

Mutual Funds

Aditya Birla Sun Life Mutual Fund



ADITYA BIRLA
CAPITAL

PROTECTING INVESTING FINANCING ADVISING

Partner Services in focus...





Introducing the all-new

abslmfpartner.com



Create great Customer Experience.

At Aditya Birla Sun Life Mutual Fund we believe in empowering you with information that will allow you to help your customers in real time & create greater customer experience.



Easy to Log in & create User ID and Password

- Create User ID and password
- Log in using password or the OTP



Investor Listing

- Option to search investor with
 - Name
 - PAN
 - E-mail ID
 - Folio Number



E-mail Account Statements

- Download & share account statements
- Export investor lists
- Create groups & add new Investors



Multiple Transaction Capability

- Reach out to multiple customers in one go
- Initiate multiple purchase & SIP transactions in one go



View Dashboard

- Dashboard displays details about
 - Investor's transaction
 - AUM report,
 - Notifications
 - Sales Report



Transaction History

- Get access to transaction history
 - Current Month
 - Last Month
 - Last 3 Months
 - Last 6 Months



ADITYA BIRLA
CAPITAL

PROTECTING INVESTING FINANCING ADVISING

MR A B KUMAR RP LOGOUT

PARTNER PORTAL Dashboard Investors Product Transactions Reports Sales Tools News and Values Contact Us

Aditya Birla Sun Life Mutual Fund

AUM

As on 04 Apr 2019

11.26 Lacs

SALES

Gross 250

Net 250

PRIVILEGE CLUB POINTS

53

BLUE

View AUM Report

TRANSACTION SUMMARY (Last one month)

0

Proposed

0

Completed

0

Declined

START TRANSACTION

0

In-process

0

Expired

CREATE FOLIO

Sales Report

Per month

Quarterly

Month-Wise

■ AUM	■ Gross Sale	■ Net Sale
₹ 6.11 Cr	₹ 6.00 Cr	₹ 6.00 Cr



Total Investor(s)

As on

Investments Report

As on 04 Apr 2019

Cost Of Investment: ₹250

Lumpsum Investments

₹250

Systematic Investments

₹0

Total Redemption

₹0

As on 04 Apr 2019

Gross Sale

Type of Transactions (COI in Lac)

Lumpsum	₹0.03 Lac
SIP	₹0.03 Lac
CSIP	₹0.03 Lac
SWP	₹0.03 Lac
Redemption	₹0.03 Lac
Switch	₹0.03 Lac

SIP Book

News

View All (10)

Notifications

View All (26)

Today

You have successfully sent 1 SIP transaction on 05-Apr-2019.

VIEW DETAILS

1 Days ago

You have successfully sent 1 Purchase transaction on 04-Apr-2019.

VIEW DETAILS

1 Days ago

You have successfully sent 1 Redemption transaction on 04-Apr-2019.

VIEW DETAILS

6 Days ago

You have successfully sent 1 Purchase transaction on 30-Mar-2019.

VIEW DETAILS

6 Days ago

You have successfully sent 1 SIP transaction on 30-Mar-2019.

VIEW DETAILS

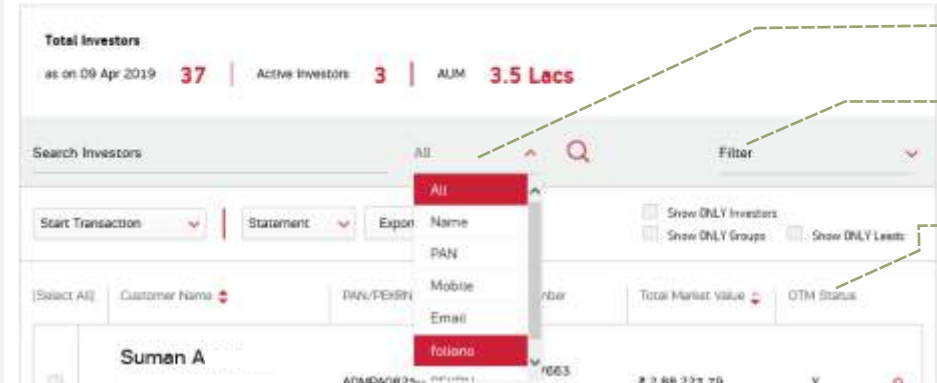
IFA Portal - Dashboard

- Login based on ARN & EUIN
- Customer on-boarding with on the go folio creation
- Rich and intuitive reports and dashboard for partner
- Product information with simple CTAs
- Sales tools and calculators
- Simple and inter-operable experience with ABSLMF partner app

