OUR FOCUS IS YOU

AMBIT ASSET MANAGEMENT

OUR VALUES

The pillars that guide us in seeking excellence while delivering unique client solutions

- Accountability
- Client Centric
- Collaboration
- Compassion
- Entrepreneurial
- Excellence
- Integrity
- Meritocracy

OUR MISSION

TO CONSISTENTLY EXCEED CLIENT EXPECTATIONS THEREBY CREATING VALUE FOR ALL STAKEHOLDERS

CONTENTS

AN ARRAY OF INVESTMENT BANKING AND ADVISORY SOLUTIONS FOR YOU

Ambit is one of India's premier full-service Investment Banks with a proven track record and consistently ranked amongst the top 10 M&A advisory firms in India. We offer financial solutions that are customized to our client's needs, based on our deep understanding of the Indian economy and market forces, unmatched independent research and our client-focused approach.

Our partnerships with global leaders have helped us foray into the Asia and US Markets, and have enabled us to gain a global perspective with local expertise.

Besides Investment Banking, the Ambit Group also offers services like Asset Management, Credit, Institutional Equities and Wealth Management, to our institutional, corporate and high net worth clients.

Our nuanced understanding coupled with robust corporate governance framework, enables us to deftly balance risks with rewards, to deliver a highly personalised investment banking and advisory experience for sustained and long-term wealth creation.

ONE AMBIT

WITH INSIGHTFUL SOLUTIONS AND INTRINSIC VALUE FOR YOU

The Abacus has played a pivotal role in the growth of human civilization by enabling complex calculations using a simple bamboo frame, with beads moving on wires. We believe that at Ambit, we possess a similar ability to break down complexity while helping find financial solutions for our clients.

OUR ACUMEN AT WORK

CORPORATE FINANCE

- MERGERS & ACQUISITIONS AND DIVESTITURES
- EQUITY CAPITAL MARKETS

CREDIT

- STRUCTURED FINANCE
- SME FINANCE

ASSET MANAGEMENT

- PORTFOLIO MANAGEMENT
- OFFSHORE ADVISORY

INSTITUTIONAL EQUITIES

- DIFFERENTIATED AND PATH BREAKING RESEARCH
- EQUITIES TRADING

WEALTH MANAGEMENT

- ASSET ALLOCATION
- INVESTMENT ADVISORY
- TAX AND ESTATE PLANNING

EQUITIES: PROPELLING WEALTH CREATION

Historically, equity assets are the most liquid. Over the long-term equities have delivered the best returns adjusted for liquidity and taxation among all major asset classes due to the power of compounding.

WEALTH CREATION ROAD MAP

THE POWER OF COMPOUNDING TO FUEL YOUR INVESTMENTS

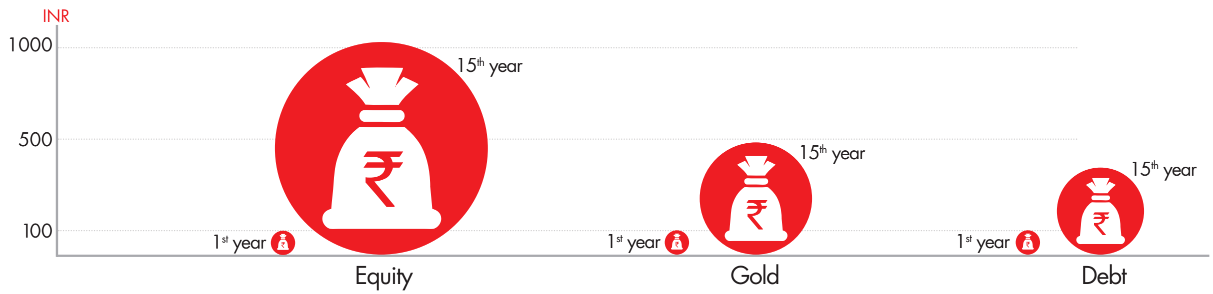
MAXIMISING RETURNS OVER THE LONG-TERM

The power of compounding adds the profit earned back to the principal amount and then reinvests the entire sum to accelerate the profit earning process. This in turn leads to an exponential portfolio growth over the long-term.

The idea is to start simple yet strong and then incrementally expand your portfolio with the aid of ace professionals, who understand the market and possess the expertise to enable you maximise gains over the long-term.

EQUITY OUTSHINES

Over a 15 year horizon, INR100 invested in equities, would have grown 10x.



