

December 2024

TRU BLU

Investing in High-Quality Largecap Bluechips

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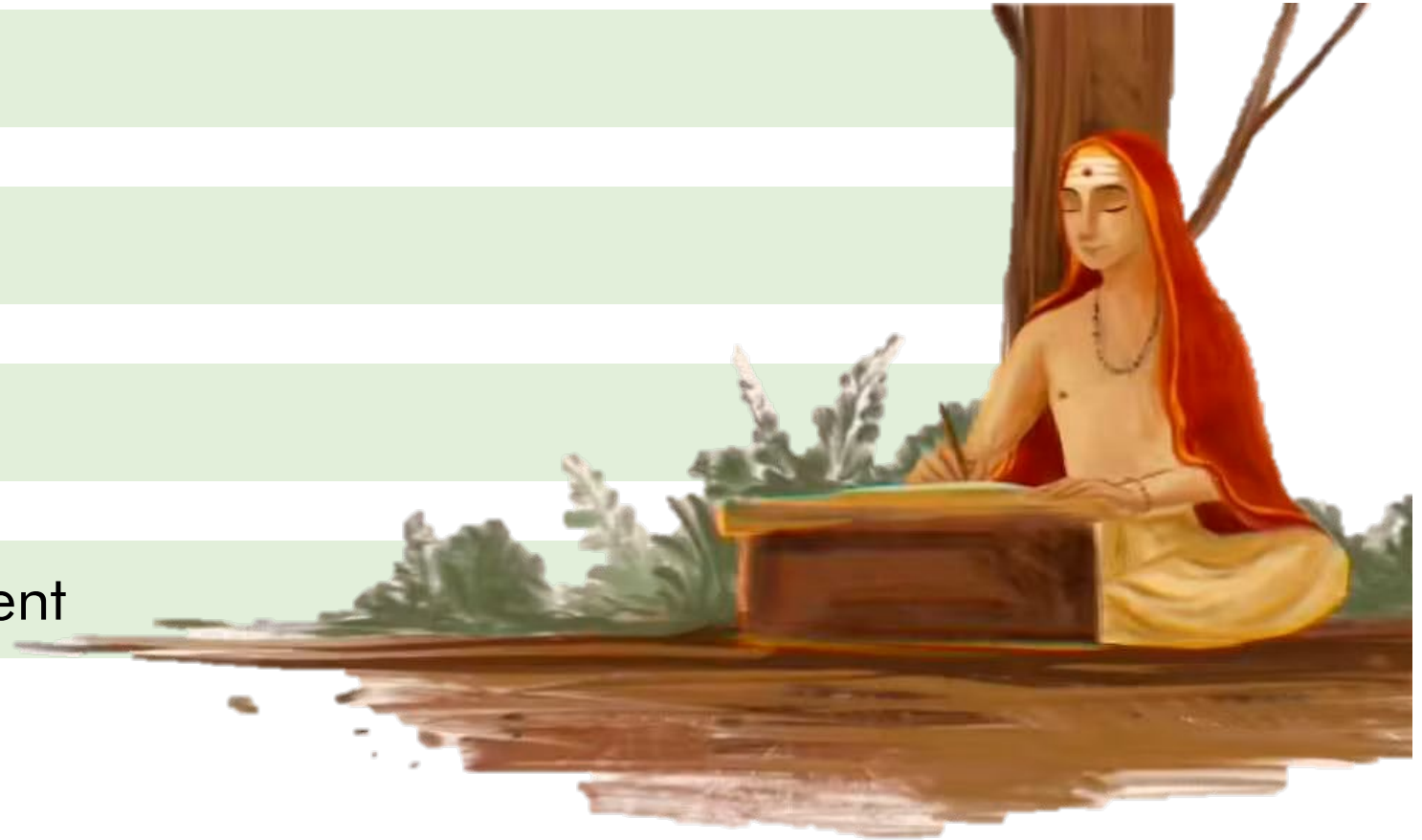
THE **ITHOUGHT** WAY – OUR INVESTMENT PHILOSOPHY

Long term focus

Non-consensus investing

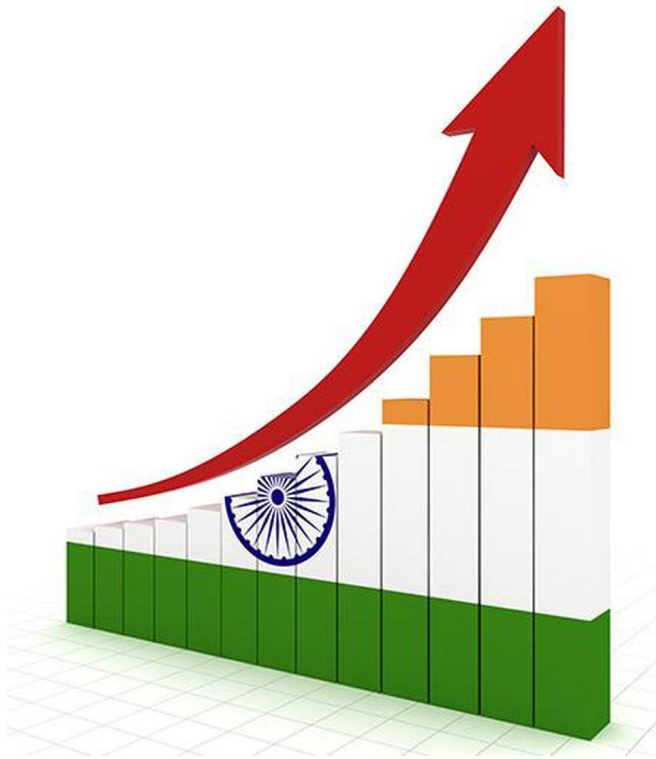
Bottom-up approach

High Focus on Risk Management



TRUBLU PORTFOLIO - CAPTURING MEGA-TRENDS!

