## Mirae Asset Great Consumer Fund (MAGCF)

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

February 2023

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- Consumption Sector In India
- Growth Drivers
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- Understanding Mirae Asset Great Consumer Fund
- Our Journey

# 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:



#### **FMCG & Services**

- Packaged Foods
- Beauty and Fragrances
- •Health and
  Personal care
- Hospitals



#### Retail

- Fashion
- Eyewear
- Jewelry
- Accessories



#### **Consumer Durables**

- White goods
- Computers
- Mobile Phones
- Entertainment Consumables



#### E-Commerce

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



#### Home

#### Improvements

- Home Furnishing
- Furniture
- Sanitary Ware



#### Services

- Banking
- Healthcare
- •Leisure

Source: Internal, Information stated above may or may not change in the future. The sector(s)/stock(s)/issuer(s) mentioned herein 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).

## **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



29 Median Age

Generation Z and Millennials will change the trend

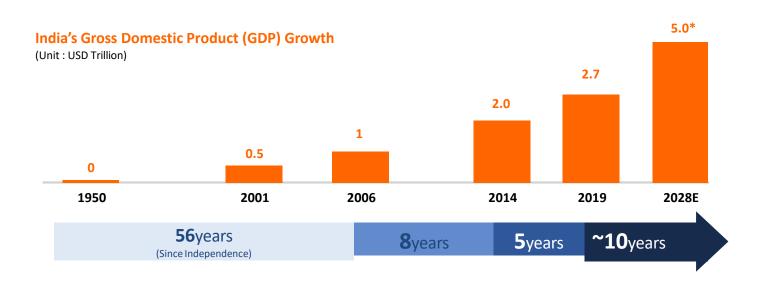
# **Growing Connectivity**



1+Billion
Of Indians

Will have internet access by 2030

#### India, A Huge Growth Opportunity, Isn't It?

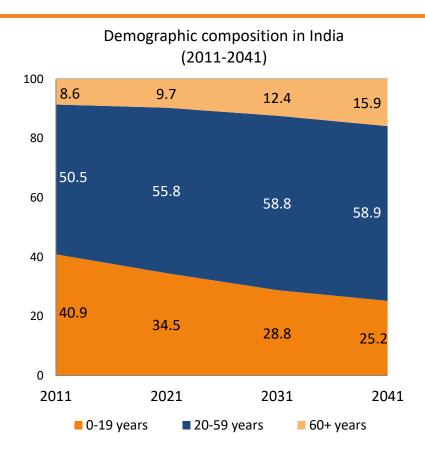


- 1<sup>st</sup> trillion took 56 years, 2<sup>nd</sup> took 8 years
- India's structural growth factors should help acceleration in growth: Demographics, and potential in infrastructure.

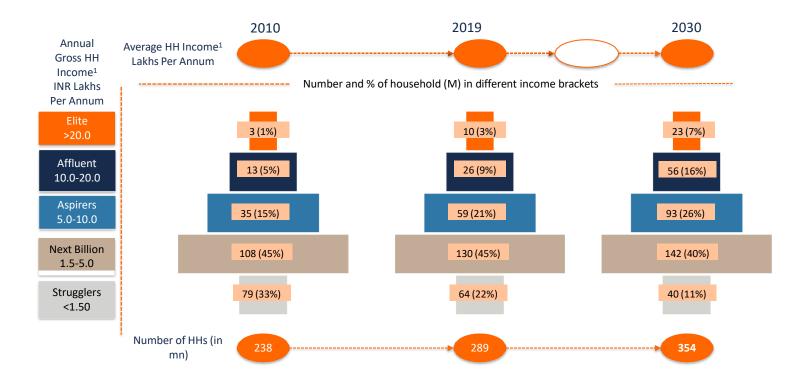
#### Favorable Demographics May Support Long Term Growth

	Median Age	
	2022	2035E
India	28	33
China	39	45
Korea	44	51
Japan	49	52
USA	38	41

