

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

AXIS SERVICES OPPORTUNITIES FUND

NFO period: 4th July to 18th July 2025







Agenda







5

Services - Pulse of Modern Living!

Services are experience, **Power** Mobile expertise and support -**Banking Online Shopping** delivered to you. Loans Hospital Insurance Restaurants Internet Home **Delivery** Media and **Entertainment**

5

Two Mega Value Creators Pronounced Impact in Services





Formalization and Technology have been key structural drivers in listed space



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

Healthcare and hospitality have large opportunity for organized players to gain share

Driving reach, productivity, and operating leverage Enhanced profitability and enabled innovation

Using technology, services frequently benefit from tech disruption

E-commerce, Quick commerce, OTT media, financial services beneficiary of tech based innovation



Technology

Services significant beneficiary of technology

Evolution of Services







Physical banks & insurance agents



Net-banking, eKYC, online sale of policies including renewals, premium payments



Offline shopping in malls & stores



Online shopping with virtual experiences





ATM for withdrawals, POS for payments & hardware storage





Dine-in at restaurants & weekly grocery run



Quick commerce & food delivery apps





In-person clinical consultati ons



Remote patient monitoring





Cinema halls, drama, plays & concerts



Online streaming platforms



Services Sector: Driving Growth, Exports, and Transformation



Tansformation



• 55% of India's GDP in FY25

• 2047E contribution is **60%** of India's GDP with manufacturing at **32%**

 Pivotal role in economic expansion

Rowith Exports

• Services account for 44% of total exports

 Service exports have nearly doubled (Since Dec 2020 from \$210 bn to \$414 bn in Jan 25) – outpacing goods exports growth

India's export growth is increasingly driven by services

 With increased digital adoption and consumer spending, e-commerce to surpass \$ 350 Bn by 2030, reflecting a CAGR of 15%

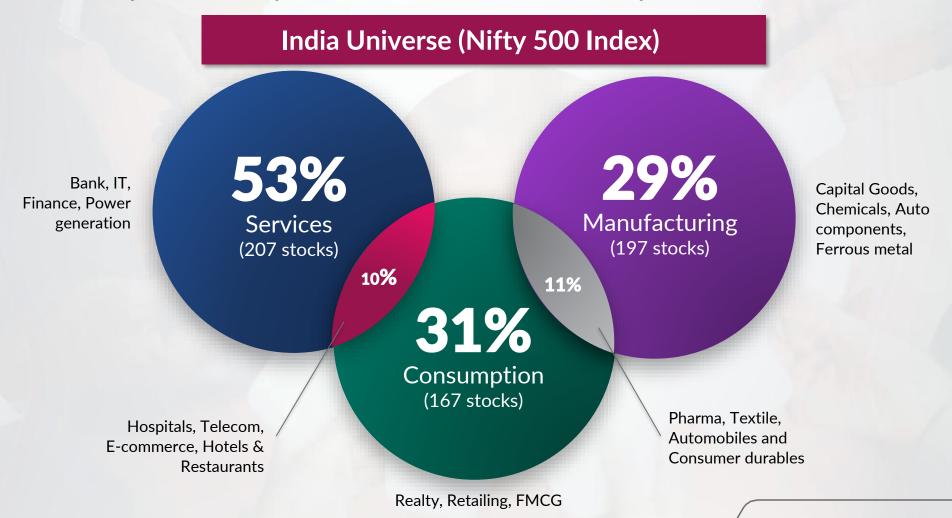
 At the forefront of innovative consumer solutions, in areas like delivery services, quick commerce, digital platforms and fintech



YEARS AS YOUR PARTINER

Why Services?

