

Scheme Facts

Structure

Large Cap Fund- An open ended equity scheme predominantly investing in large cap stocks

Month end AUM* (as on 31st July 2020)

₹1,627.29 crs

Monthly Average AUM*

₹1,590.94 crs

NAV (as on 31st July 2020)

Dividend ₹31.5440

Direct Dividend ₹35.0140

Growth ₹234.7830

Direct Growth ₹254.3710

Launch Date

04th February 2003

Benchmark

Nifty 50 TRI

Min. Initial Inv.

₹1,000

Additional Inv.

₹1000 & in multiples of ₹1

Standard Deviation[^]

20.59%

Beta[^]

0.96

Sharpe[^]

0.06

Portfolio Turnover

33.89%

*Source: MFI Explorer.

[^] as on 31st July, 2020. Source: ICRA MFI Explorer.

Market Cap[§]

%

Large Cap 84.67

Midcap 9.96

Small Cap 2.57

Cash 2.80

[§]The given market cap data is on the basis of new SEBI circular on scheme rationalisation wherein Stocks are categorised as per given AMFI list.

Source : Valuefy

Load Structure

Entry Load: Nil

Exit Load:

i) For redemption / switch out of upto 10% of the initial investment amount (limit) purchased or switched or switched in with in 1 year from the date of allotment: Nil

ii) If units redeemed or switched out are in excess of the limit with in 1 year from the date of allotment: 1%

iii) If units redeemed or switched out on or after 1 year from the date of allotment: Nil

iv) Any exit load charged (net off Goods and Services Tax, if any) shall be credited back to the respective Scheme. Units issued on reinvestment of dividends shall not be subject to entry and exit load.

About Kotak Bluechip Fund

- Kotak Bluechip Fund mainly invests in companies with large market capitalization segment across various sectors.
- The schemes endeavors to identify companies that are relatively stable in comparison to the broader market and endeavors to select stocks based on financial strength of companies, management strategies and reputation, track record and liquidity.

Equity Market Brief

- India Inc over the last 3 years has seen multiple shocks – from demonetisation to key reforms like GST, RERA etc to credit freeze in aftermath of wholesale NBFC unable to get access to credit to current lockdown amidst the global supply and demand shock unleashed by Coronavirus. In the long journey of corporate India, these events almost seems like a big RESET button. A call to significantly change business practices, realign key business priorities in a changing landscape and massive consolidation across sectors.
- Covid19 – while initial impact was localised to Chinese economy and therefore the supply shock given large export from China, the spread of virus globally now risks creating a demand shock as well. While global coordination of policy makers and containment of virus and improvement in drugs to counter will reduce the longer term impacts of this shock, near-term demand and supply chains remain frozen amidst a significant drop in economic activity. We are slowly emerging from lockdown to phases of ‘unlocking’ the economy. Initially, demand trends are encouraging, however sustenance of these trends need to be maintained across most sectors.
- While Indian government & RBI have announced few measures, we expect more measures to be announced given the unprecedented nature of events led by Covid 19. Amidst this uncertainty, Indian equities have seen large up and down moves in recent months.
- While near term uncertainty induces volatility in asset prices, in the long run, wealth creation in equities is a function as how businesses can profitably grow over their cost of capital sustainably. Given the long-range of reforms introduced as well as likely relief measures by government & RBI, we believe longer-term prospects of Indian equities is quite encouraging and we would advise investors to benefit from volatility, as it manifests.
- Time in the market is more important than timing the market - recently, markets volatility has moved up and investors can benefit from this volatility by focusing on disciplined investing and asset allocation.

Portfolio Action

- We continue to be invested in sectoral leaders, with a special emphasis of investing in companies that will likely see improvements in return ratios and those companies which have invested in their business as well as cut operating costs in the downturn.
- Our preference is to invest in businesses which have improving supply dynamics. Our belief is that consolidated/consolidating industry structure allows for better pricing power, higher visibility of profit pools and discipline amongst various industry participants
- Our focus in to invest in companies with low fixed costs in this environment – most of our investee companies have limited debt and many are cash rich. Many of them are sector leaders with better margins (PBDT Margins) than competitors, implying better cost control and lower fixed costs. While demand is hit across sectors, these companies in general should survive this painful period of business better than their competitors, and thrive when demand recovers over time.
- We remain overweight in insurance, cement, capital goods while underweight consumer and NBFC.
- Over the last few months, we have increased exposure to telecom, pharma, technology, food companies even as we have further reduced exposure to lenders and energy sector.

