

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

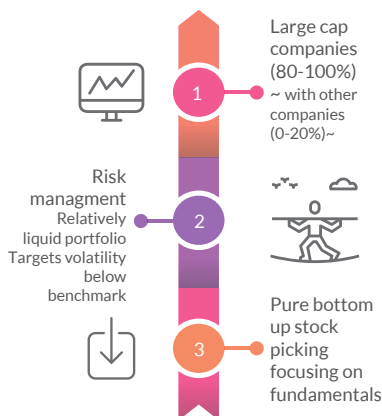


April 2021

About the Fund

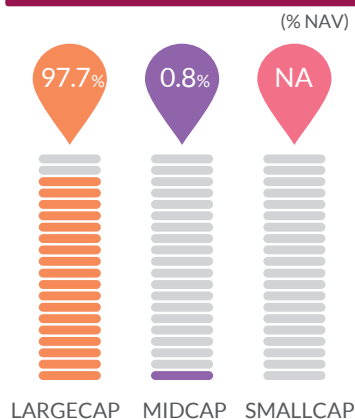
The fund manager targets to outperform the benchmark while undertaking risk that is lower than the benchmark.

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	18.5%
Beta	0.82
Tracking Error	6.3%
Information Ratio	0.24

Based on 3 years data

Performance (NAV Movement)

Axis Bluechip Fund - Regular Plan - Growth
Nifty 50 TRI

5th January 2010
₹10,000

30th April 2021
₹38,720

₹31,761

	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/-
Axis Bluechip Fund - Regular Plan - Growth	37.40%	13,740	13.72%	14,711	15.53%	20,596	12.70%	38,720
Nifty 50 TRI (Benchmark)	49.89%	14,989	12.22%	14,135	14.70%	19,869	10.75%	31,761
S&P BSE SENSEX TRI (Additional Benchmark)	46.26%	14,626	12.85%	14,377	15.15%	20,260	10.89%	32,232

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 4 schemes of Axis Mutual Fund. Hitesh Das is managing the scheme since 2nd November, 2020 and he manages 13 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

Infosys Limited	9.4%
Bajaj Finance Limited	9.0%
HDFC Bank Limited	9.0%
Tata Consultancy Services Limited	7.3%
Kotak Mahindra Bank Limited	7.1%
ICICI Bank Limited	7.1%
Avenue Supermarts Limited	5.6%
Housing Development Finance Corporation Limited	5.0%
Reliance Industries Limited	4.4%
Divi's Laboratories Limited	3.2%

Top 5 Sectors

Finance	39.9%	Information Technology	18.2%	Consumer	16.1%	Healthcare	6.7%	Oil & Gas	4.9%
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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 & IDCW



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.

IDCW History

Option	Record Date	Regular Plan				Direct Plan			
		IDCW (₹ Per unit)		NAV per unit (Cum IDCW)	NAV per unit (Ex IDCW)	IDCW (₹ Per unit)		NAV per unit (Cum IDCW)	NAV per unit (Ex IDCW)
		Individuals/HUF	Others			Individuals/HUF	Others		
IDCW	March 26, 2021	1.55	1.55	--	16.83	1.00	1.00	--	19.68
	March 12, 2020	1.33	1.33	15.27	13.77	1.46	1.46	16.94	15.29
	March 14, 2019	1.33	1.33	16.33	14.83	1.33	1.33	17.77	16.27
	March 15, 2018	2.00	2.00	16.36	14.36	2.00	2.00	17.41	15.41
	March 21, 2017	1.15	1.15	14.86	13.71	1.15	1.15	15.54	14.39
	March 10, 2016	1.00	1.00	--	12.78	1.00	1.00	--	13.24

Pursuant to dividend payout, the NAV of the IDCW option of the Scheme falls to the extent of the payout and statutory levy, if any. Past performance may or may not be sustained in future. Face value of units is Rs. 10. IDCW means Income Distribution cum Capital Withdrawal.

