



SHRIRAM

Mutual Fund

NURTURING TRUST, SHAPING DREAMS

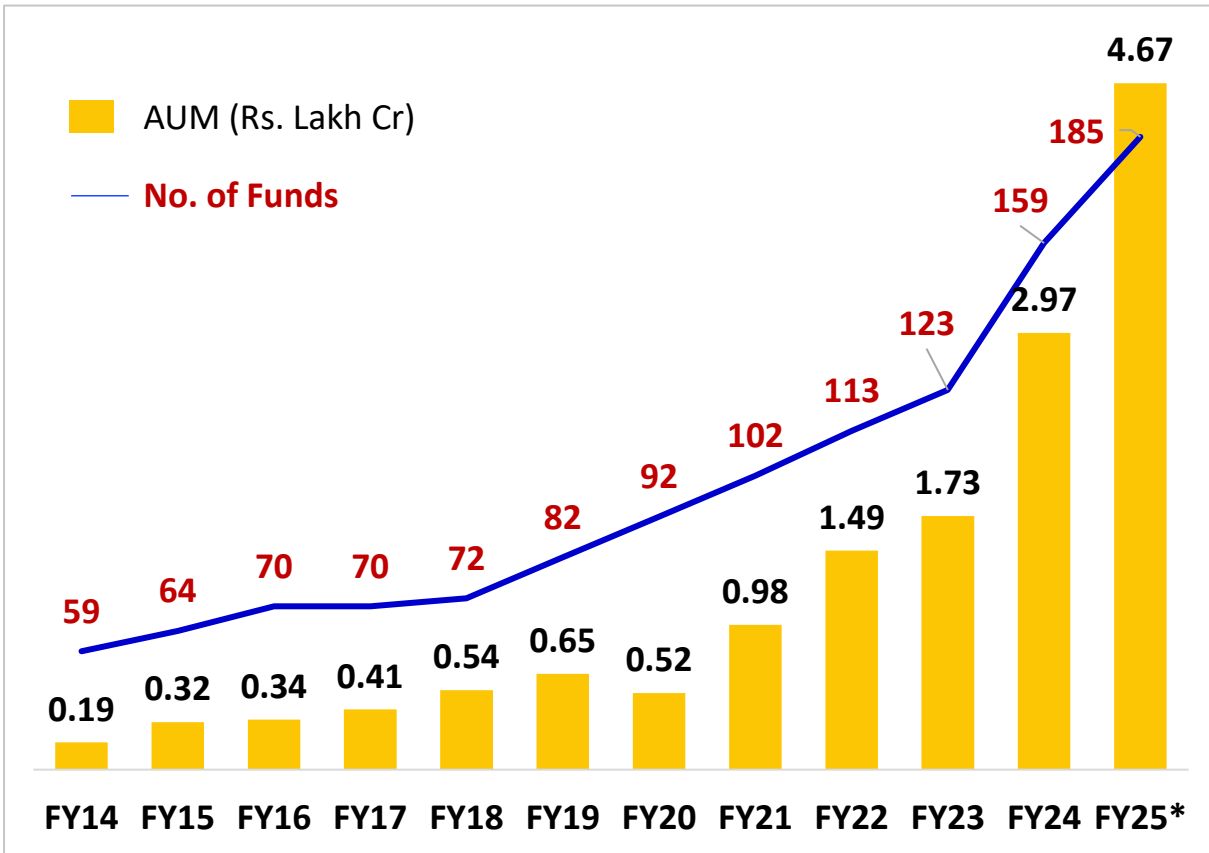


Are you old fashioned -- or with the trend?

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

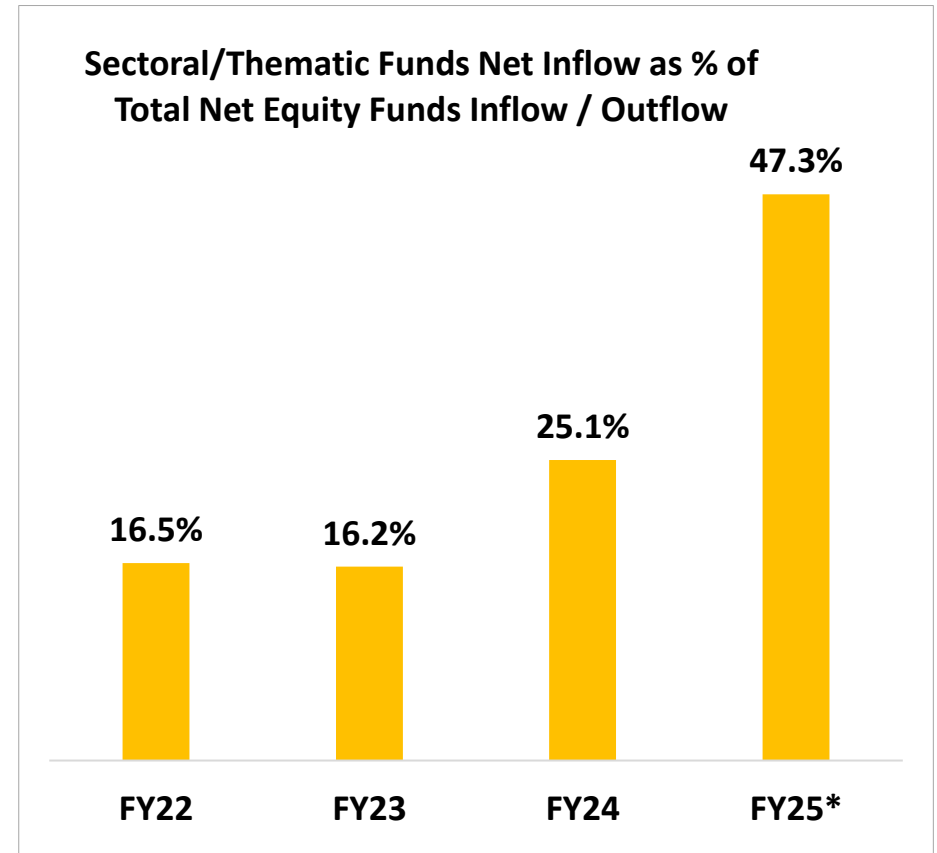
Contribution of sectoral / thematic funds has grown significantly in the mutual fund industry

Sector/Thematic AUMs have grown 20x in 10 years, with 3 times the number of funds...



