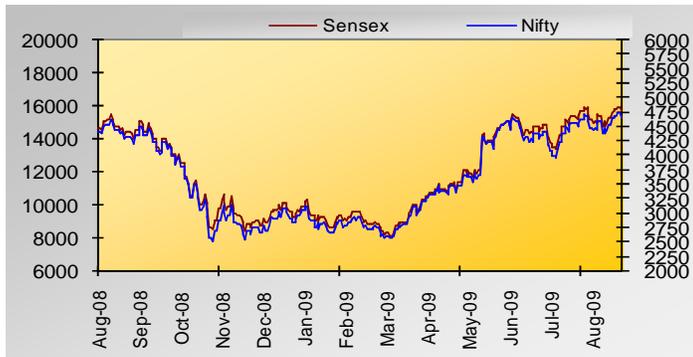


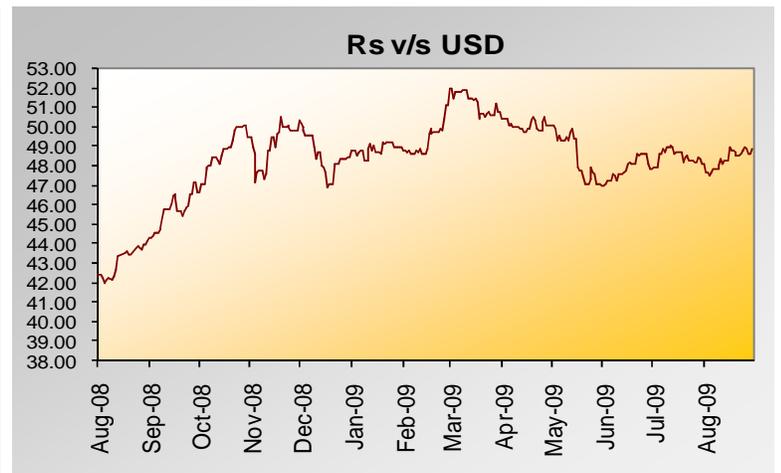
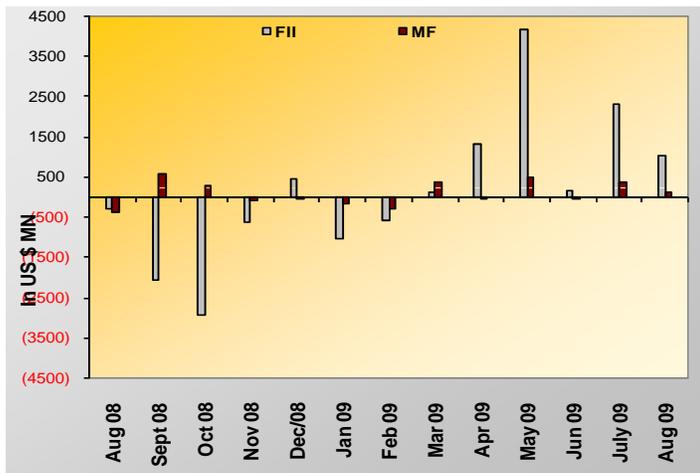
Equity Market



Key Indices	31-Aug-09	31-Jul-09	% Change
Nifty	4662.10	4636.45	0.55%
Sensex	15666.64	15670.31	-0.02%
BSE 100	8225.50	8176.54	0.60%
Dow Jones	9496.28	9171.61	3.54%
Nikkei	10492.53	10356.83	1.31%
Hang Seng	19724.19	20573.33	-4.13%
Nasdaq	2009.06	1978.50	1.54%
KOSPI	1591.85	1559.47	2.08%

Sensex and Nifty remained almost unchanged during the month of August. Sensex was down by 0.02 percent to end at 15666.64 points and Nifty was up by 0.55 percent to end at 4662.10 points. Monsoon remains a local concern point after a decent earnings session, locally and globally.

FII and Domestic Mutual Funds were the net buyers in the equity markets to the extent of Rs.4902.7 Crores and Rs.570.3 Crores respectively during the month.



Equity Outlook

The Indian stock market continued its consolidation phase in the month of August. India has till date witnessed a consumption-led recovery visible from increasing Auto, FMCG and Telecom numbers, while private investments is likely to pick up in second half.

Globally leading economic and fundamental indicators are seen turning positive while employment outlook still remains bleak. Since the global economy has been stabilizing off-late, the risk aversion has decreased amongst global investing community; hence liquidity is flowing back to high risk asset classes like equity and real estate, especially towards growth markets like India, which are more domestic demand driven.

The confidence of domestic and global investors increased further as the government silently has started to target the high fiscal deficit scenario through disinvestments, which can be seen from recent successful IPO of NHPC and the planned Oil India IPO in September 2009. However, monsoon continues to be a concern but the impact of failed monsoon likely to be limited due to higher support prices of farm products and rural employment scheme like NREGS Announcement of new Draft Direct Tax code, sends a clear message of pro-inclusive growth and upcoming reform.

There are signs of improvement all around rather it be domestic or global economic data points. On the domestic front, recently published second quarter GDP growth of 6.1% lead by Industry growth, was above expectations and better than 5.8% in the previous quarter. IIP numbers last published were also higher than expected at 7.8%. On a cautious note, poor monsoon may result in downgrading of GDP estimates due to lower agricultural growth in FY10. However as economy revives further, earnings expectations will get upgraded gradually. At the current level of 15,600 levels Sensex is trading at 14.7x FY11e earnings estimates, which is attractive for long-term investors. Global fund allocation towards India amongst the emerging market pie could increase on a possible re-rating as increased government efforts for containing the fiscal deficit by "Silent Disinvestment and Reforms programme" would ensure stable sovereign rating too.

Debt Market

10 yr G-sec yield



Key Indices	31-Aug-09	31-Jul-09	% Change
10 year G-Sec	7.43%	7.15%	3.90%
5 Year G-Sec	7.17%	6.72%	6.66%
91 Day T Bill	3.38%	3.29%	2.74%
364 day T-Bill	4.25%	3.75%	13.33%
MIBOR	3.77%	3.80%	-0.79%
Call Rates	3.25%	3.25%	0.00%
Inflation	-0.95%	-1.54%	-35.09%

India's inflation rate remained within the negative zone to minus -0.95% for the week ended on 15th August 2009 compared with last month's minus 1.54 percent for the week ended July 18. While the index for primary articles rose 2.1 percent to 268.4 (provisional) from 262.9 (provisional) the week before, the index for manufactured products rose 0.1 percent to 206.4 (provisional) from 206.1 (provisional). However, the price index for fuel and power remained unchanged at its previous week's level of 338.2 (provisional).

India's Index of Industrial production (IIP) grew 7.8 per cent per cent in June 2009 from the previous year. During June, the growth rate of the manufacturing sector, with a weightage of 79.4%, rose to 7.3% from 6.1% in June of the preceding year, while the power sector grew significantly by 8.0%, compared with 2.6% for the corresponding month last year. The growth rate of the mining sector too showed a robust growth of 15.4%, compared to 0.1% in June last year.

Debt Outlook

Vigorous policy responses have helped bring the worst synchronized recession since the Great Depression nearly to an end. Growth is expected to pick up but, given the aftermath, the recovery should be muted and the return to normalcy drawn-out. The main risk (though receding) is that financial distress re-escalates, triggering negative feedback with the real economy, a potential upside surprise: monetary policies, helped by the healing of time, could help kick-start virtuous cycle dynamics. The Asian Economies is set to recover ahead of other regions on strong fundamentals and favorable terms of trade. China: An investment-driven boom is under way, but the risk of a prolonged asset price bubble is building.

Brent oil is expected to be in the range of \$65-70 in 2011, from \$60 in 2010, as the global economic recovery gains momentum, US dollar and sterling will trend lower and the euro and Asian currencies to trend higher in the medium term.

On the domestic side, despite signs of recovery in industrial growth, a drought is likely to weigh on GDP growth this year. The specter of high food prices, due to the government raising minimum support prices and also because of low rainfall, led to a sharp surge in CPI inflation, to 11.9% y-o-y in July. Even though the government has sufficient buffer stock of some crops, there is a risk of higher sugar, pulse and other coarse cereal prices, where no buffer stocks exist. WPI inflation remains negative due to base effects, but higher primary articles and a gradual increase in output prices can be expected to pull WPI inflation back into positive territory by October.

The monetary system is flush with liquidity; with more than Rs.1250 billion parked with RBI on an average in the month of August. The central bank continues the monetary policy of keeping enough liquidity in the system. The India Government bond yield curve is steep and likely to remain the same for some time, as short-term rates are likely to remain supported due to surplus liquidity while long yields are rising. We expect 10 year G-sec yields to be around 7.25-7.45% in the near term. Corporate bond market will continue to be lacklustre for some time and yield will remain under pressure coupled with the lack of interest from long-term buyers. We expect the Corporate bond spreads over sovereign on 10 yrs to remain in the range of ~145 bps and 5 yrs spreads to be ~ 120bps.



Learning Curve

GDP – An Economic Indicator

Gross Domestic Product (GDP) is one of the measures of national income and output for a given country's economy. It is defined as the total market value of final goods and services produced within the country in a given period of time.

It is a fundamental measurement of production and is often correlated with the standard of living.

The most common approach to measure and quantify GDP is:

$GDP = \text{Consumption} + \text{Investment} + \text{Government spending} + (\text{Exports} - \text{Imports})$

And the formula is **$GDP = C + I + G + (X - M)$** Where,

- **C** = Consumption which includes personal expenditures pertaining to food, households, medical expenses, rent, etc
- **I** = Business investment as capital which includes construction of a new mine, purchase of machinery and equipment for a factory, purchase of software, expenditure on new houses, buying goods and services. However investments made on financial products is not included.
- **G** = Total government expenditures on final goods and services which includes investment expenditure by the government, purchase of weapons for the military, and salaries of public servants
- **X** = Gross exports which includes all goods and services produced for overseas consumption
- **M** = Gross imports which includes any goods or services imported for consumption. This should be deducted from X to prevent from calculating foreign supply as domestic supply

GDP can be contrasted with gross national product (GNP). GNP is a measure of the value of the output produced by the "nationals" of a region. GNP focuses on who owns the production. In contrast, GDP focuses on where the output is produced rather than who produced it. GDP measures all domestic production, disregarding the producing entities' nationalities.

GDP per capita is used in monitoring economic growth trend. This helps in developing economic policies and development plans since the trend in GDP per capita at a specific period would clearly indicate whether the standard of living of the population is improving or not. A declining trend in GDP per capita indicates a sinking economy. An increasing trend in the GDP per capita on the other hand, would prompt economic planners to implement various structural adjustments to prevent inflation rate from increasing due to increase in the purchasing power of the individual members of the population.

The major advantage of GDP per capita as an indicator of standard of living is that it is measured frequently, widely and consistently. It is measured frequently whereby most countries provide information on GDP on a quarterly basis. This allows a user to spot trends regularly. It is measured widely whereby some measure of GDP is available for almost every country in the world, allowing a comparison of the standard of living between different countries.

