

# JOURNEY 2 MONEY

Vol. No. 12 | Issue No. 7 | MUMBAI

Price Rs. 5.00

201, Sai Sadan, 76/78, Modi Street, Fort, Mumbai 400 001 • Tel: 6654 8814/15 • Email: support@journey2money.com • Web: www.journey2money.com

## Editorial



We are your MF Distributor... begin your Journey to Money with us.

## PREMIUMIZATION TREND IN INDIAN CONSUMPTION!

Recently, Chief Executive Officer of a large technology company inaugurated the company's first retail store in India in Mumbai, roughly **15 years after it opened its first store in China in 2008**. In our view, this is good news for both India and the technology company because of the following reasons:

- Premiumization is pushing more consumers to buy products manufactured by premium players.
- The technology company is deconcentrating their supply chains in China, and moving to India, where economic environment is more conducive for manufacturing because of the various incentives for manufacturing, one of them being the Production-Linked Incentive (PLI) Scheme.

**Explaining Premiumization** While, premiumization does not directly translate to "more expensive products", it is denoted as the use of the product's characteristics, traits and features to influence consumer perception and increase the willingness to pay more for the products or services. If we take the case of the ice cream segment of a leading FMCG Company, premiumization has led to the proliferation of products in this segment - from mass to super premium. As consumers' demand continues to evolve, this FMCG has been keeping up the pace by broadening its segment, giving consumers a plethora of options to choose from.

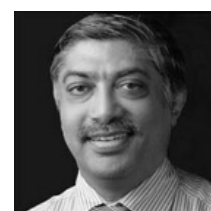
### Key Factors driving Premiumization in Indian Consumption:

- **Shifting Economic Power and Rising Income Levels over the past few years** The income pyramid has changed with the emergence of middle-income groups who have the higher spending capacity. In the next 10 years, it is expected that this pyramid will undergo a certain degree of inversion, with a significant increase in upper middle income and rich income groups. **In the next 10 years, India is set to add 115 million households with income more than US\$10,000.** Such a changing income pyramid can lead to higher premiumization trends across categories.
- **Demographic Dividend** India has the largest, and also one of the youngest populations in the world at ~1.4 billion. **The country's median age as of 2022 is 28 years compared with 39 and 40 for USA and China, respectively.** With the expectation that India is projected to add 9.7 crore adults to the working age population in the next 10 years, the demographic dividend is expected to increase. Furthermore, the **share of urban population is expected to move up from current ~36% to ~40% in 2030. A higher urbanization rate leads to an increase in economic activity, and higher income generation boosting consumption.** With all these factors at play, it is expected to lead to premiumization in consumer trends.
- **Technological Advancement** The e-commerce penetration in **India is ~8% in FY2022, and is projected to reach ~15% by FY2027.15% by FY2027.8% in FY2022, and is projected to reach ~15% by FY2027.15% by FY2027.** This growth is positively influencing the growth of D2C (Direct to Consumer) brands in India. Digital penetration is expected to grow with total online shoppers to more than double in 2025 from 2020 levels of 150-180 million, on account of increasing penetration of smart phones, low mobile data cost, and Government encouraging the digital ecosystem.

All in all, such an online penetration will help in improved access of products and services across platforms for consumers.

*Conclusion: Premiumization reflects the improving economic profile of the Indian consumer. The face of the Indian Consumer has and will continue to evolve with time. While basic products (such as toothpastes) have reached high penetration levels, India's per capita consumption across categories is significantly lower than peer emerging market countries. Increasing propensity to consume along with high income levels is likely to drive consumption of premium categories, and also increase the number of products people use. These bode well for India's economy, as demand visibility encourages organized players to invest in manufacturing capacities, and creates jobs in the economy.*

**We say, Believe In India & Invest in India!**



**Piyush Desai**  
CEO

*"The real problem is not finding a good fund manager, it's finding the right time horizon for your investing and what your temperament is for volatility."*

- Peter Lynch

## Index

Premiumization Trend In Indian Consumption

PAGE 1

Canara Robeco Multi Cap Fund NFO

PAGE 2

Bandhan Financial Services Fund NFO

PAGE 3

SWP - The Best Option For Monthly Income!