Data Source: NAV India & AMFI

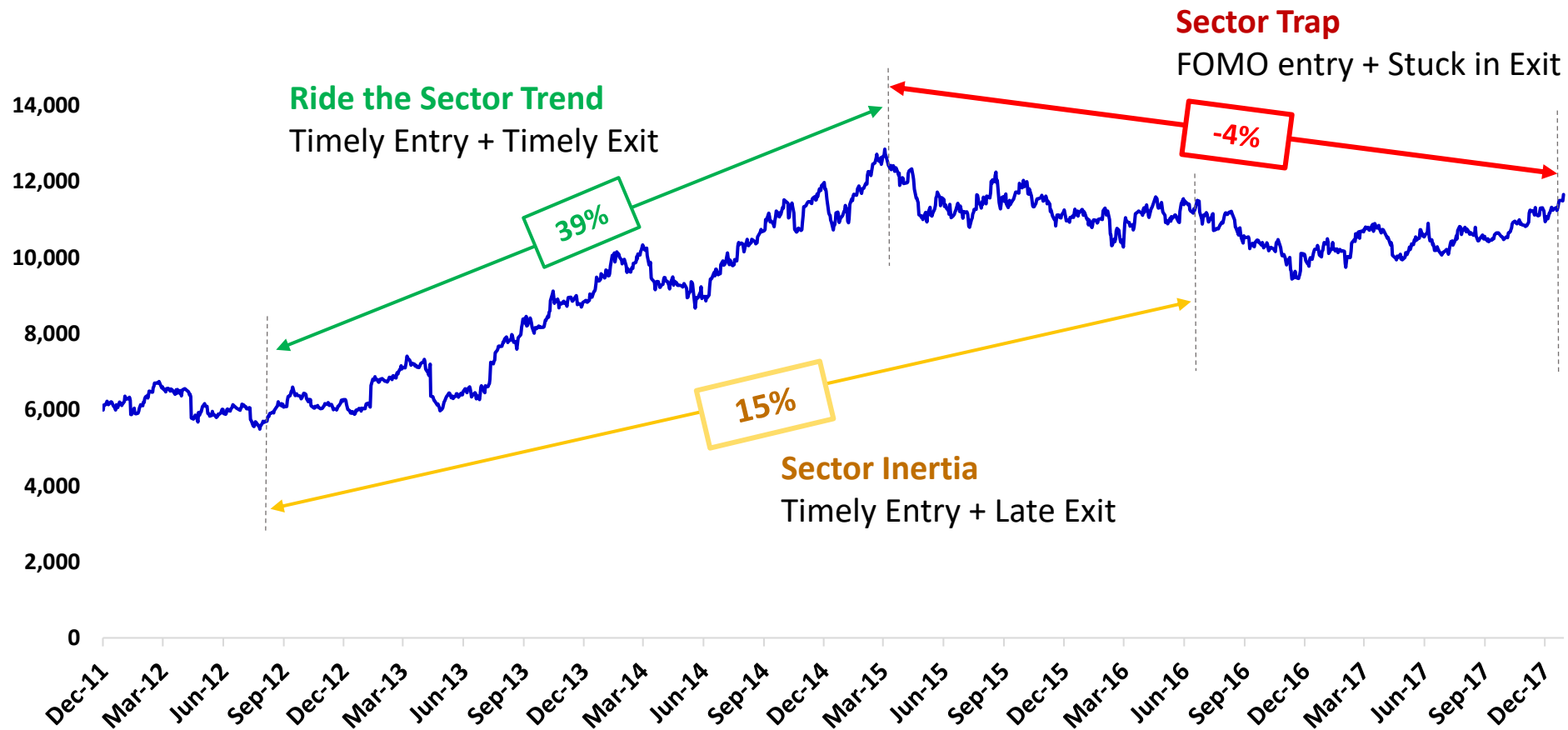
With a sharp increase in share of net inflows in equity mutual funds



*Till Sept'24

However, sectors also go through their cycles, leading to potential *behavioural sector traps* for investors

NIFTY IT: 2011 to 2017 (pre Covid)



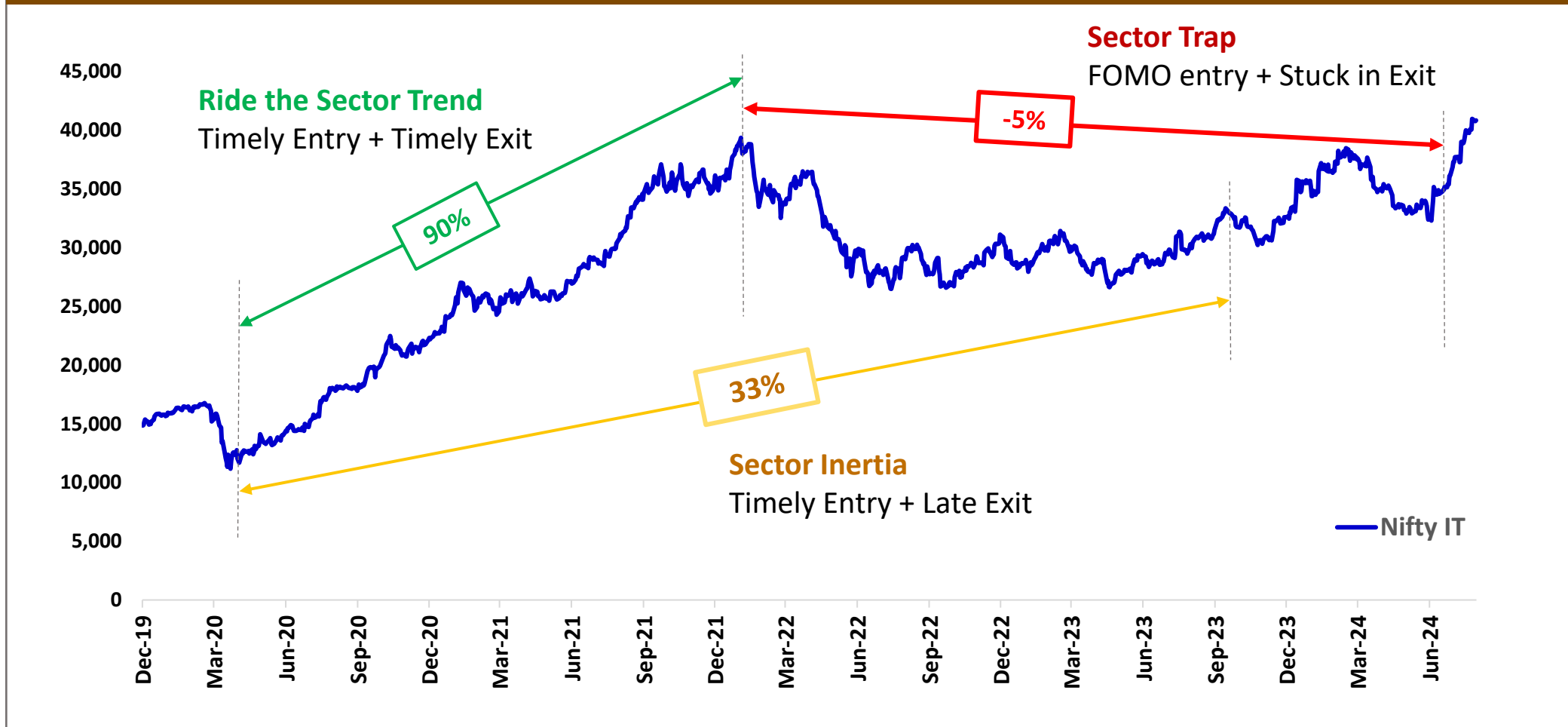
Disclaimer: The above sector is used to explain the concept and is for illustration purpose only. It should not be construed as investment advice and the Fund may or may not have any future position in these sector.

