



INVESTING in India's largest
companies can help you
achieve your goals.

Aditya Birla Sun Life Focused Equity Fund

An Open ended Large cap Equity Scheme investing in maximum 30 stocks.

Mutual Funds

Aditya Birla Sun Life Mutual Fund



**ADITYA BIRLA
CAPITAL**

1800-270-7000

Investment Objective



The scheme seeks to provide medium to long-term capital appreciation, by investing predominantly in a diversified portfolio of equity and equity-related securities of upto 30 companies with long term sustainable competitive advantage and growth potential.

Investment and stock selection strategy



It adopts a blend of top-down and bottom-up approach to investment. Emphasis of the scheme will be in identifying companies with strong competitive position in good businesses and having quality managements. The scheme will select stocks from within the investment universe based on its internal analysis on the following criteria:

- Visionary and trustworthy management with established track record
- Nature and stability of business
- Prospects for future growth and scalability
- Financial discipline and returns
- Valuations and growth potential

Please refer to the SID for asset allocation, investment strategy and scheme specific risk factors.

Why Aditya Birla Sun Life Focused Equity Fund?



Large companies are generally companies with reasonably long and an established track record of good corporate governance and Aditya Birla Sun Life Focused Equity Fund is designed for investors who predominantly seek to invest in the broad, large cap stocks.

Why invest in focused companies?



- Large cap companies tend to perform better, especially when the market is going through a turbulent phase
- Investing in larger companies is a wise decision as they are reputable and financially sound
- Investing in large cap stocks can help with relatively stable returns
- They have the ability to perform across market cycles
- These companies are widely recognized
- They have sustained models in place, resulting in a long-term track record that's quite credible

The scheme investments are focused in selected large cap 30 companies to garner maximum benefit in terms of returns. It buys stocks of these 30 companies and holds them to reap benefits.



One Plan. Two Benefits.

Getting capital appreciation by investing in a diversified portfolio is only one advantage you can avail from Aditya Birla Sun Life Focused Equity Fund. You can unlock the true potential of this fund by investing via Century SIP.



Why CSIP?

When an investment can offer you the dual benefits of growing your wealth and providing your family with a stable financial future, why choose only one? Opting to invest via CSIP allows you to not only grow your wealth but it also allows you to gain a life cover of up to 100 times your monthly CSIP investment or ₹ 50 lakh (whichever is lower) at no additional cost.

Life cover:

1st year: 10 times x monthly SIP amount, 2nd year: 50 times x monthly SIP amount, 3rd year onwards: 100 times x monthly SIP amount.

Suppose you start an SIP of ₹ 50,000 at the age of 35, here are the scenarios:

Scenarios	SIP Tenure	Amount invested (in ₹)	Investment value (in ₹)	SIP discontinued	Redemption	Demise at the age of	Insurance benefit	Total corpus* (in ₹)
1	25 years	1.5 crs.	9.48 crs.	No	No	No	Zero	9.48 crs.
2	15 years	90 lakhs	2.52 crs.	No	No	50	50 lakhs	3.02 crs.
3	2 years	12 lakhs	17.08 lakhs	After 2 years	No	39	Nil	17.08 lakhs
4	3 years	18 lakhs	67.56 lakhs	After 3 years	No	48	50 lakhs	1.17 crs.

Note: Insurance cover would cease, if investor redeems (fully/partially) or switch out (fully/partially) units before completion of the Century - SIP tenure. *Total Corpus = Value of units, accumulated under Century - SIP, at start of the each policy year. The calculation is for illustration purpose only with an assumed return @12%. Past performance may or may not be sustained in future.

Consult your financial advisor to know more about CSIP.

We offer a wide range of Mutual Fund solutions to cater to your specific investing needs.

To know more about the various solutions, please contact our advisor or visit our website adityabirlasunlifemf.com

Savings

Regular
Income

Tax
Saving

Wealth



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Scheme:	This product is suitable for investors who are seeking*:	
Aditya Birla Sun Life Focused Equity Fund (An Open ended Large cap Equity Scheme investing in maximum 30 stocks.)	<ul style="list-style-type: none"> Long term capital growth with exposure limited to a maximum of 30 stocks investments in equity and equity related securities to form a concentrated portfolio <p>*Investors should consult their financial advisors, if in doubt about whether the product is suitable for them.</p>	<p>RISKOMETER Investors understand that their principal will be at Moderately high risk</p>

Aditya Birla Sun Life Century SIP is a facility, in addition to the conventional SIP facility, offered under designated schemes which give the benefit of Life Insurance cover to the eligible investors. Life Insurance cover is subject to limits and other terms and conditions as specified for availing Century SIP, an optional, add-on, facility made available under designated schemes of Aditya Birla Sun Life Mutual Fund. This communication contains only few features of Century SIP. For further details and terms and conditions, investors are requested to refer to the Scheme Information Document of designated schemes or visit our website before availing Aditya Birla Sun Life Century SIP. Further, the Group Life Insurance cover will be governed by the terms, conditions & exclusions of the insurance policy with the relevant Insurance Company as determined by the Aditya Birla Sun Life AMC Ltd. (ABSLAMC). ABSLAMC reserves the right to modify/annul the said Group Insurance Cover on a prospective basis. Insurance is a subject matter of solicitation.



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