

Monthly Product Presentation - Equity

May 2016

Birla Sun Life Asset Management Company Limited

This presentation is strictly for internal consumption only

Products covered

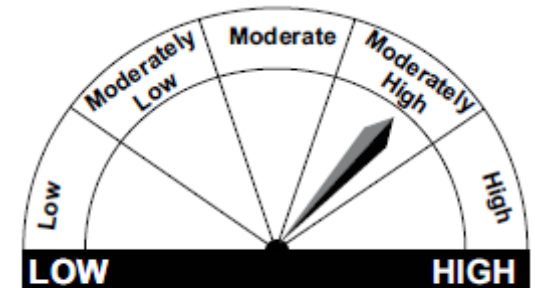
Core Funds	<ul style="list-style-type: none">• BSL Frontline Equity Fund (Large Cap)• BSL Equity Fund (Multi Cap)• BSL Balanced '95 Fund (Balanced)
Peripheral Funds	<ul style="list-style-type: none">• BSL Midcap Fund (Midcap)• BSL Advantage Fund (Multi Cap)• BSL Dividend Yield Plus (Dividend Yield)• BSL MNC Fund (Theme – MNC)
Tactical Funds	<ul style="list-style-type: none">• BSL Banking & Financial Services Fund (Theme – Banking)• BSL Infrastructure Fund (Theme – Infrastructure)
ELSS	<ul style="list-style-type: none">• BSL Tax Relief '96 (ELSS)

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

Birla Sun Life Frontline Equity Fund

Investment Style Box			
Value	Blend	Growth	Size
			Large
			Mid
			Small

Name of Scheme	This product is suitable for investors who are seeking*:
Birla Sun Life Frontline Equity Fund (An Open ended growth scheme)	<ul style="list-style-type: none"> • long term capital growth • investments in equity and equity related securities, diversified across various industries in line with the benchmark index, S&P BSE 200



Investors understand that their principal will be at Moderately High risk

*Investors should consult their financial advisers if in doubt whether the product is suitable for them.

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

Birla Sun Life Frontline Equity Fund

Scheme Strategy



Birla Sun Life Frontline Equity Fund is a diversified scheme with a bias for large cap stocks. The scheme intends to take advantage of select midcap opportunities from time to time. The scheme is managed using 3 key principles:

- ✓ **Discipline** – Targeted sector exposure within +/- 25% or absolute +/- 3%, whichever is higher, of the sectoral weight in the benchmark index in order to maintain diversification and avoid concentration in a single sector
- ✓ **Bottom up stock picking** is the key to generating alpha. The Fund Manager carries out extensive research to select companies mainly on its individual merits that can offer higher growth potential
- ✓ **Profit booking at opportune moments**, particularly for mid caps where we have rotated exposure within sectors from expensive stocks to cheaper stocks

Birla Sun Life Frontline Equity Fund is a **Top Quartile Fund** on a 3,5,7, 10 & 12 year basis and is **ranked number 1 on a 7, 10 & 12 year period**

Birla Sun Life Frontline Equity Funds is the **2nd Largest Large cap fund in the industry**

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

Birla Sun Life Frontline Equity Fund

Attribution Analysis

Positive Sector Contributors

Sector	Avg Weight (%)	Contribution (%)
FINANCIAL SERVICES	26.85%	0.30%
CONSTRUCTION	4.58%	0.06%
TEXTILES	2.34%	0.06%

Positive Stock Contributors

Stock	Avg Weight (%)	Contribution (%)
HDFC BANK	6.64%	0.39%
NTPC LTD	2.67%	0.22%
INDUS BANK(INDIA)	2.56%	0.22%

Risk ratios

Key Risk parameters	
Standard Deviation	15.58%
Sharpe Ratio ##	0.66
Beta	1.00

Negative Sector Contributors

Sector	Avg Weight (%)	Contribution (%)
METALS	2.16%	-0.09%
TELECOM	0.52%	-0.03%

Unique stocks contributing positively

- ❖ MUTHOOT FINANCE
- ❖ CROMPTON GREAVES NEW
- ❖ SANOFI INDIA LTD

Smart skipping

- ❖ WIPRO
- ❖ ULTRATECH CEMCO
- ❖ MUNDRA PORT AND SPECIAL ECONOMIC ZONE

1 month attribution as on 30th April 2016

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

Birla Sun Life Frontline Equity Fund



Scheme Details				(As on 30 th April 2016)
Fund Manager	Mr. Mahesh Patil			
Managing Fund Since	November 17, 2005			
Total Experience	24 Years			
Date of Inception	August 30, 2002			
Benchmark	S&P BSE 200			
Regular Plan - Growth	158.86	Direct Plan – Growth	163.54	
Regular Plan – Dividend	24.12	Direct Plan - Dividend	36.48	
Load Structure (as % of NAV) (Incl of SIP)				
Exit Load **	1% if redeemed/switched out within 365 days from the date of allotment			
** (Exit Load is NIL for units issued in Bonus & Dividend Reinvestment)				

