

## KEY INFORMATION MEMORANDUM AND APPLICATION FORM FOR

- AXIS EQUITY FUND** (An open-ended growth scheme)
- AXIS TRIPLE ADVANTAGE FUND** (An open-ended hybrid fund)
- AXIS INCOME SAVER** (An open-ended income fund)
- AXIS MIDCAP FUND** (An open-ended equity scheme)
- AXIS LONG TERM EQUITY FUND**  
(An open-ended equity linked savings scheme with a 3 year lock-in)
- AXIS FOCUSED 25 FUND** (An open-ended equity scheme)

### Offer for units at applicable NAV based prices






This Key Information Memorandum (KIM) sets forth the information, which a prospective investor ought to know before investing. For further details of the scheme/Mutual Fund, due diligence certificate by the AMC, Key Personnel, investors' rights & services, risk factors, penalties & pending litigations etc. investors should, before investment, refer to the Scheme Information Document and Statement of Additional Information available free of cost at any of the Investor Service Centres or distributors or from the website [www.axismf.com](http://www.axismf.com).

The Scheme particulars have been prepared in accordance with Securities and Exchange Board of India (Mutual Funds) Regulations 1996, as amended till date, and filed with Securities and Exchange Board of India (SEBI). The units being offered for public subscription have not been approved or disapproved by SEBI, nor has SEBI certified the accuracy or adequacy of this KIM.

This document is dated : June 20, 2014

Name of scheme	<b>AXIS EQUITY FUND</b> (An open-ended growth scheme) This product is suitable for investors who are seeking* • Capital appreciation over long term • Investment in a diversified portfolio predominantly consisting of equity and equity related instruments • High risk <span style="background-color: #8B4513; color: white; padding: 2px;"> </span> (BROWN)		<b>AXIS LONG TERM EQUITY FUND</b> (An open-ended equity linked savings scheme with a 3 year lock-in) This product is suitable for investors who are seeking* • Capital appreciation & generating income over long term • Investment in a diversified portfolio predominantly consisting of equity and equity related instruments • High risk <span style="background-color: #8B4513; color: white; padding: 2px;"> </span> (BROWN)	
	*Investors should consult their financial advisers if in doubt about whether the product is suitable for them. Note: Risk is represented as: <span style="background-color: #0070C0; color: white; padding: 2px;"> </span> (BLUE) investors understand that their principal will be at low risk <span style="background-color: #FFD700; color: black; padding: 2px;"> </span> (YELLOW) investors understand that their principal will be at medium risk <span style="background-color: #8B4513; color: white; padding: 2px;"> </span> (BROWN) investors understand that their principal will be at high risk			
Investment objective	To achieve long term capital appreciation by investing in a diversified portfolio predominantly consisting of equity and equity related securities including derivatives. However, there can be no assurance that the investment objective of the scheme will be achieved.		To generate income and long term capital appreciation from a diversified portfolio of predominantly equity and equity-related securities. However, there can be no assurance that the investment objective of the scheme will be achieved.	
Asset allocation pattern of the scheme	Type of Instrument	Normal Allocation (% of net assets)	Type of Instrument	Normal Allocation (% of net assets)
	Equity and Equity Related Instruments <sup>†</sup>	80% - 100%	Equity and Equity Related Instruments <sup>†</sup>	80% - 100%
	Debt and Money Market Instruments <sup>**</sup>	0% - 20%	Debt and Money Market Instruments <sup>^</sup>	0% - 20%
	<sup>†</sup> Including derivatives instruments to the extent of 100% of the net assets <sup>**</sup> Investment in securitized debt (excluding foreign securitized debt), if undertaken, would not exceed 20% of the net assets of the Scheme. Investment in foreign securities shall not exceed 40% of the net assets of the Scheme.		<sup>^</sup> Includes Investment in securitized Debt up to 20% of the net assets of the Scheme (as and when permitted). The Scheme will not invest in foreign securitized debt. Investment in foreign securities shall not exceed 40% of the net assets of the Scheme (as and when permitted). <sup>†</sup> Including derivatives instruments to the extent of 100% of the net assets of the scheme (as and when permitted).	
Differentiation with existing open ended equity schemes of Axis Mutual Fund (as on May 31, 2014)	For comparison of Existing Schemes, Investment Objective, Asset Under Management (AUM) and number of folios, please refer to point no. 7 on page 9 to 12.			
Investment strategy	The Fund will actively manage a diversified portfolio of strong growth companies with sustainable business models, whilst managing risk. The Fund will have the flexibility to invest across the market capitalization (i.e. large, mid and small cap companies) spectrum and industries / sectors. The companies would be individually researched and selected only when the fund management team has satisfied itself on robustness of the company's business model, sustainability of its competitive advantage and the credibility of its top management team.		The Fund will invest in a diversified portfolio of strong growth companies with sustainable business models. Though the benchmark is BSE-200, the investments will not be limited to the companies constituting the benchmark. The Fund will have the flexibility to invest across the market capitalization spectrum (i.e. large, mid and small cap companies) and across industries/ sectors. The companies would be individually researched and selected only when the fund management team has satisfied itself on robustness of the company's business model, sustainability of its competitive advantage and the credibility of its top management team. The Fund will endeavor that the corpus of the scheme remains fully invested in equity and equity-related instruments at all times.	
Risk profile of the scheme	Mutual Fund units involve investment risks including the possible loss of principal. Please read the Scheme Information Document (SID) carefully for details on risk factors before investment. <b>Scheme specific Risk Factors are summarized below:</b> The scheme carries risks associated with investing in equity and equity related securities, derivatives, foreign securities, debt securities, securitized debt, money market instruments, short selling and securities lending. Investment in Mutual Fund units involves investment risks such as trading volumes, settlement risk, liquidity risk and default risk. Trading volume may restrict liquidity in equity and debt investments. The AMC may choose to invest in unlisted securities which may increase the risk on the portfolio. Also, the value of the Scheme investments may be affected by interest rates, currency exchange rates, changes in law/policies of the government, taxation laws and political, economic or other developments. Investments in debt and money market instruments are subject to interest rate risk, re-investment risk, basis risk, credit risk, spread risk, prepayment risk, etc. to the extent of the Scheme's investments in such securities. Please refer to the SID for further details.		Mutual Fund units involve investment risks including the possible loss of principal. Please read the Scheme Information Document (SID) carefully for details on risk factors before investment. <b>Scheme specific Risk Factors are summarized below:</b> The scheme carries risks associated with investing in equity and equity related securities, derivatives, foreign securities, debt securities, securitized debt, money market instruments, short selling and securities lending. Investment in Mutual Fund units involves investment risks such as trading volumes, settlement risk, liquidity risk and default risk. Trading volume may restrict liquidity in equity and debt investments. The AMC may choose to invest in unlisted securities which may increase the risk on the portfolio. Also, the value of the Scheme investments may be affected by interest rates, currency exchange rates, changes in law/policies of the government, taxation laws and political, economic or other developments. Investments in debt and money market instruments are subject to interest rate risk, re-investment risk, basis risk, credit risk, spread risk, prepayment risk, etc. to the extent of the Scheme's investments in such securities. Please refer to the SID for further details. Due to the lock-in requirements under ELSS Guidelines, the ability of investors to realize returns is restricted for the first three years.	

Risk management strategies	The Fund, by utilizing a holistic risk management strategy, will endeavor to manage risks associated with investing in equity markets. The risk control process involves identifying & measuring the risk through various risk measurement tools. The Fund has identified following risks of investing in equities and designed risk management strategies, which are embedded in the investment process to manage such risks.					
	Risk & description specific to equities			Risk mitigants/ Management strategy		
	Quality risk - Risk of investing in unsustainable/ weak companies			Investment universe carefully selected to only include high quality businesses		
	Price risk - Risk of overpaying for a company			"Fair value" based investment a approach supported by comprehensive research		
	Concentration risk			Invest across the market capitalization spectrum and industries/ sectors		
	Liquidity risk - High impact costs			Control portfolio liquidity at portfolio construction stage		
	Volatility - Price volatility due to company or portfolio specific factors			Control risk class/ sector/ stock exposures to control overall portfolio volatility		
	Event risk - Price risk due to company or sector specific event			Understand businesses to respond effectively and speedily to events Usage of derivatives: Hedge portfolios, if required, in case of predictable events with uncertain outcomes		
Plans and options	<b>Plans:</b> Axis Equity Fund (existing plan) & Axis Equity Fund - Direct Plan (Portfolio will be common for the above Plans) <b>Options:</b> Growth and Dividend (Payout and Reinvestment) <b>Default Plan:</b> Axis Equity Fund - Direct Plan <b>Default Option:</b> Growth; <b>Default Sub-Option:</b> Reinvestment			<b>Plans:</b> Axis Long Term Equity Fund (existing plan) & Axis Long Term Equity Fund - Direct Plan (Portfolio will be common for the above Plans) <b>Options:</b> Growth and Dividend (Payout and Reinvestment) <b>Default Plan:</b> Axis Long Term Equity Fund - Direct Plan <b>Default Option:</b> Growth; <b>Default Sub-Option:</b> Reinvestment		
	Note: Direct Plan is for investors who purchase /subscribe units in a Scheme directly with the Fund and is not available for investors who route their investments through a Distributor. Direct Plan shall have a lower expense ratio excluding distribution expenses, commission, etc and no commission for distribution of units will be paid / charged under the Direct Plan.					
Applicable NAV	Please refer to point no. 1 on page no. 9					
Minimum application and redemption amount/ number of units	Purchase	Additional Purchase	Repurchase	Purchase	Additional Purchase	Repurchase
	₹ 5,000 and in multiples of ₹ 1 thereafter	₹ 100 and in multiples of ₹ 1 thereafter	Minimum Redemption/ Switch - ₹ 1,000 or 100 units in respect of each option	₹ 500 and in multiples of ₹ 500 thereafter	₹ 500 and in multiples of ₹ 500 thereafter	Minimum Redemption/ Switch - ₹ 500 or 50 units in respect of each option
	Minimum application amount through SIP - ₹ 1,000 per month Minimum number of installments - 30 <b>For details of investment/transaction through SIP/SWP facility please refer to the SID.</b>			Minimum application amount through SIP - ₹ 500 per month Minimum number of installments - 30 Redemption of units can be made only after 3 year of lock-in-period from the date of allotment of the units proposed to be redeemed. <b>For details of investment through Systematic Investment Plan (SIP) facility please refer to the SID.</b>		
Despatch of repurchase (redemption) request	Within 10 working days from the receipt of the redemption request at the Authorized Centre of Axis Mutual Fund.					
Benchmark index	CNX Nifty			S&P BSE 200		
Dividend policy	The Trustee will have the discretion to declare the dividend, subject to availability of distributable surplus calculated in accordance with the SEBI (Mutual Funds) Regulations. The actual declaration of dividend and frequency will inter-alia, depend on availability of distributable surplus calculated in accordance with SEBI (MF) Regulations and the decisions of the Trustee shall be final in this regard. There is no assurance or guarantee to the unit holders as to the rate of dividend nor that the dividend will be paid regularly.					
Name of fund manager	Mr. Pankaj Murarka			Mr. Jinesh Gopani		
Name of the trustee company	Axis Mutual Fund Trustee Limited					
Performance of the scheme (as on May 31, 2014)		Axis Equity Fund	CNX Nifty		Axis Long Term Equity Fund	S&P BSE 200
	1 year returns	24.52%	20.78%	1 year returns	38.28%	22.50%
	3 year returns	14.22%	9.15%	3 year returns	19.39%	8.64%
	Returns Since Inception	11.35%	7.41%	Returns Since Inception	18.58%	7.16%
	Absolute returns for the past 5 financial years.			Absolute returns for the past 5 financial years.		
	Date of Allotment - January 5, 2010 *Inception to March 31, 2010			Date of Allotment - December 29, 2009 *Inception to March 31, 2010		
		Axis Equity Fund - Direct Plan	CNX Nifty		Axis Long Term Equity Fund - Direct Plan	S&P BSE 200
	1 year returns	25.91%	20.78%	1 year returns	39.87%	22.50%
	Returns Since Inception	22.88%	14.83%	Returns Since Inception	30.02%	14.25%
Absolute returns for the past 2 financial years.			Absolute returns for the past 2 financial years.			
Inception to March 31, 2013, Since inception returns are calculated from January 1, 2013 and Direct plan was introduced on January 1, 2013.			Inception to March 31, 2013, Since inception returns are calculated from January 1, 2013 and Direct plan was introduced on January 1, 2013.			
Past performance may or may not be sustained in future. Returns are absolute for period less than 1 year & compounded annualized for period more than or equal to 1 year. Since inception returns are calculated on ₹ 10 invested at inception. Calculations are based on Growth Option NAVs.			Past performance may or may not be sustained in future. Returns are absolute for period less than 1 year & compounded annualized for period more than or equal to 1 year. Since inception returns are calculated on ₹ 10 invested at inception. Calculations are based on Growth Option NAVs.			
Expenses of the scheme (i) Load structure	Entry load : NA Exit load : 1% if units are redeemed/switched out within 12 months from the date of allotment			Entry load : NA Exit load : Nil		

