

SHAPING THE 'TOMORROW', 'TODAY'

VALUEFY WIDGET LIBRARY

Widget based modular structure with exceptional flexibility and ability to build bespoke solutions and exceptional customer experience



Confidential

Should not be sent, circulated, distributed without prior consent from Valuefy

TECHNOLOGY INTEGRATION



Data Integration

Integration of data across different sources



API Integration

Forward as well as backward integration, Input as well as output.



Platform delivery

Micro site, Mobile App, API based, Micro app / web integration



Hosting

Hosted on preferred Cloud, SSO to internal system via iFrame



Bespoke Workflow

Choose the widgets and customized the workflow



Solution Approach

Widget based approach to solve the gaps in your current digital stack

Agile and Nimble way to upgrade your current digital stack with faster go to market

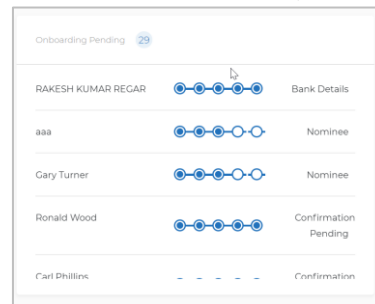
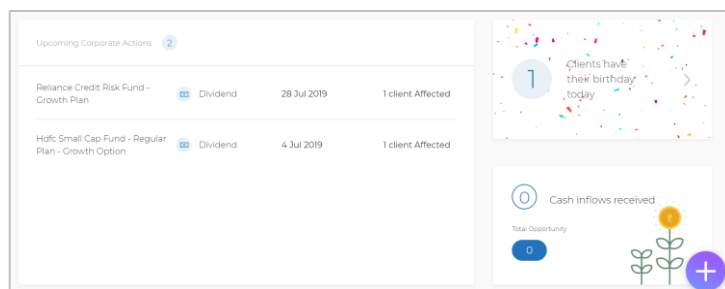
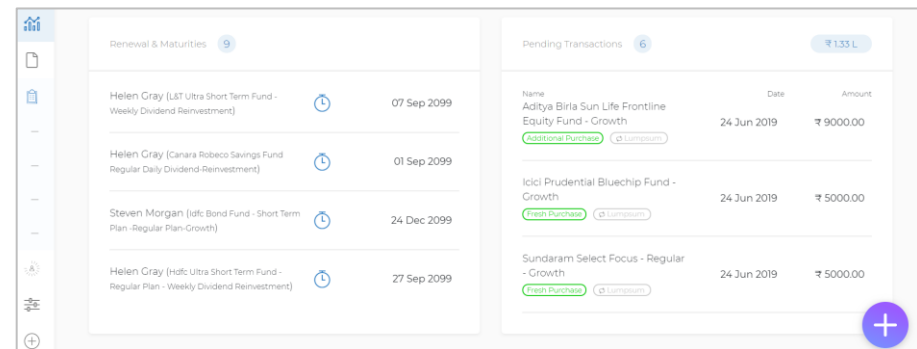
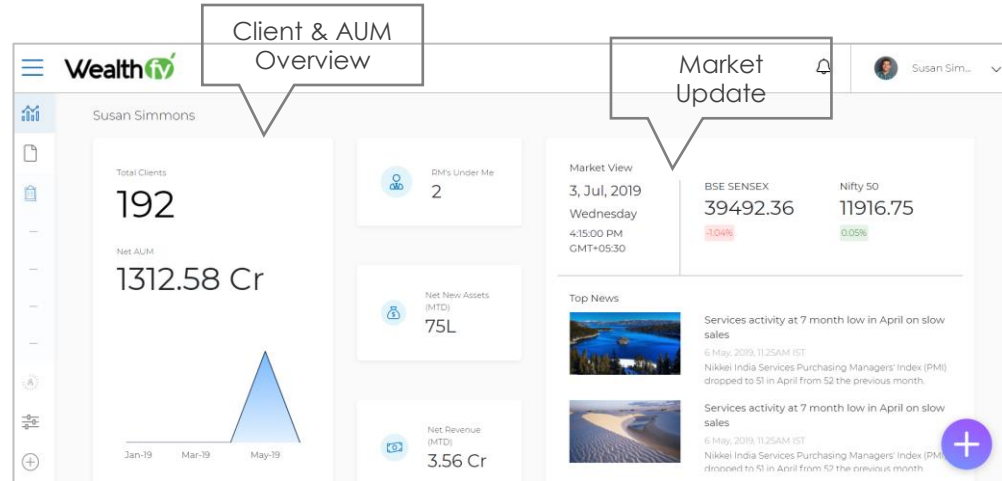


Relationship Manager / Advisor Portal

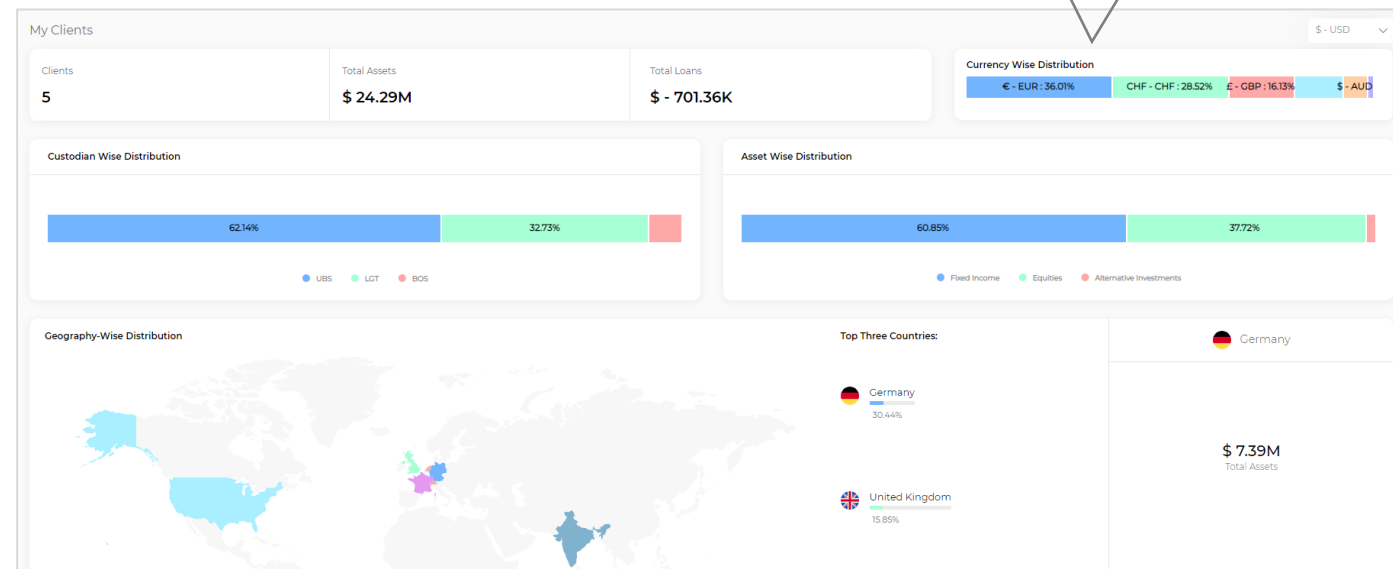
Digital workbench for the advisor to
Scale and deliver a differential
experience



DASHBOARDS & ALERTS



Alerts



Asset Distribution

Upcoming Insurance Premium (1 Month)

Customer Name	Insurance Company	Premium Due Date	Premium Amount
Tyler Adams	RL 360	1 Jun 2020	\$ 1.50K
Tyler Adams	Zurich International Life Limited	15 Jun 2020	\$ 5.00K

Top Movers

Instrument Name	Return
General Electric Company	39.45%
Leland Thomson Reuters Venture Capital Index Fund Class A	23.85%
Barclays PLC	17.37%

Top Trades

Name / AUM	Buy	Sell	No. Of Clients
Facebook, Inc. Common Stock AUM - \$ 252.78M	\$ 27.43M	\$ 6.84M	3
HORIZONTE A AUM - \$ 0	\$ 5.07M	\$ 5.15M	1
STOCK SELECTION B CHF AUM - \$ 710M	\$ 6.99M	\$ 0	1

Upcoming Corporate Actions

Instrument Name	Type	Ratio	Value	Ex-Date
General Electric Co	Dividend	0.01	0.01	06-Mar-2020
Oxford Lane Capital Corp	Dividend	0.135	0.135	16-Mar-2020



CLIENT & PROSPECT MANAGEMENT

Upload Prospect portfolios

Manage Prospects

Download Prospect report with recommendation

List of Clients

Quick Action

Manage Marketable as well as non marketable securities like Real Estate, Art, Cars, etc

Wealthfy

My Clients My RM's My Prospects

Enter text to search

Cynthia Evans Moderate	Current Value 166.64 Cr	AUM (Held) 166.64 Cr	AUM (Held Away) 0	Gain/Loss 16.93 Cr 11.16%	% Invested in Goals
Raymond Richardson Moderate	Current Value 33.24 Cr	AUM (Held) 33.24 Cr	AUM (Held Away) 0	Gain/Loss 5.79 Cr 21.11%	
Rebecca Green Moderate	Current Value 192.35 Cr	AUM (Held) 192.35 Cr	AUM (Held Away) 0	Gain/Loss 33.83 Cr 19.66%	
Sharon Garcia	Current Value 0	AUM (Held) 0	AUM (Held Away) 0	Gain/Loss 0 0.00%	

- Alerts
- Cart
- View Client
- Upload Cas
- Download Report
- Delete Held Away Txns.
- Retail View ☒ On

My Prospects

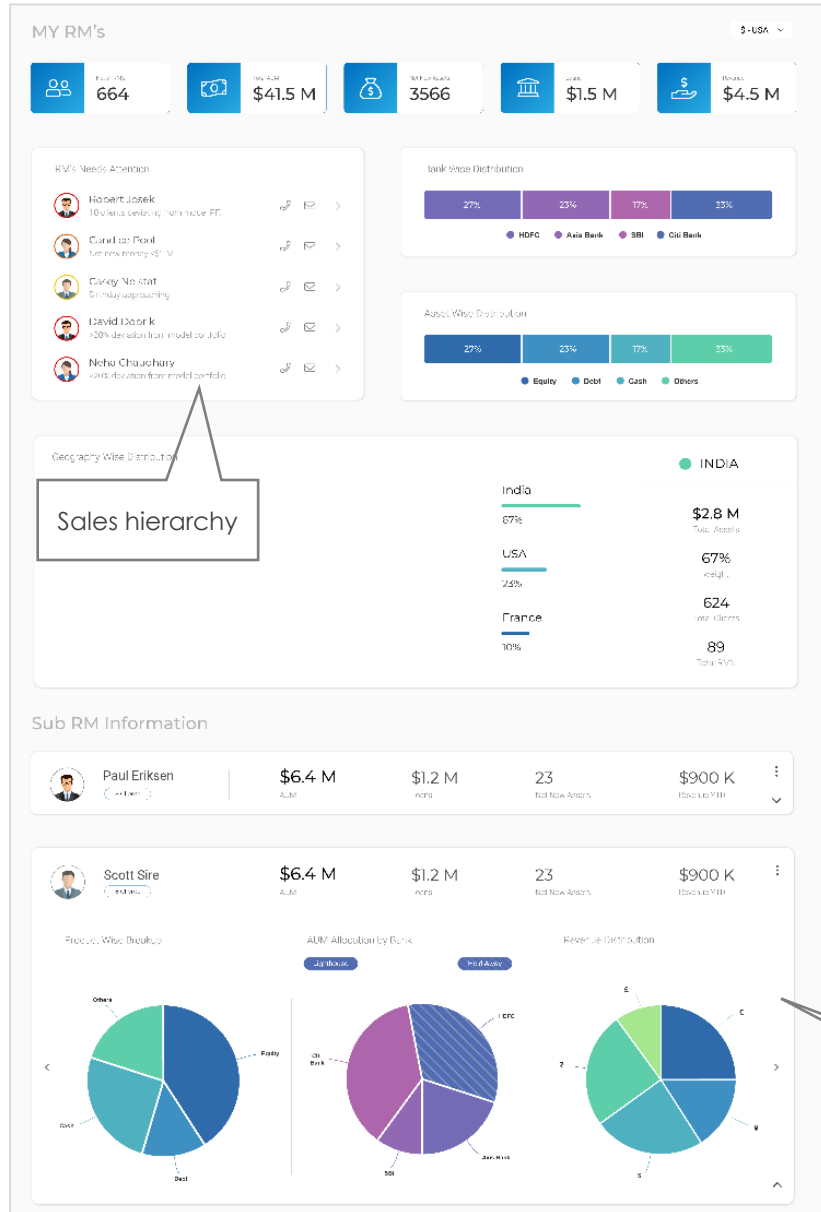
Search Client Name

Hemal Motta Individual	\$ - Total Assets	ABC234 Passport	Singapore Booking Center	Upload
Sameer Bordiya Individual	\$ 10.90M Total Assets	ABC123123 Passport	Dubai Booking Center	Upload

