

# Tata India Consumer Fund

(An Open-Ended Equity Scheme Investing in Consumption Oriented Sector)

March 2021

**Tata India Consumer Fund 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.**



Investors understand that their principal will be at Very High Risk

## Growing Demand

1. Rising incomes and growing youth population have been key growth drivers of the sector. Brand consciousness has also aided demand.
2. 1st Time Modern Trade Shoppers spend was estimated to be tripled to US\$1 billion by 2025
3. Tier II/III cities are witnessing faster growth in modern trade

## Attractive Opportunities

1. Low penetration levels in rural market offers room for growth
2. Disposable income in rural India has increased due to the direct cash transfer scheme
3. E-commerce companies are strengthening their business in FMCG sector, by positioning their platform pantry as front line offering to drive daily products sales.

## Higher Investments

1. Many players are expanding into new geographies and categories
2. Modern retail share is expected to triple its growth from US\$60 billion in 2015 to US\$180 billion in 2020
3. With an investment of US\$254.50 million, A major consumer player is diversifying and expanding its product range .

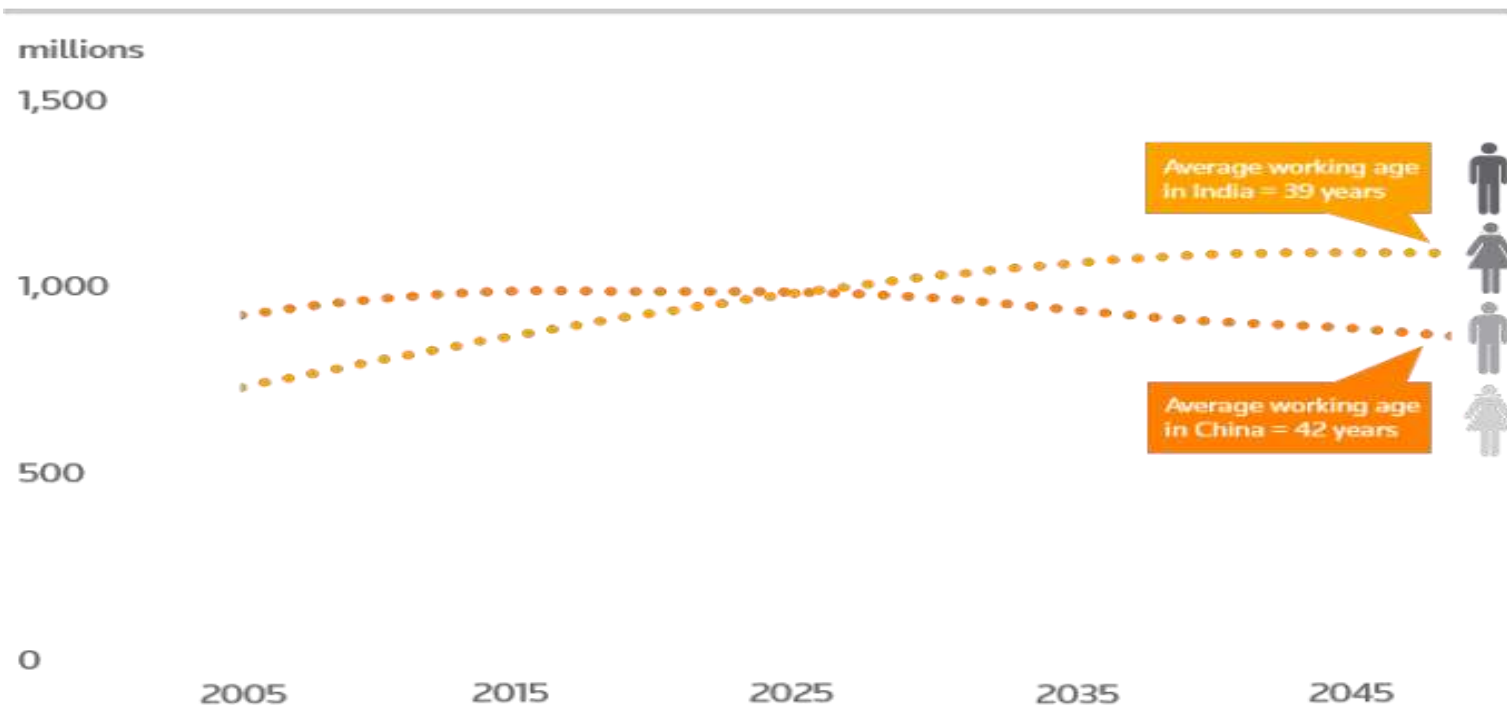
## Policy Support

1. Investment approval of up to 100 per cent foreign equity in single brand retail and 51 per cent in multi-brand retail
2. Initiatives like Food Security Bill and direct cash transfer subsidies reach about 40 per cent of households in India
3. The minimum capitalisation for foreign FMCG companies to invest in India is US\$100 million

# DEMOGRAPHIC DIVIDEND – A BEACON OF ECONOMIC HOPE



Working-age population (16–64 years old)



