

# **TRUSTED BRAND, INNOVATIVE PROCESSES,** LEVERAGING TECHNOLOGY

**BAJAJ FINSERV ASSET MANAGEMENT LIMITED** 





# ABOUT BAJAJ FINSERV

Bajaj Finserv Limited is the holding company for the various financial services businesses under the Bajaj Group. Backed by around 100-year-old BAJAJ brand, it is one of India's largest financial services companies with a consolidated market cap of INR 2,62,274.4 Cr<sup>^</sup>

Its vision is to provide financial solutions for retail and SME customers throughout their life cycle – EMI Finance, loans, insurance, healthcare, savings and investment products, wealth management, retirement planning and annuities. With over 100 products from its various businesses, it provides these solutions to over 100 million customers across the length and breadth of the country. Bajaj Finserv and its subsidiary, Bajaj Finance, are both included in the benchmark BSE SENSEX and NIFTY 50 index of large cap stocks.



# MESSAGE FROM CHAIRMAN

A resurgent India, rising investor confidence and digital access to financial services is leading to high adoption of mutual funds. Year on year, the industry is seeing a significant growth, across both retail and institutional channels. We believe the time is right for us to enter the AMC business.

Bajaj Finserv Asset Management Limited is strategically important for Bajaj Finserv as it enables the company to complete its suite of financial solutions for retail customers. Our mutual fund business will inspire a new approach to investing and sustained long-term wealth creation.

With the addition of mutual funds to its diverse portfolio of businesses, Bajaj Finserv now offers the full range of financial services for customers through their life cycle i.e., asset acquisition and lifestyle enhancement through financing, asset protection through insurance, family protection through life and health insurance, healthcare needs for the family, savings and investment products, and retirement planning.

#### Mr. Sanjiv Bajaj Chairman & Managing Director

Bajaj Finserv Ltd.





# WHAT DOES BAJAJ FINSERV AMC STAND FOR?

# **INNOVATION**

New ideas, New ways and New business methods that seek to provide value to Investors and Distributors.

### ROBUST RISK MANAGEMENT

Identification, assessment, and mitigation of risks. Culture of risk awareness across the company along with commitment to continuous improvement.

### FUTURE FOCUSED

A proactive and forward-thinking approach to trends, changing industry and evolving needs of clients.



# FUND HOUSE INVESTMENT PHILOSOPHY

### Blending The Sources Of Alpha In Our Investment Philosophy

#### INFORMATION EDGE

Collecting superior & relevant information about economies, businesses and markets ahead of others with an aim to outperform the market.

# INQUBE

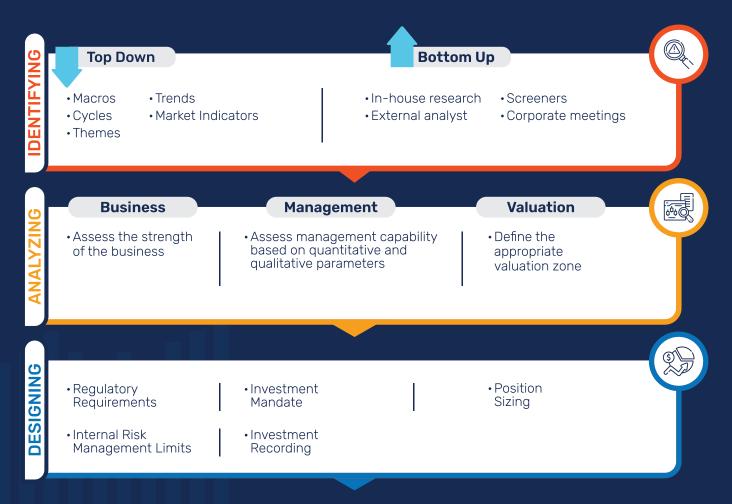
#### **QU**ANTITATIVE EDGE

Developing models and algorithms with enhanced predictive power.

#### BEHAVIOURAL EDGE

Capitalise on securities mis-priced due to behavioural factors. Taking advantage of overreaction or under-reaction by the market. Improving the decision-making process to avoid behavioural pitfalls.

### **Three Step Investment Process**



# FIXED INCOME INVESTMENT PHILOSOPHY

### **CREDIT QUALITY**

Return of Capital is more important than Return on Capital.

Ensure that the borrower can pay back the debt on time and in full.

Important covenants are in place to obtain cover for individual securities in transaction agreements.

### LIQUIDITY

Place sound internal liquidity management tools for schemes.

