



# CARNELIAN BESPOKE PORTFOLIO PMS

APRIL 2025

# Firm Overview



- Founded in 2019 as a boutique investment management firm by three passionate capital market professionals with a strong track record of building leadership businesses in the capital market domain and enduring research platform
- Purpose is to build a world class asset management platform known for its values, expertise and best practices
- Currently managing ~USD 1.3 bn in Indian equities for the country's leading HNI's, family offices, institutions & partners' own capital
- Offerings include PMS - domestic; AIF - domestic/offshore through GIFT IFSC
- 100% founder owned
- Supported by a team of 78 professionals across 7 locations and growing
- Technology, risk, compliance and process driven DNA
- Known for our unique, differentiated and proprietary investment & risk (including forensic) framework
- Won several accolades for best theme identification and absolute returns in 2021 and 2023

# Founder's Profiles



VIKAS KHEMANI  
(CA, CFA, CS)

- Vikas Khemani, with 27 years of extensive experience in capital markets, is the founder of Carnelian Asset Management & Advisors. Established in 2019, this boutique investment management and advisory firm, based in India, manages USD 1.3 bn across various portfolios.
- Prior to founding Carnelian, Mr. Khemani served as the CEO of Edelweiss Securities Ltd. for 17 years. During his tenure, he successfully incubated and developed several businesses into market leaders, including institutional equities, investment banking, and equity research.
- Mr. Khemani is recognized for his strong business acumen and profound understanding of capital markets, earning him a distinguished reputation within Corporate India.
- In 2014, he was honored with the Young Professional Achievers Award for the service sector by the Institute of Chartered Accountants of India.



MANOJ BAHETY  
(CA, CFA)

- With ~27 years of financial services experience, Manoj Bahety currently serves as the fund manager of Carnelian Asset Management & Advisors. He is a distinguished financial professional known for his innovative approach to forensic research and portfolio management.
- Before co-founding Carnelian along with Vikas in 2019, Manoj held key roles at Edelweiss Securities, including Deputy Head of Institutional Equity Research, Head of Forensic Research, and Head of Thematic & Mid Cap Research. He is renowned for his non-consensus research approach and pioneering differentiated forensic research, famously known as "Analysis Beyond Consensus" (ABC Research).
- ABC Research has been instrumental in aiding global investors to make informed investment decisions based on accurate data rather than reported figures, thereby helping them "avoid pitfalls"—a core virtue of Carnelian
- In addition to his professional accomplishments, Manoj has actively contributed to the CFA Institute, serving on several committees, including as Chairperson of the India Advocacy Committee and as a member of the Global Capital Markets Policy Council (CDPC) based in the USA.



SWATI KHEMANI  
(CA)

- With 23 years of financial experience, Swati exemplifies the important role of the Indian modern professional and empowered woman. Her professional journey has taken her to leading roles in equity research, institutional sales, investment banking, client relationships and human capital management, all this, while raising a family and being an entrepreneur.
- Along with Vikas Khemani and Manoj Bahety, she founded Carnelian Asset Management where she currently holds the key position of managing the overall business and capital management. Her mentoring skills have been instrumental to lay the foundation of a strong, cohesive and winning investment management team. She enjoys a good relationship with the investor & corporate community

# Board of Advisors



PATRICIA PEREZ-COUTTS  
(CFA)

- Patricia Perez-Coutts, CFA has a distinguished & extensive background with over 30 years of experience managing emerging market equities. She joined Westwood Holdings Group, Inc. in 2012 as a Senior Vice President & Portfolio Manager and led a team of analysts focused on managing emerging market equity strategies.
- Prior to that she worked at AGF Investments Management for over 10 years, also managing emerging market equity strategies
- She has won numerous industry accolades throughout her career, including six consecutive Morningstar Canadian Investment Awards as Senior Vice President and Portfolio Manager of the AGF Emerging Markets Fund
- Patricia is also an Impact investor, a philanthropist and is the Chair of the Board of Cuso International, a Canadian development organization and is also Chair of Viridis Terra International
- She has travelled extensively the world over the years and speaks four languages fluently



VIVEK CHHACHHI  
(MBA)

