

# quant<sup>+</sup> CONSUMPTION

An open ended equity scheme following consumption theme FUND



## Mathematics of human behavior

**Invest in our philosophy**  
active | absolute | unconstrained

### PLANS AND OPTIONS:

**Regular / Direct:** Growth and IDCW  
(Payout and Re-investment)

### LUMPSUM

Rs. 5,000/-

### SUBSEQUENT INVESTMENT

Rs. 1,000/-

### MINIMUM INVESTMENT:

### SYSTEMATIC INVESTMENT PLAN (SIP)

**Weekly:** Rs. 1,000/- (Wednesday)

**Fortnightly:** Rs. 1,000/- (alternate Wednesday)

**Monthly:** Rs. 1,000/-

**Quarterly:** Rs. 3,000/-

and in multiples of Re. 1/- thereafter

### LOAD STRUCTURE:

**Entry:** Nil | **Exit:** 1% for 15 days

### BENCHMARK INDEX:

S&P BSE Consumer Discretionary  
Goods & Services Index TRI

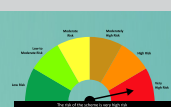
### FUND MANAGERS:

Sandeep Tandon, Ankit Pande, Varun Pattani,  
Ayusha Kumbhat, Yug Tibrewal, Sameer Kate,  
Sanjeev Sharma

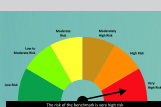
This Product is suitable for investors who are seeking\*

- To generate long term capital appreciation
- An equity scheme that predominantly invests in equity and equity related securities of companies benefiting directly or indirectly from consumption led demand in India.

Scheme Riskmeter



Benchmark Riskmeter



\*Investors should consult their financial advisers if in doubt about whether the product is suitable for them

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Mutual funds are subject to market risk, please read all scheme related documents carefully.

## Investment Approach



Participates in the cyclicity of sectors and stocks to generate superior risk-adjusted returns and suitable for investors with a long term horizon



Flexi cap exposure to select 6-8 consumption themes and concentrates mostly on 3-4 core emerging themes on the cusp of a growth cycle



Business cycle approach to identify sectors through Predictive Analytics, providing a multi-dimensional framework of sector allocations across business cycles



Risk mitigation by capping sector exposure at 33.33%

## Reasons to Buy



Benefit from India becoming the world's third-largest consumer market by 2030 and opportunistically straddles both cyclical and defensive sectors



Aspirational Indians favoring premium categories and relying on credit presents a multi-decade investment opportunity



Cycles Analytics driving an adaptive portfolio is continually exposed to emerging growth opportunities within the consumption space



Diversified portfolio of investments in some of the best companies driving India's consumption story and can potentially outperform

## VLRT Framework| Adaptive Money Management

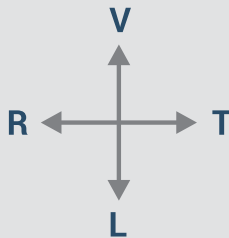
*Being Relevant with 'predictive analytics'*

### VALUATION ANALYTICS

Knowing the difference between price and value.

### RISK APPETITE ANALYTICS

Perceiving what drives market participants to certain actions and reactions.



### TIMING

Being in sync with the waves of value and behaviour

### LIQUIDITY ANALYTICS

Understanding the flow of money across asset classes.

The core engine that drives us and sets us apart is a robust and differentiated investment framework that enables us to see beyond the horizon and stay relevant. Our unique analytical framework for enabling 'predictive analytics' encompasses all available asset classes and sectors, formulating a multi-dimensional research perspective.

#### Why multi-dimensional?

The markets are a complex, dynamic system. There is no one formula or strategy or perspective that can consistently outperform. A diverse set of variables and participants are continuously interacting with each other in myriad ways.

In the face of this uncertainty and complexity, instead of limiting ourselves to any one school of thought we have found consistent success by studying markets along four dimensions: Valuation, Liquidity, Risk Appetite, and Time [VLRT].

## Top 10 Holdings

| Stocks                                | % of Net Assets |
|---------------------------------------|-----------------|
| Reliance Industries Limited           | 10.23           |
| Marico Limited                        | 9.03            |
| ITC Limited                           | 8.72            |
| Ventive Hospitality Limited           | 8.66            |
| Zydus Wellness Ltd                    | 8.09            |
| Medplus Health Services Limited       | 7.34            |
| Stanley Lifestyles Limited            | 5.76            |
| Aditya Birla Lifestyle Brands Limited | 5.52            |
| Suraksha Diagnostic Limited           | 5.03            |
| UNITED BREWERIES LIMITED              | 4.68            |
| <b>Total of Top 10 Holdings</b>       | <b>73.06</b>    |

## Top 10 Sectors

| Sectors                            | % Weightage |
|------------------------------------|-------------|
| Petroleum Products                 | 10.23       |
| Agricultural Food & other Products | 9.03        |
| Diversified FMCG                   | 8.72        |
| Leisure Services                   | 8.66        |
| Food Products                      | 8.09        |
| Retailing                          | 7.63        |
| Consumer Durables                  | 6.56        |
| Others                             | 5.52        |
| Healthcare Services                | 5.03        |
| Beverages                          | 4.68        |

(Data as on May 30, 2025)

quant Mutual Fund | 6th floor, sea breeze building, appasaheb marathe marg, prabhadevi, mumbai - 400 025.  
tel: +91 22 6295 5000 | whatsapp message: +91 99 20 21 22 23 | help.investor@quant.in | help.distributor@quant.in

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