

# ICICI Prudential Bharat Consumption Fund

An open Ended Equity Scheme following Consumption Theme.

Category  
Thematic

**Style Box**

Style  
Value Blend Growth

Size  
Large  
Mid  
Small

**Concentrated**

## Returns of ICICI Prudential Bharat Consumption Fund - Growth Option as on November 30, 2024

Particulars	1 Year		3 Years		5 Years		Since inception	
	CAGR (%)	Current Value of Investment of Rs. 10000	CAGR (%)	Current Value of Investment of Rs. 10000	CAGR (%)	Current Value of Investment of Rs. 10000	CAGR (%)	Current Value of Investment of Rs. 10000
Scheme	24.11	12410.89	20.30	17409.72	18.94	23830.80	17.70	25070.00
Nifty India Consumption TRI (Benchmark)	28.60	12859.80	19.03	16864.68	19.33	24216.19	17.64	24988.18
Nifty 50 TRI (Additional Benchmark)	21.27	12127.22	13.76	14723.42	16.21	21207.62	15.18	22184.02
NAV (Rs.) Per Unit (as on November 29, 2024 : 25.07)	20.20		14.40		10.52		10.00	

- Different plans shall have different expense structure. The performance details provided herein are of ICICI Prudential Bharat Consumption Fund.
- The scheme is currently managed by Sankaran Naren, Dharmesh Kakkad, Priyanka Khandelwal and Sri Sharma. Mr. Sankaran Naren has been managing this fund since May 2022. Total Schemes managed by the Fund Manager is 14 (14 are jointly managed).  
Mr. Dharmesh Kakkad has been managing this fund since May 2022. Total Schemes managed by the Fund Manager is 10 (8 are jointly managed).  
Priyanka Khandelwal has been managing this fund since July 2022. Total Schemes managed by the Fund Manager is 4 (3 are jointly managed).  
Ms. Sri Sharma has been managing this fund since May 2022. Total Schemes managed by the Fund Manager is 6 (6 are jointly managed). Refer annexure from page no. 109 for performance of other schemes currently managed by Sankaran Naren, Dharmesh Kakkad, Priyanka Khandelwal and Sri Sharma.
- Date of inception: 12-Apr-2019.
- Past performance may or may not be sustained in future and the same may not necessarily provide the basis for comparison with other investment.
- Load is not considered for computation of returns.
- In case, the start/end date of the concerned period is a nonbusiness date (NBD), the NAV of the previous date is considered for computation of returns. The NAV per unit shown in the table is as on the start date of the said period.
- The performance of the scheme is benchmarked to the Total Return variant of the Index.
- Mr. Dharmesh Kakkad and Ms. Sri Sharma has ceased to be the fund manager of the Scheme w.e.f. November 4, 2024.

### Scheme Details

**Fund Managers\*\* :**  
Mr. Sankaran Naren (Managing this fund since May 2022 & Overall 35 years of experience).  
  
Priyanka Khandelwal (Managing this fund since July, 2022 & overall 10 years of experience)

**Inception/Allotment date:** 12-April-2019

**Monthly AAUM as on 30-Nov-24 :** Rs. 3,171.73 crores  
**Closing AUM as on 30-Nov-24 :** Rs. 3,225.41 crores

**Application Amount for fresh Subscription :**  
Rs.5,000 (plus in multiple of Rs.1)

**Min.Addl.Investment :**  
Rs.1,000 (plus in multiple of Rs.1)

**Exit load for Redemption / Switchout :- Lumpsum Investment Option**  
1% of applicable Net Asset Value - If the amount sought to be redeemed or switch out is invested for a period of up to three months from the date of allotment  
Nil - If the amount sought to be redeemed or switch out is invested for a period of more than three months from the date of allotment (w.e.f. 7th Nov 2020)

