

# Bharat Bhushan

## Portfolio Management Services

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*Partnering Your Wealth journey  
Since 1954*

70+

Years of Excellence

*SEBI Registered PMS (INP000009162)*

INVESTMENT



# Empowering Your Financial Future

## About our Company

70 years  
with you  
**BHARAT  
BHUSHAN**  
SINCE 1954



# 70 Years of building wealth across generations

**Legacy. Expertise. Personalisation.**

**Founded in 1954**, Bharat Bhushan has evolved from a trusted stockbroking house to a full-spectrum financial services group, bringing decades of wisdom to you

Driven by this legacy our Portfolio Management Services (PMS) bring to life **highly personalized, goal-oriented investment strategies**

Propelling multi-generational relationships into a new trajectory of wealth creation with our services

**70+**

Years in industry

**30,000+**

Clients (HNIs, Trusts, Corporates, Institutions)

**₹4000+**

Crores in mutual fund AUM

**₹40,000+**

Crores of depository assets

# Our Investment Philosophy

## Identifying Opportunities Through Insight And Analysis

### **Built on Trust Since 1954** ♦

For over seven decades, we have partnered with families across generations, earning their trust through integrity, consistency and personalised financial guidance.

### **Quality Creates Wealth** ♦

We invest in fundamentally strong businesses with credible management, sustainable competitive advantages and the ability to create long-term shareholder value.

### **Decades, Not Days**

Every investor's aspirations are unique. We design tailored investment solutions aligned with individual goals, risk appetite and life stage.

### **Personalisation before product**

We believe wealth is built through patience, discipline and the power of compounding—not by reacting to short-term market fluctuations.

# From Philosophy to Portfolio

Creating enduring wealth through personalised, disciplined and conviction-driven investing

## Understand You

Every investment journey begins with understanding your goals, risk profile and financial aspirations.

## Define the Right Strategy

We create a tailored investment strategy aligned with your objectives and time horizon.

## Identify High Quality Businesses

Our research focuses on fundamentally strong companies with sustainable long-term growth potential.

## Construct the Portfolio

We build diversified portfolios designed to balance growth, risk and resilience.

## Monitor and Evolve

Your portfolio is continuously reviewed and refined to remain aligned with changing markets and life goals.

# Promoters

Guided by decades of market wisdom

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## Vijay Bhushan

Mr. Vijay Bhushan is a veteran capital market expert with a vast experience of over 4 decades. He was elected as the president of the DSE for 2001-2002, and in 2002, he was elected as the chairman of Federation of India Stock Exchanges representing 20 Stock Exchanges from 2002 to 2004. Subsequently ANMI elected him as National President for the financial year 2019-20



## Nisha Ahuja

Mrs. Nisha Ahuja is an active Partner and Director in all associated companies under the Bharat Bhushan umbrella which are associated in the share market including its divisions like NSE, BSE, NSDL etc. since 1984. She is responsible for developing and expanding the retail, corporate and institutional client base for the last 4 decades.

# Key Management Team

Guided by decades of market wisdom



## Ajay Khandelwal

Mr. Ajay Khandelwal, MBA, B Sc (Hons), is a richly experienced, veteran professional belonging to the Indian Capital Markets. Currently he is the Principal Officer of PMS at BBETL. In the past 26 years, he has occupied top/senior level positions with leading Indian Capital Market intermediaries as Fund Manager and Research Analyst.



## Rajesh Chaudhary

Mr. Rajesh Chaudhary has over 30 years of experience in sales & distribution of financial products, product development and marketing of investment offerings. Rajesh holds a Masters in Management Studies in Finance, CISI - Level 3 Certificate in Wealth & Investment Management, NISM Series X-A Investment Advisor Level 1 and NISM Series X-B Investment Advisor Level 2.



## Madhav Bharat Bhushan

Mr. Madhav Bharat Bhushan joined Bharat Bhushan in 2018, although he's been an active investor for almost 2 decades. He holds a Bachelor's degree in Management Studies and Finance from University of Delhi and has done his Master's in Management Studies from Fuqua School of Business, Duke University, USA. He is a certified Portfolio Manager, Research Analyst and Mutual Fund Distributor.

