

About The Fund

Date of Inception: 09-Mar-12

OBJECTIVE: To provide long-term wealth creation by actively managing portfolio through investment in selective businesses. Fund will not invest in businesses that provide goods or services in gambling, lottery /contests, animal produce, liquor, tobacco, entertainment like films or hotels, banks and financial institutions.

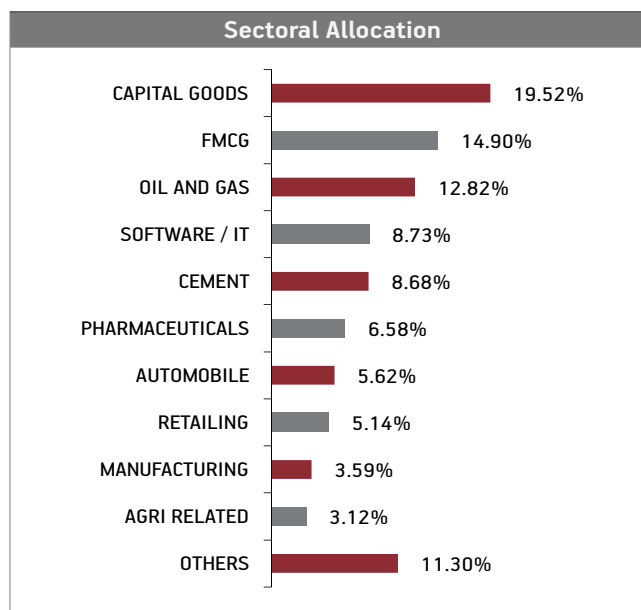
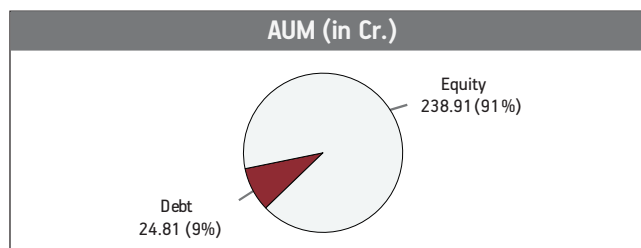
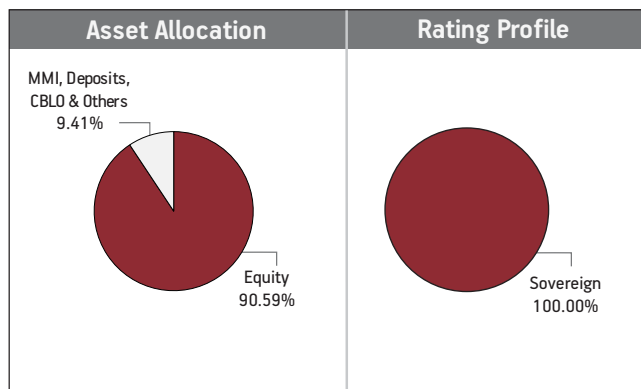
STRATEGY: To build and actively manage a well-diversified equity portfolio of value and growth driven fundamentally strong companies by following a research-focused investment approach. Equity investments in companies will be made in strict compliance with the objective of the fund. The fund will not invest in banks and financial institutions and companies whose interest income exceeds 3% of total revenues. Investment in leveraged-firms is restrained on the provision that heavily indebted companies ought to serve a considerable amount of their revenue in interest payments.

NAV as on 31st December 2018: ₹ 28.0182

Asset held as on 31st December 2018: ₹ 263.72 Cr

FUND MANAGER: Mr. Trilok Agarwal

SECURITIES	Holding
EQUITY	90.59%
Reliance Industries Limited	6.91%
Larsen & Toubro Limited	4.68%
Marico Limited	3.25%
Mahindra & Mahindra Limited	3.17%
Ultratech Cement Limited	3.06%
Hindustan Unilever Limited	3.06%
Crompton Greaves Consumer Electricals Limited	2.93%
Asian Paints Limited	2.90%
Nestle India Limited	2.89%
Rallis India Limited	2.82%
Other Equity	54.93%
MMI, Deposits, CBLO & Others	9.41%



Fund Update:

Exposure to equities has slightly decreased to 90.59% from 90.68% and MMI has slightly increased to 9.41% from 9.32% on a MOM basis.

Pure Equity fund maintains a diversified portfolio across various sectors excluding Media, Financial and Liquor sector.

Refer annexure for complete portfolio details.