

Promising Bluechips

Companies having good fundamentals for long term investing.

High Volatility


3Y CAGR
12.37%

smallcase rationale

- This is an investment strategy that identifies high-quality businesses that can stand the test of time and create wealth over years to come.
- This Small case picks from the top 500 stocks listed on NSE.
- It consists of companies that have an economic moat around them because of their high Margins.
- Fundamental criteria like return on equity, debt to equity, and promoters' pledge percentage are used to build the quality score.
- Additionally, only the companies experiencing increasing operating cash flows are included in this smallcase.
- The portfolio will be monitored every week however rebalancing will be done when the need arises to generate relatively higher returns by assuming the least possible risks and the investor will be intimated about rebalancing via email.
- Chat with us if you know have any queries/doubts-
<https://wa.me/message/ORB5XR3R7LJ4J1>


Created by	SEBI Reg. Number	Subscription Type
Marketgoogly	INA300012547	Paid

Methodology




Defining the universe

This basket comprises of liquid stocks from the top 500 market cap stocks listed on the Nifty 500 with positive financial trends.




Research

Research team does a systematic analysis of financial markets and individual securities, involving the evaluation of factors like company performance, economic indicators, and market trends to arrive at well-considered investment choices




Constituent Screening

The research team does stock picking after going through company report and financials and host of other qualitative and quantitative factors to arrive at stock selection.



Weighting

- Equiweight is considered to assign weight to the portfolio .Give equal importance to all companies in an index, regardless of their market capitalization.
- Remove market cap bias



Rebalance

This smallcase will be rebalanced on an as-needed basis

Ratios

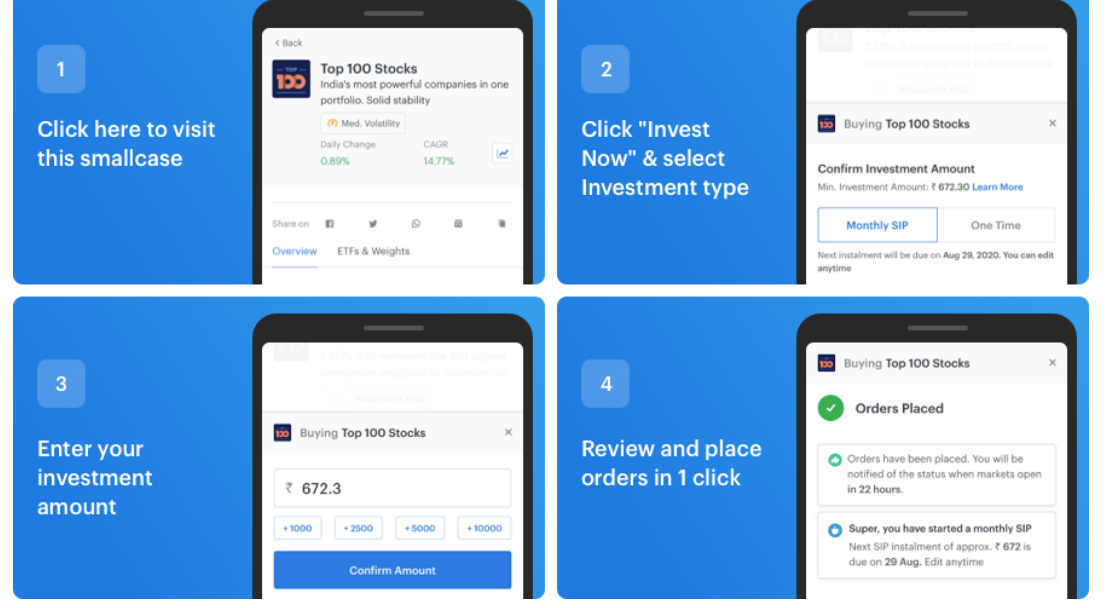
Ratio	smallcase	Equity Large Cap
PE Ratio	24.11	24.65
PB Ratio	4.13	3.99
Sharpe Ratio	1.78	1.11
Dividend Yield (%)	1.35	1.21

Important Fields

Underlying Asset	Marketcap Category	Review Frequency
Stocks & ETFs	Equity Large Cap	Need Basis

