

Investing in leaders & innovators
in the Global Marketplace!

ADITYA BIRLA SUN LIFE

NASDAQ 100 FOF

(An open ended fund of fund investing in units of overseas
ETF's and/or Index Fund based on NASDAQ-100 Index)

Opens On: October 15, 2021
Closes On: October 29, 2021





Innovation has led business disruptions & growth

Aditya Birla Sun Life
Mutual Fund



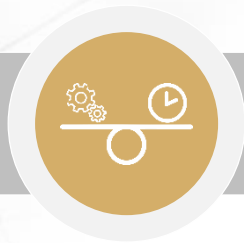
Transformation in our day to day lives

COMMUNICATION



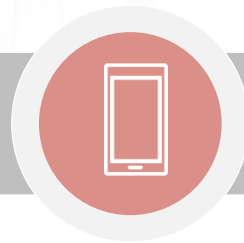
Simple
calling
phones to
**IoT smart
phones**

WORK LIFE



Physical
meetings to
**Virtual
meetings**

RECREATION



Cable TV to
OTT

SHOPPING



Store to
subscription
shopping

SOCIALISING



Letters to
Social media

TRAVELLING



Cab hailing
to Cab
Aggregators

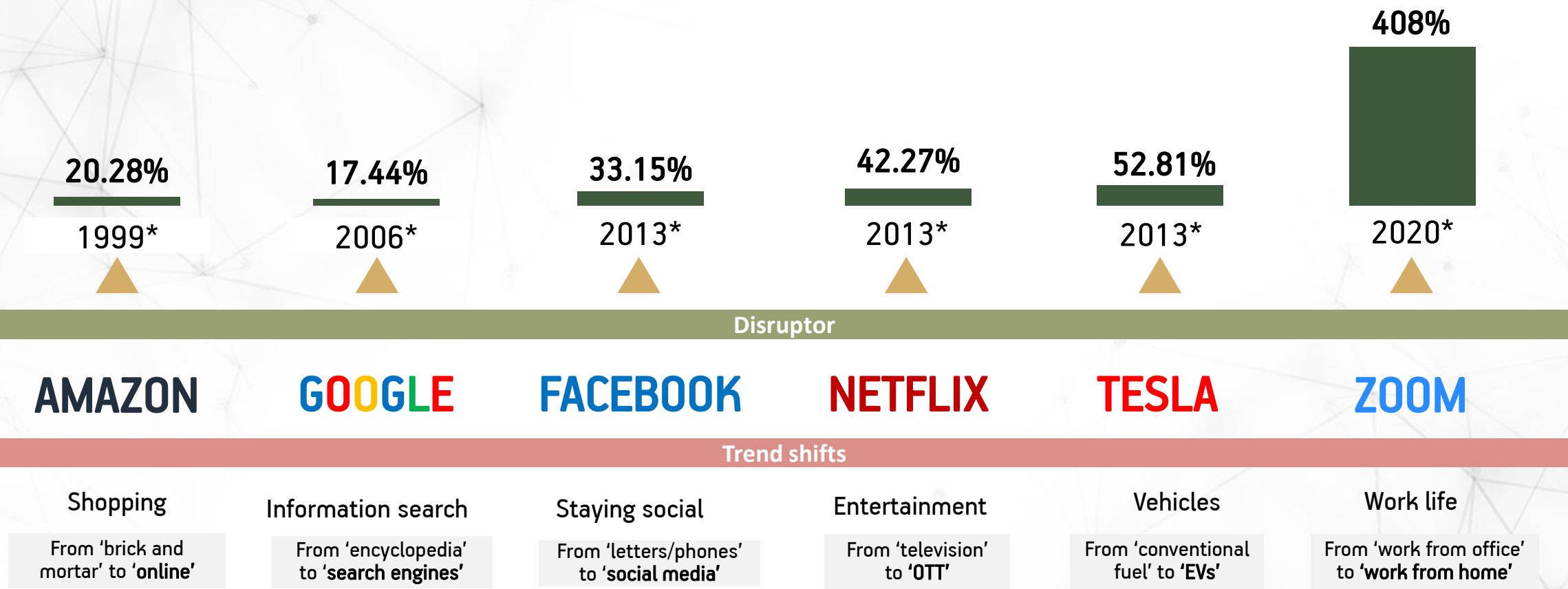
INFORMATION



Books to
**Search
engines**

These transformations have changed the world. While the future echoes its disruptive melodies (3D Printing, Drones, Autonomous Vehicles & what not). The present is very different from the past too..

Source: *- <https://www.cnet.com/news/25-technologies-that-have-changed-the-world/>



High Growth Disruptors have consistently joined the Index – Growth Trajectory To Continue!

*Years represent date of inclusion in the NASDAQ 100 Index; Returns are CAGR from date of inclusion till 1st October, 2021. The returns are in USD. / Source: ABSLAMC Research

Aditya Birla Sun Life AMC Limited

Disclaimer: These stock may or may not remain a part of the portfolio of Nasdaq 100 Index. Past performance may or may not be sustained in the future.



Tech led innovation
market domination -
made these 'Disruptors'
some of the most
valuable companies
across the globe

13
years

Since 1st iPhone
Half of the worlds population now uses a smartphone

15
years

Since Facebook Started
2.37 Bn users - that's 1/3rd of the worlds population

20
years

Since Amazon became a multi-product E-retailer, it has
more than 40% market share in US e-commerce sales;
tops the globe with 7.7% market share

