

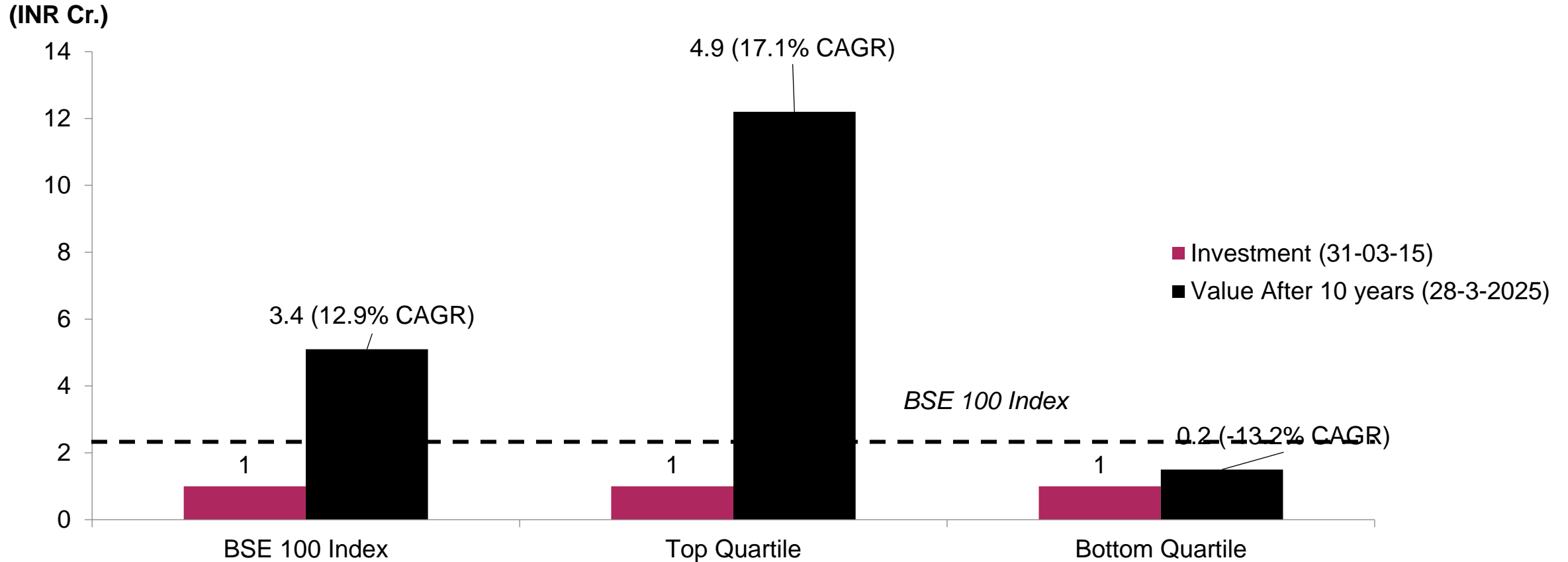
# Axis Focused Fund

(An Open-ended Equity Scheme investing in maximum 30 stocks across large cap, mid cap and small cap companies)



# There is huge value in stock picking

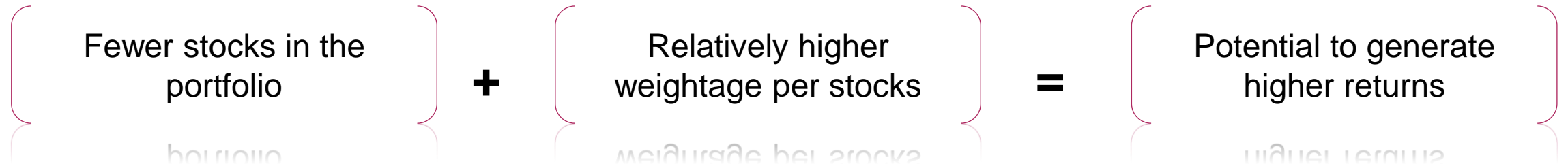
There is a high dispersion in long term stock performance



