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# Shankar Sharma: Why fund managers 'storify' investments and why it is risky

**With greater amounts of data being available, the need to "storify" has increased, write Shankar Sharma and Devina Mehra.**

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**This article is co-authored by Shankar Sharma and Devina Mehra**

We were having a chat with a Family Office Head the other day. He has large sums invested with us, in India and across the world.

At the end of half an hour, spent discussing the entire Investment landscape, he said, "It's clear that you own some amazing companies in your portfolios: Al [...] uthoot,

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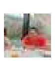
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"How come you have been very clinical, neutral, almost detached about these companies, these countries, rather than give me 'stories' like how great these managements are; how the businesses ha.ve strong moats and will remain great almost forever, etc. Tha ı Nautiyal, Rochak Kohli Me Jio know speaks

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Indeed, why are we so clinical about Investing?

The real question you should ask is: why do human beings tend to "storify" their holdings or their views in general?

"Human beings aren't rational animals; we're rationalising animals who want to appear reasonable to ourselves," said famous social scientist Elliot Aronson, author of The Social Animal.

As human beings and in particular, social beings, we use stories to make sense of the world.

Remember a famous election?

There was little or no hard evidence or articulated strategy about how a country's problems of declining capital Investments would be solved.

It was simply a story, well told, well sold, that captured the imagination.

Data, facts, and logic didn't matter because most humans are simply incapable of acting on these.

The world is about tons of data, which, at times, can take random directions. The world is about future probabilities, not certainties...yet the human mind wants a clear cause-effect-future path.

In other words, the world wants a story.

This affinity for stories shows up not just in our day- ... ple, but also professional investment managers.

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This is because human beings are now deluged with tons of just data, which is essentially unmanageable for them. And which they are completely incapable of analysing in a coherent, unbiased and neutral manner.

It is at this point that the human mind starts taking refuge in building lazy, under-analysed, over-simplified opinions.

When a fund manager has long and perfect sounding arguments to justify why a company will go on doing well forever and why a particular management has a magic touch, it is almost always lazy opinions at work, with no room for any other interpretation.

So, why a strategy based on “storification” and “high conviction” stocks hugely risky for the investor?

Because when

A fund manager gives his/ her holdings a rose-tinted future, in which the only thing that is visible is a straight, long road of eternal growth, something that is known as consistent compounding

Ignores discordant, inconvenient elements (industry cycle, favourable policy, plain luck)

Speaks and writes publicly of their high conviction in these companies

When they are that deeply committed to these carefully edited, well-massaged stories,

Then

Nautiyal, Rochak Kohli Me

They cannot detach themselves from their attachment, even when the road ahead gets rocky, ie when the

Love in investing is dangerous.

This is exactly what happened with Warren Buffett and his Coca-Cola holdings. He should have sold this stock several years before he actually did.

The data is brutal.

Coke has been a rabid underperformer since 1993.

In fact, Buffett should have bought Pepsi instead of Coke.

| From Jan, 1992 to July, 2020 | | |
|---|---|---|
| | **Total Return** | **CAGR** |
| Coke | 798% | 7.99% |
| Pepsi | 2966% | 12.74% |
| S&P500 | 1273% | 9.61% |

**Why couldn't he pull the trigger?**

Because he had storified the stock and its management massively and publicly.

In India, you would have heard the talk that you cannot go wrong buying "blue chips" or consumer stocks with strong brands, moats & cash flows that are predictable for decades?

This story is seductive.

And untrue.

Ever heard of Gillette India, ITC, and Colgate?

They used to be part of this list of storied, branded c

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This is what is called building a story around the survivors, or survivorship bias.

As Bill Gates said when Steve Jobs died, "Steve and I will always get more credit than we deserve because otherwise, the story gets too complicated."

Which brings us to the next point.

Should you dismiss a story only when it is based on no facts at all? Actually, the really dangerous stories are the ones that are true in one tiny part, where there is a small bit of truth but that is used to build a whole edifice that floats around in the ether--exemplifying oversimplified, lazy opinions.

As Morgan Housel writes, "...something that's true but incomplete might be more dangerous than something that's wrong because a little truth is fuel for a lot of overconfidence."