Broader and complementary theme with lower overlap

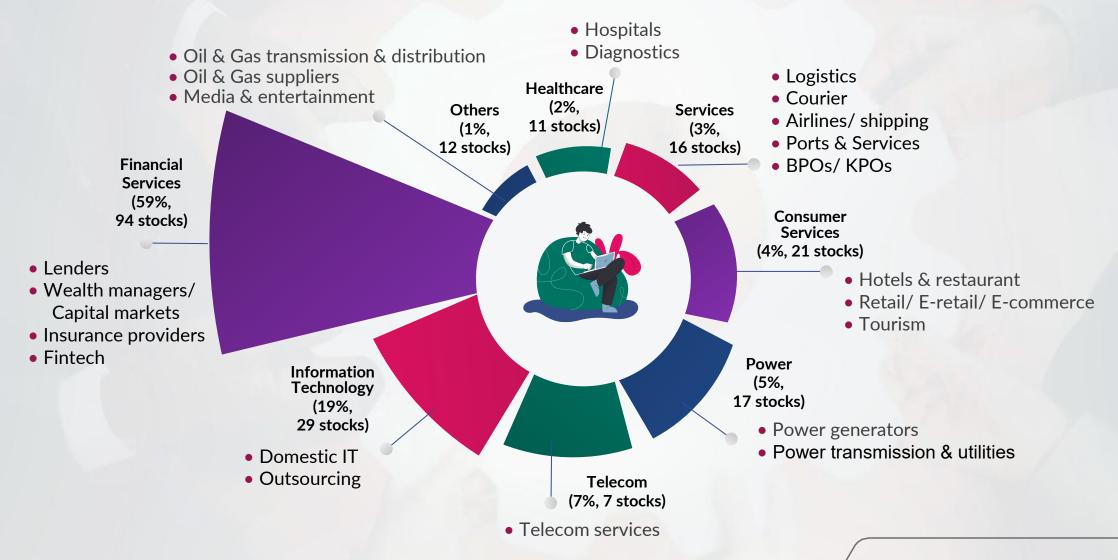


Widely Diversified Services Sector





% by weights in NSE Service Sector Index and number of stocks in Nifty 500

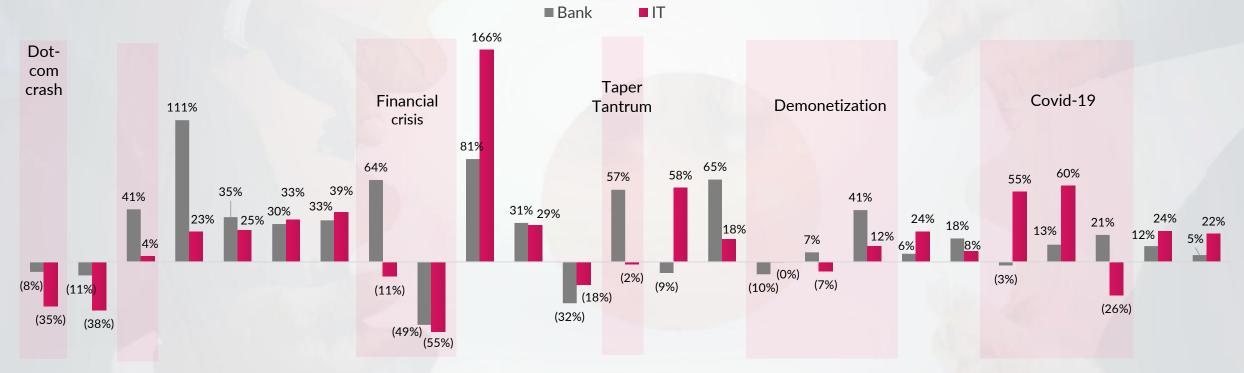


Diversified Theme: Contrast & Complement





Active management can benefit from contra performance



CY 2000 CY 2001 CY 2002 CY 2003 CY 2004 CY 2005 CY 2006 CY 2007 CY 2008 CY 2009 CY 2010 CY 2011 CY 2012 CY 2013 CY 2015 CY 2015 CY 2017 CY 2018 CY 2019 CY 2020 CY 2021 CY 2022 CY 2023 CY 2024 CY 2024 CY 2020 CY 2020 CY 2021 CY 2023 CY 2024 CY 2020 CY 2020 CY 2021 CY 2020 CY 202

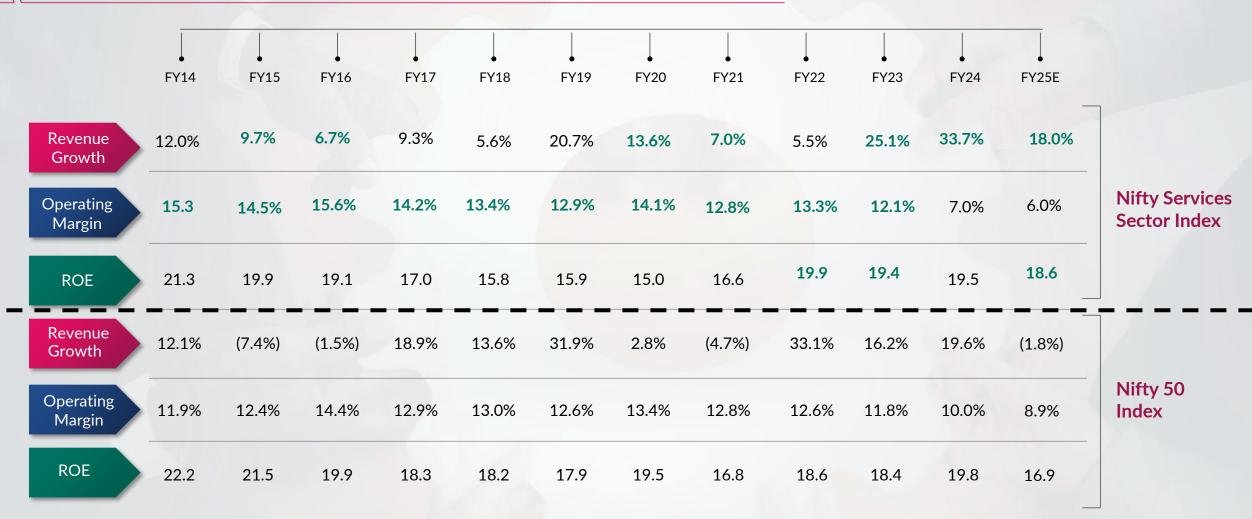
- Banking and IT have seen contra performance, in 14 of last 25 years
- Especially during volatile times, one of the sectors has generated exponential returns or protected the downside

Services: Strong

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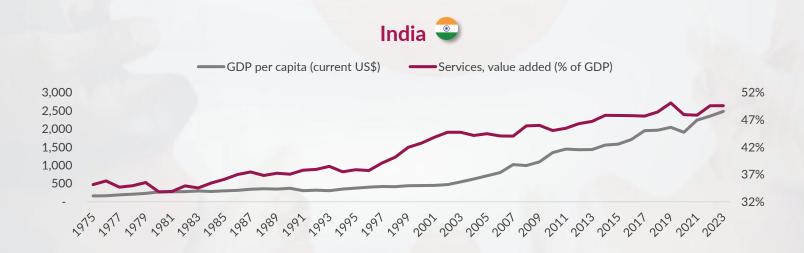
Share of Services Increase With Per Capita Income











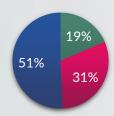
Service Sector: The Engine of India's Growth



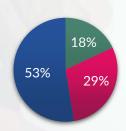


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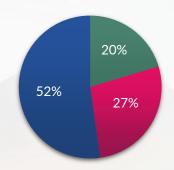
FY14 - 103 lac Cr GVA



FY17 - 140 lac Cr GVA



FY21 - 182 lac Cr GVA



FY25E - 300 lac Cr GVA

18%

■ Agriculture

Industry

Services



The service sector contributed 54% in FY24 compared to industry contribution of 28% and 18% of Agriculture The Services Sector in India has grown by 11% in last 10 years (as of FY24) vs overall GVA growth of 10.2%





An increase in service GVA to Rs. 165 Lakh Crore expected in FY25 from Rs 60 Lakh Crore in FY15 The average services growth rate in prepandemic years (FY05-19) was 14% vs later growth (FY-20 to FY25E) of 10%



Higher Employment By Service Sector: High Salience to Real Economy

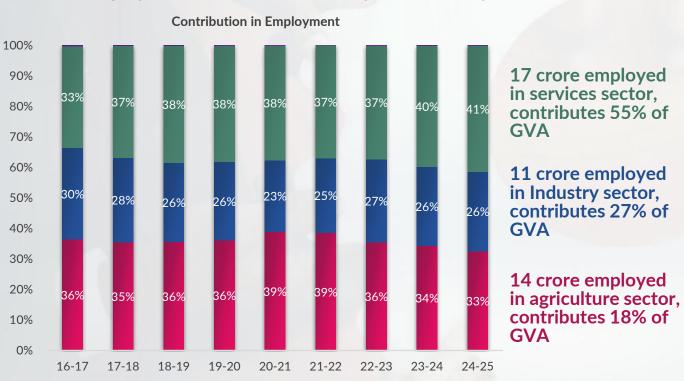




A 22% increase is expected in overall employment by 2028* - service sector is expected to lead the surge in job creation,

FY25 employment stands at 42 crore, up 2.3% in five years

with every unit rise in services output contributing to a 0.12 % increase.



