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A consumer's mind ever evolving, ever growing.

Aim to take advantage of a growing segment
that always touch our lives.

Mahindra Manulife Consumption Fund

(An open ended equity scheme following Consumption theme)

July 31, 2024

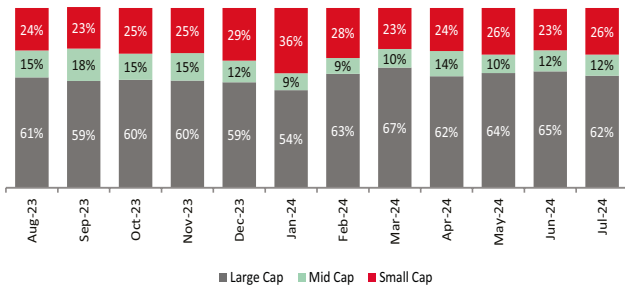
Why invest in this Scheme ?

- Invests in segments with strongest contribution potential to India's growing GDP
- Focuses on segments largely insulated from global volatility
- Participating in India's Consumption Growth Theme

Scheme Positioning

- A thematic portfolio consisting mostly of companies that are likely to benefit from consumption led demand in India.
- Consumption theme responds to rising per capita income and changing lifestyle in India; across urban and rural markets. Companies expected to benefit from this trend would form majority part of the portfolio.

12 Month Market Capitalization Trend (% to Equity Holdings)



As per the Market Capitalization data provided by AMFI (In line with the applicable SEBI guidelines)

Top 5 Sectors of the scheme

Sector	MMCF*	Nifty India Consumption TRI
Fast Moving Consumer Goods	33.54%	34.66%
Automobile And Auto Components	20.77%	21.76%
Consumer Services	19.21%	14.08%
Telecommunication	7.28%	9.89%
Consumer Durables	6.16%	10.22%

*Mahindra Manulife Consumption Fund

Data as on July 31, 2024

Significant Portfolio changes of the Current Month

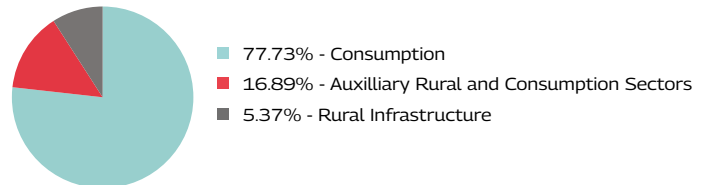
Fresh Additions	Complete Exits
Security	Security
Chalet Hotels Limited	-
D.B.Corp Limited	-

Note: The companies/stock(s) referred above are only for the purpose of disclosure of significant portfolio changes during the month and should not be construed as recommendation to buy/sell/ hold. The fund manager may or may not choose to hold these companies/stocks, from time to time. Investors are requested to consult their financial, tax and other advisors before taking any investment decision(s). Data as on July 31, 2024

Portfolio Update for the Month

- Key Overweight sectors/Industries include Consumer Services, Forest Materials and Textiles vs the Schemes' Benchmark.
- Key Underweight sectors /Industries include Healthcare, Telecom and Consumer Durables vs the Schemes' Benchmark.

Theme Based Sector Allocation* (% to Equity Holdings)



Data as on July 31, 2024

*Investible sector as per SID

Top 10 Equity Holdings (as on July 31, 2024)

Security	% to Net Assets
Hindustan Unilever Limited	7.23%
ITC Limited	7.06%
Bharti Airtel Limited	4.30%
Maruti Suzuki India Limited	4.20%
Mahindra & Mahindra Limited	4.14%
Trent Limited	3.74%
Hero MotoCorp Limited	3.03%
Zomato Limited	2.78%
Avenue Supermarts Limited	2.50%
Dabur India Limited	2.23%
Total	41.22%

Portfolio Stats

Turnover Ratio (Last 1 year)	0.81
Standard Deviation	11.85%
Beta	0.75
Sharpe Ratio [#]	1.20
Jenson's Alpha	0.1490

#Risk-free rate assumed to be 6.55% (MIBOR as on 31-07-24) - Source:www.mmda.org

Note: As per AMFI guidelines for factsheet, the ratios are calculated based on month rolling returns for last 3 years. Data as on July 31, 2024

Scheme Details

Investment Objective:

The investment objective of the Scheme is to generate long term capital appreciation by investing in a portfolio of companies that are likely to benefit from consumption led demand in India. However, there can be no assurance that the investment objective of the Scheme will be achieved.

