

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

*The above framework is broadly indicative and the fund manager may change the framework depending on the market conditions

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 metrics

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 divergence in market performance between momentum and quality has been reversing rather swiftly on a relative basis. Many of the quality names today trade at attractive valuations in contrast to rest of the market. This coupled with buoyancy on the economic front bodes well for investors looking for a highly quality centric portfolio.
- In our view, a confluence of cyclical & a structural tailwind are driving the recovery. Cyclically stronger balance sheets, improving macro stability – which reduces pressure on policymakers to tighten policy stance – and structural policy reforms are the keys to sustainable growth. Incrementally we believe growth is likely in pockets rather than 'across the board' and active investing in growth & quality will be key to alpha creation.

Top 10 stocks

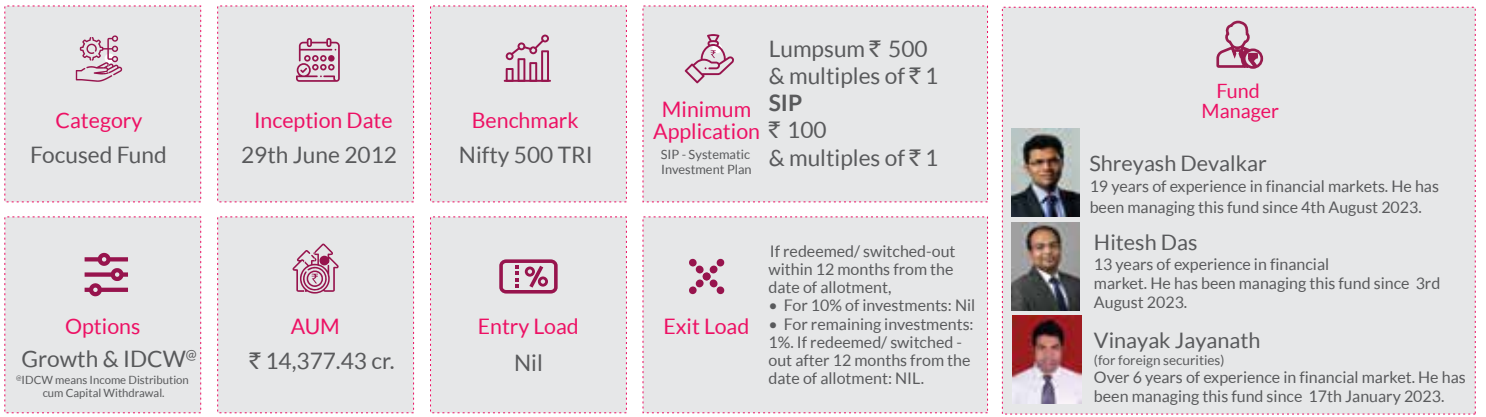
Bajaj Finance Limited	9.4%
Avenue Supermarts Limited	8.8%
Tata Consultancy Services Limited	7.4%
Pidilite Industries Limited	6.5%
Divi's Laboratories Limited	5.6%
ICICI Bank Limited	5.5%
Info Edge (India) Limited	5.2%
PI Industries Limited	4.9%
Asian Paints Limited	4.2%
Bajaj Finserv Limited	4.2%

Top 10 Sectors

Financial Services	28.8%
Consumer Services	14.0%
Chemicals	11.5%
Information Technology	11.0%
Healthcare	9.2%
Automobile and Auto Components	6.5%
Consumer Durables	4.2%
Construction Materials	3.8%
Oil, Gas & Consumable Fuels	3.6%
Power	3.6%

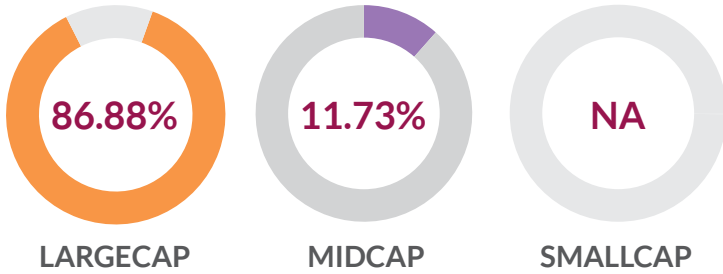
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Investing Facts

