SHAPING THE 'TOMORROW', 'TODAY'

VALUEFY WIDGET LIBRARY

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

TECHNOLOGY INTEGRATION

Data Integration
Integration of data across different sources

API Integration
Forward as well as well as backword 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

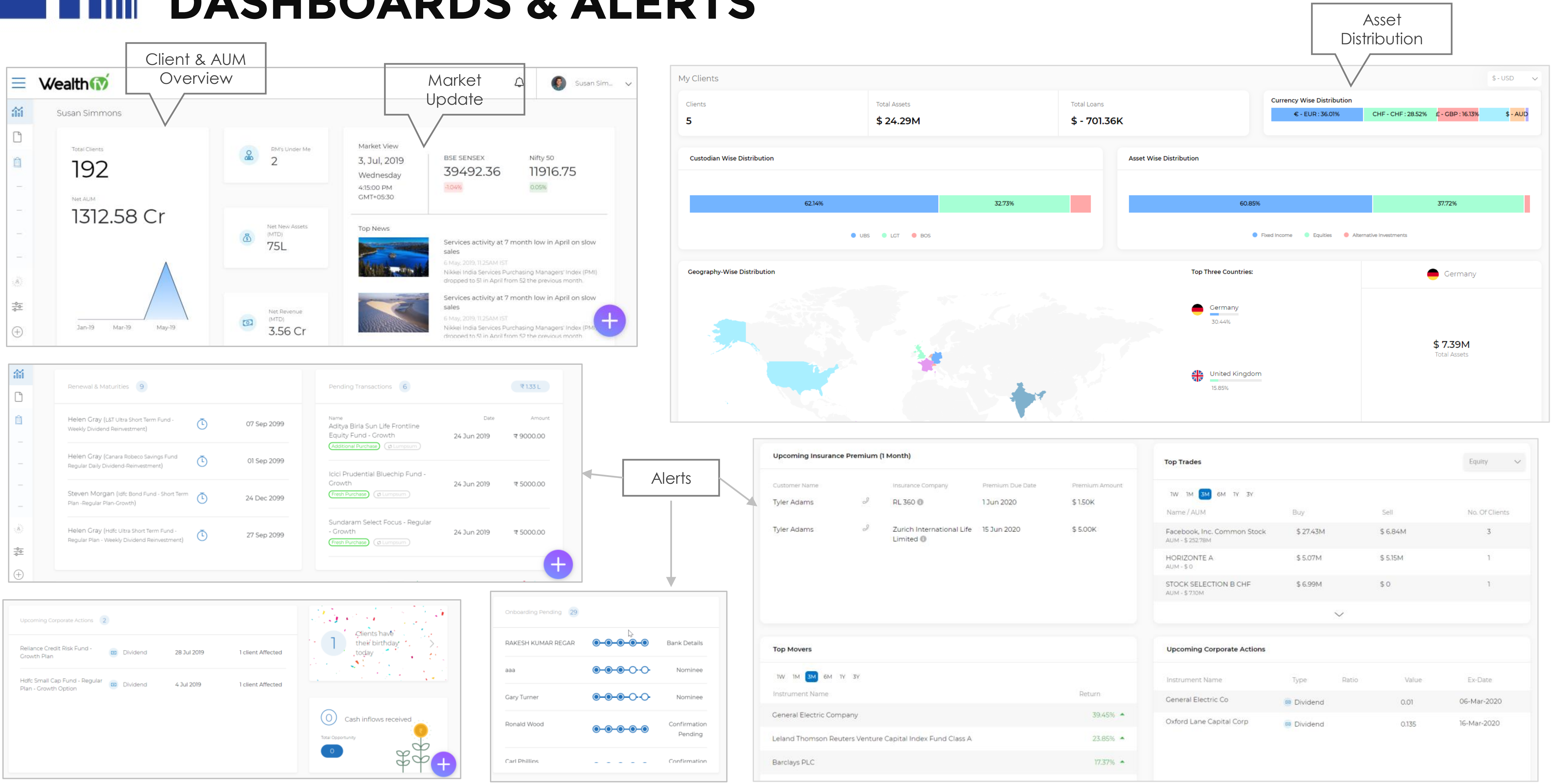
Solution Approach
Widget based approach to solve the gaps in your current digital stack

