

# Mirae Asset Great Consumer Fund (MAGCF)

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

**June 2024** 

## **Constituents of Consumption Sector**

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



### **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**

- on White goods
  - Computers
  - Mobile Phones
  - Entertainment Consumables

### **E-Commerce**

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

# Home Improvements

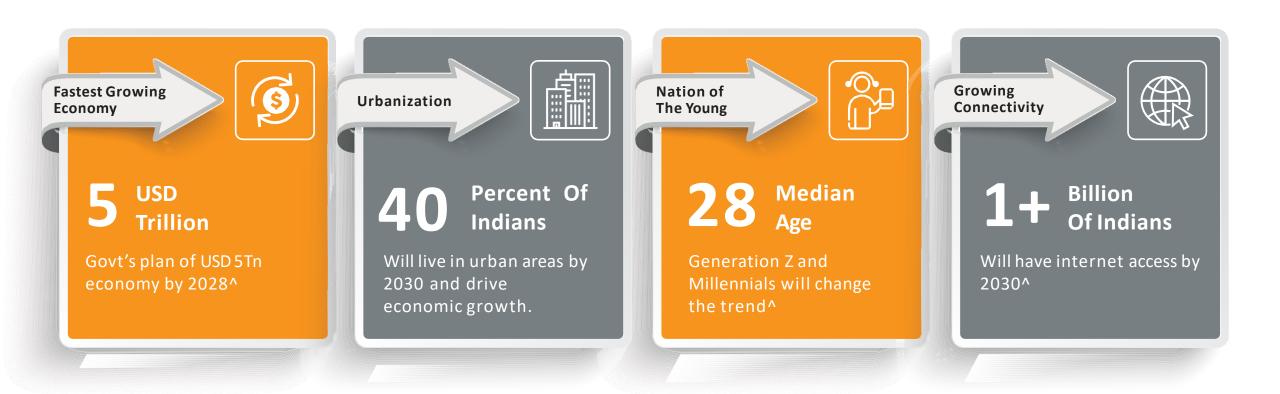
- Home Furnishing
  - Furniture
  - Sanitary Ware

### **Services**

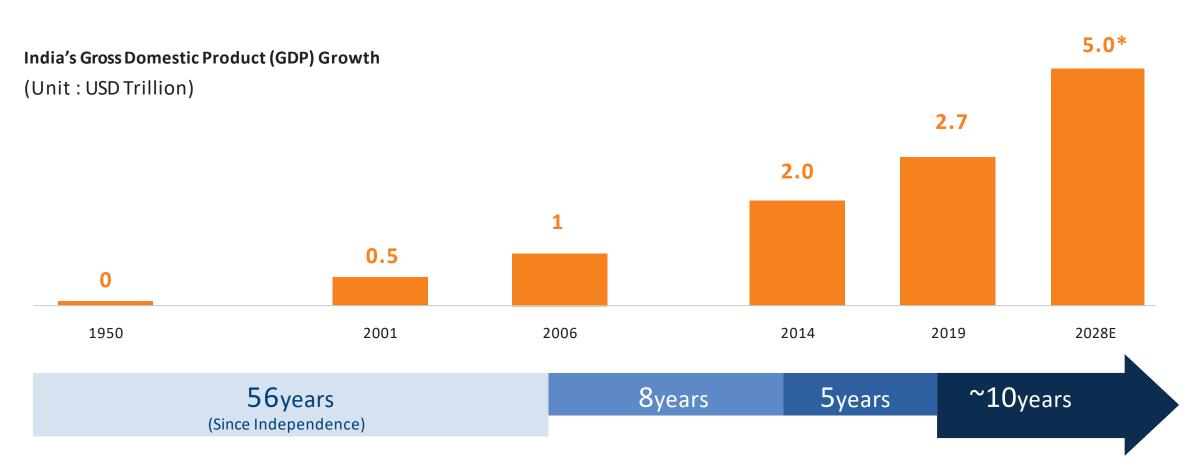
- Banking
- Healthcare
  - Leisure

# **Growth Drivers**

### **Boosters for Consumption Sector**



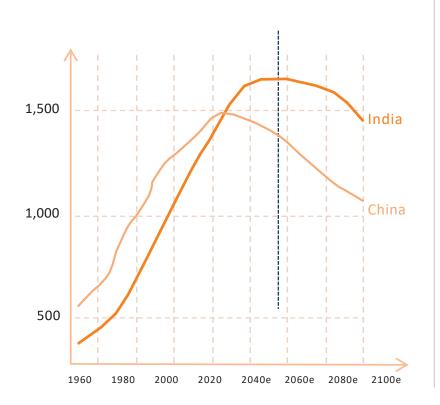
### India, Maybe Huge Growth Opportunity, Isn't It?

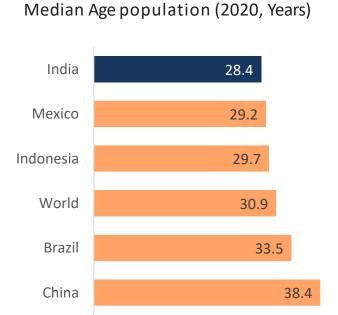


- 1st trillion took 56 years, 2nd took 8th years
- India's structural growth factors should help acceleration in growth: Demographics, and potential in infrastructure.

### **Favorable Demographics May Support Long Term Growth**

Projected population of India & China (Million)



