



Manufacturing expected to drive overall economic growth in Amrit Kaal



	FY23		FY30E
Nominal GDP	3,353	2X	7,000
Manufacturing GVA	453	2.8X	1,281
Overall exports	778	2X	1,552
Merchandise exports	453	2.6X	1,198
Overall capex, GCF	1,080	2X	2,112

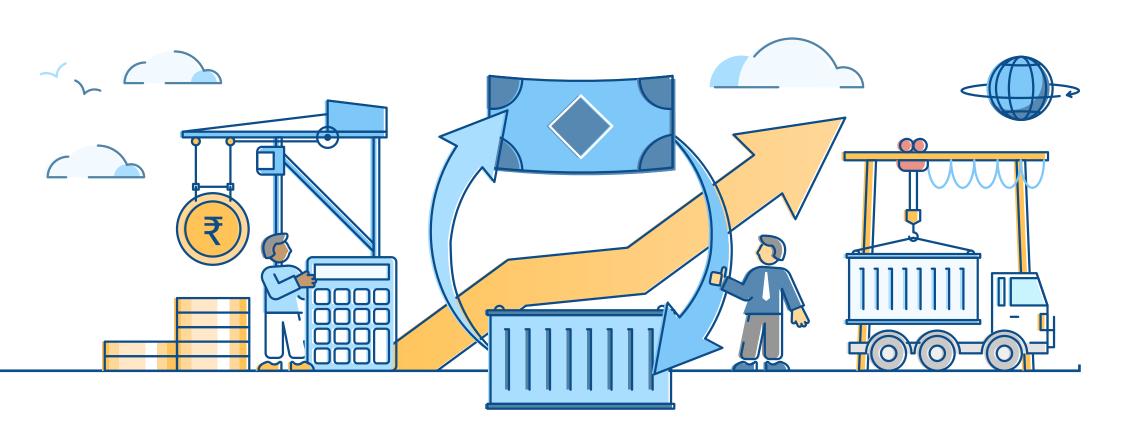
All figures in USD bn

Source: PIB, UBS, Morgan Stanley Research

GDP -Gross Domestic Product

GVA- Gross value added

GCF - Gross Capital Formation



The information herein is based on expectations and the actual results could vary materially. This is not indicating returns from any investments. There is no assurance as regards to performance of any company, sector or investment.



HOLISTIC GROWTH

- Sustainable and Inclusive Growth
- Productivity Enhancement

MACROECONOMIC STABILITY

- Foreign Currency and Current Account Balance
- Inflation

LARGE SCALE EMPLOYMENT

- Income Enhancement
- Social Mobility

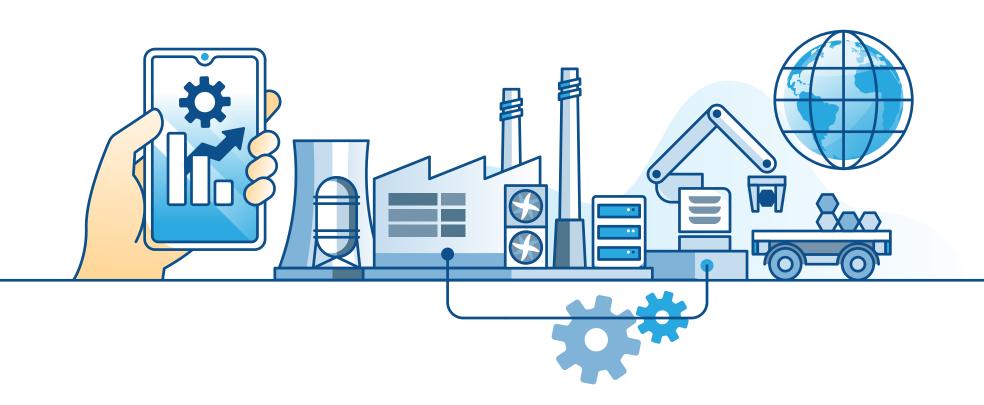
Driving Force behind success of Emerging Economies



Country	High growth phase	Average Real GDP growth in high growth phase	Manufacturing share at start of high growth phase	Manufacturing share at the end of high growth phase
Thailand	1985-1991	9.3%	21.9%	28.2%
China	1990-2005	9.8%	9.1%	32%
Indonesia	1983-1996	6.3%	13.4%	24.1
Vietnam	2010-2022	6.1%	19.2%	25.8%
India	2023-2030	??	15%	??

> Most Asian peers have higher share of manufacturing in GDP

India's Manufacturing share in GVA targeted to grow from ~15% to 20% by 2030, when GDP could be US \$7 trillion



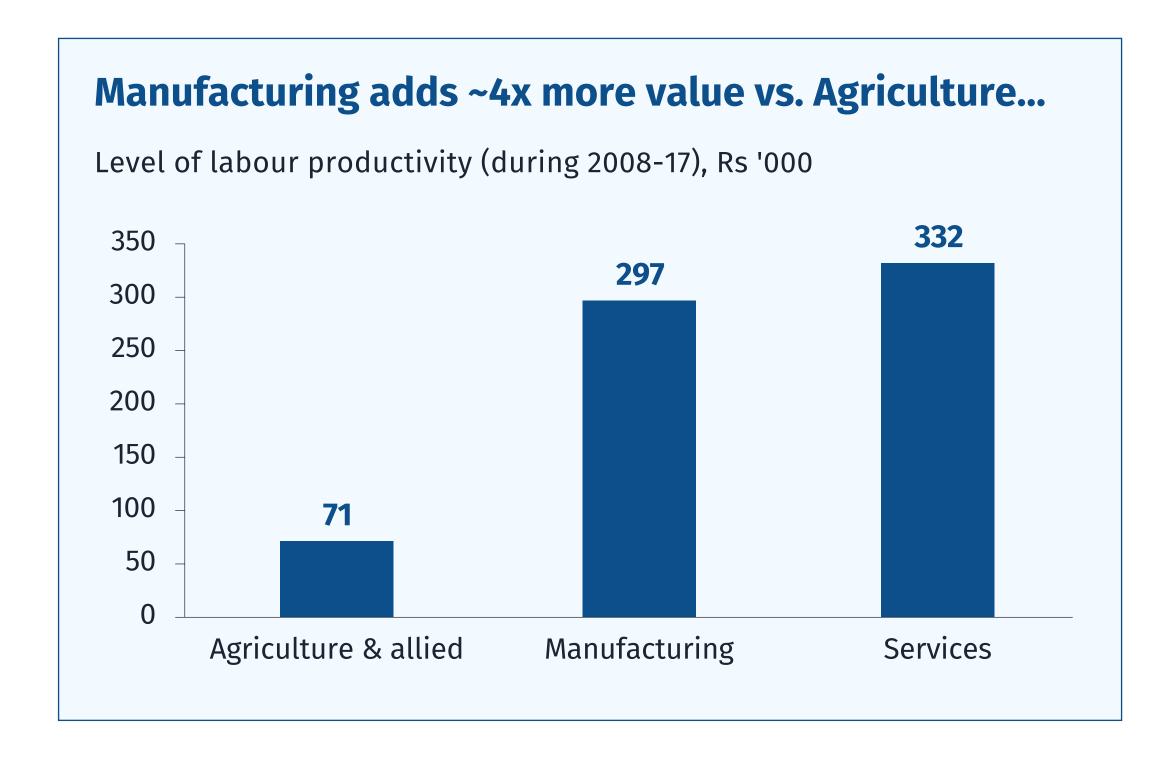
Source: UBS Research

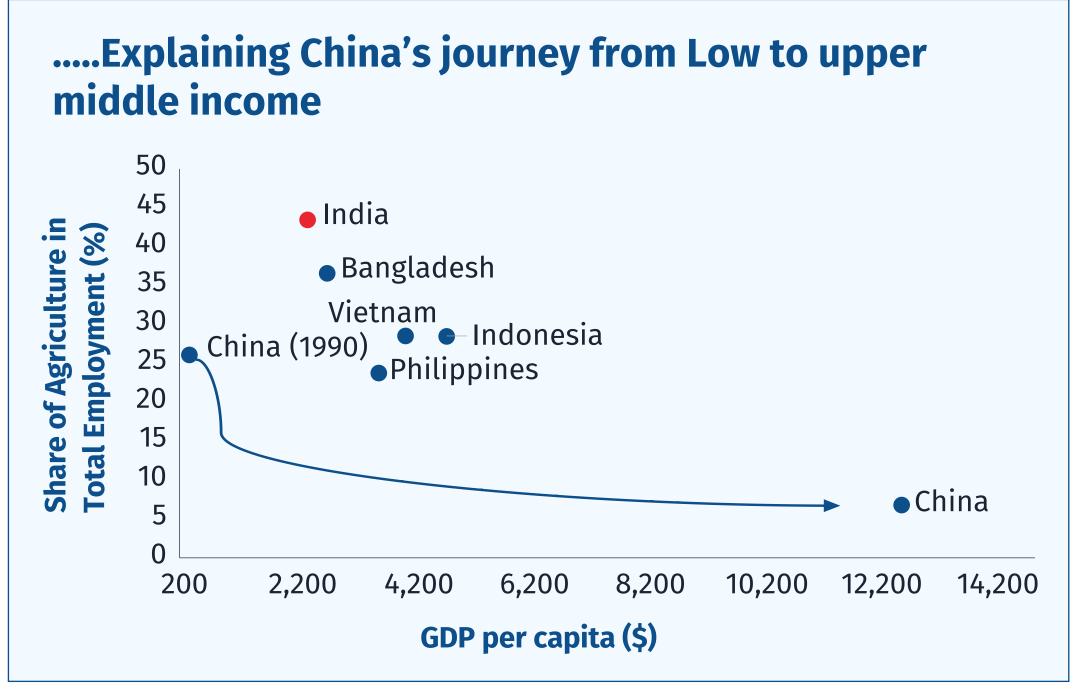
Key to realize India's large Demographic Dividend



- > Manufacturing leads to holistic growth and large-scale employment
- > ~45% of India's labor force is employed in Agriculture
- > China's journey to an upper-middle income country saw people moving from 'farms' to 'factories'







Source: UBS Research, Morgan Stanley Research

Key for India's Macro-economic Stability



- > India's merchandise import (Excl. Oil & Gold) has been increasing
- > INR has depreciated 3.3% against USD (10Y CAGR) and median inflation has been ~5.2%
- > Vietnam and China, with high manufacturing exports, have current account surpluses; leading them to enjoy much lower currency depreciation* and hence lower inflation

