PROINVEST NIRMITI

INVESTMENT ADVISORY

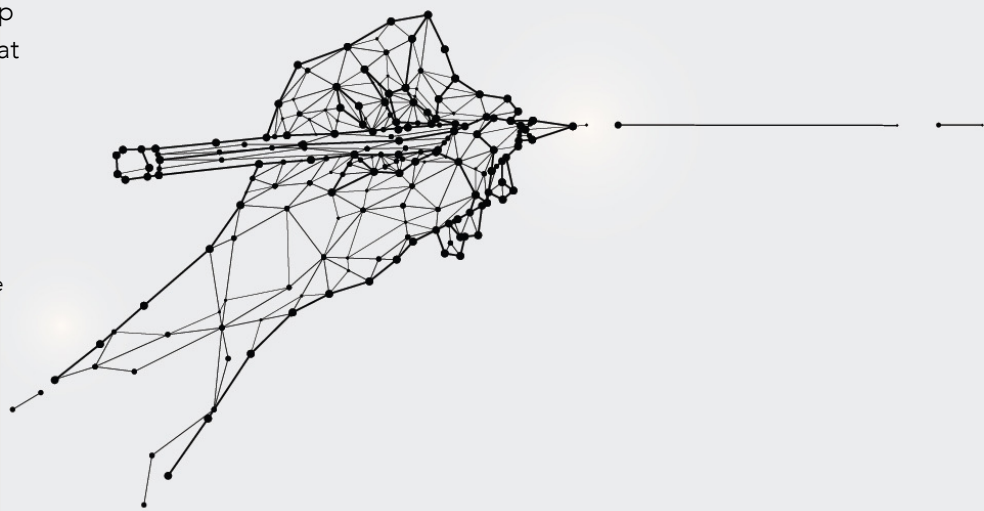
Nirmiti is the art of Creation, Innovation, Disruption, Re-Invention, Compounding

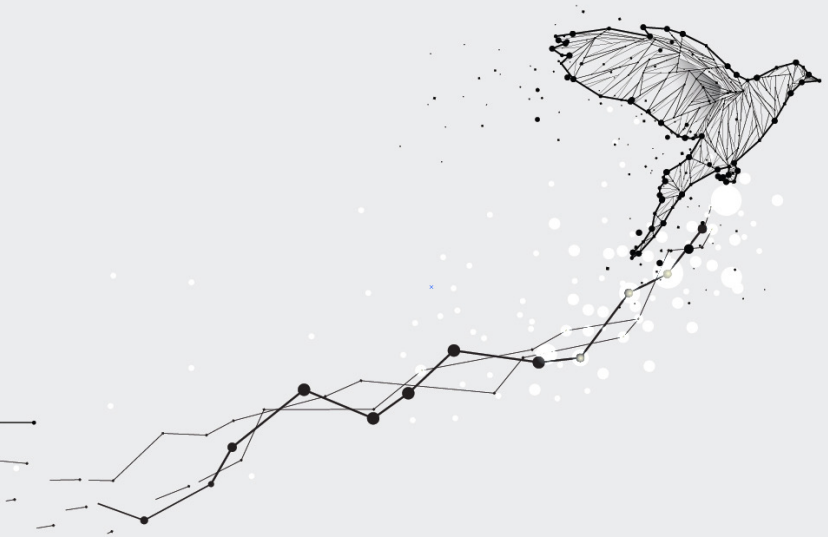
About

The word Nirmiti, in Sanskrit, simply means Creation. At Nirmiti we help investors in creating a portfolio of stocks, by investing in businesses that can capture long term growth and capital appreciation.

We believe in breaking the norms with dynamic ideas and an astute approach. Our bespoke solutions are targeted towards helping you create sustainable wealth. To share our ideas, knowledge, experience and collective wisdom with each of our investors, we have built a huge repository of ideas and information. As your trusted financial advisors, all of us at ProInvest Nirmiti strive to achieve a centered and unbiased approach, well executed and sustainable long term growth.

When we speak of our economic future, we immediately think of it as being Secured. This sense of security only comes from investing your time, resources and intellect in financial instruments that would help you create a universe that bridges your expectations to reality. Irrespective of how big you make it, you will always remain at the centre of all the action, you will always be the creator of the life that you build for yourself.





What We Do

Nirmiti, as the name suggests, is a creation of focussed, long term, unbiased investment ideas. The intent is to create a high Quality Multi-cap portfolio which will help in compounding investors wealth.

