

Axis Bluechip Fund

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



What are Bluechips?

Top 100 companies as per market cap

- Established businesses with long track record
- Offering diversification via various business segments within the company

Proven business models



- Market leaders in terms of market share, size, penetration
- Typically have strong corporate-governance practices

Local dominance



- Generating significant revenue from global markets

Global presence



Blue chips have generated wealth for their investors over a long term

Source: Bloomberg, Axis MF Research **Past performance may or may not be sustained in future.**

Data for last 15 years. Data as on 31st December 2022. Large: Nifty 50 TRI, Mid: Nifty Midcap 100 TRI, Small: Nifty Smallcap 100 TRI

Why Blue Chips?



Stable
returns



High liquidity



Well
researched
universe



High stability
and visibility
of business



Low
marginal
cost due to
high scale
operations



Competitive
advantage
due to high
capital
efficiency

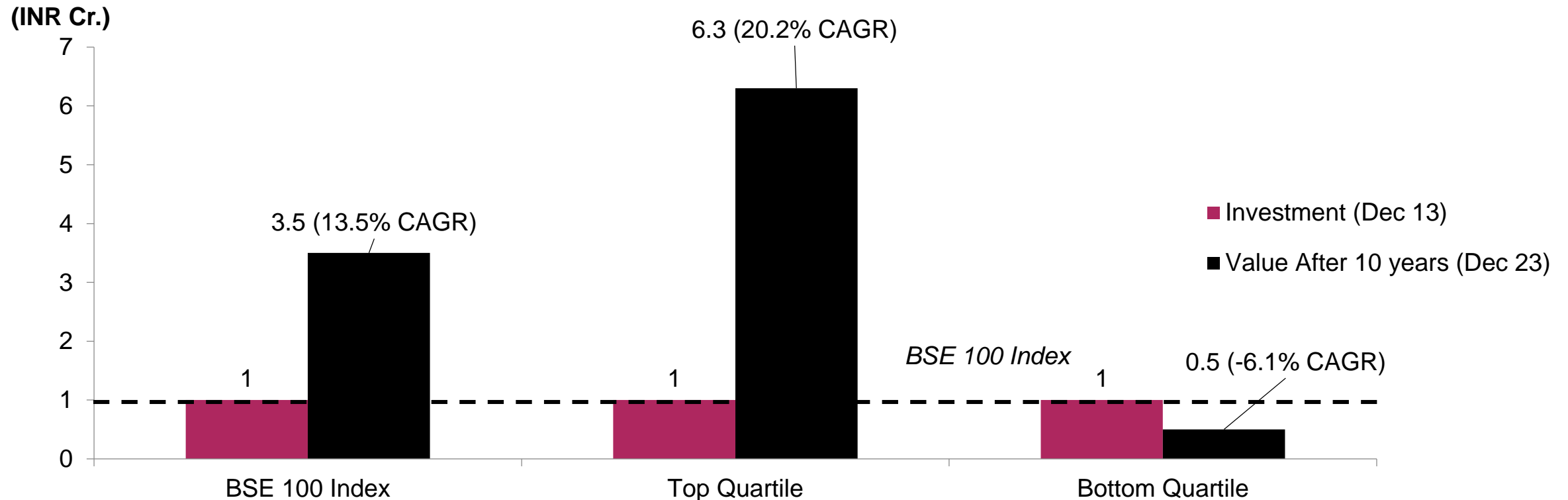


Large caps
cover 70-
75% of total
market cap
of all listed
companies

Source: Bloomberg, Axis MF Research **Past performance may or may not be sustained in future.**

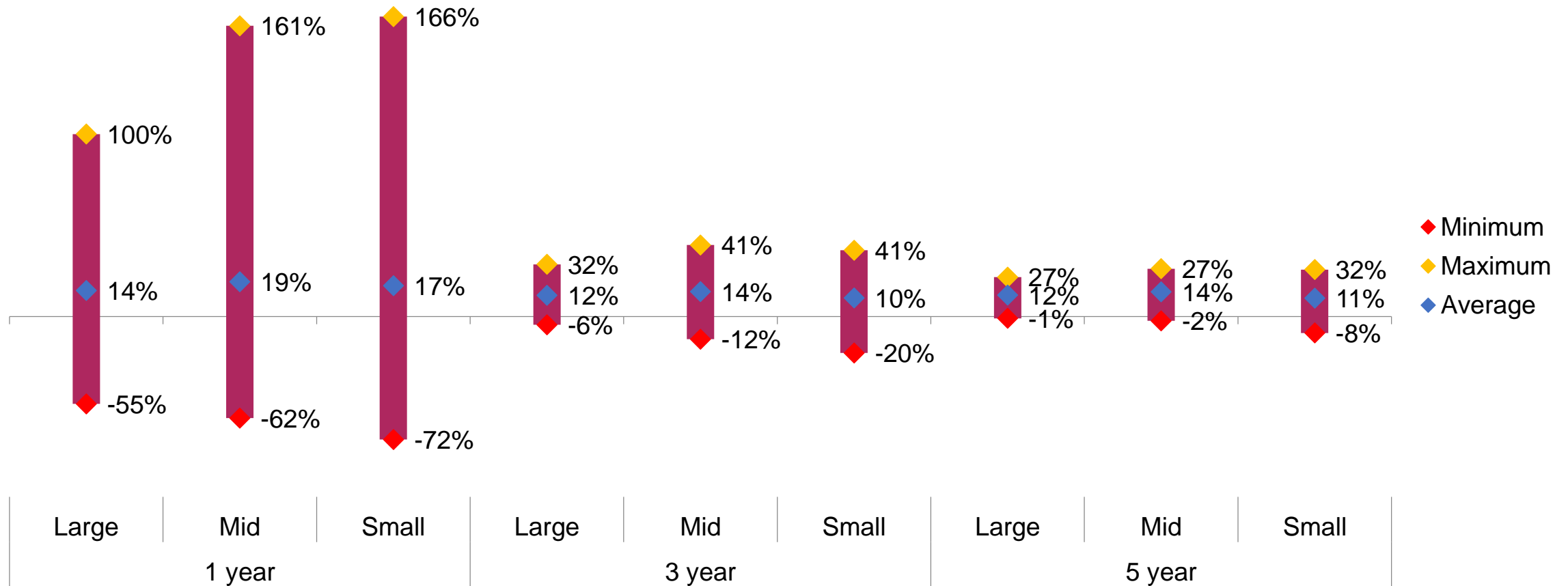
There is huge value in long term stock selection

