

You Must Be Knowing Him..



Guess Who??

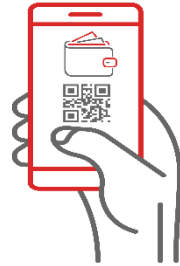
This Person Doesn't Exist..

Father - **Technology** | Mother - **AI**

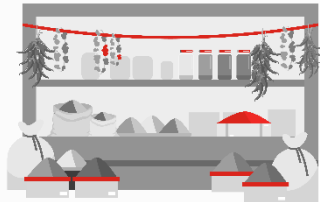
That's The Power Of Tech Today

Technology Is Making Our Lives Easier

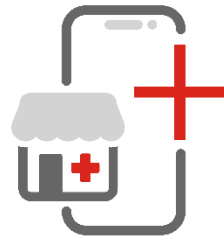
Financial Services



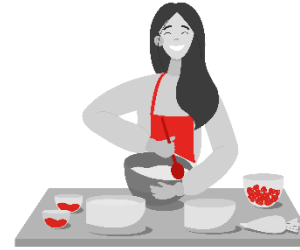
Shopping



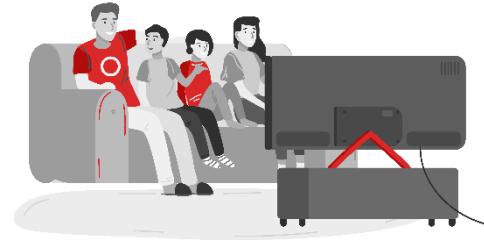
Health and Medical Services



Monetization Of Hobbies



Entertainment

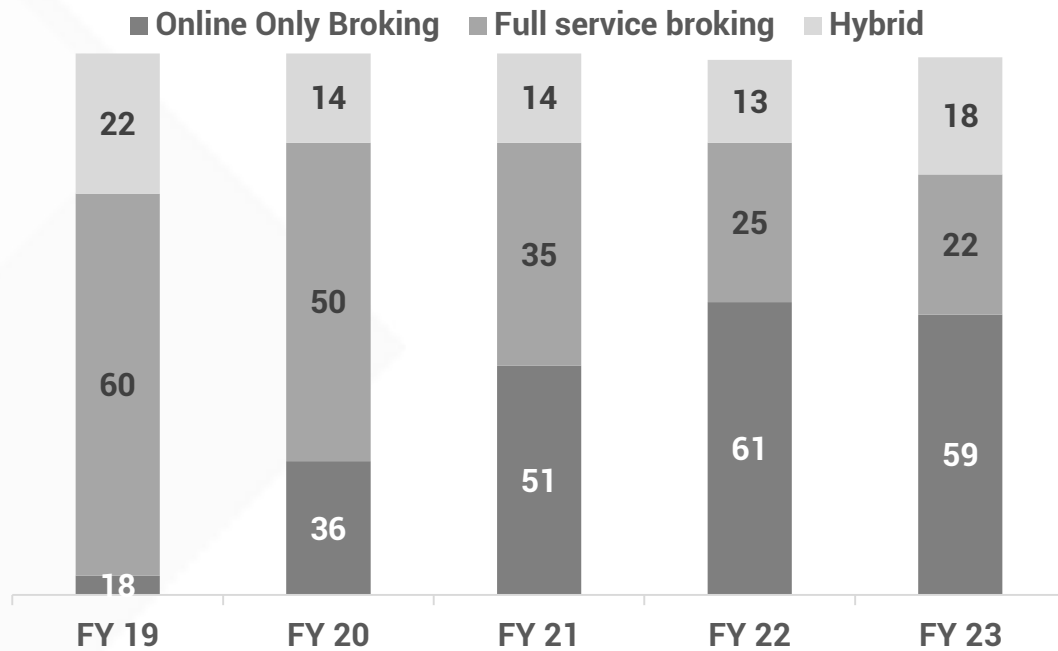


Travel



Technology Is Changing Products and Business

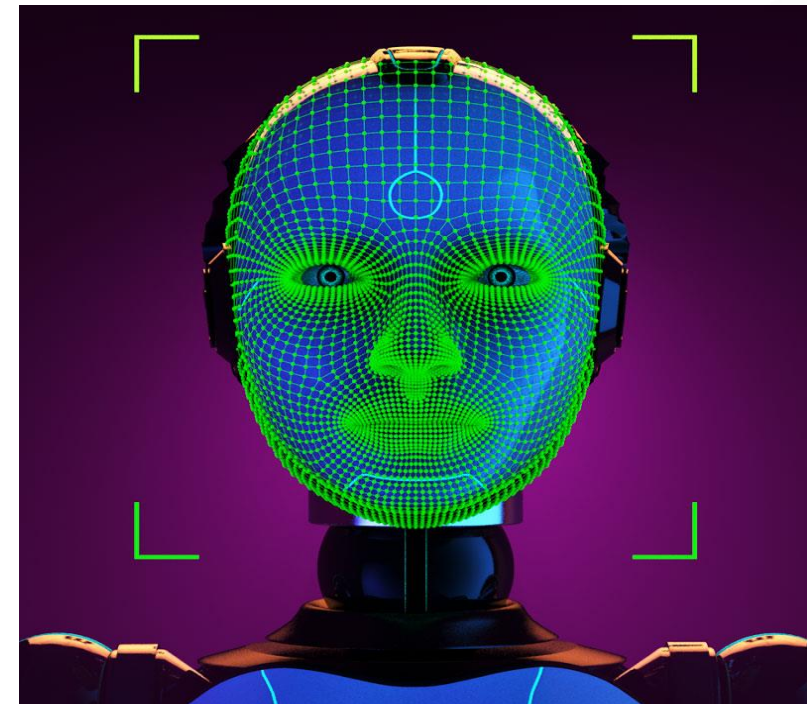
Online-Only Brokers Acquired Significant Market Share From Traditional Brokers*



The active account share for **Online-Only business models** increased 3X in just 4 years

Source: *NSE/BSE, data as on FY2023, ^Genome.gov

Humans detected 20K genomes, whereas AI has detected 200mn ^



AI pinpoints genetic conditions with remarkable precision

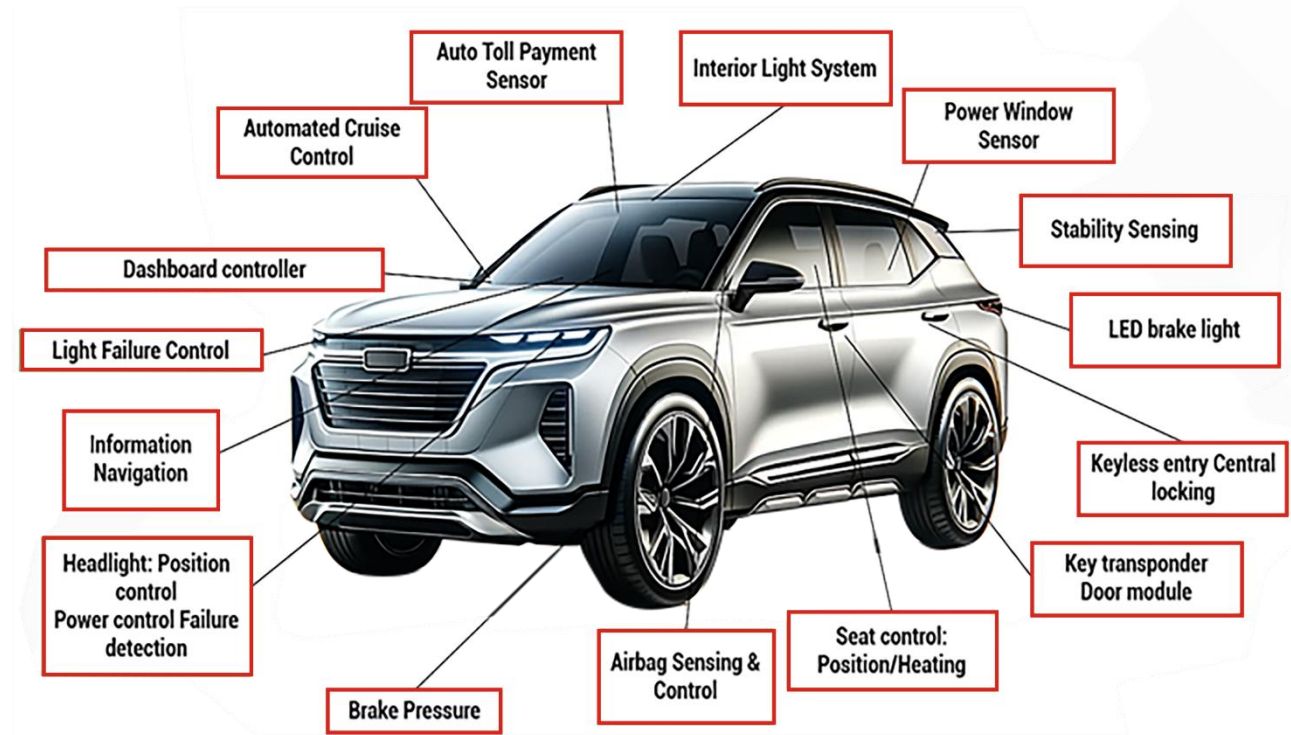
AI identifies the exact type of cancer and tracks its advance in patients

