



# COGNITO

Portfolio Management Services



## INTRODUCTION

Cognito is the flagship Discretionary Portfolio Management Scheme of Parag Parikh Financial Advisory Services Limited (PPFAS), a Company founded by Late Mr. Parag Parikh in 1992. Over the past 28 years, it has grown steadily, and today, enjoys widespread reputation for integrity and prudence. It also holds the privilege of being one of the first SEBI Registered PMS providers in the country, having secured its License in 1996.



Late Mr. Parag Parikh  
Founder (PPFAS)



## INVESTMENT OBJECTIVE



The investment objective of PPFAS as a portfolio manager is to optimise the annualized return on the funds placed with PPFAS through a judicious deployment in capital/money market instruments, mutual fund units or derivatives based on a professional, detailed assessment and evaluation of all relevant macro and micro factors pertaining to the economy and industry and to generate long term capital growth from and actively managed portfolio while at the same time evaluating the risk associated with the investments.

Cognito is permitted to invest in Indian Equity, Mutual Funds and Debt securities and undertake positions in the Derivatives market for the purpose of cash-equitisation. However, it is prohibited from investing in overseas securities as well as taking speculative positions in the Derivatives market. The portfolio manager shall not leverage the portfolio of its clients for investment in the Derivatives market.

Buying securities at a discount to intrinsic value will help to create value for investors. We aim to avail of such opportunities, whenever available. We also intend to hold every constituent in our portfolio for several years, unless certain circumstances dictate otherwise. This will automatically reduce the churn in the portfolio, thereby resulting in a more tax-efficient investment for you.

\* Long Term refers to an investment horizon of 5 years and more.



## FOUR-STEP INVESTMENT PROCESS

- Identifying Investments
- Fundamental Research
- Valuation Study
- Portfolio Construction



## FUND MANAGER & PRINCIPAL OFFICER

### **Rohil Gandhi**

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He possesses 5 years experience in the investment research field. In his last role, he was part of the Equity Research team at PPFAS Mutual Fund. He started his career as an Equity Research Analyst with Equestar Capital Pvt Ltd.

His qualifications include – CFA Charterholder from CFA Institute (USA), Masters of Commerce (MCom) & Bachelors of Management Studies (BMS) from H.R. College of Commerce & Economics (Part of University of Mumbai).



## OTHER DETAILS

### Minimum Investment Amount

The SEBI prescribed minimum amount per client is Rs. 50 lakhs.

### Fund Management Fee

1. Through Distributor - Fixed Fee of 2% p.a. + GST
2. Direct - Fixed fee of 1% p.a. + GST

### Portfolio View

You may view your portfolio at any time, by accessing your [Account online](#).

Your portfolio - and the returns - will also be audited by a qualified Auditor once a year.

### Income Tax treatment

Short-Term and Long Term Capital Gains will be taxed at the rates in force in the Assessment Year of incidence.

Please [contact us](#) in case you desire to know more.