

Kotak Services Fund

NFO Period: **04th Feb to 18th Feb 2026**



The sectors mentioned above are indicative and not exhaustive in nature. For more information, please refer Scheme information document at www.kotakmf.com

Index	Page No.
 <u>What Are Services?</u>	3
 <u>Interesting Tit-Bits</u>	6
 <u>Critical Drivers of Services</u>	12
 <u>Deep Dive: Sub Sector Surprises</u>	17
 <u>Why Invest In Services Now?</u>	33
 <u>Introducing Kotak Services Fund</u>	39

What Are Services?



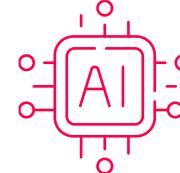
Services Are The New Essentials



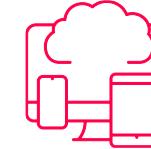
Consumer Services



Financial Services



Information Technology



Telecommunication



Healthcare



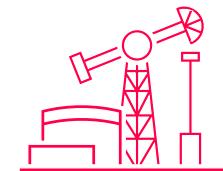
Media, Entertainment & Publication



Travel & Logistics



Power



Oil, Gas & Consumable Fuels

Services combine **expertise, value & experience** to deliver customer trust & satisfaction

Services Have Evolved & Are Now At Our Fingertips

Traditional Services



Dining at Restaurants



Modern Services



Instant Food Delivery



Manual Goods Transport



Physical Tuition Classes



Visiting Bank Branches



Local Kirana Shopping



Going to Hospitals/ Clinics



Local Beauty Parlour



Booking porters



Digital Tutor services



Instant Payments through apps



Instant delivery services



Tele Medicine



Beauty Services at Home

Interesting Tit-Bits



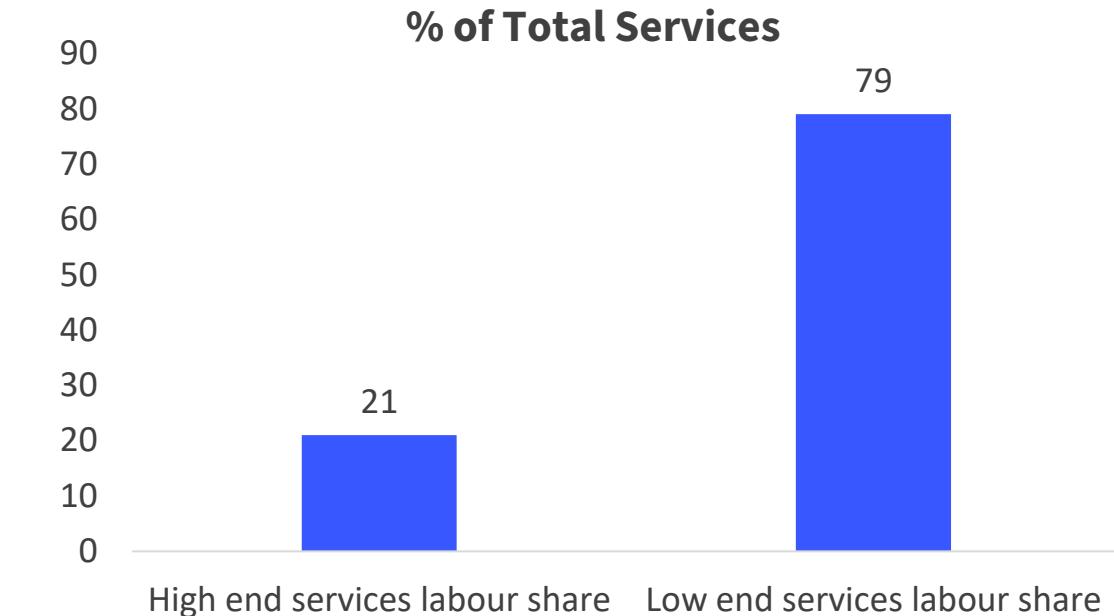
Myth vs Reality:

Myth: Indian IT companies are only into low end services



Reality: ~60% of the bank accounts globally run on core banking platforms relying on Indian technology companies

Myth: Services = only white-collar, high-end jobs



Reality: Merely 20% of India's service-sector workforce is in high-end, white-collar roles.

Nearly 80% work in everyday services such as hospitality, healthcare, education, retail, logistics, and personal services.

Note: High end services consists of Telecommunication, Finance and IT business services. Low end are all other services.

Not Just The Backbone Of Every Household... But Also, The Backbone Of India's Growth Story



Service sector had the **highest contribution in the GVA** with ~55% share in FY25, Industry sector contributed 27% and Agriculture 18%

Service Sector in India has **increased its Share Of GVA from 50% in FY14 to ~55% in FY25**, with 8.3% Average Growth Since FY23

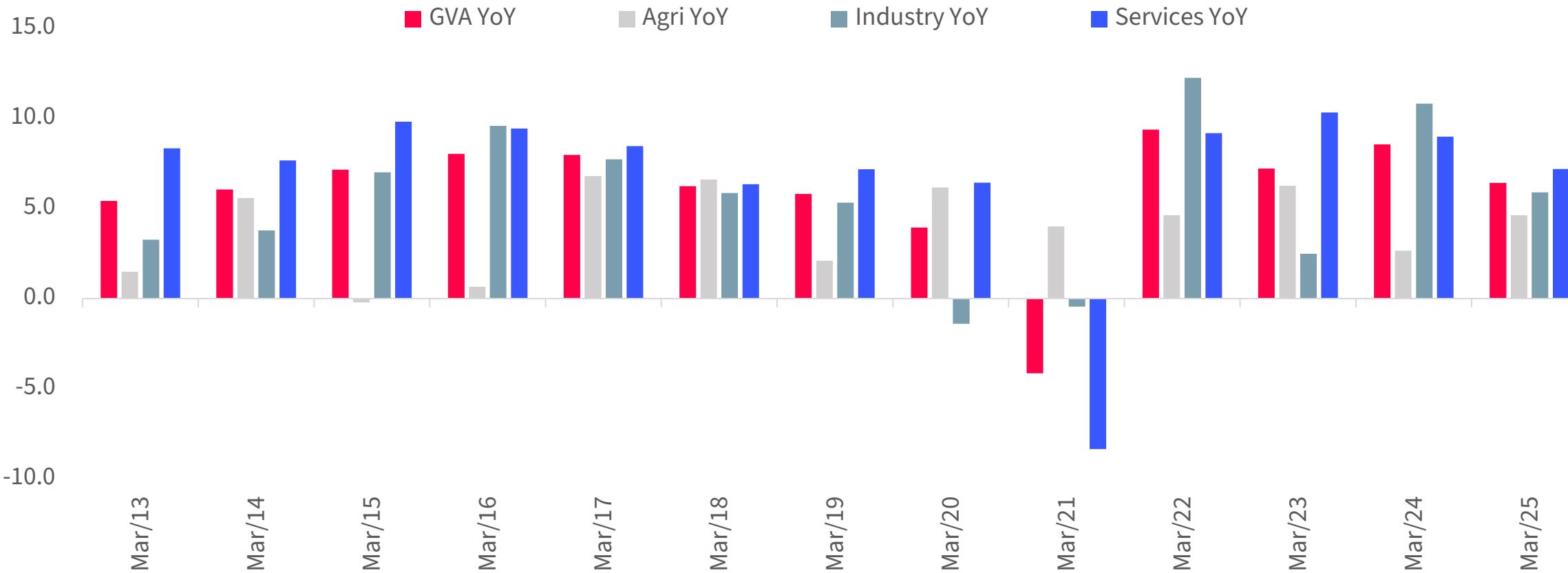
~31.5% of the workforce in India, is **employed by the Service Sector**

22% increase expected in overall employment by 2028*,
Service Sector Is Expected To Lead The Surge In Job Creation

India remained amongst the Top Five countries in terms of services exports in FY25

Services Grows Faster Than GVA

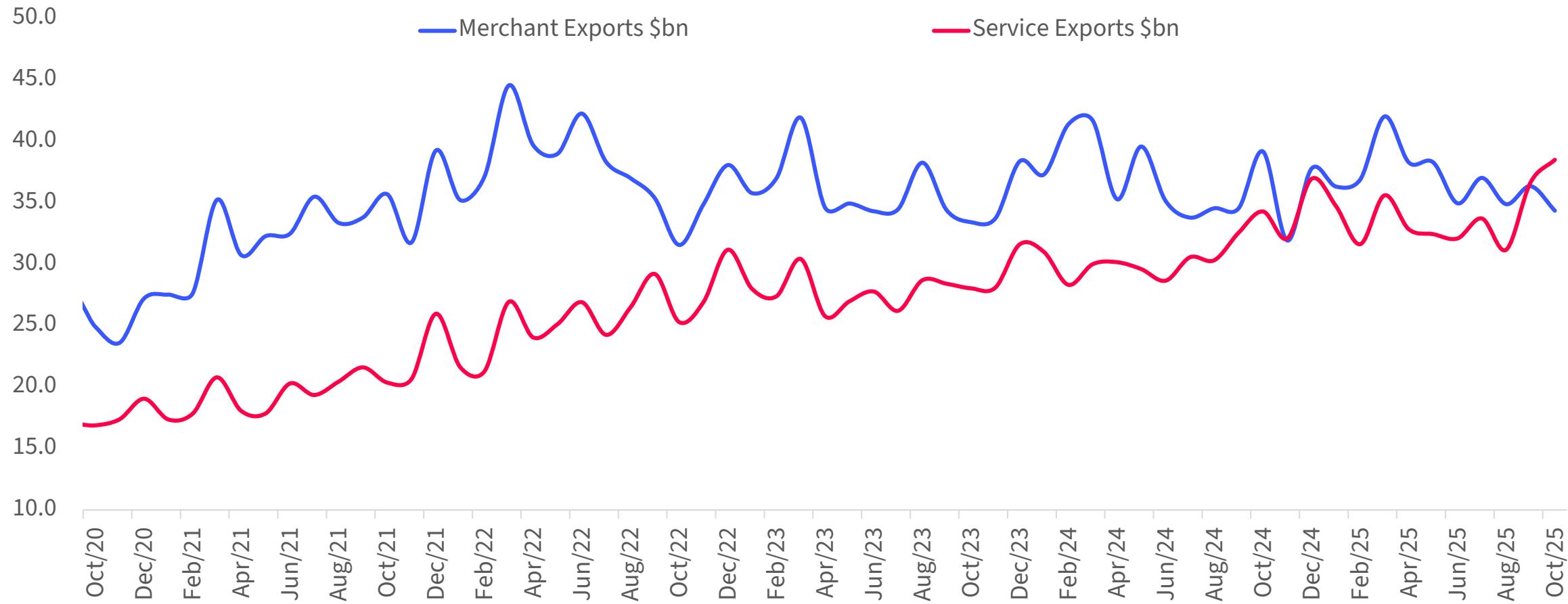
- Service sector typically grows faster than agriculture and industry
- Over the last 13 years, average GVA is 6.0%, Agriculture growth is 3.9%, Industry growth is 5.5% and Service growth is 7.0



Source: B&K securities. Data as of FY'25. The stocks/sectors mentioned in this slide do not constitute any recommendation and Kotak Mahindra Mutual Fund may or may not have any future position in these sectors/stocks. . GVA stands for Gross Value Added., YOY stands for Year on Year

