



CONCEPT

INVESTWELL

— CREATION OF WEALTH —

A VENTURE OF  **CONCEPT**
YOUR 'MANTRA' FOR VALUE CREATION

INVESTMENT
IS THE LADDER TO
SECURE FUTURE

EARN
SAVE
INVEST
GROW

CONCEPT INVESTWELL PRIVATE LIMITED



INTRODUCTION

We are one investment services company. Established in 1995, we have grown horizontally and vertically. We offer complete range of investment services covering Equity, Derivatives, Debt, Mutual Fund, Depository plus most important one Investment Advisory, Portfolio Management and products of new age like AIF, REIT, Structured Products, Start up, Investing Abroad that suits to HNI/UHNI



VISION

To meet needs of indian and Foreigners, individual as well as institutional for their investment in indian capital Market.

Services for investment be provided with the high client orientation and finest value addition.



MISSION

To build the finest investment services company with focus on,

**Fund Management, Investment advisory
Comprehensive services to Foreign investor and NRIs.**

To build the finest fund management team, reserch team and business development team.



OBJECTIVE

Value Creation is a new 'Mantra'. It requires lot of value addition. objective of the company is to focus on investors, understand them well, advise them properly and help them in creation of wealth.

NEW PRODUCTS OF NEW ECONOMY

India is growing @7%+. We are 5th largest economy in the world and going to acquire 3rd position after China and USA within a next decade. Current GDP of US \$ 2.7 trillion is mainly from Manufacturing, Trading and Conventional Services. New GDP would come from new economy. New areas of economy are E-commerce, Start Ups, Technology, Logistics etc.

India is changing. So options of investment are also changing. Investing now onwards would be a different game requiring different set of skills and monitoring. Conventional options like Bank Deposit, Life Insurance, Real Estate, Gold, Diamond are not going to give good returns. Newer options can offer better returns.

Approaching these areas for investment are different tools like Start up funding, AIF, Venture Capital are developing fast. As Investors, we shall need to look at the options, understand them and learn to invest in them. There are certain high risk high gain options.

We shall need to master those options. Disruptions through Technology, AI, Machine Learning are going to be fast, calling for quick actions. Our Value Addition Team has the competence to evaluate newer options of investments, bring to you with analysis and recommendation. Our Investwell Advisory can play a significant role in evaluating your current investment and realigning in context of your risk profile, preferences and future needs.

CONNECT CONCEPT

Connect CONCEPT is our approach to HNI/UHNI, bring them newer options, identifying them in time and presenting before you with our recommendations quickly. Here, we are maintaining list of investors interested in high end option. As soon as opportunity appears, we connect with them through mail, email, WhatsApp etc and pass on this information along with our comments. Investors can ask us for more information, take call and invest swiftly.

For details, please contact our office.





WHY PMS?

Portfolio management service is a customized wealth management service that suits with the specific objective of **High net worth investor (HNI)**. All the aspects of making and monitoring investment right from evaluation of options, stock, picking, order execution, settlement and performance monitoring and reporting are taken care by our value addition team.

The investment is done as per the objective of the scheme under overall guidance of the investment committee. fund manager has ultimate control all the investment decisions.

WHY PMS THROUGH CONCEPT

Investing is a full time activity that entails timely flow of information, and requires thorough understanding and sharp execution skills. it's quite natural to grow one's money, but the process for achieving this simple goal is actually rather intricate, and requires experience and expertise. preserving and growing capital is as difficult as earning it.



Dedicated Relationship Manager And Centralized Team



Professional Management Of Your Existing Portfolio



24 X 7 Access To Your Portfolio On The Web



Customize Portfolio As Per Objective



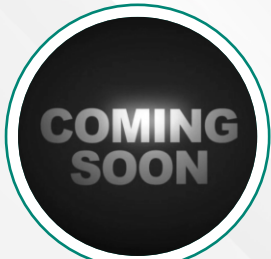
Transparent Free Structure



Concept Legend
(Large - Cap Equity)



Concept Marvel
(Mid - Cap Equity)



Concept Dynamic
(Based on A.I Inputs)



Concept Shariah
(Shariah Compliant Equity)



Concept Jain
(Modified for Jain Ethnics)

INVESTMENT PHILOSOPHY

External Opportunity

It Should Be Huge

Business

Moat/ Competitive Advantages
Growth & Scalability
Robust Financial Track Record

Management

Integrity, Passion
Competence

Valuation

Growth at reasonable price

HOW WE MANAGE MODEL PORTFOLIO?

