

### Scheme Features

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

An open ended fund of fund scheme that predominantly invests in units of Birla Sun Life Gold ETF (underlying scheme) and one doesn't require a Demat Account to invest in it.

#### Investment Objective

An Open ended Fund of Fund Scheme with the investment objective to provide returns that tracks returns provided by Birla Sun Life Gold ETF (BSL Gold ETF).

#### Why Birla Sun Life Gold Fund?

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 Fund
Inception Date	20-Mar-2012
Fund Manager	Shravan Kumar Sreenivasula
Managing Fund Since	15-Dec-14
QAAUM (Rs. Cr) (31/03/2016)	54.56
Minimum Investment (Rs.)	5000
Minimum SIP Investment (Rs.)	1000
Benchmark Index	Domestic Price of Physical Gold
Entry Load	NIL
Exit Load	For redemption/switch out of units within 365 days from the date of allotment: 1.00% of applicable NAV For redemption/switch out of units after 365 days from the date of allotment: Nil

#### NAV Details as on March 31, 2016

Scheme Name	In (Rs.)
<b>Regular Plan</b>	
Birla Sun Life Gold Fund - Dividend	9.3019
Birla Sun Life Gold Fund - Growth	9.3035
<b>Direct Plan<sup>§</sup></b>	
Birla Sun Life Gold Fund - Dir - Dividend	9.3736
Birla Sun Life Gold Fund - Dir - Growth	9.3784

<sup>§</sup> 'Direct Plan' is only for investors who purchase /subscribe Units in a Scheme directly with the Mutual Fund and is not available for investors who route their investments through a Distributor

#### Ratio Analysis as on March 31, 2016

Ratios	Birla Sun Life Gold Fund	Domestic Price of Physical Gold
Standard Deviation	16.39	18.78
Beta (Slope)	0.66	1.00
Sharpe	-0.03	-0.05
Alpha	0.03	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

Since inception the scheme has declared dividend for 0 times

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

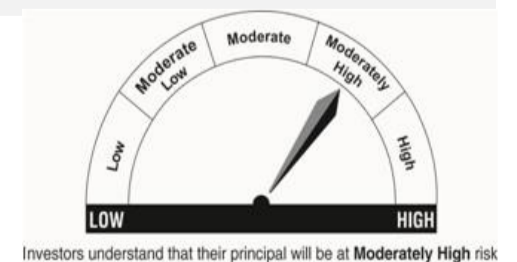
### Shravan Kumar Sreenivasula

Mr. Shravan Kumar Sreenivasula has an overall experience of 12 years of which seven years are in financial markets. Prior to joining Birla Sun Life AMC, he was the Fund Manager of Multi-Manager funds at ING Investment Management since April 2008. Before that he worked at Network Eighteen Ltd., Cap Gemini India Pvt. Ltd. and Infosys Technologies Ltd. He is an alumnus of the Indian School of Business, Hyderabad and Indian Institute of Technology, Kharagpur. He is a CFA Charter holder.

### Birla Sun Life Gold Fund (An Open ended Fund of Funds Scheme)

This product is suitable for Investor who are seeking:

- 1 - returns in line with performance of Birla Sun Life Gold ETF (BSL GETF) over long term
- 2 - Investments predominantly in units of Birla Sun Life Gold ETF. BSL GETF invests in physical gold of 99.5% purity (fineness)
3. Riskometer-Moderately High



