



**Kepler**

**Trust  
Intelligence**

**Ashoka India Equity**

Click Report | AIE Fund Research 1021

## Summary

This report covers the following period:  
**27 October 2021 – 27 January 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

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|                       |             |                   |                |
|-----------------------|-------------|-------------------|----------------|
| Total readership      | <b>1594</b> | Average read time | <b>10m 36s</b> |
| Professional Investor | <b>462</b>  | Logged in readers | <b>705</b>     |
| Private Investors     | <b>1132</b> |                   |                |

## Your professional readership

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Our research on Ashoka India Equity for professional investors was read by **462** individuals who spent an average of **05m 23s** reading the article...

## What kind of professional investors read about the trust?

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

|                               |        |
|-------------------------------|--------|
| Discretionary fund manager    | 44.19% |
| IFA (non-discretionary)       | 38.37% |
| Broker/board member           | 10.47% |
| Other investment professional | 3.49%  |
| Journalist/PR                 | 2.33%  |
| Institutional fund manager    | 1.16%  |

## What did your professional readers read about?

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|                       |     |
|-----------------------|-----|
| Summary & Kepler View | 338 |
| Portfolio             | 44  |
| Gearing               | 7   |
| Returns               | 27  |
| Dividend              | 5   |
| Management            | 5   |
| Discount              | 10  |
| Charges               | 18  |
| 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.<sup>1</sup>

### Top 10 companies by readership

|                                      |    |
|--------------------------------------|----|
| Church House Investments             | 10 |
| Groep Hendrickx BVBA                 | 7  |
| P1 Investment Management             | 7  |
| Brown Shipley                        | 6  |
| J M Finn                             | 5  |
| Comprehensive Financial Planning Ltd | 4  |
| Sheppard Davies                      | 4  |
| Thomson Tyndall                      | 4  |
| Hammond Raggett & Company Ltd        | 3  |
| Redmayne Bentley                     | 3  |
| + 19 more companies                  |    |

### Top 10 locations by readership

|                    |    |
|--------------------|----|
| London             | 17 |
| Sherborne          | 10 |
| Belgium            | 7  |
| Exeter             | 7  |
| Bristol            | 6  |
| Cambridge          | 6  |
| Wales              | 6  |
| Birmingham         | 4  |
| Manchester         | 3  |
| Scotland           | 3  |
| + 8 more locations |    |

<sup>1</sup> – 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.<sup>1</sup>

### Reads by company & location

|                                     |            |    |
|-------------------------------------|------------|----|
| Church House Investments            | Sherborne  | 10 |
| Groep Hendrickx BVBA                | Belgium    | 7  |
| P1 Investment Management            | Exeter     | 7  |
| Brown Shipley                       | Cambridge  | 6  |
| J M Finn                            | Bristol    | 5  |
| Comprehensive Financial Planning... | Birmingham | 4  |
| Sheppard Davies                     | Wales      | 4  |
| Thomson Tyndall                     | London     | 4  |
| Hammond Raggett & Company Ltd       | Manchester | 3  |
| Redmayne Bentley                    | Scotland   | 3  |
| + 20 more companies                 |            |    |

### PDF downloads by company & location

|                                |                 |   |
|--------------------------------|-----------------|---|
| Charles Stanley                | London          | 1 |
| Griffins Financial Solutions   | Newbury         | 1 |
| Jones Cooper Wealth Management | North Yorkshire | 1 |
| Redmayne Bentley               | Scotland        | 1 |
| Tilney BestInvest              | London          | 1 |
| Wellian Investment Solutions   | London          | 1 |

<sup>1</sup> – 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 **46** professional readers of Kepler Trust Intelligence.

### Followers by company & location

|                                     |                 |   |
|-------------------------------------|-----------------|---|
| Hawksmoor Investment Management     | Exeter          | 2 |
| Smith & Williamson                  | London          | 2 |
| Assured Retirement                  | Bath            | 1 |
| Brewin Dolphin                      | Bristol         | 1 |
| Brewin Dolphin                      | Winchester      | 1 |
| Jones Cooper Wealth Management      | North Yorkshire | 1 |
| Kairos Investment Management Lim... | London          | 1 |
| MacIntosh James & Partners          | Leeds           | 1 |
| P1 Investment Management            | Exeter          | 1 |
| Pigotts Investments Ltd             | Dorking         | 1 |
| + 16 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](mailto:pascal@keplerpartners.com)) if you would like to discuss this option.



## Your private investor readership

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Our research on Ashoka India Equity for private investors was read by **1132** individuals who spent an average of **12m 45s** reading the article<sup>1</sup>...

### Readership breakdown

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|                                |                |
|--------------------------------|----------------|
| Readers via our website        | <b>1132</b>    |
| Average read time              | <b>12m 45s</b> |
| Logged in readers <sup>1</sup> | <b>595</b>     |

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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 live<sup>1</sup>...

### Readers by AUM

|                    |     |
|--------------------|-----|
| Less than £50,000  | 49  |
| Less than £100,000 | 64  |
| £100,000-£250,000  | 96  |
| Declined to answer | 138 |

### Readers by location

|                     |    |
|---------------------|----|
| London              | 91 |
| Surrey              | 11 |
| Hertfordshire       | 10 |
| Warwickshire        | 9  |
| Cambridge           | 8  |
| Dorking             | 8  |
| Edinburgh           | 8  |
| Sheffield           | 8  |
| Somerset            | 8  |
| Cheshire            | 6  |
| + 24 more locations |    |

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## What interested your private investor readers?

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|                       |     |
|-----------------------|-----|
| Summary & Kepler View | 773 |
| Portfolio             | 107 |
| Gearing               | 20  |
| Returns               | 80  |
| Dividend              | 30  |
| Management            | 21  |
| Discount              | 28  |
| Charges               | 49  |
| ESG                   | 6   |

## Platforms

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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 invest<sup>1</sup>...

### Readers by platform

|                        |     |
|------------------------|-----|
| Interactive Investor   | 260 |
| Hargreaves Lansdown    | 197 |
| AJ Bell Youinvest      | 102 |
| Fidelity               | 35  |
| Barclays               | 33  |
| EQi                    | 15  |
| Charles Stanley Direct | 7   |

*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 followers<sup>1</sup>...

This trust is has been added to the watchlist of **39** private investor readers of Kepler Trust Intelligence.

### Followers by location

|               |   |
|---------------|---|
| London        | 3 |
| Dorking       | 2 |
| Surrey        | 2 |
| Isle of Wight | 1 |
| Leeds         | 1 |
| South East    | 1 |
| Wales         | 1 |

### Followers by wealth

|                        |   |
|------------------------|---|
| Less than £50,000      | 7 |
| Less than £100,000     | 2 |
| £100,000-£250,000      | 5 |
| None of your business! | 1 |

### Followers by platform

|                        |    |
|------------------------|----|
| Interactive Investor   | 15 |
| Hargreaves Lansdown    | 11 |
| AJ Bell Youinvest      | 3  |
| Barclays               | 3  |
| Fidelity               | 3  |
| Charles Stanley Direct | 1  |
| 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](mailto: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.*