In the real world, particularly, in markets, things ARE complicated.

But the human mind cannot handle very complicated narratives.

In investing there are always known unknowns. Fashion changes, health trends (eg against sugary drinks), new product disruptions, policy. The list is endless.

Things are rarely linear in real life for a large basket of companies. But they will always appear to be linear for the company selected with complete hindsight or a selection of the survivors.

And based on these survivors, a vision of the future is painted in which absolutely everything is perfect and as clear as a COVID-period sky.

Reality is that beyond a point nobody knows anything about anything.

Neither company management, nor fund managers, have any clue about what happens a few months down, let alone years.

All this means that the key to being a good investor i ... eing married

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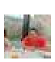
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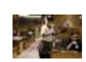
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One of the central pillars to being a successful investor is to be extremely flexible in one's thinking.

This has been one of our guiding principles of investment at First Global.

We bought Amazon in 2001. And we continue to hold a portion of it even now.

We bought Shopify in 2016. It's up 40x since.

But never ever in that 40x-300x journey, have we ever storified, glorified Jeff Bezos or Tobias Lutke.

In our framework, they are mere mortals, enjoying a great run.

They can and will stumble. Or business circumstances will change.

And we won't have Amazon or Shopify then.

That's the First Global Investment Method.

We follow the data. Never the mortal human.

And that is why we never talked any stories with that gentleman, the other day.

*(The authors are founders of First Global, a global asset management and securities firm.)*

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First Published on Jul 23, 2020 01:49 pm

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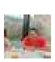
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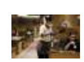
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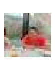
# Now, a device to kill coronavirus — this Bengaluru manufacturer gets approval from FDA, EU

**It has been proven to be 99.9 percent effecti** ... Nautiyal, Rochak Kohli Me ... Jio ... **n or S-**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Scalene Hypercharge Corona Canon (Shycocan), a device with the ability to contain the spread of coronavirus, has received approvals from the US Food and Drug Administration (FDA) and the European Union (EU). It is developed by a Bengaluru-based organisation called De Scalene, News18 reported.

Shycocan is built like a small drum that can be fit into offices, schools, malls, hotels, airports, or any closed area for disinfecting surfaces. It is proven to be 99.9 percent effective in neutralising the Spike-Protein or S-protein that are present in coronavirus.

While it cannot cure an infected person, it is highly effective in containing the spread of the deadly virus, the report said.

The device floods a room or any indoor place with hundreds of electrons. So even if an infected individual were to walk into the room, these electrons would neutralise the potency of the virus present in aerosols while sneezing or coughing.

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It can also neutralise the virus present on surfaces, thus bringing down transmission via air or surface.

Speaking to News18, D ı Nautiyal, Rochak Kohli Me e received

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spending plans

through nearly 26 tests.

The tests include safety, efficacy, testing to determine whether the device has any harmful effects or if it interferes with the working of other devices. It also included tests to assess whether other devices deployed in any place would interfere with the performance of Shycocan.

According to officials, approval for manufacturing came in last week. Kumar also said that the cost and manufacturing will be depending on licence holders, adding that in India, about nine companies have shown interest in manufacturing Shycocan and three companies have entered into a licensing agreement, the report said.

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# How the growing appetite for food delivery is fuelling the rise of cloud kitchens

**With nearly 40 percent of India's restaurants still shut because of Covid and people still reluctant to enter those that are open, it's boom time for these delivery-only joints**

**Himadri Buch** @himadribuch

Representative Image

Last weekend, Alisha Vora, a Mumbai resident, had food cravings. After days of consuming home-cooked food, she wanted something from outside: "Kuch acha khana hai… kuch bahar ka khana hai." She decided to place an order with Mojo Pizza as it delivered within 30 minutes. With a few taps on her cellphone the order was placed. Half an hour later, she was happily chomping into a pizza with double the toppings.

It isn't always pizza, but like Alisha, people across the country are busy tapping their phones ordering breakfast, dinner and everything in between. Despite lockdowns being eased in many parts of India, people are still reluctant to eat in a restaurant over fears of contracting Covid. At the same time, in many States, the authorities have still not allowed dine-in ... restaurants

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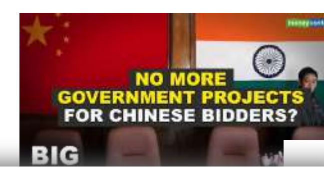


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see a 40-50 percent plunge in FY21 revenues.

