



INVESTMENT OUTLOOK

A monthly Newsletter to manage your personal finance

HAPPY NEW YEAR

2023

What's Inside

- Client Testimony
- Market Indicators
- Inspiring Investment Story

Have u made your New Year Resolution ?

We all make our new resolutions based upon our habits, wealth goals, Health Goals etc. This New year we are going to pick Top 3 New Year resolution based upon your Wealth Goals or Financial Goals. Just make your resolution and share it on our E Mail ID (provided at the end of this Newsletter) before 30th of January 2023 with the subject "My New Year Wealth Resolution". Name of these three lucky winners will be announced on 5th of Feb 2023

Welcome 2023..

We are already in 3rd year of this decade. And world is talking about India growth story. We have already been recognized as world's fastest growing economy and experts believe that we will be amongst Top 3 economy by the end of 2025. This is the year of celebrating our attitude and success. This is the year to celebrate our pride to be an Indian. This is the year to celebrate all good things done by our government and people!!! Let's welcome 2023 with best of your spirit.





Mr. Kaushik Ketharam
Founder, Director
Intelli360 Asset Private Limited

From the desk of author

I am really excited to enter into 3rd year of India's super decade! The world has already recognized us as a fastest growing economy. All exiting parameters and numbers show that India will be among the top 3 economy of world in this decade.

As a Financial product distributor, our excitement and conviction to sell Indian Mutual Fund scheme is on Top! I strongly believe that this decade is going to build huge wealth for investors. You don't need to be extra smart to capture the high returns from the schemes; just need to follow some basic rules:

1. Don't act like a trader. Invest with a long term attitude.
2. Don't let your emotions overpower your investment decisions.
3. Buy right product and sit tight for at least 3 years to get good result
4. Create a proper balance between Debt & Equity i.e choose appropriate Asset Allocation

We wish this New Year should bring lot of happiness and prosperity to you and all your family members.

Our resolution for 2023

1st Year of the decade, Year 2020, started with a tough note of COVID crisis. However, 2021 saw a big recovery from bottom and 2022 was flat with bullish biasness. Year 2022 was not at all a good year for most part of Globe: **Ukraine - Russia War, US rising inflation, European Energy crisis, Manufacturing shortfall in China's Zero Covid Policy.** **However, India stood firm in all these event flow.** Most of Indian Equity Mutual Funds were able to beat the benchmark. Last 2 Years of the decade has clearly given the signal that this decade belongs to India!

Our resolution for 2023 stands same and firm - help our customers in creating best of their wealth and achieve all their financial dreams. We take this oath to continue with our efforts to motivate, educate and guide our customers at every step. In 2023, you will find many new upgrades in our CRM and customer interface – to give you more transparency, Safety and speed.

Mantra for Wealth Building

As an investment guide and financial product distributor, we regularly educate and motivate our customers with smart investment tips and mantras. We have picked following two good financial mantras for our readers as a New Year pick:

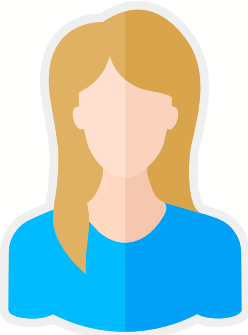
1. It is critical to gain some control of your financial life. One should have the agency to drive income, expenses, savings, investments, assets and charity is a good financial habit. To be in charge gives you the power to make decisions in your interest. I routinely meet people who say they don't know, or they don't care enough to know their options with money, or do not want to get closely involved. Learn to enjoy making meaningful money decisions and make it a habit.
2. Take a holistic view. Learn that macros matter more than micro-management of your money. Earnings that align to your potential are more important than the tax deduction on your income; being deliberate with your spending decisions is better than writing daily accounts of your expenses; building a safety net is better than betting to make it big; allocating to diversified asset classes systematically will beat routine stock trading; and so, on.

