



# Carnelian "The Shift" Strategy

## KEY PORTFOLIO ATTRIBUTES #


## ABOUT CARNELIAN ASSET ADVISORS

Resonating with the qualities of Carnelian (a semi-precious stone which stands for motivation, endurance, leadership and courage; it is believed to bring about prosperity and protect from negative energies), Carnelian Asset Management, an investment management firm was founded by Vikas Khemani, Manoj Bahety, Sachin Jain, and Swati Khemani to pursue their passion towards investing in the capital markets. Carnelian's mission is to help clients create and protect their wealth in the best optimal manner through investing

## KEY PEOPLE



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Vikas Khemani  
CA, CFA, CS,  
Founder

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#### Investment Objective

Outperform the benchmark BSE 500 by 5-7% over a period of 3 – 5 years.

#### Investment Philosophy

Investment philosophy is designed to invest in structural growth businesses, run by great managements at fair valuation within Carnelian's risk-reward framework.

Believe investing success is an outcome of making good decisions consistently over a long period of time. Good decisions are those which are made "objectively, free of any bias", considering "probability of outcome" and factoring "risk reward".

Puts utmost importance to capital protection, hence subject every company through Carnelian's proprietary CLEAR forensic research framework before investing. Believe in being patient and long term.

#### Investment Strategy

"SHIFT Strategy" is a Multicap Portfolio with a focus on Mid & Small caps to tap niche manufacturing businesses that gain from global supply diversification, recent policy reforms, and cost competitiveness.

India is set to benefit from the emergence of manufacturing-led opportunities due to Global supply chain diversification from China, Recent government reforms & initiatives, Cost competitiveness and Strong domestic markets. Detailed research reveals multi-billion, multi-decade opportunities for manufacturing sectors in India.

This strategy aims to invest in the companies with niche capabilities and business leadership, expected to grow earnings > 20% (CAGR) over the investment horizon of 3-5 years across various sectors.

This strategy is sector agnostic and Multicap with a predominant focus on Mid and small caps.





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Carnelian Yield and Growth  
Strategy PMS



Carnelian Capital  
Compounder Strategy  
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Carnelian Asset Advisors  
Structural Shift Fund- Cat III  
AIF

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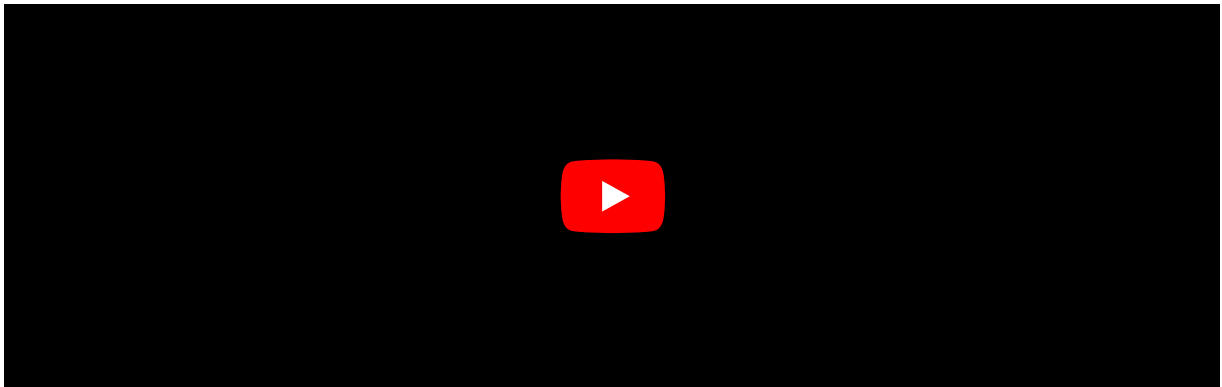
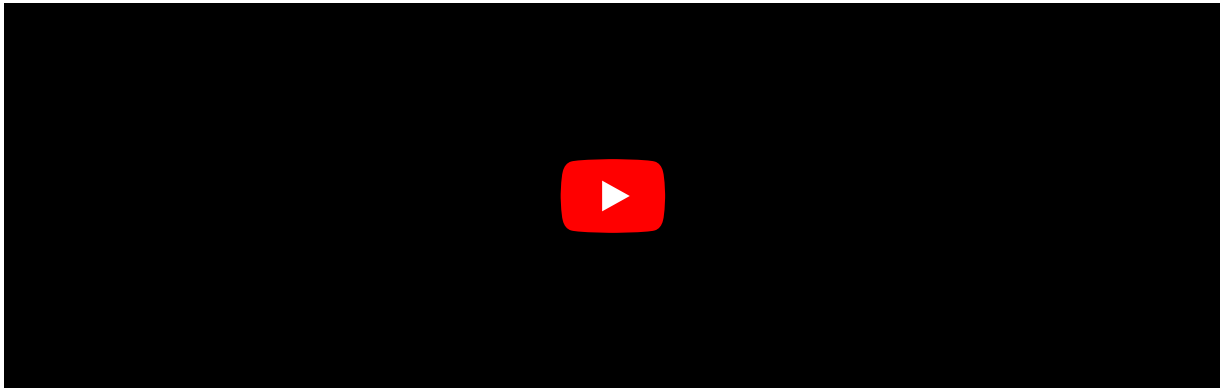


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