

## Factors driving India's consumption in the coming decades





## India's consumption at an inflection point

Countries like
China saw a sharp
acceleration in
consumption post
crossing US\$2,000
mark in per
capita income



## **Demographic Dividend**

India has the largest and one of the youngest populations in the world with declining dependency ratio



#### **Premiumization**

Changing income pyramid and higher disposable income leading to premiumization



#### **Formalization**

Shift from unorganized to organized at a faster pace on account of factors like Demonetization, GST, Corporate tax cuts and higher digitization



#### **Digitization**

Changing consumption landscape - improving access to products and services

## Multiple catalysts to infuse growth





Aggregate consumption in India lagged economic growth post-Covid



Mass consumption to witness potential recovery on the back of:

Income tax relief

- Lower inflation
- Higher welfare spends
- Prospects of above average monsoon



Signs of revival in consumption – both rural and urban



Lower crude & edible oil prices to push margins higher

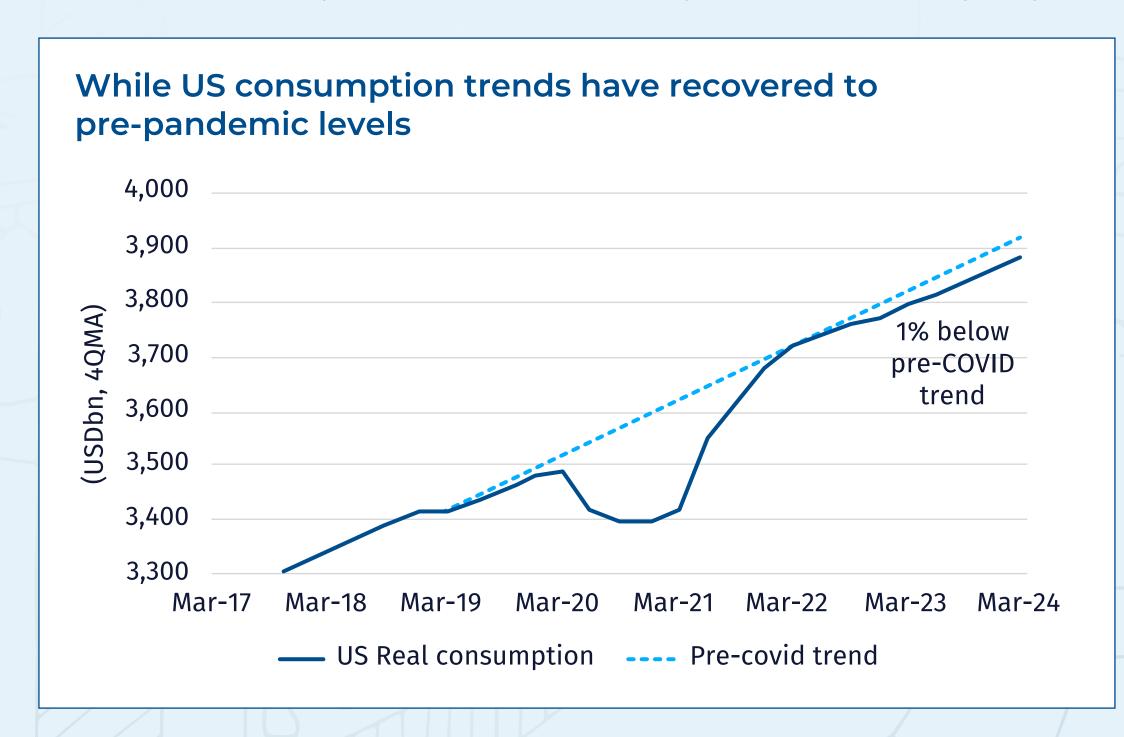


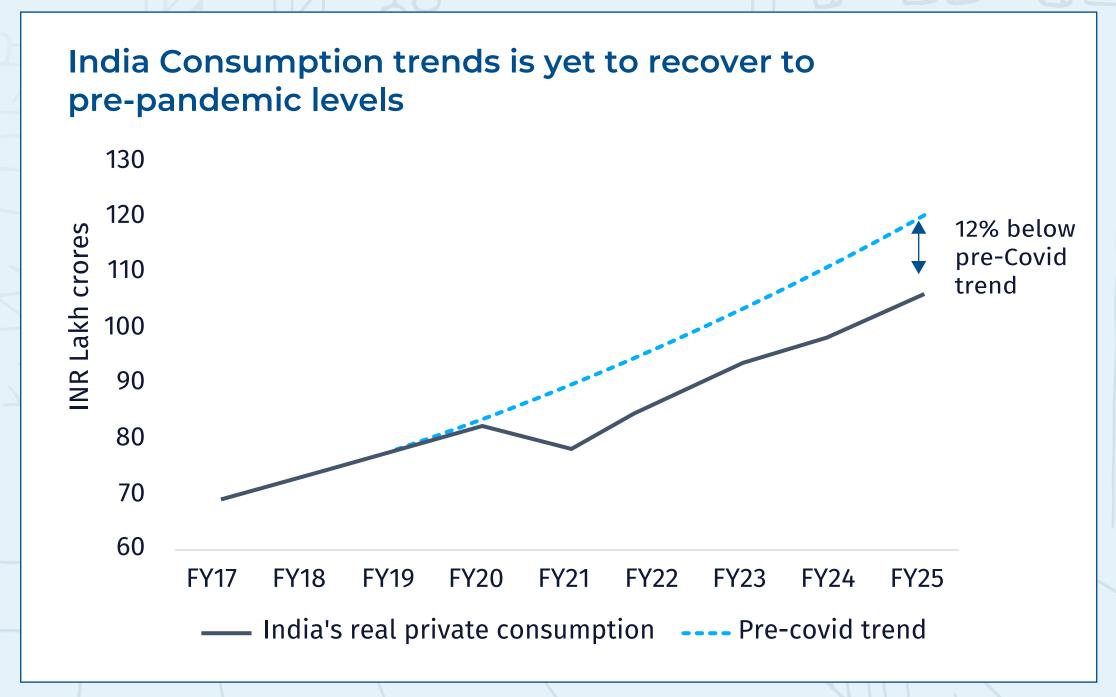
Supportive macroeconomic factors: Lower interest rates, High liquidity, higher services exports

#### US vs India -Consumption trends below pre-pandemic levels in india



- US consumption trends recovered to pre-pandemic levels helped by strong 'Stimulus and Relief Package' also known as CARES act which included One-time, direct cash payment of US\$1,200 per person plus US\$500 per child.
- India Consumption trends have not yet recovered to pre-pandemic levels.





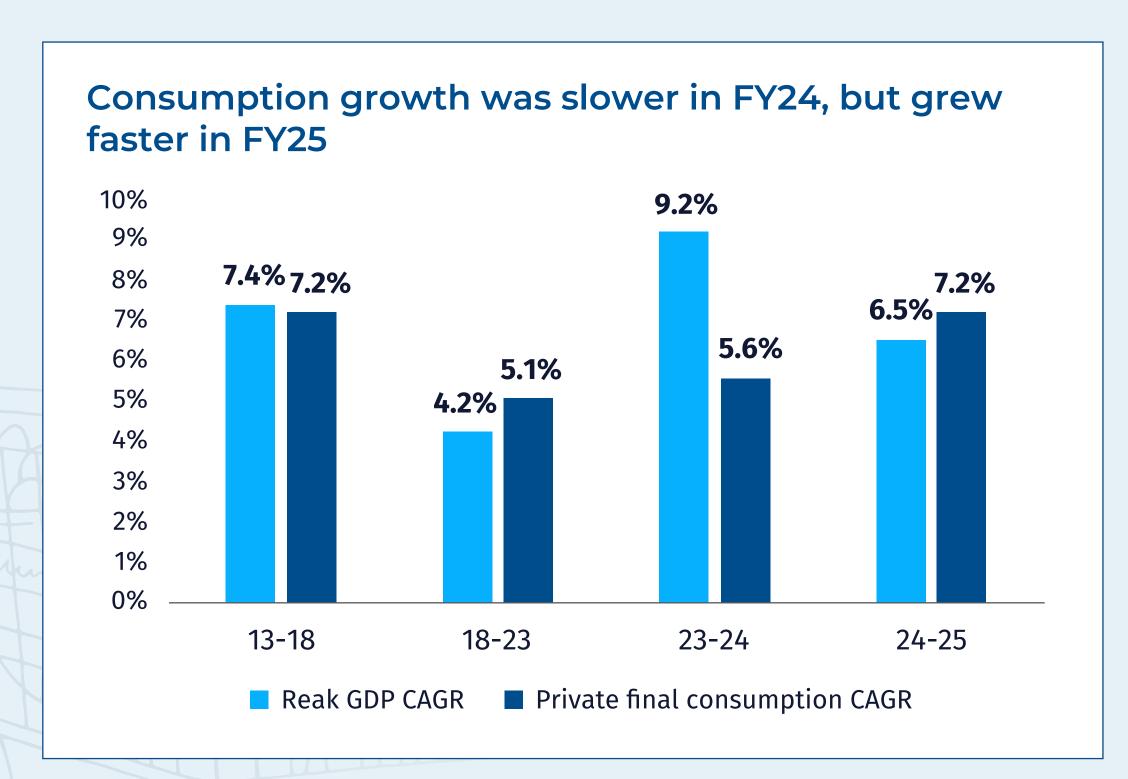
Source: Nuvama Institutional Equities

Past performance may or may not be sustained in future and is not a guarantee of any future returns.

