SERENE ALPHA

SERENE ALPHA CAPITAL FUND-1

BY SERENE ALPHA CAPITAL TRUST

‘Serene Alpha Capital Trust’ is registered with SEBI as a Category II Alternative Investment Fund

(Registration No.- ACL-8705)

OUR MANAGEMENT TEAM

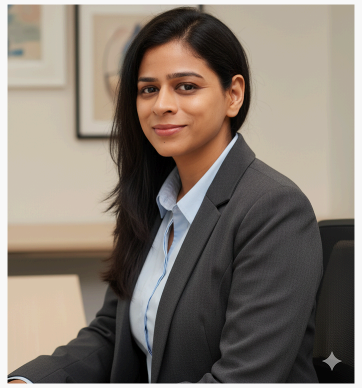
SERENE ALPHA

Mr. Arunkumar Natarajan
(Co-Founder and CIO)

Mr. Arunkumar Natarajan, C.A.

A Chartered Accountant with 20+ years in Finance and Accounting, has led transformative initiatives across Banking, Manufacturing, and Services sectors. Specializing in consulting and large-scale finance transformations, he brings data-driven insight and a long-term approach to wealth creation.

Now venturing into Category II AIFs, his move is a natural progression—combining strategic depth with sectoral expertise to build value-driven, enduring investment platforms.



Mrs. Anika Mittal
(Head of Strategy)

Mrs. Anika Mittal, C.A.

An accomplished Chartered Accountant with over two decades of experience, she has spent the last 10 years as the Head of the Shubh Lakshmi Group Family Office, managing an AUM exceeding ₹250 crore. She is an expert in building and managing diversified portfolios that consistently deliver wealth creation through a balanced risk-return approach.

Earlier in her career, she held key roles at Wrigley India and Infosys, where she advised and collaborated with senior leadership. In these positions, she spearheaded initiatives in corporate finance, Financial Planning & Analysis (FP&A), and large-scale finance transformation projects. Her expertise spans investment management, strategic finance, and data-driven decision-making.

Mr. Manit Mittal
(Co-Founder)

Mr. Manit Mittal, B. Tech

A quantitative strategist with a proven track record in designing high-performance, market-neutral trading strategies driven by macroeconomic data. With hands-on expertise in applying advanced machine learning to capital markets, he blends academic rigor with cutting-edge technology to deliver alpha at scale.

His deep research acumen and experience managing multi-million dollar strategies position him at the forefront of data-driven trading and macroeconomic modeling in today’s evolving financial landscape.

SERENE ALPHA

OUR RESEARCH TEAM

Mr. Garvit Goyal
Senior Equity Research Analyst

Mr. Garvit Goyal, C.A.

A Chartered Accountant with over 7 years of experience, specializes in fundamental research on Indian equities, identifying undervalued opportunities through a bottom-up approach. Proficient in research tools like Bloomberg, Screener, and Power BI, he blends financial, industry, and macroeconomic analysis to deliver actionable investment insights. He actively engages with management teams, tracks portfolio performance, and designs stock-picking strategies focused on various fundamental triggers, and long-term value creation.

Mr. Vansh Handa, C.A.

A qualified Chartered Accountant with 3 years of experience, Vansh brings strong expertise in financial analysis and company evaluation. Skilled in interpreting financial statements, assessing business performance, and identifying key value drivers, he provides deep analytical insights to support sound investment and strategic decisions. His sharp acumen in financial modelling and ratio analysis enables him to uncover opportunities and risks, making him a valuable contributor to investment research.

Mr. Vansh Handa
Research Analyst

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OUR INVESTMENT PHILOSOPHY - WHY US?

Value is an outcome of your investment approach & it cannot be obtained on day 1

Visionary Leadership

Investing behind forward-thinking promoters with a proven execution track record and strong governance.

Parameters:

- Preference for visionary and ethical leadership with operational depth
- Focus on businesses with scalable models and operational leverage
- Preference for high promoter skin-in-the-game with no pledges and prudent capital allocation
- Avoiding speculative or over-hyped names with poor governance signals

Sectoral Tailwinds

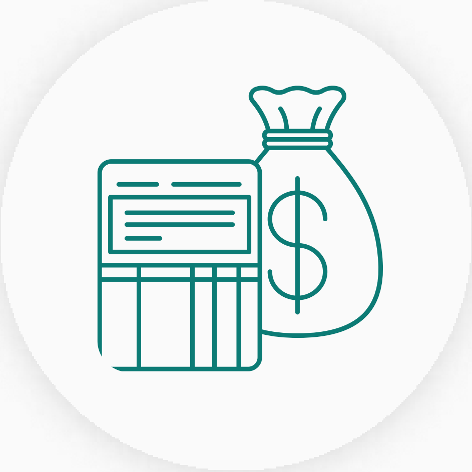
Identifying structurally growing sectors supported by macro trends, government reforms, and disruptive innovation.

Parameters:

- Investing in businesses riding secular demand trends (e.g., renewables, electronics mfg., semiconductors)
- Alignment with policy tailwinds, tech innovation, and global shifts
- Focus on industries with scalability, resilience, and clear competitive moats
- Disciplined sectoral diversification to balance cyclical risks

Disciplined Investing

Rigorous selection framework based on sustainable profitability, valuation comfort, and balance sheet strength.



Parameters:

- Strong emphasis on PEG ratio and valuation in parallel to the growth potential
- Prioritizing free cash flow generation and clean balance sheets
- Consistent margin profile and earnings integrity
- Bottom-up diligence with margin of safety and long-term compounding potential

OUR INVESTMENT PROCESS

SERENE ALPHA

We focus on the process and aim to repeat it tirelessly, so that we compound!!