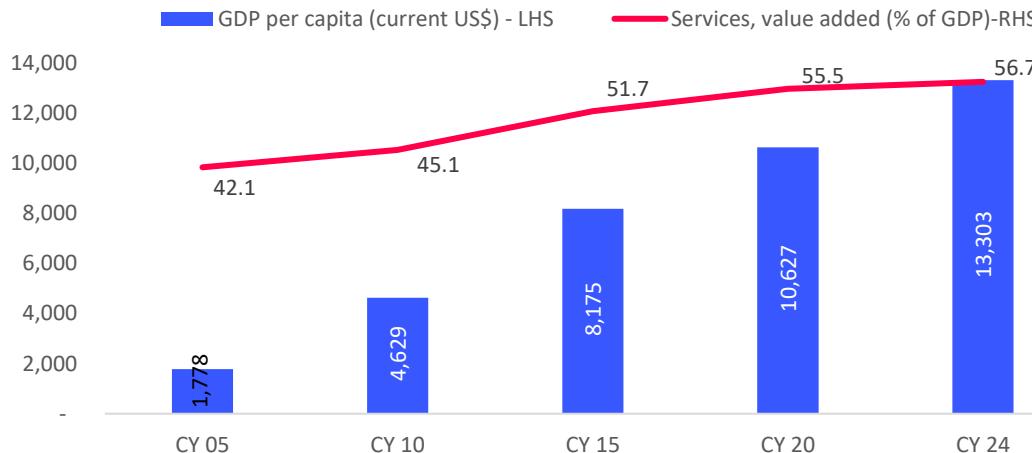
Service Exports Are Booming

Service exports higher than merchant exports in Oct- 25

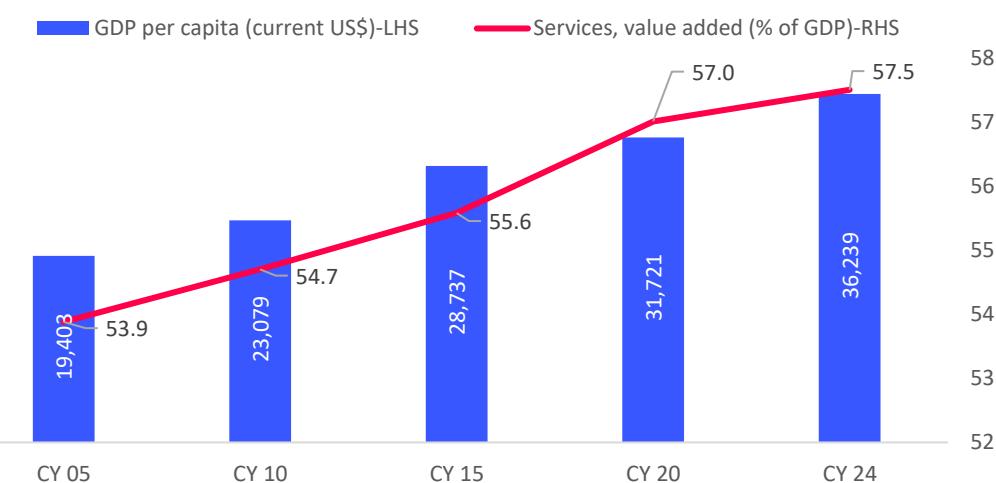


Per Capita GDP Growth Fuels Services Boom

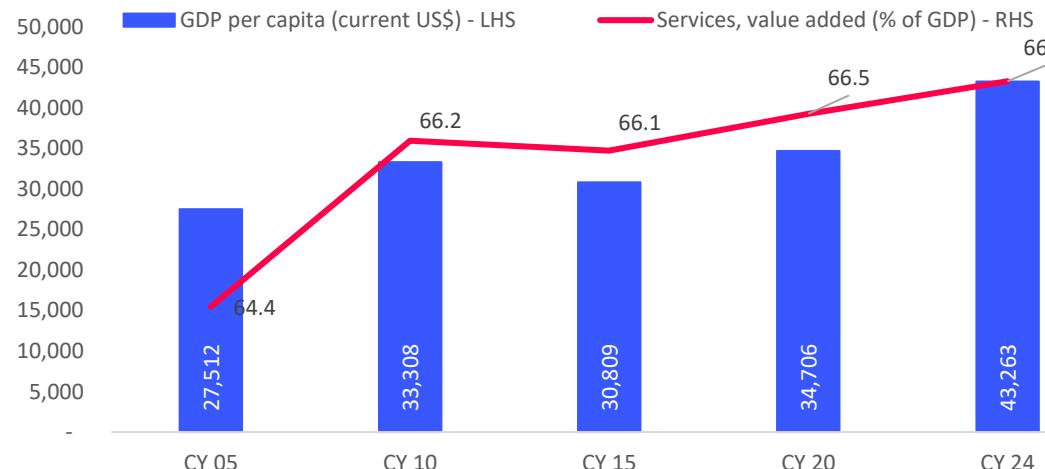
China



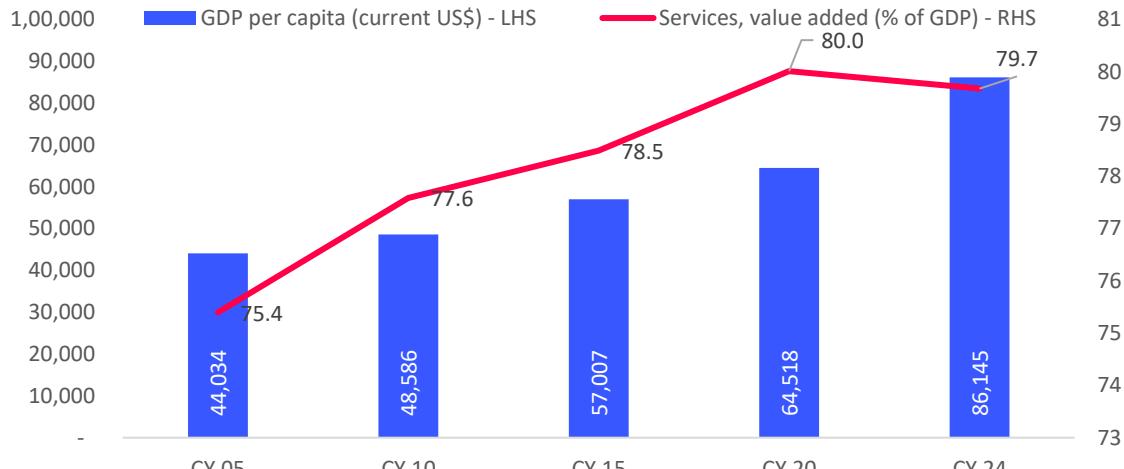
Korea



Europe



US



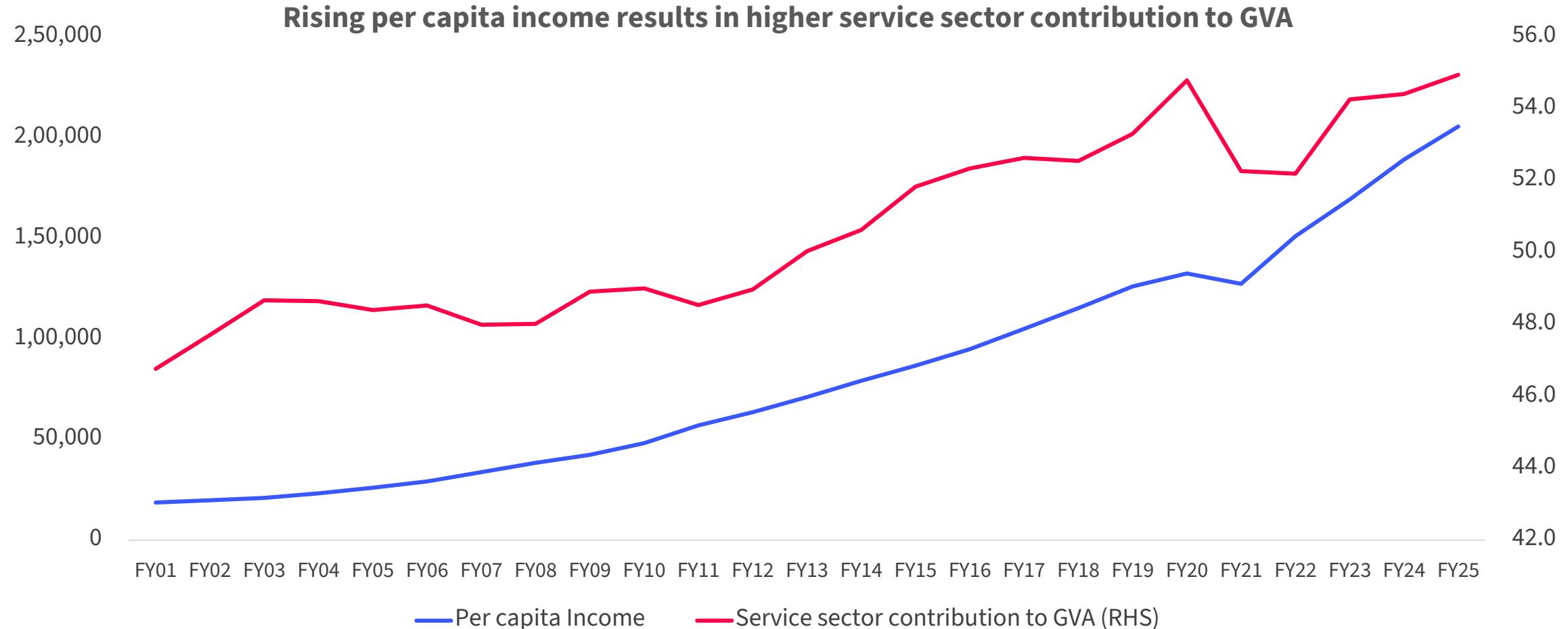
Source: Morgan Stanley, Bloomberg, data as on CY24. This is the latest data available.

Critical Drivers Of Services



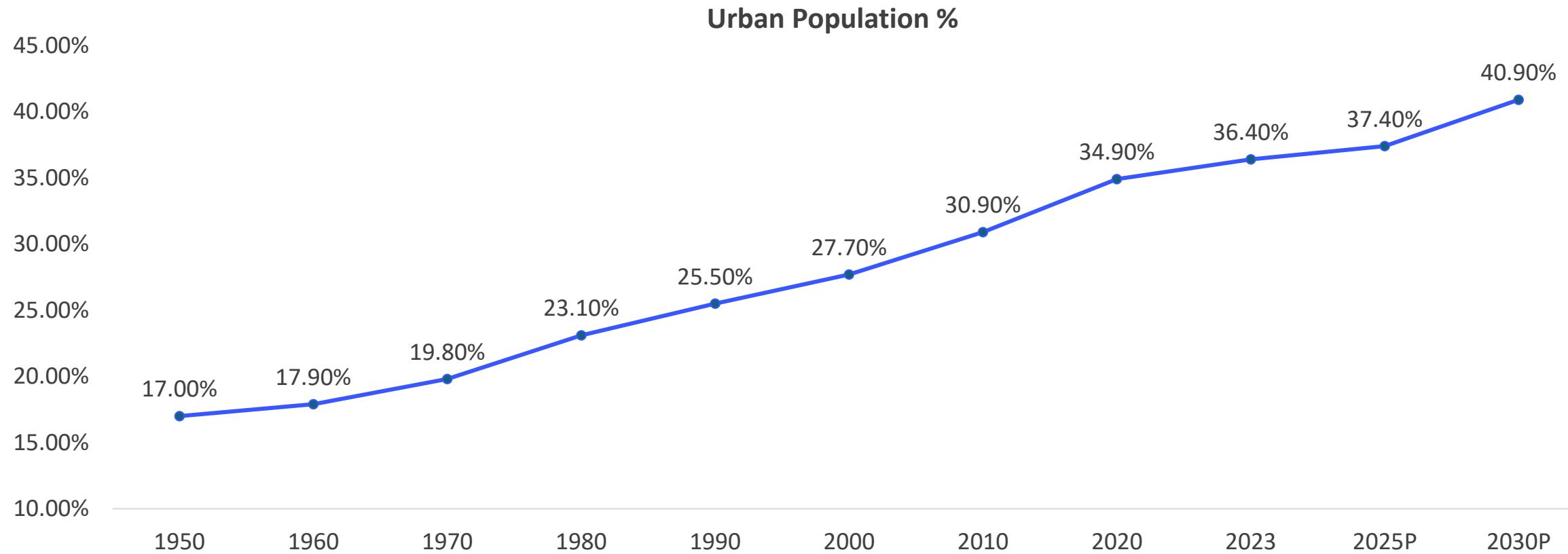
Rising Per Capita Income Drives Service Sector

Critical driver of service sector growth is rising per capita income



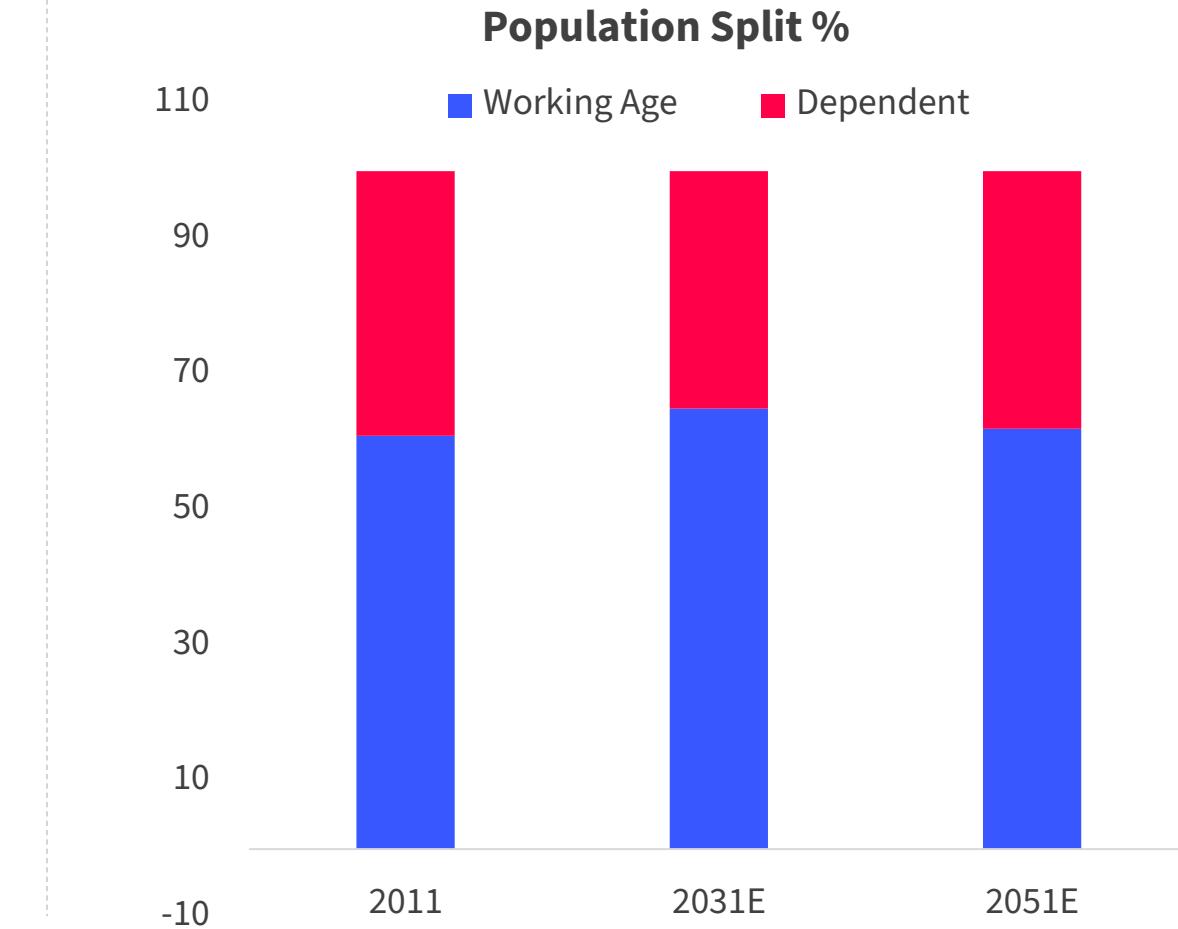
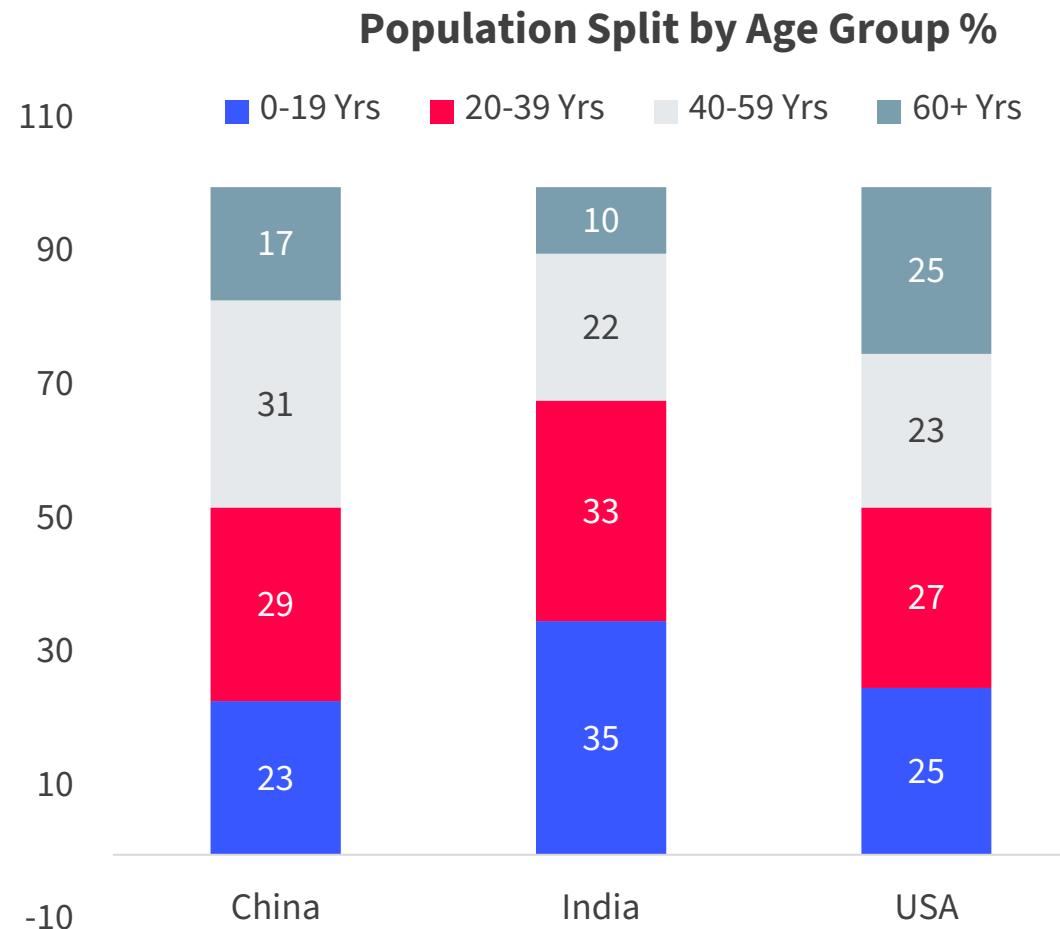
Urbanization Of Economy

India is urbanizing rapidly. By 2036, its towns and cities will be home to 40% of the population, up from ~36% in 2023, with urban areas contributing almost 70 percent to GDP.

