

The **Enam group** was founded in 1984 as a diversified financial services group. We have worked with our clients in the most exciting period in India's economic history. As India was being redefined by market-oriented reforms, our businesses* - investment banking, research & brokerage, and asset management - created significant value for our clients. Over 38 years, we have worked with leading Indian businesses, families and global institutions.



GUIDING PRINCIPLES

Our guiding principles provide us the tenacity for operating in an ever changing world:



CLIENTS FIRST

Alignment of interest and transparency



EXPERTISE

Skill, knowledge and performance



INTEGRITY

Accountability, sustainability and discipline



TEAMWORK

Partnership and respect

► Enam Asset Management

Enam Asset Management Company Private Limited (Enam AMC), was established in 1997. We provide bespoke services for listed Indian equity investments to Indian families, corporates, NRIs and global institutional investors

VALUE PROPOSITION

- Experienced, professional and skilled team
- Research excellence - Independent and sophisticated research capabilities offering deep insight into Indian equities
- Disciplined processes and risk management that have been tested over time and across cycles
- Unwavering client service and trusteeship spirit
- Trusted by institutional clients including Sovereign Wealth Funds

► Fundamental Equities Platform

INVESTMENT PHILOSOPHY

- We seek to identify high-quality businesses that are structurally well-positioned, have sustainable competitive advantages and strong execution capability for consistent long-term growth
- Our investment philosophy is focused in identifying long term opportunities across leaders and emerging companies
- The guiding principles in identifying a company includes – Size of opportunity, longevity of business, quality of management and how value accretive is the business

RESEARCH AND PORTFOLIO MANAGEMENT TEAM

- 17 member investment team including 12 analysts
- Comprehensive knowledge base with several proprietary tools and processes
- Active and intense brainstorming amongst research team drives high quality opinions

INVESTMENT STYLE

- Market cap, sector and theme agnostic
- Invest at attractive valuations to hold them for the long-term
- Build a high conviction portfolio of approx. 20 stocks

► Holistic Bespoke Approach



Separately managed portfolio



Customized portfolio - No model portfolio approach



Dedicated, comprehensive and periodic engagement with investment and relation management team



Deep involvement, collaboration and customisation while executing the trade

Signatory of:



GIPS®

GLOBAL INVESTMENT PERFORMANCE STANDARDS

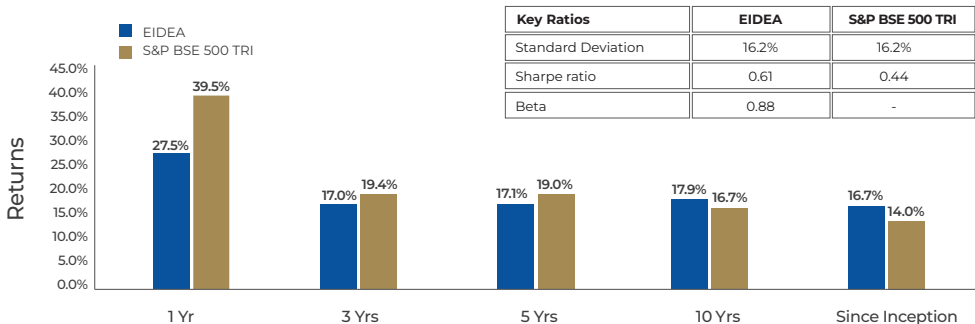
"SOCIALLY RESPONSIBLE" AND "ETHICAL" INVESTMENT POLICY

- no investments in companies having primary business in tobacco, alcohol, gambling, etc.

