.6
Patanjali Foods Limited	4.6
Bajaj Finserv Ltd	4.5
Bajaj Finance Ltd	4.5

Top Sector Weights (%)	
Pharma	13.8
NBFC	10.2
FMCG	7.6
Telecom	7.6
Port	6.0
Banks	5.8
Aviation	5.2
Oil & Gas	5.2

ASK IEP Portfolio Metrics	
Total Assets under Management & Advisory in Rs. Crs.	17,939
Weighted Average Market Cap in Rs. Crs.	3,57,764
Median Market Cap in Rs. Crs.	1,16,814



**Rs. 1 Cr invested in ASK IEP in Jan 2010 is now worth Rs. 10.55 Crs v/s Rs. 6.48 Crs in BSE 500-TRI**



## ASK IEP Portfolio Update

Markets continue to remain buoyant post the election outcome. The focus on policy continuity led to the continued strong performance. The portfolios underperformed the benchmark. Key gainers during the month were JSW Infrastructure, Cholamandalam Finance, Varun Beverages, Astral and Patanjali Foods, while Asian Paints, IndusInd Bank, Interglobe Aviation, Polycab and Sona Comstar underperformed.

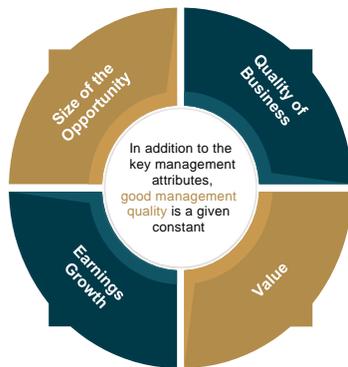
In the near term, the upcoming Union Budget will be watched closely as it is expected to set the direction in terms of government priorities. The monsoons though not expected to be a worry, will be a key monitorable as an above normal monsoon with adequate spatial distribution will point towards easing off food inflation pressure ahead – providing some elbow room for loosening of monetary policy.

We expect growth to become broad-based with private capex and consumption also accelerating in FY25. We now expect markets to be driven by both – capex and consumption. Also, we believe that the divergence of performance across ownership will narrow, setting the base for the portfolio to deliver superior performance.

Note: Inception Date of ASK IEP is 25-Jan-2010. Note: Performance figures are net of all fees and expenses. ASK Portfolio returns are composite returns of all the Portfolios aligned to the investment approach as on June 28<sup>th</sup>, 2024. Returns for individual client may differ depending on time of entry in the Portfolio. Past performance may or may not be sustained in future and should not be used as basis for comparison with other investments. Returns for 1 year or lesser time horizon are absolute returns, while more than 1 year are CAGR. Returns have been calculated using Time Weighted Rate of Return method (TWRR) as prescribed by the SEBI. Source: Closing Price as sourced from Bloomberg. Returns for 1 year or less time period are absolute returns, while more than 1 year are CAGR. Market Cap is according to AMFI Classification which happens half yearly. Classification as on Dec '23. As per SEBI regulatory requirement, the benchmark for this investment approach is revised from BSE 500 to BSE 500 TRI w.e.f. 1 April 2023.

### Key Investment Approach Objectives & Attributes

- Size of pond vs size of fish
- Dominance
- Resilience
- Liquidity

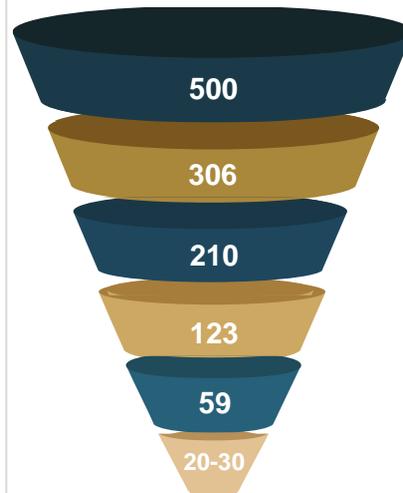


- High quality of business
- (Superior RoCE)
- Strong moat, Impregnability
- Sustainability
- Key pivot of strong wealth creation

- Quantum
- Consistency
- Durability
- Predating (Early vs Later)
- Compounding power

- Favorable Price-Value Gap
- Margin of safety

### Investment Approach Research Methodology & Filtration



Top 500 as per market capitalization

Only companies > 25% promoter / family holding (except in very rare and fit cases), Universe of Entrepreneurs and/or Family Owned Business = 306 cos

Condition of minimum PBT of INR 100 Crs (USD 16 mn)

Subjective evaluation on management quality, their integrity, vision, past track record, execution, capital allocations and distribution skills, corporate governance standards etc.

Quality of Business (Capital Efficiency) - Minimum ROCE of 25%

Two more filters for selection of stocks a) Minimum 20-25% earnings growth over the next 3 to 5 years without capital dilution and b) Price-Value gap (Margin of Safety) of 20%

### FY-wise Drawdown Analysis

Financial Year	Max Drawdown		FY Performance	
	ASK IEP	BSE 500-TRI	ASK IEP	BSE 500- TRI
FY 11	-18%	-20%	22%	9%
FY 12	-14%	-24%	3%	-8%
FY 13	-4%	-10%	13%	7%
FY 14	-7%	-15%	34%	19%
FY 15	-2%	-7%	73%	35%
FY 16	-15%	-19%	-5%	-6%
FY 17	-17%	-12%	25%	26%
FY 18	-5%	-11%	15%	13%
FY 19	-19%	-16%	11%	10%
FY 20	-31%	-38%	-18%	-26%
FY 21	-11%	-10%	69%	79%
FY 22	-18%	-14%	21%	22%
FY 23	-17%	-15%	-13%	-1%
FY 24	-6%	-6%	32%	40%

### ASK IEP Portfolio Cos Average Performance over last 5 years (CAGR) as on FY23

Sales	OP	PBT	ROCE*	PAT
17%	18%	19%	32%	22%

\*For Banking & Financial companies, we have not considered ROCE, but have considered ROE for the above analysis. ROCE is only for FY

### Risk Parameters (Since inception)

Parameter	ASK IEP	BSE 500-TRI
Beta	0.84	NA
Standard Deviation	15.9%	16.3%
Sharpe Ratio	0.61	0.39

### Key Terms

Portfolio Name	ASK Indian Entrepreneur Portfolio (IEP)
Platform / Structure	PMS
Benchmark	BSE 500 TRI
Portfolio Managers	Mr. Sumit Jain (Primary Portfolio Manager) / Chetan Thacker (Co-Portfolio Manager)
Minimum Initial Investment Amount	Rs. 50 Lakhs
Minimum Add-on Investment Amount	Rs. 5 Lakhs
Fees <sup>1</sup>	Fixed Management Fees: 2.50% p.a.
Systematic Transfer Plan (STP) <sup>2</sup>	Investments will be made in a staggered manner as per the instructions provided by the client. Fees as per the respective strategy (ASK Liquid / ASK Equity) will be charged for the invested amount.

#### Notes:

- <sup>1</sup>In addition to the Management Fees, there are Recurring Expenses including Custody Fee, Account Opening Charges, Audit Fees, etc. to be payable at actuals. All fees and expenses will be subject to applicable taxes. For more details, kindly refer the Fee Schedule.
- <sup>2</sup>Kindly refer to the STP Application Form for the detailed terms and conditions.
- Exit Charges are calculated on each tranche of inflow (initial or additional). Redemption amount is arrived at after calculation and charging of all Fees and

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