# Focused Strategy

Right allocation to high conviction ideas

A concentrated portfolio entails:



**Portfolio return is a function of : Right Stocks + Right Allocation**

**Under allocating to the right stocks will drag a portfolio's performance**

# Focused Strategy

## Illustration of Right allocation to Right Stocks

Stock	Return	Equal weight portfolio		Focused portfolio	
		Weight	Contribution	Weight	Contribution
1	5%	10%	0.5%	15%	0.8%
2	10%	10%	1.0%	25%	2.5%
3	15%	10%	1.5%	35%	5.3%
4	-10%	10%	-1.0%	10%	-1.0%
5	-5%	10%	-0.5%	15%	-0.8%
Total Return			1.5%		6.8%

Higher allocation to performing stock may result in better performance as compared to an equal-weight portfolio

# Axis Focused Fund

(An Open-ended Equity Scheme investing in maximum 30 stocks across large cap, mid cap and small cap companies)

# Introducing Axis Focused Fund

Maximum 30-stock portfolio of high-conviction ideas

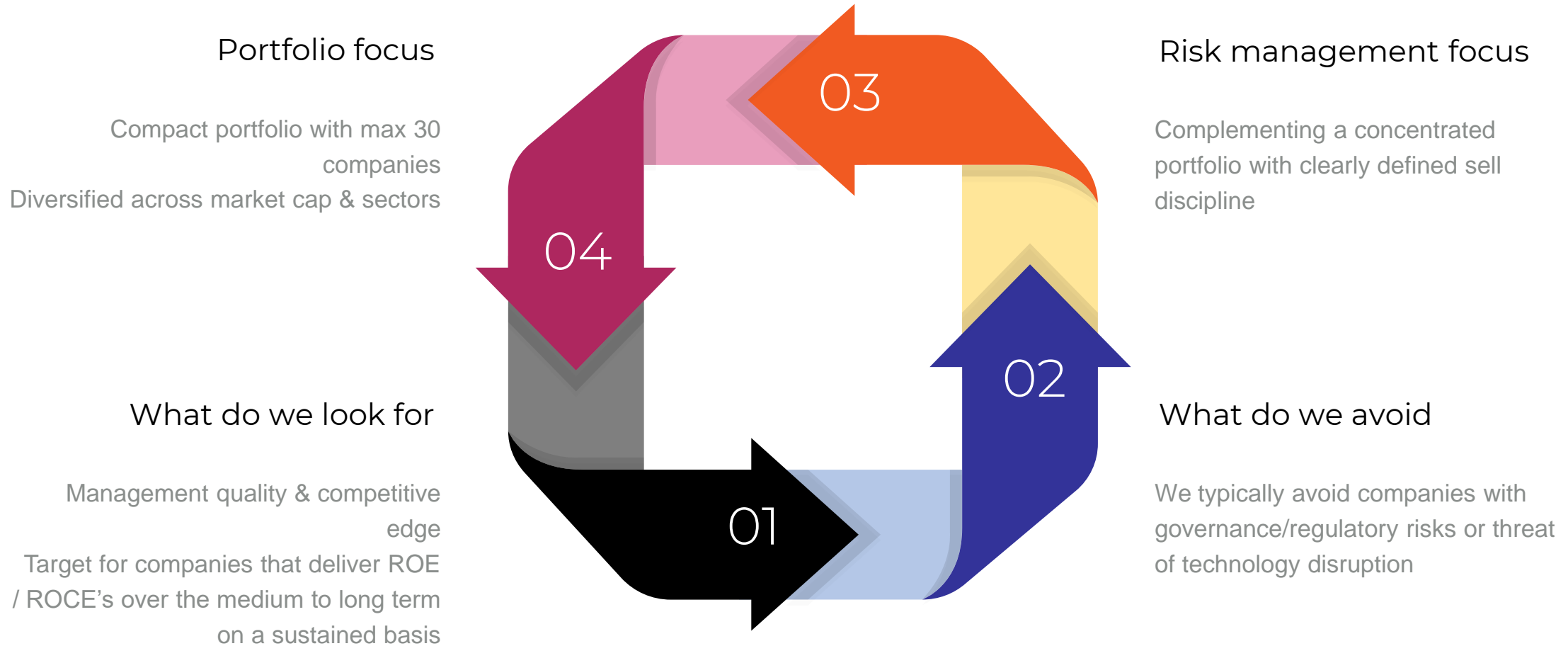
Top-down alignment with bottom-up filtering with high active allocation relative to the benchmark while **maintaining prudent diversification**



