

India's consumer market to reach \$4 trillion by 2030\*

Invest in companies driving the world's fastest-growing consumer market#



## AXIS CONSUMPTION FUND

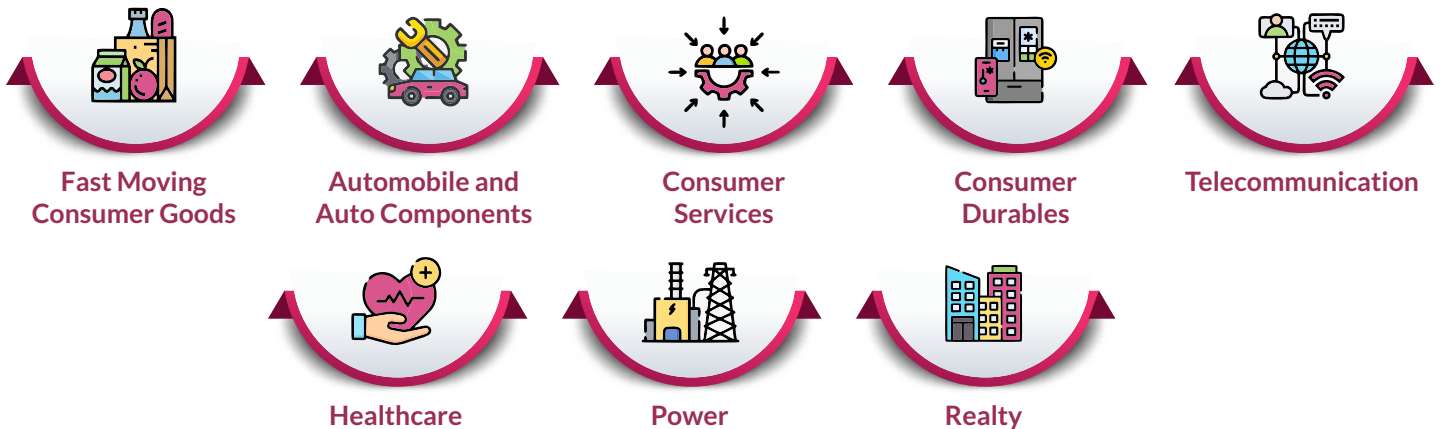
NFO PERIOD: 23<sup>rd</sup> Aug to 06<sup>th</sup> Sep 2024

#Source: CEIC, Haver, UBS. Data as on June 2024.

\*Source: [https://www.business-standard.com/industry/news/consumer-spending-in-india-to-exceed-4-trillion-by-2030-says-report-123081000582\\_1.html](https://www.business-standard.com/industry/news/consumer-spending-in-india-to-exceed-4-trillion-by-2030-says-report-123081000582_1.html)






### >> Consumption – A broad theme beyond FMCG

More than 8 sectors and 70 basic industries form part of the universe



Data as on June 2024. Sectors represented above are based on AMFI classification and are for Nifty India Consumption Index. Media and entertainment sector also forms part of the eligible sector, but is not currently part of the constituents. Sector(s)/ Stock(s)/ Issuer(s) mentioned above are for the purpose of disclosure of the portfolio of the Scheme(s) and should not be construed as recommendation. The fund manager(s) may or may not choose to hold the stock mentioned, from time to time. Methodology of Nifty India Consumption Index: <https://www.niftyindices.com/indices/equity/thematic-indices/nifty-india-consumption>

### >> What is driving consumption?

- 
**Rise in Per Capita Income**  
 With growing per capita income, comes more power to consume across segments
- 
**Favourable Demographics**  
 Higher and younger working age population means more consumption and rapid evolution
- 
**Urbanization**  
 More urban population means consuming beyond essential items
- 
**Premiumization**  
 Upgrading lifestyle is every Indian's aspiration
- 
**Digitalization**  
 Convenience of Buying, paying and consuming, even for a consumer in remote location
- 
**Easy credit**  
 UPI, credit cards, EMI, makes it easy to consume more/large today

## >> Consumers are moving beyond 'Basic Needs'

### Changing Foodscape

From home meals to fancy restaurants, ready-to-eat packaged food



### Changing Fashion Landscape

Shifting trend towards branded and luxury labels



### Changing Home centric Landscape

Bigger & spacious homes with amenities that have now become essentials



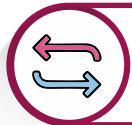
### Changing Mobility Landscape

Growing preference for hybrid and electric cars & move away from small car to SUV with feature rich models



## >> It is not only about consuming 'Products'

*Experience is equally important*



**7 out of 10 shoppers** say they're willing to switch to a new brand



**55% of consumers** are unlikely to buy a product without UGC (User Generated Content)

Source: Bazaarvoice Shopper Experience Index. Latest available data as on June 2024.

