



TrustPlutus Family Office and Investment Advisers

SEBI Registered Investment Adviser
Registration No. INA000000557

Trust Group: Corporate Structure

TRUST CAPITAL SERVICES (INDIA) PVT. LTD.

Member of the BSE

TRUST FINANCIAL CONSULTANCY SERVICES PVT. LTD.

Membership

Wholesale Debt Market segment of
the NSE and BSE.

Interest Rate Futures (IRF) segment of
the NSE, BSE and MSEI

Capital Market and Derivative Market
segment of the NSE, BSE and MSEI

Obtained Certificate of Registration as
Research Analyst under SEBI

TRUST INVESTMENT ADVISORS PVT. LTD.

Category 1

Merchant Banking License holder
issued by SEBI Registered as a Portfolio
Manager with SEBI.

Registered as a Portfolio Manager with
SEBI.

CHANAKYA CAPITAL PARTNERS

TRUST SECURITIES SERVICES PVT. LTD.

Member of the Bombay Stock
Exchange with a SEBI registration
certificate

SANKHYA FINANCIAL SERVICES PVT. LTD.

RBI registered NBFC

TRUSTPLUTUS WEALTH (INDIA) PVT. LTD.

Registered with AMFI (Association of
Mutual Funds of India)

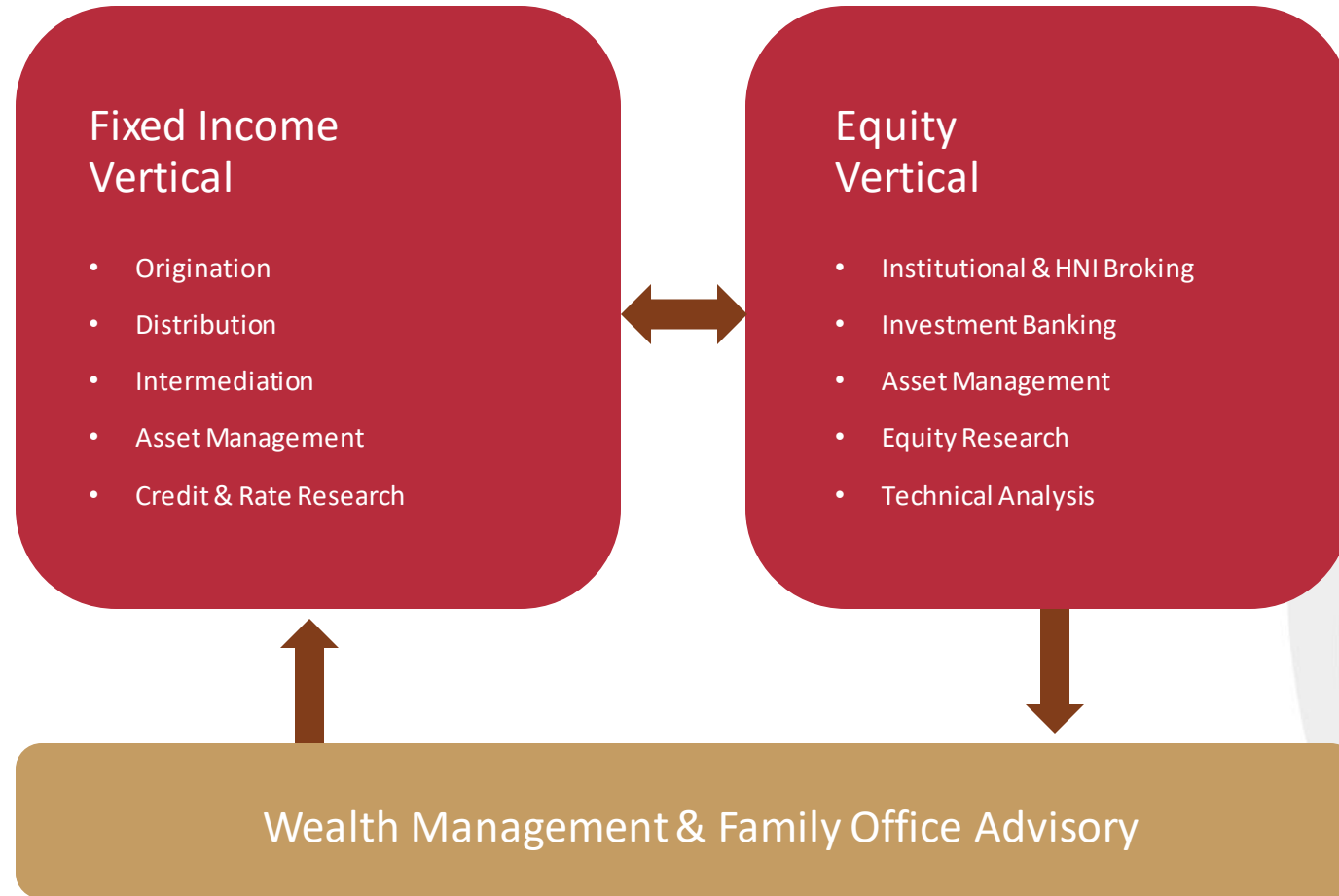
Trust Plutus Family Office Investment
and Advisers (India) Pvt. Ltd, a
subsidiary of Trust Plutus is registered
with SEBI as an Investment Adviser