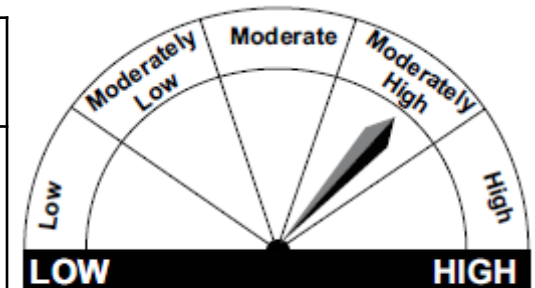
Other facilities in the scheme	
SIP	✓
CSIP	✓
STP	✓
SWP	✓

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

Birla Sun Life Equity Fund

Investment Style Box			
Value	Blend	Growth	Size
			Large
			Mid
			Small

Name of Scheme	This product is suitable for investors who are seeking*:
Birla Sun Life Equity Fund (An Open ended growth scheme)	<ul style="list-style-type: none"> • long term capital growth • investments in equity and equity related securities



Investors understand that their principal will be at Moderately High risk

*Investors should consult their financial advisers if in doubt whether the product is suitable for them

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

Birla Sun Life Equity Fund

Scheme Strategy



Birla Sun Life Equity Fund follows a multi/flexi cap style of investing without any sectoral or market cap bias and looks to invest in growth stocks at reasonable valuations.

Top Down Approach is followed with significant and continuous efforts on evaluating global and India macro trends, basis which OW/UW sectoral positions are taken

Bottom up stock picking is used to pick stocks to take advantage of mispriced opportunities. While some could be turnaround companies, others could be complete contrarian calls with a certain level of conviction

High Equity Allocation with a target of >90% is maintained under normal circumstances with flexibility to move within different market caps. The scheme believes in not taking large cash calls

Did you know Birla Sun Life Equity Fund has delivered **CAGR 24.48% p.a** (since inception), implying that an **investment doubles every 2.94 years**

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

Birla Sun Life Equity Fund

Attribution Analysis

Positive Sector Contributors

Sector	Avg Weight (%)	Contribution (%)
FINANCIAL SERVICES	28.12%	0.74%
CHEMICALS	4.14%	0.26%
PHARMA	14.83%	0.19%

Positive Stock Contributors

Stock	Avg Weight (%)	Contribution (%)
CENTURY TESTILES AND INDUSTRIES LTD	2.01%	0.39%
HDFC BANK	6.28%	0.36%
TATA CHEMICALS LTD	4.14%	0.35%

Risk ratios

Key Risk parameters	
Standard Deviation	17.97%
Sharpe Ratio ##	0.86
Beta	1.11

Negative Sector Contributors

Sector	Avg Weight (%)	Contribution (%)

Unique stocks contributing positively

- ❖ BLUE STAR
- ❖ KARUR VYSYA BANK
- ❖ VA Tech Wabag Ltd

Smart skipping

- ❖ STATE BK OF INDIA
- ❖ ICICI BANK
- ❖ TATA CONSULTANCY SERVICES

1 month attribution as on 30th April 2016

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

Birla Sun Life Equity Fund



Scheme Details				(As on 30 th April 2016)
Fund Manager	Mr. Anil Shah			
Managing Fund Since	October 03, 2012			
Total Experience	26 Years			
Date of Inception	August 27, 1998			
Benchmark	S&P BSE 200			
Regular Plan - Growth	480.60	Direct Plan – Growth	493.73	
Regular Plan – Dividend	84.34	Direct Plan - Dividend	95.45	
Load Structure (as % of NAV) (Incl of SIP)				
Exit Load **	1% if redeemed/switched out within 365 days from the date of allotment			
** (Exit Load is NIL for units issued in Bonus & Dividend Reinvestment)				

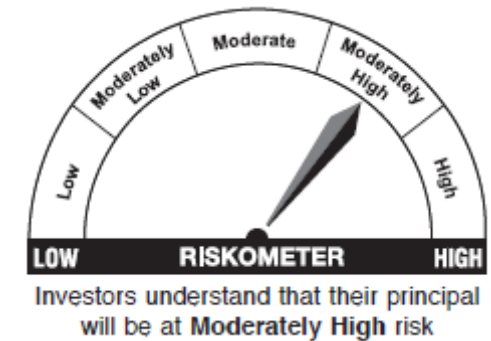
Other facilities in the scheme	
SIP	✓
CSIP	✓
STP	✓
SWP	✓

