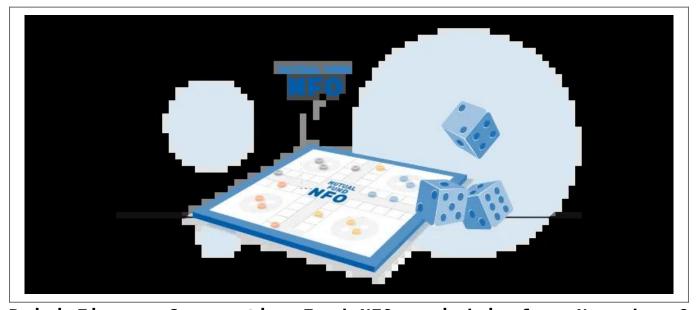
# Bajaj Finserv Consumption Fund open for subscription: All you need to know

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Bajaj Finserv Asset Management Ltd has launched its latest equity mutual fund scheme, the <u>Bajaj Finserv Consumption Fund</u>.



Bajaj Finserv Consumption Fund NFO period is from November 8 to November 22

The New Fund Offer (NFO) period, when the fund opens to

investors for the first time, is on 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.

The <u>Bajaj Finserv Consumption Fund</u> follows a megatrends strategy, investing in emerging opportunities in the consumption space.

### What is a consumption fund

A consumption-themed <u>mutual fund invests</u> primarily in companies benefiting from consumer spending and lifestyle trends. Such funds can target <u>businesses</u> across various sectors — retail, food and beverages, travel, technology, healthcare, etc — that cater to consumer needs and benefit from consumer spending.

The Bajaj Finserv Consumption Fund comes at a time when the consumption sector in <u>India</u> is growing rapidly and is projected to experience a boom. The rise in domestic demand will be spurred by a rapidly growing middle class, increasing per-capita income, growing disposable incomes, and <u>technological</u> advancements that have made purchasing quicker and more convenient.

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

The <u>Bajaj Finserv Consumption Fund follows a megatrends</u> <u>approach</u>. Megatrends are large, significant, and sweeping shifts that influence <u>economies</u>, societies, and geographies. These trends tend to have lasting impact, and <u>investing in</u> them early on offers significant long-term growth potential.

The <u>Bajaj Finserv Consumption Fund will invest</u> in the following megatrends:

1. Demographic dividend: A growing working population can

spur rising demand for consumer goods. Digitally driven avenues such as <u>e-commerce</u> can particularly benefit from this demographic.

- 2. Rising consumerism and urbanisation: As cities expand and attract more people, demand is set to grow. Increasing disposable incomes have also increased the demand for <u>premium products</u>, luxury goods, dining, and other discretionary spends.
- 3. Fast-moving consumer goods: Rising household incomes and an emerging rural FMCG market are expected to drive demand in this sector. Moreover, this space is underpenetrated in <u>India</u> compared to developed economies, indicating the potential for significant growth.
- 4. **Ease of purchase:** <u>E-commerce</u>, quick commerce and online food delivery are set to increase in popularity with greater technological penetration, rising incomes, a growing upper middle class and an increasing preference for convenient and time-saving solutions.
- 5. **Realty:** Growing urbanisation and rising incomes have the potential to boost the demand for real estate, especially affordable housing. This can cause a further increase in demand for ancillary sectors such as furnishing, consumer durables, construction materials and the like.
- 6. Automobiles: Increasing urbanisation and incomes will also lead to a greater demand for automobiles. Within this segment, an emerging trend is the move towards premium vehicles and aspirational purchases over basic models.

# Key features of this fund

Apart from megatrends investing, here are some additional unique features of this fund:

**True to label:** The fund will stay focused on its consumption theme, investing in areas that benefit from rising domestic consumer spending.

Market cap agnostic: The fund will <u>invest in companies across</u> the <u>market</u> capitalisation spectrum, balancing the relative stability of large firms with the growth opportunities in smaller and mid-sized companies.

**Future-focused:** The fund will seek to stay ahead of the curve by identifying emerging trends and growth opportunities. It will also focus on <u>companies with strong future</u> profit potential.

### How to invest in the Bajaj Finserv Consumption Fund

The NFO period is from November 8 to November 22, 2024, when units can be purchased at a face value of Rs. 10. After this, the fund will reopen for subscription after a few working days and units will be available at the prevailing Net Asset Value.

Investments (both lumpsum and SIP) start at Rs. 500. You can also use tools such as a <u>compounding interest calculator</u> for help in planning your investments.

You can also invest in the <u>Bajaj Finserv Consumption Fund</u> online or offline through Bajaj Finserv AMC, our Registrar and Transfer Agent KFintech, registered mutual fund distributors, and aggregator platforms.

To know more, visit <a href="www.bajajamc.com">www.bajajamc.com</a>. To invest, click on <a href="mailto:1nvest">'Invest Now' on the Bajaj Finserv Consumption Fund</a> scheme page. You can also click the login/register tab at the top of the home page, from where you will be re-directed to the investor portal and guided through a quick and simple end-to-end digital investment process.

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

