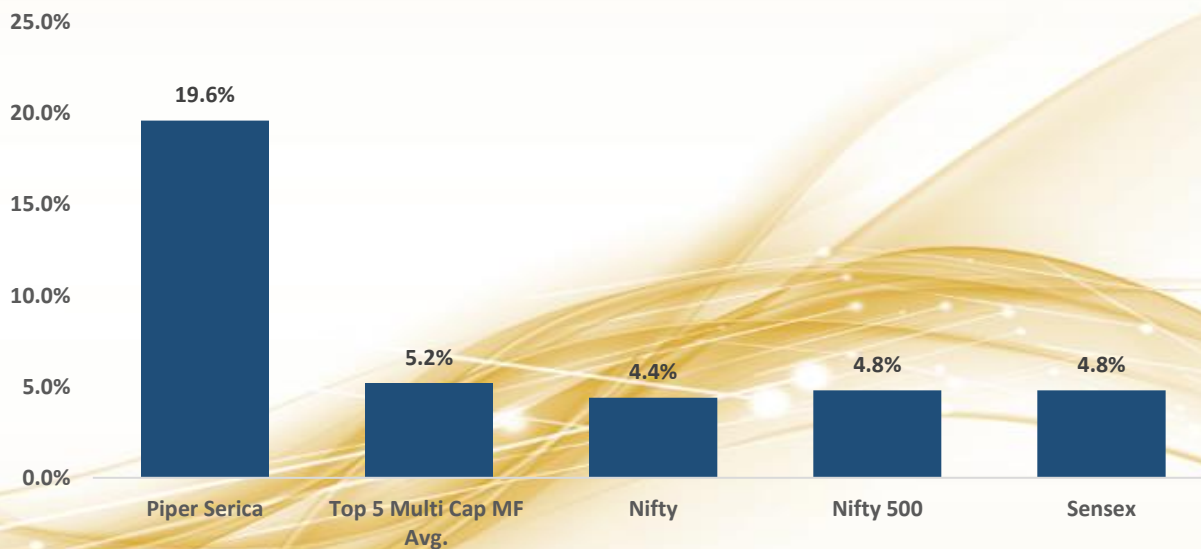


Piper Serica Advisors

Our Track Record

Strict adherence to our Investment Framework and our deep research expertise has not only given better returns but has also helped us beat the benchmarks.

INR 1,00,000 invested with Piper Serica in Feb 2015 would be worth **INR 2,71,700** as on 30 Sept 2020 while it would be worth half of that if invested in NIFTY, NIFTY 500, Sensex, or a portfolio of top 5 multi-cap mutual funds



Source: Piper Serica, Bloomberg, Valueresearch

All returns are audited by an independent auditor.

Returns generated on other pools of capital vary based on their vintage and mandated risk level.

Past Performance Is Not Indicative of Future Results. We do not guarantee returns.

contact us

For more inquiries contact us at +91 98923 48052, or email us at contact@piperserica.com

Visit our subscription page: www.piperserica.smallcase.com



Piper Serica

Piper Serica Advisors

About Us

Piper Serica is a SEBI registered Portfolio Management Service (PMS) provider. The equity assets that we manage include a Mauritius based FPI, an Indian PMS & a Portfolio Advisory Platform. All the funds are managed under a top-down strategy based on Porter's 5 forces model, that identifies fast-growing industry leaders that compound earnings & grow the wealth of investors for a long period of time. In a short period, Piper Serica's PMS is rated as one of the top PMS's based on its performance.

Our Presence

Name	Location	Format	Investors	Min. Investment
Piper Serica India Numero Uno Fund	Mauritius	FPI	Non-Indian & NRIs	US \$100,000
Piper Serica Leader Portfolio Strategy	India	PMS	Resident & NRIs	INR 50 Lakh
Wealth Compounder by Piper Serica	India	Smallcase	Resident & NRIs	INR 1.8 Lakh
Formidable Dozen (FD+) by Piper Serica	India	Smallcase	Resident & NRIs	INR 1.5 Lakh
Emerging Dominators (ED+) by Piper Serica	India	Smallcase	Resident & NRIs	INR 1.5 Lakh

Investment Advisory



Emerging Dominators - ED+	Formidable Dozen - FD+	Wealth Compounder
Small & Mid Cap Strategy Moderately High Risk	Large Cap Strategy Moderately Low Risk	Multi Cap Strategy Moderate Risk

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Investment Objective

To multiply wealth for a long period of time by investing in a portfolio of multi-baggers from high growth small and mid-cap stocks.