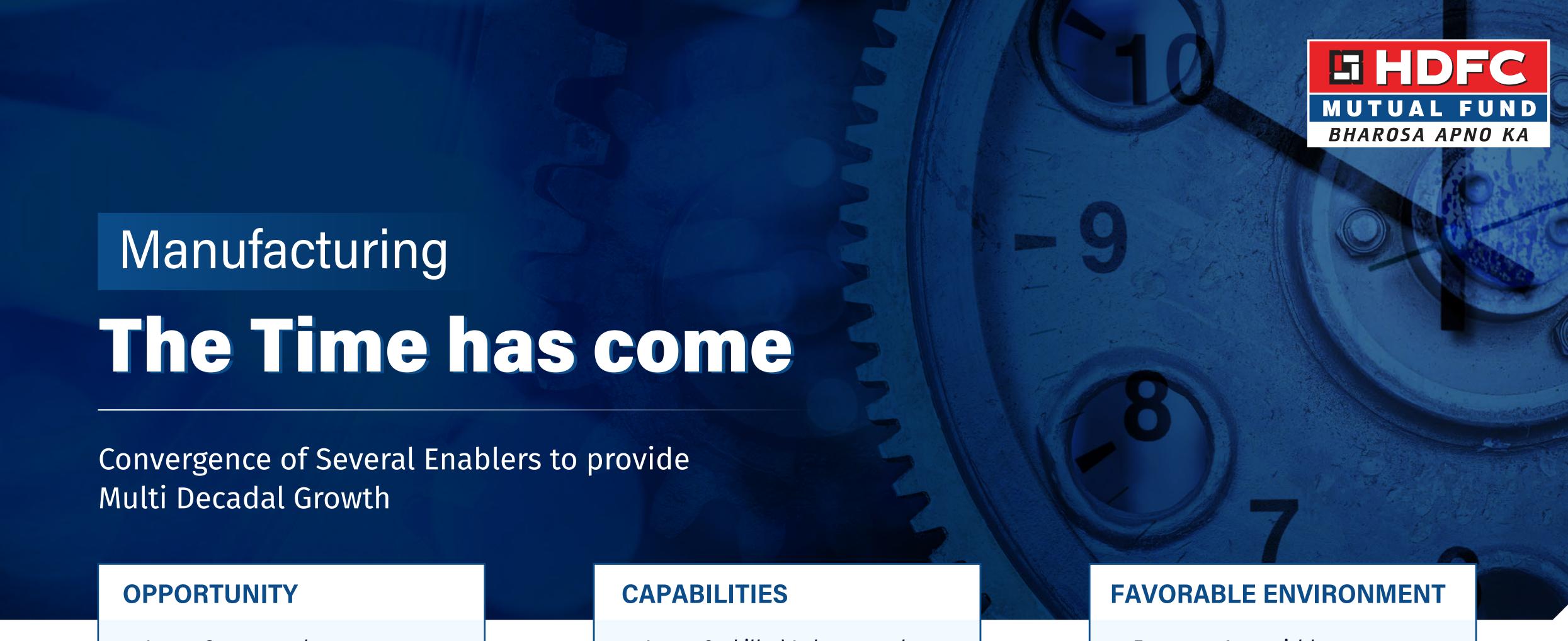




	*:		
10Y Median	China	Vietnam	India
Median Inflation (%)	1.9	3.2	5.2
Current account balance (US\$ bn)	236.0	5.8	-32.0
CAB as % of GDP	1.7	1.9	-1.2
Currency Depreciation* (%)	1.5	1.4	3.3

CAB: Current Account Balance

Source: Morgan Stanley Research, UBS Research



- > Large Consumer base
- Large Export opportunity in the Multipolar World



- Large & skilled Labour pool
- Cost advantages vs peers
- > Improving infrastructure
- Service ecosystem to support high end manufacturing

- > Focus on Atmanirbharta
- Low leverage + higher capacity utilization
- Macro-economic stability + geopolitical factors

What has changed?



What ailed Manufacturing over the years?	Steps taken to address these issues	Outcomes
> High logistics costs	National Logistics Policy - Road and Rail infrastructure	Rank improved from 54 (in 2014) to 38 (in 2023) in World Bank's Logistics Performance Index
> Poor infrastructure	Investments in roads, power and railways	Road construction 3 kms per day in 2013 to 30 kms per day in 2023, 4901 km expressways(FY23), DFC, etc.
> Complex labour laws	Introduction of labour code	Consolidation of 44 laws into 4 codes
> Low ease of doing business	Focus on improving ease of doing business	Rank improved from 142 to 63 in World Bank's Ease of Doing Business Ranking 2020
> Lack of government focus	Manufacturing share in GVA targeted touch 20% by 2030 (from 15% current	·
> Unfavourable FTAs	Non-Tariff barriers	▶ BIS quality certification, import licenses, etc.

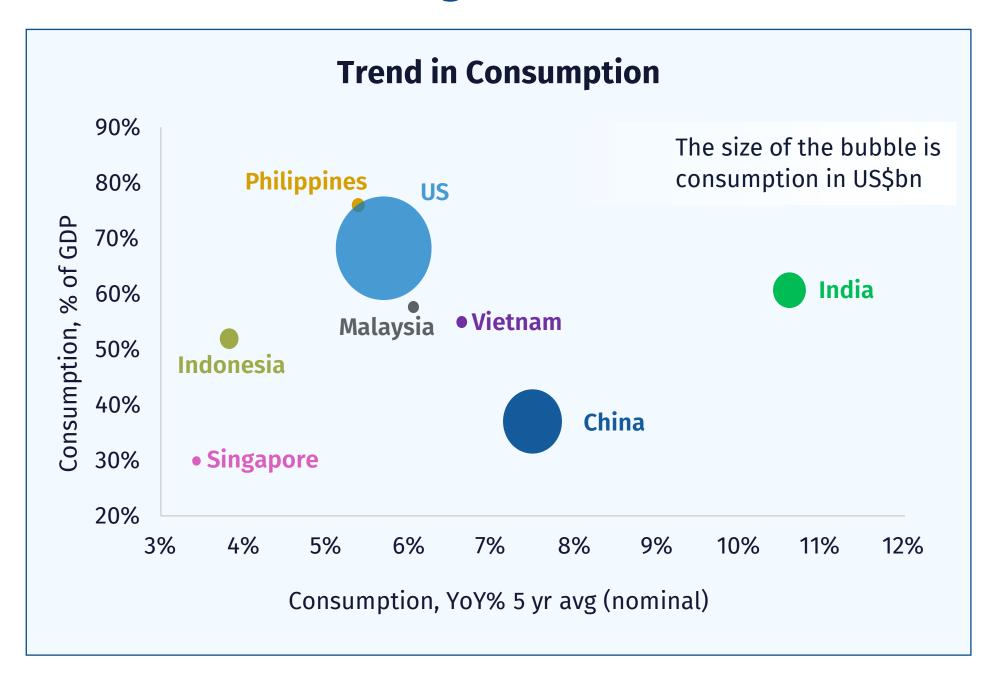
Source: PIB and other publicly available information.

DFC: Dedicated Freight Corridor

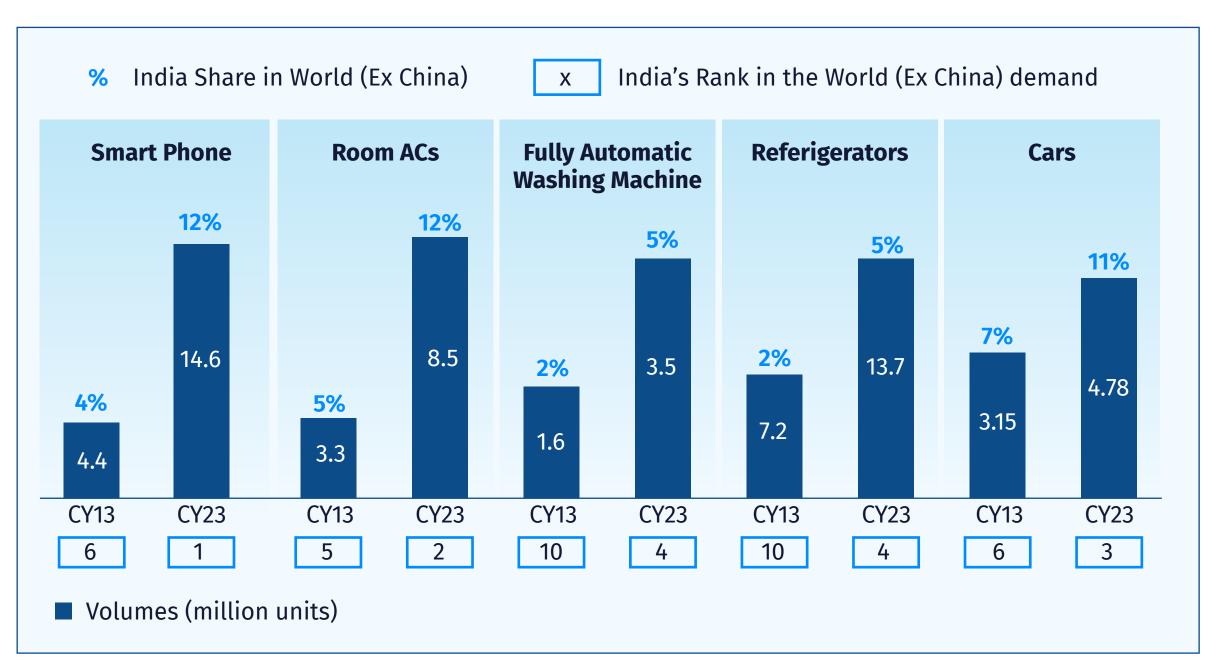
Large Domestic Market provides competitive scale



India is Fastest Growing Consumer Market



..providing sufficient scale to support local manufacturing



With consumption growth highest amongst peers, India is now among the Top 3 / 5 markets for key products globally



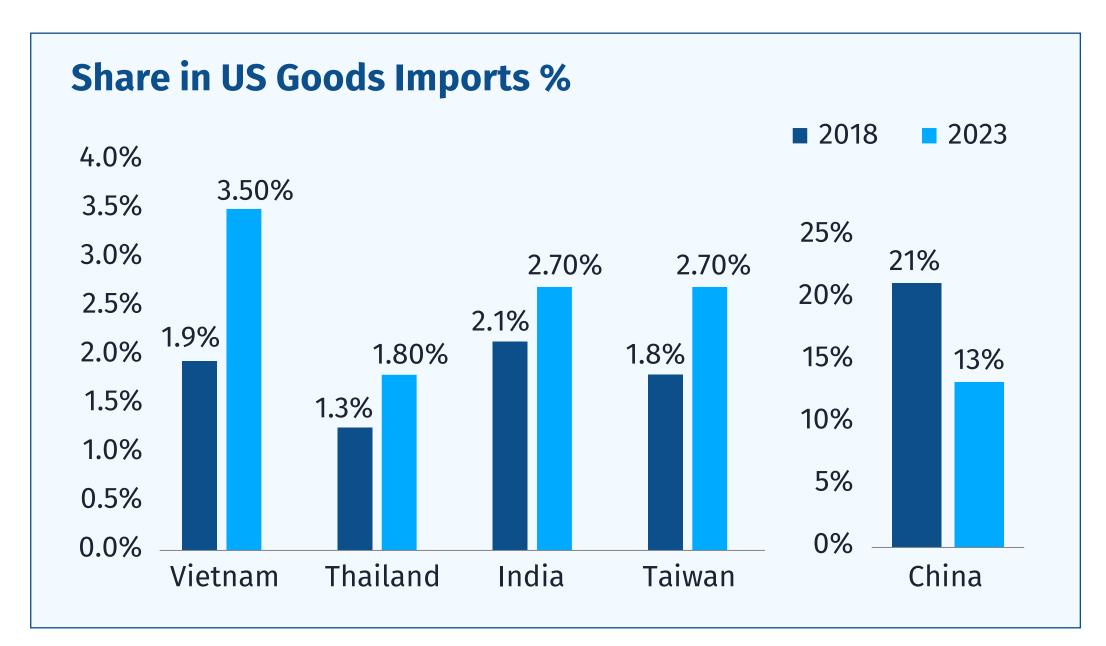
Source: Morgan Stanley, UBS, BoFA research

