

Axis Brand Equity Portfolio

As on 30th September 2025

Investment Manager

Axis Asset Management company Limited

Investment Objective

To generate long term capital appreciation by investing in a diversified portfolio of equity instruments of companies with brands.

Key Terms

Investment Approach	Axis Brand Equity Portfolio
Inception Date	27th January 2017
Strategy	Equity
Allocation of Portfolio across Types of securities	Equity & Equity related instruments 80-100% & Debt & Money market instruments 0-20%
Primary Benchmark ^k	NIFTY 50 TRI
Secondary Benchmark*	NIFTY 500 Multicap 50:25:25

Portfolio Details

AUM	₹ 1,016 crores
Avg Market Capitalization	₹ 2,53,897 crores
Performance Reporting Structure Time	Weighted Rate of Return (TWRR)
Certificate Registration No.	INP000003534
Indicative Inv. Horizon	3 years
Min. Investment Amount	₹ 50 Lakhs
STO Options	5/10 installments
Fee Structure	As per the term sheet
Exit Load	As per the term sheet

Risks associated with the Investment Approach

Evaluation of companies from a Brand perspective may exclude securities of certain issuers for non-investment reasons and therefore the strategy may forgo some market opportunities available to strategy that don't fit the Brand theme. Stocks of companies with Brand attributes may shift into and out of favor with stock market investors depending on market and economic conditions, and the strategy's performance may at times be better or worse than the performance of stocks that do not have brand attributes.

General Risk Factors

- Risks associated with investments in Equities
- Risks associated with investments in Fixed Income Instruments
- Risks associated with Investments in Securitised Debt Instruments
- Risk Factor associated with debt instruments having credit enhancement
- Risk Factor associated with investing in Tier I and Tier II Bonds
- Risk associated with Investment in Mutual Fund Units
- General Risks associated with investments

Portfolio Manager Profile

Mr. Hitesh Zaveri - SVP & Head - Listed Equity Alternatives

Hitesh Zaveri joined Axis AMC in 2022 as SVP & Head - Listed Equity Alternatives with relevant CAT-3 AIF strategies and listed equities for CAT-2 strategies. Hitesh has over 25 years of experience in portfolio management, investment banking and equity research. Prior to joining Axis AMC, he served as Head of Investments in the PMS business at Aditya Birla Mutual Fund. Hitesh has also worked with Enam Asset Management as Executive Director & Portfolio Manager and Edelweiss Capital as Senior VP & Co-Head of Institutional Research. He has managed large equity funds, authored research reports and executed a number of transactions in M&A, IPO and IB assignments that involved Restructuring and Delisting in his past roles. Hitesh has contributed his research to a book co-authored by two Harvard Business School Professors - 'Wall Street Research - Past Present & Future', co-authored by Prof. Boris Groysberg and Prof. Paul Healy, published by Stanford Press.

Qualification:- MBA from Mumbai University, Hitesh has also completed Advanced Management Program, Investment Management Program, and General Management Program from the Harvard Business School and Executive Development Program from The Wharton School. Also, he is an alumnus of Harvard Business School and an Advisor to the Board of HBS Club of India.

Source: Axis Internal Research

Investment Strategy (Basis of selection of securities)

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

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

- Sustainable competitive advantage
- Capable Management Team
- Good Corporate governance

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

Market Commentary

Market Overview

Indian equities started the month on a strong note amid positive news on GST rationalization, strong economic momentum and a 25 bps rate cut by the US Federal Reserve. However, this momentum was disrupted by a sharp market decline following the US administration's announcement of a one-time fee of US\$100,000 on new H-1B visa petitions and a 100% tariff on branded drug imports. Consequently, the BSE Sensex and Nifty 50 ended the month with small gains of 0.6% and 0.8%, respectively. The mid and small-cap indices outperformed, with the NSE Midcap 100 rising by 1.4% and NSE Smallcap 100 gaining by 1.9%. At a sector level, metals, auto and oil & gas indices ended higher while consumer durables, IT and FMCG indices declined.

Meanwhile, Foreign Portfolio Investors (FPIs) remained net sellers for the third consecutive month in September, pulling out US\$2.7bn while Domestic Institutional Investors (DIIs) remained supportive with US\$7.4bn in equity purchases. Year to date, FPI outflows total US\$18bn while the DIIs bought to the tune of US\$66.7bn.

The stalemate on the reciprocal tariffs scenario continues, and this uncertainty has led to a dampened market sentiment. The additional measures initiated by the US such as a sharp increase in the H1B visa fees and the import duty on branded drugs further impacted markets sentiment. India's pharmaceutical exports, being predominantly generic, are expected to face limited immediate impact from recent US trade measures. However, over time, these changes could influence procurement strategies, pricing structures, and regulatory priorities. In the IT services sector, stricter H-1B visa regulations are anticipated to raise onsite delivery costs and restrict workforce mobility.

GST rationalization is expected to gradually stimulate demand, with the auto sector already showing early signs of recovery ahead of the festive season. This positive momentum is likely to extend to other segments such as FMCG, consumer durables, cement, and broader discretionary categories, supported by rural recovery and recent direct tax relief measures. Additionally, the upcoming festive period is anticipated to further boost consumption across sectors, with rising expectations already evident in both the automobile and staples segments.

