

Scheme Features

What is Birla Sun Life Equity Fund?

A Diversified Equity Fund that looks for opportunities without any sectoral or market cap bias with the aim to give you long term growth of capital.

Investment Objective

The objective of the scheme is long term growth of capital, through a portfolio with a target allocation of 90% equity and 10% debt and money market securities.

Why Birla Sun Life Equity Fund?

Birla SL Equity Fund has a multi cap investment style with no sector and market cap bias which gives the fund manager the flexibility to invest in companies having different market capitalization. The fund adopts top-down and bottom-up approach of investing and aims at being diversified across various industries, sectors and market capitalisation.

The fund manager builds a portfolio by buying stocks on the basis of fundamental research. Essentially, it focuses on stocks driven by long-term fundamentals. However, the fund manager doesn't shy in taking short-term positions if underlying values support these opportunities. A portion of the fund also invest in IPOs, emerging sectors, concept stocks and other primary market offering that meet investment criteria.

Scheme Details

Scheme Name	Birla Sun Life Equity Fund
Inception Date	27-Aug-1998
Fund Manager	Anil Shah
Managing Fund Since	03-Oct-12
QAAUM (Rs. Cr) (31/03/2016)	2,272.27
Minimum Investment (Rs.)	5000
Minimum SIP Investment (Rs.)	1000
Benchmark Index	S&P BSE 200
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

Style Box

	Growth	Value	Blend
Large Cap			
Mid Cap			
Small Cap			

NAV Details as on May 31, 2016

Scheme Name	In (Rs.)
Regular Plan	
Birla Sun Life Equity Fund - Dividend	86.5500
Birla Sun Life Equity Fund - Growth	493.2200
Direct Plan[§]	
Birla Sun Life Equity Fund - Dir - Dividend	98.0300
Birla Sun Life Equity Fund - Dir - Growth	507.1100

[§] '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 May 31, 2016

Ratios	Birla Sun Life Equity Fund	S&P BSE 200
Standard Deviation	18.39	16.14
Beta (Slope)	1.09	1.00
Sharpe	0.06	0.02
Alpha	0.79	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)
30-Nov-15	93.15	10.00
17-Mar-15	101.16	3.80
16-Oct-14	89.18	4.50
21-Mar-14	70.10	4.00

Last 4 dividends declared for dividend option

Since inception the scheme has declared dividend for 24 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



Anil Shah

Mr. Anil Shah has over 25 years of experience in equity research and investments and investments. Prior to joining AMC, he has worked with RBS Equities (India) Ltd. (formerly known as ABN AMRO Asia Equities (India) Ltd.) for around 15 years. Mr. Shah is a B.com, CA and a cost accountant.

Birla Sun Life Equity Fund (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
3. Riskometer-Moderately High



