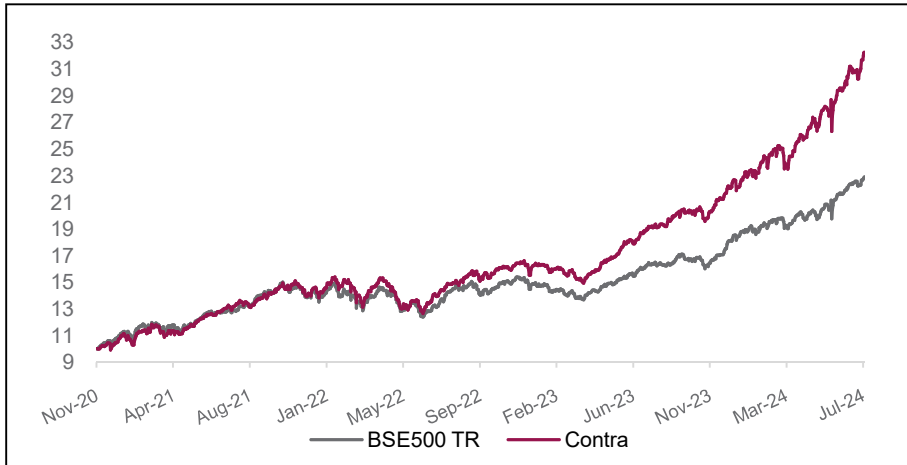


# Axis Pure Contra

31<sup>st</sup> July, 2024

**Investment Objective:** Axis Pure Contra investment strategy focuses on three primary investment styles – Value, Momentum-Alpha, and Special situations investing. Value, Alpha-Momentum form the core factors while Special Situation investing is employed as a satellite factor.

## Cumulative Performance: Returns



## Annual Performance (%)

Year	Contra	BSE500 TRI
2024 (YTD)	41.2%	21.6%
2023	39.5%	26.8%
2022	9.7%	4.8%
2021*	36.5%	31.0%

\*effective 01 Jan 2021

## Portfolio Performance

Particulars	1 month	3 months	6 months	1 year	2 years*	3 years*	Since inception**
<b>Contra</b>	8.10%	19.71%	35.60%	66.99%	47.36%	32.81%	35.96%
<b>BSE500 TRI</b>	4.44%	12.74%	19.57%	38.94%	27.70%	21.08%	25.39%

(\*CAGR Returns) (\* Net of all charges) (\*\*Since 27th Nov, 2020)

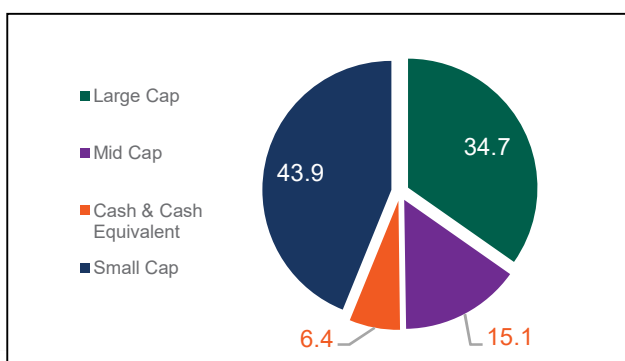
## Risk Assessment

	Contra	BSE500 TR
Sharpe Ratio	1.78	1.26
Volatility	16.3%	14.6%
Portfolio Beta	1.01	1
Max Drawdown	-17.9%	-17.6%
Information Ratio	1.51	
Average Turnover Ratio	0.55	

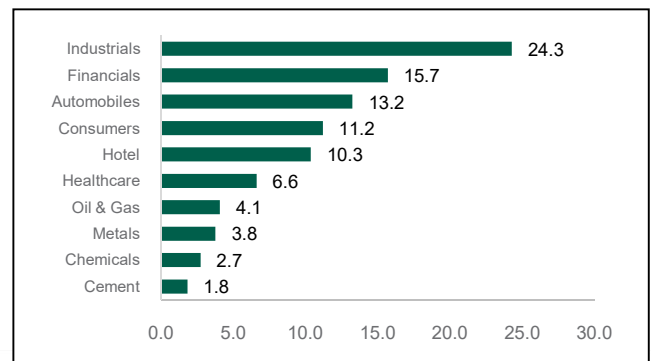
## Key Portfolio Ratios

	Contra	BSE500 TR
PE	20.22	27.93
PB	4.29	4.33
ROE	21.22%	15.39%
Dividend Yield	1.41%	1.07%