Given the rangebound movement in markets, valuations have come off the highs. On a relative basis, India's premium to global and emerging markets is off higher levels. Such relative valuation premium levels of India to peers are nearly the lowest in four to five years. Yet, India remains one of the most expensive markets globally, only trailing the US.

Policy driven catalysts could once again act as a turning point, the impact of GST reforms and the prospect of a favourable trade agreement with the US may serve as significant tailwinds in boosting economic activity including consumption.

Overall, India continues to offer a compelling medium to long term growth opportunity, supported by resilient domestic demand, a favorable rural outlook post-monsoon, and supportive macroeconomic indicators.

Market Outlook

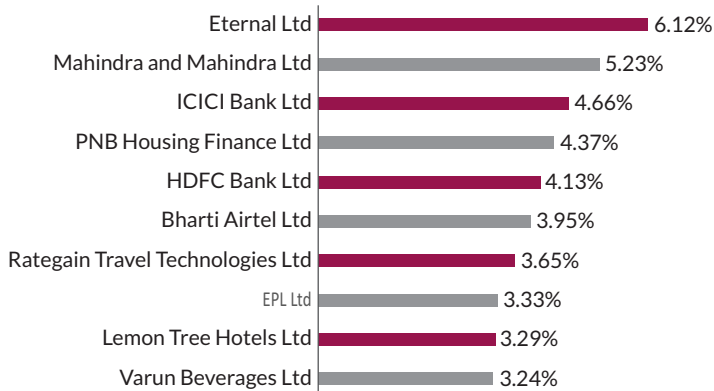
September saw no FY26 EPS cuts, keeping 3M rolling cuts flat at 1%. FY27E EPS cuts also slowed to 0.2% MoM, the lowest in seven months, offering optimism. Sector-wise, upgrades in autos (post-GST rejig) and energy (higher GRM) were offset by cuts in utilities. Mid-cap premium over large-cap continues to correct (now 30% vs long-term mean of 25%), while small-cap premium remains elevated, posing correction risk. Domestic sector upgrades should persist, supported by festive demand, higher discretionary spending, and improving macro indicators. The RBI has cut the repo rate by 100 bps to 5.5%, and CRR is set to drop by 150 bps to 3% across four tranches. Surplus liquidity supports effective rate transmission. Household income may benefit from tax and GST reductions, aiding rural demand recovery.

Globally, while risks remain, markets have absorbed recent shocks. Export-linked sectors face headwinds, but trade talks with the US show promise. India's underperformance has erased post-COVID PE rerating vs MSCI EM. Though still expensive historically, valuations are now more aligned with EM peers.

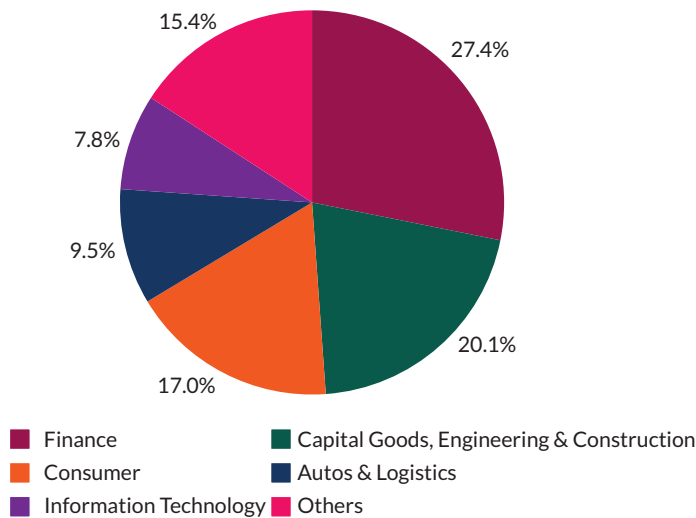
Portfolio Positioning

For the month, we added BSE Limited, as the Options Expiry Day swap impact has been softer than the market expected, with premium ADTO holding up well and market share losses remaining limited. The volume run-rate remains strong, which could lead to potential earnings upgrades.

Top 10 Holdings



Sector Mix



Risk Ratios

Beta	0.91
Standard deviation	11.4%
Sharpe ratio	0.52

All risk ratios are calculated on a 3 year basis.

