

# *Your Legacy Creators*

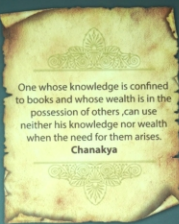
With a focus on compounding your investments  
and helping you achieve financial freedom,  
we as mathematicians of investing  
and legacy creators introduce you to...



# KRIIS

The Portfolio Management Company

**RULE NO 1: NEVER LOSE MONEY**  
**RULE NO 2: NEVER FORGET RULE NO.1**



Someone is sitting in the shade today because someone planted a tree a long time ago.



# ABOUT KRIIS

Knowledge of **R**akesh's **I**nnovative **I**nvestment **S**trategies

One man and his amazing rewarding investment strategies with one goal to create wealth for his investors with transparency & integrity that's -

## KRIIS - The Portfolio Management Company

KRIIS Portfolio Private Limited is a SEBI registered (SEBI #INP000006545) Portfolio Management Company, providing 360° holistic basket of services, all engineered to take care of your financial health.

Our aim is to grow and preserve your wealth with integrity and transparency, through investment management, financial planning, tax advisory, retirement planning, estate planning and more.

# OUR MANAGEMENT & LEADERSHIP TEAM



## **CA Rakesh Doshi**

Promoter, Managing Director & Fund Manager at KRIS

CA Rakesh Doshi is a leading advisor in the financial service space. He has done his Bachelor of Commerce from University of Mumbai and is a qualified Chartered Accountant & Wealth Manager from The Institute of Chartered Accountants of India. He spearheads various companies engaged in portfolio & wealth management, tax & corporate advisory, and non-banking financial services.

As Principal Officer & Fund Manager, his passion to compound wealth through value investing has been the key motive behind the inception of KRIS. With over 20 years of expertise in Indian equities, he brings to the profession discipline, vigor, passion, and an ability to identify winners.

At KRIS he plays a key role in modelling & monitoring performances of portfolios. He is a personalized 360° financial advisor to HNIs & UHNIs and corporates on their strategic and financial needs.

## **CA Funali Doshi**

Director - Advisory Capacity

A visionary leader, CA Funali Doshi has always designed pathways that transform vision into reality. She has done her Bachelors in Commerce from R.A. Podar College of Commerce and Economics and is a qualified Chartered Accountant & Anti-Money Laundering Specialists from The Institute of Chartered Accountants of India. Guided by values of competency, professionalism, responsibility, accountability, and honesty, she believes in providing value-added services to her clients in making the best financial decisions possible.

She has been dedicatedly providing services as a practicing Chartered Accountant at Rakesh Doshi & Associates since past two decades. Her areas of specialisations are audit, tax, accounting and consultancy, litigation support, start-up, and corporate advisory services. Her vision is to transform the entire practice into a quality-driven industry.



## **Mr. Bhavya Doshi**

Promoter & Managing Director

A young finance enthusiast Mr. Bhavya Doshi brings in his shrewd financial wit with solid market cognition built from a rich experience. CFA - Chartered Financial Analyst & Bachelors of Science in Economics & Finance from Bentley University, Massachusetts, United States of America.

At Bentley, he acts in the role of a Senior Analyst at the Bentley Investment Group where he has developed various models that provide competitive analysis of consumer sector companies. Prior to joining Bentley in his professional career he worked as a junior research analyst at Banyan Tree Advisors Pvt Ltd.

With his versatile knowledge gained through various certification from NSE Academics Certifications in Financial Markets (NCFM), Flame University Pune & Corporate Finance Institute Certification (CFIC) and cumulative practical experience as research analyst of over five years, he is assisting CA Rakesh Doshi in structuring creative portfolio for the clients at KRIS.



**Mr. Shridhar S Iyer**

Chief Investment Officer

Mr. Shridhar's innate love for numbers, fascination with economics, and the ability to multitask are at the core of his excellent investment portfolio management skills. He has done his Masters in Commerce from University of Mumbai and Masters in Financial Management from Jajmalal Bajaj Institute of Management Studies, India. His strong background in fundamental research and stock picking makes him an invaluable asset for KRIIS.

He has the experience of handling niche and cyclical business, wealth creation studies, investment analysis of both large and mid-cap stocks across sectors, and setting up of research teams. He believes in building portfolios not by extreme diversification or buying at loss multiples but by building a reasonably diversified portfolio of high-quality business having a long-term competitive advantage in attractive and high-growth industries. He is also an Associate Member of The Institute of Cost and Works Accountants of India (ICWA).

**Mr. Ajinkya Jadhav**

Research Analyst

Ajinkya is a seasoned professional in wealth management, leveraging a Master in Economics and over three years of equity research experience including institutional sell side stint. He lives by the principle, "Passion fuels persistence," reflecting his deep commitment to the equity markets. His expertise spans sectors, with a background in engineering and technology, Ajinkya brings a unique perspective with a specialized focus on Chemicals and Auto industries, complemented by a keen interest in small and micro-cap companies.

At Kriis, Ajinkya drives investment innovation by generating thematic and strategic ideas, developing financial models, engaging in primary research and leading dynamic brainstorming sessions.

