

BrandPower India Index

Index ID: N/A

The BrandPower India Index is an actively managed smart beta index that includes the NSE India equities whose brands are showing the strongest current growth in on-line interest. The BrandPower India Index utilizes data provided by BrandLoyalties, Inc., which employs a unique approach to anticipating revenue growth for publicly traded corporations by monitoring daily online brand citations and discussions related to approximately 6,500 equities—comprising 3,000 from the US, 1,600 from Europe, and 1,900 from Asia.

Universe: NSE India Listed Mid and large cap (>= \$2 billion) companies that produce or sell consumer goods or services.

Number of target holdings: 50

Rebalance frequency: Quarterly

Launch Date: 2017-01-01

Methodology and weighting convention

The index equally weights the 50 equities that have the highest brand luminosity growth among the NSE India listed corporations covered by BrandLoyalties, Inc. This index is reallocated quarterly and rebalanced quarterly.

Cumulative index performance



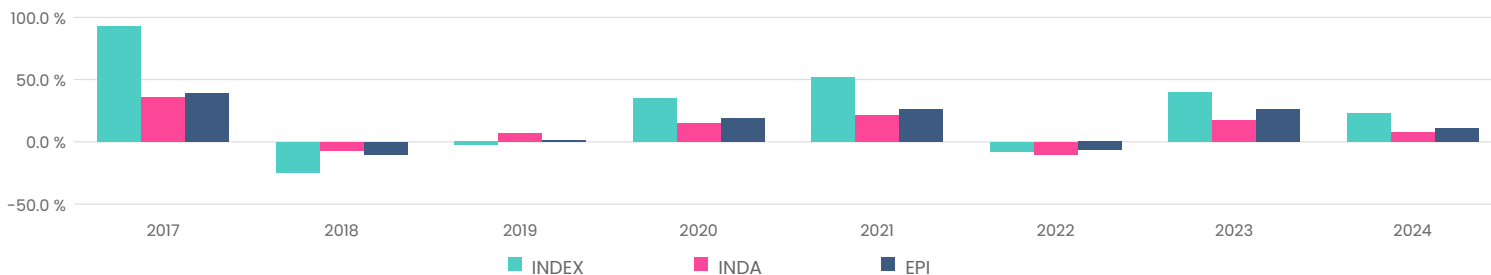
Index Performance

	3MO %	YTD %	1YR %	3YR (ANN %)	5YR (ANN %)	ITD (ANN %)
INDX	-8.9	-14.87	-19.81	15.12	20.83	17.62
INDA	-6.35	-0.74	-10.19	8.56	10.39	9.17
EPI	-7.01	-2.16	-11.31	13.09	15.24	10.96

Index risk and return characteristics

	STD DEV(ANN %)	MAX DRAWDOWN %	DRAWDOWN PERIOD	SHARPE RATIO	SORTINO RATIO
INDEX	19.42	57.94	2018-01-08 - 2020-03-24	0.91	1.05
INDA	21.21	45.07	2018-01-23 - 2020-03-23	0.43	0.51
EPI	20.3	50.29	2018-01-24 - 2020-03-23	0.54	0.64

Calendar year returns

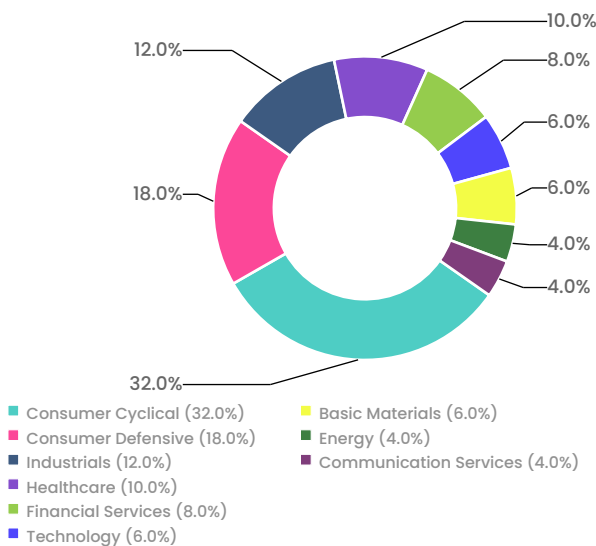


	2017	2018	2019	2020	2021	2022	2023	2024
INDEX	92.51	-24.54	-2.61	34.76	51.85	-7.51	39.84	22.96
INDA	36.08	-6.69	6.49	14.83	21.35	-10.39	17.16	7.85
EPI	39.16	-9.86	1.52	18.57	26.38	-6.46	26.01	10.71

Top 10 holdings

	WEIGHT %
MAHINDRA LOGISTICS LTD	2.0
DIXON TECHNOLOGIES INDIA LTD	2.0
ABBOTT INDIA LTD	2.0
PAGE INDUSTRIES LTD	2.0
TITAN CO LTD	2.0
COLGATE PALMOLIVE (INDIA)	2.0
OIL & NATURAL GAS CORP LTD	2.0
MARUTI SUZUKI INDIA LTD	2.0
AKZO NOBEL INDIA LTD	2.0
UNITED BREWERIES LTD	2.0

Current Sector Breakdown



DISCLAIMER

Performance Disclosure: The launch date of the BrandPower India Index was 04/9/2025. All information prior to the index's launch date is proforma, based on the rules methodology applied to the universe at that time. These results can be considered "hypothetical", or "back-tested". Complete index methodology is available upon request. Past performance is not an indication of future results. Performance data is for use with institutions/financial professionals only and is not for use with retail investors. Index returns do not represent the actual trading of investable assets/securities. Index One maintains the index and calculates index levels and performance shown but does not manage actual assets. Returns shown do not reflect any sales charge or investment management fees that may have been paid. General Disclaimer: BrandLoyalties, Inc. does not provide investment or tax advice. BrandLoyalties Inc. makes no representation or warranty, express or implied, as to the ability of any index to accurately represent its objective and they shall have no liability for any errors, omissions, or interruptions of any index or the data included therein. Past performance of an index is no guarantee of future results. All information provided is general in nature and not tailored to the needs

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