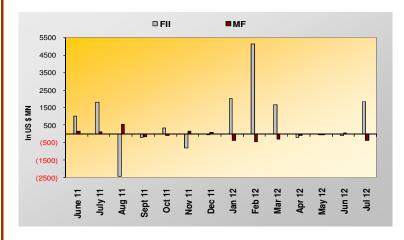
#### **Market Outlook**



Key Indices	31-Aug-12	31-Jul-12	% Change
Nifty	5258.50	5229.00	0.56%
Sensex	17429.56	17236.18	1.12%
BSE 100	5251.07	5229.16	0.42%
Dow Jones	13090.84	13008.68	0.63%
Nikkei	8839.91	8695.06	1.67%
Hang Seng	19482.57	19796.81	-1.59%
Nasdaq	3066.97	2939.52	4.34%
KOSPI	1905.12	1881.99	1.23%

The feel good factor has returned to the markets. The first half of September saw the government take a series of economically crucial decisions, signaling its intent to kick start growth. Following 2 years of policy paralysis the government announced a series of much awaited reforms including a hike in the price of diesel, opening up FDI limits in many sectors and disinvestment in four PSU companies.

The Rs. 5 per litre increase in diesel prices and capping the number of LPG cylinders per household to 6, sends a strong signal that the government is willing to act to not only bring down subsidies but also direct subsidies to those who actually need it. The government announced that it would allow Foreign Direct Investments (FDI) to the extent of 51% in multi brand retail, 49% in the airline sector, 74% in the broadcasting sector and 26% in power exchanges. These steps signal the government's intent to reinvigorate the investment cycle and catalyze overseas investment in some of the key sectors. The government also cleared the stake sale in four public sector undertaking – MMTC, Oil India Limited, NALCO and Hindustan Copper. The stake sale is expected to bring in Rs. 15000 Crores against the budgeted target of Rs. 30000 Crores and will help moderate the fiscal deficit.





In line with the government reforms push, the Reserve Bank India, in its third mid-quarter Monetary Policy Review for September 2012, reduced the Cash Reserve Ratio (CRR) by 25 basis points. This is expected to inject liquidity to the extent of Rs. 17000 Crores into the banking sector, giving further impetus to the growth momentum.

On the macro front, there continues to be cause for concern. Headline Inflation has remained persistently high at 7.6% on account of an increase in prices of agricultural commodities, a sharp upward revision in electricity tariffs and a rise in manufactured product inflation. The recent hike in diesel prices is also expected to push up fuel and manufacturing inflation.

GDP growth remained sluggish, though the Q1FY13 growth at 5.5% was marginally better than the previous quarter growth of 5.3%. The growth slowdown is particularly sharp in the industrial sector. Industrial production for July increased by a mere 0.1% after a big decline of 1.8% in June. Manufacturing growth declined by 0.2%, with the Capital goods sector recording a 5% year on year fall. Manufacturing PMI is at the lowest level and this is the fifth consecutive month in which capital goods growth has fallen.

Declining exports and high oil prices have pushed the trade deficit to an unsustainable level of US\$15.5 billion in August. The trade deficit is expected to deteriorate further as exports will remain under pressure on account of weak external demand. While the macro situation remains worrisome, both, the Prime Minister and the Finance Minister have indicated that there will be steps to follow in the areas of fiscal consolidation, inflation management and growth stimulus.

#### **Market Outlook**



Key Indices	31-Aug-12	31-Jul-12	% Change
10 year G-Sec	8.24%	8.25%	-0.12%
5 Year G-Sec	8.23%	8.19%	0.49%
91 Day T Bill	8.21%	8.18%	0.37%
364 day T-Bill	8.09%	8.00%	1.13%
MIBOR	8.66%	8.88%	-2.48%
Call Rates	7.94%	8.02%	-1.00%
Inflation	NA	NA	NA

While the positive development on the domestic front lifted sentiment, the monetary stimulus by the US Federal Reserve and the ECB provide further fuel to the market rally. Both, the Fed and the ECB have made open-ended commitments to infuse liquidity through asset purchases.

The QE3 program announced by the Fed is likely to put downward pressure on long term interest rates, support mortgage markets and give a boost to the asset markets in US. It is expected to result in an improvement in labour market conditions and stimulate growth. The ECBs bond buying program has been able to correct short term distortion in the European bond market. This is expected to help the distressed European countries reduce their debt burden and improve the investment climate.

The combined action of the Fed and the ECB has triggered a global 'risk on' rally that will benefit the Indian markets by increasing FII flows. FIIs have invested, to date, over US\$12 billion in the Indian equity market. Equity market rallied smartly to levels of close to 18500, a 16% up move from the June 2012 low of 16000.