There is a high dispersion in long term stock performance



Return Profile

Large caps offer stable returns



Source: Bloomberg, **Past performance may or may not be sustained in future.** Data for last 15 years. Data As on 31st December 2023. Large: Nifty 50 TRI, Mid: Nifty Midcap 100 TRI, Small: Nifty Smallcap 100 TRI

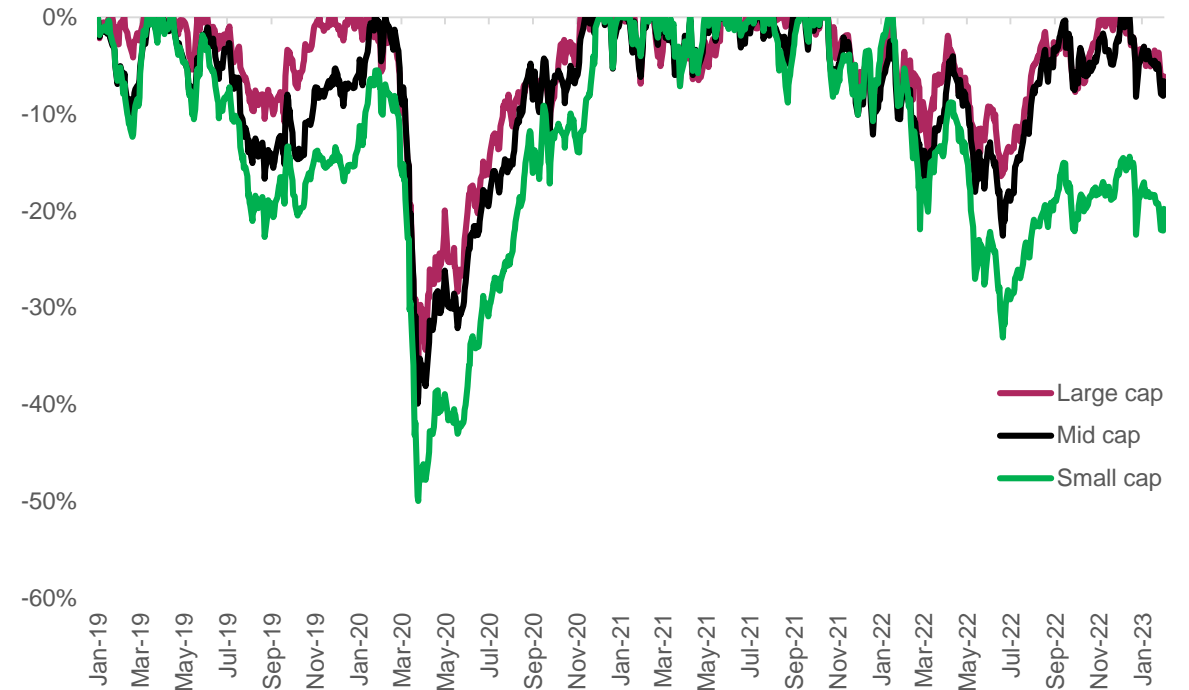
Return Profile

With Lower volatility & drawdowns

Average Volatility



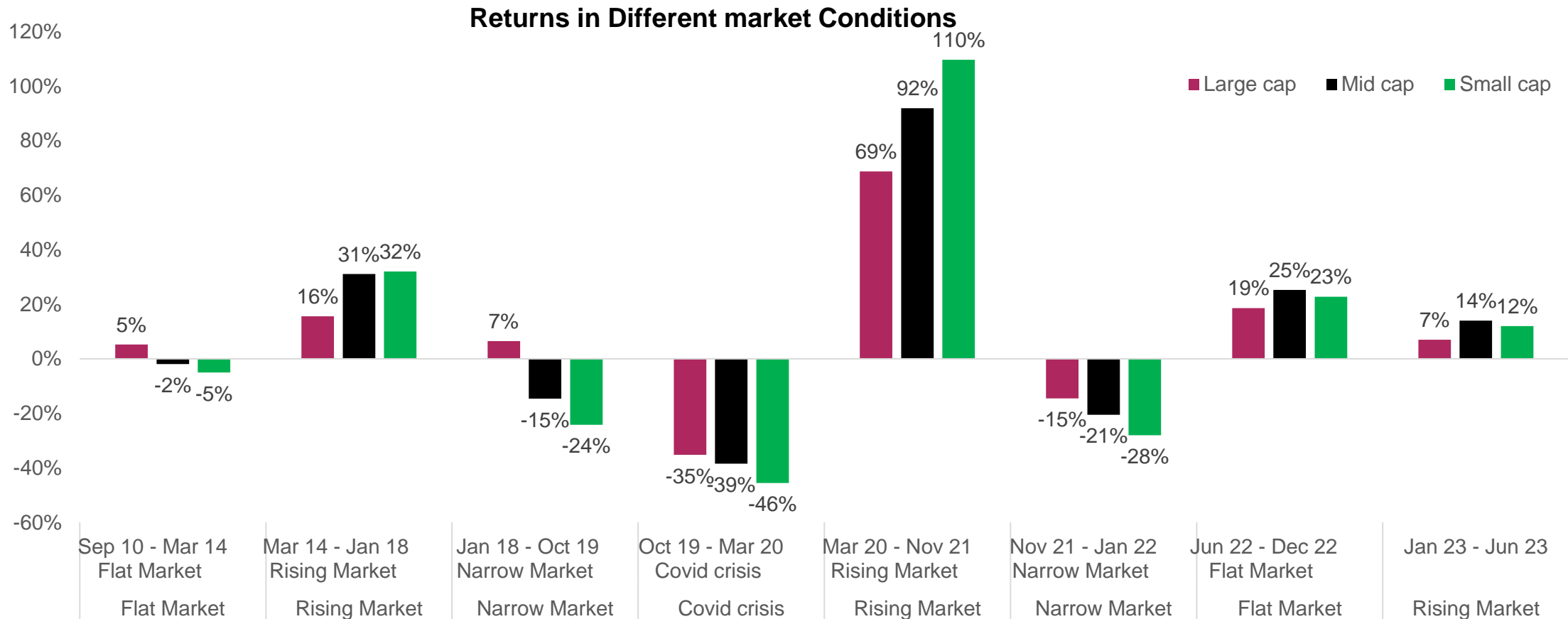
Maximum Drawdown



