

# PERFORMANCE OF KEY FUNDS



*As on September, 2015*

# AXIS EQUITY FUND

AN OPEN - ENDED GROWTH SCHEME

Cumulative Performance						Value of investment of ₹ 10,000 @			Discrete 12 months returns (%)			
Date	Period	NAV / Unit (₹)	Scheme Returns % <sup>^</sup>	Benchmark Returns % <sup>*</sup>	Additional Benchmark Returns <sup>#</sup> (%)	Scheme (₹)	Benchmark (₹)	Additional Benchmark Returns <sup>#</sup> (₹)	Period	Scheme	Benchmark <sup>*</sup>	Additional Benchmark Returns <sup>#</sup>
Sep 30, 2014	Last 1 Year	17.80	5.45%	-0.20%	-1.79%	10,545	9,980	9,821	Sept 30, 14 to Sept 30, 15	5.45%	-0.20%	-1.79%
Sep 30, 2013	Last 2 Year	12.45	22.79%	17.73%	16.17%	15,076	13,860	13,496	Sept 30, 13 to Sept 30, 14	42.97%	38.87%	37.41%
Sep 28, 2012	Last 3 Years	11.47	17.81%	11.68%	11.69%	16,364	13,937	13,940	Sept 28, 12 to Sept 30, 13	8.54%	0.56%	3.29%
Jan 05, 2010	Since Inception	10.00	11.60%	7.40%	7.06%	18,770	15,061	15,061				

SIP Investments	Since Inception SIP	3 Year SIP	2 Year SIP	1 Year SIP
Total Amount Invested (₹)	6,80,000	3,60,000	2,40,000	1,20,000
Market value as on Sept 30, 15 (₹)	10,26,693.11	4,57,134.55	2,71,864.14	1,16,953.59
Returns (Annualised) %	14.45%	16.17%	12.52%	-4.69%
Benchmark Returns (Annualised) % <sup>*</sup>	9.70%	10.42%	6.56%	-9.94%
Additional Benchmark Returns (Annualised) % <sup>#</sup>	9.32%	9.65%	5.15%	-11.11%

<sup>^</sup> Past performance may or may not be sustained in future. Returns greater than 1 year period are compounded annualized (CAGR)<sup>\*</sup> Benchmark: Nifty 50 <sup>#</sup>Additional Benchmark: S&P BSE Sensex. Inception Date: Jan 05, 2010. Returns shown here are for Growth Option only. This scheme is managed by Pankaj Murarka. Please refer to the Annexure for returns of all the schemes managed by him. @ shows the current value of ₹ 10,000 invested at the beginning of a given period.

# AXIS LONG TERM EQUITY FUND

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

Cumulative Performance						Value of investment of ₹ 10,000 @			Discrete 12 months returns (%)			
Date	Period	NAV / Unit (₹)	Scheme Returns % <sup>^</sup>	Benchmark Returns % <sup>*</sup>	Additional Benchmark Returns <sup>#</sup> (%)	Scheme (₹)	Benchmark (₹)	Additional Benchmark Returns <sup>#</sup> (₹)	Period	Scheme	Benchmark <sup>*</sup>	Additional Benchmark Returns <sup>#</sup>
Sep 30, 2014	Last 1 Year	25.95	17.99%	3.08%	-0.20%	11,799	10,308	9,980	Sept 30, 14 to Sept 30, 15	17.99%	3.08%	-0.20%
Sep 30, 2013	Last 2 Years	14.72	44.22%	21.20%	17.73%	20,798	14,689	13,860	Sept 30, 13 to Sept 30, 14	76.27%	42.50%	38.87%
Sep 28, 2012	Last 3 Years	14.26	28.96%	13.23%	11.68%	21,476	14,526	13,937	Sept 28, 12 to Sept 30, 13	3.26%	-1.11%	0.56%
Dec 29, 2009	Since Inception	10.00	21.46%	7.81%	7.69%	30,619	15,418	15,322				