Investment Strategy

With an increase in per capita GDP there is a significant change in the consumption pattern of Indian consumers. This will create new industries and will give an opportunity to young companies to grow fast and benefit from these new trends. We have chosen 12 such companies that have already created a substantial market presence and are now geared to grow rapidly.

Top 5 stocks

Name	Sector
Multi Commodity Exchange	Financials
Dixon Technologies	Consumer Discretionary
Apollo Hospital	Health Care
Westlife Development	Consumer Discretionary
Equitas Holdings	Financials

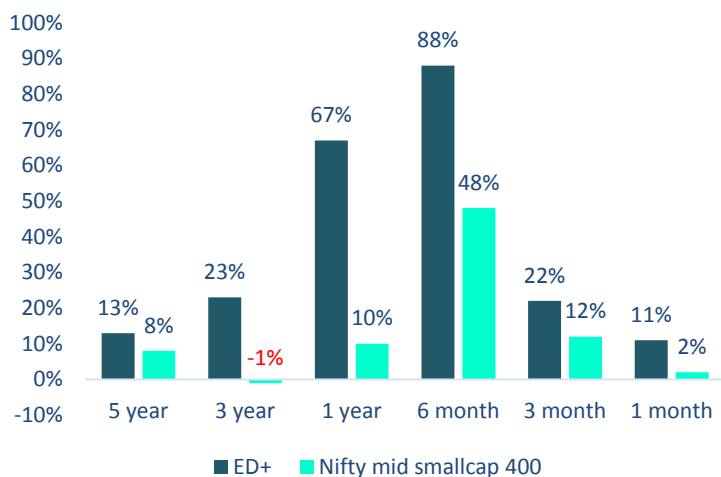
Min Investment: INR 1,50,000

Fees: 2.5% of avg. AUM per year, paid monthly

SIP Option: Available after min. investment of INR 1,50,000.

Min SIP: INR 20,000

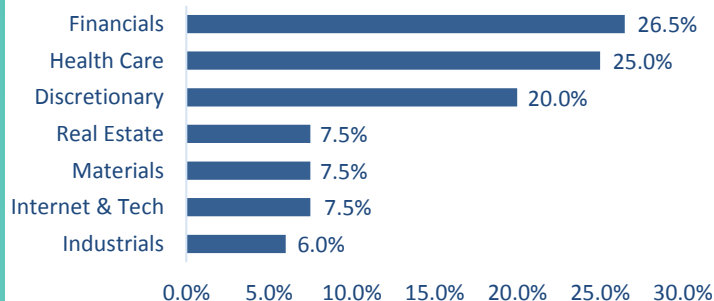
Strategy vs. benchmark:



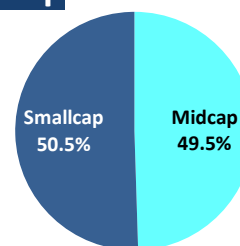
Investment Universe

Our chosen universe is companies that have a market capitalization of less than INR 25,000 crores. They are all rapidly growing in their fast growth industry. They have demonstrated high level of corporate governance and are managed by transparent and highly successful professional managers. The average market cap of the portfolio will be capped at INR 15,000 crore to ensure adequate representation of both small and mid-cap stocks.

Sector Breakup:



Market Cap Breakup



Riskometer



Fund Manager: Abhay Agarwal

Abhay started his investment career with Citibank in 1993 by managing its investment program. In 1998 he joined Chase Capital & worked in Hong Kong & Singapore as part of a team that invested in companies in Asia. As part of this team, he invested in upcoming companies like HDFC Bank, ICICI Bank, Marico etc. & provided seed capital to companies like Jubilant Foodworks, HDFC Securities & MTR Foods. He uses his 25 years of extensive investment experience to manage funds in a disciplined & systematic manner in order to compound the wealth of investors for a long period of time with minimal volatility.

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Formidable Dozen (FD+) by Piper Serica



As of 30-Sep-2020

Investment Objective

Generate higher than Fixed Income returns by investing in a portfolio of select 12 mega-cap stocks.

Investment Strategy

As the share of India in global GDP grows over the next 5 years so will the market capitalization of its stock market. The mega cap stocks that are part of the Nifty Fifty Index will create tremendous wealth over the next 5-10 years as they grow their leadership and competitive moat. These companies have very stable and defensive business models. By investing in them the investor has a very high probability of making a much higher return than the current returns available from fixed income options. These stocks have been chosen carefully after detailed research and the portfolio construction is done in a way to reduce risk and optimize returns.