- Vivek Chhachhi is a partner of CX Advisors LLP, and currently serves as the Chief Investment Officer also leading investments in healthcare and technology
- Vivek is serving/has served on the boards of several portfolio companies including Thyrocare, Nueclear, Thyrocare Gulf, Healthium Medtech, Natco, Veeda, Sekhmet Pharma and Anjan Drugs
- Prior to joining the Investment Advisor in 2010, he was a director with CVCI, where he had about 15 years of experience identifying, managing and exiting a large number of portfolio companies across a wide spectrum of industries
- Vivek holds a Master's degree in Management Studies from the Jamnalal Bajaj Institute of Management Studies, University of Mumbai and a B.Sc. degree in Computer Science from St. Stephen's College, Delhi University



DENIS NOLAN  
(CFA)

- Denis has more than 30 years of capital markets experience globally having worked in London, Hong Kong, Dublin and Toronto, with most of that time spent in institutional sales with large international investment banks, investment management firms and a hedge fund.
- As the principal & founder of DPN Capital, over the last 15 years Denis has made it his job to find the best up and coming investment managers and successfully partnered them with sophisticated institutional investors around the world, mainly large public pension funds, banks, endowments and sovereign wealth funds.
- Denis has travelled extensively all over the world to fulfil institutional investors goals and has been successful in raising nearly USD 10 billion capital for investment managers from institutional investors in Europe, Asia, the Middle East and North and South America over his career.

# Carnelian Competitive Advantage



## Unique Approach, Unique Insights

Independent, entrepreneurial boutique with a reputed board of advisors

Long-term approach with high active share (differentiated portfolio)

Concentrated **QGARP** portfolio - **Quality Growth companies (Business & Management) at a Reasonable Price**

Offers a unique blend of companies with accelerated and sustainable growth

Proprietary forensic analysis

Known for identifying larger themes, trends /stocks early



### PEOPLE

- Founders are Industry veterans with strong complementary skill sets
- Deep understanding of Capital markets & businesses
- Strong relations with corporate India/industry
- Team of 78 passionate/driven professionals
- 100% founder owned - skin in the game



### PROCESS

- Unique forensic framework - **"CLEAR"**
- Focus on quality
- Screen for red flags
- Disciplined investment process
- Differentiated approach to risk management
- Processes driven by core values...

# Bespoke Strategy (PMS)



- Customized long only portfolio for HNI's/Institutions tailored to suit client specific risk reward profile
  - Min. investment amount: INR 20cr
  - 25% of commitment amount to be paid upfront; balance commitment to be paid in 3 months
  - Min. tenure: 3 years
- Portfolio of 5 - 10 stocks
- Illustration of customized portfolios -
  - High Conviction Magic portfolio (accelerated growth),
  - High Conviction Thematic portfolio (theme/sector portfolio),
  - High Conviction Concentrated portfolio (5 / 10 stocks portfolio),
  - Shariah Compliant portfolio
- Quarterly portfolio review
- Fully aligned performance-based fee structure



# Illustration of portfolios

# High Conviction Magic portfolio



- We aim to capture the pivotal moments in a company's lifecycle that lead to **substantial growth** and **valuation re-rating**.
- Our **focus spans across market caps and sectors**, seeking opportunities where fundamental changes drive long-term value creation.
- Identifying high-growth sectors and themes driven by strong **sectoral tailwinds**, unlocking substantial wealth creation opportunities yet to be fully recognized by the market.





# Change in CEO's



Company	PAT at the time bought (in cr.)	TTM PAT (in cr.)	Valuation when bought PE/PB (times)	Current valuation PE/PB (times)	Months held	Scrip Return (Times)	IRR (%)
<b>ICICI Bank</b> Change in CEO - Focus on risk calibrated growth	1,08,368	2,60,000	2.3	3.2	36	<b>3.0x</b>	<b>44%</b>
<b>Tube Investment Of India</b> Change in leadership, focus on growth / adding new businesses, improving efficiencies/margins.	178	1,000	64.0	67.0	23	<b>6.0x</b>	<b>155%</b>
<b>Praj Industries</b> Change in leadership coupled with change in industry	80	280	25.0	40.0	36	<b>5.5x</b>	<b>77%</b>
<b>Cipla</b> Change in CEO with focus on core competencies and return on capital employed	1,667	4,481	24.0	27.0	54	<b>3.2x</b>	<b>30%</b>
<b>Aditya Birla Capital</b> Change in CEO with focus on growth across businesses	15,492	28,000	1.9	2.0	34	<b>1.9x</b>	<b>25%</b>
<b>Glaxosmithkline Pharmaceuticals Ltd</b> Change in CEO & Increased focus of parent company on pharma business in India	600	675	45.0	65.0	12	<b>1.6x</b>	<b>60%</b>

