Edelweiss PUBLIC ALTERNATIVES | PORTFOLIO MANAGEMENT SERVICES (PMS)

Edelweiss Public Alternatives

Portfolio Management Services

Edelweiss Focused Mid & Small Cap Portfolio (FMSP) – II

Contents

- India's Transformation | A Good to Great Story
- Introducing - Focused Midcap and Small Cap Portfolio (FMSP – II)
  - Objective | Strategy | Quality & Valuation Framework | Investment Themes
  - Portfolio Construction | Filtering Process
  - G2G Themes Driving Our Portfolio | Anchored in Top Holdings
  - Performance & Sectors Allocation, FMSP – II
  - Performance Financial Year to Date (30th October)
  - Process – Stock Idea Evaluation (Pre and Post Addition)
- G2G Philosophy and Framework | Detailed Overview | Appendix
- Edelweiss Public Alternatives – Team
- FMSP – II | Snapshot of Investment Terms
- FMSP – II | Client Onboarding: Documentation Checklist

India's Transformation | A Good to Great Story

Edelweiss PUBLIC ALTERNATIVES | PORTFOLIO MANAGEMENT SERVICES (PMS)

- India is among the best Good-to-Great investment stories in the world today.
- India offers SIZE, GROWTH, QUALITY COMPANIES AND QUALITY PEOPLE.
- India is already the 4th largest economy of the world at US$4.2 trillion growing at 6% to 8%.
- A young, optimistic population with per capita GDP of $2878 and growing rapidly.
- In an aging world, India's young workforce will be the largest source of global talent over the next two decades.
- India has 6,000+ listed companies, offering investment opportunities across domestic consumption, manufacturing, and services exports.
- India, a democracy, has a strong institutional framework and education.
- Indian talent today leads global companies viz. Google, Microsoft, Starbucks, Chanel, IBM etc.
- These factors have driven Indian equities to deliver consistent returns, outperforming MSCI China and other emerging markets over the past two decades.
- India now has all the ingredients to evolve from a good story into a great one over the next two decades.

Edelweiss PUBLIC ALTERNATIVES | PORTFOLIO MANAGEMENT SERVICES (PMS)

Update - FMSP II PMS

Focused Midcap and Small Cap Portfolio (FMSP – II)

Edelweiss PUBLIC ALTERNATIVES | PORTFOLIO MANAGEMENT SERVICES (PMS)

- **Objective :** Long-term capital appreciation through a disciplined, data-driven investment approach.

- **Strategy :** Our G2G philosophy targets high potential mid and small-cap companies, with industry-agnostic selection and benchmark - independent allocation

- **Quality Framework :** Our proprietary 5 filter — Integrity, Strength, Focus, Beauty, Stewardship — ensures we back only businesses of exceptional quality.

- **Valuation Framework :** We separate '*What to buy'* from '*When to buy'*, guided by strict valuation discipline.

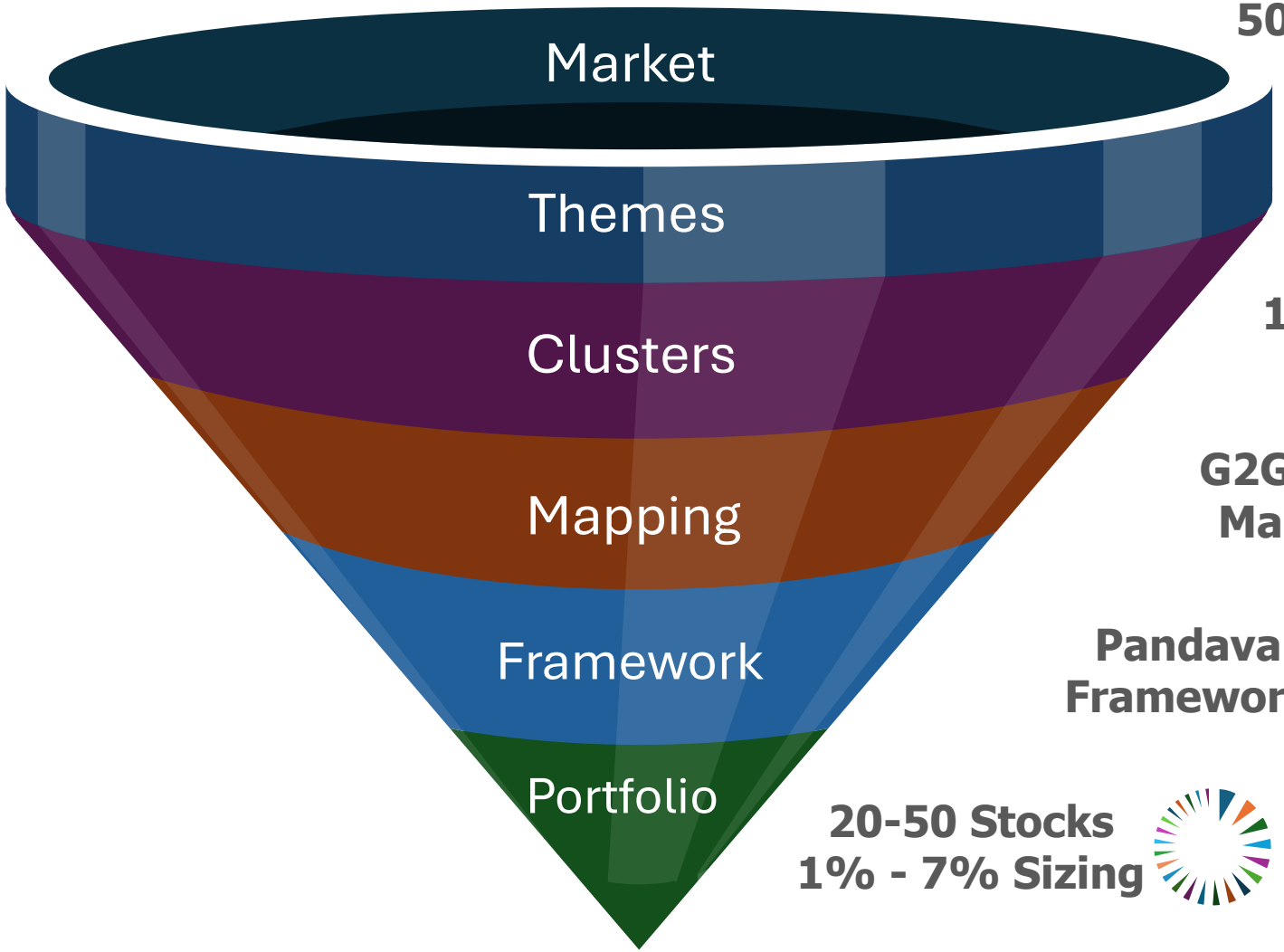
- **Investment Themes :** Our investment strategy integrates thematic focus areas such as Automation, Brand – Intellectual Property, Change Catalyst, Dollar Export, Energy Transition, Financialization, Geopolitics, Healthcare — themes we believe will drive long-term value creation.

- **Benchmark :** Nifty 50 TRI Index

Portfolio Construction - Filtering Process

Discipline, Consistency

Edelweiss PUBLIC ALTERNATIVES | PORTFOLIO MANAGEMENT SERVICES (PMS)

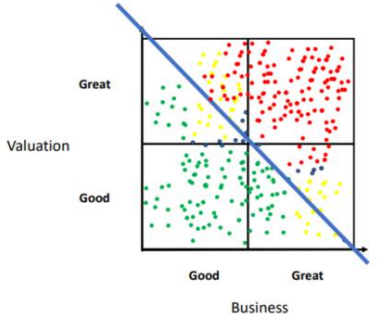


5000+ Stocks

8-10 Themes

10-15 Clusters

G2G Chart Mapping



Pandava Framework

20-50 Stocks
1% - 7% Sizing

G2G Themes Driving Our Portfolio

Edelweiss PUBLIC ALTERNATIVES | PORTFOLIO MANAGEMENT SERVICES (PMS)

Automation	→	Machines and code : the new engine of productivity
Brands	→	Timeless trust : consumer loyalty that compounds
Change	→	Disruption and megatrends reshaping how we live, work, and consume.
Dollar	→	Export oriented companies that benefit
Energy	→	From oil rigs to solar farms, powering economies old and new
Financials	→	Banks, fintech, and capital markets, the plumbing of global growth
Geopolitics	→	Localization, defense, and shifting alliances
Healthcare	→	Pharma, biotech, and wellness : investing in longer, healthier lives

G2G Themes Anchored in Top Holdings

Edelweiss PUBLIC ALTERNATIVES | PORTFOLIO MANAGEMENT SERVICES (PMS)