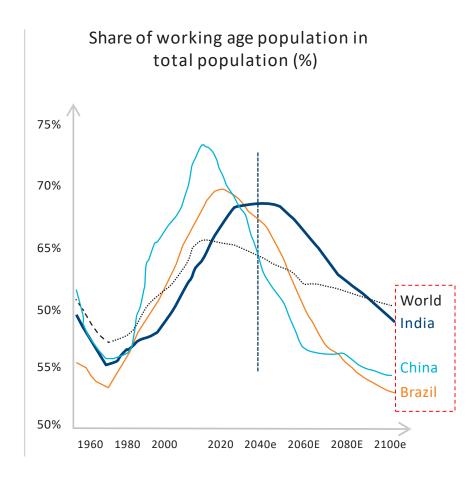


Russia

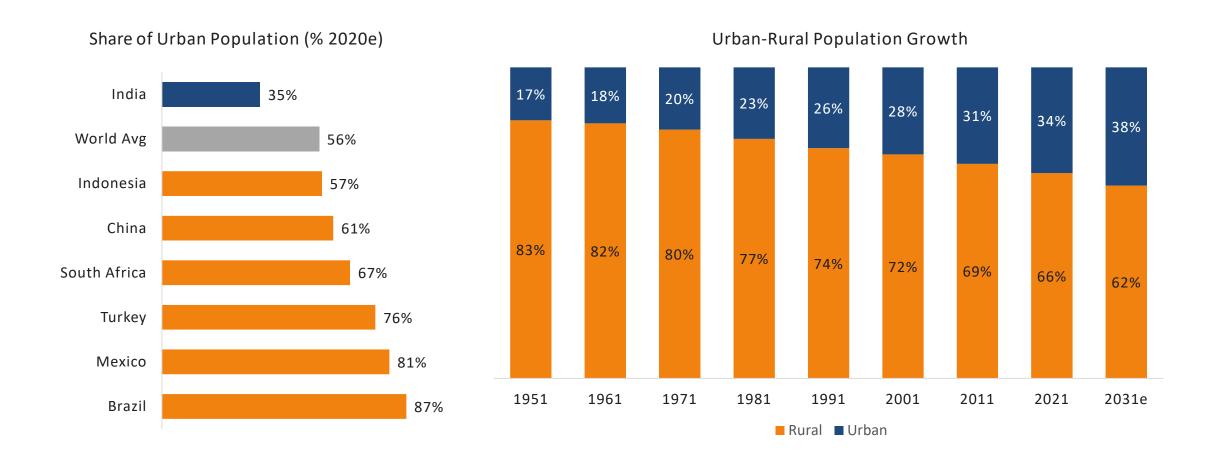
Thailand

39.6

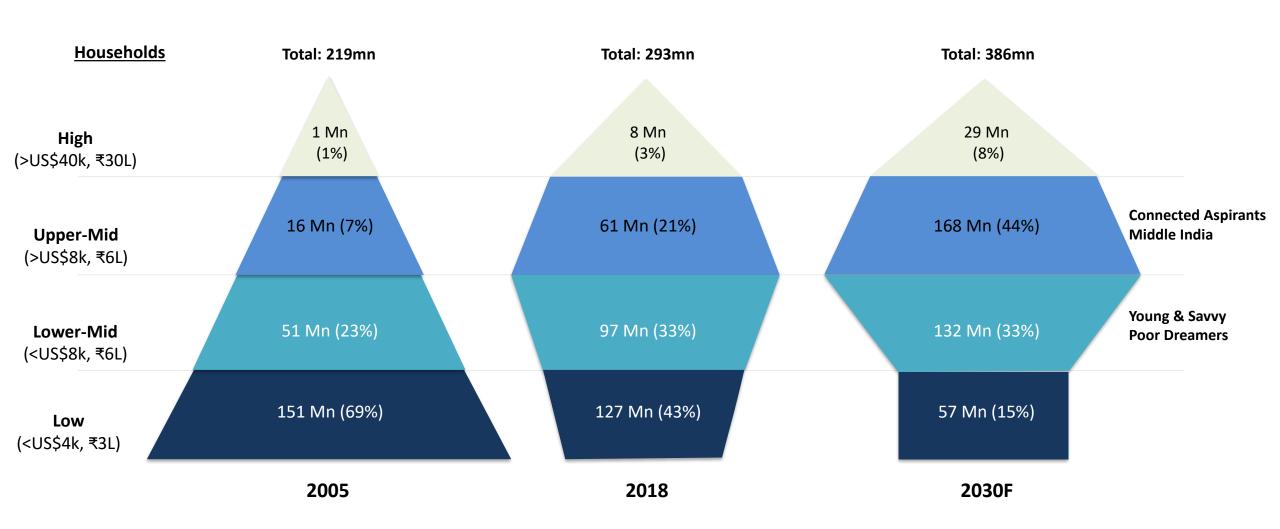
40.1



### **Urbanization Trends**

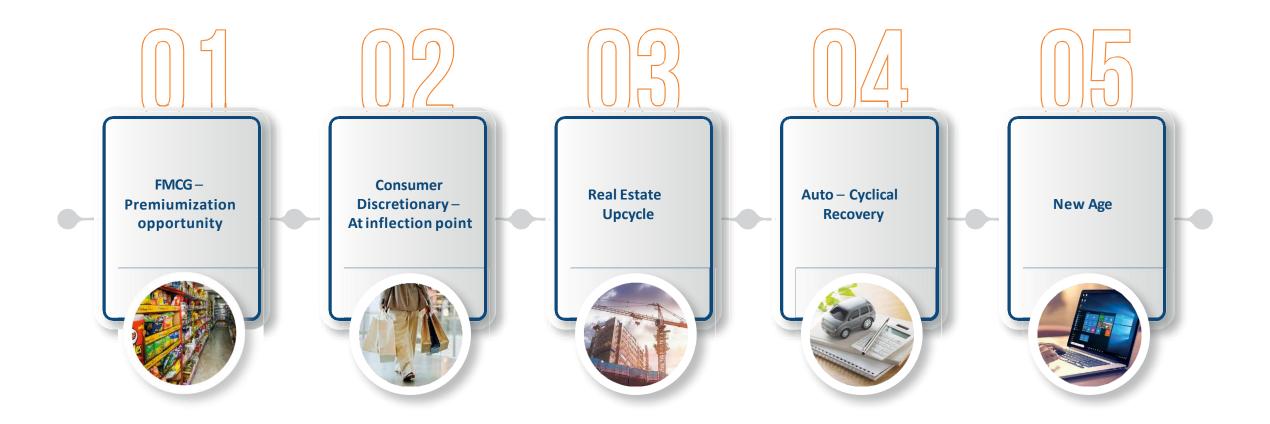


### **Evolution Of Household Income in India**





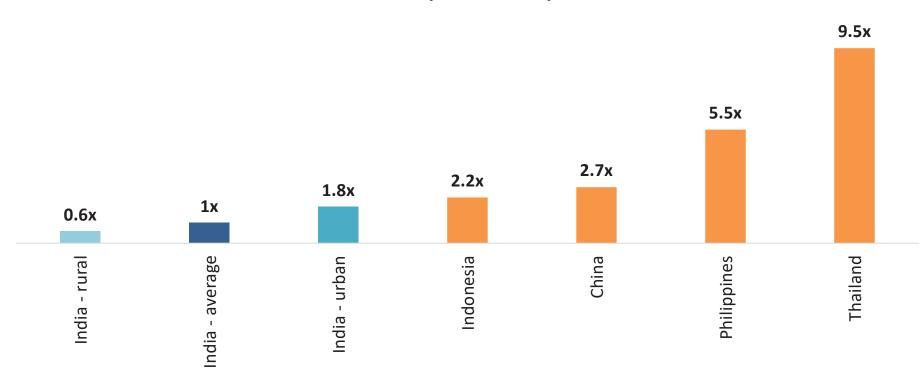
## **Key Themes**



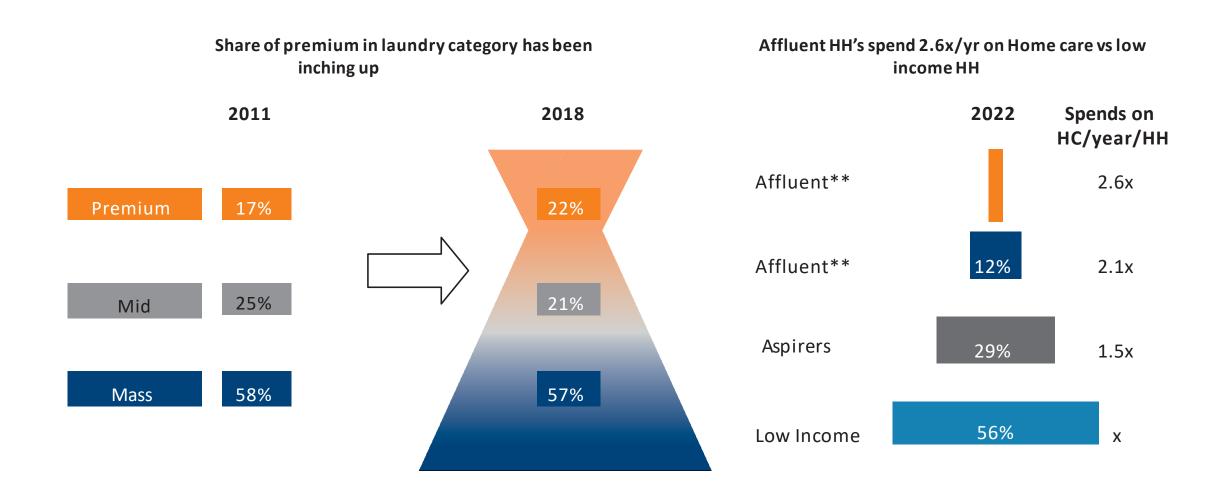
### **FMCG – Still Has Large Room To Grow**

An average Indian spends a fraction of even their EM peers: Indonesia/China spends 2.2x/2.7x

### **FMCG Per Capita Consumption**



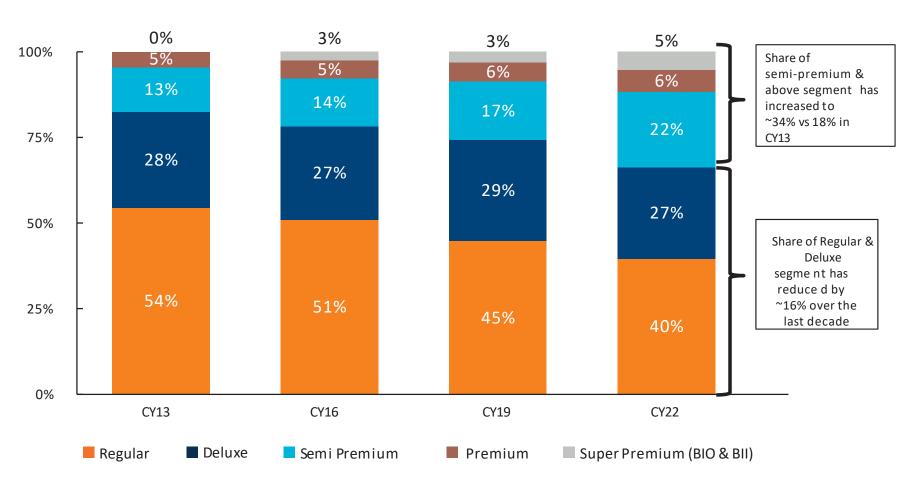
## FMCG: Premiumisation example 1 - Laundry (2/3)