## Consumption remains a major contributor to GDP



- Oomestic Private Consumption contributes 59% of India's GDP and has grown faster than Nominal GDP in the last 10 years
- Major constituents of Private consumption are Foods & Beverages, Clothing and Footwear, Housing and Fuels, Transportation, Healthcare, Communication, Education, Restaurants and Hotels etc



Source: CMIE; GDP = Consumption + Investment + Government Spending + (Export – Import)

## Private Final Consumption breakdown by category, India vs US

Private Final Consumption by categories, US\$ per capita		India			
		FY22	FY22 share of consumption	2022	
Food, Beverages and Tobacco	274	421	32%	3,797	
Clothing and Footwear	52	79	6%	1,460	
Housing, Water, Electricity, Gas and Other Fuels  Furnishing, Household Equipment and Routine Household Maintenance  Health		172	13%	10,370	
		39	3%	1,562	
		67	5%	8,101	
Transport	124	212	16%	3,776	
Recreation and Culture	8	11	1%	3,747	
Restaurants and Hotels		18	1%	3,725	
Others	155	278	21%	13,477	
Total	825	1,296	100%	51,582	

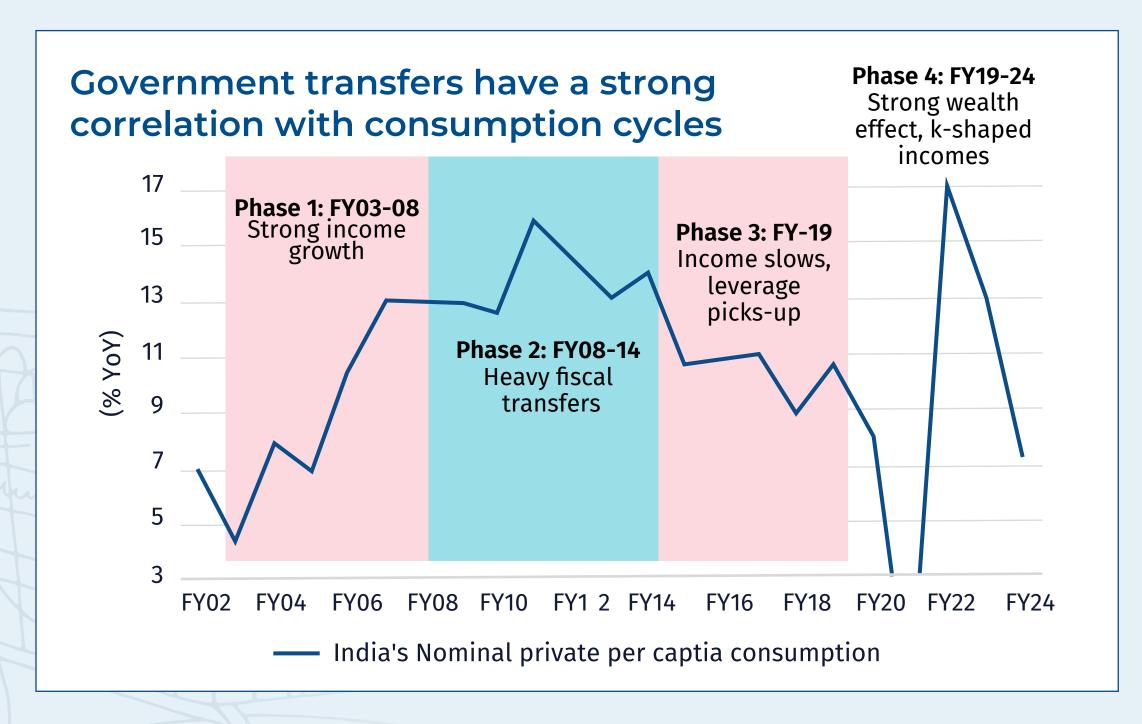
Source: MOSPI, US BEA, UN Population Database, Bloomberg. Currency rates used: (USD/INR) FY12 - 47.9; FY22 - 78.64

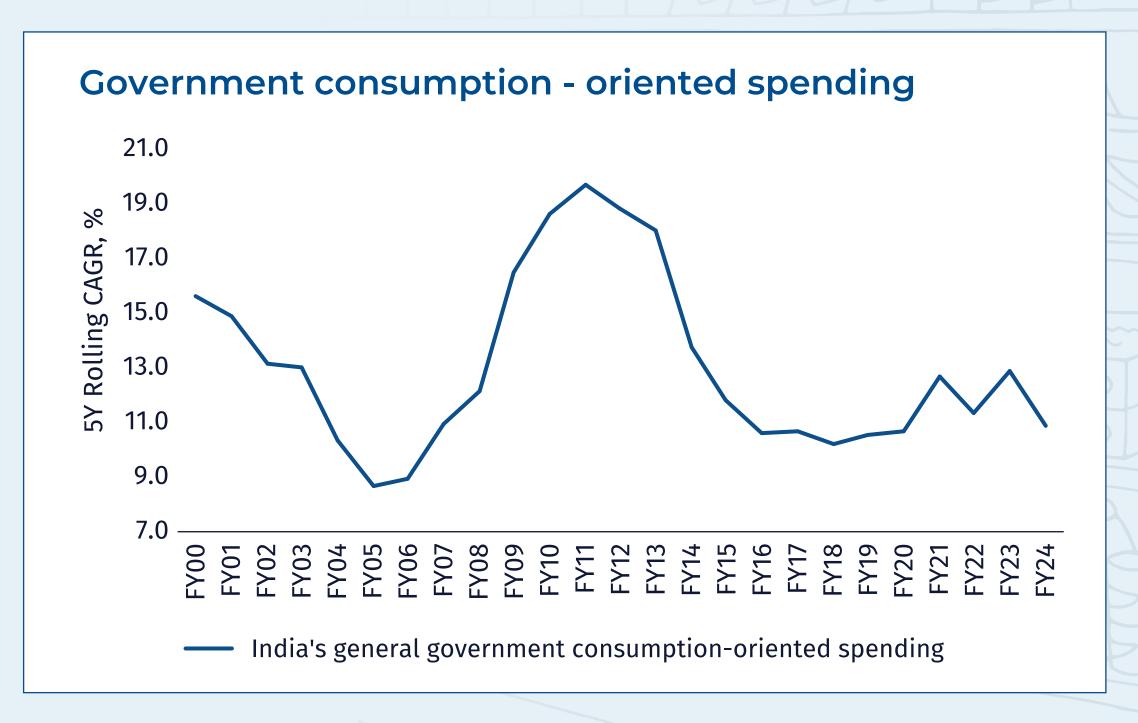
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## Government spending has high correlation to consumption cycles



- Historically, consumption growth in India has high correlation with welfare spending by government.
- High government fiscal transfers for welfare spending during FY08-14 (MGNREGA scheme, higher MSP growth etc.) led to a strong consumption cycle.
- India is seeing higher spending growth in FY26 budgets