Our Top 3 inspiring customers - Year 2022

As we enter into the new year 2023, most of you would be busy preparing your personal New year resolutions - health based or wealth-based resolutions! We thought to share some inspiring savings story of our new gen investors, which may help you in creating a good new year resolution for you. Their strong savings resolution and strong determination has made them create descent wealth for themselves.

although there are many such stories to inspire you, but we picked just the best 3 according to our understanding.

Note : The names have been changed on request of the customers



Reema , 42 Yrs, Working Executive

Reema is a hard-working executive who lives in a joint family. With two Kids and two dependent parent's finances was not easy to manage for the family. Moreover, 10 Years back they bought a house on Loan with an EMI of Rs 35000 per month. Read her inspirational savings story on '**How she stabilized her family's Financial condition and secured her Kids future too**'



Vijay, 26 Yrs, Financial Services Executive

Vijay is a young executing working in a financial services company. He started his career in 2018 as a trainee and learnt some smart tips of investments. He instantly applied those learnings on his own funds and created a nice path of Financial Freedom for himself. Read his inspirational savings story on '**How he realized the importance of Financial Freedom and what motivated him to start savings for it ?**'



Mohan, 28 Yrs, Software Engineer

Mohan is working for a MNC and is living with his parents who are dependent on them. Last month he got married to a housewife. As a matter of proud he managed all his marriage expenses on his own! Not only that, but he has also created enough provision to use funds in house expansion and renovations to welcome to new member. Read his inspirational savings story on '**How he planned for all these financial targets and what inspired him to do so?**'



Reema

SIP Started on 1-Jan 2011
SIP Amount: Rs 5000/- per month
Annual Step up/Increase @10% p.a.

Product Chosen: xxxxxx Midcap Fund - reg - Growth

Current Value of her investments = Rs 31.32 Lakhs

Note: Scheme name is intentionally kept hidden you avoid any name bias. But the figures quoted here are all real and true.

Around 10 Years back Reema met us with following investment objectives:
She was eager to reduce the EMI burden of the family hence she was looking for saving some funds aside from her salary, to use it for loan pay off at later date.

She also wanted to create a descent corpus for her kid's education kitty.

Her smart decision to Step up her monthly SIP by 10% p.a., was the real good step and really inspiring savings habit which we rarely see. In the above table, approximately 36% of the fund value has come from the enhanced savings of 10% p.a. I picked her story to share with all my readers, just to help them in adding one more resolution for 2023 - "I will step up my SIP every year"

Reema has used part of this fund to pay off her home loan and has started fresh New SIPs with the EMI money which is now being available at her disposal. We salute her discipline and habit to save and take wise investment decision.



Vijay

SIP Started on 18-Jan 2009
SIP Amount: Rs 1000/- per month
Annual Step up/Increase @10% p.a.

Product Chosen: xxxxxx Midcap Fund - reg - Growth

Current Value of his investments = Rs 7.78 Lakhs

Note: Scheme name is intentionally kept hidden you avoid any name bias. But the figures quoted here are all real and true.

Vijay had no financial liability in terms of any family dependents. He was free to use his funds according to his own wish and requirements. He attended one of our educative seminars on "Financial Planning to achieve Financial Freedom"

As a newly joined trainee in a company, his first question was - what is the minimum amount with which I can start my journey to Financial Freedom? We said Rs 500/- and that's what changed everything for him.

Vijay also adopted the same formulae of SIP Step up, but the most inspiring part was his dedication and conviction to start early. Irrespective of the amount of the investments, he started with small, but today his corpus is good enough to meet out his immediate luxury purchases, if any. Vijay an ideal inspiring story for all such investors who shy away from investments due to smaller savings potential. So let us add this resolution to your new year's list - investing is must, even if the amount is small !



Mohan

SIP Started on 1-Jan 2011
SIP Amount: Rs 60000/- per month
Product Chosen: xxxxxx Tax Saver Fund - reg - Growth
Current Value of his investments = Rs 54.578 Lakhs
Note: Scheme name is intentionally kept hidden you avoid any name bias. But the figures quoted here are all real and true.