Source: Bloomberg, **Past performance may or may not be sustained in future.** Average volatility data and Maximum drawdown data As on 31st Jan 2023. Large: Nifty 50 TRI, Mid: Nifty Midcap 100 TRI, Small: Nifty Smallcap 100 TRI

Return Profile – Across Cycles

Large caps provide cushion during tough market conditions



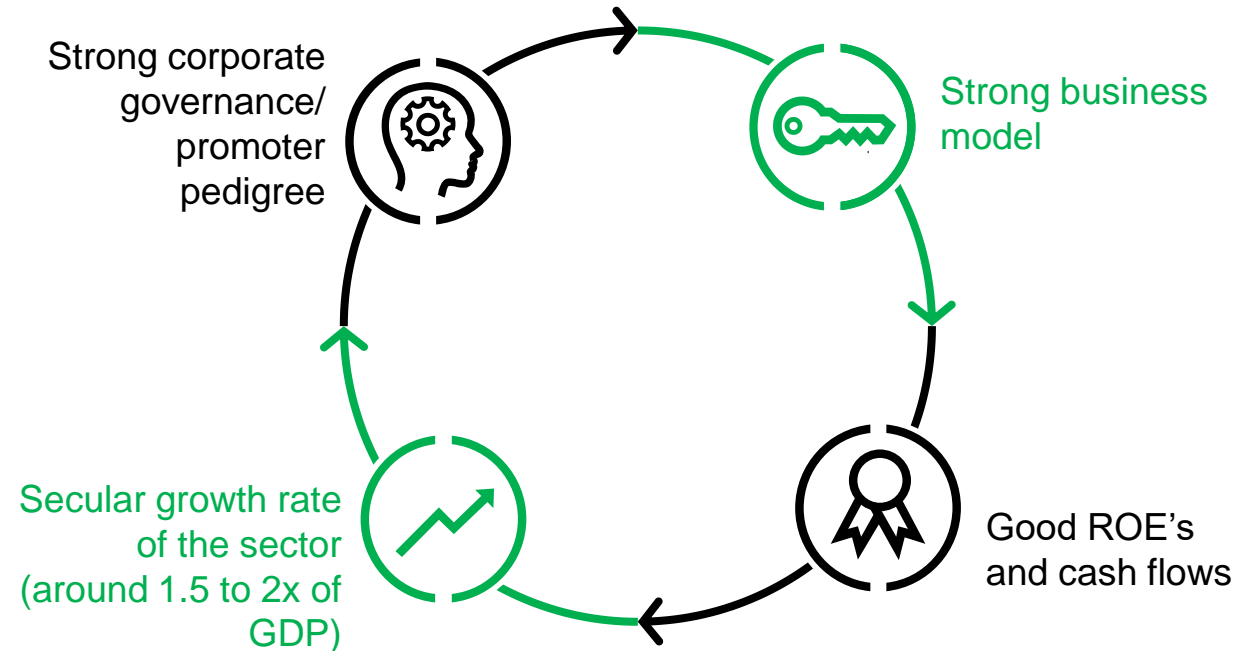
Source: Bloomberg, Axis MF Research

Past performance may or may not be sustained in future. Data for last 15 years. Data As on 29th December 2023. Large: Nifty 50 TRI, Mid: Nifty Midcap 100 TRI, Small: Nifty Smallcap 100 TRI

The Axis Approach

There is value in quality investing

Focus on...



