

Vishal Grover | Cafe Owner



INVESTING in India's largest Bluechip companies can enable you to fulfil your dreams.

Aditya Birla Sun Life Frontline Equity Fund

An Open ended equity scheme predominantly investing in large cap stocks.

Mutual Funds

Aditya Birla Sun Life Mutual Fund



**ADITYA BIRLA
CAPITAL**

1800-270-7000

A diversified equity fund that invests across sectors in line with Nifty 50 TRI Index, predominantly investing in large cap stocks.

3 Pillar Strategy

Discipline

The scheme targets to maintain sector exposure within $\pm 30\%$ relative to benchmark or absolute $\pm 5\%$, whichever is higher, of the sectoral weight in the benchmark index. This, along with well defined market cap exposure and stock concentration limits provide better diversification and discipline to investment strategy.

Fundamental research driven investment process

Scheme seeks to generate excess returns over benchmark by following a combination of top-down and bottom-up approach to investing.

Performance over benchmark

The fund targets to beat the benchmark across the market cycles.

Key Features



Long Track Record:

A scheme with a long track record of over 17 years. (August 30, 2002)



Handpicked Investments:

Investment in promising companies across industries.



Large Cap Allocation:

Aims for wealth creation through investment in India's bluechip companies.



Diversification:

Avoids excessive concentration and practices diversification across sectors and stocks.



Dividend:

Endeavors to declare regular dividends under dividend option, subject to availability of distributable surplus.



Flexibility:

Large cap-tilt isn't a constraint to performance as Fund Manager has the leeway of handpicking winners outside the Nifty 50 also.



True to Label Fund:

The fund has maintained large cap bias over the years by keeping average large cap allocation to approximately 80% or higher since inception.

For Whom



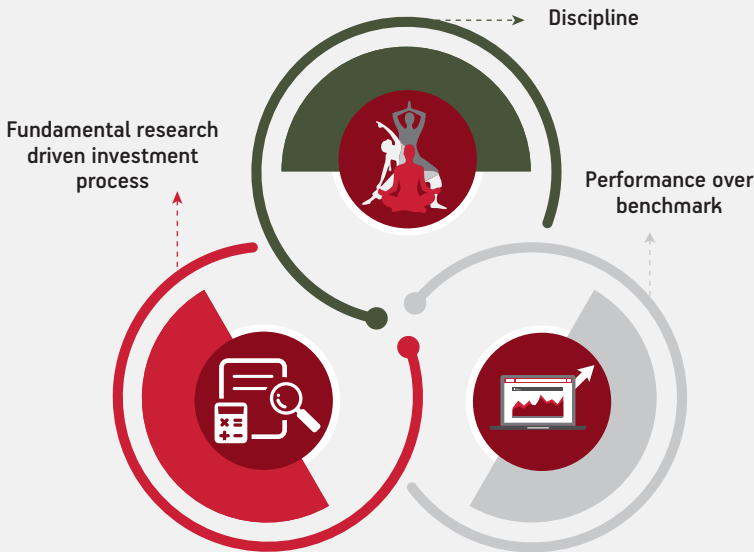
For investors who wish to diversify their investments across bluechip stocks in different sectors, which are the largest ones or market leaders in their respective industries.



For investor seeking risk adjusted returns with primary focus on stability.



For conservative/moderate investors who are ready to take prudent risk considering that the fund can take marginal exposure outside Nifty 50 also.



One Plan. Two Benefits.

Benefiting from exposure to large cap stocks is the only one advantage you can avail from Aditya Birla Sun Life Frontline 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 Frontline Equity Fund (An Open ended equity scheme predominantly investing in large cap stocks.)	<ul style="list-style-type: none">Long term capital growthinvestments in equity and equity related securities, diversified across various industries in line with the benchmark index, Nifty 50 TRI <p>*Investors should consult their financial advisors, if in doubt about whether the product is suitable for them.</p>	<p>LOW RISKOMETER HIGH</p> <p>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.