# Sectoral Tailwinds



Company	Sector	PAT at the time bought (in cr.)	TTM PAT (in cr.)	Valuation when bought PE/PB (times)	Current valuation PE/PB (times)	Months held	Scrip Return (Times)	IRR (%)
<b>Neuland Laboratories</b> CDMO business tailwinds	Pharmaceutical	65	300	26.0	60.0	30	<b>10.0x</b>	<b>151%</b>
<b>KPR Mills</b> China+1 & labor cost advantage	Textiles	348	809	15.0	39.5	48	<b>6.1x</b>	<b>57%</b>
<b>Kirloskar Pneumatic</b> Expanding addressable market opportunity operating in the compressor segment	Capital Goods	85	190	35.0	55.0	26	<b>3.5x</b>	<b>78%</b>
<b>Ratnamani Metals</b> Beneficiary of Capex in City Gas Distribution & Water projects	Manufacturing	320	600	34.0	42.0	30	<b>2.3x</b>	<b>39%</b>
<b>Bank of Baroda</b> Improved governance, efficient leadership & improvement in asset quality	PSU	85,910	1,20,180	0.7	1.1	26	<b>2.2x</b>	<b>44%</b>

# Business Structure/Strategy



Company	PAT at the time bought (in cr.)	TTM PAT (in cr.)	Valuation when bought PE/PB (times)	Current valuation PE/PB (times)	Months held	Scrip Return (Times)	IRR (%)
<b>PCBL</b> Shifted focus towards specialty chemicals + capex coming on stream	430	550	8.0	30.0	30	<b>4.7x</b>	<b>86%</b>
<b>Newgen Software</b> Partnership with global system integrators & new products	46	119	55	62	34	<b>4.4x</b>	<b>69%</b>
<b>Dynamic Technologies</b> Focus on scaling up better margins Aerospace business	90	110	45.0	90.0	18	<b>2.4x</b>	<b>79%</b>
<b>Tata Motors DVR</b> Focus shifted towards JLR and generation of cash flow	-3798	31807	NA	12.5	14	<b>2.5x</b>	<b>119%</b>
<b>Senco Gold</b> Focus on core markets coupled with expansion in newer geographies	158	214	15.5	41.2	16	<b>3.6x</b>	<b>161%</b>
<b>Bharti Airtel</b> Advantage of duopoly structure	8964	13815	48.0	68.0	33	<b>2.2x</b>	<b>33%</b>

# Client 1 – major holdings & return as on 31<sup>st</sup> March 2025



Account	Inception Date	Market Cap	Sector	No. of stock	Inception (%)
Client 1	05-04-2023	Multi Cap	Sector Agnostic	8-10	48.7
Benchmark					11.4

*Note: Above 1 year returns are in CAGR*

## Major Holdings

Sr. No.	Script Name	% Allocation
1	IndoStar Capital Finance	24.7%
2	Aditya Birla Capital	14.0%
3	Jana Small Finance Bank	10.6%
4	Kalpataru Projects International	8.7%
5	Interarch Building Products	7.9%

# Client 2 - major holdings & return as on 31<sup>st</sup> March 2025



Account	Inception Date	Market Cap	Sector	No. of stock	Inception (%)
Client 2	24-03-2023	Multi Cap	Sector Agnostic	8-10	44.3
Benchmark					13.0

*Note: Above 1 year returns are in CAGR*

## Major Holdings

Sr. No.	Script Name	% Allocation
1	Anup Engineering	12.9%
2	RBL Bank	11.8%
3	IndoStar Capital Finance	11.4%
4	Kalpataru Projects International	10.4%
5	One 97 Communications	9.7%

# Client 3 - major holdings & return as on 31<sup>st</sup> March 2025



Account	Inception Date	Market Cap	Sector	No. of stock	Inception (%)
Client 4	17-03-2022	Mid Cap	Sector Agnostic	10-15	40.5
Benchmark					18.9

*Note: Above 1 year returns are in CAGR*

## Major Holdings

Sr. No.	Script Name	% Allocation
1	IndoStar Capital Finance	19.7%
2	PCBL	15.6%
3	Glaxosmithkline Pharmaceuticals	11.3%
4	Anup Engineering	7.5%
5	Kalpataru Projects International	7.4%