.. and be good risk managers

Axis Bluechip Fund

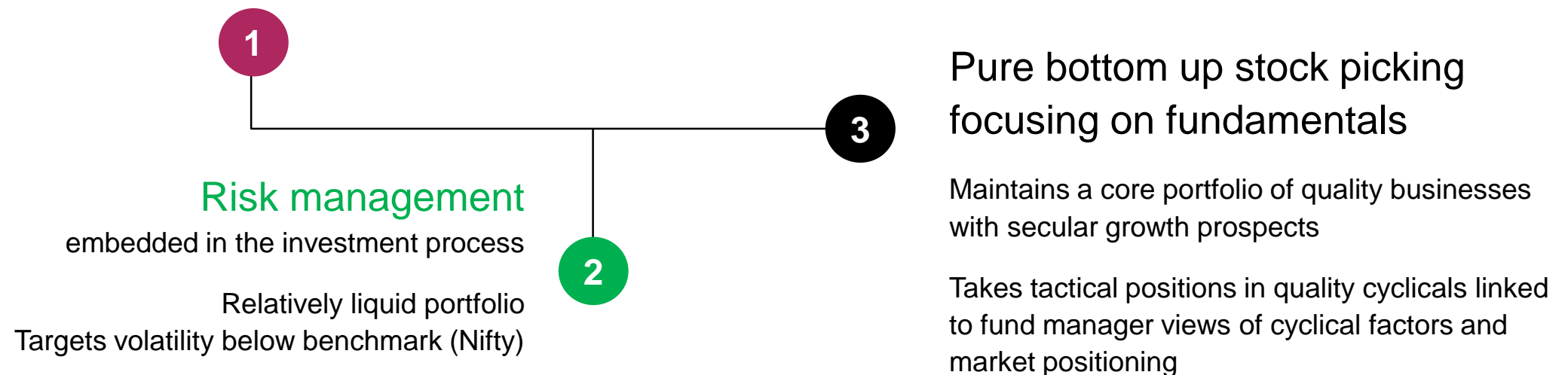
(An open ended equity scheme predominantly investing in large cap stocks)

Axis Bluechip Fund

An Introduction

Large cap companies (80-100%)
with other companies (0-20%)

The Scheme will invest predominantly in Equity and Equity Related Instruments of Large Cap companies.



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. 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.

Axis Bluechip Fund

Investment Focus

Leaders



~ 60% leaders

Companies which operate in secular growth segment and has leading market share in their areas of operation.



Expected to provide steady returns

Challengers



~ 40% Challengers

Companies that are gaining markets share due to differentiated offering or cost advantage, in large sectors.

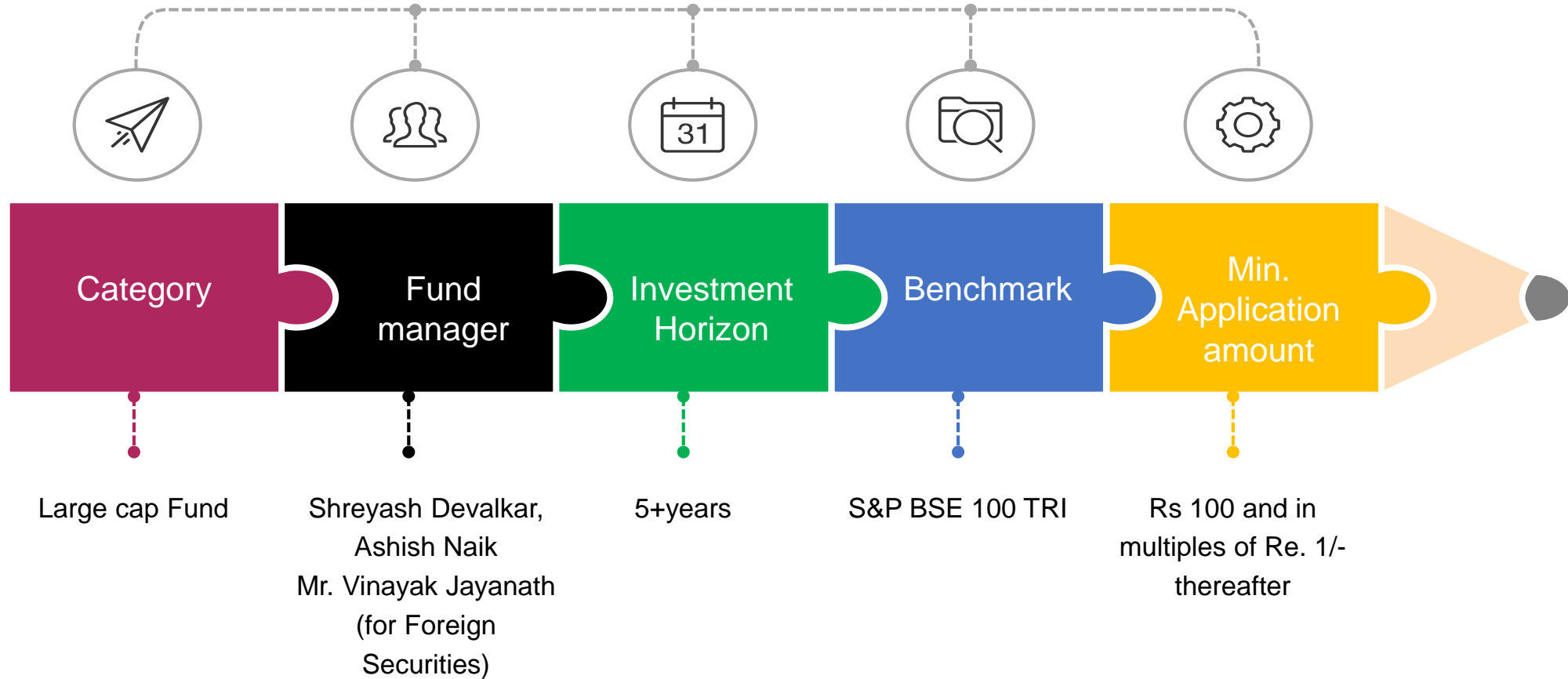


Expected to deliver alpha

The investment focus of the fund is subject to change on the discretion of the fund manager. The investment strategy of the fund will be in line with the strategy laid out in the scheme information document. For complete details on the scheme investment strategy refer the scheme information document.

