

## PRESS RELEASE

### Aditya Birla Sun Life Mutual Fund Launches

#### ***Industry First Initiative – “Legacy Leap”***

A programme to equip the next generation to ensure longevity of the family business

**Mumbai, September 04, 2023:** Aditya Birla Sun Life AMC Limited, a subsidiary of Aditya Birla Capital Limited and an investment manager for Aditya Birla Sun Life Mutual Fund, has launched an ***Industry First Initiative ‘Legacy Leap’***. It is a programme to equip the next generation of mutual fund distributors to ensure longevity of their family business.

**Legacy Leap** will help the next generation of mutual fund distributors in the following

1. Define a new business initiative
2. Conduct business with a new mindset
3. Build capacity and manage conflicts
4. Develop long-term customer relationships
5. Strategic planning

What will be the learnings from **Legacy Leap** program?

1. Practical skills
2. Industry & product knowledge
3. Business operations
4. Management techniques
5. Entrepreneurship abilities

The first batch of **Legacy Leap** witnessed participation from 30 next generation entrepreneurs in August 2023.

Commenting on the successful completion of the first batch, **A. Balasubramanian, Managing Director & CEO, Aditya Birla Sun Life AMC Ltd.**, said, *“For a family business leader, it is not only important to plan for succession but also groom the next generation. Through ‘Legacy Leap’, we aim to cater to the next generation entrepreneurs to engage, share and learn with peers and experts through our network. We aim to expand knowledge through exposure to new-age management tools and techniques, along with managing and aiding the transitioning of a family-controlled enterprises through this programme. The role of a mutual fund distributor is to assist individuals in accomplishing their financial objectives by intelligent investing. At the same time, we are dedicated to equipping them with the training and assistance required to carry on their Legacy.”*

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### 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 7.91 million investor folios with a pan India presence across 290 plus locations and a total AUM of Rs. 3,084 billion for the quarter ending June 30, 2023 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.

Through its 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 more than 38,000 employees, the businesses of ABCL have a nationwide reach with over 1,331 branches, more than 2,00,000 agents / channel partners and several bank partners.

As of June 30, 2023, Aditya Birla Capital Limited manages aggregate assets under management of about Rs. 3.9 Lakh Crore with a consolidated lending book of over Rs. 1 Lakh Crore through its subsidiaries and joint ventures.

Aditya Birla Capital Limited is a part of the global conglomerate Aditya Birla Group, which is in the league of Fortune 500. Anchored by an extraordinary force of over 185,000 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 - metals, pulp and fibre, chemicals, textiles, carbon black, telecom, cement, financial services, fashion retail and renewable energy. Today, over 50% of the Group's revenues flow from overseas operations that span 36 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 June 30, 2023, Sun Life had total assets under management of \$1.37 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.*