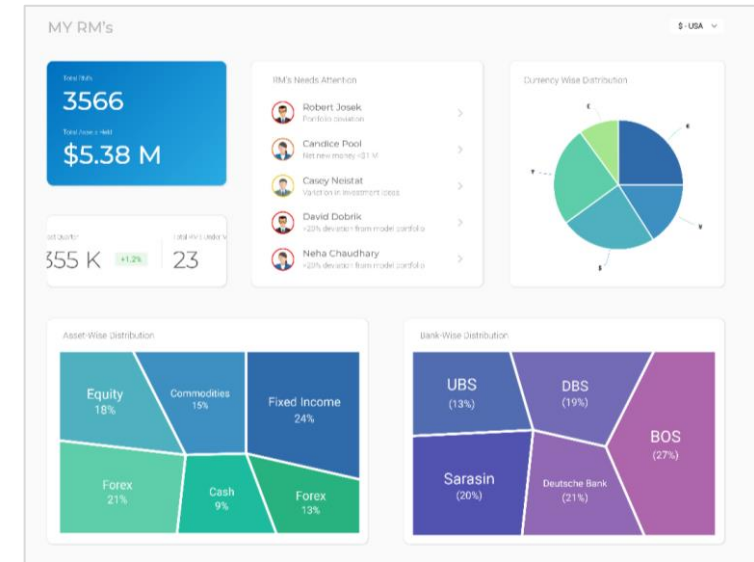
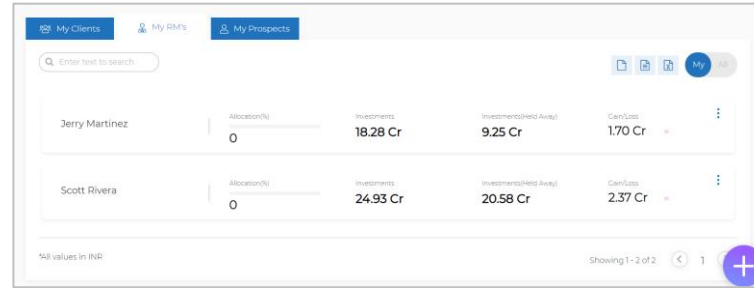
PMS	Current Value 63.27 Cr	Invested Value 24.36 Cr	IRR 4.4%	Gain/Loss 38.91 Cr 100%	STCG 0	LTG 0	Weights(N) 6.5%
Mutual Funds	Current Value 610.12 Cr	Invested Value 387.36 Cr	IRR 13.2%	Gain/Loss 222.76 Cr 55%	STCG 4.33 Cr	LTG 218.74 Cr	Weights(N) 62.6%
Bond	Current Value 71.17 Cr	Invested Value 66.37 Cr		Gain/Loss 4.81 Cr 7%			Weights(N) 7.3%
Direct Equity	Current Value 2.89 Cr	Invested Value 4.40 Cr		Gain/Loss -1.52 Cr 34%			Weights(N) 0.3%
AIF	Current Value 8.06 Cr	Invested Value 6.75 Cr		Gain/Loss 1.31 Cr 19%			Weights(N) 0.8%
Private Equity	Current Value 61.72 Cr	Invested Value 61.73 Cr		Gain/Loss -0.48 L 0%			Weights(N) 6.3%
Preference Shares	Current Value 1.31 Cr	Invested Value 25.43 Cr		Gain/Loss -24.12 Cr 94%			Weights(N) 0.1%
FD	Current Value 2.87 Cr	Invested Value 2.87 Cr		Gain/Loss 0 0%			Weights(N) 0.3%
Real Estate	Current Value 152.80 Cr	Invested Value 152.80 Cr		Gain/Loss 0 0%			Weights(N) 15.7%



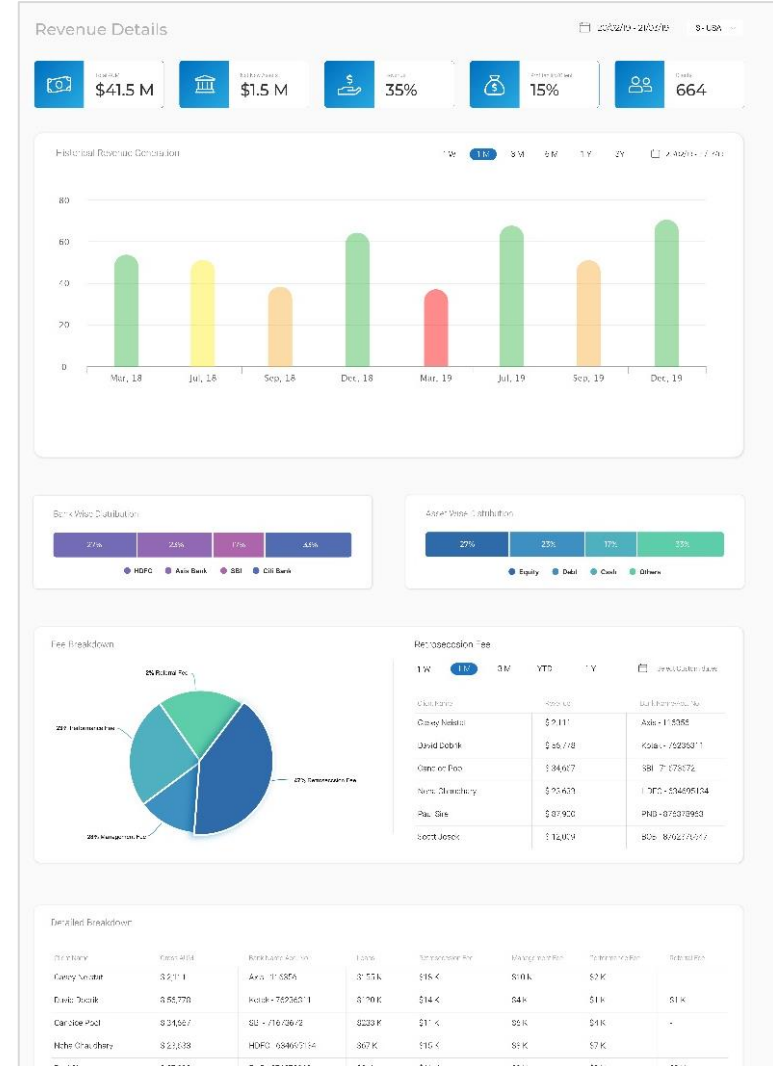
ADVISOR HIERARCHY & REVENUE MANAGEMENT



Sales hierarchy



Revenue & Fees Management



Portfolio Analytics

Simplest performance query to
sophisticated attribution analytics
delivered on demand for any portfolio type



PORTFOLIO SUMMARY

Summary

Holding Cost
208.08

Current Value
1,234.06

Total Gain/Loss
1,115.11

IRR
261.14%

Benchmark IRR
0.00%

Realized Gain/Loss: 90.32
Unrealized Gain/Loss: 1,025.98
Dividend/Income: -1.19

Summary

Reference Currency
USD (\$)

Portfolio Value
\$ 9.26 M

Loans
\$ -0.70 M

Returns
26.83%

Volatility
12.82%

IRR
25.94%

Portfolio Value	₹ 134681.7 Lakhs
Inception date	01 January 2019
Portfolio Manager	Valuefy
Index	NIFTY 50
Portfolio Return	14.0%
Index Return	11.5%
Alpha	4.6%

Key Portfolio
components to give the
clients an overview of
their investments



Current Value

10.53 Cr



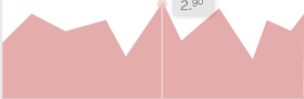
Invested Value

8.00 Cr



Gain (15.4%)

2.53 Cr



IRR

2.53 %

BMIRR

2.53 %

Portfolio Summary

Summary

Family Members



Name	Current Value (Cr)	Invested Value (Cr)	Gain (Cr)	XIRR	BM XIRR
Client 1	2.4	2.0	0.4 ▲	20.2% ▲	20.2% ▲
Client 2	1.3	1.1	0.2 ▲	20.2% ▲	20.2% ▲
Client 3	1.2	0.9	0.3 ▲	20.2% ▲	20.2% ▲



PERFORMANCE

14%
NET RET
Fund return during selected period

16.1%
GROSS RET
Fund return during selected period

2.4%
NET ALPHA
Outperformance during the period

11.5%
Net Index Ret.
Outperformance during the period

13468.17
AUM (MN.)
AUM as on to date

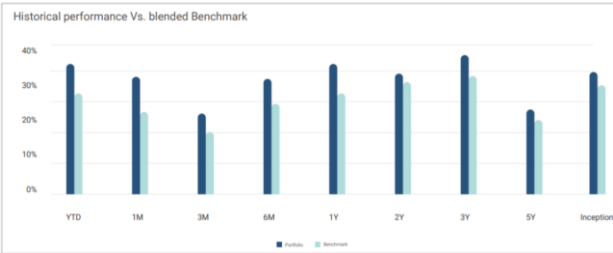
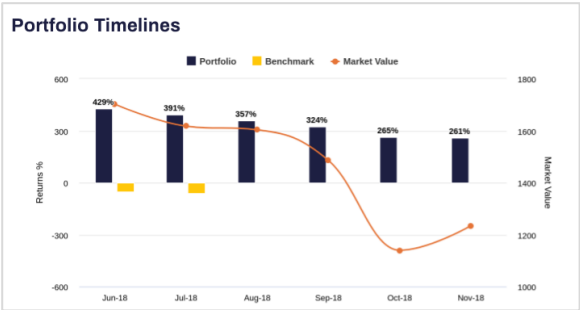
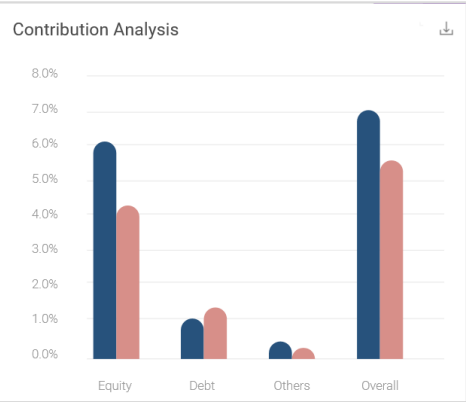
43.2%
TURNOVER RATIO
TurnOver Ratio during the period

16.3%
RETURN @ 0% CASH
Return of the portfolio assuming zero cash.



Detailed Contribution Analysis

Asset class	Latest Values (Cr)	Weight	Portfolio Return	Benchmark return	Portfolio Cont.	Benchmark Cont.
Equity	6.28	50.25%	12.72%	9.21%	6.39%	4.63%
Direct Equity	1.21	9.68%	8.22%	8.20%	0.80%	0.79%
Mutual Funds	3.07	24.56%	15.21%	10.21%	3.74%	2.51%
Managed Accounts	2	16.00%	13.01%	8.88%	2.08%	1.42%
Fixed Income	5.4	43.23%	7.50%	7.45%	3.24%	3.22%
Bonds & Other Debt	1.4	11.20%	8.91%	7.55%	1.00%	0.85%
Mutual Funds	2.25	18.00%	7.21%	7.35%	1.30%	1.32%
Manged accounts	1.75	14.00%	7.68%	7.32%	1.08%	1.02%
Total	12.5	100.00%	10.30%	7.57%	10.30%	7.57%



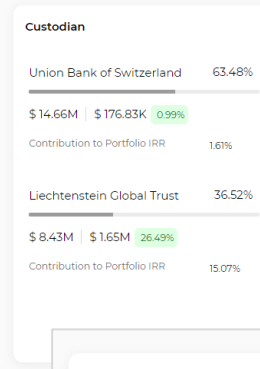
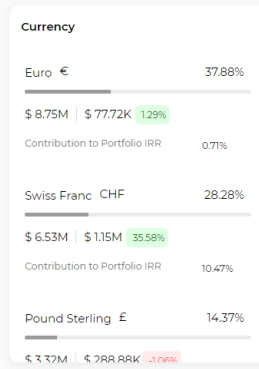
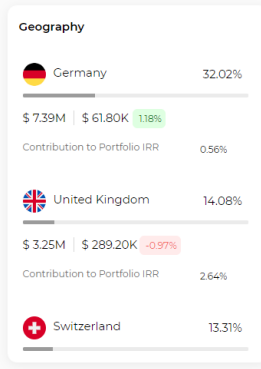
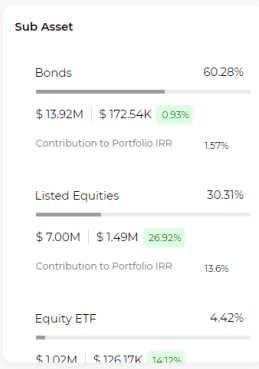
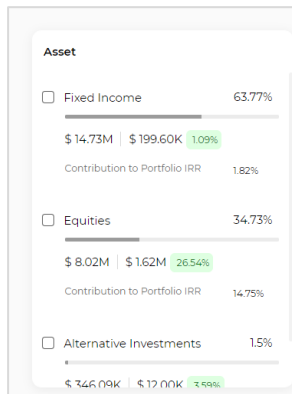
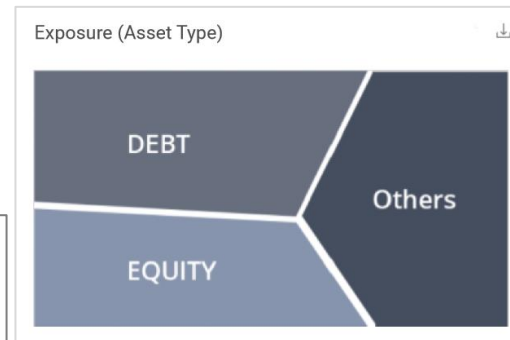
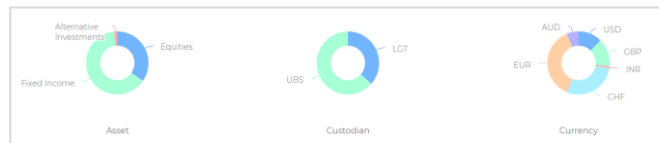
Summary