# Empowering Your Financial Future

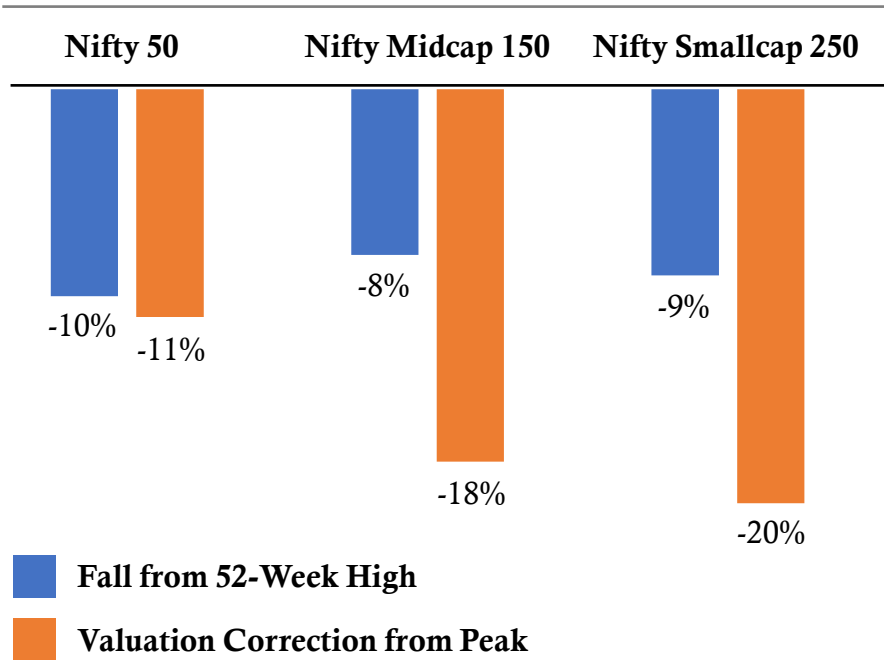
## Why invest now?



# Why Invest Now?

Market corrections have historically created attractive opportunities

## Declining Markets



Recent corrections have improved valuations across market segments, creating opportunities at reasonable

Source: Moneycontrol, Note: Data as on 30 June 2026

## Market Resilience: A Historical Perspective

| Market Event                             | Peak Correction | Recovery to Previous High | 3-Year Return from Bottom |
|------------------------------------------|-----------------|---------------------------|---------------------------|
| Dot-com & Global Slowdown (2001-2002)    | -22%            | 18 Months                 | +88%                      |
| Global Financial Crisis (2008)           | -52%            | 25 Months                 | +76%                      |
| Eurozone Debt Crisis (2011)              | -28%            | 13 Months                 | +61%                      |
| COVID-19 Pandemic (2020)                 | -38%            | 8 Months                  | +102%                     |
| Election & Global Volatility (2024-2026) | 16%             | Underway                  | --                        |

Market corrections create price dislocations, not permanent changes in business quality. Our focus remains on owning fundamentally strong businesses through every market cycle.

Source: Moneycontrol Historical Index Data, Morningstar Direct, Note: Data as on 30 June 2026

# Why India? Why Now?

India's structural growth story continues to create investment opportunities.

## India's Economic March

| Size of Indian Economy | Year  | Years to add \$1 trillion to the economy |
|------------------------|-------|------------------------------------------|
| \$1 trillion           | FY08  | 60 years                                 |
| \$2 trillion           | FY15  | 7 years                                  |
| \$3 trillion           | FY22  | 7 years                                  |
| \$4 trillion           | FY25  | 3 years                                  |
| \$5 trillion           | FY27E | 2 years                                  |
| \$6 trillion           | FY29E | 2 years                                  |

India's growth engine has reduced the time taken to add each successive trillion dollars to its economy