On the other hand, there has been a bump in orders being placed for home delivery of food. Enter, the cloud kitchen. And this has prompted a slew of start-ups and even restaurant chains, are looking to venture into the space. Lite Bite Foods, which manages more than 30 restaurant brands, including Punjab Grill and YouMee, across India and internationally, has been lured in by the concept, especially with footfalls declining at its restaurants.

Himadri Buch
Assistant Editor | Moneycontrol.com

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Ready to resume dine-in services; delivery not a viable option to run business, say restaurant owners

Start-ups Yumlane and Cheferd Foods, and pizza delivery outfit Mojo Pizza, among others, are also jostling for space in the cloud kitchen market.

### Cost structure advantage

A cloud kitchen is a delivery-only restaurant that has no physical space for dine-in services. It relies entirely on online orders placed through online food aggregators or an online ordering enabled website or mobile app.

One of the main drivers of growth in the cloud kitchen segment is the changing cost structure of the business. Cloud kitchens reorient restaurant cost structures toward delivery rather than in-person dining, and the reduction of employees that comes with a delivery-focussed model can significantly bring down rent and staffing costs and improve margins.

For example, 60 percent of the cost of a Starbucks latte represents the cost of rent and staffing, according to global market research agency Euromonitor, which cited data from Financial Times.

Cloud kitchens could create a $1 trillion global oppo ... itor virtual webinar presented by its Global Food and Beverage Lead Michael Schaefer.

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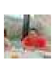
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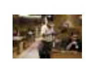
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of ready meals ($40 billion), 30 percent of packaged cooking ingredients ($100 billion), 25 percent of dine-in food service ($450 billion), and 15 percent of packaged snacks ($125 billion).

**Jostling for space**

Speaking to Moneycontrol, Rohit Aggarwal, Director, Lite Bite Foods, said: “The cost of opening and running a restaurant has inched up, prompting the company to switch focus to a low-overhead, tech-enabled model. To cater to high demand, we have ventured into the cloud kitchen segment, and are investing approximately Rs 25 crore in LBF Cloud Kitchens.”

“Our first kitchen will be live this August, starting with Delhi and followed by Mumbai, with a brand new central commissary of 12,400 sq. ft. We plan to roll out a total of 36 kitchens across Delhi-NCR, Mumbai, Pune, Bangalore and Hyderabad over the course of three years,” said Aggarwal.

Yumlane, a Mumbai-based start-up, has been working all through the lockdown and has been clocking more sales than ever. In fact, it expects to soon match and exceed pre-Covid numbers. The cloud kitchen food platform has already raised $1 million in funding this month from Jetty Ventures for expansion into new cities and hiring. Helmed by Hitesh Ahuja, Yumlane has previously been backed by Binny Bansal (ex-Flipkart), Singapore-based RB Investments and Rehan Yar Khan of Orios Venture.

“We believe the cloud kitchen format will be the flagbearer of the food services industry in the coming years and expect more consumers to order online food delivery vis-à-vis eat-out,” said founder-CEO Ahuja, an ex-Private Equity Executive turned Food Entrepreneur. Yumlane currently has 30 Points of Delivery (PoDs) across Mumbai, Bengaluru and Pune and has plans to expand to Hyderabad and Chennai.

“With stay-home weekends, mundane food cycles and people being deprived of dine-out experiences, ordering in pizzas is the new way to have a good time, making it one of the most-ordered food items. On the business front, we are back to 75-80 percent of the sales at the pre-covid level and are on track to reach 100 percent in 6-8 weeks,” said Anshul Gupta,

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mile delivery,

Another Delhi-based start-up, Cheferd Foods, which has brands like Pizza On My Plate, Burger in my Box and Deli Salad Company, has been doing roaring business through the lockdown.

“We recorded our highest ever sales in March and are now at 70-75 percent of our pre Covid-19 sales,” said Sehaj Singh Kukreja and Tushar Anand, co-founders of Cheferd Foods.

