

A fund with a  
range of shots.



## HSBC Multi Asset Allocation Fund

NFO Deck  
January 2024

NFO opening date	08-Feb-2024
NFO closing date	22-Feb-2024
Reopening date	01-Mar-2024

To face all  
market deliveries.

# Why Multi Asset Allocation?

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# Long-term success in cricket insists for more than just one type of player

Can a cricket team always win with just any batsmen?



It takes more than that

**Aggressive  
Batsmen**

**Dependable  
Batsmen**

**Defensive  
Batsmen**

- Every team needs a right mix of aggressive, dependable and defensive players
- This may vary based on different factors such as ground conditions and the situation of game

Victory demands all-round abilities due to dynamic situations

# Long-term investment and goal planning insists for more than a single asset

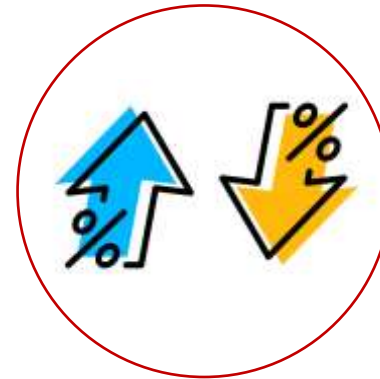
Equities were highest performer in 2023, should we consider investing all money in equity in 2024?

Can investors achieve all investment goals with a single asset class?



Equity

Aggressive growth



Debt

Dependable income



Gold / Silver

Timely defense

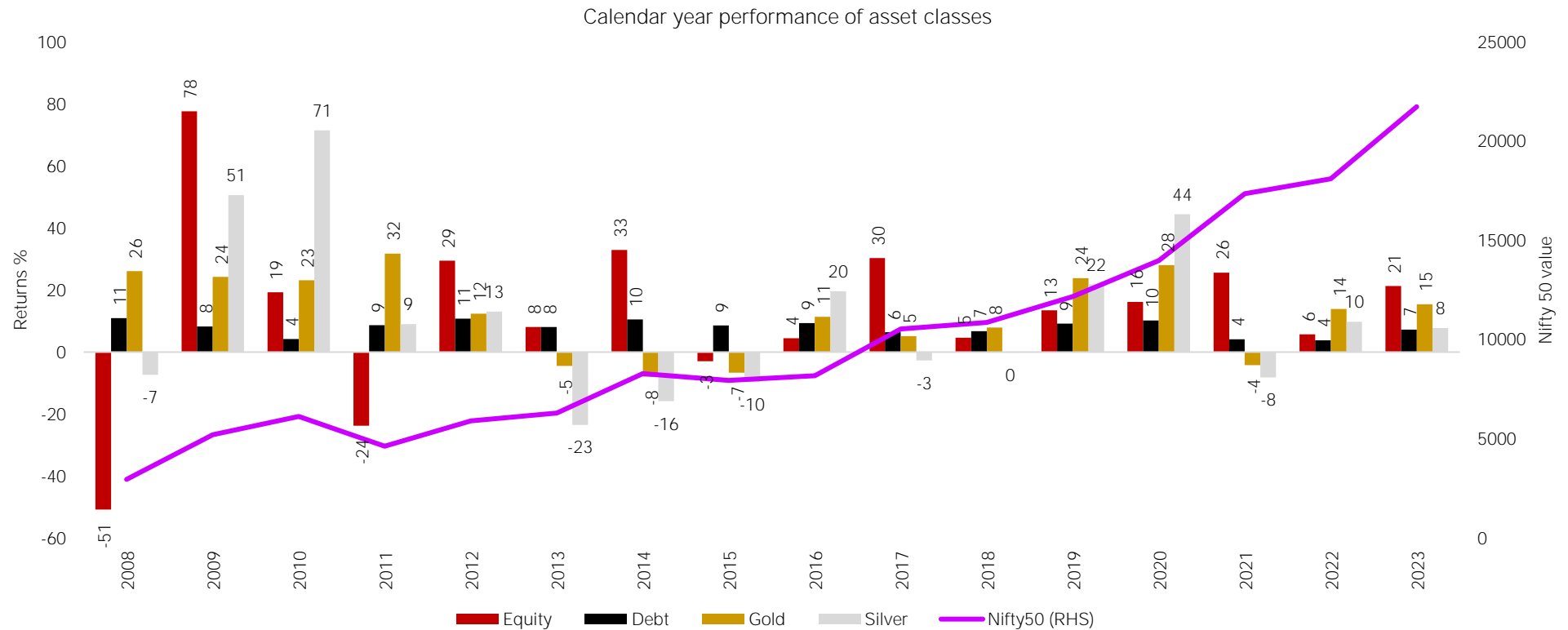
It takes more than that in the long run. One can aim for ...

Long term successful investment planning demands Multi Asset Allocation ability

# Look at the history of asset classes through some major events

Can investors achieve all financial goals with a single asset class?

It takes more than that in the long run

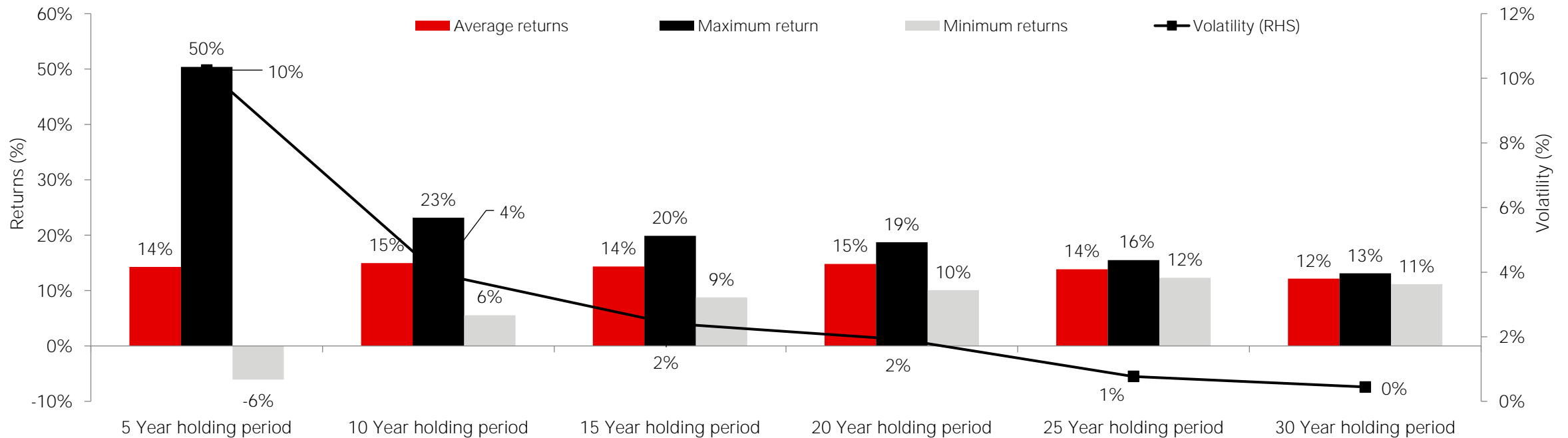


- Equity markets have delivered strong performance during positive market situations but also corrected sharply during major events such as Sub-prime, Chinese slowdown and Corona virus led global lockdown
- During such events, asset classes such as Gold or Debt or Silver may compensate for negative equity performance

Best asset class may change often

# Equity is subject to volatility in the short-term

## Equity performance

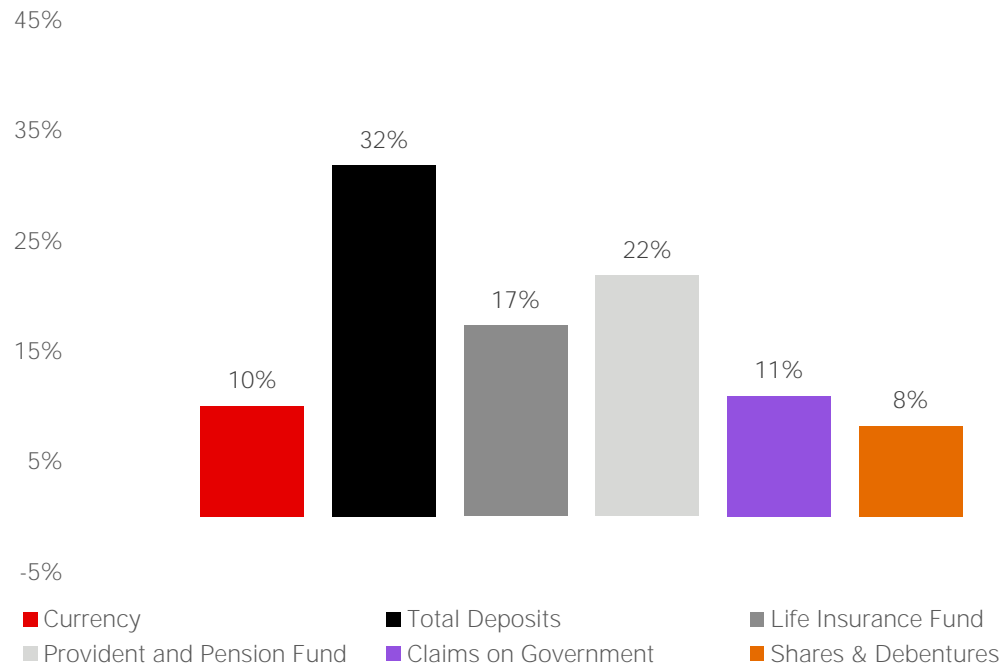


- May have the ability to beat inflation by significant margin on an average over long term
- As evident from rolling returns chart, probability of achieving positive returns may increase as the investment horizon increases
- Volatility may decrease with an increase in the investment horizon

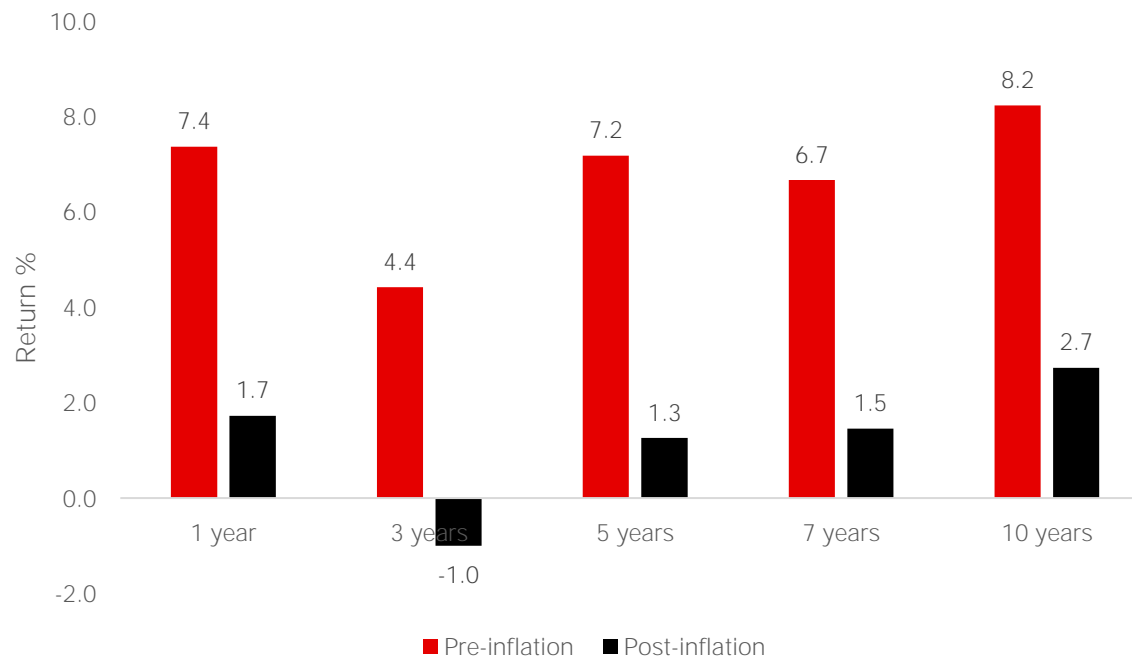
**...but can look appealing from long-term perspective**