SIP Investments	Since Inception SIP	3 Year SIP	2 Year SIP	1 Year SIP
Total Amount Invested (₹)	6,90,000	3,60,000	2,40,000	1,20,000
Market value as on Sept 30, 15 (₹)	14,16,238.14	5,71,147.18	3,19,369.33	1,23,892.18
Returns (Annualised) %	25.04%	32.45%	30.25%	6.10%
Benchmark Returns (Annualised) % <sup>*</sup>	10.62%	13.03%	10.00%	-7.29%
Additional Benchmark Returns (Annualised) % <sup>#</sup>	9.64%	10.42%	6.56%	-9.94%

<sup>^</sup> Past performance may or may not be sustained in future. Returns greater than 1 year period are compounded annualized (CAGR). <sup>\*</sup>Benchmark: S&P BSE 200. <sup>#</sup>Additional Benchmark: Nifty 50. Inception Date: Dec 29, 2009. Returns shown here are for Growth Option only. This scheme is managed by Jinesh Gopani. Please refer to the Annexure for returns of all the schemes managed by him. @ shows the current value of ₹ 10,000 invested at the beginning of a given period.

# AXIS MIDCAP FUND

GO FOR MORE

Cumulative Performance						Value of investment of ₹ 10,000 @			Discrete 12 months returns (%)			
Date	Period	NAV / Unit (₹)	Scheme Returns % <sup>^</sup>	Benchmark Returns % <sup>*</sup>	Additional Benchmark Returns <sup>#</sup> (%)	Scheme (₹)	Benchmark (₹)	Additional Benchmark Returns <sup>#</sup> (₹)	Period	Scheme	Benchmark <sup>*</sup>	Additional Benchmark Returns <sup>#</sup>
Sep 30, 2014	Last 1 Year	22.00	17.00%	19.86%	-0.20%	11,700	11,986	9,980	Sept 30, 14 to Sept 30, 15	17.00%	19.86%	-0.20%
Sep 30, 2013	Last 2 Years	11.64	48.71%	33.85%	17.73%	22,113	17,915	13,860	Sept 30, 13 to Sept 30, 14	89.00%	49.47%	38.87%
Sep 28, 2012	Last 3 Years	12.00	28.91%	20.00%	11.68%	21,450	17,298	13,937	Sept 28, 12 to Sept 30, 13	-3.00%	-3.45%	0.56%
Feb 18, 2011	Since Inception	10.00	22.73%	13.60%	8.48%	25,740	18,017	14,561				

SIP Investments	Since Inception SIP	3 Year SIP	2 Year SIP	1 Year SIP
Total Amount Invested (₹)	5,50,000	3,60,000	2,40,000	1,20,000
Market value as on Sept 30, 15 (₹)	10,55,227.75	5,75,174.42	3,26,875.05	1,24,019.50
Returns (Annualised) %	29.10%	32.99%	32.96%	6.30%
Benchmark Returns (Annualised) % <sup>*</sup>	20.01%	23.45%	24.68%	7.64%
Additional Benchmark Returns (Annualised) % <sup>#</sup>	10.99%	10.42%	6.56%	-9.94%

<sup>^</sup> Past performance may or may not be sustained in future. Returns greater than 1 year period are compounded annualized (CAGR). <sup>\*</sup>Benchmark: S&P BSE Midcap. <sup>#</sup>Additional Benchmark: Nifty 50. Inception Date: Feb 18, 2011. Returns shown here are for Growth Option only. This scheme is managed by Pankaj Murarka and Sudhanshu Asthana. Please refer to the Annexure for returns of all the schemes managed by him. @ shows the current value of ₹ 10,000 invested at the beginning of a given period.

