

MILARS[®]

An equity investment strategy

— Powered by —



— Presenting —

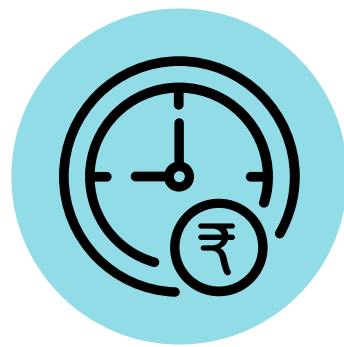
Premium Portfolio Service



WHY MILARS?



Does the **'Buy and Hold'** strategy really work?



Opportunity Cost

When you stay invested in a particular stock regardless of its trend, you lose out on the possible gains which you could have generated by investing in stocks which are actually moving up.

Actively managing your portfolio according to the prevailing market condition is the only way of making consistent profits in the stock market.

After all, what good are unrealised profits if you fail to book them at the right time?



Emotions: Dead or Alive Portfolio

Simply put, emotions are the enemy of an investor. 'Buy and hold' strategy implies being invested throughout both, bull and bear markets.

It is effortless to stay invested during the bull markets when all the portfolios are green and alive, However, during bear markets or abrupt crashes, Investors make decisions based on emotions and sentiments.

If the market has repeatedly rallied after every crash, then why have investors practiced 'Buy and Hold' & booked losses?

So what works?

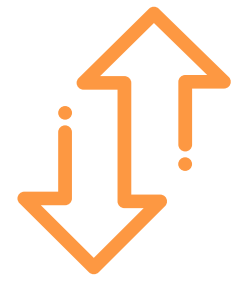




MILARS[®]

An **Award winning strategy**
based on **Six guiding** principles.

M



- Market Direction

- Invest only when the market is in an uptrend.
- Take defensive action when the market begins to weaken.

It is of utmost importance to identify whether one is dealing in the bull market or the bear market. Just like one cannot fly a kite high up in the east when the winds are moving towards the west, one cannot expect their stocks to go high up in a bear market. Even the strongest winners end up giving average returns if the market direction is not in their favour. Simply put,

Your portfolio will soar high up only if it flies in accordance with the winds of MARKET DIRECTION.

The goal of **MILARS** is to perform the quintessential task of riding your profits when market is in an uptrend and protecting your profits or cutting your losses early when the market is in downtrend.



- Industry Ranking

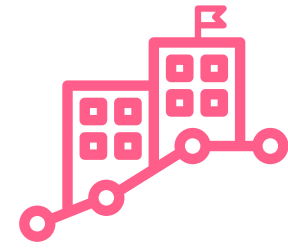
Studies show that 37% of a stock's price movement is directly tied to the performance of the industry group the stock is in. Another 12% is due to strength in its overall sector.

It is important to understand which industries or sectors will flourish in certain market circumstances and which sectors have lived past their best days.

Seasonality, business cycles, changing technology & changing preferences are just the tip of the iceberg in the list of factors which impact industry ranking.

MILARS has exclusively designed Proprietary systems to be ahead of the curve in identifying the leading industries and ranking it according to their growth performance.

The leading industries will most likely be the industries which are experiencing a structural change which will last for some time to come.



- Leading Company

Investors have often sought comfort in familiar stocks which they have heard about over the years. The reason they might be familiar with the stock may be because of their previous performances in the preceding bull runs. However, these previous leaders may not be leaders anymore.

As the saying goes, past performance does not guarantee future returns. These sentimental favourites often turn out to be the dullest laggards in the next bull market.

At MILARS, we only choose leaders.

The next leaders, which are chosen by **MILARS** usually consist of quality earnings and growth profile. In essence, these companies are expanding. Either by gaining market shares from old/unorganised players or by launching new products/services. These companies may not be blue chips or even large caps. But at times these smaller leaders go on to become big names.

