

Axis Bluechip Fund

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



What are Blue chip stocks?

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

Why Blue Chips?



Potential for
Stable
returns



High liquidity



Well
researched
universe



High stability
and visibility
of business



Low
marginal
cost due to
high scale
operations



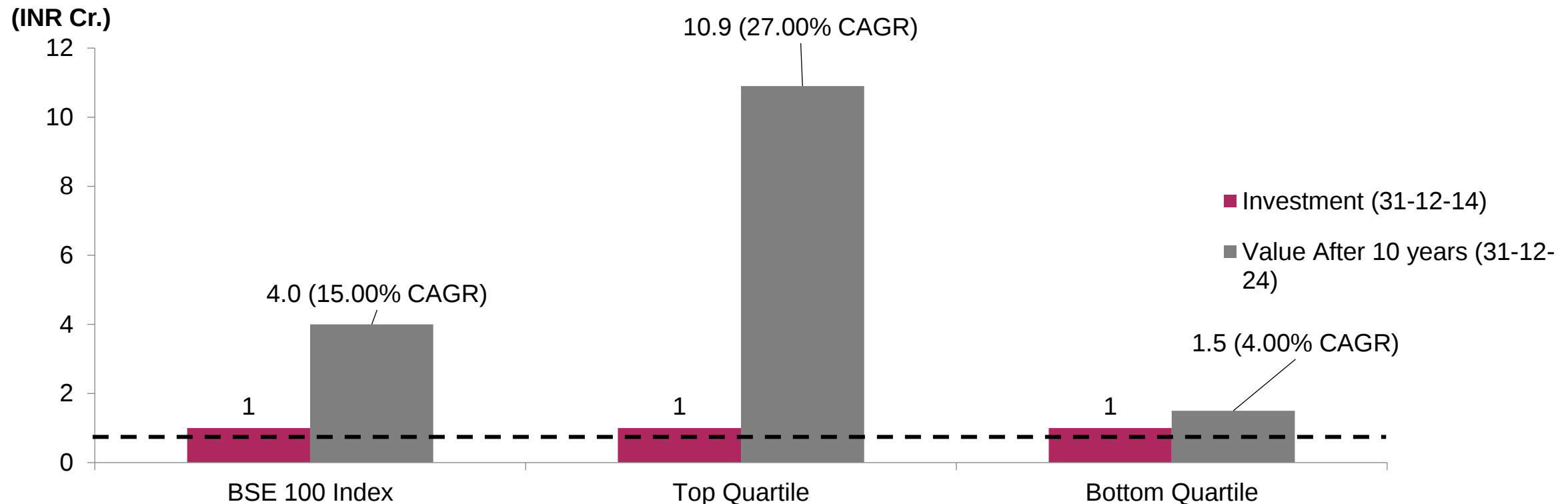
Competitive
advantage
due to high
capital
efficiency



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

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



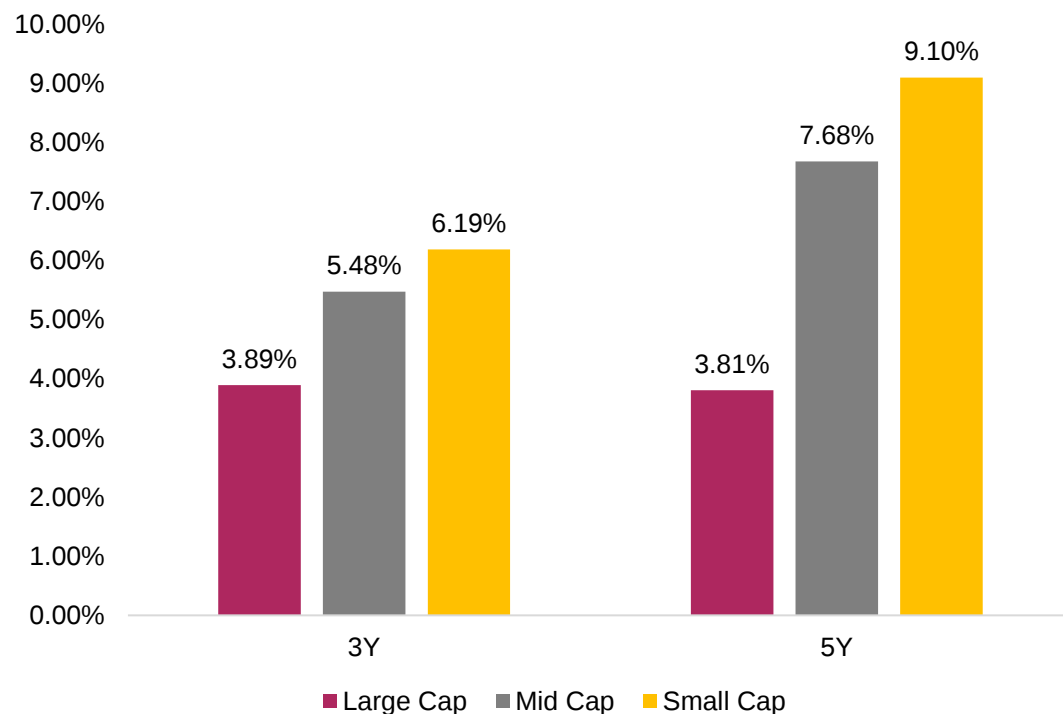
Source: ACE MF, Axis MF Research. Data As on 31st Dec 2024.

Past performance may or may not be sustained in future. Large: Nifty 50 TRI, Mid: Nifty Midcap 100 TRI, Small: Nifty Smallcap 100 TRI.