Technology Is Disrupting Products and Business

Previous Gen Car was more about Mechanical components



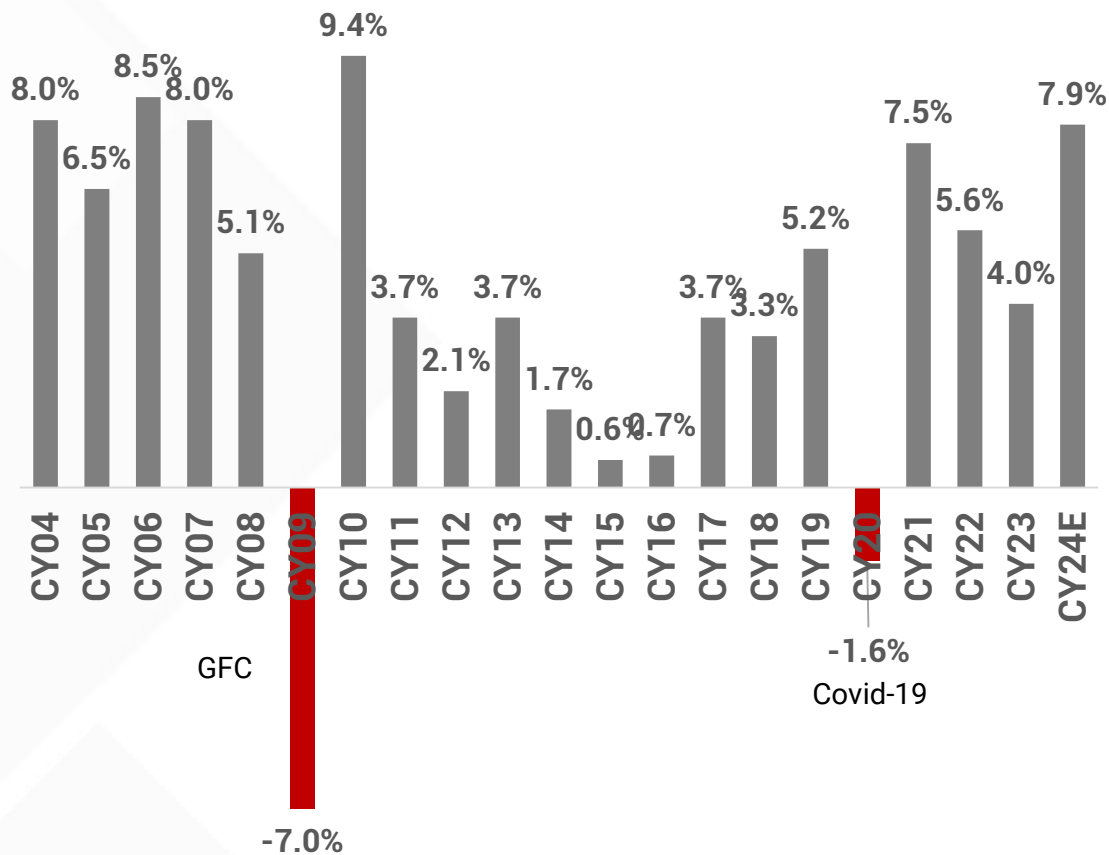
Today's Cars Require Technology As Their USP



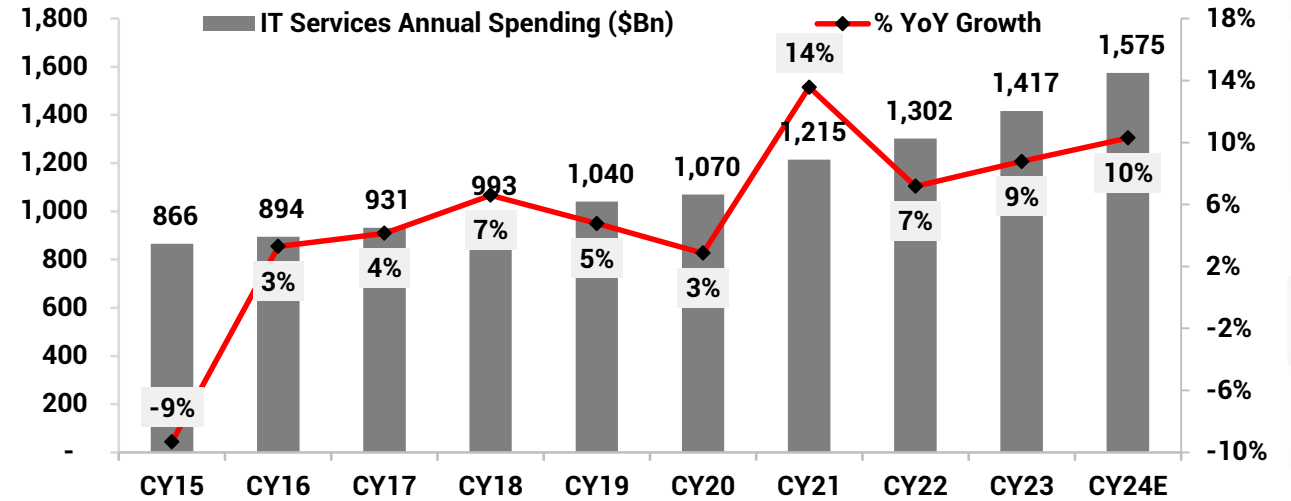
New age cars involve complex technology with ~100mn lines of code.
This may even rise to 200-300mn lines of code in future

Structural Growth Has Remained Good

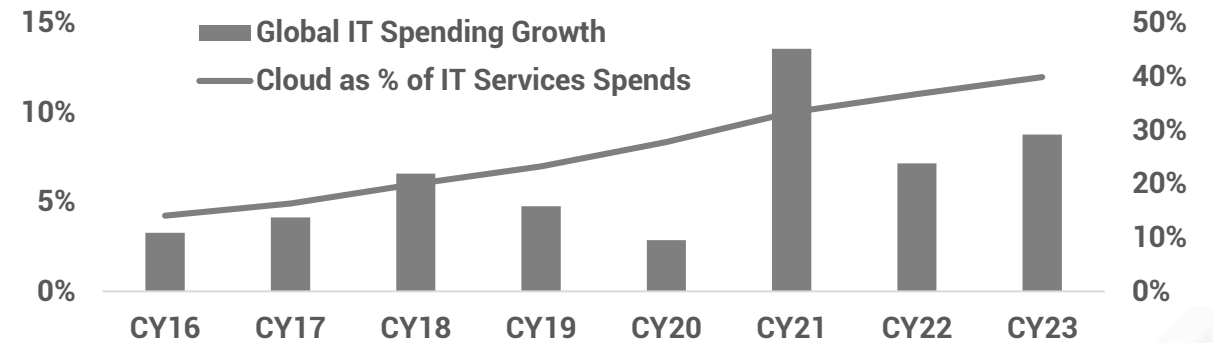
Overall IT Spending Growth %



Growth In IT Services Spending Has Been On A Rise



Share Of Cloud In IT Services Spending Has Increased



Data as on CY 23, Source: Gartner

India Has Expanded Its Offerings To the New Age Services

2009

2023

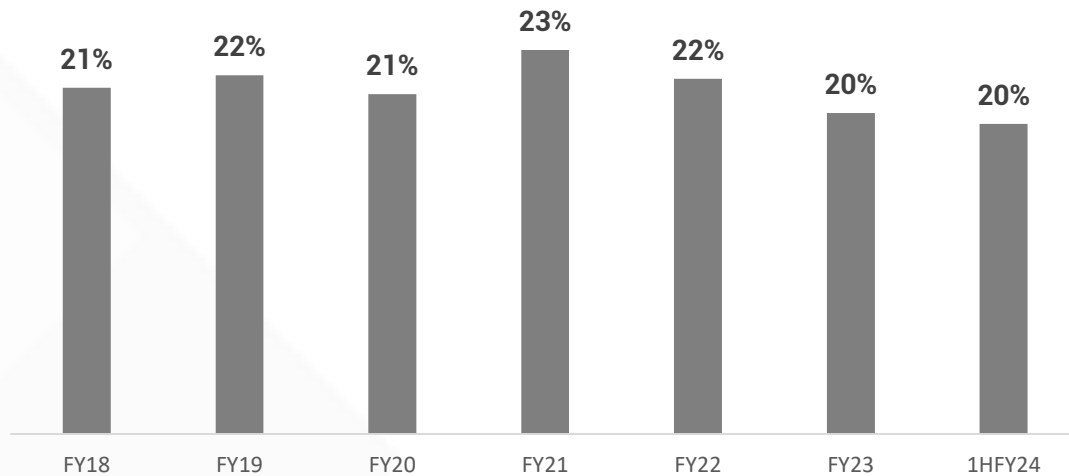
IT Services	Business Process Management	Cloud	AI	Electronic Management Services
Engineering Research & Development	Software Products	Blockchain	Fintech	Cyber Security
E-Commerce	Telecom	Software Products	Engineering Research & Development	Business Process Management
		E-Commerce	IT Services	Telecom

^8 out of Top 10 IT service companies are INDIAN
6 of these form a part of the Benchmark*

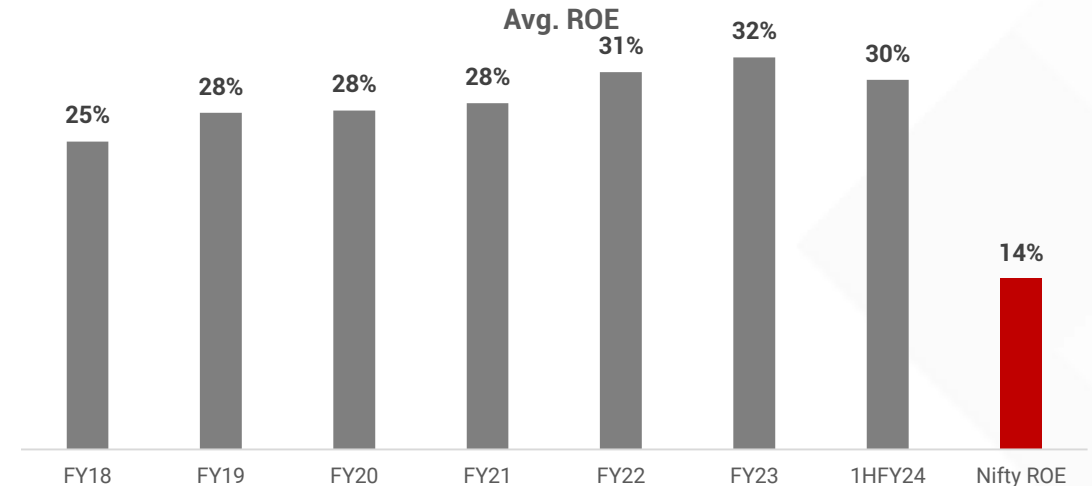
TCS	Infosys
HCL	Wipro
Tech Mahindra	LTI Mindtree

IT Sector Looks Fundamentally Strong

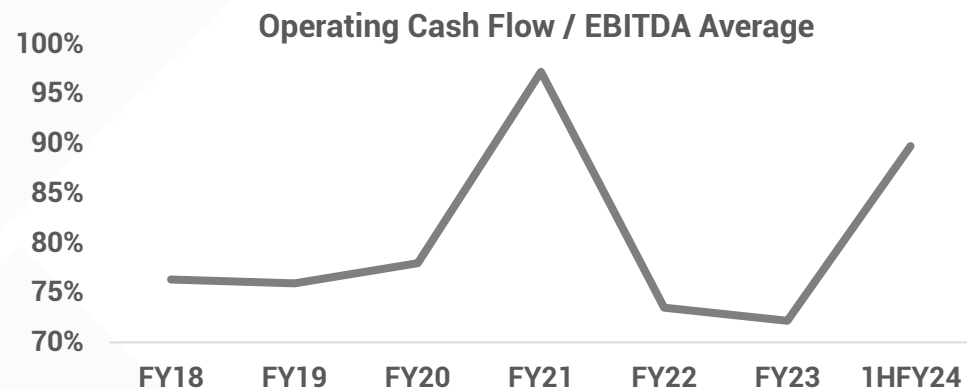
Consistent EBIT Margin
Aggregate EBIT Margin



