



CANARA ROBECO CONSUMER TRENDS FUND

April 2025

RISKOMETER

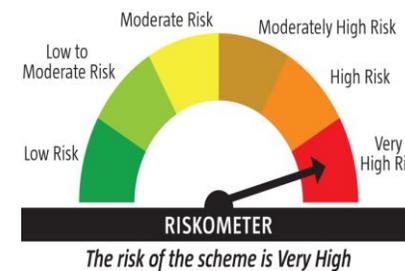
Canara Robeco Consumer Trends Fund

Thematic - Consumption & Finance Theme -An open ended equity scheme following the consumption and financial theme

This product is suitable for investors who are seeking*

- Capital appreciation over long term
- Investing in equity and equity related securities of companies following the Consumption and Financial Theme

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



Scheme Riskometer



**Benchmark Riskometer
(BSE 100 TRI)**

Note: The Scheme and Benchmark Risk-O-Meters are evaluated on a monthly basis and the above Risk-O-Meters are based on the evaluation of the portfolios for the month ended 30th Apr'25

CONTENTS

- **India Consumption Story**
 - Sector overview
 - Risk-Reward Matrix

- **Canara Robeco Consumer Trends Fund**
 - Investment Strategy
 - Portfolio Snapshot
 - Performance at a glance

- **Product Positioning**

- **Why Canara Robeco Consumer Trends Fund**

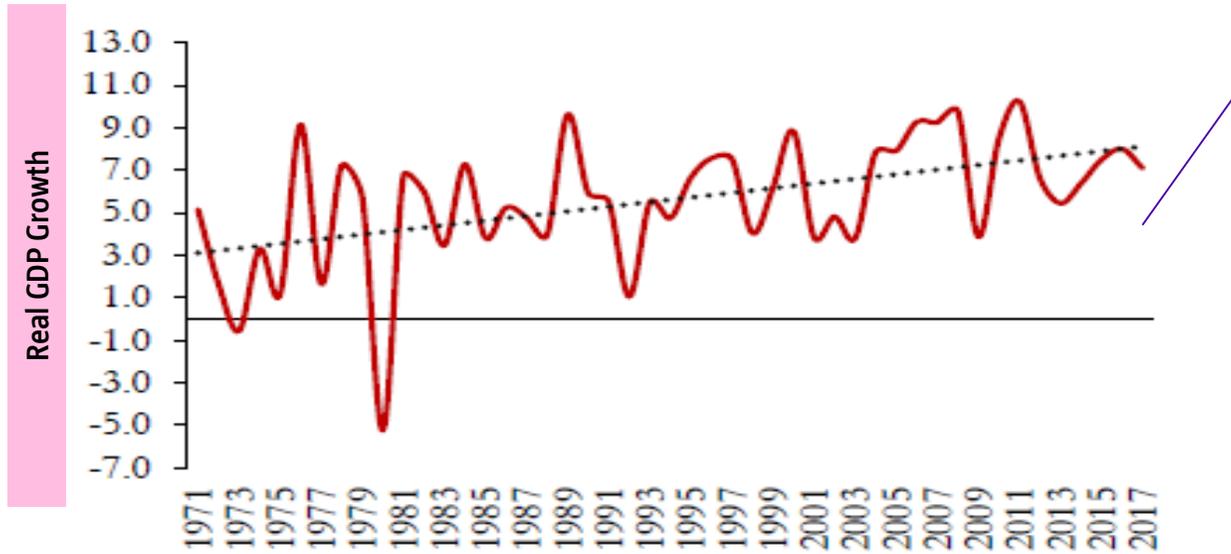
- **Fund Facts**



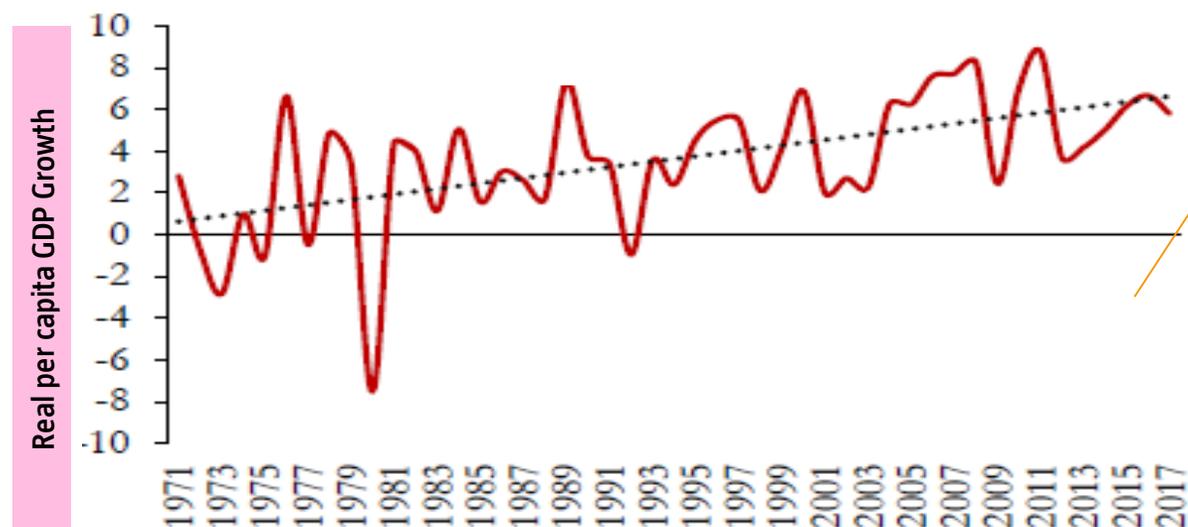
India Consumption Story

Note: Above mentioned list of sectors is not an exhaustive list

India- A Growth trajectory worth looking at....



