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About Us

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Projects
Delivered

98%
Client
Satisfaction

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You can earn it all with **Colleen Tandem PR**. Our devotion towards our clients and passion for our work makes us stand out from the rest. We handle your PR as our own and strive hard to deliver.

Colleen Tandem PR helps brands and individuals grow through **strategic communication**. With **15+ years** in Public Relations, we bring access to a strong media network across India. We focus on understanding each client's unique story to drive impactful results. We help both new and established businesses gain greater visibility in media and minds through press, radio, online publications, interviews, influencers and more.

Meet the Founders



Purva Dayma
Co-founder

Purva is a seasoned professional with over **15+ years** of experience in PR and Corporate Communications across various sectors. With an **MBA in Media Management** and Bachelor's in Journalism, she is known for her strong media relations and strategic storytelling. Apart from work, Purva is also passionate about voiceovers, baking and travelling.



Ankita Dey
Co-founder

Ankita is a skilled professional with **8+ years** of experience in communications and media relations. With a **Master's in PR** and Bachelor's in Mass Communication, she brings a calm, solution-driven approach to every project. When she's not working, Ankita loves exploring Bengali cuisines, listening to Rabindra Sangeet, travelling and photography.

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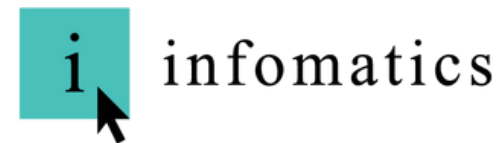
Brands

We've amplified



Brands

We've amplified



Delivering Impact

Strategic Highlights

Television



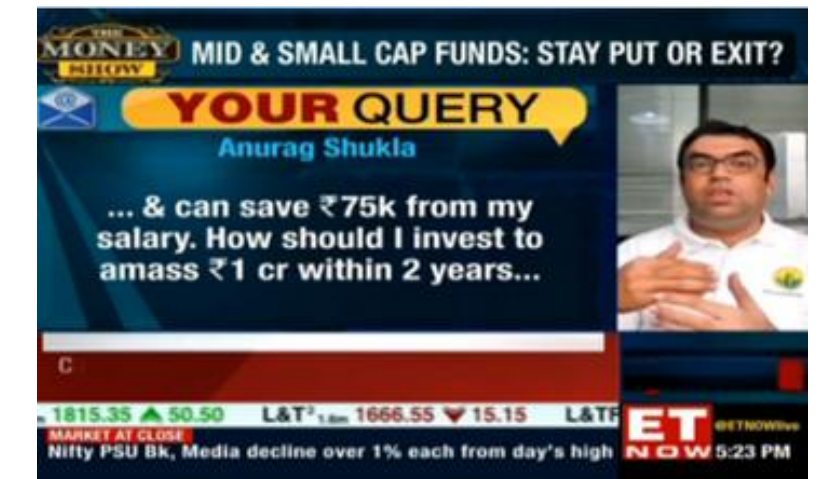
NDTV



IIFL



ET NOW



THE MONEY SHOW



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ET NOW

Strategic Highlights

Television

मौजूदा बाजार में क्या करें निवेशक? **BIG MARKET VOICES**

NIFTY 50
23239.70 ▲ 0.32%
HIGH 23293.7 LOW 23158.5 TODAY

CURRENCY CHECK
Dollar-Rupee 85.6425 ▲ 0.2%

Wed 2 Apr
GOLD MCX 90800.00
SILVER MCX 99837.00

JubPhr 1 23k 907.60 ▼ 9.40 JustDI 10 51.2k 805.0

CNBC आवाज़

Adani Ports 1366.00 ▲ 4.51% Infy 1570.65 ▲ 4.19% Axis Bk 1200.25 ▲ 4.62%

NIFTY 50 GAINERS

Adani Ent 2401.20 ▲ 6.67%
Jio Fin 261.15 ▲ 5.15%
Adani Ports 1366.60 ▲ 4.62%

India Market Open **WILL THE MARKET OPTIMISM SUSTAIN?**

TO SELL Bandhan Bk 163.57 ▲ 4.68%

SENSEX 81767.54 ▲ 2313.07

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OPENING BELL

MARKET TURNS POSITIVE

Nifty 50 24632.30 ▲ 47.30 (0.19%) Sensex 80746.77 ▲ 142.69 (0.18%) Nifty Bank 55435.30 ▲ 75.45 (0.14%) Nifty Midcap 100 56382.50 ▲ 96.50 (0.17%)

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Strategic Highlights

Interview

'The real alpha will still come from mid-caps and small-caps'

Dipti Sharma
dipti.sharma@livemint.com
MUMBAI

Large caps might deliver historical returns of around 11%, but the real alpha will still come from mid-caps and small-caps, believes Mihir Vora, chief investment officer, TRUST Mutual Fund. "I would lean more toward small-caps than mid-caps," he said.

Nifty 50 earnings are expected to grow around 10% over the next couple of years, and small-caps could still see growth of 16-17%.

Vora explained. He expects the broader market to continue to outperform the large-caps.

Are you spotting any fresh trends in what investors are gravitating toward?

In the stock market, we are seeing a clear move towards the financial sector, especially the larger banks and NBFCs (non-banking financial companies),

after a long period of underperformance. IT (information technology) services are seeing negativity due to lower growth expectations and uncertainty regarding the US economic growth and US President Donald Trump's actions on trade and tariffs. Investors are also actively looking at gold in periods of higher inflation expectations. In mutual fund flows, we see that sector and thematic funds are seeing much lower flows while flows to flexi-cap and diversified funds continue.

INTERVIEW

How are you dealing with the market chaos? Have you changed your strategy considering the market downturn now?

This correction has reset the base for valuations and growth expectations. The slowdown in government spending in the quarters ending June and September 2024 has created a low base for this year. So, the growth numbers for the next few quarters should look

favourable. We don't take big asset allocation calls or hold cash in our equity funds. We believe that India's domestic growth will continue faster than the rest of the world, including China. In the past couple of months, as the markets have corrected sharply, we have made changes to sector allocation. Given the easing stance of Reserve Bank of India (RBI) and the government's growth stance, we have increased exposure to lending financials, that is banks and finance companies and industrials sector. We reduced weight to IT, FMCG (fast-moving consumer goods), health-care and some consumer discretionary names.

How does India look versus the US?

The US has been a star. Everyone's been betting on it, but now US is showing signs of slowing, while India is expected to maintain its growth rate. So, India will now look better than US. It has been five years of US outperformance but that dynamic might be shifting.



So, you see money flowing back from US to India now?

There is a big factor at play beyond the central bank and the government—the dollar, which appreciated sharply last year—is giving up some of the gains in the past few weeks. But, despite global uncertainty, earnings growth in India is expected to be 10% for the large-cap universe and more for the broader market. The last nine months until December

saw a cyclical downturn—partly self-inflicted due to tight policies, a slowdown in government orders and delay of payments to industries, which could have been avoided. However, they seem to have recognized this issue, and the government and RBI are now clearly pro-growth.

We are seeing action—capital expenditure orders have been signed and rolled out over the last three to four weeks. The

worst seems to be over, but with receivables ballooning, capital goods companies are still under pressure, with stocks down 60%. That said, markets always look ahead—stocks often stop falling before the recovery is obvious.

Is this the right time to start buying industrials?

Yes, I believe so. If our premise and belief is that India will grow at 6.5%, then it cannot be without investments in manufacturing and infrastructure. With stocks having corrected so much, the risk-return balance has turned favourable.

Which sectors are you finding value in in this market?

Most growth sectors have corrected significantly and offer good value. For the medium term, the sector that stands out is banking and finance companies. These segments

had underperformed the market for almost two years, but with Reserve Bank of India turning dovish and the growth focus of the government, there is a good chance that financial valuations have really become attractive. Chemicals and auto-ancillaries have become relatively cheap after underperformance as we believe these segments will return to the growth path.

We have seen some recovery after the correction from peaks. Where do you see the market heading from here?

Valuations have corrected to more normal levels as there has been a five-month time correction and earnings growth. Nifty 50 earnings are expected to grow 10% over the next couple of years, and small-caps could still see 16-17% growth. I expect the

broader market will continue to outperform large caps, and we should see market returns in line with earnings growth.

Do you still see value in small- and mid-caps? Is there room for growth in large caps?

Large caps might deliver historical returns of around 11%, but the real alpha will still come from the broader market, including mid-caps and small-caps. I would lean more toward small-caps than mid-caps. The midcap index still seems pricey on a growth-adjusted basis, while the smallcap index offers better value when adjusted for growth. In my view, the canvas of a small-cap space is very wide, and there are almost 800 stocks to choose from. So, at all points of time in the market, there are stock-picking opportunities, irrespective of market levels.

'The market still has hope for a US trade deal in the near future'

Srushti Vaidya
srushti.vaidya@livemint.com
MUMBAI

India's equity market has not yet fully priced in the impact of the 50% tariff announcement by the US, and is holding its nerves on hope of an agreement, says Alok Singh, chief investment officer at Bank of India Mutual Fund.

In an interview with Mint, Singh warns that the country's failure to reach a "reasonable" deal with the US in the next few months could

lead to de-rating of export-heavy sectors that cater to the world's largest economy. On the big picture, he says India may continue to see elevated valuations in Indian equities for some more time, with a gradual correction likely only if earnings growth falters for a sustained period.

What are the triggers for the markets now?

Markets haven't been doing well primarily because earnings have been a bit of a concern, making valuations seem slightly expensive. That said,

EPS (earnings per share) growth has been around 12-13%. But most of this has come from profit margin expansion and very less has come from the revenue growth, which the market doesn't like. Profit margins have a ceiling. Once you hit that, future EPS growth can only come from topline growth.

Revenue growth was struggling earlier due to lack of government spending, but things are now in repair mode. The government has taken measures like tax cuts and the RBI

(Reserve Bank of India) has infused liquidity and reduced the impact of these actions usually seen as a lag, so the second half of the year should see a demand pickup. If that happens, revenue growth will likely follow.

The government also plans to implement a new pay commission for central government employees next year. Once that's formalized, spending patterns could improve that may support revenue growth, and in turn the markets.

Why have the markets not reacted to the 50% tariff?

We think the market still has a hope of a trade deal in the near future. Therefore, it has not fully reacted to the 50% tariff announcement. If India doesn't achieve a reasonable deal in the next few months, then markets will de-rate businesses with a higher US exposure.

The main issue with the US is energy trade with Russia. What if India stops importing Russian oil?

Non-purchase of Russian oil by India will have an impact on global oil prices, and that will, in turn, push up inflation in India.

Do we see India's market valuations correcting?

When you buy anything expensive, you consider three things: stability, growth, and return profile. India offers the best growth, and our market's ROE (return on equity) profiles second best after the US. In terms of macro stability, we are fiscally stable. With all the three things in place, we are supposed to trade at a premium. Can we sustain it? That's the key.

Growth has slowed, especially as private capex has been subdued. But this does not warrant an immediate de-rating in



buying consistently. FILs were buying since April, but they have been selling...

That's just secondary market data. Look at the total flows, including the primary market. FILs have been participating actively in IPOs (initial public offerings) and QIPs (qualified institutional placements). We often ignore this. The overall flows aren't that bad. Like for the month of July, NSDL data showed a cumulative secondary market selling of ₹20,262.95 crore, which when combined with primary market

buying of ₹13,759.86 crore resulted in net equity outflow of around ₹6,503 crore.

Why are primary markets more attractive for FILs?

Better valuations, newer businesses, and attractive pricing. Some FILs are booking profits in older investments and reallocating to primary market opportunities.

Why are bankers pricing IPOs at lower valuations than the grey market, unlike last year?

Since January-February, the market has become more reasonable in valuation expectations. That's mainly because these are relatively unknown companies.

There has to be a premium for being a known entity versus an unknown one. If you're a known firm, you've got better disclosures and a track record. Private firms have different disclosure norms and conduct that makes them less transparent. So, if I'm buying into some-

thing unknown, I'd want a discount, and that's what the market is reflecting right now.

Which are the sectors you see outperforming hereon?

Banking and financials should do well. Retail banking, which was struggling because of NPAs (non-performing assets) could start doing well, as we see the NPA cycle bottoming out in the next one-quarter. Discretionary consumption should pick up.

We like the power sector, as there is significant global capex happening in that space. Over time, the source of power generation has changed. It's moving from thermal to renewable. And then, we need high power generation for data centres, crypto miners and others. So the entire demand landscape is changing. The infrastructure that connects everything wasn't designed for this shift. That's why, over the last few quarters, we've seen a lot of global outages. These grid fail-

ures are happening because the high-voltage infra is not equipped for the new load patterns. That system now needs a transformation, which is driving the power story.

Any sectors you are avoiding now?

Oil and Gas is one underweight. FMCG is another. In FMCG, we see demand but new-age brands and quick commerce platforms are doing into their growth. Brand loyalty isn't what it used to be. Distribution, once their moat, has been disrupted by e-commerce. Plus, smaller, agile players are chipping away at their market share.

What is your approach in periods of high volatility?

Volatility has to be there. If I'm getting money every day and someone is pulling out, that's how I'll be able to redeploy money when someone exits and new money comes in. Volatility, in a way, is good for the market. It allows the market to sustain long term. Look closely, when volatility is high, the market volumes are also high.

For an extended version of this interview, go to livemint.com.

Alok Singh,
CIO, Bank of India Mutual Fund

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There has to be a premium for being a known entity versus an unknown one. If you're a known firm, you've got better disclosures and a track record.

'MF distribution industry moving towards consolidation'



Q&A Misbah Baxamusa, chief executive officer at NJ Wealth — one of India's largest mutual fund (MF) distributors, with assets under management (AUM) of ₹2.5 trillion — tells Puneet Wadhwa in an email interview that they're seeing growing interest from salaried individuals, small business owners, and first-generation earners in Tier-II and Tier-III cities, who are aspirational and open to exploring investment avenues. Edited excerpts:

How would you describe the MF distribution (MFD) landscape in India?

The MFD landscape in India is undergoing a major transformation. While fragmentation remains common — especially among smaller independent distributors — the industry is clearly moving towards consolidation. This change is being shaped by clearer regulations, rising investor expectations for transparency, and, above all, the expanding role of technology (tech). In today's dynamic, tech-driven environment, smaller distributors need robust digital infrastructure and operational support to stay competitive. Our key strategy for the next three to five years will centre on strengthening our platform, expanding investor out-

reach, and deepening financial literacy.

