

Because you want to be prepared for the milestones that lie ahead

AXIS BLUECHIP FUND

An open-ended equity scheme predominantly investing in large cap stocks

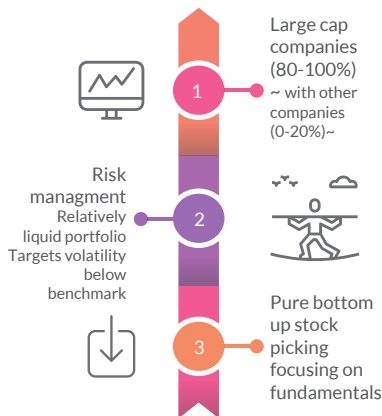


January 2021

About the Fund

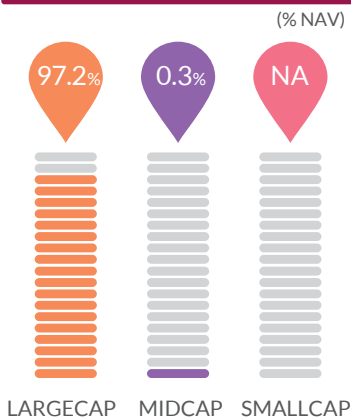
The fund manager targets to outperform the benchmark while undertaking risk that is lower than the benchmark.

The fund selects stocks based on their ability to grow earnings on a sustainable basis from a medium term perspective.



-Note: For market cap definitions, please ref to next page.

Current market cap split

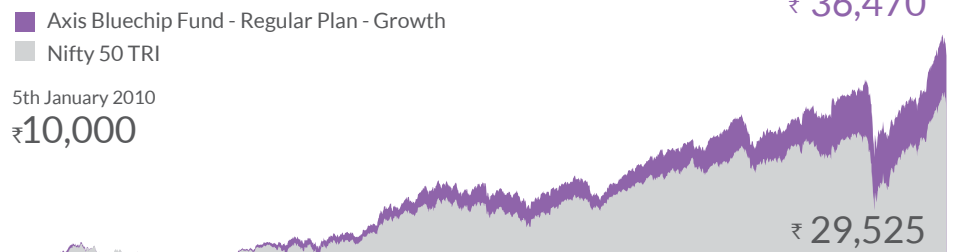


Risk Parameters

Standard Deviation	17.9%
Beta	0.81
Tracking Error	6.3%
Information Ratio	0.60

Based on 3 years data

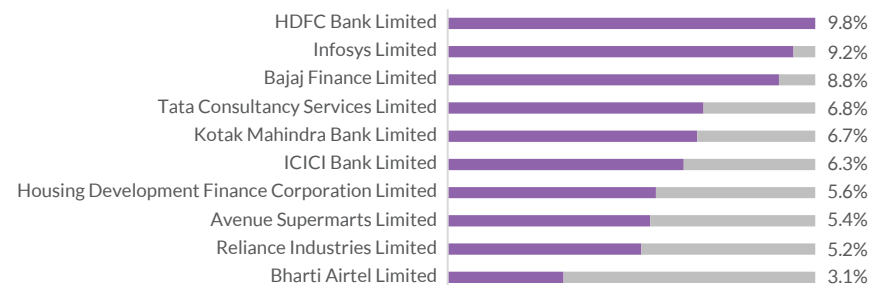
Performance (NAV Movement)



	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/-		
Axis Bluechip Fund - Regular Plan - Growth	13.16%	11,312	12.47%	14,224	15.02%	20,149	12.39%	36,470
Nifty 50 TRI (Benchmark)	15.27%	11,522	8.70%	12,841	13.94%	19,214	10.27%	29,525
S&P BSE SENSEX TRI (Additional Benchmark)	15.09%	11,505	10.08%	13,336	14.65%	19,826	10.60%	30,532

Past performance may or may not be sustained in future. Since inception (5th January 2010). Different plans have different expense structure. Shreyash Devalkar is managing the scheme since 23rd November 2016 and he manages 5 schemes of Axis Mutual Fund. Hitesh Das is managing the scheme since 2nd November, 2020 and he manages 12 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.

