

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



July 2016

About the Fund

The fund looks at opportunities across the market cap and the portfolio remains balanced between its large and mid-cap allocations.

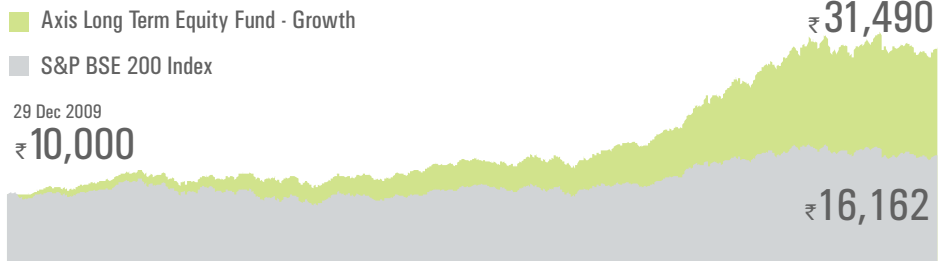
The fund is focused on long term earnings growth prospects and quality as key criteria for stock selection.

Open-ended **Equity-Linked Savings Scheme** with a 3 year lock in
Offers tax benefit under section 80C of the Income Tax Act, 1961



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

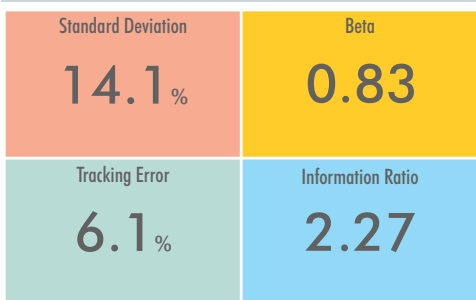
Performance (NAV Movement)



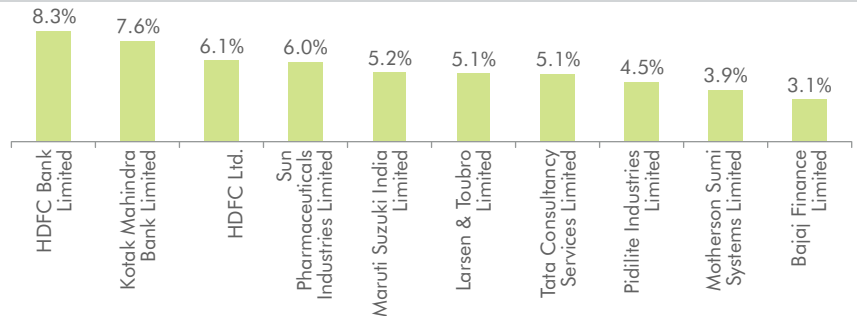
	June 28, 2013 To June 30, 2014	June 30, 2014 To June 30, 2015	June 30, 2015 To June 30, 2016	Since Inception (29 December 2009)
	(Absolute) %	(Absolute) %	(Absolute) %	(CAGR) %
Axis Long Term Equity Fund - Growth*	54.91%	33.43%	2.60%	19.28%
S&P BSE 200 (Benchmark)	34.45%	12.01%	0.41%	7.66%
Nifty 50 (Additional Benchmark)	30.28%	9.95%	-0.96%	7.46%

* 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. Jinesh Gopani is the fund manager & he manages 5 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 - ₹ 31,490, S&P BSE 200 ₹ 16,162 & Nifty 50: ₹ 15,975

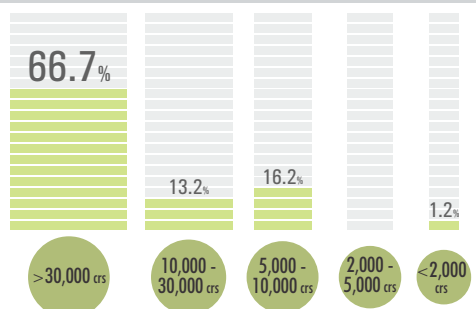
Risk Parameters



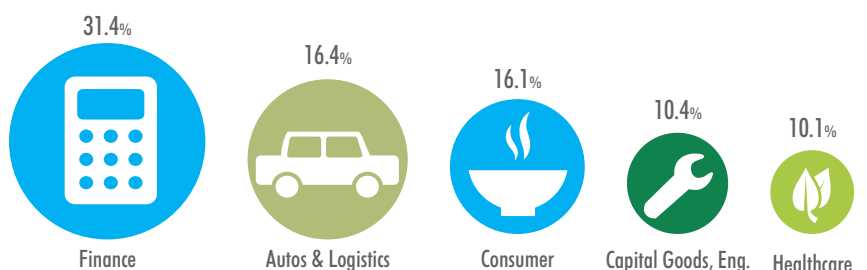
Top 10 stocks



Current market cap split (% NAV)



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

Options
Growth &
Dividend

Inception Date

Dec 29
2009

Entry Load

N.A.

