

Scheme Features

What is Birla Sun Life Manufacturing Equity Fund?

India's first Manufacturing Oriented Fund, it is a thematic strategy geared to benefit from Indian economy's next big leap – Resurgence of the Indian manufacturing sector.

Investment Objective

The primary investment objective of the Schemes is to generate long-term capital appreciation to unit holders from a portfolio that is invested predominantly in equity and equity related securities of companies engaged in Manufacturing activity.

Why Birla Sun Life Manufacturing Equity Fund?

Birla Sun Life Manufacturing Equity Fund" is an open-ended fund focused to tap key potential of the Indian Manufacturing Story. It aims to maintain a diversified portfolio with a universe covering a vast range of 22 sectors (as per NIC) focussed on manufacturing, with stocks that are included after applying a blend of top down and bottom up approach to investing. This strategy is geared to benefit from Indian economy's next big leap – Resurgence of the Indian manufacturing sector, which is inspired by the Make in India programme of the GOI. The fund portfolio consists of the stocks of manufacturing companies which could potentially benefit from this program. Fund composition includes mix of large-mid-small cap stocks, however with bias towards large cap companies.

Scheme Details

Scheme Name	Birla Sun Life Manufacturing Equity Fund
Inception Date	31-Jan-2015
Fund Manager	Anil Shah
Managing Fund Since	31-Jan-15
QAAUM (Rs. Cr) (31/03/2016)	867.32
Minimum Investment (Rs.)	5000
Minimum SIP Investment (Rs.)	1000
Benchmark Index	S&P BSE 500
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 Manufacturing Equity Fund - Reg - Dividend	9.9000
Birla Sun Life Manufacturing Equity Fund - Reg - Growth	9.9000
Direct Plan\$	
Birla Sun Life Manufacturing Equity Fund - Dir - Dividend	10.0400
Birla Sun Life Manufacturing Equity Fund - Dir - Growth	10.0100

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. 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.

\$ '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

About Fund Manager



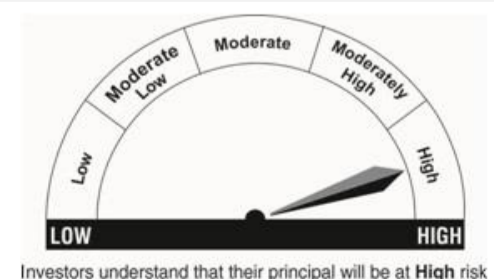
Anil Shah

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 Manufacturing Equity Fund (An Open ended Manufacturing Sector 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 engaged in manufacturing sector.
3. Riskometer-High



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Birla Sun Life Manufacturing Equity Fund

An Open ended Manufacturing Sector Scheme

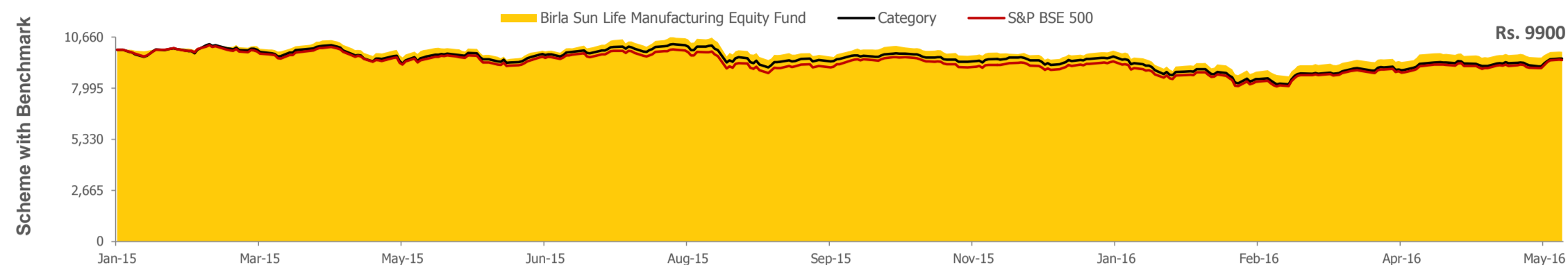
May 2016



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 Manufacturing Equity Fund	NA	NA	NA	NA	NA	NA	NA	NA	NA	-0.10
S&P BSE 500#	62.59	-58.04	90.23	16.35	-27.48	31.00	3.25	36.96	-0.82	1.20
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	-0.47
Inception Date	31-Jan-15									

