

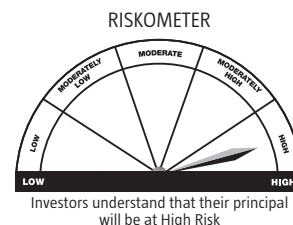
# Canara Robeco Consumer Trends Fund

(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 for them.



## Introduction:

India is the sixth-largest economy in the world (as per nominal GDP) and the second-most populous country with over 1.33 billion people. It is one of the few countries that continue to see brisk growth in spite of the ongoing volatile environment at a global level. With favorable population composition and increasing disposable incomes, Indian consumer market is expected to grow significantly in medium to long term. While the consumption story encompasses a large number of sectors, there are select trends shaping the sectors running on consumer theme and the investment opportunities that they present. Some of these are new, while others are trends that have existed for the past few years and continue to manifest themselves in new ways. All these factors can go a long way in driving the overall secular (unaffected by cycles) consumption growth in the country. Consumption forms a very large part of the Indian economy of which Consumer Non-Durables, Consumer Durables, Auto, Retailing, Media & Entertainment, Hotels, Resorts and Other Recreational Activities, Textile Products forms a basic basket of the same.

The economic ups and downs over the last decade have compelled the fortunes of many sectors to swing, but the one story that has remained intact and has in fact strengthened over time is the Indian consumption story. Growing economy and improving demographics with government initiatives could act as enablers and foster urbanization and contribute to increase in per capita income and consumption demand going forward.

## About the Fund:

Canara Robeco Consumer Trends Fund is an open-end scheme having a primary objective to generate capital appreciation by investing in equities and equity related instruments of companies which directly or indirectly benefit from the growing consumption demand in India.

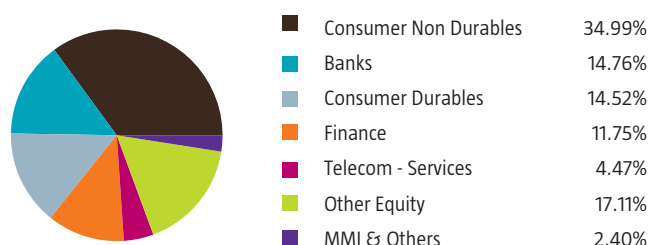
## Investment strategy:

- ▶ The investment emphasis of the scheme will be in identifying companies with strong competitive positioning in good businesses (moats) and having quality management (competent and with good corporate governance practices).
- ▶ The AMC will follow an active investment style supported by in-house research. The focus would be on fundamentally strong companies with scope of higher earnings visibility over long run.
- ▶ The AMC, in selecting the stocks, will emphasize on the fundamentals of the business, the industry structure, the quality of management, sensitivity to economic factors, the financial strength of the company and the key earnings drivers.

## Why invest in Canara Robeco Consumer Trends Fund?

- ▶ Canara Robeco 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.

## Sector Allocation (as on 30th August, 2019)



## Top 10 Holdings for (as on 30th August, 2019)

Portfolio is spread across 36 stocks with Top 10 Stocks contributing to 50.49% of the Net Assets.

| Name of the Company                         | Industry Classification | % of Net Assets |
|---|-------------------------|-----------------|
| Hindustan Unilever Ltd                      | Consumer Non Durables   | 8.43            |
| HDFC Bank Ltd                               | Banks                   | 6.33            |
| Housing Development Finance Corporation Ltd | Finance                 | 5.75            |
| Bajaj Finance Ltd                           | Finance                 | 5.14            |
| Bharti Airtel Ltd                           | Telecom - Services      | 4.47            |
| Nestle India Ltd                            | Consumer Non Durables   | 4.40            |
| Voltas Ltd                                  | Consumer Durables       | 4.34            |
| Marico Ltd                                  | Consumer Non Durables   | 4.10            |
| Dabur India Ltd                             | Consumer Non Durables   | 3.95            |
| Avenue Supermarts Ltd                       | Retailing               | 3.58            |