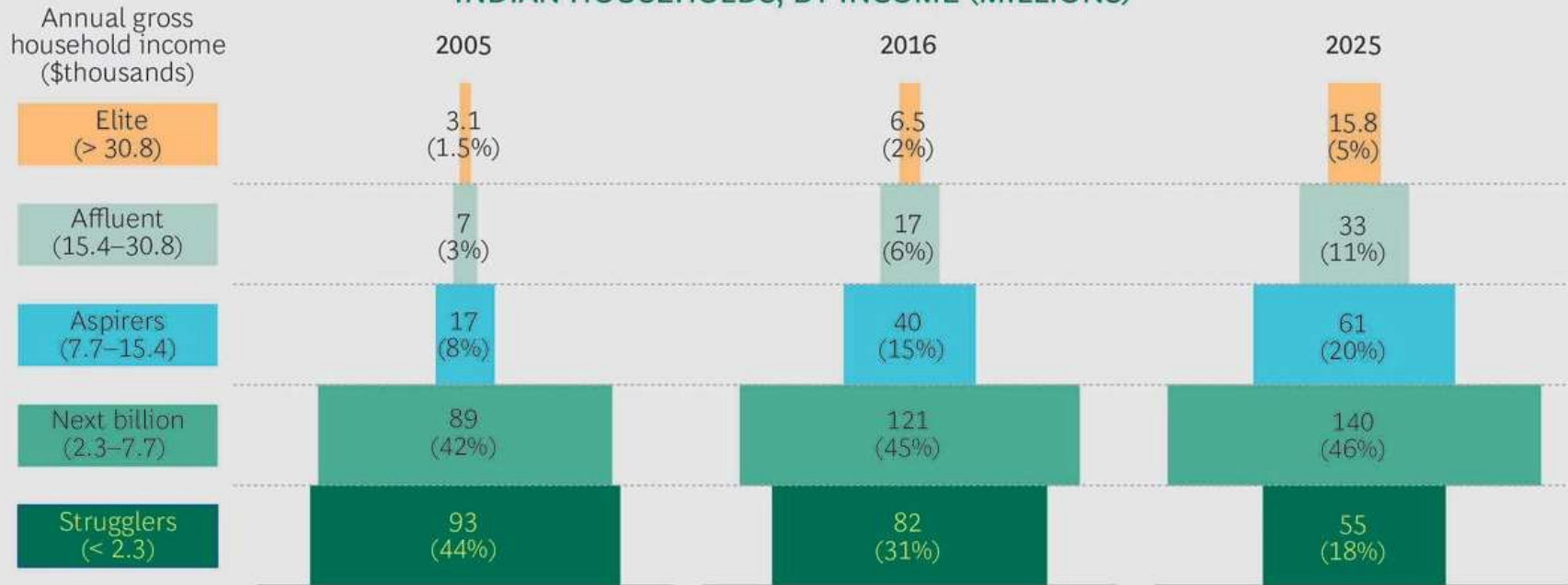
Source: PwC analysis based on various historical and forecast sources, including Oxford Economics

India China

**20% of the world's working-age population will live in India by 2025. That means a growing pool of buyers for goods and services, and a growing middle**

## IN INDIA, INCOME DISTRIBUTION IS EVOLVING AS AFFLUENCE RISES

INDIAN HOUSEHOLDS, BY INCOME (MILLIONS)



Sources: BCG CCI proprietary income database; BCG analysis.

Note: Income distribution is calculated in constant 2015 dollars; \$1 = 65 rupees. Because of rounding, not all percentages add up to 100.

**Rising affluence is the biggest driver of increasing consumption.**

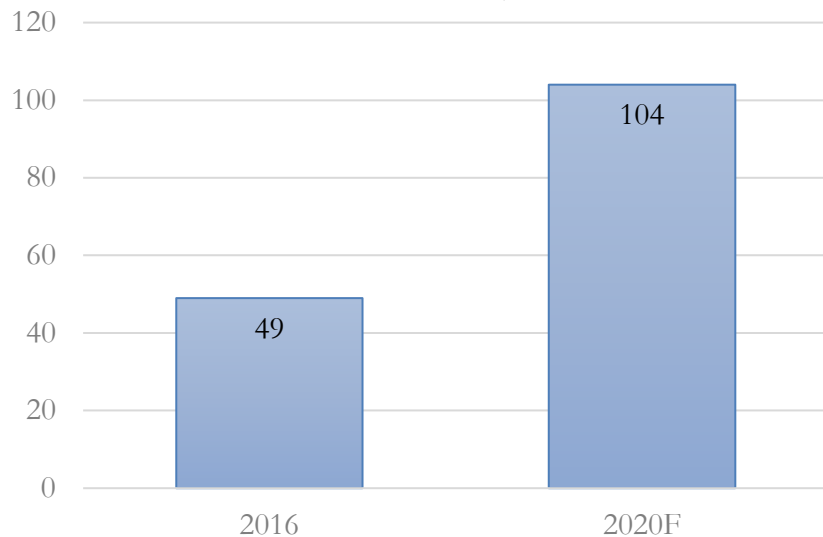
## **OPPORTUNITIES IN CONSUMPTION SECTOR**

