# PORTFOLIO MANAGEMENT SERVICES

Newsletter January 2018







# From the desk of the Portfolio Manager for DHFL Pramerica Deep Value Strategy

#### Tending to our garden

#### Dear Investor.

At the outset, we would like to wish you and your family excellent health, prosperity and happiness in the New Year 2018.

As the New Year dawns, it is usually a time for looking back as well as to re-assess our chances of success in the revised scheme of things.

Let us step back from the usual macro-economic analysis and look at stock market investing from the basics.

In any activity that is dependent upon a multitude of variables, it is, we believe, futile to just look at a few of them and come to any firm conclusion. We need to get the basics right and do the best we can.

In that sense, investing in the stock market is remarkably similar to the process of farming; hence this title.

The job of a farmer is not to grow crops, but to create the right conditions for the crop to grow.

- He has to check the soil conditions,
- Select the right seeds
- Ensure that the plants get adequate water and sunlight
- Apply the right mix of fertilizers
- Ensure that pests and weeds are removed
- Wait for the plant to grow, and then, at the appropriate time,
- Harvest the produce.

If these things are done properly, Mother Nature will make the crops grow, and there is more than an even chance that the harvest would be good (of course, barring natural disasters and the like). The farmer cannot claim that he/she is "growing crops". Similarly, the investor also cannot claim that "he/she is generating the returns". The job of the investor is to ensure that the right conditions are provided for the portfolio to grow.

Just what are the right conditions for an equity portfolio to grow healthily?

- (1) An environment that encourages free enterprise and economic reform
- (2) A market where there is a thriving entrepreneurial spirit
- (3) An economy with scope for growth
- (4) Choice of good businesses for investment
- (5) Purchase of the shares of such businesses at reasonable valuations
- (6) Guarding against the "pests" of higher costs of investing, and
- (7) Time for all of the above to fructify

Let us now see how many of these conditions are met in today's environment.

#### Is this a country that encourages freedom?

Amidst the din of political posturing and discourses, we tend to forget the more important aspects of our country:

- Amongst the "emerging market" economies, how many countries have the kind of personal freedom given to its citizens, like what exists in India? **Very few**.
- In how many countries can one publicly criticize the government of the day and still hope to live freely? **Very few**.
- In how many countries (especially amongst emerging economies), does the press and TV have the kind of freedom that exists in India?
- In how many countries can you be proud of regular elections, conducted in a peaceful and fair manner, at the national, state and municipal levels? Once again, very few.

The fact remains that, despite the frustrations regarding the lack of proper infrastructure, the slow legal process, and a noisy, argumentative political system, India has strengths and an economic environment that encourages free enterprise. And that is very good news.

#### Is this a country with an entrepreneurial spirit?

For a moment let's forget the Ambanis, Adanis, Tatas and Birlas. Let us look at the kind of companies (started by Indians) that almost all of us know and use every day. Many of these did not exist 10 years ago. This list is not exhaustive.

Flipkart	Snapdeal	
Ola	Paytm	
InMobi	Zomato	
Grofers	Redbus	
E-Com Express	Oyo Rooms	
Pepperfry	Urbanladder	
Delhivery	Practo	
Policybazaar	Big Basket	
Hike	Cardekho	
Zivame	Commonfloor	
Quikr	Urbanclap	

Of course, there would be some casualties amongst the startups, but there is no reason to believe that Indians do not have a spirit of entrepreneurship, which is an essential ingredient in the stock market's success.



#### Commitment to economic reforms

Let us just look at the kind of steps taken in the past 5 or 6 years in the area of furthering economic reforms. Among others, they include:

- The Aadhaar initiative
- Financial inclusion by opening of several lakhs of new bank accounts
- Using the Aadhaar and bank accounts for direct transfer of subsidies to beneficiaries
- FDI norms relaxed in several industries
- Diesel de-regulation
- Bankruptcy code
- Uniform indirect taxation because of GST
- Higher financial devolvement to the states
- Infrastructure projects like the Dedicated freight corridor
- Highways, road and rail projects
- Attempt to clean-up PSU banks' balance sheets
- Attempts made to reduce the incidence of cash transactions in the system, and to trace the use of cash.

