



Purnartha

RESEARCH - RESULTS - RELATIONSHIPS



**Emerging INDIA**

Investment Advisory envisaging India Growth Story

# Why INDIA?

## GDPs in 2022

(In USD Tn)



India - 3.4



China - 18.1



The USA - 25.5



Europe - 17.2

## GDPs in 2030

(In USD Tn)



India - 7.6 (2.2x)



China - 30.3 (1.7x)



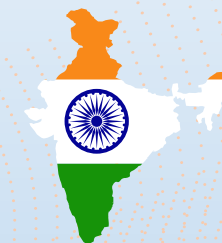
The USA - 35.0 (1.4x)



Europe - 22.2 (1.3x)

## GDPs in 2047

(In USD Tn)



India - 32 (9.4x)

2x India in  
7 years

India will add  
another India  
in next 7 years

# Why INDIA?

**Household consumption is 57% of the GDP**

**Per capita income to grow 70% to \$4,000**

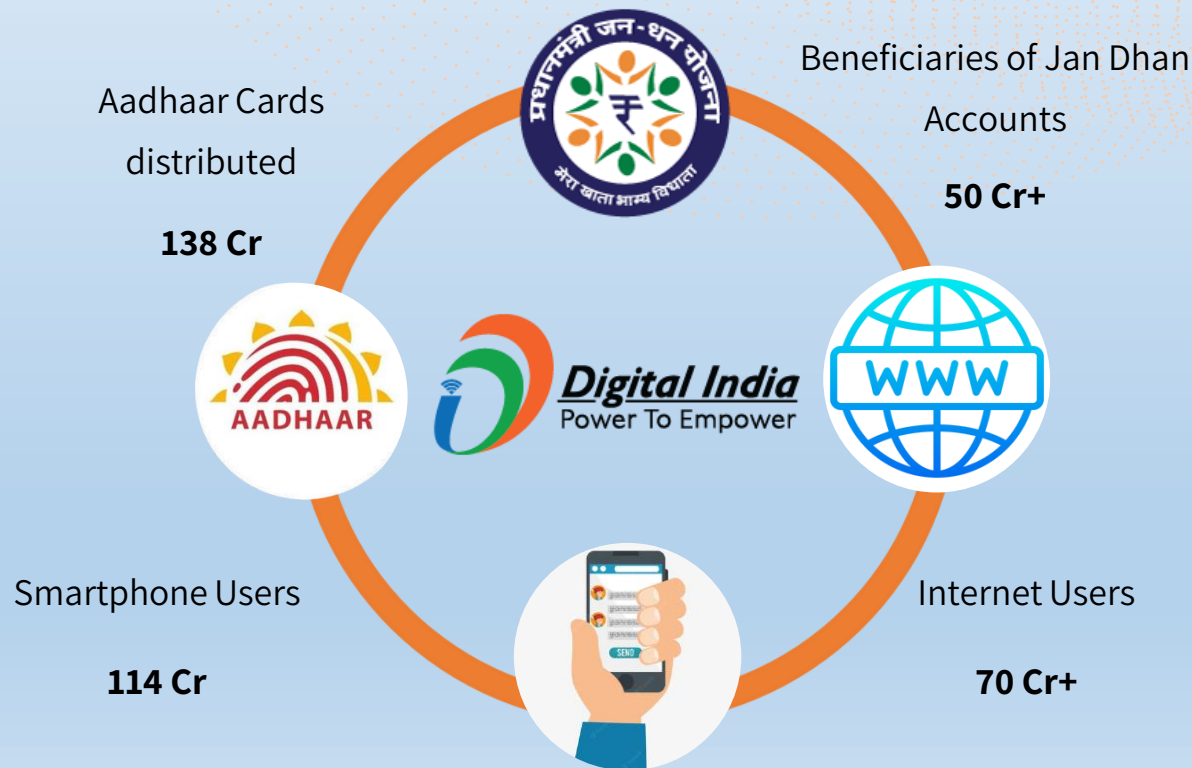
**Advantage discretionary expenditure**

India will become the **3rd largest consumer economy** by 2030 with 65% population below the age of 35 years.