# Does debt offer adequate inflation-adjusted returns?

## India's investment allocation



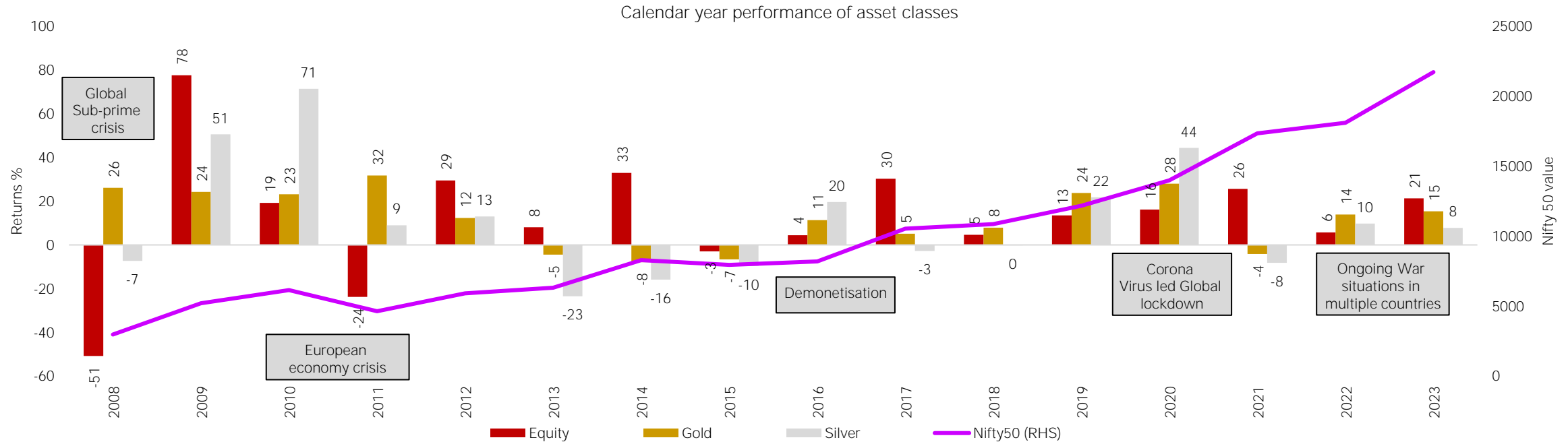
## Debt performance



- Indians have favored traditional investment instruments, bank fixed deposits, as reflected in India's household savings data
- As seen from above chart, post inflation returns of Debt are relatively low

Only Debt or Only Equity may not be enough to achieve long-term goals

# Can you fight negative market phases with Gold / Silver?



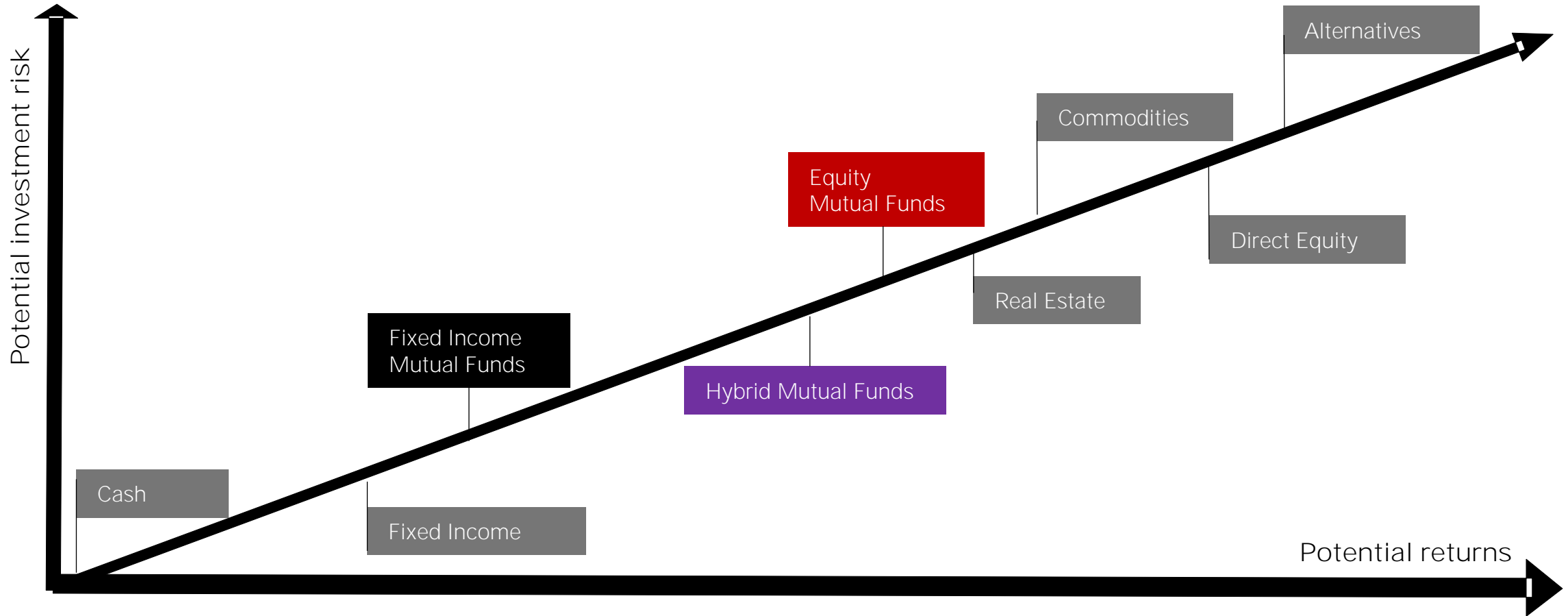
- Gold / Silver can help compensate short to medium term volatility of equities
- Extreme events such as Lockdown or Sub-prime crisis calls for strong defense and allocation to Gold / Silver can help in providing downside protection in such events

History suggests that Gold can be better defense against short to medium term volatility

Source: ICRA MFI, Data as on 31 Dec 2023, Equity represented by Nifty50 TRI, Prices of Gold, Prices of Silver, Nifty50 value. Past performance may or may not be sustained in the future and is not indicative of future results



# Where would you like to invest?



Choose wisely considering Risk - Return profile of various asset classes

# Asset class performance across calendar years

Asset Class / Returns %	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Equity	-50.8	77.6	19.2	-23.8	29.4	8.1	32.9	-3.0	4.4	30.3	4.6	13.5	16.1	25.6	5.7	21.3
Debt	10.9	8.2	4.2	8.7	10.7	8.0	10.5	8.5	9.3	6.3	6.7	9.1	10.2	4.1	3.7	7.2
Gold	26.9	24.2	23.2	31.7	12.3	-4.5	-7.9	-6.6	11.3	5.1	7.9	23.8	28.0	-4.2	13.9	15.4
Silver	-7	51	71	9	13	-23	-16	-10	20	-3	0	22	44	-8	10	8
Average	-5.1	40.1	29.5	6.4	16.4	-3.0	4.9	-2.7	11.1	9.7	4.8	17.0	24.7	4.3	8.3	12.9

■ Lowest
 ■ Middle
 ■ Highest

Asset classes show strength and potential weakness & behave differently depending on economic situations

- While equity investments can be risky in the short term, they can drive long-term wealth creation
- Active asset allocation within Equity, Debt, Gold and Silver can reduce volatility and aim to optimise returns

Multi Asset Allocation can be one of the prudent solution to counter volatility and achieve return optimisation in long run

# Asset classes correlation

Correlation	Equity	Debt	Gold	Silver
Equity	1.00	0.18	-0.04	0.16
Debt	0.18	1.00	0.33	0.27
Gold	-0.04	0.33	1.00	0.83
Silver	0.16	0.27	0.83	1.00

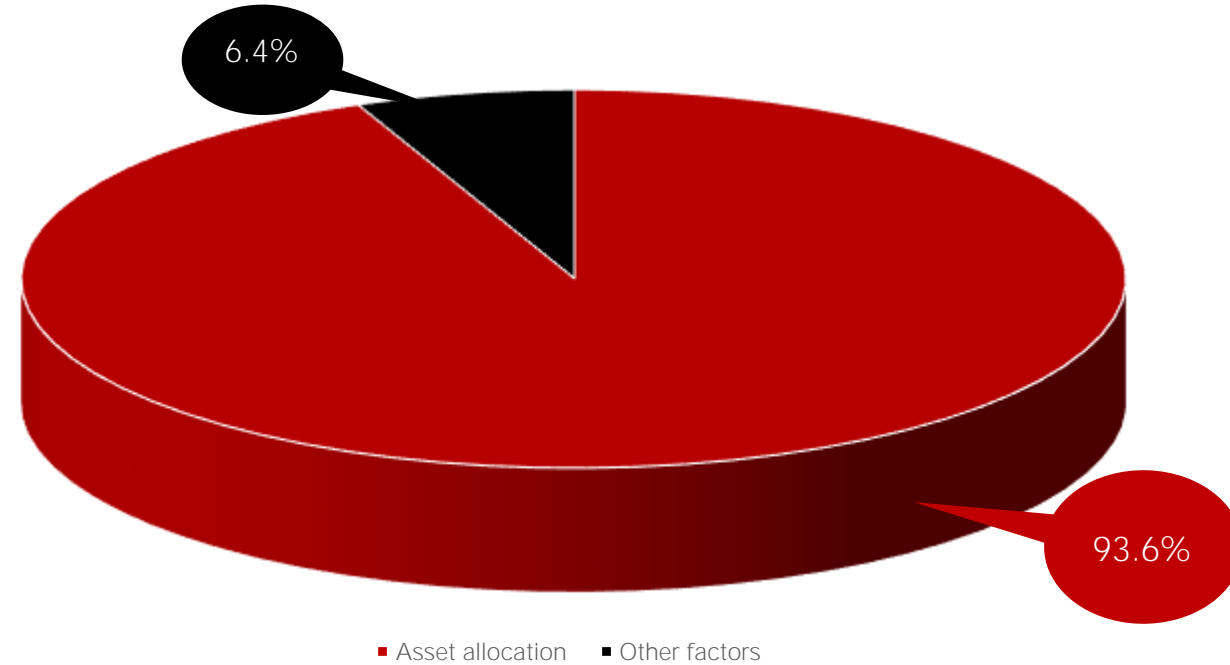
- Equity and Gold/Silver have very low correlation. Typically, investors take shelter of Gold when volatility increases
- Debt and Equity also have low correlation which makes it important to have reasonable allocation