### FMCG: Premiumisation example 2 – Alcobev (3/3)

### Premiumisation is a strong trend in Whisky

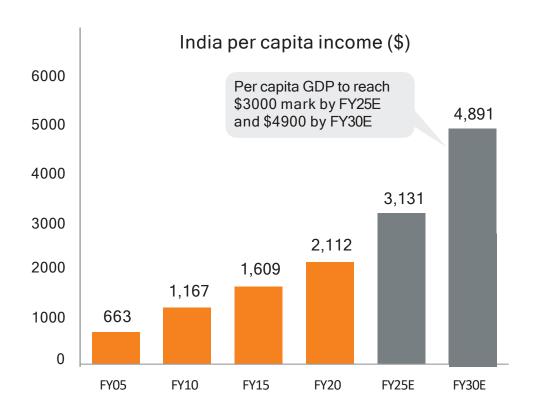
Whisky Category Mix



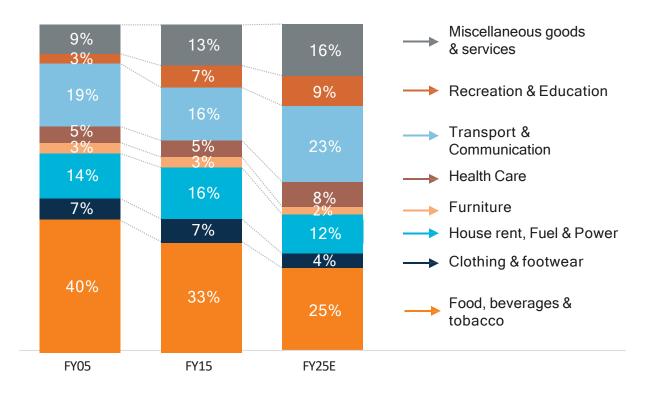
Source: Company DHRP, As on April 2021. It's the latest data available.

## Consumer Discretionary: India's consumption at an inflection point (1/3)

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



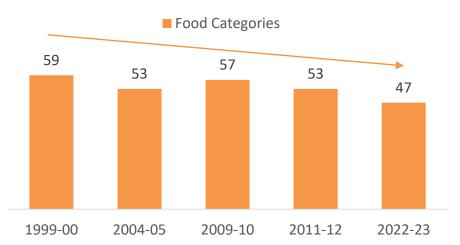
### As per capita income grows share of discretionary consumption rises as basic consumptiongrowth has already been met

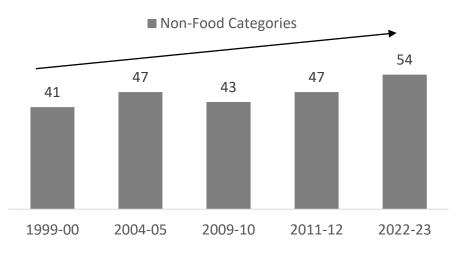


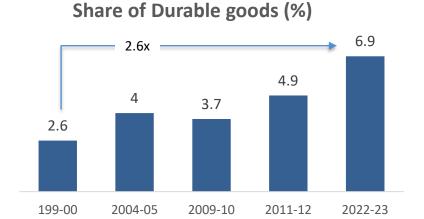
Discretionary consumption is at an inflection point as India surpassed \$2,000 per capita

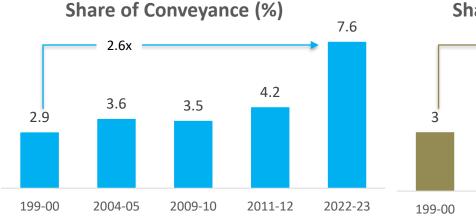
# Household Consumption Expenditure Survey: Composition Of MPCE Between Food And Non-food Categories (Rural)

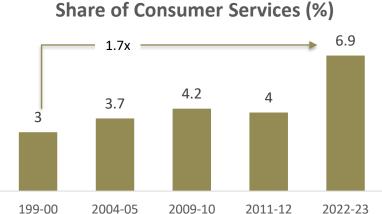




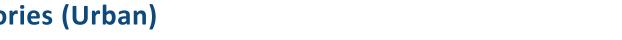




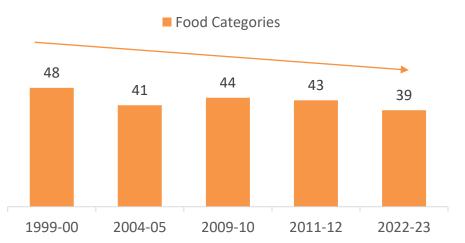


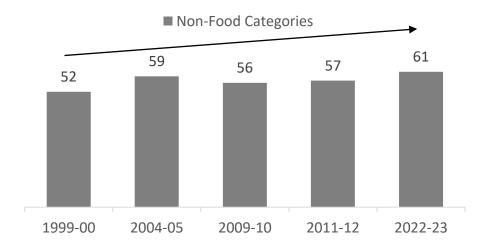


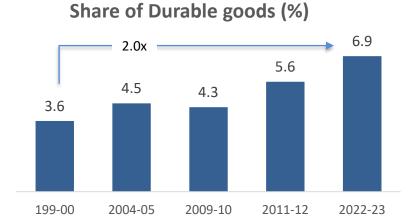
## Household Consumption Expenditure Survey: Composition Of MPCE Between **Food And Non-food Categories (Urban)**

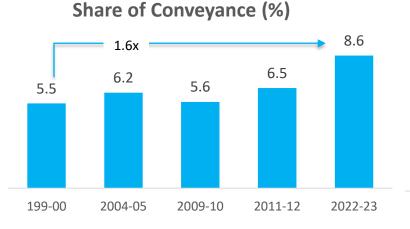


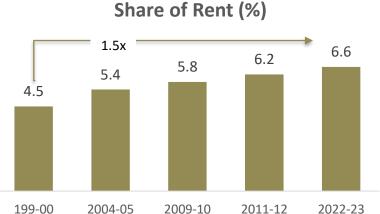
### % share of Food and Non-Food Categories out of 100



