
STRATEGIES
XX01
XX02
XX03
34%
12%

PELICAN **PMS**

THE MARKET'S WAY

WHY INDIA, WHY NOW

Current India is reminiscent of 19th century America, China in 1990s

Fastest growing large economy- cannot be ignored

3rd Largest - Over the next 10-15yrs India to become the 3rd largest economy

Services industry the backbone of the economy, while Manufacturing growth catching up

Domestic demand-driven economy, 70% of the economic activity based on intrinsic consumption and investments.

Formalisation of the economy – GST, JAM, PLI resulting in Tax buoyancy

Stable govt- policy clarity, international recognitions

PELICAN EQUATION TO MANAGING FUNDS

Long term concentrated
+
Short term diversified

Wealth creators
+
Alpha generators

Stock selection
=
Quality
+
Large cap

Growth sectors
+
Market outperformers

Returns
=
Reward
-
Risk

Timing
=
Objective
+
Process driven

PELICAN PMS
THE MARKET'S WAY

PELICAN PE FUND

Timing based on PE levels - Phased allocation of funds based on pre-determined levels

Risk adjusted returns high - Very low overall volatility

Rule based objective approach to fund management

Flagship product with 5 year history of performance

Low beta in a bear market and high beta in a bull market

Suitable for long term wealth creation and milestone achievement

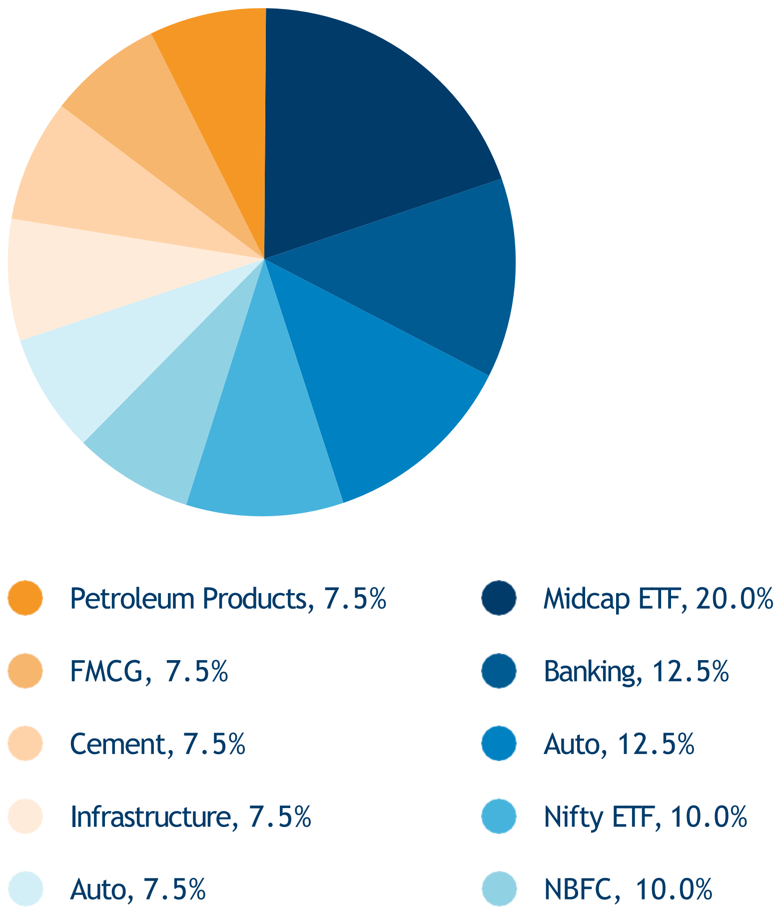
Absolute return fund

Concentrated portfolio of large cap stocks and ETFs

Stock selection based on strict criteria's - Market leaders, Top 50 companies

TOP 10 HOLDINGS - PELICAN PE FUND

S.No	Top 10	Sector	Wt
1	Mid cap Index	Midcap ETF	20.0%
2	HDFC Bank	Banking	12.5%
3	Maruti	Auto	12.5%
4	Nifty Index	Nifty ETF	10.0%
5	Bajaj Finance	NBFC	7.5%
6	Hero MotoCorp	Auto	7.5%
7	L&T	Infrastructure	7.5%
8	Ultratech Cement	Cement	7.5%
9	Asian Paints	FMCG	7.5%
10	Reliance	Petroleum Products	7.5%
		Total	100.0%