Mohan never believed that Tax Savings could be a smart route to wealth creation. When he first met us 4 Years back for his annual tax saving investments under section 80C, we suggested him to go for ELSS (Equity Linked Savings Scheme) to generate better returns over long term.

When we explained him the advantages of ELSS & its wealth building capabilities, he converged his other financial goals in ELSS only. So Instead of RS 150000 per year he started investing Rs 6 lakhs per annum in ELSS, which is quite unusual.

Mohan's decision to put all his long-term Goal funds into ELSS was little unusual, because here the funds get into 3 years lock in. Moreover, general tendency is to invest maximum up to 1.5 lacs in ELSS hence people don't look beyond that! But when Mohan saw the fantastic historic performance of ELSS, he took this path breaking decision.

Although its juts 4 years of his investment journey, but the figures clearly suggest that he is on the perfect path of wealth building. I am sharing this inspirational story of Mohan with our readers to help you add one more resolution to your new year list - ELSS and Retirement products must be added to your investment portfolio.

Chapter - 2: Market Indicator

EQUITY MARKET SNAPSHOT - LAST ONE YEAR						
Period	INDIAN INDICES		KEY INTERNATIONAL INDICIES			
	SENSEX	NIFTY 50	NASDAQ 100	S&P 500	FTSE 100	Hang Seng
31st December 2022	60840.74	18105.30	10939.76	3839.50	7451.74	19781.41
1 Month	-3.58%	-3.48%	-9.06%	-5.90%	-1.60%	6.37%
3 Months	5.94%	5.91%	-0.29%	7.08%	8.09%	14.86%
6 Months	14.75%	14.73%	-4.90%	1.43%	3.94%	-9.51%
1 Year	4.44%	5.24%	-32.97%	-19.44%	0.91%	-15.46%
Current P/E	27.94	21.79	27.14	19.69	13.83	11.15
Current P/B	3	4.25	5.07	3.78	1.64	1.38

COMMODITY MARKET SNAPSHOT - LAST ONE YEAR						
Period	GOLD - MCX INR	%	SILVER - MCX INR	%	CRUDE OIL (USD)	%
	10 grams		1 KG			
31st December 2022	54779	-	69352	-	85.65	-
1 Month	52434	4.47%	63588	9.06%	85.43	0.26%
3 Months	50029	9.49%	57385	20.85%	87.96	-2.63%
6 Months	50719	8.00%	59101	17.34%	114.81	-25.40%
1 Year	47994	14.14%	62892	10.27%	77.78	10.12%

OTHER MARKET INDICATORS						
Period	G-SEC Rate	Period	CURRENCY		Period	INFLATION Rate %
	10 YR G SEC		USD/INR	%		
31st December 2022	7.33	31st Dec 2022	82.72	-	November	5.88%
1 Month	7.28	1 Month	81.36	1.67%	1 Month	6.77%
3 Months	7.40	3 Months	81.50	1.50%	3 Months	7.00%
6 Months	7.45	6 Months	78.92	4.82%	6 Months	7.04%
1 Year	6.45	1 Year	74.43	11.13%	1 Year	5.66%

