

**OWN THE GLOBAL BRANDS
THAT ARE TRYING TO
SELL TO YOU!**



GLOBAL BRANDS

SUNDARAM

Global Brand Fund



An open-ended Fund of Fund Scheme investing in Sundaram Global Brand Fund, Singapore as a Feeder Fund

July 2024

GLOBAL BRAND FUND HIGHLIGHTS

- Unique portfolio investing in listed equities of leading global brands
- Global household names
- Leaders in their sphere of business
- Business spanning the globe and categories
- Ability to sustain pricing power across economic cycles
- Generate durable cash flows
- Beneficiary of the global aspiration to buy more branded goods as disposable income rises

INVESTMENT PROCESS

- Portfolio will consist of listed equities of 30 leading global brands
- Preference for brands with geographically diversified revenues in order to reduce portfolio risk
- The chosen 30 brands split into 3 bands
 - > Band 1 consists of the top 10 brands
 - > Band 2 consists of the next 10 brands
 - > Band 3 consists of the residual 10 brands
- Individual stock weighting at the start of the portfolio will depend on the band the stock belongs to
 - > Band 1 stocks will have a weighting allocation of 5% each
 - > Band 2 stocks will have a weighting allocation of 3% each
 - > Band 3 stocks will have a weighting allocation of 2% each
- Portfolio changes triggered by
 - > Movement of brands within the 3 bands
 - > Exit or entry of a brand from the top 30 list
- Risk control
 - > Single stock limit of 10%
 - > Single sector limit of 50%
 - > Intervention in instances of significant corporate governance issues

WHY SUNDARAM GLOBAL BRAND FUND?

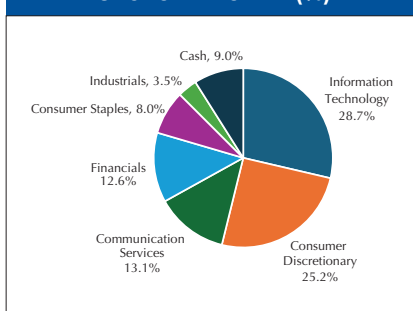
- Exposure to the world's leading brands
- Diversification benefits – geographic as well as portfolio-wise
- Consistent outperformance of benchmark
- Low volatility leading to excellent risk adjusted returns
- Beneficiary of any Rupee weakness
- Portfolio consist of financially very strong companies.

TOP 10 STOCKS (%) - [UNDERLYING PORTFOLIO]

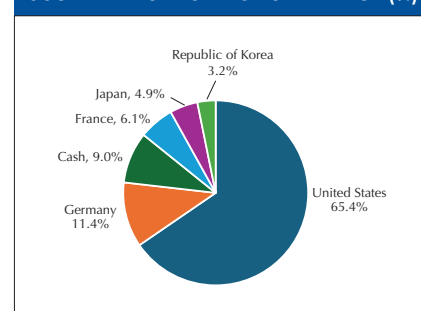
Security	Weight (%)
Alphabet Inc	6.45
Microsoft Corp	5.95
Amazon.com Inc	5.34
Apple Inc	5.22
JPMorgan Chase & Co	5.21
Coca-Cola Co	4.67
Meta Platforms Inc	3.86
International Business Machine	3.54
Allianz SE	3.33
PepsiCo Inc	3.28

Source: Fact Sheet, Data as on July 31, 2024

SECTOR PROFILE (%)



COUNTRY WISE PORTFOLIO BREAK UP (%)



PERFORMANCE (%) OF THE UNDERLYING FUND IN USD

Period	Fund	BM. MSCI ACWI TR Index	Excess return
Last 1 year	9.6	17.0	(7.4)
Last 3 years	2.6	5.7	(3.1)
Last 5 years	9.0	11.0	(2.0)
Since Inception	8.6	9.4	(0.8)

Returns in per cent, using NAV of Classic option and includes IDCW paid out. Returns as of July 31, 2024. Inception – 2 Jul 2015. Performance greater than one year on a compounded annualized basis. *Data Source: Bloomberg Analysis: In house.*

