



Kepler

**Trust
Intelligence**

Ashoka India Equity

Click Report | AIE Fund Research 0723

Summary

This report covers the following period:

31 July 2023 – 31 October 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	3018	Average read time	08m 36s
Professional Investor	520	Logged in readers	1409
Private Investors	2498		

Your professional readership

Our research on Ashoka India Equity for professional investors was read by **520** individuals who spent an average of **05m 19s** reading the article...

What kind of professional investors read about the trust?

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

IFA (non-discretionary)	27.27%
Other investment professional	25.76%
Discretionary fund manager	22.73%
Institutional fund manager	18.94%
Broker/board member	3.03%
Journalist/PR	2.27%

What did your professional readers read about?

Summary & Kepler View	298
Portfolio	45
Gearing	27
Returns	32
Dividend	15
Management	18
Discount	34
Charges	26
ESG	14

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

Foundation Financial Planning	13
Fiera Capital	11
Cazenove Capital Management	10
PS Financial Advisers Ltd	7
RisCura	5
Evelyn Partners	4
Tilney BestInvest	4
Brewin Dolphin	3
Charles Stanley	3
Coutts & Co	3
+ 22 more companies	

Top 10 locations by readership

London	58
Reigate	9
Hampshire	7
Bristol	3
Dublin	2
Eastbourne	2
Edinburgh	2
Isle Of Man	2
Leeds	2
Sevenoaks	2
+ 10 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

Fiera Capital	London	11
Cazenove Capital Management	London	10
Foundation Financial Planning	Reigate	9
PS Financial Advisers Ltd	Hampshire	7
RisCura	London	5
Foundation Financial Planning	London	4
Tilney BestInvest	United Kingdom	4
Brewin Dolphin	London	3
Coutts & Co	Bristol	3
7IM	London	2
+ 26 more companies		

PDF downloads by company & location

Charles Stanley	London	1
Coutts & Co	Bristol	1
Fiske	London	1
Maunby Investment Management	Yorkshire	1
Pigotts Investments Ltd	Dorking	1
Thomson Tyndall	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 **46** 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
Coutts & Co	Bristol	1
Dowgate Capital	London	1
Foundation Financial Planning	Reigate	1
Hawksmoor Investment Management	London	1
+ 28 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 **2498** individuals who spent an average of **09m 17s** reading the article¹...

Readership breakdown

Readers via our website	2498
Average read time	09m 17s
Logged in readers ¹	1232

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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	48
Less than £100,000	74
£100,000-£250,000	200
£250k-£1m	500
£1m-£3m	48
£3m+	14
Declined to answer	224

Readers by location

London	188
Scotland	23
Surrey	23
Cheshire	17
Cambridge	16
Somerset	15
Ireland	13
Bristol	9
Edinburgh	9
Hertfordshire	9
+ 46 more locations	

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What interested your private investor readers?

Summary & Kepler View	1466
Portfolio	310
Gearing	109
Returns	160
Dividend	99
Management	81
Discount	94
Charges	99
ESG	46

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	532
Hargreaves Lansdown	434
AJ Bell Youinvest	210
Barclays	54
Fidelity	46
EQi	13
Charles Stanley Direct	11

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

Followers by location

London	16
Surrey	4
Edinburgh	2
Kent	2
Scotland	2
Bristol	1
Cheltenham	1
Isle Of Man	1
Isle of Wight	1
Leeds	1
+ 22 more locations	

Followers by wealth

Less than £50,000	16
Less than £100,000	10
£100,000-£250,000	19
£250k-£1m	65
£1m-£3m	12
£3m+	3
None of your business!	28

Followers by platform

Interactive Investor	59
Hargreaves Lansdown	51
AJ Bell Youinvest	29
Fidelity	10
Barclays	6
EQi	5
Charles Stanley Direct	4
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.