

# SUNDARAM BUSINESS CYCLE FUND

An Open ended equity scheme

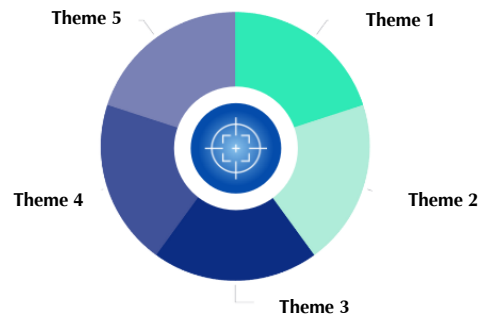
**SUNDARAM MUTUAL**  
UNEARTHING OPPORTUNITIES

## WHAT IS SUNDARAM BUSINESS CYCLE FUND?

### Dynamic Thematic Fund Investing In Long Term Emerging Mega Themes

- Themes create business cycles
- Lower correlation with sectoral cycles
- Unique concentrated exposure
- Themes can outperform broader markets
- Themes cut across sectors

### Focused Allocation (Illustration)



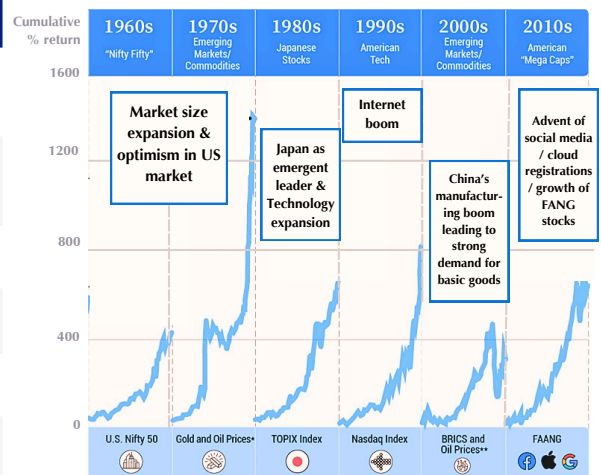
The portfolio of the fund is subject to changes within the provisions of the Scheme Information Document of the Scheme.

## Macro Factors create Long term cycles / Themes

- Self Reliance: Make in India
- Technology
- Demographics - Urbanization, Formalization, Premiumization drive medium to long term business cycles
- Climate change & environment

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

### Potential for outsize profits



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



## CURRENT THEMES

	<b>Make in / for India – Manufacturing</b>
	<b>Urbanisation /Premiumization &amp; Formalization</b>
	<b>Technology Transition &amp; Digitalization</b>
	<b>Sustainability</b>

Import substitution move, Private-supporting macros and CAPEX uptrend

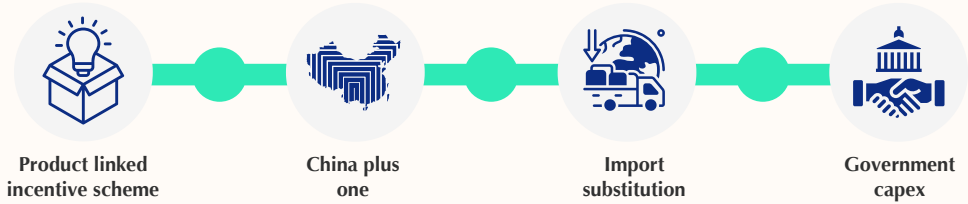
Urban Living & Business Space, Food & Entertainment Needs and Moving up Quality Curve

Rapid sector adoption, Creating disruptive opportunities and New digital availability

New tech emerges, Multifold industry opportunities and Zero net commitment

## Theme 1: Manufacturing

Global shipment of iPhones upto 10% from <1% in 6 years



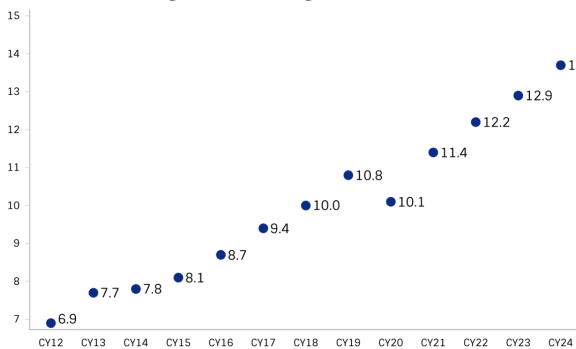
## Theme 2: Urbanization / Premiumization / Formalization

### Urbanization and Formalization



Rise of Tier 2 and Tier 3 cities  
Growing appetite for aspirational brands and quality infrastructure driven by rising disposable income

#### Growing share of organised retail(%)



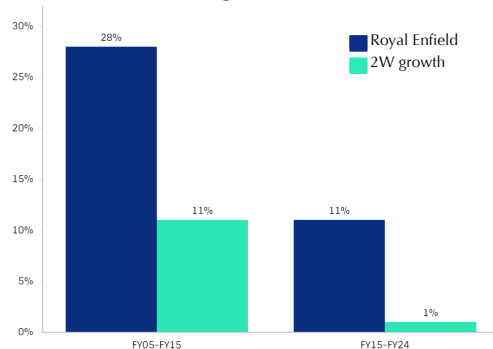
Source: ICICI Sec, HDFC Sec, Deloitte

### Premiumization



Move from 100cc 2-wheelers 20years ago, to 250cc and above

#### 250cc growth (RE) stands out



Source: ICICI Sec, HDFC Sec, Deloitte

### Formalization

#### Move from unorganized to organized

EXAMPLE

**Retail Jewellery.** Over the recent 3-4 years advent of several players to the organized listed market driven by marginalization of small unorganized players due to – tighter compliance, limited variety and design, unreliability etc., Hence where there was only Titan, we now have Kalyan, Senco etc.,. Formalisation leads to increase in profits for the larger organised players and offers attractive opportunities for investors. It also benefits other sectors that have linkage like financing against gold which grows as the reliability of gold is assured when purchased from original organised corporate sectors