Names	Weight	Selection Rationale	Automation	Brands	Change	Dollar	Energy	Financials	Geopolitics	Healthcare
Aster DM Healthcare Ltd	5.2%	Sold its low-return GCC business. Merger to double bed capacity. Room of improvement in operating metircs		✓	✓					✓
JM Financial Ltd	4.7%	De-risking by exiting asset-heavy on-book lending to fee driven asset light syndication. Scaling wealth management and AMC business.			✓			✓		
Kirloskar oil Engine Ltd	4.7%	Retaining high market share in its core category, improving the aftermarket, and seeding its product in the high-growth data center market	✓			✓	✓			
Godfrey Phillips India Ltd	4.5%	Demonstrating immense brand power, Marlboro's growth is substantially exceeding the industry average.		✓	✓					
Rategain Travel Technologies	4.4%	A travel SaaS firm with elite operating metrics, currently navigating temporary growth headwinds while strengthening its long-term competitive advantages.	✓			✓				
Neuland Laboratories Ltd	4.3%	A trusted CDMO partner with track record of IP protection, monetization, capability expansion, de-risking via diversification				✓			✓	✓
FedBank Financial Services Ltd	4.2%	MSME lender with vast addressible market which is showing great traction in gold loans and turning around its LAP lending.			✓			✓		
Safari Industries India Ltd	3.9%	Despite intense competition, the company continues to gain market share by leveraging its domestic manufacturing advantage and strong legacy brand.	✓	✓						
Cummins India Ltd	3.9%	High market share in high margin segment which has strong tailwinds with access to patented technologies	✓			✓	✓			
Arvind Fashion Ltd	3.7%	Robust growth from core brands being supplemented by successful expansion into adjacencies, with an emerging brand poised to deliver high returns.		✓	✓					

As on 30th November 2025

Disclaimer : The stocks are for representational purposes only and are not recommendations to invest and the portfolio manager may or may not have exposure to the same. The portfolio composition may change over time due to various factors such as market conditions, investment strategy, and regulatory requirements

Performance & Sector allocation, FMSP – II

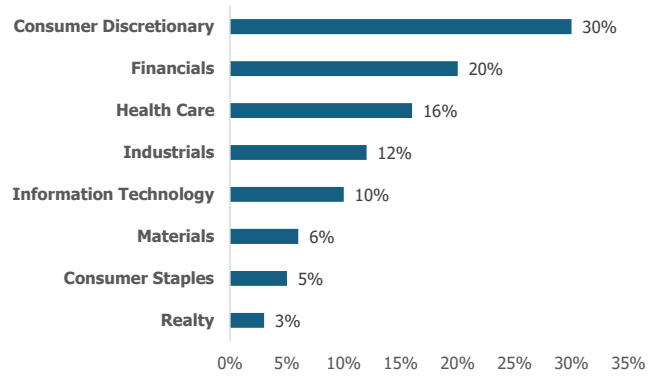
Edelweiss PUBLIC ALTERNATIVES | PORTFOLIO MANAGEMENT SERVICES (PMS)

Fund Performance

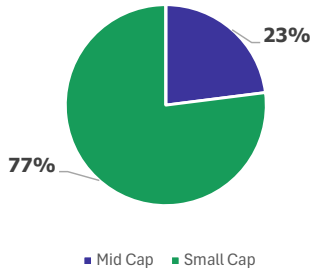
	FMSP-II	Nifty 50 TRI
1M	-0.52%	1.92%
3M	4.33%	7.45%
6M	7.56%	6.68%
1YR	0.84%	9.94%
3YR	9.93%	13.07%
5YR	18.41%	16.47%
Inception	9.43%	13.49%

Note : G 2 G Framework implemented since Jan,25

Sector Allocation



Market Cap Allocation



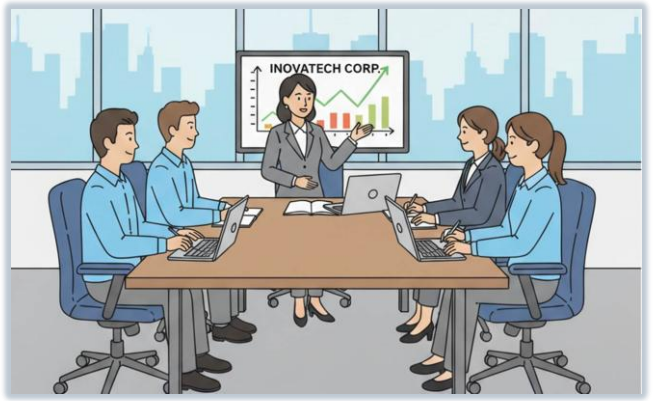
As on 30th November 2025

Disclaimer: *The portfolio composition may change over time due to various factors such as market conditions, investment strategy, and regulatory requirements.*

Process – Stock Idea Evaluation

(Pre and Post Addition)

Edelweiss PUBLIC ALTERNATIVES | PORTFOLIO MANAGEMENT SERVICES (PMS)



Regular Internal Research Meetings

'**Anumaan**' – The Art of Inference through Daily Meetings and Weekly Deep Dives



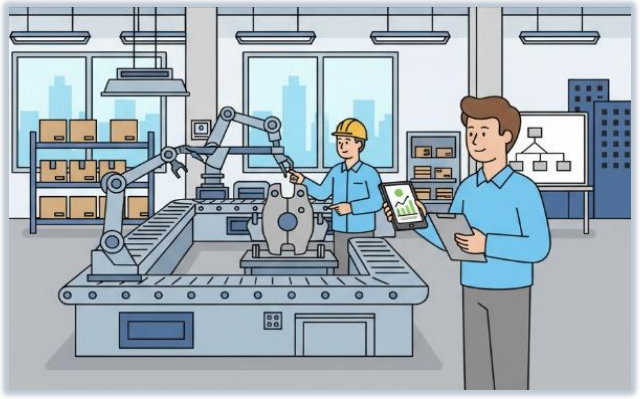
Management Meet & Conferences

'**Upmaan**' – Comparative Analysis through Competitor Engagement



Quarterly Earnings calls

'**Shabdha**' – Evaluating Consistency in Management Communication and Conduct

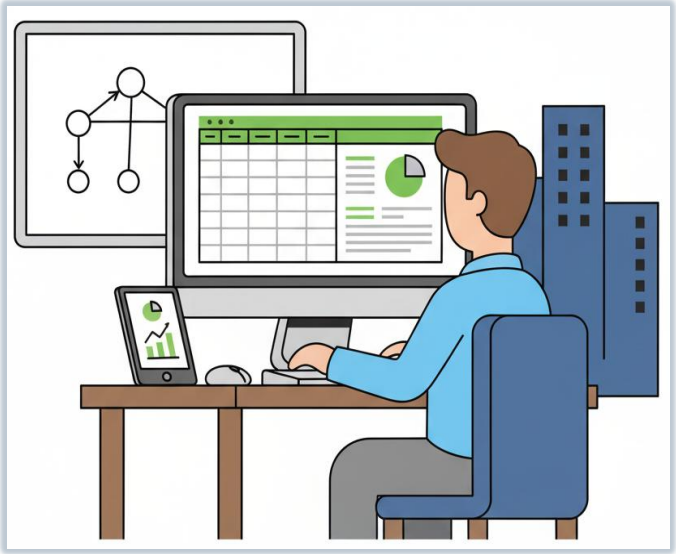


Site Visits & Channel Checks

'**Pratyaksha**' – Evidence Matters We Believe What We See

A model a day keeps the analyst at play !

Every analyst studies at least one financial model everyday.



Edelweiss PUBLIC ALTERNATIVES | PORTFOLIO MANAGEMENT SERVICES (PMS)

Introducing G2G Framework



Edelweiss
PUBLIC ALTERNATIVES

G2G

We invest in Businesses During Good-to-Great Phase and Avoid Great-to-Good Pitfalls

G2G Philosophy

Edelweiss PUBLIC ALTERNATIVES | PORTFOLIO MANAGEMENT SERVICES (PMS)

Understanding Good-to-Great OR Great-to-Good stocks

- It is a **fundamental law** of nature that all things have a **beginning**, a phase of **growth** and ultimately a **decline** and **end**. Businesses, like everything else, are subject to these fundamental laws

- In Indian Philosophy these fundamental pillars are called **Brahma** (*Creation*), **Vishnu** (*Growth and Maintenance*) and **Mahesh** (*Destruction*), our interpretation of the **S Curve** for business cycles

- Very few businesses last for **100 years** and most last for **20 to 30 years**. With technological disruption, business cycles are shortening further