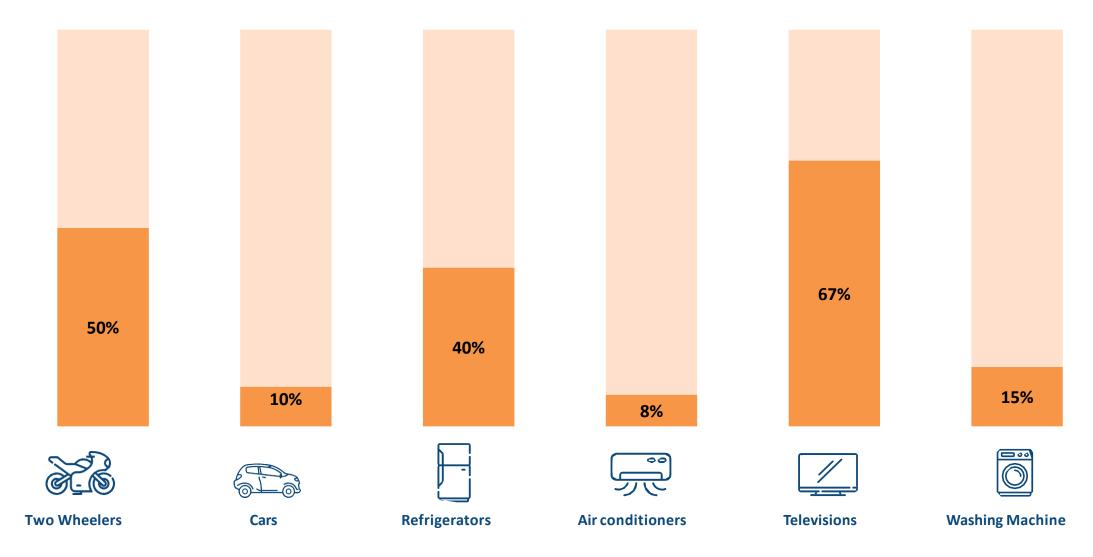






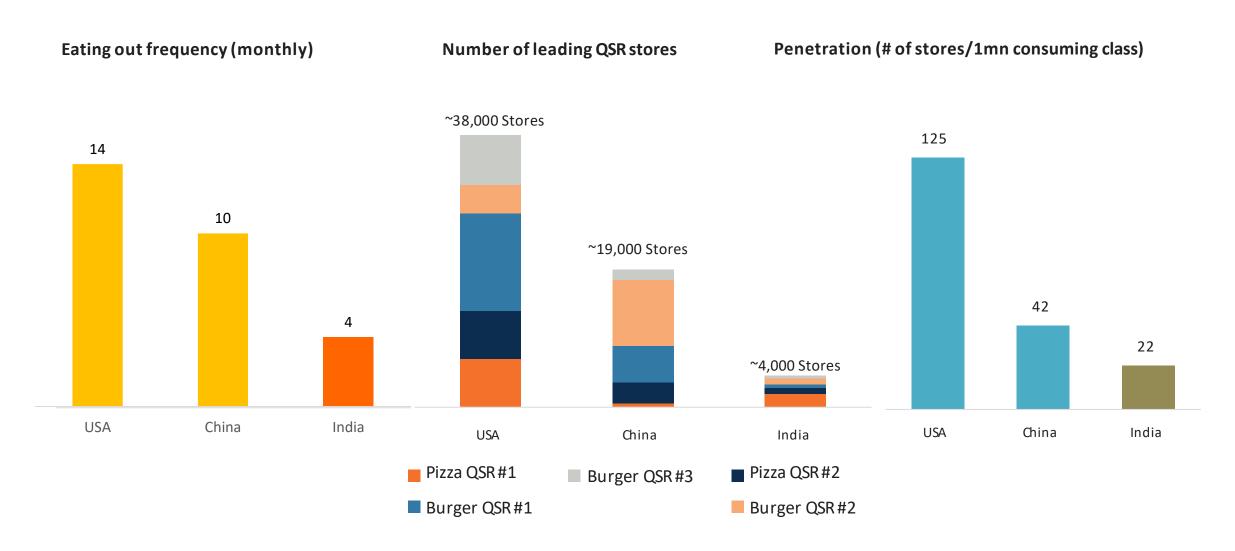


## **Consumer Discretionary: Penetration Story (2/3)**



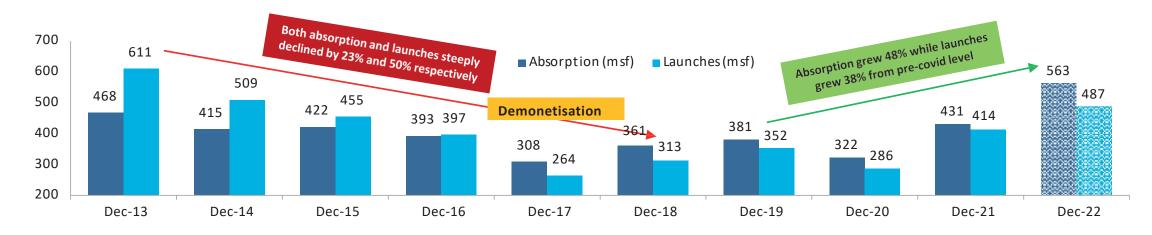
Source: Macquarie Equity Research, as on Dec 2023, latest available data.

## Consumer Discretionary: QSR is an attractive opportunity in India (3/3)



### Real Estate Upcycle – Turnaround After a Decade (1/2)

Demand improved to last ten-year high in CY22; Average area of a unit sold in top seven cities stood at ~1,215msf in CY22 versus ~1,135msf before COVID



Flat house prices and rising income. Best affordability in 2.5 decades!



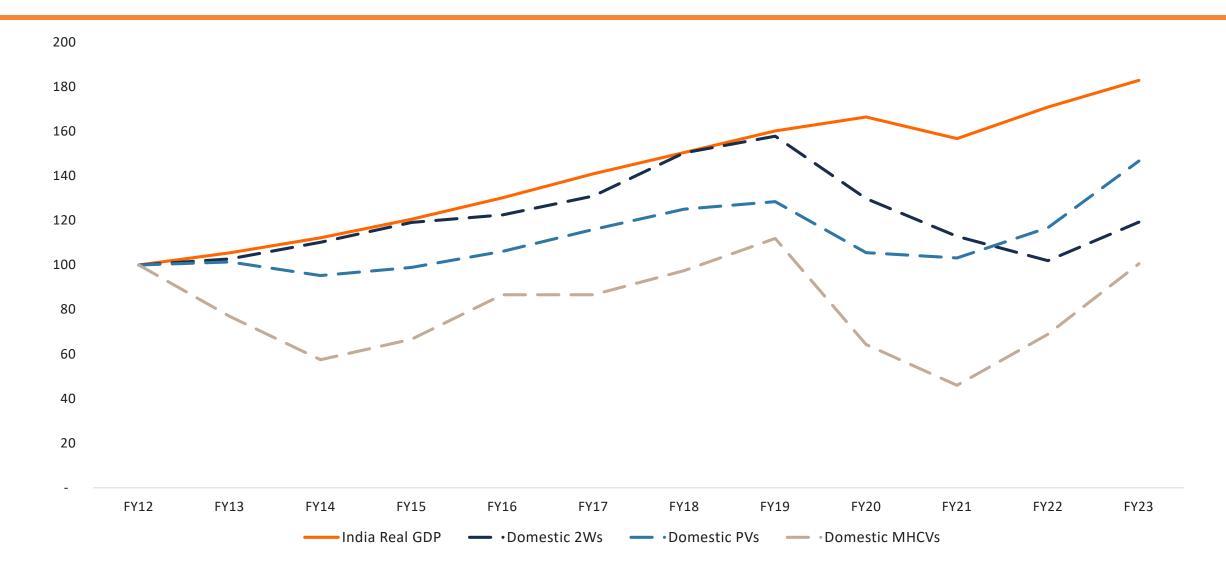
Unsold inventory overhang stands at multi-year low of 1.5 years



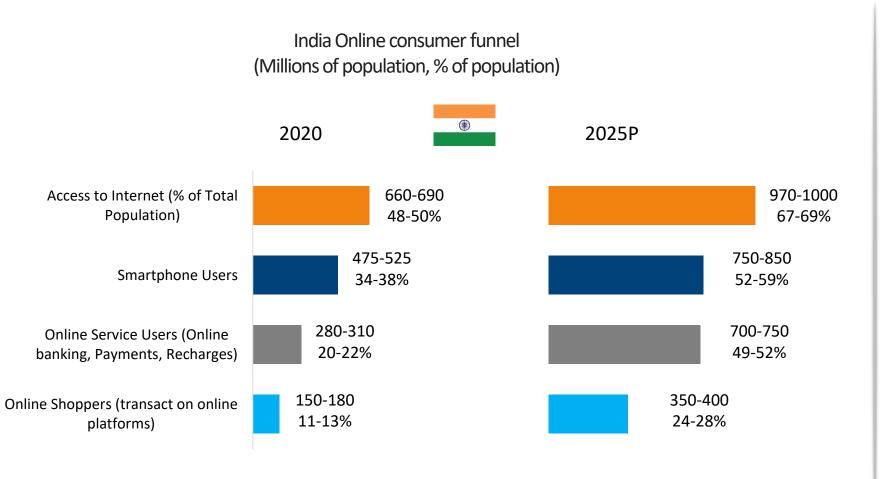
## Real Estate Upcycle – Building materials is a good proxy play (2/2)



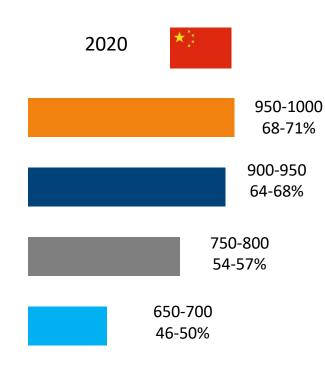
### Indian Auto Industry: Volumes Are At Multi Year Low Across The Segments



## New Age: Digital penetration has been key enabler (1/3)



China Online consumer funnel (Millions of population, % of population)