A



- Acceleration in Earnings

It is rightly said that profit is the lifeblood of a business. Business earnings have a direct impact on the prices of their stocks. As an investor, what matters most is the earnings of your shares in the company ie the EPS. Accelerating earnings attracts investments from institutional investors. It also denotes expansion which is an ideal feature of quality stocks.

MILARS emphasises on quality in investments & hence focuses on companies with explosive earnings growth showing high price strength.

Recognising real potential & reading between the lines are skills acquired over the years and **MILARS** Research Analysts constantly screen across the Indian equity markets to spot quality stocks with acceleration in earnings.

R



- Relative Price Strength

Relative price strength [RS] comparison is our proprietary rating tool that rates stocks on the basis of their price performance. We have a percentile stock ranking system where we place stocks in different percentiles [1-99] based on their price performance.

The price of stocks discounts everything. When something in the underlying company is structurally changing, it is always reflected in the price.

MILARS's Relative Price Strength [RS] comparison is designed to detect when something is up in the company and whether the stock is under accumulation.

Our Research team then actively works on understanding the reasons behind the price changes & determining its sustainability based on various price levels.

S



- Selling Rules

Exiting your stock at the right time is as important as selecting it. Most Investors suffer from not being able to exit their positions at the right time and end up losing a substantial stake of their gains despite their investments reaching new peaks during their holding period.

Similarly, a lot of investors fail to realise that their stocks will have to generate a return of 100% to just reach the break-even price when in fact it dropped by 50%. It is unlikely for a stock, which dropped by 50% to generate such returns in the short term horizon without any substantial change.

Cut your losses short and let your winners run is the golden rule to optimize profits.

At **MILARS**, we have strict selling rules for both cutting losses and booking profits. We don't budge from our rules at any point which helps us to stay in the game for a very long time. We maintain discipline by enforcing strict usage of the stop-loss tool which shields the portfolio from the negativity/euphoria that is created in the market which is fuelled by speculation.

MILARS Portfolio Services: Key Attributes

A Powerful Investment Strategy Built on Six Guiding Pillars



Stock selection criteria:

MILARS actively focuses on growth oriented stocks which qualify the six guiding principles of the award winning MILARS strategy.



Regular rebalancing

Constant track of your portfolio is maintained & any stocks with deteriorating factors are advised to be sold or replaced with stronger positions. Thereby, ensuring a healthy portfolio.



No. of Stocks in a Portfolio:

MILARS portfolio is comprised of up to 15-20 quality stocks. These stocks are usually 'growth stocks'.

WHY MILARS[®] PAS?



Understanding Of Risk

Equity prices heavily depend on the businesses they belong to, any micro or macro changes that impact those businesses can alter the risk involved in dealing with those securities. Often times, the risk involved in staying invested in a particular security increases beyond the risk appetite of the investor, with the investor himself being no wiser about it.

MILARS constantly tracks not only the stock prices but all the changes in the valuations, financial reports, economic policies, industry or sector-specific news etc to stay ahead of everyone.



Balance In Allocation

It is a common saying that one must never put all his eggs in one basket. It is an implication that emphasizes on the importance of diversification. However, over-diversification will only end up eating your profits. Diversification does not assure a profit and does not protect against loss in declining markets. It is important to understand that Quality always wins over Quantity. **MILARS** Portfolio Service insists on quality.

The **MILARS** research team strictly follows a wide number of criteria while choosing stocks. We also make sure that you maintain a balanced and resilient portfolio at all times, which is neither over diversified nor under diversified.

WHY **MILARS**[®] Portfolio Service?



Emotions Rule Our Investment Decisions

Three key feelings adversely affect the returns: fear, greed, and frustration or impatience. One must always stay calm in investment and business.

MILARS brings logic to investment decisions rather than let emotions take over. Our reliance and disciplined approach towards our six guiding principles enables us to separate emotions from our investment decisions. We strictly believe in pursuing only winners and cutting our losses early so as to maintain ideal investments in our portfolios.