FUND PERFORMANCE AS ON 31ST AUGUST 2009

INDIVIDUAL	Assure Fund		Protector		Builder		Balancer		Enhancer	
	Annualised	CAGR	Annualised	CAGR	Annualised	CAGR	Annualised	CAGR	Annualised	CAGR
Last 1 year	18.13%	18.13%	17.64%	17.64%	20.40%	20.40%	25.02%	25.02%	18.67%	18.67%
Last 2 years	15.91%	14.81%	12.12%	11.46%	13.55%	12.73%	16.46%	15.29%	10.63%	10.11%
Last 3 years	13.98%	12.38%	11.69%	10.53%	13.62%	12.09%	16.13%	14.06%	12.54%	11.23%
Since Inception	11.94%	10.27%	12.35%	8.82%	17.53%	11.36%	14.36%	11.94%	23.71%	13.90%
Asset Held (Rs. In Millions)	1044		3684		2449		293		44859	

INDIVIDUAL	Creator		Magnifier		Maximiser*		Multiplier^		Platinum Plus I#	
	Annualised	CAGR	Annualised	CAGR	Annualised	CAGR	Annualised	CAGR	Annualised	CAGR
Last 1 year	31.87%	31.87%	9.09%	9.09%	22.98%	22.98%	29.02%	29.02%	5.04%	5.04%
Last 2 years	20.60%	18.82%	3.51%	3.45%	9.00%	8.62%	-	-	-	-
Last 3 years	21.92%	18.34%	11.62%	10.48%	-	-	-	-	-	-
Since Inception	23.24%	16.13%	25.95%	18.03%	11.86%	11.10%	-2.35%	-2.38%	-0.54%	-0.54%
Asset Held (Rs. In Millions)	2756		12281		20982		2857		3504	

PENSION	Nourish		Growth		Enrich	
	Annualised	CAGR	Annualised	CAGR	Annualised	CAGR
Last 1 year	20.57%	20.57%	27.88%	27.88%	26.31%	26.31%
Last 2 years	13.83%	12.98%	17.72%	16.38%	16.06%	14.94%
Last 3 years	13.06%	11.64%	17.09%	14.79%	17.04%	14.75%
Since Inception	11.04%	8.68%	16.37%	11.82%	21.58%	14.46%
Asset Held (Rs. In Millions)	134		350		1680	

* Date of Inception of Maximiser Fund is 12th June 2007.

^ Date of Inception of Multiplier Fund is 30th October 2007.

Date of Inception of Platinum Plus I Fund is 17th March 2008.

Disclaimer:

This document is issued by BSLI. While all reasonable care has been taken in preparing this document, no responsibility or liability is accepted for errors of fact or for any opinion expressed herein. This document is for information purposes only. It does not constitute any offer, recommendation or solicitation to any person to enter into any transaction or adopt any investment strategy, nor does it constitute any prediction of likely future movements in NAVs. Past performance is not necessarily indicative of future performance. We have reviewed the report, and in so far as it includes current or historical information, it is believed to be reliable though its accuracy or completeness cannot be guaranteed. Neither Birla Sun Life Insurance Company Limited, nor any person connected with it, accepts any liability arising from the use of this document. You are advised to make your own independent judgment with respect to any matter contained herein.



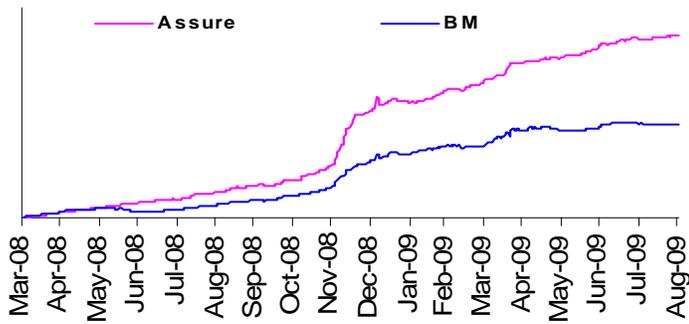
Individual Assure

Portfolio as on 31st August 2009

SECURITIES	HOLDING
GOVERNMENT SECURITIES	0.00%
CORPORATE DEBT	78.67%
8.7% POWER FINANCE CORPORATION LIMITED 2010	8.12%
7.39% POWER GRID CORPORATION LTD. 2010	7.75%
10.1% RELIANCE INDUSTRIES LTD. 2011	6.63%
9% RELIANCE CAPITAL LTD. 2011	5.15%
9.68% INDIAN RAILWAY FINANCE CORPN. LTD. 2010	4.93%
7.45% TATA CAPITAL LIMITED 2011	4.80%
9.9% HOUSING DEVELOPMENT FINANCE COR LTD 2011	4.06%
9.79% IDFC LTD. 2009	3.83%
8.65% E.I.D. PARRY (INDIA) LTD. 2012	3.83%
6.84% HOUSING DEVELOPMENT FINANCE COR LTD 201	3.83%
OTHER CORPORATE DEBT	25.74%

SECURITISED DEBT	1.95%
CREDIT ASSETS TRUST SR LVI 2009	1.95%

MMI	19.38%
-----	--------

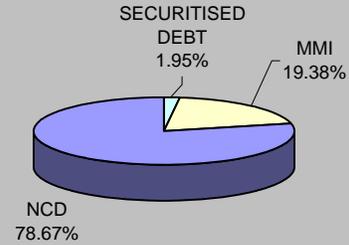


About the Fund

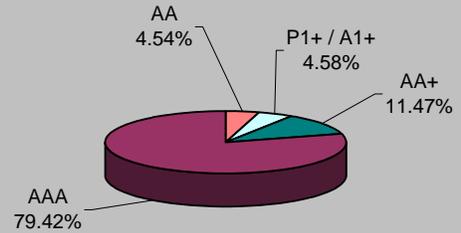
Objective: The primary objective of the fund is to provide Capital Protection, at a high level of safety and liquidity through judicious investments in high quality short-term debt.

Strategy: Generate better return with low level of risk through investment into fixed interest securities having short-term maturity profile.

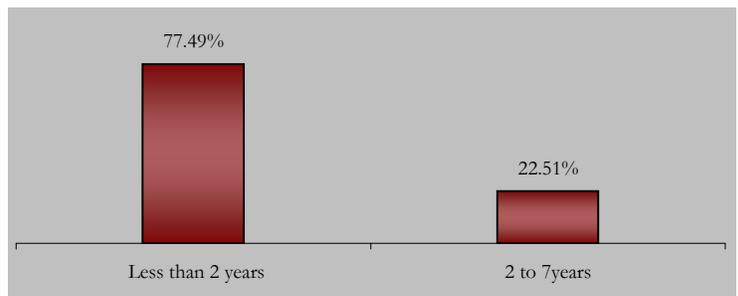
Asset Allocation



Rating Profile



Maturity Profile





Individual Protector

Portfolio as on 31st August 2009

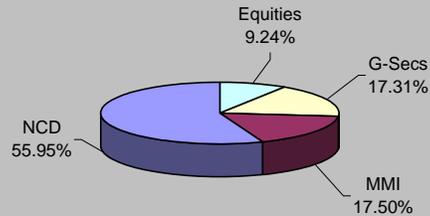
SECURITIES	HOLDING
GOVERNMENT SECURITIES	17.31%
7.44% GOI 2012	2.61%
7.5% GOI 2034	2.57%
8.24% GOI 2027	1.75%
7.95% GOI 2032	1.70%
7.59% GOI 2015	1.61%
8.2% GOI 2022	1.51%
7.46% GOI 2017	1.43%
7.99% GOI 2017	1.40%
6.07% GOI 2014	1.36%
6.9% GOI 2019	0.85%
OTHER GOVERNMENT SECURITIES	0.54%
CORPORATE DEBT	55.95%
8.55% LIC HOUSING FINANCE LTD. 2011	3.67%
9% TATA SONS LTD. 2010	3.08%
11.45% RELIANCE INDUSTRIES LTD. 2013	2.91%
9.45% RURAL ELECTRIFICATION CORP LTD 2013	2.23%
8.9% STEEL AUTHORITY OF INDIA LTD. 2014	2.18%
11.25% POWER FINANCE CORPORATION LTD 2018	2.02%
11.4% POWER FINANCE CORPORATION LTD 2013	1.79%
9.4% TATA TEA LTD. 2010	1.75%
10.1% RELIANCE INDUSTRIES LTD. 2011	1.73%
8.85% TATA SONS LTD. 2013	1.66%
OTHER CORPORATE DEBT	32.94%
EQUITY	9.24%
RELIANCE INDUSTRIES LTD.	0.70%
ICICI BANK LTD.	0.48%
INFOSYS TECHNOLOGIES LTD.	0.47%
LARSEN & TOUBRO LTD.	0.43%
BHARTI AIRTEL LTD.	0.43%
ITC LTD	0.43%
OIL & NATURAL GAS CORPORATION LTD.	0.37%
BHARAT HEAVY ELECTRICALS LTD.	0.30%
HDFC BANK LTD.	0.27%
STATE BANK OF INDIA	0.27%
OTHER EQUITY	5.09%
MMI	17.50%

About the Fund

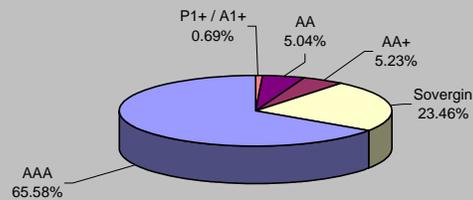
Objective: To generate persistent return through active management of fixed income portfolio and focus on creating long-term equity portfolio, which will enhance yield of composite portfolio with minimum risk appetite.

Strategy: To invest in fixed income securities with marginal exposure to equity up to 10% at low level of risk. This fund is suitable for those who want to protect their capital and earn steady return on investment through higher exposure to debt securities.