- Median age: 28 as of 2022
- Age dependency ratio is favourable till 2040



#### Evolution Of Household Income in India



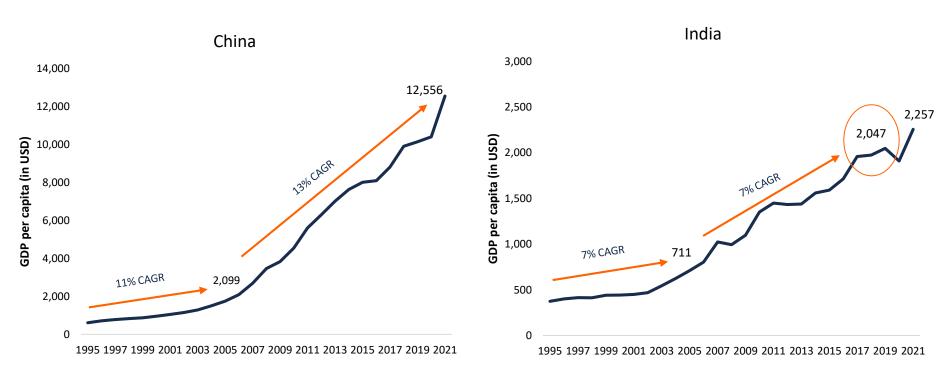
Note: 1. Annual household gross income are based on 2019 prices. HH Income represents household income.

Source: CCI proprietary income database, BCG analysis



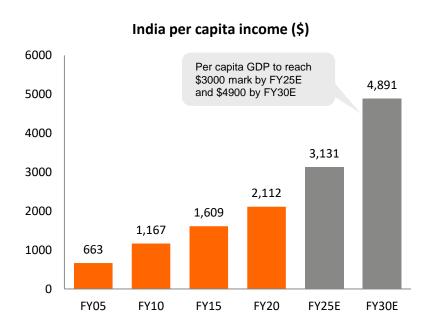
#### India's Per Capita GDP At An Inflection Point

#### After crossing the \$2k mark, China's per capita GDP growth accelerated

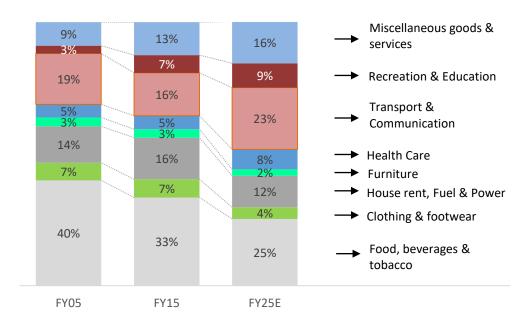


#### Discretionary Consumption: India's consumption at an inflection point

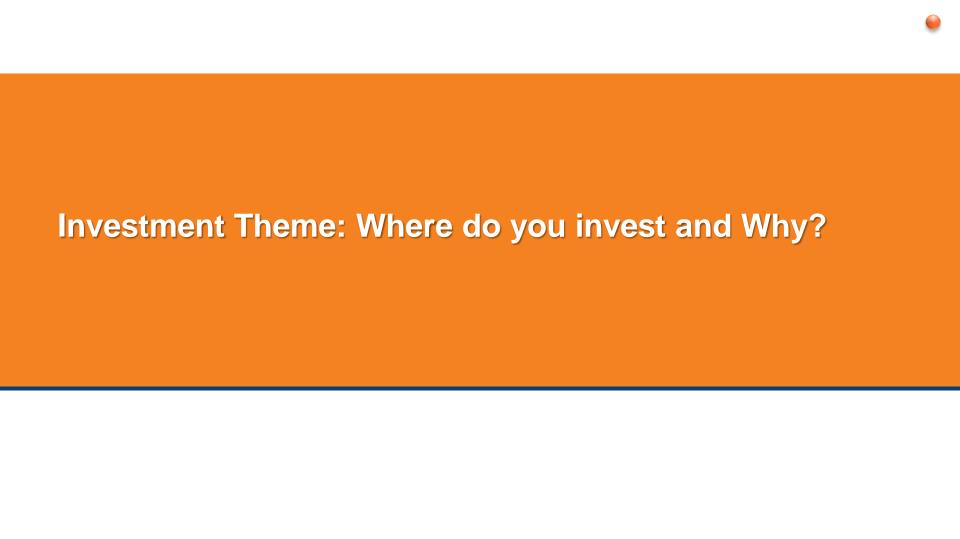
## >\$2000 per capita has been the inflection point for discretionary consumption in other EMs



