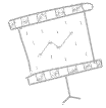


# PELICAN PMS

STRATEGIES





Meaningful  
Diversification

Behavior  
Biases



Sustainable &  
Scalable Strategy



Risk of Research  
Failure



Capital  
Preservation



Market  
Cyclicity



Equity the best  
wealth creator

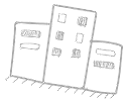


Long term  
Process



SAVING

BANKING



INVESTMENT

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.

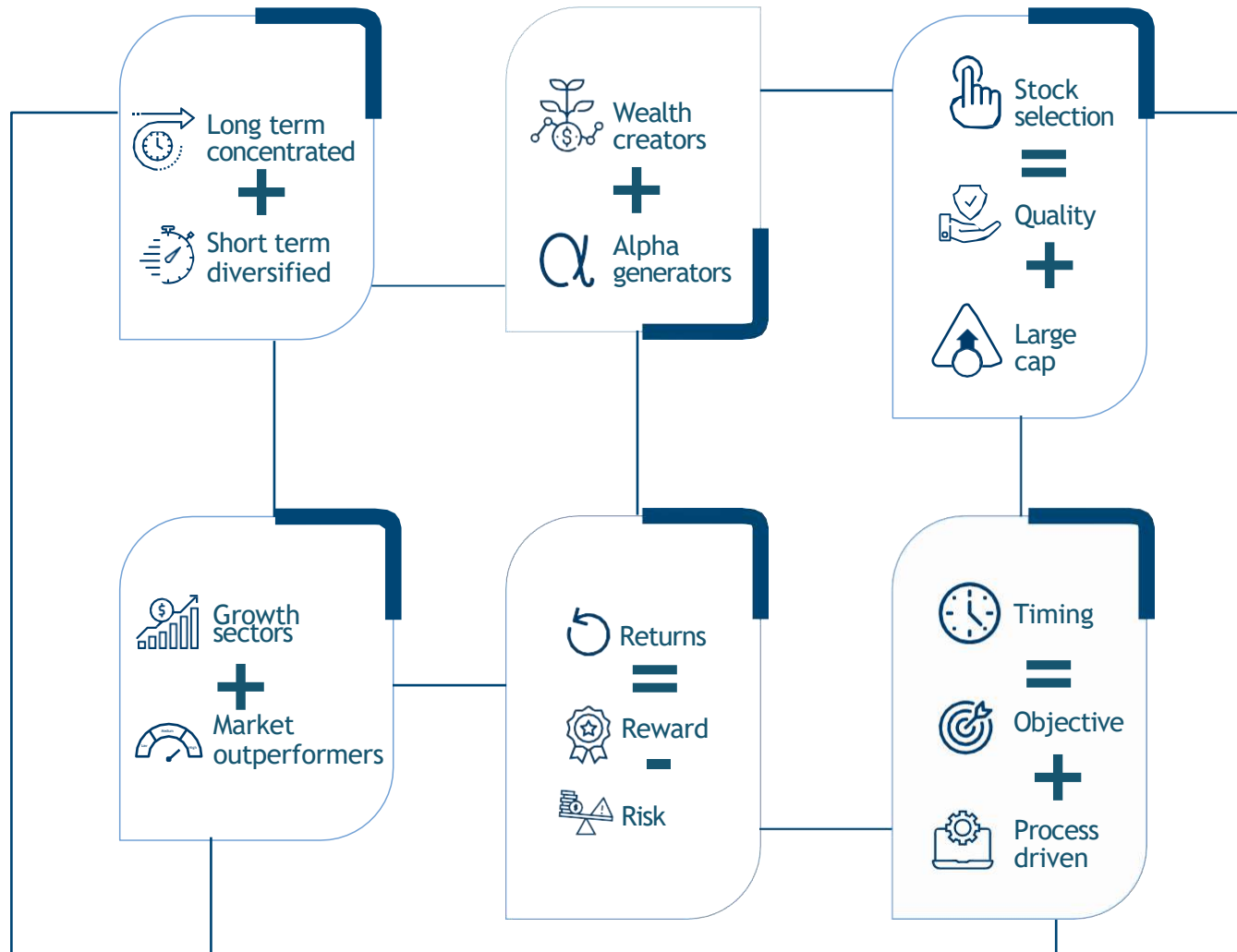


Formalisation of the economy - GST, JAM, PLI resulting in Tax buoyancy

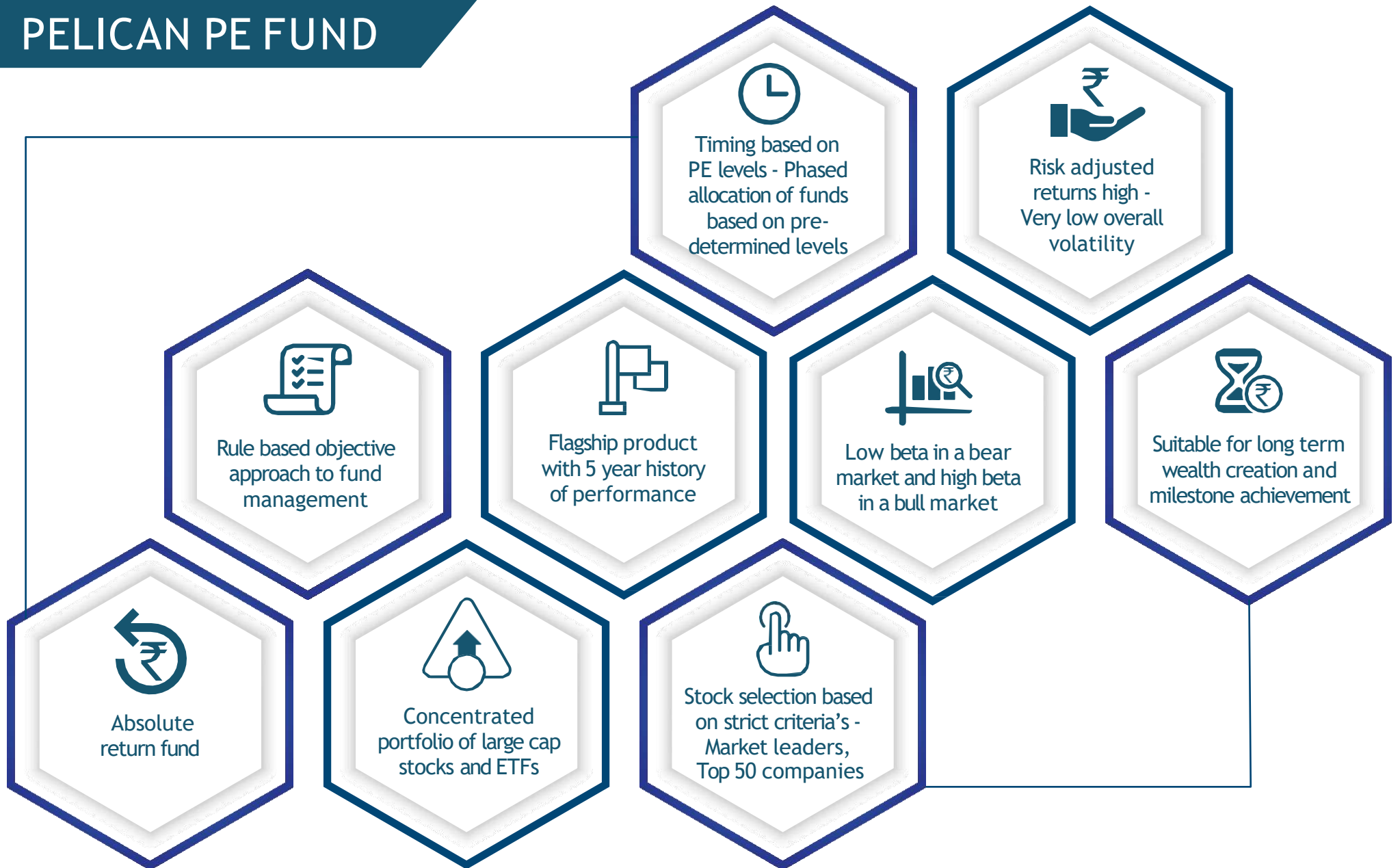


Stable govt-policy clarity, international recognitions

# PELICAN EQUATION TO MANAGING FUNDS

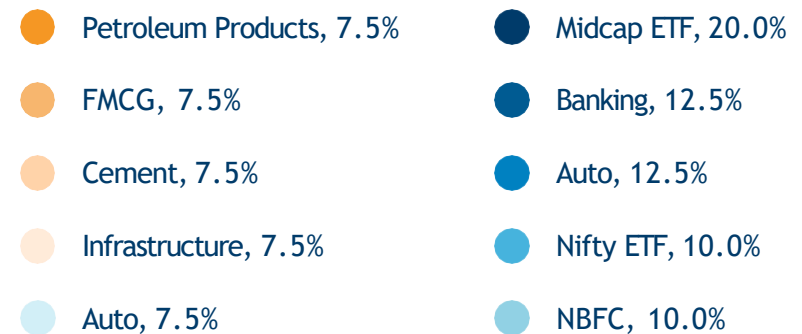
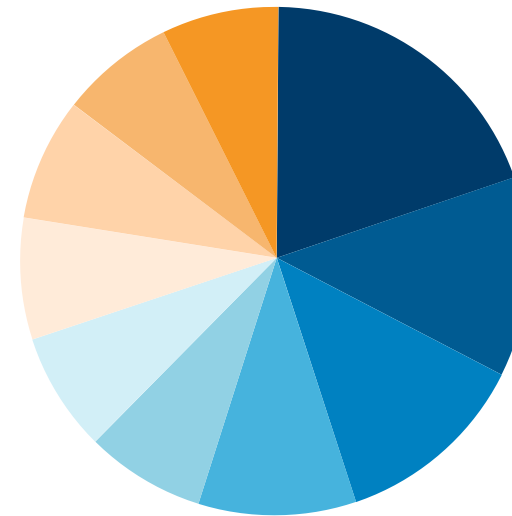