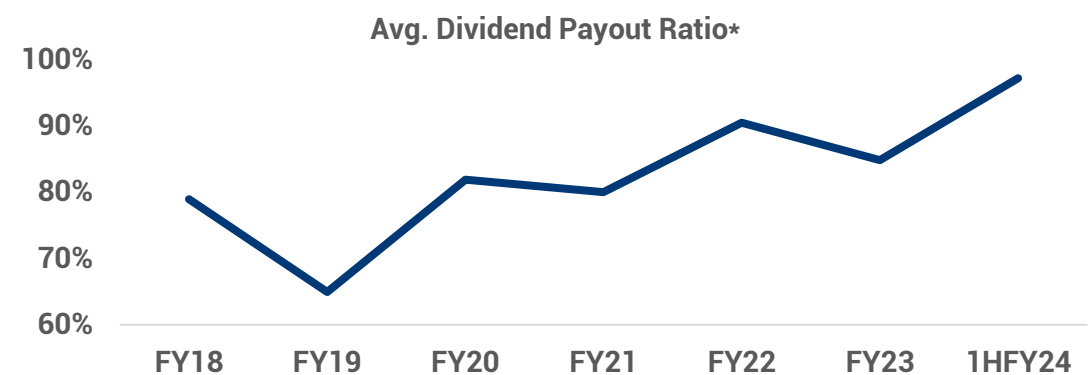
Increasing ROE



Strong Cash flows

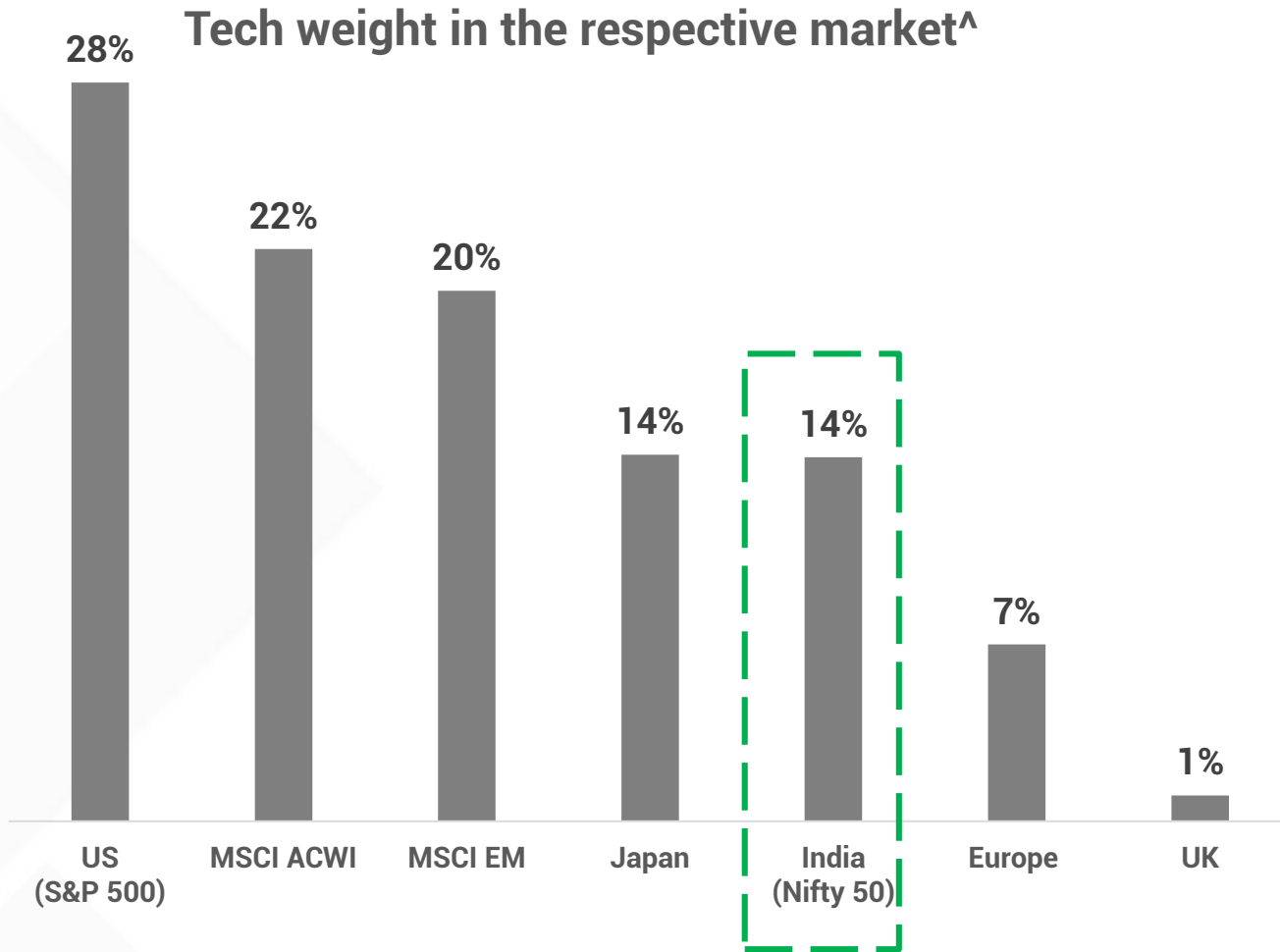


High Dividend Payouts



* Including Buyback. The above data is the average of the TOP 5 IT companies. Data as on 1H'24, Source: KMAMC Internal Research

India Could Potentially Be The Next Silicon Valley

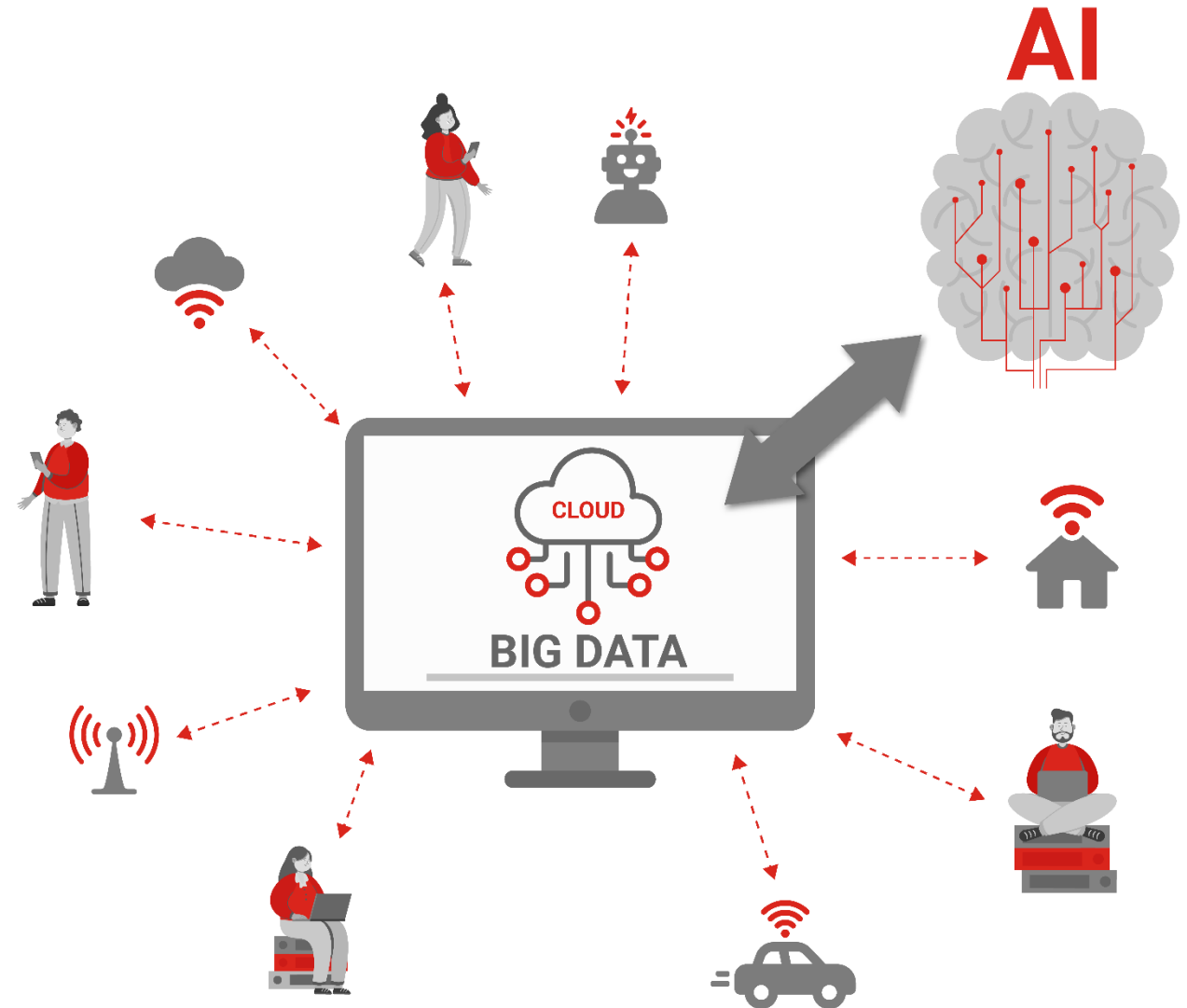
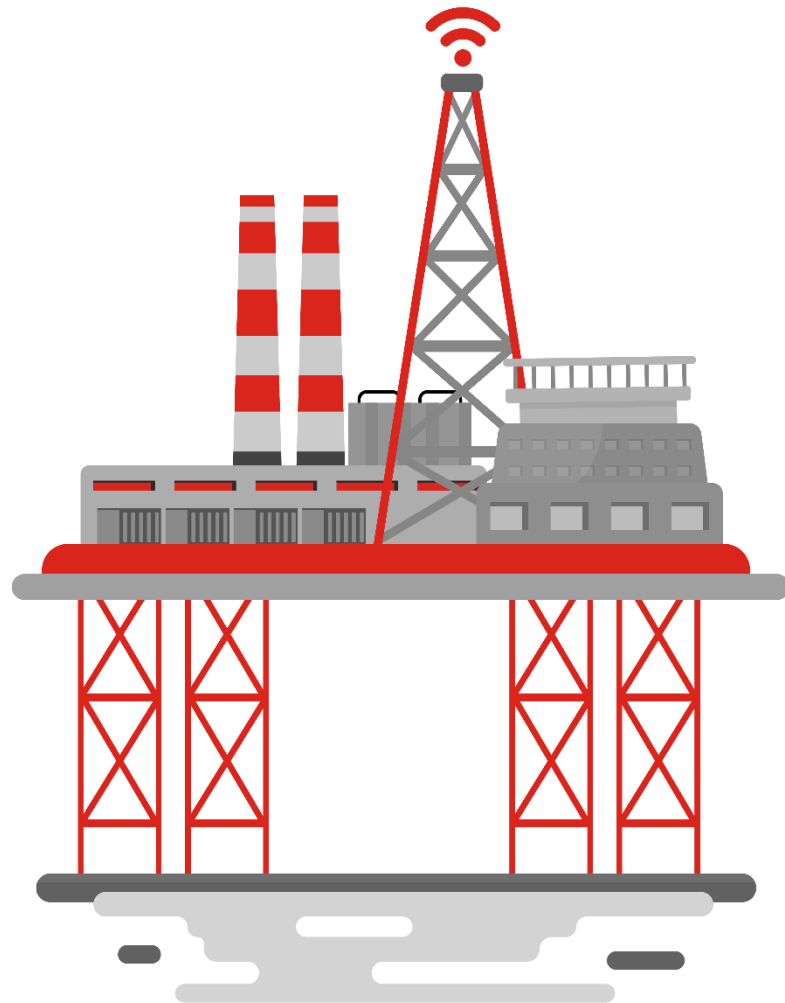