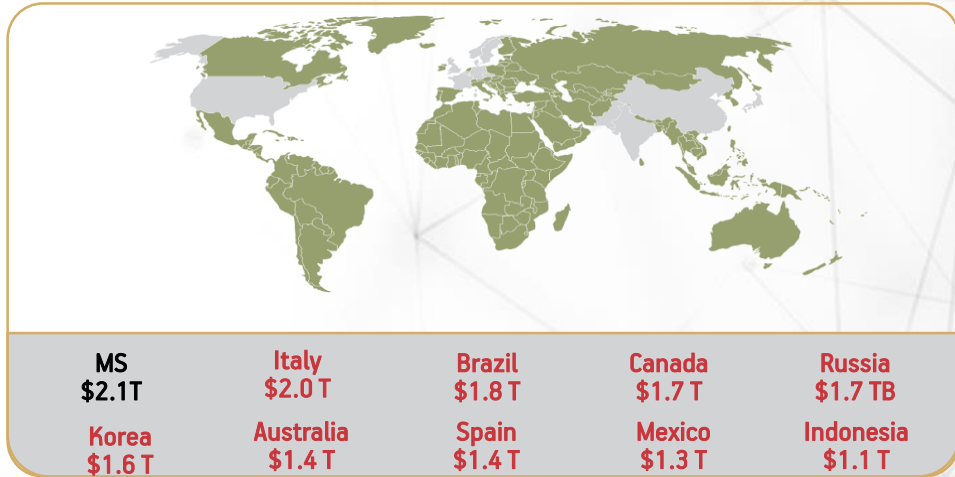
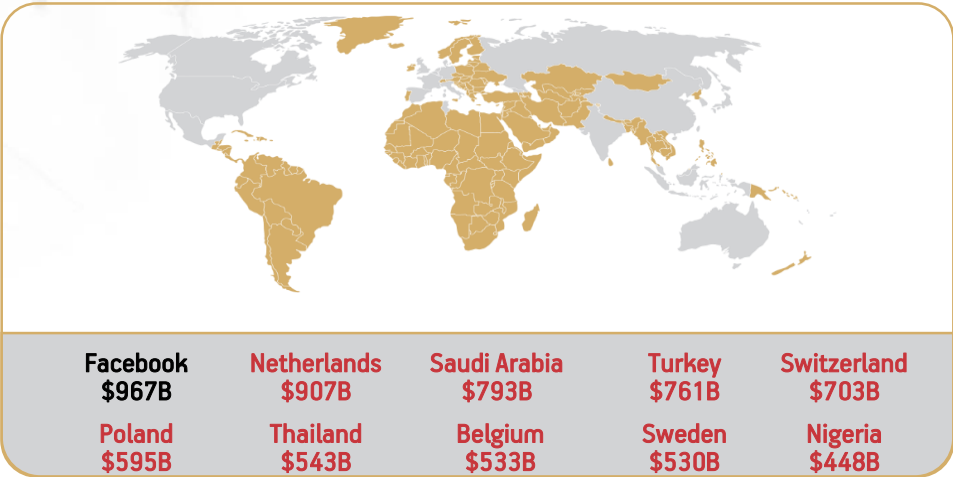
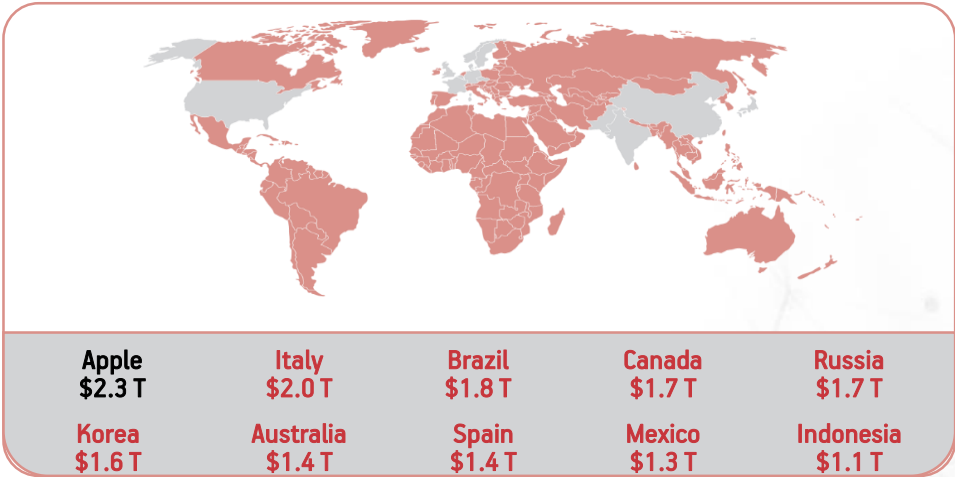
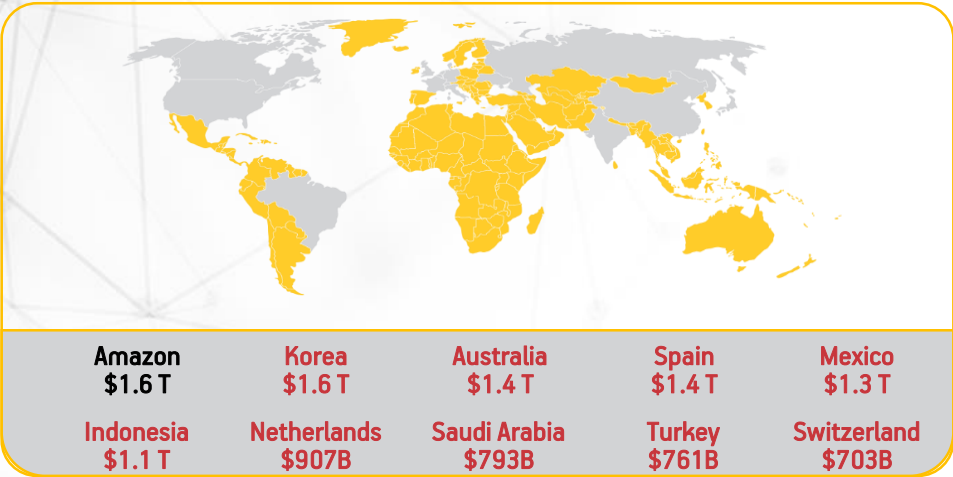
Largely unrepresented by Indian Stock Market,
NASDAQ is home to these Global Innovators & Disruptors!

Source: <https://www.cnet.com/news/25-technologies-that-have-changed-the-world/>; as of 2020; www.emarketer.com – for 2020-2021



Global innovators have generated wealth surpassing many country's GDP

The market cap of some of these companies, surpasses the entire GDP of some developing & developed countries!