Note: Current Portfolio Allocation is based on the prevailing market conditions and is subject to changes depending on the fund manager's view of the equity markets

# Fund focus

## High quality and long term growth potential



Note: Current Portfolio Allocation is based on the prevailing market conditions and is subject to changes depending on the fund manager's view of the equity markets

# Portfolio Strategy

Designed for risk adjusted returns over market cycles

Portfolio continues to emphasize on **Quality** and **Sustainable Growth** of Businesses



## Quality

- Fundamentally strong companies
- Credibility of Management



## Growth

- Companies with high ROCE/ ROE
- Companies with competitive moat that helps generate sustainable growth
- Scalable market opportunities

Note: Current Portfolio Allocation is based on the prevailing market conditions and is subject to changes depending on the fund manager's view of the equity markets



# Portfolio Sell Discipline

## Concentrated portfolio calls for a stringent sell discipline

For a new idea to enter the portfolio, fund manager has to completely move out of the existing holding. Hence continuous monitoring and sell discipline are critical aspects of the fund

### Triggers for stock adjustment

Deterioration in  
fundamentals

Slowing trajectory  
of sector growth

Disruption in  
sector

[ Consumer Durables ]

[ IT Services ]

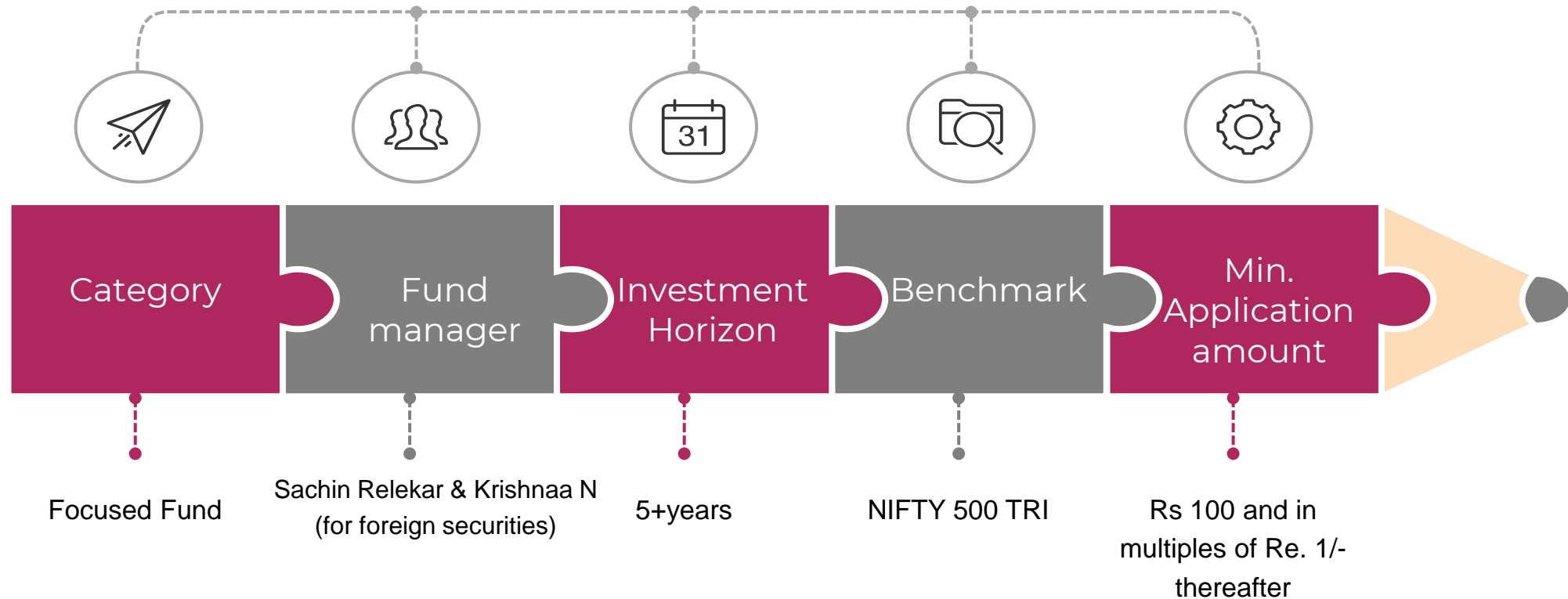
[ FMCG ]

