

BAJAJ FINSERV CONSUMPTION FUND

(An open ended equity scheme following
consumption theme)

NFO Period Nov 08, 2024 - Nov 22, 2024








Indian consumers have evolved....

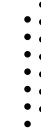
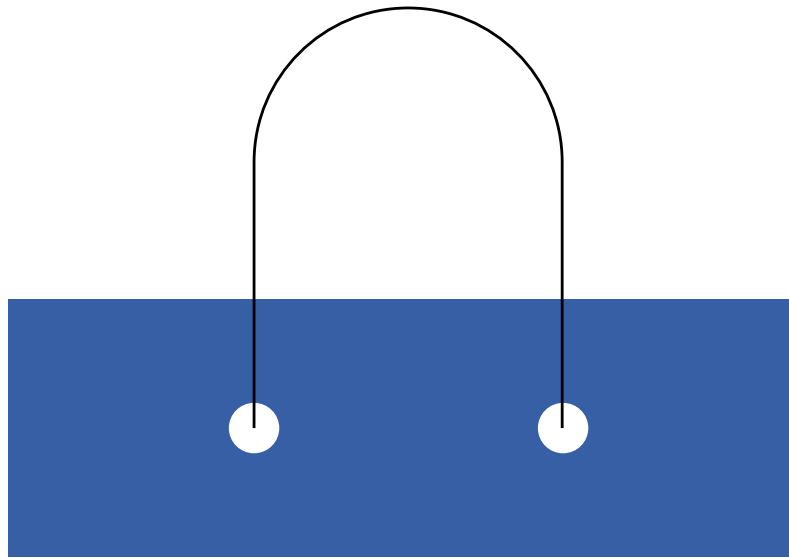




.... reshaping India's consumption story

Rural FMCG Market	Indian Food Services	Indian Organic Food Market	Smartphone	2 Wheelers
 <p>Estimated to reach \$100 bn by 2025</p>	 <p>Food services market value estimated at \$125.06 bn by 2029</p>	 <p>Estimated to reach \$2.6 bn by 2025</p>	 <p>India 2nd largest market globally, projection \$90 bn by 2032</p>	 <p>India largest market globally, driven by rural and semi-urban areas</p>

Source: IBEF, AC Nielsen, Economic Times, LiveMint, Mordor Intelligence | Data for 2024



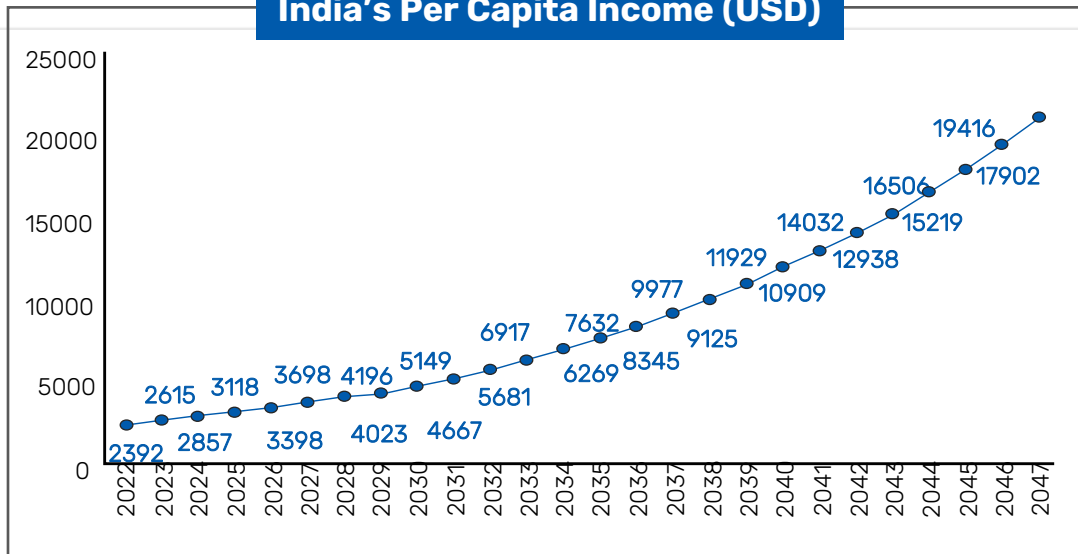
What led to the change?





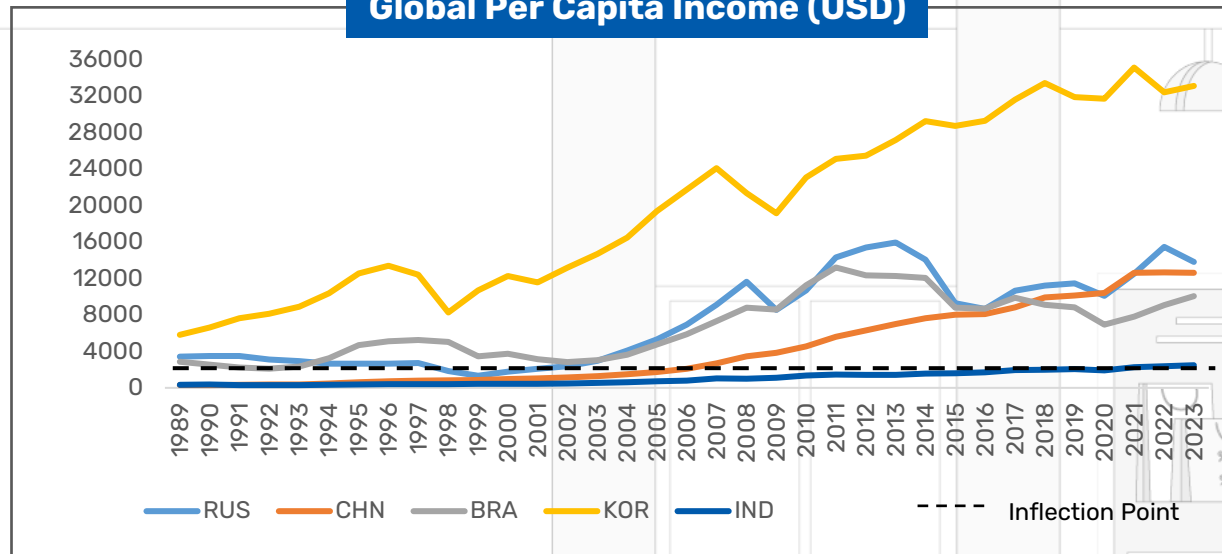
Increase in per capita income & potential to grow

India's Per Capita Income (USD)



Source: PHD Research Bureau; projections for the years 2023, 2040 and 2047 are by PHDCCI

Global Per Capita Income (USD)



Source: World Bank

After crossing \$2,000 GDP per capita, many emerging economies have witnessed a strong spurt in discretionary consumption

Year of crossing \$2000

Trajectory of retail sales after crossing **GDP per capita of \$2,000**

2006
Per capita GDP growth **accelerated, auto sales ~5x in next decade**

2001
Retail Sales doubled over the next decade

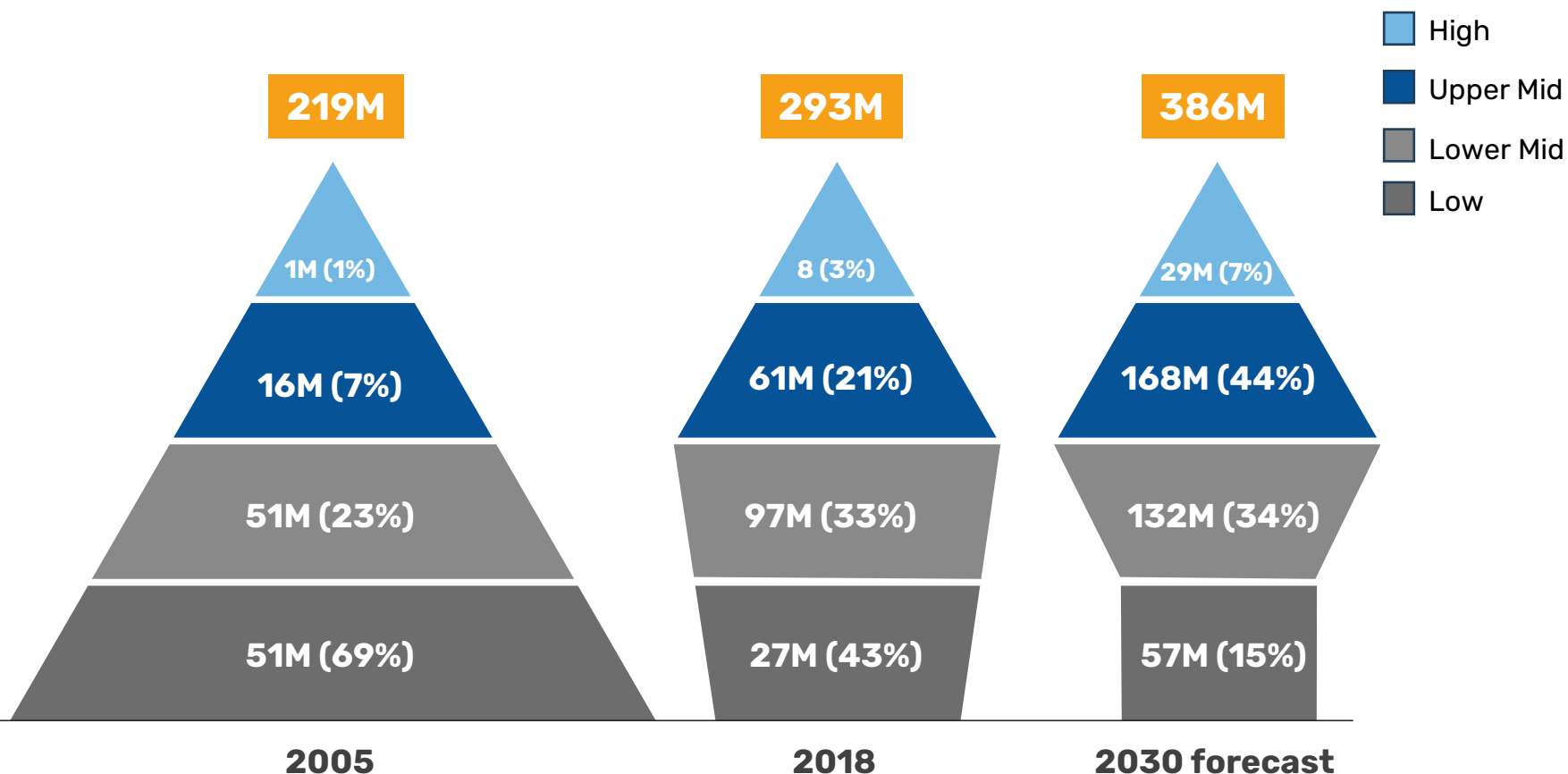
1986
Many **premium consumer categories** strong growth

