

ADITYA BIRLA SUN LIFE

WHY INVESTINTHIS FUND?

Key Features

- This is a Multi Cap fund with an investment strategy which invests in companies which offer visible and consistent earnings growth at reasonable valuations.
- Investment strategy is to allocate about 65 per cent in large-cap stocks, up to 25 per cent in mid caps and remaining in small caps.
- The portfolio features a mix of growth as well as value picks though the core fund investment style is oriented towards growth.
- The fund has invested in 74 stocks currently across 45 sectors.
- It seeks to maintain its sectoral weights within a tight range of the sectoral allocation of its benchmark S&P BSE 200
- However, it has the flexibility of selecting stocks within a sector from a wider investment universe.
- The top 3 sectors in the portfolio are Financials (29.90%), FMCG (9.60%) and Automobile (8.01%)
- Fund Benchmark is S&P BSE 200
- Fund manager since inception is Mr Anil Shah (since Oct 2012)
- Current AUM of this fund is Rs 6.914.94 crores
- Current expense ratio is 2.24%
- Exit load is 1% (up to 1 year). Minimum investment: Rs 1,000 (Lump sum) and Rs 1,000(SIP)

Benefits

- Fund has a long track record across bull and bear phases and was launched inAugust 1998 (19 years old). It has been a consistent performer over the last 10 years.
- Fund has out performed both its benchmark as well as its peers by huge margins across 1 year, 3 years, and 5 years and since inception time frame.
- Fund returns have been superlative over the last 1 year (16.37%), 3 years (17.94%p.a), 5 years (21.63%p.a) and since inception (24.86% p.a). have been ahead of its benchmark (S&P BSE 2001 as well as the multi cap category funds by 0.90%, 7.55%, 8.25% and 10.03 % p.a. respectively (Returns as on October 6, 2017)
- Rs 10,000 invested since inception (August 27, 1998) has become Rs 6.97 Lacs (as on October 6, 2017) giving a return of 24.86% per annum.(NAV 697.94)
- Past records suggest that the fund has been better at making most of the bull markets, rather than containing loses in bear markets
- Backed by a stable management team and long track record this fund is amongst the top choices in the multi-cap category
- This fund is a long term wealth creator and can be part of an investor's core portfolio

Recommendation

 We recommend this fund with a 3 to 5 years time horizon for investors desiring superior returns with lower volatility from a portfolio of good performing large-cap companies

ADITYA BIRLA SUN LIFE EQUITY FUND

Fund Report Card

Fund Objective/N	lission				
of capital, through	th scheme with the obje a portfolio with a target money market securitie	allocation of S			
Fund House Deta					
AMC Name:	Aditya Birla Sun Life A	MC Limited			
Address: One India Bulls Centre , Tower 1, 17th Floor, Jupiter Mill Compound, 841, Senapati Bapat Marg, Elphinstone Road, Mumbai - 400 013					
Website:	www.birlasunlife.com				
AUM As On (31-# NAV As On (06-C Min Investment	lct-2017)	61	15.94 07.94 000		
Min Investment Lumpsum 10 (in Rs.) SIP 10					
NAV (52WeekHig	h)(19-Sep-2017)	7	710.7		
NAV (52WeekLow	54	19.03			
	Top 10 Companie				
	Name	(%)			
HDFC Bank Ltd.		5.61	T.		
ICICI Bank Ltd.		5.46	T .		
Vedanta Ltd.		4.44	T.		
Maruti Suzuki Indi	3.05	- T			
ITC Ltd.		2.90	- T		
IndusInd Bank Ltd	L	2.86	T .		
Dabur India Ltd.		2.80	1		

	Adi	tya Birla SL	Equity Fun	d(G)			
Investment Informa	tion		Fund	Structure			
	en ended scheme	Total Stock			74		
Launch Date	27/Aug/1998	Total Secto	rs:		45		
Fund Manager	Anil Shah	P/E Ratio:			29.28		
Bench Mark	S&P BSE 200	P/B Ratio:			5.91		
Max.Entry Load(%)	NA	Avg. Marke		10	108232.97		
Max.Exit Load(%)	1	(Rs.On(Aug	(Rs.On(Aug-2017)				
5 Years History							
Financial Year	2016-2017	2015-2016	2014-2015	2013-2014	2012-2013		
NAV in Rs.(as on 31st March)	628.32	463.93	487.03	319.89	252.69		
Net Assets(Rs Crores.) (as on 31st March)	4801	2298	2298 2020		652		
Returns(%)	35.04	-5.57 51.9		25.59	6.39		
CNX NIFTY Returns(%)	18.94	-9.87	26.33	17.53	6.86		
Category Rank	53/(295)	103/(289)	79/(274)	39/(217)	81/(204)		
* Latest As on 31/Mar/17	Quarterly Perfor						
Financial Year	Quarterly Period	mance Last %		13	Q4		
2017-2018	4.53	4.63					
2016-2017	9.1	15.18	-5	87	14.13		
2015-2016	-2.65	1.1	1.1 -0.65		-2.6		
2014-2015	29.34	3.01		58	5.25		
2013-2014	0.22	0.28	16	.35	8.26		
Market Capitalisation	•		Asset	Details			
MCAP%		6	Asset%				
100 -					Equity		
					Cthers!		
80			-				
60		86.52	×				
40		-		13.26 %			
20 2.09 %	0.01 %						

