

### Scheme Features

#### What is Birla Sun Life Gold ETF?

An ETF that invests in physical gold of 99.5% purity to generate returns in line with performance of gold, subject to tracking errors.

#### Investment Objective

An Open ended Gold Exchange Traded Fund with the investment objective to generate returns that are in line with the performance of gold, subject to tracking errors.

#### Why Birla Sun Life Gold ETF?

While forming an investment portfolio, investor should keep in mind allocation between various asset classes to avoid risk of concentration. While predominant allocation should be towards equities, gold should also be adequately allocated in the portfolio as the asset class acts as a hedge to global volatility.

### Scheme Details

Scheme Name	Birla Sun Life Gold ETF
Inception Date	13-May-2011
Fund Manager	Prasad Dhonde
Managing Fund Since	03-Oct-12
QAAUM (Rs. Cr) (31/03/2016)	78.82
Minimum Investment (Rs.)	5000
Minimum SIP Investment (Rs.)	1000
Benchmark Index	Domestic Price of Physical Gold
Entry Load	NIL
Exit Load	Nil; ++The units of the scheme are compulsorily traded in dematerialized form, and hence, there shall be no entry/exit load for the units purchased or sold through stock exchanges. However, the investor shall have to bear costs in form of bid/ask

### NAV Details as on March 31, 2016

Scheme Name	In (Rs.)
<b>Regular Plan</b>	
Birla Sun Life Gold ETF	2,809.4461

### Ratio Analysis as on March 31, 2016

Ratios	Birla Sun Life Gold ETF	Domestic Price of Physical Gold
Standard Deviation	19.76	18.78
Beta (Slope)	1.00	1.00
Sharpe	-0.02	-0.05
Alpha	0.43	0.00

Standard Deviation, Sharpe ratio & Beta are calculated on Annualized basis using 3 years history of monthly returns. Risk free rate (91 days T-bill) - 7.26%

### Dividend History

Date	Cum. Dividend NAV	Dividend (Rs. Per Unit)
NA	NA	NA

Last 4 dividends declared for dividend option

Note: Dividends mentioned above were on a face value of Rs. 100/unit. The NAV of the scheme, pursuant to payout of dividend would fall to the extent of the payout and statutory levy, if applicable. Declaration of dividend is at the discretion of the trustees. Above statistics on dividend history are in Rs./Unit.

## About Fund Manager



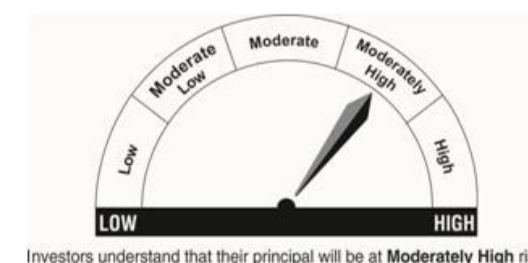
### Prasad Dhonde

Mr. Dhonde is a B.Sc (Tech) and MMS (Finance). Prior to joining Birla Sun Life AMC he has worked with Credit Analysis & Research Ltd, Times Investors Services Pvt. Ltd., Birla Sun Life Securities Ltd., RR Financial Consultants Ltd. & Probity Research & Services Pvt. Ltd.

### Birla Sun Life Gold ETF (An Open ended Gold Exchange Traded Fund)

This product is suitable for Investor who are seeking:

- Returns that are in line with the performance of gold over long term, subject to tracking errors.
- Investments in physical gold of 99.5% purity (fineness)
- Riskometer-Moderately High