thoughtpms



**THE INDIA GROWTH
STORY!**

+



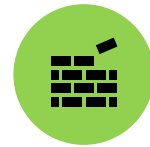
**GLOBAL
CHAMPIONS!**

**THE
TRU=BLU
WAY**

USP OF TRUBLU



100% Pure Large-Cap



High Active-Share




Low Churn – Buy & Hold Strategy



Zero Fixed Fees

GREAT INVESTMENT = STRONG FUNDAMENTALS + ATTRACTIVE VALUATIONS

#1  Good Corporate Governance

#2  Strong leadership teams with track record of execution

#3  Industry Leaders

#4  High ROCE

#5  Zero or Low Leverage

#6  Reasonable Valuations

KEY PORTFOLIO QUANTS



TRUBLU – 4 PILLARS

**PORTFOLIO
CONSTRUCTION**



QUALITY



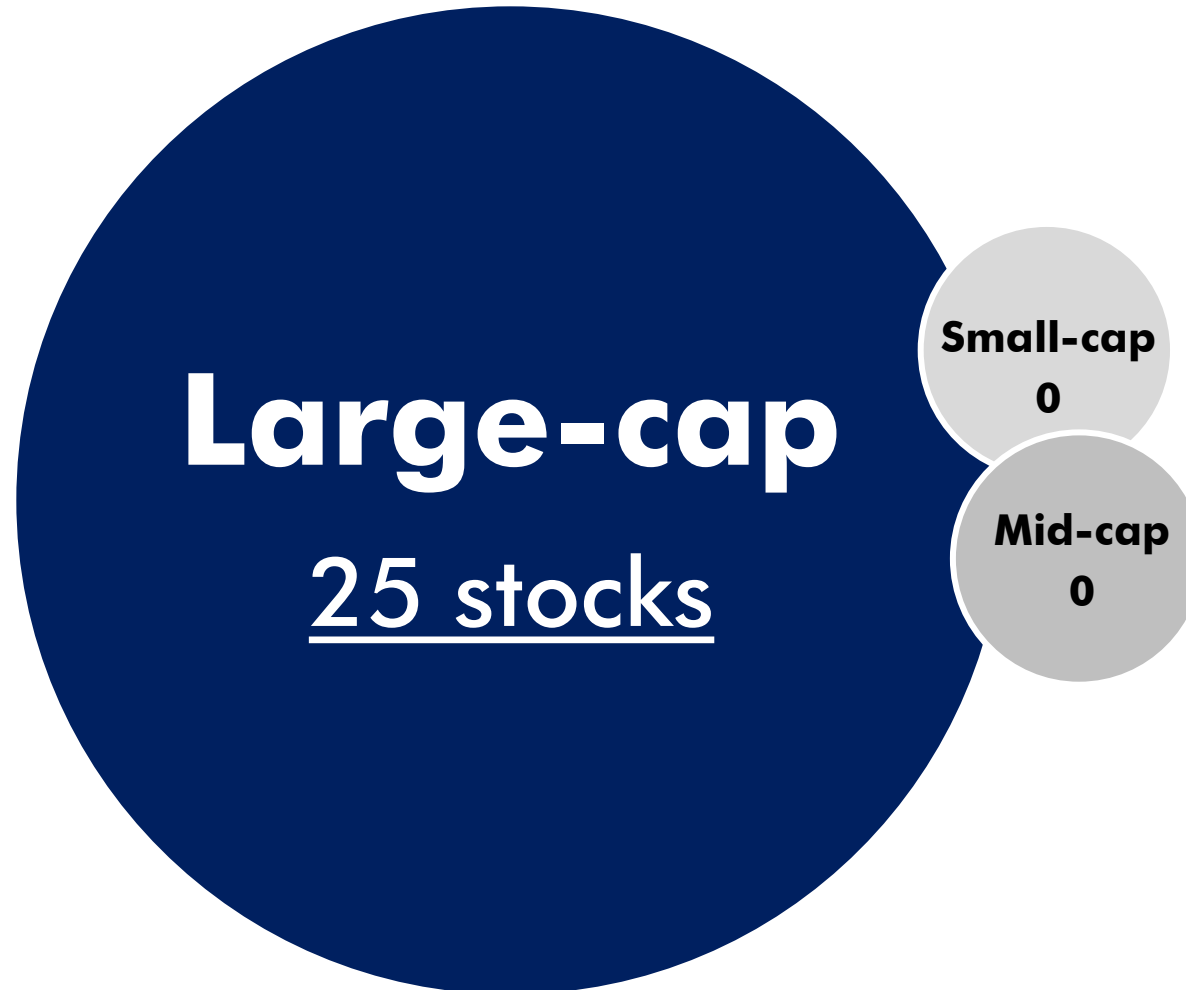
PROFITABILITY



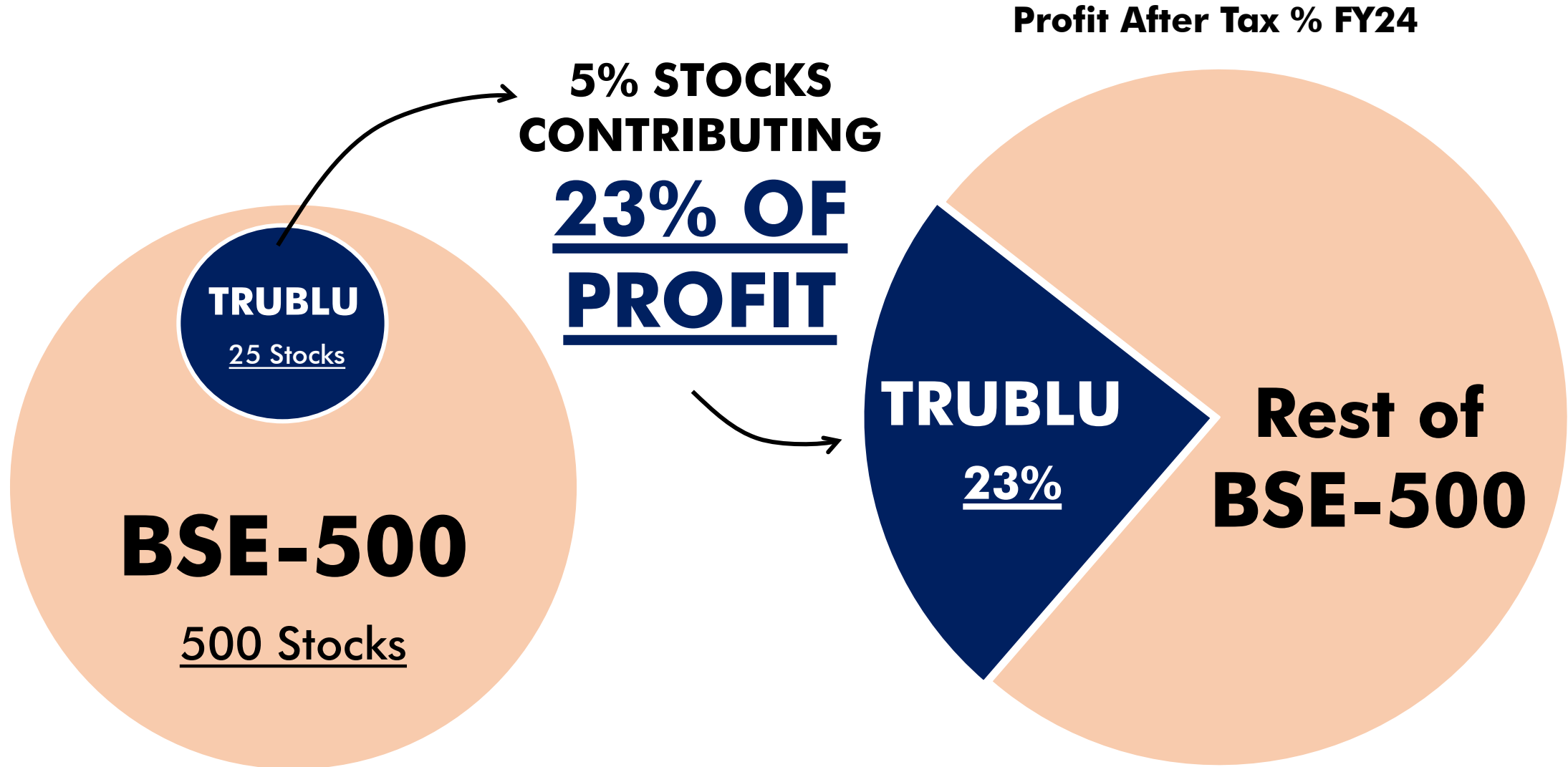
GROWTH



TRUBLU – MARKET CAP COMPOSITION



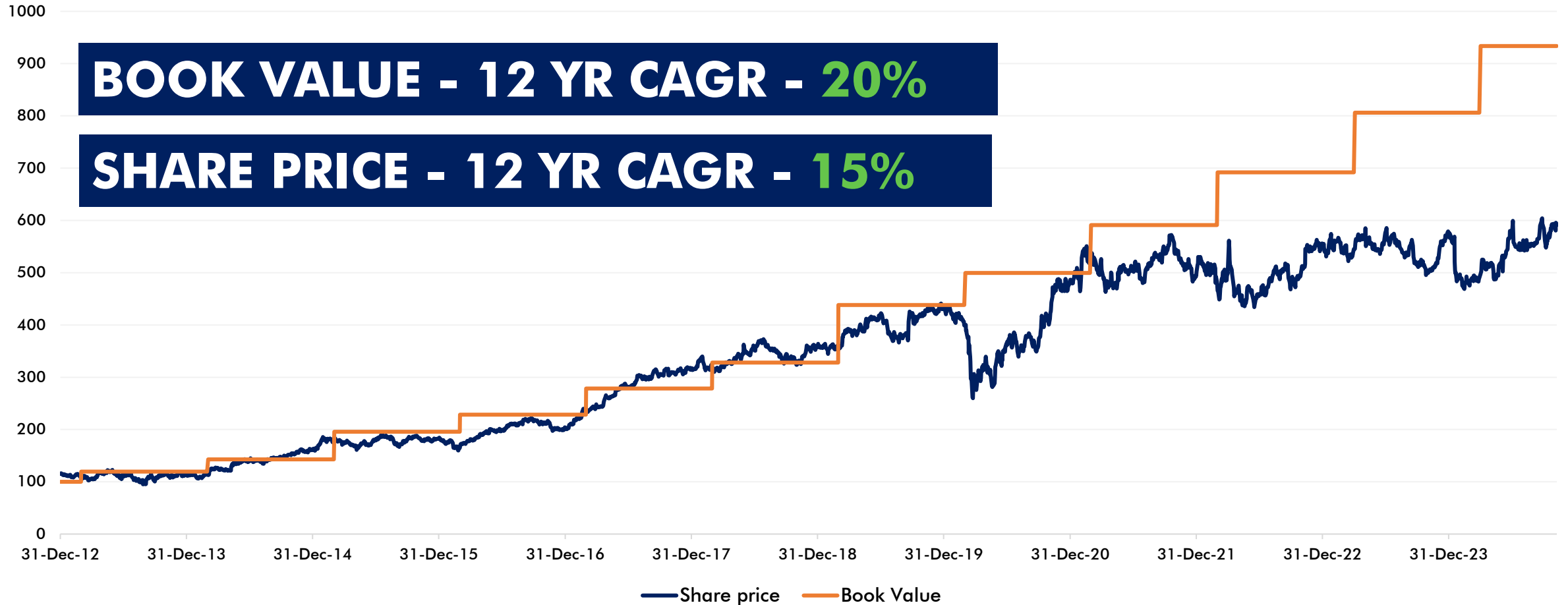
BSE-500 VS TRUBLU - PAT



BLUECHIP WEALTH CREATION JOURNEY



HDFC BANK – TRUBLU CHAMP 1 (1/2)



