

# Bajaj Finserv Consumption Fund NFO: How rising household incomes are driving India's consumption story

Category: Business

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India is experiencing a major shift in its economic landscape, with rising household incomes fuelling an unprecedented boom in domestic consumption. This change is not only happening in cities but also in rural areas, creating new opportunities for businesses and investors. Let's take a closer look at how rising incomes are boosting consumption in India and what it means for mutual fund investments like the [Bajaj Finserv Consumption Fund](#).



**The Bajaj Finserv Consumption Fund NFO ends on November 22, 2024**

### **The move to upper-mid and high-income groups**

One of the biggest changes happening in [India](#) is that more and more households are moving into the upper-middle and high-income groups. This is happening because of steady economic growth, more job opportunities, and improvements in various sectors.

As more people earn higher incomes, they have more money to spend. This doesn't just mean buying food or clothes, but also spending on things like luxury products, better housing, travel, and services. This is creating a huge demand for a wide range of goods and services across different sectors.

### **More disposable income, better living standards**

With rising incomes, people have more disposable income. This has led to a change in spending habits. Consumers are buying not just essentials but also products and services that improve their quality of life. This includes things like smart gadgets, better homes, entertainment, dining out, fitness, and travel.

As a result, many people are enjoying a better lifestyle. They

can afford things they could not before, such as going on international vacations or upgrading their homes with new appliances. Higher wages and more access to credit are making it possible for people to live more comfortably.

### **The growth of rural consumption**

While India's cities have always been at the heart of economic growth, rural areas are now also experiencing a rise in consumption. Thanks to better agricultural incomes, government support programs, and improved access to financial services, rural India is catching up with urban areas.

Today, many rural households are spending more on products like electronics, home appliances, and FMCG (Fast-Moving Consumer Goods). This is also being helped by the growth of e-commerce, which is making it easier for rural consumers to access a wider range of products. This increase in rural consumption is helping reduce the gap between urban and rural income levels.

### **Changing spending patterns**

As incomes rise, consumers are spending a larger share of their income on things beyond food and basic needs. They are now spending on premium products, luxury goods, experiences, and services. This includes buying better clothes, high-end gadgets, dining out, or upgrading to more comfortable living conditions.

This change in spending patterns marks a shift from the past when many people focused only on necessities. Now, with more disposable income, people are able to enjoy a higher standard of living and buy products that make their lives easier or more enjoyable.

### **The Bajaj Finserv Consumption Fund: Capitalizing on India's growing consumption**

This rising household income and consumption in India presents a huge opportunity for investors, and the Bajaj Finserv Consumption Fund aims to take advantage of this trend. Investors can consider starting a lumpsum or [SIP investment](#) in this scheme. The Bajaj Finserv Consumption Fund is focused on investing in India's consumption story, targeting industries that will benefit from the increasing demand for goods and services.

The New Fund Offer (NFO) period of this scheme is from November 8 to November 22, 2024.

This is an open-ended thematic fund and will follow the consumption theme, investing in companies and sectors likely to benefit from the rising domestic consumption.

### **What makes the Bajaj Finserv Consumption Fund different**

The Bajaj Finserv Consumption Fund takes a unique approach by focusing on long-term megatrends. These megatrends are big, sweeping changes that can impact entire economies and societies over many years. By investing in these trends early, the fund aims to capture growth in areas that can benefit from India's growing demand for consumer products.

Here are some key megatrends that the fund is focusing on:

**Demographic dividend:** India has a large, young population. As more people join the workforce, the demand for consumer goods will rise, especially through e-commerce platforms.

**Rising consumerism and urbanization:** As more people move to cities, demand for housing, infrastructure, and lifestyle products will grow. At the same time, people are earning more, and they are spending on luxury goods, premium services, and dining out.

**Fast-Moving Consumer Goods (FMCG):** The demand for everyday products like food, beverages, and personal care items is

rising. Rural areas, in particular, are seeing a boost in FMCG consumption, creating opportunities for [businesses](#) in this space.

**Ease of purchase:** With more people using smartphones and the internet, buying products online has become quicker and easier. The growth of e-commerce, quick commerce (rapid delivery services), and online food delivery are all making shopping more convenient for consumers.

**Real estate:** Rising incomes and urbanization are leading to more demand for homes, especially affordable housing. This growth in the housing market will also boost demand for products related to home construction, furniture, and appliances.

**Automobiles:** As people earn more, the demand for cars, especially premium models, is increasing. This is part of a bigger trend of people buying aspirational products as they upgrade their lifestyles.

### **Key features of the Bajaj Finserv Consumption Fund**

The Bajaj Finserv Consumption Fund stands out because of its focus on long-term trends and its balanced approach to investing. Here are some of the fund's unique features:

**True-to-label:** The fund stays focused on consumption, investing only in sectors that are benefiting from rising consumer spending.

**Market cap agnostic:** The fund invests in companies of all sizes. It includes both large, stable companies and smaller, fast-growing [businesses](#).

**Future-focused:** The fund looks ahead to identify new growth opportunities, staying ahead of emerging trends and focusing on [businesses with strong future growth](#) potential.

### **Conclusion**

Rising household incomes are driving India's consumption boom, creating exciting opportunities across various sectors. As people's spending moves beyond basic needs, demand is growing for everything from luxury goods to better housing and more convenient services. The Bajaj Finserv Consumption Fund is designed to capitalize on this shift, focusing on long-term trends that will continue to drive India's economic growth. By investing in sectors that aim to benefit from rising domestic demand, the fund offers investors the opportunity to tap into a potential growth story in India.

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