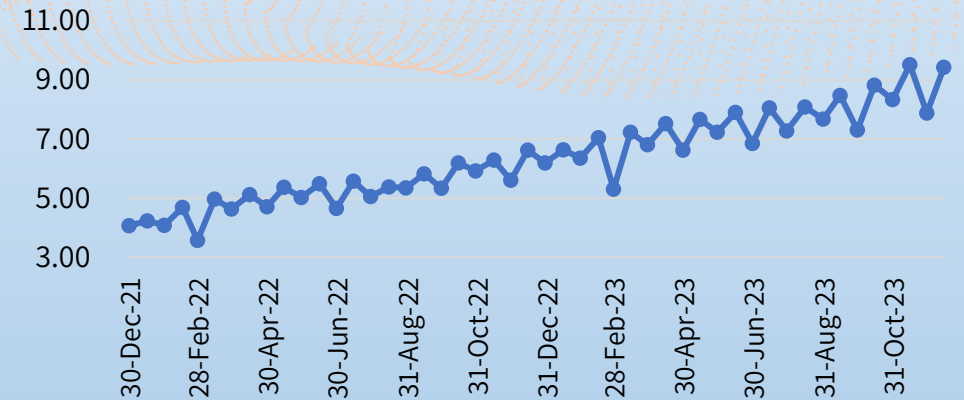
**Internet economy to grow 4.7x to \$1 Tn**

**India has 700mn active internet users (52% penetration) = 2x of the US population.**

500 million of the total 700 million users are non-English literate



UPI Payments (₹ Lakh Crore)



**In the last 7 years (FY14-FY21)...**

**Corporate & Personal taxpayers increased by ~33% & ~57% respectively.**

**Corporate and Personal tax collection increased by ~66% and ~160% respectively.**

\*Source: India e-Conomy report 2023 by Google and Teamasek, investindia.com, Standard Chartered, BCG., and Ministry of Electronics and Information Technology

# Why INDIA?

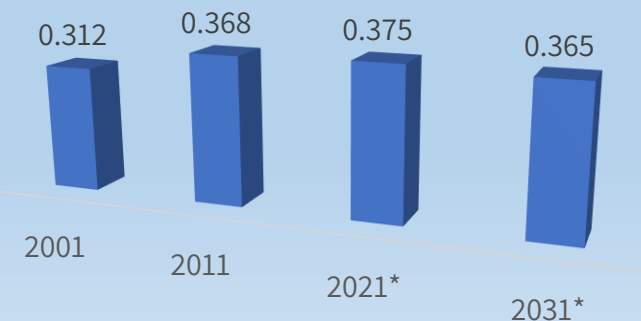
## Largest Youth Population in the World

- India's population is projected to increase from 1.21 billion in 2011 to 1.52 billion by 2036, a 25.7% rise over 25 years.
- India currently has its largest ever adolescent and youth population and will remain one of the youngest countries globally until 2030.
- By 2030, an estimated 42% of India's population will be urbanized, up from 31% in 2011.

India Population (Billion)