TRUST ASSET MANAGEMENT PVT. LTD.

Investment Manager for Trust Mutual
Fund

Category II AIF License

Trust Group Business Model



Our Differentiation

COMMITMENT

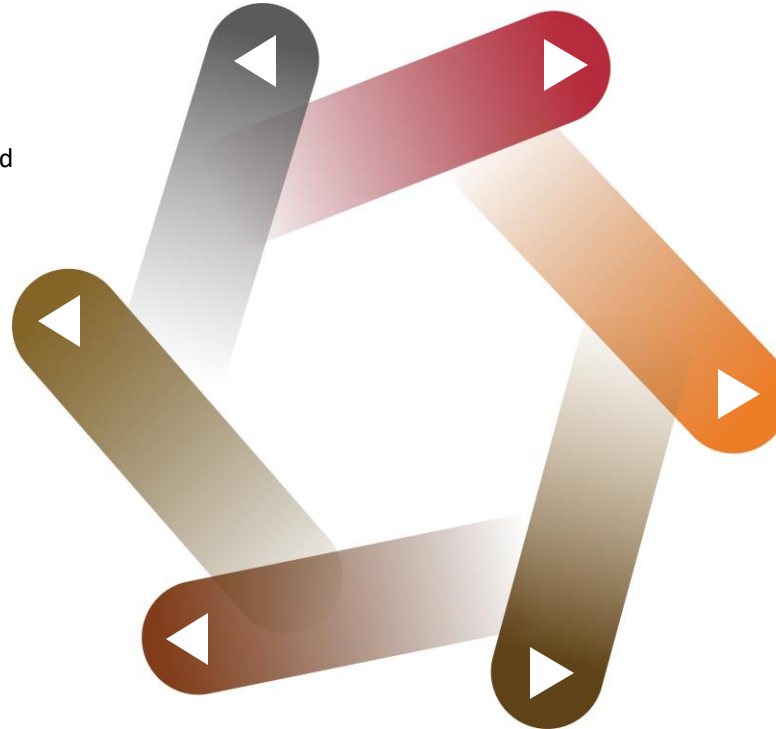
- Our conduct puts the customer first always
- We have a fiduciary responsibility towards our clients
- Our culture eschews the short term quick fix and focuses on building an inter-generational business
- We strive to run our firm keeping the highest ethical standard as our benchmark - intellectually, financially and morally

RESPECT

- We respect constructive debates and dissent while acting fearlessly with conviction; our advisory team is independent from our sales and product teams
- Our conduct exemplifies respect for the customer through anticipation of customer need and we pay attention to detail
- Client confidentiality and privacy are non-negotiable

COLLABORATION

- We work closely with our regulators to improve standards within the industry
- Relationships with our partners are strong and mutually beneficial



DELIVERY

- Our relationship manager is your primary point of contact and is supported by an independent advisory team, product team and service relationship managers
- We can integrate your relationship across all advisors and provide you with an objective assessment of the performance of each advisor
- We run a model portfolio and task ourselves to beat the relevant benchmarks

WISDOM

- We have views on each asset class and we do not hesitate to share our convictions
- We learn every day and pass on the learning to our team through training and certification programs and our standards are higher than anyone else in the industry

