

IFAN Fund Insights

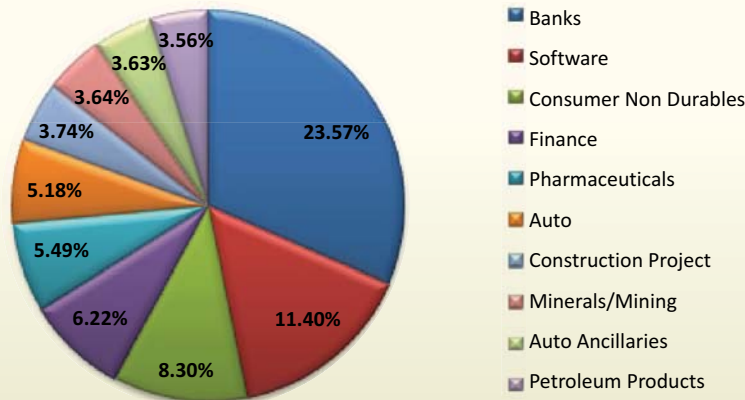
Research
Performance
Analysis

Birla Sun Life Frontline Equity Fund

SEPT' 2014

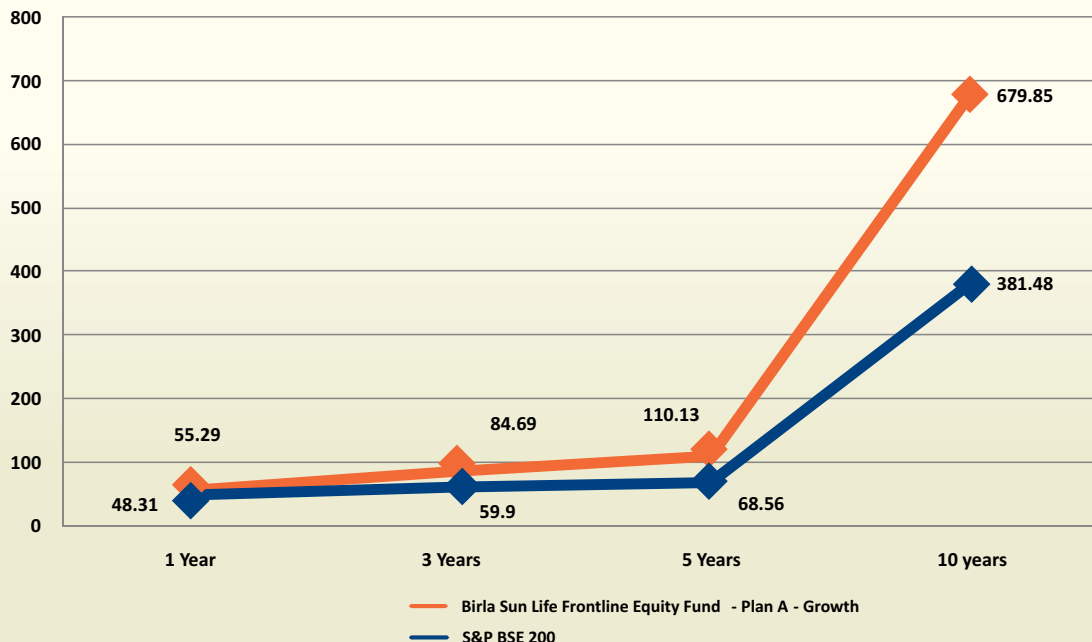
Birla Sun Life Frontline Equity Fund is a large-cap oriented fund, investing across sectors in line with the BSE 200 Index. The fund holds a unique proposition due to its large cap bias which helps it to cap the downside risk. The fund follows a flexible stock selection and targets the same sector weights as found in its benchmark, with some difference in sector allocation. As on 31st July 2014 the fund corpus stood at Rs.6161.92cr (Source MFICRA).

Sector Exposure as on 31st July 2014



Absolute Performance Comparison %

BSL Frontline Equity Fund v/s S&P BSE 200 (Benchmark of the Fund)





Fund Manager Profile

Birla Sun Life Frontline Equity Fund

The fund is managed by Mr. Mahesh Patil from 17th November 2005. He has an over 13 year's experience. Prior to joining BSLAMC, he has worked with Reliance Infocom Ltd. in Business Strategy, and as a Senior Research Analyst with Motilal Oswal Securities and Parag Parikh Financial Advisory Services Ltd. His education qualifications are B.E (Electrical), M.M.S (Finance), CFA (ICFAI, Hyderabad).