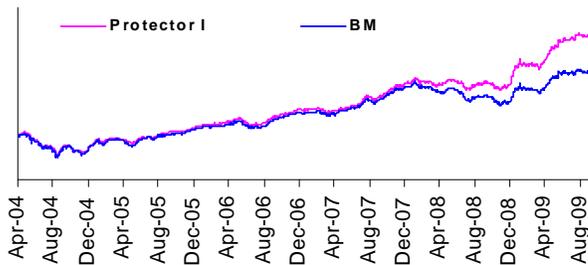
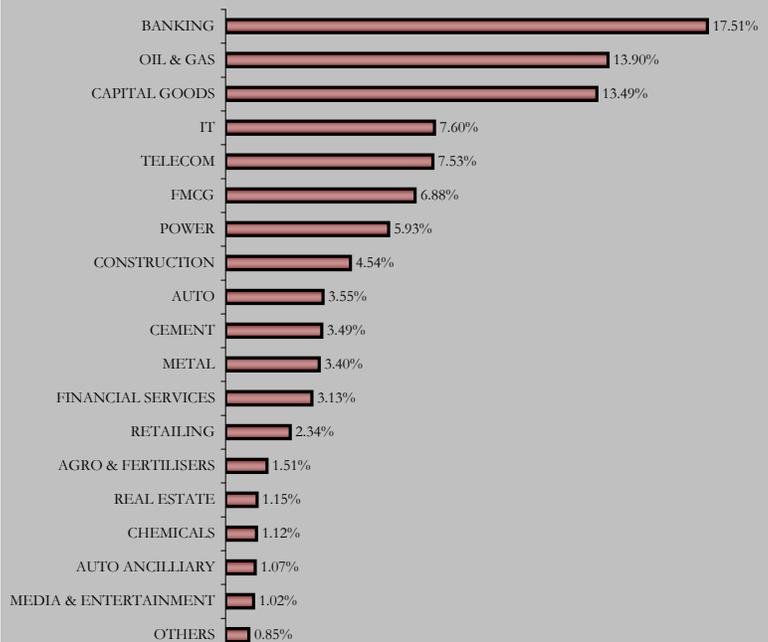
Asset Allocation



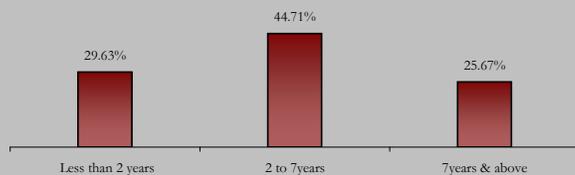
Rating Profile



Sectoral Allocation



Maturity Profile





Individual Builder

Portfolio as on 31st August 2009

SECURITIES HOLDING

GOVERNMENT SECURITIES

15.04%

7.44% GOI 2012	2.41%
8.2% GOI 2022	2.02%
6.07% GOI 2014	1.95%
7.95% GOI 2032	1.59%
5.64% GOI 2019	1.57%
7.59% GOI 2015	1.21%
6.9% GOI 2019	0.98%
9.4% GOI 2012	0.85%
7.99% GOI 2017	0.84%
7.46% GOI 2017	0.82%
OTHER GOVERNMENT SECURITIES	0.81%

CORPORATE DEBT

54.70%

11.45% RELIANCE INDUSTRIES LTD. 2013	5.95%
11.25% POWER FINANCE CORPORATION LTD 2018	2.92%
8.85% TATA SONS LTD. 2013	2.70%
9.5% INDIAN HOTELS CO. LTD. 2012	2.62%
8.75% INDIAN RAILWAY FINANCE CORPN. LTD. 2013	2.43%
8.55% LIC HOUSING FINANCE LTD. 2011	2.42%
9.76% INDIAN RAILWAY FINANCE CORPN. LTD. 2012	2.15%
10% NATIONAL BANK FOR AGRI. & RURAL DEV 2012	2.15%
9.47% POWER GRID CORPORATION LTD. 2014	2.11%
8.73% POWER GRID CORPORATION LTD. 2010	2.09%
OTHER CORPORATE DEBT	27.15%

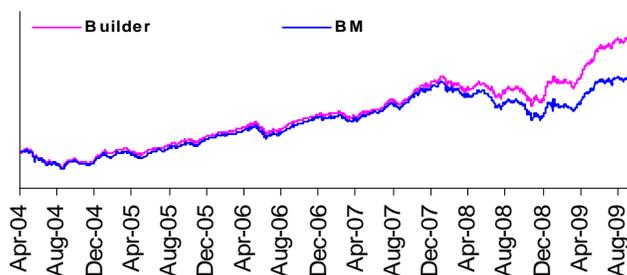
EQUITY

17.67%

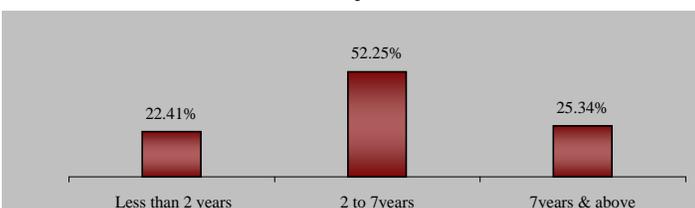
RELIANCE INDUSTRIES LTD.	1.64%
ICICI BANK LTD.	1.10%
BHARTI AIRTEL LTD.	0.91%
LARSEN & TOUBRO LTD.	0.90%
INFOSYS TECHNOLOGIES LTD.	0.86%
ITC LTD	0.79%
BHARAT HEAVY ELECTRICALS LTD.	0.75%
OIL & NATURAL GAS CORPORATION LTD.	0.66%
RELIANCE COMMUNICATIONS LTD	0.60%
HOUSING DEVELOPMENT FINANCE COR LTD	0.59%
OTHER EQUITY	8.86%

MMI

12.60%



Maturity Profile

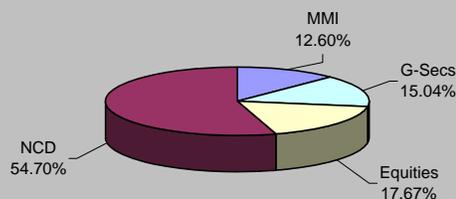


About the Fund

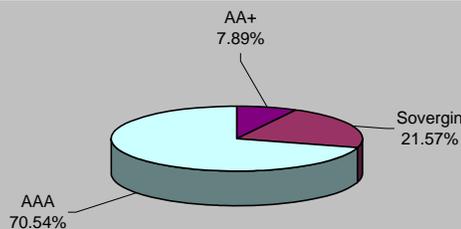
Objective: To build your capital and generate better returns at moderate level of risk, over a medium or long-term period through a balance of investment in equity and debt.

Strategy: Generate better return with moderate level of risk through active management of fixed income portfolio and focus on creating long term equity portfolio which will enhance yield of composite portfolio with low level of risk appetite.

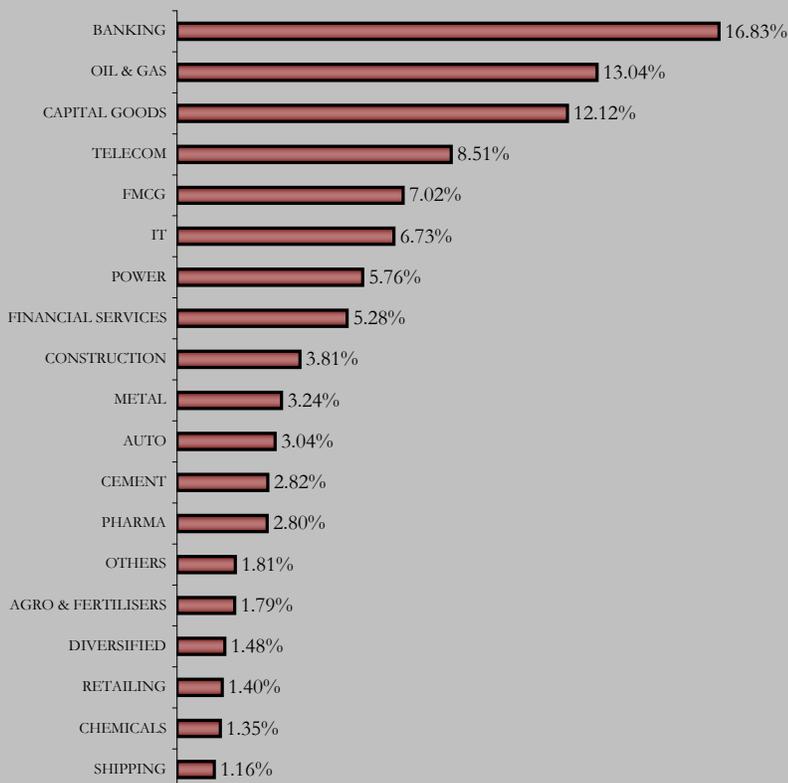
Asset Allocation



Rating Profile



Sectoral Allocation





Individual Balancer

Portfolio as on 31st August 2009

SECURITIES HOLDING

GOVERNMENT SECURITIES 12.45%

7.95% GOI 2032	2.98%
5.64% GOI 2019	2.76%
7.44% GOI 2012	2.60%
7.46% GOI 2017	2.56%
7% GOI 2022	1.55%

CORPORATE DEBT 45.86%

10.9% RURAL ELECTRIFICATION CORP LTD 2013	4.59%
10.05% NATIONAL BANK FOR AGRI. & RURAL DEV 2014	3.61%
9.45% LIC HOUSING FINANCE LTD. 2012	3.58%
7.55% HCL TECHNOLOGIES LTD. 2011	3.44%
7.05% CANARA BANK 2014	3.22%
9.47% POWER GRID CORPORATION LTD. 2022	2.67%
11% IDFC LTD. 2010	2.65%
11% POWER FINANCE CORPORATION LTD 2018	1.93%
11.45% RELIANCE INDUSTRIES LTD. 2013	1.88%
11.4% POWER FINANCE CORPORATION LTD 2013	1.87%
OTHER CORPORATE DEBT	16.43%

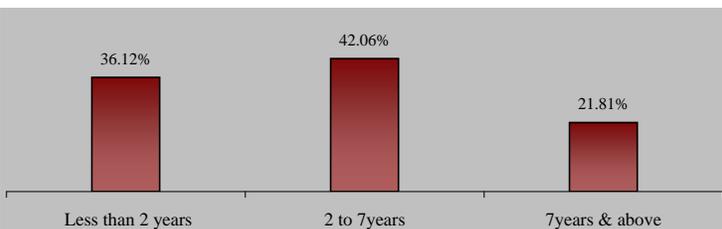
EQUITY 23.94%

RELIANCE INDUSTRIES LTD.	2.19%
ICICI BANK LTD.	1.37%
BHARTI AIRTEL LTD.	1.24%
INFOSYS TECHNOLOGIES LTD.	1.14%
LARSEN & TOUBRO LTD.	1.07%
ITC LTD	1.06%
BHARAT HEAVY ELECTRICALS LTD.	0.96%
STATE BANK OF INDIA	0.96%
HDFC BANK LTD.	0.96%
HOUSING DEVELOPMENT FINANCE COR LTD	0.95%
OTHER EQUITY	12.05%

MMI 17.75%



Maturity Profile

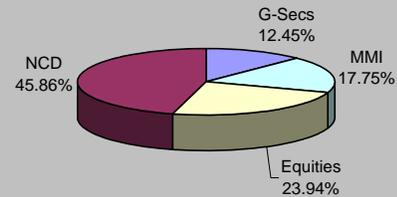


About the Fund

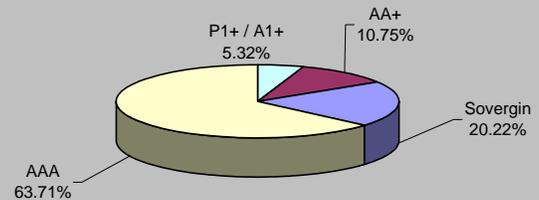
Objective: The objective of this fund is to achieve value creation of the policyholder at an average risk level over medium to long-term period.