1984
Retail sales leaped 4x over the next decade



Rising upper mid income group in India

Evolution of the household-income profile in India



Note: Low income: <\$4,000, Lower-mid: \$4,000–8,500, Upper-mid: \$8,500–40,000, High income: >\$40,000 basis income per household in real terms; Projections with annual GDP growth assumed at 7.5% Source: PRICE Projections based on ICE 360° Surveys (2014, 2016, 2018)
Household income per annum in 2017–18 prices by income segment: Low < \$4k (<INR 2.5 lakhs), Lower-middle- \$4k–8.5k (INR 2.5–5.5 lakhs), Upper-middle- \$8.5k–40k (INR 5.5–27.5 lakhs), High: >\$40k (>INR 27.5 lakhs). Poverty line at <\$2 (< INR 125) per day per person

- Indian households are moving towards **upper mid and high-income groups**
- Increased disposable income is **boosting purchasing power** and **improving living standards**





With changing demographics and rise in income levels, Indians want to

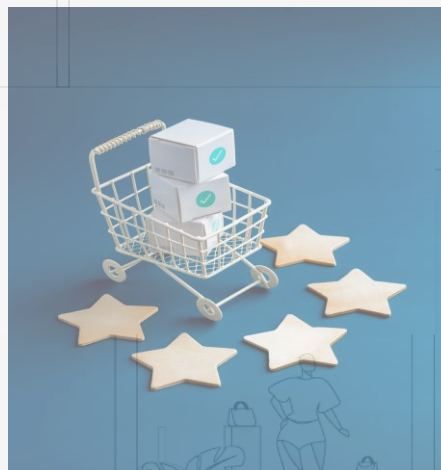
Consume More
From choice to consistency



Consume Well
From unawareness to mindfulness



Consume Better
From quantity to quality



Consume Easy
From effort to ease & speed

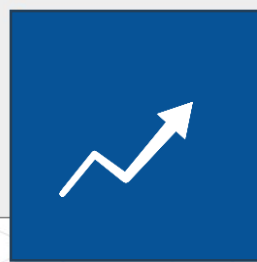




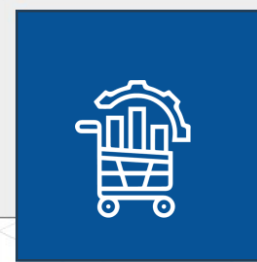
Consume More – From choice to consistency



**Increased
income**



**Rising
Middle Class**

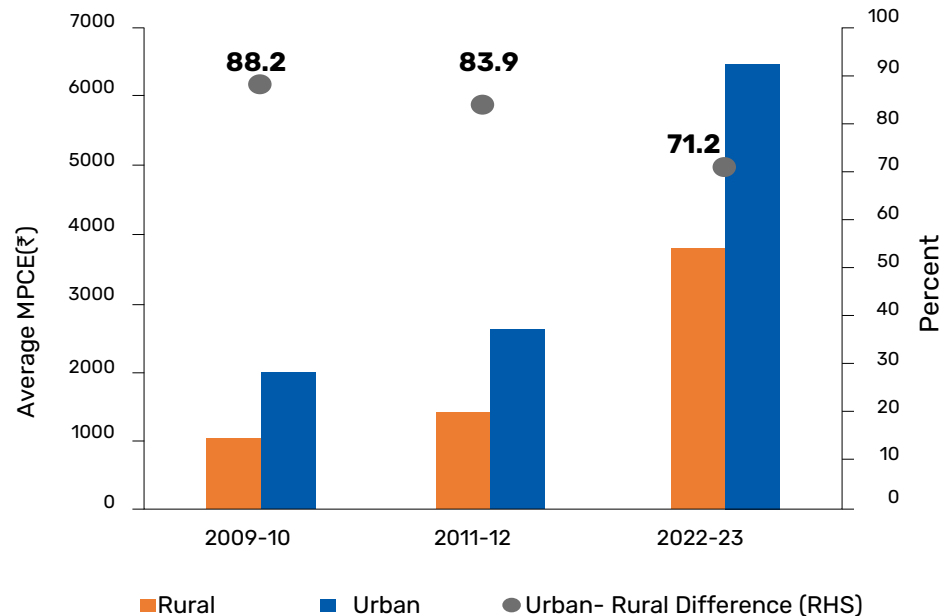


**Rural
Consumption
Growth**



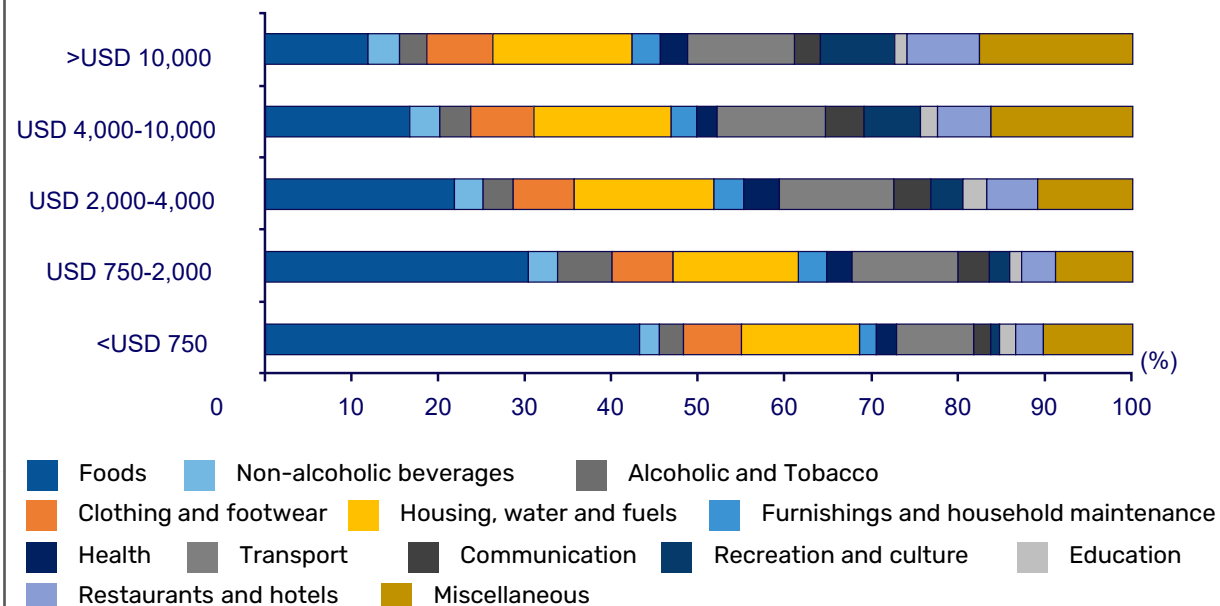
Consume More – From choice to consistency

Reduced rural-urban inequality



Source: Survey on Household Consumption | Expenditure: 2022-23, MoSPI; Note⁴⁴

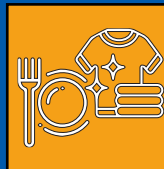
Transition of consumer spending in India as income rises



Note: Essentials comprising food, non-alcoholic beverages, alcohol and tobacco are marked in blue dotted line to show gap in essential and discretionary. | Source: CLSA



Rise in rural consumption and reduced rural-urban inequality has helped **household consumption to increase**



With the rise in income, Indian consumers **spend a higher proportion** of their income **beyond necessities** like food and clothing



Consume More - BPC segment

Assessing toothpaste per capita usage

	FY22		FY30	
	Per capita usage (kg)	Penetration (%)	Per capita usage (kg)	Penetration (%)
Urban	0.43	90	0.47	90
Twice brushing	1.20	10	1.20	12
Once in a day	0.60	50	0.60	53
Occasional	0.05	30	0.05	25
Non user	0.00	10	0.00	10
Rural	0.21	75	0.24	75
Twice brushing	1.20	1	1.20	2
Once in a day	0.60	29	0.60	33
Occasional	0.05	45	0.05	40
Non user	0.00	25	0.00	25
Rural contribution (%)	60		55	
Usage overall	0.30		0.35	

Note: Per individual usage (1.65gm per brushing) for the year = 100gm pack x 6 = 600gm. Source: CLSA



Increased Consumption in Mature Segments: Beauty & Personal Care (BPC) growth driven by **increased usage frequency**



Rural-Urban Usage Gap: Rural toothpaste usage lower than urban; **growth potential**



Growth Opportunity: Closing rural-urban gap to expand penetration, boost growth



Consume Better – From quantity to quality



**High-quality,
branded goods**



**Affluent consumers
opting for luxury brands**



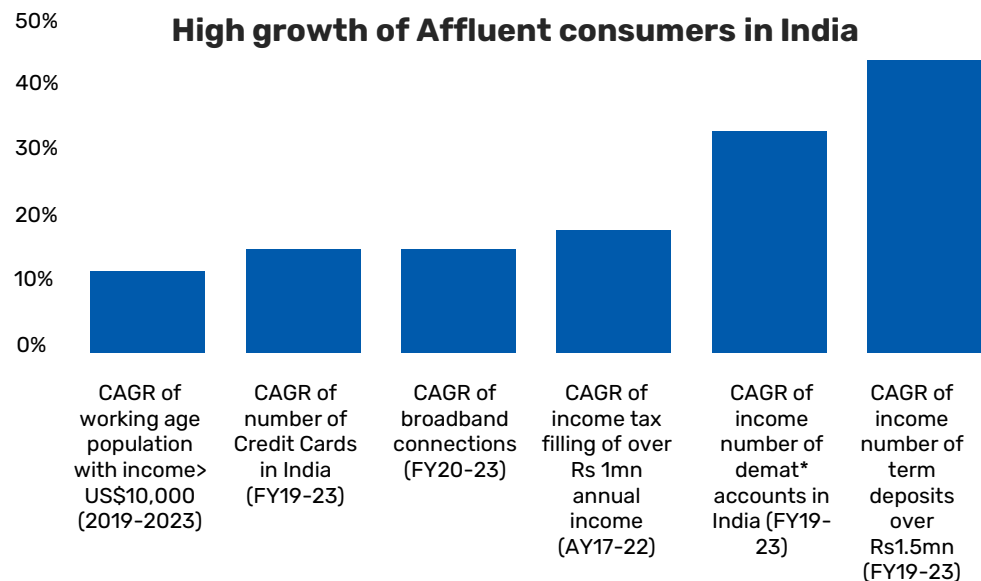
**Consumers prioritizing
Quality over Quantity**