Why Nirmiti

- Cumulative Experience of more than 50 years, with great diversity among our research team
- High Transparency - All Assets are held in the investors Name (No Pool Account)
- No Performance Fee, No Profit-Sharing, No Exit Load, No Entry Load

All man’s miseries derive from not being able to sit in a quiet room alone

_ Blaise Pascal

Investment Philosophy

We have always aimed to identify long term investment opportunities by focusing on companies in India that we believe are creator’s of leaders, great executors, and beneficiaries of disruptive innovation. Firm believers in the concept of sustainable wealth creation, our investment philosophy is based on taking a Center Approach. We see ourselves as a focal point between being unbiased while selecting stocks and having a mix of disruptive Innovators and steady compounding companies. This approach ensures we do not take high risks to deliver high returns.

Quality Parameters

- **Scalability**
- **Customer Switching Cost**
- **Intangible Assets**
- **Technology and Innovation**

Investment Framework

Top Line Growth

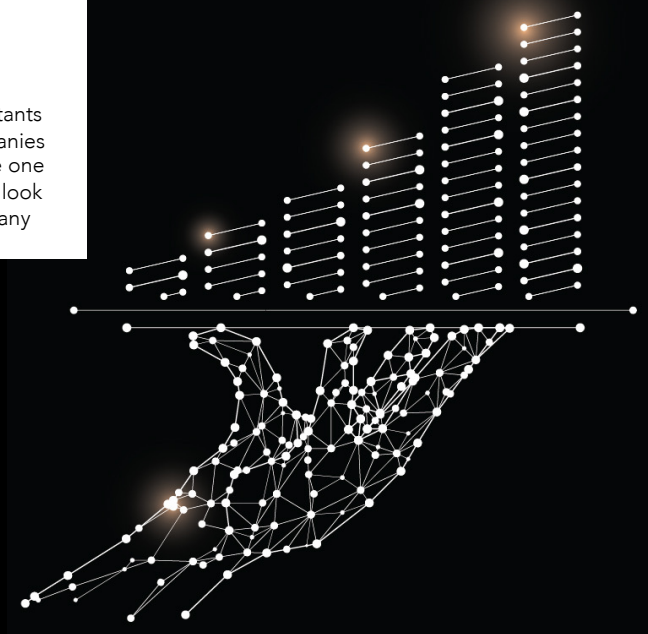
Businesses must have a high & consistent sales growth in both good & bad cycles

Capital Allocation is the key

Companies must be able to re-invent their profits at a higher rate of return and compound wealth

Cash Flow is the King

In a world were smart accountants are hired to make their companies more “profitable”, we believe one has to go one step forward & look at the cash flows of the company



Skin in the Game

We like business run by promoters who hold a large chunk of their business

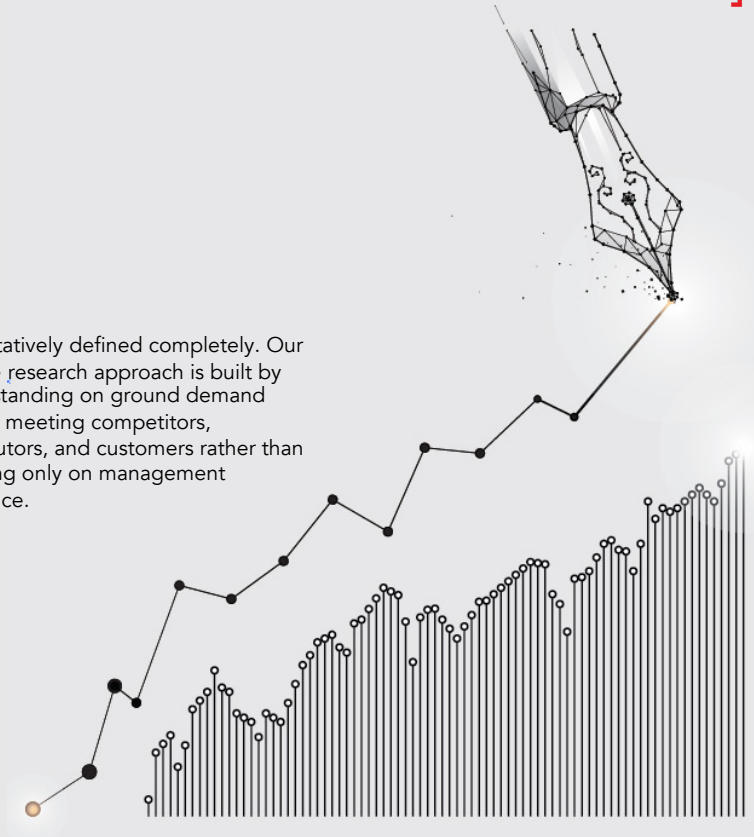
Corporate Governance

At the end of the day, we are minority shareholders. Hence, we must hold businesses that follow the best corporate governance parctices

Investment Process

Quality Parameters

The Nirmiti bottom-up analysis starts with a distilled group of potential investments, not a benchmark. Nirmiti evaluates potential investments based on key metrics to quantify the companies in context of the opportunity. Our analysts study and read a lot about the promoters track record and key top management. We rate promoter integrity and execution skills as extremely high priority as they are on the driving seat. Once we are convinced about the management integrity, we deep dive into our quality model and funnel our investable stock universe. As a team we do not believe in excessive revenue and valuation forecasting. We believe that businesses are dynamic in nature which cannot be quantitatively defined completely. Our unique research approach is built by understanding on ground demand needs, meeting competitors, distributors, and customers rather than focusing only on management guidance.



