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## EQUITY PORTFOLIOS



ROCKETSHIP



VALUE MIGRATION



MONOPOLIES



BREAD & BUTTER



DISRUPTORS



SOCIALLY  
RESPONSIBLE  
INVESTING

# EQUITY PORTFOLIOS

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Thematic portfolios of 10-15 stocks, which are built to outperform the index

Historical returns for these portfolios have been 28-57% CAGR over the last 5 years

Concentrated, professionally-managed, high-performance



## ROCKETSHIP

Invest in companies that exhibit supernormal growth. Growth is all we chase here.



## VALUE MIGRATION

Unorganised to Organised. Brick-and-Mortar to Digital. Invest in mega value-shifts.



## MONOPOLIES

Companies that dominate their respective industries and sectors.



## BREAD & BUTTER

"The best place to begin looking for the ten-bagger is close to home." - Peter Lynch



## DISRUPTORS

Invest in disruption - companies that are future winners across sectors.



## SOCIALLY RESPONSIBLE INVESTING

Low climate impact, high social impact and strong governance standards.

# PERFORMANCE TRACK RECORD

	Oct-22	1 Year	5 Year CAGR
Nifty 50	5.5%	0.7%	11.5%
Rocketship	1.0%	2.6%	46.5%
Monopolies	2.9%	16.0%	57.4%
Disruptors	2.6%	-9.6%	56.3%
Bread & Butter	-2.5%	-1.3%	32.0%
Value Migration	4.9%	5.2%	28.3%
Socially Responsible Investing	-0.4%	-	-

# PORTFOLIO HIGHLIGHTS

**Monopolies has been amongst the top 10 performing portfolios on smallcase**

**22% exposure to Defence and 15% to ITC has boosted performance**

**The portfolio also is the best-selling portfolio for Rupeeting**

**We launched our portfolios on smallcase and WealthDesk at the peak of the markets in October 2021**

**4 of the 6 portfolios have been beating the markets since then**

**2 more portfolios to be launched soon – Flagship and Manufacturing**

**Multiple star performers across portfolios – these have been close to doubling or even more**

**DB Realty and Tube Invest in Rocketship**

**BDL, HAL, Data Patterns in Monopolies**

**PG Electroplast in Disruptors**

**Varun Beverages in SRI**



# HOW DID WE DELIVER THIS?

## Investment Process

Rigorous  
Preemptive  
Long-term focused

### Rigorous

Deep fundamental process – both quantitative and qualitative to determine which stocks get into our portfolios.

We have rigorous checks – business, market, competition, moats, financials, track-record, valuations.

### Long-term focused

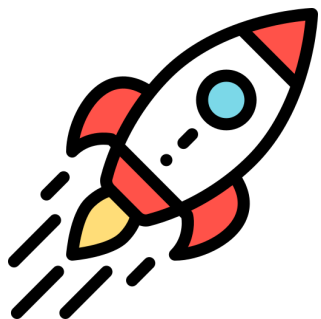
We don't run a chit fund! We aim to make money by investing and running strategies over 3-5 years.

Short-term ups and downs don't affect us, and shouldn't affect you too. We believe in compounding wealth over the long run.

### Preemptive

Experience, knowledge and research to predict trends and align portfolios to benefit from market conditions.

To constantly adapt is the only way to generate consistent outperformance. We keep our eyes open and obsess over what will happen next.



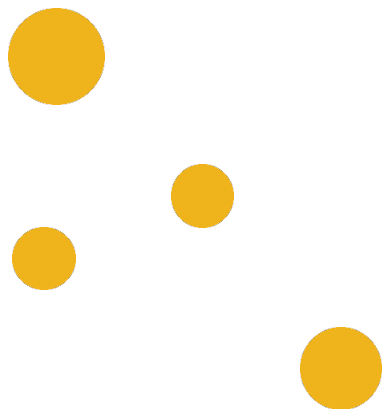
# ROCKETSHIP



[Read More](#)

● Nifty 50  
● Portfolio

Invest in companies that exhibit supernormal growth.  
Growth is all we chase here.



Minimum amount: Rs. 2,00,000

Fees: 2% of AUA per annum



Prasanna Bidkar

47%

5Y CAGR

# INVESTMENT THESIS

## Growth over value

The last few years have seen a tectonic shift in how investors value companies that are growth-oriented. Valuations tend to remain sticky at higher levels as long as high growth exists.