- **FAST-MOVING CONSUMER GOODS(FMCG)**
- **CONSUMER DURABLES**
- **AUTOMOBILES**
- **MEDIA & ENTERTAINMENT**

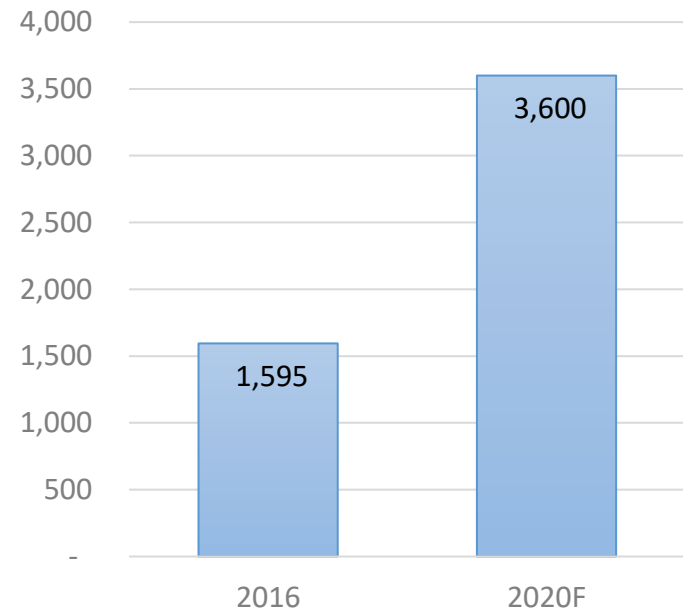
# FAST MOVING CONSUMER GOODS (FMCG)



### FMCG Market in India (US\$ Billion)



### Total Consumption Expenditure (US\$ Billion)

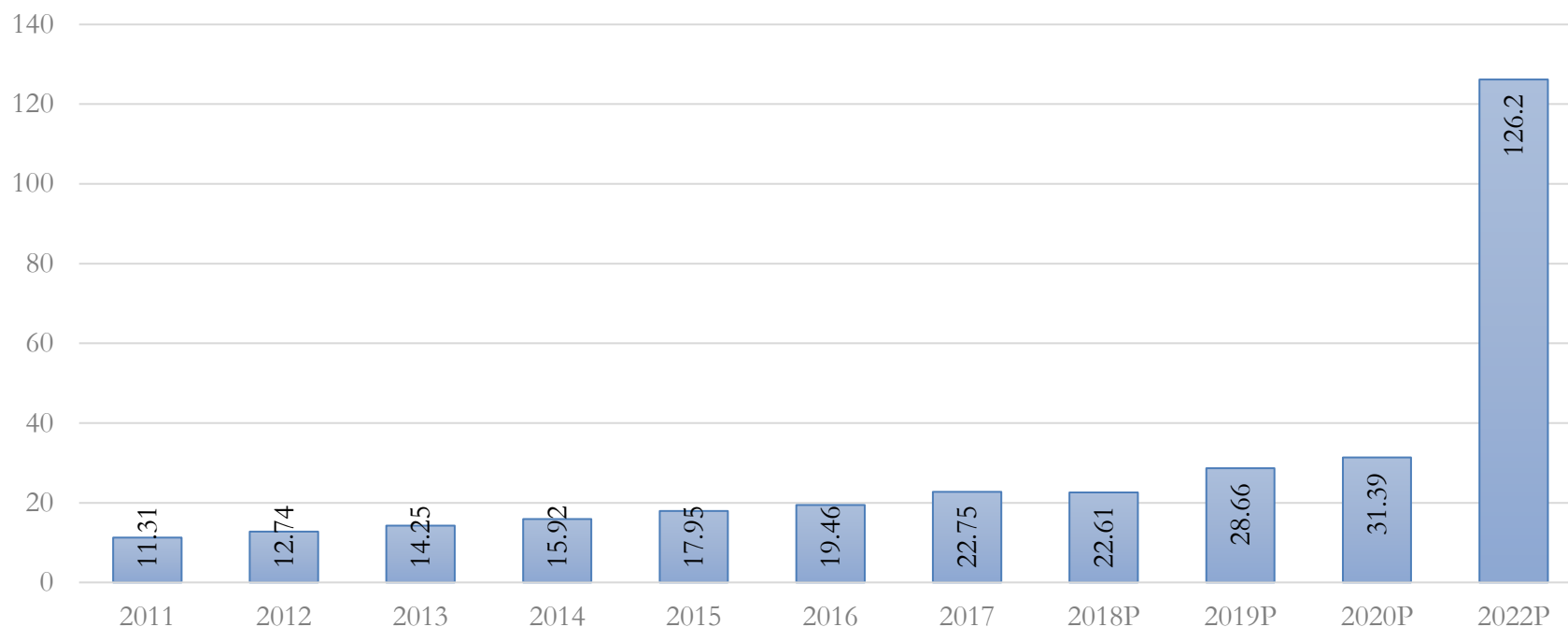


**FMCG market in India is expected to grow at a CAGR of 20.6% and is expected to reach US\$ 103.7 billion by 2020 from US\$ 49 billion in 2016.**

## MEDIA & ENTERTAINMENT



Size of India Media & Entertainment Sector (US\$ Billion)



- The next 5 years will see digital technologies increase their influence across the industry leading to a sea change in consumer behavior across all segments
- The entertainment industry is projected to be more than US\$ 62.2 billion by FY25
- In 2017, television market generated revenue of Rs 660 billion(US\$ 10.19 billion).