Features At A Glance

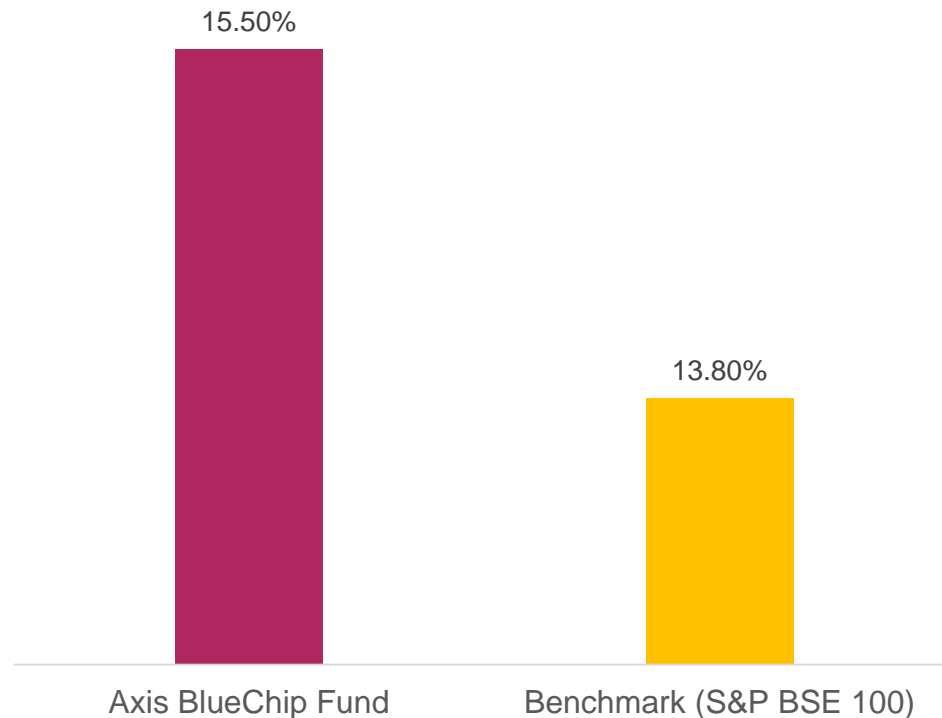
Axis Bluechip Fund



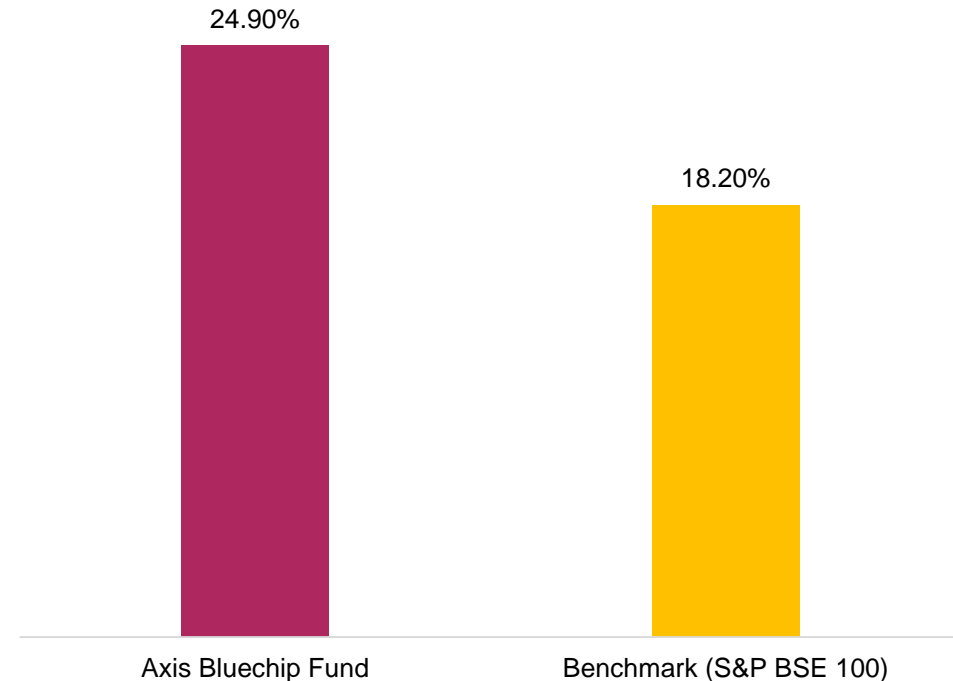
Emphasis on A Quality Portfolio

The fund does not compromise on quality of the portfolio

ROE FY24E



EPS Growth FY24E

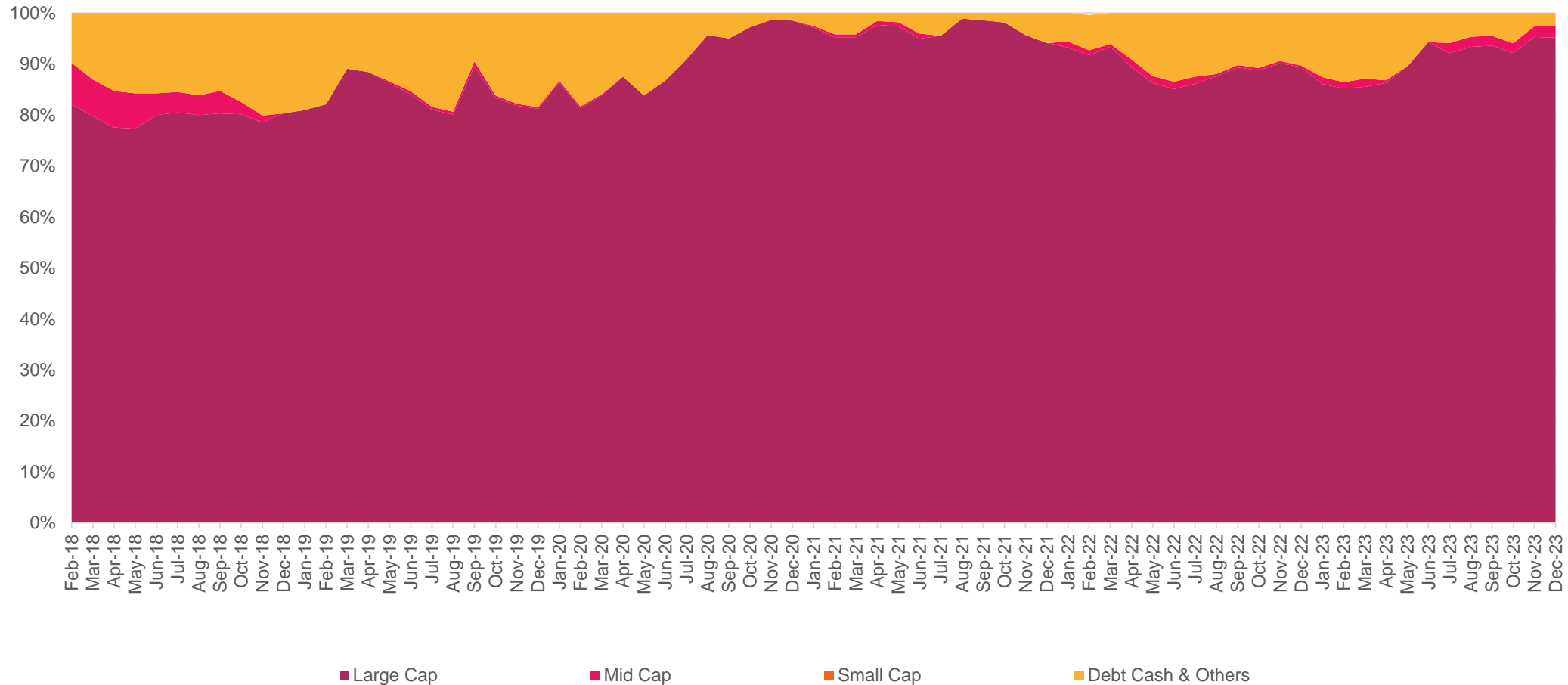


Source: Bloomberg, Axis MF Research

The investment focus of the fund is subject to change on the discretion of the fund manager. The investment strategy of the fund will be in line with the strategy laid out in the scheme information document. For complete details on the scheme investment strategy refer the scheme information document. Above numbers are calculated based on the portfolio As on 31st July 2023. Please note that above numbers are calculated for the equity portion of the portfolio. ROE: Return on Equity, EPS : Earnings per share.

Portfolio Allocation

Large cap biased : Minimum 80% in large caps



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. 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. For detailed asset allocation please refer to the Scheme Information Document (SID).

Portfolio Changes

Changes made to the portfolio over the last 1 year

