

## Monthly Manager Views

# FSSA Indian Subcontinent Fund

As bottom-up investors, the FSSA team carry out well over 1,500 meetings each year to assess company managements' capabilities and the underlying strength of the franchises they run. **These Monthly Manager Views are based on the team's discussions with company management and the in-depth analysis that follows.**

### Resilience, inflation and earnings growth

*"We have raised prices by 8% across our products in the first five months of the year. We expect to take another price hike in the coming months."* We had entered the meeting with a leading air-conditioner company in our portfolio worried about the risks to its growth and profitability, as the second wave of Covid-19 affected consumer demand and raw material costs rose sharply. But the company's CEO told us about the acceptance of increased prices by their channel partners and customers and strong demand before localised lockdowns were introduced in April. The company had reported a 24% growth in sales and more than doubling of its operating profit in the quarter ended March 2021, compared to the same period last year. He was optimistic about an improvement in their profitability despite a significant increase in raw material costs and was continuing their investments in expanding capacity.

We have closely followed earnings across our portfolio companies to assess how successfully they have emerged from the initial impact of the pandemic. We have been positively surprised. In the quarter ended December 2020, median revenues across our portfolio holdings grew by 14% and median profits by 18% over the same period last year. Growth accelerated in the most recent quarter, as median

### RISK FACTORS

This is a financial promotion for The FSSA India Strategy. This information is for professional clients only in the UK and Switzerland and elsewhere where lawful. Investing involves certain risks including:

- **The value of investments and any income from them may go down as well as up and are not guaranteed. Investors may get back significantly less than the original amount invested.**
- **Currency risk:** the Fund invests in assets which are denominated in other currencies; changes in exchange rates will affect the value of the Fund and could create losses. Currency control decisions made by governments could affect the value of the Fund's investments and could cause the Fund to defer or suspend redemptions of its shares.
- **Indian subcontinent risk:** although India has seen rapid economic and structural development, investing there may still involve increased risks of political and governmental intervention, potentially limitations on the allocation of the Fund's capital, and legal, regulatory, economic and other risks including greater liquidity risk, restrictions on investment or transfer of assets, failed/delayed settlement and difficulties valuing securities.
- **Single country / specific region risk:** investing in a single country or specific region may be riskier than investing in a number of different countries or regions. Investing in a larger number of countries or regions helps spread risk.
- **Smaller companies risk:** Investments in smaller companies may be riskier and more difficult to buy and sell than investments in larger companies.

For a full description of the terms of investment and the risks please see the Prospectus and Key Investor Information Document for each Fund.

**If you are in any doubt as to the suitability of our funds for your investment needs, please seek investment advice.**

revenues across the portfolio's holdings grew by 26% and profits by 39% over the same period last year (albeit this was on a lower base affected by the initial impact of Covid-19). Cash flows have been strong and the balance sheets of almost all our portfolio companies remain in net cash positions<sup>1</sup>.

We noted some key trends across our investment universe during this period.

- (1) *Accelerated market share gains by organized sector companies:* Smaller companies in the unorganised sector with limited capital availability and weak information technology (IT) systems struggled to cope with the extended national lockdown last year. This allowed industry leaders to gain significant market share across sectors. Metropolis Healthcare, a leader in the highly fragmented diagnostics industry witnessed 41% growth in its revenues and an almost tripling of its profit in the most recent quarter. Consumers are shifting rapidly from small local laboratories to those of established brands like Metropolis with higher quality standards and accreditations.
- (2) *Price hikes to pass on the impact of rising inflation in raw material and labour costs:* In industries ranging from electrical products to IT services, customers have accepted significant price increases. KEI Industries, a manufacturer of electrical wires and cables, raised prices of its wires used in household applications by 35% over the last six months. The CEO of Mphasis, a fast-growing IT services company, told us that unlike previous years in which they witnessed consistent pricing pressure from their large corporate clients, most customers have been willing to discuss price hikes due to wage inflation.
- (3) *Investments in capacity expansion:* There hasn't been much corporate capital expenditure (capex) during the last decade in India. Recently, sharply rising commodity prices has led to large capex announcements by several commodity producers. Thermax, the largest manufacturer of boilers used across heavy industries indicated a significant improvement in customer enquiries across sectors such as oil & gas, steel and cement after years of weak industrial demand.

