

MAHINDRA MANULIFE RURAL BHARAT AND CONSUMPTION YOJANA

(An open ended equity scheme following rural india theme)

(Scheme Code : MMRBCY)

November 30, 2022

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

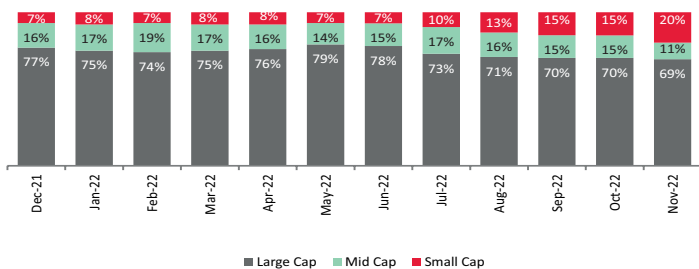


Captures under-penetration opportunities in rural India

Scheme Positioning

- A rural themed portfolio consisting mostly of quality companies that can benefit from rural transformation.
- A portfolio of companies with strong market dominance that can participate in the rural growth would form 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 (% to Net Assets)

Sector	MMRBCY	Nifty India Consumption Index TRI
Fast Moving Consumer Goods	32.49%	36.08%
Financial Services	14.33%	-
Consumer Durables	13.11%	16.62%
Automobile And Auto Components	12.55%	16.82%
Consumer Services	10.80%	7.38%

Data as on November 30, 2022

Significant Portfolio changes of the Current Month

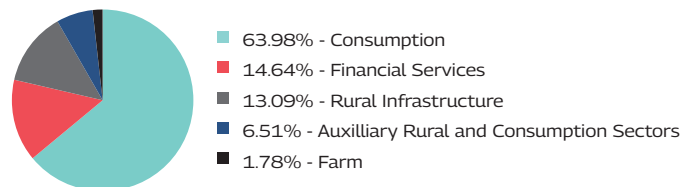
Fresh Additions	Complete Exits
Security	Security
Balrampur Chini Mills Limited	Bata India Limited
Bank of Baroda	IndusInd Bank Limited
TVS Srichakra Limited	Tata Consumer Products Limited
	Zee Entertainment Enterprises Limited

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 November 30, 2022

Portfolio Update for the Month

- Key Overweight sector/Industries includes Banks, finance and Consumer services vs the Schemes' Benchmark.
- Key Underweights sectors /Industries includes power , Automobiles and consumer durables vs the Schemes' Benchmark.
- Portfolio has higher allocation towards mid and small caps vs schemes benchmark.

Theme Based Sector Allocation* (% to Equity Holdings)



Data as on November 30, 2022

*Investible sector as per SID

Top 10 Equity Holdings (as on November 30, 2022)

Security	% to Net Assets
Hindustan Unilever Limited	8.16%
Bharti Airtel Limited	8.04%
Maruti Suzuki India Limited	4.87%
United Spirits Limited	4.51%
ICICI Bank Limited	4.17%
ITC Limited	3.85%
Nestle India Limited	3.81%
Mahindra & Mahindra Limited	3.52%
Trent Limited	3.02%
HDFC Bank Limited	2.97%
Total	46.91%

Portfolio Stats

Turnover Ratio (Last 1 year)	1.01
Standard Deviation	20.31%
Beta ¹	0.99
Sharpe Ratio [#]	0.50
Jenson's Alpha ²	-0.1970

#Risk-free rate assumed to be 5.86% (MIBOR as on 30-11-22) - Source:www.mmda.org
1. Beta is calculated on the basis of average monthly rolling returns as of last day of the month since inception till November 30, 2022 and annualized. 2. Calculated for the period since inception till November 30, 2022. | Data Source: ICRA Analytics, Bloomberg | Data as on November 30, 2022 | N.A.: Net Assets

Scheme Details

Investment Objective:

The investment objective of the Scheme is to provide long-term capital appreciation by investing predominantly in equity and equity related instruments of entities engaged in and/ or expected to benefit from the growth in rural 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: 8 months (Managing since April 1, 2022)

Ms. Fatema Pacha

Total Experience: 17 years

Experience in managing this fund: 1 year and 11 months (Managing since December 21, 2020)

Date of allotment: November 13, 2018

Benchmark: Nifty India Consumption Index TRI

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

D-Default

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

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 November 30, 2022 (Rs. in Cr.): 57.22

Monthly AUM as on November 30, 2022 (Rs. in Cr.): 58.27

Entry Load: Not applicable

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

● Nil if Units are redeemed / switched-out after 1 year from the date of allotment.

