

Mirae Asset Great Consumer Fund (MAGCF)

(Sectoral/Thematic Fund - An open ended equity scheme following consumption theme)

January 2022

Consumption Sector In India

Constituents of Consumption Sector

Consumer markets are changing dynamically in the face of continuous disruption.

India's consumer market can be categorized into :



Consumer Durables

- White goods
- Computers
- Mobile Phones
- Entertainment Consumables



FMCG & Services

- Packaged Foods
- Beauty and Fragrances
- Health and Personal care
- hospitals



Retail

- Fashion
- Eyewear
- Jewelry
- Accessories



E-Commerce

- Food tech
- E-tail
- Social media
- Learning



Agri Business

- Agro Chemicals & Fertilizers
- Dairy
- Fresh Produce & grains



Home Improvements

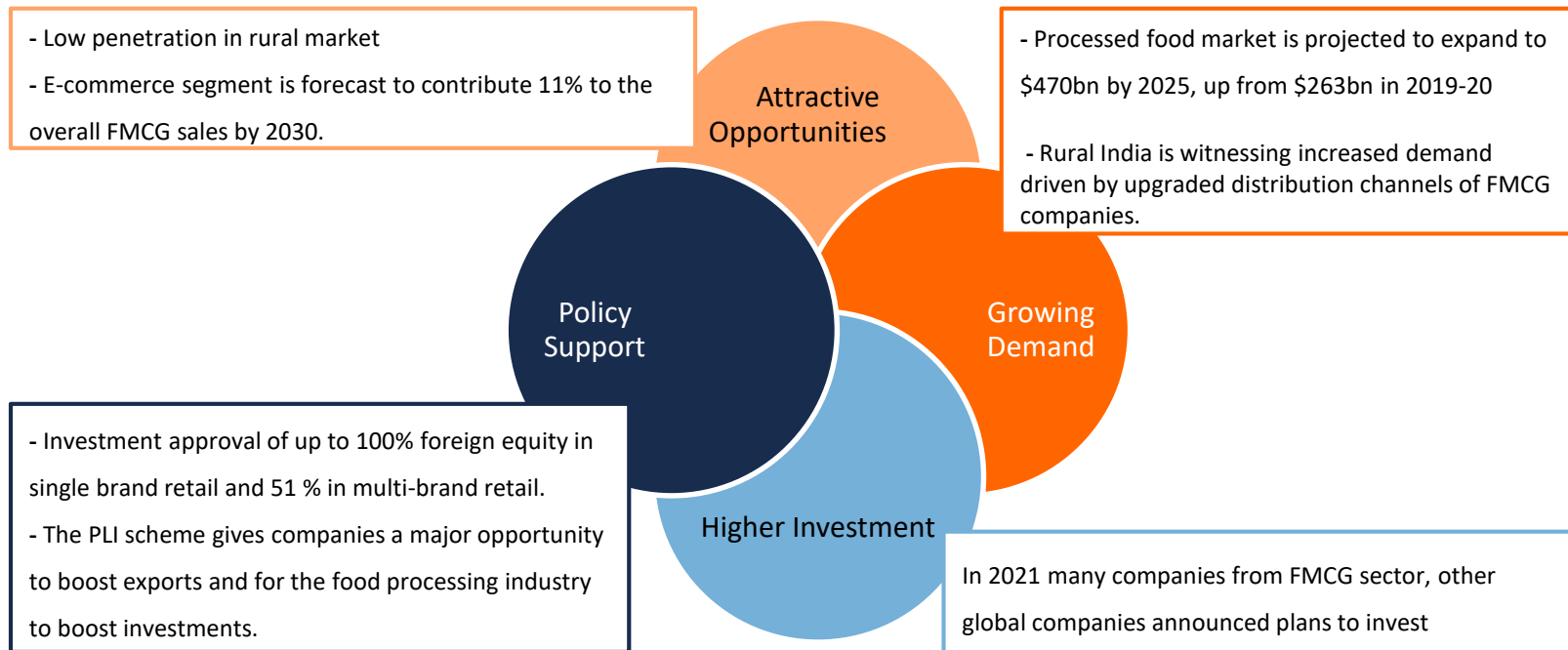
- Home Furnishing
- Furniture
- Sanitary Ware



Services

- Banking
- Healthcare
- Leisure

Supportive Pillars in Consumption



Trends in India

- Newly launched SUV, clocks 70,000 bookings in the first three days of booking.
- Upper end mobile phone sold 23 lac phone units in the last quarter of 2021. 60 lacs in all of 2021.
- India bought 17 crores smartphones in 2021.
- An American PC manufacturer is the new leader of the PC market in India. It sold 13 lac units in H2 (Jul-Sep) 2021. Now has 28.5% market share, overtaking its Chinese competitor.
- India bought 31 lacs passenger vehicles` in 2021. More than one third of those sales are in SUVs.
- The FMCG market in India is expected to increase at a CAGR of 14.9% to reach US\$ 220 billion by 2025, from US\$ 110 billion in 2020.

