

NEW FUND OFFER

Ride market themes with an
All Terrain Fund

SUNDARAM
Business Cycle Fund

An open ended equity scheme
following business cycles based investing theme

Maximizing Opportunities

NFO Period: Jun 5, 2024 – Jun 19, 2024



Sundaram Business Cycle Fund



Investors understand that their
principal will be at
Very High Risk

Benchmark



NIFTY 500 TRI

This product is suitable for investors who are seeking*

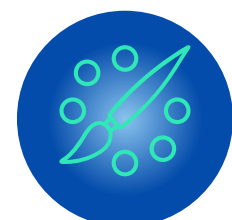
- Capital appreciation over long term
- An equity scheme investing in equity & equity related securities with focus on riding business cycle through dynamic allocation between various sectors and stocks at different stages of business cycle in the economy.

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

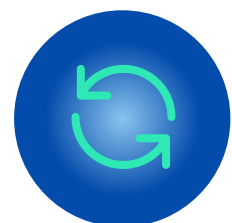
Mutual fund investments are subject to market risks, read all scheme related documents carefully.

What is Sundaram Business Cycle Fund

Dynamic Thematic Fund investing in long-term emerging mega trends



Themes create business cycles



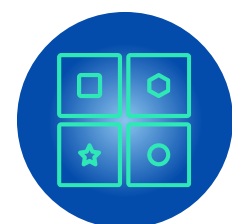
Lower correlation with sectoral cycles



Unique **concentrated exposure**



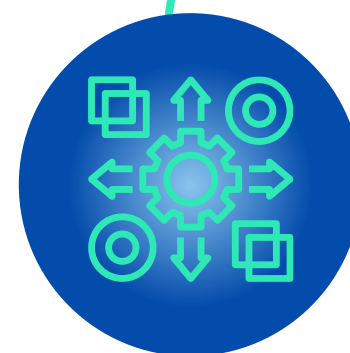
Themes **can outperform** broader markets



Themes **cut across sectors**



Macro factors create **long term business cycles**



Macro factors drive medium to long term business cycles

- Self Reliance: Make in India
- Technology
- Climate change & environment
- Demographics: Urbanization, Formalization, Premiumization



Businesses capitalizing on cycles achieve above-average growth leading to outperformance.

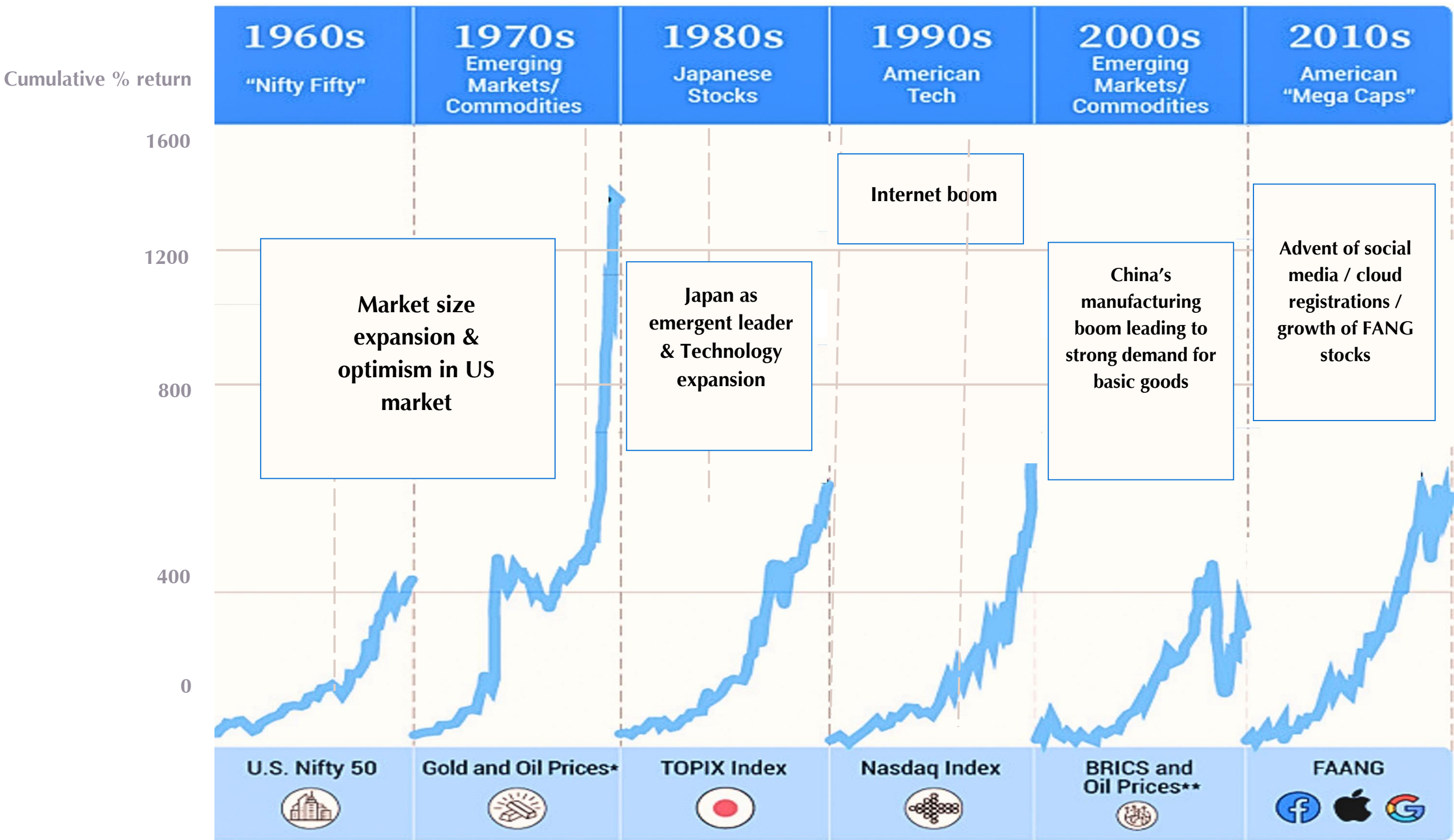
The Sundaram Business Cycle fund aims to capitalize on emerging themes and businesses entering strong growth cycles

Macro Factors and Businesses that benefit

Factors		Business that face the favourable cycle	
	Self-reliance	➡	Manufacturing, Indigenization, Infrastructure, Healthcare
	Technology	➡	E-commerce, Fintech, Food-tech, Edu-tech , Block-chain, AI
	Climate change, Environment	➡	Renewables, De-carbonization
	Demographics	➡	Urban Real Estate, Modern Retail
	Social Change & Nuclearisation	➡	Food, Convenience , Quick-commerce
	Formalization	➡	Shifting of market share from Unorganized to Organized sector
	Premiumization	➡	Demand for higher Quality Product and Services

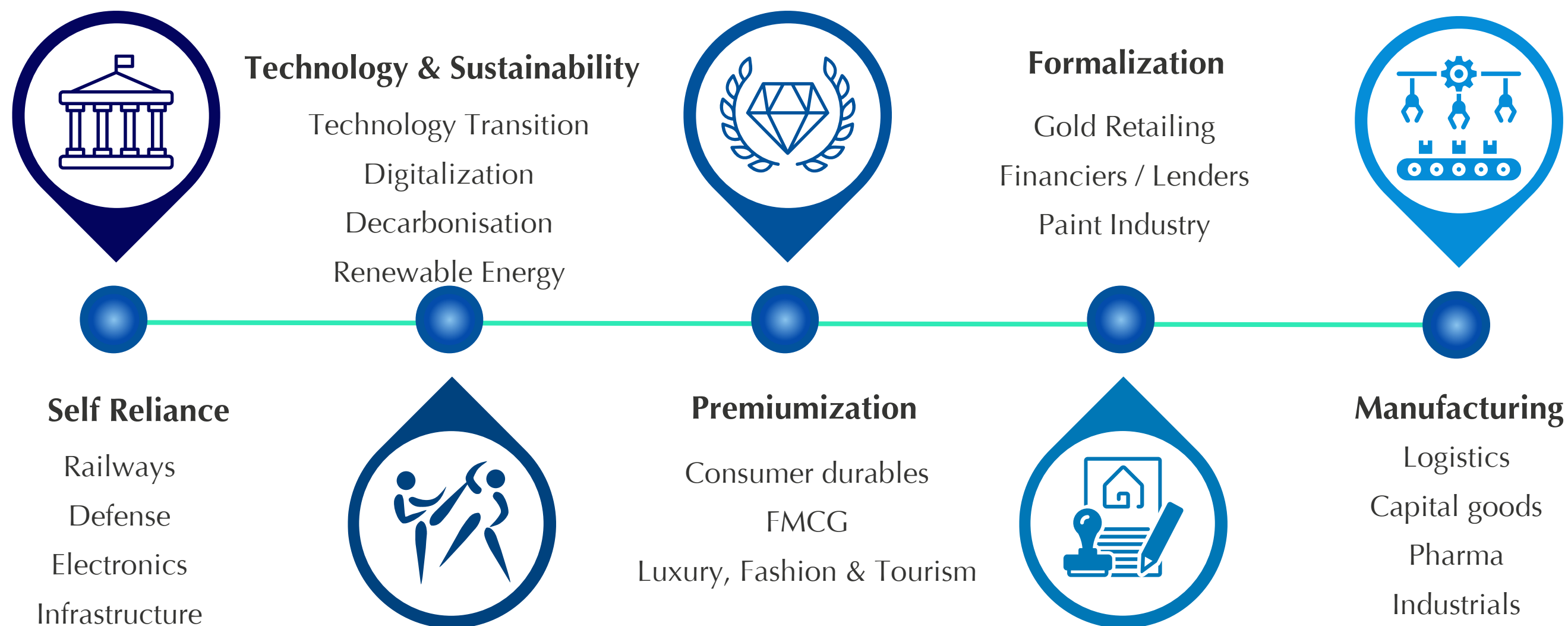
Cycles driven by themes have created excess returns

Investment themes since 1960

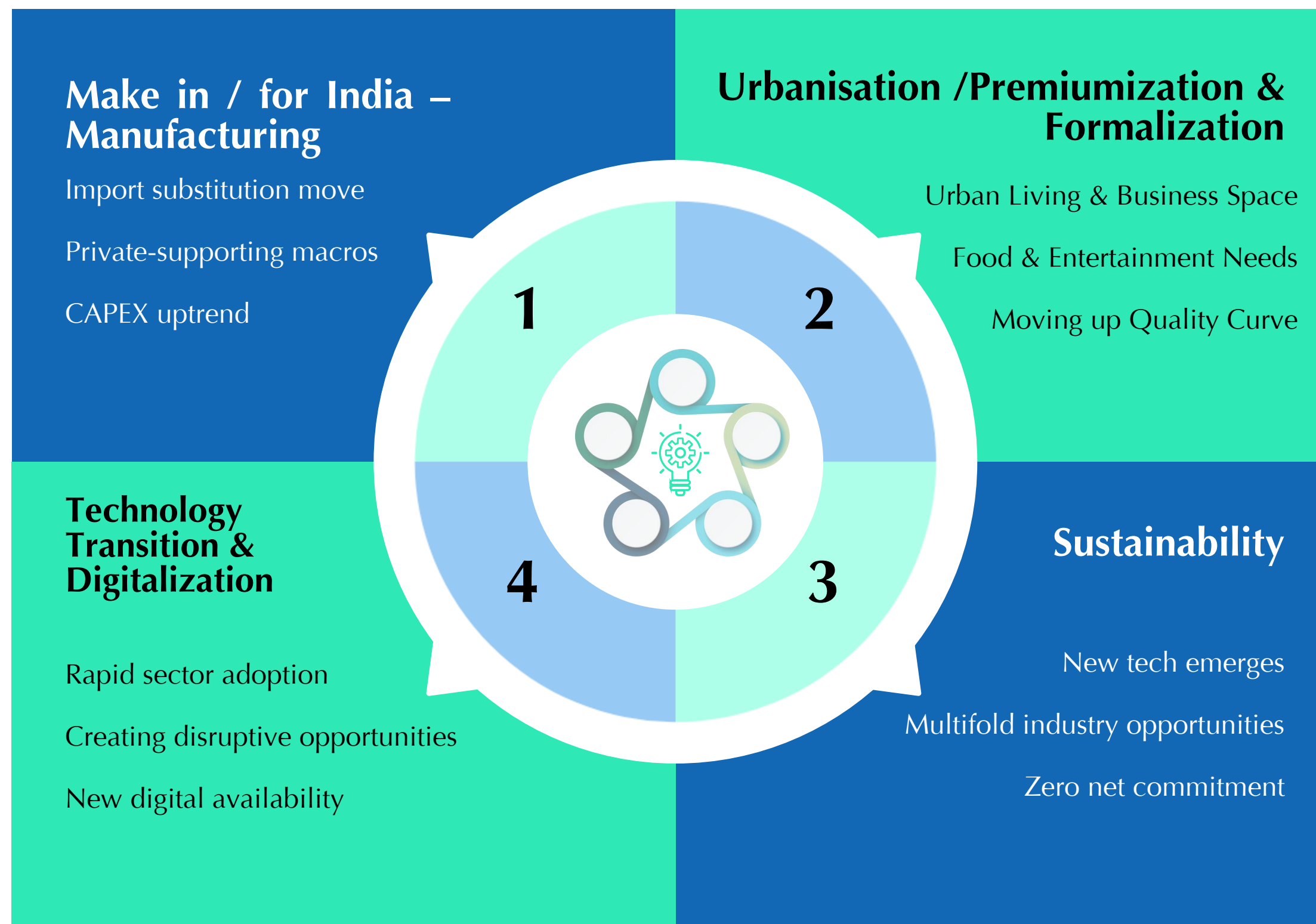


Source: Visual Capitalist, Morgan Stanley, Investment Management, Bloomberg, Factset, Haver

