

# Invest in potential superheroes!



Birla Sun Life

## Midcap Fund

(An Open ended Growth Scheme)



**Birla Sun Life**  
*Mutual Fund*

### Highlights

- Long term capital growth with investments in potential superheroes
- Stocks with growth potential

Highlights do not indicate assurance of future scheme performance.

India is a hotbed of mid-sized companies (midcaps) and quite a few of today's midcaps have the potential to become tomorrow's superheroes!

Stocks of midcaps may generally be affordable or undervalued and as they gear up to become tomorrow's leaders, you stand a chance to benefit from their excellent growth, if you invest in them.

Of course, not all stars become superstars. But, you can gain from our expertise in spotting tomorrow's winners today - by investing in Birla Sun Life Midcap Fund (BSL Midcap Fund).

Please refer to the back page for more details.

## Investments in Mid-sized Companies

Midcap companies are currently in a stage of rapid growth. This high growth rate can give you returns on your investments, if the companies are picked carefully.

### Careful Selection

Out of a vast pool of mid-sized companies, our fund managers intend to select those well-run, well-led ones that show the potential of becoming tomorrow's leaders. Moreover, we look for companies already growing on their own, when they do become big, you can book handsome returns.

### Two case studies:

#### Tech Mahindra

Without any change in the company ownership or investor commitment, Mahindra & Mahindra launched itself as Tech Mahindra. Even though it had a strong legacy in Telecom, still at the onset a lot of restructuring work was done. With manufacturing in the US on strong rebound, the company that started as a small enterprise grew successfully by 15% in the last 6 years.

#### Motherson Sumi Systems Ltd.

The company commenced just as a unit that manufactures wiring harness components and plastic parts as a backward integration. Over the years with its strong relationship across major OEMs and

diversification in the fields of electrical distribution systems, the company has registered a growth of about 23% in the last 6 years, making it a proxy play in the growing car and the passenger vehicle market.

**Stock Price Source:** NSE India. Calculated as CAGR Growth Rate of Stock. Stocks referred above are only for indicative purpose & does not in any manner imply its endorsement or recommendation and may or may not form part of the Fund portfolios.

### Constant Tracking

Careful selection not only brings in returns; it also reduces risk.

And once our fund managers select the midcaps, they keep a constant watch on their performance.

### Top 10 Sector Holdings (As on December 31, 2015)

Asset Allocation	% of Net Assets
Finance	11.03%
Consumer Non Durables	10.17%
Software	9.42%
Construction	8.35%
Banks	7.47%
Pharmaceuticals	6.31%
Gas	5.03%
Auto Ancillaries	4.61%
Industrial Products	4.48%
Petroleum Products	3.74%

Note: The above allocation is as on December 31, 2015, 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.

Financial Solution(s) stated are ONLY for ease of understanding the scheme's aimed intent & does not guarantee any specific performance/returns.

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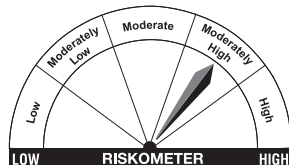


**Birla Sun Life**  
*Mutual Fund*

mutualfund.birlasunlife.com

Premium SMS charges apply.

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Scheme:	This product is suitable for investors who are seeking*:	
<b>Birla Sun Life Midcap Fund</b> (An Open ended Growth Scheme)	<ul style="list-style-type: none"> <li>long term capital growth</li> <li>investments primarily in mid cap stocks</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.**