The data shown above pertains to the Index and does not in manner indicate performance of any scheme of the Fund.

Past performance may or may not sustain in future.

Behavioural sector traps repeat themselves in every cycle

NIFTY IT: 2020 to 2024 (during and post-Covid)



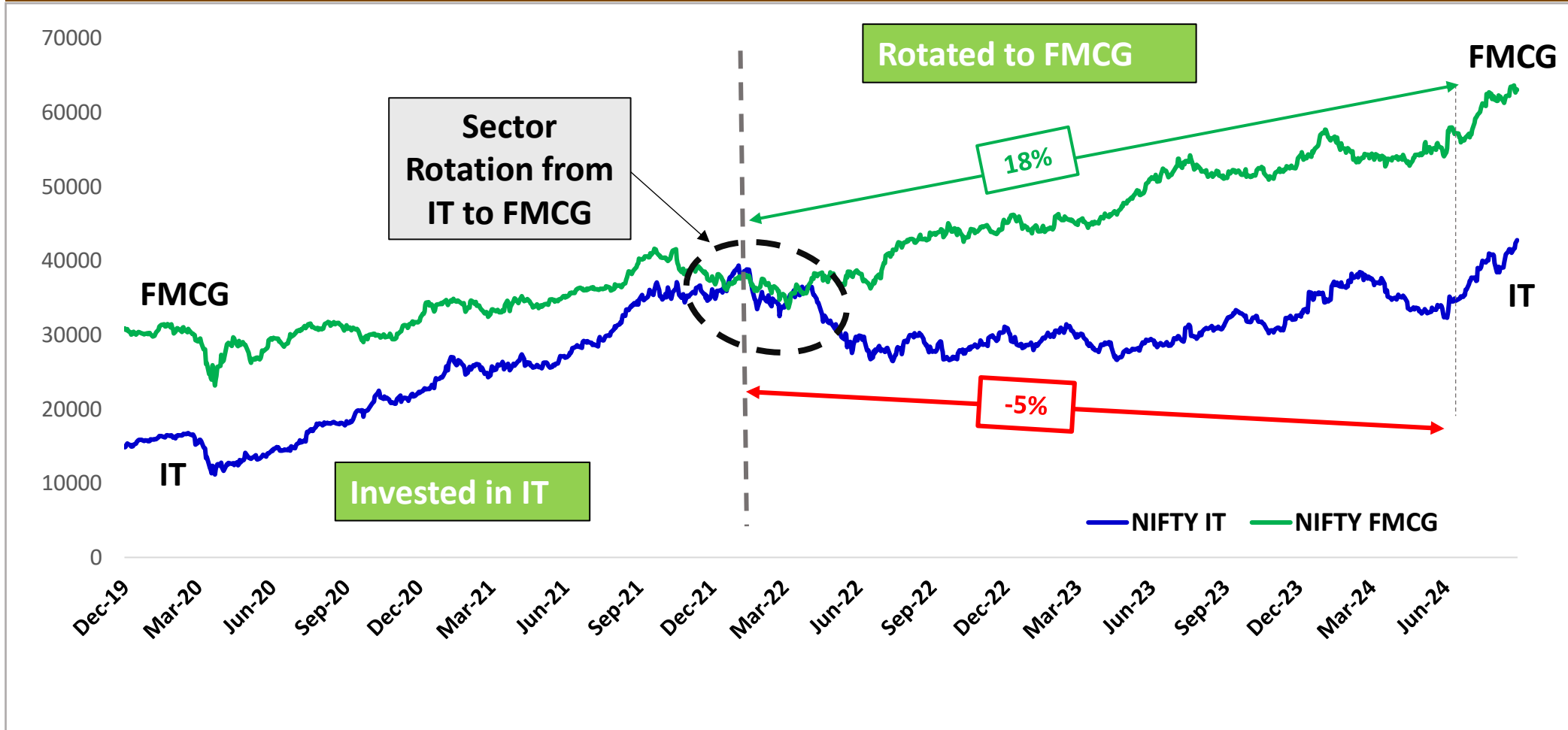
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What if we could do a timely sector switch?!

Sector rotation from IT to FMCG



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And what if we could catch the right sector at the right time across sectors?

Top 5 sectors by returns for each year

#	AMFI Sectors	FY15	FY16	FY17	FY18	FY19	FY20	FY21	FY22	FY23	FY24	FY25*
1	Information Technology	30%	0%	-8%	18%	25%	-16%	104%	37%	-22%	21%	18%
2	Automobile and Auto Components	50%	-8%	25%	10%	-21%	-43%	111%	9%	16%	73%	26%
3	Healthcare	68%	-13%	-2%	-17%	9%	-11%	70%	13%	-10%	59%	22%
4	Financial Services	45%	-11%	38%	14%	17%	-33%	71%	9%	5%	23%	16%
5	Fast Moving Consumer Goods	11%	-1%	20%	11%	14%	-14%	25%	4%	25%	16%	19%
6	Consumer Durables	54%	10%	32%	26%	15%	-9%	68%	21%	-11%	25%	24%
7	Oil, Gas & Consumable Fuels	2%	4%	34%	16%	25%	-26%	69%	29%	-11%	50%	6%
8	Metals & Mining	-7%	-19%	79%	16%	-15%	-52%	220%	63%	-19%	48%	23%
9	Power	18%	-7%	32%	-2%	-5%	-29%	90%	64%	-15%	91%	24%
10	Chemicals	77%	-3%	50%	18%	7%	-16%	88%	45%	-10%	12%	26%
11	Capital Goods	58%	-13%	24%	5%	-14%	-37%	103%	35%	24%	73%	34%
12	Consumer Services	31%	-8%	22%	39%	10%	-22%	62%	32%	-12%	73%	38%
13	Services	56%	-22%	18%	6%	-3%	-36%	116%	16%	-18%	76%	15%
14	Construction Materials	33%	3%	26%	-1%	-3%	-28%	119%	-1%	8%	30%	14%
15	Construction	36%	-28%	30%	25%	-2%	-45%	80%	20%	22%	79%	4%
16	Realty	21%	-25%	38%	35%	-8%	-39%	90%	39%	-17%	126%	18%
17	Textiles	81%	4%	28%	12%	-5%	-41%	97%	58%	-23%	14%	17%
18	Telecommunication	22%	-14%	-5%	8%	-22%	-3%	30%	41%	-8%	64%	33%
19	Media, Entertainment & Publication	24%	3%	36%	4%	-25%	-64%	53%	49%	-30%	-9%	18%
	Top 5 Sector Average Return	68%	5%	48%	29%	19%	-11%	134%	56%	19%	89%	31%
	Nifty 500	34%	-8%	24%	11%	8%	-28%	76%	21%	-2%	39%	20%
	Potential alpha	34%	13%	24%	18%	11%	17%	58%	35%	21%	50%	11%

The above sector is used to explain the concept and is for illustration purpose only. It should not be construed as investment advice and the Fund may or may not have any future position in these sector(s)..