Right asset class mix may help achieve favourable results over a longer term

Source: Bloomberg, MFI Explorer and AMFI portal, Monthly Returns considered for period 1 Jan 2018 – 31 Dec 2023 for calculating correlation, Equity, Debt, Gold and Silver represented by NIFTY 50 TRI, NIFTY Short Duration Debt Index, MCX Gold prices and MCX Silver prices, respectively. Past performance may or may not be sustained in the future and is not indicative of future results

# Asset allocation: A key determinant of performance

Factors that explain variation between portfolio performances



- The famous research done on asset allocation in the year 1986 states that Asset allocation represents ~94% for performance variation, while other factors viz. security selection, market timing just about 6%

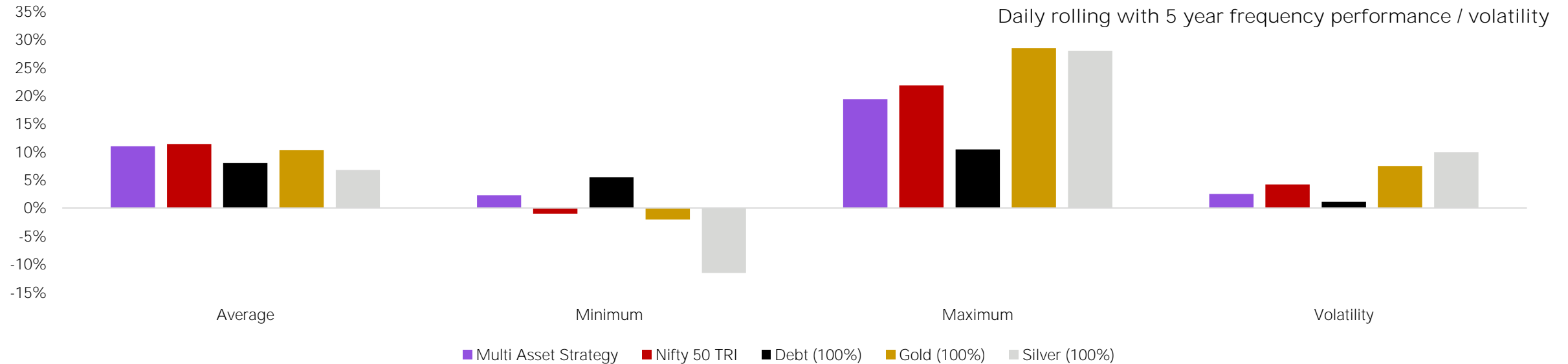
Multi Asset Allocation is the way forward

Source: Brinson et al, 1986, For illustration purpose only.  
Past performance may or may not be sustained in the future and is not indicative of future results

# Multi Asset Allocation can reduce Volatility and offer Diversification

## Asset allocation versus solitary asset-class performance

Equity represented by Nifty 50 TRI, Debt by CRISIL Composite Bond Fund Index, Gold by MCX/ spot gold prices (PM) (per 10 gram), Silver by MCX / spot silver prices (PM), Multi Asset Strategy = Equity (65%) + Debt (20%) + Gold (10%) + Silver (5%), Daily rolling performance with 5-year rolling frequency / volatility, Volatility= Annualised Standard Deviation of daily weighted return, Source: NSE, CRISIL, Data as on 31 Dec 2023. Performance results may have inherent limitations, and no representation is being made that any investor will or is likely to achieve. Past performance may or may not be sustained in the future and is not indicative of future results








- To test the benefit of asset allocation, we compared the returns, volatility under individual asset classes -- equity, debt, gold and silver -- with those under asset allocation combination of the four asset classes (in a ratio of 65:20:10:5 respectively) since 2007
- The asset allocation combination fares well on all the parameters – returns and volatility

Multi Asset Allocation aims to offer reasonable growth with low volatility in long run

# Introducing

## HSBC Multi Asset Allocation Fund



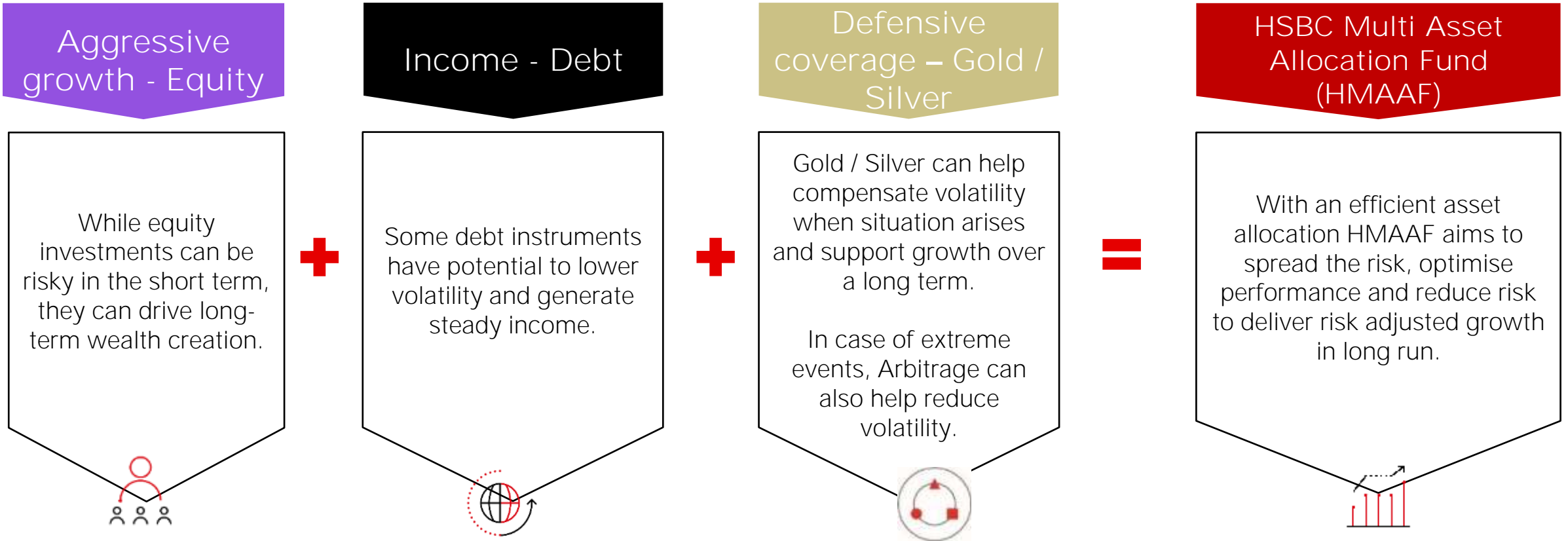
Scheme Name	Scheme Risk-o-meter	Benchmark Risk-o-meter			
<p>HSBC Multi Asset Allocation Fund (An open ended scheme investing in Equity &amp; Equity Related instruments, Debt &amp; Money Market Securities and Gold / Silver ETFs.)</p> <p>This product is suitable for investors who are seeking*:</p> <ul style="list-style-type: none"> <li>• Long term wealth creation</li> <li>• Investment in equity and equity related securities, fixed income instruments and Gold / Silver ETFs</li> </ul>	 <p>Investors understand that their principal will be at Very High risk</p>	<p>S&amp;P BSE 200 TRI</p> 	<p>NIFTY Short Duration Debt Index</p> 	<p>Domestic price of gold</p> 	<p>Domestic price of silver</p> 
		<p>S&amp;P BSE 200 TRI (65%) + NIFTY Short Duration Debt Index (20%) + Domestic Price of Gold (10%) + Domestic Price of Silver (5%)</p>			

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

Product labelling 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.

# Allrounder that grows through Ups and Downs

HSBC Multi Asset Allocation Fund



Aim to Access multiple advantages with HSBC Multi Asset Allocation Fund

Source – HSBC Mutual Fund, For illustration purpose only.

# Investment Strategy

## HSBC Multi Asset Allocation Fund

### Equity – 65% (minimum) to 80% allocation

- Actively managed portfolio of companies across market caps
- Typical equity allocation may range between 65% to 80% (5% to 10% deviation)
- Asset re-allocation could be undertaken basis changes in a market / asset class outlook of the Fund House
- Approach: Blended – Top down + Bottom up
- Style: Blended : Growth and Value

Debt - 10% (minimum) to 25%  
Debt allocation is likely to be around 15% to 20% (5% to 10% deviation)

- Aims to invest in high quality assets including GOI securities, Corporate bonds, Money market instruments to generate alpha with active duration management
- Aims to build a liquid portfolio to enable positioning changes based on evolving scenario.
- Focus on the short to medium end of the curve

Gold / Silver ETFs – 10% (minimum) to 25%

- Gold/Silver allocation is expected to be around 10% to 15% (5% to 10% deviation)
- Aim to compensate volatility when situation arises and support growth over a long term through Gold / Silver

