



Kepler

**Trust
Intelligence**

Ashoka India Equity

Click Report | AIE Fund Research YTD 2022

Summary

This report covers the following period:

01 January 2022 – 01 December 2022

About this document

The data used to create this analysis is based on cookies which we have placed onto our users machines. Any user can read the 'summary' page of our research, and these users will be included in 'total readership' figures in this document. However, if a user would like to dig deeper and read the other tabs on our research, he or she must answer a short series of questions which allows us to understand more about who they are – and we are able to show you more detailed information about this smaller cohort of 'logged in' readers.

Total Readership

Total readership	3110	Average read time	09m 42s
Professional Investor	770	Logged in readers	1408
Private Investors	2340		

Your professional readership

Our research on Ashoka India Equity for professional investors was read by **770** individuals who spent an average of **09m 21s** reading the article...

What kind of professional investors read about the trust?

Professional readers of your research classified themselves as follows...

IFA (non-discretionary)	29.06%
Discretionary fund manager	28.21%
Journalist/PR	19.66%
Other investment professional	12.82%
Broker/board member	6.84%
Institutional fund manager	3.42%

What did your professional readers read about?

Summary & Kepler View	609
Portfolio	48
Gearing	25
Returns	27
Dividend	6
Management	8
Discount	15
Charges	15
ESG	2

Top companies and locations

This page shows the companies and locations where our research on your trust was most popular among our professional readers. Full details of all the companies and locations where the research was read are available upon request.¹

Top 10 companies by readership

Brewin Dolphin	41
Artemis Investment Management LLP	13
Charles Stanley	6
Comprehensive Financial Planning	5
Thomson Tyndall	5
7IM	4
Cazenove Capital Management	4
Lunesdale Investment Managers	4
Acumen Financial Planning	3
BRI Wealth Management	3
+ 34 more companies	

Top 10 locations by readership

London	106
Birmingham	7
Lancaster	4
Aberdeen	3
Buckinghamshire	3
Coventry	3
Isle Of Man	3
Yorkshire	3
Liverpool	2
North Yorkshire	2
+ 13 more locations	

¹ – Users identified in this section must have provided **either** company or location information in order to appear here. This information is based on free text responses provided voluntarily by users as they register for the site, which are screened manually to eliminate phoney details. Users who have provided poor quality responses, or not provided complete responses, are not shown.

Reads and downloads by local office

This page shows readership statistics based upon logged in users of our website. By restricting the data in this way we are able to show you who has read and downloaded our research at companies in specific locations with a high degree of accuracy. Full details of all the companies in specific locations where the research was read and downloaded are available upon request.¹

Reads by company & location

Brewin Dolphin	London	41
Artemis Investment Management LLP	London	13
Charles Stanley	London	6
Comprehensive Financial Planning	Birmingham	5
Thomson Tyndall	London	5
7IM	London	4
Cazenove Capital Management	London	4
Lunesdale Investment Managers	Lancaster	4
Acumen Financial Planning	Aberdeen	3
BRI Wealth Management	Coventry	3
+ 33 more companies		

PDF downloads by company & location

Charles Stanley	London	2
EFG Harris Allday	Birmingham	1
Hawksmoor Investment Management	London	1
Jones Cooper Wealth Management	North Yorkshire	1
Quilter Cheviot	London	1
Tilney BestInvest	United Kingdom	1
+ 4 more companies		

¹ – Users identified in this section must have provided **both** company **and** location information, **and** an email address in order to appear here. Users who have provided poor quality responses, or not provided complete responses, are not shown.

Who follows your fund?

This page shows professional readers who have 'followed' your fund via our website; adding it to their 'watchlist' and requesting instant updates whenever we publish new research on the trust.

This trust is has been added to the watchlist of **40** professional readers of Kepler Trust Intelligence.

Followers by company & location

Hawksmoor Investment Management	Exeter	2
Tilney Smith & Williamson	London	2
Acumen Financial Planning	Aberdeen	1
Brewin Dolphin	Bristol	1
Brewin Dolphin	London	1
Brewin Dolphin	Winchester	1
Carmignac	London	1
Dowgate Capital	London	1
Halifax Share Dealing Limited	United Kingdom	1
Hawksmoor Investment Management	London	1
+ 25 more followers		

We cannot give you personal details for these readers, however we are able to message them directly on your behalf. Please speak to Pascal Dowling (pascal@keplerpartners.com) if you would like to discuss this option.

Your private investor readership

Our research on Ashoka India Equity for private investors was read by **2340** individuals who spent an average of **09m 49s** reading the article¹...

Readership breakdown

Readers via our website	2340
Average read time	09m 49s
Logged in readers ¹	1195

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Location and wealth

This page shows you how much your private investor readers have in their investment portfolio, and where they live¹...

Readers by AUM

Less than £50,000	66
Less than £100,000	99
£100,000-£250,000	151
£250k-£1m	476
£1m-£3m	14
£3m+	13
Declined to answer	297

Readers by location

London	207
Bristol	32
Surrey	25
Edinburgh	19
Leeds	18
Ireland	10
Staffordshire	9
Cheshire	8
Dorking	7
Kent	7
+ 45 more locations	

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What interested your private investor readers?

Summary & Kepler View	1586
Portfolio	242
Gearing	77
Returns	115
Dividend	74
Management	58
Discount	64
Charges	73
ESG	21

Platforms

This page shows readership statistics based upon logged in users of our website including the amount of money they have in their investment portfolio, and the platforms they use to invest¹...

Readers by platform

Interactive Investor	452
Hargreaves Lansdown	451
AJ Bell Youinvest	218
Fidelity	70
Barclays	45
Charles Stanley Direct	26
EQi	20

1 This information is based on free text responses provided voluntarily by users as they register for the site, which are screened manually to eliminate phoney details. Users who have provided poor quality responses, or not provided complete responses, are not shown.

Who follows your fund?

This page shows private investor readers who have 'followed' your fund via our website; adding it to their 'watchlist' and requesting instant updates whenever we publish new research on the trust. Here we show the locations, platforms and wealth of your followers¹...

This trust is has been added to the watchlist of **84** private investor readers of Kepler Trust Intelligence.

Followers by location

London	9
Surrey	3
Edinburgh	2
Bristol	1
Dorking	1
Harrogate	1
Isle Of Man	1
Isle of Wight	1
Kent	1
Leeds	1
+ 13 more locations	

Followers by wealth

Less than £50,000	12
Less than £100,000	3
£100,000-£250,000	12
£250k-£1m	32
£1m-£3m	3
£3m+	1
None of your business!	21

Followers by platform

Interactive Investor	34
Hargreaves Lansdown	25
AJ Bell Youinvest	15
Fidelity	7
Barclays	3
EQi	3
Charles Stanley Direct	2
The Sharecentre	1

We cannot give you personal details for these readers, however we are able to message them directly on your behalf. Please speak to Pascal Dowling (pascal@keplerpartners.com) if you would like to discuss this

1 - The data used on this page is based upon the information provided by logged in users who read the summary of our research plus at least one other page.