

# AXIS CONSUMPTION FUND

(An open-ended equity scheme following consumption theme)

## About the Fund

Axis Consumption Fund is an open-ended equity scheme following the consumption theme and offering investment opportunities to investors who want to participate in this expanding segment. The Scheme aims to provide long-term capital growth from an actively managed diversified portfolio of equity & equity related securities of companies engaged in consumption and consumption related sector or allied sectors.



Actively managed portfolio



Potential to invest across large caps, mid caps and small caps



Focus on bottom-up stock picking to build a quality-oriented portfolio

## Why Axis Consumption Fund?

- Consumption theme is not specific only to the FMCG sector but is very broad based and covers various other sectors like Automobiles, Realty, Telecom, Durable goods, Retailing, etc., giving investors a much diversified portfolio.
- India's economic landscape is rapidly evolving, propelled by a large young population and emergence of the world's largest middle class coupled with increasing income levels and aspirations. Such a trend offers a golden opportunity for businesses to capitalize on the expanding market, making it an ideal time to invest in India's consumption-driven growth story via Axis Consumption Fund
- The fund intends to capture trends like a preference for experience, product, premiumization, urbanization, and digitization.

## Fund Manager Views

- › Consumption is a theme that focuses on participating in companies that benefit from consumer spending and behaviour trends. This theme capitalizes on the growth prospects offered by the evolving and expanding Indian consumer market driven by factors such as demographic shifts, rising incomes, and changing consumer preferences (like the need for luxury goods).
- › India remains a long-term structural growth story driven by consumption and investment theme at large. A pickup in investments directly boosts consumption and the GST rationalisation has reset the consumption cycle to some extent. We see increasing evidence of improving demand in the automobiles, consumer discretionary and staples segment. In addition, the reduction in tax slabs has boosted disposable income.
- › Although underweight FMCG and automobiles, we increased exposure to these segments through selective stocks. We maintain an overweight in consumer services (discretionary, hotels and retail) and financial services (NBFCs).












## Top 10 stocks

Bharti Airtel Limited	9.6%
Mahindra & Mahindra Limited	7.6%
Titan Company Limited	5.9%
Hindustan Unilever Limited	5.6%
Eternal Limited	5.3%
Maruti Suzuki India Limited	4.3%
Apollo Hospitals Enterprise Limited	3.1%
Britannia Industries Limited	3.0%
TVS Motor Company Limited	3.0%
Nestle India Limited	2.7%

## Top 10 Sectors

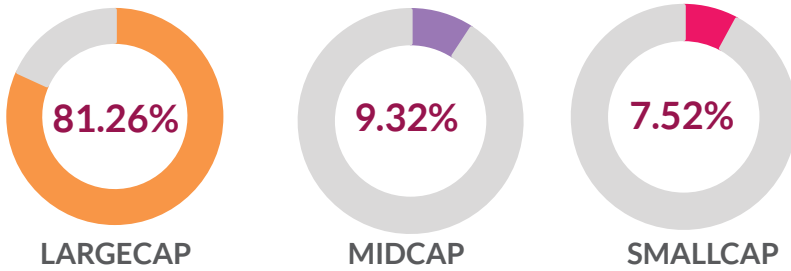
Fast Moving Consumer Goods	23.3%
Automobile and Auto Components	21.4%
Consumer Services	15.9%
Consumer Durables	11.1%
Telecommunication	10.2%
Healthcare	6.0%
Services	3.9%
Financial Services	2.0%
Power	1.9%
Chemicals	1.3%

## Investing Facts

 <p><b>Category</b> Thematic</p>	 <p><b>Inception Date</b> 12th September 2024</p>	 <p><b>Benchmark</b> Nifty India Consumption TRI</p>	 <p><b>Minimum Application</b> SIP - Systematic Investment Plan</p>	<p>Lumpsum ₹ 100 &amp; multiples of ₹ 1 <b>Monthly SIP</b> ₹ 500 &amp; multiples of ₹ 1</p>	 <p><b>Fund Manager</b></p>
 <p><b>Options<sup>^^</sup></b> Growth &amp; IDCW<sup>®</sup> <small>®IDCW means Income Distribution cum Capital Withdrawal.</small></p>	 <p><b>AUM</b> ₹ 2639.45 Cr.</p>	 <p><b>Entry Load</b> Nil</p>	 <p><b>Exit Load</b></p>	<p>If redeemed / switched-out within 12 months from the date of allotment: For 10% of investments: NIL For remaining investments: 1% If redeemed / switched-out after 12 months from the date of allotment: NIL</p>	 <p><b>Hitesh Das</b> Work experience: 14 years. He has been managing this fund since 23rd Aug 2024</p>  <p><b>Krishnaa N</b> (for foreign securities) Over 5 years of experience in financial market. She has been managing this fund since 23rd Aug 2024</p>

Note: To view asset class wise AUM & AAUM for categories of the Scheme & geographical spread refer <https://www.axismf.com/statutory-disclosures>  
^^For detailed disclosure on plans and options, kindly refer SID. w.e.f. 6th March 2026, the fund manager will be changed to Mr. Nandik Malik and Mr. Rohit Gautam.

