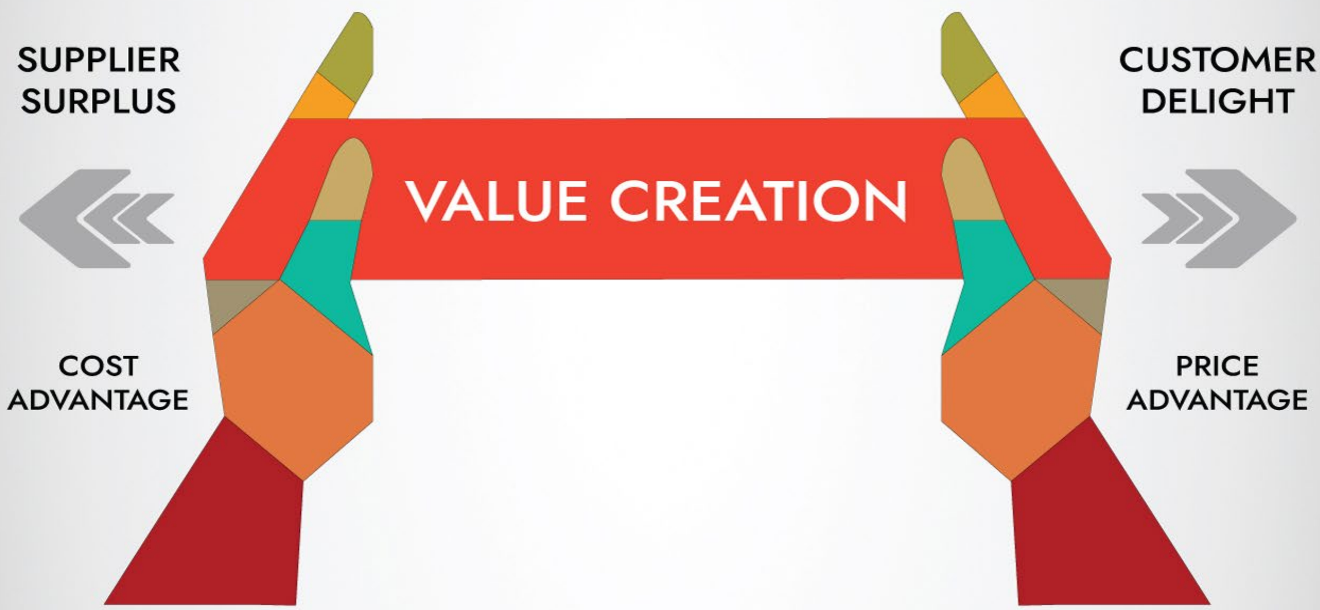
AMBIT
Acumen at work
Asset Management

# AMBIT
# PRICING PROWESS FUND




An Open-ended, Long-only, Category III, Flexi-Cap AIF with Registration number IN/AIF3/25-26/1833

## INVESTMENT OBJECTIVE

Ambit Pricing Prowess Fund is designed for long-term investors seeking superior absolute returns by investing in high-quality businesses with sustainable compounding through strong pricing power. The strategy 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.

## PRICING PROWESS THROUGH THE MAGIC OF LOLLAPALOOZA EFFECT

- Dominant Franchises
- Advantage in Key Consumer Variable with High Variance
- Multiple, Increasing Moats
- Management Playing the Long game
- Quality First – Forward Looking Quality
- Scale, Increasing Market share, Margin Stability

**PRICING PROWESS**

> The Lollapalooza Effect in business is about getting multiple, mutually reinforcing factors right.
> It’s about understanding the big ideas, creating the right culture, aligning incentives, and continuously adapting while focusing on the fundamentals.
> By doing so, you set the stage for extraordinary success, where the whole becomes much greater than the sum of its parts. That’s the magic of the Lollapalooza Effect.
>
> – Charles Munger

## WHY PURSUE PRICING POWER PLAYS?

**Inflation Hedge**

Pricing Power companies can raise prices to offset inflation, there by preserving their real earnings and shielding investors from the eroding effects of rising costs.

**Drives Higher Margins**

Unique Value Propositions and Strong Brand Recognition allowing them to command premium prices, withstand competitive pressures.

**Stable, Quality Compounders**

They tend to be less glamorous and newsworthy (exceptions when at early life cycle), instead are quiet and Stable Quality ‘compounders’.