INTEGRITY

- Our advice is objective and not based on selling our own asset management solutions; our share of proprietary products is less than 5% of our assets under advise
- We believe in full disclosure to the client, including all fees that we earn
- Our diligence standards are high and an independent advisory board approves all new products

Industry Honor Roll



Awarded 'Best Bond Adviser - Domestic' by The Asset Country Awards 2018



Received BSE's Top Performer Award in Primary Market Segment (Debt Public Issue Bids – Members) for the year 2018-19



Ranked No. 3 in the Thomson Reuters India Debt League Table for the year 2019



Awarded 'India Bond House' for the year 2017 by IFR Asia



Ranked No. 2 in the Global Capital Bookrunners of India Debt Capital Market for 2016-17



Received BSE's Top Performer Award in Corporate Bond Settlement for the year 2018-19



Certified as a Great Place to Work for the year 2018-19



Ranked No. 5 for debt private placements for the year 2019-20



Ranked No. 4 for Commercial Paper placements for the year 2019-20



Won the Skoch BSE Award 2017 for Innovation and Market Leadership



Rupee Bonds Deal Maker of the year 2015 by Business World Magna Awards



Recognised by NSE for being amongst the top performing members in 2014 and 2015- 16 for NSE Bond Futures



Received BSE's Top Performer Award in Wholesale Debt Market (Corporate Bonds) - 8 years in a row (FY 2011-12 - FY 2018-19)