Fund Manager:

Mr. Abhinav Khandelwal

Total Experience: 14 years

Experience in managing this fund: 2 years and 4 months (Managing since April 1, 2022)

Ms. Fatema Pacha

Total Experience: 18 years

Experience in managing this fund: 3 years and 7 months (Managing since December 21, 2020)

Date of allotment: November 13, 2018

Benchmark: Nifty India Consumption TRI

Option: IDCW (IDCW Option will have IDCW Reinvestment (D) & IDCW Payout facility) and Growth (D)

D-Default

Minimum Application Amount: Rs. 1,000 and in multiples of Re. 1/- thereafter

Minimum Additional Purchase Amount: Rs. 1,000 and in multiples of Re. 1/- thereafter

Minimum Weekly & Monthly SIP Amount: Rs 500 and in multiples of Re 1 thereafter

Minimum Weekly & Monthly SIP installments: 6

Minimum Quarterly SIP Amount: Rs 1,500 and in multiples of Re 1 thereafter

Minimum Quarterly SIP installments: 4

Minimum Amount for Switch in: Rs. 1,000/- and in multiples of Re. 0.01/- thereafter.

Minimum Amount for Redemption / Switch-outs: Rs. 1,000/- or 100 units or account balance, whichever is lower in respect of each Option.

Monthly AAUM as on July 31, 2024 (Rs. in Cr.): 255.32

Monthly AUM as on July 31, 2024 (Rs. in Cr.): 280.75

Entry Load: Not applicable

Exit Load: ● An Exit Load of 1% is payable if Units are redeemed / switched-out upto 3 months from the date of allotment;

● Nil if Units are redeemed / switched-out after 3 months from the date of allotment.

Scheme Performance (as on July 31, 2024)

Mahindra Manulife Consumption Fund	CAGR Returns (%)				Value of Investment of ₹ 10,000*				NAV / Index Value (as on July 31, 2024)
	1 Year	3 Years	5 Years	Since Inception	1 Year (₹)	3 Years (₹)	5 Years (₹)	Since Inception	
Regular Plan - Growth Option	41.70	22.04	20.78	16.34	14,184	18,195	25,731	23,764	23.7642
Nifty India Consumption TRI [^]	41.73	24.04	22.67	18.77	14,187	19,109	27,807	26,736	14,745.13
Nifty 50 TRI ^{^^}	27.76	17.86	18.90	17.56	12,784	16,387	23,784	25,225	36,959.48

[^]Benchmark ^{^^}Additional Benchmark. CAGR - Compounded Annual Growth Rate. Inception/Allotment date: 13-Nov-18. **Past performance may or may not be sustained in future and should not be used as a basis of comparison with other investments.** Since inception returns of the scheme is calculated on face value of Rs. 10 invested at inception. The performance details provided above are of Growth Option under Regular Plan. Different Plans ie Regular Plan and Direct Plan under the scheme has different expense structure. Mr. Abhinav Khandelwal is managing this scheme since April 1, 2022. Ms. Fatema Pacha is managing this scheme since December 21, 2020. *Based on standard investment of Rs. 10,000 made at the beginning of the relevant period.

SIP Performance (as on July 31, 2024)

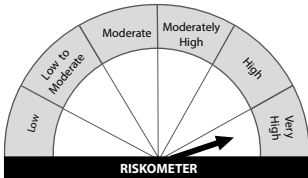
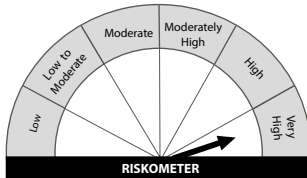
SIP Investment Period	Total Amount Invested (₹)	Regular Plan		Nifty India Consumption TRI [^]		Nifty 50 TRI ^{^^}	
		Market Value (₹)	CAGR Returns (%)	Market Value (₹)	CAGR Returns (%)	Market Value (₹)	CAGR Returns (%)
1 Year	120,000	151,616	52.26	151,593	52.22	142,084	35.84
3 Years	360,000	553,333	30.02	549,483	29.50	493,704	21.63
5 Years	600,000	1,122,755	25.35	1,129,635	25.61	1,023,802	21.52
Since Inception	680,000	1,311,702	23.19	1,337,190	23.89	1,211,591	20.34

[^]Benchmark ^{^^}Additional Benchmark. CAGR - Compounded Annual Growth Rate. Inception/Allotment date: 13-Nov-18. **Past performance may or may not be sustained in future and should not be used as a basis of comparison with other investments.** Returns greater than 1 year period are compounded annualized. For SIP returns, monthly investment of equal amounts invested on the 1st business day of every month has been considered. CAGR Returns (%) are computed after accounting for the cash flow by using the XIRR method (investment internal rate of return).