Their performance in recent quarters shows that companies across our investment universe have emerged from the pandemic stronger than they were before. Corporate India's resilience was severely tested over the previous decade, as it dealt with a long-drawn downturn. The material price hikes taken by companies indicates a return of confidence which we have not seen for a long time. In our view, it signals strong underlying demand as well as significant gains in market share by these resilient businesses.

One of the key reasons for weak corporate earnings growth in nominal terms in recent years was low inflation. It seems like this is changing and our companies are exercising their pricing power. It is difficult to predict their performance over the next few quarters, as most businesses have been affected by the explosive second wave of Covid-19. Rural demand which had remained strong last year is also likely to be weak in the coming months. Despite this, our conviction in the businesses that we own has become stronger during this period. Their recent performance gives us confidence that as our companies emerge from the pandemic, they will deliver exceptionally strong earnings growth in the years ahead.

<sup>1</sup> Source: Bloomberg, FSSA Investment Managers, as at 31 May 2021

## People before profit

As the deadly second wave of Covid-19 has ravaged India, we have witnessed relentless efforts by high quality companies to ensure the safety of their employees and local communities. Companies such as Infosys, Tata Consultancy Services (TCS), HDFC Bank and Hindustan Unilever are among the largest private employers in India. They have partnered with thousands of hospitals across the country to provide free vaccinations for their employees. The campuses of many IT services companies have been turned into vaccination centers. HDFC Bank has partnered with hotels across India to provide isolation facilities for affected staff, with online platforms to provide e-consultations with doctors. Bosch, a leading auto component company, has created Covid-care facilities for the broader community at its campus. In many other countries, such measures are the responsibility of governments. As usual, it has been the socially responsible private companies that are leading the efforts to battle Covid-19 in India.

## Performance Commentary

The fund's performance in May was strong. The key contributors to performance were **Godrej Consumer Products, ICICI Bank and Colgate Palmolive India**. Each of these is among the top five holdings of the fund.

**Godrej Consumer Products** announced the appointment of Mr Sudhir Sitapati as Group CEO. Mr. Sitapati has led several businesses at Unilever across India, Europe, South East Asia and Africa. His experience is likely to help Godrej Consumer Products accelerate the growth potential across its businesses.

**ICICI Bank** continues to benefit after its strong performance in the most recent quarter. Its competitive position is likely to continue strengthening as large state-owned banks and smaller non-bank finance companies struggle with weak balance sheets and poor asset quality.

**Colgate Palmolive India** reported strong quarterly performance. Its sales grew by 20% and profit after tax by 54% compared to the same period last year. Its management has increased the focus on the fast-growing modern trade and e-commerce distribution channels. Its strong pricing power and increasing share of premium products can also drive improvement its profitability over the medium term.

The key detractors were **Blue Star Limited** and **Strides Pharma Science**.

The decline in the share price of **Blue Star** was related to concerns about the impact of the second wave of the Covid-19 pandemic on customer demand. Our discussions with its management have strengthened our conviction in its medium-term prospects. They have launched a new range of more affordable air conditioners which should help the company continue gaining market share. Its management is also focused on driving cost efficiencies to improve its profitability.

**Strides Pharma Science's** recent performance was affected by a weak flu season in its key US market. However, the company has a strong pipeline of new products which should help it gain further scale in its core markets. Its investments to build its product portfolio in emerging markets with low penetration should also help to strengthen its growth prospects over the coming periods. It is a toehold position in the portfolio.