Growth Drivers

Boosters for Consumption Sector

Fastest Growing Economy



5 USD
Trillion

Govt's plan of USD 5Tn
economy by 2028

Urbanization



40 Percent
Of Indians

Will live in urban areas by
2030 and drive economic
growth

Nation of The Young



24 Median
Age

Generation Z and
Millennials will change
the trend

Growing Connectivity



1+ Billion
Of Indians

Will have internet access
by 2030

Long Term Drivers Of Growth



FMCG

- Low per capita consumption
- Premiumization
- 'Naturals' fad
- Unorganized to organized (packaged foods)
- innovations



FMEG/ White Goods

- Comparative Low penetration rates
- Electrification drive
- Consumer finance
- Change in lifestyle



Retail

- India's retail story has just begun
- >\$2000 per capita income to drive discretionary spends
- Frequency of consumption to rise (QSR, apparels, footwear etc)
- Emergence of Modern Trade

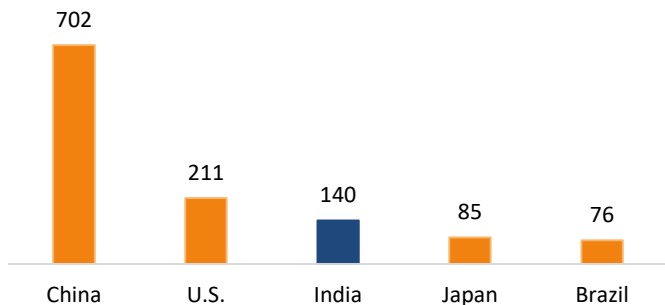


Auto

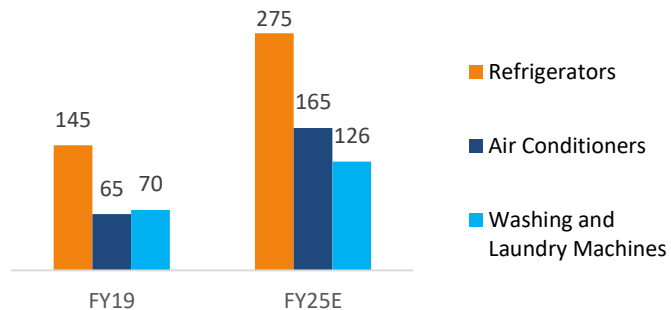
- Low per capita consumption
- Low interest rates
- Auto cycle bottoming out
- Renewed need for personal mobility (post-covid)

Estimated Sectorial Growth

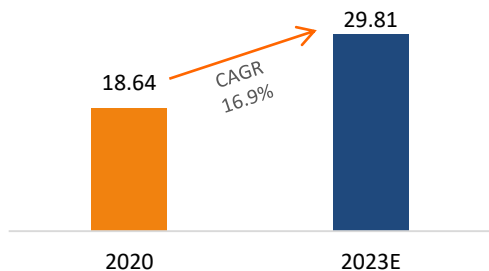
E-Retail Shoppers (Millions) – 2020



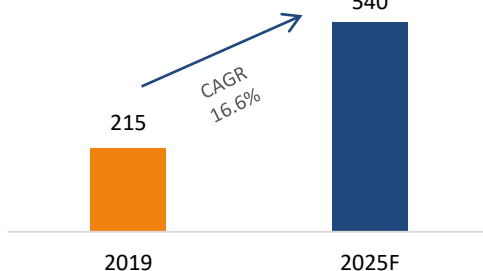
Production of Major White Goods (Lakh Units)



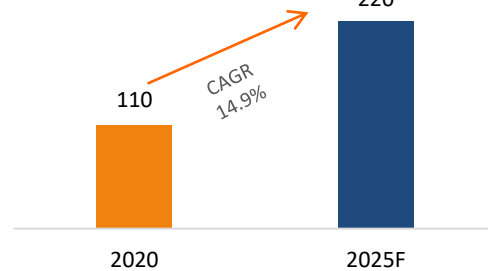
Media and Entertainment Market (US\$ billion)



Electronic Industry in India (US\$ billion)



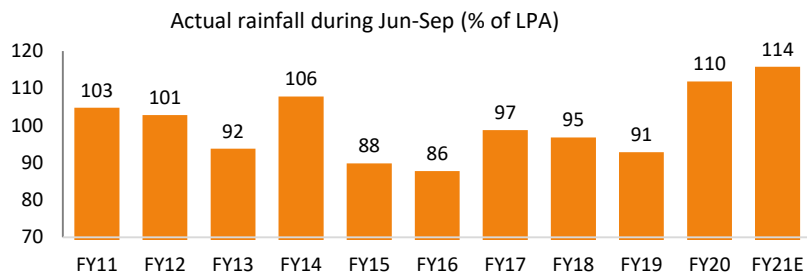
Indian FMCG Market (US\$ billion)