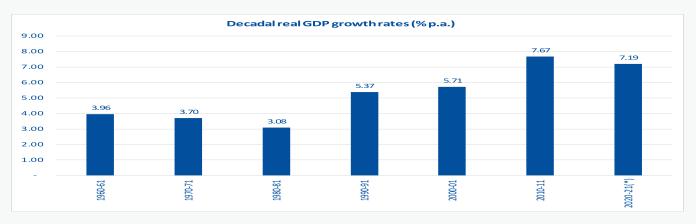
You would have observed that some of these reforms were initiated by the previous government, and some by the incumbent government. What does this signify? It signifies that despite the acrimony displayed on television screens, there is a broad consensus amongst major political parties about the direction of reforms this country needs. Some of the reforms listed above were unthinkable just a few years ago.

Of course, more needs to be done. But then, that is always the case.

#### The scope for further growth

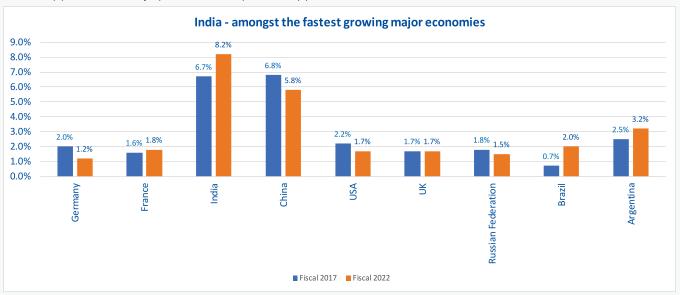
Whenever a major structural reform happens, the economy moves to a higher growth trajectory, but after a lag. This happened in 1991. There is reason to believe that after initial hiccups after the implementation of the GST, a major structural reform, the trajectory of growth in the subsequent years would be higher.

India is expected to grow in excess of 7% per annum, making this country one of the fastest growing major economies in the world.



Sources: (1) Economic surveys (for historical data)

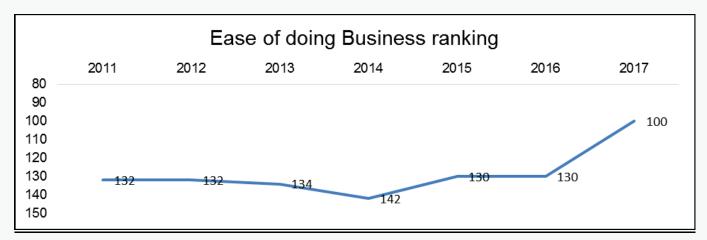
(2) IMF World economic outlook



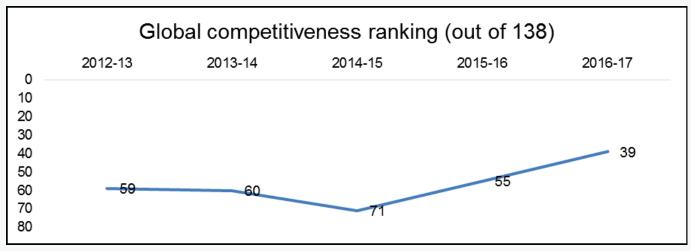


Data source: IMF World Economic Outlook

India shows Improvement in the ranking for "ease of doing business"



Source: World Economic Forum – Global Competitiveness report So too, is the ranking on "Global Competitiveness Ranking"



Source: CRISIL/WEF

#### Choice of good businesses for investment

Shorn of all frills, the essential truth is that stock market returns would be earned by investing in businesses that are efficiently run, where the treatment of minority shareholders is fair, and when such businesses are purchased at prices that provide some scope for sustained appreciation. There are several excellent businesses in India that are efficiently run, and which treat shareholders fairly. It is our duty as fund managers to ensure that the investors' funds are invested in companies that meet these criteria. Of course, each product would need to be managed in a way that is consistent with its mandate. External agencies and financial distributors play the important role of the watchdog in this endeavour.