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

Birla Sun Life Balanced '95 Fund

Investment Style Box			
Value	Blend	Growth	Size
			Large
			Mid
			Small

Name of Scheme	This product is suitable for investors who are seeking*:
Birla Sun Life Balanced '95 Fund (An Open ended balanced scheme)	<ul style="list-style-type: none"> • long term capital growth and income • investments in equity and equity related securities as well as debt and money market instrument



*Investors should consult their financial advisers if in doubt whether the product is suitable for them

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

Birla Sun Life Balanced '95 Fund

Scheme Strategy



Birla Sun Life Balanced '95 Fund Invests in a mix of equities, bonds, money market instruments etc with an objective to achieve both growth & income, while attempting to minimize volatility.

✓ **Strong stock selection process** – A blend of bottom up approach (for stock selection) and top down approach (for sector allocation) is used for portfolio construction

✓ **Profit Booking** – A disciplined profit booking approach is followed as valuation reach target levels or availability of alternative investment opportunity offering higher risk adjusted returns

✓ **Flexibility** – The fund is able to maintain a flexible equity exposure between 50% to 75% depending on the current market conditions. The scheme also intends to follow a flexi cap approach on market cap depending on risk return profile of various sub segments of the market

Did you know the fund's **flexible asset allocation and prudent profit booking strategy** has **outperformed Crisil Balanced Fund Index by close to 5%** over a 10 year period

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

Birla Sun Life Balanced '95 Fund

Equity Attribution Analysis

Positive Sector Contributors

Sector	Avg Weight (%)	Contribution (%)
CHEMICALS	1.88%	0.11%
INDUSTRIAL MANUFACTURING	7.51%	0.07%
MEDIA & ENTERTAINMENT	5.22%	0.01%

Positive Stock Contributors

Stock	Avg Weight (%)	Contribution (%)
HDFC BANK	5.14%	0.29%
NTPC LTD	2.54%	0.20%
INDIAN OIL CORP	1.83%	0.18%

Risk ratios

Key Risk parameters	
Standard Deviation	12.72%
Sharpe Ratio ##	0.88
Beta	1.14

Negative Sector Contributors

Sector	Avg Weight (%)	Contribution (%)
CONSTRUCTION	2.33%	-0.21%
TELECOM	0.37%	-0.01%

Unique stocks contributing positively

- ❖ CROMPTON GREAVES NEW
- ❖ MUTHOOT FINANCE
- ❖ VA Tech Wabag Ltd

Smart skipping

- ❖ HOUSING DEV FINANCE CORP LTD
- ❖ STATE BK OF INDIA
- ❖ TATA CONSULTANCY SERVICES

1 month attribution as on 30th April 2016

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

Birla Sun Life Balanced '95 Fund

Scheme Details			
<i>(As on 30th April 2016)</i>			
Fund Manager	Mr. Mahesh Patil & Mr. Pranay Sinha		
Managing Fund Since	January 16, 2014		
Total Experience	24 Years & 10 Years		
Date of Inception	February 10, 1995		
Benchmark	Crisil Balanced Fund Index		
Regular Plan - Growth	565.52	Direct Plan – Growth	582.48
Regular Plan – Dividend	133.65	Direct Plan - Dividend	173.39
Load Structure (as % of NAV) (Incl of SIP)			
Exit Load **	1% if redeemed/switched out within 365 days from the date of allotment		
<i>** (Exit Load is NIL for units issued in Bonus & Dividend Reinvestment)</i>			

Other facilities in the scheme	
SIP	✓
CSIP	✓
STP	✓
SWP	✓

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

Birla Sun Life Midcap Fund

Investment Style Box			
Value	Blend	Growth	Size
			Large
			Mid
			Small

Name of Scheme	This product is suitable for investors who are seeking*:
Birla Sun Life Midcap Fund (An Open ended growth scheme)	<ul style="list-style-type: none"> • long term capital growth • Investments primarily in midcap stocks



Investors understand that their principal will be at **Moderately High** risk

*Investors should consult their financial advisers if in doubt whether the product is suitable for them

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

Birla Sun Life Midcap Fund

Scheme strategy



Birla Sun Life Midcap Fund has a diversified portfolio and endeavours to maintain liquidity by investing in 'Mid-Cap' Stocks which are fairly liquid stocks

- ✓ The fund displays the **true to its label** characteristics and selects stocks from the specified market cap range
- ✓ A strong **research based process** is followed for stock selection which tries to identify major trends to pick stock and build positions.
- ✓ A **low risk profile** is maintained due to a conscious effort to not go overweight on any single stock or sector
- ✓ The fund uses a **value investing approach**, owning high quality businesses with consistent growth/returns profile and where industry dynamics are favourable

