# KEDIA ADVISORY

Researching Wealth





#### **About Us**

Incorporated in 2004 as Kedia Commodities by Mr. Vijay Kedia. Later on, diversified business into other segments of Financial Markets i.e. Equities, Currencies & Mutual Funds becoming India's 1st Unified Licensed Stock Broker approved by SEBI - 2017.

Today, we offer a wide range of Financial Product & Services from Equities to AIF under one account. A User-Friendly Multi-Asset Trading Platform encompasses Robust Back Office Support.

We are Members of NSE, BSE, MCX, NCDEX, ICEX, and CDSL and are regulated by SEBI.

#### **Mission & Vision**

- To emerge as the one-stop resource and comprehensive solution provider that every investor can contact for all investment needs, support, and advice.
- To reach out to all those investors (retail and corporate), who wish To maximize their returns and be able To easily diversify their portfolios.
- To offer research and personalized services that empower investment with timely updates about the Financial Markets
- To help individuals in creating, managing & preserving Wealth over the long-term horizon.

## **Awards, Achievement & Recognitions**

- Business Excellence Award by Zee Business, 2016
- 1st Company in the Country with Unified Stock Broking License Approved by SEBI, 2017
- Best Commodity Advisory Company Awarded by MCX, 2018
- Best Commodity Advisory by NCDEX, 2021
- Presence as Opinion Board of Zee Business, CNBC, ET Now & other prominent Business Channels

## Management

Mr. Vijay Kedia Founder & Managing Director

Mr. Ajay Kedia Director & Head of Research

Mr. Aakash Bansal Director & Business Head

Mr. Sanchit Taksali, CFP^CM Independent Director



#### Introduction

"Wealth can only be created, if it is Managed wisely while Preserving its Legacy."

In the last 40 years, the Indian Stock Market has given an annualized return of 15% i.e. bringing the compounding effect of money doubling in every 5 Years. Thus, any investor who stays invested in the Indian Stock Market with a corpus of just Rs. 100 in the 1980s has created a wealth of Rs. 26,786.35/(the Year 2021) which is a whopping 267x multiple of return over the period.

Wealth comes with an option of Time. It has been proven, that investors who follow the Strategy of Asset Allocation created wealth for themselves as well as for their Future Generations.

Creating Wealth is not just about Equity Investments - It is more of an Asset Allocation into the Right Asset Classes with Proper Diversification. In India, before 1992, the Asset Classes has been limited to Real Estate, Stocks, Mutual Funds, Gold, Silver & Other Precious metals. With Globalization & Liberalization comes into the effect, the traditional Asset Classes have been transformed into Alternative Investments. Offering Investors, the option to choose varieties of products/services for their Portfolio

As a great saying,

"With more Power comes, Greater Responsibilities."

Similarly,

"With more Investment Options, the greater are the chances to hedge against the unknown Risk."

"At Kedia Capital Services, we always believe in providing Quality Services to both our team as well as to our customers.

Thus, in the year 2020, after the approval of the SEBI Registered Investment Advisory License - We started diversifying our Product/Service Basket to provide our prestigious clients with Right Investment Avenues under an umbrella.

Resulting in, Save Time, Effort & Cost in our customer's pockets.

Investing Money is Simple, but Managing these investments requires expertise & experience which, at Kedia Capital Services incorporated at its root since 2004.

And will continue to do so..."

"This is our Monthly Recommended Portfolio Performance Report for our esteemed Clients & our Internal Team members for reference purposes. Thus, benefiting both on an individual basis as well as on a societal basis.

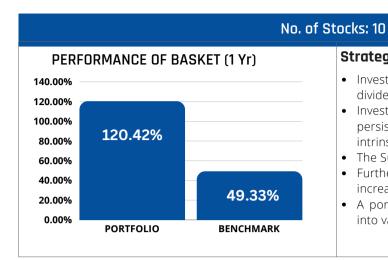
Along with this, it will also, acknowledge our customers in enriching their Knowledge about the available Investment Avenues & the Risk-Reward payoff offered by such avenues.

Investments in any Financial Instruments are Subject to Market Risk. Please Always Consult with SEBI's Registered Investment Advisor or Kedia's Wealth Advisor, before taking any investment Decision.

