

As on 30th June 2025

INVESTMENT STYLE

Primarily focuses on investment in at least 80% of its net assets in equity/equity related instruments of the companies in the Consumption Oriented sectors in India.

INVESTMENT OBJECTIVE

The investment objective of the scheme is to seek long term capital appreciation by investing atleast 80% of its assets in equity/equity related instruments of the companies in the Consumption Oriented sectors in India. However, there is no assurance or guarantee that the investment objective of the Scheme will be achieved. The Scheme does not assure or guarantee any returns.

DATE OF ALLOTMENT

December 28, 2015

FUND MANAGER

Sonam Udasi (Managing Since 01-Apr-16 and overall experience of 27 years)

ASSISTANT FUND MANAGER

Aditya Bagul (Managing Since 03-Oct-23 and overall experience of 12 years)

BENCHMARK

Nifty India Consumption TRI

NAV (in Rs.)

Direct - IDCW	:	50.8564
Direct - Growth	:	50.8564
Regular - IDCW	:	40.7799
Regular - Growth	:	44.2226

FUND SIZE

Rs. 2457.37 (Rs. in Cr.)

MONTHLY AVERAGE AUM

Rs. 2408.26 (Rs. in Cr.)

TURN OVER

Portfolio Turnover (Equity component only) 49.69%

EXPENSE RATIO**

Direct	0.72
Regular	1.98

**Note: The rates specified are actual month end expenses charged as on Jun 30, 2025. The above ratio includes the Service tax on Investment Management Fees. The above ratio excludes, borrowing cost, wherever applicable.

VOLATILITY MEASURES^A FUND BENCHMARK

Std. Dev (Annualised)	15.42	16.75
Sharpe Ratio	1.09	0.95
Portfolio Beta	0.77	NA
R Squared	0.73	NA
Treynor	1.84	NA
Jenson	0.39	NA

^ARisk-free rate based on the FBIL Overnight MIBOR rate of 5.52% as on Jun 30, 2025

For calculation methodology please refer to Pg 106.

MINIMUM INVESTMENT /

MULTIPLES FOR NEW INVESTMENT

Rs. 5,000/- and in multiples of Re. 1/- thereafter.

ADDITIONAL INVESTMENT /

MULTIPLES FOR EXISTING INVESTORS

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

LOAD STRUCTURE

Entry Load : Not Applicable

Exit Load : 0.25% of NAV if redeemed/switched out before 30 days from the date of allotment.

Please refer to our Tata Mutual Fund website for fundamental changes, wherever applicable



PORTFOLIO

Company name	No. of Shares	Market Value Rs. Lakhs	% of Assets
Equity & Equity Related Total		238957.40	97.25
Agricultural Food & Other Products			
Tata Consumer Products Ltd.	961000	10560.43	4.30
Auto Components			
Pricol Ltd.	462000	2117.58	0.86
Automobiles			
Bajaj Auto Ltd.	63000	5276.88	2.15
Beverages			
Radico Khaitan Ltd.	586500	15349.88	6.25
United Spirits Ltd.	320000	4569.92	1.86
Capital Markets			
HDFC Asset Management Company Ltd.	189000	9812.50	3.99
Bse Ltd.	207000	5734.11	2.33
Multi Commodity Exchange Of Ind Ltd.	36000	3219.84	1.31
Chemicals & Petrochemicals			
Pidilite Industries Ltd.	90000	2748.96	1.12
Commercial Services & Supplies			
Teamlease Services Ltd.	81000	1645.27	0.67
Consumer Durables			
Titan Company Ltd.	360142	13289.96	5.41
Havells India Ltd.	394000	6111.33	2.49
Metro Brands Ltd.	456797	5254.08	2.14
Pg Electroplast Ltd.	693000	5229.72	2.13
Blue Star Ltd.	279000	4563.32	1.86
Amber Enterprises India Ltd.	55000	3723.23	1.52
Greenpanel Industries Ltd.	1227500	3299.52	1.34
Whirlpool Of India Ltd.	223423	3131.05	1.27
Campus Activewear Ltd.	1053000	2943.14	1.20
Kalyan Jewellers India Ltd.	504000	2801.48	1.14
Dixon Technologies (India) Ltd.	16503	2472.64	1.01
Diversified Fmcg			
ITC Ltd.	5229000	21776.17	8.86
Food Products			
Bikaji Foods International Ltd.	1297150	9605.40	3.91
Nestle India Ltd.	305000	7519.17	3.06

