



The
Funda
of
Five

We're going to show you a small magic trick with the number '5'. Don't believe us? Read on!



AXIS MUTUAL FUND

Pappu and Dudesh grew up together as close friends. What helped them bond even better was the fact that they share birthdays.



Here's an interesting story from when they turned 30.

Pappu, I feel like it's time we started acting more responsibly. I'm going to start investing ₹ 10,000/- every month in an SIP. That's my resolution.



Investing ₹ 10,000/- every month in an SIP.

✓ enjoy next 5 years
✓ get married
✓ then invest

You need to relax! What's the hurry? I'm going to splurge for the next 5 years, find myself a beautiful wife and THEN start investing so that I don't have to spend on her.



And thus, they stuck to their respective plans and kept investing year after year.



On their joint 50th birthday party celebration, they decided to compare their investment corpus.



Both invested ₹ 10,000 per month through SIP (Returns assumed is 12%)



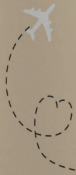
Twice as much as mine?! With just a difference of 5 years?

That's the power of compounding, Pappu! If we keep investing, our investments will only grow exponentially. In another 5 years, your corpus will be worth twice what it is now. (1 crore) That's 'the funda of 5'!



Maybe I should cancel my holiday plans and keep investing.

But didn't you promise your wife an anniversary getaway?



Yeah, but maybe if I wait for five more years, I might enjoy the holiday a little more, right?





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All characters appearing in this work are fictitious. Any resemblance to real persons, living or dead, is purely coincidental.

SIP refers to systematic investment plan. This is just an illustration to explain the concept and it does not necessarily reflect the returns that may be delivered by MF schemes. Statutory Details: Axis Mutual Fund has been established as a Trust under the Indian Trusts Act, 1882, sponsored by Axis Bank Ltd. (Sponsor) registered in its 1 (a)(b); **Trustee:** Axis Mutual Fund Trustee Ltd. **Investment Manager:** Axis Asset Management Co. Ltd. (the AAMC). **Risk Factors:** The sponsor 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.**