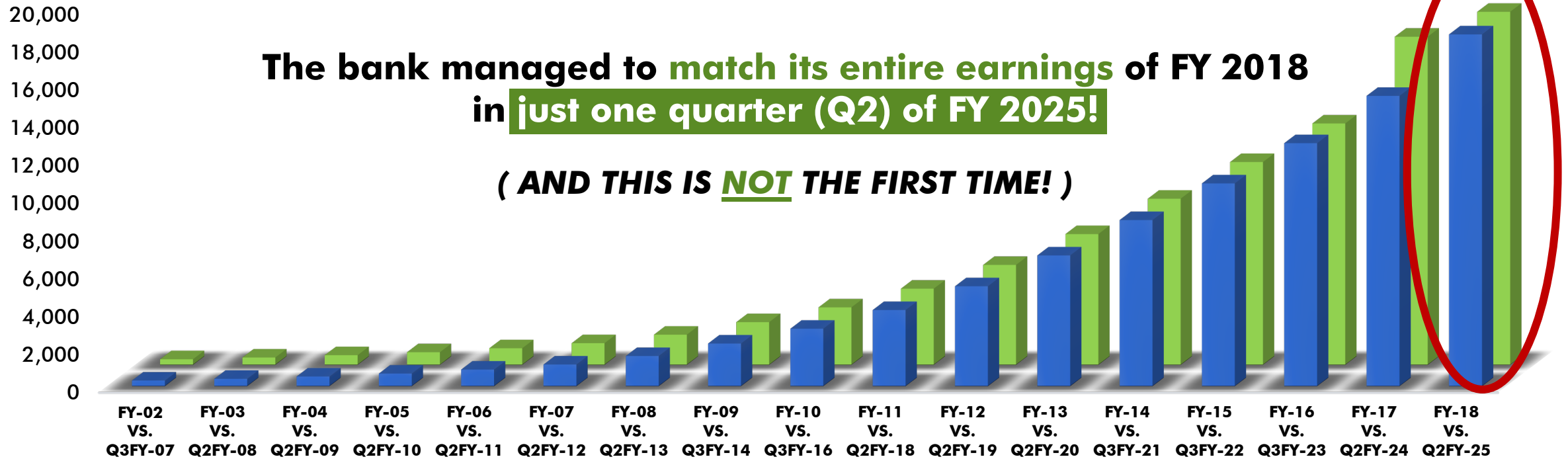
*Share Price & Book Value rebased to 100 | Data taken from October 2012 till September 2024

Source: ACE Equity

HDFC BANK – TRUBLU CHAMP 1 (2/2)