Portfolio Value	IRR	Absolute Returns	Volatility
\$ 23.09M	16.68%	\$ 1.83M 20.91%	8.94%

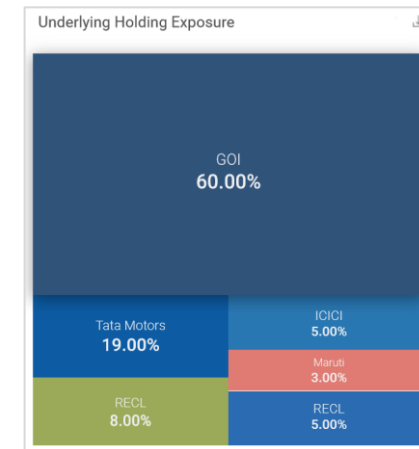
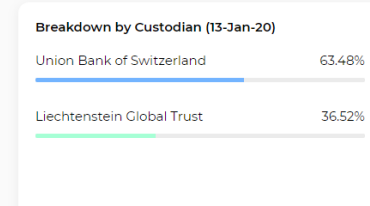
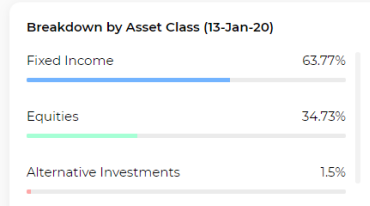
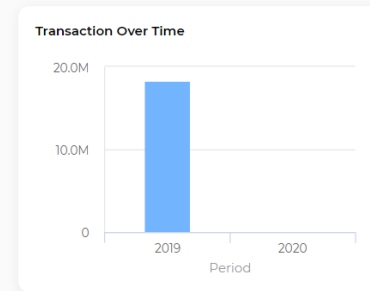
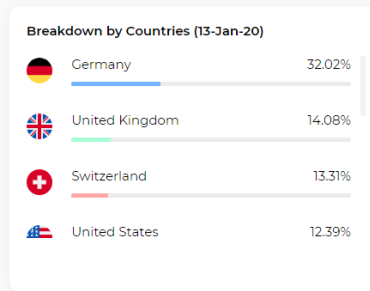
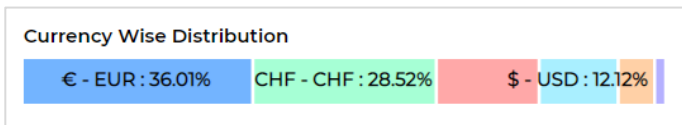
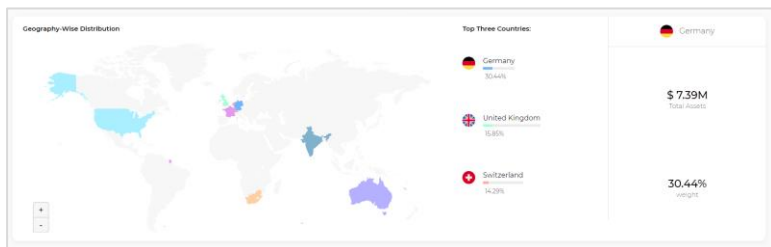
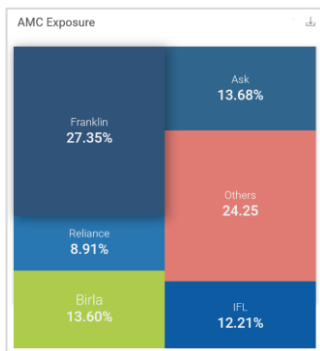
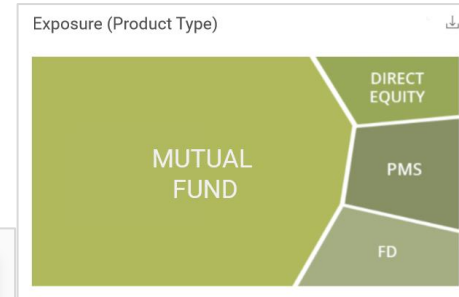
- ✓ IRR
- ✓ TWR
- ✓ Absolute Returns
- ✓ Benchmark Comparision
- ✓ Corporate action adjustment
- ✓ Performance Trend
- ✓ Annualization
- ✓ Contribution Analysis



EXPOSURE ANALYSIS



Slice and dice the portfolio with variety of breakdown like Asset Class, Asset Type, Underlying securities, Currency, Issuer, etc.





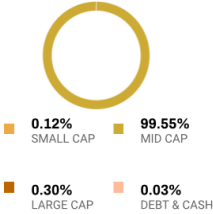
ASSET & PRODUCT LEVEL ANALYSIS

Equity Portfolio

Summary

Asset Category	Current Value	Weight %	Gain/Loss	IRR	Benchmark IRR
Direct Equity	1,190.73	99.44%	1,115.74	286.89%	5.95%
Equity Managed Accounts	2.83	0.24%	-0.42	-15.89%	1.79%
Equity Mutual Funds	3.88	0.32%	-0.19	-4.99%	4.72%
Equity Others	0.00	0.00%	0.00	0.00%	0.00%
Total	1,197.44	100.00%	1,115.13	284.48%	5.78%

Market Cap Breakup



Coverage Ratio is 95.91%

Asset class	Latest Values (Cr)	Weight	Portfolio Return	Benchmark return	Portfolio Cont.	Benchmark Cont.
Equity	6.28	50.25%	12.72%	9.21%	6.39%	4.63%
Direct Equity	1.21	9.68%	8.22%	8.20%	0.80%	0.79%
Mutual Funds	3.07	24.56%	15.21%	10.21%	3.74%	2.51%
Managed Accounts	2	16.00%	13.01%	8.88%	2.08%	1.42%
Fixed Income	5.4	43.23%	7.50%	7.45%	3.24%	3.22%
Bonds & Other Debt	1.4	11.20%	8.91%	7.55%	1.00%	0.85%
Mutual Funds	2.25	18.00%	7.21%	7.35%	1.30%	1.32%
Manged accounts	1.75	14.00%	7.68%	7.32%	1.08%	1.02%
Total	12.5	100.00%	10.30%	7.57%	10.30%	7.57%

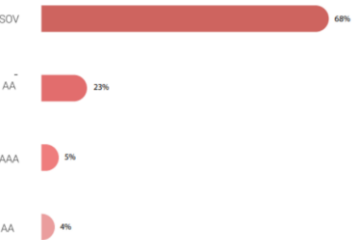
Fixed Income



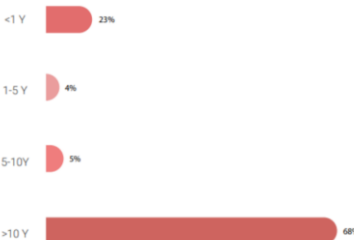
Sub-Assetwise Distribution

Sub-Asset Type	Portfolio Value	IRR	Absolute Return	Volatility	Contribution To Portfolio
Bonds	\$ 402,000.00	7.47%	\$ 8,025.00 +1.98%	2.60%	+0.12% 25.94%
Fixed Income Funds	\$ 806,090.88	44.25%	\$ 27,056.88 +5.89%	4.64%	+0.42% 25.94%

Rating Wise Exposure

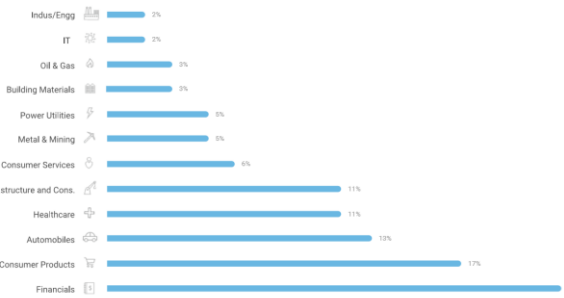


Maturity Wise Exposure



Show different Analytics
for each Asset Class or
Product Type

Sector Wise Exposure



Debt Portfolio

Summary

Asset Category	Current Value	Weight %	Gain/Loss	IRR	Benchmark IRR
Bonds and Other Debt	0.24	0.69%	-0.01	11.59%	7.45%
Debt FMP	7.19	20.46%	0.19	4.17%	7.48%
Debt Mutual Fund	21.32	60.71%	-0.51	5.23%	7.12%
Debt Others	0.00	0.00%	0.00	0.00%	0.00%
Debt Structured Products	6.37	18.15%	0.38	7.93%	7.51%
Total	35.12	100.00%	0.06	6.58%	7.22%

Key Ratios

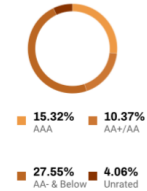
Ratio	Nov-18
AA+ AND ABOVE	57.28
AVG MATURITY	1.49
MOD DURATION	0.67
YTM	8.36

Modified Duration & YTM



Coverage Ratio is 95.91%

Credit Rating Breakup



Coverage Ratio is 95.91%

Average Maturity



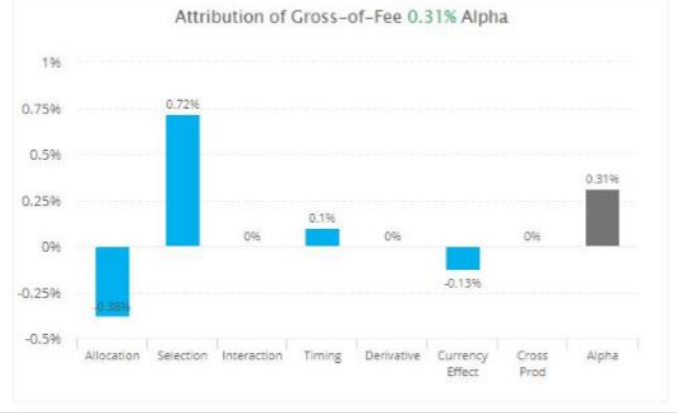
Coverage Ratio is 80.38%



MULTI-ASSET & MULTI-CURRENCY ATTRIBUTION

Top Down Attribution

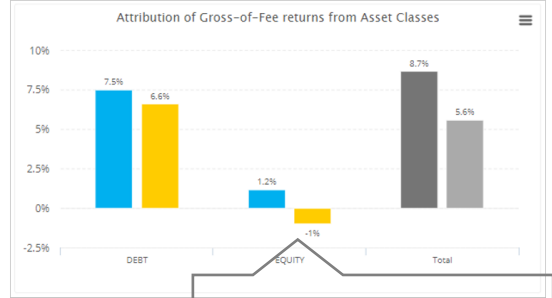
Top Level ATTRIBUTION



SECTOR Heat-Map

Sector	Overwt.	Alpha	Allocation	Selection	Timing	Derivative	Interaction
Auto & Auto Ancillaries	2.49%	1.51%	-0.11%	1.66%	-0.05%	0%	0%
Banks	-0.13%	-1.33%	0.22%	-1.55%	0.05%	0%	0%
Capital Goods & Engineering	-0.91%	-0.07%	-0.07%	0%	0%	0%	0%
Cash	-0.17%	0.15%	0%	0%	0%	0%	0%
Cash Equivalent	2.52%	-0.41%	-0.63%	0.22%	0%	0%	0%
Cement	5.55%	0.08%	-1.17%	1.31%	-0.06%	0%	0%
Construction & Infrastructure	-0.99%	-0.05%	-0.05%	0%	0%	0%	0%
Consumer	-4.81%	-0.03%	-0.52%	0.53%	-0.05%	0%	0%
Consumer Discretionary	1.67%	-0.46%	0.31%	-0.8%	0.02%	0%	0%
Diversified	-0.07%	-0.02%	-0.02%	0%	0%	0%	0%
Engineering & Capital Goods	3%	0.5%	-0.34%	0.85%	-0.02%	0%	0%
Fertilizers & Chemicals	1.93%	-0.35%	-0.28%	-0.07%	0%	0%	0%
Financial Services	0.85%	-0.17%	-0.02%	-0.22%	0.07%	0%	0%
Healthcare Services	-0.52%	0.37%	0.23%	0.05%	0.09%	0%	0%
Industrial Goods	0.54%	0.08%	0.06%	0%	0.01%	0%	0%

Brinson & Fachler Attribution (2 factor as well as 3 Factor)



