



# Invest in the spending power of a billion people.

As on 28th February 2021

#### DATE OF ALLOTMENT:

December 28, 2015

#### BENCHMARK:

Nifty India Consumption TRI

#### FUND SIZE:

Rs. 1160.55 (Rs. in Cr.)

#### MONTHLY AVERAGE AUM:

Rs. 1188.04 (Rs. in Cr.)

#### EXIT LOAD:

0.25% of NAV if redeemed /switched out before 30 days from the date of allotment.

#### EXPENSE RATIO

Direct	0.89
Regular	2.27

#### VOLATILITY MEASURES

Std. Dev (Annualised)	19.20
Sharpe Ratio	0.08
Portfolio Beta	0.98

#### Minimum Investment

Rs. 5,000/- and in multiples of Re. 1/- thereafter

### WHY TATA INDIA CONSUMER FUND?

- Investors looking to participate in potential Capital appreciation opportunities in Consumption oriented sector benefiting from Indian economic growth.
- Investors with higher risk profile looking to invest in a sector oriented Scheme.
- Invests in fundamentally strong companies from Consumption Oriented Sectors in India.

### TOP 10 EQUITY HOLDINGS

Issuer Name	% to NAV
ITC Ltd.	8.64
Hindustan Unilever Ltd.	8.58
Dabur India Ltd.	6.76
Tata Consumer Products Ltd.	6.51
Titan Company Ltd.	6.03
Jubilant Foodworks Ltd.	5.14
Voltas Ltd.	4.75
Asian Paints (india) Ltd.	4.27
Kansai Nerolac Paints Ltd.	4.25
Radico Khaitan Ltd.	3.78

### WHAT MIGHT DRIVE THE INDIAN CONSUMPTION STORY ?



1. India's consumer story will be shaped by its **440mn Millennials and 390mn Gen Z (born after 2000)**. The sheer size of India's youth combined with improved education pave the way for sustained growth in purchasing power and makes India's consumer story one of the world's most compelling for the next 20 years. The nation's challenge is to create enough jobs to unleash the productivity of India's talented youth.



2. **Brand investing** will be a big theme in everything. India's Urban Mass will trade up into brands that offers the most incremental value, but may not readily jump to aspirational brands. In purchasing a car, for example, India consumer's first criteria is **the brand's reputation** for fuel efficiency.

Source : Boston Consulting Group



Investors understand that their principal will be at Very High Risk

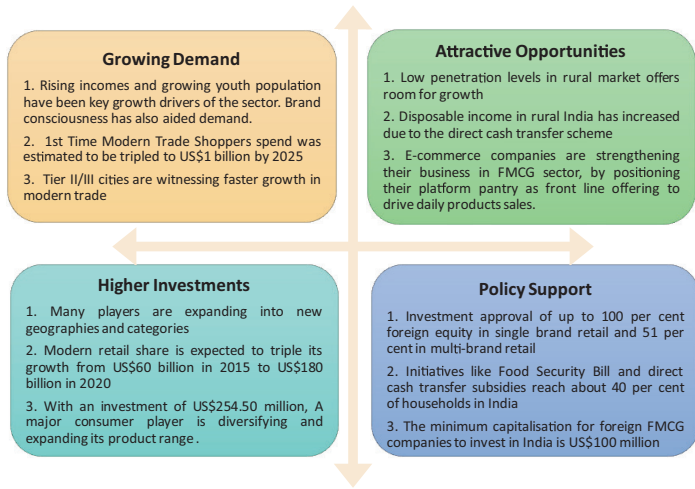
This product is suitable for investors who are seeking\*:

- Long Term Capital Appreciation.
- Investment in equity/equity related instruments of the companies in the Consumption Oriented sector in India.

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

Mutual Fund Investments are subject to market risks, read all Scheme related documents carefully.

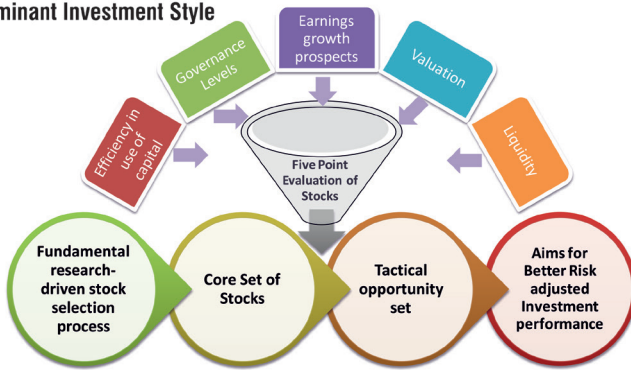
## ADVANTAGE INDIA ADVANTAGE CONSUMPTION



Source: Emami, Brand Equity India

## OUR APPROACH TO EQUITY INVESTMENTS

**Growth At Reasonable Price - Our Predominant Investment Style**

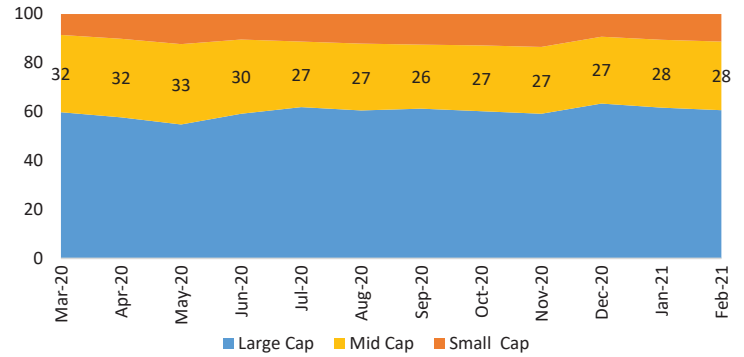


## DISCLAIMERS AND OTHER STATUTORY DISCLOSURES

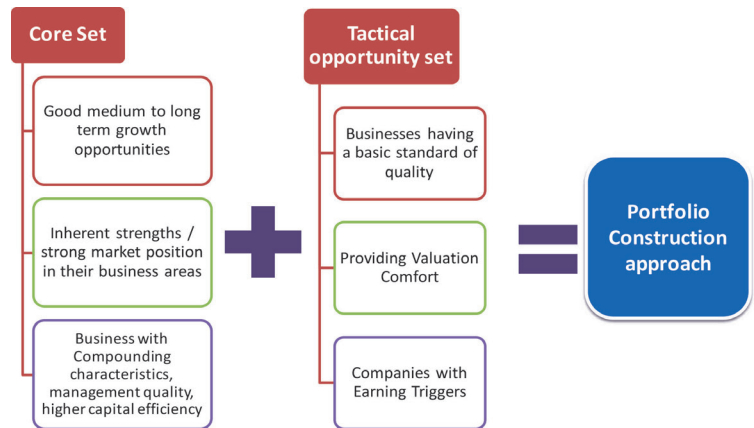
**Market capitalization as per SEBI circular:** A) Large Cap: 1st-100th company in terms of full market capitalization. B) Mid Cap: 101st-250th company in terms of full market capitalization. C) Small Cap: 251st company onwards in terms of full market capitalization.

For detailed month end portfolio and scheme performance in SEBI prescribed format, please visit: [www.tatamutualfund.com](http://www.tatamutualfund.com)

## MARKET CAPITALIZATION WISE EXPOSURE



Last 12 months Market cap history. For details please see disclaimer



## FUND MANAGERS



**Sonam Udasi** (Fund Manager)

(Managing Since 1st April 2016 and overall experience of 21 years)



**Ennette Fernandes** (Assistant Fund Manager)

(Managing Since 18th June 2018 and overall experience of 10 years)

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