Investors



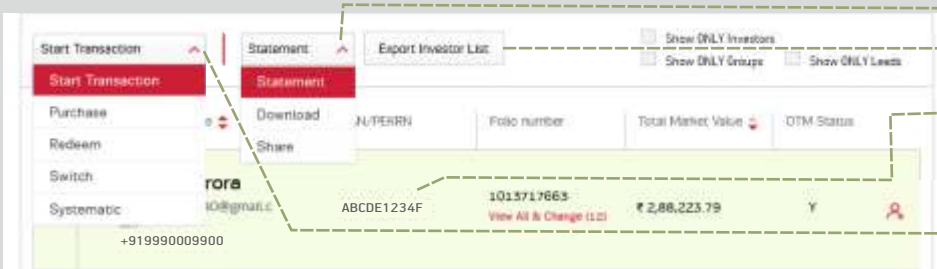
Investors



- Create new folio
- Step 1- Fill all personal details
- Step 2- Start KYC
- Step 3- Check KYC
- Step 4- Create Folio

- Search customers by Name/PAN/Mobile/Folio
- Filter customers by Active/ Inactive/ Email - contact unavailable

OTM status Y/N



Send Statement

Export to Excel

Displays customer's AUM/ PAN/Folio/Email & Mobile number

Start Transaction

Product



Product

Start Transaction [v] Compare [v]

Search Products Please Select [v] Select [v] All Type [v] Risk Category [v]

Please Select Fund Name Fund Manager Fund Type

[Select All] Fund Name Fund Type Returns Risk

	Fund Name	Fund Type	Returns	Risk
Debt - Liquid	Aditya Birla Sun Life Liquid Fund	Open-Ended	7.46 % (Since 1 Year) 7.57 % (Since Inception)	Low
Equity - Large Cap	Aditya Birla Sun Life Frontline Equity Fund	Open-Ended	₹ 20664.28 Cr as on 31 Mar 2019 4.87 % (Since 1 Year) 20.63 % (Since Inception)	Moderately High
Debt - Corporate Bond	Aditya Birla Sun Life Corporate Bond Fund	Open-Ended	₹ 15133.9 Cr as on 31 Mar 2019 7.77 % (Since 1 Year) 9.32 % (Since Inception)	Moderately Low
Hybrid - Aggressive Hybrid	Aditya Birla Sun Life Equity Hybrid '95 Fund	Open-Ended	₹ 13141.23 Cr as on 31 Mar 2019 0.16 % (Since 1 Year) 19.58 % (Since Inception)	Moderately High

Search all products through Fund Name/Fund Manager

Filter fund by Equity/Debt /ELSS /Hybrid/Income/ Solution/Favourite/Others

IFA can compare & also initiate transaction

IFA can mark favourite scheme

Displays current AUM, last 1 year return & return since inception

Transaction



Transaction

Online

By Month: 1601 5 47 3 215
PROPOSED REJECTED COMPLETED IN PROCESS EXPIRED

By Month:
Current Month
Last Month
Last Three Months
Last Six Months

Search Transaction: Search By: Type: By Amount (All) Select date

Transaction Date: Investor Name: Transaction Type: Status: Amount:

April 2019
05-Apr-2019 Amol Moh Folio Number: Scheme: Status: Life Liquid Regular Plan PROPOSED Rs 1000

Search By:
Name
PAN
Folio Number
Scheme
Status

Type:
Lumpsum
SIP
CSIP
STP
SWITCH

Search transaction details upto last 6 months

Search by Name/PAN/Folio/Scheme/Status

Filter by Lumpsum/SIP/CSIP/STP/SWP/Switch/Redeem/Instant Redeem

Filter by Date & Amount

IFA can also download the report

Reports

The screenshot shows the Aditya Birla Capital Reports interface. At the top, the header includes the logo, navigation links (PROTECTIVE, INVESTMENT, FINANCIAL, ASSET), and user information (MR A B KUMAR, LOGOUT). Below the header is a navigation bar with links (PORTFOLIO PORTAL, Dashboard, Monitor, Product, Transactions, Reports, Data Tools, News and Views, Contact Us) and a sub-header (Subscribe to our e-newsletters).

The main section is titled "Reports" and features a sidebar on the left with a "Download Reports" button and a list of report types: Transaction Report (highlighted), Client Value Report, Brokerage Report, Fund Wise Asset Report, and Financial Transaction Report.

The main content area contains a form with the following fields:

- Transaction Type: A dropdown menu with "ALL" selected. A dashed line points from the "Download Reports" button in the sidebar to this dropdown.
- Investor Name: A text input field with a "Search Investors" button.
- From: A date range selector with "10-Mar-2018" and "10-Apr-2018" selected. A dashed line points from the "Transaction Type" dropdown to this field.
- To: A date range selector with "10-Apr-2018" selected.
- Asset Class: A dropdown menu with "AS" selected.
- Fund Name: A dropdown menu with "Select" selected.
- A red "DOWNLOAD" button at the bottom.

