

quant⁺ 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)

LUMP SUM

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

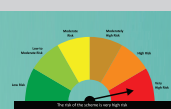
FUND MANAGERS:

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Sanjeev Sharma

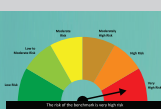
This Product is suitable for investors who are seeking*

- 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

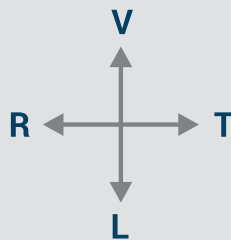
Being Relevant with 'predictive analytics'

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	10.03
Aditya Birla Fashion And Retail Ltd	8.34
Marico Limited	8.28
Ventive Hospitality Limited	8.02
Bata India Ltd	7.11
Zydus Wellness Ltd	7.03
Avenue Supermarts Limited	6.71
MRF Ltd	5.89
Stanley Lifestyles Limited	5.75
UNITED BREWERIES LIMITED	4.77
Total of Top 10 Holdings	71.93

Top 10 Sectors

Sectors	% Weightage
Consumer Durables	16.06
Retailing	15.05
Petroleum Products	10.03
Agricultural Food & other Products	8.28
Leisure Services	8.02
Food Products	7.03
Auto Components	5.89
Personal Products	5.21
Beverages	4.77
Healthcare Services	4.09

(Data as on March 28, 2025)

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