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**

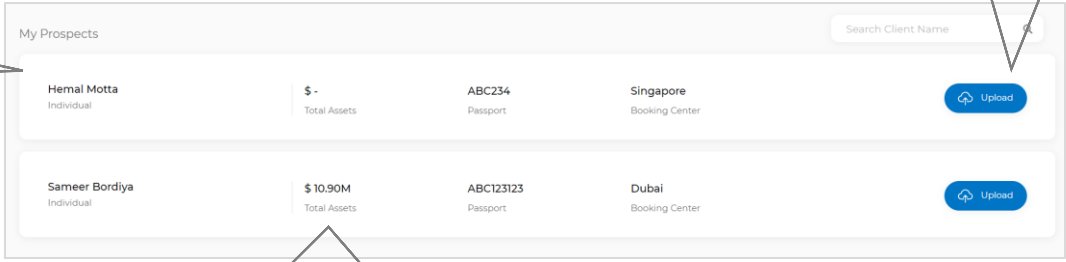
DASHBOARDS & ALERTS



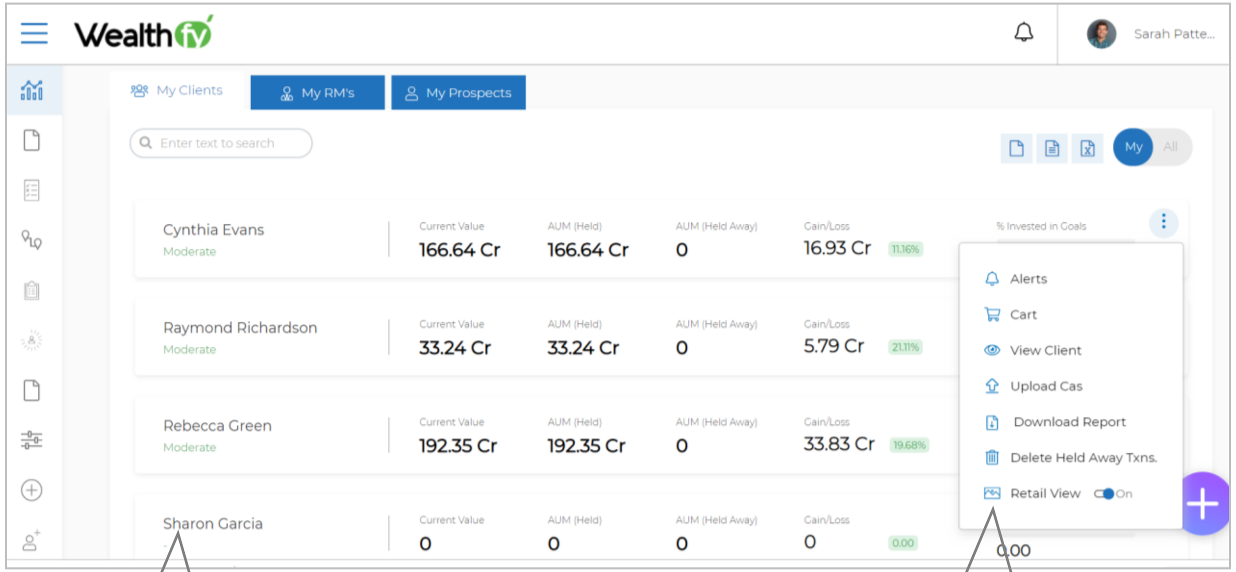
CLIENT & PROSPECT MANAGEMENT

Upload Prospect portfolios

Manage Prospects

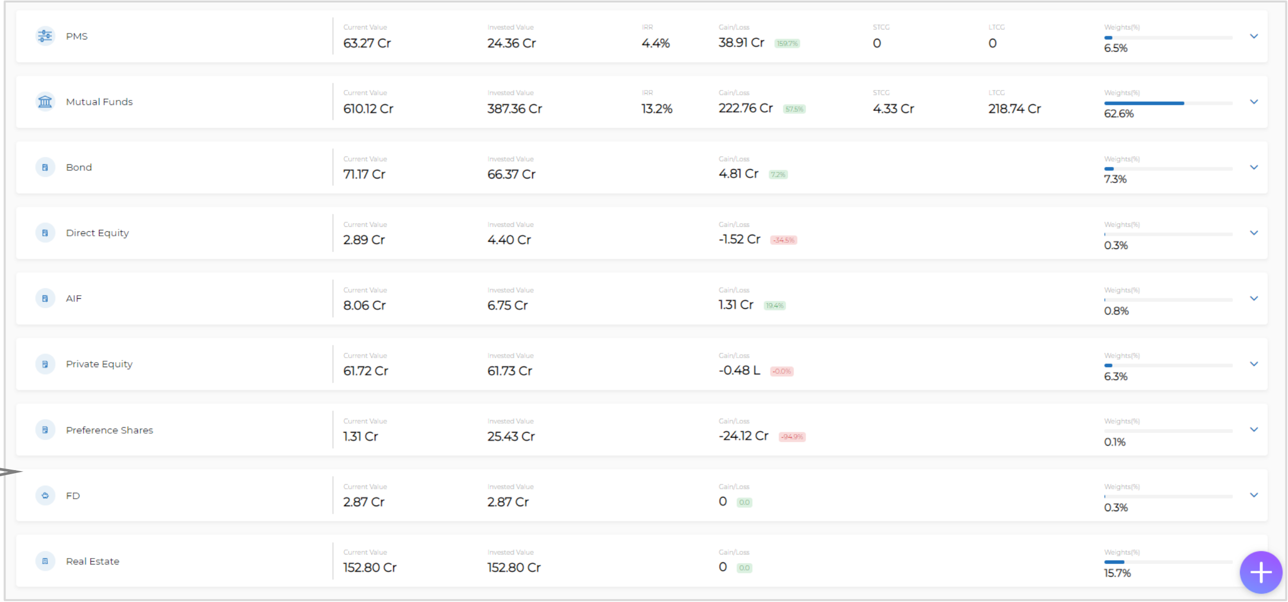


Download Prospect report with recommendation



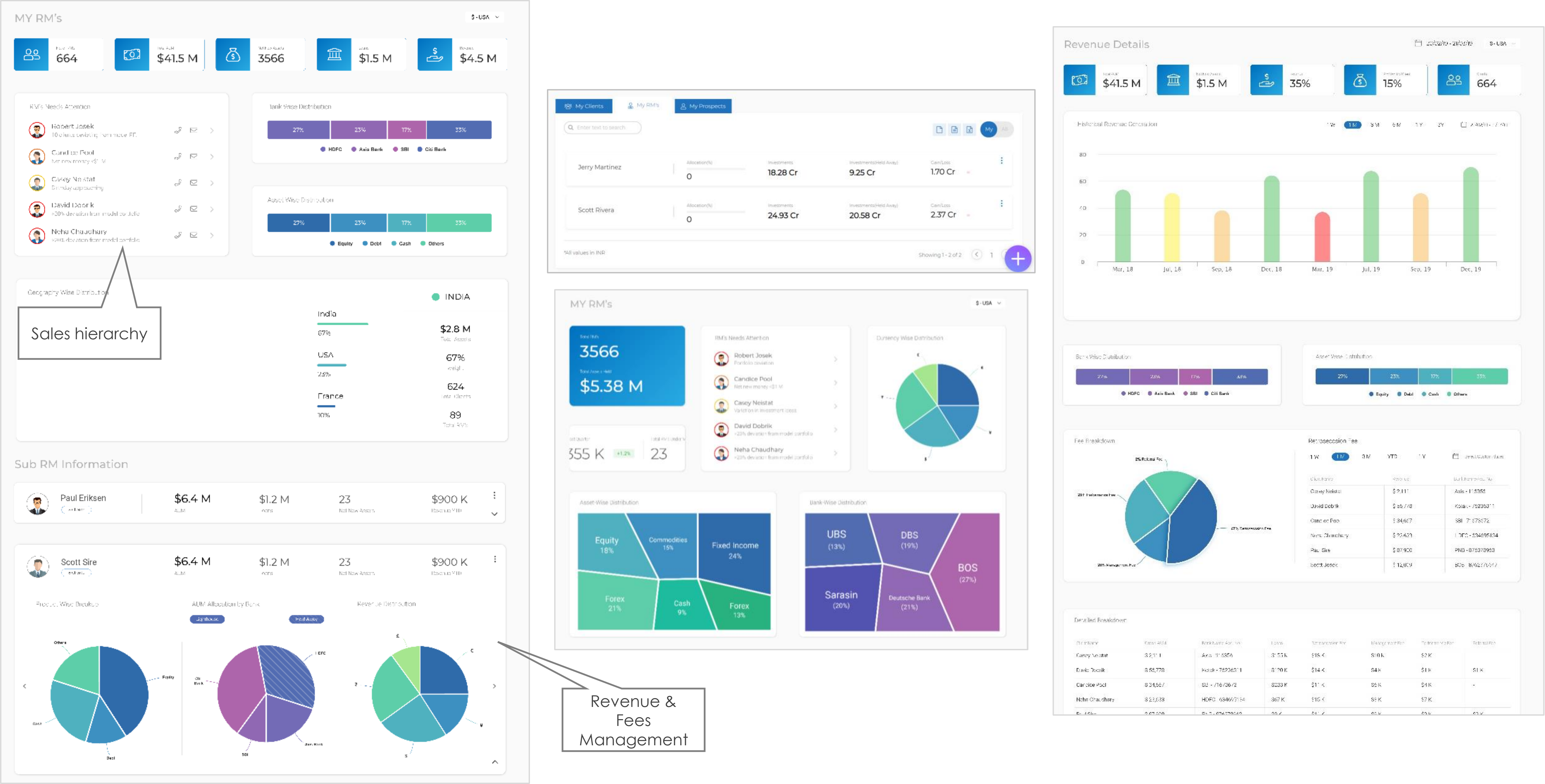
List of Clients

Quick Action



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

ADVISOR HIERARCHY & REVENUE MANAGEMENT

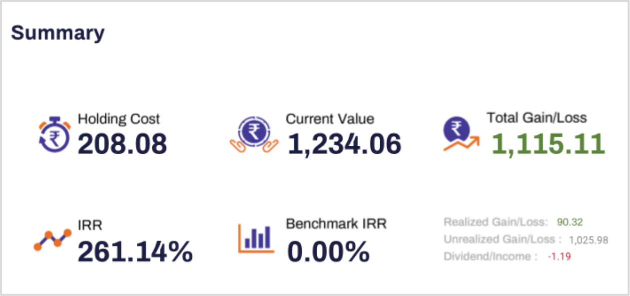


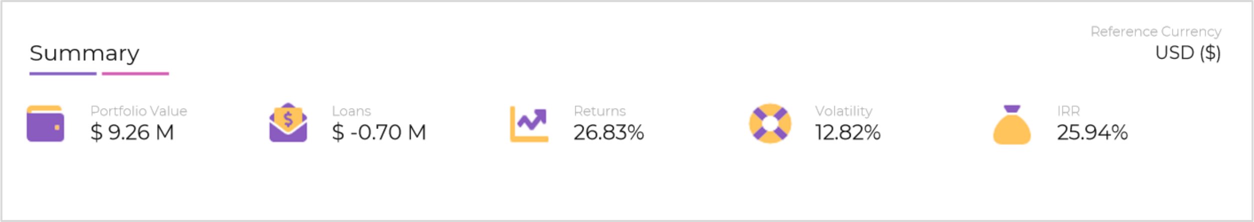
Valuefy
Think value. Think valuefy.

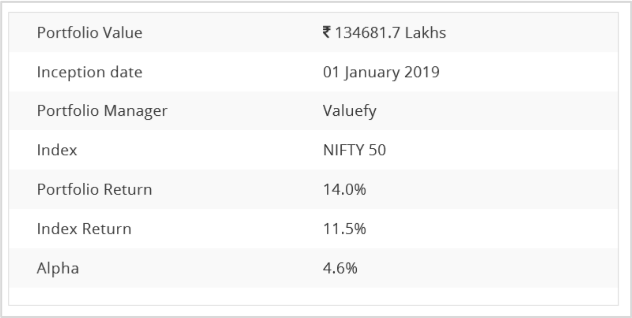
Portfolio Analytics

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

PORTFOLIO SUMMARY

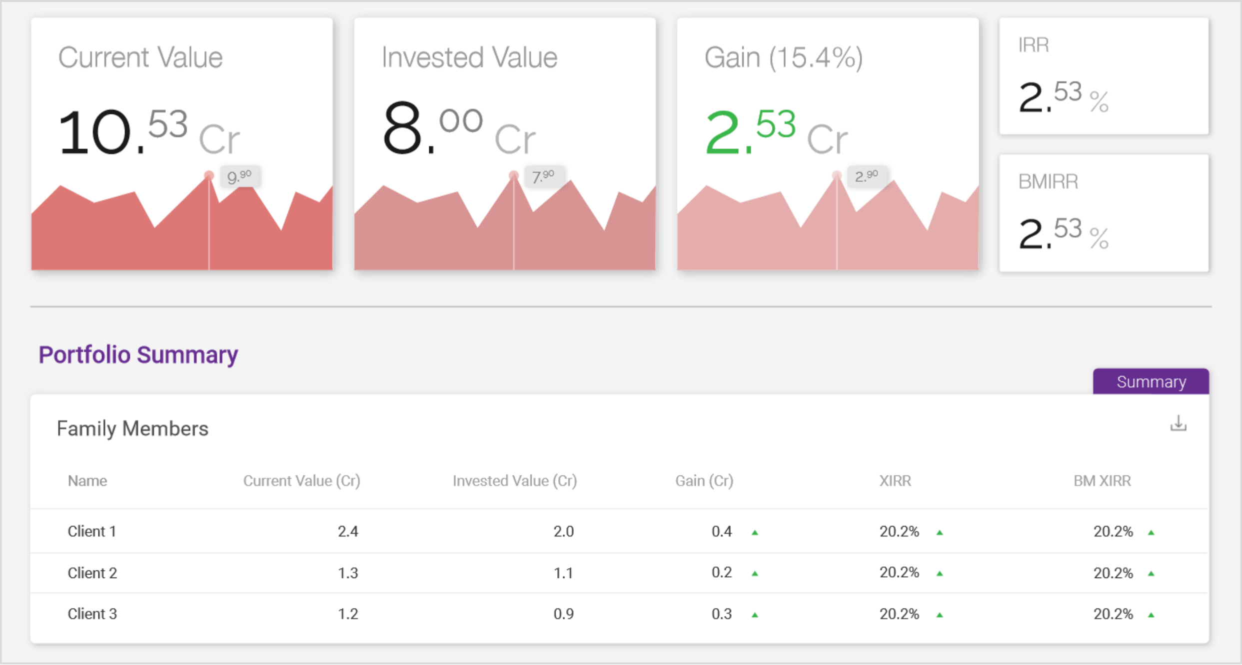






Portfolio Value	₹ 134681.7 Lakhs
Inception date	01 January 2019
Portfolio Manager	Valuefy
Index	NIFTY 50
Portfolio Return	14.0%
Index Return	11.5%
Alpha	4.6%

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

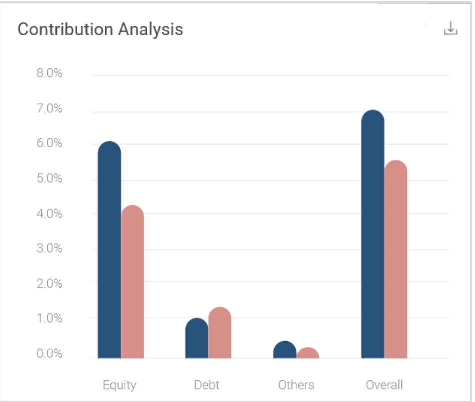


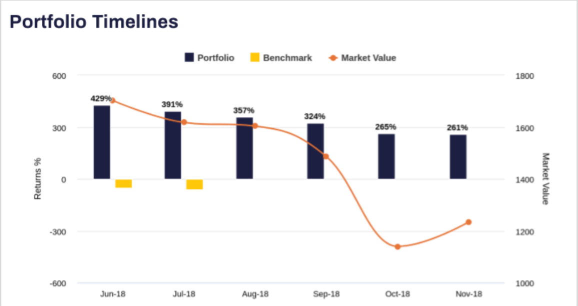
PERFORMANCE

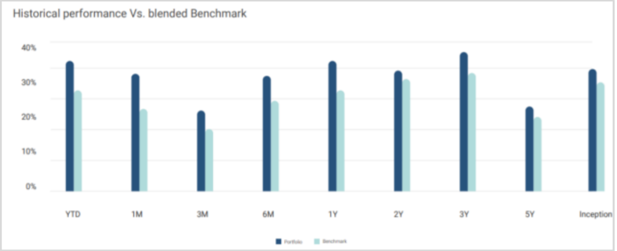
14% | 16.1%	2.4% 11.5%	13468.17	43.2%	16.3%
NET RET / GROSS RET	NET ALPHA / Net Index Ret.	AUM (MN.)	TURNOVER RATIO	RETURN @ 0% CASH
Fund return during selected period	Outperformance during the period	AUM as on to date	TurnOver Ratio during the period	Return of the portfolio assuming zero cash.

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%





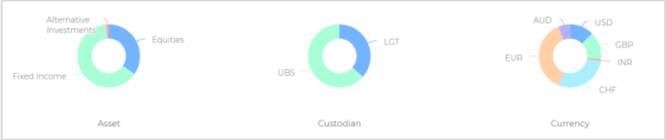


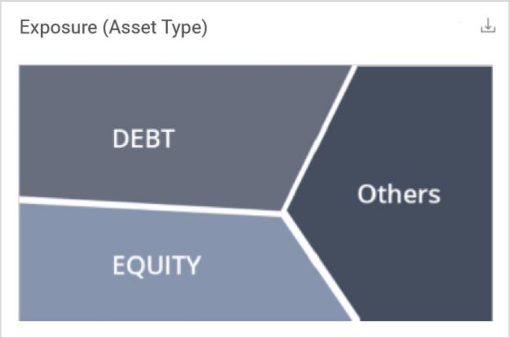
Summary

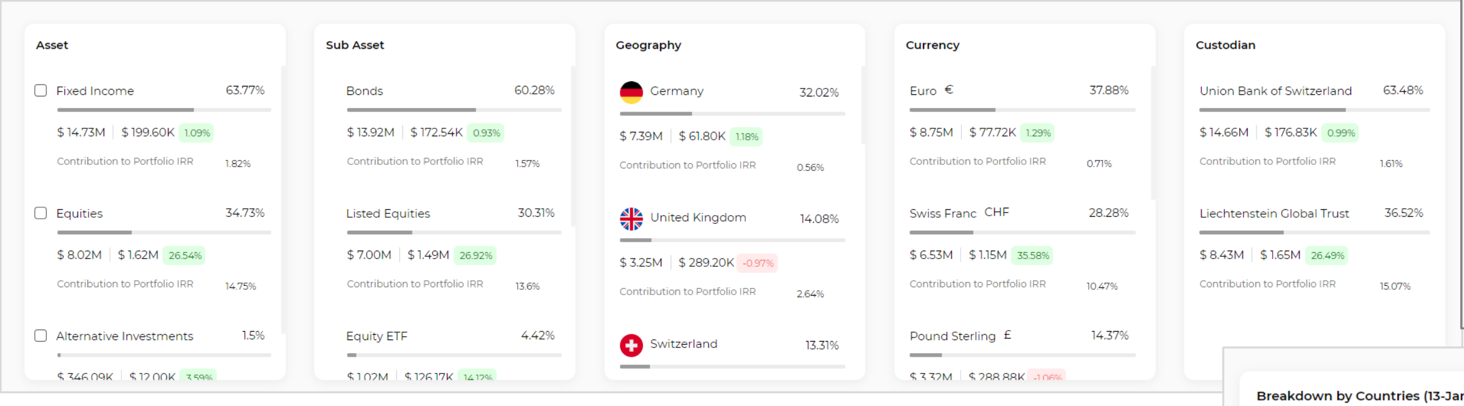
Portfolio Value	IRR	Absolute Returns	Volatility
$ 23.09M	16.68%	$ 1.83M 20.91%	8.94%

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

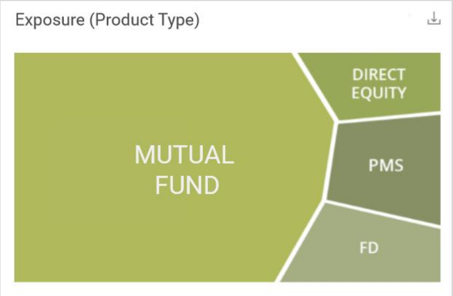
EXPOSURE ANALYSIS

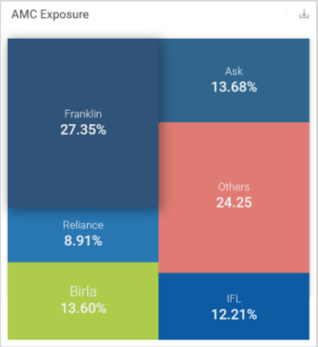


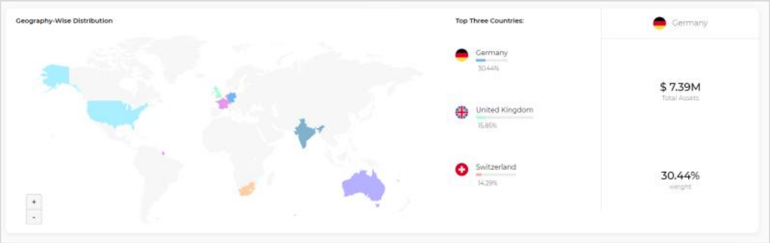


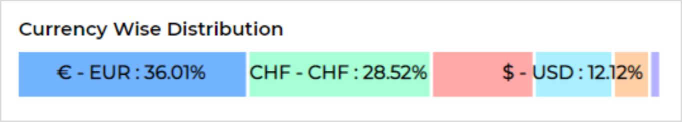


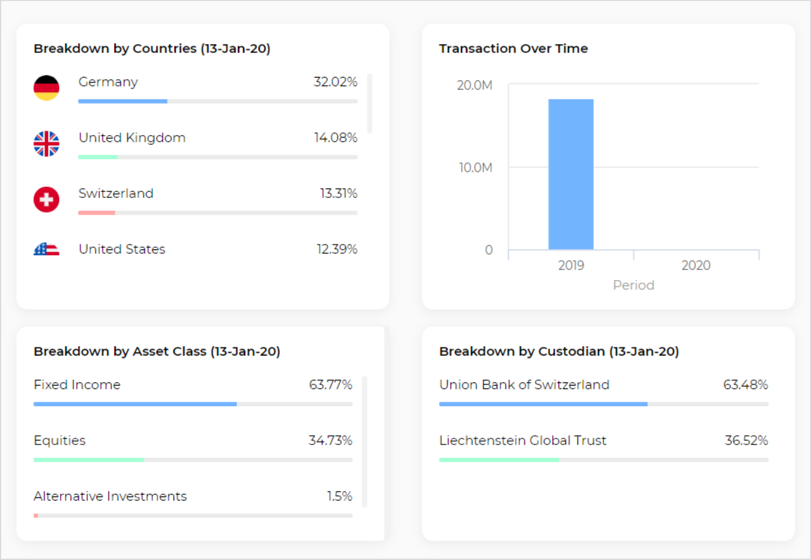
Slice and dice the portfolio with variety of breakdown like Asset Class, Asset Type, Underlying securities, Currency, Issuer, etc.

