

PRESS RELEASE

Aditya Birla Sun Life Mutual Fund Launches Investor Education Campaign On **Multi Asset Allocation Fund**

Multi Asset Allocation allows to invest across **Equity, Debt and Gold**

Mumbai, 23 March, 2023: Aditya Birla Sun Life AMC Limited, a subsidiary of Aditya Birla Capital Limited, an investment manager to Aditya Birla Sun Life Mutual Fund (ABSLMF), has launched an investor education campaign on **Multi Asset Allocation Fund**. The objective of the campaign is to educate investors on the benefits of investing across different asset classes like **equity, debt and gold**.

Asset allocation is important as it provides diversity by investing across various asset classes and captures different ranges of returns that are generated by them. Different asset classes perform differently through various economic phases & time periods and Lower correlation among asset classes can help reduce the risk of a portfolio.

Commenting on the investor education campaign, **A. Balasubramanian, Managing Director, and CEO, Aditya Birla Sun Life AMC Ltd.**, said, *"We are delighted to launch this Investor Education campaign to demystify **multi-asset allocation**. The campaign highlights the **magic of benefiting** from 3 asset classes by investing in the multi asset allocation fund category. A multi asset investment approach allows investors to get exposure to **equity, debt and gold**. Asset allocation is the key determinant of portfolio performance as it provides downside protection, helps in long-term wealth creation and provides peace of mind to an investor."*

Vijay Deshwal, Chief Strategy Officer & Head of Investor Relations, Aditya Birla Capital Limited said, *"Our latest **Investor Education** campaign is aimed at spreading awareness on how investors can build a stable portfolio and ensure sustainable growth through careful diversification of the portfolio. It highlights the **'power of three'** - a blend of equities' growth potential, debt funds' stability, and commodities' resilience, all working together to strengthen investors' portfolio."*

Aditya Birla Sun Life Mutual Fund's investor education campaign on multi asset allocation fund comes at a crucial time when market volatility and economic uncertainties require investors to adopt a thoughtful and diversified approach to investing.

An Investor Education and Awareness Initiative by Aditya Birla Sun Life Mutual Fund. All investors have to go through one time KYC (Know Your Customer) process. Investors to invest only with SEBI registered Mutual Funds. For further information on KYC, list of SEBI registered Mutual Funds and redressal of complaints including details about SEBI SCORES Portal, visit link: bit.ly/Birla_KYC for further details.

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About Aditya Birla Sun Life AMC Limited, an Aditya Birla Capital subsidiary

Established in 1994, Aditya Birla Sun Life AMC Limited (ABSLAMC) is co-owned and backed by Aditya Birla Capital Limited and Sun Life (India) AMC Investments Inc.

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 8.05 million investor folios with a pan India presence across 290 plus locations and a total AUM of over Rs. 2,862 billion for the quarter ending March 31, 2023 under its suite of mutual fund (excluding our domestic FoFs), portfolio management services, 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 more than 34,000 employees, the businesses of ABCL have a nationwide reach with over 1,295 branches, more than 2,00,000 agents/channel partners and various bank partners.

As of March 31, 2023, Aditya Birla Capital Limited manages aggregate assets under management of about Rs. 3,600 billion with a consolidated lending book of approx. Rs. 943 billion, and an active customer base of approx. 38 million, 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 140,000 employees, belonging to 100 nationalities, the Aditya Birla Group operates in 36 countries across the globe.

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 March 31, 2023, Sun Life had total assets under management of \$1.36 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.

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