

KEY INFORMATION MEMORANDUM

360 ONE FOCUSED EQUITY FUND

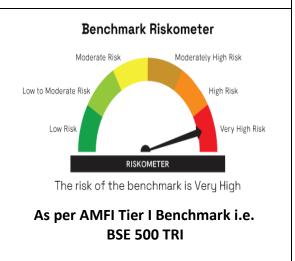
(An open-ended equity scheme investing in maximum 30 multi-cap stocks)

(Scheme Code: 360O/O/E/FOC/14/08/0003)

This product is suitable for investors who are seeking*:

- capital appreciation over long term;
- Investment predominantly in equity and equity related instruments





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

Continuous offer for Units at NAV based prices

| Name of Mutual Fund | Name of Asset Management Company | Name of Trustee company | |
|---------------------------------------|---|--|--|
| 360 ONE Mutual Fund | 360 ONE Asset Management Limited | 360 ONE Asset Trustee Limited | |
| 360 ONE Centre, Kamala City, Senapati | Regd. Office: 360 ONE Centre, Kamala | Regd. Office: 360 ONE Centre, Kamala City, | |
| Bapat Marg, Lower Parel, Mumbai - 400 | City, Senapati Bapat Marg, Lower Parel, | Senapati Bapat Marg, Lower Parel, Mumbai - | |
| 013 | Mumbai - 400 013 | 400 013 | |
| Website: <u>www.360.one/asset-</u> | Website: <u>www.360.one/asset-</u> | Website: <u>www.360.one/asset-</u> | |
| management/mutualfund/ | management/mutualfund/ | management/mutualfund/ | |

This Key Information Memorandum (KIM) sets forth the information which a prospective investor ought to know before investing. For further details of the scheme/Mutual Fund, due diligence certificate by the AMC, Key Personnel, investors' rights & services, risk factors, penalties & pending litigations etc. investors should, before investment, refer to the Scheme Information Document and Statement of Additional Information available free of cost at any of the Investor Service Centres or distributors or from the website https://www.360.0ne/asset-management/mutualfund/downloads/information-documents/.

The Scheme particulars have been prepared in accordance with Securities and Exchange Board of India (Mutual Funds) Regulations 1996, as amended till date, and filed with Securities and Exchange Board of India (SEBI). The units being offered for public subscription have not been approved or disapproved by SEBI, nor has SEBI certified the accuracy or adequacy of this KIM.

This Key Information Memorandum is dated May 30, 2025.

Investment Objective

The investment objective of the scheme is to generate long-term capital appreciation for investors from a portfolio of equity and equity related securities. However, there can be no assurance or guarantee that the investment objective of the Scheme would be achieved.

Asset Allocation Pattern of the scheme

The investment policies of the Scheme shall be as per SEBI (Mutual Funds) Regulations, 1996, and within the following guidelines. Under normal market circumstances, the investment range would be as follows:

| Instruments | Indicative Allocations (% of total assets) | | |
|---------------------------------------|---|---------|--|
| | Maximum | Minimum | |
| Equity or *Equity Related Instruments | 100% | 75% | |
| Debt and money market instruments | 25% | 0% | |

^{*}Equity Related Instruments include convertible debentures, convertible preference shares, warrants carrying the right to obtain equity shares, equity derivatives and such other instrument as may be specified by SEBI from time to time.

Indicative table of percentage of investment in various securities:

| SI. | Type of Instrument | % of exposure | Circular references |
|-----|--------------------------------|--|---|
| 1. | Investment in debt derivatives | 10% of the net assets of the Scheme | Clause 12.25 of SEBI Master Circular dated June 27, 2024 |
| 2. | Securities lending | 20% of the net assets subject to 5% cap per single counter party | clause 12.11 of SEBI Master Circular dated June 27, 2024, and framework for short selling and borrowing and lending of securities notified by SEBI. |
| 3. | Derivative Instruments | 50% of the total Net Assets of Scheme | Clause 12.25 of SEBI Master Circular dated June 27, 2024 |