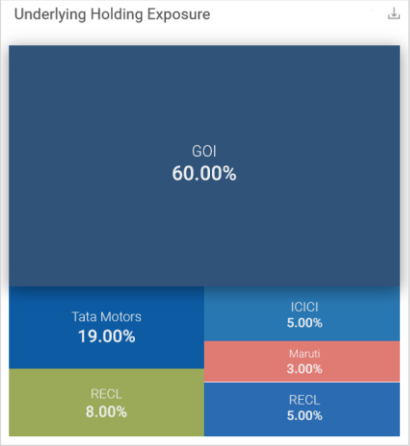












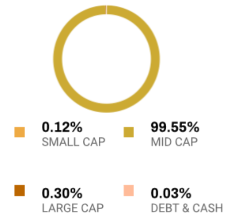
ASSET & PRODUCT LEVEL ANALYSIS

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%**
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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

Reference Currency USD ($)

Portfolio Value	IRR	Absolute Returns	Volatility	Contribution to Portfolio
$ 1.21 M	20.62%	$ 0.04 M +4.87%	0.03%	25.94% +0.54%

Sub-Assetwise Distribution

Bonds: 402,000.00 [33.28%]

Fixed Income Funds: 806,090.88 [66.72%]

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%	25.94% +0.12%
Fixed Income Funds	$ 806,090.88	44.25%	$ 27,056.88 +5.89%	4.64%	25.94% +0.42%

Show different Analytics for each Asset Class or Product Type

Debt Portfolio

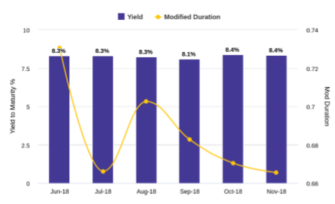
Summary

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%	0.05	5.58%	7.22%

Key Ratios

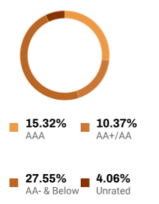
Noms	Nov-18
AA+ AND ABOVE	57.28
AVG MATURITY	1.49
MOD DURATION	0.67
YTM	8.36

Modified Duration & YTM



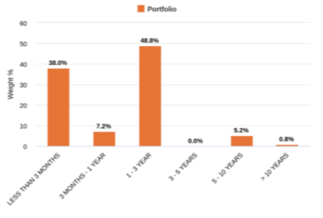
Coverage Ratio is 95.91%

Credit Rating Breakup



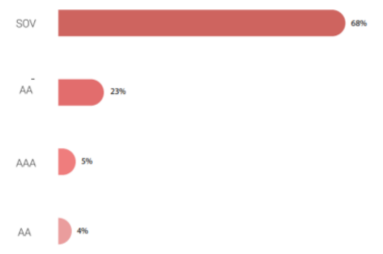
Coverage Ratio is 95.91%

Average Maturity

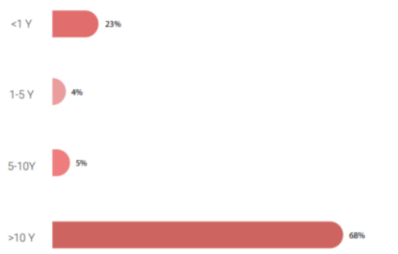


Coverage Ratio is 80.38%

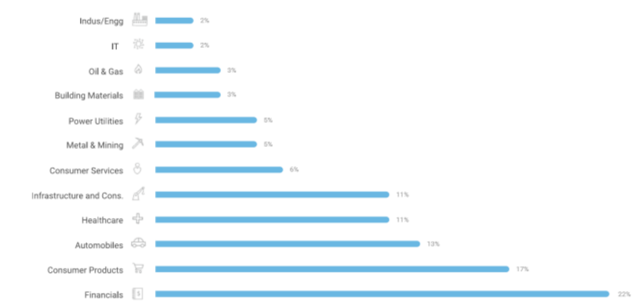
Rating Wise Exposure



Maturity Wise Exposure



Sector Wise Exposure



MULTI-ASSET & MULTI-CURRENCY ATTRIBUTION

RISK ANALYSIS

Risk Adjusted performances (USD)

Statistics	Portfolio	Benchmark
Annualized Volatility	8.94%	10.28% ↑
Omega Ratio	0.75	0.88
Correlation	0.49	
Beta Vs BenchMark	0.43	
Turnover Ratio	25.93%	
Maximum DrawDown	-5.52%	-17.01% ↑
Sharpe Ratio	1.70	2.43
Jensen's Alpha	4.41%	
Active Risk	9.72%	
Information Ratio	-0.01	
Treynor Ratio	35.29%	58.20%

Annualized Alpha
-9.86%

Annualized Return
20.18% Portfolio
30.04% S&P 500 Index

Upside Capture
0.67% Portfolio

Downside Capture
1.34% Portfolio

Sortino Ratio
2.12% Portfolio
2.52% S&P 500 Index

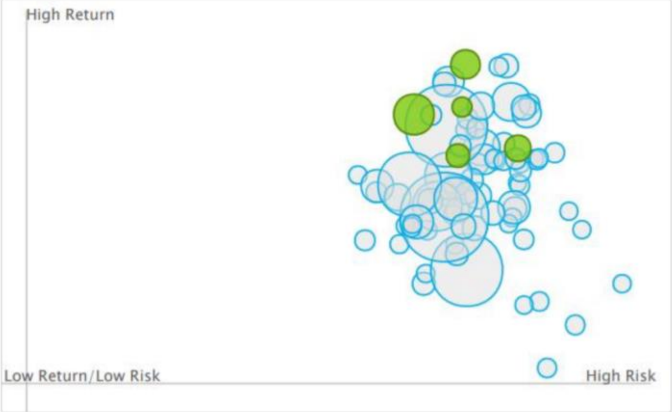
Monthly Outperformance

J F M A
M J J A
S O N D
J

46.15%
% times portfolio beats the index (monthly excess return)

Risk Analysis

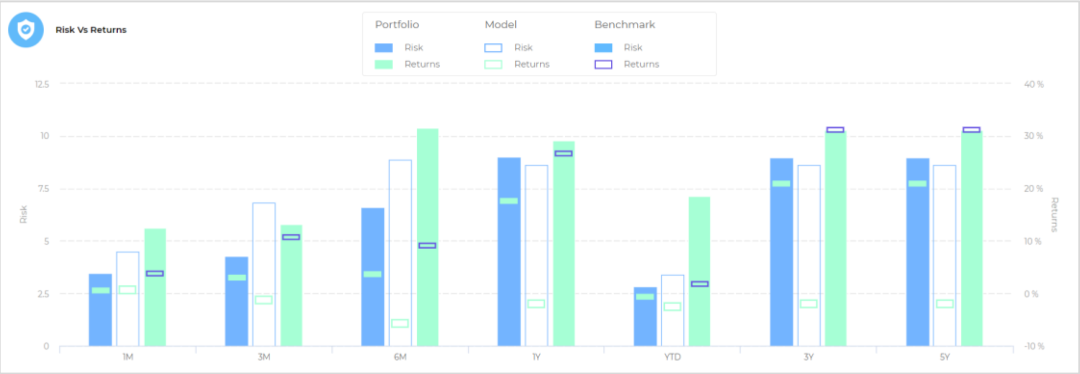
Statistic	Portfolio	Benchmark
Return	15.2%	12.1%
Alpha	3.1%	-
Volatility	16.43%	15.32%
Beta	1.15	-
Sharpe Ratio	3.94	3.61
Information Ratio	2.82	-



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

India Advantage Fund | Go | Download As

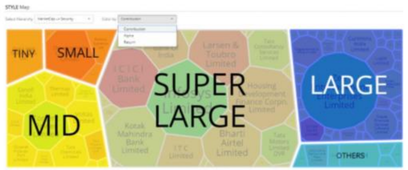
India Advantage Fund
Equity: Large Cap

Benchmark	AUM	Inception Date
BSE Sensex	120.58 Cr.	01-Sep-2001

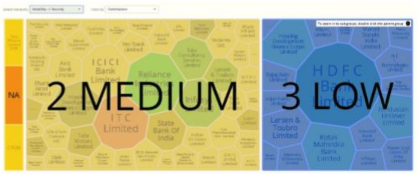
Metric	FUND	INDEX
Trailing 1 Yr Price to Earnings	19.83	25.33
Forward 1 Yr Price to Earnings	22.5	27.8
ROE Growth	22.7%	20.99%
Sales Growth	11.62%	12.99%
EBITDA Growth	10.82%	8.99%
Price to Book	5.32%	3.19%
Dividend Yield	3.2%	1.9%
EV by EBITDA	5.23	7.9
EBITDA Margins	10.34%	12.99%
Net Debt by Equity	1.89	0.89
Book Value per Share	239.65	203.23
Earnings per Share	32.8	41.47

Style & Fundamental Analysis

Market Cap



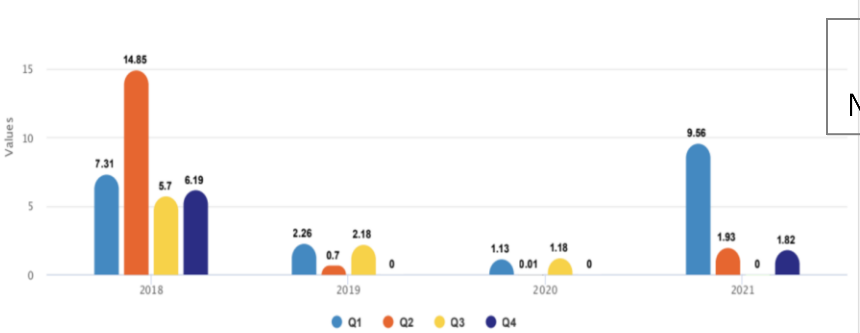
Volatility



Price to Earnings

Beta

Portfolio Liquidity



Liquidity Management

Instrument Type | Fund Manager | ISIN/Source Code

MV (in crs.) | QTY | Liquidity(%) | Avg. Volume 6M | No. Days | Data

Fund	Security	MV (in crs.)	QTY	Liquidity(%)	Avg. Volume 6M	No. Days
		Grand Total				
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	

							Inc in Yield by 0.25%	Inc in Yield by 0.50%	Dec in Yield by 0.25%	Dec in Yield by 0.50%
Scheme Name	**Amount (INR Crs.)**	**Exposure %**	**Mod Duration in Yrs**	**Gross YTM%**	**Expense Ratio %**	**Net YTM%**	**0.25%**	**0.50%**	**-0.25%**	**-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

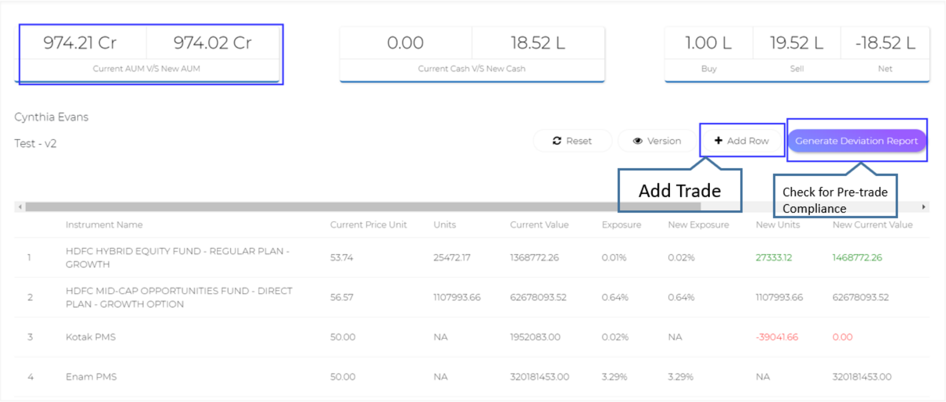
Sensitivity Management

Advisory

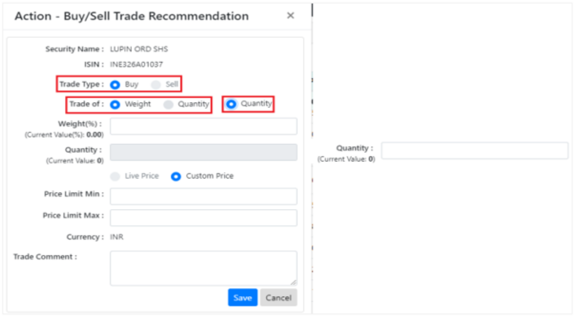
Empower effective Advisory via scenario analysis, investment rules, Model Portfolio & Rebalancing