Source: Company DHRP, As on April 2021. It's the latest data available. P: Projected

## New Age: Massive scope for online penetration across categories (2/3)

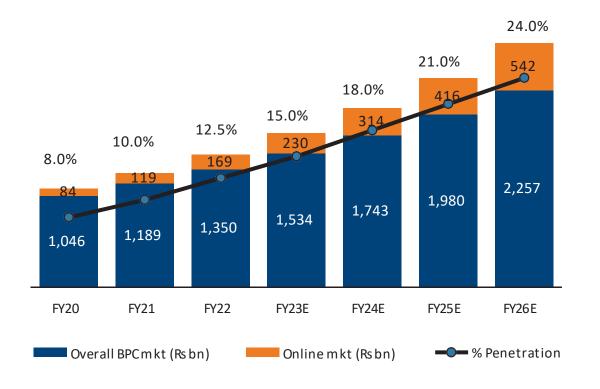
### **E-commerce Penetration of categories**

| % Penetration  | Year | India | China  | USA    |
|--|------|-------|--------|--------|
| BPC (Beauty & Personal care)                           | 2021 | 8%    | 35-40% | 20-25% |
| Online Fashion   | 2020 | 8%    | 35-40% | 30-35% |
| Food Delivery (as % of people with access to internet) | 2021 | 8%    | 53%    | 38%    |
| Online Grocery   | 2020 | 0.2%  | 11.9%  | 4.5%   |
| Quick Commerce (% of online grocery)                   | 2021 | 13%   | 7%     | 9%     |
| Ecommerce (% of total retail market)                   | 2022 | 7%    | 36%    | 20%    |

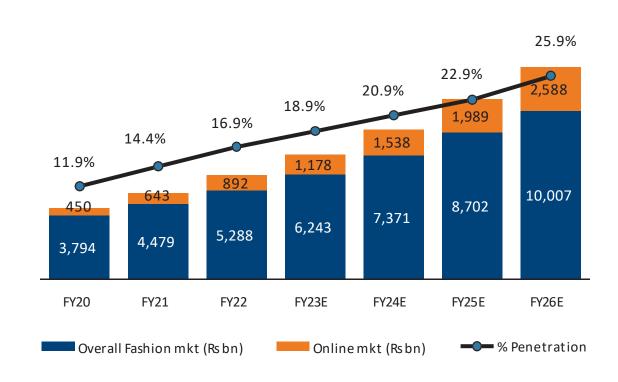
Source: Company DHRP, As on April 2021. It's the latest data available.