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

Birla Sun Life Midcap Fund

Attribution Analysis



Positive Sector Contributors

Sector	Avg Weight (%)	Contribution (%)
MEDIA & ENTERTAINMENT	2.04%	0.05%
FERTILISERS & PESTICIDES	1.91%	0.04%

Positive Stock Contributors

Stock	Avg Weight (%)	Contribution (%)
FIRSTSOURCE SOLUTION	1.78%	0.37%
YES BANK	3.25%	0.29%
INDIAN OIL CORP	2.37%	0.23%

Risk ratios

Key Risk parameters	
Standard Deviation	19.56%
Sharpe Ratio ##	0.92
Beta	1.01

Negative Sector Contributors

Sector	Avg Weight (%)	Contribution (%)
PHARMA	8.33%	-0.09%

Unique stocks contributing positively

- ❖ FIRSTSOURCE SOLUTION
- ❖ YES BANK
- ❖ HITACHI HOME AND LIFE SOLUTIONS LTD

Smart skipping

- ❖ Cairn India Ord Shs
- ❖ IPCA LABORATORIES
- ❖ BAJAJ FINANCE ORD SHS

1 month attribution as on 30th April 2016

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

Birla Sun Life Midcap Fund



Scheme Details				(As on 30 th April 2016)
Fund Manager	Mr. Jayesh Gandhi			
Managing Fund Since	January 01, 2015			
Total Experience	15Years			
Date of Inception	October 03, 2002			
Benchmark	Nifty Midcap 100			
Regular Plan – Growth	213.69	Direct Plan – Growth	219.18	
Regular Plan – Dividend	30.10	Direct Plan – Dividend	41.15	
Load Structure (as % of NAV) (Incl of SIP)				
Exit Load **	1% if redeemed/switched out within 365 days from the date of allotment			
** (Exit Load is NIL for units issued in Bonus & Dividend Reinvestment)				

Other facilities in the scheme	
SIP	✓
CSIP	✓
STP	✓
SWP	✓

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

Birla Sun Life Advantage Fund

Investment Style Box			
Value	Blend	Growth	Size
			Large
			Mid
			Small

Name of Scheme	This product is suitable for investors who are seeking*:
Birla Sun Life Advantage Fund (An Open ended growth scheme)	<ul style="list-style-type: none"> • long term capital growth • investments in equity and equity related securities



Investors understand that their principal will be at **Moderately High** risk

*Investors should consult their financial advisers if in doubt whether the product is suitable for them

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

Birla Sun Life Advantage Fund

Scheme Strategy



Birla Sun Life Advantage Fund follows a flexicap style of investing without any sectoral bias but is favoured towards mid caps

- ❖ **Strong portfolio construction process** – A blend of bottom up approach (for stock selection) and top down approach (for sector allocation) is used for portfolio construction
- ❖ **Top Down Approach** is predominantly followed with significant and continuous efforts made on evaluating global and India macro trends, on the basis of which overweight/ underweight sectoral positions are taken
- ❖ **Bottom up stock picking** is used to pick stocks where risk reward is hugely in favour to take advantage of mispriced opportunities
- ❖ The fund will strive to maintain a **High Midcap Allocation** to enable higher alpha generation over peer group & benchmark over a longer term

Did you know Birla Sun Life Advantage Fund has a **track record of 15 years** with a performance of **CAGR 18.23% p.a**

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

Birla Sun Life Advantage Fund

Attribution Analysis



Positive Sector Contributors

Sector	Avg Weight (%)	Contribution (%)
FINANCIAL SERVICES	32.28%	0.56%
PHARMA	10.77%	0.39%
FERTILISERS & PESTICIDES	1.10%	0.03%

Positive Stock Contributors

Stock	Avg Weight (%)	Contribution (%)
NATCO PHARMA LTD (INR10(DEMAT T5))	3.20%	0.56%
YES BANK	6.12%	0.55%
CENTURY TESTILES AND INDUSTRIES LTD	2.18%	0.41%

