Mirae Asset Great Consumer Fund

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

June 2025









Consumption Universe In India

Investment Theme: Where do you invest and Why?

Consumer Sector Review and Outlook

Understanding Mirae Asset Great Consumer Fund Our Journey

Consumption Universe in India



Constituents of Consumption Sector

Consumer markets are changing dynamically in the face of continuous disruption. India's consumer market can be Categorised into:





Macro Growth Drivers



Boosters for Consumption Sector







Growing Connectivity

Billion **Of Indians**

Might have internet access by 2030^

India, A Substantial Growth Opportunity, Isn't It?

India's Gross Domestic Product (GDP) Growth

(Unit : USD Trillion)



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



Favorable Demographics Will Support Long Term Growth







Urbanisation Trends



Urban-Rural Population Growth





Evolution Of Household Income in India





How Indian Consumer has Evolved

Then Baby Boomers & Gen X • Fulfilling basic needs • Save first and purchase later Shopping from offline stores (Kirana stores) **Joint Family** Availability of products were limited Æ.









Now



Gen Z and Millennials

- Fulfilling wants
- Aspirational
- Consumer Finance

Shopping online

Social Media influence

Nuclear Family



Preference for Branded products



Lasting effects of COVID on behavior (Travel, Real estate)

Investment Universe of Consumption Theme: New Opportunities Emerging



Source: Internal. Data as on 31st January, 2025. 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).



Potential Additions to Universe

India's Consumption Is Skewed Towards Basics, **Discretionary Spends Set To Gain Share**





Investment Theme: Where do you invest and Why?











FMCG Sector: Still Has Large Room To Grow...

An average Indian spends a fraction of what is spend by their emerging peers: Indonesia/China spends 2.2x/2.7x **FMCG Per Capita Consumption 2.2**x **1.8**x **1**x **0.6**x India India India Indonesia

(urban)

(average)

(rural)





Premiumisation is driving growth





Body Wash is now 5% share of personal wash

Detergent liquid is now ~10% of laundry industry





Semi-premium&aboveWhiskyhasincreased to ~35%nowvs 18% in CY13

FMCG Sector: However, we are stock selective

Ove	wever few sub-	is at best ~1x GDP growth; he to outperform GDP growth	
	GDP Multiplier	Sales CAGR% (FY14-24)	Category
	1.3x	14%	Beverages
	1.1x	11%	Food
25%	1.0x	10%	Personal care
	0.7x	7%	Cigarette
20%	0.7x	7%	OTC FMCG
15%	0.6x	6%	Hair care
10%	0.5x	5%	Oral care
1070	0.5x	5%	Home care
	0.9x	9%	Total FMCG



ver last decade FMCG sector has seen significant margin pansion; hereon earnings will be driven by sales growth

FMCG Sector EBITDA margins



Consumer Discretionary: India's consumption at an inflection point



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





Consumer Discretionary: Penetration Story





Consumer Discretionary: Organised retail is under-penetrated

Category (\$ bn)	FY19	FY24	FY29	CAGR (FY 19-29)
Overall retail market	689	916	1500	6-7%
Grocery	454	568	838	6%
Apparel	52	71	116	8%
Sewellery	54	80	165	12%
Food Services (Restaurants)	48	70	120	9%
Our prime of Cotor parts ($0/$)	FV(1.0	ΓΛΟΔ	EV20	
Organized Category Share (%)	FY19	FY24	FY29	CAGR (FY 19-29)
🖳 Retail	14%	20%	30%	18%

Organized Category Share (%)	FY19	FY24	FY29	CAGR (FY 19-29)
Retail	14%	20%	30%	18%
Grocery	6%	8%	12%	18%
Apparel	35%	50%	57%	13%
Jewellery	30%	38%	43%	16%
Food Services	35%	40%	55%	15%



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

Completion trajectory is expected to be 2x to 1397msf in FY27E from 687msf in FY23 in both tier 1 and tier 2 cities



Tier 1 & 2-Completion (msf)

Source: PropEquity, Avendus Spark Equity Tier 1 cities- Bangalore, Delhi, Chennai, Hydrerabad, Mumbai, Pune, Kolkata and Ahmedabad. Tier 2 cities -Chandigarh, Nagpur, Jaipur, etc MSF : Marginal standing facility





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





Strong premiumisation trend in PVs

SUVs now contribute >50% of PV volumes





SUVs

EVs are gaining share in 2Ws while premium motorcycles resilient





New Age: Digital penetration has been key enabler (1/2)