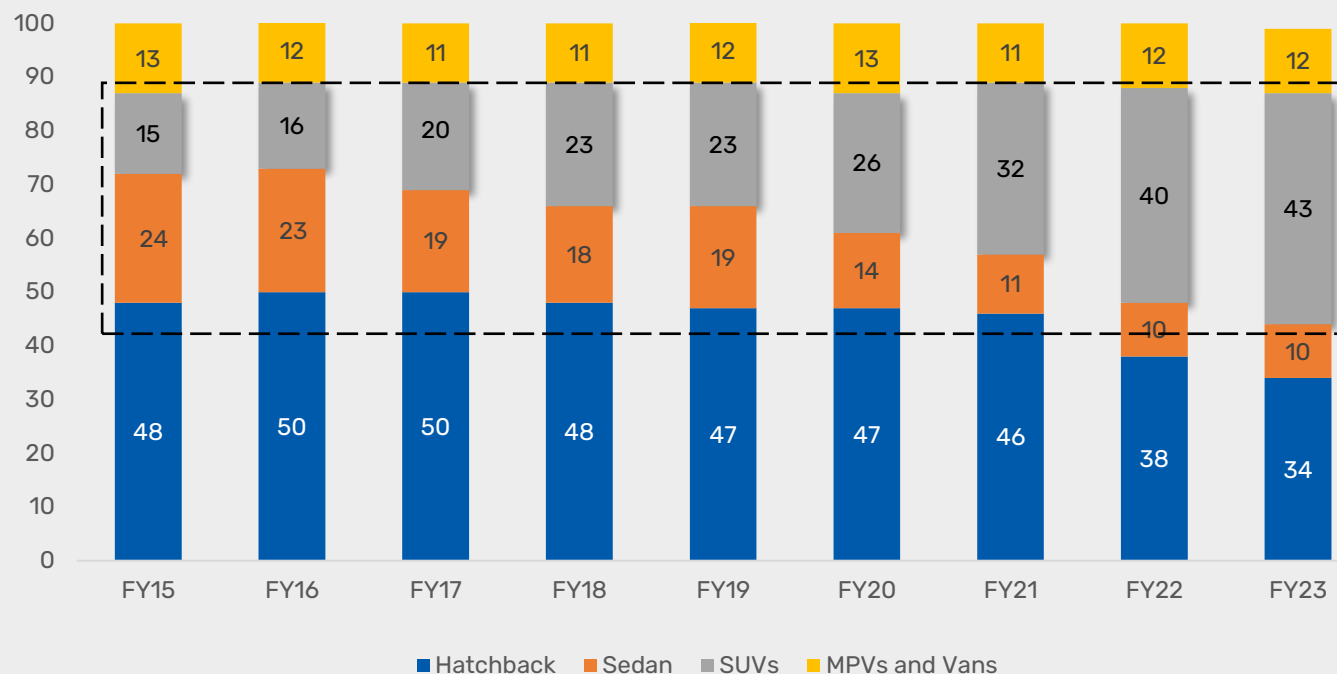
Consume Better – From quantity to quality

Multiple data points corroborate mid teens growth in number of 'Affluent' consumers in India

High growth of Affluent consumers in India



Passenger vehicle market share by segment



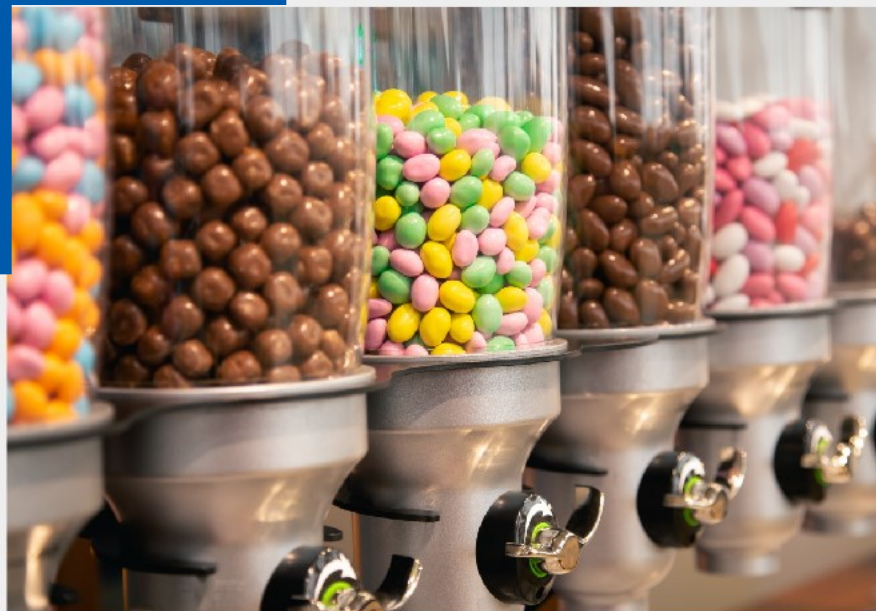
Rise in affluent consumers driving demand for **premium products** and **luxury brands**



Automotive sector shifting to meet aspirational demand, with **growing preference for SUVs**



Consume Well – From unawareness to mindfulness



Health & Wellness:
Focus on organic,
healthy products



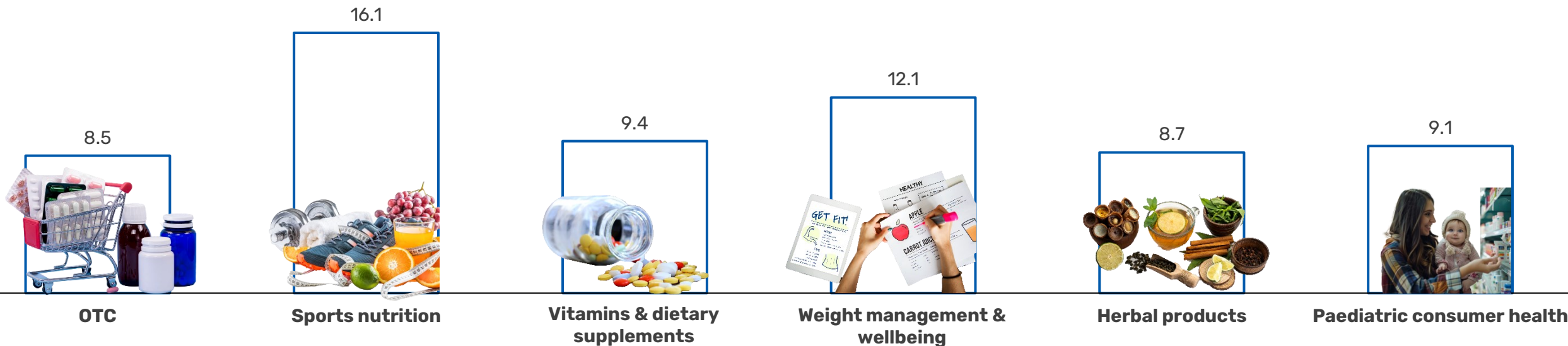
Holistic Living:
Emphasis on fitness and
preventive measures



Sustainable Choices:
Preference for
eco-friendly products



Consume Well – From unawareness to mindfulness



Source: CLSA, Euromonitor | Data for 2024



COVID-19 has shifted focus towards health and immunity



Adoption of digital health technologies has accelerated



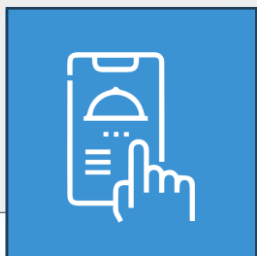
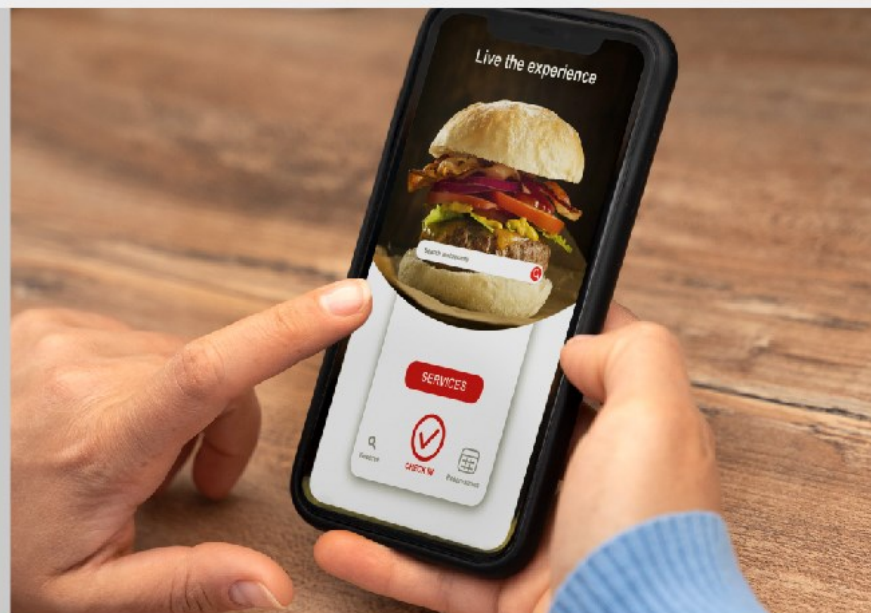
Demand is rising for products tailored to different lifestyles, such as keto, fortified foods, immunity boosting products



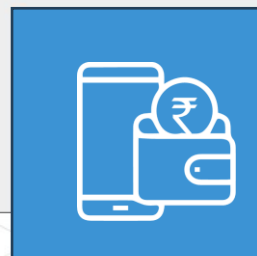
The consumer health products market size in FY21 was INR 1.03t and grew at CAGR of 14% over FY 18-21



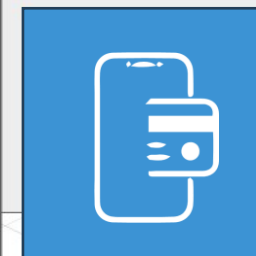
Consume Easy – From effort to ease & speed



**On-demand and easy
online shopping/food
services**



**Seamless transactions
through UPI and
mobile wallets**

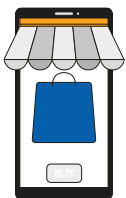
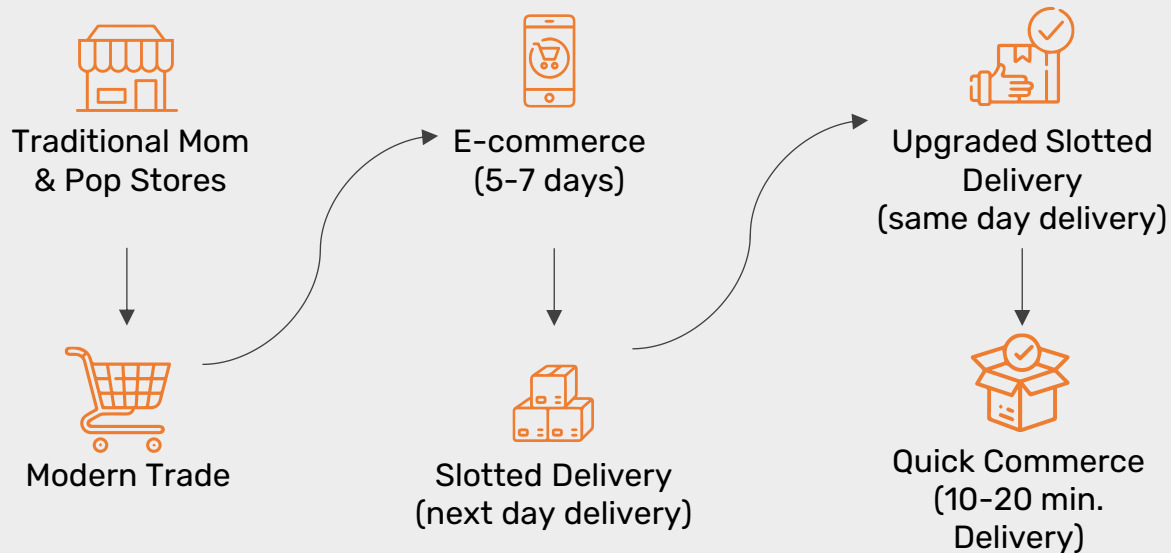


