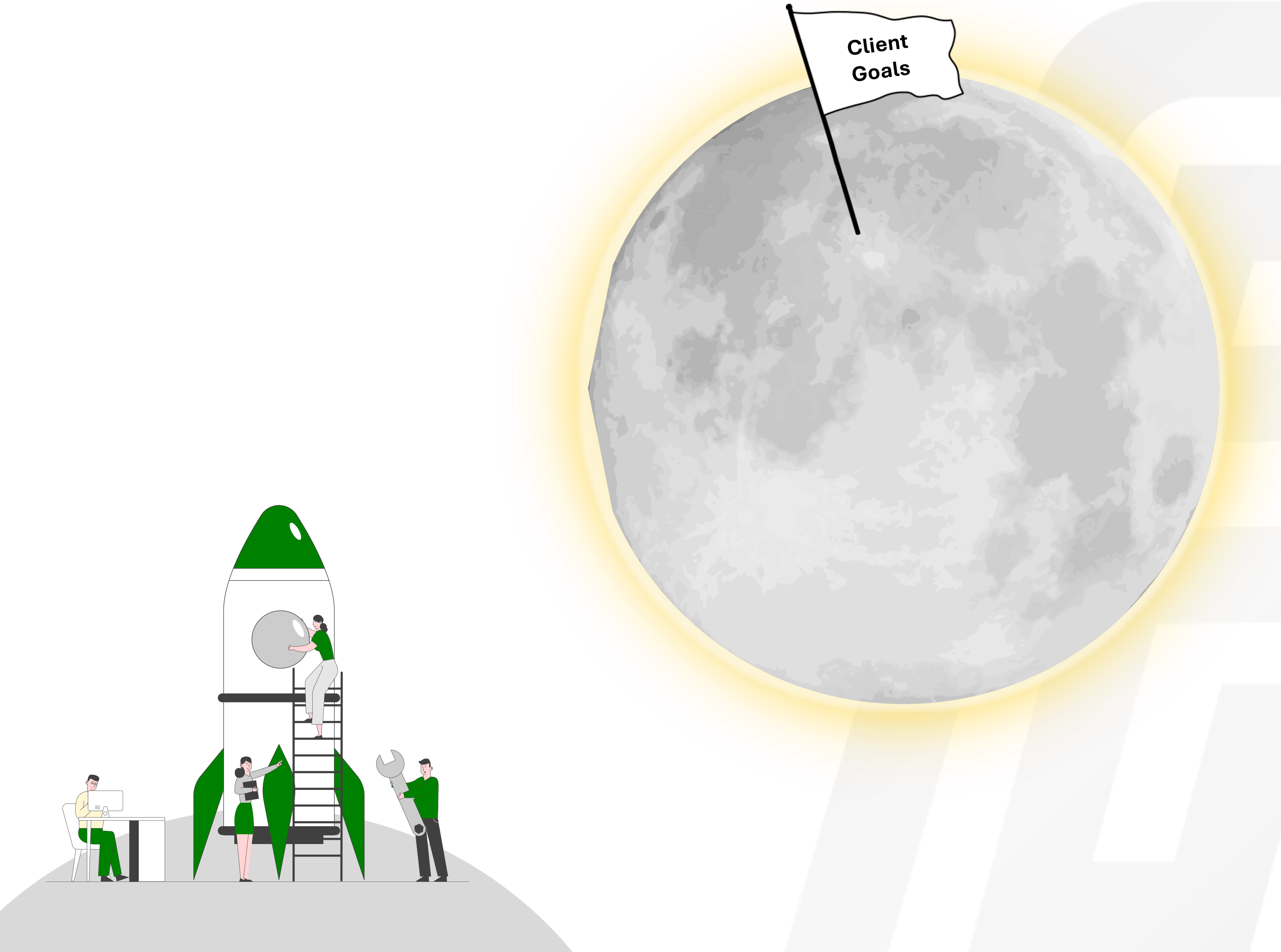
October 2025

FPS Assets
WEALTH

Corporate Presentation

First Principles Asset Services LLP

beyondmf



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Our Vision

Simplifying Wealth Creation with a First-Principles approach towards Risk, Cost and Return.