# Client 4 – major holdings & return as on 31<sup>st</sup> March 2025



Account	Inception Date	Market Cap	Sector	No. of stock	Inception (%)
Client 3	12-04-2023	Mid + Small Cap	Sector Agnostic	8-10	40.4
Benchmark					14.7

*Note: Above 1 year returns are in CAGR*

## Major Holdings

Sr. No.	Script Name	% Allocation
1	Anup Engineering	11.9%
2	Bandhan Bank	11.4%
3	Kalpataru Projects International	11.4%
4	Aditya Birla Capital	10.0%
5	Glaxosmithkline Pharmaceuticals	8.3%

# Client 5 - major holdings & return as on 31<sup>st</sup> March 2025



Account	Inception Date	Market Cap	Sector	No. of stock	Inception (%)
Client 5	07-10-2021	Multi Cap	Sector Agnostic	10-15	27.1
Benchmark					15.3

*Note: Above 1 year returns are in CAGR*

## Major Holdings

Sr. No.	Script Name	% Allocation
1	Glaxosmithkline Pharmaceuticals	10.4%
2	One 97 Communications	8.4%
3	Max Financial Services	7.9%
4	Biocon	7.4%
5	PCBL	6.7%



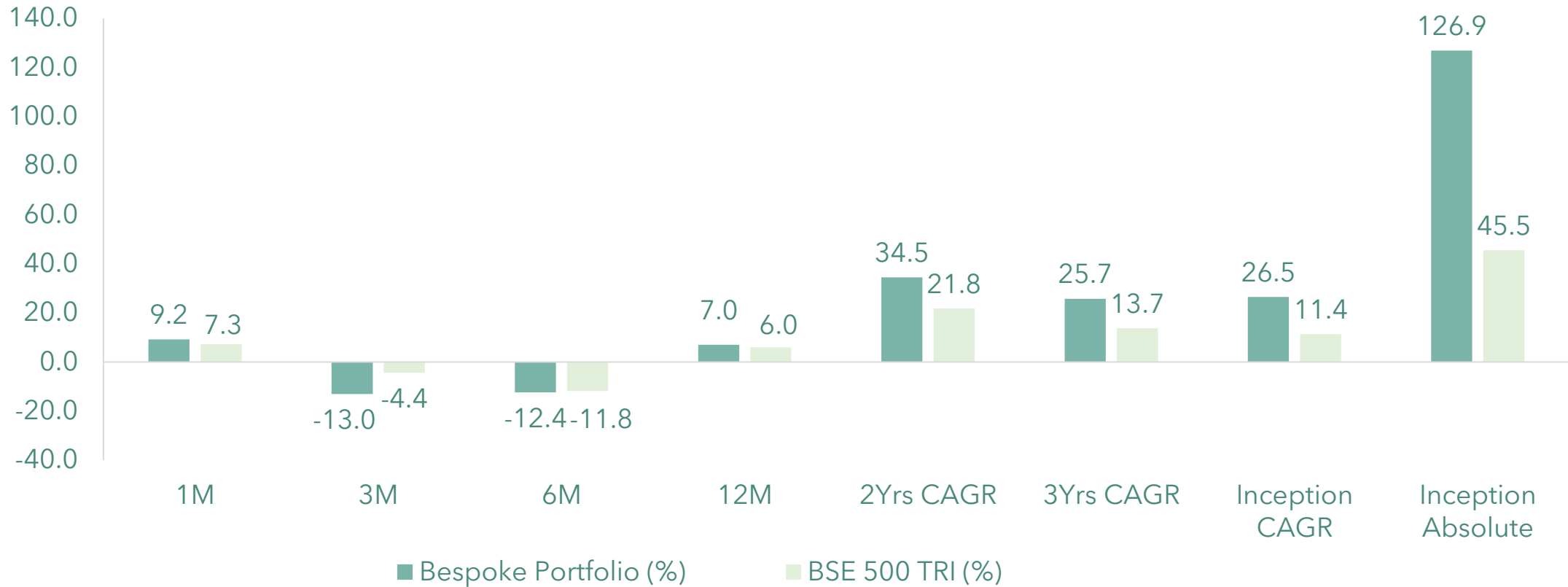
# Portfolio Returns of some clients as on 31<sup>st</sup> March 2025



