



INTELLIGENT ADVISORY PORTFOLIOS

**New Age of Investment Products
vetted by MOFSL framework for
Distribution**





WHAT ARE INTELLIGENT ADVISORY PORTFOLIOS?

A new age of Investment products which provides a seamless opportunity for you to invest in equity markets without getting into the trouble of researching for the stocks, studying the current market conditions or going through a plethora of numbers and details. Intelligent Advisory Portfolios (IAP) are one of the contemporary ways to take the ride of the stock market. IAP are a diverse range of pre-packaged equity portfolios advised by Registered Investment Advisors (RIAs), ideal for both active and passive investors. These portfolios are curated & monitored by the RIAs and follow strict rules & parameters to manage the risk-return ratio of your investment.

BENEFITS OF INTELLIGENT ADVISORY PORTFOLIOS



Diversified option to choose from ROBO Managed Investment Products to process driven products with the advisor overlay.



Option to choose from Dynamic or Static portfolios



Power of Discretion on every recommendation



Invest in IAP Online



Flexible investment modes with option to choose Lump Sum and SIP



24*7 Portfolio tracking

CURRENT RANGE OF OFFERINGS IN INTELLIGENT ADVISORY PRODUCTS

- ABAKKUS
- FUNDTECH
- ZODIAC
- PRIME
- OpenQ MNC
- NS INDUSTRY CHAMP
- NS MID & SMALLCAP
- NS 5Tx5T
- ALPHA BLUECHIP

IAP PRODUCTS

	Risk Appetite	Suitable for	Ideal Timeframe	Framework
Alpha Bluechip	Moderate	Investor	3-5 Years	Fundamental Framework
Prime	Moderate	Active Investor	3-5 Years	Fundamental Framework
Zodiac	Moderate	Active Investor	3-5 Years	Fundamental Framework & Quant Based
OpenQ MNC	Moderate	Active Investor	3-5 Years	Quant Based
Abakkus	Aggressive	Investor	3-5 Years	Fundamental Framework
Fundtech	Aggressive	Active Investor	3-5 Years	Quant Based
NS Mid & Small Cap	Aggressive	Investor	3-5 Years	Fundamental Framework
NS 5Tx5T	Aggressive	Investor	3-5 Years	Fundamental Framework
NS Industry Champ	Conservative	Investor	3-5 Years	Fundamental Framework

*Intelligent Advisory Portfolios are non-PMS products & provide only advisory recommendations. Further, the investor has the choice of whether to execute or not the rendered advice under these portfolios.

ALPHA BLUECHIP

▶ What is Alpha Bluechip?

Alpha Bluechip is an unconstrained, concentrated portfolio of best-in-class companies across different sectors and market capitalizations. A high quality growth portfolio which intends to generate superior risk adjusted returns.

Key Features of ALPHA BLUECHIP?



Investment in companies with strong business moat and formidable competitive edge.



Includes businesses which are time tested and companies which have seen multiple cycles.



Selection of companies with robust growth, superior RoCE & strong cash flows to ensure a "High Quality Growth Portfolio with Low Risk"

▶ Investment Universe, Process & Strategy

- Defined investment universe to include companies with good quality businesses, strong track record and corporate governance
- Confluence of Sector/Company research; Regular expert/ management interaction
- Portfolio Construction based on best ideas on bottom up basis
- Zero tolerance to Quality risk; Minimize Price/Volatility & Liquidity risk

USP



Investment in companies with Sustainable Quality Growth to ensure compounded returns



Low Mortality Portfolio

▶ Rebalancing Strategy

- Change in the outlook on business growth
- New idea generation

▶ For Whom?

Investors with moderate risk appetite and an investment horizon of minimum 3-5 years

▶ Basic Details

NO. OF STOCKS
15-25

BENCHMARK
Nifty 200

RISK
Moderate

TIME FRAME
3-5 years

RIA **ALPHA PORTFOLIOS**
Renaissance

PRIME

▶ What is PRIME PORTFOLIO?

