

Edelweiss Asset Management Launches 'Edelweiss Focused Equity Fund'

The NFO will be open for subscription between 12th to 25th July 2022

Key Highlights of the [Edelweiss Focused Equity Fund](#)

- A unique Focused equity fund that invests in three timeless investing opportunities viz: Brands, Markets share gainers and Innovators
- A multi-cap portfolio approach that gives it the flexibility to leverage opportunities across the large-cap, mid-cap and small-cap space
- Fund is being launched now as markets have corrected meaningfully and valuations have become reasonably attractive

Mumbai, July 11, 2022: [Edelweiss Asset Management Limited](#), one of India's fastest growing asset management companies, has announced the launch of a new fund '[Edelweiss Focused Equity Fund](#)'. As the name suggests, this is a focused equity scheme that aims to create a curated portfolio of 25-30 potentially promising stocks spread across three key investing opportunities of brands, market share gainers, and innovators. Further, the fund is both market-cap as well as sector agnostic, thereby enabling investors to capitalise upon a wider spectrum of opportunities.

The fund's approach of creating a concentrated portfolio of robust stocks that are tied to these three investing ideas can potentially help investors capture both prevailing as well as emerging opportunities and generate reasonable returns over the long-term. From an investment approach perspective, the fund aims to invest in both established as well as emerging brands, companies that either have significant market share or the potential to increase market share, and innovators and disruptors.

Radhika Gupta, MD & CEO [Edelweiss Asset Management Limited](#) said, "India is set for one of the best periods of business growth and transformation driven by several factors including compelling demographics, enabling regulation, strong manufacturing push, and accelerated digitisation. We believe that some key opportunities that are likely to dominate future growth will be tethered to investment opportunities like brands, market share gainers, and innovators and disruptors. To optimally capitalise upon these, we are launching the [Edelweiss Focused Equity fund](#) that will take concentrated exposure to companies within these three investing opportunities. We have always been very selective in launching new funds and have done them at the right time. Last year, we saw both markets and valuations stretching and took a conscious decision to avoid launching any new active equity funds. However, we believe that the current market landscape, post a significant correction, is ripe for such an offering and have thus chosen to launch this NFO."

Trideep Bhattacharya, CIO-Equities, [Edelweiss Asset Management Limited](#) said, "The Indian economy is poised to grow at a strong clip as a host of factors such as rising household income, supportive government policies, increasing consumption, and thrust on manufacturing and infrastructure are giving rise to compelling business and investment opportunities. Keeping this in mind, we are launching the [Edelweiss Focused Equity fund](#), which is designed to add unique value to investor portfolios through curated exposure to select investment opportunities, i.e., brands, market share gainers, and innovators and disruptors."

Trideep added, "As India grows and the factors mentioned above align, we expect strong existing and emerging brands to capitalise upon these opportunities and expand their footprint. Further, companies that have a strong operating leverage or distinctive moats can gain market share and

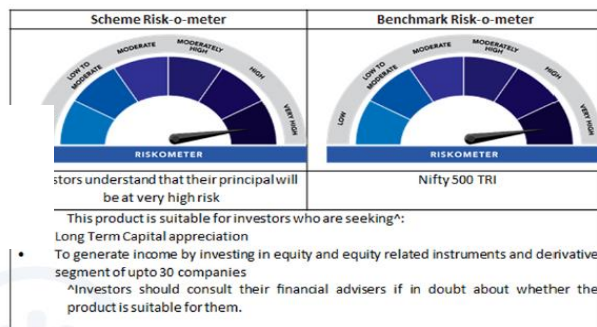
witness earnings growth and expansion. And lastly, with accelerated innovation, we expect to see new companies disrupt existing ecosystems and generate exponential value. Our fund aims to invest across all the above opportunities that are relevant to India in its current stage of evolution.”

The benchmark for the fund will be NIFTY500 TRI. The [Edelweiss Focused Equity Fund](#) will open for subscription between 12th to 25th July 2022 and offers both direct and regular plan. The Fund will be managed by Trideep Bhattacharya, CIO-Equities, Abhishek Gupta, Fund Manager, Edelweiss AMC.

About [Edelweiss Asset Management Limited](#)

Edelweiss Asset Management Limited is one of the fastest growing AMCs with investment solutions ranging across equities, hybrid, fixed income, and alternatives in India. It offers a robust platform to a diversified client base across domestic and global geographies. The fund suite is designed to offer investment solutions to investors with different needs. Edelweiss AMC has world-class knowledge platforms to provide its partners and investors access to information and insights. For more information please visit: www.edelweissmf.com

Riskometer



Statutory Disclaimer: The above is the investment ideology which will be followed by the fund manager. However, this can change based on market dynamics, economic scenarios etc. For detail investment strategy, risk factors of the schemes. Pls refer to SID available on website.

MUTUAL FUND INVESTMENTS ARE SUBJECT TO MARKET RISKS, READ ALL SCHEME RELATED DOCUMENTS CAREFULLY.

About Edelweiss Group

The Edelweiss Group is one of India's leading diversified financial services companies, providing a broad range of financial products and services to a substantial and diversified client base that includes corporations, institutions and individuals. Edelweiss' products and services span multiple asset classes and consumer segments across domestic and global geographies. Its businesses are broadly divided into Investment & Advisory (Wealth Management, Capital Markets, Asset Management and Asset Reconstruction), Credit (Retail Credit Comprising Retail Mortgage, SME and Business Loans, ESOP and Margin Financing, Agriculture & Rural Finance and Corporate Credit comprising Structured Collateralized Credit to Corporates and Wholesale Mortgages) and Insurance (Life and General Insurance). To learn more about the Edelweiss Group, please visit www.edelweissfin.com.

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