



SEPT
2013

When my dad
plans to take
me to Lord's.

Khwahishon Ko Tareekh Dijiye

**AXIS
INCOME
SAVER**
An open ended income fund

Khwahishon Ko Taareekh Dijiye!

Making your wife proud by taking her to an exotic destination

or

Watching your kid explode with joy when you take him to the Mecca of cricket

Moments like these make our lives ever so memorable. Yet most of us seldom plan for these. All we do is put aside our money into an investment plan without really knowing what it does.

Well...it's time you start putting a date to your dreams. **Because Axis Income Saver now allows you to save with confidence.** Confidence that comes from knowing that your investment is balanced between the stability of debt and potential growth of equity, and confidence that comes from knowing that your money will be managed with a focus on risk control.

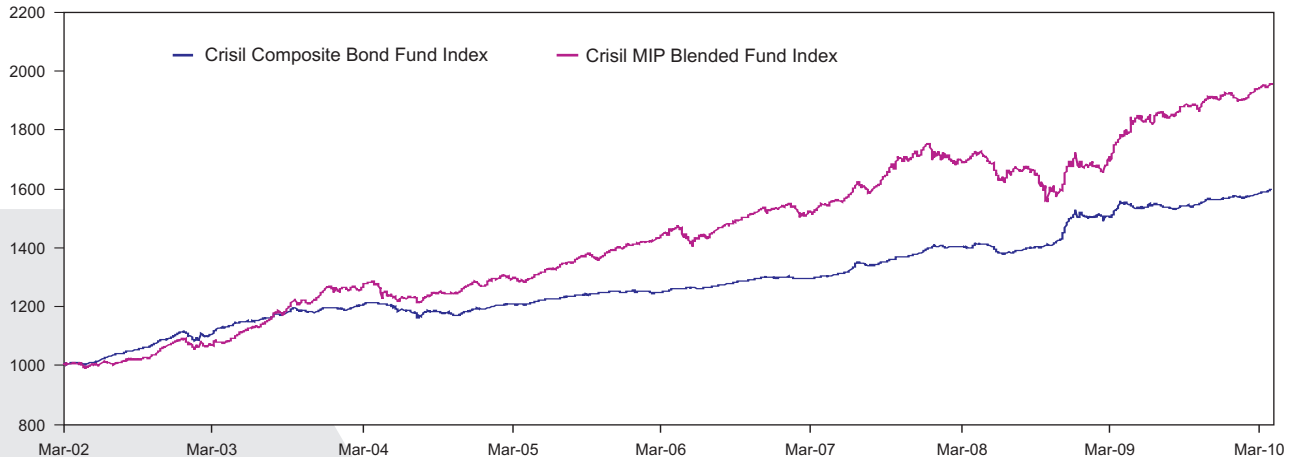
So that your kid can watch that match at Lords; so that you can now go deep sea diving in Andaman

Advantage Income Funds that have Equity Exposure

Equity component → Outperformance in the medium term

Period	Returns * (% p.a.)		
	Crisil MIP Blended Fund Index	Crisil Composite Bond Fund Index	Difference
3 Years	8.20%	7.10%	1.10%
5 Years	8.90%	5.80%	3.10%

- Crisil MIP Blended Fund Index has outperformed Crisil Composite Bond Fund Index over most time periods
- Performance differential has persisted despite equity volatility.



Past performance is not indicative of future results. Data for the period 31 Mar 2002 to 30 Apr 2010. Source: ACEMF

*Returns are point to point and annualized as on 30 April 2010

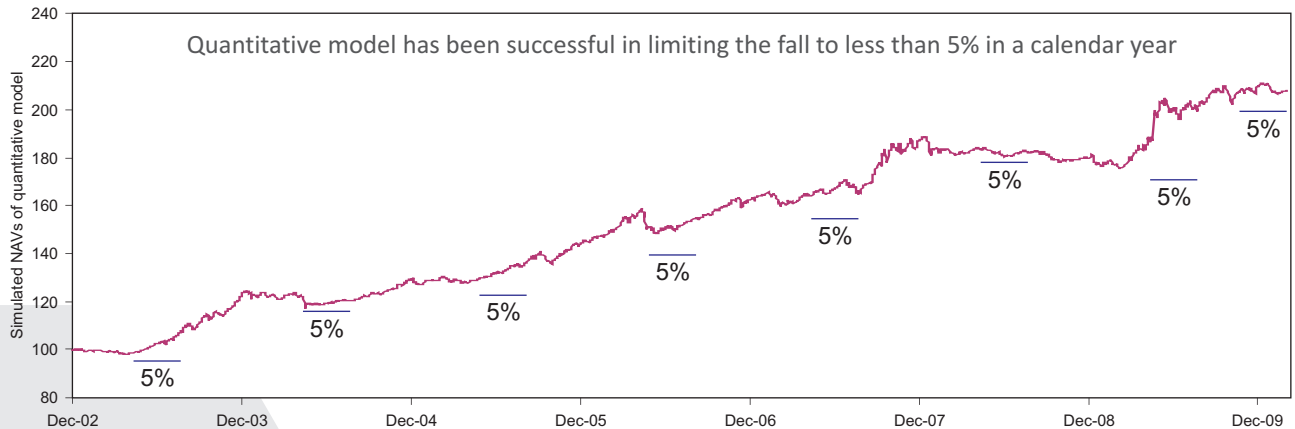
Axis Income Saver – Key Details & Strategy