■ Not classified elsewhere

| Service Sector | Growth in employment from FY17 | Employment numbers in FY25 (in Cr) | |
|------------------------|--------------------------------------|--|--|
| Retail Trade | 66.7% | 6.84 | |
| Financial services | 49.1% | 0.86 | |
| IT & ITES | 48.1% | 0.40 | |
| Hotels and restaurants | 36.9% | 0.55 | |
| Health care | 18.3% | 0.50 | |

■ Agriculture ■ Industry ■ Services

Diversified Theme With Growth Across Sectors

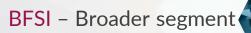


Diversified Theme With Growth





Across Sectors



Healthcare - Favourable age dynamics to grow healthcare requirement

IT - Increasing penetration with better cash conversion

Power – Increasing demand and capacity addition

Media – Increase in revenue with increasing propensity to pay

Hospitality - Continues to gain higher wallet share

Telecom – Increasing base and data usage



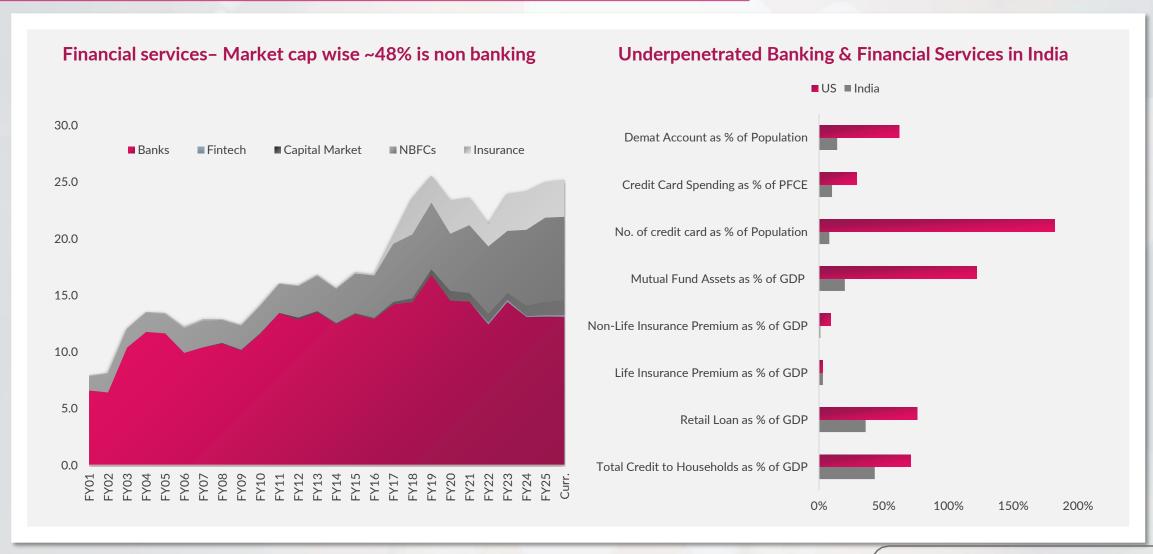
Quick and E-commerce - Increasing penetration

Financial Services: Broad & Growing Segment





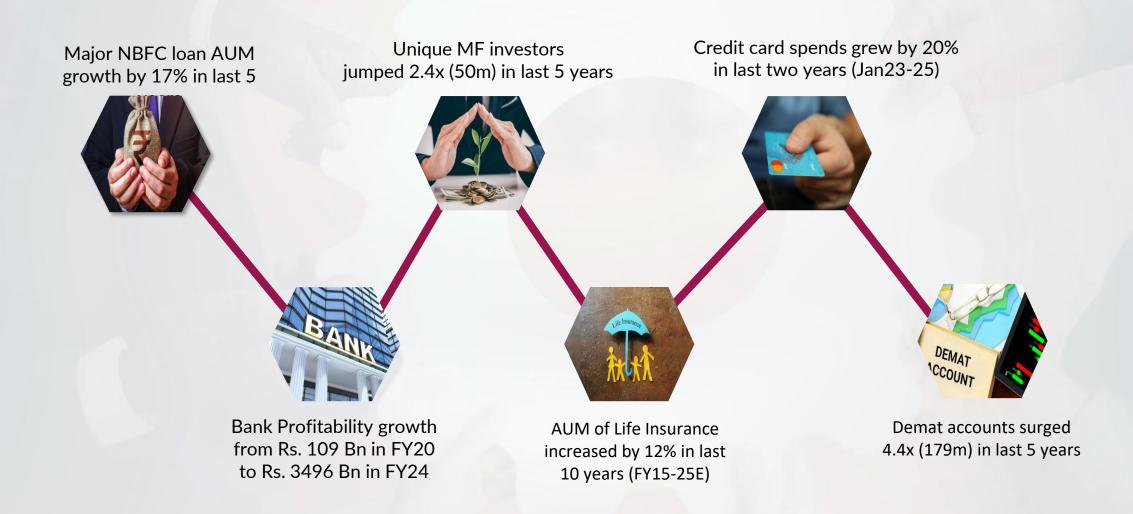








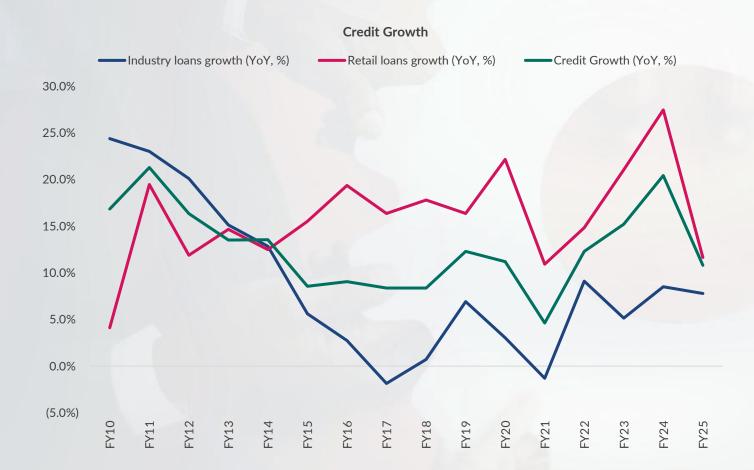
Growth Trend in Financial Services



Expected Retail Credit Growth to Improve With Policy Maker Actions







- Credit growth has slowed from Mar-24, with moderation across segments
- Policy maker actions to push the credit growth
 - Liquidity infusion
 - Monetary easing
 - Reversal of changes in risk weightages
- An improved credit growth has direct impact on lenders supporting the financial services

IT Services: Increasing Penetration With Better Cash Conversion



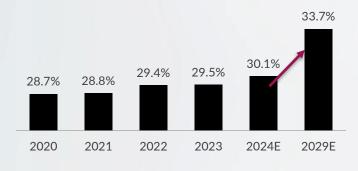


India stands to gain from rising outsourcing with abundant talent which is digitally skilled (2mn+), and at lower costs