At Kedia Capital Services, we continuously try to aware as many individuals as possible of Financial Literacy & Inclusion through Investor Awareness Program, Online Webinars, Weekend's #KediaTalks, and much more.

Mr. Ajay Kedia, (Director)

Mr. Sanchit Taksali, CFP (Independent Director)



#### Strategy Snapshot

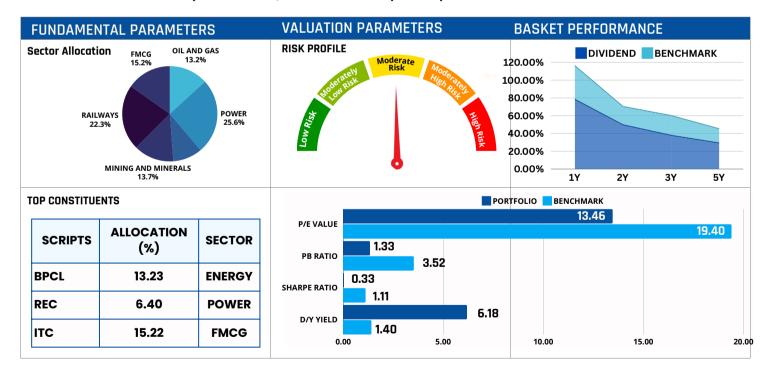
 Investors can invest in companies with high and sustainable dividend yields comparable to or higher than fixed income returns

Benchmark: NIFTY DIVIDEND OPPORTUNITY 50

- Investors should focus on companies with strong balance sheets, persistent competitive advantages, and are available at a discount to intrinsic values.
- The Super Normal portfolio currently with a high dividend yield.
- Further, the companies could grow and their dividends would increase as well.
- A portfolio can have significantly lower volatility as it is diversified into various sectors and industries

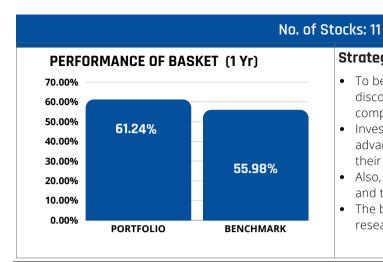
PERFORMANCE (AS OF 02/05/24)	1 YEAR	2 YEAR (CAGR)	3 YEAR (CAGR)	5 YEAR (CAGR)
PORTFOLIO	120.42%	71.83%	45.26%	23.90%
BENCHMARK	49.33%	28.09%	23.70%	17.45%
ALPHA GENERATED	71.09%	43.73%	21.56%	6.44%

Minimum Investment Required: Rs. 50,000/-. SIP & Lumpsum Option Available



## **Equity Return Calculator**

If you had made a LUMPSUM investment of Rs 5,00,000 in a Dividend Basket 3 Years Ago, your Investment would be worth Rs 15,32,579.30 with a profit of +45.26% (3-year CAGR)



### Strateav Snapshot

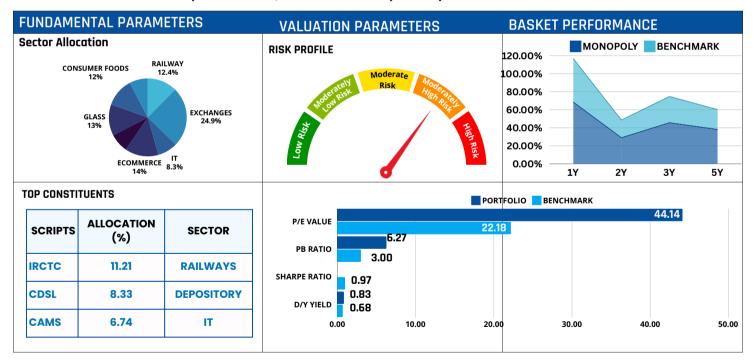
 To bet on the Indian Monopoly giant which is trading at almost 50% discount enjoys a high market share, and has an edge over their competitors

Benchmark: NIFTY MIDCAPMIDCAP 50

- Invest in businesses that rule their respective industry or areas. take advantage of their present and prospective positions while lowering their risk through diversification.
- Also, These companies also have a specific moat in their businesses and they also have clear growth paths and earnings visibility
- The basket comprises 10 stocks that are selected by Kedia Advisory research team