PERFORMANCE (%)

Period	Fund	Benchmark MSCI ACWI-TR Index	Additional Benchmark Nifty 50 (TRI)
Last 1 year	10.7	19.1	27.8
Last 3 years	6.1	10.0	17.9
Last 5 years	13.3	15.4	18.9
~Since Inception	8.3	11.4	15.4

₹10,000 INVESTED

Period	Fund	Benchmark MSCI ACWI-TR Index	Additional Benchmark Nifty 50 (TRI)
Last 1 year	11,074	11,906	12,784
Last 3 years	11,943	13,313	16,387
Last 5 years	18,648	20,518	23,784
Since Inception	50,622	90,022	1,83,969

Past performance may or may not be sustained in future. Returns/investments are as of July 31, 2024. Common to all schemes: Past performance may or may not be sustained in the future and may not necessarily serve as a basis for comparison with other investments.

FUND FACTS - SUNDARAM GLOBAL BRAND FUND (INDIA)

Fund	Sundaram Global Brand Fund
Type	Open-ended
Asset Allocation	95-100% in Sundaram Global Brand Fund, Singapore 0-5% Debt, Money Market, Cash and Cash Equivalents
Benchmark	MSCI ACWI TR Index
Fund Managers	Mr. Patanjali Srinivasan
Minimum Investment Amount	₹100/- and multiples of ₹1/- thereafter and for additional purchase ₹100/- and multiples of ₹1/- thereafter
SIP	Weekly ₹1,000, Monthly ₹250, Quarterly ₹750
Exit Load	If redeemed / switched out / SWP / STP: Upto 25% of units redeemed within 1 year: <i>No Exit load</i> ; More than 25% of units: <i>Exit load 1%</i> More than 1 year: <i>Exit load Nil</i>
Plan	Regular and Direct
Option	Growth & IDCW: { • Payout (IDCW) • Re-Investment (IDCW) • Transfer (IDCW)}

FUND OVERVIEW - UNDERLYING FUND

Fund	Sundaram Global Brand Fund
Domicile	Singapore
Fund Structure	Open ended Unit Trust
Investor Eligibility	Accredited Investors and Institutional Investors
Dealing Frequency	Daily
Investment Manager	Sundaram Asset Management Singapore Pte Ltd
Trustee	HSBC Institutional Trust Services (Singapore) Ltd
Global Custodian	HSBC Banking Group
India Custodian	HSBC India
Fund Administrator	HSBC Singapore
Fund Auditor	KPMG Singapore
Fund Manager	Anish Mathew

For more details of performance of other funds managed by the Fund Managers, please check out the link in the download section below under the section – “Information Documents” in “Forms and Information” with the file name “Track Record” - <https://sundarammutual.com/Downloads>

DISCLAIMER

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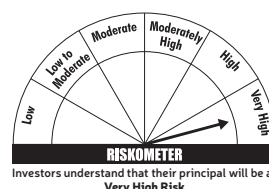
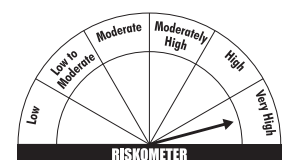
Securities investments are subject to market risks and there is no assurance or guarantee that the objectives of portfolios will be achieved. As with any securities investment, the value of a portfolio can go up or down depending on the factors and forces affecting the capital markets. Past performance of the Fund Manager or AMC may not be indicative of the performance in the future. Sundaram Asset Management is not responsible or liable for losses resulting from the operations of any portfolio. The value of any portfolio illustrated in this document may be affected by changes in the general market conditions, factors and forces affecting capital markets in particular, level of interest rates, various market related factors and trading volumes, settlement periods and transfer procedures. The liquidity of investments are inherently restricted by trading volumes in the securities in which it invests. Investors in portfolios are not offered any guaranteed returns.

RISKOMETER

Sundaram Global Brand Fund is suitable for investors who are seeking*

- Long term capital growth and income
- Investment in units of overseas mutual funds & ETFs

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

Sundaram Global Brand Fund

BM: MSCI ACWI-TR Index


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