The lists of Portfolios being managed by him are as follows:

- Birla Sun Life 95
- Birla Sun Life Emerging Leaders Fund - Series 4
- Birla Sun Life Infrastructure Fund
- Birla Sun Life Pure Value Fund
- Birla Sun Life Emerging Leaders Fund - Series 3
- Birla Sun Life Frontline Equity Fund
- Birla Sun Life Long Term Advantage Fund
- Birla Sun Life Top 100 Fund

Fund Manager History of his performance

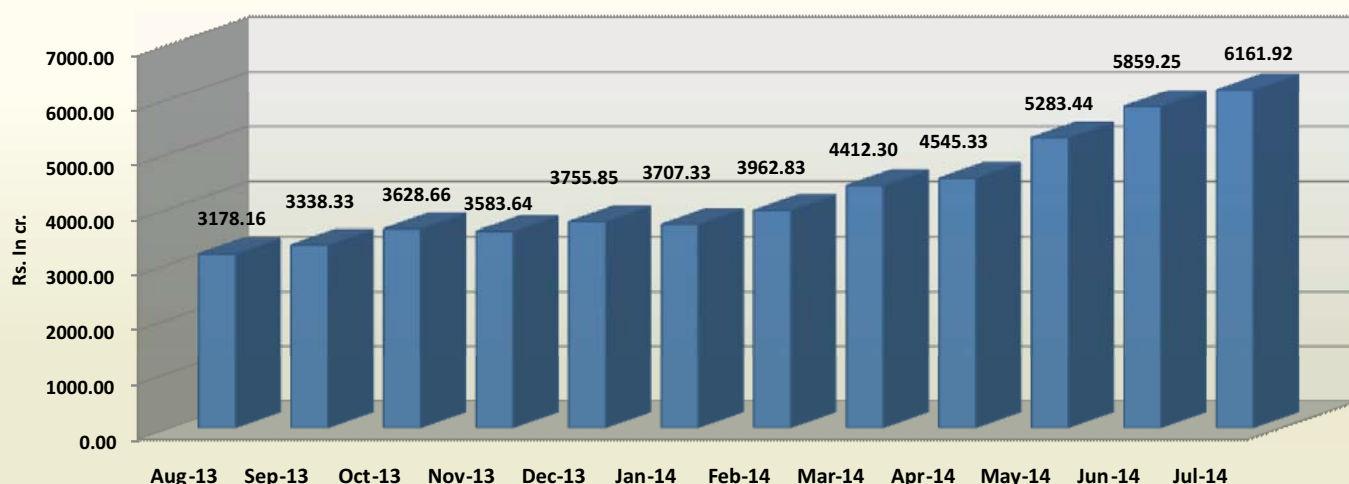
Scheme Name	Appointment Date	Change Date	Tenure(Days)	P2P>Returns	Rolling Returns
Birla Sun Life International Equity Fund - Plan A - Growth	17-Sep-07	2-Oct-12	1842	--	0.07
Birla Sun Life International Equity Fund - Plan B - Growth	17-Sep-07	28-Jul-10	1045	--	0.00
Birla Sun Life Small & Midcap Fund - Growth	12-Sep-07	31-Aug-08	354	-23.10	-0.35
Birla Sun Life Basic Industries - Growth	1-Apr-07	31-Oct-07	213	76.08	1.76
Birla Sun Life Equity Fund - Growth	1-Oct-06	2-Oct-12	2193	8.59	0.23
Birla Sun Life India Opportunities Fund - Growth	1-Apr-06	30-Sep-06	182	1.06	0.07
Birla Sun Life New Millennium - Growth	1-Apr-06	12-Sep-07	529	22.00	0.46
Birla Sun Life Dividend Yield Plus - PF Plan - Growth	13-Feb-06	30-Dec-07	685	--	-
Birla Sun Life Dividend Yield Plus - Growth	17-Nov-05	30-Nov-07	743	26.96	0.47
Birla Sun Life MIP - Reg - Growth	17-Nov-05	30-Nov-06	378	10.71	0.19
Birla Sun Life Advantage Fund - Growth	17-Nov-05	8-Oct-06	325	33.33	0.67
Birla Sun Life MIP II - Savings 5 - Reg - Growth	17-Nov-05	31-Aug-06	287	4.38	0.10

* <1yr Absolute, >= 1yr CAGR Returns.** Rolling Period - 7 days, Rolling Frequency - 1 day

