

#### **KEY INFORMATION MEMORANDUM**

#### quant Consumption Fund (A Thematic Fund)

Continuous offer for Units at NAV based prices

This product is suitable for investors who are seeking*:	Riskometer
To generate capital appreciation     To invest predominantly in portfolio of consumption driven companies with growth potential	Investors understand that their principal will be at moderately high risk.

<sup>\*</sup>Investors should consult their financial advisors if in doubt about whether the product is suitable for them.

quant Mutual Fund **Name of Mutual Fund** 

Address 6th Floor, Sea Breeze Building,

Appasaheb Marathe Marg, Prabhadevi, Mumbai - 400 025.

Tel.: +91 22 6295 5000

Website: www.quantmutual.com

Name of Asset Management Company: quant Money Managers Limited

CIN U74899MH1995PLC324387 Address 6th Floor, Sea Breeze Building,

Appasaheb Marathe Marg, Prabhadevi, Mumbai - 400 025. Tel.: +91 22 6295 5000

Website: www.quantmutual.com

**Name of Trustee Company** quant Capital Trustee Limited CIN U74899MH1995PLC324388

Address 6th Floor, Sea Breeze Building,

Appasaheb Marathe Marg, Prabhadevi, Mumbai - 400 025.

Tel.: +91 22 6295 5000

Website: www.quantmutual.com



This Key Information Memorandum (KIM) sets forth the information, which a prospective investor ought to know before investing. For further details of the scheme/Mutual Fund, due diligence certificate by the AMC, Key Personnel, investors' rights & services, risk factors, penalties & pending litigations, associate transactions etc. investors should, before investment, refer to the Offer Document available free of cost at any of the Investor Service Centres or distributors or from the website <a href="https://www.quantmutual.com">www.quantmutual.com</a>.

The Scheme particulars have been prepared in accordance with Securities and Exchange Board of India (Mutual Funds) Regulations 1996, as amended till date, and filed with Securities and Exchange Board of India (SEBI). The units being offered for public subscription have not been approved or disapproved by SEBI, nor has SEBI certified the accuracy or adequacy of this KIM.

This Key Information Memorandum is dated June 30, 2020.



#### **Investment Objective**

The primary investment objective of the scheme is to seek to generate capital appreciation & provide long-term growth opportunities by investing in a portfolio of Consumption driven companies. There is no assurance that the investment objective of the Scheme will be realized.

# Asset Allocation Pattern of the scheme

Under normal circumstances, it is anticipated that the asset allocation shall be as follows:

Asset Class Allocation	Normal Allocation (% of net assets)	Risk Profile			
Equity and equity related instruments relating to consumption theme	80-100%	High			
Other equity and equity related instruments	0-20%	High			
Debt and Money market instruments*	0-20%	Low to Medium			
Units issued by REITs & InvITs	0-10%	Medium to High			

\*Debt and money market instruments will include investments in securitized debt.

The scheme shall focus on consumption theme stocks. The Scheme retains the flexibility to invest across all the securities in the debt and money markets as permitted by SEBI / RBI from time to time, including schemes of mutual funds.

Overseas Investments: Under normal circumstances the Schemes shall not have an exposure of more than 20% of its net assets in foreign assets/securities/instruments including ADRs / GDRs, subject to applicable regulatory limits.

Trading in Derivatives: To optimally manage portfolio risk, the Scheme may use various derivative instruments and hedging products in a manner permitted by SEBI. The scheme may take exposure to derivative instruments up to 100% of net assets.

# Investment Strategy of the Scheme

To achieve the investment objective, the scheme will primarily invest in equity and equity linked instruments of companies which benefit from the 'Consumption' story. In QMML's view the evolving Indian demographic story will entail a multi-decade opportunity arising out of rise in consumption demand. The fund will aim to actively identify and invest in companies which are most likely to benefit from this opportunity. The underlying theme driving the relative allocation will be QMML research's ability to identify cross asset, cross market inflexion points. This quantitative approach is based on our proprietary VLRT framework, wherein we incorporate the full spectrum of data along deeper aspects related to the three axis of Valuation, Liquidity, and Risk appetite and view it in a dynamic setting — Time, thus, forming the multi-dimensional VLRT framework. The formulation of this macro narrative guides our micro level stock selection.

QMML's predictive analytics toolbox formulates a multidimensional research perspective to various asset classes. Research has shown that optimal entry and exit points into various asset classes can be identified through the identification of bouts of extreme greed and fear in the market. QMML differentiates itself by not only being able to identify bouts of greed and fear, but by its ability to quantify bouts of euphoria and capitulation. This helps guide us in identifying the optimal level of cash/debt allocation in the scheme.