He is proactive in monitoring market developments, conducting monthly portfolio follow-ups with channel partners, and networks with analysts to refine investment strategies.



**CS Mansi Nagda**

HOD - Legal & Compliance Officer

CS Mansi Nagda, a qualified Company Secretary from the Institute of Company Secretaries of India also holds a certificate of NISM-Series V-A: Mutual Fund Distributors who endeavours to achieve 3Ds viz. Dedication, Devotion, and Determination, always considers client's interest first.

With her rich experience of over 6 years in Corporate Laws, Securities Laws, Secretarial and legal matters she has achieved proficiency over Secretarial Compliance Audit, Legal Due Diligence, etc. At Kriis, she is in charge of legal and compliance duties ensuring adherence to relevant department legislation & regulations.

# SERVICES OFFERED



## PORTFOLIO MANAGEMENT SERVICE

Managing your portfolio comes with a lot of challenges. Portfolio planning & review is our flagship service where clients enjoy the advantage & expertise of a dedicated portfolio manager who has a hands-on approach to individual investment & long-term vision for each investor.



## WEALTH MANAGEMENT & PLANNING

Choose your destination and we will draw the map. Careful planning and successful investing of your wealth can help you create wealth and preserve wealth. Through this offering we assist in successful wealth creation, preservation, protection and finally transmission to your future generations.



## PRIVATE EQUITY

KRIIS is associated with entrepreneurs of multiple business ventures who ought to establish a compatible and scalable enterprise with grit and efficiency. With our expertise in identifying blooming opportunities in business and its management, we consolidate authentic investors with promising enterprises. We offer detailed solutions for private equity fund placement furthermore our team ceaselessly research and analyse business models to ensure value-creation on superior propositions with safer investment options.



## 360° FINANCIAL PLANNING

At your service Anytime, Anywhere.

KRIIS offers a 360° holistic approach on financial planning for individuals and corporations which combines investment advisory with statutory duties to ease financial responsibilities and achieve economic liberty.

Our services comprise of:

- Investment Management (Direct Equity, Mutual Funds, Real Estate)
- Wealth Management (Estate & Legacy Planning, Philanthropic Planning)
- Corporate Advisory, Tax Advisory & Litigation.



## REAL ESTATE INVESTMENT

With a wide network of real estate projects and extensive experience in development and management of real estate property, we focus on compounding our clients wealth by determining the right real estate investment solutions for the right prospects.

Through integrated knowledge and collective expertise by specialists in the real estate world, we ensure prime recommendations for our clients including the legal proceedings, performance analysis, and fund administration on investment.



## MUTUAL FUND ADVISORY

You are a beginner in investment and you wish to drive in Indian Equities to grow & protect funds then mutual fund investment would be the best option. Since portfolio management is our flagship service, we have inhouse specialised faculty to analyse and advise on best performing funds.

## Kriis Separating the Wheat from the Chaff

Universe of 5500 stocks

Research

Forensic checks  
and capital  
allocation checks

Channel  
checks



15 stocks



The four investment principles have been intrinsic to our company since our inception and are embedded in the KRIS culture. They represent both past and future—an enduring philosophy that guides us to make right investment decisions for our clients.

### **Simplicity**

Simple businesses with sustainable long-term growth potential are the ones that create wealth. Our role at KRIS is to look out for and identify businesses that generate positive free cash flows and provide ample growth opportunities in the future.

### **Competitive Moat**

We constantly look out for companies that are gradually widening their moat and the foundation of the business has the ability to sustain technological disruptions. These moats can be in the form of strong brands, distribution networks, economies of scale, inherent cost advantages, or intellectual property rights.

### **Margin of Safety**

We follow a principle of margin safety, factoring in growth and quality. In periods of extreme euphoria, we may stay in cash and invest in periods of extreme distress. We steadfastly follow the principle of “Be fearful when others are greedy and greedy when others are fearful”.

### **Corporate Governance**

We invest in businesses with strong ethics and values. Moreover, we identify managements that are technologically competent and in their approach. In the long term, we believe stable returns are generated by management that demonstrates high integrity and passion.

## Corporate Governance

Checks around Clean accounting, Board Composition, Transparency.

## Score in the Past

Historical financial analysis, Capital allocation decision.

## Promoter/Management Score

Is promoter a technocrat. Checks around his family background, successor, political links, his activities beyond work. We prefer family run businesses run professionally.

## Quality of Business

Company's competitive position in the industry, its Moat, the barriers to entry in the business. These are analysed through SWOT analysis and Porter's five forces model.

## Valuation

We prefer growth at reasonable valuation and are strong proponents of Free cash flow valuation model.

