



# Marcellus Rising Giants PMS

## KEY PORTFOLIO ATTRIBUTES #


## ABOUT MARCELLUS INVESTMENT MANAGERS PORTFOLIO

At Marcellus, the purpose is to influence efficient capital allocation in the Indian economy. Marcellus does this by channeling household savings towards high-quality companies with long track records of efficient capital allocation, who in turn deliver superior returns to savers.

## KEY PEOPLE



([https://www.pmsaifworld.com/team\\_mf/saurabh-mukherjea/](https://www.pmsaifworld.com/team_mf/saurabh-mukherjea/))

Mr. Saurabh Mukherjea

Founder & CIO

0 0 0 0 0



Mr. Ashvin Shetty  
Portfolio Manager

0 0 0 0 0

### Investment Objective

High quality mid-sized companies have been amongst the largest wealth creators in Indian equities and Marcellus Rising Giants Portfolio (<https://www.pmsaifworld.com/portfolio/marcellus-rising-giants-pms/>) is a portfolio focused in this space of quality mid caps companies in India in the USD 500m – 10 bn market cap range.

## Investment Strategy

Marcellus (<https://www.pmsaifworld.com/partner/marcellus/>) Rising Giants PMS is a Concentrated 15-stock portfolios with the top 4 stocks accounting for around 40% of the portfolio. The next 5 (sizing ranks 5-10) stocks in Marcellus Rising Giants account for ~30% of the portfolio. Sizing ranks 11-15 account for the final 29% of the portfolio. Sizing in Marcellus Rising Giants is based on Longevity framework and forward EPS expectation of analysts.

For mid cap stock selection, by Marcellus Rising Giants, the basis of scoring is on 'Longevity' (moats, lethargy, succession planning) and EPS growth prospects. And for For small caps stock selection Marcellus Rising Giants follows a 'Discovery' framework i.e. growth accompanied by improving profitability and improving FCF thanks to barriers to entry.

Seven out of 15 Stocks in Marcellus Rising Giants are Aavas Financiers, Page Industries, L&T Technology Services, Info Edge, Dr Lal Path Labs, GMM pfaudler, Relaxo Footware.

## Investment Philosophy

Marcellus Rising Giants PMS philosophy has its roots in the Marcellus' Asset Managers (<https://www.pmsaifworld.com/partner/marcellus/>) Core Investment philosophy : –

Clean accounts and governance.

Strongly moated dominant companies in niche segments not yet well discovered by the market participants.

Strong track record of capital allocation with high reinvestment in the core business and continuous focus on adjacencies for growth.

At Marcellus, the Purpose is to make wealth creation simple and accessible by being trustworthy and transparent capital allocators.

The investment philosophy at Marcellus has evolved from the ideas of Kirby and Thiel, which they have refined further.

The investing approach has 3 pillars:

Clean Accounts: They have quantitative frameworks which use a combination of forensic accounting and capital allocation assessment define our investible universe.

**Capital Allocation:** They look for companies with superior track record of capital allocation – companies that generate free cash flows and reinvest them in the business to fuel further growth.

**Competitive Advantage:** The experienced investment team through in-depth primary research, constructs a portfolio of companies with deep competitive moats.

These companies are then held on for long periods of time with little or no churn, which allows them to capture the benefits of long-term compounding and deliver superior returns.

#### Why Marcellus' Rising Giants PMS?

Marcellus Rising Giants PMS intends to identify and invest in high quality mid-sized companies (typically less than INR 75bn market-capitalisation, predominantly in the INR 7 to 75bn range).

High quality mid-sized companies have been amongst the biggest wealth creators in Indian equities over the last 3, 5 and 10 years.

From a universe of ~450 companies in this segment, a portfolio is constructed of 15-20 companies which make it past Marcellus' proprietary forensic accounting & capital allocation filters as well as our bottom-up stock selection & position sizing framework.

