



Opportunity to grow with the growing economy



Nippon India Consumption Fund

(An open ended equity scheme following consumption theme)

Aims to seek Long Term Capital Appreciation

Invests atleast 80% of its net assets in equity/equity related instruments in the domestic consumption space

Contact your Mutual Fund Distributor | Visit : mf.nipponindiaim.com
Customer Care : 1860 266 0111#, 91-22-69259696# (For investors outside India)

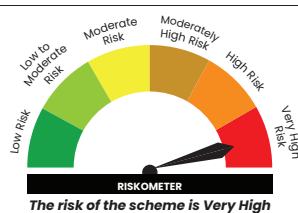
#Charges applicable.

This product is suitable for investors who are seeking*

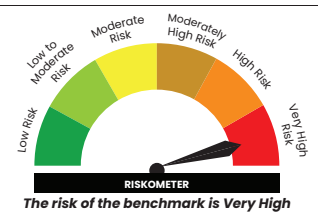
- Long term capital growth.
- Investment predominantly in equity, equity related securities of companies that are likely to benefit directly or indirectly from domestic consumption led demand.

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

Nippon India Consumption Fund



AMFI Tier I Benchmark -Nifty India Consumption TRI



This is current investment strategy based on the prevailing market conditions and is subject to change within the limits of the SID basis the fund manager's view.

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

Investment Objective

The investment objective of the scheme is to seek long term capital appreciation by investing atleast 80% of its net assets in equity/equity related instruments of the companies that are likely to benefit directly or indirectly from the domestic consumption led demand. There is no assurance or guarantee that the investment objective of the scheme will be achieved.

Inception Date	30th Sep 2004
Fund Manager	Amar Kalkundrikar
Benchmark	AMFI Tier I Benchmark - Nifty India Consumption TRI
Month end AUM as on January 31, 2025	Rs. 2,184.16 Crs

Current Investment Philosophy

- ▶ The fund has a focussed approach to investing in leaders or potential leaders that are likely to benefit directly or indirectly from domestic consumption led demand.
- ▶ It is well diversified across key segments like Consumer Non-Durables, Media & Entertainment, Automobile, Healthcare Services, Pharmaceuticals, etc., driven by relative attractiveness of Opportunities and Valuations.
- ▶ The fund has a flexi cap structure, allowing it to participate across market caps.
- ▶ Strong business model that allows for good ROE generation will be the primary basis for investment.
- ▶ Businesses with focus on sustainable profitable growth will be the core components of the investment universe.

Asset Allocation: As on January 31, 2025

Equities	97.00%
Cash and Other Receivables	3.00%

Investment Style: As on January 31, 2025

Value	Blend	Growth	
			Large
			Mid
			Small

Key Portfolio Attributes: As on January 31, 2025

Sharpe Ratio^s	0.83
Portfolio Turnover (times)	0.36

\$Note: The above measures have been calculated using monthly rolling returns for 36 months period with 6.65% risk free return (FBIL Overnight MIBOR as on 31/01/2025).

Top 10 Stock Holdings: As on January 31, 2025

Stocks	Allocation (%)
Bharti Airtel Limited	7.19
Hindustan Unilever Limited	6.70
Mahindra & Mahindra Limited	6.50
ITC Limited	4.92
Godrej Consumer Products Limited	4.53
Jubilant Foodworks Limited	4.46
Avenue Supermarts Limited	3.53
United Breweries Limited	3.52
Havells India Limited	3.52
United Spirits Limited	3.36

Note: For complete portfolio, please refer website mf.nipponindiaim.com. Current Portfolio Allocation is based on the prevailing market conditions and is subject to changes depending on the fund manager's view of the equity markets. 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.

For change in Fundamental Attributes of Nippon India Consumption Fund w.e.f. July 30, 2021 kindly refer notice cum addendum no. 30 dated June 26, 2021.

Common Source: MFI

Risk factor & Disclaimer: Trading volumes and settlement periods may restrict liquidity in equity and debt investments. Investment in Debt is subject to price, credit, and interest rate risk. The NAV of the Scheme may be affected, inter alia, by changes in the market conditions, interest rates, trading volumes, settlement periods and transfer procedures. The NAV may also be subjected to risk associated with investment in derivatives, foreign securities or script lending as may be permissible by the Scheme Information Document. For further details, please refer Scheme Information Document (SID).

The views being expressed only constitute opinions and therefore cannot be considered as guidelines, recommendations or as a professional guide for the readers. Before making any investments, the readers are advised to seek independent professional advice, verify the contents in order to arrive at an informed investment decision. None of the Sponsor, the Investment Manager, the Trustee, their respective directors, employees, associates or representatives shall be liable in any way for any direct, indirect, special, incidental, consequential, punitive or exemplary damages, including on account of lost profits arising from the information contained in this material.



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