PERFORMANCE (AS OF 02/05/24)	1 YEAR	2 YEAR (CAGR)	3 YEAR (CAGR)	5 YEAR (CAGR)
PORTFOLIO	61.24%	24.64%	25.59%	31.89%
BENCHMARK	55.98%	20.01%	23.18%	24.23%
ALPHA GENERATED	5.26%	4.63%	2.42%	7.66%

Minimum Investment Required: Rs. 50,000/-. SIP & Lumpsum Option Available



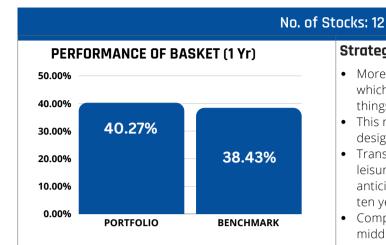
## **Equity Return Calculator**

If you had made a LUMPSUM investment of Rs 5,00,000 in a Monopoly Basket 3 Years Ago, your Investment would be worth Rs 9,90,549.04 with a profit of +25.59% (3-year CAGR)

# CONSUMPTION BASKET SNAPSHOT



**Benchmark: NIFTY CONSUMPTION** 

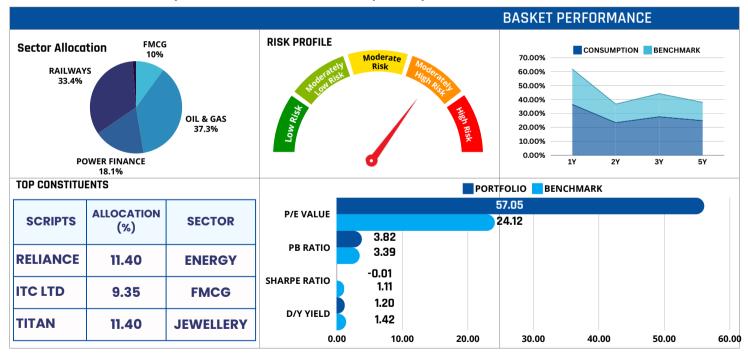


## Strategy Snapshot

- More people in the middle class have more discretionary income, which is the amount of money they have left over after paying for things like food and housing.
- This revenue is used to purchase upscale goods like cosmetics, designer clothing, entertainment, etc.
- Transportation, food & beverage, education, entertainment & leisure facilities, and other areas will be directly impacted by the anticipated growth in discretionary expenditure during the coming ten years.
- Companies that are anticipated to gain from the expansion of the middle class in India are included in this stock basket.

PERFORMANCE (AS OF 02/05/24)	1 YEAR	2 YEAR (CAGR)	3 YEAR (CAGR)	5 YEAR (CAGR)
PORTFOLIO	40.27%	23.70%	25.21%	22.17%
BENCHMARK	38.43%	21.54%	20.81%	17.33%
ALPHA GENERATED	1.84%	2.16%	4.40%	4.85%

Minimum Investment Required: Rs. 50,000/-. SIP & Lumpsum Option Available



## **Equity Return Calculator**

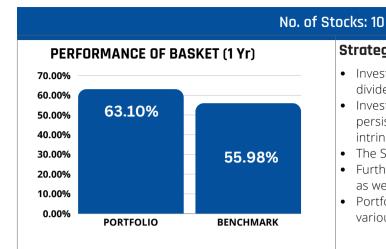
If you had made a LUMPSUM investment of Rs 5,00,000 in a Consumption Basket 3 Years Ago, your Investment would be worth Rs 9,81,526.44 with a profit of +25.21% (3-year CAGR)

# LEADERS NEXT BASKET

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**Benchmark: NIFTY NEXT 50** 