✓ GDP growth has accelerated over the long run

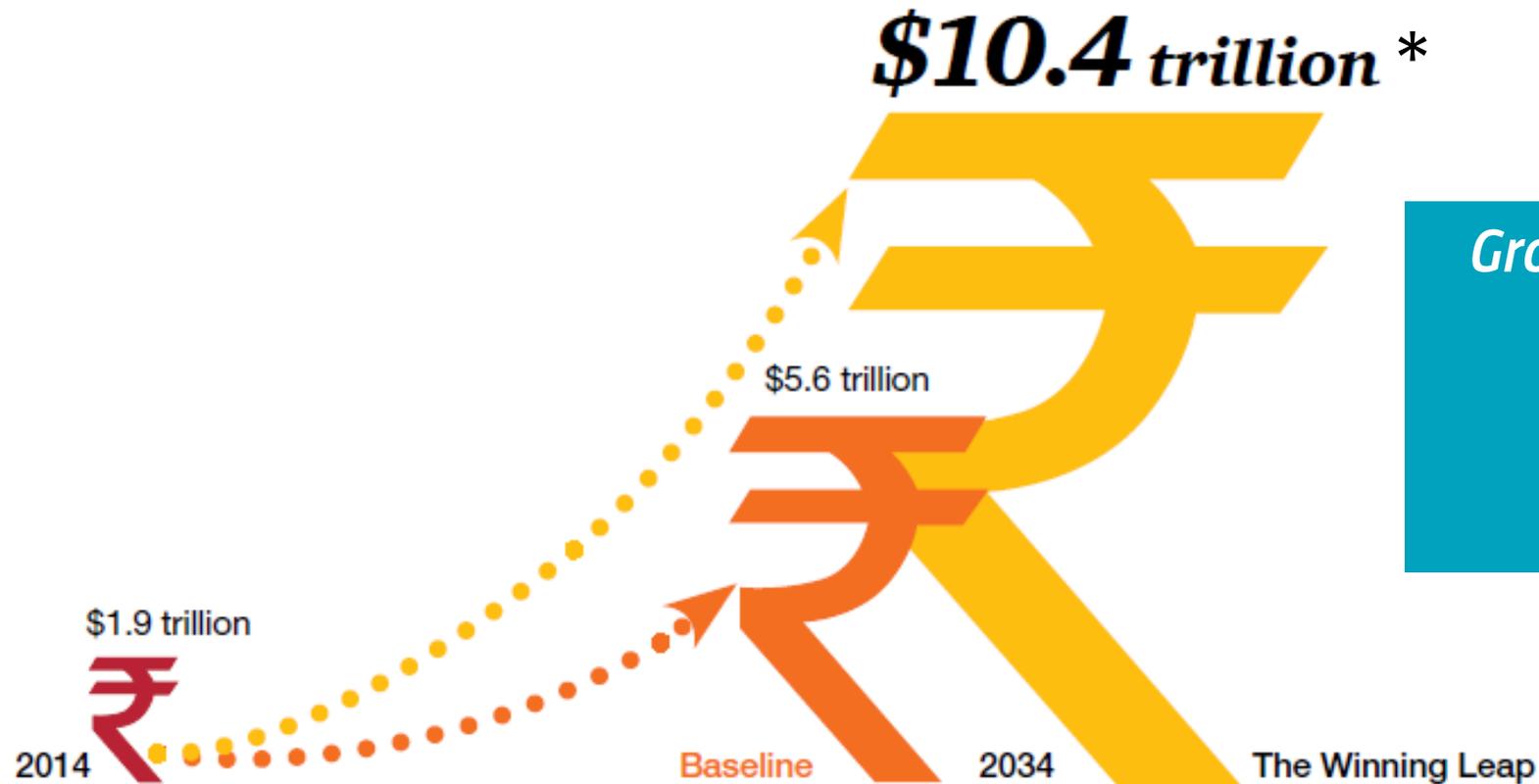


✓ Per capita income growth has accelerated, too

India's growth rate has consistently accelerated over the long run

India- A Growth trajectory worth looking at....

Building a \$10 trillion economy!



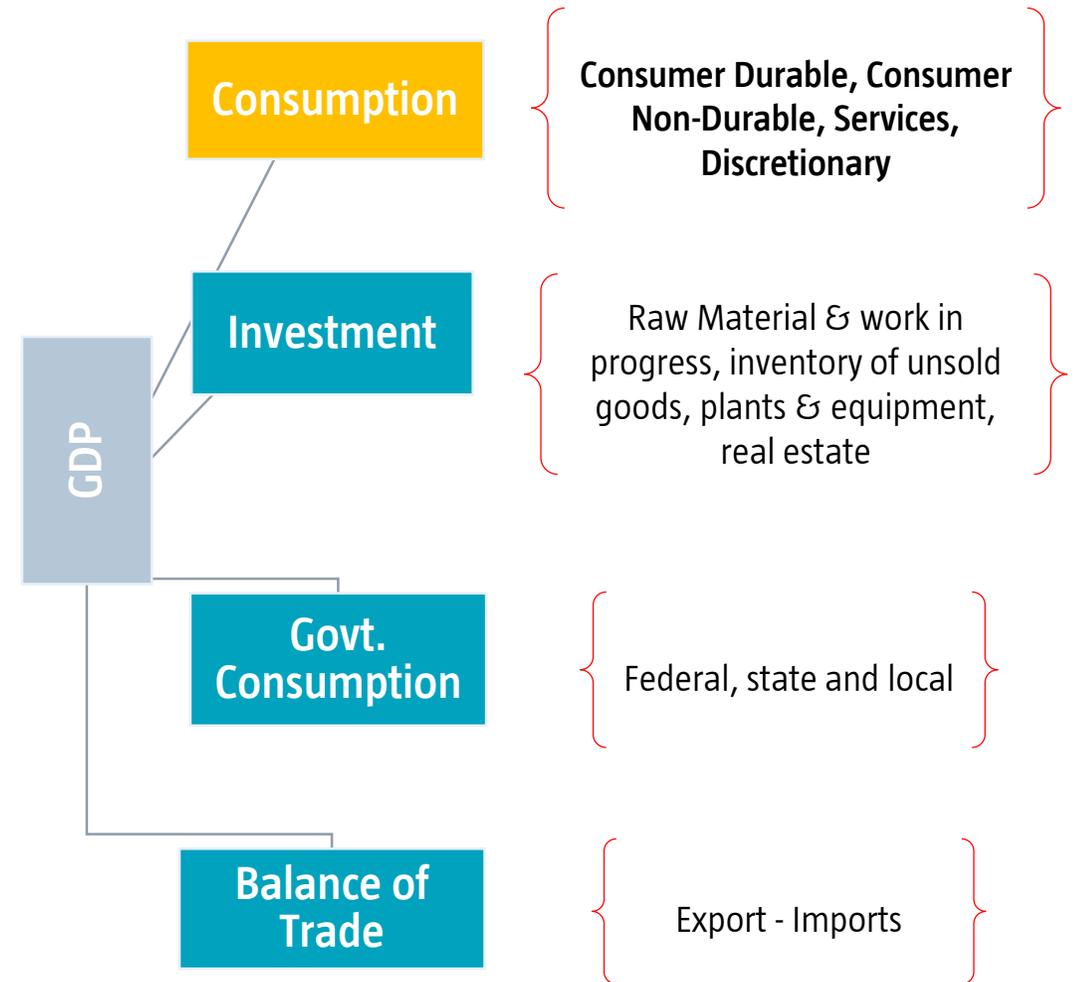
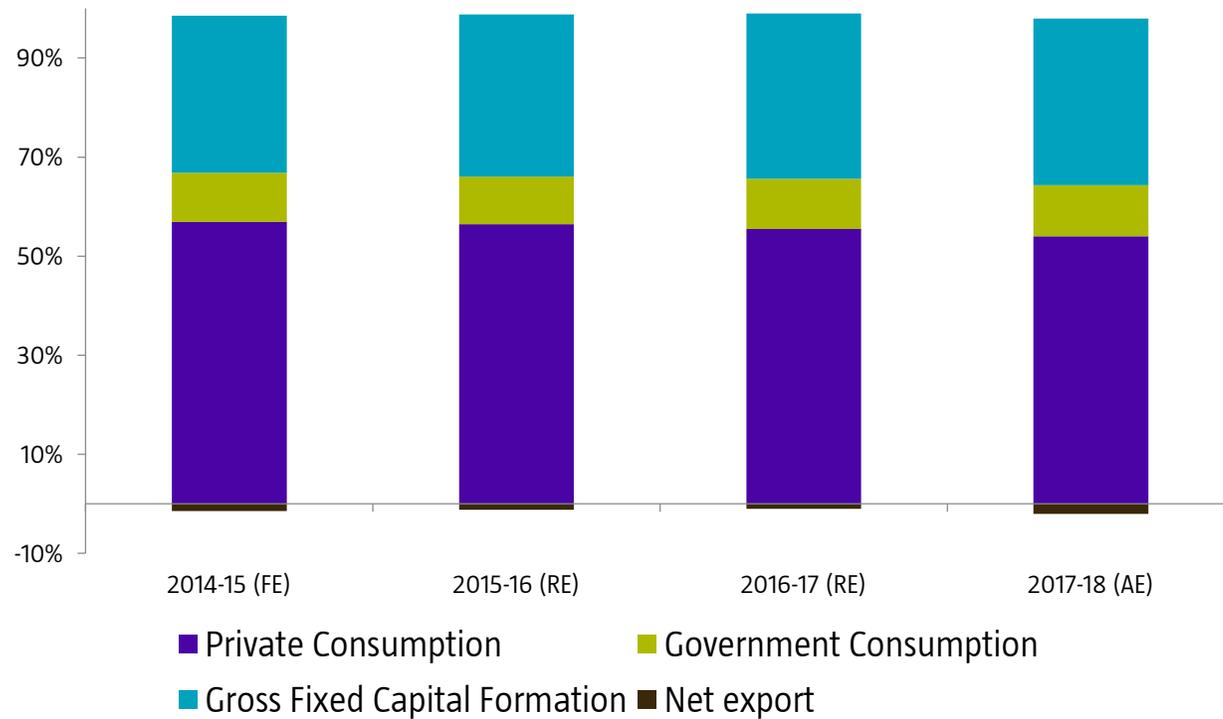
Growing at the present rate, India could be a \$5 Tn economy in 20 years

*At a growth rate of 9%, India could be a \$10 Tn economy, over the next 20 years

India economy- Consumption share on the rise

Private consumption hold ~60% in our GDP

Composition of GDP (at 2011-12 prices)