#### Awards & Achievements

- In 2021, Marcellus' Consistent Compounders Portfolio or Marcellus CCP was awarded Rank #2 as the Best Newcomer PMS across all categories , on a 2Y Absolute Returns Basis. These Awards were hosted by PMS AIF WORLD, in association with IIM-Ahmedabad.
- In 2021, Marcellus' Little Champs Portfolio or Marcellus LCP was awarded Rank #2 as the Best Newcomer PMS across all categories , on a 1Y Absolute Returns Basis. These Awards were hosted by PMS AIF WORLD, in association with IIM-Ahmedabad.








---

Marcellus Little Champs  
PMS Portfolio (LCP)  
(<https://www.pmsaifworld.com/portfolio/little-champs/>)

Marcellus Kings of Capital  
Portfolio (KCP)  
(<https://www.pmsaifworld.com/portfolio/kings-of-capital/>)

Marcellus Consistent  
Compounders Portfolio  
(Marcellus CCP PMS)  
(<https://www.pmsaifworld.com/portfolio/consistent-compounders-pms/>)





Marcellus Global Compounders Portfolio – GIFT CITY Domiciled PMS  
(<https://www.pmsaifworld.com/portfolio/marcellus-global-compounders-portfolio-gift-city-domiciled-pms/>)





>

(<https://www.pmsaifworld.com/blog/best-pms-in-2022-as-per-risk-adjusted-returns/>)

>

(<https://www.pmsaifworld.com/blog/marcellus-investment-rising-giants-portfolio-pms/>)

>

(<https://www.pmsaifworld.com/blog/investing-in-the-indian-kings-of-capital-marcellus-investment-managers-pms-aif/>)

>

(<https://www.pmsaifworld.com/blog/marcellus-pms-wealth-creation-over-the-next-decade/>)

>

(<https://www.pmsaifworld.com/blog/portfolio-management-services-pms-vs-equity-mutual-funds-mf-detailed-score-card-is-out/>)

>

(<https://www.pmsaifworld.com/blog/best-portfolio-managers-in-india/>)

# Subscribe To Our Newsletter

By PMS AIF WORLD • Over 30,000 Subscribers

Stay informed with our latest updates. Subscribe to our newsletter for exclusive content, news, and valuable insights.

Email

SUBSCRIBE

## Portfolio Management Services

- Abakkus All Cap Approach PMS (<https://www.pmsaifworld.com/portfolio/abakkus-all-cap-growth-portfolio/>)
- Aequitas India Opportunities (<https://www.pmsaifworld.com/portfolio/aequitas-india-opportunities-pms/>)
- Ambit Coffee Can Portfolio (<https://www.pmsaifworld.com/portfolio/ambit-coffee-can/>)
- ASK Indian Entrepreneur Portfolio – IEP PMS (<https://www.pmsaifworld.com/portfolio/ask-investment-managers-indian-entrepreneur-portfolio-iep/>)
- AXIS Brand Equity PMS (<https://www.pmsaifworld.com/portfolio/axis-brand-equity/>)
- Basant Maheshwari PMS (<https://www.pmsaifworld.com/portfolio/basant-maheshwari-pms/>)
- Buoyant Capital Opportunities Multi-Cap Fund (<https://www.pmsaifworld.com/portfolio/buoyant-capital-opportunities-multi-cap-fund/>)
- Carnelian “The Shift” Strategy (<https://www.pmsaifworld.com/portfolio/carnelian-the-shift-strategy/>)
- Green Lantern Capital Growth PMS (<https://www.pmsaifworld.com/portfolio/green-lantern-capital-growth-pms/>)
- Helios India Rising PMS (<https://www.pmsaifworld.com/portfolio/helios-india-rising-pms/>)
- ICICI Prudential PMS Contra Strategy (<https://www.pmsaifworld.com/portfolio/icici-prudential-contra-strategy-pms/>)
- ICICI Prudential PMS PIPE Strategy (<https://www.pmsaifworld.com/portfolio/icici-prudential-pms-pipe-strategy-pms/>)
- ICICI Prudential PMS Value Strategy (<https://www.pmsaifworld.com/portfolio/icici-prudential-value-strategy-pms/>)
- Invasset Growth Fund PMS (<https://www.pmsaifworld.com/portfolio/invasset-llp-growth-fund-pms/>)
- Marcellus Consistent Compounders Portfolio (Marcellus CCP PMS) (<https://www.pmsaifworld.com/portfolio/marcellus-consistent-compounders-pms/>)
- Marcellus Little Champs PMS Portfolio (LCP) (<https://www.pmsaifworld.com/portfolio/marcellus-little-champs/>)
- Marcellus Rising Giants PMS (<https://www.pmsaifworld.com/portfolio/marcellus-rising-giants-pms/>)
- MOTILAL OSWAL Next Trillion Dollar Opportunity (NTDOP) (<https://www.pmsaifworld.com/portfolio/motilal-oswal-ntdop/>)
- Motilal Oswal Value Strategy PMS (<https://www.pmsaifworld.com/portfolio/motilal-oswal-value-pms/>)
- Sameeksha Capital Equity PMS (<https://www.pmsaifworld.com/portfolio/sameeksha-capital-equity-pms/>)
- Stallion Asset Core Fund Portfolio (<https://www.pmsaifworld.com/portfolio/stallion-asset-pms/>)