SIP - If you had invested INR 10000 every month

	1 Year	3 Year	5 Year	7 Year	10 Year	Since Inception
Total Amount Invested (Rs.)	1,20,000	3,60,000	6,00,000	8,40,000	NA	11,40,000
Total Value as on Jun 30, 2025 (Rs.)	1,22,010	4,72,026	9,53,528	15,79,660	NA	26,26,027
Returns	3.15%	18.45%	18.61%	17.73%	NA	16.83%
Total Value of B: Nifty India Consumption TRI	1,25,147	4,75,323	9,62,542	15,95,192	NA	25,50,984
B: Nifty India Consumption TRI	8.12%	18.94%	19.00%	18.01%	NA	16.26%
Total Value of AB: Nifty 50 TRI	1,27,829	4,56,731	8,96,353	14,95,983	NA	24,33,201
AB: Nifty 50 TRI	12.43%	16.12%	16.08%	16.21%	NA	15.32%

(Inception date :28-Dec-2015) (First Installment date : 01-Jan-2016)

Past performance may or may not be sustained in the future. Returns greater than 1 year period are compounded annualized. Income Distribution cum capital withdrawals are assumed to be reinvested and bonus is adjusted. Load is not taken in to consideration. For SIP returns, monthly investment of equal amounts invested on the 1st day of every month has been considered. For scheme performance refer pages 85 - 104.

*B: Benchmark, AB: Additional Benchmark; For Scheme Risk-O-Meter and Scheme Benchmark Risk-O-Meter please refer page number 105 of Factsheet.

Source: MFI Explorer

Top 10 Holdings Equity

Issuer Name	% to NAV
ITC Ltd.	8.86
Eternal Ltd.	7.20
Radico Khaitan Ltd.	6.25
Titan Company Ltd.	5.41
Trent Ltd.	4.78
Tata Consumer Products Ltd.	4.30
HDFC Asset Management Company Ltd.	3.99
Bikaji Foods International Ltd	3.91
Doms Industries Ltd	3.23
Cartrade Tech Ltd.	3.11
Total	51.04

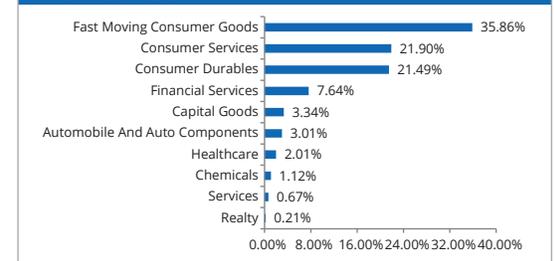
Market Capitalisation wise Exposure

Large Cap	49.12%
Mid Cap	16.98%
Small Cap	33.90%

Market Capitalisation is as per list provided by AMFI.

Company name	No. of Shares	Market Value Rs. Lakhs	% of Assets
Godrej Agrovet Ltd.	315000	2461.73	1.00
Healthcare Services			
Healthcare Global Enterprises Ltd.	450000	2477.70	1.01
Apollo Hospitals Enterprise Ltd.	34000	2462.28	1.00
Household Products			
Doms Industries Ltd.	315000	7937.06	3.23
Jyothy Labs Ltd.	904940	3132.45	1.27
Flair Writing Industries Ltd.	425563	1139.66	0.46
Industrial Manufacturing			
Kaynes Technology India Ltd.	42917	2615.79	1.06
Industrial Products			
Polycab India Ltd.	85500	5601.11	2.28
Leisure Services			
Indian Railway Catering And Tourism Corporation Ltd.	612000	4782.78	1.95
Restaurant Brands Asia Ltd.	5000000	4127.50	1.68
Personal Products			
Dabur India Ltd.	500000	2426.25	0.99
Gillette India Ltd.	15000	1636.43	0.67
Realty			
Raymond Realty Ltd.	50070	507.26	0.21
Retailing			
Eternal Ltd.	6700000	17698.05	7.20
Trent Ltd.	189000	11751.08	4.78
Cartrade Tech Ltd.	450000	7653.15	3.11
Swiggy Ltd.	1260000	5045.04	2.05
Avenue Supermarts Ltd.	62816	2746.50	1.12
Repo		330.72	0.13
Portfolio Total		239288.12	97.38
Cash / Net Current Asset		6448.48	2.62
Net Assets		245736.60	100.00

Sector Allocation



NAV Movement

