

# Kotak Consumption Fund

An open-ended equity scheme following Consumption theme

30<sup>th</sup> November 2024



## Fund Facts

**Allotment Date:** 16 November 2023.

**Benchmark:** Nifty India Consumption Index (TRI)

**AUM:** ₹1,110.54 crs



## Fund Manager\*

Mr. Devender Singhal &  
Mr. Abhishek Bisen



## Minimum Investment Amount

**Initial & Additional Investment**  
₹100 and any amount thereafter

**Systematic Investment Plan (SIP)**  
₹100 and any amount thereafter

**Ideal Investments Horizon**  
5 years & above



## Risk Ratios

Standard Deviation <sup>§</sup>	15.61%
Beta <sup>§</sup>	0.87
Sharpe <sup>§</sup>	1.55
Portfolio Turnover	25.30%
(P/E)	51.00
P/BV	7.09



## Total Expense Ratio\*\*

Regular Plan: 2.15%  
Direct Plan: 0.55%



## About the Fund

- The Fund invests predominantly in companies engaged in consumption and consumption related activities giving investors an opportunity to invest in the country's growing consumption story.
- The Fund uses a bottom-up approach to select stocks, evaluating companies based on their business, management, and valuation to identify those offering growth at a reasonable price.
- Flexibility to invest across market capitalization.



## Portfolio Action

- The month of November was abuzz with election news both India and in US. The election of Donald Trump as the US President with his promise of cutting corporate taxes and increasing domestic manufacturing created a huge positive sentiment for US equities and resulted in large flows into the US market and away emerging markets. India was also not left untouched and saw a massive outflows with relentless selling by the FPIs.
- Earnings numbers continued to be lacklustre in the month of November and that also didn't give any big respite to FPI selling. The selling pressure continued for the major part of the month with few large states undergoing elections. A strong victory by the ruling party in the state of Maharashtra gave the market some confidence about the political stability.
- There are some green shoots of rural recovery with a positive commentary coming from the companies dealing at the lowest end of consumption. The marriage season has also led to some positivity around the consumption demand but the continuity of the same has to be monitored.
- We expect the growth trajectory for domestic-oriented businesses to be more resilient than those with global linkages. We also expect the government to start spending more and capex spends to increase over the next few months. Crude oil prices are very volatile but have slid down in favour of India. Any price below USD 70 per barrel is very good for both our current account as well as corporate profitability.
- A good monsoon and potential increase in government spends may benefit the overall consumption going forward.



## Market Cap<sup>^^</sup>

Month	Large (%)	Mid (%)	Small (%)	Debt & Money Market (%)
November-24	57.23	6.45	33.48	2.84
October-24	58.67	7.14	32.40	1.79
September-24	56.80	7.38	32.39	3.43
August-24	59.11	4.89	34.81	1.19
July-24	60.63	6.38	30.45	2.54
June-24	46.52	23.14	28.94	1.40



## Top 10 Stocks<sup>^^</sup>

Stocks	% to Net Assets	Stocks	% to Net Assets
Bharti Airtel Ltd	8.97%	Hero Motocorp Ltd.	5.02%
ITC Ltd.	8.06%	Radico Khaitan Ltd.	3.93%
Hindustan Unilever Ltd.	7.93%	Mahindra & Mahindra Ltd.	3.74%
Maruti Suzuki India Limited	7.02%	Dabur India Ltd.	3.56%
Zomato Ltd.	5.68%	Jubilant Pharmova Limited	3.00%

