

Earn
Save
Invest
Grow

INVESTMENT
IS THE LADDER TO A
SECURE FUTURE

CONCEPT
INVESTWELL
—CREATION OF WEALTH—

CONCEPT INVESTWELL PRIVATE LIMITED

ABOUT CONCEPT

CONCEPT INVESTWELL
—CREATION OF WEALTH—

- Established in 1995 by Mr. Hemant Desai. He is the Chairman and Managing Director of the company.
- We are a boutique wealth management company with long, rich experience of over 3 decades.
- We are managing wealth for over 1500+ families.

OUR VISION

Our Vision is to meet the needs of Investors in planning and managing their investment "well" in the Indian capital market.

CORE VALUES

Our Core Values are
- High Client Orientation
- Finest Value Edition

CORE OBJECTIVE

Our Objective is to focus on Investors, understand them well, advise them properly and help them in the creation of wealth.

Come, join **CONCEPT** and prosper through us.

Happy Investing through CONCEPT

INVESTING WELL

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- We believe that Investing is both, an Art as well as a Science.
- Investing looks simple, but is not easy.
- Investing is not one time decision. It is a continuous process.
- In past, Real Estate, Precious Metals and Equities have delivered high returns. Can they continue to deliver so?
- Should investors broad base their investment and add options like **Private Equity, AIF, Investing Abroad** in their overall investment portfolio?
- Asset classes perform differently at different times. So, **Asset Allocation and Regular Review are essential elements of investing WELL.**
- **Your Investment Advisor plays important role in Investing well.**

MUTUAL FUND

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What is Mutual Fund?

A Mutual Fund is a professionally managed investment vehicle that pools capital from multiple investors with shared financial objectives.

This collective fund is then strategically invested in a diversified portfolio. Of securities—such as stocks, bonds, and money market instruments—to achieve specific growth or income targets.

Types of Mutual Funds



EQUITY
Stocks & Equity-related instruments



DEBT
Fixed-income (Bonds, G-Secs, T-Bills)



HYBRID
A strategic mix of Equity & Debt



Solution-Oriented
Specific goals like Retirement or Education



Index Funds/ETFs
Tracking market indices (e.g., Nifty 50)

Why Mutual Funds?

- Professional Expertise
- Diversification
- Affordability and Accessibility
- Liquidity
- Tax Efficiency
- Regulatory Safety and Transparency

A system of Monitoring is essential even in the case of a Mutual Fund Portfolio.
CONCEPT can be of help to you with the X-Ray of your present investment, with recommendations.

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ALTERNATIVE INVESTMENT FUND

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What is AIF ?

An Alternative Investment Fund (AIF) is a privately pooled investment vehicle established in India to invest in non-traditional assets like private equity, hedge funds, and real estate, listed equity shares and derivatives in accordance with a defined policy. Regulated by the Securities and Exchange Board of India (SEBI), these funds target sophisticated investors, requiring a minimum investment of ₹1 crore.

Categories of AIF

CATEGORY I

Invests in startups, SMEs, and social ventures (e.g., Venture Capital, Angel Funds).

CATEGORY II

Includes those AIFs that do not fall in the other two categories. private equity or debt funds that do not undertake significant leverage.

CATEGORY III

Employs complex strategies, including leverage and derivatives (e.g., Hedge Funds).

Types of AIFs

- Gift City AIF (Inbound/Outbound)
- Credit Opportunities and Structured Debt
- Unlisted and Pre-IPO Stage
- Start-up Investing
- Long Only Fund
- Long-Short Strategies

Concept has number of options of investing in AIF

PORTFOLIO MANAGEMENT SERVICE

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A Portfolio Management Service (PMS) is a professional investment solution provided by SEBI-registered portfolio managers to high-net-worth individuals (HNIs). Unlike a mutual fund, where money is pooled, in a PMS, your assets are held directly in your own name in a dedicated Demat account.

We have 5 PMS Plans

LEGEND FLEXI
(Flexi-Cap)

Buy and hold quality stocks. This plan is now Flexicap implying selection of company from large, mid or small cap.

AI DYNAMIC
(Large & Mid-Cap)

Combination of Human Intelligence, Artificial Intelligence and Quant to devise a portfolio that adjusts dynamically to short-to-mid term market trends.

SYMPHONY
(Multi-Manager)

Investment in MFs and SIFs from top-rated managers across Asset Classes and Market Cap, that show consistency in investment philosophy and investment returns.

EFFICIO
(Permutation of ETFs)

This plan is centred around Multicap multi asset class approach of diversifying risks and optimizing returns. This objective is achieved through investing in low-cost ETFs.

MAGNUS
(Nifty50 Strategy)

Investing equally across India's Top 50 Companies to maximize diversification and capture value through systematic contrarian rebalancing

Concept has Varieties of PMS plans for investments

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INVESTWELL ADVISORY

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We provide comprehensive financial solutions across a broad spectrum of asset classes and investment products.

OUR METHODOLOGY



1. Client Onboarding

- Digital KYC (Aadhar based)
- Digital IA Agreement (Aadhar based e-signing)
- Access to Web-Portal and Mobile App
- **Wealth Manager Assigned**



2. IPS Formation

- **Risk Profiling**
- Interview with Advisor
- Exposure Limits
- Product / Sector level restrictions
- **Define the Structure of Investment**
- **Define IPS** (Investment Policy Statement)



3. Asset Allocation

- Strategic Asset Allocation across asset classes & geographies
- Tactical Asset Allocation (market-based)
- **% Allocation recommendation in compliance with IPS**



4. Portfolio Building

- Evaluation of all suitable investment options curated by Research Team
- **Security/product level allocation in compliance with IPS**



5. Portfolio Review

- **Customized Performance Reporting**
- **Periodic review of**
  - Entire Invested Portfolio
  - Strategic and Tactical Asset Allocations
  - Risk Profile
  - IPS

What do we look in life? Most answers would be HAPPINESS.

How do we get HAPPINESS? There are multiple ways to get HAPPINESS.

Would creation of WEALTH give you HAPPINESS? Most answers should be YES.

How can we create WEALTH? It is through investing WELL and proper Monitoring.

CONCEPT is of good help in investing WELL and Monitoring of Investment.

This is our role as an Investment Advisor.

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SCAN ME for a WhatsApp Chat

SCAN ME to Connect Virtually

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