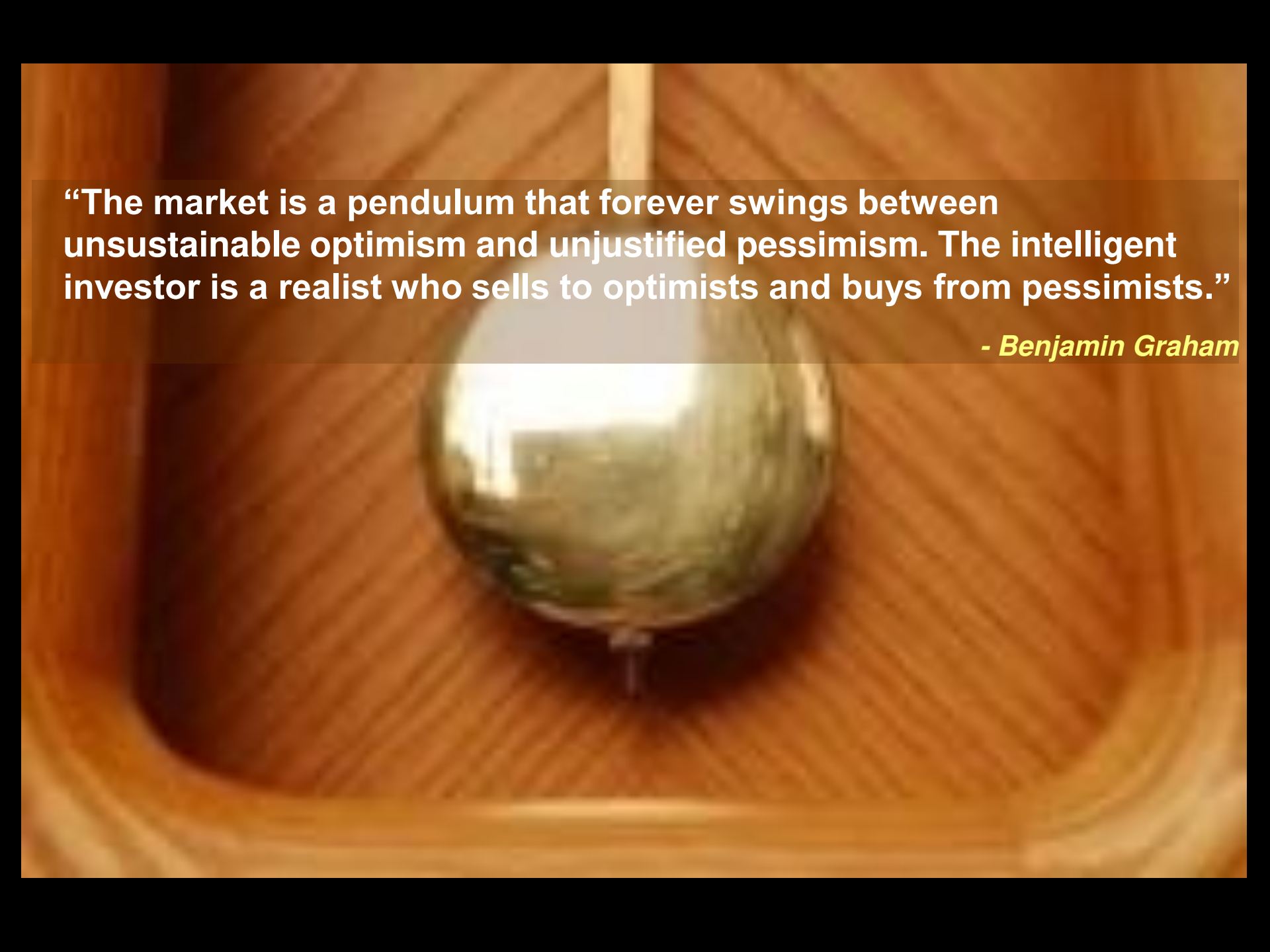


J E E T A Y
I N V E S T M E N T S
P V T . L T D .

Jeetay Investments Pvt. Ltd.

Jeetay Value Plan



“The market is a pendulum that forever swings between unsustainable optimism and unjustified pessimism. The intelligent investor is a realist who sells to optimists and buys from pessimists.”

- Benjamin Graham

Jeetay Mission Statement



To prudently grow client wealth following sound and established value investing principles.

The Guiding Principles Of Jeetay



- Investing in businesses that we understand
- Buying into businesses for far less than what they are worth
- Ensuring safety of capital
- Sitting on cash when there are no investment ideas, rather than running the risk of permanent loss of capital

Mr. Chetan Parikh is a promoter of Jeetay Investments Private Limited, a portfolio management firm. He is also associated with *www.capitalideasonline.com*, a website dedicated to investor education.