A dashed line points from the "DOWNLOAD" button to the text "Search & download report by Date/Folio/ PAN/ Asset Class/ Fund Name".

Download various reports like:

1. Transaction level report
2. Client value report
3. Brokerage report
4. Fund wise AUM report
5. Financial transaction report.

Filter by Purchase/SIP/CSIP/STP/SWP/Switch/Redeem/Instant Redeem

Search & download report by Date/Folio/ PAN/ Asset Class/ Fund Name

Sales Tools

The screenshot shows the Aditya Birla Capital Partner Portal. The header is red with the logo and navigation links: PROTECTING, INVESTING, FINANCING, ADVISING. A user profile for MR A B KUMAR is visible with a LOGOUT button. The main navigation bar is green and includes: PARTNER PORTAL, Dashboard, Investors, Product, Transactions, Reports, Sales Tools, News and Videos, and Contact Us. Below the navigation bar, the page title is 'Sales Tools'. A sub-header reads: 'Keeping your requirements in mind, we have designed two key Sales Tools to make dealing with your customers easy and stress free for you.' The page is divided into two main sections: 'My Space' and 'Calculators'. 'My Space' has a 'Create New Document' button and a list of documents, with the last one being 'Last Document Created' and a note 'No Document Available To Display'. 'Calculators' lists three tools: 'Financial Goal Planning Calculator', 'SIP Calculator', and 'Retirement Planning Calculator'. A green dashed line with an arrow points from the 'Calculators' section to the explanatory text on the right.

ADITYA BIRLA CAPITAL PROTECTING INVESTING FINANCING ADVISING MR A B KUMAR **FP** LOGOUT

PARTNER PORTAL Dashboard Investors Product Transactions Reports Sales Tools News and Videos Contact Us

Aditya Birla Sun Life Mutual Fund

Sales Tools

Keeping your requirements in mind, we have designed two key Sales Tools to make dealing with your customers easy and stress free for you.

My Space

Create New Document

Lorem ipsum dolor sit amet consectetur adipiscing elit. Perferendis, adipiscing? Consequatur labore esse totam etque placeat cum, ullam tenetur quasi enim nobis accusantium enim nihil dolor doloreque sapiente voluptas laborum?

Last Document Created

No Document Available To Display

Calculators

Financial Goal Planning Calculator

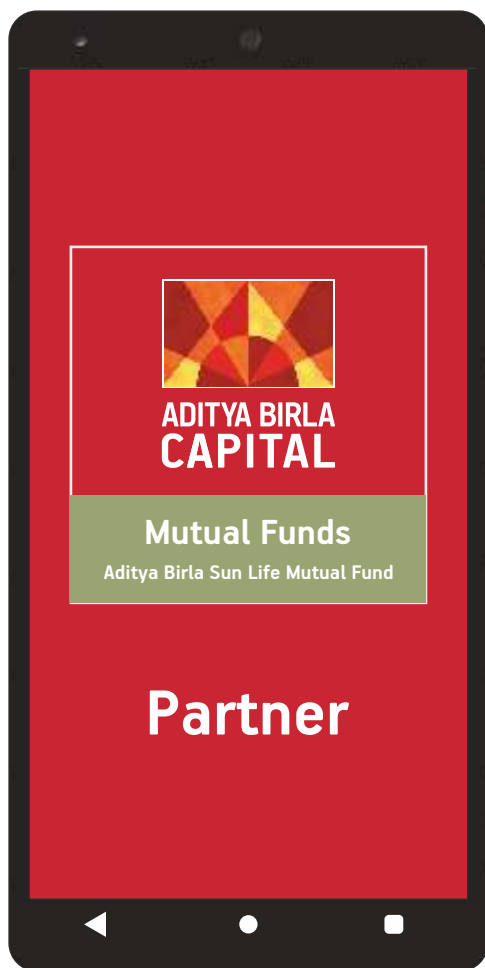
SIP Calculator

Retirement Planning Calculator

Calculate your customer's return before investing, use the following calculators for increasing your wallet share:

- ➔ Financial Goal Planning Calculator
- ➔ SIP Calculator
- ➔ Retirement Planning Calculator