Investors understand that their principal will be at Moderately High risk

Birla Sun Life Equity Fund

An Open ended Growth Scheme

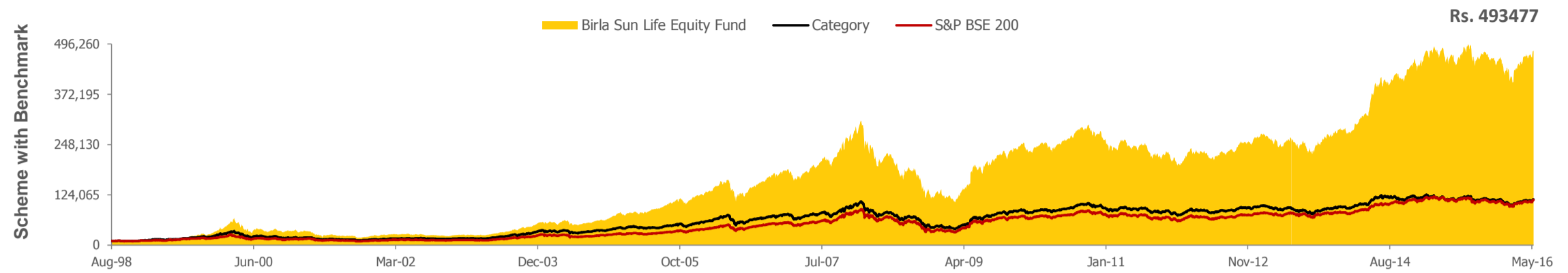
May 2016



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 Equity Fund	69.42	-56.52	89.25	14.16	-29.45	35.51	7.11	56.61	2.93	3.55
S&P BSE 200#	60.03	-56.36	88.51	16.22	-27.02	30.79	4.38	35.47	-1.48	1.93
Nifty 50##	54.40	-51.70	75.76	17.95	-24.68	27.53	6.76	31.39	-4.06	2.69
Category Average	60.58	-54.06	84.88	19.47	-23.77	30.51	5.15	47.54	1.78	-0.48
Inception Date	27-Aug-98									

Systematic Investment Plan

Investment Period	Total Investment (In Rs.)	Value of SIP (In Rs.)			Returns (%)		
		Birla Sun Life Equity Fund	S&P BSE 200#	NIFTY 50##	Birla Sun Life Equity Fund	S&P BSE 200#	NIFTY 50##
Since Inception	212,000	1,734,426	844,208	753,606	20.77	14.04	12.96
Last 5 Years	60,000	96,073	79,363	76,776	18.90	11.13	9.80
Last 3 Years	36,000	47,213	41,621	40,391	18.44	9.66	7.62
Last 1 Year	12,000	12,539	12,333	12,341	8.43	5.18	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

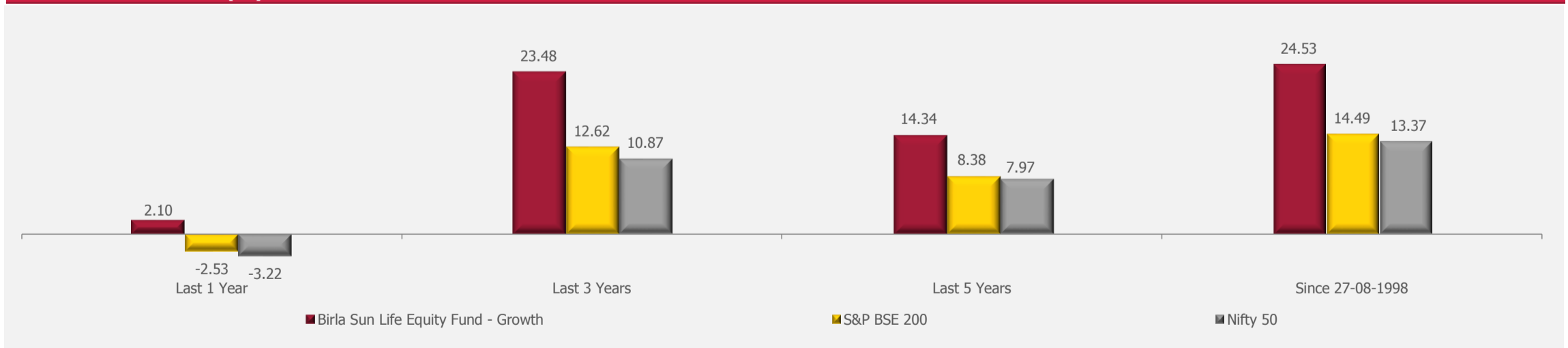
NAV as on May 31, 2016: Rs. 493.22

Date of Inception: Aug 27, 1998	NAV Per Unit* (Rs.)	Birla Sun Life Equity Fund (%)	S&P BSE 200# (%)	NIFTY 50## (%)	Value of Standard Investment of Rs. 10,000 in		
					Birla Sun Life Equity Fund (Rs.)	S&P BSE 200# (Rs.)	NIFTY 50## (Rs.)
Since inception till May 31, 2016 (CAGR)	10.0000	24.53	14.49	13.37	493,477	110,778	93,019
May 29, 2015 to May 31, 2016 (Absolute)	482.9800	2.12	-2.55	-3.24	10,212	9,745	9,676
May 30, 2014 to May 29, 2015 (Absolute)	381.0900	26.74	19.70	16.65	12,674	11,970	11,665
May 31, 2013 to May 30, 2014 (Absolute)	261.7900	45.57	22.50	20.78	14,557	12,250	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 (%)