He had obtained his MBA from the Wharton School. He had written for '*Investment Week*' which was a popular weekly financial publication in India and developed a statistical model for them.

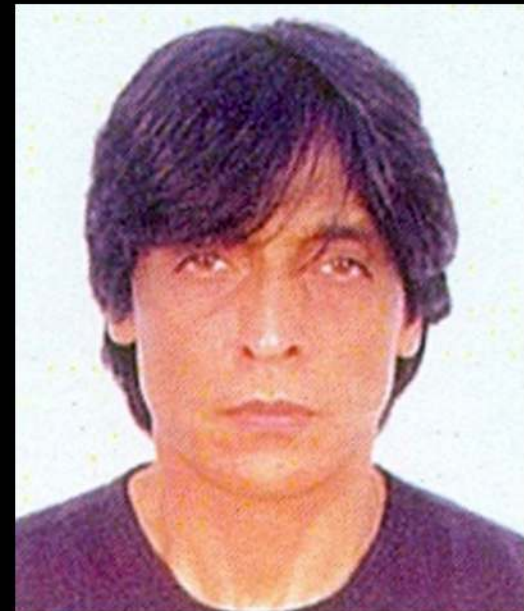
His writings have been published in Business Standard, Business World, Economic Times and Business India.

He has been rated as amongst one of *India's best investors by Business India*. He is a visiting faculty member of *Jamnalal Bajaj Institute of Management Studies, Mumbai*.



Vinay Parikh is a director, co-founder, Portfolio Manager of Jeetay Investments Private Limited, an asset management firm registered with SEBI. He holds an MBA from the Wharton School of Business (where he graduated with distinction in the top 2% of the class) and a BSc in Statistics & Economics from University of Bombay. He has been investing in the Indian capital markets for over 25 years.

Vinay has also advised leading business houses on financial strategy/ investor relations.



Links

- Excerpts of latest letter to investors at <http://www.jeetay.com/march2011.php> for details on returns for various tenors
- Interview of Mr. Parikh at <http://therationalinvestor.blogspot.com/2011/02/interview-top-indian-value-investor.html>
- Abstracts of various letters from Jeetay to its investors since inception of the firm i.e. 2003 at www.jeetay.com
- Jeetay associate's long standing education website on investment wisdom www.capitalideasonline.com
- Listen to Mr. Parikh on youtube in programme RD 360 at <http://www.youtube.com/watch?v=2IBGZDW-RAs> (being interviewed by Ramesh Damani).
- Miguel Barbosa of SimoleonSense Interviews Prominent Indian Value Investor Chetan Parikh <http://www.simoleonsense.com/miguel-barbosa-of-simoleonsense-interviews-prominent-indian-value-investor-chetan-parikh/>

Analytical vigor to determine whether a stock is mispriced



- **Asset value bargains**
- **Debt capacity bargains**
- **Earnings power bargains**
- **Special situations and analysis of corporate actions**

Asset Allocation

- **Market valuation determines Jeetay's allocation between equities/cash**
- **Market valuation dependent on interest rates, inflation and sentiment**
- **Gold has been a hedge on macroeconomic downsides**



Jeetay Value Plan

Plan Name	Discretionary Plan
Fees and additional charges	<ul style="list-style-type: none">• Up to 1 % upfront fee• 1% Management Fee• 20% of the profits above a return of 6% on the portfolio. If the Manager fails to deliver 6% returns, the same shall be carried forward into following year(s) till a share of the profits is charged.• Bank Charges, Demat Charges, STT, Broker's Transactions Charges, Service Tax (Charged by brokers) Audit Fees and Portfolio accounting charges on actuals.

Jeetay Value Plan Returns**

	“Representative ” portfolio	Weighted average returns of all discretionary portfolios	Weighted average returns of “older” portfolios	Sensex Returns
2006-2007	33.73%	28.66%	30.11%	15.62%
2007-2008	7.41%	7.12%	8.68%	18.60%
2008-2009	-22.26%	-23.85%	-23.85%	-37.94%
2009-2010	85.16%	78.40%	79.00%	80.50%
2010-2011	29.09%	18.57%	18.40%	10.93%
2011-2012	9.03%	3.32%	3.07%	-10.50%
2012-2013	-8.23%	-2.12%	-2.77%	8.23%
2013-2014	18.22%	18.20%	18.30%	18.85%
April 01, 2014 to June 30, 2014	31.78%	27.90%	28.12%	13.52%

****Returns are before fees but after all other expenses**



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Thank You

For any queries, comments or feedback please email to
info@jeetay.com