AXIS MUTUAL FUND

GIVE YOUR CHILDREN THE GIFT OF A GOOD FUTURE.

INTRODUCING

AXIS CHILDREN'S GIFT FUND

INVEST IN THEIR FUTURE.

We all have Different Financial Goals

- Children Education
- Children Marriage
- My House
- World Tour
- Retirement

Two Critical Goals

Children Education

Children Marriage

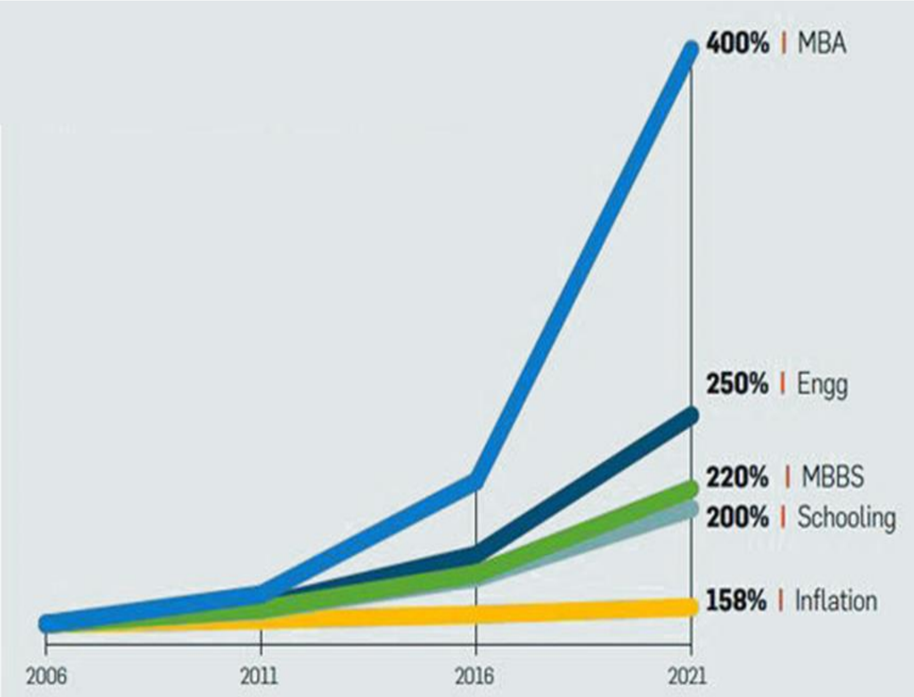
Parent's Dilemma

- Rising Costs of fulfilling our child's need!
- Have we saved enough for it?
- Innumerable Career Options
- How can we fulfill their dreams?

Goals can be short or long term, small or large, but they all need to be achievable.

Facts on cost of education

Cost of education is rising much faster than inflation



Cost of school education has risen by **150%** in last 10 years

Source: http://www.assocham.org/

In the last 5 years, average annual private expenditure for general education has shot up by **175%**

Source: NSSO

In the last 5 years, Average rise in the fees of Top 3 IIMs has been around **242%**

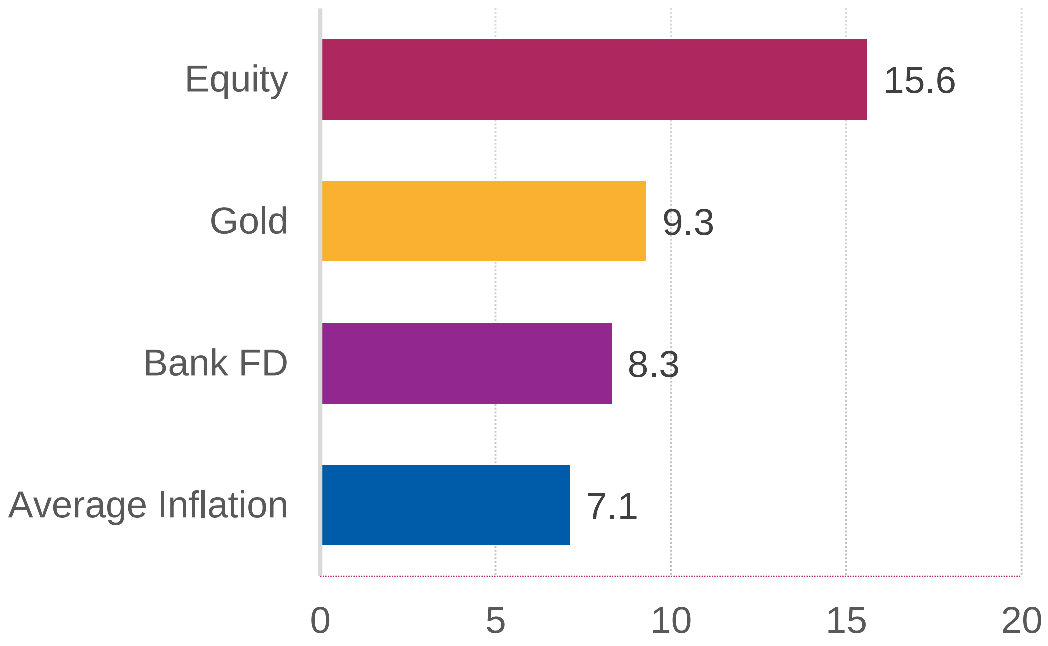
Source: Economic Times (Top 3 include IIM Ahmedabad, Bangalore and Calcutta)