Strategy: The strategy is to invest predominantly in debt securities with an additional exposure to equity, maintaining medium term duration profile of the portfolio.

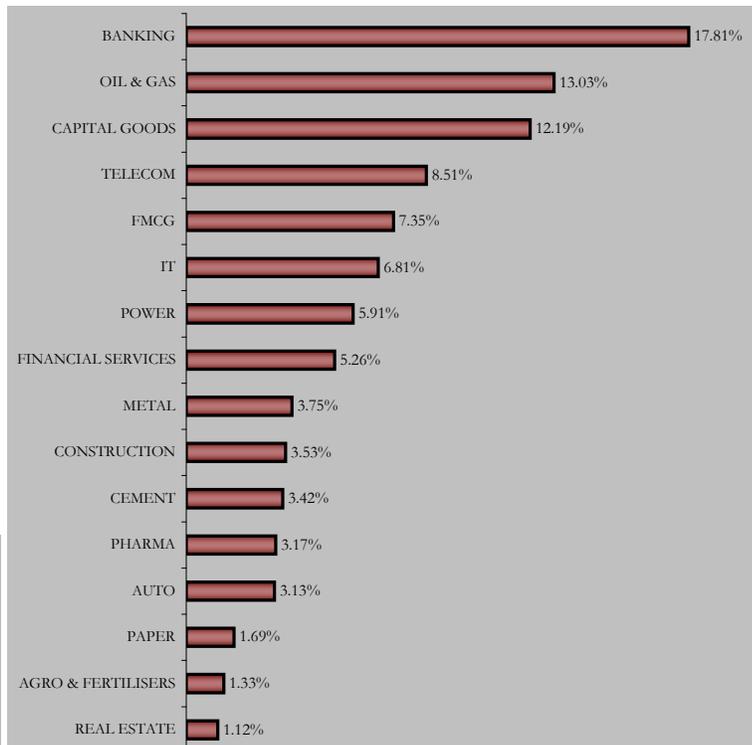
Asset Allocation



Rating Profile



Sectoral Allocation





Individual Enhancer

Portfolio as on 31st August 2009

SECURITIES HOLDING

GOVERNMENT SECURITIES

11.45%

7.95% GOI 2032	1.60%
7.94% GOI 2021	1.09%
8.2% GOI 2022	1.07%
6.9% GOI 2019	0.75%
7.5% GOI 2034	0.75%
8.24% GOI 2027	0.67%
7.44% GOI 2012	0.64%
7.61% GOI 2015	0.59%
6.07% GOI 2014	0.53%
7.59% GOI 2015	0.47%
7.5% STATE GOI 2019	0.09%
OTHER GOVERNMENT SECURITIES	3.20%

CORPORATE DEBT

42.91%

10.75% RELIANCE INDUSTRIES LTD. 2018	1.23%
10.25% TECH MAHINDRA LTD. 2014	1.18%
10.2% TATA STEEL LTD. 2015	1.03%
8.6% POWER FINANCE CORPORATION LTD 2024	0.86%
8.65% RURAL ELECTRIFICATION CORP LTD 2019	0.84%
9.8% LIC HOUSING FINANCE LTD. 2017	0.77%
8.6% POWER FINANCE CORPORATION LTD 2019	0.76%
9.4% TATA TEA LTD. 2010	0.70%
9.15% MAHINDRA & MAHINDRA LTD. 2011	0.69%
11.45% RELIANCE INDUSTRIES LTD. 2013	0.65%
OTHER CORPORATE DEBT	34.19%

SECURITISED DEBT

0.84%

CREDIT ASSET TRUST SR LXIV 2009	0.52%
CORPORATE DEBT TRUST 2008-09 SR 16 2010	0.32%

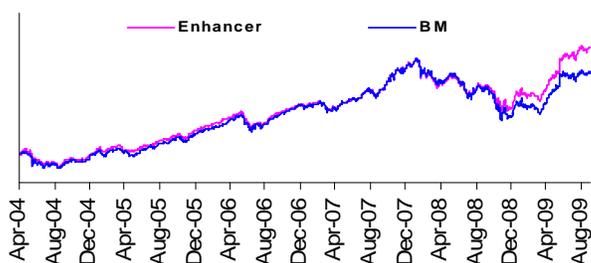
EQUITY

28.01%

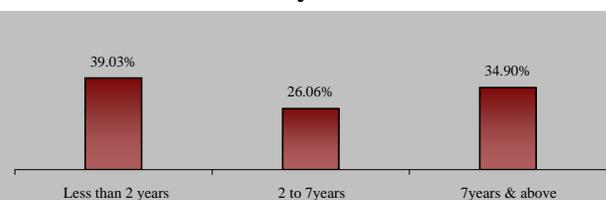
RELIANCE INDUSTRIES LTD.	2.42%
ICICI BANK LTD.	1.56%
BHARTI AIRTEL LTD.	1.27%
INFOSYS TECHNOLOGIES LTD.	1.27%
LARSEN & TOUBRO LTD.	1.13%
ITC LTD	1.08%
BHARAT HEAVY ELECTRICALS LTD.	1.07%
OIL & NATURAL GAS CORPORATION LTD.	0.95%
NTPC LTD.	0.81%
STATE BANK OF INDIA	0.79%
OTHER EQUITY	15.65%

MMI

16.78%



Maturity Profile

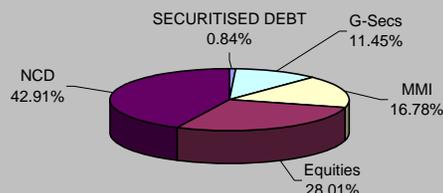


About the Fund

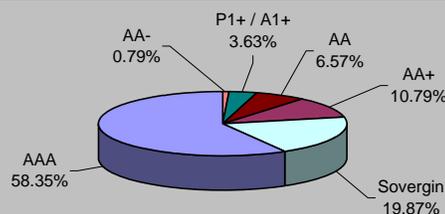
Objective: Helps you to grow your capital through enhanced returns over a medium to long term period through investments in equity and debt instruments, thereby providing a good balance between risk and return.

Strategy: To earn capital appreciation by maintaining diversified equity portfolio and seek to earn regular return on fixed income portfolio by active management resulting in wealth creation for policyholders.

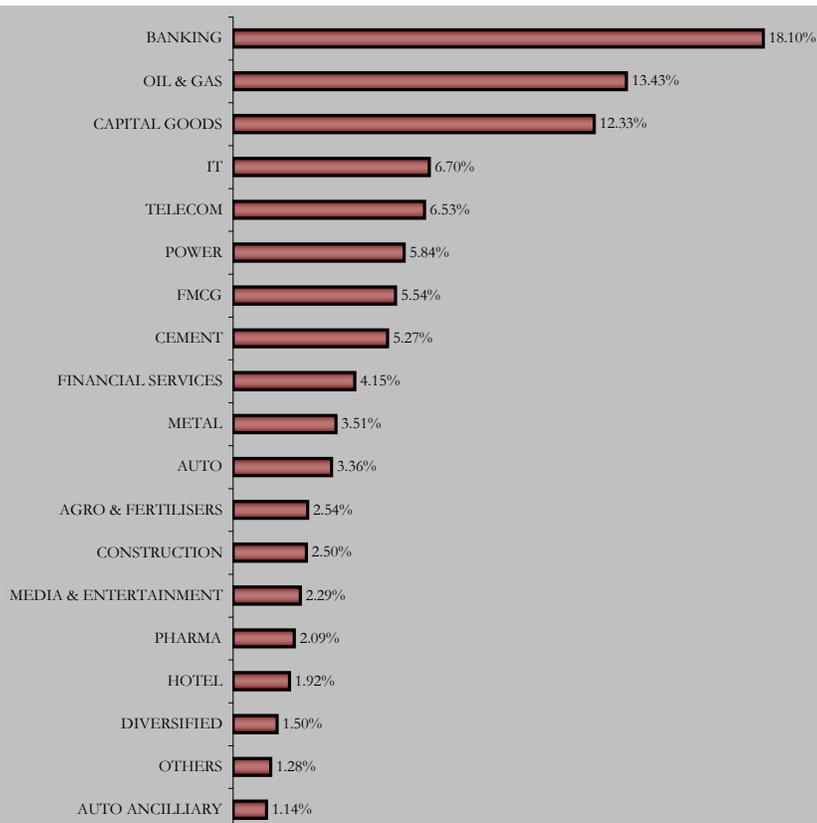
Asset Allocation



Rating Profile



Sectoral Allocation



Individual Creator

Portfolio as on 31st August 2009

SECURITIES HOLDING

GOVERNMENT SECURITIES 9.59%

7.59% GOI 2016	2.46%
6.07% GOI 2014	1.74%
5.64% GOI 2019	1.58%
7.99% GOI 2017	1.24%
8.24% GOI 2027	1.13%
7.46% GOI 2017	0.73%
6.9% GOI 2019	0.35%
7.94% GOI 2021	0.18%
7.02% GOI 2016	0.18%

CORPORATE DEBT 29.65%

11.45% RELIANCE INDUSTRIES LTD. 2013	3.51%
10.1% POWER GRID CORPORATION LTD. 2013	1.92%
9.47% POWER GRID CORPORATION LTD. 2013	1.91%
9.5% NABARD 2012	1.90%
8.6% POWER FINANCE CORPORATION LTD 2014	1.82%
8.45% IRFC LTD. 2018	1.79%
7.63% IRFC LTD. 2013	1.77%
8.9% STEEL AUTHORITY OF INDIA LTD. 2014	1.64%
11.4% POWER FINANCE CORPORATION LTD 2013	1.39%
8.75% IRFC LTD. 2013	1.31%
OTHER CORPORATE DEBT	10.69%

EQUITY 46.06%

RELIANCE INDUSTRIES LTD.	4.04%
ICICI BANK LTD.	2.58%
BHARTI AIRTEL LTD.	2.20%
INFOSYS TECHNOLOGIES LTD.	2.18%
LARSEN & TOUBRO LTD.	1.99%
ITC LTD	1.84%
BHARAT HEAVY ELECTRICALS LTD.	1.74%
STATE BANK OF INDIA	1.50%
RELIANCE COMMUNICATIONS LTD	1.49%
OIL & NATURAL GAS CORPORATION LTD.	1.46%
OTHER EQUITY	25.02%

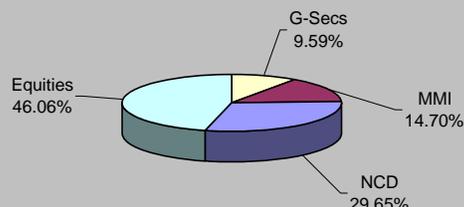
MMI 14.70%

About the Fund

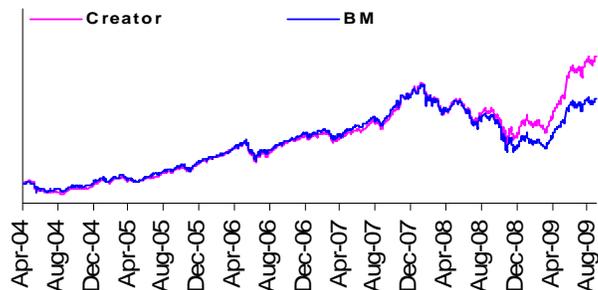
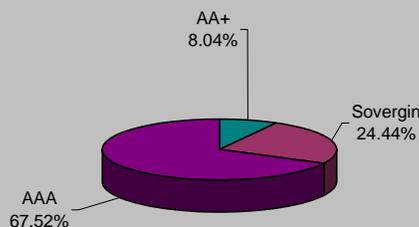
Objective: To achieve optimum balance between growth and stability to provide long-term capital appreciation with balanced level of risk by investing in fixed income securities and high quality equity security.