## Current market cap split (% NAV)



## New Entries

(Changes over the month-March 2026)

United Spirits Limited  
Bajaj Finance Limited

## Exits

Kwality Walls (India) Limited  
Anant Raj Limited  
Havells India Limited  
Wakefit Innovations Limited  
SBI Cards and Payment Services Limited  
Meesho Ltd

## Performance (NAV Movement)



	1 Year		3 Years <sup>®</sup>		5 Years <sup>®</sup>		Since Inception	
	CAGR (%)	Current Value of Investment of ₹ 10,000/-	CAGR (%)	Current Value of Investment of ₹ 10,000/-	CAGR (%)	Current Value of Investment of ₹ 10,000/-	CAGR (%)	Current Value of Investment of ₹ 10,000/-
Axis Consumption Fund - Direct - Growth Option	-5.88%	9,409	NA	NA	NA	NA	-11.50%	8,280
Nifty India Consumption TRI (Benchmark)	-2.73%	9,725	NA	NA	NA	NA	-11.06%	8,344
Nifty 50 TRI (Additional Benchmark)	-3.97%	9,601	NA	NA	NA	NA	-7.06%	8,930

**Past performance may or may not be sustained in future.** Different plans have different expense structure. Hitesh Das is managing the scheme since 12th September 2024 and he manages 3 schemes. Krishnaa N is managing the scheme since 12th September 2024 and he manages 24 schemes of Axis Mutual Fund. Returns greater than 1 year are Compounded Annual Growth Rates (CAGR). Face value ₹10 per unit. Please refer return table for performance of all schemes managed by the fund manager. <sup>®</sup>The performance data for 3 and 5 years period has not been provided, since scheme is in existence for less than 3 year.

Please click on link [https://www.axismf.com/cms/sites/default/files/Statutory/ALL\\_Annexure\\_Mar.pdf](https://www.axismf.com/cms/sites/default/files/Statutory/ALL_Annexure_Mar.pdf) to view the performance of other schemes currently managed by the fund manager.

Note: In case you require physical copy of this document request you to kindly take the printout to review the fund managers performance of other schemes managed by him from the above link given.

Data as on 30th March 2026.

Hitesh Das is Managing Axis Multicap Fund since 26th May, 2023, Axis Large & Mid Cap Fund since 3rd Aug, 2023 and Axis Consumption Fund since 12th Sep, 2024.

Krishnaa N is Managing Axis Large Cap Fund, Axis Focused Fund, Axis Greater China Equity Fund of Fund, Axis Global Equity Alpha Fund of Fund, Axis Global Innovation Fund of Fund, Axis Large & Mid Cap Fund, Axis Midcap Fund, Axis Flexi Cap Fund, Axis US Specific Equity Passive FOF, Axis Quant Fund, Axis Retirement Fund - Aggressive Plan, Axis Retirement Fund - Conservative Plan, Axis Retirement Fund - Dynamic Plan, Axis Small Cap Fund, Axis Innovation Fund, Axis US Specific Treasury Dynamic Debt Passive FOF and Axis Value Fund since 1st Mar, 2024, Axis Consumption Fund since 12th Sep, 2024, Axis Multi Asset Allocation Fund, Axis Children's Fund, Axis Aggressive Hybrid Fund and Axis Equity Savings Fund since 16th Dec, 2024, Axis Services Opportunities Fund since 24th Jul, 2025 and Axis ESG Integration Strategy Fund since 4th Aug, 2025.

Market caps are defined as per SEBI regulations as below: a. Large Cap: 1st -100th company in terms of full market capitalization. b. Mid Cap: 101st -250th company in terms of full market capitalization. c. Small Cap: 251st company onwards in terms of full market capitalization.

Disclaimer: Sector(s) / Stock(s) / Issuer(s) mentioned above are for the purpose of disclosure of the portfolio of the Scheme(s) and should not be construed as recommendation. The fund manager(s) may or may not choose to hold the stock mentioned from time to time. Investors are requested to consult their financial tax and other advisors before taking any investment decision(s)

Axis Bank Ltd. is not liable or responsible for any loss or shortfall resulting from the operation of the scheme.

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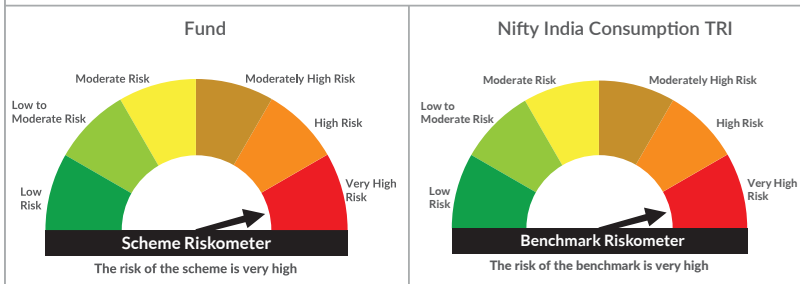
Benchmark : Nifty India Consumption TRI

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

- Capital appreciation over long term
- An equity scheme investing in equity & equity related securities of companies engaged in consumption and consumption related sector or allied sectors

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

### Riskometer



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