

PRODUCT NAME: Alchemy Leaders

INVESTMENT OBJECTIVE: The strategy aims at generating long-term returns by investing in Large-Cap equities.

Fund Manager: Mr. Chandraprakash Padiyar is portfolio manager with over 9 years of research and investing experience. He is an MBA and CFA by qualification. He started his career in equity research and analysis at UTI Mutual Fund and later graduated to be a portfolio manager managing assets across various equity schemes totaling Rs. 2500 crores. He is a portfolio manager with Alchemy since April 2007.

STRATEGY AT A GLANCE:

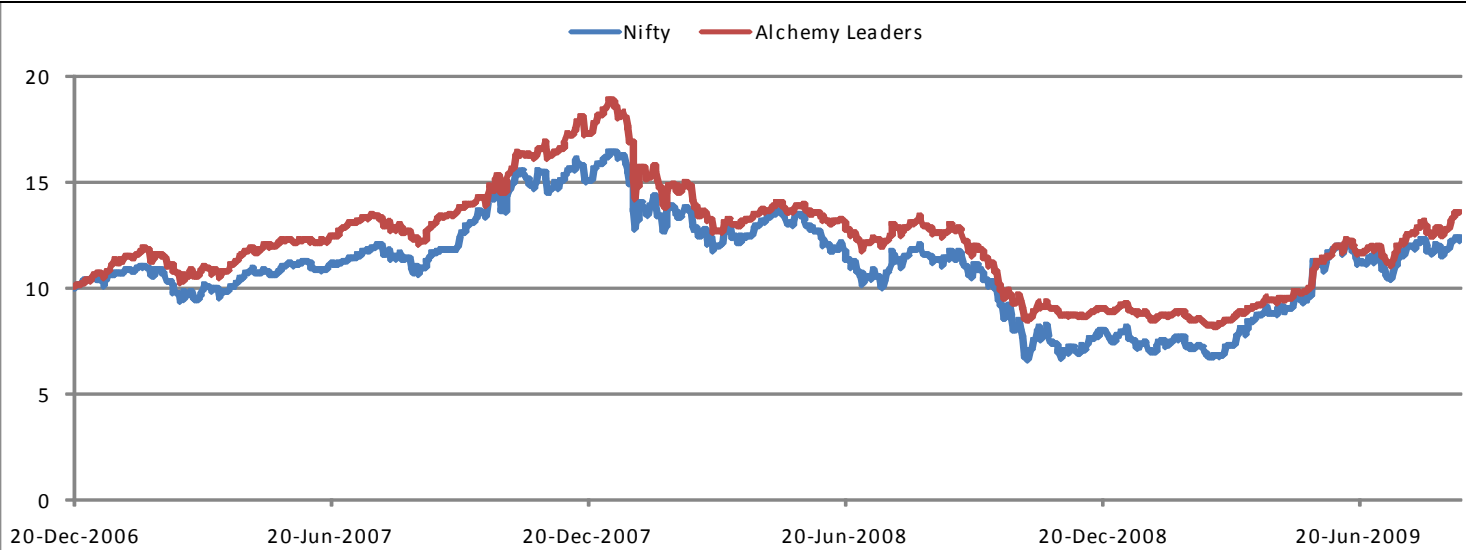
Category: Equity Diversified; **Investment Style:** Large-cap Growth
Type: Open Ended; **Launch Date:** 21st Dec 2006
Benchmark: S&P CNX-Nifty; **Min investment:** Rs.50 lacs
Exit Load: No Exit Load
Suggested Time Horizon: 3 years

Fee Details:

Fixed fee of 2% p.a. charged quarterly *plus* 15% profit sharing on outperformance over benchmark Nifty.

WHY Alchemy Leaders?

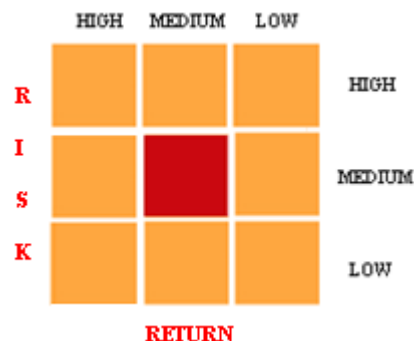
- Focuses on companies with market capitalization > Rs. 3000 crores. This universe gives us an opportunity to invest in larger mid caps and large cap companies across the leading sectors.
- The philosophy behind this strategy is to invest in growth companies which have achieved scale and have either reached or have potential to be amongst the leaders in their field/industry segments. Typically these companies would have experience of operating through good-bad business cycles.
- Our extensive top-down and bottom-up approach helps build a portfolio of high conviction ideas to deliver steady returns.
- This strategy has delivered consistent and superior returns as indicated by the sharpe ratio compared to the benchmark (CNX Nifty)



Style Box



Risk vs. Return



Returns as on 31/08/2009

Duration	Scheme	Benchmark
6 mts	59.34%	68.69%
1 year	7.12%	6.93%
3 yrs	N.A.	N.A.
5 yrs	N.A.	N.A.

RATIO ANALYSIS:

Parameter	Alchemy Leaders (since inception)	Benchmark (since inception)
Std. Dev.	25.29%	36.71%
Sharpe	0.29	0.08
Beta	0.79	1

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