
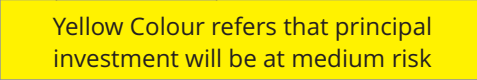
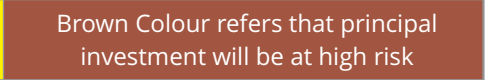




## PPFAS Long Term Value Fund (An Open Ended Equity Scheme)

A scheme designed for genuine  
Long Term Investors!

<b>Investment Objective of the Scheme</b>	The investment objective of the Scheme is to seek to generate long-term capital growth from an actively managed portfolio primarily of Equity and Equity Related Securities. Scheme shall invest in Indian equities, foreign equities and related instruments and debt securities.		
Scheme shall be investing in Indian equities, foreign equities and related instruments and debt securities.			
<b>Risk Category of the scheme</b>		<b>BROWN - HIGH RISK</b>	
Blue colour refers that principal investment will be at low risk		Yellow Colour refers that principal investment will be at medium risk	

Investors should consult their financial advisers if in doubt about whether this scheme is suitable for them.

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**MUTUAL FUND**  
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**About the fund:**

PPFAS Long Term Value Fund (PLTVF) is an open ended equity oriented scheme with flexibility to invest a minimum of 65% in Indian equities and up to 35% in overseas equity securities and domestic debt / money market securities.

The core portfolio of PLTVF consists of equity investments made with a long term outlook and the factors considered while investing are quality of management, quality of the sector and the business (return on capital, entry barriers, capital intensity, use of debt, growth prospects etc) and the valuation of the companies. The endeavor of the fund management team is to identify opportunities for long term investments. However there are times when the opportunities are not attractive enough. While waiting for attractive opportunities, the fund invests in arbitrage opportunities between the cash and futures equity markets and special situations arbitrage where open offers / delisting / merger events have been announced. Investments are also made in money market / debt securities while waiting for deployment in core equity investments.

**Foreign equity investments:**

The fund invests in foreign equity securities. Since investors in PLTVF look for capital investment and returns in Rupee terms, PLTVF also looks at delivering in Rupee terms. PLTVF hedges most of the currency exposure using currency futures.

**Outlook:**

We do not have expertise in predicting short term market movements. We aim to buy stakes in businesses which are well run and wealth creating for shareholders and which are quoting at a discount to intrinsic value. Hence the emphasis on having a minimum of 5 year investment outlook for investing in this scheme.

Since stock prices have run up, on a bottom up basis, it is difficult to get fresh investment ideas. Investors may see some increase in cash holdings or in arbitrage / special situations investments pending deployment in core equity positions in the coming months.

Investors should note that to the extent we increase our cash and arbitrage positions, our fund may under perform the broader market in a runaway bull market scenario. We will be guided by valuations and capital preservation consideration and will not be driven by momentum considerations.

<b>Name of the Scheme</b>	PPFAS Long Term Value Fund
<b>Investment Objective</b>	To seek to generate long-term capital growth from an actively managed portfolio primarily of equity and equity related securities.
<b>Type of the Scheme</b>	An Open Ended Equity Scheme
<b>Inception Date</b>	May 28, 2013
<b>Name of the Fund Managers</b>	<b>Mr. Rajeev Thakkar</b> - Equity Fund Manager ( <i>Overall 10 years of experience in fund management</i> ) <b>Mr. Ruchak Mehta</b> - Debt Fund Manager ( <i>Since December 31, 2014</i> ) <b>Mr. Raunak Onkar</b> - Fund Manager for Overseas Securities ( <i>Since Inception</i> )
<b>Assets Under Management (AUM) as on March 31, 2015</b>	₹ 571.87 Crores
<b>Net Asset Value (NAV) March 31, 2015</b>	<b>Regular Plan:</b> 16.3257 <b>Direct Plan:</b> 16.4697
<b>Exit Load</b>	Exit load is changed w.e.f. July 7, 2014. You are requested to refer to the SID (Page 87).
<b>Expense Ratio</b>	Regular Plan : 2.50%* Direct Plan : 2.00%*
<b>Benchmark Indices</b>	CNX 500
<b>Minimum Application Amount</b>	New Purchase: ₹ 1,000 Additional Purchase: ₹ 1,000 Monthly SIP: ₹ 1,000 Quarterly SIP: ₹ 5,000

