

## MAHINDRA MANULIFE RURAL BHARAT AND CONSUMPTION YOJANA

(An open ended equity scheme following rural india theme)

(Scheme Code : MMRBCY)

October 31, 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

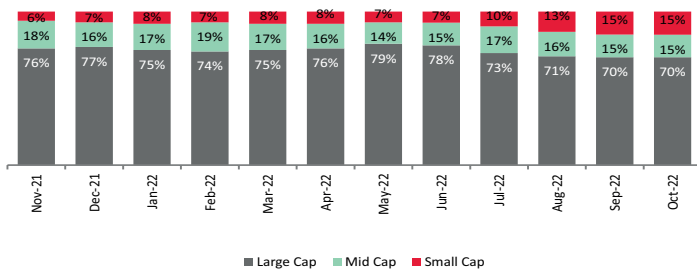


Captures under-penetration opportunities in rural India

### 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	30.49%	34.95%
Automobile And Auto Components	13.33%	17.44%
Financial Services	12.99%	-
Consumer Durables	12.86%	16.61%
Consumer Services	10.92%	7.72%

Data as on October 31, 2022

### Significant Portfolio changes of the Current Month

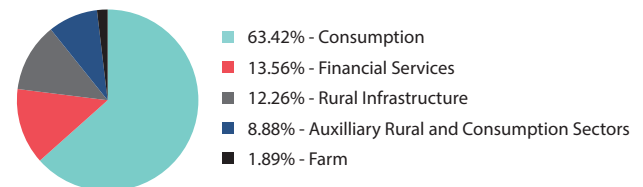
Fresh Additions	Complete Exits
<b>Security</b>	<b>Security</b>
Bajaj Finance Limited	Craftsman Automation Limited
City Union Bank Limited	Jubilant Foodworks Limited
Westlife Development Limited	Minda Corporation Limited
	TTK Prestige Limited
	UltraTech Cement Limited
	V-Mart Retail Limited

**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 October 31, 2022

### Portfolio Update for the Month

- Key Overweight sector/Industries includes Banks, Consumer services and Construction materials vs the Schemes' Benchmark.
- Key Underweights sectors /Industries includes power and FMCG 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 October 31, 2022

\*Investible sector as per SID

### Top 10 Equity Holdings (as on October 31, 2022)

Security	% to Net Assets
Bharti Airtel Limited	7.95%
Hindustan Unilever Limited	7.83%
Maruti Suzuki India Limited	5.21%
ITC Limited	5.19%
ICICI Bank Limited	4.01%
Nestle India Limited	3.88%
Mahindra & Mahindra Limited	3.67%
United Spirits Limited	3.49%
Eicher Motors Limited	3.20%
Trent Limited	3.16%
<b>Top 10 Holdings</b>	<b>47.60%</b>

### Portfolio Stats

Turnover Ratio (Last 1 year)	1.17
Standard Deviation	20.42%
Beta <sup>1</sup>	0.99
Sharpe Ratio <sup>2</sup>	0.43
Jenson's Alpha <sup>2</sup>	-0.1967

#Risk-free rate assumed to be 6.25% (MIBOR as on 31-10-22) - 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 October 31, 2022 and annualized. 2. Calculated for the period since inception till October 31, 2022. | Data Source: ICRA Analytics, Bloomberg | Data as on October 31, 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:** 7 months (Managing since April 1, 2022)

**Ms. Fatema Pacha**

**Total Experience:** 17 years

**Experience in managing this fund:** 1 year and 10 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 October 31, 2022 (Rs. in Cr.):** 56.30

**Monthly AUM as on October 31, 2022 (Rs. in Cr.):** 57.77

**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 October 31, 2022)

Mahindra Manulife Rural Bharat and Consumption Yojana	CAGR Returns (%)			Value of Investment of ₹ 10,000*			NAV / Index Value (as on October 31, 2022)
	1 Year	3 Years	Since Inception	1 Year (₹)	3 Years (₹)	Since Inception	
Regular Plan - Growth Option	9.90	13.64	11.22	10,995	14,679	15,250	15.25
Nifty India Consumption TRI <sup>^</sup>	14.44	16.88	15.55	11,453	15,973	17,741	9,784.38
Nifty 50 TRI <sup>^^</sup>	3.30	16.23	15.76	10,332	15,709	17,870	26,182.36

<sup>^</sup>Benchmark <sup>^^</sup>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 October 31, 2022)

SIP Investment Period	Total Amount Invested (₹)	Regular Plan		Nifty India Consumption Index TRI <sup>^</sup>		Nifty 50 TRI <sup>^^</sup>	
		Market Value (₹)	CAGR Returns (%)	Market Value (₹)	CAGR Returns (%)	Market Value (₹)	CAGR Returns (%)
1 Year	1,20,000	1,32,010	19.10	1,34,912	23.86	1,27,080	11.14
3 Year	3,60,000	4,83,467	20.14	5,02,331	22.90	4,85,108	20.38
Since Inception	4,70,000	6,52,858	16.96	6,93,199	20.16	6,68,511	18.22

<sup>^</sup>Benchmark <sup>^^</sup>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).