Source: IMF 2025E, Investing.com

## Structural Drivers of Long-Term Wealth Creation



### Demographics

**Young India, Long Growth**  
65% of the population below 35



### Manufacturing

**Building India's Industrial Base**  
₹1.97 lakh crore PLI programme



### Infrastructure

**Investing for the Future**  
Capital expenditure at record levels



### Banking System

**Stronger Financial System**  
Gross NPAs below 3%



### Consumption

**Consumption-Led Economy**  
1.4+ billion consumers



### Digital India

**Digital Public Infrastructure**  
18+ billion UPI transactions/month



### Stable Macroeconomy

**A Structural Growth Story**  
4th largest economy globally



### Financialization

**Savings Moving to Markets**  
6+ crore active SIP accounts

# Empowering Your Financial Future

## Our Strategies



# Micro to Mega

## Identifying Tomorrow's Leaders

### Objective

Generate capital appreciation and out performance over benchmark

### Focus

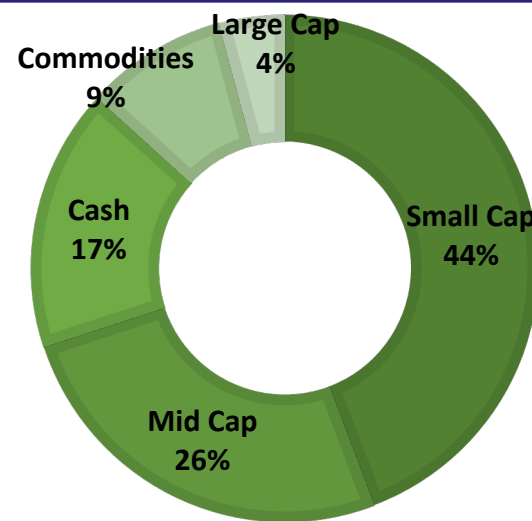
Companies with potential to grow significantly in market cap, leveraging market trends.

### Minimum Investment

INR 50,00,000

| Period    | 1 Month | 3 Month | 6 Month | 1 Year  | Since Inception |
|-----------|---------|---------|---------|---------|-----------------|
| Portfolio | +7.93%  | +10.11% | +23.73% | +29.93% | +26.14%         |
| Benchmark | -0.09%  | +3.86%  | +1.43%  | +4.72%  | +6.62%          |
| Alpha     | +8.02%  | +6.25   | +22.30% | +25.21% | +19.52%         |

### Holdings



Market Cap Wise Holdings of Micro To Mega Strategy

### Top 5 Holdings

| S no. | Script Name     | % Total on Nav |
|-------|-----------------|----------------|
| 1     | Cash & Cash Eq. | 16.79%         |
| 2     | GOLDBEES        | 8.47%          |
| 3     | SHILPAMED       | 5.21%          |
| 4     | WELCORP         | 4.50%          |
| 5     | UNIVCABLES      | 4.22%          |

### Industry Wise Holding

| S no. | Script Name         | % Total on Nav |
|-------|---------------------|----------------|
| 1     | Cash & Cash Eq.     | 16.79%         |
| 2     | Gold                | 8.47%          |
| 3     | Pharmaceuticals     | 8.84%          |
| 4     | IT Enabled Services | 7.58%          |
| 5     | Heavy Elec Equip.   | 7.52%          |

# Blue Chip

## Investing in Enduring Quality

### Objective

Long term wealth creation, investment in quality businesses

### Focus

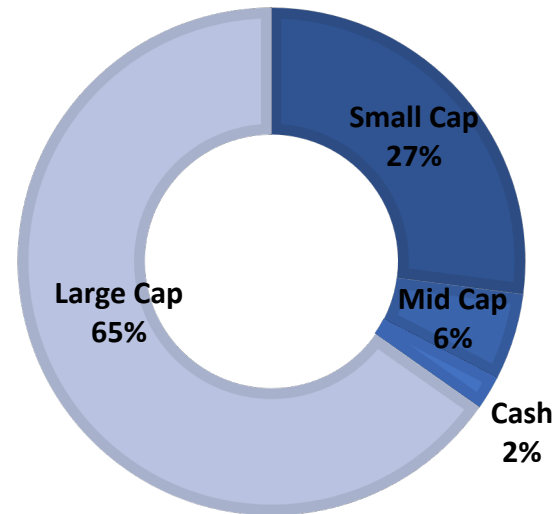
Companies with quality management, consistent profitability and competitive moat

### Minimum Investment

INR 50,00,000

| Period    | 1 Month | 3 Month | 6 Month | 1 Year  | Since Inception |
|-----------|---------|---------|---------|---------|-----------------|
| Portfolio | -1.03%  | +6.77%  | +12.29% | +15.81% | +26.57%         |
| Benchmark | -0.09%  | +3.86%  | +1.43%  | +4.72%  | +8.34%          |
| Alpha     | -0.94   | +2.91   | +10.86% | +11.09% | +18.23%         |

### Holdings



Market Cap Wise Holdings of Blue Chip Strategy

### Top 5 Holdings

| S no. | Script Name | % Total on Nav |
|-------|-------------|----------------|
| 1     | LICI        | 20.10%         |
| 2     | IEX         | 9.85%          |
| 3     | BAJAJHLDING | 7.60%          |
| 4     | SUN PHARMA  | 7.30%          |
| 5     | TATA CAP    | 6.72%          |

### Industry Wise Holding

| S no. | Script Name              | % Total on Nav |
|-------|--------------------------|----------------|
| 1     | Life Insurance           | 20.10%         |
| 2     | IT Consulting & Software | 11.13%         |
| 3     | Exchange & DataPlatform  | 9.85%          |
| 4     | Private Sector Bank      | 9.72%          |
| 5     | Holding Company          | 7.60%          |