# Birla Sun Life Gold Fund

An Open ended Fund of Funds Scheme

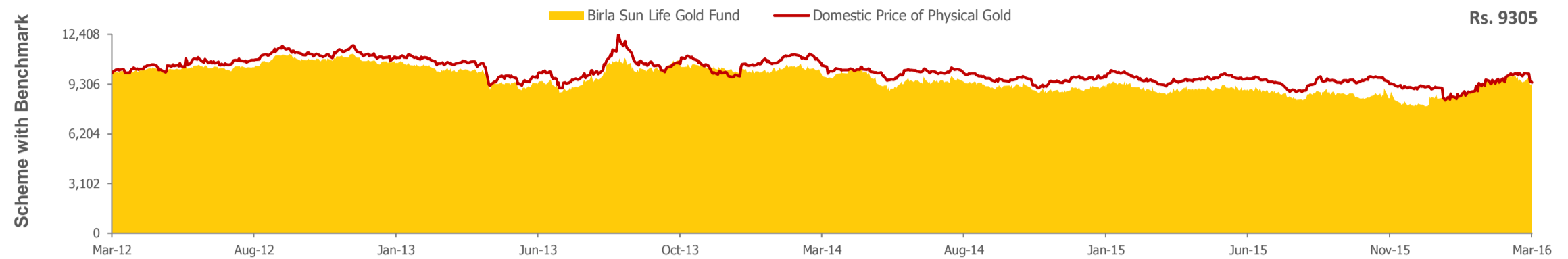
March 2016



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 Fund</b>	NA	NA	NA	NA	NA	NA	-6.89	-9.41	-7.22	10.92
<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>	20-Mar-12									

## Systematic Investment Plan

Investment Period	Total Investment (In Rs.)	Value of SIP (In Rs.)		Returns (%)	
		Birla Sun Life Gold Fund	Domestic Price of Physical Gold <sup>#</sup>	Birla Sun Life Gold Fund	Domestic Price of Physical Gold <sup>#</sup>
Since Inception	48,000	46,699	56,928	-1.34	8.49
Last 5 Years	--	--	--	--	--
Last 3 Years	36,000	36,058	40,080	0.10	7.10
Last 1 Year	12,000	12,812	11,906	12.79	-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

