

Because every choice should be the right one

AXIS FOCUSED 25 FUND

An open-ended equity scheme investing in maximum 25 stocks investing in large cap, mid cap and small cap companies

The RESPONSIBLE Mutual Fund

AXIS MUTUAL FUND

October 2018

About the Fund

Focuses on up to 25 best ideas with high conviction while remaining diversified

Nurtures companies over their business cycle without being affected by short term market volatility

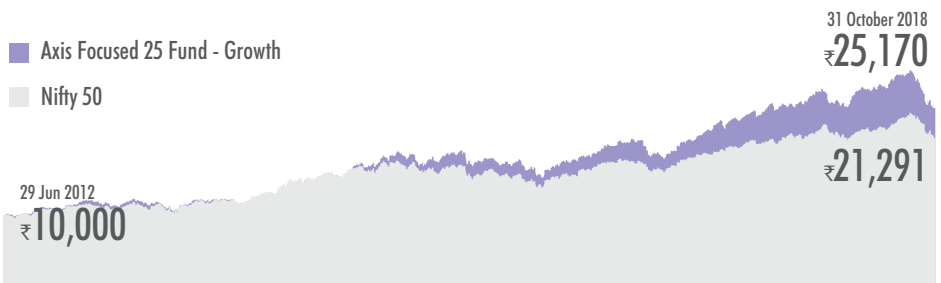
Active high conviction investing strategy

Pure bottom-up, **best-ideas** approach with high active allocation relative to the benchmark



Risk management embedded in the investment process

Performance (NAV Movement)



	1 Year		3 Years		5 Years		Since Inception	
	CAGR (%)	Current Value of Investment of ₹ 10,000/-	CAGR (%)	Current Value of Investment of ₹ 10,000/-	CAGR (%)	Current Value of Investment of ₹ 10,000/-	CAGR (%)	Current Value of Investment of ₹ 10,000/-
Axis Focused 25 Fund - Growth	0.64%	10,064	12.85%	14,383	15.65%	20,699	15.67%	25,170
Nifty 50 (Benchmark)	1.91%	10,191	10.22%	13,396	11.89%	17,546	12.65%	21,291
S&P BSE 200 (Additional Benchmark)	-0.98%	9,902	10.67%	13,560	13.76%	19,058	13.80%	22,704

Past performance may or may not be sustained in future. Calculations are based on Growth Option NAV. Since inception (29 June 2012) returns is calculated on ₹ 10 invested at inception. Different plans have different expense structure. Plan of the scheme for which performance is given is indicated above. Jinesh Gopani is managing the scheme since 7th June 2016 and he manages 5 schemes of Axis Mutual Fund. The performance of the scheme is benchmarked to the Total Return variant of the Benchmark Index (TRI) in terms of SEBI circular dated Jan. 4, 2018. Returns greater than 1 year are Compounded Annual Growth Rates (CAGR).

Risk Parameters

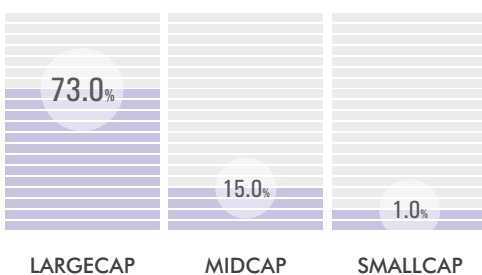
Standard Deviation	Beta
13.4%	0.94
Tracking Error	Information Ratio
6.5%	0.40

Based on 3 years data

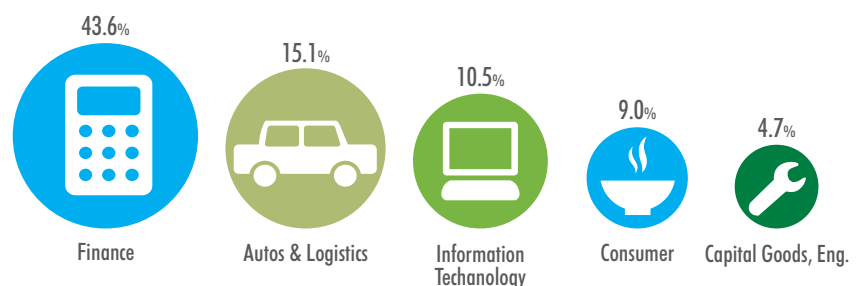
Top 10 stocks



Current market cap split (% NAV)



Top 5 Sectors



Current Portfolio Allocation is based on the prevailing market conditions and is subject to changes depending on the fund manager's view of the equity markets.

Investing facts

Minimum Application

Lumpsum
₹ 5000
& multiples of ₹ 1

SIP
₹ 1000
& multiples of ₹ 1

SIP - Systematic Investment Plan



Fund Manager

Jinesh Gopani

Over 14 years of experience in financial markets.
He has been managing this fund since 7th June 2016.

Options

Growth &
Dividend

Inception Date

Jun 29
2012

Entry Load

N.A.

Exit Load

If redeemed / switched-out within 12 months from the date of allotment, • For 10% of investments: Nil • For remaining investments: 1%. If redeemed / switched - out after 12 months from the date of allotment: NIL.

Dividend History

Option	Record Date	Dividend (₹ Per unit)		NAV per unit (Cum Dividend)	NAV per unit (Ex Dividend)
		Individuals/ HUF	Others		
Dividend	March 08, 2018	2.00	2.00	19.47	17.47
	February 28, 2017	1.30	1.30	17.14	15.84
	March 10, 2016	1.00	1.00	14.56	13.56
	February 26, 2015	1.75	1.75	17.90	16.15

Please note that after the payment of dividend, the NAV falls to the extent of dividend, distribution tax and cess wherever applicable.
Past performance may or may not be sustained in future. Face Value of units is ₹ 10.