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







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

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%



Consumer Sector Review and Outlook



Consumption is below pre-pandemic path





Inflation/ Interest Rates – Concerns Could Abate



Years

Improving Inflation trajectory - indicate supportive policy in 2025



Consumers have more avenues to spend

Consumer wallets are shifting at a faster pace towards emerging categories which in-turn is impacting traditional categories

	Old age cons	sumption sp	ends				New age con	sumption sp	pends		
Particulars - Values in Rs bn	2015	2019	15-19 CAGR	2024	19-24 CAGR	Particulars - Values in Rs bn	2015	2019	15-19 CAGR	2024	19-24 CAGR
Air Conditioners	110	160	10%	340	16%	Apple India total revenue*	65	105	13%	493	47%
Fans (Organised)	42	72	14%	119	11%	Android mobile sales	1017	1740	14%	3266	13%
Value of total air traffic passengers travelled(Rs bn)	748	1,147	11%	1,744	9%	Wearables	16	70	45%	116	11%
Washing Machine	70	120	14%	180	8%	Used 2 wheeler (mn units)	15	20	8%	30	8%
Hotels revenue	106	129	5%	182	7%	Used car sales(mn units)**	3	4	8%	5	6%
Total value of 2W sold(Rs bn)	731	1,059	10%	1,467	7%	Used Mobiles Market size	114	245	29%	300	4%
Refrigerators	132	180	8%	230	5%	Dream11 - Revenue*	1	8	89%	66	69%
Total 4W volumes(bn units)	2.6	3.3	6%	4	5%	OTT paid subscribers (mn)	1	20	150%	100	38%
Lighting Indian travelling abroad(mn)	179	221	5%	270	4%	SIP - As of Dec end every year	-	85		265	25%
Total number of Domestic	20	27	7%	30	2%	Rummy circle - Revenue*	1	9	72%	20	22%
tourists(bn)	1.4	2.3	13%	2.5	2%	Food delivery GOV	NA	100	NA	600	57%



K-Shaped Demand Recovery post covid





Government measures to boost consumption

A Higher disposable income	Household income of Rs1.2mn-5mn are biggest beneficiar						
(\$10-\$12 B annually) due to personal income tax relief	Income slab	Budget FY25	Budget FY26	Difference			
	0-31	0.00%	0.00%	0.00%			
Salary increase for 10M+	31-41	1.30%	0.00%	1.30%			
mid-income households (driven by 8th pay	41-71	3.00%	2.20%	0.80%			
commission with effect from Jan 2026)	71-81	4.00%	2.70%	1.40%			
	81-101	5.40%	4.30%	1.10%			
(₹) Better Liquidity and cheaper borrowings	10 -12	7.30%	5.50%	1.80%			
on account of 25bps repo rate cut and 50bps CRR reduction and relaxation in micro finance and NBFC risk weights	121-151	10.20%	7.70%	2.60%			
	151-161	11.90%	8.50%	3.50%			
	161-201	16.20%	11.20%	5.00%			
Credit growth slowdown in unsecured retail after RBI tightening	201-241	19.20%	14.00%	5.20%			
31%	241-501	25.80%	23.20%	2.60%			
27% Personal Loan YoY growth Credit card outstanding YoY growth	50I-1cr	31.80%	30.30%	1.50%			
23%	1cr-2cr	36.80%	35.90%	0.90%			
19%	>2cr	42.20%	41.70%	0.50%			
15%							
11%							
7%							



Consumer Sector enjoys stable earnings and high dividend payout & RoE



Source: MoSPI (Gol), Avendus SPARK Research, Monthly Per-capita Consumption Expenditure (MPCE), CAGR: Compound Annualized Growth rate, RoE: Return on Equity, PE:Price to book ratio Data as on 31st March,2024

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PE Rerating

Consumption Index


Nifty India Consumption Index vs Other Indices – Last 10 Years



Source: AceMF, Data as on 30th June, 2025. Y-Axis values have been rebased to 100. Past performance may or may not sustain in future. 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

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)