The Sensex currently trades at a 14.5xFY13E one year forward earnings and valuations are quite attractive. Continued action from the government and monetary easing from RBI could result in equity markets breaking out in an upward direction. Debt markets are expected to be range bound, with a positive bias.

As liquidity is comfortable and concerns of the fiscal front have reduced, any positive action from the RBI in terms of a rate cut could lead to yields dropping. Corporate bonds are expected to trade with reduced spreads as issuances have not kept pace with the demand.



# **Learning Curve**

# Importance of staying invested over long-term

The key to wealth creation is to begin early and invest regularly. Regular investments, however small, can result in a significant wealth creation over a period of time. The longer you stay invested, better the effect of compounding. To illustrate, consider two individuals, A (20 years old) and B (30 years old), who start investing Rs. 1000 & Rs. 1500 respectively every year till they reach the age of 50. Both of them would have invested the same amount, i.e. Rs 30000. However, assuming a 10% return on investments, A would have accumulated around Rs. 181000 while B would have accumulated only Rs. 95000, nearly half the amount. This is the magic of compounding. B would have to invest Rs. 2850 p.a., 2.8 times that of A, to get Rs.180000 at the age of 50.

Different asset classes have different degrees of risk & return associated with them. Equities have the potential to deliver higher return than fixed-income instruments but also carry high risk. One should invest in asset classes that have the potential to generate returns which are adequate to meet ones' financial goals at the desired level of risk.

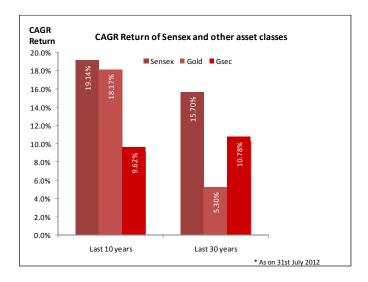
Investments should be made with a long-term perspective as markets can be very volatile in short-term. However, over a longer period of time market volatility drops significantly. Despite witnessing periods of negative returns, the Sensex has delivered a CAGR of 19.14% over the last 10 years. Following a long-term disciplined investment approach and remaining invested even during uncertain times will ensure that investors reap the benefit from their financial investments.

An analysis of the rolling returns for equity over a 5 year, 10 year and a 20 year period shows that equity returns have been positive over all time horizons. The 20 year rolling return, for all the years, has never fallen below 15.9%. Long -term investments in equity thus yields handsome returns.

Terminal Year of	Rolling Return					
Investment	5 Year	10 Year	20 Year			
1999	7.3%	23.1%	23.7%			
2000	7.3%	17.7%	21.4%			
2001	4.1%	7.7%	17.8%			
2002	2.4%	4.8%	17.9%			
2003	20.3%	9.2%	21.1%			
2004	9.9%	8.6%	21.3%			
2005	22.5%	14.9%	18.7%			
2006	35.4%	19.7%	21.1%			
2007	44.0%	23.2%	24.2%			
2008	19.1%	19.7%	19.1%			
2009	32.0%	21.0%	22.0%			
2010	27.0%	24.8%	21.2%			
2011	12.8%	24.1%	15.9%			

<sup>\*</sup>Rolling Return for N (number of years) = (Return for 1st Period + Return for 2nd period and so on... + Return for Nth Period)/ N (number of years)

It has been proved that investment in equity, over the medium to long term, delivers a better CAGR return than investment in either debt or gold.



# **Arpita Nanoti**

Head - Investment Communication & Advisory



#### **FUND PERFORMANCE AS ON 31st AUGUST 2012**

INDIVIDUAL Inception Date	Assu 12-Sep		Income Adv 22-Aug-	~	Protect 22-Mar-		Build 22-Mai	
	Fund Return	ВМ	Fund Return	BM	Fund Return	ВМ	Fund Return	BM
Last 1 year	9.50%	7.59%	9.98%	7.46%	8.28%	7.16%	8.16%	6.83%
Last 2 years	8.44%	6.55%	8.36%	6.05%	6.19%	5.23%	5.29%	4.40%
Last 3 years	8.14%	5.64%	8.54%	5.55%	6.71%	5.37%	6.87%	5.16%
Last 4 years	10.55%	6.55%	12.08%	-	9.34%	6.34%	10.10%	6.31%
Last 5 years	10.76%	-	-	-	8.59%	5.38%	9.18%	5.31%
Since Inception	9.35%		12.00%		8.27%		10.16%	
Asset Held (Rs. In	130		319		406		269	