Internal Calculation based on AMFI sector classification. Price Data Source: Capital line. Past performance may or may not sustain in future.

*30th Sept'24

All the research and advice indicates the potential of this strategy



“If you are in the right sector at the right time, you can make a lot of money very fast”

- Peter Lynch

“The emerging evidence suggests that ... sector rotation strategies tend to produce returns above the benchmark, both during contractionary and expansionary monetary policy regimes”

Gauging the Effectiveness of Sector Rotation Strategies: Evidence from the U.S and Europe
- Constantinos Alexiou and Anshul Tyagi
Journal of Asset Management, Vol 21, May'20

“By actively rotating investments into sectors that are expected to outperform... investors can generate higher returns compared to a passive buy-and-hold strategy”

- Faster Capital, June 2024



Introducing

Shriram Multi Sector Rotation Fund (SMURF)

(An open-ended scheme investing in equity and related instruments following multi sector rotation theme)

Avoid sector traps, ride sector trends



The scheme would have exposure in equities following the theme of multi-sector rotation with focus on the trending sectors.

Jaisa Sector Trend, Waisa Aapka Portfolio



Shriram Multi Sector Rotation Fund

(An open-ended scheme investing in equity and related instruments following multi sector rotation theme)

NFO opens on: 18 Nov 2024

NFO closes on: 2 Dec 2024

New Fund Offer Price: Rs.10 per unit

Why SMURF: avoid sector traps, ride sector trends

1

Focuses on 3 to 6 sectors in one fund

Diversification of risk



2

Rotates across trending sectors

Avoid sector traps



3

No capital gains tax when fund manager rebalances

Tax efficient for investor

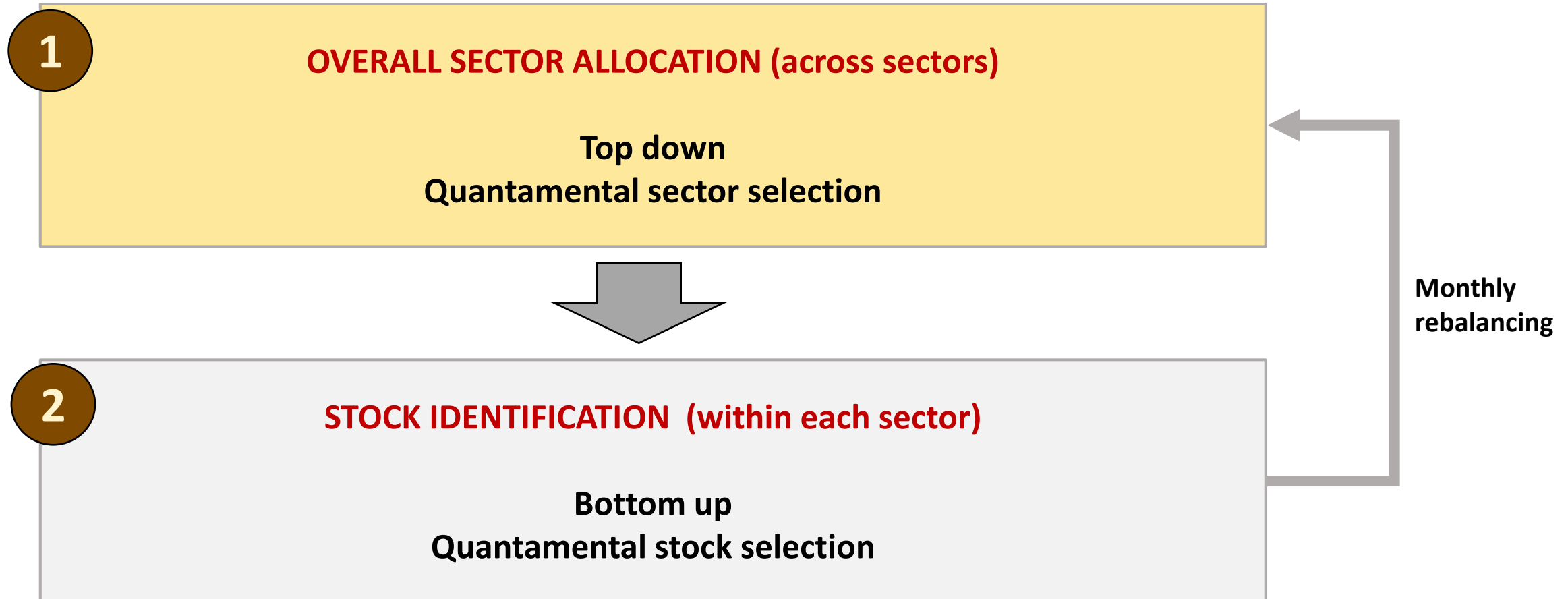




Shriram Multi Sector Rotation Fund: Investment strategy

To know more in detail about the investment strategy please refer Scheme Information Document available on www.shriramamc.in/smurf