Do you feel Indian retail investors are becoming more long-term oriented, or is short-term panic still dominant in equity/MF investing?

Short-term panic still heavily influences investor behaviour in India. Despite growing awareness, many retail investors continue to react emotionally to market swings, often making snap decisions that work against long-term wealth creation. While we do see early signs of a shift towards long-term thinking, it requires constant investor education and support. Investors who remain calm, consistent, and disciplined through short-term volatility are usually the ones who benefit most in the long run. As an industry, nurturing this approach will be key to unlocking the full potential of MF investing in India.

Do you see a shake-up or consolidation in the MF and MFD space?

The industry has expanded exponentially over the past 25 years, with AUM rising from ₹1.04 trillion in May 2000 to ₹72.18 trillion in May 2025. Yet, the AUM-to-

GDP ratio for 2023-24 stands at just 18.2 per cent — far below countries like the US (131.7 per cent), Canada (90.5 per cent), and the UK (62.5 per cent). The gap becomes even more pronounced when you consider that only ₹4.9 million people in India currently invest in MFs — a fraction of the population.

These gaps point to enormous room for growth and financial inclusion. The potential for MF distributors is also substantial. Today, there are 180,000 MF distributors — roughly one for every 8,000 people. As MFs reach more households, the number of investors will increase, and so will the demand for distributors to serve them. With stiffer competition, regulatory scrutiny, and rapid digital

SIP City: Small-town investors you didn't see coming

MF awareness still low in Tier-II and Tier-III cities

Interest rising among salaried workers, small biz owners, first-gen earners

Aspirational, curious, ready to invest

adoption, the industry is steadily consolidating. Newer and smaller players may struggle to scale or even sustain operations without strong tech systems and investor service capabilities.

What kind of investor profiles are emerging from Tier-II and Tier-III cities?

In semi-urban and rural areas, awareness of MFs remains low. In many such regions, people still don't know MFs exist as a way to grow their savings. But that's beginning to change. We're seeing growing interest from salaried individuals, small business owners, and first-generation earners from Tier-II and Tier-III cities — people who are aspirational and willing to explore investment avenues. Many begin with small systematic investment plans (SIPs), and with the right handholding, both their confidence and contributions tend to grow over time.

Is there a sizeable conversion rate from ₹250 to higher-value SIPs over time?

Historically, we've seen investors start with modest SIPs — say, ₹2,000 — and increase their contributions as their confidence grows. We expect ₹250 SIPs to follow a similar path. The idea of increasing investments in line with income growth is something we encourage. ₹250 SIPs can help turn hesitant first-timers into long-term wealth builders.

When Sachin flooded Ganguly's room with water!

Kabir Bhandari
MUMBAI

Former India cricketer **Jatin Paranjape** reminisced about the time when his one-time teammate the great Sachin Tendulkar flooded a certain Sourav Ganguly's room during their junior cricket days.

Paranjape narrated the incident to this reporter when he visited The Free Press Journal studios for a podcast recently as part of The Celebpreneurs Podcast. "You know, these are all

pranks which players play when friends play one another. So we were at a national camp in Indore. Sachin and I made sure that his roommate left the door unlocked at night and we were ready with our buckets of water, we had planned to flood it to about shin high level. I forget the genesis of why we did it, but there was a lot of planning involved."

There were other accomplices in it as well—while Sachin was doing the leadership part of it, there were the

foot soldiers who kept the supply chain of buckets coming in. When Sourav woke up he was completely zapped, he just couldn't believe it. And obviously, the manager of that dormitory wasn't happy! Sourav used to be the butt of all these jokes, but even at that time his talent and grace was so evident—his booming off drive cover drive. But happy days—these are all great memories to think about," Paranjape regaled.

The ex-Mumbai cricketer

also wears multiple hats as he is also the founder of sports platform KheloMore and is a member of the BCCI's Cricket Advisory Committee.

He also mentors young cricketers at the Vasoo Paranjape Cricket Centre, a premier training facility named in honour of his father. But the one important observation that he made was about why prodigy cricketers fail. According to Jatin, the answer is simple—lack of a support system. "Its

very important to have that because in cricket, there's so much of adulation around young cricketers and its very easy for a young boy or a girl who's an amazing cricketer to be led up the wrong path. That brought us to what went wrong with Vinod Kambli. "I think just just sheer lack of discipline and wrong company. He was not that way when he made his debut for India because Shardashram, the school which they played for, was coached by Ramakant

Achrekar. I always say that Sachin always said no to temptation and Vinod always kept saying yes and that led to his downfall. But now I think Vinod has managed to kick the habit. What you see now is not actually drunkenness—its a neurological situation," Jatin explained.

To see the full podcast on FPI's YouTube channel, scan this QR Code



MINT

Strategic Highlights

Industry Stories

Tuesday, April 29, 2025 | 01:03 PM IST

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Small-cap MF assets soar 83% to Rs 2.43 trn in FY24 on retail investor boom

The surge in assets was complemented by an increase in the number of investors, with the number of folios reaching 19 million in March 2024 from 10.9 million a year ago

Personal Finance, Insight Out Business Standard, Insight Out

The concerns came in the backdrop of huge flow in the small and mid-cap schemes of mutual funds over the past few quarters.

According to the data from Association of Mutual Funds in India (AMFI), the asset under management (AUM) of the small-cap mutual fund hit its peak of Rs 2.43 trillion at the end of March 2023 as compared to Rs 1.33 trillion in March 2022.

Kavalireddi attributed the huge surge in assets to several factors such as attractive returns, positive investors' sentiment, portfolio diversification and a rise in retail participation.

"Smallcap index itself has grown 60 per cent in FY24, accounting for the majority of the growth in AUM," Jay Shah, Founder and CEO of Finvisor, said.

BUSINESS STANDARD



Beer: Favourite Among Indians

According to Statista's report published this year, beer was India's most popular Indian alcoholic drink in 2023 with 32% of the consumers claiming it was their most favourite alcoholic drink. Enjoyed by millions, it is a booming business in the world's most populous country. Due to its popularity several brands have been able to achieve tremendous success, tempting entrepreneurs to venture into the beer market. Ashok Malkani takes a look at the Indian beer scenario and delves into several aspects of the industry, like types of beer, different brewing processes, its export market and the future of the industry, to enable an intrepid entrepreneur understand the intricacies involved in succeeding in the activity.

Munich, Germany's Oktoberfest which begins on September 21 and ends on October 24, this year, comes, as usual with a few guarantees, namely, an abundance of food. The world's largest beer festival attracts about 6 million visitors a year. The festival, which originated on October 12, 1810, was to celebrate the marriage of crown prince of Bavaria, who later became King Louis I, to Princess Therese von Sachsen-Hildburghausen. In 1819 booths serving food and drink were introduced and by the late 20th century the booths had developed into large beer halls.

Beer, it is believed, is the world's most popular drink. People have been celebrating festive occasions with beer for over a millennium. The Göbekli Tepe site in southeastern Turkey, dated to more than 10,000 years ago, according to archaeologists, shows evidence of beer brewing at ancient feasting sites.

Prasad Kanyal, Director of Food & Beverage - Novotel Hyderabad Convention Centre & Hyderabad International Convention Centre (HICC) states, "Beer is one of the world's most loved drinks accounting for 34.6% of the global alcoholic drinks market in 2020. Its popularity stems from its global availability, affordability, diverse flavour profiles, and deep-rooted cultural significance, which make it a preferred choice for social gatherings and celebrations worldwide."

He adds, "Beer is steadily gaining popularity in India, particularly among the younger generation. With increasing urbanization and rising disposable incomes, India's beer market has seen significant growth, making it one of the most dynamic segments in the country's beverage industry."

Manu Gulati, Founder, Effingut Breweries, asserts, "Beer is the most consumed beverage worldwide. Because of its long legacy, diversity, and cultural significance, it is everyone's favourite. Regardless of socio-economic status or geography, Craft Beer is valued in a variety of settings. Strong stouts and light lagers are among its various varieties, which

58 Beer & Beverage Business Aug-Sep '24

AMBROSIA MAGAZINE

News / Business / No GST on life and health insurance: How much will you really save?

No GST on life and health insurance: How much will you really save?

Under the proposal, premiums for life and health insurance could be completely exempt from GST. You would pay only the base premium quoted by your insurer, without the 18% tax.

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Preventive Vs. Curative: Why Investing In Wellness Saves More Than Treatment

Dr. Pruthvinath Kancharla | Sep 09, 2025

Preventive Vs. Curative # Investing In Wellness # Saves More Than Treatment

Diseases like diabetes, hypertension, and heart trouble rarely appear overnight as they creep in slowly

When we think of healthcare in India, most of us picture hospital wards, medical bills, and insurance claims. That's because we still treat health as something that begins only after illness strikes. We often rush to treat diseases instead of building habits that prevent them. The price of this approach goes beyond hospital bills; it shows up in rising stress, strained families, time wasted in recovery, and the slow decline in quality of life. Cure may prolong years, but prevention is what makes those years worth living.

The Hidden Price of Waiting for Illness



BUSINESS WORLD

The screenshot shows a mobile interface for 'THE FREE PRESS JOURNAL'. The page features several articles:

- Back muscle pain is easy to treat**: Discusses causes like poor posture and offers remedies like stretching and ergonomic adjustments.
- Effective ways to reverse diabetes**: Lists strategies such as eating healthy, exercising, and maintaining a structured diet.
- Keep your joints moving**: Provides tips for joint health, including staying hydrated and using heat/cold therapy.
- Do patient**: Offers advice on managing chronic conditions and staying motivated.
- Medication**: Discusses the importance of adherence and understanding side effects.

FREE PRESS JOURNAL

The crisis we can't ignore: Why empowering teachers is non-negotiable

By Anubha Singh

Updated on: Sept 05, 2025 12:29 pm IST

Teachers' Day: On Teachers' Day, we recognise the vital role educators play in transforming lives and society.



Sand artist Sudarsan Pattnaik makes a sand sculpture on the eve of Teachers' Day, at Puri beach, Thursday, Sept. 4, 2025.(PTI)

For me, Teachers' Day is more than a ceremonial tribute. It is about remembering the countless faces of students whose lives were changed by a teacher who believed in them. It is about recognising that every good doctor, engineer, lawyer, artist, professor, and entrepreneur exists because of a teacher. As a teacher myself for decades, I have witnessed

HINDUSTAN TIMES

Strategic Highlights

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CNBC TV 18

TRUST MF launches new small cap fund targeting high-growth opportunities

TRUST Mutual Fund has announced the launch of its latest equity offering, the TRUSTMF Small Cap Fund, an open-ended equity scheme focusing on small-cap stocks. This new fund aims to provide investors access to high-growth sectors and emerging themes, leveraging the potential of small-cap companies.

The scheme will be benchmarked against the NIFTY Smallcap 250 TRI index.

The New Fund Offer (NFO) will close on October 25, 2024.

This is the second equity fund from TRUSTMF and comes at a time when small-cap companies are experiencing rapid growth.

The small-cap segment has seen significant expansion, with market capitalisation of companies (with Mcap > ₹2,000 crore) growing fourfold since 2020.

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NFO Update: Bank of India Mutual Fund launches BOI Mid Cap Fund

By Surbhi Khanna, ET Online • Last Updated: Jul 28, 2025, 03:51:00 PM IST

Synopsis
Bank of India Mutual Fund introduces the Bank of India Mid Cap Fund, an open-ended equity scheme targeting long-term capital appreciation through mid-cap investments. The NFO opens July 31 and closes August 14. CEO Mohit Bhatia highlights the fund's aim to capitalize on India's economic expansion and mid-cap growth potential.

Bank of India Mutual Fund has announced the launch of the **Bank of India Mid Cap Fund**, an open-ended equity scheme aiming to generate long-term capital appreciation by investing predominantly in equity and equity-related instruments of mid-cap companies. The **New Fund Offer (NFO)** will open for subscription on July 31 and close on August 14.

Also Read | **Smallcap mutual funds dominate return charts in 5 & 10 years.**
What's driving the surge?

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by **MN4U Bureau** — June 19, 2025 in Marketing Reading Time: 1 min read



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Power play
This popular label partners with DC Comics to launch India's first character-led activewear line...

Characters like Superman and Wonder Woman embody strength, resilience and individuality; all values we champion. This isn't about putting a logo on a T-shirt. Every piece has been thought through from silhouette to stitch. We've treated each character like a design muse rather than a marketing device," begins founder Prithvi Bhagat.

Expect sculpted leggings, compression tops and active wear sets. "We've designed for movement, but also for mood, whether it's a high-energy training session or a post-workout coffee run," she reveals. The men's line leans into structured silhouettes and tonal strength, while the women's line focuses on empowered tailoring and contouring fits. "We deconstructed the characters visually, pulling from their core colour palettes but

In evolved tones. Deep crimson, cobalt blues, metallic golds, each hue has been reinterpreted in a way that feels sophisticated, not costume-y," she shares.

Notice the subtle embossing, iconography in layering details and angular panel work on the offerings. At first glance, Strch's Lasso Legend Tee from the edit might look like your average gym tee, but slip it on and the difference is immediate—crafted in a super-stretchy, feather-light fabric, it's ideal for both movement-heavy workouts and laid-back weekends. "We stayed true to our roots with four-way stretch fabrics, moisture-wicking tech and ultra-breathable mesh zones. But what's new is the infusion of micro-textures, reflective detailing and power compression fabrics that hold and move," she notes.

From a creative standpoint, the collaborative collection allows Strch to explore a wide spectrum of identities—heroes, rebels, outsiders. The brand envisions designing drop after drop, each collection rooted in the essence of a character but reimagined into something elevated and wearable. "Let's just say the multiverse is only beginning to open up. Future drops will spotlight a broader roster of characters and even more experimental formats—limited editions, collabs with artists and immersive experiences," Prithvi concludes.

Alpha, redefined!
CKC presents jewellery for the man who doesn't shout but is always heard...

craft corner
TREASURE TROVE
Flourish, the artisanal crafts platform now offers Kerala's traditional handcrafted wooden jewellery boxes once reserved for royalty and temple deities...

and guided by **Thachu Shastra**—the ancient science of design. "Nettur Pettu was traditionally made by skilled craftsmen for the royal families and temples of Kerala," shares Suresh Kumar, the craftsman.

