

Opportunity to invest in the long term growth of Rural India



Sundaram

Rural and Consumption Fund*

An open ended equity scheme investing in rural and / or consumption sector

A Rich harvest since 2006!

**The fund was earlier known as Sundaram Rural India Fund. The name change is w.e.f. 04/05/2018. Change in investment strategy, scheme type, etc., if applicable, due to change in scheme categorisation will apply only from 04/05/2018 onwards. Performance details provided are as of 30/04/2018.*

April 2018

- Dedicated vehicle to play Rural and / or Consumption Theme that is expected to drive India's growth over the next decade.
- **Cab Curve:** Multi-Cap
- We remain confident on structural transformation of rural space with more money and more information in the hands of Rural India.
- The Fund attempts to invest in four primary themes



Farm to fork (inputs like fertilisers, processing equipment like tractors and final agri crop)



Rural consumption



Financial inclusion



Ancillary space (such as rural infra development).

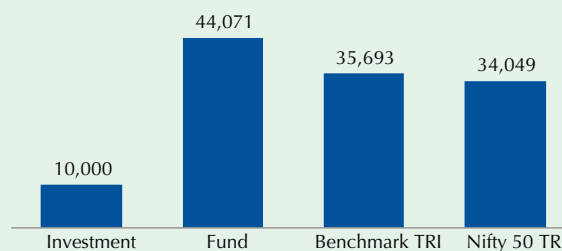
Performance (%)

Returns	Fund	Benchmark S&P BSE 500 Index (TRI)*	Additional Benchmark Nifty 50 (TRI)
Last 1 year	14.1	17.3	17.0
Last 3 years	21.3	13.5	10.9
Last 5 years	22.4	16.9	14.0
Since Inception@	13.2	11.2	10.8

₹ 10,000 Invested

Returns	Fund	Benchmark S&P BSE 500 Index (TRI)*	Additional Benchmark Nifty 50 (TRI)
Last 1 year	11,412	11,732	11,701
Last 3 years	17,844	14,632	13,640
Last 5 years	27,458	21,840	19,286
Since Inception@	44,071	35,693	34,049

Growth of ₹ 10,000



Benchmark (S&P BSE 500 Index) & Nifty 50 returns are based on TRI

Returns are compounded on an annual basis for period more than one year and computed using NAV of Regular Plan – Growth Option. Value of ₹10,000 invested at inception is as on April 30, 2018. • Different plans shall have different expense structures. Launch May 2006, The fund manager is managing this fund since April 2015.

@As TRI data is not available since inception of the scheme, benchmark performance is calculated using composite CAGR of PRI values from fund's inception till TRI inception date and TRI values since the inception of Total Return index as per SEBI regulations.

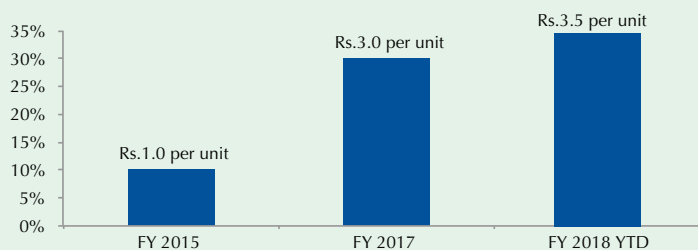
*The benchmark has changed to Nifty 500 w.e.f. May 04, 2018.

SIP Performance: Value ₹ 10,000 a month invested in SIP

Returns	Investment	Fund	Benchmark S&P BSE 500 Index (TRI)	Additional Benchmark Nifty 50 (TRI)
Last 1 year	1,20,000	1,27,331	1,29,083	1,28,627
Last 3 years	3,60,000	4,92,975	4,65,625	4,49,582
Last 5 years	6,00,000	10,55,661	9,07,303	8,42,764
Since Inception (BM. TRI)	14,10,000	38,62,329	32,12,613	29,27,840
Since Inception (Fund)	14,30,000	39,52,218	-	30,08,986

'Since inception' SIP performance has not been provided for the benchmark (S&P BSE 500 Index), since TRI data is not available. Hence, 'Since Inception of Benchmark TRI' SIP performance has been provided.

Consolidated Recent Dividend Payout %

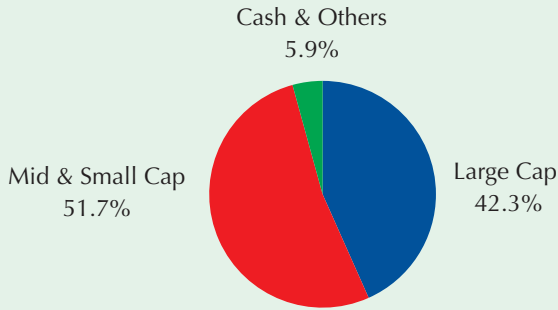


*on the face value of ₹10/- per unit. The dividends mentioned are for Regular Plan.

The dividends are subject to availability of distributable surplus in the respective plan-option of the scheme(s) on the record date. Past performance may or may not be sustained in future. Pursuant to the payment of dividend, the NAV of the scheme will fall to the extent of pay out and statutory levies.