Multipolar World: Global Realignment of Supply Chains



- > The shift away from China has accelerated post Covid pandemic
- > China's share in US Goods imports has declined from 21% in 2018 to 13% in 2023

India, Vietnam, Taiwan and Thailand have seen rising share in US Goods imports



Source: Bloomberg, U.S. International Trade Commission

Manufacturing a product in India is on an average 15% cheaper relative to US, and should lead to increasing exports over time



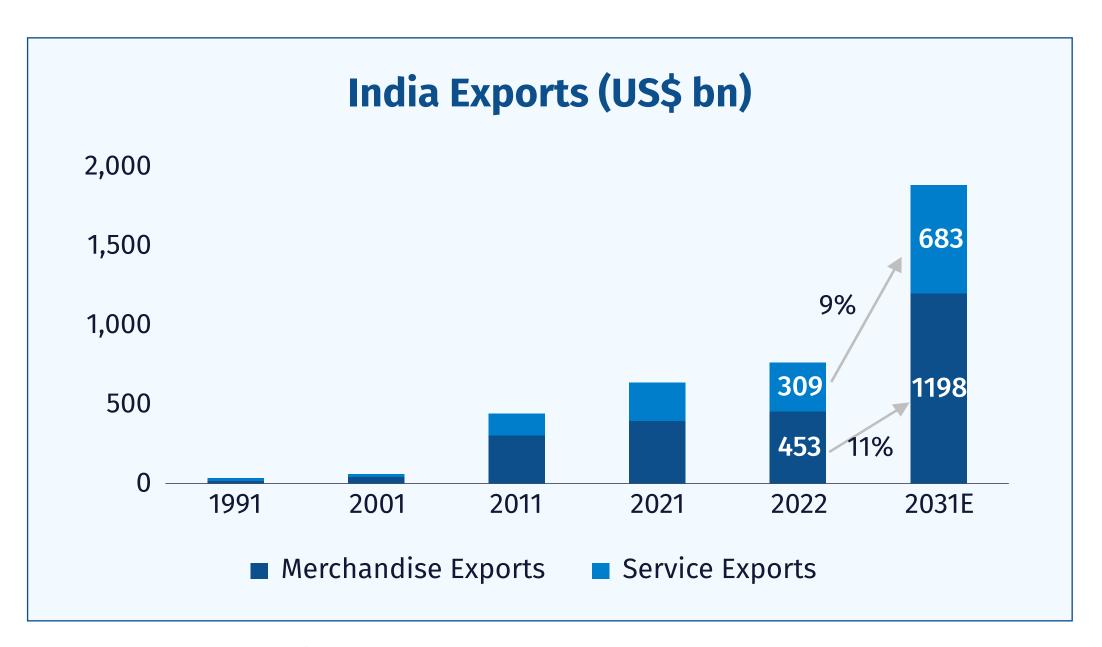
Source: BCG Analysis, Sep 2023

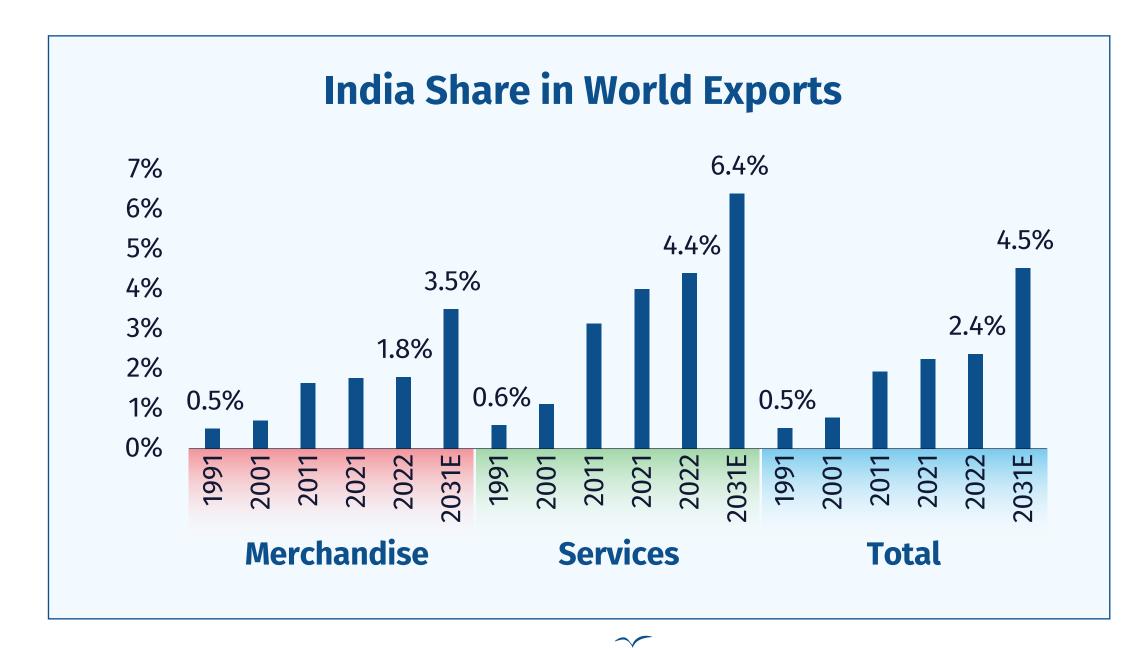
China** includes US Code §301 tariffs on Chinese imports chart displays maximum value of 25%.

Exports: India as The Office & The Factory to the World



- > India's merchandise export market share to increase from 1.8% to 3.5% by 2031 implying CAGR of ~11%
- Merchandise exports is expected to grow faster than services





Source: Morgan Stanley

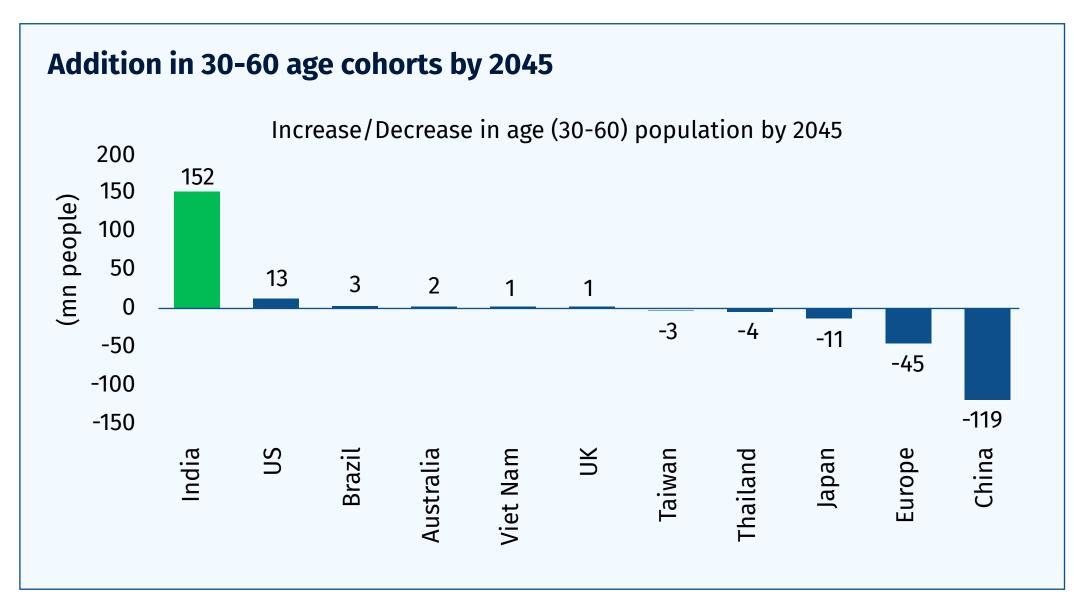
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Largest Source of Cost-effective Skilled Labour Supply



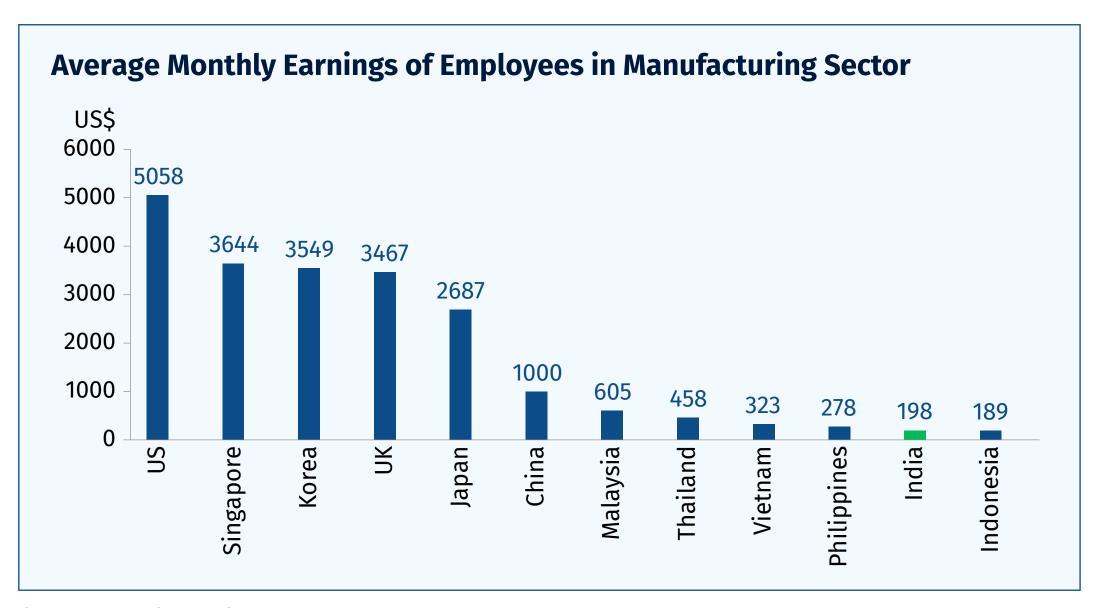
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India to become the largest pool of Labor supply....