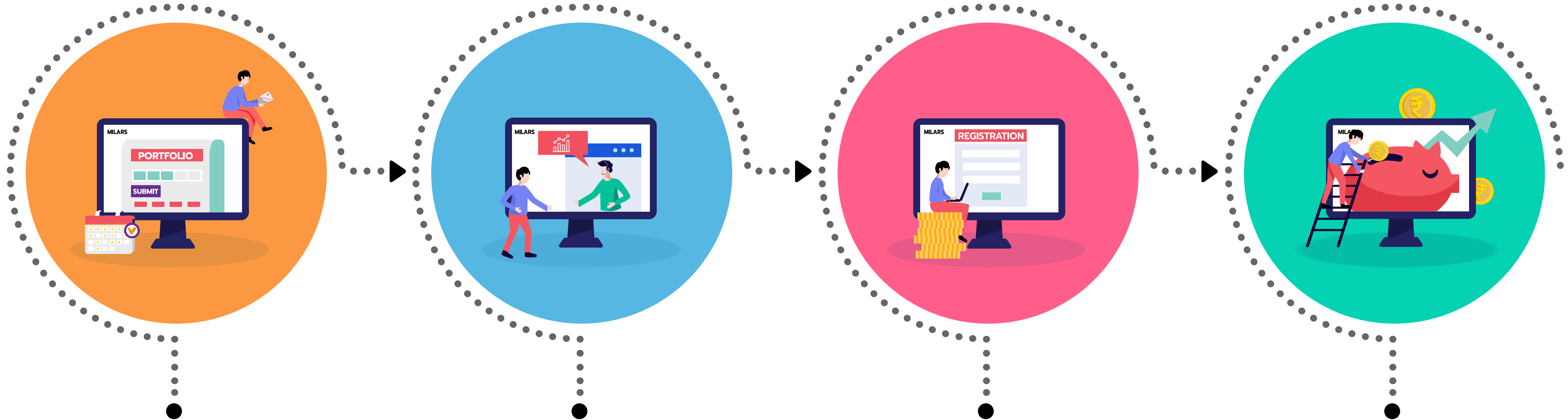


Constant Tracking And Timely Decisions

Most of the investors fail to track their portfolios. The fact that most long-term investors adopt a 'Buy and Hold' portfolio, only to have their investments soar high up and come back down to the initial levels prove it. What good are unrealized profits if you fail to book them at the right time?

MILARS maintains constant track of the investments and makes timely decisions so that unrealised profits can be booked at high levels and reinvested again at opportune levels, thus enabling our investors to utilize the benefit of compounding effect while reducing the invisible burden of opportunity cost to a great extent.