Attribution for Hybrid funds

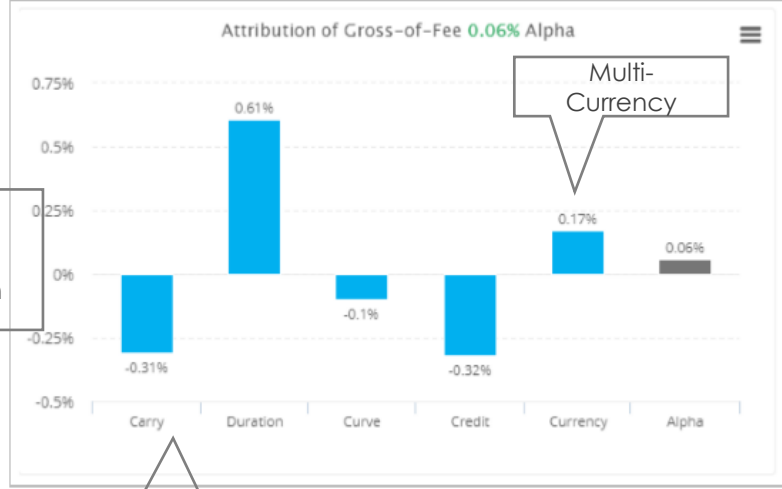
Performance SOURCES



Bottom Up Attribution

HIERARCHY Heat-Map										
Hierarchy	Overwt.	Alpha	Allocation	Selection	Timing	Derivative	Interaction	Currency Effect	Cross Prod	
ASIA	17.53%	0.81%	0.73%	-0.08%	0.45%	0.09%	0%	0.04%	0%	
NAM	-17.53%	7.11%	0.6%	5.9%	0.17%	0.5%	0%	-0.06%	0%	
Hierarchy										
Hierarchy	Overwt.	Alpha	Allocation	Selection	Timing	Derivative	Interaction	Currency Effect	Cross Prod	
CHINA	-4.23%	9.52%	7.1%	1.92%	0.51%	0.09%	0%	-0.09%	0%	
INDIA	21.76%	-9.52%	-0.07%	-0.82%	-0.06%	0%	0%	0.12%	0%	
Hierarchy										
Hierarchy	Overwt.	Alpha	Allocation	Selection	Timing	Derivative	Interaction	Currency Effect	Cross Prod	
Auto	-1.86%	2.69%	2.69%	0%	0%	0%	0%	0%	0%	
Cash Eq	30.16%	-15.32%	-15.32%	0.01%	0%	0%	0%	0.1%	0%	
Finance	-4.87%	7.09%	7.09%	0.05%	-0.01%	0%	0%	0.01%	0%	
Industrial	2.52%	2.61%	2.22%	0.39%	-0.01%	0.01%	0%	0%	0%	
Medical	-1.47%	1.93%	1.93%	0%	0%	0%	0%	0%	0%	
Hierarchy										
Hierarchy	Overwt.	Alpha	Allocation	Selection	Timing	Derivative	Interaction	Currency Effect	Cross Prod	
Cement	-0.09%	-0.01%	0%	0.02%	0.02%	0%	0%	-0.01%	0%	
Security										
Security	Wt.	Index Wt.	Return	Selection	Timing	Derivative	Currency Effect	Cross Prod	Alpha	Active Risk
The Ramco Cements Limited	1.05%	0%	0.71%	-0.05%	0%	0%	0%	0%	-0.05%	0.18%
Grasim Industries Limited	0.06%	0.16%	22.55%	0%	0.02%	0%	0%	-0.01%	0.01%	0.02%

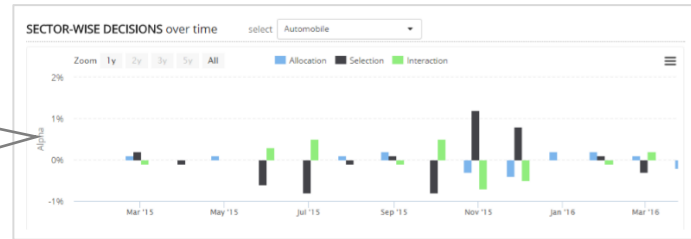
Multi-Hierarchy Attribution



Multi-Currency

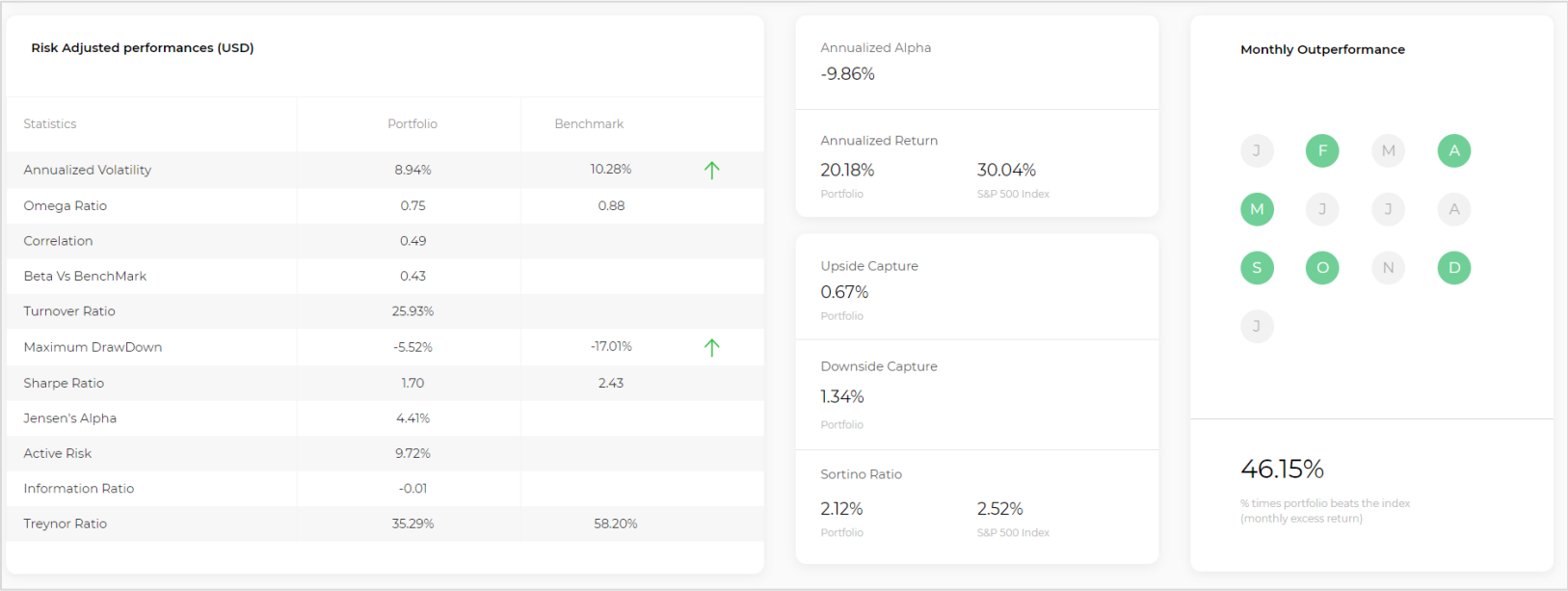
Successive Spread Methodology for Fixed Income Funds

Attribution over time - Trend Analysis

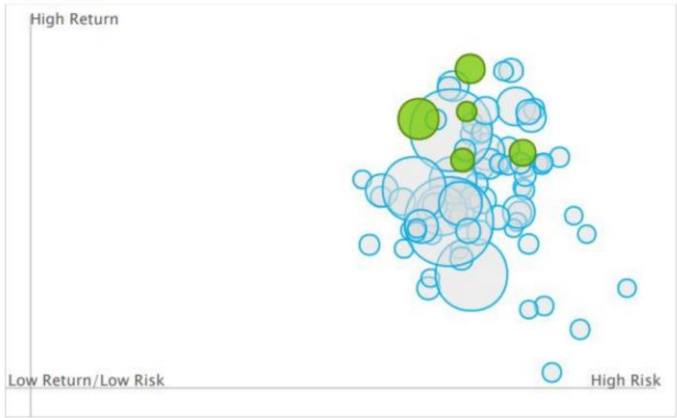




RISK ANALYSIS



Statistic	Portfolio	Benchmark
Return	15.2%	12.1%
Alpha	3.1%	-
Volatility	16.43%	15.32%
Beta	1.15	-
Sharpe Ratio	3.94	3.61
Information Ratio	2.82	-

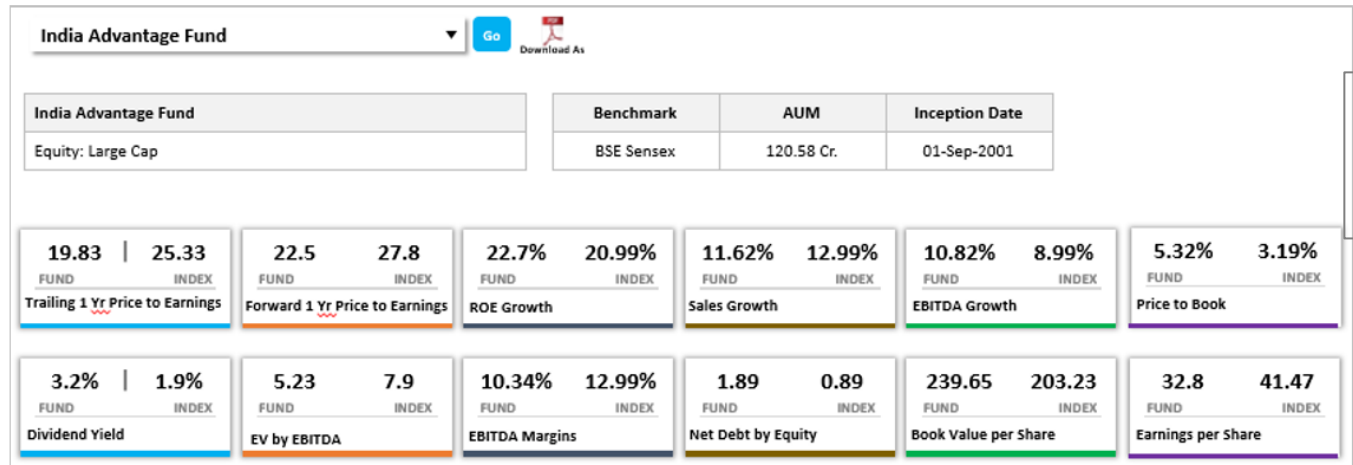


Risk Adjusted PERFORMANCE			
[All calculations are based on net annualized nav return and risk free rate as 6.00%]			
Statistic	Fund	Index	
Net Return	8.4%	7.42%	✓
Gross Return	8.4%	7.42%	✓
Gross Alpha	0.31%		✓
Active Risk	3.86%		
Volatility	9.84%	9.84%	✓
Beta	0.92	1	
Jensen's Alpha	1.37%		✓
Sharpe Ratio	1.73	1.44	✓
More stats... ▾			



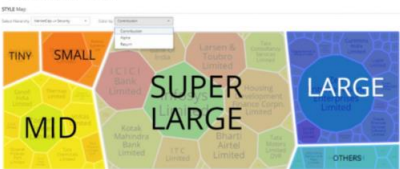


ADDITIONAL ANALYTICS



Style & Fundamental Analysis

Market Cap



Price to Earnings



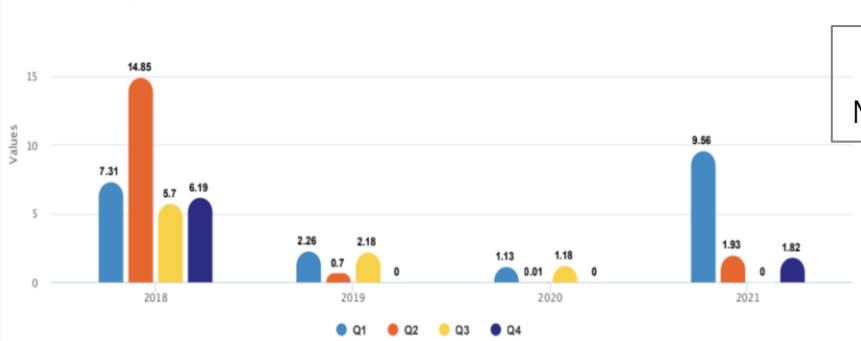
Volatility



Beta



Portfolio Liquidity



Liquidity Management

Instrument Type		Fund Manager		ISIN/Source Code		
MV (in crs.)		QTY	Liquidity(%)	Avg. Volume 6M	No. Days	
Fund		Security		Data		
		Grand Total				
		MV (in crs.)	QTY	Liquidity(%)	Avg. Volume 6M	No. Days
India Balanced Equity Norm	Cummins India Limited	57,534.750	65,000	100.00 %	46.081	1
	DivIS Laboratories Limited	31,533.000	30,000	100.00 %	95.768	0
	Gujarat Pipavav Port Limited	17,060.000	100,000	100.00 %	159.685	1
	Housing Development Finance Corpn. Limited	38,095.750	35,000	100.00 %	537.564	0
	Ipca Laboratories Limited	19,910.000	40,000	100.00 %	44.743	1
	Kotak Mahindra Bank Limited	90,360.900	126,000	100.00 %	278.983	0
	Multi Commodity Exchange Of India Limited	79,159.500	90,000	100.00 %	57.199	2
	Nestle India Limited	57,254.500	10,000	100.00 %	21.190	0
	Tata Consultancy Services Limited	68,458.500	27,000	100.00 %	236.876	0
India Balanced Equity Norm Total		459,366.900	523,000		1,478.090	
India Balanced Fund (Hybrid)		459,366.900	523,000	100.00 %	1,478.090	
India Growth fund (Equity)		6,162,253.482	14,254.695	95.13 %	3,097.385	
Grand Total		7,080,987.282	15,300.695		6,053.565	

Scheme Name	Amount (INR Crs.)	Exposure %	Mod Duration in Yrs	Gross YTM%	Expense Ratio %	Net YTM%	Inc in Yield by 0.25%	Inc in Yield by 0.50%	Dec in Yield by 0.25%	Dec in Yield by 0.50%
Credit Risk										
HDFC Credit Risk Debt Fund-(D)	0.1	12.48	2.40	9.31	1.61	7.70	7.10	6.50	8.30	8.90
Weighted Avg	0.1		2.40	9.31	1.61	7.70	7.10	6.50	8.30	8.90

Sensitivity Management

Advisory

Empower effective Advisory via
scenario analysis, investment rules,
Model Portfolio & Rebalancing