## As per capita income grows share of discretionary consumption rises as basic consumption growth has already been met



Discretionary consumption is at an inflection point as India surpassed \$2,000 per capita



#### Long Term Drivers Of Growth





- Low per capita consumption
- Premiumisation
- 'Naturals' fad
- Unorganised to organised (packaged foods)
- innovations



FMEG/ **White Goods** 

- 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

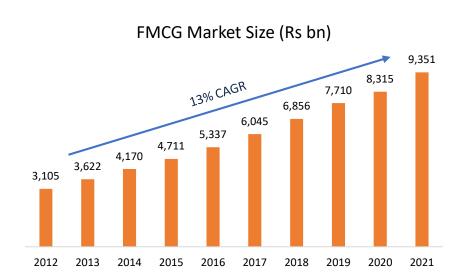


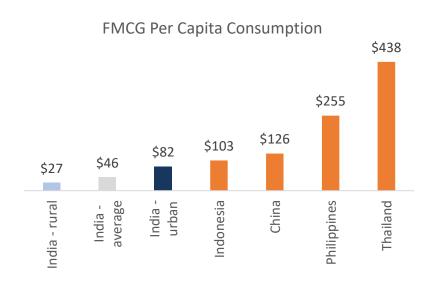
**Auto** 

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

#### FMCG – Still Has Large Room To Grow

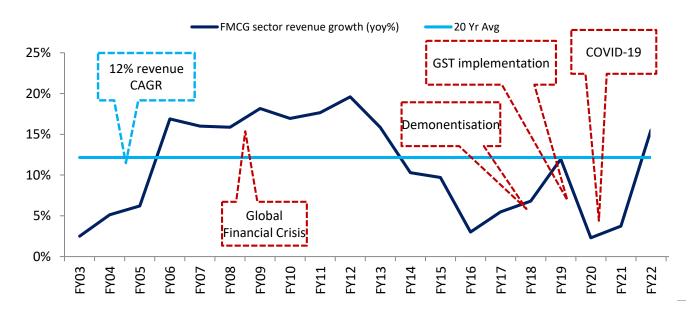
- The FMCG market size in India is estimated at ~Rs9,351 Bn as per Euromonitor in CY21.
- FMCG market has grown at a healthy 13% CAGR over the last decade.
- India's per capita FMCG spend of ~US\$46 is considerably lower vs. other emerging economies.





#### FMCG – Steady Growth Even In Periods of Disruption

- FMCG sector has grown by 10% CAGR over the last 2 decades despite multiple headwinds over the years
- The sector has grown even during periods of external shocks like GFC (Global Financial Crisis), demonetisation, GST (Goods and Service Tax) etc.



Source: HDFC securities, Feb 2023.

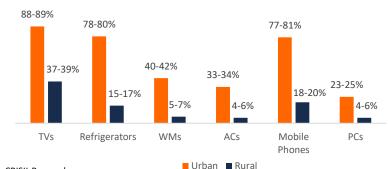
#### Consumer Durables: Play On Low Penetration

#### What is driving penetration in India?

- Growing disposable Income (>\$2000 per capita income)
- II. Govt's Electrification Drive (100% penetration)
- III. Higher penetration of Consumer Financing
- IV. Urbanisation

#### Penetration Rate

## Product-wise household penetration in rural and urban areas as of fiscal 2020



Source: CRISIL Research

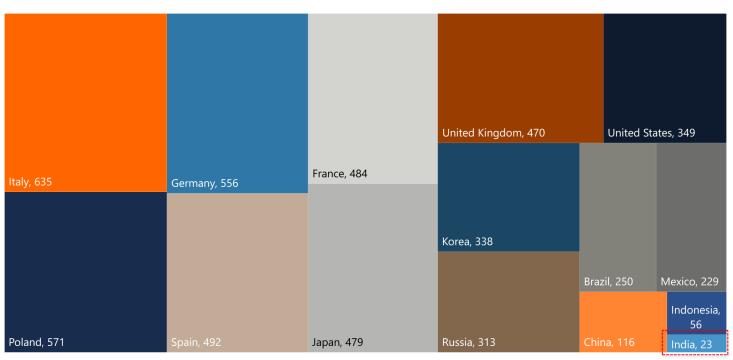
#### Country wise product penetration as of CY 2020