PAGE 4

PAGE 1

**UNLOCK THE POWER OF THREE WORLDS  
WITH ONE KEY.** With Canara Robeco Multi Cap Fund invest across large, mid, small cap stocks.

**NFO opens on July 07, 2023 | NFO closes on July 21, 2023**

**CANARA ROBECO  
MULTI CAP FUND**

(Multi Cap Fund - An open-ended equity scheme investing across large cap, mid cap, small cap stocks.)

This product is suitable for investors who are seeking\*

- Long term capital appreciation
- Investments in equity and equity related instruments across large cap, mid cap, small cap stocks

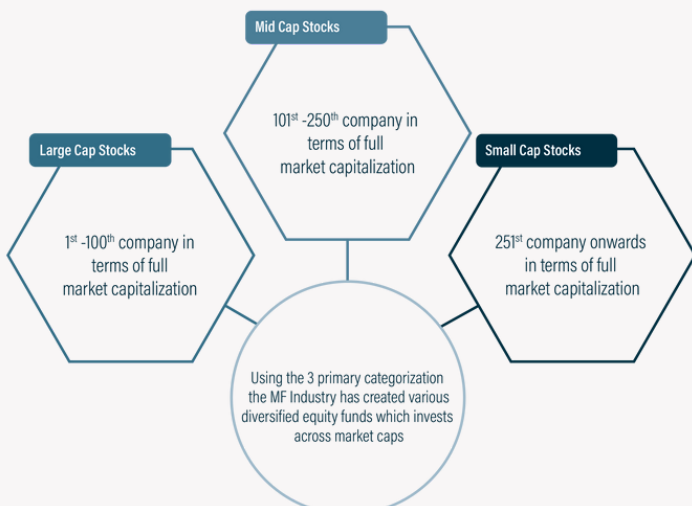
\*Investors should consult their financial advisors if in doubt about whether the product is suitable for them. Product labelling assigned during the NFO is based on internal assessment of the scheme characteristics or model portfolio and the same may vary post NFO when the actual investments are made.



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

**OMNE TRIUM PERFECTUM: THE RULE OF 3**

- The rule of three is a principle that suggests people better understand concepts, situations and ideas in groups of three.
- It can be seen almost everywhere.
- The same is true with the market cap categorization within the Indian Equity Markets also.



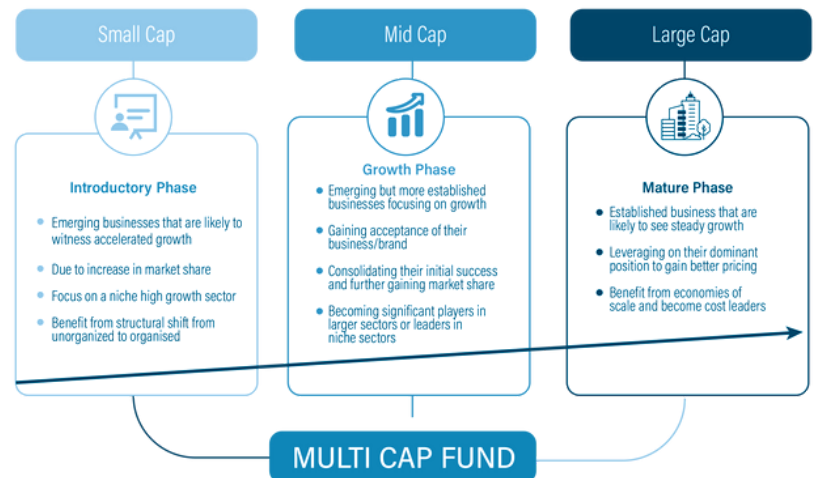
Note: As defined by SEBI Circular No. SEBI/HO/IMD/DF3/CIR/P/2017/114 dated October 06, 2017 and as amended from time to time, Large Cap companies are those which are ranked 1 to 100, Mid Cap Companies are those companies which are ranked from 101 to 250 and Small Cap shall consist of 251<sup>st</sup> company onwards in terms of full market capitalization. Source: AMFI, Data as on Dec 31, 2022

**WHY INVEST IN CANARA ROBECO MULTI CAP FUND**

- Exposure to all 3 market caps across Indian Equities thereby minimizing market cap bias.
- The category has the potential to deliver consistent risk adjusted returns across market cycle.
- Tries to reduce the investor's concern of taking a call on market cap exposure.
- Provides an opportunity to participate through the life cycle of a company.
- Canara Robeco has over 15 years of experience in Indian equities and strives to adhere to risk management in order to deliver meaningful risk adjusted returns.

