

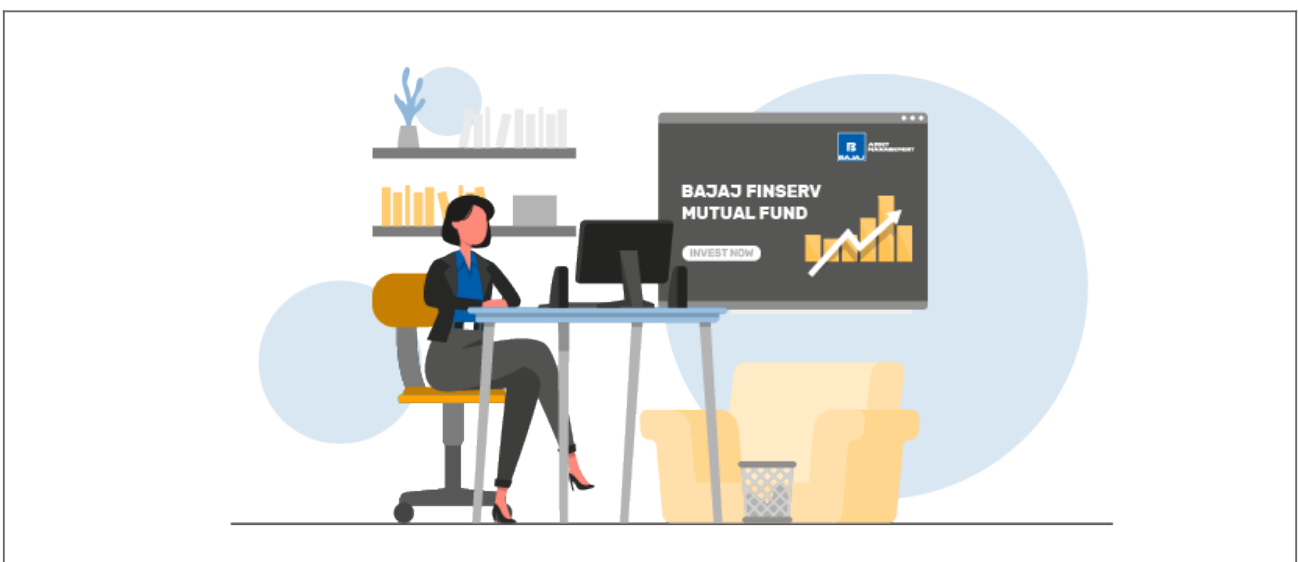
# What Drives the Stock Selection Process of Bajaj Finserv Consumption Fund

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The Bajaj Finserv Consumption Fund aims to tap into the exciting trends transforming the consumption landscape in India. With a systematic approach called the InQuBe philosophy, this fund employs a detailed stock selection process that aims to optimize returns for investors. Lets break down how this process works and what drives their investment decisions.



## Bajaj Finserv Consumption Fund

### Understanding the stock universe

Before diving into the stock selection strategies, it's essential to understand the fund's scope. The total stock universe considered by the Bajaj Finserv Consumption Fund consists of around 1,100 companies. Out of these, the fund narrows down its focus to a megatrend universe of 340 to 380 stocks. From this pool, it identifies 110 to 130 stocks that specifically fit the consumption theme. Ultimately, the portfolio will consist of approximately 25 to 50 carefully selected stocks by using the inhouse InQuBe philosophy.

### **The InQuBe Philosophy**

The InQuBe philosophy encompasses three critical strategies: Information Edge, Analytical Edge, and Behavioural Edge. Each of these components plays a significant role in shaping the fund's investment decisions.

#### **Information Edge**

The first strategy, Information Edge, focuses on gathering valuable insights before they become common knowledge. The investment team works to collect and analyze information about the economy, specific businesses, and broader market trends. By staying ahead of the curve, the fund aims to make informed investment decisions that can lead to optimal performance.

For example, if the fund becomes aware of a company launching an innovative product before the general market does, it can take advantage of this early insight. Investing early in such companies can lead to substantial gains as the market begins to recognize the potential of those products.

#### **Analytical Edge**

The second component of the InQuBe philosophy is the Analytical Edge. Even without exclusive information, the fund

can still excel through robust analytical methods. The investment team utilizes advanced tools, including models and algorithms, to predict market trends and stock performance.

These analytical tools allow the team to process vast amounts of data efficiently, helping them identify which stocks have the potential for [growth](#). By understanding market dynamics and stock behaviours, they can make informed [choices](#) about which investments to pursue and which to avoid.

## **Behavioural Edge**

The third strategy, the Behavioural Edge, emphasizes understanding the psychological factors that influence investor behaviour. Market prices can often be swayed by emotions, leading to situations where stocks are either overvalued or undervalued. The Behavioural Edge focuses on two primary aspects:

**Exploiting market overreactions or underreactions:** The [fund looks for opportunities](#) where stock prices have been driven too high or too low based on investor sentiment. By identifying these mispriced stocks, the [fund can invest](#) in undervalued opportunities or sell overvalued stocks, aiming to capitalize on corrections in the market.

**Improving decision-making:** The investment team actively works to refine their decision-making processes. By minimizing biases and common mistakes, they enhance their ability to make sound investment choices.

## **Building the Portfolio**

With the InQuBe strategies in place, the [Bajaj Finserv Consumption Fund](#) carefully constructs its portfolio. The fund's focus is on transformative megatrends within the consumption sector in [India](#). By identifying sectors experiencing significant shifts in consumer behaviour, the fund positions itself to capitalize on [long-term growth](#)

potential.

The consumption theme encompasses a broad range of industries, including [retail](#), food and beverages, healthcare, and more. As consumer preferences evolve, the [fund seeks to invest](#) in companies that are well-equipped to adapt and thrive in this changing environment. This strategic approach ensures that the portfolio is aligned with emerging trends that could [drive](#) future growth.

## **Conclusion**

The stock selection process of the Bajaj [Finserv Consumption Fund](#) is driven by a structured and systematic approach that leverages the InQuBe philosophy. By focusing on the Information Edge, Analytical Edge, and Behavioural Edge, the [fund aims to identify and invest](#) in high-potential stocks that align with transformative trends in consumer behaviour.

As the consumption sector in [India](#) continues to expand, this fund can benefit from the increasing demand for various products and services. For [investors](#) looking to capitalize on the growth potential in this vibrant sector, starting an SIP investment in Bajaj Finserv Consumption Fund can be an informed investment strategy. Investors can also make use of an [SIP calculator online](#) to plan their monthly SIP amount. By understanding market dynamics, this Bajaj Finserv Consumption Fund is poised to ride the wave of [change in Indias](#) consumption landscape.

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