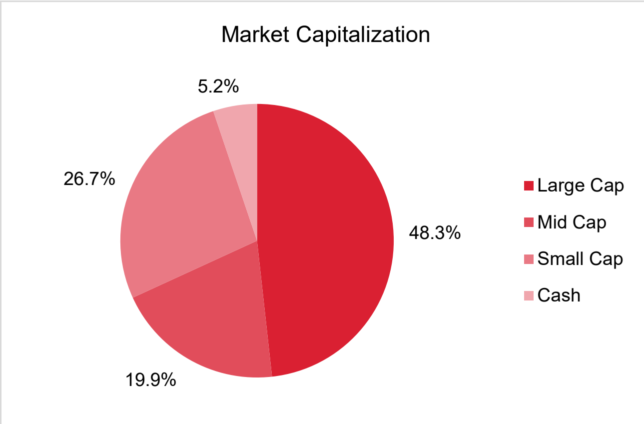
**Resilience**

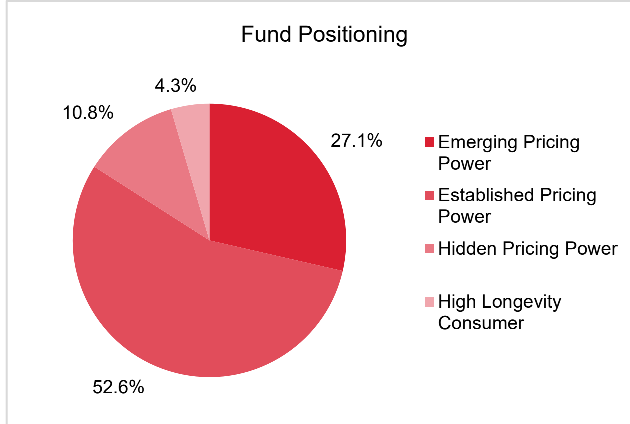
Strategy works across multiple global markets and economic cycles, making pricing power a cornerstone of resilient, high-quality portfolios.

**Positive Impact on Valuations**

The ability to have pricing power can support premium valuations, as investors are willing to  pay a higher multiple for companies with predictable and sustainable growth.

## MARKET CAPITALIZATION & FUND POSITIONING



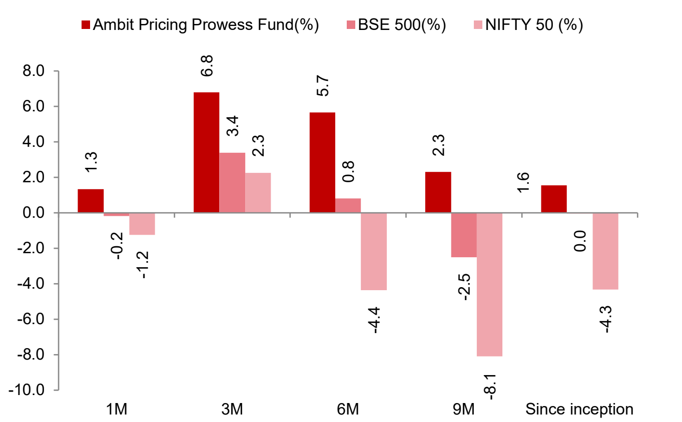

## STOCK & SECTORAL EXPOSURE

| Top 5 Holdings | Weights(%) |
|---|---|
| Eternal Ltd. | 7.2 |
| Eicher Motors Ltd. | 5.0 |
| The Phoenix Mills Ltd. | 4.8 |
| LG Electronics India Ltd. | 4.3 |
| Aegis Vopak Terminals Ltd. | 4.2 |

| Top 5 Sectoral Exposure | Weights(%) |
|---|---|
| Financials | 19.6 |
| Consumer Discretionary | 13.6 |
| Automobile | 10.9 |
| Industrials | 8.7 |
| Logistics | 7.0 |

Source: Ambit Asset Management. Data as on 31st Aug'2026

## PORTFOLIO PERFORMANCE




Note: Data as on 31st Aug'2026; First close for Ambit Pricing Prowess Fund was done on 24th Sept 2025; Returns are computed at Fund level and are pre-fees and on pre-tax basis. Returns of BSE 500 and Nifty 50 are being provided solely for additional reference and comparison. The performance related information provided herein is not verified by SEBI.

## PORTFOLIO STATISTICS

| Particulars | Statistics |
|---|---|
| Weighted Avg. Market Cap | 209,056Cr |
| Portfolio ROE (FY2026) | 16% |
| Top 5 Holdings: | 25.5% |
| Top 10 Holdings: | 44.2% |

Source: Ambit Asset Management. Data as on 31st Aug 2026

## FUND STRUCTURE

- Investment Manager: Ambit Investment Advisors Private Ltd
- Fund Structure: Open-ended, long-only, Category III AIF, to invest in listed and unlisted equities (up to 25%)
- Fund Strategy: Fund will run a flexi-cap strategy with a Quality bias through strong Pricing Power
- Initial Investment: Minimum INR 1 Crore
- Subscription: Weekly, every Wednesday
- Redemption: Monthly (last Wednesday of each calendar month)
- Exit Load: 2% in first year, 1% in second year and Nil thereafter
- Fee Structure: Fixed Management Fee and Fixed plus Variable Management fee