Investment Objective - Generate regular income and capital appreciation, while managing risk through active asset allocation

Why?	Regular Income	Capital Appreciation	Risk Management
What?	Fixed Income	Equities	Asset Allocation
How?	<p>65 - 99% of the portfolio</p> <p>Focus on accrual</p> <p>Low risk</p> <p>High credit quality</p>	<p>1 - 35% of the portfolio</p> <p>Diversified portfolio</p> <p>Bottom-up stock selection</p> <p>Focus on sustainable growth companies</p>	<p>Quantitative asset allocation</p> <p>Focus on downside risk with target of limiting fall to 5% in any calendar year.*</p>

*The Scheme does not offer capital protection or assured returns.

- Uses a quantitative model
- Regularly changes allocation between fixed income and equity to manage risk
- Targets limiting the potential fall to 5% in any calendar year, reset annually
- Back test results have indicated that focus on the downside has not limited the upside
- **In our view, this is more advanced than traditional MIP funds* which have static asset allocation**

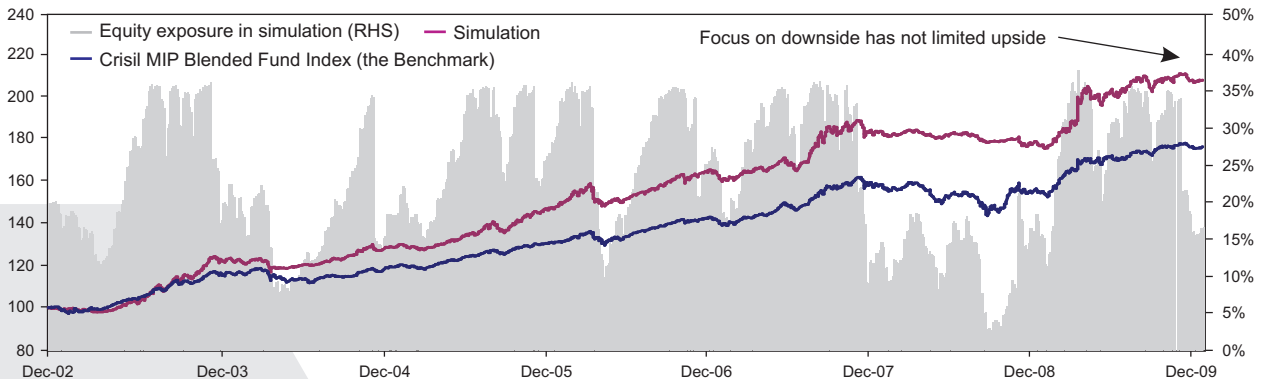


Axis Income Saver is a new scheme and does not have a performance track record. Investors may note that simulation/back testing of the quantitative model shown above is not meant to indicate performance of Axis Income Saver in any manner whatsoever. Results of the simulation may or may not be achieved in the future. Depiction of simulation is meant to help investors have a better understanding of the model and of the risk management strategies to be used by the Scheme. In particular the Scheme does not offer capital protection or assured returns. The asset allocation strategy is based on parameters described in the Scheme Information Document. The results presented here are based on the quantitative model, albeit with a larger data set. Simulation assumes equity allocation to Nifty and debt allocation to average 3-M CP for each year of the simulation. Returns are post expenses of 2% p.a. For the sake of comparison, quantitative model simulation has been rebased to 100 as on 31 Dec 2002. *Comparison made with MIP funds since they have a similar asset allocation structure.