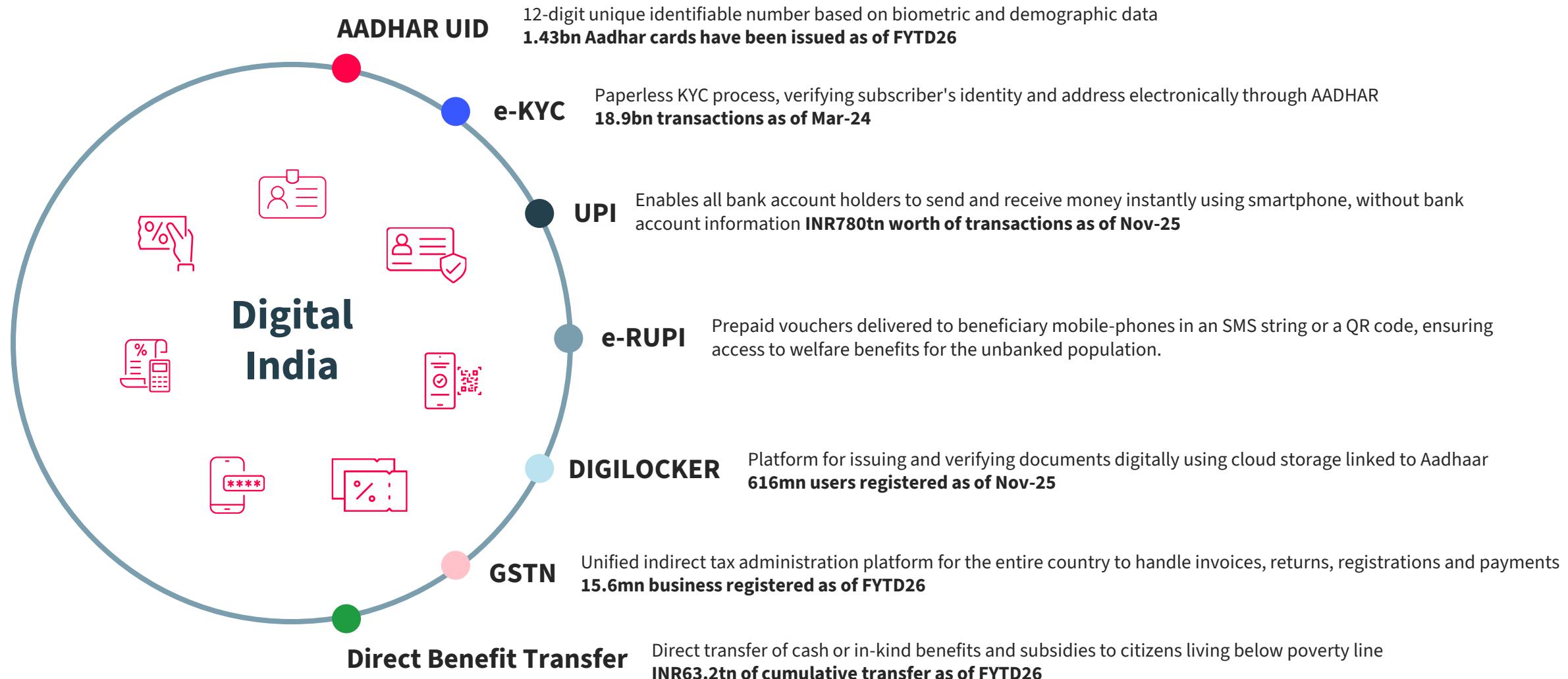


Demography: India Young In An Ageing World

India's Winning Combination= Young Population + Rising Working Age Population



Digitization Is Aiding Services Growth



Deep Dive : Sub Sector Surprises



Consumer Services: India Is Equivalent To Different Countries In Diversity & Scale



India Consumer Stack – The 123 Framework

Classification	Class	No. of households	Avg. Per capita Income
INDIA 1 (equivalent to Mexico)	Consuming Class	~30-40mn	>\$ 15,000
INDIA 2 (equivalent to Indonesia)	Aspirant Class	~70-80mn	~\$ 3,000
INDIA 3 (equivalent to Sub-Saharan Africa)	Unmonetisable Class	~225-230mn	~\$ 1,500

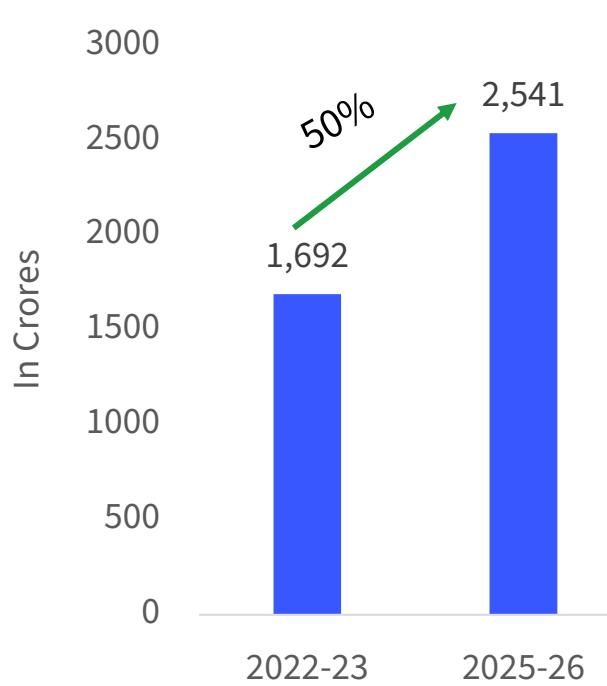
Source: Avendus Spark Capital,. The above mentioned names of digital services are only for understanding purposes and shall not be construed as any kind of solicitation. The stocks/sectors mentioned in this slide do not constitute any recommendation and Kotak Mahindra Mutual Fund may or may not have any future position in these sectors/stocks.

Tourism Transformation: Funding, Infrastructure & Opportunities

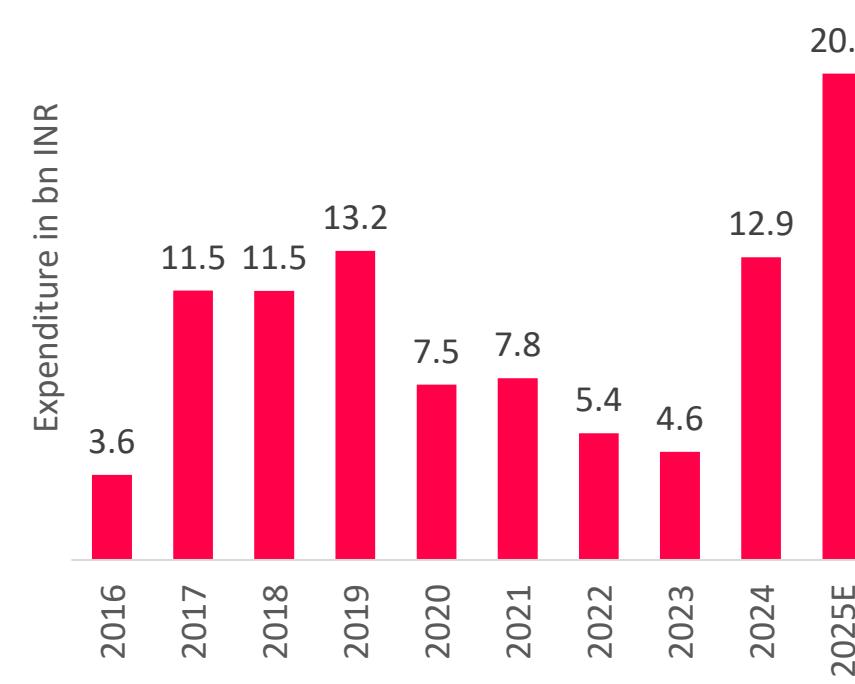


The Indian Government continues to invest in the Tourism Industry and are set to create millions of jobs in the next decade.

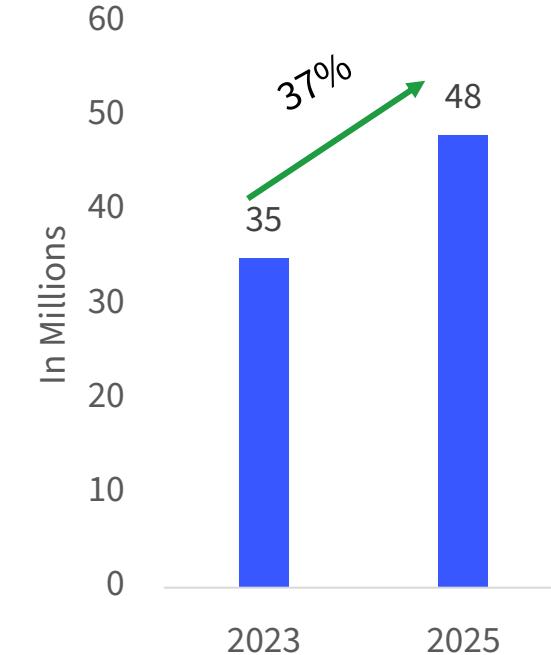
Higher budget allocation for tourism sector



Expenditure Of Infrastructure In Tourism Sector



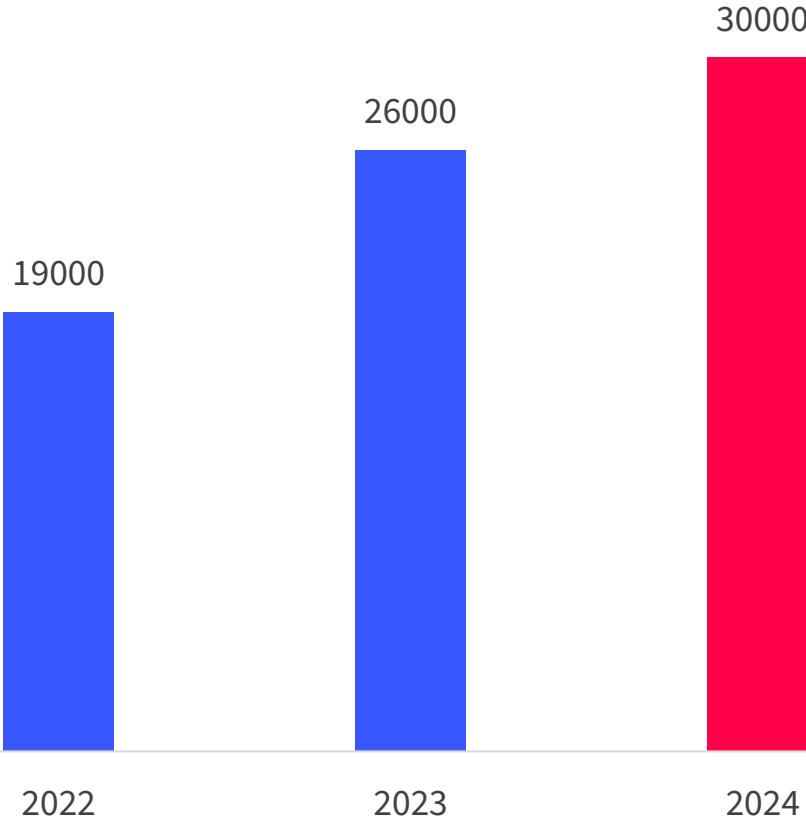
Jobs in Tourism



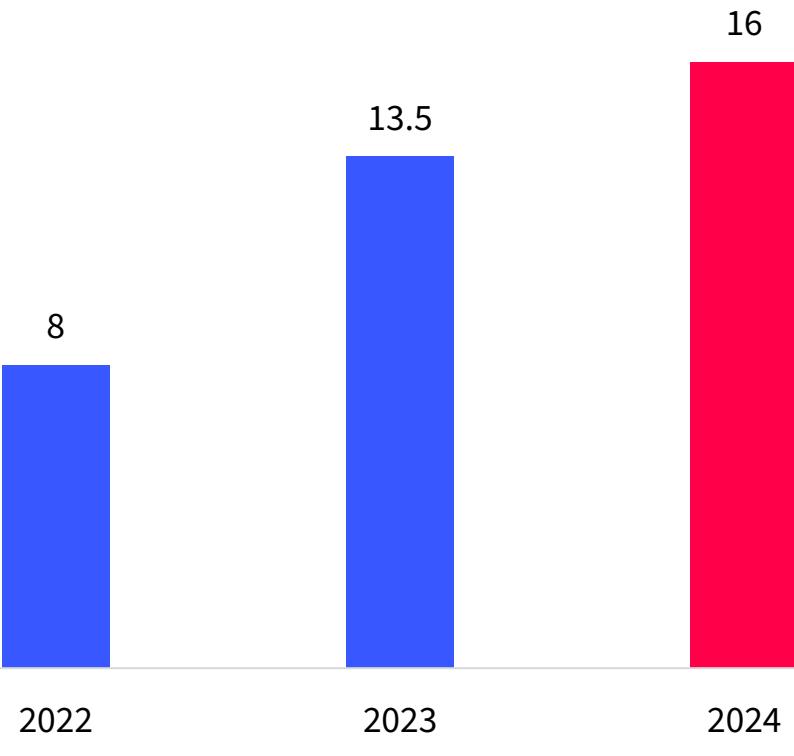
Source: IBEF Report, Aug 2025, Feb 2025 | Statista, January 2024 . As per the latest available data. The stocks/sectors mentioned in this slide do not constitute any recommendation and Kotak Mahindra Mutual Fund may or may not have any future position in these sectors/stocks.