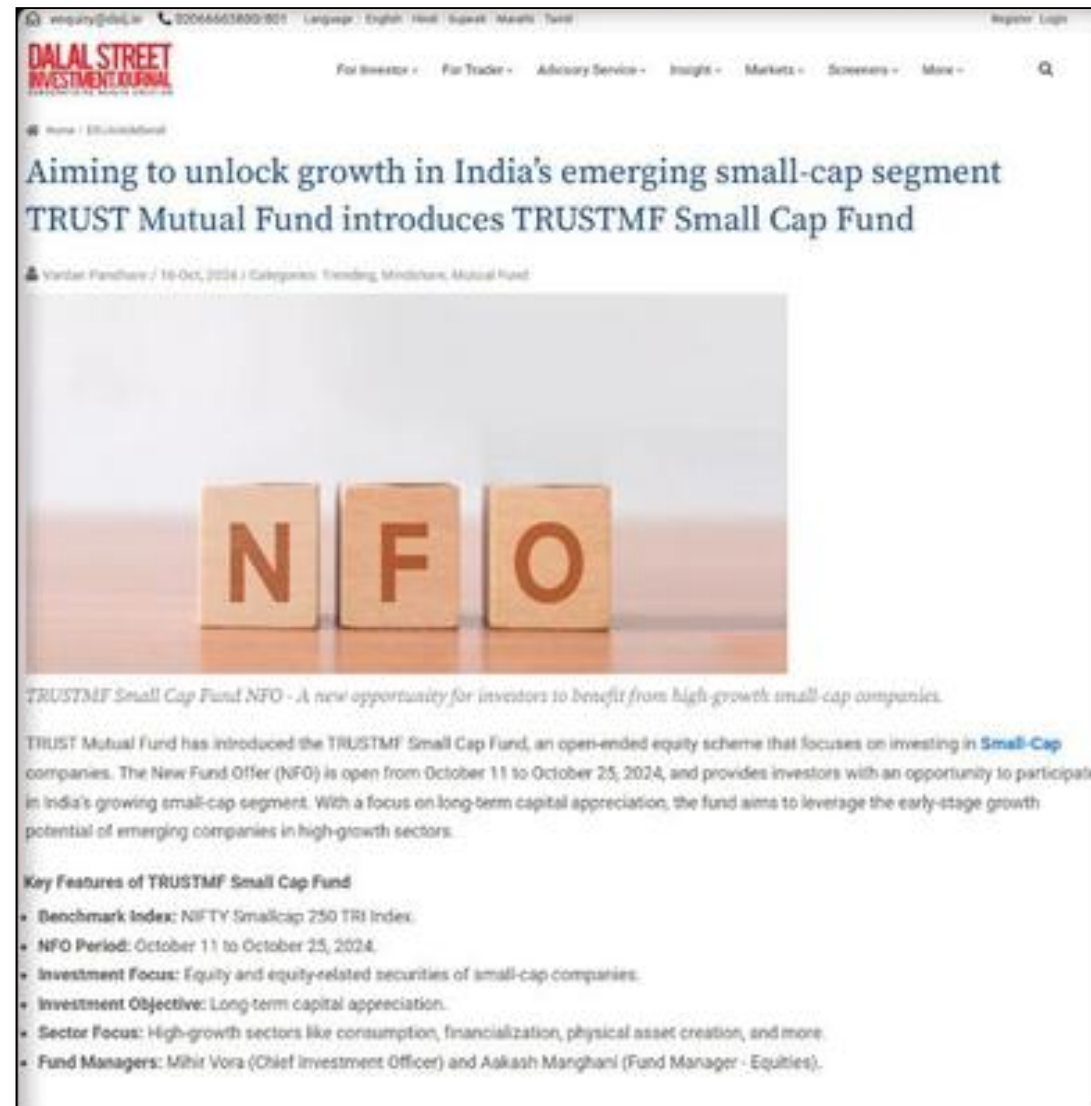
The **Nettur Pettu**'s iconic pyramid-shaped lid mirrors the traditional **sreekettu** or sanctum tower of temples, while the brass embellishments echo the grandeur of ceremonial finery. "I've created a special exclusive collection of six **Nettur Pettu** boxes in hues of green, orange, red and blue, featuring intricate handworked patterns and brass detailing. Red for strength and blessings, seen in temple rituals. Green for prosperity, like the lush greenery of Kerala. Blue for peace and devotion, like the sky and rivers. Orange for fire and purity like the **deepa** (lamp) we light during **poosas**. The brass work is all hand-cut and fitted one by one and I've included traditional motifs like the lotus, the temple **gopuram**, peacocks and sometimes even simple geometric patterns inspired by old Kerala architecture," he reveals. Making a **Nettur Pettu** is a slow, detailed process. It can take anywhere between 12 to 20 days, depending on the size and design. "We mostly use Kumbil wood or rosewood. Kumbil is lightweight and strong and rosewood gives a rich finish. First, I cut and shape the wood into panels. The top has that traditional sloping shape, inspired by temple roofs in Kerala. Once the wooden structure is ready, I start fitting the brass pieces. All the metalwork, hinges, borders, locks, are made by hand. After that, I sand the whole box and apply natural polish or lacquer. Every element of the box has a purpose. From the curves of the wood to the hand-fitted brass work. What makes this craft truly sacred is not just its function but the devotion with which it is made. "This craft has been in my family for generations. I grew up watching my father and grandfather work on **Nettur Pettu** in our backyard. As a child, I was always curious—how they shaped the wood, fixed the brass, polished every corner with so much care. I slowly started helping them and over time, I fell in love with the process," the artisan recalls.

Price on request. Atal stores.
— **Aiswarya Handukumar**
@aiswaryaindianexpress.com
@indulgepress

₹7,800 onwards. Available online.
— **SK**

Strategic Highlights


Featured Stories



DALAL STREET INVESTMENT JOURNAL

Aiming to unlock growth in India's emerging small-cap segment TRUST Mutual Fund introduces TRUSTMF Small Cap Fund

Vandana Pandey / 16 Oct, 2024 | Categories: Trending, Mindshare, Mutual Fund



TRUSTMF Small Cap Fund NFO - A new opportunity for investors to benefit from high-growth small-cap companies.

TRUST Mutual Fund has introduced the TRUSTMF Small Cap Fund, an open-ended equity scheme that focuses on investing in **Small-Cap** companies. The New Fund Offer (NFO) is open from October 11 to October 25, 2024, and provides investors with an opportunity to participate in India's growing small-cap segment. With a focus on long-term capital appreciation, the fund aims to leverage the early-stage growth potential of emerging companies in high-growth sectors.

Key Features of TRUSTMF Small Cap Fund

- **Benchmark Index:** NIFTY Smallcap 250 TRI Index.
- **NFO Period:** October 11 to October 25, 2024.
- **Investment Focus:** Equity and equity-related securities of small-cap companies.
- **Investment Objective:** Long-term capital appreciation.
- **Sector Focus:** High-growth sectors like consumption, financialization, physical asset creation, and more.
- **Fund Managers:** Mihir Vora (Chief Investment Officer) and Aakash Manghani (Fund Manager - Equities).

DALAL STREET

RuPay Card: OmniCard becomes 1st RBI licensed PPI to launch cash withdrawal across all ATMs PAN India

OmniCard users can withdraw cash from any ATM at their convenience with full security from frauds like card theft, card cloning, and PIN skimming as the withdrawal facility comes with high safety & secure features and protects the user from exposing their money and bank account details, an official statement said.



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Home > Business > Khelomore raises USD 2 million...

Khelomore raises USD 2 million

MUMBAI: Sports-focused technology platform Khelomore on Monday announced a USD 2 million (about Rs 16.75 crore) fundraise led by Rajdip Gupta of Clear Bridge Ventures and Ashwin Damera of Eruditus.

The funding will be utilised for expanding its geographical footprint by enabling more Indians to access sports venues and play their favourite sports through the online booking platform, as per a statement.

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Press Trust of India

Strategic Highlights

Print/Online

MINT MONEY

Crypto trading is creating wealth for some, but it is not free of risks

One big disadvantage of crypto is its volatility. It may not be the right asset to hold your retirement plan



Cryptocurrency trading is creating wealth for some, but it is not free of risks. One big disadvantage of crypto is its volatility. It may not be the right asset to hold your retirement plan. The price of Bitcoin, the most popular cryptocurrency, has fluctuated wildly, with a peak in late 2021 followed by a sharp decline in early 2022. This volatility makes it difficult to predict future returns, which is a key concern for investors looking to build long-term wealth. Additionally, the regulatory environment for crypto is still evolving, adding to the uncertainty. While some investors have seen significant gains, others have lost money. It's important to understand the risks and consult with a financial advisor before investing in crypto.

MINT (PRINT)

Forbes INDIA

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Arvind Prabhoo cannot conceal his excitement as India hosts the World Pickleball Championship Series for the first time. "It's a great honour... we are extremely proud that the All India Pickleball Association (AIPA) has got such a massive opportunity. It's a testament to the kind of work that AIPA has been doing with the sport," says the president of AIPA and the International Pickleball Federation.

Arvind Prabhoo cannot conceal his excitement as India hosts the World Pickleball Championship Series for the first time. "It's a great honour... we are extremely proud that the All India Pickleball Association (AIPA) has got such a massive opportunity. It's a testament to the kind of work that AIPA has been doing with the sport," says the president of AIPA and the International Pickleball Federation.

FORBES (Online)

Brokerages advise caution

ANANYA GROVER
Mumbai, April 7

INDIA HOLDING UP BETTER

Performance of Nifty-50 Index versus global benchmarks, calendar year-ends, 2025 (March 25, 2025: 100)



Source: Bloomberg, Kotak Institutional Equities

- Benchmarks fell around 3% in line with global selloff, the volatility index spiking the most since August 2015
- Some experts see opportunities as valuations have corrected and RBI may cut rates again on Wednesday
- KIE report does not see India benefitting much from relatively lower tariffs

China or Vietnam, quite myopic. "Supply chains are unlikely to shift immediately, especially if the US was to keep the option of trade deals open," it said.

Kotak also pointed out that the Indian market has so far held up better on investors' denial of increased geopolitical, global and domestic macroeconomic and sector-specific risks, faith in a reversal in tariff and trade policies of the US and the belief that India is relatively better off in the 'reciprocal' regime. In the next few weeks, the performance will depend on the response of various countries to the US reciprocal tariffs in the form of reconciliation or retaliation (China), the behaviour of retail and institutional investors and the performance of other markets.

Sandeep Bagla, CEO of TRUST Mutual Fund, said: "The global business and trade rules are getting rewritten, the terms of trade are changing abruptly and dramatically. Growth will slow down as people postpone critical decisions till a greater clarity emerges. Tariffs are potentially inflationary as well as margin compressive. It is prudent to remain put and let the storm pass."

According to him, there could be many winners owing to impending disruptions. It is better to keep the powder dry. He advises to invest in equities through steady systemic transfer plans (STPs) and follow strict asset allocation between fixed income and equities.

FINANCIAL EXPRESS (Print)

Smash your way to better health

If the Olympics have scintillated your engrossment, pick up a racquet. Net sports can also be a key to unlocking a longer life



TIPS TO BE A PRO

Unleashing some tips to practice in at first. Rakshita Khanna, 55, a retired banker and a Senior Tennis player, shares her expertise. "The key is to focus on technique and consistency. Pickleball is a great starting point as it's easier to learn and has a lower impact on the joints. Tennis is more challenging but offers a full-body workout. Regular play can improve cardiovascular health, reduce stress, and enhance mental clarity. It's important to start with proper footwear and warm-ups to prevent injuries. Consistency is key—aim for at least 30 minutes, three times a week. Pickleball courts are widely available, making it a convenient choice for many. Tennis courts are also common, though they may require more travel. Both sports offer a sense of community and friendly competition, which adds to the enjoyment. Remember, the goal is to stay active and healthy, so choose the sport that fits your lifestyle and interests best."

AN ADRENALINE RUSH TO LOOK FORWARD TO

It's not just about the cardio, tennis, squash, and table tennis, but push your body and mind to work together, improving your balance, reflexes, and mental focus. Mahesh Talsania, Head of Sports Events at the Institute of Sports Science & Technology, explains that racket sports improve balance, coordination, and reflexes. "These sports require quick reflexes and precise movements, which can help improve your overall physical and mental health. They also provide a great outlet for stress and a sense of accomplishment. Whether you're a beginner or a seasoned player, racket sports offer a fun and challenging way to stay active and healthy. The social aspect of playing with others is also a big benefit, as it fosters a sense of community and teamwork. So, grab a racquet and get out there! Your body and mind will thank you for it."

DECREASES HYPERTENSION

What's good for the heart is good for the brain, and the reverse is true. Regular play can help lower blood pressure, which is often a result of high blood pressure. It leads to decreased AIC, which is a marker for glucose metabolism. Dr. Priyanka Das, a sports psychologist, notes that regular physical activity, such as playing racket sports, can significantly reduce the risk of hypertension. "Exercise helps to strengthen the heart and improve blood circulation, which in turn helps to lower blood pressure. Racket sports are particularly beneficial because they involve both aerobic and anaerobic exercise, providing a comprehensive workout. This type of activity can also help to reduce stress and improve overall health. So, if you're looking to lower your blood pressure, playing racket sports is a great option. Just make sure to consult with your doctor first and start with a gradual increase in activity to avoid any complications. The benefits are well worth the effort, and you'll feel the difference in your energy and mood. Stay consistent, and you'll be on your way to better health and a longer life."

A BOOST TO ENDORPHINS

Net sports boost endorphins, which are often called 'feel-good' hormones. They can help reduce stress and improve mood. Dr. Priyanka Das explains that playing racket sports releases endorphins, which can help to reduce stress and improve mood. "Endorphins are natural painkillers that the body produces in response to stress or pain. They can help to reduce the perception of pain and create a sense of well-being. Regular play of racket sports can lead to a consistent release of endorphins, which can help to manage stress and improve overall mental health. This is one of the reasons why many people who play racket sports feel happier and more relaxed. It's a natural and healthy way to boost your mood and cope with the challenges of daily life. So, if you're feeling stressed or down, playing racket sports might be just what you need. It's a fun and effective way to take control of your mental health and enjoy the benefits of a healthier, happier you."

THE RISE OF LOCAL TOURNAMENTS AND COACHING FACILITIES MORE ACCESSIBLE TO CHILDREN, SOCIAL INTERACTION DURING PLAY COMBATS ISOLATION AND EXISTENTIAL CHALLENGES.