Systematic Investment Plan

Investment Period	Total Investment (In Rs.)	Value of SIP (In Rs.)			Returns (%)		
		Birla Sun Life Manufacturing Equity Fund	S&P BSE 500#	NIFTY 50##	Birla Sun Life Manufacturing Equity Fund	S&P BSE 500#	NIFTY 50##
Since Inception	16,000	16,096	16,141	16,113	0.85	1.25	1.00
Last 5 Years	--	--	--	--	--	--	--
Last 3 Years	--	--	--	--	--	--	--
Last 1 Year	12,000	12,168	12,307	12,341	2.60	4.78	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

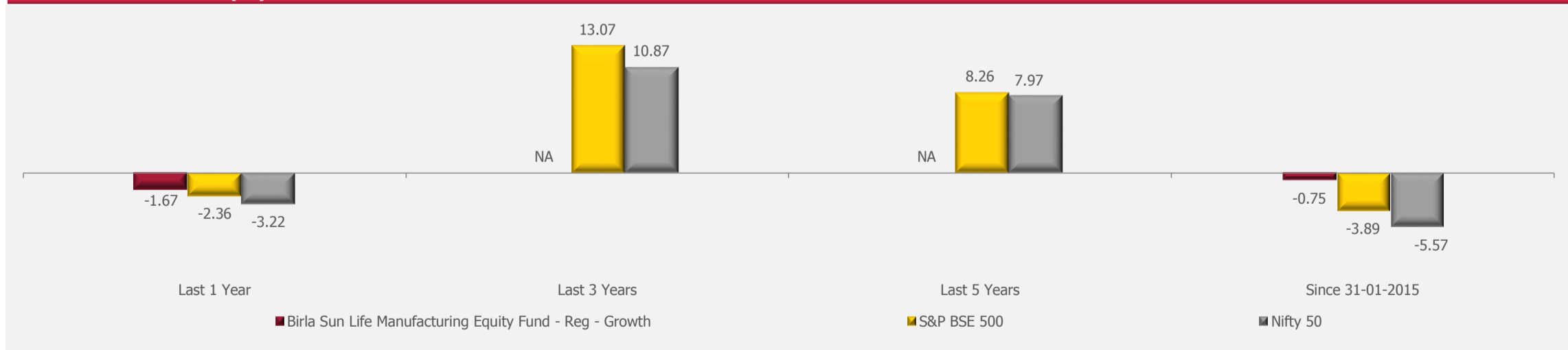
NAV as on May 31, 2016: Rs. 9.9

Date of Inception: Jan 31, 2015	NAV Per Unit* (Rs.)	Birla Sun Life Manufacturing Equity Fund (%)	S&P BSE 500# (%)	NIFTY 50## (%)	Value of Standard Investment of Rs. 10,000 in		
					Birla Sun Life Manufacturing Equity Fund (Rs.)	S&P BSE 500# (Rs.)	NIFTY 50## (Rs.)
Since inception till May 31, 2016 (CAGR)	10.0000	-0.75	-3.89	-5.57	9,900	9,485	9,265
May 29, 2015 to May 31, 2016 (Absolute)	10.0700	-1.69	-2.38	-3.24	9,831	9,762	9,676
May 31, 2014 to May 29, 2015 (Absolute)	NA	NA	NA	NA	NA	NA	NA
May 31, 2013 to May 31, 2014 (Absolute)	NA	NA	NA	NA	NA	NA	NA