INDIVIDUAL Inception Date	Baland 18-Jul		Enhand 22-Mar-		Creato 23-Feb-		Magni 12-Aug	
	Fund Return	ВМ	Fund Return	BM	Fund Return	ВМ	Fund Return	ВМ
Last 1 year	7.98%	6.39%	7.38%	6.21%	6.62%	5.41%	4.51%	3.38%
Last 2 years	5.17%	3.71%	3.87%	3.28%	1.88%	1.51%	-2.93%	-2.21%
Last 3 years	6.64%	4.78%	5.99%	4.66%	5.79%	4.11%	4.12%	2.58%
Last 4 years	10.96%	6.06%	9.02%	5.43%	11.78%	5.58%	5.34%	3.89%
Last 5 years	10.02%	-	7.62%	4.57%	10.83%	4.72%	3.85%	-
Since Inception	9.68%	-	11.77%	-	12.38%	-	12.64%	-
Asset Held (Rs. In	32		6448		301		1043	

INDIVIDUAL Inception Date	Maximi 12-Jun		Multipl 30-Oct-		Super 2 6-Jul-0	
	Fund Return	ВМ	Fund Return	ВМ	Fund Return	ВМ
Last 1 year	1.63%	2.83%	4.12%	-3.33%	7.65%	3.53%
Last 2 years	-5.90%	-3.27%	-5.99%	-9.35%	0.34%	-1.91%
Last 3 years	1.18%	2.18%	5.64%	3.64%	6.04%	2.53%
Last 4 years	6.24%	3.43%	11.05%	4.27%	-	-
Last 5 years	4.10%	2.15%	-	-	-	-
Since Inception	5.29%	3.47%	2.52%	-1.50%	8.62%	5.60%
Asset Held (Rs. In	2300		410		190	

Fund Name	Benchma	ark Composition	SFIN
Assure	-	Crisil Short Term Bond Index	ULIF01008/07/05BSLIASSURE109
Income Advantage	-	Crisil Composite Bond Index	ULIF01507/08/08BSLIINCADV109
Protector	BSE 100	Crisil Composite Bond Index	ULIF00313/03/01BSLPROTECT109
Builder	BSE 100	Crisil Composite Bond Index	ULIF00113/03/01BSLBUILDER109
Balancer	BSE 100	Crisil Composite Bond Index	ULIF00931/05/05BSLBALANCE109
Enhancer	BSE 100	Crisil Composite Bond Index	ULIF00213/03/01BSLENHANCE109
Creator	BSE 100	Crisil Composite Bond Index	ULIF00704/02/04BSLCREATOR109
Magnifier	BSE 100	Crisil Liquid Fund Index	ULIF00826/06/04BSLIIMAGNI109
Maximiser	BSE 100	Crisil Liquid Fund Index	ULIF01101/06/07BSLIINMAXI109
Multiplier	CNX Midcap	Crisil Liquid Fund Index	ULIF01217/10/07BSLINMULTI109
Super 20	Sensex	Crisil Liquid Fund Index	ULIF01723/06/09BSLSUPER20109

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#### **FUND PERFORMANCE AS ON 31st AUGUST 2012**

INDIVIDUAL Inception Date	Platinum Plus I 17-Mar-08			Platinum Plus II 8-Sep-08		Platinum Plus III 15-May-09		Plus IV -09	
	Fund Return	ВМ	Fund Return	ВМ	Fund Return	ВМ	Fund Return	ВМ	
Last 1 year	3.50%	-	2.21%	-	2.24%	-	1.72%	-	
Last 2 years	-1.63%	-	-1.56%	-	-1.38%	-	-1.27%	-	
Last 3 years	3.84%	-	4.17%	-	3.64%	-	-	-	
Last 4 years	4.14%	-	-	-		-	-	-	
Since Inception	2.39%	-	12.02%	-	5.72%	-	2.38%	-	
Asset Held (Rs. In Crores)	395		673		800		594		
INDIVIDUAL Inception Date	Platinum F 15-Feb	-10	Platinum Adv 20-Sep-	10	Foresight 9	11	Foresight Si 22-Feb	-11	
	Fund Return	BM	Fund Return	BM	Fund Return	BM	Fund Return	ВМ	
Last 1 year	1.62%	-	4.96%	-	4.88%	-	5.19%	-	
Last 2 years	-1.99%	-	-	-	-	-	-	-	
Since Inception	2.11%	-	-5.23%	-	-2.36%	-	-2.04%	-	
Asset Held (Rs. In Crores)	731		454		524		58		
INDIVIDUAL Inception Date	Titaniu 16-Dec Fund Return		Titaniun 16-Mar- Fund Return		Titaniun 16-Jun- Fund Return				
Last 1 year	3.39%		3.85%		4.96%	-			
Last 2 years	0.14%	-	0.41%		-1.22%	-			
Since Inception	2.62%	-	2.13%	-	-0.70%	-			
Asset Held (Rs. In Crores)	54		23		6				
PENSION Inception Date	Nouri 12-Mar Fund Return		Growti 18-Mar- Fund Return		Enrich 12-Mar- Fund Return				
T 1	Pulla Neturii	7.400/	7 000/	O 000/	7.000/	O 000/			