By PRIYANKA DAS, Sports Psychologist

DECCAN HERALD (PRINT)

Strategic Highlights

Business Tycoon Magazine

STARTUP COMPANY SHOWCASE

Fractional Ownership: Reinventing Real Estate

Real estate has remained one of the most attractive and stable asset classes for decades. Per the Knight Frank 2024 wealth report, India's ultra-rich are allocating 32% of their investment portfolio towards residential real estate investment. The high capital requirement and operational challenges have made it an asset type broadly accessible only to high-net-worth individuals (HNIs) or institutional investors. Owning premium properties, especially in growing



Mananki Parulekar
Co-Founder
Claravest Technologies Pvt.Ltd.

markets or vacation destinations, has often been a dream too distant for most middle-income investors. But things are changing. Thanks to the innovation of fractional ownership, the real estate sector is now experiencing a quiet revolution.

Fractional ownership allows multiple investors to own a single property by dividing the cost and benefits among them. This model not only makes real estate more affordable and accessible but also opens up new investment possibilities in premium, well-managed properties.

The Challenges of Traditional Real Estate Investing

The conventional route to real estate investment consists of many challenges. First and foremost, the investment entails huge initial capital. Purchasing a residential or commercial property in a city or a tourist destination usually involves a minimum of a crore. Legal formalities, due diligence, maintenance, tenant management, and resale woes are then something to be feared.

Moreover, investors typically have to commit a lot of capital to start in one piece of property, thereby decreasing diversification and increasing risk. And on top of that, the absence of professional property management and illiquid resale markets, and you'll see why most people are hesitant to invest in real estate, even with its potential for wealth-building.

The Emergence of Fractional Ownership

Fractional ownership revolutionises real estate investing. With this option, an investor can buy a portion of a property to share with other similar investors. A professional platform or manager manages the property, from legal due diligence, financial analysis, rental operations and ultimate resale (investment exit).

The idea, which is already successful in the US and Europe, is gathering pace in India. It allows investors to get into the real estate sector at a significantly lower cost while realising capital appreciation and passive income. For instance, rather than investing ₹2 crore to acquire a luxury villa, an investor can now invest only ₹20 lakhs and still reap the benefits of ownership.

Lifecycle of Fractional Ownership

Fractional ownership platforms create Special Purpose Vehicles (SPV) in the form of a private limited company or Limited Liability Partnership (LLP) firm for each asset. The SPV becomes the registered sale deed owner of the asset.

Investors who want to invest in a particular asset become shareholders or partners of that SPV.

Rental income generated by the asset gets distributed among the investors based on the investment made. After the completion of the investment period, the fractional ownership platforms resell the entire asset to a third party. Once the asset is resold, the appreciation earned by the property gets distributed among the investors, and that is when the investors leave the SPV.

Key Benefits of Fractional Ownership

- **Affordability:** As investors can invest starting with ₹1 lakh, fractional ownership eliminates the conventional capital barrier. This is especially compelling for first-time investors and people who

want to start small.

- **Diversification:** Investors can invest their monies among several properties in various cities or even between residential and vacation properties.
- **Professional Management:** Properties are professionally managed and rented by seasoned and luxury property managers, providing quality maintenance, rental returns, trouble-free experience and luxury hospitality.
- **Passive Income:** Investors receive steady rental returns as well as enjoy the long-term value appreciation of the asset.
- **Clear Exit Options:** Most sites provide transparent



Karan Shetty
Co-Founder
Claravest Technologies Pvt.Ltd.

exit schedules or vote-based resale processes, with investors having a sense of clarity and confidence.

Claravest: Democratizing Real Estate Investment

Claravest is one of the upcoming fractional ownership platforms in India. Its mission is to make real estate accessible and affordable for all. Claravest identifies residential and vacation home properties with high appreciation potential and onboards them at discounted prices, offering investors a strategic head start on their property appreciation investments.

Backed by strong due diligence and a research-first

approach, Claravest focuses on:

- **Location Intelligence:** Properties are selected based on infrastructure development, economic investments, and government initiatives taken in that area.
- **Legal & Compliance:** The platform handles all legal checks and documentation so that investors can rest easy.
- **Operational Execution:** From forming the LLP to managing ownership structures, Claravest ensures end-to-end support.
- **Best-in-Class Partnerships:** In its latest offering, Claravest has partnered with SaffronStays, a luxury vacation rental company, to launch co-owned villas that combine returns with an elevated lifestyle.
- **Exit Strategy:** After a holding period of 5-6 years or upon investor consensus (typically a 75% vote), Claravest initiates resale of the asset to provide a full exit.

Based on the investor's budget and risk profile, investors can choose which asset to invest in:

Asset Type	Minimum Investment	Rental Yield	Annual Appreciation
Residential	Rs. 1 lakh	3% - 4%	10% - 12%
Vacation Homes	Rs. 20 lakhs	8% - 9%	8% - 9%

The Future of Real Estate is Fractional

India is at the cusp of a real estate revolution. PropTech advancements, shifting investor attitudes, and growing demand for alternative investments are driving the uptake of fractional ownership. Millennials, Gen Z's and NRIs, are looking more and more for investment opportunities that are fluid, transparent, and deliver both utility and return.

Finally, with the launch of Small and Medium Real Estate Investment Trusts (SM REITs) in India, we can anticipate fractional ownership business models expanding in a regulated setup, making it more transparent and liquid. As the regulatory setup matures further, SM REITs could be the next big driver in India's real estate investment.

Conclusion

Fractional ownership isn't only shaking up traditional real estate; it's revolutionizing it. By dismantling the barriers to entry, companies like Claravest are making dreams a viable investment. Whether you're seeking to create wealth, generate rental income, or own your own part of a luxury second-home, real estate's future is at your fingertips.

For more information or fractional real estate ownership opportunities, visit www.claravest.com

Podcasts

COLLEEN TANDEM PR

94.3 RADIO ONE

RJ Tarun X Jatin Paranjape

RJ TARUN

Renowned Host and Radio Jockey- Radio One, Pune

JATIN PARANJAPE

Former International Cricketer, Co-Founder KheloMore, Member of BCCI Cricket Advisory Committee

A promotional graphic for a podcast episode. It features a red background with white and yellow accents. At the top left is the 'COLLEEN TANDEM PR' logo. In the center top is the '94.3 RADIO ONE' logo. Below that, the text 'RJ Tarun X Jatin Paranjape' is displayed. Two circular portraits are shown: on the left, RJ Tarun with a beard and microphone; on the right, Jatin Paranjape in a suit. Below each portrait is a white box with their names and biographical details. At the bottom, there is a white audio waveform graphic.

PAISA VAISA ₹

IMM PODCASTS

Blueprint for India's Sporting Revolution?

VIRAT 10

A promotional graphic for a podcast episode. It features a dark background with a photograph of three men in a studio setting. One man in the foreground is wearing a blue shirt with 'VIRAT 10' on the back. The text 'Blueprint for India's Sporting Revolution?' is prominently displayed in white and yellow. Logos for 'PAISA VAISA ₹' and 'IMM PODCASTS' are visible in the top corners.

A CENTURY OF STORIES: CRICKET

IDFC FIRST Bank

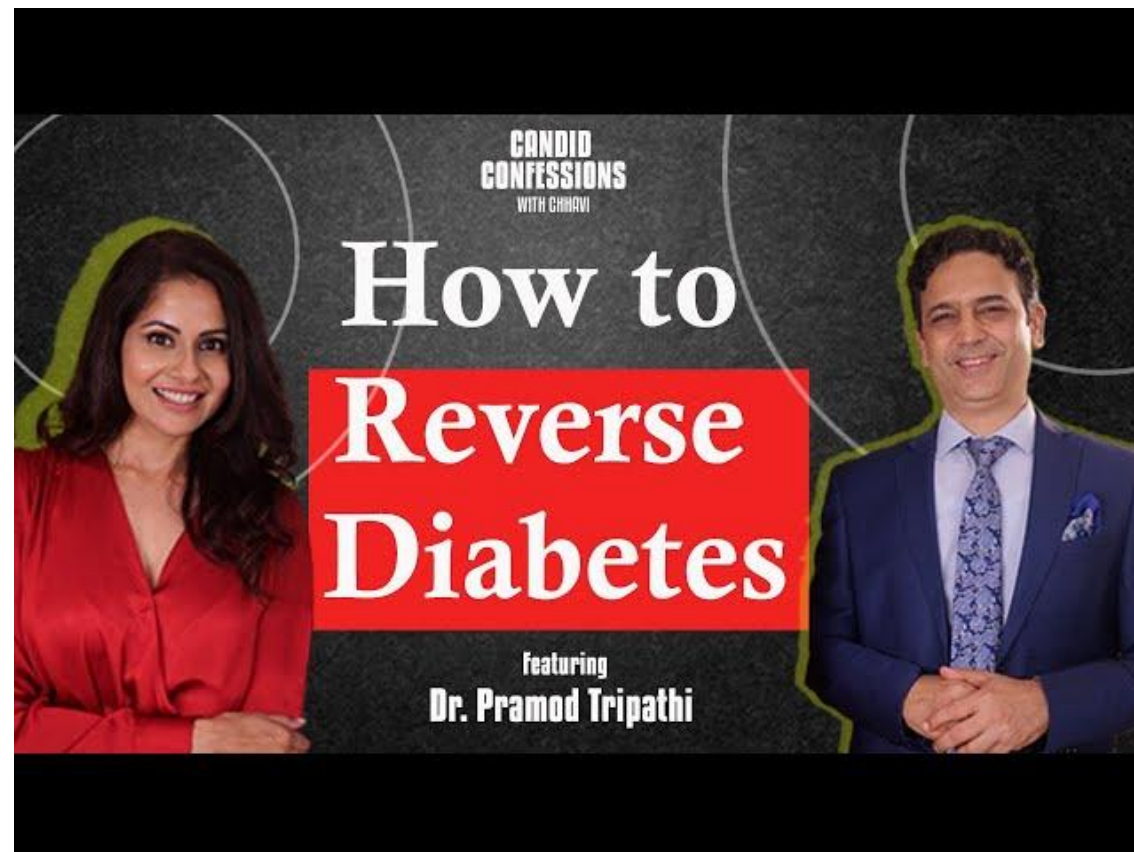
"ROHIT THOUGHT LIKE A CAPTAIN WHEN HE BATTED"

ft. Jatin Paranjape

IMM PODCASTS

A promotional graphic for a podcast episode. It features a dark red background with a photograph of two men sitting at a table with microphones. The text 'A CENTURY OF STORIES: CRICKET' is at the top left, and 'IDFC FIRST Bank' is at the top right. A large quote, '"ROHIT THOUGHT LIKE A CAPTAIN WHEN HE BATTED"', is written in yellow. Below it, 'ft. Jatin Paranjape' is written in white. The 'IMM PODCASTS' logo is at the bottom right.

Influencer Collaboration



In the Spotlight

Press Conferences

Overview:

King Pipes, one of India's leading piping solutions brands, announced the appointment of Bollywood icon **Suniel Shetty** as its official brand ambassador.

Results:

- **Journalist Engagement:** 30+ key journalists from Print, Digital, and TV actively engaged with the announcement.
- **Media Coverage:** 70+ stories published across national, regional, and trade platforms (print, online & broadcast).



In the Spotlight

Press Conferences

Overview:

TRUST Mutual Fund, one of India's fastest-growing AMCs, launched its Small Cap Fund NFO (New Fund Offer).

Results:

- **Journalist Engagement:** 25+ leading financial and business journalists from Print, Digital, and TV actively engaged.
- **Media Coverage:** 100+ stories published across print, digital, and Television.



In the Spotlight

Press Conferences

Overview:

KheloMore, in collaboration with **Cricket Victoria**, officially launched the **Melbourne Cricket Academy** to provide aspiring cricketers with world-class training opportunities and exposure.

Results:

- **Journalist Engagement:** 25+ key sports and business journalists from Print, Digital, and TV actively covered the launch.
- **Media Coverage:** 50+ stories across print, digital, and Television platforms.



In the Spotlight

Events

Overview:

Sanskar Bharti, the cultural wing of RSS, organized a three-day festival called **Cinetalkies** at **Mumbai University**, celebrating art, literature, and cinema.

Results:

Media Presence: 70+ journalists and media representatives attended across 3 days.

Coverage: Widespread visibility in leading entertainment, lifestyle, and cultural publications.

Celebrity Amplification: Effective management of Bollywood personalities boosted the event's credibility and reach.



In the Spotlight

Events

Overview:

The Vyapaar Jagat event, hosted at the iconic Bombay Stock Exchange (BSE), brought together **entrepreneurs, business leaders, and innovators** to celebrate excellence in trade and commerce.

Results:

As media partners, we successfully positioned Vyapaar Jagat @ BSE as a landmark business event.



In the Spotlight

Events

Overview:

Jagrati Yatra, a non-profit organization dedicated to nurturing entrepreneurship and social change, conducted its programs in **Mumbai and Delhi** with a focus on engaging youth, innovators, and sports personalities.

Results:

Mumbai:

- 15+ journalists attended.
- 30+ coverages secured across city, regional, and digital media.

Delhi:

- 20+ media interactions managed.
- 40+ coverages across print, digital, and regional publications.



In the Spotlight

Events

Overview:

Mansi Zaveri, founder of India's leading parenting platform Kidsstoppress, launched her much-anticipated book "The Parents I Met".

Results:

- 10+ leading lifestyle and parenting journalists attended.
- Strong visibility with coverage highlighting Mansi Zaveri, celebrity parents, and the book launch.



KSP Awards

In the Spotlight

Events

Overview:

The Association of Portfolio Managers in India (APMI) hosted a landmark event for the PMS (Portfolio Management Services) industry, featuring Madhabi Puri Buch, SEBI Chairperson, as the lead speaker.

Results:

- **Media Presence:** 50+ top journalists from business & financial media attended.
- **Coverage:** 55+ positive stories across leading business dailies, financial portals, and trade publications.



In the Spotlight

Events

Overview:

Effingut, one of India's most loved craft beer brands, launched its **new range of craft beer in cans**, marking a significant milestone in making premium craft beer more accessible to consumers.

Results:

- **Journalist Engagement:** 20+ leading Lifestyle, F&B and Business journalists from Print, Digital, and TV actively covered the launch.
- **Media Coverage:** 50+ positive stories across print, digital, and lifestyle platforms.