Themes cut across sectors – some examples



Current Themes



Theme 1 - Make in India - Manufacturing

Inflexion of:



Enablers:

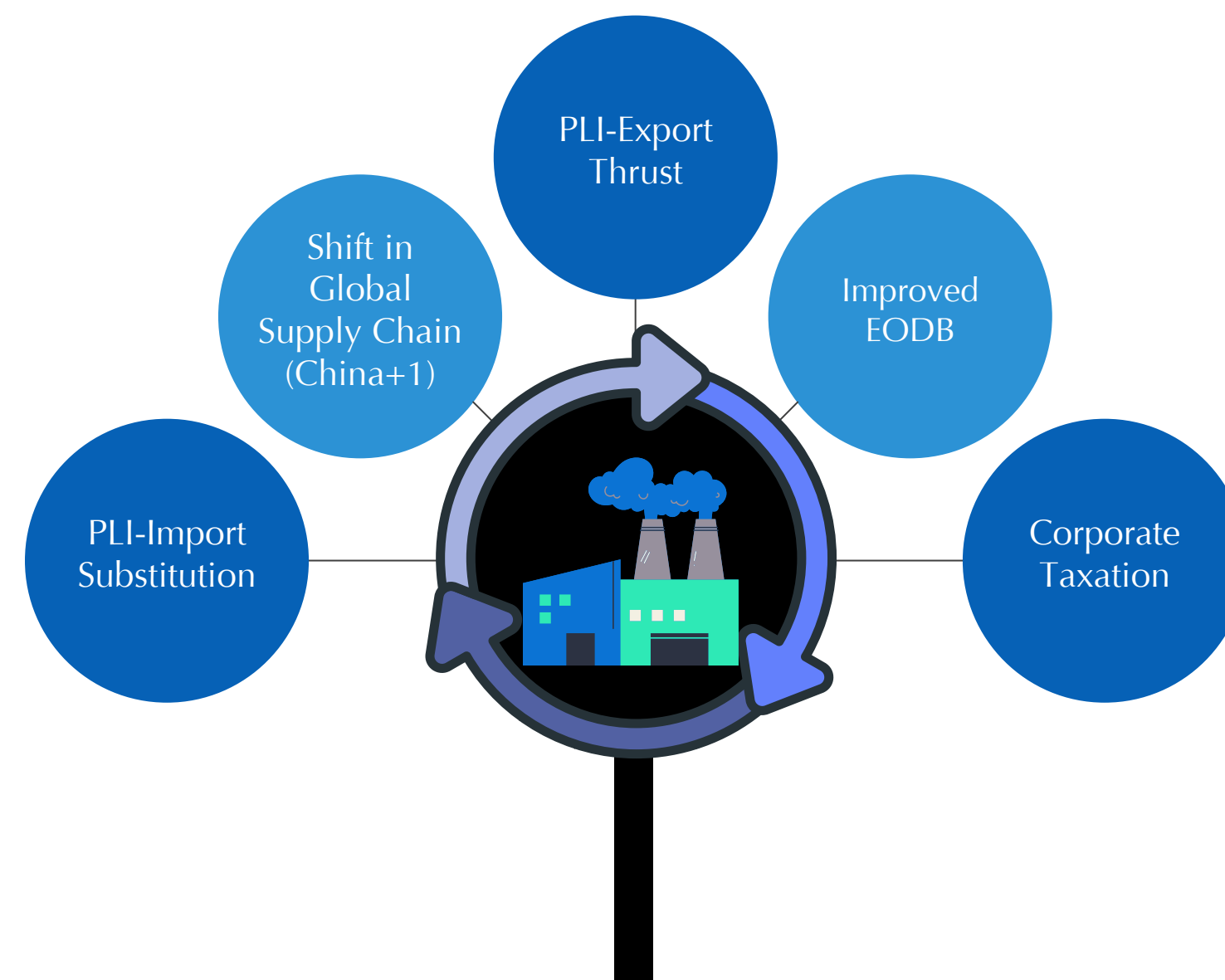
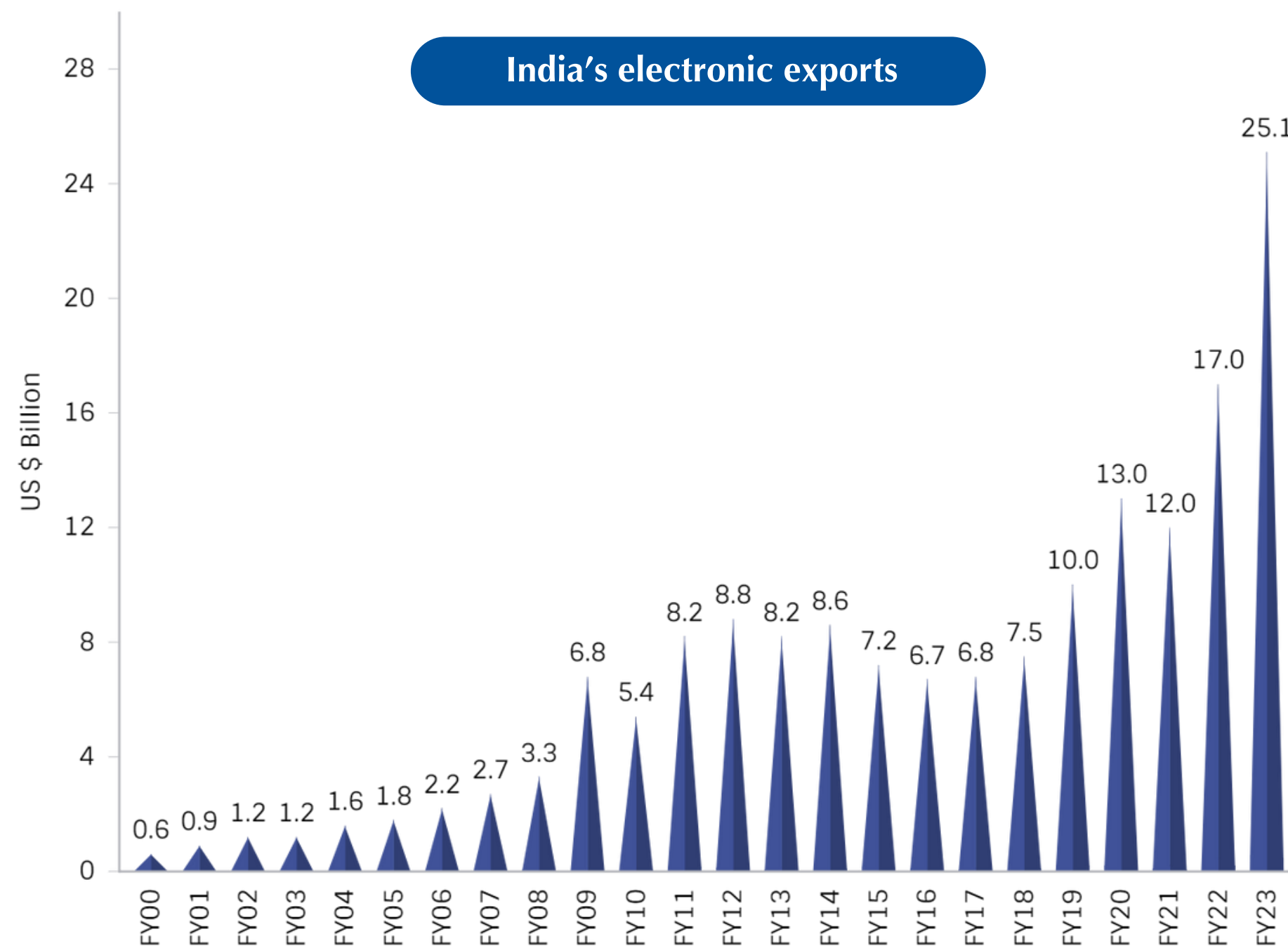


Make for India and Make in India



Large skilled and semi-skilled workforce

Make in India - Manufacturing



**Share of Manufacturing on the rise.
Manufacturing is becoming the key growth driver for India**

Make in India

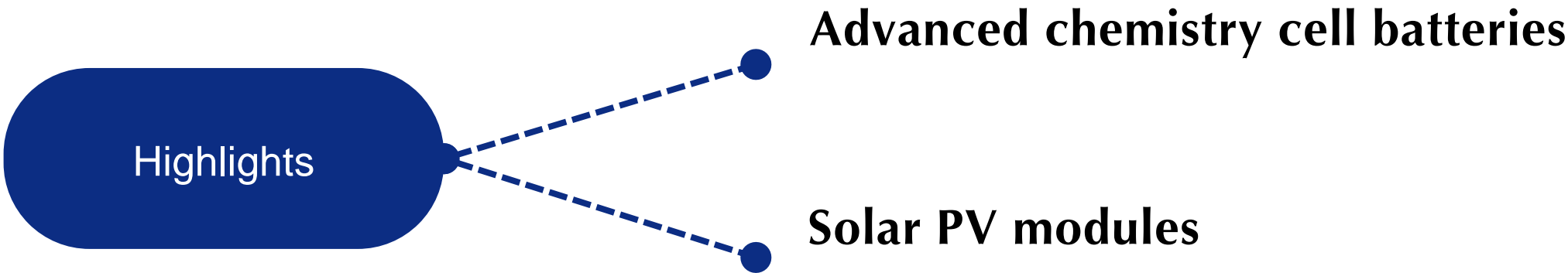
Production Linked Incentive scheme

PLI is aimed at achieving

- Import substitution
- Job creation
- Export orientation

Production Linked Incentives (PLI) schemes span 14 sectors with an expected total outlay of **INR 2.47Tn (US\$32.9bn)**.

Semiconductor and Display Ecosystem	Autos & Drones	Textiles	Pharmaceutical Drugs	Pharmaceutical Drugs (KSM/API)
Specialty Steel	Advanced Chemistry Cells Battery Storage	High-Efficiency Solar PV Modules	Telecom & Networking Products	Large-scale Electronics Manufacturers
White Goods (Air-conditioners and LED lights)	Food Processing	IT Hardware	Medical Devices	Specified Electronics Component Manufacturers



Make in India

China Plus One

Manufacturing opportunities have increased for India as an additional destination for global firms looking to diversify away from China.

Global iPhone shipment share up to 10%, from <1% in 6 yrs



Theme 2 - Urbanization / Premiumization / Formalization

Enablers:



Rise of Tier 2 and Tier 3 cities

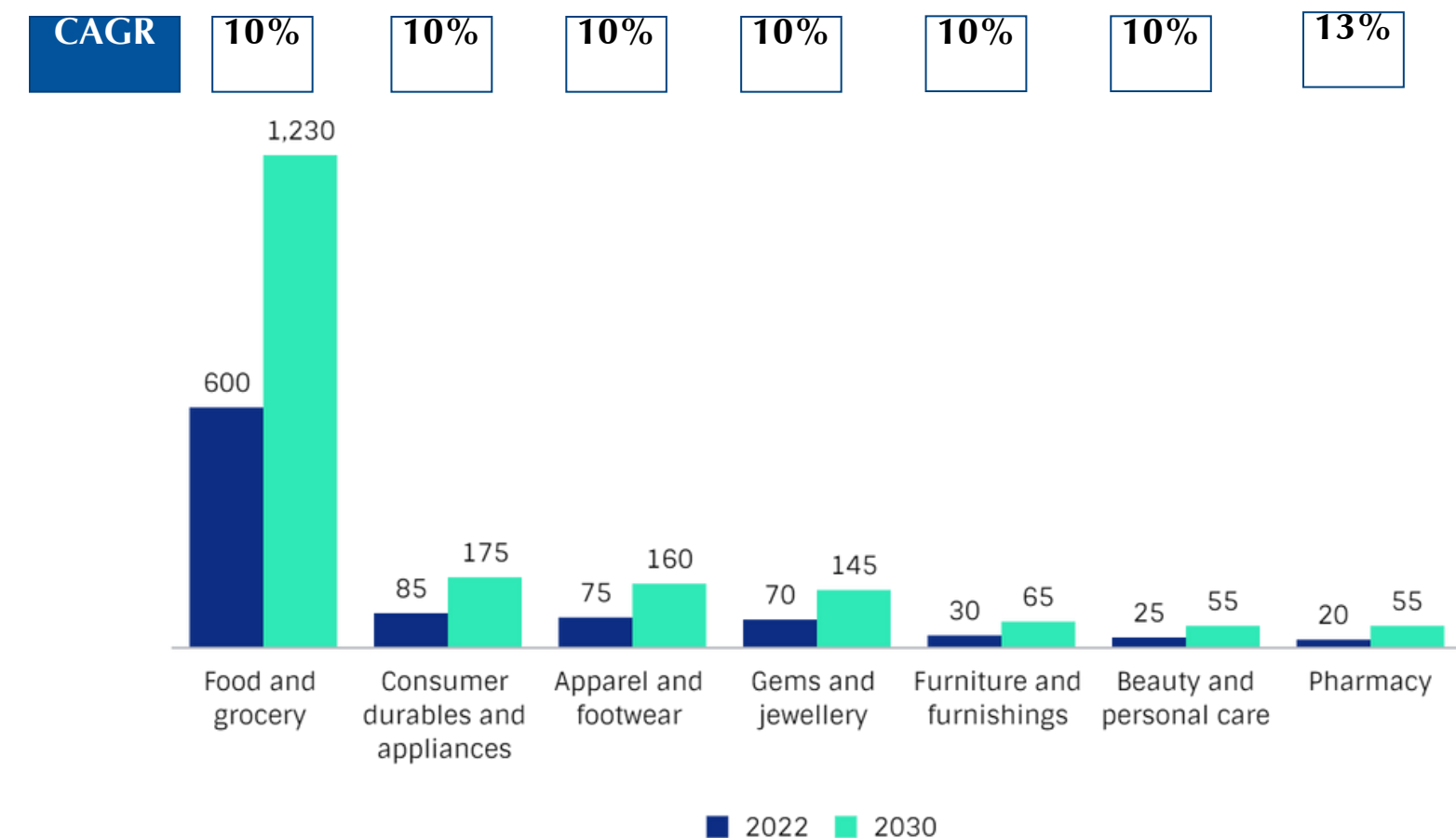


Increase in purchasing power and growing appetite for aspirational brands and quality retail infrastructure