Risk ratios

Key Risk parameters	
Standard Deviation	18.15%
Sharpe Ratio ##	0.98
Beta	1.12

Negative Sector Contributors

Sector	Avg Weight (%)	Contribution (%)
ENERGY	8.90%	-0.35%
METALS	0.16%	-0.30%

Unique stocks contributing positively

- ❖ REPCO HOME FINANCE
- ❖ DALMIA BHARAT LTD
- ❖ ASTRA MICROWAVE PR

Smart skipping

- ❖ HOUSING DEV FINANCE CORP LTD
- ❖ ITC
- ❖ HCL TECHNOLOGIES

1 month attribution as on 30th April 2016

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

Birla Sun Life Advantage Fund



Scheme Details				(As on 30 th April 2016)
Fund Manager	Mr. Satyabrata Mohanty			
Managing Fund Since	October 17, 2011			
Total Experience	16 Years			
Date of Inception	February 24, 1995			
Benchmark	S&P BSE 200			
Regular Plan - Growth	292.31	Direct Plan – Growth	297.78	
Regular Plan – Dividend	85.81	Direct Plan - Dividend	97.91	
Load Structure (as % of NAV) (Incl of SIP)				
Exit Load **	1% if redeemed/switched out within 365 days from the date of allotment			
** (Exit Load is NIL for units issued in Bonus & Dividend Reinvestment)				

Other facilities in the scheme	
SIP	✓
CSIP	✓
STP	✓
SWP	✓

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

Birla Sun Life Dividend Yield Plus

Investment Style Box			
Value	Blend	Growth	Size
			Large
			Mid
			Small

Name of Scheme	This product is suitable for investors who are seeking*:
Birla Sun Life Dividend Yield Plus (An Open ended growth scheme)	<ul style="list-style-type: none"> • long term capital growth • investments in equity and equity related securities of companies having relatively high dividend yield



Investors understand that their principal will be at **Moderately High** risk

*Investors should consult their financial advisers if in doubt whether the product is suitable for them

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

Birla Sun Life Dividend Yield Plus

Scheme strategy



Birla Sun Life Dividend Yield Plus invests in stocks which have a dividend yield higher than that of Nifty 50

- ✓ **Value Strategy** – A stock is picked not only on the basis of it being a “high dividend yield” stock but also on other parameters like low P/B, P/E. The idea is to build a portfolio that provides a combination of high dividend yield, substantial capital protection and a strong possibility of capital gains
- ✓ **Low volatility** – High dividend yields stocks have a downside cushion due to higher payouts in the form of dividends due to robust cash flow generation. This makes them less volatile than growth stocks
- ✓ **Multicap** – The scheme does not have bias for market caps. The scheme has flexibility to invest upto 35% in special situations like buy back, open offers, demerger etc

Did you know Birla Sun Life Dividend Yield Plus is the **only equity scheme** that has declared the most frequent dividends in a 12 year period, **declaring 36 dividends in last 12 years**

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

Birla Sun Life Dividend Yield Plus

Attribution Analysis

Positive Sector Contributors

Sector	Avg Weight (%)	Contribution (%)
INDUSTRIAL MANUFACTURING	9.69%	0.38%
METALS	5.50%	0.22%
SERVICES	2.49%	0.03%

Positive Stock Contributors

Stock	Avg Weight (%)	Contribution (%)
SANOFI INDIA LTD	3.33%	0.35%
AXIS BANK LTD	4.05%	0.24%
BHARAT PETROLEUM CORP LTD	2.93%	0.24%

Risk ratios

Key Risk parameters	
Standard Deviation	17.23%
Sharpe Ratio ##	0.39
Beta	1.04

Negative Sector Contributors

Negative Sector Contributors		

Unique stocks contributing positively

- ❖ ORIENT REFRACTORIES LTD
- ❖ SWARAJ ENGINES
- ❖ CROMPTON GREAVES NEW

Smart skipping

- ❖ RELIANCE INDS
- ❖ HOUSING DEV FINANCE CORP LTD
- ❖ SUN PHARMACEUTICAL

1 month attribution as on 30th April 2016

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

Birla Sun Life Dividend Yield Plus

Scheme Details				<i>(As on 30th April 2016)</i>
Fund Manager	Mr. Satyabrata Mohanty & Mr Vineet Maloo			
Managing Fund Since	July 16,2015 and January 16, 2014			
Total Experience	16Years & 11 Years			
Date of Inception	February 26, 2003			
Benchmark	Nifty 500			
Regular Plan – Growth	129.21	Direct Plan – Growth	132.53	
Regular Plan – Dividend	14.03	Direct Plan – Dividend	19.06	
Load Structure (as % of NAV) (Incl of SIP)				
Exit Load **	1% if redeemed/switched out within 365 days from the date of allotment			
<i>** (Exit Load is NIL for units issued in Bonus & Dividend Reinvestment)</i>				

Other facilities in the scheme	
SIP	✓
CSIP	✓
STP	✓
SWP	✓

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

Birla Sun Life MNC Fund

Investment Style Box			
Value	Blend	Growth	Size
			Large
			Mid
			Small

Name of Scheme	This product is suitable for investors who are seeking*:
Birla Sun Life MNC Fund (An Open ended growth scheme)	<ul style="list-style-type: none"> • long term capital growth • investments in equity and equity related securities of Multinational companies (MNCs)