### Demand for Convenience

Shopping from the comfort of home  
**Zomato**



### Personalization and Customization

What I want is what I see  
**Netflix**



### Focus on Sustainability

Clean technology  
**Tata Motors**



### Premiumization

Preference for luxury items  
**iPhone**



Sector(s) / Stock(s) mentioned above are for the purpose of illustration of theme and should not be construed as a recommendation. The fund manager(s) may or may not choose to hold the stock mentioned, from time to time. The logo/image featured is a registered trademark of the company and is used here only for illustration purpose.

## >> Outperforms the broader market often with relatively lower drawdowns in the past

### Performance of Nifty Consumption versus Broader Market Index

Date	Nifty India Consumption	Nifty 500
Dec-07	37.6	62.5
Dec-08	-43.3	-57.1
Dec-09	51.3	88.6
Dec-10	21.2	14.1
Dec-11	-10.7	-27.2
Dec-12	37.3	31.8
Dec-13	9.6	3.6
Dec-14	29.7	37.8
Dec-15	8.0	-0.7
Dec-16	-2.5	3.8
Dec-17	45.1	35.9
Dec-18	-2.3	-3.4
Dec-19	-0.6	7.7
Dec-20	19.3	16.7
Dec-21	19.3	30.2
Dec-22	7.1	3.0
Dec-23	26.8	25.8

#### Drawdown: March 2009 (Global Financial Crisis):

Nifty 500 : -64.3%  
Nifty India Consumption : -52.3%



#### Drawdown: March 2020 (Covid):

Nifty 500 : -38.3%  
Nifty India Consumption : -32.4%

Source: Bloomberg, MFI Data as on June 2024. Past performance may or may not be sustained in the future. The above information should not be construed as promise, guarantee or forecast of returns of Axis Consumption Fund.

## >> About Axis Consumption Fund

### Investment Philosophy



Active Management



Across market capitalization



Quality focused style



Bottom-up approach

Please refer to the Scheme Information document of the scheme for detailed asset allocation and investment strategy. Axis AMC may appoint investment advisors for overseas investments. Currently, Axis AMC has an arrangement with Schroders Investment Management Limited to seek investment advice for investment in foreign securities. The above strategy may change in future depending on market conditions or fund manager views.

## >> Actively Managed Investment Approach

### Capture emerging trend in Consumer Story

#### Formalization

Increased market share with the shift towards organised market in sectors such as apparel, tiles and sanitary ware, textile, footwear, jewellery, etc.



#### Innovation

Innovation is not limited Tech industry, but there is much innovation happening within the consumption segment (sports energy drinks, cold pressed oils)



#### Penetration

Massive scope for online penetration for categories like online fashion and grocery, quick commerce

#### Urbanization

The shift towards urbanization has led to changing life styles and work styles. Impacting sectors like Real Estate and increased wallet share of Consumer Discretionary



#### Premiumization

Consumers are upgrading to packaged, branded or higher priced offerings, or adding new products or services to their consumption routine. E.g. Auto, FMCG Beauty and Personal Care



Please refer to the Scheme Information document of the document for detailed asset allocation and investment strategy. Axis AMC may appoint investment advisors for overseas investments. Currently, Axis AMC has an arrangement with Schroders Investment Management Limited to seek investment advice for investment in foreign securities.




## Fund Details

NFO Period: 23<sup>rd</sup> August to 6<sup>th</sup> September 2024




**Category**  
Thematic




**Typical Investment Horizon:**  
5+ years



**Benchmark**  
NIFTY India Consumption TRI



**Min. application amount:**  
₹ 100 and in multiples of ₹ 1 thereafter



**Fund Manager**  
Mr. Hitesh Das and Mr. Shreyash Devalkar  
Ms. Krishnaa Narayan (for Foreign securities)



**Exit Load:** If redeemed/ switched-out within 12 months from allotment date:  
**For 10% of investments: NIL**  
**For remaining investments: 1%**  
If redeemed/ switched-out after 12 months from allotment date: **NIL**

For detailed Investment strategy please refer SID/KIM of the Scheme available on the website.