Returns of schemes managed by Jinesh Gopani (Total schemes managed 5 schemes) (as on October 31, 2018)

	Date of Inception	1 Year		3 Years [@]		5 Years ^{@@}		Since Inception	
		CAGR (%)	Current Value of Investment of ₹ 10,000/-	CAGR (%)	Current Value of Investment of ₹ 10,000/-	CAGR (%)	Current Value of Investment of ₹ 10,000/-	CAGR (%)	Current Value of Investment of ₹ 10,000/-
Axis Long Term Equity Fund - Growth ^	29-Dec-09	0.53%	10,053	9.01%	12,959	19.94%	24,834	17.00%	40,083
S&P BSE 200 (Benchmark)		-0.98%	9,902	10.67%	13,560	13.76%	19,058	9.96%	23,149
Nifty 50 (Additional Benchmark)		1.91%	10,191	10.22%	13,396	11.89%	17,546	9.51%	22,323
Axis Long Term Equity Fund - Direct Plan - Growth ^	01-Jan-13	1.56%	10,156	10.19%	13,386	21.35%	26,333	19.83%	28,732
S&P BSE 200 (Benchmark)		-0.98%	9,902	10.67%	13,560	13.76%	19,058	12.33%	19,698
Nifty 50 (Additional Benchmark)		1.91%	10,191	10.22%	13,396	11.89%	17,546	11.42%	18,792
Axis Focused 25 Fund - Growth	29-Jun-12	0.64%	10,064	12.85%	14,383	15.65%	20,699	15.67%	25,170
Nifty 50 (Benchmark)		1.91%	10,191	10.22%	13,396	11.89%	17,546	12.65%	21,291
S&P BSE 200 (Additional Benchmark)		-0.98%	9,902	10.67%	13,560	13.76%	19,058	13.80%	22,704
Axis Focused 25 Fund - Direct Plan - Growth	01-Jan-13	1.77%	10,177	14.18%	14,898	17.04%	21,971	15.47%	23,139
Nifty 50 (Benchmark)		1.91%	10,191	10.22%	13,396	11.89%	17,546	11.42%	18,792
S&P BSE 200 (Additional Benchmark)		-0.98%	9,902	10.67%	13,560	13.76%	19,058	12.33%	19,698
Axis Emerging Opportunities Fund - Series 1 (1400 Days) - Growth	29-Dec-16	-2.93%	9,707	NA	NA	NA	NA	8.31%	11,580
S&P BSE MidCap (Benchmark)		-11.06%	8,894	NA	NA	NA	NA	13.07%	12,534
Nifty 50 (Additional Benchmark)		1.91%	10,191	NA	NA	NA	NA	16.08%	13,155
Axis Emerging Opportunities Fund - Series 1 (1400 Days) - Direct Plan - Growth	29-Dec-16	-1.41%	9,859	NA	NA	NA	NA	10.03%	11,920
S&P BSE MidCap (Benchmark)		-11.06%	8,894	NA	NA	NA	NA	13.07%	12,534
Nifty 50 (Additional Benchmark)		1.91%	10,191	NA	NA	NA	NA	16.08%	13,155

^ An open ended equity linked savings scheme with a 3 year lock-in.

@@The performance data for 5 years period has not been provided for scheme/plan not in existence for 5 years. @The performance data for 3 years period has not been provided for scheme/plan not in existence for 3 years.

The performance of the scheme is benchmarked to the Total Return variant of the Benchmark Index (TRI) in terms of SEBI circular dated Jan. 4, 2018. The above data excludes performance of all schemes which have not completed a year. Data as on 31st October 2018.

Past performance may or may not be sustained in future. Calculations are based on Growth Option NAV. Since inception returns are calculated on `10/- invested at inception. Different plans have different expense structure. Plan of the scheme for which performance is given is indicated above.

Jinesh Gopani is managing Axis Long Term Equity Fund since 1st April 2011, Axis Focused 25 Fund since 7th June 2016 and Axis Emerging Opportunities Series 1 and Series 2. He also manages Axis Growth Opportunities since inception

Market caps are defined as per SEBI regulations as below: a. Large Cap: 1st-100th company in terms of full market capitalization. b. Mid Cap: 101st-250th company in terms of full market capitalization. c. Small Cap: 251st company onwards in terms of full market capitalization.

Disclaimer: Sector(s) / Stock(s) / Issuer(s) mentioned above are for the purpose of disclosure of the portfolio of the Scheme(s) and should not be construed as recommendation. The fund manager(s) may or may not choose to hold the stock mentioned, from time to time. Investors are requested to consult their financial, tax and other advisors before taking any investment decision(s).

Statutory Details: Axis Mutual Fund has been established as a Trust under the Indian Trusts Act, 1882, sponsored by Axis Bank Ltd. (liability restricted to Rs 1 lakh). Trustee: Axis Mutual Fund Trustee Ltd. Investment Manager: Axis Asset Management Co. Ltd. (the AMC). Risk Factors: Axis Bank Ltd. is not liable or responsible for any loss or shortfall resulting from the operation of the scheme.

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

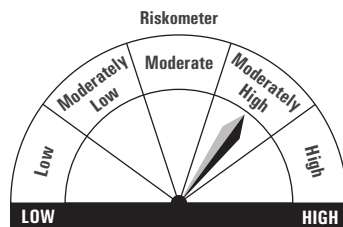
Axis Focused 25 Fund

(An open-ended equity scheme investing in maximum 25 stocks investing in large cap, mid cap and small cap companies)

This product is suitable for investors who are seeking*:

- Capital appreciation over long term.
- Investment in a concentrated portfolio of equity & equity related instruments of up to 25 companies.

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



Investors understand that their principal will be at moderately high risk

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