



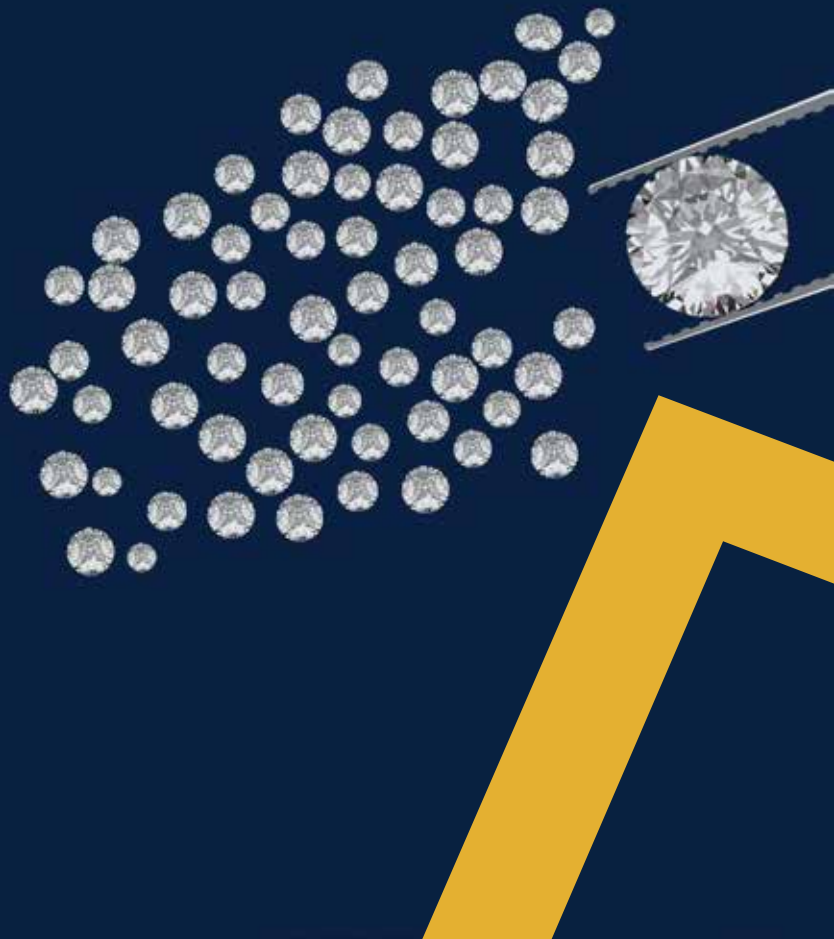
PGIM

India Portfolio
Management Services

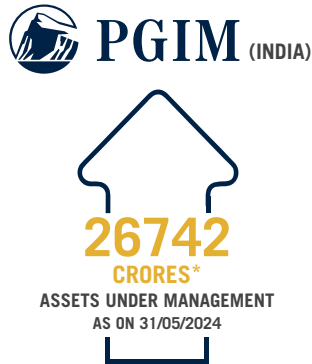
Small today.
Large tomorrow.

PGIM INDIA
PHOENIX PORTFOLIO

May 2024



About us



Source: www.pgim.com and www.prudential.com. *For AUM Breakup please refer slide no. 30
This information has been prepared by PGIM, Inc ("PGIM"). PGIM is the primary asset management business of PFI and is a registered investment advisor with the US Securities and Exchange Commission. PFI, a company with corporate headquarters in the US, is not affiliated in any manner with Prudential plc, a company incorporated in the United Kingdom.

About us

Global Footprint



Global Depth & Scale

A leading global investment manager	1400+ investment professionals	41 OFFICES	19 COUNTRIES
--------------------------------------------	---------------------------------------	-------------------	---------------------

Source: www.pgim.com



PGIM India Portfolio Management Services

PGIM India Portfolio Management Services - Overview

- Launched in July 2013
- Experienced investment team
- Offers equity strategies with a focus on Growth at Reasonable Price