Scheme Performance (as on November 30, 2022)

Mahindra Manulife Rural Bharat and Consumption Yojana	CAGR Returns (%)			Value of Investment of ₹ 10,000*			NAV / Index Value (as on November 30, 2022)
	1 Year	3 Years	Since Inception	1 Year (₹)	3 Years (₹)	Since Inception	
Regular Plan - Growth Option	14.27	14.76	11.11	11,427	15,126	15,322	15.32
Nifty India Consumption TRI ^A	14.46	17.98	15.06	11,446	16,436	17,647	9,732.12
Nifty 50 TRI ^{AA}	11.93	17.22	16.59	11,193	16,123	18,616	27,276.01

^ABenchmark ^{AA}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 i.e 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 November 30, 2022)

SIP Investment Period	Total Amount Invested (₹)	Regular Plan		Nifty India Consumption Index TRI ^A		Nifty 50 TRI ^{AA}	
		Market Value (₹)	CAGR Returns (%)	Market Value (₹)	CAGR Returns (%)	Market Value (₹)	CAGR Returns (%)
1 Year	1,20,000	1,31,711	18.65	1,32,863	20.54	1,32,119	19.32
3 Year	3,60,000	4,80,997	19.78	4,93,660	21.65	4,99,363	22.49
Since Inception	4,80,000	6,65,935	16.53	6,99,401	19.09	7,06,774	19.64

^ABenchmark ^{AA}Additional Benchmark. CAGR - Compounded Annual Growth Rate. Inception/Allotment date: 13-Nov-2018. **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 Rural Bharat And Consumption Yojana	<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 growth in rural India. 	<p>RISKOMETER</p> <p>Investors understand that their principal will be at very high risk</p>	Nifty India Consumption Index TRI	<p>RISKOMETER</p>

*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) (as on November 31, 2022)

Scheme Name	Scheme Inception Date	Fund Manager(s)	Managing since	CAGR Returns (%)		
				1 yr	3 yrs	5 yrs
Mahindra Manulife ELSS Kar Bachat Yojana - Reg - Growth	18-Oct-16	Ms. Fatema Pacha	16-Oct-20	8.84	18.72	10.06
		Mr. Manish Lodha	21-Dec-20			
Nifty 500 Index TRI [^]				10.20	18.83	13.03
Mahindra Manulife Multi Cap Badhat Yojana - Reg - Growth	11-May-17	Mr. Manish Lodha	21-Dec-20	7.01	22.90	14.15
		Ms. Fatema Pacha	16-Oct-20			
Nifty 500 Multicap 50:25:25 TRI Index [^]				8.90	21.81	12.17
Mahindra Manulife Equity Savings Dhan Sanchay Yojana - Reg - Growth	01-Feb-17	Mr. Manish Lodha (Equity Portion)	21-Dec-20	4.99	11.19	7.73
		Ms. Fatema Pacha (Equity Portion)	16-Oct-20			
		Mr. Rahul Pal (Debt Portion)	Since inception			
Nifty Equity Savings Index TRI [^]				6.75	9.72	9.07
Mahindra Manulife Mid Cap Unnati Yojana - Reg - Growth	30-Jan-18	Mr. Abhinav Khandelwal	1-Feb-22	7.13	22.63	-
		Mr. Manish Lodha	21-Dec-20			
Nifty Midcap 150 TRI [^]				8.74	25.24	-
Mahindra Manulife Hybrid Equity Nivesh Yojana - Reg - Growth	19-July-19	Ms. Fatema Pacha (Equity Portion)	16-Oct-20	9.30	18.18	-
		Mr. Manish Lodha (Equity Portion)	21-Dec-20			
		Mr. Rahul Pal (Debt Portion)	Since inception			
CRISIL Hybrid 35+65 Aggressive Index [^]				8.29	14.88	-
Mahindra Manulife Large Cap Pragati Yojana - Reg - Growth	15-Mar-19	Mr. Abhinav Khandelwal	1-Mar-22	7.66	15.14	-
		Ms. Fatema Pacha	21-Dec-20			
Nifty 100 Index TRI [^]				10.99	17.10	-
Mahindra Manulife Top 250 Nivesh Yojana - Reg - Growth	30-Dec-19	Mr. Manish Lodha	21-Dec-20	7.22	-	-
		Mr. Abhinav Khandelwal	1-Feb-22			
NIFTY Large Midcap 250 TRI [^]				9.94	-	-
Mahindra Manulife Arbitrage Yojana - Reg - Growth	24-Aug-20	Mr. Abhinav Khandelwal (Equity Portion)	1-Apr-22	2.77	-	-
		Mr. Manish Lodha (Equity Portion)	21-Dec-20			
		Mr. Rahul Pal (Debt Portion)	Since inception			
Nifty 50 Arbitrage Index [^]				3.97	-	-
Mahindra Manulife Focused Equity Yojana - Reg - Growth	17-Nov-20	Mr. Krishna Sanghavi	Since inception	14.82	-	-
		Ms. Fatema Pacha	21-Dec-20			
Nifty 500 TRI [^]				10.20	-	-
Mahindra Manulife Flexi Cap Yojana - Reg - Growth	23-Aug-21	Ms. Fatema Pacha	Since inception	8.30	-	-
		Mr. Manish Lodha				
Nifty 500 TRI [^]				10.20	-	-

[^]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 5 schemes and Ms. Fatema Pacha manages 9 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 November 30, 2022.

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