Our process is easy



Submit your portfolio for
MILARS Optimization

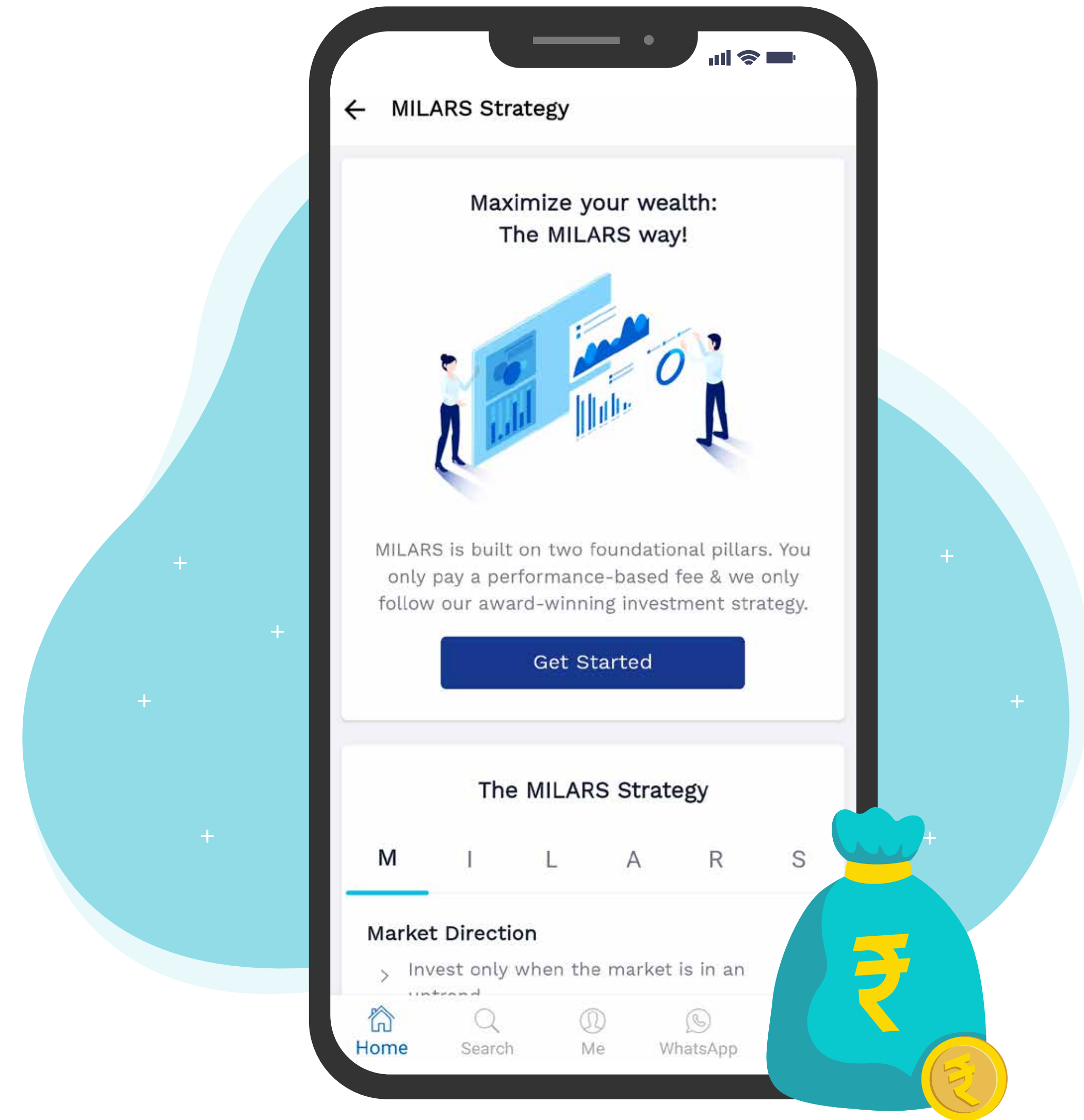
Get in touch with a
MILARS Representative

Get Registered as a **MILARS**
Client with StockAxis

Start Investing
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Tracking Of Your Portfolio

You can upload and track your **MILARS**[®] portfolio via the dashboard on our Website or Mobile application. It's that easy!



