



**MARCH 2021**

## About us

We, Care Portfolio Managers Pvt. Ltd. (Care PMS), is a SEBI registered portfolio manager from 2011.

We are a team of Chartered Accountants with a common dream of becoming the source of creating wealth for our clients. We are managing an asset of over ₹ 300 crores spread over 600+ clients. Our clientele is spread across the globe and includes Individuals, Corporates and NRIs.

Our Investment team has a rich experience of 15 years individually in capital market with specialisation in equity asset class. Our investment strategies are built based on client's risk profile and investment horizon. Our strategies are suitable for investors with a time horizon for 5 years for their investment.

Our team is easily approachable for any discussion with respect to investment. Our dedicated client portal & app facilitates smooth exchange of reports and updates related to investments.

Our focus is on creating wealth for our clients by investing in fundamentally strong companies.

## Core belief

*"An investment in knowledge pays the best interest."* - Benjamin Franklin

*"How many millionaires do you know who have become wealthy by investing in savings accounts? I rest my case."* - Robert G. Allen

*"Risk comes from not knowing what you are doing."* - Warren Buffett

*"The stock market is filled with individuals who know the price of everything, but the value of nothing."* - Phillip Fisher

*"Know what you own, and know why you own it."* - Peter Lynch

*"If a business does well, the stock eventually follows"* - Warren Buffett

*"The individual investor should act consistently as an investor and not as a speculator."* - Ben Graham

*"Every once in a while, the market does something so stupid it takes your breath away."* - Jim Cramer

## Vision

### Empowering People by Creating Wealth

## Mission

#### Towards our Clients

Be a source of perennial wealth creation by investing their hard-earned money in the right opportunities and thus, enabling and empowering them to fulfil their dreams.  
Committed to consistently provide performance by not deviating from the core principle of "Fundamental Analysis" and the best of services at all times in a seamless manner.

