

ACE: The Power of Mutual Funds, Stocks, & ETFs !

INTRODUCING ACE

We found a way to reduce costs and enhance performance for you!

Over the last two years, we worked on the idea of adding a layer of ETFs to your portfolio. The mutual fund industry intensely markets quartile performance. Some fund managers have begun mimicking the benchmark or the best performing fund in the category. It is getting progressively tougher to differentiate between funds in the same category and the benchmark. In certain cases, the strategy seems passive while costs remain the same.



THE PORTFOLIO

- Mutual funds will remain the primary & the largest layer of your portfolio.
- ETFs are the second layer. Tactical use of low-cost products complements portfolio performance.
- Stocks are the third and the smallest layer of the portfolio that will be sparingly used for advice. Tactical advice of a specific stock based on the opportunity to complement the ETF and the mutual fund layers of the portfolio.

THE FEES

Advisory Fee Structure (remains unchanged)	1.50 % p.a.
Equity / ETF Brokerage	0.01 %

In addition to the above-mentioned tariff, all statutory/regulatory levies and other charges including but not limited to Securities Transaction Tax, SEBI turnover fees, Exchange Transaction Charges, Stamp Duty (as applicable state-wise), Service Tax, Charges levied by CDSL for using CAS etc. shall be charged separately over and above charges as per current applicable rate and if there is any revision in the rates, the same will be applicable. Any change in the statutory levies, if any, shall be reflected in the respective contract note.