Strategy: To ensure capital appreciation by simultaneously investing into fixed income securities and maintaining diversified equity portfolio. Active fund management is carried out to enhance policyholder's wealth in long run.

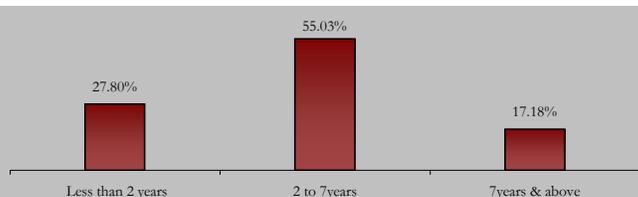
Asset Allocation



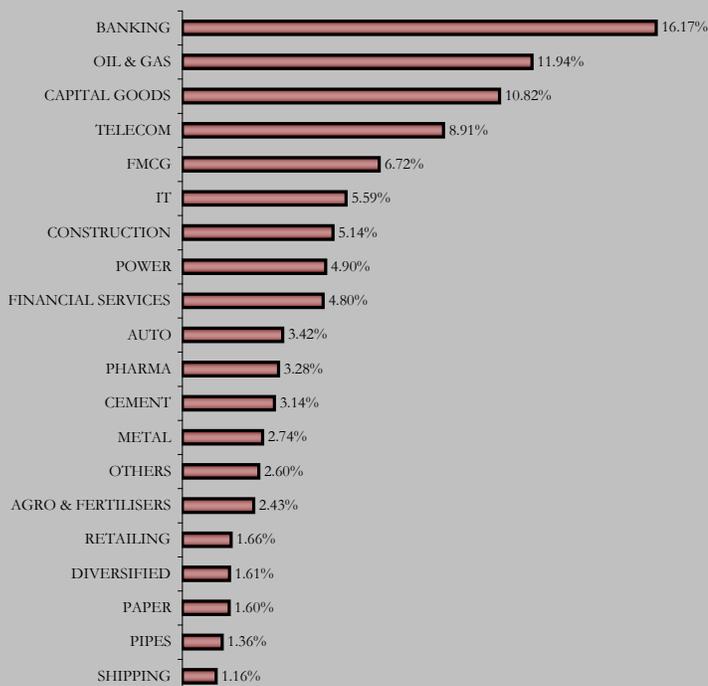
Rating Profile



Maturity Profile



Sectoral Allocation





Individual Magnifier

Portfolio as on 31st August 2009

SECURITIES HOLDING

GOVERNMENT SECURITIES 0.00%

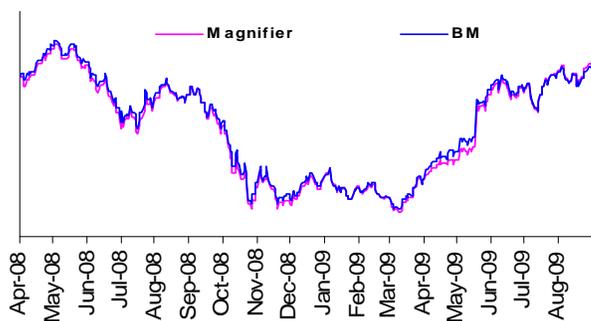
CORPORATE DEBT 0.25%

7.55% HCL TECHNOLOGIES LTD. 2011 0.25%
4.8% HDFC LTD 2011 0.00%

EQUITY 82.22%

RELIANCE INDUSTRIES LTD. 6.82%
ICICI BANK LTD. 4.85%
INFOSYS TECHNOLOGIES LTD. 4.57%
ITC LTD 3.57%
BHARTI AIRTEL LTD. 3.40%
HOUSING DEVELOPMENT FINANCE COR LTD 3.36%
LARSEN & TOUBRO LTD. 3.34%
OIL & NATURAL GAS CORPORATION LTD. 3.10%
STATE BANK OF INDIA 2.71%
BHARAT HEAVY ELECTRICALS LTD. 2.70%
OTHER EQUITY 43.81%

MMI 17.53%

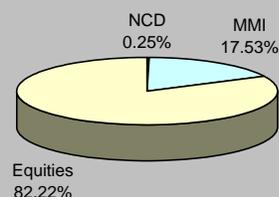


About the Fund

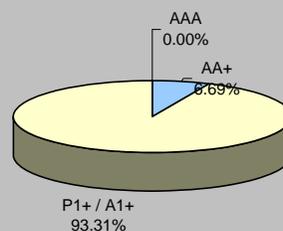
Objective: To maximize wealth by actively managing a diversified equity portfolio.

Strategy: To invest in high quality equity security to provide long-term capital appreciation with high level of risk. This fund is suitable for those who want to have wealth maximization over long-term period with equity market dynamics.

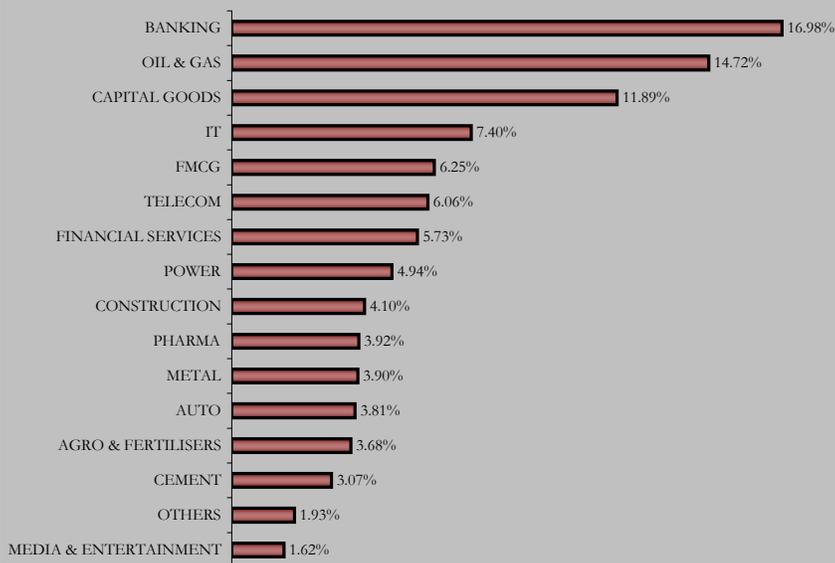
Asset Allocation



Rating Profile



Sectoral Allocation



Portfolio as on 31st August 2009

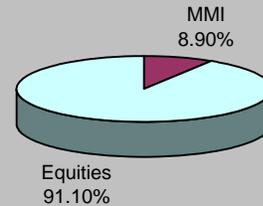
SECURITIES	HOLDING
GOVERNMENT SECURITIES	0.00%
CORPORATE DEBT	0.00%
EQUITY	91.10%
RELIANCE INDUSTRIES LTD.	7.72%
ICICI BANK LTD.	5.34%
BHARTI AIRTEL LTD.	4.62%
INFOSYS TECHNOLOGIES LTD.	4.10%
ITC LTD	3.88%
BHARAT HEAVY ELECTRICALS LTD.	3.67%
LARSEN & TOUBRO LTD.	3.66%
OIL & NATURAL GAS CORPORATION LTD.	3.19%
RELIANCE COMMUNICATIONS LTD	2.97%
STATE BANK OF INDIA	2.92%
OTHER EQUITY	49.03%
MMI	8.90%

About the Fund

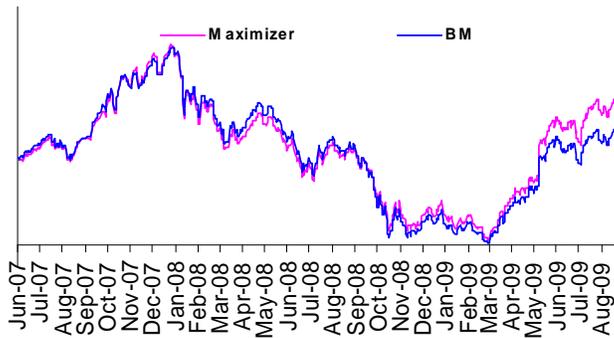
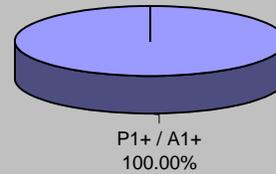
Objective: To Provide long-term capital appreciation by actively managing a well diversified equity portfolio of fundamentally strong blue chip companies. To provide a cushion against the volatility in the equities through investment in money market instruments.

Strategy: Active Fund Management with potentially 100% equity exposure. Maintaining High Quality Diversified Portfolio with Dynamic blend of Growth and Value Stocks- so that portfolio doesnot suffer from style bias. Focus on large-caps and quality mid-caps to ensure liquidity and reduce risk.

