

# Kotak Consumption Fund

An open-ended equity scheme following Consumption theme

30<sup>th</sup> April 2025



## Fund Facts

**Allotment Date:** 16 November 2023.

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

**AUM:** ₹1,209.80 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	17.20%
§Beta	0.92
§Sharpe <sup>##</sup>	0.69
Portfolio Turnover	23.57%
<sup>^^</sup> P/E	46.16
<sup>^^</sup> P/BV	6.04



## Total Expense Ratio\*\*

Regular Plan: 2.13%

Direct Plan: 0.58%



## 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

- Equity market continued to be highly volatile led by factors both domestic and global. The fear of tariff hikes by US administration under Trump Government is causing global outflows from the emerging markets. Fears of global trade wars and world moving towards recession is also picking pace.
- The results for the quarter gone were a mixed bag with slight beat on profitability. The earnings expectations for the current fiscal now stands in mid-single digit. The expectations of earnings growth for the next Fiscal FY26 still stands around mid teens.
- 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.
- The investment focus is on stocks with a high earnings visibility going ahead.



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

Month	Large (%)	Mid (%)	Small (%)	Debt & Money Market (%)
April-25	61.8	8.4	28.8	1.0
March-25	60.6	8.0	30.9	0.6
February-25	60.3	7.8	29.7	2.2
January-25	60.2	7.4	30.4	2.1
December-24	56.3	6.7	34.9	2.1
November-24	57.2	6.5	33.5	2.8



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

Stocks	% to Net Assets	Stocks	% to Net Assets
Bharti Airtel Ltd	10.20%	Hero MotoCorp Ltd.	4.54%
ITC Ltd.	8.67%	Radico Khaitan Ltd.	4.37%
Maruti Suzuki India Limited	8.39%	Mahindra & Mahindra Ltd.	3.29%
Hindustan Unilever Ltd.	6.59%	Vishal Mega Mart Ltd	3.14%
Eternal Limited	5.35%	Dabur India Ltd.	3.02%

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

Sector	30th April 2025			31st March 2025			28th February 2025		
	Scheme	Benchmark	Ow/Uw	Scheme	Benchmark	Ow/Uw	Scheme	Benchmark	Ow/Uw
Fast Moving Consumer Goods	30.24	30.47	-0.23	29.36	30.46	-1.11	28.96	29.05	-0.09
Consumer Services	19.12	14.77	4.35	18.16	14.96	3.20	19.54	15.26	4.28
Automobile and Auto Components	16.18	22.32	-6.14	15.38	22.05	-6.67	17.81	22.70	-4.89
Telecommunication	10.18	10.25	-0.07	9.75	10.06	-0.31	9.17	11.01	-1.84
Healthcare	10.02	4.86	5.16	10.21	5.01	5.21	9.96	4.75	5.21
Consumer Durables	4.64	9.25	-4.61	5.52	9.14	-3.61	5.26	9.30	-4.03
Media, Entertainment & Publication	3.14	-	3.14	3.18	-	3.18	3.09	-	3.09
Capital Goods	2.86	-	2.86	2.94	-	2.94	1.61	-	1.61
Services	2.33	3.29	-0.96	2.28	3.39	-1.10	2.08	3.12	-1.04
Power	-	3.40	-3.40	-	3.48	-3.48	-	3.37	-3.37

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

The stocks/sectors mentioned do not constitute any kind of recommendation and are for information purpose only.

Kotak Mahindra Mutual Fund may or may not hold position in the mentioned stock(s)/sector(s).

OW – Overweight, UW – Underweight

## What In and What's Out: April 2025<sup>\$</sup>

New Entry	Complete Exit
AMI Organics Ltd	Barbeque Nation Hospitality Ltd.
VIP Industries Ltd.	AMI Organics Ltd

## Scheme Performance - Regular Plan Growth Option

As on 30th April 2025	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	17.91%	20.77%	-2.86%	16.51%	12,708	13,159	12,489
Last 1 Year	13.21%	9.82%	3.39%	9.01%	11,321	10,982	10,901

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 - Growth Option.** 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

As on 30th April 2025	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	19.85%	20.77%	-0.92%	16.51%	13,013	13,159	12,489
Last 1 Year	15.04%	9.82%	5.21%	9.01%	11,504	10,982	10,901

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 - Growth Option.** 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 (₹)	1,80,000	1,20,000
Total Value as on 30th April 2025 (₹)	1,91,330	1,18,738
<b>Scheme Returns (%)</b>	<b>8.04</b>	<b>-1.96</b>
Nifty India Consumption Index (TRI) Returns (%)	9.53	1.49
Alpha*	-1.50	-3.46
Nifty India Consumption Index (TRI) (₹)#	1,93,442	1,20,953
Nifty 50 (TRI) (₹)^	1,92,356	1,22,955
Nifty 50 (TRI) Returns (%)	8.76	4.65

Scheme Inception : - November 16, 2023. The returns are calculated by XIRR approach assuming investment of Rs.10,000/- on the 1st working day of every month. Since Inception returns are assumed to be starting from the inception date of the Scheme and calculated accordingly. 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. **The SIP Performance is for Regular Plan – Growth Option** Different plans have different expense structure.

# Benchmark; ^ 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. \*All payouts during the period have been reinvested in the units of the scheme at the then prevailing NAV.

### Disclosures:

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 April 2025.


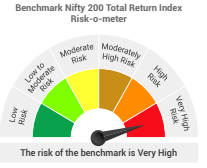
##Risk Rate assumed to be 6.00% (FBIL Overnight MIBOR rate as on 30th April 2025)

\*To Know More about Fund Managers Top 3 & Bottom 3 scheme performance,

[https://www.kotakmf.com/documents/Funds\\_Managed\\_by\\_Fund\\_Managers\\_Reg\\_Plan%20V3](https://www.kotakmf.com/documents/Funds_Managed_by_Fund_Managers_Reg_Plan%20V3)

[https://www.kotakmf.com/documents/Funds\\_Managed\\_by\\_Fund\\_Managers\\_Direct\\_Plan%20V3](https://www.kotakmf.com/documents/Funds_Managed_by_Fund_Managers_Direct_Plan%20V3)

## Riskometer

 <p>Scheme Risk-o-meter</p> <p>The risk of the scheme is Very High</p>	 <p>Benchmark Nifty 200 Total Return Index Risk-o-meter</p> <p>The risk of the benchmark is Very High</p>	<p><b>KOTAK CONSUMPTION FUND</b></p> <p>An open-ended equity scheme following Consumption theme</p> <p><b>This product is suitable for investors who are seeking:*</b></p> <ul style="list-style-type: none"> <li>• Long-term capital growth.</li> <li>• Investment in portfolio of predominantly equity &amp; equity related securities of companies engaged in Consumption &amp; consumption related activities</li> </ul> <p>*Investors should consult their financial advisors if in doubt about whether the product is suitable for them.</p>
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For latest Riskometer, investors may refer to an addendum issued or updated on website at [www.kotakmf.com](http://www.kotakmf.com)

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Investors may consult their financial expert before making any investment decision.

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