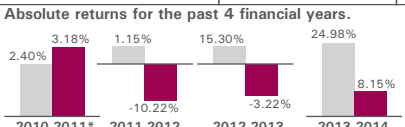
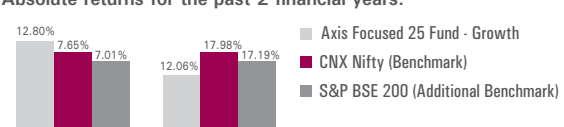
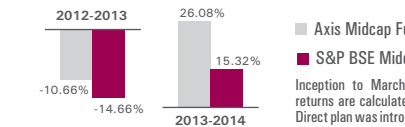
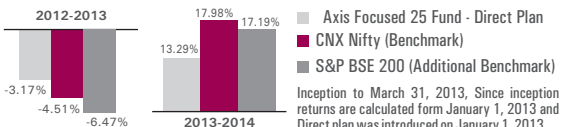
	<p>No load will be charged on the units allotted on reinvestment of dividends.</p> <p>The above mentioned load structure shall be equally applicable to the special products such as SIP, switches and SWP (only for Axis Equity Fund) etc. offered under the Scheme. No exit load will be charged for switch between Existing Plan and Direct Plan where transaction is not routed through Distributor in Existing Plan. If the transaction in Existing Plan is routed through Distributor, then applicable exit load will be charged for switch from Existing Plan to Direct Plan.</p> <p>Further for switches between the Growth and Dividend Option and on the units allotted on reinvestment of dividends no load will be charged by the scheme. However, for switches between equity schemes, load will be charged by the AMC.</p> <p>In case of Axis Long Term Equity Fund, an open ended equity linked savings scheme with a 3 year lock-in, unit holders will not be able to switch from Existing Plan to Direct Plan, their investments fully or in part for a period of 3 years from the date of allotment of units.</p> <p>Entire exit load (net of service tax) charged, if any, shall be credited to the scheme.</p> <p>SEBI vide its circular no. SEBI/IMD/CIR No. 4/ 168230/09 dated June 30, 2009 has decided that there shall be no entry load for all Mutual Fund Schemes. The upfront commission on investment made by the investor, if any, shall be paid to the ARN Holder (AMFI registered Distributor) directly by the investor, based on the investor's assessment of various factors including service rendered by the ARN Holder.</p> <p>The Trustee / AMC reserve the right to change/ modify the Load Structure from a prospective date.</p>			
(ii) Recurring expenses	<p>The recurring expenses as a % of daily net assets of the Scheme (including the Investment Management and Advisory Fees) shall be as per the limits prescribed under the SEBI (MF) Regulations. These are as follows:  On the first ₹ 100 crores - 2.50%; On the next ₹ 300 crores - 2.25%; On the next ₹ 300 crores - 2.00%; On the balance of assets - 1.75%.  Direct Plan shall have a lower expense ratio excluding distribution expenses, commission, etc and no commission for distribution of units will be paid / charged under Direct Plan.</p> <p>In addition to the limits as specified in Regulation 52(6) of SEBI (Mutual Funds) Regulations 1996 ['SEBI Regulations'] or the Total Recurring Expenses (Total Expense Limit) as specified above, the following costs or expenses may be charged to the scheme namely;</p> <p>(a) expenses not exceeding of 0.30 per cent of daily net assets, if the new inflows from such cities as specified by SEBI/AMFI from time to time are at least (i) 30 per cent of gross new inflows in the scheme, or; (ii) 15 per cent of the average assets under management (year to date) of the scheme, whichever is higher Provided that if inflows from such cities is less than the higher of sub-clause (i) or sub-clause (ii), such expenses on daily net assets of the scheme shall be charged on proportionate basis.</p> <p>Expenses charged under this clause shall be utilized for distribution expenses incurred for bringing inflows from such cities.</p> <p>(b) additional expenses, incurred towards different heads mentioned under Regulations 52(2) and 52(4), not exceeding 0.20 per cent of daily net assets of the scheme;</p> <p>(c) service tax payable on investment and advisory service fees ('AMC fees') charged by Axis Asset Management Company Limited ('Axis AMC');</p> <p>Further, brokerage and transaction costs which are incurred for the purpose of execution of trade and is included in the cost of investment shall not exceed 0.12 per cent in case of cash market transactions and 0.05 per cent in case of derivatives transactions.</p> <p>Within the Total Expense Limit chargeable to the scheme, following will be charged to the Scheme:</p> <p>(a) Service Tax on other than investment and advisory fees, if any, (including on brokerage and transaction costs on execution of trades) shall be borne by the Scheme</p> <p>(b) Investor education and awareness initiative fees of at least 2 basis points on daily net assets of respective Scheme.</p>			
	Actual expense for the financial year ended March 31, 2013 - 2.48% (audited)	Actual expense for the financial year ended March 31, 2013 - 2.76% (audited)		
Transaction charges	Please refer to point no. 2 on page no. 9			
Waiver of load for direct applications	Not applicable			
Tax treatment for unit holders	Please refer to point no. 3 on page no. 9			
Daily Net Asset Value (NAV) publication	Please refer to point no. 4 on page no. 9			
For investor grievances please contact	Please refer to point no. 5 on page no. 9			
Unit holder's information	Please refer to point no. 6 on page no. 9			
Name of scheme	<b>AXIS INCOME SAVER (An open ended income fund)</b> This product is suitable for investors who are seeking* • Capital appreciation while generating income over medium to long term • Investment in debt and money market instruments as well as equity and equity related instruments while managing risk through active asset allocation • Medium risk  (YELLOW)		<b>AXIS TRIPLE ADVANTAGE FUND (An open ended hybrid fund)</b> This product is suitable for investors who are seeking* • Capital appreciation & generating income over long term • Investment in a diversified portfolio of equity and equity related instruments, fixed income instruments & gold Exchange Traded Funds • Medium risk  (YELLOW)	
	<p>*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.</p> <p>Note: Risk is represented as:</p> <p> (BLUE) investors understand that their principal will be at low risk  (YELLOW) investors understand that their principal will be at medium risk  (BROWN) investors understand that their principal will be at high risk</p>			
Investment objective	The Scheme seeks to generate regular income through investments in debt & money market instruments, along with capital appreciation through limited exposure to equity and equity related instruments. It also aims to manage risk through active asset allocation.		To generate long term capital appreciation by investing in a diversified portfolio of equity and equity related instruments, fixed income instruments & gold Exchange Traded Funds.	
Asset allocation pattern of the scheme	Under normal circumstances, the asset allocation pattern will be:			
	<b>Type of Instrument</b>	<b>Normal Allocation (% of net assets)</b>	<b>Type of Instrument</b>	<b>Normal Allocation (% of net assets)</b>
	Debt* and money market instruments <sup>#</sup>	65% - 99%	Equity and Equity Related Instruments <sup>#</sup>	30% - 40%
	Equity and Equity related instruments <sup>#</sup>	1% - 35%	Debt and Money Market Instruments <sup>**</sup>	30% - 40%
			Gold Exchange Traded Funds	20% - 30%
	*Includes securitized debt (excluding foreign securitized debt) up to 65% of the net assets of the Scheme.		*Investment in securitized debt (excluding foreign securitized debt) - Up to 40% of the net assets of the Scheme.	
	<sup>#</sup> Includes derivative instruments to the extent of 100% of the net assets of the scheme.		<sup>#</sup> Including derivatives instruments to the extent of 80% of the net assets of the Scheme. Investment in foreign securities - Up to 50% of the net assets of the Scheme.	
	The Scheme can invest up to 50% of net assets in foreign securities. In accordance with SEBI Circular No. CIR/IMD/DF/214/2012 dated 13th September, 19 <sup>th</sup> November, 2012:- Total exposure of debt schemes of mutual funds in a particular sector (excluding investments in Bank CDs, CBLO, G-Secs, TBills and AAA rated securities issued by Public Financial Institutions and Public Sector Banks) shall not exceed 30% of the net assets of the scheme; Additional exposure to financial services sector (over and above the limit of 30%) not exceeding 10% of the net assets of the scheme shall be allowed by way of increase in exposure to Housing Finance Companies (HFCs) only;			

Asset allocation pattern of the scheme (Contd.)	Provided further that the additional exposure to such securities issued by HFCs are rated AA and above and these HFCs are registered with National Housing Bank (NHB) and the total investment/ exposure in HFCs shall not exceed 30% of the net assets of the scheme.	
Differentiation with existing open ended equity & debt schemes of Axis Mutual Fund (as on May 31, 2014)	<p><i>Axis Income Saver, an open ended income fund is a new scheme offered by Axis Mutual Fund and is not a minor modification of any other existing scheme/ product of Axis Mutual Fund.</i></p> <p>For comparison of Existing Schemes, Investment Objective, Asset Under Management (AUM) and number of folios, please refer to point no. 7 on page 9 to 12.</p>	<p><i>Axis Triple Advantage Fund, an open ended hybrid fund is a new scheme offered by Axis Mutual Fund and is not a minor modification of any other existing scheme/product of Axis Mutual Fund. Further, the existing products of Axis Mutual Fund are either debt, liquid or equity funds and hence the 'hybrid fund' under consideration cannot be compared with any other existing schemes.</i></p>
Investment strategy	<p>The Scheme has dual objectives of generating income and capital gains while attempting to manage the risk from the market. In order to achieve the twin objectives, the Scheme intends to follow a top-down and bottom-up investment strategy. The top-down process would lead to the asset-allocation between equities and fixed income and the bottom-up process would lead to construction of the portfolio using specific securities.</p> <p>The Scheme would invest both in equities and fixed income instruments. Allocation between the two asset classes will be done using a quantitative asset allocation methodology. This methodology will be the primary tool to manage the overall risk of the portfolio in such a way as to achieve the objective of managing risk. The quantitative tool has been simulated with a target of limiting the downside to 5% in a calendar year. Within equities and fixed income, the portfolio would be actively managed to optimize returns within the respective asset class.</p>	The scheme seeks to provide superior risk adjusted returns through diversification across various asset classes such as equity, fixed income & gold that have historically shown low correlation with each other.
Risk profile of the scheme	<p>Mutual Fund units involve investment risks including the possible loss of principal. Please read the SID carefully for details on risk factors before investment. Scheme specific Risk Factors are summarized below:</p> <p>The Scheme carries risks associated with investing in equity and equity related securities, derivatives, debt and money market securities, foreign securities, securitized debt, short selling and securities lending.</p> <p>Investment in Mutual Fund units involves investment risks such as trading volumes, settlement risk, liquidity risk and default risk. The AMC may choose to invest in unlisted securities which may increase the risk on the portfolio. Also, the value of the Scheme investments may be affected by currency exchange rates, changes in law/ policies of the government, taxation laws and political, economic or other developments.</p> <p>Investments in debt and money market instruments are subject to interest rate risk, re-investment risk, basis risk, credit risk, spread risk, prepayment risk, etc. Equity and equity related instruments are volatile by nature.</p> <p>The name of the Scheme should in no way be construed as a guarantee or assurance of returns or capital invested in the scheme.</p>	<p>Mutual Fund units involve investment risks including the possible loss of principal. Please read the SID carefully for details on risk factors before investment. Scheme specific Risk Factors are summarized below:</p> <p>The Scheme carries risks associated with investing in equities, fixed income instruments, derivatives, foreign securities, securitized debt, gold Exchange Traded Funds, short selling and securities lending.</p> <p>Investment in Mutual Fund units involves investment risks such as trading volumes, settlement risk, liquidity risk and default risk. The AMC may choose to invest in unlisted securities which may increase the risk on the portfolio. Also, the value of the Scheme investments may be affected by currency exchange rates, changes in law/policies of the government, taxation laws and political, economic or other developments.</p> <p>Investments in debt and money market instruments are subject to interest rate risk, re-investment risk, basis risk, credit risk, spread risk, prepayment risk, etc. Equity and equity related instruments are volatile by nature. Investments in gold Exchange Traded Funds are subject to market risk, risks associated with investment in physical gold, liquidity risk, counterparty risk, etc. Please refer to the SID for further details.</p>
Risk management strategies	<p>The Scheme aims to manage the risk using a quantitative asset allocation methodology to decide the allocation between equity and fixed income securities.</p> <p>The investment team of the AMC will carry out rigorous in-depth credit evaluation of the money market and debt instruments (other than GSecs) proposed to be invested in. The credit evaluation will essentially be a bottom-up approach and include a study of the operating environment of the issuer, the past track record as well as the future prospects of the issuer and the short term/ long term financial health of the issuer.</p> <p>With respect to the equity component, the Scheme would invest in a diversified portfolio of equity and equity related securities which would help alleviate the sector/ market capitalization related concentration risk.</p> <p>The AMC has experienced investment professionals to help limit investment universe to carefully selected high quality businesses.</p> <p>The AMC would incorporate adequate safeguards for controlling risks in the portfolio construction process, which would be periodically evaluated. The Scheme will also use derivatives and other hedging instruments, as may be permitted by SEBI and RBI, from time to time, in order to protect the value of the portfolio. The risk control process involves identifying &amp; measuring the risk through various Risk Measurement Tools.</p>	<p>The investment team of the AMC will carry out rigorous in depth credit evaluation of the money market and debt instruments (other than GSecs) proposed to be invested in. The credit evaluation will essentially be a bottom-up approach and include a study of the operating environment, past track record, future prospects and the financial health of the issuer.</p> <p>With respect to the equity component, the Scheme would invest in a diversified portfolio of equity and equity related securities which would help alleviate the sector/market capitalization related concentration risk.</p> <p>The AMC has experienced investment professionals to help limit investment universe to carefully selected high quality businesses.</p> <p>The AMC would incorporate adequate safeguards for controlling risks in the portfolio construction process. These would be periodically evaluated. The Scheme will also use derivatives and other hedging instruments, as may be permitted by SEBI and RBI, from time to time, to protect the value of the portfolio. The risk control process involves identifying &amp; measuring risks through various risk measurement tools.</p> <p>For portfolio diversification, the Scheme will also invest in gold ETFs as gold, historically, has shown a low correlation to other asset classes like equity &amp; debt.</p>
Plans and options	<p><b>Plans:</b> Axis Income Saver (existing plan) &amp; Axis Income Saver - Direct Plan (Portfolio will be common for the above Plans)</p> <p><b>Options:</b> Growth and Dividend (Payout &amp; Reinvestment)</p> <p><b>Default Plan:</b> Axis Income Saver - Direct Plan</p> <p><b>Sub Options:</b> The Dividend Option would provide the following sub options: Quarterly; Half Yearly; Annual;</p> <p>If dividend payable under Dividend Payout option is equal to or less than ₹ 500 then the dividend would be compulsorily reinvested in the option of the Scheme.</p> <p><b>Default Option:</b> Growth; <b>Default Sub Option:</b> Reinvestment;</p> <p><b>Default Dividend frequency:</b> Quarterly Dividend</p> <p>Note: Direct Plan is for investors who purchase /subscribe units in a Scheme directly with the Fund and is not available for investors who route their investments through a Distributor. Direct Plan shall have a lower expense ratio excluding distribution expenses, commission, etc and no commission for distribution of units will be paid / charged under the Direct Plan.</p>	<p><b>Plans:</b> Axis Triple Advantage Fund (existing plan) &amp; Axis Triple Advantage Fund - Direct Plan (Portfolio will be common for the above Plans)</p> <p><b>Options:</b> Growth and Dividend (Payout &amp; Reinvestment)</p> <p><b>Default Plan:</b> Axis Triple Advantage Fund - Direct Plan</p> <p><b>Default Option:</b> Growth;</p> <p><b>Default Sub Option:</b> Reinvestment</p>

