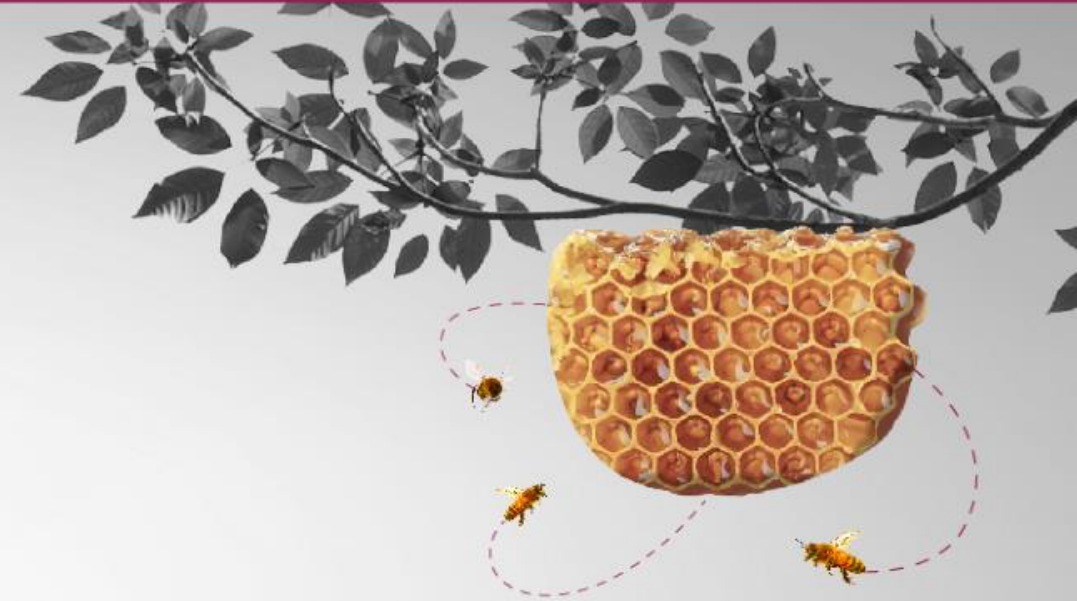


Re-think Investing

Introducing

AXIS LONG DURATION FUND

(An open ended debt scheme investing in instruments such that the Macaulay duration of the portfolio is greater than 7 years. A Relatively High interest rate risk and Relatively Low Credit Risk)



NFO Opens: December 7th, 2022
NFO Closes: December 21st, 2022

Axis Long Duration Fund

(An open ended debt scheme investing in instruments such that the Macaulay Duration of the portfolio is greater than 7 years. A relatively high interest rate risk and moderate low credit risk.)

Benchmark: Nifty Long Duration Debt Index – A III

Product Labelling

(This product is suitable for investors who are seeking*)

- Regular income over long term
- Investment in Debt and Money Market instruments with portfolio Macaulay duration of greater than 7 years

(Investors should consult their financial advisers if in doubt about whether the product is suitable for them)



Potential Risk Class Matrix

Credit Risk	Relatively Low (Class A)	Moderate (Class B)	Relatively High (Class C)
Interest Rate Risk			
Relatively Low (Class I)			
Moderate (Class II)			
Relatively High (Class III)	A-III		