Top Sectors as on 31st July, 2020

Sector	% Weight		Underweight / overweight against benchmark	Previous Month (Portfolio % Weight)	Change in portfolio from previous month
	Portfolio	Benchmark (NIFTY 50)			
Financial Services	28.18	33.16	-4.98	29.58	-1.40
Information Technology	15.60	16.11	-0.51	13.17	2.43
Energy	14.93	18.06	-3.13	14.19	0.74
Consumer Goods	11.01	12.64	-1.63	11.81	-0.80
Automobile	5.87	5.61	0.26	5.83	0.04
Cement & Cement Products	4.28	2.17	2.11	4.43	-0.15
Construction	3.69	2.38	1.31	4.01	-0.31
Telecom	3.41	3.20	0.21	3.70	-0.29
Pharma	3.29	3.18	0.11	3.17	0.11
Cash & Cash Equivalent	2.74	0.00	2.74	2.61	0.14

Dividend History

Date	CUM Dividend NAV	Dividend (₹ per unit)
Dec-23-19	37.059	2.56
Dec-27-18	32.943	0.87
Mar-23-18	35.357	3.60
Dec-28-17	39.218	1.52
Jun-28-17	39.046	1.50
Dec-30-16	33.071	1.35
Jun-15-16	36.692	1.40
Jun-29-15	44.732	11.00
Dec-12-14	42.959	1.00
Feb-07-14	30.575	1.00
Feb-04-13	32.190	1.00
Feb-29-12	28.687	1.00
Jan-27-11	31.317	2.00
Jan-22-10	31.036	3.00
Mar-30-09	20.021	1.00
Feb-28-08	39.091	3.00
Jan-11-08	51.399	6.00
July-20-07	38.870	3.00
Dec-27-06	38.556	5.50
Dec-27-05	27.711	1.00
Jun-03-05	20.345	1.00
Nov-05-04	18.060	1.50

About Kotak Mutual Fund

Kotak Mahindra Asset Management Company Limited (KMAMC) is a wholly owned subsidiary of Kotak Mahindra Bank Limited (KMBL). KMBL has over two decades of experience in financial services. KMBL has a market capitalization of ₹2702.55bn (as on, 31st July, 2020). KMAMC is the Asset Manager for Kotak Mahindra Mutual Fund (KMMF). It started operations in December 1998. KMMF offers schemes catering to investors with varying risk - return profiles and was the first fund house in the country to launch a dedicated gilt scheme. KMAMC manages assets worth ₹1,89,230.56cr as on 31st July, 2020.

* The numbers are converted using the Rupee-USD reference rate published by the Reserve Bank of India as on the respective dates.

To know more

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Disclaimer

Kotak Bluechip Fund Large Cap Fund- An open ended equity scheme predominantly investing in large cap stocks. **Investment Objective:** To generate capital appreciation from a portfolio of predominantly equity and equity related securities falling under the category of large Cap companies.

Mutual Fund investments are subject to market risks, read all scheme related documents carefully. Scheme Information Document (SID) and Statement of Additional Information (SAI) available on mutualfund.kotak.com

Top 10 Companies as on 31st July, 2020

Reliance Industries Ltd.	Petroleum Products	10.29%
Infosys Ltd.	Software	7.72%
HDFC Bank Ltd.	Banks	7.41%
ICICI Bank Ltd.	Banks	5.61%
Tata Consultancy Services Ltd.	Software	5.19%
Hindustan Unilever Ltd.	Consumer Non Durables	3.53%
Bharti Airtel Ltd.	Telecom - Services	3.41%
HDFC Ltd.	Finance	3.07%
Larsen And Toubro Ltd.	Construction Project	2.95%
Kotak Mahindra Bank Ltd.	Banks	2.90%

Kotak Bluechip Fund* Performance (%) as on 31st July, 2020

Date	Scheme Returns (%) ^	Nifty 50 TRI # (%)^*	Alpha	S&P BSE Sensex TRI ## (%)^*	Current Value of Standard Investment of ₹10000 in the		
					Scheme # (₹)	Benchmark # (₹)	Additional Benchmark ## (₹)
Kotak Bluechip Fund – Growth^^							
Since Inception	18.51	15.98	2.53	16.18	195,116	133,812	137,976
Last 1 Year	4.62	0.68	3.94	1.47	10,462	10,068	10,147
Last 3 Years	3.04	4.46	-1.42	6.20	10,941	11,400	11,980
Last 5 Years	5.50	6.66	-1.17	7.33	13,071	13,811	14,245

Since inception date of Kotak Bluechip Fund - Reg Growth is 04/02/2003. Mr. Harish Krishnan has been managing the fund since 01/01/2014

Different plans have different expense structure. The performance details provided herein are of regular plan

^Past performance may or may not be sustained in future. *All payouts during the period have been reinvested in the units of the scheme at the then prevailing NAV. Returns > = 1 year: CAGR (Compounded Annualised Growth Rate). N.A stands for data not available. Note: Point to Point (PTP) Returns in INR shows the value of ₹10,000/- investment made at inception. Source: ICRA MFI Explorer. # Name of Scheme Benchmark. ## Name of Additional Benchmark. Please refer page no. 3 for Other schemes managed by Mr. Harish Krishnan.

