

Relax...  
It's all been taken care of.

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Atlas Capital Markets

**invest**  
invest in the best

## Atlas Capital Markets

A wholly owned subsidiary of Atlas Bank Limited, Atlas Capital Markets is one of the 12 financial and engineering entities, falling under the banner of Atlas Group. Our services include Equity and Money Market Brokerage, Corporate Finance Advisory and Financial Products Advisory Services that are supplemented by quality research. Our clients include large corporate, medium size enterprises, local as well as foreign high net worth and retail clients.

## Inbest

A financial products advisory service, INBEST, provides a personalized service at your doorstep to help you make the right choice of funds best suited to your risk appetite and investment needs. At INBEST we assist you in filling the forms and keeping track of your investments. Your trust in our credibility is of primary significance to us. This way we aspire to increase our accounts and maintain our existing relationships with our valued clients.

We are an associate member of MUFAP, and function under the trusted name of Atlas Group. Our network stretches out to four cities i.e. Karachi, Lahore, Islamabad and Faisalabad. We provide our clients an unbiased and true opinion, which without doubt stands, as our credibility in the market. The transparency and quality of our service can be evaluated through our experience of dealings with all top-rated Asset Management Companies as we give the right advice at the right time for the right fund.

## Our Unique Selling Propositions (USP)

There are a number of Asset Management Companies with a multitude of funds offering diverse risk exposures. Even though all these are managed by professionals, it is still difficult for an ordinary investor to make appropriate choices.

Our team of dynamic and committed professionals has the expertise to create customized portfolios according to your needs; help you realize associated risk with dissimilar fund types to invest wisely and how to multiply profits according to your risk appetite. At INBEST, our responsibility is to assist you to learn and be aware of the financial market dynamics and make the necessary investments comfortably.

## Significant Attributes

- Investments in Mutual Funds are fast becoming very popular in Pakistan for the following reasons:
- They offer superior returns than government schemes or bank deposits.
  - They provide diversified exposure in equity, fixed income or mixed asset classes and Sharia Compliant investments
  - They can be invested with an amount as low as Rs. 5,000.
  - They provide the investors the luxury to enter or exit anytime through redemption process.
  - The tax benefits and tax credits make this option more viable compared to other investment alternatives
  - The units of Mutual Funds can be pledged as security for bank borrowing.

## Investment Strategy

INBEST offers a balanced investment strategy, with flexibility to recognize the current market dynamics. Our team of experts recommends investing in a low risk high return fund as a better cash management option. In order to achieve your objectives, we will guide you by evaluating your risk propensity and investment needs to adopt one of the following strategies.

- Safe Strategy
- Growth Strategy
- Stable Strategy
- Shariah Strategy
- Bold Strategy

We will develop a personalized investment portfolio consisting of an assortment of mutual funds or a single fund that best meets your requirement to suit to your investment plans. Our research monitors performance of all the funds and compare them to industry benchmarks. Due to the constant engagement with research, training and development, our committed team of professionals is well acquainted with the changing trends and other existing investment alternatives.

## Investment Process

We assist you in completion of necessary documentations; regularly keep you updated on your financial status and operate with techniques to respond according to the market dynamics.