QMML may, from time to time, review and modify the Scheme's investment strategy if such changes are considered to be in the best interests of the unitholders and if market conditions warrant it. Though every endeavor will be made to achieve the objective of the Scheme, the AMC / Sponsors / Trustee do not guarantee that the investment objective of the Scheme will be achieved. No guaranteed returns are being offered under the Scheme.



### Risk Profile of the Scheme

Mutual Fund investments are subject to market risks. Please read the SID carefully for details on risk factors before investment. Scheme specific risk factors are summarized below:

### Risk factors associated with investing in equities and equity related instruments

- Equity shares and equity related instruments are volatile and prone to price fluctuations on a daily basis. Investments in equity shares and equity related instruments involve a degree of risk and investors should not invest in the Scheme unless they can afford to take the risks.
- Securities, which are not quoted on the stock exchanges, are inherently illiquid in nature and carry a larger amount of liquidity risk, in comparison to securities that are listed on the exchanges. Investment in such securities may lead to increase in the scheme portfolio risk.

### Risk factors associated with investing in debt and money market instruments

Credit Risk: Debt instruments carry a Credit Risk, which essentially implies a failure on the part of the issuer of the security to honour its principal or interest repayment obligations. This inability of a credit issuer to honour its obligation is generally a function of underlying performance of the asset, in terms of generating the requisite cashflows. Credit risks of debt securities are rated by independent rating agencies. These ratings range from 'AAA' (read as 'Triple A' denoting 'Highest Safety') to 'D' (denoting 'Default'), with intermediate ratings between the two extremes. Deteriorating credit profile of an issuer may lead to a rating agency lowering the rating on its debt instruments; this is likely to lead to a fall in the price of these instruments.

Liquidity Risk: Liquidity risk for debt instruments refers to the possibility that there might not be a ready buyer for the debt instrument at a time when the scheme decides to sell it. Liquidity risk is generally a function of the issuer (government securities are generally more liquid than corporate bonds), ratings (higher rated instruments are generally more liquid), and tenure (near tenure instruments are generally more liquid).

Interest-Rate Risk: In case of fixed income bearing debt instruments, when interest rates rise, prices of the securities decline and when interest rates fall, the prices increase. The extent of sensitivity of a security to movement in interest rates is determined by its duration, which is a function of the existing coupon, the payment-frequency of such coupon, and days to maturity. Floating rate securities, with coupon linked to market interest rates have less sensitivity to interest rate risk.

Prepayment Risk: Certain fixed income instruments come with a 'call option'
which give the issuer the right to redeem the security through prepayment
before the maturity date. This option is generally exercised in periods of
declining interest rates, and will result in the scheme having to reinvest the
proceeds of prepayment at lower yields, resulting in lower interest income.

Risk Mitigation	Risk & Description specific to Equities	Risk Mitigants / Management Strategy
	Quality risk Risk of investing in unsustainable / weak companies.	Investment universe carefully selected to only include high quality businesses.
	Price risk Risk of overpaying for a company.	"Fair value" based investment approach supported by comprehensive research.



	Risk of fluctuations in the value of the investment portfolio	The Scheme may use techniques and instruments such as futures and options etc. to hedge the risk of fluctuations in the value of the investment portfolio. The scheme may enter into derivatives transactions in a recognised stock exchange for the purpose of hedging and portfolio balancing in accordance with the guidelines and circulars issued by SEBI from time to time.	
	Concentration risk	In order to diversify individual company risk, the fund will on an average and under normal circumstances invest across companies across various sectors. The quantum of exposure shall be decided on the basis of relative earnings, growth, valuations and potential valuations. As the fund intends to hold less number of stocks than a diversified growth fund, the NAV volatility (risk)	
Risk Mitigation	Risk & Description specific to Debt	Risk Mitigants/ Management Strategy	
	Credit Risk	This risk shall be mitigated by investing in papers which have a high degree of safety. Further this risk is minimal in case of securities issued by central / state government/.	
	Liquidity Risk	This risk shall be mitigated by striving to avoid investing in thinly traded securities or securities with lower volumes.	
	Interest-Rate Risk	This risk can be mitigated by the fund manager striving to maintain portfolio duration which is appropriate for market conditions.	
	Prepayment Risk	This risk can be mitigated by minimizing investments in securities with 'call options', unless favourable market conditions makes investments in such securities attractive.	
Plans and Options			