# AXIS FOCUSED 25 FUND

AN OPEN-ENDED EQUITY SCHEME

Cumulative Performance						Value of investment of ₹ 10,000 @			Discrete 12 months returns (%)			
Date	Period	NAV / Unit (₹)	Scheme Returns % <sup>^</sup>	Benchmark Returns % <sup>*</sup>	Additional Benchmark Returns <sup>#</sup> (%)	Scheme (₹)	Benchmark (₹)	Additional Benchmark Returns <sup>#</sup> (₹)	Period	Scheme	Benchmark <sup>*</sup>	Additional Benchmark Returns <sup>#</sup>
Sep 30, 2014	Last 1 Year	15.39	12.74%	-0.20%	3.08%	11,274	9,980	10,308	Sept 30, 14 to Sept 30, 15	12.74%	-0.20%	3.08%
Sep 30, 2013	Last 2 Years	11.23	24.30%	17.73%	21.20%	15,450	13,860	14,689	Sept 28, 13 to Sept 30, 14	37.04%	38.87%	42.50%
Sep 28, 2012	Last 3 Years	10.99	16.41%	11.68%	13.23%	15,787	13,937	14,526	Sept 29, 12 to Sept 28, 13	2.18%	0.56%	-1.11%
Jun 29, 2012	Since Inception	10.00	18.45%	13.40%	14.81%	17,350	15,058	15,678				

SIP Investments	Since Inception SIP	3 Year SIP	2 Year SIP	1 Year SIP
Total Amount Invested (₹)	3,90,000	3,60,000	2,40,000	1,20,000
Market value as on Sept 30, 15 (₹)	5,16,315.89	4,64,759.85	2,82,224.22	1,19,905.85
Returns (Annualised) %	17.57%	17.34%	16.48%	-0.15%
Benchmark Returns (Annualised) % <sup>*</sup>	11.01%	10.42%	6.56%	-9.94%
Additional Benchmark Returns (Annualised) % <sup>#</sup>	13.42%	13.03%	10.00%	-7.29%

<sup>^</sup> Past performance may or may not be sustained in future. Returns greater than 1 year period are compounded annualized (CAGR). <sup>\*</sup>Benchmark: Nifty 50. <sup>#</sup>Additional Benchmark: S&P BSE 200. Inception Date: Jun 29, 2012. Returns shown here are for Growth Option only. This scheme is managed by Sudhanshu Asthana. Please refer to the Annexure for returns of all the schemes managed by him. @ shows the current value of ₹ 10,000 invested at the beginning of a given period.

# AXIS TRIPLE ADVANTAGE FUND

GOLD | EQUITY | FIXED INCOME

Cumulative Performance						Value of investment of ₹ 10,000 @			Discrete 12 months returns (%)			
Date	Period	NAV / Unit (₹)	Scheme Returns % <sup>^</sup>	Benchmark Returns % <sup>*</sup>	Additional Benchmark Returns <sup>#</sup> (%)	Scheme (₹)	Benchmark (₹)	Additional Benchmark Returns <sup>#</sup> (₹)	Period	Scheme	Benchmark <sup>*</sup>	Additional Benchmark Returns <sup>#</sup>
Sep 30, 2014	Last 1 Year	14.16	6.11%	4.17%	13.76%	10,611	10,417	11,376	Sept 30, 14 to Sept 30, 15	6.11%	4.17%	13.76%
Sep 30, 2013	Last 2 Year	12.27	10.65%	8.51%	10.25%	12,242	11,774	12,155	Sept 28, 13 to Sept 30, 14	15.37%	13.03%	6.85%
Sep 28, 2012	Last 3 Years	12.29	6.92%	5.20%	7.57%	12,228	11,645	12,452	Sept 29, 12 to Sept 28, 13	-0.12%	-1.09%	2.45%
Aug 23, 2010	Since Inception	10.00	8.30%	7.71%	7.01%	15,029	14,615	14,137				

SIP Investments	Since Inception SIP	3 Year SIP	2 Year SIP	1 Year SIP
Total Amount Invested (₹)	6,10,000	3,60,000	2,40,000	1,20,000
Market value as on Sept 30, 15 (₹)	7,53,275.61	4,04,116.28	2,57,693.35	1,20,145.82
Returns (Annualised) %	8.24%	7.67%	7.02%	0.23%
Benchmark Returns (Annualised) % <sup>*</sup>	6.71%	5.95%	5.43%	-0.46%
Additional Benchmark Returns (Annualised) % <sup>#</sup>	7.98%	9.08%	11.73%	11.14%

<sup>^</sup> Past performance may or may not be sustained in future. Returns greater than 1 year period are compounded annualized (CAGR)<sup>\*</sup> Benchmark: 35% Nifty 50 + 35% CRISIL Composite Bond Fund Index + 30% INR Price of Gold. <sup>#</sup> Additional Benchmark: Crisil 10 Year Gilt Index. Inception Date: Aug 23, 2010. Returns shown here are for Growth Option only. This scheme is managed by R. Sivakumar & Sudhanshu Asthana. Scheme performance may not be strictly comparable with that of its additional benchmark in view of hybrid nature of the scheme. Please refer to the Annexure for returns of all the schemes managed by them. @ shows the current value of ₹ 10,000 invested at the beginning of a given period.