PENSION Inception Date	Nouris 12-Mar		Growt 18-Mar-		Enrich 12-Mar-03	
·	Fund Return	BM	Fund Return	ВМ	Fund Return	ВМ
Last 1 year	8.02%	7.16%	7.68%	6.83%	7.28%	6.02%
Last 2 years	5.97%	5.23%	5.07%	4.40%	3.51%	2.84%
Last 3 years	6.49%	5.37%	6.60%	5.16%	6.16%	4.53%
Last 4 years	9.85%	6.34%	11.55%	6.31%	10.87%	5.93%
Last 5 years	9.04%	5.38%	10.41%	5.31%	9.59%	4.97%
Since Inception	7.98%	-	10.13%	-	11.76%	-

Fund Name	Benchma	ark Composition	<u>SFIN</u>
Platinum Plus I	-		ULIF01325/02/08BSLIIPLAT1109
Platinum Plus II	-	-	ULIF01425/02/08BSLIIPLAT2109
Platinum Plus III	-	-	ULIF01628/04/09BSLIIPLAT3109
Platinum Plus IV	-	-	ULIF01816/09/09BSLIIPLAT4109
Platinum Premier	-	-	ULIF02203/02/10BSLPLATPR1109
Platinum Advantage	-	-	ULIF02408/09/10BSLPLATADV109
Titanium I	-	-	ULIF01911/12/09BSLITITAN1109
Titanium II	-	-	ULIF02011/12/09BSLITITAN2109
Titanium III	-	-	ULIF02111/12/09BSLITITAN3109
Pension Nourish	BSE 100	Crisil Composite Bond Index	ULIF00604/03/03BSLNOURISH109
Pension Growth	BSE 100	Crisil Composite Bond Index	ULIF00504/03/03BSLIGROWTH109
Pension Enrich	BSE 100	Crisil Composite Bond Index	ULIF00404/03/03BSLIENRICH109

#### Disclaimer:

Asset Held (Rs. In Crores)

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# Assure Fund

#### ULIF01008/07/05BSLIASSURE109

## Portfolio as on 31st August 2012

# GOVERNMENT SECURITIES 0.00%

61.98% **CORPORATE DEBT**  $9.62\%\,$  L I C HOUSING FINANCE LTD. 2015 6.05% 9.8% NATIONAL BANK FOR AGRI. AND RURAL DEVELOP! 5.76% 10.8% EXPORT IMPORT BANK OF INDIA 2013 4.67% 10.9% RURAL ELECTRIFICATION CORPN. LTD. 2013 3.91% 9.5% HOUSING DEVELOPMENT FINANCE CORPN. LTD. 20 3.88%  $9.95\%\,$  TUBE INVESTMENTS OF INDIA LTD.  $\,2018\,$ 3.87% 9.72% IDFC LTD 2013 3.86%11.3% A C C LTD. 2013 3.14% 8% MAHINDRA VEHICLE MANUFACTURERS LIMITED 201 3 14% 10.4% I C I C I SECURITIES PRIMARY DEALERSHIP LTD. 20 3.10% OTHER CORPORATE DEBT 20.59%