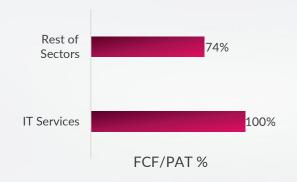
Operating cost per FTE for IT-ADM services, 2023 (Indexed to Singapore - 100)

Outsourcing penetration projected to increase to 34% by 2029E which should support growth for IT companies



Outsourced penetration (%)

IT services provides one of the best cash conversion within the different sectors despite various challenges



- Tariff impact: Limited impact on IT- service, tariff largely on goods
- A multi-year technology cycle: Global IT spends to grow at a healthy pace structurally driven by cloud migration and digital transformation across enterprises globally.
- Outsourcing penetration to rise: Technology is emerging as a competitive differentiator IT services firms can combine expertise with cost-effectiveness.
- Adaptability to tech cycles: Across various technology cycles, Indian IT firms have demonstrated ability to pivot their services offerings and reskill and upskill talent which positions them well for tapping into any new technology trends.

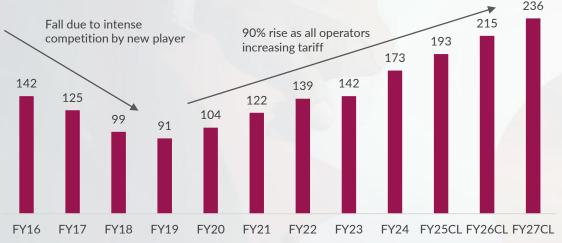




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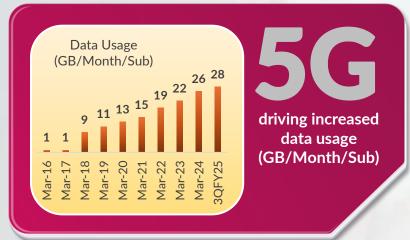
Telecom: Increasing Base & Data Usage

ARPU recovered from lows and increasing with tariff hikes



ARPU in India is amongst the lowest globally









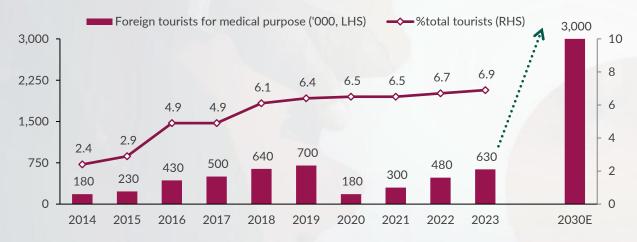
Source: Company, CLSA, Bloomberg, GSMA, TRAI, Jefferies. Data as on March-25 ARPU- Average Revenue Per User. India ARPU taken from TRAI "Performance indicator report 2023-24; Other countries - BofA Global Wireless Matrix data as of June 2023.

Healthcare's Growth Drivers Point to **High Opportunity**

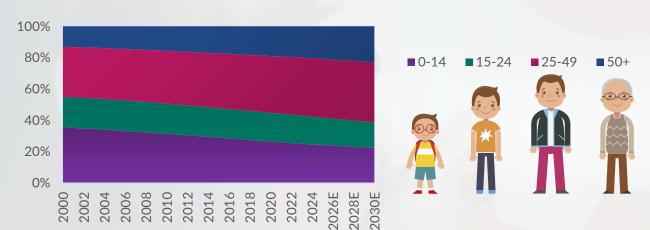




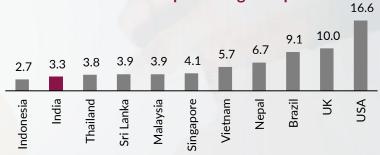
Medical Tourism is a decade long opportunities-poorer nations with lack of medical infrastructure and uninsured/high co-pay developed nations



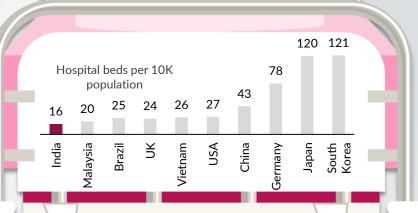
Changing population dynamics: Ageing population







Low bed penetration as compared to global market

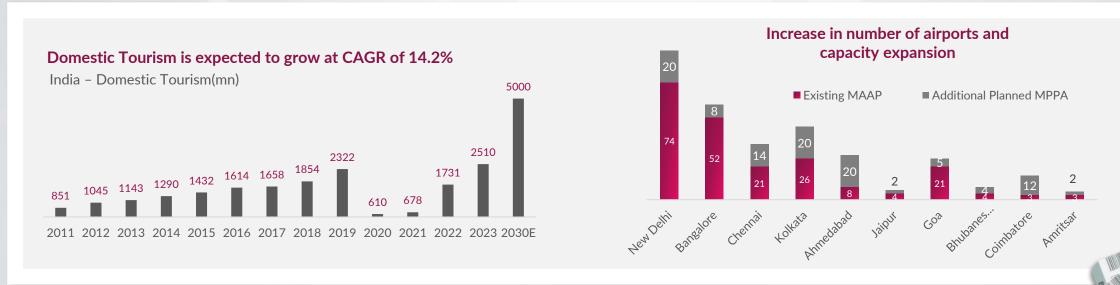


Hospitality continues to gain higher















Digitalization in India: Long Runway



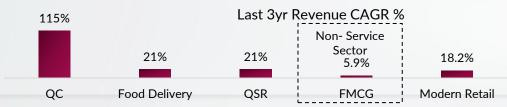


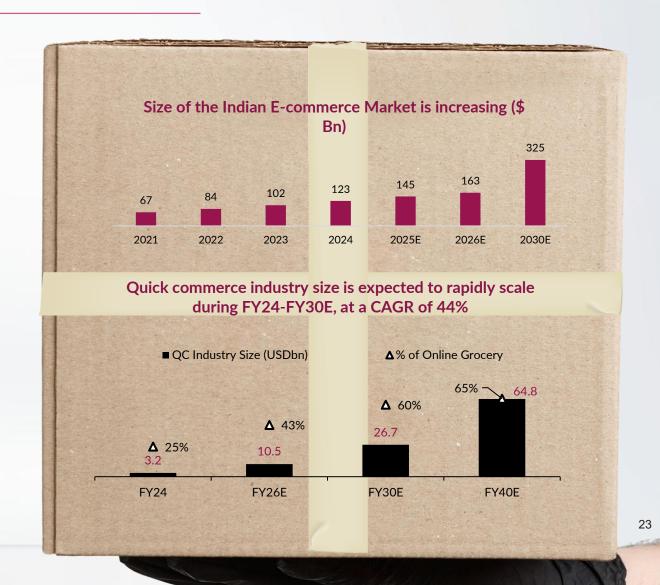


for Growth

| Rising digital penetration and robust digital payment infrastructure | 2023 | 2028E |
|--|------|------------|
| Access to Internet (Mn) | 815 | 1,040-1080 |
| % of Total population | 58% | 70-73% |
| Smartphone users (Mn) | 675 | 950-990 |
| % of Total population | 47% | 64-67% |
| Digital transactions (Mn) | 430 | 810-850 |
| % of Total population | 30% | 55-57% |