Top 10 Stocks



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
₹500
& multiples of ₹ 1
w.e.f. August 26, 2019
SIP - Systematic Investment Plan



Fund Manager



Shreyash Devalkar

Over 17 years of experience in financial markets.
He has been managing this fund since 23rd November 2016.



Hitesh Das

Over 10 years of experience in financial market.
He has been managing this fund since 2nd November 2020



Options

Growth & Dividend



Inception Date

5th January 2010



Entry Load

Nil



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 12, 2020	1.33	1.33	15.27	13.77
	March 14, 2019	1.33	1.33	16.33	14.83
	March 15, 2018	2.00	2.00	16.36	14.36
	March 21, 2017	1.15	1.15	14.86	13.71
	March 10, 2016	1.00	1.00	--	12.78
	March 05, 2015	1.00	1.00	--	15.53

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 Shreyash Devalkar & Hitesh Das

(As on 31st January 2021)

	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/-
FUNDS MANAGED BY SHREYASH DEVALKAR (Total schemes managed: 5)									
Axis Midcap Fund - Regular Plan - Growth Option	18-Feb-11	18.13%	11,808	13.73%	14,704	15.55%	20,615	17.31%	48,980
S&P BSE Mid Cap TRI (Benchmark)		18.41%	11,835	2.44%	10,750	12.90%	18,353	11.99%	30,867
Nifty 50 TRI (Additional Benchmark)		15.27%	11,522	8.70%	12,841	13.94%	19,214	10.99%	28,226
Axis Equity Advantage Fund - Series 2 - Regular Plan - Growth Option	03-Aug-17	13.39%	11,335	11.47%	13,848	NA	NA	10.52%	14,180
75% Nifty 50 TRI + 25% Crisil Composite Bond Fund Index (Benchmark)		15.32%	11,528	9.39%	13,088	NA	NA	10.31%	14,088
Nifty 50 TRI (Additional Benchmark)		15.27%	11,522	8.70%	12,841	NA	NA	10.52%	14,184
Axis Bluechip Fund - Regular Plan - Growth Option	05-Jan-10	13.16%	11,312	12.47%	14,224	15.02%	20,149	12.39%	36,470
Nifty 50 TRI (Benchmark)		15.27%	11,522	8.70%	12,841	13.94%	19,214	10.27%	29,525
S&P BSE Sensex TRI (Additional Benchmark)		15.09%	11,505	10.08%	13,336	14.65%	19,826	10.60%	30,532
Axis Flexi Cap Fund - Regular Plan - Growth Option	20-Nov-17	12.44%	11,240	12.33%	14,169	NA	NA	12.12%	14,410
Nifty 500 TRI (Benchmark)		15.87%	11,582	6.49%	12,073	NA	NA	7.99%	12,783
Nifty 50 TRI (Additional Benchmark)		15.27%	11,522	8.70%	12,841	NA	NA	10.49%	13,755
Axis Equity Advantage Fund - Series 1 - Regular Plan - Growth Option	25-May-17	9.92%	10,989	9.28%	13,046	NA	NA	10.03%	14,220
75% Nifty 50 TRI + 25% Crisil Composite Bond Fund Index (Benchmark)		15.32%	11,528	9.39%	13,088	NA	NA	11.29%	14,830
Nifty 50 TRI (Additional Benchmark)		15.27%	11,522	8.70%	12,841	NA	NA	11.71%	15,040

Returns of schemes managed by Shreyash Devalkar & Hitesh Das

(As on 31st January 2021)