Start

Sourcing

- Identify via deep market research, industry trends & strategic networks.
- Focus on small, high-growth companies with solid execution track records.

Due Diligence

- Conduct financial, operational, and strategic diligence.]
- Evaluate scalability, business model, and promoter credibility.
- Assess governance, positioning, and risk factors.

Investment

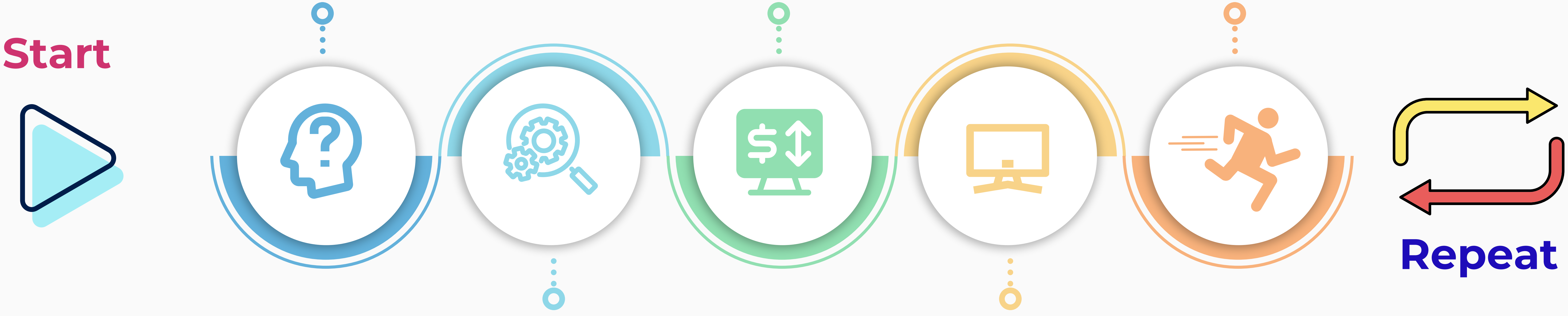
- Obtain investment committee approvals.
- Finalize agreements and allocate capital.

Active Monitoring

- Track financial and operational performance consistently.
- Ensure legal, regulatory, and compliance alignment.
- Engage via board oversight and strategic interaction.

Exit

- Plan exits via IPOs, M&A, or secondary sales.
- Maximize value with minimal risk.
- Align exits with market conditions and investor goals.



Repeat

DATA-DRIVEN INTELLIGENCE: THATS THE WAY WE WORK!!

SERENE ALPHA

Knowing what to buy is crucial – but knowing when to buy is equally vital. Timing can be the defining edge in our investment strategy

MULTI-LAYERED DATA INTEGRATION

- Macro-economic indicators (GDP trends, inflation cycles, policy shifts)
- Industry-specific metrics (Auto numbers, import/export flows, Chemical prices)
- Company-level metrics (Earnings trends, Capex, Management change)

SMART ANALYTICS INFRASTRUCTURE

- Data pipelines for automated data ingestion & processing
- Advanced algorithms to detect leading indicators & regime shifts
- Natural Language Processing (NLP) models to mine insights from filings and transcripts

VISUAL INTELLIGENCE WITH POWER BI

- Interactive dashboards that unify macro, industry, and company data
- Alerts on structural divergences and early earnings breakout patterns

RECOGNISE PATTERN FOR THEMATIC BETS

- Early identification of sunrise sectors through cross-data patterning
- Custom-built composite indicators that anticipate inflection points
- Sector rotation and regime-mapping tools

ACTIONABLE INSIGHT INTO OUR PHILOSOPHY

- Quant-backed conviction that aligns with our S.M.A.R.T., S.T.E.A.D.Y., S.E.R.E.N.E. investment filter
- Seamless bridge between raw data and high-quality idea generation
- Ability to act before the crowd on emerging themes and trends

"We don't just follow data—we let it lead us to opportunity."

OUR NON-NEGOTIABLES IN EQUITY INVESTING

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Markets reward timing, but long-term wealth is built on non-negotiables.

PROFITABLE & SCALABLE BUSINESS

- Proven profitable track record (at least 2–3 years)
- Clear visibility of earnings growth (medium to long term)
- Asset-backed companies

EXIT ROUTE

- IPO in stipulated period – Exit via OFS.
- If no IPO – Promoter buyback/sale.
- Fallback – 12–24% IRR or asset charge

TRANSPARENT ACCOUNTING

- Strong focus on free cash flow
- Clean balance sheet (no excess leverage, no hidden liabilities)
- No working capital stress

INDUSTRY TAILWINDS

- Structurally growing sector
- High entry barriers ensuring sustainability
- Long-term demand visibility

CLEAN GOVERNANCE

- Promoter holding > 50% preferred
- Strong alignment of interests with shareholders
- No high promoter pledges
- No major litigations

RED FLAGS – WHAT WE CLEARLY AVOID

True wealth compounds when principles are never compromised.

UNPROVEN / HIGH-RISK MODELS

- No allocation to very early-stage startups
- Avoid companies without a clear path to profitability

UNFAVOURABLE SECTORS

- Finance, Fintech, or Gaming businesses
- Sin industries: animal slaughter, liquor, tobacco
- Structurally declining or highly cyclical industries

WEAK GOVERNANCE

- Promoter pledge-heavy entities
- Companies involved in major litigations or disputes
- High contingent liabilities

OPAQUE FINANCIALS

- Weak or negative cash flows
- Excessive leverage or over-stretched balance sheets
- Lack of financial transparency

JOIN US IN WEALTH CREATION JOURNEY

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Thank you so much!