### Arbitrage

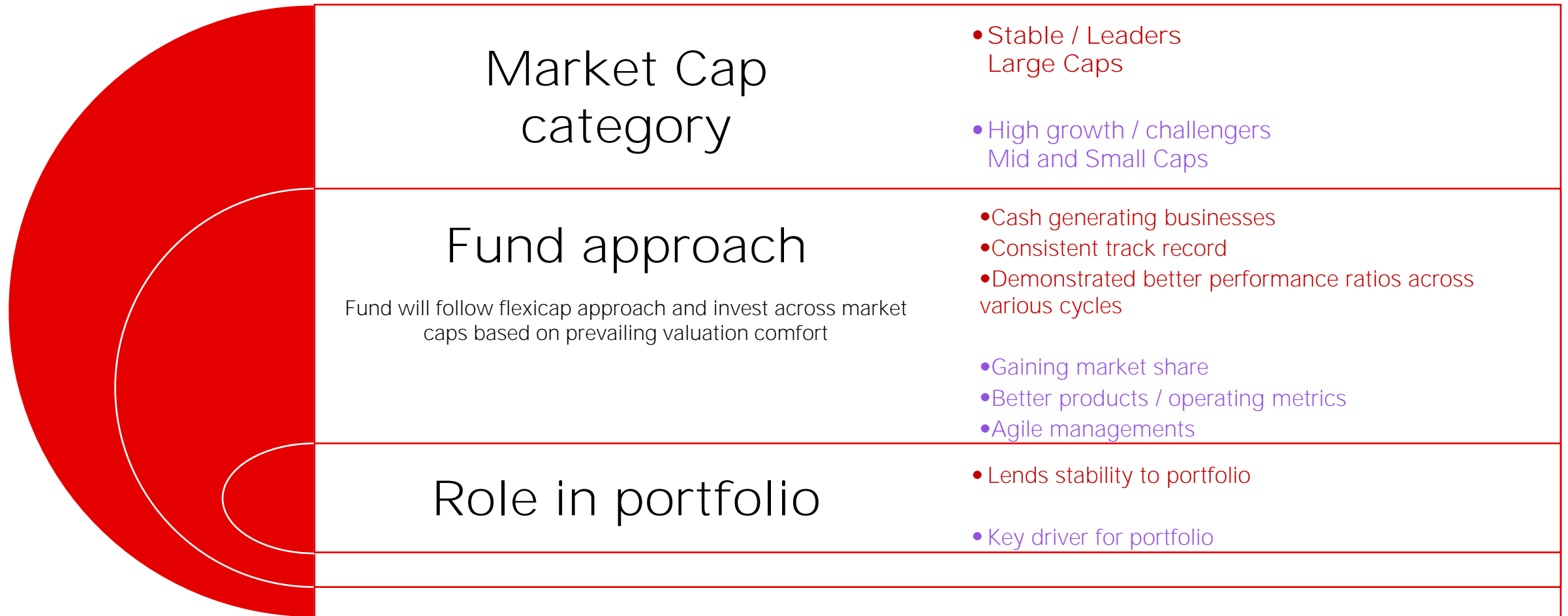
- In certain market situations or if market outlook is negative, Equity portion can be used for arbitrage with an aim to lower a downside impact
- In case of extreme events Arbitrage can help reduce volatility and improve overall performance

The fund aims to capitalise on an optimum Multi Asset Allocation investment strategy

Source: HSBC Mutual Fund, Note : Please refer to Scheme Information Document(SID) for more detail on Asset Allocation of the scheme



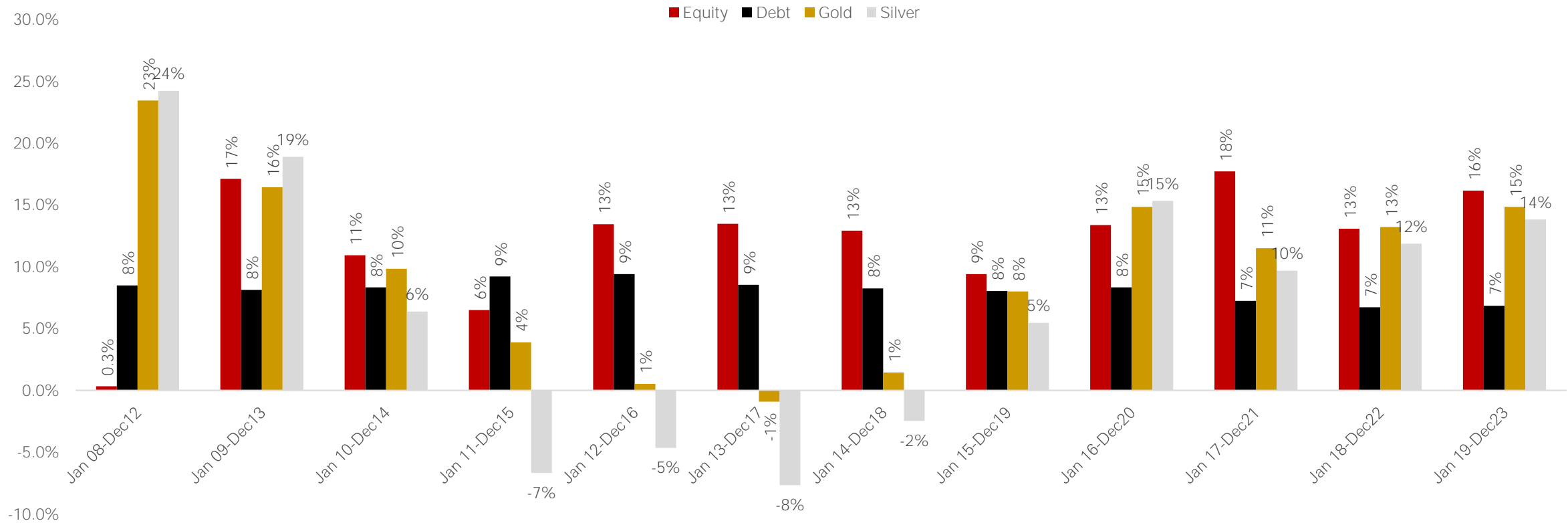
# Potential favourable equity allocation across market caps



Potential optimum equity allocation across market caps can produce optimum growth

# Asset class performance over varied longer timeframes

Returns over 5-year period



Different asset classes outperform each other across different timeframes



Equity represented by NIFTY 50 TRI, Debt by NIFTY Short Duration Debt Index, and Gold by MCX spot gold prices (per 10 gram), Prices of Silver, 5 year CAGR

Source: MFI Explorer, ICRA, AMFI portal, MCX Website, Data as on 31 Dec 2023

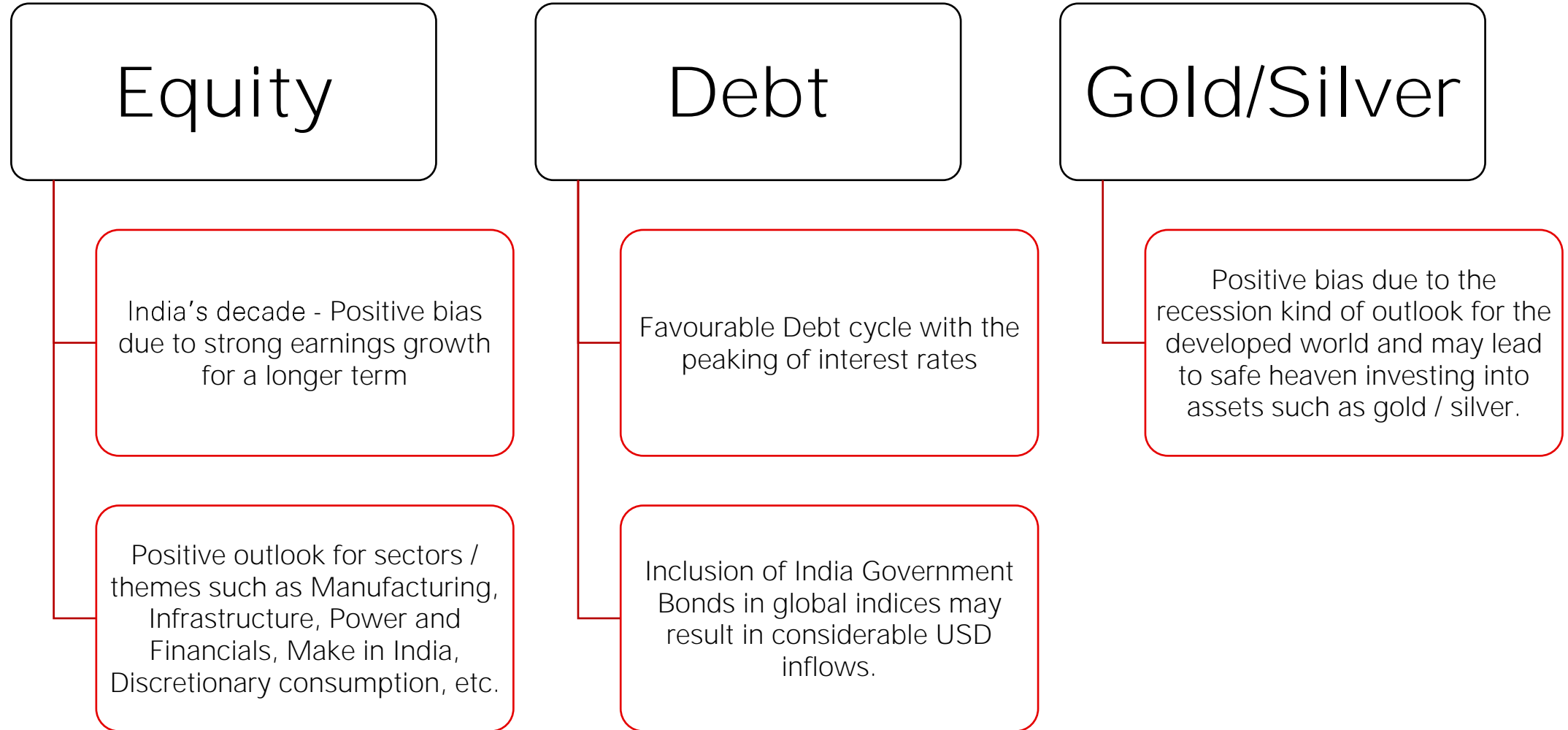
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Why

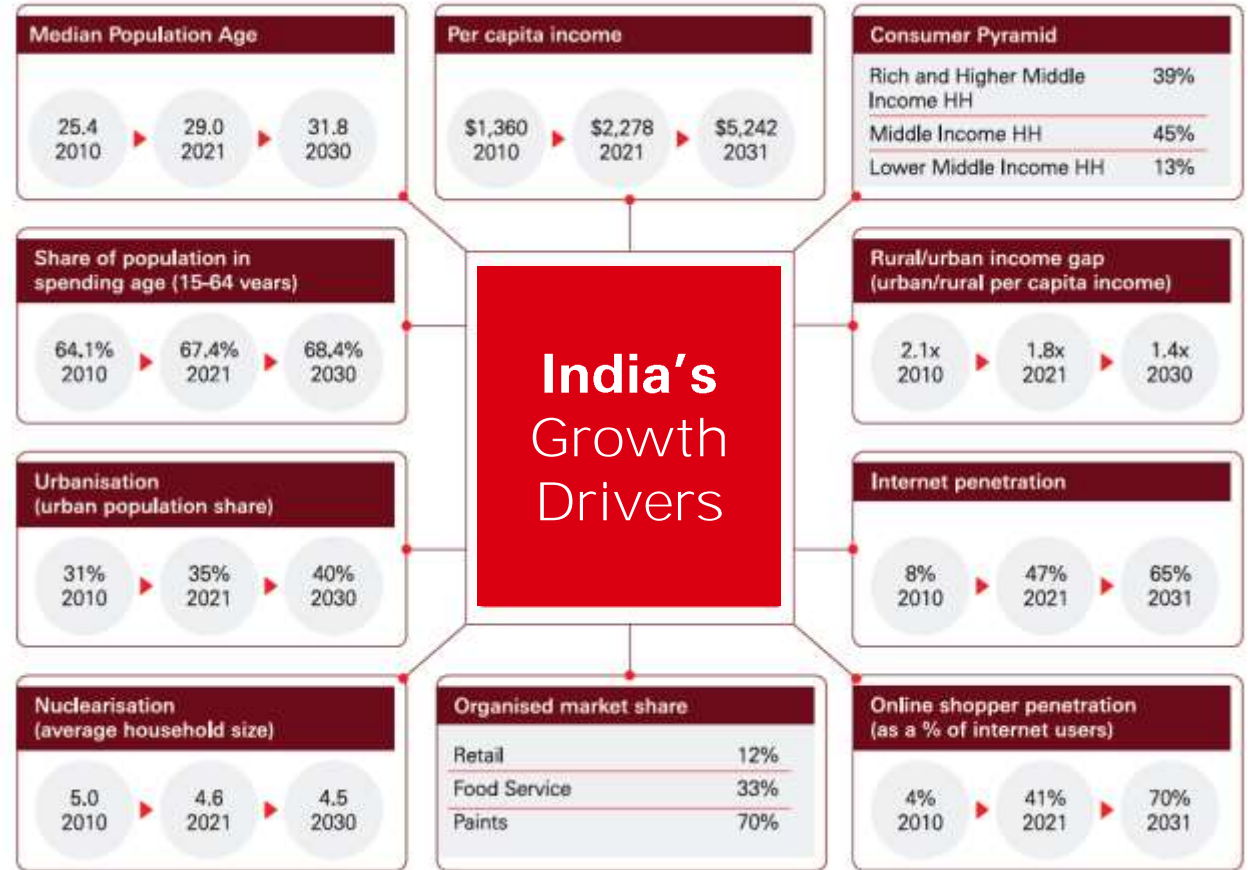
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Multi Asset Allocation now?