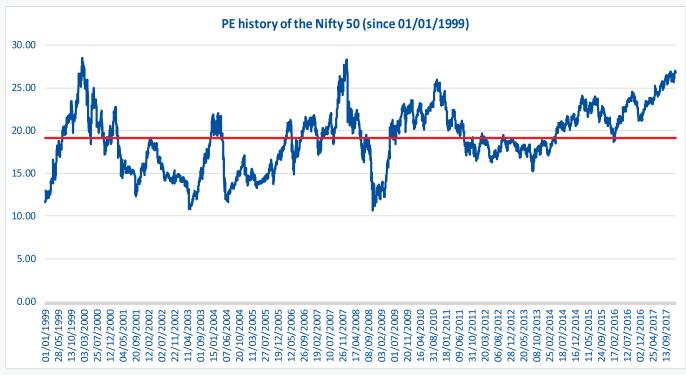
#### And now, the things that we should watch out for

Life comes as a package deal. Along with all the positives, which we have just discussed, usually we have some things that we have to be watchful about. We think that an investor has to be aware of these things while making an investment plan for 2018.

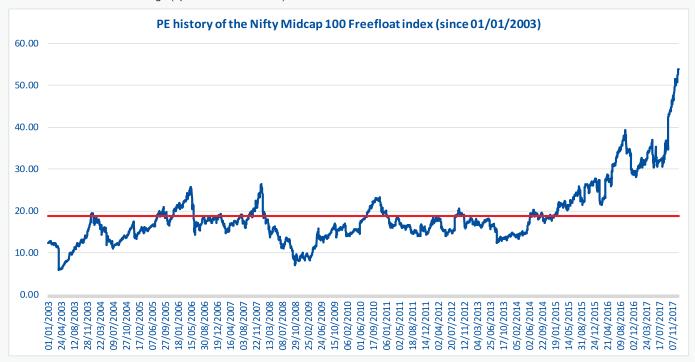
- (a) Valuations in many cases
- (b) Supply of fresh paper
- (c) The fact that in a garden, some weeds grow faster than flowers
- (d) Some macroeconomic indicators
- (e) The belief that liquidity would keep driving the market upwards all the time

#### Valuations of the market indices.

This is where we have to be careful. There is no way that anyone can claim that the market averages are cheap now. The charts given below tell their own story. The horizontal red line in the chart represent the average P/E multiples for the period mentioned.



Source: National Stock Exchange (updated till 28/12/2017)



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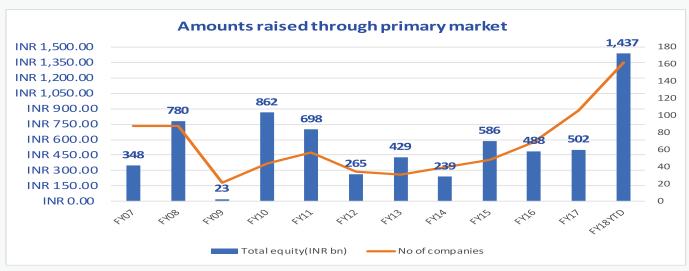
Yes, we are talking of averages here. There are individual stocks that are cheaper than these averages. But let us carefully see where a bulk of the money flow is going. They are going into sectors that are already well above their historical average valuations.

This means that the investor's money should go into, <u>and only into</u>, companies with very strong balance sheets, an undiminished ability to compete in the market place, and in stocks that offer high levels of liquidity.

Staying away completely from equity is a bad idea. But buying <u>any</u> equity share thinking that it will only go up because liquidity would keep driving it up, is a recipe for future heartburn.