Note: Current Portfolio Allocation is based on the prevailing market conditions and is subject to changes depending on the fund manager's view of the equity markets.

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 to buy/sell/ hold.

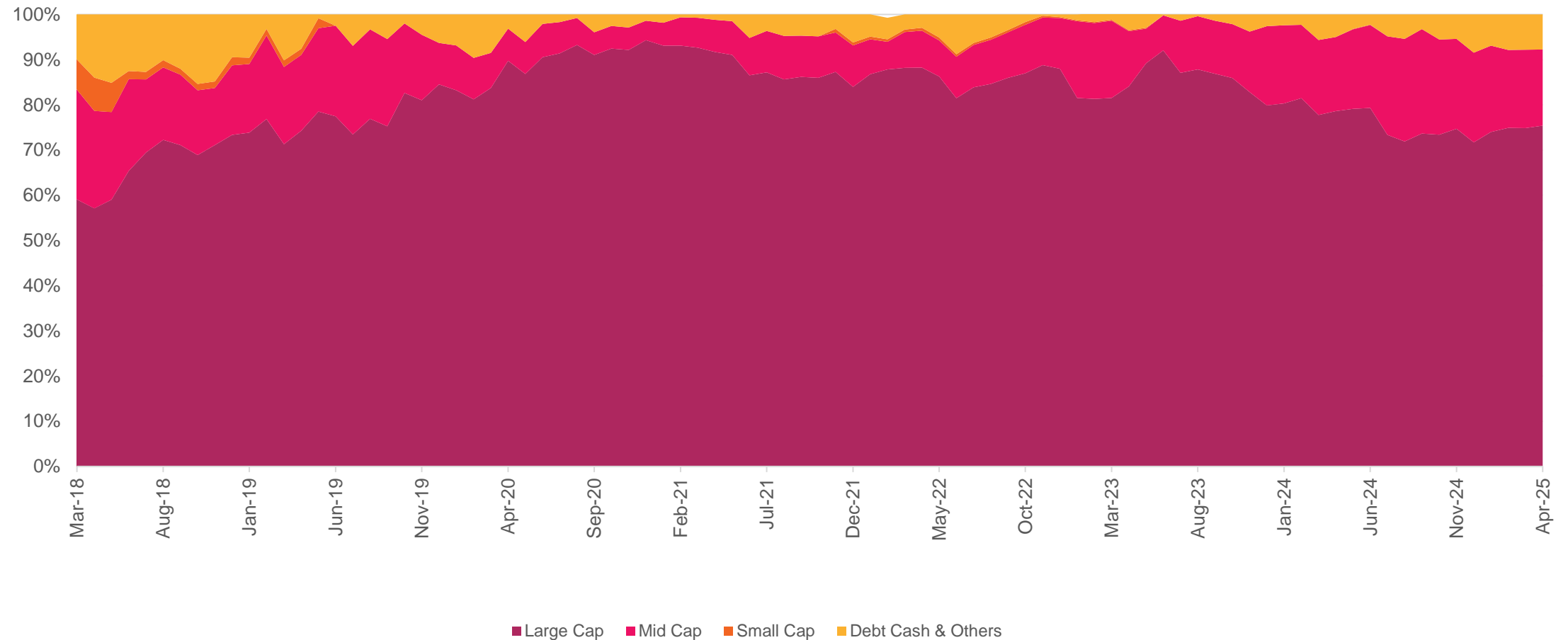
# Features At A Glance

## Axis Focused Fund



# Market cap allocation

Current allocation is towards Large caps



Note: Current Portfolio Allocation is based on the prevailing market conditions and is subject to changes depending on the fund manager's view of the equity markets. 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. For detailed asset allocation, please refer to the Scheme Information Document (SID).

