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**INVESTING** in hidden opportunities can help you unlock the true value.

### **Aditya Birla Sun Life Pure Value Fund**

An open ended equity scheme following a value investment strategy

**Inception date:** March 27, 2008

**Mutual Funds**

Aditya Birla Sun Life  
Mutual Fund



**ADITYA BIRLA  
CAPITAL**

1800-270-7000

In a journey, there will always be a path taken by all. Then there are the lesser known routes that may make you reach your financial destination faster. These are the opportunities that may have been overlooked by the market. The hidden gems waiting to be discovered and unlock value.

## About the Fund

A diversified fund that aims for long-term capital appreciation by investing predominantly in equity and equity related securities by following the value investing philosophy.

## About Value Investing Philosophy

Value Investing Philosophy is an internationally renowned concept. It believes in buying into businesses that are available for less than their intrinsic value in the market. Intrinsic value means the actual worth of the business, independent of market fluctuations. Knowing the intrinsic value helps to compare it with the rate it is currently being traded in the market.

Our in-house team of experts deploys a vigorous stock selection process that helps you identify opportunities that are currently trading lower than their intrinsic value in the market. These could be from any size of market capitalisation (small, mid or large cap) or any sector.

## How does Aditya Birla Sun Life Pure Value Fund work?

Through fundamental analysis, business underlying the security is assessed vis-à-vis its intrinsic value. Some of the factors that are studied are:



### Invest in it if –



## Key Features -

Duration	Plans/ Options	Minimum Application Amount	Minimum Additional Investment
More than 3 years	Regular Plan and Direct Plan with a common portfolio and separate NAV's.	₹ 1,000 (plus in multiples of ₹ 1)	₹ 1,000 (plus in multiples of ₹ 1)

For further details on the Scheme, investors can refer to Scheme Information Document and Key Information Memorandum on website of the Fund.

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](http://adityabirlasunlifemf.com)

Savings

Regular  
Income

Tax  
Saving

Wealth



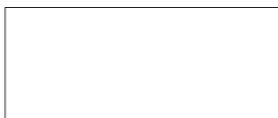
# ADITYA BIRLA CAPITAL

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Scheme:	This product is suitable for investors who are seeking:
<p><b>Aditya Birla Sun Life Pure Value Fund</b> An open ended equity scheme following a value investment strategy.</p>	<ul style="list-style-type: none"> <li>• long term capital growth</li> <li>• investments in equity and equity related securities by following value investing strategy</li> </ul> <p>Investors should consult their financial advisors, if in doubt about whether the product is suitable for them.</p>
<p><b>RISKOMETER</b></p> <p>Investors understand that their principal will be at <b>Moderately high</b> risk</p>	



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