\* Excluding Service Tax

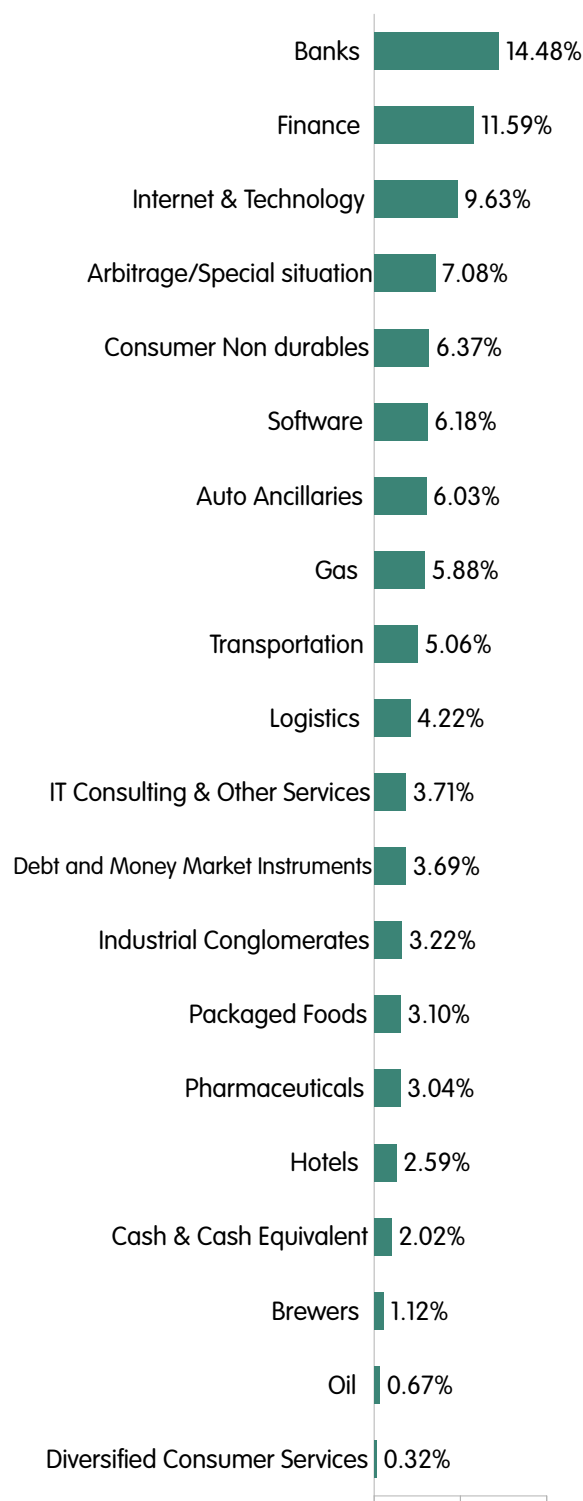
## Portfolio Disclosure

Core Equity		
Name	Sector	% of Net Assets
ICRA Ltd	Finance	7.87%
Axis Bank	Banks	7.55%
Zyduz Wellness Ltd	Consumer Non Durables	6.37%
Maharashtra Scooters Ltd	Auto Ancillaries	6.03%
Noida Toll Bridge Co Ltd	Transportation	5.06%
ICICI Bank Ltd	Banks	4.98%
Persistent Systems Ltd	Software	3.73%
IL&FS Investment Managers	Finance	3.72%
Gujarat Gas Co Ltd	Gas	3.29%
Indraprastha Gas Ltd	Gas	2.59%
Mahindra Holidays & Resorts India Ltd	Hotels	2.59%
Mphasis Ltd	Software	2.45%
IPCA Laboratories Ltd	Pharmaceuticals	1.51%
Pfizer Ltd	Pharmaceuticals	1.31%
HDFC Bank	Banks	0.98%
Selan Exploration Technology Ltd	Oil	0.67%
MT Educare Ltd	Diversified Consumer Services	0.32%
Novartis Ltd	Pharmaceuticals	0.22%
Arbitrage		
IDFC Ltd*		3.80%
ITC*		1.57%
State Bank of India*		1.37%
HDFC Bank*		0.34%
Total		68.32%
Overseas Securities, IDRS and ADRs		
Google - C Class <sup>#</sup>	Internet & Technology	9.63%
United Parcel Services INC <sup>#</sup>	Logistics	4.22%
International Business Machines Corp <sup>#</sup>	IT Consulting & Other Services	3.71%
3M Co <sup>#</sup>	Industrial Conglomerates	3.22%
Nestle SA ADR <sup>#</sup>	Packaged Foods	3.10%
Anheuser Busch Inbev SA ADR <sup>#</sup>	Brewers	1.12%
Standard Chartered PLC IDR	Banks	0.97%
Total		25.97%
Debt and Money Market Instruments		
CBLO		2.64%
FDR		1.05%
Invested Total		97.98%
Cash and Cash Equivalent		2.02%
Net Assets		100.00%

# Currency hedge to the extent of approximately 90% of exposure.

\* Hedged by offsetting derivative position

## Sector Allocation



## Quantitative Indicators

Beta	0.53
Standard Deviation	10.73%
Sharpe Ratio	2.19
Portfolio Turnover	26.42%

Above figures are annualised.

Risk free rate assumed to be 7.80% (91Day T-Bill rate as on March 31, 2015).

## Lumpsum Investment Performance

Date	Scheme	Benchmark	Additional Benchmark	Additional Benchmark	Value of Investment of Rs. 10,000/-			