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Our Mission

Empowering individuals to build wealth and attain freedom of time using our 4S Principles!

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Our Belief System

There is always a BULL MARKET somewhere.

Unique Organizational Capabilities

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Founder led Firm

Strong Portfolio Review Process

Industry-first Forward IRR Model

Our Work Method

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Research-backed.

Solution-focused.

Input-driven.

Our Investment Philosophy

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Long-term thinking

Every decision is guided by a rolling **3-4 years perspective**

Low-risk Approach

Margin of safety is a pre-requisite to every investment decision made

No market predictions

Market neutral strategy

Valuation focused

Valuation driven deployment strategy

Our Risk-Matrix

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Reduce **Re-investment risks**

Avoid funds with **higher expense ratios**

Embrace **right-tail events** to generate Alpha in the long-term

Reduce **Concentration risk** (single Asset-provider/Fund)

Avoid **Type-1 errors**

Our Portfolio Review Process

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Portfolio Scanning

Portfolio is scanned to check for ***inefficiencies***

Communication of review

Review is ***communicated*** to the client in the form of a report

Execution

Portfolio changes ***executed***

Future portfolio building

Curation and ***maintenance*** of Future portfolio

Client Expectations

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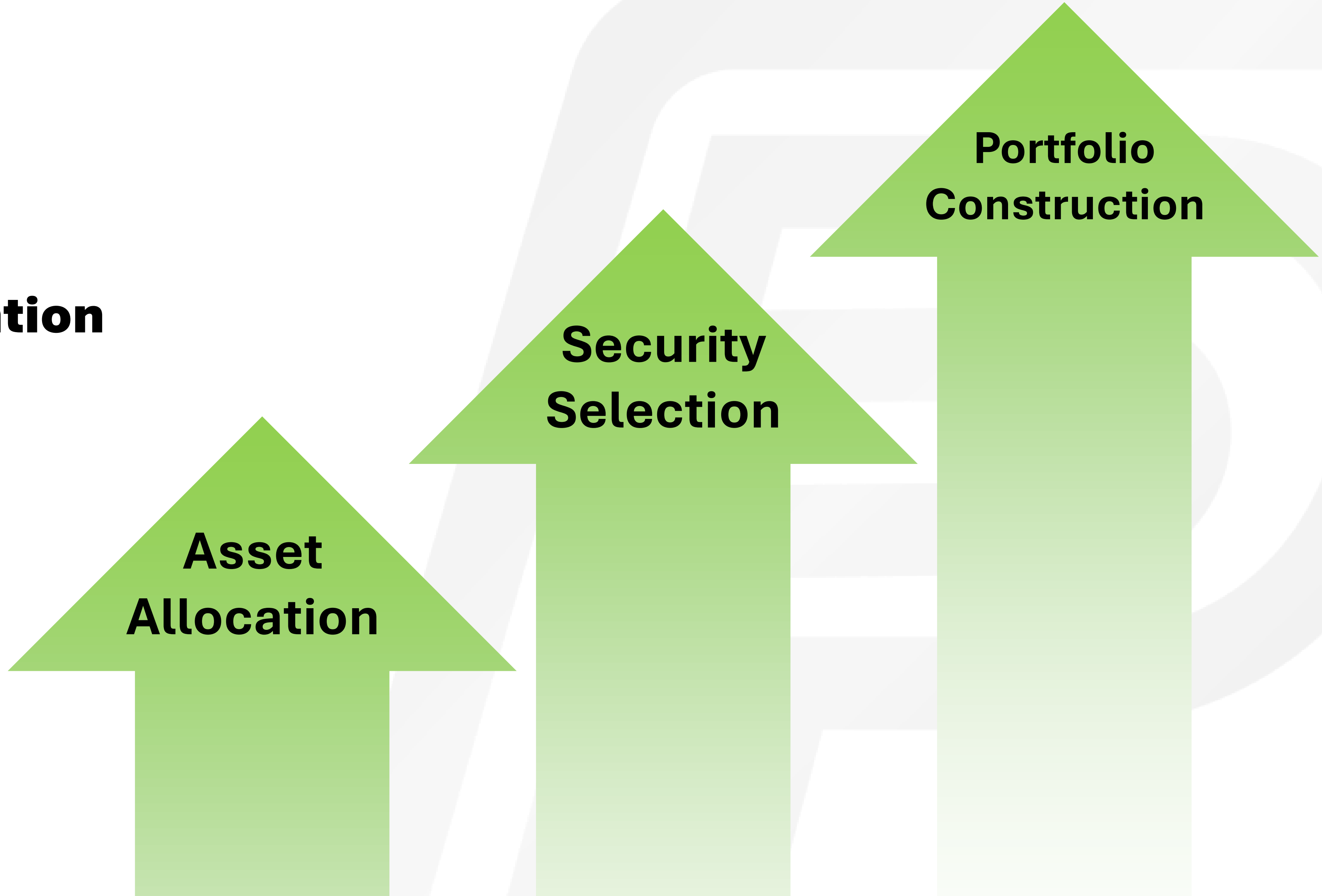
Our Playbook