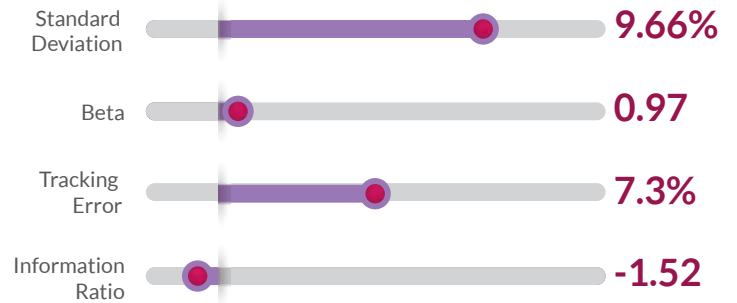


Note: To view asset class wise AUM & AAUM for categories of the Scheme & geographical spread refer <https://www.axismf.com/statutory-disclosures>

Current market cap split (% NAV)



Risk Parameters



Based on 3 years data

New Entries (Changes over the month-September 2023)

NA

Exits

NA

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	5.37%	10,535	14.22%	14,897	10.82%	16,726	14.03%	41,012
Nifty 500 TRI (Benchmark)	17.69%	11,763	24.14%	19,118	14.89%	20,029	13.98%	40,827
Nifty 50 TRI (Additional Benchmark)	16.11%	11,606	21.89%	18,099	13.75%	19,060	13.13%	37,653

Past performance may or may not be sustained in future. Since inception (1st January 2013). Different plans have different expense structure. Shreyash Devalkar is managing the scheme since 4th August 2023 and he manages 16 schemes of Axis Mutual Fund. Ashish Naik is managing the scheme since 3rd August 2023 and he manages 16 schemes of Axis Mutual Fund. Vinayak Jayanath is managing the scheme since 17th January, 2023 and he manages 17 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/ALL_ANNEXURE_Sep%2023.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	February 27, 2023	1.75	1.75	17.64	17.69
	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

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 2023.

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.

Shreyash Devalkar is managing Axis Bluechip Fund, Axis Midcap Fund since 23rd November, 2016 and Axis Flexi Cap Fund since 20th November, 2017 and Axis Equity ETFs FoF since inception, Axis Small Cap Fund, Axis Multicap Fund Since 1st March, 2023, Axis Long Term Equity Fund, Axis Focused 25 Fund, Axis Growth Opportunities Fund, Axis NIFTY 50 Index Fund, Axis NIFTY Next 50 Index Fund, Axis Nifty Smallcap 50 Index Fund, Axis Nifty Midcap 50 Index Fund, Axis NIFTY IT ETF, Axis NIFTY Healthcare ETF, Axis ESG Equity Fund since 4th Aug, 2023.

Ashish Naik is managing the equity portion of Axis Regular Saver Fund and Axis Multi Asset Allocation Fund since 22nd June, 2016 and Axis Children's Gift Fund since July 6th, 2016 and Axis Nifty 50 ETF since July 3rd, 2017 and Axis Special Situations Fund, Axis Nifty 100 Index Fund, Axis NIFTY India Consumption ETF, Axis Quant Fund and Axis NIFTY Bank ETF Since 04th May 2022 and Axis Equity Hybrid Fund since inception, Axis Arbitrage Fund since 4th May, 2022, Axis Business Cycles Fund since inception, Axis Balanced Advantage Fund since 1st March 2023, Axis S&P BSE SENSEX ETF since Inception, Axis Bluechip Fund Since 3rd Aug, 2023.

Vinayak Jayanath is managing Axis Global Equity Alpha Fund of Fund, Axis Greater China Equity Fund of Fund, Axis Global Innovation Fund of Fund, Axis NASDAQ 100 Fund of Fund, Axis BlueChip Fund, Axis Focused 25 Fund, Axis Midcap Fund, Axis Flexi Cap Fund, Axis Growth Opportunities Fund, Axis Small Cap Fund, Axis Special Situations Fund, Axis Quant Fund, Axis Value Fund, Axis Retirement Savings Fund which includes Aggressive Plan, Conservative Plan & Dynamic Plan, Axis ESG Equity Fund since 17th January, 2023.

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.

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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Axis Focused 25 Fund

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

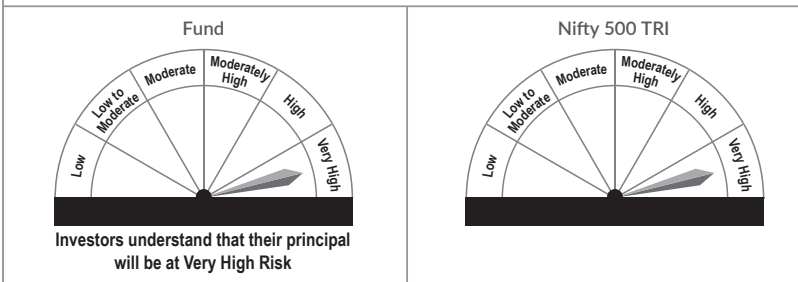
Benchmark : Nifty 500 TRI

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



Distributed by

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