	PPFAS LTVF	Nifty 500	Nifty 50	S&P BSE Sensex	PPFAS LTVF	Nifty 500	Nifty 50	S&P BSE Sensex
Since Inception	30.45%	23.11%	19.83%	19.82%	16,325.70	14,671.07	13,958.23	13,957.27
Mar 31, 2014 to Mar 31, 2015	38.75%	33.56%	26.65%	24.89%	13,874.61	13,355.69	12,665.19	12,488.68

## SIP Investment Performance

We have maintained that investing through **Systematic Investment Plans (SIPs)** is the best way to remove the effect of emotions from the investing process. This graph depicts that it can be an effective way to build your corpus too.

**Assumption :** ₹ 10,000/- is invested on the first of every month.

	Since Inception from June 1, 2013	Mar 31, 2014 to Mar 31, 2015
Total Amount Invested	2,20,000.00	1,20,000.00
Mkt Value as on Mar 31, 2015	2,92,748.00	1,35,610.00
Returns (Annualised) (%)	33.35%	25.12%
Nifty 500 Returns (Annualised) (%)	29.52%	20.67%
Nifty 50 Returns (Annualised) (%)	24.01%	15.75%
S&P BSE Sensex Returns (Annualised) (%)	21.98%	12.98%

**Note:** • Scheme returns are for Regular Plan • Past performance may or may not be sustained in future • Since inception returns are CAGR returns.

## We have our skin in the game

The combined **holding of 'Insiders'** in PPFAS Long Term Value Fund amounts to **10.04%** of the AUM as at March 31, 2015. For more details please visit the **'Scheme'** section of our website.

### Investment Process

#### Identifying Investments

- Review public filings
- Periodic quantitative screens
- Tracking known businesses & industries
- Peer review of businesses

#### Fundamental Research

- Industry Analysis
- Competitive Analysis of business v/s Peers
- Review historical financial & operational data
- Qualitative evaluation of business & management

#### Valuation Study

- Historical normal valuation
- Peer comparison
- Internal estimates & range of intrinsic value

#### Portfolio Construction

- Buy / Sell Discipline: Opportunistic
- Security Risk Control: Not more than 10% of portfolio in a single security (as per SEBI Guidelines)
- Follow portfolio guidelines