Prime Portfolio is a concentrated portfolio that blends tactical bets with long term winners and provides investor advantage with a mix of long term compounders as well as special company/sectoral picks.

Key Features of PRIME



Blend of long term winners (60%)
with Tactical bets (40%)



Well diversified portfolio comprising
of large, mid and small cap companies

▶ Investment Universe, Process & Strategy

Stock selection procedure involving 2 strategies:

Long Term Winners (60%): Stocks relevant from a 12-18 month perspective – these are companies which have a proven track record of profits over 3-5 years, meaningful growth triggers & beaten down stocks with favourable risk reward

Tactical bets (40%): Stocks that are relevant from 3-6 months horizon. Major buy triggers include a change in government policy, industry consolidation and company specific opportunities

USP



Combination of
Tactical bets along with
Long term winners



Generating growth over long
term as well as take advantage
of special company / sector
situations



Concentrated
portfolio
of 15-20 stocks

▶ Rebalancing Strategy

- Company or Industry fundamentals have started to change
- Too much negativity around a company or sector
- An extreme macroeconomic / market situation
- Stocks that have better growth prospects or better capital allocation policies

▶ For Whom?

Investors with moderate risk profile having an investment horizon of a minimum 12 - 18 Months

▶ Basic Details

NO. OF STOCKS

15-20

BENCHMARK

NIFTY 200

RISK

Moderate

TIME FRAME

3-5 months

RIA

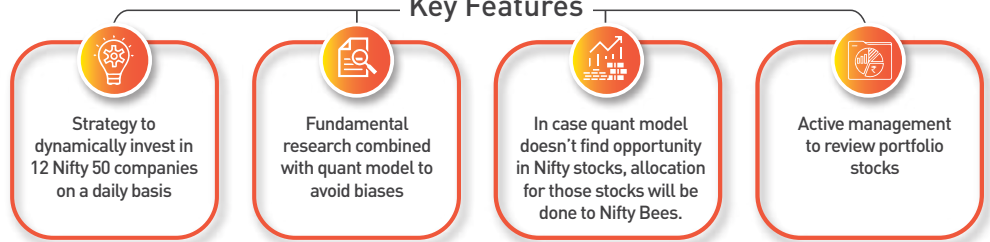


Zodiac

► What is Zodiac?

An intelligent portfolio of 12 Nifty Stocks dynamically created by a combination of fundamental screening and a quant model.

Key Features



Investment Universe, Process & Strategy:

- Dynamic portfolio comprising of 12 Nifty stocks in equal weights
- Identifying stocks through fundamental screening and a quant model based on parameters like growth in earnings, sectorial preference, momentum and volatility factors
- Maximum exposure of 25% in a particular sector, Maximum 3 stocks from a sector and minimum 5 sectors at portfolio initiation.

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Dynamic Portfolio of 12 winning stocks from Nifty 50 basket



Core Fundamental research combined with Quant Model for Decision making to avoid Human Bias



Active management to review portfolio stocks

► Rebalancing Strategy:

- When Potential upside is achieved.
- If Stock is excluded from Nifty Index.
- In case Nifty Bees is part of portfolio it will be replaced when a new Stock opportunity with potential is identified.
- Stock Price corrects by more than tolerance levels

► For Whom?

Investors with a moderate risk appetite and an investment horizon of minimum 3-5 years

► Basic Details

NO. OF STOCKS

12

BENCHMARK

Nifty 50

RISK

Moderate

TIME FRAME

3-5 years



OpenQ MNC

▶ What is OpenQ MNC?

Portfolio of Top stocks from Multi-National Companies (MNC) universe designed for passive long term investing created basis Quantitative method & proprietary filters.

Key Features of OpenQ MNC



Investment in High quality MNC stocks that have their Price and Earnings Momentum adjusted for risk.



Stocks are weighted by considering individual stock level risk. Quantitative techniques are used to arrive at the stock level risk. Stocks which have shown higher relative risk in recent past are accordingly down weighted.