PRE-TRADE COMPLIANCE

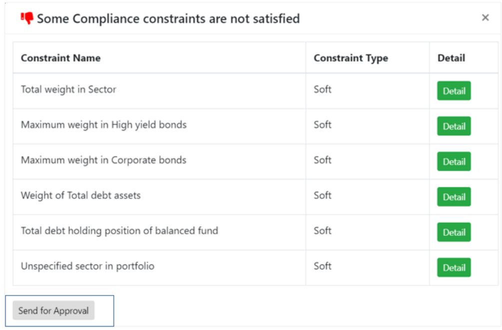
START WITH SCENARIO ANALYSIS



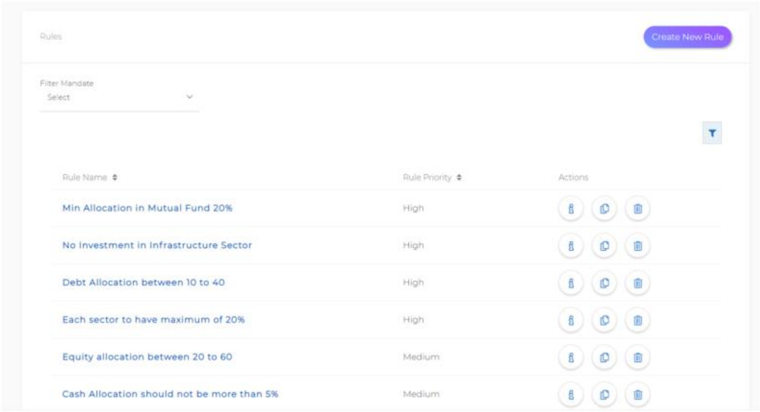
ADD TRADE RECOMMENDATIONS

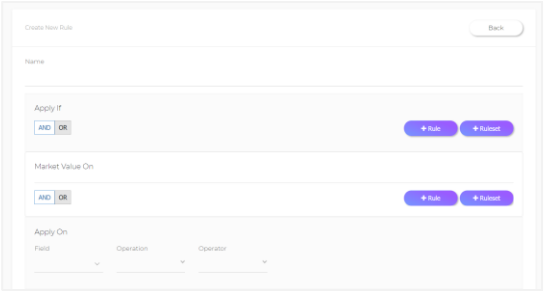


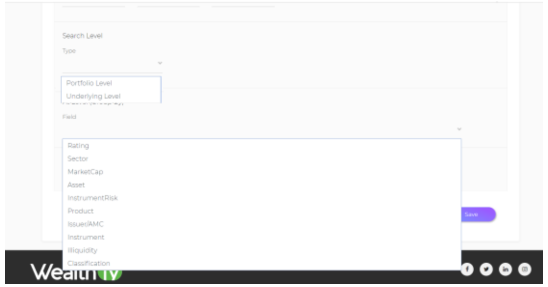
MANAGE BREACHES AND COMPLIANCE APPROVAL



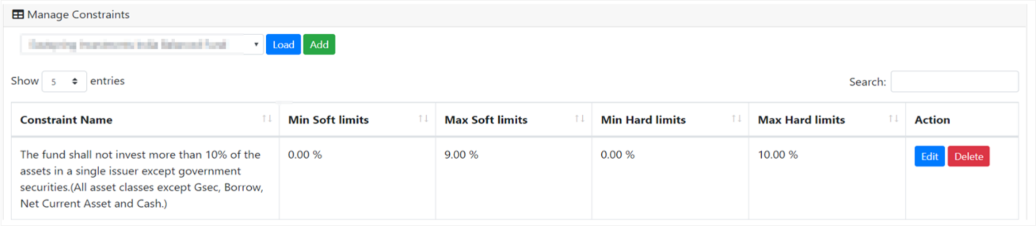
RULE CREATION



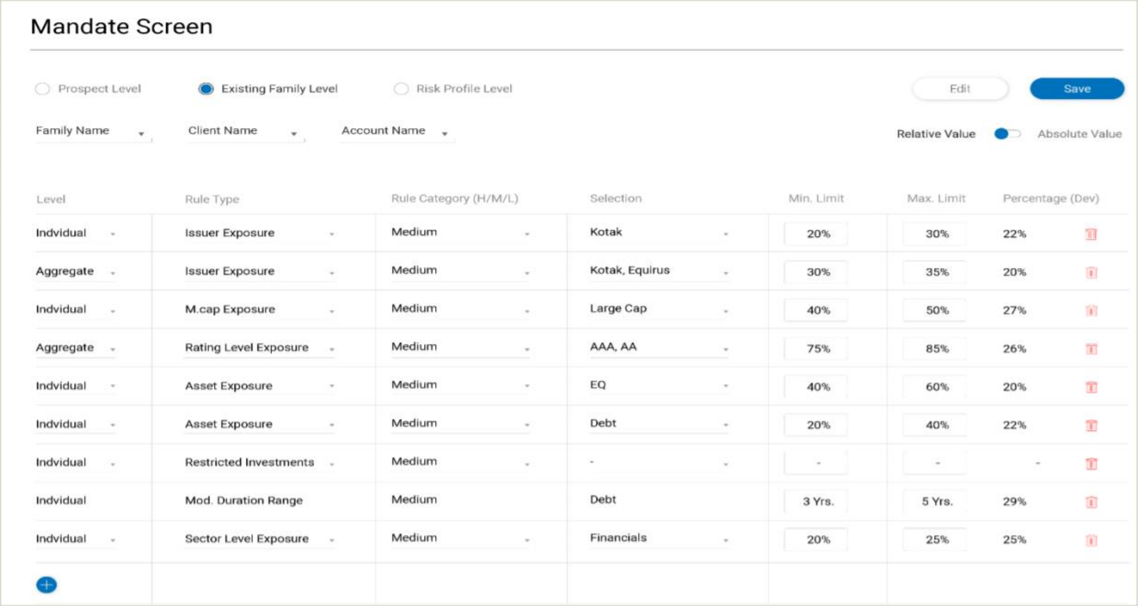




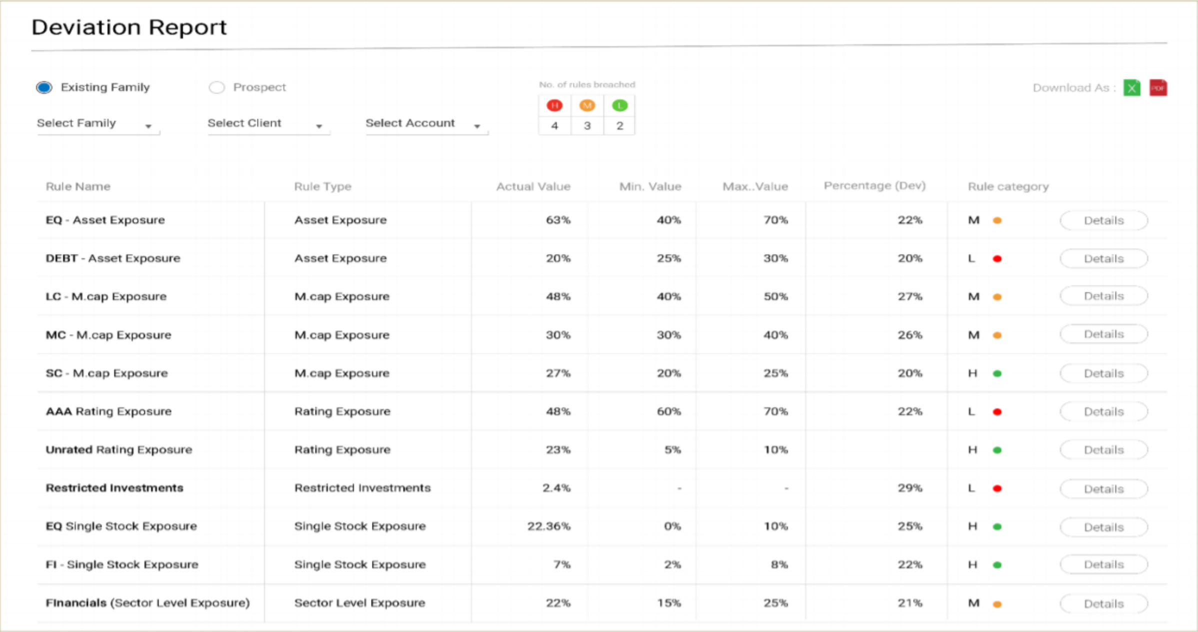
MANAGE BREACHES AND COMPLIANCE APPROVAL



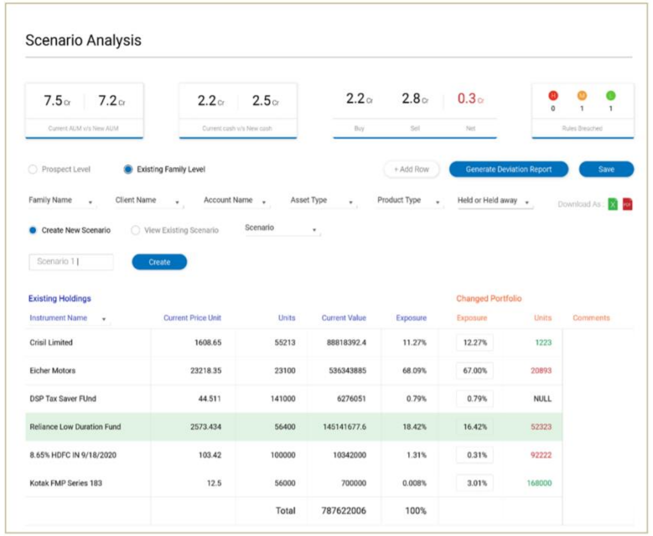
INVESTMENT MANDATE & SCENARIO ANALYSIS



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%

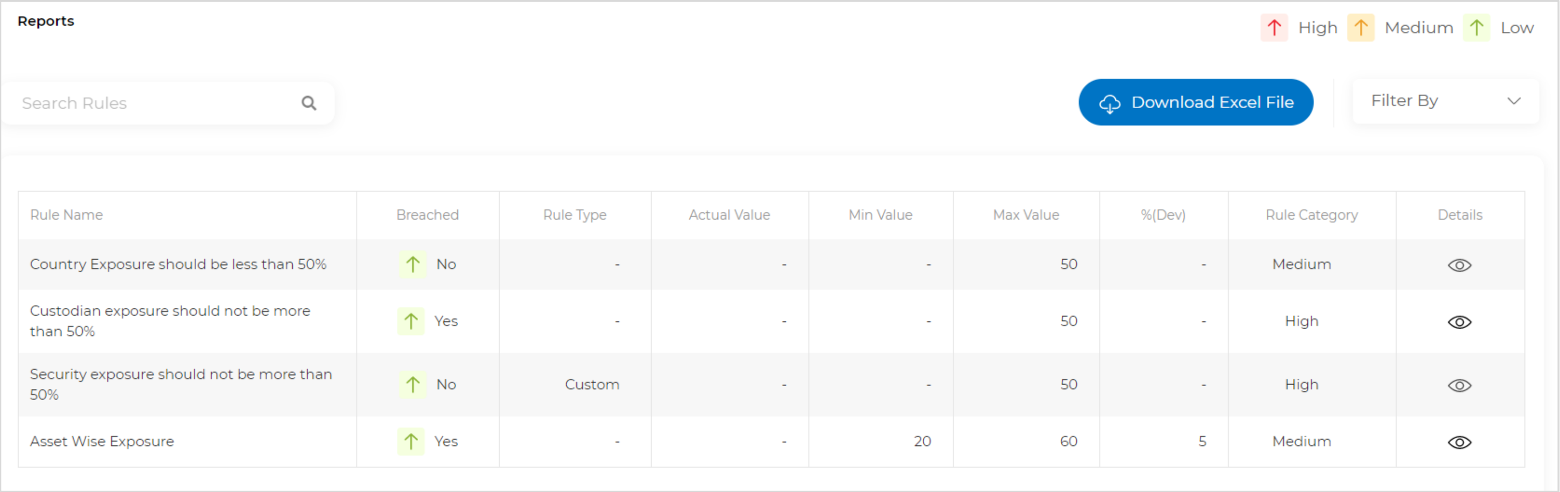


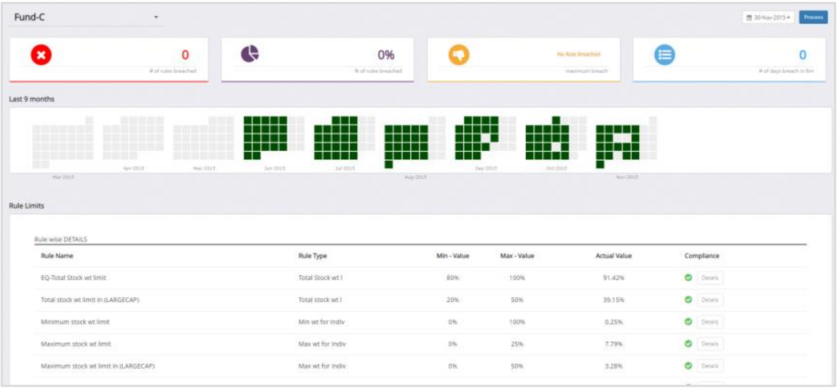
Rule Name	Rule Type	Actual Value	Min. Value	Max..Value	Percentage (Dev)	Rule category	
EQ - Asset Exposure	Asset Exposure	63%	40%	70%	22%	M	Details
DEBT - Asset Exposure	Asset Exposure	20%	25%	30%	20%	L	Details
LC - M.cap Exposure	M.cap Exposure	48%	40%	50%	27%	M	Details
MC - M.cap Exposure	M.cap Exposure	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