Source: www.visualcapitalist.com; GDP data as June 2021; Market Cap as on October 1, 2021

Picture this,

The market cap of Top 10 global giants is almost 4x the market cap of all BSE companies taken altogether

BSE All Companies

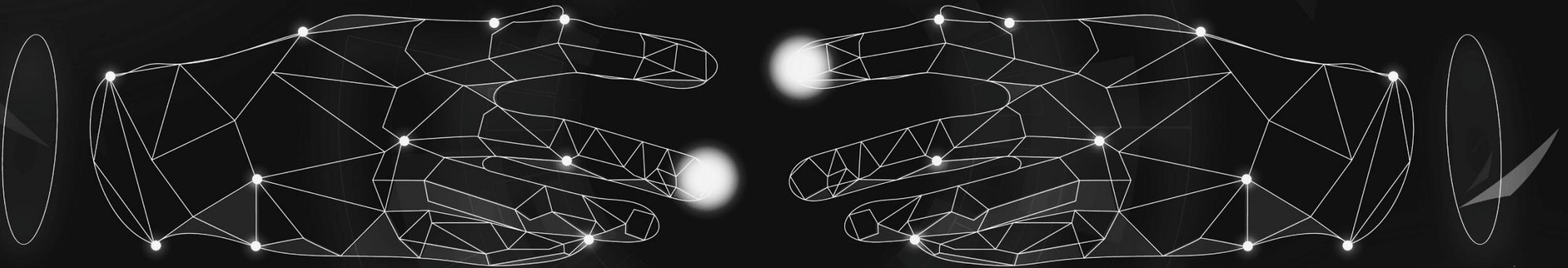
Total Market Cap
\$3.55 Trillion

Top 10 Global Companies

Total Market cap
\$13.16 Trillion

The scale and unique theme representation found in Global stocks remains largely unrepresented in the Indian Market

How does one get access to these global value creators?



Nasdaq 100 Index
Your access to the Global innovators and tech-disruptors!



The NASDAQ 100 Index® - At a Glance

Aditya Birla Sun Life
Mutual Fund



Large cap equity index

Home to some of
the **most popular**
brands of the world

Companies that have proven to
be key participants in
technology and digital space

**NASDAQ 100
INDEX®**

Companies in
**transformative,
path-breaking,
innovative, long-
term themes**

High performance
companies in **high
growth** sectors

With a market cap of \$17 Trn,
NASDAQ 100 Index® has a proven
history of growth and performance.

Invest in Innovation

Invest in Growth

Invest in NASDAQ 100

Source – Nasdaq.com

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Top performers in NASDAQ 100 Index®

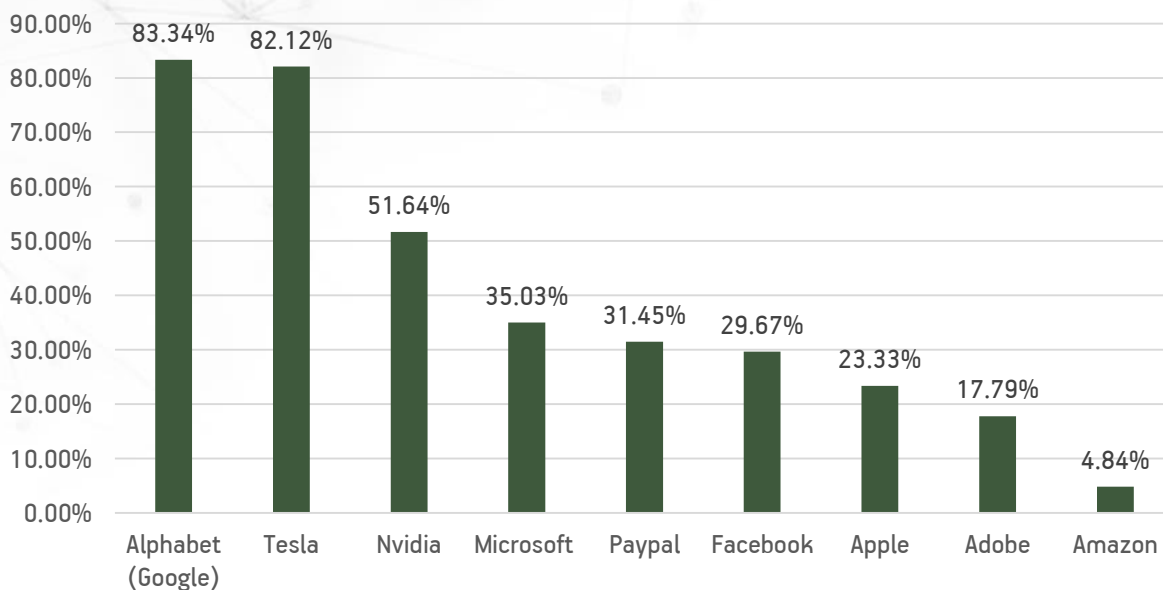
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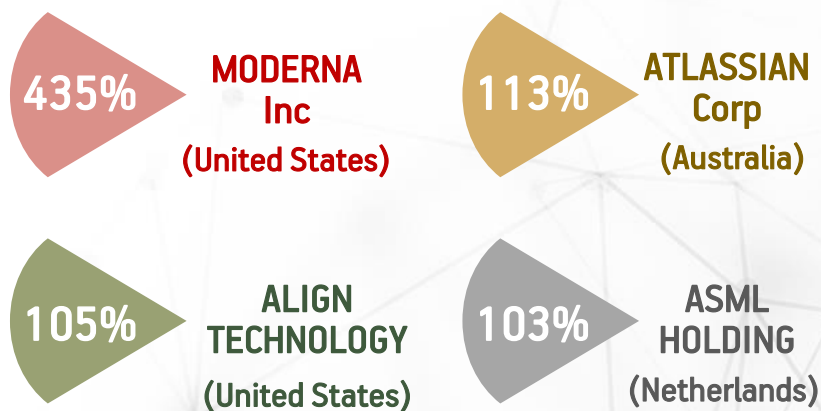
- Innovation doesn't follow geographical boundaries
- NASDAQ attracts innovation from ROW* → such as Baidu (China), JD.com (China), ASML holding (Netherlands) etc
- The index incorporates the most recognisable brands as well as high performing companies of the world

