

“Equity Harvest Financial Products Distributors Pvt. Ltd,
is a company built by a **Equity Research Analyst**,
with two decades of experience in equity and mutual fund research.
This company is build for the Long Term Investor who prefers,
Right PROCESS over PROCEEDS”

We are today a
Rs. 150 crores+ AUM &
amongst Top 50 Mutual fund
distribution company in Pune. We
have ownership office in Pune &
Permanent Residence
in Mumbai.

“Get connected to us and Get the **EDGE** of
Equity & Mutual Fund Research”

www.equityharvest.co.in

AMFI REGISTERED MUTUAL FUND DISTRIBUTOR

**Equity
Harvest**

In Service of “The Long Term Investor”

Always Alert and Decisive

Let us Empower ourselves with Right Knowledge, Insight and Wisdom in the World of Investments.

- We need to learn to ask the Right Questions.
- We need to understand What to Avoid .
- Why should a long term investor always prefer "Right process over proceeds"?
- Why does right process in Investment helps an investor as double Edged Sword? At one end it helps us to create long term sustainable wealth and at other end it helps us in Avoiding Costly Mistakes.
- We have to implement appropriate strategies at various turns in Business Cycle.
- Important strategies are - Asset Allocation
 - Sector Rotation
 - Diversification
 - Timing the Market
 - Selecting the Right Stock within that Preferred Sector

The key lies in successful implementation of these strategies and which will result in creating that "ALPHA".

- Why exit strategies play an important role in protecting the wealth created in the good part of the cycle? We need to have pre-defined exit strategies in place before investing in deep cyclical asset class like equity. We believe that the most important decisions to an Equity Investor are
 1. "When to Sell "
 2. "When not to Buy"
 3. "What to Avoid"
 4. "Which Scheme to select at that given point of Business Cycle".
- Long Term Investment Horizon is core to our investment philosophy. The name "**EQUITY HARVEST**" stems out from that Core Investment Philosophy that we have nurtured over past decade.
- The macro economic environment is very dynamic and ever changing. We need to understand the change and put it to our advantage.

Example: If our research indicates that there are valid reasons which will make Indian currency to depreciate ,than in that scenario we need to position ourselves accordingly and get an enough exposure to export oriented schemes. Thus we should increase our exposure in sectors like IT - ITES. Also we can prefer to invest in good international funds via some feeder funds available at that time.

We Can Help You Decide Better

We can assure you that at EQUITY HARVEST, client will always come first, even before ourselves. We will always be on "Your Side of the Table". We will give you an independent and non conflicting advice, which will be the foundation of our lifetime relationship with you.

We will understand your NEED as an Investor and guide you accordingly. Some investors need sounding block, while some investors need only an second opinion, while some others may need hand holding. We will understand your need and accordingly we will guide you and help you decide better in your Investment decisions.

Trust us to entrust your investments, because you have more to manage than just your wealth. We would always be there to hand hold you, through good times and difficult times. Together we can evolve an investment strategy that will put the business cycle turns to our advantage. And be rest assured that throughout the business cycle we will be constantly monitoring and re-balancing our Investments as an ongoing basis.

Our Core Activities Are:

- Equity and Mutual Fund Research
- Mutual Funds Distribution
- Portfolio Management Services (PMS) Distribution
- Tax Free Bonds, Debt Instruments, Fixed Deposits



Mr. Rajesh Dedhia
Director

Background

Mr. Rajesh Dedhia (Director) is an Engineer by qualification and Research Analyst by Profession. He has over two decades of experience as Equity Research Analyst. For Four years he has worked as a Senior Equity Research Analyst with a leading Mumbai based Portfolio Management Services (PMS) provider. His Domain (Sector) Expertise is in IT-ITES, Telecom, Auto, Auto-Component, and Engineering Sectors. **This Experience as Research Analyst is an EDGE which helps him in Identifying and Suggesting the Right Mutual Fund Schemes Across various Turns of the Business Cycles.** He always has a Pre-Defined Exit Strategy in place which will help the Investor to Create Sustainable Wealth.

As an Mutual Fund Distributor Mr Rajesh Dedhia will act as a Bridge between the Fund Manager and the Investor in that Scheme. At Regular Intervals he will communicate the Fund Manager's Strategies to the Investor. This will Help the Investor to Act like a informed Investor and have Confidence in the Investment he has made throughout the Holding Period. This will bestow in him the much needed Conviction as an LONG TERM INVESTOR.

Mr. Rajesh Dedhia has established long standing relationship with High Networth Individuals and Corporates in Mumbai and Pune.

Service Matters

We take Pride in providing prompt and efficient services which makes our relationships stronger. We will keep you updated on the status of your Investment from time to time and will ALWAYS be accessible to understand and sort out your concerns, doubts and queries. As an ongoing exercise we conduct in-depth research on various Mutual Fund schemes. We also carry out Equity Research and Company Valuation using DCF Valuation and Relative Valuation as part of our defined process which guides us in suggesting various strategies.

Our study also includes debt market wherein we tune in with the fund manager's view point on duration, yield curve(shape and slope) and impact of monetary and fiscal policies on the same.

Regular interactions and meetings with Fund Managers and Research Analysts help us in bringing a well-rounded dimension to our advice. Also Ensuring efficient, clean, and timely transactions is part of our process. **Having presence in Mumbai helps us connecting to Analysts and Fund managers based in Mumbai.**

Our Services are useful for

- Individuals looking for goal oriented long term investment.
- Corporates seeking to optimize the returns from safe, liquid and tax efficient investment.

Types of Mutual Fund Schemes:

- Multi Caps & Flexi Caps
- Small Caps
- Mid Caps
- Large Caps
- Large & Mid Caps
- Mid Caps & Small Caps
- Dividend Plans - Monthly, Quarterly & Annually
- Balanced Advantage & Hybrid Funds
- Tax Savers ELSS
- Retirement Plans
- Children Plans
- Feeder Funds to invest in International Markets

"Ask us how to generate monthly income using Systematic Withdrawal Plans (SWP)"

Equity Harvest Financial Products Distributors Pvt. Ltd

Mumbai Office:

48-B, Sindhu Baug-B,
Happy Life - B - CHS Ltd, Tilak Road,
Ghatkopar East, Mumbai 400077.

Pune Office:

G-7, Shirine Garden,
S. No. 138, ITI Road,
Aundh, Pune 411007.

☎ 91676 53799
98814 49977
rajesh@equityharvest.co.in

Equity
Harvest

In Service of "The Long Term Investor"
Always Alert and Decisive

www.equityharvest.co.in