Top stocks with increased exposure/entries	Change in exposure (%) over last year
Tata Motors Ltd	3.10%
Bajaj Auto Ltd	2.12%
Larsen & Toubro Ltd	1.71%
Interglobe Aviation Ltd	1.57%
TVS Motor Company Ltd	1.39%

Top stocks with reduced exposure/exits	Change in exposure (%) over last year
Infosys Limited	-2.62%
Kotak Mahindra Bank Limited	-2.36%
HDFC Bank Limited	-2.01%
State Bank of India	-1.98%
Bajaj Finance Limited	-1.53%

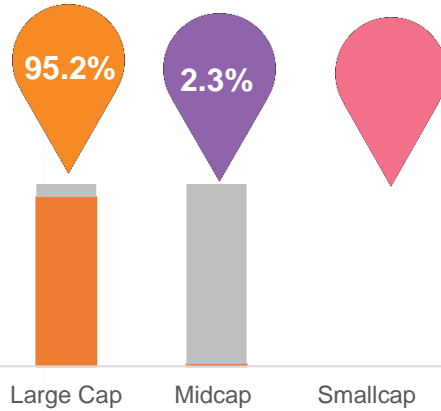
Exposure as % of Net assets. Source : ValueFY, ACEMF. Note: Current Portfolio Allocation is based on the prevailing market conditions and is subject to changes depending on the fund manager's view of the equity markets. Market caps are defined as per SEBI regulations as below: a. Large Cap: 1st -100th 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. Past performance may or may not be sustained in the future. Stock(s) / Issuer(s)/ Top stocks with increased or decreased exposure mentioned above are for the purpose of disclosure of the portfolio of the Scheme(s) and should not be construed as recommendation to buy/sell/ hold. The fund manager(s) may or may not choose to hold the stock mentioned, from time to time. Data As on 29th December 2023.

