

Axis Brand Equity Portfolio

As on 31st March 2026

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%.
Type of Securities	Equity & Equity Related instruments, Debt Instruments including Securitized debt, TREPS and Money market instruments, units of liquid/overnight funds/ other debt and /or equity funds including ETF.
Primary Benchmark*	NIFTY 50 TRI
Secondary Benchmark*	NIFTY 500 Multicap 50:25:25

Portfolio Details

AUM	₹ 704 crores
Avg Market Capitalization	₹ 2,00,327 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 equities and equity related instruments
- Risks associated with Debt and money market securities
- Risks associated with Investments in Securitized 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 joined Axis AMC in 2022 as SVP & Head - Listed Equity Alternatives. He is responsible for managing the Axis PMS portfolios along with CAT-3 AIF 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

Indian equity markets witnessed a sharp and broad-based correction in March as global risk aversion escalated materially. Rising geopolitical tensions in West Asia triggered a steep surge in crude oil prices, with Brent crude jumping from US\$70.8/bbl at end-February to US\$125.6/bbl by month-end. This sudden spike significantly worsened the global macro backdrop and amplified concerns around inflation, growth, and external balances.

The sell-off was broad-based across market segments. Mid and small-cap stocks also corrected meaningfully, with the NSE Midcap 100 and NSE Smallcap 100 indices declining by 10.9% and 10.2% respectively. All sectoral indices ended the month in negative territory, led by sharp corrections in banking, real estate, and automobile stocks. Defensive and energy-linked sectors displayed limited relative resilience, while financials and consumer cyclicals bore the brunt of the risk-off environment.

On the flows front, persistent FPI selling remained a key headwind, though it was partially offset by strong domestic institutional participation, highlighting the growing role of domestic capital in cushioning market drawdowns. FPIs were net sellers of equities worth US\$12.7 billion during the month, while Domestic Institutional Investors (DIIs) invested US\$15.4 billion.

From a global perspective, Indian equities were among the weaker performers during March, reflecting their sensitivity to rising energy prices and capital flow pressures. The US Federal Reserve maintained a pause on interest rates, while coordinated releases from strategic oil reserves were insufficient to revive global risk appetite. Overall, the month underscored the vulnerability of equity markets to geopolitical shocks, even as India's longer-term structural fundamentals remain intact.

Given India's heavy dependence on oil imports, around 80% sourced from the Middle East, and emerging supply chain constraints, the Indian government took several measures to mitigate near-term risks. On March 9, it issued a Natural Gas Control Order under the Essential Commodities Act to prioritise gas supply amid disruptions caused by the closure of the Strait of Hormuz. In addition, excise duties on fuel were reduced, with petrol duty cut to 3 per litre from 13 earlier, and diesel duty reduced to nil from 10 per litre. On a positive note, S&P Global revised India's GDP growth forecast for FY2027 upwards to 7.1% from 6.7%, reaffirming confidence in the country's medium-term growth prospects.

Looking ahead, near-term market direction is likely to remain driven by global developments - particularly movements in crude oil prices, geopolitical headlines, and capital flows. From a sectoral and company-level perspective, the impact of the conflict is uneven. Energy remains the most directly affected sector: upstream producers benefit from higher realizations, while downstream PSU oil marketing companies face margin pressure due to limited pricing flexibility. Fuel-intensive sectors such as aviation, logistics, and transportation experience immediate cost pressures. Autos, pharmaceuticals, and industrials face indirect headwinds through higher input costs and softer demand sentiment. Consumer companies are impacted primarily through inflationary pressures rather than direct exposure. Financials and IT services have corrected largely due to macro uncertainty, capital flow concerns, and global risk aversion, rather than balance sheet stress or structural demand impairment.

Historically, Indian equities have demonstrated an ability to recover once uncertainty subsides, provided oil prices stabilise and there is no prolonged disruption to shipping or energy supply. However, if crude prices remain elevated for an extended period, markets could begin pricing in higher inflation, a weaker rupee, fewer interest rate cuts, and potential earnings downgrades for oil-sensitive sectors. In such a scenario, volatility is likely to remain elevated, with performance diverging sharply between resilient and vulnerable segments of the market.

