

Let India's every purchase
power your portfolio.



Invest in HSBC Consumption Fund

(An open ended equity scheme following consumption theme)

March 2025

Why HSBC Consumption Fund?

77 million new households (HH) likely to enter higher Aspirers, Affluent and Elite category by the end of this decade as India's per Capita Income grows.



These themes are expected to drive consumption spends in the coming decade in India.

India is clearly well positioned to reap benefits of demographic changes.



HSBC Consumption Fund aims to capture these strong underlying growth trends.

Also India is experiencing trends such as Penetration, Premiumisation and Digitisation under Consumption.



Changing spending patterns and as new age customer continues to upgrade this theme is expected to continue to show growth.



HSBC Consumption Fund aims to invest a minimum 80% in companies engaged in or expected to benefit from consumption and consumption related activities and up to 20% in equity and equity related securities of companies other than consumption and consumption related activities.

Key Facts

Fund Manager	Gautam Bhupal, Anish Goenka, Sonal Gupta [#]
Benchmark¹	Nifty India Consumption Index TRI
Inception Date	31 Aug 2023
AUM^{&}	Rs. 1,356.30 cr.

[#]Sonal Gupta is dedicated fund manager for investments in foreign securities by all the schemes of HSBC Mutual Fund. Data as on 28 February 2025.

The sector(s)/stock(s)/issuer(s) mentioned in this document do not constitute any research report nor it should be considered as an investment research, investment recommendation or advice to any reader of this content to buy or sell any stocks / investments. The Fund/portfolio may or may not have any existing / future position in these sector(s)/stock(s)/issuer(s). Past performance may or may not be sustained in future and is not a guarantee of any future returns.

Lump Sum Investment Performance

Fund / Benchmark (Value of Rs 10,000 invested)	1 Year		3 Years		5 Years		Since Inception		Since Date
	Amount (Rs)	Returns (%)	Amount (Rs)	Returns (%)	Amount (Rs)	Returns (%)	Amount (Rs)	Returns (%)	
HSBC Consumption Fund- Regular Plan⁻⁻⁻	10369	3.69	NA	NA	NA	NA	12381	15.32	
Scheme Benchmark (Nifty India Consumption TRI)	10463	4.63	NA	NA	NA	NA	12402	15.45	31-Aug-23
Additional Benchmark (Nifty 50 TRI)	10189	1.89	NA	NA	NA	NA	11675	10.88	

Past performance may or may not be sustained in the future and is not indicative of future results. The performance details provided herein are of Regular Plan - Growth Option. Returns on ₹10,000 are point-to-point returns for the specific time period, invested at the start of the period. The returns for the respective periods are provided as on last available NAV of February 2025 for the respective schemes. Returns for 1 year and above are Compounded Annualized. Returns for less than 1 year is Simple Annualized. Load is not taken into consideration for computation of performance. Different plans shall have a different expense structure. The expenses of the Direct Plan under the Scheme will be lower to the extent of the distribution expenses / commission charged to the Regular Plan.

As per clause 5.9.1 of the SEBI Master Circular dated June 27, 2024, the scheme returns vis-à-vis the benchmark return (Total Return Index) shall be disclosed are provided from the date of allotment of units.

⁻⁻⁻ Face value Rs 10. Returns for Equity & FOF schemes has been calculated as on last business day NAV provided as on 28 February 2025.

SIP Performance - HSBC Consumption Fund - Regular - Growth Option

Scheme Name & Benchmarks	1 Year	3 Years	5 Years	Since Inception	Inception Date
Total amount invested (₹)	120000	NA	NA	180000	
Market Value as on February 28, 2025 (₹)	1,08,559	NA	NA	1,78,506	
Scheme Returns (%)	-17.35	NA	NA	-1.06	
Nifty India Consumption Index TRI- Scheme Benchmark (₹)	1,09,613	NA	NA	1,79,337	08-Jan-2010
Nifty India Consumption Index TRI - Scheme Benchmark Returns (%)	-15.80	NA	NA	-0.47	
Nifty 50 TRI - Additional Benchmark (₹)	1,12,208	NA	NA	1,78,785	
Nifty 50 TRI - Additional Benchmark Returns (%)	-11.93	NA	NA	-0.86	

Past performance may or may not be sustained in the future and is not indicative of future results. For SIP returns, monthly investment of Rs. 10,000/- invested on the 1st day of every month has been considered. SIP Return are calculated on XIRR basis. IDCW are assumed to be reinvested and bonus is adjusted. Load is not taken into consideration.

Sonal Gupta is dedicated fund manager for investments in foreign securities by all the schemes of HSBC Mutual Fund.

