

**Your Money,  
Our Strategy.**



# Ideal Valuation Strategy.



Ideal Valuation Strategy (IVS) is based on the emphasis on both value as well as growth investing. Under this strategy, we find the businesses which are fundamentally strong and available at reasonable valuation. We believe that a business can trade at higher multiple but it's underlying fundamentals must justify this. Thereby a company is studied both from quantitative as well as qualitative fronts in order to find fundamental strength of the business.



In qualitative analysis, we strategically study the company and focus would remain on understanding business model, products and services analysis, inter-firm comparison based on SWOT, corporate government standards and promoters zeal to growth and stability.



This is ideal valuation strategy under the bottom-up approach, applicable to multi-cap stocks relating to various sectors of the economy.



Under quantitative analysis, we do rigorous historical financial analysis of the companies through focusing on key ratios relating to growth, margins and returns. We have customized our quantitative approach in the way that any business which shows sustained improvement in key performance parameters comes in selection criteria.



In the final stage, underlying fundamental strength is compared with the prevailing valuation multiple in order to determine the business attractiveness. Further investment should be based on potential growth and future prospects of the company.