Private & confidential. For internal circulation only

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

# Birla Sun Life Gold ETF

An Open ended Gold Exchange Traded Fund

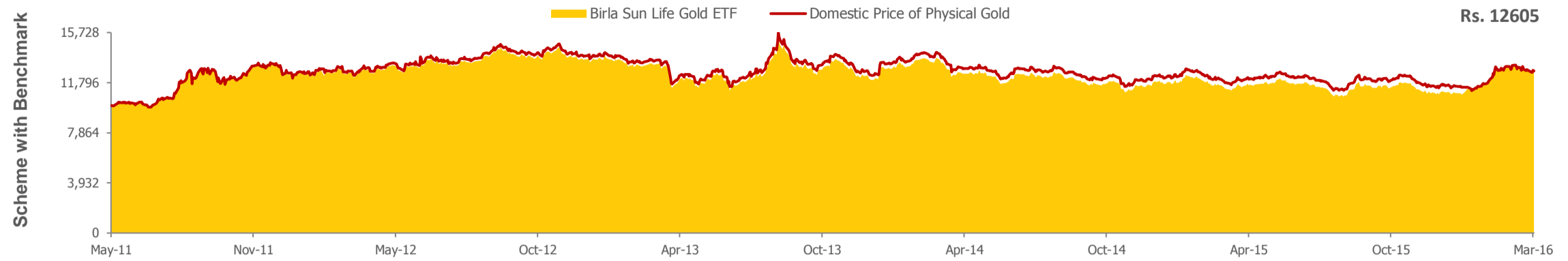
March 2016



Past performance may or may not be sustained in future. Below performance data is as on 31 Mar 2016, provided for Regular Plan - Growth Option, unless otherwise stated

## Yearly and Cumulative Performance

Growth of Rs. 10,000 invested in the scheme since Inception vs category & Benchmark index Performance



## Calendar Year Returns (%)

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016(YTD)
<b>Birla Sun Life Gold ETF</b>	NA	NA	NA	NA	NA	10.78	-11.45	-1.75	-8.04	15.66
<b>Domestic Price of Physical Gold<sup>#</sup></b>	15.95	26.07	24.25	23.17	33.72	11.94	-10.61	-0.80	-7.25	NA
<b>Inception Date</b>	13-May-11									

## Systematic Investment Plan

Investment Period	Total Investment (In Rs.)	Value of SIP (In Rs.)		Returns (%)	
		Birla Sun Life Gold ETF	Domestic Price of Physical Gold <sup>#</sup>	Birla Sun Life Gold ETF	Domestic Price of Physical Gold <sup>#</sup>
Since Inception	58,000	59,631	71,950	1.13	8.86
Last 5 Years	--	--	--	--	--
Last 3 Years	36,000	37,647	40,080	2.93	7.10
Last 1 Year	12,000	13,155	11,906	18.34	-1.45

The data assumes the investment of Rs. 1,000 on 1st every month or subsequent working day. Returns are calculated after accounting for the cash flow by using the XIIR method (Investment Internal Rate of Return)