India Population between age group 10-24 years



# Why INDIA?

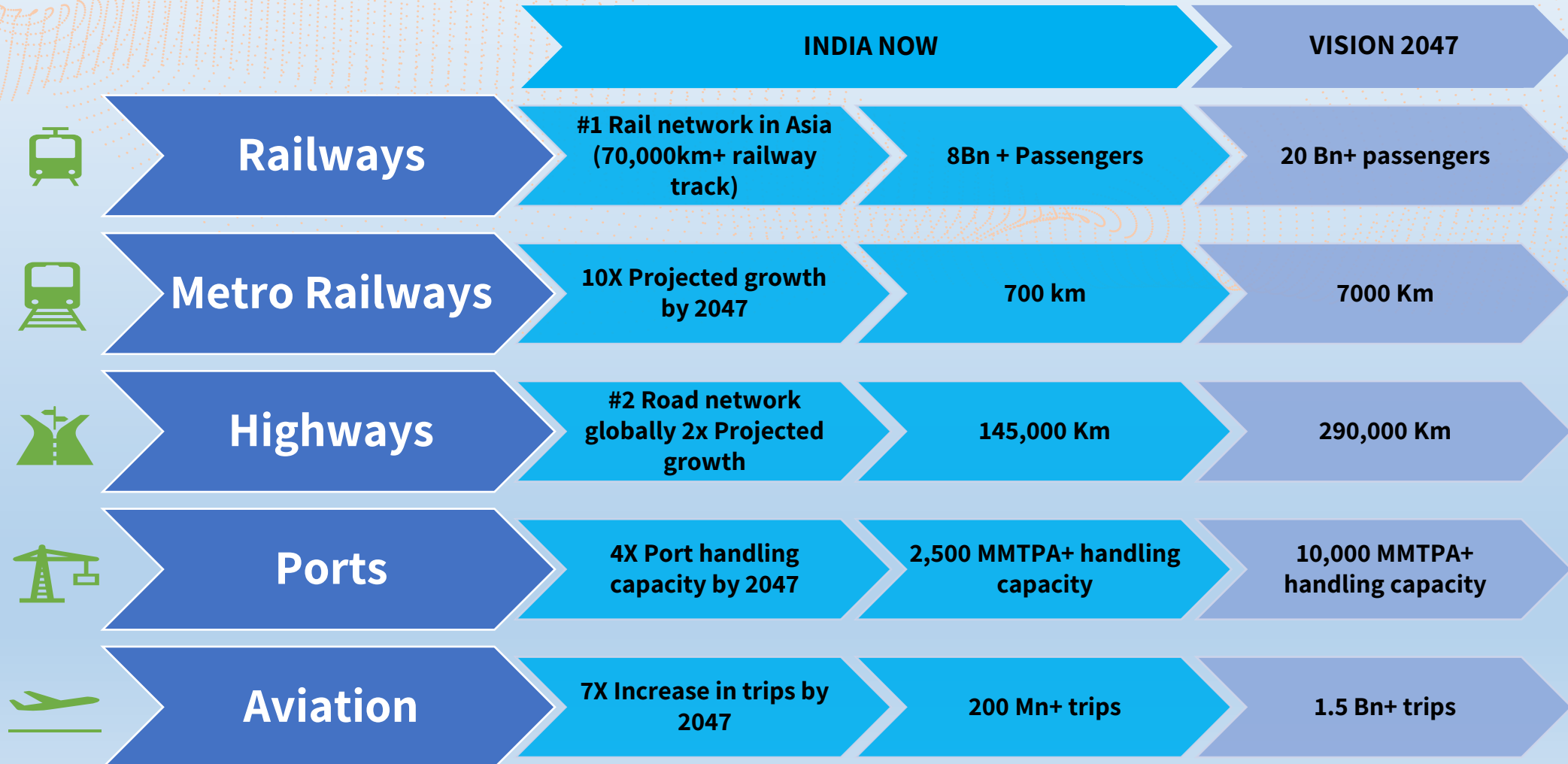
## Indian Infrastructure Story

- The NIP aims to attract infrastructure investments, essential for achieving the \$5 trillion economy target by FY 2025.
- Approximately 7,000 projects across various sectors, each costing over ₹100 crores, totaling ₹111 lakh crores, have been identified.
- Key sectors—Energy (24%), Roads (18%), Urban (17%), and Railways (12%)—constitute around 71% of India's projected infrastructure investments.
- An equity infusion of ₹6,000 crores into the NIIF Infrastructure Debt Financing Platform is set to attract further debt and equity investments in infrastructure.
- India climbs to the 40th rank in the Global Innovation Index; a huge leap of 41 places in 8 years.