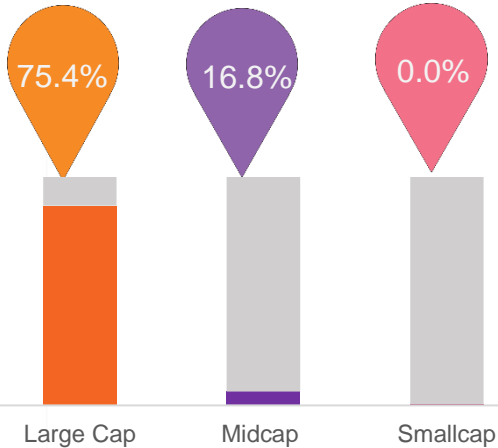
Data as on 30<sup>th</sup> April 2025.

# Portfolio & Risk Parameters

As on 30<sup>th</sup> April 2025

## Current Market cap split

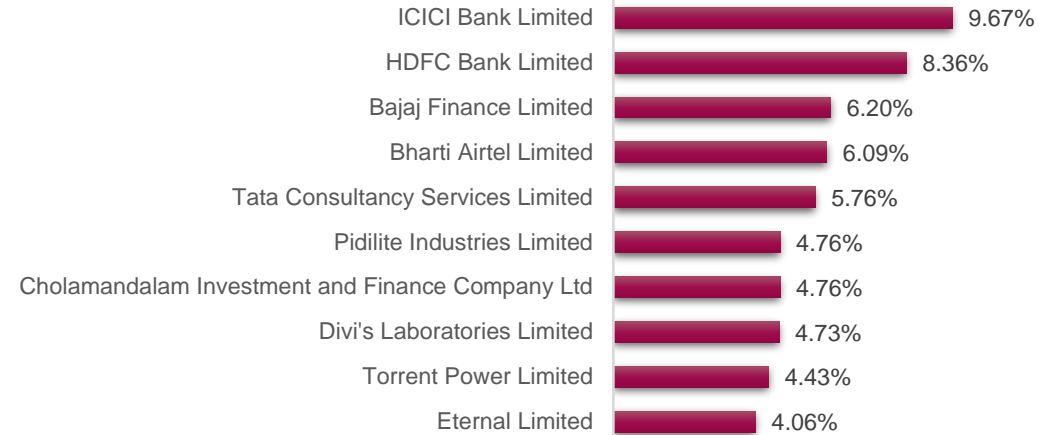
(%NAV)



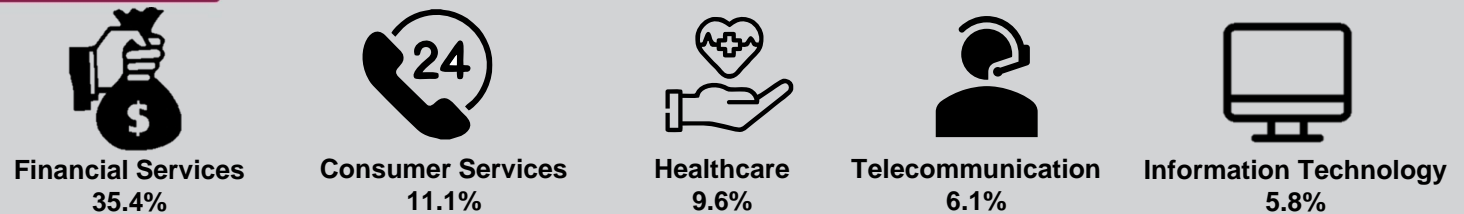
## Risk Parameters

Standard Deviation	16.20%
Standard Deviation (Benchmark)	14.82%
Tracking Error	6.36%
Beta	1.00

## Top 10 Stocks



## Top 5 Sectors



Exposure as % of Net assets. Source : ValueFY, ACEMF. Note: Current Portfolio Allocation is based on the prevailing market conditions and is subject to changes depending on the fund manager's view of the equity markets. 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. Past performance may or may not be sustained in the future. Stock(s) / Issuer(s)/ Top stocks with increased or decreased exposure mentioned above are for the purpose of disclosure of the portfolio of the Scheme(s) and should not be construed as recommendation to buy/sell/ hold. The fund manager(s) may or may not choose to hold the stock mentioned, from time to time.