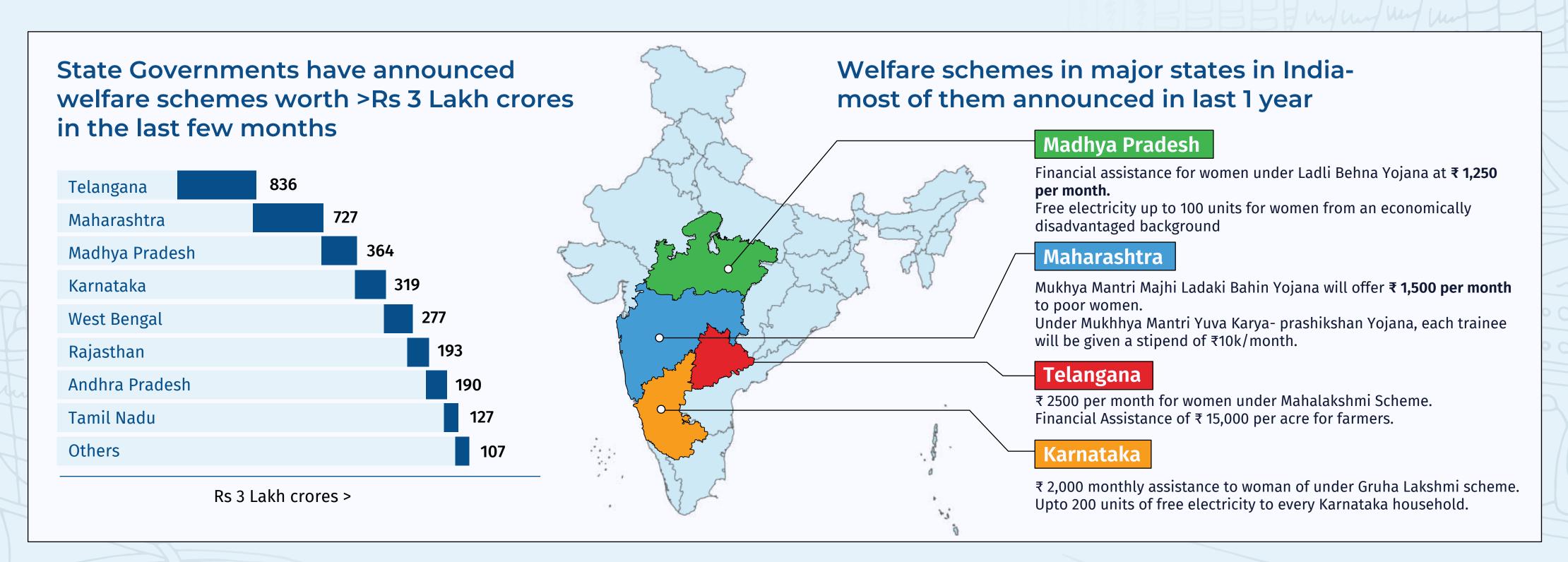
Source: Nuvama Institutional Equities

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## State governments led increase in welfare spending gaining momentum



- Large states including Maharashtra, Madhya Pradesh, Karnataka, Telangana, Andhra Pradesh etc have announced welfare schemes worth> Rs 3 lakh crores in the last few months
- Union Budget 2025 saw increase in revenue expenditure vs interim budget



Source: Avendus Spark

## Income Tax Cuts – more money in Consumer hands



- Reduction in slab rates and rebate upto Rs12 Lakh could mean that a significant portion of the population has <5% tax liability
- As per Budget, this move leads to Rs 1 Lakh crore of tax foregone
- Higher salaries have reflected starting April 2025 for most employees

Returned Income Range			Average returned income	
		(In Rs crores)	(In Rs lakhs)	
0	4,90,408	0	0.00	
>0 and <=5 Lakh	5,23,85,897	20,41,642	3.90	
>5 Lakh and <=10 L	1,32,55,362	9,21,549	6.95	
>10 L and <=15 L	41,65,166	5,04,296	12.11	
>15 L and <=25 L	28,81,670	5,45,197	18.92	
>25 L and <=50 L	16,10,556	5,50,100	34.16	
>50 L and <=1 Cr	4,55,589	3,12,451	68.58	
>1 Cr	2,16,638	6,27,278	289.55	
Total	7,54,61,286	55,02,514		

Income tax slabs	Income Tax Rates
Upto Rs. 4,00,000	NIL
Rs. 4,00,001 - Rs. 8,00,000	5%
Rs. 8,00,001 - Rs. 12,00,000	10%
Rs. 12,00,001 - Rs. 16,00,000	15%
Rs. 16,00,001 - Rs. 20,00,000	20%
Rs. 20,00,001 - Rs. 24,00,000	25%
Above Rs. 24,00,000	30%

Source: Incometaxindia.gov.in, India Budget 2025

## Consumption Stimulus – Government Focus shifting towards Consumption



#### **GST Rate Rationalization**

- Discontinuation of 12% and 28% slabs
- 2 primary rates of 5% and 18%, plus 40% for sin/demerit goods
- Benefit for multiple consumption sectors including Automobiles, FMCG and Consumer Durables
- Total GST Forgone: ₹1.8 lakh crore (0.5% of GDP)
   for the Government

#### **Monetary Measures**

- Cut in 100 bps of Repo Rate in the last 8 months
   → Lower household debt servicing from 100 bps drop-in lending rate → Savings of ₹1.45 lakh crore for the household (0.4% of GDP)
- Cut in CRR would release primary liquidity of about ₹2.5 lakh crore (0.7% of GDP) to the banking system by December 2025 (as per RBI)

#### **State Welfare Schemes**

Announcement of welfare schemes worth >₹3
 lakh crore in the last 18 months by large states
 including Maharashtra, MP, Karnataka,
 Telangana, AP etc.

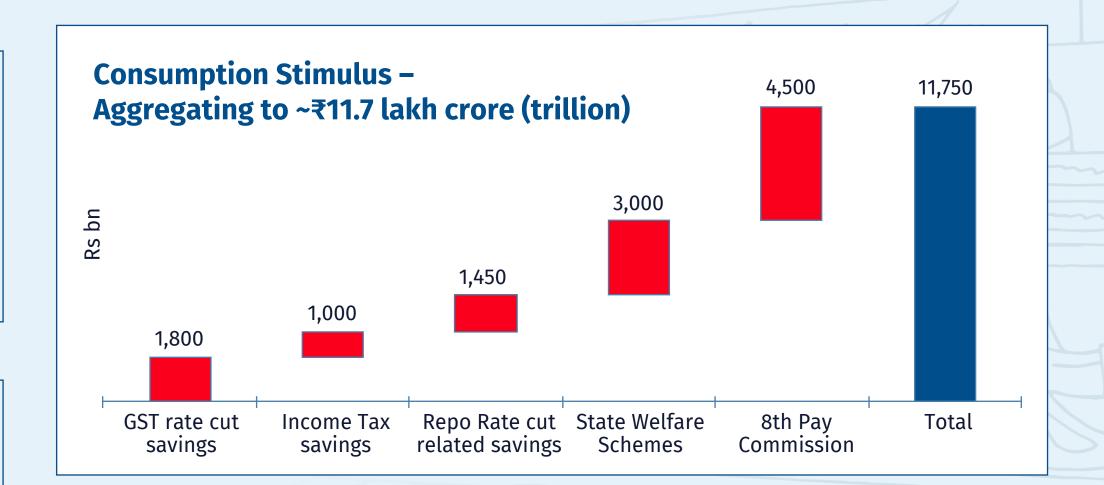
Source: Axis Capital, UBS Securities Refer disclaimer on page 27

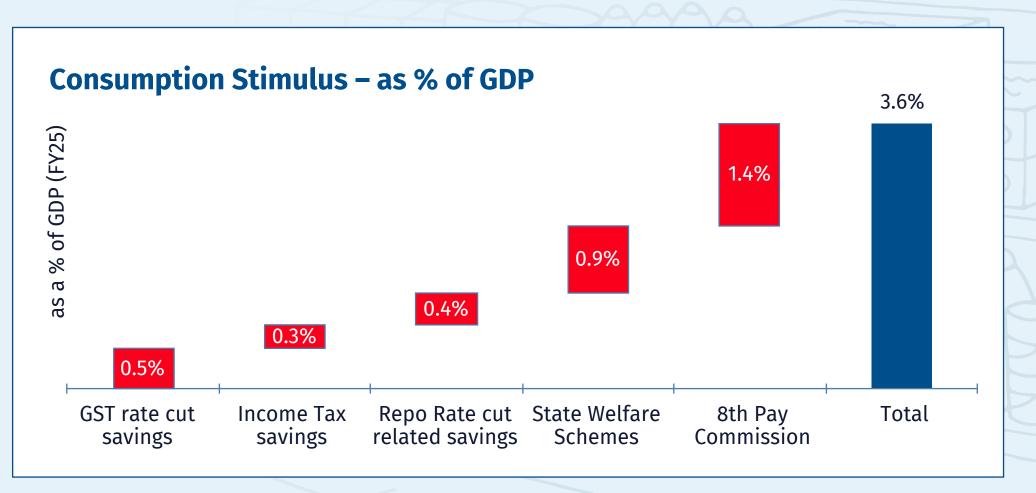
#### Income Tax Relief in the Union Budget

- Reduction in slab rates and rebate upto ₹12 lakh income → A significant portion of the population has <5% tax liability</li>
- As per Budget, this move leads to ₹1 lakh crore of tax foregone (0.3% of GDP)

#### **8th Pay Commission**

- Revision due in January 2026 → Pay hike likely to benefit 1.8 crore general government employees and 1.3 crore pensioners
- Likely increase in the comprehensive wage bill (centre + states + pensions + CPSEs): ~₹4.5 lakh crore (1.4% of GDP)