The younger your child is, the more expensive education is likely to be going forward.

Source: www.articlesplanet.info, Inflation : WPI.

Equity has been a long term wealth creator

Various investment avenues to choose from

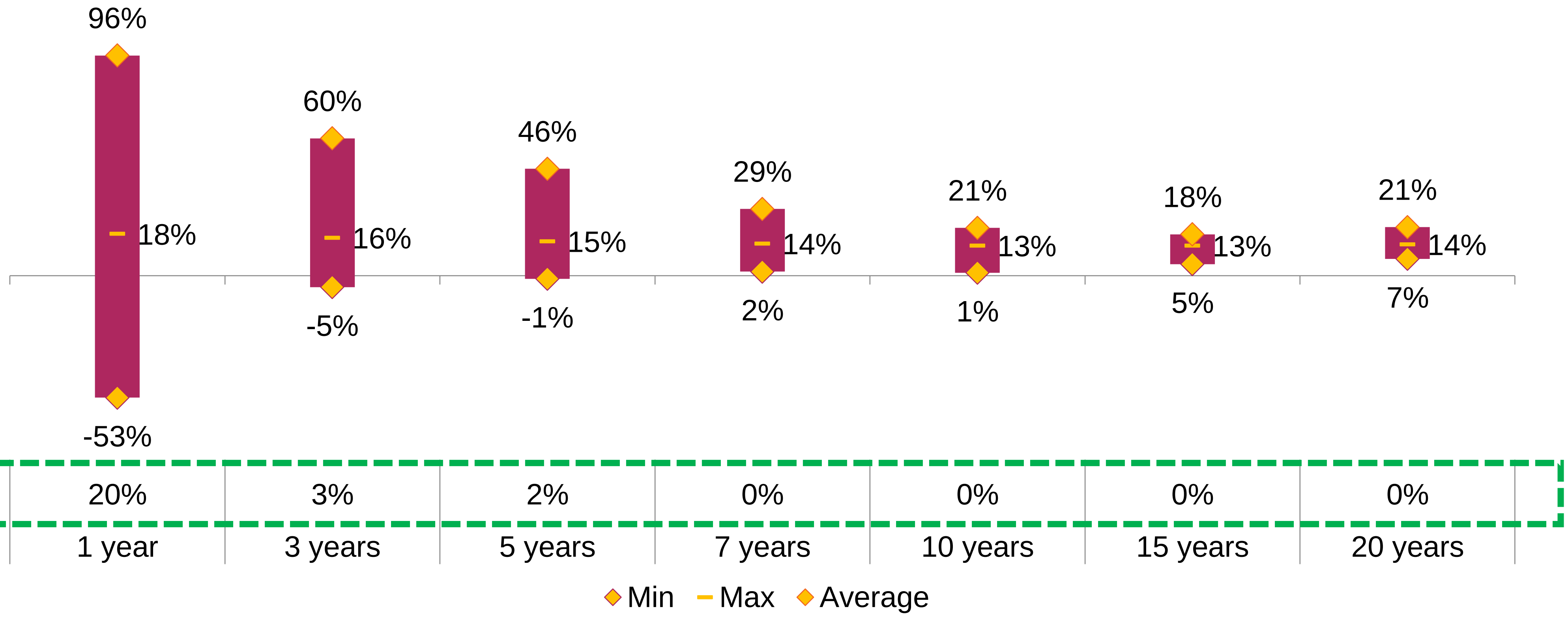


Source: Bloomberg, SBI, Axis AMC Research.