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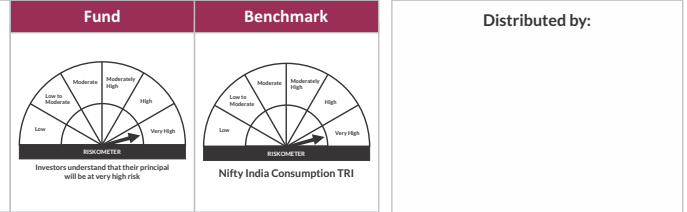
(An open-ended equity scheme following consumption theme)

**Benchmark:** Nifty India Consumption TRI

This product is suitable for investors who are seeking\*

- Capital appreciation over long term
- An equity scheme investing in equity & equity related securities of companies engaged in consumption and consumption related sector or allied sectors

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



(The product labelling assigned during the New Fund Offer is based on internal assessment of the Scheme Characteristics or model portfolio and the same may vary post NFO when actual investments are made)

### Statutory Details and Risk Factors

Data updated as of 30<sup>th</sup> June 2024.

**Past performance may or may not be sustained in the future.** Sector(s)/ Stock(s)/ Issuer(s) mentioned above are for the purpose of disclosure of the portfolio of the Scheme(s) and should not be construed as recommendation. The fund manager(s) may or may not choose to hold the stock mentioned, from time to time.

Hitesh Das is Managing Axis ESG Integration Strategy Fund since 12<sup>th</sup> Feb, 2020, Axis Equity Saver Fund since 17<sup>th</sup> Jan, 2023, Axis Multicap Fund since 26<sup>th</sup> May, 2023, Axis Nifty IT Index Fund since 18<sup>th</sup> Jul, 2023, Axis Focused Fund, Axis Flexi Cap Fund and Axis Growth Opportunities Fund since 3<sup>rd</sup> Aug, 2023 and Axis NIFTY IT ETF, Axis Nifty 50 Index Fund since 5<sup>th</sup> Apr, 2024.

Shreyash Devalkar is Managing Axis BlueChip Fund, Axis Midcap Fund since 23<sup>rd</sup> Nov, 2016, Axis Equity ETFs FoF since 24<sup>th</sup> Feb, 2022, Axis Multicap Fund since 1<sup>st</sup> Mar, 2023, Axis ELSS Tax Saver Fund, Axis Growth Opportunities Fund, Axis ESG Integration Strategy Fund and Axis NIFTY Healthcare ETF since 4<sup>th</sup> Aug, 2023 and Axis India Manufacturing Fund since 27<sup>th</sup> Dec, 2023.

Krishnaa N is Managing Axis BlueChip Fund, Axis Focused Fund, Axis Midcap Fund, Axis Flexi Cap Fund, Axis Growth Opportunities Fund, Axis Small Cap Fund, Axis ESG Integration Strategy Fund, Axis Global Equity Alpha Fund of Fund, Axis Innovation Fund, Axis Greater China Equity Fund of Fund, Axis Global Innovation Fund of Fund, Axis Quant Fund, Axis Value Fund, Axis NASDAQ 100 Fund of Fund and Axis US Treasury Dynamic Bond ETF Fund of Fund since 1<sup>st</sup> Mar, 2024 and Axis Retirement Savings Fund - Dynamic Plan, Axis Retirement Savings Fund - Conservative Plan and Axis Retirement Savings Fund - Aggressive Plan since 5<sup>th</sup> Apr, 2024.

**Statutory Details:** Axis Mutual Fund has been established as a Trust under the Indian Trusts Act, 1882, sponsored by Axis Bank Ltd. (liability restricted to ₹ 1 Lakh). **Trustee:** Axis Mutual Fund Trustee Ltd. **Investment Manager:** Axis Asset Management Co. Ltd. (the AMC). **Risk Factors:** Axis Bank Limited is not liable or responsible for any loss or shortfall resulting from the operation of the scheme. This document represents the views of Axis Asset Management Co. Ltd. and must not be taken as the basis for an investment decision. Neither Axis Mutual Fund, Axis Mutual Fund Trustee Limited nor Axis Asset Management Company Limited, its Directors or associates shall be liable for any damages including lost revenue or lost profits that may arise from the use of the information contained herein. No representation or warranty is made as to the accuracy, completeness or fairness of the information and opinions contained herein. The AMC reserves the right to make modifications and alterations to this statement as may be required from time to time.

### Performance Disclaimer and Risk factors

**Past performance may or may not be sustained in the future.**

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