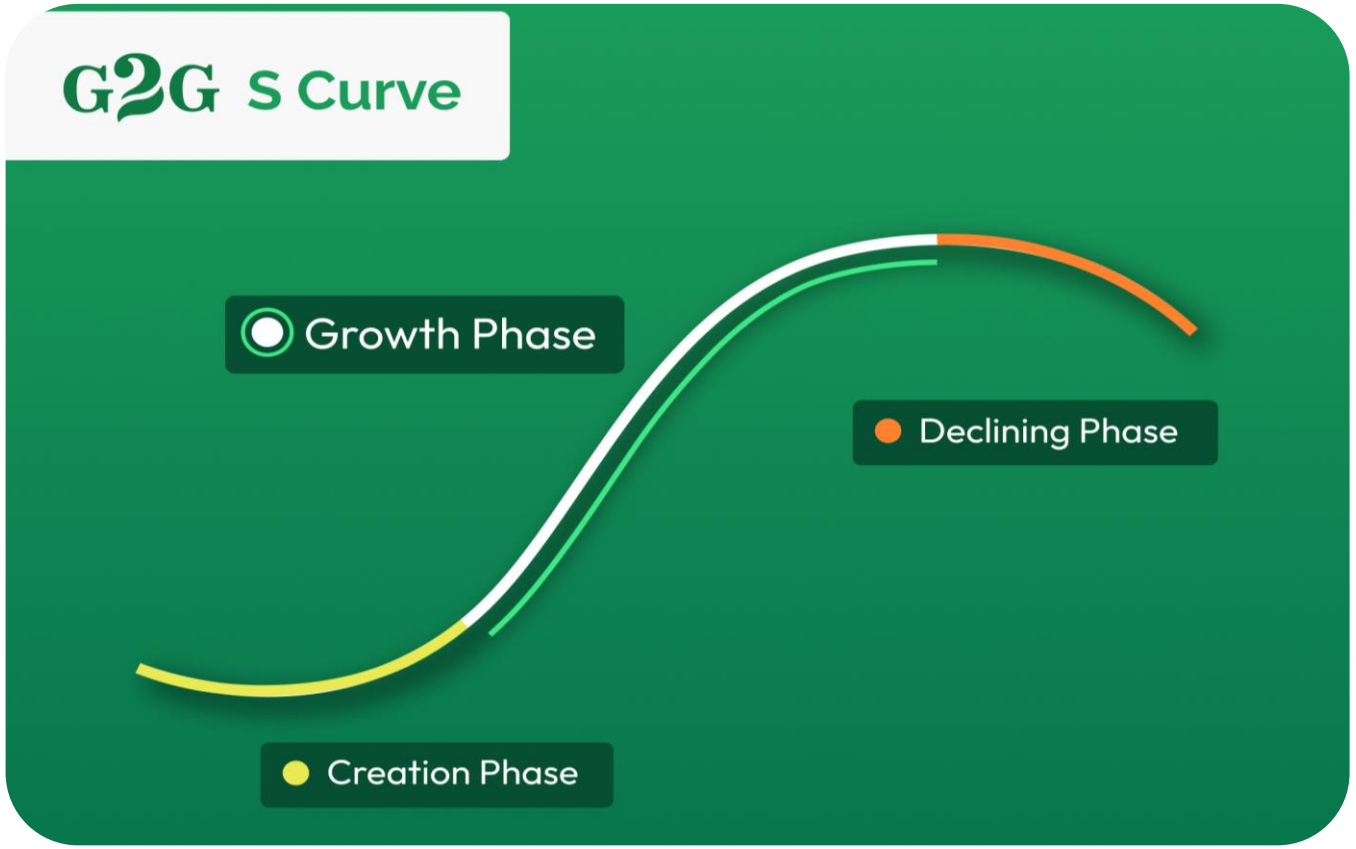
- We want to **Buy** Shares of businesses that are going from being a **Good** business **to** a **Great** business. This is when they have comparative advantages, a large runway of growth and generate superior returns for shareholders through a mix of earnings and multiple expansion

- We would like to Buy and Hold such businesses *forever if* they don't deteriorate

- Most businesses, **once** they become **GREAT** also **trade at GREAT Multiples** and …then they falter, become **too big to grow**, valuations surpass reality, competition kicks in or they are disrupted etc. Our job is ALSO to **avoid** such painful **pitfalls** of **Great businesses becoming Good businesses**

- **Good to Great** and **Great to Good** : 2 phases…hence **G2G**

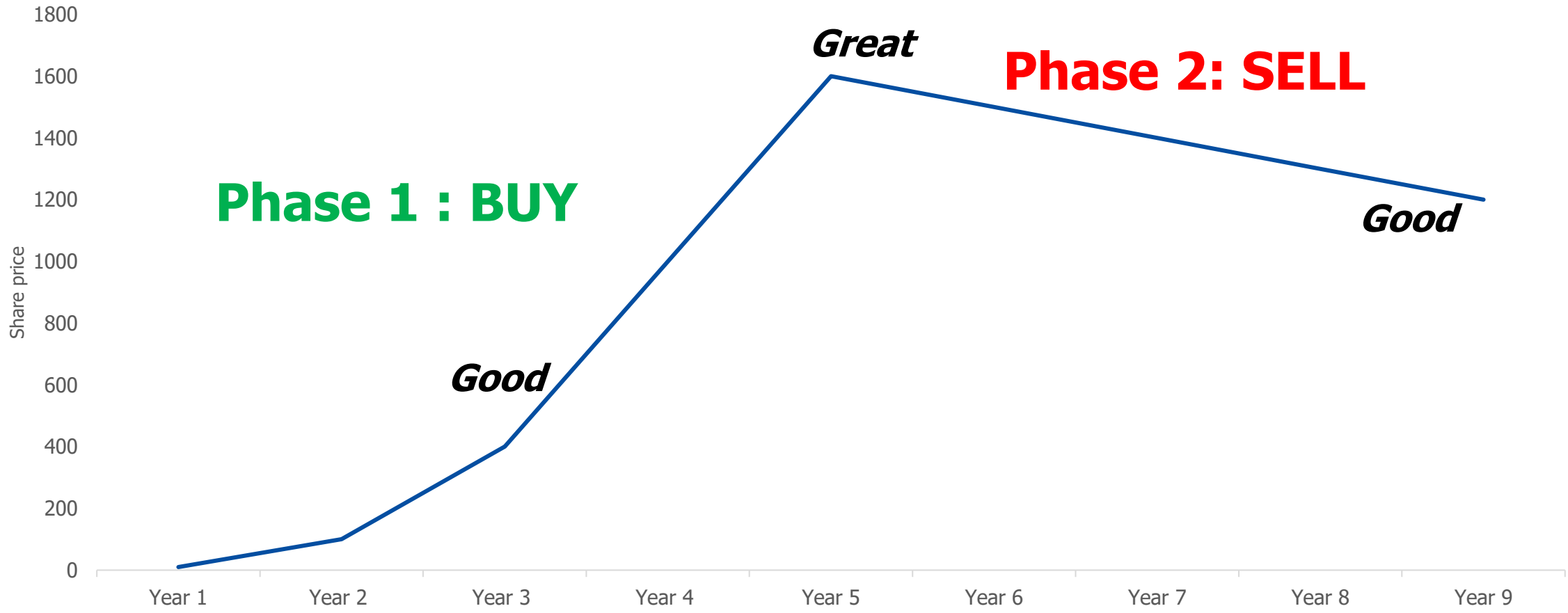
G2G Philosophy continues



- Business follows the fundamental law of nature – Beginning, Growth and Decline
- We want to partake in the Growth phase and avoid the declining phase

G2G Philosophy

Edelweiss PUBLIC ALTERNATIVES | PORTFOLIO MANAGEMENT SERVICES (PMS)

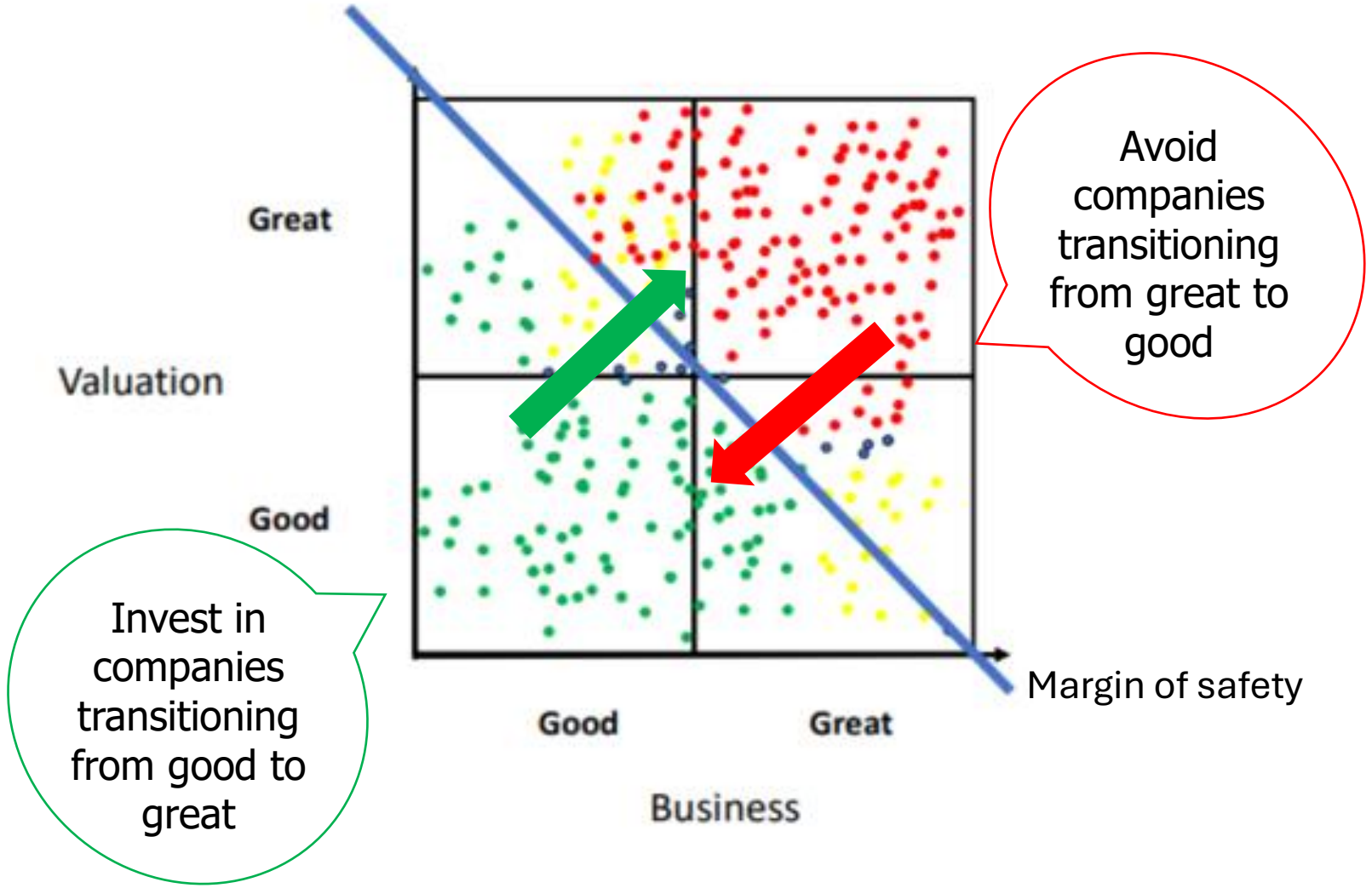


BUY ***Good to Great***

SELL ***Great to Good***

G2G is a "*Study of Constant Change*"