#### Supply of fresh paper



Data sources: Motilal Oswal & Bloomberg

Let us not forget that after 30<sup>th</sup> Nov 2017 and till 31<sup>st</sup> March 2018, there are big fund raising plans announced by several companies. Some of these IPOs/QIB placements are expected to be in the "mega" category. A sharp spurt in the number and quantum of public issues is a sign that the investor community is excited, and this reinforces our suggestion to stick strictly to quality.

#### In a garden, weeds can grow faster than flowers

We began by giving the farming analogy. In investing too (which is, as we mentioned, very similar to farming), we have to be conscious that what rises the fastest is not necessarily the best for us.

I keep meeting some investors who claim that they are aware of the less-than-desirable quality of some companies they are investing in, but they are confident that they can get out of the market just before the fall comes, and are participating for the "thrill of it".

I hope they are able to achieve this.

#### Some macroeconomic indicators that we ought to be aware of

- Brent crude has risen to nearly US\$ 67 per barrel from a low of US\$ 28
- The government's borrowing program has been revised higher, leading to fears about the fiscal deficit targets not being met
- If that happens, inflation and interest rates will refuse to come down in a hurry
- Easy liquidity have continued now for several years; and is unlikely to continue forever.

#### Will the liquidity tap continue to run forever?

Domestic mutual fund inflows have been very robust this past year. This has been the main reason why many sectors have risen to their levels of valuation. However, if there is one thing that the market has always taught us, it is that nothing is permanent.

It would not be a bad idea to remember the poem by Horace that graces the great book "Security Analysis" by Benjamin Graham and David Dodd:

"Many shall be restored that now are fallen,

and many shall fall that now are in honor"

#### Controlling the pests (costs of investing)

Costs of investing are significant if very frequent churn of the portfolio happens. Every buy and sell decision has its costs, and cumulatively, they can be substantial. Controlling costs in an investment program is a less "glamorous" but efficient way in which the target is achieved.

#### Any portfolio needs time to deliver

No tree grows from seed to fruit-bearing in one day. Similarly, the stock market is not going to act according to the calendar (or the clock!!). Give time for your portfolio to grow. Time acts as our savior if we have investments in good businesses. As the great Warren Buffett said - "Time is a friend of a wonderful business, and an enemy of the mediocre"

Dear Investor, in conclusion, we have this to say:

- (a) India definitely is a country where we can be bullish over the next several generations
- (b) There are several businesses and businessmen where we can place our trust and money
- (c) We do however have to be careful about the level of valuations in several sectors in today's market conditions
- (d) Let us stick to quality. If quality is very expensive, let us wait till valuations become acceptable.
- $(e) \quad \text{Let us remember that it is not necessarily in our interest to invest in what promises to appreciate the fastest.} \\$
- (f) After carefully choosing a mix of products that suit our temperament, let us give time for our portfolio to perform.

It is a good idea to consult your Investment Advisor before deciding on the mix of products that is right for you. Please remember, you can on any day get a set of good products; you getting hold of the "best" is another matter altogether. A good product can remain good for very long, but the "best" is very fleeting.

Ultimately, we can only put in our best effort in creating the right conditions for the portfolio to grow, just as a farmer does in his farm. Let's not forget that It is Mother Nature who would make the "plants" grow.

Warm regards,

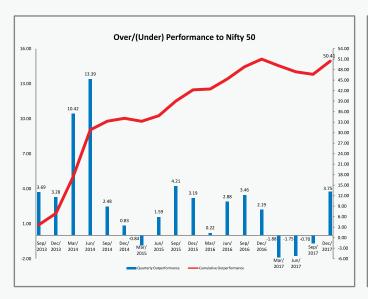
Yours sincerely,

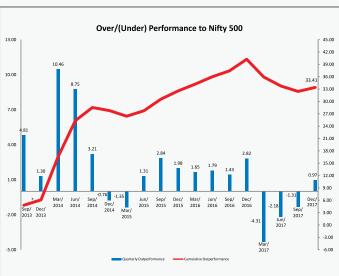
(EASundaram)

Portfolio Manager



# DHFL PRAMERICA DEEP VALUE STRATEGY KEY PORTFOLIO PERFORMANCE INDICATORS





<sup>\*</sup> Returns for the period 8th July, 2013 to 30th September, 2013. Performance depicted as at the above stated date is based on all the client portfolios under the Regular Portfolio of DHFL Pramerica Deep Value Strategy existing as on such date, using Time Weighted Rate of Return (TWRR). Past performance may or may not be sustained in future.