## **SNAPSHOT**

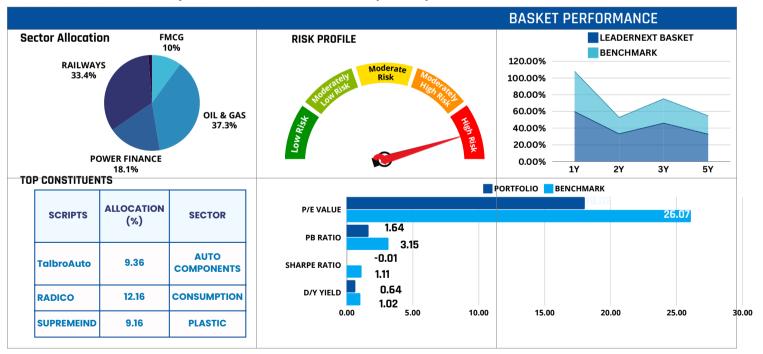


### Strategy Snapshot

- Investors can invest in companies with high and sustainable dividend yields comparable or higher than fixed income returns
- Investors should focus on companies with strong balance sheets, persistent competitive advantages and are available at a discount to intrinsic values
- The Super Normal portfolio currently with a high dividend yield.
- Further, the companies could grow and their dividends would grow as well.
- Portfolio can have significantly lower volatility as it is diversified into various sectors and industries

PERFORMANCE (AS OF 02/05/24)	1 YEAR	2 YEAR (CAGR)	3 YEAR (CAGR)	5 YEAR (CAGR)
PORTFOLIO	63.10%	38.79%	41.51%	29.63%
BENCHMARK	55.98%	20.01%	23.18%	24.23%
ALPHA GENERATED	7.12%	18.78%	18.34%	5.39%

Minimum Investment Required: Rs. 55,000/-. SIP & Lumpsum Option Available



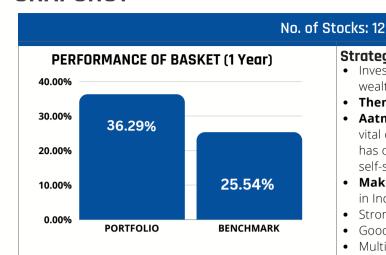
## **Equity Return Calculator**

If you had made a LUMPSUM investment of Rs 5,00,000 in a Leader Next Basket 3 Years Ago, your Investment would be worth Rs 14,17,004.44 with a profit of +41.51% (3-year CAGR)

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Benchmark: NIFTY 50

## **NXT-25 PREMIUM BASKET SNAPSHOT**

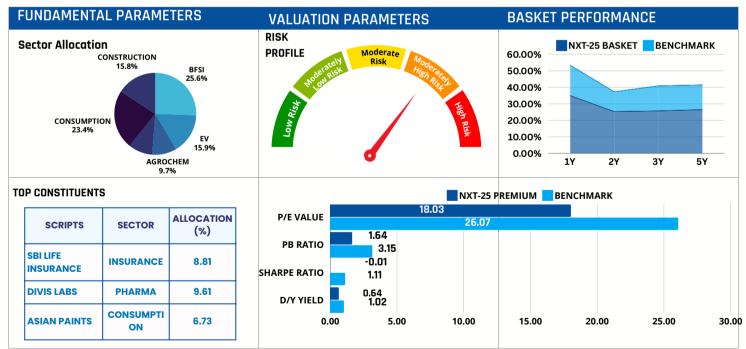


#### Strateav Snapshot

- Invests in businesses that have the potential to increase your wealth multiple times over the next few years
- Theme:
- AatmaNirbhar Bharat- In order to make India a "larger and more vital component of the global economy," the Indian Prime Minister has developed policies that are effective, competitive, robust, and self-sustaining.
- Make in India is an initiative to entice businesses to manufacture in India and to promote targeted manufacturing investments.
- Strong Balance Sheet and Minimal Book Debt.
- Good management ethics, skills, and performance history.
- Multi-cap Strategy

PERFORMANCE (AS OF 02/05/24)	1 YEAR	2 YEAR (CAGR)	3 YEAR (CAGR)	5 YEAR (CAGR)
PORTFOLIO	36.69%	22.75%	21.70%	20.43%
BENCHMARK	24.01%	15.05%	14.85%	14.31%
ALPHA GENERATED	12.68%	7.69%	6.84%	6.12%

## Minimum Investment Required: Rs. 1,00,000/-. SIP & Lumpsum Option Available

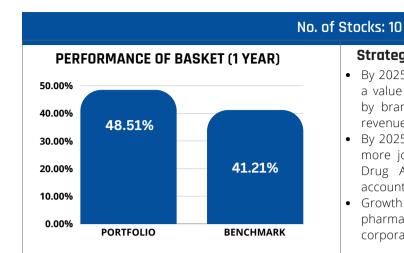


## **Equity Return Calculator**

If you had made a LUMPSUM investment of Rs 5,00,000 in an NXT-25 PREMIUM Basket 3 Years Ago, your Investment would be worth Rs 9,01,174.90 with a profit of +21.70% (3-year CAGR)



