

PRODUCT NAME: Alchemy Discovery

INVESTMENT OBJECTIVE:

The strategy aims at generating long-term returns by investing in small and mid-sized companies in emerging growth sectors.

Fund Manager:

Mr. Hiren Ved, Co-Founder and CIO of Alchemy Capital. He has over 18 years of research and investing experience.

STRATEGY AT A GLANCE:

Category: Equity Diversified; **Launch Date:** 11th Jan 2007

Investment Style: Small & Mid-cap Growth

Benchmark: BSE-Small cap; **Min. investment:** Rs. 1 crore

Exit Load: 4% (During Lock-in only)

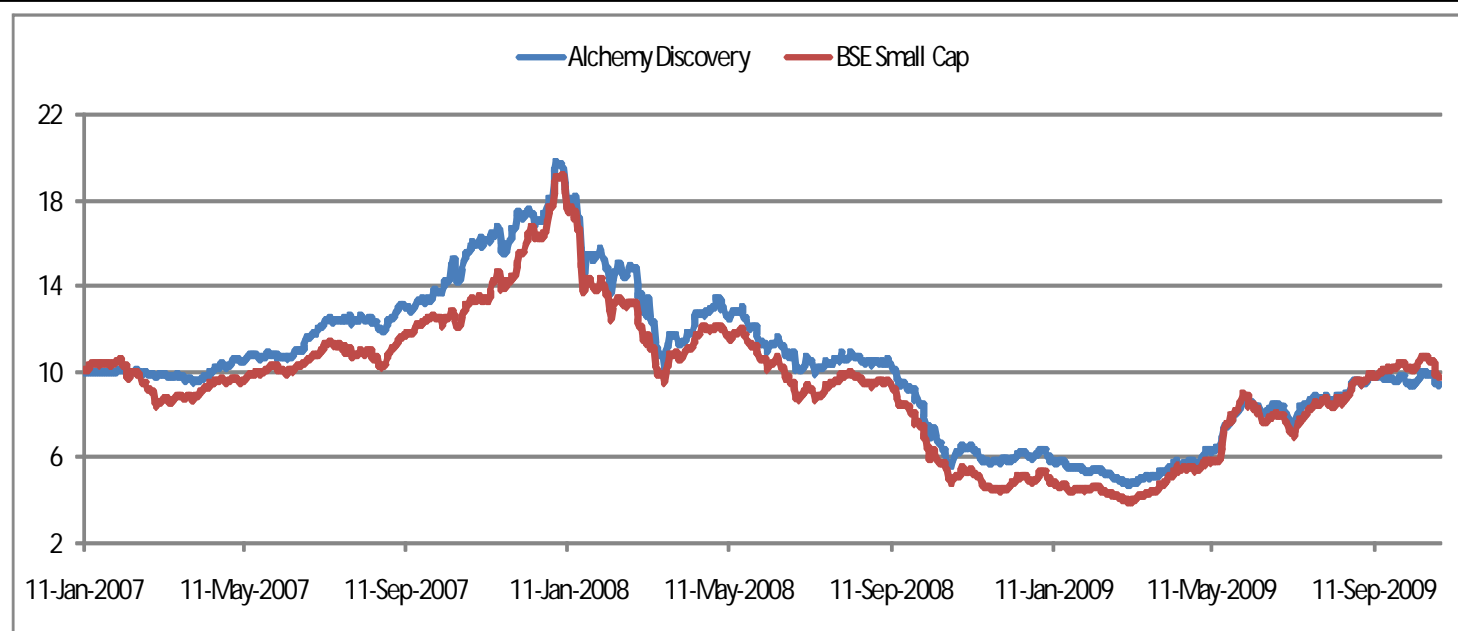
Lock in period: 3 years

Fee Details:

Fixed Fee of 1% p.a. *plus* performance-fee of 25% of returns in excess of 12% p.a. compounded for 3 years (charged at the end of 3 years)

WHY Alchemy Discovery?

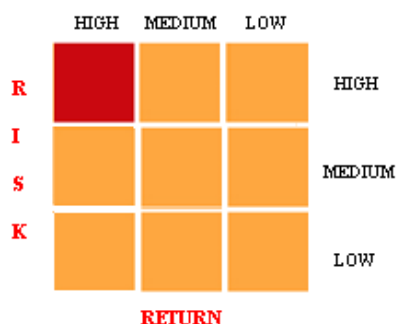
- As the Indian economy grows and modernizes, many new growth sectors would emerge
- The Alchemy Discovery strategy would primarily seek to identify and invest in companies
 - Which have the potential to be successful players in these new emerging opportunities and/or
 - Which by virtue of their differentiated/unique business model/IPRs/Positioning in any industry possess potential to deliver superior growth and hence returns
- The approach is akin to private equity style of investing but in the public listed space. The fund manager may choose to participate in QIPs or Pre-IPO opportunities



Style Box



Risk vs. Return



Returns as on 31/10/2009

Duration	Scheme	Benchmark
6 mths	62.5%	79.1%
1 year	50.8%	87.5%
3 yrs	N.A.	N.A.
5 yrs	N.A.	N.A.

RATIO ANALYSIS:

Parameter	Alchemy Discovery (since inception)	Benchmark (since inception)
Std. Dev.	29.4%	32.2%
Sharpe	-0.32	-0.29
Beta	0.76	1

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