High returns of almost all top 10 constituents over the last 1 year

1 year price returns



Top NASDAQ 100 Performers over the last 1 year



*Rest of the world / Price returns for 1 year ending October 4, 2021 ; Source: https://markets.businessinsider.com/index/components/nasdaq_100?p=2

RANKING THE TOP 50

MOST INNOVATIVE COMPANIES OF 2021

Innovation is critical to business survival. To be successful, companies must:

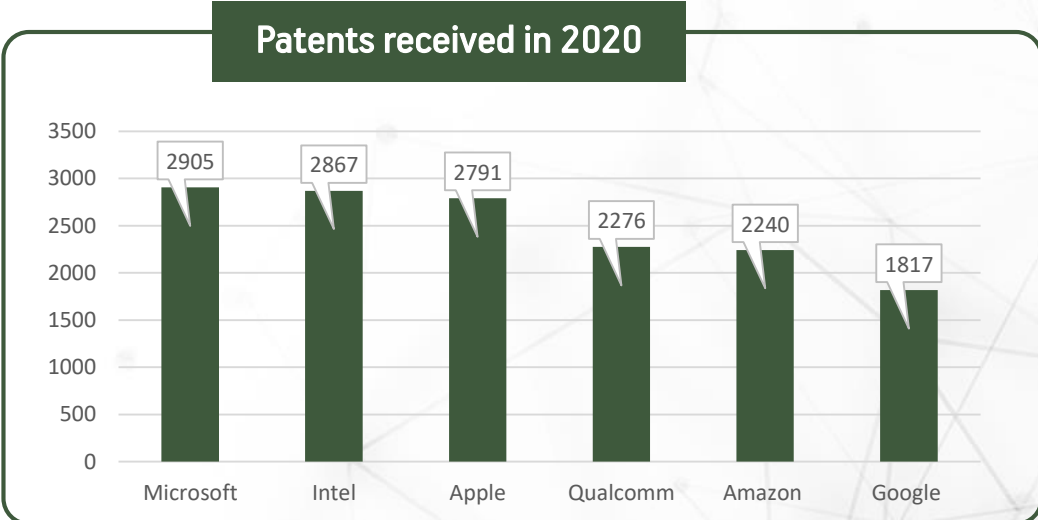
Rank change from 2020					
1	-	APPLE	26	▼12	TENCENT
2	-	ALPHABET	27	▲12	P&G
3	-	AMAZON	28	▲20	COCA-COLA
4	-	MICROSOFT	29	Return	ABBOTT
5	▲6	TESLA	30	▲3	BOSCH
6	▼1	SAMSUNG	31	▼7	MI
7	▲1	IBM	32	Return	IKEA
8	▼2	HUAWEI	33	Return	FAST RETAILING
9	-	SONY	34	Return	ADIDAS
10	Return	PFIZER	35	Return	MERCK
11	▲10	SIEMENS	36	▲11	NOVARTIS
12	▲6	LG ELECTRONICS	37	Return	EBAY
13	▼3	FACEBOOK	38	Return	PEPSICO
14	▼7	ALIBABA GROUP	39	Return	HYUNDAI
15	▲10	ORACLE	40	▼13	SAP
16	▲4	DELL	41	Return	INDITEX
17	▼5	CISCO	42	New	MODERNA
18	▲4	TARGET	43	▼20	PHILIPS
19	▼4	HP	44	Return	DISNEY
20	▲6	JOHNSON&JOHNSON	45	New	MITSUBISHI
21	▲20	TOYOTA	46	New	COMCAST
22	▲10	SALESFORCE	47	Return	GENERAL ELECTRIC
23	▼10	WALMART	48	Return	ROCHE
24	▼8	NIKE	49	New	ASTRAZENECA
25	Return	LENOVO	50	▼12	BAYER

- TYPE OF COMPANIES
- TECHNOLOGY
 - CONSUMER GOODS & SERVICES
 - TRANSPORTATION & ENERGY
 - HEALTHCARE
 - MEDIA & ENTERTAINMENT

More than 51% (in weight) of the NASDAQ 100 Index® is comprised of these top ranked innovative companies

Half of the Top 10 brands are included in the top constituents of the NASDAQ 100®!

Top patent holders found in this Index !



58 companies in NASDAQ 100® (84% of index weight) filed patents across at least one Disruptive Technology area in the calendar year 2020



Innovation sustained through focus on R&D

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ADITYA BIRLA
CAPITAL

R&D expenses for the year ended June 30, 2021 (USD in million)*

Top 10 Nasdaq 100 Companies	Total R&D	% of sales
Apple Inc	21,120	6.40%
Microsoft Corp	20,716	12.32%
Amazon	49,384	11.14%
Facebook	21,264	20.29%
Alphabet C	29,038	13.18%
Tesla	2,130	5.09%
NVIDIA Corp (July 2021 ending)	4,592	20.97%
Paypal Holdings Inc	2,893	12.13%
Adobe Inc (August 2021 ending)	2,441	20.91%

Top NASDAQ 100® companies spend a considerable % of their revenue on R&D - *proving their commitment to constant innovation!*

Even constituents lower down the index – such as Baidu (18.45%), Biogen (38.34%), ASML (14.05%) spend high % of their revenue consistently on R&D – Index as a whole has commitment to constant innovation

Considerably higher than the NASDAQ 100 Index® average of 9.9% and S&P 500 average of 7.10%**

Source: * - Calculated from Quarterly results/Annual Reports; ** - NASDAQ 100 Index – 2020 Year-end update – as of 31st March 2021