## FUND FACTS



### Benchmark

Nifty India Consumption TRI

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### Performance History

Since December 28<sup>th</sup>, 2015

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### Portfolio Orientation

Investment in 80% of its assets in equity/equity related instruments of the companies in the Consumption Oriented sectors in India

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### Fund Manager

Sonam Udasi (Fund Manager) (Managing Since 1st April 2016)  
Enette Fernandes (Assistant Fund Manager) (Managing Since 18th June 2018)

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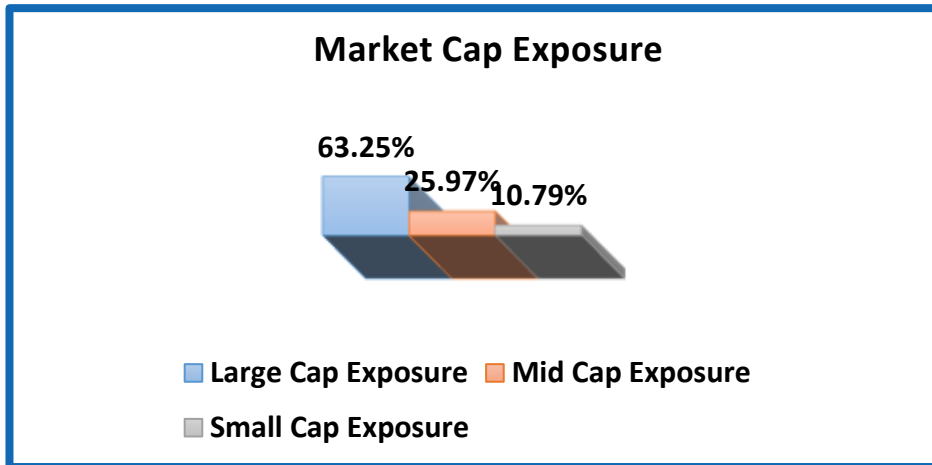
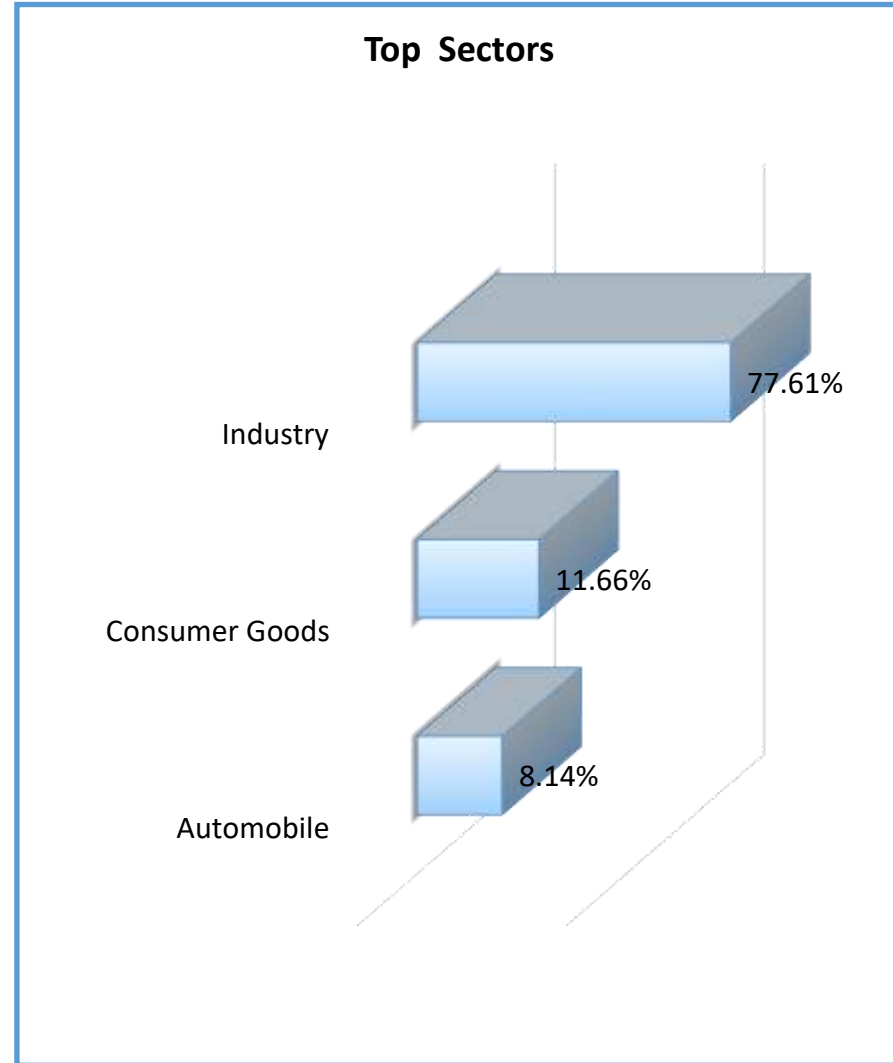
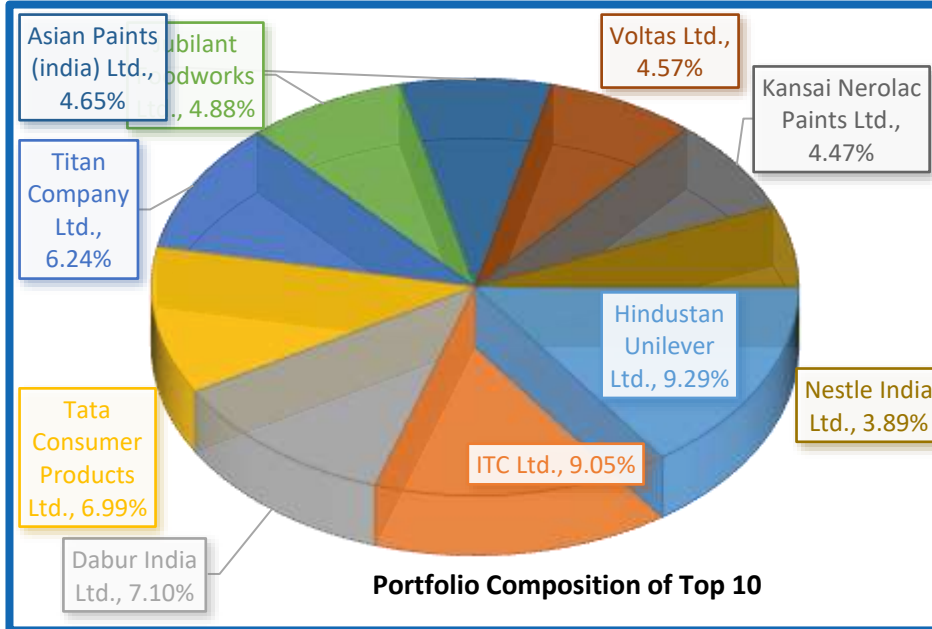
### Exit Load