What We Study

01 Company, People and Culture

- Talent Acquisition
- Governance
- Top Management
- Culture

02 Execution and Scalability

- R&D Spend
- Operating Model
- Market Execution

03 Moats in the business

- Entry Barriers
- Brand and Patents
- New Disruptive Technologies
- Network effect

04 Risk

- Regulatory Risk
- Lack of adaptability to new Technology
- Key managerial Risk
- Loss of Market share / leadership
- Social and Geopolitical risk

05 Financial Data

- Revenue growth
- EBITDA Margin
- Cash flows from operations
- Efficiency ratios
- Monitoring sector specific KPI's

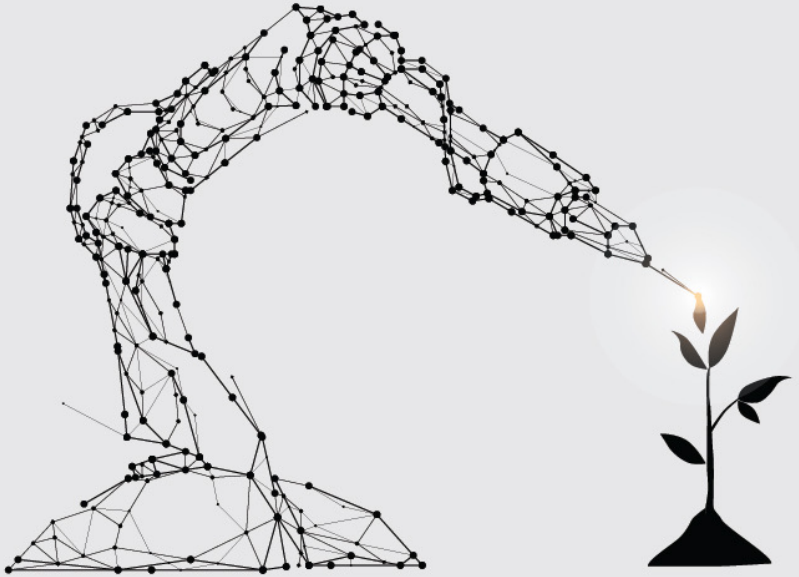
06 Company, People and Culture

- Internal Research Team
- Industry experts and ex-employees
- Third party Research
- Channel Checks through Customers, Competitors, Distributors & Vendors
- Online and Social Media Platforms
- Exchange Filings by the companies

Portfolio Construct

Innovation and technological spends are great enablers of growth. Companies leveraging on innovation and disruption have not only gained market share from erstwhile leaders but also have created new niche market segment. Following is a journey of a disruptive innovator company

- **Disruptive Innovators**
- **Steady Compounders**
- **Alpha Generators**
- **Special Situation**



Team

To build an optimised sustainable long term wealth plan you need the guidance of a team that is diverse in portfolio, innovative and disciplined with their approach. Our team turn on the same beliefs and values. They know what is right and what is best for our clients

Mr. Jaydeep Doshi

Role

Fund Manager

Expertise

Finance. Equity Research (15 years of experience). Portfolio Construction

Mr. Prathamesh Rajopadhye

Role

Equity Analyst

Expertise

Automobiles & Manufacturing

Dr. Avanti Doshi | CFP & BDS

Role

Healthcare Analyst - Principal Officer

Expertise

Bioinformatics & Data Statistics. Actively tracks Pharma Sector

Mr. Pradeep Doshi

Role

Board Advisor

Expertise

Deep understanding of managements and market cycles. Investing (4 decades of experience)

Mr. Prateek Pardeshi

Role

Jr. Equity Analyst

Expertise

Smallcaps & Infra

Mr. Rushabh Doshi, CFA

Role

Head of Research & Compliance

Expertise

Fundamental Research. Tracks Consumer, BFSI & IT.