# Take advantage of current market outlook



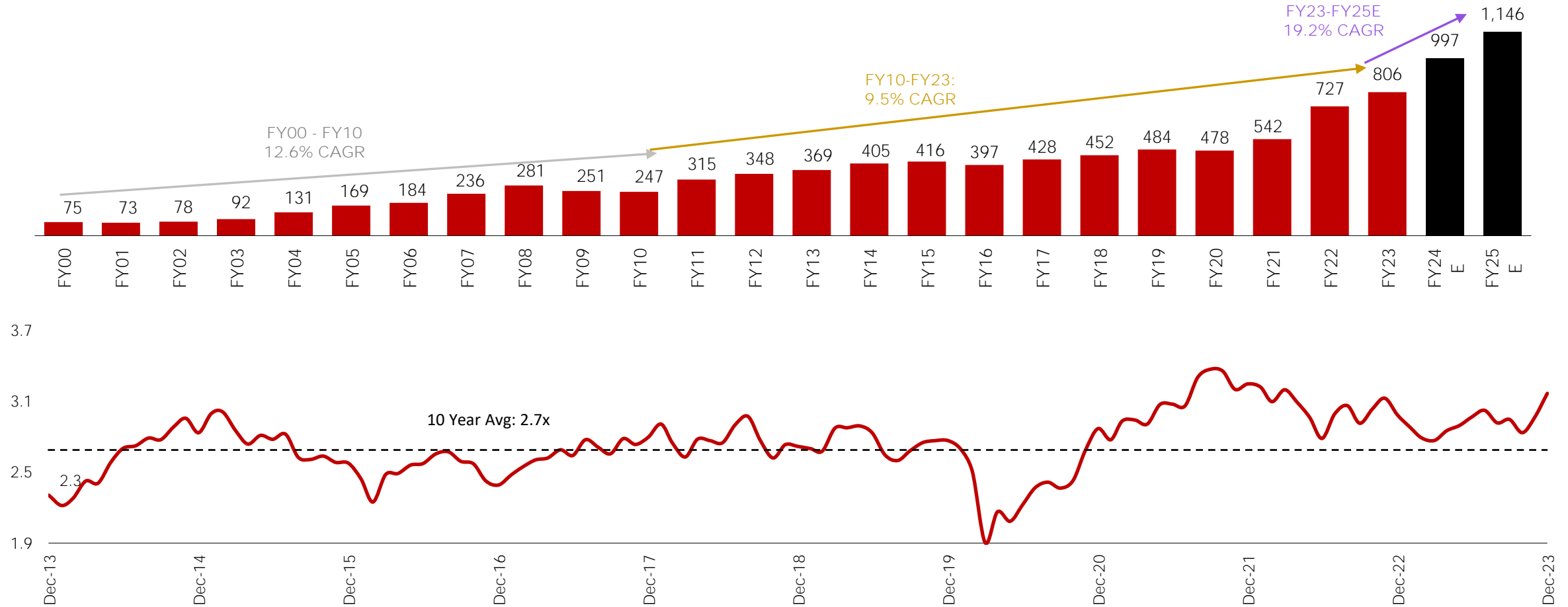
# Drivers of India's future growth



Source: Bloomberg, Morgan Stanley, BCG Rai, Data as on 31 Dec 2022

# Healthy Equity earnings

Nifty EPS shows strong long term growth trend

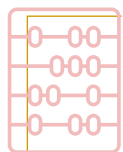


But current valuations are above long-term averages – P/B (Nifty50)

Source: MOSL, Bloomberg, E: Estimates, P/B – Price to Book ratio, EPS – Earnings Per Share, Data as on 31 Dec 2023

# Debt cycle turning favourable

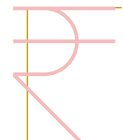
## Neutral factors



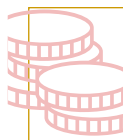
Global interest rate environment



Fiscal policy

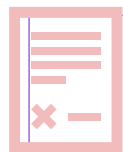


Monetary Policy

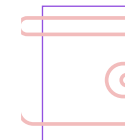


CPI Inflation trends

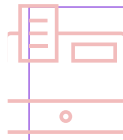
## Positive factors



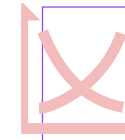
Global bond index inclusion



Real rates



Current Account Deficit & Balance of Payments

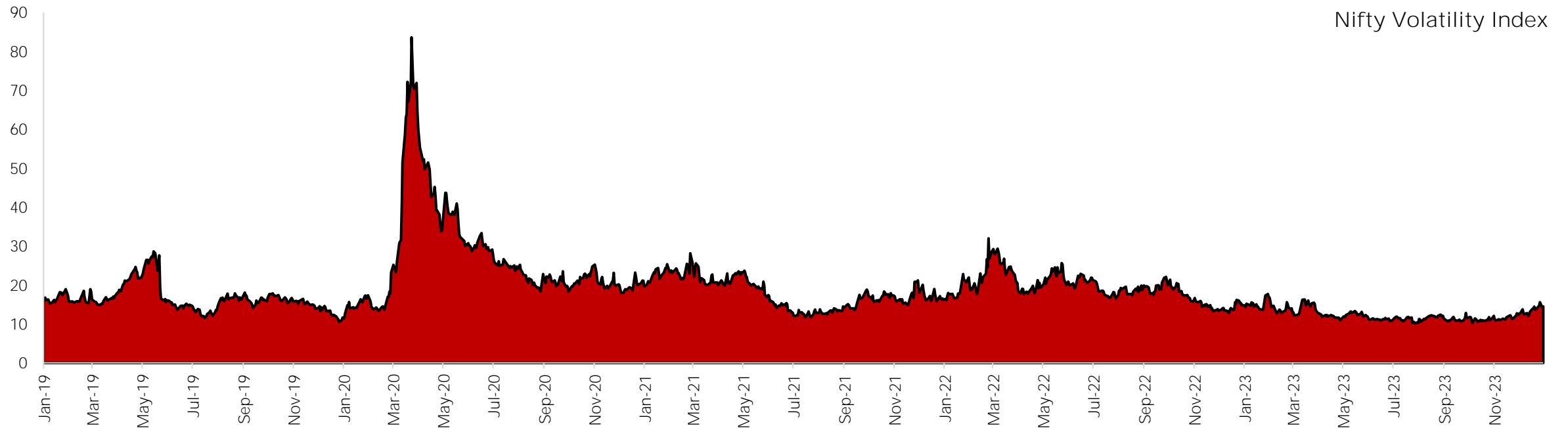


G-Sec/SDL Demand Supply dynamics

- Global Central banks are at the end of interest rate hiking cycle
- Cumulative rate hikes in this cycle: Fed–525 bps, BOE–515 bps, ECB–450 bps, RBI MPC–250 bps
- The systemic liquidity has moved to a deficit, negating any immediate need for RBI to do OMOs
- RBI kept the Repo Rate unchanged at 6.50%, with current pause to assess the 250 bps hike working through the system

Top-down assessment of various factors indicate a positive duration bias for portfolios

## More than 5 major global events in the past 5-years spiked volatility frequently



- With increased market volatility since year 2020, Gold has delivered strong double-digit performance on calendar year basis

Significant market volatility events call for Multi Asset Allocation strategy

Source: NSE, Data as on 31 Dec 2023, NSE India VIX trend since 1 Jan 2019 to 31 Dec 2023  
Past performance may or may not be sustained in the future and is not indicative of future results



# Focused Equity themes



## Make in India movement

Government's Make in India movement and other reforms have started showing positive impact



Manufacturing



Infrastructure



Consumer  
Discretionary



Power

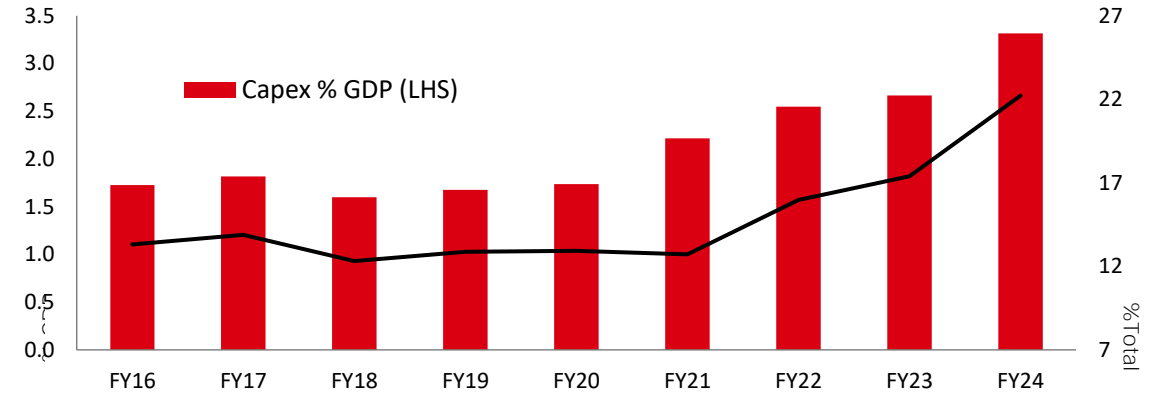


Demand led  
sectors

# India - Clear focus on Manufacturing and Infrastructure expansion



Infrastructure - Improving quality of government expenditure with incremental capex push



Budget FY24

25% higher Road and 15% higher Railway capex, capex for FY24BE, 14% higher Metro rail capex, Network of electric charging stations in all cities, highways, 100 critical transport infrastructure projects worth Rs.750 bn identified

Defence capex for FY24BE is higher by 8%. Focus on increasing domestic procurement, 29% rise in Power budget

