



Dear Guest,

We are delighted and would like to thank you for showing interest in Vivekam. Vivekam has been successful in turning many dreams into realities for retail investors with its novel approach through the process of investment cycle. The results have been outstanding with the growth witnessed by retail investors' corpus being higher than the highest possible with any diversified equity mutual fund in the country.

However, we often notice that some of the interested members have difficulty in comprehending the scope of work carried by Vivekam and how it could be used for an individual investor's advantage. To offer an insight into the functioning of Vivekam, we outline the process through which Vivekam helps investors enrich themselves.

1. *Starting up with Vivekam:*

To be helped by Vivekam in every step of investment process, one must become a premium client by paying Rs. 2000 as annual subscription. Once enrolled as a premium client, you can have an interaction schedule with Vivekam's specialized agents on the phone or in person to understand different strategies of investments. If you have problem in identifying an appropriate model strategy, Vivekam's team will guide you in selecting the right strategy. After this process of picking your customized strategy, Vivekam's team would raise a request to enroll you for those products. After raising a request, Vivekam's support team will interact with you to ascertain the amount you intend to invest and the periodicity of such investments.

2. *Brokerage and Demat accounts:*

Once product enrolment is complete, you will be advised to open a trading account and demat account with one of the brokers empanelled with Vivekam. If you need assistance in this area, Vivekam would be happy to depute one of its team members to help you through the account opening processes. After a trading account and demat account are open with the broker, you will transfer the investment amount to your trading account and inform Vivekam.

3. *Initiation of Investment Strategy:*

Vivekam will confirm your investment with the broker before setting the order generation process for your account in motion. Vivekam's system will identify the most undervalued growth stocks and build a model portfolio for your investment. It will communicate to you through SMS and email the number of shares to be bought for each such identified stock.

4. *Portfolio Care:*

Vivekam ensures that your portfolio is well diversified with a minimum of five sectors included. It will also ensure that no more than 20% of your investment can go into a single sector.



5. *Care in execution and follow up:*

Vivekam also communicates to your broker for execution of orders on your behalf. Based on your understanding and comfort with the broker, broker will buy the stocks as desired and keep you notified. Broker will also inform Vivekam after execution, provided we have permitted him to do so. This is required in your interest to update your portfolio and for all possible future actions when warranted. Having received the confirmation from broker about your portfolio Holdings, Vivekam follows up with the broker till the shares are credited to your demat account. After this Vivekam's processes will continue to check the prices of each stock at least three times a day to see whether they have reached the target prices as stipulated by Vivekam. On any following day, based on the product you were enrolled, if your stocks reached the target prices during the trading time, Vivekam will send out alerts for their selling to you by SMS and email. It will also send out a message to your broker for execution. Once the selling takes place as desired, the broker informs you and also Vivekam to help update your portfolio position. The value of your sales will be credited to your trading account with the broker. Depending on the time of sale, sometimes Vivekam may advise you to invest such sales proceeds in liquid bees to earn interest on a daily basis. It may also advise you to buy a replacement stock immediately. Such advises are again communicated to you and your broker for timely execution.

6. *Updating portfolios all the time:*

While your stocks are being held Vivekam will continue to look out for updated results on your stocks. As soon as results of any stock in your portfolio are announced, Vivekam updates the same in its database and re-computes the fair value of the stock. If the reported results of the company are below par, Vivekam would advise you to unload the shares immediately. This advice will be sent to you and to your broker immediately for timely action. Since you receive all advises by SMS and email, you may consider giving standing instructions to a broker to execute all advises originating from Vivekam immediately. By doing so, you will save a lot of time and effort in following up the advices from Vivekam. If you had authorized your broker to share your information of transactions with Vivekam, Vivekam updates your portfolio on daily basis and makes it available to you online through web. You can access it as many times as you wish and crosscheck with your broker on the veracity of transactions at any point of time.

7. *Sharing Information Online:*

When you log into Vivekam's website with the given username and password, you will have access to a summary report on each of the products you enrolled. This report will provide the details of your demat Holdings byproduct, their cost of acquisition, their current market value and the target price fixed for them by Vivekam. This report will give you a high degree of comfort since the likely suggested exit price of each stock is announced beforehand and is being updated as and when new information emerges. The report will also contain statistics like IRR (internal rate of return) earned on your investment and what you could have earned if your amount was invested in nifty. Comparing these two numbers will give you an idea on whether



Vivekam did better than nifty or not. There will also be a section that contains details of stocks bought and sold during the period of the report. This report will also show you the amount of dividends earned on your stocks thus far along with profit or loss on squared up transactions.

8. *Sample report:*

A sample report of a client using BIO Growth product is attached for your reference and easy understanding. A brief on Vivekam's approach and research findings are annexed to this note.

Why is Vivekam special and unique from others?

In stark contrast to other analysts, portfolio managers and experts; Vivekam has its roots firmly placed in the reported quarterly financial results of companies for decision making. In our research of 5000 companies over 13 years, we noticed that there is an irrefutable evidence of price formation based on reported operational performance. In fact, the market prices of all the stocks in the universe have moved between high and low determined by Vivekam's processes 81% of times.

Vivekam also noticed that companies reporting improved performance have often been rewarded with increased prices in the next quarter in 87% cases. The methodology followed by Vivekam is to spot performing companies; assigned fair values based on proprietary processes and rank companies in descending order based on the difference between current market price and fair price. This way Vivekam's top list of stocks are those that must be performing well and are trading well below the fair prices determined by Vivekam.

Vivekam is the only company in India to have an interface that lists out top 10 stocks on any given day in the past 12 years and presents status data on whether the stocks had performed better than index or not in the next three months (SPOTS service). Fair prices of all the stocks are updated immediately after announcement of quarterly results to decide on the desirability of a stock to be part of your portfolio or not. Underperforming stocks get sold immediately and are replaced with performing underpriced ones to enhance their chances of capital appreciation.

Vivekam's interface also provides a facility to check how different investment strategies could have performed on user's hypothetical dates of investments showcasing the strength of our products. By deploying these time tested and validated investment strategies Vivekam has succeeded by outperforming and beating the performance of all diversified mutual funds in the country.

Team Vivekam