Downside focus critical to upside growth

Back-testing Results

Year	Maximum Drawdown of Model	Maximum Drawdown of Benchmark	Return from Model	Return from Benchmark
2003	-2.21%	-2.61%	20.43%	16.18%
2004	-4.34%	-3.69%	4.11%	2.03%
2005	-1.76%	-1.14%	10.83%	9.19%
2006	0.00%	0.00%	14.26%	9.13%
2007	-1.47%	-1.68%	18.37%	13.51%
2008	-4.71%	-10.43%	-2.77%	-2.31%
2009	-2.22%	-2.65%	19.54%	12.99%



Axis Income Saver is a new scheme and does not have a performance track record. Investors may note that simulation/back testing of the quantitative model shown in the chart and table above is not meant to indicate performance of Axis Income Saver in any manner whatsoever. Results of the simulation may or may not be achieved in the future. Depiction of simulation is meant to help investors have a better understanding of the model and of the risk management strategies to be used by the Scheme. In particular the Scheme does not offer capital protection or assured returns. The asset allocation strategy is based on parameters described in the Scheme Information Document. The results presented here are based on the quantitative model, albeit with a larger data set. Simulation assumes equity allocation to Nifty and debt allocation to average 3-M CP for each year of the simulation. Returns are post expenses of 2% p.a. For the sake of comparison, quantitative model simulation and Benchmark values depicted in the Chart above have been rebased to 100 as on 31 Dec 2002. Source of data: ACEMF and Bloomberg.

Type of Scheme	An Open Ended Income Fund
Benchmark Index	CRISIL MIP Blended Fund Index
Fund Manager	Ninad Deshpande - Fund Manager, Fixed Income Pankaj Murarka - Fund Manager, Equity
Load Structure	Entry Load: Nil Exit Load: 1% if redeemed / switched out within 1 year from the date of allotment
New Fund Offer (NFO) Period	24th May 2010 to 16th June 2010
Re-Opening Date for Fresh Subscriptions & Redemptions	16th July 2010
Options	Growth and Dividend Dividend options - Quarterly, Half Yearly & Annual (Payout & Reinvestment)
Offer Price	Rs 10 per unit during NFO & at NAV based prices thereafter
Minimum Application Amount (for lump sum applications)	Rs 5,000 and in multiples of Re 1 thereafter
Minimum Additional Purchase Amount	Rs 100 and in multiples of Re 1 thereafter
Switch-In	Available during NFO period & on an ongoing basis
Sleep in Peace Option (SIP)* / STP	Available post NFO period
EasyCall	Available post NFO period

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 Rs. 1 Lakh). Trustee: Axis Mutual Fund Trustee Ltd. **Investment Manager:** Axis Asset Management Co. Ltd. (the AMC) **Risk Factors: All Mutual funds and securities investments are subject to market risks and there is no guarantee that the investment objective of the scheme will be achieved. The NAV of units issued under the scheme can go up or down depending on various factors and forces affecting securities markets.** Past performance of the Sponsor, its affiliates/the AMC/the mutual fund or its schemes does not indicate the future performance of the scheme. The sponsor is not liable or responsible for any loss or shortfall resulting from the operation of the scheme. Investments in the scheme are subject to various investment risks such as trading volumes, settlement risk, liquidity risk, default risk, risk of possible loss of principal, etc. Equity and equity related instruments are volatile by nature. For detailed risk factors, please refer to the SID. **Mutual Fund Investments are subject to market risks. Read the Scheme Information Document and Statement of Additional Information (SID & SAI) carefully before investing.** The term 'Income Saver' is only meant to denote the dual objectives of delivering regular returns and the endeavor to manage risk. The name of the scheme should in no way be construed as a guarantee or assurance of returns or capital invested in the scheme. **Axis Income Saver is only the name of the Scheme and does not in any manner indicate either the quality of the Scheme, its future prospects and returns. 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. **Asset Allocation:** Equity and Equity Related Instruments – 1 - 35%, Debt and Money Market Instruments – 65 – 99 % including securitized debt up to 65%, derivatives up to 100% and foreign securities up to 50% of the net assets. **Terms of issue & sale and redemption of units:** Issue of Units of Rs. 10 each during the new fund offer and at NAV based prices thereafter. The scheme offers sale and redemption facility on all business days during the ongoing offer. The NAV of the scheme would be calculated for all business days. The SID & SAI/Key Information Memorandum cum Application form are available at AMC and Registrar offices and Investor Service Centres, the AMC website - www.axismf.com and with Distributors.

*Refers to Systematic Investment Plan



Thank You

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 **AXIS**
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There's always a solution

 **AXIS MUTUAL FUND**