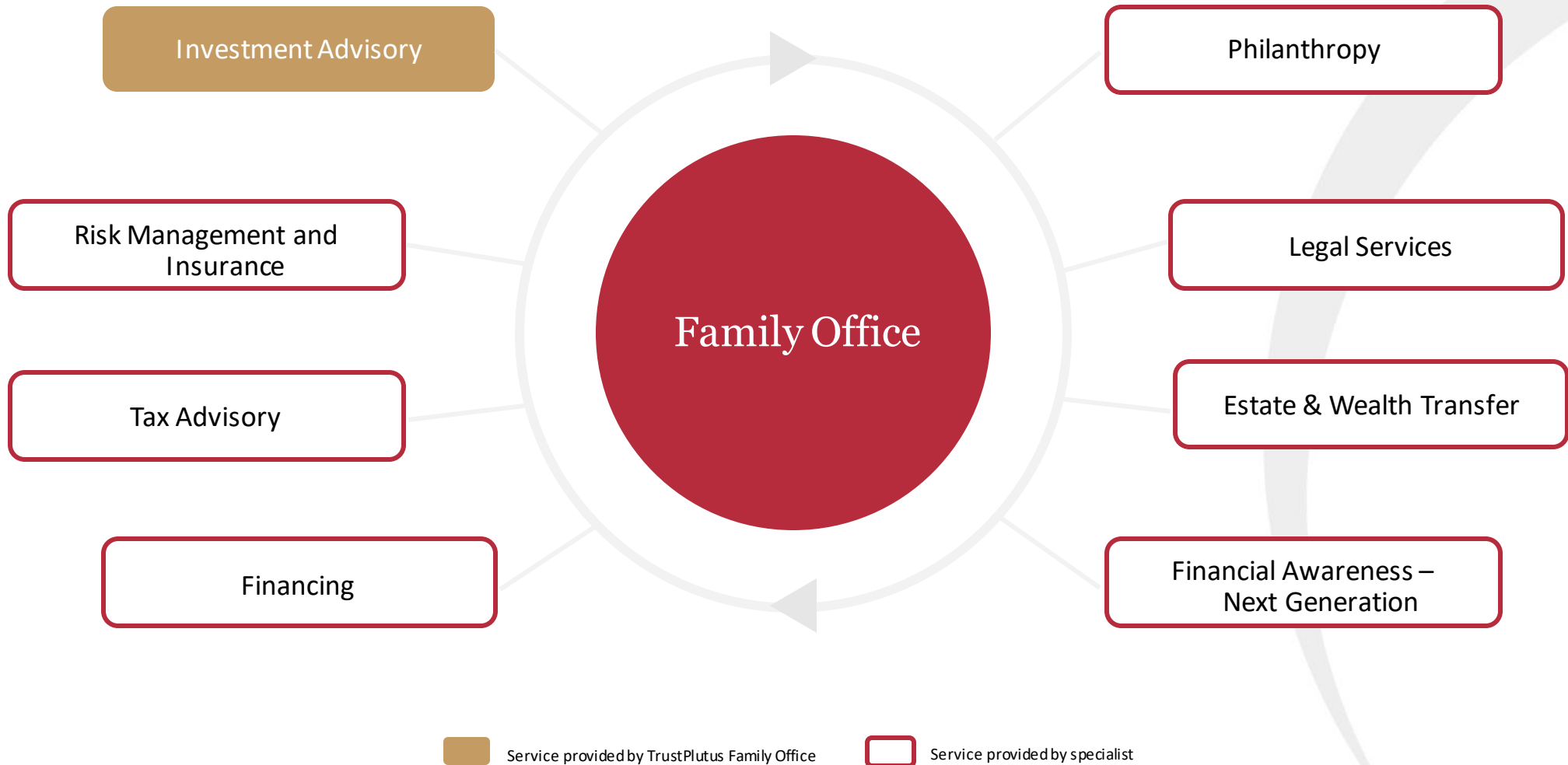


Ranked No. 11 in the Bloomberg League Table for domestic INR Corporate Bonds for 2019