The Scheme will not invest in below securities/instruments:

| F | · | | |
|-------|--|--|--|
| S.No. | Securities/Instruments | | |
| 1 | Short Selling | | |
| 2 | Securitized Debt | | |
| 3 | Equity Linked Debentures | | |
| 4 | Repo Transactions of Corporate Debt Securities | | |

In accordance with clause 12.24 of SEBI master Circular dated June 27, 2024 the cumulative gross exposure through equity, debt, derivative positions (including commodity and fixed income derivatives), repo transactions and credit default swaps in corporate debt securities, Real Estate Investment Trusts (REITs), Infrastructure Investment Trusts (InvITs), other permitted securities/assets and such other securities/assets as may be permitted by the Board from time to time should not exceed 100% of the net assets of the scheme.

Pursuant to clause 12.25 of SEBI master circular dated June 27, 2024 and SEBI Letter to AMFI dated November 03, 2021, Cash or cash equivalents with residual maturity of less than 91 days may be treated as not creating any exposure. Cash Equivalent shall consist of the following securities having residual maturity of less than 91 days:

- a) Government Securities;
- b) T-Bills; and
- c) Repo on Government securities

Pending deployment of the funds as per the investment objective of the Scheme, the funds of the Scheme may be parked in short term deposits of the scheduled commercial banks, subject to the guidelines and limits specified by clause 12.16 and 4.5 of SEBI Master Circular dated June 27, 2024 as amended from time to time.

Investment Strategy

The Scheme would endeavour to identify the sectors that are likely to do well in the medium term, based on the business cycle of the economy and take focused exposure to securities of Companies in identified sectors. The sectors would be actively monitored and changes will be made to invest in sectors that will benefit from the current stage of the business cycle. The Scheme would take concentrated exposure in not more than 25 - 30 high conviction stocks in such sectors.

The Scheme would be market cap agnostic and there wouldn't be any restriction on the sectors in which the fund can invest.

Please refer SID for detailed investment strategy.

Risk of the Scheme

Mutual Fund Units involve investment risk including the possible loss of principal. Please read the SID carefully for details on risk factors before investment. Scheme specific Risk Factors are summarized below:

Risks associated with investing in Equities:

- a. Investments in the equity shares of the Companies are subject to price fluctuation on daily basis. The volatility in the value of equity is due to various micro and macro economic factors like economic and political developments, changes in interest rates, etc. affecting the securities markets. This may have adverse impact on individual securities/sector and consequently on the NAV of Scheme.
- b. The NAVs of schemes investing in equity will fluctuate as the daily prices of the individual securities in which they invest fluctuate and the units when redeemed may be worth more or less than their original cost.
- c. The value of the Scheme's investments, may be affected generally by factors affecting securities markets, such as price and volume volatility in the capital markets, interest rates, currency exchange rates, changes in policies of the Government, taxation laws or policies of any appropriate authority and other political and economic developments and closure of stock exchanges which may have an adverse bearing on individual securities, a specific sector or all sectors including equity and debt markets.

Profile

Consequently, the NAV of the units of the Scheme may fluctuate and can go up or down.

- d. Investors may note that Fund Manager's investment decisions may not always be profitable, as actual market movements may be at variance with anticipated trends.
- e. Securities which are not quoted on the stock exchanges are inherently illiquid in nature and carry a larger liquidity risk in comparison with securities that are listed on the exchanges or offer other exit options to the investors, including put options. Such securities, however, increase the risk of the portfolio. Additionally, the liquidity and valuation of the Scheme's investments due to its holdings of unlisted securities may be affected if they have to be sold prior to the target date of disinvestment.

Fund Specific Risk: The sector weightage in the scheme would be different from that in the Index. Because of this the scheme returns could be divergent from the Index returns and could also under-perform if the sector calls do not go right as expected by the fund management team.

Risk associated with Investing in Debt and money market instruments:

The performance of the Scheme may be affected by changes in macroeconomic factors such as Government policies, general levels of interest rates and risks associated with trading volumes, liquidity and settlement systems, etc.