*Investors should consult their financial advisers if in doubt whether the product is suitable for them:

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

Birla Sun Life MNC Fund

Scheme strategy



- ✓ **Invests in Multi National Companies** listed in India through a research based investment approach
- ✓ The fund has a well **diversified portfolio** with over 40 stocks across 15 sectors. The fund strives to maintain its **High Quality** by investing in stocks which have superior return ratios & strong balance sheet
- ✓ The fund uses a **bottom up approach** to pick stocks which are a long term structural play and help in delivering significant alpha over the benchmark
- ✓ The portfolio allocation towards High quality Mid and Small caps has been more than 70% (average). In spite of having a significant proportion towards them, it still maintains a **moderate risk profile**

Did you know Birla Sun Life MNC Fund is the **only fund** in the industry across **categories** to deliver **average returns greater than CAGR 21% p.a on a 5 year basis**

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

Birla Sun Life MNC Fund

Attribution Analysis

Positive Sector Contributors

Sector	Avg Weight (%)	Contribution (%)
FERTILISERS & PESTICIDES	8.27%	0.38%
SERVICES	7.60%	0.24%
INDUSTRIAL MANUFACTURING	10.95%	0.19%

Positive Stock Contributors

Stock	Avg Weight (%)	Contribution (%)
HITACHI HOME AND LIFE SOLUTIONS LTD	4.01%	0.45%
BAYER INDIA	8.27%	0.44%
JET AIRWAYS INDIA	3.66%	0.43%

Risk ratios

Key Risk parameters	
Standard Deviation	17.54%
Sharpe Ratio ##	1.42
Beta	0.89

Negative Sector Contributors

Sector	Avg Weight (%)	Contribution (%)
IT	0.55%	-0.04%

Unique stocks contributing positively

- ❖ HITACHI HOME AND LIFE SOLUTIONS LTD
- ❖ JET AIRWAYS INDIA
- ❖ BAYER INDIA

Smart skipping

- ❖ UNITED SPIRITS
- ❖ ASHOK LEYLAND
- ❖ SMITH BEECHAM CONSUM

1 month attribution as on 30th April 2016

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

Birla Sun Life MNC Fund



Scheme Details				(As on 30 th April 2016)
Fund Manager	Mr. Ajay Garg			
Managing Fund Since	June 18, 2009			
Total Experience	22 Years			
Date of Inception	December 27, 1999			
Benchmark	Nifty MNC			
Regular Plan – Growth	570.30	Direct Plan – Growth	585.85	
Regular Plan – Dividend	142.36	Direct Plan – Dividend	198.70	
Load Structure (as % of NAV) (Incl of SIP)				
Exit Load **	1% if redeemed/switched out within 365 days from the date of allotment			
** (Exit Load is NIL for units issued in Bonus & Dividend Reinvestment)				

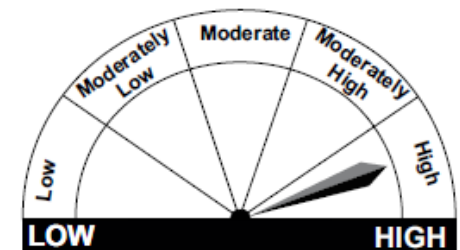
Other facilities in the scheme	
SIP	✓
CSIP	✓
STP	✓
SWP	✓

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

Birla Sun Life Banking & Financial Services Fund

Investment Style Box			
Value	Blend	Growth	Size
			Large
			Mid
			Small

Name of Scheme	This product is suitable for investors who are seeking*:
Birla Sun Life Banking & Financial Services Fund (An Open ended Banking & Financial Services Sector Scheme)	<ul style="list-style-type: none"> • long term capital growth • investments in equity and equity related securities of companies engaged in banking and financial services



Investors understand that their principal will be at High risk

*Investors should consult their financial advisers if in doubt whether the product is suitable for them

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

Birla Sun Life Banking & Financial Services Fund

Scheme strategy



✓The fund invests in companies engaged in Banking and Financial services. Other than Banks, the scheme would invest in:

- Non-banking financial services companies
- Insurance companies,
- Rating agencies,
- Broking companies, etc

✓The fund predominantly uses a bottom up approach of investing and picks stocks which are high on conviction

✓The fund does not shy away from taking major overweight calls on a particular stock which helps in generating Alpha over its benchmark, CNX Finance

Did you know Birla Sun Life Banking & Financial Services Fund has paid out 2 dividends within its 1st year of inception and is ranked 1 fund among its peer set on a 1 year returns basis.