# Top 15 Holdings of DHFL Pramerica Deep Value Strategy Discretionary Portfolio Regular Plan as on December 29th, 2017

Date of Purchase	Equity	Sector	%
Sep/2015	State Bank of India	Banking / Financial Services	5.61%
Jul/2013	Container Corporation of India Ltd	Logistics	5.33%
May/2014	Infosys Ltd	IT Services	4.96%
Oct/2013	Divis Laboratories Ltd	Pharmaceuticals	4.92%
Jun/2015	ITC Ltd	FMCG	4.43%
Jan/2016	Oracle Financial Services Software Ltd	IT Services / Products	4.04%
Mar/2015	Castrol India Ltd	Lubricants / oils	4.03%
Apr/2016	Sanofi India Ltd	Pharmaceuticals	4.01%
Jul/2013	Indraprastha Gas Ltd	City Gas Distribution	3.76%
Jul/2014	Oil & Natural Gas Corporation Ltd	Oil Exploration	3.68%
Aug/2013	Cummins India Ltd	Engineering	3.67%
May/2017	Abbott India Ltd	Pharmaceuticals	3.44%
Nov/2016	Persistent Systems Ltd	Computers - Software	3.38%
Jun/2016	Amara Raja Batteries Ltd	Batteries - Automobile	3.11%
Jul/2013	Siemens Ltd	Engineering	3.03%
	Total		61.40%

#### **Portfolio Details**

Portfolio Details as on December 29th, 2017		
Weighted average RoCE	28.40%	
Portfolio PE (1-year forward )	18.03	
Portfolio dividend yield	1.49%	
Average age of companies	56 Years	

Portfolio Composition as on December 29th, 2017		
Large Cap	44.25%	
Mid Cap	26.00%	
Small Cap	13.00%	
Cash	16.75%	

Large Cap: Market cap of the 100th company in the Nifty 500 (sorted by market cap in descending order) as on 29th December 2017

**Midcap:** Market cap below 100th company to the market cap of the 300th company in the Nifty 500 (sorted by market cap in descending order) as on 29th December 2017

Small Cap: Market cap lower than the 300th company in the nifty 500 (sorted by market cap in descending order) as on 29th December 2017

The above holding represents top 15 holdings of DHFL Pramerica Deep Value Strategy – Regular Portfolio based on all client portfolios existing as on the date stated above, excluding any temporary cash investments. The above holdings do not represent the model portfolio being offered to the clients (including prospective clients) and hence it is possible that these stocks may not be part of the portfolios constructed for new clients. The above holdings are for illustration purpose only and it should not be considered as investment recommendation or analysis or advice or opinion from the Portfolio Manager on the above mentioned stocks. The above portfolio holdings are provided on an "as is" basis, and the Portfolio Manager makes no express or implied warranties or representations with respect to the accuracy, completeness, reliability, or fitness of the above portfolio holdings or any financial results you may achieve from their use. In no event shall the Portfolio Manager, its directors or employees or its affiliates have any liability relating to the use of the portfolio holdings.