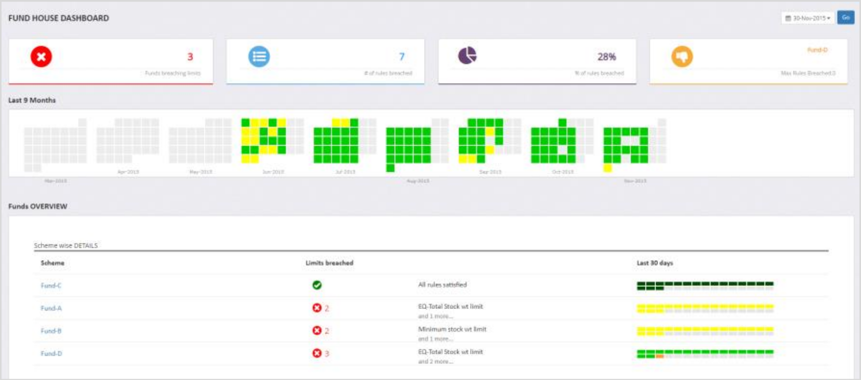


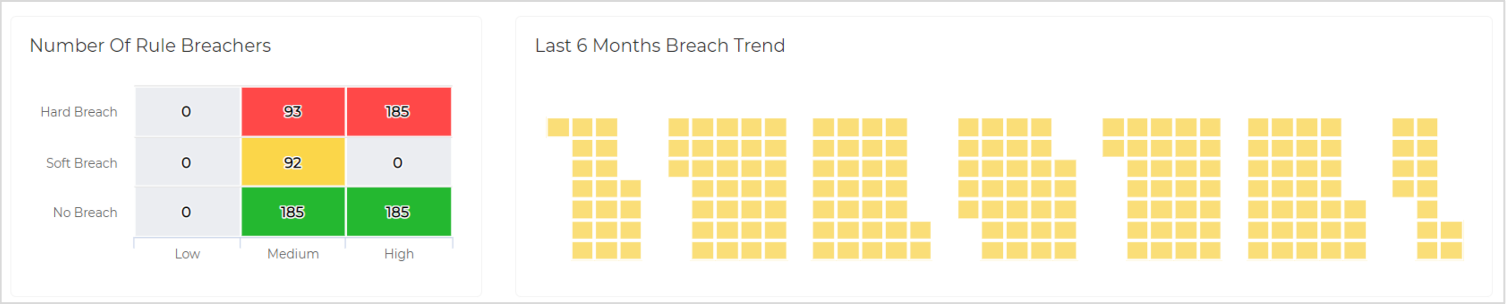
Instrument Name	Current Price Unit	Units	Current Value	Exposure	Exposure	Units	Comments
Crisil Limited	1608.65	55213	88818392.4	11.27%	12.27%	1223	
Eicher Motors	23218.35	23100	536343885	68.09%	67.00%	20893	
DSP Tax Saver FUnd	44.511	141000	6276051	0.79%	0.79%	NULL	
Reliance Low Duration Fund	2573.434	56400	145141677.6	18.42%	16.42%	52323	
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









COMPLIANCE – MONITORING & REPORTING

Portfolio Guidelines : Client DEF-445367

99%	96%	0	0%	99%	99%
Asset Allocation	**Credit Quality**	**Modified Duration**	**Large Cap Stocks**	**Top Fund House**	**Top Scheme**
Your highest exposure is to Equity currently	Overall credit quality is 95.71% in AA & Above rated instruments	Portfolio Modified Duration is 0.32	Underlying Equity Portfolio has 0.08% exposure currently	IIFL AMC has the highest allocation in your portfolio	Quess Corp Ltd. is your top scheme with 98.96 allocation

Asset Allocation Guidelines

CLI-32145 Asset Class	Limits	Balanced Actual Portfolio
Alternative	0-10%	0.00
Cash & Cash Equivalents	0-10%	0.00
Debt	<65%	0.95
Equity	<65%	99.05
Real Estate	<20%	0.00

Portfolio Prudential Norms

CLI-32145 Asset Class	Limits	Balanced Actual Portfolio
Debt		
AA (and above)	<100%	95.71
Below AA rated	<30%	4.29
Modified Duration	<3%	0.32
Equity		
Large cap	<100%	0.08
Mid Cap	<40%	99.92
Small Cap	0-10%	0.00
Debt & Cash	0-10%	0.00

Max Allocation to Mutual Funds / Managed Accounts

CLI-32145 Guidelines	Limits	Current	Balanced
SINGLE FUND HOUSE/AMC	<25%	IIFL:99.04%	
SINGLE INSTRUMENT	<15%	8.48% INDIA INFRASTRUCTURE FINANCE COMPANY LIMITED TRCH-II SR-2A 8.48 LOA 22JN29 FVRS1000:0.02%	
SINGLE ISSUER	<25%	INDIA INFRASTRUCTURE FINANCE CO.LTD:0.02%	
SINGLE SCHEME	<15%	Quess Corp Ltd. :98.96%	

Portfolio Guidelines : Client DEF-885629

79%	86%	1	40%	18%	16%
Asset Allocation	**Credit Quality**	**Modified Duration**	**Large Cap Stocks**	**Top Fund House**	**Top Scheme**
Your highest exposure is to Debt currently	Overall credit quality is 86.49% in AA & Above rated instruments	Portfolio Modified Duration is 0.83	Underlying Equity Portfolio has 40.17% exposure currently	Hdfc Mutual Fund AMC has the highest allocation in your portfolio	ICICI Pru FMP-82-1136D-P(G) is your top scheme with 16.11 allocation

Asset Allocation Guidelines

CLI-43454 Asset Class	Limits	Balanced Actual Portfolio
Alternative	0-10%	0.00
Cash & Cash Equivalents	0-10%	0.02
Debt	<25%	78.97
Equity	<100%	21.01
Real Estate	<20%	0.00

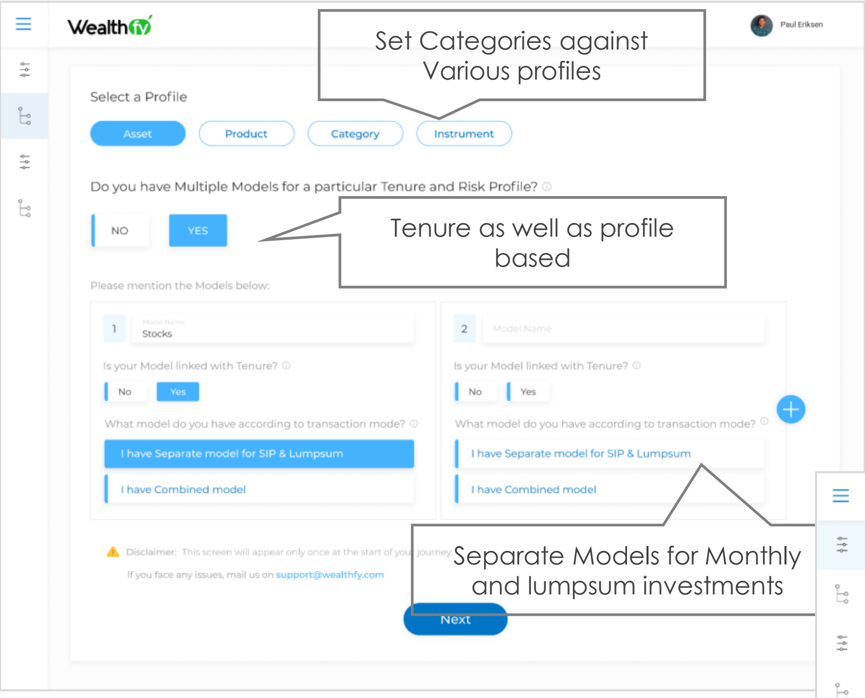
Portfolio Prudential Norms

CLI-43454 Asset Class	Limits	Balanced Actual Portfolio
Debt		
AA (and above)	<100%	86.49
Below AA rated	<30%	13.51
Modified Duration	<3%	0.83
Equity		
Large cap	<100%	40.17
Mid Cap	<40%	17.98
Small Cap	<10%	21.36
Debt & Cash	<10%	20.48

Max Allocation to Mutual Funds / Managed Accounts

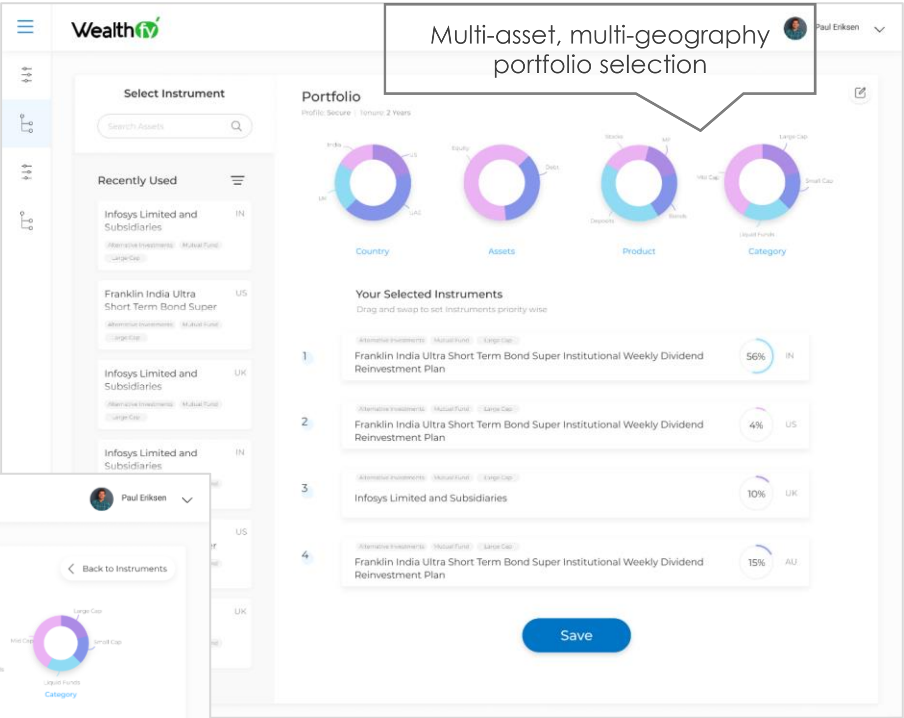
CLI-43454 Guidelines	Limits	Current	Balanced
SINGLE FUND HOUSE/AMC	<25%	Hdfc Mutual Fund:18.49%	
SINGLE INSTRUMENT	<15%	IIFL WEATLH FINANCE LTD LWFEC825-140520:6.68%	
SINGLE ISSUER	<25%	IIFL Wealth Finance Ltd:20.02%	
SINGLE SCHEME	<15%	ICICI Pru FMP-82-1136D-P(G):16.11%	