## Investment Performance

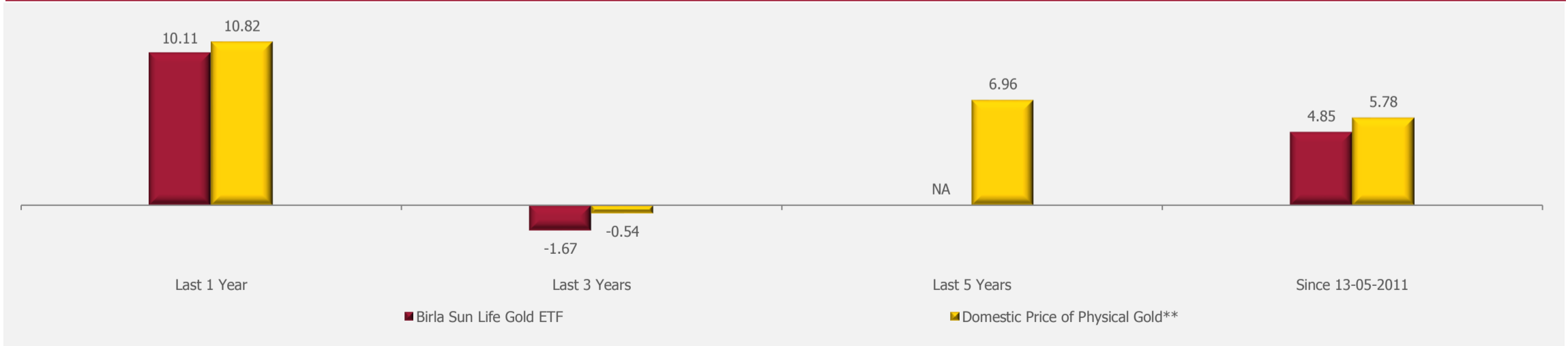
NAV as on March 31, 2016: Rs.2809.4461

Date of Inception: May 13, 2011	NAV Per Unit* (Rs.)	Birla Sun Life Gold ETF (%)	Domestic Price of Physical Gold <sup>#</sup> (%)	Value of Standard Investment of Rs. 10,000 in	
				Birla Sun Life Gold ETF (Rs.)	Domestic Price of Physical Gold <sup>#</sup> (Rs.)
Since inception till Mar 31, 2016 (CAGR)	2,228.7719	4.85	5.78	12,605	13,161
Mar 31, 2015 to Mar 31, 2016 (Absolute)	2,550.7149	10.11	10.82	11,014	10,840
Mar 31, 2014 to Mar 31, 2015 (Absolute)	2,843.3841	-10.29	-9.45	8,971	9,055
Mar 28, 2013 to Mar 31, 2014 (Absolute)	2,956.0084	-3.81	-2.88	9,619	9,712

# Scheme Benchmark, ## Additional Benchmark, \* As on start of period considered above.

**Past performance may or may not be sustained in future.** Returns for dividend option would assume reinvestment of dividends declared, net of dividend distribution tax, if any, at the then prevailing NAV. Load and Taxes are not considered for computation of returns.

## Scheme Performance (%)



Inception Date 13-May-11

Note: All Returns less than one are Absolute and greater than one year are CAGR

**Private & confidential. For internal circulation only**  
**Mutual Fund investments are subject to market risks, read all scheme related documents carefully.**

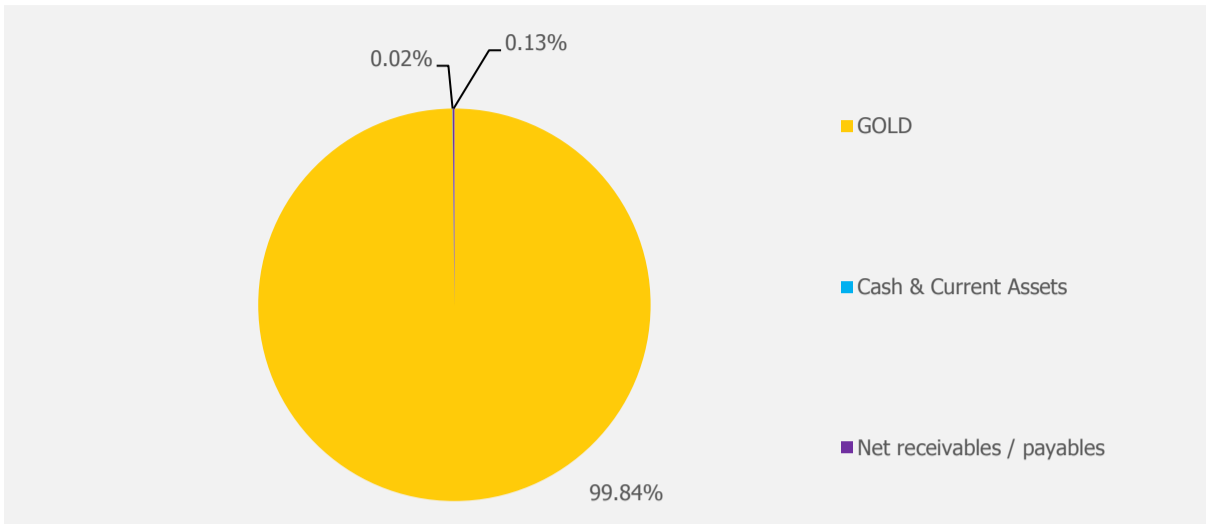
# Birla Sun Life Gold ETF

An Open ended Gold Exchange Traded Fund

March 2016



## Asset Allocation (%)



## Top 10 Holdings (% Net Assets)

Issuer	% of Net Assets
Gold	99.84%

## Concentration Analysis (% Net Assets)

Top Holdings	Top 3 Holdings	Top 5 Holdings	Nos of funds
99.84	99.84	99.84	1

### Performance details of the schemes managed by Prasad Dhonde

#### Top 3 Schemes

Date of Inception: May 13,2011	Birla Sun Life Gold ETF			Birla Domestic Price of Physical Gold <sup>#</sup>		Crisil 10 Yr Gilt Index <sup>##</sup>	
	NAV Per Unit * (Rs.)	Return (%)	Value of Standard Investment of Rs. 10000	Return (%)	Value of Standard Investment of Rs. 10000	Return (%)	Value of Standard Investment of Rs. 10000
Since inception till Mar 31,2016 (CAGR)	2,228.7719	4.85	12,605	5.78	13,161	7.48	14,227
Mar 31, 2015 - Mar 31, 2016(Absolute)	2,550.7149	10.14	11,014	10.83	10,840	7.97	10,797
Mar 31, 2014 - Mar 31, 2015(Absolute)	2,843.3841	-10.29	8,971	-9.45	9,055	14.57	11,457
Mar 28, 2013 - Mar 31, 2014(Absolute)	2,956.0084	-3.81	9,619	-2.88	9,712	-0.96	9,904