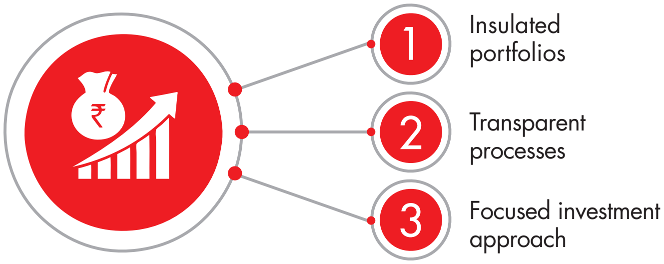
Data as on 30-Nov-2019 | Equity returns represented by Sensex 30 | Debt returns represented by Crisil Composite Bond Fund Index | Gold returns taken per troy ounce (In INR)

PORTFOLIO MANAGEMENT: CUSTOMISED INVESTMENT SOLUTIONS

We recognise that volatility in the financial markets is an inescapable reality. We therefore believe that sustainable wealth creation needs deep research-led, investment decision-making. Staying focused on the investment thesis without being distracted by market noise, requires a commitment to staying invested for the long-term.

However, investors have two key concerns – preservation of wealth and putting their money to work, to create additional wealth. They need asset management solutions tailored to their needs. The answer is Portfolio Management.

THE PMS EDGE



INVESTMENT APPROACH MATTERS

HARD FACTS NARRATE THE PORTFOLIO MANAGEMENT SERVICE STORY

When you look at the bigger picture over a longer time frame, you can see a significant upsurge in wealth. A statistical demonstration of why PMS are a powerful choice is given below.

Note: Median returns of last 5 years, as on Nov 30, 2019 of Top 5 Mutual Funds and PMS, as per net assets

WE ARE CLIENT-CENTRIC

At Ambit Asset Management, the focus starts at the product design stage itself. The investment strategy of all our funds is easy to understand and does not involve any complex frameworks that often confuse investors. It is so clearly defined that it can be explained to a potential investor in less than a minute. This way, you can make a well-informed decision as to whether the fund meets your financial goals and risk appetite.

Led by a team of seasoned financial experts with unparalleled (fund managers and top management) accessibility, sharply focused solutions matched to client 'Super Needs', backed by deep research and an exceptionally disciplined operating framework, we bring to you wealth creation plans that fit your investment needs like a glove.

COMMITTED

TO GROWING YOUR WEALTH

Our constant endeavour is to look at a spectrum of industry categories, capitalise on investment opportunities by identifying and investing in high quality businesses, mitigate risk through high accounting benchmarks, and corporate governance standards to grow and preserve your wealth.

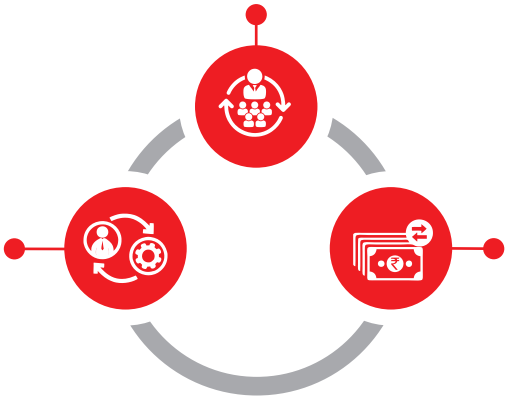
Most companies in our portfolio dominate markets and possess unassailable competitive advantages in their core category. Over the years our absolute client-centric approach has earned us a faithful client base and a reputation which we modestly take pride in.

OUR INVESTMENT MANTRAS

- 01 Proprietary research-backed framework
- 02 Disciplined and process-driven approach
- 03 Investment in high quality businesses
- 04 Long-term investments with low churn

WHY US?

Unparalleled top management and fund manager accessibility



Sharply focused solutions matched to clients' 'Super Needs'
(All funds are built with simple, easy to understand propositions)

Flawless execution
(In fund management and all client facing functions – from onboarding to redemption)

OUR PRODUCTS

COFFEE CAN PMS

An absolute return product that aims to deliver steady returns with minimal risk to create wealth over the long-term

- Large-cap oriented portfolio
- Ideal investment horizon of 8-10 years
- Concentrated portfolio with low churn
- Great companies with a proven track record of consistent growth and high RoE

GOOD & CLEAN by AMBIT

A portfolio of companies that have a proven track record of efficient capital allocation and high growth

- Mid-cap oriented portfolio
- Ideal investment horizon of 3-5 years
- Growth at reasonable valuation

EMERGING GIANTS by AMBIT

A portfolio of companies that aims to create wealth over long periods of time by investing in the leaders of tomorrow

- Small-cap oriented portfolio
- Ideal investment horizon of 5-6 years
- Aims to identify market leaders early
- Focused on finding the next Coffee Can companies

COFFEE CAN PORTFOLIO

We look for companies which have a consistent track record of growth and wealth creation for their stakeholders over long periods of time. A clean corporate governance track record and consistency is what brings a company into our portfolio.

GROWTH VS VALUE

Coffee Can is based on the growth style of investing. Our mantra is quality comes at a price and always pays in the long run. We believe that as long as earnings continue to grow, stock price will follow, albeit in a non-linear fashion.

