

Plexus Management Services

NFO Review: Axis Midcap Fund

Offer Period	31st Jan 2011 – 14th Feb 2011
Scheme Type	Open Ended Midcap Equity
Unit Price & Subscription:	Unit Price: Rs. 10 per unit. Subscription : Rs. 5000
Load & options.	Entry Load : NIL; Exit Load: 1.00% if exited upto 1 year, Nil if exited after 1 year Options: Growth & Dividend
Fund Objective:	To achieve long term capital appreciation by investing predominantly in equity & equity related instruments of mid size companies. The focus of the fund would be to invest in relatively larger companies within this category.
Benchmark:	BSE Mid Cap Index
Fund Manager	Pankaj Murarka

Idea Distiller:

The fund house needs to complete its bouquet of products. The fund house wants to be a long term committed participant in the industry and thus this fund.

Asset allocation:

Item	Percentage
Debt & Cash equivalent:	0-20%
Equity	80-100%

Peer Scheme

HSBC Mid Cap

Track record:

Management	Fund Manager
Risk: ★ ★ ★ ☆ ☆	Risk: ★ ★ ★ ☆ ☆
Return: ★ ★ ★ ☆ ☆	Return: ★ ★ ★ ☆ ☆

Scheme DNA:

Unique Idea: ★ ☆ ☆ ☆ ☆
Return Possibility: ★ ★ ★ ★ ☆
Risk : ★ ★ ★ ☆ ☆
Opera ability: ★ ★ ★ ★ ☆

Risk of Investing: At the current level of the market and the extra drubbing that the mid cap stocks have received, the prices are extremely attractive for a long term stock picker. As such, the risk of investing is not very high.

Return possibility: The expectation of a recovery is very high and the current year's outlook is very bright. Prospects for making money from equity from current levels is enormous and more so from the beaten down mid cap segment.

Comments: Axis Mutual Fund has (mostly by accident), come out with a relevant fund at the right time. However, the draw of the fund house is not as strong as they would have wanted but still this is a very good time to start the innings. Competition would be from established mid cap players.

Oomph appeal: Medium – High.