

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

Category: Business

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Bajaj Finserv Asset Management Ltd has launched its latest equity mutual fund scheme, the [Bajaj Finserv Consumption Fund](#).



**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 [Bajaj Finserv Consumption Fund](#) follows a megatrends strategy, investing in emerging opportunities in the consumption space.

### **What is a consumption fund**

A consumption-themed [mutual fund invests](#) primarily in companies benefiting from consumer spending and lifestyle trends. Such funds can target [businesses](#) 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 [India](#) 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 [technological](#) advancements that have made purchasing quicker and more convenient.

### **What makes the [Bajaj Finserv Consumption Fund](#) different**

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

The [Bajaj Finserv Consumption Fund will invest](#) in the following megatrends:

1. **Demographic dividend:** A [growing working](#) population can

spur rising demand for consumer goods. Digitally driven avenues such as [e-commerce](#) 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 [premium products](#), 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 [India](#) compared to developed economies, indicating the potential for significant growth.
4. **Ease of purchase:** [E-commerce](#), 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 [invest in companies across the market](#) 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 [companies with strong future](#) 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 [compounding interest calculator](#) for help in planning your investments.

You can also invest in the [Bajaj Finserv Consumption Fund](#) online or offline through Bajaj Finserv AMC, our Registrar and Transfer Agent KFinTech, registered mutual fund distributors, and aggregator platforms.

To know more, visit [www.bajajamc.com](http://www.bajajamc.com). To invest, click on [‘Invest Now’ on the Bajaj Finserv Consumption Fund](#) 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.**