- 1 Portfolio of Around 30 scrips.
- 2 Diversify across 8-10 sectors.
- 3 Maximum weightage of 35% in single sector.
- 4 Maximum weightage of 10% in individual script.
- 5 Average holding of a scrip is 4-5 years.

USP OF OUR FUND

- ▶ Low Churning Ratio
- ▶ Not Timing The Market
- ▶ No Cash Calls
- ▶ Long Term Orientation
- ▶ Fundamentally Driven And Not Price Driven
- ▶ Staying With The Winners And Selling The Losers
- ▶ Long Term Track Record Of 10 Years
- ▶ Consistent Fund Manager





WHAT IS INVESTMENT ADVISORY

An Investment Expert who helps individuals to manage their investments well by providing advice on issues such as investments, insurance, mortgages, savings, estate planning, taxes and retirement, depending on what the client requests.

WHY INVESTMENT ADVISORY

Investment is an Art as well as a Science. To succeed in investment, one needs to develop good understanding and devote sufficient time and attention. It has been observed that Investors are not able to do so well. They are busy with their businesses, jobs and professional activities.

Investment subject remains unattended for months and years without review and good care. Lacs of rupees simply lie in bank accounts idle. Most Investors do not have the time or the resources to perform the necessary analysis to build a portfolio. It can be challenging to keep abreast of the market and to continually manage and monitor your investment portfolio.

ADVISORY GIVES INVESTORS THE OPPORTUNITY

- 1 To consult with an investment professional.
- 2 Receive advice on security selection and portfolio construction.
- 3 To get review and restructure investment at regular intervals.
- 4 To get help in execution.



PLANS FOR INVESTMENT ADVISORY

- ▶ **Excel Plan:** Advice on fresh fund deployment for one time only.
- ▶ **Excel Plus Plan:** Advice on fresh fund deployment and for regular interval advice (Quarterly basis).
- ▶ **Prosper Plan:** Advice on Existing portfolio and fresh fund deployment and for one time only.
- ▶ **Prosper Plus Plan:** Advice on Existing portfolio and fresh fund deployment and regular interval advice. (Quarterly basis).

These plans are fee based. Our role will be purely advisory. it is not binding on client. Client is free to accept or reject and execute on their own way.



WHAT IS MUTUAL FUND

A Mutual Fund is an entity that pools the money of many investors-its unit-holders-to invest in different securities. Investments may be in shares, debt securities, money market securities or a combination of these.

TYPES OF MUTUAL FUND



EQUITY



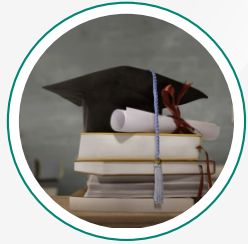
DEBT



HYBRID



START WITH SMALL INVESTMENT



Educational Planning



Marriage Planning



Tax Planning



Travel Planning



Retirement Planning

WHAT IS SYSTEMATIC INVESTMENT PLAN (SIP)?

An investment plan to invest fixed amount regularly at a specified frequency say, monthly or quarterly as a means of creating wealth.

POWER OF COMPOUNDING

Compound interest helps your Investment to grow even faster. That's because you are earning interest on the interest.