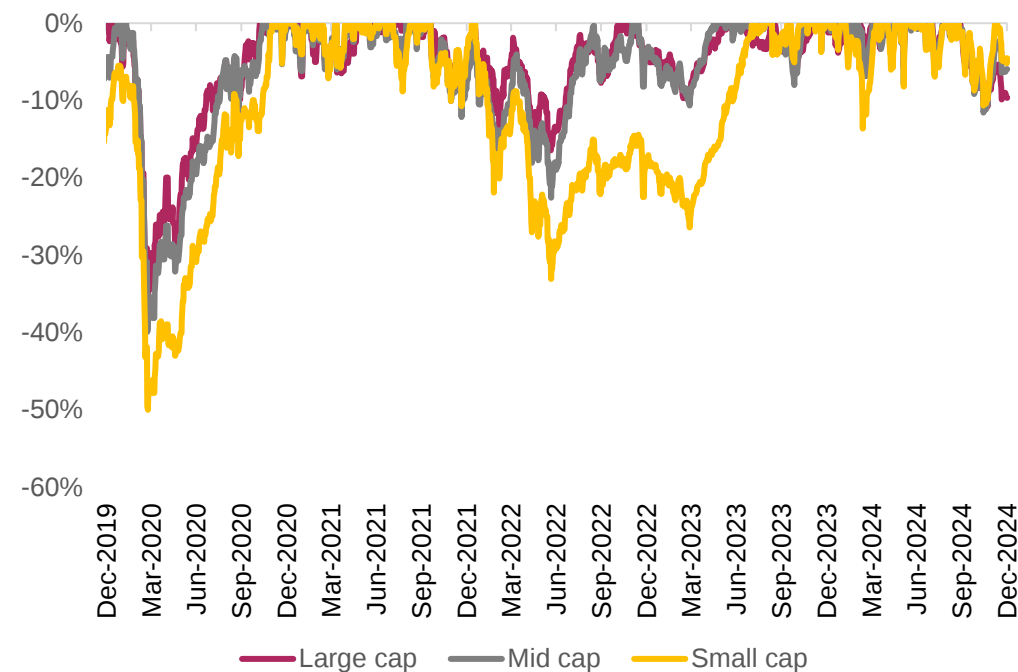
Return Profile

With Lower volatility & drawdowns

Average Volatility



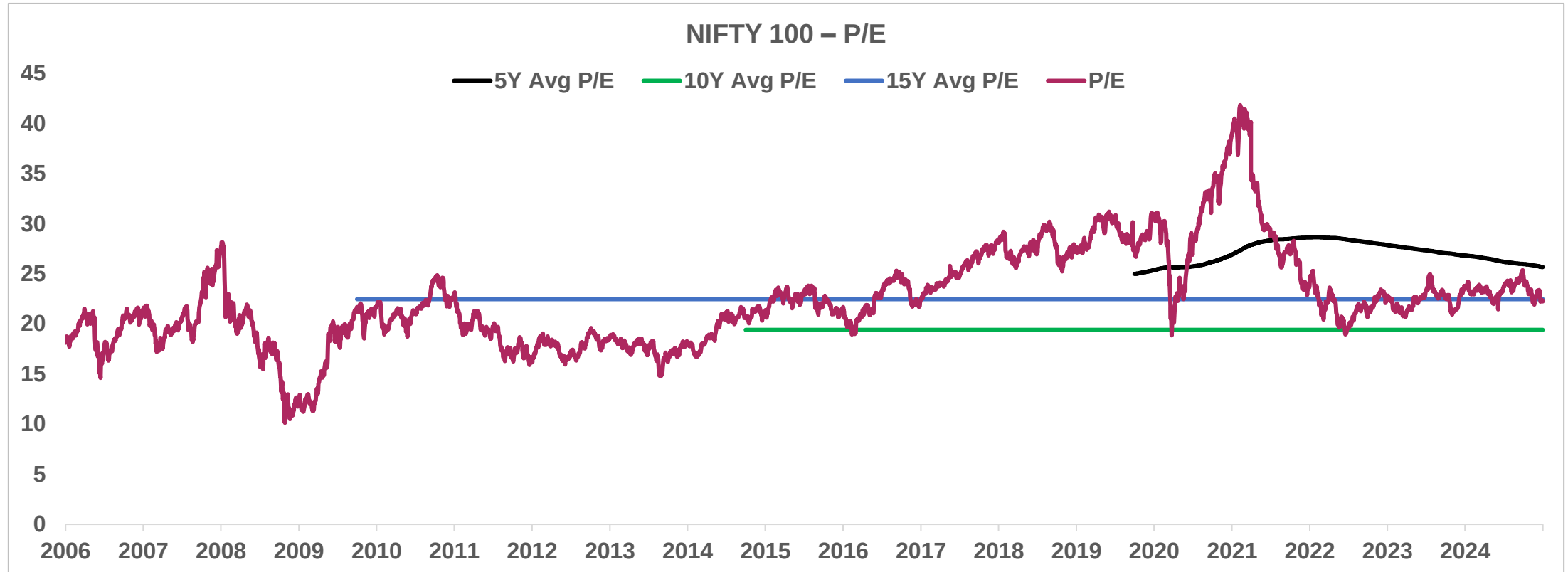
Maximum Drawdown



Source: Bloomberg. Average volatility and maximum drawdown data as on 31st Dec 2024.

