

The power of 3, in every innings.

Invest in large cap, mid cap,
and small cap stocks, in one investment.

AXIS MULTICAP FUND

(An open-ended equity scheme investing across large cap, mid cap, and small cap stocks)

NFO Period: 26th Nov - 10th Dec 2021

**Potential to benefit from all the three viz large, mid & small market cap. The scheme does not guarantee any returns.



What are the different market segments?

Understanding market capitalization



Large Cap

- Defined as Top 100 companies by market capitalization in India (~>30000 Cr)
- Generally large, established businesses
- These companies dominate the industry and are stable
- Often less volatile and highly liquid



Mid Cap

- Defined as the 101st to 250th companies by market capitalization in India (~>10000 Cr)
- Mid-sized companies which are still getting established
- Generally, have higher growth prospects
- Slightly volatile and quite liquid



Small Cap

- Defined as the 251st and lower companies by market capitalization in India
- Most high-risk segment with emerging companies
- Opportunity for huge growth but drawdowns also
- Highly volatile and not very liquid

A company can be in different segments over their lifecycle

Traditional Life Cycle of a company

Start-up Phase >>>



Growth Phase >>>



Mature Phase >>>



- Newly established businesses
- Limited track record
- Prone to significantly higher risks

- Emerging companies
- High growth phase
- But prone to higher risks
- Business not yet well established

- Stable growth
- Established business models
- Reduced flexibility
- Lower risk compared to mid cap companies

- Superior growth profile
- Established track record
- Maintains flexibility
- Lower risk compared to smaller companies

Small Caps

Mid Caps







Large Caps

Portfolio Allocation will be 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.

Multi Cap approach: Target leaders in all segments

 <h3>Large Cap</h3> <p>Target leaders in larger markets</p> <ul style="list-style-type: none"> • Capture the larger organized markets • Provide stability 	 <h3>Mid Cap</h3> <p>Target leaders of markets in smaller markets</p> <ul style="list-style-type: none"> • Selective challengers of large market • Capture opportunities moving from unorganized to organized 	 <h3>Small Cap</h3> <p>Target emerging opportunities</p> <ul style="list-style-type: none"> • Target capable companies which have the potential to become leaders
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Why Multi Cap approach?

 <p>Aim for stable returns</p>	 <p>Managed risk</p>	 <p>Opportunity to capture budding companies</p>
 <p>Balanced allocations in segments</p>	 <p>Capture best ideas regardless of size</p>	 <p>Capture the lifecycle of the company</p>







Source: Bloomberg, Axis AMC Research. Past performance may or may not be sustained in future.

How will the fund allocate its assets?

 <p><25% Large Cap</p>	 <p><25% Mid Cap</p>	 <p><25% Small Cap</p>	 <p>0-25% Dynamic*</p>
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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. *May include Debt and Money Market Instruments and Units issued by REITs & InvTs. For detailed asset allocation, please refer to the Scheme Information Document (SID).

Fund facts

 <p>Name Axis Multicap Fund (An open ended equity scheme investing across large cap, mid cap, small cap stocks)</p>	 <p>Category Multi Cap Scheme</p>	 <p>Fund manager* Mr. Anupam Tiwari</p>	 <p>Minimum application ₹5,000 and in multiples of ₹ 1 thereafter</p>
 <p>Benchmark NIFTY 500 Multicap 50:25:25 Index</p>	 <p>Exit Load If redeemed / switched-out within 12 months - For 10% of investment: Nil, For remaining investment: 1% If redeemed/switched out after 12 months from the date of allotment: Nil</p>		

*Sachin Jain for Debt & Money Market Allocation. For details please refer to the Scheme Information Document (SID).



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

The data/statistics/information given are to explain various concepts and general market trends in the securities market.

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Axis MULTICAP FUND

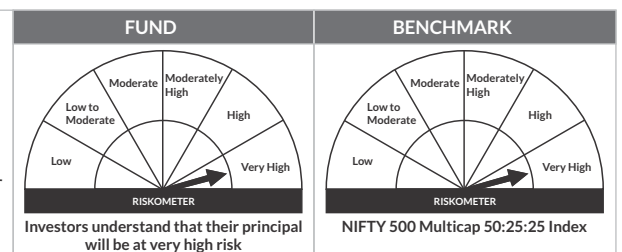
(An open-ended equity scheme investing across large cap, mid cap, small cap stocks)

This product is suitable for investors who are seeking*

- Capital appreciation over long term.
- Investment in a portfolio of large, mid and small cap equity and equity related securities.

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

Benchmark: NIFTY 500 Multicap 50:25:25 Index



(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)

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