India's reform push could act as catalyst for consumption growth

REFORM PUSH FOR INDIA GROWTH STORY



Multi faceted focus on doubling farm income



Building Homes, Pradhan Mantri Aawas Yojna



Urbanisation through Smart Cities



Pradhan Matri Gram Sadak Yojna



Goods and Services Tax Regime



Jan Dhan Yojna, Financialisation



Insolvency and Bankruptcy Code,
Recapitalisation of PSU Banks



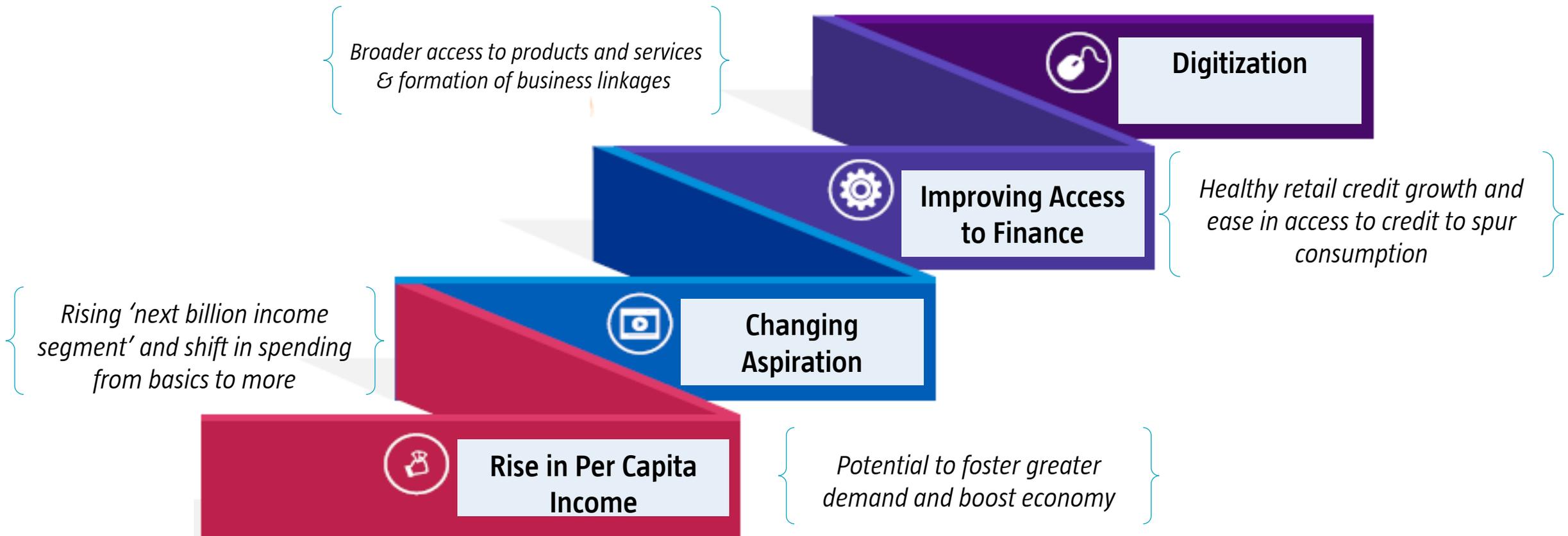
FDI in several Sectors, Retail- 100%

India: Ten Vectors of growth

CREATING WINNING LEAPS ACROSS THE 10 VECTORS (ESTIMATED)



Consumption growth drivers....

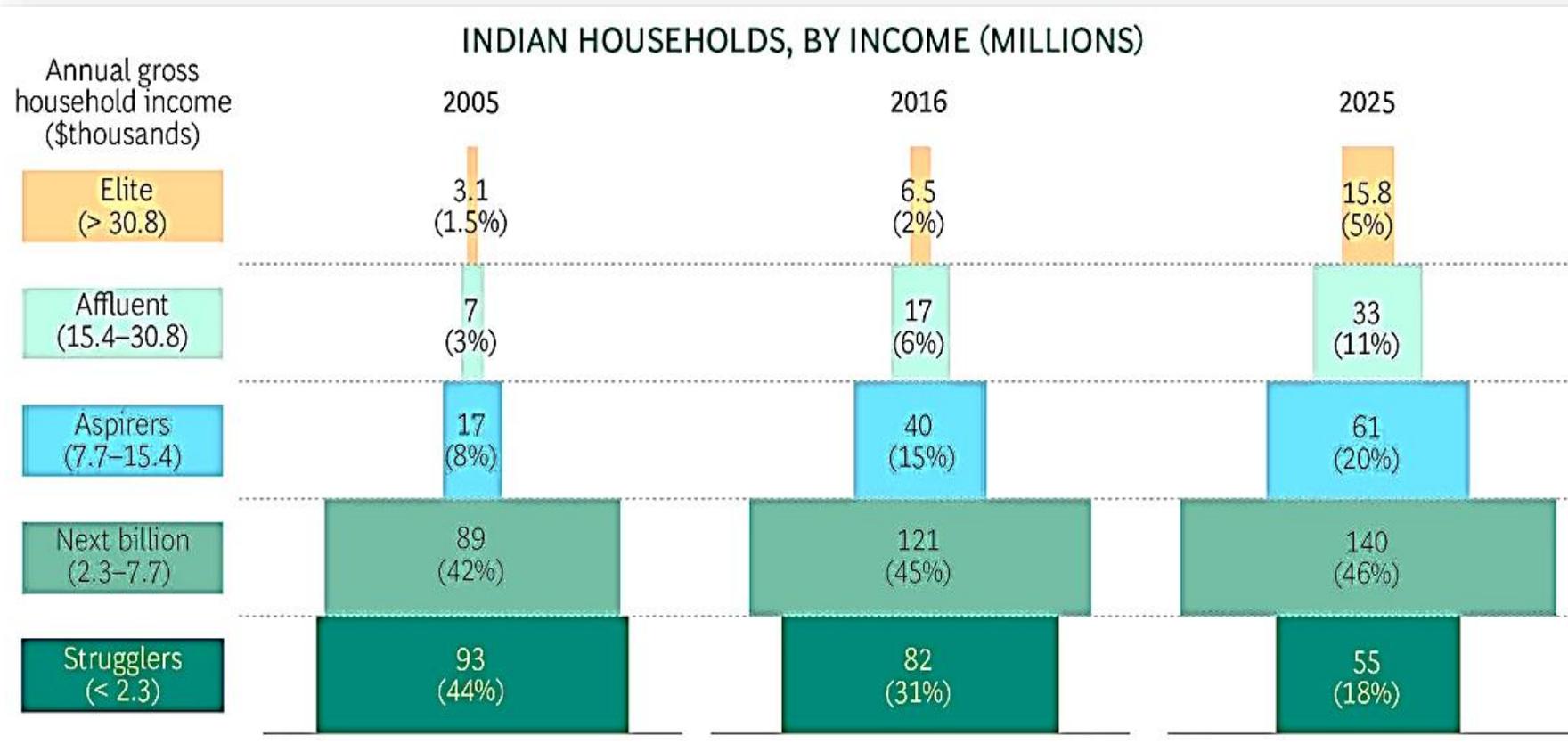




Opportunities ahead.....