## New Age: BPC & Fashion – Online penetration on the rise (3/3)

### **Beauty & Personal Care Market**



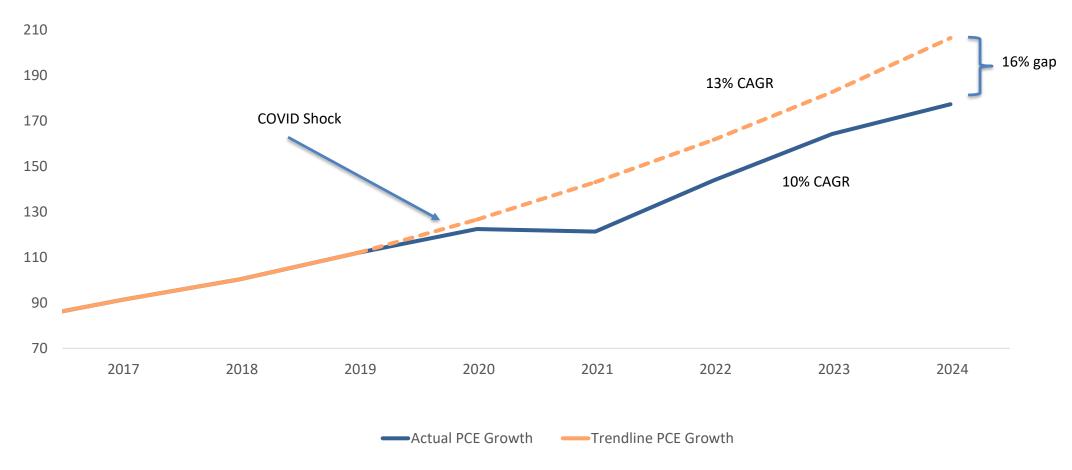
### **Apparel Market**



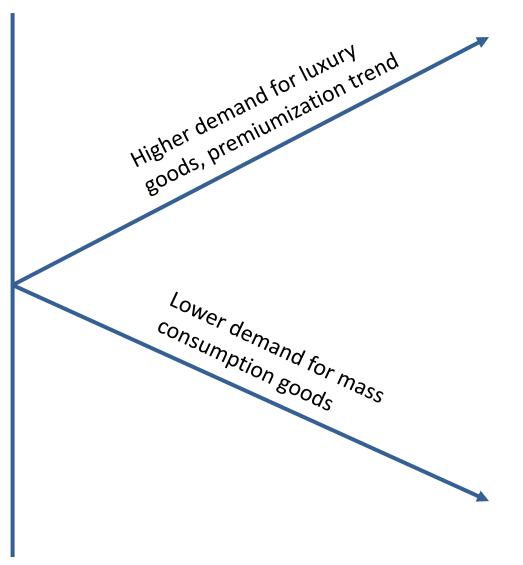


## Consumption is below pre-pandemic path

### Personal Consumption Expenditure (PCE) in Nominal terms



## K-Shaped Demand Recovery post covid





Jewellery



luxury real estate



Gourmet dinning



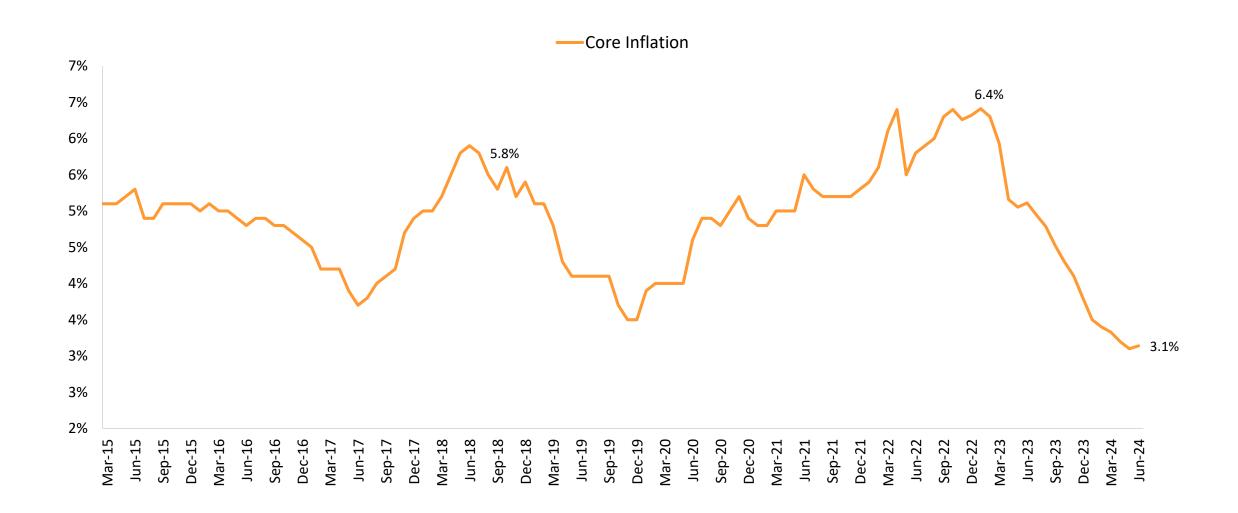
Premium footwear

29

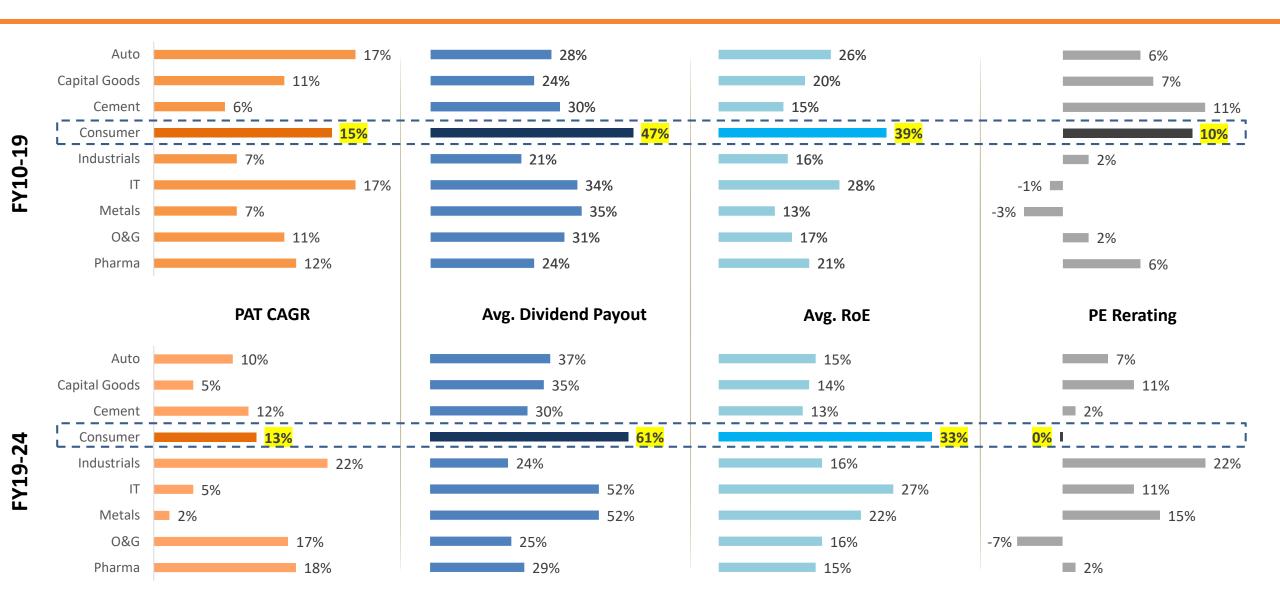
FMCG, <Rs 1000 footwear, QSR, Apparel, FMEG, Entry level White goods etc

Source: Internal

## Core Inflation at multi year low

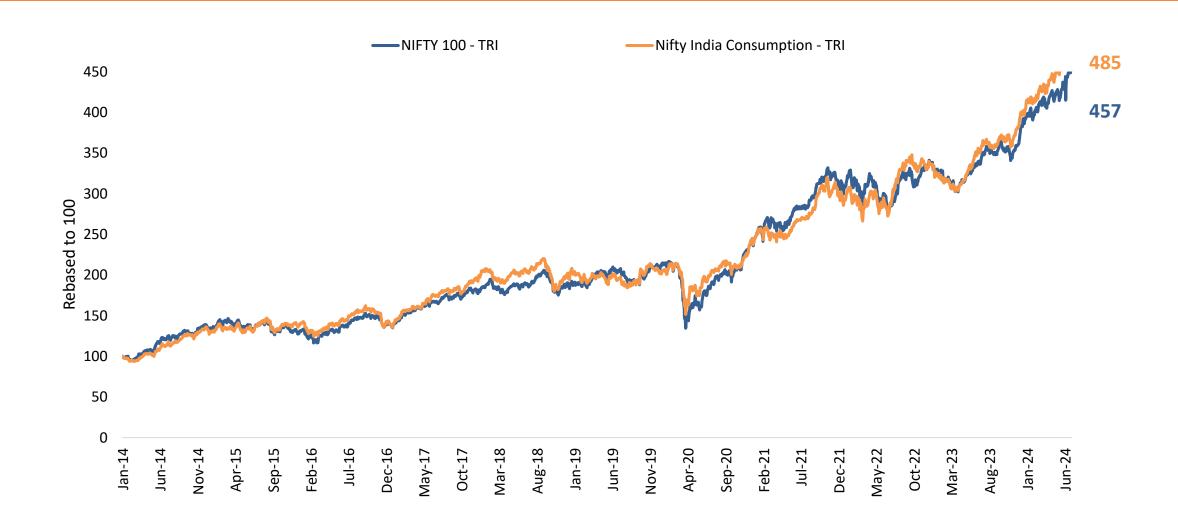


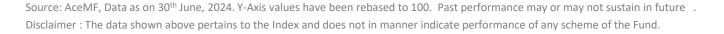
## Consumer Sector enjoys stable earnings and high dividend payout & RoE



# **Consumption Index**

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





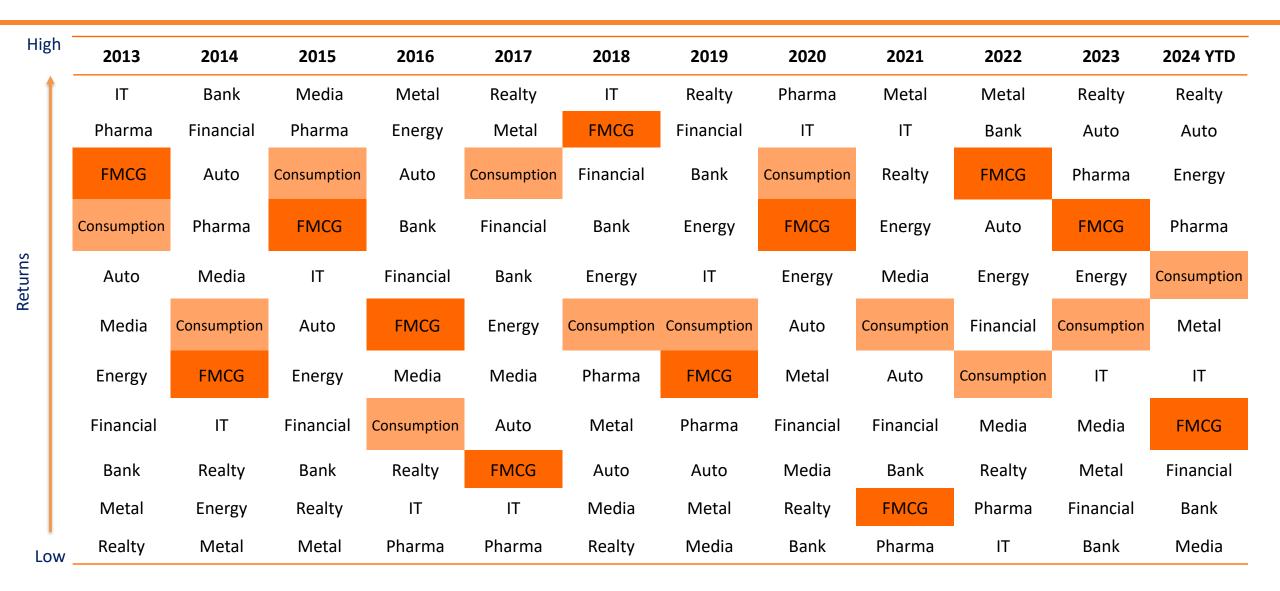
## Nifty India Consumption Index vs Other Indices - Comparison

| Sectors                           | Nifty<br>India Consumption<br>Index (%) | Nifty 100 Index<br>(TRI)<br>(%) | Nifty 500 Index<br>(TRI)<br>(%) |
|-----------------------------------|---|---------------------------------|---------------------------------|
| Fast Moving Consumer Goods        | 33.6                                    | 8.4                             | 6.8                             |
| Automobile and Auto<br>Components | 22.3                                    | 7.7                             | 7.6                             |
| Consumer Services                 | 13.9                                    | 3.0                             | 3.2                             |
| Consumer Durables                 | 10.5                                    | 2.5                             | 3.1                             |
| Telecom                           | 10.2                                    | 2.9                             | 2.8                             |
| Healthcare                        | 4.3                                     | 3.7                             | 5.4                             |
| Power                             | 3.4                                     | 4.3                             | 3.8                             |
| Realty                            | 1.8                                     | 0.4                             | 1.4                             |
|                                   | 100                                     | 32.9                            | 34.1                            |

| Standard<br>Deviation*                    | 3 Years | 5 Years | 7 Years | 10 Years |
|---|---------|---------|---------|----------|
| Nifty India<br>Consumption<br>Index (TRI) | 12.5    | 15.2    | 14.8    | 14.4     |
| Nifty 100 Index (TRI)                     | 16.4    | 20.4    | 17.9    | 17.8     |
| Nifty 500 Index (TRI)                     | 18.5    | 22.7    | 20.4    | 20.0     |