- 7.5% Relative share to GDP
- 57-58% Share in Global Sourcing
- ~35K Tech Firms In India
- 53% Share in India's Services Exports
- \$14.6 Bn IT FDI Flows into India (1)
- ~ 27K Tech Start-ups
- 26% Share in Total FDI (1)

^Data as on CY 2023. ACWI stands for All Country World Index, EM stands for Emerging Market
Source: Bloomberg

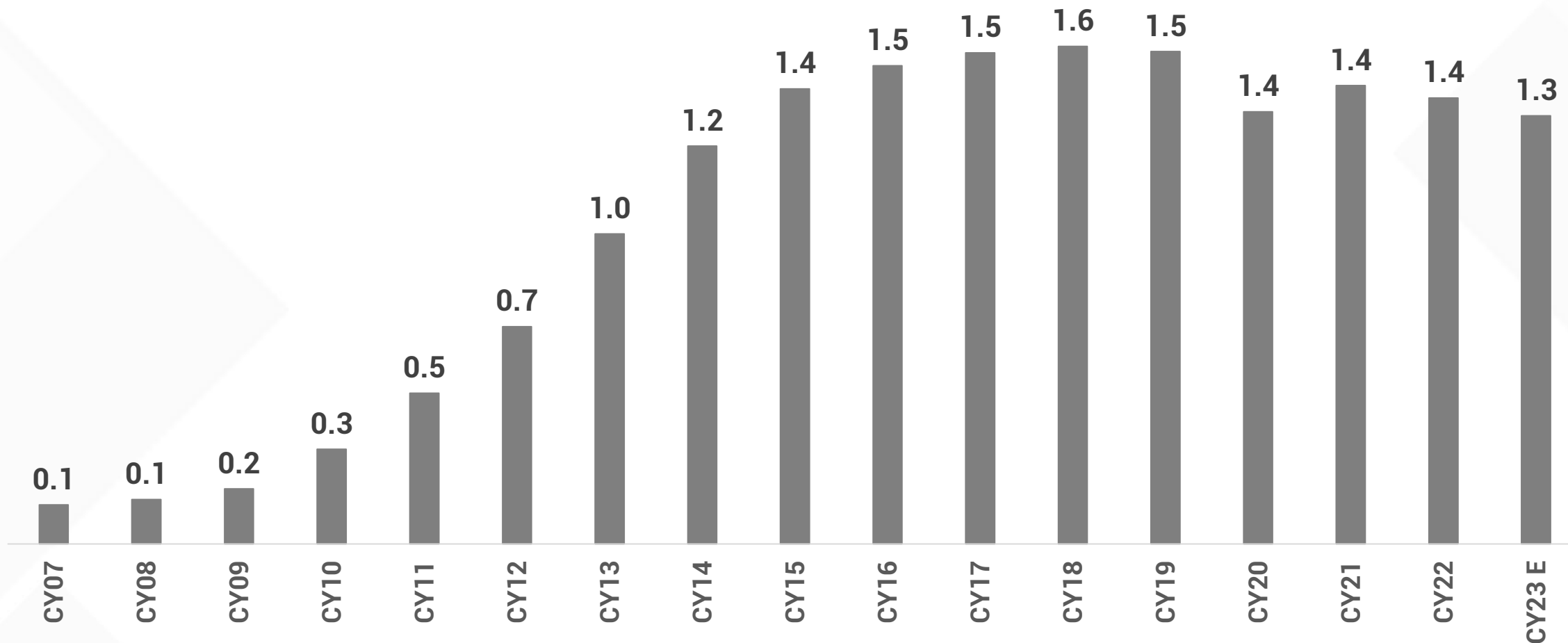
Data as on FY'23 . Source: DPIIT, RBI, NASSCOM
(1). Data for Apr- Dec'22 This is the latest data available

Data Is The New Oil..



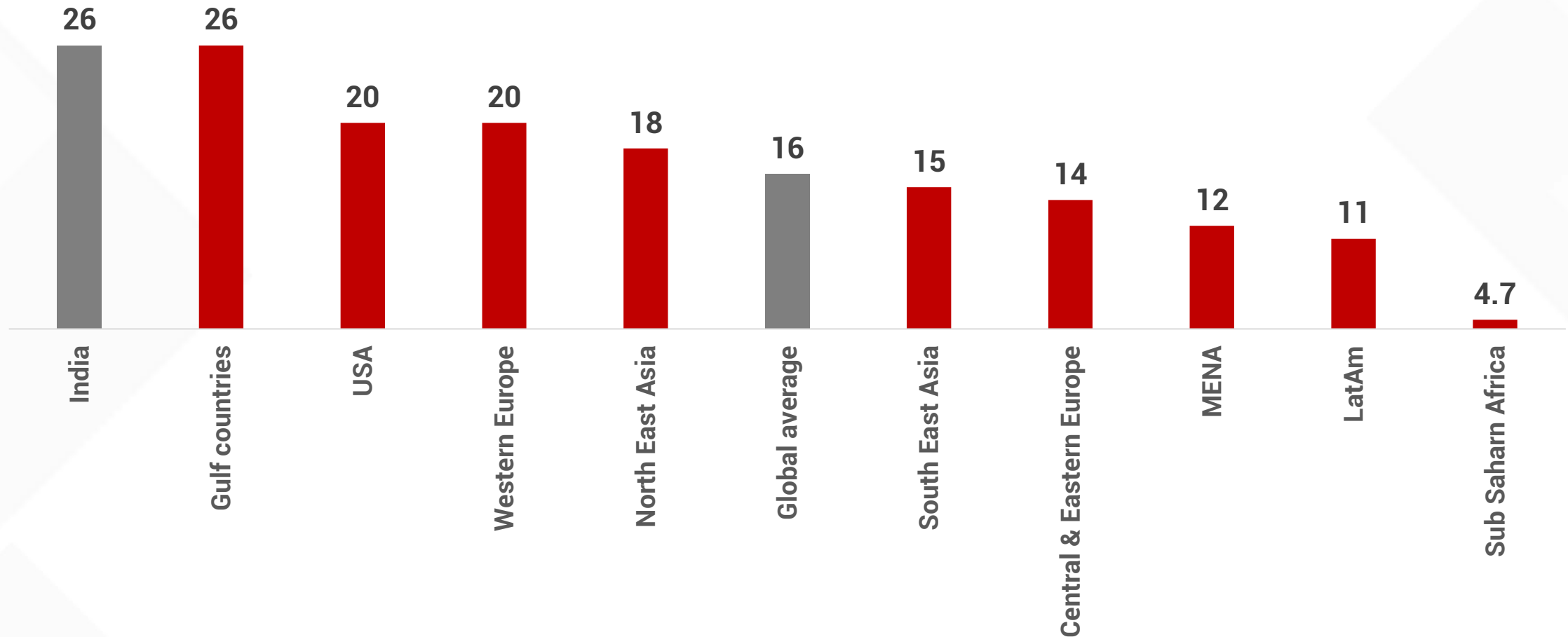
Smart Phone Sales Have Seen An Exponential Spurt

No. of smart phones sold in the World (bn)



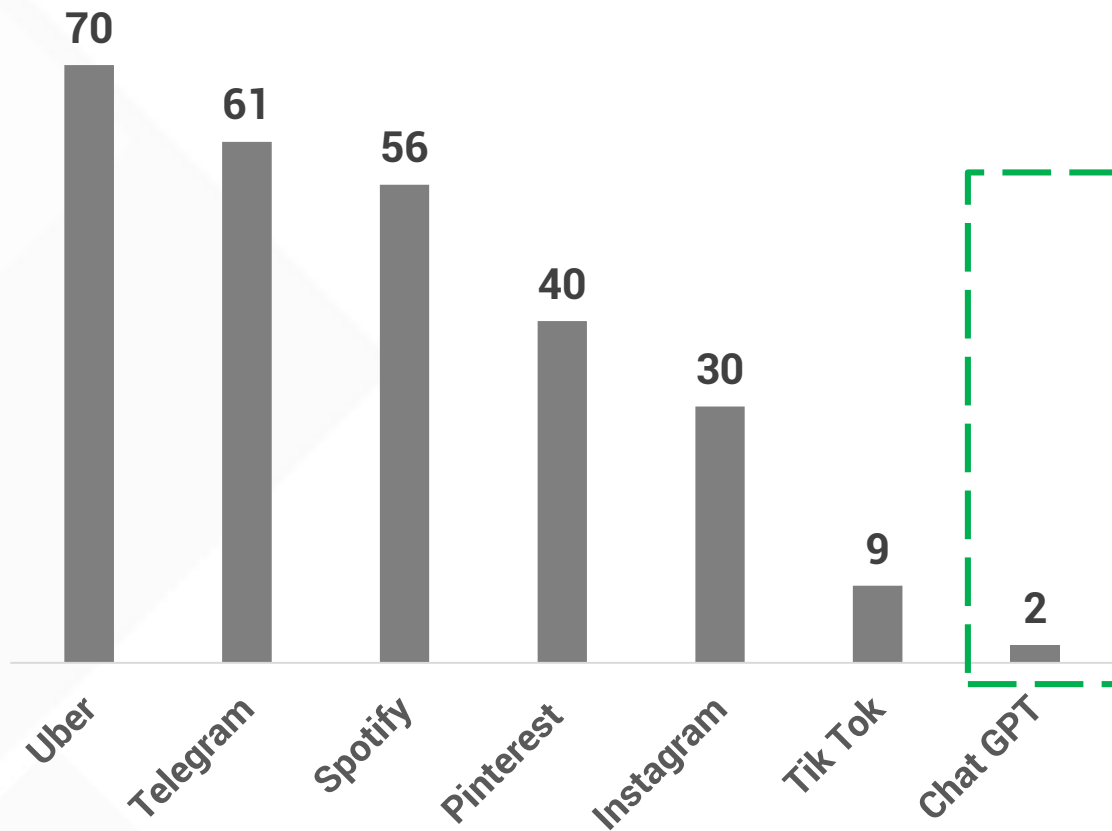
India Is At The Forefront Of Data Revolution