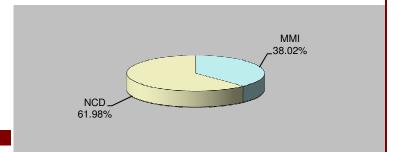
# SECURITISED DEBT

#### About the Fund

**Objective:** 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.

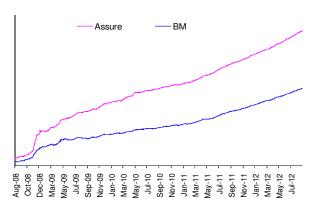
#### **Asset Allocation**



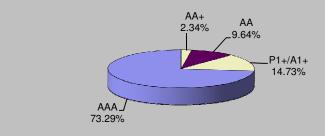


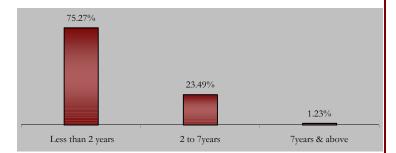


0.00%



# **Rating Profile**







# Income Advantage Fund

#### ULIF01507/08/08BSLIINCADV109

# Portfolio as on 31st August 2012

SECURITIES	HOLDING
GOVERNMENT SECURITIES	30.51%
7.8% GOVERNMENT OF INDIA 2021	4.51%
8.2% GOVERNMENT OF INDIA 2022	4.49%
8.79% GOVERNMENT OF INDIA 2021 9.15% GOVERNMENT OF INDIA 2024	4.00% 3.31%
8.15% GOVERNMENT OF INDIA 2022	3.04%
8.08% GOVERNMENT OF INDIA 2022 8.28% GOVERNMENT OF INDIA 2032	2.50%
6.05% GOVERNMENT OF INDIA 2032	1.98% 1.92%
7.99% GOVERNMENT OF INDIA 2017	1.55%
7.8% GOVERNMENT OF INDIA 2020 OTHER GOVERNMENT SECURITIES	1.21% 1.99%
OTTER GOVERNMENT SECORTIES	1.99%

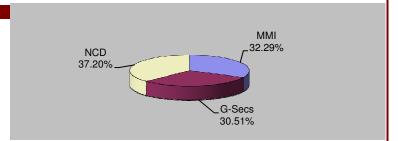
#### About the Fund

**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.

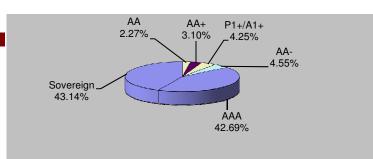
#### **Asset Allocation**

CORPORATE DEBT	37.20%
9.75% TATA MOTORS LTD. 2020	2.60%
9.75% HOUSING DEVELOPMENT FINANCE CORPN. LTD	2.16%
9.6% HOUSING DEVELOPMENT FINANCE CORPN. LTD.	1.77%
9.65% HOUSING DEVELOPMENT FINANCE CORPN. LTD	1.68%
10.25% HOUSING DEVELOPMENT FINANCE CORPN. LTI	1.62%
9.62% POWER FINANCE CORPN. LTD. 2016	1.58%
9.4% NATIONAL BANK FOR AGRI. AND RURAL DEVELO	1.58%
8.9% POWER GRID CORPN. OF INDIA LTD. 2014	1.56%
8.9% STEEL AUTHORITY OF INDIA LTD. 2019	1.54%
11.5% RURAL ELECTRIFICATION CORPN. LTD. 2013	1.45%
OTHER CORPORATE DEBT	19.65%

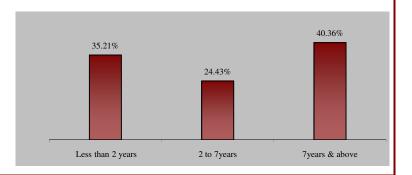


# **Rating Profile**











# Protector Fund

7.75%

9.12%

#### ULIF00313/03/01BSLPROTECT109

#### Portfolio as on 31st August 2012

OTHER GOVERNMENT SECURITIES

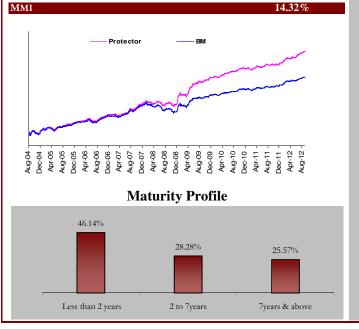
CORPORATE DERT

EOUITY

SECURITIES	HOLDING
GOVERNMENT SECURITIES	28.58%
7.8% GOVERNMENT OF INDIA 2021	3.63%
7.99% GOVERNMENT OF INDIA 2017	2.44%
7.5% GOVERNMENT OF INDIA 2034	2.25%
11.5% GOVERNMENT OF INDIA 2015	2.13%
8.13% GOVERNMENT OF INDIA 2022	2.04%
8.15% GOVERNMENT OF INDIA 2022	1.84%
8.24% GOVERNMENT OF INDIA 2027	1.77%
8.79% GOVERNMENT OF INDIA 2021	1.64%
6.9% GOVERNMENT OF INDIA 2019	1.60%
7.95% GOVERNMENT OF INDIA 2032	1.49%