India Consumption Market to grow significantly

Rising affluence is the biggest driver of increasing consumption



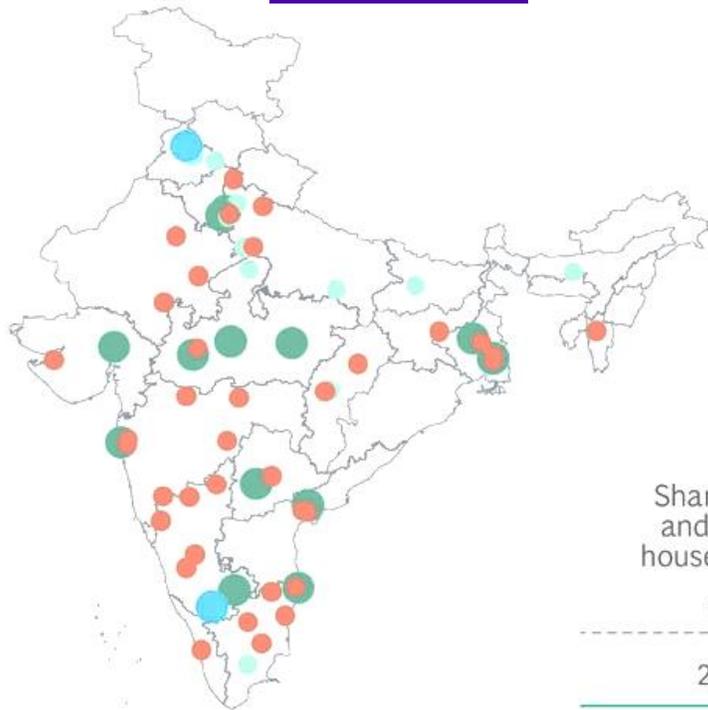
Share of Elite and Affluent households to reach 40% by 2025

Amidst rising income & evolving society, consumers' behavior & spending pattern to shift

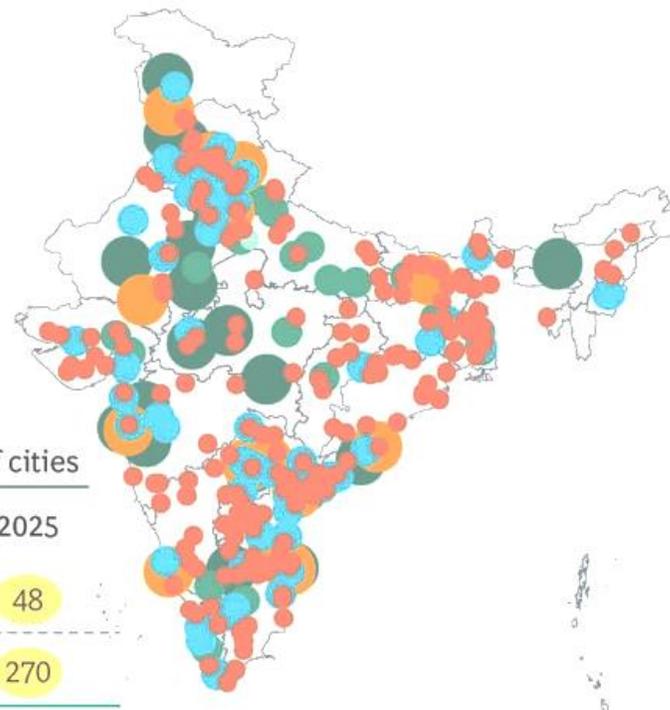
India Consumption Market to grow significantly

Affluence to be significantly widespread by 2025

2016



2025



Share of elite
and affluent
households (%)

> 40

21-40

Number of cities

2016

2025

0 → 48

64 → 270

Share of elite and
affluent households
(%)

Metropolitan and tier 1 cities

● > 40 ● 31-40 ● 21-30

Tier 2, 3, and 4 cities

● > 40 ● 31-40 ● 21-30

Fueled by rising
affluence, Emerging
cities will be the fastest
growing

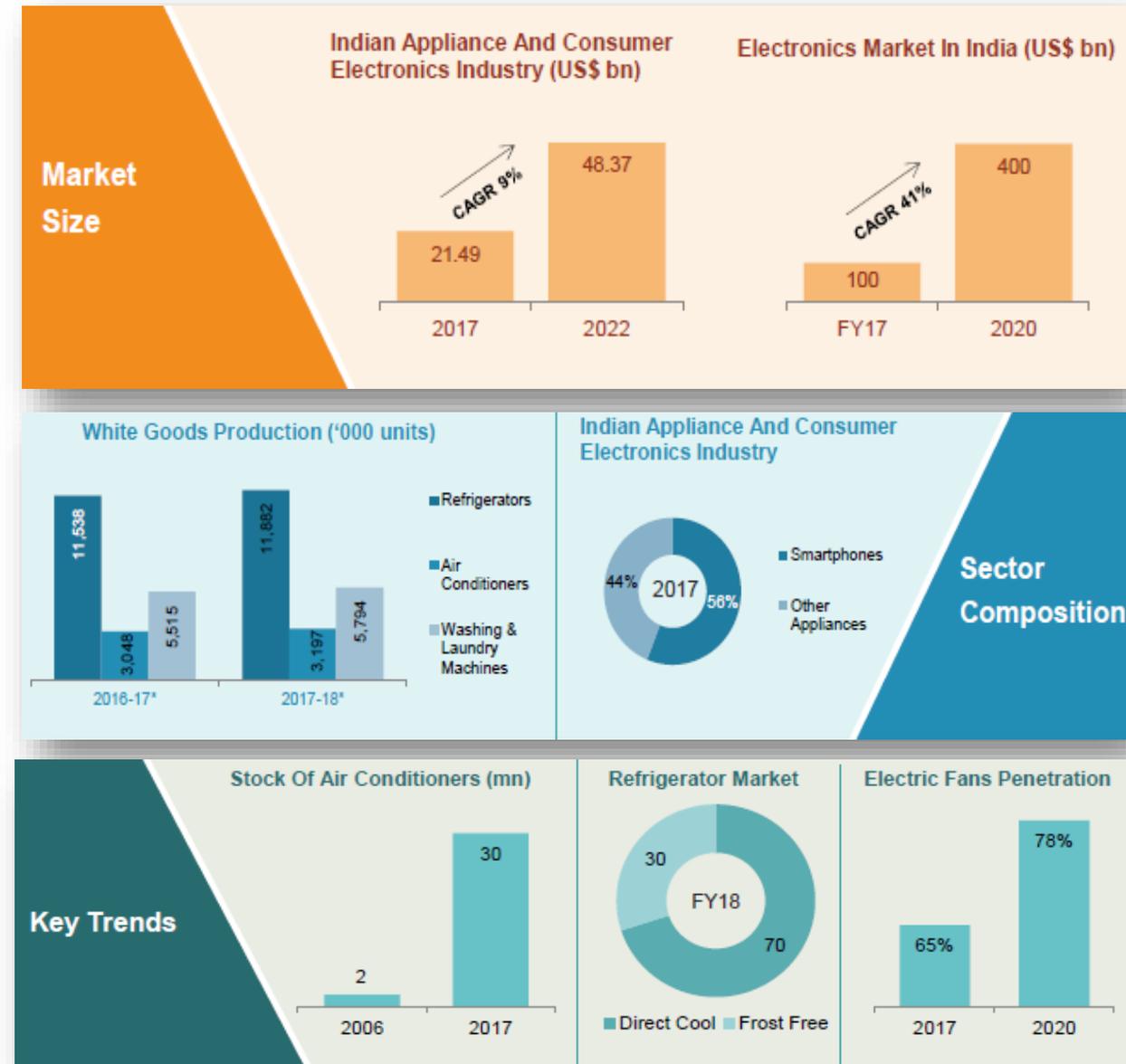
Emerging cities: populations of less than 1 million

Source: BCG Analysis, BCG CCI proprietary Income Database. Income distribution is calculated in constant 2015 \$