#### **GST Rate Rationalization**

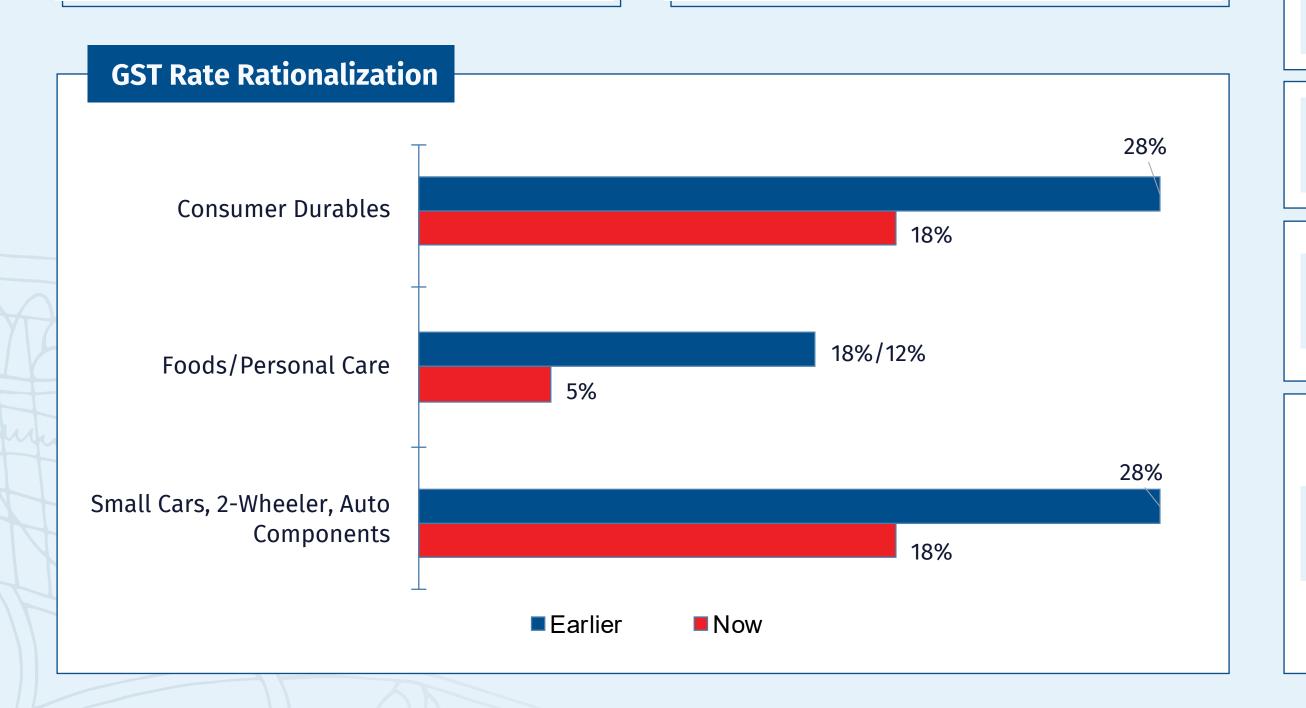


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   for the Government

#### Implementation of New GST Rates

 Implementation of new GST rates from September 22, 2025, except for cigarettes, wherein the existing GST rate and compensation cess would continue until loan/interest payment obligations under the compensation cess account are completely discharged



#### **Key Sector Implications**



#### **Autos**

- Small Cars and 2-wheelers: GST rate down from 28% to 18%
- Tractors: GST rate down from 12% to 5%
- Most Auto Components: Moved from 28% to 18% GST rate



#### **Consumer Staples**

 GST rates on almost all food items and select essential personal care categories rationalized from 12%/18% to 5%



#### **Consumer Durables**

 GST rate on room ACs, TVs (>32 inches) and dishwashers cut from 28% to 18%, bringing them at par with other home appliances



#### **Health and Life Insurance**

- Government has exempted GST on individual life and health insurance policies
- Longer term positive for Health insurers as product becomes more affordable
- Long-term VNB accretion likely positive for life insurance companies



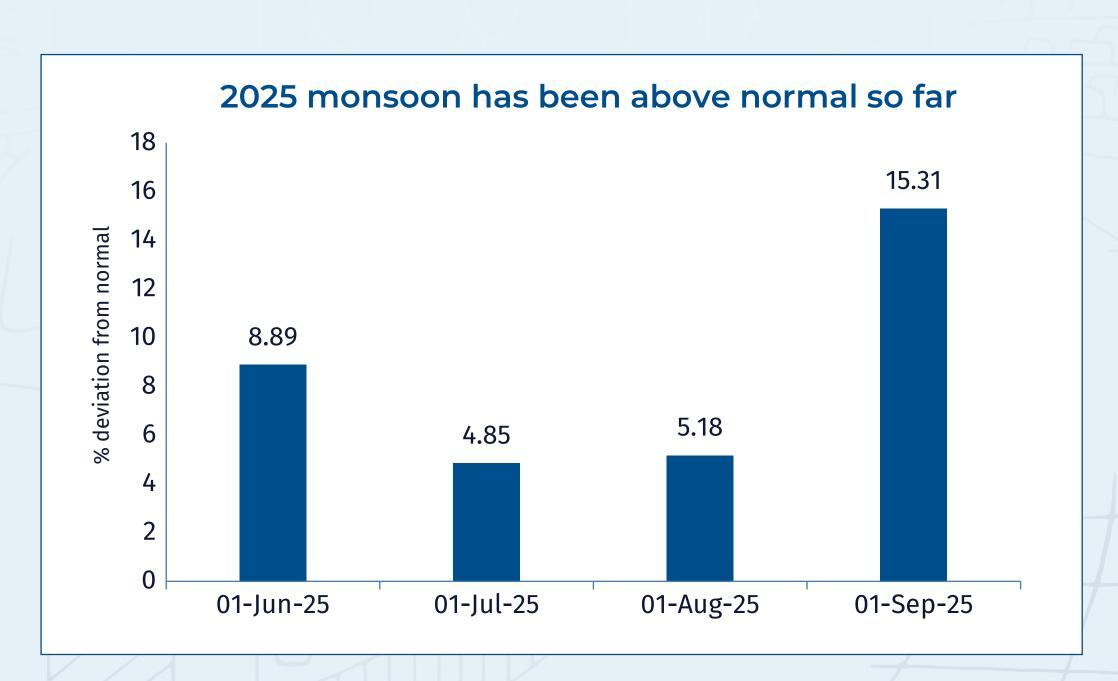


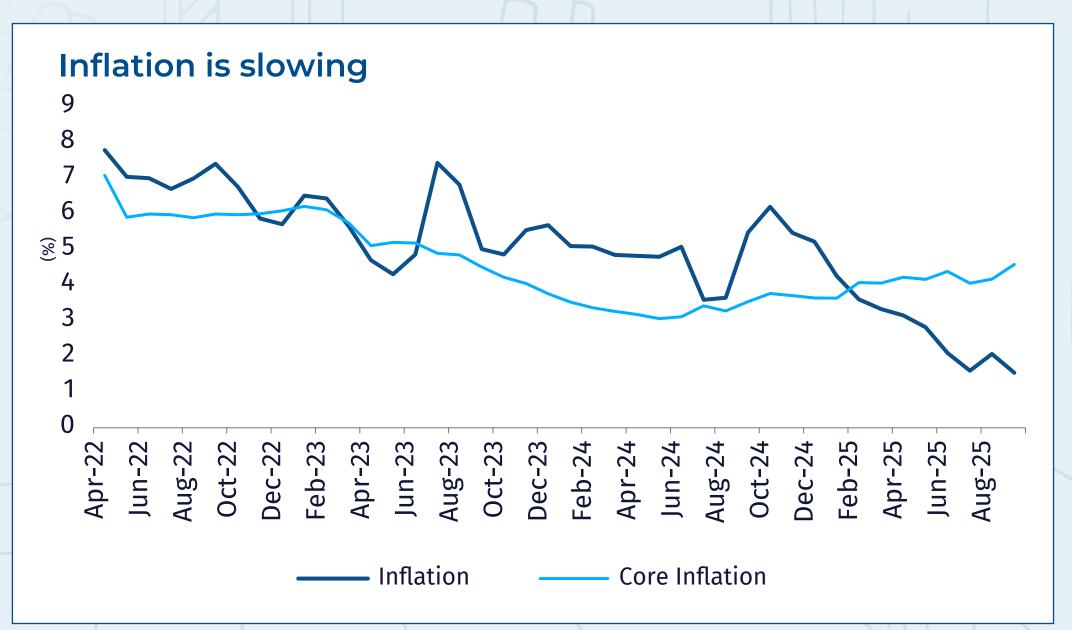
- Tiered structure of GST based on a price threshold has been retained in case of both apparel and footwear
- Price threshold revised upwards from ₹1,000 to ₹2,500
- GST rate on products priced below the threshold level in footwear revised down from 12% to 5%
- **Apparel:** GST rate on products priced above the threshold level increased from 12% to 18%

### Low inflation and good monsoon to uplift consumption outlook



- High inflation has historically led to lower consumption growth
- The rise in inflation post the pandemic has now slowed down, with CPI Inflation reporting 2.1% YoY for June 2025
- An above average monsoon bodes well for rural consumption