Source: UN, Jefferies

...with lowest labour cost globally



Source: ILO, UBS

India scores high against peer Asian manufacturing nations

Country	Labour cost (\$ per hour)	Working Age population	STEM graduates	English speaking graduates
India's Rank	2			

Note: Countries considered for this exercise: China, Vietnam, Indonesia, Philippines and Thailand

Key Sectors that could drive Export Growth



• 5		FY28 Projected exports (US\$ bn)	Projected exports CAGR (FY22-28)
	Chemical	~\$110 - \$130	19% - 23%
	Pharma	~\$45 - \$50	16% - 18%
	Industrial machinery	~\$70 - \$75	18% - 20%
	Electrical & electronics	~\$120 - \$145	35% - 40%
	Automotive	~\$45 - \$55	15% - 18%
	Textile & apparel	~\$95 - \$110	13% - 16%

Source: Bain analysis

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Case Study - The Cost Tear-Down of a Fan



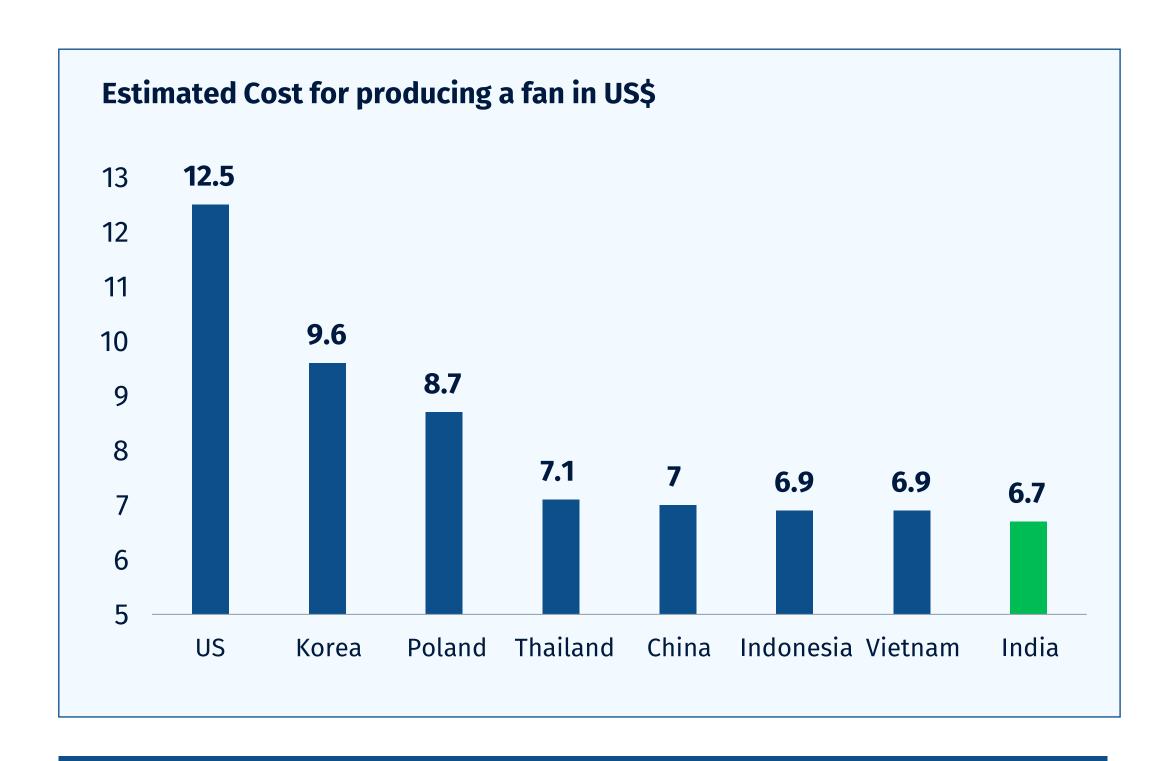
Production cost per unit to manufacture a Fan

China vs India

US\$ Cost assuming Total Production per year - 8,254,615				
	China	India		
Cost of Goods Sold	4.25	4.67		
Labour cost	0.83	0.34		
Other cost (electricity and depreciation)	0.03	0.03		
Annual Production costs per unit	5.12	5.03		
Freight cost (assuming 50/50 revenue split EU/US)	1.88	1.67		
Average cost (assuming 50/50 revenue split EU/US)	7.00	6.70		

Lower labour cost is already helping India become lowest cost producer

Cost benefit for India vs Peer Manufacturing Nations



As scale increases, India could see further cost advantages

Source: UBS Research

Improving Infrastructure improves competitiveness



Ports



1.76x in 2023 vs. 2014 (1,535 vs. 871 MTPA)

Average TAT improved from ~82hrs (FY17) to 48hrs (FY23)

Railways



2.5x Rail Network Electrified in last 10 years (85% vs. 33%)

DFC – Rail has increased from 72hrs (FY18) to 24hrs (FY23)

Roads



2x in last 10 years(1.5 lakh km highway network)

Road avg kms/truck/day increased from 190 (FY15) to 250 (FY23)

Green Energy



2.5x in 2023 vs 2015,

Target 500 GW by 2030

Peak power shortage of 17% (FY13) to almost NIL (FY23)

Better Infrastructure reduces cost, improves efficiencies and allows geater scale

Source: PIB, Company data MTPA: Million Tonnes per annum TAT - Turnaround Time

Services Powerhouse to Manufacturing Powerhouse?



- > India has significant presence in the services segment of the high value manufacturing supply chain
- > Advanced manufacturing is also on the horizon underpinned by high-end service economy
- > 20% of global chip design engineers are in India
- > Qualcomm- one of the largest chip supplier has 35% of its employees designing high end chips in India

		India needs Foundry & OSAT to realize full localization	
Value	Design	Manufacturing Assembly and PCB assembly and (PCBA)	System level assembly (ODM, EMS)
Chain	Entails chip sizing, layout & transistor linking		grate PCBA with er modules
India's presence	20% chip designers & engineers based in India	US\$18bn of investment approved for OSAT and foundry to be commissioned in phases over CY25- 28 Over last 3Y India has emerge growing manufacturer in these	
Way forward	Possible to leverage this talent pool	More large-scale investments in foundries and OSAT are likely to be announced exports by 8x in next 4-5 yea	

OSAT: Outsourced Semiconductor Assembly and Test, **PCBA**: Printed Circuit Board Assembly, **ODM**: Original Design Manufacturer, **IC Chips**: Integrated Circuit Chips Source: PIB

Governments Thrust on Manufacturing



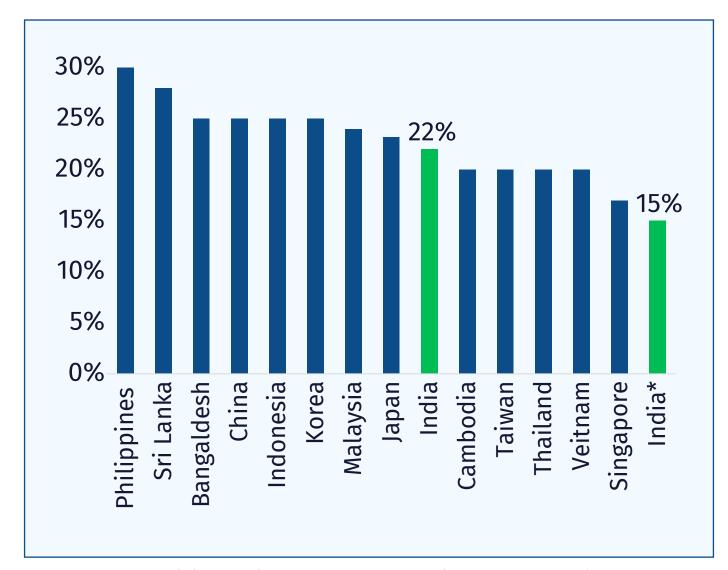
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Snapshot of PLI schemes and their impact

14 Number of sectors: **Actual Investment** Incremental Production till FY23 till FY23 **Rs 62,500 Crore** Rs 6,74,000 Crore **Exports boost** Employee Generation till FY23 till FY23 **Rs 2,56,000 Crore** 3,25,000 **Key Sectors** - Large-scale electronics manufacturing, pharmaceuticals, telecom and networking products, food processing and white goods.

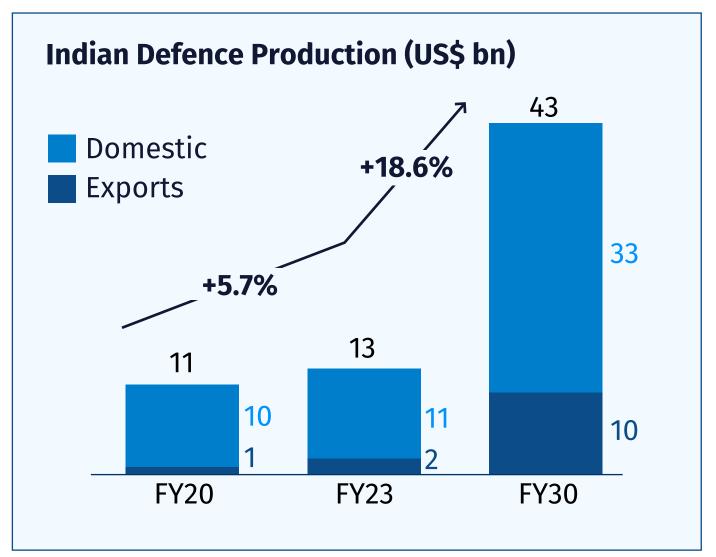
Source: Morgan Stanley, PIB

Base Corporate Tax Rate in Asian Economies



Source: World Bank, Morgan Stanley Research
* for new manufacturing companies with operations
commencing before Mar-24

Indian Defence production could grow 4x by 2030



Source: IBEF, Invest India, Expert Interviews, BCG Analysis

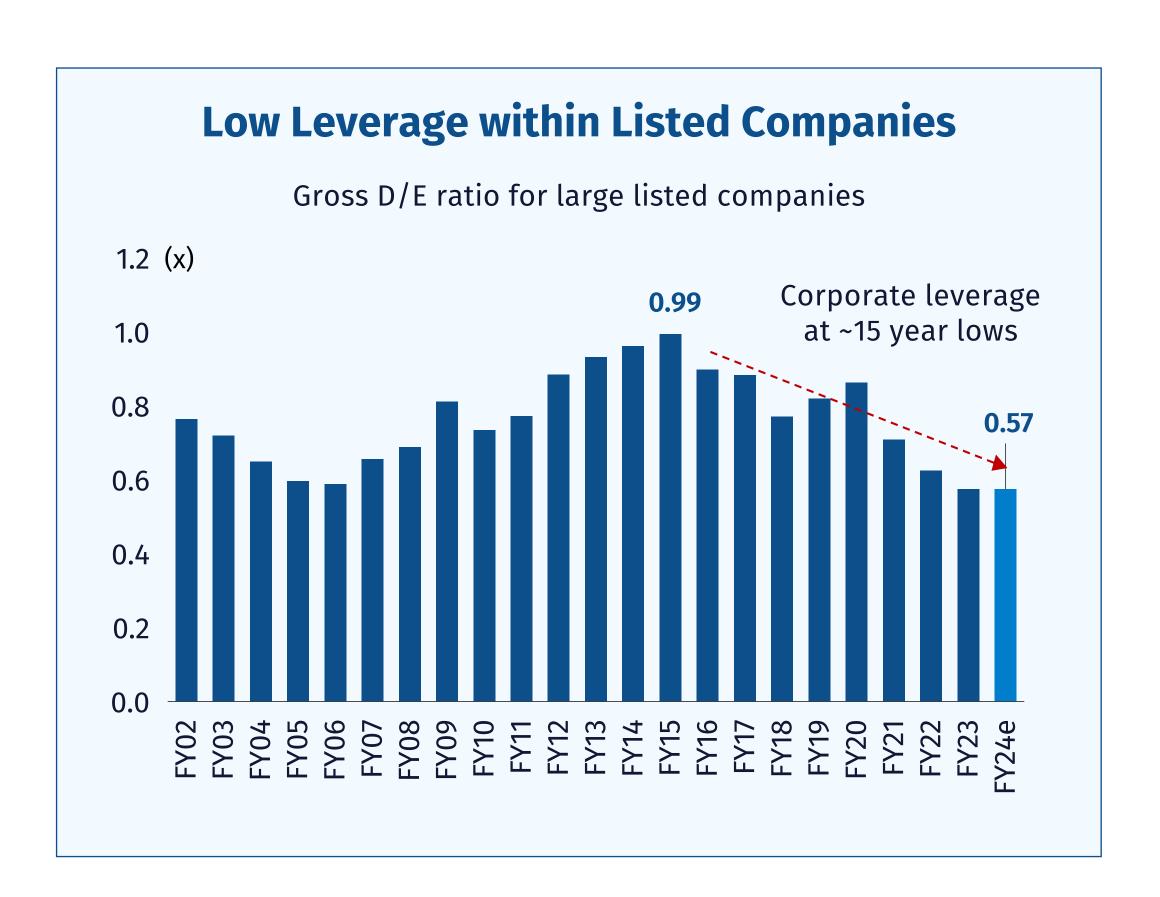
Focus on Atmanirbharta implies Manufacturing growth could be > GDP growth

