

MARCELLUS RISING GIANTS PMS

AN INVESTMENT STRATEGY FOR INDIAN SMALL-MID CAPS
FROM MARCELLUS INVESTMENT MANAGERS

NOV 2023

Contact :

Invest@marcellus.in



MARCELLUS INVESTMENT MANAGERS PVT. LTD.

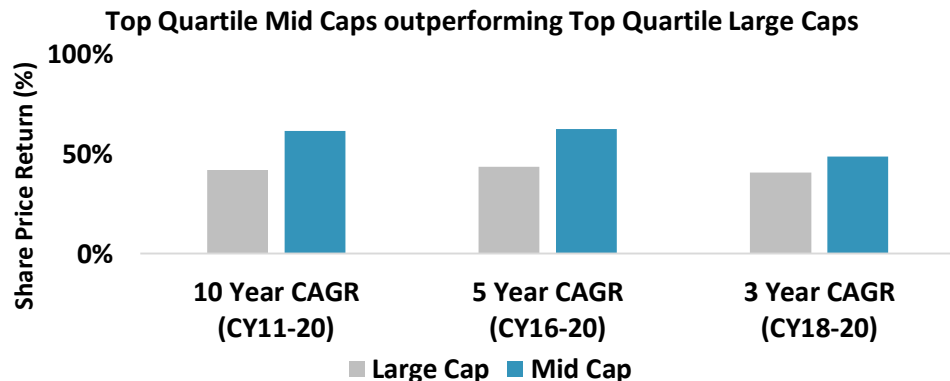
Note: Circulation not intended for US clients. The stocks described/spoken about in the presentation/webinar do form the part of our Marcellus' portfolio so we as Marcellus, our clients and our immediate relatives do have interest and stakes in the described stocks. The described stocks are for illustration purpose only and not recommendatory.

MARCELLUS RISING GIANTS PMS

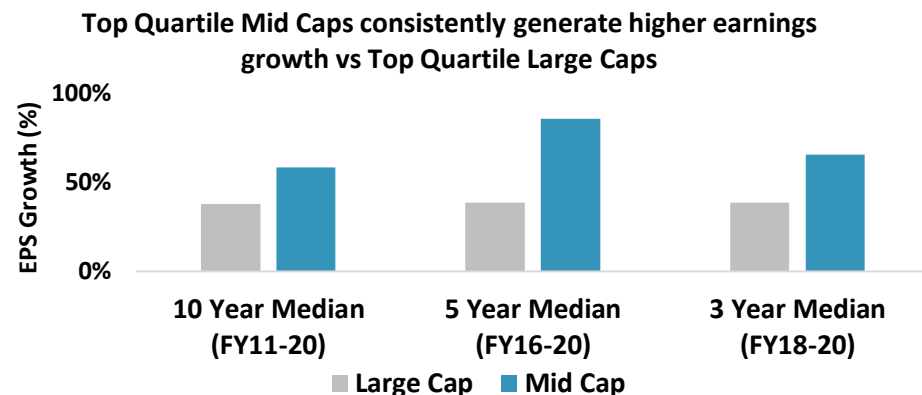
- Total AUM under both AIF and PMS at INR 7.09 bn as on Oct 31, 2023
- Strategy under AIF was launched on 13th August 2021 and under PMS on 27th December 2021
- Investment universe: Listed companies in India in the USD 500m – 10 bn market cap range.
- Investment Framework:
 1. Clean accounts and governance.
 2. Strongly moated dominant companies in niche segments not yet well discovered by the market participants.
 3. Strong track record of capital allocation with high reinvestment in the core business and continuous focus on adjacencies for growth.

QUALITY MID-CAPS*: THE SWEET SPOT IN INDIAN EQUITIES

High quality mid-sized companies have been amongst the largest wealth creators in Indian equities

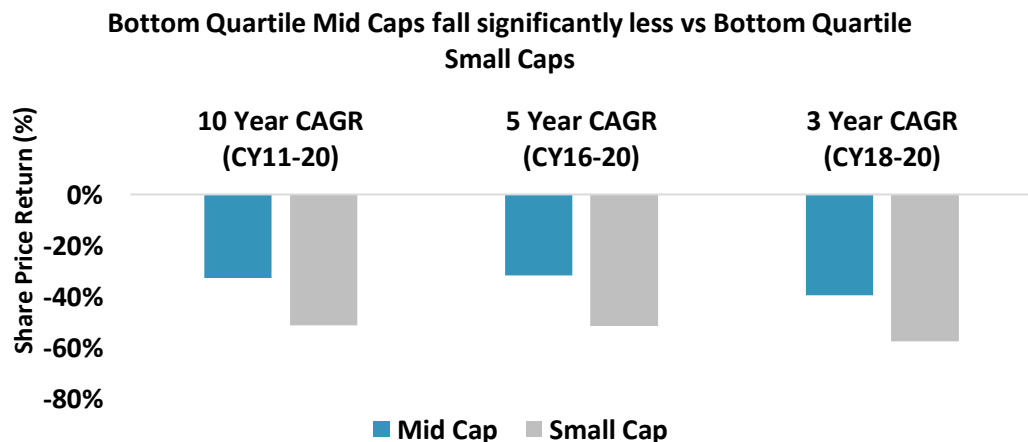


Source: Ace Equity, Marcellus Investment Managers. Note: (1) Calendar Year (CY) returns are calculated using average annual returns and then calculating CAGR of those annual returns over different time-periods. (2) Quartiles are based on annual returns.

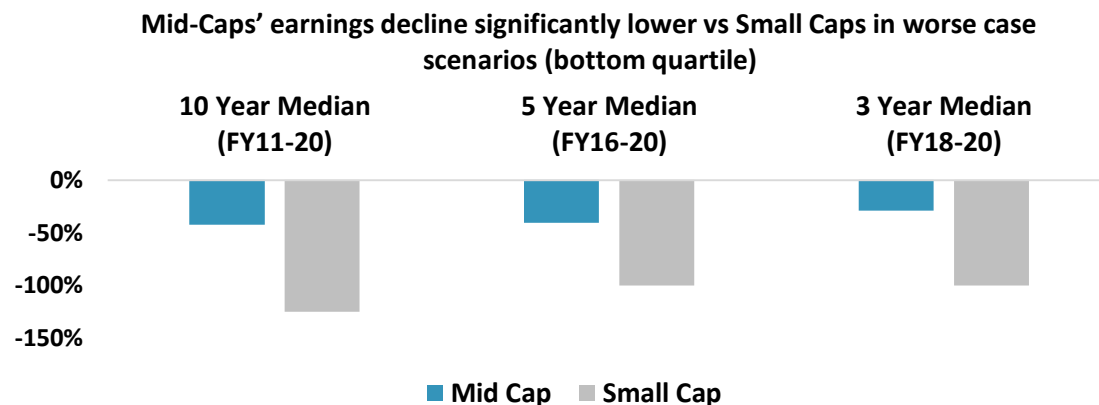


Source: Ace Equity, Marcellus Investment Managers. Note: (1) EPS Growth above is calculated as the median of the annual EPS growth for the different time periods (2) Quartiles are calculated based on annual EPS growth.