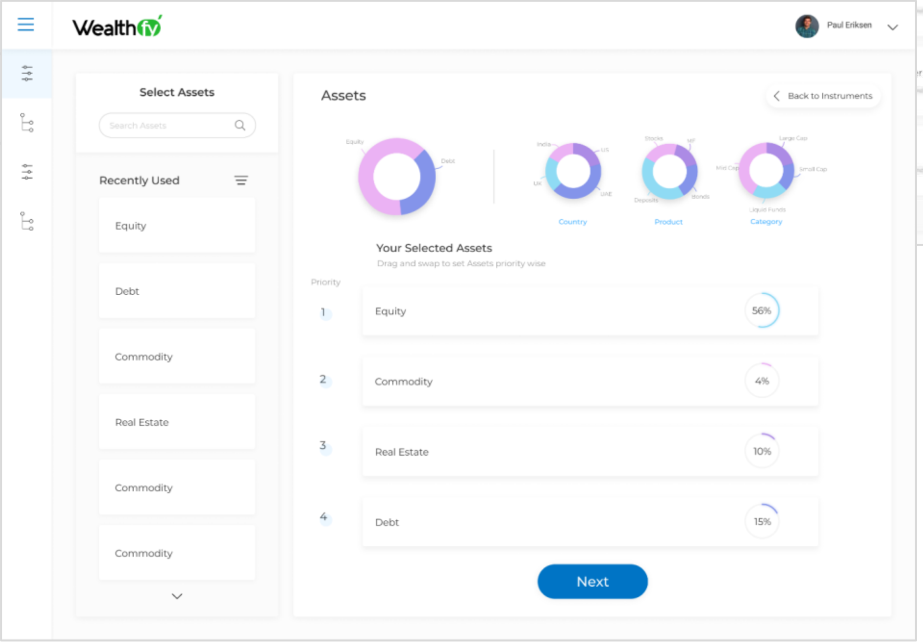
MODEL PORTFOLIO CREATION



Standardized your advisory approach

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

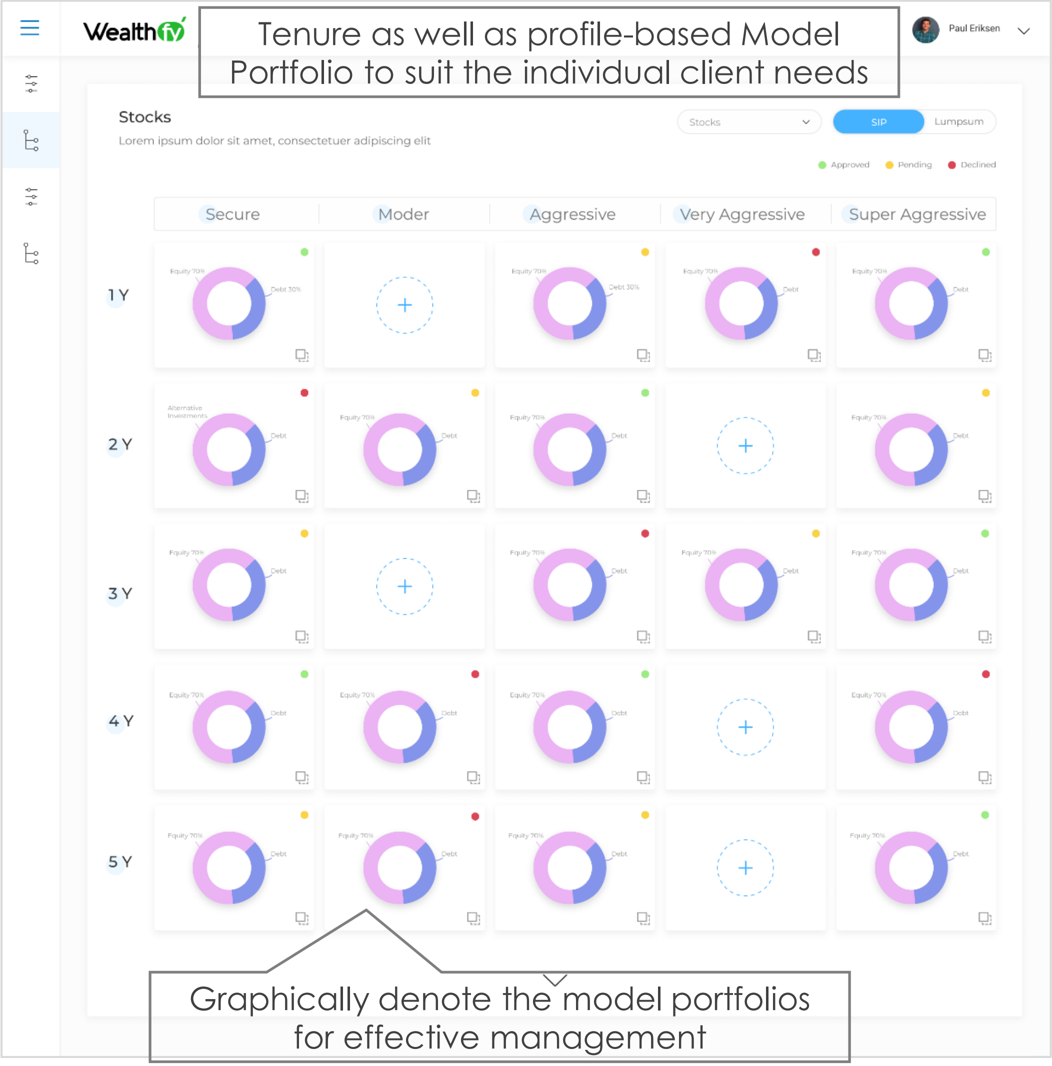




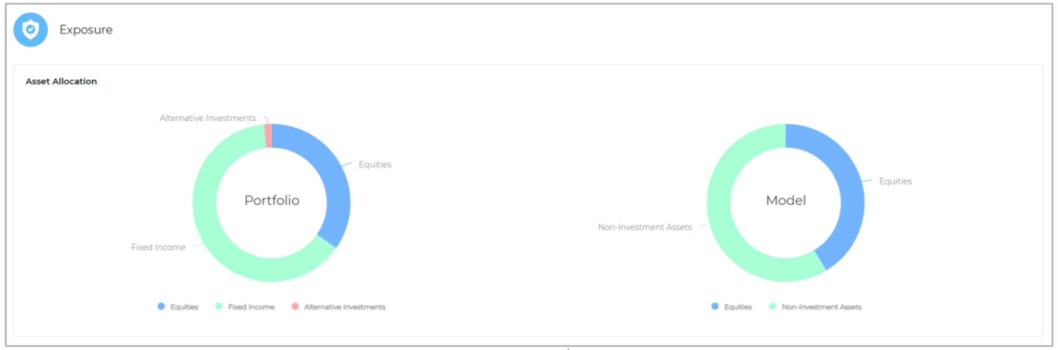
Efficient tool to construct investment portfolios using a range of instruments and run them with respect to individual client profile

MODEL PORTFOLIO MONITORING

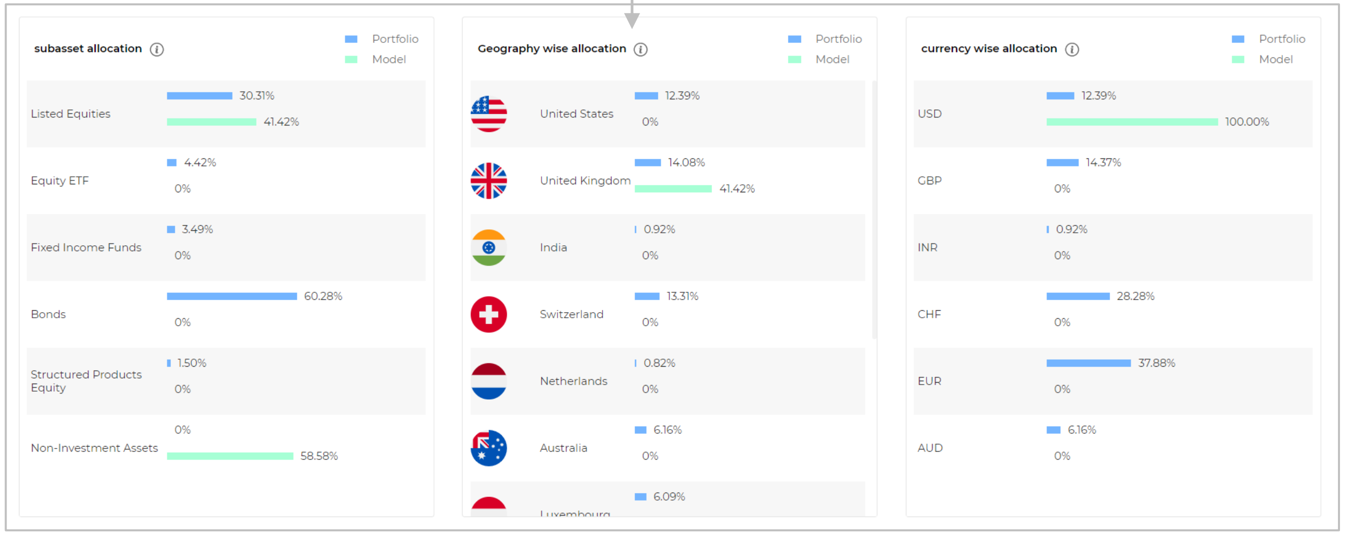
Tenure as well as profile-based Model Portfolio to suit the individual client needs



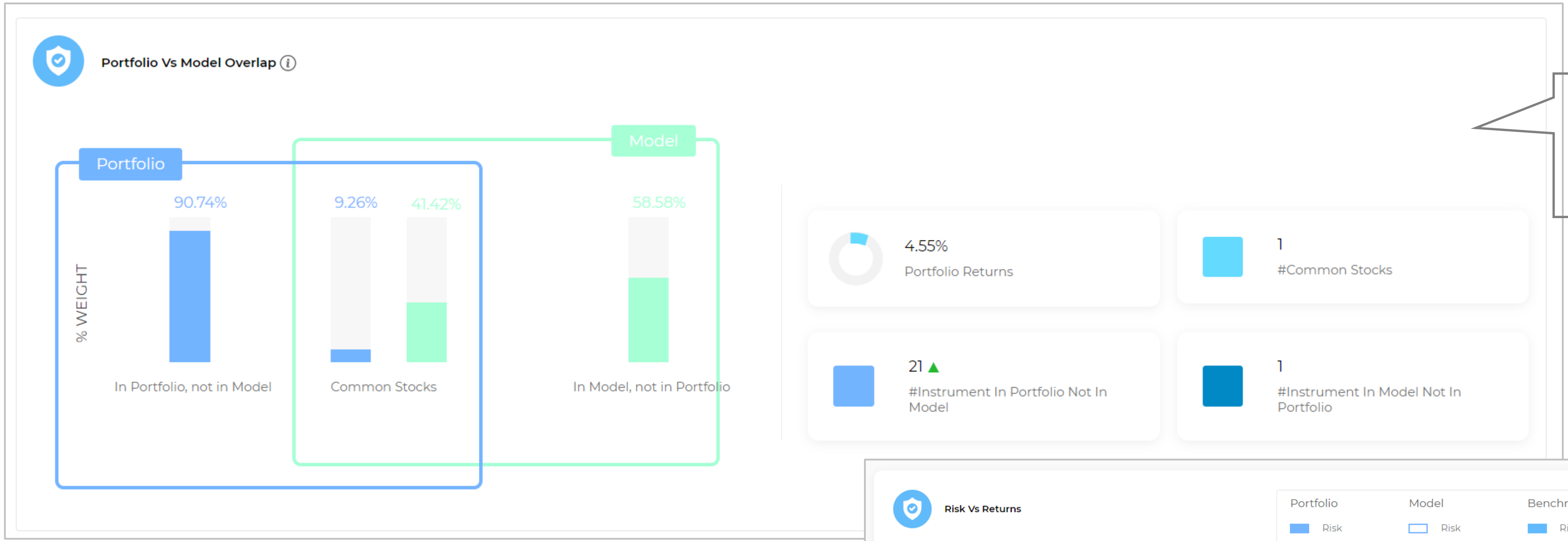
Graphically denote the model portfolios for effective management



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



MODEL PORTFOLIO ANALYTICS



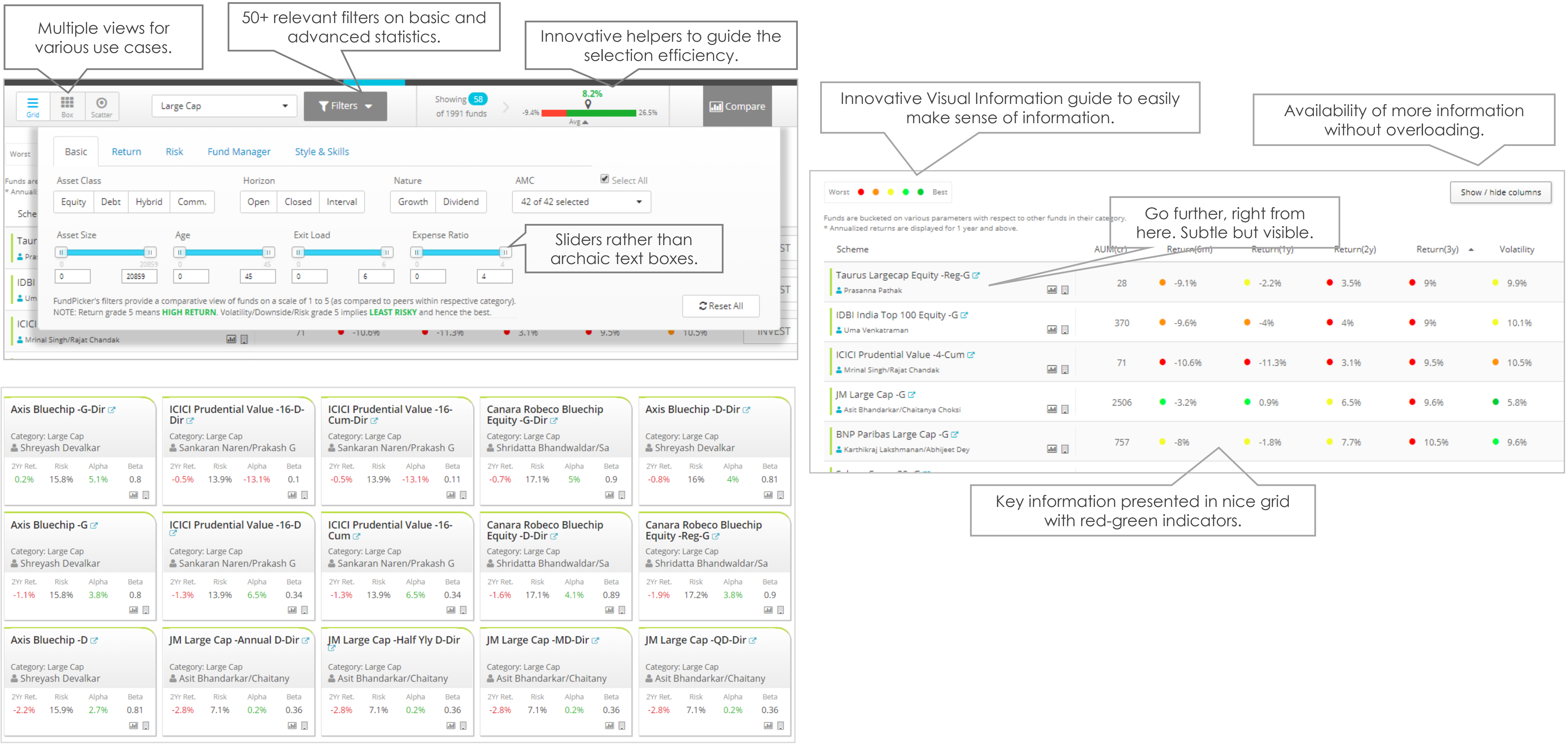
Detailed overlap analysis to understand the deviations with security detail