DIFFERENT FUNDS TO CATER DIFFERENT NEEDS

<p>EQUITY</p>	<p>Why equity? Has potential to generate long-term wealth. Where is my money invested? Stocks of different companies.</p>	<p>How long should I stay invested? 5 years or more.</p>
<p>DEBT</p>	<p>Why debt? For regular income Where is my money invested? Fixed income instruments such as Government securities, Treasury bills, CDs, CPs etc.</p>	<p>How long should I stay invested? 1-3 years.</p>
<p>HYBRID</p>	<p>Why hybrid? Growth : From equity Stability : From fixed income, Protection : From market volatility</p>	<p>Where is my money invested? Stocks, Fixed income instruments & Gold. How long should I stay invested? 3-5 years.</p>
<p>LIQUID</p>	<p>Why liquid? Put your idle money to good use. Where is my money invested? Money market instrument, Government securities & Treasury bills.</p>	<p>How long should I stay invested? From day 1 till you Withdraw.</p>
<p>ELSS</p>	<p>Why ELSS? To generate long term wealth and get tax benefits under sec 80C. Where is my money invested? Stocks of different companies.</p>	<p>How long should I stay invested? 3 years or more.</p>



INNOVATIVE INVESTMENTS

WHAT IS AN ALTERNATIVE INVESTMENT FUND ("AIF")?

Alternative Investment Fund or AIF means any fund established or incorporated in India which is a privately pooled investment vehicle which collects funds from sophisticated investors, whether Indian or foreign, for investing it in accordance with a defined investment policy for the benefit of its investors. Types of AIF are as below.

Category 1. AIF	Category 2. AIF	Category 3. AIF
<ul style="list-style-type: none"> • Venture Capital Fund • Angel Funds • Infrastructure Funds • Social Venture Fund • SME Fund 	<ul style="list-style-type: none"> • Private Equity Fund • Debt Fund 	<ul style="list-style-type: none"> • Hedge Fund • Fund having complex Strategy

WHAT IS STRUCTURED PRODUCT?

Structured Product is a hybrid investment instrument consist of,

1. A fixed income instruments
2. An Underlying Instruments or equity instrument
3. A Hedging Instruments of Underlying

Structured Product is different from PMS and Mutual Fund Investments.

CATEGORY OF STRUCTURE PRODUCT

1. Full Capital Protection |
2. Partial Capital Protection |
3. Non Capital Protection

WHAT IS AN EXCHANGE - TRADED FUND (ETF)?

An Exchange-Traded Fund (ETF) is a basket of securities that trade on an exchange, just like a stock. ETF share prices fluctuate all day as the ETF is bought and sold; this is different from mutual funds that only trade once a day after the market closes.

TYPES OF ETFs: Index ETFs | Bond ETFs | Stock ETFs | Commodity ETFs | Currency ETFs

INTRODUCING INVESTMENT GALA

Investment gala is place where investors will get investment knowledge and update through Blogs, Podcast, Webinar, Seminar, Reports and video channels. Out aim is to present through understanding for investment topics, company and industry analysis and latest investment products. You can select your way medium from it like Audio, video or written information.

To Visit
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please scan QR Code



NRIPEDIA.COM

Non-Resident Indians, popularly known as NRIs. They are one important segment of Investors. There are millions of NRIs who have migrated out of India in last few decades. They have settled well abroad and created huge wealth. They are highly interested in investing in India.

We are targeting them and are offering comprehensive services for investment in India. We provide services at pre-investment, investment and post-investment stages through a single desk. For them, we have a separate website www.nripedia.com.

NRIs should invest in India for the reasons;

1. India is their native.
2. India is the fastest growing economy in the world,
3. Macro-economic factors are favourable.
4. India is tax friendly with the lower rates of taxation; also have DTAA with most of the countries,
5. US \$ parity vis-a-vis Indian Rupee is likely to go in favour of rupee.

Please with us on email helpdesk@nripedia.com for support



www.conceptinvestwell.com

RANGE OF SERVICE

PORTFOLIO
MANAGEMENT
SERVICE

STRUCTURED
PRODUCT

INVESTMENT
ADVISORY

ALTERNATE
INVESTMENT
FUND (AIF)

MUTUAL FUND

DEBT/ FD

NCD/ BOND

“

“THE SINGLE GREATEST EDGE
AN INVESTOR CAN HAVE,
IS A LONG- TERM ORIENTATION”

”

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