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

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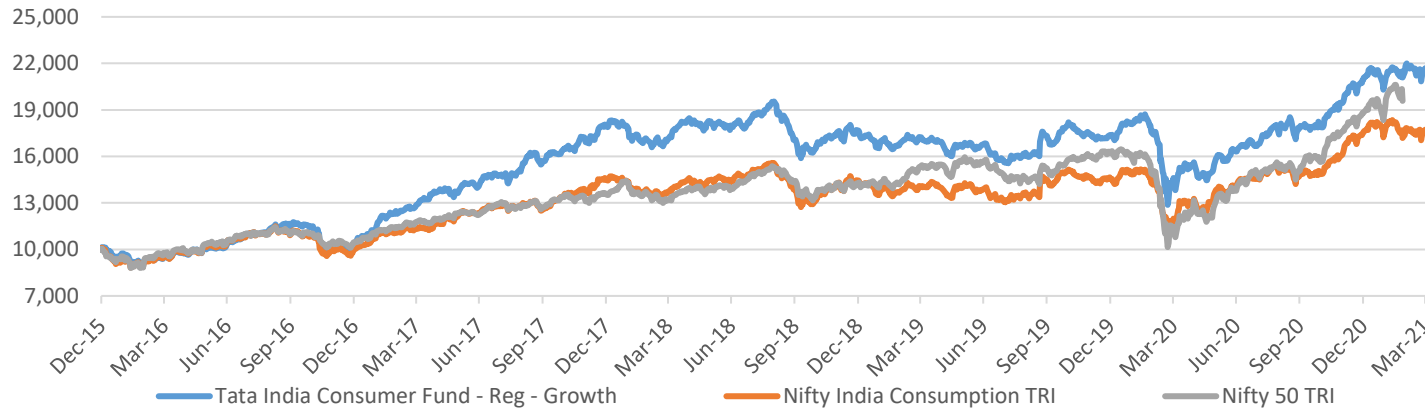
# PORTFOLIO HIGHLIGHTS – TATA INDIA CONSUMER FUND



Data as of 31<sup>st</sup> March 2021

Portfolio Composition as per our Internal Calculation. For Market Cap : Please refer note no 9 under Disclaimer.

# TATA INDIA CONSUMER FUND – Current Value of Initial Investment of RS. 10,000/-



**Rs.21,683**

**Rs.19,803**

**Rs.17,718**

## Performance of the Scheme :

| Tata India Consumer Fund |           |        | Nifty India Consumption TRI* |        | Nifty 50 TRI# |        |
|--------------------------|-----------|--------|------------------------------|--------|---------------|--------|
| Period                   | Return %  | Rs.    | Return %                     | Rs.    | Return %      | Rs.    |
| 1 Year                   | 48.52%    | 14,852 | 47.78%                       | 14,778 | 72.54%        | 17,254 |
| 3 Year                   | 8.48%     | 12,778 | 9.21%                        | 13,039 | 14.58%        | 15,064 |
| 5 Year                   | 17.88%    | 22,771 | 13.13%                       | 18,540 | 15.12%        | 20,228 |
| Since Inception          | 15.85%    | 21,683 | 11.49%                       | 17,718 | 13.87%        | 19,803 |
| Inception Date           | 28-Dec-15 |        |                              |        |               |        |

**Data as of 31<sup>st</sup> March 2021**

**Fund Managers : Sonam Udasi (Fund Manager) (Managing Since 1st April 2016) Enette Fernandes (Assistant Fund Manager) (Managing Since 18th June 2018)**

Past performance may or may not be sustained in future

**Mutual Fund Investments are subject to market risks, read all scheme related documents carefully**

## Performance data of Other Schemes Managed by Sonam Udasi



| Tata Equity P/E Fund |           |         | S&P BSE Sensex TRI* |           |
|----------------------|-----------|---------|---------------------|-----------|
| Period               | Return %  | Rs.     | Return %            | Rs.       |
| 1 Year               | 67.15%    | 16,715  | 69.82%              | 16,982    |
| 3 Year               | 6.91%     | 12,230  | 15.81%              | 15,559    |
| 5 Year               | 14.87%    | 20,011  | 15.73%              | 20,773    |
| Since Inception      | 18.17%    | 164,260 | 16.50%              | 129,474   |
| Inception Date       | 29-Jun-04 |         | Managing Since      | 01-Apr-16 |