Growing share of organised retail %



Diverse Growth Frontiers in Indian retail: From food and grocery to apparel, jewellery, and luxury (USD Bn)



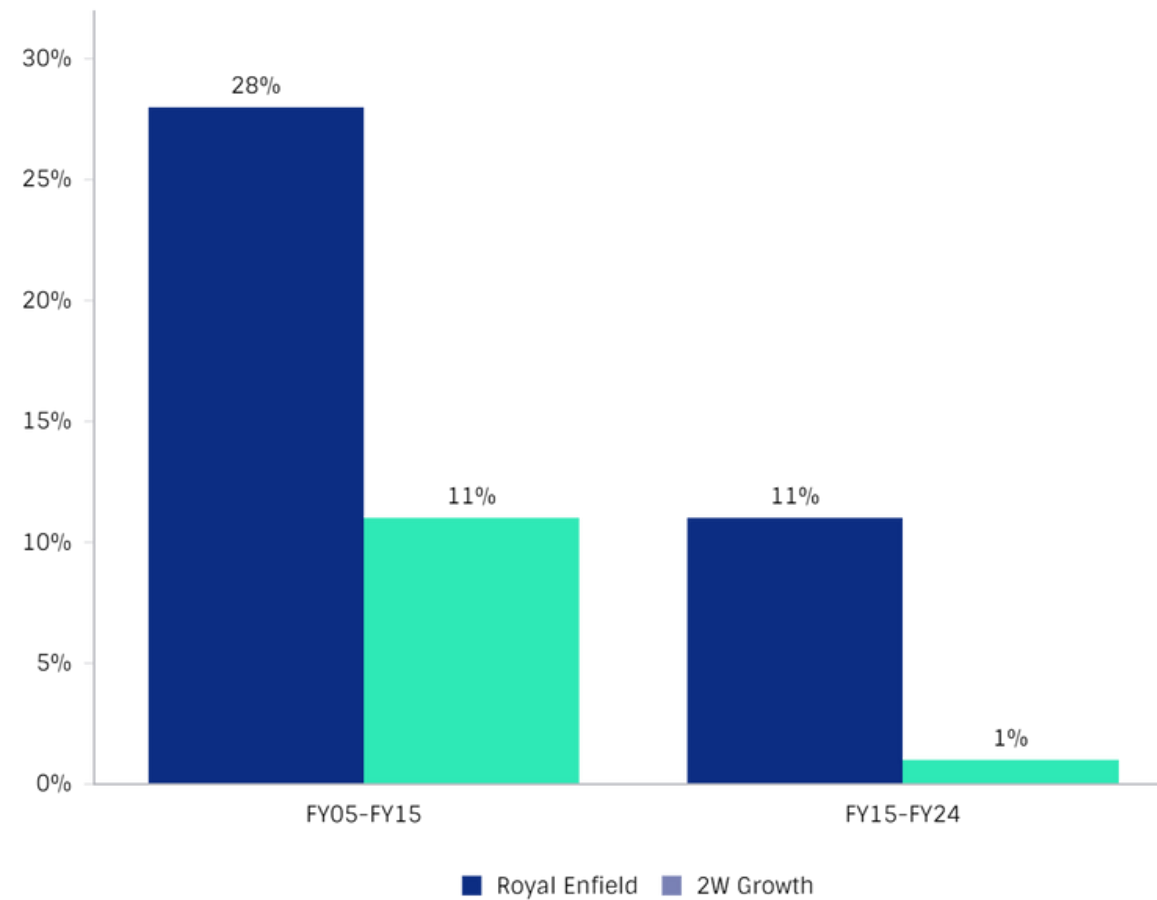
Premiumization

2W and 4W

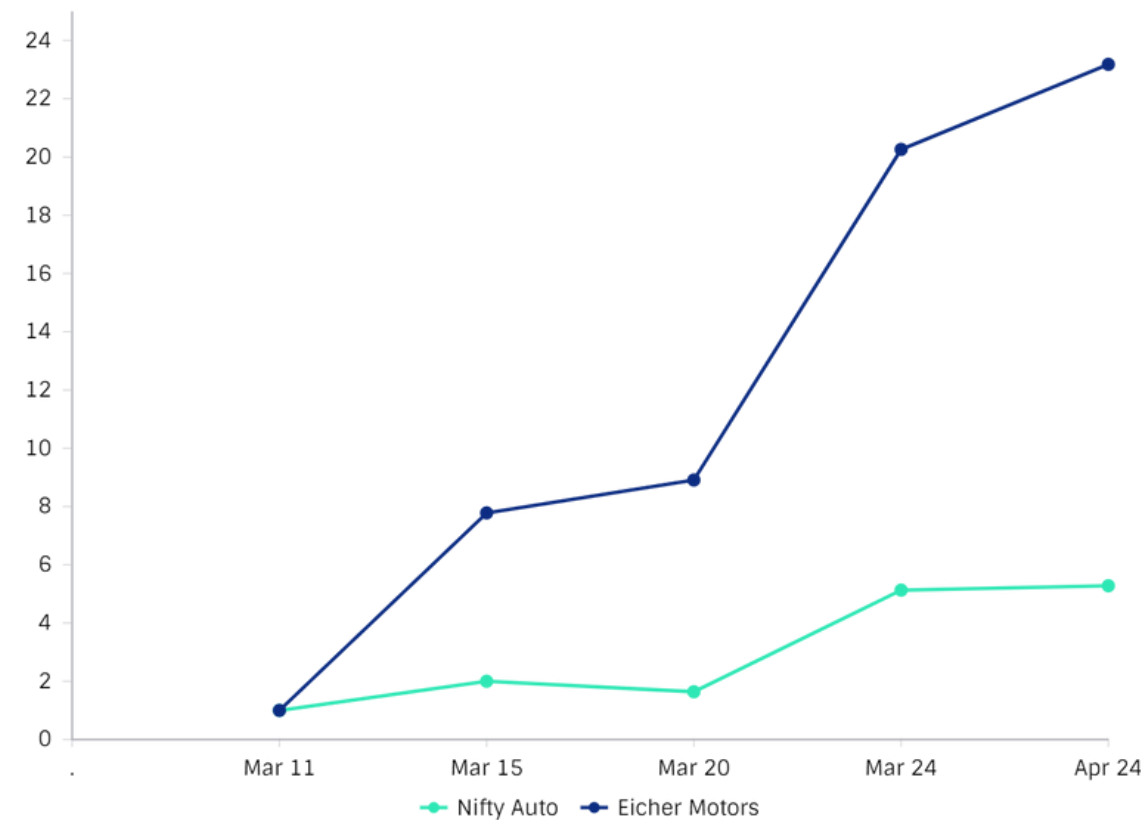
Changing behavior of younger customers (20-30 years) and improved availability of finance created demand for Experience-biking



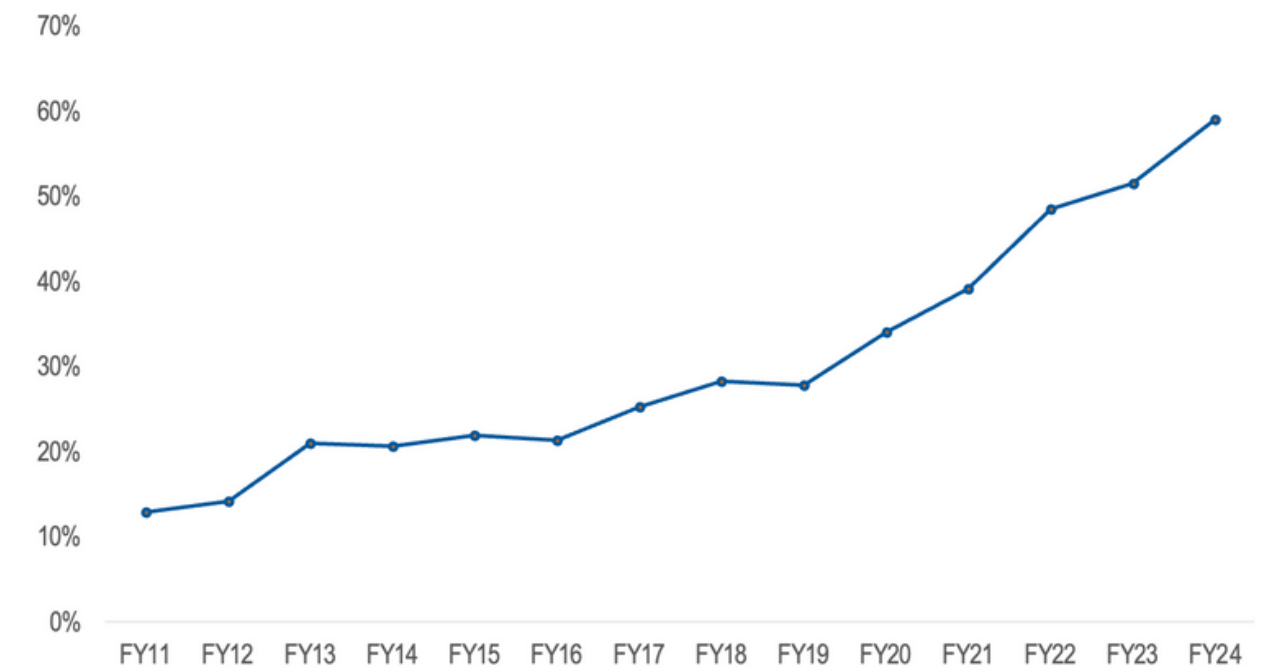
250cc growth (RE) stands out



RE was able to create value over Auto index



Increasing 4 wheeler UV penetration



Formalization – Driven mainly by stringent compliance.

Eg: Enforcement of GST

Consolidation across many sectors

Sector	Parameter	Share	FY10	FY17	FY20	FY23
Bank Credit	Credit Market Share	Top 6	47.30%	48.40%	55.80%	61.80%
Cement	Sales Volume	Top 5	35.40%	46.60%	53.00%	58.00%
Steel	Sales Volume	Top 6	57.00%	56.00%	63.00%	64.00%
Building material - Pipes	Revenue	Top 5		33.00%	36.00%	39.0%^
Multiplex	Gross Box office collections	Top 2	6.00%	24.00%	28.00%	35.00%

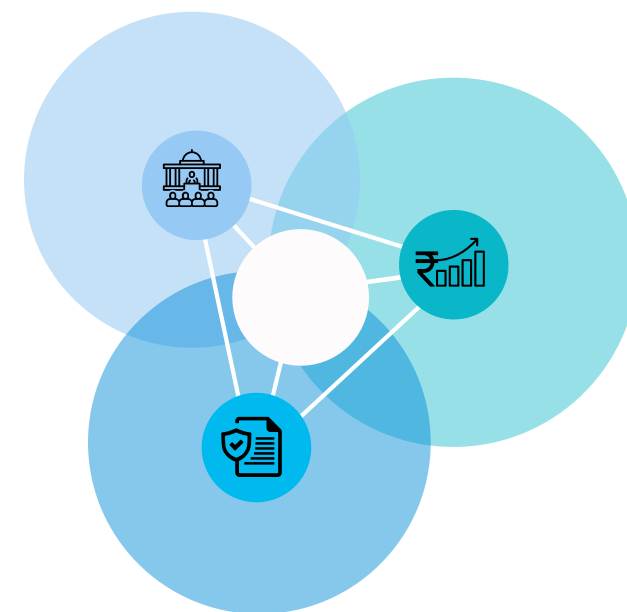
Consolidation across many sectors has accelerated in the last three years. Anecdotally, we are witnessing more consolidation in categories like Electrical Cables, Tiles, Batteries, Luggage and Grocery retail. Incremental market share in FY23 v/s FY17 garnered by a few players should logically lead to more pricing power. Ability to hold prices when inflation eases remains a key monitorable.