# Portfolio Changes

Changes made to the portfolio over the last 1 year

Top stocks with increased exposure/entries	Change in exposure (%) over last year
HDFC Bank Limited	6.07%
Eternal Limited	4.06%
Interglobe Aviation Limited	3.69%
PB Fintech Limited	3.33%
Mahindra & Mahindra Limited	3.01%

Top stocks with reduced exposure/exits	Change in exposure (%) over last year
Avenue Supermarts Limited	-6.31%
Bajaj Auto Limited	-4.92%
Reliance Industries Limited	-4.72%
Bajaj Finserv Limited	-4.53%
DLF Limited	-3.55%

Exposure as % of Net assets. Source : ValueFY, ACEMF. Note: Current Portfolio Allocation is based on the prevailing market conditions and is subject to changes depending on the fund manager's view of the equity markets. 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. Past performance may or may not be sustained in the future. Stock(s) / Issuer(s)/ Top stocks with increased or decreased exposure mentioned above are for the purpose of disclosure of the portfolio of the Scheme(s) and should not be construed as recommendation to buy/sell/ hold. The fund manager(s) may or may not choose to hold the stock mentioned, from time to time. Data As on 30<sup>th</sup> April 2025.

# Key Highlights

**1**

**A concentrated maximum 30-stock portfolio**

**2**

**Focus on High quality, growth-oriented businesses**

**3**

**High Active share portfolio that blends top-down alignment with bottom-up stock picking**

**4**

**Large-cap biased but with flexibility to invest in mid cap and small cap segment opportunistically**

**5**

**Suitable for long term investors who understand the potential reward and risk associated with investing in a concentrated portfolio**

# Performance

30<sup>th</sup> April 2025

30<sup>th</sup> April 2025  
Rs. 60,798

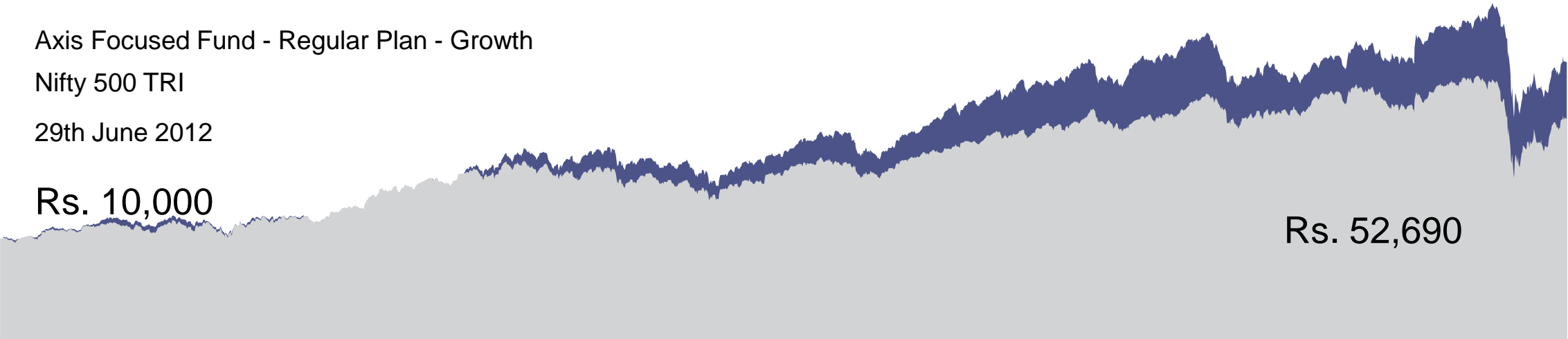
Axis Focused Fund - Regular Plan - Growth