For more information, please contact

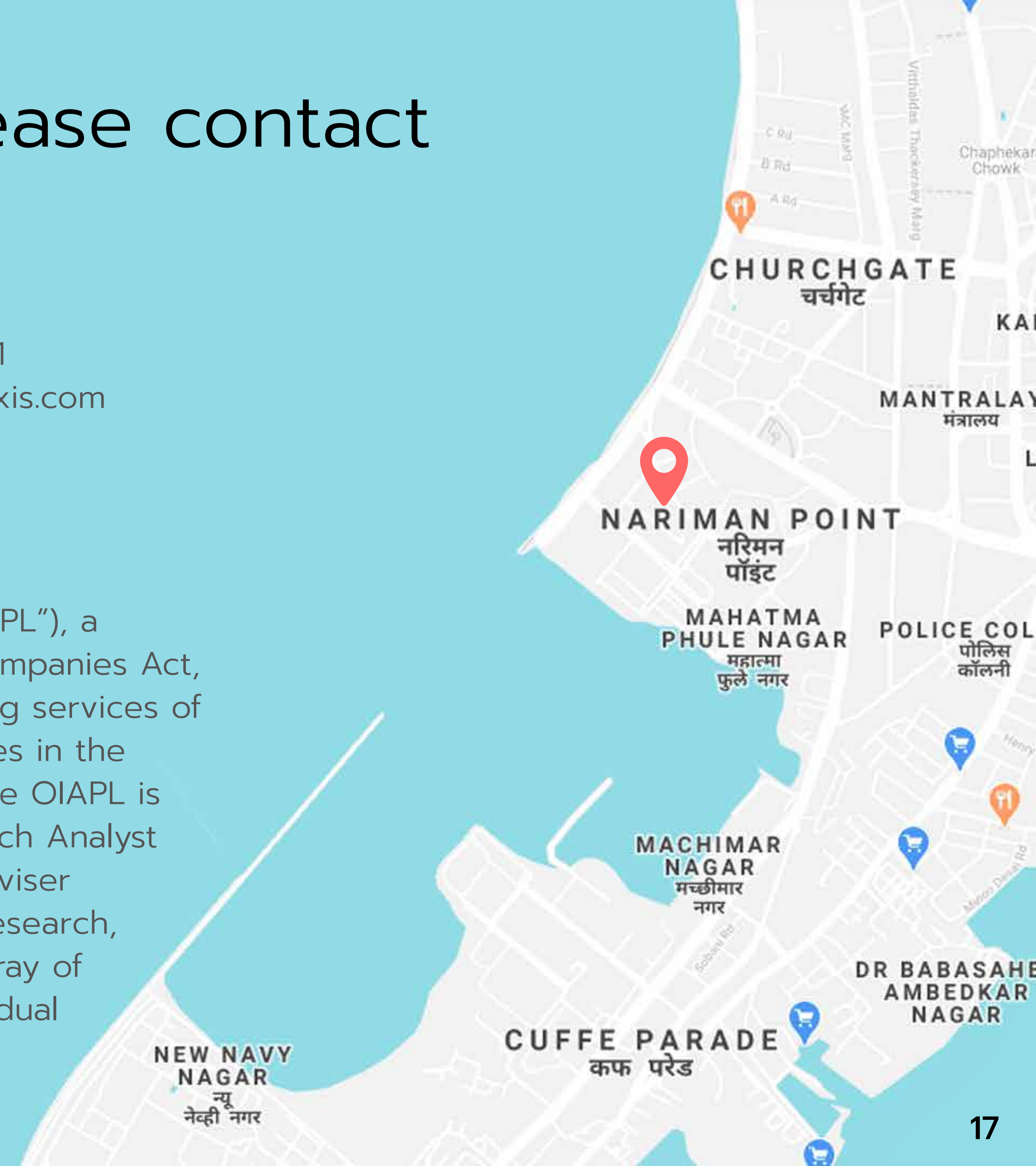


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An indicative list of the risks associated with investing through the services is set out below:

1. Equity and Equity related Risks: Equity instruments carry both companies specific and market risks and hence no assurance of returns can be made for these investments.
2. Price/Volatility Risk: Equity Markets can show large fluctuations in price, even in short periods of time. Investors should be aware of this and only invest in equity or equity-related products if their investment horizon is long enough to support these important price movements.
3. Clients are not being offered any guaranteed/assured returns.
4. The value of the asset may increase or decrease depending upon various market forces affecting the capital markets such as de-listing of Securities, market closure, etc. Consequently, we make no assurance of any guaranteed returns.
5. Our past performance does not guarantee the future performance of the same.
6. Investment decisions made by the Investment Adviser may not always be profitable
7. Not following the recommendation or allocation may impact the profitability of the Portfolio.
8. System / Network Congestion: Recommendation communicated via electronic modes i.e. Email exists a possibility of delivery failure, which may be beyond our control.