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 31-Jan-15

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

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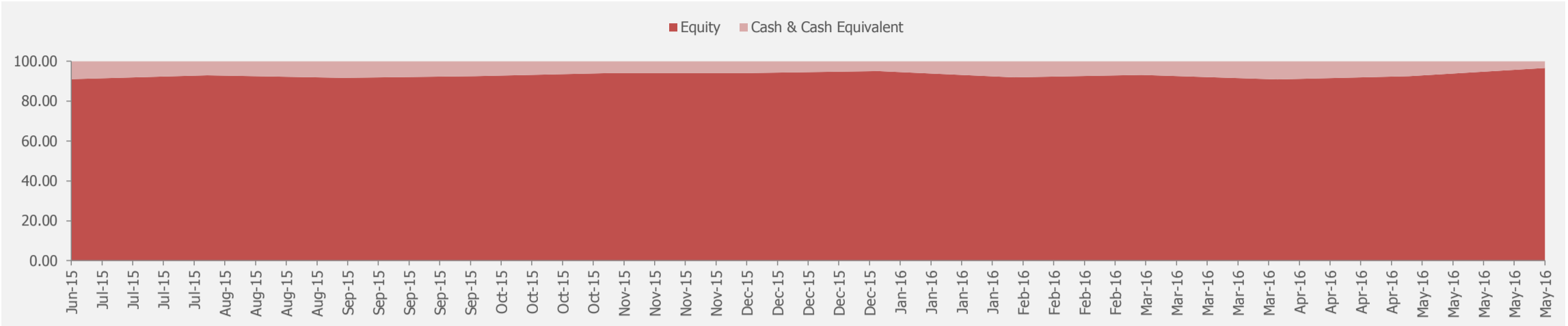
Birla Sun Life Manufacturing Equity Fund

An Open ended Manufacturing Sector Scheme

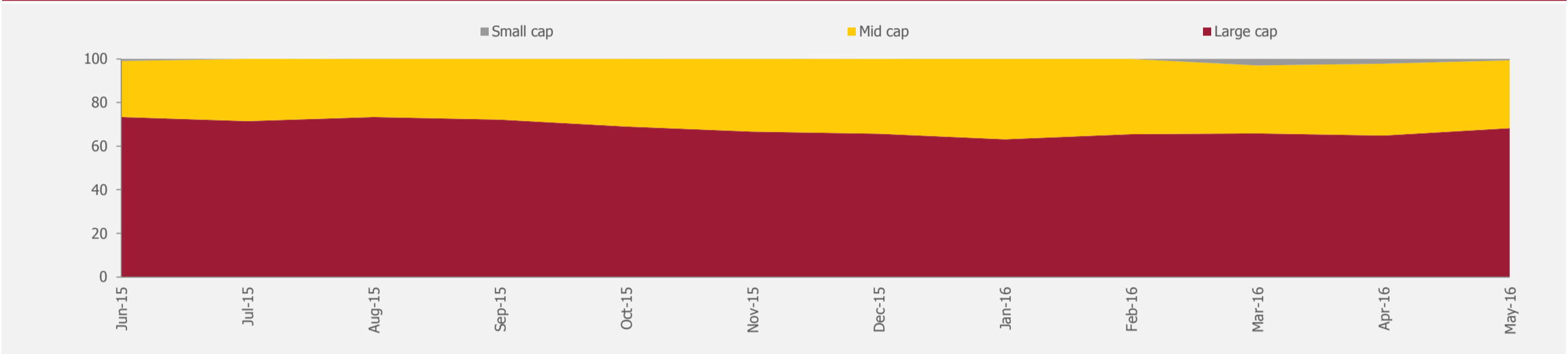
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Asset Allocation (%)