% of Households	India *	USA	Germany	Japan	Australia	China	Brazil		
Color Television	57	98-100	96-98	96-98	98-100	96-98	95-97		
Refrigerator	40	98-100	98-100	97-99	98-100	95-97	97-99		
Mobiles	40	94-96	97-99	96-98	98-100	96-98	93-95		
Washing Machines	20	85-87	95-97	96-98	97-99	93-95	66-68		
Air Conditioner	16	91-93	25-27	93-95	79-81	92-94	19-21		
Personal Computer	13	91-93	90-93	79-81	84-86	59-61	44-46		

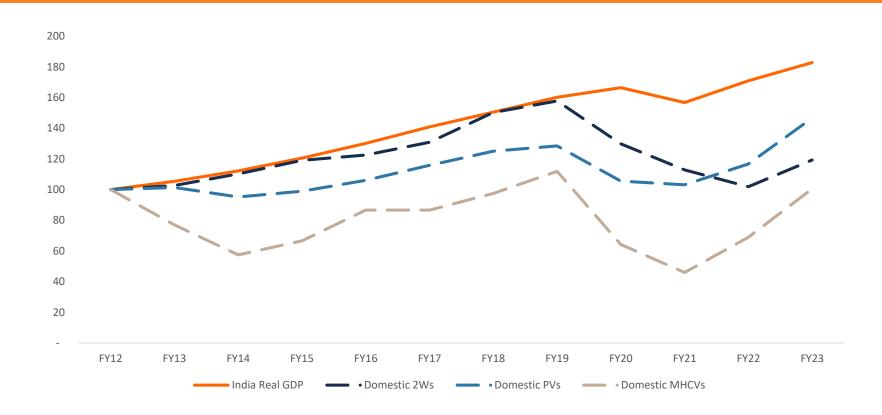
\*Note: India data is for FY2021; Source: CRISIL Research

Source: Statista. Data as of February 2021

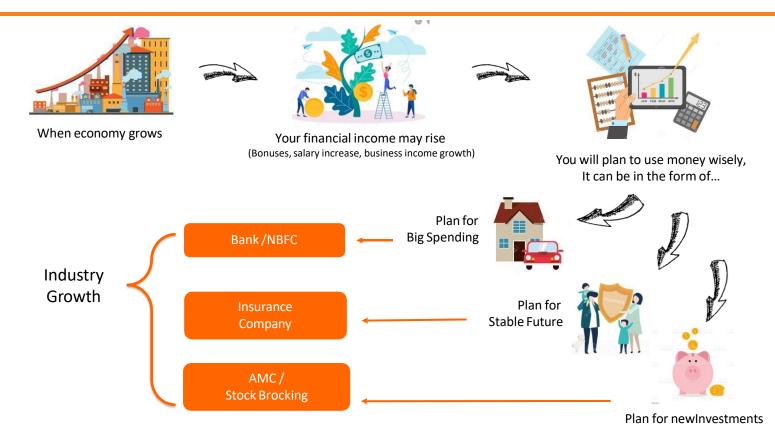
#### Cars penetration in India is much lower than many of its peers (Cars per 1000 population)