Rise In The Experience Economy

BookMyShow - Growth in number of events



Growth in event attendance (in Mn)

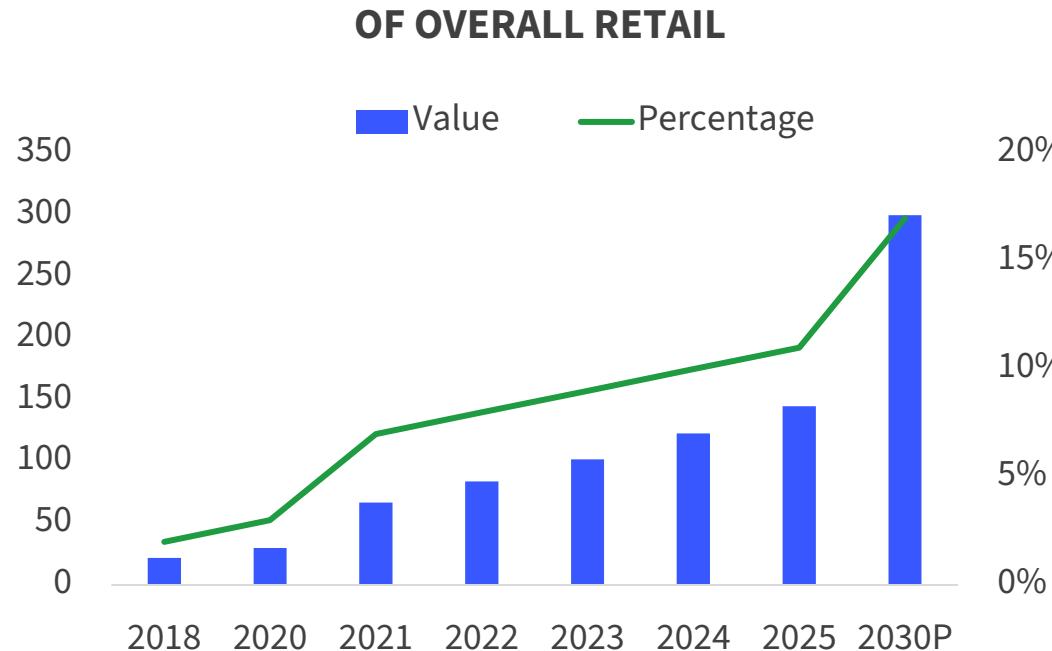


Source: Bookmyshow, Yourstory, Mediabrief, CNBCTV18, Fortune India. Data as of 2024. This is the latest data available. The stocks/sectors mentioned in this slide do not constitute any recommendation and Kotak Mahindra Mutual Fund may or may not have any future position in these sectors/stocks.

Internet Market Opportunity Is Huge In India

Internet Market Size in India sees exponential growth

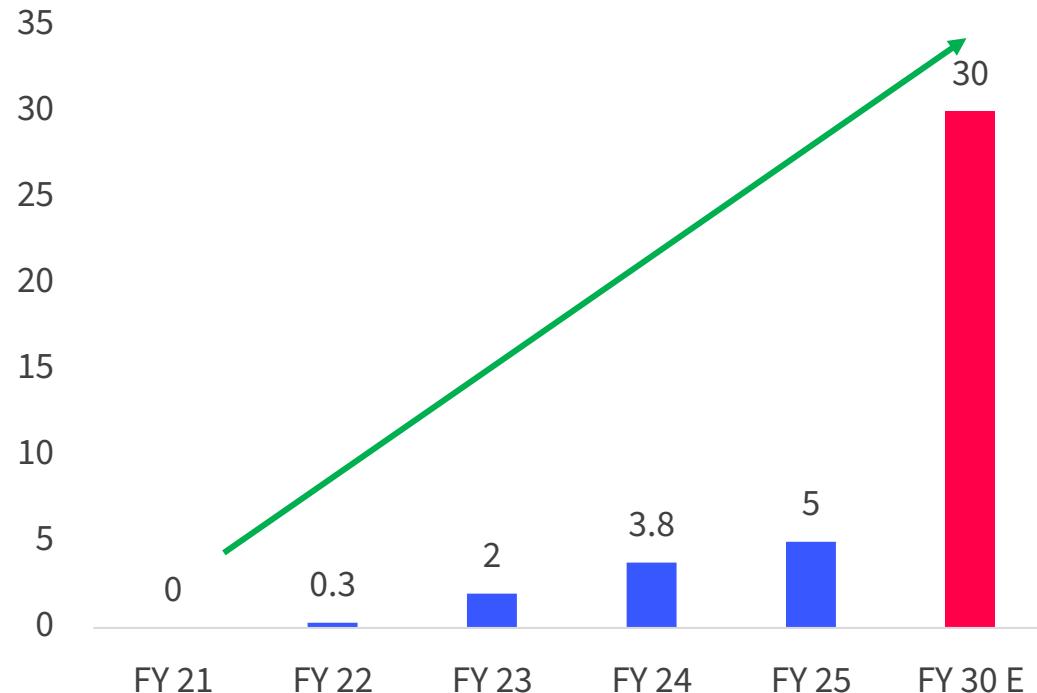
E-COMMERCE MARKET SIZE (USD BN) AND %



Source : Bessemer Venture Partners, <https://www.ibef.org/industry/ecommerce> ; <https://assets.kpmg.com/content/dam/kpmg/pdf/2014/11/BBG-Retail.pdf>; <https://www.statista.com/statistics/935872/india-retail-market-size/>

Quick Commerce is re-defining retail

Indian Quick Commerce GMV (USD Bn)

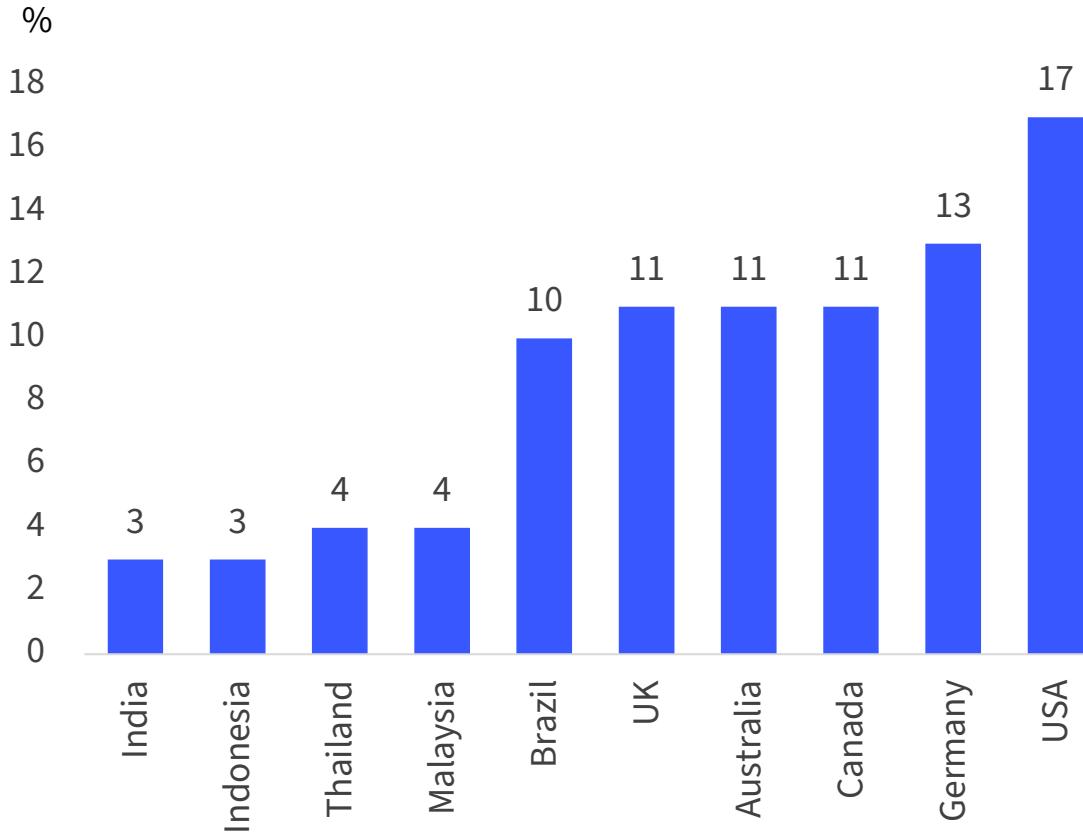


Source: statista, Bessemer Venture Partners

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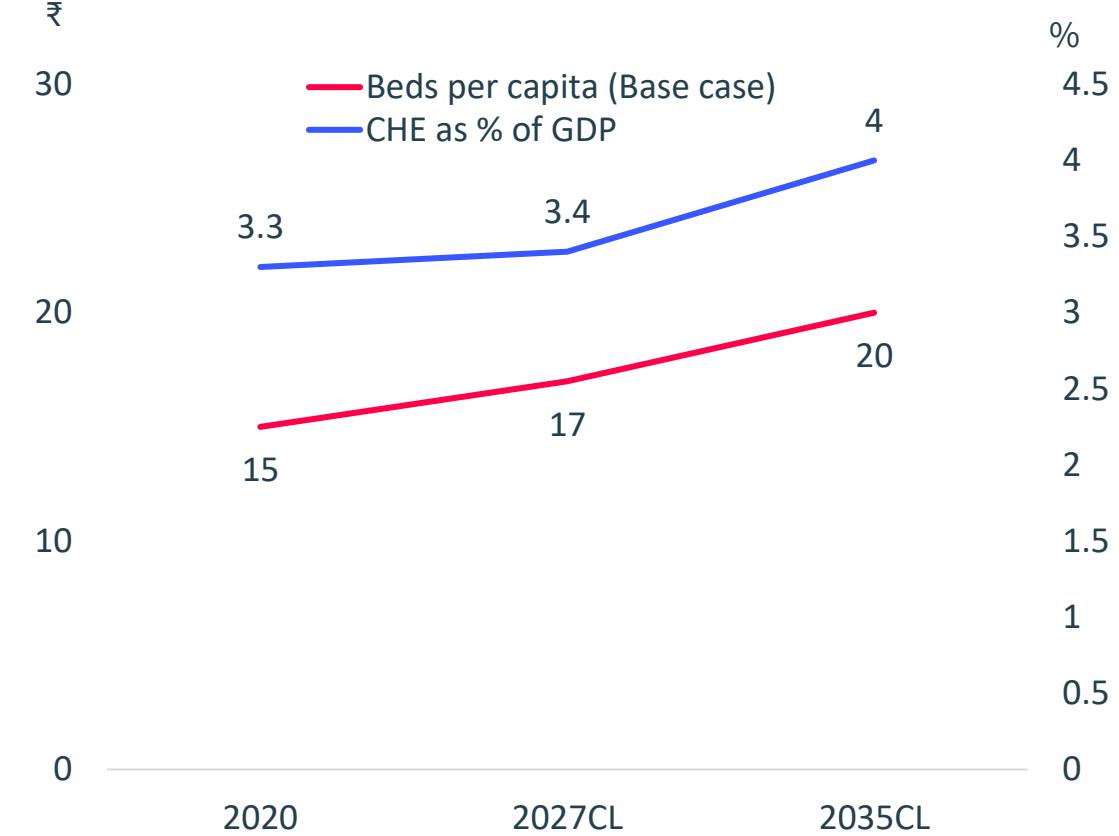
Healthcare Spending In India To See Steady Increase

Global Healthcare expenditure as percentage of GDP shows potential



Source: Global Health Expenditure Database, WHO, CLSA India Hospitals Report 14th Nov 2024. As per latest available data

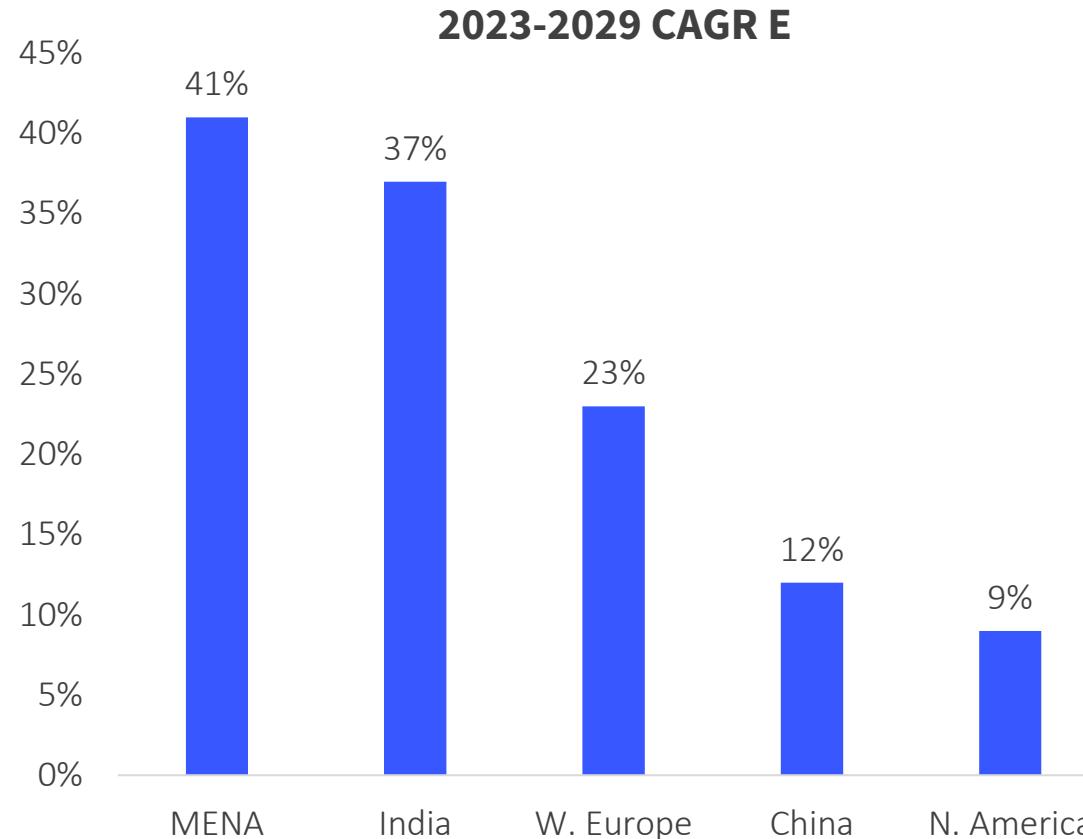
India hospital spending to significantly expand



Source: CLSA, World Bank | Catastrophic Health Expenditure (CHE). Figures for 2027 and 2035 are estimates | Data as of Apr-2025. As per latest data available