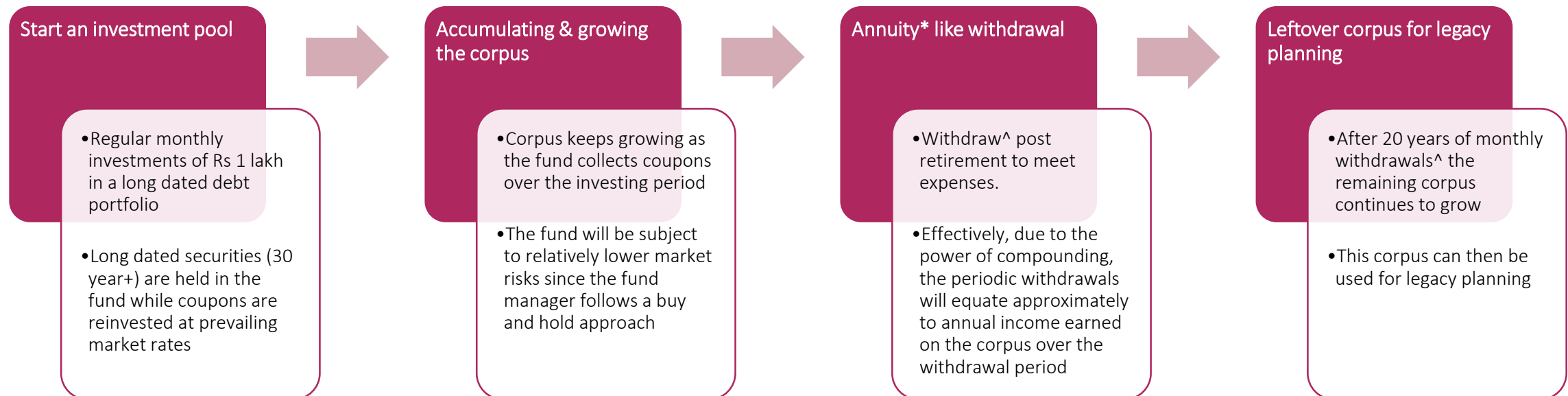
Creating your 'second' income stream

An Illustration

Mr X, a working professional, aged 40. He needs to create a corpus which can be used to create an income stream post retirement, at age 50. He estimates his monthly expenses after inflation will be Rs 1 lakh per month. He anticipates his life expectancy to be 70 years

How can he achieve this goal?

- Let us assume prevailing interest rates are 7% for a typical G-Sec long bond portfolio.
- Mr X believes he can allocate Rs 1 lakh per month.



Past performance may or may not be sustained in the future. The above calculations are only for illustration purposes and are subject to market risks based on corpus at the end of the investment cycle, actual market returns and periodicity of cash flows. Tax implications are not considered in this illustration. These are not to be considered for investment advice or guarantee of returns. Investors are advised to consult their Investment / tax advisors. [^]Withdrawals to meet expenses / Remaining corpus are function of accumulated corpus, market returns and amounts withdrawn by investor.

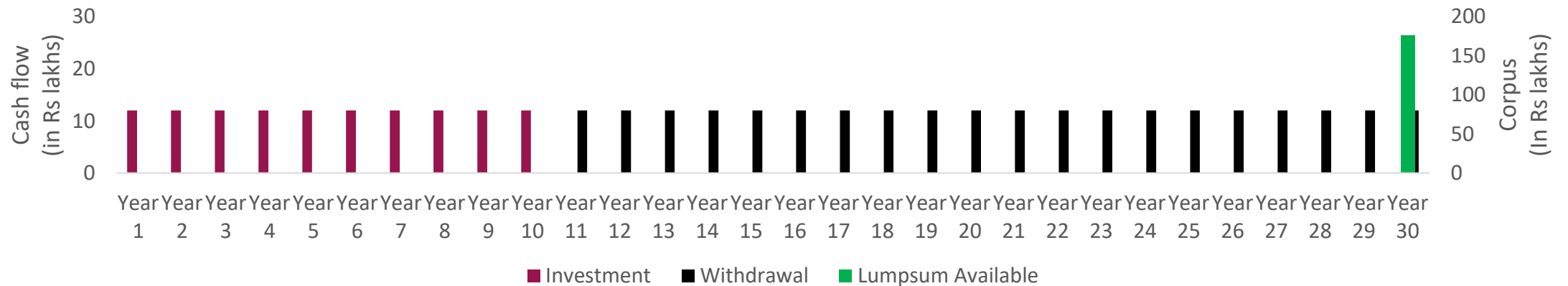
*The annuity investment products when compared to mutual fund scheme may offer additional features like insurance or return guarantees which will not be offered by Axis Mutual Fund/Axis Asset Management Company limited in this product.

Understanding the math

Investment cycle and the power of compounding

Understanding the structure

- Using the previous illustration, Mr X invests regularly over the accumulation phase (Age 40 to Age 50)
- At 7% money doubles ~every 10 years. Hence at age 50, the money invested 10 years ago **doubles**
- At Age 50, when Mr X decides to start withdrawing from this corpus he is in effect withdrawing only annual incomes.
- At this rate of withdrawal, Mr X can withdraw Rs 1 lakh every month for **20 years** and still be **left with his original corpus** at the end of the investment cycle