Note: There is no assurance or guarantee that the investment objective of the scheme will be achieved.

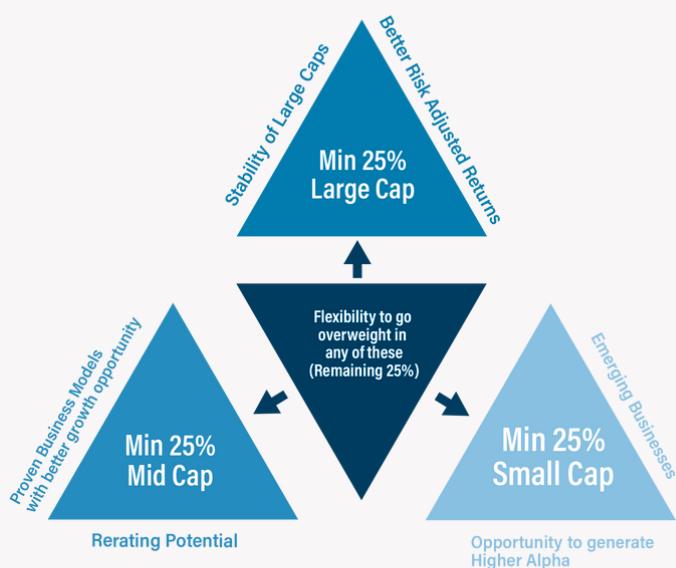
**OPPORTUNITY TO PARTICIPATE ACROSS  
COMPANY'S LIFE CYCLE**



**WHO SHOULD INVEST IN THIS FUND**

- Investors comfortable with volatility & expecting a better risk return trade off.
- Investors with a long-term investment horizon of 5 years and above having a lower near term liquidity needs.
- Seasoned investors who are looking for one stop solution with disciplined exposure to Large Caps, Mid Caps and Small Caps as a part of their Asset Allocation.