Data traffic per smartphone (GB / month)



AI Is “The New EYE Of Tech”

Months taken to reach 100mn users @



Indians Have Adapted AI Very Quickly

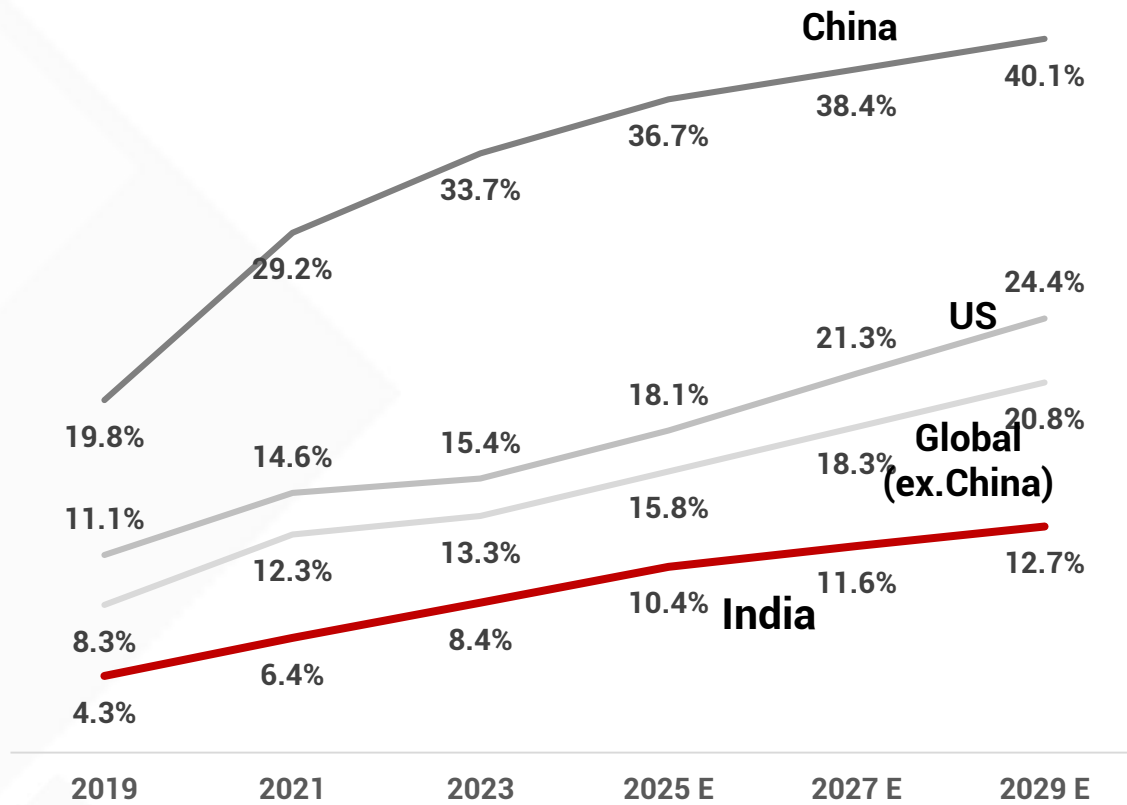
54% of Indian firms implemented AI, analytics for biz functions

Generative AI could boost India's economy by \$1.2-1.5 trillion in the next seven years

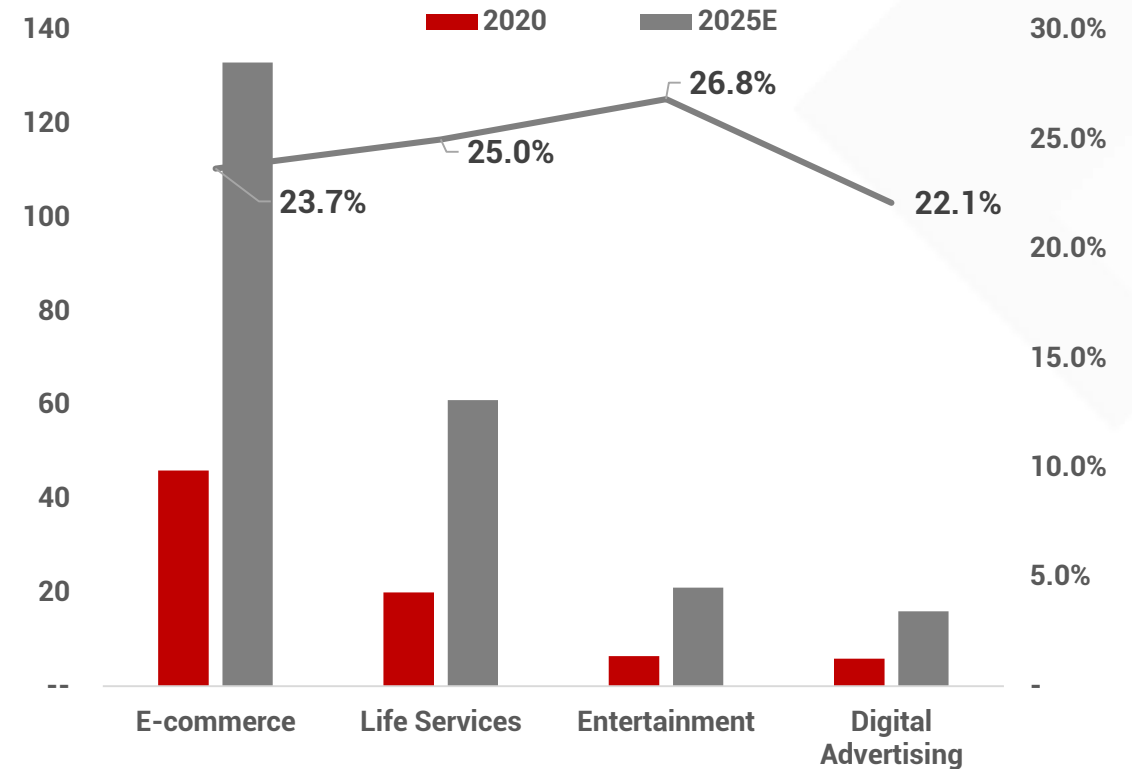
Indian tech firms to be key driver for global AI

India's Internet Market Opportunity Is Huge

E-Commerce Penetration Globally



Exponential Growth Potential in the Internet Market Size



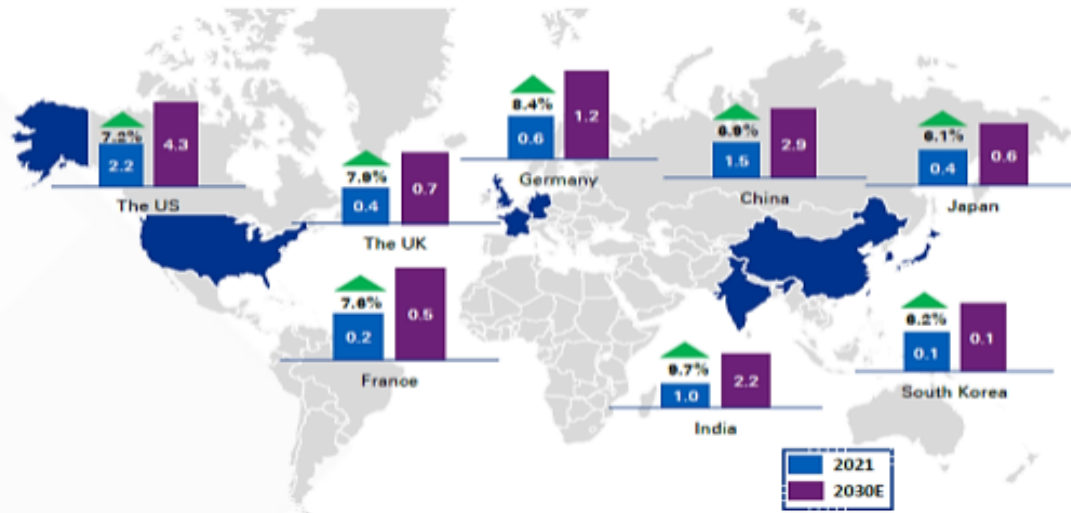
Data pertains to 2021, post 2021 are their estimates, Source: eMarketer, Alliance, Bernstein analysis and estimates

Source: Redseer, KPMG, MakeMyTrip, NRAI, Forrester, Bernstein estimates (2020+) and analysis. Data pertains to 2020, rest are their estimates for 2025.

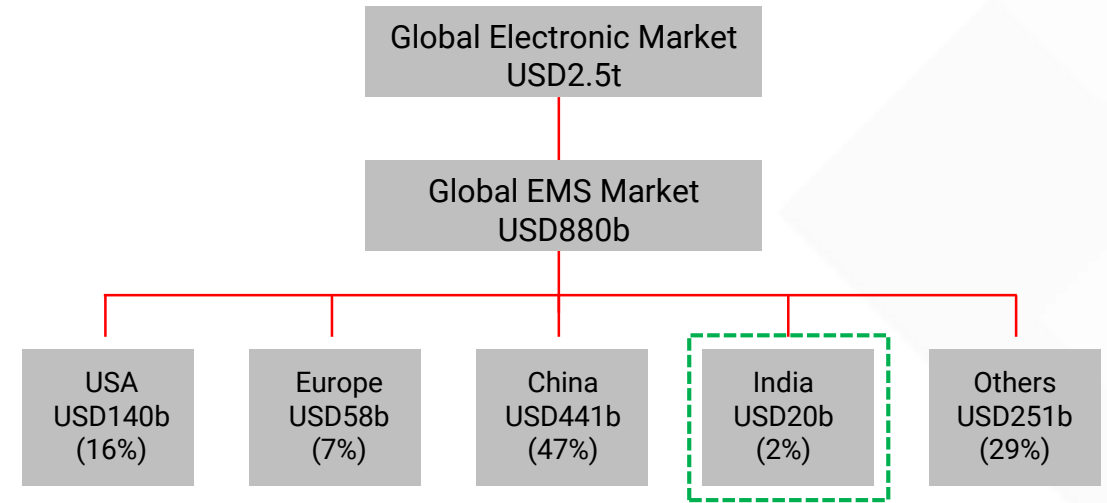
The sector(s)/stock(s)/issuer(s) mentioned in this document do not constitute any research report/recommendation of the same and the scheme(s)/ Fund may or may not have any future position in these sector(s)/stock(s)/issuer(s). Use of the company names does not imply any affiliation with or endorsement by them. The scheme does not assure or predict any specific returns or future returns.