3 Sources of ALPHA generation



5 Elements – Security Selection Framework

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Return

Risk

Tax

Liquidity

Cost

ALPHA Generation Journey from Start to Finish..

Our Offerings

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CORE OFFERINGS

1. Equity Mutual Funds
2. Debt Mutual Funds
3. Fixed Deposits
4. ETF/Index
5. Insurance
6. Commodities (Gold etc)
7. REITs

SATELLITE OFFERINGS

8. Thematic Mutual Funds
9. SIF
10. PMS/AIF
11. Direct Equity
12. High Yield Solutions
13. Startup Investing
14. GIFT City
15. Direct Bonds

Our Deliverables

WHAT WE COMMIT

- *Monthly* Portfolio Statement
- *Monthly* Market Perspective Note
- *Quarterly* Maintenance Portfolio Review
- *Annual* Detailed Portfolio Review

Meet the Team

Our Team

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Investment	Business	Research & Operations
G R Balaji *Chief Investment Officer* **Ganesh A** *Head of Products*	**M K Balaji** *Chief Business Officer*	**Komal Jain** *Research Analyst – BBA and CFA Level 1* **Hema Chandrika** *Data Analyst - MBA*

Our Founders

G R Balaji, *Chief Investment Officer*

MBA Finance, PGDPM – 19 Years experience in Fund Management, Equity and Fixed income Research and Business Development . (Co-Fund manager for Solitaire PMS with 5 year performance of 25%+ CAGR as on July 2025)

M K Balaji, *Chief Business Officer*

A seasoned investment leader who blends two decades of financial expertise with a rare ability to build lasting partnerships. A sought-after speaker and columnist, he is known for connecting ideas, people, and institutions across the wealth management ecosystem.

Ganesh A, *Head of Products*

Qualified Cost and Management Accountant (CMA) with a decade of professional experience across Equity Research, Wealth Management and FP&A.

Media Appearance

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PERSONAL FINANCE

Avoiding pitfalls. Market downturn: Don't make these mistakes PREMIUM

Successful investing is not about timing the market perfectly or finding the next 'hot' stock. It is about building a diversified and carefully chosen portfolio with a huge margin of safety and carefully chosen instruments based on policies and rules laid down by you in alignment with your long-term financial goals.

By GR Balaji
Updated - February 10, 2025 at 04:05 PM.

G R Balaji in • You
Co-Founder - First Principles Asset Services LLP | An investment-focu...
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I had the privilege of speaking to 150+ doctors from across India at Finance Summit 2025, hosted by NECTAR Academy, on the theme "Personal Investing: The Art and Science." ...more

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