How benefits of consolidation played out over the last 5-6 years



Theme 3 – Sustainability

Driven by climate change and environmental concerns



Recycling

Mobility: IC to EV

Energy: Renewables
and Decarbonisation

TECHNOLOGY SHIFTS CURRENTLY UNDERWAY

Enablers



EV

Mandatory adoption: Global shift towards cleaner fuels with defined roadmaps for EV adoption. India treading similar path through schemes such as FAME, PLI and lower GST.

Voluntary adoption: Reducing battery prices making total cost of ownership attractive.



Energy

Policy support to drive to support

Create export scale capacities to manufacture electrolyzers, Solar PV systems and Wind turbines

Viability gap funding for 4GwH battery energy storage systems

Hydrogen mission for 5Mn TPA green hydrogen capacity and the addition of 125 Gigawatts of renewable energy capacity by 2030



EV adoption across markets and decarbonisation

Trends

Global Investments already underway towards net zero target

Increased scale to drive further improvements in cost of technology and drive substitution

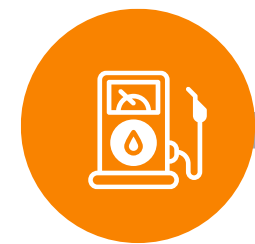
Global experience on energy transition suggests meaningful value creation as scale sets in

Sustainability

Need for cleaner energy sources

Large Indian Corporate's commitments on Net Zero

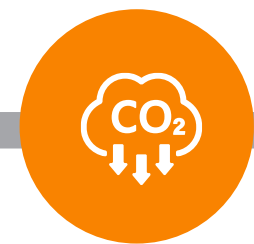
- 2025**
APSEZ
- 2030**
Ultratech cement
- 2035**
Reliance Industries
Crompton
- 2040**
Bharat Petroleum Corp
Hindustan Petroleum
Dalmia Bharat Ltd.
GAIL India
Grasim Industries
Vodafone
Mahindra & Mahindra
- 2045**
Tata Power
Tata Steel
- 2046**
Indian Oil Corp
- 2050**
Adani Green
Adani Total Gas
JJSW Energy
Hindalco



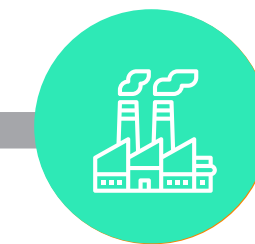
Increase non-fossil energy capacity to 500GW by 2030



Fulfil 50% energy requirements from RE sources by 2030



Reduce projected carbon emission by 1Bn ton by 2030

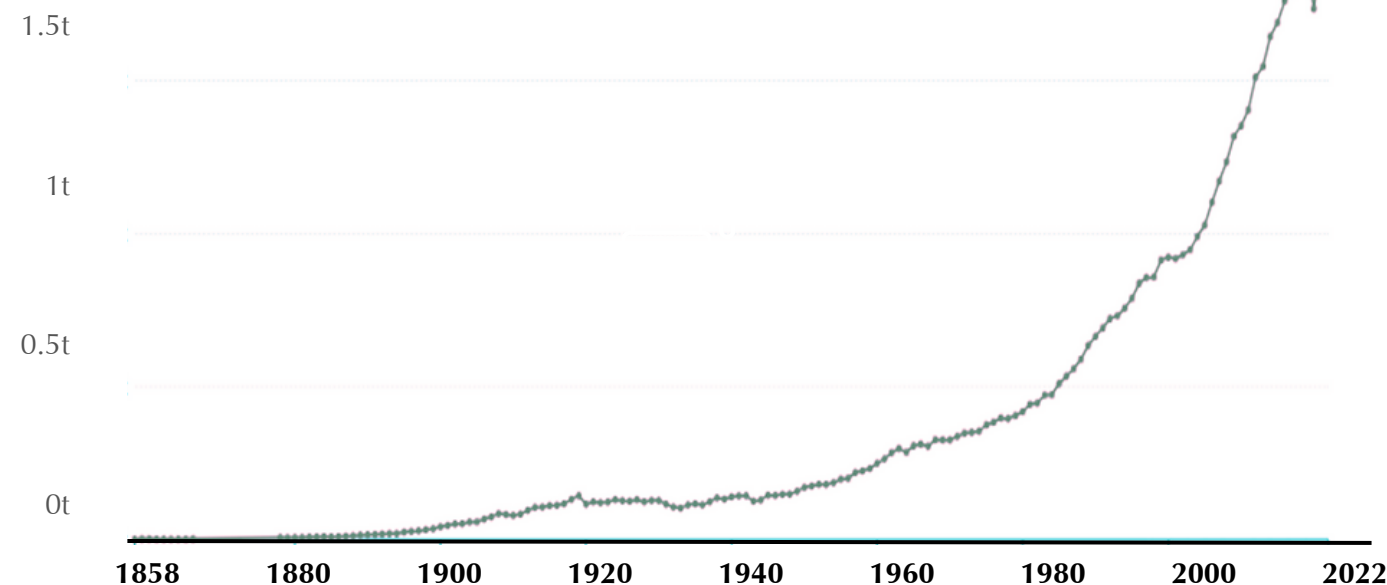


Reduce carbon intensity by 45% by 2030



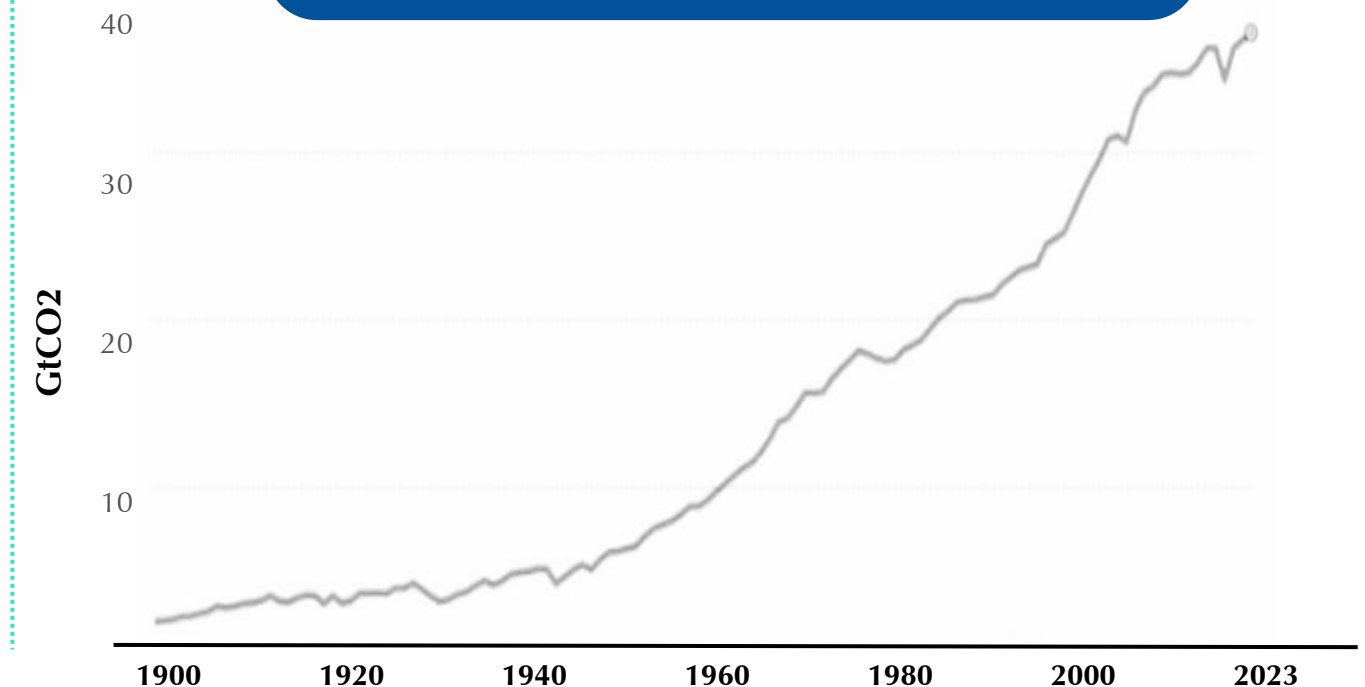
Achieve Net Zero emissions by 2070

India Per capita CO2 emissions



Source: ourworldindata.org

Global Energy related CO2 Emissions

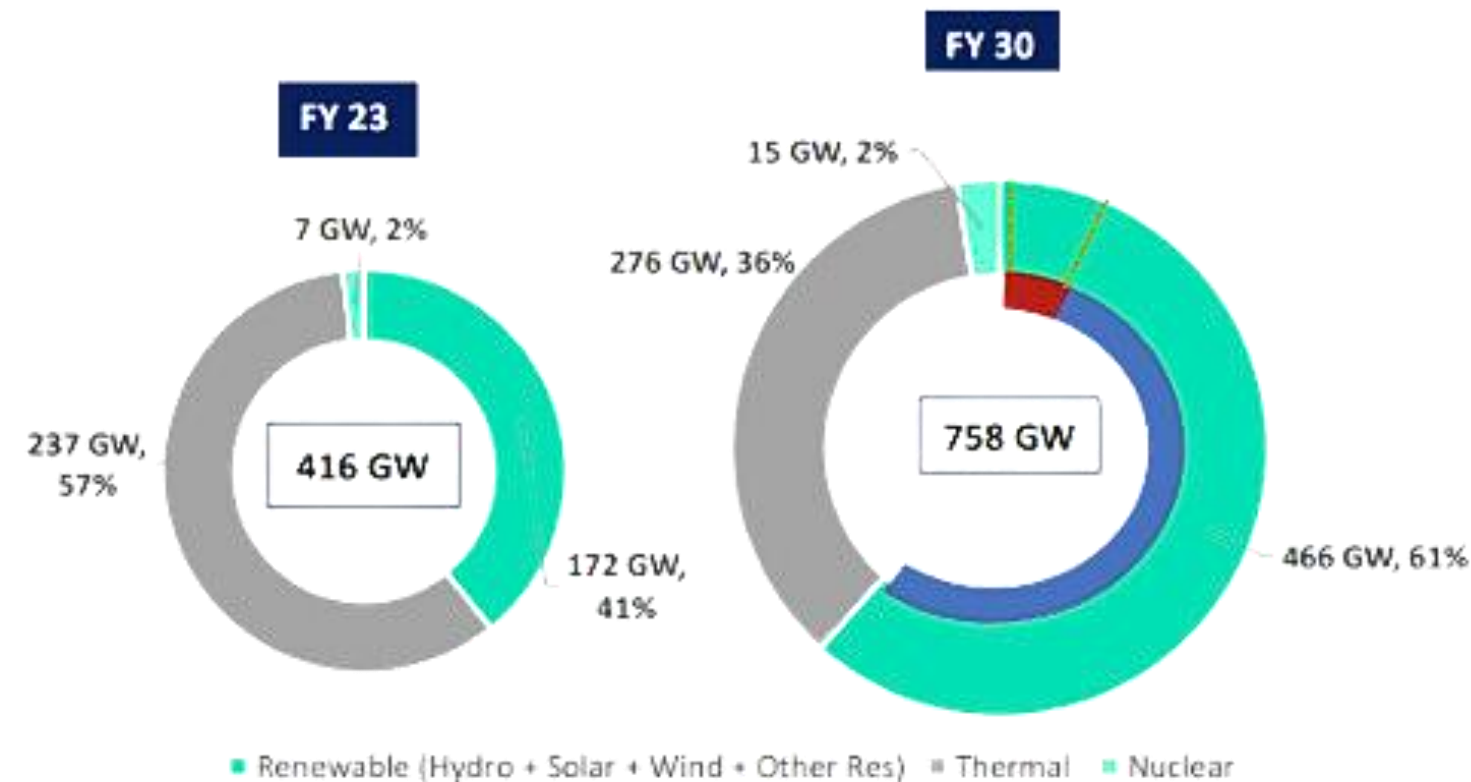


Source: www.mercomindia.com

Sustainability

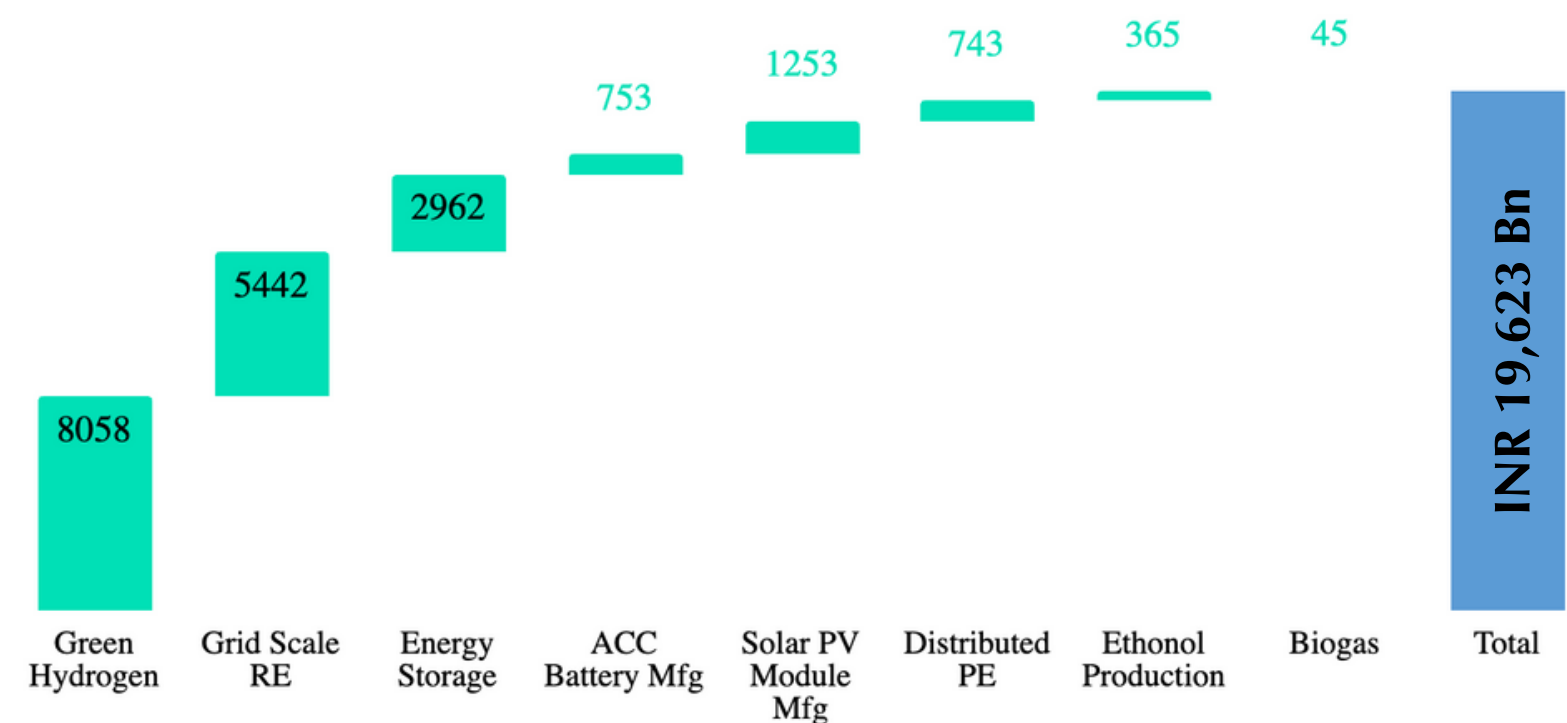
Renewables going up in power generation mix