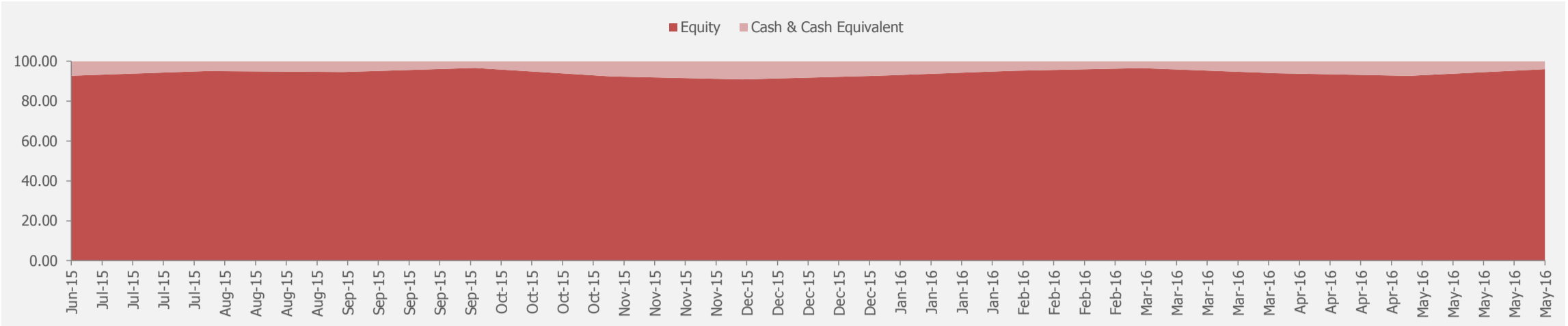


Inception Date 27-Aug-98

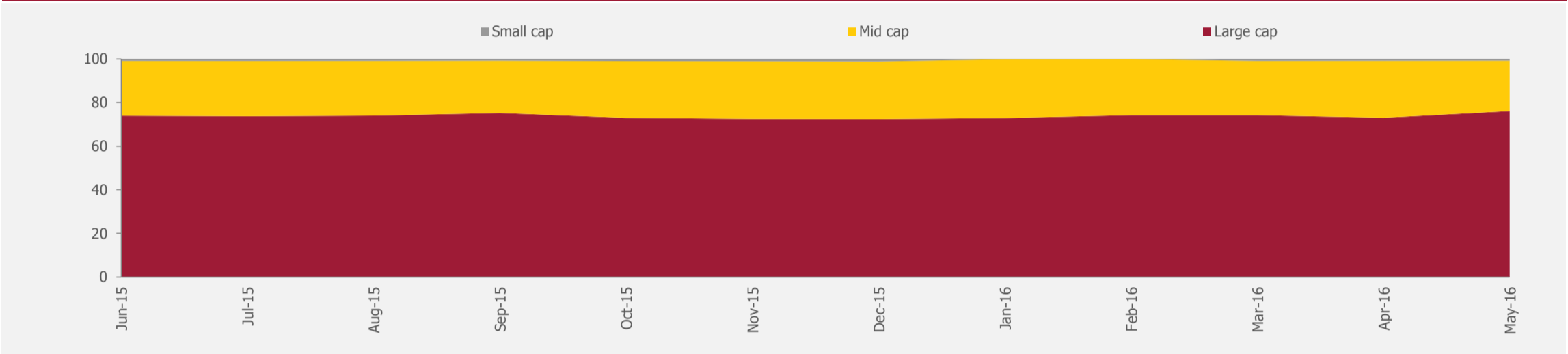
Note: All Returns less than one are Absolute and greater than one year are CAGR

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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)