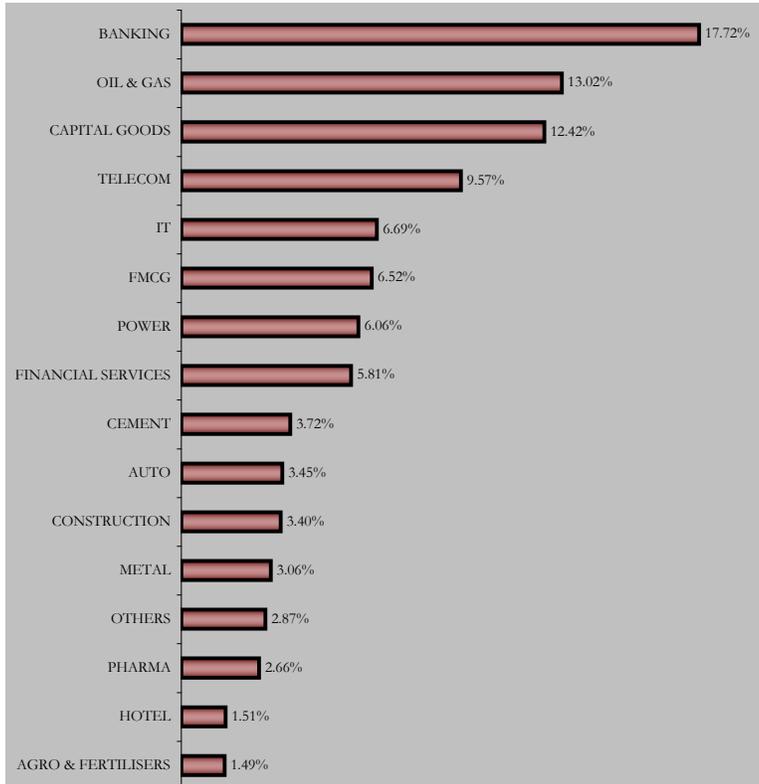
Asset Allocation



Rating Profile



Sectoral Allocation





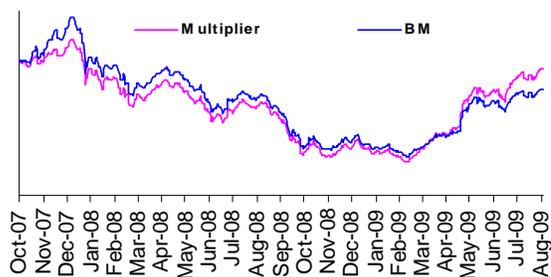
Individual Multiplier

Portfolio as on 31st August 2009

SECURITIES	HOLDING
GOVERNMENT SECURITIES	0.00%
CORPORATE DEBT	0.00%
EQUITY	88.10%

CROMPTON GREAVES LTD.	3.11%
SESA GOA LTD.	3.01%
G. E. SHIPPING	2.47%
HINDUSTAN PETROLEUM CORPORATION LTD.	2.39%
UNION BANK OF INDIA	2.35%
ASIAN PAINTS LTD.	2.25%
ULTRATECH CEMENT LTD.	2.16%
SINTEX INDUSTRIES LTD.	2.10%
INDIAN BANK	2.01%
GLENMARK PHARMACEUTICALS LTD	1.98%
OTHER EQUITY	64.27%

MMI 11.90%

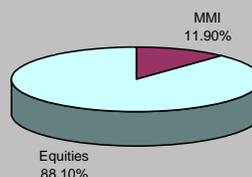


About the Fund

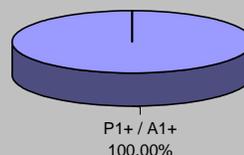
Objective: The provide long-term wealth maximisation by actively managing a well-diversified equity portfolio, predominantly comprising of companies whose market capitalization is between Rs. 10 billion to Rs.250 billion. Further, the fund would also seek to provide a cushion against the sudden volatility in the equities through some investments in short-term money market instruments

Strategy: Active Fund Management with potentially 100% equity Exposure Research based investment approach with a dedicated & experienced in-house research team. Identify undervalued Stocks in the growth phase. Focus on niche players with competitive advantage, in the sunrise industry & potential of being tomorrow's large cap. Emphasis on early identification of stocks.

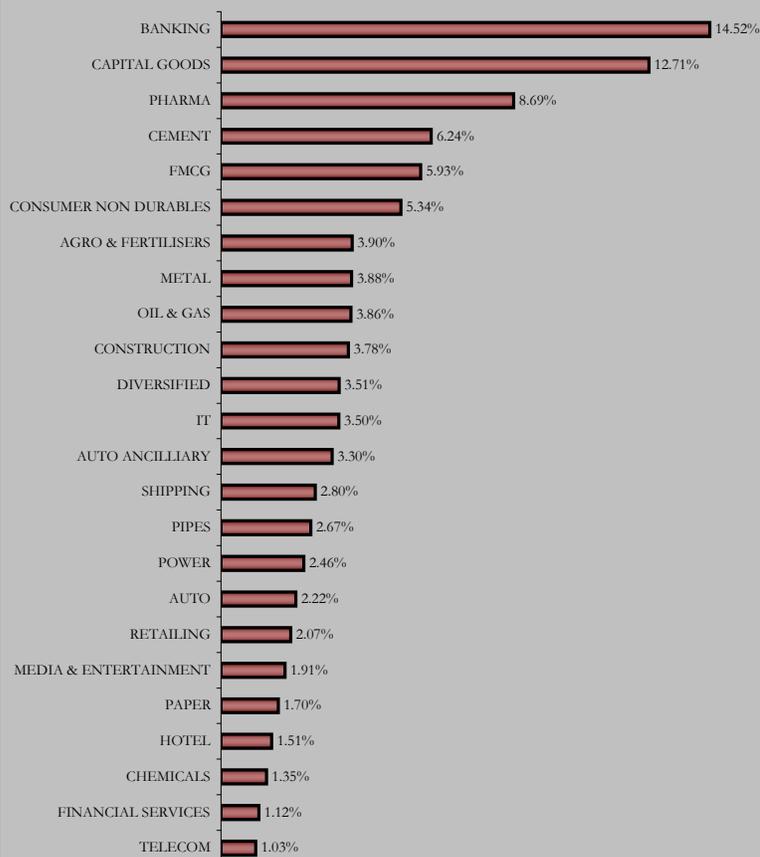
Asset Allocation



Rating Profile



Sectoral Allocation





PLATINUM PLUS FUND - 1

Portfolio as on 31st August 2009

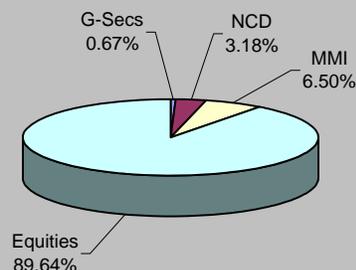
SECURITIES	HOLDING
GOVERNMENT SECURITIES	0.67%
10.45% GOI 2018	0.67%
CORPORATE DEBT	3.18%
NATIONAL BANK FOR AGRI. & RURAL DEV 2018	1.00%
NATIONAL HOUSING BANK 2018	0.91%
8.65% NTPC LTD. 2019	0.70%
10.85% POWER FINANCE CORPORATION LTD 2018	0.31%
10.85% RURAL ELECTRIFICATION CORP LTD 2018	0.26%
EQUITY	89.64%
RELIANCE INDUSTRIES LTD.	5.82%
ICICI BANK LTD.	5.48%
INFOSYS TECHNOLOGIES LTD.	5.21%
BHARAT HEAVY ELECTRICALS LTD.	4.98%
LARSEN & TOUBRO LTD.	4.54%
BHARTI AIRTEL LTD.	4.42%
STATE BANK OF INDIA	4.11%
IITC LTD	3.92%
OIL & NATURAL GAS CORPORATION LTD.	3.83%
HOUSING DEVELOPMENT FINANCE COR LTD	3.72%
OTHER EQUITY	43.62%
MMI	6.50%

About the Fund

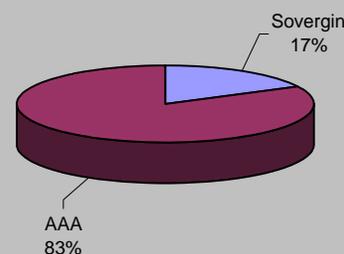
Objective: To optimize the participation in an actively managed well diversified equity portfolio of fundamentally strong blue chip companies while using debt instruments & derivatives to lock-in capital appreciations

Strategy: The strategy of the fund is to have an optimum mix of equities & fixed income instruments, with up to 100% exposure in both equities & fixed income assets & up to 40% in Money Market

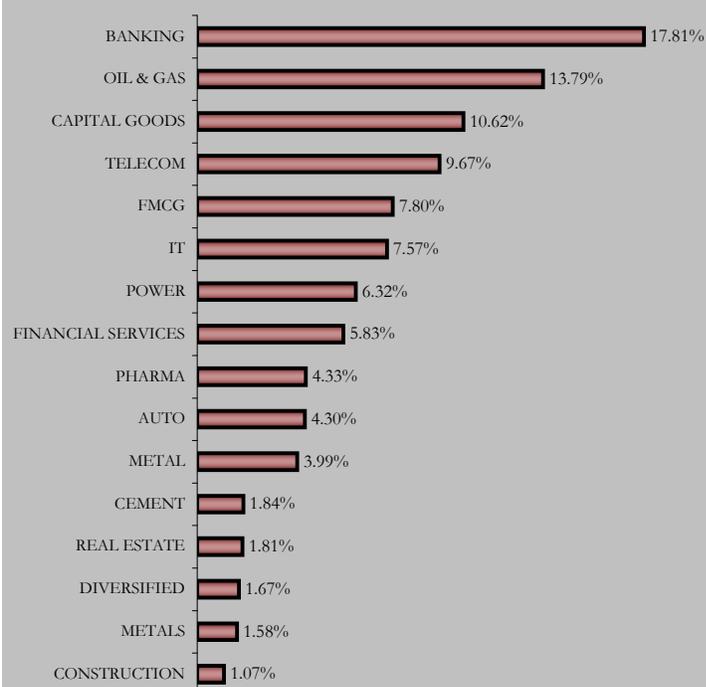
Asset Allocation



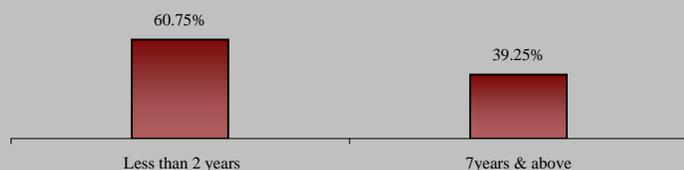
Rating Profile



Sectoral Allocation



Maturity Profile



Portfolio as on 31st August 2009

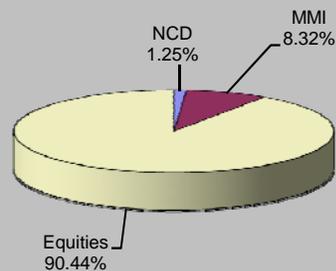
SECURITIES	HOLDING
GOVERNMENT SECURITIES	0.00%
CORPORATE DEBT	1.25%
4.8% HDFC LTD 2011	1.04%
11% IDFC LTD. 2010	0.21%
EQUITY	90.44%
RELIANCE INDUSTRIES LTD.	6.15%
ICICI BANK LTD.	5.34%
BHARAT HEAVY ELECTRICALS LTD.	5.04%
BHARTI AIRTEL LTD.	4.89%
INFOSYS TECHNOLOGIES LTD.	4.81%
LARSEN & TOUBRO LTD.	4.51%
STATE BANK OF INDIA	4.16%
OIL & NATURAL GAS CORPORATION LTD.	4.08%
ITC LTD	4.06%
HDFC BANK LTD.	3.65%
OTHER EQUITY	43.75%
MMI	8.32%

About the Fund

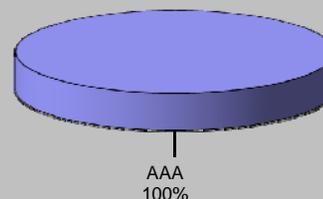
Objective To optimize the participation in an actively managed well diversified equity portfolio of fundamentally strong blue chip companies while using debt instruments & derivatives to lock-in capital appreciations:

Strategy: The strategy of the fund is to have an optimum mix of equities & fixed income instruments, with up to 100% exposure in both equities & fixed income assets & up to 40% in Money Market

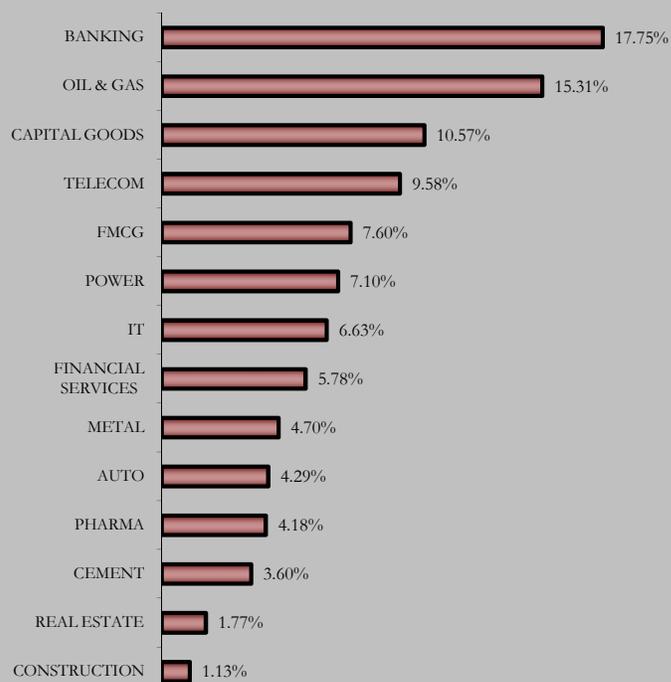
Asset Allocation



Rating Profile



Sectoral Allocation



Maturity Profile

100.00%



Less than 2 years



Pension Nourish

Portfolio as on 31st August 2009

SECURITIES HOLDING

GOVERNMENT SECURITIES 15.51%

7.59% GOI 2016	4.35%
7.95% GOI 2032	2.91%
5.64% GOI 2019	2.87%
7.46% GOI 2017	2.25%
6.9% GOI 2019	1.80%
6.05% GOI 2019	1.33%

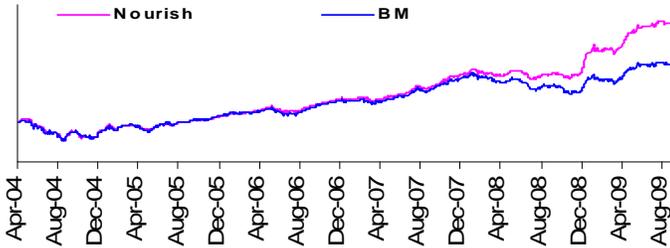
CORPORATE DEBT 56.33%

9.25% EXPORT IMPORT BANK OF INDIA 2012	7.81%
11.45% RELIANCE INDUSTRIES LTD. 2013	6.19%
9.4% POWER FINANCE CORPORATION LTD 2013	5.90%
9.9% TATA SONS LTD. 2011	4.10%
11.75% RURAL ELECTRIFICATION CORP LTD 2011	4.10%
10.48% GRASIM INDUSTRIES LTD. 2013	4.00%
11.95% HOUSING DEVELOPMENT FINANCE COR LTD 2018	2.67%
9.45% LIC HOUSING FINANCE LTD. 2012	2.36%
8.9% STEEL AUTHORITY OF INDIA LTD. 2014	2.25%
10.7% INDIAN RAILWAY FINANCE CORPN. LTD. 2023	2.18%
OTHER CORPORATE DEBT	14.78%

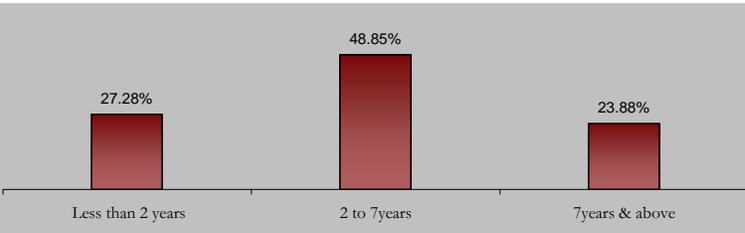
EQUITY 8.99%

RELIANCE INDUSTRIES LTD.	0.91%
OIL & NATURAL GAS CORPORATION LTD.	0.65%
BHARTI AIRTEL LTD.	0.50%
HDFC BANK LTD.	0.49%
LARSEN & TOUBRO LTD.	0.48%
ICICI BANK LTD.	0.47%
HOUSING DEVELOPMENT FINANCE COR LTD	0.47%
BHARAT HEAVY ELECTRICALS LTD.	0.46%
INFOSYS TECHNOLOGIES LTD.	0.45%
ITC LTD	0.41%
OTHER EQUITY	3.69%

MMI 19.17%



Maturity Profile

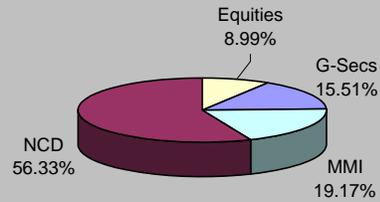


About the Fund

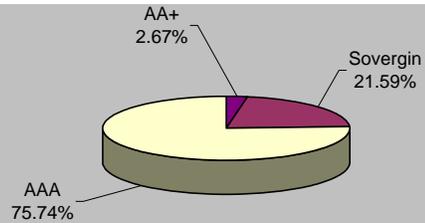
Objective: To generate persistent return through active management of fixed income portfolio and focus on creating long-term equity portfolio, which will enhance yield of composite portfolio with minimum risk appetite.

Strategy: To invest in fixed income securities with marginal exposure to equity up to 10% at low level of risk. This fund is suitable for those who want to protect their capital and earn steady return on investment through higher exposure to debt securities.

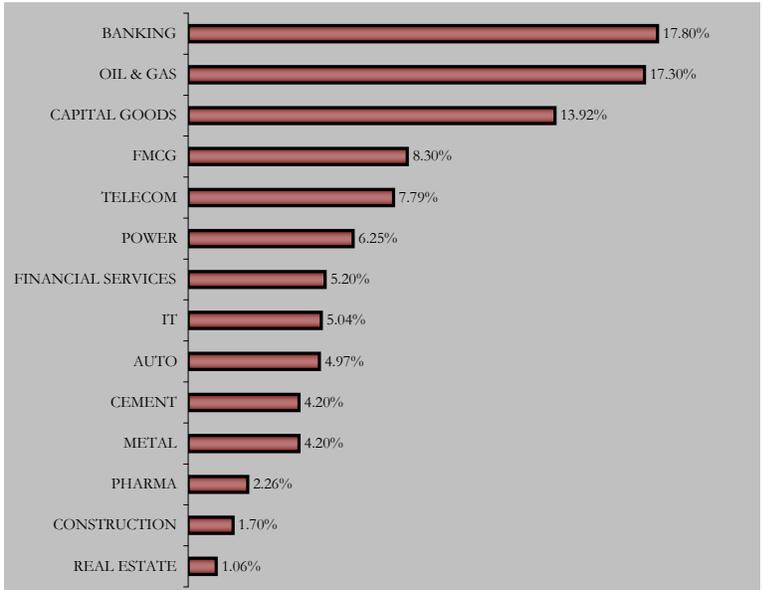
Asset Allocation



Rating Profile



Sectoral Allocation





Pension Growth

Portfolio as on 31st August 2009

SECURITIES HOLDING

GOVERNMENT SECURITIES 14.19%

7.44% GOI 2012	3.37%
7.95% GOI 2032	3.20%
7.59% GOI 2016	2.17%
5.64% GOI 2019	2.07%
7.46% GOI 2017	2.00%
6.9% GOI 2019	1.38%

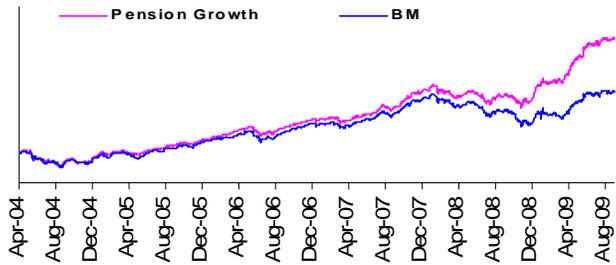
CORPORATE DEBT 46.06%

10.75% RELIANCE INDUSTRIES LTD. 2018	6.56%
10.48% GRASIM INDUSTRIES LTD. 2013	6.11%
11.95% HOUSING DEVELOPMENT FINANCE COR LTD 201	3.40%
11.5% RURAL ELECTRIFICATION CORP LTD 2013	3.15%
10.05% NATIONAL BANK FOR AGRI. & RURAL DEV 2014	3.02%
9.8% POWER FINANCE CORPORATION LIMITED 2012	3.02%
9.25% EXPORT IMPORT BANK OF INDIA 2012	2.98%
9.2% LARSEN & TOUBRO LTD. 2012	2.98%
11.45% RELIANCE INDUSTRIES LTD. 2013	2.52%
8.6% POWER FINANCE CORPORATION LIMITED 2014	2.15%
OTHER CORPORATE DEBT	10.17%

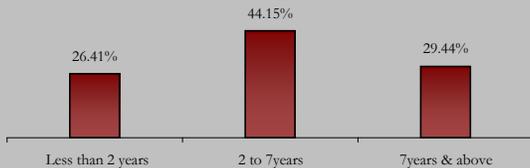
EQUITY 19.24%

RELIANCE INDUSTRIES LTD.	1.77%
ICICI BANK LTD.	1.11%
INFOSYS TECHNOLOGIES LTD.	1.03%
BHARTI AIRTEL LTD.	1.01%
LARSEN & TOUBRO LTD.	0.87%
STATE BANK OF INDIA	0.79%
HDFC BANK LTD.	0.78%
HOUSING DEVELOPMENT FINANCE COR LTD	0.78%
ITC LTD	0.77%
BHARAT HEAVY ELECTRICALS LTD.	0.77%
OTHER EQUITY	9.56%

MMI 20.50%



Maturity Profile

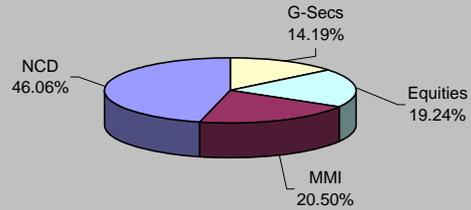


About the Fund

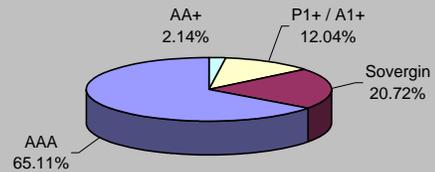
Objective: This fund option helps build your capital and generate better returns at moderate level of risk, over a medium or long-term period through a balance of investment in equity and debt.

Strategy: Generate better return with moderate level of risk through active management of fixed income portfolio and focus on creating long term equity portfolio which will enhance yield of composite portfolio with low level of risk appetite.