CORPORATE DEBT	47.90%
8.6% POWER FINANCE CORPN. LTD. 2014	3.17%
10.85% RURAL ELECTRIFICATION CORPN. LTD. 2018	2.90%
8.75% INDIAN RAILWAY FINANCE CORPN. LTD. 2013	2.46%
8.64% POWER GRID CORPN. OF INDIA LTD. 2014	1.95%
8.9% STEEL AUTHORITY OF INDIA LTD. 2019	1.93%
8.8% POWER GRID CORPN. OF INDIA LTD. 2013	1.84%
9.45% RURAL ELECTRIFICATION CORPN. LTD. 2013	1.80%
11.4% POWER FINANCE CORPN. LTD. 2013	1.51%
11.25% POWER FINANCE CORPN. LTD. 2018	1.48%
8.85% TATA SONS LTD. 2016	1.47%
OTHER CORPORATE DEBT	27.46%

20111	J.11 /0
RELIANCE INDUSTRIES LTD.	0.62%
ITCLTD.	0.59%
I C I C I BANK LTD.	0.57%
INFOSYS LTD.	0.54%
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	0.49%
H D F C BANK LTD.	0.36%
LARSEN AND TOUBRO LTD.	0.32%
BHARTI AIRTEL LTD.	0.28%
OIL AND NATURAL GAS CORPN. LTD.	0.28%
STATE BANK OF INDIA	0.26%
OTHER EQUITY	4.81%

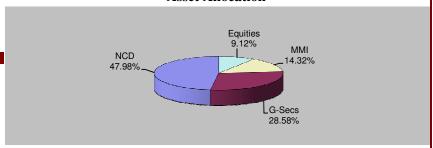


#### About the Fund

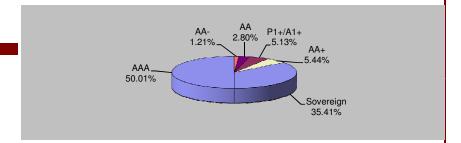
**Objective:** To generate persistent return through active management of fixed income portfolio and focus on creating long-term equity portfolio, which will enhance yield of composite portfolio with minimum risk appetite.

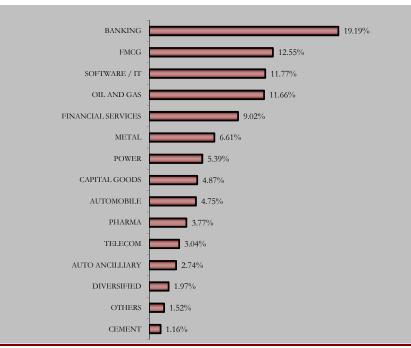
**Strategy:** To invest in fixed income securities with marginal exposure to equity up to 10% at low level of risk. This fund is suitable for those who want to protect their capital and earn steady return on investment through higher exposure to debt securities.

#### **Asset Allocation**



# **Rating Profile**







**EQUITY** 

# Builder Fund

HOLDING

2.38%

18.79%

#### ULIF00113/03/01BSLBUILDER109

#### Portfolio as on 31st August 2012

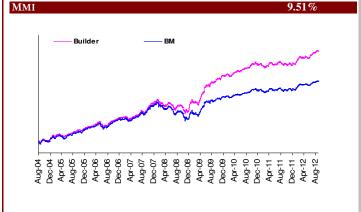
OTHER GOVERNMENT SECURITIES

SECURITIES

GOVERNMENT SECURITIES	25.51%
8.2% GOVERNMENT OF INDIA 2022	5.86%
7.8% GOVERNMENT OF INDIA 2021	4.48%
8.15% GOVERNMENT OF INDIA 2022	2.95%
8.28% GOVERNMENT OF INDIA 2027	1.74%
8.32% GOVERNMENT OF INDIA 2032	1.72%
8.79% GOVERNMENT OF INDIA 2021	1.71%
7.95% GOVERNMENT OF INDIA 2032	1.48%
8.3% GOVERNMENT OF INDIA 2040	1.17%
7.59% GOVERNMENT OF INDIA 2015	1.10%
8.08% GOVERNMENT OF INDIA 2022	0.91%

#### CORPORATE DEBT 46.19% 8.65% RURAL ELECTRIFICATION CORPN. LTD. 2019 3.96% 11.45% RELIANCE INDUSTRIES LTD. 2013 3.50% 8.6% POWER FINANCE CORPN. LTD. 2014 2.94% 8.75% INDIAN RAILWAY FINANCE CORPN. LTD. 2013 2.85% 8.85% TATA SONS LTD. 2016 2.41% 10.25% TECH MAHINDRA LTD. 2014 2.26% 8.5% INDIAN RAILWAY FINANCE CORPN. LTD. 2020 1.91% 9.35% RURAL ELECTRIFICATION CORPN. LTD. 2022 1.87% 9.47% POWER GRID CORPN. OF INDIA LTD. 2014 1.86% 7.55% NATIONAL HOUSING BANK 2013 1.47% OTHER CORPORATE DEBT 21.17%

