

HARNESS THE POWER OF BRANDS

Invest in



Portfolio Management Services
from Axis Asset Management.



About the Portfolio

Axis Brands Portfolio is a compact portfolio investing in equity that endeavours to achieve long-term capital appreciation through investment in companies with 'strong brands.' The allocation will consist of the best ideas within this space. While the portfolio will consist of bottom-up best ideas, portfolio construction will target reasonable diversification across sectors. Investments will be across market capitalisations.

The portfolio seeks to buy businesses with strong brands that provide:

- ✓ Sustainable Competitive Advantage
- ✓ Capable Management Team
- ✓ Good Corporate Governance

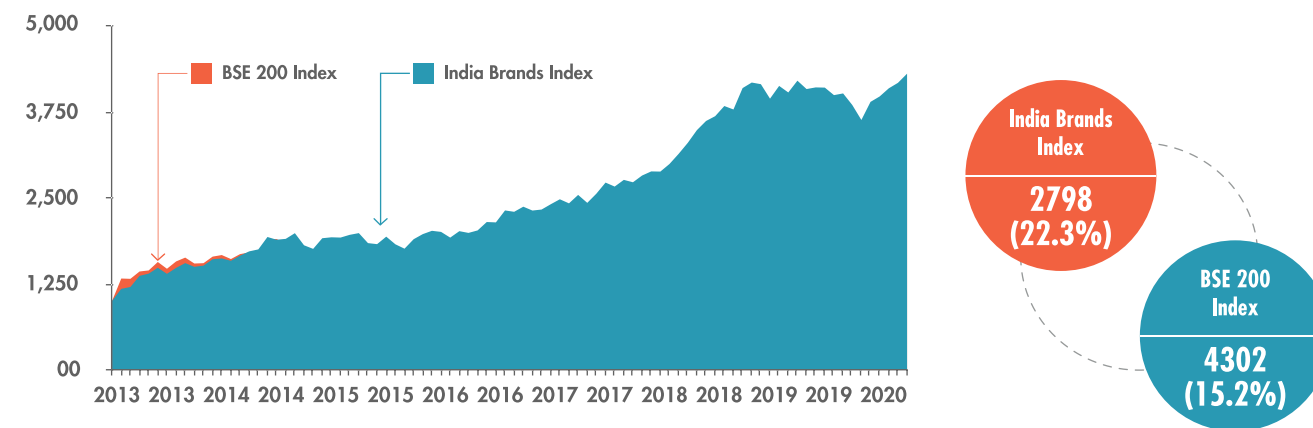
The Portfolio Manager does not indicate any guarantee for capital / returns.

Performance Simulation - Passive Brands **Portfolio**

In order to analyze the potential for long-term wealth creation through investments in Brands as a theme, a passive index called 'India Brands Index' was created from the BSE 500 Index constituents. Based on the average for 2006, 2007 and 2008, stocks were shortlisted based on their 1) Brand spend 2) Return on Equity and 3) Growth in Revenue. Performance was simulated from April 2009 onwards.

The performance of the Index versus the BSE 200 Index over the period from April 2009 to July 2016 is as below:

Parameter	India Brands Index	BSE 200 Index
Return (CAGR)	22.3%	15.2%
Volatility (Annualised)	15.5%	20.6%



Past performance may or may not be sustained in future.

Returns mentioned above does not represent or indicate the returns generated by any of the portfolio managed by Axis AMC under PMS.

Key Terms of the Portfolio

Investment Style

- Bottom up
- Growth biased
- Buy and hold

Portfolio Construct

- Compact best ideas portfolio
- Low churn
- 3-5 years investment horizon

Benchmark

- BSE 200 Index

Minimum Additional Investment Amount

- ₹25 lakhs & in multiples of ₹1 lakh thereafter

Minimum Additional Investment Amount

- ₹5 lakhs & in multiples of ₹1 lakh thereafter

Exit Load

- | | | | |
|---|---|--|----------------------|
| - 3% if full / partial withdrawal before completion of 1 year from effective date | - 2% if full / partial withdrawal after 1 year but before completion of 2 years from effective date | - 1% if full / partial withdrawal after 2 years but before completion of 3 years from effective date | - After 3 years: NIL |
|---|---|--|----------------------|

Minimum Withdrawal Amount

- ₹1 lakh subject to a minimum balance (Portfolio Value) to be maintained in the portfolio (post redemption) of ₹25 lakhs

Upfront Fee

- 1% (Calculated on initial and additional capital invested and charged upfront on the portfolio)

Fee Structure

- Refer to the term sheet

Account Opening Charges, Custodian Fees, Fund Accounting Fees, Depository Charges, Audit Fees, Brokerage, Securities Transaction Tax & Other Expenses / Levies

- As applicable at actuals



Axis Portfolio Management **Services**

When one seeks to acquire wealth and happiness with the same tenacity, we often tend to focus on only one of them. That's where Axis Asset Management comes in.

Our wealth management philosophy is built on the timeless principles of protection and growth. Adhering by these principles ensures that you are free to enjoy the rewards of your success. Success that enables you to appreciate the little joys of life, as they come by.

What we do?

We offer customised wealth creation and preservation solutions through risk-managed and brand evaluated options. We customise and manage existing portfolios as well as build completely new ones based on the client's requirements.

Axis Asset Management seeks to provide clients with long-term wealth creation / preservation solutions through our portfolios that are focused specifically on companies that command great brand values. These are created using a defined and meticulous investment process founded on superior market insights and adept risk management.

We have a highly experienced team of experts with a proven investment track record across market cycles.

We offer capabilities across:

- Domestic equity
- Fixed income and PF solutions
- NRI and international investor solutions



Axis PMS: Key Benefits

- **Professional Management:** Professional management is provided with the objective of delivering consistent long-term performance with focused risk management.
- **Portfolio Monitoring:** Portfolios are monitored on a regular basis to ensure that your money is in the right hands and thereby optimizing return.
- **Relies on the key pillars of Axis approach:**
 - Growth biased – focusing on sustainable growth
 - Look for quality businesses
 - Aim to deliver superior risk adjusted returns
 - High conviction investors
- **Convenience:** Investing through Axis PMS ensures smooth documentation and on-boarding process so that you can just invest without bothering about clerical work.
- **Transparent and Regular Portfolio Reporting:** Clients receive regular updates and detailed reports on the portfolio allowing them to track its activity and performance. Password protected web access enables them to track all their investment information regularly and at the click of a button. Factsheet, market commentary and such other communication is also available every month.

Privileges Just for You:

- Dedicated Relationship Manager
- Online access to your portfolio
- Monthly account statements via e-mail



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