

Invest in India's Growing Consumption Appetite

Introducing ITI Bharat Consumption Fund

(An open ended equity scheme following consumption theme)

NFO opens: 6th February 2025

NFO closes: 20th February 2025



About ITI Bharat Consumption Fund

1

A true to label Consumption Fund which focuses on sectors expected to benefit from consumption led demand

2

Market cap agnostic fund with a portfolio construction a mix of top down and bottom up stock picking process

3

Actively managed fund aligned to the preferences and habits across generations, tapping into the pulse of what people

4

Thematic yet diversified fund as investments in sectors within consumption theme

Why Consider Investing in Consumption Theme

Date	Returns (%)		
	Nifty 50 TRI	Nifty 500 TRI	Nifty India Consumption TRI
CY24	10.01%	16.11%	19.60%
CY23	21.36%	26.99%	28.03%
CY22	5.71%	4.26%	8.55%
CY21	25.59%	31.60%	20.82%
CY20	16.09%	17.84%	20.45%
CY19	13.48%	8.97%	0.55%
CY18	4.61%	-2.12%	-1.06%
CY17	30.35%	37.76%	46.83%
CY16	4.39%	5.12%	-1.32%
CY15	-3.01%	0.22%	8.98%
CY14	32.90%	39.30%	31.53%

Date	Volatility (%)		
	Nifty 50 TRI	Nifty 500 TRI	Nifty India Consumption TRI
CY24	13.88%	14.92%	13.01%
CY23	9.77%	9.65%	9.01%
CY22	17.21%	17.31%	16.91%
CY21	15.62%	15.11%	14.07%
CY20	31.07%	29.29%	25.69%
CY19	13.74%	13.58%	14.74%
CY18	12.81%	13.33%	14.20%
CY17	9.01%	9.62%	10.16%
CY16	15.10%	15.41%	15.48%
CY15	16.13%	16.07%	14.91%
CY14	12.63%	13.23%	11.59%

Nifty India Consumption Index has outperformed NIFTY 50 and NIFTY 500 in 6 out of 11 calendar years with relatively lower volatility

Source: ICRA MFI Explorer; Data as on 31st Dec'24. Data considered of TRI Variant Nifty 50 Index, Nifty 500 Index and Nifty India Consumption Index: CY – Calendar Year returns and volatility is Standard deviation calculated. Returns are CAGR (Compound Annualized returns). Past performance may or may not be sustained in the future. Index performance does not signify scheme performance. The portfolio allocation will be based on stated investment objective and asset allocation and will be subject to changes depending on the fund manager's view of the equity markets. Kindly refer the Scheme Information Document (SID) for the asset allocation pattern of the scheme.

Features of ITI Bharat Consumption Fund



The fund looks to invest in a mix of established, scalable and emerging businesses



The portfolio is expected to be diversified within sectors in the consumption space



The investment universe for the fund is over 500 stocks



Combination of top down and bottom up portfolio creation approach making it market cap agnostic



A fund which could be considered by investors across generations

Fund Details

Name of Scheme	ITI Bharat Consumption Fund
Type of Scheme	An open ended equity scheme following consumption theme
Investment Objective	The investment objective of the Scheme is to seek to generate long-term capital appreciation by investing primarily in Equity and Equity related securities of companies engaged in consumption and consumption related activities or allied sectors
Plan & Options	Plans - Regular Plan & Direct Plan Options under each plan - Growth & Income Distribution Cum Withdrawal (IDCW)
Minimum Application Amount	Lumpsum - Rs. 5000 and in multiples of Rs. 1/- thereafter Systematic Investment Plan- Rs. 500 and in multiples of Rs. 1/- thereafter
Face Value	Offer for Units of Rs. 10 each for cash during the New Fund Offer and Continuous offer for Units at NAV based prices
During NFO & on continuous basis	Minimum Application Amount/switch in - Rs. 5000 and in multiples of Rs. 1/- thereafter Additional purchase amount - Rs. 1000. and in multiples of Rs. 1/- thereafter
Exit Load	0.50% - if redeemed or switched out on or before completion of 3 months from the date of allotment of units Nil - if redeemed or switched out after completion of 3 months from the date of allotment of units
Fund Manager *	Mr. Rohan Korde, Mr. Dhimant Shah
Benchmark Index	Nifty India Consumption TRI

* Mr. Rajesh Bhatia will be managing the Overseas portion of the scheme.

 www.itiamc.com

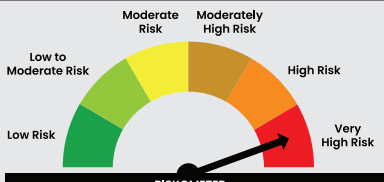
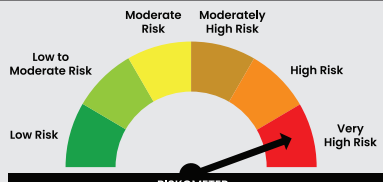
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This product is suitable for investors who are seeking*:	Scheme Risk o Meter	Benchmark Risk o Meter
<ul style="list-style-type: none"> Capital appreciation over long term Invest predominantly in equity and equity related instruments of companies that are likely to benefit directly or indirectly from the domestic consumption led demand. 	 <p>RISKOMETER The risk of the scheme is very high</p>	 <p>RISKOMETER The risk of the benchmark is very high As per AMFI, Tier I Benchmark is Nifty India Consumption (TRI)</p>
<p>*Investors should consult their financial advisors if in doubt about whether the product is suitable for them.</p>		

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