Risk associated with Investing in Derivatives:

Derivative products are leveraged instruments and can provide disproportionate gains as well as disproportionate losses to the investor. Execution of such strategies depends upon the ability of the fund manager to identify such opportunities. Identification and execution of the strategies to be pursued by the fund manager involve uncertainty and decision of the fund manager may not always be profitable. No assurance can be given that the fund manager will be able to identify or execute such strategies.

Risk factors associated with processing of transaction in case of investors investing in mutual fund units through Stock Exchange Mechanism:

The trading mechanism introduced by the stock exchange(s) is configured to accept and process transactions for mutual fund units in both Physical and Demat Form. The allotment and/or redemption of Units through NSE and/or BSE or any other recognized stock exchange(s), on any Business Day will depend upon the modalities of processing viz. collection of application form, order processing / settlement, etc. upon which the Fund and the AMC have no control. Moreover, transactions conducted through the stock exchange mechanism shall be governed by the operating guidelines and directives issued by respective recognized stock exchange(s) upon which the Fund and the AMC have no control. Accordingly, there could be negative impacts to the investors such as delay or failure in allotment / redemption of Units. The Fund and the AMC are not responsible for the negative impacts.

Risk associated with Securities Lending and Borrowing:

Securities Lending is a lending of securities through an approved intermediary to a borrower under an agreement for a specified period with the condition that the borrower will return equivalent securities of the same type or class at the end of the specified period along with the corporate benefits accruing on the securities borrowed. For details on risk factors and risk mitigation measures, please refer SID.

Plans/Options

- Regular Plan
- Direct Plan
- Income Distribution cum Capital Withdrawal (IDCW)Option
- Growth Option

The IDCW will be declared subject to availability and adequacy of distributable surplus. The Income Distribution cum Capital Withdrawal will have facility of Payout of Income Distribution cum Capital Withdrawal (IDCW Payout) and IDCW re-investment.

Default Sub-Option: If the applicant does not indicate the choice of Option in the Application form, the fund accepts the application as being for the Growth Sub-Option.

If the investor chooses IDCW Option and fails to mention facility / frequency, then the default facility will be Reinvestment.

Applicable NAV (after the scheme opens for subscriptions and redemptions)

The Cut-off time for the Scheme is 3.00 pm and the Applicable NAV for Subscriptions / Switch-ins (irrespective of application amount) will be as under:

The Cut-off time for the Scheme is 3.00 pm and the Applicable NAV for Subscriptions / Switch-ins (irrespective of application amount) will be as under:

- 1. In respect of valid applications received upto 3.00 p.m. on a Business Day at the official point(s) of acceptance and funds for the entire amount of subscription/purchase (including switch ins) as per the application are credited to the bank account of the respective Scheme before the cut-off time i.e., available for utilization before the cut-off time the closing NAV of the day shall be applicable.
- 2. In respect of valid applications received after 3.00 p.m. on a Business Day at the official point(s) of acceptance and funds for the entire amount of subscription/purchase (including switch ins) as per the application are credited to the bank account of the respective Scheme before the cut-off time of the next Business Day i.e., available for utilization before the cut-off time of the next Business Day the closing NAV of the next Business Day shall be applicable.
- 3. Irrespective of the time of receipt of application at the official point(s) of acceptance, where funds for the entire amount of subscription/purchase as per the application are credited to the bank account of the respective Scheme before the cut-off time on any subsequent Business Day i.e., available for utilization before the cut-off time on any subsequent Business Day the closing NAV of such subsequent Business Day shall be applicable.
- 4. The aforesaid provisions shall also apply to systematic transactions i.e., Systematic Investment Plan (SIP), Systematic Transfer Plan (STP).

For determining the applicable NAV for allotment of units in respect of purchase / switch-in to the Schemes, the following shall be ensured:

- i. Application / switch-in request is received before the applicable cut-off time.
- ii. Funds for the entire amount of subscription / purchase as per the application / switch-in request are credited to the bank account of the respective Scheme(s) before the cut-off time.