**OMNE TRIUM PERFECTUM:  
BY A MULTI CAP APPROACH**



**UNLOCK THE VAULT OF  
POTENTIAL OPPORTUNITIES**

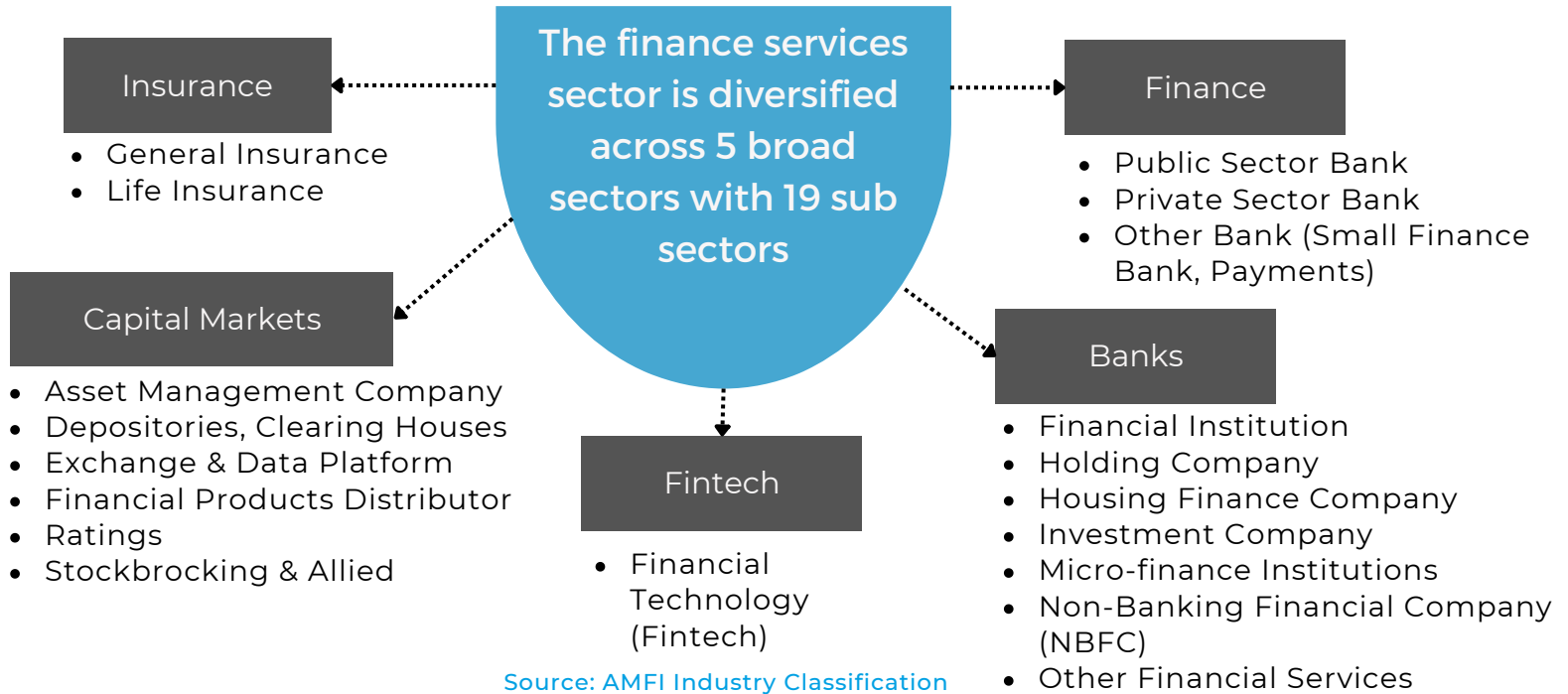
Introducing the  
**Bandhan Financial Services Fund**



NFO Opens: 10th July, 2023 | NFO Closes: 24th July, 2023

**WHY FINANCIAL SERVICES?**

Financial services offers a wide spectrum of investment opportunities across segments



Source: AMFI Industry Classification

**WHY BANDHAN FINANCIAL SERVICES FUND?**

Emergence of new investment opportunities in the last decade across segments

3-Dimensional Approach for stock selection & portfolio construction



Note: Above mentioned framework is part of the portfolio stock selection approach. The selection however would be evaluated on an ongoing basis

**Key Takeaways**

**Long term growth opportunities in the sector**

- Sector has a solid track record and is diversified across 5 broad sectors with 19 sub-sectors
- Lower credit penetration compared to peer economies, with stronger banks positioning, growing digitization, an opportunity that may pick up

**Growth and valuation parameters look favorable**

- Nifty Financial services Index valuation at reasonable levels
- Sector has been the key driver of returns in the market; Outperformed the Nifty 500, 11 out of the last 17 years

**Bandhan Financial Services Fund offers an opportunity to invest in sectors across Banks, NBFCs, Capital Market, Insurance & Fintechs with a Flexi cap and growth-oriented approach**

Source: AMFI, MFIE, Bloomberg. Past performance may or may not be sustained in the future.

Benchmark Riskometer Scheme Riskometer



Bandhan Financial Services Fund (Sector Fund-An open-ended equity scheme investing in Financial Services Sector)  
This product is suitable for investors who are seeking\*:  
• To create wealth over a long term.  
• Investment predominantly in equity and equity related instruments of the companies engaged in the Financial Services sector  
\*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.

<b>Benchmark</b>	Nifty Financial Services TRI	<b>Minimum Investment</b>	Rs. 1000 and in multiples of Re. 1 thereafter
<b>Fund Managers</b>	Mr. Sumit Agrawal & Mr. Manish Gunwani (Equity portion) Mr. Harshal Joshi (Debt portion) Ms. Nishita Shah (Overseas investment portion)	<b>Exit Load</b>	If redeemed/switched out within 1 year from the date of allotment - 1% of applicable NAV; If redeemed/switched out after 1 year from the date of allotment- Nil

For any of your requirements in:

- Mutual Funds
- Health Insurance (Mediclaim)
- Life Insurance (Term Plan)

