

Press Release

Aditya Birla Sun Life Digital India Fund Wealth Creation Study

Monthly SIP of Rs 10,000 Amounting To Almost Rs 29 Lakhs Would Have Grown To Over Rs 3 Crore In 23 Years

Lumpsum investment of Rs 1 lakh has turned to almost Rs 15 lakhs in 23 years

Mumbai, February 06, 2024: Aditya Birla Sun Life AMC Limited (ABSLAMC), a subsidiary of Aditya Birla Capital Limited and investment manager for Aditya Birla Sun Life Mutual Fund, has reported that **Aditya Birla Sun Life Digital India Fund** generated more than **Rs 3 crore** with a monthly Systematic Investment Plan (SIP) of **Rs 10,000** in the last **23** years. That implies a compounded annual growth rate(CAGR) of **17%** during the same time.

Similarly, a **lumpsum** investment of **Rs 1 lakh** has turned to over **Rs 15 lakhs** in the last 23 years. In other words, a lumpsum investment delivered a CAGR of **12.2%** since inception.

The fund was launched on 15th January 2000 with an objective to invest in a range of companies with varying market caps, from blue chip stocks to tech start-ups, providing a diversified portfolio. An investor would likely benefit from the high growth potential of IT, media, telecom and entertainment sectors.

Commenting on the wealth creation, **A. Balasubramanian, Managing Director & CEO, Aditya Birla Sun Life AMC Ltd** said, *“The two decades plus wealth creation study shows our Digital India Fund has consistently outperformed its benchmark and peers. An investor has been handsomely rewarded with more than Rs 3 crore by means of a simple Rs 10,000 monthly SIP over the last 23 years. The fund’s focus on capitalizing on opportunities within the technology sector, which is constantly evolving, is a smart move that aligns with the broader trends and advancements shaping the industry. This approach has resulted in the fund’s success and above-average returns, which is a positive sign for investors who are looking for a reliable investment option.”*

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. 3,235 billion for the quarter ending September 30, 2023 under its suite of Mutual Fund (excluding domestic FoFs), Portfolio Management Services, Alternative Investment Funds, Offshore and Real Estate offerings.

Press Release

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 42,000 employees, the businesses of ABCL have a nationwide reach with over 1,403 branches, more than 2,00,000 agents / channel partners and several bank partners.

As of September 30, 2023, Aditya Birla Capital Limited manages aggregate assets under management of over Rs. 4 lakh Crore with a consolidated lending book of about Rs 1.09 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 September 30, 2023, Sun Life had total assets under management of \$1.34 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:

Aditya Birla Sun Life AMC Limited

Jayesh Khilnani

Email: jayesh.khilnani@adityabirlacapital.com

Press Release

SIP PERFORMANCE - REGULAR PLAN - GROWTH (ASSUMING SIP OF ₹10,000 PER MONTH)

Fund Manager: Mr. Kunal Sangoi and Mr. Dhaval Joshi

Particulars	Since Inception	5 Years	3 Years	1 Year
Total Amount Invested (in ₹)	2,880,000	600,000	360,000	120,000
Market Value of amount Invested	32,618,769	1,160,907	476,578	149,042
Scheme Returns (CAGR)	17.01%	26.80%	19.16%	48.29%
B: S&P BSE Teck TRI Returns (CAGR)	NA	19.02%	12.69%	35.56%
AB: NIFTY 50 TRI Returns (CAGR)	14.89%	18.84%	17.49%	33.54%

The fund's inception date is January 15, 2000, and the initial SIP installment is considered to have been made on that date. Subsequent installments occur on the first day of every following month. Past Performance may or may not be sustained in the future. Load and taxes are not considered for the computation of returns. Performance for IDCW option would assume reinvestment of tax free IDCW declared at the then prevailing NAV. CAGR returns are computed after accounting for the cash flow by using XIRR method (investment internal rate of return). Where Benchmark returns are not available, they have not been shown.

Data as on December 31, 2023 | B: Benchmark | AB: Additional Benchmark

Scheme Performance Summary

Aditya Birla Sun Life Digital India Fund - Regular Plan - Growth Option

NAV as on December 31, 2023: ₹157.8

Fund manager: **Mr. Kunal Sangoi** (January 16, 2014) & **Mr. Dhaval Joshi** (November 21, 2022)

Particulars	CAGR % Returns			
	Since Inception	5 Years	3 Years	1 Year
Aditya Birla Sun Life Digital India Fund	12.20%	25.89%	21.99%	35.87%
B: S&P BSE Teck TRI	NA	19.74%	14.78%	21.17%
AB: Nifty 50 TRI	12.96%	16.25%	17.24%	21.36%

Current Value of Standard Investment of ₹10,000 invested (in ₹)

Aditya Birla Sun Life Digital India Fund	157,800	31,598	18,134	13,575
B: S&P BSE Teck TRI	NA	24,607	15,112	12,111
AB: Nifty 50 TRI	185,573	21,220	16,101	12,130

Inception date: January 15, 2000

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. Kunal Sangoi is 3. Total Schemes managed by Mr. Dhaval Joshi is 51. The scheme is currently managed by Mr. Kunal Sangoi since January 16, 2014 (9.11 years) & Mr. Dhaval Joshi since November 21, 2022 (1.1 year).

Press Release

PERFORMANCE OF OTHER OPEN-ENDED SCHEMES MANAGED BY MR. KUNAL SANGOI

Fund Manager: Mr. Kunal Sangoi						
Scheme Name	CAGR %Returns					
	5 years		3 years		1 year	
	Scheme	Benchmark	Scheme	Benchmark	Scheme	Benchmark
Aditya Birla Sun Life Focused Fund	15.10%	17.48%	16.14%	20.34%	23.05%	27.00%
Aditya Birla Sun Life Pure Value Fund	15.50%	17.48%	25.83%	20.34%	43.16%	27.00%

Note:

- Mr. Kunal Sangoi manages 3 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.

PERFORMANCE OF OTHER OPEN-ENDED SCHEMES MANAGED BY MR. DHAVAL JOSHI

Fund Manager: Mr. Dhaval Joshi						
Scheme Name	CAGR %Returns					
	5 years		3 years		1 year	
	Scheme	Benchmark	Scheme	Benchmark	Scheme	Benchmark
Aditya Birla Sun Life Bal Bhavishya Yojna	NA	NA	11.29%	20.34%	22.73%	27.00%
Aditya Birla Sun Life Infrastructure Fund	19.72%	19.92%	31.63%	27.59%	44.63%	40.21%
Aditya Birla Sun Life Equity Advantage Fund	14.51%	19.49%	15.19%	23.89%	27.01%	32.76%
Aditya Birla Sun Life Midcap Fund	17.25%	22.99%	25.86%	30.64%	40.00%	44.75%
Aditya Birla Sun Life Dividend Yield Fund	19.31%	17.48%	26.28%	20.34%	40.47%	27.00%
Aditya Birla Sun Life Banking & Financial Services Fund	13.01%	13.88%	16.63%	13.12%	21.81%	14.35%

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.

PRODUCT LABELLING			
Name of Scheme	This product is suitable for investors who are seeking*:	Riskometer	Benchmark Riskometer S&P BSE Tech TRI
Aditya Birla Sun Life Digital India Fund (An open ended equity scheme investing in the Technology, Telecom, Media, Entertainment and other related ancillary sectors)	<ul style="list-style-type: none"> Long term capital growth Investments in equity and equity related securities with a focus on investing in IT, Media, Telecom related and other technology enabled companies 		
*Investors should consult their financial advisors if in doubt whether the product is suitable for them.			

Risk-o-meter as on December 31, 2023

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