

Brilliance can come from varied sectors and sizes.



Wealth Creation
Solutions



Birla Sun Life Equity Fund

(An Open ended Growth Scheme)



Birla Sun Life
Mutual Fund

Highlights

- Scheme invests without any sector or market bias
- Companies with sound management following both top-down and bottom-up approach
- Potential wealth creation with equity

Highlights do not indicate assurance of future scheme performance.

Opportunities can come from companies big and small, from new industries or old ones. It may also keep changing; today one company or sector yields spectacular returns; tomorrow, another might overshadow it.

Presenting, Birla Sun Life Equity Fund (BSL Equity Fund) which looks for opportunities without any sectoral or size bias with the aim of giving you long term capital growth.

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

Invest without any sector or market bias

Opportunities can come in all sizes. The fund has a multi cap investment style with no sector or market cap bias which gives the fund manager the flexibility to invest in companies with different market cap. The scheme intends to maintain equity allocation of >90% and has the flexibility to move within different market caps and / or sector.

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.

Companies with sound management following both top-down and bottom-up approach

The scheme would adopt top-down and bottom-up approach of investing and will aim at being diversified across various industries and / or sectors and / or market capitalisation. Some of these could be turnaround companies, while some could be contrarian calls with a certain level of conviction that these businesses have good long term prospects. The investment emphasis of the scheme would be on identifying companies with sound corporate management and prospects of good future growth. Essentially, the focus would be on stocks driven by long-term fundamentals. Short-term opportunities would also be seized, provided underlying values

support these opportunities. A portion of the scheme will also be invested in IPOs, emerging sectors, concept stocks and other primary market offerings that meet our investment criteria.

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Potential long term wealth creation with equity

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. The focus would be on stocks driven by long-term fundamentals.

Top 10 Sector Holdings (As on October 31, 2015)

Asset Allocation	% of Net Assets
Banks	21.82
Pharmaceuticals	13.80
Software	12.12
Auto	7.59
Finance	5.73
Consumer Non Durables	4.95
Cement	4.87
Chemicals	3.74
Industrial Products	2.80
Construction Project	2.57

Note: The above allocation is as on October 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.

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



Birla Sun Life
Mutual Fund

mutualfund.birlasunlife.com

Premium SMS charges apply.

Scheme:	This product is suitable for investors who are seeking*:	
Birla Sun Life Equity Fund (An Open ended Growth Scheme)	<ul style="list-style-type: none"> long term capital growth investments in equity and equity related securities <p>*Investors should consult their financial advisors, if in doubt about whether the product is suitable for them.</p>	<p>LOW RISKOMETER HIGH</p> <p>Investors understand that their principal will be at Moderately High 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.