The stress test to be carried out internally regularly.

Well-diversified portfolio.



### INTEREST RATE RISK MANAGEMENT

Focus on interest rate risk management utilising fundamental and analytical capabilities to identify opportunities.

### RETURNS

Optimum risk-adjusted returns to be the key focus area.



# FIXED INCOME INVESTMENTS

# **Fundamental Analysis**

Macro Analysi	<b>s</b> Interest	Rate View				
WHERE WE ARE? LEVEL		WHERE WE ARE GOING? TREND		WHAT ARE THE RISK		
DOMESTIC				GLO	BAL	
<ul> <li>Growth</li> <li>Inflation</li> <li>External Accout</li> <li>Monetary Polic</li> <li>Fiscal Policy</li> </ul>	• Cre nt • Bor y • Cre	Interest Rate Cycle Credit Cycle Borrowing- Demand & Supply Credit Growth Money Supply Measures		<ul> <li>Global Central Bank Policies</li> <li>Global Liquidity</li> <li>Risk-on/off-Flow Analysis</li> <li>Commodities</li> <li>Geo-politics</li> </ul>		
Fundamenta Company History of Selection	Business Quality	Research Financials of Borrower	Industry Positioning	External Sources	Legal Review Whenever Required	Credit Risk Management
					F	
Group tracking with focus on track record of the promoter group and overall leveraging	Feedback customers investors/ analysts	s/bankers/	Understanding of Industry and focus on business cycles; competitive position of the borrower within industry		business from top management/business	
				RESOURCES <ul> <li>Industry research</li> <li>Financial data</li> </ul>		
egal & compliance	Ongoing th	orough	Financial data	• M	CA data includin	g charge filing

analysis (focus on

quality of earnings/

management/cash flows/capex) Newswires

•

Sell side reports

Rating history and reports

Legal & compliance support working independently

monitoring of

quantitative and

qualitative information

# FIXED INCOME INVESTMENTS

# **Quantitative Analysis**

**Quantitative techniques** can sharpen fundamental insights with greater precision



# **Momentum Analysis**

- Yield/Price momentum.
- Macro-Variable momentum analysis.

# Multi-variate Models

Multi-variate models combining yield data of various maturities and select macro economic factors.

# Relative Value/Mean Reversion Analysis

Mean Reverting Relationship like curvature slopes and butterfly spreads.

# **Scenario Analysis**

- Scenario analysis based on forward looking data.
- Back testing tools.



# ROBUST RISK MANAGEMENT FRAMEWORK

# **Risk Aware Culture**

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#### **Training and Awareness**



# AMC Management



Mr. Mohan has been appointed as Whole Time Director and Chief Executive Officer of the Company. Prior to this, he was Group Head of Strategy of Bajaj Finserv Ltd. from 2015 till October 2021. Previously he was a partner & Managing Director of The Boston Consulting Group from 1998 – 2014. He has in-depth experience of working with clients across retail & commercial investment banks, asset management, insurance and wealth management.

He holds a B.Tech (Hons) in Chemical Engineering from IIT Kharagpur and an MBA from IIM Calcutta in Finance and Strategy. In his spare time, Ganesh loves to listen to Indian classical music and go trekking in the mountains with his children.

Ganesh Mohan Whole Time Director and Chief Executive Officer



#### Aniruddha Chaudhuri Head - Retail & Institutional

Aniruddha Chaudhuri has 23 years of experience in leading Sales verticals & Business Strategy in private sector banks and MFs. Prior to Bajaj Finserv AMC he was heading retail sales, distribution, and product communication for one of India's leading AMCs. He played a pivotal role there in transforming the AMC into a retail centric organization and in creating products and solutions based on Investor Behaviour. Aniruddha Chaudhuri is a Chartered Accountant & Cost Accountant.



#### **Niranjan Vaidya** Head - Information Technology

Niranjan Vaidya is a seasoned technologist with over 23 years of experience in various domains. Formally trained in Information and Business System engineering, he specialises in designing futuristic solutions using the power of Cloud and Artificial Intelligence. He has worked on innovative digital solutions for insurance,

e-commerce and trading systems. He loves experimenting with new

technologies and is an avid automobile enthusiast.



# Nilesh Chonkar

Head - Operations & Finance

Nilesh Chonkar has over 20 years of experience working in customer service and operations for several financial firms. He is a former national-level water-polo player and holds a Master's in Finance Management from NMIMS, a Master's in Commerce from Sydenham College, and a PRINCE2® Certification from QA (UK).