# Money Plant

## Growing Wealth Through Value

### Objective

Investing in attractive valuation, competitive edge and favorable macroeconomic trends

### Focus

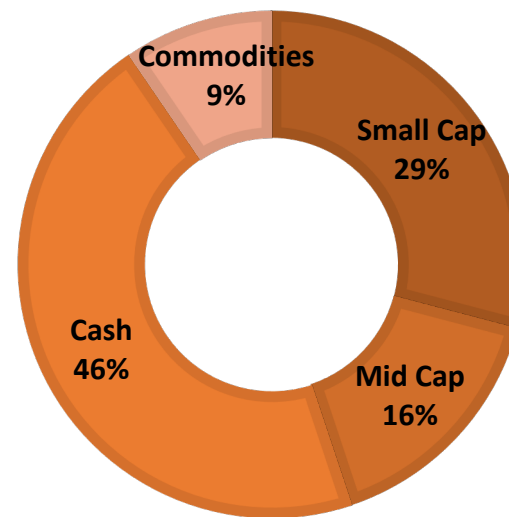
Cherry picked strong companies to deliver stable returns to the investor over a long time

### Minimum Investment

INR 5,00,00,000

| Period    | 1 Month | 3 Month | 6 Month | 1 Year  | Since Inception |
|-----------|---------|---------|---------|---------|-----------------|
| Portfolio | +11.15% | +14.91% | +34.17% | +45.20% | +41.18%         |
| Benchmark | -0.09%  | +3.86%  | +1.43%  | +4.72%  | +12.17%         |
| Alpha     | +11.24  | +11.05  | +32.74% | +40.48% | +29.01%         |

### Holdings



Market Cap Wise Holdings of Money Plant Strategy

### Top 5 Holdings

| S no. | Script Name     | % Total on Nav |
|-------|-----------------|----------------|
| 1     | CASH & CASH EQ. | 45.58%         |
| 2     | GOLDBEES        | 9.53%          |
| 3     | SHILPAMED       | 5.38%          |
| 4     | UNIVCABLES      | 3.22%          |
| 5     | ELLEN           | 3.0%           |

### Industry Wise Holding

| S no. | Script Name             | % Total on Nav |
|-------|-------------------------|----------------|
| 1     | Cash & Cash Eq.         | 45.58%         |
| 2     | Gold                    | 9.53%          |
| 3     | Pharmaceuticals         | 7.52%          |
| 4     | Industrial Products     | 3.96%          |
| 5     | Heavy Electrical Equip. | 3.75%          |