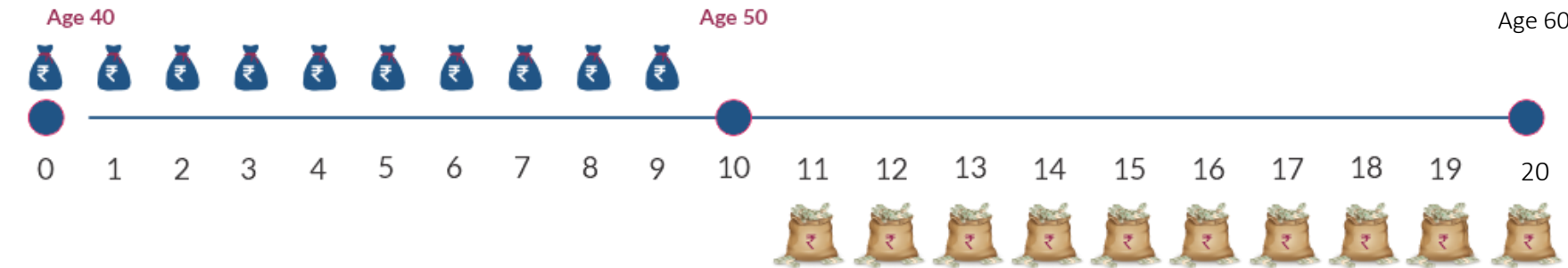
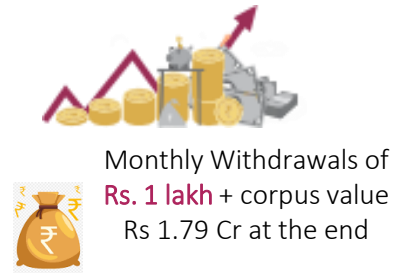


Past performance may or may not be sustained in the future. The above calculations are only for illustration purposes and are subject to market risks based on corpus at the end of the investment cycle, actual market returns and periodicity of cash flows. Tax implications are not considered in this illustration. These are not to be considered for investment advice or guarantee of returns. Investors are advised to consult their Investment / tax advisors.

*The annuity investment products when compared to mutual fund scheme may offer additional features like insurance or return guarantees which will not be offered by Axis Mutual Fund/Axis Asset Management Company limited in this product.

Structuring Your Annuity*

Different needs, one solution



Past performance may or may not be sustained in the future. The above calculations are only for illustration purposes. The illustration assumes a 7% constant growth rate over the entire investment lifecycle. Tax implications are not considered in this illustration. These are not to be considered for investment advice or guarantee of returns. Investors are advised to consult their Investment / tax advisors. To be used for illustrative purposes only.

*The annuity investment products when compared to mutual fund scheme may offer additional features like insurance or return guarantees which will not be offered by Axis Mutual Fund/Axis Asset Management Company limited in this product.

Identifying which product is right for you?

Selecting the right product is essential to meet your investment objectives

	Long duration debt funds	Traditional Annuity Instruments
Return Trajectory*	Market linked return	Guaranteed rate* of return based on prevailing annuity rates
Liquidity	✓	✗#
Diversification	✓	✗
Professional Management	✓	✓
Defined Maturity	✗	✓
Frequency of Income	Investor determined	Plan Specific
Tax Efficiency	Indexation features available for LTCG	Annuity income taxed at maximum marginal rate

* Annuity rates must be factored after accounting for cool off period, insurance linked charges & fund management charges

At Maturity #Bond liquidity may vary due to vagaries of debt markets

Investors must consult their financial advisors/ tax advisors regarding portfolio allocation and suitability of funds depending on the risk profile of the investor.

Tax Efficiency through MFs

Power of Indexation

What is indexation?

- Adjustment of the value of investment to the prevailing inflation to calculate capital gains tax
- Debt Mutual Funds can benefit by indexation as investment amount is adjusted as per Cost Inflation Index (CII)
- Investors can generate more tax efficient returns due to inflation adjusted investments