**An opportunity for everyone**

Restaurant closures in the wake of the pandemic will drive a change in how physical restaurant formats are used, especially as shuttered businesses leave empty real estate behind. This shift will prime the industry for an acceleration into cloud kitchen development.

While deep-pocketed chains may lead restaurant-driven experimentation in the cloud kitchen space, as millions of small restaurants close permanently, the surviving small players will have the chance to buy up new property and continue to cater to increased delivery demand, thereby levelling the playing field.

Rebel Foods, a cloud kitchen restaurant company that operates Faasos, Oven Story, Firangi Bake, and Behrouz Biryani, did not reveal sales numbers for the past few months but Raghav Joshi, CEO of its India Business Unit, told Moneycontrol that they plan to use kitchen infrastructure to expand beyond cooked meal brands.

“The brand will be diversifying into ready-to-cook kits, meats, packaged snacks, as well as scaling other restaurants by investing in a few brands this year. We are witnessing gradual growth in India week on week,” said Joshi.

First Published on Jul 27, 2020 05:53 pm

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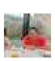
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# Technical View: Nifty forms Bearish Belt Hold pattern, 11,087 crucial level to watch

**Traders should to avoid long positions unless the Nifty closes above 11,250 levels, whereas shorting can be considered on a close below 11,050, Mazhar Mohammad of Chartviewindia.in says.**

**Sunil Shankar Matkar**

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"Moreover, at today's intraday low of 11,087 levels, the index appears to have tested the ascending trendline, which is in progress from panic lows of 7,511 registered in last March. Hence, a breach of 11,087 in the next couple of sessions can be read as an initial sign of weakness, whereas confirmation for near-term trend reversal shall be expected on a close below 11,056 levels."

In that scenario, initial targets on downsides can be the test of its 200-day simple moving average, whose value is placed around 10,862 levels and breach of said long term average shall further accentuate the selling pressure into the zone of 10,560 to 10,380 levels where critical short term support in the near term can be expected, he added.

Contrary to this, strength shall resume if the index closes above 11,240, with initial targets of 11,400, he said.

Options data suggests that the Nifty can see an immediate range of 11,000 to 11,400.

On the options front, maximum Put open interest was at 11,000 followed by 10,000 strike, while maximum Call open interest was at 11,500 followed by 11,200 strike. Call writing was seen in 11,200 and 11,700 strikes, while minor Put writing was seen at 10,900 and 10,950 strike.

The Bank Nifty opened flat at 22,664.60 but corrected sharply towards 21,800 during the day. The index fell 813.20 points, or 3.59 percent, to close at 21,848.80 and formed a Bearish Belt Hold candle with the formation of lower highs for last three trading sessions.

"The RSI indicator has given a sell signal by negative crossover on the daily scale. Now it needs to cross and hold above 22,000 to witness an upmove towards 22,500 then 22,750 levels while on the downside, support is seen at 21,500 levels," Chandan Taparia, Vice President | Analyst-Derivatives at Motilal Oswal Financial Services, said.

"Positive setup was seen in Muthoot Finance ICICI Pr ı Nautiyal, Rochak Kohli Me Jio Aindtree,

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After opening higher, the Nifty50 immediately slipped into the red and remained in the negative terrain for rest of the day on July 27, hit by weak global cues amid US-China tensions and a steep fall in banks on RBI expecting an increase in bad loans this year.

The index closed below 11,150 and formed a Bearish Belt Hold pattern on daily charts.

A bearish belt hold is formed when the opening price becomes the highest point of a trading day and the index declines throughout the session, making the large body. The candle will either have a small or no upper shadow and a small lower shadow.

Experts expect consolidation to continue and further weakness is seen in the market if the index breaks the day's intraday low of 11,087.

As twin momentum oscillators are in sell mode, Mazhar Mohammad, Chief Strategist–Technical Research & Trading Advisory at Chartviewindia.in, asked traders to avoid long positions unless the Nifty closes above 11,250 levels. Shorting can be considered on a close below 11,050.

The Nifty50 opened higher at 11,225, which was also an intraday high, but was immediately caug... f 11,087.85. The index closed at 11,...

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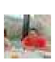
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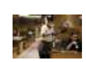
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