### Portfolio Guidelines

Sr	Parameter	Guideline
1	Ideal Market Cap	Any Market Cap
2	Max Cash in Portfolio	Opportunistic retention or use of Cash (upto 35%)
3	Max International Limit	35% of overall portfolio
4	Max Single Position Size	10% (as per SEBI Guidelines)
5	No of Companies held	20-25 (in exceptional cases 25+)
6	Benchmark	CNX500
7	Our Performance Focus	Focus on absolute returns as well as beating the benchmark over the long term

## Definitions

Fund Manager	An employee of the asset management company such as a mutual fund or life insurer, who manages investment of the scheme. He is usually part of a larger team of fund managers and research analysts.
Application amount for fresh subscription	This is the minimum investment amount for a new investor in a mutual fund scheme.
Minimum additional amount	This is the minimum investment amount for an existing investor in a mutual fund scheme.
SIP	SIP or systematic investment plan work on the principle of making periodic investments of a fixed sum. It works similar to a recurring bank deposit. For instance, an investor may opt for an SIP that invests ₹ 500 every 15th of the month in an equity fund for a period of three years.
NAV	The NAV or the net asset value is the total asset value per unit of the mutual fund after deducting all related and permissible expenses. The NAV is calculated at the end of every business day. It is the value at which the investor enters or exits the mutual fund.
Benchmark	A group of securities, usually a market index whose performance is used as a standard or benchmark to measure investment performance of mutual funds, among other investments. Some typical benchmark include the Nifty, Sensex, BSE200, BSE500, 10-year Gsec.
Exit Load	Exit load is charged at the time of redeeming (or transferring an investment between schemes). The exit load percentage is deducted from the NAV at the time of redemption (or transfer between schemes). This amount goes to the scheme.
Standard Deviation	Standard deviation is a statistical measure of the range of an investment is performance. When a mutual fund has a high standard deviation, its range of performance is wide implying greater volatility.
Sharpe Ratio	The Sharpe Ratio named after its founder, the Nobel Laureate William Sharpe is a measure of risk-adjusted returns. It is calculated using standard deviation and excess return to determine reward per unit of risk.
Beta	Beta is a measure of an investment's volatility vis-a-vis the market. Beta of less than 1 means that the security will be less volatile than the market. A beta of greater than 1 implies that the security's price will be more volatile than the market.
AUM	AUM or assets under management refers to the recent / updated cumulative market value of investments managed by a mutual fund or any investment firm.
Holdings	The holding or the portfolio is a mutual fund's latest or updated reported statement of investments/securities. These are usually displayed in term of percentage to net assets or the rupee value or both. The objective is to give investors an idea of where their money is being invested by the fund manager.
Nature of Scheme	The investment objective and underlying investments determine the nature of the mutual fund scheme. For instance a mutual fund that aims at generating capital appreciation by investing in stock markets is an equity fund or growth fund. Likewise a mutual fund that aims at capital preservation by investing in debt markets is a debt fund or income fund. Each of these categories may have sub-categories.
Portfolio Turnover Ratio	A measure of how frequently assets within a fund are bought and sold by the managers. Portfolio turnover is calculated by taking either the total amount of new securities purchased or the amount of securities sold - whichever is less - over a particular period, divided by the total net asset value (NAV) of the fund. The measurement is usually reported for a 12-month time period.

### PPFAS Asset Management Private Limited

Great Western Building, 1st Floor, 130/132,  
Shahid Bhagat Singh Marg, Near Lion Gate, Fort,  
Mumbai - 400 001. INDIA.

[www.amc.ppfas.com](http://www.amc.ppfas.com)

**Sponsor:** Parag Parikh Financial Advisory Services Private Limited



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**Mutual Fund investments are subject to market risks, read all scheme related documents carefully.**

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The AMC (including its affiliates), the Mutual Fund, the trust and any of its officers, directors, personnel and employees, shall not liable for any loss, damage of any nature, including but not limited to direct, indirect, punitive, special, exemplary, consequential, as also any loss of profit in any way arising from the use of this material in any manner. The recipient alone shall be fully responsible/are liable for any decision taken on this material.