Sectors	Nifty India Consumption Index (%)	Nifty 100 Index (TRI) (%)	Nifty 500 Index (TRI) (%)	Standard	3	5	7	10
Fast Moving Consumer Goods	28.74	7.17	6.24	Deviation*	Years	Years	Years	Years
Automobile and Auto Components	22.56	7.08	6.60	Nifty India				
Consumer Services	15.61	3.77	3.59	Consumption Index (TRI)	6.2	4.4	2.4	1.6
Consumer Durables	9.09	2.13	2.76					
Telecommunication	10.15	3.93	3.49	Nifty 100	6.2	4.5	2.4	
Healthcare	5.14	4.04	6.27	Index (TRI)				2.4
Power	3.49	3.59	3.21			5.3	2.9	
Realty	1.64	0.66	1.26	Nifty 500 Index (TRI)	7.3			2.8
Total	96.42	32.37	33.42					

Source: NSE Website, AceMF, Data as on 30th June, 2025. Performance may or may not sustain in future *Absolute Standard Deviation on annual basis.

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Performance of Consumption and FMCG sector vs. other sectors



Low

Source: NSE, Annual Returns Data as on 30th June, 2025. 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 Services, Nifty Bank, Nifty Metal, Nifty Realty. All on TRI basis Note for the Year 2025 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) Data is as on June 2025



2020	2021	2022	2023	2024	2025 YTD	
Pharma	Metal	Metal	Realty	Pharma	Financial	
іт	IT	Bank	Auto	Realty	Bank	
Consumption	Realty	FMCG	Pharma	IT	Metal	
FMCG	Energy	Auto	FMCG	Auto	Auto	
Energy	Media	Energy	Energy	Consumption	Consumption	
Auto	Consumption	Financial	Consumption	Financial	Energy	
Metal	Auto	Consumption	ІТ	Metal	FMCG	
Financial	Financial	Media	Media	Energy	Media	
Media	Bank	Realty	Metal	Bank	Pharma	
Realty	FMCG	Pharma	Financial	FMCG	Realty	
Bank	Pharma	ІТ	Bank	Media	ІТ	

Understanding Mirae Asset Great Consumer Fund



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 Manager



Mr. Siddhant Chhabria@ (Since June 2021)

Source: Internal and AceMF, 30th June, 2025. @ Pursuant to notice cum addendum no. 40/2025, Fund Manager of the scheme has been changed with effect from June 16, 2025. *This is the current investment framework which may change in future without prior notice For fund managers of the schemes refer: https://www.miraeassetmf.co.in/downloads/statutory-disclosure/addendum



	Fund Inception	Category	Benchmark
	29 th March, 2011	Consumption Fund Ideal	Nifty India Consumption Index (TRI)
	Goal	Investment Horizon	Risk Profile
Stall Stall	Wealth Creation	5+ Years	Very High Risk

Investment Framework



Note: This is the current investment framework which may change in future without prior notice

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). Market Capitalisation as per Part IV of Chapter 2 on 'Categorisation and Rationalisation of Mutual Fund Schemes.' as per SEBI Master Circular dated June 27, 2024



Portfolio Psychographics

Portfolio Top 10 Holdings	Allocation	Concentration	Allocation
Bharti Airtel Ltd.	7.52%	Top 5	32.27%
ITC Ltd.	7.14%	Тор 10	51.10%
Mahindra & Mahindra Ltd.	6.39%	Top 15	63.17%
Eternal Ltd.	5.84%	Current Market Cap Allocatio	on
Maruti Suzuki India Ltd.	5.37%	1.89%	
Trent Ltd.	5.36%	24.44%	
Avenue Supermarts Ltd.	3.89%		Large CapMid Cap
Interglobe Aviation Ltd.	3.31%	₹4,386	Small Cap
Hindustan Unilever Ltd.	3.20%		Cash
Eicher Motors Ltd.	3.07%	10.39% 63.28%	

Source: Internal, Data as on 30th June, 2025. 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) These are based on the Fund Manager's outlook and are subject to change. For complete portfolio , please visit website: <u>https://www.miraeassetmf.co.in/downloads/portfolio.</u>

*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 capitalisation.





