

Ambit's Saurabh Mukherjea launches 3rd book - 'Coffee Can Investing: The low-risk road to stupendous wealth'

The book is co-authored by Rakshit Ranjan and Pranab Uniyal

Mumbai, February 19, 2018: Saurabh Mukherjea, CEO, Ambit Capital, launched his third book titled 'Coffee Can Investing: The low-risk road to stupendous wealth'. The book is focused on helping professionals and business owners build a successful portfolio that ensures strong returns whilst taking low levels of risk. Saurabh has co-authored the book with two capital market veterans – Rakshit Ranjan, Fund Manager of the Coffee Can PMS and Pranab Uniyal, Head of Products & Advisory at Ambit Capital. The book not only has a chapter dedicated to helping the reader creating his own financial plan, but also provides a link to an Excel-based financial planning tool that readers can download for their own use.

The authors, through their years of experience in capital markets have crafted a strategy of investing in companies which have historically delivered strong returns from a long term perspective. The book not only focuses on well established companies but also highlights the opportunities from investing in small and mid cap companies.

Coffee Can Investing gives a step-by-step demonstration of how to build low risk, high quality equity portfolio that over the course of a decade can give returns in excess of 20%. The book shows that when combined with investments in liquid investments (to have a corpus available for a rainy day), sensible investing can not only give investors long term returns but also allow them to meet most of their life goals.

The book will be formally launched countrywide on **23rd February 2018** and is also available for pre-ordering.

Talking about the his latest release, Saurabh Mukherjea, CEO, Ambit Capital has remarked, "Our research shows that retail investors are more inclined towards traditional asset classes like gold and land, whereas, financial assets remain a very small part of the overall wealth which has prevented them from generating meaningful returns. Coffee Can Investing is methodology of investing in high quality franchises that consistently sustain their competitive advantages over long periods of time despite being faced by challenges and disruptions at regular intervals, thus creating consistent and healthy returns with volatility of these returns being as low as that of a Government bond."

About the authors:

Saurabh Mukherjea - Saurabh Mukherjea leads the Institutional Equities, Equity Capital Markets and Private Wealth businesses at Ambit. He is an alumni of the London School of Economics and has authored two bestsellers: 'Gurus of Chaos' and 'The Unusual Billionaires'.

Saurabh also contributes monthly columns for Forbes India and Moneycontrol. Saurabh is also a CFA Charterholder.

Rakshit Ranjan - Rakshit is the Fund Manager of Coffee Can PMS at Ambit Asset Management since January 2017. He has been with Ambit since 2011 and has led the consumer research franchise which got voted as No.1 for Discretionary Consumer and within top-3 for Consumer Staples in 2015 and 2016 Asia Money polls. Rakshit holds a degree in Bachelor of Technology from IIT Delhi and is a CFA Charterholder.

Pranab Uniyal –Pranab is the Head of Products & Advisory at Ambit Capital. He has been associated with Ambit since 2013. Pranab holds a postgraduate Diploma in Management from IIM Calcutta and a degree in Chemical Engineering from IIT Madras.

About Ambit:

Ambit is a leading investment bank offering customized solutions in the areas of Corporate Finance, Institutional Equities, Private Equity, Asset Management, Wealth Management, Structured Finance and Principal Investment. The firm capitalizes on its strong track record, in-depth understanding of global economic and regulatory environment and extensive domain knowledge to provide seamless services to its clients, which include institutional investors, corporate and high net worth families. Ambit is headquartered in Mumbai, with offices in Delhi, Bengaluru, Singapore and London.

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