Rising Mix of Renewables



Opportunities across value chain

Total Pipeline of Investments towards RE Innovation and Manufacturing (INR Bn)

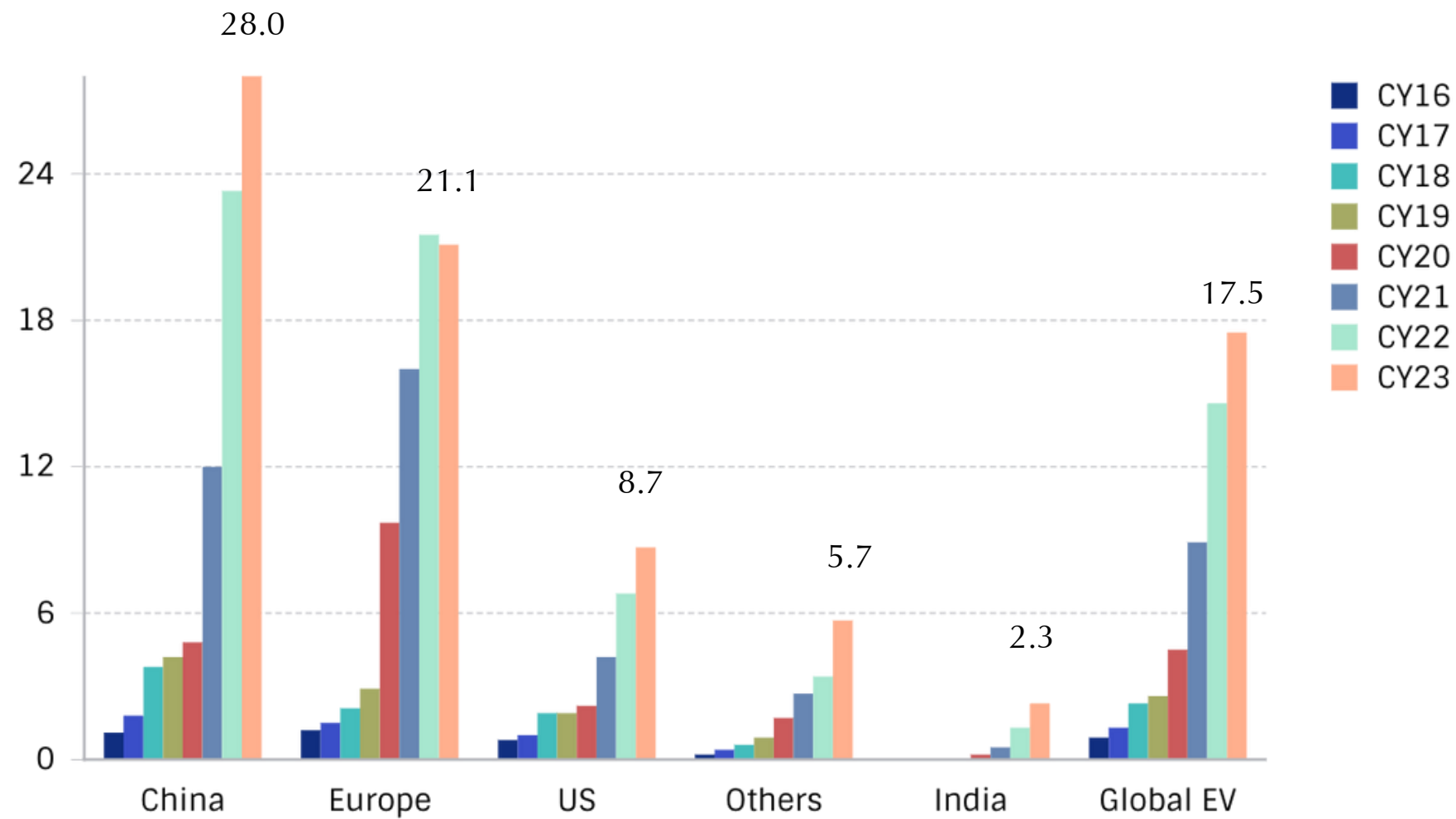


Source: SAMC, Bernstein, JSW Energy

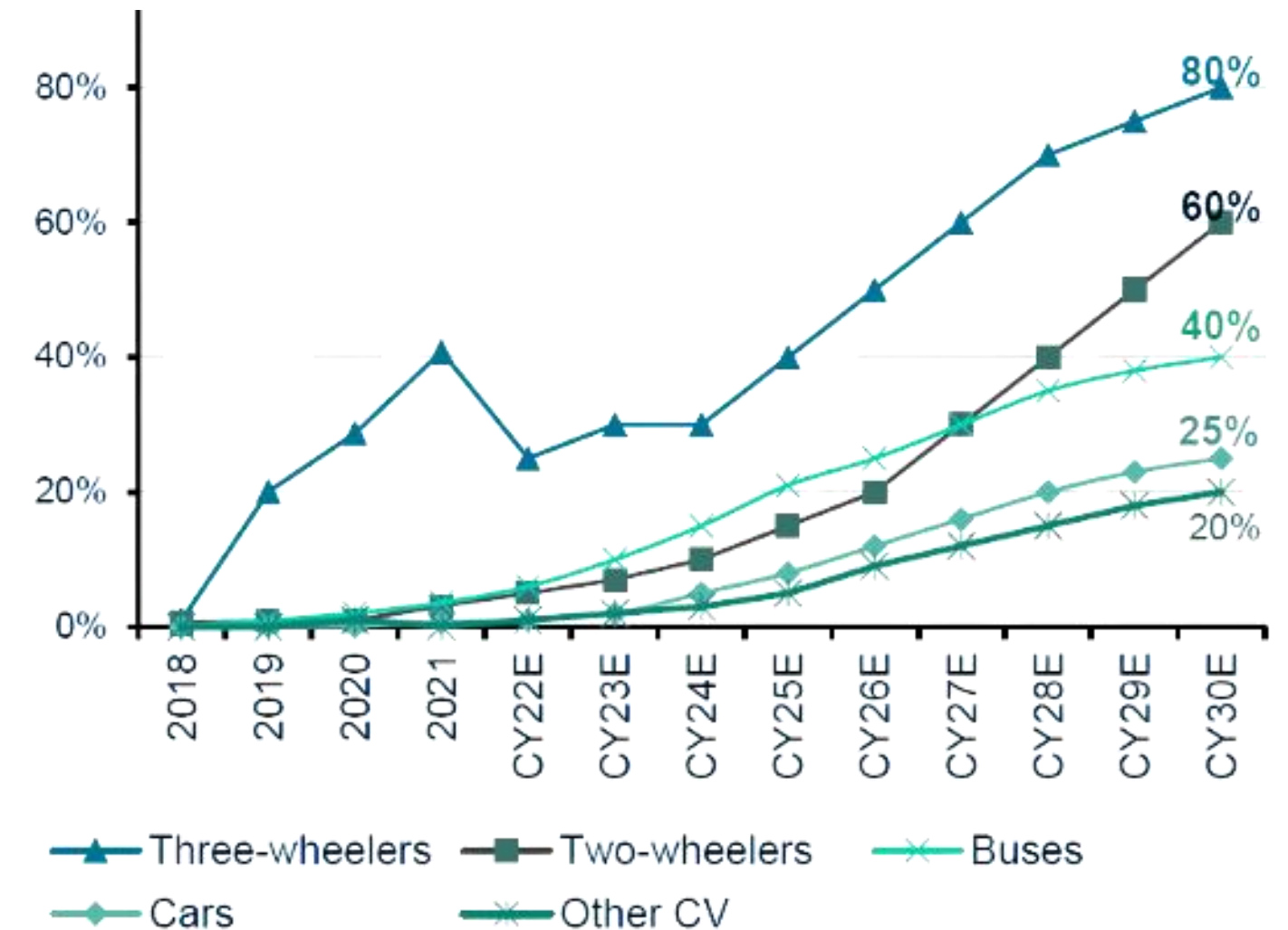
Sustainability

Electric vehicle adoption is anticipated to increase substantially

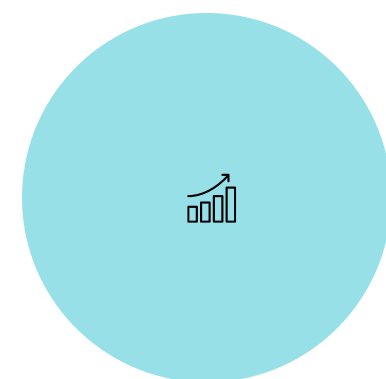
Global 4w EV penetration – (in %)
India is 4 years behind US and half of the global average