CAGR Returns from 1st April 1979 to March 31st 2019. Equity performance represented by performance of the S&P BSE Sensex. Gold rate for this illustration refers to the dollar rate per ounce converted to Indian rupees as on each financial year end date. Bank FD & inflation rates are average yearly rates since 1979. Past performance may or may not be sustained in the future.

Long term investing in equity has benefited investors

Typically investors have not made losses if invested for more than 5 years



Probability of losses (% of the times market gave negative return)

Past performance may or may not be sustained in future. Source of data: Bloomberg. The returns are using IRR. XIRR calculates the internal rate of return for series of cash flows Data from 1980 – Mar 2019. Above chart/figures/data is for illustration purpose and does not indicate performance of any scheme. Data as on 31st Mar 2019

Benefits of Early Planning : SIP Route

SIP Amount→	Rs. 5,000	Rs. 10,000	Rs. 25,000	Rs. 50,000	Rs. 100,000
Holding period↓	Value of investment at the end of holding period (in lacs)				
3 yrs	2	4	10	21	41
5 yrs	4	8	19	38	76
7 yrs	6	12	29	59	117
10 yrs	10	19	49	97	195
15 yrs	19	38	95	191	381
17 yrs	24	48	121	241	483

Above data is only for illustration purpose and does not assure or guarantee any returns. This is an illustration to explain the concept of SIP & does not indicate the returns provided by any scheme of mutual fund. Above data is for monthly SIP considered to be made at the beginning of the month. Rate of returns is assumed @ 9%.

Axis Children's Gift Fund

An open Ended fund for investment for children, having a lock-in of 5 years or till the child attains age of majority (whichever is earlier)

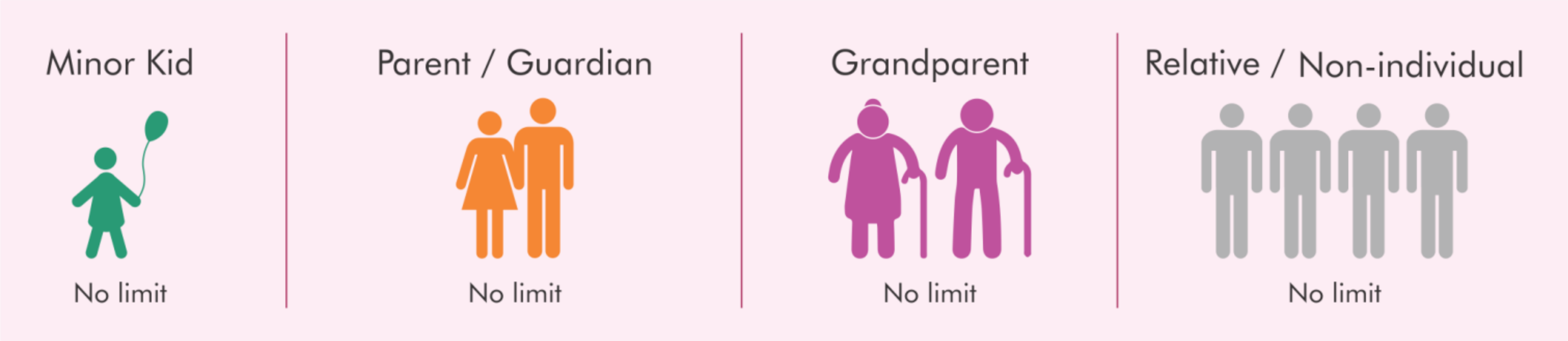
- The fund focuses on long-term investment and endeavours to help in saving for your child's needs as he/she grows up.
- Investments in the fund can be planned for a child's future be it education, marriage or just an investment for a rainy day.*

Giving an investment can be a great way to provide a gift that continues to give!

*Investors are requested to consult their financial, tax and other advisors before taking any investment decision(s). Goals mentioned above are for illustration purpose only and there is no assurance that the goals represented above may be achieved.

Key Features

- The investments can be made only in the name of a minor (<18 yrs at the time of investment).
- A Unit holder till attaining Majority shall be represented by his / her parent or legal guardian.
- Who can invest and how much?*



- The Investor makes a gift of the Units to the beneficiary child, i.e. the Unit holder.

