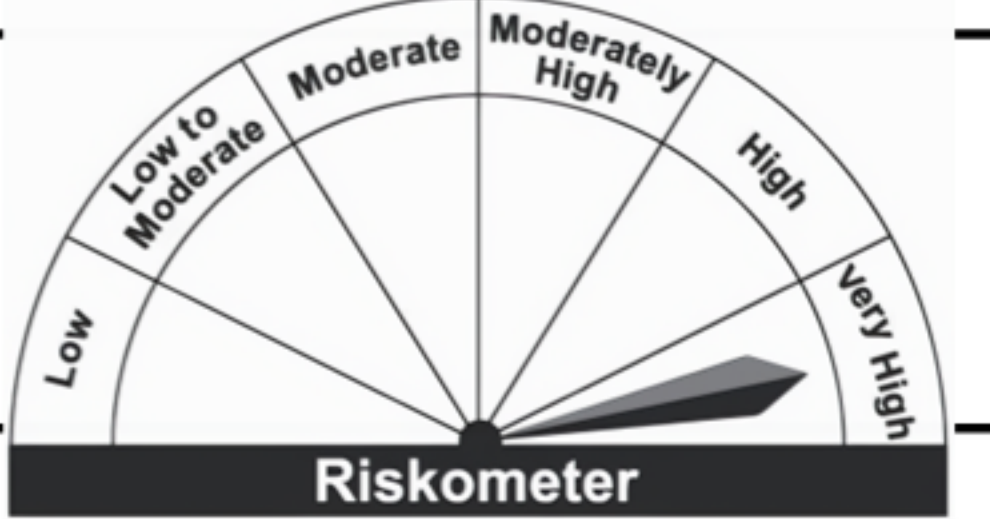
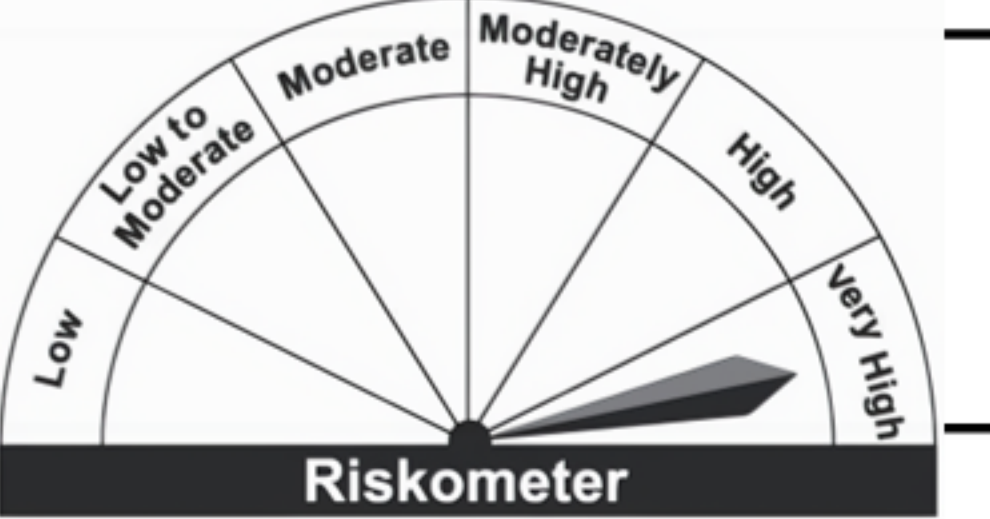


Nippon India Consumption Fund

(An open ended equity scheme following consumption theme)

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

#Charges applicable.

<p>This product is suitable for investors who are seeking* ❖ Long term capital growth.</p>	<p>Nippon India Consumption Fund</p>	<p>Nifty India Consumption TRI</p>
<p>❖ Investment predominantly in equity, equity related securities of companies that are likely to benefit directly or indirectly from domestic consumption led demand.</p>	 <p>Riskometer Investors understand that their principal will be at Very High risk</p>	 <p>Riskometer Benchmark Riskometer is at Very High risk</p>
<p>*Investors should consult their financial advisors if in doubt about whether the product is suitable for them.</p>		

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	Nifty India Consumption TRI
Month end AUM as on March 31, 2024	Rs. 731.16 Crs

Current Investment Philosophy

- ❖ The fund has a focused 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 March 31, 2024

Equities	97.28%
Cash and Other Receivables	2.72%

Key Portfolio Attributes: As on March 31, 2024

Sharpe Ratio ^{\$}	0.35
Portfolio Turnover (Times)	0.43

\$Note: The above measures have been calculated using monthly rolling returns for 36 months period with 6.6% risk free return (FBIL Overnight MIBOR as on March 31, 2024)

Investment Style: As on March 31, 2024

Value	Blend	Growth	Large
			Mid
			Small

Top 10 Stock Holdings: As on March 31, 2024

Stocks	Allocation (%)
Bharti Airtel Limited	8.82
ITC Limited	6.77
Maruti Suzuki India Limited	5.86
Avenue Supermarts Limited	5.08
Godrej Consumer Products Limited	4.83
Hindustan Unilever Limited	4.65
Hero MotoCorp Limited	4.42
Bajaj Auto Limited	3.82
Tata Consumer Products Limited	3.75
Havells India Limited	3.73

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.