## FSSA Indian Subcontinent Fund May 2021

| Lead portfolio manager        | Approx. no. of stocks | Benchmark            | Maximum cash | Minimum market cap |
|-------------------------------|-----------------------|----------------------|--------------|--------------------|
| Vinay Agarwal                 | 30 – 50               | MSCI India Net Index | 10%          | All Cap            |
| Minimum initial investment    | US\$1,000             | Initial charge       |              | 5.0%               |
| Minimum subsequent Investment | US\$500               | Management fee       |              | 1.75% p.a.         |
| Share class                   | Class I (USD- Acc)*   | NAV/share            |              | US\$122.08         |
| Inception date                | 23 August 1999        | ISIN code            |              | IE0008369930       |

Source: First Sentier Investors as at 31 May 2021. The Fund is a sub fund of Ireland domiciled First Sentier Investors Global Umbrella Fund Plc.

### Cumulative Performance (% in USD) to 31 May 2021

|                        | Since Inception | 5yrs | 3yrs | 1yr  | 3mths |
|------------------------|-----------------|------|------|------|-------|
| Fund                   | 1,179.4         | 65.6 | 18.0 | 59.0 | 7.7   |
| Benchmark <sup>Δ</sup> | 736.0           | 78.7 | 39.6 | 68.2 | 10.1  |

### Calendar Year Performance (% in USD) to 31 May 2021

|                        | 2016 | 2017 | 2018 | 2019 | 2020 |
|------------------------|------|------|------|------|------|
| Fund                   | 1.6  | 40.0 | -7.9 | 3.6  | 8.8  |
| Benchmark <sup>Δ</sup> | -1.4 | 38.8 | -7.3 | 7.6  | 15.6 |

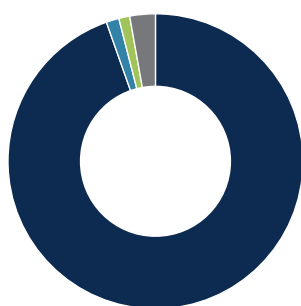
### Annual Performance (% in USD) to 31 May 2021

|                        | 12mths to 31/05/17 | 12mths to 31/05/18 | 12mths to 31/05/19 | 12mths to 31/05/20 | 12mths to 31/05/21 |
|------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| Fund                   | 22.1               | 14.9               | -2.8               | -23.6              | 59.0               |
| Benchmark <sup>Δ</sup> | 20.0               | 6.7                | 7.2                | -22.5              | 68.2               |

These figures refer to the past. Past performance is not a reliable indicator of future results. For investors based in countries with currencies other than USD, the return may increase or decrease as a result of currency fluctuations.

Source for fund - Lipper IM / First Sentier Investors (UK) Funds Limited. Performance data is calculated on a net basis by deducting fees incurred at fund level (e.g. the management fee and other fund expenses), save that it does not take account of initial charges or switching fees (if any). Income reinvested is included on a net of tax basis. Source for benchmark - MSCI, income reinvested net of tax. Since inception performance figures have been calculated from 23 August 1999.

### Asset Allocation (%)\*



### Ten Largest Company Holdings

| Security Name                     | %   |
|-----------------------------------|-----|
| ICICI Bank                        | 9.9 |
| HDFC Bank                         | 6.1 |
| Godrej Consumer Products Limited  | 5.6 |
| Infosys Limited                   | 5.2 |
| Colgate-Palmolive (India) Limited | 4.8 |
| Mahindra Forgings Ltd             | 3.9 |
| Godrej Industries Limited         | 3.8 |
| Dabur India Limited               | 3.7 |
| Bharti Airtel Limited             | 3.4 |
| Heidelbergcement India Ltd        | 3.0 |

Source: Company data, FSSA Investment Managers as of 31 May 2021 or otherwise noted.

### Important Information

The Fund is a sub fund of Ireland domiciled First Sentier Investors Global Umbrella Fund Plc. \* Class I (USD-Acc) is the non-dividend distributing class of the fund. The performance quoted are based on USD total return (non-dividend distributing) of the respective class.

