

Press Release

Aditya Birla Sun Life Frontline Equity Fund Wealth Creation Study

Monthly SIP of Rs 10,000 amounting to Rs 25.8 lakhs would have grown to over Rs 2 crores in 21 years

Lumpsum investment of Rs 1 lakh would have grown to nearly Rs 45 lakhs in 21 years

Mumbai, April 2, 2024: Aditya Birla Sun Life AMC Limited (ABSLAMC) was incorporated in the year 1994. Aditya Birla Capital Limited and Sun Life (India) AMC Investments Inc. are the promoters and major shareholders of the Company. ABSLAMC is primarily the investment manager of Aditya Birla Sun Life Mutual Fund, a registered trust under the Indian Trusts Act, 1882. The asset manager has reported that **Aditya Birla Sun Life Frontline Equity Fund** generated more than **Rs 2 crores** with a monthly systematic investment plan (SIP) of **Rs 10,000 in 21 years**. That implies a compounded annual growth rate (CAGR) of **16.5%** during the same time.

Similarly, a **lumpsum** investment of **Rs 1 lakh** would have grown to nearly **Rs 45 lakhs in 21 years**. That's a **CAGR** of **19.3%** since inception.

The fund was launched on 30 August 2002. The open-ended equity scheme is managed by Mahesh Patil (since November, 2005) along with Dhaval Joshi (since November, 2022). The fund manager(s) combines a top down & bottom-up approach for making investing decisions and maintains sector exposure within the benchmark's sectoral weight range. The scheme has a bias towards blue-chip companies and at the same time it also has a certain flexibility to invest in better performing companies outside the blue-chip space. The fund essentially follows the GARP (Growth At a Reasonable Price) philosophy to identify companies that have the potential to grow faster than the industry over the long-term and are available at reasonable valuations adjusted for growth. Investors stand to potentially gain from this strategy. The fund aims to invest in equity and equity-related securities, diversifying across industries in alignment with the Nifty 100 benchmark index.

Commenting on the wealth creation study, **A. Balasubramanian, Managing Director & CEO, Aditya Birla Sun Life AMC Ltd** said, *"In an evolving market landscape, where investors seek both growth potential and stability, Aditya Birla Sun Life Frontline Equity Fund has consistently strived to provide both, by investing in blue chip companies. I am confident that the fund will continue to remain true to its philosophy and follow the discipline shown over the years by proactively managing risk and deliver consistent performance in both bull and bear market phases. The fund size has grown to more than Rs 20,000 crores from Rs 10 crores in over 2 decades purely based on discipline, consistency and investor experience."*

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About Aditya Birla Sun Life AMC Limited

Aditya Birla Sun Life AMC Limited (ABSLAMC) was incorporated in the year 1994. Aditya Birla Capital Limited and Sun Life (India) AMC Investments Inc. are the promoters and major shareholders of the Company.

ABSLAMC is primarily the investment manager of Aditya Birla Sun Life Mutual Fund, a registered trust under the Indian Trusts Act, 1882. ABSLAMC also operates multiple alternate strategies including Portfolio Management Services, Real Estate Investments and Alternative Investment Funds. ABSLAMC is one of the leading asset managers in India, servicing around 7.89 million investor folios with a pan India presence across 290 plus locations and a total AUM of Rs. 3,247 billion for the quarter ending December 31, 2023, under its suite of Mutual Fund (excluding domestic FoFs), Portfolio Management Services, Alternative Investment Funds, Offshore and Real Estate offerings.

About Aditya Birla Capital Limited

Aditya Birla Capital Limited ("ABCL") is the holding company for the financial services businesses of the Aditya Birla Group.

With subsidiaries/JVs that have a strong presence across Protecting, Investing and Financing solutions, ABCL is a financial solutions group that caters to the diverse needs of its customers across their life cycle. Powered by about 47,000 employees, the businesses of ABCL have a nationwide reach with over 1,462 branches, more than 2,00,000 agents / channel partners and several bank partners.

As of December 31, 2023, Aditya Birla Capital Limited manages aggregate assets under management of over Rs. 4.10 lakh Crore with a consolidated lending book of about Rs 1.15 lakh Crore through its subsidiaries and joint ventures.

Aditya Birla Capital Limited is a part of the Aditya Birla Group, which is in the league of Fortune 500. Anchored by an extraordinary force of over 187,000 employees belonging to 100 nationalities, the Group is built on a strong foundation of stakeholder value creation. With over seven decades of responsible business practices, our businesses have grown into global powerhouses in a wide range of sectors – metals, pulp and fibre, chemicals, textiles, carbon black, telecom, cement, financial services, fashion retail and renewable energy. Today, over 50% of Group revenues flow from overseas operations that span 41 countries in North and South America, Africa, Asia, and Europe.

About Sun Life

Sun Life is a leading international financial services organization providing asset management, wealth, insurance and health solutions to individual and institutional Clients. Sun Life has operations in a number of markets worldwide, including Canada, the United States, the United Kingdom, Ireland, Hong Kong, the Philippines, Japan, Indonesia, India, China, Australia, Singapore, Vietnam, Malaysia and Bermuda. As of December 31, 2023, Sun Life had total assets under management of \$1.40 trillion. For more information, please visit www.sunlife.com. Sun Life Financial Inc. trades on the Toronto (TSX), New York (NYSE) and Philippine (PSE) stock exchanges under the ticker symbol SLF.