PRE-TRADE COMPLIANCE

START WITH SCENARIO ANALYSIS

974.21 Cr

974.02 Cr

0.00

18.52 L

1.00 L

19.52 L

-18.52 L

Current AUM V/S New AUM

Current Cash V/S New Cash

Buy

Sell

Net

Cynthia Evans

Test - v2

Reset

Version

Add Row

Generate Deviation Report

	Instrument Name	Current Price Unit	Units	Current Value	Exposure	New Exposure	New Units	New Current Value
1	HDFC HYBRID EQUITY FUND - REGULAR PLAN - GROWTH	53.74	25472.17	1368772.26	0.01%	0.02%	27333.12	1468772.26
2	HDFC MID-CAP OPPORTUNITIES FUND - DIRECT PLAN - GROWTH OPTION	56.57	1107993.66	62678093.52	0.64%	0.64%	1107993.66	62678093.52
3	Kotak PMS	50.00	NA	1952083.00	0.02%	NA	-39041.66	0.00
4	Enam PMS	50.00	NA	320181453.00	3.29%	3.29%	NA	320181453.00

ADD TRADE RECOMMENDATIONS

Action - Buy/Sell Trade Recommendation

Security Name : LUPIN ORD SHS
ISIN : INE326A01037

Trade of : Buy Sell

Trade of : Weight Quantity

Weight(%) :
(Current Value %): 0.00

Quantity :
(Current Value %):

Live Price Custom Price

Price Limit Min :
Price Limit Max :

Currency : INR

Trade Comment :

Save Cancel

Quantity :
(Current Value %):

MANAGE BREACHES AND COMPLIANCE APPROVAL

Some Compliance constraints are not satisfied

Constraint Name	Constraint Type	Detail
Total weight in Sector	Soft	Detail
Maximum weight in High yield bonds	Soft	Detail
Maximum weight in Corporate bonds	Soft	Detail
Weight of Total debt assets	Soft	Detail
Total debt holding position of balanced fund	Soft	Detail
Unspecified sector in portfolio	Soft	Detail

Send for Approval

RULE CREATION

Rules

Create New Rule

Filter Mandate:
Select

Rule Name

Rule Priority

Actions

Min Allocation in Mutual Fund 20%	High	<div></div>
No Investment in Infrastructure Sector	High	<div></div>
Debt Allocation between 10 to 40	High	<div></div>
Each sector to have maximum of 20%	High	<div></div>
Equity allocation between 20 to 60	Medium	<div></div>
Cash Allocation should not be more than 5%	Medium	<div></div>

MANAGE BREACHES AND COMPLIANCE APPROVAL

Manage Constraints

Outstanding Investments in the Balanced Fund

Load Add

Show 5 entries

Search:

Constraint Name	Min Soft limits	Max Soft limits	Min Hard limits	Max Hard limits	Action
The fund shall not invest more than 10% of the assets in a single issuer except government securities.(All asset classes except Gsec, Borrow, Net Current Asset and Cash.)	0.00 %	9.00 %	0.00 %	10.00 %	<div>Edit Delete</div>

Create New Rule

Back

Name

Apply If

AND OR

Market Value On

AND OR

Apply On

Field Operation Operator

Search Level

Type

Portfolio Level Underlying Level

Field

Rating
Sector
MarketCap
Asset
InstrumentRisk
Product
IssuerRATC
Instrument
Industry
Classification

Look

WealthTV



INVESTMENT MANDATE & SCENARIO ANALYSIS

Mandate Screen

☐ Prospect Level ☒ Existing Family Level ☐ Risk Profile Level

Edit

Save

Family Name

Client Name

Account Name

Relative Value

☒

Absolute Value

Level	Rule Type	Rule Category (H/M/L)	Selection	Min. Limit	Max. Limit	Percentage (Dev)	
Individual	Issuer Exposure	Medium	Kotak	20%	30%	22%	
Aggregate	Issuer Exposure	Medium	Kotak, Equirus	30%	35%	20%	
Individual	M.cap Exposure	Medium	Large Cap	40%	50%	27%	
Aggregate	Rating Level Exposure	Medium	AAA, AA	75%	85%	26%	
Individual	Asset Exposure	Medium	EQ	40%	60%	20%	
Individual	Asset Exposure	Medium	Debt	20%	40%	22%	
Individual	Restricted Investments	Medium	-	-	-	-	
Individual	Mod. Duration Range	Medium	Debt	3 Yrs.	5 Yrs.	29%	
Individual	Sector Level Exposure	Medium	Financials	20%	25%	25%	

Deviation Report

☒ Existing Family ☐ Prospect

No. of rules breached

Download As

Select Family

Select Client

Select Account

4	3	2

Rule Name	Rule Type	Actual Value	Min. Value	Max. Value	Percentage (Dev)	Rule category	
EQ - Asset Exposure	Asset Exposure	63%	40%	70%	22%	M	Details
DEBT - Asset Exposure	Asset Exposure	20%	25%	30%	20%	L	Details
LC - M.cap Exposure	M.cap Exposure	48%	40%	50%	27%	M	Details
MC - M.cap Exposure	M.cap Exposure	30%	30%	40%	26%	M	Details
SC - M.cap Exposure	M.cap Exposure	27%	20%	25%	20%	H	Details
AAA Rating Exposure	Rating Exposure	48%	60%	70%	22%	L	Details
Unrated Rating Exposure	Rating Exposure	23%	5%	10%		H	Details
Restricted Investments	Restricted Investments	2.4%	-	-	29%	L	Details
EQ Single Stock Exposure	Single Stock Exposure	22.36%	0%	10%	25%	H	Details
FI - Single Stock Exposure	Single Stock Exposure	7%	2%	8%	22%	H	Details
Financials (Sector Level Exposure)	Sector Level Exposure	22%	15%	25%	21%	M	Details

Scenario Analysis

7.5	7.2	2.2	2.5	2.2	2.8	0.3			
Current AUM v/s New AUM		Current cash v/s New cash		Buy		Sell	Net		Rules Breached

☐ Prospect Level

☒ Existing Family Level

+ Add Row

Generate Deviation Report

Save

Family Name

Client Name

Account Name

Asset Type

Product Type

Held or Held away

Download As

☒ Create New Scenario

☐ View Existing Scenario

Scenario

Scenario 1

Create

Existing Holdings

Instrument Name	Current Price Unit	Units	Current Value	Exposure	Exposure	Units	Comments
Citil Limited	1608.65	55213	88818392.4	11.27%	12.27%	1223	
Eicher Motors	23218.35	23100	535343885	68.09%	67.00%	20893	
DSP Tax Saver FUnd	44.511	141000	6276051	0.79%	0.79%	NULL	
Reliance Low Duration Fund	2573.434	56400	145141677.6	18.42%	16.42%	52223	
8.65% HDFC IN 9/18/2020	103.42	100000	10342000	1.31%	0.31%	92222	
Kotak FMP Series 183	12.5	56000	700000	0.008%	3.01%	168000	
Total			787622006	100%			



POST-TRADE COMPLIANCE

Reports

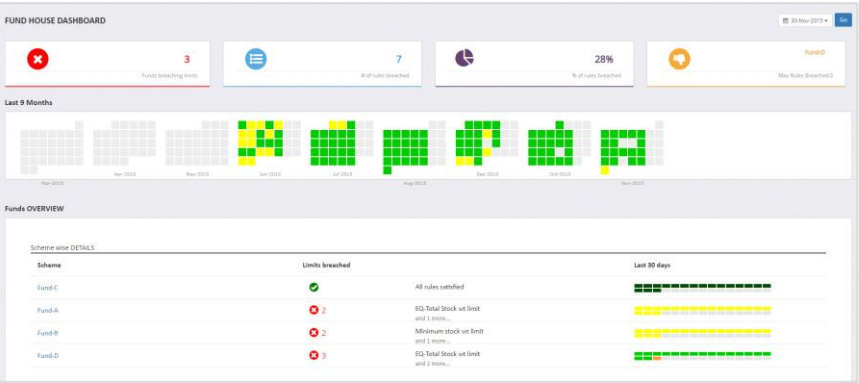
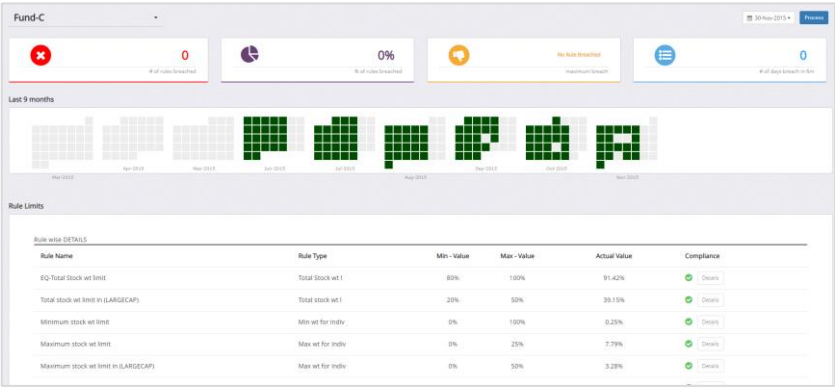
↑ High ↑ Medium ↑ Low

Search Rules

Download Excel File

Filter By

Rule Name	Breached	Rule Type	Actual Value	Min Value	Max Value	%(Dev)	Rule Category	Details
Country Exposure should be less than 50%	↑ No	-	-	-	50	-	Medium	👁
Custodian exposure should not be more than 50%	↑ Yes	-	-	-	50	-	High	👁
Security exposure should not be more than 50%	↑ No	Custom	-	-	50	-	High	👁
Asset Wise Exposure	↑ Yes	-	-	20	60	5	Medium	👁



Number Of Rule Breachers

Hard Breach	0	93	185
Soft Breach	0	92	0
No Breach	0	185	185
	Low	Medium	High

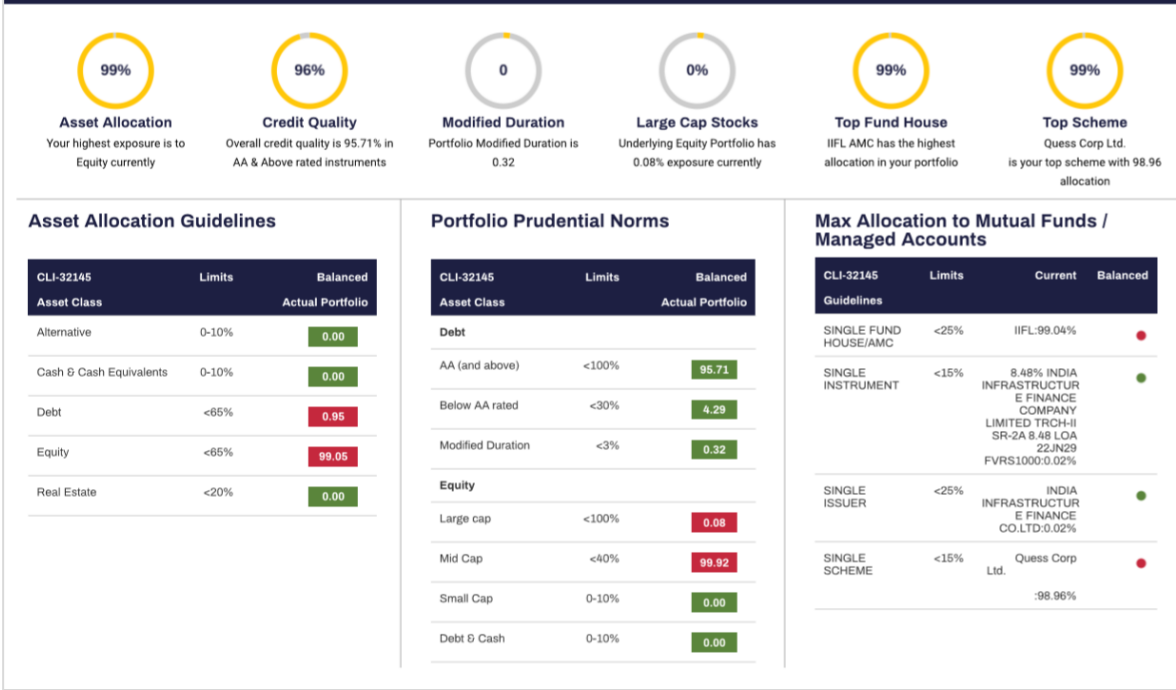
Last 6 Months Breach Trend



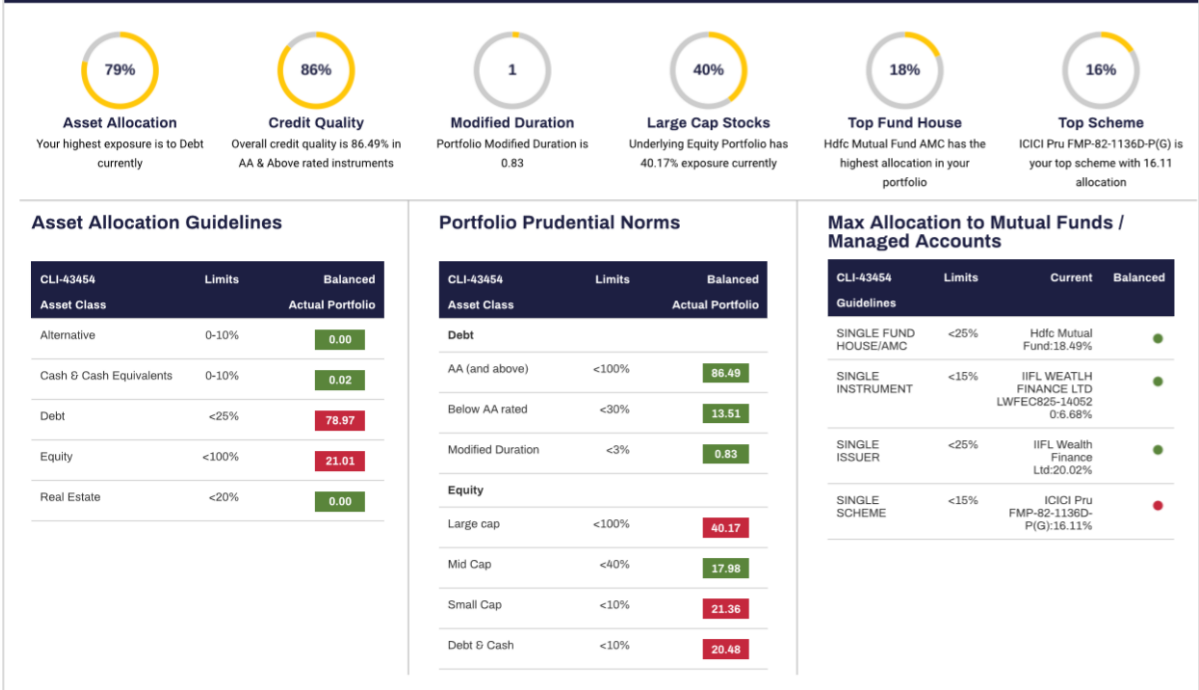


COMPLIANCE - MONITORING & REPORTING

Portfolio Guidelines : Client DEF-445367



Portfolio Guidelines : Client DEF-885629





MODEL PORTFOLIO CREATION

Wealthify Paul Eriksen

Select a Profile

Asset Product Category Instrument

Do you have Multiple Models for a particular Tenure and Risk Profile? ☐

NO YES

Tenure as well as profile based

Please mention the Models below:

1 Model Name
Stocks

Is your Model linked with Tenure? ☐

No Yes

What model do you have according to transaction mode? ☐

I have Separate model for SIP & Lumpsum

I have Combined model

2 Model Name

Is your Model linked with Tenure? ☐

No Yes

What model do you have according to transaction mode? ☐

I have Separate model for SIP & Lumpsum

I have Combined model

Disclaimer: This screen will appear only once at the start of your journey. If you face any issues, mail us on support@wealthify.com

Next

Standardized your advisory approach

Advisors can build from scratch for each client portfolio in their book of business.

Wealthify Paul Eriksen

Select Assets

Search Assets

Recently Used

Equity

Debt

Commodity

Real Estate

Commodity

Commodity

Assets

Country Product Liquid Funds Large Cap

Your Selected Assets

Drag and swap to set Assets priority wise

Priority

- Equity 56%
- Commodity 4%
- Real Estate 10%
- Debt 15%

Next

Wealthify Paul Eriksen

Select Instrument

Search Assets

Recently Used

Infosys Limited and Subsidiaries

Franklin India Ultra Short Term Bond Super

Infosys Limited and Subsidiaries

Infosys Limited and Subsidiaries

Portfolio

Profile: Secure | Tenure: 2 Years

Country Assets Product Category

Your Selected Instruments

Drag and swap to set Instruments priority wise

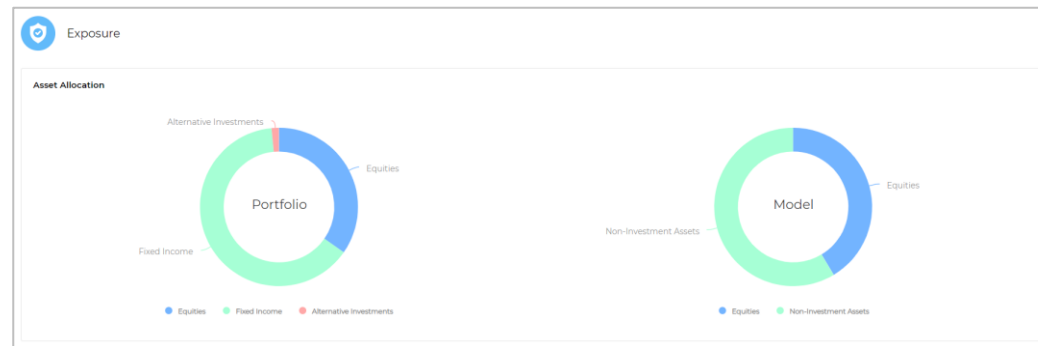
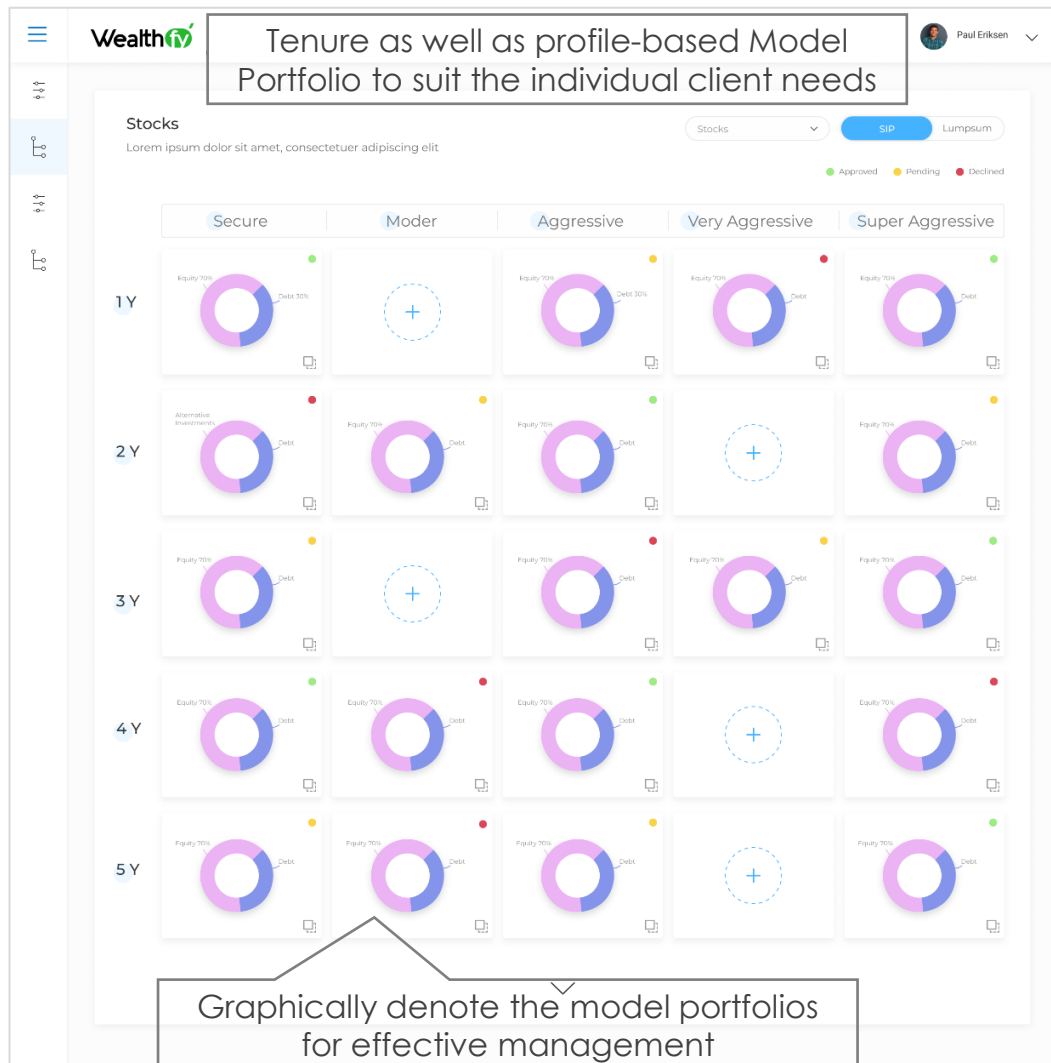
- Franklin India Ultra Short Term Bond Super Institutional Weekly Dividend Reinvestment Plan 56% IN
- Franklin India Ultra Short Term Bond Super Institutional Weekly Dividend Reinvestment Plan 4% US
- Infosys Limited and Subsidiaries 10% UK
- Franklin India Ultra Short Term Bond Super Institutional Weekly Dividend Reinvestment Plan 15% AU

Save

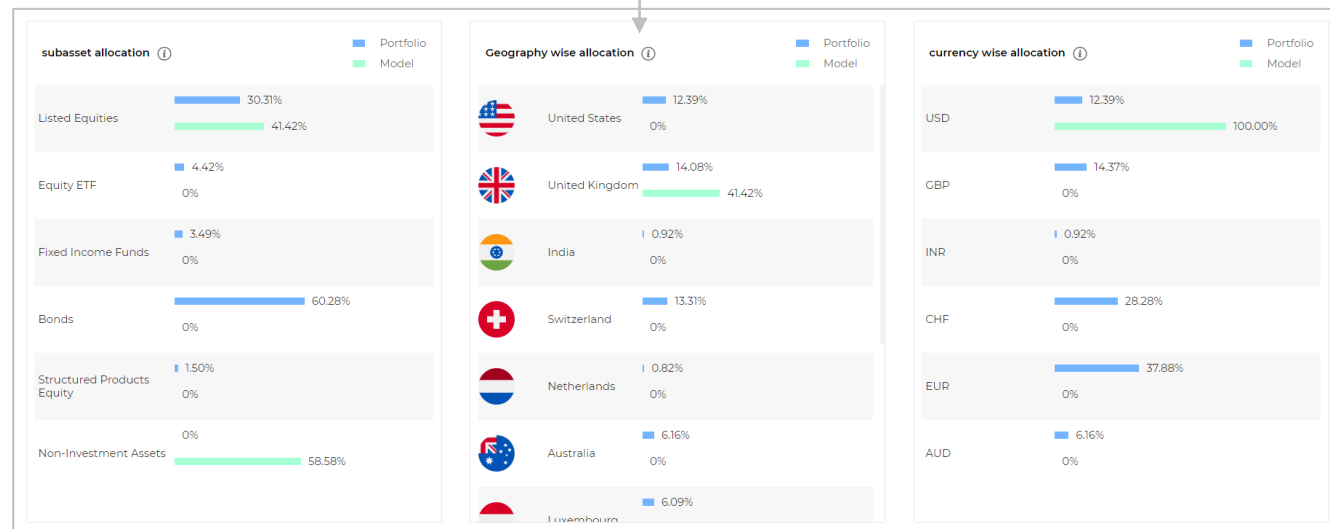
Efficient tool to construct investment portfolios using a range of instruments and run them with respect to individual client profile



MODEL PORTFOLIO MONITORING



Track Exposure deviation from the model vs actual. With various slice and dice for better decision making

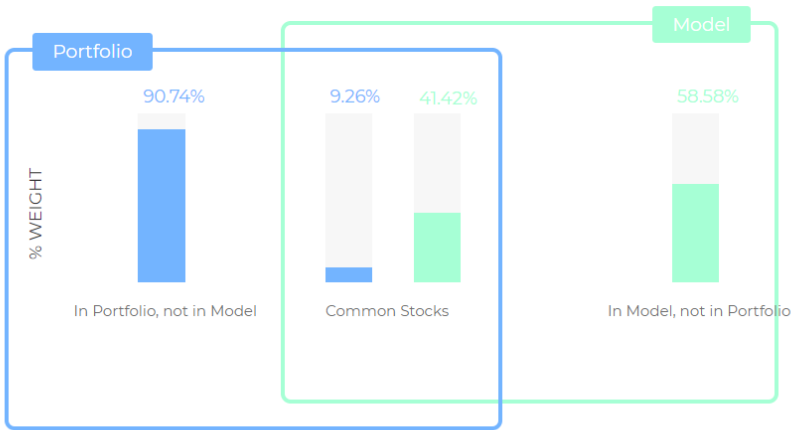




MODEL PORTFOLIO ANALYTICS



Portfolio Vs Model Overlap ⓘ



4.55%
Portfolio Returns



1
#Common Stocks



21 ▲
#Instrument In Portfolio Not In Model



1
#Instrument In Model Not In Portfolio

Detailed overlap analysis to understand the deviations with security detail

Risk Return analysis for Portfolio, Benchmark & Model



Risk Vs Returns



Fund Analytics

Fund analytics tool warehouse for
agents and retail investors

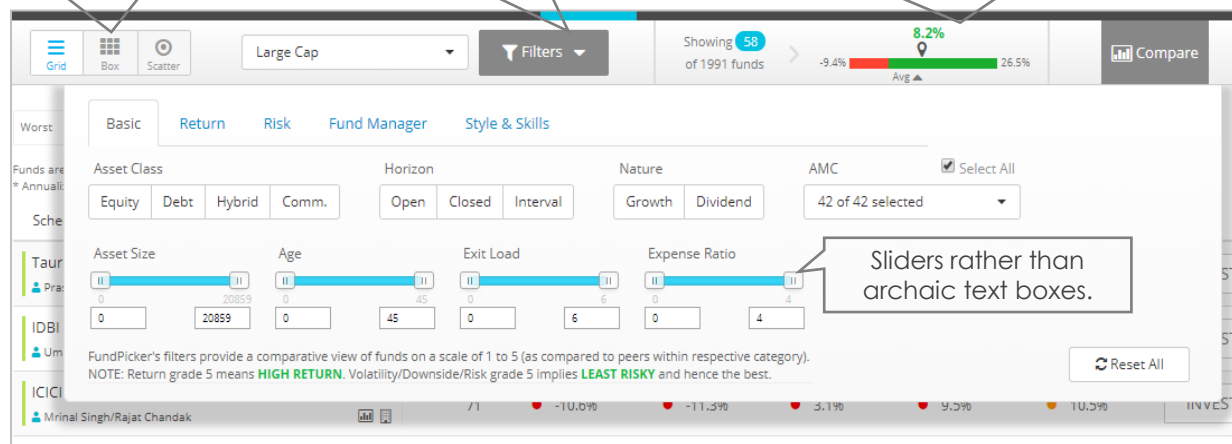


FUND SCREENER

Multiple views for various use cases.