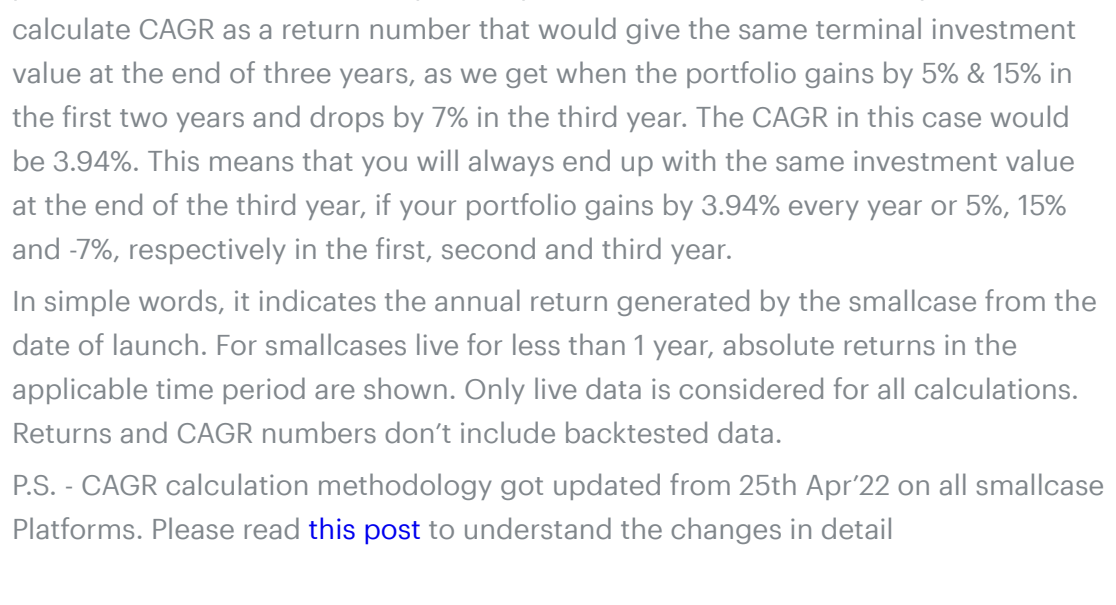
Last Reviewed	Next Review On
May 13, 2024	To Be Decided

Holdings Distribution



Live Performance vs Equity Large Cap

● Promising Bluechips vs ● Equity Large Cap



Note: Live performance includes rebalances. It is a tool to communicate factual & verifiable returns on behalf of the smallcase creator. It should not be considered as an advertisement, promotion or claim.

Returns over various periods

6M Returns	1Y CAGR	3Y CAGR	CAGR since launch
smallcase -9.01%	smallcase 4.06%	smallcase 12.38%	smallcase 25.97%
Equity Large... -5.07%	Equity Large... 9.21%	Equity Large... 11.26%	Equity Large... 22.44%