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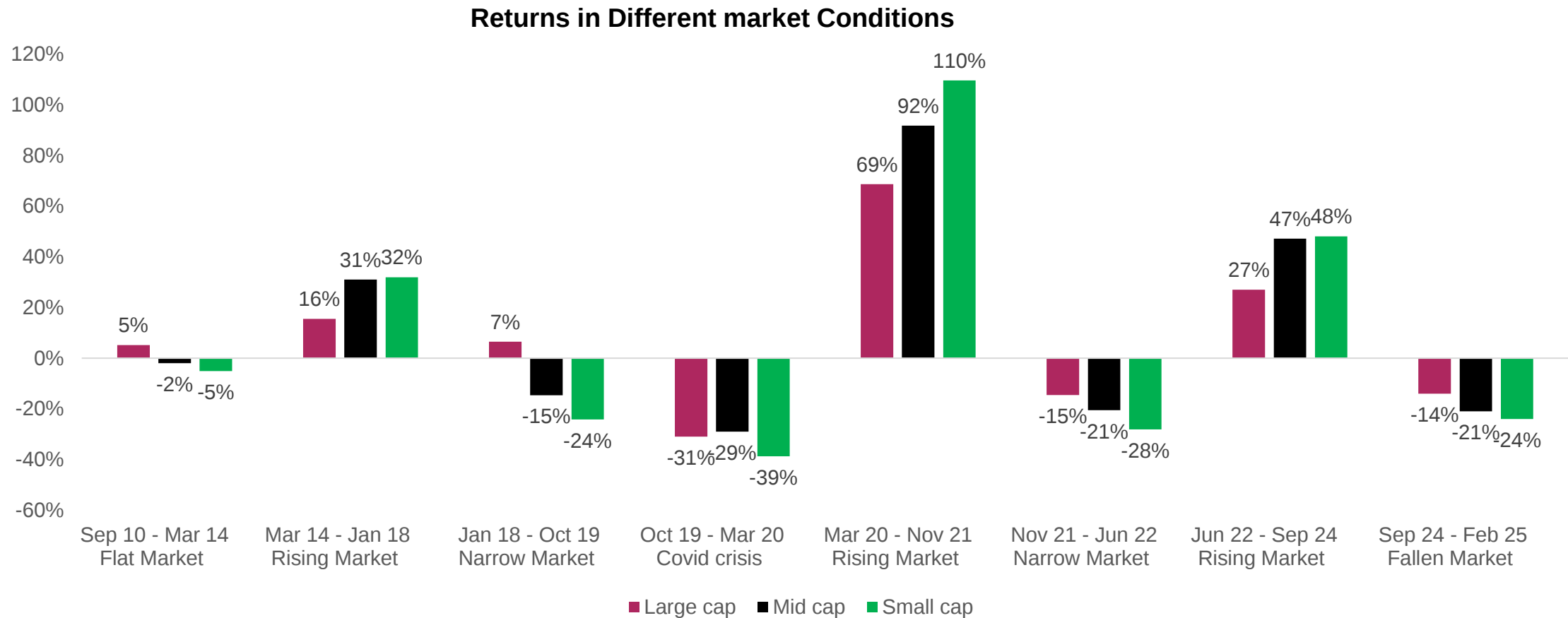
Attractive valuation



Despite the fluctuations, there is a general upward trend in the market cap, suggesting a growing valuation of the Large Cap, due to increased investor confidence and improved financial performance.
Further, a P/E lower than the 5Y/10Y Average P/E indicates attractive valuation.

Return Profile – Across Cycles

Large caps provide cushion during tough market conditions



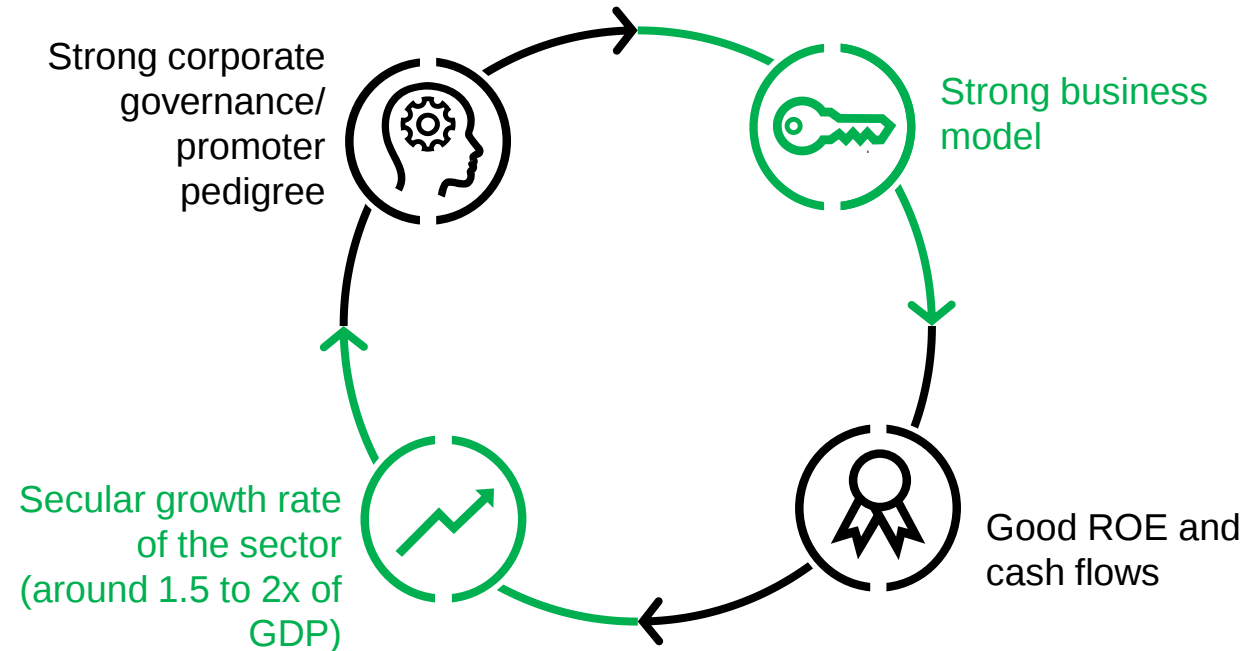
Source: Bloomberg, Axis MF Research. Data As on 28th February 2025