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

Birla Sun Life Banking & Financial Services Fund

Attribution Analysis



Positive Stock Contributors

Stock	Avg Weight (%)	Contribution (%)
YES BANK	11.85%	1.06%
HDFC BANK	15.48%	0.86%
REPCO HOME FINANCE	7.34%	0.73%

Negative Stock Contributors

Stock	Avg Weight (%)	Contribution (%)
LIC HOUSING FINANCE LTD	3.85%	-0.26%
BAJAJ FINANCE ORD SHS	8.66%	-0.09%
FEDERAL BANK LTD	1.26%	-0.02%

Risk ratios

Key Risk parameters	
Standard Deviation	NA
Sharpe Ratio ##	NA
Beta	NA

Top Active Bets

Stock	Avg Weight (%)
YES BANK	11.85%
INDUS BANK(INDIA)	8.26%
REPCO HOME FINANCE	7.34%

Unique stocks contributing positively

- ❖ YES BANK
- ❖ REPCO HOME FINANCE
- ❖ INDUS BANK(INDIA)

Smart skipping

- ❖ STATE BK OF INDIA
- ❖ SHRIRAM TRANSPORT
- ❖ BAJAJ HLDG & INVES

1 month attribution as on 30th April 2016

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

Birla Sun Life Banking & Financial Services Fund



Scheme Details			
<i>(As on 30th April 2016)</i>			
Fund Manager	Mr. Satyabrata Mohanty & Mr. Dhaval Gala		
Managing Fund Since	Since Inception		
Total Experience	16 Years & 9 Years		
Date of Inception	December 14, 2013		
Benchmark	Nifty Financial Services		
Regular Plan – Growth	17.07	Direct Plan – Growth	17.42
Regular Plan – Dividend	13.31	Direct Plan – Dividend	14.75
Load Structure (as % of NAV) (Incl of SIP)			
Exit Load **	1% if redeemed/switched out within 365 days from the date of allotment		
<i>** (Exit Load is NIL for units issued in Bonus & Dividend Reinvestment)</i>			

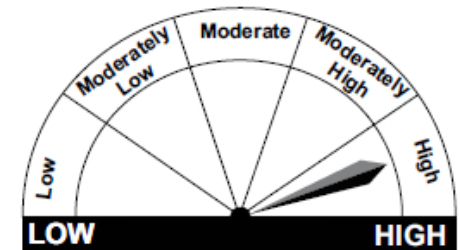
Other facilities in the scheme	
SIP	✓
CSIP	✓
STP	✓
SWP	✓

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

Birla Sun Life Infrastructure Fund

Investment Style Box			
Value	Blend	Growth	Size
			Large
			Mid
			Small

Name of Scheme	This product is suitable for investors who are seeking*:
Birla Sun Life Infrastructure Fund (An Open ended growth scheme)	<ul style="list-style-type: none"> • long term capital growth • investments in equity and equity related securities of companies that are participating in the growth and development of Infrastructure in India



Investors understand that their principal will be at High risk

*Investors should consult their financial advisers if in doubt whether the product is suitable for them

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

Birla Sun Life Infrastructure Fund

Scheme strategy



✓The fund has a **diversified portfolio** across sectors and invests in stocks of companies engaged in the area of infrastructure across industries like

- ✓Banking & Financial Services
- ✓Ports
- ✓Telecommunication
- ✓Cement
- Power & Power Equipment
- Construction
- Capital Goods
- Transportation, etc

✓The fund does not **have any market capitalization bias** and has a good mix of Large caps, Midcaps and Small-caps to take advantage of a wide spectrum of opportunities available

✓The **top down approach** focuses on macro-economic factors, economic changes & trends, key policy changes, etc, while **bottom-up approach** would seek to identify companies with high profitability and scalability supported by sustainable competitive advantages and superior return ratios

BSL Infrastructure Fund is a **Top Quartile fund** in the category on a 3, 5 & 7 year period and has **outperformed both Nifty Infrastructure and Nifty 50**

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

Birla Sun Life Infrastructure Fund

Attribution Analysis

Positive Sector Contributors

Sector	Avg Weight (%)	Contribution (%)
INDUSTRIAL MANUFACTURING	22.45%	0.01%

Positive Stock Contributors

Stock	Avg Weight (%)	Contribution (%)
CROMPTON GREAVES NEW	1.74%	0.33%
HDFC BANK	5.57%	0.32%
VA Tech Wabag Ltd	2.48%	0.26%