50+ relevant filters on basic and advanced statistics.

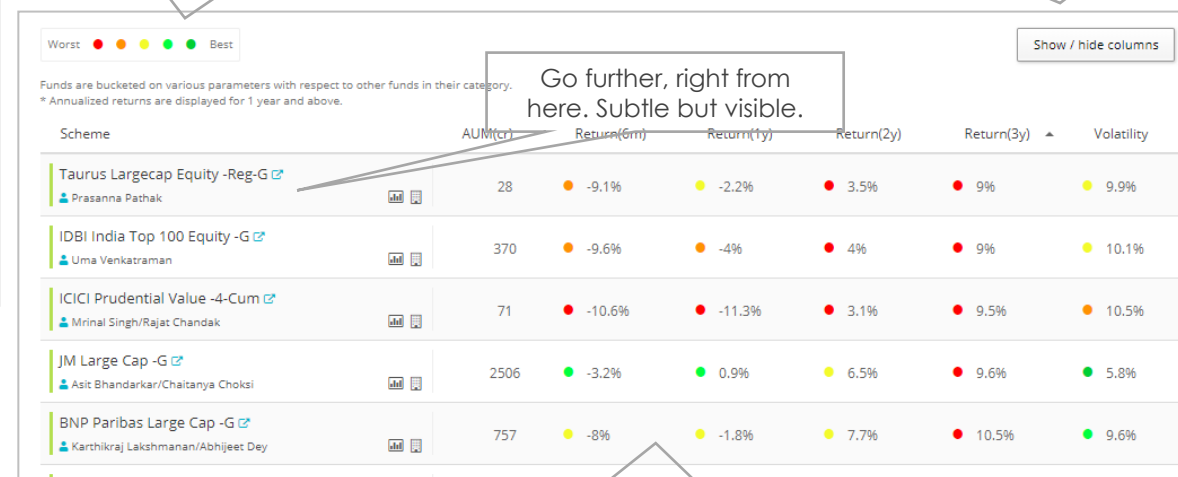
Innovative helpers to guide the selection efficiency.



Sliders rather than archaic text boxes.

Innovative Visual Information guide to easily make sense of information.

Availability of more information without overloading.



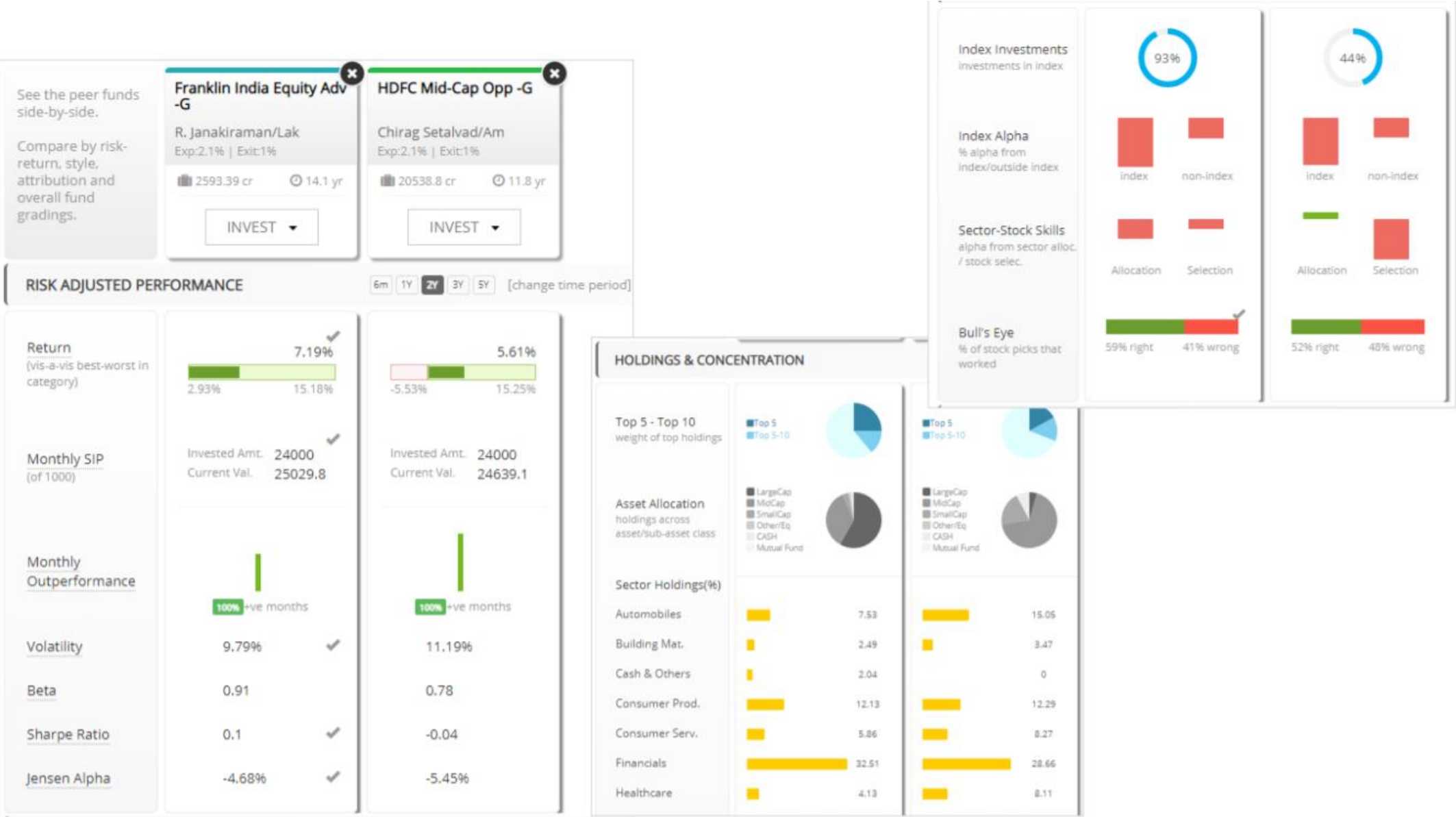
Go further, right from here. Subtle but visible.

Key information presented in nice grid with red-green indicators.

Axis Bluechip -G-Dir Category: Large Cap Shreyash Devalkar 2Yr Ret. 0.2% Risk 15.8% Alpha 5.1% Beta 0.8	ICICI Prudential Value -16-D-Dir Category: Large Cap Sankaran Naren/Prakash G 2Yr Ret. -0.5% Risk 13.9% Alpha -13.1% Beta 0.1	ICICI Prudential Value -16-Cum-Dir Category: Large Cap Sankaran Naren/Prakash G 2Yr Ret. -0.5% Risk 13.9% Alpha -13.1% Beta 0.11	Canara Robeco Bluechip Equity -G-Dir Category: Large Cap Shridatta Bhandwaldar/Sa 2Yr Ret. -0.7% Risk 17.1% Alpha 5% Beta 0.9	Axis Bluechip -D-Dir Category: Large Cap Shreyash Devalkar 2Yr Ret. -0.8% Risk 16% Alpha 4% Beta 0.81
Axis Bluechip -G Category: Large Cap Shreyash Devalkar 2Yr Ret. -1.1% Risk 15.8% Alpha 3.8% Beta 0.8	ICICI Prudential Value -16-D Category: Large Cap Sankaran Naren/Prakash G 2Yr Ret. -1.3% Risk 13.9% Alpha 6.5% Beta 0.34	ICICI Prudential Value -16-Cum Category: Large Cap Sankaran Naren/Prakash G 2Yr Ret. -1.3% Risk 13.9% Alpha 6.5% Beta 0.34	Canara Robeco Bluechip Equity -D-Dir Category: Large Cap Shridatta Bhandwaldar/Sa 2Yr Ret. -1.6% Risk 17.1% Alpha 4.1% Beta 0.89	Canara Robeco Bluechip Equity -Reg-G Category: Large Cap Shridatta Bhandwaldar/Sa 2Yr Ret. -1.9% Risk 17.2% Alpha 3.8% Beta 0.9
Axis Bluechip -D Category: Large Cap Shreyash Devalkar 2Yr Ret. -2.2% Risk 15.9% Alpha 2.7% Beta 0.81	JM Large Cap -Annual D-Dir Category: Large Cap Asit Bhandarkar/Chaitany 2Yr Ret. -2.8% Risk 7.1% Alpha 0.2% Beta 0.36	JM Large Cap -Half Yly D-Dir Category: Large Cap Asit Bhandarkar/Chaitany 2Yr Ret. -2.8% Risk 7.1% Alpha 0.2% Beta 0.36	JM Large Cap -MD-Dir Category: Large Cap Asit Bhandarkar/Chaitany 2Yr Ret. -2.8% Risk 7.1% Alpha 0.2% Beta 0.36	JM Large Cap -QD-Dir Category: Large Cap Asit Bhandarkar/Chaitany 2Yr Ret. -2.8% Risk 7.1% Alpha 0.2% Beta 0.36

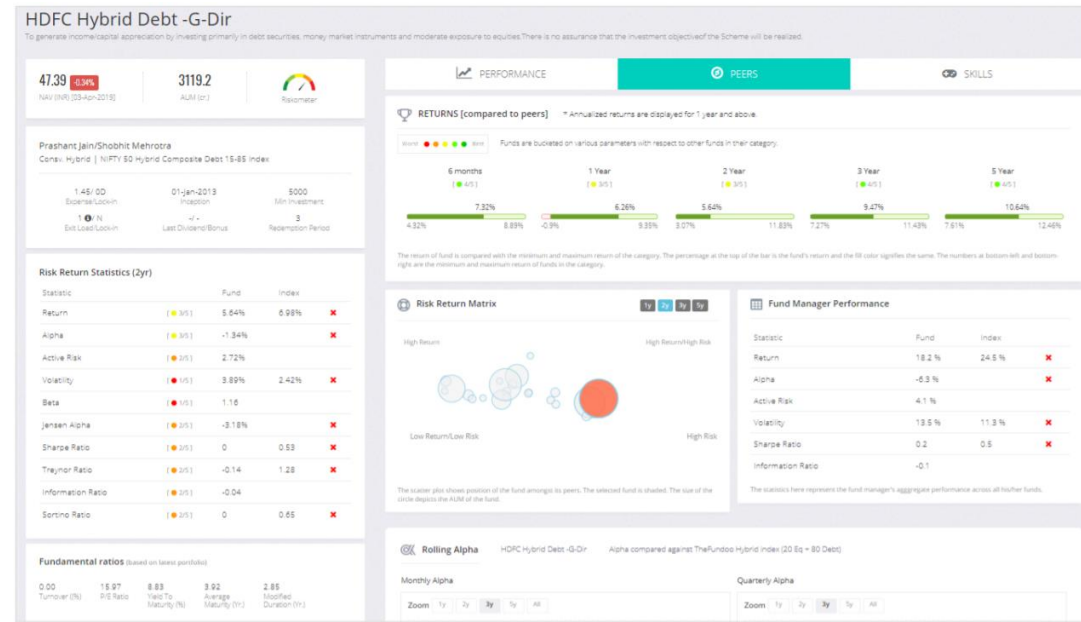
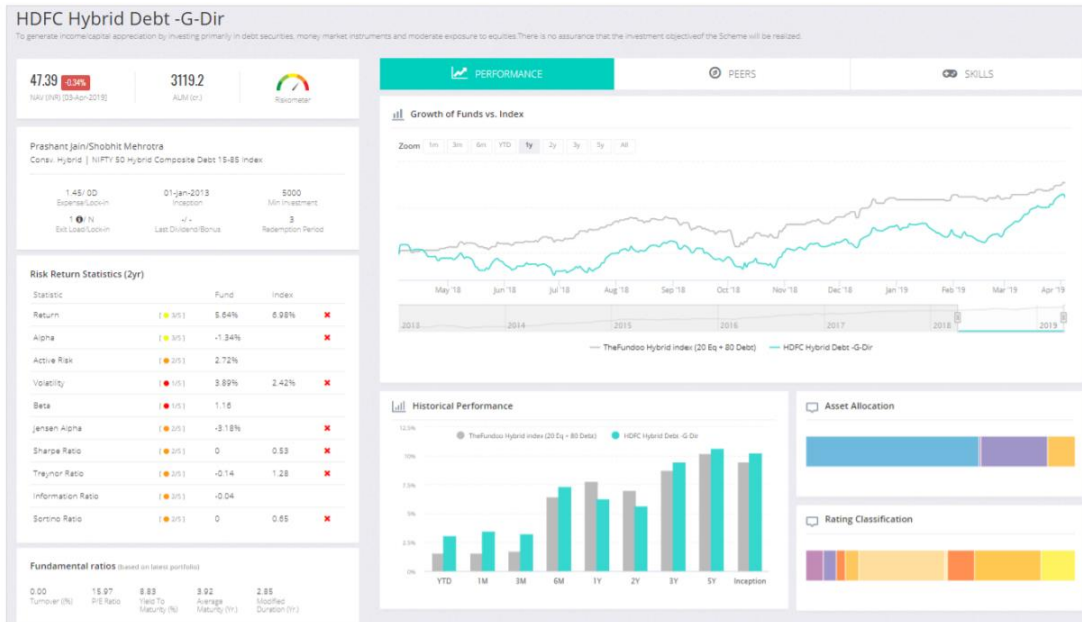