Fund Positioning – Sector OW/UW

Sector	Portfolio Weight (%)
Auto	14.75
Aviation	3.11
Cons. Services	5.73
FMCG	15.97
Holding Company/Conglomerate	-
Home Improvement	10.59
Hospitals and Diag.	3.58
Hotel	1.05
Misc.	1.35
Power	-
Real Estate	-
Retail	22.53
Retail - Jewellery	3.55
Telecom	7.27
Tobacco	7.38
Tyres	2.06
Not Classified	1.1

Note: As per NSE Indices Ltd. Industry Classification Structure June 2024, Industry and Sector classification has changed; Please refer the attribution report, Data as on 30th June, 2025. 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



Benchmark Weight (%)*	Overweight/Underweight (%)
22.8	-8.05
3.36	-0.25
5.49	0.24
22.86	-6.89
1.8	-1.8
1.22	9.37
4.99	-1.41
2.11	-1.05
-	1.35
3.47	-3.47
1.7	-1.7
5.95	16.58
4.55	-1
10.16	-2.9
9.55	-2.18
-	2.06
-	1.1

Sector Holdings Rationale

Sectoral	Commen
Consumer Discretionary	Underpenetrated segment, Earnings expe
Building Materials	Beneficiary of real estate up
New Age (E-com)	Underpenetrated; focusing on
Healthcare	Healthcare spends have increased pos
Autos	Focus on leaders:cyclical recovery pla
Telecom	Consolidation Underway:Va
Staples	Stock selective as valuations rich ar

Source: Internal, Data as on 31st March, 2025 *Positioning with respect to Benchmark- Nifty India Consumption Index (TRI)

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ts

- ected to bottom out in near term
- pcycle with a lag
- n path to profitability
- ost COVID but valuations fair
- ayed out and valuations rich
- aluation now fair
- and modest growth profile

OVERWEIGHT*

UNDERWEIGHT





Mirae Asset Great Consumer Fund Journey



Fund NAV (Rebased to 100) Vs Benchmark* (Rebased to 100)

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 30th June, 2025



Mirae Asset Great Consumer Fund - Ratios

Equity Ratios^		*Rolling Retu	Irns Since Inception	
PE Ratio	51.93		3-year	5-year
PB Ratio	8.34			
Sharpe Ratio	1.08	More than 8%	92.45	96.93
Turnover ratio (%)	45.12	More than 10%	91.69	94.70
Beta	0.92			
Information Ratio	0.02	More than 15%	72.98	68.86

Past Performance may or may not be sustained in future.

Source: AceMF, Data as on 30th June, 2025.

For computation of Rolling returns (%) the allotment NAV has been taken as `10.00 for the Schemes Rolling returns are calculated on daily frequency for respected time frame. 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



Mirae Asset Great Consumer Fund – Lumpsum Report Card

	Returns(%)				
Period	Mirae Asset Great Consumer Fund	Scheme Benchmark*	Additional Benchmark**		
Last 1 year	3.87	7.34	7.00		
Last 3 years	22.30	22.05	17.85		
Last 5 years	23.31	21.15	20.58		
Since Inception	16.91	15.80	12.42		
Value of Rs. 10,000 invested (in Rs.) Since Inception	92,906	81,108	53,111		
NAV as on 30-June-2025	92.9060				
Index value as on 30-June-2025	Index Value of Nifty India Consumption Index (TRI) is 14912.42 and BSE Sensex (TRI) is 130588.44				
Date of allotment	29 th March, 2011				

Past Performance may or may not be sustained in future.

Source: AceMF, Data as on 30th June, 2025*Nifty India Consumption Index (TRI) **BSE Sensex (TRI) Different Plans under the scheme has different expense structure. The reference and details provided herein are of Regular Plan - Growth Option. returns for the benchmark have been calculated using TRI values

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 `10.00. Returns (%) for greater than 1 year calculated on CAGR basis

Fund manager : 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 Years
Total Amount Invested	1710000	1200000	840000	600000	360000	120000
Mkt Value as on 30 th June,2025	6499487	2953798	1618204	955487	463344	122531
Fund Return^ (%)	17.11	17.16	18.41	18.69	17.13	3.97
Benchmark Return* (%)	15.70	16.01	18.01	18.99	18.92	7.89
Add Benchmark Return** (%)	14.14	14.94	15.60	15.21	14.94	11.34

Past Performance may or may not be sustained in future. Source:

AceMF, Data as on 30th June, 2025

Benchmark*- Nifty India Consumption Index (TRI), Additional Benchmark**- BSE Sensex (TRI)

Please visit the website for more details <u>https://www.miraeassetmf.co.in/downloads/</u> statutory-disclosure/addendum Note: For computation of since inception returns (%) the allotment NAV has been taken as `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 `10,000 on the 1st working day of every month.



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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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PRODUCT LABELLING

Mirae Asset Great Consumer Fund

This product 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.



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

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

Please consult your financial advisor or mutual fund distributor before investing



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