### Distributed by:

**Disclaimer :** Readers of this material should rely on information / data arising out of their own investigations and advised to seek independent professional advice and arrive at an informed decision before making any investments. Neither Mahindra Manulife Investment Management Private Limited nor Mahindra Manulife Trustee Private Limited, its directors or associates shall be liable for any damages that may arise from the use of the information contained herein.

Reach us at: Sadhana House, 1st Floor, 570,

P.B. Marg, Worli, Mumbai - 400 018, India.

Phone: +91-22-66327900, Fax: +91-22-66327932

Toll Free No.: 1800 419 6244 Website: www.mahindramanulife.com

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"> <li>Long term capital appreciation;</li> <li>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.</li> </ul>	<p><b>RISKOMETER</b> Investors understand that their principal will be at very high risk</p>	Nifty India Consumption Index TRI	<p><b>RISKOMETER</b></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 October 31, 2022]

Scheme Name	Scheme Inception Date	Fund Manager(s)	Managing since	CAGR Returns (%)		
				1 yr	3 yrs	5 yrs
<b>Mahindra Manulife ELSS Kar Bachat Yojana - Reg - Growth</b>	18-Oct-16	Ms. Fatema Pacha	16-Oct-20	1.76	17.42	9.80
		Mr. Manish Lodha	21-Dec-20			
Nifty 500 Index TRI <sup>^</sup>				3.52	18.03	12.29
<b>Mahindra Manulife Multi Cap Badhat Yojana - Reg - Growth</b>	11-May-17	Mr. Manish Lodha	21-Dec-20	1.18	22.58	14.18
		Ms. Fatema Pacha	16-Oct-20			
Nifty 500 Multicap 50:25:25 TRI Index <sup>^</sup>				3.40	21.14	11.75
<b>Mahindra Manulife Equity Savings Dhan Sanchay Yojana - Reg - Growth</b>	01-Feb-17	Mr. Manish Lodha (Equity Portion)	21-Dec-20	1.20	11.06	7.61
		Ms. Fatema Pacha (Equity Portion)	16-Oct-20			
		Mr. Rahul Pal (Debt Portion)	Since inception			
Nifty Equity Savings Index TRI <sup>^</sup>				3.69	9.39	8.65
<b>Mahindra Manulife Mid Cap Unnati Yojana - Reg - Growth</b>	30-Jan-18	Mr. Abhinav Khandelwal	1-Feb-22	1.77	22.01	-
		Mr. Manish Lodha	21-Dec-20			
Nifty Midcap 150 TRI <sup>^</sup>				5.24	25.29	-
<b>Mahindra Manulife Hybrid Equity Nivesh Yojana - Reg - Growth</b>	19-July-19	Ms. Fatema Pacha (Equity Portion)	16-Oct-20	3.35	16.91	-
		Mr. Manish Lodha (Equity Portion)	21-Dec-20			
		Mr. Rahul Pal (Debt Portion)	Since inception			
CRISIL Hybrid 35+65 Aggressive Index <sup>^</sup>				3.48	14.27	-
<b>Mahindra Manulife Large Cap Pragati Yojana - Reg - Growth</b>	15-Mar-19	Mr. Abhinav Khandelwal	1-Mar-22	-0.07	13.96	-
		Ms. Fatema Pacha	21-Dec-20			
Nifty 100 Index TRI <sup>^</sup>				3.39	16.17	-
<b>Mahindra Manulife Top 250 Nivesh Yojana - Reg - Growth</b>	30-Dec-19	Mr. Manish Lodha	21-Dec-20	2.17	-	-
		Mr. Abhinav Khandelwal	1-Feb-22			
NIFTY Large Midcap 250 TRI <sup>^</sup>				4.38	-	-
<b>Mahindra Manulife Arbitrage Yojana - Reg - Growth</b>	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 <sup>^</sup>				3.82	-	-
<b>Mahindra Manulife Focused Equity Yojana - Reg - Growth</b>	17-Nov-20	Mr. Krishna Sanghavi	Since inception	5.43	-	-
		Ms. Fatema Pacha	21-Dec-20			
<b>Mahindra Manulife Flexi Cap Yojana - Reg - Growth</b>	23-Aug-21	Ms. Fatema Pacha	Since inception	1.72	-	-
		Mr. Manish Lodha				
Nifty 500 TRI <sup>^</sup>				3.52	-	-

<sup>^</sup>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 October 31, 2022.

**Disclaimer :** Readers of this material should rely on information / data arising out of their own investigations and advised to seek independent professional advice and arrive at an informed decision before making any investments. Neither Mahindra Manulife Investment Management Private Limited nor Mahindra Manulife Trustee Private Limited, its directors or associates shall be liable for any damages that may arise from the use of the information contained herein.

Reach us at: Sadhana House, 1st Floor, 570, P.B. Marg, Worli, Mumbai - 400 018, India. Phone: +91-22-66327900, Fax: +91-22-66327932, Toll Free No.: 1800 419 6244  
Website: www.mahindramanulife.com

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