**Easy credit
stimulating easy
buying**



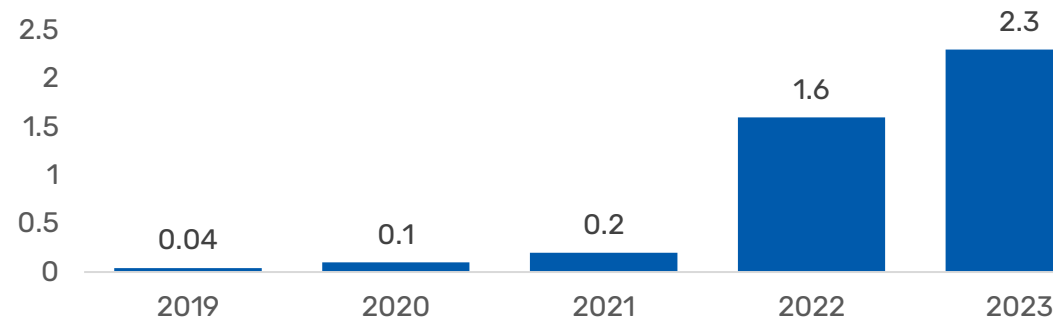
Consume Easy – From effort to ease & speed

Evolution of retail in India



Urban consumers prioritize **faster delivery, fresher products, and last-minute purchases** due to increased purchasing power and busy lifestyles

Quick Commerce GMV (US\$ billion)



Quick Commerce spend per user rose to **₹13,400** in 2023, from negligible in 2018.



Quick Commerce market grew at a **CAGR of 148-169%** between 2018 and 2023



Expected to be the fastest-growing retail channel in India, with a **projected 60-80% CAGR by 2028**



Consumption is driven by...

Rising Income:

To exceed
\$3,000 by 2025, boosting purchasing power



Growing middle class:

To reach **40% by 2030**, driving discretionary spending



Shift to Premium:

Premium goods growing at **10-12% CAGR** as consumers prefer quality



Increased penetration:

Packaged foods, beverages, personal care to hit **85% penetration by 2030**, spurred by rising income



Wellness Boom:

Health & wellness market to grow at **15-20% CAGR**, with focus on healthy living

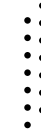
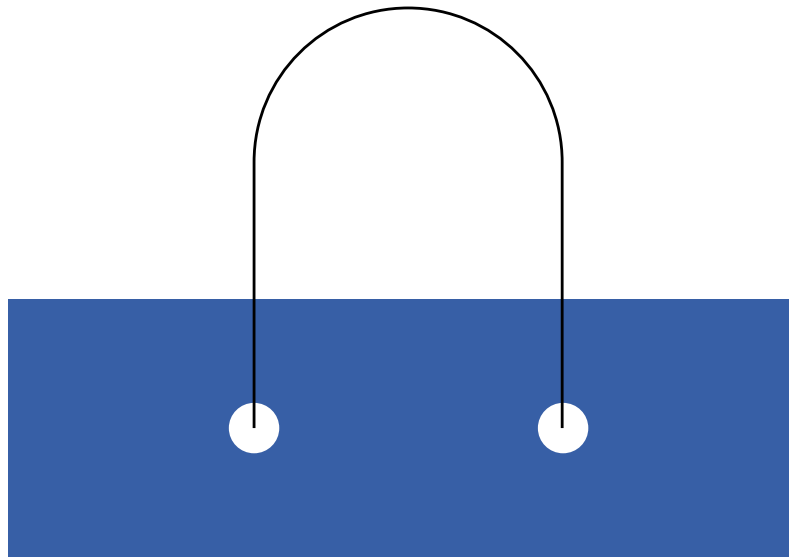


Digital Shift:

Quick commerce in online groceries to surge from **10% to 45%**, driven by urban demand



Source: BCG, Niti Aayog, Euromonitor, McKinsey, Nielsen, CRISIL, FICCI, Deloitte, IBEF

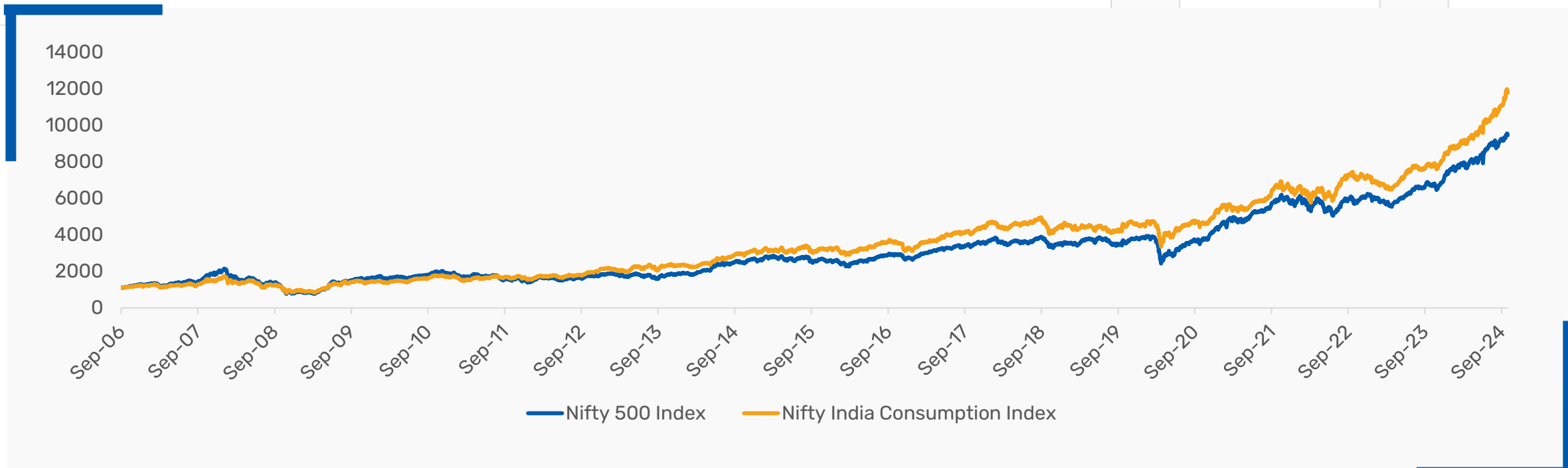


Why invest in Consumption?





Consumption outperforms the broader market in the long-term



Period	Nifty 500 Index	Nifty India Consumption Index	Alpha
1 Year	40.2%	45.5%	5.3%
3 Years	17.7%	20.5%	2.8%
5 Years	21.4%	20.9%	-0.5%
7 Years	15.4%	15.1%	-0.3%
10 Years	14.1%	14.5%	0.4%

Source: ICRA MFI Explorer | Data as on Sep 30, 2024



Consumption outperforms broader market with lesser volatility

Calendar Year Return (%)

Return date	Nifty 500 TRI	Nifty India Consumption TRI
CY 23	27.0	28.0
CY 22	4.3	8.6
CY 21	31.6	20.8
CY 20	17.8	20.5
CY 19	9.0	0.6
CY 18	-2.1	-1.1
CY 17	37.8	46.8
CY 16	5.1	-1.3
CY 15	0.2	9.0
CY 14	39.3	31.5
CY 13	4.8	10.8

Performance cycle for Consumption is improving since the last 2 years which makes it an opportune time to invest now

Standard Deviation (%)

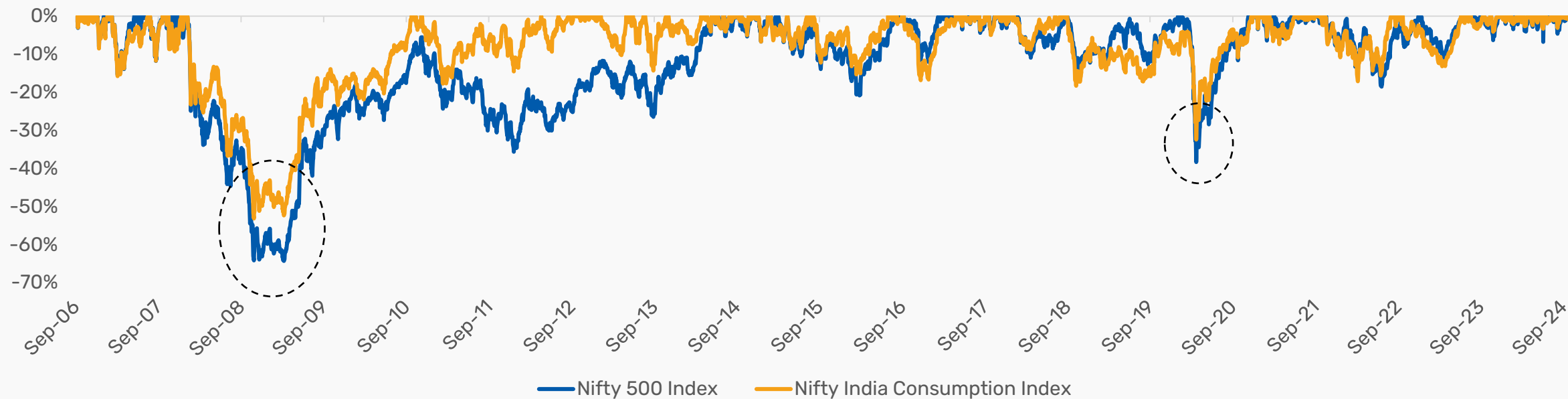
Return date	Nifty 500 TRI	Nifty India Consumption TRI
CY 23	8.1	8.0
CY 22	14.8	14.7
CY 21	12.0	11.9
CY 20	21.8	18.6
CY 19	11.0	12.4
CY 18	11.5	12.1
CY 17	8.6	8.9
CY 16	13.3	13.5
CY 15	13.1	12.1
CY 14	11.6	10.0
CY 13	14.9	13.9