EXECUTION MACHINE

Financial Year Profits = Quarterly Profits

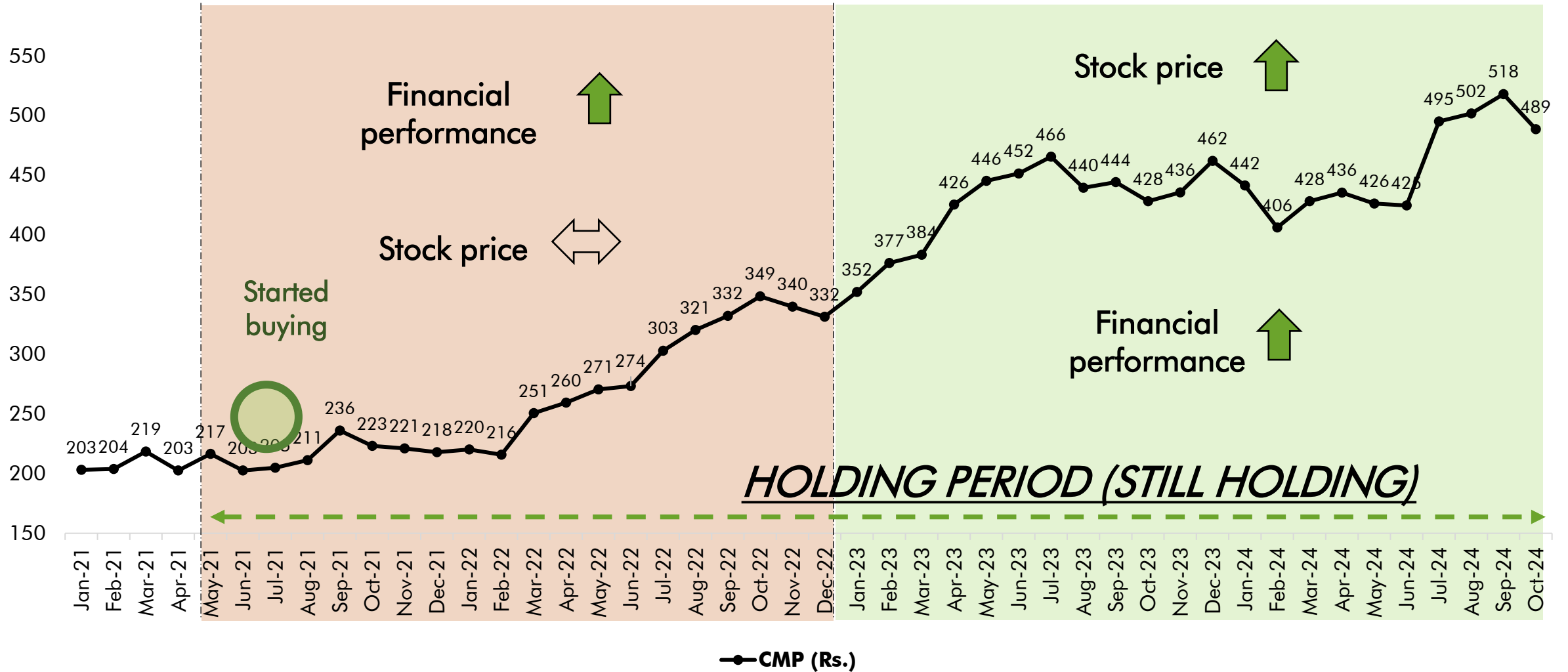


Source: ACE Equity

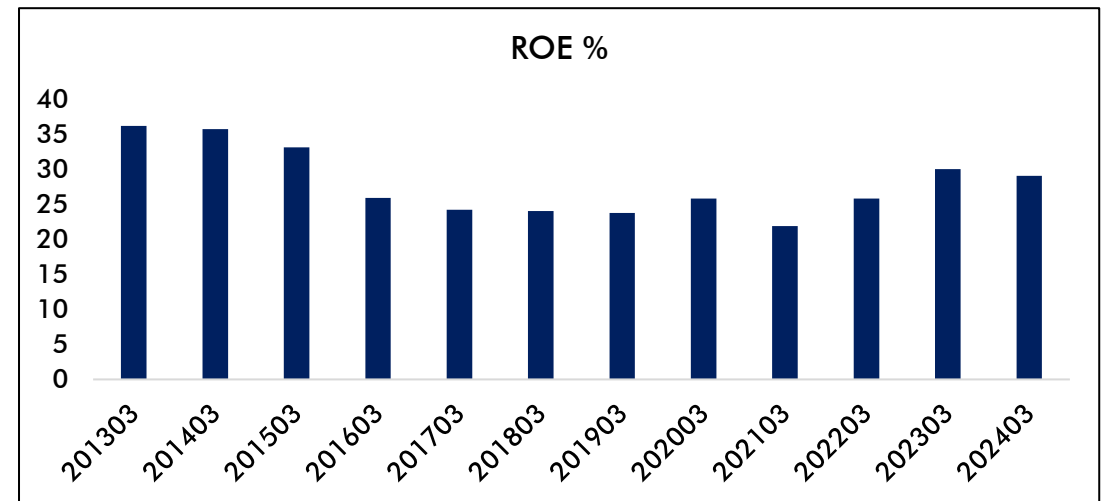
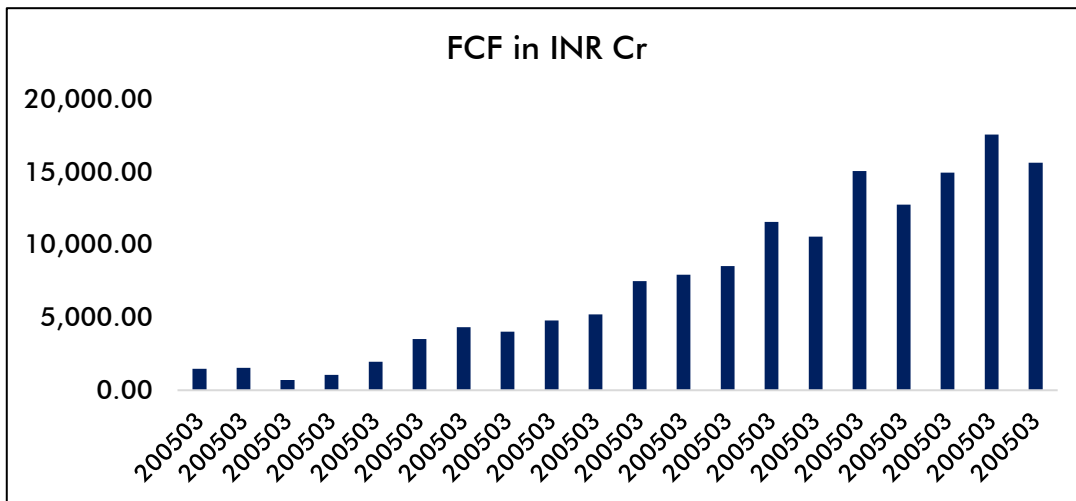
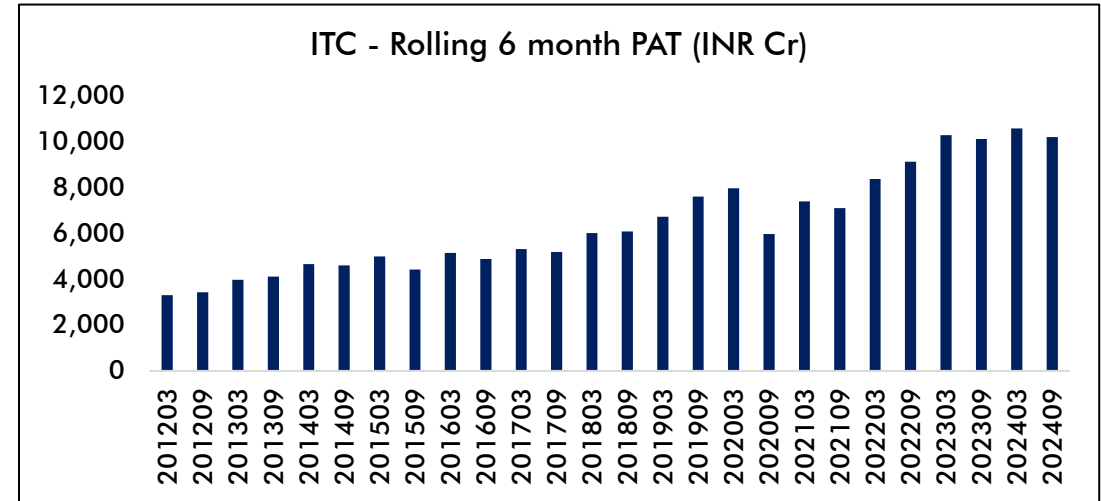
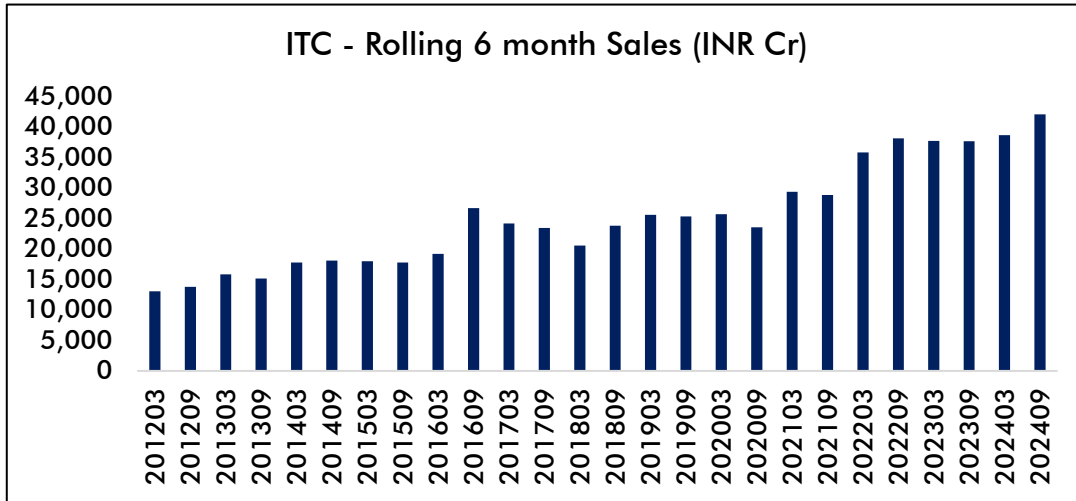
■ FY Profit (₹ Cr)