Edelweiss PUBLIC ALTERNATIVES | PORTFOLIO MANAGEMENT SERVICES (PMS)



G2G Framework



Businesses are evaluated across two axes

- **Quality** - Good to Great
- **Valuation** - Good to Great

  Leading to each business placed on a 2x2 matrix

- **Box 1**: Good Business at Good Price

  Solid business, fair value, decent growth

- **Box 2**: Good Business at Great Price

  Solid business, expensive, limited re-rating

- **Box 3**: Great Business at Good Price

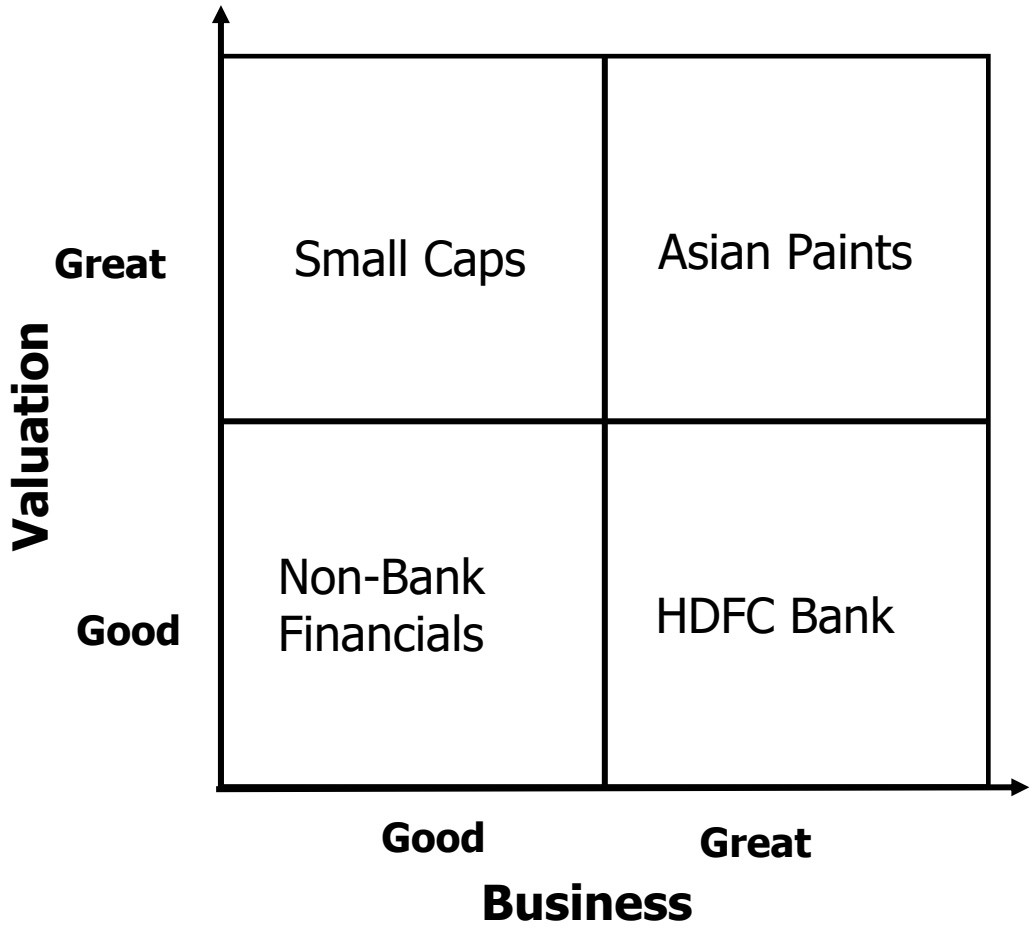
  Exceptional business, temporarily undervalued

- **Box 4**: Great Business at Great Price

  Top-tier business, overpriced, rising risks

Investment Framework – G2G Tenets





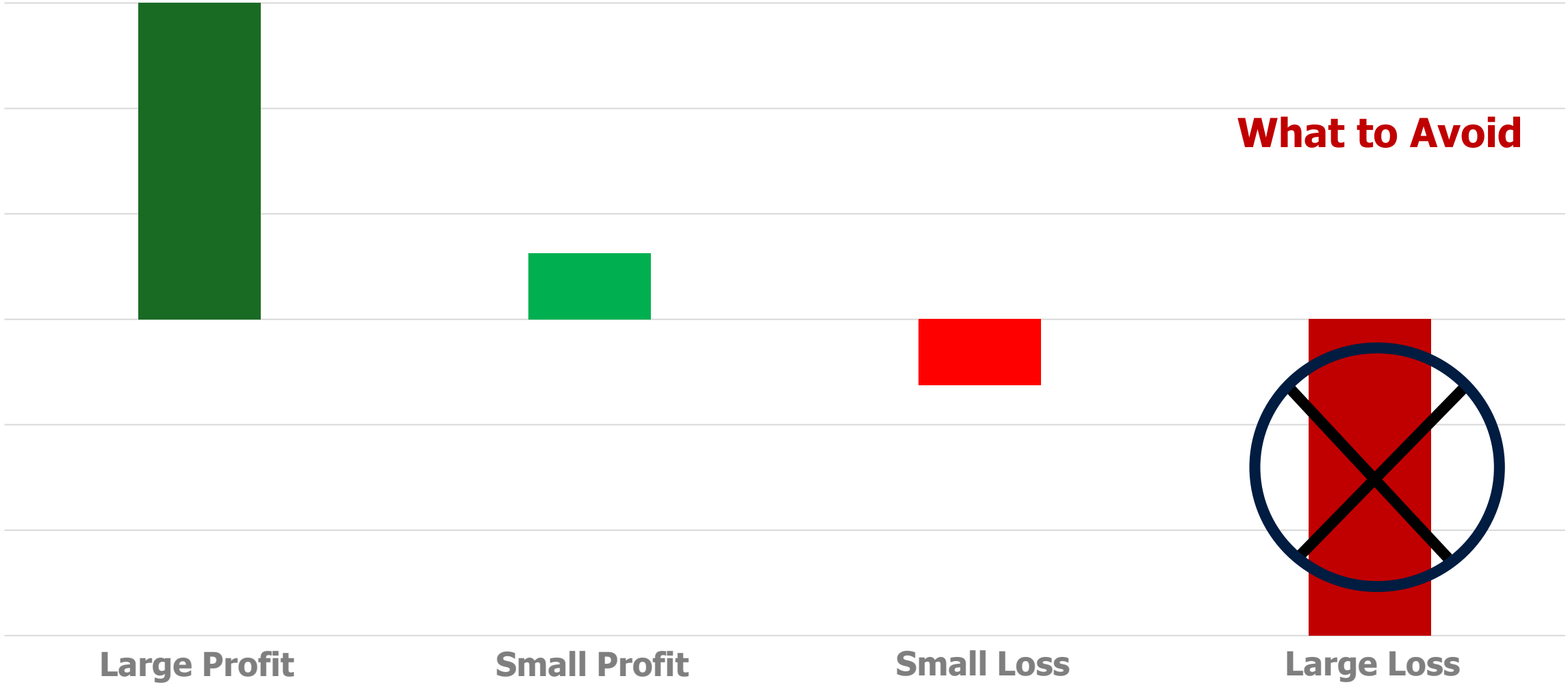
- We want to invest in businesses poised to go from 'Good' to 'Great' at sensible valuations
- We would want to Buy and Hold businesses until they enter the decline phase
- We also want to avoid businesses where growth falters and valuations surpasses reality

Avoid Large Loss of *Mind* and *Money*

Edelweiss PUBLIC ALTERNATIVES | PORTFOLIO MANAGEMENT SERVICES (PMS)

