

A little surprise, a stronger relationship.

AXIS HYBRID FUND-Series 28

(1331 DAYS CLOSE ENDED DEBT SCHEME)

Just the potential positive surprise of equity with the stability of debt.

This is not a capital protection oriented scheme.



NEW FUND OFFER: OCTOBER 27, 2015 - NOVEMBER 10, 2015

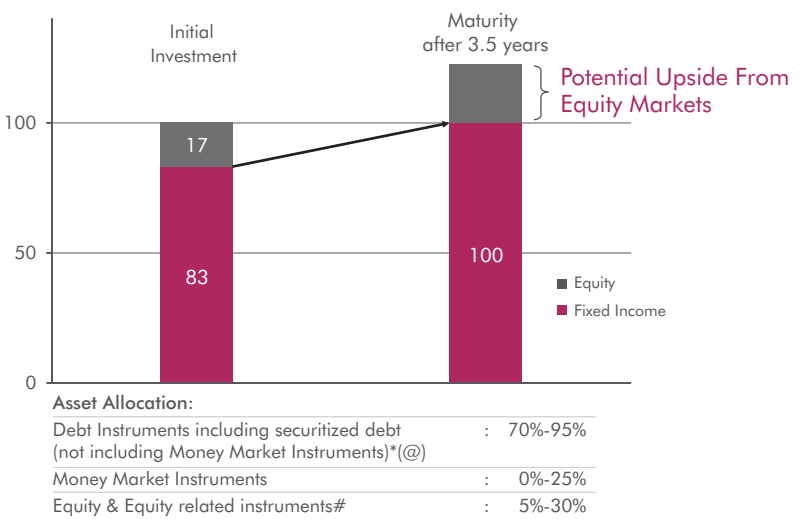


How does the hybrid strategy work?

- Predominantly investment is made in fixed income portfolio which will endeavor to provide stability
- Balance portion is invested in equity and equity related instruments to participate in potential upside from equity markets

Illustration

- Assuming an initial investment of ₹ 100 for 3.5 years
- Yield on fixed income instruments assumed to be 8.43% (3 year AAA yield as of 23rd September 2015)
- No tenor mismatch between the invested instrument & the period of investment
- For the fixed income portion to grow to ₹ 100 (net of annual recurring expenses), we will have to invest ₹ 83 in 3.5 years high quality debt instruments
- Remaining ₹ 17 will be invested in equity & equity related instruments including equity linked options
- The entire fixed income portion will be invested in NCDs & CDs maturing in line with the maturity of the scheme



Fixed income portion will invest in high quality debt instruments Equity portion will include equity linked options

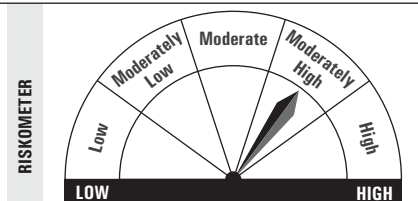
*Securitized debt up to 50% of the net assets of the Scheme. The Scheme shall not invest in foreign securitized debt. @ Includes CDs issued by All India Financial Institutions recognized by RBI, such as NABARD, SIDBI, Exim Bank, NHB for tenors in excess of one year. # Including derivatives instruments to the extent of 30% of the Net Assets. The above chart is only for illustration purposes, purely to explain the concept of the scheme and should not be taken as any indication of equity market return/ returns that maybe generated by the scheme. The fixed income portion does not offer any assured returns/ capital protection. It is subject to market risks including risk of issuer default. The actual allocation can be different within the Asset Allocation and Investment Pattern mentioned in the SID. Please refer SID/ KIM before investing.

Axis Hybrid Fund - Series 28 (1331 days close ended debt scheme)

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

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



Investors understand that their principal will be at moderately high risk

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3 Reasons to Invest

- Offers an attractive route to take equity allocation for conservative investors.
- For long term growth, equity has potential of higher appreciation as compared to fixed deposits.
- Blends equity participation with the relative stability of debt.

Key Features

Type of Scheme	1331 days close ended debt scheme
Benchmark	A combination of Crisil Composite Bond Fund Index (85%) and CNX Nifty Index (15%)
Fund Manager	Devang Shah - Fund Manager, Fixed Income Ashwin Patni - Fund Manager, Equity
Minimum Application Amount	₹ 5,000 and in multiples of ₹ 10 thereafter
Plans/ Options Offered	Growth & Dividend Payout Facility

EASY SERVICES FROM AXIS MUTUAL FUND



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to download. Invest with ease
on your Android smartphone.



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PINs or Passwords.



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details on the go.



EasyInvest

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Invest online without any
prior registration.

'Buy' means purchase and 'Sell' means redemption of units of Axis Mutual Fund schemes.

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:** Axis Bank Limited 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.**

Axis Asset Management Company Limited

Investment Manager to Axis Mutual Fund

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