

SAHOO ASSOCIATES

Monthly Investment Letter Module — Web Developer Technical Brief

1. Section Overview & Requirements

Monthly Investment Letter Page Objectives

Build a dedicated, clean, and institutional page for **Monthly Investment Letter** under SAHOO ASSOCIATES website.

- **Brand Theme:** Deep Navy Blue (#0A192F) & Matte Gold (#D4AF37).
- **Dual Access Mode:** Option to "Read Online" (HTML web view) and "Download PDF" (Direct PDF file link).
- **Email Subscription Integration:** Capture form for automated monthly distribution.

2. Functional Components to Implement

A. Current Month Featured Issue (Hero Block)

- **Headline:** The Sahoo Macro Letter — [Current Month & Year] Issue.
- **Executive Summary:** 3-4 bullet points summarizing global macro, market liquidity, and asset allocation views.
- **Primary CTAs:**
 - [Read Full Letter Online] (Gold Button - opens web article view)
 - [Download PDF Report] (Navy Outline Button - opens/downloads PDF file)

B. Newsletter Subscription Form

- **Heading:** "Subscribe to Receive Monthly Macro Insights"
- **Fields:** Name, Institutional / Personal Email Address, Client Type (HNI / Family Office / Retail).
- **Backend Integration:** Connect to Mailchimp / ConvertKit / MailerLite / Webhook for auto-sending new issues.

C. Investment Letter Archives (Grid / List View)

- Filterable list of past issues sorted by Year & Month (e.g., 2026 Issues, 2025 Issues).
- Each archive item includes: Issue Title, Cover Thumbnail, Release Date, "Read Online" link, and "PDF Download" button.

D. Mandatory Legal Footnote & Disclaimer

- **SEBI Educational Disclaimer:** Prominently display non-advisory educational disclosure at the bottom of the page and inside every PDF issue.

3. Developer Copy-Paste Instructions

```
/* WEB DEVELOPER BRIEF – MONTHLY INVESTMENT LETTER MODULE */
```

```
Client: SAHOO ASSOCIATES
```

```
Page: Monthly Investment Letter (/monthly-letter)
```

1. CURRENT ISSUE SECTION:

- Display featured issue banner.
- Buttons: "Read Online" (HTML view) & "Download PDF" (PDF asset link).

2. SUBSCRIPTION SYSTEM:

- Embed email collection form.
- Integrate with Email Marketing API (e.g., Mailchimp/ConvertKit/Custom Webhook).

3. ARCHIVES GRID:

- Create filterable grid for past monthly letters with PDF download links.

4. FOOTER DISCLAIMER:

- Include SEBI Non-Advisory & Educational Disclosure on page footer.