■ Qrtly Profit (₹ Cr)

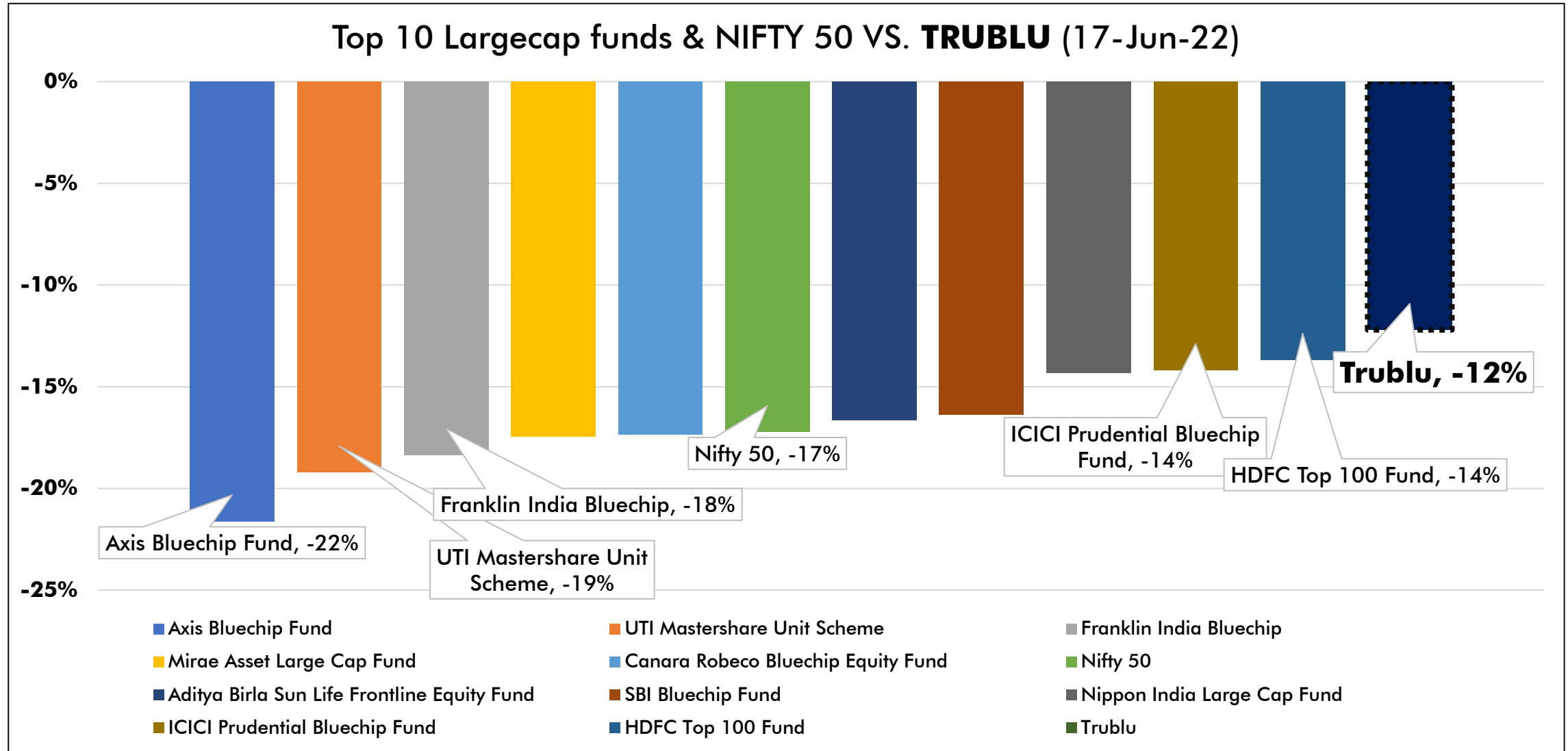
ITC LIMITED – TRUBLU CHAMP 2 (1/2)