Applicable NAV	Please refer to point no. 1 on Page no.9					
Minimum application and redemption amount/ number of units	Purchase	Additional Purchase	Repurchase			
	₹ 5,000 and in multiples of ₹ 1 thereafter	₹ 100 and in multiples of ₹ 1 thereafter	Minimum Redemption - ₹ 1,000 or 100 units or account balance whichever is lower in respect of each option			
	For details of investment/transaction through SIP/STP/SWP facility please refer to the SID. Minimum application amount through SIP - ₹ 1,000 per month; Minimum number of installments - 30.					
Despatch of repurchase (redemption) request	Within 10 working days from the receipt of the redemption request at the Authorized Centre of Axis Mutual Fund.					
Benchmark index	CRISIL MIP Blended Fund Index		35% CNX Nifty + 35% Crisil Composite Bond Fund Index + 30% INR Price of Gold			
Dividend policy	The Trustee will have the discretion to declare the dividend, subject to availability of distributable surplus calculated in accordance with the SEBI (Mutual Funds) Regulations. For Axis Income Saver the Trustee will endeavor to declare the dividend as per the specified frequencies, subject to availability of distributable surplus calculated in accordance with the Regulations. The actual declaration of dividend and frequency will inter-alia, depend on availability of distributable surplus calculated in accordance with SEBI (MF) Regulations and the decisions of the Trustee shall be final in this regard. There is no assurance or guarantee to the unit holders as to the rate of dividend nor is there an assurance that dividend will be paid regularly.					
Name of fund manager	Mr Kedar Karnik and Mr Jinesh Gopani		Mr R. Sivakumar and Mr Sudhanshu Asthana			
Name of the trustee company	Axis Mutual Fund Trustee Limited					
Performance of the scheme (as on May 31, 2014)		Axis Income Saver	CRISIL MIP Blended Fund Index		Axis Triple Advantage Fund	Benchmark <sup>^</sup>
	1 year returns	10.26%	5.43%	1 year returns	7.83%	6.40%
3 years returns	8.49%	8.38%	3 years returns	8.49%	7.47%	
Returns Since Inception	7.58%	7.43%	Returns Since Inception	7.99%	8.02%	
<b>Absolute returns for the past 4 financial years.</b> 			<b>Absolute returns for the past 4 financial years.</b> 			
<b>Date of Allotment - July 16, 2010</b> <small>*Inception to March 31, 2011</small>			<b>Date of Allotment - August 23, 2010</b> <small>*Inception to March 31, 2011</small>			
	Axis Income Saver - Direct Plan	CRISIL MIP Blended Fund Index		Axis Triple Advantage Fund - Direct Plan	Benchmark <sup>^</sup>	
1 year returns	11.76%	5.43%	1 year returns	9.16%	6.40%	
Returns Since Inception	10.22%	7.71%	Returns Since Inception	4.89%	3.98%	
<b>Absolute returns for the past 2 financial years.</b> 			<b>Absolute returns for the past 2 financial years.</b> 			
<b>Past performance may or may not be sustained in future.</b> Returns are absolute for period less than 1 year & compounded annualized for period more than or equal to 1 year. Since inception returns are calculated on ₹ 10 invested at inception. Calculations are based on Growth Option NAVs.			<b>Past performance may or may not be sustained in future.</b> Returns are absolute for period less than 1 year & compounded annualized for period more than or equal to 1 year. Since inception returns are calculated on ₹ 10 invested at inception. Calculations are based on Growth Option NAVs.			
Expenses of the scheme (i) Load structure (applicable to SIP/STP/SWP and switches)	<b>Entry Load : NA</b> <b>Exit Load : 1%</b> if the investment is redeemed / switched out within 12 months from the date of allotment.		<b>Entry Load : NA</b> <b>Exit Load : 1%</b> if the investment is redeemed / switched out within 12 months from the date of allotment.			
	<p>No exit load will be charged for switch between Existing Plan and Direct Plan where transaction is not routed through Distributor in Existing Plan. If the transaction in Existing Plan is routed through Distributor, then applicable exit load will be charged for switch from Existing Plan to Direct Plan.</p> <p>Further for switches between the Growth and Dividend Option and on the units allotted on reinvestment of dividends no load will be charged by the scheme. However, for switches between equity schemes, load will be charged by the AMC.</p> <p>Entire exit load (net of service tax) charged, if any, shall be credited to the scheme.</p> <p>SEBI vide its circular no. SEBI/IMD/CIR No. 4/ 168230/09 dated June 30, 2009 has decided that there shall be no entry load for all Mutual Fund Schemes. The upfront commission on investment made by the investor, if any, shall be paid to the ARN Holder (AMFI registered Distributor) directly by the investor, based on the investor's assessment of various factors including service rendered by the ARN Holder.</p> <p>The Trustee/ AMC reserves the right to change/ modify the Load structure from a prospective date.</p>					
(ii) Recurring expenses	The recurring expenses as a % of daily net assets of the Scheme (including the Investment Management and Advisory Fees) shall be as per the limits prescribed under the SEBI (MF) Regulations. These are as follows:					
	On the first ₹ 100 crores - 2.25%; On the next ₹ 300 crores - 2.00%; On the next ₹ 300 crores - 1.75%; On the balance of assets - 1.50%.		On the first ₹ 100 crores - 2.50%; On the next ₹ 300 crores - 2.25%; On the next ₹ 300 crores - 2.00%; On the balance of assets - 1.75%.			
Direct Plan shall have a lower expense ratio excluding distribution expenses, commission, etc and no commission for distribution of units will be paid / charged under Direct Plan.						
In addition to the limits as specified in Regulation 52(6) of SEBI (Mutual Funds) Regulations 1996 [SEBI Regulations] or the Total Recurring Expenses (Total Expense Limit) as specified above, the following costs or expenses may be charged to the scheme namely;						
(a) expenses not exceeding of 0.30 per cent of daily net assets, if the new inflows from such cities as specified by SEBI/AMFI from time to time are at least (i) 30 per cent of gross new inflows in the scheme, or; (ii) 15 per cent of the average assets under management (year to date) of the scheme, whichever is higher Provided that if inflows from such cities is less than the higher of sub-clause (i) or sub-clause (ii), such expenses on daily net assets of the scheme shall be charged on proportionate basis.						
Expenses charged under this clause shall be utilized for distribution expenses incurred for bringing inflows from such cities.						
(b) additional expenses, incurred towards different heads mentioned under Regulations 52(2) and 52(4), not exceeding 0.20 per cent of daily net assets of the scheme;						
(c) service tax payable on investment and advisory service fees ('AMC fees') charged by Axis Asset Management Company Limited ('Axis AMC');						

<b>(ii) Recurring expenses</b>	<p>Further, brokerage and transaction costs which are incurred for the purpose of execution of trade and is included in the cost of investment shall not exceed 0.12 per cent in case of cash market transactions and 0.05 per cent in case of derivatives transactions. Within the Total Expense Limit chargeable to the scheme, following will be charged to the Scheme:</p> <p>(a) Service Tax on other than investment and advisory fees, if any, (including on brokerage and transaction costs on execution of trades) shall be borne by the Scheme</p> <p>(b) Investor education and awareness initiative fees of at least 2 basis points on daily net assets of respective Scheme.</p>																							
	Actual expense for the financial year ended March 31, 2013 - 2.38% (audited)	Actual expense for the financial year ended March 31, 2013 - 2.56% (audited)																						
<b>Transaction charges</b>	Please refer to point no. 2 on page no. 9																							
<b>Waiver of load for direct applications</b>	Not applicable																							
<b>Tax treatment for unit holders</b>	Please refer to point no. 3 on page no. 9																							
<b>Daily Net Asset Value (NAV) publication</b>	Please refer to point no. 4 on page no. 9																							
<b>For investor grievances please contact</b>	Please refer to point no. 5 on page no. 9																							
<b>Unit holder's information</b>	Please refer to point no. 6 on page no. 9																							
<b>Name of scheme</b>	<p><b>AXIS MIDCAP FUND (An open-ended equity scheme)</b></p> <p>This product is suitable for investors who are seeking*</p> <ul style="list-style-type: none"> <li>Capital appreciation over long term</li> <li>Investing predominantly in equity &amp; equity related instruments of mid size companies with focus on relatively larger companies within this category</li> <li>High risk (BROWN)</li> </ul> <p>*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.</p> <p>Note: Risk is represented as:</p> <p>(BLUE) investors understand that their principal will be at low risk</p>		<p><b>AXIS FOCUSED 25 FUND (An open-ended equity scheme)</b></p> <p>This product is suitable for investors who are seeking*</p> <ul style="list-style-type: none"> <li>Capital appreciation over long term</li> <li>Investment in a concentrated portfolio of equity &amp; equity related instruments of up to 25 companies</li> <li>High risk (BROWN)</li> </ul> <p>*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.</p> <p>Note: Risk is represented as:</p> <p>(YELLOW) investors understand that their principal will be at medium risk</p> <p>(BROWN) investors understand that their principal will be at high risk</p>																					
<b>Investment objective</b>	To achieve long term capital appreciation by investing predominantly in equity & equity related instruments of mid size companies. The focus of the fund would be to invest in relatively larger companies within this category.		To generate long term capital appreciation by investing in a concentrated portfolio of equity & equity related instruments of up to 25 companies.																					
<b>Asset allocation pattern of the scheme</b>	Under normal circumstances, the asset allocation pattern will be:																							
	<table border="1"> <thead> <tr> <th>Type of Instrument</th> <th>Normal Allocation (% of net assets)</th> </tr> </thead> <tbody> <tr> <td>Equity and Equity Related Instruments of Mid - Cap companies #</td> <td>75% - 100%</td> </tr> <tr> <td>Equity and Equity Related Instruments of Non Mid - Cap Companies#</td> <td>0% - 25%</td> </tr> <tr> <td>Debt and Money Market Instruments *#</td> <td>0% - 25%</td> </tr> </tbody> </table>	Type of Instrument	Normal Allocation (% of net assets)	Equity and Equity Related Instruments of Mid - Cap companies #	75% - 100%	Equity and Equity Related Instruments of Non Mid - Cap Companies#	0% - 25%	Debt and Money Market Instruments *#	0% - 25%		<table border="1"> <thead> <tr> <th>Type of Instrument</th> <th>Normal Allocation (% of net assets)</th> </tr> </thead> <tbody> <tr> <td>Equity and Equity Related Instruments (of not exceeding 25 companies)<sup>f</sup></td> <td>65% - 100%</td> </tr> <tr> <td>Of which:</td> <td></td> </tr> <tr> <td>Companies among the top 200 in terms of market capitalization - 90% - 100%</td> <td></td> </tr> <tr> <td>Other equities - 0 - 10%</td> <td></td> </tr> <tr> <td>Debt and Money Market Instruments**</td> <td>0 - 35%</td> </tr> </tbody> </table>	Type of Instrument	Normal Allocation (% of net assets)	Equity and Equity Related Instruments (of not exceeding 25 companies) <sup>f</sup>	65% - 100%	Of which:		Companies among the top 200 in terms of market capitalization - 90% - 100%		Other equities - 0 - 10%		Debt and Money Market Instruments**	0 - 35%	
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	<p><sup>#</sup>Including derivatives instruments to the extent of 100% of the net assets.</p> <p>*Investment in securitized debt (excluding foreign securitized debt), if undertaken, would not exceed 20% of the net assets of the Scheme.</p> <p>Investment in foreign securities to the extent of 40% of the net assets of the scheme.</p> <p>Axis Midcap Fund, an open ended equity scheme is a new scheme offered by Axis Mutual Fund and is not a minor modification of any other existing scheme/product of Axis Mutual Fund.</p>		<p><sup>f</sup>Investment in Securitized debt (excluding foreign securitized debt) - Up to 20% of the net assets of the Scheme</p> <p><sup>#</sup> Including derivatives instruments to the extent of 50% of the net assets of the Scheme.</p> <p>Investment in foreign securities - Up to 10% of the net assets of the Scheme.</p> <p>Axis Focused 25 Fund; an open ended equity scheme is a new scheme offered by Axis Mutual Fund and is not a minor modification of any other existing scheme/product of Axis Mutual Fund.</p>																					
<b>Differentiation with existing open ended equity schemes of Axis Mutual Fund (as on May 31, 2014)</b>	For comparison of Existing Schemes, Investment Objective, Asset Under Management (AUM) and number of folios, please refer to point no. 7 on page 9 to 12.																							
<b>Investment strategy</b>	<p>The scheme seeks to generate capital appreciation through an actively managed diversified portfolio of primarily larger Midcap companies. Larger Midcap companies combine the flexible, innovative, high-growth features of mid and small size companies with the proven management and liquidity of larger companies. The Fund intends to benefit from this "best of both worlds" characteristic of larger Midcap companies. The portfolio will be built utilising a bottom-up stock selection process, focusing on appreciation potential of individual stocks from a fundamental perspective.</p>		<p>The scheme aims to generate long term capital appreciation by investing in a concentrated portfolio of equity &amp; equity related instruments of up to 25 companies. In order to have a concentrated portfolio, the scheme will follow a bottom up stock selection approach.</p> <p>The portfolio will be built utilising a bottom-up stock selection process, focusing on appreciation potential of individual stocks from a fundamental perspective. The AMC employs a "Fair value" based research process to analyse the appreciation potential of each stock in its universe (Fair value is a measure of the intrinsic worth of a company). The universe of stocks is carefully selected to include companies having a robust business models and enjoying sustainable competitive advantages as compared to their competitors.</p> <p>While 65 - 100% of the corpus will be invested in equities (no less than 20 companies and up to 25 companies), it is expected that under normal market conditions at least 80% of the corpus will be invested in equities (no less than 20 companies and up to 25 companies). The Scheme will primarily invest in companies among the top 200 in terms of market cap.</p>																					
<b>Risk profile of the scheme</b>	<p>Mutual Fund units involve investment risks including the possible loss of principal. Please read the Scheme Information Document (SID) carefully for details on risk factors before investment.</p> <p><b>Scheme specific risk factors are summarized below:</b></p> <p>The scheme carries risks associated with investing in equity and</p>		<p>Mutual Fund units involve investment risks including the possible loss of principal. Please read the SID carefully for details on risk factors before investment. Scheme specific risk factors are summarized below:</p> <p>The scheme carries risks associated with investing in equities,</p>																					

