Ambit Asset Management launches its new AIF - “Ambit Pricing Prowess Fund”

July 25, 2025 (Mumbai): Ambit Asset Management has announced the launch of its new Alternative Investment Fund (AIF) – Ambit Pricing Prowess Fund – an open-ended, long-only, Category III Flexi-cap AIF designed for niche, long-term investors seeking superior absolute returns by investing in high-quality businesses with sustainable compounding through strong pricing power.

The Ambit Pricing Prowess Fund (APPF) targets growth companies with lasting Quality and ‘Forever’ attributes, leveraging a proprietary Pricing Power Framework to identify businesses with robust margins and steady earnings growth. The strategy seeks a prudent mix of offense and defense, while always being prepared for ‘Black Swan Events’.

“The Ambit Pricing Prowess Fund is built on the conviction that companies with true pricing powers are best positioned for sustainable and long-term compounding, making a compelling case for allocations as part of investor’s core portfolio, especially in today’s dynamic markets”, said **Sushant Bhansali, CEO of Ambit Asset Management**.

“Our rigorous investment framework that combines quantitative and qualitative analysis, focuses on identifying these ‘nuggets of gold’ – businesses that can raise prices without losing market share, thereby preserving real earnings and shielding investors from inflationary pressures”, said **Siddharth Bothra, Fund Manager – Equity**, Ambit Asset Management.

Keeping with their core philosophy, "At Ambit Asset Management, it is acumen that helps you invest successfully, with products that stay true to character across market cycles", the new fund is designed to capture resilient, high-quality opportunities that have historically delivered consistent returns with lower risk profiles across various global markets and economic cycles.

About Ambit Group:

Ambit is one of India's premier providers of financial advice and capital, known for its business acumen. Ambit comprises Investment Banking (Corporate Finance & Equity Capital Markets), Asset Management, Wealth Management, Institutional Equities (Research, Sales & Sales Trading), and a Non-Banking Finance Company (SME Lending). We are focused on delivering tailor-made financial solutions suitable to our client’s needs. These are based on our deep understanding of the Indian economy and market forces, unmatched research, and a client-focused approach. Ambit is headquartered in Mumbai, with offices in key cities in India, Singapore & Dubai. To learn more, check regulatory licenses and further information, please visit www.ambit.co.

Ambit Asset Management, the asset management arm of the Ambit Group, is dedicated to delivering financial solutions to HNW individuals, families, and institutions. With Assets under Management (AuM) of INR 4,280 crore as of June 30, 2025, it offers 5 long-only Portfolio Management Services (PMS) and two Alternative Investment Funds (AIFs), including one through the GIFT City route.

Media Contacts:

Ambit Group - Brand & Corporate Communications	**Adfactors PR**
Shivani Pal – shivani.pal@ambit.co	Darshana Purohit - darshana@adfactorspr.com Neha Pimpale - neha.pimpale@adfactorspr.com

Statutory Details:

Ambit Investment Advisors Private Limited ("Ambit") is an Investment Manager to Ambit Investment Advisors Trust – Category III which is registered with SEBI as Alternate Investment Fund under SEBI (Alternative Investment Funds) Regulations, 2012 vide registration no. IN/AIF3/25-26/1833. Ambit is also a registered Portfolio Manager with Securities and Exchange Board of India vide registration number INP000005059.

Disclaimer & disclosures:

This document is confidential and is intended only for the personal use of the prospective investors / contributors (hereinafter referred as the Clients or you) to whom it is addressed or delivered and must not be reproduced or redistributed in any form to any other person without the prior consent of Ambit.

Neither Ambit nor any of their respective affiliates or representatives make any express or implied representation or warranty as to the adequacy or accuracy of the statistical data or factual statement concerning India or its economy or make any representation as to the accuracy, completeness, reasonableness or sufficiency of any of the information contained in the presentation/newsletter/report herein, or in the case of projections, as to their attainability or the accuracy or completeness of the assumptions from which they are derived, and it is expected each prospective investor will pursue its own independent due diligence. In preparing this presentation/newsletter/report, Ambit has relied upon and assumed, without independent verification, the accuracy and completeness of information available from public sources. Accordingly, neither Ambit nor any of its affiliates, shareholders, directors, employees, agents or advisors shall be liable for any loss or damage (direct or indirect) suffered as a result of reliance upon any statements contained in, or any omission from this presentation/newsletter/report and any such liability is expressly disclaimed. The information contained in this presentation/newsletter/report has not been verified by SEBI. Further, the performance related information provided herein is not verified by SEBI.

The statements contained herein may include statements of future expectations and other forward – looking statements that are based on Ambit's current views and assumptions and involve known or unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements.

Risk Factors

You are expected to take into consideration all the risk factors including financial conditions, risk-return profile, tax consequences, etc. You understand that the past performance or name of the portfolio or any similar product do not in any manner indicate surety of performance of such product or portfolio in future. You further understand that all such products are subject to various market risks, settlement risks, economical risks, political risks, business risks, and financial risks etc. and there is no assurance or guarantee that the objectives of any of the strategies of such product or portfolio will be achieved. You are expected to thoroughly go through the terms of the Private Placement Memorandum (PPM)/agreements and understand in detail the risk-return profile of any security or product of Ambit or any other service provider before making any investment. You should also take professional/legal/tax advice before making any decision of investing or disinvesting. The investment relating to any products of Ambit may not be suited to all categories of investors. Ambit or Ambit associates may have financial or other business interests that may adversely affect the objectivity of the views contained in this presentation/newsletter/report.

Ambit does not guarantee the future performance or any level of performance relating to any products of Ambit or any other third party service provider. Ambit shall not be liable for any losses that you may suffer on account of any investment or disinvestment decision based on the communication or information or recommendation received from Ambit on any product. Further Ambit shall not be liable for any loss which may have arisen by wrong or misleading instructions given by you whether orally or in writing. The name of the product does not in any manner indicate their prospects or return.

This presentation is qualified in its entirety by the Information Memorandum/PPM/Term Sheet/Contribution Agreement and other related documents, copies of which will be provided to prospective investors. All investors must read the detailed PPM including the Risk Factors and consult their tax advisors, before making any investment decision/contribution to AIF. Capitalized terms used herein shall have the meaning assigned to such terms in the PPM and other documents.

Strictly confidential for private circulation only, not for public distribution. You may contact your Relationship Manager for any queries.