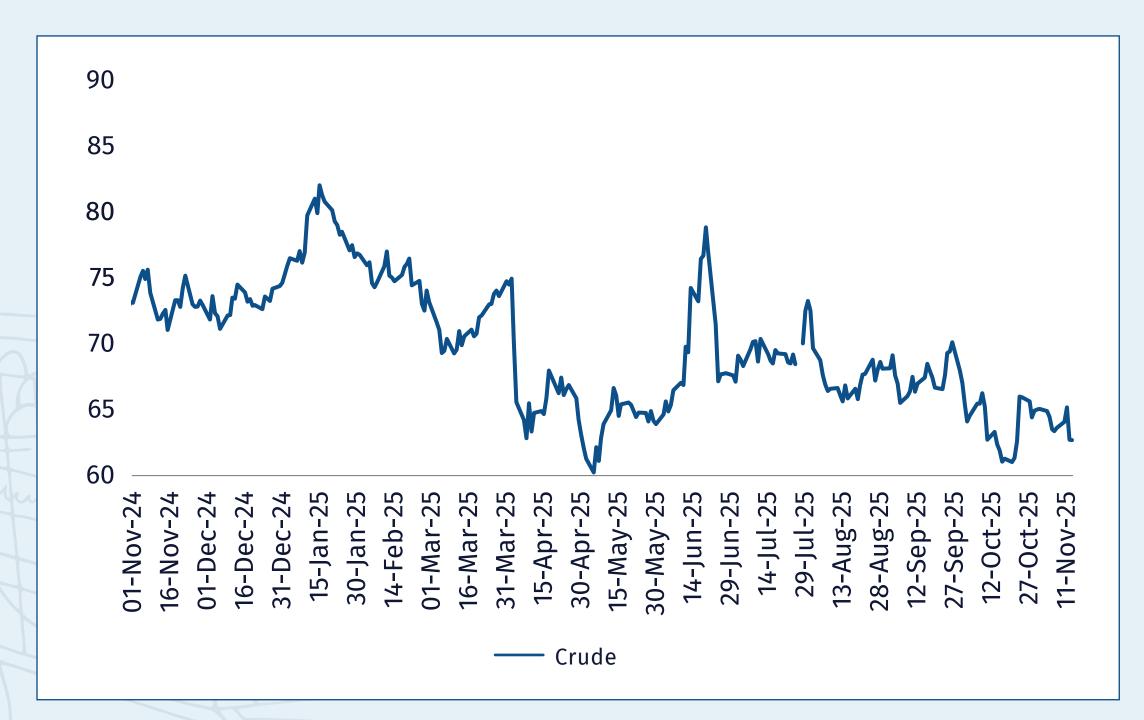
Source: CMIE

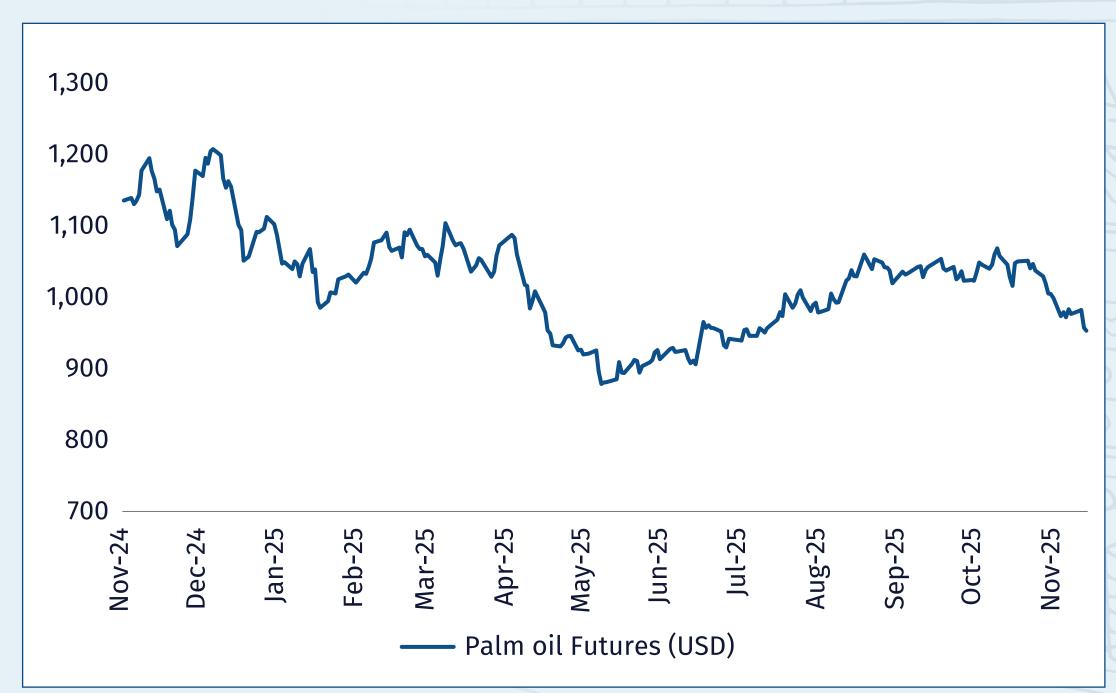
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### Crude and margins



- Crude oil prices have continued to stay low following OPEC's decision to increase oil supply. Weak demand outlook could contain crude oil price hikes
- Oecrease in Palm oil costs on account of duty cut and falling international prices
- ✓ Indian consumer facing businesses are dependent on Crude and Palm Oil for input costs indirectly, and fall in prices tends to support margins





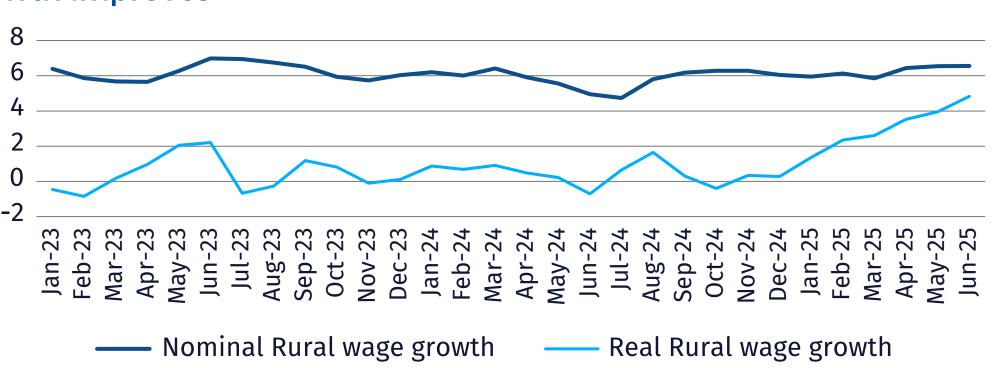
Source: Bloomberg

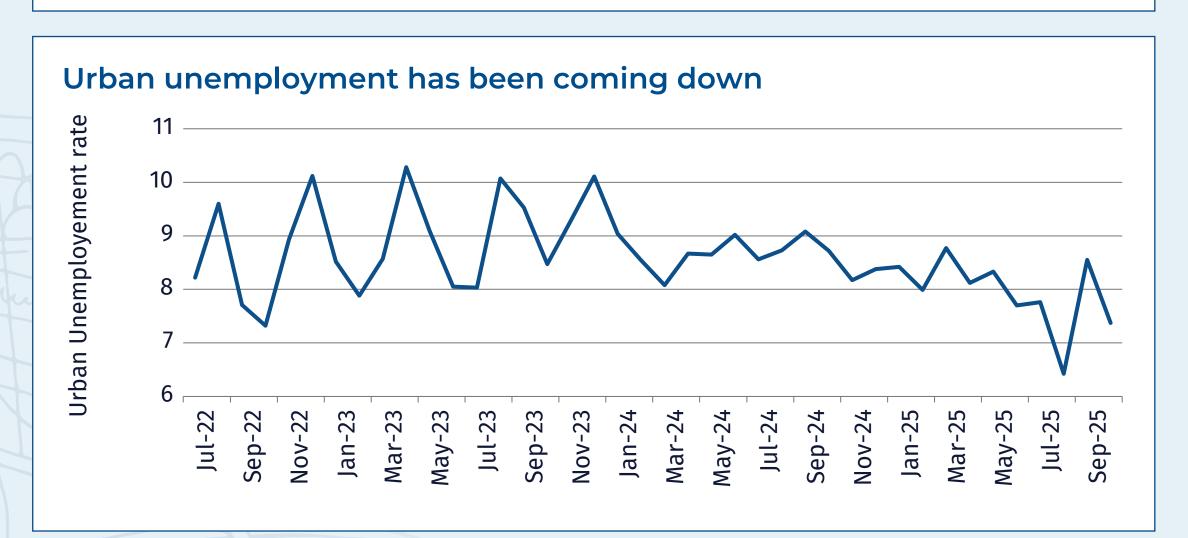
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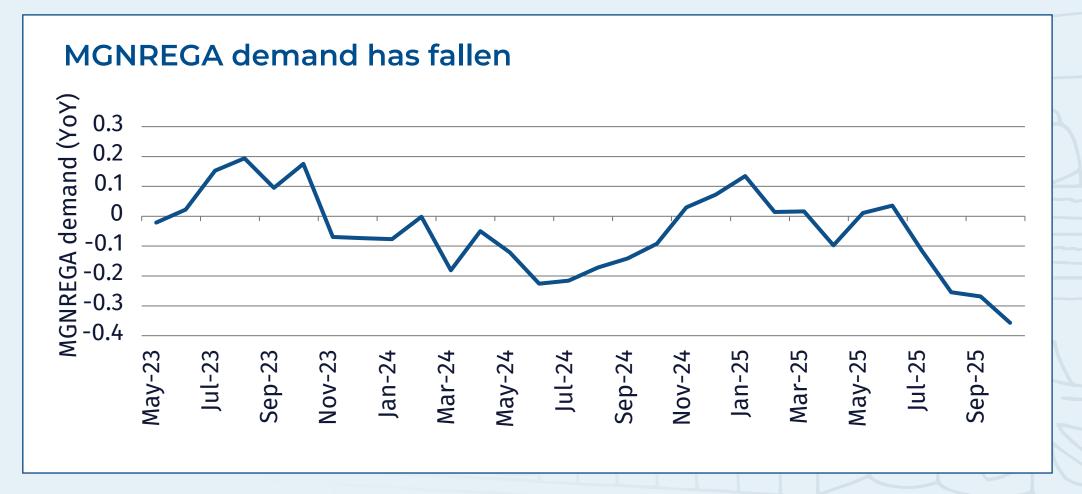
## Macro indicators bottoming out

