

An extra benefit for an extra wide smile.

AXIS LONG TERM EQUITY FUND

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



May 2015

Standard Deviation (%)	Beta
13.0	0.8
Tracking Error	Information Ratio
5.9%	2.7

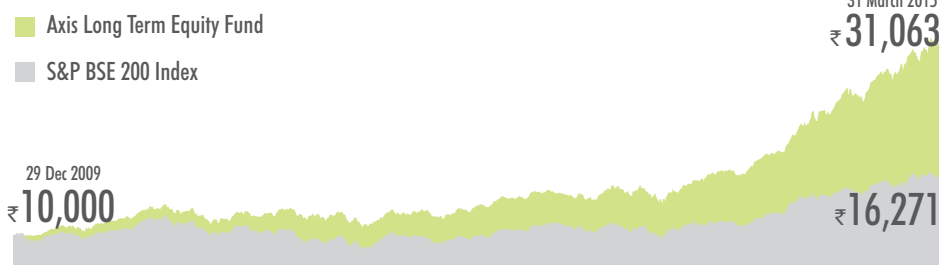
Based on 3 years data

Why Invest?

- Invests in quality businesses for the long term through bottom up stock picking
- 3 year lock-in eliminates near term pressure on stock selection hence can support quality businesses through their market cycle
- Offers tax savings upto ₹ 46,350* u/s 80C of Income Tax Act, 1961

*Assuming the investor falls in highest tax bracket. Based on AY 2015-16 for Indian residents below the age of 60.

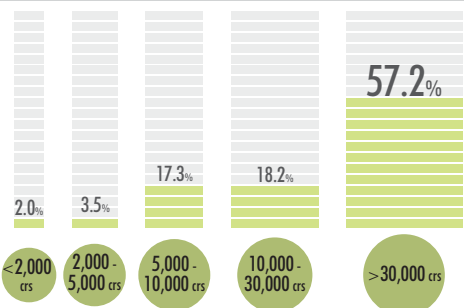
Performance (NAV Movement)



	Mar 30, 2012 To Mar 28, 2013 (Absolute) %	Mar 28, 2013 To Mar 31, 2014 (Absolute) %	Mar 31, 2014 To Mar 31, 2015 (Absolute) %	Since Inception (CAGR) %
Axis Long Term Equity Fund - Growth	13.14	35.40	62.03	24.07
S&P BSE 200 (Benchmark)	6.03	17.19	31.93	9.71
CNX Nifty (Additional Benchmark)	7.31	17.98	26.65	9.83
Axis Long Term Equity Fund - Direct Plan - Growth	-	36.76	64.51	40.42
S&P BSE 200 (Benchmark)	-	17.19	31.93	17.87
CNX Nifty (Additional Benchmark)	-	17.98	26.65	17.17

Type of Scheme: Open-ended Equity-Linked Savings Scheme with a 3 year lock in. 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. Date of Inception: 29th December 2009. Performance of direct plan is mentioned in the annexure. Jinesh Gopani is the fund manager & he manages 13 schemes. Please refer to annexure for performance of all schemes managed by the fund manager. Current value of Investment if ₹ 10,000 was invested on inception date - ₹ 31,063, S&P BSE 200: ₹ 16,271 & CNX Nifty: ₹ 16,367 Direct Plan: ₹ 21,419, S&P BSE 200: ₹ 14,461, CNX Nifty: ₹ 14,269.

Current market cap split (% NAV)



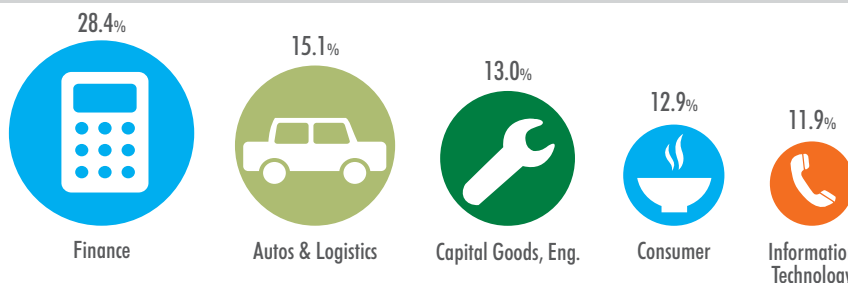
Top 10 stocks

Stock Name	Weight %
HDFC Bank Ltd.	8.0
Kotak Mahindra Bank Ltd.	6.8
Tata Consultancy Services Ltd.	6.1
Larsen & Toubro Ltd.	5.9
Sun Pharmaceuticals Industries Ltd.	5.3
HDFC Ltd.	5.0
Tech Mahindra Ltd.	4.4
Maruti Suzuki India Ltd.	4.0
Motherson Sumi Systems Ltd.	3.7
TTK Prestige Ltd.	3.5

Current strategy

- The fund is focused on long term earnings growth prospects and quality as key criteria for stock selection.
- With a view of capturing growth over the next 3-5 years, the portfolio has a higher allocation to the domestic economy and in sectors where the Indian consumer opportunity can be leveraged, such as private sector banks, autos, auto ancillary, housing & consumption sector etc.
- The fund also includes bottom-up stock selection ideas in Pharma, IT and defence sectors. Normally, the portfolio avoids highly cyclical stories and highly regulated sectors.
- The fund looks at opportunities across the market cap and the portfolio remains balanced between its large and mid-cap allocations. While short term volatility may continue, we don't see any major concerns from a medium term perspective.

