



# Product Showcase



# How it works?

Most equity investments today are handled by brokers for you. We put you in the driver's seat.

We've created an investment management tool where you get to choose research-backed and diverse stock selections that match your financial goals. Our research team does the heavy lifting with research, picking the right stock mix for the bucket using QGV approach

As each investor has a different risk profile, we have curated three stock portfolio buckets for you to choose from:

- Large and Mid cap
- Multi Cap
- Mid and Small Cap

# Is equity promising now?

- As per Union Budget, capital expenditure is expected to increase by 33.4% to Rs 10 lakh crore in FY24 reaching an all-time high of 3.3% of GDP, facilitating employment and growth in the economy.
- Lower effective personal income tax rates will increase disposable incomes in the hands of the individuals and in turn lead to increase in domestic consumption and consequently more demand.
- Domestic markets have stabilized as the negative impact of the sharp correction in the Adani group stocks over the broader markets have subsided.
- Reform announcements in aviation, logistics, infrastructure, manufacturing, agriculture and MSME sectors bodes well for the equity markets in the long term.

**EQUITY IN LONG RUN  
HAS ALWAYS BEEN WEALTH CREATOR !**



# Bucket Key Features



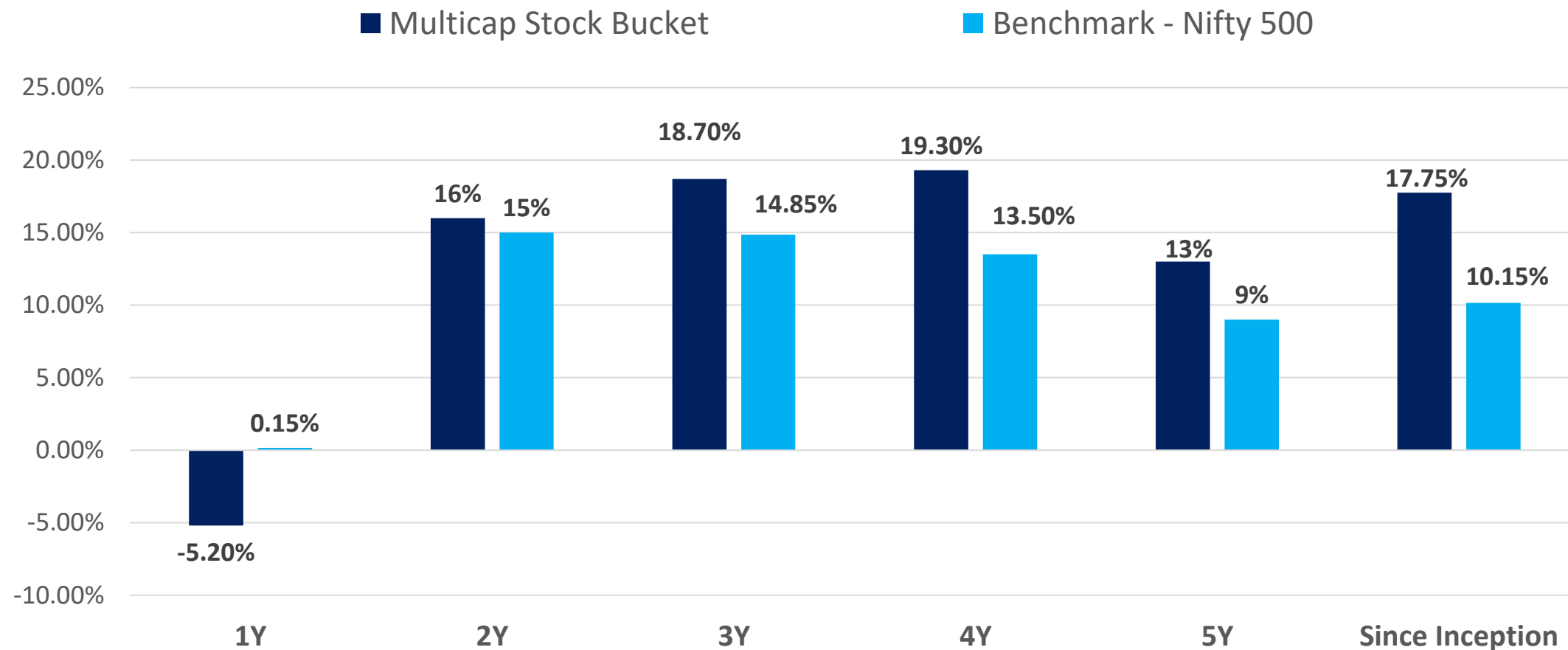
- 15%+ CAGR vs NSE 500 over 10 years for Multi-Cap Stock Bucket.
- Strong performance backed by proprietary research.
- Stocks selected based on linear, consistent growth and QGV (Quality, Growth, Valuation) matrix.
- Stock limits and sector limits in place along with regular stock reviews
- Stock buckets curated with notional value of Rs.5 lac without attempting to time the market. Nearly 100% invested in the market at all times.