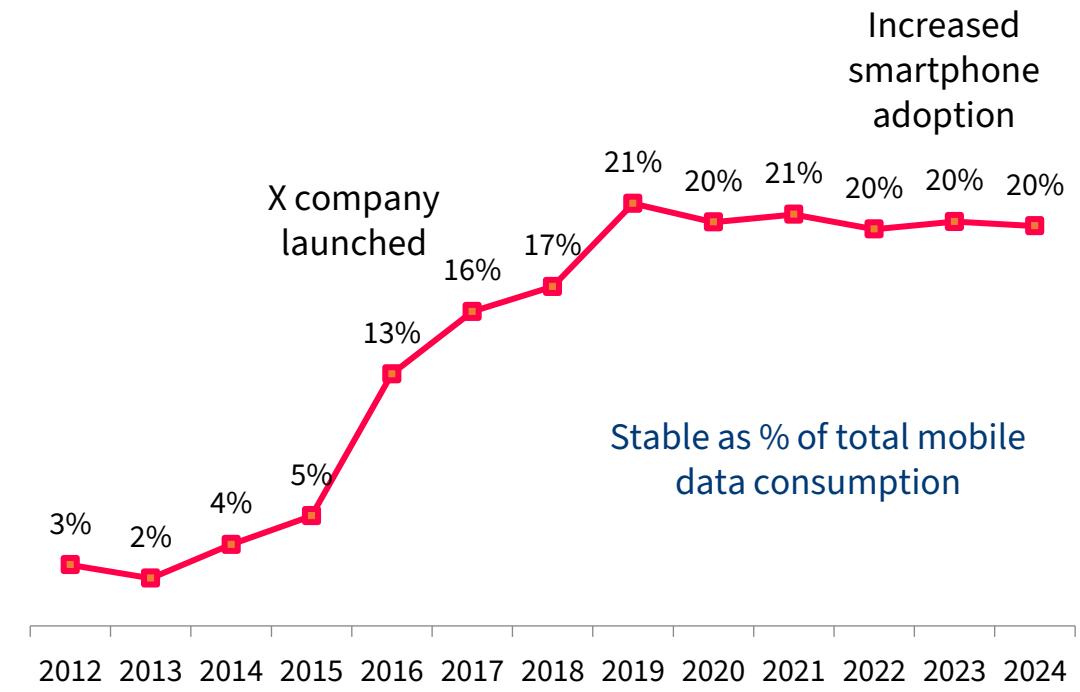
Telecom Sector Sees Rising User Base & Data Usage

India Inclined To Be Amongst The Top Countries In 5G Subscriptions#



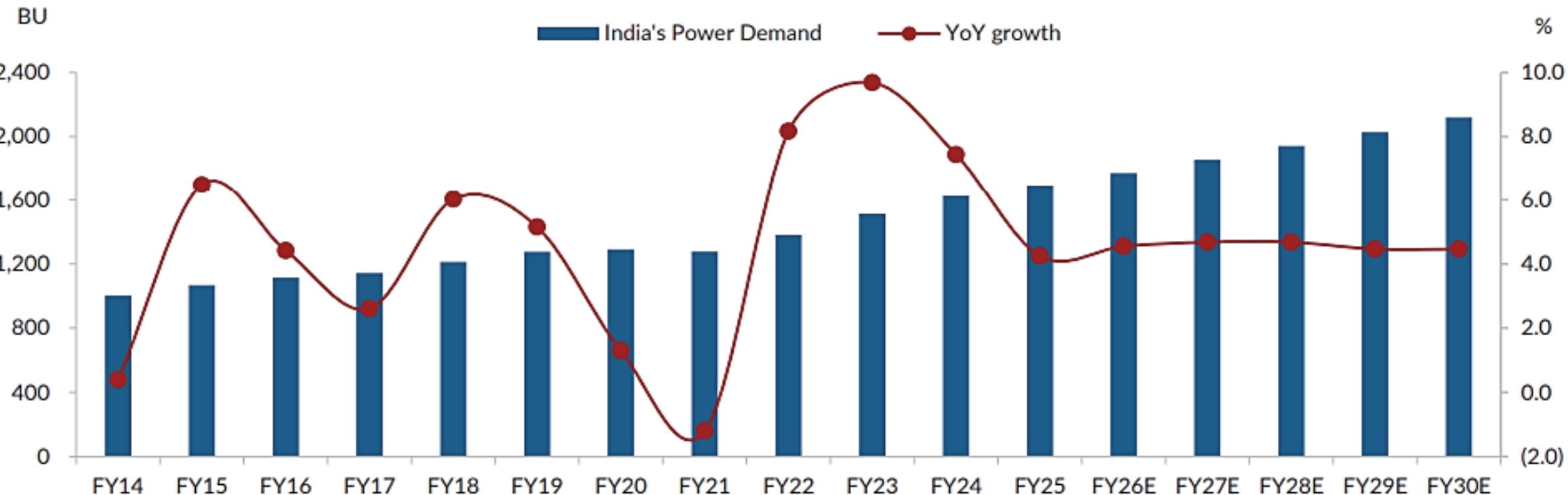
India's mobile data contribution to the global level has been stable for the last 6 years

India Mobile Data Consumption as % of Global Mobile Data Consumption



Power: Potential Beneficiary from India's Growing Demand

Demand for Power is growing at a CAGR of 4.6% for FY26-30



This demand is without taking into account the data centre's demand.

With data centers into account, the demand will be higher

Financial Services Not Just Limited To Banks; It's A Highly Diversified Sector



Banks

PSU Banks

Private and Small
Finance Banks

Payment Banks

NBFCs

Asset Fin NBFCs

HFCs

MFI

Insurance

Life Insurance

General Insurance

Health Insurance

Capital Markets

Brokers

Exchanges

Asset Managers

Asset Management Company

Wealth Management

Fintech

Payments/Fintech

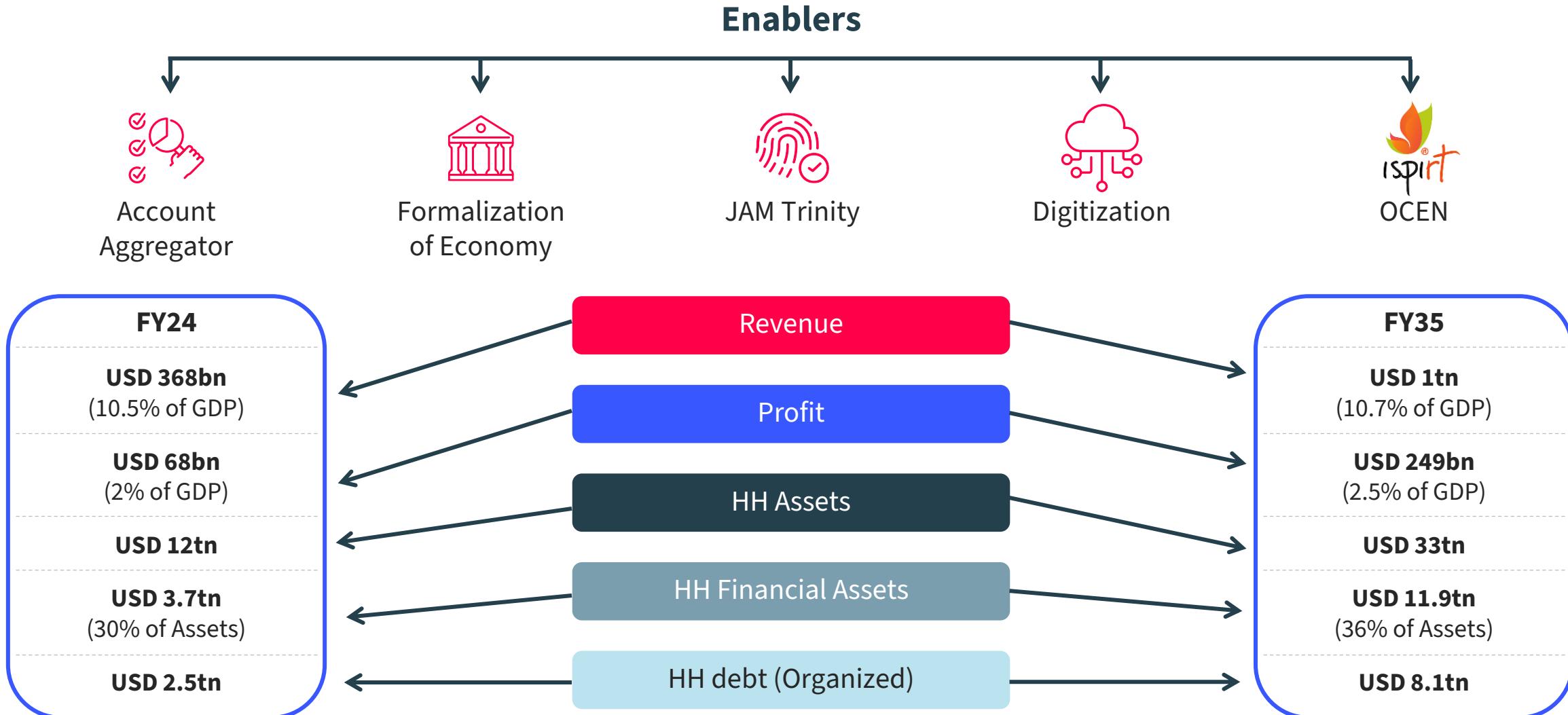
Insuretech

Others

Market Infra Players

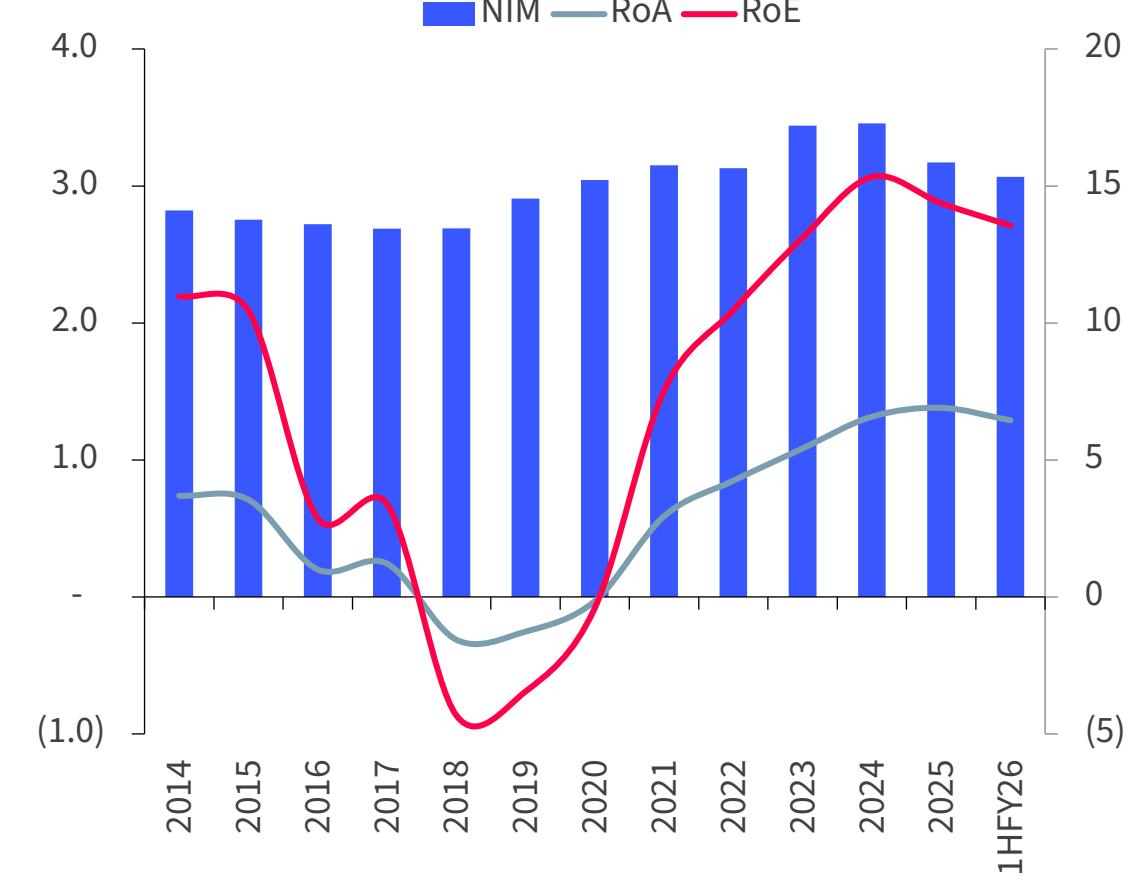
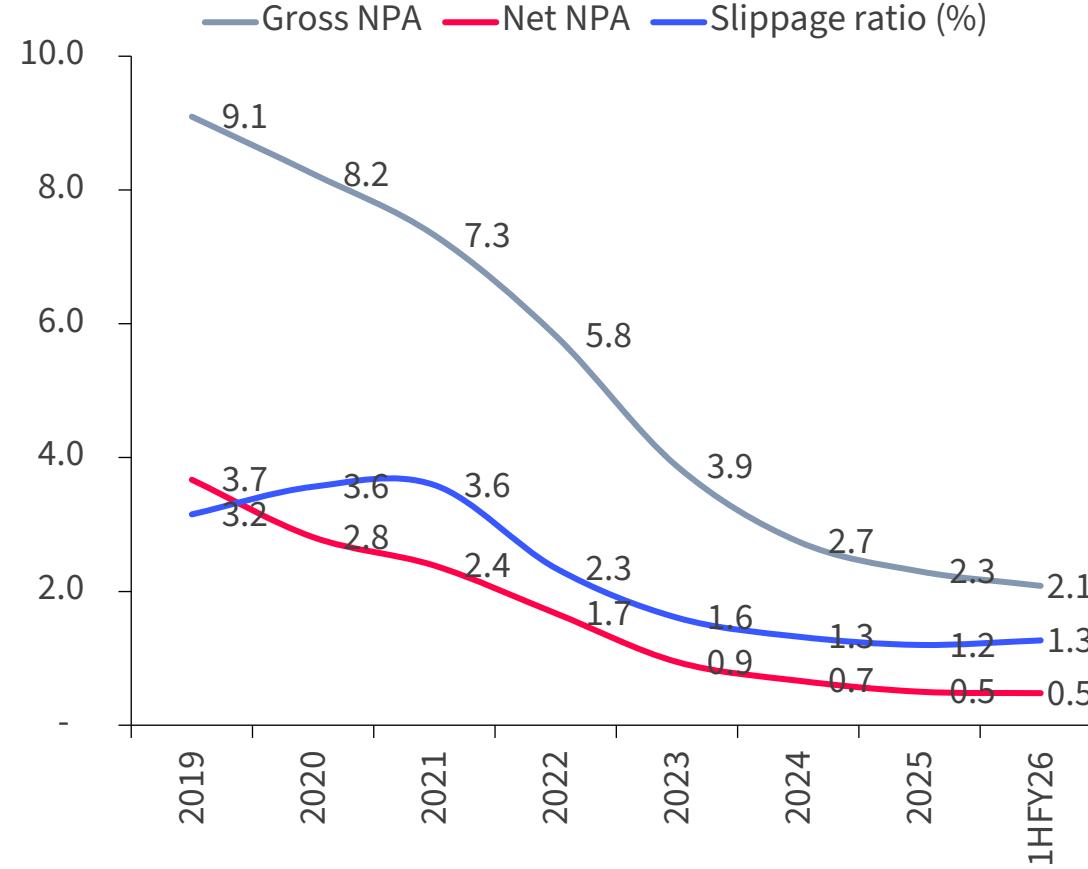
Cash Management / Holding Cos.

