

AXIS FOCUSED 25 FUND

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

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.



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



Active high conviction investing strategy



Risk management embedded in the investment process



Concentrated focus on sustainable businesses

Why Axis Focused 25 Fund?

What do we look for

Target for companies that deliver ROE / ROCE's over the medium to long term on sustained basis

What do we avoid

Companies with bad corporate governance and weak financial matrices

Risk Management Focus

Aims for lower standard deviation and beta with tight tracking error as compared to the benchmark

Portfolio Focus

Compact portfolio with max 25 Companies
Diversified across market cap

Note: 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.

Current Portfolio Strategy

Designed for risk adjusted returns over market cycles

The fund manager looks at 3 broad buckets while constructing the portfolio.

Core Portfolio

- Allocation: 50-60%
- Steady compounders generating reasonable returns with low volatility
- Horizon: Medium term (3-5 years)

Alpha Portfolio

- Allocation: 20-25%
- Companies having cyclical tailwind
- Horizon: 18-24 months

Emerging Themes

- Allocation: 20-25%
- Generating break-out growth going forward
- Horizon: Long term 5+ years

Fund Manager Views

- The rally in Indian equities is in stark contrast to the rest of the world plagued by pessimism on account of inflation and recessionary fears. Markets have already digested several macro-economic negatives. Going forward, we believe, oil inflation and currency will be key metrics to decide the trend for the Indian economy. While we keep a caution eye out for short term headwinds, we are now optimistic of an improving market trajectory.
- Oil below 100\$ should help reduce inflationary pressures in the economy. This should bode well for economic growth and our portfolios are very well aligned to participate in growth stories of India.

Top 10 stocks












Bajaj Finance Limited	9.6%
Avenue Supermarts Limited	9.4%
Kotak Mahindra Bank Limited	7.4%
Pidilite Industries Limited	7.1%
Tata Consultancy Services Limited	6.8%
Divi's Laboratories Limited	6.3%
ICICI Bank Limited	5.6%
Info Edge (India) Limited	5.2%
Asian Paints Limited	5.2%
Housing Development Finance Corporation Limited	4.3%

Top 10 Sectors

Financial Services	30.9%
Consumer Services	15.2%
Chemicals	10.0%
Healthcare	9.6%
Information Technology	9.2%
Consumer Durables	6.9%
Automobile and Auto Components	6.4%
Oil, Gas & Consumable Fuels	3.9%
Construction Materials	2.8%
Power	1.8%

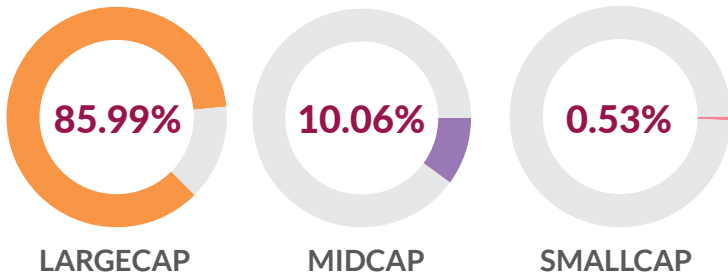
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Investing Facts

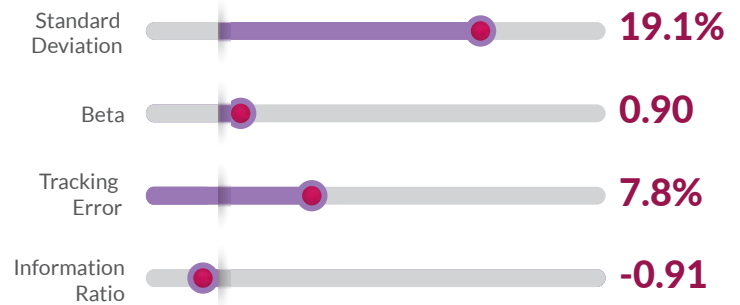
 <p>Category Focused Fund</p>	 <p>Inception Date 29th June 2012</p>	 <p>Benchmark Nifty 500 TRI</p>	 <p>Minimum Application SIP - Systematic Investment Plan Lumpsum ₹ 500 & multiples of ₹ 1 SIP ₹ 100 & multiples of ₹ 1</p>	 <p>Fund Manager</p>	 <p>Jinesh Gopani 21 years of experience in financial markets. He has been managing this fund since 7th June 2016.</p>
 <p>Options Growth & IDCW® <small>®IDCW means Income Distribution cum Capital Withdrawal.</small></p>	 <p>AUM ₹18087.20 cr.</p>	 <p>Entry Load Nil</p>	 <p>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.</p>		 <p>Hitesh Das (For Foreign Securities) 12 years of experience in financial market. He has been managing this fund since 2nd November 2020</p>

Note: To view asset class wise AUM & AAUM for categories of the Scheme & geographical spread refer <https://www.axismf.com/statutory-disclosures>

Current market cap split (% NAV)



Risk Parameters



Based on 3 years data

New Entries (Changes over the month - September 2022)

Gujarat Gas Limited

Exits

No Exit

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 - Direct Plan - Growth	-13.67%	8,633	12.53%	14,256	11.90%	17,559	14.96%	38,928
Nifty 500 TRI (Benchmark)	-0.22%	9,978	17.95%	16,417	12.79%	18,270	13.61%	34,707
Nifty 50 TRI (Additional Benchmark)	-1.64%	9,836	15.57%	15,443	13.19%	18,590	12.83%	32,442

Past performance may or may not be sustained in future. Since inception (1st January 2013). Different plans have different expense structure. Jinesh Gopani is managing the scheme since 7th June 2016 and he manages 14 schemes of Axis Mutual Fund. Hitesh Das is managing the scheme since 2nd November, 2020 and he manages 16 schemes of Axis Mutual Fund. Returns greater than 1 year are Compounded Annual Growth Rates (CAGR). Face value ₹10 per unit. Please refer return table for performance of all schemes managed by the fund manager.

