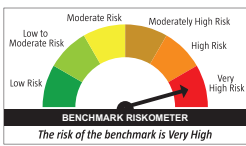


# CANARA ROBECO CONSUMER TRENDS FUND

(Thematic - Consumption & Finance Theme - An open ended equity scheme following the consumption and financial theme)

### This product is suitable for investors who are seeking\*:

- Capital appreciation over long term
- Investing in equity and equity related securities of companies following the Consumption and Financial Theme



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

### Introduction:

India is the sixth-largest economy in the world (as per nominal GDP) and the second-most populous country with over 1.33 billion people. It is one of the few countries that continue to see brisk growth in spite of the ongoing volatile environment at a global level. With favourable population composition and increasing disposable incomes, Indian consumer market is expected to grow significantly in medium to long term. While the consumption story encompasses a large number of sectors, there are select trends shaping the sectors running on consumer theme and the investment opportunities that they present. Some of these are new, while others are trends that have existed for the past few years and continue to manifest themselves in new ways. All these factors can go a long way in driving the overall secular (unaffected by cycles) consumption growth in the country. Consumption forms a very large part of the Indian economy of which Consumer Non-Durables, Consumer Durables, Auto, Retailing, Media & Entertainment, Hotels, Resorts and Other Recreational Activities, Textile Products forms a basic basket of the same.

Despite the economic setbacks being seen during the ongoing crisis, the one story that has remained intact is the Indian consumption story. Consumers moving up the income ladder are likely to demand more and better-quality branded goods and digital connectivity is likely to drive consumption trends in India. Economic recovery and growth along with improving demographics, increase in disposable income of the population and government initiatives could act as enablers and foster urbanization and contribute to increase in per capita income and consumption demand going forward.

### About the Fund:

Canara Robeco Consumer Trends Fund is an open-end scheme having a primary objective to generate capital appreciation by investing in equities and equity related instruments of companies which directly or indirectly benefit from the growing consumption demand in India.

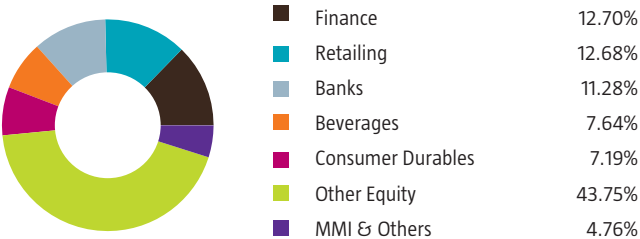
### Investment strategy:

- The investment emphasis of the scheme will be in identifying companies with strong competitive positioning in good businesses (moats) and having quality management (competent and with good corporate governance practices).
- The AMC will follow an active investment style supported by in-house research. The focus would be on fundamentally strong companies with scope of higher earnings visibility over long run.
- The AMC, in selecting the stocks, will emphasize on the fundamentals of the business, the industry structure, the quality of management, sensitivity to economic factors, the financial strength of the company and the key earnings drivers.

### Why invest in Canara Robeco Consumer Trends Fund?

- Canara Robeco Consumer Trends Fund, being a thematic fund, invests in the niche space and follows a ‘Growth’ style of investing
- Expected turnaround in the economic cycle leading to increase in employment would boost discretionary consumption and benefit the sectors that fund invests in.
- Fund would invest in stocks across the Market Capitalization range and seek to generate ‘compounding’ returns from investing in high growth and competently managed companies.

### Sector Allocation (as on March 28, 2025)



### Top 10 Holdings for (as on March 28, 2025)

Portfolio is spread across 45 stocks with Top 10 Stocks contributing to 39.23% of the Net Assets.

Name of the Company	Industry Classification	% of Net Assets
HDFC Bank Ltd	Banks	5.36
Bharti Airtel Ltd	Telecom - Services	5.15
Bajaj Finance Ltd	Finance	5.07
ITC Ltd	Diversified Fmcbg	4.41
ICICI Bank Ltd	Banks	3.99
Zomato Ltd	Retailing	3.57
Maruti Suzuki India Ltd	Automobiles	3.57
Trent Ltd	Retailing	2.83
Interglobe Aviation Ltd	Transport Services	2.67
Varun Beverages Ltd	Beverages	2.61