Consumption has outperformed the broader markets 7 times in the last 11 years

Source: ICRA MFI Explorer | Data as on Sep 30, 2024 | Past performance may or may not be sustained in future



Less Drawdown compared to broader market



2009 (GFC)	Index	Drawdown (%)
	Nifty 500 Index	-64.26
	Nifty India Consumption Index	-53.11

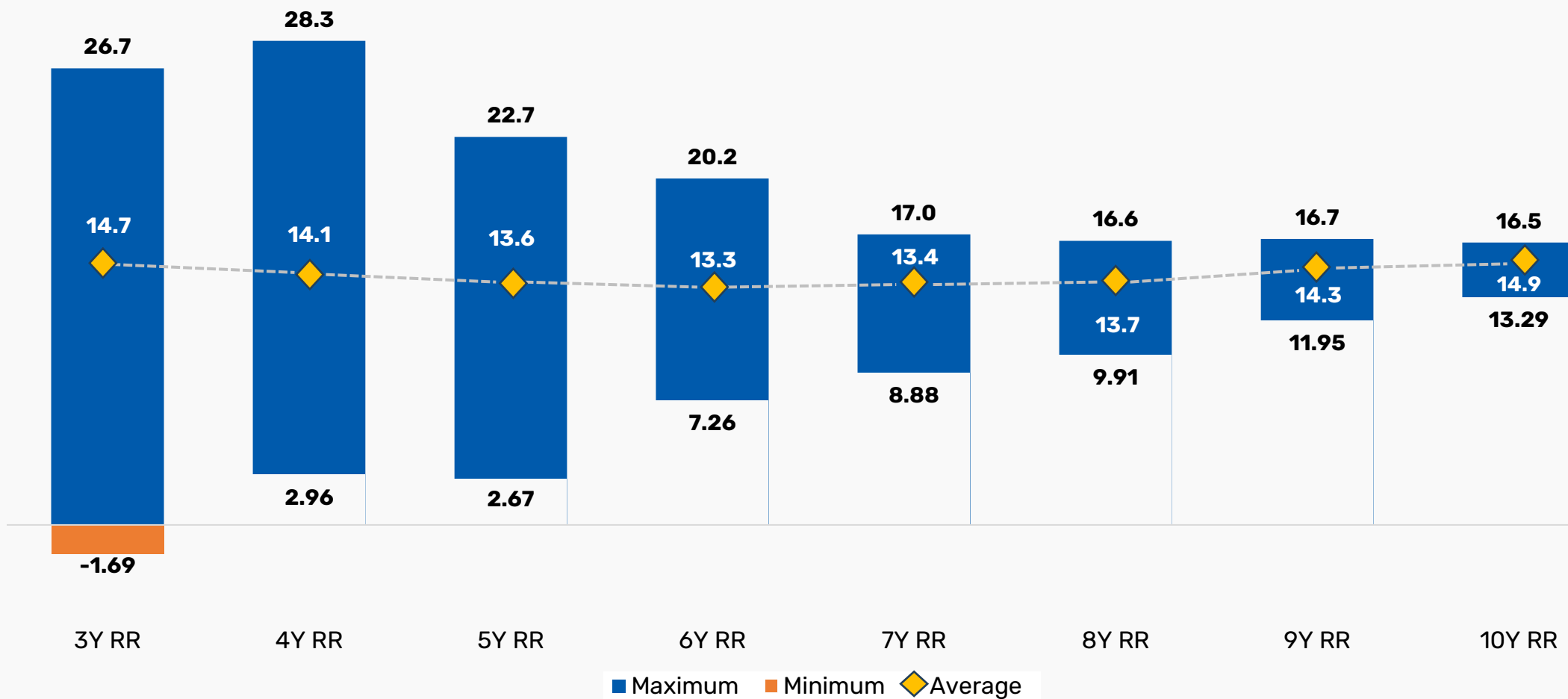
2020 (Covid)	Index	Drawdown (%)
	Nifty 500 Index	-38.30
	Nifty India Consumption Index	-32.37

Source: ICRA MFI Explorer | Data as on Sep 30, 2024



Relatively steady returns over long term

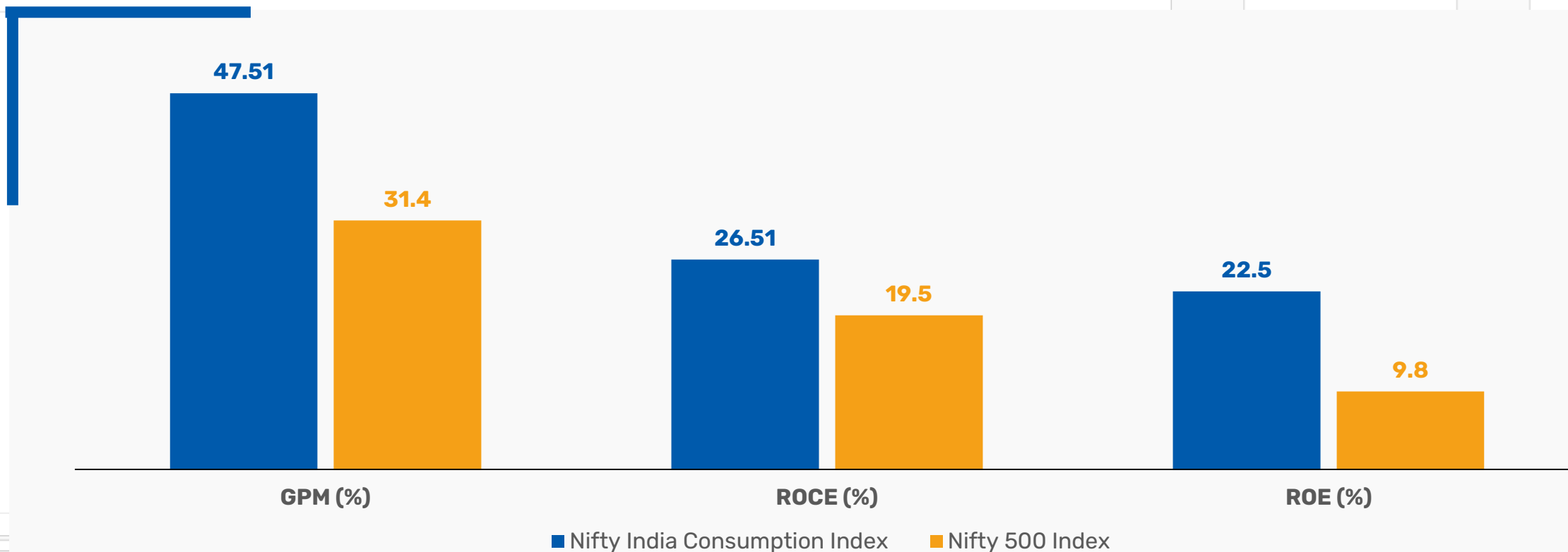
Rolling Returns (in %)



Source: ICRA MFI Explorer, Data as on September 30, 2024. | Data shown for Nifty India Consumption Index
Past performance may or may not be sustained in future

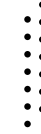
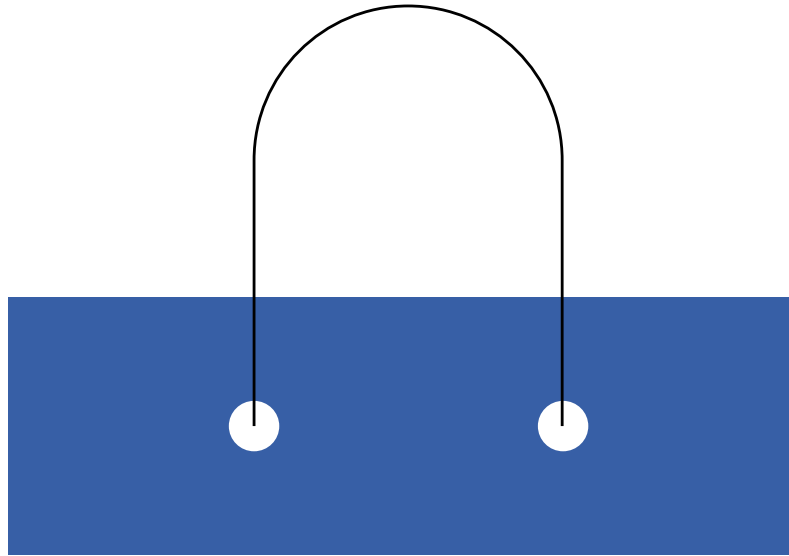


Robust fundamentals compared to broader market



Consumption is favourable for investment now as the fundamentals are stronger as compared to the broader markets despite valuations above long term average

Data as on Aug 31, 2024 | Source: ACE Equity | GPM: Gross Profit Margin, ROCE: Return on Capital Employed, ROE: Return on Equity



