

**Brand Value**

Companies that own India's everyday brands. Top consumer favorites

Medium Volatility

8Y CAGR
15.62% Since: April 4, 2016**Smallcase rationale**

India is likely to be the third-largest consumer market in the world by 2030.

- Spending habits and consumption patterns have changed with the increased disposable income in the hands of millennials
- India's aspirational class is huge and its total consumption is also very high
- This change in consumption patterns will increase demand across sectors like food & beverages, clothing & footwear, household goods, healthcare and leisure facilities
- Companies with strong brands will benefit from such consumption
- A brand is usually a name that consumers emotionally associated to, which creates a moat for the company

This smallcase consists of companies that have been able to leverage their brand power into an outstanding financial track record over the years.

Created by **Windmill Capital** SEBI Reg. Number **INH200007645** Subscription Type **Paid**

[Invest in this smallcase here](#)**Methodology****Defining the universe**

All publicly traded companies on the National Stock Exchange of India, covering 90% market capitalization, are included in the universe

**Research**

The Windmill Capital team does a in-depth research, along with internal presentations and decides the criteria to be used for stock screening

**Stock Screening**

- Proprietary liquidity filters are applied to remove ill-liquid stocks from the universe
- A special check is applied to remove stocks, where a significant part of the promoter holdings are pledged, to define the investable universe
- All stocks in the investable universes, belonging to the selected sectors are checked individually to ensure perfect theme fit

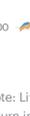
**Weighting**

Top points considered while assigning weights to stocks in the smallcase

Revenue derived/expected from smallcase theme-related business activities

Market capitalization of the company

Future estimates and corporate governance record of the company

**Rebalance**

This smallcase has a quarterly rebalance schedule. Once every quarter, the research team reviews this smallcase to add or drop stock/ETFs, if applicable

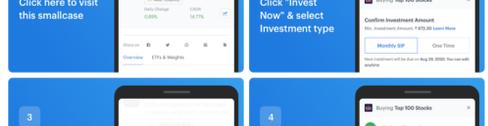
Ratios

Ratio	smallcase	Equity Large Cap
PE Ratio	46.59	24.57
PB Ratio	8.74	4.34
Sharpe Ratio	1.13	1.11
Dividend Yield (%)	0.94	1.12

Important Fields

Inception Date **March 3, 2014** Launch Date **April 4, 2016** Marketcap Category **Equity Large Cap**

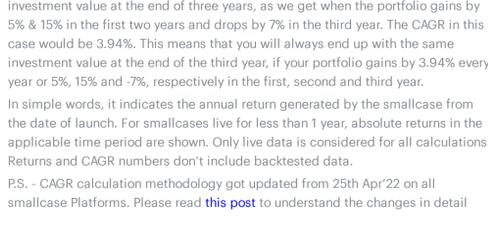
Review Frequency **Quarterly** Last Reviewed **March 14, 2024** Next Review On **June 14, 2024**

Market Cap Distribution

● Large Cap **85.55%** ● Mid Cap **6.02%** ● Small Cap **8.43%**

Live Performance vs Equity Large Cap

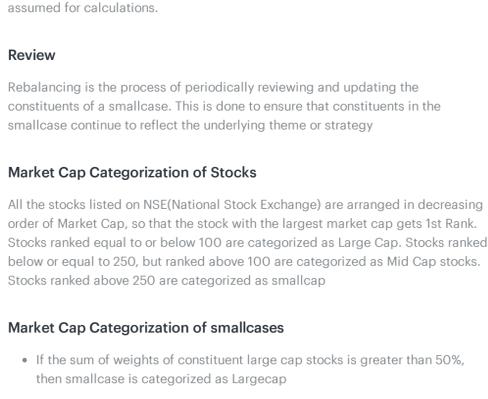
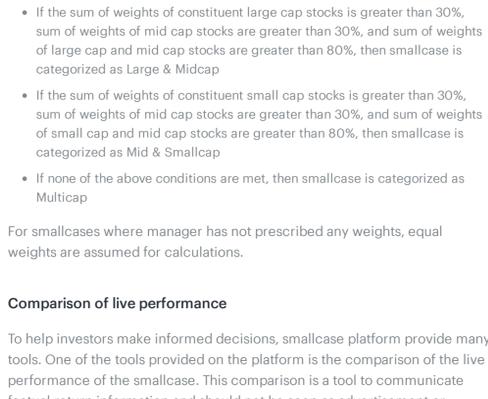
● Brand Value vs ● Equity Large Cap



Note: Live performance includes rebalances. It is a tool to communicate factual return information and should not be seen as advertisement or promotion.