NIFTY EQUITY BENCHMARK INDICIES 31st December 2022						
INDEX	CURRENT	1 WEEK%	1 MONTH%	1 YEAR%	52W H	Fall from 52 week high
NIFTY 50	18,105.30	1.68%	-3.48%	5.24%	18,887.60	-4.14%
NIFTY NEXT 50	42,187.65	3.52%	-3.43%	1.47%	45,509.70	-7.30%
NIFTY 500	15,448.85	2.68%	-3.12%	4.09%	16,041.65	-3.70%
NIFTY MIDCAP 150	11,885.75	4.42%	-1.72%	4.30%	12,378.55	-3.98%
NIFTY SMALLCAP 250	9,481.25	5.79%	-1.76%	-2.52%	10,524.55	-9.91%
NIFTY BANK	42,986.45	3.16%	-0.57%	22.60%	44,151.80	-2.64%
NIFTY AUTO	12,611.70	3.07%	-4.69%	17.26%	13,544.90	-6.89%
NIFTY FMCG	44,171.45	-0.32%	-3.00%	19.14%	46,331.20	-4.66%
NIFTY IT	28,621.70	1.36%	-5.82%	-25.96%	38,993.25	-26.60%
NIFTY METAL	6,723.40	7.95%	2.43%	24.12%	6,835.35	-1.64%
NIFTY PHARMA	12,597.60	-1.46%	-4.16%	-10.88%	14,097.45	-10.64%
NIFTY REALTY	431.80	5.36%	-4.08%	-9.73%	527.2	-18.10%
NIFTY CONSUMER DURABLES	25,296.70	3.22%	-4.59%	-11.76%	30,892.40	-18.11%
NIFTY OIL & GAS	8,438.25	5.20%	-1.99%	16.03%	8,664.05	-2.61%
NIFTY COMMODITIES	5,944.10	4.26%	-2.30%	8.06%	6,458.45	-7.96%
NIFTY INDIA CONSUMPTION	7,554.35	1.31%	-4.57%	8.60%	8,146.95	-7.27%
NIFTY ENERGY	25,869.85	3.98%	-5.43%	15.05%	29,304.05	-11.72%
NIFTY INFRASTRUCTURE	5,252.10	1.84%	-3.59%	6.46%	5,482.80	-4.21%
NIFTY INDIA DIGITAL	5,261.10	3.15%	-5.52%	-26.28%	7,365.45	-28.57%
NIFTY100 ESG	3,438.30	1.70%	-3.94%	-3.12%	3752.2	-8.37%
NIFTY INDIA MANUFACTURING	8,241.75	2.64%	-3.52%	5.14%	8,611.10	-4.29%

Ratio of total market cap over GDP

Recent 10 Year Maximum - 132%

Recent 10 Year Minimum - 48.29%

Current Market Cap / GDP- 101%

Current Market Cap of India as on 31st December 2022 - INR 283 Lakh cr.

Current GDP: \$3.5 TRLN US dollars or INR 280 LAKHS CR

GDP Growth Figures**% of Growth**

LAST QUARTER (JAS 2022)

6.30%

PREVIOUS QUARTER (AMJ 2022)

13.50%

YEAR AGO (JAS 2021)

8.40%

FII's/FPI's Activities in Indian Equity Markets**FII / DII - ACTIVITIES IN INDIAN EQUITY MARKET (CASH)**

Month- Year	FII (Rs Crores)	DII (Rs Crores)
	Net Purchase / Sale	Net Purchase / Sale
Dec-22	-14,231.09	24159.13
Nov-22	22546.34	-6301.32
Oct-22	-489.06	9276.97
Sep-22	-18308.3	14119.75
Aug-22	22025.62	-7068.63
Jul-22	-6567.71	10546.02
Jun-22	-58112.37	46599.23
May-22	-54292.47	50835.54
Apr-22	-40,652.71	29,869.52
Mar-22	-43,281.31	39,677.03
Feb-22	-45,720.07	42,084.07
Jan-22	-41,346.35	21,928.40
Year To Date(YTD)	-278,429.48	275,725.71

COUNTRY WISE FPI AUC (Asset Under Custody) IN INDIAN MARKET

Country Wise AUC (in cr.)	As on November 30, 2022	% of Holdings
UNITED STATES OF AMERICA	2076649	41.65%
OTHER	776840	15.58%
MAURITIUS	389690	7.81%
SINGAPORE	382461	7.67%
LUXEMBOURG	350566	7.03%
UNITED KINGDOM	265117	5.32%
IRELAND	243800	4.89%
NORWAY	153794	3.08%
CANADA	141936	2.85%
JAPAN	113962	2.29%
NETHERLANDS	91665	1.84%
Total	4986480	100%