	Scenario	Br	oker Code		Plan		Default Plan to be
	mentioned			mentione	ed	captured	
			he investor		by the		oup tui ou
		2,			investo	r	
	1	Not m	nentioned	N	ot mentior		Direct Plan
	2 Not mentioned					Direct Plan	
		3 Not mentioned			Regular		Direct Plan
	4 Mentioned			Direct		Direct Plan	
	5		Direct	N	ot mentior	ned	Direct Plan
	6		Direct		Regular		Direct Plan
	7		ntioned		Regular		Regular
	8		ntioned	N	ot mentior	ned	Regular
Applicable NAV (after	For Invest				r Redemp		
the scheme opens for	a. where	the	application				pplication is received
repurchase and sale)			3.00 P.M. with		upto 3.00 P.M. – closing NAV of the		
			or demand dra				
		•	ir at the pla				pplication is received
			ceived – closii				. – closing NAV of the
			ay of receipt	-	next busi		
	applicat		,			'	,
	b. where	the	application	is			
	receive	d after :	3.00 P.M. with	а			
			or demand dra				
		payable at par at the place					
		where it is received – closing					
		NAV of the next business day.					
			•	ed			
	c. where the application is received with an outstation cheque or						
	demand draft which is not						
	payable at the place where it is						
	received – closing NAV of the						
	day on which the cheque or						
	-		credited.	•			
			nount equal to	or			
			lakh, irrespecti				
			receipt of su				
			NAV of the d				
			ids are availab				
			be applicable.				
Minimum Application	Purch		Additiona	•	hase	R	epurchase
Amount/ Number of	Rs. 5,00		Rs. 1,000/- ar				Rs. 1,000/
Units		,	of Rs. 1/- ther		•	•	11
Despatch of	Within 10	workin				reder	nption request at the
Repurchase							
(Redemption)	authorised centre of quant Mutual Fund. However, endeavour shall be made to despatch redemption warrant within 5 working days from the date of						
Request	notice for redemption.						
Benchmark Index			nption Index				
Dividend Policy				eclare	dividend	at su	ch rates, as it deems
1							
	fit, subject to availability of distributable surplus (based on realised profits), from time to time.			,			
Fund Manager	. ,,	Name			Tenure	for s	cheme
						agem	
	Mr. Sanjeev Sharma Sii			Since	Since February 2017		
	Mr. Ankit P				ince May 2020		
	Till 7 tillide Tallae						



Top 10 holdings of	<u>Security Name</u>	Weightage (%)					
scheme Portfolio as	Godrej Consumer Products	10.07					
on 31.03.2020	Hindustan Unilever	9.38					
	Bharti Airtel	8.99					
	Dabur India	7.65					
	Godrej Agrovet	7.43					
	Nippon Life India Asset Management	7.19					
	Sun Pharmaceuticals Industries	6.16					
	United Spirits	5.84					
	Jubilant Foodworks	5.09					
	Nestle India	5.07					
Fund allocation	Sector	Allocation (%)					
towards various	CONSUMER NON DURABLES	57.47					
sectors as on 31.03.2020	PHARMACEUTICALS	13.84					
31.03.2020	TELECOM - SERVICES	8.99					
	FINANCE	7.19					
	PESTICIDES	2.84					
Website link for latest monthly scheme Portfolio	https://quantmutual.com/statutory-discl						
Portfolio turnover ratio	Portfolio Turnover Ratio as on 31.03.2020 : 3.	11 Times					
Performance of the scheme	15.00%	13.43%					
		_					
	10.00%						
	10.00% -	4 86 <b>5</b> .76%					
	E 00%	4.86 <sup>5</sup> .76 <sup>%</sup> ■ quant Consum					
	5.00% -	.84 <mark>%</mark>					
	5.00% - 1.89%.	.84% ■ NIFTY India Co					
	5.00% - 1.89%. 0.00% - 6 Month Last 1 Last 3	.84 <mark>%</mark>					
	5.00% - 1.89%.  0.00% - 6 Month Last 1 Last 3 Years	84% Quant Consum NIFTY India Co					
	5.00% 1.89%.  0.00% 6 Month Last 1 Last 3 Years  No. of folios (as on 31.03.2020) - 460	NIFTY India Co  Last 5 Since  Years Inception					
Expenses of the Scheme	5.00% - 1.89%.  0.00% - 6 Month Last 1 Last 3 Years	NIFTY India Co  Last 5 Since  Years Inception					
Expenses of the Scheme (i) Load Structure	5.00% - 1.89%.  0.00% - 6 Month Last 1	NIFTY India Co  Last 5 Since  Years Inception					
Scheme	5.00% 1.89%.  0.00% 6 Month Last 1 Years  No. of folios (as on 31.03.2020) - 460 Assets under Management (as on 31.03.2020)  Continuous Offer	NIFTY India Co  Last 5 Since  Years Inception					