- UNIFI Capital Blended Rangoli PMS Portfolio (<https://www.pmsaifworld.com/portfolio/unifi-capital-pvt-ltd-blended-rangoli-pms/>)
- ValueQuest Growth Scheme PMS (<https://www.pmsaifworld.com/portfolio/valuequest-investment-advisors-growth-scheme-pms/>)

[View All PMS Products \(https://www.pmsaifworld.com/investments/\)](https://www.pmsaifworld.com/investments/)

## Alternative Investment Funds

- Abakkus Diversified Alpha Fund – Category III AIF (<https://www.pmsaifworld.com/portfolio/abakkus-diversified-alpha-fund-category-iii-aif/>)
- Abakkus Emerging Opportunities Fund- I Category III AIF (<https://www.pmsaifworld.com/portfolio/abakkus-emerging-opportunities-fund-i-category-iii-aif/>)
- Alta Cura AI Absolute Return Fund – Category III AIF (<https://www.pmsaifworld.com/portfolio/alta-cura-ai-absolute-return-fund-category-iii-aif/>)
- Ampersand Growth Opportunities Fund Scheme (AGOFS-1) – CAT III AIF (<https://www.pmsaifworld.com/portfolio/ampersand-growth-opportunities-fund-scheme-agofs-1/>)
- Chanakya Opportunities Fund – I, Cat II AIF (<https://www.pmsaifworld.com/portfolio/chanakya-opportunities-fund-i-cat-ii-aif/>)
- ICICI Prudential Enhanced Dynamic Equity Fund – CATEGORY III AIF (<https://www.pmsaifworld.com/portfolio/icici-prudential-enhanced-dynamic-equity-fund-category-iii-aif/>)
- ICICI Prudential Equity Opportunities Fund- Category III AIF (<https://www.pmsaifworld.com/portfolio/icici-prudential-equity-opportunities-fund-category-iii-aif/>)
- ICICI PRUDENTIAL Long Short Fund – Series I – Category III AIF (<https://www.pmsaifworld.com/portfolio/icici-prudential-long-short-fund-series-i-category-iii-aif/>)
- ITI Long Short Equity Fund (<https://www.pmsaifworld.com/portfolio/iti-long-short-equity-fund/>)
- Pantomath AIF sponsored Bharat Value Fund – Cat II AIF (<https://www.pmsaifworld.com/portfolio/pantomath-aif-sponsored-bharat-value-fund-cat-ii-aif/>)
- Prudent Equity ACE Fund- Long Only Category III AIF (<https://www.pmsaifworld.com/portfolio/prudent-equity-ace-fund-long-only-category-iii-aif/>)
- Sameeksha Capital Investment Fund – Category III AIF (<https://www.pmsaifworld.com/portfolio/sameeksha-capital-investment-fund-category-iii-aif/>)
- Sameeksha India Fund (IFSC AIF) – GIFT CITY Domiciled Cat III Long Only AIF (<https://www.pmsaifworld.com/portfolio/sameeksha-india-fund-ifsc-aif-gift-city-domiciled-cat-iii-long-only-aif/>)
- TATA Absolute Return Fund- Category III AIF (<https://www.pmsaifworld.com/portfolio/tata-absolute-return-fund-category-iii-aif/>)
- TATA Equity Plus Absolute Return Fund – Category III AIF (<https://www.pmsaifworld.com/portfolio/tata-equity-plus-absolute-return-fund-category-iii-aif/>)
- True Beacon Global – Category III AIF (<https://www.pmsaifworld.com/portfolio/true-beacon-global-category-iii-aif/>)
- True Beacon One – Category III AIF (<https://www.pmsaifworld.com/portfolio/true-beacon-one-category-iii-aif/>)
- Unifi Rangoli India Fund – GIFT City domiciled Category III AIF (<https://www.pmsaifworld.com/portfolio/unifi-rangoli-india-fund-gift-city-domiciled-category-iii-aif/>)
- Xponentia Opportunities Fund – Cat II AIF (<https://www.pmsaifworld.com/portfolio/xponentia-opportunities-fund-cat-ii-aif/>)

