

Invest in companies that
share their profits with you



Birla Sun Life
Mutual Fund



Birla Sun Life

Dividend Yield Plus

An Open ended Growth Scheme

Highlights

**Capital
appreciation
through
investments in
profitable
companies**

**Strong dividend
history**

A company that shares a good portion of its profit is a good investment, more so if its share price is underrated. You tend to gain in two ways: you can earn not only from tax-free dividends, but also from the appreciation in your capital if the price of the stock rises.

How do you tap the opportunity? Through Birla Sun Life Dividend Yield Plus (BSL Dividend Yield Plus), which aims to invest in companies fulfilling both criteria. In fact, had you put money in the dividend option of this scheme when it was launched on 26th Feb '03, you would have earned ₹ 22.69 per unit in tax-free dividends alone!

Past performance may or may not be sustained in the future. Please refer overleaf for further details.

2 Reasons Why You Can Get More Bang For Your Buck



High dividends, higher profits: The ability to declare dividends - that is, share profits - normally shows a strong company. And BSL Dividend Yield Plus primarily invests only in companies with high dividend yield, that is, with high profitability.

Increased value of holdings: You can get more bang for your buck because when the share prices of these companies rise, so does the value of your holding.

Highly Rated

BSL Dividend Yield Plus has earned high ratings from various external agencies for its consistent performance over the years.

CRISIL Mutual Fund Rank 1

Open Ended Consistent Equity (54 Schemes),
5 Years ended 30-Sep-11

5-Star Fund by ICRA

Open Ended Diversified Equity - Defensive (95 Schemes),
3 yr periods ended 31-Dec-10

Past performance is no guarantee of future results. For ranking methodology, see below.

Strong Dividend History

Since it was set up over 8 years ago, BSL Dividend Yield Plus has declared dividends 24 times (see table). And if you'd invested ₹ 1 lakh in the dividend option of this scheme on its launch date, you'd have **earned over ₹ 2 lakh in tax-free dividends alone!**

Dividends Declared Since Inception

	Dividend History Dividend Date	Dividend (₹ per unit)	Cum Dividend NAV (₹ per unit)
2003	30 May	0.80	11.84
	13 Jun	0.50	10.88
	24 Jul	1.20	11.62
	19 Sep	1.80	12.09
	31 Oct	1.00	11.87
	26 Dec	1.50	13.93
2004	13 Feb	1.00	12.58
	28 Sep	0.80	11.57
	24 Dec	1.40	13.75
2005	11 Mar	1.00	12.85
	1 Jul	0.80	11.26
	28 Oct	0.80	11.94
2006	13 Jan	1.60	11.89
	27 Apr	1.00	13.07
	10 Oct	0.80	11.67
2007	30 Apr	0.80	11.20
	1 Nov	1.00	12.77
2009	10 Jun	1.00	11.93
	15 Oct	0.58	13.89
2010	26 Feb	0.65	13.54
	25 Jun	0.71	14.79
	29 Oct	0.75	16.70
2011	25 Feb	0.60	13.28
	29 Oct	0.75	16.70
Total		22.69	

Dividends mentioned above were on a face value of ₹ 10/unit. After payment of dividend, NAV will fall to the extent of the payout and statutory levy, if any. Inception date: 26 Feb 03. Declaration of dividend is at the discretion of the trustees and subject to availability of distributable surplus.

Past Performance may or may not be sustained in the future.

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.

Financial Solution(s) stated are ONLY for ease of understanding the scheme's aimed intent & does not guarantee any specific performance/returns



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sms GAIN to 56161

Premium SMS charges apply. For Individual nature of tax benefits, please consult your tax advisor.

Disclaimer: The portfolio of the scheme is subject to changes within the provisions of the Scheme Information Document. Please refer to the Scheme Information Document for asset allocation, investment strategy and risk factors. **Ranking Methodology & Disclaimer:** CRISIL Mutual Fund Ranking: CRISIL Mutual Fund Rank 1 - Consistent Equity Schemes Category (54 Schemes) 5 Years ended 30-Sept-11: CRISIL Mutual Fund Ranking is the relative performance ranking of mutual fund schemes within the peer group. The basic eligibility criteria for inclusion in the ranking universe are NAV history & assets under management in excess of category cutoff limits and complete portfolio disclosure. The ranking is done based on the following parameters. Superior Return Score (for 5 yr period): The Superior Return Score (SRS) is the relative measure of the return and the risk for the schemes compared to their peer group. The SRS is calculated for a period of five years, with separate one year periods weighted differentially with the most recent period having the highest weightage. Historic CRISIL Mutual Fund Performance: Historic CRISIL Mutual Fund performance is considered only for the Consistent category. Quarterly mutual fund ranks during the five year period of analysis are weighted with separate one year periods weighted differentially with the most recent period having the highest weightage. **Past Performance is no guarantee of future results. Ranking Source: CRISIL FundServices, CRISIL Ltd. ICRA Mutual Fund Awards 2011:** Two Five Star Fund Rankings each in "Open Ended Diversified Equity - Aggressive" and Open Ended Diversified Equity - Defensive schemes Category - 83 and 95 Schemes - 1 and 3 year performance ended 31 Dec 2010 respectively. The rank is an outcome of an objective and comparative analysis against various parameters, including: risk adjusted return, fund size, company concentration and portfolio turnover. Seven Star Fund Rank indicates - Best Performance amongst the Five Star Funds in the respective category. Five Star Fund Rank indicates - Funds with composite score in the top 5% confidence interval, i.e. based on the positioning of a scheme in the category's normal distribution, in the respective category. The rank is neither a certificate of statutory compliance nor any guarantee on the future performance of any of the schemes. The ranking methodology did not take into account loads imposed by the Fund. **Past Performance is no guarantee of future results. Ranking Source & Publisher: ICRA Online Limited. Statutory Details: Constitution:** Birla Sun Life Mutual Fund has been set up as a Trust under the Indian Trusts Acts, 1882. **Sponsors:** Aditya Birla Financial Services Private Limited and Sun Life (India) AMC Investments Inc. [liability restricted to seed corpus of ₹1 Lac]. **Trustee:** Birla Sun Life Trustee Company Pvt. Ltd. **Investment Manager:** Birla Sun Life Asset Management Company Ltd. **Scheme Name and Objective:** Birla Sun Life Dividend Yield Plus: (An Open ended Growth Scheme) with the objective to provide capital growth and income by investing primarily in a well diversified portfolio of dividend paying companies that have a relatively high dividend yield. **Entry Load (Incl. for SIP):** Nil. **Exit Load (Incl. for SIP):** 1.00% of applicable NAV, if redeemed/switched out of units within 365 days from the date of allotment. **Risk Factors: Mutual Funds and Securities investments are subject to market risks and there can be no assurance or guarantee that the objectives of the scheme will be achieved. As with any investment in securities, the NAV of the Units issued under the scheme may go up or down depending on the various factors and forces affecting capital markets and money markets.** Past performance of the Sponsor/Investment Manager/Mutual Fund does not indicate the future performance of the Scheme and may not necessarily provide a basis of comparison with other investments. **The name of the scheme does not, in any manner, indicate either the quality of the scheme or its future prospects or returns.** Unitholders in the scheme are not being offered any guaranteed/assured returns. Please refer to Scheme Information Document for detailed scheme specific risk factors. **Investors should carefully read the Scheme Information Document / Statement of Additional Information / Key Information Memorandum available at Investor Service Centers and with distributors before investing.**

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