#### Indian Auto Industry: Volumes Are At Multi Year Low Across The Segments



#### How Banking & Financial Services Sector Relates To Life And Economy



#### How Banking & Financial Services Sector Related To Your Life

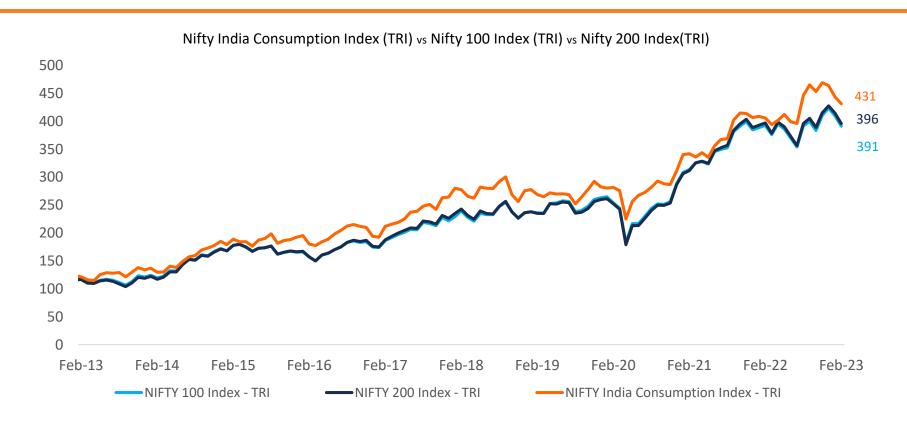


### Market Penetration across financial products is very low

Country		Credit to GDP (%)	Mortgage Penetration to GDP(%)	Life Insurance Premium to GDP (%)	Mutual Fund AUM to GDP (%)
India	•	56.7	11.0	3.2	15.8
Brazil		87.0	NA	2.1	79.9
South Africa		67.3	18.0	10.0	61.5
China	*1	219.7	18.0	2.1	18.0
Korea	<b>*•</b> *	224.5	31.0	5.8	37.7
USA		153.9	52.0	2.6	140.2
UK		154.0	68.0	8.9	77.6

# **Consumption Index**

#### Nifty India Consumption Index vs Other Indices – 10 Years Movement





Disclaimer: The data shown above pertains to the Index and does not in manner indicate performance of any scheme of the Fund.

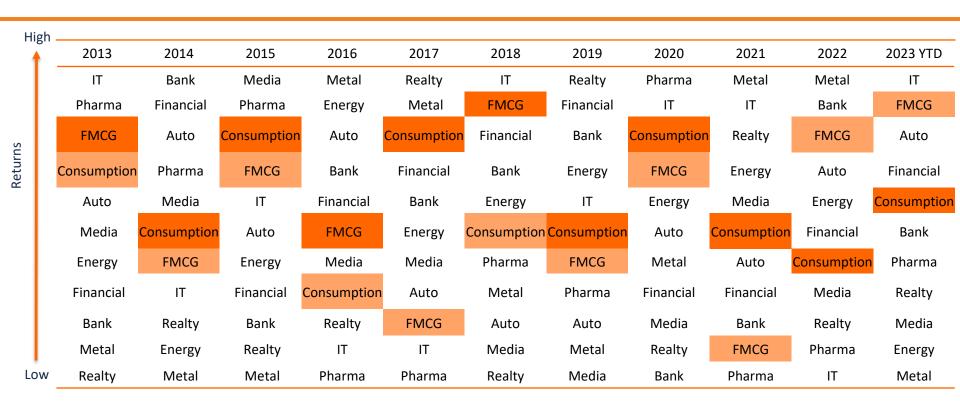
### Nifty India Consumption Index vs Other Indices - Comparison

Sectors	Nifty India Consumption Index (%)	•	Nifty 500 Index (TRI) (%)	Standard Deviation*	3 Years	5 Years	7 Years	10 Years
Fast Moving Consumer Goods	36.48	8.93	7.83	Nifty India Consumption	15.02	14.50	13.92	13.81
Automobile and Auto Components	17.72	4.96	5.41	Index (TRI)				
Consumer Durables	17.21	3.22	3.85	Nifty 100 Index (TRI)	24.54	19.98	18.05	17.62
Telecommunication	9.68	2.22	2.09	Nifty 500 Index (TRI)	26.94	22.47	20.20	19.76
Consumer Services	7.60	1.49	2.28					
Power	5.62	3.56	3.25	Risk Free Rate: 6.70 – MIBOR as on 28 <sup>th</sup> February, 2023				2023
Healthcare	2.40	4.02	5.14					
Textiles	1.45	-	0.47	Even After having sectoral allocations, Nifty India Consumption Index (TRI) has lower Standard Deviation compared to that of Nifty 100 (TRI) & Nifty 500 (TRI).				
Media, Entertainment & Publication	1.24	-	0.42					
Realty	0.52	0.25	0.80					
Total	99.92	28.65	31.54					

Source: NSE Website, AceMF, Data as on 28th February, 2023. Performance may or may not sustain in future \*Absolute Standard Deviation on annual basis.

Disclaimer: The sector(s)/stock(s)/issuer(s) mentioned herein 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).