<b>Risk profile of the scheme (Contd.)</b>	<p>equity related securities, derivatives, foreign securities, debt securities, securitized debt, money market instruments, short selling and securities lending.</p> <p>Investment in Mutual Fund units involves investment risks such as trading volumes, settlement risk, liquidity risk and default risk. Trading volume may restrict liquidity in equity and debt investments. The AMC may choose to invest in unlisted securities which may increase the risk on the portfolio. Also, the value of the Scheme investments may be affected by interest rates, currency exchange rates, changes in law/policies of the government, taxation laws and political, economic or other developments.</p> <p>Mid &amp; small size companies may be more volatile &amp; less liquid than larger companies.</p> <p>Investments in debt and money market instruments are subject to interest rate risk, re-investment risk, basis risk, credit risk, spread risk, prepayment risk, etc. to the extent of the Scheme's investments in such securities. Please refer to the SID for further details.</p>			<p>fixed income instruments, derivatives, foreign securities, securitized debt, short selling and securities lending.</p> <p>Investment in mutual fund units involves investment risks such as trading volumes, settlement risk, liquidity risk and default risk. Also, the value of the Scheme investments may be affected by currency exchange rates, changes in law/policies of the government, taxation laws and political, economic or other developments.</p> <p>Investments in debt and money market instruments are subject to interest rate risk, re-investment risk, basis risk, credit risk, spread risk, prepayment risk, etc.</p> <p>As the scheme will invest in limited number of companies it will have a less diversified portfolio. This relatively higher concentration may lead to a higher level of volatility as compared to a diversified equity fund.</p>														
<b>Risk management strategies</b>	<p>Following are certain risks of investing in equities identified and risk management strategies designed by Axis Mutual Fund</p> <table border="1" data-bbox="328 499 911 1003"> <thead> <tr> <th data-bbox="328 499 624 552">Risk &amp; description specific to equities</th> <th data-bbox="624 499 911 552">Risk mitigants/ Management strategy</th> </tr> </thead> <tbody> <tr> <td data-bbox="328 552 624 625"><b>Quality risk</b>- Risk of investing in unsustainable/weak companies</td> <td data-bbox="624 552 911 625">Investment universe carefully selected to only include high quality businesses</td> </tr> <tr> <td data-bbox="328 625 624 699"><b>Price risk</b>- Risk of overpaying for a company</td> <td data-bbox="624 625 911 699">"Fair value" based investment approach supported by comprehensive research</td> </tr> <tr> <td data-bbox="328 699 624 751"><b>Liquidity risk</b>- High impact costs</td> <td data-bbox="624 699 911 751">Control portfolio liquidity at portfolio construction stage</td> </tr> <tr> <td data-bbox="328 751 624 825"><b>Volatility</b>- Price volatility due to company or portfolio specific factors</td> <td data-bbox="624 751 911 825">Control risk class/sector/stock exposures to control overall portfolio volatility</td> </tr> <tr> <td data-bbox="328 825 624 1003"><b>Event risk</b>- Price risk due to company or sector specific event</td> <td data-bbox="624 825 911 1003">Understand businesses to respond effectively and speedily to events Usage of derivatives: Hedge portfolios, if required, in case of predictable events with uncertain outcomes</td> </tr> </tbody> </table> <p>Mid &amp; small size companies may be more volatile &amp; less liquid than larger companies.</p> <p>The scheme will try to lower the risk by primarily investing in larger Midcap companies which combine the high growth features of mid and small size companies with the proven management and liquidity of larger companies.</p>			Risk & description specific to equities	Risk mitigants/ Management strategy	<b>Quality risk</b> - Risk of investing in unsustainable/weak companies	Investment universe carefully selected to only include high quality businesses	<b>Price risk</b> - Risk of overpaying for a company	"Fair value" based investment approach supported by comprehensive research	<b>Liquidity risk</b> - High impact costs	Control portfolio liquidity at portfolio construction stage	<b>Volatility</b> - Price volatility due to company or portfolio specific factors	Control risk class/sector/stock exposures to control overall portfolio volatility	<b>Event risk</b> - Price risk due to company or sector specific event	Understand businesses to respond effectively and speedily to events Usage of derivatives: Hedge portfolios, if required, in case of predictable events with uncertain outcomes	<p>Risk control would include managing risk in order to keep it in line with the investment objective of the Scheme. The AMC has incorporated adequate safeguards to manage risk in the portfolio construction process. The risk control process involves identifying &amp; measuring the risk through various Risk Measurement Tools. Further, the AMC has implemented the Bloomberg Portfolio Management System as Front Office System (FOS) for managing risk. The system has inbuilt features which enables the Fund Manager calculate various risk ratios and analyze the same.</p> <p>The AMC has experienced investment professionals to help limit investment universe to carefully selected high quality businesses. The fund manager would also consider hedging the portfolios in case of predictable events with uncertain outcomes.</p>		
Risk & description specific to equities	Risk mitigants/ Management strategy																	
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<b>Applicable NAV</b>	Please refer to point no. 1 on Page 9																	
<b>Minimum application and redemption amount/ number of units</b>	<table border="1" data-bbox="328 1465 1498 1556"> <thead> <tr> <th data-bbox="328 1465 715 1497">Fresh Purchase</th> <th data-bbox="715 1465 1098 1497">Additional Purchase</th> <th data-bbox="1098 1465 1498 1497">Redemption</th> </tr> </thead> <tbody> <tr> <td data-bbox="328 1497 715 1556">₹ 5,000 and in multiples of ₹ 1 thereafter</td> <td data-bbox="715 1497 1098 1556">₹ 100 and in multiples of ₹ 1 thereafter</td> <td data-bbox="1098 1497 1498 1556">₹ 1,000 or 100 units or account balance whichever is lower</td> </tr> </tbody> </table>	Fresh Purchase	Additional Purchase	Redemption	₹ 5,000 and in multiples of ₹ 1 thereafter	₹ 100 and in multiples of ₹ 1 thereafter	₹ 1,000 or 100 units or account balance whichever is lower											
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₹ 5,000 and in multiples of ₹ 1 thereafter	₹ 100 and in multiples of ₹ 1 thereafter	₹ 1,000 or 100 units or account balance whichever is lower																
<b>For details on investments/ withdrawals through Systematic Investment Plan (SIP), Systematic Withdrawal Plan(SWP) and Systematic Transfer Plan (STP) facilities, please refer to the SID.</b>																		
<b>Despatch of repurchase (redemption) request</b>	Within 10 working days from the receipt of the redemption request at the Authorized Centre of Axis Mutual Fund.																	
<b>Benchmark index</b>	S&P BSE Midcap Index	Primary benchmark: CNX Nifty Additional benchmark : S&P BSE 200																
<b>Dividend policy</b>	The Trustee will have the discretion to declare the dividend, subject to availability of distributable surplus calculated in accordance with the SEBI (Mutual Funds) Regulations. The actual declaration of dividend and frequency will inter-alia, depend on availability of distributable surplus calculated in accordance with SEBI (MF) Regulations and the decisions of the Trustee shall be final in this regard. There is no assurance or guarantee to the unit holders as to the rate of dividend nor is there an assurance that dividend will be paid regularly.																	
<b>Name of fund manager</b>	Mr. Pankaj Murarka	Mr. Sudhanshu Asthana																
<b>Name of the trustee company</b>	Axis Mutual Fund Trustee Limited																	

Performance of the scheme (as on May 31, 2014)	Axis Midcap Fund	S&P BSE Midcap	Axis Focused 25 Fund	CNX Nifty	S&P BSE 200																											
1 year returns	44.02%	32.52%	15.10%	20.78%	22.50%																											
3 years returns	20.78%	7.01%	17.93%	17.82%	18.30%																											
Returns Since Inception	20.21%	7.59%																														
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Year	Axis Midcap Fund - Growth	S&P BSE Midcap (Benchmark)																														
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2012-2013	12.80%	7.65%	7.01%																													
2013-2014	12.06%	17.98%	17.19%																													
Date of Allotment - February 18, 2011			Date of Allotment - June 29, 2012																													
	Axis Midcap Fund - Direct Plan	S&P BSE Midcap	Axis Focused 25 Fund - Direct Plan	CNX Nifty	S&P BSE 200																											
1 year returns	45.84%	32.52%	16.18%	20.78%	22.50%																											
Returns Since Inception	24.22%	12.23%	12.25%	14.83%	14.25%																											
<b>Absolute returns for the past 2 financial years.</b>  <table border="1"> <caption>Absolute returns for the past 2 financial years (Axis Midcap Fund - Direct Plan vs S&amp;P BSE Midcap Benchmark)</caption> <thead> <tr> <th>Year</th> <th>Axis Midcap Fund - Direct Plan</th> <th>S&amp;P BSE Midcap (Benchmark)</th> </tr> </thead> <tbody> <tr> <td>2012-2013</td> <td>26.08%</td> <td>-10.66%</td> </tr> <tr> <td>2013-2014</td> <td>15.32%</td> <td>-14.66%</td> </tr> </tbody> </table>			Year	Axis Midcap Fund - Direct Plan	S&P BSE Midcap (Benchmark)	2012-2013	26.08%	-10.66%	2013-2014	15.32%	-14.66%	<b>Absolute returns for the past 2 financial years.</b>  <table border="1"> <caption>Absolute returns for the past 2 financial years (Axis Focused 25 Fund - Direct Plan vs Benchmarks)</caption> <thead> <tr> <th>Year</th> <th>Axis Focused 25 Fund - Direct Plan</th> <th>CNX Nifty (Benchmark)</th> <th>S&amp;P BSE 200 (Additional Benchmark)</th> </tr> </thead> <tbody> <tr> <td>2012-2013</td> <td>-3.17%</td> <td>-4.51%</td> <td>-6.47%</td> </tr> <tr> <td>2013-2014</td> <td>13.29%</td> <td>17.98%</td> <td>17.19%</td> </tr> </tbody> </table>			Year	Axis Focused 25 Fund - Direct Plan	CNX Nifty (Benchmark)	S&P BSE 200 (Additional Benchmark)	2012-2013	-3.17%	-4.51%	-6.47%	2013-2014	13.29%	17.98%	17.19%						
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Expenses of the scheme (i) Load structure (also applicable to SIP/ STP/SWP and switches)	Entry load : Not Applicable																															
	Exit load : 1% if redeemed / switched out within 12 months from the date of allotment.																															
<p>No exit load will be charged for switches between Existing Plan and Direct Plan where transaction is not routed through Distributor in Existing Plan. If the transaction in Existing Plan is routed through Distributor, then applicable exit load will be charged for switch from Existing Plan to Direct Plan.</p> <p>Further for switches between the Growth and Dividend Option and on the units allotted on reinvestment of dividends no load will be charged by the scheme. However, for switches between equity schemes, load will be charged by the AMC.</p> <p>Entire exit load (net of service tax) charged, if any, shall be credited to the scheme.</p> <p>SEBI vide its circular no. SEBI/IMD/CIR No. 4/ 168230/09 dated June 30, 2009 has decided that there shall be no entry load for all Mutual Fund Schemes. The upfront commission on investment made by the investor, if any, shall be paid to the ARN Holder (AMFI registered Distributor) directly by the investor, based on the investor's assessment of various factors including service rendered by the ARN Holder. The Trustee/ AMC reserves the right to change/ modify the Load structure from a prospective date.</p>																																
(ii) Recurring expenses	<p>The recurring expenses as a % of daily net assets of the Scheme (including the Investment Management and Advisory Fees) shall be as per the limits prescribed under the SEBI (MF) Regulations. These are as follows:</p> <p>On the first ₹ 100 crores - 2.50%; On the next ₹ 300 crores - 2.25%; On the next ₹ 300 crores - 2.00%; On the balance of assets - 1.75%.</p> <p>Direct Plan shall have a lower expense ratio excluding distribution expenses, commission, etc and no commission for distribution of units will be paid / charged under Direct Plan.</p> <p>In addition to the limits as specified in Regulation 52(6) of SEBI (Mutual Funds) Regulations 1996 ['SEBI Regulations'] or the Total Recurring Expenses (Total Expense Limit) as specified above, the following costs or expenses may be charged to the scheme namely;</p> <p>(a) expenses not exceeding of 0.30 per cent of daily net assets, if the new inflows from such cities as specified by SEBI/AMFI from time to time are at least (i) 30 per cent of gross new inflows in the scheme, or; (ii) 15 per cent of the average assets under management (year to date) of the scheme, whichever is higher Provided that if inflows from such cities is less than the higher of sub-clause (i) or sub-clause (ii), such expenses on daily net assets of the scheme shall be charged on proportionate basis.</p> <p>Expenses charged under this clause shall be utilized for distribution expenses incurred for bringing inflows from such cities.</p> <p>(b) additional expenses, incurred towards different heads mentioned under Regulations 52(2) and 52(4), not exceeding 0.20 per cent of daily net assets of the scheme;</p> <p>(c) service tax payable on investment and advisory service fees ('AMC fees') charged by Axis Asset Management Company Limited ('Axis AMC');</p> <p>Further, brokerage and transaction costs which are incurred for the purpose of execution of trade and is included in the cost of investment shall not exceed 0.12 per cent in case of cash market transactions and 0.05 per cent in case of derivatives transactions.</p> <p>Within the Total Expense Limit chargeable to the scheme, following will be charged to the Scheme:</p> <p>(a) Service Tax on other than investment and advisory fees, if any, (including on brokerage and transaction costs on execution of trades) shall be borne by the Scheme</p> <p>(b) Investor education and awareness initiative fees of at least 2 basis points on daily net assets of respective Scheme.</p>																															
	Actual expense for the financial year ended March 31, 2013 - 2.76% (audited)	Actual expense for the financial year ended March 31, 2013 - 2.73% (audited)																														
Transaction charges	Please refer to point no. 2 on page no. 9																															
Waiver of load for direct applications	Not applicable																															
Tax treatment for unit holders	Please refer to point no. 3 on page no. 9																															
Daily Net Asset Value (NAV) publication	Please refer to point no. 4 on page no. 9																															
For investor grievances please contact	Please refer to point no. 5 on page no. 9																															
Unit holder's information	Please refer to point no. 6 on page no. 9																															