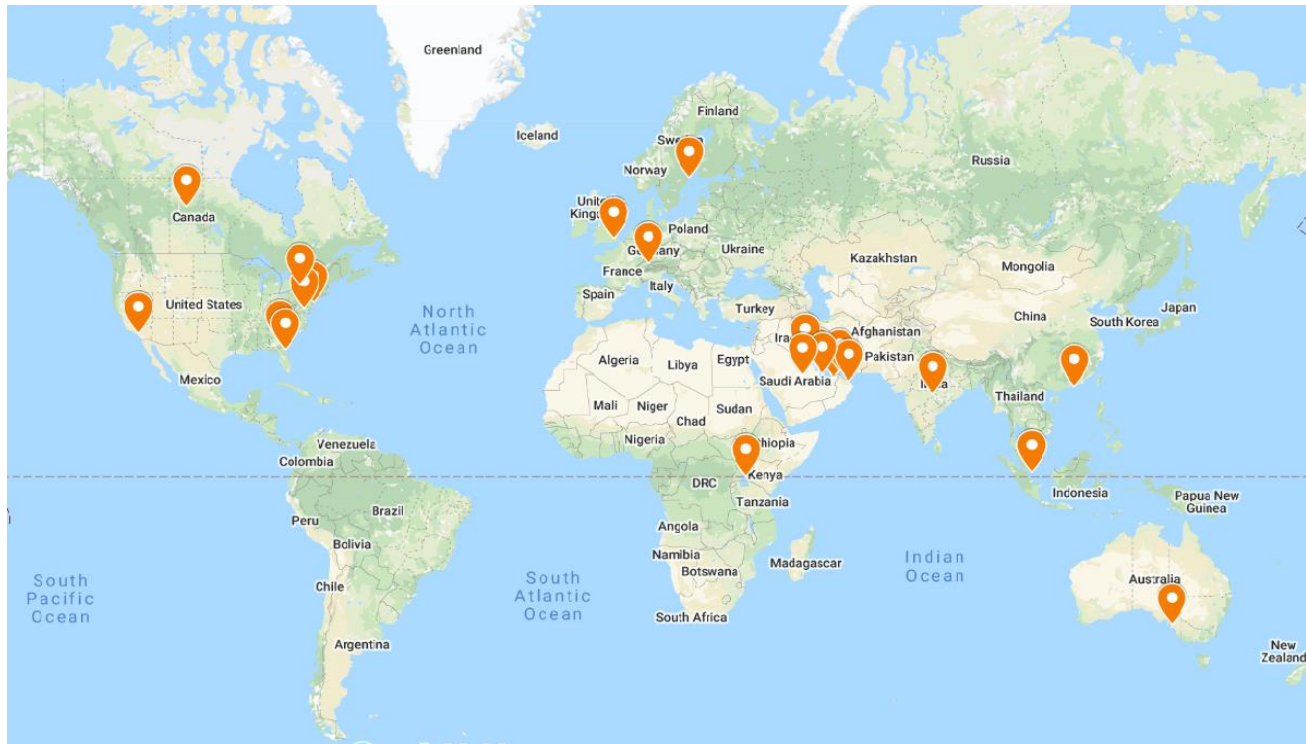
#### Towards our Stake Holders

Create a fearless working culture giving the sense of ownership.  
Provide sustainable growth opportunities.  
Create a brand of repute, which makes them proud to be associated with.

#### Towards Regulators / Capital Market

Uncompromising integrity – To uphold high standards of ethical behaviour and business conduct and comply with laws at all times.  
Be a part of representative body of investors and Portfolio Managers to assist the regulators in elevating the overall condition of the capital markets

## Clientele across the globe



## Our Brand



The Globe, in the shape of the alphabet 'C' represents the world of Care and our aspiration to become a global player, following world class standards. The plus sign (+) within the globe come together to form the symbol of 'infinity'  $\infty$ , which indicates that in the world of Care, hard earned capital of our clients is well protected and has infinite potential to grow. The space within the globe represents transparency in client dealings, our broad mindedness and receptivity to the dynamic changes in the world of business and our proficiency in dealing with them.

## Three pillars that form our ethos

### Equity

*Our Focus, Our Core, Our Expertise  
and Our belief*

Equity = Partnering – Partnering with good companies excites us and we believe our clients will also be delighted by partnering in good businesses/ concepts.

Equity can help reach financial goals even when you start small. It beats inflation and can compound money at a higher rate leading to wealth creation.

### Trust

*Most valuable asset, critical for  
investment management*

Trust grows over time and meeting expectations. Single defining factor, without trust no relationship in the world sustains.

Notwithstanding the importance of performance, when clients invest hard earned money into equities, it is “Trust” that gives peace of mind.

### Service

*Only medium to communicate our  
dedication and inculcate trust*

The other two pillars be expressed only through our services. Service standards and Performance culminate into Trust.

## Investment Team

**Jayant Mamania**  
Investment Director

He is key personnel of the investment team. His stock picking ability makes Care PMS a distinct portfolio manager. He heads the investment team and has over 20 years of experience in equity investing. He is a CA by qualification.

**Arpit Shah**  
Investment Director

He is founder director of the company and a CA by qualification. He has over 12 years of secondary capital market experience. His role includes research and portfolio management.

**Amit Doshi**  
Investment Director

He is CA by qualification, after working with Big 4 (PwC), joined the core team in 2011 to take the company to its well-deserved position. His role includes research and portfolio management activities.

**Kush Gangar**  
Associate Director

He is with Care PMS since 2013. He focuses on conducting detailed financial analysis thereby assisting the investment directors in concluding companies. He is CA by qualification.



## Investment Approach

### Bottom-up, Stock specific approach

- 5 Decision to add a company or to replace an existing company taken only after consensus among all three investment directors
  - 4 Detailed analysis about company's strategies, management's execution capabilities and on pedigree of management followed Q&A with management or investor relations
  - 3 Take account of recent developments in that segment or industry and meet industry participants across the value chain and to confirm inferences
  - 2 Extensive fundamental research undertaken on shortlisted stocks and their peer group to spot trend or turnaround in that segment or industry
  - 1 Shortlisting of companies on ongoing basis (*on any fundamental trigger*) or during quarterly earnings season (*after applying Care PMS proprietary quant screeners*) for detailed analysis
- 

# Investment Criterion

Acquire scalable businesses with professional management, strong financials and available at compelling valuations

**Growth Potential**



Historical Volume growth, Revenue growth expectation, Margin expansion, Expense decrease (as a % of revenue), PAT growth expectation

**Management Capabilities**



Track record of management commentary and achieving guidance, corporate governance, rational and trustworthy management, execution experience, deep domain understanding