Risk Return analysis for Portfolio, Benchmark & Model

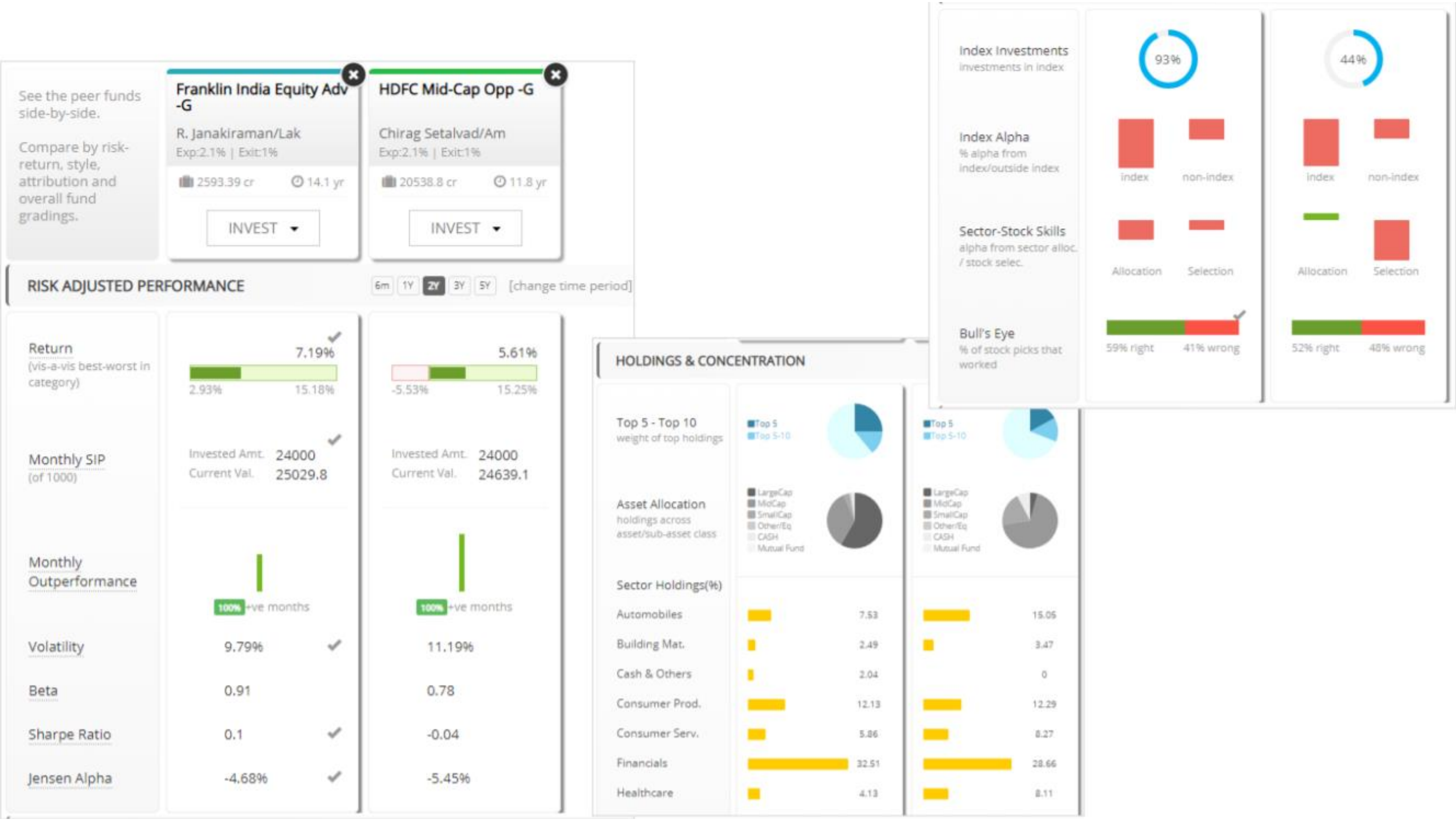
Fund Analytics

Fund analytics tool warehouse for agents and retail investors

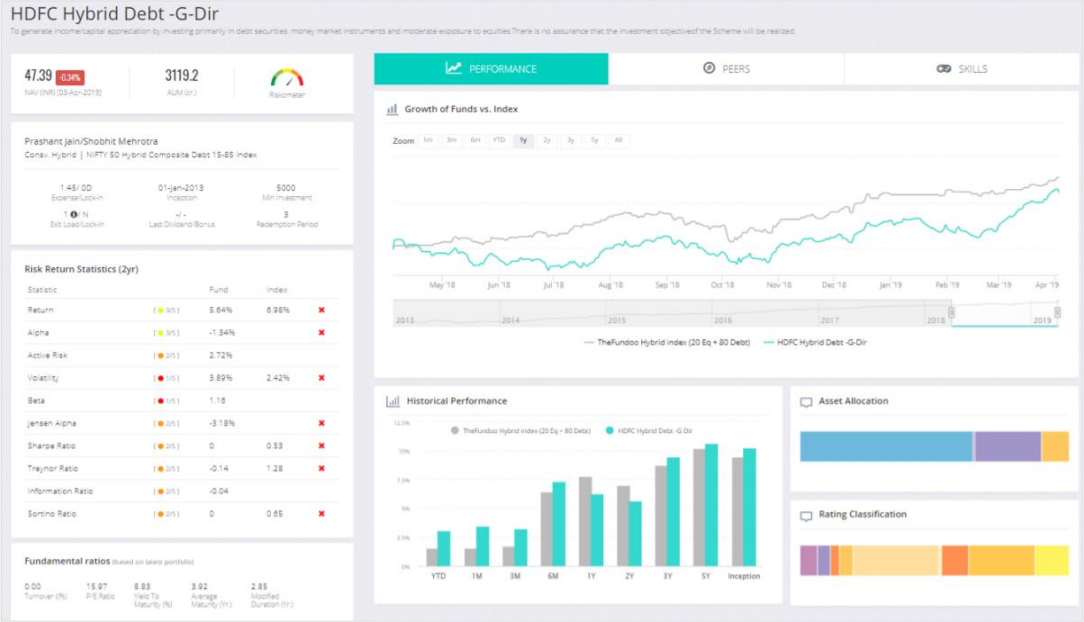
FUND SCREENER

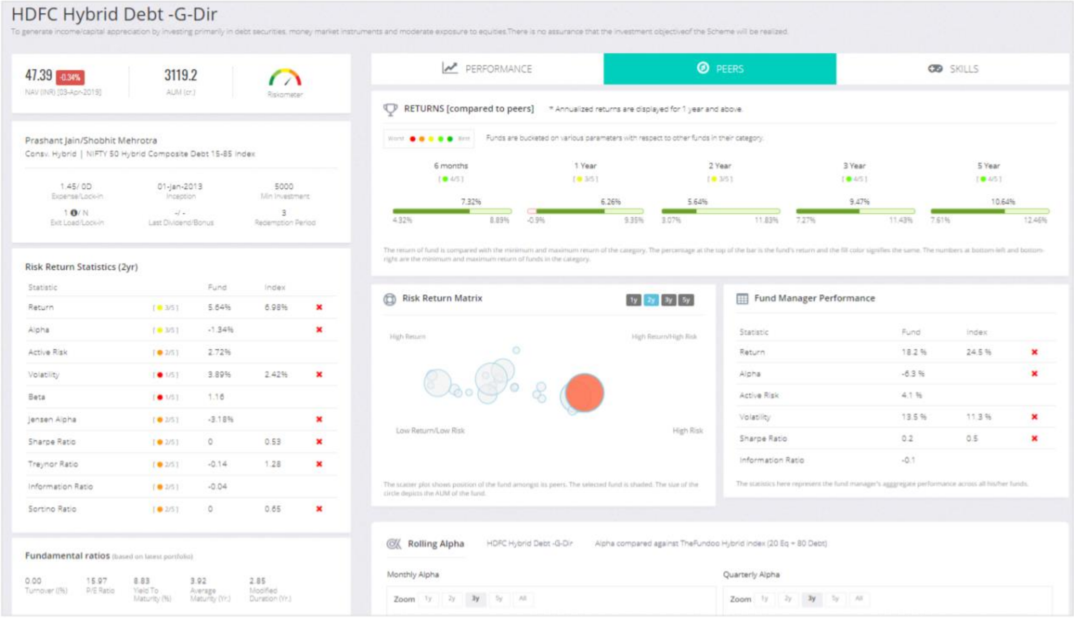


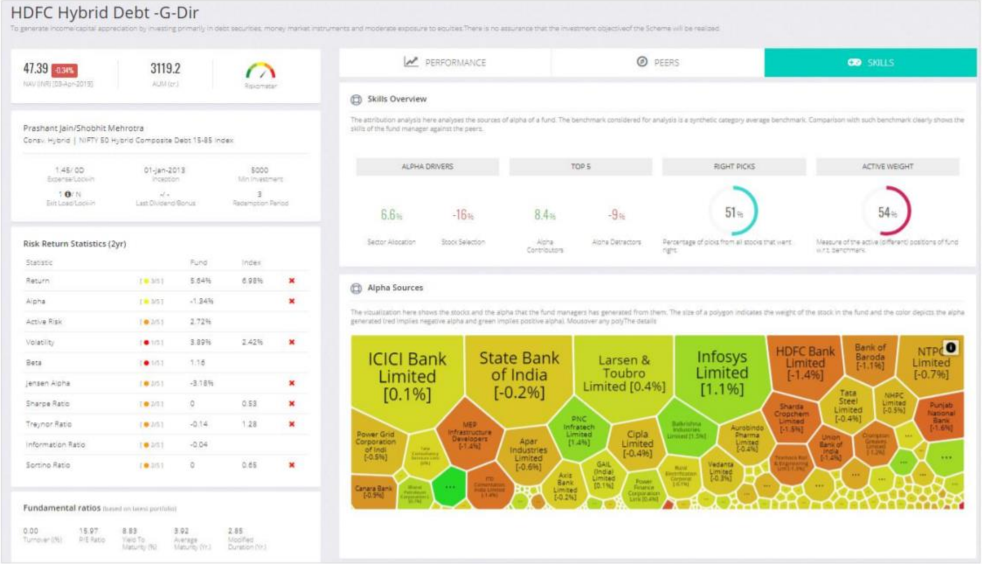
FUND COMPARE



FUND FACTSHEET

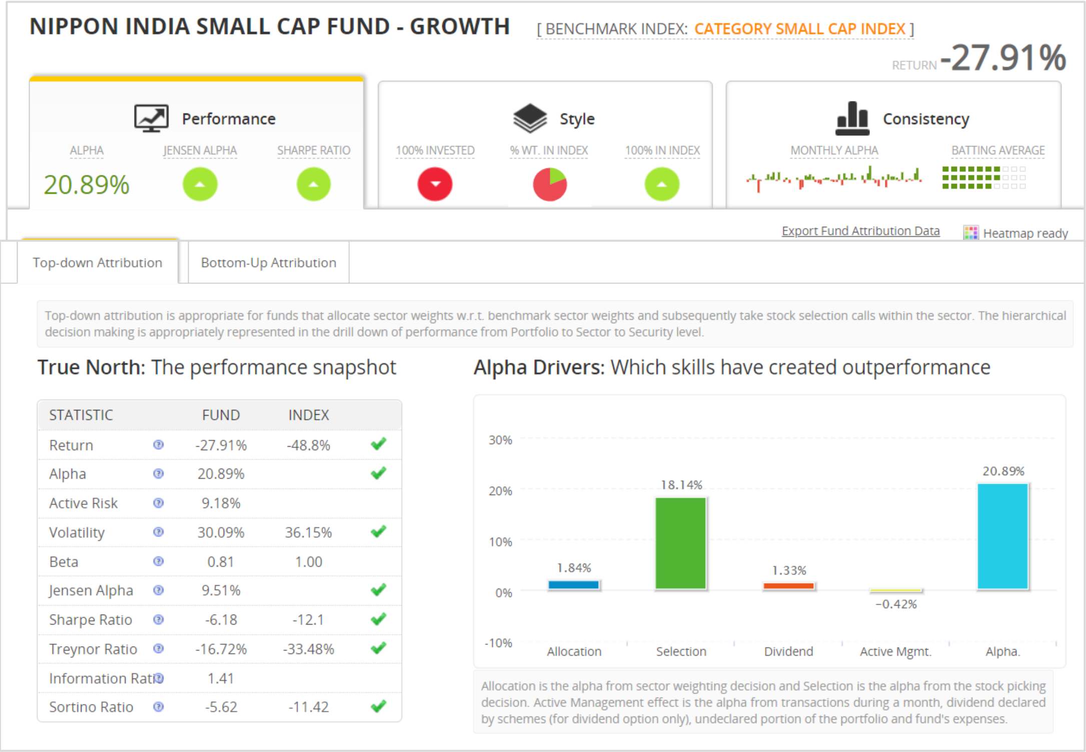




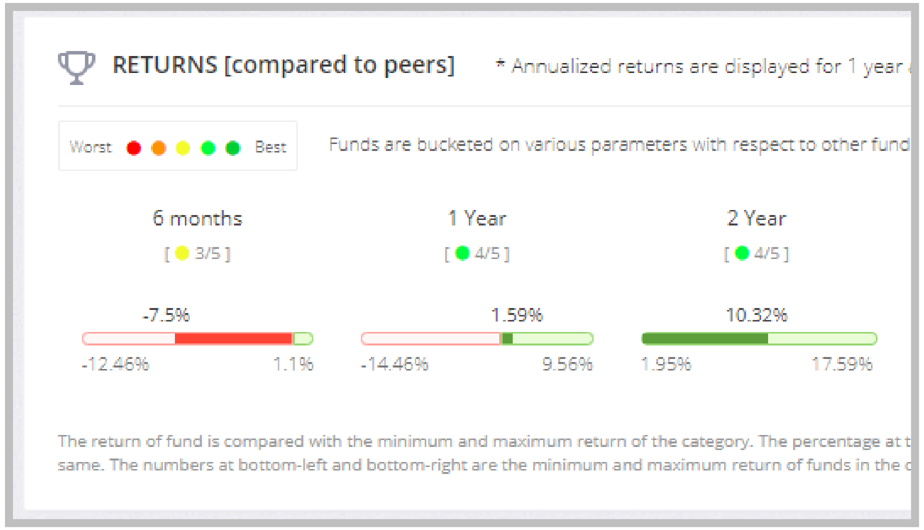


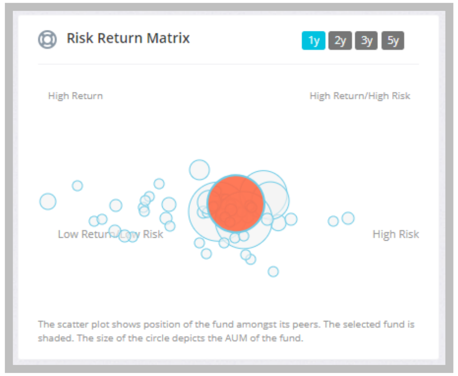
Various versions of Factsheet like long and short available depending on the consumption and the data and analytics requirement of the end user