<b>Account</b>	<b>Inception Date</b>	<b>Market Cap</b>	<b>Sector</b>	<b>No. of stock</b>	<b>Inception (%)</b>
Client 1	05-04-2023	Multi Cap	Sector Agnostic	8-10	48.7
Benchmark					11.4
Client 2	24-03-2023	Multi Cap	Sector Agnostic	8-10	44.3
Benchmark					13.0
Client 3	17-03-2022	Mid Cap	Sector Agnostic	8-10	40.5
Benchmark					18.9
Client 4	12-04-2023	Mid + Small Cap	Sector Agnostic	10-15	40.4
Benchmark					14.7
Client 5	07-10-2021	Multi Cap	Sector Agnostic	10-15	27.1
Benchmark					15.3

*Note: Above 1 year returns are in CAGR*

# Performance as on 31<sup>st</sup> March 2025

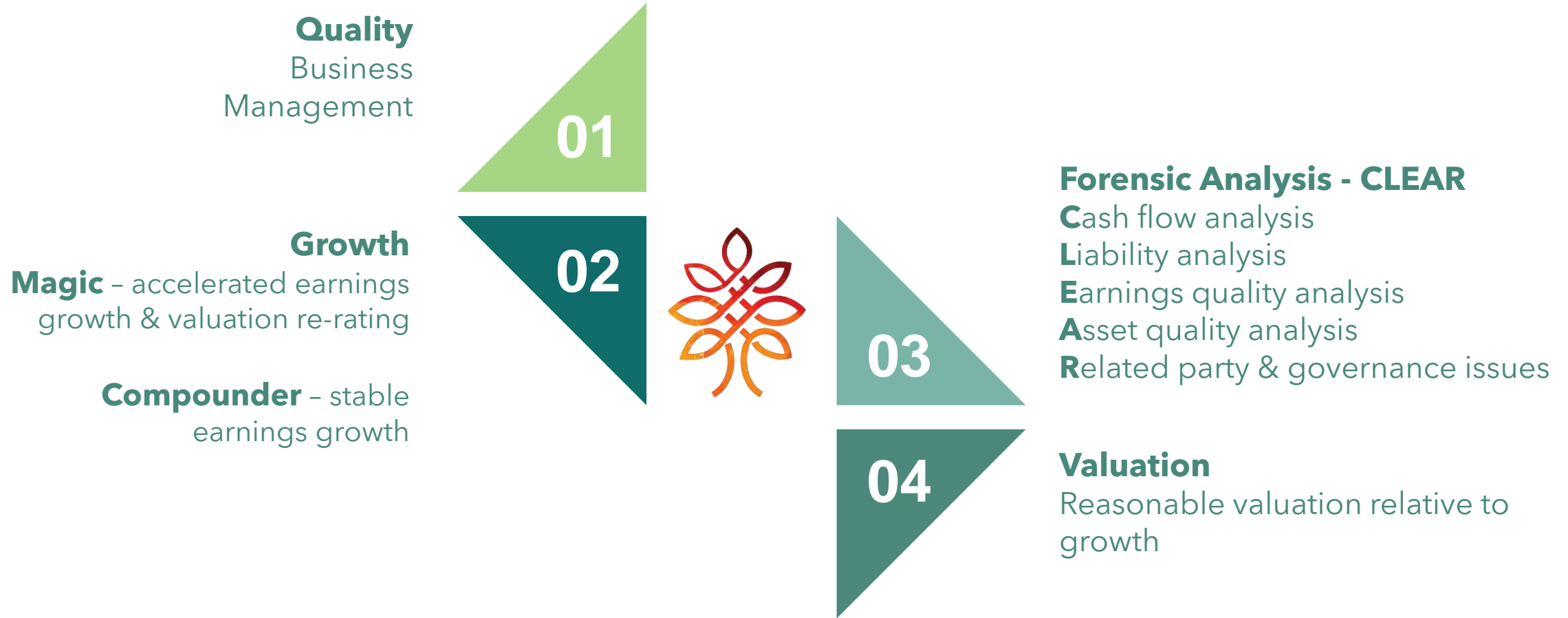


Note - Inception Date - 7<sup>th</sup> October 2021. Above returns are at strategy level & net of expenses. Above 1 year returns are annualized.