Introduction

Open your customer's folio on the go

Advise & schedule multiple transactions in just a few clicks

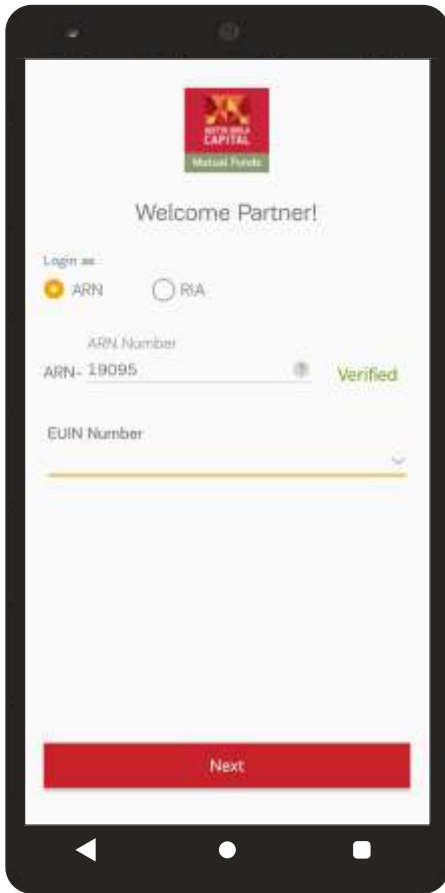
Self-monitor & track your performance on metrics like AUM, Sales, Customer Portfolio, Transactions etc.

View product recommendation & information at your finger tips

Service your customers smartly with features like OTM, change details, update FATCA, etc.

The App is also a knowledge warehouse that allows you to keep yourself a step ahead each time

REGISTRATION



Logo: **WEST INDIA CAPITAL** Mutual Funds

Welcome Partner!

Login as:

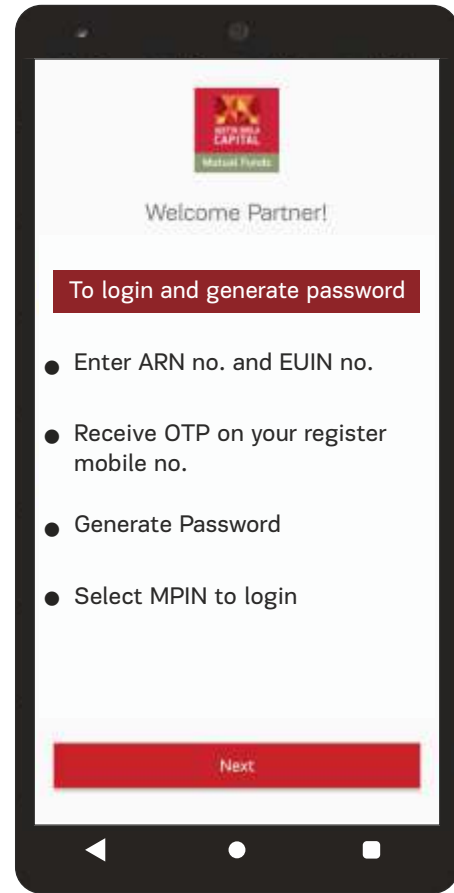
☒ ARN ☐ RSA

ARN Number

ARN- 18095 Verified

EUIN Number

Next



Logo: **WEST INDIA CAPITAL** Mutual Funds

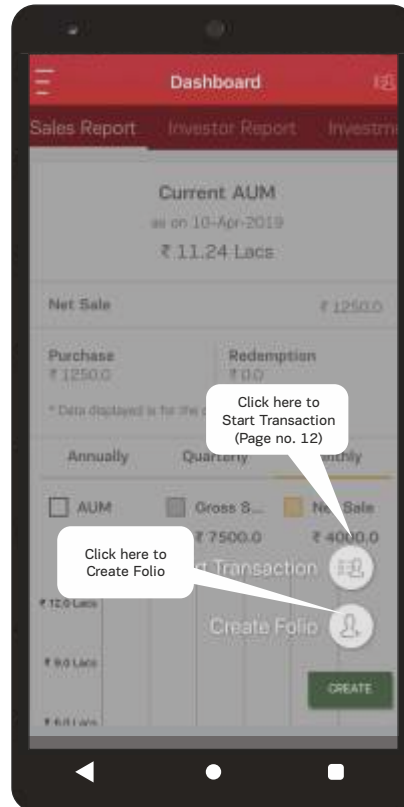
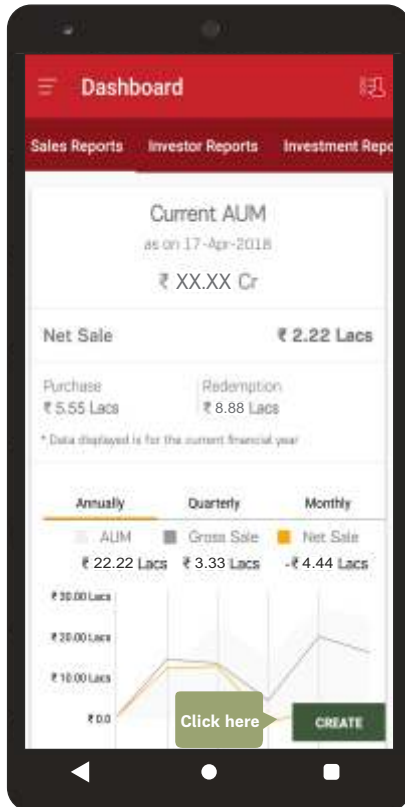
Welcome Partner!