Share of EV sales



Theme 4 – Technology Transition & Digitalization

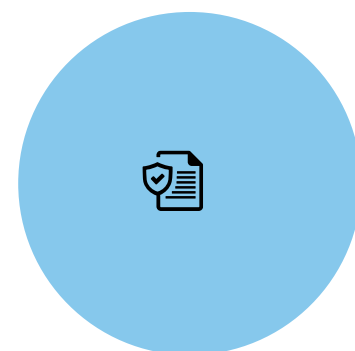


Trade

Retail Ecommerce

Supply Chain

B2B Marketplaces



Media &

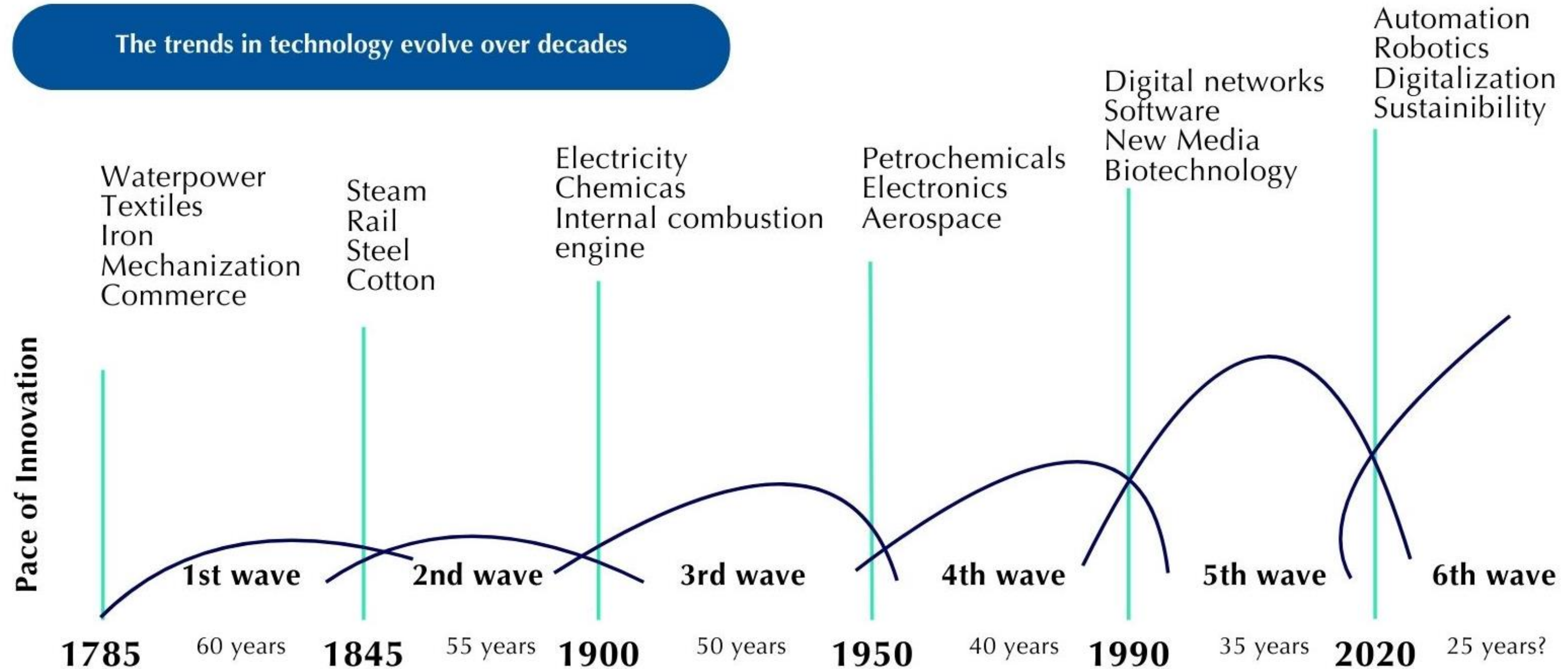
Entertainment

Digital Advertising

OTT

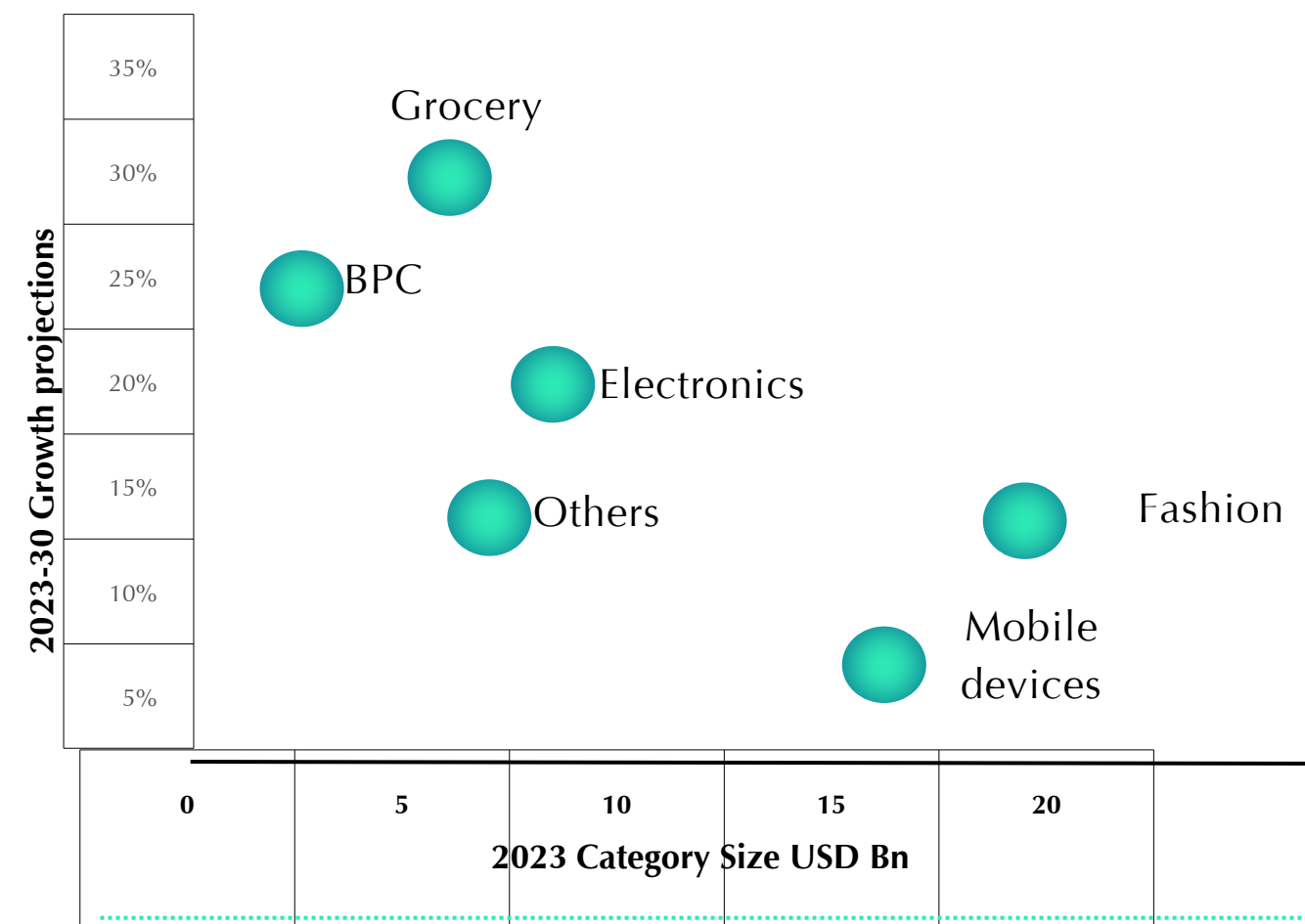
TECHNOLOGY SHIFTS CURRENTLY UNDERWAY

The trends in technology evolve over decades



Digitalization

Seismic shift in Consumer Adoption opening up new opportunities



Enablers

🔓

Access

Proliferation of affordable smartphones and data plans

🕒

Convenience

Crossing barriers of time and location

⚙️

Choice

Wider gamut of brands and offerings

Opportunities for B2C

Platforms

01

B2B and B2C Platforms and Marketplaces

Companies

02

D2C brands and consumer company with drive to increase wallet share

Online services

03

Travel & tourism
Non-lending financial services

Logistics and Supply Chain

04

Fulfilment and express delivery

Digital Advertising

05

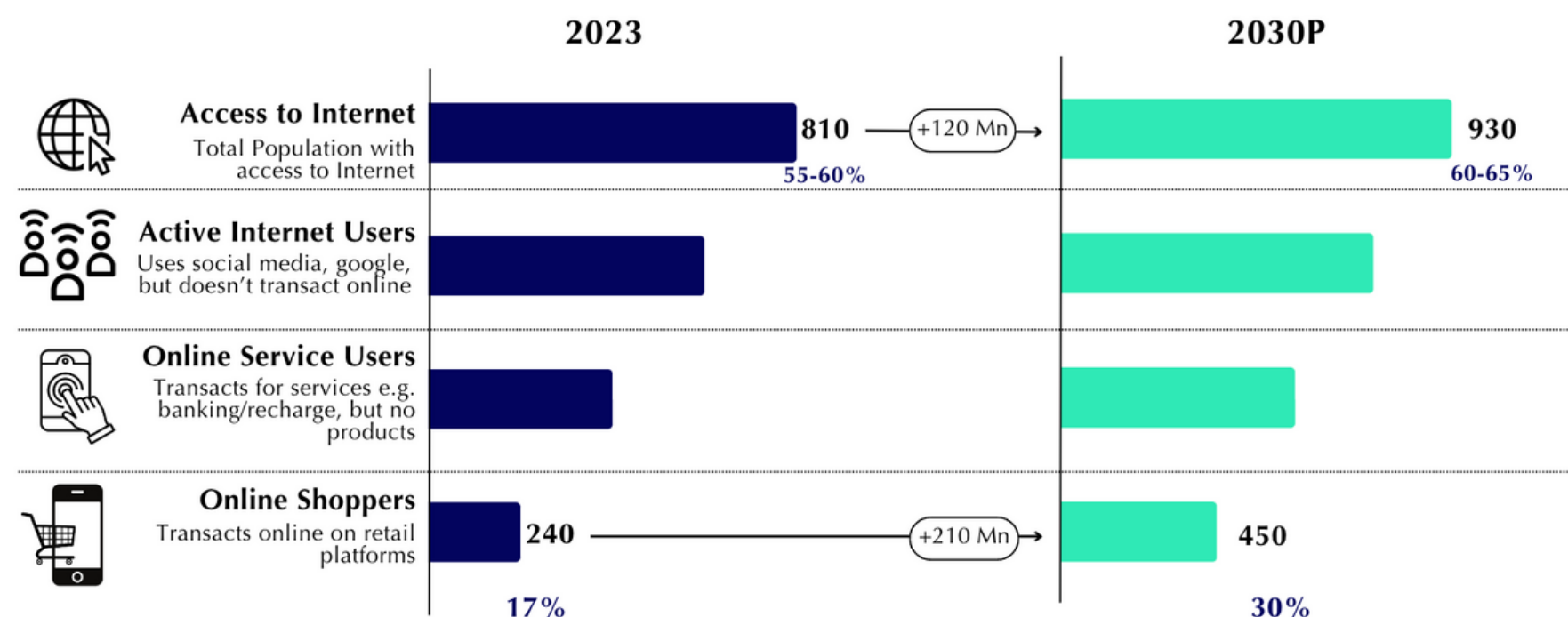
Intermediaries

Speedy digital adoption in India

But Headroom Available

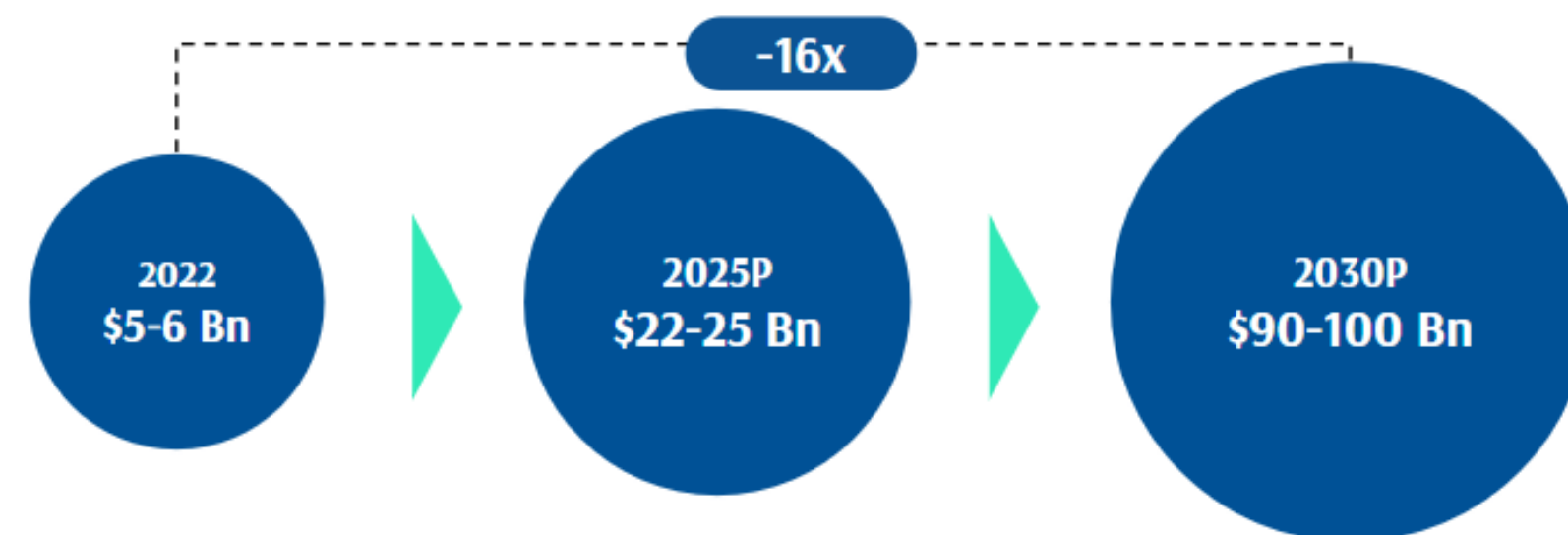
Internet Funnel – India

In Mn Users, % of total population, 2023, 2030P



eB2B market to grow

~40% CAGR by 2030E



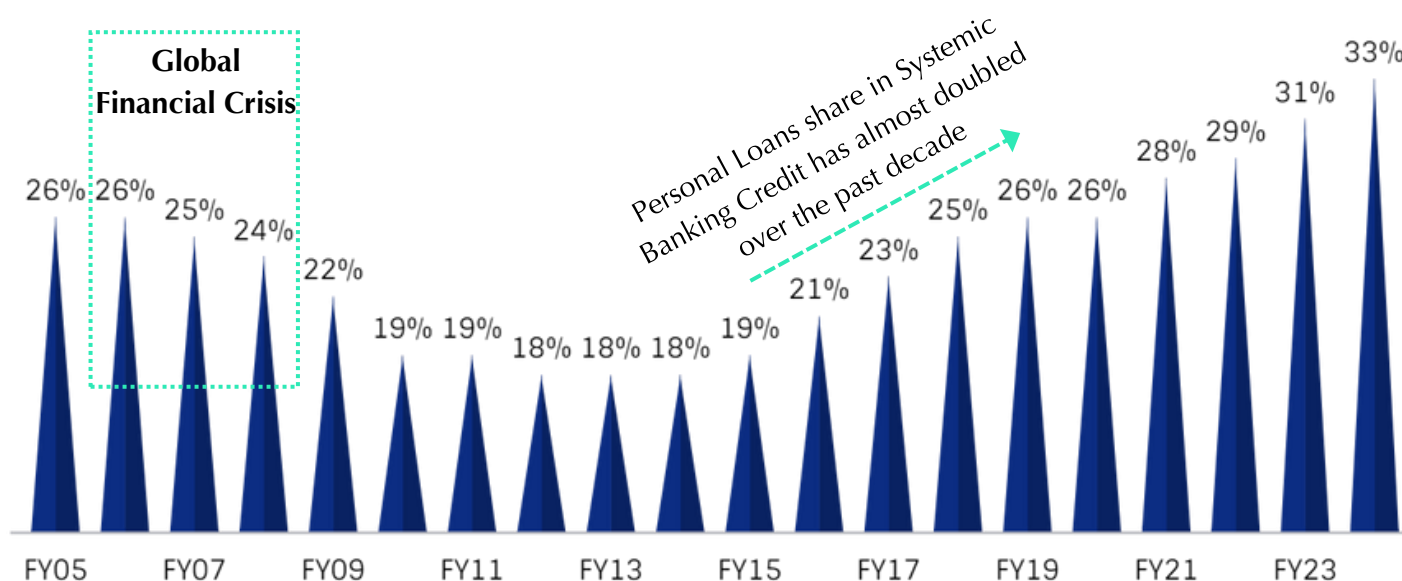


Past success stories

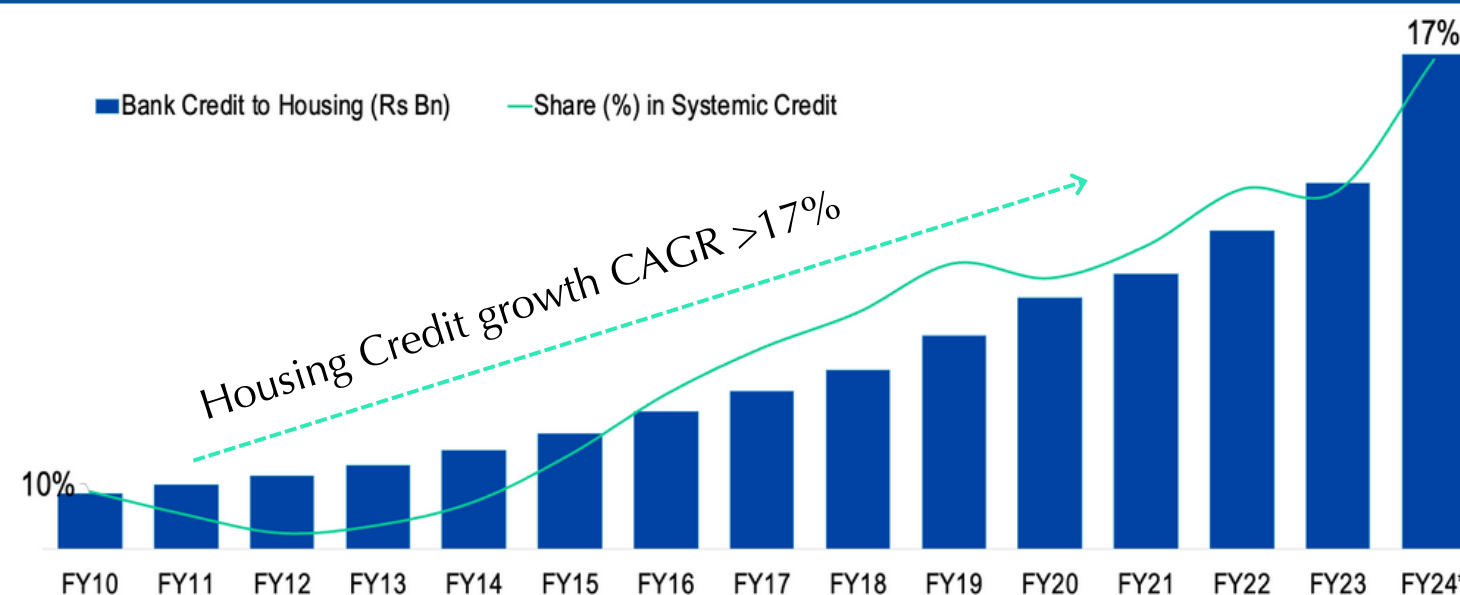
Past success stories

Urbanization: Housing & Retail lending

Personal Segment Loans share in Systemic Bank Credit



Bank Credit to Housing Sector



Enablers