India is one of the largest growing electronics market in the world

CONSUMER DURABLES

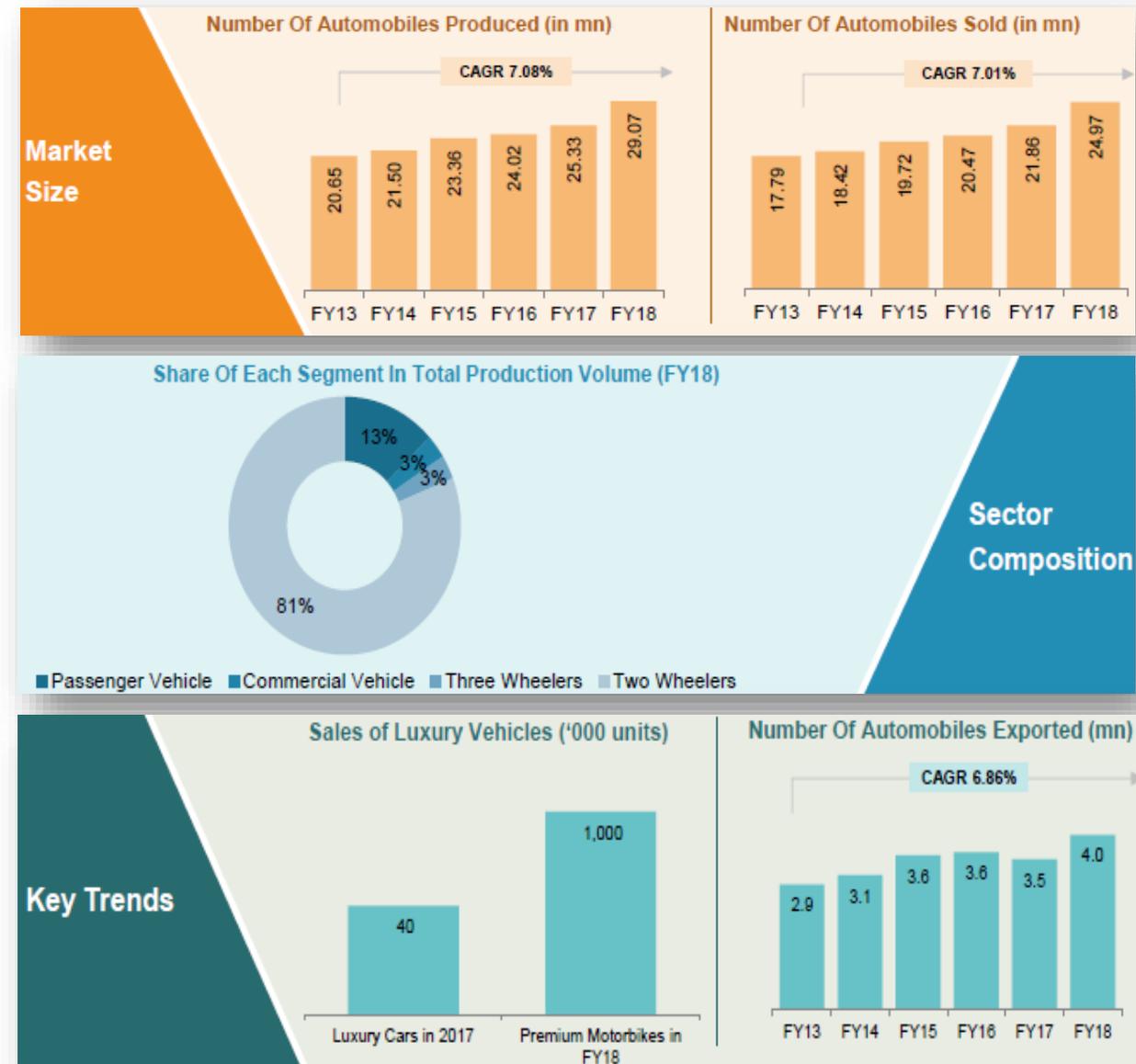
- India is one of the largest growing electronics market in the world
- Consumer durables/light electricals industry is expected to reach Rs 3 trillion (US\$ 46.54 billion) by 2020
- Indian electronics market is expected to grow at 41% CAGR between 2017-20 to reach US\$ 400 billion
- India has the world's third largest television industry and is expected to grow at a CAGR of 9.8% over CY16-20



Automobile industry in India is expected to be the world's third largest by 2026

AUTOMOBILE

- ❑ India became the largest two-wheeler market in the world after selling 17.7 million two-wheelers in 2016
- ❑ Total production volume grew at a CAGR of 4.43% during FY12-17
- ❑ Automobile exports from India increased 15.81% year-on-year in April-February 2017-18
- ❑ Two and three-wheelers exports increased 20.30% and 37.02% in April-February 2017-18



Remarkable position in global retail rankings with high market potential



Demographic Dividend

- Younger India - Avg. age 29 years by 2020;
- Working age population to rise to 64% by 2020 up from 49% in 2016

India expected
to be
5th Largest
Consumer Market
by 2025



Rapid Urbanisation & Rural Expansion

- Policy reforms in place to enhance growth & rural demand
- Household consumption (56%) as a % GDP, better than China (36%)



Constantly Improving Lifestyle

- Rising income & demand for quality products to boost consumer exp.
- Increasing population & larger work force to help boost consumption

Consumption Story Media Validation

FMCG will be a ₹10,000 crore biz in 5-6 years, says CESC's Goenka

Article rank | 9 Aug 2018 | mint ePaper | Latha Venkatesh CNBC-TV:8 feedback@livemint.com

Discoms are not getting coal as per the fuel supply pact, which means you are burning and economics is going out of whack.
We will expand if we can get a distribution franchise in Noida.

Consumer durables market growing rapidly: data

Ownership of several consumer durables is no longer concentrated in India's top urban agglomerations, shows National Family Health Survey data

2-wheelers are mass market products: NFHS data

Punjab, Tamil Nadu, Kerala, Haryana have the highest share of two-wheeler ownership, with every four in 10 households owning one, shows analysis

Consumption stocks are likely to gain from GST rate cut

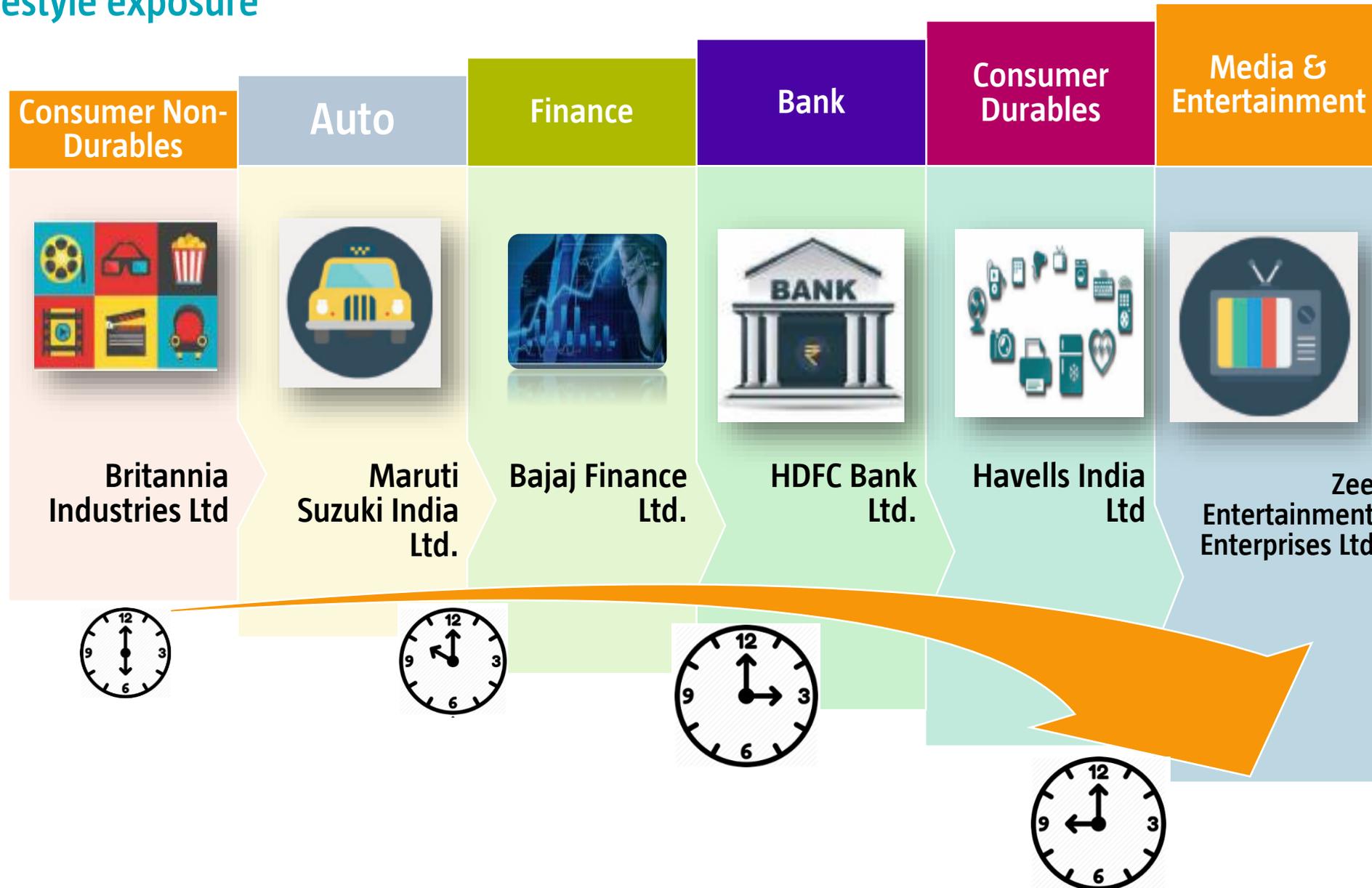
The government's decision to slash rates of Goods and Services Tax (GST) on a wide range of consumer goods is being cheered by analysts. Tax rates were cut from 28% to 18% across items, including consumer durables like washing machines, television sets, vacuum cleaners and refrigerators, apart from sharp cuts in smaller items like footwear, paints, leather products and textiles. This is expected to spur demand and give a fillip to