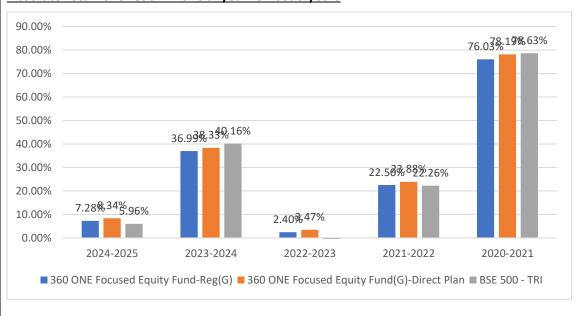
| iii. The funds are available for utilization before the cut-off time without availing any credit facility whether intra-day or otherwise, by the respective Scheme(s). iv. In case of switch transactions from one scheme to another scheme, the allocation shall be in line with the redemption payout. |
|---|
| For Redemption/ Switch out: |
| In respect of valid applications accepted at an Official Point of Acceptance upto 3.00 p.m. on a Business Day, the closing NAV of the same day will be applicable; and in respect of valid applications accepted at an Official Point of Acceptance after 3.00 p.m., the closing NAV of the next Business Day will be applicable. |
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| Minimum | | | | | | |
|--|--|----------------------------------|---|--|--|--|
| Application Amount/ | Purchase | Additional Purchase | Redemption | | | |
| Number of Units | INR 1000/- and in multiples of | INR 1000/- and in multiples of | | | | |
| | INR 1/- thereafter | INR 1/- thereafter | redemption must be Rs. 1000/- or account balance | | | |
| | Contamatic Investment DI | (CID): | whichever is less. | | | |
| | 1 1 | | eriod of 6 weeks. SIP day can be be Tuesday. | | | |
| | - Fortnightly Option*: Rs. 1000/- per instalment for a minimum period of 6 fortnights tri on 2nd & 16th of every month. - Monthly Option: Rs. 1000/- per instalment for a minimum period of six months | | | | | |
| | - Quarterly Option: Rs. 1000/- | per instalment for a minimum p | period of 6 quarters. | | | |
| | Note:* Weekly and Fortnightly SIP frequencies are not available on BSE STAR MF platform. | | | | | |
| | If frequency of SIP is not men | tioned, the default frequency | will by Monthly. The minimum | | | |
| | application amounts listed abov | | | | | |
| | | _ | to discontinue/ add more plans/ SEBI guidelines and Regulations. | | | |
| Despatch of | The redemption or repurchase p | proceeds shall be transferred to | the unithelders within 2 working | | | |
| Redemption Request | | | _ | | | |
| Redemption Request | days from the date of redemption or repurchase request or within such timelines as may be prescribed by SEBI / AMFI from time to time in case of exceptional circumstances or otherwise. | | | | | |
| Benchmark Index | BSE 500 TRI | | | | | |
| IDCW Policy | | cum Capital Withdrawal (IDCW) | , the Trustees may declare IDCW | | | |
| • | | | in accordance with SEBI (MF) | | | |
| | Regulations. The actual declaration of IDCW and the frequency of distribution will be entirely at | | | | | |
| | the discretion of the Trustees. T | he IDCW would be paid to the U | Initholders whose names appear | | | |
| | in the Register of Unitholders as | s on the record date. There is n | o assurance or guarantee to the | | | |
| | Unitholders as to the rate of I | DCW nor that the IDCW would | d be paid regularly. If the Fund | | | |
| | declares IDCW, the NAV will star | nd reduced by the amount of ID | CW and IDCW distribution tax (if | | | |
| | applicable) paid. All the IDCW | payments shall be in accorda | ance and compliance with SEBI | | | |
| | Regulations, as applicable from | time to time. | | | | |
| Name of the Fund | Mr. Mayur Patel. | | | | | |
| Manager He is also managing equity portion of 360 ONE Balanced Hybrid Fund and 360 ONE Flex schemes of 360 ONE Mutual Fund. | | | | | | |
| | Mr. Ashish Ongari (Co Fund Mai | nager) | | | | |
| | _ | _ | p Fund, 360 ONE ELSS Tax Saver 360 ONE Balanced Hybrid Fund. | | | |
| Name of the Trustee | 360 ONE Asset Trustee Limited | | | | | |
| Company | | | | | | |
| Performance of the | | | | | | |
| scheme: | | | | | | |