Allocation for PMAY increased by 65% to Rs. 790 bn, Credit guarantee scheme with a corpus of Rs.90 bn that will enable additional collateral-free guaranteed credit of Rs. 2,000 bn to the MSE sector

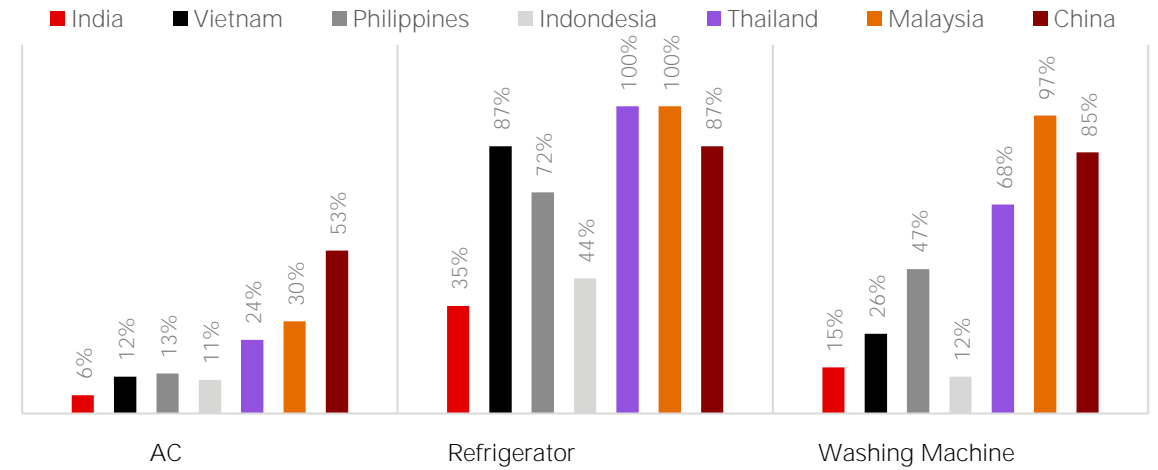
+ve

Manufacturing and Infrastructure	Defense & Power	Financials and other sectors
Road Construction and Cement companies	Defense related Electronic Cos.	Banks
Metro Construction, Equipment Suppliers	Aeronautics	NBFCs
Rail sector companies	Ship builders	Building Materials
Equipment Manufacturing and Station Operators	Power companies	
Logistics and Construction	Renewable energy	

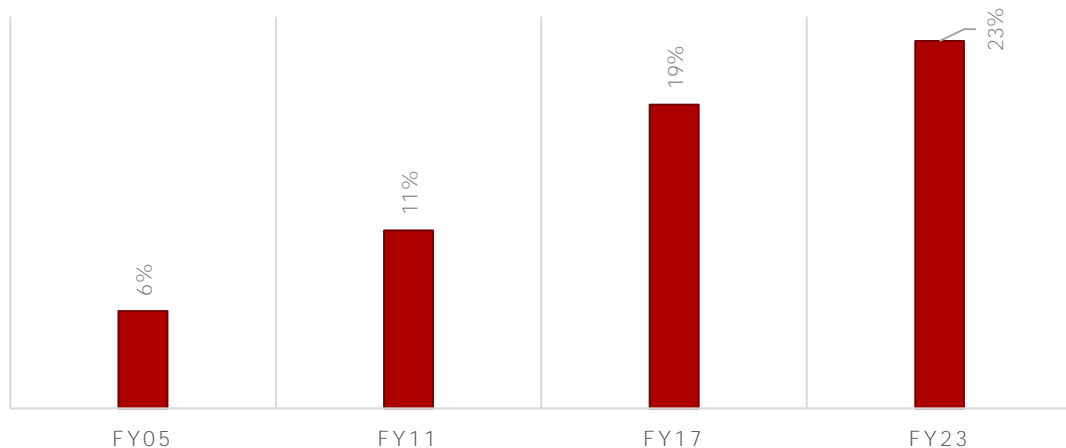
Positive outlook for Manufacturing, Infrastructure, Power and Financials companies

Preference changes driving premiumisation	Cars – Petrol to Electric, Manual to Auto, Infotainment	Lighting – CFL to LED
AC – Window to Split, Fixed Speed to Inverter	Mobile – Feature to Smart Phone, 2G to 5G	Fan – AC motor to BLDC motor
Refrigerator – Direct Cool to Frost Free	Significant opportunity in product penetration	Rising share of premium products (e.g. Motorcycles)

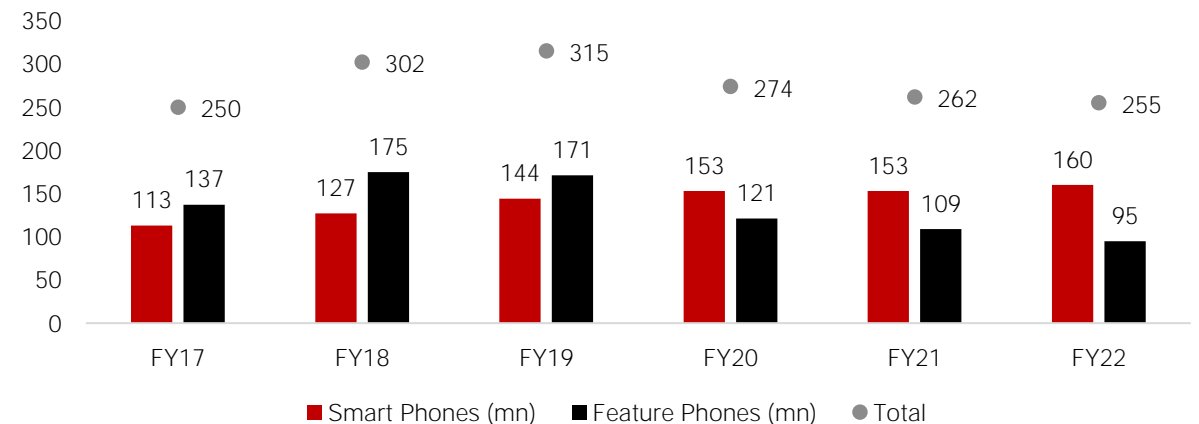
Penetration of home appliance in India vs others



Passenger Vehicles penetration^

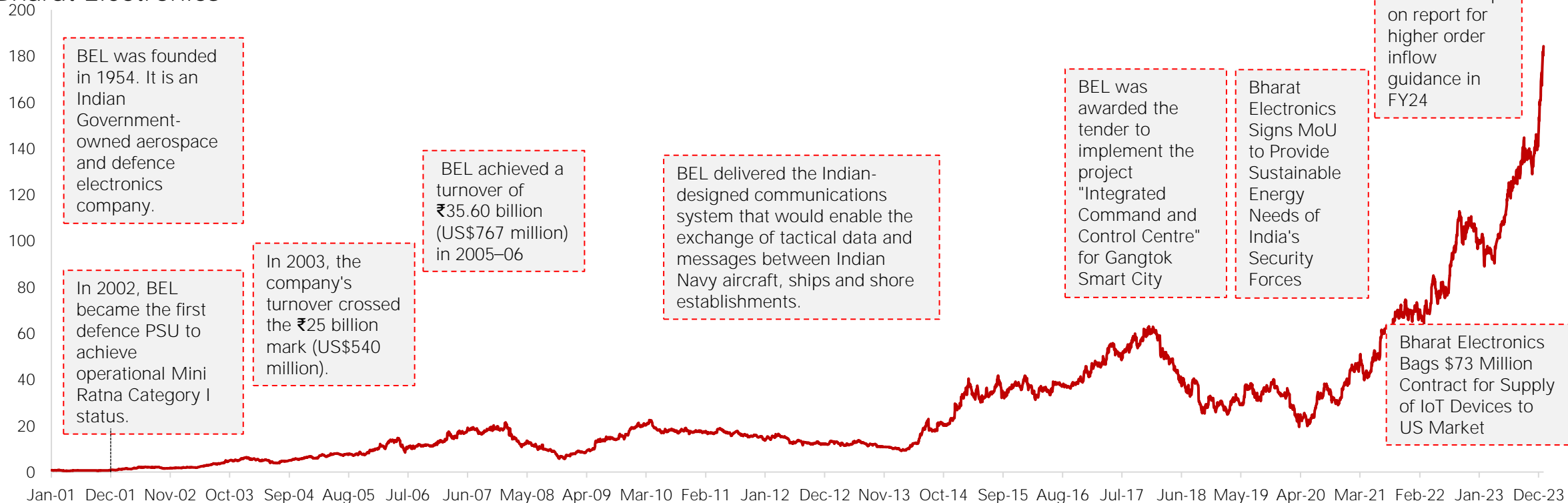


India mobile phone market (in mn units, FY17-22)



# Company example 1 - BEL [Bharat Electronics Limited] (Manufacturing Electronics / Defense)

## Bharat Electronics



BEL is one of the leading Defense Electronics Manufacturer in India

Source: Company data, Bloomberg. Data as on 31 Dec 2023

The above information is for illustrative purposes only. The sector(s)/stock(s)/issuer(s) mentioned in this document do not constitute any research report nor it should be considered as an investment research, investment recommendation or advice to any reader of this content to buy or sell any stocks / investments. The Fund/portfolio may or may not have any existing / future position in these sector(s)/stock(s)/issuer(s). Past performance may or may not be sustained in the future and is not indicative of future results

# Company example 2 - Dixon Technologies (Manufacturing Electronics / Consumer Durables )

## Dixon Technologies



Dixon Tech is one of the emerging leaders in Consumer Durables Electronics Manufacturing

