



As on 31st December 2022

DATE OF ALLOTMENT

December 28, 2015

BENCHMARK

Nifty India Consumption TRI

FUND SIZE

Rs. 1394.71 Crores

MONTHLY AVERAGE AUM

Rs. 1419.53 Crores

FUND MANAGER

Sonam Udasi (Managing Since 1-Apr-16)

EXPENSE RATIO**

Direct - 0.91

Regular - 2.22

EXIT LOAD

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

MINIMUM INVESTMENT

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

**Note: The rates specified are actual month end expenses charged as on December 31, 2022. The above ratio includes the Service tax on Investment Management Fees. The above ratio excludes, borrowing cost, wherever applicable.



FUND OVERVIEW

India's economic growth has its seeds in its Demographic Dividend, under-penetration of consumption of goods and services and increasing per capita incomes. Consumption in India has grown at a strong pace and is likely to continue its growth trajectory in the next 10 years.

The structural drivers expected to drive consumption growth: Evolving middle class, Exponential growth in GDP per capita & Urbanization. Consumer sector growth has a high correlation with strong economic growth. Hence, we believe, an improving economic environment is expected to give a thrust to consumer growth.

Consumption is a long-term theme on account of India's demography, current under penetration of consumer goods. As per capita incomes rise, spending on consumer goods will rise too. The investment objective of the scheme is to seek long term capital appreciation by investing at least 80% of its net assets in equity/equity related instruments of the companies in the Consumption Oriented sectors in India.

As per internal research

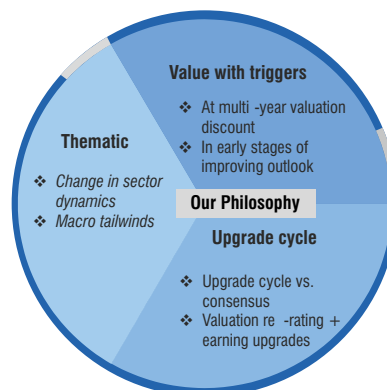


GROWTH AT REASONABLE PRICE - GARP

Our investment philosophy is to navigate between the two extremes of Growth at any price and Deep Value, through a combination of the two—Growth at Reasonable Price.

DEEP VALUE

Valuation is right, timing may or may not be



GROWTH AT ANY PRICE

Typically associated with high perceived quality

*each investment decision to be in conformity with the portfolio characteristics / process mentioned in the SID.

**Based on current market views & subject to change.

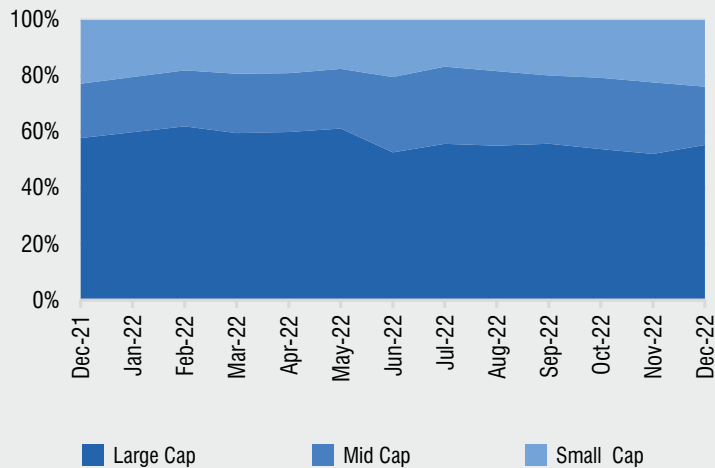


WHY TATA INDIA CONSUMER FUND

- Indian Economic Growth - As consumption oriented sectors are key beneficiaries of a growing economy, the fund is ideal for investors looking to participate in potential Capital appreciation opportunities from Indian economic growth.
- Sector Specific Investment: Since it is a Consumption focused fund, the sector's performance directly impacts the fund making it appropriate for investors with a higher risk profile looking to invest in a sector oriented Scheme.
- Stock Selection Criteria: The fund invests in fundamentally strong companies from Consumption Oriented Sectors in India



MARKET CAPITALISATION TREND



KEY MEASURES ^



KEY MEASURES**	FUND	BENCHMARK
Standard Deviation	17.58	17.70
Sharpe Ratio	0.56	0.58
Portfolio Beta	0.89	NA
R Squared	0.85	NA
Treynor	0.93	NA
Jenson	0.06	NA

^ Risk-free rate based on the FBIL Overnight MIBOR rate of 6.6% as on Dec 30, 2022

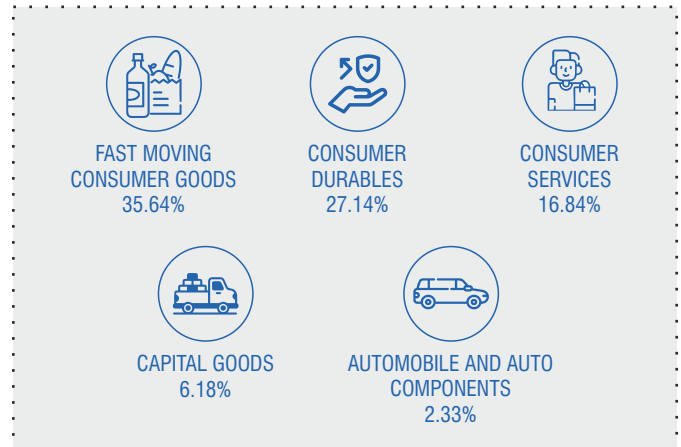
**For the period of 3 years.



TOP 10 HOLDINGS

Issuer Name	% to NAV
ITC Ltd.	10.15
Jubilant Foodworks Ltd.	6.16
Nestle India Ltd.	5.95
Trent Ltd.	5.43
Radico Khaitan Ltd.	5.30
Titan Company Ltd.	5.18
Asian Paints (India) Ltd.	5.10
Havells India Ltd.	4.20
Metro Brands Ltd.	4.18
Tata Consumer Products Ltd.	3.96
Total	55.61

TOP 5 SECTORS



Product Label	Tata India Consumer Fund	Nifty India Consumption TRI
<p>This product is suitable for investors who are seeking*:</p> <ul style="list-style-type: none"> • Long Term Capital Appreciation. • Investment in equity/equity related instruments of the companies in the Consumption Oriented sector in India. <p>*Investors should consult their financial advisors if in doubt about whether the product is suitable for them.</p>	<p>RISK - O - METER Investors understand that their principal will be at Very High Risk</p>	<p>RISK - O - METER</p>

It may be noted that risk-o-meter specified above is based on the scheme characteristics. The same shall be updated in accordance with provisions of SEBI circular dated October 5, 2020 on Product labelling in mutual fund schemes on ongoing basis.

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.

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