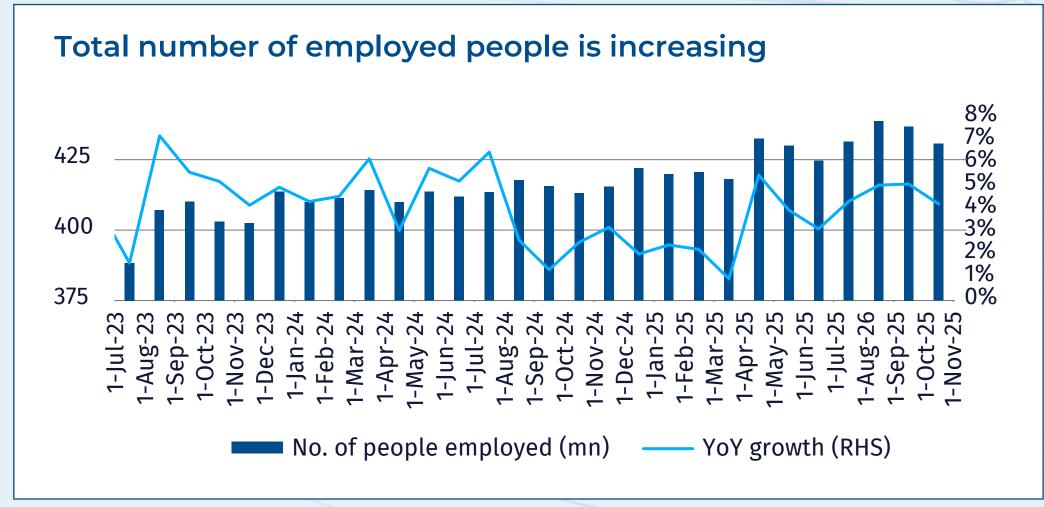












Source: CMIE

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## Signs of revival in consumption



GST has been very transformative for the country and it will unleash volume growth which are much better than what we have seen in the past and has more money in the hands of the consumer. And the sentiment is also positive because of the GST.

FMCG major, business update for Q2FY26 dated October 5, 2025

Expect to grow double digits in due course, because there seems to be a very positive sentiment around consumer goods and especially foods.

FMCG major, business update for Q2FY26 dated November 5, 2025

The most significant of these was the Government's recent GST reforms. This is a particularly encouraging development, centered around rate reduction and tax structure simplification. It is expected to have a positive impact by enhancing disposable income, thereby laying the ground for stronger consumption trends.

By enhancing affordability, they are expected to boost disposable income, uplift consumer sentiment, and unlock meaningful opportunities for premiumization across categories. This aligns well with our strategic focus of driving volume-led growth and expanding our premium offerings. These reforms will serve as a structural growth enabler, reinforcing our long-term value creation agenda and positioning us well to capture emerging demand tailwinds.

FMCG major, business update for Q2FY26 dated October 23, 2025

Source: Extracts from Individual Company updates. The fund may or may not invest in the companies quoted above.

## What is Non-Cyclical Consumer theme



Demand for non-cyclical consumer goods and services remains relatively stable across different phases of the economic cycle. Sectors such as FMCG, Consumer Durables, Consumer Services, healthcare services are part of the theme

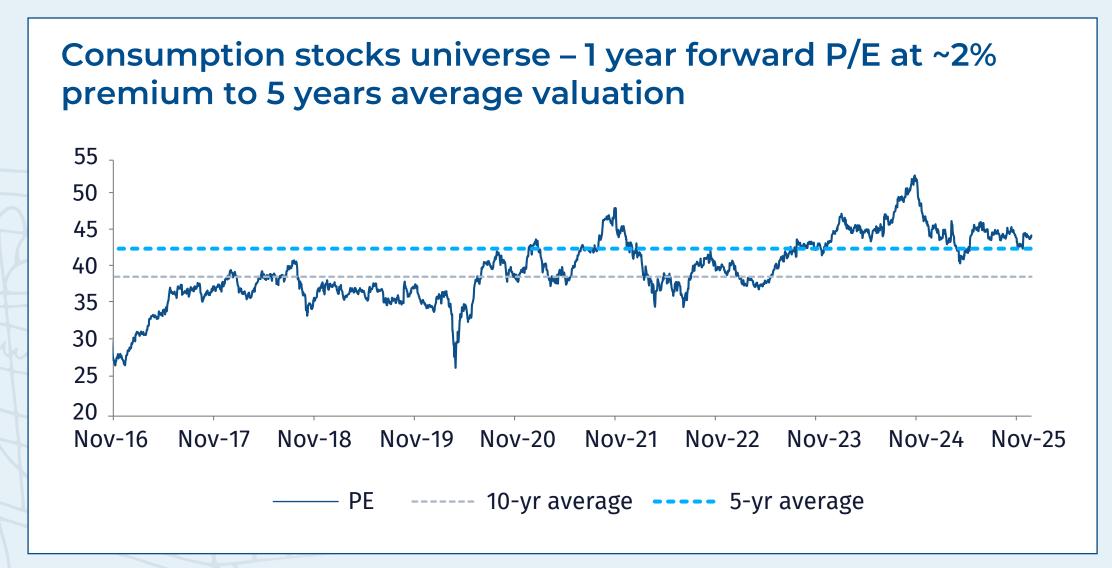
		Non-Cyclical	Cyclical
Fact Maring Concurrent Coods (FMCC)	Packaged Foods		
Fast Moving Consumer Goods (FMCG)	Home and Personal Care (HPC)		
	Consumer Durables		
	Consumer Services - Retail, Leisure, etc.		
Consumer Discretionary	Quick Service Restaurants (QSRs)		
	Media, Entertainment & Publications	<b>✓</b>	
	Automobile and Auto Components		<b>✓</b>
	Realty		<b>✓</b>
	Telecommunications	<b>✓</b>	
Others	Healthcare services	<b>✓</b>	
	Power		<b>✓</b>

Sectors such as Automobiles, Power and Realty are relatively more cyclical and hence are excluded

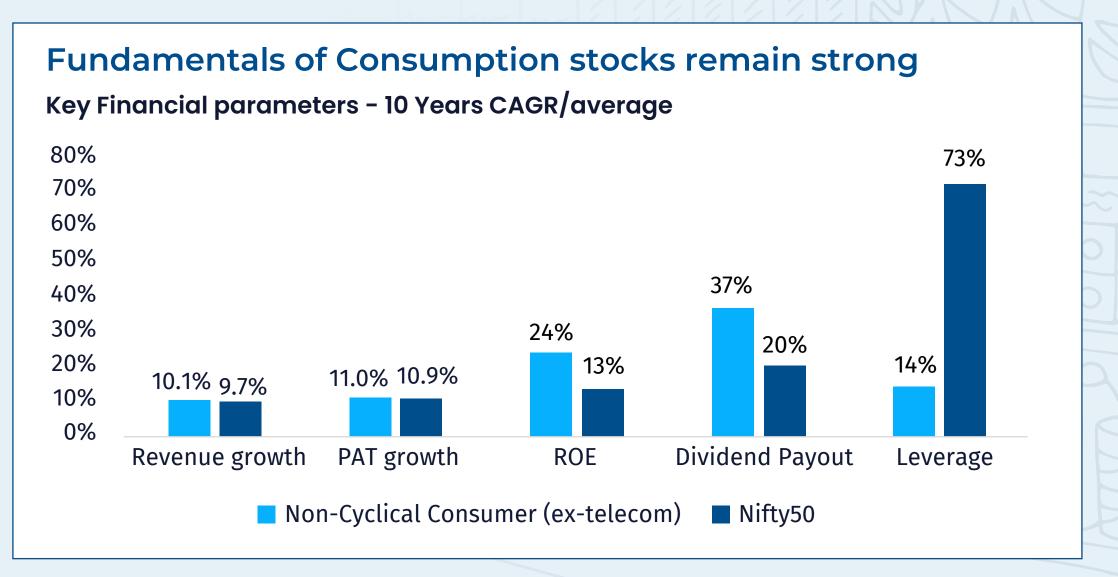
### Valuation - Trading in-line with last 5 years average PE multiple