Please click on link <https://www.axismf.com/cms/sites/default/files/Statutory/Annexure%20-%20DP.pdf> to view the performance of other schemes currently managed by the fund manager.

Note: In case you require physical copy of this document request you to kindly take the printout to review the fund managers performance of other schemes managed by him from the above link given.

IDCW History

Option	Record Date	IDCW (₹ Per unit)		NAV per unit (Cum IDCW)	NAV per unit (Ex IDCW)
		Individuals/ HUF	Others		
IDCW	March 28, 2022	1.75	1.75	21.97	20.22
	March 26, 2021	1.80	1.80	21.08	19.28
	March 12, 2020	1.48	1.48	17.22	15.54
	March 07, 2019	1.59	1.59	18.17	16.37
	March 08, 2018	2.00	2.00	19.47	17.47
	February 28, 2017	1.30	1.30	17.14	15.84

On payment of IDCW, the NAV of the IDCW option of the Scheme falls to the extent of the payout and statutory levy, if any. Past performance may or may not be sustained in future. Face value of units is ₹ 10. IDCW means Income Distribution cum Capital Withdrawal.

Data as on 30th September 2022.

Past performance may or may not be sustained in future. Calculations are based on Regular Plan - Growth Option NAV and Direct Plan - Growth Option NAV, as applicable. Different plans have different expense structure. Face value is ₹. 10 per unit.

Jinesh Gopani is managing Axis Long Term Equity Fund since 1st April 2011, Axis Focused 25 Fund since 7th June 2016. He also manages Axis Growth Opportunities Fund, Axis Retirement Savings Fund, which includes Aggressive plan, Dynamic plan and Conservative plan, Axis ESG Equity Fund and Axis NIFTY IT ETF, Axis NIFTY Healthcare ETF, Axis Value Fund, Axis Nifty 50 Index Fund, Axis Nifty Next 50 Index Fund, Axis Nifty Midcap 50 Index Fund, Axis Nifty Next 50 Index Fund, Axis Nifty Midcap 50 Index Fund & Axis Nifty Smallcap 50 Index Fund since inception.

Hitesh Das is managing Axis Growth Opportunities Fund, Axis Retirement Savings Fund - which includes Aggressive plan, Dynamic plan and Conservative plan, Axis ESG Equity Fund, Axis Global Equity Alpha FoF & Axis Special Situations Fund since inception. He also manages Axis Bluechip Fund, Axis Focused 25 Fund, Axis Flexi Cap Fund since 2nd November 2020. He also manages Axis Mid cap Fund & Axis Small Cap Fund since 18th December 2020. He also manages Axis Greater China Equity Fund of Fund, Axis Global Innovation Fund of Fund, Axis Quant Fund & Axis Value Fund 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.

Note: Investors are requested to take note of proposed changes in fundamental attributes of the scheme and proposed merger with Axis FLEXI CAP Fund (effective from close of business hours on September 30, 2021). The performance disclosed above is of Axis FLEXI CAP Fund. Performance of merging scheme i.e Axis Equity Advantage Fund - Series 1 will be made available to investors on request.

W.e.f. February 02, 2022; lump-sum subscription, switch-ins and fresh registration of Systematic Investment Plan (SIP)/Systematic Transfer Plan (STP) or such other special product where the target schemes are 1. Axis Global Equity Alpha Fund of Fund, 2. Axis Global Innovation Fund of Fund, 3. Axis Greater China Equity Fund of Fund 4. Axis Growth Opportunities Fund 5. Axis ESG Equity Fund 6. Axis Special Situations Fund are being temporarily suspended.

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 ₹ 1 lakh). **Trustee:** Axis Mutual Fund Trustee Ltd.

Investment Manager: Axis Asset Management Co. Ltd. (the AMC). Axis Bank Ltd. is not liable or responsible for any loss or shortfall resulting from the operation of the schemes.

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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)

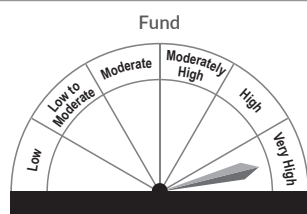
Benchmark : Nifty 500 TRI

This product is suitable for investors who are seeking*:

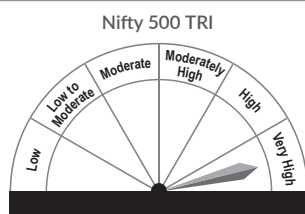
- Capital appreciation over long term
- Investment in a concentrated portfolio of equity & equity related instruments of up to 25 companies.

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

Riskometer



Investors understand that their principal will be at Very High Risk



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