

PELICAN PMS





SAVING

Behavior
Biases



Meaningful
Diversification



Sustainable &
Scalable Strategy



Risk of Research
Failure



Capital
Preservation



Market
Cyclicity



Equity the best
wealth creator

Long term
Process



INVESTMENT



BANKING

SAVING



PELICAN PMS
THE MARKET'S WAY

WHY INDIA, WHY NOW



Current India is reminiscent of
19th century America,
China in 1990s



Fastest growing
large economy-
cannot be ignored



3rd Largest - Over the next
10-15yrs India to become the
3rd largest economy



Services industry the backbone
of the economy, while Manufacturing
growth catching up



Domestic demand-driven economy,
70% of the economic activity
based on intrinsic consumption and investments.

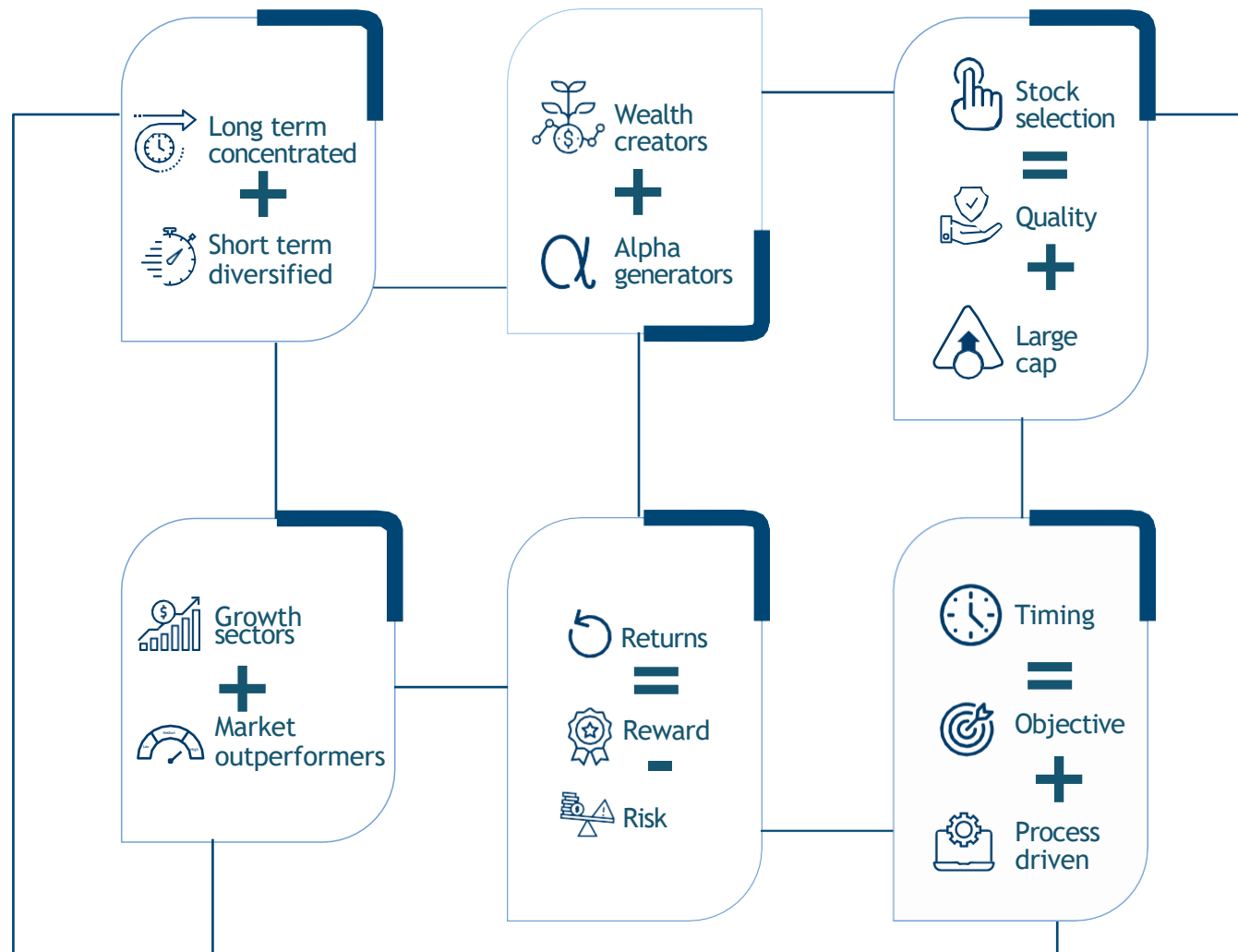


Formalisation of the
economy - GST, JAM,
PLI resulting in Tax buoyancy

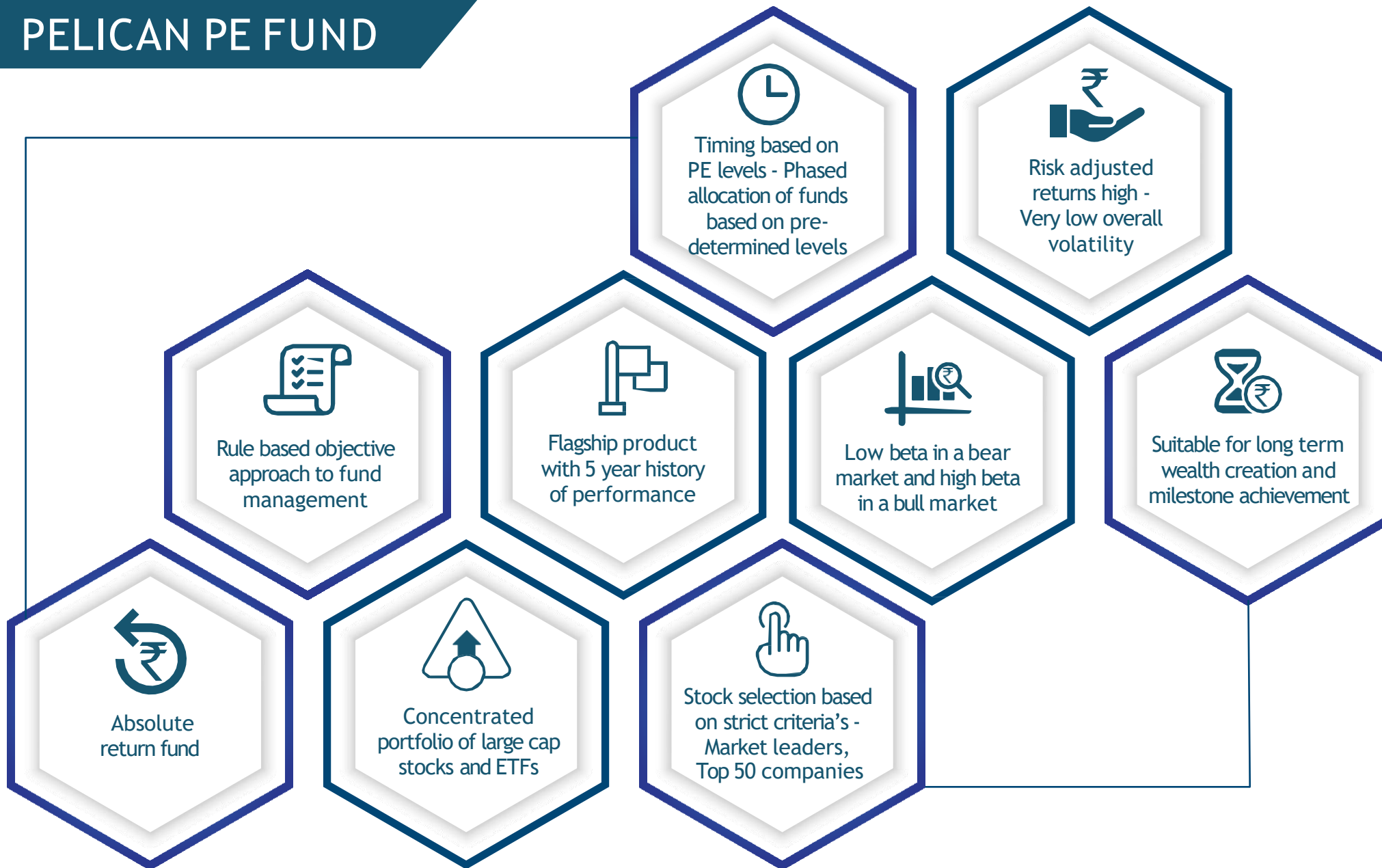


Stable govt-
policy clarity, international
recognitions

PELICAN EQUATION TO MANAGING FUNDS

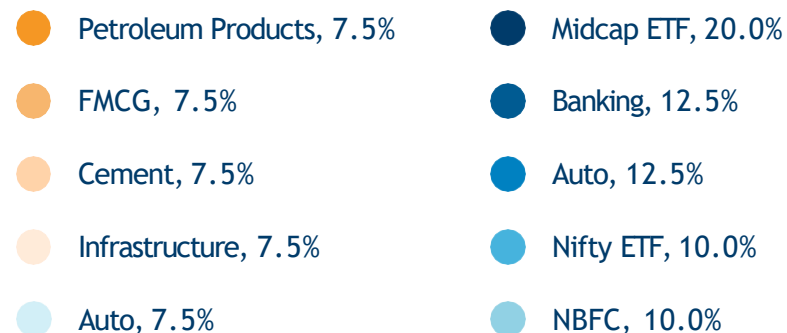
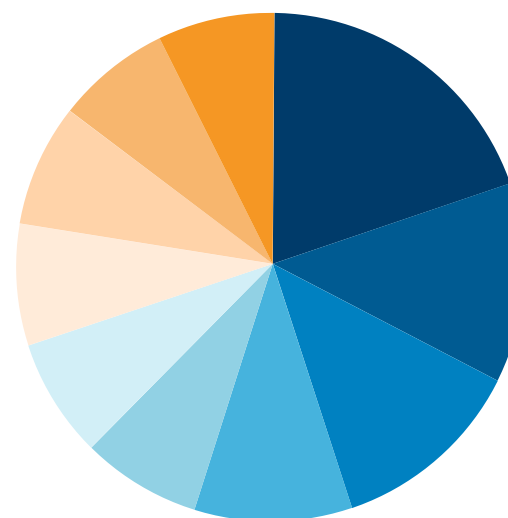