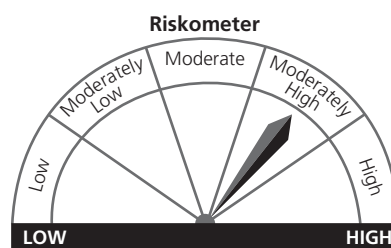
*TRI - Total Return Index, In terms of SEBI circular dated January 4, 2018, the performance of the scheme is benchmarked to the Total Return variant (TRI) of the Benchmark Index instead of Price Return Variant (PRI).

*As TRI data is not available since inception of the scheme, benchmark performance is calculated using composite CAGR of S&P BSE Sensex PRI values from 29th Dec 1998 to 31st May 2007 and TRI Values since 31st May 2007.

Since Inception date of Kotak Bluechip Fund- Dividend plan is 29/12/1998. Alpha is difference of scheme return with benchmark return.

^^Kotak Mahindra 50 unit scheme is renamed as Kotak Bluechip Fund with effect from 25th May 2018.

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Investors understand that their principal will be at moderately high risk

This product is suitable for investors who are seeking*:

- Long term capital growth
- Investment in portfolio of predominantly equity & equity related securities

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

Other Funds Managed by Mr. Harish Krishnan

Period	1 year		3 years		5 years		Since Inception	
	Scheme Returns (%) [^]	Benchmark Returns (%) ^{^*}	Scheme Returns (%) [^]	Benchmark Returns (%) ^{^*}	Scheme Returns (%) [^]	Benchmark Returns (%) ^{^*}	Scheme Returns (%) [^]	Benchmark Returns (%) ^{^*}
Kotak India Growth Fund - Series 5 - Growth	11.87	0.79	NA	NA	NA	NA	-0.74	0.62
Kotak Balanced Advantage Fund - Growth	8.74	8.06	NA	NA	NA	NA	6.75	7.03
Kotak Equity Savings Fund - Growth	6.41	3.48	5.72	5.04	6.73	5.84	7.34	6.35
Kotak Focused Equity Fund - Growth	0.86	0.79	NA	NA	NA	NA	1.04	-3.85
Kotak Infra. and Economic Reform Fund - Growth	-12.87	-11.73	-7.02	-8.49	0.77	-2.44	4.24	-1.40
Kotak Pioneer Fund	Since Kotak Pioneer Fund has not yet completed 1 year from Inception, the performance of the scheme is not disclosed.							

Mr. Harish Krishnan manages 7 funds of Kotak Mutual fund.

Kotak India Growth Fund - Series 5 - Growth, *Name of the Benchmark - Nifty 200 TRI, Scheme Inception date is 15/05/2018. Mr. Harish Krishnan has been managing the fund since 15/05/2018.

Kotak Balanced Advantage Fund - Growth, *Name of the Benchmark - NIFTY 50 Hybrid Composite Debt 50:50 Index . Scheme Inception date is 03/08/2018. Mr. Abhishek Bisen & Mr. Harish Krishnan has been managing the fund since 03/08/2018. Mr. Hiten Shah has been managing the fund since 03/10/2019.

Kotak Equity Savings Fund - Growth, *Name of the Benchmark - 75% NIFTY 50 Arbitrage + 25% Nifty 50 TRI, Scheme Inception date is 13/10/2014. Mr. Harish Krishnan has been managing the fund since 09/05/2019. Mr. Abhishek Bisen has been managing the fund since 17/09/2014. Mr. Hiten Shah has been managing the fund since 03/10/2019.

Kotak Focused Equity Fund - Growth, *Name of the Benchmark - Nifty 200 TRI, Scheme Inception date is 16/07/2019. Mr. Harish Krishnan & Ms. Shibani Kurian has been managing the fund since 16/07/2019.

Kotak Infrastructure and Economic Reform Fund - Growth, *Name of the Benchmark - India Infrastructure Index (Customised Index by IISL), Scheme Inception date is 25/02/2008. Mr. Harish Krishnan has been managing the fund since 31/01/2015.

Different plans have different expense structure. The performance details provided herein are of regular plan

[^]Past performance may or may not be sustained in future.*All payouts during the period have been reinvested in the units of the scheme at the then prevailing NAV. Returns >= 1 year: CAGR (Compounded Annualised Growth Rate). N.A stands for data not available. Source: ICRA MFI Explorer.

TRI – Total Return Index. With effect from 1st February 2018, we are comparing the performances of the funds with the total return variant of the benchmark instead of the price return variant.

As TRI data is not available since inception of the scheme, benchmark performance is calculated using composite CAGR of S&P BSE Sensex PRI values from 29th Dec 1998 to 31st May 2007 and TRI Values since 31st May 2007.