Advent of technology and improving last-mile reach of financing

Availability of individual risk score for quick underwriting

Low penetration and aspirational needs of consumers

 **Value creation**

Past success stories

Formalization: Paints

- 01

The domestic paint industry is approximately INR 3.75 Lakh crore.
- 02

The decorative paint category constituting almost 75% of the market.
- 03

Within the Indian decorative paint segment, Asian Paints and Berger Paints are the two largest players
- 04

The industry's shift towards greener solutions as a response to global environmental concerns and consumer’s demand for healthier, safer products.
- 05

Digital tools to revolutionized customer experience, allowing for personalized and precise color selection. Continuous innovation to reduce energy costs by reflecting more sunlight and absorbing less heat.

Inflexion point 20 years ago

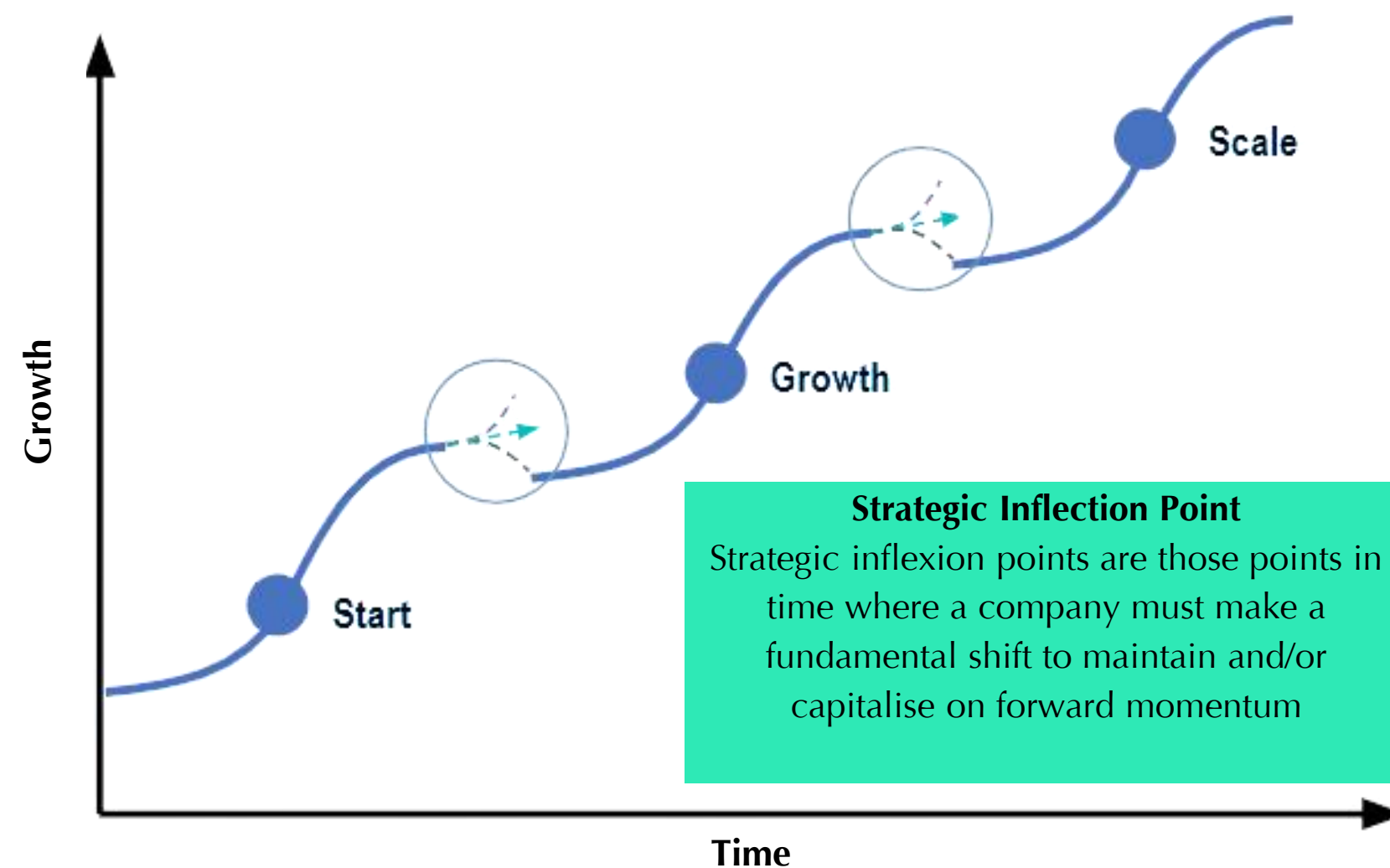
Shift in consumer demand and global trends led to the growth
Products more customized and guided by the technology support
Fiscal incentives by government - Reduction in GST

Stock	Market Cap - 2012 INR Cr	Market Cap - 2024 INR Cr
Asian Paints	31,097	2,73,060
Berger Paints India	3,694	66,806
Kansai Nerolac Paints	4866	21,200



Sundaram Business Cycle Fund Investment Process

Sundaram Mutual Fund - Identifying business cycles



Focus of the fund:
Dynamic themes



Focused allocation to Emerging Trends



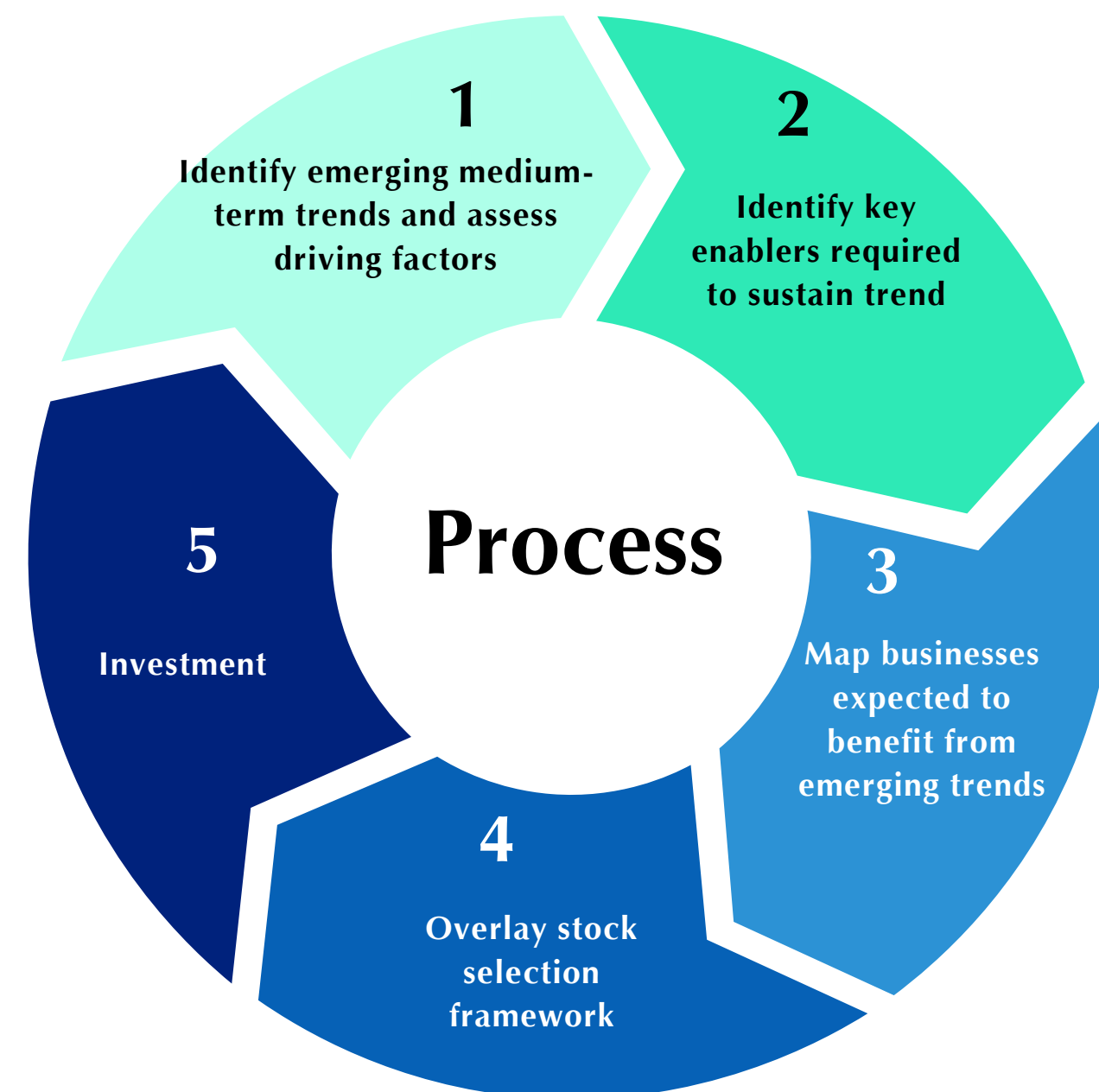
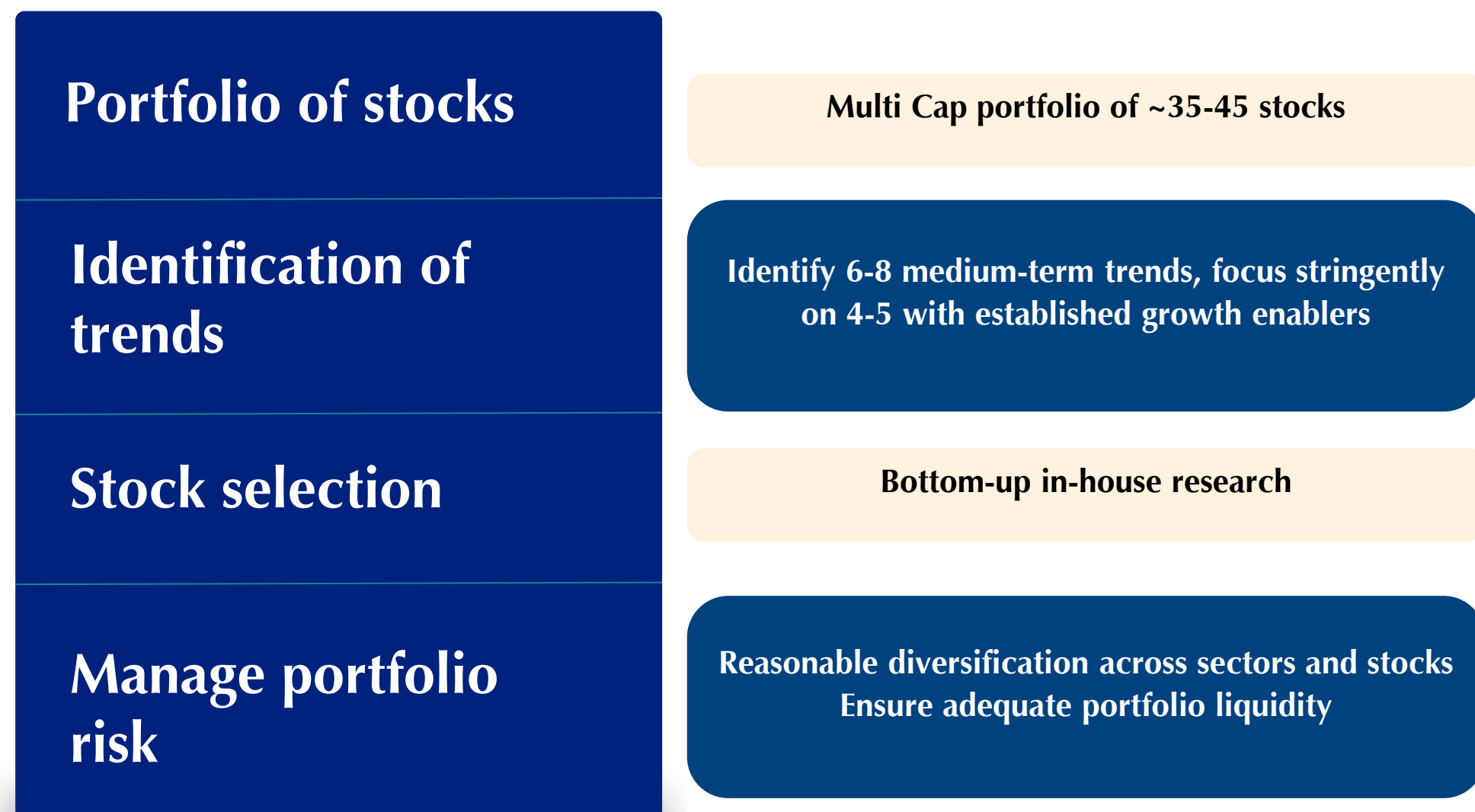
Adaptive to Changing Environment