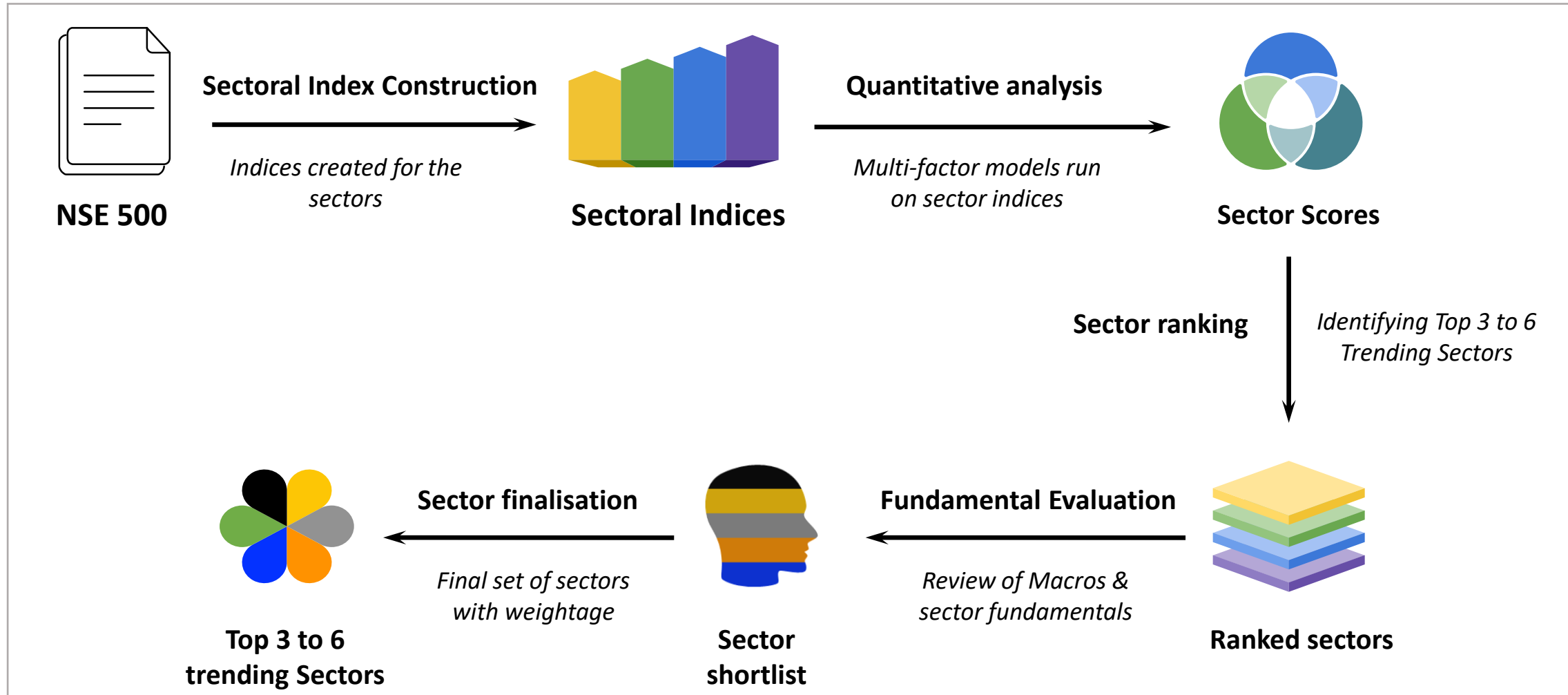
We have a 2 tiered approach to managing SMURF



1. SECTOR SELECTION STRATEGY



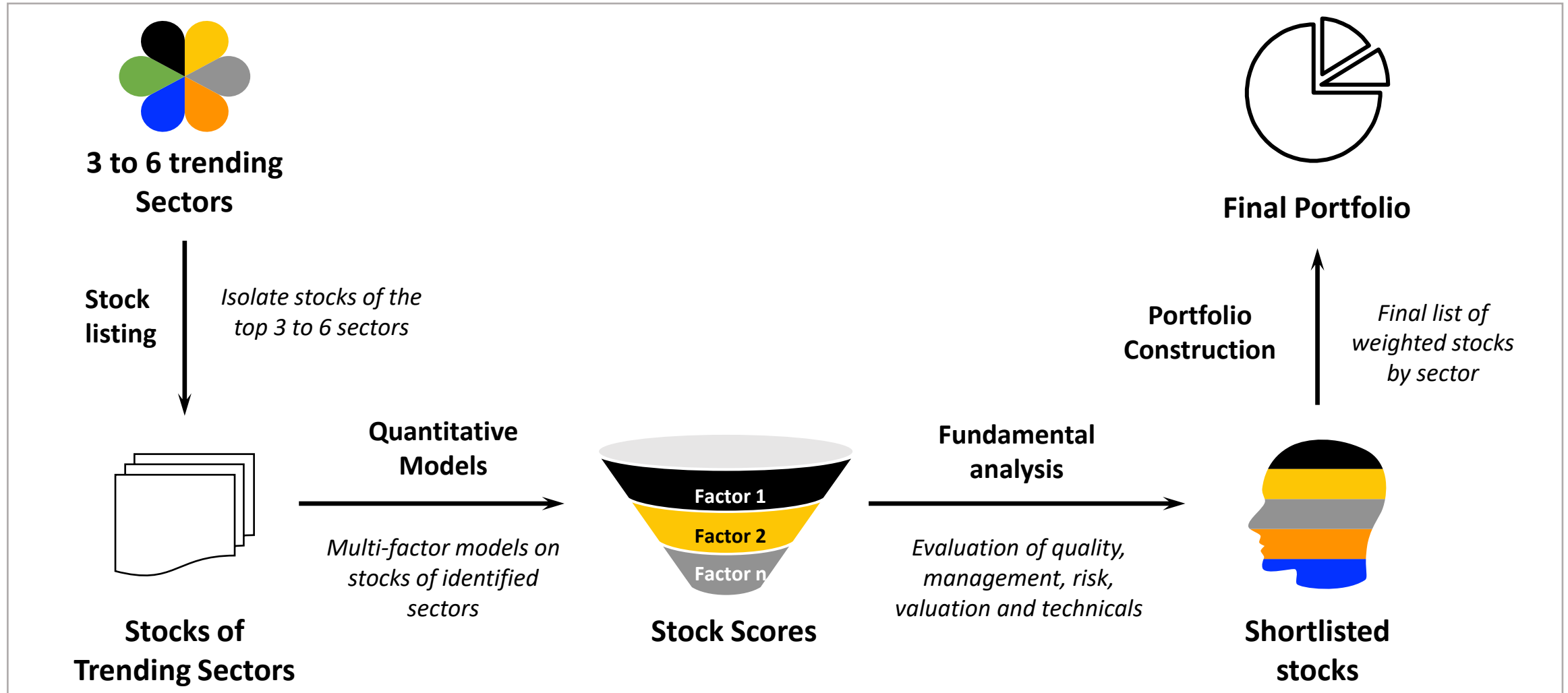
Trending sectors are selected using a Quantamental approach



2. STOCK SELECTION PROCESS



Stock selection within sectors is done based on our proprietary Enhanced Quantamental Investment (EQI model)



Investment philosophy stated above may change from time to time without any notice and shall be in accordance with the strategy as mentioned in the Scheme Information Document.

Back tested performance of Internal Model**

Financial Year Returns:

Period	FY16	FY17	FY18	FY19	FY20	FY21	FY22	FY23	FY24	FY25~
BACK TESTED DATA (INTERNAL MODEL)**	-8.3%	23.8%	12.6%	8.5%	-2.9%	117.7%	36.5%	2.5%	73.1%	27.6%
NIFTY 500 (Benchmark)	-7.5%	23.9%	11.5%	8.4%	-27.6%	76.0%	21.0%	-2.3%	39.1%	19.7%
Alpha vs Benchmark	-0.7%	-0.1%	1.1%	0.1%	24.7%	41.7%	15.6%	4.8%	34.0%	7.9%
NIFTY 50	-8.9%	18.5%	10.2%	14.9%	-26.0%	70.9%	18.9%	-0.6%	28.6%	15.6%

Point to point returns~ :

~As on 30th Sep'24

Scheme Name	3M	6M	1Y	3Y*	5Y*	10Y*
BACK TESTED DATA (INTERNAL MODEL)**	13.3%	27.6%	63.0%	32.6%	45.3%	28.0%
NIFTY 500 (Benchmark)	7.5%	19.7%	40.2%	17.2%	21.0%	14.2%
Alpha vs Benchmark	5.8%	7.9%	22.8%	15.4%	24.3%	13.8%
NIFTY 50	7.5%	15.6%	31.4%	13.6%	17.6%	12.5%

Data source: Back tested data (Internal model) & Price data: Capital Line

* More than 1 year returns are annualized, less than 1 year returns are absolute

**** The performance of the internal model is just for illustration and doesn't represent the actual performance of the scheme**

This internal model may go through periodic revision (as and when required), resulting in addition or deletion of parameters and the weightages assigned to them. Past performance may or may not sustain in future. Portfolio will be managed as per stated Investment objective, investment strategy & asset allocation in the Scheme Information Document (SID) and is subject to the changes within provisions of SID of the Scheme.