Current portfolio

As on 29th December 2023.

Current Market cap split

(%NAV)



Risk Parameters

Standard Deviation	6.77%
Standard Deviation (Benchmark)	10.64%
Tracking Error	3.74%
Beta	0.93

Top 10 Stocks

HDFC Bank Limited	9.23%
ICICI Bank Limited	8.20%
Bajaj Finance Limited	7.21%
Avenue Supermarts Limited	6.09%
Tata Consultancy Services Limited	5.57%
Reliance Industries Limited	5.16%
Larsen & Toubro Limited	4.76%
Infosys Limited	4.25%
UltraTech Cement Limited	3.37%
Bharti Airtel Limited	3.11%

Top 5 Sectors



Exposure as % of Net assets. Source : ValueFY, ACEMF. 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. 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. Past performance may or may not be sustained in the future. Stock(s) / Issuer(s) / Top stocks with increased or decreased exposure mentioned above are for the purpose of disclosure of the portfolio of the Scheme(s) and should not be construed as recommendation to buy/sell/ hold. The fund manager(s) may or may not choose to hold the stock mentioned, from time to time. Data As on 29th December 2023.

Performance

29th December 2023.

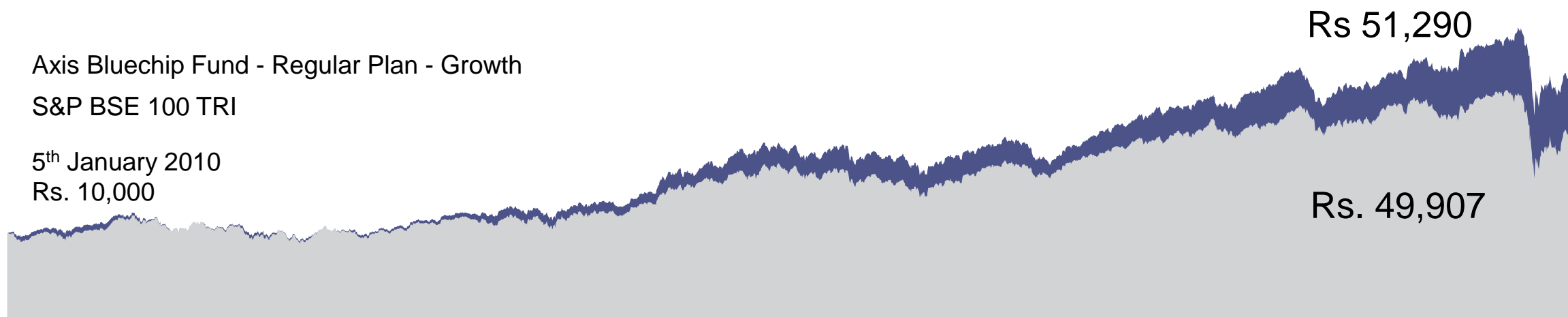
29th December 2023.

Axis Bluechip Fund - Regular Plan - Growth

S&P BSE 100 TRI

5th January 2010

Rs. 10,000



	1 Year		3 Year		5 Year		Since Inception	
	CAGR (%)	Current Value of investment of Rs. 10,000	CAGR (%)	Current Value of investment of Rs. 10,000	CAGR (%)	Current Value of investment of Rs. 10,000	CAGR (%)	Current Value of investment of Rs. 10,000
Axis Bluechip Fund - Regular Plan - Growth	17.50%	11,745	10.18%	13,367	13.68%	18,975	12.40%	51,290
S&P BSE 100 TRI (Benchmark)	23.30%	12,323	18.28%	16,532	16.47%	21,426	12.18%	49,907
Nifty 50 TRI (Additional Benchmark)	21.36%	12,130	17.24%	16,101	16.25%	21,220	11.99%	48,736

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 17 schemes, Vinayak Jayanath (for Foreign Securities) is managing the scheme since 17th January 2023 and he manages 18 schemes of Axis Mutual Fund. Ashish Naik is managing the scheme since 3rd August, 2023 and he manages 16 schemes of Axis Mutual Fund. Please click on link

https://www.axismf.com/cms/sites/default/files/Statutory/WDP_ANNEXURE_Dec%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. Returns greater than 1 year period are compounded annualized (CAGR). Face Value per unit : ₹10. Data As on 29th December 2023.

SIP Performance

29th December 2023.

Axis Bluechip Fund – Regular Plan - Growth (Inception: 5th Jan 2010)

SIP Investments	Since Inception SIP	5 Year SIP	3 Year SIP	1 Year SIP
Total Amount Invested	16,70,000	6,00,000	3,60,000	1,20,000
Market value as on December 29, 2023	45,64,681	8,43,207	4,26,574	1,38,254
Returns (Annualised)	13.41%	13.61%	11.38%	29.70%
Benchmark Returns (Annualised)	14.35%	19.70%	18.62%	36.41%
Additional Benchmark Returns (Annualised)	13.99%	18.84%	17.49%	33.54%

Above investment simulation is for illustration purpose only and should not be construed as a promise on minimum returns and safeguard of capital. Above calculation is based on Regular Plan - Growth Option NAV. Assuming Rs. 10,000 invested systematically on the first business day of every month over a period of time.