Financial Services Poised For Major Transformation In A Pivotal Decade Ahead



Banks Have Seen Improving Growth And Profitability

Asset Quality And Profitability Have Steadily Improved Over The Past Few Years



Source: RBI Trend and Progress Report Dec'24 . As per latest available data

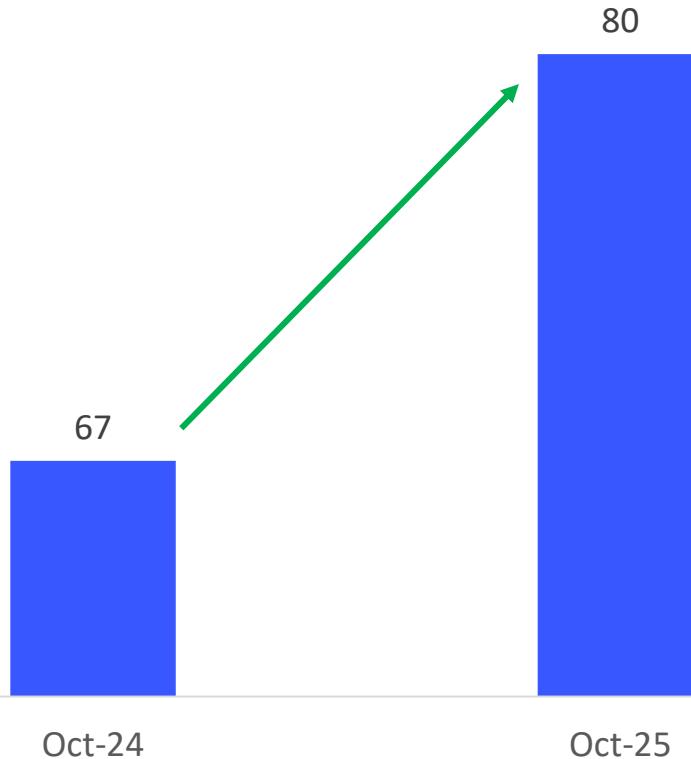
GNPA – Gross Non-Performing Assets; NNPA – Net Non-Performing Assets ; NIM – Net Interest Margin; RoA – Return on Assets; RoE – Return on Equity

Capital Markets Witnessing Growth With Addition Of New Entrants In the Markets



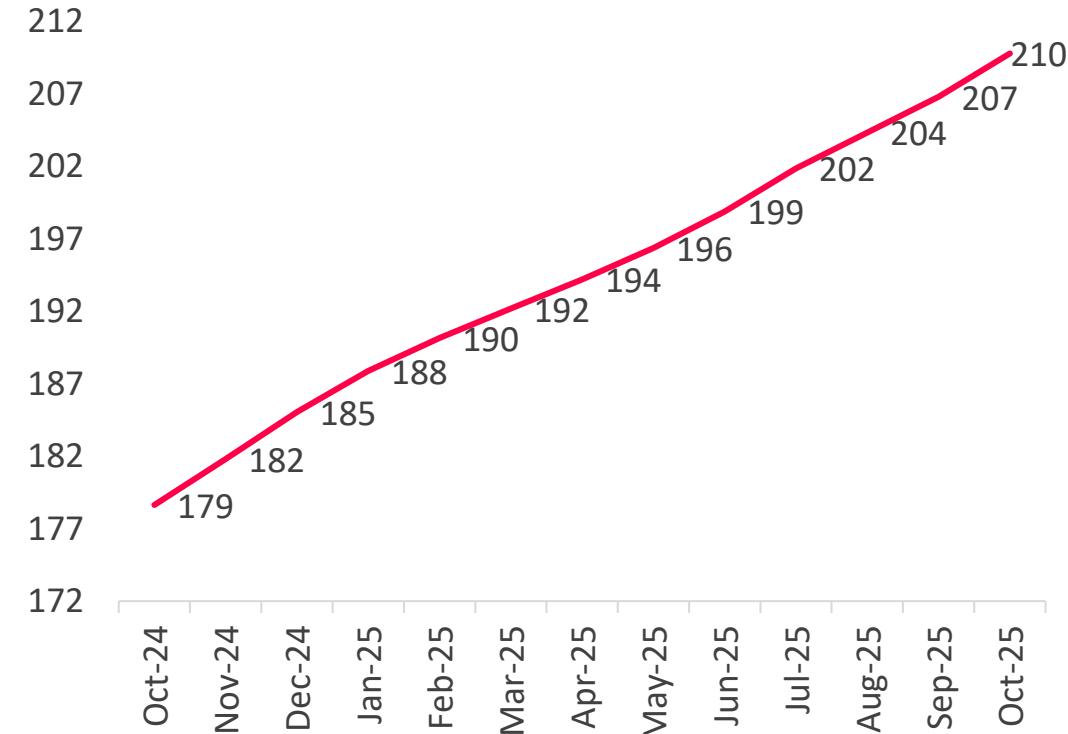
Rising Mutual Fund Assets

AAUM INR Tn.



Demat Accounts Crossed The 20 Crore Mark In July-25

Demat Account In Millions



Source: AMFI, NSDL, CNBC | Data As on 31st Oct 2025 | The stocks/sectors mentioned in the presentation ahead do not constitute any kind of recommendation and are for information purpose only. Kotak Mahindra Mutual Fund may or may not hold position in the mentioned stock(s)/sector(s). Past performance may or may not be sustained in future. Kotak Mahindra Asset Management Company Limited (KMAMC) is not guaranteeing or promising any returns/futuristic returns.

Technology Industry: FY25E Snapshot View.