| Tata Banking And Financial Services Fund |           |        | Nifty Financial Services TRI* |           | Nifty 50 TRI# |        |
|--|-----------|--------|-------------------------------|-----------|---------------|--------|
| Period                                   | Return %  | Rs.    | Return %                      | Rs.       | Return %      | Rs.    |
| 1 Year                                   | 61.55%    | 16,155 | 69.09%                        | 16,909    | 72.54%        | 17,254 |
| 3 Year                                   | 12.21%    | 14,147 | 15.95%                        | 15,613    | 14.58%        | 15,064 |
| 5 Year                                   | 18.04%    | 22,928 | 19.82%                        | 24,711    | 15.12%        | 20,228 |
| Since Inception                          | 17.24%    | 23,083 | 17.36%                        | 23,212    | 13.87%        | 19,803 |
| Inception Date                           | 28-Dec-15 |        | Managing Since                | 01-Apr-16 |               |        |

| Tata Flexi Cap Fund |           |        | S&P BSE 500 TRI* |           | S&P BSE Sensex TRI# |        |
|---------------------|-----------|--------|------------------|-----------|---------------------|--------|
| Period              | Return %  | Rs.    | Return %         | Rs.       | Return %            | Rs.    |
| 1 Year              | 56.01%    | 15,601 | 78.63%           | 17,863    | 69.82%              | 16,982 |
| 3 Year              | NA        | NA     | NA               | NA        | NA                  | NA     |
| 5 Year              | NA        | NA     | NA               | NA        | NA                  | NA     |
| Since Inception     | 12.21%    | 13,442 | 10.71%           | 12,984    | 11.78%              | 13,309 |
| Inception Date      | 06-Sep-18 |        | Managing Since   | 17-Aug-18 |                     |        |

Data as of 31<sup>st</sup> March 2021

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## Performance data of Other Schemes Managed by Sonam Udasi

| Tata Retirement Savings Fund - Progressive Plan |           |        | S&P BSE 200 TRI* |        | S&P BSE Sensex TRI <sup>#</sup> |        |
|---|-----------|--------|------------------|--------|---------------------------------|--------|
| Period  | Return %  | Rs.    | Return %         | Rs.    | Return %                        | Rs.    |
| 1 Year  | 55.20%    | 15,520 | 76.26%           | 17,626 | 69.82%                          | 16,982 |
| 3 Year  | 9.86%     | 13,273 | 13.74%           | 14,737 | 15.81%                          | 15,559 |
| 5 Year  | 15.22%    | 20,311 | 15.50%           | 20,562 | 15.73%                          | 20,773 |
| Since Inception                                 | 14.87%    | 36,915 | 13.71%           | 33,538 | 13.22%                          | 32,195 |
| Inception Date                                  | 01-Nov-11 |        | Managing Since   |        | 01-Apr-16                       |        |

| Tata Retirement Savings Fund - Moderate Plan |           |        | Crisil Hybrid 25+75 - Aggressive Index* |        | S&P BSE Sensex TRI <sup>#</sup> |        |
|--|-----------|--------|---|--------|---------------------------------|--------|
| Period                                       | Return %  | Rs.    | Return %                                | Rs.    | Return %                        | Rs.    |
| 1 Year                                       | 47.68%    | 14,768 | 57.06%                                  | 15,706 | 69.82%                          | 16,982 |
| 3 Year                                       | 9.28%     | 13,064 | 13.23%                                  | 14,535 | 15.81%                          | 15,559 |
| 5 Year                                       | 13.53%    | 18,867 | 14.22%                                  | 19,445 | 15.73%                          | 20,773 |
| Since Inception                              | 15.02%    | 37,368 | 12.85%                                  | 31,214 | 13.22%                          | 32,195 |
| Inception Date                               | 01-Nov-11 |        | Managing Since                          |        | 01-Apr-16                       |        |

| Tata Retirement Savings Fund - Conservative Plan |           |        | CRISIL Short Term Debt Hybrid 75+25 Fund Index* |        | CRISIL 10 Year Gilt Index <sup>#</sup> |        |
|--|-----------|--------|---|--------|--|--------|
| Period   | Return %  | Rs.    | Return %  | Rs.    | Return %                               | Rs.    |
| 1 Year   | 18.37%    | 11,837 | 22.83%  | 12,283 | 3.60%                                  | 10,360 |
| 3 Year   | 7.45%     | 12,416 | 10.32%  | 13,442 | 8.24%                                  | 12,693 |
| 5 Year   | 9.06%     | 15,434 | 10.32%  | 16,346 | 7.17%                                  | 14,141 |
| Since Inception                                  | 9.46%     | 23,433 | 10.18%  | 24,913 | 7.76%                                  | 20,209 |
| Inception Date                                   | 01-Nov-11 |        | Managing Since                                  |        | 01-Apr-16                              |        |

**Data as of 31<sup>st</sup> March 2021**

Past performance may or may not be sustained in future

**Mutual Fund Investments are subject to market risks, read all scheme related documents carefully**

## Performance data of Other Schemes Managed by Sonam Udasi



| Tata Index Fund - Nifty Plan |           |         | Nifty 50 TRI*  |           |
|------------------------------|-----------|---------|----------------|-----------|
| Period                       | Return %  | Rs.     | Return %       | Rs.       |
| 1 Year                       | 69.08%    | 16,908  | 72.54%         | 17,254    |
| 3 Year                       | 13.69%    | 14,717  | 14.58%         | 15,064    |
| 5 Year                       | 14.09%    | 19,338  | 15.12%         | 20,228    |
| Since Inception              | 15.89%    | 144,437 | 17.25%         | 178,511   |
| Inception Date               | 25-Feb-03 |         | Managing Since | 01-Apr-16 |

| Tata Index Fund - Sensex Plan |           |         | S&P BSE Sensex TRI* |           |
|-------------------------------|-----------|---------|---------------------|-----------|
| Period                        | Return %  | Rs.     | Return %            | Rs.       |
| 1 Year                        | 65.48%    | 16,548  | 69.82%              | 16,982    |
| 3 Year                        | 14.77%    | 15,140  | 15.81%              | 15,559    |
| 5 Year                        | 14.63%    | 19,801  | 15.73%              | 20,773    |
| Since Inception               | 15.79%    | 142,179 | 17.91%              | 197,444   |
| Inception Date                | 25-Feb-03 |         | Managing Since      | 01-Apr-16 |