I T C LTD.	1.32%
I C I C I BANK LTD.	1.15%
INFOSYS LTD.	1.11%
RELIANCE INDUSTRIES LTD.	1.06%
H D F C BANK LTD.	0.97%
LARSEN AND TOUBRO LTD.	0.96%
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	0.93%
STATE BANK OF INDIA	0.54%
MCLEOD RUSSEL INDIA LTD.	0.52%
HINDUSTAN UNILEVER LTD.	0.47%
OTHER EQUITY	9.78%



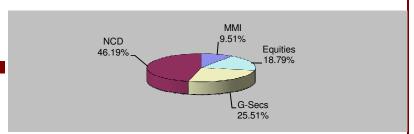


#### About the Fund

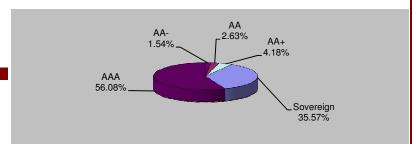
**Objective:** To build your capital and generate better returns at moderate level of risk, over a medium or long-term period through a balance of investment in equity and debt.

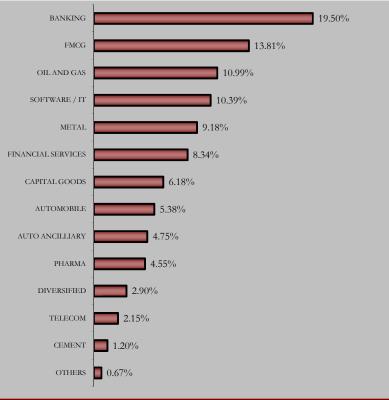
**Strategy:** Generate better return with moderate level of risk through active management of fixed income portfolio and focus on creating long term equity portfolio which will enhance yield of composite portfolio with low level of risk appetite.

#### **Asset Allocation**



# **Rating Profile**







# Balancer Fund

HOLDING

1.22%

38 44%

#### ULIF00931/05/05BSLBALANCE109

#### Portfolio as on 31st August 2012

8.08% GOVERNMENT OF INDIA 2022

CORPORATE DEBT

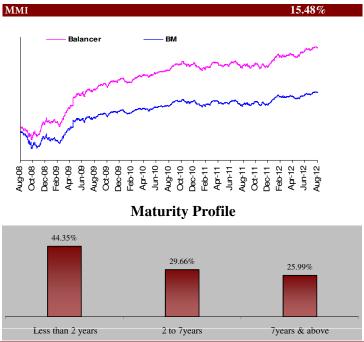
EOUITY

SECURITIES

GOVERNMENT SECURITIES	22.25%
8.2% GOVERNMENT OF INDIA 2022	5.20%
7.8% GOVERNMENT OF INDIA 2021	2.82%
7.95% GOVERNMENT OF INDIA 2032	2.61%
5.64% GOVERNMENT OF INDIA 2019	2.52%
7.46% GOVERNMENT OF INDIA 2017	2.24%
8.79% GOVERNMENT OF INDIA 2021	1.59%
6.9% GOVERNMENT OF INDIA 2019	1.44%
7% GOVERNMENT OF INDIA 2022	1.38%
7.99% GOVERNMENT OF INDIA 2017	1.23%

CORT ORTHE BEBT	30.44 /6
9% EXPORT IMPORT BANK OF INDIA 2019	7.72%
9.43% RURAL ELECTRIFICATION CORPN. LTD. 2014	3.73%
10.05% NATIONAL BANK FOR AGRI. AND RURAL DEVELO	3.13%
9.4% NATIONAL BANK FOR AGRI. AND RURAL DEVELOP	3.11%
7.05% CANARA BANK 2014	2.99%
9.47% POWER GRID CORPN. OF INDIA LTD. 2022	2.35%
11.45% RELIANCE INDUSTRIES LTD. 2013	1.59%
11.4% POWER FINANCE CORPN. LTD. 2013	1.59%
11.3% A C C LTD. 2013	1.58%
9.35% POWER GRID CORPN. OF INDIA LTD. 2021	1.56%
OTHER CORPORATE DEBT	9.09%

EQUITI	23.03 /0
I C I C I BANK LTD.	1.49%
INFOSYS LTD.	1.41%
RELIANCE INDUSTRIES LTD.	1.31%
H D F C BANK LTD.	1.06%
ITCLTD.	1.02%
LARSEN AND TOUBRO LTD.	1.01%
STATE BANK OF INDIA	0.98%
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	0.82%
HINDUSTAN UNILEVER LTD.	0.76%
BHARTI AIRTEL LTD.	0.75%
OTHER EQUITY	13.21%

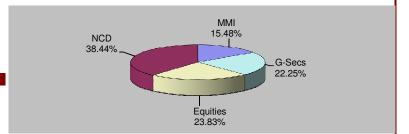


#### About the Fund

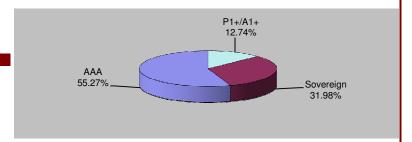
**Objective:** To achieve value creation of the policyholder at an average risk level over medium to long-term period.