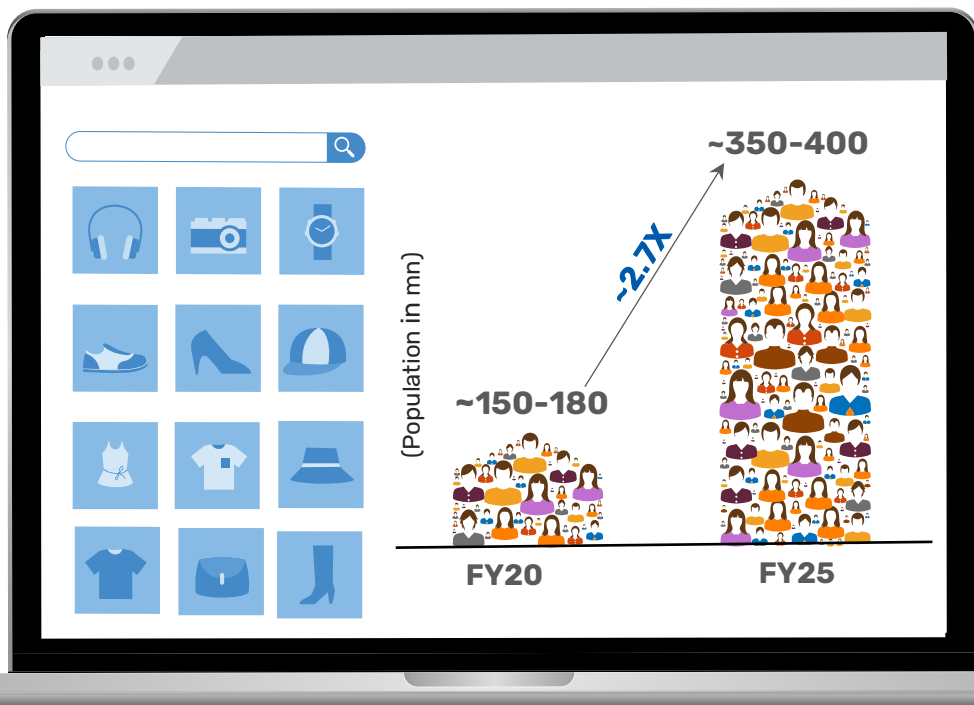
Investing in MEGATRENDS





Demographic Dividend

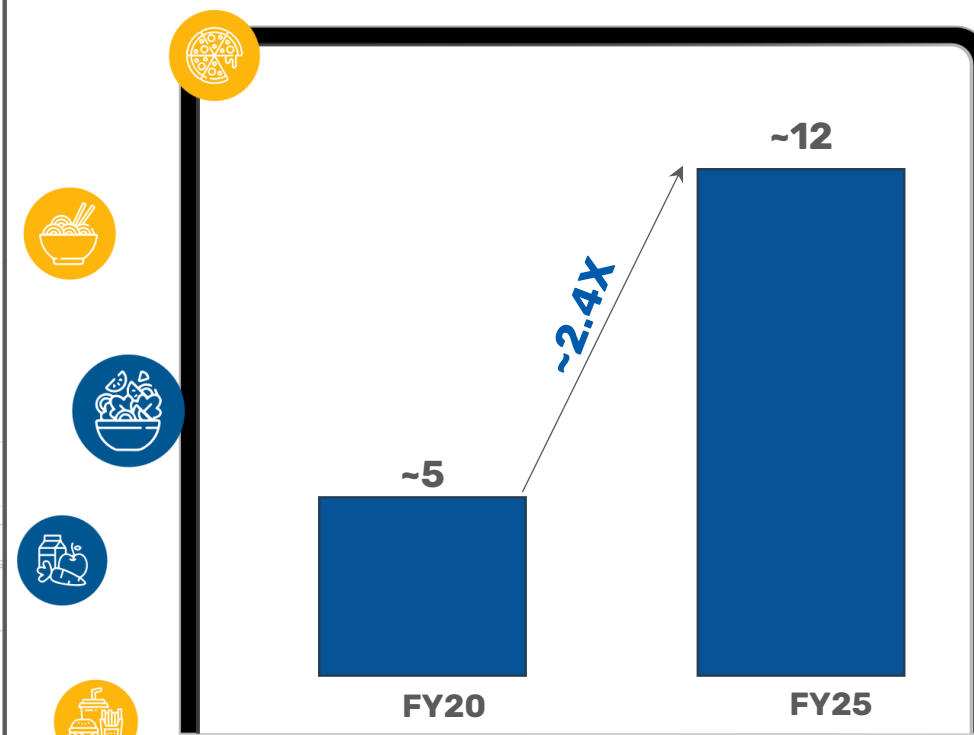
The e-commerce customer base is expected to grow by 2.7 times by FY25.



Source: Bernstein report

Social – Rising Consumerism and Urbanisation

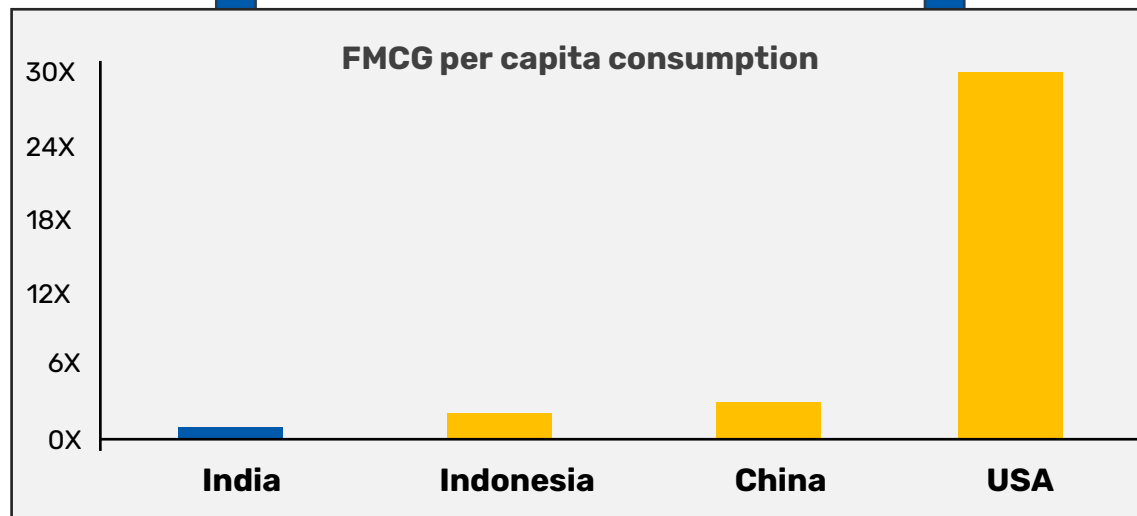
Social Behavior is changing radically. Eating out expense may rise 2.4 times by FY25.



Source: Nykaa RHP



Room to improve PCC which is 1/2 of Indonesia and 1/3 of China; US in different league



FMCG per capita consumption in India is **low**, with significant growth potential in the medium to long term



Significant scope for premiumization in the Home & Personal Care (HPC) segment

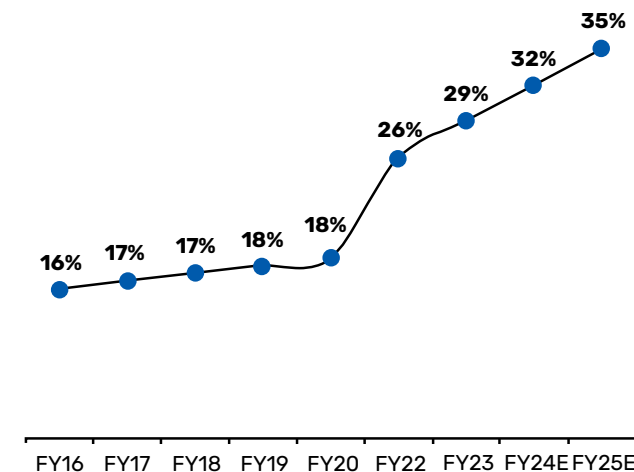
More HPC categories show scope to premiumize

Categories	Category size in ppt	Scope to premiumise
Beauty & Personal Care		
Bar Soap	16%	●
Hair Care	16%	●
Skin Care	10%	●
Oral Care	9%	●
Men's Grooming	8%	●
Colour Cosmetics	6%	●
Baby and Child-specific Products	3%	●
Deodorants	2%	●
Liquid Soap	1%	●
Body Powder	1%	●
Body Wash/Shower Gel	0.5%	●
Home Care		
Laundry Care	20%	●
Home Insecticides	3%	●
Dishwash	2%	●
Surface Care	1%	●
Toilet Care	1%	●
Air Care	0.5%	●

● Strong ● Relatively Strong ● Average ● Relatively Weak

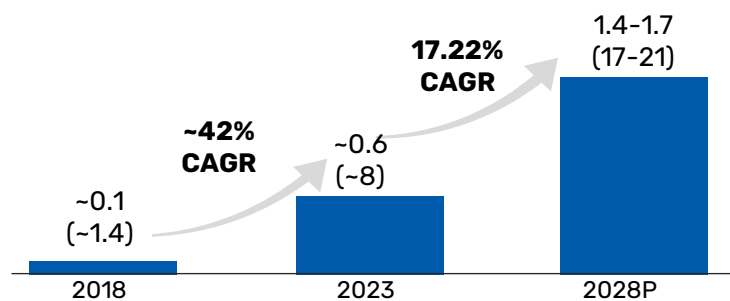


India food delivery penetration (as % of total organised food services market)



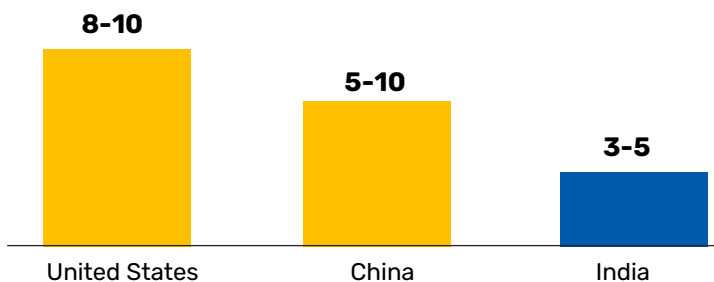
Source: NRAI, Bernstein estimates and analysis

Online Food Delivery Market Split – (in ₹ trillions (US\$ billions)) (2018, 2023, 2028P)



Source: Redseer

Monthly Online Food Delivery Frequency – India, China, United States (in numbers) – (2023)



Source: Redseer



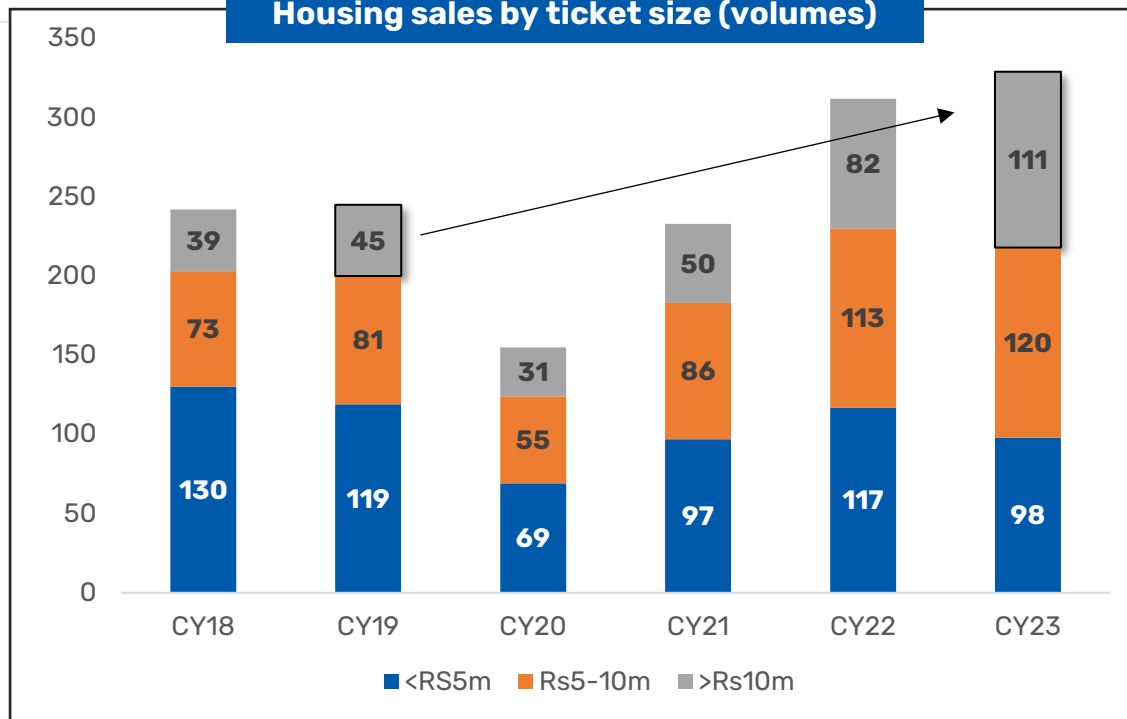
Indian online food delivery market **underpenetrated**, with growth potential from convenience-driven consumers