Mid-sized companies' earnings and returns are less volatile vs small companies



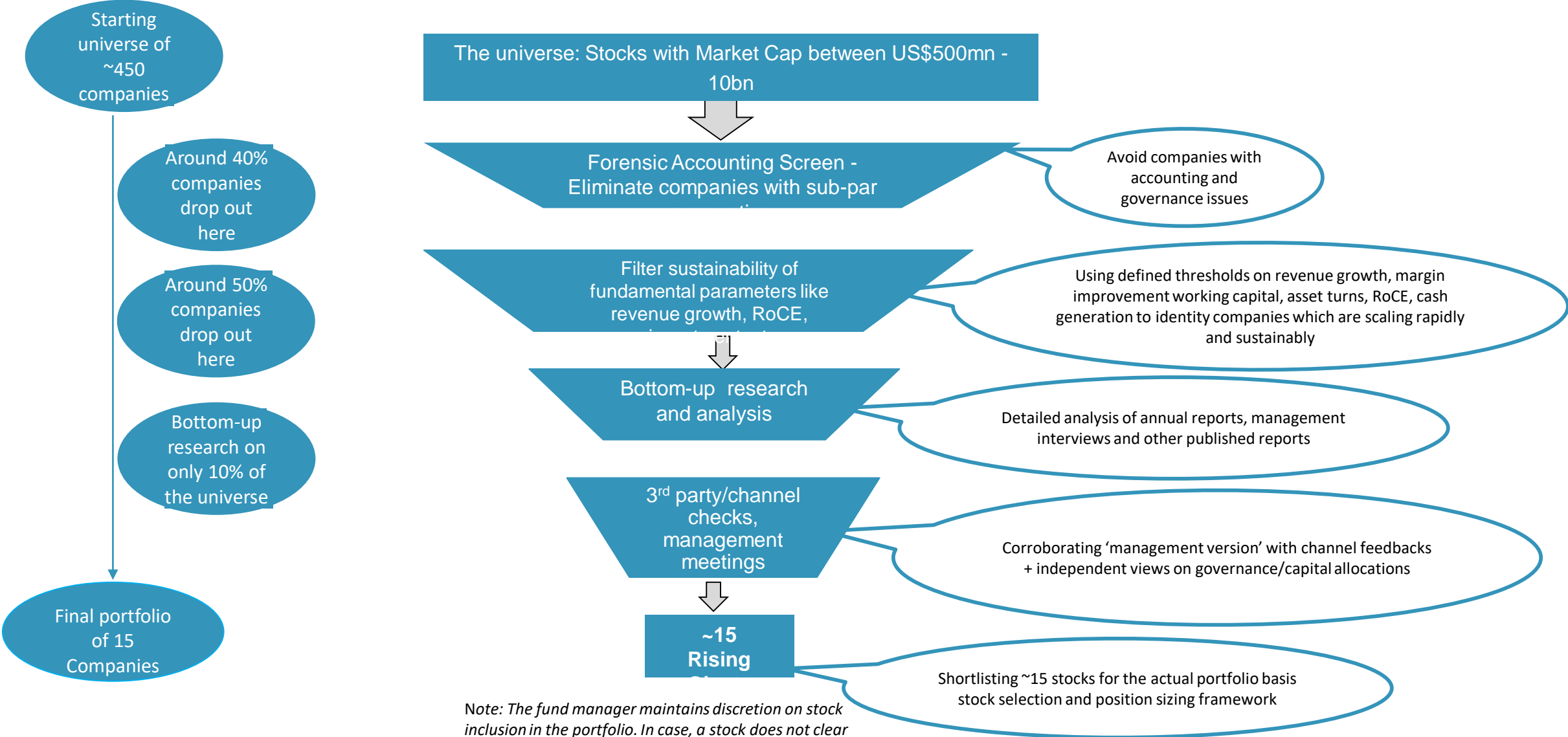
Source: Ace Equity, Marcellus Investment Managers. Note: (1) Calendar Year (CY) returns are calculated using average annual returns and then calculating CAGR of those annual returns over different time-periods. (3) Quartiles are based on annual returns.



Note: (1) EPS Growth above is calculated as the median of the annual EPS growth for the different time periods (2) Quartiles are calculated based on annual EPS growth.

* Note: We classify companies with market cap above Rs750bn as large cap, between Rs35bn to Rs750bn as mid cap and below Rs35bn as small cap in this presentation.

RIGOROUS INVESTMENT PROCESS TO IDENTIFY RISING GIANTS



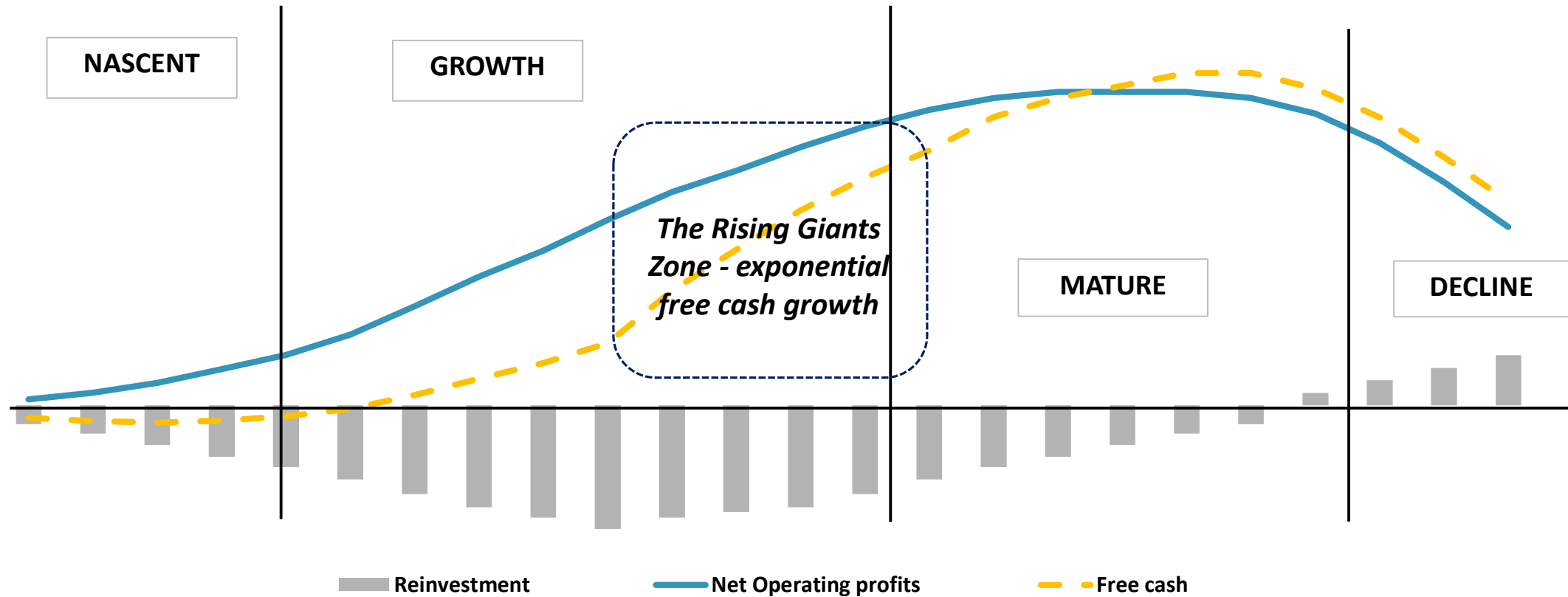
Note: The fund manager maintains discretion on stock inclusion in the portfolio. In case, a stock does not clear the above filters, the fund manager must record and present to the Investment committee for approval, the reasons for such inclusion

