

SYSTEMATIC BUSINESS PLAN



Not only are SIPs & STPs good for your clients, but they are also good for you. Come, be a part of the **Axis Mutual Fund Systematic Business Plan** - an opportunity that can help you grow your business systematically, by doing SIP & STP business.

INCENTIVE STRUCTURE FOR SYSTEMATIC INVESTMENT PLANS (SIP) AND SYSTEMATIC TRANSFER PLANS (STP)

Eligible Schemes: Axis Equity Fund | Axis Midcap Fund
Axis Focused 25 Fund | Axis Income Saver | Axis Triple Advantage Fund

SIP/STP PERIOD
OCT 01, 2014
TO
DEC 31, 2014

STP INCENTIVE STRUCTURE

No. of Instalments	Amount per Instalment (₹)	Mode of Payment	Promotional SIP / STP Incentive
= > 6 & < 12	= > 5,000 and < = 25,000	Upfront	$0.10\% \times \text{No. of Instalments} \times \text{Amount per Instalment}$
= > 6 & < 12	= > 25,000 and < = 1,00,000	Upfront	$0.20\% \times \text{No. of Instalments} \times \text{Amount per Instalment}$
= > 6 & < 12	= > 1,00,000 and < = 10,00,000	Upfront	$0.25\% \times \text{No. of Instalments} \times \text{Amount per Instalment}$
= > 12	= > 5,000 and < = 25,000	Upfront	$0.20\% \times 12 \times \text{Amount per Instalment}$
= > 12	= > 25,000 and < = 1,00,000	Upfront	$0.25\% \times 12 \times \text{Amount per Instalment}$
= > 12	= > 1,00,000 and < = 10,00,000	Upfront	$0.30\% \times 12 \times \text{Amount per Instalment}$

Note:

- Capital Appreciation STPs and STPs with daily frequency shall not be considered for payment of incentives
- Systematic transfer in the eligible schemes from Axis Liquid Fund, Axis Treasury Advantage Fund and Axis Arbitrage Fund shall only be considered for payment of incentives

SIP INCENTIVE STRUCTURE

Frequency of SIP	Tenure	Amount per Instalment (Rs.)	Mode of Payment	Promotional SIP / STP Incentive
Monthly	= > 36 instalments	= > 2,000 and < = 10,000	Upfront	0.25% x No. of Instalments* x Amount per Instalment
Monthly	= > 36 instalments	> 10,000	Per Instalment	0.25% x Amount per Instalment*

Note: * The incentive shall be payable only for the actual number of instalments which have to be a minimum of 36 instalments and the maximum number of instalments considered for incentives shall be 60 instalments

Maximum number of instalments considered for calculation shall be 60 instalments

Please refer terms and conditions for further details.

LOYALTY INCENTIVE FOR SIPs

City Type	Total of all Monthly Instalments for the month under consideration for all existing SIPs (₹ Lakh)	Promotional SIP / STP Incentive
Top 15 cities	= > 5 & < 10	0.10% x Total of all SIP instalments in the month under consideration in eligible funds
Top 15 cities	= > 10	0.20% x Total of all SIP instalments in the month under consideration in eligible funds
Other than Top 15 cities	= > 3 & < 5	0.10% x Total of all SIP instalments in the month under consideration in eligible funds
Other than Top 15 cities	= > 5	0.20% x Total of all SIP instalments in the month under consideration in eligible funds

The loyalty incentive shall be calculated on monthly basis for all eligible schemes mentioned above and paid every month for which the above mentioned criteria is fulfilled