## Fund Specifics

|                                  |  |   |
|----------------------------------|--|---|
| <b>Fund Inception</b>            | : September 14, 2009   |   |
| <b>Investment Objective</b>      | : 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.   |   |
| <b>Monthend AUM (₹)*</b>         | : 329.23 Crores  |   |
| <b>Asset Allocation</b>          | : Equity and equity related instruments of companies which directly or indirectly benefit from the growing consumer demand in India - 80% to 100%. (Risk- High) ● Other Equity and equity related instruments - 0% to 20%. (Risk- High) ● Debt and Money Market instruments - 0% to 20%. (Risk- Medium to Low) ● Reits/Invts- 0% to 10% (Risk-medium to High)  |   |
| <b>Minimum Investment Amount</b> | : ₹ 5000 and in multiples of ₹ 1 thereafter<br><b>Subsequent purchases:</b> Minimum amount of ₹ 1000 and multiples of ₹ 1 thereafter<br><b>SIP:</b> For Any date**/monthly frequency – ₹1000 and in multiples of ₹ 1 thereafter. For quarterly frequency – ₹ 2000 and in multiples of ₹ 1 thereafter<br><b>STP:</b> For Daily/Weekly/Monthly frequency – ₹ 1000 and in multiples of ₹ 1 thereafter. For quarterly frequency – ₹ 2000 and in multiples of ₹ 1 thereafter<br><b>SWP:</b> For monthly frequency – ₹ 1000 and in multiples of ₹ 1 thereafter. For quarterly frequency – ₹ 2000 and in multiples of ₹ 1 thereafter<br>**As on date the said facility is available only in offline mode. |   |
| <b>Entry Load</b>                | : Nil  |   |
| <b>Exit Load</b>                 | : 1% - If redeemed/switched out within 1 year from the date of allotment., Nil - if redeemed/switched out after 1 year from the date of allotment  |   |
| <b>Benchmark</b>                 | : S&P BSE 100 TRI  |   |
| <b>Plans / Options</b>           | Regular Plan - Growth<br>Regular Plan - Dividend Reinvestment<br>Regular Plan - Dividend Payout  | Direct Plan - Growth Option<br>Direct Plan - Dividend Reinvestment Option / Payout Option |
| <b>Fund Manager</b>              | : Ms. Cheenu Gupta / Mr. Krishna Sanghavi  |   |

\*Monthend AUM as on 30.08.2019

## PERFORMANCE AT A GLANCE

(as on August 30, 2019)

### CANARA ROBECO CONSUMER TRENDS FUND

Fund Manager: Ms. Cheenu Gupta / Mr. Krishna Sanghavi

| Period                 | Returns (%) |                              |                                  | Current Value of Standard Investment of ₹ 10000 |                              |                                  |
|------------------------|-------------|------------------------------|----------------------------------|---|------------------------------|----------------------------------|
|                        | Scheme      | S&P BSE 100 TRI <sup>#</sup> | S&P BSE SENSEX TRI <sup>##</sup> | Scheme  | S&P BSE 100 TRI <sup>#</sup> | S&P BSE SENSEX TRI <sup>##</sup> |
| Last 1 Year            | -5.94%      | -5.91%                       | -2.25%                           | 9406  | 9409                         | 9775                             |
| Last 3 Years           | 9.47%       | 8.88%                        | 11.01%                           | 13119   | 12907                        | 13679                            |
| Last 5 Years           | 12.94%      | 8.23%                        | 8.39%                            | 18392   | 14859                        | 14968                            |
| Since Inception (CAGR) | 14.33%      | 7.75%                        | 12.92%                           | 37980   | 21039                        | 33568                            |

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. The current fund managers Ms. Cheenu Gupta is managing the scheme since 15-June-18 and Mr. Krishna Sanghavi is managing the scheme since 16-October-18.

## Scheme Performance - Fund Manager wise

(as on August 30, 2019)

### Fund Manager: Ms. Cheenu Gupta

| Scheme Names  | CAGR (%)      |                        |                |                        |                |                        |                 |                        |
|---|---------------|------------------------|----------------|------------------------|----------------|------------------------|-----------------|------------------------|
|   | 1 Year Return |                        | 3 Years Return |                        | 5 Years Return |                        | Since Inception |                        |
|   | Scheme        | Benchmark <sup>#</sup> | Scheme         | Benchmark <sup>#</sup> | Scheme         | Benchmark <sup>#</sup> | Scheme          | Benchmark <sup>#</sup> |
| CANARA ROBECO EQUITY TAX SAVER FUND                               | -7.21%        | -5.91%                 | 8.49%          | 8.88%                  | 8.33%          | 8.23%                  | 18.41%          | 16.01%                 |
| CANARA ROBECO CONSUMER TRENDS FUND                                | -5.94%        | -5.91%                 | 9.47%          | 8.88%                  | 12.94%         | 8.23%                  | 14.33%          | 7.75%                  |
| CANARA ROBECO SMALL CAP FUND*<br>(Date of Allotment – 15.02.2019) | N.A.          | N.A.                   | N.A.           | N.A.                   | N.A.           | N.A.                   | -12.10%         | -4.80%                 |

#### Note:

- Ms. Cheenu Gupta 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
- Past performance may or may not be sustained in the future.
- \*The performance of Canara Robeco Small Cap fund is based on absolute returns as the tenure of the scheme is less than 1 year.