[View All AIF Products \(https://www.pmsaifworld.com/investments/\)](https://www.pmsaifworld.com/investments/)

## Introduction

[Home \(https://www.pmsaifworld.com/\)](https://www.pmsaifworld.com/)

[Investment Philosophy \(https://www.pmsaifworld.com/investment-philosophy/\)](https://www.pmsaifworld.com/investment-philosophy/)

[About Us \(https://www.pmsaifworld.com/about-us/\)](https://www.pmsaifworld.com/about-us/)

Alternative Investment Funds (AIFs) (<https://www.pmsaifworld.com/what-are-alternative-investment-funds-aif/>)  
Portfolio Management Services (PMS) (<https://www.pmsaifworld.com/what-are-portfolio-management-services-in-india/>)  
NRI – Invest In India (<https://www.pmsaifworld.com/pms-for-nri/>)  
In the News (<https://www.pmsaifworld.com/in-the-news/>)  
Client Testimonial (<https://www.pmsaifworld.com/pms-aif-reviews/>)

## Content & Analysis

Articles (<https://www.pmsaifworld.com/blogs>)  
Videos | Webinars | Expert Talks (<https://www.pmsaifworld.com/crystal-gazing-next-decade-of-wealth-creation-for-investors-year-2020-2030/>)  
PMS Performance Newsletter (<https://www.pmsaifworld.com/pms-performance-newsletter/>)  
AIF Performance Newsletter (<https://www.pmsaifworld.com/aif-performance-newsletter/>)  
INVESTONOMICS – Quarterly Newsletter (<https://www.pmsaifworld.com/newsletter/>)  
QRC Reports (<https://www.pmsaifworld.com/category/qrc-reports/>)  
PMS AIF SPECIAL REPORTS (<https://www.pmsaifworld.com/category/pms-aif-special-reports/>)

## For Investors

PMS Selector (<https://www.pmsaifworld.com/what-pms-is-best-for-you-pms-selector-tool/>)  
PMS Return (<https://www.pmsaifworld.com/latestpmsreturns/>)  
AIF Returns (<https://www.pmsaifworld.com/aif-return-comparison/>)  
Our Difference (<https://www.pmsaifworld.com/our-difference/>)  
Investsense Webinar (<https://www.pmsaifworld.com/crystal-gazing-next-decade-of-wealth-creation-for-investors-year-2020-2030/>)  
Top Portfolio Management Services (PMSs) in India (<https://www.pmsaifworld.com/blog/top-portfolio-management-services-pms-in-india/>)  
Gift City Investments For NRIs (<https://www.pmsaifworld.com/gift-city-investments-for-nri-in-india/>)