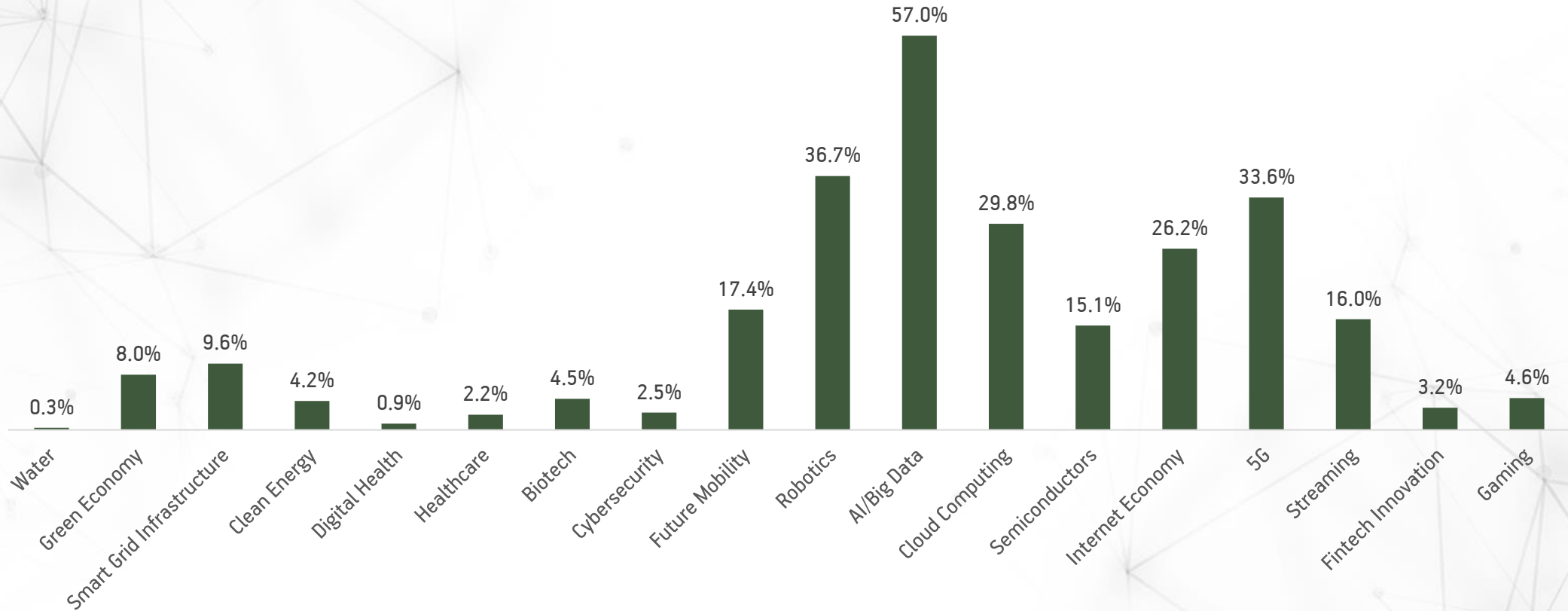


Index features Exciting & Disruptive Themes

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'NEXT-GEN AND FUTURE READY' THEMATIC EXPOSURE



Tech-driven Exciting & Disruptive themes make up the NASDAQ 100® Index

Source: Thematic – NASDAQ 100 Index – 2020 Year-end update – as of 31st March 2021; Sectoral - <https://indexes.nasdaqomx.com/Resource/Index/FactSheet> - as on 30th Jun 2021

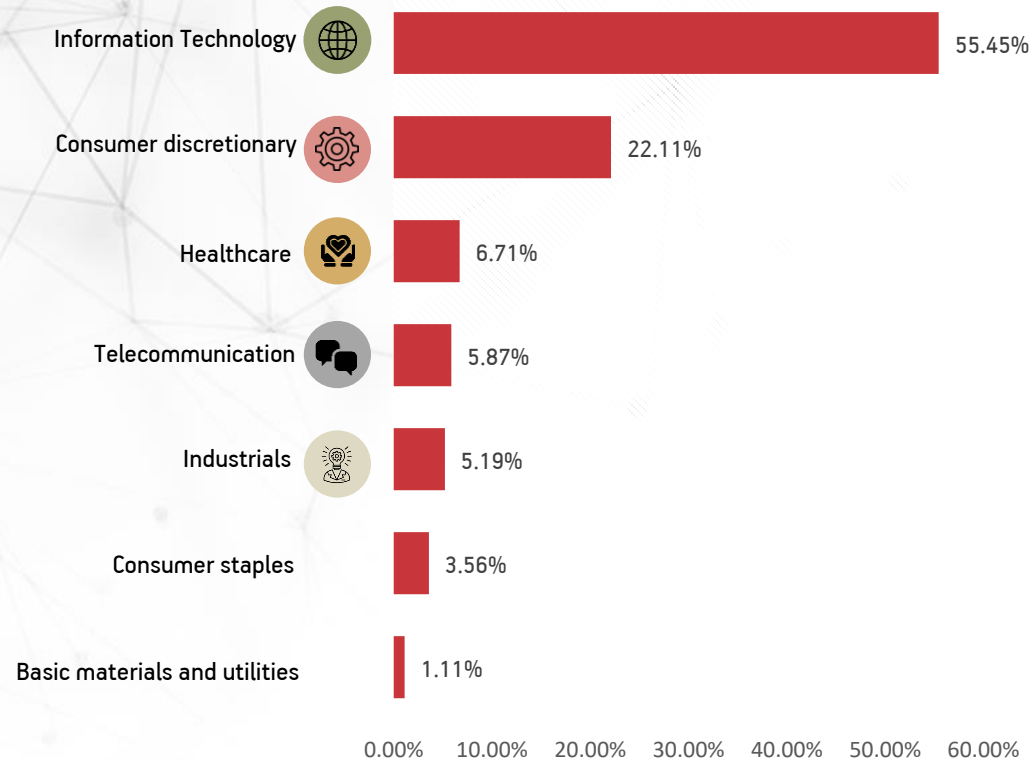


Index represents 'Modern-day' Sectors

Aditya Birla Sun Life
Mutual Fund



Index weight per sector



'Internet of Things' - Accelerating disruption through innovative tech solutions

Path-breaking consumer products and services - from EVs to Drones to 3D printing

Revolutionising health and wellness through tech

Innovation in communication – from social media to meeting apps

Smart work - through Robotics and Artificial Intelligence

Shift from traditional, capital-intensive sectors to 'new-economy' sectors

Source: <https://indexes.nasdaqomx.com/Resource/Index/FactSheet> - as on June 30, 2021



The Index has the best of the 'OFFENSE', with the best of 'DEFENSE'

The 'OFFENSE' - Market innovators and disruptors

- Market disruptors define and mould consumer patterns; changing what we consume or how we consume
- Their innovation leads to emergence of new products and often new categories altogether → NASDAQ® 100 Index has been an innovation based index

The innovators multiply value!