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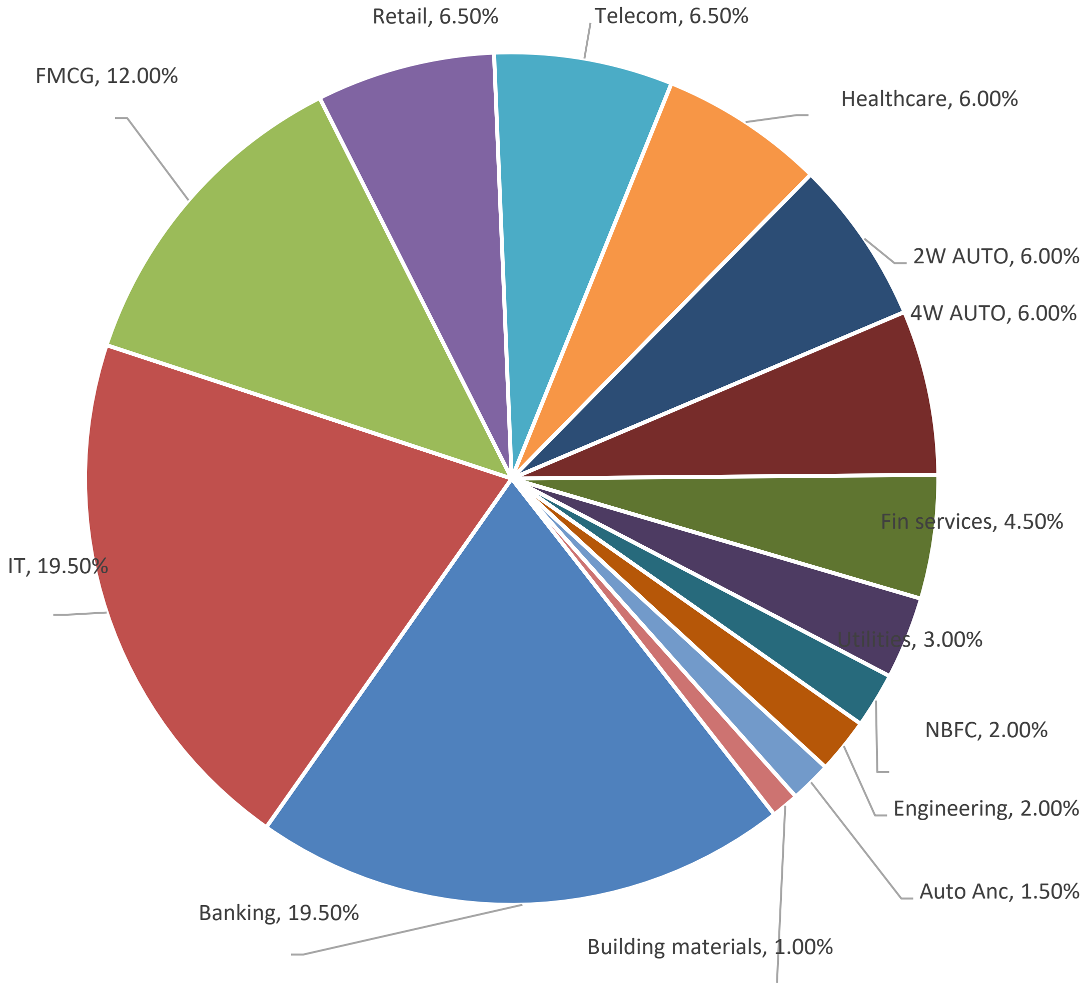
THE MARKET'S WAY

PELICAN TOP 100

- Active approach - Portfolio review half yearly
- Moat based selection criteria - Market leadership
- Momentum based - Benchmarked fund
- USP, Systemic importance etc.
- Distributed portfolio - 30-35 companies
- Sector agnostic
- Stock selection universe - Top 100 companies by free float market cap
- No timing - No phasing of investment

TOP 10 HOLDINGS - PELICAN TOP 100 FUND

S.No	Top 10	Sector	Wt
1	Infosys	IT	10%
2	HDFC Bank	Banking	9%
3	Bharti Airtel	Telecom	7%
4	ICICI Bank	Banking	7%
5	Hindustan Unilever	FMCG	6%
6	M&M	4W AUTO	6%
7	HCL Technologies	IT	4%
8	Trent	Retail	4%
9	Bajaj Auto	2W AUTO	3%
10	ITC	FMCG	3%
	Top 10 total		58%
	Others	25	39%
	Cash		4%
	Total		**100.00%**



PE VS TOP 100

Characteristics	Pelican PE Fund	Pelican Top 100 Fund
Strategy	Buy & Hold market leaders for a market bust-boom cycle.	Temper weights semi-annually based on cash flow expectations.
Approach	Rule based conservative	Rule based active
Benchmark	NIFTY 50 (TRI)	NIFTY 50 (TRI)
No.of stocks in the portfolio	10	Up to 40
Stock selection universe	Top 50	Top 100
Timing	Based on PE levels	No timing
Beta factor	Low in bear market high in bull market	High at all times
Allocation	Investment in four equal tranches	Full investment
Suitability	Long term wealth creation	Long term market outperformance
Target	Milestone achievements	Equity allocation benchmarked to market

VALUE PROPOSITION

Balanced approach towards managing wealth (Stability + Growth)

High liquidity - Only large cap investments

Investment in quality companies

Low expenses - Low brokerage charges, Minimal capital gain tax, No exit load

Clear understanding of the risks and market cycles

Independent and professional Custodian and Fund accountant

TERM SHEET

Client Documentation process	
- CVL-KRA/ CKYC	
- PELICAN PMS Application form	
- PELICAN PMS agreement	
- Depository account with Axis Bank	
Fee structure	
- 1.5% management fee	
- 15% profit share over 10% hurdle rate	
- No entry load and exit load	
Fund details	
Fund Name	Pelican PE Fund & Pelican Top 100 Fund
Fund type	Long only equity
Investment horizon	Long term (5-7yrs)
Operations	
Demat Account	Axis Bank (Individual A/Cs for clients)
Broking Account	JM Financial (Common Pool A/Cs for all clients, except NRIs)
Bank Account	Axis BANK managed by Axis Custody
Custody	Axis Bank Custody Services
Fund Accounting	Axis Bank Fund Accounting Services
PMS	PELICAN HOLDINGS PRIVATE LTD

PELICAN **PMS**
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