* Please refer to Scheme information document for detailed list of eligible investors

Key Operational Aspect

Beneficiary	Investor	Cheque from	Amount	Documents required	Post lock-in
Minor	Minor/ Guardian	Minor's A/C or Guardian's A/C	**No limit**	• **Guardian's KYC** • Documents evidencing date of birth of the minor and relationship of the guardian with the minor • Income details of guardian (part of application form)	KYC of Minor
Minor	Any other person	Any other person's A/C	**No limit**	• **Guardian & Investor's KYC** • Documents evidencing date of birth of the minor and relationship of the guardian with the minor • Income details of guardian (part of application form)	KYC of Minor

For complete information refer SID/KIM

Investment Focus

Fixed Income(25-60%)

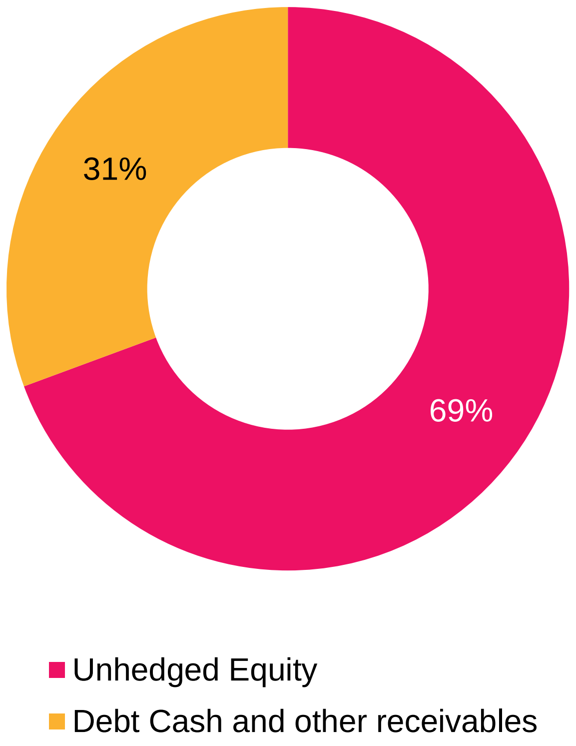
- The portfolio duration and credit exposures will be decided based on a thorough research of the general macroeconomic condition, political and fiscal environment, systematic liquidity, inflationary expectations, corporate performance and other economic considerations.
- Flexibility to invest in the entire range of debt instruments

Equity(40-75%)

- Focus on building a diversified portfolio of strong growth companies, reflecting our most attractive investment ideas, at all points of time.
- Bottom-up stock selection process, focusing on appreciation potential of individual stocks from a fundamental perspective
- Active management.

Current Portfolio Positioning

Portfolio Characteristics	
Average Maturity	1.8 years
Modified Duration	1.4 years
Yield to Maturity^	8.28%



Top 10 Stocks*	% of NAV
HDFC Bank Ltd	6.22%
Bajaj Finance Ltd	5.57%
Tata Consultancy Services Ltd	5.18%
Kotak Mahindra Bank Ltd	4.71%
Housing Development Finance Corporation Ltd	3.87%
ICICI Bank Ltd	2.85%
Larsen & Toubro Ltd	2.71%
Infosys Ltd	2.67%
Reliance Industries Ltd	2.41%
Bajaj Finserv Ltd	2.14%

Allocation & maturity is based on the current market conditions and is subject to changes depending on the fund manager's view of the markets. ^The yield to maturity given above is based on the portfolio of funds as on date given above. This should not be taken as an indication of the returns that maybe generated by the fund and the securities bought by the fund may or may not be held till their respective maturities. The calculation is based on the invested corpus. 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).

*Net Exposure

Statutory Details and Risk Factors

Fund Name	Riskometer	Product Labelling
Axis Children`s Gift Fund (An open ended fund for investment for children, having a lock-in of 5 years or till the child attains age of majority (whichever is earlier)		This product is suitable for investors who are seeking* • Capital appreciation & generating income over long term • Investment in debt and money market instruments as well as equity and equity related instruments

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 Ltd. 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. This document does not constitute advice to buy/sell any scheme of Axis Mutual Fund. Neither Axis Mutual Fund, Axis Mutual Fund Trustee Ltd. nor Axis Asset Management Company Ltd., 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.

Data as on 30th April 2019.

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

AXIS MUTUAL FUND

Thank You