

# AXIS BLUECHIP FUND

An open-ended equity scheme predominantly investing in large cap stocks

## 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.



Large cap companies (80-100%) ~ with other companies (0-20%)~



Relatively liquid portfolio, Targets volatility below benchmark



Pure bottom up stock picking focusing on fundamentals



Risk management embedded in the investment process

\*The above framework is broadly indicative and the fund manager may change the framework depending on the market conditions

## Why Axis Bluechip Fund?

### We focus on:

- Strong corporate governance/ promoter pedigree
- Strong business model
- Companies with good ROE's and cash flows

### Our portfolio companies can be divided into two segments:



The investment focus of the fund is subject to change on the discretion of the fund manager. The investment strategy of the fund will be in line with the strategy laid out in the scheme information document. For complete details on the scheme investment strategy refer the scheme information document.

## Fund Manager Views

- ▶ The Q1FY24 results season ended on a strong note. Consumer demand was robust as represented by performance across the auto and financial sectors. The auto sector benefited from weaker raw material prices in addition to strong demand in the build-up to the festive season. Our portfolios have tactfully navigated tough investing conditions and have now begun seeing a healthy risk-reward payoff. This is also reflected in near term outperformance across equity funds. Over the last year, we have diversified our portfolios from concentrated holdings to a broader number which has led to a wider exposure across sectors. The rationale being that the market offers lot more opportunities more so in niche holdings.
- ▶ Currently, our portfolios favour large caps where companies continue to deliver on growth metrics.
- ▶ Large caps oriented more towards B2C (Especially because of high weight of retail growth stories), while mid - small caps oriented more towards B2B (auto ancillary, chemical, manufacturing etc).
- ▶ The portfolio retains a distinct large cap bias with current mid-cap exposure limited to around 20%. For its midcap allocations, the portfolio looks to keep a high hurdle in terms of quality and growth potential.













## Top 10 stocks

ICICI Bank Limited	9.1%
HDFC Bank Limited	8.7%
Bajaj Finance Limited	8.6%
Avenue Supermarkets Limited	5.8%
Tata Consultancy Services Limited	5.7%
Reliance Industries Limited	4.7%
Larsen & Toubro Limited	4.4%
Infosys Limited	4.4%
UltraTech Cement Limited	3.0%
Mahindra & Mahindra Limited	3.0%

## Top 10 Sectors

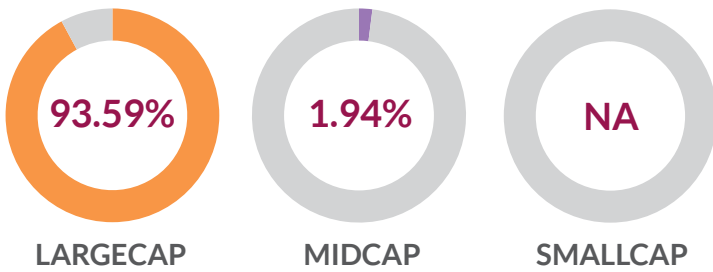
Financial Services	34.7%
Information Technology	10.1%
Automobile and Auto Components	9.8%
Consumer Services	8.3%
Fast Moving Consumer Goods	5.1%
Oil, Gas & Consumable Fuels	4.7%
Construction	4.4%
Healthcare	4.1%
Consumer Durables	3.8%
Construction Materials	3.0%

## Investing Facts

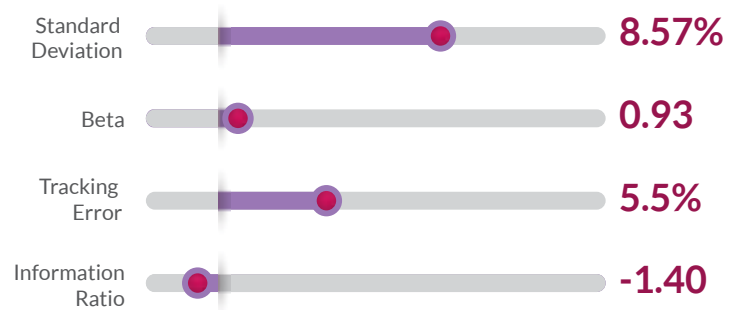
 <b>Category</b> Large Cap Fund	 <b>Inception Date</b> 5th January 2010	 <b>Benchmark</b> S&P BSE 100 TRI	 <b>Minimum Application</b> SIP - Systematic Investment Plan Lumpsum ₹ 500 & multiples of ₹ 1 SIP ₹ 100 & multiples of ₹ 1 w.e.f. August 26, 2019	 <b>Fund Manager</b>  <b>Shreyash Devalkar</b> 19 years of experience in financial markets. He has been managing this fund since 23rd November 2016.
 <b>Options</b> Growth & IDCW®	 <b>AUM</b> ₹ 31,885.28 Cr	 <b>Entry Load</b> Nil	 <b>Exit Load</b> 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.	 <b>Vinayak Jayanath</b> (for foreign securities) Over 6 years of experience in financial market. He has been managing this fund since 17th January 2023
				 <b>Ashish Naik</b> 15 years of experience. He has been managing this fund since 3rd August 2023.