#### Harish iyer Head - Compliance, Legal & Secretarial

Harish lyer has 17 years of experience in Compliance, Legal & Secretarial profiles in various Asset Management Companies. He oversaw the implementation of processes and controls under various laws and regulations. He has worked for IDFC, ICICI Prudential, Principal PNB, and SBI Funds Management.

#### **Mr. Santoshkumar Devadiga** Chief Risk Officer

Mr. Santoshkumar Devadiga has joined the Bajaj Finserv Asset Management Limited as Head – Risk Management in May 2024. Prior to joining the Company, he was associated with HDFC Asset Management Company Limited from September 2012 till April 2024. His last designation at HDFC Asset Management Company Limited was Assistant Vice President – Risk. He has an overall work experience of 19 years.



Royston Netto joined the Bajaj Finserv Group in 2013. During the last 11 years, he has managed various Marketing roles across Advertising & Communications, Brand Strategy, Research, Digital Marketing, Retail Marketing and Experience Design, at Bajaj Finance Limited. His most recent role was as Head of Content Marketing and Group Brand Management.



#### Vaibhav Date Head - Human Resources

Vaibhav Date has previously served as head of Talent Management at Bajaj Finserv, where he defined talent strategy and leadership DNA. He holds postgraduate degrees from Pune University and IIM Calcutta and has a passion for fitness and exploring history and mythology through travel.

# **Fund Management**



Nimesh Chandan Chief Investment Officer

Nimesh Chandan is an Investment Professional with 23 years of experience in investing in the Indian capital markets. He has an established track record in managing money and advising clients, both Domestic and International, Retail as well as Institutional.

Over the years, he has developed an investment process with potential to generate alpha through informational, analytical as well as behavioural edge. He has been part of the mutual fund industry for 17 years where he has managed products across market capitalization and themes, and developed models on Sustainable Investing, Quant Investing and Asset Allocation.

Nimesh is a keen follower of Behavioural Finance and has been writing and presenting on the role of psychology in Investment Decision-making to the investment community. He has developed a set of processes and tools that help reduce one's behavioural mistakes and understand the crowd or market behaviour.

Prior to joining Bajaj Finserv Asset Management Ltd, he has worked with Canara Robeco Asset Management as Head Investments, Equities (Domestic and Offshore). He has also worked with other asset management companies including Birla Sunlife Asset Management, SBI Asset Management and ICICI Prudential Asset Management. He is Commerce Graduate and completed Master in Management Studies (MMS) in Finance.



Siddharth Choudhary Senior Fund Manager, Fixed Income

Siddharth Chaudhary has 18 years of experience in Fixed Income Markets of which 14 years are in the Asset Management Industry and 4 years at the Interest rate desk in the Bank Treasury.

In his previous role, Siddharth was Head of Fixed Income, Institutional Business at Sundaram AMC, where he was responsible for managing the fixed income schemes for a diverse set of investors including Retail and Large-Midsize corporates across industries. He has managed a variety of funds over the years and is a keen follower of macro trends and quantitative techniques in fixed income.

He has developed Fixed Income Frameworks and Quantitative Models which when combined with macroeconomic analysis will enhance decision-making with greater accuracy.



**Sorbh Gupta** Senior Fund Manager, Equity

Sorbh Gupta is a Senior Fund Manager, Equity at Bajaj Finserv Asset Management Limited. Sorbh Gupta is an investment professional with 16 years of experience in the Indian equity markets across fund management, research & asset allocation and has managed India dedicated long-only equity mandates for some of the world's largest institutions as well as retail equity schemes of domestic mutual funds.

He has worked on developing methods for integrating ESG frameworks with traditional methods of Investment & Research. Prior to joining Bajaj Finserv Asset Management Limited, he was associated with Quantum Asset Management Company Private Ltd. He gained valuable knowledge by regularly interacting with global pension funds and sovereign wealth funds. Using this knowledge, he developed tools and processes which he later integrated into Fund Management for domestic equity mutual fund schemes.

He is a qualified Chartered Accountant and a Charter Holder of the CFA Institute, USA.

# **Board of Directors**

### **Trustee Directors**



#### **Mr. Purav Jhaveri** Additional Associate Director

Mr. Jhaveri has over two decades of experience. He is currently serving as a President of Investments at Bajaj Finserv Limited. He joined the Bajaj Finserv Limited in the year 2020. Mr. Jhaveri looks after investment process development and enhancements.

