

**INDIA IS
INVESTING IN
THE DIGITAL SPACE.**

ARE YOU READY TO INVEST?

Khud Pe Vishwaas Hai Sabse Badi Investment



TATA

**NIFTY INDIA DIGITAL
EXCHANGE TRADED FUND**

(An Open-Ended Exchange Traded Fund
replicating/tracking Nifty India Digital Index)

NFO OPENS : 14th MARCH, 2022 | NFO CLOSSES : 25th MARCH, 2022

This product is suitable for investors who are seeking*:

- Long Term Capital Growth.
- An exchange traded fund that aims to provide returns that corresponds to the returns provided by Nifty India Digital Index, subject to tracking error.

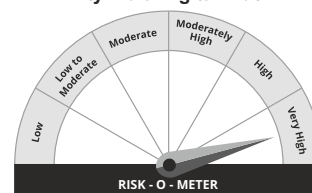
***Investors should consult their financial advisors if in doubt about whether the product is suitable for them**

Scheme Risk-O-Meter



Investors understand that their principal will be at Very High Risk

**Risk O Meter of
Nifty India Digital Index**



RISK - O - METER

(Risk O Meter assigned during the New Fund Offer is based on internal assessment and shall be evaluated on a monthly basis. It may vary post NFO based on actual portfolio of the scheme.)

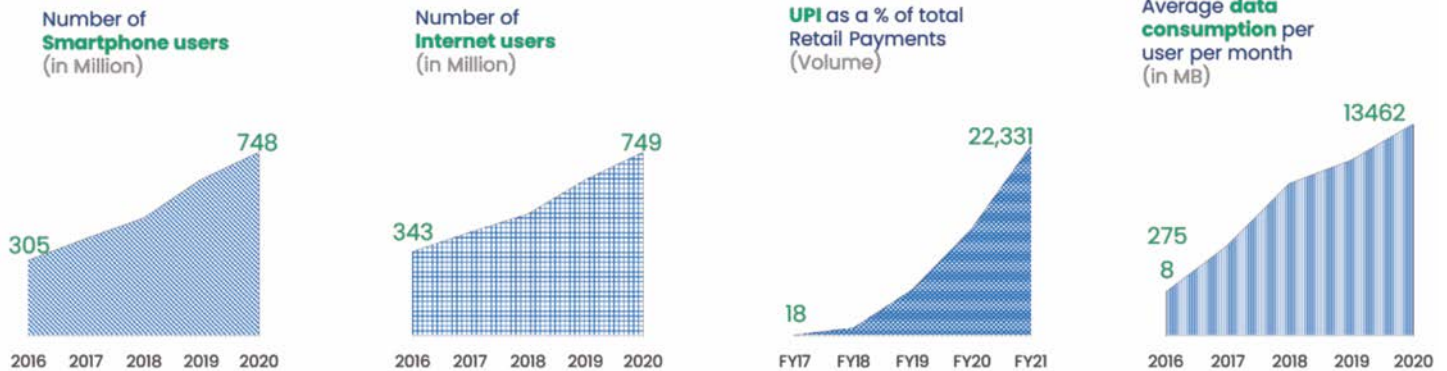
Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

DIGITAL REVOLUTION

India's digital adoption is booming on the back of macro drivers like Smartphone phone penetration, Reduced Data Tariffs and successful implementation of UPI. As a result there has been growth across users of internet, smartphone, online payments and data consumption. This has help set the pace for digitisation of companies

Digital India

Unlocking The Potential Of Technology



Source: Statista, NPCI

Digitisation has been increasing becoming a core area of focus for many organisations. Post the pandemic, the world is seeing massive technology adoption. In 2022, 6 of the top 8 companies by market cap are Digital Businesses, compared to 1 such company in 2005. Every sector is looking to go digital not only to optimize cost but to also drive revenues. Digital has a role to play in all segments of an enterprise, be it manufacturing, sales, marketing, or human resource. The impact of Digitisation is resulting in transformation across sectors

DIGITAL SPACE

The traditional players are being challenged by the new age companies which are re-imagining businesses or the modes of delivery of various goods and services.

These new age companies are not only benefiting from availability of risk capital but have also seen higher penetration and wider acceptance by the customers due to the pandemic.



Note: The sector(s)/stock(s)/issuer(s) mentioned in this document do not constitute any research report/recommendation of the same and the fund may or may not have any future position in these sector(s)/stock(s)/issuer(s).