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Tax treatment for the Investors (Unitholders)	Investors are advised to refer to the details in the Statement of Additional Information and also independently refer to his tax advisor.				
Daily Net Asset Value (NAV) Publication	The NAV will be declared on all business on AMC website: <a href="https://www.quantmutual.com">www.quantmutual.com</a> and AMFI website: <a href="https://www.amfiindia.com">www.amfiindia.com</a>				
For Investor Grievances please contact	quant Money Managers Limited Administrative Office:  For Demat Units	quant Mutual Fund 6th Floor, Sea Breeze Building, Appasaheb Marathe Marg, Prabhadevi, Mumbai - 400 025. Tel.: +91 22 6295 5000 Website: www.quantmutual.com  KFin Technologies Private Limited Unit: quant Mutual Fund Karvy Selenium Tower B, Plot 31-32, Gachibowli,			
		Financial District, Nanakramguda, Serilingampally, Hyderabad – 500 032 Contact No.: 040-6716 2222			
Unitholders' Information	Accounts Statements  Each Unitholder will receive an Account Statement each time additional purchases or redemptions of Units are made, or distributions in respect of Units are declared and paid.  For normal transactions (other than SIP) during ongoing sales and repurchase:  • The AMC shall issue to the investor whose application (other than SIP) has been accepted, an account statement specifying the number of units allotted (state the service standard for the same)  • For those unitholders who have provided an e-mail address, the AMC will send the account statement by e- mail.  • The unitholder may request for a physical account statement by writing/calling the AMC/ISC/R&T.  For SIP transactions:  • Account Statement for SIP will be despatched once every quarter ending March, June, September and December within 10 working days of the end of the respective quarter.  • A soft copy of the Account Statement shall be mailed to the investors under SIP to their e-mail address on a monthly basis, if so mandated.  • However, the first Account Statement under SIP shall be issued within 10 working days of the initial investment/transfer.  • In case of specific request received from investors, Mutual Funds shall provide the account statement (SIP) to the investors within 5 working days from the receipt of such request without any charges.				



## Applicable to Investors who opt to hold Units in Non-Demat Form

- The AMC shall send an allotment confirmation specifying the units allotted by way of email and/or SMS within 5 Business Days of receipt of valid application/transaction to the Unit holders registered e-mail address and/or mobile number.
- A consolidated account statement for each calendar month to the Unit holder(s) in whose folio(s) transaction(s) has/have taken place during the month on or before 10<sup>th</sup> of the succeeding month shall be sent by mail or e-mail.
- In the event the account has more than one registered holder, the first named Unit holder shall receive the CAS/ account statement.
- The transactions viz. purchase, redemption, switch, dividend payout, etc., carried out by the Unit holders shall be reflected in the CAS on the basis of Permanent Account Number (PAN).
- The CAS shall not be received by the Unit holders for the folio(s) not updated with PAN details. The Unit holders are therefore requested to ensure that the folio(s) are updated with their PAN.
- The Unit holder may request for a physical account statement by writing to/calling the AMC/ISC/RTA. The Mutual Fund/ AMC shall despatch an account statement within 5 Business Days from the date of the receipt of request from the Unit holder.

#### **Half-Yearly Consolidated Account Statement:**

- A consolidated account statement detailing holding across all schemes at the end of every six months (i.e. September/ March), on or before 10<sup>th</sup> day of succeeding month, to all such Unitholders holding units in non- demat form in whose folios no transaction has taken place during that period shall be sent by mail/email.
- The half yearly consolidated account statement will be sent by e-mail to the Unit holders whose email address is registered with the Fund, unless a specific request is made to receive in physical.

Pursuant to SEBI circular SEBI/HO/IMD/DF2/CIR/P/2016/89 dated September 20, 2016, the following points have been incorporated to increase the transparency of information to the investors:

- (a) Each CAS issued to the investors shall also provide the total purchase value / cost of investment in each scheme.
- (b) Further, CAS issued for the half-year (ended September/March shall also provide:



- (i) The amount of actual commission paid by AMCs/Mutual Funds (MFs) to distributors (in absolute terms) during the half-year period against the concerned investor's total investments in each MF scheme. The term 'commission' here refers to all direct monetary payments and other payments made in the form of gifts / rewards, trips, event sponsorships etc. by AMCs/MFs to distributors. Further, a mention may be made in such CAS indicating that the commission disclosed is gross commission and does not exclude costs incurred by distributors such as service tax (wherever applicable, as per existing rates), operating expenses, etc.
- (ii) The scheme's average Total Expense Ratio (in percentage terms) for the half-year period for each scheme's applicable plan (regular or direct or both) where the concerned investor has actually invested in.
- (c) Such half-yearly CAS shall be issued to all MF investors, excluding those investors who do not have any holdings in MF schemes and where no commission against their investment has been paid to distributors, during the concerned half-year period. Any circular/clarification issued by SEBI in this regard will automatically become applicable and shall be incorporated in the SID/SAI/KIM wherever applicable.

#### Applicable to Investors who opt to hold Units in Demat Form

The AMC shall send an allotment confirmation specifying the units allotted by way of email and/or SMS within 5 Business Days of receipt of valid application/transaction to the Unit holders registered e-mail address and/or mobile number. The statement of holding of the beneficiary account holder for units held in demat will be sent by the respective DPs periodically.