PELICAN PE FUND

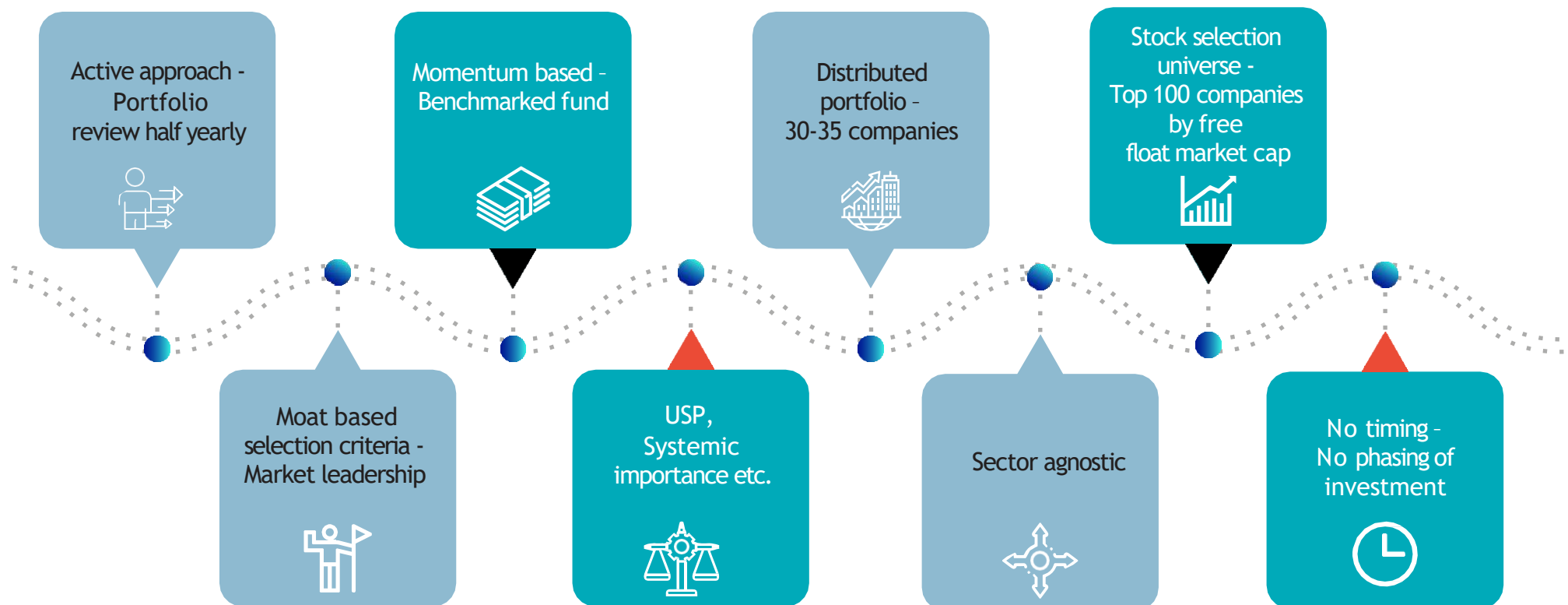


TOP 10 HOLDINGS - PELICAN PE FUND

S.No	Top 10	Sector	Wt
1	Mid cap Index	Midcap ETF	20.0%
2	HDFC Bank	Banking	12.5%
3	Maruti	Auto	12.5%
4	Nifty Index	Nifty ETF	10.0%
5	Bajaj Finance	NBFC	7.5%
6	Hero MotoCorp	Auto	7.5%
7	L&T	Infrastructure	7.5%
8	Ultratech Cement	Cement	7.5%
9	Asian Paints	FMCG	7.5%
10	Reliance	Petroleum Products	7.5%
Total			100.0%

