



**Kepler**

**Trust  
Intelligence**

**Ashoka India Equity**

Click Report | AIE Fund Research 0622

## Summary

This report covers the following period:

**09 June 2022 – 08 September 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>2276</b>	Average read time	<b>10m 53s</b>
Professional Investor	<b>494</b>	Logged in readers	<b>754</b>
Private Investors	<b>1782</b>		

## Your professional readership

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Our research on Ashoka India Equity for professional investors was read by **494** individuals who spent an average of **06m 02s** 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	32.89%
Journalist/PR	22.37%
IFA (non-discretionary)	19.74%
Other investment professional	14.47%
Broker/board member	5.26%
Institutional fund manager	5.26%

## What did your professional readers read about?

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Summary & Kepler View	431
Portfolio	17
Gearing	18
Returns	8
Dividend	1
Management	2
Discount	4
Charges	4

## 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

Artemis Investment Management LLP	13
Charles Stanley	6
Brewin Dolphin	5
Comprehensive Financial Planning	5
7IM	4
Cazenove Capital Management	4
BRI Wealth Management	3
Premier Miton Investors	3
Artorius Wealth Management	2
Groep Hendrickx BVBA	2
+ 17 more companies	

### Top 10 locations by readership

London	59
Birmingham	6
Coventry	3
Isle Of Man	2
Liverpool	2
Cambridge	1
Exeter	1
North Yorkshire	1
Scotland	1

<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

Artemis Investment Management LLP	London	13
Charles Stanley	London	6
Brewin Dolphin	London	5
Comprehensive Financial Planning	Birmingham	5
7IM	London	4
Cazenove Capital Management	London	4
BRI Wealth Management	Coventry	3
Artorius Wealth Management	London	2
Ramsey Crookall	Isle Of Man	2
RSJ Financial Planning	Liverpool	2
+ 15 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
+ 1 more companies		

<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 **38** professional readers of Kepler Trust Intelligence.

### Followers by company & location

Hawksmoor Investment Management	Exeter	2
Tilney Smith & Williamson	London	2
Brewin Dolphin	Bristol	1
Brewin Dolphin	London	1
Brewin Dolphin	Winchester	1
Carmignac	London	1
Halifax Share Dealing Limited	United Kingdom	1
Hawksmoor Investment Management	London	1
IFPC Wealth Management	St Albans	1
Jones Cooper Wealth Management	North Yorkshire	1
+ 24 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 **1782** individuals who spent an average of **12m 14s** reading the article<sup>1</sup>...

### Readership breakdown

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Readers via our website	<b>1782</b>
Average read time	<b>12m 14s</b>
Logged in readers <sup>1</sup>	<b>642</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	35
Less than £100,000	41
£100,000-£250,000	84
£250k-£1m	275
£1m-£3m	3
£3m+	13
Declined to answer	139

### Readers by location

London	139
Leeds	13
Surrey	12
New Zealand	10
Edinburgh	9
Cheshire	8
Ireland	8
Dorking	6
Wales	6
Devon	5
+ 29 more locations	

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## What interested your private investor readers?

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Summary & Kepler View	1342
Portfolio	135
Gearing	46
Returns	63
Dividend	45
Management	33
Discount	41
Charges	45
ESG	12

## 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	246
Hargreaves Lansdown	238
AJ Bell Youinvest	110
Fidelity	32
Barclays	26
Charles Stanley Direct	20
EQi	11

*<sup>1</sup> 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 **71** private investor readers of Kepler Trust Intelligence.

### Followers by location

London	8
Edinburgh	2
Surrey	2
Bristol	1
Dorking	1
Harrogate	1
Isle Of Man	1
Isle Of Wight	1
Kent	1
Leeds	1
+ 12 more locations	

### Followers by wealth

Less than £50,000	10
Less than £100,000	1
£100,000-£250,000	9
£250k-£1m	30
£3m+	1
None of your business!	20

### Followers by platform

Interactive Investor	32
Hargreaves Lansdown	20
AJ Bell Youinvest	12
Fidelity	5
Barclays	3
EQi	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.*