▶ Investment Universe, Process & Strategy

Stock selection procedure involving 3 broad processes:

- **Universe:** Pool of listed MNCs which are part of top 500 by market cap
- **Quantitative analysis for identifying MNC companies with** Growth in earnings and price momentum
- **Proprietary Liquidity Screening to avoid stocks with low liquidity**
- Judicious mix of Multicap portfolio with mix of Large, Mid & Small markets capitalisation companies.

USP



Identifying High quality MNC stocks coupled with Earnings and Price



Quantitative methodology with no human bias

▶ Rebalancing Strategy

- Quarterly rebalancing
- If the portfolio falls more than 20% from the peak
- If individual stock in portfolio falls more than 15% intraday

▶ For Whom?

Investors with moderate risk profile having investment horizon of minimum 3 years or more

▶ Basic Details

NO. OF STOCKS
10

BENCHMARK
NIFTY MNC

RISK
Moderate

TIME FRAME
3 years

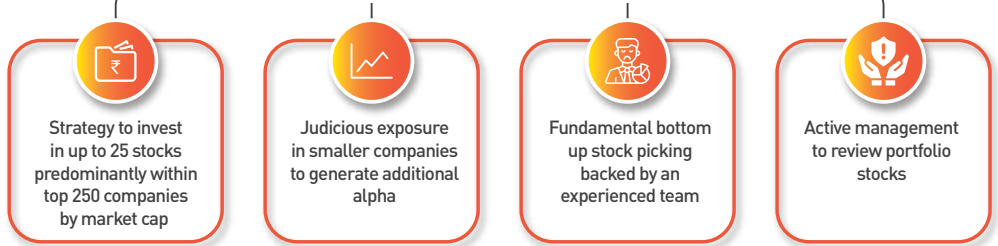
RIA 

ABAKKUS

► What is Abakkus Smart Flexi Cap Portfolio?

A diversified portfolio predominantly from the universe of top 250 companies with focus on alpha generation along with stability and liquidity.

Key Features of Abakkus Smart Flexi Cap Portfolio



► Investment Universe, Process & Strategy

- Universe comprises of top 250 companies by Market cap
- Identifying stocks through various filters based on management quality, corporate governance, sector headwinds and In-depth research and bottom up fundamental approach
- Diversified Portfolio of up to 25 companies with Risk management (Single stock exposure ideally less than 10%) and max sector exposure at 30%

USP



Select exposure in smaller companies to generate additional alpha

MEETS

Differentiated portfolio adhering to "MEETS" Framework

M

Management

E

Earnings

E

Events/Trends

T

Timing

S

Structural Opportunity

► Rebalancing Strategy:

- Only when there is a better alternative or a better risk-reward in another stock based on valuations

► For Whom?

Investors with a high-risk appetite and an investment horizon of minimum 3-5 years

► Basic Details

NO. OF STOCKS

Up to 25

BENCHMARK

Nifty 200

RISK

Aggressive

TIME FRAME

3-5 years

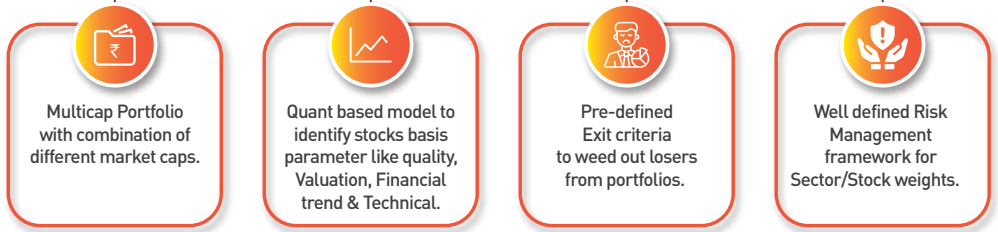


FUNDTECH

► What is FundTech?

An intelligent portfolio created by Robo Advisory with a combination of fundamental and technical parameters which is suitable for active investors who want to invest in companies with positive financial trend subject to thresholds of Quality and Valuation.

