

# MUTUAL FUND PICK OF THE MONTH

Introducing **Axis Bluechip Fund** – An open-ended equity scheme predominantly investing in large cap stocks.

## KEY FEATURES

Axis Bluechip Fund (erstwhile Axis Equity Fund) has a mandate to invest 80%-100% of the portfolio in the top 100 stocks as per market capitalisation

As on July 31, 2018, 83% of the assets is invested in Large-cap stocks, while 1.54% is invested in Mid-caps. The balance 15% is invested in Cash & Debt

The Large-cap Fund is managed by Mr Shreyash Devalkar. He has over 13 years of experience in financial markets, and has been managing the fund since November 23, 2016

## FUND PERFORMANCE AS ON JULY 31<sup>ST</sup>, 2018

| Scheme Name                           | 1 Year (%) | 3 Year (%) | 5 Year (%) | Sharpe Ratio (2-year period) |
|---------------------------------------|------------|------------|------------|------------------------------|
| Axis Bluechip Fund(G)                 | 21.63      | 12.87      | 18.34      | 0.31                         |
| Category Average (34 Large Cap Funds) | 7.48       | 9.37       | 17.70      | 0.16                         |
| Benchmark Index: Nifty 50 TRI         | 14.20      | 11.42      | 16.03      | 0.25                         |

Sharpe ratio calculated over a 2-year period, Risk Free Rate: 6.42%  
(Source: ACE MF, PL Research)

## REASONS FOR INVESTING

Axis Bluechip Fund has an impressive track record. Over the past 1-year fund has outperformed the benchmark and its peers by a wide margin of 7-10 percentage points

The superior returns have come with low volatility as the risk-adjusted returns of the fund, as measured by the Sharpe Ratio, is higher than its peers and the benchmark at 0.31

Axis Bluechip Fund invests in Large Cap stocks with quality fundamentals and proven business models that can add stability to your portfolio, while generating long-term wealth

The fund manager, Mr Shreyash Devalkar also manages Axis Midcap Fund and has been successful in outperforming the benchmark in the 1-year and 5-year periods

Large caps tend to be less volatile during rough markets, hence, it is a good option for investors who wish to invest in large cap funds with efficient risk-adjusted returns

To Invest in Axis Bluechip Fund kindly get in touch with,  
Deepak Chellani (Product Head) – 022 6632 2285 or mail us at [MFSS@plindia.com](mailto:MFSS@plindia.com)



**Fund Report Card**
**Axis Bluechip Fund(G)**
**Fund Objective/Mission**

To achieve long term capital appreciation by investing in a diversified portfolio predominantly consisting of equity and equity related securities of Large Cap companies including derivatives. However, there can be no assurance that the investment objective of the Scheme will be achieved.

**Fund House Details**

**AMC Name:** Axis Asset Management Company Ltd.  
**Address:** Axis House, 1st Floor, C-2, Wadia International Centre, Pandurang Budhkar Marg, Worli, Mumbai - 400 025  
**Website:** www.axismf.com

**Financial Details**

|                                      |         |
|--------------------------------------|---------|
| <b>AUM As On (31-Jul-2018)</b>       | 2568.10 |
| <b>NAV As On (09-Aug-2018)</b>       | 28.67   |
| <b>Min Investment (in Rs.)</b>       | 5000    |
| <b>NAV (52WeekHigh){01-Aug-2018}</b> | 28.68   |
| <b>NAV (52WeekLow){11-Aug-2017}</b>  | 23.02   |

**Top 10 Companies**

| Name   | (%) |   |
|--|-----|---|
| HDFC Bank Ltd.                                     | 9.9 | ↑ |
| Deutsche Bank A G                                  | 9.0 | ↓ |
| Kotak Mahindra Bank Ltd.                           | 6.9 | ↓ |
| Housing Development Finance Corporation Ltd.       | 6.8 | ↓ |
| Tata Consultancy Services Ltd.                     | 6.5 | ↑ |
| Bajaj Finance Ltd.                                 | 6.0 | ↑ |
| Maruti Suzuki India Ltd.                           | 5.4 | ↑ |
| Reliance Industries Ltd.                           | 4.4 | ↑ |
| SBI Cards & Payment Services Ltd. -61D (20-Aug-18) | 4.3 | ↓ |
| Britannia Industries Ltd.                          | 3.4 | ↓ |

↑ ↓ ⇄ Indicates an increase or decrease or no change in holding since last portfolio. ⚡ Indicates new holding since last portfolio.