# PELICAN PE FUND

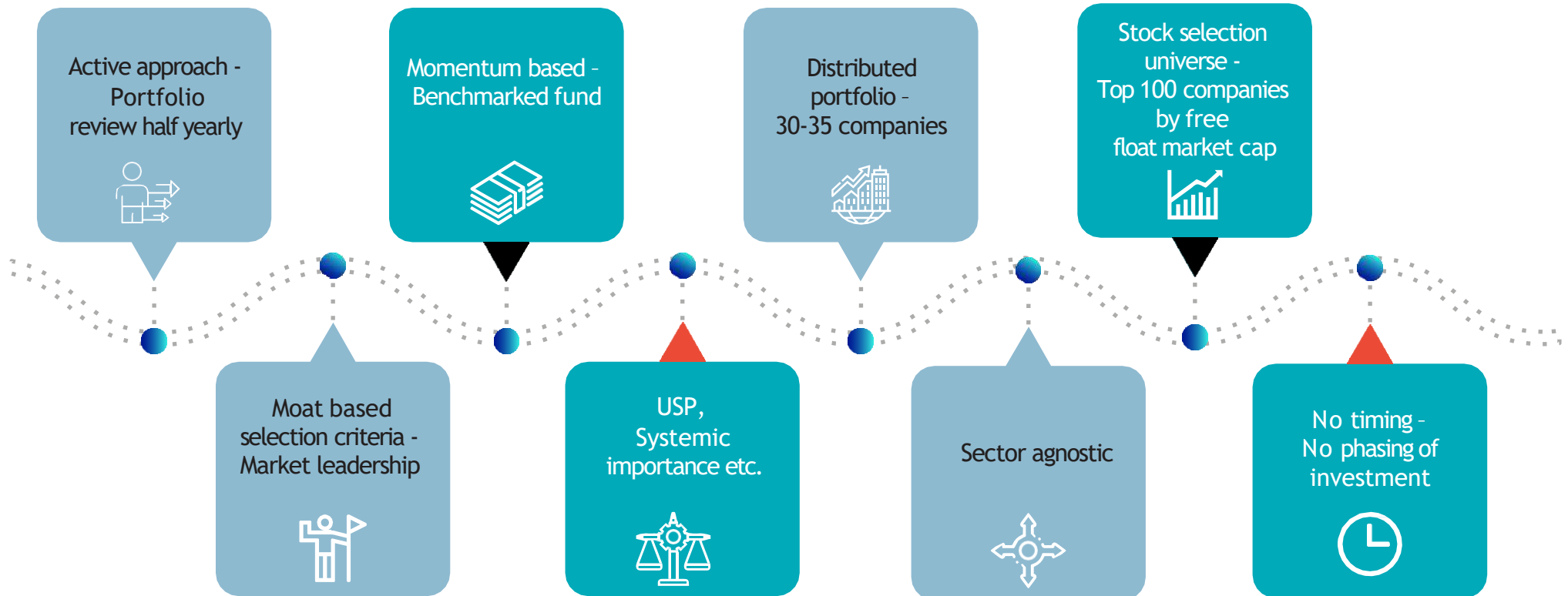


# TOP 10 HOLDINGS - PELICAN PE FUND

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%

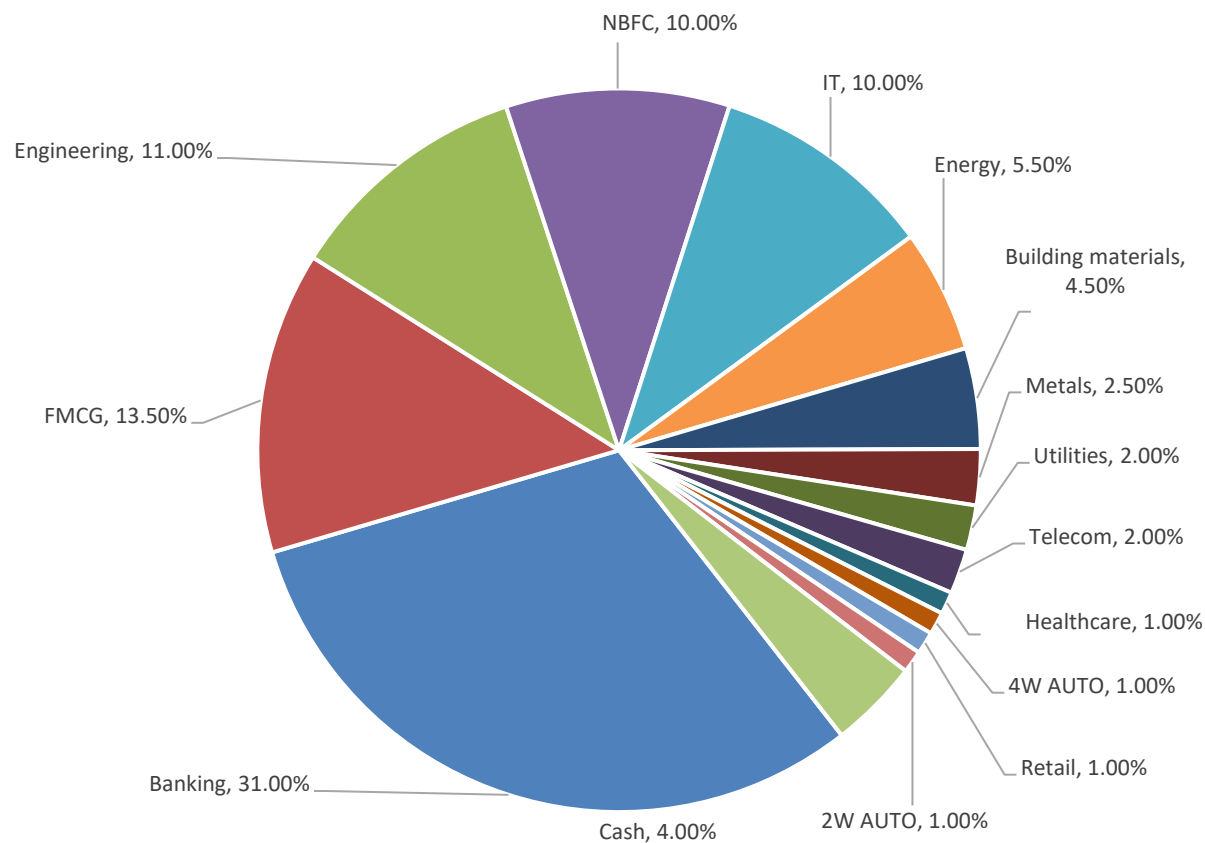


# PELICAN TOP 100



# TOP 10 HOLDINGS - PELICAN TOP 100 FUND

S.No	Top 10	Sector	Wt
1	HDFC Bank	Banking	10.00%
2	HDFC	NBFC	10.00%
3	ITC	FMCG	10.00%
4	L&T	Engineering	9.00%
5	Axis bank	Banking	8.00%
6	ICICI Bank	Banking	6.50%
7	TCS	IT	5.50%
8	HCL Tech	IT	3.00%
9	Kotak Bank	Banking	3.00%
10	UltraTech Cement	Building Materials	3.00%
	Top 10 total		68.00%
	Others (20)		28.00%
	Cash		4.00%
	<b>Total</b>		<b>100.00%</b>

