



Ace Equity Investor

Investing Confidence

About Us

Our Registrations



SEBI Registration Number: INH100005899
Firm Registration Number: UP/203760



Registered Address:
352, Shaktinagar, Lucknow – 226016, India



Brand Name: Ace Equity Investor
Business Name: Ace Capital Services



www.aceequityinvestor.com



+91 9958092336 (WhatsApp)

About Us

Our Story

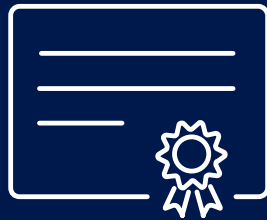
- Founded by experienced professionals with decades of experience in securities across India & abroad. Unlike western world, independent equity advisors are rare in India. Advisors are usually sales agents having conflicting interest. It was only in 2013 that SEBI started to regulate advisory business
- AI was conceptualized in mid 2015 with a focus to simplify equity investments & bring transparency. One of the first firms in Lucknow to get registered with SEBI. We are the pioneers of truly independent advisory business in northern India
- Our business model is asset light by limiting our physical footprint but increased web presence. It helps us to keep subscriptions affordable



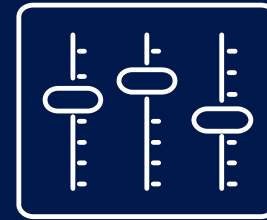
Why Us?



Analytics based research



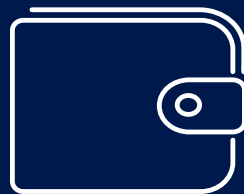
Recognized by SEBI



Optimal risk-reward approach



Accounting Forensics



Affordable subscription



WhatsApp Support

Our Methodology



Focussed Portfolio (10-15 Stocks)

- ✓ Ensures superior returns than mutual funds which keep 50-100 stocks in their portfolio.
- ✓ Helps to focus on top quality stocks in terms of future growth potential.
- ✓ Focus on future winners than past heroes.



Peter Lynch + GARP Approach

- ✓ Investment philosophy based on legendary Peter Lynch who managed world's best performing mutual fund for decades.
- ✓ Focuses on proven GARP approach (Growth at Reasonable Price).



Fast Wealth Creation

- ✓ We cautiously choose only high growth stocks which can clock more than 20-25% returns over next decade.
- ✓ Stocks are carefully chosen ranked on four qualities-
- ☐ Business Moat | Balance Sheet Strength | Scalability | Financial Transparency



Computer Analytics + Accounting Forensics + Human Intelligence

- ✓ We use advanced computer based analytical model for stock filtering.
- ✓ Filtered stocks goes through rigorous investigation like accounting forensic, channel check, promoter background etc.
- ✓ The final list is then brainstormed to apply human intelligence and thus we arrive at top 5-10 stocks.
- ✓ Such a water-tight process should produce better results more often which is evident in our past performance.



Our Services

Small Cap Portfolio

Multi Cap Portfolio

Emerging CAPS

SmallCap Portfolio (Also known as Tiny CAPS)



Composition: A focussed portfolio of 8-12 stocks spread across different industries within small cap segment



Return Profile: CAGR in band of 30-40%



Risk Profile: High. Since we are dealing with small-caps which are inherently riskier but have more potential as well.



Price: ₹7000 per year. [Click here](#) to subscribe now.



Investment Amount: There is no minimum or maximum amount. It is up to investor's budget.



Using this Service: We will recommend you a portfolio having a defined percentage allocation to each stock. You need to invest using your demat account as per our guidance. Buy / Hold / Sell call will be recommended via monthly reports.



Support: Monthly portfolio report will be sent over emails. Notifications will be sent over whatsapp as well. For any queries, investor can engage us over email or WhatsApp support.