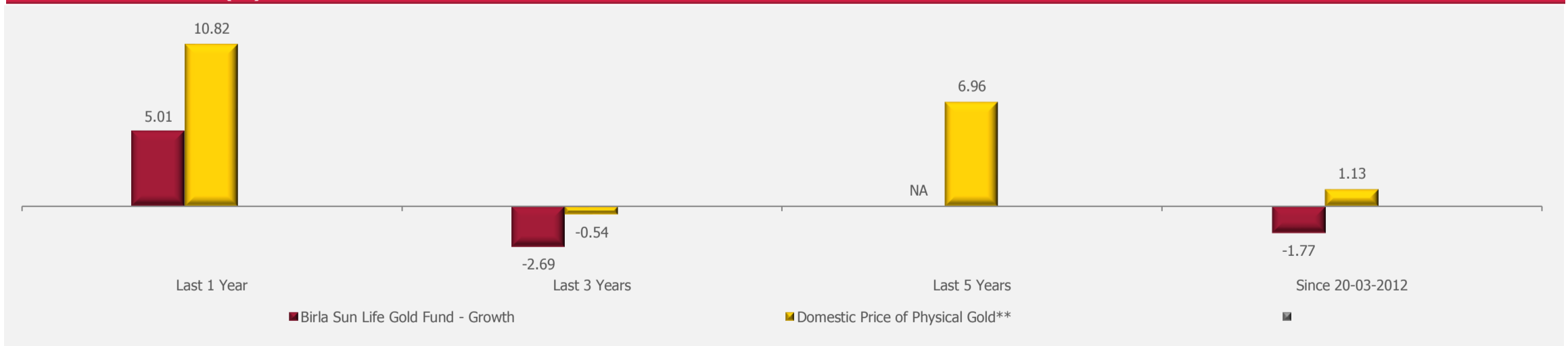
NAV as on March 31, 2016: Rs.9.3035

Date of Inception: Mar 20, 2012	NAV Per Unit* (Rs.)	Birla Sun Life Gold Fund (%)	Domestic Price of Physical Gold <sup>#</sup> (%)	Value of Standard Investment of Rs. 10,000 in	
				Birla Sun Life Gold Fund (Rs.)	Domestic Price of Physical Gold <sup>#</sup> (Rs.)
Since inception till Mar 31, 2016(CAGR)	10.0000	-1.77	1.13	9,305	10,464
Mar 31, 2015 to Mar 31, 2016 (Absolute)	8.8583	5.01	10.82	10,503	10,840
Mar 31, 2014 to Mar 31, 2015 (Absolute)	9.7290	-8.95	-9.45	9,105	9,055
Mar 28, 2013 to Mar 31, 2014 (Absolute)	10.1004	-3.68	-2.88	9,632	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 (%)

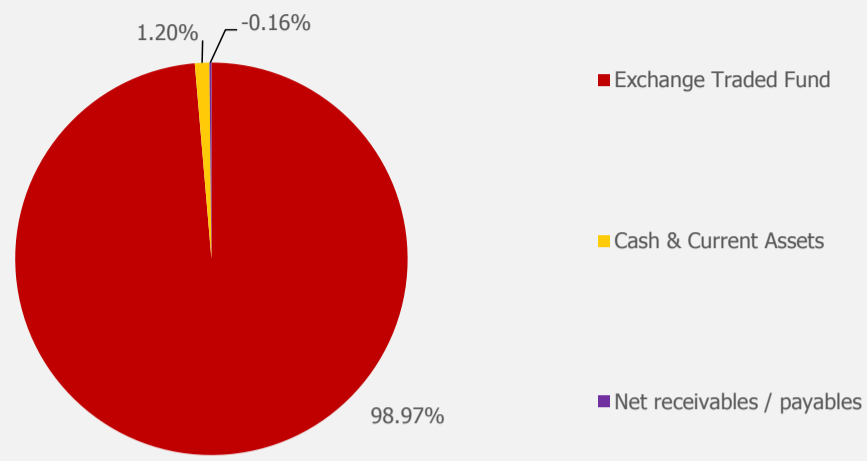


Inception Date 20-Mar-12

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

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### Asset Allocation (%)



### Top 10 Holdings (% Net Assets)

Issuer	% of Net Assets
Birla Sun Life Mutual Fund	98.97%

### Concentration Analysis (% Net Assets)

Top Holdings	Top 3 Holdings	Top 5 Holdings	Nos of funds
98.97	98.97	98.97	1

### Performance details of the schemes managed by Shравan Kumar Sreenivasula

#### Top 3 Schemes

Date of Inception: December 28,2006	Birla Sun Life Active Debt Multi Manager FoF Scheme			Crisil Composite Bond Fund Index*		Nifty 50**	
	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	7.83	20,103	7.51	19,557	7.47	19,490
Mar 31, 2015 - Mar 31, 2016(Absolute)	19.1233	5.13	10,513	8.24	10,824	-8.86	9,114
Mar 28, 2014 - Mar 31, 2015(Absolute)	16.7855	13.93	11,393	14.67	11,467	26.81	12,681
Mar 28, 2013 - Mar 31, 2014(Absolute)	16.2017	3.63	10,363	4.39	10,439	17.98	11,798

Date of Inception: March 20,2012	Birla Sun Life Gold Fund			Domestic Price of Physical Gold*		Nifty 50**	
	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	-1.77	9,305	1.13	10,464	9.97	14,671
Mar 31, 2015 - Mar 31, 2016(Absolute)	8.8583	5.03	10,503	10.82	10,840	-8.86	9,114
Mar 31, 2014 - Mar 31, 2015(Absolute)	9.7290	-8.95	9,105	-9.45	9,055	26.65	12,665
Mar 28, 2013 - Mar 31, 2014(Absolute)	10.1004	-3.68	9,632	-2.88	9,712	17.98	11,798