Nifty 500 TRI

29<sup>th</sup> June 2012

Rs. 10,000

Rs. 52,690



	1 Year		3 Year		5 Year		Since Inception	
	CAGR (%)	Current Value of investment of Rs. 10,000	CAGR (%)	Current Value of investment of Rs. 10,000	CAGR (%)	Current Value of investment of Rs. 10,000	CAGR (%)	Current Value of investment of Rs. 10,000
Axis Focused Fund - Regular Plan - Growth	6.23%	10,623	7.92%	12,575	15.16%	20,265	13.81%	52,690
Nifty 500 TRI (Benchmark)	5.95%	10,595	15.33%	15,351	23.63%	28,897	15.09%	60,798
Nifty 50 TRI (Additional Benchmark)	9.01%	10,901	13.78%	14,742	21.16%	26,127	13.98%	53,718

**Past performance may or may not be sustained in future.** Since Inception – 29<sup>th</sup> June 2012. Different plans have different expense structure. Krishnaa N is managing the scheme since 01<sup>st</sup> March 2024 and she manages 23 schemes of Axis Mutual Fund, Sachin Relekar is managing the scheme since 30<sup>th</sup> August 2024 and he manages 03 schemes of Axis Mutual Fund . Returns greater than 1 year period are compounded annualised (CAGR). Face Value per unit : ₹10.  
**Please click on link** [https://www.axismf.com/cms/sites/default/files/Statutory/WDP\\_ANNEXURE\\_Apr%2025.pdf](https://www.axismf.com/cms/sites/default/files/Statutory/WDP_ANNEXURE_Apr%2025.pdf) to view the of other schemes currently managed by the fund. 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.

# SIP Performance

30<sup>th</sup> April 2025

SIP Investments	Since Inception SIP	5 Year SIP	3 Year SIP	1 Year SIP
Total Amount Invested	15,50,000	6,00,000	3,60,000	1,20,000
Market value as on 30 <sup>th</sup> April 2025	35,27,891	7,49,992	4,12,852	1,16,662
Returns (Annualized)	11.98%	8.87%	9.12%	-5.17%
Benchmark Returns (Annualized)	15.12%	17.49%	15.65%	-0.85%
Additional Benchmark Returns (Annualized)	14.00%	15.56%	14.09%	4.65%

**Past performance may or may not be sustained in future.** Returns greater than 1 year period are compounded annualized. Benchmark: Nifty 500 TRI. Additional Benchmark: Nifty 50 TRI. Inception Date: Jun 29, 2012. This scheme is managed by Mr. Sachin Relekar and Mr. Krishnaa N (for foreign securities). Above investment simulation is for illustration purpose only and should not be construed as a promise on minimum returns and safeguard of capital. Above calculation is based on Regular Plan - Growth Option NAV. Assuming Rs. 10,000 invested systematically on the first business day of every month over a period of time. Past performance may or may not be sustained in future. Returns greater than 1 year period are compounded annualized. SIP returns are computed after accounting for the cash flow by using XIRR method (investment internal rate of return). Please click on link [https://www.axismf.com/cms/sites/default/files/Statutory/WDP\\_ANNEXURE\\_Apr%2025.pdf](https://www.axismf.com/cms/sites/default/files/Statutory/WDP_ANNEXURE_Apr%2025.pdf) to view the performance of other schemes currently managed by the fund manager. To refer scheme performance please refer slide 15



# Product Labelling

## Axis Focused Fund

(An Open-ended Equity Scheme investing in maximum 30 stocks across large cap, mid cap and small cap companies)

**Benchmark:** Nifty 500 TRI

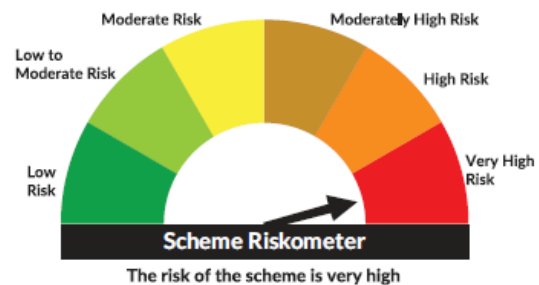
This product is suitable for investors who are seeking\*

- Capital appreciation over long term
- Investment in a concentrated portfolio of equity & equity related instruments of up to 30 companies.