### Fund Manager: Mr. Krishna Sanghavi

| Scheme Names  | CAGR (%)      |                        |                |                        |                |                        |                 |                        |
|---|---------------|------------------------|----------------|------------------------|----------------|------------------------|-----------------|------------------------|
|   | 1 Year Return |                        | 3 Years Return |                        | 5 Years Return |                        | Since Inception |                        |
|   | Scheme        | Benchmark <sup>#</sup> | Scheme         | Benchmark <sup>#</sup> | Scheme         | Benchmark <sup>#</sup> | Scheme          | Benchmark <sup>#</sup> |
| CANARA ROBECO EQUITY DIVERSIFIED FUND                             | -5.52%        | -7.22%                 | 9.01%          | 8.48%                  | 8.13%          | 8.74%                  | 17.29%          | 15.49%                 |
| CANARA ROBECO BLUE CHIP EQUITY FUND                               | -3.97%        | -5.91%                 | 8.52%          | 8.88%                  | 8.57%          | 8.23%                  | 10.27%          | 9.83%                  |
| CANARA ROBECO EQUITY HYBRID FUND                                  | -1.56%        | -0.28%                 | 7.60%          | 8.42%                  | 9.73%          | 9.19%                  | 10.84%          | 0.00%                  |
| CANARA ROBECO INFRASTRUCTURE                                      | -12.03%       | -16.56%                | 0.36%          | 0.27%                  | 5.25%          | 2.06%                  | 10.86%          | -                      |
| CANARA ROBECO CONSUMER TRENDS FUND                                | -5.94%        | -5.91%                 | 9.47%          | 8.88%                  | 12.94%         | 8.23%                  | 14.33%          | 7.75%                  |
| CANARA ROBECO EMERGING EQUITIES                                   | -13.53%       | -11.96%                | 7.49%          | 7.15%                  | 13.28%         | 9.72%                  | 16.04%          | N.A.                   |
| CANARA ROBECO EQUITY TAX SAVER FUND                               | -7.21%        | -5.91%                 | 8.49%          | 8.88%                  | 8.33%          | 8.23%                  | 18.41%          | 16.01%                 |
| CANARA ROBECO SMALL CAP FUND*<br>(Date of Allotment – 15.02.2019) | N.A.          | N.A.                   | N.A.           | N.A.                   | N.A.           | N.A.                   | -12.10%         | -4.80%                 |

#### Note:

- Mr. Krishna Sanghavi manages 8 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.
- Past performance may or may not be sustained in the future.
- \*The performance of Canara Robeco Small Cap fund is based on absolute returns as the tenure of the scheme is less than 1 year.

**SIP RETURNS**

(as on August 30, 2019)

**CANARA ROBECO CONSUMER TRENDS FUND**

Fund Manager: Ms. Cheenu Gupta / Mr. Krishna Sanghavi

|                                  | Since Inception | 7 yr    | 5 yr   | 3 yr   | 1 yr   |
|----------------------------------|-----------------|---------|--------|--------|--------|
| Total Amt invested               | 1200000         | 840000  | 600000 | 360000 | 120000 |
| Market Value                     | 2448663         | 1345605 | 766733 | 396827 | 120627 |
| Scheme Returns                   | 13.67%          | 13.24%  | 9.76%  | 6.45%  | 0.98%  |
| S&P BSE 100 TRI <sup>#</sup>     | 10.43%          | 10.30%  | 8.07%  | 5.87%  | -2.94% |
| S&P BSE SENSEX TRI <sup>##</sup> | 10.90%          | 11.10%  | 9.74%  | 9.45%  | 1.56%  |
| Inception Date                   | 14-Sep-09       |         |        |        |        |

1. Investment date is taken to be 1st of the month or subsequent day if 1st is a holiday and investment of ₹ 10000 is taken. Returns are as on 30-August-2019 and are CAGR. 2. The calculations are based on the regular growth plan NAVs. 3. NA : Not Applicable as Benchmark index data not available for the period 4. **Past performance may or may not be sustained in the future.** Scheme Benchmark<sup>#</sup>, Additional benchmark<sup>##</sup>

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

**Canara Robeco Mutual Fund**

Investment Manager : Canara Robeco Asset Management Co. Ltd. Construction House, 4th Floor, 5, Walchand Hirachand Marg, Ballard Estate, Mumbai 400 001. Tel.: 6658 5000 Fax: 6658 5012 / 13. www.canararobeco.com Toll Free No : 1800 209 2726 CIN No : U65990MH1993PLC071003

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