Other Tech Segments Also See Rising Opportunities

India is One of the few countries providing ER&D talent supply^

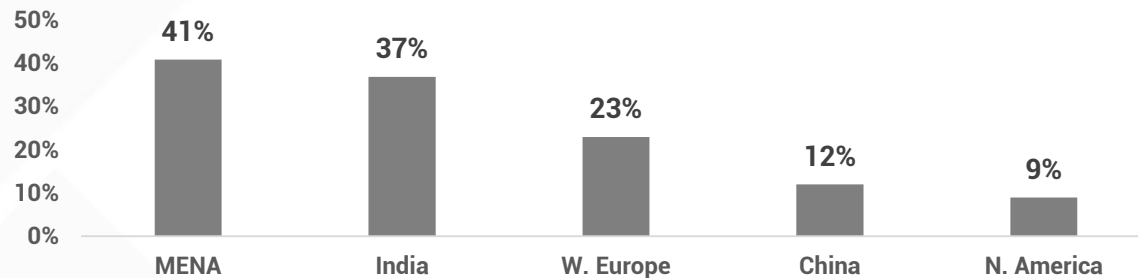


India sees huge potential in the EMS Market@

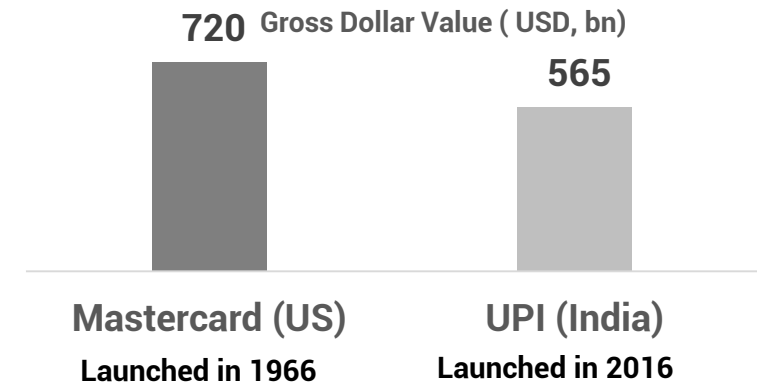


India Inclined To Be Amongst The Top Countries In 5G Subscriptions#

2023-2029 CAGR E



50 Years Younger UPI* Competing Major Fintech Giant



Source: ^KPMG. Data as on CY 21, *NPCI, data for Sep-23. # Ericsson Mobility report as on Nov-23, @Frost & Sullivan, MOFSL Research, as on Oct-23. This is the latest data available

Introducing

Kotak Technology Fund

An open ended equity scheme investing in Technology & technology related Sectors

NFO Opens On: 12th February, 2024 | Closes On: 26th February, 2024

Kotak Technology Fund

Bottom-Up Approach

Identify Companies With BMV Approach From A Selected Sector

Stock Selection

Selection Of Companies Showing Growth At Reasonable Price

No Cap On Market Cap

Flexibility To Buy Across All Market Cap Segments

Participation In Growth Potential

Investment In The Potential Growth Story Of Technology Sector

Investment Universe

Suitable Top Ideas To Be Selected By In-house Research



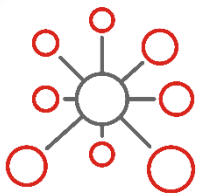
Technology Tailwinds

- Multiple **new technologies** like digital, cloud and Gen AI are **disrupting businesses**
- **Enterprise Technology adoption / upgrade cycle** could boost long-term growth
- **Consumers' Tech adoption** continues to be another key growth lever for tech firms



Macro recovery

- Rate hikes caused tech export uncertainty, however now **we are at the cusp of a macro recovery** as central banks pivot to rate cuts.
- **Pent up demand for technology** should potentially drive a strong recovery in growth and profitability.



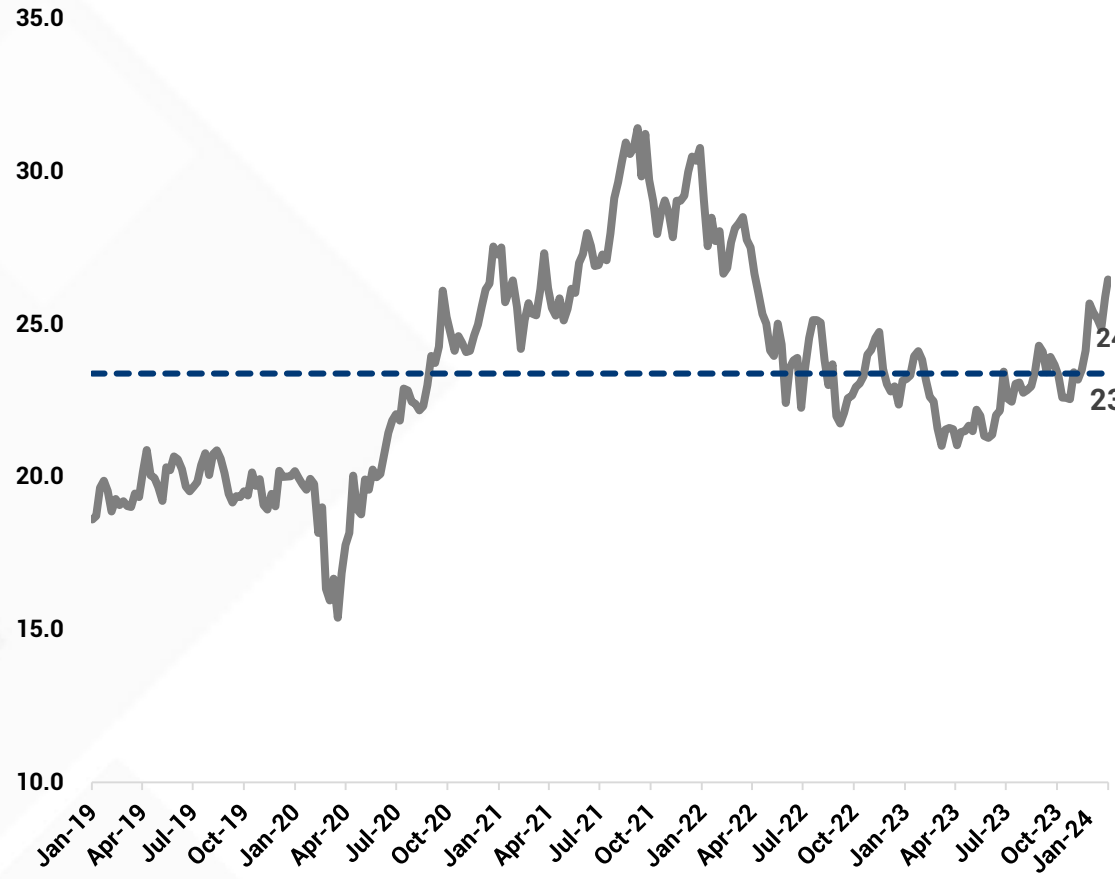
Reasonable valuations

- **Sector's divergence v/s historical valuations** is largely in-line with the broader market
- Adjusted for the high growth in the post Covid era, **PE multiples are potentially attractive** in many cases

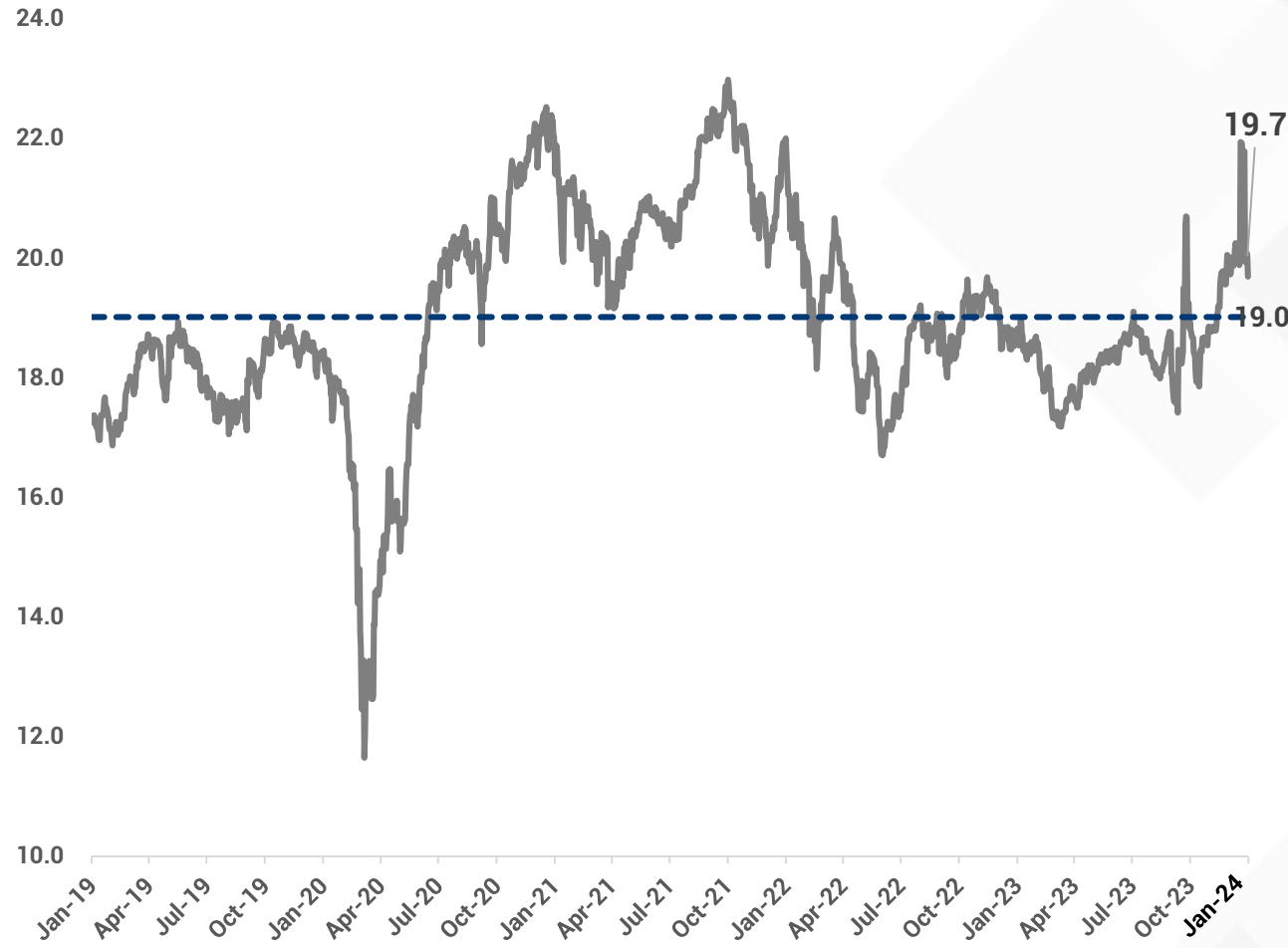
Valuation Premia are Broadly In Sync With The Market



Marketcap Weighted Avg. PE Of Large Caps



Nifty 50 PE



Source: Bloomberg, Data as on 18th Jan'24, The above data is the average of the TOP 5 Largecap IT companies.

