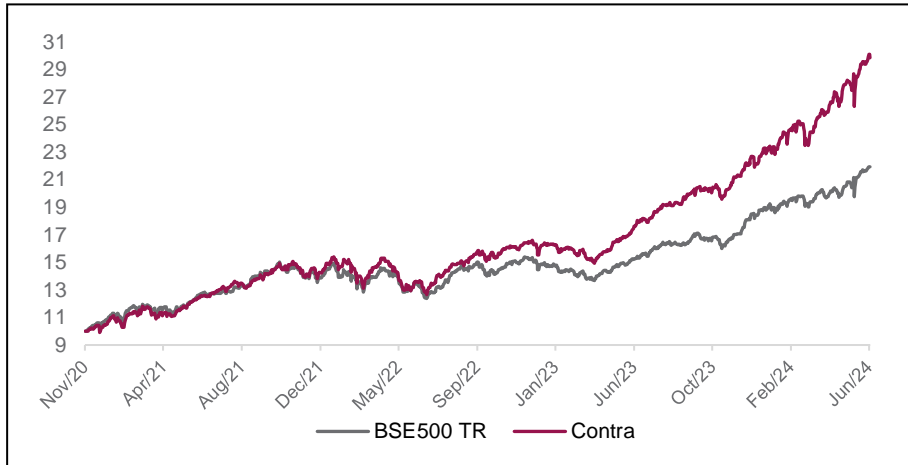


Axis Pure Contra

30th Jun2024

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 TR
2024 (YTD)	30.6%	16.4%
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**
Contra	7.83%	20.27%	31.59%	63.70%	48.12%	31.44%	34.01%
BSE500 TR	7.05%	11.66%	16.68%	38.28%	30.91%	19.94%	24.54%

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

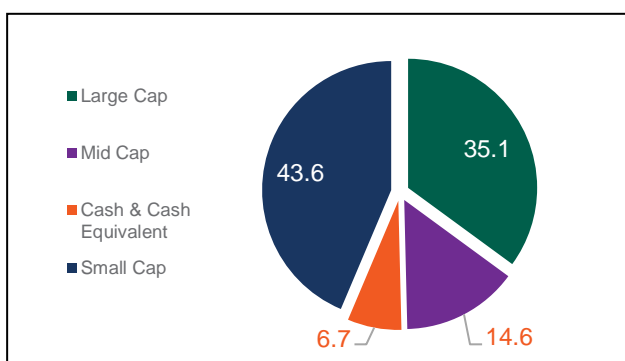
Risk Assessment

	Contra	BSE500 TR
Sharpe Ratio	1.65	1.19
Volatility	16.3%	14.7%
Portfolio Beta	1.00	1
Max Drawdown	-17.9%	-17.6%
Information Ratio	1.37	
Average Turnover Ratio	0.58	

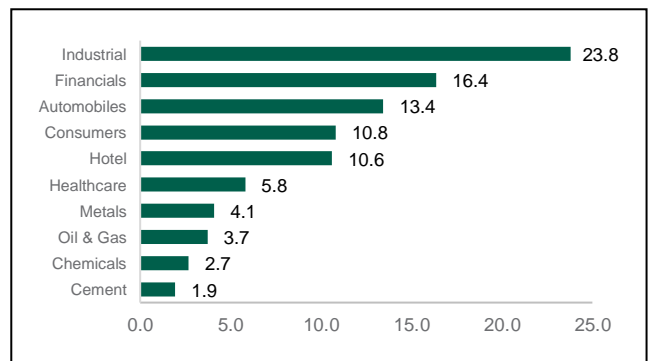
Key Portfolio Ratios

	Contra	BSE500 TR
PE	20.46	28.10
PB	4.09	4.38
ROE	19.97%	15.62%
Dividend Yield	1.36%	1.01%