7.3%

Relative share of GDP



\$224.4 Bn

Tech Export Revenues



40K+

Tech Firms in India



36%

Women in Tech Industry



\$283 Bn

Tech Industry Revenue



57-58%

Share in Global Sourcing



5.8 Mn

Talent in the Tech Industry



1700+

Global Capability Centers (GCCs) in India



43-45%

Share in India's Services Export



\$58.2 Bn

Tech Domestic Revenues



32-35K

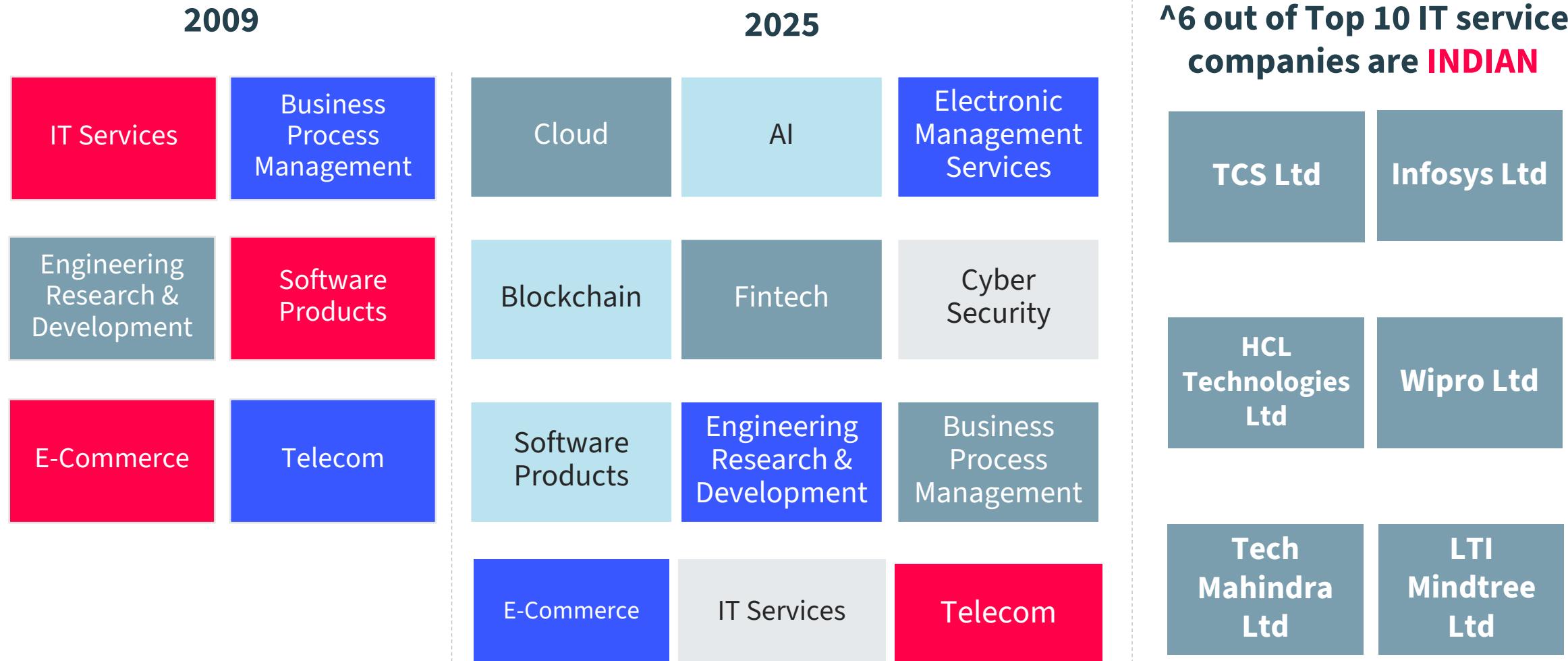
Tech StartUps in India



90k

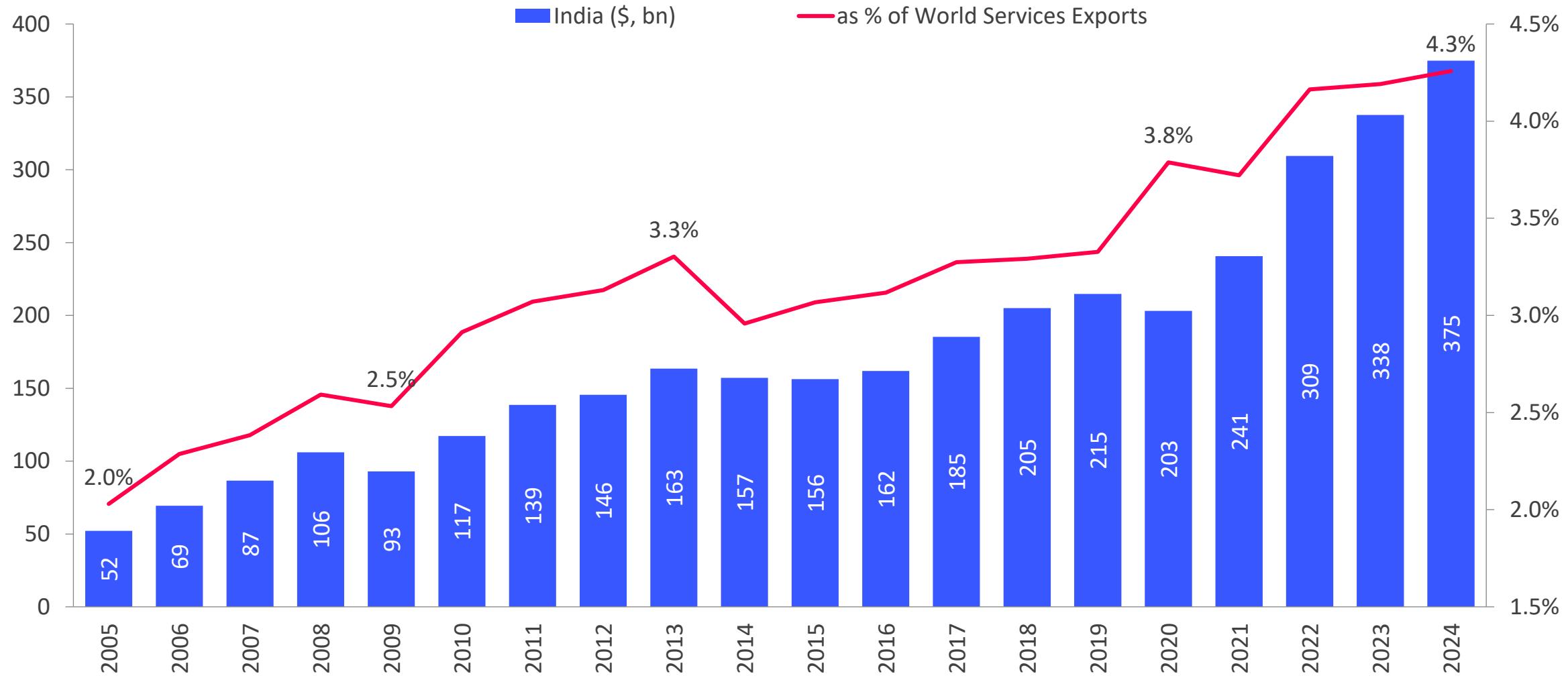
Tech Patents Filed in India in CY24

India IT Has Reinvented Itself In Every Cycle

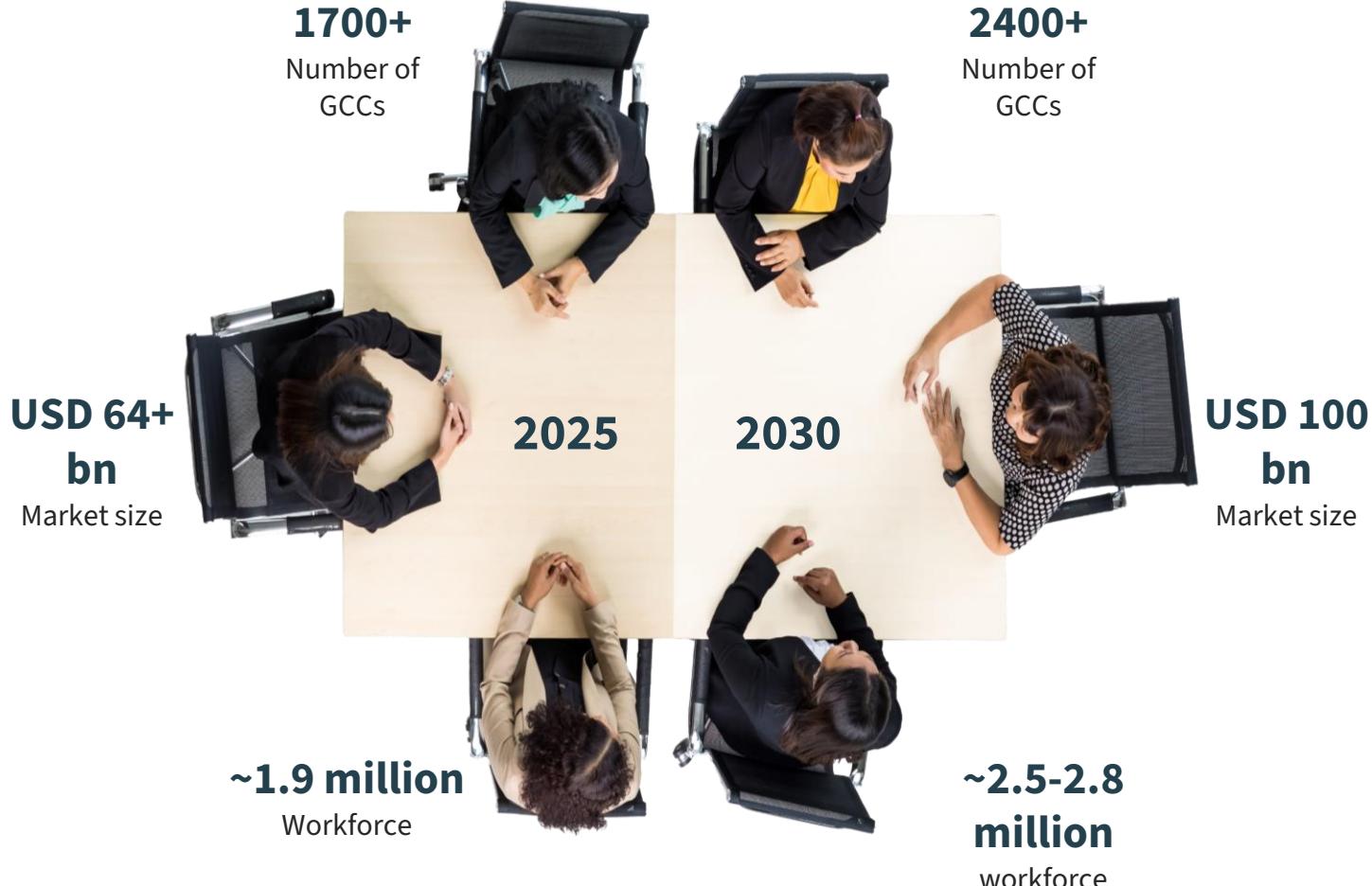


Source: KMAMC Internal, [^]Data as on Nov-25, NSE Indices/BSE India/Recognized Stock Exchange. TCS=Tata Consultancy Services, HCL Technologies = Hindustan computers Ltd technologies. The stocks/sectors mentioned in this slide do not constitute any recommendation and Kotak Mahindra Mutual Fund may or may not have any future position in these sectors/stocks. Use of the company names does not imply any affiliation with or endorsement by them. The scheme does not assure or predict any specific returns or future returns.

Higher Exports Imply India To Be The Office To The World



By 2030, GCCs Are Expected To Drive 2% Of GDP And 2.8M Jobs



Source: National Association of Software and Service Companies (NASSCOM), Industry

The portfolio and its composition is subject to change and the same position may or may not be sustained in future. The fund manager may make the changes, as per different market conditions and in the best interest of the investors.

Maharashtra, Brookfield to create Asia's biggest GCC; \$1 bn investment lined up

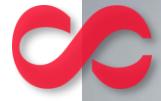
The upcoming facility is expected to employ 45,000 people directly and indirectly, with an MoU to be signed soon

By Vallari Sanzgiri

Updated - December 12, 2025 at 10:11 PM.

Source: The Hindu, Dec 12, 2025

Why Invest In Services Now?



Rising Growth Potential

Largest slice of
India's economy

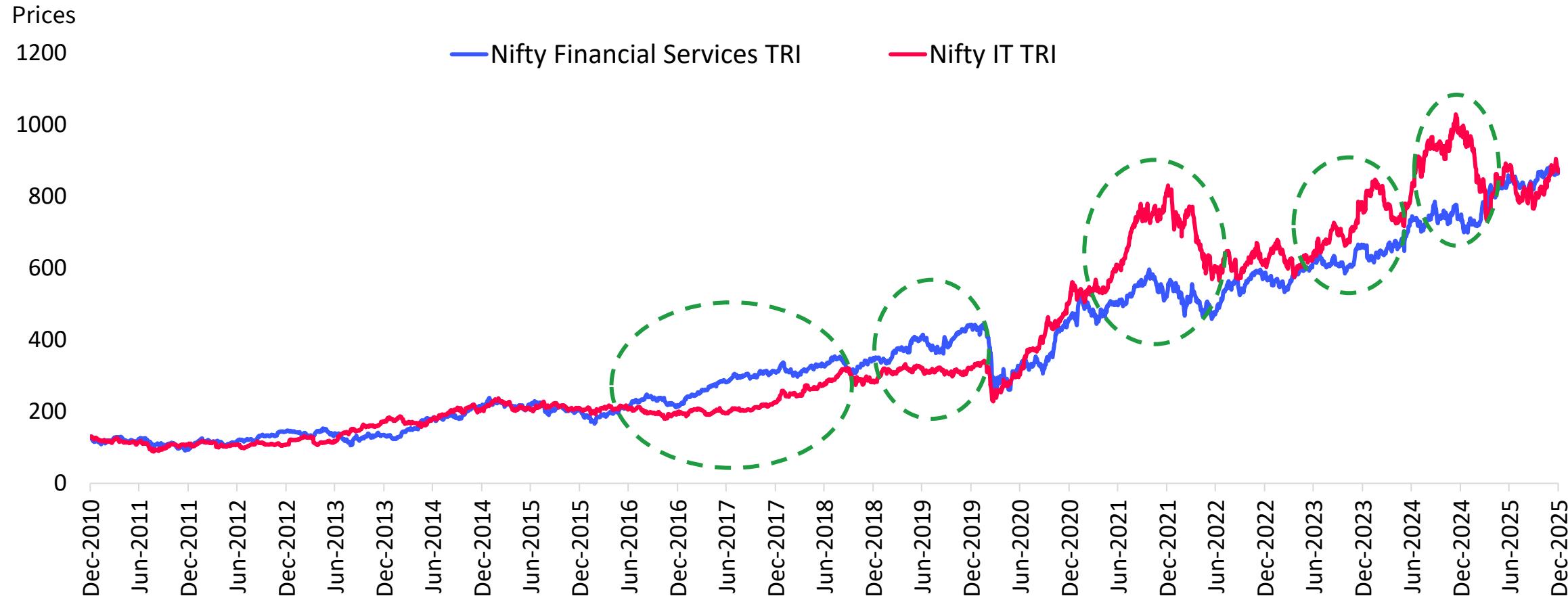
Robust Demand

Aided By
Digitization

Supportive
Government
Policies

Consumer Shift towards
Premium & Personalized
Services

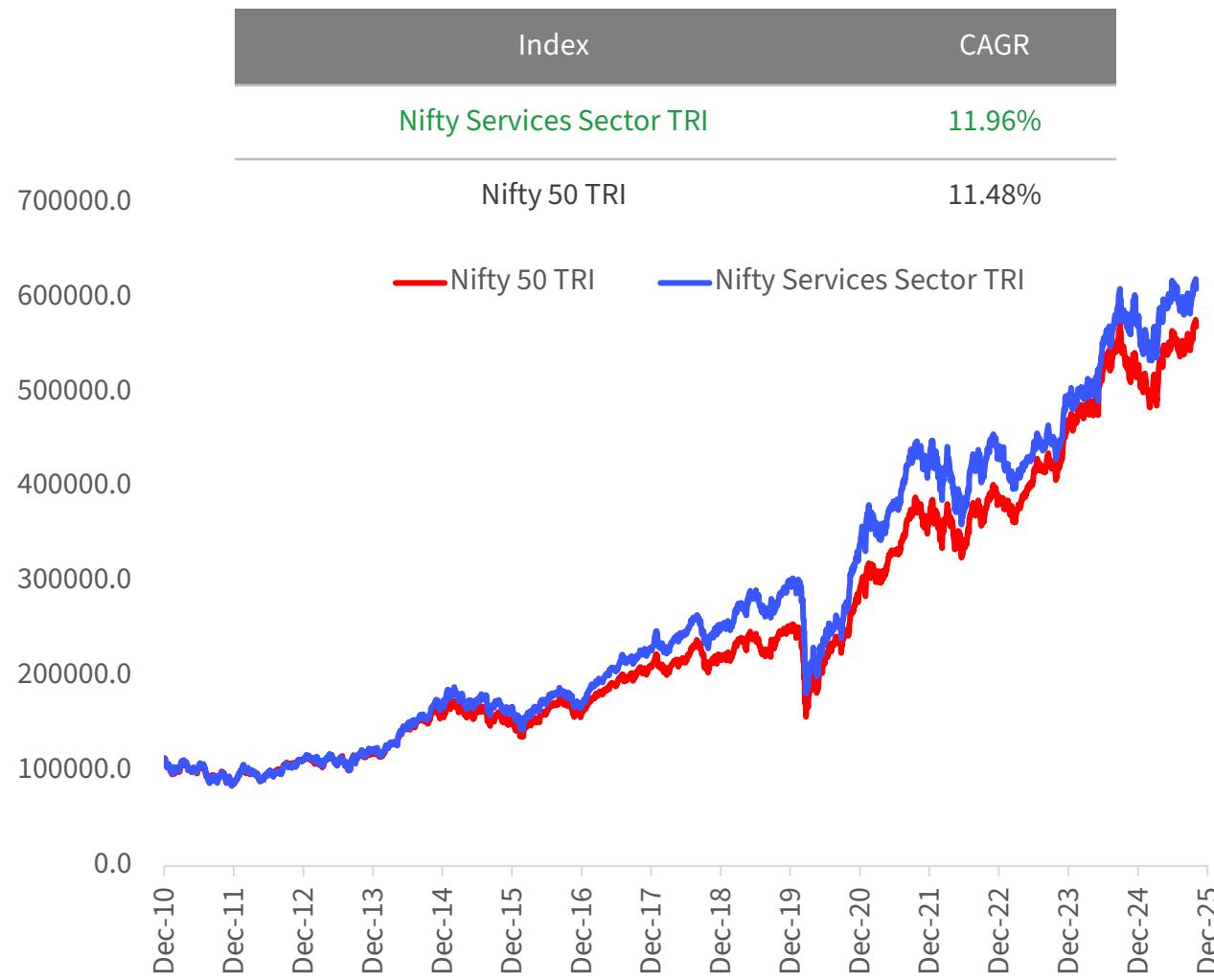
Historically, Financial Services & IT Sector Have Moved In Opposite Directions



Active management can help with dynamic sector allocation

Source: NSE, Data as of Dec 2025 | Past performance may or may not be sustained in future. The performance of the index in no manner represent the performance of the scheme. KMAMC is not guaranteeing/predicting/forecasting any returns.

Long Term Record Shows Outperformance



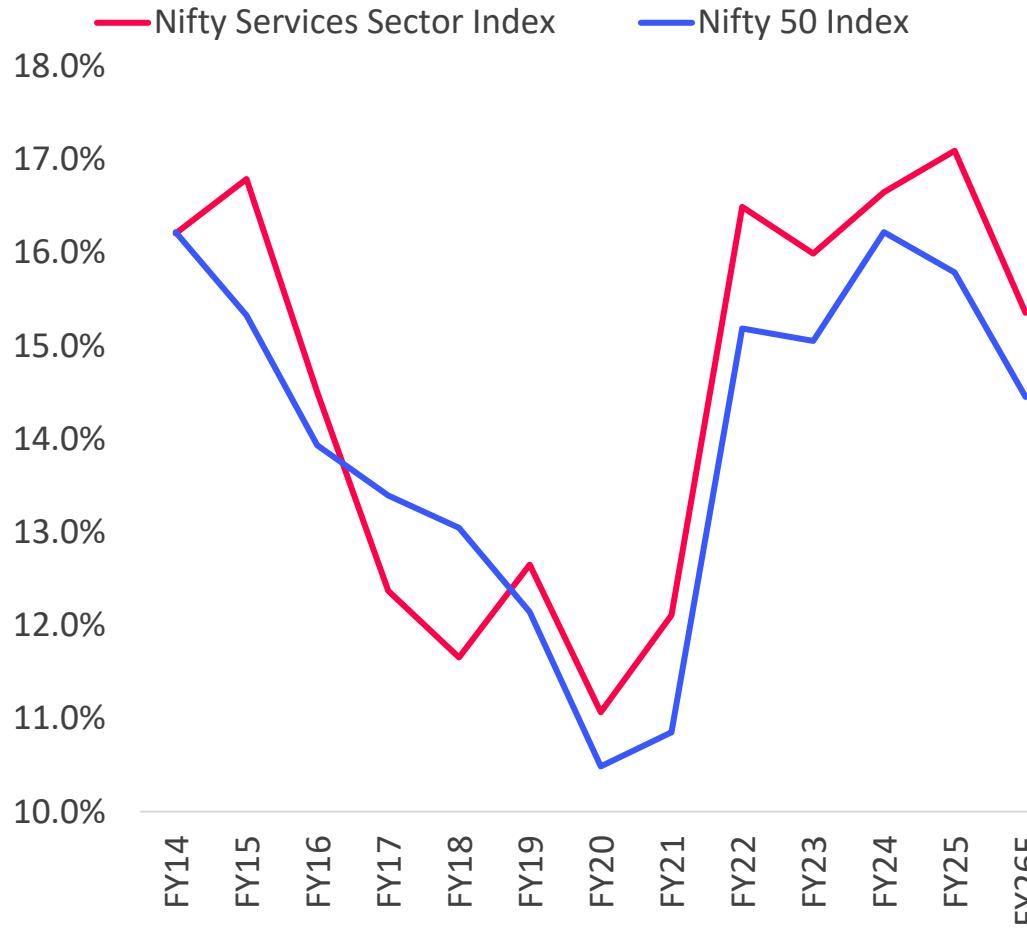
Nifty Services Sector TRI has outperformed in 9/16 calendar years

Return Date	Nifty 50 TRI	Nifty Services Sector TRI
2010	19.22	20.57
2011	-23.86	-23.45
2012	29.25	28.36
2013	8.07	10.13
2014	32.90	39.70
2015	-3.01	-2.10
2016	4.39	2.43
2017	30.36	33.64
2018	4.61	9.90
2019	13.48	18.32
2020	16.09	13.50
2021	25.59	25.52
2022	5.71	3.05
2023	21.36	12.85
2024	10.00	14.74
2025	11.88	8.52

