

Scheme Features

What is Birla Sun Life Dividend Yield Plus?

A fund that invests in high dividend paying companies across market cap which typically have steady cash flow generation.

Investment Objective

The objective of the scheme is to provide capital growth and income by investing primarily in a well-diversified portfolio of dividend paying companies that have a relatively high dividend yield.

Why Birla Sun Life Dividend Yield Plus?

Launched in February 2003, Birla Sun Life Dividend Yield Plus is the first to foray into dividend yield category. The fund invests in companies having high dividend yield. Dividend-paying companies usually have robust cash flow generation resulting in strong balance sheet and healthy return ratios.

As one of the earliest to adopt a pure dividend-yield strategy, the fund has built up a strong track record, merely by adhering to the discipline of selecting stocks for their high dividend yield.

With a track record spanning over a decade, the fund has outperformed its benchmark index across various time frames.

Scheme Details

Scheme Name	Birla Sun Life Dividend Yield Plus
Inception Date	26-Feb-2003
Fund Manager	Satyabrata Mohanty, Vineet Maloo
Managing Fund Since	16-Jul-15, 16-Jan-14
QAAUM (Rs. Cr) (31/03/2016)	1,009.87
Minimum Investment (Rs.)	5000
Minimum SIP Investment (Rs.)	1000
Benchmark Index	Nifty 500
Entry Load	NIL
Exit Load	1% if redeemed /switched out within 365 days from the date of allotment. Nil if redeemed /switched after 365 days from the date of allotment.

NAV Details as on May 31, 2016

Scheme Name	In (Rs.)
Regular Plan	
Birla Sun Life Dividend Yield Plus - Dividend	14.1800
Birla Sun Life Dividend Yield Plus - Growth	130.5700
Direct Plan[§]	
Birla Sun Life Dividend Yield Plus - Dir - Dividend	19.2800
Birla Sun Life Dividend Yield Plus - Dir - Growth	134.0200

[§] '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

Style Box

	Growth	Value	Blend
Large Cap			
Mid Cap			
Small Cap			

Ratio Analysis as on May 31, 2016

Ratios	Birla Sun Life Dividend Yield Plus	Nifty 500
Standard Deviation	17.14	16.53
Beta (Slope)	0.99	1.00
Sharpe	0.03	0.02
Alpha	0.13	0.00

Standard Deviation, Sharpe ratio & Beta are calculated on Annualised basis using 3 years history of monthly returns. Risk free rate (91 days T-bill) - 6.85%

Dividend History

Date	Cum. Dividend NAV	Dividend (Rs. Per Unit)
8-Mar-16	13.35	0.27
23-Dec-15	15.04	0.20
24-Sep-15	15.77	0.35
19-Jun-15	16.10	0.40

Last 4 dividends declared for dividend option

Since inception the scheme has declared dividend for 36 times

Note: Dividends mentioned above were on a face value of Rs. 10/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

Satyabrata Mohanty

Mr. Satyabrata Mohanty is a B.Com (H) and Chartered Accountant. He has been associated with Birla Sun life AMC since 2001.



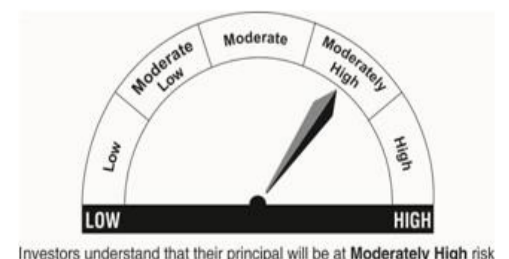
Vineet Maloo

Mr. Maloo is a Chartered Accountant. Prior to joining Birla Sun Life AMC he has worked with Hindalco

Birla Sun Life Dividend Yield Plus (An Open ended Growth Scheme)

This product is suitable for Investor who are seeking:

1. Long term capital growth
2. Investments in equity and equity related securities of companies having relatively high dividend yield
3. 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 Dividend Yield Plus