Past performance may or may not be sustained in future. Returns greater than 1 year period are compounded annualized. Benchmark: S&P BSE 100 TRI . Additional Benchmark: S&P BSE Sensex TRI. Inception Date: Jan 05, 2010. Shreyash Devalkar is managing the scheme since 23rd November 2016 and he manages 17 schemes of Axis Mutual Fund & Vinayak Jayanath (for Foreign Securities) is managing the scheme since 17th January 2023 and he manages 18 schemes of Axis Mutual Fund . Ashish Naik is managing the scheme since 3rd August, 2023 and he manages 16 schemes of Axis Mutual Fund Please click on link https://www.axismf.com/cms/sites/default/files/Statutory/WDP_ANNEXURE_Dec%2023.pdf to view the performance of other schemes currently managed by the fund manager. To refer scheme performance please refer slide 17. SIP returns are computed after accounting for the cash flow by using XIRR method (investment internal rate of return).

*Note - The above investment simulation should not be construed as a promise on minimum returns and safeguard of capital.

Product Labelling

Axis Bluechip Fund

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

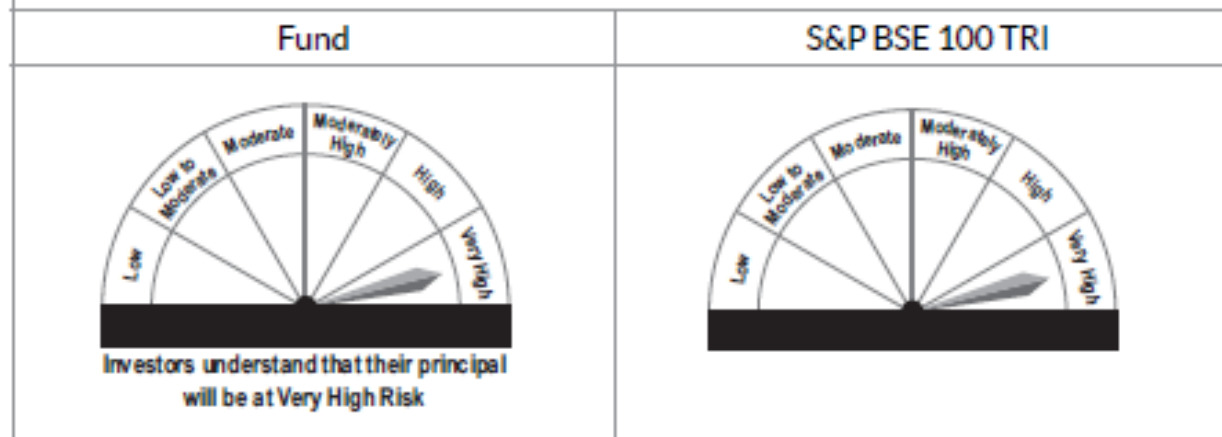
Benchmark: S&P BSE 100 TRI

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.

Riskometer



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

Statutory Details and Risk Factors

Data updated As on 29th December 2023.

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.

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 ELSS Tax Saver 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, Axis India Manufacturing Fund since 27th Dec, 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 and Axis ELSS Tax Saver 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, Axis US Treasury Dynamic Bond ETF Fund of Fund since 27th Dec, 2023.

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 Rs. 1 Lakh). Trustee: Axis Mutual Fund Trustee Ltd. Investment Manager: Axis Asset Management Co. Ltd. (the AMC). Risk Factors: Axis Bank Limited is not liable or responsible for any loss or shortfall resulting from the operation of the scheme. This document represents the views of Axis Asset Management Co. Ltd. and must not be taken as the basis for an investment decision. Neither Axis Mutual Fund, Axis Mutual Fund Trustee Limited nor Axis Asset Management Company Limited, its Directors or associates shall be liable for any damages including lost revenue or lost profits that may arise from the use of the information contained herein. No representation or warranty is made as to the accuracy, completeness or fairness of the information and opinions contained herein. The AMC reserves the right to make modifications and alterations to this statement as may be required from time to time.

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

Performance Disclaimer and Risk factors

Past performance may or may not be sustained in the future.

The presentation dated 29th December, 2023 has been prepared by Axis Asset Management Company Limited (Axis AMC) based on internal data, publicly available information and other sources believed to be reliable. Any calculations made are approximations, meant as guidelines only, which you must confirm before relying on them. The information given is for general purposes only. Past performance may or may not be sustained in future. The current investment strategies are subject to change depending on market conditions. The statements are given in summary form and do not purport to be complete. The views / information provided do not have regard to specific investment objectives, financial situation and the particular needs of any specific person who may receive this information. The information/ data herein alone are not sufficient and should not be used for the development or implementation of an investment strategy. The statements contained herein may include statements of future expectations and other forward-looking statements that are based on our current views and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. Stocks/Sectors referred in the presentation are illustrative and should not be construed as an investment advice or a research report or a recommended by Axis Mutual Fund / AMC. The Fund may or may not have any present or future positions in these sectors. Axis Mutual Fund/AMC is not guaranteeing any returns on investments made in the Scheme(s). The data/statistics are given to explain general market trends in the securities market, it should not be construed as any research report/research recommendation. Neither Axis AMC and Axis Mutual Fund nor any person connected with them, accepts any liability arising from the use of this document. The recipient(s) before acting on any information herein should make his/her/their own investigation and seek appropriate professional advice and shall alone be fully responsible / liable for any decision taken on the basis of information contained herein. For complete portfolio/details refer to our website <https://www.axismf.com/>.

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Thank You