Benchmark: NIFTY PHARMA

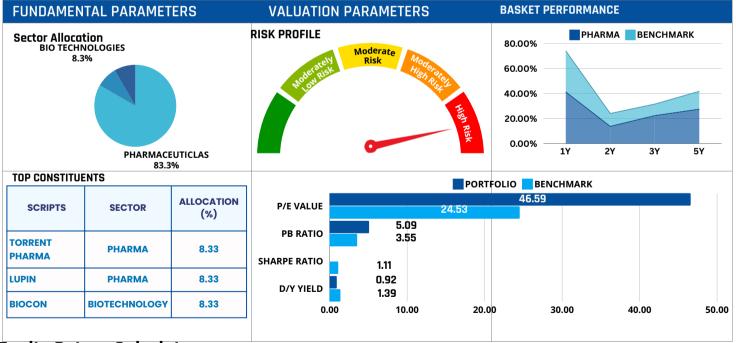


#### Strategy Snapshot

- By 2025, the Indian pharmaceutical industry is anticipated to reach a value of \$100 billion. The pharmaceuticals market is dominated by branded generics, which account for around 80% of market revenues
- By 2025, the pharmaceutical industry is predicted to create 58,000 more job openings. The USFDA approved 336 Abbreviated New Drug Applications (ANDAs) from Indian businesses in 2019, accounting for 40% of all final ANDA approvals.
- Growth is anticipated to be fueled by a big pipeline of high-value pharmaceuticals and a drop in regulatory alerts for larger corporations.

PERFORMANCE (AS OF 02/05/24)	1 YEAR	2 YEAR (CAGR)	3 YEAR (CAGR)	5 YEAR (CAGR)
PORTFOLIO	48.51%	15.46%	14.27%	27.81%
BENCHMARK	41.21%	9.22%	10.63%	15.80%
ALPHA GENERATED	7.30%	6.24%	3.64%	12.01%

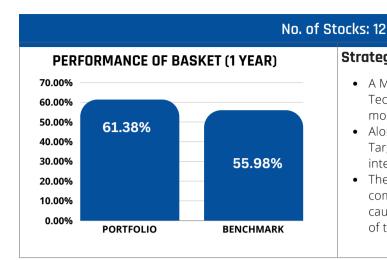
#### Minimum Investment Required: Rs. 50,000/-. SIP & Lumpsum Option Available



**Equity Return Calculator** 

If you had made a LUMPSUM investment of Rs 5,00,000 in a Pharma Basket 3 Years Ago, your Investment would be worth Rs 7,46,043.37 with a profit of +14.27% (3-year CAGR)





### Strategy Snapshot

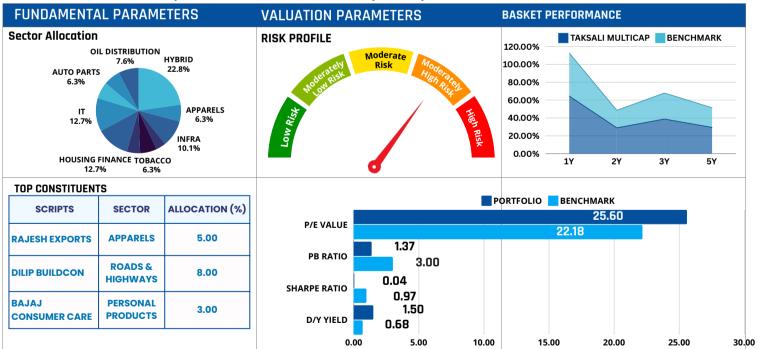
• A Multi-Cap Basket: The companies are chosen based on the Techno-Funda Strategy, paying close attention to the business model and the management approach used to build it over time.

Benchmark: NIFTY MIDCAP 50

- Along with an emphasis on the sector-specific Y-o-Y & Q-o-Q Target Performance, in order to achieve the stock basket's intended goal of serving as a money manager.
- The majority of the stock selection process is centered on company performance and economic conditions, which can cause quality companies to underperform over time, regardless of the index.