Past performance may or may not be sustained in future. 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

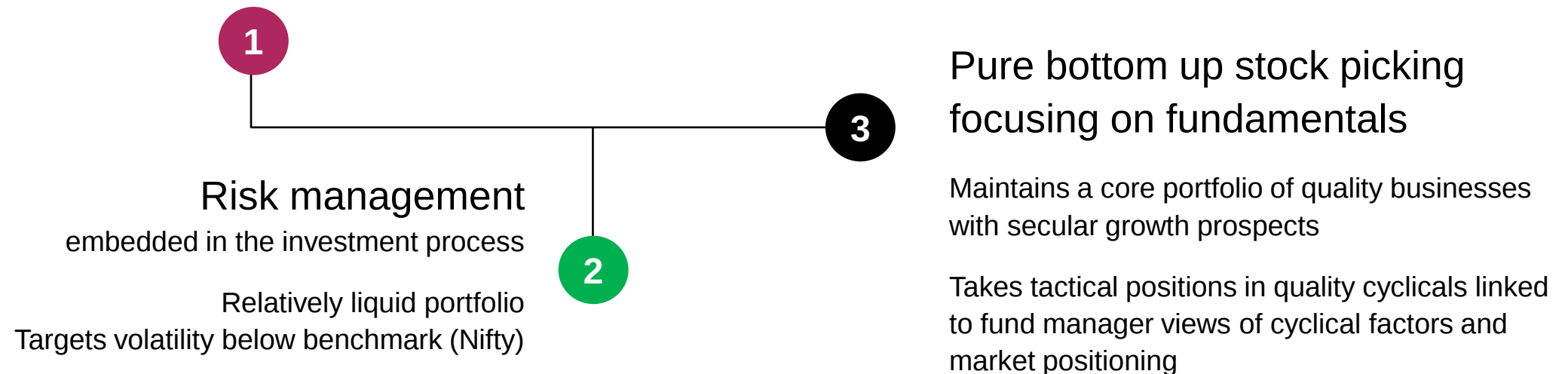
(An open ended equity scheme predominantly investing in large cap stocks)

Axis Bluechip Fund

An Introduction

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

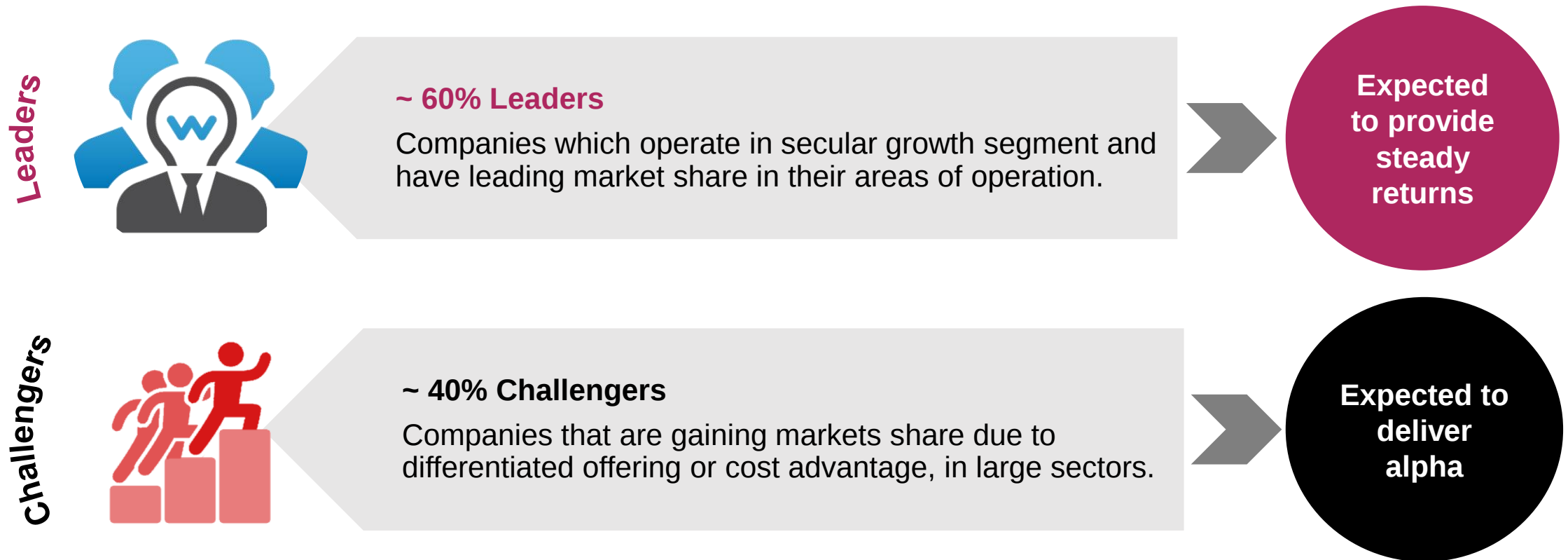
The Scheme will invest predominantly in Equity and Equity Related Instruments of Large Cap stocks.



