

Responsible Investing



Pramerica

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Pramerica is the brand name used by Prudential Financial Inc., (PFI)* of the USA. Founded in 1875 as a life insurer, over the last 140 years the company's interests have expanded to include Annuities, Retirement-related Services, Real Estate Services, Investment Management and Mutual Funds.

A Fortune 100 Company and Fortune 30 Financial Services Company, Pramerica is one of the world's largest financial institutions with over \$1.1 trillion in assets under management¹. Pramerica is known for its ability to deliver on promises to its customers and is recognized as one of the world's most admired companies.

PGIM, the asset management arm of Pramerica, is 9th largest institutional money manager in the world². Present in 16 countries, PGIM has a strength of 1,121 investment professionals with an average portfolio manager experience of 21 years in the industry, 14 of which are with Pramerica.

¹ Data as on December 31, 2015, 2015 Source: PFI Financials.

² As of December 31, 2015, ranked by worldwide assets under management. Source: Pensions & Investments, May 2016.

*Prudential Financial, Inc. of the United States is not affiliated with Prudential plc, which is headquartered in the United Kingdom.



Investment Philosophy

Our investment philosophy resides on four tenets:

● Fundamental Approach

A fundamental approach ensures that our investment decisions are guided by extensive research and rigorous analysis.

● Long-term Orientation

The long term orientation keeps us from running behind only short term gains and enables us to create wealth over time.

● Team Work

We believe that team work goes a long way in building robust portfolios by ensuring that both fund managers and analysts are involved in the investment process.

● Risk Management

We employ strong risk management policies to help improve the risk adjusted returns over the long term.

Our endeavor is to create wealth over the long term for our investors.



Equity Investments

Research is the bedrock of our investment process. A bottom-up stock picking approach is balanced with a top-down overlay by researching every sector and stock. A robust portfolio construction process is followed where every company is analyzed in-depth and the portfolio thus constructed is regularly reviewed.

Fixed Income Investments

We thoroughly analyze the macro economic scenario to base our investment decisions. Security selection is based on relative valuations, credit analysis and research. This process is complemented with a strong risk management framework.

Portfolio Management Services

The investment process of the PMS follows the rigorous discipline of sticking to companies that meet our quality and valuation criteria. Not being subjected to daily comparisons enables the PMS to build a portfolio with a longer term orientation and a focus on minimizing permanent loss of capital. The PMS thus offers a qualitative diversification and a complementary set of companies to the investor.