An Open ended Growth Scheme

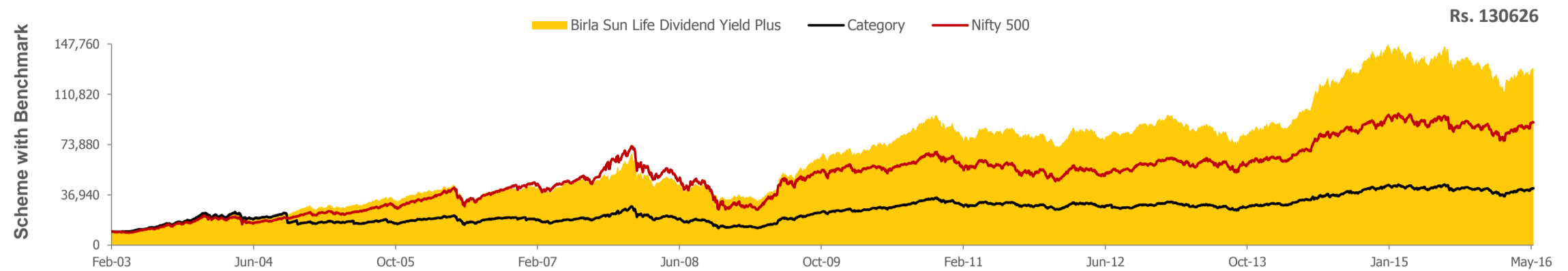
May 2016



Past performance may or may not be sustained in future. Below performance data is as on 31 May 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)
Birla Sun Life Dividend Yield Plus	56.48	-44.36	89.74	29.85	-18.86	29.21	-3.00	55.83	-5.50	-3.37
Nifty 500[#]	62.08	-57.03	88.57	14.13	-27.25	31.65	3.61	37.82	-0.72	1.18
Nifty 50^{##}	54.40	-51.70	75.76	17.95	-24.68	27.53	6.76	31.39	-4.06	2.69
Category Average	63.32	-50.38	77.23	26.10	-21.73	29.81	-0.82	46.82	0.92	0.46
Inception Date	26-Feb-03									

Systematic Investment Plan

Investment Period	Total Investment (In Rs.)	Value of SIP (In Rs.)			Returns (%)		
		Birla Sun Life Dividend Yield Plus	Nifty 500 [#]	NIFTY 50 ^{##}	Birla Sun Life Dividend Yield Plus	Nifty 500 [#]	NIFTY 50 ^{##}
Since Inception	159,000	471,256	381,614	371,657	15.21	12.37	12.01
Last 5 Years	60,000	78,434	80,164	76,776	10.66	11.54	9.80
Last 3 Years	36,000	41,438	41,952	40,391	9.36	10.20	7.62
Last 1 Year	12,000	11,731	12,297	12,341	-4.13	4.62	5.30