RIISING GIANTS - 'EXPONENTIAL GROWTH PHASE' OF FREE CASH FLOW GENERATION

Company	FY13-16 CAGR					FY16-19 CAGR					FY19-23 CAGR				
	Rev.	EBITDA	CFO	FCF	RoCE (avg)	Rev.	EBITDA	CFO	FCF	RoCE (avg)	Rev.	EBITDA	CFO	FCF	RoCE (avg)
Galaxy Surfactants	4%	26%	21%	NA**	21%	15%	14%	13%	4%	27%	13%	13%	14%	17%	25%
Suprajit Engineering	27%	26%	22%	NA**	26%	19%	14%	35%	NM	23%	15%	8%	4%	-3%	17%
Astral	27%	22%	27%	42%	30%	14%	23%	22%	19%	22%	20%	20%	24%	55%	25%
V-Mart Retail	28%	18%	46%	NA**	23%	21%	29%	14%	NM	31%	15%	-10%	NA**	32%	14%
GMM Pfaudler	11%	30%	-1%	44%	22%	22%	27%	16%	-25%	29%	66%	60%	60%	8%	26%
Page Industries	27%	28%	30%	44%	63%	17%	18%	13%	61%	65%	14%	9%	-2%	-6%	64%
Dr. Lal Pathlabs	21%	29%	24%	35%	52%	15%	12%	7%	53%	38%	14%	14%	18%	-36%	31%
Grindwell Norton	8%	6%	5%	44%	27%	11%	14%	3%	-3%	26%	12%	16%	22%	24%	29%
Alkyl Amines Chemicals	10%	17%	36%	61%	25%	21%	22%	14%	-27%	26%	19%	20%	27%	29%	37%
L&T Technology Services	NA*	NA*	NA*	NA*	NA*	18%	21%	-20%	7%	41%	12%	17%	39%	51%	38%
Tata Elxsi	20%	50%	32%	56%	59%	14%	19%	15%	75%	54%	18%	23%	26%	26%	46%
Divi's Laboratories	21%	0%	28%	61%	34%	9%	0%	6%	1%	29%	12%	0%	22%	30%	28%
Aavas Financiers	112%	148%	NA**	NA**	20%	66%	71%	NA**	NA**	12%	22%	20%	NA**	NA**	13%
Chola Inv & Finance	18%	31%	NA**	NA**	18%	19%	18%	NA**	NA**	20%	17%	20%	NA**	NA**	18%
ICICI Lombard	9%	26%	NA**	NA**	20%	21%	34%	NA**	NA**	17%	13%	6%	NA**	NA**	19%
Info Edge	18%	-3%	-5%	NA**	22%	15%	36%	NA**	NA**	28%	18%	23%	NA**	43%	33%
Trent	-9%	444%	NM	NM	6%	16%	33%	-15%	142%	13%	33%	26%	NA**	28%	14%
Metro Brands	11%	14%	NM	NM	41%	15%	20%	19%	68%	37%	15%	29%	26%	30%	31%
RHI Magnesita India	8%	8%	11%	27%	56%	18%	15%	6%	2%	43%	38%	29%	26%	NM	29%
Eicher Motors	-1%	45%	38%	NM	31%	17%	20%	21%	52%	45%	10%	4%	1%	1%	24%
Median	18%	26%	26%	44%	26%	17%	20%	13%	13%	29%	15%	18%	23%	27%	27%
BSE500	10%	15%	17%	14%	15%	13%	15%	11%	12%	16%	11%	10%	13%	16%	16%

Source: Marcellus Investment Managers, Ace Equity. Notes: (i) *L&T Technology Services started business only in last quarter of FY14, hence data is not available for FY13-16; (ii) ** NA for financial services stocks in the portfolio namely - Aavas Financiers, Cholamandalam Investment, ICICI Lombard and Info-Edge since CFO and FCF are not relevant metrics for financial services companies; (ii) 3-year average was used to calculate CFO CAGR, FCF CAGR and RoCEs; (iii) NM: Not measurable since negative FCF either in the current or base year.

FREE CASH FLOW COMPOUNDING – THE KEY DRIVER OF SHARE PRICE RETURNS

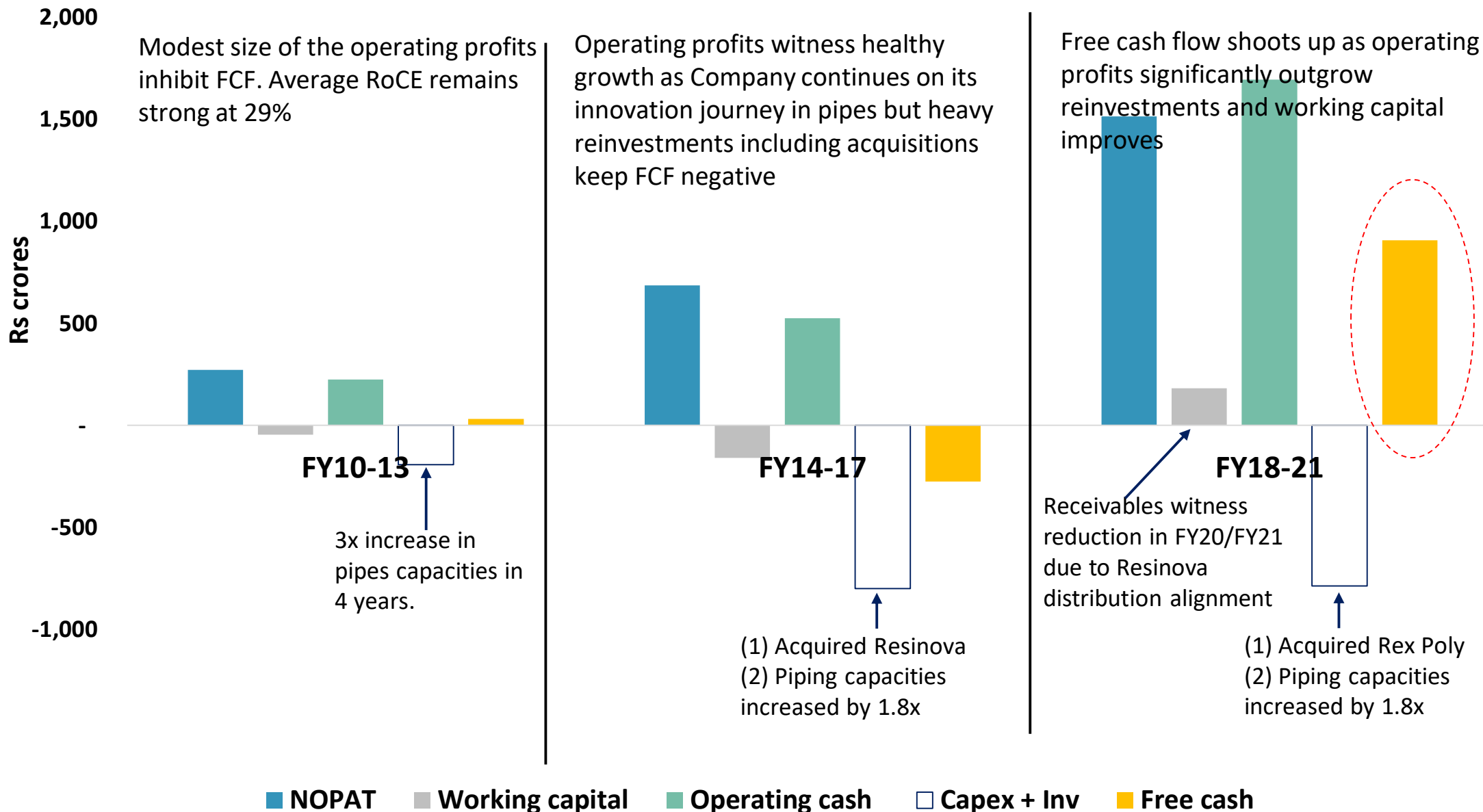


Source: Marcellus Investment managers

Zone of exponential free cash flow growth - *The longer a company stays in this zone, the higher its intrinsic value*

- Operating profits (continue to) witness a healthy growth
- Reinvestment of the operating profits remains strong for future growth in operating profits – success can be gauged through market share gains, creation of profitable new growth drivers, sustainable RoCEs
- Size of the operating profits more than covers the reinvestment needs

CASE STUDY: HOW ASTRAL TURNED INTO A FREE CASH FLOW MACHINE?



Source: Marcellus Investment managers, Company.