## Information Common to Schemes







<p><b>1. Application NAV</b></p>	<p><b>Subscriptions/ Purchases including Switch- ins:</b></p> <p>A) In respect of purchase of units with amount less than ₹ 2 lakhs the following cut-off timings and NAVs shall be applied</p> <ol style="list-style-type: none"> <li>Where the application is received up to 3.00 pm with a local cheque or demand draft payable at par at the place where it is received - closing NAV of the day of receipt of application.</li> <li>Where the application is received after 3.00 pm with a local cheque or demand draft payable at par at the place where it is received - closing NAV of the next Business Day.</li> <li>Where the application is received with an outstation cheque or demand draft which is not payable at par at the place where it is received - closing NAV of day on which the cheque or demand draft is credited.</li> </ol> <p>B) In respect of purchase of units with amount equal to or more than ₹ 2 Lakhs, irrespective of the time of receipt of application, the closing NAV of the day on which the funds are available for utilization shall be applicable provided that:</p> <p>For allotment of units in respect of purchase/switch in</p> <ul style="list-style-type: none"> <li>Application is received before the applicable cut-off time.</li> <li>Funds for the entire amount of subscription/ purchase as per the application are credited to the bank account of the scheme before the cut-off time.</li> <li>The funds are available for utilization before the cut-off time without availing any credit facility whether intra-day or otherwise, by the Scheme.</li> </ul> <p><b>Redemptions including Switch - outs:</b> The following cut-off timings and NAVs are applicable</p> <ol style="list-style-type: none"> <li>Where the application received upto 3.00 pm - closing NAV of the day of receipt of application.</li> <li>An application received after 3.00 pm - closing NAV of the next Business Day.</li> </ol>								
<p><b>2. Transaction charges</b></p>	<p><b>Transaction Charge per subscription of ₹ 10,000/- and above shall be charged from investors and paid to distributors (who have opted in for charging it) for applications routed through them relating to subscription / new inflows. For Existing / New investors: ₹ 100 / ₹ 150 as applicable per subscription of ₹ 10,000/ and above. In case of SIP, the amount shall be recovered in a maximum of 4 successful installments.</b></p>								
<p><b>3. Tax treatment for unit holders</b></p>	<p>Investors are advised to refer to the paragraph on Taxation in the "Statement of Additional Information" and to consult their own tax advisors with respect to the specific amount of tax and other implications arising out of their participation in the Scheme.</p>								
<p><b>4. Daily Net Asset Value (NAV) publication</b></p>	<p>The NAV will be declared on all business days and will be published in 2 newspapers. NAV can also be viewed on <a href="http://www.axismf.com">www.axismf.com</a> and <a href="http://www.amfiindia.com">www.amfiindia.com</a> [You can also call us at 1800 3000 3300.]</p>								
<p><b>5. For investor grievances please contact</b></p>	<p><b>Registrar</b> - Karvy Computershare Private Limited, Unit - Axis Mutual Fund, Karvy Plaza, H No 8-2-596, Street 1, Banjara Hills, Hyderabad 34. TEL 040 2331 2454 FAX 040 2331 1968</p> <p><b>Mutual Fund - Mr Milind Vengurlekar</b>, Axis House, First Floor, C-2, Wadia International Centre, Pandurang Budhkar Marg, Worli, Mumbai - 400025. India. TEL 022 4325 4138/ 4123.</p> <p>E-MAIL <a href="mailto:customerservice@axismf.com">customerservice@axismf.com</a> FAX 022 4325 5199 TOLL FREE 1800 3000 3300 WEB <a href="http://www.axismf.com">www.axismf.com</a></p>								
<p><b>6. Unit holder's information</b></p>	<p>On acceptance of the application for subscription, an allotment confirmation specifying the number of units allotted by way of e-mail and/or SMS within 5 business days from the date of receipt of transaction request/ allotment will be sent to the unit Holders registered e-mail address and/or mobile number.</p> <p><b>Consolidated Account Statement :</b></p> <p>On acceptance of the application for subscription, an allotment confirmation specifying the number of units allotted by way of e-mail and/or SMS within 5 business days from the date of receipt of transaction request will be sent to the unit Holders registered e-mail address and/or mobile number. Consolidated account statement for each calendar month shall be issued, on or before tenth day of succeeding month, detailing all the transactions and holding at the end of the month including transaction charges paid to the distributor, across all schemes of all mutual funds, to all the investors in whose folios transaction has taken place during that month. The AMC shall ensure that a consolidated account statement every half yearly (September/ March) is issued, on or before tenth day of succeeding month, detailing holding at the end of the six month, across all schemes of all mutual funds, to all such investors in whose folios no transaction has taken place during that period.</p> <p>The AMC shall identify common investors across fund houses by their permanent account number for the purposes of sending consolidated account statement. In case of specific request received from the unit Holders, the AMC/Fund will provide the Account Statement to the Investors within 5 business days from the receipt of such request. In the event the account has more than one registered holder, the first named unit Holder shall receive the Account Statement. The word transaction will include purchase, redemption, switch, dividend payout, dividend reinvestment, systematic investment plan, systematic withdrawal plan and systematic transfer plan.</p> <p>The AMC will endeavor to send statement of accounts by e-mail where the Investor has provided the e-mail id. The statement of holding of the beneficiary account holder for units held in demat will be sent by the respective Depository Participants periodically. Additionally, the AMC may at its discretion send Account Statements individually to the investors.</p> <p><b>Annual Report:</b></p> <p>Scheme/Plan-wise Annual Report or an abridged summary thereof shall be mailed to all unit Holders within four months from the date of closure of the relevant accounting year i.e. 31st March each year.</p> <p><b>Half yearly disclosures:</b></p> <p>The Mutual Fund shall publish a complete statement of the Scheme portfolio within one month from the close of each half year (i.e. 31st March and 30th September), by way of an advertisement at least, in one National English daily and one regional newspaper in the language of the region where the head office of the Mutual Fund is located.</p> <p>The Mutual Fund may opt to send the portfolio to all unit holders in lieu of the advertisement (if applicable).</p> <p>The Portfolio Statement will also be displayed on the website of the AMC and AMFI.</p> <p>The Mutual Fund shall within one month from the close of each half year, that is on 31st March and on 30th September, host a soft copy of its unaudited financial results on their website.</p> <p>The Mutual Fund shall publish an advertisement disclosing the hosting of such financial results on their website, in atleast one English daily newspaper having nationwide circulation and in a newspaper having wide circulation published in the language of the region where the Head Office of the Mutual Fund is situated.</p> <p>The Annual Report, portfolio statement and the unaudited financial results will also be displayed on the website of the Mutual Fund (<a href="http://www.axismf.com">www.axismf.com</a>) and Association of Mutual Funds in India (<a href="http://www.amfiindia.com">www.amfiindia.com</a>).</p>								
<p><b>7. Differentiation with existing open ended equity &amp; debt schemes of Axis Mutual Fund (as on May 31, 2014)</b></p>	<p><b>Axis Long Term Equity Fund</b></p> <table border="1" data-bbox="335 1680 1484 1806"> <tr> <td colspan="2"><b>Asset Allocation</b></td> </tr> <tr> <td><b>Type of Instrument</b></td> <td><b>Normal Allocation (% of net assets)</b></td> </tr> <tr> <td>Equity and Equity Related Securities</td> <td>80% - 100%</td> </tr> <tr> <td>Debt and Money Market Instruments</td> <td>0% - 20%</td> </tr> </table> <p><b>Primary Investment Objective</b> - The investment objective of the Scheme is to generate income and long-term capital appreciation from a diversified portfolio of predominantly equity and equity-related securities. However, there can be no assurance that the investment objective of the Scheme will be achieved.</p> <p><b>Investment Strategy</b> - The Fund will invest in a diversified portfolio of strong growth companies with sustainable business models. Though the benchmark is BSE-200, the investments will not be limited to the companies constituting the benchmark. The Fund will have the flexibility to invest across the market capitalization spectrum (i.e. Large, mid and small cap companies) and across industries / sectors.</p> <p>The companies would be individually researched and selected only when the fund management team has satisfied itself on robustness of the company's business model, sustainability of its competitive advantage and the credibility of its top management team.</p>	<b>Asset Allocation</b>		<b>Type of Instrument</b>	<b>Normal Allocation (% of net assets)</b>	Equity and Equity Related Securities	80% - 100%	Debt and Money Market Instruments	0% - 20%
<b>Asset Allocation</b>									
<b>Type of Instrument</b>	<b>Normal Allocation (% of net assets)</b>								
Equity and Equity Related Securities	80% - 100%								
Debt and Money Market Instruments	0% - 20%								

7. Differentiation with existing open ended equity & debt schemes of Axis Mutual Fund (as on May 31, 2014) (contd.)	The Fund will endeavor that the corpus of the scheme remains fully invested in equity and equity-related instruments at all times.	
	<b>Differentiation</b> - Equity Linked Savings Scheme with a lock-in period of 3 years from the date of allotment/ investment. <b>AUM (₹ in crores) - 1,308.58; No. of Folios - 131858</b>	
	<b>Axis Equity Fund</b>	
	<b>Asset Allocation</b>	
	<b>Type of Instrument</b>	<b>Normal Allocation (% of net assets)</b>
	Equity and Equity Related Securities	80% - 100%
	Debt and Money Market Instruments	0% - 20%
	<b>Primary Investment Objective</b> - To achieve long term capital appreciation by investing in a diversified portfolio predominantly consisting of equity and equity related securities including derivatives. However, there can be no assurance that the investment objective of the Scheme will be achieved.	
	<b>Investment Strategy</b> - The Fund will actively manage a diversified portfolio of strong growth companies with sustainable business models, whilst managing risk. The Fund will have the flexibility to invest across the market capitalization (i.e. large, mid and small cap companies) spectrum and industries / sectors. The companies would be individually researched and selected only when the fund management team has satisfied itself on robustness of the company's business model, sustainability of its competitive advantage and the credibility of its top management team.	
	<b>Differentiation</b> - An open ended growth scheme with no lock-in period.	
	<b>AUM (₹ in crores) - 793.53; No. of Folios - 126720</b>	
	<b>Axis Midcap Fund</b>	
	<b>Asset Allocation</b>	
	<b>Type of Instrument</b>	<b>Normal Allocation (% of net assets)</b>
	Equity and Equity Related Instruments of Mid - Cap companies	75%-100%
	Equity and Equity Related Instruments of Non Mid - Cap Companies	0%-25%
	Debt and Money Market Instruments	0%-25%
	<b>Primary Investment Objective</b> - To achieve long term capital appreciation by investing predominantly in equity & equity related instruments of mid size companies. The focus of the fund would be to invest in relatively larger companies within this category.	
	<b>Investment Strategy</b> - The scheme seeks to generate capital appreciation through an actively managed diversified portfolio of primarily larger Midcap companies. Larger Midcap companies combine the flexible, innovative, high-growth features of mid and small size companies with the proven management and liquidity of larger companies. The Fund intends to benefit from this "best of both worlds" characteristic of larger Midcap companies. The portfolio will be built utilizing a bottom-up stock selection process, focusing on appreciation potential of individual stocks from a fundamental perspective.	
	<b>Differentiation</b> - Seeks to build a portfolio comprising primarily of equity and equity related securities of Midcap companies.	
<b>AUM (₹ in crores) - 315.85; No. of Folios - 25795</b>		
<b>Axis Focused 25 Fund</b>		
<b>Asset Allocation</b>		
<b>Type of Instrument</b>	<b>Normal Allocation (% of net assets)</b>	
Equity and Equity Related Instruments (of not exceeding 25 companies) Of which: Companies among the top 200 in terms of market capitalization - 90% - 100% Other equities - 0 - 10%	65% - 100%	
Debt and Money Market Instruments -	0 - 35%	
<b>Primary Investment Objective</b> - To generate long term capital appreciation by investing in a concentrated portfolio of equity & equity related instruments of up to 25 companies.		
<b>Investment Strategy</b> - The scheme aims to generate long term capital appreciation by investing in a concentrated portfolio of equity & equity related instruments of up to 25 companies. In order to have a concentrated portfolio, the scheme will follow a bottom up stock selection approach.		
The portfolio will be built utilising a bottom-up stock selection process, focusing on appreciation potential of individual stocks from a fundamental perspective. The AMC employs a "Fair value" based research process to analyse the appreciation potential of each stock in its universe (Fair value is a measure of the intrinsic worth of a company). The universe of stocks is carefully selected to include companies having a robust business models and enjoying sustainable competitive advantages as compared to their competitors.		
While 65 - 100% of the corpus will be invested in equities (no less than 20 companies and up to 25 companies), it is expected that under normal market conditions at least 80% of the corpus will be invested in equities (no less than 20 companies and up to 25 companies). The Scheme will primarily invest in companies among the top 200 in terms of market cap.		
<b>Differentiation</b> - Axis Focused 25 Fund will invest in a concentrated portfolio of equity & equity related instruments of up to 25 companies		
<b>AUM (₹ in crores) - 112.72; No. of Folios - 13688</b>		
<b>Axis Treasury Advantage Fund</b>		
<b>Asset Allocation</b>		
<b>Type of Instrument</b>	<b>Normal Allocation (% of net assets)</b>	
Money Market & Debt instruments with maturity/average maturity/residual maturity/ interest rate resets less than or equal to 1 year	70% - 100%	
Debt instruments with maturity/average maturity/residual maturity/interest rate resets greater than 1 year	0% - 30%	
<b>Primary Investment Objective</b> - To provide optimal returns and liquidity to the investors by investing primarily in a mix of money market and short term debt instruments which results in a portfolio having marginally higher maturity as compared to a liquid fund at the same time maintaining a balance between safety and liquidity. However, there can be no assurance that the investment objective of the scheme will be achieved.		
<b>Investment Strategy</b> - The risk-return profile of this fund positions it in between a liquid fund and short duration income fund. The portfolio strategy seeks to increase yield by having a marginally higher maturity and moderately higher credit risk as compared to a liquid fund; whilst maintaining balance between safety and liquidity.		
<b>Differentiation</b> - Endeavor to maintain the average maturity of up to 6 months depending on the interest rate view.		
<b>AUM (₹. In crores) - 1,410.81; No. of Folios - 10985</b>		

7. Differentiation with existing open ended equity & debt schemes of Axis Mutual Fund (as on May 31, 2014) (contd.)	<b>Axis Short Term Fund</b>	
	<b>Asset Allocation</b>	
	<b>Type of Instrument</b>	<b>Normal Allocation (% of net assets)</b>
	Money market instruments and debt Instruments including government securities, corporate debt, securitized debt and other debt instruments with maturity/ average maturity/residual maturity/interest rate resets less than or equal to 375 days or have put options within a period not exceeding 375 days.	30% - 100%
	Debt instruments including government securities, corporate debt, securitized debt and other debt instruments with maturity/ average maturity/residual maturity/interest rate resets greater than 375 days	0% - 70%
	<b>Primary Investment Objective</b> - Endeavor to generate stable returns with a low risk strategy while maintaining liquidity through a portfolio comprising of debt and money market instruments. However, there can be no assurance that the investment objective of the scheme will be achieved.	
	<b>Investment Strategy</b> - The Fund Manager will try to allocate the assets of the scheme in a diversified portfolio of various high quality Fixed Income Securities to achieve stable returns while having a low risk strategy.	
	The fund manager will seek to look for investment opportunities with the same class of fixed income securities (e.g. government securities) having different maturities (e.g. government securities having a residual maturity of 1 year and 2.5 years) or different classes of Fixed Income Securities with the same maturity profile/residual maturity. (e.g. a government security, an NBFC and a manufacturing corporate security having a residual maturity of 2 years).	
	<b>Differentiation</b> - Endeavor to maintain the modified duration in a range of 3 months to 3 years depending on the interest rate view.	
	<b>AUM</b> (₹. In crores): 803.28; <b>No. of Folios</b> : 3236	
	<b>Axis Dynamic Bond Fund</b>	
	<b>Asset Allocation</b>	
	<b>Type of Instrument</b>	<b>Normal Allocation (% of net assets)</b>
	Debt instruments including GSecs and corporate debt	0% - 100%
	Money market instruments	0% - 100%
	<b>Primary Investment Objective</b> - The Scheme will endeavor to generate optimal returns while maintaining liquidity through active management of a portfolio of debt and money market instruments.	
	<b>Investment Strategy</b> - The investment objective of this scheme is to maximize returns to the investor through an active management of the portfolio, by elongating the duration of the portfolio in a falling interest rate scenario and reducing the duration at a time when interest rates are moving up.	
	With the discretion to take aggressive interest rate/duration risk calls, this could mean investing the entire net assets in long dated Government securities and debt instruments (carrying relatively higher interest rate risk/duration risk), or on defensive considerations, entirely in money market instruments. Accordingly, the interest rate risk/duration risk of the scheme may change substantially depending upon the Fund's call.	
	<b>Differentiation</b> - Active duration management.	
	<b>AUM</b> (₹. In crores) : 288.94; <b>No. of Folios</b> : 4496	
	<b>Axis Income Fund</b>	
<b>Asset Allocation</b>		
<b>Type of Instrument</b>	<b>Normal Allocation (% of net assets)</b>	
Debt and Money Market instruments	100%	
<b>Primary Investment Objective</b> - The scheme will endeavor to generate optimal returns in the medium term while maintaining liquidity of the portfolio by investing in debt and money market instruments.		
<b>Investment Strategy</b> - The scheme proposes to invest in a diversified portfolio of high quality debt and money market securities to generate optimal risk adjusted returns in the medium term.		
The fund management team is going to take a medium term view on the interest rate structure. While determining the portfolio duration and credit stance, the fund manager will keep in mind the state of the local economy, inflation numbers as well as the global economic scenario.		
The fund manager will try to allocate assets of the scheme between various fixed income securities taking into consideration the prevailing interest rate scenario, the liquidity of the different instruments and maintain a diversified portfolio with the objective of achieving optimal risk adjusted returns. While investing the fund manager will keep in mind the yield structure of different asset classes (e.g. the sovereign yield curve and the corporate bond yield curve) as well as kinks within a particular yield curve (e.g. the different points of the sovereign yield curve).		
<b>Differentiation</b> - Endeavor to maintain the modified duration in a range of 2-7 years depending on the interest rate view.		
<b>AUM</b> (₹. In crores) : 203.70; <b>No. of Folios</b> : 3656		
<b>Axis Liquid Fund</b>		
<b>Asset Allocation</b>		
<b>Type of Instrument</b>	<b>Normal Allocation (% of net assets)</b>	
Money market instruments (including cash, repo, CPs, CDs, Treasury Bills and Government securities) with maturity/residual maturity up to 91 days	50% - 100%	
Debt instruments (including floating rate debt instruments and securitized debt) with maturity/residual maturity/ weighted average maturity up to 91 days	0% - 50%	
<b>Explanation:</b>		
a. In case of securities where the principal is to be repaid in a single payout, the maturity of the securities shall mean residual maturity. In case the principal is to be repaid in more than one payout then the maturity of the securities shall be calculated on the basis of weighted average maturity of the security.		
b. In case of securities with put and call options (daily or otherwise) the residual maturity of the securities shall not be greater than 91 days.		
c. In case the maturity of the security falls on a Non Business Day, then settlement of securities will take place on the next Business Day.		
<b>Primary Investment Objective</b> - To provide a high level of liquidity with reasonable returns commensurating with low risk through a portfolio of money market and debt securities.		
<b>Investment Strategy</b> - Under normal circumstances, the fund shall seek to generate reasonable returns commensurating with low risk by positioning itself at the lowest level of risk-return matrix.		
The Scheme will invest predominantly in money market securities with some tactical allocation towards other debt securities to enhance the portfolio return. The portfolio will be structured to incorporate asset-liability management based on seasonal/historic trends of liabilities.		