Date of Inception: May 09,2011	Birla Sun Life Financial Planning FoF Conservative			Composite Index#\$		Nifty 50**	
	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	8.27	14,759	6.83	13,822	9.07	23,068
Mar 31, 2015 - Mar 31, 2016(Absolute)	14.2135	3.85	10,385	4.98	10,498	-8.86	9,114
Mar 28, 2014 - Mar 31, 2015(Absolute)	12.3693	14.91	11,491	4.06	10,406	26.81	12,681
Mar 28, 2013 - Mar 31, 2014(Absolute)	11.4724	7.88	10,788	3.22	10,322	17.98	11,798

\$ 20% Nifty 50 + 44% CRISIL Liquid Fund + 24% CRISIL Composite Bond Fund + 12%INR price of Gold

#### Bottom 3 Schemes

Date of Inception: August 17,2006	Birla Sun Life Asset Allocator Multi Manager FoF Scheme			Crisil Balanced Fund Index*		Nifty 50**	
	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	8.14	21,242	9.16	23,252	9.07	23,068
Mar 31, 2015 - Mar 31, 2016(Absolute)	21.1498	0.42	10,042	-2.90	9,710	-8.86	9,114
Mar 28, 2014 - Mar 31, 2015(Absolute)	15.4510	36.88	13,688	22.66	12,266	26.81	12,681
Mar 28, 2013 - Mar 31, 2014(Absolute)	13.7910	12.14	11,214	13.40	11,340	17.98	11,798

Date of Inception: May 09,2011	Birla Sun Life Financial Planning FoF Aggressive			Composite Index#\$		Nifty 50**	
	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	10.44	16,265	6.93	13,885	9.07	23,068
Mar 31, 2015 - Mar 31, 2016(Absolute)	16.4120	-0.88	9,912	-4.30	9,570	-8.86	9,114
Mar 28, 2014 - Mar 31, 2015(Absolute)	12.1996	34.53	13,453	18.17	11,817	26.81	12,681
Mar 28, 2013 - Mar 31, 2014(Absolute)	10.6491	14.68	11,468	11.85	11,185	17.98	11,798

\$ 70% Nifty 50 + 15% CRISIL Liquid Fund +10% CRISIL Composite Bond Fund +5% INR price of Gold

Date of Inception: September 17,2008	Birla Sun Life Global Commodities Fund			Composite Index#\$		Nifty 50**	
	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	0.59	10,454	2.92	12,424	9.12	19,310
Mar 31, 2015 - Mar 31, 2016(Absolute)	11.4667	-8.85	9,115	-8.87	9,113	-8.86	9,114
Mar 31, 2014 - Mar 31, 2015(Absolute)	13.5239	-15.21	8,479	-8.77	9,123	26.65	12,665
Mar 28, 2013 - Mar 31, 2014(Absolute)	12.2783	10.14	11,014	18.62	11,862	17.98	11,798

\$ - 40% Dow Jones World Basic Materials Index + 40% Dow Jones World Oil and Gas Index + 20% MSCI AC World in INR terms

# 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.

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# Birla Sun Life Gold Fund

An Open ended Fund of Funds Scheme

March 2016



## Schemes managed by Fund Managers

### Schemes managed by Shravan Kumar Sreenivasula

Birla Sun Life Asset Allocation Fund - Conservative Plan  
Birla Sun Life Asset Allocator Multi Manager FoF Scheme  
Birla Sun Life Global Real Estate Fund  
Birla Sun Life Financial Planning FoF Conservative  
Birla Sun Life Gold Fund

Birla Sun Life Asset Allocation Fund - Moderate Plan  
Birla Sun Life Active Debt Multi Manager FoF Scheme  
Birla Sun Life Latin America Equity Fund  
Birla Sun Life Financial Planning FoF Aggressive

Birla Sun Life Asset Allocation Fund - Aggressive Plan  
Birla Sun Life 5 Star Multi Manager FoF Scheme  
Birla Sun Life Global Commodities Fund  
Birla Sun Life Financial Planning FoF Prudent

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