The 'DEFENSE' - Safety of top performing global brands

- Enlists top brands from across categories - *Apple in tech; PepsiCo in beverages, Tesla in EVs etc.*
- This 'brand equity' lends 'defense capability' to the index
- Having presence all over the world, these brands are some of the top performing in the world



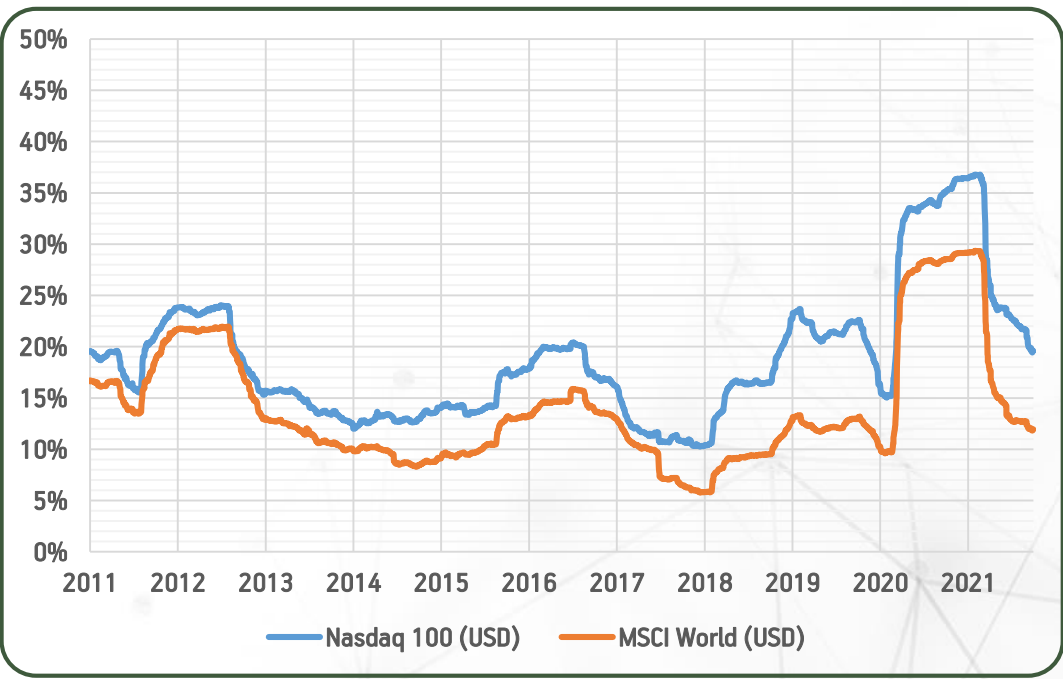
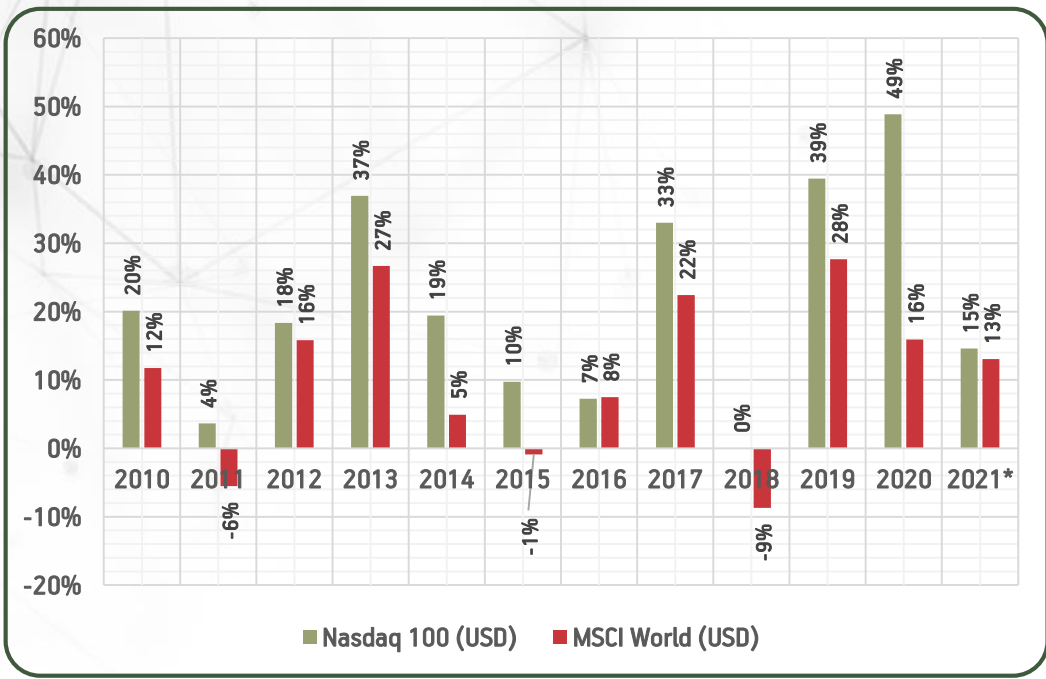
5 out of only 6, Trillion \$ global brands found in NASDAQ® 100 !



NASDAQ 100 Index® - Significantly outperformed Global Indices

NASDAQ 100 (CAGR @ ~20.5%) has outperformed the MSCI World (CAGR @ ~ 10.4%) in 11 out of the last 12 years..

