

Aditya Birla Sun Life AMC Limited Launches **MyMutualFundGPT**

MyMutualFundGPT is the first search assist tool for investor queries.

Mumbai, March 18th2024: Aditya Birla Sun Life AMC Limited (ABSLAMC), incorporated in the year 1994, has launched its latest innovation, **MyMutualFundGPT**, an information tool designed to elevate the overall investor experience across their digital platforms.

The Gen AI-based tool goes beyond traditional keyword matching by comprehending the context of queries and generates responses based on the meaning. The tool addresses investors' queries regarding Aditya Birla Sun Life AMC Limited's products and services. In addition, it also helps Investors to conduct research on our top-performing funds, fund managers, and related topics.

As an alternative to navigating through vast amounts of information, **MyMutualFundGPT** empowers the investor to take informed decisions with clear explanations from respective product or service brochures available on our website. Besides, **MyMutualFundGPT** acts as an innovative solution-oriented providing a conversational interface.

Commenting on the launch, **A Balasubramanian, Managing Director and CEO of Aditya Birla Sun Life AMC Limited** said, *"This is a significant step towards reshaping the landscape of digital interactions in the mutual fund industry. The launch of **MyMutualFundGPT** emphasises our commitment to leveraging cutting-edge technology to provide a more intuitive and engaging experience for our investors. This initiative reflects Aditya Birla Sun Life AMC Limited's dedication to innovation and customer-centric solutions, reinforcing its position in the asset management industry."*

By introducing **MyMutualFundGPT**, Aditya Birla Sun Life AMC Limited anticipates higher investor engagement and repeat footfall across all its digital platforms.

Click Here to explore **MyMutualFundGPT**

[ABSL-AMC GPT \(adityabirlacapital.com\)](https://adityabirlacapital.com)

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

Press Release

Aditya Birla Sun Life
AMC Ltd.



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.

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