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

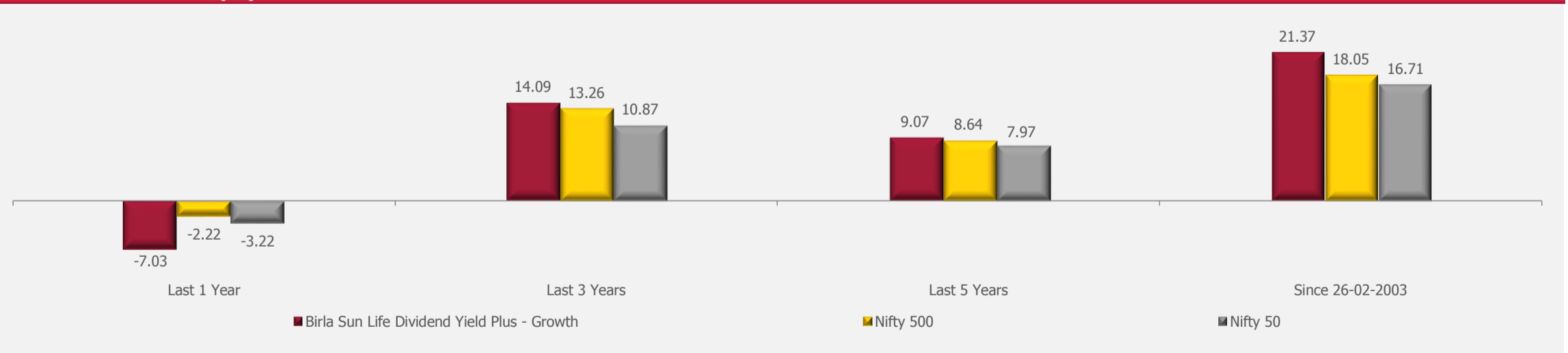
NAV as on May 31, 2016: Rs. 130.57

Date of Inception: Feb 26, 2003	NAV Per Unit* (Rs.)	Birla Sun Life Dividend Yield Plus (%)	Nifty 500 [#] (%)	NIFTY 50 ^{##} (%)	Value of Standard Investment of Rs. 10,000 in		
					Birla Sun Life Dividend Yield Plus (Rs.)	Nifty 500 [#] (Rs.)	NIFTY 50 ^{##} (Rs.)
Since inception till May 31, 2016 (CAGR)	10.0000	21.37	18.05	16.71	130,626	90,408	77,700
May 29, 2015 to May 31, 2016 (Absolute)	140.5300	-7.09	-2.24	-3.24	9,291	9,776	9,676
May 30, 2014 to May 29, 2015 (Absolute)	112.1700	25.28	19.94	16.65	12,528	11,994	11,665
May 31, 2013 to May 30, 2014 (Absolute)	87.9000	27.61	23.95	20.78	12,761	12,395	12,078

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 (%)



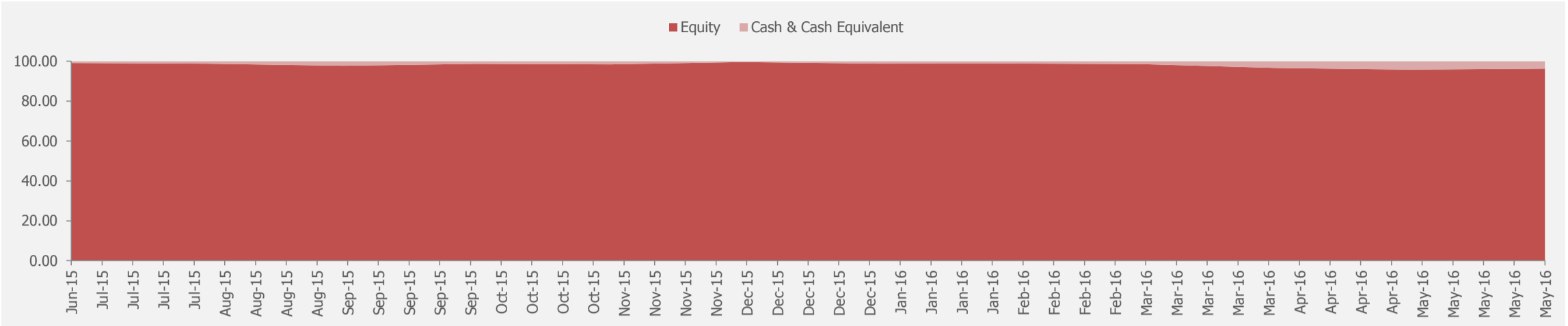
Inception Date 26-Feb-03

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

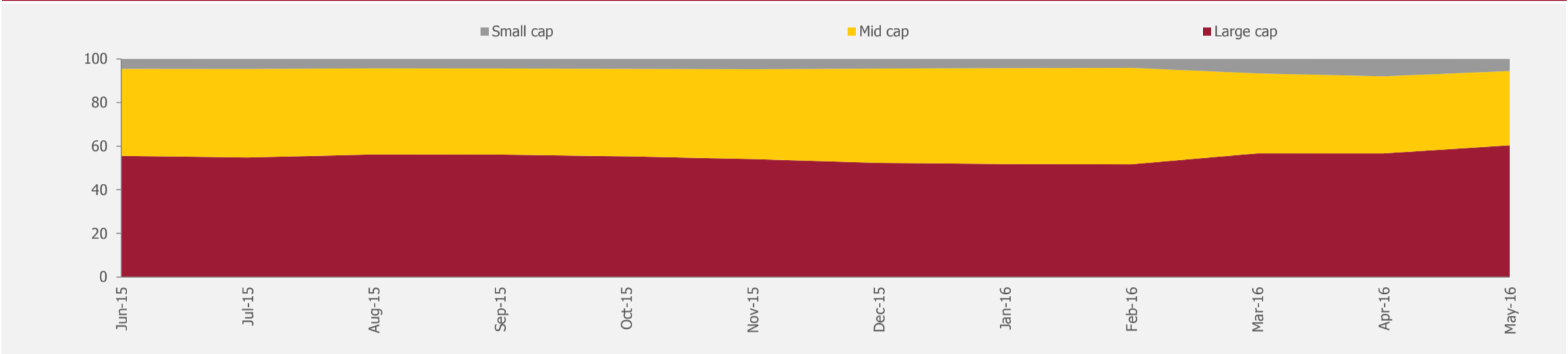
Private & confidential. For internal circulation only

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

Asset Allocation (%)