PGIM India Phoenix Portfolio

Overview

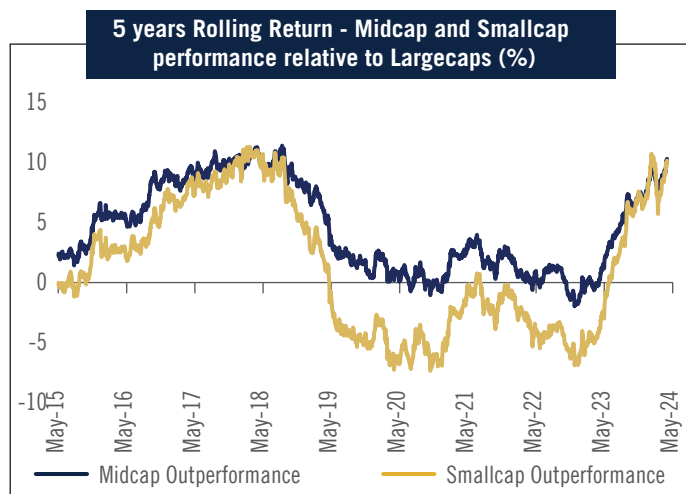
- Why invest in Small and Mid Caps?
- Why Small and Mid Caps now?
- Why Phoenix?
- Investment Process
- Performance
- Features
- Annexure
- Disclaimers



**Why Invest in Small
and Mid Caps ?**

Small and Mid caps have the potential to outperform Large caps

Small and Mid caps outperformed large caps 52% and 92% of the times, respectively, on a 5-year rolling basis



5 Years Rolling Returns Analysis	Midcap	Smallcap
Number of Observations	2251	2251
% of Observations beating Large Cap returns	92.1%	51.8%
Maximum outperformance	11.4%	11.4%
Maximum underperformance	-2.0%	-7.4%

Data representation is for May 2015 to May 2024 period
Source: MFIE

The above chart is for understanding purpose only. Past performance may or may not sustain in the future. Mid caps are represented by Nifty Midcap 150 TRI, Small caps by Nifty Smallcap 250 TRI and Large caps by Nifty 50 TRI.

Some themes have better representation in Small/Mid Cap space

- **Software Product Development Companies**

India is seeing emergence of some interesting IT product companies that are different from the normal IT Services companies

- **Discretionary Retail**

This segment is a beneficiary of rising per capita GDP and higher discretionary spends. Many sub segments find no representation in large caps like footwear, clothing brands, food and retail chain, etc.

- **Hospitality**

Increasing incomes will lead to people travelling more and holidaying. The need for hotel rooms & airlines will grow manifold

- **Real Estate**

Housing will be a long-term story in India. Post RERA, the transparency has gone up and overtime the competition will come down.

- **Home Building**

As a corollary to the real estate sector, as the sector takes off, there will be a good demand of tiles, sanitary ware, plywood etc. There is very little representation of large caps in the segment.

- **Chemicals**

The sector is seeing a lot of vibrancy in terms of growth and profitability as China clamps down on pollution. Lots of business is flowing to India

Why Invest In A Small And Mid Cap Oriented PMS?

- **Unconstrained**

A Midcap Mutual Fund has to mandatorily invest 65% in stocks of mid-sized companies i.e. 101st to 250th companies based on market capitalization. Similar restrictions exist for Small Cap whereas, a Portfolio Management Service (“PMS”) does not have any such restrictions, allowing for flexibility with respect to investments

- **Customization**

PMS, unlike MFs, can be customized to fit an investor’s preferences (including but not limited to one’s religious beliefs with respect to certain sectors)

- **Concentrated portfolios**

PMS can hold concentrated positions as it is not constrained by regulatory limits on sectoral or company-specific exposure



**Is it a good time to
consider allocations to
Small and Mid Cap segment?**

Small and Mid Caps post a sharp recovery post drawdown

Past small cap corrections

Bearish Events	Period	Drawdown	1 Year Return	2 Years Return	3 Years Return
Sub-prime Crisis	Jan 2008 - March 2009	-75.98%	171.20%	163.80%	146.50%
China stock market crisis, Greece debt default	Aug 2015 - Feb 2016	-23.70%	47.90%	89.20%	37.10%
SEBI reclassification, Credit Crisis, Covid	Jan 2018 - Mar 2020	-60.79%	131.90%	215.00%	193.40%
Russia-Ukraine conflict, inflation concerns	Oct 2021 - Jun 2022	-26.88%	37.45%	???	???

Past mid cap corrections

Bearish Events	Period	Drawdown	1 Year Return	2 Years Return	3 Years Return
Sub-prime Crisis	Jan 2008 to Mar 2009	-69.58%	157.50%	161.30%	161.80%
European Crisis	Nov 2010 to Dec 2011	-38.29%	40.30%	29.80%	103.80%
SEBI reclassification, Credit Crisis, Covid	Jan 2018 to Mar 2020	-49.43%	116.60%	165.10%	172.20%
Russia-Ukraine conflict, inflation concerns	Oct 2021 to Jun 2022	-23.09%	39.68%	???	???