Yes Bank Ltd. 2.53 ↓ () ⊕ m Indicates an increase or decrease or no change in holding since last portfolio. ★ Indicates new holding since last portfolio.

2.64

2.58

ata Communications Ltd.

Corporation Ltd.

ousing Development Finance

SIP Details - Invested Rs 5000 Every Month						
Period	Total Investment (Rs.)	Scheme(Rs)	Benchmark			
1 Year	60000	67869	66883			
3 Years	180000	244370	220994			
5 Years	300000	534353	430158			
10 Years	600000	1519403	1116453			

Whats In Whats Out(From Previous Month)				
	Company	Sector		
In	3	2		
Out	2	0		
No Change Mage	70	49		

"LargeCap- >Rs. 5,000 crores; MidCap-	between Rs.750 crores to Rs.5,000 crores; SmallCap- «Rs.750 crores.
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Top 10 SectorWis	e Holding		Scheme Performance As On (06/Oct/17)			
			Period	Returns	B'mark	Rank
			3 Months	4.96	3.58	102/(283)
Finance - Investment	10.43	T	6 Months	10.81	8.32	104/(272)
Metal - Non Ferrous	6.28	t	1 Year	16.37	15.47	149/(258)
Finance - NBFC	5.35	1	3 Years	17.94	10.39	61/(188)
Household & Personal Products	4.92	i -	5 Years	21.63	13.38	39/(158)
IT - Software	4.84	Ť.	Since Inception	24.86	14.83	NA
Pharmaceuticals & Drugs	4.71	4				
Finance - Housing	3.36	1		Volatility M	easures	
Telecommunication - Service	3.15	1	Fama	0.02 St	1 Dev	0.78
Provider	3.15		Beta	1.04 Sh	ame	0.05
Automobiles - Passenger Cars	3.05	t				
Indicates an increase or decrease in	a balding since	last motivies				

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Be	st/Worst Return		Best Return		Worst Re	turn	Fund Performance Vis-a-vis Benchmark
	Period	Fund(%)	B'mark(%)	Period	Fund(%)	B'mark(%)	Monthly Fund Return +/- NA
Month	03/12/99 to 04/01/00	44.32	22.46	12/04/00 to 12/05/00	-33.46	-29.79	d b
Quarter	19/11/99 to 21/02/00	118.12	63.41	25/02/00 to 26/05/00	-47.7	-41.32	
Year	22/02/99 to 22/02/00	354.26	138.23	12/04/00 to 12/04/01	-59.42	-49.17	
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SOURCE - Aditya Birla Sunlife Equity Fund

Science: This document has been prepared by histhodic stillardar /h.C. M. Hendbal, Yoo di in mater for usity the necipiter only as information and to not for constraints. This document has been prepared by histhodic stillardar /h.C. M. Hendbal, Yoo di in mater for usity the necipiter only as information and on the forconstraints. This document is not be negreated regated and advantage in the search of the stillar document in the document of the stillar document in the search of stillar document of the stillar document of updatedity vehicles. The information constrained in this document has been obtained from sources that are considered to be reliable. However, if has not dopadedity vehicles, if the accuracy or compression of the stillar document for stall and stillar document of the stillar document approximation. The information constrained in this document is and stillar document the stillar document approximation is not necessarily agains future performance and value of involutionets can go down as well. The subtablity or otherwise of any investments at leagend to semplement and the stockets or otherwise the their instead of stillar documents can go down as well. The subtablity or otherwise of any investments at the semplement and the stockets or otherwise the their instead of stillar document. For a go down as well, the subtablity or otherwise of any investments at the semplement and the stockets or otherwise the stillar document and the podote(tar), and instal, at at performance the semplement and the stockets or otherwise the semplement and the stockets or other