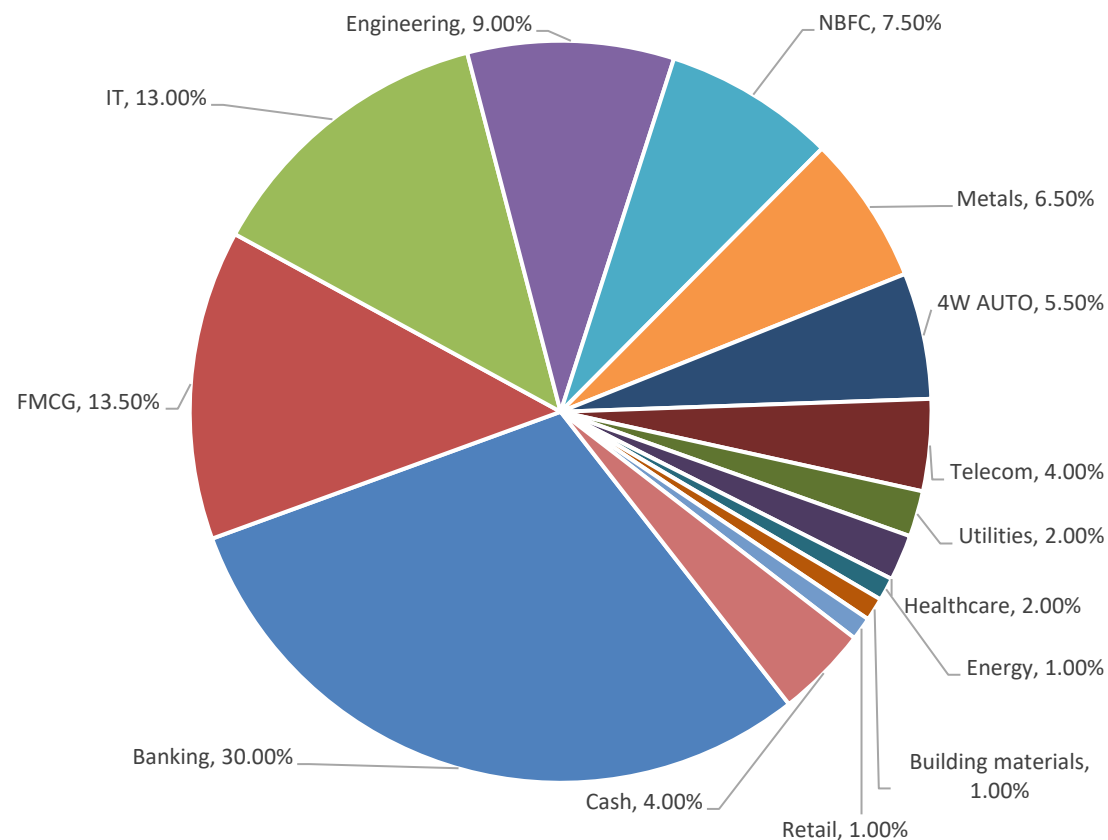


PELICAN TOP 100



TOP 10 HOLDINGS - PELICAN TOP 100 FUND

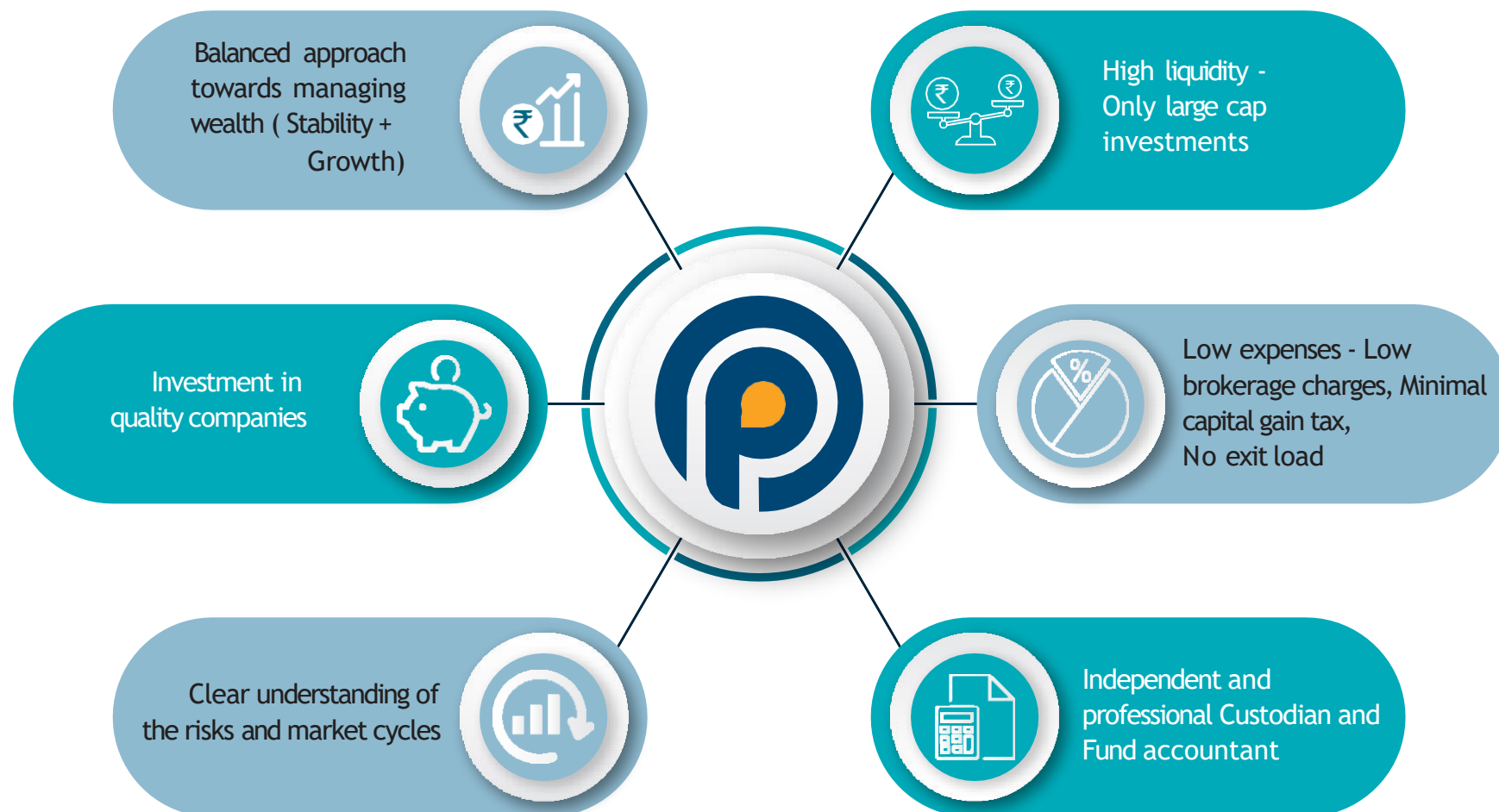
S.No	Top 10	Sector	Wt
1	ITC	FMCG	10.0%
2	HDFC BANK	Banking	10.0%
3	L&T	Engineering	8.0%
4	AXIS BANK	Banking	8.0%
5	HDFC	NBFC	7.50%
6	ICICI BANK	Banking	6.5%
7	INFOSYS	IT	6.0%
8	MAHINDRA	Auto	4.5%
9	BHARTI AIRTEL	Telecom	4.0%
10	TCS	IT	4.0%
	Top 10 total		68.5%
	Others (17)		27.5%
	Cash		4.0%
Total : 100.0%			



PE VS TOP 100

Characteristics	Pelican PE Fund	Pelican Top 100 Fund
Strategy	Buy & Hold market leaders for a market bust-boom cycle.	Temper weights semi-annually based on cash flow expectations.
Approach	Rule based conservative	Rule based active
Benchmark	Absolute return	BSE 100
No.of stocks in the portfolio	10	30-35
Stock selection universe	Top 50	Top 100
Timing	Based on PE levels	No timing
Beta factor	Low in bear market high in bull market	High at all times
Allocation	Investment in four equal tranches	Full investment
Suitability	Long term wealth creation	Long term market outperformance
Target	Milestone achievements	Equity allocation benchmarked to market

VALUE PROPOSITION



TERM SHEET



Client Documentation process

- CVL-KRA/ CKYC
- PELICAN PMS Application form
- PELICAN PMS agreement
- Depository account with Axis Bank

Fee structure

- 1.5% management fee
- 15% profit share over 10% hurdle rate
- No entry load and exit load

Fund details

Fund Name	Pelican PE Fund & Pelican Top 100 Fund
Fund type	Long only equity
Investment horizon	Long term (5-7yrs)

Operations

Demat Account	Axis Bank (Individual A/Cs for clients)
Broking Account	JM Financial (Common Pool A/Cs for all clients, except NRIs)
Bank Account	Axis BANK managed by Axis Custody
Custody	Axis Bank Custody Services
Fund Accounting	Axis Bank Fund Accounting Services
PMS	PELICAN HOLDINGS PRIVATE LTD



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