Returns of schemes managed by Shreyash Devalkar & Hitesh Das

(As on 30th April 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: 4)									
Axis Midcap Fund - Regular Plan - Growth Option	18-Feb-11	52.66%	15,266	15.46%	15,398	18.01%	22,908	18.22%	55,140
S&P BSE Mid Cap TRI (Benchmark)		70.96%	17,096	7.29%	12,353	14.19%	19,432	13.00%	34,812
Nifty 50 TRI (Additional Benchmark)		49.89%	14,989	12.22%	14,135	14.70%	19,869	11.50%	30,364
Axis Midcap Fund - Direct Plan - Growth Option	01-Jan-13	54.79%	15,479	16.95%	16,003	19.47%	24,362	19.66%	44,595
S&P BSE Mid Cap TRI (Benchmark)		70.96%	17,096	7.29%	12,353	14.19%	19,432	14.68%	31,307
Nifty 50 TRI (Additional Benchmark)		49.89%	14,989	12.22%	14,135	14.70%	19,869	12.76%	27,201
Axis Flexi Cap Fund - Regular Plan - Growth Option	20-Nov-17	38.32%	13,832	13.11%	14,478	NA	NA	13.61%	15,520
Nifty 500 TRI (Benchmark)		55.74%	15,574	10.45%	13,478	NA	NA	10.30%	14,016
Nifty 50 TRI (Additional Benchmark)		49.89%	14,989	12.22%	14,135	NA	NA	12.05%	14,796
Axis Flexi Cap Fund - Direct Plan - Growth Option	20-Nov-17	40.19%	14,019	14.83%	15,148	NA	NA	15.37%	16,360
Nifty 500 TRI (Benchmark)		55.74%	15,574	10.45%	13,478	NA	NA	10.30%	14,016
Nifty 50 TRI (Additional Benchmark)		49.89%	14,989	12.22%	14,135	NA	NA	12.05%	14,796
Axis Bluechip Fund - Regular Plan - Growth Option	05-Jan-10	37.40%	13,740	13.72%	14,711	15.53%	20,596	12.70%	38,720
Nifty 50 TRI (Benchmark)		49.89%	14,989	12.22%	14,135	14.70%	19,869	10.75%	31,761
S&P BSE Sensex TRI (Additional Benchmark)		46.26%	14,626	12.85%	14,377	15.15%	20,260	10.89%	32,232
Axis Bluechip Fund - Direct Plan -Growth	01-Jan-13	39.08%	13,908	15.17%	15,281	16.97%	21,914	16.25%	35,066
Nifty 50 TRI (Benchmark)		49.89%	14,989	12.22%	14,135	14.70%	19,869	12.76%	27,201
S&P BSE Sensex TRI (Additional Benchmark)		46.26%	14,626	12.85%	14,377	15.15%	20,260	13.06%	27,811
Axis Equity Advantage Fund - Series 1 - Regular Plan - Growth Option	25-May-17	28.79%	12,879	9.95%	13,295	NA	NA	10.57%	14,850
75% Nifty 50 TRI + 25% Crisil Composite Bond Fund Index (Benchmark)		38.55%	13,855	12.09%	14,086	NA	NA	12.15%	15,700
Nifty 50 TRI (Additional Benchmark)		49.89%	14,989	12.22%	14,135	NA	NA	13.01%	16,179
Axis Equity Advantage Fund - Series 1 - Direct Plan - Growth Option	25-May-17	29.94%	12,994	11.13%	13,727	NA	NA	11.93%	15,580
75% Nifty 50 TRI + 25% Crisil Composite Bond Fund Index (Benchmark)		38.55%	13,855	12.09%	14,086	NA	NA	12.15%	15,700
Nifty 50 TRI (Additional Benchmark)		49.89%	14,989	12.22%	14,135	NA	NA	13.01%	16,179