Illustration

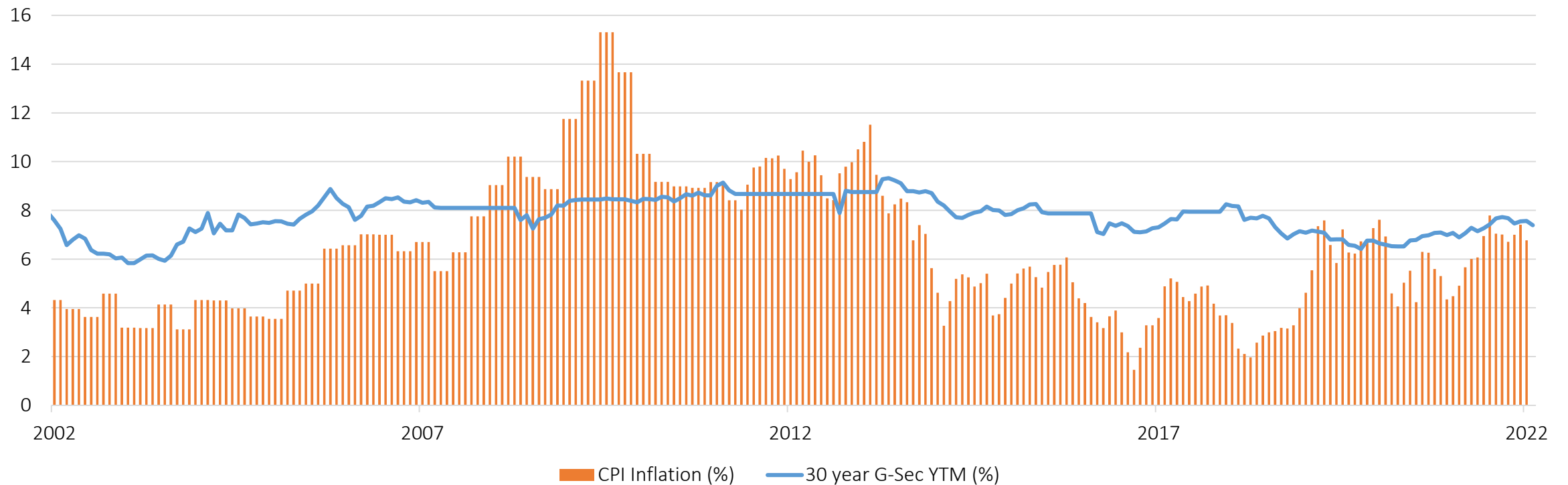
Investment Amount	Rs 1,00,000
Assumed YTM	7%
Investment for (Years)	20
Value @ End of Investment Period	Rs 3,86,968
Total Income	Rs 2,86,968
Indexed Cost@	Rs 2,57,508
Net Income post Indexation	Rs 1,29,460
Tax Slab (LTCG)**	20%
Tax on Interest Income	Rs 25,892
Post Tax Income	Rs 2,61,076
Post Tax Income Per annum	6.63%

Debt Mutual Fund

Can debt portfolios beat inflation?

Long bonds have historically offer market linked returns above inflation

Long bond yields have remained largely stable & above inflation levels over the last 20 years



Source: Bloomberg, CSO, Axis MF Research. Data as of November 30th 2022.

Past performance may or may not be sustained in future. Generic 30 Year G-Sec security used for illustrative purposes only.

Introducing Axis Long Duration Fund

(An open ended debt scheme investing in instruments such that the Macaulay duration of the portfolio is greater than 7 years. A relatively high interest rate risk and moderate low credit risk.)



About Axis Long Duration Fund

Overview

- Axis Long Duration Fund is an open ended debt scheme investing in instruments such that the Macaulay Duration of the portfolio is greater than 7 years.



Current Fund Positioning

- The fund aims to Invest in long dated government securities with 30+ years horizon
- No Credit risk
- Ideal for investors looking to create a long term income solution through investment in high quality debt instruments



**Ideal Investment
Horizon: 10+ years**

**High quality portfolio
of SOV instruments**

**Fund aims at having a
buy and hold
approach**

Key Risks

Factors to keep in mind while investing in long duration strategies

Yields may declines during investment period

- The fund will continually reinvest coupons and fund proceeds at prevailing market yields
- The objective of the fund will be buy assets with similar maturity characteristics to mitigate duration related risks

Duration risk at the end of the intended holding period

- The fund may hold assets that may be longer than investor holding periods.
- This may create duration risks closer to the end of investors investment cycle

Mark to market fluctuations during the investment period

- Since the fund will hold long duration assets, the fund may be subject to higher NAV volatility than other mutual fund classes
- Effects of longer duration taper as investment horizons elongate and hence investors are advised to consider this strategy only as a long term solution

