

## Product Summary: 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

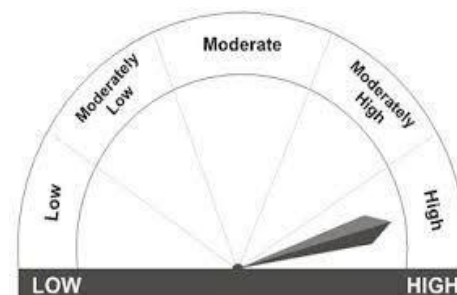
Investors with aggressive risk appetite seeking wealth creation through long term equity investments.



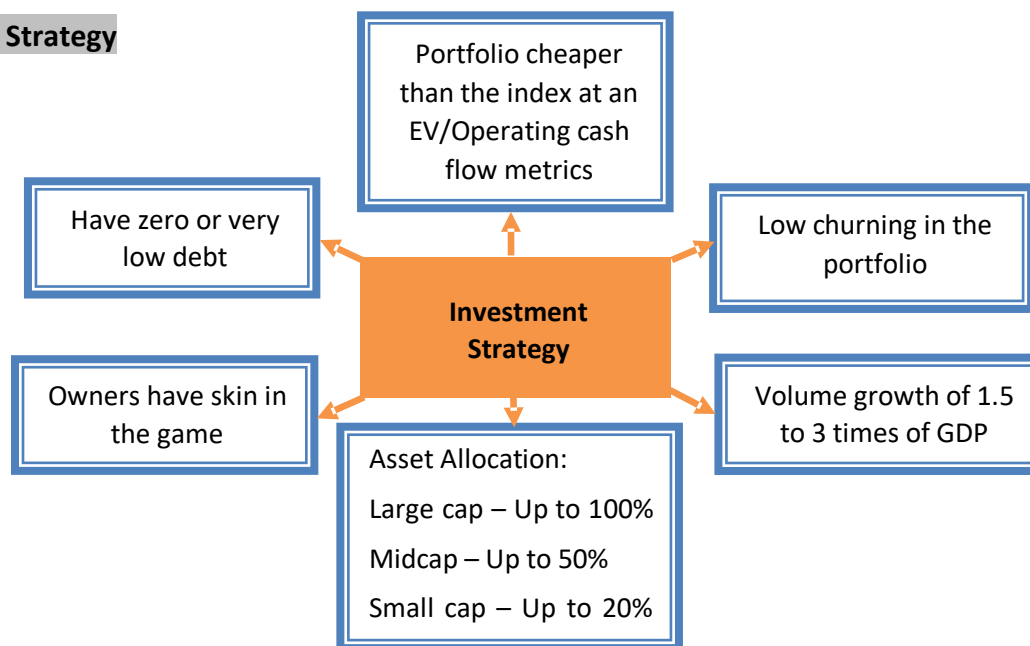
**Minimum Investment:**  
₹10 lakhs



**Recommended Tenure:** 3 years



## Investment Strategy



## Past Track Record

Scheme Name	Absolute			CAGR				
	1 Month	3 Months	6 Months	1 Year	2 Years	3 Years	5 Years	Since Inception
Date range	01-Jun-20 To 30-Jun-20	01-Apr-20 To 30-Jun-20	01-Jan-20 To 30-Jun-20	01-Jul-19 To 30-Jun-20	01-Jul-18 To 30-Jun-20	01-Jul-17 To 30-Jun-20	01-Jul-15 To 30-Jun-20	01-Apr-09 To 30-Jun-20
Purnartha Portfolio	16.81%	23.70%	-11.95%	-0.30%	4.32%	12.18%	18.78%	39.06%
NIFTY 50	7.53%	19.82%	-15.34%	-12.61%	-2.00%	2.73%	4.34%	11.74%
Midcap 50	10.25%	28.73%	-12.91%	-15.96%	-8.35%	-3.32%	5.08%	12.04%

\* The performance shown is before charging any fees

## 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 Plans)

	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 cr 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%

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## Product Risk

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

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## Disclaimer

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