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
₹500
multiples of ₹ 500

SIP
₹500
multiples of ₹ 500

SIP - Systematic Investment Plan



Fund Manager

Jinesh Gopani

Over 13 years of experience in financial markets.
He has been managing this fund since 1st April 2011.

Entry / Exit Load

NIL

Inception Date

Dec 29
2009

Options

Growth & Dividend

Returns of schemes managed by Jinesh Gopani (as on March 31, 2015)

	Mar 30, 2012 to Mar 28, 2013	Mar 28, 2013 to Mar 31, 2014	Mar 31, 2014 to Mar 31, 2015	Since Inception	Current Value of Investment if ₹ 10,000 was invested on inception date	Date of Inception
	Absolute Return	Absolute Return	Absolute Return	CAGR		
Axis Long Term Equity Fund - Growth ^*	13.14%	35.40%	62.03%	24.07%	31,063	29-Dec-09
S&P BSE 200 (Benchmark)	6.03%	17.19%	31.93%	9.71%	16,271	
CNX Nifty (Additional Benchmark)	7.31%	17.98%	26.65%	9.83%	16,367	
Axis Long Term Equity Fund - Direct Plan - Growth ^*	-	36.76%	64.51%	40.42%	21,419	1-Jan-13
S&P BSE 200 (Benchmark)	-	17.19%	31.93%	17.87%	14,461	
CNX Nifty (Additional Benchmark)	-	17.98%	26.65%	17.17%	14,269	
Axis Income Saver - Growth*	7.26%	9.16%	19.71%	9.44%	15,296	16-Jul-10
Crisil MIP Blended Fund Index (Benchmark)	9.06%	6.44%	16.54%	8.71%	14,818	
Crisil 10 Year Gilt Index (Additional Benchmark)	11.25%	-1.01%	14.63%	6.33%	13,354	
Axis Income Saver - Direct Plan - Growth*	-	10.22%	21.71%	13.83%	13,359	4-Jan-13
Crisil MIP Blended Fund Index (Benchmark)	-	6.44%	16.54%	10.33%	12,457	
Crisil 10 Year Gilt Index (Additional Benchmark)	-	-1.01%	14.63%	6.62%	11,540	
Axis Hybrid Fund - Series 5 - Growth*#	-	-	15.88%	16.05%	12,845	25-Jul-13
Crisil MIP Blended Fund Index (Benchmark)	-	-	16.54%	13.54%	12,381	
Crisil 1 Year T-Bill Index (Additional Benchmark)	-	-	8.82%	8.67%	11,502	
Axis Hybrid Fund - Series 5 - Direct Plan - Growth*#	-	-	16.95%	17.15%	13,050	25-Jul-13
Crisil MIP Blended Fund Index (Benchmark)	-	-	16.54%	13.54%	12,381	
Crisil 1 Year T-Bill Index (Additional Benchmark)	-	-	8.82%	8.67%	11,502	
Axis Hybrid Fund - Series 6 - Growth*#	-	-	18.16%	19.20%	13,296	16-Aug-13
Crisil MIP Blended Fund Index (Benchmark)	-	-	16.54%	16.21%	12,759	
Crisil 1 Year T-Bill Index (Additional Benchmark)	-	-	8.82%	8.87%	11,478	
Axis Hybrid Fund - Series 6 - Direct Plan - Growth*#	-	-	19.26%	20.36%	13,505	16-Aug-13
Crisil MIP Blended Fund Index (Benchmark)	-	-	16.54%	16.21%	12,759	
Crisil 1 Year T-Bill Index (Additional Benchmark)	-	-	8.82%	8.87%	11,478	
Axis Hybrid Fund - Series 7 - Growth*#	-	-	18.38%	19.36%	13,197	5-Sep-13
Crisil MIP Blended Fund Index (Benchmark)	-	-	16.54%	15.00%	12,449	
Crisil 1 Year T-Bill Index (Additional Benchmark)	-	-	8.82%	8.65%	11,389	
Axis Hybrid Fund - Series 7 - Direct Plan - Growth*#	-	-	19.47%	20.55%	13,403	5-Sep-13
Crisil MIP Blended Fund Index (Benchmark)	-	-	16.54%	15.00%	12,449	
Crisil 1 Year T-Bill Index (Additional Benchmark)	-	-	8.82%	8.65%	11,389	

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

*Scheme Performance may not be strictly comparable with that of its additional benchmark in view of hybrid nature of the scheme.

Please note that w.e.f 27th April 2015, Axis Hybrid Fund - Series (5-7) will be managed by Ashwin Patni along with Devang Shah. Previously, the same were managed by Jinesh Gopani and Devang Shah.

Data as on 30th April 2015. Past performance may or may not be sustained in future. Calculations are based on Growth Option NAV. Above data excludes schemes which have not completed a year. The above data excludes performance of direct plans of all the schemes as they have not completed a year.

Disclaimer: Past performance may or may not be sustained in the future. 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). **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 Long Term Equity Fund (an open-ended equity linked savings scheme with a 3 year lock-in)

This product is suitable for investors who are seeking*: • Capital appreciation & generating income over long term • Investment in a diversified portfolio predominantly consisting of equity and equity related instruments • High risk (BROWN).

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

Note: Risk is represented as:

(BLUE) investors understand that their principal will be at low risk (YELLOW) investors understand that their principal will be at medium risk (BROWN) investors understand that their principal will be at high risk

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