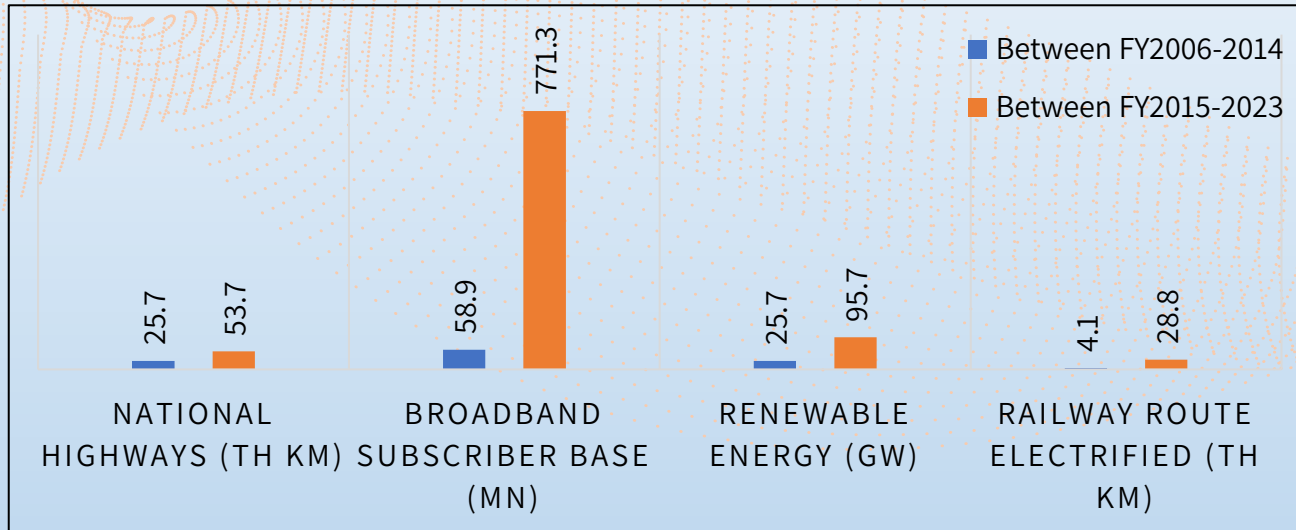
# Why INDIA?

## Amrit Kaal Vision - 2047



# Why INDIA?

## India Growth Story is Evident



- India contributes 1 out of 10 Unicorns ; **107** with total valuation of **\$341B**
- ~**80** Startups recognized per day – highest globally
- **44** Unicorns added in 2021 valued at \$93B; **21** born in 2022, valued at \$27B.



# Why Purnartha?

## Research

- All investments are preceded by an extensive due diligence process and on-ground channel checks to assess the risks and opportunities with respect to each investment
- Purnartha owns the entire process across research, data analysis, stock-picking up to generating recommendations on the best Indian equities to invest in
- Over the years we have developed significant relationships supported by on-ground channel checks which help us get a detailed perspective about the companies that we invest in

## Results

- Our research methodology brings to the forefront the best investment themes into focus so that you could endeavour to generate an alpha for your fund

## Relationships

- Aim to create a long-term relation with clients through sustainable alpha generation.
- Focused on serving UHNI, HNI, Institutional investors, and family offices investors to make them a part of India's growth story.



**2011**

Purnartha\* takes flight as an equity investment adviser with a unique philosophy for long term wealth creation



**2013**

Purnartha gets its SEBI Investment Adviser registration



**2016**

Purnartha sets up a vertical for rendering investment advisory services to institutional clients



**2020**

Purnartha makes its foray into Portfolio Management Services



**2021**

Purnartha launches a new investment advisory product - "Sampurna"



**2022**

Purnartha Portfolio Management Services crosses ₹1000 Cr in AUM



**2023**

Purnartha launches new PMS approach - Dynamic Midcap Strategy & Purnartha One



# Strong Leadership



Rahul Rathi  
Founder - Chairman

- MBA from the reputed Carnegie Mellon, USA
- 20+ years of equity research & fund management
- Has managed \$2Bn AUA and has inspired Purnartha's fundamental investment philosophy



Rangarajan "Raghu"  
Sundaram  
Co-Founder - Director

- Dean of the prestigious Stern School of Business
- MBA from the IIM Ahmedabad and PhD in Economics from Cornell University, USA
- Has an incomparable background in derivatives and credit research & has worked with major Wall Street firms



Hemant Vispute  
Managing Director

- An MBA with over 20 years experience in consulting, strategic planning and operations in MNCs like IBM, Hitachi
- His leadership, vision and discipline has infused our teams with strategic guidance



Devendra Phadke  
Director & Principal Officer Advisory

- A Chartered Accountant with 18+ years of equity research experience, he is a proficient analyst with more than a decade of experience in buy-side equity research
- He has been the catalyst for designing Purnartha's multiple product offerings and leads a highly qualified research team.