## Top 10 Sector^^

Sector	30th November 2024			31st October 2024			30th September 2024		
	Scheme	Benchmark	Ow/Uw	Scheme	Benchmark	Ow/Uw	Scheme	Benchmark	Ow/Uw
Fast Moving Consumer Goods	30.17	30.14	0.03	31.86	30.77	1.09	32.09	30.71	1.37
Consumer Services	17.34	16.18	1.16	15.97	15.21	0.76	16.91	15.09	1.82
Automobile and Auto Components	17.17	21.90	-4.73	17.48	21.62	-4.14	14.52	22.39	-7.87
Telecommunication	8.96	10.40	-1.44	9.20	10.28	-1.08	9.19	9.75	-0.56
Healthcare	8.78	4.47	4.31	8.20	4.60	3.59	7.78	4.10	3.67
Consumer Durables	5.53	9.13	-3.60	5.94	9.71	-3.77	6.25	10.11	-3.86
Media, Entertainment & Publication	4.37	-	4.37	4.59	-	4.59	4.68	-	4.68
Capital Goods	1.73	-	1.73	1.67	-	1.67	1.05	-	1.05
Services	1.58	2.38	-0.81	1.51	2.20	-0.69	1.80	2.33	-0.53
Information Technology	1.04	-	1.04	1.20	-	1.20	1.29	-	1.29

^^Source: <https://www.kotakmf.com/mutual-funds/equity-funds/kotak-consumption-fund/reg-g>

OW – Overweight, UW – Underweight

## What In and What's Out: November 2024\$

New Entry	Complete Exit
Orchid Pharma Ltd.	-
Swiggy Ltd.	

## Scheme Performance - Regular Plan Growth Option

November 16, 2023	Kotak Consumption Fund - Reg - Growth	Nifty India Consumption Index TRI #	ALPHA	Nifty 50 TRI ##	Kotak Consumption Fund - Reg - Growth (₹)	Nifty India Consumption Index TRI # (₹)	Nifty 50 TRI ## (₹)
Since Inception	33.83%	31.48%	2.35%	22.57%	13,533	13,286	12,353
Last 1 Year	34.19%	28.60%	5.59%	21.27%	13,419	12,860	12,127

Scheme Inception date is 16/11/2023. Mr. Devender Singhal & Mr. Abhishek Bisen have been managing the fund since 16/11/2023. Different plans have different expense structure. The performance details provided herein are of regular plan Past performance may or may not be sustained in future. All payouts during the period have been reinvested in the units of the scheme at the then prevailing NAV. Returns >= 1 year: CAGR (Compounded Annualised Growth Rate). Note: Point to Point (PTP) Returns in INR shows the value of 10,000/- investment made at inception. Source: ICRA MFI Explorer.# Name of Scheme Benchmark. ## Name of Additional Benchmark. TRI - Total Return Index, In terms of para 6.14 of SEBI Master circular No. SEBI/HO/IMD/IMD-PoD-1/P/CIR/2024/90 dated June 27, 2024, the performance of the scheme is benchmarked to the Total Return variant (TRI) of the Benchmark Index instead of Price Return Variant (PRI). Alpha is difference of scheme return with benchmark return.

### Scheme Performance - Direct Plan Growth Option

November 16, 2023	Kotak Consumption Fund - Dir - Growth	Nifty India Consumption Index TRI #	ALPHA	Nifty 50 TRI ##	Kotak Consumption Fund - Dir - Growth (₹)	Nifty India Consumption Index TRI # (₹)	Nifty 50 TRI ## (₹)
Since Inception	36.05%	31.48%	4.58%	22.57%	13,767	13,286	12,353
Last 1 Year	36.41%	28.60%	7.82%	21.27%	13,641	12,860	12,127

Scheme Inception date is 16/11/2023. Mr. Devender Singhal & Mr. Abhishek Bisen have been managing the fund since 16/11/2023. Different plans have different expense structure. The performance details provided herein are of direct plan Past performance may or may not be sustained in future. All payouts during the period have been reinvested in the units of the scheme at the then prevailing NAV. Returns >= 1 year: CAGR (Compounded Annualised Growth Rate). Note: Point to Point (PTP) Returns in INR shows the value of 10,000/- investment made at inception. Source: ICRA MFI Explorer. # Name of Scheme Benchmark. ## Name of Additional Benchmark. TRI - Total Return Index, In terms of para 6.14 of SEBI Master circular No. SEBI/HO/IMD/IMD-PoD-1/P/CIR/2024/90 dated June 27, 2024, the performance of the scheme is benchmarked to the Total Return variant (TRI) of the Benchmark Index instead of Price Return Variant (PRI). Alpha is difference of scheme return with benchmark return.

