

NJ Mutual Fund



BUILT ON RULES



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"NJ Mutual Fund is part of the 27 year old NJ Group. NJ Group is one of the leading players in the Indian financial services industry known for its strong distribution capabilities. Mr. Neeraj Choksi & Mr. Jignesh Desai are two first generation entrepreneurs who began the journey of 'NJ' in 1994. The group has 95+ offices across the country. NJ India Invest contributes more than Rs. 1,30,000+ crore to the current assets under management (AUM) of the Indian Mutual Fund Industry through more than 27,000+ active partners.

At NJ Mutual Fund, we are led by data driven expertise. The company will focus on a Rule-Based Active Investment management style. Our Investment Philosophy will endeavour to deliver superior returns while keeping risks under control.

The Investment Team will achieve the above objective with a three pronged approach:

1. Put to use time tested factor based rules to identify stocks which show potential to deliver superior returns.
2. Leverage financial data and balance sheet information, in addition to business responsibility reports & ESG scorecards, to eliminate companies which have the potential to significantly destroy wealth.

3. Finally, based on the correlation between identified stocks, their volatility and expected returns, we will use sophisticated tools to create optimal portfolio weights for each stock in the portfolio.

Through this process, we will be able to reduce human biases to the minimum and develop Rule-Based methodologies which aim to deliver active returns over and above the benchmark. Eventually, a Rule-Based Active investing methodology is expected to simplify investing for investors and Partners. This process delivers ""True to Label"" portfolios with minimal human intervention on a day to day basis.

For more information, please visit www.njmutualfund.com"

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