Fund Specifics

Fund Inception	: September 14, 2009
Investment Objective	: To provide long-term capital appreciation by primarily investing in equity and equity related securities of companies which directly or indirectly benefit from the growing consumer demand in India. However, there can be no assurance that the investment objective of the scheme will be realized.
Monthend AUM (₹)*	: 1,695.10 Crores
Asset Allocation	: Equity and equity related instruments of companies which directly or indirectly benefit from the growing consumer demand in India - 80% to 100%. (Risk - Very High) Other Equity and equity related instruments - 0% to 20%. (Risk - Very High) Debt and Money Market instruments - 0% to 20%. (Risk-Medium to Low) Reits/Invits- 0% to 10% (Risk - Very High)
Minimum Investment Amount	: ₹ 5000 and in multiples of ₹ 1 thereafter Subsequent purchases: Minimum amount of ₹ 1000 and multiples of ₹ 1 thereafter SIP: For any date/monthly frequency – ₹1000 and in multiples of ₹ 1 thereafter. For quarterly frequency – ₹ 2000 and in multiples of ₹ 1 thereafter STP: For Daily/Weekly/Monthly frequency – ₹ 1000 and in multiples of ₹ 1 thereafter. For quarterly frequency – ₹ 2000 and in multiples of ₹ 1 thereafter SWP: For monthly frequency – ₹ 1000 and in multiples of ₹ 1 thereafter. For quarterly frequency – ₹ 2000 and in multiples of ₹ 1 thereafter
Entry Load	: Nil
Exit Load	: 1% - If redeemed/switched out within 1 year from the date of allotment., Nil - if redeemed/switched out after 1 year from the date of allotment
Benchmark	: BSE 100 TRI
Plans / Options	: Regular Plan - Reinvestment of Income Distribution cum Capital Withdrawal Option Regular Plan - Payout of Income Distribution cum Capital Withdrawal Option Regular Plan - Growth Option Direct Plan - Reinvestment of Income Distribution cum Capital Withdrawal Option Direct Plan - Payout of Income Distribution cum Capital Withdrawal Option Direct Plan - Growth Option
Fund Manager	: Ms. Ennette Fernandes / Mr. Shridatta Bhandwaldar

\*Monthend AUM as on 28.03.2025

PERFORMANCE AT A GLANCE - Regular Plan - Growth Option

(as on March 28, 2025)

CANARA ROBECO CONSUMER TRENDS FUND

Fund Manager: (1) Ms. Ennette Fernandes is managing the scheme since 01-October-21. (2) Mr. Shridatta Bhandwaldar is managing the scheme since 01-October-19.

Period	Returns (%)			Current Value of Standard Investment of ₹ 10000		
	Scheme	BSE 100 TRI <sup>#</sup>	BSE SENSEX TRI <sup>##</sup>	Scheme	BSE 100 TRI <sup>#</sup>	BSE SENSEX TRI <sup>##</sup>
Last 1 Year	6.98	6.82	6.39	10698	10682	10639
Last 3 Years	16.15	13.05	11.17	15655	14438	13731
Last 5 Years	24.27	24.79	22.77	29606	30220	27864
Since Inception	16.01	12.43	12.06	100600	61780	58673

The past performance may or may not be sustained in the future. Returns are based on NAV of Regular Plan – Growth Option and are calculated on compounded annualized basis for a period of more than (or equal to) a year and Simple annualized basis for a period less than a year. Inception Date: September 14, 2009. Different plans have a different expense structure.

PERFORMANCE AT A GLANCE - Direct Plan - Growth Option

(as on March 28, 2025)

CANARA ROBECO CONSUMER TRENDS FUND

Fund Manager: (1) Ms. Ennette Fernandes is managing the scheme since 01-October-21. (2) Mr. Shridatta Bhandwaldar is managing the scheme since 01-October-19.

Period	Returns (%)			Current Value of Standard Investment of ₹ 10000		
	Scheme	BSE 100 TRI <sup>#</sup>	BSE SENSEX TRI <sup>##</sup>	Scheme	BSE 100 TRI <sup>#</sup>	BSE SENSEX TRI <sup>##</sup>
Last 1 Year	8.33	6.82	6.39	10833	10682	10639
Last 3 Years	17.64	13.05	11.17	16267	14438	13731
Last 5 Years	25.89	24.79	22.77	31576	30220	27864
Since Inception	17.16	13.62	15.92	69493	47730	60977

The past performance may or may not be sustained in the future. Returns are based on NAV of Direct Plan – Growth Option and are calculated on compounded annualized basis for a period of more than (or equal to) a year and Simple annualized basis for a period less than a year. Inception Date: September 14, 2009. Different plans have a different expense structure.