Even after having sectoral allocations, Nifty India Consumption Index (TRI) has lower Standard Deviation compared to that of Nifty 100 (TRI) & Nifty 500 (TRI). – (Standard Deviation based on 1 year returns with daily periodicity)

### Performance of Consumption and FMCG sector vs. other sectors





### **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                 | Benchmark                              |
|------------------------------|--------------------------|--|
| 29 <sup>th</sup> March, 2011 | Consumption Fund         | Nifty India Consumption<br>Index (TRI) |
| Goal                         | Ideal Investment Horizon | Risk Profile                           |
| Wealth Creation              | 5+ Years                 | Very High Risk                         |



### **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



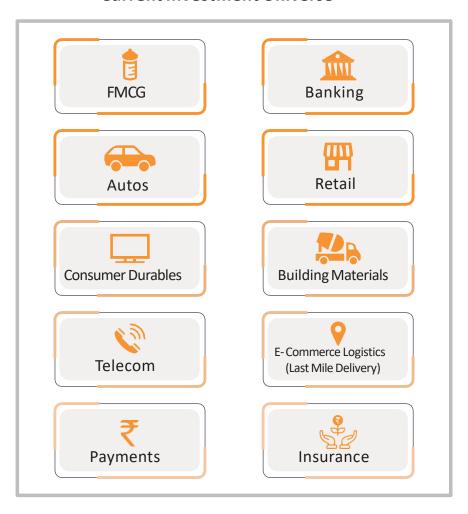
The Fund is managed using a fundamental, bottom-up approach that aims to identify growth companies which have high return ratios (ROE) and possess sustainable competitive advantage



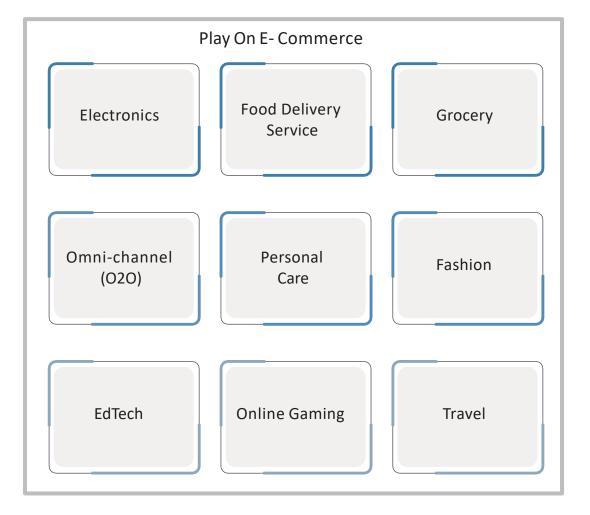
• The Fund has flexibility to invest across market cap or style in selecting investment opportunities

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

#### **Current Investment Universe**



### **Potential Additions to Universe**

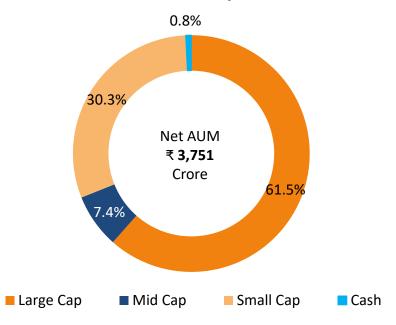


# **Portfolio Psychographics**

| Portfolio Top 10 Holdings   | Allocation |
|-----------------------------|------------|
| Bharti Airtel Limited       | 7.08%      |
| ITC Limited                 | 5.36%      |
| Hindustan Unilever Limited  | 4.98%      |
| Trent Limited               | 3.77%      |
| Zomato Limited              | 3.45%      |
| Maruti Suzuki India Limited | 3.42%      |
| Tata Motors Limited         | 3.09%      |
| CEAT Limited                | 2.92%      |
| Titan Company Limited       | 2.88%      |
| United Spirits Limited      | 2.63%      |
| Total Equity                | 99.24%     |
| Cash & Others               | 0.76%      |

| Concentration |        |
|---------------|--------|
| Top 5%        | 24.64% |
| Top 10%       | 39.56% |
| Top 15%       | 51.71% |

### **Current Market Cap Allocation**



Source: Internal, Data as on 30<sup>th</sup> June, 2024. 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>.

<sup>\*</sup>Pursuant to Clause 2.7 of Part IV of SEBI Master Circular dated June 27, 2024. the universe of "Large Cap" shall consist of top 100 companies, "Mid Cap" shall consist of 101st to 250th company, "Small Cap" shall consist of 251st and onwards companies in terms of full market capitalization.

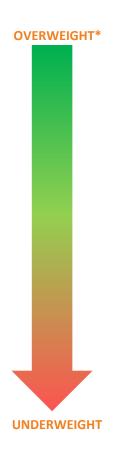
# Fund Positioning – Sector OW/UW

|                     |                      |                      | Overweight/     |
|---------------------|----------------------|----------------------|-----------------|
| Sector              | Portfolio Weight (%) | Benchmark Weight (%) | Underweight (%) |
| Retail              | 23.26                | 10.92                | 12.34           |
| FMCG                | 19.78                | 28.44                | (8.66)          |
| Auto                | 13.22                | 22.90                | (9.69)          |
| Home Improvem.      | 11.90                | 1.57                 | 10.32           |
| Telecom             | 6.28                 | 10.33                | (4.06)          |
| Tobacco             | 5.75                 | 9.15                 | (3.40)          |
| Hospitals and Diag. | 4.38                 | 4.20                 | 0.19            |
| Cons. Services      | 3.42                 | 3.69                 | (0.27)          |
| Tyres               | 2.72                 | -                    | 2.72            |

Note: As per NSE Indices Ltd. Industry Classification Structure June 2024, Industry and Sector classification has changed. Please refer the attached link for more details. Source: Internal Month-end portfolio, 1 month attribution report, Data as on 30<sup>th</sup> June, 2024. Benchmark\*- Nifty India Consumption Index (TRI) ^ Past performance may or may not sustain in future

# **Sector Holdings Rationale**

| Sectoral               | Comments   |
|------------------------|--|
| Bank                   | Consolidation towards strong franchise, reasonable valuation                               |
| Consumer Discretionary | Underpenetrated segment, Unorganized to organized shift, Consolidation, Earnings to bottom |
| Pharma Manufacturing   | Headwinds largely behind, post COVID, expect healthcare spends to increase                 |
| Autos                  | Focus on leaders   |
| Consumer Tech          | Finding value in businesses with moats   |
| Insurance              | Secular Growth   |
| Telecom                | Consolidation Underway   |
| Staples                | Positive over long term, but selective due to valuation                                    |
| IT                     | Neutral, Valuations are reasonable   |
| Metals                 | Neutral, China Decarbonisation / supply constraints  |
| Industrial, Infra      | Outlook is positive, but expensive valuations  |



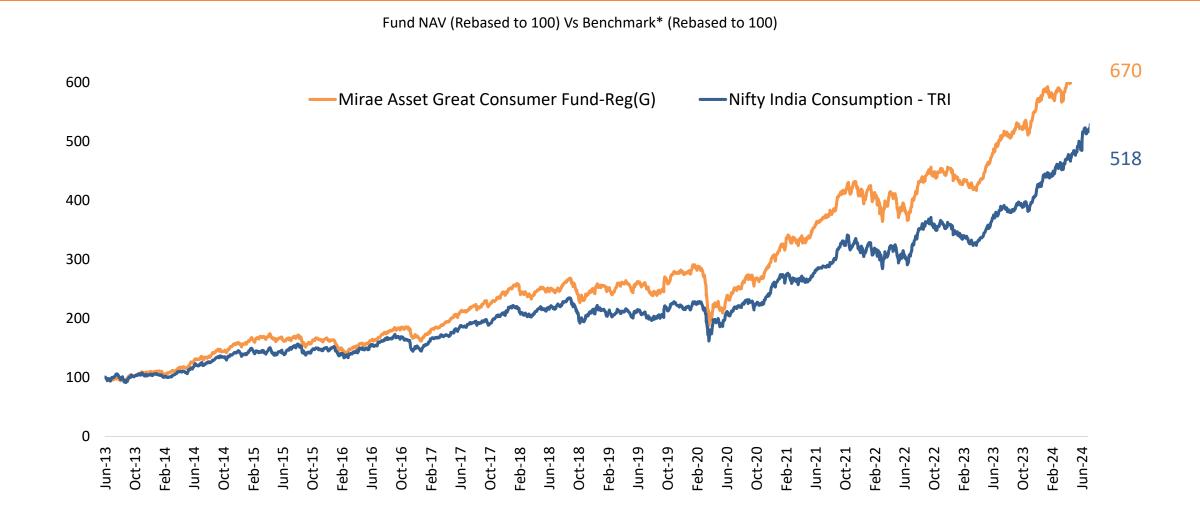
Source: Internal, Data as on 30<sup>th</sup> June, 2024. \*Positioning with respect to Benchmark-Nifty India Consumption Index (TRI)

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>.