Small caps represented by Nifty Smallcap 250 and Mid caps represented by Nifty Midcap 100

The extent of drawdowns is a factor in determining risk but the time taken to recover a drawdown is an equally important factor. Historically, small and mid caps have demonstrated a decent drawdown recovery.

Data as on June 30, 2023. The Returns of 1 year, 2 years and 3 years are absolute returns and are calculated from the end of the correction for the mentioned events. Source: MFIE, Internal Analysis. The above table is only for illustration purpose and should not be construed or related to the performance of the strategy.



Phoenix Portfolio Structural Growth and Cyclical Opportunities

Phoenix Portfolio - Proposition

- Focus on buying businesses that are close to the inflection in their lifecycle either due to cyclical or structural reasons.
- Concentrated portfolio of Small and Mid Cap companies.
- Low overlap with the mainstream products.
- Long term holdings with low churn.



Phoenix Portfolio Construct

Investment Process

The investment process consists of

- (a) Screening all possible choices to create an investment universe of acceptable quality
- (b) Further filter the Universe on the basis of growth prospects and management quality
- (c) Construct the portfolio using filters of valuation levels, and sector exposure limits.



Note: Minimum 75% of the portfolio at all times follows the above-mentioned process. The fund manager may exercise discretion up to 25% of the portfolio for including financial companies, high conviction ideas or companies which meet most of the above criteria but fail on a single parameter.

Investment Process : Multi-Stage Filters

- The portfolio manager looks for:
 - The ability of the company to grow its sales and profits greater than industry average, over the next 3-5 years
 - The ability of the company to do this without consistently resorting to additional external funding
 - The track record of the management in capital allocation, and in treating minority shareholders fairly
- Portfolio manager is conscious of prevailing valuations at all times, which should be reasonable considering future growth prospects
- Sell Discipline – when the investment thesis changes fundamentally, we look to exit from the stock

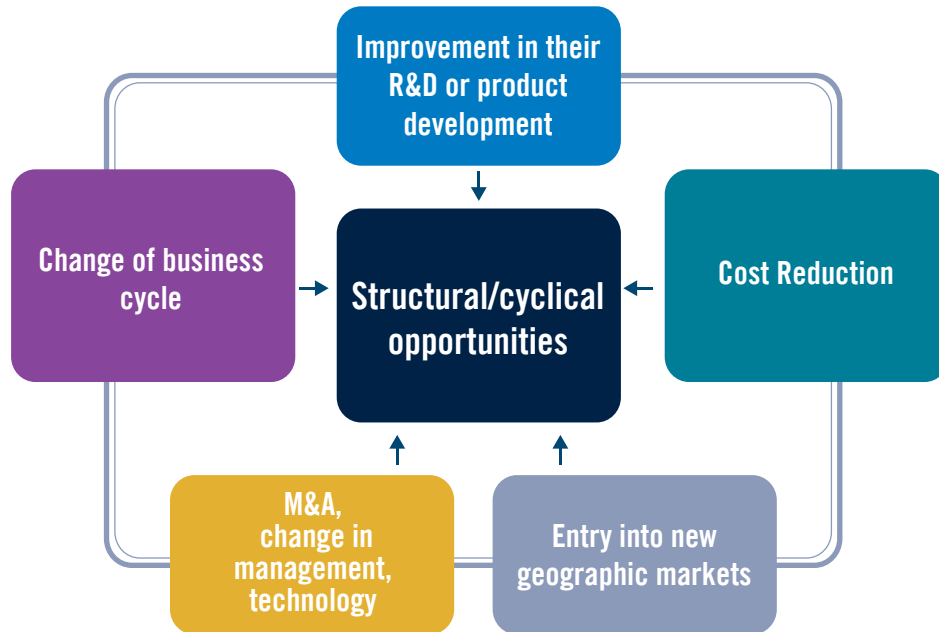
Portfolio Sell Discipline

- When the fundamental thesis for buying a stock changes
- When the valuation is unable to explain the stock's price
- When for the same perceived level of risk, we spot a superior opportunity
- When there is a redemption request