## Hunt for growth

Invest in companies that exhibit supernormal growth in their respective sectors through product innovation, market share gains, inorganic activity, disruption, or just aggressive selling.



## The next orbit

We actively seek companies, and rebalance based on sustained growth patterns that move companies into higher orbits, driving healthy gains from earnings, and valuation sustenance or rerating.

# INVESTMENT FRAMEWORK

Look for companies with >15% revenue growth and margin expansion



Check for efficiency of capital allocation, quality of accounts and corporate governance



Bottom-up research: business model, competitive advantages, industry analysis, management meets, channel checks



Ensure visibility of growth, supported by business model, industry trends and macro factors



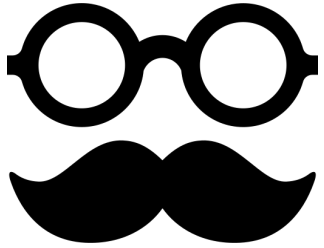
Churn when growth gets hampered, or when cracks in continuity appear

# PORTFOLIO ALLOCATION

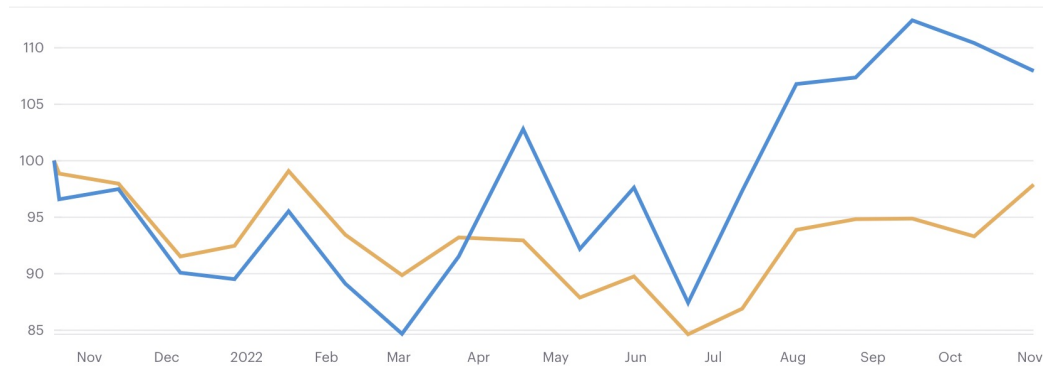


Large cap Mid cap Small cap

Rocketship	
Industrial	25
Auto Ancillaries	16
Consumer Finance	9
FMCG	9
Technology	8
Real Estate	6
Consumer Electronics	6
Insurance	6
Internet	6
Retail	5
Paints	4



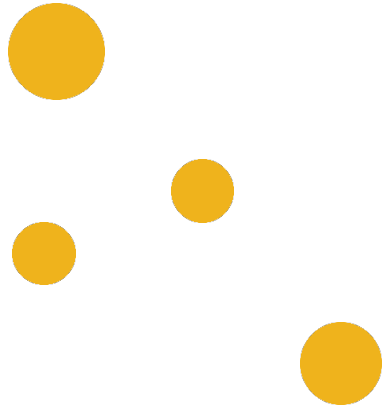
# MONOPOLIES



[Read More](#)

Nifty 50  
Portfolio

Companies that dominate their respective industries and sectors.



Minimum amount: Rs. 40,000

Fees: 2% of AUA per annum



Mehul Parikh

57%

5Y CAGR

# INVESTMENT THESIS

Investing in monopolies pays

A portfolio of winners

Monopolies aren't forever

Ever played the board game Monopoly? See how you made more money when you owned the whole street? And even more money when you built houses and hotels on the street you owned, taking advantage of your monopoly? That.



Invest in companies that dominate their respective sectors or industries. Reap benefits of their current and future positions while also reducing risks through diversification.



Rebalance and exit stocks when market share starts reducing, or disruption results in a threat to the existing position.



