



Kepler

**Trust
Intelligence**

Ashoka India Equity

Click Report | AIE Fund Research 1222

Summary

This report covers the following period:

06 December 2022 – 14 March 2023

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	1977	Average read time	09m 24s
Professional Investor	263	Logged in readers	1113
Private Investors	1714		

Your professional readership

Our research on Ashoka India Equity for professional investors was read by **263** individuals who spent an average of **09m 02s** reading the article...

What kind of professional investors read about the trust?

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

Discretionary fund manager	44.44%
IFA (non-discretionary)	20.63%
Other investment professional	14.29%
Broker/board member	12.7%
Journalist/PR	4.76%
Institutional fund manager	3.17%

What did your professional readers read about?

Summary & Kepler View	202
Portfolio	19
Gearing	3
Returns	12
Dividend	5
Management	6
Discount	5
Charges	6

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

Cazenove Capital Management	8
Acumen Financial Planning	5
Ruffer LLP	3
AFH Wealth Management	2
Alliance Trust	2
Brewin Dolphin	2
Charles Stanley	2
Hawksmoor Investment Management	2
RSJ Financial Planning	2
Vermeer Partners	2
+ 14 more companies	

Top 10 locations by readership

London	26
Aberdeen	5
Bristol	2
Bromsgrove	2
Devon	2
Edinburgh	2
Liverpool	2
Exeter	1
Isle Of Man	1
Manchester	1
+ 6 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

Cazenove Capital Management	London	8
Acumen Financial Planning	Aberdeen	5
AFH Wealth Management	Bromsgrove	2
Brewin Dolphin	Bristol	2
Charles Stanley	London	2
Hawksmoor Investment Management	London	2
RSJ Financial Planning	Liverpool	2
Vermeer Partners	London	2
IFPC Wealth Management	St Albans	1
Luna Investment Management	Manchester	1
+ 18 more companies		

PDF downloads by company & location

Charles Stanley	London	1
Hawksmoor Investment Management	London	1
+ 3 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 **42** 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
Hawksmoor Investment Management	London	1
IFPC Wealth Management	St Albans	1
+ 27 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 **1714** individuals who spent an average of **09m 28s** reading the article¹...

Readership breakdown

Readers via our website	1714
Average read time	09m 28s
Logged in readers ¹	1019

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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	56
Less than £100,000	48
£100,000-£250,000	169
£250k-£1m	458
£1m-£3m	71
£3m+	4
Declined to answer	177

Readers by location

London	115
Wales	16
Norfolk	13
Surrey	13
Hertfordshire	12
Isle Of Man	12
West Sussex	9
Cheshire	8
Ireland	7
Leeds	7
+ 44 more locations	

1 - The data used to create this analysis is based on cookies which we have placed onto our users machines. Users of either site can read the 'summary' page of our research, and are included in 'total readership' figures. If a user would like to dig deeper and read the other tabs on our research, they must tell us a little more about themselves- and we are able to show you more detailed information about this smaller cohort of 'logged in' readers.

What interested your private investor readers?

Summary & Kepler View	1008
Portfolio	217
Gearing	79
Returns	113
Dividend	73
Management	50
Discount	65
Charges	51
ESG	32

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	402
Hargreaves Lansdown	396
AJ Bell Youinvest	220
Barclays	32
Fidelity	29
Charles Stanley Direct	26
EQi	21

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 **113** private investor readers of Kepler Trust Intelligence.

Followers by location

London	13
Surrey	3
Edinburgh	2
Bristol	1
Cheltenham	1
Isle Of Man	1
Isle of Wight	1
Kent	1
Leeds	1
Lincolnshire	1
+ 17 more locations	

Followers by wealth

Less than £50,000	13
Less than £100,000	6
£100,000-£250,000	14
£250k-£1m	43
£1m-£3m	11
£3m+	2
None of your business!	24

Followers by platform

Interactive Investor	44
Hargreaves Lansdown	37
AJ Bell Youinvest	20
Fidelity	8
Barclays	5
EQi	5
Charles Stanley Direct	3
The Sharecentre	2

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.