Social Media Management

Jatin Paranjape
Building KheloMore - India's Home of Sport. [Resources](#) [Visit my website](#)

Analytics

Private to you

- 1,065 profile views**
Discover who's viewed your profile.
- 8,381 post impressions**
Check out who's engaging with your posts.
Past 7 days
- 211 search appearances**
See how often you appear in search results.

[Show all analytics](#) →

Activity

16,188 followers [Create a post](#)

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Jatin Paranjape • You
Building KheloMore - India's Home of Sp...
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22h • 🌐

We talk a lot about athletes. But not enough about the people behind them.

In India, coaching outside of elite cricket still isn't seen as a real profession. It's a weekend gig. A side hustle. A favour to a friend's kid.

But here's the thing: behind every young player showing up to practice is a coach making it happen. Often with no formal training, no long-term security, and no recognition.

This isn't just about talent on the field. It's about creating a system where those guiding the talent are set up to thrive too. ...more

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In the world of sports tech, acquisition gets all the spotlight. Downloads, first bookings, shiny dashboards.

But we've learned that retention is where the real story begins.

At KheloMore, we don't think of ourselves as just a booking platform. We think like a fitness brand. Our north star? Habit.

Because playing once is good.
Playing every weekend? That's culture.

We're not just fighting for market share, ...more

Jatin Paranjape • You
Building KheloMore - India's Home of Sport.
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3w • 🌐

We didn't build Khelomore to be just another app that books turfs. We built this to solve a problem no one was paying attention to.

Why is playing a sport still harder than ordering dinner?
Why are great venues struggling with visibility?
Why do passionate players give up after college?

We asked the uncomfortable questions. And built for answers.

Every city, every turf, every partner, it's stitched together with intent. We're not chasing hype. We're chasing impact. More players on the field. More coaches with students. More venues with value.

This isn't a startup chasing the next round.
This is a team obsessed with changing how India plays.

Because if you've ever loved a sport, you already know this is personal.

[#khelomore](#) [#cricket](#) [#turfcricquet](#) [#Sports](#) [#rightto play](#) [#sportstech](#)

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Case Studies

KheloMore

Introduction: KheloMore Sports, founded by the visionary Ujwal Deole and Jatin Paranjape, member of BCCI, Cricket Advisory Committee, a former international cricketer brings a unique perspective to the sports industry. KheloMore is a digital platform bringing together the largest community of recreational and semi-professional sports participants. Be it a busy working professional wanting to play a game of box cricket or a parent looking for a credible coach for his/her child, the KheloMore platform enables a seamless booking experience for one and all. From grassroots initiatives to elite athlete development programs, KheloMore with 1200+ sports venue partners, 2lac+ downloads and 2.75lac+ registered users on the app stands as a testament to inclusivity, cutting-edge technology, and community engagement. The platform's success is evident with significant investments from prominent backers such as Dream 11, Ashwin Damera, Founder of Eruditus and Gaurav Deepak, Founder of Avendus Capital.



Challenges:

Founder's Image and Public Perception Challenge: Jatin Paranjape was widely recognized as an international cricketer than as an entrepreneur creating a disconnect amidst the media.

Solution Approach: We crafted a narrative that positioned Jatin as an entrepreneur who understands the sports ecosystem, while leveraging his expertise as a cricketer.

Lack of Awareness about the Brand Challenge: The brand KheloMore while known amongst sports enthusiasts, faced lack of awareness within the media.

Solution Approach: We enhanced the brand image and cemented its position as a category leader through targeted PR campaigns, engaging storytelling through feature stories, educative articles on sports industry along with collaborations with relevant influencers.

Key Highlights:

15+
TV/Podcast/
Radio

6+
Feature stories

12
Interviews

70+
Industry stories

10+
Authored
Articles

100+
Press Release
Coverage

Key Milestones:

KheloMore and Cricket Victoria Association Press
Conference

KheloMore Funding News

AIPA Association

Press Conference: KheloMore and Cricket Victoria announce the launch of Melbourne Cricket academy in India



Cricket Victoria Association Press Coverage

mid-day



mid-day

Cricket: Why Champions League T20 could be revived

KheloMore and Cricket Victoria announce the launch of Melbourne Cricket Academy in India

Updated on 22 April 2024 09:59:07 | Source: mid-day (https://www.mid-day.com)

The collaboration will aim to introduce MCA in Indian schools which will provide opportunities to cricket coaches and young talents. This will also help to change the method of cricket coaching being played in India by providing high-quality programs by Cricket Victoria.

CEO of KheloMore, Jatin Paranjape, Former Australian cricketer David Hussey (PLC: Mid-Day)

Listen to this article

More Stories

- Nagat 1st Indian to win singles game in Masters main draw
- Sindhu & Co face tough medal hunt
- Indian-American Shetty wins Texas Open, book's Augusta Masters spot

It's Hyd and Shik

The Indian EXPRESS



Cricket: Why Champions League T20 could be revived

BCCI, Cricket Australia, and ECB are in active conversations to revive the club-based competition that was last played in 2014, which was won by the Chennai Super Kings

Written by Anil Dias
Updated: April 4, 2024 17:51 IST

NewsGuard

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(L-R) Paul Murphy, Australian Consul-General, Mumbai, Jatin Paranjape, CEO, KheloMore Sports; Nick Cummins, CEO of Cricket Victoria; David Hussey, Ex-Australian Cricketer; Liam Murphy, General Manager Premier Cricket & Community Cricket, Cricket Victoria

SPORTS MINT



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Home - Sports Business

KheloMore Sports in alliance with Cricket Victoria announces Melbourne Cricket Academy in India

Melbourne Cricket Academy seeks to unite cricketing cultures and usher in a new age of cricket development and greatness for India and Victoria.

By Gauresh Mahadik April 2, 2024

WhatsApp LinkedIn LinkedIn Facebook X Telegram

KheloMore

CRICKET VICTORIA

KheloMore Sports in alliance with Cricket Victoria announces Melbourne Cricket Academy in India

Funding News



The image shows a preview of an article on the Inc42 website. At the top, there is a purple banner with the text "D2C Brands in India Need More Than Funding! They Need D2C!". Below this, the main headline reads "Sportstech Platform KheloMore Bags \$2 Mn To Launch Cricket Academies, Offer Coaching Services". The article features a photo of two men, likely the founders of KheloMore, and a "Trending Stories" sidebar on the right with various news items.



The image shows a preview of an article on the VCCIRCLE website. The VCCIRCLE logo is at the top left, and navigation links for "PRO Exclusives", "Free Newsletter", and "Subscribe" are at the top right. The article title is "KheloMore". The text states: "KheloMore, a technology platform facilitating easy access to sports and sports learning, recently raised \$2 million. Investors such as Rajdip Gupta, Clear Bridge Ventures LLP, and Ashwin Damera (Founder, Eruditus) led this funding round. KheloMore plans to use the fresh capital infusion to expand its geographical footprint. Specifically, it aims to launch a nationwide chain of cricket academies in collaboration with schools and other relevant stakeholders."



The image shows a preview of an article on the Entrepreneur INDIA website. The article title is "KheloMore, LB Brewers, EMOmEE, and Others Raise Early-Stage Funding". Below the title, it says "The Indian startups listed below have disclosed investment rounds." and "BY ENTREPRENEUR STAFF JUL 30, 2024". There is a photo of three people, two women and one man, smiling. Below the photo, the text reads: "Sportstech Platform KheloMore Secures USD 2 Mn in Pre-Series A Round" and "Sportstech platform KheloMore has raised USD 2 million in a pre-Series A funding round led by Clear Bridge Ventures LLP's Rajdip Gupta and Eruditus founder Ashwin Damera."

[Sportstech Platform KheloMore Bags \\$2 Mn To Launch Cricket Academies, Offer Coaching Services](#)

[Sportstech Platform KheloMore Bags \\$2 Mn To Launch Cricket Academies, Offer Coaching Services](#)

[KheloMore, LB Brewers, EMOmEE, and Others Raise Early-Stage Funding](#)



Funding News



Business Economy Engage **GINGE**

Market Gurukul Latest News Market Live

Sports tech company Khelomore raises \$2 million to expand its footprint

Digital sports platform KheloMore, has raised \$2 million in its latest funding round led by Rajdip Gupta, Clear Bridge Ventures LLP and Ashwin Damera, Founder Eruditus.

The funding will be utilized by KheloMore to expand its geographical footprint by enabling more and more Indians to access sports venues and play their favourite sports through KheloMore's efficient online booking platform. The firm will leverage its deep understanding of India's Cricket ecosystem to launch a nationwide chain of Cricket Academies in partnership with schools and other relevant stakeholders, a statement said.

KheloMore, a platform founded by ex-India cricketer Jatin Paranjape, offers pay and play to its users. The platform allows its users to play and learn a sport by offering services like booking a venue, aggregating coaches, and events for specific sports, and offering a marketplace where sports equipment can be bought and sold.



Founder First Just In Brands Resources YSTV Events

Now Reading: **STARTUP NEWS AND UPDATES: DAILY ROUNDUP (JULY)**

KheloMore raises \$2 M to democratise sports access for Indians

KheloMore, a technology platform that enables easy access to playing a sport or learning a sport successfully raised \$2 million in its latest funding round.

This round was led by prominent figures in the Indian business ecosystem, including Rajdip Gupta, Clear Bridge Ventures LLP and Ashwin Damera, Founder Eruditus.

The funding will be utilised by KheloMore to expand its geographical footprint through their online booking platform.

KheloMore plans to establish a nationwide network of cricket academies in partnership with schools and other stakeholders. These academies will offer a comprehensive curriculum, certified coaches, personalised AI-driven coaching, and organised matches.



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Home > Business > Khelomore raises USD 2 million...

Khelomore raises USD 2 million

MUMBAI: Sports-focused technology platform Khelomore on Monday announced a USD 2 million (about Rs 16.75 crore) fundraise led by Rajdip Gupta of Clear Bridge Ventures and Ashwin Damera of Eruditus.

The funding will be utilised for expanding its geographical footprint by enabling more Indians to access sports venues and play their favourite sports through the online booking platform, as per a statement.

SENSEX, NIFTY CRASH IN-LINE WITH SELLING PRESSURE IN GLOBAL MARKETS ON US GROWTH FEARS

RUPEE SLIPS TO ALL-TIME LOW OF 83.80 AGAINST US DOLLAR IN EARLY TRADE

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[Sports tech company Khelomore raises \\$2 million to expand its footprint](#)

[KheloMore raises \\$2 M to democratise sports access for Indians](#)

[Khelomore raises USD 2 million](#)



AIPA Association News

THEWEEK

AIPA affiliated 100 pickleball courts to be set up in next two years

FTI | Updated: June 26, 2024 16:38 IST

Mumbai, Jun 26 (PTI) All India Pickleball Association-affiliated 100 courts will be set up in next two years across the country in a bid to bolster the growth of the game.

In a partnership announced between AIPA, the pickleball governing body in the country and KheloMore, a digital platform founded by former India cricketer and national selector Jatin Paranjape, an amount of Rs 5 crore would be invested to set up these courts.

"This collaboration underscores both organisations' dedication to fostering the growing interest in pickleball by providing top-notch facilities accessible to players of all skill levels," a release said.

Pickleball players will be able to use KheloMore's online booking system, real-time updates on court availability and a community network.

"The collaboration with KheloMore is a significant milestone for grassroots development of pickleball in tier 2 and tier 3 cities in India. With this substantial investment, we aim to build world-class facilities and nurture a vibrant community of pickleball players," AIPA president Arvind Prabhoo said.

Paranjape said, "AIPA is to pickleball what BCCI is for Indian cricket, we are sure this partnership will help develop the game on a very large scale in India. This investment aligns with our vision of promoting a healthy and active lifestyle through sports."

[AIPA affiliated 100 pickleball courts](#)

SPORTSTAR

PICKLEBALL

AIPA-affiliated 100 pickleball courts to be set up in next two years

All India Pickleball Association-affiliated 100 courts will be set up in next two years across the country in a bid to bolster the growth of the game.

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[AIPA-affiliated 100 pickleball courts](#)

moneycontrol

KheloMore and All India Pickleball Association to establish 100 pickleball courts in 2 years

AIPA and KheloMore have announced an investment of Rs 5 crore to construct AIPA affiliated 100 state-of-the-art pickleball courts nationwide in two years

MONEYCONTROL NEWS | Updated: 26 Jun 2024



KheloMore and AIPA are building more pickleball courts to not only enhance infrastructure but also to promote grassroots development of the sport.

Paddlesport Pickleball, a rage globally, is picking up pace in India. It has a league of its own called the World Pickleball League and now the All India Pickleball Association (AIPA) in partnership with digital sports platform KheloMore Sports is investing to launch more pickleball courts in the country.

AIPA and KheloMore have announced an investment of Rs 5 crore to construct AIPA affiliated 100 state-of-the-art pickleball courts nationwide in two years.

[KheloMore and All India Pickleball](#)

REPUBLIC

AIPA affiliated 100 pickleball courts to be set up in next two years

"This collaboration underscores both organisations' dedication to fostering the growing interest in pickleball by providing top-notch facilities accessible to players of all skill levels," a release said.

SportFit • 1 min read
Reported by: Press Trust Of India

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Pickleball's image: Special arrangement

All India Pickleball Association-affiliated 100 courts will be set up in next two years across the country in a bid to bolster the growth of the game.

[AIPA affiliated 100 pickleball courts](#)

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TRUST MUTUAL FUND

TRUST Mutual Fund forays into equity space with launch of flexicap scheme.

Introduction: Founded in 2001, TRUST Group is an institutionalized multi-line and multi-asset financial services platform co-founded by Nipa Sheth and Utpal Sheth. TRUST is the market leader in the Debt Capital Markets space providing Investment Banking Solutions and Capital Market Services.



TRUST is a differentiated player in the Advisory, Wealth and Asset Management space with offerings across Mutual Fund (TRUST Mutual Fund), Equity & Debt PMS, Wealth Management (TRUST Plutus) and Alternative Asset Management, managing and advising total assets of over INR 20,000 crores as on August 30, 2024. TRUST focuses on insight-led value-creation and wealth solutions for corporates and investors.

Coverage (Podcast)



<https://open.spotify.com/episode/4KPTGybwB6VZwClg0qBzIA?si=321wgi2mQv2V7M85G6FFvQ>

Coverage (Feature story)

THE ECONOMIC TIMES

mint

FLEXICAP FUND IS FIRST EQUITY OFFERING

Take the SIP Route to Join Trust MF's Hunt for 'Gorillas'

Prashant.Mahesh
@timesgroup.com

Mumbai: Trust Mutual Fund's first equity product offering may be better suited for investors looking to stagger their investments using the Systematic Investment Plan (SIP) route, said investment advisors. The asset manager is launching a Flexicap Fund whose new fund offer will be open between April 5 and 19.