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

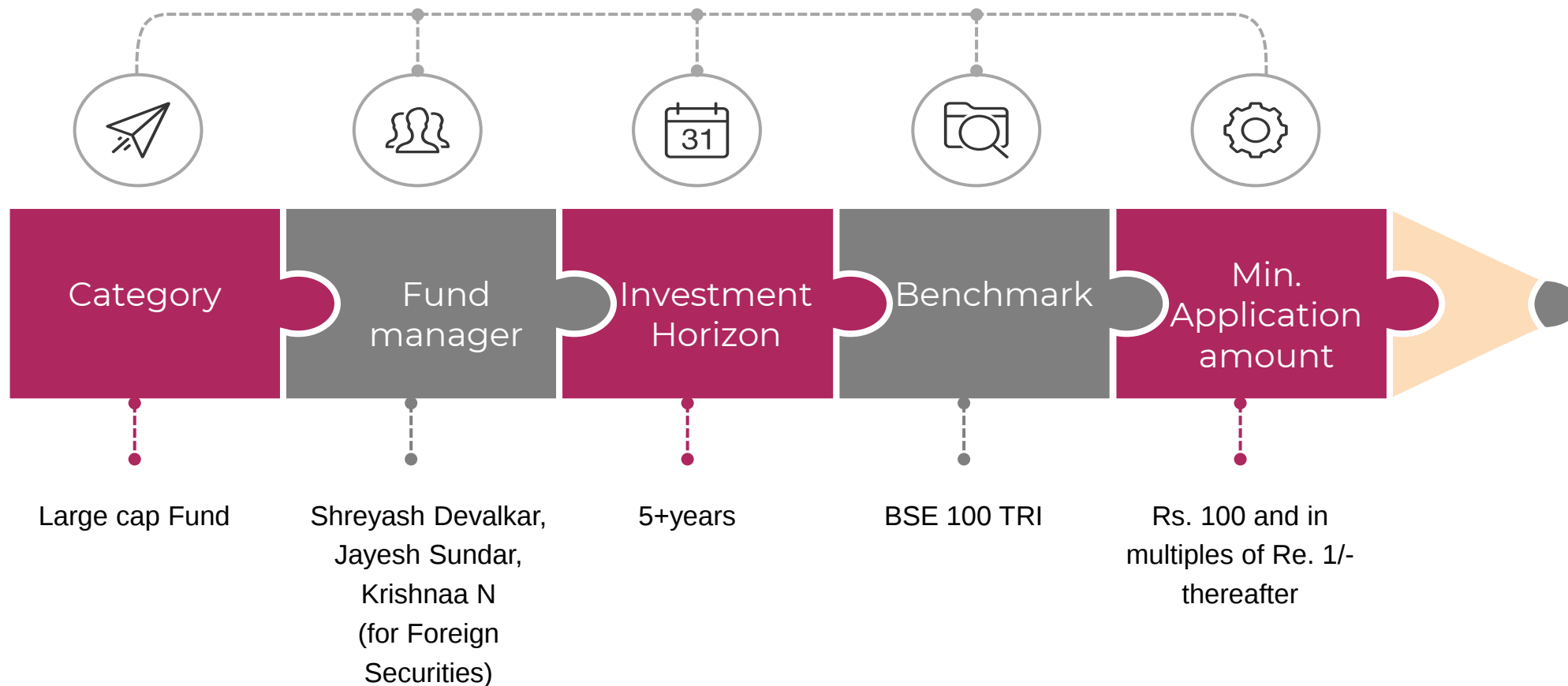
Investment Focus



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.