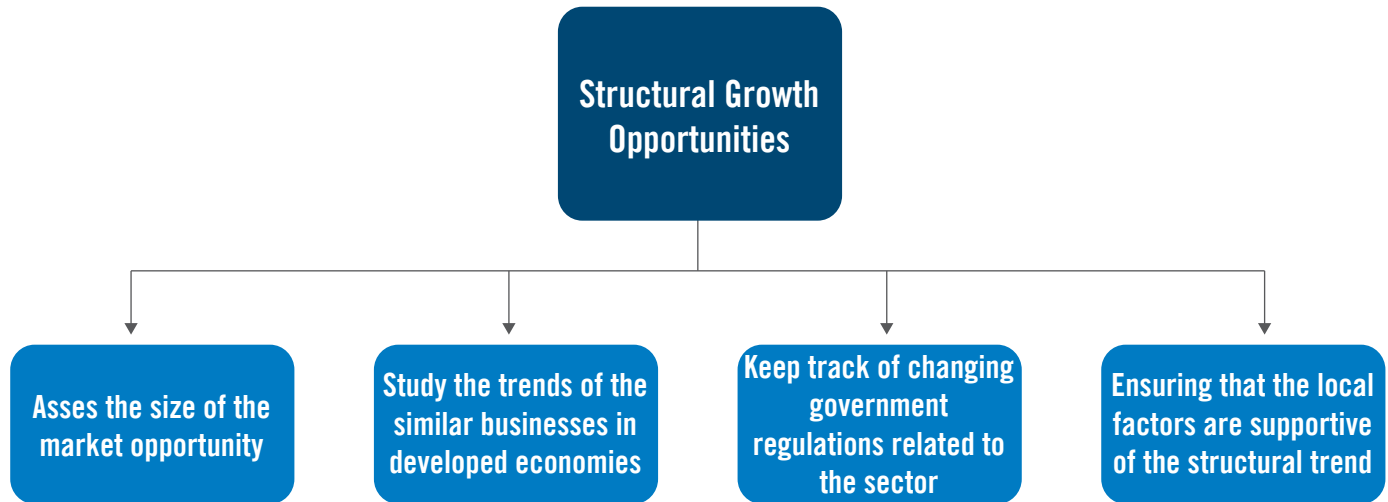
Not all Small and Mid Caps are new businesses



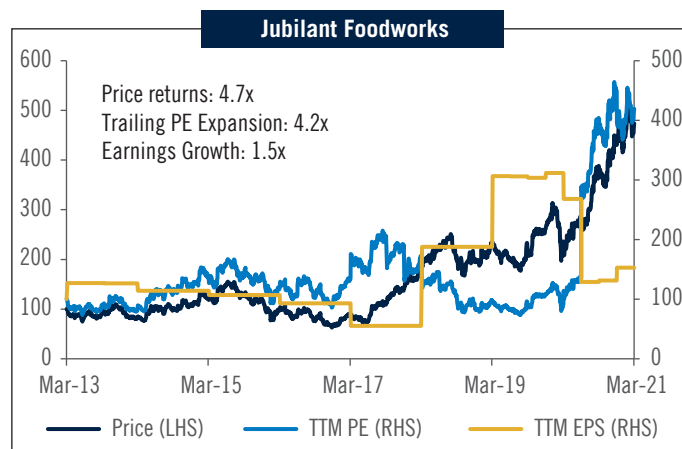
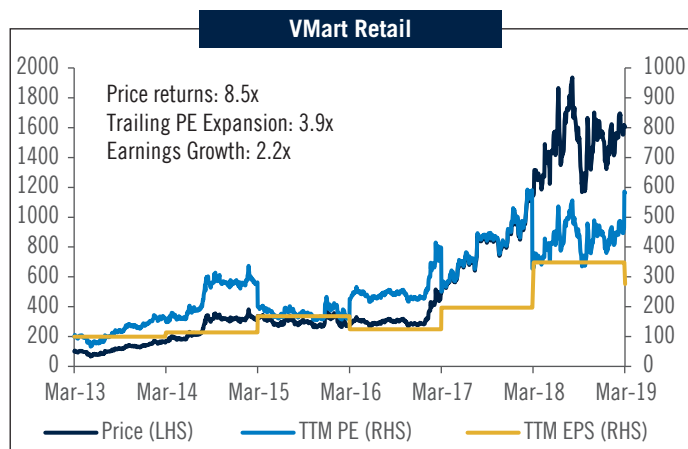
Approach to identifying opportunities in mature businesses