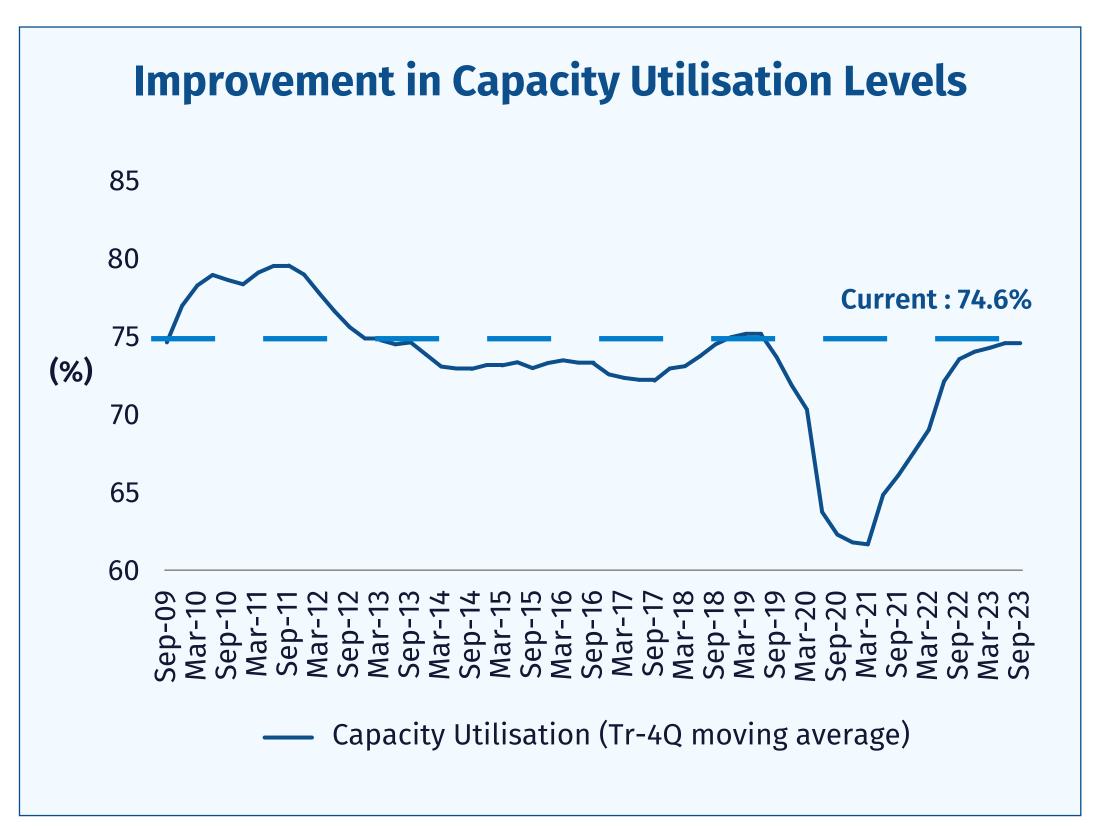
Did you know?

India has very competitive tax rates for corporate sector, and has even lower rates for new manufacturing companies that commenced operations before March 2024

Corporates: At the Cusp of a New Cycle



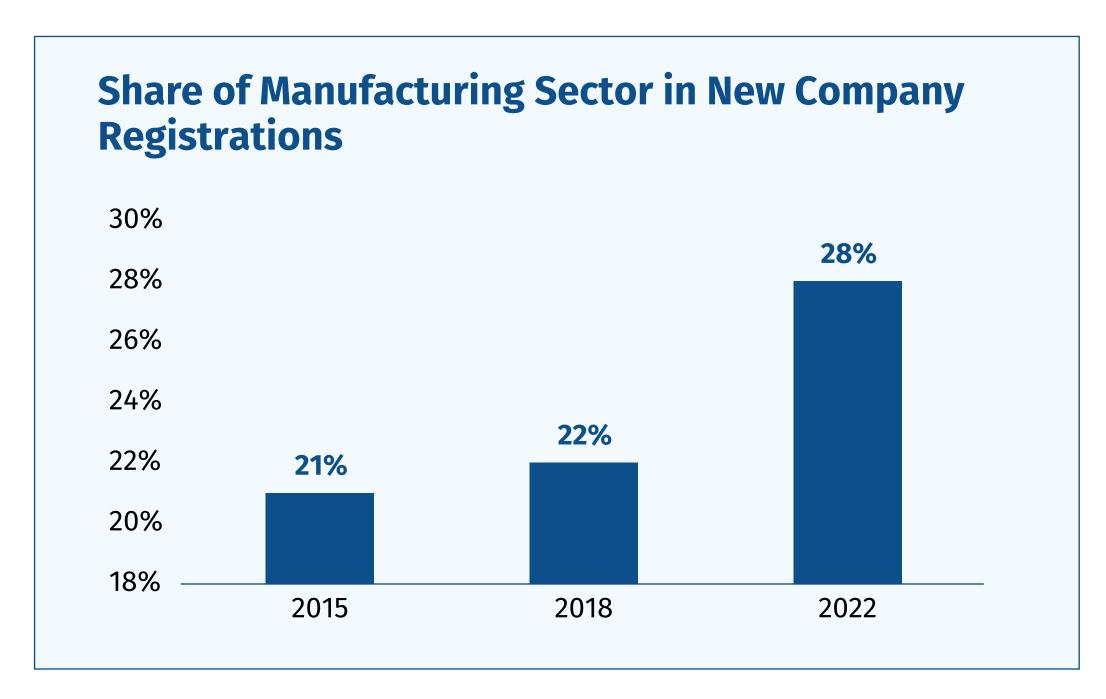


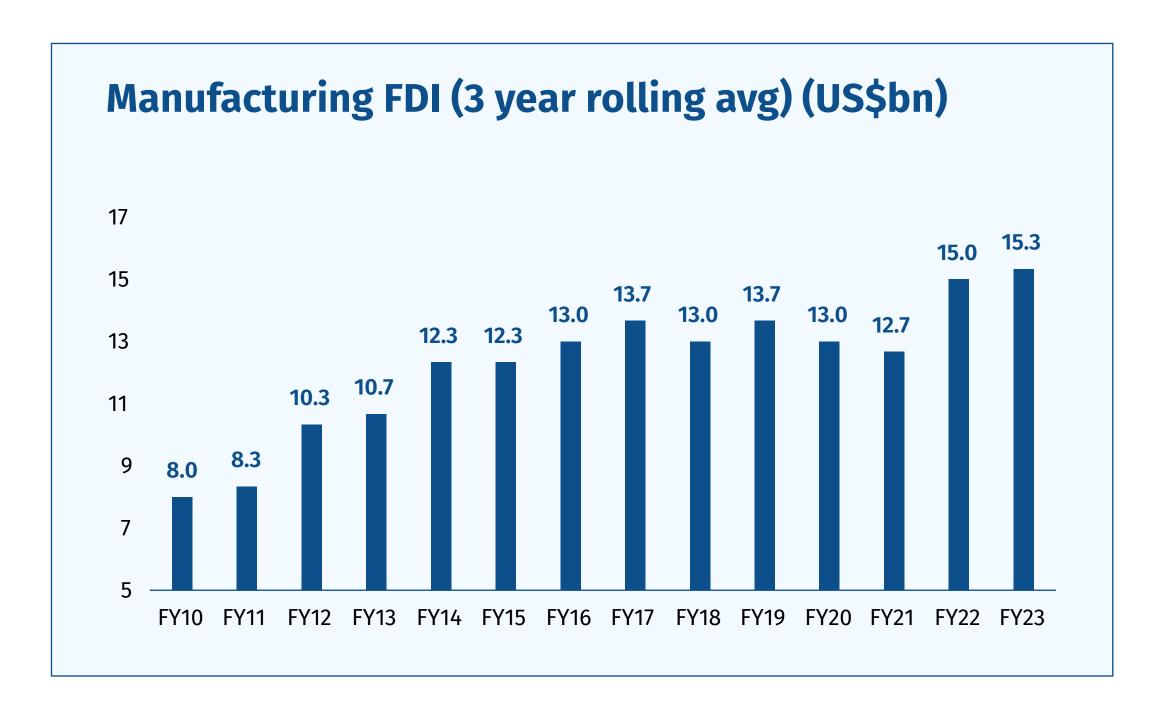


Source: Jefferies

Improving Outlook: Leading to Fresh Investments







Source: CMIE

Did you know?