Source: Company data, Bloomberg. Data as on 31 Dec 2023

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Key

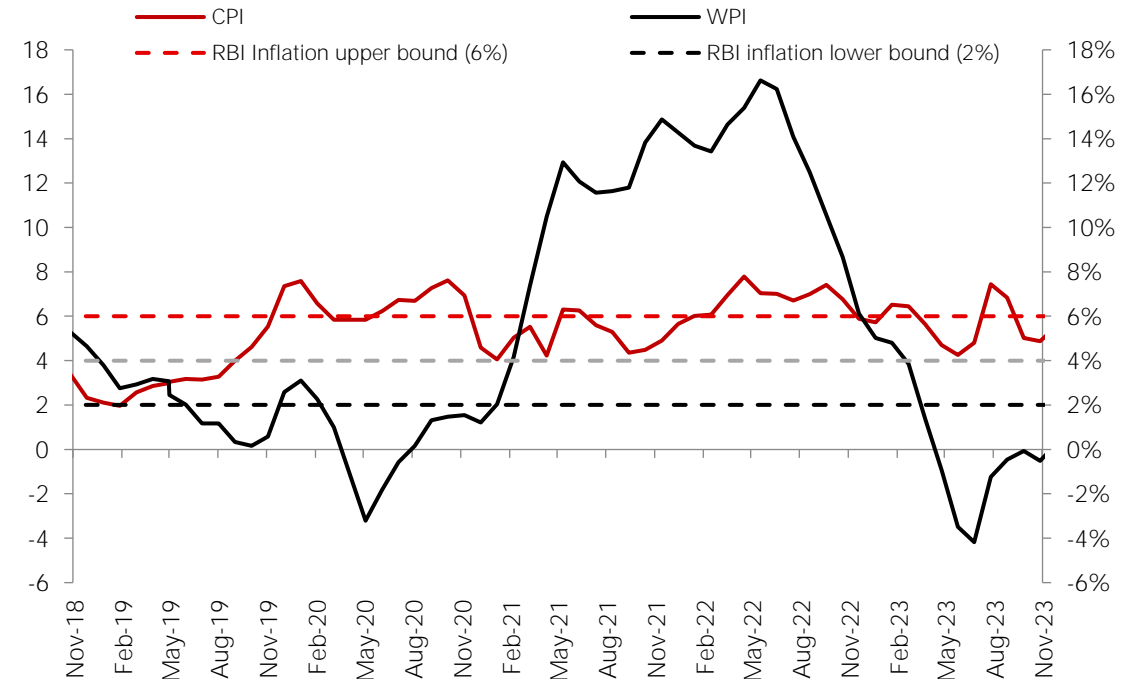
Fixed Income (Debt) themes

# Expand with a favourable Debt market cycle

## Outlook

- Global interest rates have peaked, and any growth or financial stability concerns can see yields fall further
- Inclusion of IGBs in global indices to result in considerable USD inflows
- India's CPI inflation to track RBI expectations by FY 2025. Fiscal deficit is on consolidation track
- Policy credibility leading to interest rates trending lower, with fewer spikes
- India's robust macro economic backdrop suggests the Rupee can do well
- Govt focus on Fiscal consolidation, leading to better relative debt metrics

Inflation trajectory

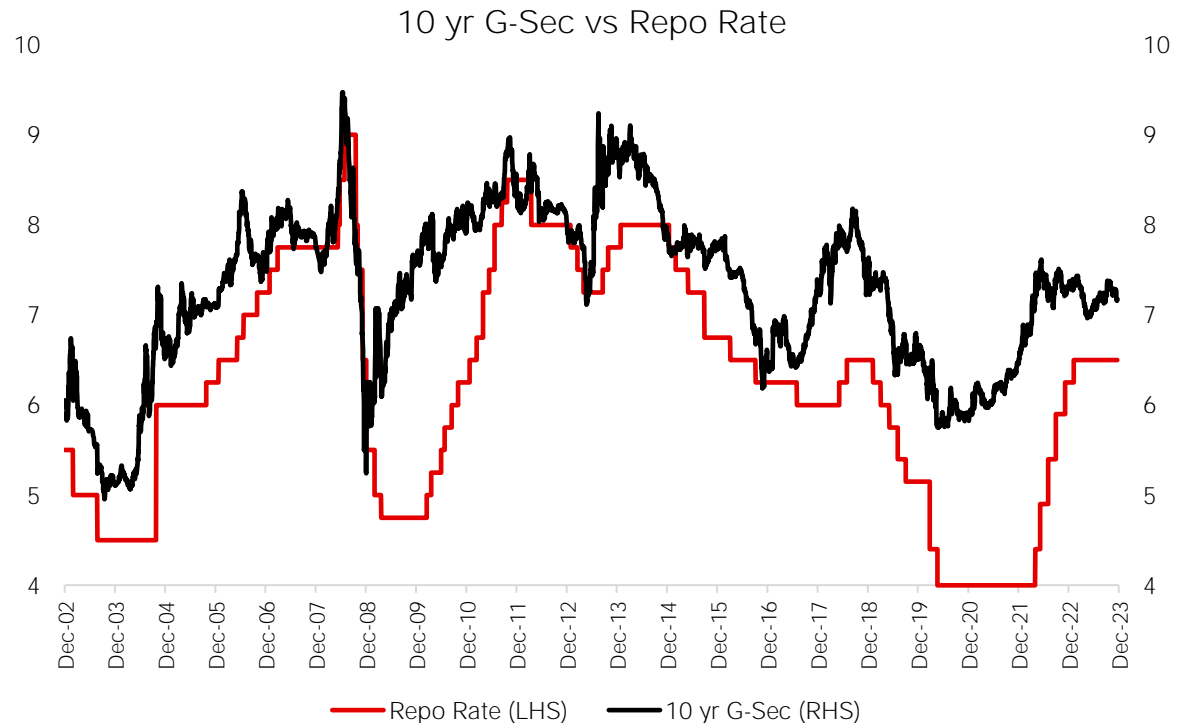


Favourable outlook with steady currency makes Indian debt market more appealing

# Debt market strategy

## Strategy aligned to outlook

- India is one of the few markets offering 65-75 bps positive spread over policy rate
- Active investing across the yield curve in Government Securities and high-quality AAA rated credits can generate alpha with active duration management
- Aim to seize potential upsides when interest rates are expected to soften while also reducing risks in an uncertain environment
- Investing in securities across the curve while focusing predominantly on the short to medium end of the curve from current market perspective can be beneficial



Value in adding duration to portfolios with an investment horizon of about two years



Summary

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HSBC Multi Asset Allocation Fund

# Multi Asset Allocation strategy offers diversification, reduces volatility

## Asset allocation versus solitary asset-class performance

Equity represented by Nifty 50 TRI, Debt by CRISIL Composite Bond Fund Index, Gold by MCX/ spot gold prices (PM) (per 10 gram), Silver by MCX / spot silver prices (PM), Multi Asset Strategy = Equity (65%) + Debt (20%) + Gold (10%) + Silver (5%), Daily rolling performance with 1, 3 and 5-year rolling frequency / volatility, Volatility= Annualised Standard Deviation of daily weighted return, Source: NSE, CRISIL, Data as on 31 Dec 2023. Performance results may have inherent limitations, and no representation is being made that any investor will or is likely to achieve. Past performance may or may not be sustained in the future and is not indicative of future results

Rolling Returns	Parameters	Multi Asset Strategy	Nifty 50 TRI	Debt (100%)	Gold (100%)	Silver (100%)
1 Year	Average	11.9%	13.0%	7.6%	13.2%	11.9%
	Minimum	-38.0%	-55.4%	-0.5%	-17.3%	-29.9%
	Maximum	73.4%	100.2%	15.8%	55.1%	159.7%
	Volatility	14.8%	22.9%	3.7%	15.1%	28.9%
3 years	Average	11.7%	12.1%	7.8%	11.5%	9.6%
	Minimum	-0.1%	-4.5%	4.1%	-8.0%	-17.3%
	Maximum	27.5%	32.4%	12.9%	35.4%	52.4%
	Volatility	3.9%	6.1%	1.8%	9.8%	15.7%
5 years	Average	11.0%	11.4%	8.0%	10.3%	6.8%
	Minimum	2.3%	-1.0%	5.5%	-2.0%	-11.6%
	Maximum	19.4%	21.8%	10.4%	28.5%	28.0%
	Volatility	2.5%	4.2%	1.1%	7.5%	9.9%

- The asset allocation combinations fares well on all the parameters – returns and volatility

Multi Asset Allocation scenarios show reasonable risk adjusted performance

# Summary – Why Multi Asset Allocation?

## Why Equity?

- Equities are subject to volatility in the short term but may have the ability to beat inflation by margin on an average over long term
- Probability of achieving returns can increase as the investment horizon increases
- Volatility can decrease with an increase in the investment horizon

## Why Debt?

- During crisis, Debt may compensate for negative equity performance
- Some debt instruments exhibit lower volatility

## Why Gold / Silver?

- During crisis, Gold / Silver have compensated for negative performance of equities, and those can work as a defender

## Arbitrage Opportunities

- Some Multi Asset Allocation funds can also use Arbitrage. Extreme events such as Covid Lockdown or Sub-prime calls for reasonable defense and Arbitrage can help in such events

- Multi Asset Allocation of Equity, Debt and Gold/Silver combination can fare well on all the three parameters – returns, volatility and risk-adjusted performance in long run
- Efficient asset allocation can help to reduce volatility and optimise returns in long term

Multi Asset Allocation aims to reduce volatility and can offer long term growth

# Summary – Why HSBC Multi Asset Allocation Fund?



**Aggressive**



**Dependable**



**Defensive**

## HSBC Multi Asset Allocation Fund (HMAF)

- With an efficient asset allocation HSBC Multi Asset Allocation Fund aims to spread the risk across three major asset classes i.e. Equity, Debt and Gold/Silver risk to deliver fair risk adjusted growth in long run.
- HMAF's typical equity allocation may range between 65% to 80% (5% to 10% deviation).
- The fund aims to follow blended i.e. Top-down + Bottom-up approach and blended Growth and Value style investing.
- Fund will take flexicap approach and invest across market caps based on prevailing valuation comfort
- General Debt allocation of the fund is likely to be around 15% to 20% (5% to 10% deviation).
- Aims to invest in high quality assets including GOI securities, Corporate bonds, Money market instruments to generate alpha with active duration management.
- The fund also aims to allocate around 10% to 15% to Gold/Silver (5% to 10% deviation) to compensate for volatility and support long term growth.
- In case of extreme events the fund may explore Arbitrage opportunities to help reduce volatility and improve overall performance.
- Asset re-allocation could be undertaken basis changes in a market / asset class outlook of the Fund House.

HMAF is a fund with a range of shots which aims to face all market deliveries

# Annexure

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# HSBC Multi Asset Allocation Fund - Investment allocation

How will the scheme allocate its assets?

Under normal circumstances, it is anticipated that the asset allocation of the Scheme will be as follows:

Instruments	Indicative Allocation (% of net assets)		Risk Profile
	Minimum	Maximum	
Equities & Equity related instruments <sup>@</sup>	65%	80%	Very High
Debt & Money Market Securities <sup>#</sup>	10%	25%	Low to Moderate
Gold / Silver ETFs	10%	25%	Moderate to High
Units of REITs and InvITs	0%	10%	Very High

Source: HSBC Mutual Fund, Note - Please refer Scheme Information Document (SID) for more details on Asset Allocation.

Note - If the Scheme decides to invest in securitized debt, it is the intention of the Investment Manager that such investments will not normally exceed 20% of the net assets of the Scheme. Derivative positions for other than hedging purposes shall not exceed 50% of total net equity and debt assets. The Scheme shall have derivative exposure as per the SEBI regulations issued from time to time.

The Scheme can take covered call positions for stock derivatives, as permitted by SEBI. The Scheme may engage in short selling and securities lending. In case of securities lending, the Scheme may take exposure up to 20% of net assets and not more than 5% of the net assets of the Scheme shall be deployed in securities lending to any single counterparty / intermediary. However, if the securities lending and borrowing is done through the exchange where Clearing Counterparty (eg: NSCCL, ICCL, etc) is the single counterparty then 5% limit is not applicable.

<sup>#</sup>Money Market instruments includes commercial papers, commercial bills, treasury bills, Tri-party repo, Government securities having an unexpired maturity up to one year, call or notice money, certificate of deposit, usance bills, and any other like instruments as specified by the Reserve Bank of India from time to time. Pursuant to para 12.25.3 of SEBI Master Circular on Mutual Funds and SEBI Letter to AMFI dated November 03, 2021, Cash or cash equivalents with residual maturity of less than 91 days may be treated as not creating any exposure. Cash Equivalent shall consist of the following securities having residual maturity of less than 91 days: a) Government Securities, b) T-Bills and, c) Repo on Government securities.