Systematic monthly investment: Back tested performance of Internal Model**

~As on 30th Sep'24

Period~	10Y	7Y	5Y	3Y	2Y	1Y
BACK TESTED DATA (INTERNAL MODEL)**	32.1%	38.9%	44.7%	46.1%	57.9%	60.1%
Nifty 500 (Benchmark)	17.2%	20.3%	24.7%	26.8%	34.6%	40.5%
Alpha	14.9%	18.6%	20.0%	19.3%	23.3%	19.6%
Nifty 50	15.3%	17.5%	20.4%	21.3%	26.9%	33.3%
Nifty IT	18.0%	20.1%	20.5%	18.2%	28.8%	37.8%
Nifty Bank	13.4%	14.2%	17.1%	16.1%	16.9%	21.6%
Nifty Pharma	14.0%	20.4%	25.2%	33.3%	47.2%	55.6%
Nifty FMCG	15.3%	17.3%	20.9%	24.4%	26.3%	35.8%
Nifty Auto	19.0%	26.7%	37.4%	46.3%	56.8%	63.4%
Nifty Consumer Durables	22.2%	23.4%	27.2%	30.3%	44.7%	64.0%
Nifty Oil & Gas	18.8%	21.3%	26.4%	30.2%	42.0%	49.1%
Nifty Infrastructure	18.3%	24.1%	30.5%	35.2%	44.8%	44.1%
Nifty Metal	21.6%	27.2%	36.5%	32.2%	41.1%	48.2%

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**More than 1 year returns are annualized
XIRR returns calculated assuming inflow on the first of every month. In case of holiday, last working day NAV taken.*

*Data source: Back tested data (Internal model)
Price data: Capital Line*

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Rolling Return: Back tested performance of Internal Model**

~As on 30th Sep'24

Period	1 Year	2 Years	3 Years	4 Years	5 Years
BACK TESTED (INTERNAL MODEL)**	29.7%	26.6%	26.6%	26.7%	25.7%
Nifty 500 (Benchmark)	14.3%	13.1%	13.1%	12.6%	11.7%
Alpha	15.4%	13.5%	13.5%	14.0%	13.9%

Nifty 50	12.5%	12.1%	12.3%	12.2%	11.4%
Nifty Auto	14.2%	11.1%	8.9%	7.0%	5.2%
Nifty Bank	13.7%	13.0%	12.7%	12.0%	10.9%
Nifty Consumer	21.3%	19.2%	19.9%	19.4%	18.7%
Nifty FMCG	12.4%	12.5%	12.1%	11.5%	10.9%
Nifty Infra	12.7%	10.8%	10.6%	9.8%	9.1%
Nifty IT	16.4%	14.9%	16.4%	17.8%	16.9%
Nifty Metal	21.3%	18.0%	16.1%	14.0%	11.4%
Nifty Oil & Gas	16.6%	15.0%	14.7%	13.7%	12.9%
Nifty Pharma	8.7%	5.0%	4.5%	5.4%	4.8%

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*Rolling returns are Compounded Annualised and calculated on a daily frequency basis
Period for Rolling returns: Jun 01, 2014 to Sept 30, 2024
Data source: Back tested data (Internal model)
Price data: Capital Line*

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Drawdown Analysis – Internal Model**

Covid Crisis: 3 months of drawdown (Dec'2019 to March'2020)

Particular	NIFTY 50	Back tested (Internal Model)**	Benchmark: NIFTY 500
Max Drawdown	-38.44%	-30.97%	-38.30%
Months to recover	8	3	8

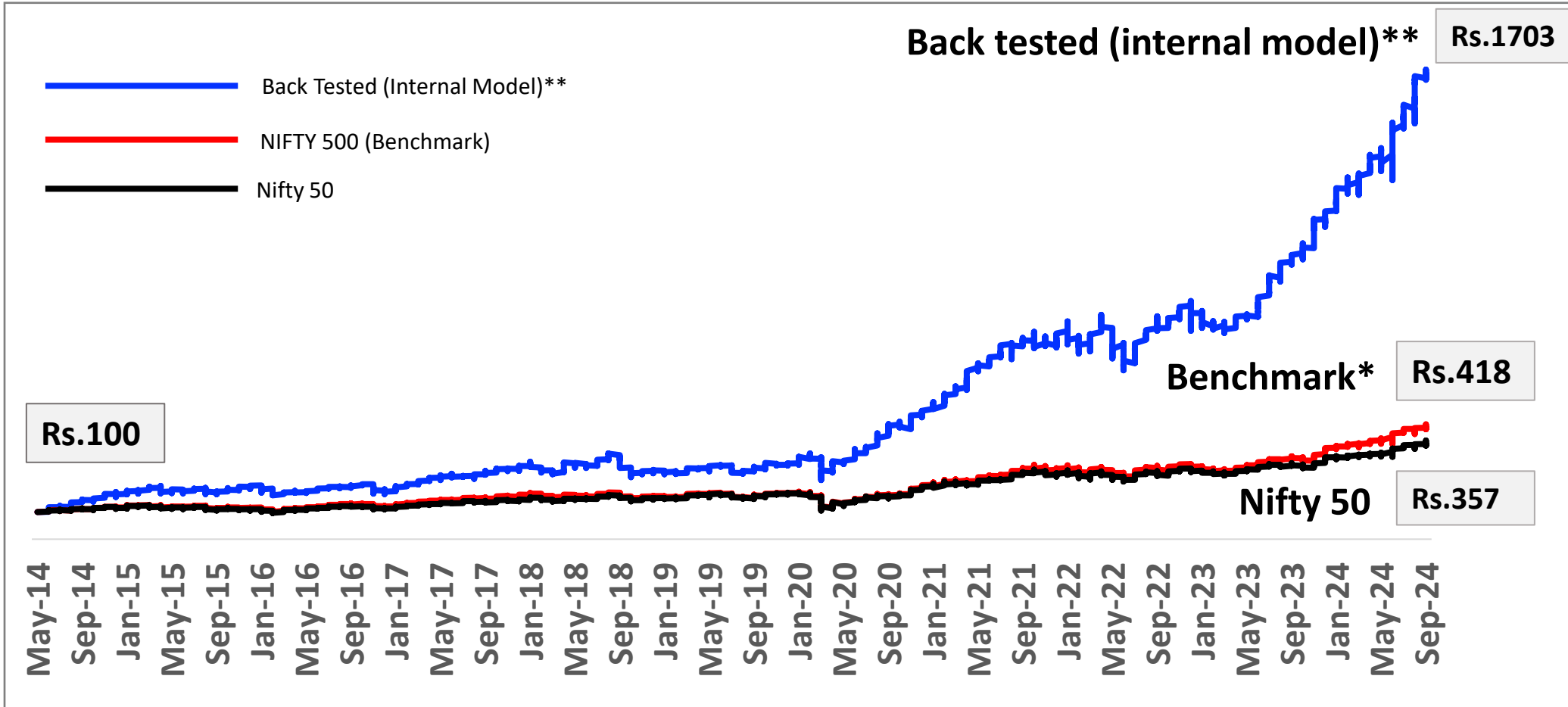
Data source: Back tested data (Internal model)