To login and generate password

- Enter ARN no. and EUIN no.
- Receive OTP on your register mobile no.
- Generate Password
- Select MPIN to login

Next

DASHBOARD



Validate KYC

First Holder/Guardian PAN

☐ Create folio as minor

Date of Birth

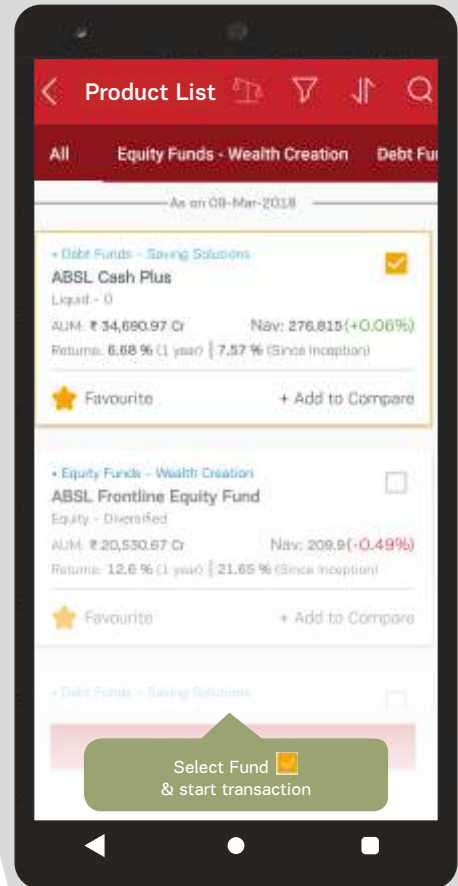
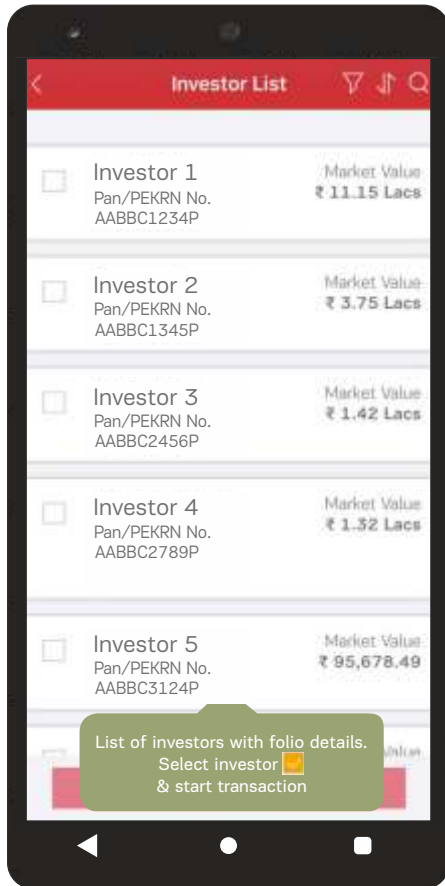
Mobile Number*

Email*

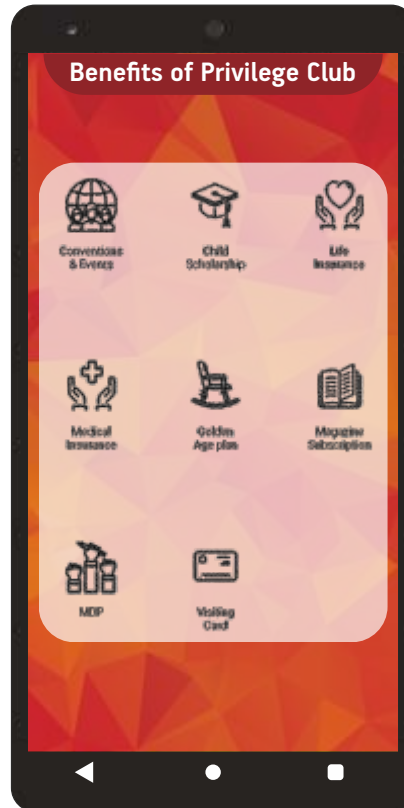
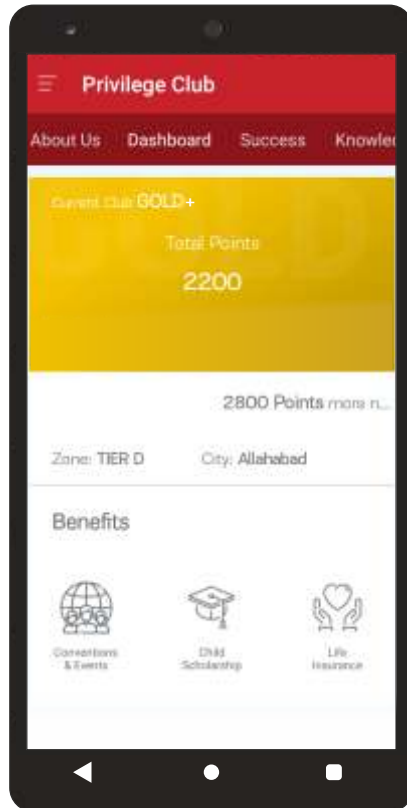
Proceed