| Compounded Annualised Returns | Scheme Return - Regular Plan % | Scheme Return- Direct Plan % | Benchmark^ Return (%) - BSE 500 TRI | Additional Benchmark (%) - BSE Sensex TRI |
|----------------------------------|---|---------------------------------------|---|--|
| Returns for the last 1 year CAGR | 3.48% | 4.50% | 5.70% | 9.06% |
| Returns for last 3 years CAGR | 16.28% | 17.45% | 15.14% | 13.45% |
| Returns for last 5 years CAGR | 23.62% | 24.93% | 23.66% | 20.34% |
| Returns since inception* CAGR | 15.34% | 16.70% | 13.49% | 12.15% |

As on April 30, 2025, above 1 year CAGR Return, *Since Inception- 30-October-2014 Past performance may or may not be sustained in the future.

Absolute returns for each financial year for last 5 years



Additional Scheme Related Disclosures

Scheme's portfolio holdings (top 10 holdings by issuer)

| Name of the issuer | % of Scheme |
|--|-------------|
| HDFC Bank Limited | 9.49 |
| ICICI Bank Limited | 7.50 |
| Infosys Limited | 5.87 |
| Bharti Airtel Limited | 5.50 |
| Bajaj Finance Limited | 4.66 |
| Cholamandalam Investment and Finance Company Ltd | 4.57 |
| Indus Towers Limited | 4.56 |
| Divi's Laboratories Limited | 4.34 |
| Tata Motors Limited | 4.20 |
| APL Apollo Tubes Limited | 3.58 |

The complete portfolio of the scheme on monthly basis is updated at https://www.360.one/asset-management/mutualfund/downloads/disclosures/

Allocation of the scheme towards its various Sectors:

| Sector | % of Holding | |
|--------------------------------|--------------|--|
| Financial Services | 31.35 | |
| Capital Goods | 11.62 | |
| Telecommunication | 11.19 | |
| Automobile and Auto Components | 8.81 | |
| Healthcare | 6.62 | |
| Information Technology | 5.87 | |
| Consumer Services | 4.63 | |
| Services | 3.31 | |
| Construction | 3.14 | |
| Consumer Durable | 2.32 | |
| Chemicals | 2.21 | |
| Fast Moving Consumer Goods | 1.54 | |
| Power | 1.05 | |

Expenses of the Scheme

New Fund offer expenses: All initial issue expense shall be borne by AMC.

Exit Load: 1% if redeemed/switched out, on or before 12 months from the date of allotment

Load Structure

These are the fees and expenses for operating the Scheme. These expenses include Investment Management and Advisory Fee charged by the AMC, Registrar and Transfer Agents' fee, marketing and selling costs etc. as given in the table below.

Recurring Expenses

Further, as per clause 10.1.12 of SEBI Master Circular dated June 27, 2024, all scheme related expenses including commission paid to distributors, by whatever name it may be called and in whatever manner it may be paid, shall necessarily be paid from the scheme only within the regulatory limits.

As per Regulation 52 (6) (c) of SEBI Regulations, the maximum annual scheme recurring expenses including the investment management fees that can be charged to the Scheme is as follows:

| Daily Net Assets(R s.) | on the first Rs.5 00 crores | on the next Rs. 2 50 crores of the daily net assets | next Rs. 1,250 | on the next Rs. 3,000 crores of the daily net assets | next Rs. 5,000 crores | on the next Rs. 40,000 crores of the daily net assets | on balance of the assets |
|---------------------------------|--------------------------------------|---|----------------------|--|--------------------------------|---|-----------------------------------|
| % per annum | 2.25 % | 2.00% | 1.75% | 1.60% | 1.50% | Total expense ratio reduction of 0.05% for every increase of Rs. 5,000 crores of daily net assets or part thereof | 1.05% |