How to subscribe

1

Submit contact details



2

Login with your broker



3

Complete your risk profile



4

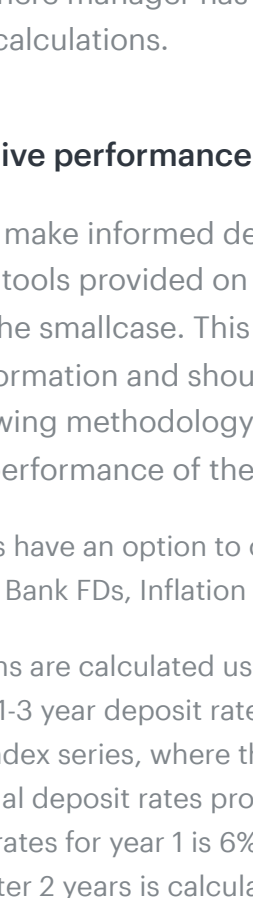
Choose a plan and subscribe



How to invest

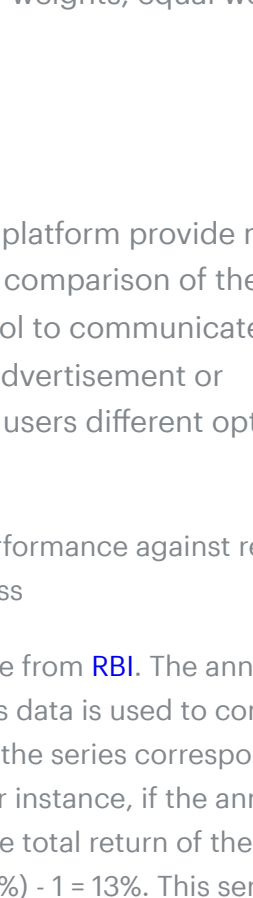
1

Click here to visit this smallcase



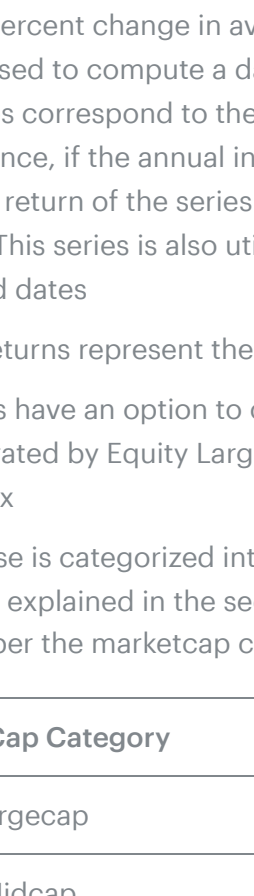
2

Click "Invest Now" & select investment type



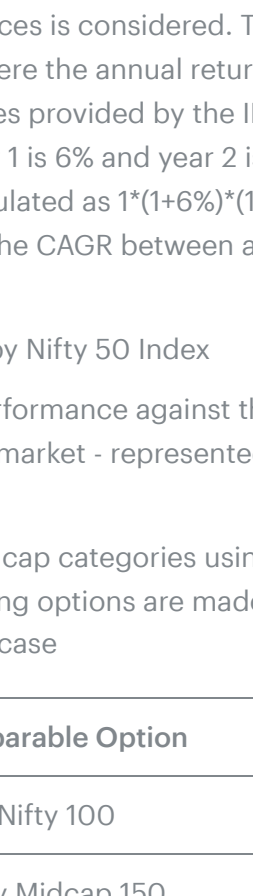
3

Enter your investment amount



4

Review and place orders in 1 click



Definitions and Disclosures

CAGR

CAGR (compounded annual growth rate) is a useful measure of growth or performance of a portfolio. Every year returns generated by a portfolio are different. Let's say if a portfolio is live for 3 years and returns generated by the portfolio are 5%, 15% & -7%, respectively in the first, second and third year. Then we calculate CAGR as a return number that would give the same terminal investment value at the end of three years, as we get when the portfolio gains by 5% & 15% in the first two years and drops by 7% in the third year. The CAGR in this case would be 3.94%. This means that you will always end up with the same investment value at the end of the third year, if your portfolio gains by 3.94% every year or 5%, 15% and -7%, respectively in the first, second and third year.

In simple words, it indicates the annual return generated by the smallcase from the date of launch. For smallcases live for less than 1 year, absolute returns in the applicable time period are shown. Only live data is considered for all calculations. Returns and CAGR numbers don't include backtested data.

P.S. - CAGR calculation methodology got updated from 25th Apr'22 on all smallcase Platforms. Please read [this post](#) to understand the changes in detail

Volatility Label

Changes in stock/ETF prices on a daily basis result in fluctuations to the investment value of your portfolio. In order to help investors understand the extent of fluctuation they might observe with their smallcase investment, every smallcase is categorized into one of the three volatility buckets - High, Medium and Low Volatility. This is done by comparing the smallcase's volatility against that of the Nifty 100 Index.

If the daily change in the investment value of a portfolio is too drastic, it means prices of stocks/ETFs in the portfolio are changing very rapidly. Such portfolios have High Volatility. Investing in High Volatility smallcases means that changes in your investment values can be very sudden and drastic, whereas fluctuations in the investment value of Low Volatility smallcases are expected to be lower in comparison.

For more information about how volatility is calculated, please check [here](#)

Segment

Stocks/ETFs belonging to a smallcase are categorized under different segments. Weightage of a segment is calculated as sum of weights of all stocks belonging to that segment. Suppose 4 stocks, with each having a weight of 10%, belong to the Food Products segment. Then the weight of the Food Product segment in the smallcase will be 40% (4*10)

For smallcases where manager has not prescribed any weights, equal weights are assumed for calculations.

Review

Rebalancing is the process of periodically reviewing and updating the constituents of a smallcase. This is done to ensure that constituents in the smallcase continue to reflect the underlying theme or strategy

Categorisation of smallcase constituents

All smallcase constituents fall in one of the below categories:

- Large Cap
- Mid Cap
- Small Cap
- Multicap ETFs
- Debt
- Gold
- Silver
- Commodity
- REITs/InvITs

All the stocks listed on NSE(National Stock Exchange) are arranged in decreasing order of Market Cap, so that the stock with the largest market cap gets 1st rank. Stocks ranked equal to or below 100 are categorized as large cap. Stocks ranked below or equal to 250, but ranked above 100 are categorized as mid cap. Stocks ranked above 250 are categorized as small cap.