## Theme 3: Sustainability

### 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.



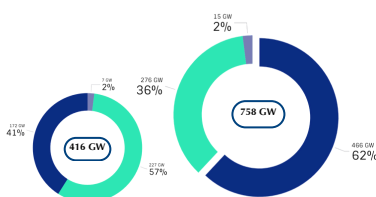
#### Energy

Policy support to drive to support

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

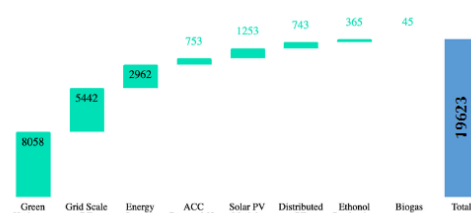
Hydrogen mission for 5Mn TPA green hydrogen capacity and the addition of 125 Gigawatts of renewable energy capacity by 2030

#### Rising mix of renewables



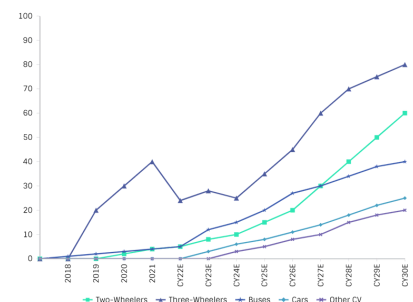
Source: SAMC, Bernstein, JSW Energy

#### Opportunities across value chain



Source: SAMC, Bernstein, JSW Energy

#### Share of EV sales



Source: Bloomberg, IEA, Bernstein, Morgan Stanley, Deloitte

## Theme 4: Technology Transition and Digitalization



### Trade

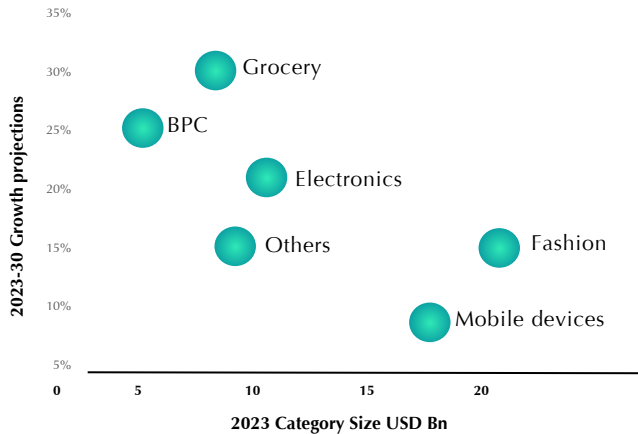
Retail Ecommerce  
Supply Chain  
B2B Marketplaces



### Media & Entertainment

Digital Advertising  
OTT

## Seismic shift in Consumer Adoption opening up new opportunities



### Enablers



Access



Convenience



Choice

## Fund Investment Process

### Portfolio of stocks

Identification of trends

Stock selection

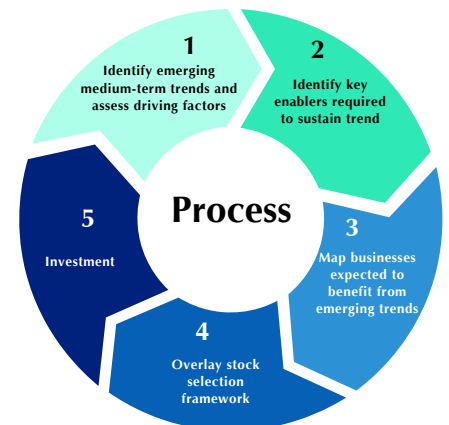
Manage portfolio risk

### Multi Cap portfolio of ~35-45 stocks

Identify 6-8 medium-term trends, focus stringently on 4-5 with established growth enablers

### Bottom-up in-house research

Reasonable diversification across sectors and stocks  
Ensure adequate portfolio liquidity



## 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



Macro Based



Nimble in terms of sector allocation



Long term approach



No changing themes



No cap on market cap/themes/sectors

## Disclaimer

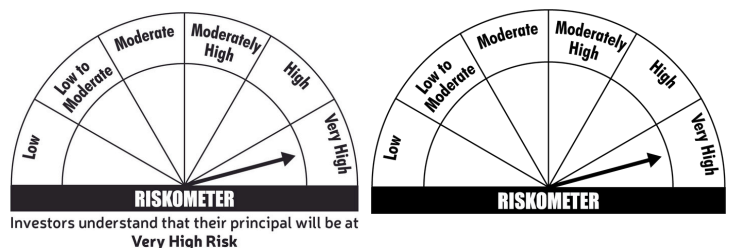
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**This product is suitable for investors who are seeking\***

- 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.**



Sundaram Business Cycle Fund

Benchmark: Nifty 500 TRI

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