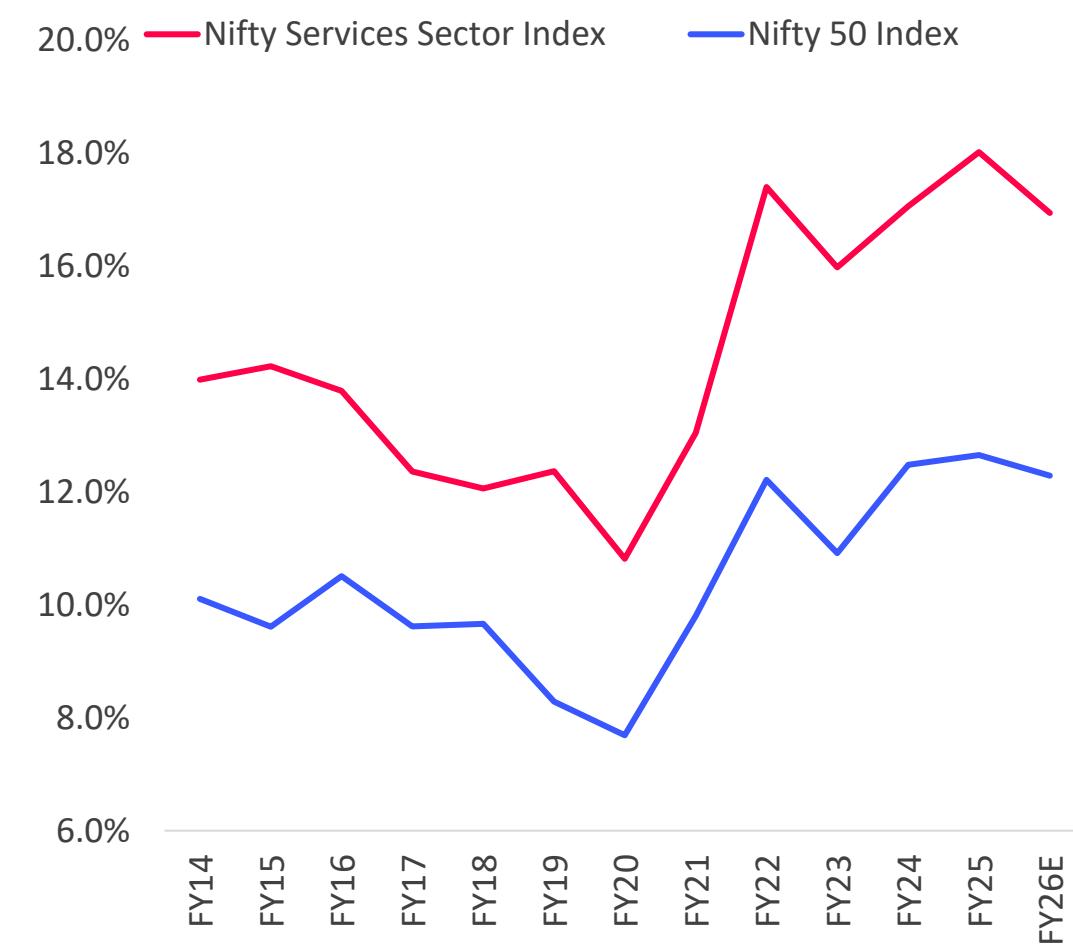
Source: ICRA MFI, Data as on 31st December 2025 | Past performance may or may not be sustained in future. KMAMC is not guaranteeing/predicting/forecasting any returns. The performance of the index in no manner represent the performance of the scheme.

Combination of Quality & Profitability

ROE



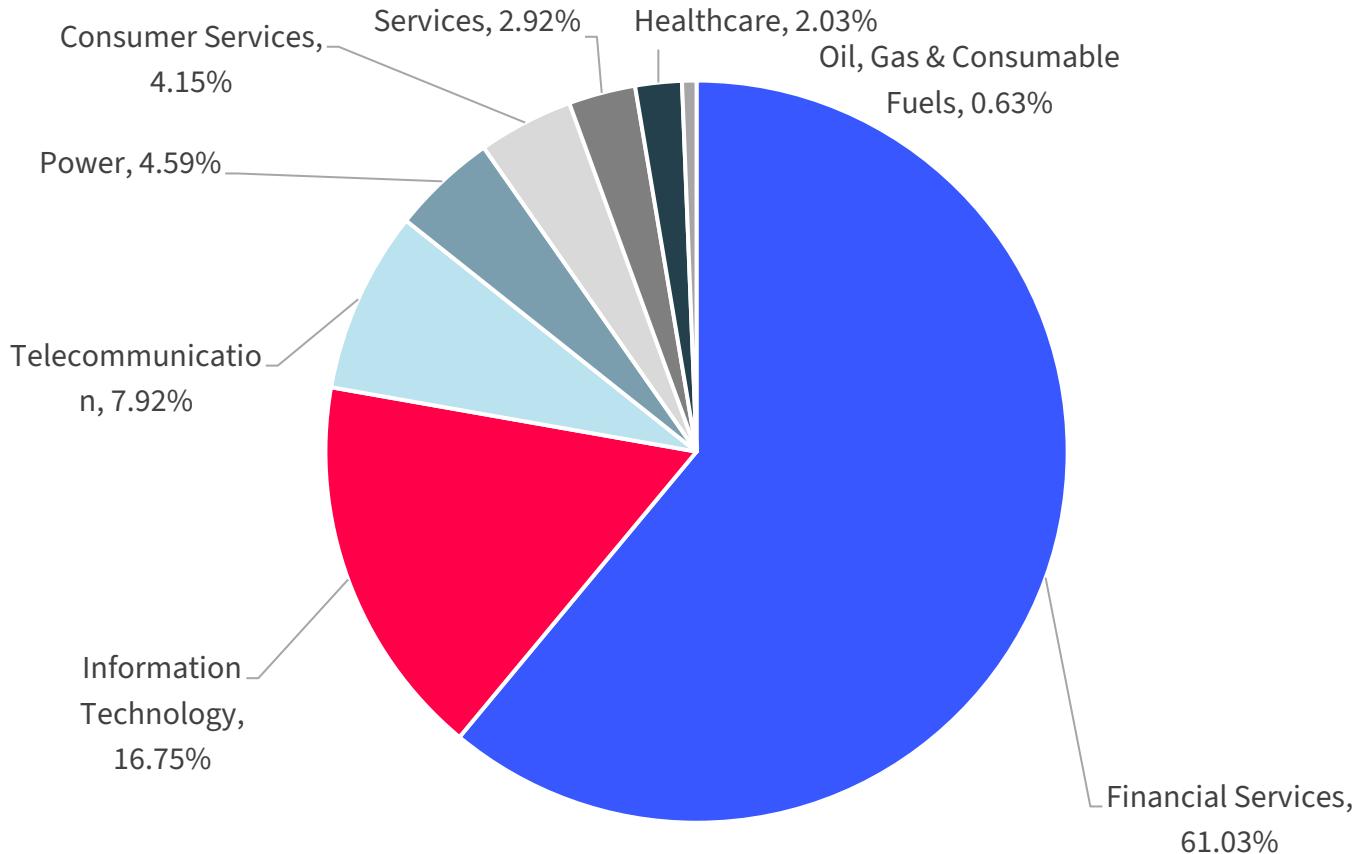
PAT Margin



Source: Bloomberg. Data as on FY25. Past performance may or may not be sustained in future. The performance of the index in no manner represent the performance of the scheme. KMAMC is not guaranteeing/predicting/forecasting any returns.

Services Is A Broadly Diversified Theme

Constitution of Nifty Services Sector



Top 10 stocks of Nifty Services Sector

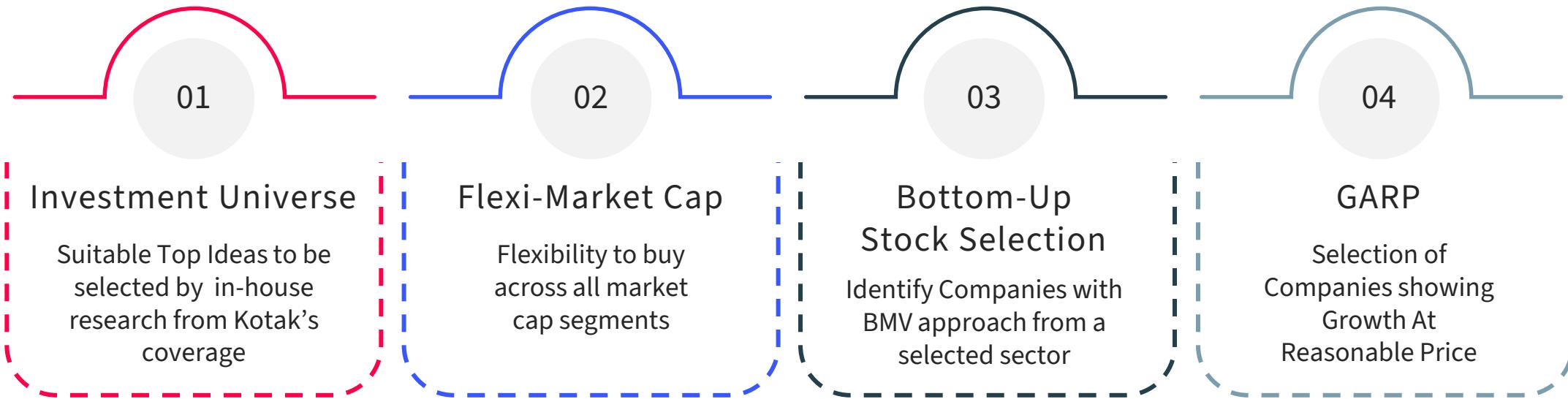
Stock	Weightage %
HDFC BANK LTD.	20.46
ICICI BANK LTD.	12.95
BHARTI AIRTEL LTD.	7.92
INFOSYS LTD.	7.64
STATE BANK OF INDIA	5.50
AXIS BANK LTD.	4.91
TATA CONSULTANCY SERVICES LTD.	4.42
KOTAK MAHINDRA BANK LTD.	4.37
BAJAJ FINANCE LTD.	3.54
ETERNAL LTD.	2.70

Source: NSE, Data as on 31st December 2025 | The stocks/sectors mentioned above are representing the benchmark & not the portfolio. The stocks/sectors mentioned in this slide do not constitute any recommendation and Kotak Mahindra Mutual Fund may or may not have any future position in these sectors/stocks. | The portfolio and its composition is subject to change, and the same position may or may not be sustained in future. The fund manager may make the changes, as per different market conditions and in the best interest of the investors

Introducing Kotak Services Fund



Investment Approach



Key Features

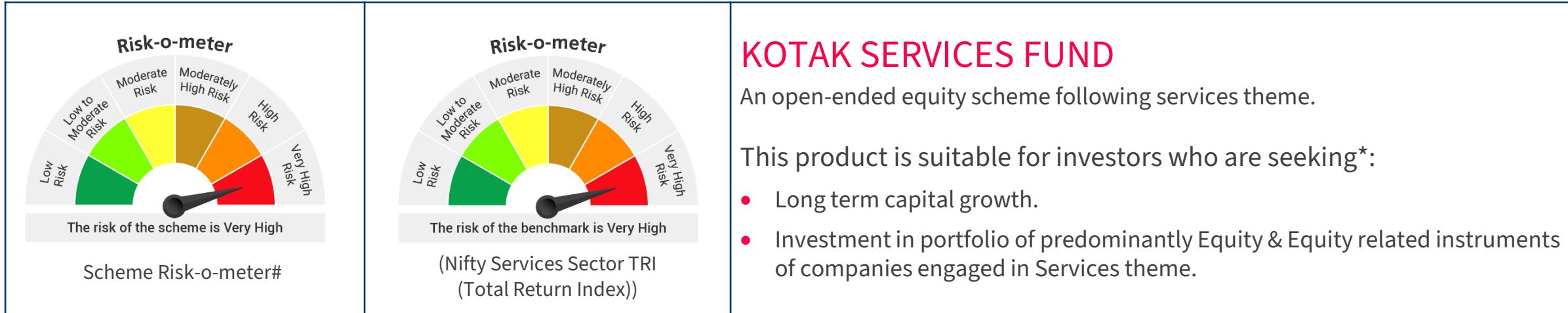
Feature Description	Feature Description												
Name Of The Scheme	Kotak Services Fund												
Type of Scheme	An open-ended equity scheme following Services theme												
Category	Equity Schemes –Thematic Fund												
Investment Objective	The investment objective of the scheme is to provide long term capital appreciation from an actively managed portfolio of equity and equity related securities of companies belonging to the services industry. However, there can be no assurance that the investment objective of the scheme would be achieved.												
Benchmark Index	Nifty Services Sector TRI (Total Return Index)												
Asset Allocation*	<table> <thead> <tr> <th>Instruments</th> <th>Indicative allocations (% of total assets)</th> </tr> <tr> <th>Minimum</th> <th>Maximum</th> </tr> </thead> <tbody> <tr> <td>Equity & Equity related instruments of Companies engaged in Services theme ^</td> <td>80</td> </tr> <tr> <td>Equity and Equity Related Securities Other than Services theme</td> <td>0</td> </tr> <tr> <td>Debt and Money Market Securities</td> <td>0</td> </tr> <tr> <td>Units of InvITs</td> <td>0</td> </tr> </tbody> </table>	Instruments	Indicative allocations (% of total assets)	Minimum	Maximum	Equity & Equity related instruments of Companies engaged in Services theme ^	80	Equity and Equity Related Securities Other than Services theme	0	Debt and Money Market Securities	0	Units of InvITs	0
Instruments	Indicative allocations (% of total assets)												
Minimum	Maximum												
Equity & Equity related instruments of Companies engaged in Services theme ^	80												
Equity and Equity Related Securities Other than Services theme	0												
Debt and Money Market Securities	0												
Units of InvITs	0												
^Companies include Units of REIT													
Mr. Rohit Tandon will be manager for the Equity and Overseas investment of the Scheme. Mr. Abhishek Bisen will be the Fund Manager for debt investment of the Scheme													
Exit Load	<ul style="list-style-type: none"> For redemption / switch out within 90 days from the date of allotment: 0.5% If units are redeemed or switched out on or after 90 days from the date of allotment -Nil 												
Minimum Purchase Amount	Initial Purchase (Non- SIP)- Rs. 1000/- and any amount thereafter Additional Purchase (Non- SIP)- Rs. 100/- and any amount thereafter SIP Purchase- Rs. 500/- and any amount thereafter												

*For detailed asset allocation and scheme information, please refer the scheme information document (SID)



Mr. Rohit Tandon
Fund Manager

- With Kotak Mahindra AMC since January 2024
- 21 years of industry experience including that in JP Morgan, Max Life Insurance, Reliance Nippon Life
- PGDM - IIM Bangalore and B.E.(Mechanical)
- Mr. Rohit Tandon manages the following schemes- Kotak Balanced Advantage Fund, Kotak Large Cap Fund , Kotak Quant Fund, Kotak Active Momentum Fund & Kotak Gold Silver Passive FOF



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

#The above product labelling assigned during the New Fund Offer is based on internal assessment of the Scheme Characteristics or model portfolio and the same may vary post NFO when actual investments are made

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