7. Differentiation with existing open ended equity & debt schemes of Axis Mutual Fund (as on May 31, 2014) (contd.)	As yield curve has been observed to be flat (overnight to 3 months) during most of the times, attempt will be made to space out the assets uniformly across the maturity buckets. However any irregularity in the shape of the curve (steep/inverted) will be played out in the portfolio construction after analysing the macro-economic environment.	
	<b>Differentiation</b> - Categorised as a liquid Scheme in which applications for purchases/ switch-ins received before 2.00 p.m, gets historic NAV. The Scheme cannot buy any Debt Securities or Money Market Instruments with maturity greater than 91 days.	
	<b>AUM (₹. In crores) : 8,289.99; No. of Folios : 3249</b>	
	<b>Axis Constant Maturity 10 Year Fund</b>	
	<b>Asset Allocation</b>	
	<b>Type of Instrument</b>	<b>Normal Allocation (% of net assets)</b>
	Government Securities, Treasury Bills, Repo & CBLO	100%
	<b>Primary Investment Objective</b> - To generate returns similar to that of 10 year government bonds.	
	<b>Investment Strategy</b> - The scheme will aim to generate returns similar to the 10 year government bond through investments predominantly in government securities. The scheme will endeavor to maintain an average maturity of close to 10 years. The normal range of average maturity for the scheme would be between 9 and 11 years. The scheme does not intend to actively manage the duration. By investing predominantly in government securities, the scheme aims to maintain a high degree of credit quality and liquidity.	
	<b>Differentiation</b> - Dedicated to investment in government securities. <b>AUM (₹. In crores) : 36.66; No. of Folios : 286</b>	
<b>Axis Banking Debt Fund</b>		
<b>Asset Allocation</b>		
<b>Type of Instrument</b>	<b>Normal Allocation (% of net assets)</b>	
Debt & Money Market Instruments issued by banks	80% - 100%	
CBLO, G- Secs, T-Bills and Repo*	0% - 20%	
*Includes Financial institution and units of debt & liquid mutual fund schemes.		
<b>Primary Investment Objective</b> - To generate stable returns by investing predominantly in debt & money market instruments issued by banks.		
<b>Investment Strategy</b> - The scheme aims to generate stable returns by investing predominantly in debt & money market instruments issued by banks. The scheme endeavors to generate optimum returns with low credit risk. Investment in debt & money market instruments issued by banks, treasury bills & government securities is primarily with the intention of maintaining high credit quality & liquidity. Atleast 70% of the net assets of the scheme shall be invested in securities rated AAA/A1+ and equivalent. The scheme shall not invest in securities rated below AA- or equivalent. The investment team of the AMC will carry out rigorous in depth credit evaluation of the money market & debt instruments proposed to be invested in. The credit evaluation will essentially be a bottom up approach and include a study of the operating environment of the issuer, the past track record as well as the future prospects of the issuer and the short term/ long term financial health of the issuer.		
<b>Differentiation</b> - The scheme invests predominantly in debt & money market instruments issued by banks. <b>AUM (₹. In crores) : 492.42; No. of Folios : 608</b>		

**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 ₹ 1 Lakh). **Trustee:** Axis Mutual Fund Trustee Ltd. **Investment Manager:** Axis Asset Management Co. Ltd. (the AMC). **Risk Factors:** The sponsor is not liable or responsible for any loss or shortfall resulting from the operation of the scheme. **Mutual Fund Investments are subject to market risks, read all scheme related documents carefully.**

<p><b>Axis Equity Fund</b></p> <p>This product is suitable for investors who are seeking*</p> <ul style="list-style-type: none"> <li>Capital appreciation over long term</li> <li>Investment in a diversified portfolio predominantly consisting of equity and equity related instruments</li> <li>High risk  (BROWN)</li> </ul>	<p><b>Axis Midcap Fund</b></p> <p>This product is suitable for investors who are seeking*</p> <ul style="list-style-type: none"> <li>Capital appreciation over long term</li> <li>Investing predominantly in equity &amp; equity related instruments of mid size companies with focus on relatively larger companies within this category</li> <li>High risk  (BROWN)</li> </ul>
<p><b>Axis Long Term Equity Fund</b></p> <p>This product is suitable for investors who are seeking*</p> <ul style="list-style-type: none"> <li>Capital appreciation &amp; generating income over long term</li> <li>Investment in a diversified portfolio predominantly consisting of equity and equity related instruments</li> <li>High risk  (BROWN)</li> </ul>	<p><b>Axis Focused 25 Fund</b></p> <p>This product is suitable for investors who are seeking*</p> <ul style="list-style-type: none"> <li>Capital appreciation over long term</li> <li>Investment in a concentrated portfolio of equity &amp; equity related instruments of up to 25 companies</li> <li>High risk  (BROWN)</li> </ul>
<p><b>Axis Triple Advantage Fund</b></p> <p>This product is suitable for investors who are seeking*</p> <ul style="list-style-type: none"> <li>Capital appreciation &amp; generating income over long term</li> <li>Investment in a diversified portfolio of equity and equity related instruments, fixed income instruments &amp; gold Exchange Traded Funds</li> <li>Medium risk  (YELLOW)</li> </ul>	<p><b>Axis Income Saver</b></p> <p>This product is suitable for investors who are seeking*</p> <ul style="list-style-type: none"> <li>Capital appreciation while generating income over medium to long term</li> <li>Investment in debt and money market instruments as well as equity and equity related instruments while managing risk through active asset allocation</li> <li>Medium risk  (YELLOW)</li> </ul>

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

**Note: Risk is represented as:**

 (BLUE) investors understand that their principal will be at low risk  (YELLOW) investors understand that their principal will be at medium risk  (BROWN) investors understand that their principal will be at high risk

# INSTRUCTIONS FOR COMPLETING THE APPLICATION FORM

Please read the SID carefully before signing the application form and tendering payment.

## 1. GENERAL INSTRUCTIONS

- The application form should be completed in ENGLISH and in BLOCK LETTERS.
- All cheques, demand drafts and pay orders should be crossed "Account Payee only" and made in favour of "Scheme Name A/c First Investor Name" or "Scheme Name A/c Permanent Account No."
- If the Scheme name on the application form and on the payment instrument are different, the application may be processed and units allotted at applicable NAV of the scheme mentioned in the application / transaction slip duly signed by investor(s).
- Any over-writing / changes made while filling the form must be authenticated by canceling the original entry, re-entering correct details and ensuring that all applicants counter-sign against each correction.
- Application forms along with supporting documents can be submitted to ISCs / OPAs, contact details of which are available on [www.axismf.com](http://www.axismf.com).
- Investors must write the application form number / folio number on the reverse of the cheque / demand draft.
- Investors are requested to check contents of the account statement on receipt. Any discrepancy should be reported to the AMC / Registrar within 7 calendar days of the receipt of the statement; else contents of the statement would be presumed to be correct and binding. The AMC may modify any discrepancy at its discretion.
- Units will be allotted subject to realization of payment proceeds.

## 2. DIRECT INVESTMENTS

Investors subscribing under Direct Plan of the scheme will have to indicate "Direct Plan" against the scheme name in the application form e.g. "Axis Equity Fund-Direct Plan". Investors should also indicate "Direct" in the ARN column of the application form. However, in case Distributor code is mentioned in the application form, but "Direct Plan" is indicated against the scheme name, the application will be processed under Direct Plan. Further, where application is received for Existing Plan without Distributor code or "Direct" mentioned in the ARN Column, the application will be processed under Direct Plan.

## 3. EMPLOYEE UNIQUE IDENTIFICATION NUMBER (EUIIN)

Investor investing through distributor shall mention EUIIN on the application form, if he/she has been advised by Sales Person/ Employee/ Relationship Manager of the distributor this would assist in addressing any instance of mis-selling. If left blank, applicant(s) need to tick and sign the following declaration "I/We hereby confirm that the EUIIN box has been intentionally left blank by me/us as this transaction is executed without any interaction or advice by the employee/relationship manager/sales person of the above distributor/sub broker or notwithstanding the advice of in-appropriateness, if any, provided by the employee/relationship manager/sales person of the distributor/sub broker." on the form. SEBI has made it mandatory to obtain EUIIN no. for every employee/ relationship manager/ sales person of the distributor for selling mutual fund products.

## 4. DECLARATION AND SIGNATURES

- Thumb impressions must be attested by a Magistrate / Notary Public under his / her official seal.
- In case of HUF, the Karta needs to sign on behalf of the HUF.
- Applications by minors should be signed by their guardian.
- For Corporates, signature of the Authorised Signatory (from the Authorised Signatory List (ASL)) is required.

## 5. PAYMENTS

- The AMC intends using electronic payment services (NEFT, RTGS, ECS (Credit), Direct Credit, etc.) to the extent possible for dividends / redemptions for faster realization of proceeds to investors. In case an investor wishes to receive payments vide cheques / demand drafts to be sent using a postal / courier service, please provide appropriate written instructions to the AMC / Registrar for the same.
- Please enclose a cancelled cheque leaf (or copy thereof) in case your investment instrument (pay-in) is not from the same bank account as mentioned under bank account details.
- Any communication, dispatch of redemption / dividend proceeds / account statements etc. would be made by the Registrar / AMC as per reasonable standards of servicing.
- The Debit Mandate is an additional facility available to Axis Bank account holders only.

## 6. BANK DETAILS

It is mandatory for investors to mention bank account details on the form as per directives issued by SEBI. Applications without this information are liable to be rejected. The Mutual Fund / AMC reserve the right to hold redemption proceeds in case requisite bank details are not submitted.

Option to register multiple bank accounts

The AMC / Mutual Fund has also provided a facility to investors to register multiple bank accounts. By registering multiple bank accounts, investors can use any of their registered bank accounts to receive redemption / dividend proceeds. Any request for a change in bank mandate requires 10 days for validation and verification. Further, these account details will be used by the AMC / Mutual Fund / R&T for verification of instruments (like cheques/DDs/POs) received at the time of subscription / purchase applications to ensure that subscription payments are received only from one of the registered bank accounts. Payments from non-registered bank accounts (called third party payments) will not be accepted (except where permitted as per SEBI regulations). Investors are requested to avail of this facility by filling in the application form for registration of multiple bank accounts available at any of our ISCs / OPAs or on our website [www.axismf.com](http://www.axismf.com).

Cheques submitted at the time of purchase should be from the beneficiary investors account or from an account mentioned in your Multiple Bank Accounts Registration form (except for minors for amounts less than ₹ 50,000 and Corporates / non-individuals).

Demand drafts submitted at the time of subscription should be accompanied by a banker's certificate clearly stating the investor's name and PAN as well as mentioning that the demand draft has been issued by debiting the investor's own bank account. Pre-funded instruments issued by the bank against cash shall not be accepted for investments of ₹ 50,000 or more. This pre-funded instrument should also be accompanied by a certificate from the banker giving the investor's name, address and PAN.

Payments made through RTGS/NEFT/NECS should be accompanied by a banker's certificate stating that the RTGS/NEFT/NECS payment has been made by debiting the investor's own bank account along with mention of the investor's name and PAN.

## 7. THIRD PARTY PAYMENTS

When payment is made through instruments issued from a bank account other than that of the investor, the same is referred to as a Third Party payment. Where an investor has opted to register multiple bank accounts (using the 'Multiple Bank Accounts Registration Form'), and purchase payment is made from an account different from what is registered, any one of the following documents need to be provided as proof along with the payment instrument.

- Banker's certificate stating that the investment is from the investor's own bank account along with mention of his name and PAN

- Bank account passbook or statement mentioning the investor's name / PAN

Restriction on acceptance of Third Party payments for subscriptions, and exceptions thereto

- In case of payments from a joint bank account, one of the joint holders of the bank account must be the first account holder under the investment application.
- The Asset Management Company shall not accept subscriptions with Third Party payments except in the following situations:

- Where payment is made by parents/grand parents/related persons on behalf of a minor in consideration of natural love and affection or as gift for a value not exceeding ₹ 50,000 (each regular purchase or per SIP installment)
- Where payment is made by an employer on behalf of an employee under Systematic Investment Plans through payroll deductions.
- Custodian on behalf of an FII or a client.

Documents to be submitted for exceptional cases

- KYC is mandatory for all investors (guardian in case of minor) and the person making the payment i.e. the third party. Investors and the person making the payment should attach their valid KYC acknowledgement letter to the application form.
- Submission of a separate, complete and valid 'Third Party Payment Declaration Form' from the investors (guardian in case of minor) and the person making the payment i.e. third party. The said Declaration Form shall, inter-alia, contain the details of the bank account from which the payment is made and the relationship with the investor(s). Please contact the nearest OPA/ISC of Axis Mutual Fund or visit our website [www.axismf.com](http://www.axismf.com) for the declaration form.

## 8. KYC

All Applicants (including POAs and Guardians) are required to be KYC compliant irrespective of the amount of investment. In case you are not KYC certified, please fill in the KYC form (individual or Non-Individual). A KYC acknowledgement letter should be submitted along with application for opening a folio or making an investment. Each holder in the folio must be KYC compliant.

Investors may kindly note that new SEBI Circular issued regarding uniformity in the KYC process was effective from January 1, 2012.