## **AMC Directors**



#### Mr. Sanjivnayan Rahulkumar Bajaj Chairman and Associate Director

Mr. Bajaj is Chairman and Managing Director of Bajaj Finserv Ltd. He is the Chairman of Bajaj Finance Ltd., Bajaj Allianz Life Insurance Co. Ltd. and Bajaj Allianz General Insurance Co. Ltd. He is the Managing Director of Bajaj Holdings & Investment Ltd. which is a holding and investment company.



#### **Mr. Ravi Venkatraman** Independent Director

Mr. Venkatraman retired in July 2020 as the ED & CFO of Mahindra & Mahindra Financial Services Ltd (MMFSL). Associated with MMFSL since its inception and has played significant role in shaping up the organisation for more than 28 years.



Mr. Sandesh Madhukar Kirkire Independent Director

Mr. Kirkire is a visiting faculty at Jamnalal Bajaj Institute of Management Studies in the role of Teaching and Research. He was also CEO of Kotak Mahindra Asset Management Ltd. from 2005 – 2014.



#### Mr. Sridhar Jayaraman Chairman and Independent Director

Mr. Jayaraman was CS & CFO of Maharashtra Scooters Ltd., a listed company of Bajaj Group for 22 years from 1979-2001 and Company Secretary of Bajaj Auto Ltd since 2001. He has rich experience in the field of finance & financial services.



#### Mr. Ganesh Mohan Associate Director

Mr. Mohan is appointed as Whole Time Director and Chief Executive Officer of the Company. Prior to this he was Group Head of Strategy of Bajaj Finserv Ltd. from 2015 till October 2021. Previously he was a partner & Managing Director of The Boston Consulting Group from 1998 – 2014. He has in-depth experience of working with clients across retail & commercial investment banks, asset management, insurance and wealth management.



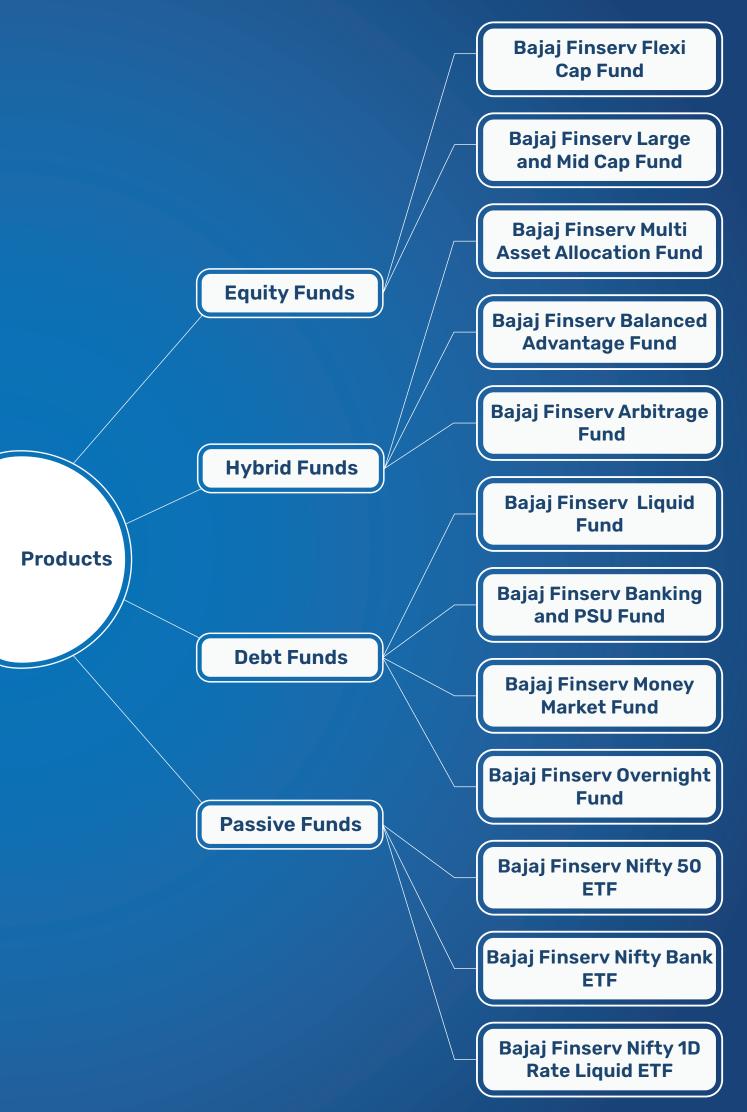
#### Mr. Mahendrakumar Amritlal Gohel Independent Director

Mr. Mahendrakumar Amritlal Gohel is a Practicing Chartered Accountant specializing in Taxation and Audit since 1989. He is a partner at M/s. AMJ & Co. Chartered Accountants, Mumbai.