# High Conviction on Well-researched Ideas

## Fundamental Research

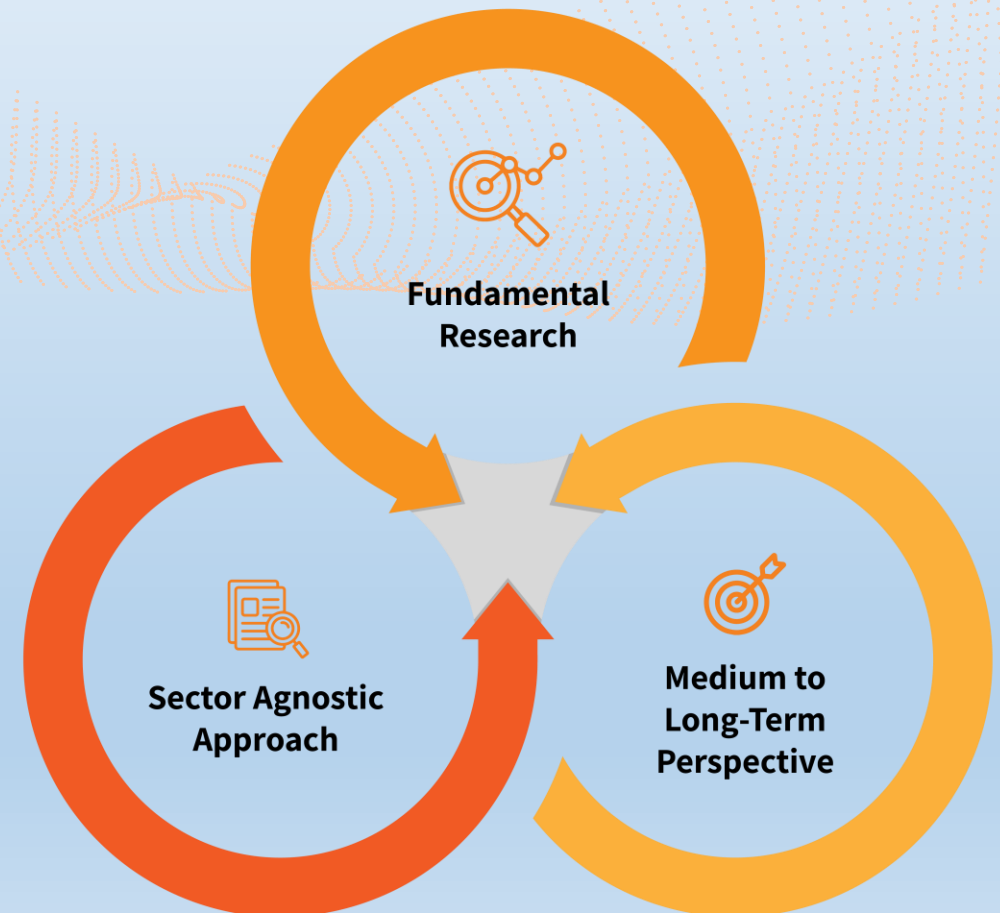
Businesses are meticulously chosen through comprehensive fundamental research, ensuring that each investment opportunity undergoes rigorous evaluation for its capacity to yield superior returns over a medium to long-term horizon.