Risk ratios

Key Risk parameters	
Standard Deviation	23.56%
Sharpe Ratio ##	0.47
Beta	1.37

Negative Sector Contributors

Sector	Avg Weight (%)	Contribution (%)
ENERGY	14.54%	-0.58%

Unique stocks contributing positively

- ❖ CROMPTON GREAVES NEW
- ❖ JAMMU & KASHMIR BANK LTD
- ❖ VA Tech Wabag Ltd

Smart skipping

- ❖ MUNDRA PORT AND SPECIAL ECONOMIC ZONE
- ❖ BHARTI INFRATEL LTD
- ❖ NHPC LTD

1 month attribution as on 30th April 2016

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

Scheme Details				<i>(As on 30th April 2016)</i>
Fund Manager	Mr. Mahesh Patil			
Managing Fund Since	July 16, 2015			
Total Experience	24 Years			
Date of Inception	March 17, 2006			
Benchmark	Nifty 50			
Regular Plan – Growth	24.03	Direct Plan – Growth	24.61	
Regular Plan – Dividend	13.15	Direct Plan – Dividend	16.88	
Load Structure (as % of NAV) (Incl of SIP)				
Exit Load **	1% if redeemed/switched out within 365 days from the date of allotment			
<i>** (Exit Load is NIL for units issued in Bonus & Dividend Reinvestment)</i>				

Other facilities in the scheme	
SIP	✓
CSIP	✓
STP	✓
SWP	✓

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

Birla Sun Life Tax Relief '96

Investment Style Box			
Value	Blend	Growth	Size
			Large
			Mid
			Small

Name of Scheme	This product is suitable for investors who are seeking*:
<p>Birla Sun Life Tax Relief '96 (An Open Ended Equity Linked Savings Scheme (ELSS) with a lock-in of 3 years)</p>	<ul style="list-style-type: none"> • long term capital growth • investments in equity and equity related securities, with tax benefit under section 80C, subject to availability



Investors understand that their principal will be at **Moderately High** risk

*Investors should consult their financial advisers if in doubt whether the product is suitable for them

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

Birla Sun Life Tax Relief '96

Scheme strategy



Birla Sun Life Tax Relief 96 intends to provide diversified exposure to growth oriented stocks across various sectors and market capitalization, to achieve long term growth of capital

- ✓ **Diversified Portfolio:** The scheme has a well diversified portfolio of stocks invested across sectors to participate in the overall recovery of various sectors across the market
- ✓ **Buy and Hold strategy:** Stocks are usually bought with a long term view rather than to make trading gains
- ✓ **Tax advantage:** The scheme can also help save Taxes under Section 80C of Income Tax Act 1961, with a maximum possible deduction of Rs 1.5 Lakh from taxable income

The fund is a **Top Quartile fund** in the category on a 2 & 3 year period & has delivered a **whopping 25.93%** return since inception.

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

Birla Sun Life Tax Relief '96

Attribution Analysis

Positive Sector Contributors

Sector	Avg Weight (%)	Contribution (%)
INDUSTRIAL MANUFACTURING	7.42%	0.35%
MEDIA & ENTERTAINMENT	3.32%	0.15%
FERTILISERS & PESTICIDES	4.68%	0.11%

Positive Stock Contributors

Stock	Avg Weight (%)	Contribution (%)
BIOCON	2.25%	0.02%
TATA HONEYWELL	5.45%	0.00%
JET AIRWAYS INDIA	2.97%	0.00%

Risk ratios

Key Risk parameters	
Standard Deviation	15.41%
Sharpe Ratio ##	0.80
Beta	0.91

Negative Sector Contributors

Sector	Avg Weight (%)	Contribution (%)
CONSTRUCTION	1.89%	-0.04%

Unique stocks contributing positively

- ❖ JET AIRWAYS INDIA
- ❖ TATA HONEYWELL
- ❖ HITACHI HOME AND LIFE SOLUTIONS LTD

Smart skipping

- ❖ STATE BK OF INDIA
- ❖ WIPRO
- ❖ ULTRATECH CEMCO

1 month attribution as on 30th April 2016

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

Birla Sun Life Tax Relief '96

Scheme Details			
(As on 31 st March 2016)			
Fund Manager	Mr. Ajay Garg		
Managing Fund Since	October 1, 2006		
Total Experience	22 Years		
Date of Inception	March 29, 1996		
Benchmark	S&P BSE 200		
Regular Plan – Growth	21.47	Direct Plan – Growth	22.04
Regular Plan – Dividend	127.67	Direct Plan – Dividend	127.67
Load Structure (as % of NAV) (Incl of SIP)			
Exit Load **	NIL		
<i>** (Exit Load is NIL for units issued in Bonus & Dividend Reinvestment)</i>			

Other facilities in the scheme	
SIP	✓
CSIP	✓
STP	×
SWP	×

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

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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.

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

Thank You

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