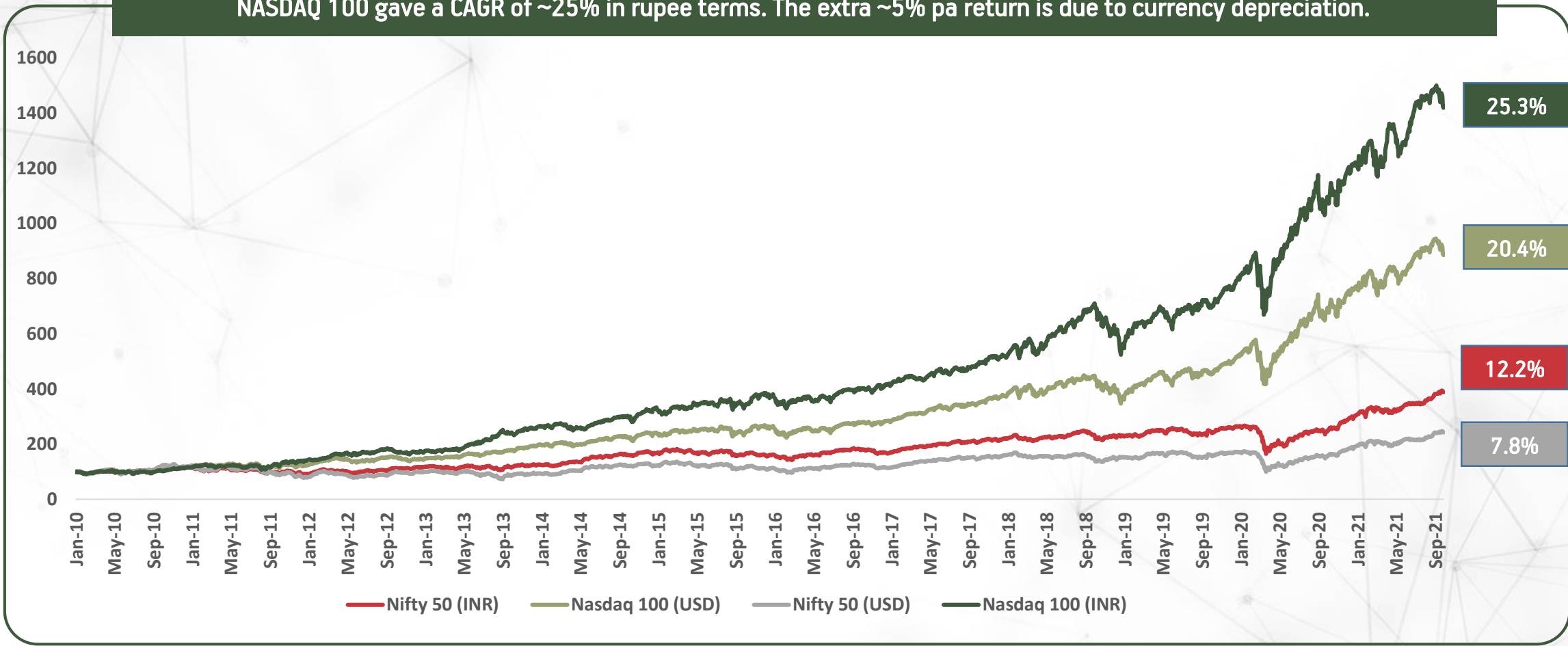
..All of this at low differences in rolling volatility levels for most of the years! [Stdev p.a.: NASDAQ® 100 @ ~19% vs. MSCI World @ ~15%]



	Return*	St dev	Return / Risk	Rolling return (1 yr)	Rolling return (3 yr)	Rolling return (5 yr)	Rolling return (10 yr)
Nasdaq 100 (USD)	20.7%	19.7%	1.05	21.9%	19.4%	19.1%	20.1%
MSCI World (USD)	10.4%	15.1%	0.69	11.4%	9.9%	9.5%	9.8%

*Till Sep, 2021 / Source: Bloomberg / * CAGR Return from 31-12-2010 till 30-09-2021

NASDAQ 100 gave a CAGR of ~25% in rupee terms. The extra ~5% pa return is due to currency depreciation.



Source – Bloomberg (Indices rebased to 100) on Jan 4, 2010 / Returns as on Sep 30, 2021

Get the opportunity to invest in NASDAQ 100 Index®
with an International Fund of fund

Introducing

Aditya Birla Sun Life

NASDAQ 100 FOF

(An open ended fund of fund investing in units of overseas ETFs and/or Index fund based on
NASDAQ-100 Index)



TRACKING the NASDAQ-100 Index through Overseas ETFs/Index funds



Investment Objective

The investment objective of the scheme is to provide long-term capital appreciation by investing in units of overseas ETFs and/or Index Fund based on NASDAQ-100 Index.

The Scheme does not guarantee/indicate any returns. There can be no assurance that the schemes' objectives will be achieved.



How it tracks

ABSL NASDAQ 100 FOF invests in units of



Overseas ETF/Index funds; which in turn invests in



Stocks comprised in the NASDAQ 100 Index, and in the same proportion



Index Calculation Methodology

- NASDAQ listed, highly liquid and seasoned stocks of non-financial companies that are eligible
- Applies modified market capitalisation-weighted method
- No single stock's weightage to exceed 24%
- Total weight of stocks with weight greater than 4.50% is capped at 48%
- Index is rebalanced quarterly and reconstituted annually



Why Invest in Aditya Birla Sun Life NASDAQ 100 FOF?

Aditya Birla Sun Life
Mutual Fund

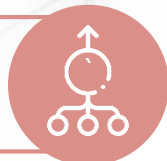


Benefit from Global Innovators & Disruptors



- Innovation proven to driver of growth - Fund provides access to global innovative and path breaking themes

High Diversification



- Geographical diversification – *across global stocks*
- Sectoral and thematic diversification – *across innovative and high growth sectors*

Expand horizon of your portfolio



- Invest in brands, themes and scales unavailable in the Indian equity market

Potential for long term capital appreciation



- Potential for high growth due to high level of innovation
- Positive outlook for the non-financial high growth sectors with growing digitisation and technology disruption

Hedge against Currency Depreciation



- Protection against falling rupee

Low cost



- Passive FOF investing allows for investing *at low minimums – with lower costs and risks than actively managed funds*