PERFORMANCE (AS OF 05/05/24)	1 YEAR	2 YEAR (CAGR)	3 YEAR (CAGR)	5 YEAR (CAGR)
PORTFOLIO	61.38%	25.72%	28.56%	26.05%
BENCHMARK	55.98%	20.01%	23.18%	24.23%
ALPHA GENERATED	5.40%	5.71%	5.38%	1.82%

#### Minimum Investment Required: Rs. 50,000/-. SIP & Lumpsum Option Available

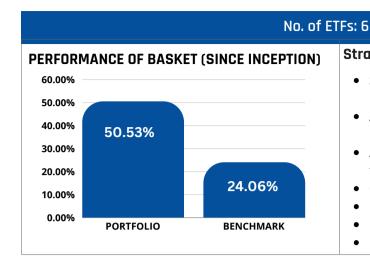


## **Equity Return Calculator**

If you had made a LUMPSUM investment of Rs 5,00,000 in a Taksali MultiCap Basket 3 Years Ago, your Investment would be worth Rs 10,62,417.70 with a profit of +28.56% (3-year CAGR)



Benchmark: NIFTY 50

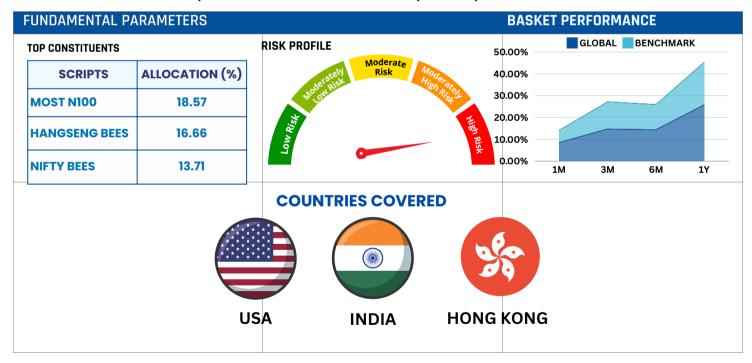


#### **Strategy Snapshot**

- **Strategy:** A Blend of MF & ETF to generate maximum return on investments for investors.
- A Blend of Investments into the International Markets with Bluechip Companies across the world.
- A Portfolio for investors who want to expose or Diversify their portfolio with respect to world markets.
- Geographical Diversification
- Invest in Leaders & Innovators across the globe
- Potentially higher returns to INR Depreciation
- Possibilities for Growth

PERFORMANCE (AS OF 02/05/24)	1 YEAR	2 YEAR (CAGR)	3 YEAR (CAGR)	5 YEAR (CAGR)
PORTFOLIO	50.53%	16.62%	14.23%	17.13%
BENCHMARK	24.06%	15.08%	10.87%	14.32%
ALPHA GENERATED	26.47%	1.55%	3.36%	2.81%

Minimum Investment Required: Rs. 50,000/-. SIP & Lumpsum Option Available



## **Equity Return Calculator**

If you had made a LUMPSUM investment of Rs 5,00,000 in a Global-Domestic Basket Since the inspection, your Investment would be worth Rs 7,45,212.38 with a profit of +14.23% since last 1 Year



## **OUR EXPERT ANALYSTS**



MR. AJAY KEDIA
DIRECTOR
HEAD OF RESEARCH

Leading SEBI Registered Research House into the business since 2004. With 18+ Years of Experience in Providing Technical & Fundamental Research Services as Market Leader in Equities, Commodities & Currencies.



MR. SANCHIT TAKSALI, CFP

INDEPENDENT DIRECTOR, HEAD OF INVESTMENTS

Independent Director
7+ years of Financial Industry Experience
Created awareness among 2000+ individuals and 30+ Corporates on Financial Literacy
Established a Club of 20k+ members on Clubhouse - The Indian Stock Market



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## **KEDIA STOCKS & COMMODITIES RESEARCH PVT. LTD.**

**SEBI REGISTRATION NUMBER. INHO00006156** 

Email: info@kediaadvisory.com | URL: www.kediaadvisory.com | Contact: +91 8069159941

Regd.Off.: 1, 2, 3 & 4, 1st Floor, Tulip Bldg, Flower Valley Complex, Khadakpada Circle, Kalyan-(W), Mumbai-421301, Maharashtra











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