**Data as of 31<sup>st</sup> March 2021**

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## Performance data of Other Schemes Managed by Sonam Udasi

### CLOSE ENDED FUNDS

| Tata Value Fund Series - 1 |           |        | S&P BSE 200 TRI* |        | S&P BSE Sensex TRI# |           |
|----------------------------|-----------|--------|------------------|--------|---------------------|-----------|
| Period                     | Return %  | Rs.    | Return %         | Rs.    | Return %            | Rs.       |
| 1 Year                     | 57.30%    | 15,730 | 76.26%           | 17,626 | 69.82%              | 16,982    |
| 3 Year                     | NA        | NA     | NA               | NA     | NA                  | NA        |
| 5 Year                     | NA        | NA     | NA               | NA     | NA                  | NA        |
| Since Inception            | 7.51%     | 12,166 | 13.10%           | 13,958 | 13.36%              | 14,046    |
| Inception Date             | 16-Jul-18 |        | Managing Since   |        |                     | 22-Jun-18 |

| Tata Value Fund Series - 2 |           |        | S&P BSE 200 TRI* |        | S&P BSE Sensex TRI# |           |
|----------------------------|-----------|--------|------------------|--------|---------------------|-----------|
| Period                     | Return %  | Rs.    | Return %         | Rs.    | Return %            | Rs.       |
| 1 Year                     | 54.24%    | 15,424 | 76.26%           | 17,626 | 69.82%              | 16,982    |
| 3 Year                     | NA        | NA     | NA               | NA     | NA                  | NA        |
| 5 Year                     | NA        | NA     | NA               | NA     | NA                  | NA        |
| Since Inception            | 6.23%     | 11,744 | 11.34%           | 13,308 | 12.16%              | 13,570    |
| Inception Date             | 03-Aug-18 |        | Managing Since   |        |                     | 13-Jul-18 |

**Data as of 31<sup>st</sup> March 2021**

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# Performance data of Other Schemes Managed by Enette Fernandes



| Tata Retirement Savings Fund - Progressive Plan |           |        | S&P BSE 200 TRI* |        | S&P BSE Sensex TRI# |           |
|---|-----------|--------|------------------|--------|---------------------|-----------|
| Period  | Return %  | Rs.    | Return %         | Rs.    | Return %            | Rs.       |
| 1 Year  | 55.20%    | 15,520 | 76.26%           | 17,626 | 69.82%              | 16,982    |
| 3 Year  | 9.86%     | 13,273 | 13.74%           | 14,737 | 15.81%              | 15,559    |
| 5 Year  | 15.22%    | 20,311 | 15.50%           | 20,562 | 15.73%              | 20,773    |
| Since Inception                                 | 14.87%    | 36,915 | 13.71%           | 33,538 | 13.22%              | 32,195    |
| Inception Date                                  | 01-Nov-11 |        | Managing Since   |        |                     | 18-Jun-18 |

| Tata Retirement Savings Fund - Moderate Plan |           |        | Crisil Hybrid 25+75 - Aggressive Index* |        | S&P BSE Sensex TRI# |           |
|--|-----------|--------|---|--------|---------------------|-----------|
| Period                                       | Return %  | Rs.    | Return %                                | Rs.    | Return %            | Rs.       |
| 1 Year                                       | 47.68%    | 14,768 | 57.06%                                  | 15,706 | 69.82%              | 16,982    |
| 3 Year                                       | 9.28%     | 13,064 | 13.23%                                  | 14,535 | 15.81%              | 15,559    |
| 5 Year                                       | 13.53%    | 18,867 | 14.22%                                  | 19,445 | 15.73%              | 20,773    |
| Since Inception                              | 15.02%    | 37,368 | 12.85%                                  | 31,214 | 13.22%              | 32,195    |
| Inception Date                               | 01-Nov-11 |        | Managing Since                          |        |                     | 18-Jun-18 |

| Tata Retirement Savings Fund - Conservative Plan |           |        | CRISIL Short Term Debt Hybrid 75+25 Fund Index* |        | CRISIL 10 Year Gilt Index# |           |
|--|-----------|--------|---|--------|----------------------------|-----------|
| Period   | Return %  | Rs.    | Return %  | Rs.    | Return %                   | Rs.       |
| 1 Year   | 18.37%    | 11,837 | 22.83%  | 12,283 | 3.60%                      | 10,360    |
| 3 Year   | 7.45%     | 12,416 | 10.32%  | 13,442 | 8.24%                      | 12,693    |
| 5 Year   | 9.06%     | 15,434 | 10.32%  | 16,346 | 7.17%                      | 14,141    |
| Since Inception                                  | 9.46%     | 23,433 | 10.18%  | 24,913 | 7.76%                      | 20,209    |
| Inception Date                                   | 01-Nov-11 |        | Managing Since                                  |        |                            | 18-Jun-18 |