Top 5 stocks

Security	Sector
Nestle India	Consumer Staples
HDFC Bank	Financials
HDFC Ltd	Financials
Hindustan Unilever	Consumer Staples
Tata Consultancy Services	Information technology

Min Investment: INR 1,50,000

Fees: 2.5% of avg. AUM per year, paid monthly

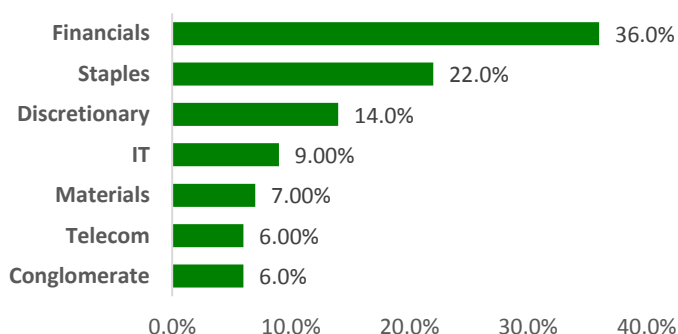
SIP Option: Available after min. investment of INR 1,50,000.

Min SIP: INR 34,000

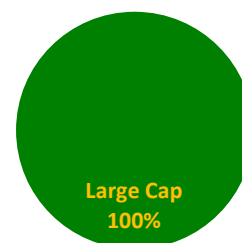
Investment Universe

Our chosen universe is companies that have a market cap of more than INR 1 lakh crore and are a part of the Nifty50 Index. They are all profitable, growing, dividend paying and have a dominating presence in their industry. They have a stellar track record of generating shareholding value for more than twenty years and are managed by a team of highly successful professional managers.

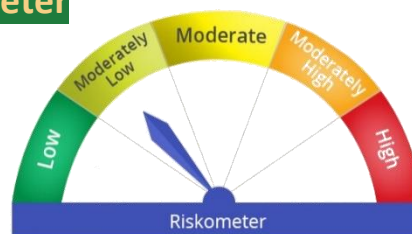
Sector Breakup:



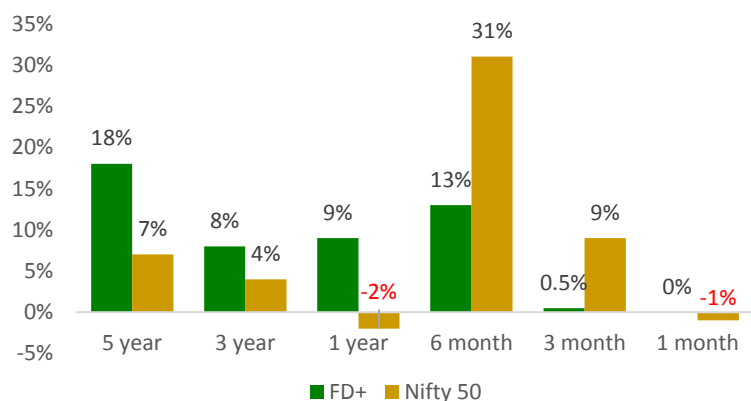
Market Cap Breakup:



Riskometer



Strategy vs Benchmark:



Fund Manager Abhay Agarwal

Abhay started his investment career with Citibank in 1993 by managing its investment program. In 1998 he joined Chase Capital & worked in Hong Kong & Singapore as part of a team that invested in companies in Asia. As part of this team, he invested in upcoming companies like HDFC Bank, ICICI Bank, Marico etc. & provided seed capital to companies like Jubilant Foodworks, HDFC Securities & MTR Foods. He uses his 25 years of extensive investment experience to manage funds in a disciplined & systematic manner in order to compound the wealth of investors for a long period of time with minimal volatility.

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Wealth Compounder by Piper Serica



As on 30-Sep-2020

Investment Objective

Grow wealth by investing in natural compounders of earnings that produce above-average returns with below average business volatility.

Investment Strategy

Identify high-growth industries that will grow for next 15-20 years because of rapidly changing demographics and invest in leaders of these industries after validating their competitive edge. These leaders will compound earnings for a long period of time resulting in market beating returns for investors. Actively manage an optimally diversified portfolio of 15-20 leader stocks.