Nifty India Consumption Index - TRI/Nifty FMCG Index - TRI has returned -5.62%/2.30% respectively (2023 YTD )

Source: NSE, Annual Returns Data as on 28th February, 2023. Past performance may or may not sustain in future. Returns are absolute %.
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 Realty



#### 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

Fund Inception		Category		<u>Benchmark</u>	
29 <sup>th</sup> March, 2011	Со	nsumption Fund	Nifty India Consumptio Index (TRI)		
<u>Goal</u>	<u>Ideal</u>	Investment Horizon		Risk Profile	
Wealth Creation	8	5+ Years		Very High Risk	

#### Fund Manager



Mr. Ankit Jain (Since October 2016)



Mr. Siddhant Chhabria (Since June 2021)

Source: Internal and ACEMF, 28th February, 2023



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



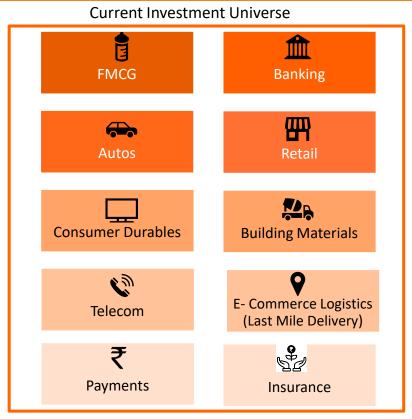
The Fund is managed using a fundamental, bottom-up approach that aims to identify growth companies which have high return ratios (ROE) and possess sustainable competitive advantage

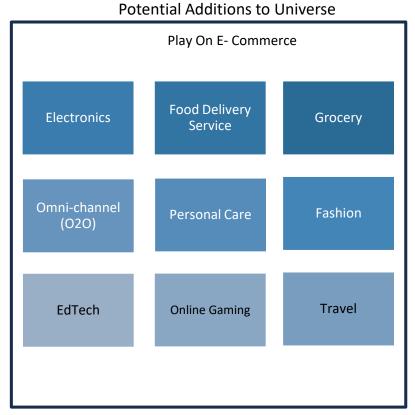


The Fund has flexibility to invest across market cap or style in selecting investment opportunities

#### Investment Universe of Consumption Theme: New Opportunities Emerging







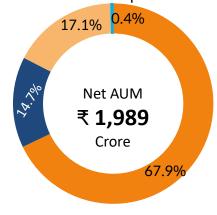
Source: Internal. Data as on 28<sup>th</sup> February, 2023. The sector(s)/stock(s)/issuer(s) mentioned herein do not constitute any research report/recommendation of the same and the Fund may or may not have any future position in these sector(s)/stock(s)/issuer(s).

#### Portfolio Psychographics

Portfolio Top Holdings	Allocation
ITC Limited	8.90%
Hindustan Unilever Limited	5.94%
Maruti Suzuki India Limited	5.42%
Titan Company Limited	5.31%
Bharti Airtel Limited	4.96%
Britannia Industries Limited	4.15%
TVS Motor Company Limited	4.07%
HDFC Bank Limited	4.02%
Axis Bank Limited	3.95%
United Spirits Limited	3.87%
Others	49.01%
Cash	0.39%

Concentration	Allocation
Top 5	30.55%
Top 10	50.59%
Top 15	66.79%







Source: Internal, Data as on 28<sup>th</sup> February, 2023. 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 , please visit website: <a href="https://www.miraeassetmf.co.in/downloads/portfolio">https://www.miraeassetmf.co.in/downloads/portfolio</a>.

\*Classification as per SEBI circular (SEBI/HO/IMD/DF3/CIR/P/2017/114) dated October 6th,2017, the universe of LargeCap shall consist of Top 100 company in terms of full market capitalization, Midcap shall consist of 101st to 250th company in terms of full market capitalization and SmallCap shall consist of 251st company onwards in terms of full market capitalization

#### Sector Allocation

Sector	Portfolio Weight (%)	Benchmark Weight (%)	Overweight/ Underweight (%)
Fast Moving Consumer Goods	31.15	36.48	(5.33)
Consumer Durables	18.84	17.21	1.63
Financial Services	13.72	-	13.72
Automobile and Auto Components	13.40	17.72	(4.32)
Consumer Services	7.37	7.60	(0.24)
Telecommunication	5.51	9.68	(4.17)
Healthcare	3.99	2.40	1.59
Textiles	3.14	1.45	1.69
Capital Goods	2.03	-	2.03
Others	0.86	7.47	(6.61)

Note: As per NSE Indices Ltd. Industry Classification Structure April 2022, Industry and Sector classification has changed. Please refer the attached link for more details.