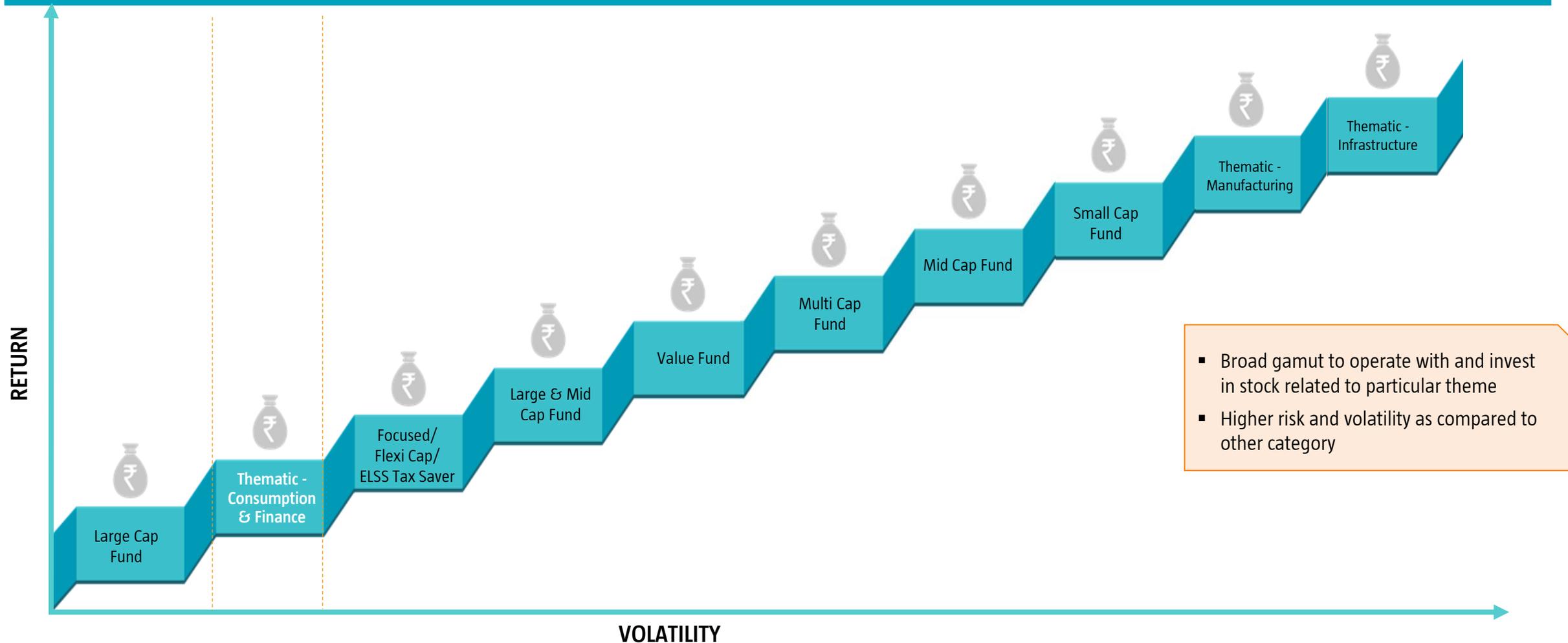




Our daily lifestyle exposure



RISK-REWARD MATRIX



Thematic Funds have high risk as well as high reward as compared to Other Equity Funds

Note: The fund positioning broadly reflects the category average rolling returns & standard deviation based on 3 year rolling returns taking past 3 years as a time horizon on a monthly rolling basis. The same was considered since the period captures the returns mainly post SEBI scheme categorization. The data points consider industry peer group average for the different equity categorization except thematic and sector funds, for which CRMF fund data has been considered.



Capitalise on changing consumption
pattern &
**Aim to gain from rising Indian consumer
market**



Presenting
Canara Robeco Consumer Trends Fund

INVESTMENT PHILOSOPHY & OBJECTIVE**Investment Philosophy**

We believe it is companies and not stocks that create wealth

Investment Objective

Invest in robust growth-oriented businesses with competent management at reasonable valuations

Our Investment Process

IDEATE

Macro Research

- Macro Research & Intelligence
- Identification of themes
- Tracking business cycles

Stock - Specific Ideas

- In-house fundamental research
- Management meetings
- Sell-side research and sector specialists

Investment Universe



SCREEN

Competent
Management

Robust Business
Fundamentals

Reasonable
Valuations

Investible Ideas



DESIGN

Regulatory Limits

- Individual Stock Limits

Internal Risk Management Limits

- Liquidity
- Cash Levels

Investment Mandate / Scheme

Objective

- Market Cap of the stock

Final Portfolio

Note: The above is only for general understanding purposes and should not be construed as CRAMC investment policy or process of portfolio construction.

INVESTMENT STRATEGY



- Consumer Trends Fund, being a thematic fund, invests in the niche space and follows a 'Growth' style of investing
- The Fund invests in stocks across the Market Capitalization range and seeks to generate 'compounding' returns from investing in high growth and competently managed companies
- Focus is on selective categories such as 1) discretionary consumption - supported by aspirational spending and rising disposable income and 2) the retail financiers (banks and NBFCs) benefiting from the low credit penetration in the retail segment
- The fund participates in categories supported by regulatory or demand-backed tailwinds
- For stock selection, we spot the changing dynamics in an industry, identify winners early and then stay invested with superior executors to earn compounding returns
- The AMC focusses on the fundamentals of the business, the quality of management, sensitivity to economic factors and the financial strength of the company

CANARA ROBECO CONSUMER TRENDS FUND

Thematic - Consumption & Finance - An open ended equity scheme following the consumption and financial theme

❑ Benefit from the “India Growth Story”

- Designed to benefit from demographic advantage of “**YOUNG INDIA**” for the next decade and the rapid urbanization and evolution of the cities

❑ Theme to Team with

- The fund identifies themes like changing consumption pattern emerging out of rising middle class and increase in per capita income potential
- Macro-economic fundamentals are slowly stabilizing; Banks & Financial Sector is a beta-play & any improvement in economic fundamentals is likely to benefit this sector
- The Government is believed to be committed towards boosting growth as well as taming inflation. This is on the back of expansion in the middle class consumers and the evolution of the Indian economy from largely informal to formal

Investment Style

Growth	Value	Blend
Large Cap	Mid Cap	Small Cap
Diversified	Thematic	Sector

Portfolio Quants:

Quantitative Information	Values
Standard Deviation	14.62
Portfolio Beta	0.91
Portfolio Turnover Ratio	0.19 times
R-Squared	0.84
Sharpe Ratio	0.76