Month on Month Performance

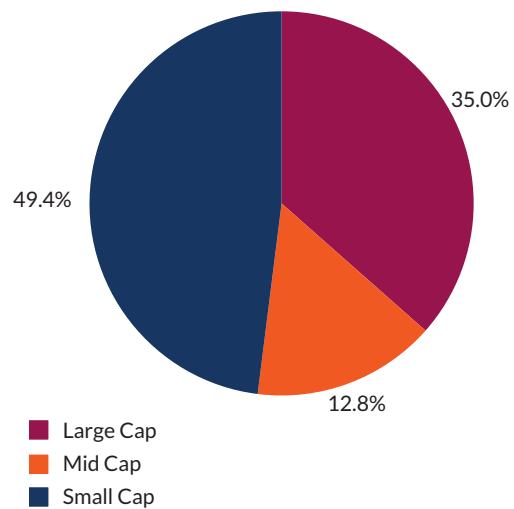
Period	Axis Brand Equity Portfolio	NIFTY 50 TRI (Primary Benchmark)	NIFTY 500 Multicap 50:25:25 (Secondary Benchmark)
Sep-25	0.10	0.77	1.24
Aug-25	-3.33	-1.21	-2.24
Jul-25	-0.80	-2.77	-2.95
Jun-25	2.72	3.37	4.18
May-25	6.15	1.92	5.09
Apr-25	3.85	3.48	3.05
Mar-25	5.21	6.31	7.67
Feb-25	-9.75	-5.79	-8.91
Jan-25	-5.46	-0.45	-5.06
Dec-24	-2.07	-2.02	-0.78
Nov-24	-1.62	-0.26	0.03
Oct-24	-6.21	-6.12	-5.85

Source: Axis Internal Research

Holding Analysis

Parameters	Portfolio
No. of Stocks	39
Top 5 Stock Holding	24.5%
Top 10 Stock Holding	42.0%
Top 3 Sectors	64.5%

Market Cap Mix



Attribution

Top contributors	Top detractors
RateGain Travel Technologies Ltd.	CMS Info Systems Ltd.
PNB Housing Finance Limited	Varun Beverages Ltd.
Mahindra & Mahindra Ltd.	EPL Limited

Performance (As on 30th September 2025)

Period	Axis Brand Equity Portfolio	NIFTY 50 TRI (Primary Benchmark)	NIFTY 500 Multicap 50:25:25 (Secondary Benchmark)
1 month	0.10	0.77	1.24
3 month	-4.00	-3.20	-3.95
6 month	8.70	5.53	8.37
1 year	-11.82	-3.45	-5.71
2 year	7.47	13.31	16.66
3 year	11.68	14.22	18.65
4 year	8.23	10.03	13.80
5 year	16.02	18.38	23.39
Since inception*	10.84	14.30	15.88

*Inception Date: 27th January 2017

DISCLAIMER AND RISK FACTORS:

The above returns are calculated on a consolidated Time Weighted Rate of Return (TWRR) basis and are as on 30th September 2025. The returns for one year or less are on absolute basis, while returns more than one year are on annualized basis. Please note that performance of your portfolio may vary from that of other investors and that generated by the Investment Approach across all investors because of 1) the timing of inflows and outflows of funds; and 2) differences in the portfolio composition because of restrictions and other constraints. The returns are net of all fees and all expenses (including taxes). Returns for individual clients may differ depending on time of entry in strategy. Past performance may or may not be sustained in future and should not be used as basis for comparison with other investments. The performance related information provided herein has not been verified by SEBI.

Investments in Securities are subject to market and other risks and there is no assurance or guarantee that the objectives of any of the strategies of the Portfolio Management Services will be achieved. The stocks referred in this document are a part of the existing PMS strategy as on 30th September 2025. The portfolio data mentioned above is of client representing general holdings and data of an individual client may vary significantly from the above. These Stocks may or may not be bought for new clients. The stocks may or may not be forming part of the current or future portfolio and portfolio manager can exit any of the stocks without notice. The companies/sectors referred herein above should not be construed as recommendations from Axis Asset Management Company Limited (AAMCL). Name of the PMS Strategy does not in any manner indicate its future prospects and returns.

Any information contained in this material shall not be deemed to constitute an advice, an offer to sell/purchase or as an invitation or solicitation to do for security of any entity and further AAMCL and its employees/directors shall not be liable for any loss, damage, liability whatsoever for any direct or indirect loss arising from the use of this information. Recipients of this information should exercise due care and caution and read the disclosure document, client agreement and annexure to the said document (if necessary obtaining the advice of finance/other professionals) prior to taking any decision on the basis of this information and to understand the risks associated with the investment approach.

The portfolio's strategy is to invest in a diversified portfolio of companies across sectors. Fund manager finds it most suitable as per the strategy and is the closest benchmark among the APMI circular list of benchmarks.

* As the portfolio's strategy is Multicap the above benchmark is more suitable for performance comparison amongst the list for secondary benchmark. The secondary benchmark was introduced from 11th August 2025.

DIRECT CLIENTS: Clients can invest directly with Portfolio Manager, without intermediation of persons engaged in distribution services. For investing directly with the Portfolio Manager, client can visit any of the branches of Axis AMC or contact Relationship Manager of Axis AMC.

Please click on the below link to view the performance relative to other Portfolio Managers - <https://www.apmiindia.org/apmi/welcomeiaperformance.htm?action=PMSmenu>

Market caps are defined as below: a. Large Cap: 1st -100th company in terms of full market capitalization. b. Mid Cap: 101st -250th company in terms of full market capitalization. c. Small Cap: 251st company onwards in terms of full market capitalization.

The Sector Mix is Axis Internal bifurcation based on AMFI Classification of sectors.