



Sectors that serve your growth, now ready to serve your portfolio

AXIS SERVICES OPPORTUNITIES FUND

NFO period: 4th July to 18th July 2025

Sectors mentioned should not be considered as recommendations.



AXIS MUTUAL FUND



India's Growth Story: Driven by Services

The engine of India's growth isn't just what we build – it's what we deliver.

Today, services account for 55% of India's GDP, and are expected to cross 60% by 2047. Whether it's your UPI payment, your doctor on call, your weekend trip, or your binge-worthy show – the services sector is behind it all.

With the rise of digital adoption, urban migration, and a growing middle class, India's service-led economy is transforming how we live – and offering investors a chance to participate in this shift. As per capita GDP increases and crosses the inflection point, services contribution to the GDP of the country also sees an uptick. This movement has been globally observed, quite clearly in the case of China and South Korea, and we see the same opportunity in India as well. The services theme is more than a trend. It's a structural, long-term opportunity.

44%

Of India's exports now come from services – doubling since 2020

41%

Of India's workforce is in services— leading to high salience to real economy

At the
fore

Of innovative consumer solutions like delivery services, quick commerce, digital platforms and fintech

Source: NSE, IBEF, Kotak Institution, Morgan Stanley research and Internal research. * NSE 500 Market cap as on 30th April 2025.

*India Employment Outlook 2030. Source: PIB, CMIE, Elara Capital



Fund Philosophy

Bottom-up stock selection focusing on scalability opportunities

Active management with high active share



Flexi Cap approach with quality focused style

Focus on capital efficiency, scalability, and competitive edge

Designed for 5+ years holding period to capture structural returns



About the Fund

The Axis Services Opportunities Fund, is designed to actively allocate to companies using a bottom-up approach, focusing on scalability opportunities in services sector. The scheme will invest across market capitalization, follow a quality focused style, and maintain high active share.

Fund Manager View

Services is a unique thematic sector with high quality businesses, long term growth underpinned by formalization & technology - structural trends. Additionally, it has a higher correlation with per capita GDP growth and the broad scope of the sector provides diversification benefits.

-Sachin Relekar

In India's fast-growing economy, the services sector's contribution to GDP is expected to rise, similar to trends observed in developed countries. The Indian services sector is well diversified; encompassing diverse themes like digital, exports, financials, tech, capital markets, communication, consumer services, hospitality, healthcare etc. The fund's target is to tap wealth creation opportunities from this versatile segment.

-Shreyash Devalkar



Why Axis Services Opportunities Fund?

Quality focused style



Scalable opportunities



Capital Efficiency



Competitive advantage



Growth rate





Evolution of Services



Formalization

Shift from unorganized to organized

GST implementation is driving share gain for organized players

Along with revenue share shift, organized players are gaining market share through scale advantages

Services like healthcare and hospitality have large opportunity for organized players to gain share

E-commerce, Quick commerce, OTT media, EduTech, financial services, travels

Enhanced profitability and enabled innovation

Using technology, services frequently benefit from tech disruption

Driving reach, productivity, and operating leverage



Technology

Services significant beneficiary of technology



Sector Diversity



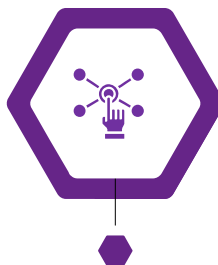
Why Invest Now?



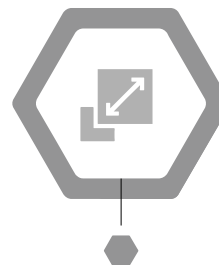
Service sector profitability rising with higher earnings



Better placed valuation over 2019 - lower compared to non-services



Higher profitability with increasing contribution to the NSE 500 Index profits—yet to fully reflect in performance



Contribution of 53% in NSE 500 PAT pool, largely driven Telecom, Quick Commerce, Hospitals, logistics and banks



Fund Facts

Category
Thematic



Typical Investment Horizon
5+ years

Benchmark
NIFTY Services sector TRI



NFO Period:
4th July 2025
to
18 July 2025



Min. application amount
Rs. 100 and in multiples of
Re. 1 thereafter

Fund Managers
Sachin Relekar, Shreyash Devalkar, Krishnaa Narayan
(for overseas securities)



Exit Load
If redeemed / switched-out within 12 months from
allotment date: For 10% of investments: NIL
For remaining investments: 1% If redeemed / switched-
out after 12 months from allotment date: NIL

Product Labelling

Axis Services Opportunities Fund

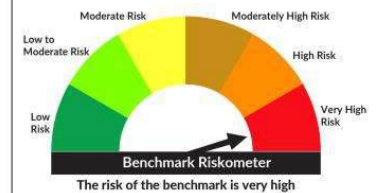
(An open ended equity scheme following services theme)

Benchmark: Nifty Services Sector TRI (AMFI tier I Benchmark)

This product is suitable for investors who are seeking*:

- Capital appreciation over long term
- An equity scheme investing in equity and equity related securities based on the theme that focuses on services industry.

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



(The product labelling assigned during the New Fund Offer is based on internal assessment of the Scheme Characteristics or model portfolio and the same may vary post NFO when actual investments are made).

Statutory Details and Risk Factors

Past performance may or may not be sustained in the future. Sector(s) / Stock(s) / Issuer(s) mentioned above are for the purpose of disclosure of the portfolio of the Scheme(s) and should not be construed as recommendation.

The data/statistics / information given are to explain various concepts and general market trends in the securities market. The information on sector(s)/stock(s)/issuer(s) mentioned in this presentation is provided on the basis of publicly available information illustration purpose only and should not be construed as any investment advice / research report / recommendation to buy / sell / hold securities by Axis AMC / Axis Mutual Fund. The Fund manager may or may not choose to have any present / future position in these sector(s)/stock(s)/issuer(s).

Axis Bank Limited is not liable or responsible for any loss or shortfall resulting from the operation of the scheme.

This document represents the views of Axis Asset Management Co. Ltd. and must not be taken as the basis for an investment decision. Neither Axis Mutual Fund, Axis Mutual Fund Trustee Limited nor Axis Asset Management Company Limited, its Directors or associates shall be liable for any damages including lost revenue or lost profits that may arise from the use of the information contained herein. No representation or warranty is made as to the accuracy, completeness or fairness of the information and opinions contained herein. The AMC reserves the right to make modifications and alterations to this statement as may be required from time to time.

Mutual Fund Investments are subject to market risks, read all scheme related documents carefully.