

Value investing focus

PPFAS MUTUAL FUND

NA **Top Rated Assets**
% of assets in 5 and 4-Star Rated funds

NA **Beating benchmark**
% of assets beating their benchmark over the past 5-years

₹479cr
Total Assets
Managed as on Sep 30, 2014

₹1.68cr
AMC Net Profit
For 2013-14

We are very clear about the direction we need to take. We embrace the philosophy of value investing and will have only one equity scheme. Our scheme is designed to allow our fund manager to participate in any investment opportunity in Indian as well as international markets. We have our skin in the game and our sponsor company, AMC, directors, fund managers, employees and myself have all invested in the fund.

Our interests are aligned with those of our investors in the fund. We will stick to the investment process and not be carried away by the noise of the markets. Go for a sustainable reasonable rate of return and let compounding do its work.

We are laying more stress on investor education as we firmly believe in the concept of value investing for the long-term. A well informed and an

We want investors to get NAV and are into continuous investment education with special reference to behavioural traps that investors get into

educated investor becomes a long standing investor and an ambassador for the mutual fund. We have also adopted the district Belgaum and we have made concentrated efforts to change the beliefs and the short term approach adopted by investors. The challenge is to get them away from the old habit of concentrating investments in gold and real estate.

We concentrate on the social media and have a dedicated team to be active on twitter, Facebook, write blogs, hold financial opportunities forums, short videos on investor behaviour and biases and telecast them on our website and Youtube. The power of the internet is tremendous and we have investors from far and wide.

PARAG PARIKH

Chairman & CEO, PPFAS Asset Management Private Ltd