Source: Internal, Data as on 28<sup>th</sup> February, 2023. 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 <a href="https://www.miraeassetmf.co.in/downloads/portfolio">https://www.miraeassetmf.co.in/downloads/portfolio</a>.

### Sector Holdings Rationale

Sector	Positioning*	Rationale
Financial Services	Overweight	The fund is overweight on Insurance and AMC businesses which have got long term structural growth drivers of low penetration and financialization of savings.  The fund is positive on certain retail oriented private sector banks on account of strong growth visibility as a result of consistent market share gain.
Automobile and Auto Components	Underweight	The fund is underweight in automobiles as the sector faces multiple headwinds like:  1) Weak discretionary demand for high ticket items,  2) Chip shortages impacting production  3) Inability to pass on RM inflation,  4) Emergence of EVs which will disrupt business models that aren't aligned in adopting newer technology.  Sector valuations are trading at a discount to historical average which limits our stance to marginal underweight.
FMCG	Underweight	<ol> <li>The fund is marginally underweight on FMCG as we believe the sector faces multiple headwinds like:</li> <li>Demand slowdown in rural area</li> <li>Lower middle-class income levels have been impacted during COVID</li> <li>Significant RM inflation, although pricing power is high but weak consumption environment is limiting price pass -through and hence resulting in margin pressure</li> <li>Long term threat to distribution moat for FMCG due to emergence of e-B2B models and e-commerce/modern trade gaining share from general trade.</li> <li>Sector valuations are trading at a discount to historical average which limits our stance to marginally underweight.</li> </ol>

Source: Internal, Data as on 28th February, 2023. \*Positioning with respect to Benchmark- Nifty India Consumption Index (TRI)

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### Sector Holdings Rationale

Sector	Positioning*	Rationale
Tele Communication	Underweight	The fund is marginally underweight on the sector owing to:  1) Weak pricing power  2) Intense competition leading to inferior RoI (Return on Investment) of the sector
Consumer Durables	Overweight	<ul> <li>The fund is overweight on the sector owing to:</li> <li>1) Real estate upcycle</li> <li>2) Shift from unorganised to organised (category leaders are gaining share)</li> <li>3) Valuations are reasonable on a relative basis</li> </ul>
Consumer Services	Underweight	The fund is constructive on long term growth opportunity but awaits a good entry point.
Healthcare	Overweight	<ul> <li>The fund is overweight on hospital/diagnostic sector on account of long term growth visibility owing to:</li> <li>1) Low penetration</li> <li>2) Increased affordability with higher penetration of health insurance</li> <li>3) Increased health awareness</li> </ul>

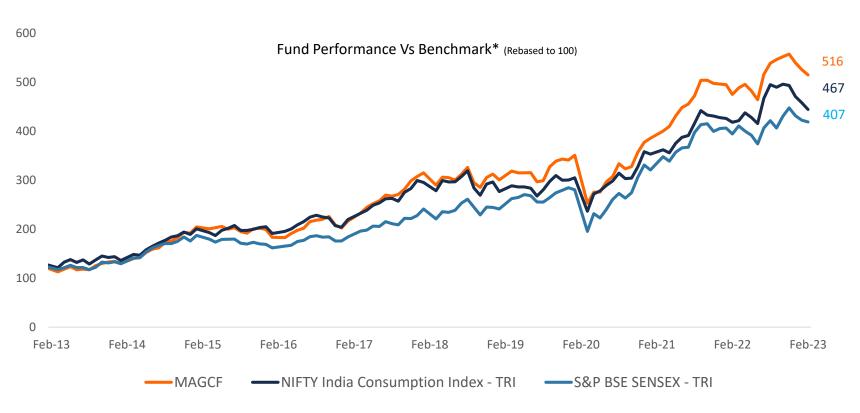
Source: Internal, Data as on 28th February, 2023. \*Positioning with respect to Benchmark- Nifty India Consumption Index (TRI)

