



Risk.Return.Optimized.



ESTEE'S PORTFOLIO MANAGEMENT SERVICES

Use Power Of Systematic Investing
To Build Wealth



Institutional Member
of the Year Award 2019

Estee Group

Estee is a quant and analytics driven firm that was founded in 2008 when algorithmic trading was permitted by SEBI in India. Estee mastered the art of applying quant to investment approach and pioneered algorithmic investment products

- Pioneers in quant investing in India
- Strong performance track record
- Trusted by 18000+ Clients-(PMS & Investment advisory)
- INR 1500CR+ Assets Under Management.

Our Core Investment Beliefs

- Purely systematic approach
- No human intervention
- Huge focus on research and backtesting before making the portfolios open to external investors
- Ongoing research to update the model as per changing market conditions approach

LONG ALPHA

Long only Equity Strategy



Successful track record of 6+ years



Delivered active annualised return of 14% since inception



Lower volatility as compared to BSE 500 Index

Min. Subscription Amount	Hurdle	Expected Returns	Gross Returns (Annualized)
50 Lacs	Nifty 50	S&P BSE 500 + 5%	27.93%

Fund Performance:

	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC	Returns Long Alpha	Returns BSE 500 TRI
2018									(8.3%)	(2.8%)	(0.9%)	1.2%	(10.7%)	(7.9%)
2019	(4.1%)	(3.5%)	4.8%	(0.03%)	5.2%	0.3%	(8.4%)	1.7%	6.3%	7.1%	(0.8%)	1.8%	9.7%	8.9%
2020	5.3%	(3.1%)	(9.9%)	11.2%	(0.3%)	5.0%	7.8%	5.2%	10.7%	(1.9%)	3.9%	5.8%	45.2%	18.4%
2021	0.05%	8.3%	6.0%	4.3%	5.2%	5.6%	4.7%	2.2%	2.5%	(0.1%)	1.7%	4.7%	55.8%	31.6%
2022	(2.1%)	(7.0%)	6.3%	(0.01%)	(9.1%)	(5.8%)	9.7%	4.0%	0.7%	0.2%	3.1%	(2.0%)	(3.5%)	4.7%
2023	(3.2%)	(2.1%)	0.6%	6.6%	5.0%	3.7%	8.1%	4.4%	8.2%	(2.6%)	9.17%	9.82%	57.9%	26.6%
2024	9.9%	(1.9%)	(1.4%)	5.9%	2.0%	7.89%	8.5%	0.8%	0.7%	(8.9%)	(0.8%)	1.01%	24.4%	15.8%
2025	(9.8%)	(9.64%)	6.82%	4.19%	7.0%	4.63%	(2.90%)	(0.60%)					(1.93%)	1.24%

Measure (Since Revamp-May'19)	Estee Long Alpha	S&P BSE 500 TRI
Gross Return	27.93%	15.60%
Standard Deviation (Annualized)	18.26%	18.19%
Max Drawdown	-28.01%	-30.3%

Standard Fee Plan:

- 2.4 % Fixed Fee p.a.
- 1.5 % Fixed Fee p.a. & 15% Performance fee over hurdle (Nifty 50)
- 0 % Fixed Fee p.a. & 40% Performance fee over hurdle (Nifty 50)

I-ALPHA

Market neutral arbitrage product



Successful track record of 15+ years



Delivered annual returns of 11.8% since inception



ZERO negative months since inception

Min. Subscription Amount	Hurdle	Expected Returns	Active Returns (Annualized)	CAGR (Since Launch)
1 Crore	RBI Repo Rate	FD + 2%	4.7%	11.8%

Fund Performance:

Measure	Since Inception (Sep 2009)	12 Months	6 Months
Annualized Net Returns	11.7%	9.7%	9.4%
Excess Return Over Risk Free	4.7%	3.2%	3.3%
Excess Return Over Crisil Composite Bond Fund Index	3.7%	2.5%	2.0%
Standard Deviation	1.7%	1.4%	1.4%
Sharpe Ratio	2.2	1.8	1.5

Standard Fee Plan:

	Option 1	Option 2
Fixed Fees	1.00% Per Annum (Charge Quarterly)	2.50% Per Annum (Charge Quarterly)
Hurdle	Deposit Rate	Not Applicable
Estee's Performance Share Above Hurdle	35%	NIL

About Management



Mr. Sandeep Tyagi

Founder & CEO Estee Advisors

Sandeep has 30+ years of experience in portfolio management, analytics, and consulting. He is an alumni of IIT Delhi and Columbia Business School.

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Mr. Vivek Sharma

Head- India Asset Management

Vivek has 20+ years of experience in trading and investment management. He pursued Bachelors and Masters in Technology from IIT Kharagpur.

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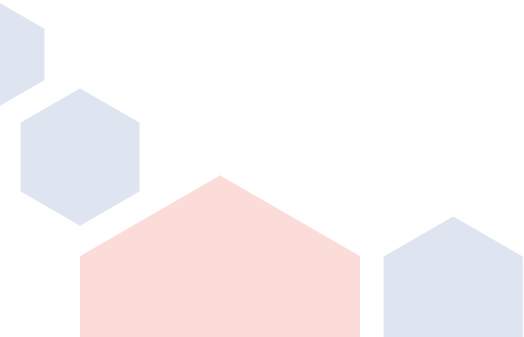
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Expected return numbers may be based on back test data or historical performance, and actual returns may vary significantly and may include extended periods of losses.

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Thank You

For your interest!

For any information about Estee,
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