Empowering  
Your Financial Future

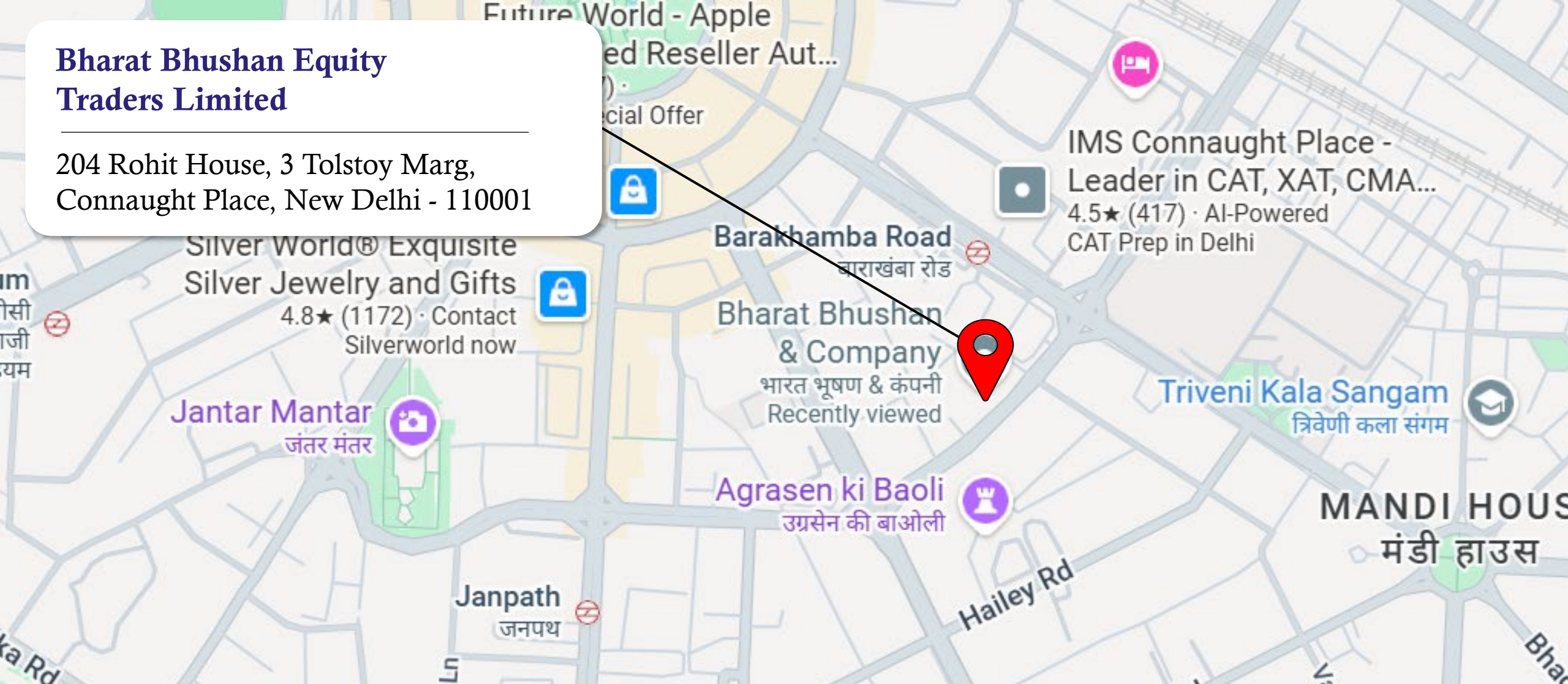
THANK YOU

# Salient Features

|                               |                                        |
|-------------------------------|----------------------------------------|
| Fund Type                     | SEBI Registered PMS (INP000009162)     |
| Fund Feature                  | Open Ended                             |
| Structure                     | Discretionary PMS                      |
| Minimum Investment            | INR 50 Lakhs                           |
| Exit Load                     | 1% for redemption before 365 days      |
| Custodian and Fund Accountant | Orbis Financial Corporation Limited    |
| Stock Broker                  | Bharat Bhushan Equity Traders Limited  |
| Depository                    | NSDL                                   |
| Fee Structure                 | Fixed Fees, Performance Fees or Hybrid |

## Bharat Bhushan Equity Traders Limited

204 Rohit House, 3 Tolstoy Marg,  
Connaught Place, New Delhi - 110001



[Ajay.khandelwal@bharatbhushan.com](mailto:Ajay.khandelwal@bharatbhushan.com)  
[Madhav.bhushan@bharatbhushan.com](mailto:Madhav.bhushan@bharatbhushan.com)



[www.bharatbhushan.com](http://www.bharatbhushan.com)



011-49800900

## Risk Factors and Disclaimer

Risk arising from the investment objective, investment approach and asset allocation: Equities as an asset class carry a higher risk in comparison to debt. While risk cannot be totally eliminated, it can be mitigated through a well-designed Investment Approach. Bharat Bhushan Equity Traders Limited Portfolios seek to mitigate risk and deliver superior returns through research-based investing. However, this objective may not be fully achieved due to various reasons such as unfavorable market movements, misjudgment by portfolio manager, adverse political or economic developments etc. The PMS is run with an objective to achieve reasonable returns consistently. Given this background the investor investing in the PMS faces the following risks:

- I. **Political, economic and/or related risks:** The Asset Value of the portfolio and the liquidity of the shares may be affected by changes in government policy, taxation, interest rates, social and religious instability and political, economic or other developments in or affecting India.
- II. **Industry risk:** The value of shares of companies in a particular industry may be affected due to factors affecting the industry like changes in government policy on duties, FDI or a foreign country, which is a big market for the industry, may impose restrictions on import etc.
- III. **The Indian Securities Market:** The Indian stock markets in the past experienced substantial price volatility and no assurance can be given that such volatility will not occur in future. Actual market trend may be in variance with anticipated trends; hence, the decisions of the Portfolio Manager may not be always profitable.
- IV. **Liquidity Risk:** Some stocks that the investor might be invested in might not be highly liquid. Though it will be the PMS service provider's endeavor to restrict investments in less liquid stocks to a lower limit, there is an exposure of liquidity risk to the investor.

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For more details, please refer to the Disclosure Document available at [Disclosure Document- BHARAT BHUSHAN](#)

\*As per SEBI circular SEBI/HO/IMD/IMD-PoD-2/P/ CIR/2022/172 dated December 16, 2022, the comparison of the relative performance of the investment approach with other portfolio managers is available at [APMI INDIA - IACOMPARE](#)