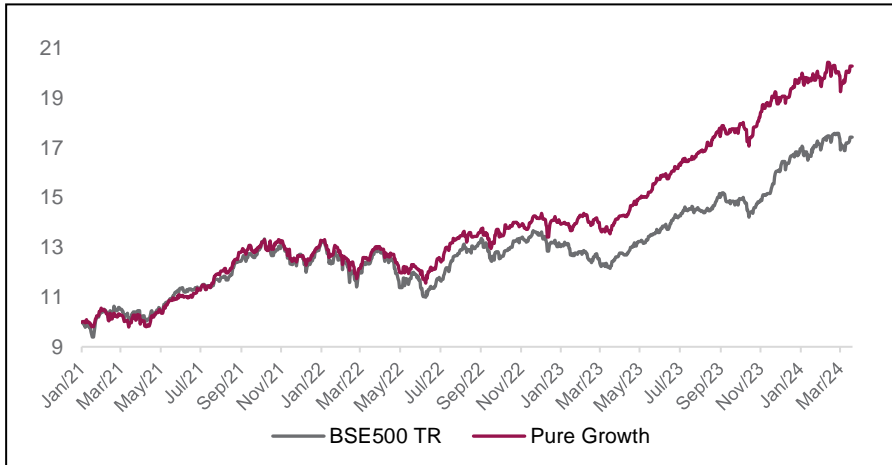


Axis Pure Growth

31st March 2024

Investment Objective: Axis Pure Growth strategy focuses on parameters comprising sustainable earnings growth, quality, and low volatility. The core investment styles are growth and quality investing while low volatility and alpha investing are other key styles employed depending on the macroeconomic regime.

Cumulative Performance: Returns



Annual Performance (%)

Year	Growth	BSE500 TR
2024 (YTD)	3.6%	4.3%
2023	35.9%	26.8%
2022	8.7%	4.8%
2021*	25.5%	25.8%

*effective 13 Jan 2021

Portfolio Performance

Particulars	1 month	3 months	6 months	1 year	2 years*	3 years*	Since inception**
Growth	1.32%	4.04%	12.98%	43.47%	23.72%	23.98%	22.52%
BSE500 TR	0.86%	4.49%	17.40%	40.16%	17.84%	19.30%	18.82%

(*CAGR Returns) (* Net of all charges) (**Since 13th Jan. 2021)

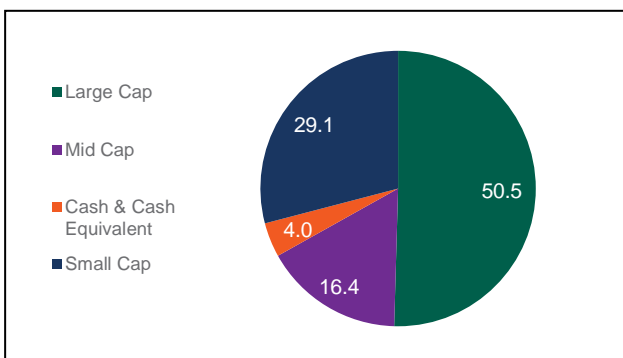
Risk Assessment

	Growth	BSE500 TR
Sharpe Ratio	1.18	0.83
Volatility	13.0%	14.3%
Portfolio Beta	0.78	1
Max Drawdown	-13.2%	-17.6%
Information Ratio	0.48	
Average Turnover Ratio	0.53	

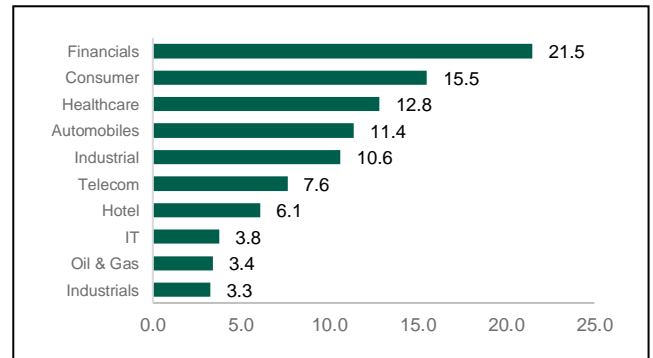
Key Portfolio Ratios

	Growth	BSE500 TR
PE	36.88	26.49
PB	4.92	4.04
ROE	13.34%	14.91%
Dividend Yield	0.63%	1.10%