# AXIS INCOME SAVER

An open ended income fund

Cumulative Performance						Value of investment of ₹ 10,000 @			Discrete 12 months returns (%)			
Date	Period	NAV / Unit (₹)	Scheme Returns % <sup>^</sup>	Benchmark Returns % <sup>*</sup>	Additional Benchmark Returns <sup>#</sup> (%)	Scheme (₹)	Benchmark (₹)	Additional Benchmark Returns <sup>#</sup> (₹)	Period	Scheme	Benchmark <sup>*</sup>	Additional Benchmark Returns <sup>#</sup>
Sep 30, 2014	Last 1 Year	14.32	9.37%	10.72%	13.76%	10,937	11,072	11,376	Sept 30, 14 to Sept 30, 15	9.37%	10.72%	13.76%
Sep 30, 2013	Last 2 Years	11.87	14.88%	13.06%	10.25%	13,198	12,783	12,155	Sept 30, 13 to Sept 30, 14	20.67%	15.45%	6.85%
Sep 28, 2012	Last 3 Years	11.39	11.19%	9.66%	7.57%	13,755	13,194	12,452	Sept 28, 12 to Sept 30, 13	4.22%	3.22%	2.45%
Jul 16, 2010	Since Inception	10.00	8.99%	8.40%	6.53%	15,663	15,226	13,904				

SIP Investments	Since Inception SIP	3 Year SIP	2 Year SIP	1 Year SIP
Total Amount Invested (₹)	6,20,000	3,60,000	2,40,000	1,20,000
Market value as on Sept 30, 15 (₹)	8,19,411.11	4,31,225.44	2,70,933.93	1,24,168.65
Returns (Annualised) %	10.74%	12.11%	12.17%	6.55%
Benchmark Returns (Annualised) % <sup>*</sup>	9.62%	10.50%	11.19%	7.47%
Additional Benchmark Returns (Annualised) % <sup>#</sup>	7.94%	9.08%	11.73%	11.12%

<sup>^</sup> Past performance may or may not be sustained in future. Returns greater than 1 year period are compounded annualized (CAGR)<sup>\*</sup>. Benchmark: CRISIL MIP Blended Index  
<sup>#</sup> Additional Benchmark: CRISIL 10 year Gilt Index. Inception Date: Jul 16, 2010. Returns shown here are for Growth Option only. This scheme is managed by Kedar Karnik & Jinesh Gopani. Please refer to the Annexure for returns of all the schemes managed by them. @ shows the current value of ₹ 10,000 invested at the beginning of a given period.