TERMS AND CONDITIONS

- The brokerage structure mentioned herein is payable to AMFI certified distributors only.
- This brokerage structure is applicable to only distributors of Axis Asset Management Company Ltd. (AMC) / Axis Mutual Fund and can be changed by the AMC / Trustee at their sole discretion without any prior intimation or notification in case of Regulatory Changes / Change in Industry practices in respect to payment of Brokerage on Funds or due to any other circumstances which AMC / Trustee considers appropriate. Brokerage rates are inclusive of all taxes, cost, charges & expenses incurred by you. However Service tax and Education Cess if any will be deducted at source wherever applicable.
- Above data / information / brokerage structure is as on this date and is subject to amendments pursuant to any regulatory changes.
- The AMC / Trustees shall not be responsible for any losses incurred by any one due to any change in the brokerage structure. All distributors should abide by the code of conduct and rules / regulations laid down by SEBI / AMFI. Also, it is specifically mentioned that distributors will neither pass on or rebate brokerage back to investors nor tempt them with rebate / gift. The AMC / Trustee will take disciplinary action against any distributor who is found violating these regulations/ code of conduct.
- In accordance with the clause 4(d) of SEBI Circular No. SEBI / IMD / CIR No. 4/168230/09 dated June 30, 2009, the distributors should disclose all the commissions (in the form of trail commission or any other mode) payable to them for the different competing schemes of various mutual funds from amongst which the scheme is being recommended to the investor. Distributors are advised to ensure compliance of the same.
- This brokerage structure is subject to EUIN and other regulations / guidelines as specified by SEBI / AMFI and /or adopted by the mutual fund industry.
- This special structure is applicable with effect from 1st October 2014 to 31st December 2014.
- The Promotional SIP / STP Incentive is applicable to all new SIPs / STPs registered in Axis Equity Fund, Axis Midcap Fund, Axis Focused 25 Fund, Axis Income Saver Fund and Axis Triple Advantage Fund only during the said period.
- STPs registered with transferor schemes as Axis Liquid Fund, Axis Treasury Advantage Fund and Axis Arbitrage Fund shall only be considered for payment of incentives.
- Regular brokerage shall be paid as per the quarterly brokerage structure communicated separately.
- Multiple Applications in the same fund with the same holding pattern of investors shall be clubbed together for calculation of the incentives.
- This incentive shall be payable only on successful debits / transfers. Any unsuccessful debit or transfer shall be eligible for a pro rata clawback. In case of pre-closure of SIP/ STP, any rejection in SIP on account of mandate rejection or any other reason or change of broker code, Axis AMC / Trustee shall recover incentives on a pro-rata basis for the balance period from the future brokerages payable. In case of the brokerage payable in future is less than the amount recoverable the distributor shall be asked to remit the excess payment by Cheque to the AMC / Trustee. This shall be treated as a clawback. Please refer to the regular brokerage structure for treatment of clawback amount. In case of any delay of more than 10 days in refund of Commission (required to be clawed back) by the distributor, the distributor shall be liable to pay the outstanding commission together with interest at 15% p.a. on the amount outstanding.
- No Incentive shall be payable to any new broker after change of broker code for the SIPs / STPs registered during the said period.
- Axis AMC / Trustee reserves the right to withdraw the additional incentive plan any time during the above mentioned period.
- The Incentive amount will be subject to deduction of service tax and the education cess.
- The Incentive payment shall be made at the end of the calendar quarter.
- All payments to the Distributor shall be subject to the relevant provisions of the Income Tax Act, 1961 and other applicable laws.
- In the event of excess payment of brokerage to the Distributor, AMC / TC / MF shall have the right to deduct and appropriate the excess amount from any amounts subsequently payable by the AMC to the Distributor. In the event that no subsequent amount is payable by the AMC to the Distributor, the Distributor shall refund the same to the AMC within 30 days of demand by the AMC.
- The Distributor shall not make representations / statements concerning the units of the schemes other than as contained in the current SID(s), Key Information Memorandum and printed information issued by Axis Mutual Fund / Axis Asset Management Company Limited as information supplemental to such documents. The Distributor shall only use such advertising / sales material for distributing / selling activities as provided/ approved by Axis Mutual Fund / Axis Asset Management Company Limited when advertising. The Distributor shall not indulge in any kind of malpractice or unethical practice to sell, market or induce any investor to buy mutual AMF units which may directly/ indirectly impact Axis Mutual Fund / Axis Asset Management Company Limited in any manner. The distributor shall comply with all applicable regulations, rules and laws.
- In all the matters, decision of the AMC / Trustee will be considered final.

AXIS EQUITY FUND This product is suitable for investors who are seeking*: • Capital appreciation over long term • Investment in a diversified portfolio predominantly consisting of equity and equity related instruments • High risk **(BROWN)** **AXIS MIDCAP FUND** This product is suitable for investors who are seeking*: • Capital appreciation over long term • Investing predominantly in equity & equity related instruments of mid size companies with focus on relatively larger companies within this category • High risk **(BROWN)** **AXIS FOCUSED 25 FUND** This product is suitable for investors who are seeking*: • Capital appreciation over long term • Investment in a concentrated portfolio of equity & equity related instruments of up to 25 companies • High risk **(BROWN)** **AXIS INCOME SAVER** This product is suitable for investors who are seeking*: • Capital appreciation while generating income over medium to long term • Investment in debt and money market instruments as well as equity and equity related instruments while managing risk through active asset allocation • Medium risk **(YELLOW)** **AXIS TRIPLE ADVANTAGE FUND** This product is suitable for investors who are seeking*: • Capital appreciation & generating income over long term • Investment in a diversified portfolio of equity and equity related instruments, fixed income instruments & gold Exchange Traded Funds • Medium risk **(YELLOW)**

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

Note: Risk is represented as:

(BLUE) investors understand that their principal will be at low risk **(YELLOW)** investors understand that their principal will be at medium risk **(BROWN)** investors understand that their principal will be at high risk

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: Axis Bank Limited is not liable or responsible for any loss or shortfall resulting from the operation of the scheme. Mutual Fund Investments are subject to market risks, read all scheme related documents carefully.