Investment Focused Sustained Revenue Expansion



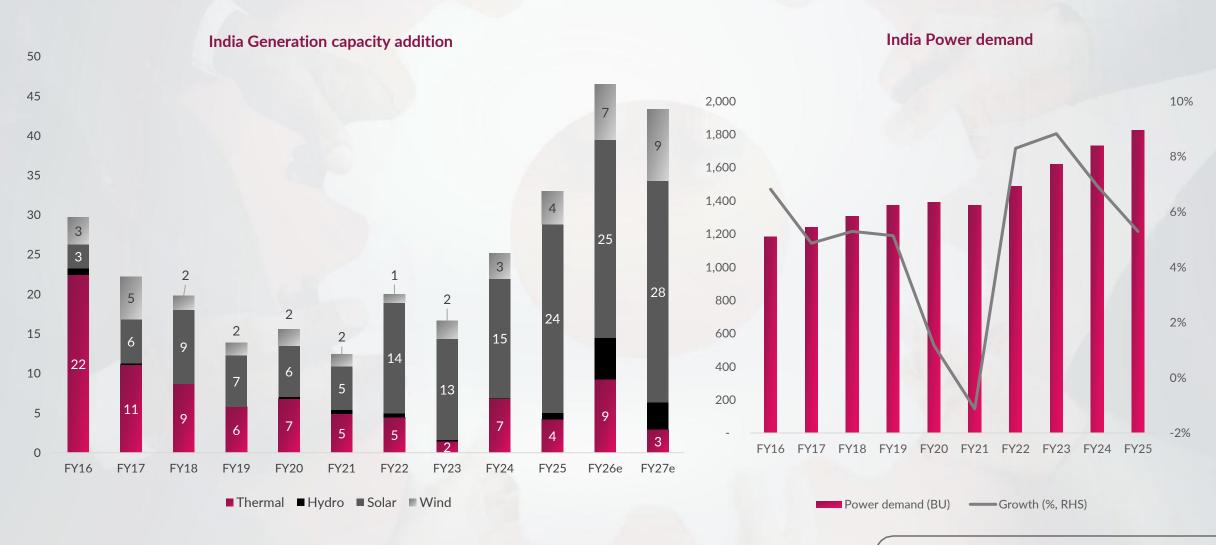


Indian Power Demand and Capex Remain Strong







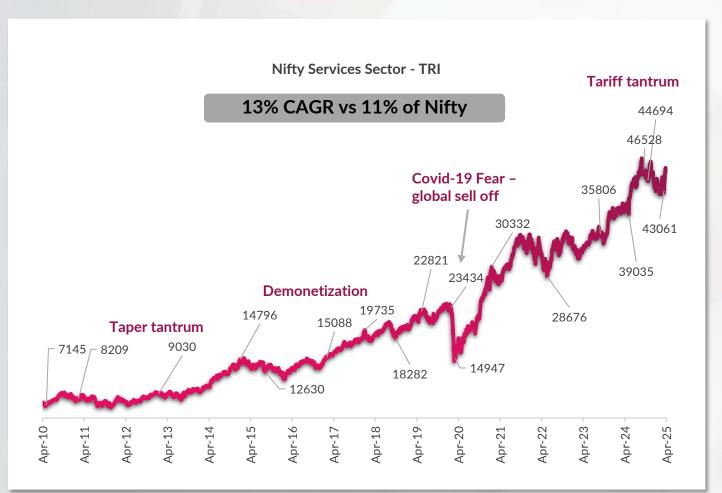


Services: Generating Wealth in the Long Run

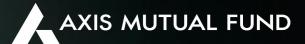




Awareness towards the magnitude of the past performance



| CY | Nifty 50 | Nifty Services Sector |
|------|----------|--------------------------|
| 2010 | 17.9 | 19.1 |
| 2011 | -24.6 | -24.2 |
| 2012 | 27.7 | 26.9 |
| 2013 | 6.8 | 8.8 |
| 2014 | 31.4 | 37.8 |
| 2015 | -4.1 | -3.2 |
| 2016 | 3.0 | 1.0 |
| 2017 | 28.6 | 31.9 |
| 2018 | 3.2 | 8.7 |
| 2019 | 12.0 | 16.9 |
| 2020 | 14.9 | 12.5 |
| 2021 | 24.1 | 24.3 |
| 2022 | 4.3 | 1.8 |
| 2023 | 20.0 | 11.5 |
| 2024 | 8.8 | 13.5 |







INTRODUCING

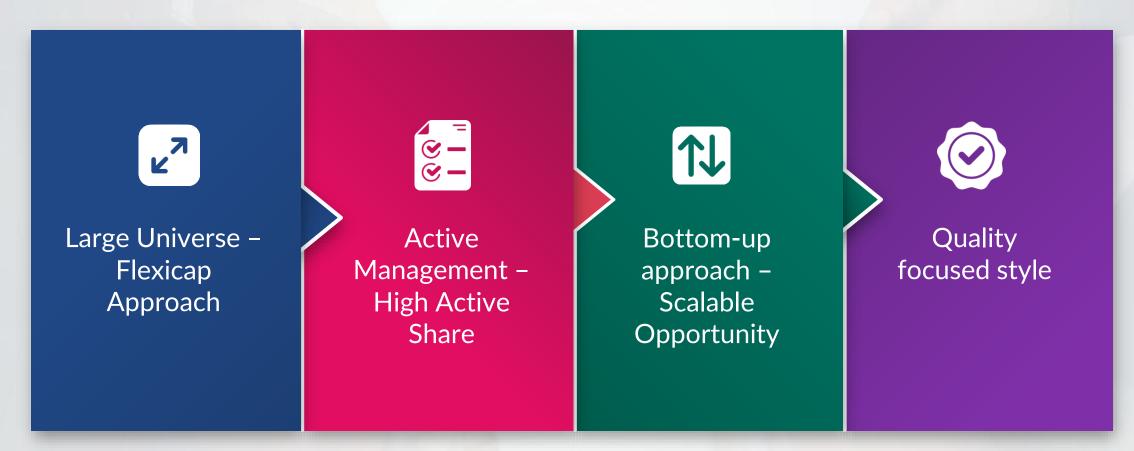
AXIS SERVICES OPPORTUNITIES FUND

(An open-ended equity scheme following services theme)



How Will the Fund be Managed?