SEEKING A UNIQUE DNA IN COMPANIES

- Focused on core business
- IT as backbone
- Independent board
- Professional management
- Evolving competitive advantages

CONSISTENT

WEALTH CREATION FOR YOU

CONSISTENT RETURNS WITH MINIMAL RISK

Steadfastness is key. We believe wealth creation is a marathon and not a sprint. Did you know that a steady 26% return over a 20-year period, makes your portfolio 100x?

THE COFFEE CAN SUCCESS PILLARS

- Lower drawdowns during downturns
- Low churn
- Timing is futile

TO PUT IT SIMPLY WE'RE ANSWERING TWO OBVIOUS QUESTIONS

"Which company should I invest in?"

- Type1: Volatile earnings (could be due to external or internal factors)
- Type2 ✓: Consistent earnings

"For how long should I hold it?"

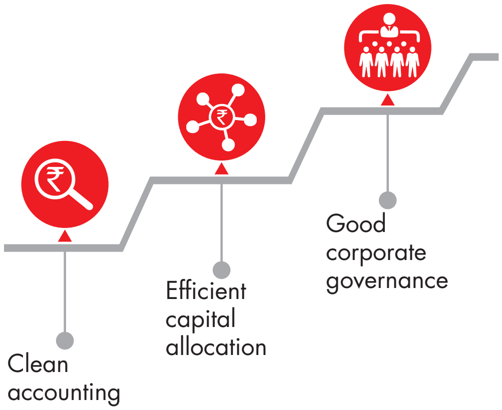
- Type1: Time it well
- Type2 ✓: Forever (as long as its competitive strengths sustain)

GOOD & CLEAN PORTFOLIO

We aim to create a portfolio of primarily mid-cap companies that have a good track record of capital allocation and clean accounting practices. The focus on 'Good' helps generate the upside, while focus on 'Clean' minimises the risk.

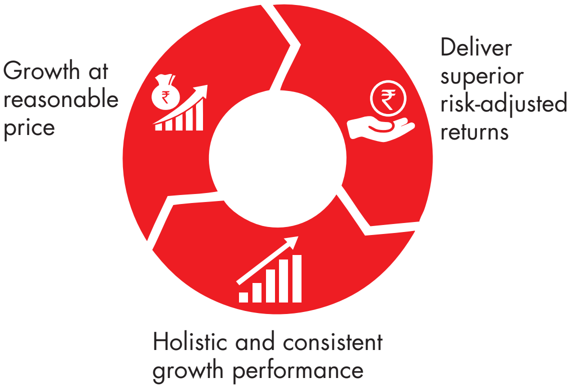
The result of our stringent selection process is a high quality portfolio of select businesses, which generate superior than benchmark returns and yet minimise the drawdowns over a long period of time. Essentially, while the objective is to generate returns, the even bigger goal is to better manage drawdowns, because we believe that doing the latter successfully is critically vital in achieving the former.

SUSTAINABLE WEALTH CREATION



SUPERIOR QUALITY TO MINIMISE YOUR INVESTMENT RISK

THE POWER OF GOOD & CLEAN



CONSISTENT GROWTH

The focus is to identify growth-oriented companies with strong brand equity, management bandwidth and market leadership. The idea is to invest into businesses with sustainable earnings growth, which are available at reasonable valuations.

GOOD & CLEAN by AMBIT

EMERGING GIANTS PORTFOLIO

We aim to identify market leaders in niche categories with immense potential for sustainable growth early in the cycle, to create significant wealth over a long period of time.

A solid corporate governance track record, deeply under-penetrated product category and strong market leadership, are some of the characteristics that we look for, while including a company in the portfolio.

THE POWER OF THE GIANTS

- Rigorous business selection process
- Long-term horizon
- Low churn and concentrated portfolio

EMERGING GIANTS by AMBIT

RIGOROUSLY

ANALYSED FOR RELATIVELY RISKLESS INVESTMENTS

FINDING NEEDLES IN THE HAYSTACK

The company selection process focuses on picking businesses with a good track record of efficient capital allocation and clean accounting practices, to pick the right investments. We aim to build a low churn portfolio of 15-20 companies, which can create wealth for investors in a relatively riskless fashion over a long time period.

The objective of the fund is to explore opportunities in the under-researched and under-owned world of small-caps, to deliver steady returns in what is traditionally perceived to be a high risk investment.

THE RISK MINIMISATION PHILOSOPHY

- Consistent track record
- Strong corporate governance
- Market leaders
- Clean accounting
- Power of compounding

YOU

ARE AT THE HEART OF
EVERYTHING WE DO

AMBIT
Acumen at work

AMBIT INVESTMENT ADVISORS PVT. LTD.
Ambit House, 449, Senapati Bapat Marg, Lower Parel, Mumbai – 400 013
Phone: +91 22 6860 1891 / 92

Concept & Design by altian