Tech Indices Have Performed Better Over Long Term

International Indices

Period	Nasdaq 100	S&P 500
1 yr	54%	24%
3 yr	9%	8%
5 yr	22%	14%
10 yr	17%	10%
15 yr	16%	8%
20 yr	13%	8%

CAGR Returns as on 31st Dec'23. Source: Bloomberg

Domestic Indices

Period	S&P BSE Teck TRI	Nifty IT TRI	Nifty 50 TRI
1 yr	21%	26%	21%
3 yr	15%	16%	17%
5 yr	20%	22%	16%
10 yr	14%	16%	15%
15 yr	17%	23%	16%
20 yr	-	16%	14%

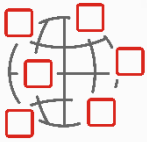
CAGR Returns as on 31st Dec'23. Source: ICRA MFI Explorer

Broad Investment Universe



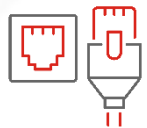
IT services

Includes IT management, software, consulting, outsourcing companies



Internet technology enabled services

Includes consumer tech, Fintech, e-retail/e-commerce technology platforms, IoT



IT products

Includes hardware computers, electronic technology and electronic components



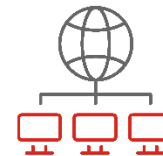
Telecommunications

Includes networking, wireless, and wireline services, equipment and support;



Media and information services

Includes the distribution of information and content providers



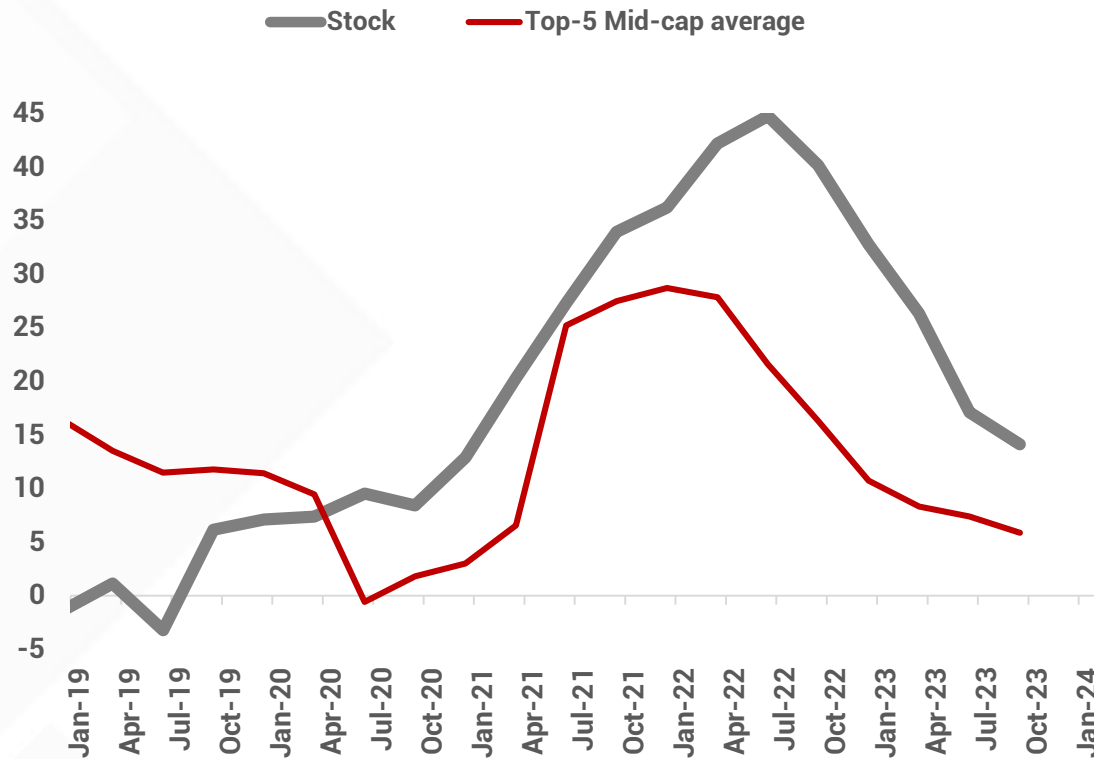
Others

AI. Electronic Manufacturing Services (EMS) & IT Infrastructure

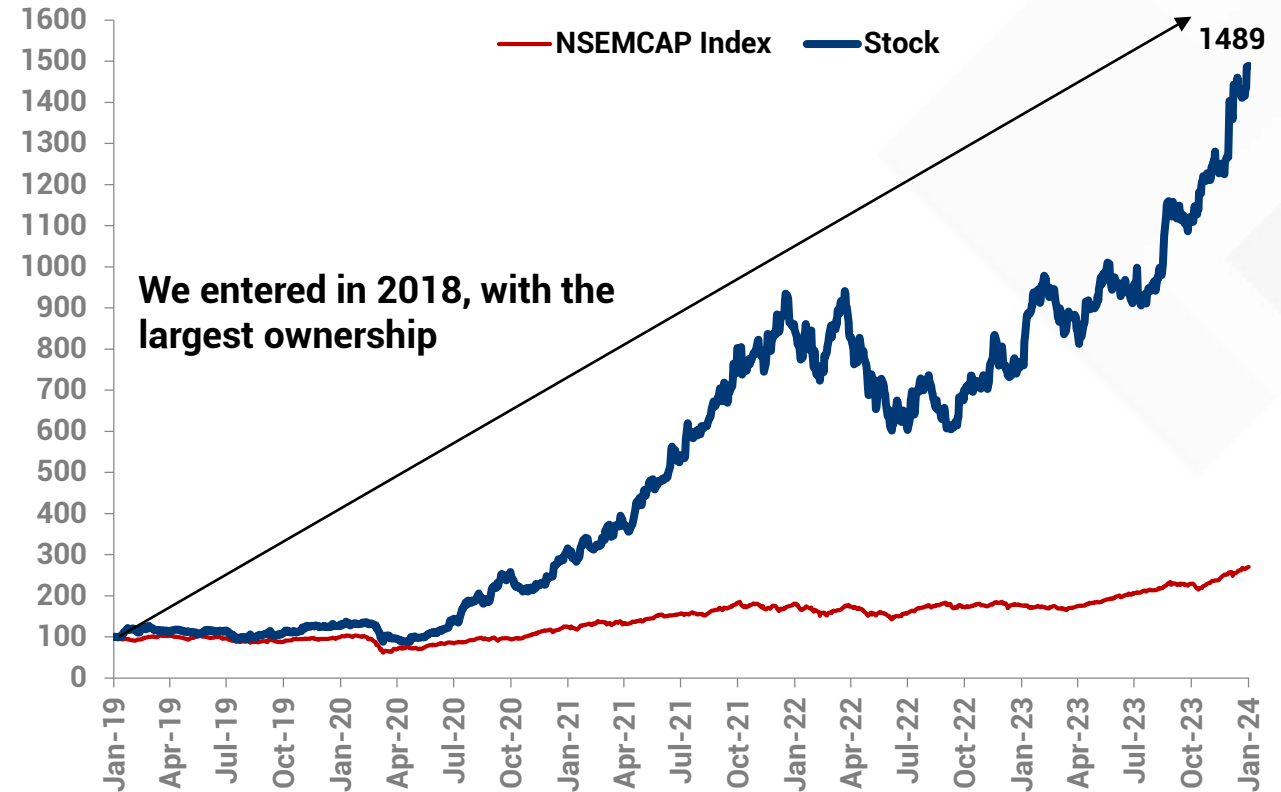
Good Track Record In Bottom Up Stock Picking

We were the early ones to identify Persistent Systems Ltd.

Sharp turn around and outperformance in revenue growth (YoY, USD, %)



Growth Seen In The Price



Data above has been rebased to 100. Source: NSE Indices, Data as on 15th Jan'2024. The company mentioned above is forming part of the benchmark Index S&P BSE Teck TRI. Past performance may or may not be sustained in future. The sector(s)/stock(s)/issuer(s) mentioned in this document do not constitute any research report/recommendation of the same and the scheme(s)/ Fund may or may not have any future position in these sector(s)/stock(s)/issuer(s). Use of the company names does not imply any affiliation with or endorsement by them. The scheme does not assure or predict any specific returns or future returns. Stock selection will be at the discretion of the Fund Manager

While Kotak Global Innovation Fund Of Fund has not done up to our expectations...