Investment Philosophy





What Do We Look For?







Actively Managed Thematic Funds

| | Axis Consumption Fund | Axis Manufacturing Fund |
|-----------------|-----------------------|-------------------------|
| Active Share | 59% | 52% |
| Match Portfolio | 67% | 59% |

| Consumption Sector | Fund | BM |
|--------------------------------|-------|-------|
| Automobile and Auto Components | 13.8% | 22.3% |
| Chemicals | 1.0% | |
| Construction Materials | 0.6% | |
| Consumer Durables | 9.3% | 9.3% |
| Consumer Services | 15.9% | 14.8% |
| Fast Moving Consumer Goods | 25.2% | 30.5% |
| Financial Services | 4.7% | |
| Healthcare | 7.1% | 4.9% |
| Oil, Gas & Consumable Fuels | 0.5% | |
| Power | 1.7% | 3.4% |
| Realty | 1.0% | 1.4% |
| Services | 2.9% | 3.3% |
| Telecommunication | 10.0% | 10.2% |
| Textiles | 1.1% | |

| Manufacturing Sector | Fund | ВМ |
|--------------------------------|-------|-------|
| Automobile and Auto Components | 20.0% | 27.9% |
| Capital Goods | 18.7% | 20.5% |
| Healthcare | 18.6% | 16.5% |
| Oil, Gas & Consumable Fuels | 8.9% | 8.8% |
| Metals & Mining | 7.6% | 12.1% |
| Chemicals | 6.9% | 7.8% |
| Construction Materials | 4.3% | |
| Consumer Durables | 3.9% | 4.9% |
| Construction | 2.5% | |
| Fast Moving Consumer Goods | 2.1% | |
| Power | 1.0% | |
| Consumer Services | 0.5% | |
| Forest Materials | 0.3% | 0.3% |
| Textiles | | 1.1% |

Why Invest Now?





Why Invest in Services Now?

Improved Profitability Services Sectors profit contribution has increased in NSE **Expected PAT to** 500 Index pool, also increase Higher earnings Better placed However, valuations performance is 2 of the Top 3 Its not just yet to reflect it. sector of PAT profitability but **Service Sector** growth are also higher valuation over services earnings that will 2019 is lower drive services compared to nonservices



Services Sector Growth Potential

Policy Support

- RBI Push on credit growth
- Make in India Support Renewal Power
- Tourism infrastructure projects
- Financialization
- ABPM-JAY[^] to benefit the healthcare services

Competitive Advantage

- IT & BPM Large pool of relatively low-cost skilled English-speaking manpower
- India has 2mn+ digitally skilled talent in the tech industry and generates 2.5mn+ STEM graduates per year.



Increasing Investment

- 100% FDI in financial sector activity under the automatic route
- Power sector investment opportunity driven by rising demand, infrastructure upgrades, and the transition to clean energy.

Robust Demand

- India's software service industry is expected to reach US\$ 1 trillion by 2030
- New service opportunities Delivery, household service apps, logistics etc..
- IT services Outsourcing penetration is projected to increase to 34% by 2029

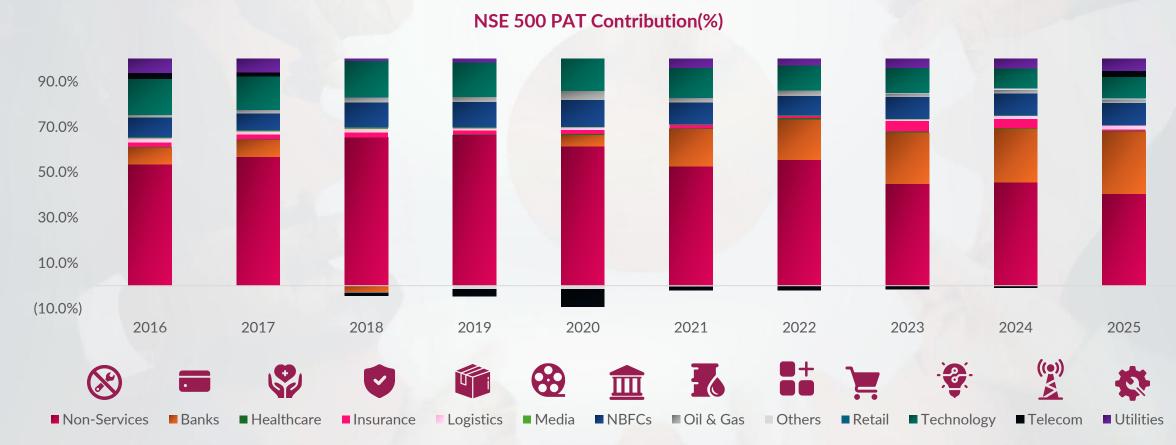
Shift in Profit Dynamics: Services on the Rise







Shift in profit dynamics driven by broadening sector and their improved profitability specially in telecom, quick commerce, hospitals, logistics and banks



Services Sector:

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Higher Profitability Growth

2 of the Top 3 sectors of PAT growth are services

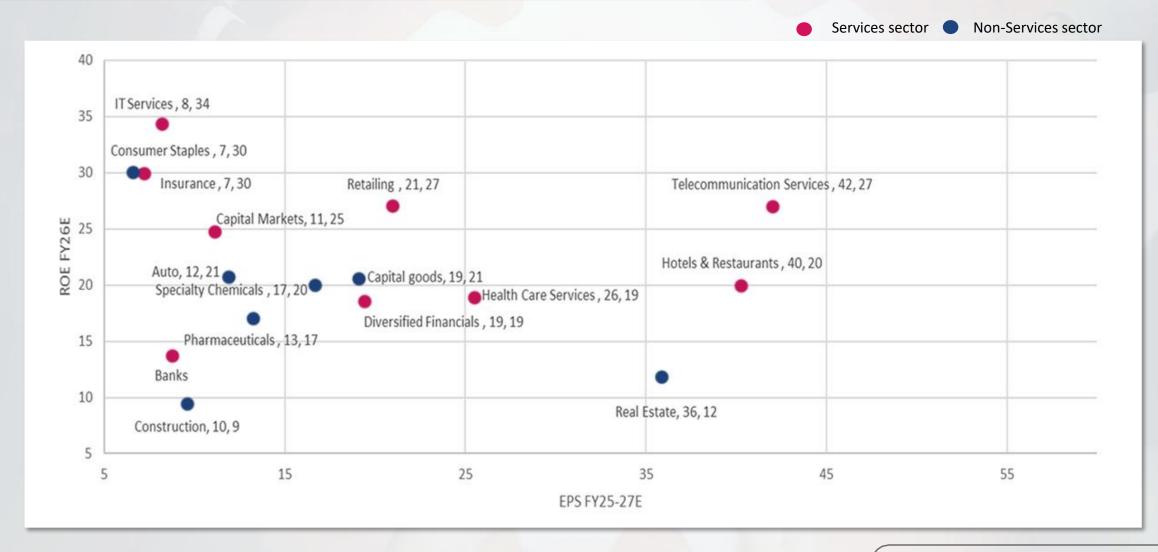
| Sector | FY22 PAT Growth | FY23 PAT Growth | FY24 PAT Growth | FY25E PAT Growth | FY26E PAT Growth | FY27E PAT Growth |
|-----------------------------|--------------------|--------------------|--------------------|---------------------|---------------------|---------------------|
| Banks | 55% | 48% | 31% | 10% | 3% | 14% |
| Capital Markets | 28% | 5% | 36% | 15% | 7% | 12% |
| Diversified Financials | 21% | 50% | 25% | 24% | 17% | 21% |
| Health Care Services | 167% | 25% | 11% | 18% | 27% | 30% |
| Hotels & Restaurants | (85%) | (772%) | 6% | 17% | 63% | 38% |
| IT Services | 15% | 7% | 4% | 8% | 7% | 11% |
| Retailing | 105% | 60% | 15% | 17% | 22% | 22% |
| Telecommunication Services | (11%) | (19%) | (8%) | (113%) | 549% | 116% |
| Automobiles & Components | (32%) | 152% | 100% | 10% | 11% | 15% |
| Capital goods | 59% | 27% | 28% | 14% | 22% | 24% |
| Consumer Staples | 13% | 16% | 14% | (1%) | 11% | 11% |
| Pharmaceuticals | 12% | (1%) | 24% | 16% | 15% | 12% |
| Specialty Chemicals | 33% | 1% | (6%) | 6% | 23% | 22% |
| Consumer Durables & Apparel | 34% | 6% | (1%) | 27% | 27% | 26% |

Services

Nonservices



Higher Earnings With High ROE









Better Placed Valuation

| Sector | Mar-15 Mar-19 | | Mar-25 | Valuation over Mar-19 | |
|------------------------|---------------|----|--------|--------------------------|--|
| | | | | | |
| Private banks – P/B | 3 | 3 | 2 | -33% | |
| Public banks – P/B | 1 | 1 | 1 | 0% | |
| IT services | 18 | 19 | 23 | 21% | |
| Health Care Services | 39 | 33 | 50 | 51% | |
| Telecom (EV/EBITA) | 8 | 10 | 13 | 38% | |
| Electric Utilities | 12 | 10 | 16 | 60% | |
| Pharmaceuticals | 25 | 22 | 27 | 23% | |
| Automobile | 13 | 17 | 18 | 6% | |
| Construction Materials | 22 | 28 | 46 | 64% | |
| Capital Goods | 28 | 21 | 33 | 57% | |
| Chemical | 19 | 22 | 54 | 143% | |

Services

Nonservices

Fund Facts







Typical Investment Horizon
5+ years

Benchmark

NIFTY Services Sector TRI



NFO Period 4th July 2025 to 18th July 2025



Min. application amount

Rs. 100 and in multiples of Re. 1 thereafter

Fund Managers

Mr. Sachin Relekar, Mr. Shreyash Devalkar, Ms. Krishnaa Narayan (for Foreign 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

Annexure - Other Concerns







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Tariff Tension: Not Just About % Tariff

The objectives set out as Per 'the America First Trade Policy Document' is larger and complex -

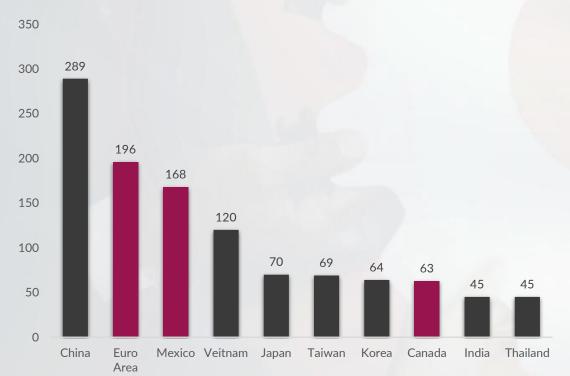
Investigate cause of country's large and persistent annual trade deficit

Economic and national security implication

Assess the policies of major trading partners with respect to rate of exchange

Asia Trade surplus with US - 7/10 from Asia - with significant rise from 2017

India has 7th largest trade surplus with US



Emerging Asia's share in US imports is at 40.5%

| | 2015 | 2019 | 2024 | 2015 | 2019 | 2024 |
|-----------------|----------|----------|----------|-----------|-----------|-----------|
| | (USD bn) | (USD bn) | (USD bn) | (% share) | (% share) | (% share) |
| Brazil | 27 | 31 | 42 | 1.7 | 1.8 | 1.9 |
| Canada | 296 | 320 | 412 | 18.4 | 18.2 | 18.4 |
| China | 483 | 453 | 437 | 30.0 | 25.8 | 19.5 |
| Germany | 125 | 128 | 161 | 7.7 | 7.3 | 7.2 |
| India | 45 | 58 | 88 | 2.8 | 3.3 | 3.9 |
| Japan | 131 | 144 | 148 | 8.1 | 8.2 | 6.6 |
| South Korea | 72 | 78 | 131 | 4.4 | 4.4 | 5.8 |
| Mexico | 296 | 358 | 505 | 18.4 | 20.4 | 22.5 |
| Taiwan | 41 | 54 | 115 | 2.5 | 3.1 | 5.1 |
| UK | 58 | 63 | 68 | 3.6 | 3.6 | 3.0 |
| Vietnam | 38 | 66 | 137 | 2.4 | 3.8 | 6.1 |
| Asia (ex-Japan) | 679 | 709 | 907 | 42.1 | 40.5 | 40.5 |
| Total | 1,613 | 1,752 | 2,244 | | | |

Source: CIEC, Morgan Stanley, Axis Research. Trade surplus - \$USD Bn 12M trailing sum OCT-24.

