

Aditya Birla Sun Life Mutual Fund Launches **Aditya Birla Sun Life Nifty PSE ETF**

*The NFO will be open for subscription from 2nd May, 2024 to 16th May, 2024
The NFO provides a decadal opportunity to invest in India's public sector enterprises*

Mumbai, May 2, 2024: 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 launch of **Aditya Birla Sun Life Nifty PSE ETF**, an open-ended exchange traded fund tracking the Nifty PSE Index. **The New Fund Offer (NFO) will remain open from 2nd May 2024 to 16th May 2024.**

The ETF offers investors an opportunity to invest in India's Public Sector Enterprises (PSEs) that will be responsible for propelling the growth of India going forward. A favourable demand environment, financial support, market positioning and better valuation could be some of the tailwinds for this theme to be a decadal opportunity. Revamped and resilient with over a decade of consolidation, PSEs have evolved in corporate governance, business strategies, and work culture. This has led to increase in investor confidence, improved profitability, and significant value unlocking.

The scheme offers a combination of benefits where investors can gain exposure to leading public sector companies with strong market positions, potentially benefiting from both high dividend yields and long-term growth. Additionally, government backing often translates to lower volatility compared to individual stocks. This ETF aligns investment with national priorities like **Make in India** and **Atmanirbhar Bharat**, allowing the investor to participate in India's economic journey. With a focus on sectors like power, oil and gas, capital goods, metals, financial services, etc. this investment opportunity caters to a wide spectrum of investors. Long-term holders seeking growth, income-focused individuals, and those desiring portfolio diversification through the PSE sector can find value in this ETF.

Commenting on the new fund launch, **A. Balasubramanian, Managing Director & CEO, Aditya Birla Sun Life AMC Ltd, said,** *"Public sector enterprises have been the cornerstone of the Indian economy, and with the Aditya Birla Sun Life Nifty PSE ETF, we are empowering investors to participate in their continued growth. These enterprises are set to play a pivotal role in propelling the nation towards a \$7 trillion economy and a developed India by 2047. The ETF offers a convenient and efficient way to benefit from their collective strength and stability. By tracking the Nifty PSE Index and minimizing tracking errors, investors gain exposure to these vital companies. The Aditya Birla Sun Life Nifty PSE ETF underscores our unwavering commitment to democratizing access to India's thriving market potential."*

Press Release

Aditya Birla Sun Life
AMC Ltd.



About Aditya Birla Sun Life AMC Limited

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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.

For media queries please connect with:

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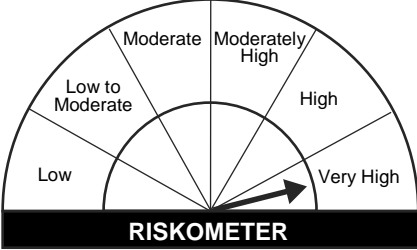
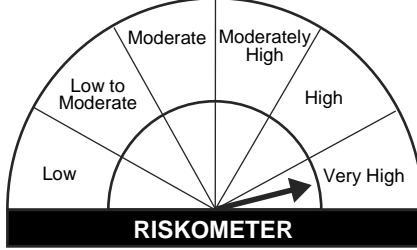
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Mutual Fund Investments are subject to market risks, read all scheme-related documents carefully.

Press Release

Aditya Birla Sun Life
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This product is suitable for investors who are seeking*:	Risk-o-meter of Scheme	Benchmark Riskometer Nifty PSE Index
<ul style="list-style-type: none"> Investors seeking returns that are in line with the performance of Nifty PSE Index, subject to tracking errors Investments in the stocks belonging to Nifty PSE Index 	 <p>RISKOMETER</p> <p>Investors understand that their principal will be at Very High risk</p>	 <p>RISKOMETER</p> <p>Investors understand that their principal will be at Very High risk</p>
<p>*Investors should consult their financial advisors if in doubt about whether the product is suitable for them.</p>		