WE ARE NEVER RISK-BLIND

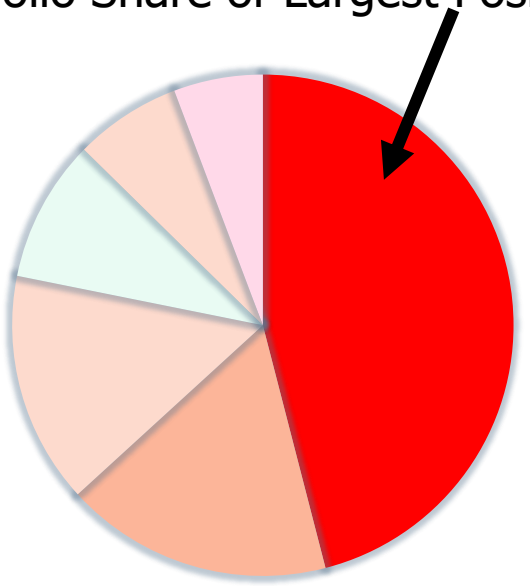
WE ARE ALWAYS RISK-PREPARED



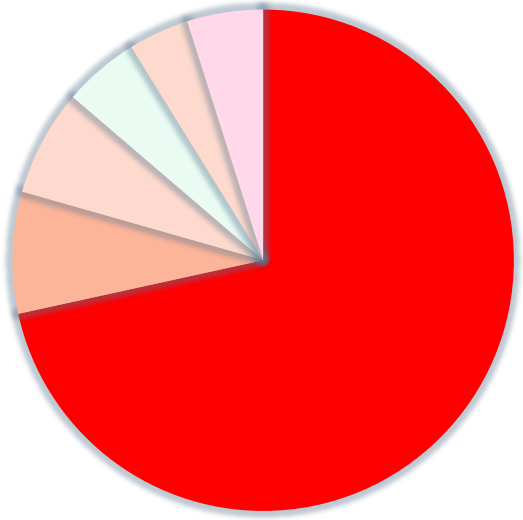
Portfolio Construction – Managing with discipline

Edelweiss PUBLIC ALTERNATIVES | PORTFOLIO MANAGEMENT SERVICES (PMS)

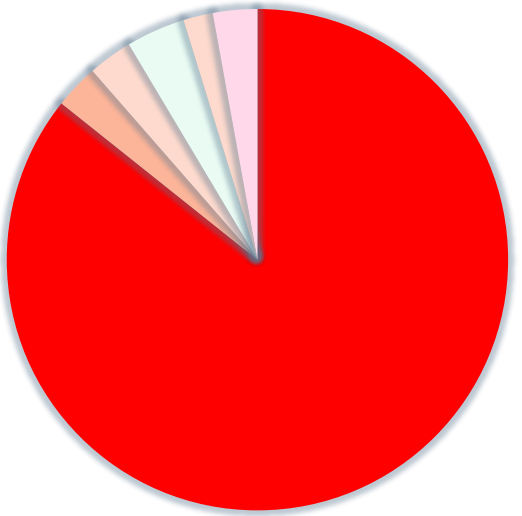
Portfolio Share of Largest Position



Research Share of Largest Position



Emotion/Mind Share of Largest Position



Key Learning :

- High stock/sector concentration diverts focus from broader portfolio
- It demands undue attention from both portfolio manager and research team
- Oversized positions dominate mental and emotional bandwidth
- This often result to large loss of mind and then money

G2G Filter for selecting businesses

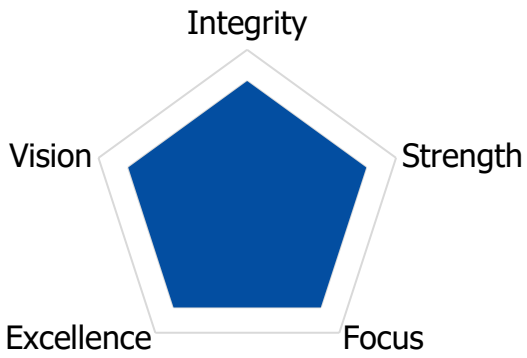
Edelweiss PUBLIC ALTERNATIVES | PORTFOLIO MANAGEMENT SERVICES (PMS)

Integrity	Strength	Focus	Excellence	Empathy & Vision
				
Yudhishthir	*Bhim*	*Arjun*	*Nakul*	*Sahadev*
Our paramount filter is management's integrity. A compromise here is the surest path to "Large losses"	Favorable industry structure – a large, consolidating market with few players – and maintains a resilient balance sheet built for long-term endurance	A disciplined approach to management, concentrating on executing a singular vision with unwavering grit	Elegant financial architecture evidenced by superior capital allocation, pricing power and exceptional returns.	Fair to all stakeholders; open to ideas and constructive criticism (ESG)

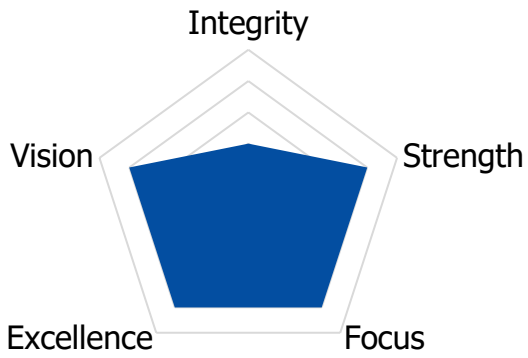
Illustrative G2G Filter

Edelweiss PUBLIC ALTERNATIVES | PORTFOLIO MANAGEMENT SERVICES (PMS)

