

STRIKE YOUR FINANCIAL GOALS

Be in the **Right Place**
at the **Right Time**

Presenting

AXIS BUSINESS CYCLES FUND

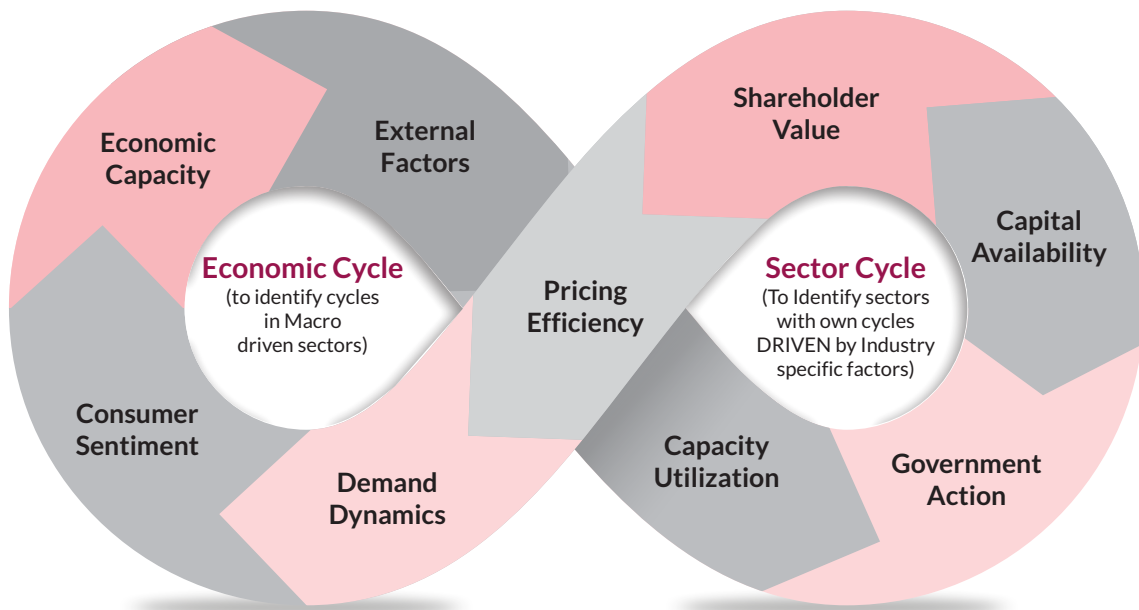
(An open ended equity scheme following business cycles based investing theme)

NFO Opens: February 02nd, 2023

NFO Closes: February 16th, 2023

Investing - A Game of Identification

Right place, right time critical to investing success



Identify A Portfolio of Companies with Favourable Business Cycle Tailwinds

Business Cycle Investing

A Case for Conviction Driven Investing

Forward Looking Investing

- Focus on Medium term Growth triggers
- Identify opportunities to benefit from earnings upgrades and/or valuation re-rating

Need For High Conviction

- Meaningful allocation to sectors basis research indicators
- Always Plan for Contingency - Nothing goes to Plan. Plan to diversify

Sell Discipline

- Restructure portfolios once industry cycle plays out
- Transition to new portfolio basis a changing business cycle

Investment Approach

Our Approach to Business Cycle Investing



Economic Cycle
(Macro Factors)

Growth and inflation
Monetary and Fiscal policy
Regulatory changes
Capex and consumer spending



Sector Cycle
(Industry Specific Factors)

Industry analysis
Company position
Competitive advantage
Growth prospects

Top down approach + Bottom up approach = Hybrid approach to investing

Looking for cyclical opportunities with a medium term view

Sector selection will be based on nature of sectors

Fund Facts



Name
**Axis Business
Cycles Fund**



Fund Manager
**Mr. Ashish Naik
& Mr. Hitesh Das**
(for Foreign Securities)



Benchmark
NIFTY 500 TRI



Category
Thematic



Minimum Application
₹ 5,000 and in multiples of ₹ 1 thereafter



NFO Period
February 02nd - 16th, 2023

For detailed Investment strategy please refer SID/KIM of the Scheme available on the website.

AXIS BUSINESS CYCLES FUND

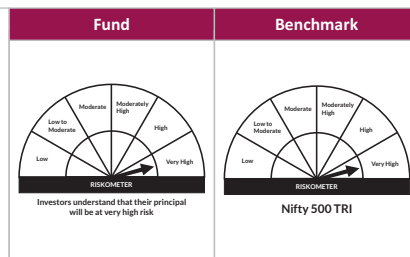
(An open ended equity scheme following business cycles based investing theme)

Benchmark: Nifty 500 TRI

This product is suitable for investors who are seeking*

- Capital appreciation over long term
- An equity scheme investing in equity & equity related securities with focus on riding business cycles through dynamic allocation between various sectors and stocks at different stages of business cycles in the economy

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



Distributed by:

The product labelling assigned during the New Fund Offer is based on internal assessment of the Scheme Characteristics or model portfolio and the same may vary post NFO when actual investments are made.

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). **Risk Factors:** Axis Bank Ltd. is not liable or responsible for any loss or shortfall resulting from the operation of the schemes.

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