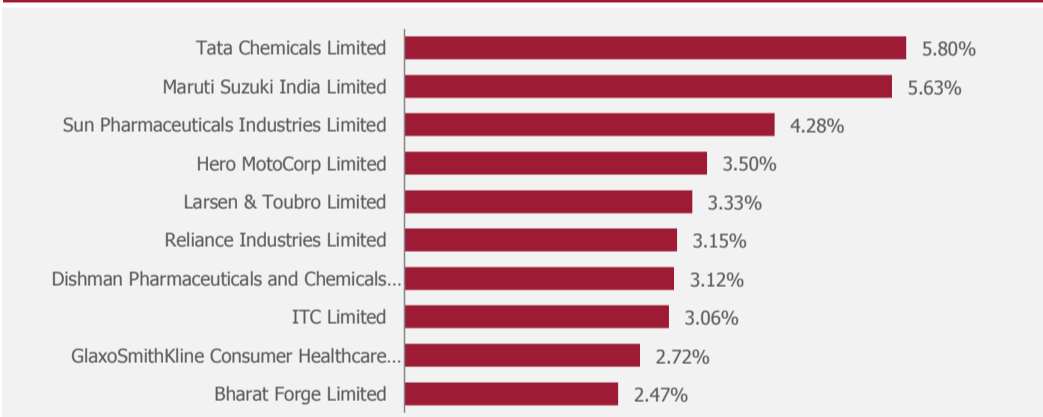


Market Capitalization (%)

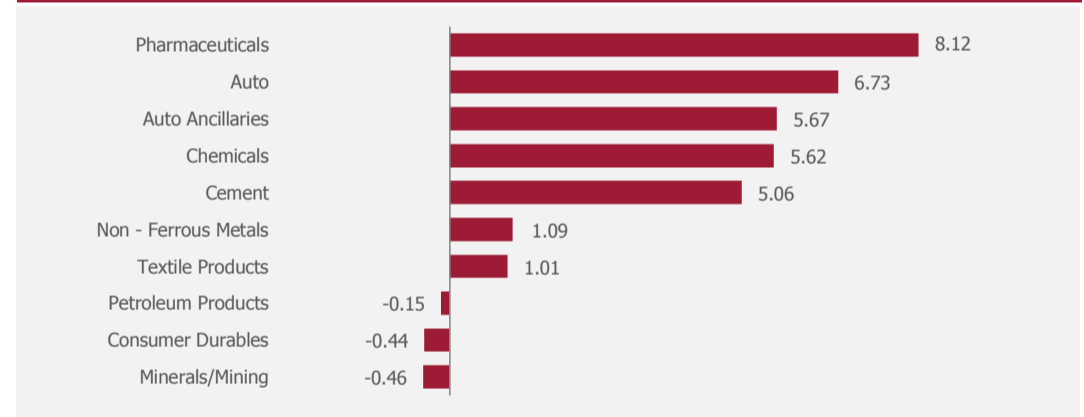


Large-cap stocks: >17679 (by market cap); Mid-cap: >1972-17679 (by market cap); Small-cap: 0-1972 (by market cap); Index CNX 500; Based on ICRA Online classification.

Top 10 Holdings (% Net Assets)



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
15.71	22.53	37.05	16.4	46.26	61.74	54

Top Sectors (% Net Assets)

Sector Name	May-16	Apr-16	Mar-16	Feb-16	Jan-16	Dec-15
Consumer Non Durables	16.40	15.23	14.44	15.17	14.47	17.07
Pharmaceuticals	15.33	16.73	14.79	17.14	17.01	15.58
Auto	14.53	13.72	14.24	13.59	14.12	14.30
Cement	8.03	7.00	6.57	6.91	6.75	6.69
Auto Ancillaries	7.45	7.07	7.50	6.98	5.74	5.99
Industrial Products	7.25	7.65	7.62	7.49	7.56	7.68
Chemicals	6.35	5.95	5.48	5.15	5.30	5.54
Petroleum Products	5.11	3.24	3.46	3.49	3.42	3.91
Construction Project	4.58	3.94	3.81	4.98	4.87	5.21
Industrial Capital Goods	2.93	3.39	3.40	3.23	3.78	3.92

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Birla Sun Life Manufacturing Equity Fund

An Open ended Manufacturing Sector Scheme

May 2016



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.

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Birla Sun Life Manufacturing Equity Fund

An Open ended Manufacturing Sector 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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