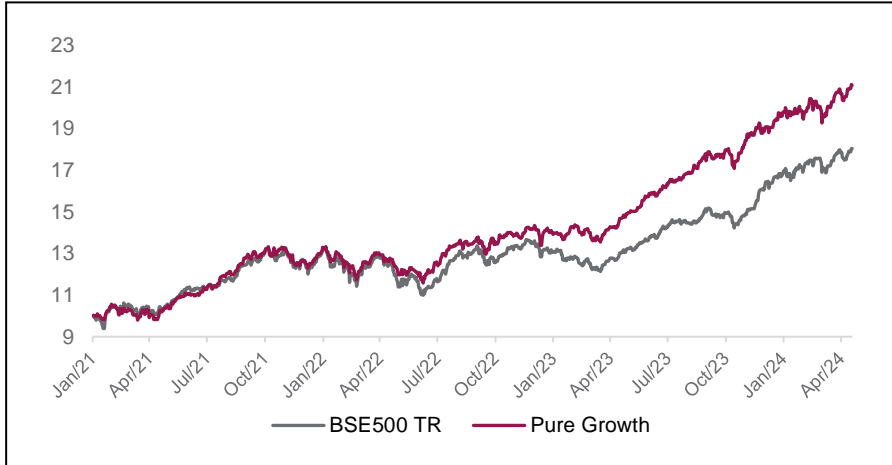


Axis Pure Growth

30th Apr 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)	7.1%	7.9%
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	3.35%	4.86%	19.38%	40.81%	26.51%	25.14%	23.12%
BSE500 TR	3.44%	6.05%	25.01%	38.63%	20.19%	20.46%	19.53%

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

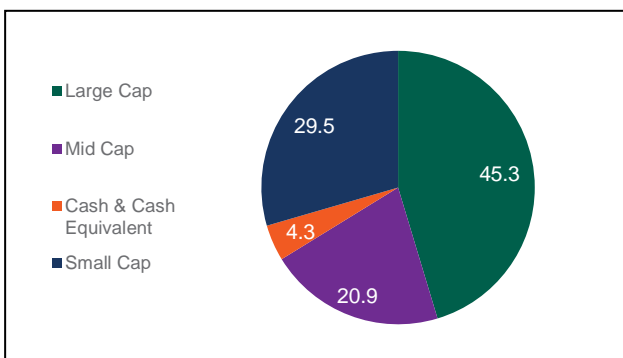
Risk Assessment

	Growth	BSE500TR
Sharpe Ratio	1.23	0.87
Volatility	13.0%	14.2%
Portfolio Beta	0.78	1
Max Drawdown	-13.2%	-17.6%
Information Ratio	0.47	
Average Turnover Ratio	0.55	

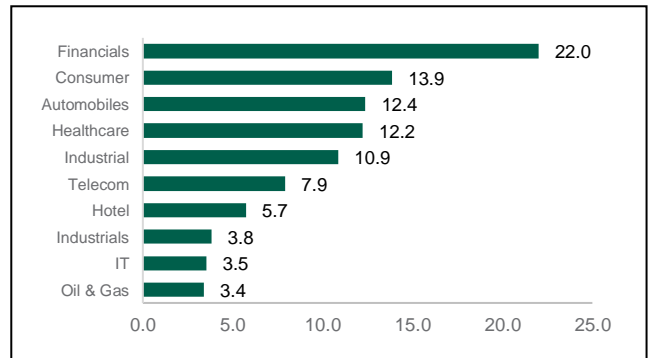
Key Portfolio Ratios

	Growth	BSE500TR
PE	32.55	26.28
PB	4.53	4.06
ROE	13.91%	15.28%
Dividend Yield	0.61%	1.12%

Market Capitalization



Sector Allocation



MANAGED ACCOUNTS

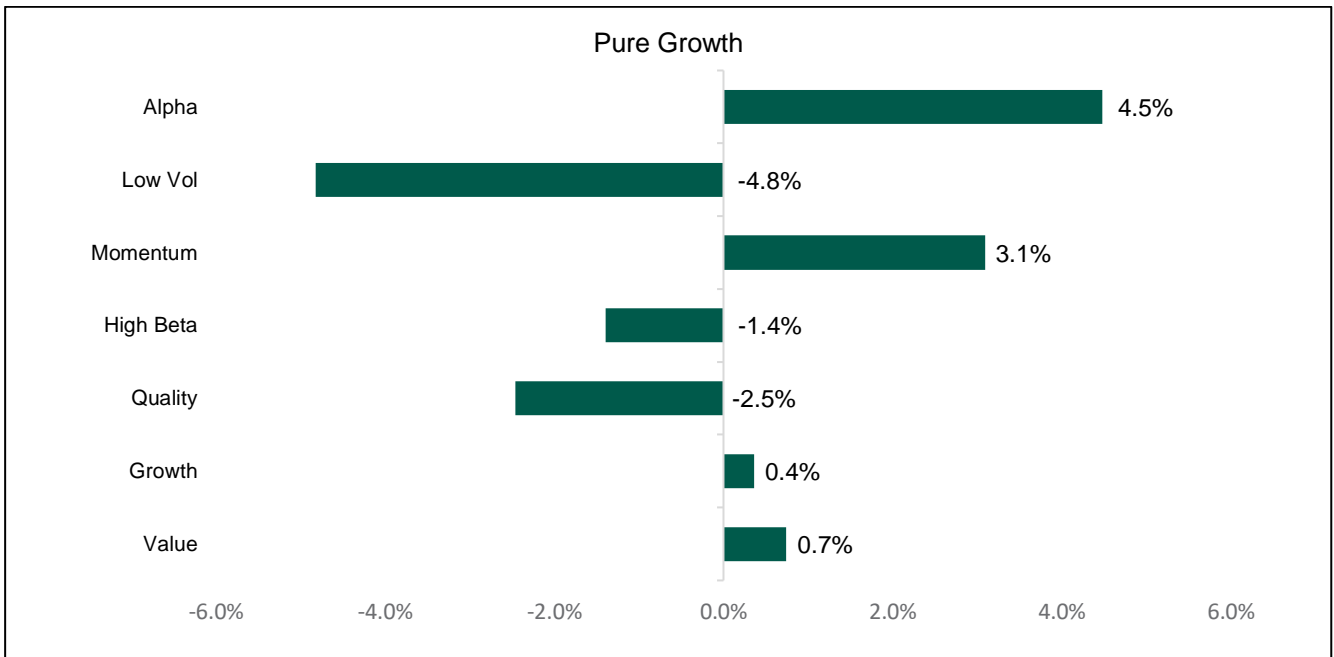
Top 10 Holdings

Scrip Name	Market Cap (Cr)	Weight
Bharti Airtel Ltd	7,57,309	7.9%
Jio Financial Services Ltd	2,28,814	6.9%
ICICI Bank Ltd	7,95,131	6.5%
Maruti Suzuki India	3,86,934	5.9%
Indian Hotels Co Ltd	81,890	5.7%
Varun Beverages Ltd	1,92,903	5.2%
Gillette India Ltd	22,095	4.8%
CIE Automotive India	18,483	4.5%
RBL Bank Ltd	15,160	4.0%
KDDL Ltd	3,211	3.9%

Portfolio Characteristics

	Growth
Number of constituents	25
Mcap Largest (Cr)	11,49,363
Mcap Smallest (Cr)	3,211
Mcap Average (Cr)	1,87,259
Mcap Median (Cr)	47,364

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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