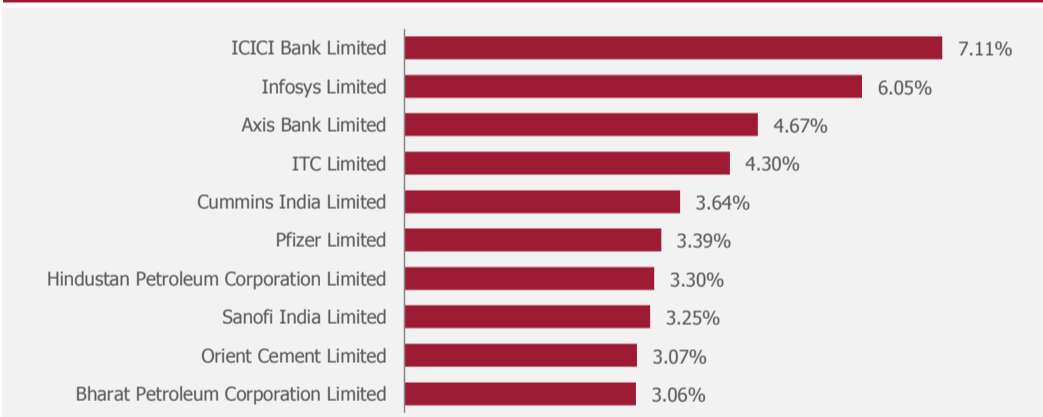


Market Capitalization (%)

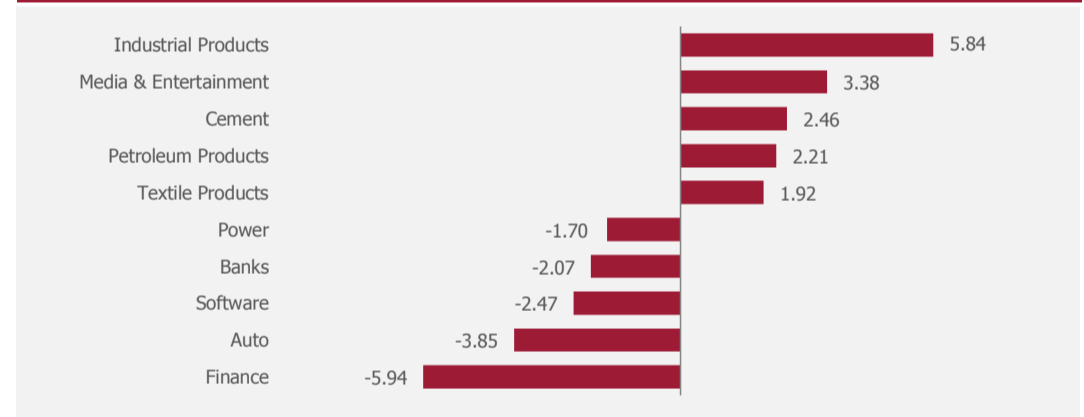


Large-cap stocks: >17679 (by market cap); Mid-cap: >1972-17679 (by market cap); Small-cap: 0-1972 (by market cap); Index CNX 500; Based on ICRA Online classification.

Top 10 Holdings (% Net Assets)



Portfolio Underweight/Overweight v/s benchmark (% Net Assets)



Concentration Analysis (% Net Assets)

Top 3 Equity Holdings	Top 5 Equity Holdings	Top 10 Equity Holdings	Top Sector	Top 3 Sectors	Top 5 Sectors	Nos of Scrips
17.82	25.76	41.83	15.82	36.2	51.5	59

Top Sectors (% Net Assets)

Sector Name	May-16	Apr-16	Mar-16	Feb-16	Jan-16	Dec-15
Banks	15.82	18.35	19.31	14.55	13.91	15.76
Software	10.46	10.37	11.60	11.60	11.56	11.64
Consumer Non Durables	9.92	7.59	8.21	10.45	9.56	8.71
Pharmaceuticals	7.80	7.55	7.41	8.24	8.30	8.13
Petroleum Products	7.50	6.06	5.76	5.66	6.75	4.99
Industrial Products	7.16	7.48	7.09	7.28	7.37	8.80
Cement	5.40	4.99	4.83	5.06	4.87	3.91
Media & Entertainment	4.57	4.64	4.70	4.72	4.73	4.65
Finance	4.27	3.76	4.81	5.00	7.20	7.08
Auto	4.11	4.08	4.17	3.81	3.72	5.93