Retail, Media, FMCG, and FMEG sectors are showing growth prospect as per reports

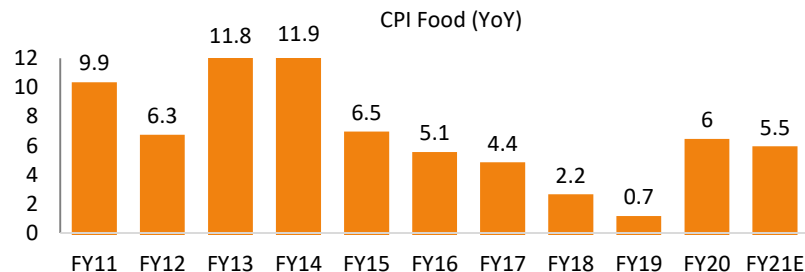
Rural Recovery Underway

Two consecutive good monsoons



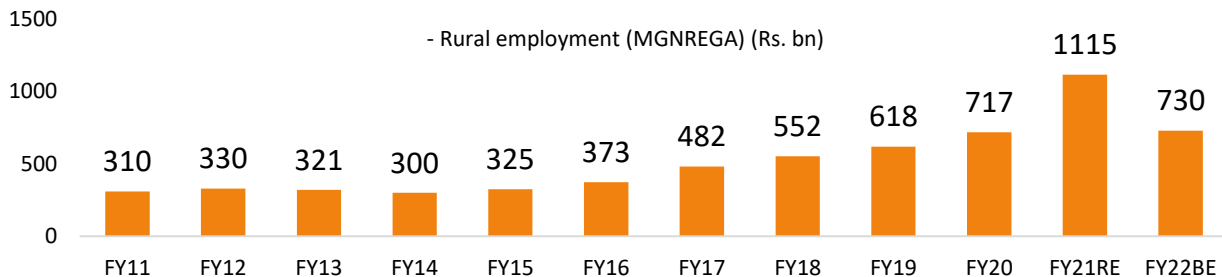
Source: IMD, 31st October 2020

Food inflation expected to be 5.5% in FY22E



Source: CEIC, *April-Nov 20 Vs April- Nov 19, Note: CPI: Consumer Price Index,

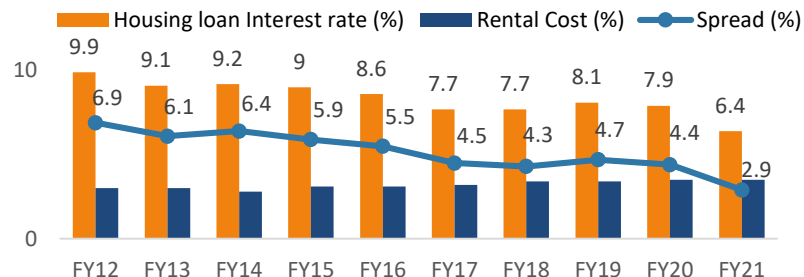
MGNREGA allocation budgeted at Rs. 730bn



Source: RBI, MGNREGA: Mahatma Gandhi National Rural Employment Guarantee Act, 2020-21

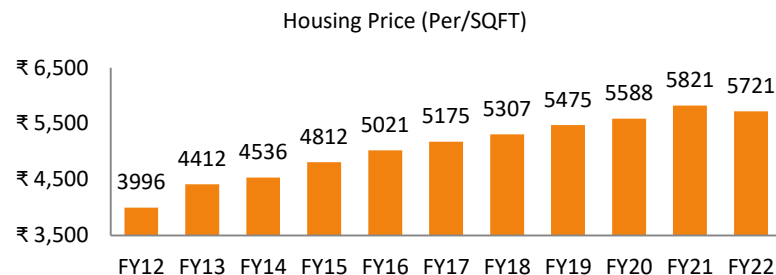
Lowering of interest rates – drives demand & also drives capex

Interest rate & rental yield spread at attractive levels



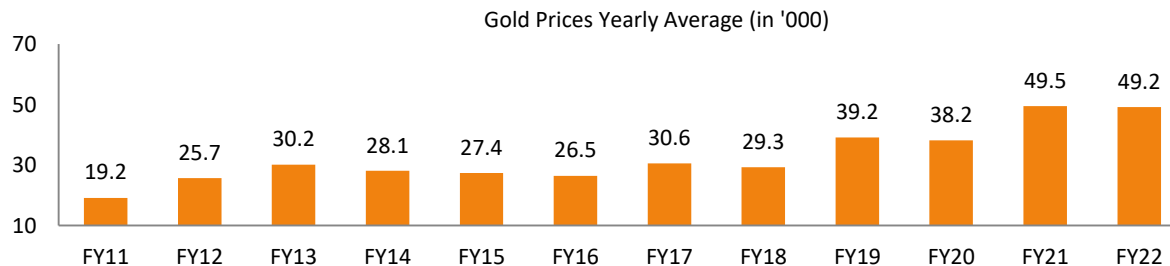
Source: CEIC, Data as on 31st October 2021.

8 Year Time Correction In Property Prices



Source: Spark Capital Research. Data as on 31st October 2021.