\*As of 31.01.2023

# More Power to you.

- Choose from the stock bucket which meets your risk profile
- Client Login portal and mobile app to view and manage your investments on your own terms.
- Withdraw incremental profits at any time.
- 100% awareness of your investment at all times.
- Regular assistance available.
- Invest or redeem from stock bucket at your convenience at anytime





Scheme/ Time	1 year*	2 years	3 years	4 years	5 years	Since Inception
Multicap Stock Bucket	-5.2	16.0	18.7	19.3	13.0	17.7
Benchmark – Nifty 500	0.1	15.0	14.8	13.5	9.0	10.1

\*As of 31.01.2023. Sample a/c operational since April 2009

\*1yr are ABSOLUTE returns.



# Our Research Process



- We select stocks with free cash flow that will predictably increase over the next 2–3 years.
- We scrutinize stocks for underperformance and volatility. We give a maximum of 2 up and down swing cycles to each stock to come out of its slump.
- We actively rebalance the mix of stocks and sectors to bring the portfolio within designated stock and sector limits.
- We make sure stocks have 5 key ingredients – addressable market, management strategy, financial moat, business model, growth multiples.

# Take the advantage today.

- Open a trading account with Bonanza.
- Invest a minimum of only ₹5 lacs.
- Select your preferred stock bucket.
- And nothing else.







# The Stock Buckets

# Large and Mid Cap Bucket

**Objective**  
  
Long term capital appreciation by investing in companies that are top-3 players of their respective industry

**Strategy**  
  
This theme identifies companies that are leaders of their respective industry and are showing growth in value characteristics with expected higher return ratio

**Process: Fundamental Bottom - Up Research**  
  
Information mining, financial modeling, investment thesis, active & rigorous tracking for changes in earnings & quality outlook.

Companies with a proven track record of industry outperformance, effective leadership and efficient management usually find themselves as the industry leaders. In an uncertain economic environment these are the best companies to buy as these companies are run by proven management and leadership team than can navigate difficult times

## KEY FEATURES OF LARGE AND MID CAP

- ☐ **Investment in the Industry Leaders**  
Investment in the industry leader ensures good governance and continuous innovation in the management
- ☐ **Cap Risk:**  
Large and Midcap bucket will have exposure to leaders of the segment which comprise of mostly large cap stocks
- ☐ **Benchmarking:**  
This bucket is benchmarked against the Nifty large & Mid 250
- ☐ **Bucket Constructions:**  
The bucket will consist of 12-18 stocks to provide superior returns.
- ☐ **Growth in Value Framework**  
Companies that have improving/higher return ratio are favored.
- ☐ **Bottom Up Analysis:** A rigorous bottom up research of business financials and management strategies is carried out for all the companies.

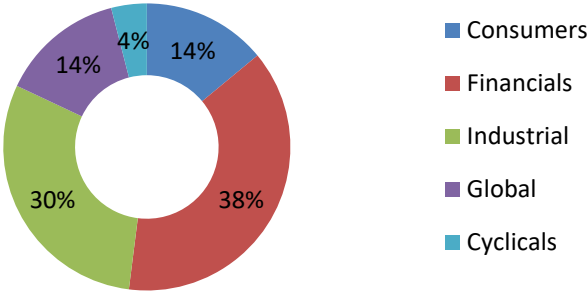
Portfolio Attributes	
No of Stocks	17
% Assets in top 10 holdings	76%
% Assets in Next 5 holdings	19%

