

YOU EXPERIENCE IT EVERY DAY.  
**NOW INVEST IN IT.**



PRESENTING

**BARODA BNP PARIBAS SERVICES FUND**

(An open-ended equity scheme investing in Services theme)

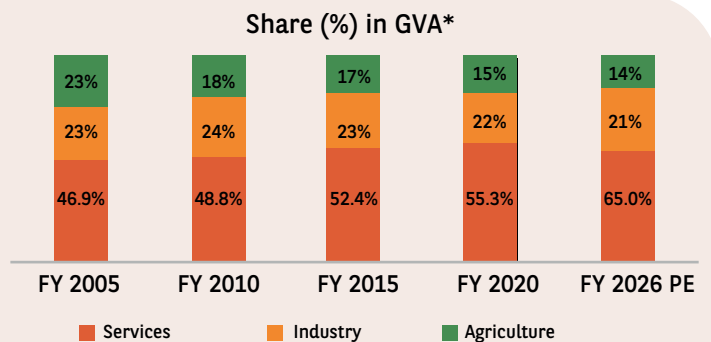
**NFO PERIOD:**  
**14<sup>th</sup> – 28<sup>th</sup> JULY 2026**

**The Engine of Growth:  
 India's Vibrant Services Sector**

India's Services sector has evolved into the backbone of the economy, steadily increasing its contribution to national output and driving structural transformation. The contribution of service sector to the Indian economy has grown as the economy advances and develops. Both companies and individuals, produce and consume services constantly and power large parts of the economy. Service sectors like IT Services, Banks, Financial Services, Healthcare, E-commerce etc. are some of the largest employers in the country.

In India, contribution of the services to GVA\* has grown over last two decades

**46.9%** → **65%**  
 FY 2005                      FY 2026 PE



Source: RBI - Data as on June 8, 2026. \*GVA - Gross Value Added, Data for 2025-26 are Provisional Estimates.


**Megatrends propelling the Services Theme**

- Growing domestic consumption
- Premiumisation & lifestyle evolution
- Rapid digitization
- Under penetration in segments
- Urbanisation tailwinds

# Presenting Baroda BNP Paribas Services Fund


A scheme investing in companies which derive majority of their income from businesses operating in the Services theme.

## Investment Approach:




**Services Theme**

Will invest at least 80% of its net assets in companies which derive majority of their income from businesses operating in the Services theme.




**Diversified Exposure**

Will aim to offer diversified exposure from traditional, established businesses such as banks and retail to scaling, newer age businesses like fintech and e-commerce.



**Bottom-up Stock Selection**

Actively managed Scheme, with a bottom-up stock selection approach.



**Invests across market cap**

A thematic scheme with no market cap limit or preference.

## Who can Invest?#



Investors looking for diversified equity exposure across sectors within the Services Theme.



Investors with a long-term investment horizon.



Investors seeking to capitalise on India's structural growth story.

#Please consult your financial advisor before investing. Please refer to the SID for further details of the investment strategy and asset allocation. Past performance may or may not be sustained in future and should not be used as a basis of comparison with other investments.

Scheme Name	Baroda BNP Paribas Services Fund
Type of the Scheme	An open-ended equity scheme investing in Services theme.
Category	Thematic Fund – Services Theme
Investment Objective	The investment objective of the Scheme is to achieve long term capital appreciation by actively managed investments in equity and equity related securities of companies engaged in the Services theme. The Scheme does not guarantee/indicate any returns. However, there can be no assurance that the investment objective of the Scheme will be realized.
Benchmark	Nifty Services Sector TRI
Fund Manager	Mr. Rohan Korde and Mr. Kirtan Mehta
Load Structure	Exit Load: <ul style="list-style-type: none"> <li>For redemption/switch out of units above 10% within 1 year from the date of allotment: 1.00% of applicable NAV.</li> <li>For Redemption/ switch out of units upto 10% of the units allotted within 1 year from date of allotment – NIL</li> <li>For redemption/switch out of units after 1 year from the date of allotment: Nil</li> </ul> <p>The above load shall also be applicable for switches between the schemes of the Fund and all Systematic Investment Plans, Systematic Transfer Plans, Systematic Withdrawal Plans</p>
Minimum Amount for Application during the NFO & Ongoing Offer	Lumpsum investment: Rs. 1,000 and in multiples of Rs. 1 thereafter.
SIP Details: Minimum Application Amount	(i) Daily, Weekly, Monthly SIP: ₹500/- and in multiples of ₹1/- thereafter; (ii) Quarterly SIP: ₹1500/- and in multiples of ₹1/- thereafter.

\*Please refer to the Scheme Information Document of the scheme before investing for details including investment objective, asset allocation pattern, investment strategy, risk factors and taxation.

Contact your Mutual Fund Distributor or Financial Advisor

Visit: [www.barodabnpparibasmf.in](http://www.barodabnpparibasmf.in)

Call us on: 1800 2670 189 (Toll free)

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**Baroda BNP Paribas Services Fund**  
(An open-ended equity scheme investing in Services theme)

This product is suitable for investors who are seeking\*:

- ▶ Long term wealth creation
- ▶ Investment predominantly in equity and equity related securities of companies engaged in the Services theme

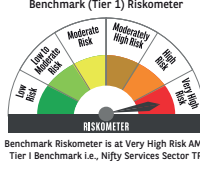
\*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.

Scheme Riskometer\*\*



Investors understand that their principal will be at Very High risk.

Benchmark (Tier 1) Riskometer



Benchmark Riskometer is at Very High Risk AMFI Tier 1 Benchmark i.e., Nifty Services Sector TRI

\*\*The riskometer assigned is based on internal assessment of the scheme characteristics and the same may vary post NFO, when actual investments are made. Offer of Units of Rs. 10 each for cash during the New Fund Offer (NFO) and Continuous Offer for Units at NAV based prices

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