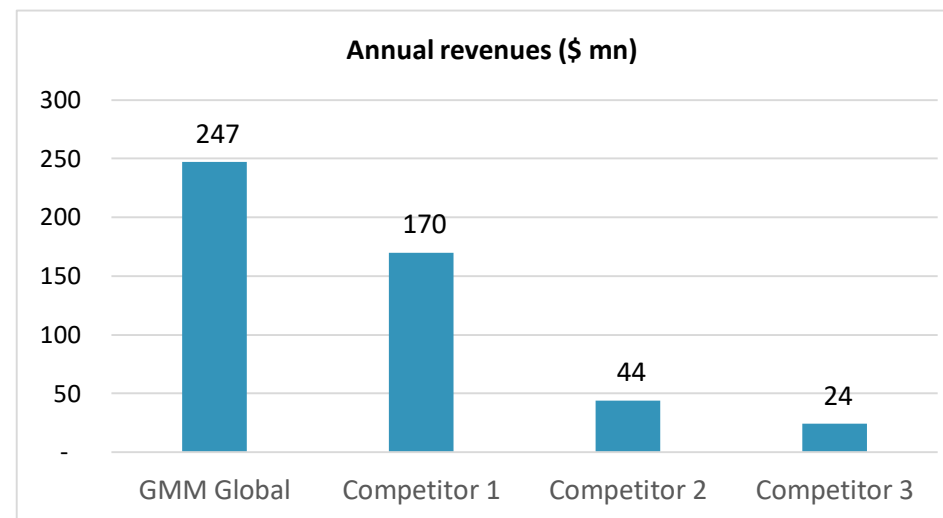
Private & Confidential – FOR INTENDED RECIPIENT ONLY.

CASE STUDY: GMM PFAUDLER

GMM, a leader in the chemical process equipment space, is the largest glass-lined equipment (GLE) manufacturer in the world. GLE is a critical capital asset in the chemical and pharma industries. These two sectors are seeing a steady capex cycle and GMM is likely to be a key beneficiary of the same.

GMM's key competitive advantages include:

- Technology edge:** Pfaudler (GMM's subsidiary) was the inventor of the process of lining steel with glass for critical applications. The permanent access to technology that GMM has, is a key advantage. In India GMM is the only company with access to state-of-the-art glass-lining technology.
- Long-standing customer relationships:** a large part of GMM's business is from repeat customers and for them, GMM is the default choice in placing orders. The quality of equipment, execution strength and delivery assurance are the key reasons why customer prefer to deal with GMM over peers.
- Scale advantage:** GMM is the larger than all other GLE suppliers in India put together. The benefits of scale manifest in better margins as well as the ability to cater to larger orders from increasing project sizes. GMM accounts for 45-48% of GLE revenues of the Indian industry and 75% of the industry EBITDA.
- Strong capital allocation track record:** consistent investments in capacity additions, efficiency improvement and smart inorganic expansions, without diluting returns has been GMM's hallmark. The company has built a globally leading business (global mkt share 50%) with debt-equity ratio of just 0.5x.



Source: Company data; proforma, based on LTM revenues of GMM group as on May-20 and latest available numbers of competitors

	Rs bn	FY17	FY18	FY19	FY20	FY21	FY22	5-year CAGR
Revenues		3.5	4.1	5.0	5.9	10.0	25.4	49%
EBITDA		0.48	0.62	0.77	1.11	1.39	2.84	43%
PAT		0.33	0.43	0.51	0.71	0.94	0.75	18%
RoCE (pre tax)		26%	29%	29%	29%	18%	15%	24%
Net debt/Equity		-0.4	-0.5	-0.5	-0.3	0.5	0.3	

Source: Marcellus Investment Managers; Ace Equity, mentioned stock is a part of Marcellus Rising Giants Funds portfolio. The described stocks are for illustration purpose only and not recommendatory.

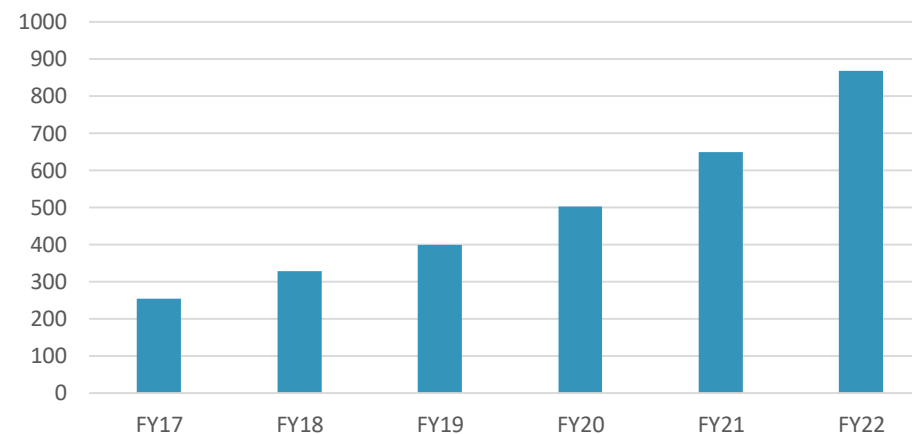
CASE STUDY: L&T TECHNOLOGY SERVICES

LTTS, a subsidiary of Larsen & Toubro, is an engineering R&D services Co. It provides services in product development & engineering, product lifecycle management and plant engineering. Most of the largest R&D spenders globally are its clients, including 69 of the Fortune 500 companies.

The key drivers of LTTS' competitive advantages are:

- a. **Strong parentage:** L&T parentage brings a core engineering DNA to LTTS, a critical aspect not just for showcasing to potential clients, but also in all areas of operations – from developing proofs of concept (a critical customer acquisition tool) to product lifecycle management.
- b. **Focus on ER&D:** LTTS' focus on ER&D helps it not only to bring deeper expertise to the table, it also helps build a strong ecosystem of attracting the relevant talent interested in pursuing core engineering careers, as well as partnerships with customers in areas central to their business – e.g. setting up a dedicated lab for an auto OEM' Telematics unit in Germany
- c. **Diversified industry presence:** A presence in different industry segments such as auto, telecom, process industries, power utilities etc. allows LTTS not just to diversify revenues and end user industries, but also enables cross pollination of ideas to come up with better solutions as well as cross-selling opportunities to customers. E.g. an autonomous welding robot developed for an Industrial products customer was used for a Plant Engineering manufacturer.
- d. **Innovation and research focus:** LTTS has a portfolio of ~719 patents (the highest amongst peers), including the ones filed in partnership with clients. The company encourages employees to work towards research on a regular basis. These patents are not only to showcased to clients, but will also drive higher-margin revenues over the long term.

Cumulative Patents Filed



Source: Marcellus Investment Managers; Company data

Rs bn	FY17	FY18	FY19	FY20	FY21	FY22	5-year CAGR
Revenues	33	38	51	56	55	66	15%
EBITDA	6	6	9	11	10	14	20%
FCF	3	2	6	4	12	9	20%
RoCE (pre tax)	41%	38%	45%	43%	30%	35%	38%
Net debt / Equity	-0.58	-0.58	-0.71	-0.71	-0.79	-0.50	

Source: Marcellus Investment Managers; Ace Equity, mentioned stock is a part of Marcellus Rising Giants Funds portfolio. The described stocks are for illustration purpose only and not recommendatory.