SECTOR WISE FPI AUC (Asset Under Custody) IN INDIAN MARKET

Sector Wise AUC (in cr.)	As on Dec 15, 2022	% FPI Holdings
Financial Services	1611737.00	5.57%
Oil, Gas & Consumable Fuels	558113.00	1.93%
Information Technology	514985.00	1.78%
Fast Moving Consumer Goods	338180.00	1.17%
Automobile and Auto Components	265434.00	0.92%
Healthcare	236566.00	0.82%
Power	214686.00	0.74%
Metals & Mining	173394.00	0.60%
Consumer Durables	164520.00	0.57%
Capital Goods	133992.00	0.46%
Top 10 Sector Holdings	4211607.00	14.56%
OTHERS	718937.00	2.48%
FPI HOLDING IN INDIAN EQ MARKET	4930544.00	17.04%

Mutual Fund CATEGORY AVG Performance across Industry - 31st December 2022				
Equity Funds Category - AVG Performance across Industry				
Category Type	1 Month	3 Months	6 Months	1 year
Sector - Financial Services	-0.05	12.33	30.72	22.98
Sector - FMCG	-2.03	1.76	14.33	19.62
Equity- Infrastructure	-2.56	3.54	18.54	9.61
Contra	-2.27	5.21	17.81	9.47
Value	-2.33	6.47	16.90	6.27
Multi-Cap	-2.62	2.57	16.45	5.26
Large-Cap	-3.44	4.24	14.97	4.70
Mid-Cap	-1.94	0.82	16.32	3.76
Dividend Yield	-2.65	5.23	13.82	3.67
Large & Mid- Cap	-2.60	2.68	15.28	3.37
ELSS (Tax Savings)	-2.83	3.72	15.21	3.32
Small-Cap	-1.62	0.78	16.08	2.67
Focused Fund	-3.13	3.18	14.11	2.24
Flexi Cap	-2.87	2.65	14.57	1.26
Equity - ESG	-2.82	3.25	13.74	-1.37
Sector - Healthcare	-3.78	-1.17	7.09	-9.51
Sector - Technology	-5.61	5.61	4.44	-22.80

Fixed Income Category- AVG Performance across Industry				
Morningstar Category	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
Credit Risk	0.28	1.47	3.06	13.37
Floating Rate	0.76	1.81	3.41	4.41
Liquid	0.46	1.55	2.73	4.40
Ultra Short Duration	0.47	1.41	2.62	4.35
Money Market	0.47	1.38	2.61	4.29
Short Duration	0.27	1.63	3.02	4.22
Low Duration	0.46	1.43	2.74	4.13
Arbitrage Fund	0.65	1.35	2.21	4.06
Medium Duration	0.35	1.67	3.96	3.78
Dynamic Bond	0.34	1.55	3.30	3.25
Banking & PSU	0.31	1.39	2.72	3.01
Corporate Bond	0.29	1.44	2.72	2.79
Medium to Long Duration	0.14	1.61	3.43	2.70
Government Bond	0.17	1.51	3.17	2.35
Long Duration	0.02	1.99	4.67	1.98
10 yr Government Bond	0.14	1.97	3.94	0.78

Balance Fund Category- AVG Performance across Industry				
Category Type	1 Month	3 Months	6 Months	1 year
Dynamic Asset Allocation	-1.58	2.68	9.20	4.93
Conservative Allocation	-0.62	1.80	5.14	4.45
Equity Savings	-0.86	2.02	6.03	3.50
Aggressive Allocation	-2.13	3.37	12.19	3.25
Balanced Allocation	-2.01	0.22	8.20	-0.01

Source - Morning Star as on 31th December 2022

NOTE: This is not a single scheme Fund Performance, this is an Avg. Performance of all the funds in same Category across the MF Industry. However Performance may be different for different scheme under same category, Please check with your advisor for the TOP Performing funds in above category for last one year)

MACRO ECONOMIC INDICATORS

GST Collection (Rs. Lakh cr.)