- SEBI has introduced a common KYC Application Form for all the SEBI registered intermediaries, new Investors are therefore requested to use the common KYC Application Form and carry out the KYC process including In-Person Verification (IPV) with any SEBI registered intermediaries including mutual funds. The KYC Application Forms are available on our website [www.axismf.com](http://www.axismf.com).
- The Mutual Fund shall perform the initial KYC of its new investors and shall also accept the details change form for investors who have done their KYC prior to 31st Dec '11.
- It is mandatory to carry out In-Person Verification (IPV) for processing the KYC of its new / existing investors from January 1, 2012.
- Once the KYC and IPV-In Person Verification has been done with any SEBI registered intermediary, the investor need not undergo the same process again with any another intermediary including mutual funds. However, the Mutual Fund reserves the right to carry out fresh KYC/additional KYC of the investor.
- Existing KYC compliant investors of the Mutual Fund can continue to invest as per the current practice.
- Non-individual investors will have to do a fresh KYC due to significant changes in KYC requirements.

## 9. PERMANENT ACCOUNT NUMBER (PAN)

Each applicant is required to submit self attested PAN Card Copy (Including Guardian in case of Minor and POA holders). However PAN is not mandatory in case of Investors residing in the State of Sikkim, Central & State Government officials and officials appointed by the Courts e.g. Official Liquidator, Court receiver etc. (under the category of Government) subject to Axis AMC confirming the above mentioned status.

### PAN Exempt Investments

SEBI vide its circular dated 24th July 2012, conveyed that the investments aggregating ₹ 50,000 in a rolling 12 month period or in a financial year i.e. April to March, in all the schemes of Mutual Funds are exempt from the PAN requirement.

Where the aggregate of the Lumpsum Investment (Fresh Purchase & Additional Purchase) and Micro SIP installments by an investor based on the rolling 12 month period/ in a financial year i.e. April to March does not exceed ₹ 50,000/-, it shall be exempt from the requirement of PAN, (hereafter referred to as "Micro Investments").

PAN requirement exemption will be available only to Micro Investments made by the individuals being Indian Citizens (Including NRIs, Joint Holders\*, Minor acting through Guardian and Sole proprietary firms not having PAN). Person of Indian Origin, Hindu Undivided Family, (HUF), Qualified Foreign Investor (QFI) and other categories of investors will not be eligible for this exemption. However the eligible investors are required to submit PAN exempt KYC issued by SEBI registered KRA (KYC Registration Authority). \* In case of joint holders, first holder must not possess a PAN.

## 10. APPLICATIONS ON BEHALF OF MINORS

Where the investment is on behalf of a Minor by the Guardian:

- The Minor shall be the first and sole holder in the account.
- No Joint holders are allowed. In case an investor provides joint holder details, these shall be ignored.
- Guardian should be either a natural guardian (i.e. father or mother) or a court appointed legal guardian.

- d. Guardian should mention the relationship with Minor and date of birth of the Minor on the application form.
- e. A document evidencing the relationship and date of birth of the Minor should be submitted along with the application form. Photo copy of any one of the following documents can be submitted a) Birth certificate of the minor or b) school leaving certificate / mark sheet of Higher Secondary board of respective states, ICSE, CBSE etc. c) Passport of the minor d) Any other suitable proof evidencing the relationship.
- f. Where the guardian is not a natural guardian (father or mother) and is a court appointed legal guardian, suitable supporting documentary evidence should be provided.
- g. If the mandatory details and/or documents are not provided, the application is liable to be rejected without any information to the applicant.

#### 11. APPLICATIONS UNDER POWER OF ATTORNEY

An applicant wanting to transact through a power of attorney must lodge the photocopy of the Power of Attorney (PoA) attested by a Notary Public or the original PoA (which will be returned after verification) within 30 days of submitting the Purchase Application Form / Transaction Slip at a Designated ISC / Official Point of Acceptance, or along with the application in case of application submitted duly signed by POA holder. Applications are liable to be rejected if the power of attorney is not submitted within the aforesaid period.

#### 12. SIP matlab SLEEP IN PEACE (SYSTEMATIC INVESTMENT PLAN)

- a. A minimum gap of 25 days needs to be maintained between the first and second SIP installments.
- b. Investor shall have the option of choosing any date of the month as the SIP date except the dates 29th, 30th and 31st.
- c. All SIP installment cheques/payment instructions must be of the same amount and the same monthly debit date (excluding first cheque).
- d. The SIP will be discontinued automatically if payment is not received for three successive installments.
- e. The minimum number of installments under the SIP is 30. If the period is not specified by the unit holder then the SIP enrollment will be deemed to be for perpetuity and processed accordingly.
- f. Investors can discontinue a SIP at any time by sending a written request to any Official Point of Acceptance or to the registrar Karvy. Notice of such discontinuance should be received at least 20 days prior to the due date of the next installment / debit.
- g. In case payment is made using "At Par" cheques, investors must mention the MICR number of his actual bank branch.
- h. An Investor will not hold Axis Mutual Fund, its registrars and / or service providers responsible if a transaction is delayed or not effected, or the investor bank account is debited in advance or after the specific SIP date because of the various clearing cycles of RBI's Electronic Clearing Facility (ECS). Axis Mutual Fund, its registrars and other service providers shall not be held responsible or liable for damages / compensation / loss incurred by the investor as a result of using the SIP and / or ECS facility.

Change of Debit Bank Details (SIP Auto Debit Form)

- a. Investor can change debit bank details mentioned on SIP Auto Debit form by ticking the check box provided on the form and attaching signed cancelled cheque of the new bank along with the mandate.
- b. The cheque copy should have the investor's name printed on it.
- c. In case of change of debit bank details the investor needs to provide the new bank details on mandate and SIP start date should be in continuation with the SIP cycle.
- d. A minimum gap of 25 days is required for incorporation of new bank details.
- e. Except new debit bank details rest of the details would remain same as the original SIP investment.

#### 13. SIP AUTO DEBIT LOCATIONS & PARTNERING BANKS

Partnering Banks: Axis Bank, Bank of Baroda, Bank of India, HDFC Bank, ICICI Bank, IDBI Bank, Indusind Bank, Kotak Mahindra Bank, Punjab National Bank, State Bank of India, Union Bank of India & Vysya Bank.

SIP Auto Debit facility is currently available at

Agra, Ahmedabad, Allahabad, Amritsar, Anand, Asansol, Assam, Aurangabad, Bangalore, Belgaum, Bhavnagar, Bhillwara, Bhopal, Bhubaneswar, Bijapur, Bikaner, Burdwan, Chandigarh, Chennai, Coimbatore, Cuttack, Davangere, Dehradun, Delhi, Dhanbad, Durgapur, Erode, Gadag, Gangtok, Goa, Gorakhpur, Gulbarga, Guwahati, Gwalior, Haldia, Hubli, Hyderabad, Indore, Jabalpur, Jaipur, Jalandhar, Jammu, Jannagar, Jamshedpur, Jodhpur, Kakinada, Kanpur, Karnataka, Kerala, Kolhapur, Kolkata, Kochi, Kota, Kozhikode, Lucknow, Ludhiana, Madurai, Mandya, Mangalore, Mumbai, Mysore, Nagpur, Nasik, Nellore, Patna, Pondicherry, Pune, Raichur, Raipur, Rajkot, Ranchi, Salem, Shillong, Shimla, Shimoga, Sholapur, Siliguri, Surat, Tirunelveli, Tirupati, Tiruppur, Trichur, Trichy, Trivandrum, Tumkur, Udaipur, Udipi, Varanasi, Vijaywada, Vizag.

#### 14. NRIs, FIs

##### a. Repatriation basis

- I. NRIs: Payment may be made either by inward remittance through normal banking channels, or from funds held in a Non-Resident (External) Rupee Account (NRE) / Foreign Currency (Non-Resident) Account (FCNR). In case Indian rupee drafts are purchased abroad or from Foreign Currency Accounts or Non-resident Rupee Accounts, an account debit certificate from the bank issuing the draft confirming the debit will need to be enclosed.
- II. FIs can pay their subscription either by inward remittance through normal banking channels or from funds held in Foreign Currency Account or Non-Resident Rupee Account maintained by the FI with a designated branch of an authorised dealer.
- III. Axis Mutual Fund has decided to restrict subscriptions from U.S. Persons (including NRIs and all persons residing in U.S., U.S Corporations or other entities organized under the laws of U.S) and Residents of Canada in the Schemes of Axis Mutual Fund.

##### b. Non-repatriation basis

In the case of NRIs, payment may be made either by inward remittance through normal banking channels or out of funds held in a NRE / FCNR / Non-Resident Ordinary Rupee Account (NRO). In case Indian rupee drafts are purchased abroad or from Foreign Currency Accounts or Non-resident Rupee Accounts, an

account debit certificate from the bank issuing the draft confirming the debit will need to be enclosed.

- c. TDS where ever applicable would be rounded off to the Rupee.

#### 15. ELECTRONIC SERVICES

The AMC provides electronic transaction services through its website and over the phone.

- a. Email facility - Applicants who provide their email address will receive communication by email. In case an investor wishes to receive a hard copy of an account statement or other document, he/she is requested to submit a request at customerservice@axismf.com or call us on 1800 3000 3300.
- b. SMS alerts facility - Applicants who wish to receive transaction alerts on their mobile phone need to provide their mobile no.
- c. Online investment facility - New or existing investors can invest with us online at www.axismf.com. To avail of this facility, applicants are requested to provide both their mobile no. and email address in the spaces provided.
- d. EasyCall Facility-New or existing investors can buy or sell units of schemes over the phone without having to remember PINs and Passwords. To do so an investor must register for our unique Easy Call facility. By filling in the registration form available on www.axismf.com.

#### 16. NOMINATION

- a. Nomination is mandatory for all the folios/accounts, where the mode of holding is single or the folio/account is opened by an individual without any joint holding. New subscriptions received from individuals without nomination will be rejected.
- b. The nomination can be made only by individuals holding units on their own behalf singly or jointly. Non-Individuals including Society, Trust, Body Corporate, Partnership Firm, Karta of Hindu Undivided Family, holder of Power of Attorney cannot nominate. If the units are held jointly, all joint holders must sign against the nomination.
- c. Nomination is not allowed for folios/accounts opened in the name of minors
- d. A minor can be nominated against a folio/account. In such a case, the name and address of the Guardian of the minor nominee must be provided. If no Guardian name is provided, the nomination of the minor will be invalid. The Guardian of the minor nominee should be a person other than the holder of that folio/account. Nomination can also be in favour of the Central Govt, State Govt, a local authority, any person designated by virtue of his office or a religious charitable trust.
- e. The Nominee cannot be a trust (other than a religious or charitable trust), society, body corporate, partnership firm, Karta of HUF or a Power of Attorney holder. A non-resident Indian can be a Nominee subject to the exchange controls in force, from time to time.
- f. Nomination stands rescinded upon transfer of units or cancellation of nomination.
- g. The nomination facility extended under the Scheme is subject to existing laws. The AMC shall, subject to production of such evidence which in their opinion is sufficient, proceed to effect the payment / transfer to the Nominee(s) in the event of demise of the unit holder. Transfer of units / payment to the nominee(s) of the sums shall discharge Axis Mutual Fund / Axis AMC of all liability towards the estate of the deceased unit holder and his / her / their successors / legal heirs.
- h. Cancellation of nomination can only be made only by those individuals who hold units on their own behalf singly or jointly and who made the original nomination. (Please note that if one of the Joint Holders die, the other surviving holders cannot cancel or change the nomination.)
- i. Nomination shall be registered only if the form is filled in completely.
- j. Nomination will be updated at folio/account level and not at scheme level.
- k. Nomination can be made for maximum of 3 nominees. In case of multiple nominees, the percentage of allocation / share in favour of each of the nominees should be indicated against their name and such allocation / share should be in whole numbers without any decimals making a total of 100 percent. In the event of unit holders not indicating the percentage of allocation / share for each of the nominees, the Mutual Fund / the AMC, by invoking default option shall settle the claim equally amongst all the nominees.
- l. The investor(s) who nominate is / are deemed to have read and understood the provisions of Regulation 29 A of SEBI (Mutual Funds) Regulations, 1996, read with SEBI circular dated Feb. 16, 2004 and / or any amendments thereto or any rules / regulations framed in pursuance thereof governing the nomination facility and agree/s to be bound by the same.
- m. Fresh nominee registrations will override older nominations under the folio.
- n. In case an investor does not wish to nominate for a specific folio / account, he/she should strike off the nomination fields and mention "Nomination not required".
- o. Even those investors who do not wish to nominate must sign separately confirming their non-intention to nominate.

#### 17. DEMAT ACCOUNT DETAILS

If you wish to invest in the scheme through Demat you need to have a beneficiary account with a Depository Participant (DP) of the NSDL/CDSL and specify the same in this Application Form. You must ensure that the sequence of names with other details like address, PAN, etc mentioned under Demat details should match with DP records. Only those applications where the details are matched with the depository data, will be treated as valid application. If the details mentioned in the application are incomplete / incorrect, or does not match with the depository data, the applicant shall be treated as invalid and shall be liable to be rejected and would be allotted in Physical form. Demat option will be applicable for the applications along with SIP option.

Please attach Client Master List along with application form.

#### 18. TRANSACTION CHARGE

As per SEBI circular dated August 22, 2011, Transaction Charge per subscription of ₹ 10,000/- and above shall be charged from the investors and shall be payable to the distributors/ brokers (who have not opted out of charging the transaction charge) in respect of applications routed through distributor/broker relating to Purchases / subscription / new inflows only (lumpsum and SIP), subject to the following:

- For Existing / New investors: ₹ 100/ ₹ 150 as applicable per subscription of ₹ 10,000/- and above.
- Transaction charge for SIP shall be applicable only if the total commitment through SIP amounts to ₹ 10,000/- and above. In such cases the transaction charge would be recovered in maximum 3/4 successful installments.
- There shall be no transaction charge on subscription below ₹ 10,000/-.
- There shall be no transaction charges on direct investments.

The requirement of minimum application amount shall not be applicable if the investment amount falls below the minimum requirement due to deduction of transaction charges from the subscription amount.

# FORM 1 - FOR LUMP SUM / SIP INVESTMENTS



Application No. \_\_\_\_\_

Distributor ARN	Sub-Distributor ARN	Sol ID / Internal Sub-Broker	Employee Code	EUIN	Serial No., Date & Time Stamp
ARN <input type="text"/>	ARN <input type="text"/>			E <input type="text"/>	

Upfront commission shall be paid directly by the investor to the AMFI registered distributor based on the investor's assessment of various factors including the service rendered by the distributor.

I/We hereby confirm that the EUIN box has been intentionally left blank by me/us as this transaction is executed without any interaction or advice by the employee/relationship manager/sales person of the above distributor/sub broker or notwithstanding the advice of in-appropriateness, if any, provided by the employee/relationship manager/sales person of the distributor/sub broker.

First / Sole Applicant / Guardian

Second Applicant

Third Applicant

Power of Attorney Holder

**TRANSACTION CHARGES FOR APPLICATIONS THROUGH DISTRIBUTORS ONLY** (Refer 18) In case the subscription amount is ₹ 10,000 or more and your Distributor has opted to receive Transaction Charges, the same are deductible as applicable from the purchase/ subscription amount and payable to the Distributor. Units will be issued against the balance amount invested.