#### **Ms. Malvika Sahni Sinha** Independent Director

Ms. Sinha was working with Reserve Bank of India from 1982 – 2020. During the period 2017 – 2020 she was designated as ED in-charge of DICGC, Foreign Exchange Dept., Internal Debt Dept., HRM and Department of Govt. and Bank Accounts.



# **Equity Funds**

#### **Bajaj Finserv Flexi Cap Fund**

An open ended equity scheme investing across large cap, mid cap, small cap stocks

#### **Product label**

This product is suitable for investors who are seeking\*:

- Wealth creation/capital appreciation over long term
- Investment in equity and equity related instruments across large cap, mid cap and small cap stocks
- \*Investors should consult their financial advisers if in doubt about whether the product is suitable for them

#### **Bajaj Finserv Large and Mid Cap Fund**

An open ended equity scheme investing in both large cap and mid cap stocks

#### Product label

- This product is suitable for investors who are seeking\*:
- Wealth creation over long term
- Open ended equity scheme investing in both large cap and mid cap stocks
- \*Investors should consult their financial advisers if in doubt about whether the product is suitable for them

### **Hybrid Funds**

#### **Bajaj Finserv Multi Asset Allocation Fund**

#### An open ended scheme investing in equity and equity related instruments, debt & debt derivatives and money market instruments, Gold ETFs, Silver ETFs, exchange traded commodity derivatives and in units of REITs and InvITs

#### **Product label**

This product is suitable for investors who are seeking\*:

- Income generation from fixed income instruments
- Wealth creation/Capital appreciation over long term from investments in equity and equity related securities, Gold ETFs, Silver ETFs, exchange traded commodity derivatives (ETCD) and in units of REITs & InvITs.
- \*Investors should consult their financial advisers if in doubt about whether the product is suitable for them

#### **Bajaj Finserv Balanced Advantage Fund**

An Open Ended Dynamic Asset Allocation Fund

#### Product label

This product is suitable for investors who are seeking\*:

- To generate wealth creation over long term
- Dynamic asset allocation between equity and equity related instruments including derivatives, and fixed income instruments
- \*Investors should consult their financial advisers if in doubt about whether the product is suitable for them

#### **Bajaj Finserv Arbitrage Fund**

An open ended scheme investing in arbitrage opportunities

#### Product label

This product is suitable for investors who are seeking\*:

- Short term income generation
- Income through arbitrage opportunities in the cash and derivatives segments of the equity markets

\*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.

Investors understand that their principal will be at very high risk



Investors understand that their principal will be at Very High risk









Investors understand that their principal will be at Low risk







High

RISKOMETER



Investors understand that their

principal will be at very high risk



### **Debt Funds**

#### Bajaj Finserv Liquid Fund

An open ended liquid scheme with relatively low interest rate risk and moderate credit risk.

#### **Product** label

This product is suitable for investors who are seeking\*:

- Regular income over short term.
- Investment in money market and debt instruments, with maturity up to 91 days.

\*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.

#### Bajaj Finserv Banking and PSU Fund

An open ended debt scheme predominantly investing in Debt instruments of banks, Public Sector Undertakings, Public Financial Institutions and Municipal Bonds with relatively high interest rate risk and moderate credit risk.

#### **Product** label

This product is suitable for investors who are seeking\*:

- Income over short to medium term
- Investment primarily in securities issued by Scheduled Commercial Banks (SCBs), Public Sector undertaking (PSUs), Public Financial Institutions (PFIs), Municipal Corporations and such other bodies

\*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.

#### Bajaj Finserv Money Market Fund

An open ended debt scheme investing in money market instruments with Relatively Low Interest Rate Risk and Moderate Credit Risk

#### **Product** label

This product is suitable for investors who are seeking\*:

- Income over short term.
- Investment in money market instruments that seeks to provide reasonable returns, commensurate with low risk while providing a high level of liquidity.

\*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.

#### Bajaj Finserv Overnight Fund

An open ended debt scheme investing in overnight securities with relatively low interest rate risk and relatively low credit risk.

#### **Product** label

This product is suitable for investors who are seeking\*:

- Regular income over short term that may be in line with the overnight call rates.
- Investment in money market and debt instruments, with overnight maturity.
- \*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.