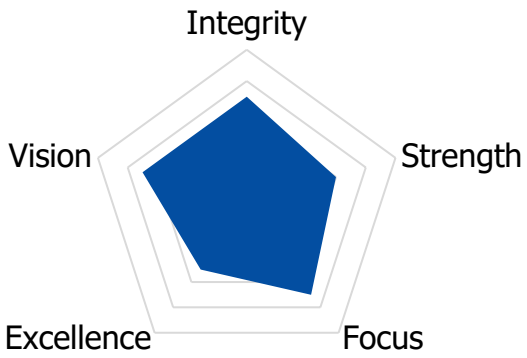
Company A



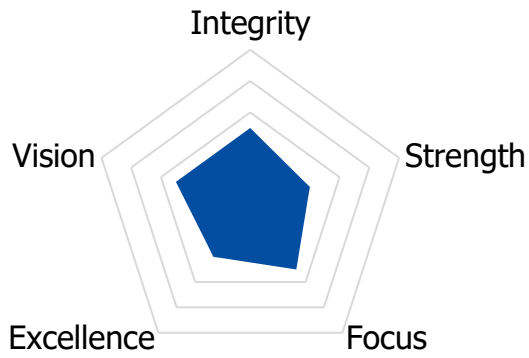
Company B



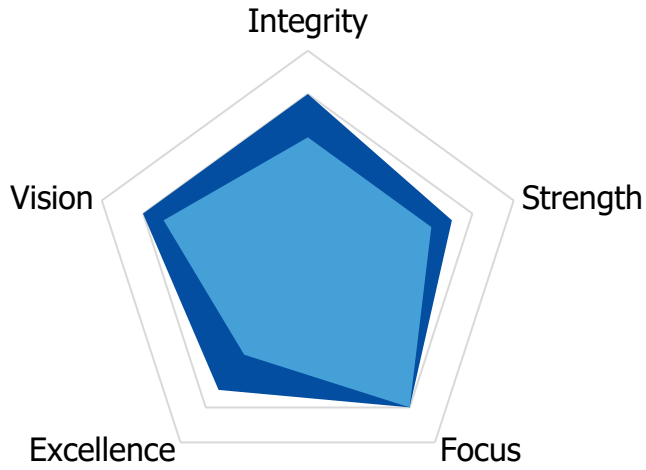
Company C



Company D

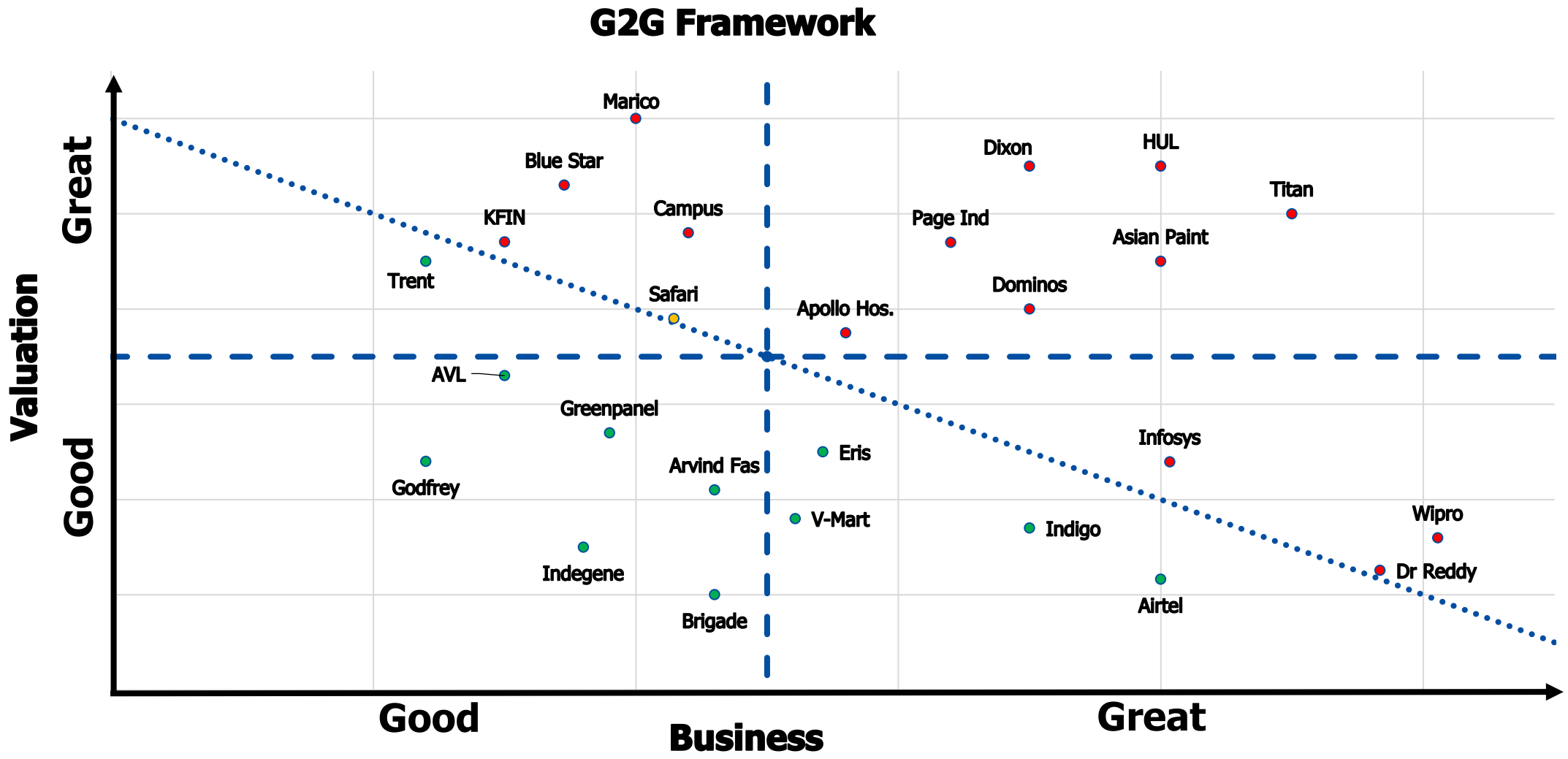


Company A vs Company B in Hospital Industry



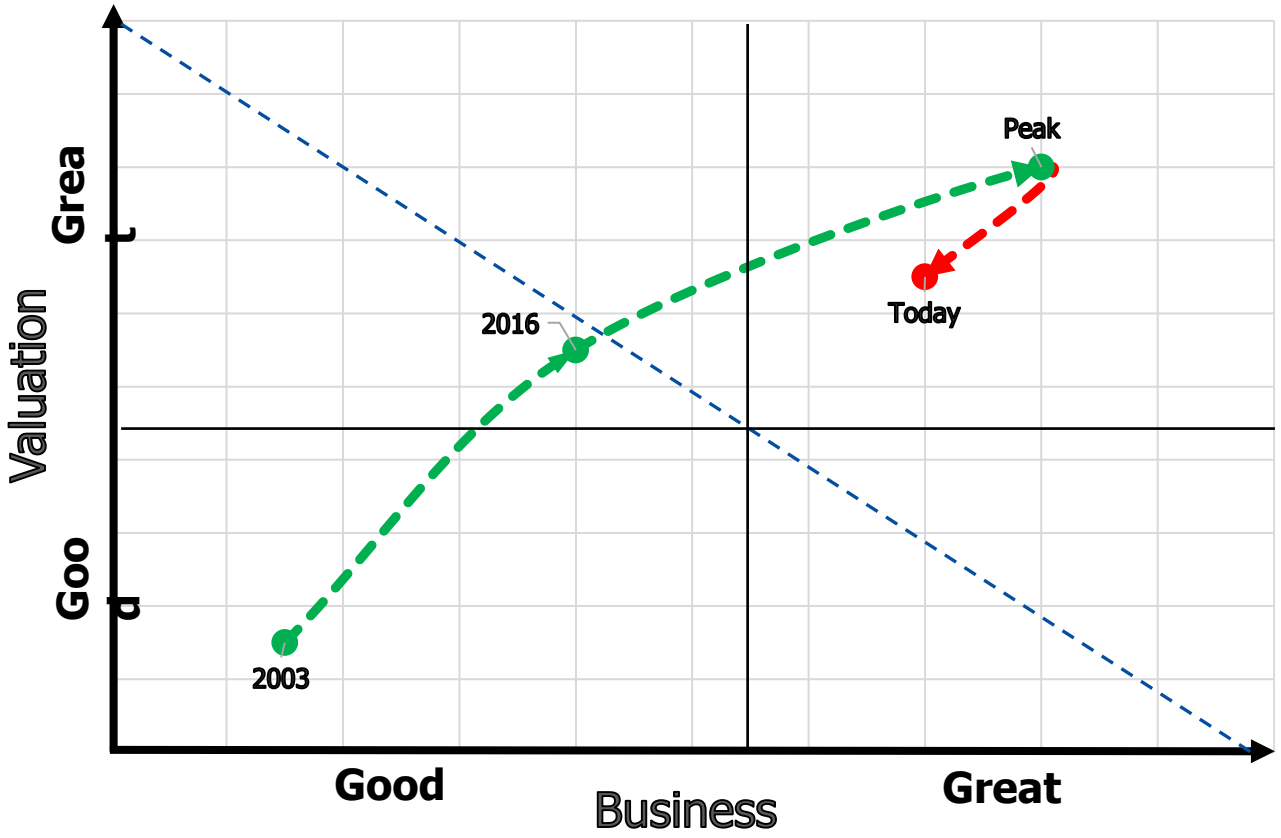
Illustrative G2G Example

Edelweiss PUBLIC ALTERNATIVES | PORTFOLIO MANAGEMENT SERVICES (PMS)



Disclaimer : The stocks are for representational purposes only and are not recommendations to invest and the portfolio manager may or may not have exposure to the same. The portfolio composition may change over time due to various factors such as market conditions, investment strategy, and regulatory requirements

Asian Paints' Journey Through the G2G Lens



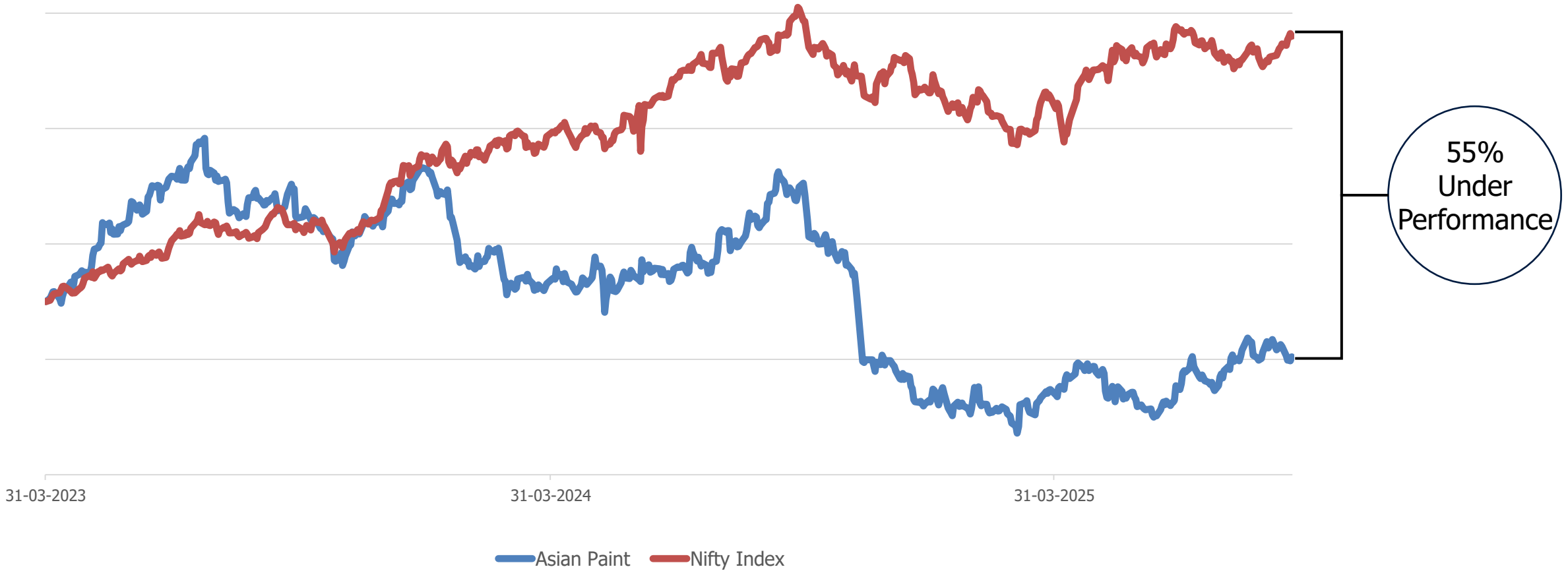
Particulars	Market Share	Industry Growth	Competitive Scenario	Valuation Trailing P/E
2003	<40%	16%+	Low	16
2016	53%	12-14%	Very Low	45
2023	~59%	~11%	Very High	95
Today	~52%	8-10%	High	64

Data Source - Bloomberg

- When prices defy reality, sticking to data over narrative helps us stay contrarian and avoid large losses.
- Ajay Sharma called this out at the peak, when most were dismissing the facts.

Disclaimer : The stocks are for representational purposes only and are not recommendations to invest and the portfolio manager may or may not have exposure to the same.