Significant headroom to increase order frequency as consumer trust and platform reliability improve

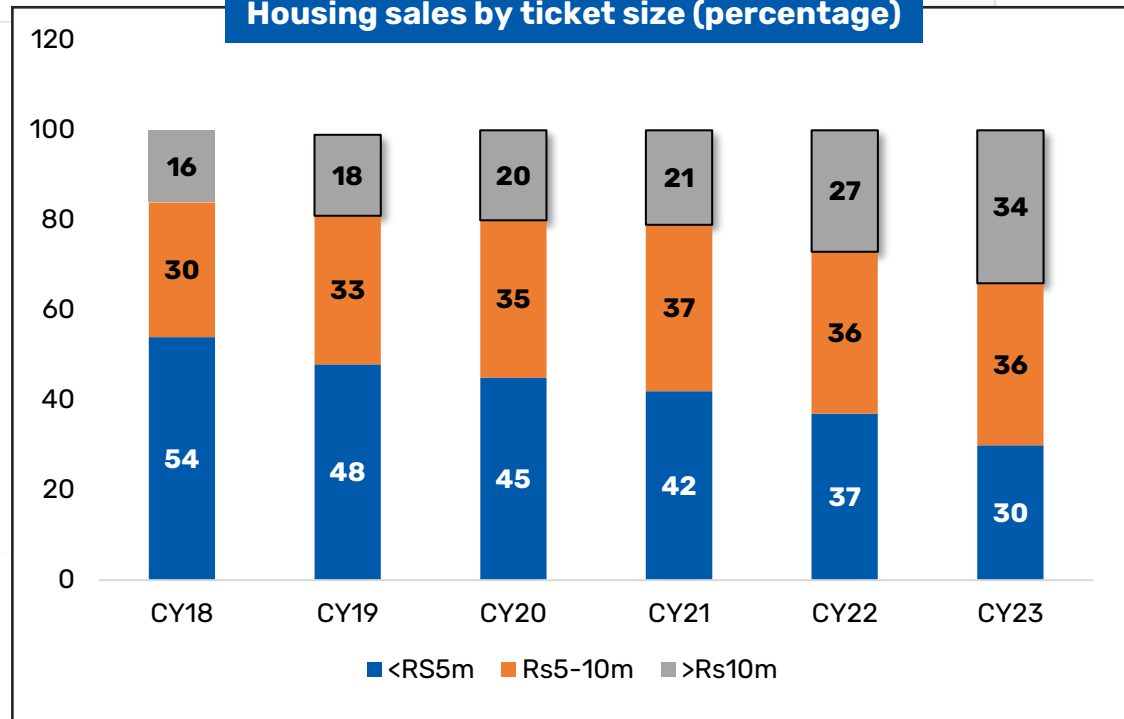


Housing sales by ticket size (volumes)



Source: CLSA, Knight Frank

Housing sales by ticket size (percentage)



Source: CLSA, Knight Frank



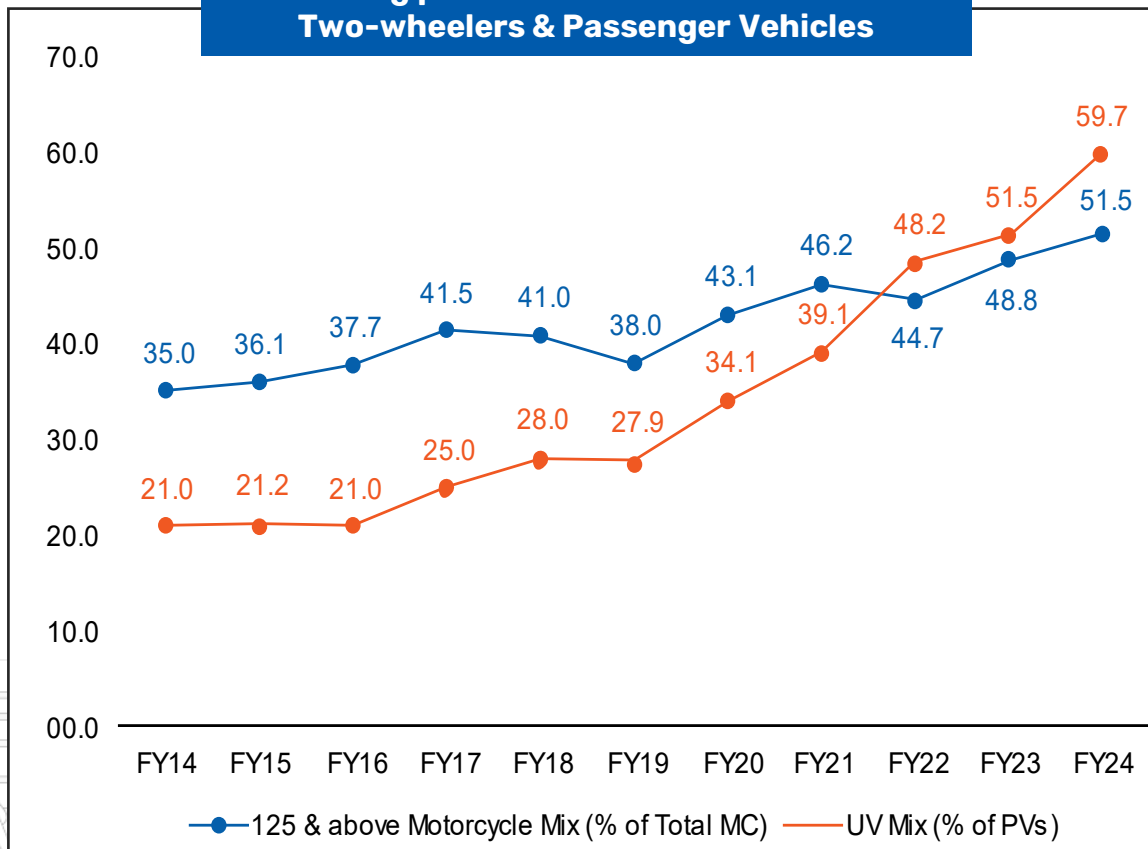
India's real estate sector poised for growth from **urbanization, rising incomes, and demand for affordable housing**



Rising housing sales will boost consumption in **home furnishings, appliances, construction materials, and consumer durables**



Increasing premiumization is visible in both Two-wheelers & Passenger Vehicles



Source: CMIE, Jeffries estimates



Consumers are increasingly seeking **premium vehicles** and better commuting experiences



Rising disposable incomes and **changing preferences** drive demand for spacious, feature-rich luxury cars



Growing incomes lead consumers to trade up to **premium two-wheelers** and **passenger vehicles**, indicating a shift to aspirational, feature-rich models

Introducing

BAJAJ FINSERV CONSUMPTION FUND

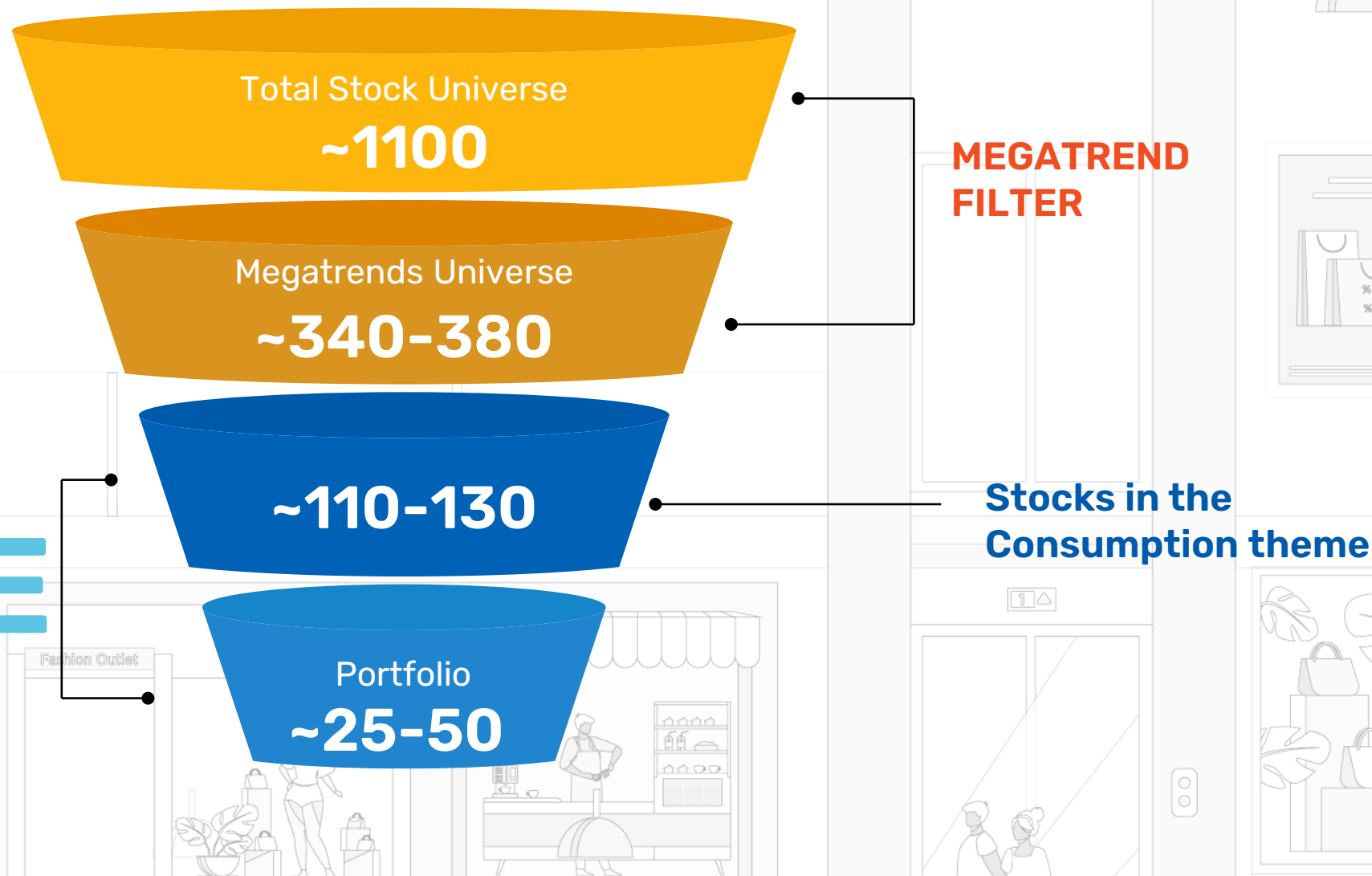
(An open ended equity scheme following consumption theme)