CASE STUDY FOR EXIT: AU SMALL FINANCE BANK

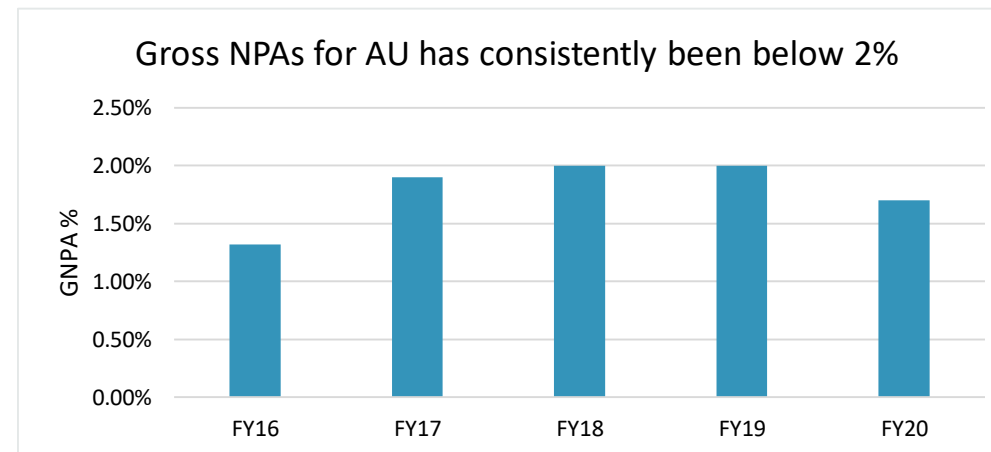
AU has built a proven track record of sustainable growth and good asset quality. It has grown its AUM at a 35% CAGR during FY16-21 despite multiple macro headwinds such as the ILFS crisis, demonetisation, introduction of GST, Covid etc. However, key man risk exemplified by recent exits at the bank led us to downgrade the position sizing score and the exit the stock from the portfolio.

Key reasons for Investment:

- Strong understanding of the environment – AU SFB has been operating in the western states since late 90s and has gained a deep granular understanding of each district which acts as a moat for its underwriting.
- Secured Lending – With close to 97% of the loan book being secured backed by strong in-house collections team, helps AU ensure recovery rates are high and keeps losses low.
- Contiguous expansion strategy – Expanded its branches in concentric circles in non-metro towns and built a B2C bank which helps it to charge higher yields and maintain high RoEs.
- Liability franchise in making – Over the last 18 months the bank has focused on building a granular liability franchise and has already reached 21% CASA ratio in Q2FY21. Cost of funds for the bank will go down further as the bank reduces the exposure to bulk deposits and increase exposure to granular CASA deposits.

Key reasons for Exit:

The key man risk at AU is relatively higher vs. larger well-established banks such as HDFC Bank or Kotak Bank leading to low succession score within our position sizing score. Furthermore, recent exits of Chief internal auditor and Chief risk officer made us downgrade the score further resulting in exit of the stock from the portfolio.



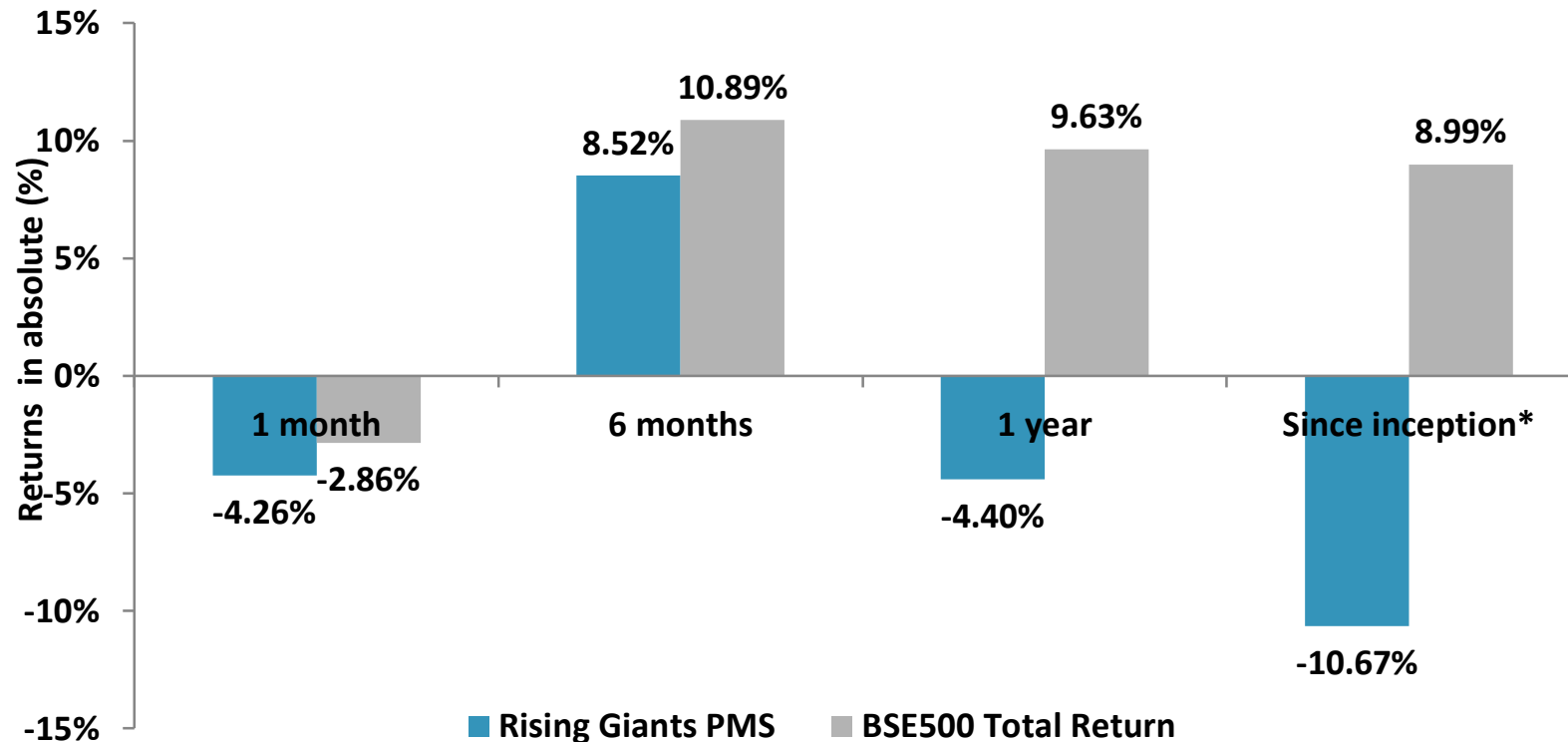
Source: Marcellus Investment Managers; Company data

Rs bn	FY15	FY16	FY17	FY18	FY19	FY20	5-year CAGR
Net Interest Income	4.2	6.2	7.8	9.4	13.4	19.1	35%
Operating Profit	2.7	3.7	12.4	5.8	7.2	12.0	35%
PAT	2.1	3.2	11.4	4.4	5.8	9.1	34%
RoE	19.9%	23.3%	54.9%	13.7%	14.0%	18.0%	
Cap. adequacy ratio	18.5%	17.1%	23.0%	19.3%	19.3%	22.0%	

Source: Marcellus Investment Managers; Ace Equity, mentioned stock is a part of Marcellus Rising Giants Funds portfolio. The described stocks are for illustration purpose only and not recommendatory.

RETURN ANALYSIS - ACTUAL PORTFOLIO VS BENCHMARK

Rising Giants PMS performance vs. the benchmark BSE500 total return index (till 31st Oct 2023)*



Source: Marcellus Investment Managers. Note: (i) Portfolio inception date is December 27, 2021. (ii) Returns as of Oct 31, 2023. (iii) Performance data is net of annual performance fees charged for clients whose account anniversary falls upto the last date of the performance period. Since fixed fees and expenses are charged on a quarterly basis, effect of the same has been incorporated up to 30th September 2023. (iv) Total returns index considered for BSE500 above.

*For relative performance of particular Investment Approach to other Portfolio Managers within the selected strategy, please refer this [link](#). Under PMS Provider Name please select Marcellus Investment Managers Private Limited & select your Investment Approach Name for viewing the stated disclosure.