Source: HSBC Mutual Fund, data as on 28 February 2025

Click here: <https://www.assetmanagement.hsbc.co.in/assets/documents/mutual-funds/en/6564afcb-1a54-4321-9451-eadab775954a/performance-equity-hybrid-debt-global-funds-feb-2025.pdf> to check other funds performance managed by the Fund Manager

Reach us 1800 200 2434

www.assetmanagement.hsbc.co.in

Data as on 28 February 2025.

¹As per clause 1.9 of the SEBI Master Circular dated June 27, 2024, on 'Guiding Principles for bringing uniformity in Benchmarks of Mutual Fund Schemes' has introduced two-tiered structure for benchmarking of certain categories of schemes. Accordingly, the benchmark has been classified as Tier 1 benchmark effective from 01 December 2021.

²For disclosure of quarterly AUM/AAUM and AUM by geography, please visit our website:

<https://www.assetmanagement.hsbc.co.in/en/mutual-funds/investor-resources/information-library#&accordion1446811090=4>

Note: The sector(s)/stock(s)/issuer(s) mentioned in this document do not constitute any research report nor it should be considered as an investment research, investment recommendation or advice to any reader of this content to buy or sell any stocks / investments. The Fund/portfolio may or may not have any existing / future position in these sector(s)/stock(s)/issuer(s).

Source – HSBC Mutual Fund, Data as of 28 February 2025. Past performance may or may not be sustained in the future and is not indicative of future results.

HSBC Consumption Fund

(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

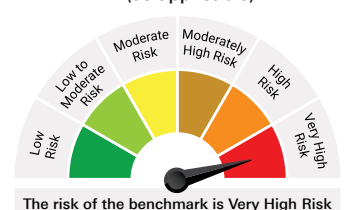
***Investors should consult their financial advisers if in doubt about whether the product is suitable for them.**

As per AMFI Tier I **Benchmark Index: Nifty India Consumption Index TRI**

Scheme Risk-o-meter



Benchmark Risk-o-meter (as applicable)



Note on Risk-o-meters: Riskometer is as on 28 February 2025. Any change in risk-o-meter shall be communicated by way of Notice cum Addendum and by way of an e-mail or SMS to unitholders of that particular scheme

Past performance may or may not be sustained in the future and is not indicative of future results. Source: HSBC Mutual Fund, data as on 28 February 2025

Investors are requested to note that as per SEBI (Mutual Funds) Regulations, 1996 and guidelines issued thereunder, HSBC Mutual Fund, its employees and/or empaneled distributors/agents are forbidden from guaranteeing/promising/predicting any returns or future performances of the schemes of HSBC Mutual Fund. Hence please do not rely upon any such statements/commitments. If you come across any such practices, please register a complaint via email at investor.line@mutualfunds.hsbc.co.in.

Disclaimer: This document has been prepared by HSBC Mutual Fund for information purposes only and should not be construed as i) an offer or recommendation to buy or sell securities, commodities, currencies or other investments referred to herein; or ii) an offer to sell or a solicitation or an offer for purchase of any of the funds of HSBC Mutual Fund; or iii) an investment research or investment advice. It does not have regard to specific investment objectives, financial situation and the particular needs of any specific person who may receive this document. Investors should seek personal and independent advice regarding the appropriateness of investing in any of the funds, securities, other investment or investment strategies that may have been discussed or referred herein and should understand that the views regarding future prospects may or may not be realized. In no event shall HSBC Mutual Fund/HSBC Asset management (India) Private Limited and / or its affiliates or any of their directors, trustees, officers and employees be liable for any direct, indirect, special, incidental or consequential damages arising out of the use of information / opinion herein.

This document is intended only for those who access it from within India and approved for distribution in Indian jurisdiction only. Distribution of this document to anyone (including investors, prospective investors or distributors) who are located outside India or foreign nationals residing in India, is strictly prohibited. Neither this document nor the units of HSBC Mutual Fund have been registered under Securities law/Regulations in any foreign jurisdiction. The distribution of this document in certain jurisdictions may be unlawful or restricted or totally prohibited and accordingly, persons who come into possession of this document are required to inform themselves about, and to observe, any such restrictions. If any person chooses to access this document from a jurisdiction other than India, then such person do so at his/her own risk and HSBC and its group companies will not be liable for any breach of local law or regulation that such person commits as a result of doing so.

© Copyright. HSBC Mutual Fund 2025, ALL RIGHTS RESERVED.

HSBC Mutual Fund, 9-11th Floor, NESCO - IT Park Bldg. 3, Nesco Complex, Western Express Highway, Goregaon East, Mumbai 400063. Maharashtra. GST - 27AABCH0007N1ZS, Email: investor.line@mutualfunds.hsbc.co.in | Website: www.assetmanagement.hsbc.co.in