Key Features of FundTech



► Investment Universe, Process & Strategy

- Dynamic Portfolio creation comprising of 10 to 20 stocks
- Identifying stocks through screening based on parameters like Quality, Valuation, Financial Trend & Technical Parameters
- Maximum exposure of 30% in any sector & 10% in a single stock

USP



Active Investment
Strategy



Robo Managed
Process



Combination of Fundamental
& Technical Parameters

► Rebalancing Strategy

- Continuous re-evaluation of portfolio in case of adverse change in the stock selection criteria
- Corporate governance issue in the company
- Stock underperformance between 15-25% Vs Benchmark BSE500

► For Whom?

Investors with aggressive risk profile having an investment horizon of minimum 3 – 5 years.

► Basic Details

NO. OF STOCKS
10-20

BENCHMARK
BSE500

RISK
Aggressive

TIME FRAME
3-5 years

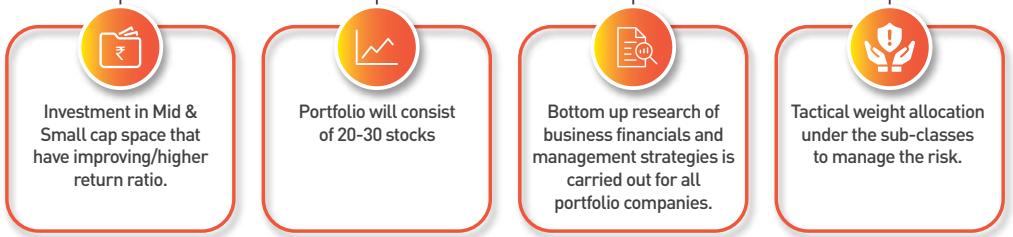
RIA 
VIVEKAM
LEARN TO EARN

NS MID & SMALL CAP

► What is NS MID & SMALL CAP?

Portfolio comprising of Mid & Small cap stocks, which have potential to grow. Identified with bottom up approach which covers, Information mining, Financial modelling, Investment thesis, Active & Rigorous tracking for changes in the earnings & quality outlook.

Key Features of NS MID & SMALL CAP



► Investment Universe, Process & Strategy

• Stock selection procedure involving 3 broad processes:

- A combination of fundamental value and quantitative triggers to create a high value portfolio with focus to deliver superior risk adjusted returns on absolute, relative and consistent basis.
- Principle of "Growth in Value" style of investing & principle of linearity i.e- investing in businesses, where the improvement in fundamentals is linear (gradual) which gives opportunity for valuation multiple expansion, along with earnings growth.

• Maximum allocation in a stock:

+7% of its weight in benchmark

• Market Cap Allocation:

- Mid Cap: Max 80% and Min 50%
- Small Cap: Max 50% and Min 20%

USP

Strategy Identifies High Quality Moat Companies With Growth Potential On Mid & Smallcap Side

Using Strong Process & Bottoms Up Stock Selection Methodology

► Rebalancing Strategy

- Strictly based on fundamentals
- If portfolio stocks underperform for two consecutive swings and exhibit higher volatility, those stocks get marked for Sell/Review
- Corporate governance issue in the company

► For Whom?

Investors with aggressive risk appetite and investment horizon of minimum 3-5 years.

► Basic Details

NO. OF STOCKS

20-30

BENCHMARK

Nifty Mid and Small 400

RISK

Aggressive

TIME FRAME

3-5 years

RIA Narnolia®

NS 5Tx5T

► What is NS 5Tx5T?

Thematic Portfolio created with multiple themes which have potential to grow based on opportunities created as Indian Economy moves to \$5 Trillion.

Key Features



Identify & Invest in Multiple themes (Ideally 4-6 Themes)



360 Degree Deductive logic framework & Growth in Value.



Multicap Portfolio of 15-20 stocks

► Investment Universe, Process & Strategy

• Stock selection procedure involving broad processes

- A combination of fundamental value and quantitative triggers to create a high value portfolio with focus to deliver superior risk adjusted returns on absolute, relative and consistent basis.
- Principle of "Growth in Value" style of investing & principle of linearity, i.e. investing in businesses, where the improvement in fundamentals is linear (gradual) which gives an opportunity for valuation multiple expansion, along with earnings growth.
- **Maximum allocation in a stock:** 10% while maintaining sector diversity

USP



Strategy identifies Unique themes based opportunity in the Indian market



Strong process & bottoms up selection methodology.