<sup>A</sup> MSCI India Net Index. Gross of tax benchmark performance is shown before 1 July 2016 and net of tax benchmark performance is shown after the aforementioned date. The Fund may hold multiple equity securities in the same company, which have been combined to provide the Fund's total position in that company. Index weights, if any, typically include only the main domestic-listed security. The above Fund weightings may or may not include reference to multiple securities. On 22 September 2020, First State Indian Subcontinent Fund was rebranded as FSSA Indian Subcontinent Fund.

<sup>†</sup> Allocation percentage is rounded to the nearest one decimal place and the total allocation percentage may not add up to 100%.

This document has been prepared for informational purposes only and is only intended to provide a summary of the subject matter covered and does not purport to be comprehensive. The views expressed are the views of the writer at the time of issue and may change over time. It does not constitute investment advice and/or a recommendation and should not be used as the basis of any investment decision. This document is not an offer document and does not constitute an offer or invitation or investment recommendation to distribute or purchase securities, shares, units or other interests or to enter into an investment agreement. No person should rely on the content and/or act on the basis of any material contained in this document.

This document is confidential and must not be copied, reproduced, circulated or transmitted, in whole or in part, and in any form or by any means without our prior written consent. The information contained within this document has been obtained from sources that we believe to be reliable and accurate at the time of issue but no representation or warranty, express or implied, is made as to the fairness, accuracy, or completeness of the information. We do not accept any liability whatsoever for any loss arising directly or indirectly from any use of this information.

References to "we" or "us" are references to First Sentier Investors.

In the UK, issued by First Sentier Investors (UK) Funds Limited which is authorised and regulated by the Financial Conduct Authority (registration number 143359). Registered office Finsbury Circus House, 15 Finsbury Circus, London, EC2M 7EB number 2294743. Outside the UK and the EEA, issued by First Sentier Investors International IM Limited which is authorised and regulated in the UK by the Financial Conduct Authority (registered number 122512). Registered office: 23 St. Andrew Square, Edinburgh, EH2 1BB number SCO79063.

Certain funds referred to in this document are identified as sub-funds of First Sentier Investors ICVC, an open ended investment company registered in England and Wales ("OEIC"). Following the UK departure from the European Union, the OEIC has ceased to qualify as a UCITS scheme and is instead an Alternative Investment Fund ("AIF") for European Union purposes under the terms of the Alternative Investment Fund Managers Directive (2011/61/EU). Accordingly, no marketing activities relating to the OEIC are being carried-out by First Sentier Investors in the European Union (or the additional EEA states) and the OEIC is not available for distribution in those jurisdictions. This document does not constitute an offer or invitation or investment recommendation to distribute or purchase shares in the OEIC in the European Union (or the additional EEA states). Further information is contained in the Prospectus and Key Investor Information Documents of the OEIC which are available free of charge by writing to: Client Services, First Sentier Investors (UK) Funds Limited, PO Box 404, Darlington, DL1 9UZ or by telephoning 0800 587 4141 between 9am and 5pm Monday to Friday or by visiting [www.firstsentierinvestors.com](http://www.firstsentierinvestors.com). Telephone calls may be recorded. The distribution or purchase of shares in the funds, or entering into an investment agreement with First Sentier Investors may be restricted in certain jurisdictions.

Representative and Paying Agent in Switzerland: The representative and paying agent in Switzerland is BNP Paribas Securities Services, Paris, succursale de Zurich, Selnaustrasse 16, 8002 Zurich, Switzerland. Place where the relevant documentation may be obtained: The prospectus, key investor information documents (KIIDs), the instrument of incorporation as well as the annual and semi-annual reports may be obtained free of charge from the representative in Switzerland.

First Sentier Investors entities referred to in this document are part of First Sentier Investors a member of MUFG, a global financial group. First Sentier Investors includes a number of entities in different jurisdictions. MUFG and its subsidiaries do not guarantee the performance of any investment or entity referred to in this document or the repayment of capital. Any investments referred to are not deposits or other liabilities of MUFG or its subsidiaries, and are subject to investment risk including loss of income and capital invested.

Copyright © (2021) First Sentier Investors  
All rights reserved.