

Here's something from us that'll help you get one step closer to your goals.



Longer-Term Goals

1000 1000

AXIS MUTUAL FUND



Children's Education



Retirement



Children's Marriage

LONGER-TERM GOALS

An ideal way to address longer-term goals is to diversify your investments across Equity, Debt and Gold with a significant weightage to Equity Funds.

Remember inflation eats into your savings in the long run. Equity Funds hold the potential to beat inflation and create long-term wealth.

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AXIS MUTUAL FUND

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AXIS MUTUAL FUND

An ideal way to invest in Equity MFs is through SIPs.



More number of units bought

Markets Low

Less number of units bought

Markets High

LONGER-TERM GOALS

SIPs help average out the cost of units.

While equities seem to be volatile in the short-term, the volatility reduces over a period of time.

Equity Funds can be complemented with investments in Debt and Hybrid Funds. Hybrid Funds are a mix of Equity, Gold and Debt which help diversify your investments across asset classes.

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

Medium-Term Goals

500   **AXIS MUTUAL FUND**



A New Car



A Vacation Abroad

MEDIUM-TERM GOALS

When planning for goals 2-5 years away, it is important to balance safety and growth, keeping inflation in mind. Address your Medium-Term Goals by investing primarily in Debt Funds and Hybrid Funds.

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500   **AXIS MUTUAL FUND**



A New Car



A Vacation Abroad

MEDIUM-TERM GOALS



Bond Funds are a type of a Debt Funds that you may invest in them for a regular income requirement. Hybrid Funds on the other hand help spread your investments across Equity, Debt & Gold.


While Equity can potentially give your investments the much needed push, Debt and Gold cushion your investments against market volatilities, thereby, providing a reasonable balance between risk and return.


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Short-Term Goals

100   **AXIS MUTUAL FUND**

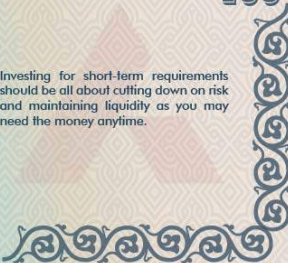

Mobile Phone


Jewellery




TV

SHORT-TERM GOALS

Investing for short-term requirements should be all about cutting down on risk and maintaining liquidity as you may need the money anytime.

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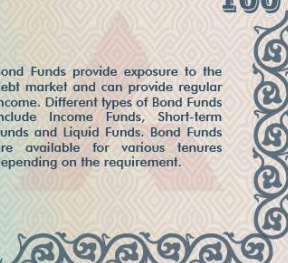
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100   **AXIS MUTUAL FUND**

SHORT-TERM GOALS

For such goals, you will need a steady and regular source of income that's relatively safe. Ideal way is to invest in Debt Funds.

Bond Funds provide exposure to the debt market and can provide regular income. Different types of Bond Funds include Income Funds, Short-term Funds and Liquid Funds. Bond Funds are available for various tenures depending on the requirement.

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Inflation

10,000  **10,000**  **AXIS MUTUAL FUND**





10 years ago ₹1000.
Today ₹3000.

INFLATION

Invest wisely so that your money beats inflation.


10,000 **3DH 107711** AXIS MUTUAL FUND AXIS MUTUAL FUND AXIS MUTUAL FUND AXIS MUTUAL FUND AXIS MUTUAL FUND 

10,000  **10,000**  **AXIS MUTUAL FUND**



While a ₹10,000 note doesn't exist today, inflation may lead to it coming into existence. What cost ₹100 ten years ago costs ₹216 today*. Inflation pushes prices upwards and this may eat into your savings.


INFLATION

Therefore to protect your savings, you must invest in funds that beat inflation and also create wealth in the long run.

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Idle Money


10   **AXIS MUTUAL FUND**





Surplus Fund

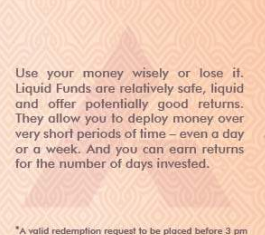
IDLE MONEY

Put your spare cash to good use by investing in Liquid Funds.

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10   **AXIS MUTUAL FUND**




Use your money wisely or lose it. Liquid Funds are relatively safe, liquid and offer potentially good returns. They allow you to deploy money over very short periods of time – even a day or a week. And you can earn returns for the number of days invested.

IDLE MONEY

To withdraw, all you have to do is call or send an SMS and your money will get credited to your Bank Account the very next working day*.

*A valid redemption request to be placed before 3 pm on any working day subject to applicable regulation.

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10 **3DH 107711** Mutual Fund Investments are subject to market risks, read all scheme related documents carefully.

SIP

SIPs INVEST SMALL ON A REGULAR BASIS

Branch:.....
Date:.....

AXIS MUTUAL FUND

SIP means investing a fixed amount on a systematic basis - it could be monthly or yearly. This approach will ensure that there is some discipline to your investments without you worrying about trying to time the market. SIP also allows you to take advantage of the ups and downs of the market to average out your investment over time. You can benefit from the power of compounding which means the income on your investment is also further invested and that can earn you an extra income. Starting early with small amount helps.

Signature:.....

SIPs INVEST SMALL ON A REGULAR BASIS

Plan your investments systematically for a hassle-free way to get good returns

Account No:
PAN No:

AXIS MUTUAL FUND

Branch:.....
Date:

	Rohit	Mohit
Starts investing at the age	28 years	48 years
Monthly savings	₹5,000	₹15,000
Returns (assumed)	12% p.a.	12% p.a.
Both invest till the age of	58 years	58 years
Total investment	₹18 lakhs	₹18 lakhs
Wealth accumulated @ 58	₹176.49 lakhs	₹34.85 lakhs

Signature:..... Trans.ID No:.....
Figures depicted above is for illustration purpose only to explain the concept and there is no guarantee that the same will be achieved.

THE POWER OF 5

When it comes to getting the maximum returns, even 5 years can make a huge difference in SIP returns.

Plan your investments systematically for a hassle-free way to get good returns

AXIS MUTUAL FUND

	Current Age	SIP/month	Corpus @ 50	Corpus @ 55
Rohit	30 yrs	₹10,000	₹1 Cr	₹1.9 Cr
Mohit	35 yrs	₹10,000	₹50 lakhs	₹1 Cr

Rate of returns assumed @ 12%.

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

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ELSS



AXIS MUTUAL FUND

**Share less with the Taxman.
Save more for yourself.**

Invest up to ₹1.5 lakhs in Equity Linked Saving Scheme (ELSS) & save up to ₹46,350* in taxes.

Investment in ELSS falls U/S 80C of the Income Tax Act, 1961.

* Based on FY 15-16 for Indian residents below age 60, tax savings may vary depending on the applicable tax slab.



AXIS MUTUAL FUND

ELSS offers a 3-year lock-in period which is one of the lowest among tax-saving instruments. Since the money is invested in equities which has generated better returns over the long run for investors.

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

Get in touch



To plan for your goals, start investing in Mutual Funds. You can start with an SIP (Systematic Investment Plan) in any of the category of funds.

Get in touch with your Investment Advisor or log in to www.axismf.com

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



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:** 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.**