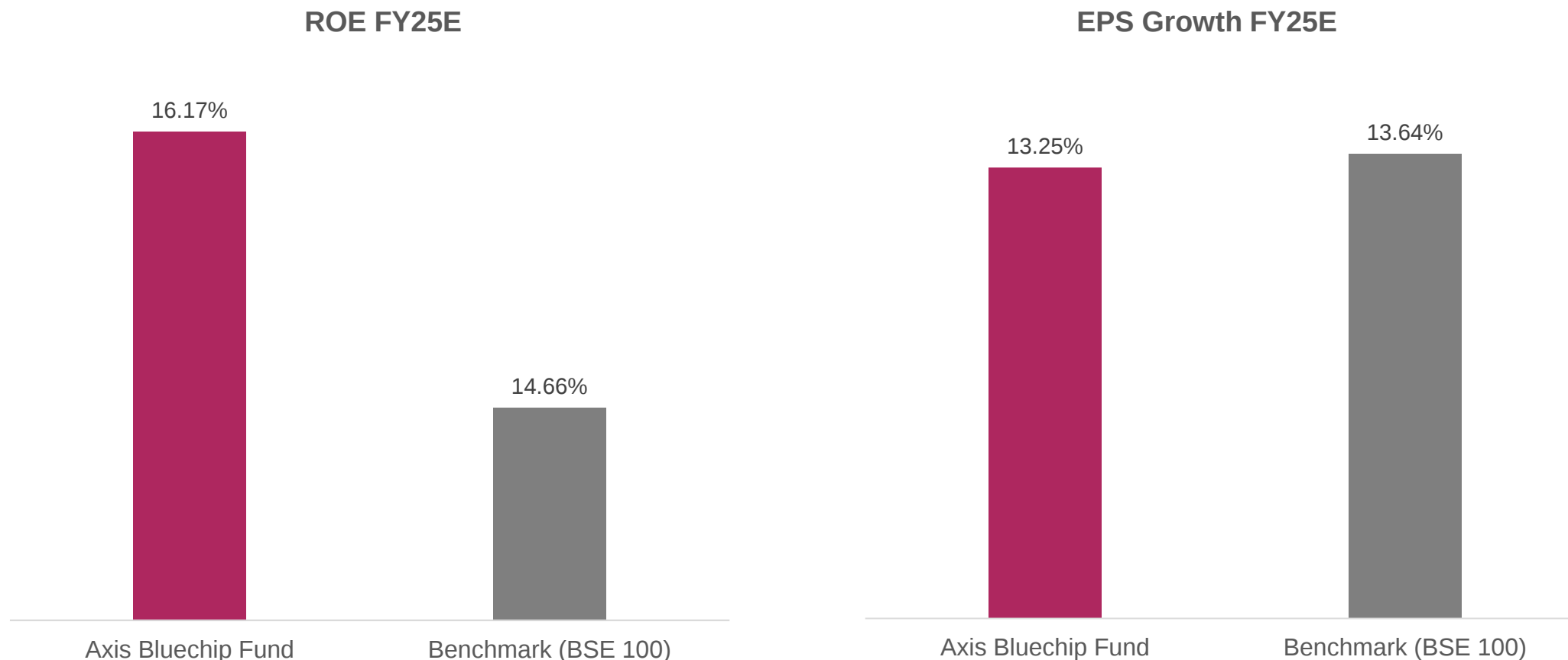
Features At A Glance

Axis Bluechip Fund



Emphasis on A Quality Portfolio

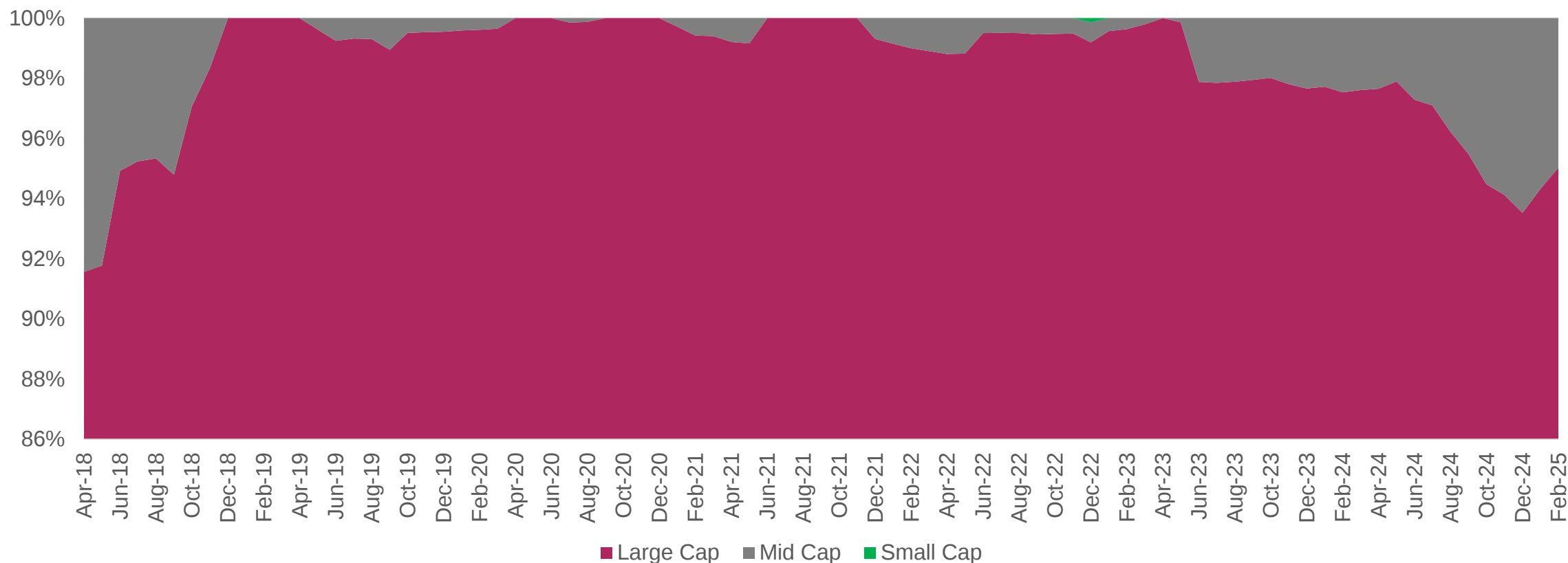
The fund does not compromise on quality of the portfolio



Source: Bloomberg, FactSet, Axis MF Research. ROE FY25E is based on portfolio as on 28th Feb 2025, EPS Growth as of 28th Feb 2025. 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. Please note that above numbers are calculated for the equity portion of the portfolio. ROE: Return on Equity, EPS: Earnings per share. For complete portfolio disclosure, refer www.axismf.com/statutory-disclosures.

Portfolio Allocation

Large cap biased : Minimum 80% in large caps



Data As on 28th February 2025

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).

For complete portfolio disclosure, refer www.axismf.com/statutory-disclosures.

Portfolio Changes

Changes in the portfolio over the last 1 year

Top stocks with increased exposure/entries	Change in exposure (%) over last year
HDFC Bank Limited	3.15%
Infosys Limited	2.49%
Bharti Airtel Limited	1.61%
Cipla Limited	1.21%
State Bank of India	0.98%