## Market Capitalization



## Sector Allocation



## MANAGED ACCOUNTS

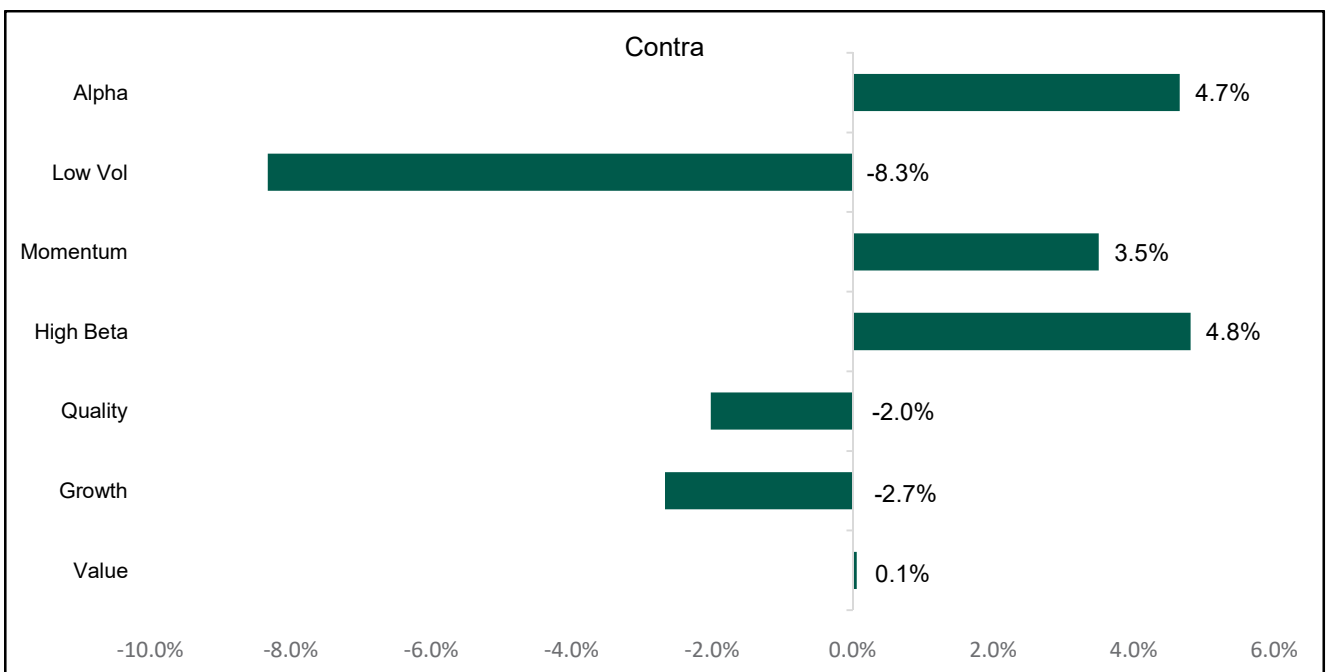
## Top 10 Holdings

Scrip Name	Market Cap (Cr)	Weight
INDUS TOWERS LTD	1,12,379	7.3%
THOMAS COOK (INDIA) LTD	9,742	5.9%
MAHINDRA & MAHINDRA	3,33,633	5.2%
TVS HOLDINGS LTD	27,247	4.5%
INDIAN HOTELS CO LTD	87,427	4.4%
KIRLOSKAR BROTHERS LTD	15,800	4.3%
HINDUSTAN PETROLEUM	82,804	4.1%
ITC LTD	6,18,579	4.0%
KDDL LTD	4,363	3.9%
VEDANTA LTD	1,65,136	3.8%

## Portfolio Characteristics

	Contra
Number of constituents	28
Mcap Largest (Cr)	8,19,886
Mcap Smallest (Cr)	4,363
Mcap Average (Cr)	1,43,020
Mcap Median (Cr)	55,026

## Factor Box



The Factor Box provides relative factor exposure vis-à-vis a given benchmark. For instance, if the Growth factor exposure in a portfolio is 23% and the Growth factor exposure of the Benchmark is 20%, it indicates that your portfolio is "Overweight" on Growth with respect to the benchmark. A positive Value in the above Factor represents that the given portfolio is Overweight in the factor with respect to the benchmark. Similarly, a negative value would represent that the given portfolio is underweight in the factor with respect to the benchmark.

## Disclaimer

The information provided herein is only for the consumption of the intendand recipient/client and such material should not be redistributed. Any information contained in this material shall not be constituted as an advice, an offer to initiate stock purchase or sell or as an invitation or solicitation to do for security of any entity. Further Axis Securities Limited and its employees/directors shall not be liable for any loss, damage, liability whatsoever for any direct or indirect loss arising from the use of this information. Past performance is no guarantee of future results. Investments in the securities market are subject to market risks. Read all the related documents carefully before investing. Axis Securities Limited, SEBI Single Reg. No.- NSE, BSE, MSEI, NCDEX, MCX INZ000161633, ARN No. 64610, SEBI-Research Analyst Reg. No. INH 000000297, SEBI Portfolio Manager Reg. No.- INP000000654, SEBI Depository Participant Reg. No. IN-DP-403-2019, SEBI Investment Advisor Reg No. INA000000615. Main/Dealing off.- Aarum Q Parc, Q2 Building, Unit No. 1001, 10th Floor, Level – 6, Plot No. 4/1 TTC, Thane - Belapur Road, Ghansoli, Navi Mumbai, Pin Code – 400710. Reg. off.- Axis Securities Ltd , Unit 002, Building - A,Agastya Corporate Park, Piramal Realty, Kamani Junction, Kurla West, Mumbai - 400 070. Compliance Officer – Mr. Jatin Sanghani, Email – compliance.officer@axisdirect.in, Tel No. – 022-68555574.

Disclosure Document (DD)- Please visit <https://simplehai.axisdirect.in/> go to support and then select downloads & Search for PMS Disclosure Document.

The Returns are calculated using Time Weighted Rate of Return (TWRR) at an aggregate strategy level. The performance related information provided herein is not verified by SEBI. Also, this performance is not certified by SEBI for the accuracy or adequacy of the same. Returns & Portfolio of client may vary as compared to Investment Approach aggregate level returns due to various factors for example entry/execution of portfolio or investment, additional investment, client approvals(if applicable), client specific requirement, any withdrawals, expenses charged, dividend income or due to other reasons. Past performance may or may not be sustained in future and should not be used as a basis for comparison with other investments. Returns and peers comparison can be tracked from Association of Portfolio Managers in India (APMI) – Please visit <https://www.apmiindia.org/apmi/welcome.htm>. In case of any queries related to the report, kindly reach out to your respective relationship managers for more details.