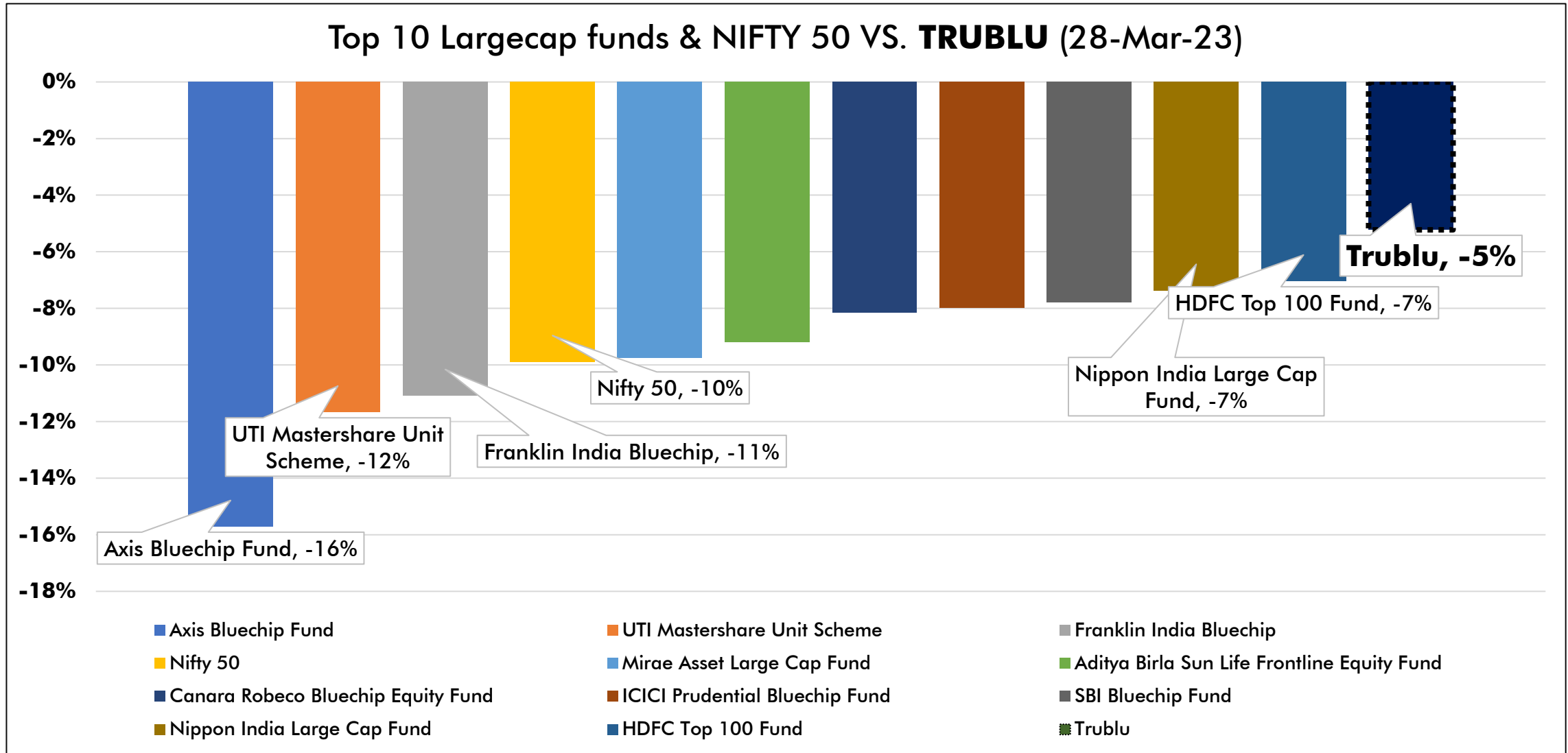
ITC LIMITED – TRUBLU CHAMP 2 (2/2)



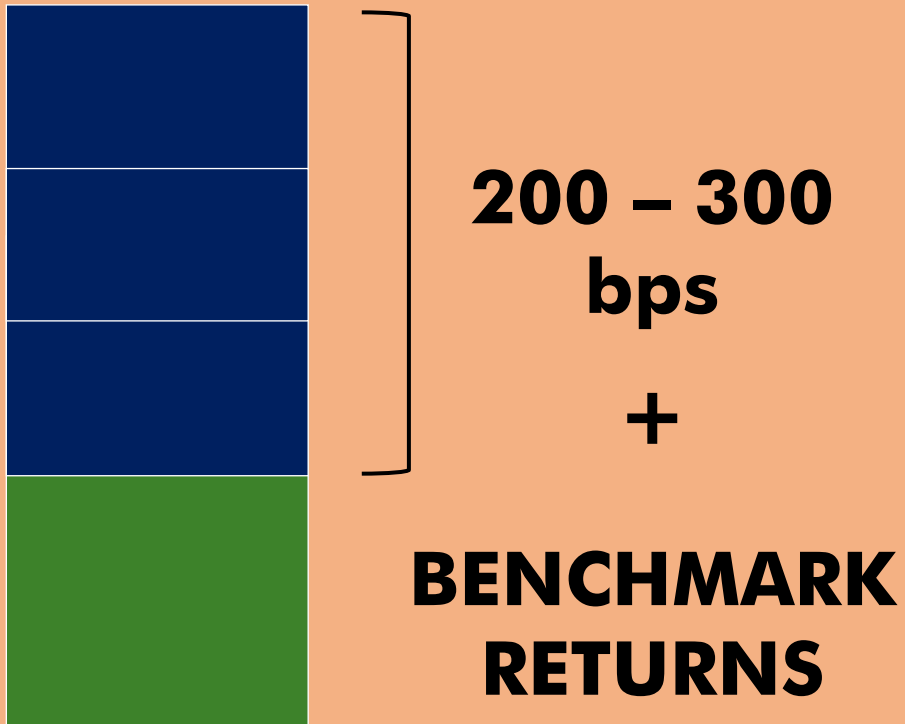
TOP LARGE CAP FUNDS VS TRUBLU – DRAWDOWN (1/2) ithoughtpms