Awarded 'India Bond House' for the year 2014 by IFR Asia

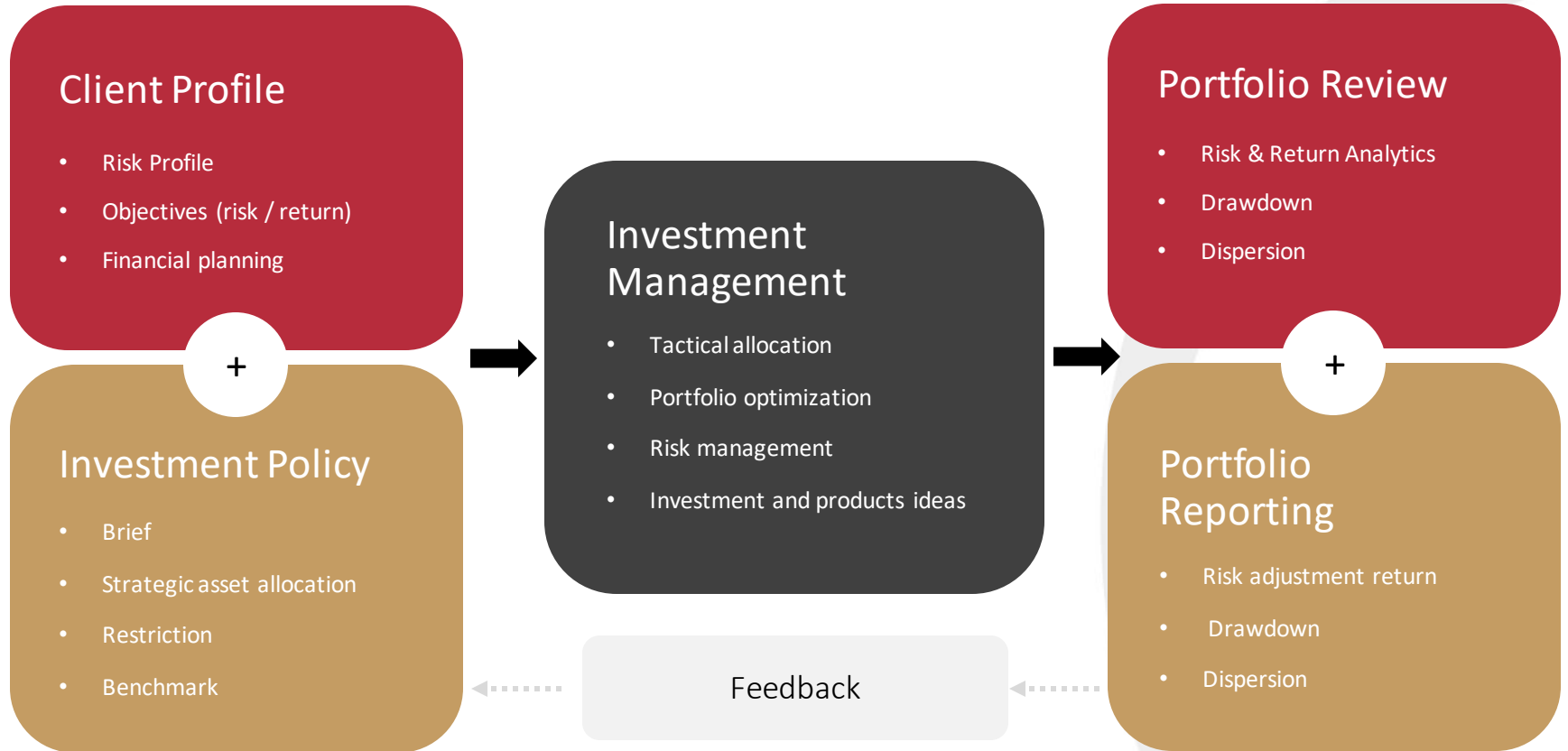
Family Office Structure



Investment Process

Investment Process

- Focus
- Conviction
- Patience
- Discipline



TRADITIONAL PRODUCTS

- Mutual Funds

STRUCTURED PRODUCTS

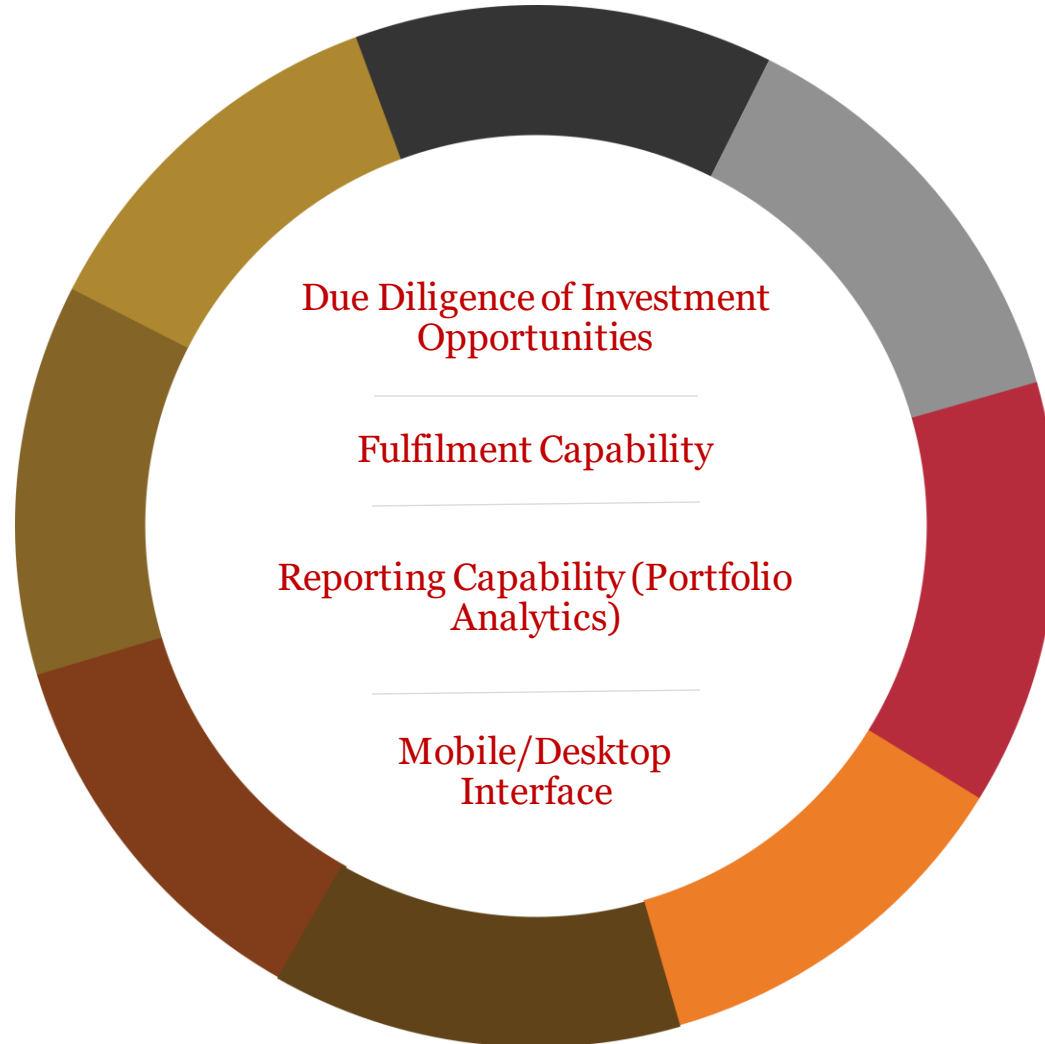
- Fixed Coupon/ PR based
- Principal Protected/Non Principal Protected
- Index/Single Stock/ Stock Basket/Commodity based