The fund, which will be managed by Mihir Vora and Akash Manghani, will manage a portfolio of 40-50 stocks. The fund managers will combine investment philosophies including growth at a reasonable value (GARV) and terminal value (TV) to pick stocks.

The fund manager will look for "Gorillas"—companies that are potentially rare, dominant, unchallenged and have a higher longevity for growth. The fund house believes investors tend to grossly underestimate the terminal value of high-growth stocks. This approach will offer a differentiated alternative for equity fund investors, according to the fund house.

Investment advisors said existing flexi-cap schemes make bet-

ter bets for lump sum investing given their track record.

"Investors should wait, see the fund portfolio and its performance to come in before making any lump sum investment," said S Shankar, CFP at Credo Capital.

The fund will charge an exit load of 1% for redemptions within 180 days of allotment. The scheme will be benchmarked to the Nifty 500 TRI.

The biggest selling point for Trust will be its strong parentage. The company's founder Utpal Sheth is also the CEO of Rare Enterprises, the family office of late billionaire Rakesh Jhunjhunwala.

"Investors looking for a differentiated stock picking approach in a flexi-cap fund backed by strong promoters can consider this fund," said Nikhil Gupta, founder of Sage Capital.

Gupta too believes investors must stagger their investments and build their investments through SIPs.



The fund managers will combine investment philosophies of growth at reasonable value and terminal value to guide stock picks

Why Utpal Sheth, Jhunjhunwala's right-hand man, hunts for gorillas

Sheth explains how his philosophy Terminal Value Investing will guide Trust MF in its equity debut and beyond

Neil Borate
neil@investor.com

It is time that gives the long-term investor an advantage, says Utpal Sheth, CEO of Rare Enterprises—the Mumbai-based private equity firm that manages assets of more than \$1 billion. "I would say 80-90% of market participants are in it for less than a year. As an investor, if you have the conviction and courage to stick around for the long term, most of your competition automatically reduces," adds Sheth, noting that most people do not have the commitment for long-term investments.

Sheth, who joined Rakesh Jhunjhunwala's Rare Enterprises as CEO and Partner in 2003, started his career at IS and has worked with ASK Financial, HRS Insight Financial Intermediaries (a financial intermediation firm started by his father), and Enam Financial Consultants, besides being a co-founder and mentor of the Trust Group that offers a host of financial services, including debt syndication and merchant banking.

Sheth, who is on the board of Trust Mutual Fund—an asset management company (AMC) spoke to *Mint* about his investment philosophy Terminal Value Investing (TVI) which influences all decisions taken by the AMC.

"TVI does not refer to the terminal value that you get in a discounted cash flow calculation," Sheth explains. "It is a nebulous and dynamic concept. It cannot be a precise number because the key factors that contribute to TVI cannot be quantified. Think of it like a climber who is looking up at Mount Everest. You cannot see the top because of clouds in between. You can sense the mountain and its top but you cannot see it," he says.

According to Sheth the factors that



contribute to TVI are megatrends (that lasts several decades), leadership attributes, and intangibles like culture, brand, institutionalization, etc. He gives the example of e-commerce giant Walmart in the 1980s and Amazon in the 2000s. "The leaders in the sector have the ability to capture most of the value created in the megatrend. Just like Amazon captured most of the value created in e-commerce in the 2000s. This plays out over a long period of time," he explains. "It is time that gives the long-term investor an advantage. I would say 80-90% of

market participants are in it for less than a year." "We can refer to such firms as gorilla companies and draw an analogy between TVI and gorilla," said Sheth.

"Gorillas are rare. You will find hundreds of monkeys in a jungle but just a few gorillas. They are also dominant. Other animals do not mess with gorillas. Finally, gorillas have longer lifespans (longevity) than monkeys. They are not a fleeting sensation or a fad," he says.

But aren't such companies expensive? Sheth counters this with an

How Sheth identifies gorilla companies

Gorillas are rare Gorillas are long-lived Gorillas are dominant

Eg: Amazon in the 1990s in the US

How to find gorillas Look for:

Megatrends: The business must be benefiting from a huge shift. Eg: Dawn of e-commerce

Leadership: The business should be the leader in its space

Intangibles: The business should have powerful intangible assets. Eg: Great brand

All these can allow you to estimate terminal value—the real potential of the business in the long term

Note: Terminal value is defined by Sheth as the terminal value in Discounted Cash Flow (DCF) applications

FRANAY BHARDWAJ/MINT

might benefit from a smaller position in a gorilla company, or it may just identify more of these gorillas over time.

Trust MF has Mihir Vora as its chief investment officer. Vora who previously worked at Max Life Insurance and various MF houses, also has a "growth at reasonable valuation" style and considers TVI as the North Star of growth investing that influences the fund house's stock picking philosophy. The AMC was launched in 2019 and focused on debt funds for the first few years of its existence—it is now turning towards equities.

Is Trust AMC a good substitute for retail investors who want to get a favour of TVI (as practised by Utpal Sheth)? Sheth clarifies, "I sit on the board of directors of the AMC. My philosophy will influence the AMC. That's about it. The AMC is run independently by a capable and committed team," he adds.

"India is structurally in a great place. Corporate profits have shot up over the past few years from 2% to 4.5% of GDP. The amount of leverage in the corporate sector is also relatively low. Every dip is being bought. Foreign money flow has been replaced by domestic inflow and this is not a sign of a correction. So, I'm not worried about the overall market scenario. There may be a few pockets of overvaluation but nothing generalised," he says.

What about the army of retail traders that have entered the stock market who may have never seen a bear market? Will they panic and run? "If you look at long-term charts, the bear markets are just blips—you don't even spot them. If you are a long-term investor, why would you worry about such temporary corrections?" he asks.

Can this philosophy be applied to a mutual fund with all its regulatory restrictions compared to proprietary asset management that he has been involved with at RARE Enterprises? According to Sheth, that is just a relative question. A mutual fund (MF)

Business Standard

Trust MF forays into equity space

Plans differentiated offerings by focusing on long-term value of stocks

ABHISHEK KUMAR
Mumbai, 3 April

Trust Mutual Fund (MF) entered the equity MF space on Wednesday with the launch of its flexicap scheme. The fund house, which launched its first scheme in January 2021, was so far focused only on the debt space, managing around ₹1,200 crore across seven schemes.

Trust MF said its equity schemes will follow a differentiated strategy, wherein the focus will be on 'terminal value' with a 'growth at reasonable valuations' (GARV) approach. According to the fund house, terminal value is the value of a company beyond the foreseeable horizon.

"Terminal value is a function of

leadership, intangible assets and megatrends. It helps identify the true potential of a growth company and capture the full value creation," Trust MF said in a press release.

Last year, the fund house had hired Mihir Vora, former chief investment officer (CIO) of Max Life Insurance, to build the equity investment team and head investments across equity and debt.

Vora said the company identified a few themes that are expected to play out over the long term.

These themes include consumption and financialisation, physical asset creation, progress in urbanisation, infrastructure, real estate and digitisation.

The fund house also estimates a

consumption premiumisation in the next few years on the back of 4x growth in high income households to 29 million by 2030.

"We are growth investors, and believe that our terminal value investing framework and GARV approach offers a differentiated alternative for equity investors. GARV is an investment approach that looks at identifying stocks with strong growth potential at reasonable valuations.

Trust MF Flexicap Fund encompasses this philosophy. The mandate enables the fund to adapt and navigate through various market conditions for sustainable investment success," said Vora. Sandeep Bagla, chief executive officer (CEO), Trust MF, said the asset manager plans to launch three-four more equity schemes over the next two years.



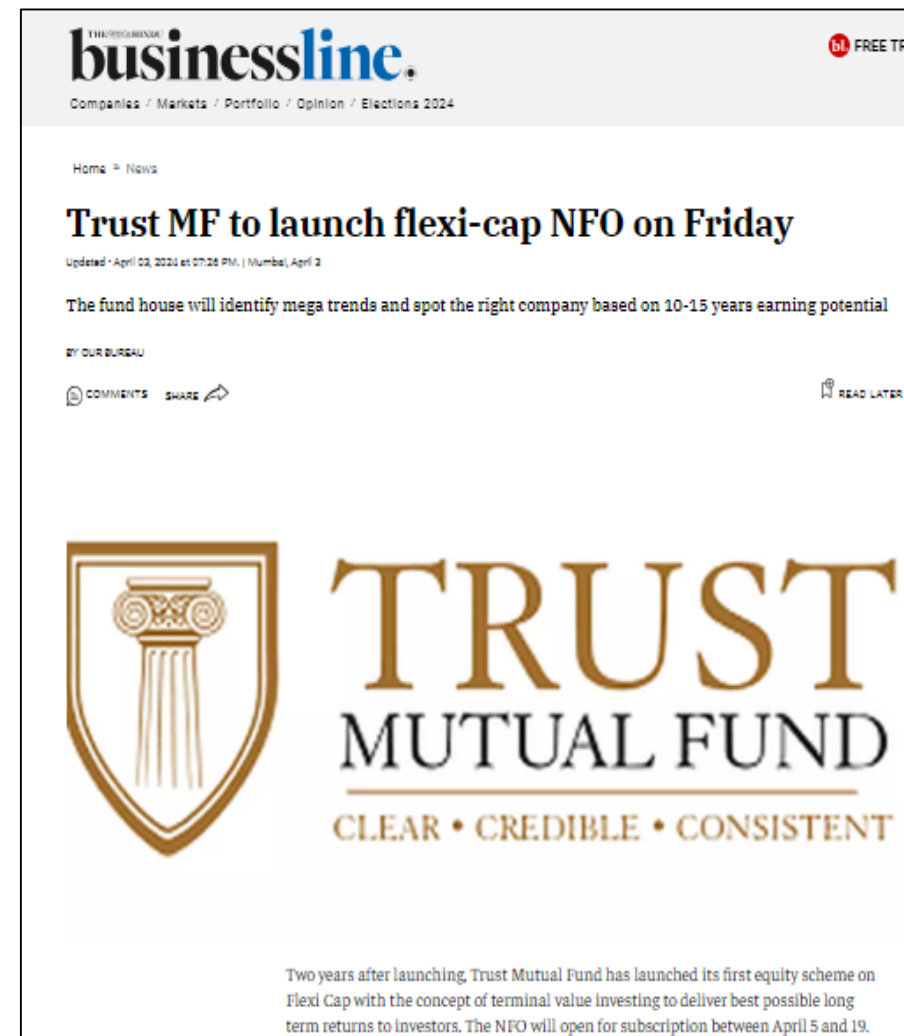
<https://m.economictimes.com/mf/analysis/take-the-sip-route-to-join-trust-mfs-hunt-for-gorillas/articleshow/109018646.cms>

<https://www.livemint.com/money/personal-finance/why-utpal-sheth-jhunjhunwala-s-right-hand-man-looks-for-gorillas-11711966925597.html>

https://www.business-standard.com/markets/news/trust-mutual-fund-forays-into-equity-space-with-launch-of-flexicap-scheme-124040301001_1.html

Coverage (Feature story)

THE HINDU BUSINESSLINE
businessline.




Trust MF to launch flexi-cap NFO on Friday
Updated - April 02, 2024 at 07:26 PM (Mumbai) April 2

The fund house will identify mega trends and spot the right company based on 10-15 years earning potential

BY OUR BUREAU

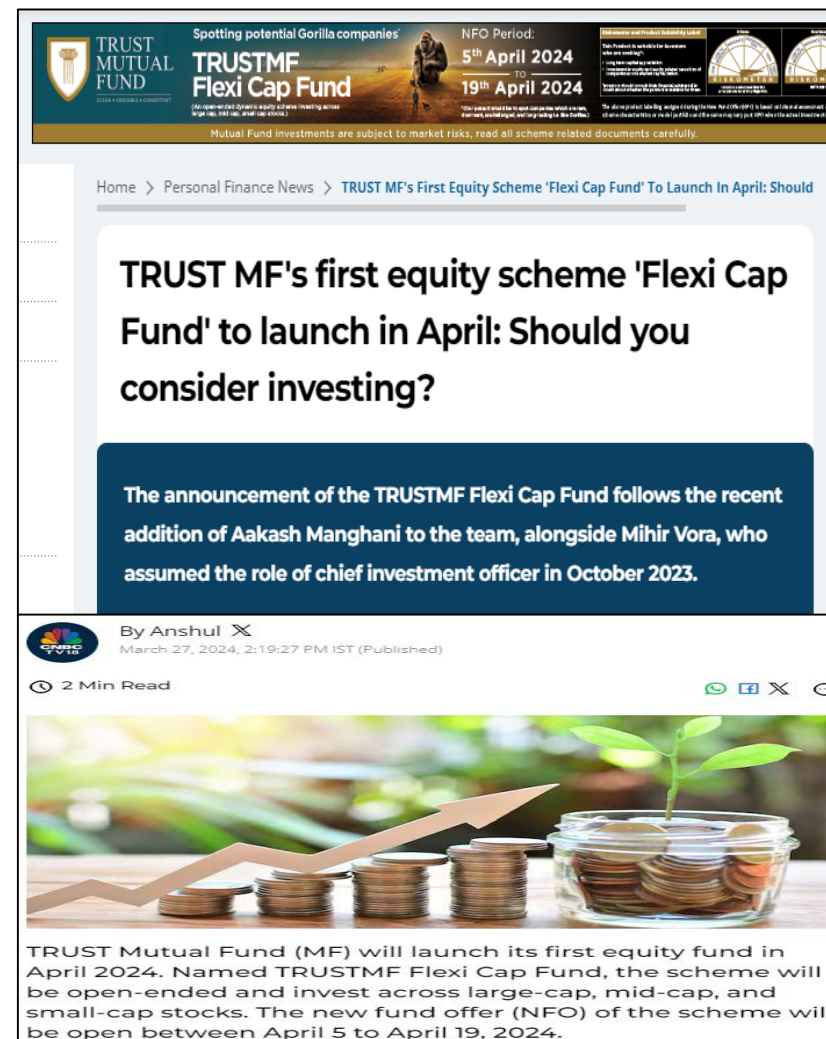
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**TRUST
MUTUAL FUND**
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Two years after launching, Trust Mutual Fund has launched its first equity scheme on Flexi Cap with the concept of terminal value investing to deliver best possible long term returns to investors. The NFO will open for subscription between April 5 and 19.