## ANNEXURE FOR RETURNS OF ALL THE SCHEMES (As on September 30, 2015)

	Sept 30, 2012 to Sept 30, 2013 Absolute Return (%)	Sept 30, 2013 to Sept 30, 2014 Absolute Return (%)	Sept 30, 2014 to Sept 30, 2015 Absolute Return (%)	Since Inception CAGR (%)	Current Value of Investment if ₹ 10,000 was invested on inception date	Date of Inception
<b>Funds managed by Pankaj Murarka</b>						
Axis Equity Fund - Growth	8.54%	42.97%	5.45%	11.60%	18,770	05-Jan-10
Nifty 50 (Benchmark)	0.56%	38.87%	-0.20%	7.40%	15,061	
S&P BSE SENSEX (Additional Benchmark)	3.29%	37.41%	-1.79%	7.06%	14,788	
Axis Equity Fund - Direct Plan - Growth	-	44.74%	6.61%	18.37%	15,887	01-Jan-13
Nifty 50 (Benchmark)	-	38.87%	-0.20%	11.12%	13,358	
S&P BSE SENSEX (Additional Benchmark)	-	37.41%	-1.79%	11.12%	13,357	
Axis Midcap Fund - Growth	-3.00%	89.00%	17.00%	22.73%	25,740	18-Feb-11
S&P BSE Midcap (Benchmark)	-3.45%	49.47%	19.86%	13.60%	18,017	
Nifty 50 (Additional Benchmark)	0.56%	38.87%	-0.20%	8.48%	14,561	
Axis Midcap Fund - Direct Plan - Growth	-	91.89%	18.47%	27.41%	19,445	01-Jan-13
S&P BSE Midcap (Benchmark)	-	49.47%	19.86%	17.16%	15,445	
Nifty 50 (Additional Benchmark)	-	38.87%	-0.20%	11.12%	13,358	

	Sept 30, 2012 to Sept 30, 2013 Absolute Return (%)	Sept 30, 2013 to Sept 30, 2014 Absolute Return (%)	Sept 30, 2014 to Sept 30, 2015 Absolute Return (%)	Since Inception CAGR (%)	Current Value of Investment if ₹ 10,000 was invested on inception date	Date of Inception
<b>Funds managed by Sudhanshu Asthana</b>						
Axis Focused 25 Fund - Growth	2.18%	37.04%	12.74%	18.45%	17,350	29-Jun-12
Nifty 50 (Benchmark)	0.56%	38.87%	-0.20%	13.40%	15,058	
S&P BSE 200 (Additional Benchmark)	-1.11%	42.50%	3.08%	14.81%	15,678	
Axis Focused 25 Fund - Direct Plan - Growth	-	38.52%	14.35%	16.97%	15,377	01-Jan-13
Nifty 50 (Benchmark)	-	38.87%	-0.20%	11.12%	13,358	
S&P BSE 200 (Additional Benchmark)	-	42.50%	3.08%	12.16%	13,703	
Axis Triple Advantage Fund - Growth <sup>§</sup>	-0.12%	15.37%	6.11%	8.30%	15,029	23-Aug-10
35% of Nifty 50 + 35% of Crisil Composite Bond Fund Index + 30% Of INR Price of Gold (Benchmark)	-1.09%	13.03%	4.17%	7.71%	14,615	
Crisil 10 Year Gilt Index (Additional Benchmark)	2.45%	6.85%	13.76%	7.01%	14,137	
Axis Triple Advantage Fund - Direct Plan Growth <sup>§</sup>	-	16.92%	7.12%	7.46%	12,185	01-Jan-13
35% of Nifty 50 + 35% of Crisil Composite Bond Fund Index + 30% Of INR Price of Gold (Benchmark)	-	13.03%	4.17%	5.13%	11,473	
Crisil 10 Year Gilt Index (Additional Benchmark)	-	6.85%	13.76%	7.10%	12,073	
Axis Midcap Fund - Growth	-3.00%	89.00%	17.00%	22.73%	25,740	18-Feb-11
S&P BSE Midcap (Benchmark)	-3.45%	49.47%	19.86%	13.60%	18,017	
Nifty 50 (Additional Benchmark)	0.56%	38.87%	-0.20%	8.48%	14,561	
Axis Midcap Fund - Direct Plan - Growth	-	91.89%	18.47%	27.41%	19,445	01-Jan-13
S&P BSE Midcap (Benchmark)	-	49.47%	19.86%	17.16%	15,445	
Nifty 50 (Additional Benchmark)	-	38.87%	-0.20%	11.12%	13,358	