For media queries please connect with:

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Disclaimers

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

Scheme Performance Summary

Aditya Birla Sun Life Frontline Equity Fund - Regular Plan - Growth Option ₹446.15		NAV as on February 29, 2024:			
Fund Manager: Mr. Mahesh Patil (Since November, 2005) & Mr. Dhaval Joshi (Since November, 2022)					
Particulars	CAGR % Returns				
	Since Inception	5 Years	3 Years	1 Year	
Aditya Birla Sun Life Frontline Equity Fund	19.31%	16.20%	16.74%	31.91%	
B: NIFTY 100 TRI	NA	16.80%	16.63%	33.15%	
AB: S&P BSE SENSEX TRI	17.32%	16.48%	15.21%	24.51%	
Current Value of Standard Investment of ₹10,000 invested (in ₹)					
Aditya Birla Sun Life Frontline Equity Fund	4,46,150	21,206	15,929	13,201	
B: NIFTY 100 TRI	NA	21,752	15,884	13,326	
AB: S&P BSE SENSEX TRI	3,11,024	21,463	15,312	12,458	
Inception Date: August 30, 2002					

Past performance may or may not be sustained in future. The above performance is of Regular Plan - Growth Option. Kindly note that different plans have different expense structure. Load and Taxes are not considered for computation of returns. When scheme/additional benchmark returns are not available, they have not been shown. Total Schemes managed by Mr. Mahesh Patil is 3. Total Scheme managed by Mr. Dhaval Joshi is 51. The scheme is currently managed by Mr. Mahesh Patil since November 17, 2005 (18.3 years) & Mr. Dhaval Joshi since November 21, 2022 (1.3 years).

PERFORMANCE OF OTHER OPEN-ENDED SCHEMES MANAGED BY MR. MAHESH PATIL						
Fund Manager: Mr. Mahesh Patil						
Scheme Names	CAGR % Returns					
	5 Years		3 Years		1 Year	
	Scheme	Benchmark	Scheme	Benchmark	Scheme	Benchmark
Aditya Birla Sun Life Equity Hybrid '95 Fund	12.61%	15.07%	13.04%	14.08%	27.41%	26.58%
Aditya Birla Sun Life Infrastructure Fund	23.05%	24.38%	27.23%	26.69%	58.90%	62.40%

- a. Mr. Mahesh Patil manages 3 open-ended schemes of Aditya Birla Sun Life Mutual Fund.
b. Different plans shall have a different expense structure. The performance details provided herein are Regular Plan - Growth Option.

PERFORMANCE OF OTHER OPEN ENDED SCHEME MANAGED BY MR. DHAVAL JOSHI

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Fund Manager: Mr. Dhaval Joshi						
Scheme Names	CAGR % Returns					
	5 Years		3 Years		1 Year	
	Scheme	Benchmark	Scheme	Benchmark	Scheme	Benchmark
Aditya Birla Sun Life Bal Bhavishya Yojna	11.21%	18.79%	10.65%	19.34%	31.95%	39.58%
Aditya Birla Sun Life Infrastructure Fund	23.05%	24.38%	27.23%	26.69%	58.90%	62.40%
Aditya Birla Sun Life Equity Advantage Fund	15.51%	21.15%	12.81%	22.03%	33.78%	44.88%
Aditya Birla Sun Life Midcap Fund	19.02%	25.42%	22.63%	27.42%	43.33%	57.08%
Aditya Birla Sun Life Dividend Yield Fund	21.67%	18.79%	28.21%	19.34%	52.56%	39.58%
Aditya Birla Sun Life Banking & Financial Services Fund	13.97%	13.40%	13.64%	9.09%	29.26%	14.53%

Note:

- Mr. Dhaval Joshi manages 51 open-ended schemes of Aditya Birla Sun Life Mutual Fund.
- Different plans shall have a different expense structure. The performance details provided herein are Regular Plan - Growth Option.

SIP PERFORMANCE - REGULAR PLAN - GROWTH (ASSUMING SIP OF ₹10,000 PER MONTH)				
Fund Manager: Mr. Mahesh Patil and Mr. Dhaval Joshi				
Particulars	CAGR % Returns			
	Since Inception	5 Years	3 Years	1 Years
Total Amount Invested (in ₹)	25,80,000	6,00,000	3,60,000	1,20,000
Market Value of amount Invested (in ₹)	2,03,28,449	9,61,551	4,68,815	1,40,454
Scheme Returns (CAGR)	16.51%	18.95%	17.95%	33.19%
B: NIFTY 100 TRI Returns (CAGR)	NA	18.92%	17.66%	34.97%
AB: S&P BSE SENSEX TRI Returns (CAGR)	15.55%	17.57%	15.46%	24.46%

The Fund's inception date is August 30, 2002, and the initial SIP instalment is considered to have been made on that date. Subsequent instalments occur on the first day of every following month. Past Performance may or may not be sustained in future.

PRODUCT LABEL			
Name of Scheme	This product is suitable for investors who are seeking*:	Riskometer	Benchmark Riskometer NIFTY 100 TRI
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 growth Investments in equity and equity related securities, diversified across various industries in line with the benchmark index, Nifty 100 	<p>RISKOMETER Investors understand that their principal will be at Very High risk</p>	<p>RISKOMETER Investors understand that their principal will be at Very High risk</p>
*Investors should consult their financial advisors if in doubt whether the product is suitable for them.			

Data as on February 29, 2024 | B: Benchmark | AB: Additional Benchmark