Power Consumption ('000 MU)



Passenger Vehicles Sales ('000 Units)



2-Wheeler Vehicles Sales ('00000 Units)



Electric Vehicles Sales ('000 units)



UPI Transaction (Rs. Lakh cr.)



E-way bill Collection (Mil.)



E-toll Collection (Rs. Cr.)



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Chapter - 3: Inspiring Investment Story

Story of Mr Arun Hegde, Aged 49 Years



This is a story of our client Mr. Arun, who joined us about 5 years back. During the normal process of On Boarding and Risk profiling, we collected his investment objectives and also gathered the list of his existing investments.

His key investment Objective was to create a kitty for his daughter's, who was 9 years of age at that time. He also had previous investments of around 5 Lakhs in some Mutual Fund schemes which were good enough to continue.

His Rs.5 L invested, which suggested him to continue, 10 1/2 years back is now valued at Rs 30 lacs as on today (values as on 31st Dec 2022). Arun is highly delighted to see his MF schemes performance as compared to his investments in other Asset Classes like FD etc.

Recently when we did a portfolio Review meet and presented the performance table (as shown below), he was amazed. As against 18% CAGR in MF everything else seemed to be bad to Arun.

Scheme Name	MF Category	Investment Date	Amount Invested	Value as on 30-12-2022	Total Profit	CAGR Returns (%)	Absolute Returns (%)
SBI Focused Equity Reg Gr	Focused	01-06-2012	100000	518847	418847	16.8	418.85
HDFC Flexi Cap Gr	Equity: Flexi Cap	01-06-2012	100000	481632	381632	16.0	381.63
ICICI Pru Value Discovery Fund Gr	Equity: Value	01-06-2012	100000	595927	495927	18.4	495.93
Kotak Equity Opp Gr	Large and Mid Cap	01-06-2012	100000	518317	418317	16.8	418.32
Mirae Asset Emerging BlueChip Reg Gr	Large and Mid Cap	01-06-2012	100000	892301	792301	23.0	792.30
TOTAL MF INVESTMENT VALUE			500000	3007024	2507024	18.2	501.41
PPF		01-06-2012	500000	1127404	627404	8.0	125.48
Fixed Deposit		01-06-2012	500000	1016543	516543	6.9	103.31
Gold		01-06-2012	500000	831193	331193	4.9	66.24

Source : PPF, Fixed Deposit , Gold data taken from multiple source

Although we did not suggest Arun to shift all his asset classes into Equity Mutual Fund, but we did suggest him to move all his Fixed Deposits to Equity or Hybrid Mutual Fund Schemes. So, Asset Allocation is also an important point to be considered in such review. By sharing this inspiring story of one more happy customer, we promise to continue our journey of creating more and more happiness with all our passion and dedication.

Wish you a Very Happy New Year Once again.

Note : This is a real story of an investor and the scheme shown here are not to be treated as our recommendation . Investor should check their Risk suitability before choosing any plan for investments

Performance Snapshot





We provide complete support to you in terms of fulfilling all your investment objectives or financial plans, by way of motivation - correct calculations and more !



Shop No. 124, 1st Floor, Second Phase, Spencer Plaza, Anna Salai, Chennai,
Tamilnadu, 600002

Call us :  +91-9840998847

 www.intelli360.in |  koushik@intelli360.in

Disclaimer : Mutual Fund investments are subject to market risks. Read all scheme related documents carefully. The NAVs of the schemes may go up or down depending upon the factors and forces affecting the securities market including the fluctuations in the interest rates. The past performance of the mutual funds is not necessarily indicative of future performance of the schemes. The Mutual Fund is not guaranteeing or assuring any dividend under any of the schemes and the same is subject to the availability and adequacy of distributable surplus.

Note : We are an AMFI registered Mutual Fund Distributors. We work closely with our customers to help them achieve their Financial dreams by way of savings motivation, correct estimations and quick investment execution. We help you select the SIP according to your risk profile and investment tenure.