## Summit and Awards

Alternative Investment Summit and Awards 2024 (<https://www.pmsaifworld.com/pms-aif-summit-and-awards-2024/>)  
Methodology & Winners 2024 (<https://www.pmsaifworld.com/indias-smart-money-manager-awards-2024-methodology-categories-winners/>)  
Alternative Investment Summit and Awards 2023 (<https://www.pmsaifworld.com/pms-aif-summit-and-awards-2023/>)  
Methodology & Winners 2023 (<https://www.pmsaifworld.com/indias-smart-money-manager-awards-2023-methodology-categories-winners/>)  
Alternative Investment Summit and Awards 2022 (<https://www.pmsaifworld.com/pms-aif-summit-and-awards-2022/>)  
Methodology & Winners 2022 (<https://www.pmsaifworld.com/indias-best-pms-aif-as-per-performance-methodology-categories-winners-2022/>)

## ABOUT OUR COMPANY

### High-Performance Investing

PMS AIF WORLD is a New Age Investment Services Company, providing analytics-backed good quality investing service experience with an endeavor and promise for wealth creation and prosperity. Over 5+ years, we have been managing 500+ UHNI & NRI families, across 1000 CR+ assets. We are very selective in our approach, and analyze products across 5 Ps – People, Philosophy, Performance, Portfolio, and Price with an endeavor to ascertain the Quality, Risk, and Consistency (QRC) attributes before suggesting the same to investors.

We offer responsible, long term investment service. Invest with us in the best quality products and make informed investment decisions.

### PMS AIF WORLD – DELHI

Part of 69, 2nd Floor, Karuna Kunj Sector-03, Dwarka, Delhi -110078

### PMS AIF WORLD – KOLKATA

4A Ray Street, Kamdhenu Complex, Kolkata – 700020

 (<https://www.facebook.com/pmsaifworld/>)   
([https://twitter.com/pms\\_aif\\_world](https://twitter.com/pms_aif_world))   
(<https://www.linkedin.com/company/pmsaifworld/>)   
(<https://www.youtube.com/pmsaifworld>)

PMS AIF WORLD – MUMBAI

504, Zion Building, 5th Floor, Sector 10 Khargar, Navi Mumbai, Maharashtra 410210

PMS AIF WORLD – BENGALURU

Adarsh Palm Retreat, Phase 3 Apartments, Tower 7, Flat P103, Bellandur, Bangalore 560103

**RISK DISCLAIMER:** Investments are subject to market-related risks. The content on the website is meant for general information purposes and not to be construed as any recommendation or advice. The investor must make their own analysis and decision depending upon risk appetite. Only those investors who have an aptitude and attitude to risk should consider the space of Alternates (PMS & AIFs). Past Performance may or may not be sustained in the future and should not be used as a basis for comparison with other investments. Please read the disclosure documents carefully before investing. PMS & AIF products are market-linked and do not offer any guaranteed/assured returns. These are riskier investments, with a risk to principal amount as well. Thus, investors must make informed decisions. It is necessary to deep dive not only into the performance, but also into people, philosophy, portfolio, and price, before investing. We, at PMS AIF WORLD do such a detailed 5 P analysis. Please click here to read the entire disclaimer document. (<https://www.pmsaifworld.com/disclaimer/>)

© 2024 PMS AIF WORLD. All Rights Reserved

(<https://heweprocapital.com/>) About Us (<https://www.pmsaifworld.com/about-us/>)

Terms and Conditions (<https://www.pmsaifworld.com/terms-and-conditions/>)

Privacy Policy (<https://www.pmsaifworld.com/privacy-policy/>)

Disclaimer & Disclosures (<https://www.pmsaifworld.com/disclaimer/>)



(tel: +919899840890)