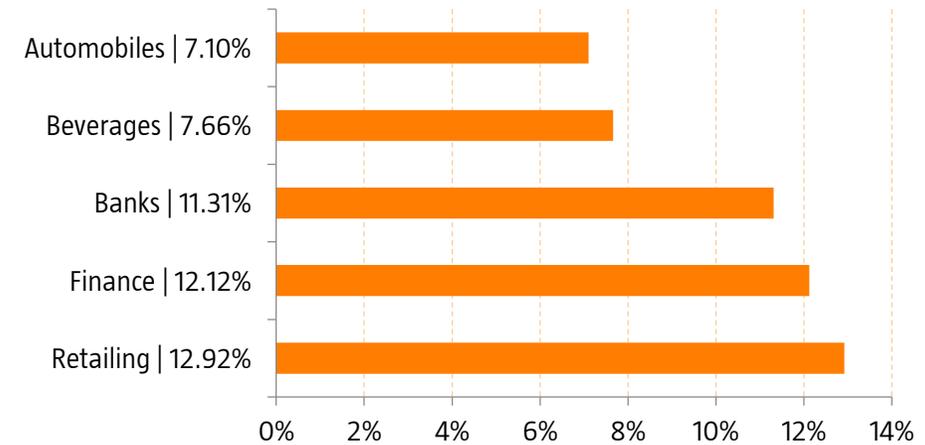
Portfolio Highlights

Top 10 Holdings	Industry Classification	% of Net Assets
HDFC Bank Ltd	Banks	5.37%
Bharti Airtel Ltd	Telecom - Services	5.27%
Bajaj Finance Ltd	Finance	4.66%
ITC Ltd	Diversified Fmcg	4.36%
ICICI Bank Ltd	Banks	4.02%
Eternal Ltd	Retailing	3.92%
Maruti Suzuki India Ltd	Automobiles	3.61%
United Spirits Ltd	Beverages	2.72%
Trent Ltd	Retailing	2.61%
Interglobe Aviation Ltd	Transport Services	2.61%

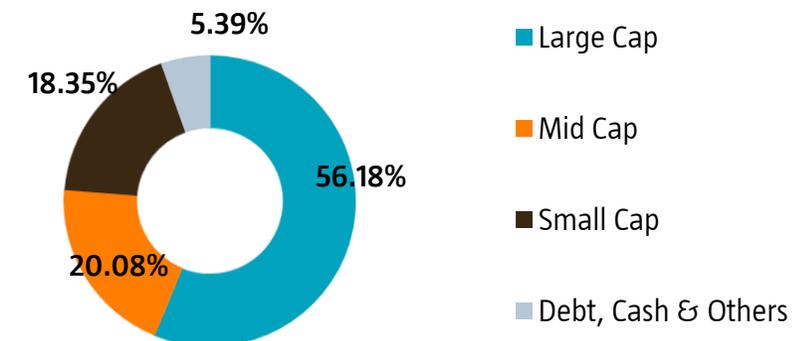
Quant	Values
Total No. of Stocks	45
Top Stock Holding (%)	5.37%
Top 10 Stocks Holding (%)	39.15%
Top 3 Industries (%)	36.35%
Top 5 Industries (%)	51.11%

Data as on 30th Apr'25

Top 5 Sector break up (% to NAV)



Market Capitalization (%)



PERFORMANCE AT A GLANCE

Performance: Lumpsum Investment – P2P

Period	Returns %			Current Value of Standard Investment of ₹ 10,000		
	Scheme	BSE 100 TRI #	BSE Sensex TRI ##	Scheme	BSE 100 TRI #	BSE Sensex TRI ##
Last 1 Year	6.31	8.14	9.06	10631	10814	10906
Last 3 Years	17.5	14.52	13.43	16239	15030	14605
Last 5 Years	22.88	22.13	20.34	28034	27181	25247
Since Inception (CAGR)	16.22	12.58	12.24	104820	63794	60828

Scheme has generated Rs. 100600 on an investment of Rs.10,000 since inception

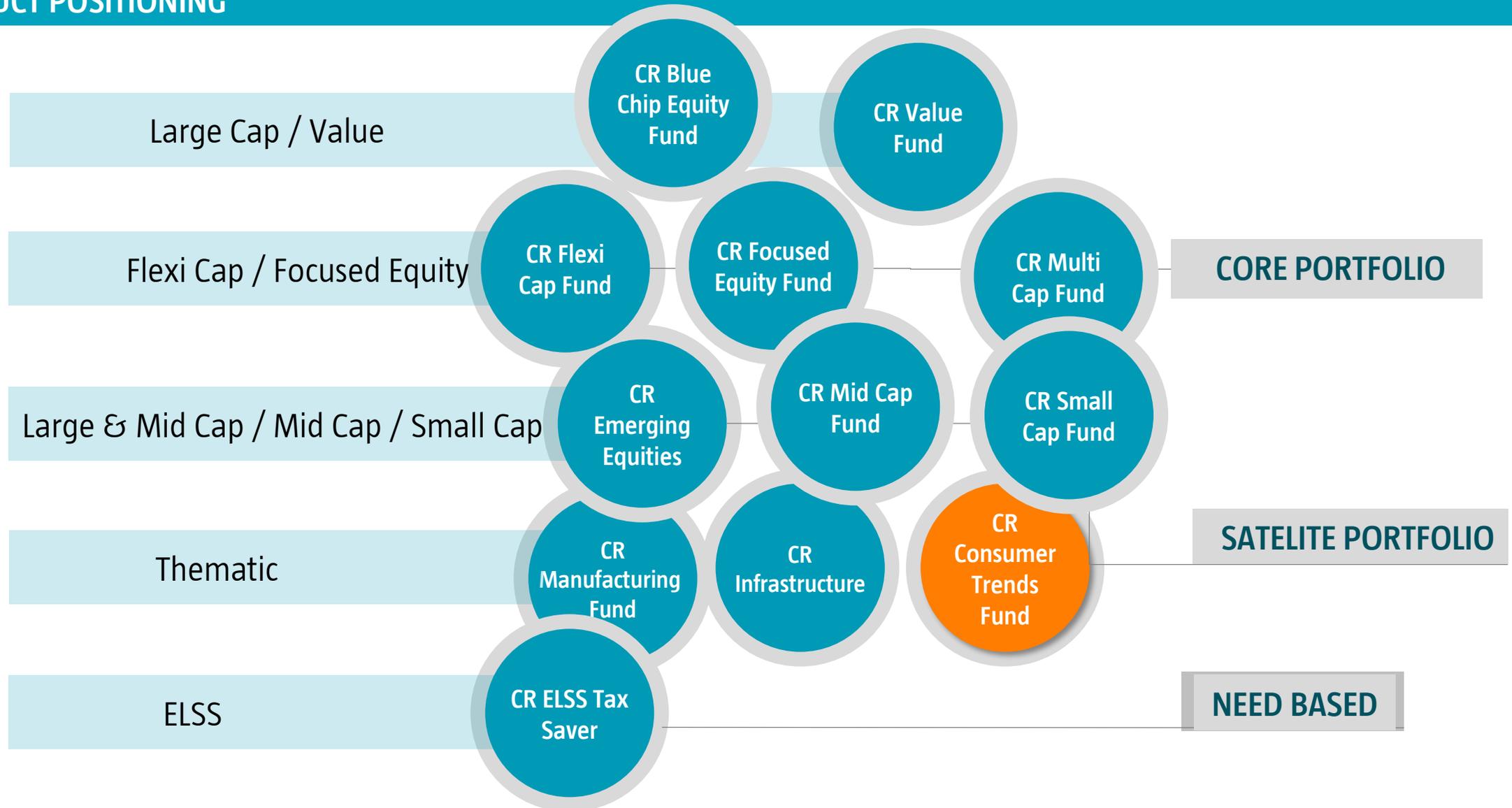
Performance: SIP Monthly

Particulars	Total Amt invested (INR)	Market Value (INR)	Canara Robeco Consumer Trends Fund	BSE 100 TRI #	BSE Sensex TRI ##
1 Year	1,20,000	1,19,259	-1.15%	2.57%	5.03%
3 Years	3,60,000	4,56,995	16.16%	13.14%	11.49%
5 Years	6,00,000	9,39,904	18.02%	12.57%	11.02%
7 Years	8,40,000	15,92,819	17.97%	14.04%	12.83%
10 Years	12,00,000	29,13,531	16.91%	14.20%	13.65%
15 Years	18,00,000	71,10,909	16.64%	13.76%	13.29%
Since Inception	18,80,000	79,07,278	16.56%	13.79%	13.15%

Fund has outperformed benchmark and broad market index over long term

The past performance may or may not be sustained in the future. Returns are based on growth NAV and are calculated on compounded annualized basis for a period of more than (or equal to) a year and absolute basis for a period less than a year. Inception Date: September 14, 2009. Different plans have a different expense structure. Returns are based on NAV of Regular Plan - Growth Option. The current fund managers, Ms. Ennette Fernandes is managing the scheme since 01-October-21 and Mr. Shridatta Bhandwadar is managing the scheme since 01-October-19 #Scheme Benchmark , ##Additional Benchmark . Load is not taken into consideration for computation of returns. Returns of dividend option under the scheme for the investor would be net of distribution tax as applicable. The performance of other funds managed by fund manager is on the slide number 31.