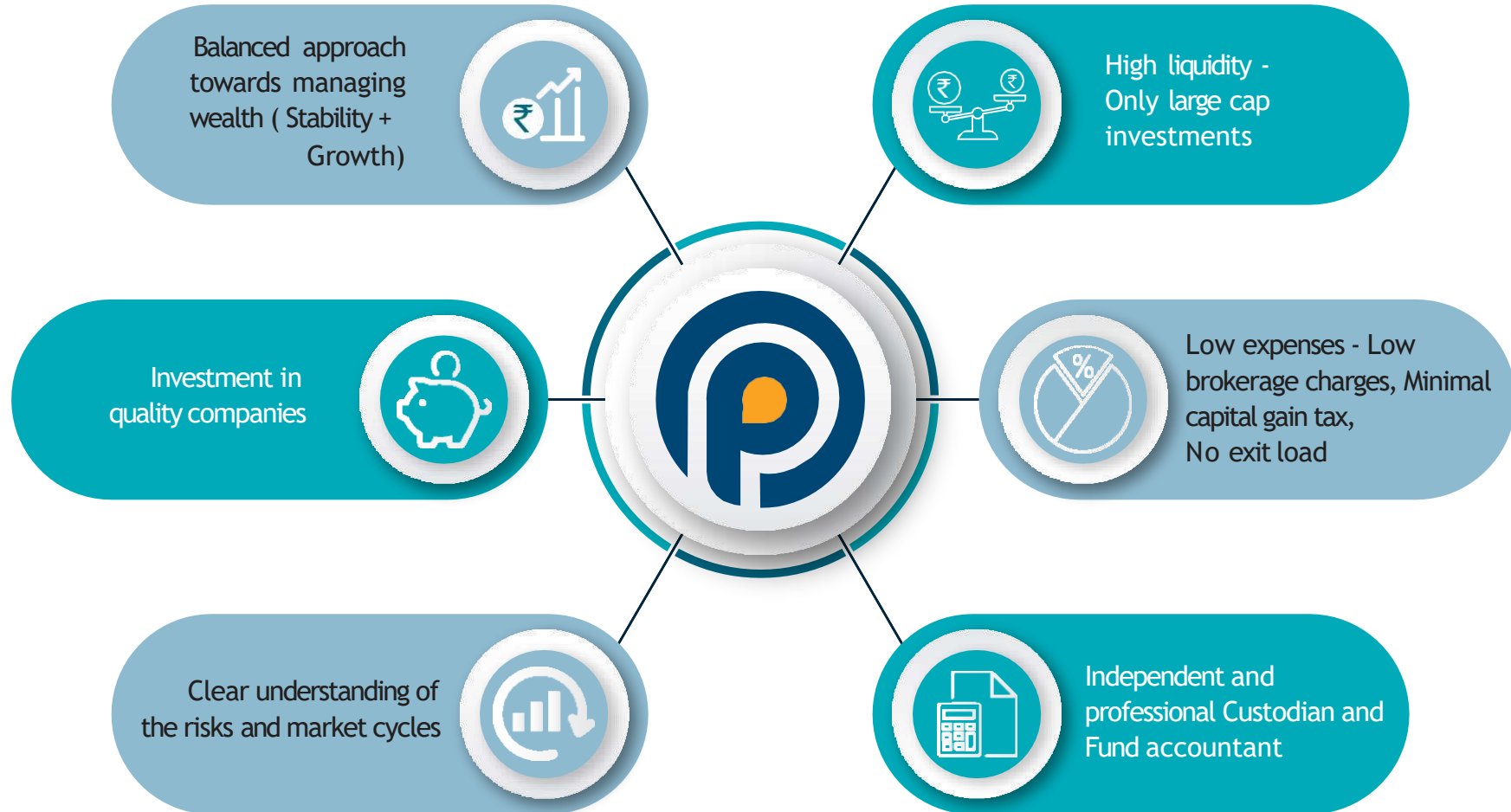




## PE VS TOP 100

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	NIFTY 50 (TRI)	NIFTY 50 (TRI)
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



Pelican Holdings Private Limited

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