



**Benefit from the nourishment  
of India's finest industries.**

Birla Sun Life

## **Frontline Equity Fund**

(An Open ended Growth Scheme)



**Birla Sun Life**  
*Mutual Fund*

### **Highlights**

- Investments in promising companies across industries
- Discipline
- Potential wealth creation with equity

Highlights do not indicate assurance of future scheme performance.

A scheme with a track record of over 12 years (Inception Date: August 30, 2002).

It aims to give your investments much needed nourishment by investing predominantly in some of India's finest industries such as Finance, FMCG, Oil & Gas, IT etc. as identified by the S&P BSE 200.

Please refer to back page for product labelling and more details.

## Investments in promising companies across industries

Diversification across industries is key to stable growth. But how much to invest and in which industry is always a big question! A good indicator for diversification across industries can be the BSE 200 (which consists of the Top 200 companies based on their market capitalisation).

Birla Sun Life Frontline Equity Fund (BSL Frontline Equity Fund) invests in approximately the same proportion as the industries in the S&P BSE 200, giving each industry its due importance and thereby keeping your money invested across industries in any given time. The Fund Manager may also pick promising companies that are not on the S&P BSE 200 list, but heading swiftly towards it and growing much faster than companies already on the list.

Investors must note that BSL Frontline Equity Fund largely replicates the industry weightage on the S&P BSE 200 and the same may change from time to time. The portfolio of the scheme is subject to changes within the provisions of the Scheme Information Document (SID) of the scheme. Please refer to the SID for asset allocation, investment strategy and scheme specific risk factors.

Essentially, the fund will endeavor to invest in 'frontline' stocks, i.e. stocks which in the opinion of its Fund Manager can provide superior growth opportunities.

### Discipline

The scheme targets to maintain sector exposure

within a certain range of the sectoral weight in the benchmark index i.e. S&P BSE 200, in order to maintain diversification and avoid excessive concentration in a single sector. This discipline also reduces overdependence on a particular industry, aiming to give stability to your portfolio.

### Top 10 Portfolio Holdings (As on January 31, 2016)

Issuer	% to Net Assets
HDFC Bank Ltd.	6.80%
Infosys Ltd.	5.12%
Reliance Industries Ltd.	4.32%
ITC Ltd.	3.59%
ICICI Bank Ltd.	3.57%
Larsen & Toubro Ltd.	3.29%
Indusind Bank Ltd.	3.01%
Sun Pharmaceuticals Industries Ltd.	2.76%
Axis Bank Ltd.	2.72%
Tech Mahindra Ltd.	2.48%

### Top 10 Sector Holdings (As on January 31, 2016)

Asset Allocation	% to Net Assets
Banks	22.46%
Software	11.79%
Petroleum Products	7.40%
Auto	7.40%
Pharmaceuticals	7.38%
Consumer Non Durables	7.28%
Finance	5.54%
Construction Project	3.29%
Cement	3.03%
Industrial Capital Goods	2.60%

Note: The above allocation is as on January 31, 2016 as per industry classification as recommended by AMFI.

## Our range of financial solutions

Savings

Regular Income

Tax Saving

**Wealth Creation**

Our Wealth Creation Solutions aim to grow your money through equity / gold investments and are available in a range of conservative to aggressive options.

The Financial Solution (Wealth Creation Solution) stated above is ONLY for highlighting the many advantages perceived from investments in Mutual Funds but does not in any manner, indicate or imply, either the quality of any particular Scheme or guarantee any specific performance/returns.

Call 1-800-270-7000

sms GAIN to 567679



Premium SMS charges apply.

Scheme:	This product is suitable for investors who are seeking*:	
<b>Birla Sun Life Frontline Equity Fund</b> (An Open ended Growth Scheme)	<ul style="list-style-type: none"> <li>long term capital growth</li> <li>investments in equity and equity related securities, diversified across various industries in line with the benchmark index, S&amp;P BSE 200</li> </ul> <p>*Investors should consult their financial advisors, if in doubt about whether the product is suitable for them.</p>	<p><b>LOW RISKOMETER HIGH</b></p> <p>Investors understand that their principal will be at <b>Moderately High</b> risk</p>

Distributed By:

**Mutual Fund:** Birla Sun Life Mutual Fund. **Asset Management Company / Investment Manager:** Birla Sun Life Asset Management Company Ltd. CIN: U65991MH1994PLC080811. **Registered Office:** One Indiabulls Centre, Tower - 1, 17th Floor, Jupiter Mill Compound, 841, Senapati Bapat Marg, Elphinstone Road, Mumbai - 400013.

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