Top 5 stocks

Security	Sector
Apollo Hospital	Health care
Dixon Technologies	Discretionary
Sanofi India	Health care
United Breweries	Staples
United Spirits	Staples

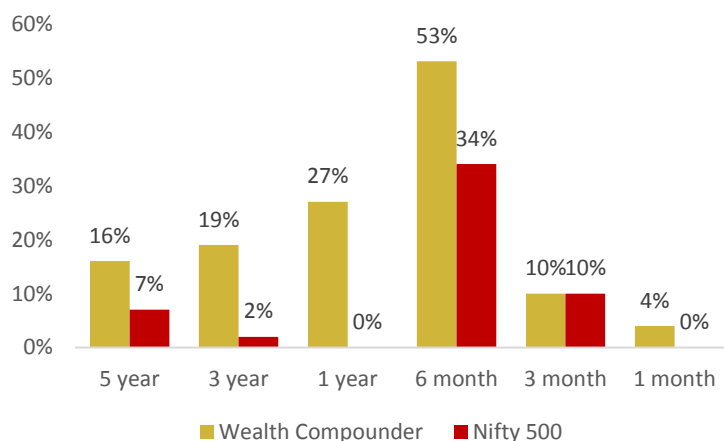
Min Investment: INR 1,50,000

Fees: 2.5% of avg. AUM per year, paid monthly

SIP Option: Available after min. investment of INR 1,50,000.

Min SIP: INR 20,000

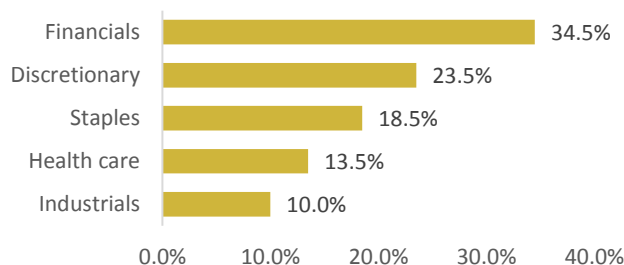
Strategy vs. benchmark:



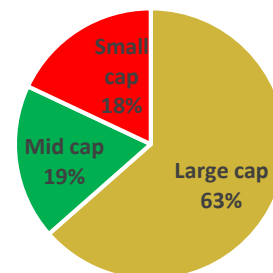
Investment Universe

Leaders of fast growth industries that score more than 7 out of 10 on Piper Serica's 5 Forces Competitive Edge Model. Multi cap universe with a large cap bias. Active universe is about 50 companies out of which 15-20 are part of the portfolio.

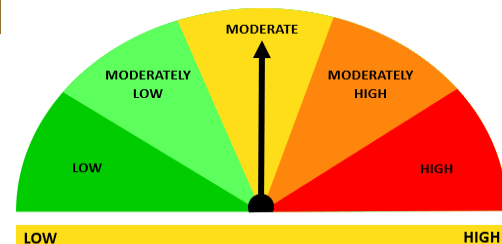
Sector Breakup:



Market Cap Breakup:



Riskometer:



Fund Manager: Abhay Agarwal




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Subscription & Structure

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Moderate Risk	CAGR 19.09%	Min. Investment ₹ 1,50,000.00	Annualised Fee 2.50% of inv. value	See past performance ▾

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1. This is a direct equity product. We do not take assets in our custody. There is no lock-in nor is there any exit load.
2. To subscribe, an investor needs to have an online broking account with any one of the 9 empanelled brokers mentioned below.
3. After funding the broking account, click on “subscribe now” in the above link and within a few clicks, the subscription will be completed and investment will be made.
4. The shares purchased are credited to the investors demat account that is linked to his broking account. Dividends are credited to his linked bank account.
5. The investor can monitor and add to the portfolio through the Smallcase mobile app or the website. The links are provided below. The app also provides real time news updates on portfolio companies and real time NAV of the portfolio.
6. Piper Serica periodically rebalances the model portfolio. Investor will only need to log-in to the app or website to approve rebalancing of their portfolio.
7. Minimum subscription for each strategy is INR 1,50,000 and in multiples of that thereafter. SIP option is available.
8. Fees: 2.5% (ex. GST) per year, payable monthly based on daily average closing AUM.

Quick links:

Website: <https://piperserica.smallcase.com/>

FD+: https://piperserica.smallcase.com/smallcase/PSRNM_0001

ED+: https://piperserica.smallcase.com/smallcase/PSRNM_0002

Wealth compounder: https://piperserica.smallcase.com/smallcase/PSRMO_0003

Android app:

https://play.google.com/store/apps/details?id=com.smallcase.android&hl=en_IN

iOS app:

<https://apps.apple.com/in/app/smallcase/id1345309437>

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