## Bucket Performance Vs Benchmark ( January 2023)

Time Frame	Large and Mid Cap(%)	Nifty Large Mid 250 (%)
1 month	-3.2	-3.0
3 months	-3.5	-2.9
6 months	3.0	2.4
1 year	-2.2	1.0
Since Inception (Launch Date: 1 <sup>st</sup> April 2020)	31.9	35.2

Please Note: The 3mth/6mth/1yr are ABSOLUTE returns. Since Inception are CAGR Returns

## Sector Allocation



# Mid and Small Cap Bucket

## Objective

Long term capital growth by investing in smaller but growing companies of India



## Strategy

Active investing in Small Cap universe by identifying companies with improving fundamentals. Tactical weight allocation under the sub-classes to achieve positive return along with managing the risk.



## Process: Fundamental Bottom - Up Research

Information mining, financial modeling, investment thesis, active & rigorous tracking for changes in earnings & quality outlook.

Most of the multi bagger stock today were small cap few years back. Over the last 2 years, small cap stocks have seen sharp fall owing to credit squeeze, demand slowdown and over ownership during 2017. This theme portfolio is not meant as core portfolio for an investor but some tactical allocation by investors can be highly valuable. Small Cap Companies perform well in up cycles. The continuous rate cuts by the RBI will create base for next bull market to start.

## KEY FEATURES OF MID AND SMALL CAP THEME

- ☐ **Investment in high risk but high gain**  
Mid and Small Cap stocks are usually high risk high gain opportunities
- ☐ **Cap Risk:**  
This bucket carries cap risk as it is exposed primarily to the small capitalization stocks.
- ☐ **Benchmarking:**  
This bucket is benchmarked against the Nifty Mid & Small Cap 400 Index.
- ☐ **Bucket Constructions:**  
This bucket will consist of 20-30 stocks to provide superior returns.
- ☐ **Growth in Value Framework**  
Companies that have improving/higher return ratio are favored.
- ☐ **Bottom Up Analysis:** A rigorous bottom up research of business financials and management strategies is carried out for all companies.

## Portfolio Attributes

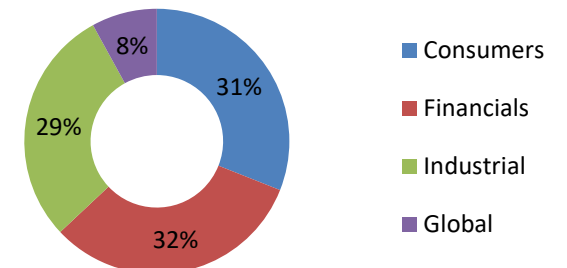
No of Stocks	25
% Assets in top 10 holdings	51%
% Assets in Next 5 holdings	19%

## Bucket Performance Vs Benchmark ( January 2023)

Time Frame	Bonanza Mid and Small Cap(%)	Nifty Mid & Small 400(%)
1 month	-2.0	-2.4
3 months	-6.0	-1.9
6 months	-1.0	4.2
1 year	-12.0	-0.7
Since Inception (Launch Date: 1st April 2020	38.5	42.3

Please Note: The 3mth/6mth/1yr are ABSOLUTE returns. Since Inception are CAGR Returns

## Sector Allocation



# Multi Cap Bucket

## Objective

To participate in India growth story journey through investing in Indian equity market by building a diversified portfolio across sectors and caps.

## Strategy

This bucket includes a stock which is Growth in Value and passes through 360 degree Deductive Reasoning Framework

## Process: Fundamental Bottom - Up Research

Information mining, financial modeling, investment thesis, active & rigorous tracking for changes in earnings & quality outlook.

Multi Cap bucket is meant to be a core buy and hold portfolio for investors who aim to capitalize the wealth creation opportunity in the Indian economy. This bucket comprises mix of large, mid and small cap companies to have the right kind of stability to sail through tough times as well as has the right force to outperform in the long term. The stock selection for this portfolio is backed by rigorous bottom up research blended with the Top down Approach of understanding the changes and opportunities in the addressable market of the company.