## ANNEXURE FOR RETURNS OF ALL THE SCHEMES (As on September 30, 2015) (contd.)

	Sept 30, 2012 to Sept 30, 2013 Absolute Return (%)	Sept 30, 2013 to Sept 30, 2014 Absolute Return (%)	Sept 30, 2014 to Sept 30, 2015 Absolute Return (%)	Since Inception CAGR (%)	Current Value of Investment if ₹ 10,000 was invested on inception date	Date of Inception
<b>Funds managed by Jinesh Gopani</b>						
Axis Long Term Equity Fund - Growth*	3.26%	76.27%	17.99%	21.46%	30,619	29-Dec-09
S&P BSE 200 (Benchmark)	-1.11%	42.50%	3.08%	7.81%	15,418	
Nifty 50 (Additional Benchmark)	0.56%	38.87%	-0.20%	7.69%	15,322	
Axis Long Term Equity Fund - Direct Plan - Growth*	-	78.66%	19.47%	31.55%	21,229	01-Jan-13
S&P BSE 200 (Benchmark)	-	42.50%	3.08%	12.16%	13,703	
Nifty 50 (Additional Benchmark)	-	38.87%	-0.20%	11.12%	13,358	
Axis Income Saver - Growth <sup>§</sup>	4.22%	20.67%	9.37%	8.99%	15,663	16-Jul-10
Crisil MIP Blended Fund Index (Benchmark)	3.22%	15.45%	10.72%	8.40%	15,226	
Crisil 10 Year Gilt Index (Additional Benchmark)	2.45%	6.85%	13.76%	6.53%	13,904	
Axis Income Saver - Direct Plan - Growth <sup>§</sup>	-	22.58%	11.00%	12.45%	13,788	04-Jan-13
Crisil MIP Blended Fund Index (Benchmark)	-	15.45%	10.72%	9.44%	12,799	
Crisil 10 Year Gilt Index (Additional Benchmark)	-	6.85%	13.76%	6.94%	12,015	

	Sept 30, 2012 to Sept 30, 2013 Absolute Return (%)	Sept 30, 2013 to Sept 30, 2014 Absolute Return (%)	Sept 30, 2014 to Sept 30, 2015 Absolute Return (%)	Since Inception CAGR (%)	Current Value of Investment if ₹ 10,000 was invested on inception date	Date of Inception
<b>Funds managed by R. Sivakumar</b>						
Axis Triple Advantage Fund - Growth <sup>§</sup>	-0.12%	15.37%	6.11%	8.30%	15,029	23-Aug-10
35% of Nifty 50 + 35% of Crisil Composite Bond Fund Index + 30% Of INR Price of Gold (Benchmark)	-1.09%	13.03%	4.17%	7.71%	14,615	
Crisil 10 Year Gilt Index (Additional Benchmark)	2.45%	6.85%	13.76%	7.01%	14,137	
Axis Triple Advantage Fund - Direct Plan Growth <sup>§</sup>	-	16.92%	7.12%	7.46%	12,185	01-Jan-13
35% of Nifty 50 + 35% of Crisil Composite Bond Fund Index + 30% Of INR Price of Gold (Benchmark)	-	13.03%	4.17%	5.13%	11,473	
Crisil 10 Year Gilt Index (Additional Benchmark)	-	6.85%	13.76%	7.10%	12,073	
Axis Dynamic Bond Fund - Growth	5.40%	9.49%	13.26%	9.32%	14,840	27-Apr-11
Crisil Composite Bond Fund Index (Benchmark)	3.49%	11.61%	12.56%	8.97%	14,632	
Crisil 10 Year Gilt Index (Additional Benchmark)	2.45%	6.85%	13.76%	7.19%	13,603	
Axis Dynamic Bond Fund - Direct Plan - Growth	-	11.13%	14.71%	10.64%	13,198	01-Jan-13
Crisil Composite Bond Fund Index (Benchmark)	-	11.61%	12.56%	9.11%	12,704	
Crisil 10 Year Gilt Index (Additional Benchmark)	-	6.85%	13.76%	7.10%	12,073	
Axis Capital Protection Oriented Fund - Series 5 <sup>§</sup>	-	27.53%	0.36%	9.41%	12,992	02-Nov-12
Crisil MIP Blended Fund Index (Benchmark)	-	15.45%	10.72%	9.80%	13,125	
Crisil 1 Year T-Bill Index (Additional Benchmark)	-	8.35%	8.86%	7.64%	12,388	

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

<sup>§</sup>Scheme performance may not be strictly comparable with that of its additional benchmark in view of hybrid nature of the scheme.