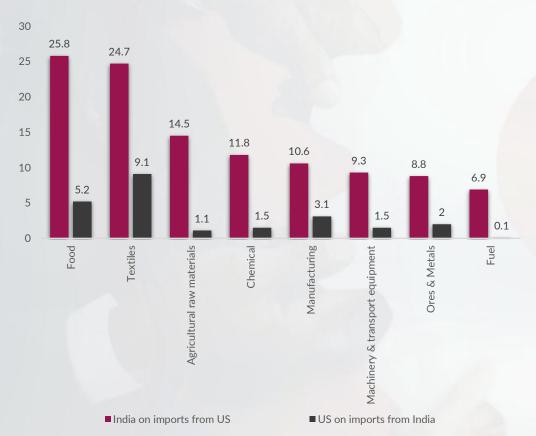




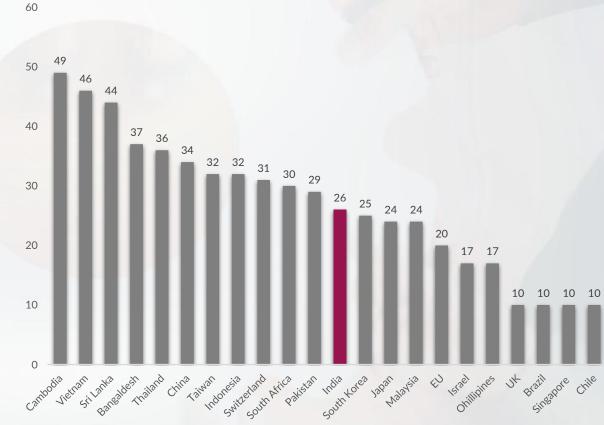
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Assessing Impact of Tariffs on India

Applied weighted avg tariffs by India (7.7%) and US (2.8%)



Tariffs implemented by the US (now flat 10% for 90 days)







Assessing Impact of Tariffs on India



Well-positioned among emerging markets due to its relatively lower tariffs



Exports constituting a small portion of GDP - less susceptible to global trade disruptions



Global uncertainty – US capital outflow and depreciating dollar



Favourable for India – corrected valuation, lower crude oil prices and RBI monetary easing



US growth slowdown to more than India



Import tariffs on other countries are much higher than India's (26%)



India has a trade surplus in Machinery and Electronics, Chemicals & Pharma, Textiles, Stone & Glass, Metals and Animal Products - highly labourintensive sectors - US could face difficulties in finding a replacement as India is cost competitive

Service Sector: Huge Opportunity in Exports







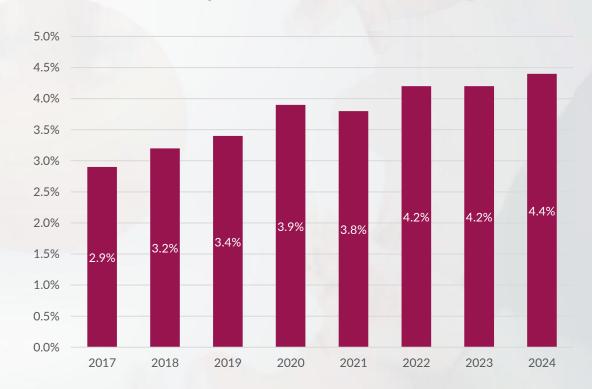
Services exports is now close in size with goods exports

India exports (3M trailing sum annualized, US\$bn)



India has continued to gain services export market share

India global services exports share (%)



Product Labelling





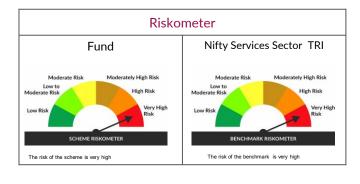
Axis Services Opportunities Fund

(An open-ended equity scheme following services theme)

Benchmark: NIFTY Services Sector TRI

This product is suitable for investors who are seeking*:

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



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.

Axis Consumption Fund

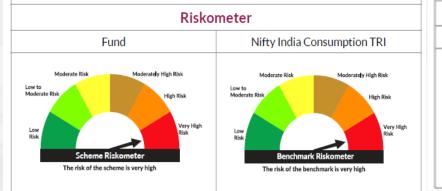
(An open-ended equity scheme following consumption theme)

Benchmark: Nifty India Consumption TRI

This product is suitable for investors who are seeking*

- · Capital appreciation over long term
- An equity scheme investing in equity & equity related securities of companies engaged in consumption and consumption related sector or allied sectors.

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



Axis India Manufacturing Fund

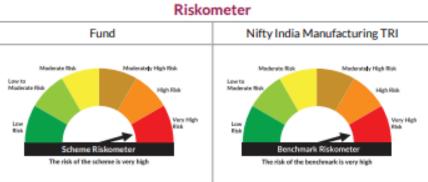
(An open-ended equity scheme representing the India manufacturing theme)

Benchmark: Nifty India Manufacturing TRI

This product is suitable for investors who are seeking*

- Capital appreciation over long term
- An equity scheme investing in Indian equity & equity related securities of companies engaged in manufacturing theme.

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



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Statutory Details and Risk Factors

Data updated as on 30th April 2025

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 fund manager(s) may or may not choose to hold the stock mentioned, from time to time.

Sachin Relekar is Managing Axis Focused Fund, Axis Flexi Cap Fund since 1st Feb, 2024 and Axis Nifty500 Momentum 50 Index Fund since 1st Feb, 2025.

Shreyash Devalkar is Managing Axis Large Cap Fund, Axis Mid Cap Fund since 23rd Nov, 2016, Axis Multicap Fund since 1st Mar, 2023, Axis ELSS Tax Saver Fund, Axis Large & Mid Cap Fund since 4th Aug, 2023, Axis India Manufacturing Fund since 21st Dec, 2023 and Axis Consumption Fund since 12th Sep, 2024.

Krishnaa N is Managing Axis Small Cap Fund, Axis Innovation Fund, Axis US Treasury Dynamic Bond ETF Fund of Fund, Axis Value Fund, Axis Large Cap Fund, Axis ESG Integration Strategy Fund, Axis Focused Fund, Axis Greater China Equity Fund of Fund, Axis Global Equity Alpha Fund of Fund, Axis Global Innovation Fund of Fund, Axis Large & Mid Cap Fund, Axis Midcap Fund, Axis Flexi Cap Fund, Axis NASDAQ 100 Fund of Fund, Axis Quant Fund, Axis Retirement Fund - Aggressive Plan, Axis Retirement Fund - Conservative Plan and Axis Retirement Fund - Dynamic Plan since 1st Mar, 2024, Axis Consumption Fund since 12th Sep, 2024 and Axis Multi Asset Allocation Fund, Axis Children's Fund, Axis Aggressive Hybrid Fund and Axis Equity Savings Fund since 16th Dec, 2024.

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