



Pramerica

Managed Account Services

Monthly Factsheet - August 2014

Dear Investor,

What is the role of a portfolio manager? Is it to generate the highest return possible? Is it to foresee how the market will behave and adjust the portfolio accordingly? Is it to have knowledge about all the companies and all the industries that are there in the market?

We believe the role of the portfolio manager is to create the right conditions for the portfolio to grow. Please note, the portfolio manager does not “generate returns”. The returns, if any, are generated by the companies in which investments are made.

Come to think of it, there is a remarkable amount of similarity between the profession of a portfolio manager and that of a farmer.

A farmer would be presumptuous if he thought that he was growing the crops. The crops are not grown by the farmer. It is the farmer's job to create the right conditions for the crop to grow. He has to choose the right seeds; plant them properly; give the plants adequate care, water and fertilizer; weed out the unwanted items from the farm, and guard the crops from pests. If these things are done, the plants will grow. At the appropriate time, the farmer has to harvest the crops.

A portfolio manager has to choose the right companies (those which fit in with the stated philosophy), give the portfolio adequate care in terms of periodic research and follow-up; guard against bad advice that frequently urge him to change course; periodically remove the “weeds” that have crept into the portfolio. If these things are done, the portfolio will grow over time. At the appropriate price, the stocks have to be “harvested”.

As long as the portfolio manager is faithful to his or her mandate, he/she is doing the job properly. The returns, if any, are a by-product of a good investment process.

KEY PORTFOLIO PERFORMANCE INDICATORS

Month on Month Performance

	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13*	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13
Pramerica Deep Value Strategy	-	-	-	-	-	-	0.64%	-1.38%	4.81%	5.13%	3.43%	3.92%
NIFTY	-	-	-	-	-	-	-0.50%	-4.71%	4.82%	9.83%	-1.95%	2.07%
Out/Under Performance	-	-	-	-	-	-	1.14%	3.33%	-0.01%	-4.70%	5.38%	1.85%

	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14
Pramerica Deep Value Strategy	-2.57%	5.26%	14.26%	1.77%	12.76%	10.75%	-0.40%	-	-	-	-	-
NIFTY	-3.40%	3.08%	6.81%	-0.12%	7.97%	5.28%	1.44%	-	-	-	-	-
Out /Under Performance	0.83%	2.18%	7.45%	1.89%	4.79%	5.47%	-1.84%	-	-	-	-	-

* Returns for the period 3rd July 2013 to 31st July 2013
Monthly Returns before charging expenses

Pramerica Deep Value Strategy Portfolio Performance as on 31st July 2014

Period	Portfolio	NIFTY	CNX500	CNXMIDCAP
1 Month	-0.40%	1.44%	0.33%	-2.33%
3 Months	24.43%	15.31%	17.86%	23.39%
6 Months	52.29%	26.80%	31.54%	43.74%
1 Year	73.37%	34.47%	41.44%	57.69%
Since inception (03/07/2013)	67.55%	29.19%	33.31%	41.24%
Portfolio Turnover Ratio	3.27%			

3 Month Absolute Returns

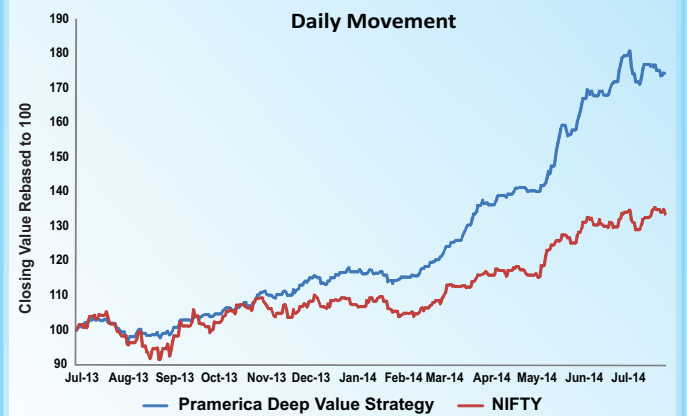
Period	From	To	Strategy Return	Nifty Return
Lowest Returns of Pramerica Deep Value Strategy	15-Jul-13	15-Oct-13	2.00%	0.97%
Lowest Returns of NIFTY	4-Nov-13	4-Feb-14	3.56%	-5.01%
Highest Returns of Pramerica Deep Value Strategy	9-Mar-14	9-Jun-14	36.61%	17.28%
Highest Returns of NIFTY	23-Feb-14	23-May-14	34.49%	19.68%

Portfolio Characteristics

Characteristics	Portfolio	NIFTY
Average Daily Return	0.14%	0.08%
Daily Volatility	0.58%	0.88%
Beta	0.43	

Portfolio characteristics provided above are based on all the clients' portfolios under the regular portfolio of the strategy for the period from July 03, 2013 to July 31, 2014 for the purpose of understanding the volatility of the portfolio vis a vis the index.

Daily Movement



Important Disclosures regarding the consolidated portfolio performance: Performance depicted above is based on all the client portfolios under Regular Portfolio of Pramerica Deep Value Strategy existing as on such date, using time weighted average methodology. Past performance is no guarantee of future returns. The above portfolio performances are before charging of any expenses. 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. Return for period upto 1 year is absolute. Since inception date stated is considered to be the date on which the first client investment was made under the strategy.

Investment objective of Pramerica Deep Value Strategy: Pramerica Deep Value Strategy seeks to generate returns by investing in a portfolio of value stocks which have the potential of superior wealth creation over long term.

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