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. The above data excludes performance of direct plans of schemes which have not completed a year.

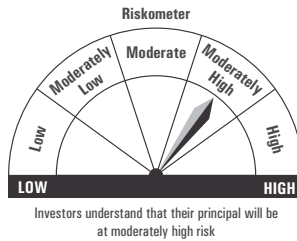
# RISKOMETER

## Axis Equity Fund

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

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

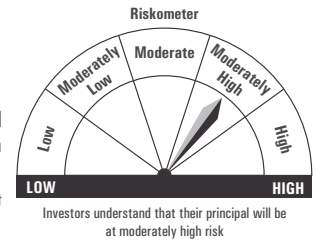


## Axis Midcap Fund

This product is suitable for investors who are seeking\*:

- Capital appreciation over long term
- Investing predominantly in equity & equity related instruments of mid size companies with focus on relatively larger companies within this category

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

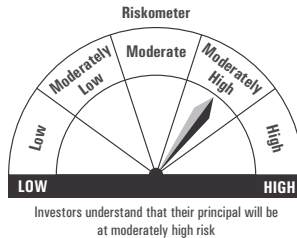


## Axis Long Term Equity Fund

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.

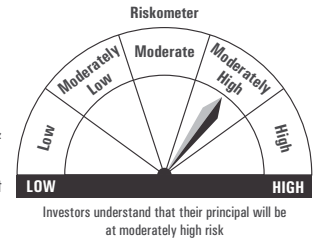


## Axis Focused 25 Fund

This product is suitable for investors who are seeking\*:

- Capital appreciation over long term
- Investment in a concentrated portfolio of equity & equity related instruments of up to 25 companies

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

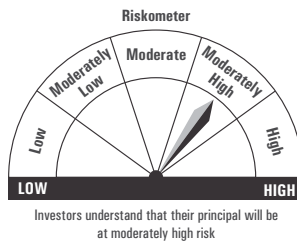


## Axis Income Saver

This product is suitable for investors who are seeking\*:

- Capital appreciation while generating income over medium to long term
- Investment in debt and money market instruments as well as equity and equity related instruments while managing risk through active asset allocation

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

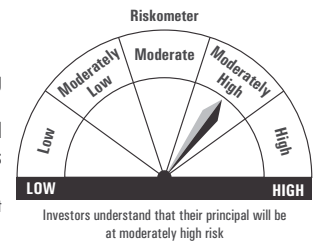


## Axis Triple Advantage Fund

This product is suitable for investors who are seeking\*:

- Capital appreciation & generating income over long term
- Investment in a diversified portfolio of equity and equity related instruments, fixed income instruments & gold Exchange Traded Funds

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



## EASY SERVICES FROM AXIS MUTUAL FUND



### **EasyApp**

SMS **EasyApp** to **92120 10033** to download. Invest with ease on your Android smartphone.



### **EasyCall™**

**1800 221 322**  
**1800 3000 3300**  
Buy / Sell units without PINs or Passwords.



### **EasySMS**

SMS **HELP** to **92120 10033**  
Transact and get folio details on the go.



### **EasyInvest**

**<https://online.axismf.com>**  
Invest online without any prior registration.



### **EasySell**

**[www.easysell.axismf.com](http://www.easysell.axismf.com)**  
An online platform for advisors to initiate transactions on their clients behalf.

'Buy' means purchase and 'Sell' means redemption of units of Axis Mutual Fund schemes.

**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.**



**DON'T WANT TO BE  
BROUGHT DOWN BY TAXES  
AGAIN THIS YEAR?**

**INVEST IN AN ELSS EARLY TO  
SHARE LESS WITH THE TAXMAN.**

Are you feeling bad that you have to give The Taxman more than his fair share last financial year? Save up to Rs. 46,350\* on taxes this year by investing Rs. 1.5 Lakhs in an ELSS under Section 80C.

\*Investment in ELSS falls under Sec 80C of the Income Tax Act. Now you can invest up to Rs. 1.5 lakhs and save tax upto Rs.46,350. Based on FY 15-16 for Indian residents below the age of 60, tax savings may vary depending on the applicable tax slab.