- Market cap categorisation of smallcases**
- If the sum of weights of gold, silver, commodity, debt or REIT/InvIT constituents is greater than 50%, then smallcase is categorized as Non-equity
 - If the sum of weights of large cap constituents is greater than 50%, then smallcase is categorized as Largecap
 - If the sum of weights of mid cap constituents is greater than 50%, then smallcase is categorized as Midcap
 - If the sum of weights of small cap constituents is greater than 50%, then smallcase is categorized as Smallcap
 - If the sum of weights of large cap constituents is greater than 30%, sum of weights of mid cap constituents are greater than 30%, and sum of weights of large cap and mid cap constituents are greater than 80%, then smallcase is categorized as Large & Midcap
 - If the sum of weights of large & mid cap constituents is greater than 30%, sum of weights of mid cap constituents are greater than 30%, and sum of weights of small cap and mid cap constituents are greater than 80%, then smallcase is categorized as Mid & Smallcap
 - If none of the above conditions are met, then smallcase is categorized as Multicap
- For smallcases where manager has not prescribed any weights, equal weights are assumed for calculations.

Comparison of live performance

To help investors make informed decisions, smallcase platform provide many tools. One of the tools provided on the platform is the comparison of the live performance of the smallcase. This comparison is a tool to communicate factual return information and should not be seen as advertisement or promotion. Following methodology is used to provide users different options to compare the performance of the smallcases

- All smallcases have an option to compare the live performance against returns generated by Bank FDs, Inflation and Equity asset class
 - FD returns are calculated using the data available from [RBI](#). The annual data for 1-3 year deposit rates is considered. This data is used to compute a daily index series, where the annual returns of the series correspond to the annual deposit rates provided by the RBI. For instance, if the annual deposit rates for year 1 is 6% and year 2 is 7%, the total return of the series after 2 years is calculated as 1*(1+6%)*(1+7%) - 1 = 13%. This series is also utilised to determine the CAGR between any 2 specified dates
 - Inflation returns are calculated using the data available from [IMF](#). The annual percent change in average consumer prices is considered. This data is used to compute a daily index series, where the annual returns of the series correspond to the annual inflation rates provided by the IMF. For instance, if the annual inflation rates for year 1 is 6% and year 2 is 7%, the total return of the series after 2 years is calculated as 1*(1+6%)*(1+7%) - 1 = 13%. This series is also utilised to determine the CAGR between any 2 specified dates
 - Equity returns represent the returns generated by Nifty 50 Index
- All smallcases have an option to compare the live performance against the returns generated by Equity Largecap section of the market - represented by Nifty100 index
- Each smallcase is categorized into one of the market cap categories using the methodology explained in the section above. Following options are made available, as per the marketcap category of the smallcase

Market Cap Category	Comparable Option
Largecap	Nifty 100
Midcap	Nifty Midcap 150
Smallcap	Nifty Smallcap 100
Large & Midcap	Nifty LargeMidcap 250
Mid & Smallcap	Nifty MidSmallcap 400
Multicap	Nifty 500

General Investment Disclosure

All the information (including charts, ratios and performance) are provided only for the smallcase created by SEBI registered entities authorized to do so. The Company, on its own, does not make any claim of performance/returns for such smallcases. The company only provides tools to these SEBI registered entities for performance calculation of their recommendations based on this [Returns Calculation Methodology](#). All services with respect to research and recommendations are provided by the respective SEBI registered entities. Charts and performance numbers on the platform do not include any backtested data. Investment in securities market are subject to market risks. Read all the related documents carefully before investing. Investors should consider consulting their financial advisor while considering any investment decisions.

Marketgoogly Disclosures

Khushboo Dhanuka is registered with SEBI with INA300012547 as the SEBI registration number. The registered office address of Khushboo Dhanuka is Silver Oak, 12 Manik Nagar, RG Baruah Road, Guwahati -Assam 781005. .

The content and data available in the material prepared by the company and on the website of the company, including but not limited to index value, return numbers and rationale are for information and illustration purposes only. Charts and performance numbers do not include the impact of transaction fee and other related costs. Past performance does not guarantee future returns and performances of the portfolios are subject to market risk. Data used for calculation of historical returns and other information is provided by exchange approved third party vendors and has neither been audited nor validated by the Company. Detailed return calculation methodology is available [here](#). Detailed volatility calculation methodology is available [here](#).

Information present in the material prepared by the company and on the website of the company shall not be considered as a recommendation or solicitation of an investment. Investors are responsible for their investment decisions and are responsible to validate all the information used to make the investment decision. Investor should understand that his/her investment decision is based on personal investment needs and risk tolerance, and information present in the material prepared by the company and on the website of the company is one among many other things that should be considered while making an investment decision.