MultiCap Portfolio (Also known as MultiCAP Multibagger)



Composition: A focussed portfolio of 10-15 stocks spread across different industries and across largecap, midcap & smallcap segments



Return Profile: CAGR in band of 25-30%. Target of 16times returns in 10 years ($16*10$)



Risk Profile: Medium to High



Price: ₹7000 per year. [Click here](#) to subscribe now



Investment Amount: There is no minimum or maximum amount. It is up to investor's budget



Using this Service: We will recommend you a portfolio having a defined percentage allocation to each stock. You need to invest using your demat account as per our guidance. Buy / Hold / Sell call will be recommended via monthly reports



Support: Monthly portfolio report will be sent over emails. Notifications will be sent over whatsapp as well. For any queries, investor can engage us over email or WhatsApp support

Emerging CAPS (SME stock recommendation service)



Composition: Up to 2-5 stocks are recommended in a year from SME segment of the market. There is no hard frequency. Stocks are recommended as and when they satisfy our criteria. A premium service targeted for aggressive high growth investor.



Return Profile: CAGR of 40-50% or more. Truly multibagger returns



Risk Profile: High to Very High



Price: ₹18000 for two years. Service runs in a block of two years each. [Click here](#) to subscribe now



Investment Amount: Minimum of ₹1.5-2.0 lakhs will be required for each stock investment as per SME rules from SEBI



Using this Service: This is an individual stock recommendation service. We will recommend SME stocks on a periodic basis. There will be only 2-5 recommendations in a year to ensure only best stocks are picked for you