FEE STRUCTURE (DIRECT)

Portfolio Name	Marcellus Rising Giants Portfolio
Minimum Investment	50 lakhs
Exit Load	2% of AUM withdrawn if investments are withdrawn within 15 months from date of investment
Operating Expenses	https://marcellus.helpscoutdocs.com/article/43-pms-charges

Fee Structures

Amount Slab	Structure	% Fixed Fee (p.a.)	Profit Share	Hurdle Rate (p.a.)
>1cr to <5cr	Fixed Only	2.00%	NIL	NIL
>1cr to <5cr	Hybrid	1.25%	10% & 5%	6% plus benchmark
>5cr to <25cr	Fixed Only	1.75%	NIL	NIL
>5cr to <25cr	Hybrid	1.00%	10% & 5%	6% plus benchmark
>25cr	Fixed Only	1.25%	NIL	NIL
>25cr	Hybrid	0.50%	10% & 5%	6% plus benchmark

Performance Fee (where applicable)

- Phase I** - If the appreciation in the pre-tax NAV (before charging performance fee) is above the 6% p.a. hurdle rate of return: 10% with no catch up
- Phase II** - If appreciation in the pre-tax NAV (before charging performance fee) is above the BSE500 TRI rate of return for the relevant performance period, then the Investment Manager shall be entitled to an additional performance fee of 5%

****High water mark applies for performance fees****

STP (Systematic Transfer Plan)

Clients can opt for STP using which clients can stagger their investment in tranches spread over 5months.
<https://marcellus.helpscoutdocs.com/article/96-stp>

INVESTMENT TEAM (1 OF 2)



Saurabh Mukherjea, CFA, FRSA

Saurabh is the CIO at Marcellus. He is the former CEO of Ambit Capital and played a key role in Ambit's rise as a broker and a wealth manager. When Saurabh left Ambit in June 2018, assets under advisory were \$800mn. In London, Saurabh was the co-founder of Clear Capital, a small cap equity research firm which he and his co-founders created in 2003 and sold in 2008. In 2017, upon SEBI's invitation, he joined SEBI's Asset Management Advisory Committee. In 2019, Saurabh was part of the five man Expert Committee created by SEBI to upgrade & update the PMS regulations. Saurabh has written four bestselling books including Gurus of Chaos (2014), The Unusual Billionaires (2016) and "Coffee Can Investing: The low risk route to stupendous wealth" (2018). Saurabh was educated at the London School of Economics where he earned a BSc in Economics (with First Class Honours) and MSc in Economics (with distinction in Macro & Microeconomics). He is Fellow of the Royal Society of Arts.



Pramod Gubbi, CFA

Pramod leads the business development efforts at Marcellus. He also sits on Investment Committee that discusses and approves investment strategies of the firm. Pramod was previously the MD & Head of Institutional Equities at Ambit Capital. Prior to that Pramod, served as the head of Ambit's Singapore office. Before joining Ambit, Pramod worked across sales and research functions at Clear Capital. Besides being a technology analyst, Pramod has served in technology firms such as HCL Technologies and Philips Semiconductors. Pramod did his B.Tech from Regional Engineering College, Surathkal and has a Post-graduate Diploma in Management from the Indian Institute of Management – Ahmedabad.

INVESTMENT TEAM (2 OF 2)



Rakshit Ranjan, CFA

Rakshit is the Portfolio Manager of Marcellus' flagship Consistent Compounders strategy. Rakshit spent 6 years (2005-2011) covering UK equities with Lloyds Bank (Director, Institutional Equity Research) and Execution Noble (Sector Lead analyst). Since 2011, Rakshit led Ambit Capital's consumer research franchise. He launched Ambit's Coffee Can PMS in Mar'17 and managed it till Dec'18. Under his management, Ambit's Coffee Can PMS was one of India's top performing equity products during 2018. Rakshit has a B.Tech from IIT (Delhi).



Ashvin Shetty, CFA

Ashvin is the Portfolio Manager of Marcellus' Little Champs strategy. Ashvin has more than 10 years of experience in equity research. He led the coverage on automobile sector at Ambit Capital from 2010 to 2017. He thereafter worked as a senior analyst for Ambit's Mid and Small cap PMS funds till November 2018. Prior to joining Ambit, he worked with Execution Noble as an analyst covering consumer and media space. He has also worked with KPMG's and Deloitte's statutory audit departments from 2004 to 2007 gaining extensive experience across Indian accounting standards and financial statement analysis. Ashvin is a BCom graduate from Narsee Monjee College (Mumbai). He is a qualified Chartered Accountant (ICAI India) and Chartered Financial Analyst (CFA Institute, USA).

ANNEXURES

RISING GIANTS: HEALTHY EARNINGS GROWTH IN FY23

Company	Revenue (YoY)			PAT (YoY)			RoCE (YoY)	
	1QFY24	FY23	FY22	1QFY24	FY23	FY22	FY23	FY22
Galaxy Surfactants Ltd.	-19%	21%	32%	-25%	45%	-13%	25%	20%
Suprajit Engineering Ltd.	5%	50%	12%	21%	-6%	13%	16%	18%
Astral Ltd.	6%	17%	38%	27%	-6%	19%	24%	29%
V-Mart Retail Ltd.	15%	48%	55%	-207%	0%	124%	5%	6%
GMM Pfudler Ltd.	23%	25%	154%	-12%	183%	-22%	28%	14%
Page Industries Ltd.	-8%	23%	37%	-24%	6%	51%	59%	75%
Dr. Lal Pathlabs Ltd.	8%	-3%	32%	44%	-32%	19%	20%	32%
Grindwell Norton Ltd.	5%	26%	23%	4%	23%	24%	32%	31%
Alkyl Amines Chemicals Ltd.	-13%	9%	24%	-39%	2%	-24%	27%	33%
L&T Technology Services Ltd.	23%	22%	21%	13%	22%	44%	37%	35%
Tata Elxsi Ltd.	17%	27%	35%	2%	37%	49%	52%	51%
Divi's Laboratories Ltd.	-21%	-13%	29%	-49%	-38%	49%	19%	35%
Aavas Financiers Ltd.	28%	23%	28%	23%	21%	23%	14%	14%
Cholamandalam Investment	30%	24%	18%	28%	24%	42%	21%	20%
ICICI Lombard General	32%	24%	30%	40%	37%	-20%	18%	15%
Info Edge (India) Ltd.	24%	38%	39%	39%	55%	58%	51%	24%
Trent Ltd.	46%	83%	73%	73%	450%	NA	24%	14%
Metro Brands Ltd.	15%	58%	68%	-12%	71%	NA	39%	31%
RHI Magnesita India Ltd.	54%	37%	46%	-43%	-27%	97%	11%	37%
Eicher Motors Ltd.	17%	40%	18%	50%	74%	24%	25%	18%
Median	16%	25%	32%	9%	22%	24%	24%	27%
Weighted Avg.	11%	23%	43%	-2%	38%	22%	28%	29%

THE NETWORKING OF INDIA COMBINED WITH TECH CHANGES IS LEADING TO PROFIT POLARISATION IN EVERY SECTOR

The Indian economy has been 'networked' at a rapid pace over the past decade:

- The length of India's national highways has doubled.
- The number of broadband users has increased from 20 million in FY11 to 687 million at the end of FY20 (CAGR of 48%).
- Airline passenger traffic has grown at a CAGR of 16%.
- 15 years ago, only 1 in 3 Indian families had a bank account; now nearly all Indian families have a bank account.