Price data: Capital Line

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Back tested performance chart of Internal Model**



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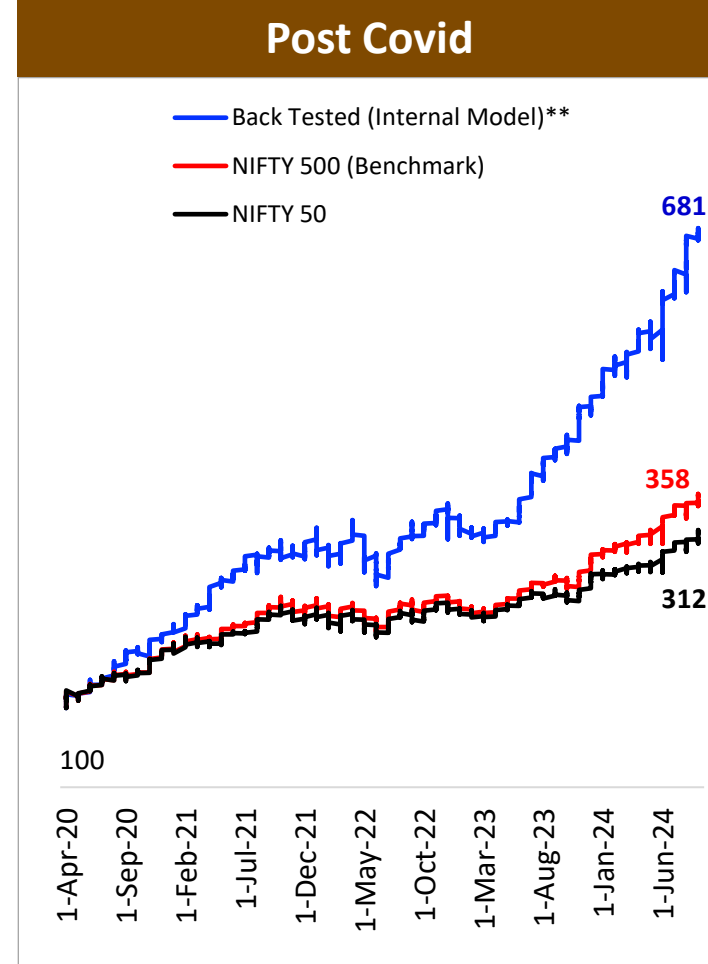
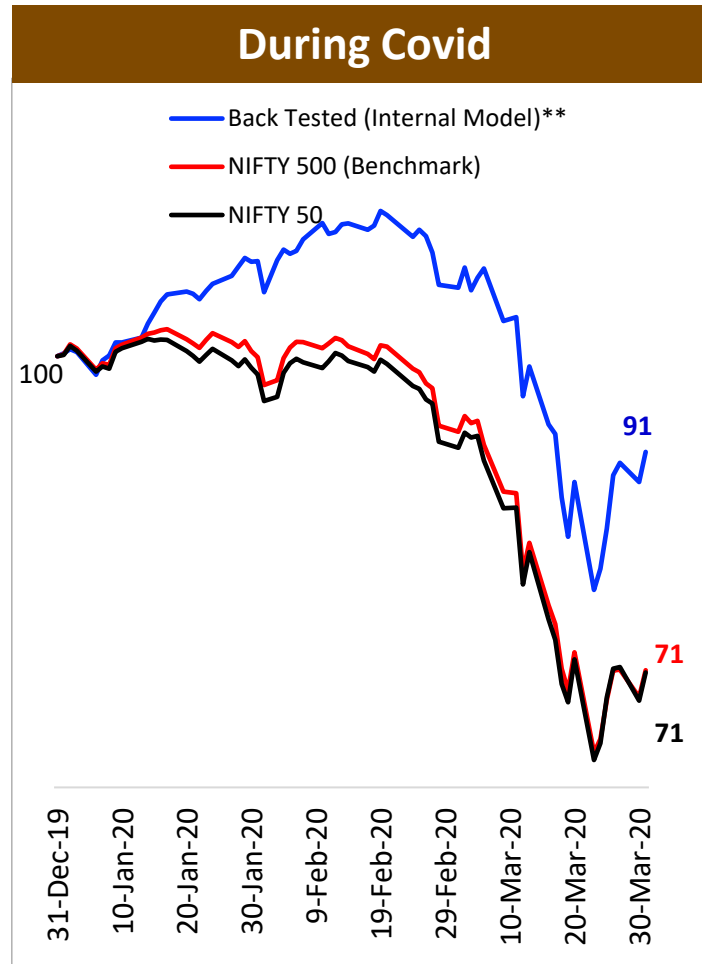
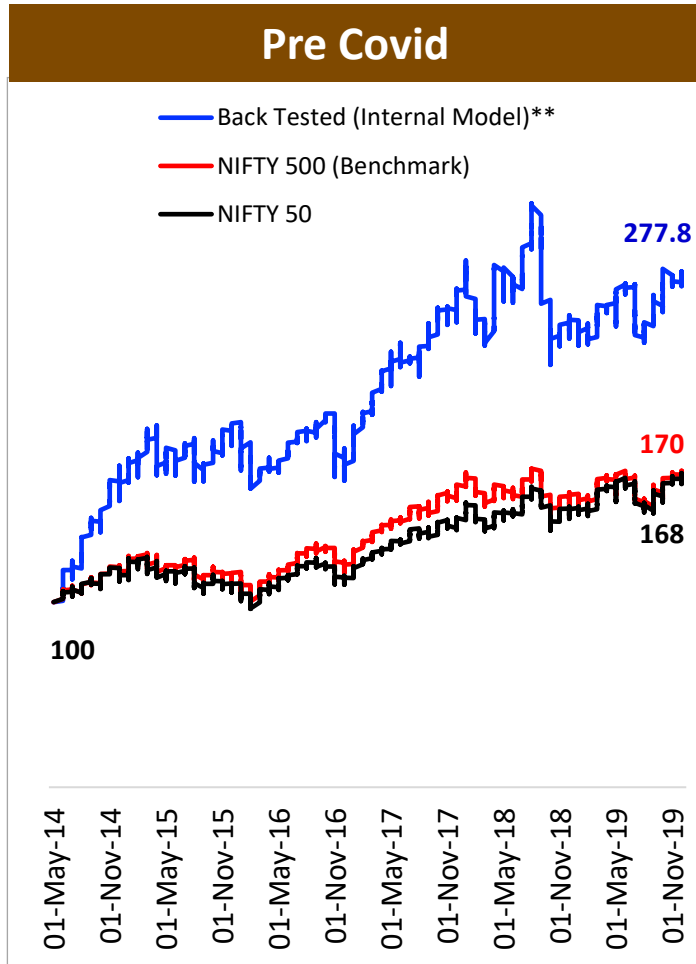
Price data: Capital Line