<sup>^</sup>Industry wise classification as recommended by AMFI. 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).

# **Our Journey**

# **Mirae Asset Great Consumer Fund Journey**



Past Performance may or may not be sustained in future. NAV has been rebased to 100. Allotment NAV: ₹ 10.00. Different Plans under the scheme has different expense structure. The reference and details provided here in are of Regular Plan - Growth Option.

Source: Internal and ACEMF, Data as on 30<sup>th</sup> June, 2024

## Mirae Asset Great Consumer Fund – Lumpsum Report Card

| Period  | Returns(%)       |   |                        |  |  |
|---|------------------|---|------------------------|--|--|
| Period  | MAGCF            | Scheme Benchmark*   | Additional Benchmark** |  |  |
| Last 1 year   | 33.31            | 35.15   | 23.69                  |  |  |
| Last 3 years  | 22.20            | 22.00   | 16.07                  |  |  |
| Last 5 years  | 21.00            | 19.92   | 16.36                  |  |  |
| Since Inception                                       | 17.96            | 16.46   | 12.83                  |  |  |
| Value of Rs. 10,000 invested (in Rs.) Since Inception | 89,424           | 75,531  | 49,616                 |  |  |
| NAV in Rs. (as on 30 <sup>th</sup> June, 2024)        | 89.424           |   |                        |  |  |
| Index Value (as on 30th June, 2024)                   | _                | Index Value of Nifty India Consumption Index (TRI) is 13,887.07 and BSE Sensex (TRI) is 1,21,991.93 |                        |  |  |
| Date of allotment                                     | 29th March, 2011 | 29th March, 2011  |                        |  |  |

#### Past Performance may or may not be sustained in future.

Source: AceMF, Data as on 30<sup>th</sup> June, 2024 \*Nifty India Consumption Index (TRI) \*\*BSE Sensex (TRI) Pursuant to notice cum addendum no. 28/2024, Benchmark of the scheme has been changed with effect from June 01, 2024. Please visit the website for more details https://www.miraeassetmf.co.in/downloads/ statutory-disclosure/addendum. 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

| Period                                     | Since Inception | 10 Years  | 7 Years   | 5 Years   | 3 Years  | 1 Year   |
|--|-----------------|-----------|-----------|-----------|----------|----------|
| Total Amount Invested                      | 15,90,000       | 12,00,000 | 8,40,000  | 6,00,000  | 3,60,000 | 1,20,000 |
| Mkt Value as on 30 <sup>th</sup> June 2024 | 61,37,904       | 32,47,694 | 17,78,905 | 11,21,321 | 5,29,036 | 1,43,856 |
| Fund Return^ (%)                           | 18.73           | 18.94     | 21.10     | 25.37     | 26.80    | 39.44    |
| Benchmark Return* (%)                      | 16.86           | 16.97     | 19.35     | 23.74     | 26.32    | 43.72    |
| Add Benchmark Return** (%)                 | 15.01           | 15.64     | 17.34     | 19.54     | 18.67    | 28.92    |

#### Past Performance may or may not be sustained in future.

Source: AceMF, Data as on 30th June, 2024

Benchmark\*- Nifty India Consumption Index (TRI), Additional Benchmark\*\*- BSE Sensex (TRI) Pursuant to notice cum addendum no. 28/2024, Benchmark of the scheme has been changed with effect from June 01, 2024. Please visit the website for more details https://www.miraeassetmf.co.in/downloads/ statutory-disclosure/addendum 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.



| NAV (in Rs.)/  |                            | Returns (%) |        |        |        | Value of Rs. 10000 |                                   |
|--|----------------------------|-------------|--------|--------|--------|--------------------|-----------------------------------|
|  | Date of<br>Allotment       | 6 Months    | 1 Year | 3 Year | 5 Year | Since<br>Inception | invested (in Rs.) Since Inception |
| Mirae Asset Large & Midcap Fund (Previously known as Mirae Asset Emerging Bluechip Fund) | 145.365 /                  | -           | 39.17  | 18.34  | 21.83  | 21.09              | 1,45,365                          |
| Nifty Large Midcap 250 Index (TRI)*  | 9 <sup>th</sup> July, 2010 | -           | 44.17  | 22.74  | 22.68  | 15.30              | 73,227                            |
| BSE Sensex (TRI)**   |                            | -           | 23.69  | 16.07  | 16.36  | 12.74              | 53,517                            |
| Mirae Asset Midcap Fund  | 24.700/                    | -           | 47.46  | 23.34  | -      | 28.80              | 34,789                            |
| Nifty Midcap 100 Index (TRI)*  | 34.789/<br>29th July, 2019 | -           | 56.44  | 27.95  | -      | 30.66              | 37,339                            |
| BSE Sensex (TRI)**   |                            | -           | 23.69  | 16.07  | -      | 17.61              | 22,237                            |
| Mirae Asset Multicap Fund  |                            | 31.31       | -      | -      | -      | 40.66              | 13,498                            |
| NIFTY 500 Multicap 50:25:25 (TRI)*   | 13.498/<br>21 Aug 2023     | 36.78       | -      | -      | -      | 45.79              | 13,940                            |
| Nifty 50 Index (TRI)**   |                            | 22.40       | -      | -      | -      | 28.97              | 12,492                            |

Past Performance may or may not be sustained in future. Source: AceMF, Data as on 30th June, 2024

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 manager: 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: BSE Sensex (TRI) Pursuant to notice cum addendum no. 28/2024, Benchmark of the scheme has been changed with effect from June 01, 2024. Please visit the website for more details https://www.miraeassetmf.co.in/downloads/statutory-disclosure/addendum, \*Benchmark

### **Mirae Asset Great Consumer Fund - Ratios**

| Equity Ratios^     |            |  |  |  |
|--------------------|------------|--|--|--|
| PE Ratio           | 48.19      |  |  |  |
| PB Ratio           | 8.68       |  |  |  |
| Sharpe Ratio       | 1.23       |  |  |  |
| Turnover ratio (%) | 0.46 Times |  |  |  |
| Alpha              | 0.20%      |  |  |  |
| Beta               | 0.85       |  |  |  |
| Treynor Ratio      | 0.18       |  |  |  |

| *Rolling Returns S | Since I | nception |
|--------------------|---------|----------|
|--------------------|---------|----------|

|               | 3-year | 5-year |
|---------------|--------|--------|
| More than 8%  | 91.9%  | 96.6%  |
| More than 10% | 90.9%  | 94.1%  |
| More than 15% | 70.7%  | 65.4%  |

#### Past Performance may or may not be sustained in future.

Source: AceMF, Data as on 30<sup>th</sup> June, 2024

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.

^All ratios are calculated for 3 years time frame

### **Product Labelling**

#### 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.





### Mirae Asset Multicap Fund

(Multi Cap -An open-ended equity scheme investing across large cap, mid cap and small cap stocks)

#### PRODUCT LABELLING -

Mirae Asset Multicap Fund is suitable for investors who are seeking\*

- · To generate long term capital appreciation /income
- Investments predominantly in equity and equity related securities of large cap / mid cap/ small cap companies.

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





Mirae Asset Large and Midcap Fund (Previously known as Mirae Asset Emerging Bluechip Fund)

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

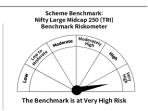
#### PRODUCT LABELLING

Mirae Asset Large & Midcap 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

 $^{\star}$  Investors should consult their financial advisors if they are not clear about the suitability of the product.





### 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.





<sup>\*</sup>Riskometers of the schemes managed by the same fund manager Mr. Ankit Jain

### Disclaimers

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.

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