## Sector Agnostic Approach

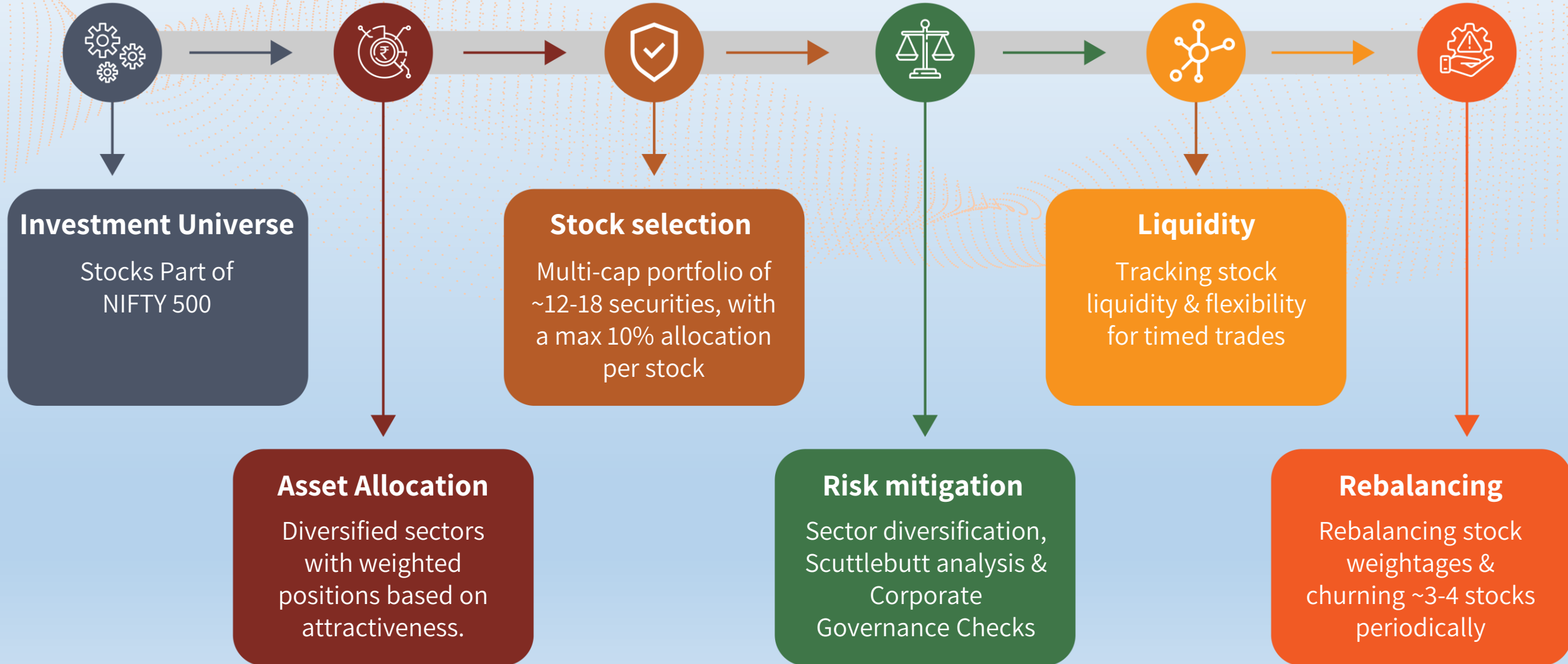
The portfolio is sector agnostic, allowing for flexibility in selecting companies based on their individual performance and growth prospects rather than sector trends.

## Medium to Long-Term Perspective

The investment strategy is aligned with a medium to long-term perspective, seeking to capitalize on opportunities for sustained growth and returns.



# Portfolio Construction



## Key elements of investment philosophy

### Growth Style

Companies with  
~20%+ top-line &  
bottom-line growth  
driven by high volume  
growth

### ROE Expansion

Companies with  
potential of  
generating over ~15%  
ROE, exceeding their  
cost of capital

### Margin Expansion

Companies with  
margin expansion and  
~18-20%+ bottom-line  
growth

### Valuation & Momentum

Companies trading  
below historical  
averages with strong  
momentum

### Moderately leveraged

Debt-to-Equity  
Ratio < 0.75

## Subscription plans

Mode of Fee	Initial Advance Fee charged at the time of onboarding (1 <sup>st</sup> six months)	Fees charged subsequently every 6 months till expiry of agreement	Total Fee Plan (GST Extra)	Tenure	Access to Investment Counsellor (IC) Desk	Service access through Relationship Manager	Access to Webinars, recordings, newsletters
Fixed	₹ 1,00,000	₹ 5,000	₹ 100,000 + (₹ 5,000 x 5) = ₹ 1,25,000	3 Year	2 Meetings with expert ICs in a year	YES	YES