**Strong Financials**



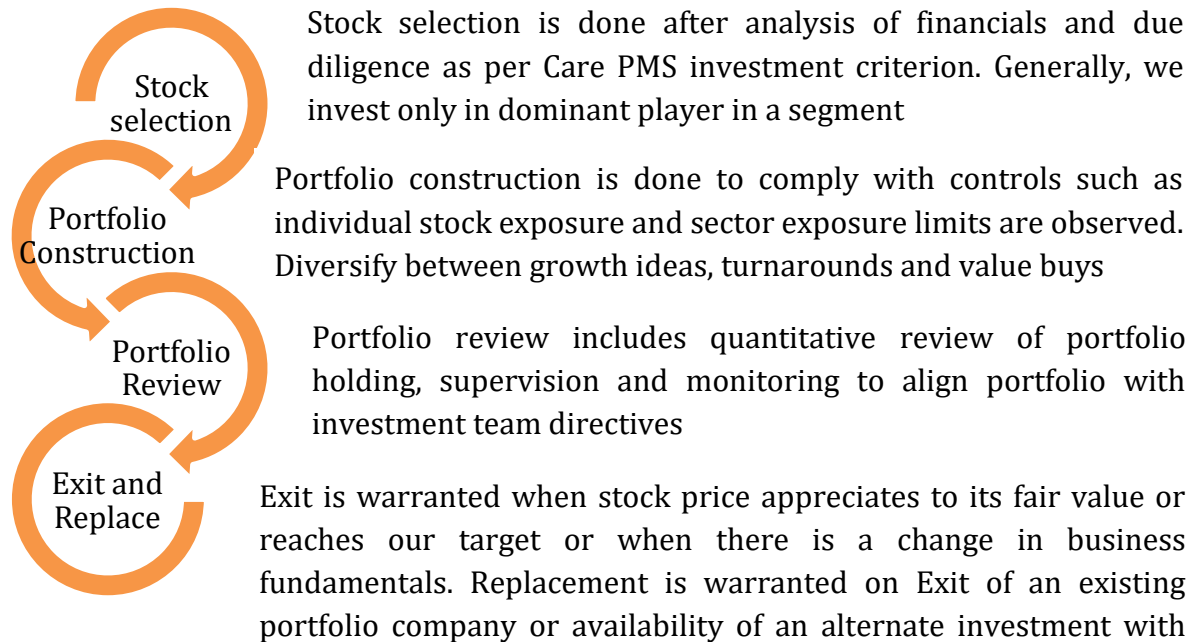
Zero debt or high interest coverage, contracting working capital cycle, Improving turnover ratios, historical ROE trend, dividend pay-out ratio

