

## Aditya Birla Sun Life Mutual Fund Introduces

### Aditya Birla Sun Life Choti SIP

**Choti SIP will be available for all schemes of the fund, except Debt, Sectoral & Thematic, Small & Midcap Funds**

**Choti SIP will enable investors to participate with a minimum investment of Rs 250**

**Mumbai, March 12, 2025:** 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 announced the introduction of **Aditya Birla Sun Life Choti SIP** effective 5<sup>th</sup> March 2025. Choti SIP will be available for all schemes of the fund, except Debt, Sectoral & Thematic, Small & Midcap Funds.

[Choti SIP](#) will enable investors to participate in a Systematic Investment Plan (SIP) with a minimum investment of Rs. 250. The plan requires a commitment of at least 60 instalments, though early withdrawals would be permitted. However, investors with existing investments in other Mutual Funds, SIPs (other than Choti SIP) or lumpsum investments would be ineligible for this option. Choti SIP will be available exclusively under the Growth option of the schemes, and payments can only be made through NACH or UPI auto pay.

Commenting on the introduction, **A. Balasubramanian, Managing Director & CEO, Aditya Birla Sun Life AMC Ltd, said, "our endeavour is to make systematic investing more accessible, and the introduction of Choti SIP is set to revolutionise the way investors participate in mutual funds by enabling them to start their investment journey with as little as Rs 250 on a monthly basis. By lowering the entry barrier and promoting systematic investing, Choti SIP aligns with the broader goal of financial inclusion, helping individuals take their first step towards disciplined wealth accumulation."**

#### **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 10.5 million investor folios with a pan India presence across 300+ locations and overall AUM of Rs. 4,009 billion for the quarter ending December 31, 2024 under its suite of Mutual Fund (excluding domestic FoFs), Portfolio Management Services, Alternative Investment Funds, Offshore and Real Estate offerings.

# Press Release

Aditya Birla Sun Life  
AMC Ltd.



## About Aditya Birla Capital Limited

Aditya Birla Capital Limited ("ABCL") is a registered Core Investment Company ("CIC") and the holding company of the financial services businesses.

Through its subsidiaries/JVs, ABCL provides a comprehensive suite of financial solutions across Loans, Investments, Insurance, and Payments to serve the diverse needs of customers across their lifecycles. Powered by over 59,000 employees, the businesses of ABCL have a nationwide reach with over 1,482 branches and more than 200,000 agents/channel partners along with several bank partners.

As of December 31, 2024, Aditya Birla Capital Limited manages aggregate assets under management of over Rs. 5.03 Lakh Crore with a consolidated lending book of over Rs 1.46 Lakh Crore through its subsidiaries/JVs. Aditya Birla Capital Limited is a part of the US\$66 billion global conglomerate 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, the Group's businesses have grown into global powerhouses in a wide range of sectors - from metals to cement, fashion to financial services and textiles to trading. Today, over 50% of the Group's revenues flow from overseas operations that span over 40 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 Dec 31, 2024, Sun Life had total assets under management of \$1.54 trillion. For more information, please visit [www.sunlife.com](http://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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**Mutual Fund Investments are subject to market risks, read all scheme related documents carefully.**