Valuations have adjusted meaningfully over the month, improving the risk-reward balance across several parts of the market. The sharp correction has led to derating across large-cap as well as mid- and small-cap stocks, reducing some of the excesses that had built up over the past year. That said, valuations remain mixed. While select cyclical, industrial, and financial names now offer more attractive entry points, large parts of consumption- and investment-led sectors continue to trade at relatively elevated multiples warranting selectivity rather than aggressive positioning. The current environment is therefore better characterised by valuation dispersion rather than uniformly attractive valuations.

The market is at an inflection point between near-term uncertainty and medium-term normalisation. Daily price action continues to be influenced by developments around the conflict, crude oil movements, and global risk sentiment. The base-case scenario assumes a short and manageable conflict, reopening of key trade routes, and no lasting damage to energy infrastructure, conditions under which macro and earnings disruption should remain contained. In this context, March's correction appears more like a sentiment and valuation reset than the start of a structural earnings downcycle.

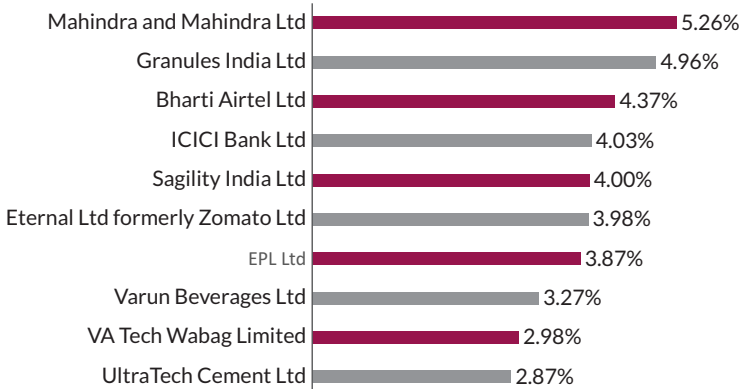
Market Outlook

March was an extremely volatile month for Indian equities, driven by a sharp escalation in geopolitical tensions emanating from the Iran-Israel-US conflict, which heightened concerns around energy security and global risk appetite. The spike in crude prices and disruption risks around the Strait of Hormuz created a near-term overhang for risk assets, leading to increased volatility and renewed FII selling. Despite this, Indian markets showed relative resilience, supported by strong domestic fundamentals, steady DII participation, and a favorable earnings backdrop heading into FY27. India's growth outlook remains constructive, with FY26 GDP growth estimated at ~7.4%, aided by private consumption, improving investment activity, and healthy credit growth (~13-14%), while inflation has remained largely within the RBI's tolerance band. In the short term, however, Indian equities may remain subdued due to India's dependence on fuel imports, which could translate into inflationary pressures, INR stress, weakening domestic demand, and profitability challenges for India Inc. March witnessed sharp correction across the Nifty 50, Midcap 100, and Smallcap 100 amid record FII outflows (~USD 14bn), though DIIs absorbed much of the selling, supported by resilient SIP inflows. While India has underperformed global peers on a YTD basis, this has led to a meaningful valuation reset. The Nifty now trades at ~18x forward earnings, a ~14-15% discount to its long-term average, with valuation premiums over EM peers compressing to near multi-decade lows. This creates a more favorable medium-term entry point, though portfolios should remain cautiously positioned with a bias toward defensives and selectively adding quality value names as broader markets navigate this phase of uncertainty.

