

MEDIA COVERAGE REPORT

Mr. Alok Sahoo, Head Fixed Income,
Baroda Pioneer AMC in *Business India*

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'Go for value picks'

Fast forward properly defines the career growth of Alok Sahoo, head, fixed income, Baroda Pioneer Asset Management. With a degree in engineering, an MBA in finance & IT systems, and CFA, Sahoo began his career in investment management in 2000, as an analyst in UTI Mutual Fund. In 2003, he became debt fund manager. After six years of experience in UTI, in 2006, he moved to HSBC Mutual fund and managed EPFO (Employees' Provident Fund Organisation) fund, among other fixed income funds.

During the tough days of 2008, Sahoo got an opportunity to head fixed income funds at Baroda Pioneer Asset Management. "It was challenging, but exciting too," he says. In 2008, Baroda Pioneer's fixed income AUM was only ₹40 crore and Sahoo had only eight years of experience in capital markets at that time.

Sahoo accepted the challenge and,



ALOK SAHOO
Head, Fixed Income
BARODA PIONEER ASSET MANAGEMENT

after five years, its fixed income AUM went up to ₹9,000 crore, before coming down to ₹5,200 crore for Q2 of 2013-14, due to the policy tightening effected in July. Currently, Sahoo is managing fixed income funds worth ₹6,000 crore and he's optimistic that it would touch ₹10,000 crore in this quarter or the next. "Liquidity should be back into the system by then," he says.

Candidly sharing his hits and misses, Sahoo says that the ultra short-term liquid fund they launched in 2008 had done well, though it was a turbulent year for capital markets. "It is the best fund in the liquid fund category and is rated A1+ by ICRA," he says. Sahoo is excited after winning the Lipper Fund Award this year for the GILT Fund managed by him. "You learn from your mistakes. And, if you haven't made any mistake, that's because you haven't taken enough risks." Two bigger funds, Liquid fund and Treasury Advantage fund, managed by Sahoo have given two-year returns of 9.44 and 9.61 per cent, respectively.

"We go for value picks, as we believe value will give fewer losses, even if market reverses," he says, commenting on his investment strategy. Investors, both retail and institutional, should, 'know the fund manager well before knowing the funds', he feels.