PRODUCT POSITIONING



WHY CANARA ROBECO CONSUMER TRENDS FUND?

- ❑ Consumer Trends Fund, being a thematic fund, invests in the niche space and follows a 'Growth' style of investing
- ❑ Expected turnaround in the economic cycle leading to increase in employment will boost discretionary consumption and benefit the sectors that fund invests in
- ❑ Fund would invest in stocks across the Market Capitalization range and seek to generate 'compounding' returns from investing in high growth and competently managed companies

FUND FACTS

Fund Category	Thematic - Consumption & Finance Theme - An open ended equity scheme following the consumption and financial theme
Investment Objective	To provide long-term capital appreciation by primarily investing in equity and equity related securities of companies which directly or indirectly benefit from the growing consumer demand in India. However, there can be no assurance that the investment objective of the scheme will be realized.
Inception Date	14-Sep-09
Asset Allocation	<input type="checkbox"/> Equity and equity related instruments of companies which directly or indirectly benefit from the growing consumer demand in India - 80% to 100%. (Risk – Very High) <input type="checkbox"/> Other Equity and equity related instruments - 0% to 20%. (Risk - Very High) <input type="checkbox"/> Debt and Money Market instruments - 0% to 20%. (Risk-Medium to Low) <input type="checkbox"/> Reits/Invits- 0% to 10% (Risk - Very High)
Plans/Options	Regular & Direct Plan: Options: Growth / IDCW with Payout & Reinvestment
Facilities	SIP/ SWP/ STP/ Transfer of IDCW Plan
Fund Size	Rs. 1,780.48 Crs
Load Structure	Exit Load:1% - if redeemed/switched out within 1 year; Nil- if redeemed/switched out after 1 year
Benchmark	BSE 100 TRI
Fund Manager	Ms. Ennette Fernandes and Mr. Shridatta Bhandwaladar

Performance of Fund Manager

Fund Manager: Ms. Ennette Fernandes

Scheme Names	CAGR (%)															
	6 Months Return**			1 Year Return			3 Years Return			5 Years Return			Since Inception			
	Scheme Regular Plan	Scheme Direct Plan	Benchmark*	Scheme Regular Plan	Scheme Direct Plan	Benchmark*	Scheme Regular Plan	Scheme Direct Plan	Benchmark*	Scheme Regular Plan	Scheme Direct Plan	Benchmark*	Scheme Regular Plan	Scheme Direct Plan	Benchmark*	Benchmark* Direct Plan
CanaraRobeco Consumer TrendsFund				6.31	7.65	8.14	17.50	19.02	14.52	22.88	24.48	22.13	16.22	17.42	12.58	13.81
CanaraRobeco Equity Hybrid Fund				8.83	10.08	8.48	13.12	14.43	12.67	17.17	18.55	17.33	11.60	14.67	-	12.47
Canara Robeco Balanced Advantage Fund**	-3.59	-2.19	4.33	N.A	N.A	-	N.A	N.A	-	N.A	N.A	-	-0.94	0.54	2.57	2.57

Note:

- Ms. Ennette Fernandes manages 3 open-ended schemes of Canara Robeco Mutual Fund.
- Period for which scheme's performance has been provided is computed basis last day of the month-end preceding the date of advertisement.
- Different plans shall have a different expense structure. The performance details provided herein are of Regular plan - Growth Option & Direct plan - Growth Option.
- Past performance may or may not be sustained in the future.
- : Corresponding Benchmark values not available.
- **Scheme has been in existence for more than six months but less than one year, therefore returns shown above are based on simple annualized growth rate of the scheme for the past 6 months and since inception.

Fund Manager: Mr. Shridatta Bhandwaladar

Scheme Names	CAGR (%)													
	1 Year Return			3 Years Return			5 Years Return			Since Inception				
	Scheme Regular Plan	Scheme Direct Plan	Benchmark*	Scheme Regular Plan	Scheme Direct Plan	Benchmark*	Scheme Regular Plan	Scheme Direct Plan	Benchmark*	Scheme Regular Plan	Scheme Direct Plan	Benchmark* Regular Plan	Benchmark* Direct Plan	
Canara Robeco Small Cap Fund	0.77	2.02	-2.42	13.32	14.88	18.21	33.25	35.28	34.54	22.51	24.44	21.91	21.91	
Canara Robeco Infrastructure	6.30	7.68	-4.67	25.36	26.92	26.73	31.99	33.52	37.74	14.86	17.33	-	-	
Canara Robeco Consumer Trends Fund	6.31	7.65	8.14	17.50	19.02	14.52	22.88	24.48	22.13	16.22	17.42	12.58	13.81	
Canara Robeco Focused Equity Fund	10.02	11.63	5.70	17.00	18.80	15.13	N.A	N.A	-	17.08	18.95	16.06	16.06	
Canara Robeco Emerging Equities	9.99	11.14	6.62	15.62	16.88	17.83	23.44	24.84	26.61	17.12	20.44	-	16.30	
Canara Robeco Flexicap Fund*	8.26	9.50	5.70	13.90	15.28	15.13	20.47	21.99	23.66	17.38	14.93	16.26*	14.42	
Canara Robeco ELSS Tax Saver	6.99	8.22	5.70	14.36	15.75	15.13	22.10	23.60	23.66	18.60	15.88	17.04	14.42	
Canara Robeco Equity Hybrid Fund	8.83	10.08	8.48	13.12	14.43	12.67	17.17	18.55	17.33	11.60	14.67	-	12.47	
Canara Robeco Blue Chip Equity Fund	10.90	12.22	8.14	15.25	16.71	14.52	20.22	21.90	22.13	13.08	15.32	12.18	13.81	
Canara Robeco Mid Cap Fund	5.72	7.16	5.42	N.A	N.A	-	N.A	N.A	-	19.39	21.11	22.58	22.58	
Canara Robeco Multi Cap Fund	7.96	9.53	4.57	N.A	N.A	-	N.A	N.A	-	18.25	20.05	18.76	18.76	
Canara Robeco Manufacturing Fund	3.53	4.90	4.78	N.A	N.A	-	N.A	N.A	-	10.13	11.69	10.83	10.83	

Note:

- Mr. Shridatta Bhandwaladar manages 12 open-ended schemes of Canara Robeco Mutual Fund.
- Period for which scheme's performance has been provided is computed basis last day of the month-end preceding the date of advertisement.
- Different plans shall have a different expense structure. The performance details provided herein are of Regular plan - Growth Option & Direct plan - Growth Option.
- Past performance may or may not be sustained in the future.
- : Corresponding Benchmark values not available.
- N.A. - Not Applicable because scheme is in existence for less than 1 year or 3 years respectively.
- *Since inception return for the benchmark is Composite return - "As TRI data is not available since inception of the scheme, benchmark performance is calculated using composite CAGR of BSE 500 TRI Index. PRI values from 16th Sept 2003 to 1st Aug, 2006 and TRI values since 1st Aug, 2006 are considered.

The past performance may or may not be sustained in the future. Returns are based on growth NAV and are calculated on compounded annualized basis for a period of more than (or equal to) a year and absolute basis for a period less than a year. Inception Date: September 14, 2009. Different plans have a different expense structure. Returns are based on NAV of Regular Plan - Growth Option. The current fund managers, Ms. Ennette Fernandes is managing the scheme since 01-October-21 and Mr. Shridatta Bhandwaladar is managing the scheme since 01-October-19

DISCLAIMER

The information used towards formulating the outlook have been obtained from sources published by third parties. While such publications are believed to be reliable, however, neither the AMC, its officers, the trustees, the Fund nor any of their affiliates or representatives assume any responsibility for the accuracy of such information. CRMF, its sponsors, its trustees, CRAMC, its employees, officer, directors, etc. assume no financial liability whatsoever to the user of this document. Mutual Fund Investments are subject to market risk. Investors are requested to read the Scheme related documents carefully before investing.

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