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# Our Journey

#### MAGCF— 10 Years Journey



Source: AceMF, Data as on 28<sup>th</sup> February, 2023. 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). Past performance may or may not sustain in future

#### Mirae Asset Great Consumer Fund – Lumpsum Report Card

		Returns(%)				
Period	MAGCF	Scheme Benchmark*	Additional Benchmark*			
Last 1 year	8.41	6.19	6.19			
Last 3 years	15.64	14.89	16.86			
Last 5 years	11.62	9.49	12.85			
Since Inception	15.59	13.86	11.42			
Value of Rs. 10,000 invested (in Rs.) Since Inception	56,315	47,675	36,312			
NAV in Rs. (as on 28 <sup>th</sup> February, 2023)	56.3150					
Index Value (as on 28 <sup>th</sup> February, 2023)		of Nifty India Consumption E Sensex (TRI) is 89,281.77				
Date of allotment	29th March	, 2011				
Scheme Benchmark*	Nifty India	Nifty India Consumption Index (TRI)				
Additional Benchmark**	S&P BSE Se	nsex (TRI)				

Past Performance may or may not be sustained in future.

Source: AceMF, Data as on 28<sup>th</sup> February, 2023

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

#### Mirae Asset Great Consumer Fund – SIP Report Card

	1 Year	3 Years	5 Years	7 years	10 years	Since Inception
Total Amount Invested	120,000	360,000	600,000	840,000	1,200,000	1,430,000
Fund Return (%)	0.59	15.11	13.76	13.92	14.53	15.14
MKT Value as on, 28 <sup>th</sup> February, 2023	120,375	450,080	846,432	1,378,725	2,563,167	3,736,676
Benchmark Returns*(%)	-4.37	11.65	11.21	11.19	11.90	12.94
Additional Benchmark Returns**(%)	3.93	14.85	13.78	13.74	13.08	13.05

Past Performance may or may not be sustained in future.

Source: AceMF, Data as on 28th February, 2023

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.

#### 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.)
	NAV (in Rs.)/ Date of Allotment		(Retur	n in %)		Since Inception
Mirae Asset Emerging Bluechip Fund		0.45	18.54	13.24	19.27	92,957
NIFTY Large Midcap 250 Index (TRI)*	92.9570/ 9 <sup>th</sup> July, 2010	4.93	19.64	11.40	12.46	44,175
S&P BSE Sensex (TRI)* *		6.19	16.86	12.85	11.40	39,168
Mirae Asset Midcap Fund	20.5750/	3.89	22.61	-	22.25	20,565
NIFTY Midcap 100 Index (TRI)*	20.5650/ 29th July, 2019	8.28	23.14	-	21.79	20,291
S&P BSE Sensex (TRI)**		6.19	16.86	-	14.53	16,274

Past Performance may or may not be sustained in future.

Source: AceMF, Data as on 28th February, 2023

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

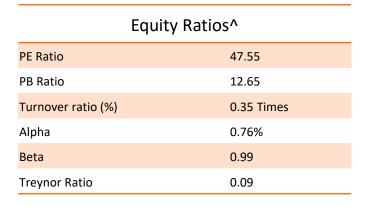
Mirae Asset Emerging Bluechip Fund: Fund managers: Mr. Neelesh Surana managing the scheme since 9th July, 2010 & Mr. Ankit Jain since 31st, January 2019.

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 Annualized 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.

<sup>\*\*</sup>Additional benchmark, \*Benchmark

#### Ratios



*Rolling Returns Since Inception					
	3-year	5-year			
More than 8%	90.48%	95.91%			
More than 10%	89.53%	92.93%			
More than 15%	66.21%	64.70%			

Past Performance may or may not be sustained in future.

Source: AceMF, Data as on 28th February, 2023

For computation of Rolling 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. \*Rolling Returns have been 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), ^All ratios are calculated for 3 years time frame

### Mirae Asset Midcap Fund

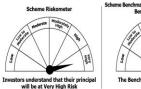
(Midcap Fund-An open ended equity scheme predominantly investing in mid cap stocks)

#### 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 advisors 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 advisors 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 appreciation
- Thematic fund investing in equity & equity related securities of companies benefiting directly or indirectly from consumption led demand in India

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





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