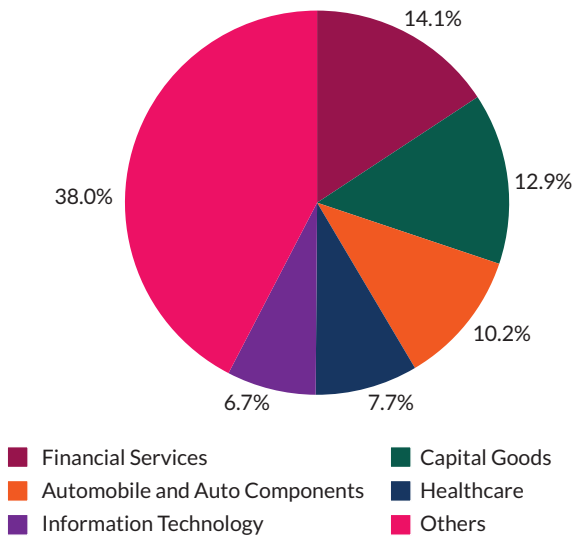
Fund Positioning

For the month, we added Syrma SGS (Syrma), a technology-led engineering, manufacturing, and design company with strong growth expectations; Kotak Mahindra Bank, which, due to its relatively smaller book size, has the potential to grow faster than its private-sector peers; and Aditya Birla Real Estate Limited (ABREL), the real estate arm of the Aditya Birla Group, which holds a portfolio of land parcels in premium locations and has a strong pipeline of owned and joint development projects, initially targeting four major cities. We exited Indian Bank due to forward-looking asset quality risks, and ITC Hotels, as the escalating conflict in the Middle East since February 2026 has led to a sharp decline in foreign tourist arrivals (FTAs).

Top 10 Holdings



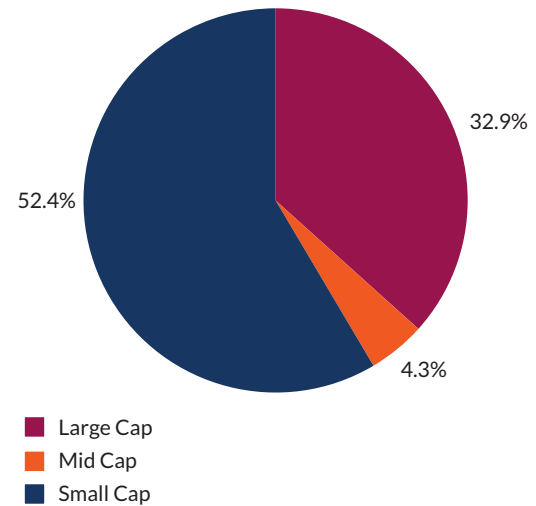
Sector Mix



Holding Analysis

Parameters	Portfolio
No. of Stocks	34
Top 5 Stock Holding	22.6%
Top 10 Stock Holding	39.6%
Top 3 Sectors	37.2%

Market Cap Mix



Risk Ratios

Beta	0.96
Standard deviation	12.2%
Sharpe ratio	-0.04

All risk ratios are calculated on a 3 year basis.

Attribution

Top contributors	Top detractors
Granules India Limited	Bandhan Bank Ltd.
Alivus Life Sciences Ltd	State Bank of India
BSE Ltd.	Mahindra & Mahindra Ltd.

Month on Month Performance

Period	Axis Brand Equity Portfolio	NIFTY 50 TRI (Primary Benchmark)	NIFTY 500 Multicap 50:25:25 (Secondary Benchmark)
Mar-26	-10.71	-11.3	-11.09
Feb-26	-0.71	-0.51	0.67
Jan-26	-5.21	-3.04	-3.7
Dec-25	-2.06	-0.28	-0.29
Nov-25	-0.19	1.92	0.33
Oct-25	3.35	4.62	4.31
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

Source: Axis Internal Research

Performance (As on 31st March 2026)

Period	Axis Brand Equity Portfolio	NIFTY 50 TRI (Primary Benchmark)	NIFTY 500 Multicap 50:25:25 (Secondary Benchmark)
1 month	-10.71	-11.3	-11.09
3 month	-15.97	-14.44	-13.81
6 month	-15.09	-9.02	-10.06
1 year	-7.7	-3.99	-2.54
2 year	-4.62	1.19	2.06
3 year	6.46	10.03	15.41
4 year	5.09	7.59	10.91
5 year	6.55	10.01	13.75
Since inception inception*	8.27	12.31	13.63

*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 31st March 2026. 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 31st March 2026. 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 based on AMFI Classification of sectors.