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Scheme Name	This Product is Suitable for investors who are seeking*	Scheme Riskometer	Scheme Benchmark	Benchmark Riskometer
Mahindra Manulife Consumption Fund	<ul style="list-style-type: none"> Long term capital appreciation Investment predominantly in equity and equity related securities including derivatives of entities engaged in and/ or expected to benefit from the consumption led demand in India. 	 <p>Investors understand that their principal will be at very high risk</p>	Nifty India Consumption TRI	

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

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

Performance of other schemes managed by the Fund Manager(s)

Scheme Name	Scheme Inception Date	Fund Manager(s)	Managing since	CAGR Returns (%)		
				1 yr	3 yrs	5 yrs
Mahindra Manulife ELSS Tax Saver Fund - Reg - Growth	18-Oct-16	Ms. Fatema Pacha	16-Oct-20	33.21	18.90	21.78
		Mr. Manish Lodha	21-Dec-20			
Nifty 500 TRI [^]				39.15	21.05	22.32
Mahindra Manulife Multi Cap Fund - Reg - Growth	11-May-17	Mr. Manish Lodha	21-Dec-20	47.46	23.62	27.79
		Ms. Fatema Pacha	16-Oct-20			
Nifty 500 Multicap 50:25:25 TRI [^]				45.17	23.22	25.91
Mahindra Manulife Mid Cap Fund - Reg - Growth	30-Jan-18	Mr. Abhinav Khandelwal	1-Feb-22	61.97	27.89	31.34
		Mr. Manish Lodha	21-Dec-20			
Nifty Midcap 150 TRI [^]				55.35	28.60	31.54
Mahindra Manulife Aggressive Hybrid Fund - Reg - Growth	19-July-19	Ms. Fatema Pacha (Equity Portion)	16-Oct-20	35.41	19.04	21.56
		Mr. Manish Lodha (Equity Portion)	21-Dec-20			
		Mr. Rahul Pal (Debt Portion)	Since inception			
		Mr. Amit Garg (Debt Portion)	02-May-24			
CRISIL Hybrid 35+65 Aggressive Index [^]				26.26	15.36	16.75
Mahindra Manulife Large Cap Fund - Reg - Growth	15-Mar-19	Ms. Fatema Pacha	21-Dec-20	34.36	17.88	19.29
		Mr. Abhinav Khandelwal	1-Mar-22			
Nifty 100 Index TRI [^]				33.59	18.76	19.62
Mahindra Manulife Large & Mid Cap Fund - Reg - Growth	30-Dec-19	Mr. Manish Lodha	21-Dec-20	39.95	21.85	-
		Mr. Abhinav Khandelwal	1-Feb-22			
NIFTY Large Midcap 250 TRI [^]				44.31	23.72	-
Mahindra Manulife Arbitrage Fund - Reg - Growth	24-Aug-20	Mr. Abhinav Khandelwal (Equity Portion)	1-Apr-22	6.33	4.52	-
		Mr. Manish Lodha (Equity Portion)	21-Dec-20			
		Mr. Rahul Pal (Debt Portion)	Since inception			
Nifty 50 Arbitrage Index [^]				7.88	5.95	-
Mahindra Manulife Focused Fund - Reg - Growth	17-Nov-20	Mr. Krishna Sanghavi	Since inception	50.77	25.60	-
		Ms. Fatema Pacha	21-Dec-20			
NSE 500 TRI [^]				39.15	21.05	-
Mahindra Manulife Flexi Cap Fund - Reg - Growth	23-Aug-21	Ms. Fatema Pacha	Since inception	37.11	-	-
		Mr. Manish Lodha				
Nifty 500 TRI [^]				39.15	-	-
Mahindra Manulife Balanced Advantage Fund - Reg - Growth	30-Dec-21	Mr. Manish Lodha (Equity Portion)	Since inception	27.22	-	-
		Ms. Fatema Pacha (Equity Portion)				
		Mr. Rahul Pal (Debt Portion)				
Nifty 50 Hybrid Composite Debt 50: 50 Index [^]				17.68	-	-
Mahindra Manulife Small Cap Fund - Reg - Growth	12-Dec-22	Mr. Abhinav Khandelwal	Since inception	64.23	-	-
		Mr. Manish Lodha				
BSE 250 Small Cap TRI [^]				54.26	-	-

[^]Benchmark CAGR - Compounded Annual Growth Rate.

Past performance may or may not be sustained in future and should not be used as a basis of comparison with other investments. The performance details provided above are of Growth Option under Regular Plan. Different Plans i.e Regular Plan and Direct Plan under the scheme has different expense structure. Mr. Abhinav Khandelwal manages 6 schemes and Ms. Fatema Pacha manages 8 schemes of Mahindra Manulife Mutual Fund. The performance data for the schemes which have not completed one year has not been provided.

Performance as on July 31, 2024

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