Asian Paints – "*Great to Good Phase*"

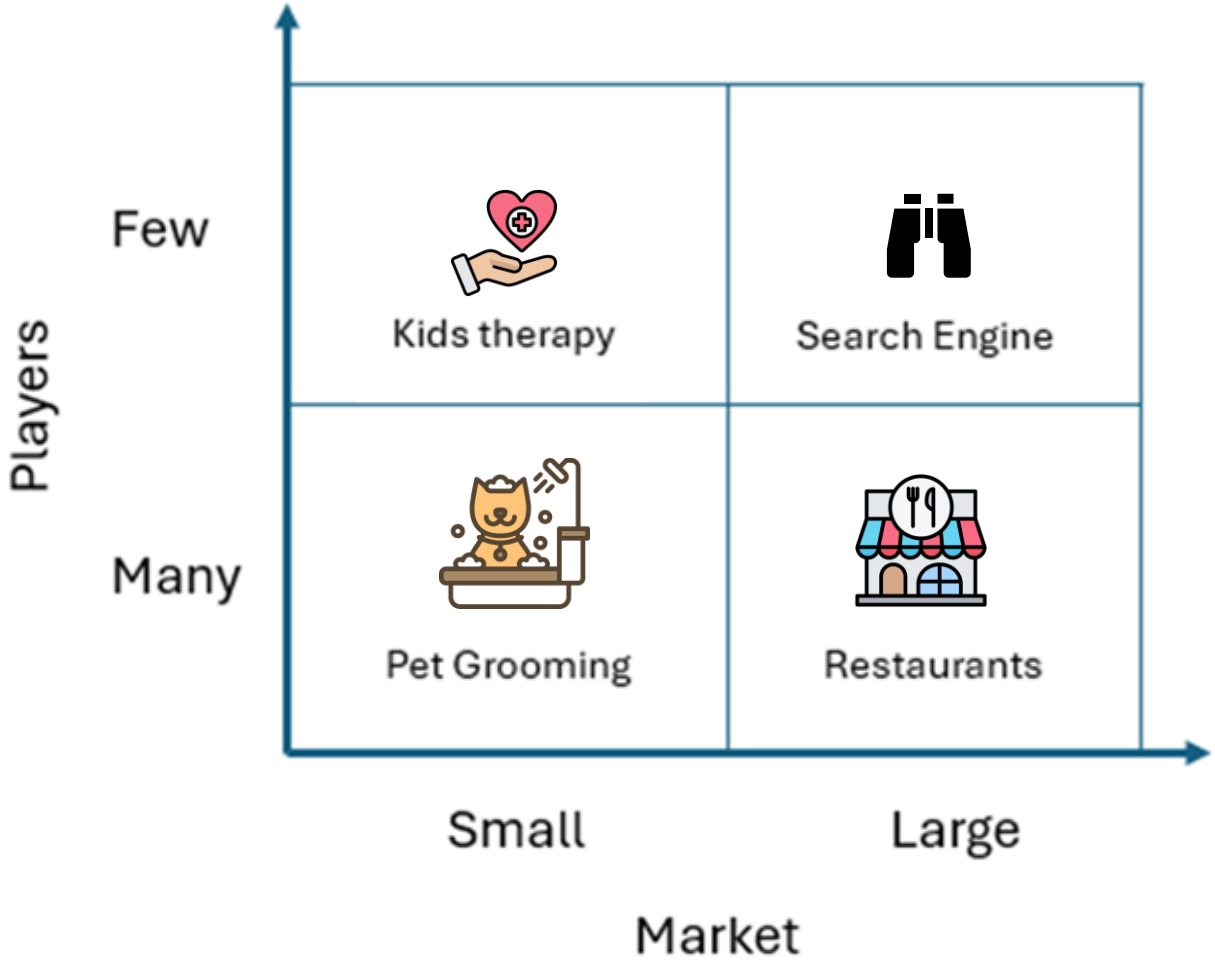


Bloomberg Price Data from 1 Apr 2023 to 19 Sep 2025

Disclaimer : The stocks are for representational purposes only and are not recommendations to invest and the portfolio manager may or may not have exposure to the same.

Appendix

Portfolio Construction - Industry Mapping



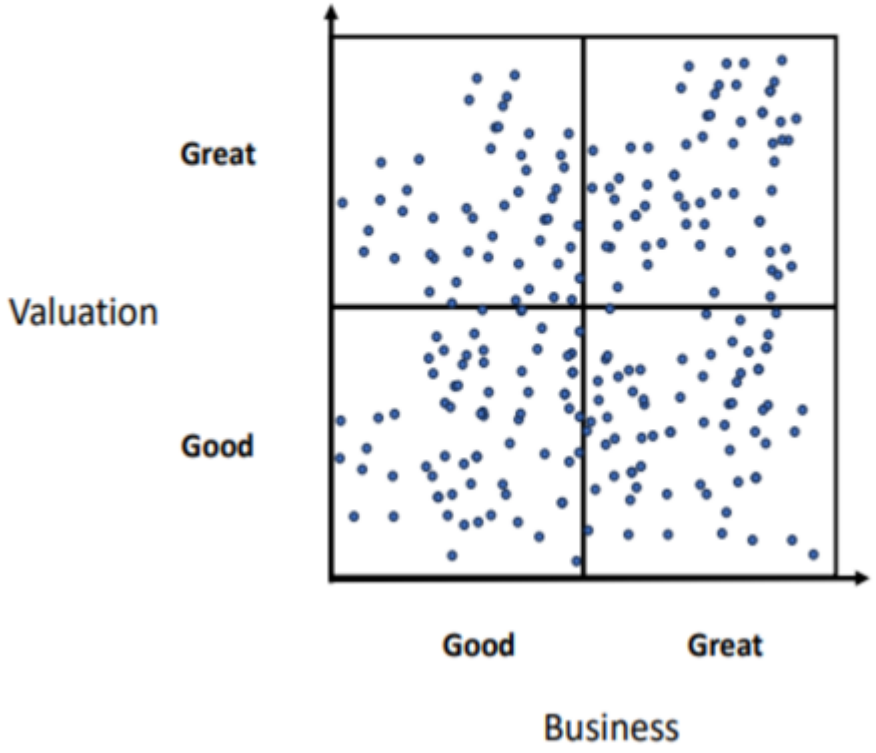
**Businesses mentioned are for illustrative purposes only*

1. **Industry Mapping, based on Porter's Five Forces**
    1. Threat of New Entrants
    2. Threat of Substitutes
    3. Bargaining Power of Suppliers
    4. Bargaining Power of Buyers
    5. Industry Rivalry
2. Using these forces, we categorize markets by size (Small vs. Large) and competition (Many vs. Few).
3. Next, we map the filtered universe onto the 2x2 G2G Framework to track Good ↔ Great transitions (refer next slides)
4. This drives Portfolio Construction with Valuation Discipline — Entry and Exit Multiples matter. (refer slide – 34)

Portfolio Construction – Industry Mapping

Edelweiss PUBLIC ALTERNATIVES | PORTFOLIO MANAGEMENT SERVICES (PMS)

1. Mapping the market



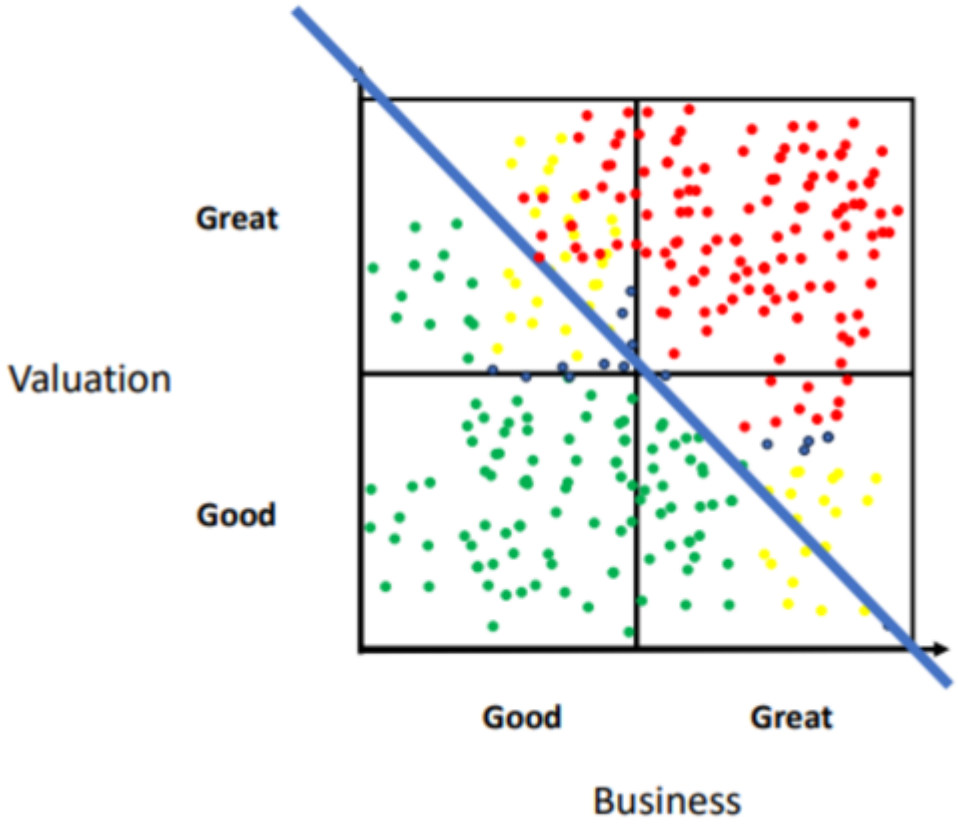
2. Applying Margin of Safety



Portfolio Construction

Edelweiss PUBLIC ALTERNATIVES | PORTFOLIO MANAGEMENT SERVICES (PMS)