**Available at compelling valuation**

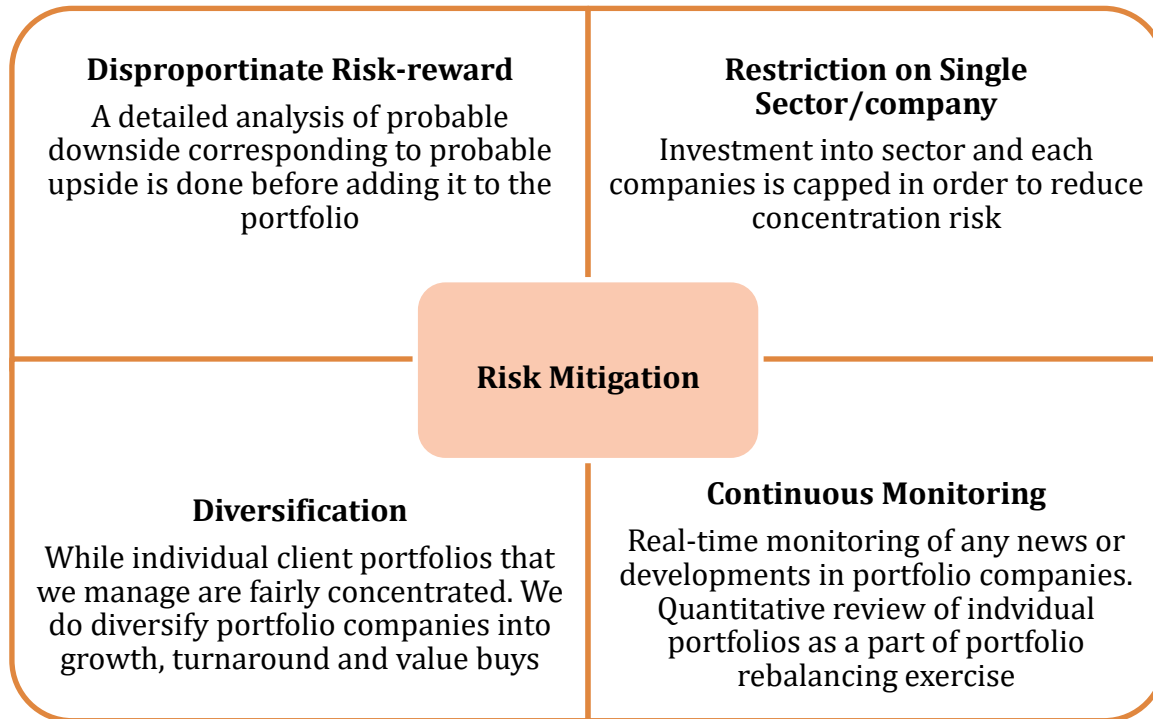


Comparing valuation metrics (such as P/E, PEG, EV/EBITDA, P/B, DCF, Replacement cost) with other player in the same segment and benchmark indices. What premium are we paying over the intrinsic value of the company

## PMS Process



## Risk Mitigation



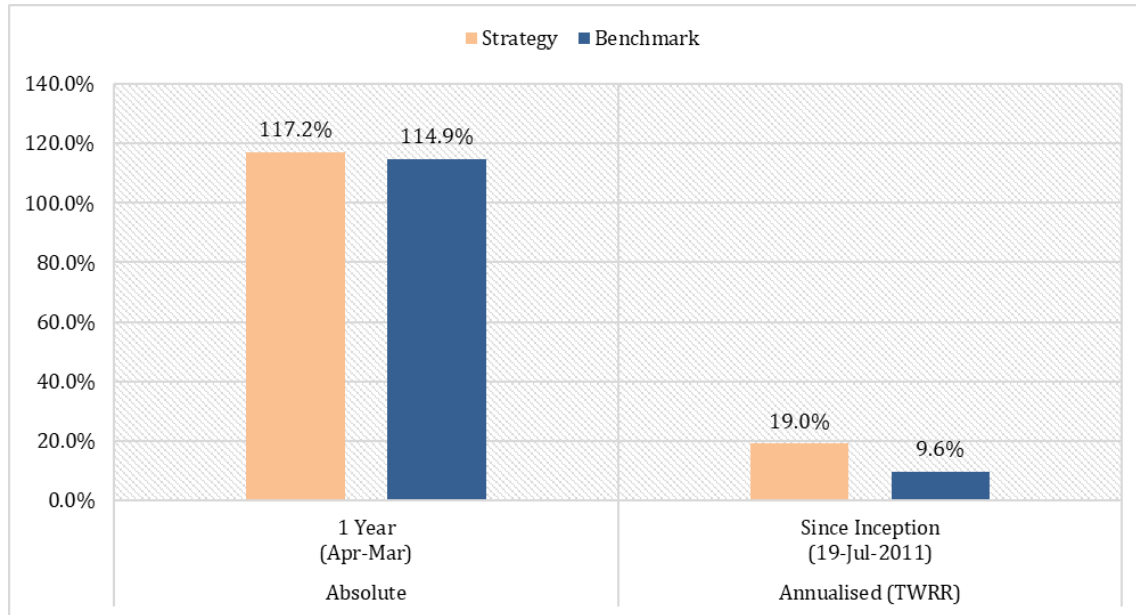
## Investment Strategies

Particulars	Care PMS Growth Plus Value Strategy	Care PMS Large & Midcap Strategy
Launch Date	17-Jul-2011	18-Jun-2020
Investment Basket	Marketcap Agnostic	Top 250 companies by Marketcap
Time Horizon	5-7 years	3-5 years
Portfolio Volatility	High	Moderate
Expected Returns	Higher	Average
Portfolio Construction	Individual	Model
Benchmark	BSE Smallcap	NIFTY LargeMidcap 250

## Why Care PMS

- Focused on one asset class i.e. Equities
- Single line of business i.e. Portfolio Management Service
- Selection on fundamental basis only
- Individual portfolios managed with restrictions
- Multiple Investment strategies based on client's risk profile
- Dedicated team with easy approachability