Fund Snapshot

Minimum Investment
Rs. 5,000 and in multiples
of Re. 1/- thereafter

Exit Load
NIL

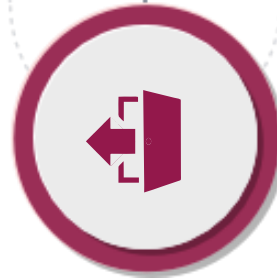
Maturity Date
Open Ended



Scheme Name
Axis Long Duration Fund



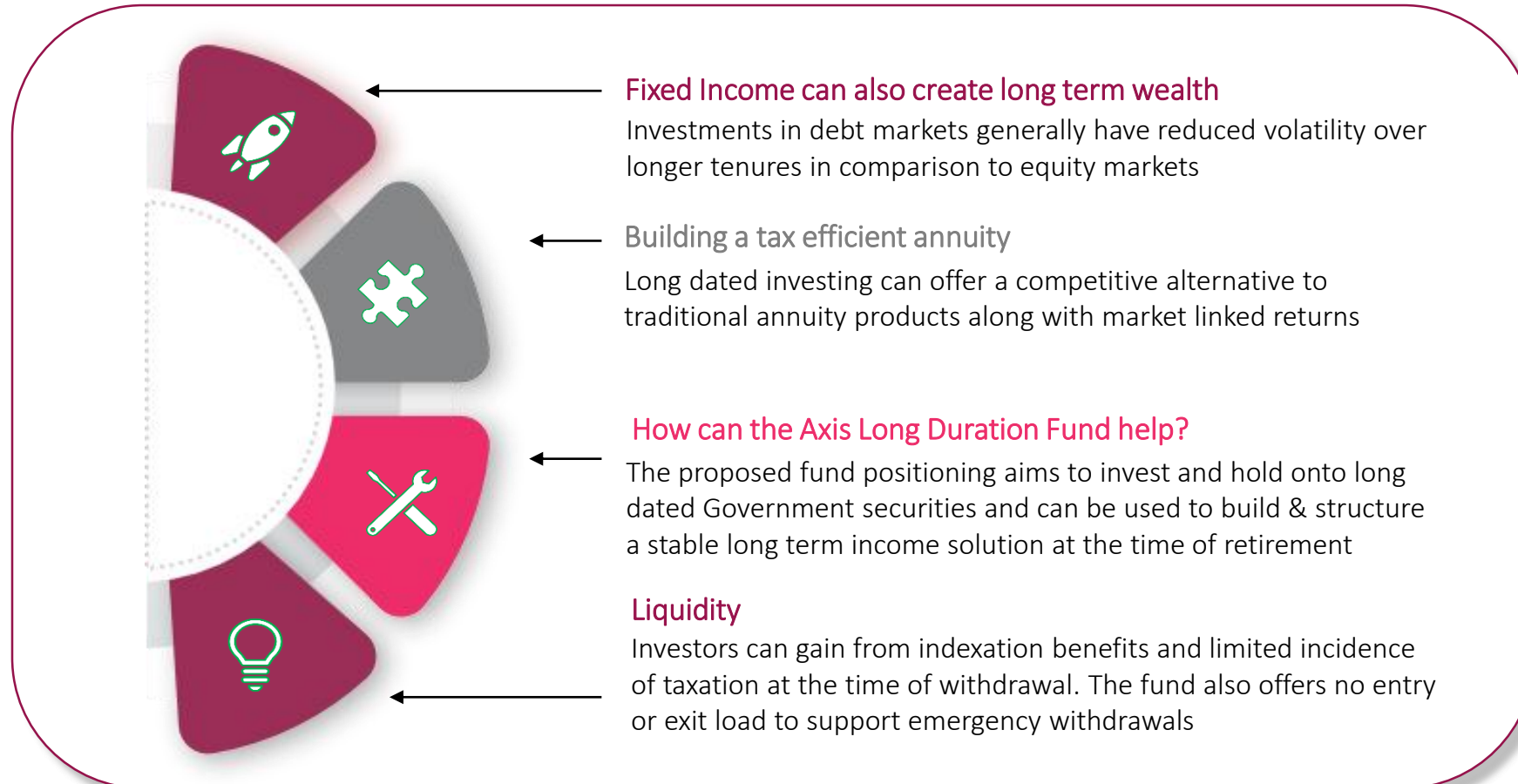
Portfolio Mix
Long Dated Government
securities



Benchmark
Nifty Long Duration Debt
Index A-III



Fund Manager
Devang Shah, Kaustubh
Sule & Hardik Shah



Source: Bloomberg, Axis MF Research. Data as of 30th November 2022. The above factors are not exhaustive.