Approach to identifying opportunities in structural growth areas



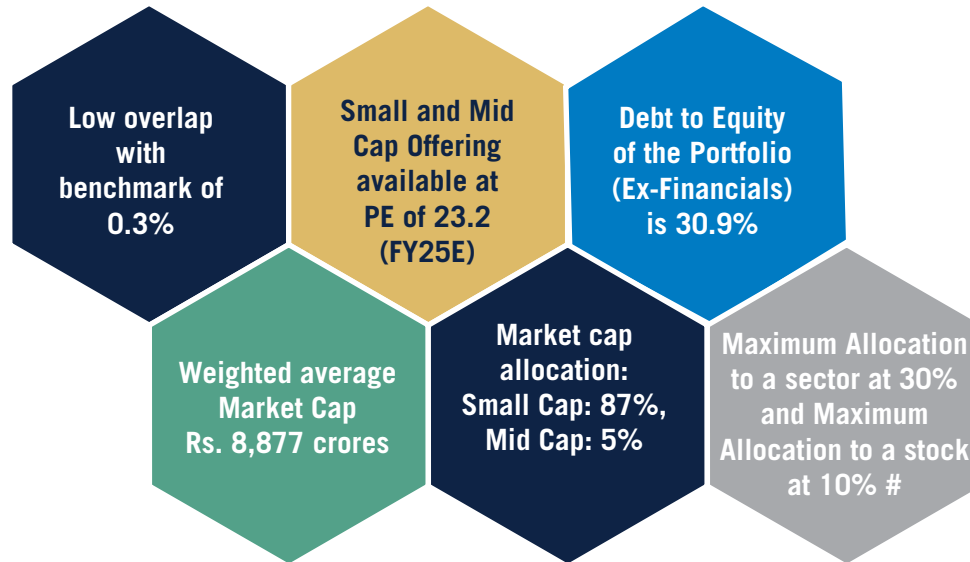
Past examples of quality businesses that have grown sales and profitability



Source: Bloomberg, ACE Equity. Stocks mentioned are for illustration purpose only and not meant as a recommendation to buy or sell the securities. The charts have been rebased. The Portfolio may or may not invest in these stocks. Investors are requested to consult their financial, tax and other advisors before taking any investment decision(s).

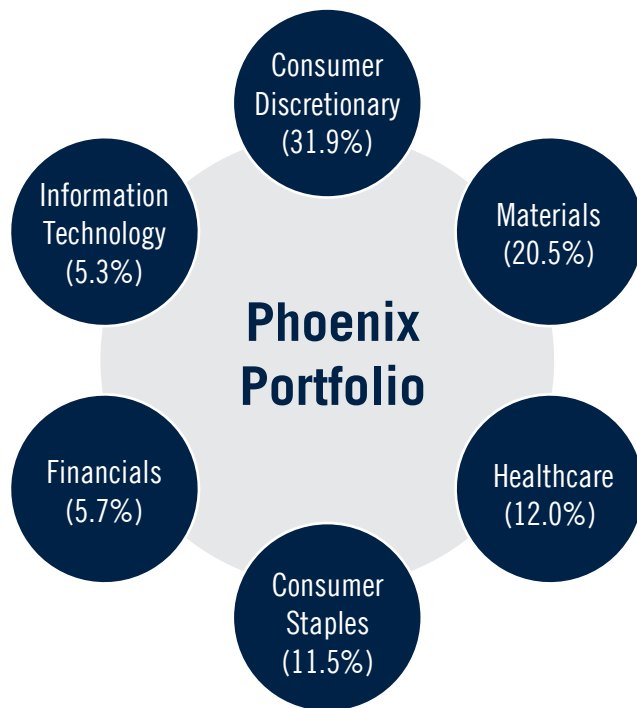
Why Phoenix Portfolio?

A Unique Opportunity with



Data as on May 31, 2024. Past performance may or may not sustain in future. Above metrics are for model portfolio. Source: Bloomberg # Current Portfolio Construct

Phoenix Portfolio – Holdings



Company	Portfolio Weightage
Sandhar Technologies Ltd	7.3%
Artemis Medicare Services Ltd	7.3%
RBZ Jewellers Ltd	6.9%
Lumax Industries Ltd	6.8%
Gillette India Ltd	6.7%
Hawkins Cooker Ltd	6.6%
Central Depository Services India Ltd	5.6%
Greenply Industries Ltd	5.5%
Paushak Ltd	5.4%
C E Info Systems Ltd	5.3%

Classification as per GICS Sector Name. Data represented is for Actual portfolio. Data as on May 31, 2024.