HDFC Bank Limited	7.29%
Tata Chemicals Limited	4.35%
IndusInd Bank Limited	4.05%
HCL Technologies Limited	3.95%
Maruti Suzuki India Limited	3.67%
Sun Pharmaceuticals Industries Limited	3.63%
Yes Bank Limited	3.45%
Kotak Mahindra Bank Limited	3.38%
Tata Communications Limited	3.17%
ITC Limited	2.90%

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

Pharmaceuticals	5.91
Banks	4.42
Chemicals	3.82
Cement	2.28
Telecom - Services	1.40
Petroleum Products	-1.03
Auto	-1.84
Finance	-3.70
Consumer Non Durables	-3.99
Software	-6.95

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
15.69	23.32	39.84	23.24	44.39	57.65	61

Top Sectors (% Net Assets)

Sector Name	May-16	Apr-16	Mar-16	Feb-16	Jan-16	Dec-15
Banks	23.24	22.62	22.97	20.63	20.33	21.19
Pharmaceuticals	13.41	15.05	14.87	15.05	13.55	10.92
Consumer Non Durables	7.73	6.59	6.63	9.15	8.74	8.71
Auto	6.69	6.74	8.13	9.59	8.75	7.45
Finance	6.57	7.09	5.95	6.05	6.69	6.59
Software	6.47	6.55	7.48	10.13	9.71	9.41
Cement	5.17	4.13	4.13	3.22	3.98	5.69
Petroleum Products	4.67	2.98	3.13	3.19	2.64	1.97
Chemicals	4.35	4.19	4.03	3.74	3.60	3.85
Telecom - Services	3.17	2.96	2.82	2.71	2.77	2.84

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Performance details of the schemes managed by Anil Shah

Date of Inception: August 27,1998	Birla Sun Life Equity 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	24.53	493,477	14.49	110,778	13.37	93,019
May 29, 2015 - May 31, 2016(Absolute)	482.9800	2.12	10,212	-2.55	9,745	-3.24	9,676
May 30, 2014 - May 29, 2015(Absolute)	381.0900	26.74	12,674	19.70	11,970	16.65	11,665
May 31, 2013 - May 30, 2014(Absolute)	261.7900	45.57	14,557	22.50	12,250	20.78	12,078

Date of Inception: August 05,2005	Birla Sun Life India GenNext 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	17.16	55,552	12.13	34,543	12.08	34,376
May 29, 2015 - May 31, 2016(Absolute)	54.6600	1.65	10,165	-3.24	9,676	-4.17	9,583
May 30, 2014 - May 29, 2015(Absolute)	37.4600	45.92	14,592	16.65	11,665	14.91	11,491
May 31, 2013 - May 30, 2014(Absolute)	32.8600	14.00	11,400	20.78	12,078	22.56	12,256

Date of Inception: January 31,2008	Birla Sun Life Special Situations 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	6.92	17,469	5.34	15,430	5.71	15,887
May 29, 2015 - May 31, 2016(Absolute)	17.4873	-0.14	9,986	-2.55	9,745	-3.24	9,676
May 30, 2014 - May 29, 2015(Absolute)	13.1782	32.70	13,270	19.70	11,970	16.65	11,665
May 31, 2013 - May 30, 2014(Absolute)	9.5295	38.29	13,829	22.50	12,250	20.78	12,078

Date of Inception: January 31,2015	Birla Sun Life Manufacturing Equity Fund			S&P BSE 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	-0.75	9,900	-3.89	9,485	-5.57	9,265
May 29, 2015 - May 31, 2016(Absolute)	10.0700	-1.69	9,831	-2.38	9,762	-3.24	9,676

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 Equity Fund

An Open ended Growth Scheme

May 2016



Schemes managed by Fund Managers

Schemes managed by Anil Shah

Birla Sun Life Equity Fund

Birla Sun Life Special Situations Fund

Birla Sun Life Manufacturing Equity Fund

Schemes co-managed by Anil Shah

Birla Sun Life India GenNext Fund

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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. Past performance may or may not be sustained in future. Source: ICRA Online Limited

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