Market Capitalization



Sector Allocation



MANAGED ACCOUNTS

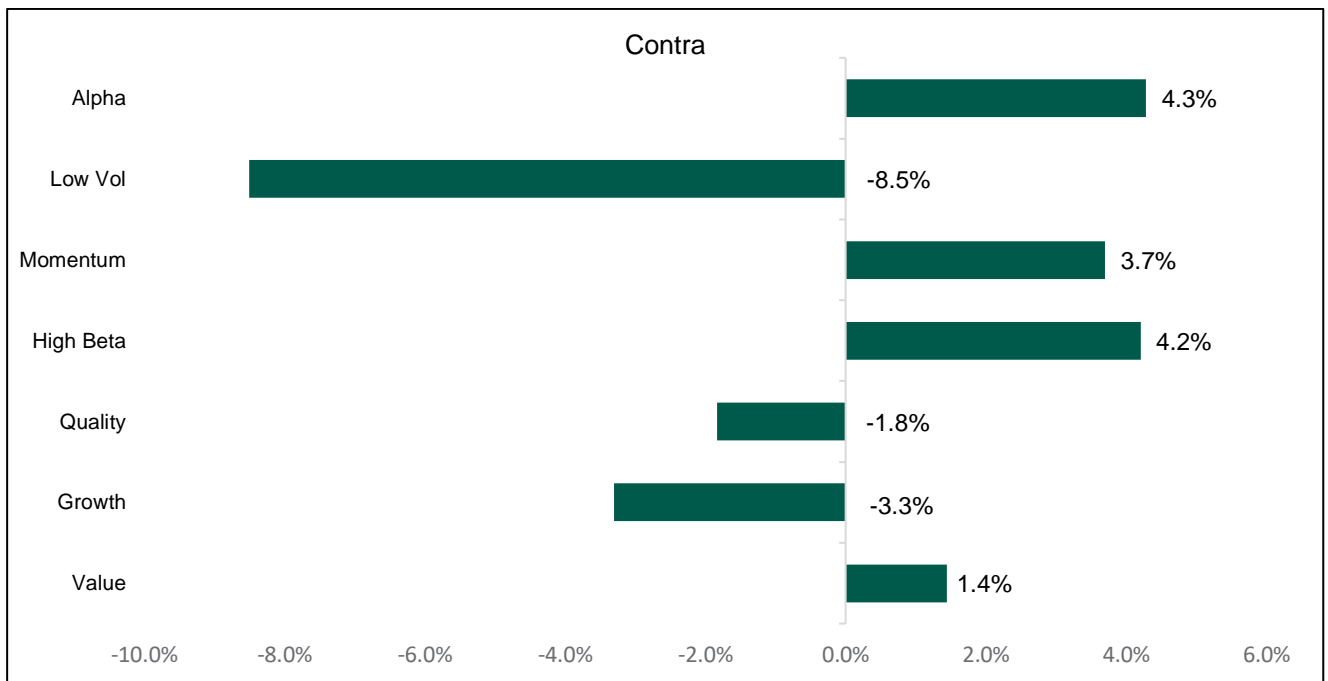
Top 10 Holdings

Scrip Name	Market Cap (Cr)	Weight
INDUS TOWERS LTD	1,06,625	6.8%
THOMAS COOK (INDIA) LTD	12,108	5.9%
MAHINDRA & MAHINDRA	3,58,211	5.5%
INDIAN HOTELS CO LTD	87,470	4.7%
TVS HOLDINGS LTD	28,496	4.6%
VEDANTA LTD	1,76,139	4.1%
KIRLOSKAR BROTHERS LTD	20,671	4.1%
KDDL LTD	4,151	3.9%
CIE AUTOMOTIVE INDIA	23,223	3.8%
ITC LTD	5,41,400	3.7%

Portfolio Characteristics

	Contra
Number of constituents	28
Mcap Largest (Cr)	8,67,843
Mcap Smallest (Cr)	4,151
Mcap Average (Cr)	1,42,598
Mcap Median (Cr)	49,618

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.

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

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