- I confirm that I am a first time investor across Mutual Funds.  
 I confirm that I am an existing investor in Mutual Funds.

**1 EXISTING INVESTOR'S FOLIO NUMBER** (If you have an existing folio with KYC validated, please mention here and skip to section 5/6.)

**2 FIRST APPLICANT'S DETAILS** Title  Mr.  Ms.  M/s

Name (1<sup>st</sup>)

Date of birth       PAN Refer 9       Enclose  Attested PAN copy  KYC Acknowledgment / Letter

**For Investments "On behalf of Minor"** (Refer 10)  Birth Certificate  School Certificate  Passport  Other  Guardian named below is  Father  Mother  Court Appointed

Name of the Guardian if minor attach proof of date of birth / Contact person for non individuals / PoA holder name  Guardian / PoA PAN

Correspondence / Overseas address (For FIIs/NRIs/PIOs)

City  State  Pin Code

Overseas address  Country

Email (Refer 15a)  Mobile  Tel.

Status  Resident Individual  Proprietor  HUF  Minor  Society  FII  NRI  PIO  Partnership Firm  Trust  Company  Other  Specify

Occupation  Pvt. Sector Service  Public Sector  Gov. Service  Housewife  Defence  Professional  Retired  Business  Agriculture  Student  Forex Dealer  Other  Specify

Gross Annual Income OR Net-worth* in ₹ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> as on Date <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/> < 1 L <input type="checkbox"/> 1-5 L <input type="checkbox"/> 5-10 L <input type="checkbox"/> 10-25 L <input type="checkbox"/> > 25 L	*Should not be older than one year <input type="checkbox"/> Politically Exposed Person (PEP) <input type="checkbox"/> Related to a PEP	Is the entity involved in any of the following services: • Foreign Exchange/ Money Changer <input type="checkbox"/> Yes <input type="checkbox"/> No • Gaming/ Gambling/ Lottery (casinos, betting syndicates) <input type="checkbox"/> Yes <input type="checkbox"/> No • Money Lending/ Pawning <input type="checkbox"/> Yes <input type="checkbox"/> No
	<input type="checkbox"/> < 1 L <input type="checkbox"/> 1-5 L <input type="checkbox"/> 5-10 L <input type="checkbox"/> 10-25 L <input type="checkbox"/> > 25 L <input type="checkbox"/> 25 L - 1 C <input type="checkbox"/> > 1 C		

Any other information

**3 JOINT APPLICANT'S DETAILS** Mode of Holding  Joint (Default)  Anyone or Survivor

Name (2<sup>nd</sup>)

PAN  Enclose  Attested PAN card copy  KYC Acknowledgment (Refer 8) Mobile +91

Name (3<sup>rd</sup>)

PAN  Enclose  Attested PAN card copy  KYC Acknowledgment (Refer 8) Mobile +91

Email 2<sup>nd</sup>  Email 3<sup>rd</sup>

**4 BANK ACCOUNT DETAILS FOR PAY-OUT** (Mandatory, Refer 6 and avail of Multiple Bank Registration Facility.)

Bank Name

Bank A/c No.  Type  Current  Savings  NRO  NRE  FCNR  Others  Specify

Branch Name  City  Pin

IFSC Code (11 digit)\*  MICR Code (9 digit)\*  \*Mentioned on your cheque leaf

**5 DEBIT MANDATE** (For Axis Bank account holders only. Refer 5d.) To be processed in CMS software under client code "AXISMF" Application No. \_\_\_\_\_

Date       TO BE DETACHED BY KARVY AND PRESENTED TO AXIS BANK CMS DEPARTMENT

I/ We  Name of the account holder(s)

authorise you to debit my/our account no.  to pay for the purchase of

- Axis Long Term Equity Fund  Axis Income Saver  Axis Triple Advantage Fund  Axis Midcap Fund  
 Axis Equity Fund  Axis Focused 25 Fund

Amount  (figures)  (words)

Signature of Account Holder

**ACKNOWLEDGMENT SLIP** (To be filled in by the investor) Application No. \_\_\_\_\_

Received subject to realisation, verification and conditions, an application for purchase of Units as mentioned in the application form.

From

Cheque no.	Date	Amount	Scheme
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Stamp & Signature

**6 INVESTMENT & PAYMENT DETAILS** (Investors applying under Direct Plan must mention "Direct" against scheme name, refer 2)

Payment type  Non-Third Party Payment  Third Party Payment (Please attach Third Party Payment Declaration Form)

Scheme  Plan  Option  Dividend Frequency (Quarterly/ Half Yearly/ Annual)\*

\*Applicable only for Axis Income Saver

LUMP SUM (Fill 6A only)  MICRO LUMP SUM (Fill 6A only)  SIP AXIS BANK DEBIT MANDATE (Fill 6B)  SIP ELECTRONIC AUTO DEBIT (Fill 6B)  MICRO SIP (Fill 6B)

**6A LUMPSUM Do not submit SIP Auto Debit Form**

Mode  Cheque  DD  Axis Bank Debit Mandate (Please fill section 5.) Cheque / DD no.  Dated   
 Amount (figures)  (words)   
 Pay-in A/c no.   
 Account type  Savings  NRO  NRE  Current  FCNR  Others  Specify  Drawn on bank / branch name

**6B SIP (For SIP through Electronic Auto Debit submit SIP Auto Debit (Form 2) with Form 1**

Monthly SIP Amount (figure)  (words)   
 Preferred date for monthly debit (Any date except 29<sup>th</sup>, 30<sup>th</sup> and 31<sup>st</sup>)   
 SIP period  Till you instruct to discontinue or no. of installments  (Minimum 30 installments) from  to\*  \*Fill only if no. of installments have been specified, else leave blank.  
 First SIP Installment details Drawn on bank / branch name   
 Mode  Cheque  DD  Axis Bank Debit Mandate (Please fill section 5.) Cheque / DD no.  Dated

**DEMAT ACCOUNT DETAILS OF FIRST / SOLE APPLICANT** (Name should be as available in demat account. Refer 17)  NSDL  CDSL

Depository Participant (DP) Name   
 DP ID  Beneficiary A/c No.

**7 NOMINATION DETAILS** (Refer 16)

Name (Date of Birth if nominee is minor)	Address	Guardian Name (in case Nominee is a Minor)	Signature (Guardian in case Nominee is a Minor)	Allocation %
Unit Holder's Signature <small>If you do not wish to nominate sign here.</small>	First / Sole Applicant / Guardian	Second Applicant	Third Applicant	Power of Attorney Holder
				100%

**8 DECLARATION AND SIGNATURE**

Having read and understood the content of the SID / SAI of the scheme, I/we hereby apply for units of the scheme. I have read and understood the terms, conditions, details, rules and regulations governing the scheme. I/we hereby declare that the amount invested in the scheme is through legitimate source only and does not involve designed for the purpose of the contravention of any Act, Rules, Regulations, Notifications or Directives of the provisions of the Income Tax Act, Anti Money Laundering Laws, Anti Corruption Laws or any other applicable laws enacted by the Government of India from time to time. I/we have not received nor have been induced by any rebate or gifts, directly or indirectly in making this investment. I/we confirm that the funds invested in the Scheme, legally belongs to me/us. In event "Know Your Customer" process is not completed by me/us to the satisfaction of the Mutual Fund, I/we hereby authorize the Mutual Fund, to redeem the funds invested in the Scheme, in favour of the applicant, at the applicable NAV prevailing on the date of such redemption and undertake such other action with such funds that may be required by the law. The ARN holder has disclosed to me/us all the commissions (trail commission or any other mode), payable to him for the different competing Schemes of various Mutual Funds amongst which the Scheme is being recommended to me/us. I/we confirm that I/we do not have any existing Micro SIP/Lumpsum investments which together with the current application will result in aggregate investments exceeding ₹ 50,000 in a year (Applicable for Micro investment only.) with your fund house. For NRIs only - I / We confirm that I am/ we are Non Residents of Indian nationality/origin and that I/we have remitted funds from abroad through approved banking channels or from funds in my/ our Non Resident External / Non Resident Ordinary / FCNR account. I/we confirm that details provided by me/us are true and correct.

First / Sole Applicant / Guardian  Second Applicant  Third Applicant  Power of Attorney Holder


**QUICK CHECKLIST**

- KYC acknowledgement letter (Compulsory for MICRO Investments)
- Self attested PAN card copy
- Email id and mobile number provided for online transaction facility
- Plan / Option name mentioned in addition to scheme name
- SIP Auto Debit Form for SIP investments
- Multiple Bank Accounts Registration form (if you want to register multiple bank accounts so that future payments can be made from any of the accounts)
- Relationship proof between Guardian and Minor (if application is in the name of a Minor) attached
- Additional documents attached for Third Party payments. Refer instructions.

AXIS MUTUAL FUND HELPS YOU RELAX WITH,




**EasyInvest**  
Invest online without any prior registration.  
<https://online.axismf.com>



**EasyCall™**  
1800 3000 3300  
Buy / Sell units without PINs or Passwords.



**EasySMS**  
SMS HELP to 92120 10033  
Transact and get folio details on the go.



**EasyApp**  
SMS EasyApp to 92120 10033  
to download, Invest with ease on your Android smartphone.



**Risk Managed Products**

\*Buy\* means purchased and \*Sell\* means redemption of units of Axis Mutual Fund schemes.



Distributor ARN	Sub-Distributor ARN	Sol ID / Internal Sub-Broker	Employee Code	EUIN	Serial No., Date & Time Stamp
ARN [ARN- ]	ARN [ ]			E [E ]	

Upfront commission shall be paid directly by the investor to the AMFI registered distributor based on the investor's assessment of various factors including the service rendered by the distributor.

"I/We hereby confirm that the EUIN box has been intentionally left blank by me/us as this transaction is executed without any interaction or advice by the employee/relationship manager/sales person of the above distributor/sub broker or notwithstanding the advice of in-appropriateness, if any, provided by the employee/relationship manager/sales person of the distributor/sub broker."

First / Sole Applicant / Guardian	Second Applicant	Third Applicant	Power of Attorney Holder
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**TRANSACTION CHARGES FOR APPLICATIONS THROUGH DISTRIBUTORS ONLY (Refer 18 and any one)**

I confirm that I am a first time investor across Mutual Funds.  I confirm that I am an existing investor in Mutual Funds.

In case the subscription amount is ₹ 10,000 or more and your Distributor has opted to receive Transaction Charges, the same are deductible as applicable from the purchase/ subscription amount and payable to the Distributor. Units will be issued against the balance amount invested.

Tick whichever is applicable :  New SIP registration by new investor  New SIP registration by existing investor  Change in Bank details by investor

**1 APPLICANT'S PERSONAL DETAILS (MANDATORY)**

Application Form No. (For New Applicants) [ ] OR Folio No. (For Existing Unit holders) [ ]

Sole / 1st Unitholder [ ] First Name [ ] Middle Name [ ] Last Name [ ]

Email ID [ ] For receiving statements over email instead of post

PAN [ ] 1st Applicant [ ] 2nd Applicant [ ] 3rd Applicant [ ]

Enclose  Attested PAN card  KYC Letter  Attested PAN card  KYC Letter  Attested PAN card  KYC Letter

**2 DECLARATION AND SIGNATURE (To be signed by ALL UNIT HOLDERS if mode of holding is 'joint')**

Date [D][D][M][M][Y][Y]

I / We declare that the particulars furnished here are correct. I / We authorise Axis Mutual Fund acting through its service providers to debit my / our bank account towards payment of SIP instalments through an Electronic Debit arrangement. If the transaction is delayed or not effected at all for reasons of incomplete or incorrect information, I/we would not hold the user institution responsible. I/We will also inform Axis Mutual Fund about any changes in my bank account.

Sole/ 1st Unit Holder / POA  2nd Unit Holder  3rd Unit Holder

**3 AUTO DEBIT AUTHORISATION BY BANK ACCOUNT HOLDERS**

**The Manager**

Name of Bank [ ] Branch [ ] City [ ]

I / We authorize Axis Mutual Fund, acting through its service providers, to debit my account through ECS (Debit) clearing / Direct debit (Standing Instruction) as per the details given here:

A) Folio No. / Application No. [ ]	Scheme	
B) Account Number [ ] A/c holder's name as in bank records [ ]	Plan*	
C) Account Type (Please ✓) <input type="checkbox"/> Savings <input type="checkbox"/> Current <input type="checkbox"/> Cash Credit	Option	
D) 9-Digit MICR Number of the Bank & Branch [ ]	SIP Auto Debit Date	(29th, 30th & 31st not available) (DD)
	Frequency	Monthly
	SIP Installment Amount	Please refer to KIM for min. installment amount
	SIP Auto Debit Period (minimum 30 months)	From [M][M][Y][Y] To [M][M][Y][Y]
	<input type="checkbox"/> Till you instruct Axis Mutual Fund to discontinue. Please fill in the 'To' date only if no. of installments have been specified in the Application Form. *Investors applying under Direct Plan must mention "Direct" against scheme name	

I / We declare that the particulars furnished above are correct. If the transaction is delayed or not effected at all for reasons of incomplete or incorrect information, I / we would not hold the user institution responsible. I / We will also inform Axis Mutual Fund about any changes in my bank account.

**NAME(S) & SIGNATURE(S) OF BANK ACCOUNT HOLDER(S) AS IN BANK RECORDS**

Name(s)	Sole/1st Bank Account Holder / POA	2nd Bank Account Holder	3rd Bank Account Holder
Signature(s)	<input checked="" type="checkbox"/> Sole/1st Bank Account Holder / POA	<input checked="" type="checkbox"/> 2nd Bank Account Holder	<input checked="" type="checkbox"/> 3rd Bank Account Holder
Date	[D][D][M][M][Y][Y] (To be signed by all holders if mode of operation of Bank Account is 'Joint')		

**ATTESTED BY THE BANKER**  
(Mandatory, if your First SIP Installment is through a Demand Draft / Pay Order)  
I / We certify that the signature of account holder(s) and the bank account details are correct as per our records.

Stamp & Signature

<b>FOR OFFICE USE ONLY (not to be filled in by investor)</b>	We confirm that we have taken the above ECS / Auto Debit instructions on our records.
Recorded on [D][D][M][M][Y][Y]	Stamp of Bank Branch Manager
Recorded by [ ]	Signature
Credit A/c No. [ ]	Name



# SIP

matlab  
sleep in peace<sup>™</sup>

SMS relax to 9212010033

\*SIP refers to Systematic Investment Plan.

*relax.* IT'S AXIS.

 **AXIS MUTUAL FUND**

**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 ₹ 1 lakh). **Trustee:** Axis Mutual Fund Trustee Ltd. **Investment Manager:** Axis Asset Management Co. Ltd. (the AMC). **Risk Factors:** The sponsor is not liable or responsible for any loss or shortfall resulting from the operation of the scheme. **Mutual Fund investments are subject to market risks, read all scheme related documents carefully.**