Enter Details and Submit

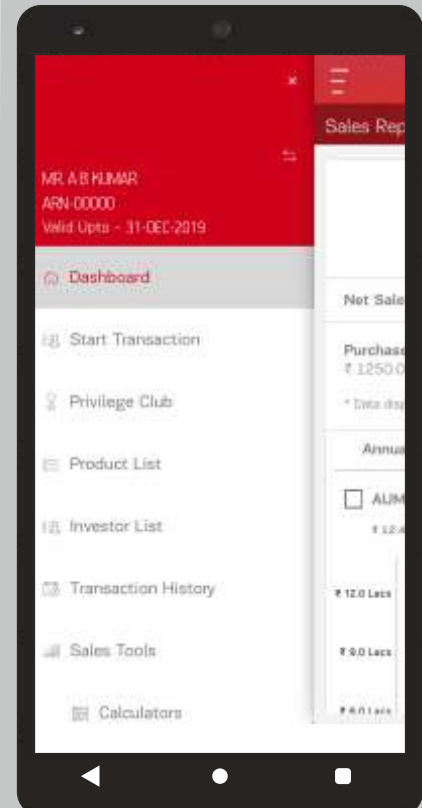
INVESTOR & PRODUCT LIST



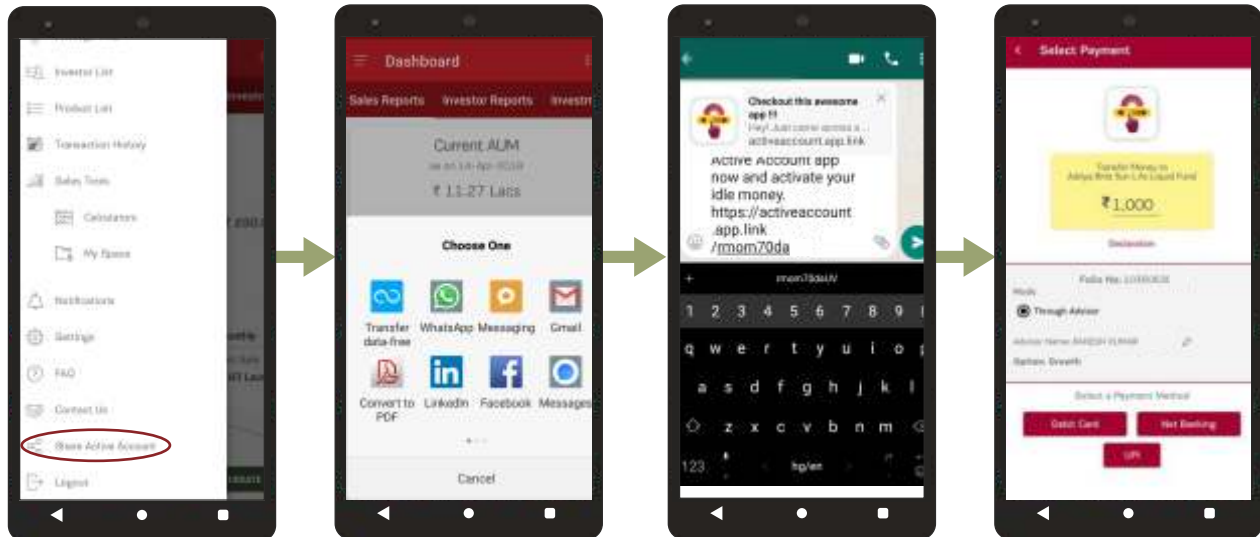
PRIVILEGE CLUB



ADDITIONAL FEATURES



ACTIVE ACCOUNT APP SHARING FEATURE



PARTNER PRIORITY DESK

Do our partners have a single touchpoint to resolve all their queries?



What is Partner Priority Desk?