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Risk profiling: The Investment Profile of the Client is prepared by Marketgoogly and is based on marketgoogly.smallcase.com understanding of assessing risk and suitability in line with the objectives and requirements of the Client, as per the details/information provided by the Client. Marketgoogly may use the information provided herein to undertake an internal "risk assessment" of the Client. The series of questions herein may help Marketgoogly to appraise the Client's risk profile. While undertaking the process of risk profiling Marketgoogly may make certain assumptions and use certain industry-accepted norms and parameters. It may be noted that in case certain other parameters or methods are used, the risk profiling may lead to a different result. Hence, for instance, it may not be possible to state that the outcome of the risk assessment is precise and will be the same under all circumstances.

Please note that the questions are only meant to be a guide to help determine the Client's profile and shall not be considered to be conclusive. The Client is required to ensure that the Client has provided accurate and complete information. The Client is aware, acknowledges and agrees that if the Client provides inaccurate and/or incomplete information, and/or chooses not to disclose certain information, such action will adversely affect the results of the risk assessment.

Marketgoogly.com may provide information concerning the purchase/sale of financial instruments based on such internal risk assessment. However, this risk assessment is for internal purposes alone and advice provided to the Client/ investment profile prepared for the Client is based on the information as shared by the Client and per the risk profiling and suitability measures as undertaken by Marketgoogly.com.The Client is not bound to act on the investment profile prepared by Marketgoogly.com and in the event, the Client acts based on the advice or information provided by Marketgoogly, Marketgoogly shall not be responsible for any consequences that may ensue.

Any suggested investment is based on the information provided by the Client and is only one of the many combinations of investments that may be suggested to someone with the Client's risk profile. The information provided by Marketgoogly to the Client is as per what Marketgoogly deems fit to be appropriate for the Client, based on the data shared by the Client and the risk assessment.

Marketgoogly or any of its agents, directors, officers or employees are not responsible that the Client will make the Client's own assessment and rely on the Client's own judgment in making any investment decision. In the event that the Client seeks to invest according to the information or recommendation provided by Marketgoogly, the Client shall do so at its/his/her own risk, and should consider its/his/her financial situation, objectives and needs and consult with its/his/hers legal, business, tax and/or other professional advisors to determine the appropriateness and consequences of such an investment.

The Client may, at his/her/its own discretion, opt not to follow the investment/product/recommendations provided by Marketgoogly, irrespective of whether they are in line with the objectives/requirements specified in this document or the assessment derived from the details provided herein.

Marketgoogly does not assure or guarantee any returns in relation to the investment profile it may generate.

The Client shall notify Marketgoogly of any material change in its/his/her situation and/or profile and Marketgoogly is entitled to rely on the most recent information provided by the Client.

The Client understands that the information under the plan shall be provided online on Marketgoogly, his/her email id and mobile number registered with Marketgoogly. In case of any change in his/her email id and/or mobile number, he/she shall inform Marketgoogly in advance in the prescribed format to carry out the necessary changes in its records. He/ She confirms that the information/details provided by him /her are true, accurate, correct and complete.

The Client is aware that in the process of subscribing to the Plan by him /her, Marketgoogly may obtain information including that of a confidential nature and that this information will be used by Marketgoogly for its internal purposes and will be kept confidential. He/ She understands that Marketgoogly.com reserves the right to disclose personal information where it believes in good faith that such disclosure is required by law.

The Client agrees to be contacted by Marketgoogly and its representatives over the phone or on registered email id regarding the service.

The Client agrees & confirms that if his/her mobile number is registered in the Do Not Disturb (DND) list of TRAI, he/she may not receive SMS from Marketgoogly. He/ She shall take steps to deregister from the DND list and shall not hold Marketgoogly liable for non-receipt of SMS in the interim period.

The Client agrees not to use or disclose the information provided under the service to any third party including any discussion Forums or for any unauthorized illegal purpose. He/ She also agrees to use the information provided under the plan strictly for personal purposes. He/ She shall not recompile, disassemble, copy, modify, distribute, transmit, display, perform, reproduce, publish or create derivative works from, transfer, or sell any information, services, etc. accessed under this plan or otherwise. By viewing the contents of this plan, he/she agrees that any unauthorized use shall be unlawful and may subject to civil or criminal penalties.

The Client confirms having read, accepted and understood the features of the subscription plan, applicable charges, privacy policy, related FAQs.

The Client agrees to the above Terms & Conditions and hereby authorize Marketgoogly to debit his Bank Account towards subscription charges (including taxes).

We hereby agree to disclose any material information, conflict of interest, holding position and make the client aware of the features of products/securities recommended to the client.

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