Investors are advised to consult their tax advisors for advice on taxation matters relating to your portfolio and suitability of the product. For detailed Investment strategy please refer SID of the Scheme. The above mentioned investment strategy is based on prevailing market condition and subject to change within the limits of the SID basis fund managers views.

Annexures



Risk Appetite reduces with age

Age V/s Risk Profile

What Investment should you be holding at your age?

Age Range (Years Old)	Goals	Return Expectations	Risk Appetite	Liquidity
20-30	Education, Marriage, Holiday	High	High	Low
30-40	Education, Children, Insurance	Moderately High	Moderately High	Moderately Low
40-50	Children's Marriage, Retirement	Balanced	Balanced	Balanced
50-60	Retirement	Moderately Low	Moderately Low	Moderately High
>60	Holidays, Estate, Planning	Low	Low	High



Benefits of Debt SIP Investments

SIP is not an EQUITY-only product



Systematic Withdrawal Plan (SWP)

Creating an alternate tax efficient income stream

A Systematic Withdrawal Plan (SWP) option is a mutual fund plan through which investors can *withdraw* fixed amounts at regular intervals from their investment.

Benefits:



Regular Income:

SWP provides a regular stream of cash flows thereby providing convenience to investors who want to take care of regular expenses. This feature is most suitable to investors looking for a regular income post retirement.



Flexibility:

Just like an SIP, Investor has the flexibility to choose the amount, frequency and the date of withdrawal depending on his/her needs. The investor can also choose the option to stop or change the SWP amount as required



Capital

Appreciation: SWP only withdraws a certain amount of your investment, while the balance stays invested in the fund thereby continuing with market linked returns



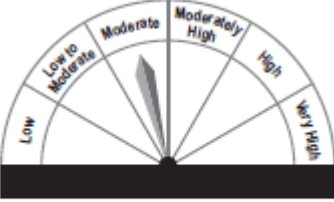
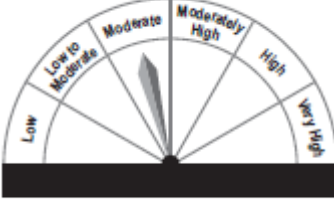
No TDS:

There is no TDS applicable on withdrawals done via SWP route#



Product Labelling & Disclaimers



Fund Name & Benchmark	Product Labelling	Product Risk-o-meter	Benchmark Risk-o-meter	Potential Risk Class Matrix																								
<p>AXIS LONG DURATION FUND (An open ended debt scheme investing in instruments such that the Macaulay Duration of the portfolio is greater than 7 years. A relatively high interest rate risk and moderate low credit risk.)</p> <p>Benchmark: Nifty Long Duration Debt Index – A III</p>	<p>This product is suitable for investors who are seeking*</p> <ul style="list-style-type: none"> • Regular income over long term • Investment in Debt and Money Market instruments with portfolio Macaulay duration of greater than 7 years <p>(*Investors should consult their financial advisers if in doubt about whether the product is suitable for them)</p>	 <p>Investors understand that their principal will be at Moderate Risk</p>		<table border="1"> <thead> <tr> <th colspan="4">Potential Risk Class</th> </tr> <tr> <th>Credit Risk →</th> <th>Relatively Low (Class A)</th> <th>Moderate (Class B)</th> <th>Relatively High (Class C)</th> </tr> </thead> <tbody> <tr> <td>Interest Rate Risk ↓</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Relatively Low (Class I)</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Moderate (Class II)</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Relatively High (Class III)</td> <td>A-III</td> <td></td> <td></td> </tr> </tbody> </table>	Potential Risk Class				Credit Risk →	Relatively Low (Class A)	Moderate (Class B)	Relatively High (Class C)	Interest Rate Risk ↓				Relatively Low (Class I)				Moderate (Class II)				Relatively High (Class III)	A-III		
Potential Risk Class																												
Credit Risk →	Relatively Low (Class A)	Moderate (Class B)	Relatively High (Class C)																									
Interest Rate Risk ↓																												
Relatively Low (Class I)																												
Moderate (Class II)																												
Relatively High (Class III)	A-III																											

*The product labelling assigned during the New Fund Offer is based on internal assessment of the Scheme Characteristics or model portfolio and the same may vary post NFO when actual investments are made

Disclaimer and Risk Factors

Data as on 30th Nov 2022.

Disclaimer: Past performance may or may not be sustained in the future. 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).

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.

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.

Thank You