**Total Expense Ratio @@ :**  
**Other :** 1.99% p. a.  
**Direct :** 1.08% p. a.

**Indicative Investment Horizon:** 5 years & above

**NAV (As on 29-Nov-24):** Growth Option : Rs. 25.07 | Direct Plan Growth Option : Rs. 26.78

### Portfolio as on November 30, 2024

Company/Issuer	Rating	% to NAV	Company/Issuer	Rating	% to NAV
<b>Equity Shares</b>		<b>92.74%</b>	FSN E-Commerce Ventures Ltd.		1.48%
<b>Automobiles</b>		<b>18.80%</b>	Avenue Supermarts Ltd.		1.29%
• Maruti Suzuki India Ltd.		5.92%	<b>Telecom - Services</b>		<b>7.70%</b>
• Mahindra & Mahindra Ltd.		4.53%	• Bharti Airtel Ltd.		7.70%
• TVS Motor Company Ltd.		2.95%	<b>Textiles &amp; Apparels</b>		<b>1.30%</b>
• Hero Motocorp Ltd.		2.16%	Page Industries Ltd.		1.30%
Tata Motors Ltd.		1.93%	<b>Transport Services</b>		<b>1.42%</b>
Eicher Motors Ltd.		1.32%	Interglobe Aviation Ltd.		1.42%
<b>Beverages</b>		<b>2.08%</b>	<b>Treasury Bills</b>		<b>0.98%</b>
United Breweries Ltd.		2.08%	182 Days Treasury Bill 2025 SOV		0.98%
<b>Chemicals &amp; Petrochemicals</b>		<b>2.68%</b>	<b>Equity less than 1% of corpus</b>		<b>9.43%</b>
• Pidilite Industries Ltd.		2.68%	<b>Units of Real Estate Investment Trust (REITs)</b>		<b>2.05%</b>
<b>Consumer Durables</b>		<b>5.89%</b>	EMBASSY OFFICE PARKS REIT		2.05%
Havells India Ltd.		1.58%	<b>Short Term Debt and net current assets</b>		<b>4.23%</b>
Red Tape Ltd		1.31%	<b>Total Net Assets</b>		<b>100.00%</b>
Eureka Forbes Ltd.		1.12%			
Asian Paints Ltd.		1.07%	<b>• Top Ten Holdings</b>		
La Opala RG Ltd.		0.82%	Securities and the corresponding derivative exposure with less than 1% to NAV, have been clubbed together with a consolidated limit of 10%.		
<b>Diversified Fmcg</b>		<b>11.64%</b>			
• Hindustan Unilever Ltd.		8.07%			
• ITC Ltd.		3.57%			
<b>Entertainment</b>		<b>1.35%</b>			
PVR Ltd.		1.35%			
<b>Food Products</b>		<b>7.69%</b>			
• Nestle India Ltd.		4.86%			
• Britannia Industries Ltd.		2.84%			
<b>Industrial Products</b>		<b>1.43%</b>			
RR Kabel Ltd.		1.43%			
<b>It - Services</b>		<b>1.51%</b>			
Affle India Ltd.		1.51%			
<b>Personal Products</b>		<b>5.08%</b>			
Dabur India Ltd.		1.70%			
Godrej Consumer Products Ltd.		1.32%			
Gillette India Ltd.		1.12%			
Honasa Consumer Ltd.		0.94%			
<b>Pharmaceuticals &amp; Biotechnology</b>		<b>4.33%</b>			
Sun Pharmaceutical Industries Ltd.		2.45%			
Zydus Lifesciences Ltd.		0.95%			
Dr. Reddy's Laboratories Ltd.		0.93%			
<b>Power</b>		<b>1.61%</b>			
NTPC Ltd.		1.61%			
<b>Retailing</b>		<b>8.80%</b>			
• Zomato Ltd.		4.18%			
• Vedant Fashions Ltd.		1.85%			

### Benchmark

#### Nifty India Consumption TRI

#### Quantitative Indicators

Average Dividend Yield : 0.85

Annual Portfolio Turnover Ratio : Equity - 1.05 times

Std Dev (Annualised) : 11.48%

Sharpe Ratio : 1.09

Portfolio Beta : 0.70

Risk-free rate based on the last Overnight MIBOR cut-off of 6.76%  
@@ Total Expense Ratio is as on the last day of the month.  
\*\*In addition to the fund manager managing this fund, overseas investment is managed by Ms. Sharmila D'mello.  
Investors are requested to take note the changes in fundamental attributes of ICICI Prudential Bharat Consumption Fund and merger with ICICI Prudential Bharat Consumption Fund - Series 3 (Merging Scheme), ICICI Prudential Bharat Consumption Fund - Series 4 (Merging Scheme) with effect from the close of business hours on February 07, 2022 and March 11, 2022, respectively. The performance disclosed above is of ICICI Prudential Bharat Consumption Fund. For details of other scheme, investors may contact the AMC.  
Refer page no 101 to 108 for details on option, entry load, SWP, STP/Flex STP & minimum redemption amount pertaining to the scheme  
For IDCW History : Refer page no. from 126 to 131. For SIP Returns : Refer page no. from 120 to 125. For Investment Objective : Refer page no. from 132 to 134

### Riskometer

This product labelling is applicable only to the scheme.

This Product is suitable for investors who are seeking\*:

- Long term wealth creation
- An open ended equity scheme that aims to provide capital appreciation by investing in equity and equity related securities of companies engaged in consumption and consumption related activities.

**Scheme**

Risk-o-meter  
The risk of the scheme is very high

**Benchmark**  
(Nifty India Consumption TRI)

Risk-o-meter  
The risk of the Benchmark is very high

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

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## Statutory Details & Risk Factors

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

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