### DHFL Pramerica Deep Value Strategy Portfolio Performance as on 29th December 2017

Period	Portfolio	NIFTY 50	NIFTY 500
1 Month	3.53%	1.63 %	2.66 %
3 Months	11.37%	7.58 %	10.36 %
6 Months	14.30%	10.80 %	14.33 %
1 Year	30.04%	29.95 %	37.24 %
2 Years	20.89%	15.23 %	18.96 %
3 Years	15.60%	8.49 %	12.20 %
Since inception date 08/07/2013	31.64%	13.95 %	17.92 %
Portfolio Turnover Ratio*	11.25%		

<sup>\*</sup>Portfolio Turnover ratio for the period 1st January 2017 to 29th December 2017

Important Disclosures regarding the consolidated portfolio performance: Performance depicted as at the above stated date is based on all the client portfolios under the Regular Portfolio of DHFL Pramerica Deep Value Strategy existing as on such date, using Time Weighted Rate of Return (TWRR) of each client and then computing an arithmetic average for the overall strategy. Past performance is no guarantee of future returns. The above portfolio performance is before charging of any 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 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.

**Investment objective of DHFL Pramerica Deep Value Strategy:** DHFL 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.



## From the desk of the Portfolio Manager for DHFL Pramerica Phoenix Strategy

#### **Dear Investor**

At the outset, I would like to wish you and your family a very happy new year. I also take this opportunity, this being the first newsletter written for the Phoenix portfolio, to articulate how we intend to manage your money in the Phoenix strategy.

Phoenix as a product developed with a lot of internal analysis and discussions. The major point of discussion was in what situations high returns were made in mid and small cap space. Generally three situations were the most recurring first when the stock was bought when it was undiscovered and hence was cheap, second when the earnings were depressed because of cyclical factors(Reversion to mean) and finally the company benefitted because of structural change in the industry.

Phoenix is a mid and small cap focused portfolio of companies and focused on two themes which are: -

#### Reversion to mean

"Regression to the mean is the most powerful law in financial physics: Periods of above-average performance are inevitably followed by below-average returns, and bad times inevitably set the stage for surprisingly good performance." Jason Zweig, Wall Street Journal

We aim to invest in companies where growth or/and financial performance at the time of investment is below the long-term average performance.

The sectors wherewe want to invest in this theme aremetals, chemicals, banking and financial services, retail, industrial companies, infrastructure, shipping and automobiles etc.

Also, what we have observed is that business of the whole industry is either in an uptrend or downtrend. Also, birds of a feather flock together. So, when the whole industry is doing poorly one can get many good opportunities in one good sector. Hence, we have a sector cap of 30% in the phoenix strategy.

#### **Special Situation:**

Here we want to invest in companies that are likely to benefit (grow stronger financially and gain market share from the competitors) from a structural change in nature of industry. The change in the industry can be because of government regulations, change in consumer preferences, demographics, advances in technology etc.

An example of the sectors where we expect huge change over the next few years is real estate where the government has passed RERA bill (and is getting implemented across various states), SEBI has eased the norms of REIT's, consumers have become more discerning in terms of projects they want to invest in and finally easier availability of the funds for good developers. Also the sector has faced cyclical downturn and a lot of smaller players are in financial distress. As a result the larger and more financially disciplined players have been gaining market share from the weaker players.

"The market, like the Lord, helps those who help themselves. But, unlike the Lord, the market does not forgive those who know not what they do. For the investor, a too-high purchase price for the stock of an excellent company can undo the effects of a subsequent decade of favorable business developments" Berkshire Hathway annual report 1992.

The other crucial point I would like to reiterate is we are not momentum investors and would like to focus on buying with decent margin of safety. In today's market when the valuations are stretched for most of the sectors we would like to be slow in investing. If the markets remain as expensive as they are currently we would like to take at least two months to build the portfolio for a new customer.

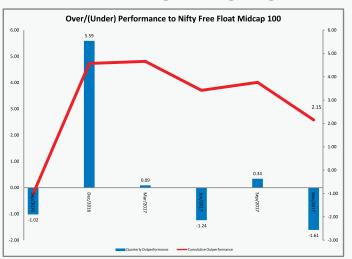
We believe an investor in this scheme should have a minimum investment horizon of three years.

