



**Kepler**

**Trust  
Intelligence**

**Ashoka India Equity**

Click Report | AIE Fund Research 0723

## Summary

This report covers the following period:

**31 July 2023 – 27 September 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

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Total readership	<b>2639</b>	Average read time	<b>09m 35s</b>
Professional Investor	<b>461</b>	Logged in readers	<b>1238</b>
Private Investors	<b>2178</b>		

## Your professional readership

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Our research on Ashoka India Equity for professional investors was read by **461** individuals who spent an average of **05m 56s** 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...

IFA (non-discretionary)	31.03%
Discretionary fund manager	25.0%
Institutional fund manager	20.69%
Other investment professional	17.24%
Broker/board member	3.45%
Journalist/PR	2.59%

## What did your professional readers read about?

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Summary & Kepler View	261
Portfolio	43
Gearing	24
Returns	30
Dividend	13
Management	15
Discount	31
Charges	24
ESG	9

## 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

Foundation Financial Planning	13
Fiera Capital	11
Cazenove Capital Management	10
PS Financial Advisers Ltd	7
The Open University Investment Committee	6
RisCura	5
Evelyn Partners	4
Tilney BestInvest	4
Atlanticonnium SA	3
Brewin Dolphin	3
+ 20 more companies	

### Top 10 locations by readership

London	56
India	14
Reigate	9
Hampshire	7
Belgium	3
Bristol	3
Switzerland	3
Dublin	2
Eastbourne	2
Edinburgh	2
+ 10 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

Fiera Capital	London	11
Cazenove Capital Management	London	10
Foundation Financial Planning	Reigate	9
PS Financial Advisers Ltd	Hampshire	7
The Open University Investment C...	London	6
RisCura	London	5
Foundation Financial Planning	London	4
Tilney BestInvest	United Kingdom	4
Atlanticomnium SA	Switzerland	3
Brewin Dolphin	London	3
+ 24 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
Redmayne Bentley	Other	1
Thomson Tyndall	London	1
Tilney BestInvest	United Kingdom	1
+ 3 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 **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
Halifax Share Dealing Limited	United Kingdom	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](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 **2178** individuals who spent an average of **10m 21s** reading the article<sup>1</sup>...

### Readership breakdown

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Readers via our website	<b>2178</b>
Average read time	<b>10m 21s</b>
Logged in readers <sup>1</sup>	<b>1065</b>

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*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.*

## 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	44
Less than £100,000	65
£100,000-£250,000	160
£250k-£1m	436
£1m-£3m	45
£3m+	12
Declined to answer	198

### Readers by location

London	170
Scotland	22
Surrey	22
Cambridge	15
Somerset	15
Ireland	13
Bristol	9
Edinburgh	9
Hertfordshire	9
Nottingham	9
+ 40 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?

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Summary & Kepler View	1291
Portfolio	246
Gearing	99
Returns	146
Dividend	86
Management	70
Discount	85
Charges	85
ESG	38

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

### Readers by platform

Interactive Investor	495
Hargreaves Lansdown	406
AJ Bell Youinvest	175
Barclays	46
Fidelity	35
EQi	11
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 **142** private investor readers of Kepler Trust Intelligence.

### Followers by location

London	15
Surrey	4
Edinburgh	2
Kent	2
Bristol	1
Cheltenham	1
Isle Of Man	1
Isle of Wight	1
Leeds	1
Lincolnshire	1
+ 20 more locations	

### Followers by wealth

Less than £50,000	16
Less than £100,000	9
£100,000-£250,000	16
£250k-£1m	59
£1m-£3m	12
£3m+	2
None of your business!	28

### Followers by platform

Interactive Investor	55
Hargreaves Lansdown	49
AJ Bell Youinvest	27
Fidelity	9
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](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.*