Returns over various periods

6M Returns	1Y Returns	3Y Returns	5Y Returns
smallcase 8.21%	smallcase 16.4%	smallcase 45.96%	smallcase 76.79%
Equity Large... 18.51%	Equity Large... 30.24%	Equity Large... 56.69%	Equity Large... 93.6%

How to subscribe**How to invest****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 to 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

Market Cap Categorization of Stocks

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. Stocks ranked above 250 are categorized as smallcap

Market Cap Categorization of smallcases

- If the sum of weights of constituent large cap stocks is greater than 50%, then smallcase is categorized as Largecap
- If the sum of weights of constituent mid cap stocks is greater than 50%, then smallcase is categorized as Midcap
- If the sum of weights of constituent small cap stocks is greater than 50%, then smallcase is categorized as Smallcap

- If the sum of weights of constituent large cap stocks is greater than 30%, sum of weights of mid cap stocks are greater than 30%, and sum of weights of large cap and mid cap stocks are greater than 80%, then smallcase is categorized as Large & Midcap
- If the sum of weights of constituent small cap stocks is greater than 30%, sum of weights of mid cap stocks are greater than 30%, and sum of weights of small cap and mid cap stocks 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

Charts and performance numbers on the platform do not include any backtested data. Please refer to the Returns Calculation Methodology to check how returns are calculated on the platform. Data used for calculation of historical returns and other information is provided by exchange approved third party data vendors and has neither been audited nor validated by the Company. For smallcases where weights are not provided by the creator, Equal weights are used to calculate all returns, numbers and ratios on the platform.

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.

Windmill Capital Disclosures

Windmill Capital Private Limited is registered with SEBI with INH200007645 as the SEBI registration number. The registered office address of Windmill Capital Private Limited is No 51, 3rd Floor, Le Parc Richmond, Richmond Road, Shanthala Nagar, Bangalore - 560025. The CIN number of the company is U74999KA2021PTC132398.

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](#).

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Investments in securities market are subject to market risks. Read all the related documents carefully before investing.

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The Company is not engaged in merchant banking, investment banking or any brokerage services.

Unless otherwise stated, the percentage returns displayed on the website or any other marketing materials are Absolute Returns.

The Company has assumed some portfolios originally created by its holding company Smallcase Technologies Private Limited (STPL), a SEBI registered Research Analyst, whose registration was voluntarily surrendered to SEBI effective 18th November 2020. STPL had taken registration as a Research Analyst effective 18th June 2018 having registration number INH200005984. The Company retains and maintains these portfolios under the same name & methodology as used originally.

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Details of our Associates -

Smallcase Technologies Private Limited (Holding Company) bearing CIN: U74900KA2015PTC081722 with its registered office at No 51, 3rd Floor, Le Parc Richmond Richmond Road, Shanthala Nagar Bangalore, 560025.

Anchorage Technologies Private Limited having CIN: U74220KA2021PTC142979 with its registered office at #51, 3rd Floor, Le Parc Richmond, Richmond Road, Shanthala Nagar, Richmond Town, Bangalore - 560025

Essential Investment Managers Private Limited (EIMPL) is registered with SEBI as a non-individual Investment Adviser with INA000017912, as the SEBI registration number. EIMPL is also registered with BSE Administration and Supervision Limited (BASL) as a member having membership ID 1981. The CIN number of EIMPL is U74999KA2021PTC145058 with its registered office address as: No 51, 3rd Floor, Le Parc Richmond, Richmond Road, Shanthala Nagar, Bangalore - 560025

Nexum Finvest Private Limited (NFPL) bearing CIN U64990KA2023PTC172732 with its registered office address as: No 51, 3rd Floor, Le Parc Richmond, Richmond Road, Shanthala Nagar, Bangalore - 560025

Zerodha Asset Management Private Limited bearing CIN: U67190KA2021PTC155726 with its registered office address as: INDIQUBE PENTA New No. 51 (Old No.14), Richmond Road, Bangalore - 560025

Research Analyst Disclosures.

- Research Analyst has served as an officer, director or employee of subject company(ies): No

- We or our associates may have received compensation from the subject company(ies) in the past 12 months.

- We or our associates have managed or co-managed public offering of securities for the subject company(ies) in the past 12 months: No

- We or our associates have not received compensation for investment banking or merchant banking or brokerage services from the subject company(ies) in the past 12 months.

- We or our associates may have received any compensation for products or services other than investment banking or merchant banking or brokerage services from the subject company(ies) in the past 12 months.

- We or our associates may have received compensation or other benefits from the subject company(ies) or third party in connection with the products or reports created by the company. Our associates may have financial interest in the subject company(ies).

- Research Analyst or his/her relative's financial interest in the subject company(ies): No

- The company has financial interest in the subject company(ies) at the end of the month immediately preceding the date of sharing of products or reports created by the company: No

- Nature of financial interest is holding of equity shares or derivatives of the subject company - Our associates do not have actual/beneficial ownership of 1% or more securities of the subject company(ies) at the end of the month immediately preceding the date of sharing of products or reports created by the company.

- The subject companies may have been a client during the twelve months preceding the development and/or publication of products or reports created by the company and has received any compensation for services rendered to such subject company.

- Research Analyst or his/her relatives has actual/beneficial ownership of 1% or more securities of the subject company(ies) at the end of the month immediately preceding the date of sharing of products or reports created by the company: No

- The Company has actual/beneficial ownership of 1% or more securities of the subject company(ies) at the end of the month immediately preceding the date of sharing of products or reports created by the company: No

- The employees of the Company are permitted to transact in Exchange Traded Funds (ETF's) without any restrictions upto a specified limit in accordance with Company Policy. Intra-day transactions in ETF's are however, not permitted.

Support - Contact us at support@windmill.capital for any queries and assistance. All grievances should be addressed to our grievance officer Mr Ajay Bharadwaj using compliance@windmill.capital

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