ALTERNATE INVESTMENTS

- PE/VC funds
- Distressed Funds
- Structured Credit

PMS/AIFs

- Equity/Debt
- Long-Short Funds
- Long Equity



CAPITAL MARKETS

- Equity Services/ Products
- Derivative Strategies

FIXED INCOME

- GOI/SOV
- AAA/AA+/A-
- High Yield
- Unrated/Unlisted

REAL ESTATE

- Real Estate Funds
- High Yield NCDs
- Real Estate Broking

OFFSHORE

- Investments approved under LRS

Board of Directors



Utpal Sheth

Chairman & Chief Mentor

CEO of Rare Enterprises, Asset Management arm of Rakesh Jhunjhunwala

Former Director of Insight Asset Management (India) Pvt. Ltd. - an equity research and portfolio advisory firm and HRS Insight Financial Intermediaries Pvt. Ltd. – a broking firm.

Former Principal Relationship Manager of Investment Banking with Enam Financial Consultants Pvt. Ltd. Cost Accountant and CFA, ICFAI, India.



Ms. Nipa Sheth

Director

Promoter Director of Trust Group

Expanded Trust Group from being a distribution house of Debt Products in 2001 to a full fledged investment bank providing services across Origination, Intermediation, Advisory and Fund Management and Distribution.

Chartered Accountant and CFA, ICFAI, India



Sameer khal

Managing Director & CEO

Sameer has spent 23 years working with Citibank in various roles across the consumer and institutional bank.

He has had experience in Operations, has run the product management function for investment products, set up the insurance distribution business for the bank, ran the Mortgage business and was the head of the retail branch network for Citi in India covering wealth management and commercial banking products.

In his last stint at Citi, Sameer ran the Private Bank which is the ultra high net worth practice providing coverage to clients across their wealth management and financing needs.

Sameer has a Bachelors Degree in Economics from the University of Delhi and has done his MBA with concentration in Marketing and Finance from the University of Illinois at Urbana Champaign, USA.

Investment Advisory Board

Haresh G. Desai

Haresh G. Desai is a founder-director of A. V. Rajwade & Co. Pvt. Ltd. He is a pioneer in the field of rendering advisory services in foreign exchange and interest rate risk management. He has spent over two decades counseling Indian corporates on foreign exchange risk management. He is a visiting faculty for IIM, Indore and writes weekly column for Business Standard on forex markets.

Rasesh B. Kanakia

Mr. Rasesh Kanakia began his career as a real estate consultant in 1984, and subsequently ventured into real estate development in 1986. He was instrumental in making the 'Kanakia Group' a well-established name in the field of real estate development. In 1997, the group forayed into Cinema exhibition business by retrofitting theatres and setting up theatres with multiple screens.

Abhijit Sen

Mr. Sen is associated with E&Y as a part-time Senior Advisor, to provide broad strategic support for their activities in the Banking and Financial Services Sector. He currently serves on several Boards including IDFC Bank, Kalyani Forge Ltd, Trent Ltd, Ujjivan MicroFinance Ltd, U Gro Capital Ltd, Veritas India Pvt Ltd & Cashpor Microcredit. He recently joined the Risk Committee of the National Stock Exchange. Mr. Sen retired from Citi India in February 2015 after serving as the Chief Financial Officer - India Subcontinent for over 18 years. As CFO, India Subcontinent - Citi, he was responsible for the Finance function in India, Bangladesh and Sri Lanka for the entire Citi franchise. In addition to his CFO role, Mr Sen was Chairman of Citicorp Services India Limited. Mr Sen has a B.Tech (Hons) degree from the IIT, Kharagpur and an MBA from IIM, Calcutta

Thank you

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