

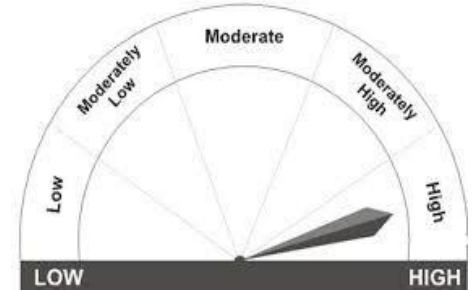
Advisory Product: Purnartha Investment Research and Advisory

Purnartha started out as a unique equity investment advisory firm. Their philosophy is based on choosing non-cyclical companies, ensuring that the investments are poised to reap long-term gains.

Over the years, Purnartha has consistently outperformed benchmarks such as NIFTY and helped several families grow and prosper together with their research-backed, clear & unbiased advice.

Product Suitability

Investors with aggressive risk appetite seeking wealth creation through long term equity investments.

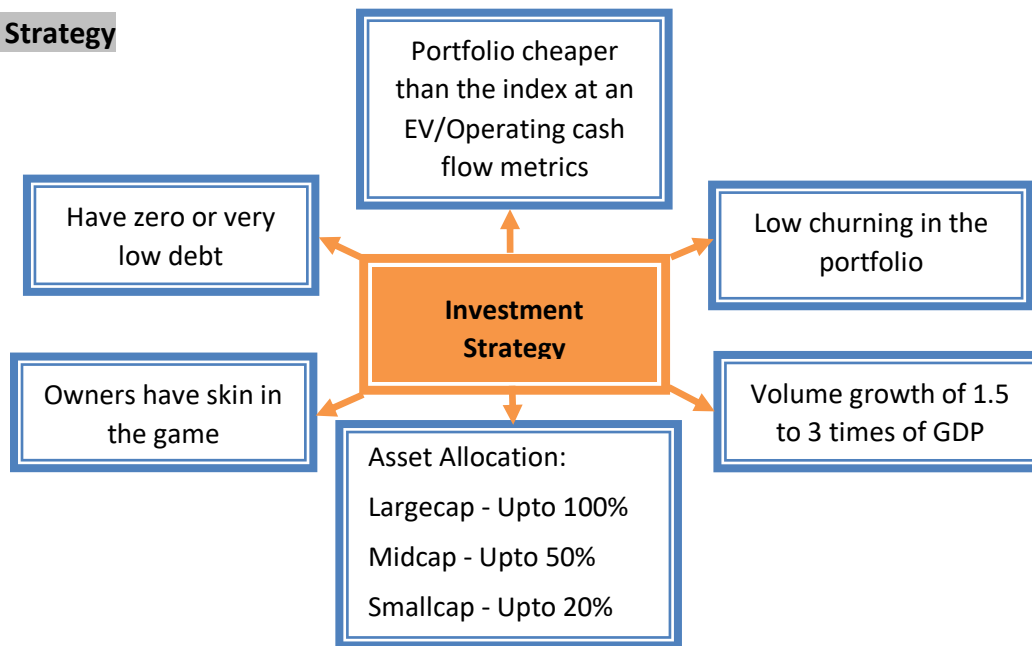


Minimum Investment:
₹ 10 lacs



Recommended Tenure: 3 years

Investment Strategy



Past Track Record

Since April'09 to May'19, Purnartha yielded remarkable CAGR of 43.39% compared to NIFTY that only delivered 14.68%.

	Absolute			CAGR				
	1 Month	3 Months	6 Months	1 Year	2 Years	3 Years	5 Years	Since Inception
Date range	01-Apr-19 To 30-Apr-19	01-Feb-19 To 30-Apr-19	01-Nov-18 To 30-Apr-19	01-May-18 To 30-Apr-19	01-May-17 To 30-Apr-19	01-May-16 To 30-Apr-19	01-May-14 To 30-Apr-19	01-Apr-09 To 30-Apr-19
Purnartha Portfolio	-4.80%	10.97%	17.38%	0.49%	15.13%	28.35%	31.38%	43.39%
NIFTY 50	1.07%	8.47%	13.11%	9.39%	12.61%	14.65%	12.17%	14.68%
Midcap 50	-4.24%	3.70%	2.78%	-10.96%	2.21%	13.84%	14.33%	15.50%

Fee Structure

1. Min Investment 10 Lakhs, only 3 year plan available (IIFL Exclusive Plan)

Initial Advisory Fee	7.50%
Profit Sharing Above Hurdle Rate	20%
Hurdle Rate	75%

2. Min Investment 25 Lakhs, one-year plan (Purnartha Generic Plan)

	Plan A	Plan B	Plan C	Plan D	Plan E	Plan F
Initial Advisory Fee	2.50%	2.00%	1.75%	1.50%	1.00%	0.60%
Profit Sharing Above Hurdle Rate	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%
Hurdle Rate	25.00%	15.00%	12.00%	10.00%	6.33%	0.00%

3. Min Investment 1 crore, one-year plan (IIFL Exclusive Plan)

	Rs. 1 cr to Rs. 5 crs	Rs. 5 crs to Rs. 15 cr	Above Rs. 15 cr
Initial Advisory Fee	2.25%	2.00%	1.50%
Profit Sharing Above Hurdle Rate	20%	20%	20%
Hurdle Rate	25%	25%	25%

Product Risk

As the investment is in direct equities and the portfolio is not hedged, the investment carries market risk associated with the equity markets.

Disclaimer

Investments in securities market are subject to market risks, read all the related documents carefully before investing. There is no assurance or guarantee that the investment objectives shall be achieved. IIFL does not guarantee any assured returns on the investments recommended herein. Past performance of securities/ instruments is not indicative of their future performance. IIFL makes no representation/s or warranty/ies, express or implied, as to the accuracy, completeness or reliability of any information compiled herein, and hereby disclaims any liability with regard to the same, including, without limitation, any direct, indirect, incidental or consequential loss. You shall verify the veracity of the information on your own before using the information provided in the document. Investors are requested to review the prospectus carefully and obtain expert professional advice. IIFL group, associate and subsidiary companies are engaged in providing various financial services and for the said services (including the service for acquiring and sourcing the units of the fund) may earn fees or remuneration.

IIFL Group | IIFL Securities Ltd., IIFL House, Sun Infotech Park, Road No. 16V, Plot No. B-23, MIDC, Thane Industrial Area, Wagle Estate, Thane - 400604. Tel.: (91-22) 2580 6650 *Customer Service: 40071000 *Stock Broker SEBI Regn: INZ000164132 *Depository: INDP185 2016 *MF Distributor ARN: 47791, *PMS SEBI Regn.: INP000002213, *Investment Adviser SEBI Regn. : INA000000623, *Research Analyst SEBI Regn:- INH000000248 |Loan products are offered by IIFL Finance Ltd. &IIFL Home Finance Ltd. |Investment in securities market are subject to market risks. Kindly refer to www.indiaonline.com for detailed disclaimer and risk factors