

Rising consumption in India, rising opportunities.

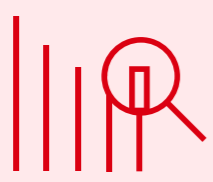
Aim to benefit from this emerging theme with HSBC Consumption Fund.

NFO Dates

10 Aug 2023 - 24 Aug 2023



Factors for consumption growth in India



India recently became the **world's 5th largest economy**, reaching per capita of US\$2,000.



By 2030, **over 68% of India's population** would be **classified as middle class**, according to OECD.



India's large working population coupled with rapid urbanisation, **increasing income trends and aspirational outlook** may continue to drive growth in consumption across the country.

Shift towards discretionary spending

Increasing preference for branded products

Increase in ecommerce, online shopping & digital payments

Changing food consumption patterns

Greater demand for healthcare and wellness

Shift from public transport to private vehicles

Greater awareness about sustainable living

Increase spending on entertainment, OTT, sports events, etc.

Drivers of Consumption

Why invest in HSBC Consumption Fund?

- ▶ Potential to bring performance consistency by investing in consumption strategy across investment horizons
- ▶ Consumption strategy has the potential to deliver better risk adjusted performance with lower volatility
- ▶ Consumption theme forms a sizeable part of the portfolio universe

One fund, three benefits



The fund can generate long-term capital growth from an actively managed portfolio of companies engaged in or expected to benefit from consumption

Penetration, premiumisation and shift from unorganized to organized driving consumption

Some of the sectors from the Consumption sector offer potential growth even in economic downturn

The fund with a minimum 80% weight in consumption and up to 20% outside consumption theme across sectors, offers high growth and consistency

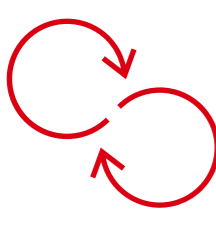
Key benefits



Actively managed portfolio of companies with potential to benefit from consumption trend in India



Top down + Bottom up approach to identify sectors expected to benefit from consumption and focus on fundamentals of individual businesses



To gain from favourable market trends, the fund has the flexibility to invest up to 20% outside the benchmark index



Our fund managers look for opportunities across market caps to generate potential capital growth over the long-term

Fund details

Benchmark

Nifty India Consumption Index TRI

Fund Manager

Gautam Bhupal & Sonal Gupta (For overseas investments)

www.assetmanagement.hsbc.co.in

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PRODUCT LABELLING

HSBC Consumption Fund (Thematic - An open ended equity scheme following consumption theme)

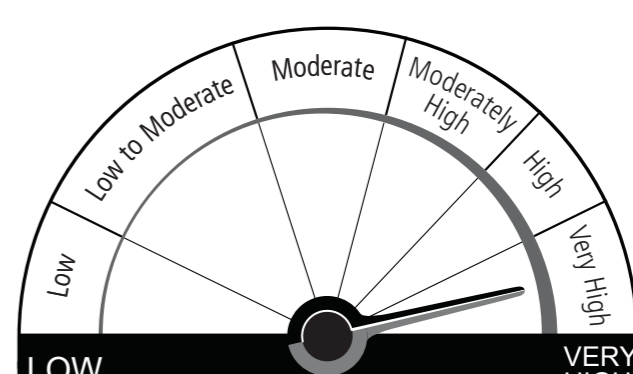
This product is suitable for investors who are seeking*:

- To create wealth over long-term
- Investment predominantly in equity and equity related securities of companies engaged in or expected to benefit from consumption and consumption related activities

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

(Benchmark: Nifty India Consumption Index TRI)

Riskometer of the Schemes



Investors understand that their principal will be at Very High Risk

The risk-o-meter is as per the product labelling of the Scheme available as on the date of this communication. Any change in risk-o-meter shall be communicated by way of Notice cum Addendum and by way of an e-mail /SMS to unitholders of the Scheme. Please refer the website of the AMC (www.assetmanagement.hsbc.co.in) for the details on change in the riskometer.

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