# INVESTMENT FRAMEWORK

Look for companies with significant market share in the industry they operate in



Prefer companies with competitive advantages, superior products, proven track record and robust management



Ensure that high market share reflects in growth, profitability, pricing power, working capital, cash generation & capital allocation



Make sure industry factors support growth



Monitor and review growth and advantages; churn only when any of the above are lost

# PORTFOLIO ALLOCATION

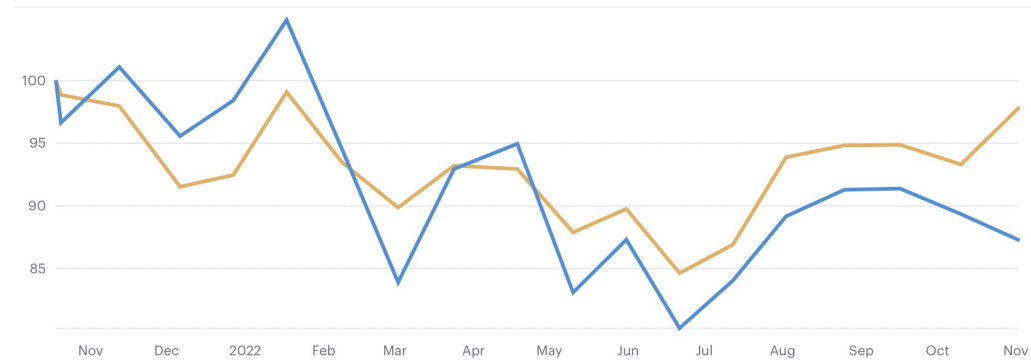


■ Large cap ■ Mid cap ■ Small cap

Monopolies	
FMCG	22
Defence	21
Banks	15
Healthcare	13
Packaging	11
Consumer Finance	6
Building Materials	6
Technology	5



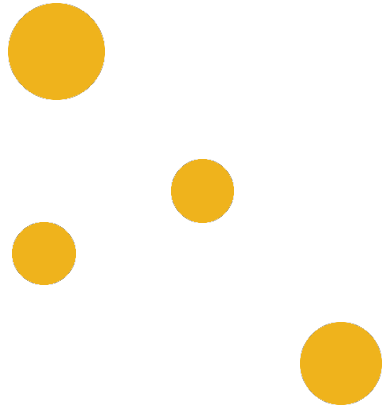
# DISRUPTORS



[Read More](#)

● Nifty 50  
● Portfolio

**Invest in disruption - companies that are future winners across sectors.**



**Minimum amount: Rs. 15,000**

**Fees: 2% of AUA per annum**



**Mehul Parikh**

**56%**

**5Y CAGR**

# INVESTMENT THESIS

Disruption makes money - tonnes of it

Pick outperformers

Long term wealth creation

Disruptors win, and incumbents lose. Invest in companies that are disrupting their space. Back companies that are future winners across sectors.



Any business advantage that disrupts the status quo, and leads to or has the potential to result in sustained earnings outperformance, or rerating is what we pick.



Increase the probability of sustained long-term wealth creation by investing in strong business models that exhibit traits of disruption, and sail through structural downturns because of company-specific factors.

# INVESTMENT FRAMEWORK

Define forms of disruption – tech-led advantages, network effect, economies of scale, product innovation, cost advantages, moat creation



Look for companies that are disrupting their existing industry, and challenging the status quo



Ensure disruption reflects in growth, market share gains, and path to profitability



In-depth assessment of risk factors, especially to valuations



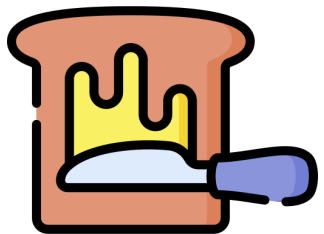
Focus on long-term wealth creation, and sustained outperformance led by disruption

# PORTFOLIO ALLOCATION



■ Large cap ■ Mid cap ■ Small cap

Disruptors	
Banks	26
Building Materials	15
Oil & Gas	13
Education	10
Industrial	10
Consumer Finance	10
Internet	5
Auto Ancillaries	4
Healthcare	3
Chemicals	3



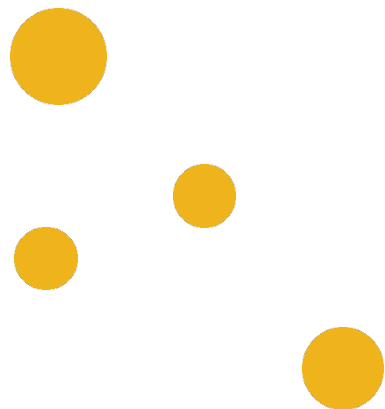
# BREAD & BUTTER



[Read More](#)

● Nifty 50  
● Portfolio

"The best place to begin looking for the ten-bagger  
is close to home." - Peter Lynch



Minimum amount: Rs. 50,000

Fees: 2% of AUA per annum



Dhiren Jain

28%

5Y CAGR



# INVESTMENT THESIS

## Layman observation

Wondered what happens to the stock of a company after seeing a brand everywhere? Every second car on the road is a Maruti Suzuki make, or it is able to start pricing its cars higher through its Nexa showrooms, or you see them being the most-trusted and default brand amongst consumers

- there can be multiple observations that lead to one believing a company will do well.