We, at Aditya Birla Sun Life Mutual Fund, understand that time is much more than money for both our valued partners as well as for their investors. In order to facilitate the faster resolution of our partners queries, we have deployed a dedicated local desk of experts.

The sole objective of these experts is to help them with all their transaction queries, as well as updates, faster.

How does it benefit our partners?

Queries related to application logged in



Check the status of your logged in applications on the go

KYC queries

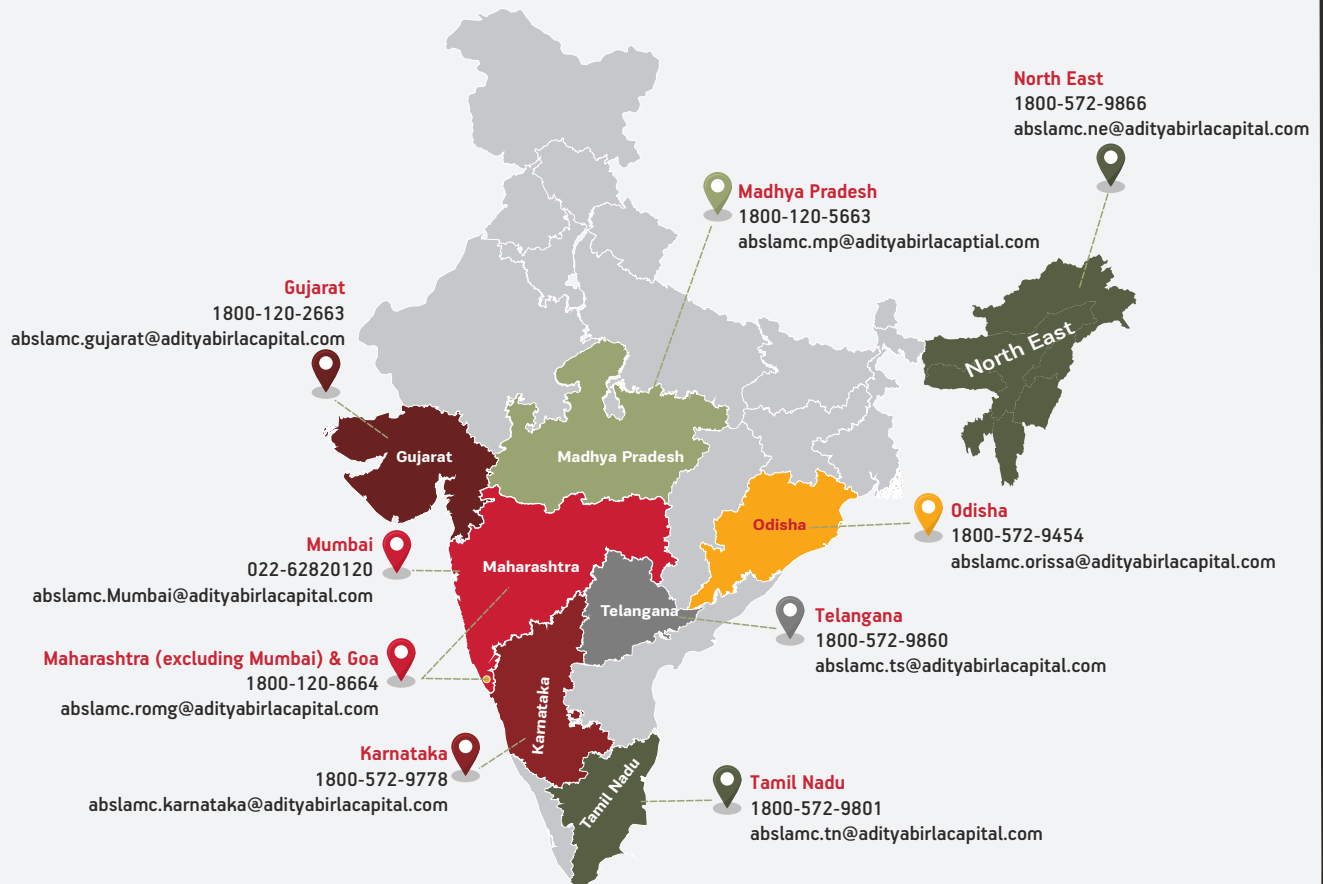


KYC queries resolved through a call

Queries on brokerage



Brokerage queries resolved through a call



This is not a political map of India. This is used for representation purpose only.



Turning the tides with

NIPUN

NIPUN is a learning academy of ABSLAMC created to help channel partners in upgrading their skills in domain knowledge, guide them in their business development, keep them engaged and motivated all the time to unleash their potential. NIPUN is part of our focussed educational vertical of Investor Education & Distribution Development (IE&DD).