Date of Inception: March 03,1997	Birla Sun Life Short Term Fund			Crisil Short Term Bond Fund Index <sup>#</sup>		Crisil 1 Yr T-Bill Index <sup>##</sup>	
	NAV Per Unit * (Rs.)	Return (%)	Value of Standard Investment of Rs. 10000	Return (%)	Value of Standard Investment of Rs. 10000	Return (%)	Value of Standard Investment of Rs. 10000
Since inception till Mar 31,2016 (CAGR)	10.0000	9.53	56,846	NA	NA	6.80	35,110
Mar 31, 2015 - Mar 31, 2016(Absolute)	52.3251	8.70	10,870	8.47	10,847	7.69	10,769
Mar 31, 2014 - Mar 31, 2015(Absolute)	47.1913	10.88	11,088	10.33	11,033	8.74	10,874
Mar 28, 2013 - Mar 31, 2014(Absolute)	43.4029	8.73	10,873	8.86	10,886	5.84	10,584

Date of Inception: June 05,2003	Birla Sun Life Floating Rate Fund - LTP			Crisil Liquid Fund Index <sup>#</sup>		Crisil 1 Yr T-Bill Index <sup>##</sup>	
	NAV Per Unit * (Rs.)	Return (%)	Value of Standard Investment of Rs. 10000	Return (%)	Value of Standard Investment of Rs. 10000	Return (%)	Value of Standard Investment of Rs. 10000
Since inception till Mar 31,2016 (CAGR)	100.0000	8.90	29,859	6.86	23,426	5.84	20,714
Mar 31, 2015 - Mar 31, 2016(Absolute)	167.5563	8.63	10,863	8.06	10,806	7.69	10,769
Mar 31, 2014 - Mar 31, 2015(Absolute)	153.2229	9.35	10,935	8.98	10,898	8.74	10,874
Mar 28, 2013 - Mar 31, 2014(Absolute)	139.2970	10.00	11,000	9.54	10,954	5.84	10,584

#### Bottom 3 Schemes

Date of Inception: October 28,1999	Birla Sun Life Govt Securities Fund - Long Term Plan			I-Sec Li-BEX <sup>#</sup>		Crisil 10 Yr Gilt Index <sup>##</sup>	
	NAV Per Unit * (Rs.)	Return (%)	Value of Standard Investment of Rs. 10000	Return (%)	Value of Standard Investment of Rs. 10000	Return (%)	Value of Standard Investment of Rs. 10000
Since inception till Mar 31,2016 (CAGR)	10.0000	9.44	44,044	NA	NA	NA	NA
Mar 31, 2015 - Mar 31, 2016(Absolute)	41.6337	5.86	10,586	7.26	10,726	7.97	10,797
Mar 31, 2014 - Mar 31, 2015(Absolute)	35.2402	18.14	11,814	19.88	11,988	14.57	11,457
Mar 28, 2013 - Mar 31, 2014(Absolute)	34.4577	2.27	10,227	1.77	10,177	-0.96	9,904

Date of Inception: October 21,1995	Birla Sun Life Income Plus			Crisil Composite Bond Fund Index <sup>#</sup>		Crisil 10 Yr Gilt Index <sup>##</sup>	
	NAV Per Unit * (Rs.)	Return (%)	Value of Standard Investment of Rs. 10000	Return (%)	Value of Standard Investment of Rs. 10000	Return (%)	Value of Standard Investment of Rs. 10000
Since inception till Mar 31,2016 (CAGR)	10.0000	9.67	66,084	NA	NA	NA	NA
Mar 31, 2015 - Mar 31, 2016(Absolute)	63.1005	4.69	10,469	8.24	10,824	7.97	10,797
Mar 31, 2014 - Mar 31, 2015(Absolute)	54.0303	16.79	11,679	14.59	11,459	14.57	11,457
Mar 28, 2013 - Mar 31, 2014(Absolute)	53.1973	1.57	10,157	4.39	10,439	-0.96	9,904