An open ended exchange traded fund tracking Nifty 50 Index

#### **Product** label

This product is suitable for investors who are seeking\*:

- Wealth creation over long term
- An exchange traded fund that seeks to provide returns that correspond to the returns provided by Nifty 50 Index, subject to tracking error

\*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.

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Investors understand that their principal will be at very high risk



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#### Bajaj Finserv Nifty Bank ETF An open ended exchange traded fund tracking Nifty Bank Index

#### **Product** label

This product is suitable for investors who are seeking\*:

- Wealth creation over long term
- An exchange traded fund that seeks to provide returns that correspond to the returns provided by Nifty Bank Index, subject to tracking error

\*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.

#### Bajaj Finserv Nifty 1D Rate Liquid ETF

An open ended exchange traded fund tracking Nifty 1D Rate Index

#### **Product** label

This product is suitable for investors who are seeking\*:

- Short term savings solution
- An open ended Exchange Traded Fund liquid scheme, that aims to provide returns by investing in securities covered by Nifty 1D Rate Index with low risk and a high level of liquidity, subject to tracking error.
- \*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.

Potential Risk Class (PRC)

#### **Bajaj Finserv Liquid Fund**

POTENTIAL RISK CLASS (PRC)					
Potential Risk Class (Maximum risk the scheme can take)					
Credit Risk	$\rightarrow$	Relatively Low	Moderate (Class B)	Relatively High (Class C)	
Interest Rate Risk	$\downarrow$	(Class A)			
Relatively Low (Class I)			B-I		
Moderate (Class II)					
Relatively High (Class III)					
B-I – A Scheme with Relatively Low Interest Rate Risk and Moderate Credit Risk.					

#### **Bajaj Finserv Banking and PSU Fund**

#### **POTENTIAL RISK CLASS (PRC)**

Potential Risk Class (Maximum risk the scheme can take)					
Credit Risk	$\rightarrow$	Relatively Low (Class A)	Moderate (Class B)	Relatively High (Class C)	
Interest Rate Risk	$\downarrow$	(Class A)			
Relatively Low (Class I)					
Moderate (Class II)					
Relatively High (Class III)			B-III		
B-III – A Scheme with Relatively High Interest Rate Risk and Moderate Credit Risk.					



#### RISKOMETER



### Bajaj Finserv Money Market Fund

POTENTIAL RISK CLASS (PRC)					
Potential Risk Class (Maximum risk the scheme can take)					
Credit Risk	$\rightarrow$	Relatively Low (Class A)	Moderate (Class B)	Relatively High (Class C)	
Interest Rate Risk	$\downarrow$	(Class A)			
Relatively Low (Class I)			B-I		
Moderate (Class II)					
Relatively High (Class III)					
B-I – A Scheme with Relatively Low Interest Rate Risk and Moderate Credit Risk.					

### Bajaj Finserv Overnight Fund

<b>POTENTIAL RISK CLA</b>	SS (PRC				
Potential Risk Class (Maximum risk the scheme can take)					
Credit Risk	$\rightarrow$	Relatively Low (Class A)	Moderate (Class B)	Relatively High (Class C)	
Interest Rate Risk	$\downarrow$	(Class A)			
Relatively Low (Class I)		A-I			
Moderate (Class II)					
Relatively High (Class III)					
A-I – A Scheme with Relatively Low Interest Rate Risk and Relatively Low Credit Risk.					

### Bajaj Finserv Nifty 1D Rate Liquid ETF

POTENTIAL RISK CLASS (PRC)					
Potential Risk Class (Maximum risk the scheme can take)					
Credit Risk	$\rightarrow$	Relatively Low (Class A)	Moderate (Class B)	Relatively High (Class C)	
Interest Rate Risk	$\downarrow$	(Class A)			
Relatively Low (Class I)		A-I			
Moderate (Class II)					
Relatively High (Class III)					
A-I – A Scheme with Relatively Low Interest Rate Risk and Relatively Low Credit Risk.					





# www.bajajamc.com



### **BAJAJ FINSERV ASSET MANAGEMENT LIMITED**

#### **Our Corporate Address**

8<sup>th</sup> floor, E-Core, Solitaire Business Hub, Viman Nagar, Pune - 411014

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

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Bajaj Finserv Asset Management Limited has been referred to as Bajaj Finserv AMC. Bajaj Finserv Limited has been referred to as Bajaj Finserv.