# Carnelian Investment Framework

# Investment Framework



**Quality Growth at a Reasonable Price**



## QUALITY

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Margin of safety not only lies in the price, but also in the quality of business and management

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Strong focus on sustainability & governance

## Quality Business

- Profitable
- Free cash flow generation
- Incremental return on capital
- Opportunity & market size
- Sustainable moat
- Environment & socially conscious

## Quality Management

- Integrity
- Passionate & driven
- Efficient capital allocator
- Skin in the game
- Strong risk management culture
- Strong governance



## **GROWTH**

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Investing for acceleration in growth yet to be factored in by market, leads to superior returns.

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### **Magic (Accelerated Growth)**

Aims at capturing earnings growth & valuation re-rating

- Management/CEO change
- Industry structure change
- New growth catalyst
- Product innovation
- Completion of capex phase

### **Compounder (Stable Growth)**

Aims at capturing stable earnings growth

- Large & growing opportunity size
- Sustainable moat
- Robust free cash flow generation

# Investment Framework - Forensic Analysis - "CLEAR"



## FORENSIC ANALYSIS - CLEAR

No matter what your investing style is, forensic analysis can help avoid some of the pitfalls inherent in human misjudgment.

### Cash flow analysis

- Earnings conversion; reported vs stable cash flows

### Liability analysis

- True debt vs reported debt, contingent liability & likely impact on future earnings; payables vs acceptances

### Earnings quality analysis

- True economic profit vs reported profit, discretionary vs non-discretionary profit, expense capitalization policy

### Asset quality analysis

- Core vs non-core assets; intangible creation policy

### Related party & governance issues

- Related party transaction, complex structures (JVs/subs), off BS arrangement - connecting the dots



## VALUATION

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“Value of an asset cannot, over the long term, grow faster than its earnings”

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### Multi-Faceted Valuation Approach

- P/E multiple
- P/B
- EV/EBITDA
- DCF

Identify companies with reasonable valuations in relation to growth prospects

Pay a reasonable price, avoid overvalued companies





## RISK

We believe knowing the source of risk is the key to risk management.

We classify risk into 3 types based on the source of risk.

### **Type A - Capital Loss risk**

- Inferior quality of management
- Disruption prone businesses

### **Type B - Volatility risk**

- Temporary market dislocation
- Macro factors
- Geo-political/political issues
- Liquidity

### **Type C - Opportunity cost risk**

- Lack of knowledge
- Human biases



## RED FLAGS

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*"Invert, always invert"*

*- Carl Jacobi*

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- Aggressive accounting practices
- High financial leverage
- Low tax incidence
- Management having
  - no skin in the game / misaligned objective
  - a poor governance track record
  - hurry to create value

# Carnelian performance at a glance



Fund Name	Product	Inception	1M	6M	12M	2 Yr	3Yr	5Yr	Inception CAGR	Alpha CAGR
Capital Compounder*	AIF	May-19	9.1%	-8.6%	<b>12.5%</b>	36.1%	22.9%	29.4%	<b>21.4%</b>	<b>7.6%</b>
Capital Compounder*	PMS	May-19	10.9%	-11.1%	<b>8.1%</b>	29.2%	18.2%	25.3%	<b>18.0%</b>	<b>1.3%</b>
Shift	PMS	Oct-20	9.1%	-10.6%	<b>18.4%</b>	43.3%	28.1%	-	<b>37.8%</b>	<b>16.9%</b>
Bespoke	PMS	Oct-21	9.2%	-12.4%	<b>7.0%</b>	34.5%	25.7%	-	<b>26.5%</b>	<b>15.1%</b>
Contra#	PMS	Jan-22	8.5%	-18.9%	<b>6.5%</b>	43.1%	32.3%	-	<b>31.4%</b>	<b>18.2%</b>
Structural Shift	AIF	April-22	7.5%	-11.4%	<b>14.5%</b>	36.2%	-	-	<b>26.3%</b>	<b>14.4%</b>
Bharat Amritkaal	AIF	April-24	6.9%	-15.0%	-	-	-	-	<b>1.4%</b>	<b>-1.5%</b>
India Amritkaal (offshore fund)	AIF	Aug-24	10.1%	-11.3%	-	-	-	-	<b>-13.6%</b>	<b>-2.3%</b>
BSE 500 TRI			7.3%	-11.8%	<b>6.0%</b>	21.8%	13.7%	26.3%		

Notes:

Data as on 31<sup>st</sup> March 2025. Above returns are pre-tax and post expenses. Returns below 1 year are absolute and above 1 year is CAGR

\* The difference in performance is due to the acquisition of the PMS strategy, which includes its legacy performance.