Date of Inception: April 25,2000	Birla Sun Life Dynamic Asset Allocation Fund			Crisil Balanced Fund Index <sup>#</sup>		Nifty 50 <sup>##</sup>	
	NAV Per Unit * (Rs.)	Return (%)	Value of Standard Investment of Rs. 10000	Return (%)	Value of Standard Investment of Rs. 10000	Return (%)	Value of Standard Investment of Rs. 10000
Since inception till Mar 31,2016 (CAGR)	10.0000	8.64	37,477	NA	NA	11.53	56,956
Mar 31, 2015 - Mar 31, 2016(Absolute)	37.0200	1.30	10,130	-2.90	9,710	-8.86	9,114
Mar 31, 2014 - Mar 31, 2015(Absolute)	30.0900	23.03	12,303	22.53	12,253	26.65	12,665
Mar 28, 2013 - Mar 31, 2014(Absolute)	26.6200	13.04	11,304	13.40	11,340	17.98	11,798

# Scheme Benchmark, ## Additional Benchmark, \* As on start of period considered above.

Past performance may or may not be sustained in future. Above performance if for Regular Growth option. Performance of Regular dividend option under the schemes for the investors would be net of distribution tax, if any. Load and Taxes are not considered for computation of returns. Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

# Birla Sun Life Gold ETF

An Open ended Gold Exchange Traded Fund

March 2016



## Schemes managed by Fund Managers

### Schemes managed by Prasad Dhonde

Birla Sun Life Short Term Fund

Birla Sun Life Income Plus

Birla Sun Life Gold ETF

### Schemes co-managed by Prasad Dhonde

Birla Sun Life Govt Securities Fund - Long Term Plan

Birla Sun Life Gilt Plus P F Plan

Birla Sun Life Constant Maturity 10 Year Gilt Fund

Birla Sun Life Floating Rate Fund - LTP

Birla Sun Life Dynamic Asset Allocation Fund

Birla Sun Life Treasury Optimizer Plan

## Disclaimer

This document is strictly confidential and meant for private circulation only and should not at any point of time be construed to be an invitation to the public for subscribing to the units of Birla Sun Life mutual Fund. Please note that this is not an advertisement. The document is solely for the information and understanding of intended recipients only. If you are not the intended recipient, you are hereby notified that any use, distribution, reproduction or any action taken or omitted to be taken in reliance upon the same is prohibited and may be unlawful. Views expressed herein should not be construed as investment advice to any party and are not necessarily those of Birla Sun Life Asset Management Company Ltd.(BSLAMC) or any of their officers, employees, personnel, directors and BSLAMC and its officers, employees, personnel, directors do not accept responsibility for the editorial content. Wherever possible, all the figures and data given are dated, and the same may or may not be relevant at a future date. Further, the opinions expressed and facts referred to in this document are subject to change without notice and BSLAMC is under no obligation to update the same. While utmost care has been exercised, BSLAMC or any of its officers, employees, personnel, directors make no representation or warranty, express or implied, as to the accuracy, completeness or reliability of the content and hereby disclaim any liability with regard to the same. Recipients of this material should exercise due care and read all scheme related documents (including if necessary, obtaining the advice of tax/legal/accounting/financial/other professional(s) prior to taking of any decision, acting or omitting to act. Further, the recipient shall not copy/circulate/reproduce/quote contents of this document, in part or in whole, or in any other manner whatsoever without prior and explicit approval of BSLAMC. CIN: U65991MH1994PLC080811

Mutual Fund: Birla Sun Life Mutual Fund Asset Management Company/ Investment Manager: Birla Sun Life Asset Management Company Limited Registered Office: One India Bulls Centre, Tower - 1, 17th Floor Jupiter Mill Compound, 841, S. B. Marg, Elphinstone Road, Mumbai - 400013. Past performance may or may not be sustained in future. Source: ICRA Online Limited

**Private & confidential. For internal circulation only**  
**Mutual Fund investments are subject to market risks, read all scheme related documents carefully.**