	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/-
HITESH DAS (Total schemes managed: 12)									
Top 3 Funds									
Axis Midcap Fund - Regular Plan - Growth Option	18-Feb-11	18.13%	11,808	13.73%	14,704	15.55%	20,615	17.31%	48,980
S&P BSE Mid Cap TRI (Benchmark)		18.41%	11,835	2.44%	10,750	12.90%	18,353	11.99%	30,867
Nifty 50 TRI (Additional Benchmark)		15.27%	11,522	8.70%	12,841	13.94%	19,214	10.99%	28,226
Axis Growth Opportunities Fund - Regular Plan - Growth Option	22-Oct-18	17.26%	11,721	NA	NA	NA	NA	17.29%	14,370
NIFTY Large Midcap 250 TRI (Benchmark)		17.31%	11,726	NA	NA	NA	NA	14.90%	13,714
Nifty 50 TRI (Additional Benchmark)		15.27%	11,522	NA	NA	NA	NA	14.69%	13,656
Axis Bluechip Fund - Regular Plan - Growth Option	05-Jan-10	13.16%	11,312	12.47%	14,224	15.02%	20,149	12.39%	36,470
Nifty 50 TRI (Benchmark)		15.27%	11,522	8.70%	12,841	13.94%	19,214	10.27%	29,525
S&P BSE Sensex TRI (Additional Benchmark)		15.09%	11,505	10.08%	13,336	14.65%	19,826	10.60%	30,532
Bottom 3 Funds									
Axis Retirement Savings Fund - Aggressive Plan - Regular Plan - Growth Option	20-Dec-19	9.95%	10,992	NA	NA	NA	NA	10.64%	11,190
NIFTY 50 Hybrid Composite Debt 70:30 Index (Benchmark)		16.09%	11,604	NA	NA	NA	NA	12.75%	11,428
Nifty 50 TRI (Additional Benchmark)		15.27%	11,522	NA	NA	NA	NA	11.02%	11,233
Axis Retirement Savings Fund - Dynamic Plan - Regular Plan - Growth Option	20-Dec-19	11.69%	11,166	NA	NA	NA	NA	11.61%	11,300
NIFTY 50 Hybrid Composite Debt 65:35 Index (Benchmark)		16.05%	11,600	NA	NA	NA	NA	12.89%	11,444
Nifty 50 TRI (Additional Benchmark)		15.27%	11,522	NA	NA	NA	NA	11.02%	11,233
Axis Focused 25 Fund - Regular Plan - Growth Option	29-Jun-12	12.13%	11,210	9.79%	13,232	16.20%	21,198	15.78%	35,210
Nifty 50 TRI (Benchmark)		15.27%	11,522	8.70%	12,841	13.94%	19,214	13.03%	28,648
S&P BSE 200 TRI (Additional Benchmark)		16.51%	11,646	7.75%	12,506	14.11%	19,360	13.82%	30,412

Only for distributors/advisors and their clients.

Data as on 31st January 2021. @The performance data for 3 years & 5 years period has not been provided, since scheme is in existence for less than 3 years. @@The performance data for 5 years period has not been provided, since scheme is in existence for less than 5 years. ^^Name of Axis Multicap Fund has been changed to Axis Flexi Cap Fund w.e.f. January 30, 2021.

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.

The above data excludes performance of Fixed Maturity Plans and all the schemes which have not completed a year.

Shreyash Devalkar is managing Axis Bluechip Fund, Axis Midcap Fund since 23rd November 2016, Axis Equity Advantage Fund - Series 1 and Axis Equity Advantage Fund - Series 2 since inception and Axis Flexi Cap Fund^^ since 20th November 2017.

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.

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 ₹ 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.

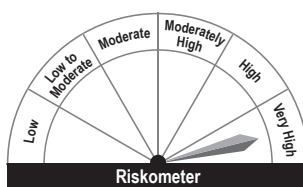
Axis Bluechip Fund

(An open-ended equity scheme predominantly investing in large cap stocks)

This product is suitable for investors who are seeking*:

- Capital appreciation over long term.
- Investment in a diversified portfolio predominantly consisting of equity and equity related instruments of large cap 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 Very High Risk

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