Wealth effect: Gold inflation at >50%

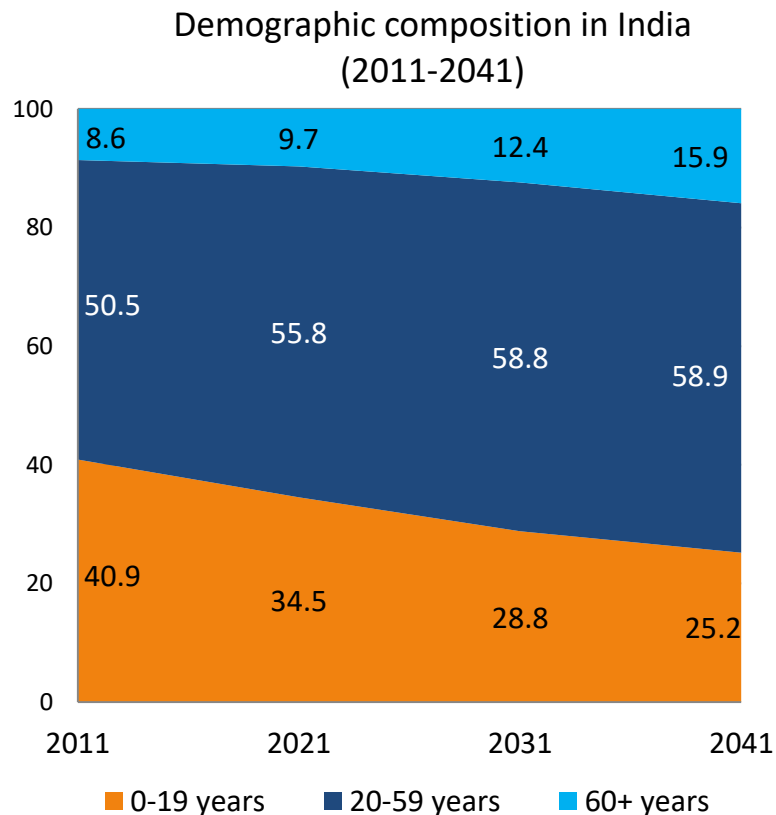


Source: Bloomberg, *Average Up to November 21

Favorable Demographics To Support Long Term Growth

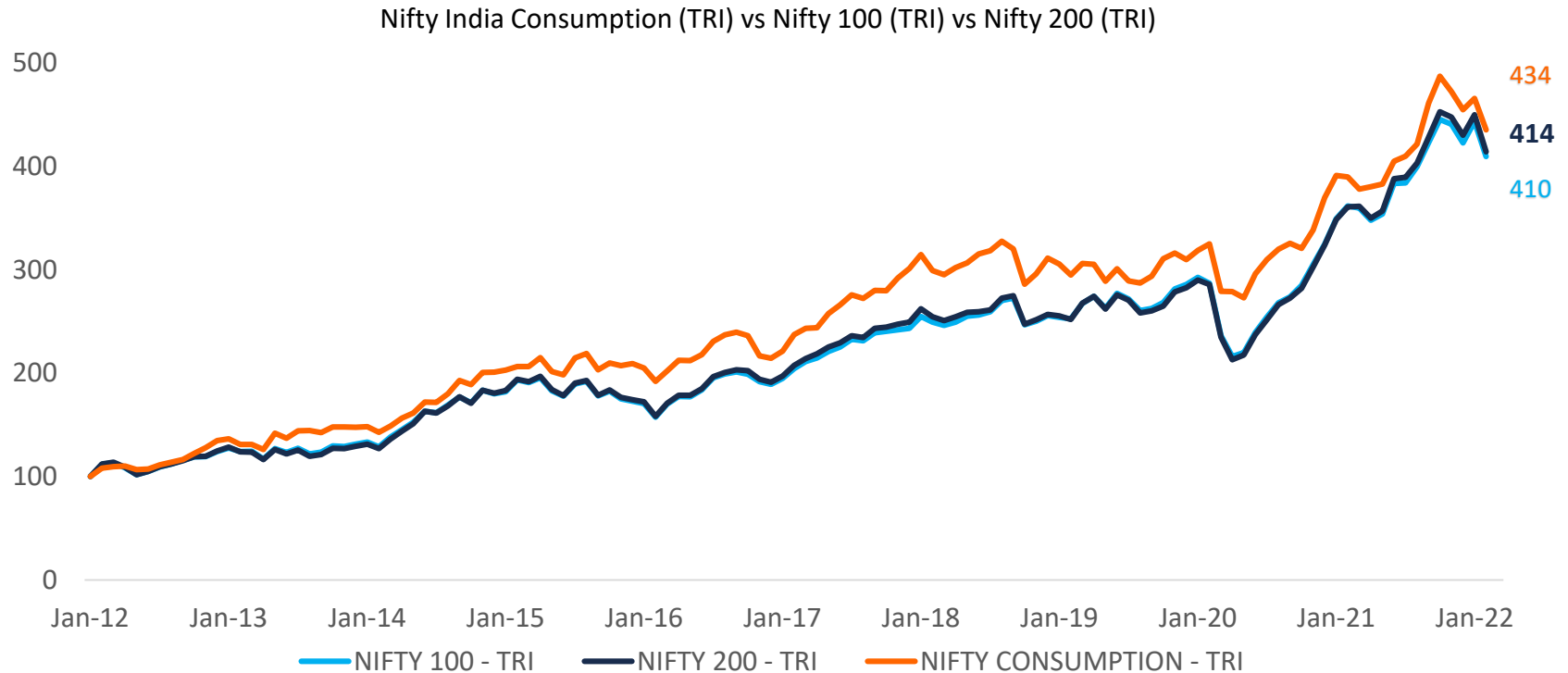
Median Age		
	2020	2035E
India	28	33
China	38	45
Korea	44	50
Japan	48	52
USA	38	41

- Median age of 28 years
- Age dependency ratio is favourable till 2040



Consumption Index

Nifty Consumption Index vs Other Indices – 10 Years Movement



Source: AceMF, Data as on 31st, January 2022. The details mentioned are Nifty India Consumption Fund, Nifty 100 TRI, Y-Axis values has been rebased to 100.

Past performance may or may not sustain in future

Nifty Consumption Index vs Other Indices - Comparison

Sectors	NIFTY CONSUMPTION INDEX	Nifty 100 (TRI)	Nifty 200 (TRI)
Consumer goods	56.31%	11.11%	10.86%
Automobiles	18.46%	4.80%	5.32%
Telecom	10%	2.18%	2.12%
consumer services	8.61%	1.41%	10.86%
Services	1.04%	0.80%	1.09%
Healthcare services	2.61%	0.51%	0.74%
Media	1.55%	-	0.31%
Textile	1.43%	-	0.24%
Total	100.0%	20.81%	30.99%

Standard Deviation*	1 Year	3 year	5 year
Nifty India Consumption Index (TRI)	0.90	1.23	1.06
Nifty 100 (TRI)	0.98	1.35	1.14
Nifty 200 (TRI)	0.97	1.34	1.13