<https://www.thehindubusinessline.com/news/trust-mf-to-launch-flexi-cap-nfo-on-friday/article68024528.ece>




Spotting potential Gorilla companies NFO Period: 5th April 2024 to 19th April 2024

TRUST MF's first equity scheme 'Flexi Cap Fund' to launch in April: Should you consider investing?

The announcement of the TRUSTMF Flexi Cap Fund follows the recent addition of Aakash Manghani to the team, alongside Mihir Vora, who assumed the role of chief investment officer in October 2023.

By Anshul X
March 27, 2024, 2:19:27 PM IST (Published)

2 Min Read



TRUST Mutual Fund (MF) will launch its first equity fund in April 2024. Named TRUSTMF Flexi Cap Fund, the scheme will be open-ended and invest across large-cap, mid-cap, and small-cap stocks. The new fund offer (NFO) of the scheme will be open between April 5 to April 19, 2024.

<https://www.cnbctv18.com/personal-finance/trust-mutual-fund-first-equity-scheme-flexi-cap-launch-april-nfo-should-you-invest-19372391.htm>



TRUST Mutual Fund to launch its first equity scheme; NFO opens on April 5: Here is all you need to know

Additionally, Vora added that the current market positioning requires them to see across the spectrum, wherein large-cap companies will be able to offer stability and exposure to the economy, while mid-and small-cap companies will provide growth opportunities.




<https://www.zeebiz.com/personal-finance/news-trust-mutual-fund-to-launch-its-first-equity-scheme-nfo-opens-on-april-5-here-is-all-you-need-to-know-282294>

Coverage (Feature story)

mint

Trust Mutual Fund enters equity space with new flexi cap fund

1 min read • 03 Apr 2024, 08:00 PM IST

Join us 

Dipti Sharma

Until now the asset management company offered only fixed-income investments. The new fund offer opens on 5 April and closes on 19 April.



The fund will be benchmarked to the Nifty 500 TRI index and managed by Mihir Vora, the chief investment officer at Trust Mutual Fund.

<https://www.livemint.com/market/stock-market-news/trust-mutual-fund-enters-equity-space-with-new-flexi-cap-fund-11712154011464.html>

FINANCIAL EXPRESS
Read to Lead



TRUST Mutual Fund launches maiden equity scheme 'Flexi Cap Fund'

With this open-ended dynamic equity scheme, TRUST Mutual Fund is looking to deploy a unique investing methodology 'Terminal Value Investing' along with 'growth at reasonable value'.

Written by PF Desk
Updated: April 3, 2024 18:25 IST

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TRUST Mutual Fund launches maiden equity fund 'TRUSTMF Flexi Cap Fund'. (Image: Freepik)

TRUST Mutual Fund on Wednesday announced the launched of its maiden equity fund 'TRUSTMF Flexi Cap Fund'. The New Fund Offer (NFO) will open on April 5 and close on April 19, 2024.

With this open-ended dynamic equity scheme, TRUST Mutual Fund is looking to deploy a unique investing methodology 'Terminal Value Investing' along with 'growth at reasonable value', the company said in a release.


<https://www.financialexpress.com/money/mutual-funds-trust-mutual-fund-launches-maiden-equity-scheme-flexi-cap-fund-3445329/>

cafemutual

MF News > Trust Mutual Fund to foray into equity funds

Trust Mutual Fund to foray into equity funds



To this end, the fund house has appointed Aakash Manghani as Fund Manager, Equities.

 Team Cafemutual Feb 15, 2024

 2 mins read



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▶ 0:00 / 1:11  

Trust Mutual Fund will soon foray in equity funds with a flexi cap fund. In preparation for this, the fund house has appointed Aakash Manghani as Fund Manager, Equities.

Prior to this, Aakash was the fund manager at ICICI Prudential Life Insurance. With over fourteen years of experience in the investment management space, Aakash has worked with organisations like BOI AXA Investment Managers and Girik Capital.

In a press release, Sandeep Bagla, CEO of Trust Mutual Fund said, "Aakash will add to the dynamism and vigour of our investment team. His insights, expertise and market orientation will play a pivotal role in advancing Trust Mutual Fund's mission to serve our investors. With Aakash on board, we are confident of successfully growing our new equity vertical, driving exceptional value for our clients."

<https://cafemutual.com/news/industry/31423-trust-mutual-fund-to-foray-into-equity-funds>

Coverage (Feature story)

moneycontrol PRO

TRUSTMF Flexi Cap Fund is in search of Gorillas. Should you join the hunt?

New mutual fund scheme review: TRUSTMF Flexi Cap Fund will aim to identify megatrends- structural shifts in sectors and themes - and identify companies that benefit the most from them, over the long term. But the fund house has a long road ahead in an industry of 43 fund houses and countless equity schemes. A Moneycontrol review

APRIL 05, 2024 / 09:59 AM IST

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<https://www.moneycontrol.com/news/business/personal-finance/trustmf-flexi-cap-fund-is-in-search-of-gorillas-should-you-join-the-hunt-12578501.html>

Outlook
BUSINESS + MONEY

Mutual Funds

TRUST Mutual Fund Launches Its First Equity Fund- TRUSTMF Flexi-Cap Fund

TRUST Mutual Fund has launched TRUSTMF Flexi Cap Fund, its first equity fund offering that diversifies across the large-, mid-, and small-cap space. Minimum investment is Rs. 1,000

< @ X



Mutual Fund, New Fund Offer, Equity Fund, Flexi-cap Funds

Outlook Money

Published on: 05 Apr 2024, 10:17 am

TRUST Mutual Fund has launched TRUSTMF Flexi Cap Fund, catering to investors seeking diversified exposure across large-cap, mid-cap, and small-cap stocks. The new fund offer (NFO) opens today, April 5, 2024 and will run till April 19, 2024.

The fund will be benchmarked to the Nifty 500 TRI Index.

<https://business.outlookindia.com/mutual-funds/trust-mutual-fund-launches-its-first-equity-fund-trustmf-flexi-cap-fund>

IIFL SECURITIES

← TRUSTMF Flexi Cap Fund NFO: Key details you need to know

5 Apr 2024, 12:22 PM

Trust Mutual Fund is launching NFO under its "Flexi Cap Fund", named as TRUSTMF Flexi Cap Fund. The open ended fund long-term growth in capital and income to investors, through active management of investments in a diversified portfolio of equity and equity-related securities across the entire market capitalization spectrum and in debt and money market instruments.

Investment strategy: The Schemes will predominantly invest minimum 65% dynamically into Indian equity and equity related instruments across market capitalization. This is namely, large cap (1-100th company in terms of full market capitalization), mid cap companies (101st -250th company in terms of full market capitalization) and small cap (251st company onwards in terms of full market capitalization) as defined under Para 2.7 of the SEBI Master Circular as may be amended by SEBI from time to time.

Asset allocation: The asset allocation under the scheme Equity & equity related instruments of large cap, midcap and smallcap companies, Debt & Money Market Instruments and Units issued by REITs & InvITs.

<https://www.indiafoline.com/news/mutual-funds/trustmf-flexi-cap-fund-nfo-key-details-you-need-to-know>

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Coverage (Interview)

moneycontrol PRO

4/4/24, 5:55 PM Why does Mihir Vora find even a high PE stock an attractive buy? It's GARV, not GARP

Why does Mihir Vora find even a high PE stock an attractive buy? It's GARV, not GARP

As TRUST Mutual Fund- the 3-year-old fund house, gets set to launch its first equity scheme, Mihir Vora its CIO says that he looks at a stock's growth prospects rather than just its PE. If prospects are good, he doesn't mind paying a higher price

KAYEZAD E ADAJANIA |
APRIL 04, 2024 / 11:26 AM IST



Mihir Vora, CIO, TRUST MF CIO

<https://www.moneycontrol.com/news/business/personal-finance/mhir-vora-trust-mutual-fund-high-pe-stock-attractive-buy-garv-garp-12571241.html> 1/7

THE ECONOMIC TIMES | Markets

ETPrime

ETMarkets Smart Talk: Railways, defence, manufacturing and consumption could be in limelight in FY25: Sandeep Bagla

By Kshitij Anand, ETMarkets.com • Last Updated: Mar 15, 2024, 09:00:00 AM IST

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Synopsis

TRUST Mutual Fund's Sandeep Bagla is positive on specific sectors while cautioning on market corrections. Advocates prudent asset allocation, gold hedging. Discusses RBI's NBFC actions, client concerns on Nifty valuations, and global liquidity impact on market buoyancy. Bagla further says that global liquidity has been an important factor in the upbeat mood of the markets.



"At TRUST MF, we are positive on sectors like railways, defence, **manufacturing**, and **consumption** – with a medium-term perspective," says **Sandeep Bagla**, CEO at **TRUST Mutual Fund**.

"Markets are seeing healthy sector rotation, which makes any prediction about sectoral performance difficult."

In an interview with ETMarkets, Bagla who has over 25 years of experience in financial markets said: "If Central banks move to reduce their balance sheets aggressively, and in the process,

there is a squeeze in **liquidity**, if there is delay in monetary easing, that could lead to some market correction," Edited excerpts:

<https://economictimes.indiatimes.com/markets/expert-view/etmarkets-smart-talk-railways-defence-manufacturing-and-consumption-could-be-in-limelight-in-fy25-sandeep-bagla/articleshow/108492603.cms?from=mdr>

Coverage (Authored Article)

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Seasoned investors try to minimise the risk of losing invested capital and prefer to invest at times when the odds of a favourable return on their investment are relatively high. But when valuations are expensive, one must be careful and take safety measures while investing.

SANDEEP BAGLA | MARCH 19, 2024 / 05:06 PM IST

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Coverage (TV Interaction)



<https://www.youtube.com/watch?v=FAreL2b4Xv0>

Twitter:

<https://twitter.com/NDTVProfitIndia/status/1775556847572812102?t=luPS79z8LjeNztbOLsKJnQ&s=08>



<https://www.youtube.com/watch?v=zvW8IQNVwOA>



<https://x.com/ETNOWlive/status/1775493525880324422?s=20>

Coverage (TV Interaction)

मिहिर वोरा से खास बातचीत

ZEE BUSINESS

मिहिर वोरा, CIO, TRUST Mutual Fund

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Coverage (TV Interaction)



फ्लेक्सी कैप फंड से वेल्थ क्रिएशन ZEEBUSINESS 18:44

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BREAKINGWS

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Regional Coverage (Ahmedabad)

TRUST Mutual Fund launches maiden equity Fund- TRUSTMF Flexi Cap Fund

Sunvila News: **Ahmedabad**

TRUST Mutual Fund is pleased to announce the launch of the TRUSTMF Flexi Cap Fund. The objective of this fund is to provide long-term growth in capital and income to investors by actively managing investments predominantly in a diversified portfolio of equity and equity-related securities across the entire market capitalization spectrum. This open-ended dynamic equity scheme offers investors the opportunity to invest across large cap, mid cap, and small cap stocks. The fund will be managed by Mihir



Mihir Vora - Chief Investment Officer along with Aakash Manghani, Fund Manager. Terminal Value Investing – as concept Terminal Value (“TV”) – Value of a company beyond the foreseeable horizon TV - a function of Leadership, intangibles, and megatrends. TV helps identify the true potential of a growth company and helps us to capture the full value creation. Sandeep Bagla, CEO of TRUST Mutual Fund, expressed.

[Sunvila News](#)

TRUST Mutual Fund launches maiden equity Fund



Ahmedabad, TRUST Mutual Fund is pleased to announce the launch of the TRUSTMF Flexi Cap Fund. The objective of this fund is to provide long-term growth in capital and income to investors by actively managing investments predominantly in a diversified portfolio of equity and equity-related securities across the entire market capitalization spectrum. This open-ended dynamic equity scheme offers investors the opportunity to invest across large cap, mid cap, and small cap stocks. Sandeep Bagla, CEO of TRUST Mutual Fund, expressed his enthusiasm by stating, “The launch of TRUSTMF Flexi Cap fund marks

our entry into the world of retail investors. We endeavour to provide customers with a bouquet of investment options which will help in achieving their wealth creation goals and objectives”

Mihir Vora, Chief Investment Officer, TRUST Mutual Fund said- “At TRUST Mutual Fund we understand the importance of catering to the unique needs of different customers. We are growth investors, and we believe that our Terminal Value Investing framework and Growth at Reasonable Valuations (GARV)* approach offers a differentiated alternative for equity fund investors. (19-8)

[Free Press Gujarat](#)

ट्रस्ट म्यूचुअल फंड ने पहला इक्विटी फंड- ट्रस्टएमएफ फ्लेक्सि कैप फंड लॉन्च किया

मुंबई (एजेंसी)। ट्रस्ट म्यूचुअल फंड को यह घोषणा करते हुए खुशी है कि ट्रस्टएमएफ फ्लेक्सि कैप फंड का शुभारंभ किया गया है। इस फंड का उद्देश्य पूरे बाजारीय मानकीकरण स्पेक्ट्रम के साथ इक्विटी और इक्विटी से संबंधित प्रतिभूतियों के विविध पोर्टफोलियो में मुख्य रूप से निवेश को सक्रिय रूप से प्रबंधित करके निवेशकों को पूंजी और आय में दीर्घकालिक वृद्धि प्रदान करना है। यह ओपन-एंडेड डायनेमिक इक्विटी स्कीम निवेशकों को लार्ज कैप, मिडकैप और स्मॉल कैप शेयरों में निवेश करने का अवसर प्रदान करती है। फंड का प्रबंधन मुख्य निवेश अधिकारी मिहिर वोरा और फंड मैनेजर आकाश मंगानी द्वारा किया जाएगा। ट्रस्ट म्यूचुअल फंड के सीईओ संदीप बागला ने अपना उत्साह व्यक्त करते हुए कहा, “ट्रस्टएमएफ फ्लेक्सि कैप फंड के लॉन्च से हमारा रिटेल निवेशकों के दुनिया में प्रवेश होता है। हम ग्राहकों को निवेशके विभिन्न विकल्पों की एक बुकेट प्रदान करने का प्रयास करते हैं जो उनके धन सृजन के लक्ष्य और उद्देश्यों को प्राप्त करने में मदद करेंगे। ट्रस्ट म्यूचुअल फंड के मुख्य निवेश अधिकारी मिहिर वोरा ने कहा-ट्रस्ट म्यूचुअल फंड में हम विभिन्न ग्राहकों की विशेष आवश्यकताओं को समझते हैं। हम वृद्धि निवेशक हैं, और हम मानते हैं कि हमारा टर्मिनल मूल्य निवेश ढांचा और ग्रोथ एट रीजनबल वैल्यूएशंस (GARV)* दृष्टिकोण इकाई फंड निवेशकों के लिए विभिन्न विकल्प प्रदान करता है। ग्रोथ एट रीजनबल वैल्यूएशंस (GARV) का शब्दांश, वृद्धि और संयुक्त मूल्यांकन में तरकीब के साथ सम्बन्ध बनाने का एक निवेश दृष्टिकोण है, जो सार्थक मूल्यांकन पर मजबूत वृद्धि की संभावनाओं को पहचानने का प्रयास करता है।

[Dainik Adhikar](#)

Regional Coverage (Bangalore)

ట్రస్ట్ మ్యూచుయల్ ఫండ్ తన్న మోదల కేక్టిస్ ఫండ్- ట్రస్ట్ ఎంఎఫ్ షేర్స్ క్యాప్ ఫండ్ బిడుగడ

బెంగళూరు: ట్రస్ట్ మ్యూచుయల్ ఫండ్ తన్న ట్రస్ట్ ఎంఎఫ్ షేర్స్ క్యాప్ ఫండ్ బిడుగడ మాడలు సంతోషిస్తున్నది. ఈ ఫండ్ లుద్దేశ హాడికీదారరిగి బండవాలదలి దిఘావధి ప్రగతి మతు ఆదాయ ఒదగిసలు ఇడి మారుకట్ట బండవాలికరణద వ్యాప్తియల్లి సక్రియవారిగి హాడికీగళన్న నివహిస్తువుదు. ఈ ఓపన-ఎండేడ్ ఈక్విటీ స్క్రీమ్ హాడికీదారరిగి హేజ్చు బండవాలి, మధ్యమ బండవాలి మతు కడిమి బండవాలిద షేరుగళల్లి హాడికీ మాడువ అవకాశ కల్పిస్తున్నది.