The inception of a single Goods & Services Tax in 2017 has allowed companies to consolidate their supply chains (from multiple state-level structures to unified national supply chains)



The rise of low cost SaaS (e.g. Salesforce, SAP) alongside RFID tracking and big data gleaned from 400mn internet connected mobile phones is allowing companies to improve working capital cycles, asset turns, profit margins and hence RoCE



India, top 20 companies by profits*
As % of total corporate net income†



Source: Marcellus Investment Managers

*In any given year, three-year average
†20,200 private and public companies

The Economist

CONSISTENT FREE CASH FLOW COMPOUNDING FOR MARCELLUS' CCP COMPANIES

Stock Name	Free Cash Flow (FCFE) CAGR							Share Price CAGR						
	5-years				10-years		20-years	5-years				10-years		20-years
	FY01-06	FY06-11	FY11-16	FY16-21	FY01-11	FY11-21	FY01-21	FY01-06	FY06-11	FY11-16	FY16-21	FY01-11	FY11-21	FY01-21
Asian Paints Ltd.	19%	41%	18%	19%	30%	19%	24%	31%	31%	28%	24%	31%	26%	29%
Berger Paints India Ltd.	24%	-1%	44%	10%	10%	26%	18%	49%	11%	41%	34%	28%	38%	33%
Nestle India Ltd.	17%	15%	10%	15%	16%	12%	14%	11%	32%	9%	24%	21%	16%	19%
Pidilite Industries Ltd.	42%	4%	83%	1%*	22%	40%*	30%*	40%	23%	32%	25%	31%	28%	30%
Titan Company Ltd.	-16%	179%	-21%	62%	54%	13%	32%	82%	35%	12%	36%	57%	23%	39%
Divis Laboratories Ltd.	NA	54%	35%	9%	34%^	21%	27%^	NA	29%	24%	30%	NA	27%	NA
Tata Consultancy Services	NA	34%	29%	15%	34%^	22%	26%^	NA	20%	16%	20%	NA	18%	NA
Page Industries Ltd.	NA	36%	33%	39%	25%**	36%	31%**	NA	NA	50%	20%	NA	34%	NA
Dr. Lal Pathlabs Ltd.	NA	NA	49%	22%	NA	35%	NA	NA	NA	NA	24%	NA	NA	NA
Weighted Avg.	17%	48%	31%	22%	29%	25%	26%	41%	27%	26%	26%	34%	22%	30%

Source: Marcellus Investment Managers; Ace Equity; FCFE = Operating cash flow less Capex less Investment in Subsidiaries/Strategic investments /Acquisitions less Net debt repayments less Interest Paid less Lease liabilities; *In case of Pidilite, high capex on account of Araldite acquisition skews the CAGR % making it incomparable, hence CAGR for the period FY16-20, FY11-20 and FY01-20 is considered; ^Divis' FCFE is for the period FY02-11 and FY02-21 since the company was not listed prior to FY01; **Page's FCFE is for FY04-11 and FY04-21 since company was not listed prior to FY04; ^^TCS's FCFE is for FY06-11 and FY06-21 since FCFE for FY04 and FY05 was negative

The above does not include financial services stocks in the portfolio namely – HDFC Bank, Bajaj Finance, Kotak Bank, HDFC Life Insurance and ICICI Lombard General Insurance since FCF is not a relevant metric for financial services stocks.

USE FORENSIC ACCOUNTING TO AVOID MOST COMMON PITFALLS IN SMALL CAPS

Methodology

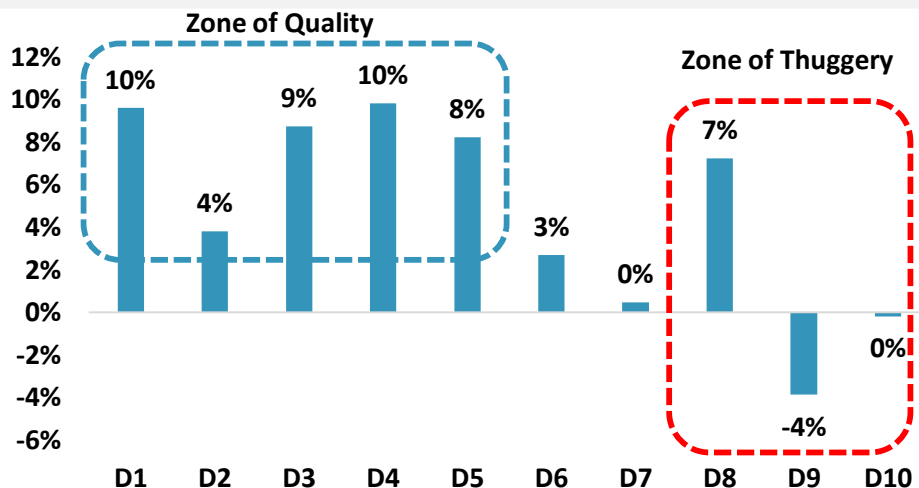
12 accounting ratios covering income statement (revenue/earnings manipulation), balance sheet (correct representation of assets/liabilities), cash pilferage and audit quality checks.

Six years of historical consolidated financials.

First rank stocks on each of the 12 ratios individually (some examples outlined in the table on the right). These ranks then cumulated across parameters to give a final pecking order on accounting quality for stocks –for instance D1 being the best, D10 being the worst.

Selection of these ratios has been inspired by Howard M. ...

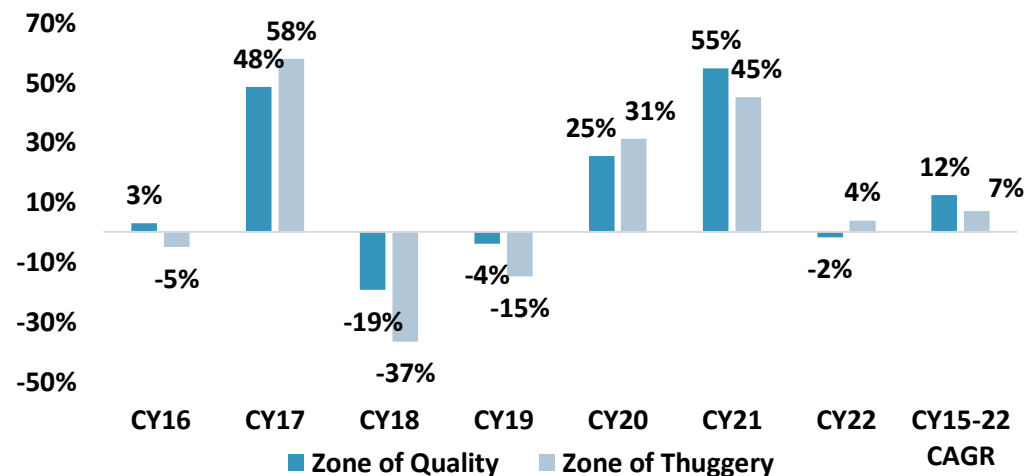
Strong correlation between accounting quality and shareholders' returns