- Consumption sector valuations are at 45x 1 yr Fwd P/E Ratio which is broadly in line with (2% above) last 5 years average
- Earnings growth surprise and higher visibility has led to valuation re-rating in the consumption stocks in the last 10 years. Also, during 2013-21, lower interest rate regime led to multiple expansion
- Reasons for higher valuation of the Consumption stocks compared to other sectors:
  - Higher margin and lower capital intensity leading to higher return on equity (ROE) and dividend payout
  - Higher visibility of earnings for longer period on account of brand loyalty and relatively lower technological disruption risks Strong balance sheet with lower leverage
  - Relatively low government's intervention
  - Lower risk from Global macro slowdown as majority of the companies are focused on domestic market



Source: Kotak Research, Bloomberg



Source: Capitaline; Financials of companies in Non-cyclical Consumer portfolio (ex- Telecom) used for analysis

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## Introducing

## HDFC Non-Cyclical Consumer Fund

### Investment strategy



Investment team at HDFC MF has a significant experience and understanding of the consumption sector We follow bottom-up stock selection approach for portfolio construction

Core Portfolio

Core of the portfolio (at least 80%) will be invested in stocks that represent the non-cyclical consumer theme within the basic industries like Consumer Goods, Consumer Services, Telecom, Healthcare, Media, Entertainment and Publication.

**Multicap Strategy** 

Consumption space offers depth and diversity – the scheme would invest across segments and market capitalization

Focus on Leaders

Seek to invest in companies which are leaders and/or are gaining market shares due to superior execution, scale, better adoption of technology etc.

Secular growth/ Re-rating

Equally focussed on

- Companies which are likely to witness steady and secular growth
- Companies which are likely to see a turnaround in profitability and have potential of being re-rated

HDFC Mutual Fund/AMC is not guaranteeing returns on investments made in this scheme. The current investment strategy is subject to change depending on the market conditions

## Portfolio positioned to gain from changing consumption trends



Stock	Weight / Number
AUM	INR 1,095 crores
Number of stocks	47
Top 10 stocks	52%
Equity (%)	97.4%
Of which:	
Largecap	59%
Midcap and Smallcap	38%
Cash and Cash Equivalents	3%
Benchmark	NIFTY India Consumption Index (TRI)
Fund Manager	Amit Sinha (since July 12, 2023)

Data as on October 31, 2025. For complete portfolio details refer to the monthly portfolio on **www.hdfcfund.com** 

Refer disclaimer on page 27

#### **Top Sectors:**

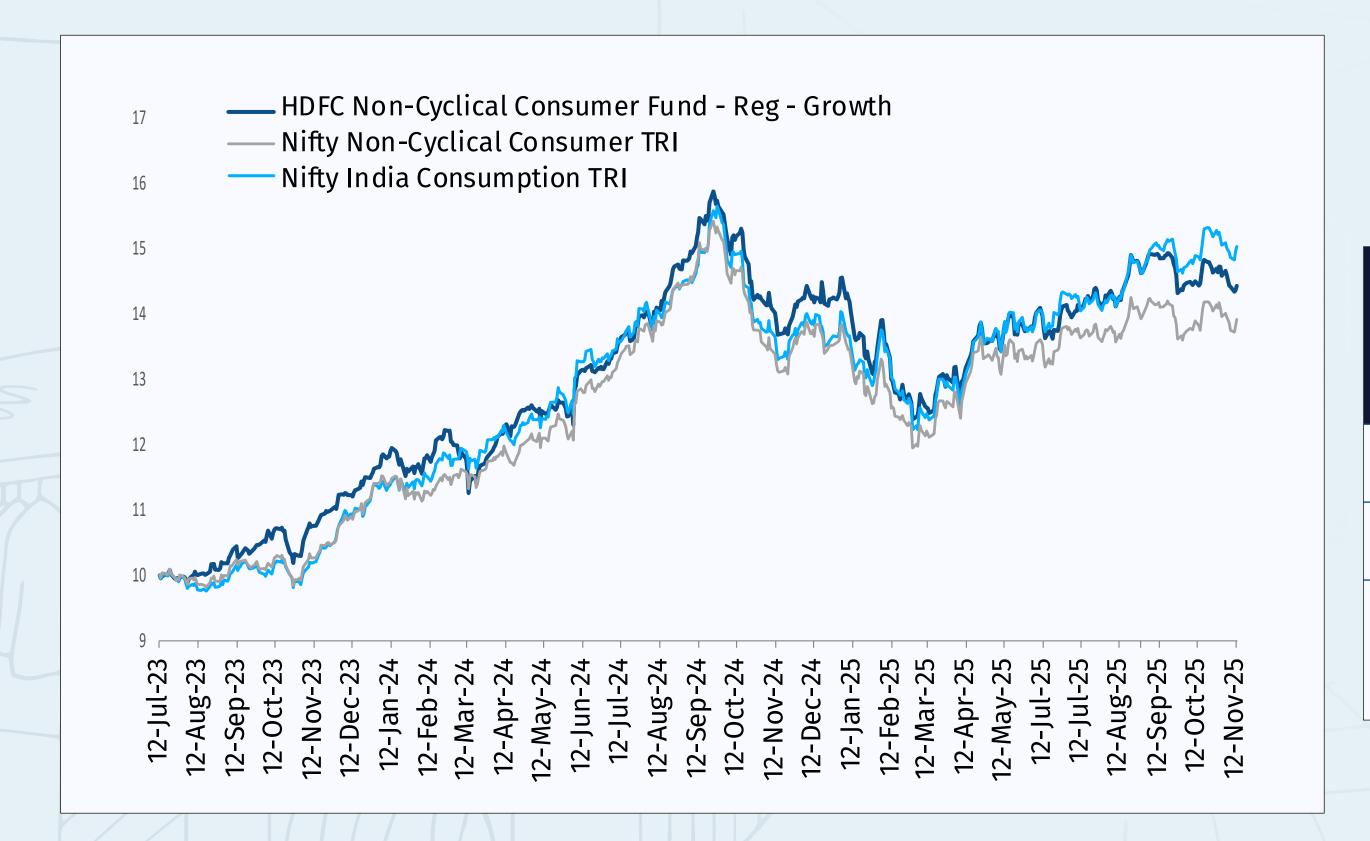
Sector	Weight
Retailing	21.9
Consumer Durables	11.3
Diversified FMCG	11.2
Leisure Services	9.5
Beverages	9.5
Automobiles	6.4
Personal Products	6.4
Food Products	4.2
Healthcare Services	4.1
Telecom - Services	3.4

#### **Top Stocks:**

Company	Weight
Eternal Ltd.	9.6
Hindustan Unilever Ltd.	8.5
Vishal Mega Mart Ltd.	5.7
United Spirits Ltd.	5.4
Chalet Hotels Ltd.	4.9
Godrej Consumer Products Ltd.	4.2
Titan Company Ltd.	3.7
Varun Beverages Ltd.	3.6
Bharti Airtel Ltd.	3.4
Hyundai Motor India Ltd.	2.9

#### Performance over time





Period	HDFC Non-Cyclical Consumer Fund*	NIFTY Consumption TRI	NIFTY Non-Cyclical Consumer TRI	
1-year	4.09%	11.58%	5.22%	
2-year	15.81%	21.42%	16.41%	
Since Inception (July 12, 2023)			15.18%	

Source: MFI Explorer. Returns as on November 12, 2025. Scheme Benchmark is Nifty India Consumption TRI. For comparision with the theme universe, we have shown returns of Nifty Non Cyclical Consumer TRI. For Returns in the SEBI prescribed format, refer slide 24. **Disclaimer: Past performance may or may not be sustained in future and is not a guarantee of any future returns.** \*The above returns are of CAGR for the Regular Plan - Growth Option. HDFC Mutual Fund/AMC is not guaranteeing any returns on investments made in this Fund. In view of the individual circumstances and risk profile, each investor is advised to consult his / her professional advisor before making a decision to invest in the Scheme. Historical performance indications and financial market scenarios are not reliable indicators of current or future performance. HDFC Mutual Fund/AMC is not guaranteeing returns on investments made in the Scheme. The Fund may or may not have any present or future positions in the Stocks/Sectors.