Risk Free Rate: 3.4 – MIBOR as on 31st Jan 2022

Performance of Consumption and FMCG Sector vs other Sectors

High

Returns ↑

	2013	2014	2015	2016	2017	2018	2019	2020	2021
	IT	Bank	Media	Metal	Realty	IT	Realty	Pharma	Metal
	Pharma	Financial	Pharma	Energy	Metal	FMCG	Financial	IT	IT
	FMCG	Auto	Consumption	Auto	Consumption	Financial	Bank	Consumption	Realty
	Consumption	Pharma	FMCG	Bank	Financial	Bank	Energy	FMCG	Energy
	Auto	Media	IT	Financial	Bank	Energy	IT	Energy	Media
	Media	Consumption	Auto	FMCG	Energy	Consumption	Consumption	Auto	Consumption
	Energy	FMCG	Energy	Media	Media	Pharma	FMCG	Metal	AUTO
	Financial	IT	Financial	Consumption	Auto	Metal	Pharma	Financial	Financial
	Bank	Realty	Bank	Realty	FMCG	Auto	Auto	Media	Bank
	Metal	Energy	Realty	IT	IT	Media	Metal	Realty	FMCG
	Realty	Metal	Metal	Pharma	Pharma	Realty	Media	Bank	Pharma

Low

Nifty Consumption TRI/Nifty FMCG TRI has returned 20.11%/11.66% respectively (2021)

Source: NSE, Annual Returns Data as on 31st December 2021. Past performance may or may not sustain in future.

For comparison purpose indices used are: Nifty IT, Nifty Pharma, Nifty FMCG, Nifty India Consumption, Nifty Auto, Nifty Media, Nifty Energy, Nifty Financial, Nifty Bank, Nifty Metal, Nifty Returns are absolute %.

Understanding Mirae Asset Great Consumer Fund

Investments in Fund




Equity & equity related securities of companies benefiting directly or indirectly from consumption led demand in India

Investment Framework

- Aims to capture growth from a broad range of sectors
- Portfolio will comprise of growth companies which have a strong return ratio (ROE) and possess sustainable competitive advantage

Why Mirae Asset Great Consumer Fund?

- Investment in a long term consumer theme
- Flexibility to invest across market capitalisation & styles

<u>Fund Inception</u>	<u>Category</u>	<u>Benchmark</u>
29 th March, 2011	Consumption Fund	Nifty India Consumption Index (TRI)
<u>Goal</u>	<u>Ideal Investment Horizon</u>	<u>Risk Profile</u>
 Wealth Creation	 3+ Years	 Very High Risk

Fund Manager



Mr. Ankit Jain
(Since Inception)



Mr. Siddhant Chhabria
(Since June 2021)

Investment Framework



The Fund seeks to invest in a basket of stocks benefiting either directly or indirectly from **consumption led demand in India**



Endeavour to maintain a **concentrated portfolio of 30 – 40 stocks**, in sectors like FMCG, Autos, Realty, Healthcare, E-commerce, Media & Entertainment, Telecom, Banks & Financial Services, Education, Transportation and Tourism & Hospitality



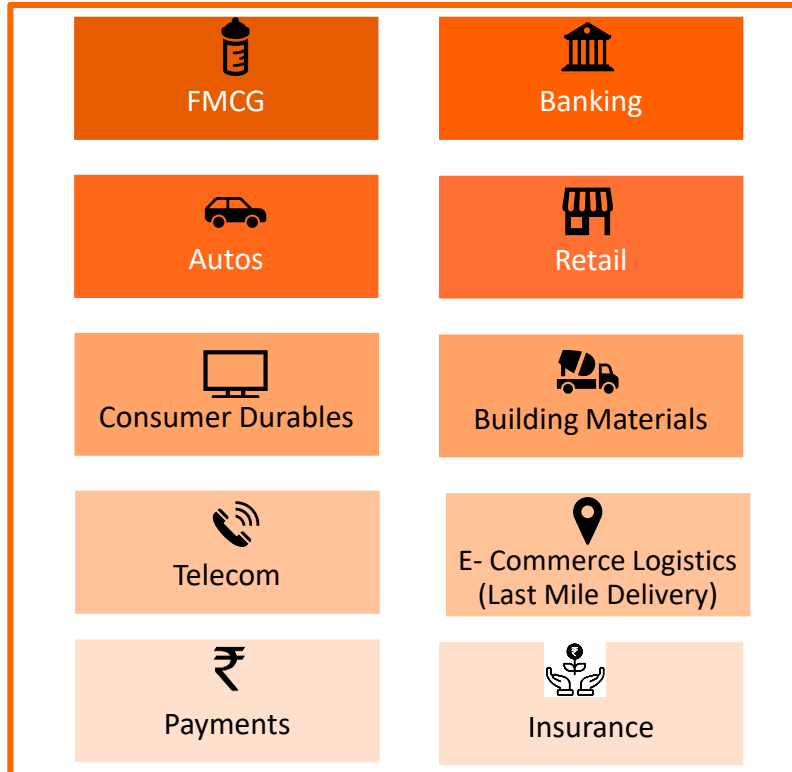
The Fund is managed using a **fundamental, bottom-up approach** that aims to identify growth companies which have high return ratios (ROE) and possess sustainable competitive advantage



The Fund has **flexibility to invest across market cap or style** in selecting investment opportunities