Data as of 31<sup>st</sup> March 2021

Past performance may or may not be sustained in future

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## Performance data of Other Schemes Managed by Enette Fernandes



| Tata India Tax Savings Fund |           |         | S&P BSE Sensex TRI* |           |
|-----------------------------|-----------|---------|---------------------|-----------|
| Period                      | Return %  | Rs.     | Return %            | Rs.       |
| 1 Year                      | 67.23%    | 16,723  | 69.82%              | 16,982    |
| 3 Year                      | 10.62%    | 13,552  | 15.81%              | 15,559    |
| 5 Year                      | 14.31%    | 19,525  | 15.73%              | 20,773    |
| Since Inception             | 18.59%    | 711,750 | 13.10%              | 217,615   |
| Inception Date              | 31-Mar-96 |         | Managing Since      | 18-Jun-18 |

| Tata Ethical Fund |           |         | Nifty 500 Shariah TRI* |        | Nifty 50 TRI# |         |
|-------------------|-----------|---------|------------------------|--------|---------------|---------|
| Period            | Return %  | Rs.     | Return %               | Rs.    | Return %      | Rs.     |
| 1 Year            | 66.01%    | 16,601  | 78.45%                 | 17,845 | 72.54%        | 17,254  |
| 3 Year            | 12.56%    | 14,278  | 15.15%                 | 15,292 | 14.58%        | 15,064  |
| 5 Year            | 12.44%    | 17,976  | 17.23%                 | 22,148 | 15.12%        | 20,228  |
| Since Inception   | 16.34%    | 430,819 | NA                     | NA     | 12.37%        | 181,975 |
| Inception Date    | 24-May-96 |         | Managing Since         |        | 09-Mar-21     |         |

| Tata Focused Equity Fund |           |        | S&P BSE 200 TRI* |        | S&P BSE Sensex TRI# |        |
|--------------------------|-----------|--------|------------------|--------|---------------------|--------|
| Period                   | Return %  | Rs.    | Return %         | Rs.    | Return %            | Rs.    |
| 1 Year                   | 71.26%    | 17,126 | 76.26%           | 17,626 | 69.82%              | 16,982 |
| 3 Year                   | NA        | NA     | NA               | NA     | NA                  | NA     |
| 5 Year                   | NA        | NA     | NA               | NA     | NA                  | NA     |
| Since Inception          | 16.82%    | 12,279 | 20.12%           | 12,739 | 17.04%              | 12,309 |
| Inception Date           | 05-Dec-19 |        | Managing Since   |        | 09-Mar-21           |        |

Data as of 31<sup>st</sup> March 2021

Past performance may or may not be sustained in future

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**Disclaimer:**

- 1) Scheme returns in terms of CAGR are provided for past 1 year, 3 years, 5 years and since inception.
- 2) Point-to-point returns on a standard investment of Rs. 10,000/- are in addition to CAGR for the schemes.
- 3) Different plans shall have a different expense structure. The performance details provided herein are of regular plan Growth Option except for TATA Mid Cap Growth Fund & TATA India Tax Savings Fund where performance details given is for regular plan dividend option.
- 4) NA stands for schemes in existence for more than 1 year but less than 3 years or 5 years, or instances where benchmark data for corresponding period not available.
- 5) Period for which schemes performance has been provided is computed basis last day of the month - end preceding the date of advertisement.
- 6) Past performance may or may not be sustained in future. For computation of since inception returns the allotment NAV has been taken as Rs. 10.00 . All payouts during the period have been reinvested in the units of the scheme at the then prevailing NAV. Load is not considered for computation of returns. While calculating returns dividend distribution tax is excluded. Scheme in existence for less than 1-year performance details are not provided
- 7) The last 2 columns represents additional benchmark wherever applicable.
- 8)\*Scheme Benchmark , # Additional Benchmark.
- 9) Market capitalization as per SEBI circular : A) Large Cap: 1<sup>st</sup> -100<sup>th</sup> company in terms of full market capitalization. B) Mid Cap: 101<sup>st</sup> -250<sup>th</sup> company in terms of full market capitalization. C) Small Cap: 251<sup>st</sup> company onwards in terms of full market capitalization.

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read all scheme related documents carefully**

Toll Free Number : **1800-209-0101** | SMS: **TMF to 57575**



### Disclosure for Composite CAGR Calculation

| Scheme Name                                  | Index Name         | Remarks   |
|--|--------------------|---|
| Tata India Tax Savings Fund - Reg - Dividend | S&P BSE Sensex TRI | As TRI data is not available Since Inception of the scheme, benchmark performance is calculated using composite CAGR of S&P BSE Sensex PRI values from date 29-Mar-1996 to date 31-May-2007 and TRI values since date 31-May-2007 |
| Tata Index Fund - Sensex Plan - Reg          | S&P BSE Sensex TRI | As TRI data is not available Since Inception of the scheme, benchmark performance is calculated using composite CAGR of S&P BSE Sensex PRI values from date 25-Feb-2003 to date 31-May-2007 and TRI values since date 31-May-2007 |
| Tata Equity P/E Fund - Reg – Growth          | S&P BSE Sensex TRI | As TRI data is not available Since Inception of the scheme, benchmark performance is calculated using composite CAGR of S&P BSE Sensex PRI values from date 29-Jun-2004 to date 31-May-2007 and TRI values since date 31-May-2007 |

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