## Risks and Mitigants



Risks	Mitigants
Growth in the aggregate consumption is dependent on the growth in India's economy	<ul> <li>India is currently witnessing high growth, and growth expectations from government and multilateral agencies are high</li> <li>Consumption of basic items don't move significantly basis small changes in incomes</li> <li>Companies have products across the price ladder in case of up-trading/down-trading</li> </ul>
Sharp inflation in raw material	<ul> <li>Relatively strong pricing power observed in leading companies to pass on price increases to the consumers</li> </ul>
Private labels (In-house brands of large retailers) gaining higher share	• Preference for branded products remains high in India which has led to lower growth of private labels in the past despite modern trade/ e-commerce gaining significance
Competitive intensity going up and/or technological disruption	<ul> <li>Relatively strong moats such as distribution, brand equity, in-house R&amp;D which are difficult to penetrate</li> </ul>

Sectoral Funds carry higher risk, thus one should take controlled exposure to such funds

## Why invest in HDFC Non-Cyclical Consumer Fund



Consumption theme is likely to unfold in India with key fundamental drivers in place:

- Inflection point in per capita income as we cross the US\$2,500 mark
- Demographic Dividend and Higher Urbanization
- Premiumization across consumer categories
- Higher formalization, and
- Digitization

- Supporting near term factors such as
  - Improving macroeconomic factors (low inflation & lower input cost prices),
  - Increase in welfare spends led by state governments,
  - Above normal monsoons and
  - Recovery In consumption (both rural and urban)

Lower exposure to risks from Global macroeconomic slowdown and uncertainty













Stable earnings and ROE profile of Non-Cyclical Consumer companies

Relatively lower risk and volatility in earnings growth compared to other sectors

Fund is well positioned to aim to benefit from consumption growth, having invested across consumer segments and market capitalisation

#### **Fund Facts**



Particulars	HDFC Non-Cyclical Consumer Fund
Type of Scheme	An open ended equity scheme following non-cyclical consumer theme
Investment Objective	To generate long-term capital appreciation by investing predominantly in equity and equity related securities of companies with a focus on non-cyclical consumer theme. <b>There is no assurance that the investment objective of the Scheme will be achieved.</b>
Benchmark Index	NIFTY India Consumption Index (TRI)
Fund Manager \$	Mr. Amit Sinha
Investment Plans	<ul> <li>Direct Plan</li> <li>Regular Plan</li> </ul>
Investment Options	Under Each Plan: Growth, Income Distribution cum Capital Withdrawal – Payout and Reinvestment of IDCW
Minimum Application Amount	Purchase / Switches: Rs. 100/- and any amount thereafter
Load Structure	Entry Load : Nil Exit Load <sup>\$\$</sup> : In respect of each purchase/switch-in of Units, an Exit load of 1% is payable if units are redeemed/switched-out within 30 days from the date of allotment. No Exit Load is payable if Units are redeemed / switched-out after 30 days from the date of allotment.

\$\$ EXIT LOAD: (i) No Exit Load shall be levied for switching between Plans / Options within the Scheme. However, exit load will be applicable if the units are switched-out / redeemed from the Scheme within the exit load period from the initial date of purchase. (ii) Switch of investments between Plans under a Scheme having separate portfolios, will be subject to applicable exit load. (iii) No exit load willbe levied on Bonus Units and Units allotted on IDCW Re-investment. (iv) The exit load levied on redemption/switch-out will be the load prevailing 1. In case of lumpsum transactions, on the date of allotment of units 2. In case of Systematic Transactions such as SIP, STP etc., on the date of registration / enrolment

\$ Fund Manager Overseas investment – Mr. Dhruv Muchhal (since July 12, 2023)

For further details, refer SID and KIM available on www.hdfcfund.com and at Investor Service Centres of HDFC Mutual Fund

#### Asset allocation



Under normal circumstances, the asset allocation (% of Net Assets) of the Scheme's portfolio will be as follows:

Types of Instruments	Minimum Allocation (% of Net Assets)	Maximum Allocation (% of Net Assets)
Equity and Equity related instruments of Non-Cyclical Consumer companies	80	100
Equity and Equity related instruments of companies other than above	0	20
Units issued by REITs and InvITs	0	10
Debt securities*, money market instruments and Fixed Income Derivatives	0	20
Units of Mutual Fund @	0	20

<sup>@</sup> The Scheme may invest in the schemes of Mutual Funds i.e. such investments shall not exceed 5% of the net asset value of the mutual fund, in accordance with the applicable extant SEBI (Mutual Funds) Regulations as amended from time to time

<sup>\*</sup> including securitised debt, other structured obligations (SO), credit enhanced debt (CE), debt instruments with special features such as subordination to equity (absorbs losses before equity capital) and /or convertible to equity upon trigger of a pre-specified event for loss absorption (also referred to as "perpetual debt instruments")

#### Returns



#### Performance - Regular Plan - Growth Option

**NAV** as at October 31, 2025 ₹ 14.584 (per unit)

			Additional	Value of ₹ 10,000 invested			
Date	Date Period Scheme Returns (%)  Returns (%)	Scheme (₹)	Benchmark (₹)#	Additional Benchmark (₹) ##			
Oct 31, 24	Last 1 Year	2.53	9.24	7.59	10,253	10,924	10,759
Jul 12, 23	Since Inception	17.77	19.39	14.45	14,584	15,052	13,652

Returns greater than 1 year period are compounded annualized (CAGR). Inception Date: July 12, 2023. The Scheme is managed by Amit Sinha since inception. # NIFTY India Consumption Index (TRI) ##NIFTY 50 Index (TRI). Different plans viz. Regular Plan and Direct Plan have a different expense structure. The expenses of the Direct Plan under the Scheme will be lower to the extent of the distribution expenses / commission charged in the Regular Plan.

**Past performance may or may not be sustained in future and is not a guarantee of any future returns**. Load is not taken into consideration for computation of performance. Returns are as on October 31, 2025.

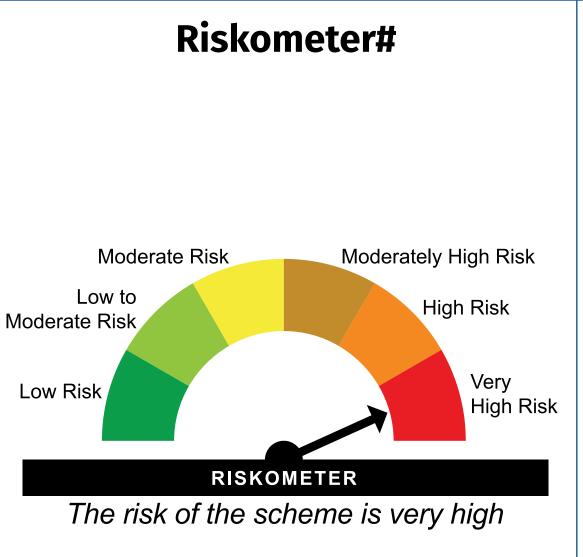
### Product Labelling and Riskometer

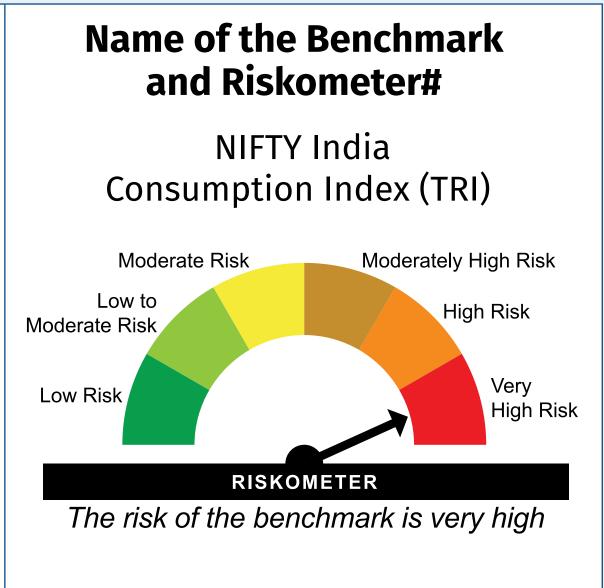


## HDFC Non-Cyclical Consumer Fund (An open ended equity scheme following non-cyclical consumer theme) is suitable for investors who are seeking\*:

- To generate long-term capital appreciation/income
- Investment in equity and equity related securities of companies with a focus on non-cyclical consumer theme.

\*Investors should consult their financial advisers, if in doubt about whether the product is suitable for them. #For latest riskometer, investors may refer to the Monthly Portfolios disclosed on the website of the Fund viz. www.hdfcfund.com





The Scheme being thematic in nature carries higher risks versus diversified equity mutual funds on account of concentration and theme specific risks.

Scheme and Benchmark Riskometer as on October 31, 2025

#### Disclaimer



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Mission: To be the wealth creator for every Indian

Vision: To be the most respected asset manager in the world

# ThankYou