## Signs of success

For a lot of the brands that have done extremely well over the last few years, early signs of success would have been visible to customers, executives working for the company, suppliers, agencies that did their advertising, or even generally observant people.



## Holistic approach

We curate a portfolio from a list of brands that show winner traits, which are visible to consumers, and that fulfil the necessary checks and balances to qualify as great investments, and potential multibaggers.

# INVESTMENT FRAMEWORK

Primary research to highlight brands that are doing extremely well



Bottom-up research: business model, competitive advantages, industry analysis, management meets, channel checks



Check for efficiency of capital allocation, quality of accounts and corporate governance



Ensure optimum sector allocation, and avoid concentration



Focus on long-term wealth creation

# PORTFOLIO ALLOCATION

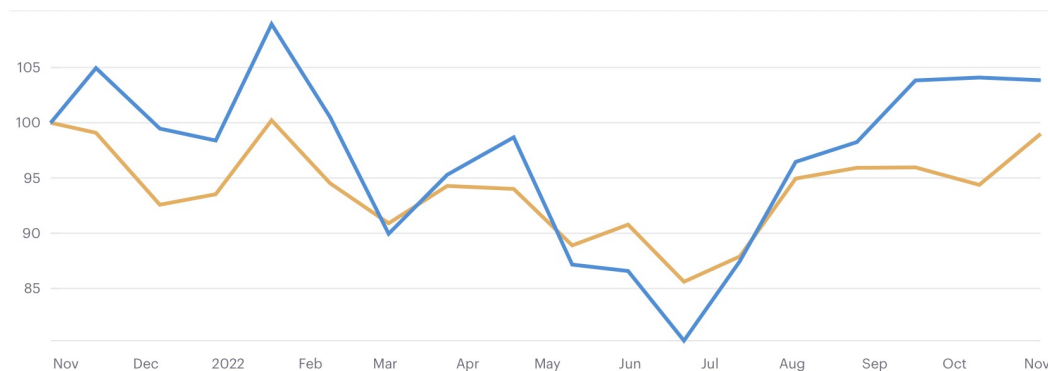


■ Large cap ■ Mid cap ■ Small cap

Bread & Butter	
Building Materials	22
Paints	7
Consumer Electronics	9
Insurance	11
FMCG	11
Banks	10
Technology	11
Retail	19



# VALUE MIGRATION



[Read More](#)

Nifty 50  
Portfolio

**Unorganised to Organised. Brick-and-Mortar to Digital.  
Invest in mega value-shifts.**

Minimum amount: Rs. 25,000

Fees: 2% of AUA per annum



Prasanna Bidkar

**32%**

5Y CAGR

# INVESTMENT THESIS

Value migration

Multiple themes to play

Trickling down of value

Value migration is the shift of value from old business models to new, more effective designs that are able to better serve markets.



We can play several different themes, in the Indian context. Examples? Newer auto components because of increasing electronic components, new business models like temporary staffing services, the rise of organised retail, increasing brand-oriented urban real estate, specialised financing options, lifestyle upgrades and premiumisation, etc.



Winning business model >> higher share of value >> greater profits and or valuation re-rating >> disproportionate returns!