● Scheme Benchmark <sup>#</sup> ● Additional Benchmark <sup>##</sup> ● - : Corresponding Benchmark values not available ● Load is not taken into consideration for computation of returns. Returns of IDCW Option under the scheme for the investor would be net of tax deducted at source.

Scheme Performance - Fund Manager wise

(as on March 28, 2025)

Fund Manager: Ms. Ennette Fernandes

Scheme Names	CAGR (%)															
	6 Months Return**			1 Year Return			3 Years Return			5 Years Return			Since Inception			
	Scheme Regular Plan	Scheme Direct Plan	Bench-mark <sup>#</sup>	Scheme Regular Plan	Scheme Direct Plan	Bench-mark <sup>#</sup>	Scheme Regular Plan	Scheme Direct Plan	Bench-mark <sup>#</sup>	Scheme Regular Plan	Scheme Direct Plan	Bench-mark <sup>#</sup>	Scheme Regular Plan	Scheme Direct Plan	Bench-mark <sup>#</sup> Regular Plan	Bench-mark <sup>#</sup> Direct Plan
Canara Robeco Consumer Trends Fund				6.98	8.33	6.82	16.15	17.64	13.05	24.27	25.89	24.79	16.01	17.16	12.43	13.62
Canara Robeco Equity Hybrid Fund				8.10	9.33	7.37	11.35	12.64	11.41	18.58	19.97	19.02	11.54	14.50	-	12.32
Canara Robeco Balanced Advantage Fund**	-13.88	-12.67	-7.25	N.A	N.A	-	N.A	N.A	-	N.A	N.A	-	-4.29	-2.91	-0.91	-0.91

Note:  
a. Ms. Ennette Fernandes manages 3 open-ended schemes of Canara Robeco Mutual Fund . b. Period for which scheme’s performance has been provided is computed basis last day of the month-end preceding the date of advertisement. c. Different plans shall have a different expense structure. The performance details provided herein are of Regular plan - Growth Option & Direct plan - Growth Option. d.Past performance may or may not be sustained in the future. e.-: Corresponding Benchmark values not available. f.\*\*Scheme has been in existence for more than six months but less than one year, therefore returns shown above are based on simple annualized growth rate of the scheme for the past 6 months and since inception.

Scheme Performance - Fund Manager wise

(as on March 28, 2025)

Fund Manager: Mr. Shridatta Bhandwaldar

Scheme Names	CAGR (%)															
	6 Months Return**			1 Year Return			3 Years Return			5 Years Return			Since Inception			
	Scheme Regular Plan	Scheme Direct Plan	Bench-mark*	Scheme Regular Plan	Scheme Direct Plan	Bench-mark*	Scheme Regular Plan	Scheme Direct Plan	Bench-mark*	Scheme Regular Plan	Scheme Direct Plan	Bench-mark*	Scheme Regular Plan	Scheme Direct Plan	Bench-mark* Regular Plan	Bench-mark* Direct Plan
Canara Robeco Small Cap Fund				4.91	6.20	6.02	12.29	13.84	17.85	35.92	38.00	37.46	22.38	24.32	21.94	21.94
Canara Robeco Infrastructure				13.60	15.07	1.33	25.31	26.87	29.13	34.67	36.21	40.73	14.82	17.27	-	-
Canara Robeco Consumer Trends Fund				6.98	8.33	6.82	16.15	17.64	13.05	24.27	25.89	24.79	16.01	17.16	12.43	13.62
Canara Robeco Focused Equity Fund				10.62	12.27	5.96	15.49	17.26	13.77	N.A	N.A	17.26	16.97	18.84	15.53	15.53
Canara Robeco Emerging Equities				10.42	11.56	7.33	13.92	15.16	16.42	25.58	27.00	29.25	17.02	20.28	-	16.10
Canara Robeco Flexicap Fund*				6.84	8.06	5.96	11.80	13.15	13.77	22.49	24.05	26.33	17.28	14.73	16.16*	14.25
Canara Robeco ELSS Tax Saver				6.98	8.22	5.96	12.41	13.79	13.77	24.30	25.82	26.33	18.49	15.71	16.91	14.25
Canara Robeco Equity Hybrid Fund				8.10	9.33	7.37	11.35	12.64	11.41	18.58	19.97	19.02	11.54	14.50	-	12.32
Canara Robeco Blue Chip Equity Fund				8.94	10.23	6.82	13.18	14.62	13.05	22.39	24.09	24.79	12.91	15.12	12.01	13.62
Canara Robeco Mid Cap Fund				8.06	9.54	8.87	N.A	N.A	-	N.A	N.A	-	18.68	20.42	21.79	21.79
Canara Robeco Multi Cap Fund				10.32	11.88	6.88	N.A	N.A	-	N.A	N.A	-	17.24	19.01	17.73	17.73
Canara Robeco Manufacturing Fund				7.09	8.86	7.68	N.A	N.A	-	N.A	N.A	-	8.39	10.11	8.59	8.59
Canara Robeco Balanced Advantage Fund**	-13.88	-12.67	-7.25	N.A	N.A	-	N.A	N.A	-	N.A	N.A	-	-4.29	-2.91	-0.91	-0.91