FUND COMPARE

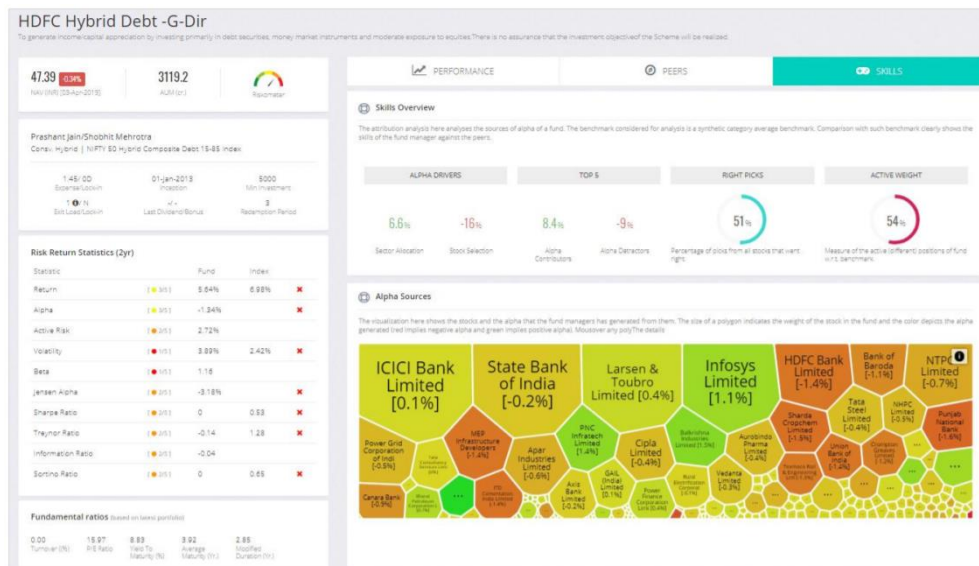




FUND FACTSHEET



Various versions of Factsheet like long and short available depending on the consumption and the data and analytics requirement of the end user



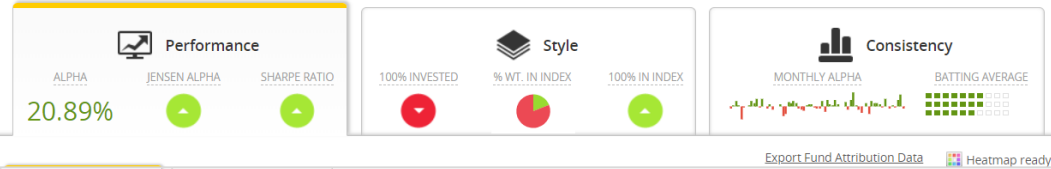


PEER REVIEW & ATTRIBUTION

NIPPON INDIA SMALL CAP FUND - GROWTH

[BENCHMARK INDEX: CATEGORY SMALL CAP INDEX]

RETURN **-27.91%**



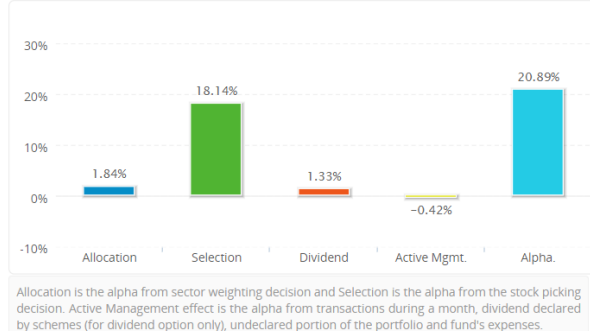
Top-down Attribution | Bottom-Up Attribution

Top-down attribution is appropriate for funds that allocate sector weights w.r.t. benchmark sector weights and subsequently take stock selection calls within the sector. The hierarchical decision making is appropriately represented in the drill down of performance from Portfolio to Sector to Security level.

True North: The performance snapshot

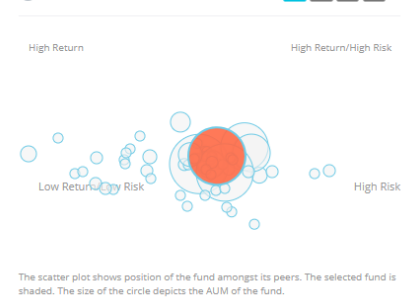
STATISTIC	FUND	INDEX	
Return	-27.91%	-48.8%	✓
Alpha	20.89%		✓
Active Risk	9.18%		
Volatility	30.09%	36.15%	✓
Beta	0.81	1.00	
Jensen Alpha	9.51%		✓
Sharpe Ratio	-6.18	-12.1	✓
Treynor Ratio	-16.72%	-33.48%	✓
Information Ratio	1.41		
Sortino Ratio	-5.62	-11.42	✓

Alpha Drivers: Which skills have created outperformance



Compare peers for Attribution, Exposure, Portfolio Overlap, Return and Alpha Sources

Risk Return Matrix



RETURNS [compared to peers]

* Annualized returns are displayed for 1 year

Worst [Red Arrow] [Yellow Arrow] [Green Arrow] Best | Funds are bucketed on various parameters with respect to other funds

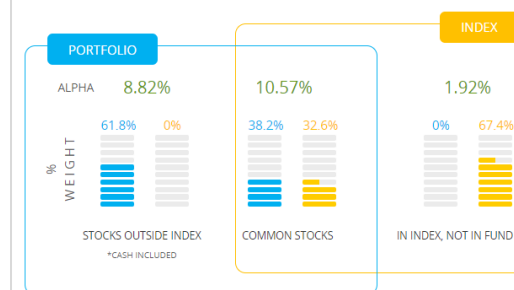


The return of fund is compared with the minimum and maximum return of the category. The percentage at top is the fund's return. The numbers at bottom-left and bottom-right are the minimum and maximum return of funds in the category.



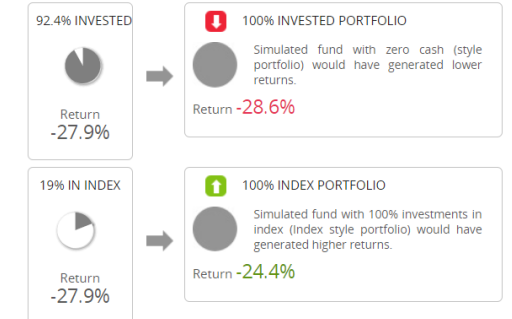
Compare – Performance, Manager Style & Manager consistency

Alpha Sources: Where is outperformance coming from



The rectangular Venn diagram shows the % investments overlapping and outside the index and the alpha generated from respective portions. It depicts a fund manager's ability in generating alpha from within the index.

Style Returns: Fully invested, index portfolios



Simulated 100% invested portfolio depicts the return that the fund would generate with zero cash holdings. Simulated 100% index portfolio depicts the return that the fund would generate if all investments were made in Index stocks only.



TOOLS & DASHBOARDS

MyPHI
Simplest way to keep your portfolio healthy. Mutual Funds portfolio tracking and analysis made easy.

Return Comparison
Compare returns generated by a fund relative to its peers.

Stock Holdings
Watch out for an equity stock, to know which schemes hold it in their portfolio.

Fund Manager Details
In depth analysis of fund manager's style, risk measures and performance.

Sector Wise Holdings
Watch out for a sector, to know which schemes invested in it.

Portfolio Overlap
Find the common stocks in schemes and the extent of overlap.

AMC Dashboard
Get AMC level information on overall performance, risk and AUM.

SIP Calculator
Helps you to calculate and compare fund returns in SIP mode.

Scheme Rolling Returns
Compare rolling returns of different schemes of various categories.

AMC AUM Movement
Check out AMC wise AUM movement compared to the industry that is spread across various asset classes and funds.

Hybrid Portfolio Analyser
Compare asset allocation movement and returns across different time frames for hybrid schemes.

Fund Manager Comparison
Compare fund manager's performance with peers.

Tools Stocks in Fund

search security... GO

HDFC Bank Ltd. Sector : Financials

535 schemes have invested in this security

61329(cr.) invested by all funds

4610(cr.) SBI-ETF Nifty 50 has invested this instrument

35.23% SBI-ETF Nifty Bank has invested this instrument

AMCs holding the security

Scheme	MTM	In this fund	In all funds
SBI-ETF Nifty 50	4609.7	10.3%	7.52%
Aditya Birla Sun Life Frontline Equity-G	1980	9.5%	3.23%
Kotak Banking ETF	1964.4	35.2%	3.2%

Tools Fund Manager Details

search fund manager... GO

Sankaran Naren

32 schemes managed

87565.45 AUM of all schemes managed

4.06% 1 year return

Weighted rating of all schemes managed and rated

Schemes managed by fund manager

Scheme	AUM	Rating
ICICI Prudential Balanced Adv-G	28717.7	★★★★★
ICICI Prudential Equity & Debt-G	25899.2	★★★★★
ICICI Prudential Multi-Asset-G	10839.1	★★★★★
ICICI Prudential LT Equity (Tax Saving)-G	5546.5	★★★★★

Scatter plot

Tools Portfolio Overlap

Scheme A Axis Equity Fund-G

Scheme B HDFC Equity Fund-G

GO

26% percentage portfolio overlap

7 # common stocks

15 # uncommon stocks in A

22 # total stocks in A

38 # uncommon stocks in B

45 # total stocks in B

Note: The Venn diagram portrays portfolio overlap between scheme A and B. Cash is not included.

Stocks Overlapping in mutual fund schemes

Axis Equity Fund-G Portfolio Overlap HDFC Equity Fund-G

Sort By: Name AUM Return(1y) Return(3y) Sharpe

Filter: Equity Debt Hybrid Commodity All

Total AUM ('000 cr.)	# schemes	Return (1y)	Return (3y)
total aum as of 28-Feb-2019	total no of schemes across AMCs	1y return as of 03-Apr-2019	3y annualized return as of 03-Apr-2019
808.4	610	5.25%	11.78%

Mirae Global	HDFC	Religare	Kotak Mahindra
Mirae Asset Global Investments Management (India) Private Limited	HDFC Asset Management Company Limited	Invesco Asset Management Company Pvt. Ltd.	Kotak Mahindra Asset Management Company Limited
12.95% 17.68% 0.31 1y ret 3y ret 2y sharpe	8.17% 15.33% 0.08 1y ret 3y ret 2y sharpe	5.71% 13.74% 0.19 1y ret 3y ret 2y sharpe	8.91% 13.5% 0.08 1y ret 3y ret 2y sharpe
100 cr. 19.4 #schemes 6	100 cr. 86.7 #schemes 22	100 cr. 6.7 #schemes 13	100 cr. 39.4 #schemes 19

PPFAS	Canara Robeco	SBI	Motilal Oswal
PPFAS Asset Management Pvt. Ltd.	Canara Robeco Asset Management Company Limited	SBI Funds Management Private Limited	Motilal Oswal Asset Management Company Limited
12.5% 13.46% 0.76 1y ret 3y ret 2y sharpe	5.11% 13.08% 0.1 1y ret 3y ret 2y sharpe	13.16% 12.7% 0.31 1y ret 3y ret 2y sharpe	0.44% 12.51% -0.15 1y ret 3y ret 2y sharpe
100 cr. 1.6 #schemes 1	100 cr. 6.7 #schemes 7	100 cr. 118.1 #schemes 38	100 cr. 16.4 #schemes 8

Principal Pnb	LIC Nomura	DHFL	L&T
Principal Pnb Asset Management Company Private Limited	LIC Mutual Fund Asset Management Limited	DHFL Pramerica Asset Managers Private Limited	L&T Investment Management Limited
0.24% 12.45% -0.19 1y ret 3y ret 2y sharpe	12.66% 12.41% 0.25 1y ret 3y ret 2y sharpe	8.22% 12.22% 0.06 1y ret 3y ret 2y sharpe	-2.94% 12.2% -0.16 1y ret 3y ret 2y sharpe
100 cr. 4 #schemes 11	100 cr. 2.8 #schemes 14	100 cr. 1 #schemes 8	100 cr. 27.9 #schemes 12

Automobiles

search security... GO

Automobiles

648 schemes have invested in this security

59323(cr.) invested by all funds

2991(cr.) HDFC Mid-Cap Cap-G has invested this instrument

67.79% 1y return

AMCs holding in sector

Scheme	MTM	In this fund	In all funds
HDFC Mid-Cap Cap-G	2991.5	14.8%	3.4%
SBI-ETF Nifty 50	2297	8.2%	4.0%
Axis LT Equity-G	2000.8	13.5%	3.9%
ICICI Prudential Balanced Adv-G	1915.4	6.7%	3.2%

ICICI Bank Ltd. Sector : Financials

530 schemes have invested in this security

47719(cr.) invested by all funds

3379(cr.) HDFC Balanced Adv-G has invested this instrument

21.51% 1y return

AMCs holding the security

Scheme	MTM	In this fund	In all funds
HDFC Balanced Adv-G	3379	9%	7.08%
SBI-ETF Nifty 50	2407.3	5.2%	5.04%
HDFC Equity-G	1952.4	9.5%	4.09%
ICICI Prudential Equity & Debt-G	1521.3	6%	3.19%
Aditya Birla Sun Life Frontline Equity-G	1441.7	7%	3.02%

Two overlapping geometric shapes, a green parallelogram on top and a blue parallelogram on the bottom, both slanted to the right.

THANK YOU

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