3. Mapping 'Good to Great"



4. Research efforts on Buy zone stocks



Portfolio Construction

Edelweiss PUBLIC ALTERNATIVES | PORTFOLIO MANAGEMENT SERVICES (PMS)

5. Mapping 'Great to Good'



6. Research efforts on sell zone stocks



Portfolio Construction – Valuation Discipline

Edelweiss PUBLIC ALTERNATIVES | PORTFOLIO MANAGEMENT SERVICES (PMS)

Entry and Exit Multiples matter to us

Great companies don't guarantee great returns—entry price does. Red zones show where overpaying kills value. We invest where earnings grow and valuations still have room to re-rate.

$$\text{Stock Price cagr} = \left[\frac{PE_{Exit}}{PE_{Entry}} \times (1 + \text{EPS growth})^{time} \right]^{1/time} - 1$$

EPS Cagr	Time
20%	5 years

STOCK PRICE CAGR

ENTRY P/E \ EXIT P/E	15	20	25	30	35	40	45	50	60	70
70	-12%	-7%	-2%	1%	4%	7%	10%	12%	16%	20%
60	-9%	-4%	1%	4%	8%	11%	13%	16%	20%	24%
50	-6%	0%	4%	8%	12%	15%	17%	20%	24%	28%
40	-1%	4%	9%	13%	17%	20%	23%	25%	30%	34%
35	1%	7%	12%	16%	20%	23%	26%	29%	34%	38%
30	4%	11%	16%	20%	24%	27%	30%	33%	38%	42%
25	8%	15%	20%	24%	28%	32%	35%	38%	43%	47%
20	13%	20%	25%	30%	34%	38%	41%	44%	49%	54%
15	20%	27%	33%	38%	42%	46%	49%	53%	58%	63%

Good-to-Great Zones

The two boxes at the bottom are our Good to Great Boxes, showing where we earn from Earnings growth and Multiple Expansion.

Edelweiss Public Alternatives
T E A M

LEADERSHIP



Ajay Sharma

President , Edelweiss Public Alternatives

- **IIT- BHU and IIM-A Alumnus** with rich experience of markets and entrepreneurship
- Seasoned Fund Manager & Equity Research Expert
- **25+ years** of experience in advising and managing capital for **institutions, endowments, and family offices.**
- Founding roles at **Flowering Tree Investment Management**, mangotown.in, dizlog.com
- Award-winning analyst with a **global perspective**, having **invested in India, China, Japan, Australia, and Southeast Asia markets.**
- Unique investment philosophy**: G2G Framework - Buy during Good-to-Great phases, Avoid Great-to-Good pitfalls**



Manish Sharma

Head of Sales

- Seasoned BFSI professional with **20+ years** of experience in sales, marketing, distribution, and alliances.
- Strong background in banking, insurance, wealth, and asset management, with a career spanning leading firms like JM AMC, HDFC Life, SBI Wealth, Edelweiss AMC, Nippon AMC, Reliance General Insurance and ICICI Bank.
- Excels at driving business growth and client engagement through strategic partnerships.
- Holds Master's in Finance from Punjab University Chandigarh and PGDBM in Sales & Marketing from D A V College of Management, New Delhi.

01



Prolin Nandu

- Holds a **CFA** and an **MBA**, emphasizing the connection between investment lessons and life experiences.
- Institutional Equities **with 14 years of experience**, including 9 years at **GMO**,
- Managed an emerging markets fund worth Appx USD 2.5 billion, with India exposure of around USD 500 million.
- Extensive career encompasses tracking multiple sectors and companies across different market capitalizations

Principal Officer– PMS
Edelweiss Global Wealth Management

02



Pavan Kumar

- Completed his MBA **from IIM Ahmedabad** and bachelor's in mechanical engineering from **IIT Madras**. He has cleared **all 3 levels of CFA exam**.
- **13 years of experience** in banking, financial services and asset management having worked with Fident Asset Management, etc.
- Has worked **as equity research analyst** and has experience investing in private equity and listed equity across long only and long short strategies.

Fund Manager - PMS
Edelweiss Global Wealth Management

03



Yash Sonthaliya

- Holds **a Bachelor of Commerce degree** from VNSGU
- **Topper of a 2-year Financial** Certification Program from Finnacle Institute covering various aspects of equity markets and is currently pursuing CFA Level II
- Possesses **3 years of experience** as part of the investment team in PMS & AIF, where he tracked multiple sectors and built various screens for idea generation and market tracking purposes.

Equity Research Analyst
Edelweiss Global Wealth Management

Key Terms & Documentation

FMSP – II | Snapshot of Investment Terms

Edelweiss PUBLIC ALTERNATIVES | PORTFOLIO MANAGEMENT SERVICES (PMS)

Strategy Name	**Edelweiss Focused Mid & Small Cap Portfolio - II**
Portfolio Manager	Edelweiss Global Wealth Management Limited
Regulation	SEBI (Portfolio Managers) Regulations, 2020
Benchmark	Nifty 50 TRI
Minimum Investment	**INR 50 Lakhs** ***INR 25 Lakh for Accredited Investors***
Fee Options	Fixed Fee Option : Management fee 2.5% per annum charged monthly on average AUM Variable Fee Option : Management fee 1.5% and Performance Fee of 15% above 12% hurdle rate.
Subscription	Daily
Redemption	Daily
Exit Load	3% under 1 year ,2% under 2 years, 1% under 3 years, NIL thereafter
Systematic Transfer Plan	**Available for 6 and 12 Months**

Scan or Click to start your accreditation

FMSP – II | Client Onboarding: Documentation Checklist

Edelweiss PUBLIC ALTERNATIVES | PORTFOLIO MANAGEMENT SERVICES (PMS)

Resident Individual

1. Edelweiss PMS Subscription Form
2. Demat Form
3. Self Attested Aadhar and Pan Copies
4. Cancelled cheque
5. Copy of nominee's ID Proof, signed by nominee, if applicable
6. Client Fee annexure
7. Schedule of Charges form

These details are only for resident individual investors, the checklist is separate for non individual investors

Click for detailed disclaimer

Disclaimer

Edelweiss PUBLIC ALTERNATIVES | PORTFOLIO MANAGEMENT SERVICES (PMS)

Past Performance is not an indication of future performance. Investments in securities market are subject to market risks. Please read the Disclosure Document carefully before investing. The performance related information provided herein is not verified by SEBI. The views constitute only the opinions and do not constitute any guidelines or recommendations on any course of action to be followed by the readers. This document has been prepared based on publicly available information, internally developed data and other sources believed to be reliable. The Portfolio Manager, it's Holding Company, associate concerns or affiliates or any of their respective Directors, Employees or Representatives do not assume any responsibility for or warrant the accuracy, completeness, adequacy and reliability of such information. Whilst no action has been solicited based upon the information provided herein, due care has been taken to ensure that the facts are accurate, and opinions given are fair and reasonable. Recipients of this information should rely on information/data arising out of their own investigations. Readers are advised to seek independent professional advice and arrive at an informed investment decision before making any investment. None of the Portfolio Manager, its Holding Company, associate concerns or affiliates or their respective Directors, Employees of Representatives shall be liable for any direct, indirect, special, incidental, incidental, consequential, punitive or exemplary damages, including lost profits arising in any way from the information contained in this material. This document has been provided on a strictly private and confidential basis and is being furnished to you solely for your information and is not intended as an offer or solicitation for the purchase or sale of any financial instrument/security. The information contained in this document should not be reproduced or redistributed or passed on directly or indirectly in any form to any other person or published, copied, in whole or in part, for any purpose.

The investments in the PMS approaches may not be suited to all categories of investors. The investment style, approaches, existing portfolio, Investment objective, allocation pattern of the Portfolio may differ from actuals and from client to client. The value of the portfolio can go up or down depending on various market factors. Investors are not being offered any guaranteed or indicative returns through the approach. The name of the approach does not in any manner indicate its prospects or returns. The performance of the PMS approaches may be adversely affected by changes in the market conditions, micro and macro factors and forces affecting capital markets like interest rate risk, credit risk, liquidity risk and reinvestment risk. The Portfolio Manager is not responsible or liable for any loss resulting from the operations of the Approach/ Portfolio. Investors are advised to refer to the Disclosure Document for detailed risk factors/disclaimers. Stocks referred to in this document are not an endorsement of their soundness or a recommendation to buy or sell. The same may or may not be a part of the PMS Approach in future or any other PMS Approaches launched from time to time. Edelweiss Global Wealth Management Limited is registered with Securities and Exchange Board of India as a Portfolio Manager vide Registration Number INP000008880 and has its registered office at Edelweiss House, 15th Floor Off. CST Road, Kalina, Mumbai 400098 Corporate Identity No.: U67100MH2007PLC353035