Riding the wave of megatrends transforming consumption patterns





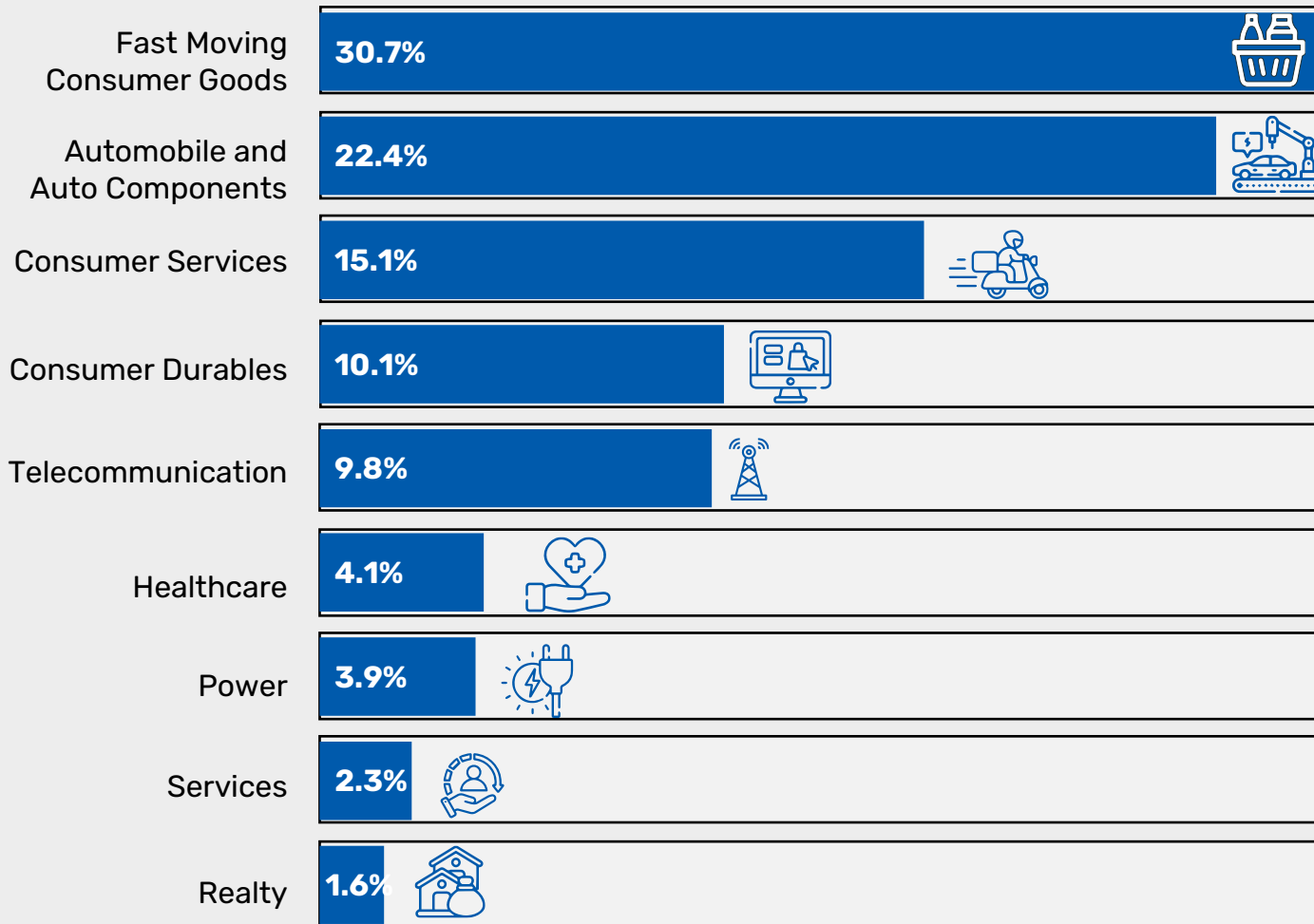
Portfolio Construction Process





Composition of Benchmark

Sector Allocation



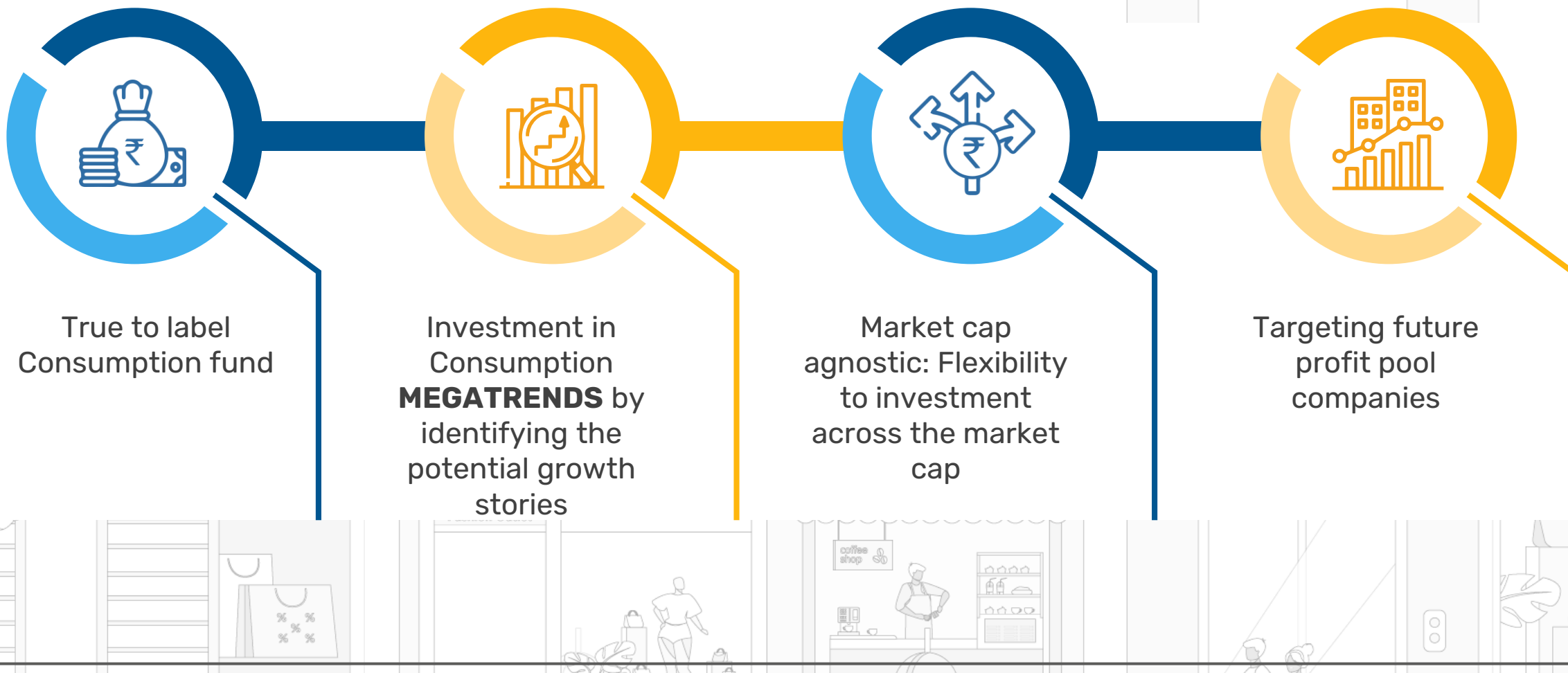
Top 10 Constituents

Company Name	Weight (%)
ITC Ltd	16%
Bharti Airtel Ltd	16%
Mahindra & Mahindra Ltd	10%
Hindustan Unilever Ltd	9%
Maruti Suzuki India Ltd	8%
Zomato Ltd	6%
Trent Ltd	3%
Titan Co. Ltd.	2%
Asian Paints Ltd.	1%
Bajaj Auto Ltd.	1%

Source: Nifty Indices | Data as on Sep 30, 2024



Why invest in Bajaj Finserv Consumption Fund?





Who should invest in the Fund?



Investors looking
to do **lumpsum**
investments



Investors with a
higher risk
appetite



Investors looking for
tactical allocation
in their overall equity
portfolio



Investors with an
investment
horizon of **5+
years**



Our Investment Philosophy

IN

INFORMATION
EDGE

- Outperform the market on superior information collection

QU

QUANTITATIVE
EDGE

- Outperform the market on processing information better
- Quant models, Analytical models

BE

BEHAVIORAL
EDGE

- Outperform the market by better decision making
- Take advantage of crowd over-reaction and underreaction
- Reduces one's own behavioral pitfalls



Scheme Features

Scheme Type	An open ended equity scheme following consumption theme
Plans	Regular Plan Direct Plan
Option	Growth IDCW
Minimum Application Amount	Rs. 500 (Plus multiples of Re.1)
Minimum Additional Application	Rs. 100 (Plus multiples of Re.1)
Entry Load	Not Applicable
Exit Load	If units are redeemed/ switched out: <ul style="list-style-type: none">• Within 3 months from the date of allotment - 1% of applicable NAV• More than 3 months from the date of allotment - Nil
Fund Manager	Equity Portion: Mr. Nimesh Chandan & Mr. Sorbh Gupta Debt Portion: Mr. Siddharth Chaudhary
Benchmark Index	Nifty India Consumption Total Return Index (TRI)
SIP/ SWP/ STP	Available

NFO Open Date:
November 08, 2024

NFO Close Date:
November 22, 2024



Bajaj Finserv Consumption Fund

(An open ended equity scheme following consumption theme)

This product is suitable for investors who are seeking*:

- Wealth creation over long term
- To invest predominantly in equity and equity related instruments of companies that are likely to benefit directly or indirectly from the domestic consumption led demand

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

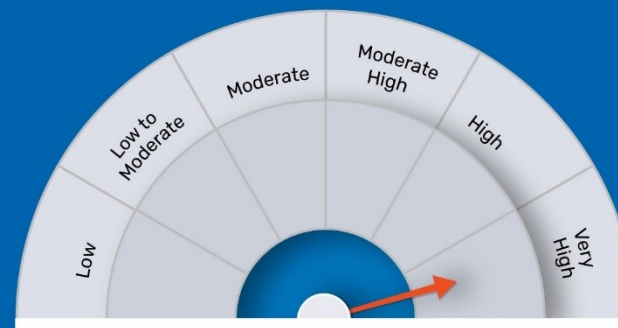
SCHEME



Investors understand that their principal will be at very high risk

RISKOMETER#

BENCHMARK



Nifty India Consumption Total Return Index (TRI)

#The above 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.



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

THANK YOU