Investment Universe of Consumption Theme: New Opportunities Emerging

Current Investment Universe



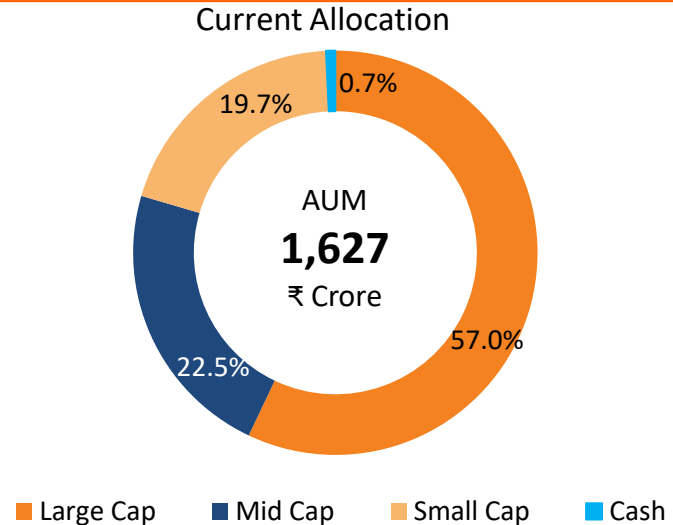
Potential Additions to Universe



Portfolio Psychographics

Portfolio Top Holdings	% Allocation
Bharti Airtel Limited	6.93%
ITC Limited	6.36%
Hindustan Unilever Limited	4.96%
Asian Paints Limited	4.84%
Axis Bank Limited	4.70%
TVS Motor Company Limited	4.10%
HDFC Bank Limited	4.02%
Bata India Limited	3.49%
Britannia Industries Limited	3.48%
Tata Motors Limited	3.18%
Others	53.19%
Cash	0.73%

Concentration	% Allocation
Top 5	27.80%
Top 10	46.07%
Top 15	60.22%



Sector Allocation

Sector	Portfolio Weight	Benchmark Weight	Overweight/ Underweight
Financial Services	7.07	-	7.07
Consumer Non Durables	42.70	48.92	-6.22
Auto	13.30	18.52	-5.23
Consumer Durables	-	0.13	-0.13
Cement	13.56	16.00	-2.44
Textiles	1.75	-	1.75
Services	-	1.11	-1.11
Insurance	1.69	-	1.69
Telecom	6.31	9.22	-2.91
Healthcare	-	2.49	-2.49
Media & Entertainment	-	1.42	-1.42

This diverse sector allocation makes MAGCF, the true Great Consumption Fund.^

Source: Internal, Data as on 31st January 2022. Benchmark*- Nifty India Consumption Index (TRI) ^Past performance may or may not sustain in future

The sector(s)/stock(s)/issuer(s) mentioned in this presentation do not constitute any research report/recommendation of the same and the fund may or may not have any future position in these sector(s)/stock(s)/issuer(s).

For complete portfolio of the scheme visit <https://www.miraeassetmf.co.in/downloads/portfolio>.

Sector Holdings Rationale

Sector	Positioning*	Rationale
Financial	Overweight	Low penetration by Insurance & AMCs, financialization of savings, private banks growth
Auto	Underweight	Marginal Underweight due to slight weak demand, raw material inflation, EV led disruption. Valuations are low to historical average.
FMCG	Underweight	Marginal Underweight due to slight weak rural demand, income impact in some pockets due to Covid, raw material inflation & changing ecommerce dynamics. Valuations are low to historical average.
Telecom	Underweight	Intense competition limits pricing power thereby leading to low ROI. Hence underweight.
Building Material	Overweight	Overweight due to real estate upcycle, shift to organized and leaders & valuations.
Consumer Durables	Underweight	Underweight due to high valuations. We are constructive on long term growth opportunity & therefore waiting for a good entry point.
Retail	Underweight	Underweight due to high valuations. We are constructive on long term growth opportunity & therefore waiting for a good entry point.
Hospital	Overweight	Overweight due to low penetration, increased awareness & health insurance induced affordability.

Source: Internal, Data as on 31st January 2022. *Positioning with respect to Benchmark- Nifty India Consumption Index (TRI)

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Our Journey

Portfolio Triggers in 2022

Post Covid Consumption trends, direction of recovery

Inflation – Raw material / commodities costs – pricing power – margin protection

Turnaround in service economy post third wave

Impact of IT – job creation, discretionary spending, wage hike impact

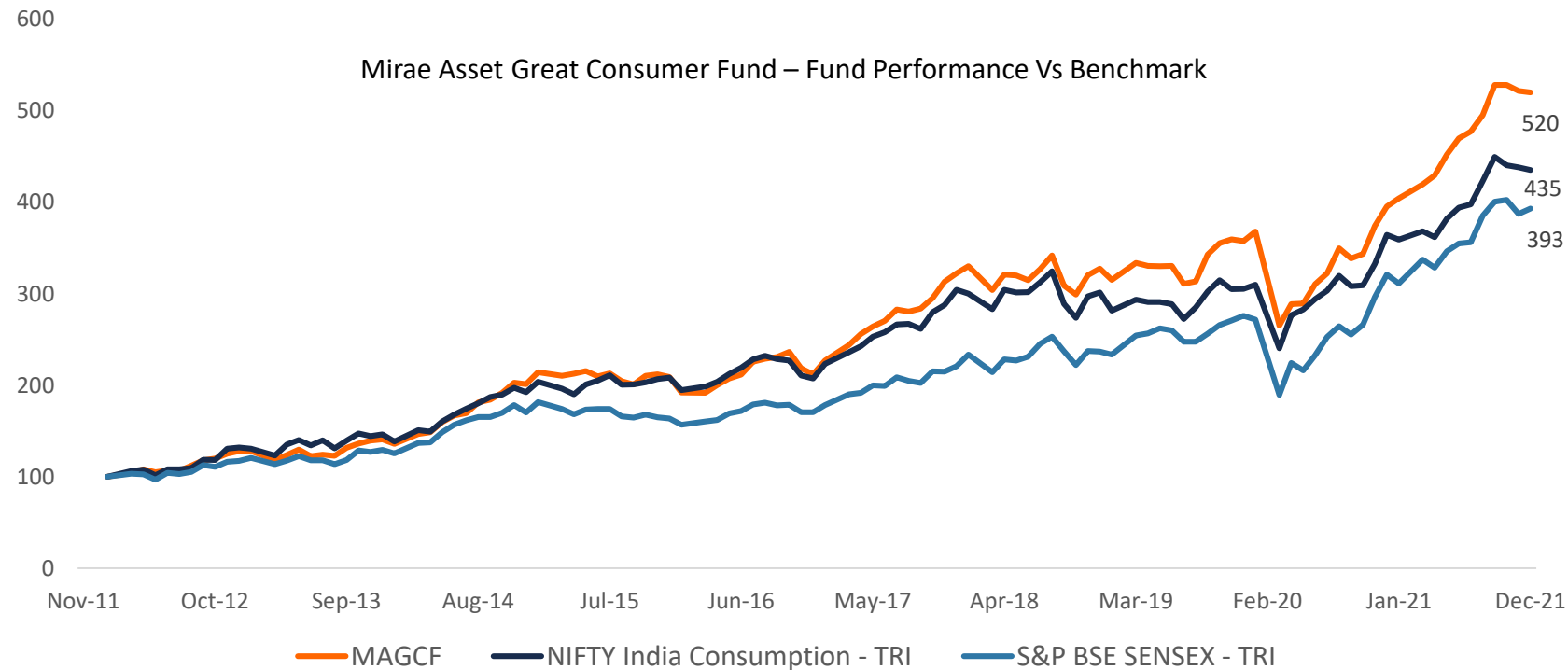
Expect economy turnaround leading to consumption growth aided by turnaround in IT, financial services, household improvement, telecom.