Exit Load

NIL

Dividend History

Option	Record Date	Dividend (₹ Per unit)		NAV per unit (Cum Dividend)
		Individuals/ HUF	Others	
Regular Dividend	January 25, 2016	2.25	2.25	21.2217
	January 22, 2015	2.00	2.00	24.2942
	January 6, 2014	1.00	1.00	14.6918

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 Jinesh Gopani (as on June 30, 2016)

	June 28, 2013 to June 30, 2014	June 30, 2014 to June 30, 2015	June 30, 2015 to June 30, 2016	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 ^	54.91%	33.43%	2.60%	19.28%	31,490	29-Dec-09
S&P BSE 200 (Benchmark)	34.45%	12.01%	0.41%	7.66%	16,162	
Nifty 50 (Additional Benchmark)	30.28%	9.95%	-0.96%	7.46%	15,975	
Axis Long Term Equity Fund - Direct Plan - Growth ^	56.74%	35.23%	3.73%	25.32%	22,013	01-Jan-13
S&P BSE 200 (Benchmark)	34.45%	12.01%	0.41%	10.91%	14,364	
Nifty 50 (Additional Benchmark)	30.28%	9.95%	-0.96%	9.94%	13,927	
Axis Equity Fund - Growth	36.22%	12.83%	1.09%	10.89%	19,560	05-Jan-10
Nifty 50 (Benchmark)	30.28%	9.95%	-0.96%	7.20%	15,703	
S&P BSE SENSEX (Additional Benchmark)	31.03%	9.31%	-2.81%	6.74%	15,266	
Axis Equity Fund - Direct Plan - Growth	37.49%	14.18%	2.11%	15.75%	16,675	01-Jan-13
Nifty 50 (Benchmark)	30.28%	9.95%	-0.96%	9.94%	13,927	
S&P BSE SENSEX (Additional Benchmark)	31.03%	9.31%	-2.81%	9.63%	13,789	
Axis Income Saver - Growth#	14.24%	12.55%	5.83%	8.54%	16,302	16-Jul-10
Crisil MIP Blended Fund Index (Benchmark)	8.28%	11.05%	8.63%	8.37%	16,152	
Crisil 10 Year Gilt Index (Additional Benchmark)	-2.47%	11.76%	10.03%	6.67%	14,695	
Axis Income Saver - Direct Plan - Growth#	15.85%	14.14%	7.60%	11.30%	14,528	04-Jan-13
Crisil MIP Blended Fund Index (Benchmark)	8.28%	11.05%	8.63%	9.17%	13,578	
Crisil 10 Year Gilt Index (Additional Benchmark)	-2.47%	11.76%	10.03%	7.09%	12,698	
Axis Focused 25 Fund - Growth	26.14%	23.87%	1.49%	16.41%	18,380	29-Jun-12
Nifty 50 (Benchmark)	30.28%	9.95%	-0.96%	11.92%	15,700	
S&P BSE 200 (Additional Benchmark)	34.45%	12.01%	0.41%	13.20%	16,434	
Axis Focused 25 Fund - Direct Plan - Growth	27.44%	25.57%	2.79%	15.30%	16,449	01-Jan-13
Nifty 50 (Benchmark)	30.28%	9.95%	-0.96%	9.94%	13,927	
S&P BSE 200 (Additional Benchmark)	34.45%	12.01%	0.41%	10.91%	14,364	

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

Data as on 29th July 2016. 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.

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

~Large Cap: Large cap > Market Cap of 101st stock by market cap in Nifty 500 Index (currently 17,843 crs); Midcap: Market cap of 400th Stock in Nifty 500 Index (currently 1,426 crs) <Midcap <= Market Cap of 101st stock by market cap in Nifty 500 Index (currently 17,843 crs); Small Cap: Small Cap <= Market cap of 400th Stock in Nifty 500 Index (currently 1,426 crs). The range will be monitored quarterly based on average of last 4 quarters. The range is calculated based on average of last 4 quarters ended March 31st 2016.

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.

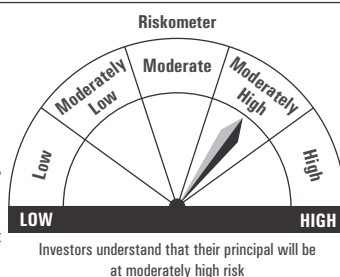
Axis Long Term Equity Fund

(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

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



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