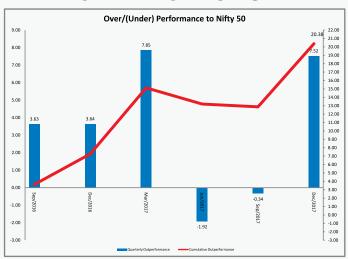
Himanshu Upadhyay

Portfolio Manager



# DHFL PRAMERICA PHOENIX STRATEGY KEY PORTFOLIO PERFORMANCE INDICATORS





\*Return for the period 1st August, 2016 to 30th September, 2016. Performance depicted as at the above stated date is based on all the client portfolios under DHFL Pramerica Phoenix Strategy existing as on such date, using Time Weighted Rate of Return (TWRR). Past performance may or may not be sustained in future.

#### Top 15 Holdings of DHFL Pramerica Phoenix Strategy as on December 29th, 2017

Date of Purchase	Equity	Sector	%
Aug/2016	Great Eastern Shipping Co Ltd	Shipping	3.86%
Aug/2016	FDC Ltd	Pharmaceuticals	3.72%
Feb/2017	Sanofi India Ltd	Pharmaceuticals	3.67%
Aug/2016	JB Chemicals & Pharmaceuticals Ltd	Pharmaceuticals	3.53%
Aug/2016	Greaves Cotton Ltd	Diesel Engines	3.39%
Sep/2016	D B Corp Ltd	Printing And Publishing	3.25%
Aug/2016	Ahluwalia Contracts India Ltd	Cement Products	3.11%
Jan/2017	Techno Electric & Engineering Co Ltd	Engineering-Designing- Construction	3.08%
Sep/2017	Pokarna Ltd	Sanitary Ware	3.06%
Aug/2016	Federal Bank Ltd	Banks	3.00%
Dec/2017	Himatsingka Seide Ltd	Fabrics And Garments	2.51%
Aug/2016	Oberoi Realty Ltd	Residential/ Commercial/Sez Project	2.43%
Nov/2016	MPS Ltd	Printing & Stationery	2.42%
Aug/2016	Prestige Estates Projects Ltd	Residential/ Commercial/Sez Project	2.34%
Apr/2017	Hexaware Technologies Ltd	Computers - Software	2.32%
	Total		45.69%

### Portfolio Details

Portfolio Details as on December 29th, 2017		
Weighted average RoE	12.94%	
Portfolio PE (1-year forward )	16.47	
Portfolio dividend yield	0.96%	

Portfolio Composition as on December 29th, 2017		
Large Cap	4.00%	
Mid Cap	29.00%	
Small Cap	51.00%	
Cash	16.00%	

 $\textbf{Large Cap:} \ \text{Market cap of the 100th company in the Nifty 500 (sorted by market cap in descending order) as on 29th December 2017$ 

**Midcap:** Market cap below 100th company to the market cap of the 300th company in the Nifty 500 (sorted by market cap in descending order) as on 29th December 2017

**Small Cap:** Market cap lower than the 300th company in the nifty 500 (sorted by market cap in descending order) as on 29th December 2017

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### DHFL Pramerica Phoenix Strategy Portfolio Performance as on 29th December 2017

Period	Portfolio	Nifty Midcap 100	NIFTY 50
1 Month	4.86%	5.48 %	1.63 %
3 Months	15.47%	16.71 %	7.58 %
6 Months	18.73%	20.07 %	10.80 %
1 Year	45.66%	48.42 %	29.95 %
Since inception date 01/08/2016	32.39%	28.85 %	15.05 %
Portfolio Turnover Ratio*	15.26%		

<sup>\*</sup>Portfolio Turnover ratio for the period 1st January 2017 to 29th December 2017

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Investment objective of DHFL Pramerica Phoenix Strategy: The objective of the strategy is to generate capital appreciation over the long term by investing in a portfolio of equity of Indian companies

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