Risks – rising interest affects demands and supplies of consumption companies, affects bottom lines.

Goal is to be in mix of growth and value stocks with enough margin of safety.

Current portfolio is well diversified with around 30% weightages to consumer staples and consumer discretionary sector (Retail + Consumer durables + Building Material) each with remaining portfolio constitutes of sectors like automobiles, financials, telecom and hospitals etc.

MAGCF– 10 Years Journey Of Wealth Creation



Source: AceMF, Data as on 31st, December 2021. The details mentioned are for Mirae Asset Great Consumer Fund – Regular Plan – Growth Option.. Benchmark*- Nifty India Consumption Index (TRI) Additional Benchmark**- S&P BSE Sensex (TRI). Y-Axis values has been rebased to 100. Past performance may or may not sustain in future

Mirae Asset Great Consumer Fund – Lumpsum Report Card

Period	Returns(%)		
	MAGCF	Scheme Benchmark*	Additional Benchmark**
Last 1 year	28.22	20.52	26.45
Last 3 years	17.51	15.01	18.26
Last 5 years	18.17	14.17	17.33
Since Inception [^]	16.84	15.04	12.30
Value of Rs. 10000 invested (in Rs.) Since Inception [^]	54,142	45,736	35,219
NAV (as on 31 st January 2022)	54.142		
Index Value (as on 31 st January 2022)	Index Value of Nifty India Consumption Index (TRI) is 8,408.87 and S&P BSE Sensex (TRI) is 86,954.54		
Date of allotment	29th March, 2011		
Scheme Benchmark*	Nifty India Consumption Index (TRI)		
Additional Benchmark**	S&P BSE Sensex (TRI)		

Past Performance may or may not be sustained in future. [^] - 29th March, 2011

Different Plans under the scheme has different expense structure. The reference and details provided here in are of Regular Plan - Growth Option

For computation of since inception returns (%) the allotment NAV has been taken as Rs. 10.00. Returns (%) for greater than 1 year calculated on CAGR basis

Fund manager : Mr. Ankit Jain managing the scheme since October, 2016, and Mr. Siddhant Chhabria Since June 2021 Source: AceMF, Data as on 31st January 2022.

Mirae Asset Great Consumer Fund – SIP Report Card

	1 Year	3 Years	5 Years	7 years	10 years	Since Inception
Total Amount Invested	1,20,000	3,60,000	6,00,000	8,40,000	12,00,000	13,00,000
Fund Return (%)	17.85	23.58	17.70	16.68	17.06	17.09
MKT Value as on, 31 st December 2021	1,31,311	5,07,515	9,33,363	15,22,286	29,39,167	34,66,840
Benchmark Returns*	14.58	14.58	14.16	13.44	14.16	14.53
Additional Benchmark Returns**	16.41	16.41	18.22	16.28	15.12	14.81

Past Performance may or may not be sustained in future.

Benchmark*- Nifty India Consumption Index (TRI), Additional Benchmark**- S&P BSE Sensex (TRI) Note: For computation of since inception returns (%) the allotment NAV has been taken as Rs.10.00

The above table shows performance since inception for Mirae Asset Great Consumer Fund - Regular Plan - Growth Option.

The SIP returns are calculated by XIRR approach assuming investment of Rs.10,000 on the 1st working day of every month. Source: AceMF, Data as on 31st January 2022..

Performance of other funds managed by the same fund manager (Lumpsum returns)

		1 Year	3 Year	5 Year	Since Inception	Value of Rs. 10000 invested (in Rs.)
	Date of Allotment	(Return in %)	(Return in %)	(Return in %)	(Return in %)	Since Inception
Mirae Asset Emerging Bluechip Fund	9 th July, 2010	37.55	25.51	20.78	21.79	97,884
NIFTY Large Midcap 250 (TRI)*		37.28	21.48	17.52	13.71	44,221
S&P BSE Sensex (TRI)* *		26.45	18.26	13.71	12.22	37,989
Mirae Asset Midcap Fund	29 th July, 2019	44.33	-	-	34.36	21,002
NIFTY Midcap 100 Index (TRI)*		45.81	-	-	32.01	20,091
S&P BSE Sensex (TRI)**		26.45	-	-	19.92	15,785

Past Performance may or may not be sustained in future.