### SIP Performance - Regular Plan Growth Option

Monthly SIP of Rs 10,000	Since Inception	1 Year
Total amount invested (₹)	1,30,000	1,20,000
Total Value as on November 29, 2024 (₹)	1,51,217	1,37,684
<b>Scheme Returns (%)</b>	<b>29.40</b>	<b>28.62</b>
Nifty India Consumption Index (TRI) Returns (%)	18.46	16.23
Alpha*	10.94	12.39
Nifty India Consumption Index (TRI) (₹)#	1,43,477	1,30,191
Nifty 50 (TRI) (₹)^	1,38,560	1,26,207
Nifty 50 (TRI) Returns (%)	11.63	9.80

Scheme Inception : - November 16, 2023. The returns are calculated by XIRR approach assuming investment of ₹10,000/- on the 1st working day of every month. XIRR helps in calculating return on investments given an initial and final value and a series of cash inflows and outflows and taking the time of investment into consideration. Since inception returns are assumed to be starting from the beginning of the subsequent month from the date of inception. The SIP Performance is for Regular Plan – Growth Option Different plans have different expense structure.

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Disclosures: To Know More about Fund Managers Top 3 & Bottom 3 scheme performance,

[https://kotakmf.com/documents/Funds\\_Managed\\_by\\_Fund\\_Managers\\_Regular\\_Plan](https://kotakmf.com/documents/Funds_Managed_by_Fund_Managers_Regular_Plan)

## SIP Performance - Direct Plan Growth Option

Monthly SIP of Rs 10,000	Since Inception	1 Year
Total amount invested (₹)	1,30,000	1,20,000
Total Value as on November 29, 2024 (₹)	1,52,731	1,38,964
<b>Scheme Returns (%)</b>	<b>31.57</b>	<b>30.77</b>
Nifty India Consumption Index (TRI) Returns (%)	18.46	16.23
Alpha*	13.11	14.54
Nifty India Consumption Index (TRI) (₹)#	1,43,477	1,30,191
Nifty 50 (TRI) (₹)^	1,38,560	1,26,207
Nifty 50 (TRI) Returns (%)	11.63	9.80

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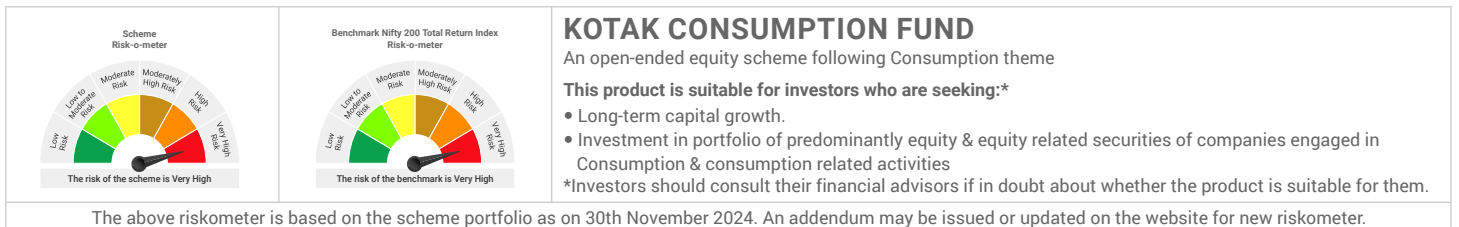
[https://kotakmf.com/documents/Funds\\_Managed\\_by\\_Fund%20Managers\\_Direct\\_Plan](https://kotakmf.com/documents/Funds_Managed_by_Fund%20Managers_Direct_Plan)

\*All payouts during the period have been reinvested in the units of the scheme at the then prevailing NAV. Source: ICRA MFI Explorer. \*\*\*As per para 1.9 of of SEBI Master circular No. SEBI/HO/IMD/IMD-PoD-1/P/CIR/2024/90 dated June 27, 2024

§Source: ICRAMFI Explorer. Standard Deviation is calculated on Annualized basis using 3 years history of monthly returns.

\*\*Total Expense Ratio includes applicable B30 fee and GST as on 30th November 2024.

## Riskometer



The above riskometer is based on the scheme portfolio as on 30th November 2024. An addendum may be issued or updated on the website for new riskometer.

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