Benefits of capturing multiple medium-term trends at inflexion points like favorable policies, demographics & realignment of global supply chain

How will the fund be managed

Dynamic thematic approach cutting across sectors



Investor advantage & key takeaways



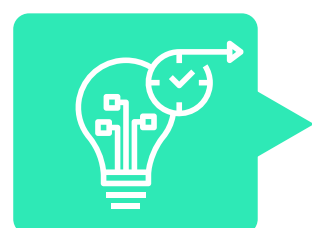
Investor advantage



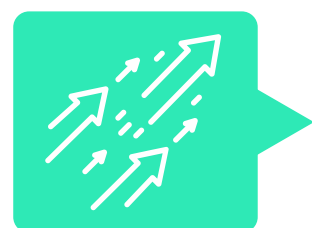
Focused exposure



Unconstrained by sector definitions



Alignment with transformational trends shaping the future

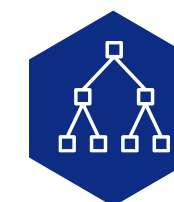


Dynamic evaluation of trends: alleviates allocation risk



Key takeaways

Top Down approach



Long term approach



Macro Based



Dynamic themes



Nimble in terms of sector allocation



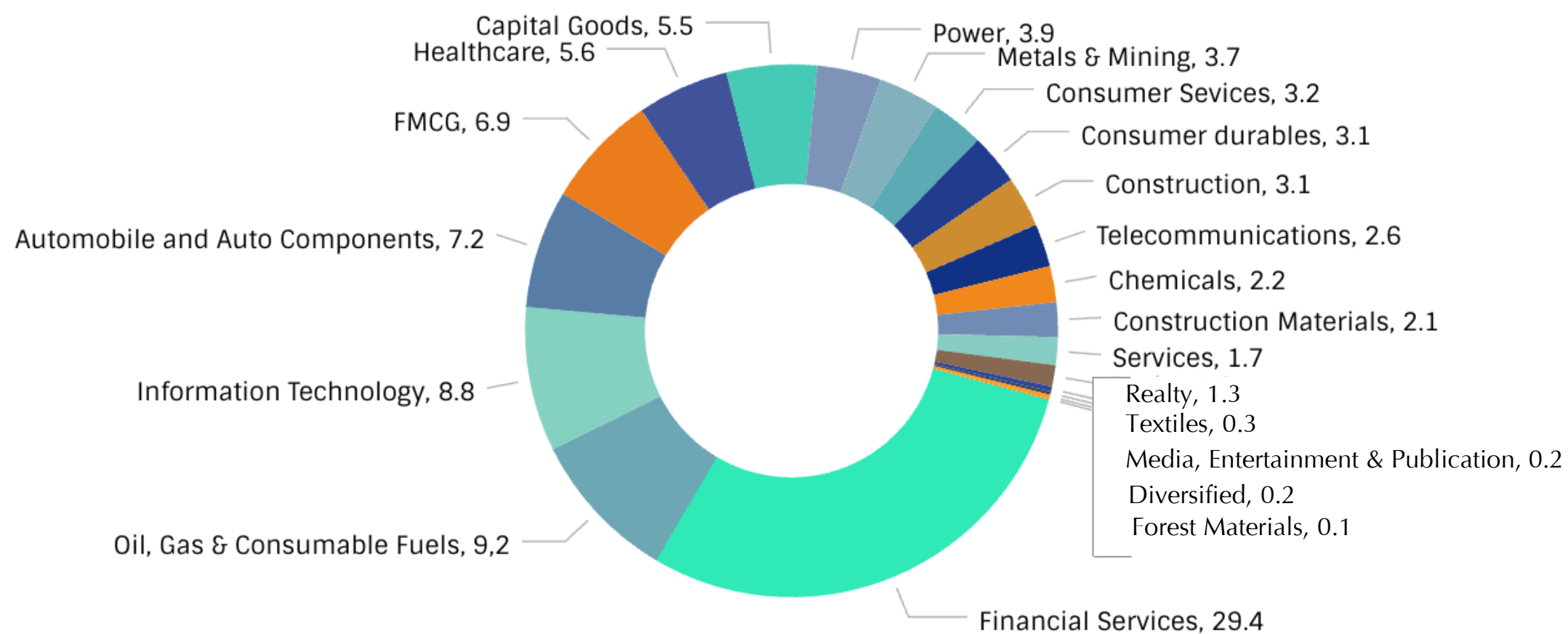
No cap on market cap/themes/sectors



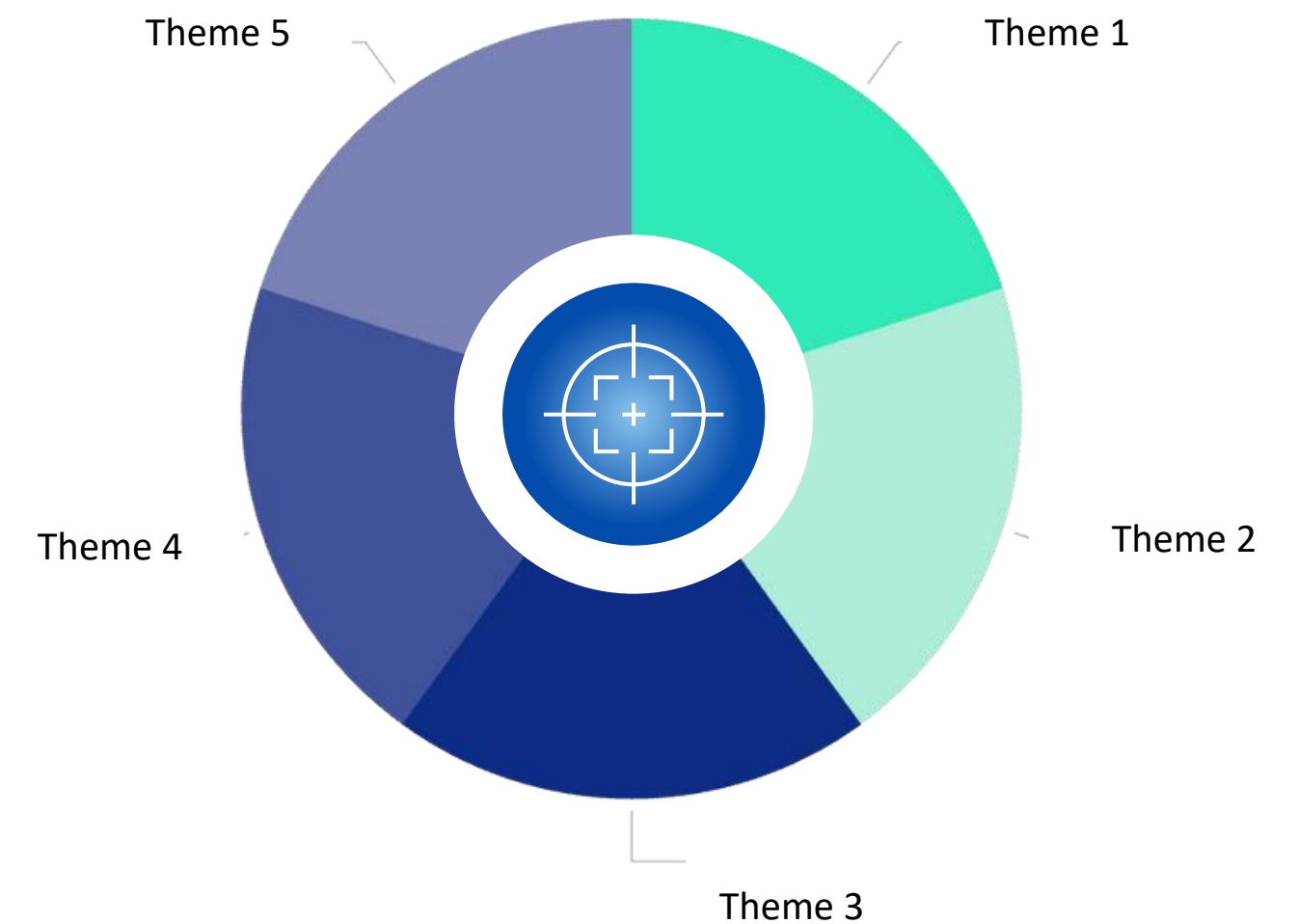
Benefits of Business Cycle Fund

Focused Sector Approach

Diversified Allocation – Nifty 500 Index



Focused Allocation (Illustration)



Fund facts

Fund	Sundaram Business Cycle Fund
Scheme Type	An open-ended equity scheme following business cycle based investing theme
Investment Objective	To provide long term capital appreciation by investing predominantly in equity and equity related securities with a focus on identifying medium term cycles which can impact the business fundamentals. This will be done through dynamic allocation between various themes and stocks at different stages of cycles in the economy.
Benchmark	Nifty 500 TRI
Fund Managers	Mr. Ratish B Varier & Mr. Bharath S (Equity)Mr. Dwijendra Srivastava & Mr. Sandeep Agarwal. (Fixed Income) Mr. Pathanjali Srinivasan is Dedicated Fund Manager for Overseas Investments
Plans & Options	Regular & Direct Plan; Growth, Income Distribution cum Capital Withdrawal (Payout, Re-investment and Transfer)
Minimum Application amount	Lumpsum: First Investment: Rs.100/- and multiples of Re.1/- thereafter SIP Dates: Any Day (1st to 31st) for Monthly and Quarterly Frequency; For Weekly Frequency - Every Wednesday. SIP Top-up facility: Half yearly/Annual Minimum Rs.500 and in multiples of Re.1/-
Exit Load	For redemption or withdrawal by way of SWP within 365 days from the date of allotment: 1%For redemption or withdrawal by way of SWP after 365 days from the date of allotment: Nil. Exit load will be waived on Intra-scheme and Inter scheme Switch-outs/STP

Disclaimer

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Statutory: Mutual Fund: Sundaram Mutual Fund is a trust under Indian Trusts Act, 1882. Liability for sponsors is limited to Rs 1 lakh. Sponsors: Sundaram Finance Ltd. Investment Manager: Sundaram Asset Management Company Ltd. Trustee: Sundaram Trustee Company Ltd.

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