Note:1. Different Plans under the scheme has different expense structure. The reference and details provided herein are of Regular Plan - Growth Option

Mirae Asset Emerging Bluechip Fund: Fund managers : Mr. Neelesh Surana managing the scheme since 9th July, 2010 & Mr. Ankit Jain since 31st, January 2019.

Mirae Asset Midcap Fund : Fund manager : Mr. Ankit Jain managing the scheme since July, 2019 For computation of since inception returns (%) the allotment NAV has been taken as Rs. 10.00 for the Schemes

The calculations of returns shall assume reinvestment of all payouts at the then prevailing NAV. CAGR - Compounded Annualised Growth returns. NAV (per unit) is at the end of the period.

In case, the start / end date of the concerned period is a non-business date (NBD), the NAV of the previous date is considered for computation of returns.

**Additional benchmark, *Benchmark Source: AceMF, Data as on 31st January 2022

Ratios

Equity Ratios^

PE Ratio	54.00
PBV Ratio	12.00
Turnover ratio (%)	63.06%
Liquidity Ratio (Days)	2.56
Beta	1.04
Treynor Ratio	0.13

*Rolling Returns Since Inception

	3-year	5-year
More than 8%	89.18%	95.19%
More than 10%	88.14%	91.68%
More than 15%	65.05%	72.44%

MAGCF **Benchmark

Standard Deviation^	1.21	1.21
Sharpe Ratio^	0.06	0.05

For computation of Rolling returns (%) the allotment NAV has been taken as Rs. 10.00 for the Schemes Data as on 31st January 2022

The calculations of returns shall assume reinvestment of all payouts at the then prevailing NAV. *Rolling Returns has taken as CAGR for given period.

In case, the start / end date of the concerned period is a non-business date (NBD), the NAV of the previous date is considered for computation of returns. Benchmark**- Nifty India Consumption Index (TRI),

Source: AceMF, Data as on 31st December 2021. Past Performance may or may not be sustained in future. ^All ratios are calculated for 3 years time frame, Source: AceMF

Product Label

Mirae Asset Midcap Fund

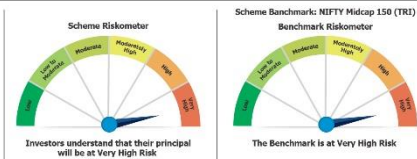
(Midcap Fund-An open ended equity scheme predominantly investing in mid cap stocks)

PRODUCT LABELLING

Mirae Asset Midcap Fund is suitable for investors who are seeking*

- To generate long term capital appreciation/income
- Investments predominantly in equity and equity related securities of midcap companies

*Investors should consult their financial advisers, if they are not clear about the suitability of the product.



Mirae Asset Emerging Bluechip Fund

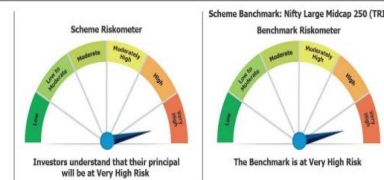
(Large & Mid Cap Fund -An open ended equity scheme investing in both large cap and mid cap stocks)

PRODUCT LABELLING

Mirae Asset Emerging Bluechip Fund is suitable for investors who are seeking*

- Long term capital appreciation
- Large & Mid Cap fund investing atleast 35% in large cap stock & atleast 35% in mid cap stocks

*Investors should consult their financial advisers if they are not clear about the suitability of the product.



Mirae Asset Great Consumer Fund

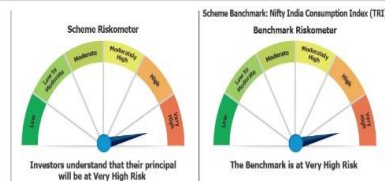
(Sectoral/Thematic Fund - An open ended equity scheme following consumption theme)

PRODUCT LABELLING

Mirae Asset Great Consumer Fund is suitable for investors who are seeking*

- Long term capital application
- Thematic fund investing in equity & equity related securities of companies benefiting directly or indirectly from consumption demand in India

*Investors should consult their financial advisers if they are not clear about the suitability of the product.



Disclaimer

Statutory Details: Trustee: Mirae Asset Trustee Company Private Limited; Investment Manager: Mirae Asset Investment Managers (India) Private Limited (AMC); Sponsor: Mirae Asset Global Investments Company Limited.

The information contained in this document is compiled from third party and publically available sources and is included for general information purposes only. There can be no assurance and guarantee on the yields. Views expressed by the Fund Manager cannot be construed to be a decision to invest. The statements contained herein are based on current views and involve known and unknown risks and uncertainties. Whilst Mirae Asset Investment Managers (India) Private Limited (the AMC) shall have no responsibility/liability whatsoever for the accuracy or any use or reliance thereof of such information. The AMC, its associate or sponsors or group companies, its Directors or employees accepts no liability for any loss or damage of any kind resulting out of the use of this document. The recipient(s) before acting on any information herein should make his/her/their own investigation and seek appropriate professional advice and shall alone be fully responsible / liable for any decision taken on the basis of information contained herein. Any reliance on the accuracy or use of such information shall be done only after consultation to the financial consultant to understand the specific legal, tax or financial implications. The views, facts and figures in this document are as of 30th November, 2021 unless stated otherwise.

For further information about other schemes (product labelling and performance of the fund) please visit the website of the AMC: www.miraeassetmf.co.in.

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

THANK YOU

Please consult your financial advisor or mutual fund distributor before investing