## Performance – Growth Plus Value Strategy

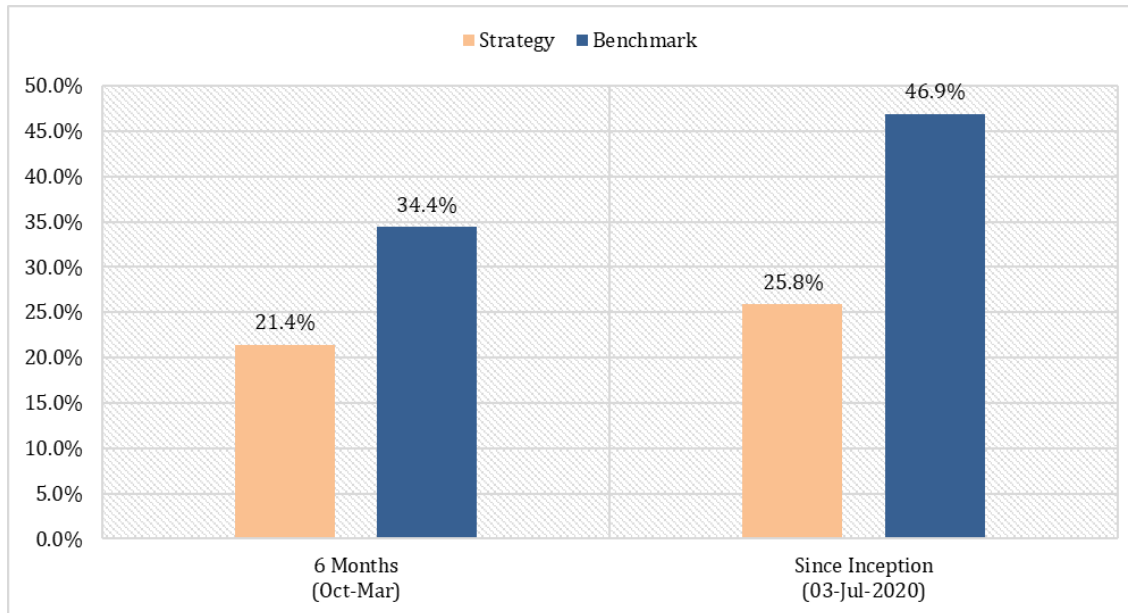


As on March 31, 2021

**Note –**

1. Returns are based on TWRR method & not verified by SEBI
2. Benchmark is BSE Smallcap

## Performance – Large & Midcap Strategy



As on March 31, 2021

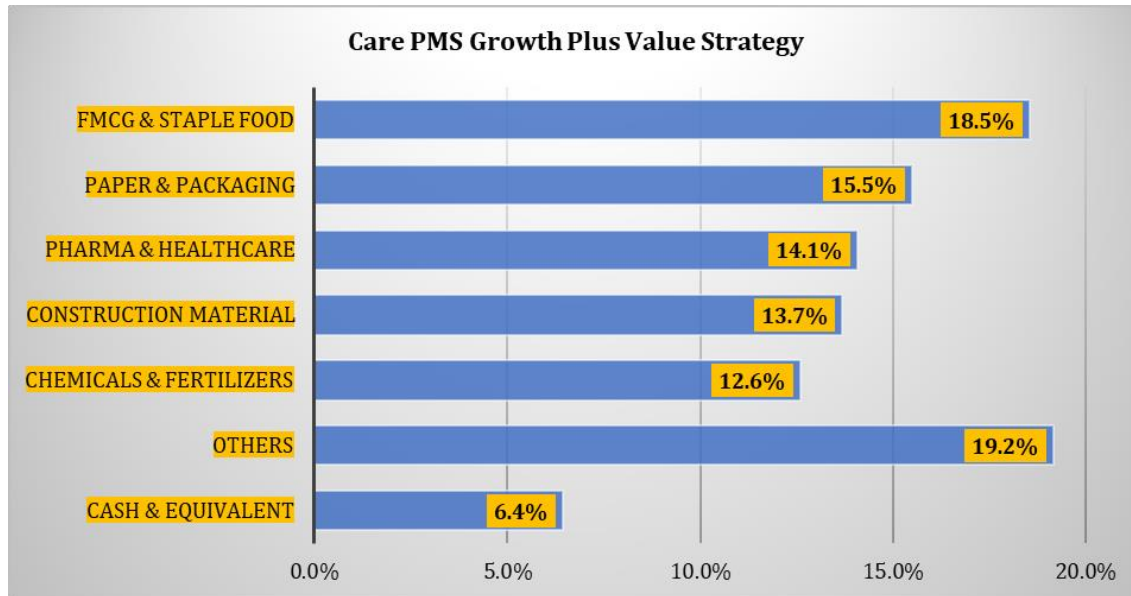
**Note –**

1. Returns are based on TWRR method & not verified by SEBI
2. Benchmark is NIFTY LargeMidcap 250