Thanks





Annexure : Scheme features

Aditya Birla Sun Life
Mutual Fund



Name of the Scheme	Aditya Birla Sun Life NASDAQ 100 FOF
Scheme type	An open ended fund of fund investing in units of overseas ETF's and/or Index Fund based on NASDAQ-100 Index
Benchmark Index	NASDAQ 100 TRI
Fund Manager	Vinod Bhat
Investment Objective	The investment objective of the scheme is to provide long term capital appreciation by investing in units of overseas ETFs and/ or Index Fund based on NASDAQ-100 Index <i>The Scheme does not guarantee/indicate any returns. There can be no assurance that the schemes' objectives will be achieved.</i>
NFO Dates	15 October 2021 (Open) 29 October 2021 (Close)
Plans/options	Regular Plan and Direct Plan Each of the above Plans will have the following Options: (1) Income Distribution cum Capital Withdrawal Option ("IDCW") (Payout of IDCW & Reinvestment of IDCW)^ (2) Growth Option ^the amounts can be distributed out of investors capital (Equalization Reserve), which is part of sale price that represents realized gains.
Minimum application amount/number of units	During NFO & During Ongoing Offer: Minimum of Rs. 5,000/- and in multiples of Rs. 1,000/- thereafter Repurchase for all Plans/Options: In Multiples of Re. 1/- or 0.001 units
Lock-in period/Exit load structure	NIL

Note: For details, refer SID/KIM of the scheme.



Annexure: NASDAQ 100 constituents

Aditya Birla Sun Life
Mutual Fund




Sr No	Company	Weight
1	Apple Inc	11.028
2	Microsoft Corp	10.161
3	Amazon.com Inc	7.777
4	Tesla Inc	4.495
5	Alphabet Inc – Class C	4.087
6	Alphabet Inc – Class A	3.845
7	Facebook Inc	3.824
8	NVIDIA Corp	3.69
9	PayPal Holdings Inc	2.213
10	Adobe Inc	1.958
11	Netflix Inc	1.931
12	Comcast Corp	1.865
13	Cisco Systems Inc/Delaware	1.654
14	Intel Corp	1.555
15	PepsiCo Inc	1.485
16	Broadcom Inc	1.423
17	Costco Wholesale Corp	1.411
18	Texas Instruments Inc	1.273
19	T-Mobile US Inc	1.126
20	Honeywell International Inc	1.06
21	Intuit Inc	1.058
22	QUALCOMM Inc	1.033
23	Moderna Inc	0.98
24	Charter Communications Inc	0.966
25	Starbucks Corp	0.948
26	Advanced Micro Devices Inc	0.884
27	Amgen Inc	0.865
28	Intuitive Surgical Inc	0.855
29	Applied Materials Inc	0.83
30	Booking Holdings Inc	0.718
31	Analog Devices Inc	0.64
32	Gilead Sciences Inc	0.612
33	Automatic Data Processing Inc	0.608

34	MercadoLibre Inc	0.59
35	Mondelez International Inc	0.579
36	Lam Research Corp	0.576
37	Micron Technology Inc	0.569
38	Fiserv Inc	0.517
39	CSX Corp	0.487
40	Zoom Video Communications Inc	0.458
41	Autodesk Inc	0.445
42	Illumina Inc	0.44
43	Activision Blizzard Inc	0.435
44	ASML Holding NV	0.43
45	Regeneron Pharmaceuticals Inc	0.427
46	JD.com Inc ADR	0.393
47	Atlassian Corp PLC	0.383
48	Dexcom Inc	0.379
49	IDEXX Laboratories Inc	0.378
50	Align Technology Inc	0.372
51	KLA Corp	0.364
52	NXP Semiconductors NV	0.364
53	Marriott International Inc/MD	0.361
54	DocuSign Inc	0.357
55	Lululemon Athletica Inc	0.357
56	CrowdStrike Holdings Inc	0.353
57	Marvell Technology Inc	0.351
58	Workday Inc	0.346
59	Monster Beverage Corp	0.338
60	Keurig Dr Pepper Inc	0.335
61	Vertex Pharmaceuticals Inc	0.333
62	Exelon Corp	0.333
63	Synopsys Inc	0.328
64	eBay Inc	0.323
65	Kraft Heinz Co/The	0.319
66	Match Group Inc	0.313
67	Cadence Design Systems Inc	0.301
68	Biogen Inc	0.301

69	Microchip Technology Inc	0.298
70	O'Reilly Automotive Inc	0.297
71	Paychex Inc	0.295
72	Electronic Arts Inc	0.291
73	American Electric Power Co Inc	0.29
74	Walgreens Boots Alliance Inc	0.288
75	Cintas Corp	0.284
76	Ross Stores Inc	0.282
77	Cognizant Technology Solutions Corp	0.282
78	Baidu Inc ADR	0.273
79	Xilinx Inc	0.267
80	Okta Inc	0.243
81	Pinduoduo Inc ADR	0.24
82	Xcel Energy Inc	0.239
83	Copart Inc	0.236
84	Verisk Analytics Inc	0.23
85	Seagen Inc	0.224
86	ANSYS Inc	0.214
87	Fastenal Co	0.211
88	PACCAR Inc	0.196
89	Skyworks Solutions Inc	0.193
90	CDW Corp/DE	0.182
91	NetEase Inc ADR	0.179
92	Sirius XM Holdings Inc	0.176
93	Splunk Inc	0.169
94	Peloton Interactive Inc	0.168
95	VeriSign Inc	0.165
96	Dollar Tree Inc	0.157
97	Cerner Corp	0.148
98	Trip.com Group Ltd ADR	0.117
99	Check Point Software Technologies Ltd	0.108
100	Incyte Corp	0.107
101	Fox Corp – Class A	0.094
102	Fox Corp – Class B	0.067

Source: Nasdaq / As on 30th September 2021 / Note: Alphabet Inc & Fox Corp has two share classes in the index.



This product is suitable for investors who are seeking*:	Riskometer
<ul style="list-style-type: none">Long term capital appreciationReturns that correspond generally to the performance of the NASDAQ 100 Index, subject to tracking error	 <p>Investors understand that their principal will be at Very High risk</p>
*Investors should consult their financial advisors if in doubt whether the product is suitable for them.	

The product labelling assigned during the NFO is based on internal assessment of the Scheme characteristics or model portfolio and the same may vary post NFO when the actual investments are made.

Past performance may or may not be sustained in the future. For more details, please refer the SID / KIM of the scheme.

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