## STRATEGY CONSTRUCT

Companies with Prudent Leadership

**Period:** Medium Term of 1-3 years, ideal for long-term investors (3-5 years)

**Benchmark:** BSE500

**Allocation:**

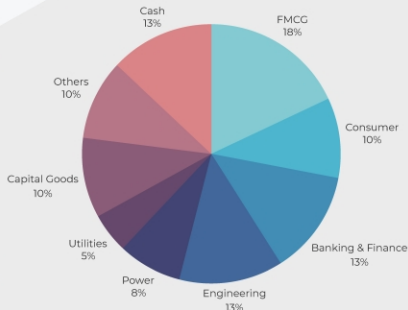
Large Caps: 40%- 50%

Mid & Small caps: 50%- 60%

**Number of Stocks:** Approx 15-20

**Scrp Allocation:** Not more than 15%

**Sector Allocation:** Not more than 20%



# SELECT EXAMPLES OF WINNING PICKS & RATIONALE

## Case Study 1: Manorama Industries Ltd.

Manorama Industries has a monopoly in the manufacture of Cocoa Butter Equivalent from Sal/Mango seeds.

It has applications in the chocolates and cosmetics industries.

Few products where it's used: Kinder Joy, 5 Star, Garnier, Body Shop



15.8x from our entry point at  
Rs. 40 in 2019 to Rs. 634 in  
June 2024 (holding)

## Case Study 2: Tata Elxsi Ltd.

A digital behemoth and a beneficiary of the EV and digitisation megatrend, It is the best player for digitization in the automotive (connected, autonomous and EV), broadcasting and communication (Amazon, Netflix, Hotstar) and healthcare (Telemedicine) space.



9.7x from our entry point in  
2020 at Rs. 780 to Rs. 7,001 in  
June 2024 (holding)

# OUR PMS PERFORMANCE

KRIS's consistent performance culture is what enables us to stay ahead of client's needs. It challenges us to be forward visionaries, problem solvers, and innovators.

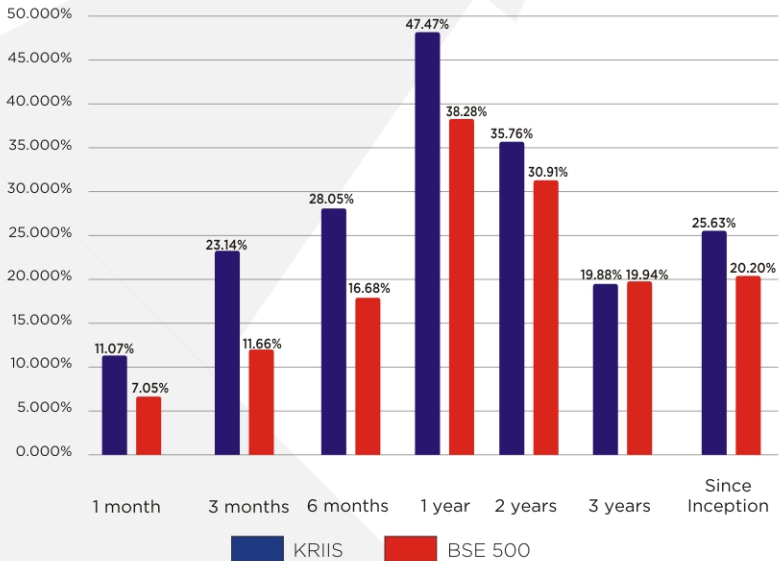
Superior performance is an important goal, but how a company attains that goal is just as important. At KRIS, our focus on the long term needs of our clients requires us to take a disciplined approach to manage their assets. And this discipline means we never take on undue risks with our investors' money or compromise our integrity for short-term profit. Instead, we design and administer enduring, high quality investments that can generate superior, sustained performance over time.

Our focus on the long term leads to robust results.

KRIIS offers Portfolio with zero fixed fees and with zero entry load/exit load.

Hurdle Rate = 5% and Performance Rate = 20%\* High water mark applies for performance fees | Minimum Investment : INR 50 lacs.

### PERFORMANCE UPDATE (AS ON 30th June 2024)



KRIIS (Multicap Advantage) PMS: Benchmark for Multicap is BSE 500. Inception date is 9th May, 2019; all returns are based on Time Weighted Rate of Return Method (TWRR) and are net of fees and expenses including taxes; returns over 1 year period are annualised and other time periods are absolute. Performance-related information provided here is as per our model portfolio and not verified by SEBI.

Source: KRIIS

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- Though the investments of KRIIS Multicap Advantage will be diversified across companies and industry sectors, the risks arising out of non-diversification are above average volatility of the portfolio and even permanent loss of capital in some instances.
- As with any investment in securities, the portfolio values under the PMS can go up or down depending on the factors and forces affecting the capital markets. Investment decisions made by the Portfolio Manager may not always be profitable.
- Past performance of the Promoters/Principal Officer/Portfolio Manager at KRIIS is not indicative of the future performance of the PMS.
- The Portfolio Manager would be engaging the services of third parties with respect to the PMS to be rendered to its client(s). The Portfolio Manager is not responsible or liable for any loss resulting from omission, fraud, negligence, willful misconduct or breach etc of such third parties and/or the operation of the PMS.
- In view of the individual nature of tax consequences, each investor is advised to consult her/his/its own professional tax advisor. Investors are advised to consult their legal, tax, investment and other professional advisors to determine possible legal, tax, financial or other considerations of investing/divesting under the PMS.



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