

Press Release

Aditya Birla Sun Life Mutual Fund launches Multi Asset Allocation Fund

Mumbai, January 9, 2023: Aditya Birla Sun Life AMC Limited, a subsidiary of Aditya Birla Capital Limited, an investment manager to Aditya Birla Sun Life Mutual Fund, has announced the launch of **Multi Asset Allocation Fund**, an open-ended scheme investing in **equity, debt and commodities**. The fund will focus on diversifying its investments across a variety of asset classes in an attempt to balance risk and reward by allocating optimal weights to the assets. The NFO will remain open from 11th January, 2023 to 25th January, 2023.

Why is asset allocation important?

1. Provides diversity by investing across various asset classes
2. Range of returns varies widely across asset classes
3. Different asset classes perform differently through various economic phases & time periods
4. Lower correlation among asset classes can help reduce the risk of a portfolio

How does asset allocation add value to investors?

1. Lower volatility – may enhance investor’s ability to stay committed
2. Wealth creation – ability to generate higher risk adjusted return in the long term

Key Highlights Of Aditya Birla Sun Life Multi Asset Allocation Fund

1. Equity portion of Portfolio will follow Flexi Cap Approach with Large Cap bias and can invest across Sectors / Themes. Fixed income portfolio will largely use Accrual strategy
2. Investment approach – equity (65-80%), fixed income (10-25%), commodities (10-25%)
3. Equity – potential to create wealth in the long term
4. Fixed income – seeks to bring stability to the portfolio
5. Commodities – acts as hedge against uncertainty

Commenting on the launch, **Mr. A. Balasubramanian, MD & CEO, Aditya Birla Sun Life AMC Limited** said, “The Aditya Birla Sun Life Multi Asset Allocation Fund gives investors access to a well-diversified offering across asset classes. It is an excellent investment option for both novice and seasoned investors, as it eliminates the stress of investing, tracking and maintaining multiple investment strategies. The fund attempts to invest in a diversified portfolio of high-quality debt and money market securities to generate income with relatively minimal credit risk.”

[Click here to know more about the Aditya Birla Sun Life Multi Asset Allocation Fund](#)

About Aditya Birla Sun Life AMC Limited

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 8.1 million investor folios with a pan India presence across 280 plus locations and a total AUM of over Rs. 2,938 billion for the quarter ending September 30, 2022 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 that have a strong presence across Protecting, Investing and Financing solutions, ABCL is a financial solutions group that caters to diverse needs of its customers across their life cycle. Powered with more than 34,000 employees, the subsidiaries of ABCL have a nationwide reach with over 1150 branches and more than 2,00,000 agents/channel partners and several bank partners.

Aditya Birla Capital Limited is a part of the Aditya Birla Group, 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 September 30, 2022, Sun Life had total assets under management of \$1.27 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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