Regd. Office : Vcare Investment Services Pvt. Ltd.  
201, Sai Sadan, 76/78, Modi Street, Fort, Mumbai - 400 001.  
Tel. : 022 6654 8814 / 15

**Piyush Desai : 98203 00647** **Priyesh Darbari : 99200 32541**  
**Mehul Bheda : 98195 92326** **Bakul Mehta : 98211 23324**

# SWP

## THE BEST OPTION FOR MONTHLY INCOME!

# JOURNEY 2 MONEY

## WHAT IS SWP (SYSTEMATIC WITHDRAWAL PLAN)

SWP or systematic withdrawal plan is a mutual fund investment plan, through which investors can withdraw fixed amounts at regular intervals, for example – the investors can choose a day of the month/quarter/year when withdrawal can be made from their mutual fund investment and the amount credited to their bank account. To generate this cash flow, SWP Plan redeems some units of mutual fund scheme at the chosen interval.

### Benefits of SWP

- 1. Flexibility:** In a SWP plan, investor has the flexibility to choose the amount, frequency and the date according to his/her needs. Also, the investor can stop the SWP at any point in time / or can add further investments or even withdraw amount over and above the fixed SWP withdrawals.
- 2. Regular Income:** SWP in mutual funds facilitates investors by providing a regular income from their investments. Therefore, this

becomes highly convenient and useful for those who need regular cash flow for meeting regular expenses.

- 3. Capital appreciation:** If the SWP withdrawal rate is lower than the fund return, the investor gets some capital appreciation too in the long term.
- 4. No TDS:** For resident individual investors, there is no TDS on the SWP amount. The capital gains, though, are taxed on the withdrawn amount.

Scheme Name	Lump-sum Investment	Date of Investment	Monthly Withdrawal	Total Withdrawal	Current Market Value	CAGR
Tata Hybrid Equity Fund	25,00,000	1st June 2012	16,500	21,61,500	59,14,937	14.34%
SBI Equity Hybrid Fund	25,00,000	1st June 2012	16,500	21,61,500	70,22,051	15.73%
Quant Absolute Fund	25,00,000	1st June 2012	16,500	21,61,500	75,65,558	16.35%
HSBC Aggressive Hybrid Fund	25,00,000	1st June 2012	16,500	21,61,500	58,02,403	14.18%
ICICI Prudential Equity & Debt Fund	25,00,000	1st June 2012	16,500	21,61,500	80,50,832	16.87%

PS: The data above is for illustration purpose only, we don't recommend any schemes and/or returns. Kindly contact your financial advisor before investing.  
\* Mutual Fund investments are subject to market risks; please read SID carefully before investing.



## WE CARE FOR YOUR DEAR ONES LIKE YOUR NEAR ONES

**Providing Care Services**

**Nursing Services**

**Wardboy Services**

**Ayah Services**



**SHREE SWAMI SAMARTH PATIENTS SEVA**  
Office No. 5, Shiv Chhaya, Near Shree Ganesh Mandir,  
Opp. Arasa Hotel, Andheri East, Mumbai : 400069

📞 98196 79525
🌐 [sssp.in](http://sssp.in)

📘
🐦
📷
🌐
📺
📺

A|GiriMedia.in

POSTAL REG. No. MCS/098/2021-23  
WPP No : MR/Tech/WPP-356/South/2021-23 Posted at Mumbai Patrika  
Channel Sorting Office on 5th & 6th of Every Month.

**From : VCARE INVESTMENT SERVICES PVT. LTD**  
201, Sai Sadan, 76/78, Modi Street, Fort, Mumbai-400 001 • Tel.: 6654 8814/15 E-mail:  
support@journey2money.com • Web: www.journey2money.com

Disclaimer: All possibility efforts have been taken made to present factually correct data. However, the publication is not responsible, if despite this, error may have crept in inadvertently or through oversight. This bulletin has been prepared by vcare investment services pvt. ltd. and is meant for use by the recipient and not for circulation. It should not be considered to be taken as an offer to sell or a solicitation to buy any security. All investments are subject to the financial and other details provided by the Company or Government Body or Post Office or AMC etc., to be fully understood and read by the investor before investing and we as a publisher shall not be responsible in any manner whatsoever. Insurance is a subject matter of solicitation.