PGIM India Phoenix Portfolio - Performance

Performance as on May 31, 2024		
Period	Portfolio	Nifty 50 TRI
1 Month	-1.51%	0.03%
3 Months	1.34%	2.86%
6 Months	0.11%	12.51%
1 Year	29.71%	23.02%
2 Year	23.56%	17.86%
3 Year	18.46%	14.45%
5 Year	15.76%	14.95%
Since Inception Date 01/08/2016	13.55%	14.39%
Portfolio Turnover Ratio*	1.7	

*Portfolio Turnover ratio for the period June 1, 2023 to May 31, 2024

Data as on May 31, 2024. Source: Internal Research.

Past performance may or may not sustain in future ; w.e.f. April 1, 2023, the benchmark has changed to Nifty 50 TRI from the Nifty Smallcap 250 Index

To view the portfolio's performance relative to other Portfolio Managers, you may [click here](#)

For the full disclaimer on consolidated portfolio performance, please refer slide no. 30

PGIM India Phoenix Portfolio - Performance

Annualised Returns as on May 31, 2024		
Period	PGIM India Phoenix Portfolio	Benchmark - NIFTY 50 TRI
April 1, 2024 to May 31, 2024	3.80%	1.27%
April 1, 2023 to March 31, 2024	35.86%	30.08%
April 1, 2022 to March 31, 2023	3.25%	0.59%
April 1, 2021 to Mar 31, 2022	32.85%	20.26%
April 1, 2020 to March 31, 2021	79.87%	72.54%
April 1, 2019 to March 31, 2020	-38.70%	-25.02%
April 1, 2018 to March 31, 2019	-3.73%	16.45%
April 1, 2017 to March 31, 2018	9.49%	11.76%
August 1, 2016 to March 31, 2017	20.61%	6.82%

Data as on May 31, 2024. Inception date - August 1, 2016 Performance is calculated on Time Weighted Rate of Return (TWRR) basis. Source: Internal Research
Past performance may or may not sustain in future ; w.e.f. April 1, 2023, the benchmark has changed to Nifty 50 TRI from the Nifty Smallcap 250 Index

To view the portfolio's performance relative to other Portfolio Managers, you may [click here](#)

For the full disclaimer on consolidated portfolio performance, please refer slide no. 30

PGIM India PMS Team



Investment Approach

Portfolio Name	PGIM India Phoenix
Investment objective	The objective of the portfolio is to generate capital appreciation over the long term by investing in quality Small and Mid Cap Indian companies.
Types of Securities	All funds would be predominantly invested in listed equity and equity related securities.
Basis of Selection	The central theme of the product is that the Portfolio Manager would choose stocks of companies that, in his assessment, are close to an inflection point in their lifecycle either due to a cyclical or structural changes. The Phoenix Portfolio, as the name suggests, would concentrate on companies whose financial and operational performance (profit margins, market share etc.) at the time of investment would be below the long-term average performance displayed by the company.
Asset Allocation	At least 75% of the portfolio would be invested in the shares of Small and Mid Cap companies.. Pending deployment of funds of the Portfolio in securities in terms of the investment objective, the funds of the Portfolio may be parked in short term deposits of scheduled commercial banks or in the liquid and debt schemes of PGIM India Mutual Fund.
Investment Horizon	Markets usually take time to spot value, hence it is advisable for investors to be invested for at least 3 years.
Risk associated	Please refer to Disclosure document at www.pgimindiapms.com
Benchmark Index	Nifty 50 TRI
Principal Officer	Surjitt Singh Arora

AUM Breakup

AUM Breakup: Asset class wise disclosure of AAUM: AUM as on May 31, 2024 (Rs in Crores): Income: 466.03, Equity Other than ELSS: 18343.15, Balanced: 0.00, Liquid: 685.24, Gilt: 117.96, Equity ELSS: 679.61, Hybrid: 1507.85, Index Fund: 30.83, GOLD ETF: 0.00, Other ETF: 0.00, Fund of Fund Investing Overseas: 1541.76, Total: 23425.07; **Average AUM for the month:** Income: 459.84, Equity Other than ELSS: 18534.22, Balanced: 0.00, Liquid: 735.26, Gilt: 119.48, Equity ELSS: 679.47, Hybrid: 1540.25, Index Fund: 30.75, GOLD ETF: 0.00, Other ETF: 0.00, Fund of Fund Investing Overseas: 1558.13, Total: 23708.97; **Disclosure of percentage of AUM by geography: % of Total AUM as on May 31, 2024:** Top 5 cities: 49.05%, Next 10 cities: 17.43%, Next 20 cities: 7.32%, Next 75 cities: 8.12%, Other: 18.08%, Total: 100.00%; **Disclosure of AUM by Service Category: AUM as on May 31, 2024 (Rs. in Crores):** Mutual Funds: 23425, PMS: 359, Advisory: 2958, Total: 26742.