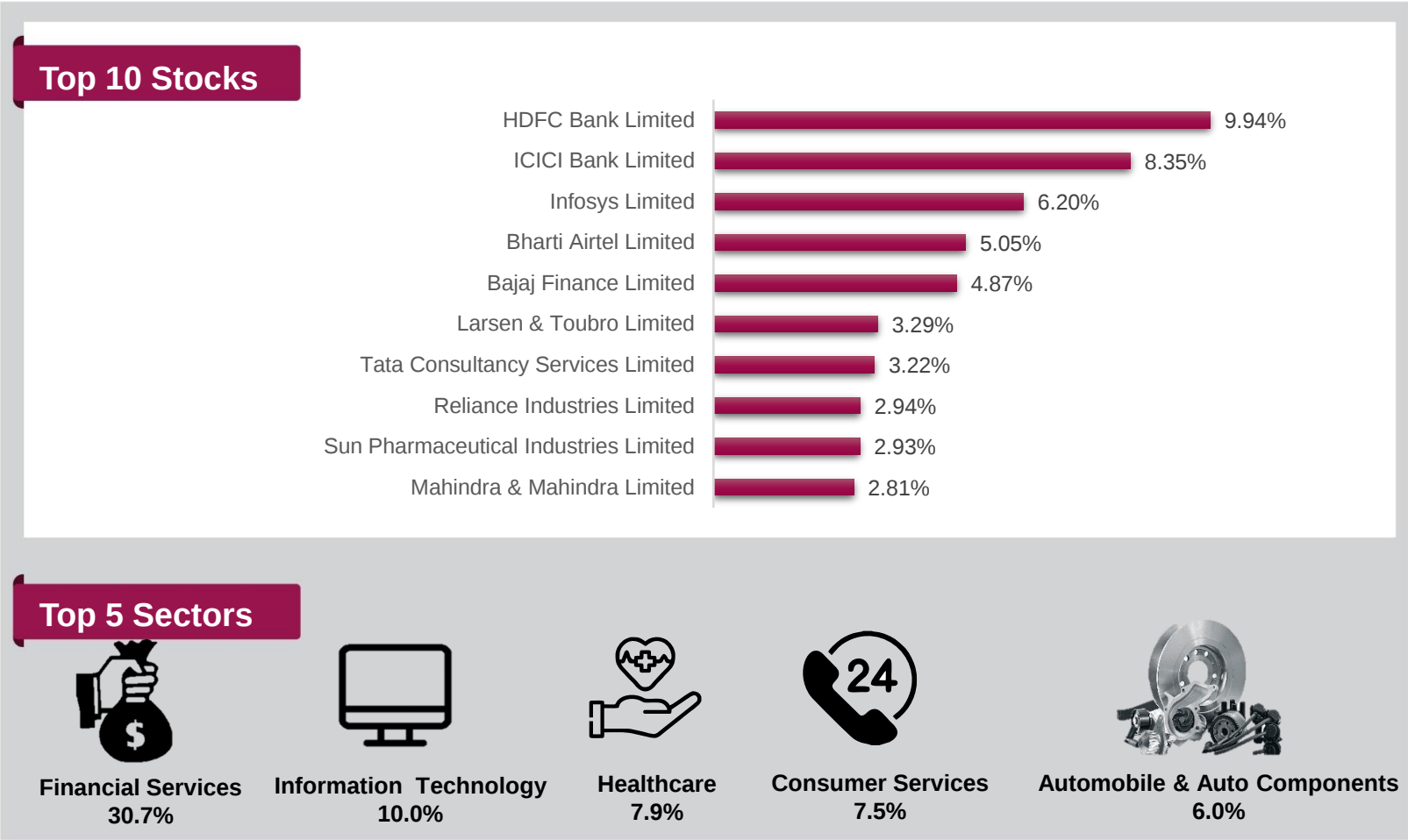
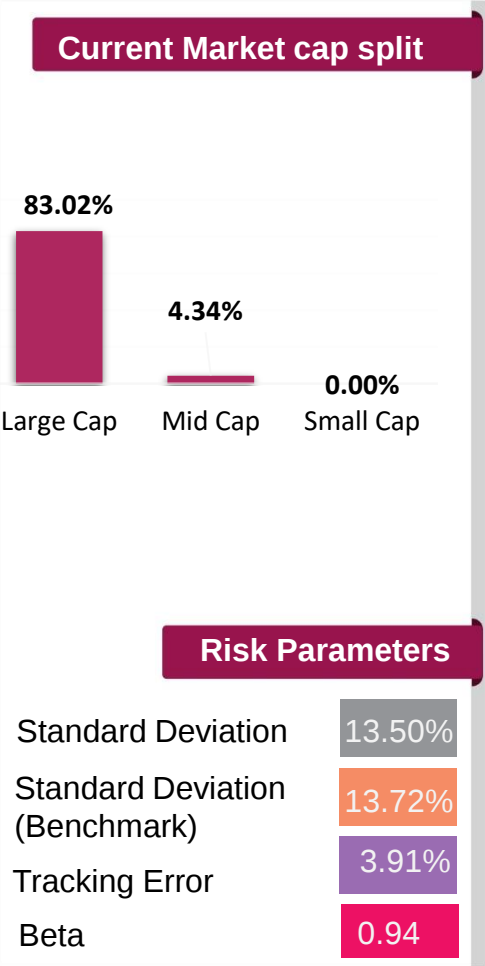
Top stocks with reduced exposure/exits	Change in exposure (%) over last year
Avenue Supermarts Limited	-4.06%
Reliance Industries Limited	-3.72%
Tata Motors Limited	-2.96%
Nestle India Limited	-2.76%
Tata Consultancy Services Limited	-2.41%

Data As on 28th February 2025. Exposure as % of Net assets. Source: 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.

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.

Current portfolio

As on 28th February 2025



Data As on 28th February 2025. Exposure as % of Net assets. Source : 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. For complete portfolio disclosure, refer www.axismf.com/statutory-disclosures.

Performance

28th February 2025

Axis Bluechip Fund - Regular Plan - Growth

Benchmark: BSE 100 TRI

	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	2.53%	10,253	7.10%	12,289	11.21%	17,017	11.75%	53,910
BSE 100 TRI (Benchmark)	1.49%	10,149	11.97%	14,041	16.81%	21,766	11.48%	51,951
Nifty 50 TRI (Additional Benchmark)	1.89%	10,189	10.92%	13,652	15.94%	20,966	11.25%	50,323

Past performance may or may not be sustained in future. Data As on 28th February 2025. Since Inception – 5th January 2010. Different plans have different expense structure. Shreyash Devalkar is managing the scheme since 23rd November 2016 and he manages 07 schemes, Krishnaa N (for Foreign Securities) is managing the scheme since 01st March 2024 and she manages 23 schemes of Axis Mutual Fund. Jayesh Sundar is managing the scheme since 4th Nov 2024 and he manages 08 schemes of Axis Mutual Fund. Please click on link https://www.axismf.com/cms/sites/default/files/Statutory/WDP_ANNEXURE_Feb%2025.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.

