



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 maximize 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 an actively managed portfolio.

Cognito is permitted to invest in Indian Equity 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

Prithvinath Gaddam



Prithvinath has 5 years of experience in the investment research field. In his last role, He was part of the Equity Research team at PPFAS Mutual Fund. Previously, he was the Fund Manager of Cognito, the flagship Discretionary Portfolio Management Scheme of Parag Parikh Financial Advisory Services Limited (PPFAS). He Started his career as a rating analyst with CARE Ratings.

His qualifications include - PGDM (Financial Services) from K. J. Somaiya Institute of Management, Mumbai and B.Tech (Electronics & Communications Engineering) from Gitam University, Visakhapatnam. He cleared NISM-Series-XXI-B: Portfolio Managers Certification Examination and is also pursuing his CFA Charter, and has completed Level 1 as of date.



OTHER DETAILS

Minimum Investment Amount

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

Fund Management Fee

2% per annum + 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.