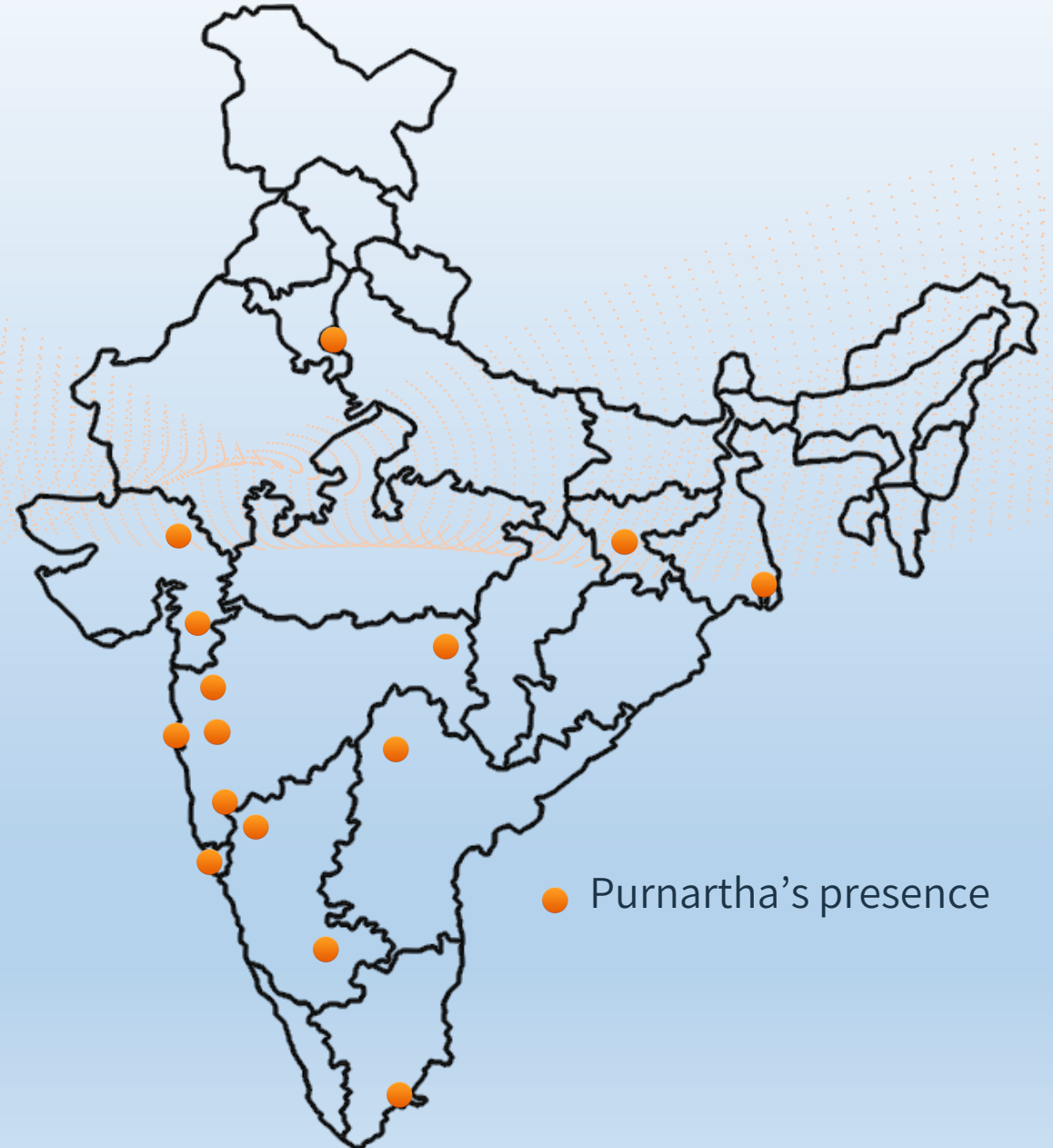
# Contact us

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