

By **Tanvi Varma** and  
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**D**ON'T you wonder about the people at the top in their respective professions? What do they do differently? Do they have a secret that the masses know nothing about?

We ran into these questions while working out the top mutual funds for 2010, and marvelled at the minds that steer crores of rupees towards mindboggling returns. The answers could be the ordinary investor's path to financial nirvana. All it might take is adopting their investment strategies and applying them to your portfolio. Or may be just a few nips and tucks to match your methods with theirs.

But will the fund managers reveal their signature strategies?

## ANAND SHAH

**AGE:** 36 yrs

**FUND TO FAME:**  
Canara Robeco  
Equity Tax Saver  
(Manager since  
September  
2008)



STEADFAST  
SOLDIER

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per cent is the rise in the assets under management of Canara Robeco Tax Saver since Sept 2008.

### HIS MONEY

A believer in consistency and discipline, he has committed SIPs to mutual funds with an investment horizon of 20 years. He reviews his portfolio every six months.

We approached four of the best brains in the business and discovered that they were only too keen to share their ideas. The fund managers we spoke to included Kenneth Andrade (IDFC Premier), Mohit Mirchandani (Taurus Infrastructure), Pankaj Gupta (Magnum Contra) and Anand Shah (Canara Robeco Tax Saver). Each has

earned very high returns for his funds, the best credentials any fund manager can boast of. Here are their mantras for success.

### THE FOUR STRATEGIES:

Andrade describes himself as a 'growth-oriented personality', which is why he favours small companies. "They are more nim-

ble in their operations, and because of a low base, they can grow faster," he says. On the other hand, Gupta swears by contrarian bets and scouts for sectors that are out of favour. His stock selection is based on "market capitalisation, discounted valuations and finding opportunities in mid- and large-caps". He is also on the hunt for new sec-

tors because they have a high margin of safety.

Contrast this with Shah, who adheres to the GARP formula, that is, growth at reasonable prices. "We are very conscious of the price we pay for buying a growth-oriented business," he says. Shah also considers company management while choosing stocks, favouring those that have people with proven track records at the helm. Mirchandani, who has turned around many funds from the Taurus stable, claims to follow no fixed strategy.

His investment approach changes with time, but the goal remains the same—"To make money in the markets." Perhaps flexibility is his only style, a concept you wouldn't find acceptable. However, he does follow one rule—holding the stocks for the long term. This is why his funds see relatively lesser churn than others.

The conclusion is obvious. You don't need a genie to earn big