

“Strong Core” Investment Advisory Services

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Strengthening Your Core for Sustainable Wealth Creation

Fitness & Health - Faddish

- Changing Fitness Programs, Diets a big Fad
- Benefits the Program Creators and Nutritionists
- Highly uncertain benefits for the user, can lead to long term health damage
- Investments are similar to fitness and health fads



Investors do not Benefit from Fads

- Investment world promises investors great wealth
- Over the years, majority of investors have struggled for financial security
- Investments Fads – Products, platforms, technology, are they really for Investors future financial security? No



Get to the Core

- In fitness and health, if core is strong everything falls in place
- Core workouts does not require fads, just simplicity
- Investments too require a strong core, simple and no fads



We Provide the Core for Investors

- Simple Philosophy – Grow wealth when markets are strong and protect wealth when markets are down
- Simple Investment Strategy – Equity for growth, fixed income for stability
- Simple Investments – Direct- Stocks Indirect – Low cost ETF's, Fixed Income Funds



Guide and Educate

- Guidance – Where, when and what to invest in
- Education – Why to Where, When and What to invest in
- Core requires diligence and knowledge



Our Ideals & Philosophy & Founder

Ideals

We believe that for “Core Strength”, Physical as well Financial, a sustainable and long term approach is required.

We also believe that a small number of Individuals will opt for a Long Term Sustainable Approach to Strengthen the Core.

We will partner the Few Enlightened Individuals to Keep them Financially Secure by substantially growing their wealth.

Philosophy

- **'In a disruptive world, the only way is the way forward.'**
- All our analysis and research is focused on the future environment surrounding markets, businesses and economies
- We recognize that markets, businesses & economies have deep cyclical Up's & Down's and these present strong opportunities for growing wealth as well as preserving the growth in wealth

Founder



Arjun Parthasarathy has over 25 years experience in financial markets. He has worked across platforms of fund management, proprietary trading and research and across segments of equities and fixed income. Arjun has worked with reputed institutions including Citigroup, IDFC Mutual Fund, Sundaram Mutual Fund and IDBI Bank. He has done his MBA from University of Hull UK and MA in Economics from the University of Poona. Arjun has authored the book, *The Rich Investor*, published in 2012. Arjun is dedicating his knowledge to help individuals to grow wealth smartly. He is assisted by a team of analysts.

The Process of Strengthen Your Core for Sustainable Wealth Creation

STEP 1



SUBSCRIBE

- Register for our “Strong Core” Investment Advisory Services
- We will check your Risk Score, Your Investible Funds and analyse your current investments

STEP 2



RECOMMENDATION

- We will recommend a portfolio of stocks and fixed income investments
- You invest based on our recommendations and send us the details of the investments

STEP 3



MONITORING

- We Will Continuously Monitor Your Portfolio & Notify Changes (if any).
- As & when you have more funds to invest, we will advise you on the investments

Our Track Record

12 Stock “Core Strength” Portfolio

12 Stock Retirement Portfolio Performance

12 Stock (As of 31st July 2017)			
Timeline	Portfolio Performance(%)	BSE Sensex Performance (%)	Outperformance(%)
06th Dec 2012 to 31st July 2017	300%	67%	233%
1 Year Returns	39%	16%	23%
2 Year Returns	65%	16%	49%
3 Year CAGR	33%	8%	25%
1 Month Returns	10.00%	4%	6%

19 Stock “Core Strength” Portfolio

19 Stock Retirement Portfolio Performance

19 Stock (As of 31st July 2017)			
Timeline	Portfolio Performance(%)	BSE 500 Performancece (%)	Outperformance(%)
6th May 2013 to 31st July 2017	267%	77%	180%
1 Year Returns	38%	20%	18%
2 Year Returns	77%	26%	51%
3 Year CAGR	35%	13%	22%
1 Month Returns	8%	4%	4%

Global 10 Stock “Core Strength” Portfolio

Global 10 Stock Retirement Portfolio Performance

Global (As of 31st July 2017)			
Timeline	Portfolio Performance(%)	S&P 500 Performance (%)	Outperformance(%)
8th April 2015 to 31st July 2017	51%	19%	32%
1 Year Returns	29%	14%	15%
1 Month Returns	5%	2%	3%

Shariah 12 Stock “Core Strength” Portfolio

Shariah Stock Portfolio Performance

Shariah 12 Stock (As of 31st July 2017)			
Timeline	Portfolio Performance(%)	BSE Sensex Performance (%)	Outperformance(%)
18th July 2016 to 31st July 2017	55%	17%	38%
1 Year Returns	48%	16%	32%
1 Month Returns	7%	4%	3%

Fixed Income “Core Strength” Growth Portfolio

FIGP Absolute returns (%)

Returns (August 2017)	FIGP	FIGP Mutual fund
1 Month	1.98	1.45
Year to Date (YTD)	6.61	5.30
Since November 2016	9.81	7.89

Knowledge & Research

Access to Tutorials and Real Time Research & Analysis

- Clients get access to our platform “Investors are Idiots.com” – Web and APP
- Extensive tutorials on markets and investments
- All recommendations backed by research & analysis that is published

Communication

- Email
- WhatsApp
- Con calls
- One on one telephonic, skype, whatsapp audio

Testimonial that Sum's It All

Hi Neelima

Thanks for your email. I think I shall first let you know some feedback about your services. Having been a client of IAI for about 5 years, I can certainly say that this is a mature organisation in advisory business. Advice given has always been balanced, bordering on conservative side, which is how it should be. At the same time IAI has not shied away from taking calculated risks to make money, after all that's the aim, isn't it? If there was/is a Bajaj Finserv and Biocon in portfolio, there was also a SpiceJet; all of'em making money.

An advisor/advisory's value is felt when portfolio value goes up, more so on how he advises clients during market slumps. Most folks would panic during slumps like the ones we had last week (small & mid cap indices going down more than 3%) but we feel safe when advisor's email pops up next morning explaining the long term rationale being in tact and why we should not be bothered about these fluctuations/volatility.

Testimonial Cont...

I felt reassured not only now, but also back in 2016 early(pre-budget), late 2016(DeMon), in 2012(Fed induced crash!) and all such significant drops in market.

Realising that ground reality has changed since reco, not hesitating to accept the same and advising clients to sell even on a loss is an important quality for an advisor. Thankfully we had only few such situations, like SQS recently, but clients like me though are surprised with such decisions we accept those with a smile when they are explained with reasons/logic. Instead of carrying on with a non-performing security, moving on is much better, especially when some of our parameters have changed.

IAI was not adding new services at break-neck speed like few other orgs, but in a measured manner and hence all your services like different portfolios or different kinds of services are probably successful. I think that success is because you listen to your clients and introduce services accordingly. Your MF advice recently is a good initiative too.

With consistent performance, I started blindly following your model portfolios, I guess that's your success. Regards Prasanna.

Fees

Fees- 1% of Investible Funds

- Minimum of Rs 15,000 per year payable on registration
- Payable quarterly in advance
- Fees can be customized for investments of over Rs 5 crores (Rs 50 million)

Register Now

Contact Neelima@zephyr.org.in , Mobile: +91
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Login to Investorsareidiots.com and Register

Thank You

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