► Rebalancing Strategy

- If portfolio stocks underperform for two consecutive swings and exhibit higher volatility, those stocks get marked for Sell/Review
- Corporate governance issue in the company

► For Whom?

Investors with aggressive risk appetite and an investment horizon of minimum 3-5 years

► Basic Details

NO. OF STOCKS
15-25

BENCHMARK
Nifty 500

RISK
Aggressive

TIME FRAME
3-5 years

RIA Narnolia®

NS INDUSTRY CHAMP

► What is NS INDUSTRY CHAMP?

Portfolio comprising leaders (top-3 players) of their respective industry and stocks which are showing growth in value characteristics with expected higher return ratio.

Key Features of NS INDUSTRY CHAMP



Investment in the industry leaders, Companies with good governance practices and dynamic management team to navigate business cycles.



Portfolio will consist of 10-20 stocks; mostly large-cap.



Bottom up research of business financials, management strategies and Companies that have improving/higher return ratio.



Uniquely designed risk management framework to generate superior risk adjusted returns

► Investment Universe, Process & Strategy

• Stock selection procedure involving broad process:

- A combination of fundamental value and quantitative triggers to create a high value portfolio with focus to deliver superior risk adjusted returns on absolute, relative and consistent basis.
- Principle of "Growth in Value" style of investing & principle of linearity i.e.- investing in businesses, where the improvement in fundamentals is linear (gradual) which gives opportunity for valuation multiple expansion, along with earnings growth.

• **Maximum allocation in a stock:**
+7% of its weight in benchmark

• **Market Cap Allocation:**
- Large Cap: Max 70% and Min 30%
- Mid Cap: Max 70% and Min 30%
- Small Cap: Max 15% and Min 0%

USP



Strategy Focusing On Investing
In The Industry Leaders Of Today



Backed By Quality Management
Which Are Focussed On Innovation

► Rebalancing Strategy

- Strictly based on fundamentals
- If portfolio stocks underperform to respective benchmark for two consecutive swings and exhibit higher volatility, those stocks get marked for Sell/Review
- Corporate governance issue in the company

► For Whom?

Investors with conservative risk appetite and investment horizon of minimum 3-5 years.

► Basic Details

NO. OF STOCKS
10-20

BENCHMARK
Nifty Large
and Mid-250

RISK
Conservative




TIME FRAME
3-5 years

RIA Narnolia®





To Smoothen your investment journey, RIAs offer you range of options from Lump Sum or SIP mode.



LUMP SUM

-  **Option:** One Time Investment
-  **Subscription mode:** Upfront Subscription
-  **Withdrawal:** Full or Partial

SIP

-  **Option:** Systematic investment on Dates (1,8,18,22)
-  **Top Up:** Investment will be done in LUMP SUM MODE
-  **Subscription mode:** Upfront Subscription
-  **Withdrawal:** Full

*Kindly note, SIP mode of investment is available only for few IAP products.



Digital journey of Investing

How to subscribe to products through MOFSL?

Scan QR Code to download  MO Investor App

Available on Android & Apple









Digital journey of Investing

Login to MO Investor > **Select Help me Invest - IAP**

- Login to Investor App/Web
- Select Product offered by RIA
- Select Mode (Lump sum/ SIP)
- Complete RIA KYC & Risk profiler
- Select Subscription Model
- RIA Generates Advice
- Client provides Consent & Invests In Portfolio

Digital Enabled process to confirm the orders

-  Notification on MO Investor App
-  Login to MO Investor Web
-  Email on registered email address
-  SMS on registered mobile number
-  Auto Call on your registered mobile number
-  Confirmation from Dealer/Advisor through OTP

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