

MOMENTUM FUND

(An open ended equity scheme following a momentum theme)

Decoding the DNA of market randomness

Invest in our philosophy active | absolute | unconstrained

MINIMUM INVESTMENT:

PLANS AND OPTIONS:

Regular / Direct: Growth and IDCW
(Payout and Re-investment)

LUMP SUM
Rs. 5,000/-

SUBSEQUENT INVESTMENT
Rs. 1,000/-

SYSTEMATIC INVESTMENT PLAN (SIP)

Weekly: Rs. 1,000/- (Wednesday)

Fortnightly: Rs. 1,000/- (alternate Wednesday)

Monthly: Rs. 1,000/-

Quarterly: Rs. 3,000/-

and in multiples of Re. 1/- thereafter

LOAD STRUCTURE:

Entry: Nil | **Exit:** 1% for 15 days

BENCHMARK INDEX:

NIFTY 500 TRI

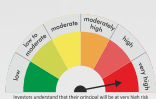
FUND MANAGERS:

Sandeep Tandon | Ankit Pande
Sanjeev Sharma | Vasav Sahgal

This Product is suitable for investors who are seeking*

- To generate Capital appreciation
- To invest predominantly in stocks exhibiting momentum characteristics.

Scheme Riskmeter



Benchmark Riskmeter



*Investors should consult their financial advisers if in doubt about whether the product is suitable for them

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Mutual funds are subject to market risk, please read all scheme related documents carefully.

Investment Approach



Our 'momentum' thesis is mathematically built to **identify winners** on continuous basis



Rigorous **quantitative methodologies, risk-based analysis, and systematic portfolio construction** to achieve optimal investment returns



Our 'proprietary model' combines investor views and market equilibrium to **improve asset allocation decisions while ensuring skewness to our momentum strategy**



Flexibility to **invest across market caps and sectors**

Reasons to Buy



Investment in **companies with "positive momentum"** by buying securities on a price rise and selling at their peak



Great potential for **high profits over the short term**



Exploits emotional decisions and **reaps the potential benefits of the changes in stock prices** caused by emotional investors



Provides a **sustainable framework to generate alpha on a long term basis** as momentum investing is over a century old enabler for excess returns globally

VLRT Framework| Adaptive Money Management

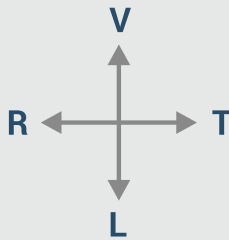
Being Relevant with 'predictive analytics'

VALUATION ANALYTICS

Knowing the difference between price and value.

RISK APPETITE ANALYTICS

Perceiving what drives market participants to certain actions and reactions.



TIMING

Being in sync with the waves of value and behaviour

LIQUIDITY ANALYTICS

Understanding the flow of money across asset classes.

The **core engine that drives us and sets us apart is a robust and differentiated investment framework that enables us to see beyond the horizon and stay relevant.** Our unique analytical framework for enabling 'predictive analytics' encompasses all available asset classes and sectors, formulating a multi-dimensional research perspective.

Why multi-dimensional?

The markets are a complex, dynamic system. There is no one formula or strategy or perspective that can consistently outperform **A diverse set of variables and participants are continuously interacting with each other in myriad ways.**

In the face of this uncertainty and complexity, instead of limiting ourselves to any one school of thought **we have found consistent success by studying markets along four dimensions: Valuation, Liquidity, Risk Appetite, and Time [VLRT].**

Top 10 Holdings

Stocks	% of Net Assets
Larsen & Toubro Limited	9.37
Reliance Industries Limited	9.20
ITC Limited	9.13
Life Insurance Corporation Of India	8.80
Bajaj Finance Limited	8.55
Tata Power Company Limited	6.02
Container Corporation of India Ltd	5.50
HDFC Life Insurance Co Ltd	4.79
Aurobindo Pharma Limited	4.17
Hindustan Unilever Limited	4.02
Total of Top 10 Holdings	69.56

Top 10 Sectors

Sectors	% Weightage
Finance	14.09
Insurance	13.59
Diversified FMCG	13.15
Construction	9.37
Petroleum Products	9.20
Pharmaceuticals & Biotechnology	6.25
Power	6.02
Transport Services	5.50
Entertainment	3.11
Banks	3.01

(Data as on November 29, 2024)