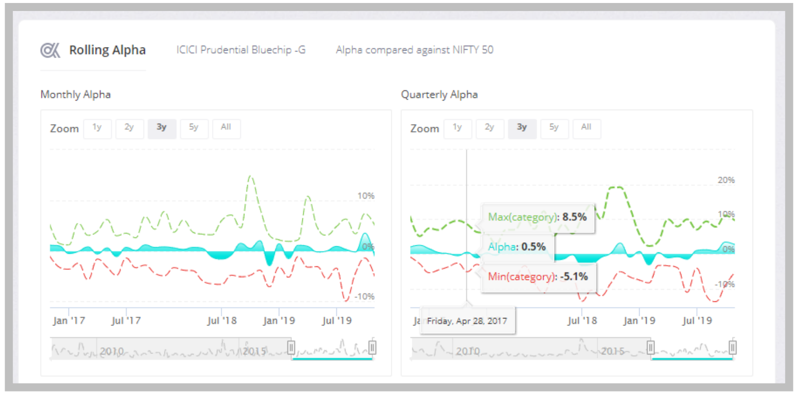
PEER REVIEW & ATTRIBUTION



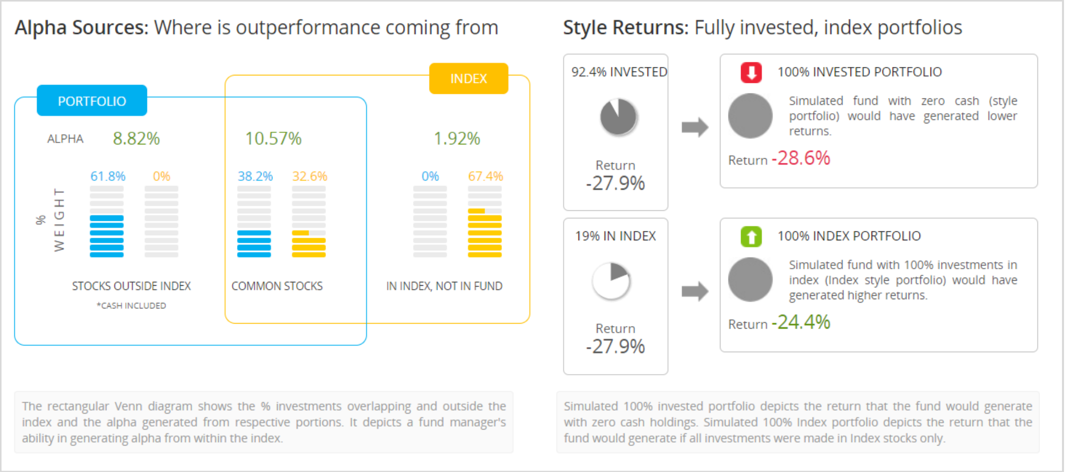
Compare peers for Attribution, Exposure, Portfolio Overlap, Return and Alpha Sources



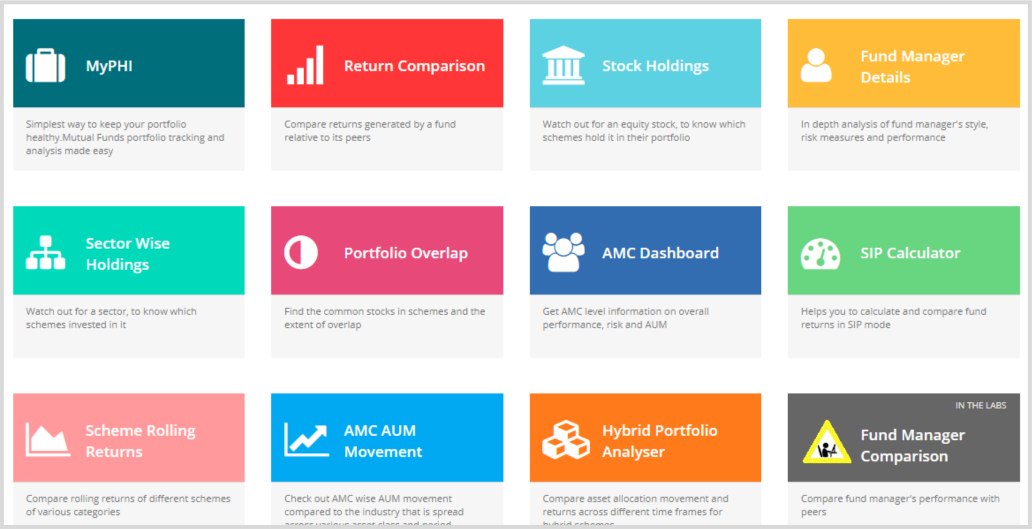


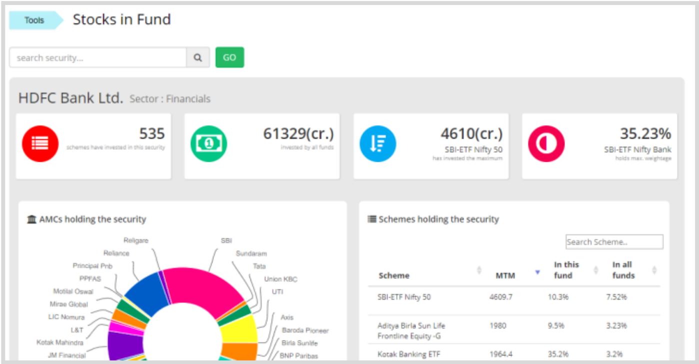


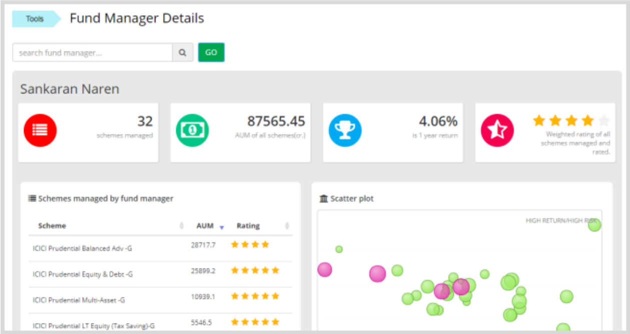
Compare – Performance, Manager Style & Manager consistency

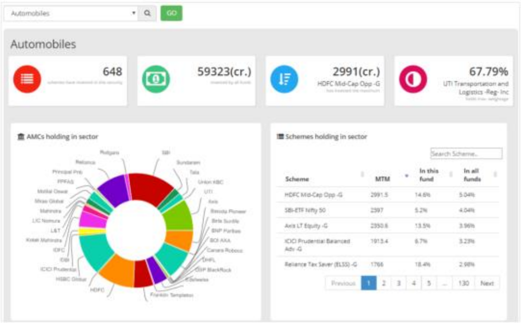


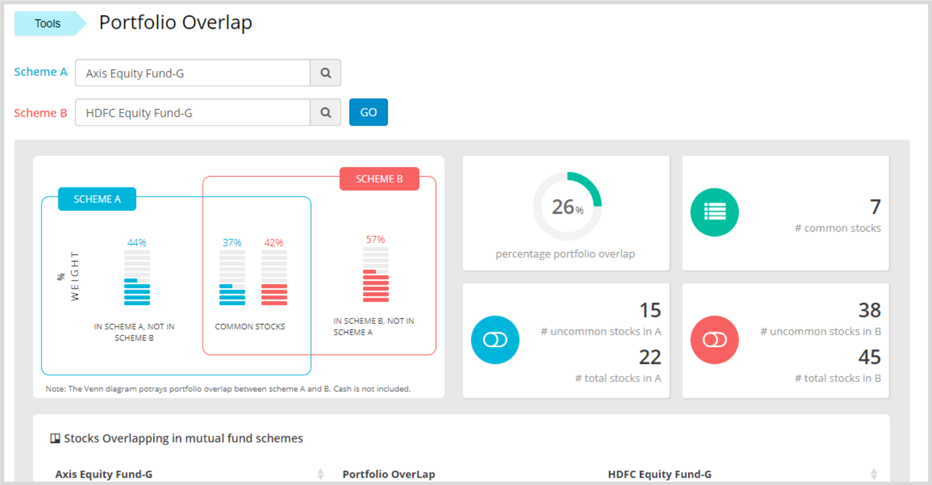
TOOLS & DASHBOARDS

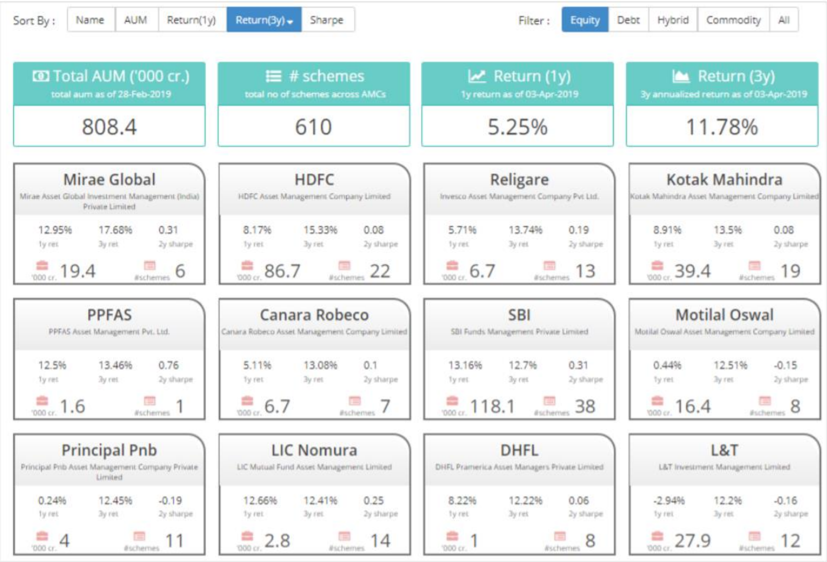


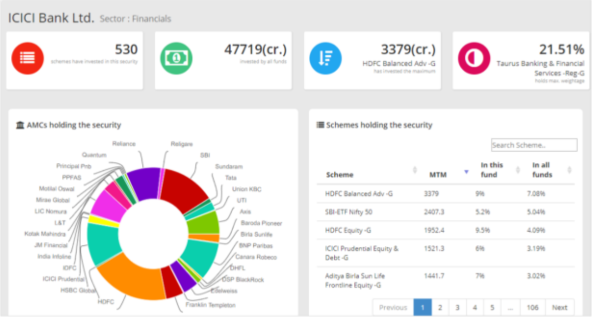












Valuefy

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