TOP LARGE CAP FUNDS VS TRUBLU – DRAWDOWN (2/2) ithoughtpms



RISK-ADJUSTED RETURNS



&

TIME FRAMEWORK

3-YEAR
ROLLING

THE TRUBLU PROMISE



Buying Scalable,
High-Quality
Bluechips



Buying Highly
Profitable
businesses



Long-term **Wealth**
Creation

PRODUCT SUITABILITY



**FIRST-TIME
INVESTORS**

**RETIREMENT
CORPUS**



**FAMILY
OFFICES**



**INSTITUTIONAL
INVESTORS**

WHY YOU SHOULD OWN A TRUBLU

A resilient, high-quality portfolio that should be a part of your **CORE** wealth chest!



INVESTMENT TEAM





SHYAM SEKHAR

Ideator, Founder & Fund Manager

Mr. Shyam Sekhar has 3 decades of investing experience in franchise based high growth businesses. He follows a theme-based approach to investing. His past successes have been – identifying emerging themes to the changing economic context, investing early and realising the full potential of the investment theme. His strengths include exposure to multiple industries as a research analyst, creating large sized portfolios and investing across market cycles.



G R BALAJI

Head of Research & Co-Fund Manager

Mr G R Balaji is an MBA graduate and a passionate equity investor with over 17 years of experience in the Financial markets. He has worked with Fidelity, Reliance Capital and IIFL Wealth across various functions in Asset Management and Wealth Management. He is an active speaker in Public forums including Tamil Nadu Investor Association, SEBI Investor Meets, etc. Mr Balaji is also a regular columnist at The Hindu.

SHYAM SEKHAR

CIO & Fund Manager



TRU=BLU



SPHERE NIO

FUND MANAGEMENT

BALAJI G R
Head of Research
Co-Fund Manager (TRUBLU)

ROHIT BALAKRISHNAN
Co-Fund Manager (VRDDHI)

RAJAT SETIYA
Co-Fund Manager (VRDDHI)

NIRANJAN SRIDHAR
Head of Investment Strategy
(SPHERE)

RESEARCH

SANJAY, PGPM
Sr. Research Analyst

SENTHIL, CFA
Sr. Research Analyst

ATHREYA, CA
Sr. Research Analyst

YASH TANNA
Research Analyst

AISWRYA DAVE
Research Analyst

TANISH MEHTA
Research Analyst

ESHWAR ARUMUGAM
Research Analyst

SANKARA NARAYANAN S
Research Analyst

RUDRAKSH RAHEJA
Research Analyst

DEEP GANDHI
Research Analyst

VAISHNAVI G
Data Analyst

STRATEGY

SAMYUKTHA V, CFA
Investment Strategist

HARITHA, CA, CS
Investment Strategist

HARSHIL N
Investment Strategist

SUBASH MITRA KUMAR
Investment Strategist

RHAM SARAVANAN M
Investment Strategist

AISHWARYA MAHESH
Investment Strategist

VAAISHNAVI G
Investment Strategist

INVESTMENT MANAGEMENT

GAURAV, CA

Investment Manager - PMS

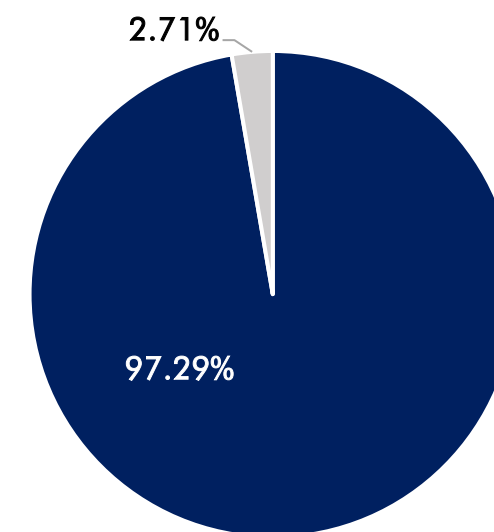
PORTFOLIO PERFORMANCE

Portfolio Performance (31 Dec 2024)

	1 month	3 months	6 months	1 Year	2 Years	3 Years	Since Inception
TRUBLU	-1.38%	-7.41%	3.08%	9.85%	17.21%	13.81%	12.77%
NIFTY 50 TRI	-2.02%	-8.25%	-1.08%	10.09%	15.55%	12.17%	13.81%

- The benchmark is NIFTY 50 TRI
- Returns are post fees and expenses
- Returns less than 1 year are absolute
- Inception date: 05/03/2021
- Cash levels in portfolio as on 31 Dec 2024 are 2.71%
- Performance related information is not verified by SEBI

Portfolio Allocation



■ Equity ■ Cash & Equivalents

KEY TERMS

Minimum investment	₹ 50,00,000
Benchmark	NIFTY 50 TRI
Exit load	NIL
Fee	<p><u>Option 1</u>: 0% Fixed Fee + Performance Fees of 20% profit share above a hurdle of 6%, no catch up.</p> <p><u>Option 2</u>: 1.00% Fixed Fee</p> <p>All other expenses at Actuals. (Fees Excluding GST)</p>
Single <u>sector</u> exposure	Not exceeding 55% of portfolio NAV
Single <u>stock</u> exposure	Not exceeding 25% of portfolio NAV
Asset allocation	Long only fund investing in equities.

Happy Investing!

Disclaimer

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