MNCs led large part of China's manufacturing export boom of 2000s, with a share in exports of 58% in 2005. Over time local champions become large and now MNCs contribute ~34% of Chinese exports

MNC - Multi National Companies Source: Jefferies

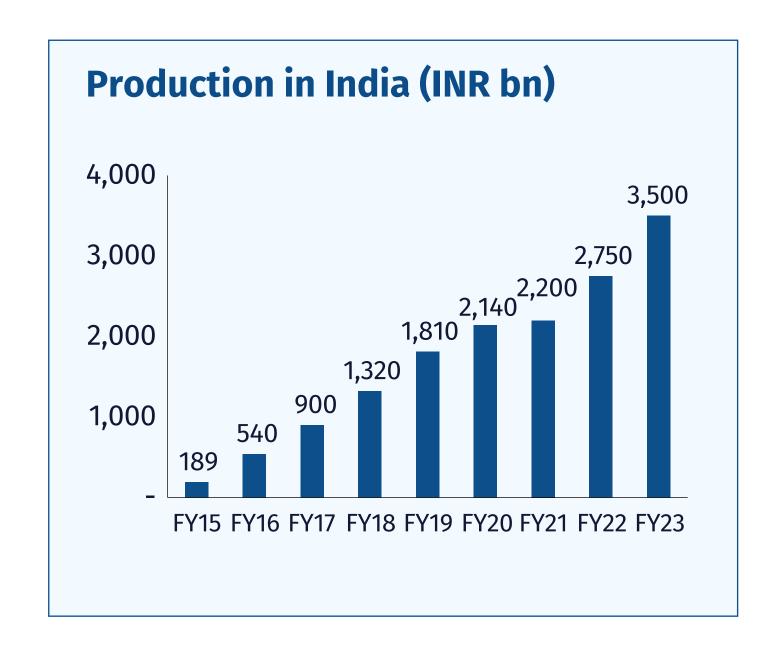


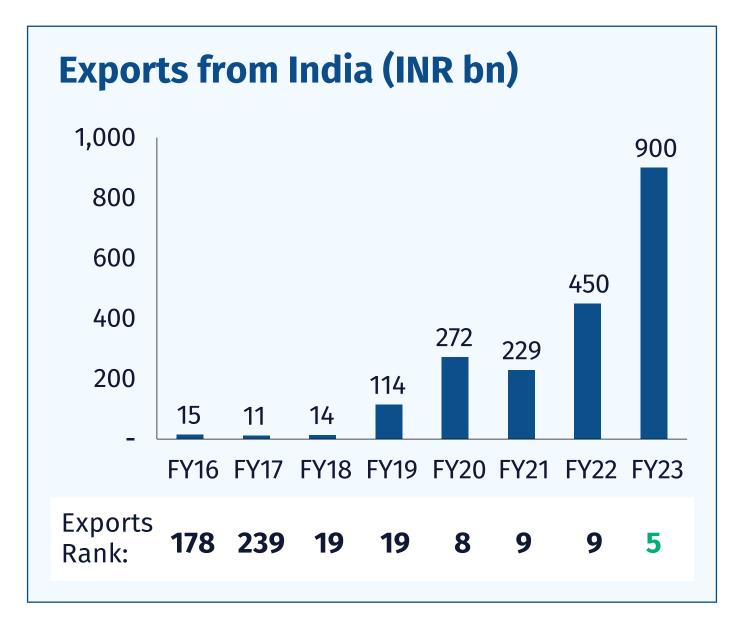
Manufacturing Success Story: Mobile Phones

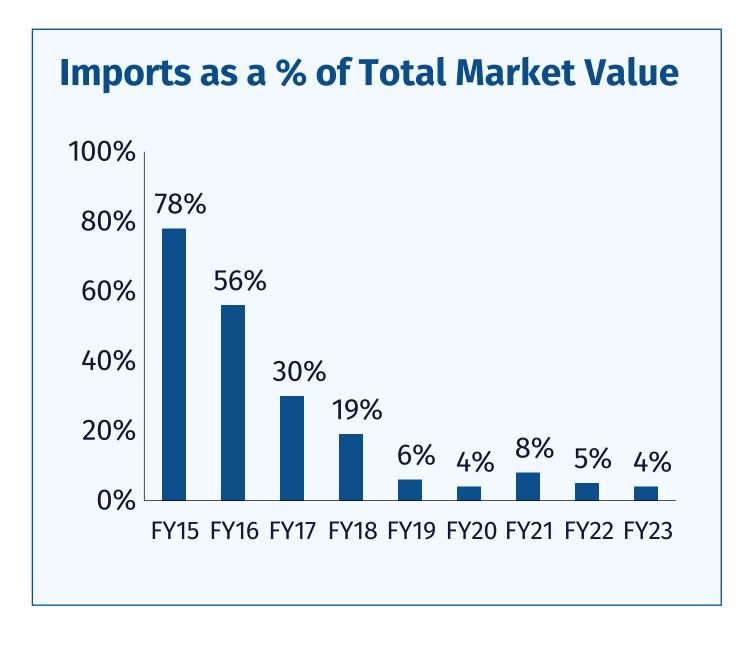


- Mobile phones were a large import item with import mix of 78%
- Over time local manufacturing ecosystem developed supported by PLI
- Value of production has increased ~7x and exports by 60x since FY16
- > India's rank in global mobile phone exports has improved from 178 in FY16 to 5 in FY23









Source: JM Financial

Apple's rise in India can mirror Samsung's in Vietnam!



iPhone Production ramping up in India

Year	Models	Global Shipment Share (%)
2017	iPhone SE (1st Gen)	<1%
2018	iPhone 6S	<1%
2019	iPhone 7 & XR	~1%
2020	iPhone 11, SE (2nd Gen)	<2%
2021	iPhone 12	3%
2022	iPhone 13 & 14	7%
2023	iPhone 15	10%

Source: Apple, Ministry of Commerce, Jefferies

Samsung led a large push in exports from Vietnam, and today accounts for >US\$65bn of goods exports



Source: UBS Research, Department of Vietnam Customs

Did you know?

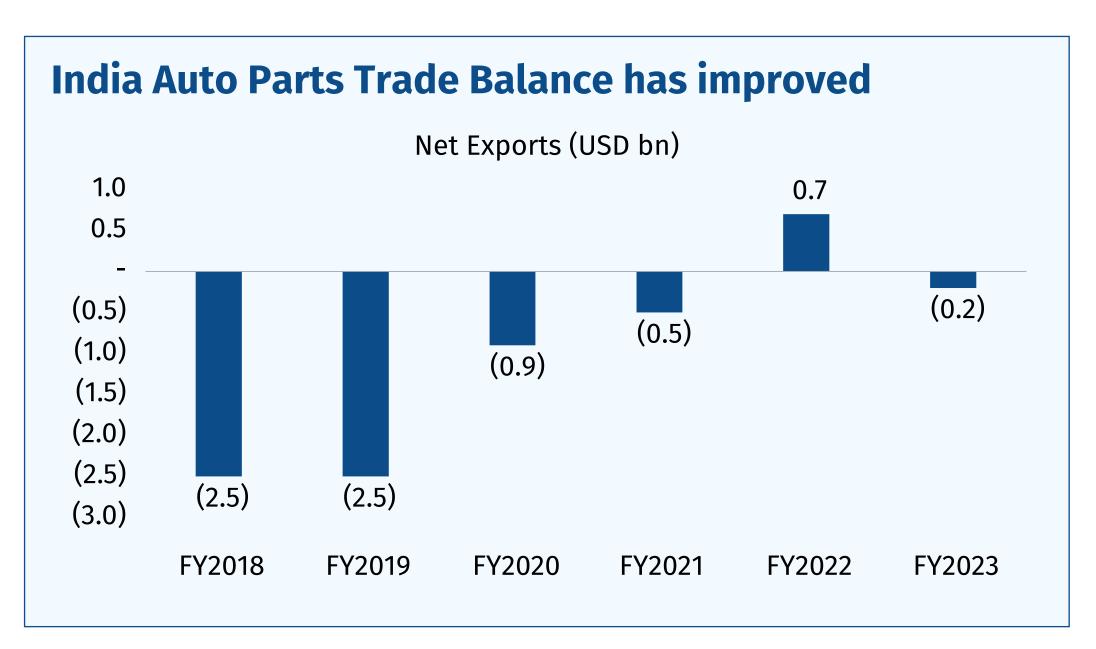
India contributes ~12% of Apple's iPhone supply and it is expected to increase to ~25% in 2-3 years

Manufacturing Success Story: Auto Components & Pharma



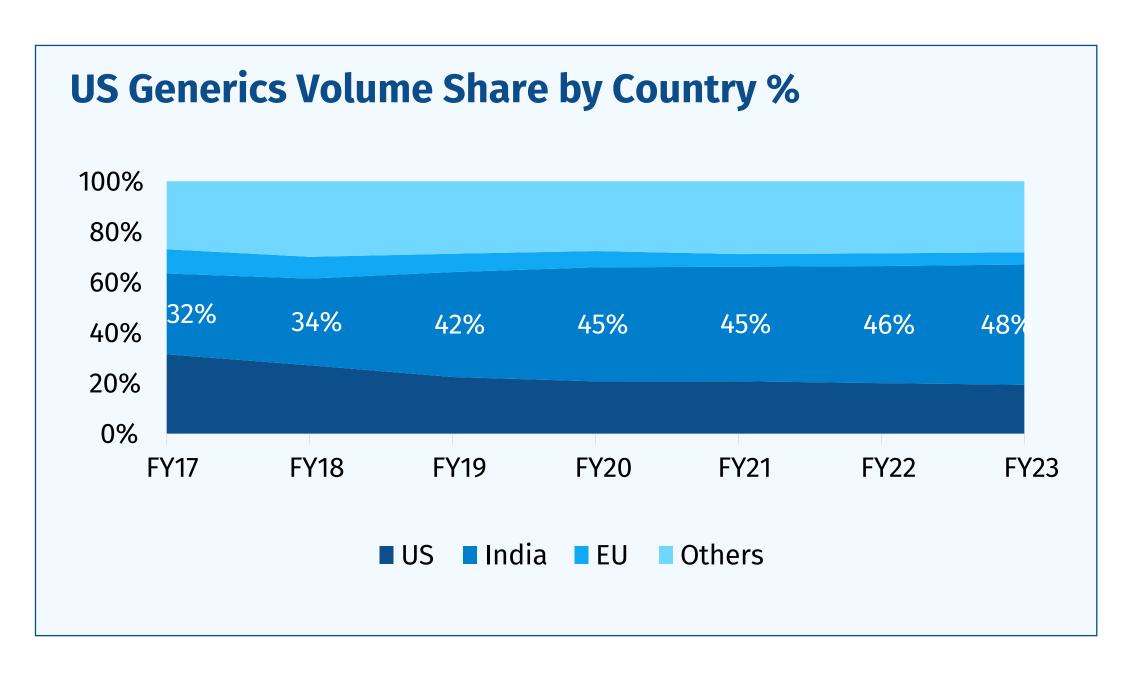
Did you know?