In addition to total expense limits mentioned above, the AMC may charge the following in terms of Regulation 52(6A) of SEBI Regulations:

- a. Additional expenses not exceeding of 0.30% of daily net assets for inflows from specified cities b. Brokerage and transaction costs (including Goods and Service Tax) which are incurred for the purpose of execution of trade and is included in the cost of investment, not exceeding 0.12 per cent in case of cash market transactions and 0.05 per cent in case of derivatives transactions.
- c. Additional expenses incurred towards different heads mentioned under Regulations 52(2) and 52(4) of SEBI Regulations, not exceeding 0.05 per cent of daily net assets of the scheme.

Any change in the expense ratio will be updated on our website and the same will be communicated to investor via SMS / e-mail 3 working days prior to the effective date of change. For the actual current expenses being charged, the investor should refer to the website: https://www.360.one/asset-management/mutualfund/.

Actual expenses for the previous financial year:

Regular Plan: 1.79% Direct Plan: 0.82%

The maximum limit of recurring expenses that can be charged to the Scheme would be as per Regulation 52 of the SEBI (MF) Regulation, 1996. Investors are requested to read "Section-Annual Scheme Recurring Expenses" in the SID.

Tax treatment for the Investors (Unitholders)

Investors are advised to refer to the details in the Statement of Additional Information and also independently refer to his/her tax advisor.

Daily Net Asset Value (NAV) Publication

The AMC will update the NAVs on AMFI website (www.amfiindia.com) before 11.00 p.m. on every business day and also on its website (https://www.360.one/asset-management/mutualfund/)

For Investor Grievances please contact

Name and address of Registrar:

Computer Age Management Services Ltd. (CAMS)

Regd. Office: No.178 (New No.10) M.G.R. Salai (formerly Known as Kodambakkam High Road), Nungambakkam, Chennai - 600 034

Email: enq_if@camsonline.com Contact: 1800 419 2267

Contact Person Name, Address, Telephone No:

Mr. Sushil Sharma

360 ONE Asset Management Limited

360 ONE Centre, 6th floor, Kamala City, S.B. Marg, Lower Parel, Mumbai – 400

013 Tel (91 22) 4876 5158 Fax: (91 22) 4646 4706

Email: service@360.one

Website: www.360.one/asset-management/mutualfund/

Investors are advised to contact any of the ISCs or the AMC by calling the toll-free no. 1800-2108-606. Investors can also visit the website at https://www.360.one/asset-management/mutualfund/ for complete details.

Unitholders' Information

Account Statements:

Account Statement will be sent to Investors opting to subscribe to/hold units in physical form (i) by way of an e-mail and/or an sms to their registered e-mail address and or mobile number not later than 5 Business Days from the date of acceptance of the request for subscription, and (ii) a 'Consolidated Account Statement (CAS)' (to investors whose PAN details are updated). For investors who hold Units in dematerialized form, a demat statement shall be provided by the DP in such form and in such manner and at such time as provided in the agreement with the beneficial owner.

Annual Financial Results and Half Yearly Portfolio:

360 ONE Asset Management Limited (360 ONEAMC) within one month from the close of each half year host a soft copy of unaudited financial results of schemes of 360 ONE Mutual Fund on its website and shall publish an advertisement disclosing the hosting of such financial results on its website, in at least one English daily newspaper having nationwide circulation and, in a newspaper, having wide circulation on in the language of the region where the Head Office of the Mutual Fund is situation. 360 ONE AMC shall disclose portfolio of the Scheme as on the last day of half year on website of Mutual Fund and AMFI within 10 days from the close of each half-year respectively. Further, the 360 ONE Mutual Fund shall publish an advertisement in the all India edition of at least two daily newspapers, one each in English and Hindi every half-year, disclosing the hosting of the half-yearly statement of the Scheme portfolio on the website of the Mutual Fund and on the website of AMFI and the modes such as SMS, telephone, email or written request (letter) through which a unitholder can submit a request for a physical or electronic copy of the statement of Scheme portfolio.