# INVESTMENT FRAMEWORK

Assess shifts in value in the economy, in industries and in consumer behaviour



Identify value migration, and sieve out potential pockets of victory



Hunt for companies that are either triggering the value-shift or are likely winners in the process



Choose companies that are also valued appropriately, to take advantage of earnings growth and valuation re-rating



Ensure optimum diversification across themes, sectors and companies

# PORTFOLIO ALLOCATION



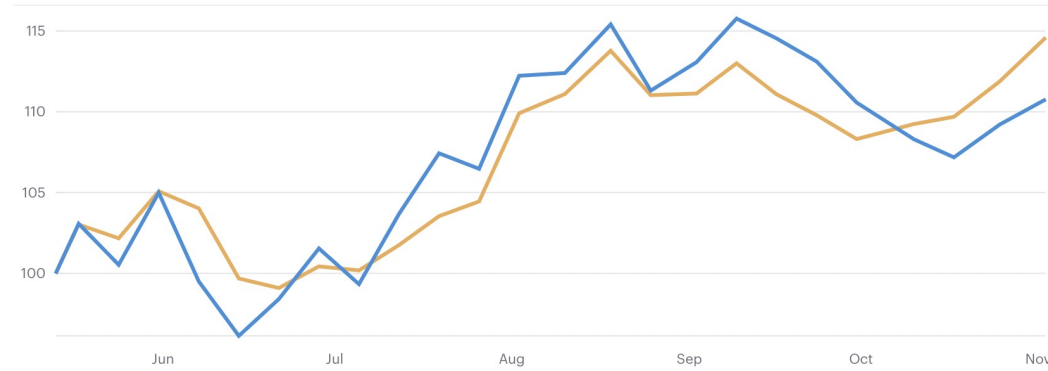
■ Large cap ■ Mid cap ■ Small cap

Value Migration	
Industrial	28
Engineering	22
Consumer Finance	13
Chemicals	10
Real Estate	9
Retail	9
Auto Ancillaries	5
Banks	4





# SOCIALLY RESPONSIBLE INVESTING



[Read More](#)

Nifty 50  
Portfolio

Low climate impact, high social impact and strong governance standards.

Minimum amount: Rs. 20,000

Fees: 2% of AUA per annum



Dhiren Jain

NA

5Y CAGR

# INVESTMENT THESIS

Aligning investments and values

People try and align their lives to their social values and ideals - not eating meat, avoid the use of single-use plastic, implementing friendly work policies. Why should their investments not be aligned to their values?



A portfolio of responsible companies...

Invest in companies that have a low carbon footprint, that are part of larger climate initiatives, that result in a large direct or incidental social cause, and that are governed by strong people-friendly standards.



...While also creating wealth

We make sure the companies are also good investment ideas, fit in our stringent investment methodology, and are good candidates for long-term wealth creation.

# INVESTMENT FRAMEWORK

Eliminate industries that don't fit in the ESG criteria (oil & gas, coal mining, tobacco, gambling)



Identify sectors and companies that add value in ESG terms (technology services, renewable energy)



Identify companies with a mix of strong fundamentals and high ESG factors



Assess and research companies from an investment standpoint ensuring all checks and balances are in place



Build a portfolio that combines ESG values with growth + valuations to create wealth sustainably

# PORTFOLIO ALLOCATION



■ Large cap   ■ Mid cap   ■ Small cap

Socially Responsible Investing	
Technology	25
Banks	17
Chemicals	17
FMCG	15
Consumer Finance	10
Power	9
Insurance	8

# Let's get started

Rupeet with us!



Write to us: [sawaal@rupeeting.com](mailto:sawaal@rupeeting.com)

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The strategies referred to in this document have been launched in August 2021. Any representation of the performance of these strategies prior to that is basis time-based backtesting of the strategy. All figures represent performance of a hypothetical account created on Rupeeting's Core Strategies with a hypothetical launch date of July 1, 2011.

Annualised Return refers to a ten-year Compounded Annual Growth Rate (CAGR). Standard Deviation is the annual standard deviation seen over the same ten-year period. For Sharpe Ratio, and Alpha, the risk-free rate used is of 3%, which is the return on the Nifty 1D Rate Index in 2021.

All performance metrics using results for Rupeeting's Core Strategy, when compared to the performance of the Nifty 50 Index is for informational purposes only. Reference or comparison to an index does not imply that the strategy will be constructed in the same way as the index or achieve any of the performance metrics similar to the index.

Performance results were prepared by Rupeeting, and have not been compiled, reviewed or audited by an independent accountant.

Certain information contained herein constitutes “forward-looking statements”. Due to various risks and uncertainties, actual events or results or actual performance may differ materially from those reflected or contemplated in such forward-looking statements. As a result, investors should not rely on such forward-looking statements in making their investment decisions. No representation or warranty is made as to future performance or such forward-looking statements.

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