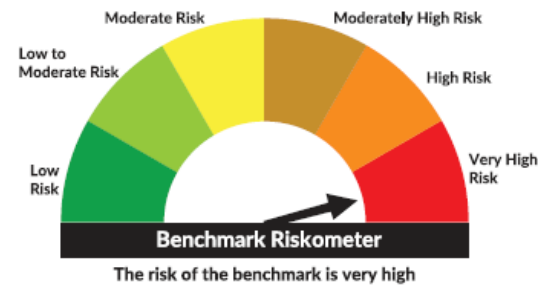
\*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.

## Riskometer

Fund



Nifty 500 TRI



# Statutory Details and Risk Factors



Data updated As on 30<sup>th</sup> April 2025

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- Krishnaa N is Managing Axis Small Cap Fund, Axis Innovation Fund, Axis US Treasury Dynamic Bond ETF Fund of Fund, Axis Value Fund, Axis BlueChip Fund, Axis ESG Integration Strategy Fund, Axis Focused Fund, Axis Greater China Equity Fund of Fund, Axis Global Equity Alpha Fund of Fund, Axis Global Innovation Fund of Fund, Axis Growth Opportunities Fund, Axis Midcap Fund, Axis Flexi Cap Fund, Axis NASDAQ 100 Fund of Fund, Axis Quant Fund, Axis Retirement Fund - Aggressive Plan, Axis Retirement Fund - Conservative Plan and Axis Retirement Fund - Dynamic Plan since 1st Mar, 2024, Axis Consumption Fund since 12th Sep, 2024 and Axis Multi Asset Allocation Fund, Axis Children's Fund, Axis Aggressive Hybrid Fund and Axis Equity Savings Fund since 16th Dec, 2024.
- Sachin Relekar is Managing Axis Focused Fund, Axis Flexi Cap Fund since 1st Feb, 2024 and Axis Nifty500 Momentum 50 Index Fund since 13th Feb, 2025.

**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 Limited 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. Neither Axis Mutual Fund, Axis Mutual Fund Trustee Limited nor Axis Asset Management Company Limited, 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.

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

# Performance Disclaimer and Risk factors



## **Past performance may or may not be sustained in the future.**

The presentation dated 30<sup>th</sup> April, 2025 has been prepared by Axis Asset Management Company Limited (Axis AMC) based on internal data, publicly available information and other sources believed to be reliable. Any calculations made are approximations, meant as guidelines only, which you must confirm before relying on them. The information given is for general purposes only. Past performance may or may not be sustained in future. The current investment strategies are subject to change depending on market conditions. The statements are given in summary form and do not purport to be complete. The views / information provided do not have regard to specific investment objectives, financial situation and the particular needs of any specific person who may receive this information. The information/ data herein alone are not sufficient and should not be used for the development or implementation of an investment strategy. The statements contained herein may include statements of future expectations and other forward-looking statements that are based on our current views and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. Stocks/Sectors referred in the presentation are illustrative and should not be construed as an investment advice or a research report or a recommended by Axis Mutual Fund / AMC. The Fund may or may not have any present or future positions in these sectors. Axis Mutual Fund/AMC is not guaranteeing any returns on investments made in the Scheme(s). The data/statistics are given to explain general market trends in the securities market, it should not be construed as any research report/research recommendation. Neither Axis AMC and Axis Mutual Fund nor any person connected with them, accepts any liability arising from the use of this document. The recipient(s) before acting on any information herein should make his/her/their own investigation and seek appropriate professional advice and shall alone be fully responsible / liable for any decision taken on the basis of information contained herein. For complete portfolio/details refer to our website <https://www.axismf.com/>.

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# Thank You