SIP Performance

28th February 2025

	Axis Bluechip Fund – Regular Plan - Growth (Inception: 5 th Jan 2010)			
SIP Investments	Since Inception SIP	5 Year SIP	3 Year SIP	1 Year SIP
Total Amount Invested	18,10,000	6,00,000	3,60,000	1,20,000
Market value as on 28 th February 2025	49,30,752	7,62,712	4,03,157	1,11,824
Returns (CAGR)	12.28%	9.55%	7.51%	-12.51%
Benchmark Returns (CAGR)	13.00%	14.02%	9.44%	-14.40%
Additional Benchmark Returns (CAGR)	12.59%	13.16%	8.74%	-11.93%

Past performance may or may not be sustained in future. Data As on 28th February 2025. Returns greater than 1 year period are compounded annualized. Benchmark: BSE 100 TRI . Additional Benchmark: BSE Sensex TRI. Inception Date: Jan 05, 2010. Shreyash Devalkar is managing the scheme since 23rd November 2016 and he manages 07 schemes of Axis Mutual Fund & Krishnaa N (for Foreign Securities) is managing the scheme since 01st March 2024 and she manages 23 schemes of Axis Mutual Fund . Jayesh Sundar is managing the scheme since 4th Nov 2024 and he manages 08 schemes of Axis Mutual Fund. Please click on link https://www.axismf.com/cms/sites/default/files/Statutory/WDP_ANNEXURE_Feb%2025.pdf to view the performance of other schemes currently managed by the fund manager. To refer scheme performance please refer slide 18. SIP returns are computed after accounting for the cash flow by using XIRR method (investment internal rate of return).

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.

*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)

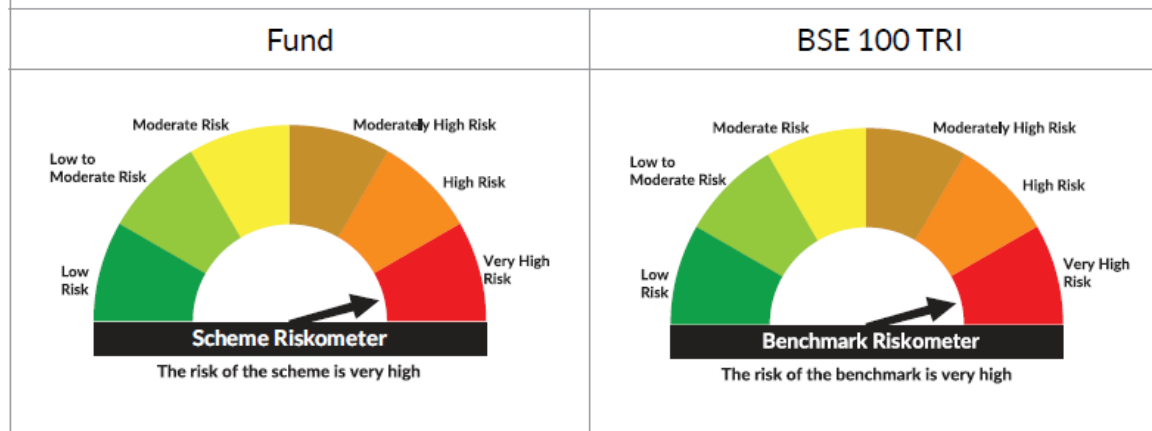
Benchmark: BSE 100 TRI

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



For latest Risk-o-meter, refer www.axismf.com.

Statutory Details and Risk Factors

Data updated As on 28th February 2025

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- Shreyash Devalkar is Managing Axis BlueChip Fund, Axis Midcap Fund since 23rd Nov, 2016, Axis Multicap Fund since 1st Mar, 2023, Axis Growth Opportunities Fund, Axis ELSS Tax Saver Fund since 4th Aug, 2023, Axis India Manufacturing Fund since 21st Dec, 2023 and Axis Consumption Fund since 12th Sep, 2024.
- Jayesh Sundar is Managing Axis Children's Fund, Axis Balanced Advantage Fund, Axis Aggressive Hybrid Fund and Axis Conservative Hybrid Fund since 28th Sep 2023, Axis Retirement Fund - Aggressive Plan, Axis Retirement Fund - Conservative Plan and Axis Retirement Fund - Dynamic Plan since 24th Jan 2024 and Axis BlueChip Fund since 4th Nov 2024.
- Krishnaa N is Managing Axis BlueChip Fund, Axis ESG Integration Strategy Fund, Axis Focused Fund, Axis Greater China Equity Fund of Fund, Axis Global Equity Alpha Fund of Fund, Axis Global Innovation Fund of Fund, Axis Growth Opportunities Fund, Axis Midcap Fund, Axis Flexi Cap Fund, Axis NASDAQ 100 Fund of Fund, Axis Quant Fund, Axis Retirement Fund - Aggressive Plan, Axis Retirement Fund - Conservative Plan, Axis Retirement Fund - Dynamic Plan, Axis Small Cap Fund, Axis Innovation Fund, Axis US Treasury Dynamic Bond ETF Fund of Fund and Axis Value Fund since 1st Mar, 2024, Axis Multi Asset Allocation Fund since 1st Jun, 2024, Axis Consumption Fund since 12th Sep, 2024 and Axis Equity Savings Fund, Axis Aggressive Hybrid Fund and Axis Children's Fund since 16th Dec, 2024.

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 28th February 2025, 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

