



Wealth management...a fresh perspective

Portfolio Management Services of:

Birla Sun Life Asset Management Company Limited

PMS Provider:

Birla Sun Life Portfolio Management Services

Name of the Portfolio:

Core Equity Portfolio (erstwhile Value Portfolio)

Investment Strategy:

- Co-own quality businesses that are core to India Growth Story and create the most value
- Portfolio of companies in industries with favorable operating dynamics – using value investing approach
- Stock selection and industry allocation independent of benchmark weights
- A diversified portfolio with ~25-30 quality companies

Date of Inception:

The inception date of Value Portfolio is April 2004, however from 29th Dec, 2011, the portfolio was rechristened as Core Equity Portfolio and its investment strategy was enhanced as per the above mentioned Investment Strategy, while continuing the philosophy of value investing.

PMS Category:

Equity

Strategy Objective & Brief description:

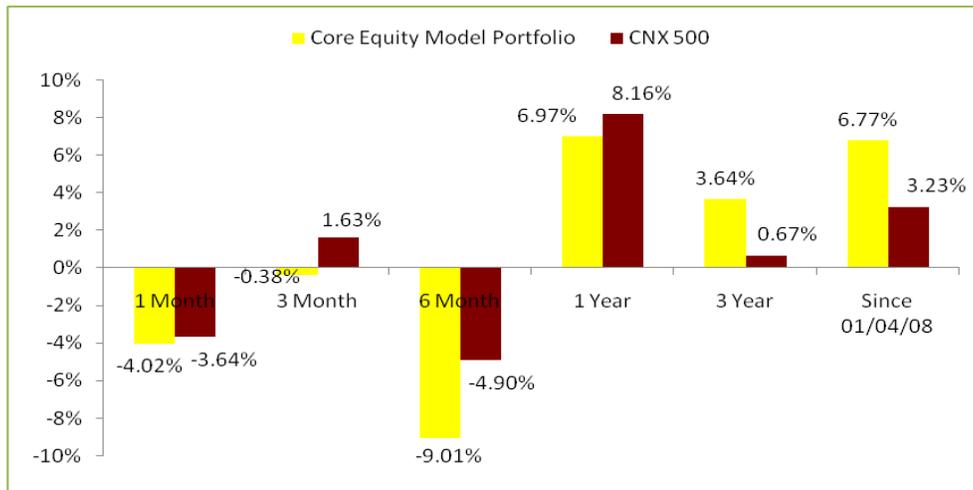
Co-own quality businesses that are central to India growth story. Identify and participate in growth of these businesses over medium to long term. Practice Value Investing while making investment decisions.



Style of Investment:
Fundamental Driven

Benchmark:
CNX 500

Portfolio v/s Benchmark: (in different years and time horizon)



Absolute Return (as on 30.06.2013) shown for all periods except for 3 year and since 01/04/08 which are CAGR model portfolio return.

Past performance of any product does not indicate its future performance. The returns of the products are calculated on the Model Portfolio and are net of expenses. Loads not considered in the calculation of the above returns. Individual Portfolio may vary from the Model Portfolio and accordingly the returns/performance may vary. Model Portfolio refers to specific investments that the investor will have in his portfolio when it is completely built-up over a period of time. Model Portfolio refers to portfolio of earliest investor in the product and in case of redemption of the model client, portfolio of earliest client in the said product rebased for computation of returns



Portfolio statistical details vis-à-vis Benchmark

Portfolio	Standard Deviation	Sharpe Ratio *	Beta w.r.t CNX 500
Core Equity Model Portfolio	15.39%	-0.03	1.02

Above ratios are calculated on annualized basis using 1 year history of monthly returns as on 28/06/13. * Risk-free rate assumed to be 7.4896% (91 day T-bill yield as on June 28, 2013)

Minimum Amount: Rs 25 lacs

Fee structure: Fixed Fee Option OR Variable Fee Option

Exit Load: Exit load of 1% applicable for redemption before completion of 1 year from the date of investment on FIFO basis on the investment amount.

What is unique about the service (not more than 50 words):

PMS services are a highly customized portfolio management service from Birla Sun Life Asset Management Company Ltd. (BSLAMC) that help HNIs fulfill their financial goals. Our investment philosophy is designed to seek consistent, long term results by adopting a research based, methodical approach to investing. We aim at investment excellence within the framework of transparent and rigorous risk control.

Portfolio Manager: Mr. Hitesh Zaveri – PMS Head - Investments

Mr. Hitesh Zaveri who is the Portfolio Manager for Core Equity Portfolio is also Head - PMS- Investments. He has an overall experience of 18 years in financial services sector. Prior to joining Birla Sun Life PMS, he was working as Executive Director and Portfolio Manager with Enam Asset Management Company Private Ltd..He was associated with Edelweiss Capital Ltd. as Senior Vice President-Institutional Equities Group and KJMC Capital Market Services Ltd. as Director in his previous assignments. He has done his MBA (Finance) from Mumbai University and General Management Program (GMP) and Investment Management Program from Harvard Business School.



DISCLAIMER

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