## KEY FEATURES OF MULTI CAP

- ☐ **Investment in the fasted growing companies of the country**  
India is set to become a 5 trillion dollar economy by 2025 and will create opportunities for wealth creation across investment theme- investment, consumption, credit.
- ☐ **Cap Risk:**  
This bucket consists of stocks from Nifty 500 universe from all three cap: large, mid and small
- ☐ **Benchmarking:**  
This bucket is benchmarked against the Nifty 500 Index
- ☐ **Bucket Constructions:**  
The bucket will consist of 20-30 stocks to provide risk adjusted returns.
- ☐ **Growth in Value Framework**  
Companies that have improving/higher return ratio are favored.
- ☐ **Bottom Up Analysis:** A rigorous bottom up research of business financials and management strategies is carried out for all companies.

## Portfolio Attributes

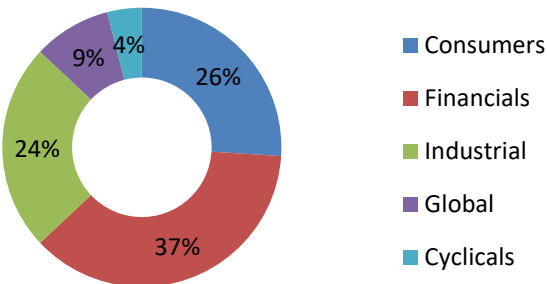
No of Stocks	20
% Assets in top 10 holdings	68%
% Assets in Next 5 holdings	18%

## Bucket Performance Vs Benchmark ( January 2023)

Time Frame	Bonanza Multi Cap(%)	Nifty 500 (%)
1 month	-2.9	-3.3
3 months	-3.2	-3.2
6 months	-0.6	1.8
1 year	-5.5	0.1
Since Inception (Launch Date : 1 <sup>st</sup> April 2020)	35.1	32.3

Please Note: The 3mth/6mth/1yr are ABSOLUTE returns. Since Inception are CAGR Returns

## Sector Allocation



# Buckets at a Glance: Top 10 Holdings

Large and Mid Cap			Mid and Small Cap			Multi Cap		
STOCK	SECTOR	WEIGHT	STOCK	SECTOR	WEIGHT	STOCK	SECTOR	WEIGHT
ICICIBANK	Financials	11%	NH	Consumers	6%	HDFCBANK	Financials	10%
LT	Industrial	9%	AIAENG	Industrial	6%	SBIN	Financials	8%
BHARTIARTL	Industrial	9%	IDFCFIRSTB	Financials	6%	LT	Industrial	8%
HDFCBANK	Financials	8%	ICICIGI	Financials	5%	RELIANCE	Industrial	7%
TCS	Global	8%	ZYDUSWELL	Consumers	5%	M&M	Consumers	7%
SBIN	Financials	7%	CUMMINSIND	Industrial	5%	ICICIBANK	Financials	6%
RELIANCE	Industrial	7%	CANBK	Financials	5%	INFY	Global	6%
M&M	Consumers	6%	MOLDTKPAC	Industrial	4%	BHARTIARTL	Industrial	6%
AXISBANK	Financials	6%	ACE	Industrial	4%	BRITANNIA	Consumers	6%
CUMMINSIND	Industrial	5%	ISEC	Financials	4%	SBILIFE	Financials	5%



# What you get.

- Well researched and diversified equity stock bucket options to invest in.
- A seamless technology platform to monitor and manage your equity investments.
- Dedicated RM for assistance and queries.
- Monthly updates related to your stock buckets.
- Effortless switching between stock buckets.



# Subscription Plans

	Basic	Gold
	<b>₹999</b> per month*	<b>₹1,799</b> per month*
Order Execution Fee#	₹25 per executed order or 0.25% of order value, whichever is higher	₹20 per executed order or 0.20% of order value, whichever is higher
Minimum investment	₹5 lacs	₹10 lacs
Dedicated RM	✓	✓
Prompt Query Resolution	✓	✓
Access to research analyst	✗	✓
Number of stock buckets accessible	1	Up to 3

\*Subscription plan fees is charged on quarterly basis. GST and/or other statutory taxes will be over and above these charges. These rates may be subject to revision on yearly basis

#This is over and above regular brokerage charged to the client