Benchmark: Nifty 500

Rs. 100 invested on 30th May 2014 & Current Value as on 30th Sept 2024

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Back tested performance chart of Internal Model**



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Data source: Back tested data (Internal model)
Price data: Capital Line

Benchmark: Nifty 500

As on 30th Sep'24

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So, why Shriram Multi Sector Rotation Fund?

Multiple Sectors, Multiple Benefits

Diversified risk

- Focused exposure to 3 to 6 trending sectors, all within one fund

Avoid sector traps, no FOMO

- Seamlessly rotate across multiple sectors that are trending due to better earnings expectation, minimizing risks

Tax efficient

- No capital gains tax when the fund manager rebalances the portfolio, making it a smart and efficient investment choice!

Jaisa Sector Trend, Waisa Aapka Portfolio!



sahi hai

Investors are requested to consult their tax consultant to understand individual nature of tax implications.

** The performance of the internal model is for illustration and doesn't represent the actual performance of the scheme*

Fund profile

Instruments	Indicative Allocations (% of total assets)	
	Minimum	Maximum
A. Equity and Equity-related Instruments following the multi sector rotation theme *	80%	100%
B. Other equity and Equity-related Instruments*	0%	20%
C. Money Market Instruments and Cash	0%	20%

*Including Derivatives

Benchmark: Nifty 500 Total Return Index

Investment Objective: The investment objective* of the scheme is to generate long-term capital appreciation by employing a quantamental approach of investing in equity and equity derivatives of specific sectors that are trending due to better earnings expectation. The allocation among sectors and stock selection will be decided by the in-house proprietary quantitative model and further augmented with fundamental analysis

*There is no assurance that the investment objective of the Scheme will be achieved.

To know more in detail about asset allocation and other details about the scheme, please refer scheme information document available at www.shriramamc.in/smurf

Fund Information

FUND DETAILS	
FUND NAME	SHRIRAM MULTI SECTOR ROTATION FUND
FUND TYPE	An open-ended scheme investing in equity and related instruments following multi sector rotation theme
FUND CATEGORY	Equity Scheme – Thematic
SCHEME OBJECTIVE	The investment objective of the scheme is to generate long-term capital appreciation by employing a quantamental approach of investing in equity and equity derivatives of specific sectors that are trending due to better earnings expectation. The allocation among sectors and stock selection will be decided by the in-house proprietary quantitative model and further augmented with fundamental analysis. There is no assurance or guarantee that the investment objective of the Scheme will be achieved.
BENCHMARK	Nifty 500 Total Return Index
FUND MANAGER	Mr. Deepak Ramaraju and Ms. Gargi Bhattacharyya Banerjee
MINIMUM INVESTMENT	Rs. 500/- and in multiples of Re. 1/- thereafter
PLAN/OPTION	Direct & Regular Plan with Growth Option
EXIT LOAD	<ul style="list-style-type: none"> 1% of the applicable NAV, if redeemed within 3 months from the date of allotment. Nil if redeemed after 3 months from the date of allotment.

Fund Managers



Mr. Deepak Ramaraju

Mr. Deepak Ramaraju serves as the Head of Equities at Shriram AMC Ltd. He has over 18 years of experience in the equity markets and is a chemical engineer by academic background.

- He began his investment career with **Sanlam Investment Management (South Africa's top 3 asset managers)**, where he ran their 20-member offshore equity team and advised them on their India Opportunities Fund. The fund won the Raging Bulls award for the Best Offshore Far East Equity General Fund category in 2016.
- As part of the partnership between Sanlam and the Shriram Group, Deepak moved to **Shriram Life Insurance** as their interim CIO where he rebuilt the fund performance.
- Prior to joining Shriram AMC, Deepak helped set up the PMS funds at **Shriram Way2Wealth Securities**.
- As Head of Equities at Shriram AMC, Deepak has developed and implemented the proprietary **Enhanced Quantamental Investment (EQI)** model across all equity funds.
- Prior to joining the investment world, Deepak was a researcher and co-inventor at GE's India Technology Centre in Bangalore. His innovative approach is reflected in the 10 patents to his credit as a co-inventor at GE. His **Six Sigma Green Belt** has helped him bring a robust statistical led approach to developing the quantamental strategies at Shriram AMC.



Ms. Gargi Bhattacharyya Banerjee

Ms. Gargi Bhattacharyya Banerjee serves as the Fund Manager of Shriram Mutual Fund having an experience of more than 20 years in her professional career.

She received her Bachelor of Science with Economics (H) and Master of Business Management with specialization in Finance from the University of Calcutta. She joined as Research Manager in Shriram Asset Management Company Limited in November 2012 and before that, she has held key positions in the Research team with Zacks Research Private Limited and Shriram Insight Share Brokers Limited.

Shriram Multi Sector Rotation Fund

(An open-ended scheme investing in equity and related instruments following multi sector rotation theme)

NFO opens on : 18 Nov 2024

NFO closes on : 2 Dec 2024

NFO Price : Rs.10 per unit

Allotment Date : 9 Dec 2024

Re-opening on : 13 Dec 2024



www.shriramamc.in/smurf

Shriram Multi Sector Rotation Fund

(An open-ended scheme investing in equity and related instruments following multi sector rotation theme)

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

- Capital appreciation over medium to long term in an actively managed portfolio of equity & equity related instruments of specific identifiable sectors that are performing well
- Sustainable alpha over the benchmark

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

Scheme Riskometer



Investors understand that their principal will be at very high risk

Benchmark Riskometer



Benchmark Riskometer is at very high risk
As per AMFI Tier 1 Benchmark
i.e. Nifty 500 TRI

(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)

Disclaimer & Risk Factors

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For further information about other schemes (product labelling and performance of the fund) please visit the website of the AMC: www.shriramamc.in.

Please consult your financial advisor or mutual fund distributor before investing.

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



Thank you!



Scan to know more