India is now the one of the largest manufacturer of 3Ws and tractors (first), two-wheelers (second), heavy trucks (third), and cars (fourth) in the world and is a significant producer of auto parts



Source: ACMA, Elara Securities Research

- Indian pharma manufacturing has been a major success story, with formulations and biologicals exports growing at 8% CAGR vs 5% for the global market
- Indian companies have gained large share in generics segment in the US

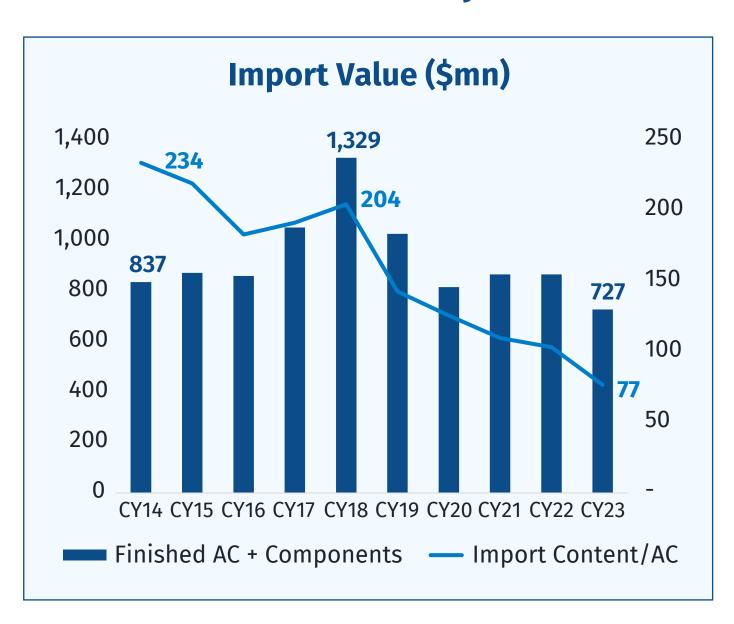


Success Stories: Domestic Production replacing Imports



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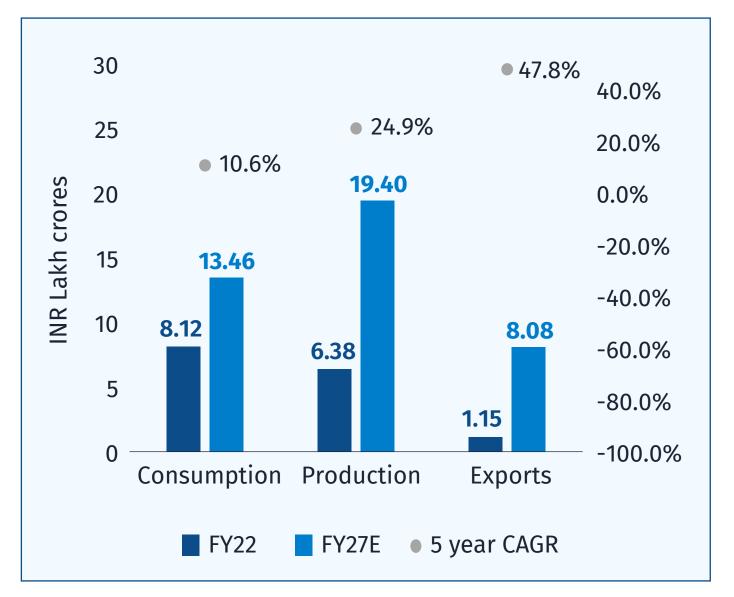
Value of imports for AC and its components has nearly halved, and Import content per unit has declined by ~60%



Toys exports have started to increase gradually & imports are declining fast



EMS Industry could mimic this success story, with expectations of 25% CAGR in exports

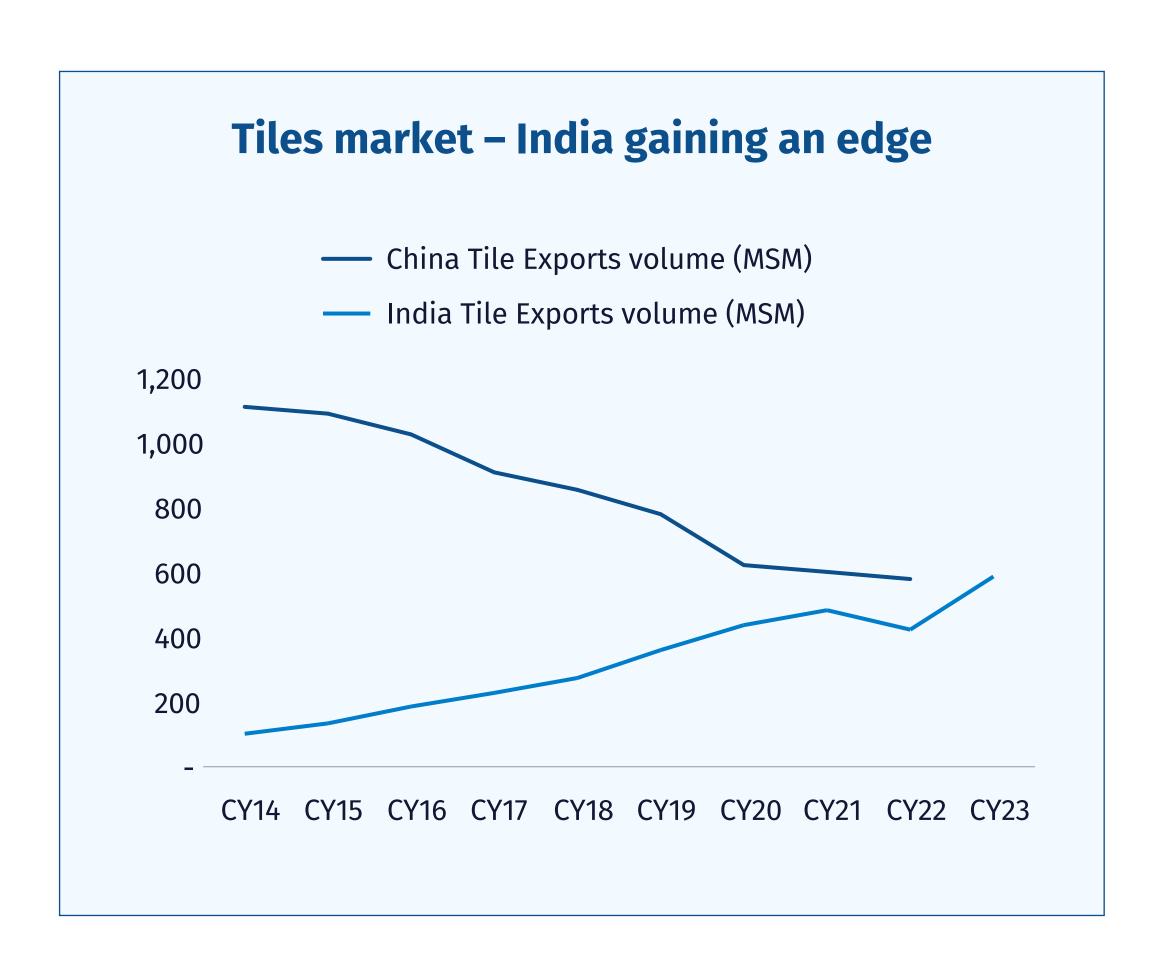


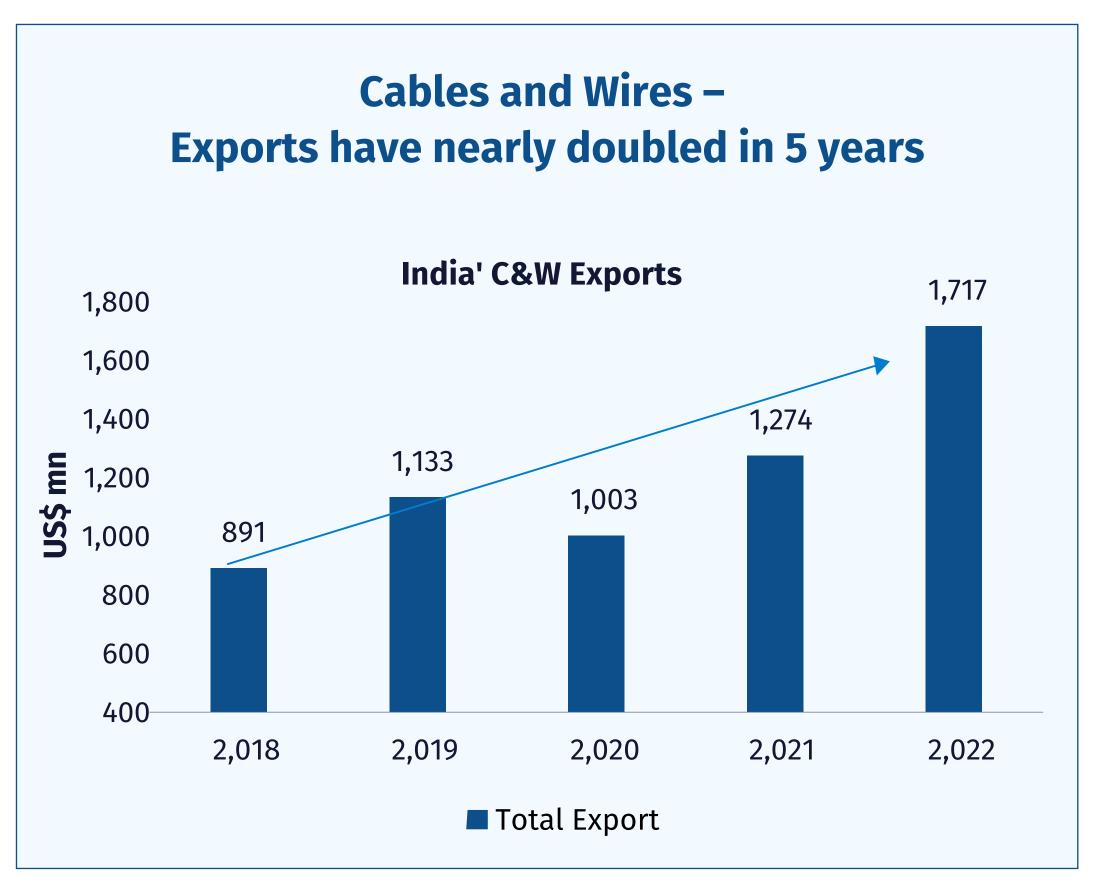
EMS - Electronic Manufacturing Services Source: JM Financial, Nirmal Bang Research



Success Stories: India gaining Export Share







MSM: Million Square Metres

Source: ICICI Securities, HSBC Research



Investment Strategy



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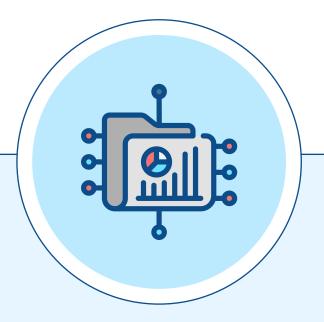
Core Portfolio

Core of the portfolio (at least 80%) will be invested in stocks that represent the diverse sectors of manufacturing



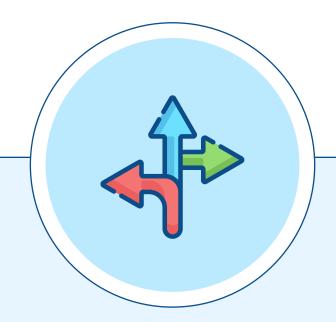
Investment Style / Stock Selection

Stock selection will be based on bottom-up research ideas which are expected to have long runway for growth



Portfolio Concentration

Reasonably well diversified portfolio



Market Cap

Flexible across market capitalisation

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

Opportunity across Sectors and Market Capitalisations



	Number of companies	Market Cap (Rs lac cr)	%
Manufacturing Universe (Mcap >1000cr)	691	154.34	100%
By Sector			
Capital Goods	190	25.89	17%
Oil, Gas & Consumable Fuels	12	25.02	16%
Automobile and Auto Components	72	24.19	16%
Healthcare	77	18.48	12%
Consumer Durables	72	13.45	9%
Fast Moving Consumer Goods*	63	12.62	8%
Metals & Mining	27	11.88	8%
Chemicals	95	10.71	7%
Construction Materials	28	8.82	6%
Textiles	35	2.25	1%
Others	20	1.02	0%
Dy Market can elassification			
By Market cap classification	/ 2	05.55	FF0/
Large Cap	43	85.55	55%
Mid Cap	76	33.42	22%
Small Cap	572	35.38	23%

The Fund shall invest in companies:

- that are engaged in manufacturing activity,
 - that may benefit from Government's Make in India initiatives,
- that are positioned to substitute India's imports by manufacturing locally,
 - India and have the potential to increase employment in India

Manufacturing covers ~37% of the overall market cap, and is well diversified amongst sectors and market capitalisation

Source: Capitaline, AMFI, Bloomberg. Data as of February 29, 2024

Above list is for illustration purpose only. Please refer to Scheme Information Document for more information.