Note:

a. Mr. Shridatta Bhandwaldar manages 13 open-ended schemes of Canara Robeco Mutual Fund .

b. Period for which scheme’s performance has been provided is computed basis last day of the month-end preceding the date of advertisement.

c. Different plans shall have a different expense structure. The performance details provided herein are of Regular plan - Growth Option & Direct plan - Growth Option.

d. Past performance may or may not be sustained in the future.

e. -: Corresponding Benchmark values not available.

f. N.A. - Not Applicable because scheme is in existence for less than 1 year or 3 years respectively.

g. \*Since inception return for the benchmark is Composite return - “As TRI data is not available since inception of the scheme, benchmark performance is calculated using composite CAGR of BSE 500 TRI Index. PRI values from 16th Sept 2003 to 1st Aug, 2006 and TRI values since 1st Aug, 2006 are considered.

h. \*\*Scheme has been in existence for more than six months but less than one year, therefore returns shown above are based on simple annualized growth rate of the scheme for the past 6 months and since inception.

SIP RETURNS - Regular Plan

(as on March 28, 2025)

CANARA ROBECO CONSUMER TRENDS FUND Fund Manager: Ms. Ennette Fernandes & Mr. Shridatta Bhandwaldar

	Since Inception	15 YR	10 yr	7 yr	5 yr	3 yr	1 yr
Total Amt invested	1870000	1800000	1200000	840000	600000	360000	120000
Market Value	7578835	6900954	2825217	1546765	923265	443982	114975
Scheme Returns	16.26%	16.31%	16.36%	17.18%	17.34%	14.20%	-7.85%
BSE 100 TRI <sup>†</sup>	13.56%	13.49%	13.79%	13.48%	12.40%	11.64%	-2.74%
BSE SENSEX TRI <sup>##</sup>	12.87%	12.98%	13.16%	12.18%	10.62%	9.63%	-1.21%
Inception Date	14-Sep-09						

1. Investment date is taken to be 1st of the month or next business day if 1st is a holiday and investment of ₹ 10000 is taken. Returns are as on March 28, 2025 and are based on XIRR approach.

2. The calculations are based on the regular growth plan NAVs. 3. NA : Not Applicable as Benchmark index data not available for the period 4.Past performance may or may not be sustained in the future. Scheme Benchmark \*, Additional benchmark\*\*

**Disclaimer:** The information provided in this document is only for reading purpose and do not constitute any guidelines or recommendation on any course of action to be followed by the reader. Recipients of this document should rely on information/data arising out of their own investigations. Readers are advised to seek independent professional advice, verify the contents and arrive at an informed investment decision before making any investments. Investor shall note that there is no assurance or guarantee that the investment objective of the scheme will be achieved. None of the Sponsor, the Investment Manager, the Trustees, their respective directors, employees, associates or representatives shall be liable for any direct, indirect, special, incidental, consequential, punitive or exemplary damages, including lost profits arising in any way from the information contained in this material.

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

**Canara Robeco Mutual Fund**  
Investment Manager : Canara Robeco Asset Management Co. Ltd.Construction House, 4th Floor, 5, Walchand Hirachand Marg,Ballard Estate, Mumbai 400 001. Tel.: 6658 5000 Fax: 6658 5012 / 13. Visit: <https://old.canararobeco.com> Toll Free No : 1800 209 2726 CIN No : U65990MH1993PLC071003

Distributed by :



CANARA ROBECO  
Mutual Fund