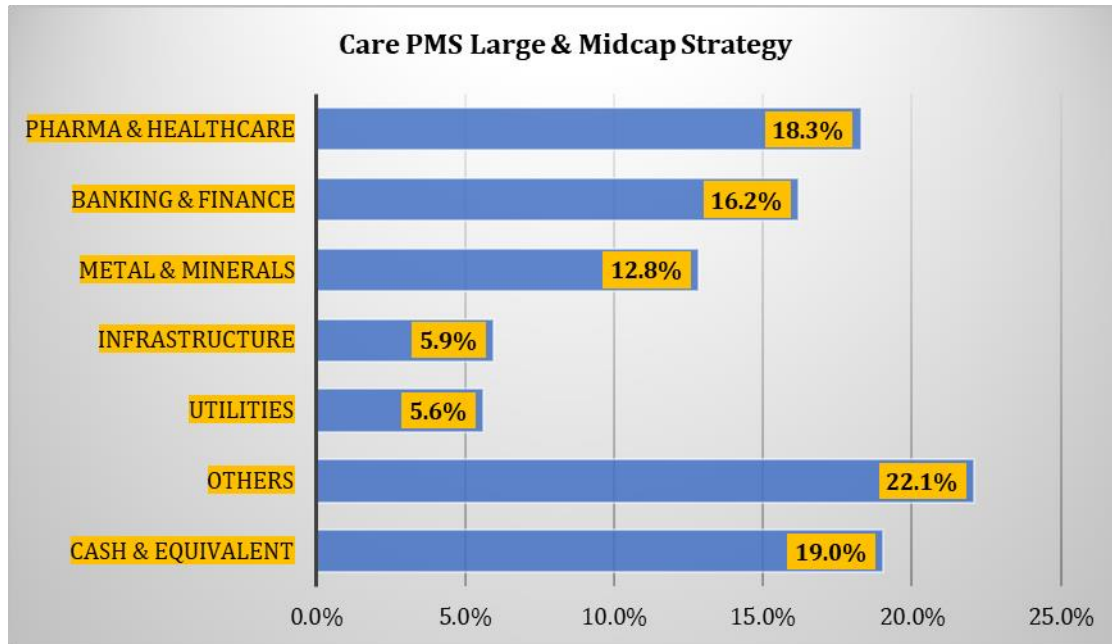
## Top 5 Sector Exposure

### Care PMS Growth Plus Value Strategy

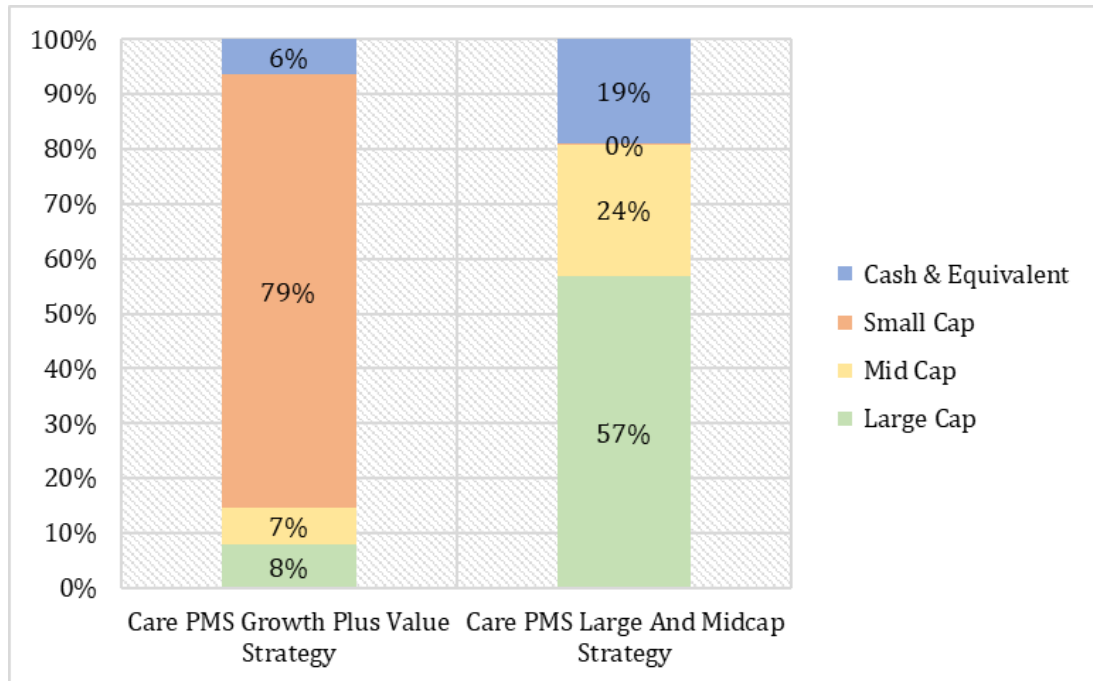


## Top 5 Sector Exposure

### Care PMS Large & Midcap Strategy

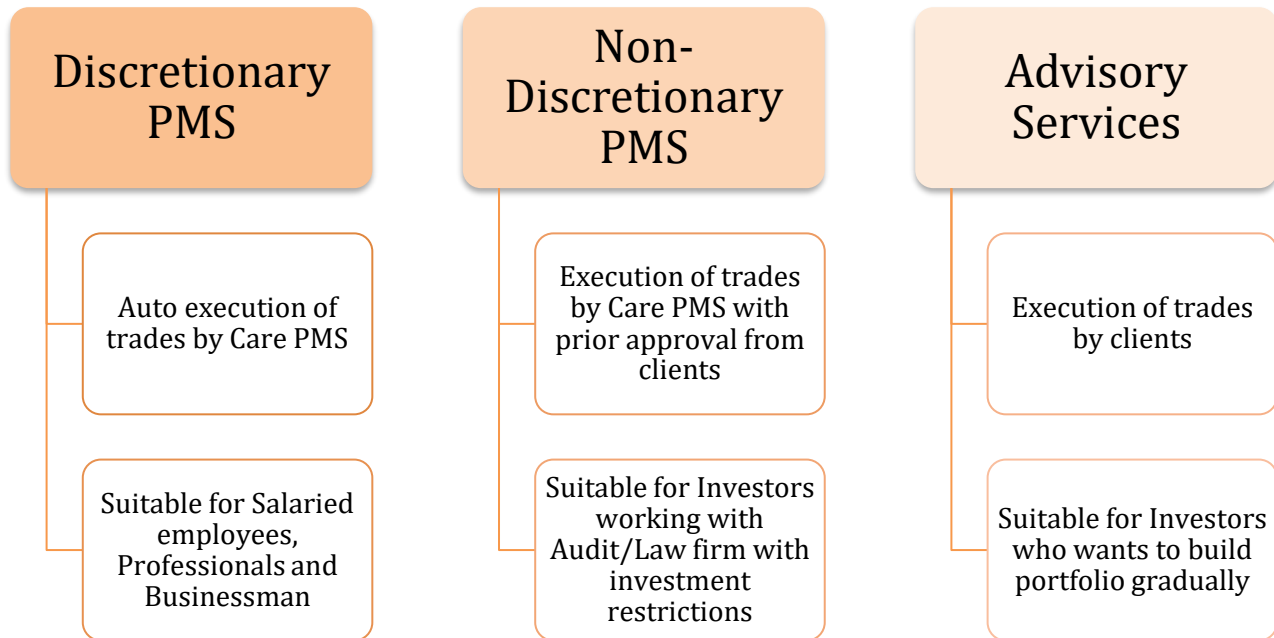


## Portfolio allocation as per Marketcap



\*Marketcap is considered as published by AMFI for Mutual Funds as on 31-Dec-2020

## Services Offered



## Fees & Expenses

<b>Discretionary &amp; Non-Discretionary PMS Services</b>		
<b>Particulars</b>	<b>Care PMS Growth Plus Value Strategy</b>	<b>Care PMS Large &amp; Midcap Strategy</b>
Fixed Fees (P.A.)	1%	1%
Performance Fees	10%	5%
Other Expenses	At Actual	At Actual
<b>Advisory Services</b>		
Fixed Fees (P.A.)	1%	1%
Performance Fees	15%	10%

## Thank you

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