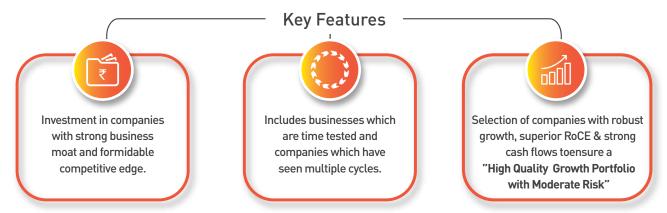


What is Alpha Bluechip?

Alpha Bluechip is an unconstrained, concentrated portfolio of best-in-class companies across different sectors and market capitalizations. A high quality growth portfolio which intends to generate superior risk adjusted returns.



Investment Universe, Process & Strategy

- Defined investment universe to include companies with good quality businesses, strong track record and corporate governance
- Confluence of Sector/Company research; Regular expert/ management interaction
- Portfolio Construction based on best ideas on bottoms up basis
- Zero tolerance to Quality risk; Minimize Price/Volatility & Liquidity risk

USP



Investment in companies with Sustainable Quality Growth to ensure compounded returns



Rebalancing Strategy

- Change in the outlook on business growth
- New idea generation

For Whom?

Investors with a aggressive risk appetite and an investment horizon of minimum 3-5 years

Basic Details

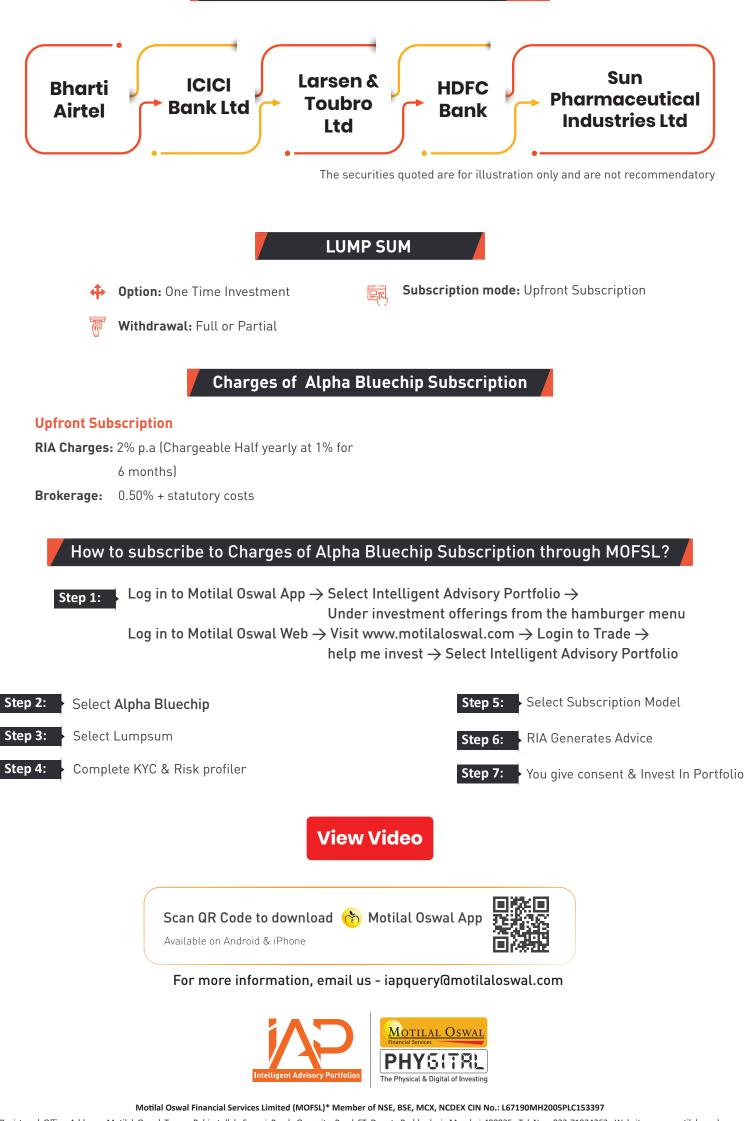
NO. OF STOCKS 20-25

BENCHMARK Nifty 200

RISK Aggressive TIME FRAME 3-5 years







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