# Changed from 'Carnelian YnG Strategy' w.e.f. Feb 5, 2025 to reflect evolved investment objective to include contra plays such as businesses facing temporary headwinds, deep value plays, special situation etc.

Disclaimer: Investments are subject to market risk. Past performance figures is not verified by SEBI. Past performances are not indicative of future performance. Please refer risk associated with investment as published on our website. Above information should not be regarded as an official opinion or recommendation of any kind.



# Awards & Testimonials

# Awards and recognition



# What our investors say..



## **Farah Malik Bhanji, MD - Metro Brands**

Vikas, Swati and the Carnelian team have done an excellent job managing our money. They have been one of the top performing funds in our portfolio for the year. Having been invested with them since inception, we have seen their strategy play out through the Covid period with great success. Carnelian's clarity and fidelity to their thesis and process inspires a lot of confidence and the results speak for themselves. I wish them all the best for their future endeavours and look forward to being a part of their journey.



## **Gopal Srinivasan, Chairman & Managing Director - TVS Capital Funds**

Find a great manager like Vikas. I have invested in his funds and I think give people like him money because this requires a very strong navigation, break, clutch, acceleration and steering system to manage so that would be my advise to most people that there is alpha in the market and alpha can be best sought out in the hands of professionals like Vikas.



## **Abhishek Dalmia, Chairman - Renaissance Group**

In investing, big money is made by being a contrarian. Humans derive comfort from being part of a crowd (group think). It is rare to find someone who has the conviction to stand apart from the crowd and is willing to bet money on his conviction. Vikas is that sort of guy. He bet on revival of Indian manufacturing at the peak of the first covid lockdown when he launched the Shift Strategy. The performance of the fund demonstrates that he got it right.



## **Chaitanya Desai, MD - Apar Industries**

Carnelian tries to achieve an absolute long term consistent return with substantial alpha keeping in mind the risk reward ratio. They are pretty much modern in their investments but also traditional when it comes to capital protection utilising their expertise in Forensic Accounts.

Their culture is such that fiduciary duty to the clients is at the heart of all their actions and processes. We are definitely IMPRESS'ed by their approach to their investments.



## **Vikas Poddar, Founder Ashirwad Pipes**

As a family office, we were looking for a new age fund manager who is in sync with India's growth story. And this is how we discovered that Carnelian, led by Mr. Vikas Khemani, will be a great choice. We have had several interactions with him and his team, which has given us immense comfort and reiterated our confidence in the Indian economy. Their performance has been a stellar.

# What our investors say..



## **Apurva Parekh, Executive Director - Pidilite Industries**

I am impressed by the fund's vision, investment philosophy, diligence process and long term approach. I have known Vikas Khemani for many years. He has deep domain knowledge and sound understanding of Indian businesses and economy. This has allowed Vikas to consistently identify superior businesses and trends ahead of the market.



## **Russell Mehta, MD - Rosy Blue India**

Have known Vikas for many years now and I love/admire his enthusiasm, passion and aggression to invest which is very well and equally balanced with deep and meaningful research, level headedness and receptiveness. He has canny ability to foresee trends!



## **Yogesh Agrawal, MD - Ajanta Pharma**

I was confident of Vikas' s ground up experience in investing which earned him sharp acumen in spotting the businesses that have potential to provide above index returns. Today, I can confidently say that Carnelian has lived up to the promise and delivered me sound and much above index returns so far. I am fully assured about the long term performance of Carnelian fund and would strongly recommend them to others. I wish team Carnelian all the best and healthy growth in future.



## **Pankaj Keswani, Founder - Alufit (India)**

Ever since we got introduced, I have this feeling that here's a guy I can trust. He's like a first-generation entrepreneur. So, he knows the value of money and what it takes to build it, to create it, and save it. And if someone might say, he is who under-promises and over delivers.



## **Yogesh Mahansaria, MD - Mahansaria Tyres India**

Vikas and his team have a great passion for investing, clarity of thinking, and deep research capabilities - all of this gave us lot of confidence to be an early investor in Carnelian Funds. Their performance over time has validated our confidence, leading us to enhance our investments with them over time; one of the best performing funds in our portfolio.



## **Sohil Chand, Senior Advisor, NVP India**

I have known Vikas for a while & been an investor since early days. It has been the best performing PMS in my portfolio over 20 PMSes!

# Contact Us



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# Disclaimer



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