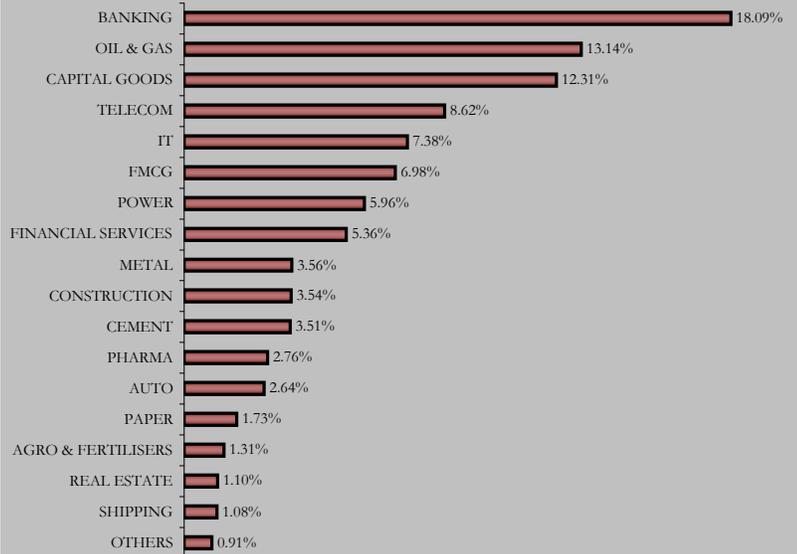
Asset Allocation



Rating Profile



Sectoral Allocation





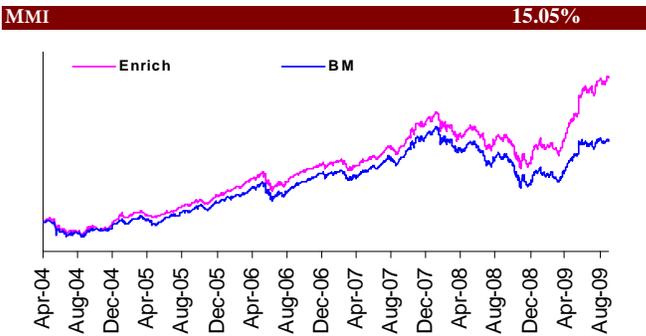
Pension Enrich

Portfolio as on 31st August 2009

SECURITIES	HOLDING
GOVERNMENT SECURITIES	12.75%
7.44% GOI 2012	2.33%
7.46% GOI 2017	2.14%
6.07% GOI 2014	1.99%
8.35% GOI 2022	1.68%
5.64% GOI 2019	1.52%
7.95% GOI 2032	1.45%
7.99% GOI 2017	0.77%
6.9% GOI 2019	0.57%
7.02% GOI 2016	0.29%

CORPORATE DEBT	39.78%
9.45% RURAL ELECTRIFICATION CORP LTD 2013	6.27%
9.47% POWER GRID CORPORATION LTD. 2013	4.39%
11.45% RELIANCE INDUSTRIES LTD. 2013	3.93%
9.15% NATIONAL CAPITAL REGIONAL PLAN 2016	3.03%
8.9% STEEL AUTHORITY OF INDIA LTD. 2014	2.98%
9.25% EXPORT IMPORT BANK OF INDIA 2012	2.62%
9.47% POWER GRID CORPORATION LTD. 2012	1.86%
9.22% POWER FINANCE CORPORATION LTD 2012	1.80%
11.5% RURAL ELECTRIFICATION CORP LTD 2013	1.31%
9.76% INDIAN RAILWAY FINANCE CORPN. LTD. 2012	1.26%
OTHER CORPORATE DEBT	10.34%

EQUITY	32.42%
RELIANCE INDUSTRIES LTD.	2.85%
ICICI BANK LTD.	1.75%
BHARTI AIRTEL LTD.	1.56%
INFOSYS TECHNOLOGIES LTD.	1.53%
LARSEN & TOUBRO LTD.	1.39%
ITC LTD	1.30%
BHARAT HEAVY ELECTRICALS LTD.	1.23%
HDFC BANK LTD.	1.09%
RELIANCE COMMUNICATIONS LTD	1.04%
HOUSING DEVELOPMENT FINANCE COR LTD	1.03%
OTHER EQUITY	17.66%

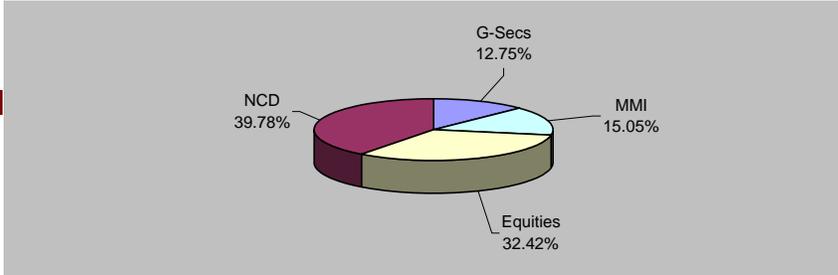


About the Fund

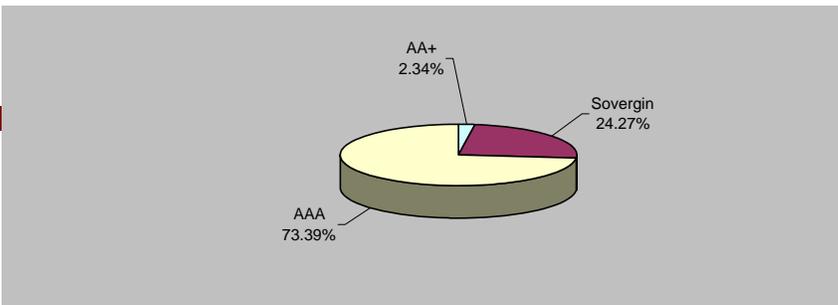
Objective: Helps you grow your capital through enhanced returns over a medium to long term period through investments in equity and debt instruments, thereby providing a good balance between risk and return.

Strategy: To earn capital appreciation by maintaining diversified equity portfolio and seek to earn regular return on fixed income portfolio by active management resulting in wealth creation for policyholders.

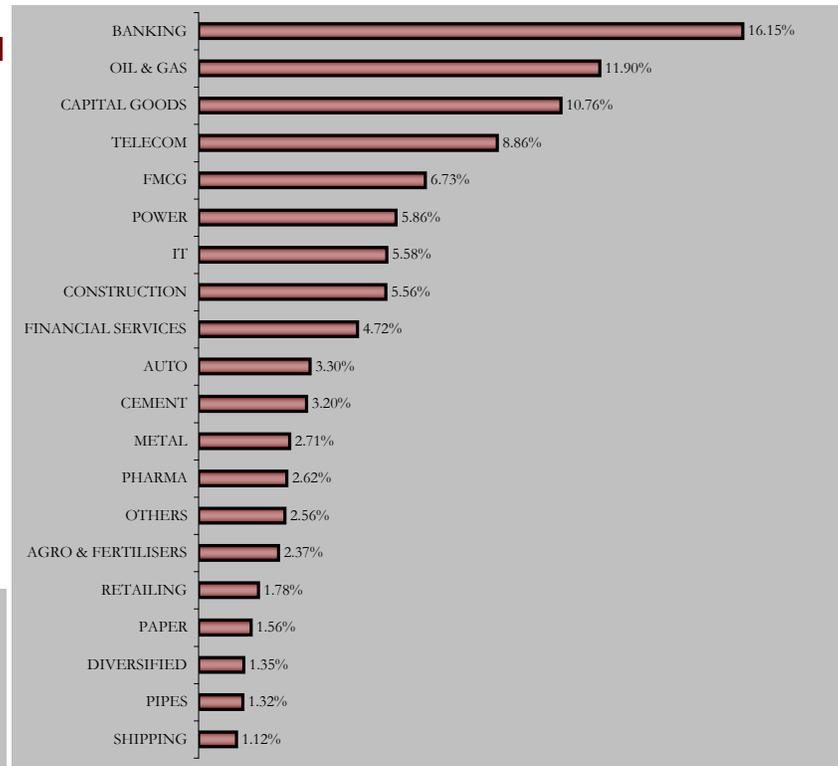
Asset Allocation



Rating Profile



Sectoral Allocation





INCOME ADVANTAGE FUND

Portfolio as on 31st August 2009

SECURITIES HOLDING

GOVERNMENT SECURITIES 19.15%

6.07% GOI 2014	5.19%
7.99% GOI 2017	3.73%
7.59% GOI 2016	3.66%
7.46% GOI 2017	3.62%
8.35% GOI 2022	2.23%
7.94% GOI 2021	0.36%
7.02% GOI 2016	0.35%

CORPORATE DEBT 65.82%

10.05% NATIONAL BANK FOR AGRI. & RURAL DEV 201	7.65%
10.85% RURAL ELECTRIFICATION CORP LTD 2018	4.05%
11.4% POWER FINANCE CORPORATION LIMITED 2013	3.97%
8.25% MARICO LTD. 2011	3.66%
7.39% POWER GRID CORPORATION LTD. 2011	3.65%
8.9% STEEL AUTHORITY OF INDIA LTD. 2014	3.63%
9.8% TATA STEEL LTD. 2011	3.59%
8.55% INDIAN RAILWAY FINANCE CORPN. LTD. 2019	3.59%
9% RELIANCE CAPITAL LTD. 2011	3.33%
7.45% TATA CAPITAL LIMITED 2011	2.90%
OTHER CORPORATE DEBT	25.78%

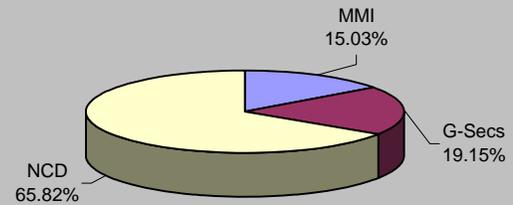
MMI 15.03%

About the Fund

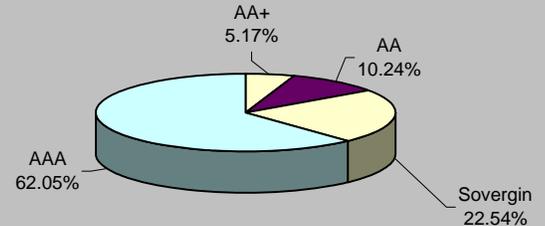
Objective: To provide capital preservation and regular income, at a high level of safety over a medium term horizon by investing in high quality debt instruments

Strategy: To actively manage the fund by building a portfolio of fixed income instruments with medium term duration. The fund will invest in government securities, high rated corporate bonds, high quality money market instruments and other fixed income securities. The quality of the assets purchased would aim to minimize the credit risk and liquidity risk of the portfolio. The fund will maintain reasonable level of liquidity.

Asset Allocation



Sectoral Allocation



Maturity Profile