Market Capitalization



Sector Allocation



MANAGED ACCOUNTS

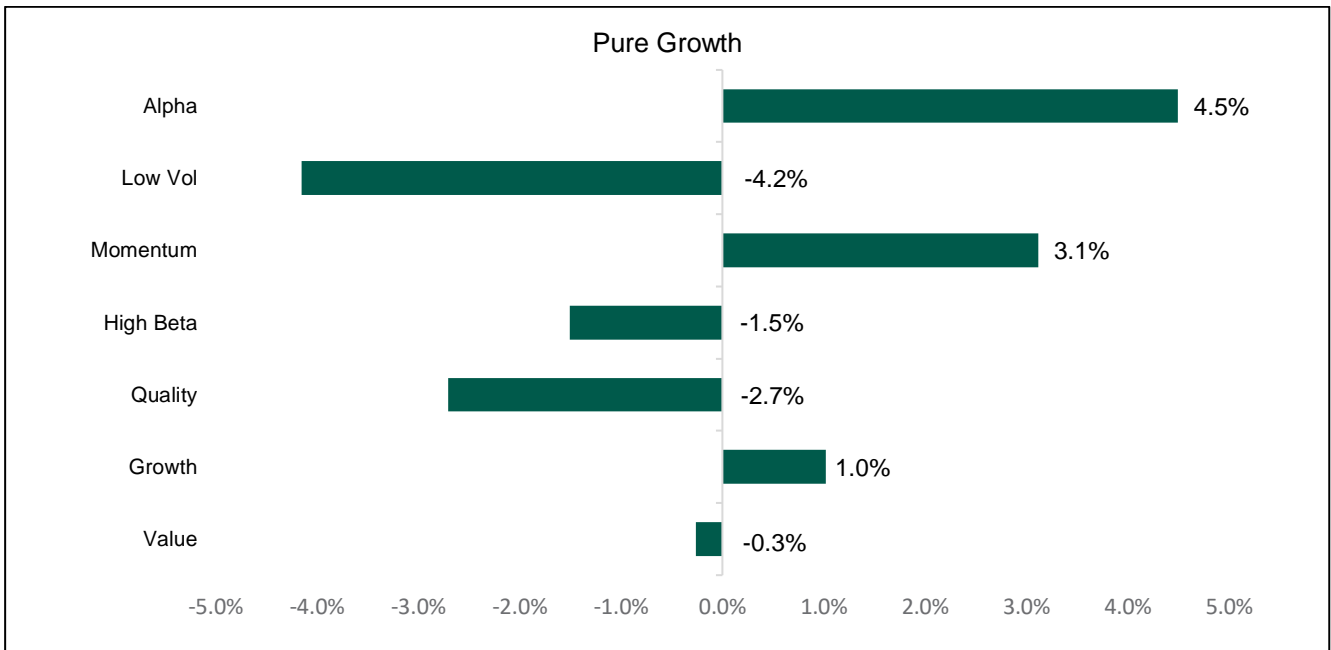
Top 10 Holdings

Scrip Name	Market Cap (Cr)	Weight
Sun Pharmaceutical	3,83,812	7.8%
Bharti Airtel Ltd	7,12,810	7.6%
Varun Beverages Ltd	1,88,425	6.7%
Jio Financial Services	2,34,595	6.7%
ICICI Bank Ltd	7,63,455	6.4%
Indian Hotels Co Ltd	86,132	6.1%
Maruti Suzuki India	4,04,482	6.1%
Gillette India Ltd	21,479	4.9%
CIE Automotive India	18,217	4.3%
Ajanta Pharma Ltd	26,889	4.0%

Portfolio Characteristics

	Growth
Number of constituents	24
Mcap Largest (Cr)	11,74,938
Mcap Smallest (Cr)	3,218
Mcap Average (Cr)	1,91,770
Mcap Median (Cr)	37,046

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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