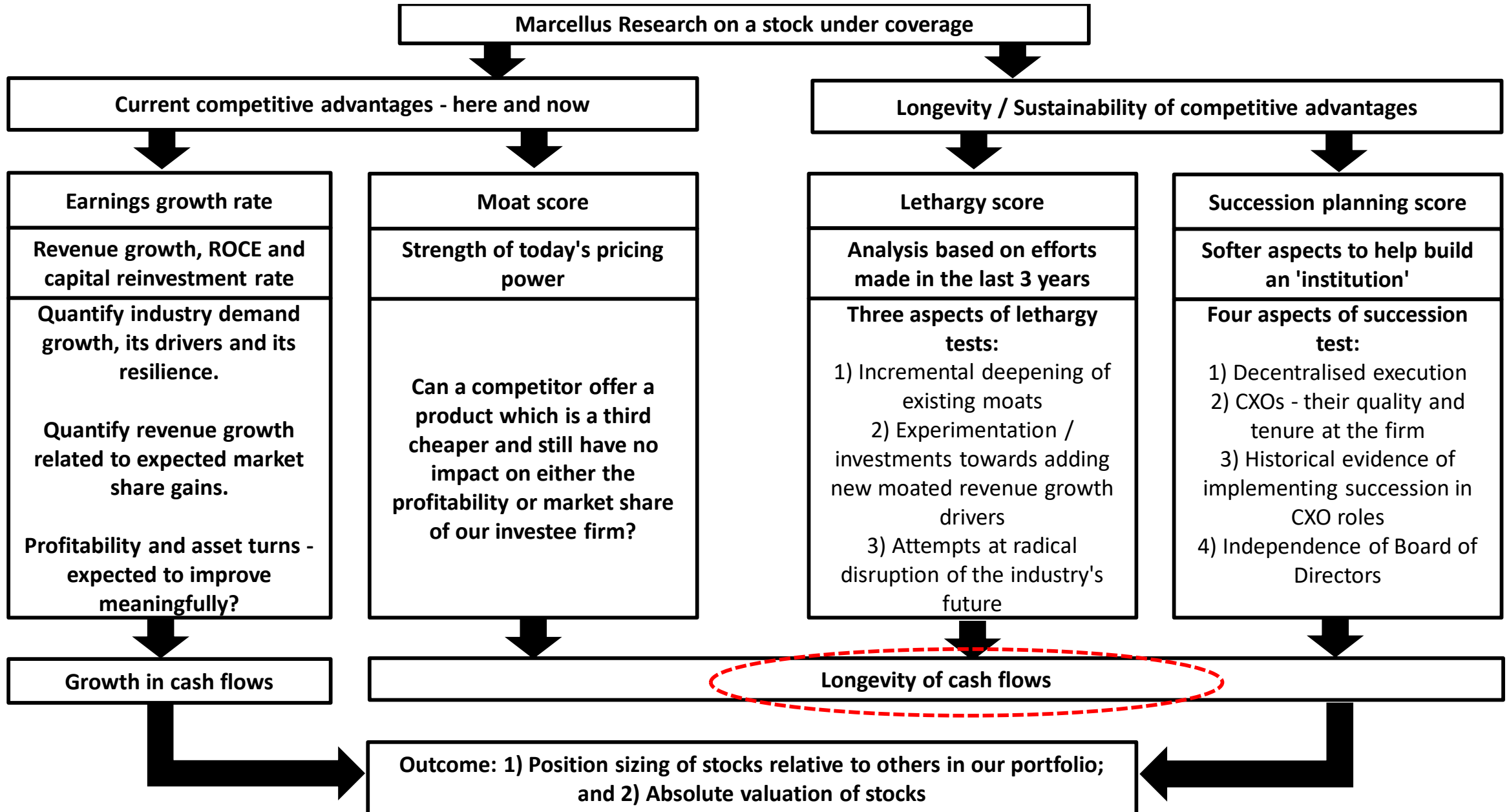
A few of our forensic ratios

Category	Ratios
Income statement checks	(1) Cashflow from operations (CFO) as % of EBITDA (2) Provisioning for Debtors
Balance sheet checks	(3) Yield on cash and cash equivalents (4) Contingent liabilities as % of Networth (for the latest available year)
Cash theft checks	(5) CWIP to gross block
Auditor checks	(6) Growth in auditors' remuneration to growth in revenues

Quality wins and wins big over the long term



MARCELLUS STOCK SELECTION AND POSITION SIZING FRAMEWORK



WE PROACTIVELY SEEK TO INFLUENCE CHANGE

Area of engagement	Desired outcome
Corporate governance	<ul style="list-style-type: none">• If we spot diversion on a meaningful scale, we exit• If we spot the beginnings of what look like small scale diversion, we speak to the 'Promoter' and explain to her why her wealth creation can be compromised
Succession planning	<ul style="list-style-type: none">• Through our discussions with suppliers, customers and competitors of a company, we keep a close eye on whether the 'promoter' is on top of his game.• If his successors either do not exist or have not been groomed adequately, we discuss the matter and its consequences with him.
Capital allocation	<ul style="list-style-type: none">• Our investment strategy – of investing in dominant franchises with ROCE of around 40% - naturally leads us towards companies which generates heavy Free Cashflow.• If this Free Cashflow is not reinvested wisely, the compounding of the franchise suffers
Regulatory constructs	<ul style="list-style-type: none">• If we see a company either hoarding cash or moving into an unrelated, we engage with the 'promoter' to understand her thinking on capital allocation.• If we are not convinced about the fitness of what she's doing, we present our point of view (arguing in favour of a different capital allocation strategy)• If six months later we see that our engagement has made no difference, we consider exiting <ul style="list-style-type: none">• By being a part of multiple regulatory committees, by writing in the press and by being vocal on social and broadcast media about regulatory reform, we have sought to improve transparency in the fund management industry in India

DISCLAIMER

Note: The above material is neither investment research, nor investment advice. Marcellus Investment Managers Private Limited (“Marcellus”) is regulated by the Securities and Exchange Board of India (“SEBI”) as a provider of Portfolio Management Services and an Alternative Investments Manager. Marcellus is also registered with US Securities and Exchange Commission (“US SEC”) as an Investment Advisor. No content of this publication including the performance related information is verified by SEBI or US SEC. If any recipient or reader of this material is based outside India or US, please note that Marcellus may not be regulated in such jurisdiction and this material is not a solicitation to use Marcellus’s services. This communication is confidential and privileged and is directed to and for the use of the addressee only. The recipient, if not the addressee, should not use this material if erroneously received, and access and use of this material in any manner by anyone other than the addressee is unauthorized. If you are not the intended recipient, please notify the sender by return email and immediately destroy all copies of this message and any attachments and delete it from your computer system, permanently. No liability whatsoever is assumed by Marcellus as a result of the recipient or any other person relying upon the opinion unless otherwise agreed in writing. The recipient acknowledges that Marcellus may be unable to exercise control or ensure or guarantee the integrity of the text of the material/email message and the text is not warranted as to its completeness and accuracy. The material, names and branding of the investment style do not provide any impression or a claim that these products/strategies achieve the respective objectives. Marcellus and/or its associates, employees, the authors of this material (including their relatives) may have financial interest by way of investments in the companies covered in this material.

This material may contain confidential or proprietary information and user shall take prior written consent from Marcellus before any reproduction in any form.

Data/information used in the preparation of this material is dated and may or may not be relevant any time after the issuance of this material. Marcellus takes no responsibility of updating any data/information in this material from time to time. The recipient of this material is solely responsible for any action taken based on this material. The recipient of this material is urged to read the Private Placement Memorandum/Disclosure Document/Form ADV, Form CRS and any other documents or disclosures provided to them by Marcellus, as applicable, and is advised to consult their own legal and tax consultants/advisors before making any investment in the Alternative Investment Fund.

All recipients of this material must before dealing and or transacting in any of the products referred to in this material must make their own investigation, seek appropriate professional advice and carefully read the Private Placement Memorandum/Disclosure Document, Form ADV, Form CRS and any other documents or disclosures provided to them by Marcellus, as applicable. Actual results may differ materially from those suggested in this note due to risk or uncertainties associated with our expectations with respect to, but not limited to, exposure to market risks, general economic and political conditions in India and other countries globally, inflation, etc. There is no assurance or guarantee that the objectives of the investment strategy/approach will be achieved.

This material may include “forward looking statements”. All forward-looking statements involve risk and uncertainty. Any forward-looking statements contained in this document speak only as of the date on which they are made. Further, past performance is not indicative of future results. Marcellus and any of its directors, officers, employees and any other persons associated with this shall not be liable for any loss, damage of any nature, including but not limited to direct, indirect, punitive, special, exemplary, consequential, as also any loss of profit in any way arising from the use of this material in any manner whatsoever and shall not be liable for updating the document.