Source :- www.mutualfundindia.com

Performance of the AUM over the last 1 year

Aum Growth From Aug-2013 to Aug-14





Birla Sun Life Frontline Equity Fund

SIP performance for Monthly Investments of Rs 5000 for 3 years, 5 years and 10 years respectively compared with benchmark

3 Years SIP Performance v/s Benchmark					
SCHEME NAME	Total Amount Invested	PRESENT VALUE	YIELD	PROFIT SIP	SIP RETURN%(ABS.)
Birla Sun Life Frontline Equity Fund - Plan A - Growth	180000	279806	31.94	99806	55.45
S&P BSE 200	180000	257932	25.69	77932	43.30
5 Years SIP Performance v/s Benchmark					
SCHEME NAME	Total Amount Invested	PRESENT VALUE	YIELD	PROFIT SIP	SIP RETURN%(ABS.)
Birla Sun Life Frontline Equity Fund - Plan A - Growth	300000	493387	20.38	193387	64.46
S&P BSE 200	300000	437038	15.33	137038	45.68
10 Years SIP Performance v/s Benchmark					
SCHEME NAME	Total Amount Invested	PRESENT VALUE	YIELD	PROFIT SIP	SIP RETURN%(ABS.)
Birla Sun Life Frontline Equity Fund - Plan A - Growth	600000	1615858	18.98	1015858	169.31
S&P BSE 200	600000	1202518	13.44	602518	100.42

(Source MFI ICRA).

For more details contact:

DINAZ KERSI SETHNA

Flat No.6, Akanksha Co-op Hsg Society,
Opp. Airoli Station, Airoli Sector-3,
Navi Mumbai-400708.
Mobile: 98922 93640
Email: dinazks@rediffmail.com



Shaping Tomorrow's Financial Planners®

IFAN Finserv Private Limited

(Erstwhile ING Financial Services Pvt. Ltd.),
304, VIP Plaza, Near Infinity Mall, Off Link Road,
Andheri (W), Mumbai 400 053, India.

Email: advisor@ifan.co.in • Website: www.ifan.co.in

CIN: U72900MH2005PTC154875

For more details contact:



1800 22 6784 / 022 4061 7990

One Answer Timings: Monday to Friday (9:30 am to 7:00 pm)

RESEARCH / INFORMATION IS ONLY FOR IFAN REGISTERED ASSOCIATES AND INTERNAL CIRCULATION PURPOSE. IT IS NOT A MARKETABLE MATERIAL.

Disclaimer: This Document is for information purposes only and for internal circulation to the registered associates only. This Document and the information (including any opinion/s view point/s) contained therein do not constitute a distribution, an endorsement, an investment advice, an offer to buy or sell or the solicitation of an offer to buy or sell any securities or any other financial products/investment products (collectively "Products") mentioned in this Document or an attempt to influence the opinion or behavior of the Investors / Recipients. Any use of the information / any investments and investment related decisions of the Investors/Recipients are at their sole discretion & risk. The company especially states that they have no financial liability whatsoever to the recipient of the newsletter. Investments in Products are subject to market risks, various micro and macro factors and forces affecting the capital markets and include price fluctuation risks. There is no assurance or guarantee/warranty that the objectives of any of the Products will be achieved. The investments may not be suited to all categories of Investors/Recipients. As with any investment in any securities, the value may go up or down depending on the factors and forces affecting the capital market. The past performance is not indicative of future performance. Investors/Recipients are not being offered any guaranteed or assured returns. Investors/Recipients must make their own investment decisions based on their own specific investment objectives, their financial position and using such independent professional advisors, as they believe necessary, before investing in such Products. The opinion incorporated in this document is solely to enhance the transparency and should not be treated as an endorsement of any Product in any manner whatsoever. IFAN Finserv Private Limited (Erstwhile ING Financial Services Pvt. Ltd.) (IFAN), its affiliates, their directors, employees, representatives or agents shall not be liable or responsible, in any manner whatsoever, to any Investor/Recipient or any other person, for the performance/profitability/operations of any Products, the contents of any document (including, but not limited to the Terms of Offer) or any investments in the Products including any and all direct, special, punitive, indirect, or consequential damages (including lost profits), even if notified of the possibility of such damages. The distribution of this Document in certain jurisdictions may be restricted / prohibited by law and the persons who come into possession of the Document should inform themselves about and observe any such restrictions/prohibitions. The information in this Document reflects prevailing conditions as of date of publication and is subject to change from time to time. The distribution, reproduction or other use of all or any portion of this Document is prohibited.