One milestone that we really cherish is the fact that in FY19, our IE&DD Express provided training intervention to over 25,000 IFAs – taking our cumulative total past the 1,00,000 IFAs mark. The other is that we have over 11,000 IFAs who are empowered goal planners and are making a meaningful difference in their clients' lives through high quality goal - based engagement. There are many plans on the anvil for us on taking our goal planning programs to the next level.

DISTRIBUTOR DEVELOPMENT

NIPUN in the past 5 years



Programs: 2130



Trained: 1,00,838 Channel Partners



Cities: 200+

Major Training Modules done in the last 5 Years:



Other Signature Modules done in this Year



IFA Inc.



Plan Smart - Retire Rich



Practicing Goal Planning



Go Digital & Be Social

INVESTOR EDUCATION

Investor education in the past 5 years



Programs: 4,350



Educated: 2,79,574 People Directly



Cities: 350+

Major Training Modules done in the last 5 Years:



Conducted Nivesh Mahakumbh in

- a) 17 Locations
- b) Covered 50,000 People Directly
- c) Covered 25 Lakhs+ People Indirectly



Samriddhi

- a) 16 Routes
- b) Reached over 3.7 Million People



Media Programs

- a) 490+ sessions with 16 Regional Media Partners
- b) Reached over 3.7 Billion Investors (Directly & Indirectly)



Investor Hangouts

- a) 2.6 Mn. Views
- b) 41,000+ Subscribers
- c) 5,80,000+ Registrations



Fauji Nivesh Camp

- a) 81 sessions
- b) Reached out to 6,330 Defence Personnel



Money Lab

- a) 100+ Schools
- b) 10,000+ Students



My First Pay Cheque

- a) 19 Universities
- b) 10,000+ Students



Nivesh Paathshala

- a) 100+ sessions
- b) Reached out to 10,000+ Investors

- Awards**
- NIPUN – Best Fund house for Distribution Trainings & Investor Education
 - Best of the Best awards from Asia Asset Management for Investor Education

Express SOA

The screenshot shows the 'Account Statement on Demand (Distributor)' form on the Aditya Birla Capital website. The form has the following fields and elements:

- ARN No. ***: A text field with a placeholder example 'e.g. ARN-XXXX-XXXXXXX'.
- Folio No. ***: A text field with a placeholder example 'Max 5 Folio Allowed With Commas Separated'.
- Format ***: A dropdown menu with 'EMAIL' selected.
- From Date ***: A date field with '01-Apr-2018' selected.
- To Date ***: A date field with '15-Apr-2018' selected.
- Email ***: A text field with a registered email address.
- Security Code ***: A CAPTCHA field.
- Self-Declaration**: A checkbox with the text 'I hereby confirm that I have a valid AMFI Registration Number and it has not been received by any wrongful means. Further, I undertake that I shall not share the investment details of any investor with any third party without investor's consent and comply with all other Guidelines/Code of Conduct issued by Association of Mutual Funds in India and Aditya Birla Sun Life AMC Limited.'
- Buttons**: 'RESET' and 'SUBMIT' buttons at the bottom.

Enter your ARN number in the format 'ARN-XXXXX' and for RIA in the format 'INXXXXX'.

Enter the folio numbers (Max 5 separated by comma)

E-mail field will get auto-populated with the registered e-mail id and is non-editable. However, for NDs and Banks, only the domain name is non-editable.

Select 'From' and 'To' date.

Enter Captcha, self-declaration and click 'Submit'.

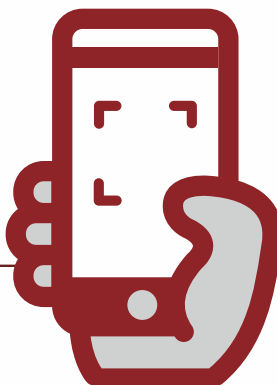
Statement received at your registered e-mail id can be opened by password 'ARNXXXXX' or 'INXXXXX', as applicable.

The link of E-SOA : <https://mutualfund.adityabirlacapital.com/accountondemand>





ABSLMF Partner App
<http://partner.app.link/>



Active Account App
<http://bit.ly/abslmfactiveapp>



Digital Empower



For AMFI/NISM Certified partners only. For private circulation only.

Aditya Birla Sun Life AMC Limited (Investment Manager to Aditya Birla Sun Life Mutual Fund)
(Formerly known as **Birla Sun Life Asset Management Company Limited**)
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+91 22 4356 7000 | care.mutualfunds@adityabirlacapital.com | www.adityabirlasunlifemf.com |
CIN: U65991MH1994PLC080811

Contact Us:
1800-270-7000

adityabirlacapital.com



**ADITYA BIRLA
CAPITAL**

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