Mr. Kuldeep Doshi

Role

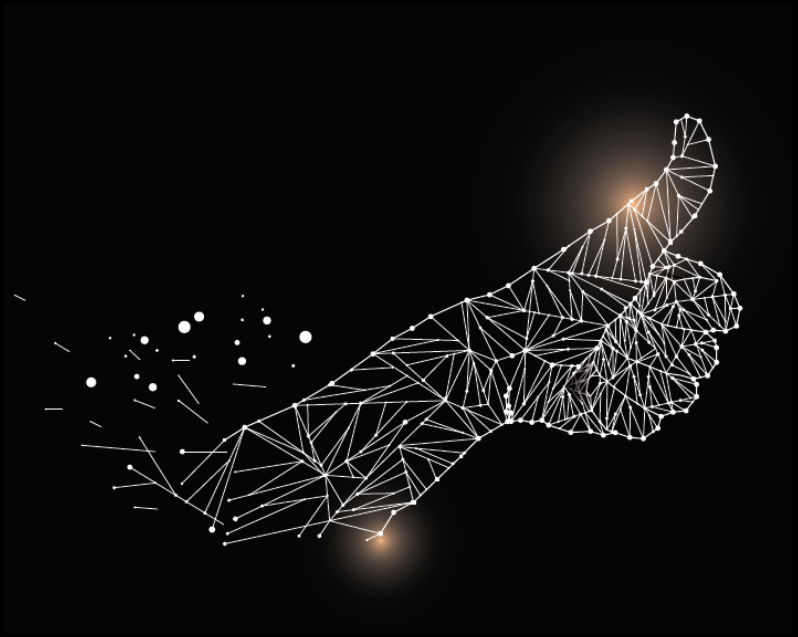
Technology Analyst

Expertise

Identification of disruptive innovation and technology themes. 18 years of experience in fortune 500 companies

Scan to get the latest Performance Statistics

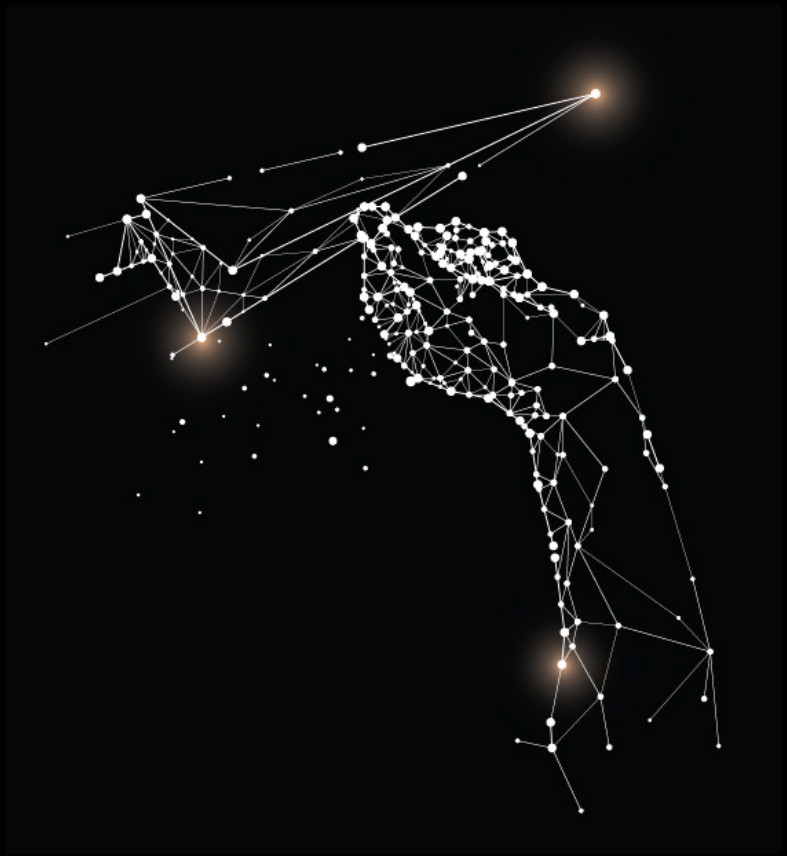
Or Click : https://proinvestnirmiti.com/performance/



Fee Structure

Advisory Fee **2% p.a. of AUM** charged half yearly

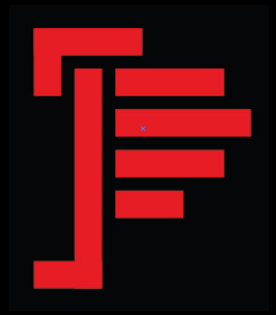
Note- GST is applicable, AUM- Assets Under Management



Contact

We are always a line or a call away. For information on how you can build sustainable wealth, you may call or write to us anytime.

Email - avanti@proinvestnirmiti.com
Phone - 9322310470



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Disclaimer

As per SEBI guidelines, we do our best to maintain transparency and protect the interest of investors. For any queries, please contact us

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