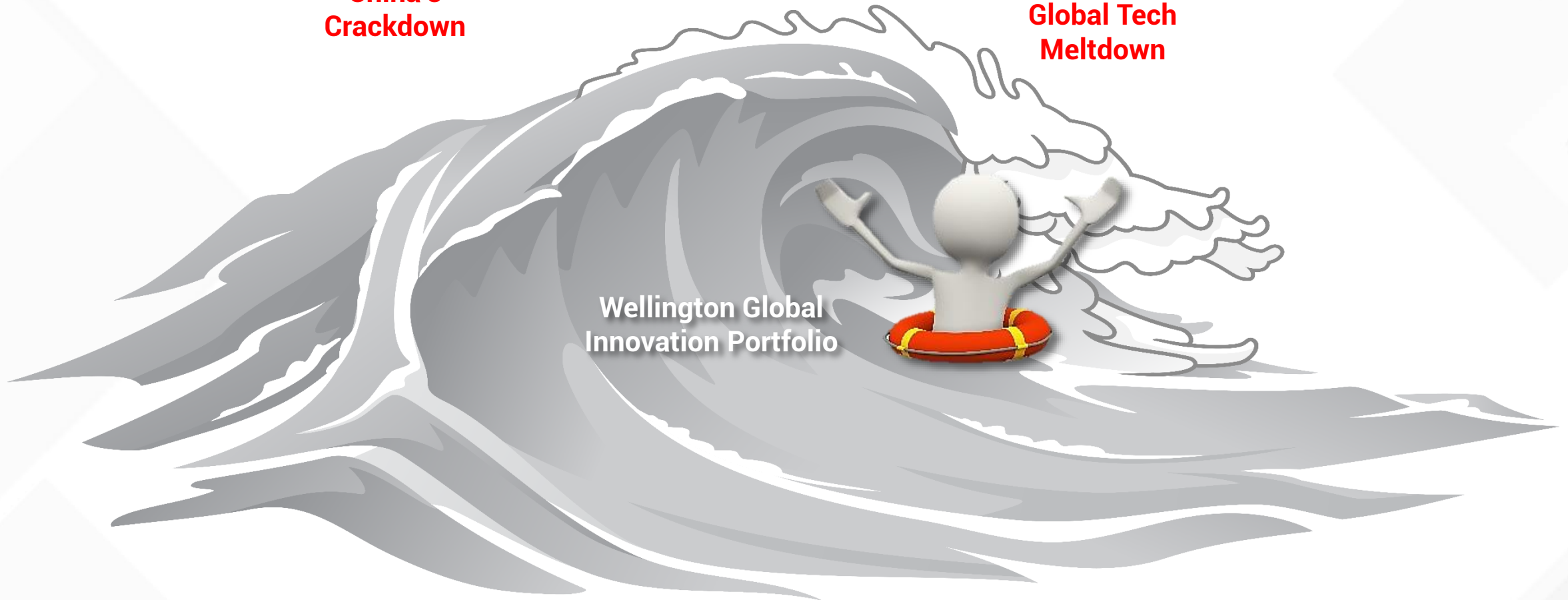
“Time Of Launch Didn't Go In Our Favour”

**China's
Crackdown**

**Interest
Rate Hike**

**Global Tech
Meltdown**

**Wellington Global
Innovation Portfolio**



NFO Salient Features

Feature Description	Feature Description															
Name Of The Scheme	Kotak Technology Fund															
Type of Scheme	An open ended equity scheme investing in Technology & technology related sectors															
Category	Sectoral															
Investment Objective	The investment objective of the scheme is to generate long-term capital appreciation from a portfolio that is invested predominantly in equity and equity related securities of Technology & technology related sectors. However, there is no assurance that the objective of the scheme will be achieved.															
Benchmark Index	S&P BSE Teck Index (Total Return Index)															
Asset Allocation#	<table border="1"> <thead> <tr> <th>Investments</th> <th>Indicative Allocation</th> <th>Risk Profile</th> </tr> </thead> <tbody> <tr> <td>Equity and Equity Related Securities of technology & technology related sectors</td> <td>80%-100%</td> <td>Very High</td> </tr> <tr> <td>Equity and Equity Related Securities Other than technology & technology related sectors^*</td> <td>0%-20%</td> <td>Very High</td> </tr> <tr> <td>Debt and Money Market Securities*</td> <td>0%-20%</td> <td>Low to Moderate</td> </tr> <tr> <td>Units of REITs & InvITs</td> <td>0%-10%</td> <td>Very High</td> </tr> </tbody> </table>	Investments	Indicative Allocation	Risk Profile	Equity and Equity Related Securities of technology & technology related sectors	80%-100%	Very High	Equity and Equity Related Securities Other than technology & technology related sectors^*	0%-20%	Very High	Debt and Money Market Securities*	0%-20%	Low to Moderate	Units of REITs & InvITs	0%-10%	Very High
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Equity and Equity Related Securities of technology & technology related sectors	80%-100%	Very High														
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Debt and Money Market Securities*	0%-20%	Low to Moderate														
Units of REITs & InvITs	0%-10%	Very High														
Fund Manager	Ms. Shibani Sircar Kurian															
Exit Load	For redemption / switch out within 30 days from the date of allotment: 1% If units are redeemed or switched out on or after 30 days from the date of allotment: NIL Any exit load charged (net off Goods and Services tax, if any) shall be credited back to the Scheme. Units issued on reinvestment of IDCWs shall not be subject to entry and exit load															
Minimum Purchase Amount	Initial Purchase (Non- SIP) - Rs. 100/- and any amount thereafter Additional Purchase (Non- SIP) - Rs. 100/- and any amount thereafter SIP Purchase - Rs. 100/- and any amount thereafter															

*The Scheme may invest upto 20% of the net assets in overseas securities including units issued by overseas Mutual Funds/ETFs or Unit Trusts registered with overseas regulator as may be permissible and described in para 12.19 of SEBI Master circular no SEBI/HO/IMD/IMD-PoD-1/P/CIR/2023/74 dated May 19, 2023, as may be amended from time to time, within the overall applicable limits. For Detailed Information, For detailed asset allocation and scheme information, please refer the scheme information document (SID)




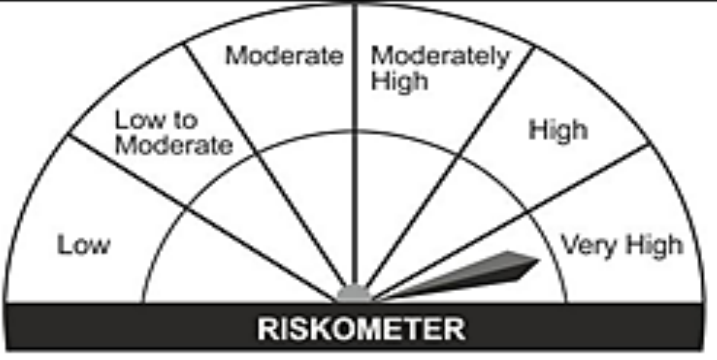
Ms. Shibani Kurian - Fund Manager & Head- Equity Research

Business Experience:

- 20+ years Industry Experience in Indian Equity Markets
- With Kotak Mahindra AMC for more than 15 years

Kotak Technology Fund

An open ended equity scheme investing in Technology & technology related Sectors

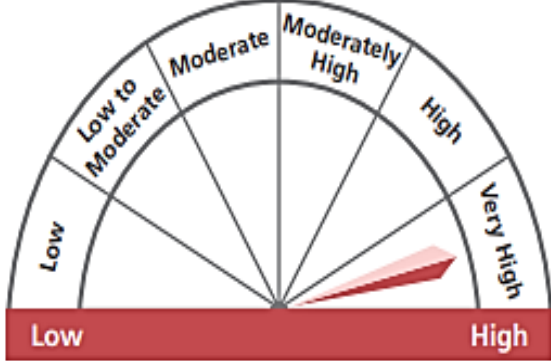
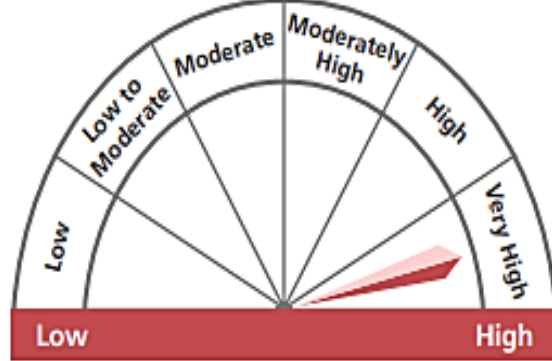
<p>This product is suitable for investors who are seeking*</p> <ul style="list-style-type: none"> • Long term capital growth • Investment in portfolio of predominantly equity & equity related securities of Technology & Technology related sectors 	<p style="text-align: center;">Scheme Risk-o-meter</p>  <p style="text-align: center;">RISKOMETER</p> <p style="text-align: center;">Investors understand that their principal will be at Very High Risk</p>	<p style="text-align: center;">Benchmark (S&P BSE Teck Index (TRI)) Risk-o-meter</p>  <p style="text-align: center;">RISKOMETER</p> <p style="text-align: center;">Investors understand that their principal will be at Very High Risk</p>
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- Investors should consult their financial advisers if in doubt about whether the product is suitable for them.

(The product labelling assigned during the New Fund Offer is based on internal assessment of the Scheme Characteristics or model portfolio and the same may vary post NFO when actual investments are made)

KOTAK GLOBAL INNOVATION FUND OF FUND

An open ended fund of fund investing in units of Wellington Global Innovation Fund or any other similar overseas mutual fund schemes/ETFs

Product Label	Fund	Benchmark
<p>This product is suitable for investors who are seeking*:</p> <ul style="list-style-type: none"> • Long term capital growth • Investment in units of Wellington Global Innovation Fund or any other similar overseas mutual fund schemes/ETFs. <p>* Investors should consult their financial advisors if in doubt about whether the product is suitable for them.</p>	<p style="text-align: center;">Risk-o-meter</p>  <p style="text-align: center;">Low High</p> <p style="text-align: center;">Investors understand that their principal will be at very high risk</p>	<p style="text-align: center;">Risk-o-meter</p>  <p style="text-align: center;">Low High</p> <p style="text-align: center;">Investors understand that their principal will be at very high risk</p>

The above risk-o—meter is based on the scheme portfolio as on 31st December, 2023. An addendum may be issued or updated on the website for new riskometer.

The information contained in this (document) is extracted from different public sources/KMAMC internal research. All reasonable care has been taken to ensure that the information contained herein is not misleading or untrue at the time of publication. This is for the information of the person to whom it is provided without any liability whatsoever on the part of Kotak Mahindra Asset Management Co Ltd or any associated companies or any employee thereof. Investors should consult their financial advisors if in doubt about whether the product is suitable for them before investing.

The document includes statements/opinions which contain words or phrases such as "will", "believe", "expect" and similar expressions or variations of such expressions, that are forward looking statements. Actual results may differ materially from those suggested by the forward looking statements due to risk or uncertainties associated with the statements mentioned with respect to but not limited to exposure to market risks, general and exposure to market risks, general economic and political conditions in India and other countries globally, which have an impact on the services and/or investments, the monetary and interest policies of India, inflation, deflation, unanticipated turbulence in interest rates, foreign exchange rates, equity prices or other rates or prices etc.

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Past performance may or may not be sustained in future. For more details visit www.kotakmf.com. For detailed portfolio and related disclosures for the scheme(s) please refer our website <https://www.kotakmf.com/Information/forms-and-downloads>. The portfolio and its composition is subject to change and the same position may or may not be sustained in future. The fund manager may make the changes, as per different market conditions and in the best interest of the investors. To view the latest complete performance details of the Scheme(s) kindly refer to the factsheet on our website <https://www.kotakmf.com/Information/forms-and-downloads>.

Investors may consult their financial expert before making any investment decision.

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