ఈ ఫండ్ అన్ను బేఫ్ ఇన్వెస్ట్మెంట్ ఆఫీసర్ మిహిర్ వోరా అవరొదిగి ఫండ్ మ్యానేజర్ ఆకాశ్ మంఘని అవరు నివహిస్తున్నారు. టి.ఎం.ఎల్ వ్యాల్యూ ఇన్వెస్టింగ్ టి.ఎం.ఎల్ వ్యాల్యూ ("టి.ఎం.ఎల్")- నిరీక్షిత మున్నోటద ఆజీగొ కంపనియ మౌల్క టి.ఎం.-నాయకత్వ ఆమూర్త మతు మేగాట్రెండ్ టి.ఎం. ప్రగతియ కంపనియ నేజ్ సామర్థ్య గురుతిసలు నేరవాగుత్తద మతు నమగి పూర్ణ మౌల్క సృష్టియన్ను గ్రహిసలు నేరవాగుత్తద.

సందిం బగ్లా తమ్మ లుత్తావన్ను వ్యక్తపడిసిద్దు. "ట్రస్ట్ ఎంఎఫ్ షేర్స్ ఫండ్ రిటేన్ లో హాడికీదారరి విత్తకే నమ్మ ప్రవేశద గురుతాగిదే. నావు గ్రాహకరిగి అవర సంపత్తు సృష్టియ గురిగళు మతు లుద్దేశగళన్ను ఈడేరిసువ హాడికీయ ఆయ్యగళన్ను పూర్తియ లుద్దేశ హొందిద్దేవే" ఎండరు.

ఫ్లేమ్మర్క్ అండ్ గ్లోబ్ అట్ రిసనబల్ వ్యాల్యూయేషన్ (జి.ఎ.ఆర్.వి.) విధానదలి నంబిక ఇరిసిద్దు ఈక్విటీ ఫండ్ హాడికీదారరిగి విభిన్నగొళిసిద పయోయ నిడుత్తద. జి.ఎ.ఆర్.వి. ఎన్నువుదు గ్లోబ్ అట్ రిసనబల్ వ్యాల్యూయేషన్ సంక్రిపరూపవారిగిద్దు లుత్తమ మౌల్కమాపనగళల్లి సద్యధ ప్రగతియ సామర్థ్య హొందిరువ షేరుగళన్ను గురుతిసువ హాడికీయ విధానవారిగిదే. ట్రస్ట్ ఎంఎఫ్ షేర్స్ క్యాప్ ఫండ్ ఈ తత్వన్ను హొందిదే మతు ఈ ఫండ్ సుస్థిర హాడికీయ యశ్శిగి హలవారు మారుకట్టి పరిస్థితిగళ మూలక మున్నడేయత్తద" ఎండరు.

ట్రస్ట్ మ్యూచుయల్ ఫండ్ సిఇఓ

Sanje Samaya, Bangalore

ఈఎన్ఎఫ్ఓ ఫండ్స్ విడుదల

బెంగళూరు (యశ్వంతపుర), న్యూస్ టుడే : ట్రస్ట్ మ్యూచువల్ ఫండ్ తన్న ట్రస్ట్ ఎంఎఫ్ షేర్స్ క్యాప్ ఫండ్, ఈఎన్ ఎఫ్ఓ ఫండ్స్ గురువారం విడుదల చేసింది. ఈనెల 19న ముగిస్తామని ఆసంస్థ ప్రధాన అధికారి మిహిర్ ఊరా తెలిపారు. పెట్టుబడులు పెట్టేందుకు ఇది అనుకూలమైన సమయమని, షేర్లు పెరుగుతాయని చెప్పారు. సుస్థిరమైన ఫండ్ లో పెట్టుబడులు పెట్టేందుకు ప్రజలను ఆహ్వానిస్తున్నట్లు వివరించారు.

Enadu, Bangalore

ట్రస్ట్ ఎంఎఫ్ షేర్స్ క్యాప్ ఫండ్ బిడుగడ

బెంగళూరు: ట్రస్ట్ మ్యూచుయల్ ఫండ్ తన్న ట్రస్ట్ ఎంఎఫ్ షేర్స్ క్యాప్ ఫండ్ బిడుగడ మాడలు సంతోషిస్తున్నది. ఈ ఫండ్ లుద్దేశ హాడికీదారరిగి బండవాలదలి దిఘావధి ప్రగతి మతు ఆదాయ ఒదగిసలు ఇడి మారుకట్ట బండవాలికరణద వ్యాప్తియల్లి సక్రియవారిగి హాడికీగళన్ను నివహిస్తువుదు. ఈ ఓపన-ఎండేడ్ ఈక్విటీ స్క్రీమ్ హాడికీదారరిగి హేజ్చు బండవాలి, మధ్యమ బండవాలి మతు కడిమి బండవాలిద షేరుగళల్లి హాడికీ మాడువ అవకాశ కల్పిస్తున్నది.



ఈ ఫండ్ అన్ను బేఫ్ ఇన్వెస్ట్మెంట్ ఆఫీసర్ మిహిర్ వోరా అవరొదిగి ఫండ్ మ్యానేజర్ ఆకాశ్ మంఘని అవరు నివహిస్తున్నారు. టి.ఎం.ఎల్ వ్యాల్యూ ఇన్వెస్టింగ్ టి.ఎం.ఎల్ వ్యాల్యూ ("టి.ఎం.ఎల్")- నిరీక్షిత మున్నోటద ఆజీగొ కంపనియ మౌల్క టి.ఎం.-నాయకత్వ ఆమూర్త మతు మేగాట్రెండ్ టి.ఎం. ప్రగతియ కంపనియ నేజ్ సామర్థ్య గురుతిసలు నేరవాగుత్తద మతు నమగి పూర్ణ మౌల్క సృష్టియన్ను గ్రహిసలు నేరవాగుత్తద.

సందిం బగ్లా తమ్మ లుత్తావన్ను వ్యక్తపడిసిద్దు. "ట్రస్ట్ ఎంఎఫ్ షేర్స్ ఫండ్ రిటేన్ లో హాడికీదారరి విత్తకే నమ్మ ప్రవేశద గురుతాగిదే. నావు గ్రాహకరిగి అవర సంపత్తు సృష్టియ గురిగళు మతు లుద్దేశగళన్ను ఈడేరిసువ హాడికీయ ఆయ్యగళన్ను పూర్తియ లుద్దేశ హొందిద్దేవే" ఎండరు.

ట్రస్ట్ మ్యూచుయల్ ఫండ్ బేఫ్ ఇన్వెస్ట్మెంట్ ఆఫీసర్ మిహిర్ వోరా, "ట్రస్ట్ మ్యూచుయల్ ఫండ్ నల్లి నావు విభిన్న గ్రాహకరి విశిష్ట అగత్తగళగి పూర్తియ ప్రాముఖ్యతేయన్ను అర్థ మాడికొందిద్దేవే. నావు ప్రగతియ హాడికీదారరు మతు నావు టి.ఎం.ఎల్ వ్యాల్యూ ఇన్వెస్టింగ్ ఫ్లేమ్మర్క్ అండ్ గ్లోబ్ అట్ రిసనబల్ వ్యాల్యూయేషన్ (జి.ఎ.ఆర్.వి.) విధానదలి నంబిక ఇరిసిద్దు ఈక్విటీ ఫండ్ హాడికీదారరిగి విభిన్నగొళిసిద పయోయ నిడుత్తద.

ట్రస్ట్ మ్యూచుయల్ ఫండ్ సిఇఓ

Sanje Express, Bangalore



Regional Coverage (Chandigarh)

Vir Arjun

ट्रस्ट म्यूचुअल फंड ने पहला इक्विटी फंड-ट्रस्ट एमएफ फ्लेक्सि कैप फंड लॉन्च किया

वीर अर्जुन संवाददाता

ट्रस्ट म्यूचुअल फंड को यह घोषणा करते हुए खुशी है कि ट्रस्टएमएफफ्लेक्सि कैप फंड का शुभारंभ किया गया है। इस फंड का उद्देश्य पूरे बाजारीय मानकीकरण स्पेक्ट्रम के साथ इक्विटी और इक्विटी से संबंधित प्रतिभूतियों के विविध पोर्टफोलियो में मुख्य रूप से निवेश को सक्रिय रूप से प्रबंधित करके निवेशकों को पूंजी और आय में दीर्घकालिक वृद्धि प्रदान करना है। यह ओपन-एंडेड डायनेमिक इक्विटी स्कीम निवेशकों को लार्ज कैप, मिडकैप और स्मॉल कैप शेयरों में निवेश करने का अवसर प्रदान करती है। फंड का प्रबंधन मुख्य निवेश

अधिकारी मिहिर वोरा और फंड मैनेजर आकाश मंघानी द्वारा किया जाएगा। ट्रस्ट म्यूचुअल फंड के सीईओ संदीप बागला ने अपना उत्साह व्यक्त करते हुए कहा कि ट्रस्टएमएफफ्लेक्सि कैप फंड के लॉन्च से हमारा रिटेल निवेशकों के दुनिया में प्रवेश होता है। हम ग्राहकों को निवेशके विभिन्न विकल्पों की एक बकेट प्रदान करने का प्रयास करते हैं जो उनके धन सृजन के लक्ष्य और उद्देश्यों को प्राप्त करने में मदद करेंगे। ट्रस्ट म्यूचुअल फंड के मुख्य निवेश अधिकारी मिहिर वोरा ने कहा ट्रस्ट म्यूचुअल फंड में हम विभिन्न ग्राहकों की विशेष आवश्यकताओं को समझते हैं।

Aaj Samaj, Chandigarh

ट्रस्ट म्यूचुअल फंड ने पहला इक्विटी फंड ट्रस्टएमएफ फ्लेक्सि कैप फंड लॉन्च किया



चंडीगढ़। ट्रस्ट म्यूचुअल फंड को यह घोषणा करते हुए खुशी है कि ट्रस्टएमएफ फ्लेक्सि कैप फंड का शुभारंभ किया गया है। इस फंड का उद्देश्य पूरे बाजारीय मानकीकरण स्पेक्ट्रम के साथ इक्विटी और इक्विटी से संबंधित प्रतिभूतियों के विविध पोर्टफोलियो में मुख्य रूप से निवेश को सक्रिय रूप से प्रबंधित करके निवेशकों को पूंजी और आय में दीर्घकालिक वृद्धि प्रदान करना है। यह ओपन-एंडेड डायनेमिक इक्विटी स्कीम निवेशकों को लार्ज कैप, मिड कैप और स्मॉल कैप शेयरों में निवेश करने का अवसर प्रदान

करती है। फंड का प्रबंधन मुख्य निवेश अधिकारी मिहिर वोरा और फंड मैनेजर आकाश मंघानी द्वारा किया जाएगा। ट्रस्ट म्यूचुअल फंड के सीईओ संदीप बागला ने अपना उत्साह व्यक्त करते हुए कहा ट्रस्टएमएफ फ्लेक्सि कैप फंड के लॉन्च से हमारा रिटेल निवेशकों के दुनिया में प्रवेश होता है। हम ग्राहकों को निवेश के विभिन्न विकल्पों की एक बकेट प्रदान करने का प्रयास करते हैं जो उनके धन सृजन के लक्ष्य और उद्देश्यों को प्राप्त करने में मदद करेंगे। ट्रस्ट म्यूचुअल फंड के मुख्य निवेश अधिकारी मिहिर वोरा ने कहा ट्रस्ट म्यूचुअल फंड में हम विभिन्न ग्राहकों की विशेष आवश्यकताओं को समझते हैं हम वृद्धि निवेशक हैं और हम मानते हैं कि हमारा टर्मिनल मूल्य निवेश ढांचा और ग्रोथ एट रीजनबल वैल्यूएशंस दृष्टिकोण इकाई फंड निवेशकों के लिए विभिन्न विकल्प प्रदान करता है।

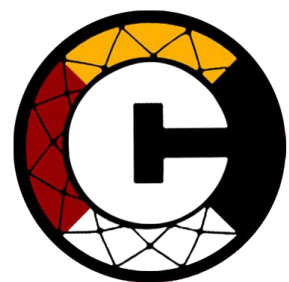
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TRUST Mutual Fund launches TRUSTMF Flexi Cap Fund
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PR Tools	No. of coverages
Feature Story	12
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News Brief in print	4
TV/Digital	14
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