Market Cap Profile



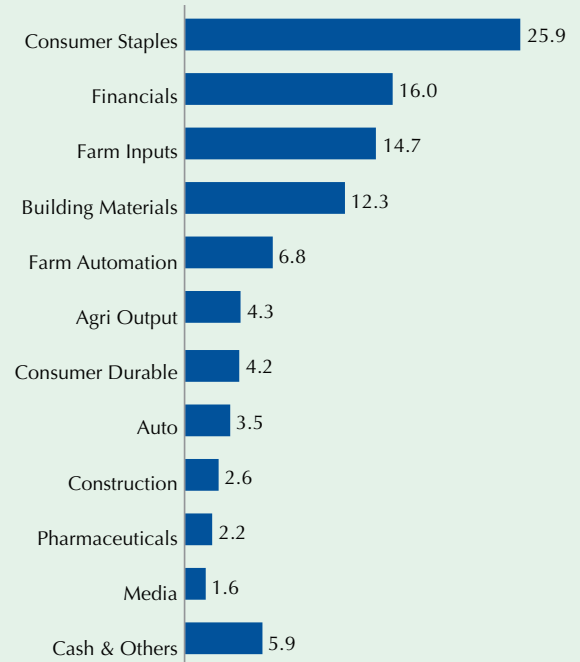
Source: Bloomberg, In house computation

Top 10 Holdings

Security	Weight (%)
Mahindra & Mahindra Ltd	5.1
Hindustan UniLever Ltd	4.7
ITC Ltd	3.5
UPL Ltd	3.2
NCC Ltd	2.6
Heritage Foods Ltd	2.3
Ujjivan Financial Services Ltd	2.3
Britannia Industries Ltd	2.2
Tata Chemicals Ltd	2.1
State Bank of India	2.0

Source: Bloomberg, In house computation, Data as of April 30, 2018

Industry Classification (%)



Scheme Facts

Month End AUM	₹ 2,606 Cr. (April 30, 2018)
Min. Initial Investment	₹ 5000
SIP/STP	Weekly ₹ 1,000, Monthly ₹ 250 Quarterly ₹ 750
Daily STP	₹ 1,000 (minimum no. of instalments 20)
Benchmark	S&P BSE 500 Index (TRI)*
Fund Manager	S Krishnakumar & S Bharath

*The benchmark has changed to Nifty 500 w.e.f. May 04, 2018.

Scheme Features

Scheme Type	An open ended equity scheme investing in rural and / or consumption sector
Entry Load	Nil
Exit Load	Redeemed within 12 months – 1% Redeemed after 12 months - NIL
Plan	Regular and Direct
Option	Growth, Dividend Pay Out, Dividend Re-Investment & Dividend Sweep

Performance details for other schemes managed by S Krishnakumar

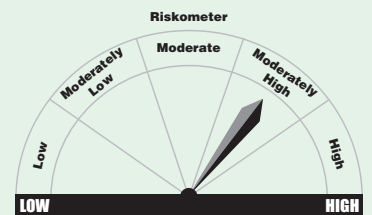
Funds	1 Year (%)		3 Years (%)		5 Years (%)	
	Fund	Benchmark (TRI)	Fund	Benchmark (TRI)	Fund	Benchmark (TRI)
Sundaram Small Cap Fund	13.1	20.5	16.4	19.9	29.4	26.4
Sundaram Mid Cap Fund	13.0	16.0	18.4	19.2	27.7	23.5
Sundaram Large and Mid Cap Fund	18.0	17.0	15.2	13.4	20.4	16.5
Sundaram Infrastructure Advantage Fund	13.6	16.9	14.1	11.8	18.9	15.1
Sundaram Diversified Equity	12.2	17.1	14.7	12.8	18.3	16.2
Sundaram Financial Services Opportunities Fund	7.4	14.9	11.0	12.6	14.3	16.0

Source: In-house Computation, Data as on April 30, 2018.

• The fund manager (Mr Krishnakumar) individually manages 26 funds • Performance data of Top 3 and bottom 3 funds managed by the fund manager is provided herein. • Returns are compounded annual basis for period more than one year and absolute for one year period and computed using NAV of Regular Plan – Growth Option. • Different plans shall have a different expense structure.

Past performance may or may not be sustained in future. Returns/investments are as of April 30, 2018. **Sundaram Rural and Consumption Fund:** Scheme launch: February 2007. NAV per unit as on 30/04/2018: ₹ 44.07. **Sundaram Small Cap Fund:** Scheme launch: February 2005. NAV per unit as on 30/04/2018: ₹ 106.62. **Sundaram Mid Cap:** Scheme launch: July 2002. NAV per unit as on 30/04/2018: ₹ 533.99. **Sundaram Large and Mid Cap Fund:** Scheme launch: February 2007. NAV per unit as on 30/04/2018: ₹ 33.91. **Sundaram Infrastructure Advantage Fund:** Scheme launch: September 2005. NAV per unit as on 30/04/2018: ₹ 36.39. **Sundaram Diversified Equity:** Scheme launch: November 1999. NAV per unit as on 30/04/2018: ₹ 106.96. **Sundaram Financial Services Opportunities:** Scheme launch: June 2008. NAV per unit as on 30/04/2018: ₹ 39.03. 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. The returns are calculated on CAGR basis since inception of the scheme and for periods above one year as on April 30, 2018 and on an absolute basis for one year period for Regular Plan – Growth Option. NAV per unit provided for the schemes) pertain to Regular Plan – Growth Option and is considered ₹ 10 on the inception date. Load and taxes are not considered for computation of returns. Additional Benchmark: Nifty 50. All data provided herein above are as on April 30, 2018 unless otherwise mentioned. The name change is w.e.f. 04/05/2018. Change in investment strategy, scheme type, etc., if applicable, due to change in scheme categorisation will apply only from 04/05/2018 onwards. Performance details provided are as of 30/04/2018.

Riskometer



Investors understand that their principal will be at

Moderately High Risk

This Product is suitable for investor who are seeking*

- Long term capital growth
- Investment predominantly in equity and equity related instruments of companies focussing on rural and/or consumption themes

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

Consult your financial advisor or reach us at 1860 425 7237 SMS SFUND to 56767 Visit us www.sundarammutual.com



Mutual Fund Investments are subject to market risks, read all Scheme related documents carefully.