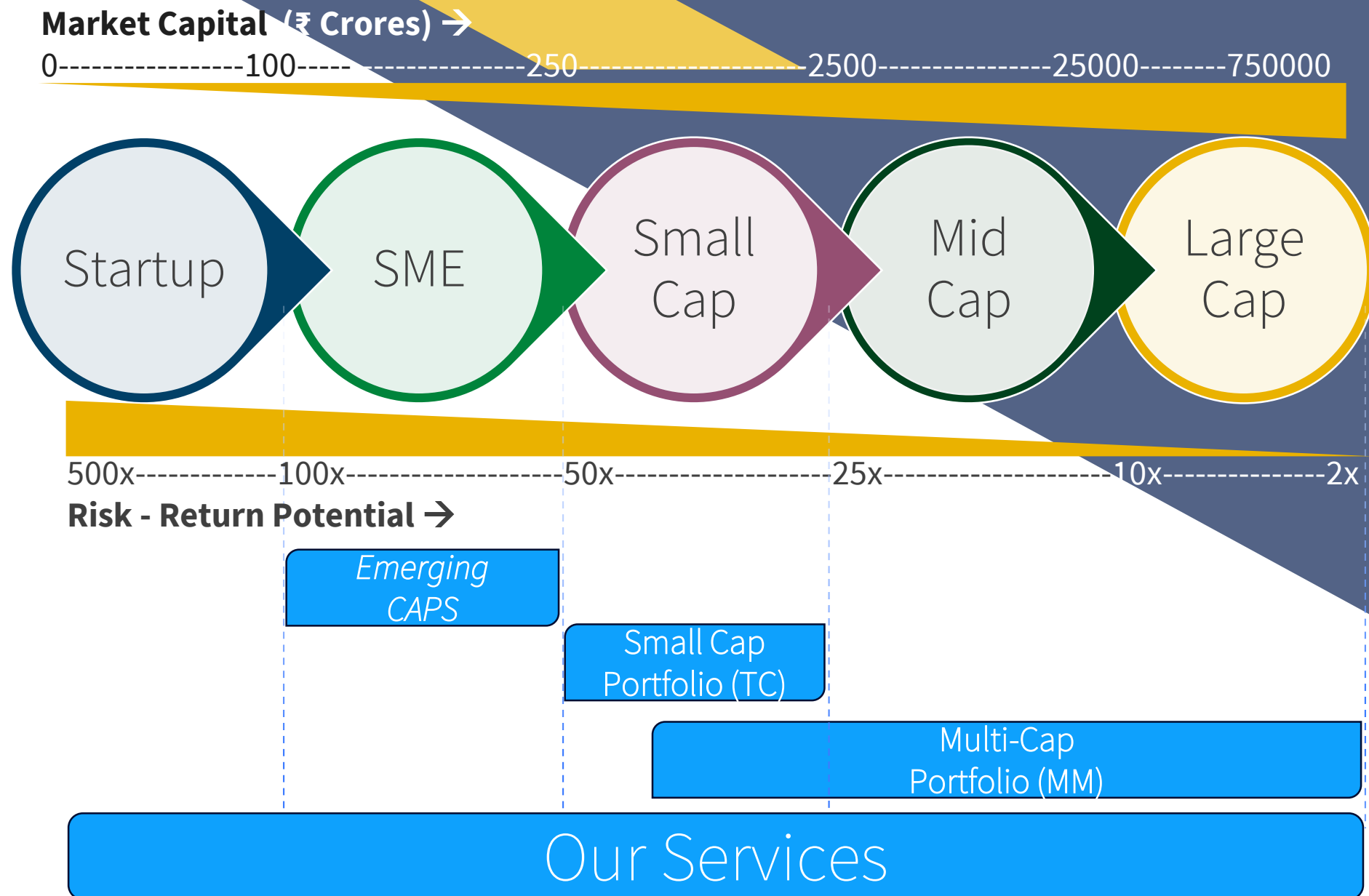


Support: Half yearly review report will be sent over emails. Notifications will be sent over WhatsApp as well. For any queries, investor can engage us over email or WhatsApp support


Service Comparison

Service Features	Small Cap Portfolio (Tiny CAPS)	Multi Cap Portfolio (MultiCAP Multibagger)	SME Stocks (Emerging CAPS)
Composition	Focussed portfolio of small cap stocks	Focussed portfolio of large, mid & small cap stocks	Individual stocks
Suitability	Aggressive Investors	Moderately Aggressive Investor	Aggressive Investors
Risk Profile	High	Moderate	High to V.High
Target Returns (CAGR)	30%-40%	25%-30%	Multi X (More than 50%)
Number of stocks (yearly)	8 to 12	10 to 15	2 to 5
Performance Review	Monthly	Monthly	Twice in a year
Report Delivery	Email	Email	Email
Notification	Email & WhatsApp	Email & WhatsApp	Email & WhatsApp
Cost	₹7000 (1 Year)	₹7000 (1 Year)	₹18000 (2 Years)

Service Positioning







Past Performance

Stock	Service	Holding Period	Entry Price	Exit Price	Returns	
 Jiya Eco <small>STEP TOWARDS GREEN WORLD</small>	Jiya Eco Products	SmallCap Portfolio	2.2 Years	7	70	1000%
 Aarti Industries Ltd	Aarti Industries	MultiCap Portfolio	1.6 Years	904	1868	107%
 BELLA CASA <small>RETAIL & HOMEWARES</small>	Bella Casa Retail	SmallCap Portfolio	1.5 Years	22	123	459%
 CONTROL PRINT	Control Print	MultiCap Portfolio	1.9 Years	245	345	41%
 DCM SHRIRAM <small>Growing with trust</small>	DCM Shriram	MultiCap Portfolio	1.3 Years	213	333	56%
 सी पी सी एल	Chennai Petroleum	MultiCap Portfolio	5 Months	274	383	40%
 आर ई सी REC	Rural Electricity Corporation	MultiCap Portfolio	1 Year	125	161	29%
 TATA MOTORS	Tata Motors	MultiCap Portfolio	10 Months	436	180	-59%
 PREMCO	Premco Global	SmallCap Portfolio	1.6 Years	545	245	-55%
 spiceJet <small>flying for everyone</small>	Spicejet	SmallCap Portfolio	8 Months	29	78	170%

Past Performance is indicative. Future performance can be even better or worse. Investor's discretion is advised.

Past Performance

Stock		Service	Holding Period	Entry Price	Exit Price	Returns
	Kilpest Limited	SmallCap Portfolio	10 Months	85	500	488%
	Vertoz Advertising	Emerging CAPS	3 Months	67	108	61%
	Vikas Ecotech	SmallCap Portfolio	1.5 Years	4.8	8.7	83%
	Sasken Technologies	SmallCap Portfolio	3.5 Years	350	579	66%

Many more stocks are undertaking their journey towards a healthy return inside our live portfolios. They are not mentioned here.

Stocks mentioned here are the one where we have already taken an exit and closed in the past.

Past Performance is indicative. Future performance can be even better or worse. Investor's discretion is advised.



Thank You.

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