Returns of schemes managed by Shreyash Devalkar & Hitesh Das

(As on 30th April 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: 13)									
Top 3 Funds									
Axis Small Cap Fund - Regular Plan - Growth Option	29-Nov-13	70.45%	17,045	16.95%	16,004	18.21%	23,098	22.77%	45,850
Nifty Smallcap 100 TRI (Benchmark)		111.71%	21,171	1.80%	10,551	11.57%	17,298	15.44%	29,035
Nifty 50 TRI (Additional Benchmark)		49.89%	14,989	12.22%	14,135	14.70%	19,869	13.68%	25,900
Axis Small Cap Fund - Direct Plan - Growth Option	29-Nov-13	73.40%	17,340	18.61%	16,694	19.73%	24,632	24.30%	50,250
Nifty Smallcap 100 TRI (Benchmark)		111.71%	21,171	1.80%	10,551	11.57%	17,298	15.44%	29,035
Nifty 50 TRI (Additional Benchmark)		49.89%	14,989	12.22%	14,135	14.70%	19,869	13.68%	25,900
Axis Growth Opportunities Fund - Regular Plan - Growth Option	22-Oct-18	56.13%	15,613	NA	NA	NA	NA	22.10%	16,550
NIFTY Large Midcap 250 TRI (Benchmark)		63.42%	16,342	NA	NA	NA	NA	18.53%	15,357
Nifty 50 TRI (Additional Benchmark)		49.89%	14,989	NA	NA	NA	NA	16.46%	14,690
Axis Growth Opportunities Fund - Direct Plan - Growth Option	22-Oct-18	58.62%	15,862	NA	NA	NA	NA	24.23%	17,290
NIFTY Large Midcap 250 TRI (Benchmark)		63.42%	16,342	NA	NA	NA	NA	18.53%	15,357
Nifty 50 TRI (Additional Benchmark)		49.89%	14,989	NA	NA	NA	NA	16.46%	14,690
Axis Midcap Fund - Regular Plan - Growth Option	18-Feb-11	52.66%	15,266	15.46%	15,398	18.01%	22,908	18.22%	55,140
S&P BSE Mid Cap TRI (Benchmark)		70.96%	17,096	7.29%	12,353	14.19%	19,432	13.00%	34,812
Nifty 50 TRI (Additional Benchmark)		49.89%	14,989	12.22%	14,135	14.70%	19,869	11.50%	30,364
Axis Midcap Fund - Direct Plan - Growth Option	01-Jan-13	54.79%	15,479	16.95%	16,003	19.47%	24,362	19.66%	44,595
S&P BSE Mid Cap TRI (Benchmark)		70.96%	17,096	7.29%	12,353	14.19%	19,432	14.68%	31,307
Nifty 50 TRI (Additional Benchmark)		49.89%	14,989	12.22%	14,135	14.70%	19,869	12.76%	27,201
Bottom 3 Funds									
Axis Retirement Savings Fund - Conservative Plan - Regular Plan - Growth Option	20-Dec-19	17.17%	11,717	NA	NA	NA	NA	11.20%	11,556
NIFTY 50 Hybrid Short Duration Debt 25:75 Index (Benchmark)		17.94%	11,794	NA	NA	NA	NA	11.10%	11,540
NIFTY 10 yr Benchmark G-Sec (Additional Benchmark)		4.00%	10,400	NA	NA	NA	NA	7.34%	11,012
Axis Retirement Savings Fund - Conservative Plan - Direct Plan - Growth Option	20-Dec-19	19.25%	11,925	NA	NA	NA	NA	13.20%	11,839
NIFTY 50 Hybrid Short Duration Debt 25:75 Index (Benchmark)		17.94%	11,794	NA	NA	NA	NA	11.10%	11,540
NIFTY 10 yr Benchmark G-Sec (Additional Benchmark)		4.00%	10,400	NA	NA	NA	NA	7.34%	11,012
Axis Retirement Savings Fund - Dynamic Plan - Regular Plan - Growth Option	20-Dec-19	25.90%	12,590	NA	NA	NA	NA	13.70%	11,910
NIFTY 50 Hybrid Composite Debt 65:35 Index (Benchmark)		34.44%	13,444	NA	NA	NA	NA	14.60%	12,039
Nifty 50 TRI (Additional Benchmark)		49.89%	14,989	NA	NA	NA	NA	14.91%	12,084
Axis Retirement Savings Fund - Dynamic Plan - Direct Plan - Growth Option	20-Dec-19	28.26%	12,826	NA	NA	NA	NA	15.79%	12,210
NIFTY 50 Hybrid Composite Debt 65:35 Index (Benchmark)		34.44%	13,444	NA	NA	NA	NA	14.60%	12,039
Nifty 50 TRI (Additional Benchmark)		49.89%	14,989	NA	NA	NA	NA	14.91%	12,084
Axis Retirement Savings Fund - Aggressive Plan - Regular Plan - Growth Option	20-Dec-19	30.66%	13,066	NA	NA	NA	NA	13.56%	11,890
NIFTY 50 Hybrid Composite Debt 70:30 Index (Benchmark)		36.58%	13,658	NA	NA	NA	NA	14.76%	12,062
Nifty 50 TRI (Additional Benchmark)		49.89%	14,989	NA	NA	NA	NA	14.91%	12,084
Axis Retirement Savings Fund - Aggressive Plan - Direct Plan - Growth Option	20-Dec-19	32.86%	13,286	NA	NA	NA	NA	15.51%	12,170
NIFTY 50 Hybrid Composite Debt 70:30 Index (Benchmark)		36.58%	13,658	NA	NA	NA	NA	14.76%	12,062
Nifty 50 TRI (Additional Benchmark)		49.89%	14,989	NA	NA	NA	NA	14.91%	12,084

Data as on 30th April 2021.

^^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.

Shreyash Devalkar is managing Axis Bluechip Fund, Axis Midcap Fund since 23rd November 2016, Axis Equity Advantage Fund - Series 1 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. He also manages Axis Greater China Equity Fund of Fund since inception.

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.

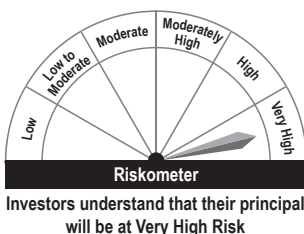
Axis Bluechip Fund

(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.



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