Note: To view asset class wise AUM & AAUM for categories of the Scheme & geographical spread refer <https://www.axismf.com/statutory-disclosures>

## Current market cap split (% NAV)



## Risk Parameters



Based on 3 years data

## New Entries (Changes over the month-September 2023)

NA

## Exits

NA

## Performance (NAV Movement)



	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 - Direct Plan - Growth	8.65%	10,862	16.13%	15,657	13.17%	18,572	14.60%	43,243
S&P BSE 100 TRI (Benchmark)	16.14%	11,609	22.55%	18,394	14.03%	19,293	13.42%	38,708
Nifty 50 TRI (Additional Benchmark)	16.11%	11,606	21.89%	18,099	13.75%	19,060	13.13%	37,653

Past performance may or may not be sustained in future. Since inception (1st January 2013). Different plans have different expense structure. Shreyash Devalkar is managing the scheme since 23rd November 2016 and he manages 16 schemes of Axis Mutual Fund. Vinayak Jayanath is managing the scheme since 17th January, 2023 and he manages 17 schemes of Axis Mutual Fund. Ashish Naik is managing the scheme since 3rd August, 2023 and he manages 16 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.

Please click on link [https://www.axismf.com/cms/sites/default/files/Statutory/ALL\\_ANNEUXRE\\_Sep%202023.pdf](https://www.axismf.com/cms/sites/default/files/Statutory/ALL_ANNEUXRE_Sep%202023.pdf) to view the performance of other schemes currently managed by the fund manager. Note: In case you require physical copy of this document request you to kindly take the printout to review the fund managers performance of other schemes managed by him from the above link given.

## IDCW History

Option	Record Date	IDCW (₹ Per unit)		NAV per unit (Cum IDCW)	NAV per unit (Ex IDCW)
		Individuals/HUF	Others		
IDCW	March 13, 2023	1.60	1.60	16.41	16.49
	March 28, 2022	1.60	1.60	19.37	17.77
	March 26, 2021	1.55	1.55	18.38	16.83
	March 12, 2020	1.33	1.33	15.27	13.77
	March 14, 2019	1.33	1.33	16.33	14.83
	March 15, 2018	2.00	2.00	16.36	14.36

On payment of IDCW, 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.

Data as on 30th September 2023.

**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 and Axis Flexi Cap Fund since 20th November, 2017 and Axis Equity ETFs FoF since inception, Axis Small Cap Fund, Axis Multicap Fund Since 1st March, 2023, Axis Long Term Equity Fund, Axis Focused 25 Fund, Axis Growth Opportunities Fund, Axis NIFTY 50 Index Fund, Axis NIFTY Next 50 Index Fund, Axis Nifty Smallcap 50 Index Fund, Axis Nifty Midcap 50 Index Fund, Axis NIFTY IT ETF, Axis NIFTY Healthcare ETF, Axis ESG Equity Fund since 4th Aug, 2023.

Ashish Naik is managing the equity portion of Axis Regular Saver Fund and Axis Multi Asset Allocation Fund since 22nd June, 2016 and Axis Children's Gift Fund since July 6th, 2016 and Axis Nifty 50 ETF since July 3rd, 2017 and Axis Special Situations Fund, Axis Nifty 100 Index Fund, Axis NIFTY India Consumption ETF, Axis Quant Fund and Axis NIFTY Bank ETF Since 04th May 2022 and Axis Equity Hybrid Fund since inception, Axis Arbitrage Fund since 4th May, 2022, Axis Business Cycles Fund since inception, Axis Balanced Advantage Fund since 1st March 2023, Axis S&P BSE SENSEX ETF since Inception, Axis Bluechip Fund Since 3rd Aug, 2023.

Vinayak Jayanath is managing Axis Global Equity Alpha Fund of Fund, Axis Greater China Equity Fund of Fund, Axis Global Innovation Fund of Fund, Axis NASDAQ 100 Fund of Fund, Axis BlueChip Fund, Axis Focused 25 Fund, Axis Midcap Fund, Axis Flexi Cap Fund, Axis Growth Opportunities Fund, Axis Small Cap Fund, Axis Special Situations Fund, Axis Quant Fund, Axis Value Fund, Axis Retirement Savings Fund which includes Aggressive Plan, Conservative Plan & Dynamic Plan, Axis ESG Equity Fund since 17th January, 2023.

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.

Note: Investors are requested to take note of proposed changes in fundamental attributes of the scheme and proposed merger with Axis FLEXI CAP Fund (effective from close of business hours on September 30, 2021). The performance disclosed above is of Axis FLEXI CAP Fund. Performance of merging scheme i.e Axis Equity Advantage Fund - Series 1 will be made available to investors on request.

**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). Axis Bank Ltd. is not liable or responsible for any loss or shortfall resulting from the operation of the scheme.

For Digital use only.

### Axis Bluechip Fund

(An open Ended equity scheme predominantly investing in large cap stocks)

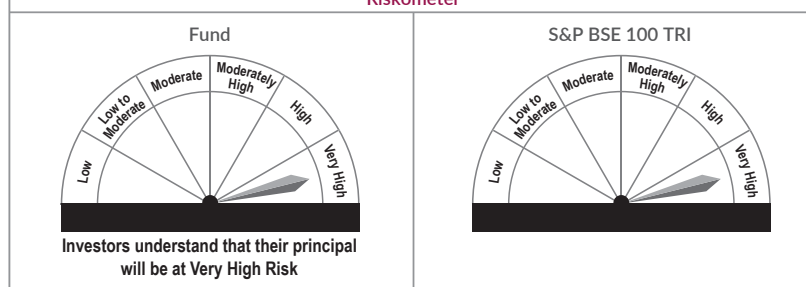
Benchmark: S&P BSE 100 TRI

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.

#### Riskometer



Distributed by

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