**Investment Information**

|                          |                   |
|--------------------------|-------------------|
| <b>Scheme</b>            | Open ended scheme |
| <b>Launch Date</b>       | 05/Jan/2010       |
| <b>Fund Manager</b>      | Shreyash Devalkar |
| <b>Bench Mark</b>        | NIFTY 50 - TRI    |
| <b>Max.Entry Load(%)</b> | NA                |
| <b>Max.Exit Load(%)</b>  | 1.00              |

**Fund Structure**

|  |           |
|--|-----------|
| <b>Total Stocks:</b>                     | 29        |
| <b>Total Sectors:</b>                    | 24        |
| <b>P/E Ratio:</b>                        | 44.27     |
| <b>P/B Ratio:</b>                        | 10.23     |
| <b>Avg. Market Cap (Rs.On(Jul-2018))</b> | 297975.53 |

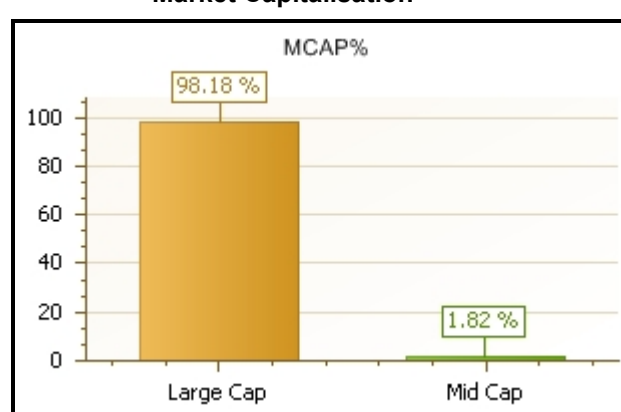
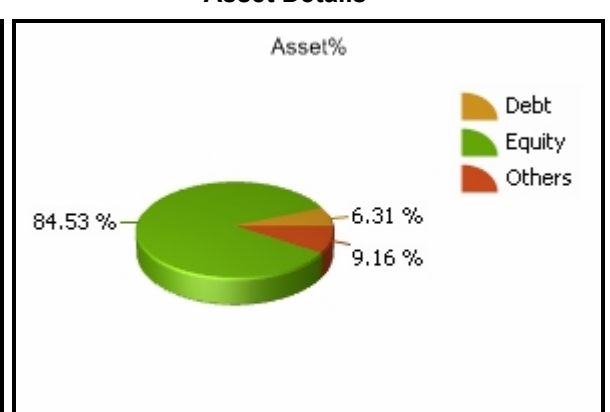
**5 Years History**

| Financial Year                            | 2017-2018 | 2016-2017 | 2015-2016 | 2014-2015 | 2013-2014 |
|---|-----------|-----------|-----------|-----------|-----------|
| NAV in Rs.(as on 31st March)              | 24.70     | 20.91     | 18.24     | 19.50     | 14.52     |
| Net Assets(Rs Crores.) (as on 31st March) | 1850      | 1928      | 1952      | 1688      | 721       |
| Returns(%)                                | 17.40     | 15.02     | -7.36     | 34.58     | 19.60     |
| CNX NIFTY Returns(%)                      | 9.48      | 18.94     | -9.87     | 26.33     | 17.53     |
| Category Rank                             | 27/(326)  | 269/(295) | 136/(289) | 169/(274) | 94/(217)  |

\* Latest As on 28/Mar/18

**Quarterly Performance Last % 5Years**

| Financial Year   | Q1    | Q2    | Q3    | Q4    |
|------------------|-------|-------|-------|-------|
| <b>2018-2019</b> | 9.84  |       |       |       |
| <b>2017-2018</b> | 6.46  | 6.56  | 6.96  | -2.64 |
| <b>2016-2017</b> | 7.24  | 3.94  | -9.59 | 13.76 |
| <b>2015-2016</b> | -0.77 | -3.00 | 1.60  | -4.35 |
| <b>2014-2015</b> | 18.11 | 3.79  | 8.48  | 0.98  |

**Market Capitalisation**

**Asset Details**


\* LargeCap ->Rs.30000 crores; MidCap - between Rs.10000 crores to Rs.30000 crores; SmallCap -< Rs.10000 crores