This information has been prepared by PGIM, Inc ("PGIM"). PGIM is the primary asset management business of PFI and is a registered investment advisor with the US Securities and Exchange Commission. PFI, a company with corporate headquarters in the US, is not affiliated in any manner with Prudential plc, a company incorporated in the United Kingdom.

Disclaimer

Investment objective of PGIM India Phoenix Portfolio

The objective of the portfolio is to generate capital appreciation over the long term by investing in quality Mid and Small Cap Indian companies.

This document is strictly confidential and meant for private & restricted circulation only and should not at any point of time be construed to be an invitation for subscribing to PGIM India Phoenix Portfolio. The document is solely for the understanding of intended recipient and if you are not the intended recipient, you are hereby notified that any use, distribution, reproduction or any action taken or omitted to be taken in reliance upon the same is prohibited and may be unlawful.

Important Disclosures regarding the consolidated portfolio performance:

The holding represents top 10 holdings and the top 6 GICS sector allocations of PGIM India Phoenix Portfolio - Regular Portfolio based on all client portfolios existing as on May 31, 2024, excluding any temporary cash investments. The performance related information provided herein is not verified by SEBI. Performance depicted as at the above stated date is based on all the client portfolios under the Regular Portfolio of existing as on such date, using Time Weighted Rate of Return (TWRR) of each client. Past performance is no guarantee of future returns. The above portfolio performance is after charging of expenses (as depicted above). Return for period upto 1 year is absolute. Since inception date stated is considered to be the date on which the first live client investment was made under the strategy. Please note that the actual performance for a client portfolio may vary due to factors such as expenses charged, timing of additional flows and redemption, individual client mandate, specific portfolio construction characteristics or other structural parameters. These factors may have impact on client portfolio performance and hence may vary significantly from the performance data depicted above. Neither the Portfolio Manager, nor its directors or employees shall in any way be liable for any variation noticed in the returns of individual client portfolios. The Portfolio Manager does not make any representation that any investor will or is likely to achieve profits or losses similar to those depicted above.

Please note that performance of your portfolio may vary from that of other investors and that generated by the Investment Approach across all investors because of

- 1) the timing of inflows and outflows of funds; and
- 2) differences in the portfolio composition because of restrictions and other constraints.



Connect with us on

care@pgimindia.co.in

www.pgimindiapms.com

Disclaimers and Risk Factors: PGIM India Asset Management Private Limited is registered with SEBI (Portfolio Managers) Regulations, 1993 [as repealed and superseded by SEBI (Portfolio Managers) Regulations, 2020]. This Document is for information purpose only. This Document and the Information do not constitute a distribution, an endorsement, an investment advice, an offer to buy or sell or the solicitation of an offer to buy or sell any securities/ schemes or any other financial products/investment products (collectively "Products") mentioned in this Document or an attempt to influence the opinion or behavior of the Investors/Recipients. Any use of the information contained herein for investment related decisions by the Investors/ Recipients is at their sole discretion & risk. Please read the Disclosure Document and the agreement along with the related documents carefully before investing. Investments in Products are subject to market risks, various micro and macro factors and forces affecting the capital markets and include price fluctuation risks. There is no assurance or guarantee/ warranty that the objectives of any of the Products will be achieved. The investments may not be suited to all categories of Investors/ Recipients. Investors/ Recipients must make their own investment decisions based on their own specific investment objectives, their financial position and using such independent professional advisors, as they believe necessary, before investing in such Products. The Client can avail the Portfolio Management Services directly from the Portfolio Manager without any recourse to distributors.

© 2024 Prudential Financial, Inc. (PF) and its related entities. PGIM, the PGIM logo, and the Rock symbol are service marks of Prudential Financial, Inc., and its related entities, registered in many jurisdictions worldwide.