INVESTING IN DIGITAL INDIA

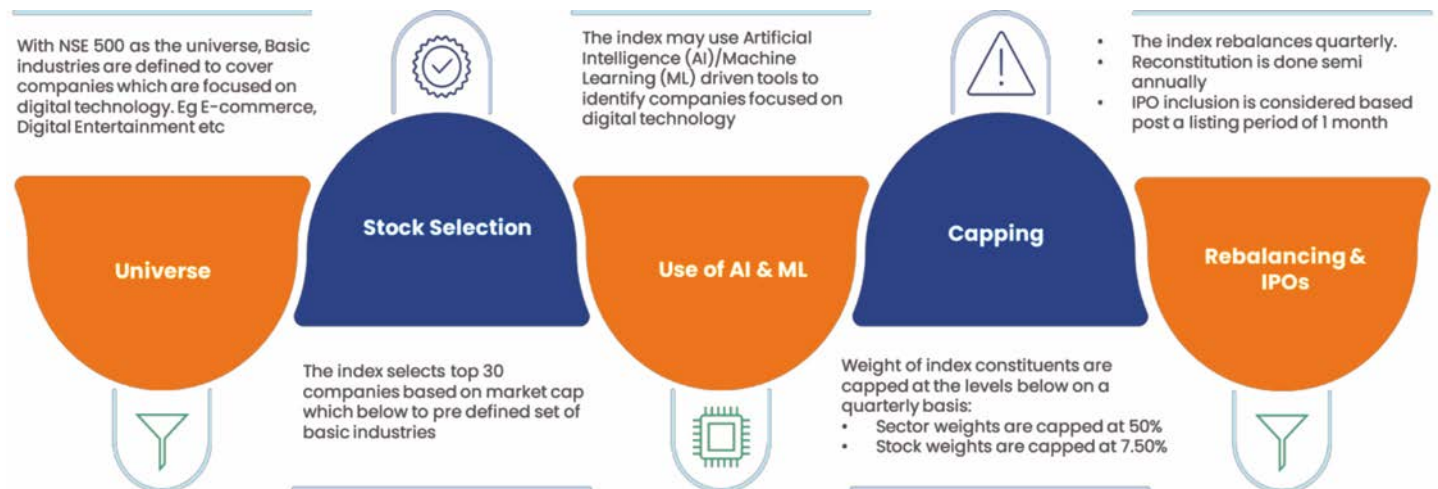


The digitalisation is still in the early stages as more new age companies are likely to achieve scale, raise capital and get listed over the next 3-5 years. As this transformation unfolds and the new age companies become a more prominent part of the economy and equity markets, Tata Nifty India Digital Exchange Traded Fund will aim to invest in companies which are in the forefront of this process.

DIGITAL UNIVERSE

Digital change agents	Digital Enablers:
<ul style="list-style-type: none"> ➤ Transforming the traditional businesses by automation ➤ Re-imagining modes of delivery ➤ Set to grow strongly over the coming years ➤ Emergence of new hybrid segments like consumer tech, fintech, edtech, etc. 	<p>The Indian IT services companies which are ahead in digital and cloud capabilities are enabling:</p> <ul style="list-style-type: none"> ➤ Digitalisation of the traditional businesses ➤ Helping fuel the growth of start-ups through technology solutions <p>Companies which are in the automation/robotics/IoT space</p>

NIFTY INDIA DIGITAL INDEX CONSTRUCT



FUND DETAILS

Scheme Name	TATA NIFTY INDIA DIGITAL EXCHANGE TRADED FUND
NFO Date	14th March 2022 to 25th March 2022
Investment Objective	<p>The investment objective of the scheme is to provide returns that corresponds to the total returns of the securities as represented by the Nifty India Digital Index, subject to tracking error.</p> <p>However, there is no assurance or guarantee that the investment objective of the Scheme will be achieved.</p>
Type of Scheme	An Open-Ended Exchange Traded Fund replicating / tracking Nifty India Digital Index
Fund Manager	Meeta Shetty
Benchmark	Nifty India Digital Index (TRI)
Min. Investment Amount (During NFO)	Rs. 5,000/- and in multiple of Re.1/- thereafter
NFO Unit Price	On Allotment, value of each unit will be approximately 1/100th of underlying index
Load Structure	Entry Load: N.A. Exit Load: NIL

Please Note: Investors need a demat account to invest in Tata Nifty India Digital Exchange Traded Fund

Call: **022 - 6282 7777** (Monday to Saturday 9:00 am to 5:30 pm)
www.tatamutualfund.com

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