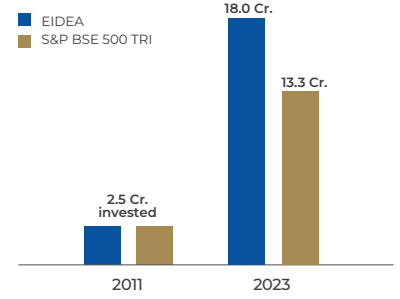
Key Attributes

Investment objective	Generate capital appreciation through investments in equities with a long-term perspective														
Types of securities	<ul style="list-style-type: none">▶ Listed equities and related instruments▶ Debt and related instruments (such as Liquid Mutual funds, ETFs, etc.)▶ Bank Fixed Deposits														
Investment approach	<ul style="list-style-type: none">▶ Construct a high quality, high conviction, long-only portfolio▶ Allocation across industries and capitalization ranges including companies which are typically under-researched and offer a higher return potential														
Basis of selection of securities	<ul style="list-style-type: none">▶ Seek to identify high-quality businesses that are structurally well-positioned, have sustainable competitive advantages and strong execution capability for consistent long-term growth														
Benchmark	S&P BSE 500 TRI (Being the broad-based benchmark for the Indian market appropriately reflecting the investment strategy)														
Portfolio allocation	<table><tr><th>Asset class</th><th>Indicative allocation</th><th></th></tr><tr><td>Equities and related instruments</td><td>0-100%</td><td></td></tr><tr><td>Debt and related instruments</td><td>0-100%</td><td>Medium to Low</td></tr><tr><td>Cash at bank & Fixed Deposits</td><td>0-100%</td><td>Medium to Low</td></tr></table>	Asset class	Indicative allocation		Equities and related instruments	0-100%		Debt and related instruments	0-100%	Medium to Low	Cash at bank & Fixed Deposits	0-100%	Medium to Low		
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Cash at bank & Fixed Deposits	0-100%	Medium to Low													
Subscription	<ul style="list-style-type: none">▶ Ongoing▶ Minimum Initial Investment – As prescribed by SEBI (Currently Rs.50 lacs). However, Portfolio Manager can fix a higher limit for such minimum amount as mutually agreed and/or communicated to the Client from time to time														
Dividend	<ul style="list-style-type: none">▶ Dividends received from underlying stocks are reinvested▶ Product does not make intermediate payouts to investors														
Investment horizon	3+ years	Redemption	30 days' notice												
Management fees	As per fee schedule	Setup charges	Nil												
Performance fees	Nil	Lock in period	Nil												
Entry/Exit load	Nil	On-boarding option	Direct on-board option available												

TRACK RECORD OF EIDEA AS OF FEBRUARY 29, 2024

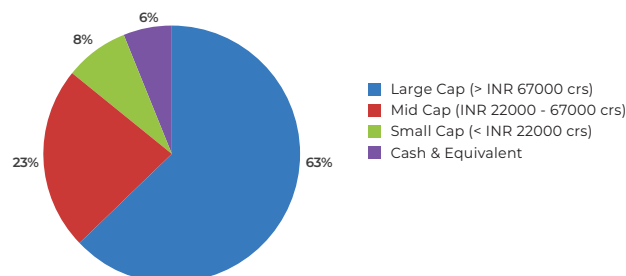


STRATEGY PERFORMANCE[^] (Since Inception)

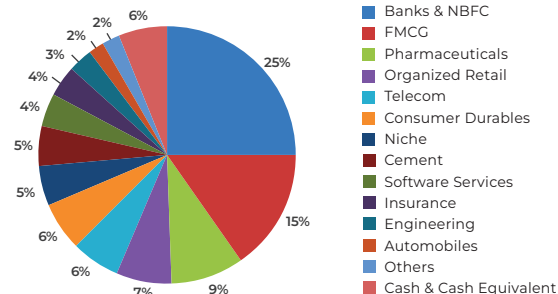


[^]Since Inception till February 29, 2024

MARKET CAP ALLOCATION



SECTOR ALLOCATION



Notes: EIDEA May 30, 2011. Composite NAVs are net of all fees and expenses and is based aggregation of all the clients in the same strategy using TWRR method. EIDEA and S&P BSE 500 TRI rebased to INR 2.5 crore. Returns for period more than 1 year is annualised. Please note that performance of client portfolio may vary from that of other investors and that generated by the Investment Approach across all investors due to: the timing of inflows and outflows of funds; and differences in the portfolio composition because of restrictions and other constraints. Exposures may not add up to 100% due to rounding off. Sectoral breakup is based on internal classification. Sectors having an exposure of less than 2% are classified as Others. Exposures may not add up to 100% due to rounding off. Sectoral breakup is based on internal classification. Risk-free Rate = 6.860% (3-Month Indian Government T-Bill as of February 29, 2024)

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