Birla Sun Life Dividend Yield Plus

An Open ended Growth Scheme

May 2016



Performance details of the schemes managed by Satyabrata Mohanty

Top 3 Schemes

Date of Inception: December 14,2013	Birla Sun Life Banking and Financial Services Fund			Nifty Financial Services [#]		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 May 31,2016 (CAGR)	10.0000	27.50	18,192	18.60	15,222	12.02	13,226
May 29, 2015 - May 31, 2016(Absolute)	16.7400	8.66	10,866	-4.55	9,545	-3.24	9,676
May 30, 2014 - May 29, 2015(Absolute)	13.3500	25.39	12,539	26.66	12,666	16.65	11,665

Date of Inception: May 22,2004	Birla Sun Life MIP II - Savings 5			Crisil MIP Blended 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 May 31,2016 (CAGR)	10.0000	9.10	28,519	8.05	25,386	14.74	52,305
May 29, 2015 - May 31, 2016(Absolute)	26.6329	7.64	10,764	7.21	10,721	-3.24	9,676
May 30, 2014 - May 29, 2015(Absolute)	23.3268	14.17	11,417	12.98	11,298	16.65	11,665
May 31, 2013 - May 30, 2014(Absolute)	21.7645	7.18	10,718	5.43	10,543	20.78	12,078

Date of Inception: May 22,2004	Birla Sun Life MIP II - Wealth 25			Crisil MIP Blended 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 May 31,2016 (CAGR)	10.0000	9.85	30,970	8.05	25,386	14.74	52,305
May 29, 2015 - May 31, 2016(Absolute)	29.4877	5.07	10,507	7.21	10,721	-3.24	9,676
May 30, 2014 - May 29, 2015(Absolute)	24.2192	21.75	12,175	12.98	11,298	16.65	11,665
May 31, 2013 - May 30, 2014(Absolute)	21.2840	13.79	11,379	5.43	10,543	20.78	12,078

Bottom 3 Schemes

Date of Inception: February 24,1995	Birla Sun Life Advantage Fund			S&P BSE 200 [#]		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 May 31,2016 (CAGR)	10.0000	18.37	361,861	10.89	90,216	10.26	79,916
May 29, 2015 - May 31, 2016(Absolute)	299.8500	0.10	10,010	-2.55	9,745	-3.24	9,676
May 30, 2014 - May 29, 2015(Absolute)	216.9600	38.21	13,821	19.70	11,970	16.65	11,665
May 31, 2013 - May 30, 2014(Absolute)	152.8300	41.96	14,196	22.50	12,250	20.78	12,078

Date of Inception: June 25,2010	Birla Sun Life India Reforms Fund			Nifty 500 [#]		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 May 31,2016 (CAGR)	10.0000	5.68	13,882	7.76	15,585	7.65	15,491
May 29, 2015 - May 31, 2016(Absolute)	14.1500	-1.91	9,809	-2.24	9,776	-3.24	9,676
May 30, 2014 - May 29, 2015(Absolute)	11.6900	21.04	12,104	19.94	11,994	16.65	11,665
May 31, 2013 - May 30, 2014(Absolute)	8.6500	35.14	13,514	23.95	12,395	20.78	12,078

Date of Inception: February 26,2003	Birla Sun Life Dividend Yield Plus			Nifty 500 [#]		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 May 31,2016 (CAGR)	10.0000	21.37	130,626	18.05	90,408	16.71	77,700
May 29, 2015 - May 31, 2016(Absolute)	140.5300	-7.09	9,291	-2.24	9,776	-3.24	9,676
May 30, 2014 - May 29, 2015(Absolute)	112.1700	25.28	12,528	19.94	11,994	16.65	11,665
May 31, 2013 - May 30, 2014(Absolute)	87.9000	27.61	12,761	23.95	12,395	20.78	12,078

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.