**Top 10 SectorWise Holding**

| Industry Name                 | (%)  |   |
|-------------------------------|------|---|
| Bank - Private                | 31.1 | ↑ |
| Finance - NBFC                | 10.3 | ↑ |
| IT - Software                 | 8.5  | ↓ |
| Automobiles - Passenger Cars  | 7.1  | ↑ |
| Finance - Housing             | 6.8  | ↓ |
| Refineries                    | 4.4  | ↑ |
| Consumer Food                 | 3.4  | ↓ |
| Household & Personal Products | 3.3  | ↓ |
| Paints                        | 3.0  | ↑ |
| Retailing                     | 2.8  | ↑ |

↑ ↓ ⇄ Indicates an increase or decrease in holding since last portfolio.

**Scheme Performance As On (09/Aug/18)**

| Period          | Returns | B'mark | Rank     |
|-----------------|---------|--------|----------|
| 3 Months        | 9.72    | 7.50   | 11/(220) |
| 6 Months        | 16.64   | 10.75  | 18/(210) |
| 1 Year          | 22.73   | 17.32  | 31/(192) |
| 3 Years         | 12.44   | 11.63  | 51/(149) |
| 5 Years         | 18.79   | 16.98  | 73/(107) |
| Since Inception | 13.03   | 10.81  | NA       |

**Volatility Measures**

|      |              |      |
|------|--------------|------|
| Fama | 0.03 Std Dev | 0.62 |
| Beta | 0.83 Sharpe  | 0.10 |

**SIP Details - Invested Rs 5000 Every Month**

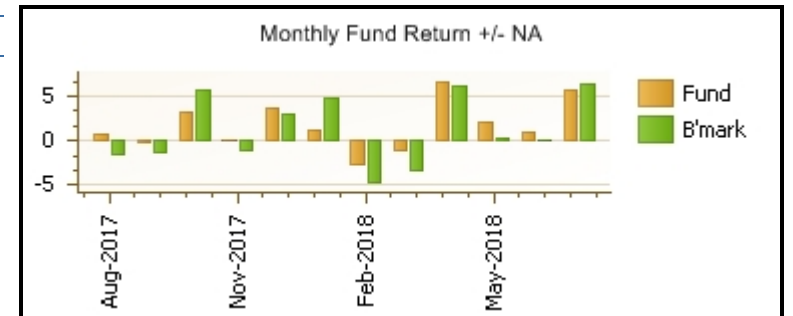
| Period   | Total Investment (Rs.) | Scheme(Rs) | Benchmark |
|----------|------------------------|------------|-----------|
| 1 Year   | 60,000                 | 66,439     | 63,601    |
| 3 Years  | 180,000                | 237,685    | 225,732   |
| 5 Years  | 300,000                | 446,590    | 416,890   |
| 10 Years | NA                     | NA         | NA        |

**Whats In Whats Out(From Previous Month)**

|                | Company | Sector |
|----------------|---------|--------|
| In             | 4       | 1      |
| Out            | 2       | 1      |
| No Change %age | 32      | 23     |

**Best/Worst Return**

| Period                              | Best Return |           | Worst Return |           |
|-------------------------------------|-------------|-----------|--------------|-----------|
|                                     | Fund(%)     | B'mark(%) | Fund(%)      | B'mark(%) |
| <b>Month</b> 06/05/14 to 06/06/14   | 16.53       | 13.36     | -12.63       | -14.71    |
| <b>Quarter</b> 21/02/14 to 23/05/14 | 25.04       | 19.82     | -19.19       | -16.65    |
| <b>Year</b> 28/01/14 to 28/01/15    | 54.97       | 47.17     | -22.21       | -23.60    |

**Fund Performance Vis-a-vis Benchmark**


Disclaimer : Accord Fintech Pvt Ltd has taken all the necessary steps and measures in compilation of the Data present in the ACE MF. We have tried our level best to provide data from reliable source. However, Accord Fintech Pvt Ltd does not guarantee the accuracy, adequacy or completeness of any Data in the ACE MF and is not responsible for any errors or omissions or for the results obtained from the use of such Data. Accord Fintech especially states that it has no financial liability whatsoever to the users of ACE MF. Accord or any of its directors/ employees/ representatives does not accept any liability for any direct or consequential loss arising from the use of the Data contained in the ACE MF or any data generated from the ACE MF.