<sup>@</sup>The Scheme may invest in Foreign Securities including ADR / GDR upto 30% of its total assets subject to the Eligible Investment Amount. Investment in Foreign Securities shall be subject to the investment restrictions specified by SEBI / RBI from time to time.

# HSBC Multi Asset Allocation Fund

An open ended scheme investing in Equity & Equity Related instruments, Debt & Money Market Securities and Gold / Silver ETFs.

## Investment Objective

- The aim of the fund is to generate long-term capital growth and generate income by investing in Equity & Equity Related instruments, Debt & Money Market Securities and Gold / Silver ETFs. However, there can be no assurance or guarantee that the investment objective of the scheme would be achieved.

## Benchmark (Tier 1)

- S&P BSE 200 TRI (65%) + NIFTY Short Duration Debt Index (20%) + Domestic Price of Gold (10%) + Domestic Price of Silver (5%)

## Fund Manager

- Ms. Cheenu Gupta (For Domestic equities), Mr. Dipan Parikh (Gold / Silver ETFs),
- Mr. Mahesh Chhabria (For Fixed Income), Mr. Sonal Gupta (For foreign securities)

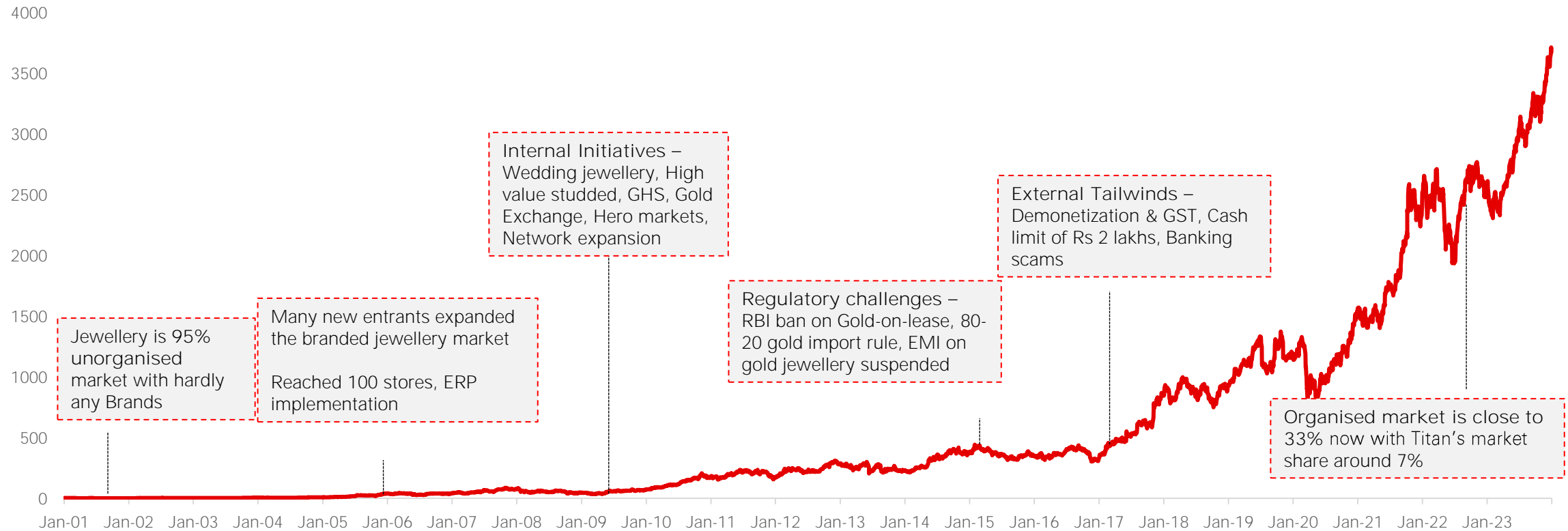
## Load

- If units redeemed or switched out upto 10% of the units purchased or switched in within 1 year from the date of allotment – Nil
- If units redeemed or switched out over and above the limit within 1 year from the date of allotment – 1%
- If units are redeemed or switched out on or after 1 year from the date of allotment - Nil

Source – HSBC Mutual Fund, Refer to the Scheme Information Document (SID) of HSBC Multi Asset Allocation Fund for more details.

# Company example 3 - Titan industries (Manufacturing / Discretionary Consumption)

Titan



Organised Jewelers have 33% market share now vs 6% in 2007

Source: Company data, Bloomberg. Data as on 31 Dec 2023

The above information is for illustrative purposes only. The sector(s)/stock(s)/issuer(s) mentioned in this document do not constitute any research report nor it should be considered as an investment research, investment recommendation or advice to any reader of this content to buy or sell any stocks / investments. The Fund/portfolio may or may not have any existing / future position in these sector(s)/stock(s)/issuer(s). Past performance may or may not be sustained in the future and is not indicative of future results.



# Multi Asset Allocation can help to achieve specific goals

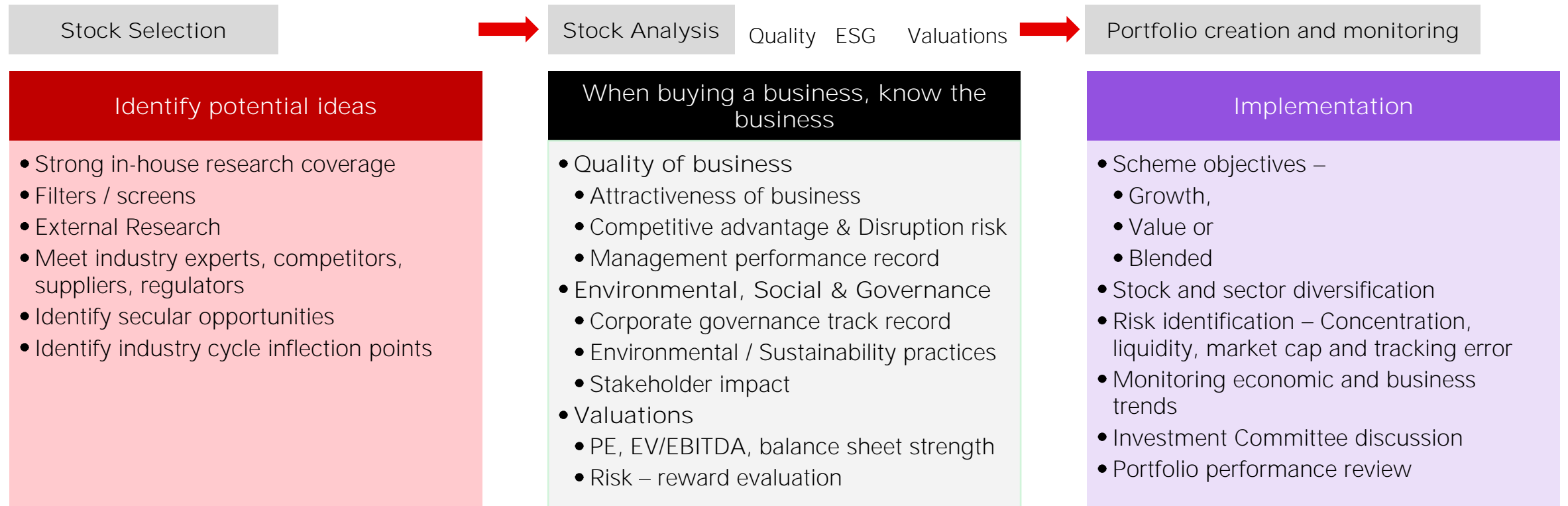
Want	Goal – Buying a car	Goals – Foreign vacation	Goal – Buying a vacation home, estate planning
	Investment objective – Stability	Investment objective – Growth	Investment objective – Stability and growth
	Asset allocation – Moderately conservative	Asset allocation – Aggressive	Asset allocation – Moderately aggressive
Need	Goals – Child care, down-payment on home	Goals – Children’s education, parent care in old-age	Goals – Retirement, children’s marriage
	Investment objective – Stability	Investment objectives – Stability and growth	Investment objective – Growth
	Asset allocation – Conservative	Asset allocation – Moderate	Asset allocation – Moderately aggressive
	Short term	Medium term	Long term

- A goal-based approach involves investing to achieve specific goals (small, medium and long-term) by allocating money to different asset classes in sync with one’s risk capacity and time horizon

## Achieve goal planning with Multi Asset Allocation

# Equity - Investment Process

Power of SAPM - Equity investment process comprises three stages



# Fixed Income - Investment Process

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Fixed Income investment process comprises three stages

Our Fixed Income investment team focuses on critical aspects of portfolio construction to generate attractive risk-adjusted returns through multiple diversified investment positions advised by in-house research.



Rigorous research to deliver relative value using a combination of top down and bottom up approaches

Right amount of diversification ensures a prudent risk profile

# HSBC Mutual Fund

## Expertise and experience



- HSBC Mutual Fund is a brand used by HSBC Asset Management (India) Private Limited (part of Global HSBC Asset Management company)
- Launched first fund in 1997
- Managers Indian equity and debt assets from more than 26 years

Expertise in managing Indian equity and debt	On the ground presence combined with global oversight
International experience	Differentiated Product offerings

Assets under management  
INR 1,00,174 crore

Asset class wise disclosure of AUM & AAUM Rs. in Lakhs		
Category	AUM as on the last day of the Quarter	Average AUM for the Quarter
Income	2,034,563.74	2,120,232.03
Equity (other than ELSS)	5,790,543.12	5,414,442.71
Balanced	0.00	0.00
Liquid	1,766,809.13	2,266,045.63
Gilt	21,382.56	21,219.27
Equity ELSS	377,318.66	356,566.88
GOLD ETF	0.00	0.00
Other ETF	0.00	0.00
Fund of Funds investing overseas	26,817.60	25,412.11
<b>Total</b>	<b>10,017,434.80</b>	<b>10,203,918.65</b>
Fund of Funds investing Domestic	12,618.95	12,357.24

Disclosure of percentage of AUM by geography	
GEOGRAPHICAL SPREAD	% of Total AUM as on the last day of the Quarter
Top 5 Cities	79%
Next 10 Cities	13%
Next 20 Cities	5%
Next 75 Cities	3%
Others	0%
<b>Total</b>	<b>100%</b>

Data as of 31 Dec 2023, Any differences are due to rounding, Mutual Fund –MF, For disclosure of quarterly AUM/AAUM and AUM by geography, please visit our website: <https://www.assetmanagement.hsbc.co.in/en/mutual-funds/investor-resources/information-library#&accordion1446811090=4>  
Past performance may or may not be sustained in the future and is not indicative of future results.

# Disclaimer

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Views are personal and based on information available in the public domain at present. Investors should not consider the same as investment advice. Please consult your financial advisor for all your investment decision.

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

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