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

Birla Sun Life Dividend Yield Plus

An Open ended Growth Scheme

May 2016



Performance details of the schemes managed by Vineet Maloo

Top 3 Schemes

Date of Inception: May 22,2004	Birla Sun Life MIP II - Savings 5			Crisil MIP Blended 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 May 31,2016 (CAGR)	10.0000	9.10	28,519	8.05	25,386	14.74	52,305
May 29, 2015 - May 31, 2016(Absolute)	26.6329	7.64	10,764	7.21	10,721	-3.24	9,676
May 30, 2014 - May 29, 2015(Absolute)	23.3268	14.17	11,417	12.98	11,298	16.65	11,665
May 31, 2013 - May 30, 2014(Absolute)	21.7645	7.18	10,718	5.43	10,543	20.78	12,078

Date of Inception: July 14,1999	Birla Sun Life Monthly Income			Crisil MIP Blended 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 May 31,2016 (CAGR)	10.0000	10.84	56,894	NA	NA	11.31	61,110
May 29, 2015 - May 31, 2016(Absolute)	53.4596	6.35	10,635	7.21	10,721	-3.24	9,676
May 30, 2014 - May 29, 2015(Absolute)	46.5177	14.92	11,492	12.98	11,298	16.65	11,665
May 31, 2013 - May 30, 2014(Absolute)	43.3786	7.24	10,724	5.43	10,543	20.78	12,078

Date of Inception: April 25,2000	Birla Sun Life Dynamic Asset Allocation Fund			CRISIL Balanced Fund - Aggressive 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 May 31,2016 (CAGR)	10.0000	8.85	39,200	NA	NA	11.77	60,048
May 29, 2015 - May 31, 2016(Absolute)	36.8900	6.21	10,621	1.17	10,117	-3.24	9,676
May 30, 2014 - May 29, 2015(Absolute)	32.7300	12.71	11,271	15.31	11,531	16.65	11,665
May 31, 2013 - May 30, 2014(Absolute)	27.7800	17.82	11,782	14.48	11,448	20.78	12,078

Bottom 3 Schemes

Date of Inception: March 17,2006	Birla Sun Life Infrastructure Fund			Nifty 50 [#]		S&P BSE Sensex ^{##}	
	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 May 31,2016 (CAGR)	10.0000	9.34	24,893	9.48	25,220	9.19	24,546
May 29, 2015 - May 31, 2016(Absolute)	26.6000	-6.43	9,357	-3.24	9,676	-4.17	9,583
May 30, 2014 - May 29, 2015(Absolute)	21.2300	25.29	12,529	16.65	11,665	14.91	11,491
May 31, 2013 - May 30, 2014(Absolute)	14.4400	47.02	14,702	20.78	12,078	22.56	12,256

Date of Inception: February 26,2003	Birla Sun Life Dividend Yield Plus			Nifty 500 [#]		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 May 31,2016 (CAGR)	10.0000	21.37	130,626	18.05	90,408	16.71	77,700
May 29, 2015 - May 31, 2016(Absolute)	140.5300	-7.09	9,291	-2.24	9,776	-3.24	9,676
May 30, 2014 - May 29, 2015(Absolute)	112.1700	25.28	12,528	19.94	11,994	16.65	11,665
May 31, 2013 - May 30, 2014(Absolute)	87.9000	27.61	12,761	23.95	12,395	20.78	12,078

Date of Inception: October 31,2007	Birla Sun Life International Equity Fund - Plan A			S&P Global 1200 [#]		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 May 31,2016 (CAGR)	10.0000	5.48	15,813	6.23	16,805	3.85	13,833
May 29, 2015 - May 31, 2016(Absolute)	17.4252	-9.29	9,071	-1.14	9,886	-3.24	9,676
May 30, 2014 - May 29, 2015(Absolute)	15.3943	13.19	11,319	11.30	11,130	16.65	11,665
May 31, 2013 - May 30, 2014(Absolute)	13.4512	14.45	11,445	21.25	12,125	20.78	12,078

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.

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

Birla Sun Life Dividend Yield Plus

An Open ended Growth Scheme

May 2016



Schemes managed by Fund Managers

Schemes managed by Satyabrata Mohanty

Birla Sun Life Advantage Fund

Birla Sun Life India Reforms Fund

Schemes co-managed by Satyabrata Mohanty

Birla Sun Life Dividend Yield Plus

Birla Sun Life MIP II - Savings 5

Birla Sun Life MIP II - Wealth 25

Birla Sun Life Banking and Financial Services Fund

Birla Sun Life Equity Savings Fund

Schemes managed by Vineet Maloo

Birla Sun Life International Equity Fund - Plan A

Birla Sun Life International Equity Fund - Plan B

Schemes co-managed by Vineet Maloo

Birla Sun Life MIP

Birla Sun Life Dividend Yield Plus

Birla Sun Life MIP II - Savings 5

Birla Sun Life MIP II - Wealth 25

Birla Sun Life Infrastructure Fund

Birla Sun Life Dynamic Asset Allocation Fund

Birla Sun Life Monthly Income

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.