^{*}excluding Diversified FMCG and Personal Products

Return Analysis - NIFTY India Manufacturing Index



Period		CAGR returns			Volatility			Return-risk	
	NIFTY India Manufacturing	NIFTY 500	NIFTY 50	NIFTY India Manufacturing	NIFTY 500	NIFTY 50	NIFTY India Manufacturing	NIFTY 500	NIFTY 50
Since Inception	15.6%	14.9%	14.7%	21.4%	20.7%	21.4%	0.73	0.72	0.69
15 years	18.4%	16.9%	15.6%	18.6%	17.5%	18.0%	0.99	0.97	0.87
10 years	16.2%	15.8%	14.2%	17.5%	16.2%	16.5%	0.93	0.97	0.86
5 years	21.2%	17.2%	15.3%	18.9%	18.4%	19.0%	1.12	0.93	0.80
3 years	25.4%	19.3%	16.3%	14.7%	13.8%	13.7%	1.73	1.40	1.20
1 year	55.0%	40.5%	30.1%	10.9%	10.0%	9.7%	5.03	4.03	3.11

NIFTY India Manufacturing Index has outperformed broader Indian Equity Markets in the long term

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

Data as on 28 March 2024 Source: MFI Explorer

Risks and Mitigants



Risks	Mitigants
Slowdown in domestic and/or global growth could impact revenue and profit growth	With India emerging as the largest source of cost effective labor supply its manufacturing value proposition should allow it to be able to grow faster than rest of the world
Pace of reforms and implementation of policy initiatives could slow down or turn adverse	Indian government policies for manufacturing sector are favourable to the industry
Geopolitical developments impacting the availability of raw materials	Continued focus on diversification of supply chain and efforts toward localisation should help over time
Impact of Automation and AI	Automation and/or AI could lead to slower job creation, however, it is likely to bring overall cost down there by increasing affordability across goods and services
Risks around meeting ESG requirements	Bottom up analysis of ESG risks for investee companies



Why invest in India's Manufacturing An Amrit Kaal story?

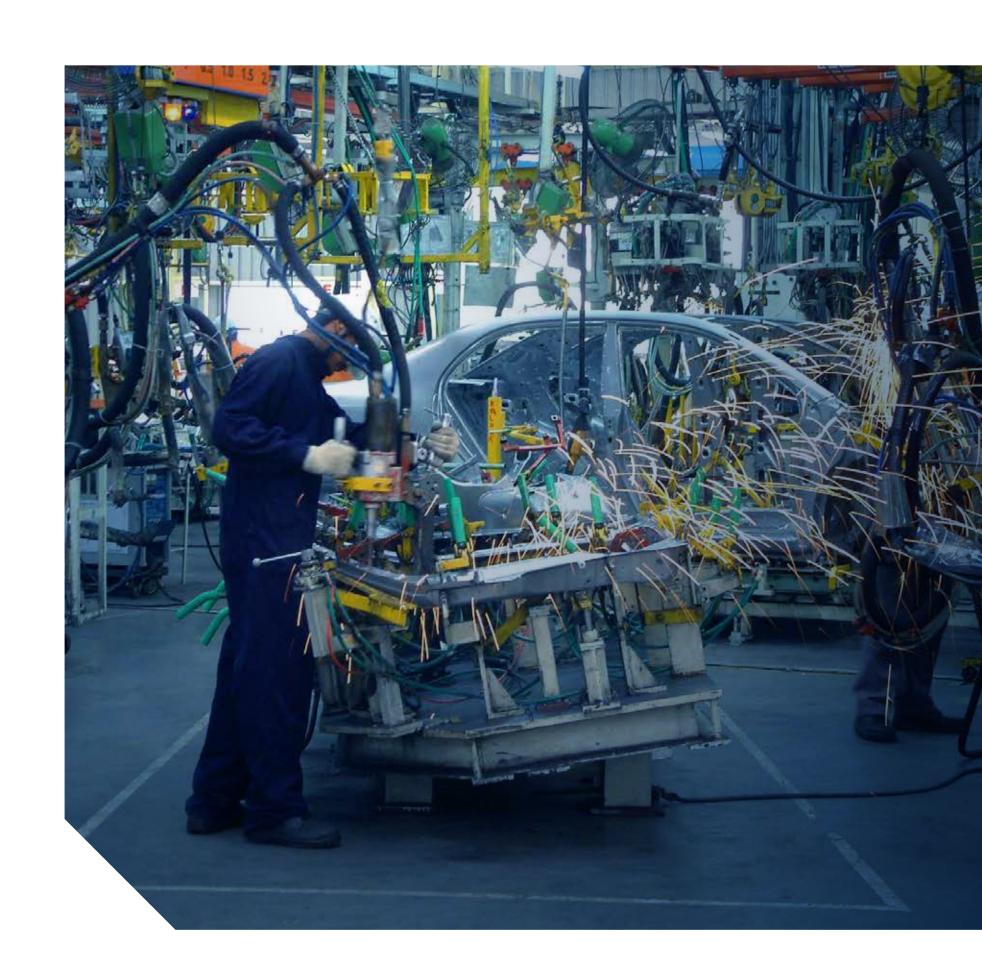


Offers exposure to multiple themes: It's a combined play on

- > Growing consumption, investments and exports
- > Changing geopolitical dynamics (China + 1)
- > Emergence of India as a manufacturing powerhouse

Why now?

- Government's push for self-reliance (Atmanirbhar Bharat) by way of reforms and incentives
- > Supportive macroeconomic environment with rising capex, low leverage and high levels of capacity utilisation
- > Emergence of India as the largest pool of cost-effective labor supply
- Global realignment of supply chains
- High value-add manufacturing should accelerate, supported by dominance of a strong high end service economy



About the Fund Manager



Rakesh Sethia is a Fund Manager and Senior Equity Analyst and has collectively over 19 years of experience, of which 17 years in Equity research and 2 years in other corporate roles. In the current role, he covers Energy, Telecom, Logistics and Transportation and Consumer durables.

He joined HDFC Asset Management Company Ltd in May-2020. Prior to that, he worked 11 years at Morgan Stanley group and 2 years at HSBC Securities and Capital Markets where he was leading equity research of Oil & Gas and telecom sectors.

Rakesh has done MBA in Finance from NMIMS, Mumbai in 2007. Rakesh is also a CFA Charterholder and certified FRM.

Fund Facts



Particulars	HDFC Manufacturing Fund		
Type of Scheme	An open ended equity scheme following manufacturing theme		
Investment Objective	To provide long-term capital appreciation by investing predominantly in equity and equity related securities of companies engaged in the manufacturing activity. There is no assurance that the investment objective of the Scheme will be realized.		
Benchmark Index	Nifty India Manufacturing Index (TRI)		
Fund Manager \$	Mr. Rakesh Sethia		
Investment Plans	• Direct Plan • Regular Plan		
Investment Options	Under Each Plan: Growth, Income Distribution cum Capital Withdrawal – Payout and Reinvestment of IDCW		
Minimum Application Amount	During NFO Period Purchase / Switches: Rs. 100/- and any amount thereafter During continuous offer period (after scheme re-opens for repurchase and sale): Purchase / Additional Purchase / Switch: Rs. 100/- and any amount thereafter		
Load Structure	 Entry Load : Nil Exit Load : In respect of each purchase/switch-in of units, an Exit load of 1% is payable if units are redeemed/switched-out within 1 month from the date of allotment. No Exit Load is payable if units are redeemed / switched-out after 1 month from the date of allotment. No Entry / Exit Load shall be levied on bonus units and Units allotted on Re-investment of Income Distribution cum Capital Withdrawal. In respect of Systematic Transactions such as SIP, Flex SIP, STP, Flex STP, Swing STP, Exit Load, if any, prevailing on the date of registration / enrolment shall be levied. 		

For further details, refer Scheme Information Document and Key Information Memorandum and addenda thereto available on www.hdfcfund.com and at Investor Service Centres of HDFC Mutual Fund.

\$Dedicated fund manager for overseas investments Mr. Dhruv Muchhal

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)	Risk Profile
Equity and Equity related instruments of companies in engaged in manufacturing theme	80	100	Very High
Equity and Equity related instruments of companies other than above	0	20	Very High
Units of REITs and InvITs	0	10	Medium to High
Debt securities*, money market instruments and Fixed Income Derivatives	0	20	Low to Medium
Units of Mutual Fund @	0	20	Low to High

[@] The Scheme may invest in the schemes of Mutual Funds in accordance with the applicable extant SEBI (Mutual Funds) Regulations as amended from time to time.

^{*} 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 prespecified event for loss absorption (also referred to as "perpetual debt instruments").

Product Labeling & Riskometer



This product is suitable for investors who are seeking*:

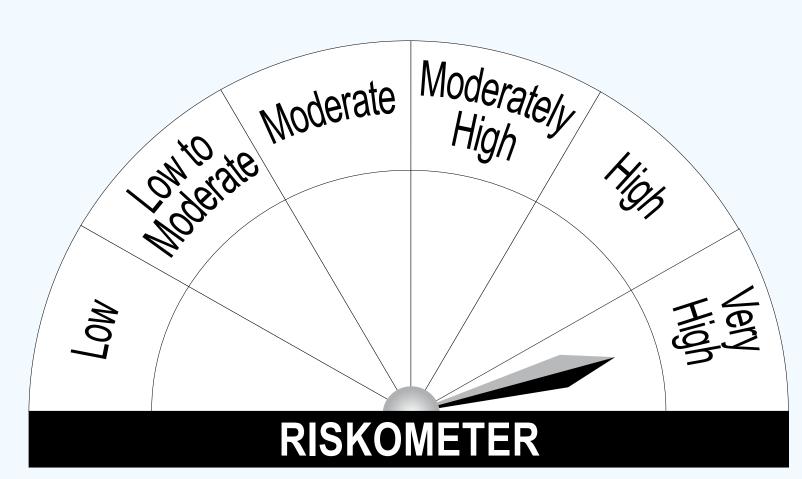
- To generate long-term capital appreciation
- Investment predominantly in equity & equity related securities of companies engaged in the manufacturing theme.

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

#The product labeling assigned during the NFO is based on internal assessment of the scheme characteristics or model portfolio and the same may vary post NFO when the actual investments are made.

For latest riskometer, investors may refer to the Monthly Portfolios disclosed on the website of the Fund viz. www.hdfcfund.com.

Riskometer#



Investors understand that their principal will be at very high risk

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

Disclaimer



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