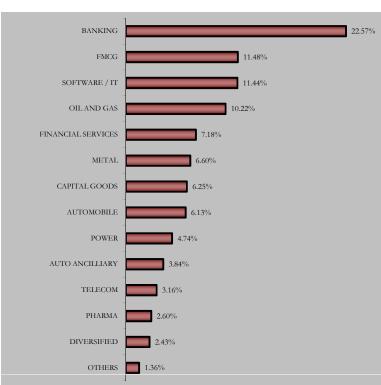
**Strategy:** To invest predominantly in debt securities with an additional exposure to equity, maintaining medium term duration profile of the portfolio.

## **Asset Allocation**



# **Rating Profile**







# Enhancer Fund

#### ULIF00213/03/01BSLENHANCE109

### Portfolio as on 31st August 2012

SECURITIES	HULDING
GOVERNMENT SECURITIES	20.53%
6.9% GOVERNMENT OF INDIA 2019	3,23%
6.35% GOVERNMENT OF INDIA 2020	2.24%
7.8% GOVERNMENT OF INDIA 2021	1.43%
8.15% GOVERNMENT OF INDIA 2022	1.36%
8.2% GOVERNMENT OF INDIA 2022	1.18%
7.95% GOVERNMENT OF INDIA 2032	1.15%
8.79% GOVERNMENT OF INDIA 2021	1.06%
7.8% GOVERNMENT OF INDIA 2020	1.01%
8.26% GOVERNMENT OF INDIA 2027	0.92%
8.08% GOVERNMENT OF INDIA 2022	0.79%
OTHER GOVERNMENT SECURITIES	6.17%

CORPORATE DEBT	39.79%
10.75% RELIANCE INDUSTRIES LTD. 2018	0.90%
10.2% TATA STEEL LTD. 2015	0.78%
9.05% STATE BANK OF INDIA 2020	0.72%
10.25% TECH MAHINDRA LTD. 2014	0.61%
9.25% DR. REDDYS LABORATORIES LTD. 2014	0.61%
9.8% LICHOUSING FINANCE LTD. 2017	0.51%
2% INDIAN HOTELS CO. LTD. 2014	0.50%
8.55% INDIAN RAILWAY FINANCE CORPN. LTD. 20	0.48%
9.1% STATE BANK OF MYSORE 2019	0.46%
9.61% POWER FINANCE CORPN. LTD. 2021	0.45%
OTHER CORPORATE DEBT	33.75%

SECURITISED DEBT	0.40%

0.40%

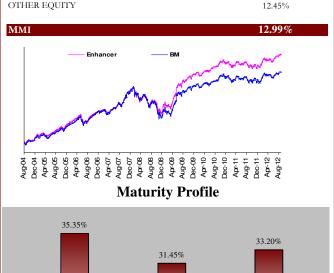
26.28%

7years & above

India Structured Asset Trust-Series XII Class A11 PTC (MD

**EQUITY** 

ITCLTD.	2.03%
RELIANCE INDUSTRIES LTD.	1.94%
I C I C I BANK LTD.	1.78%
INFOSYS LTD.	1.59%
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	1.35%
H D F C BANK LTD.	1.31%
LARSEN AND TOUBRO LTD.	1.13%
TATA CONSULTANCY SERVICES LTD.	0.94%
STATE BANK OF INDIA	0.90%
HINDUSTAN UNILEVER LTD.	0.86%
OTHER EQUITY	10 450/



2 to 7 years

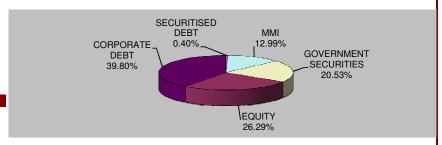
Less than 2 years

#### About the Fund

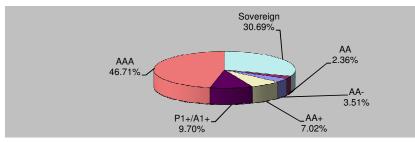
**Objective:** To grow your capital through enhanced returns over a medium to long term period through investments in equity and debt instruments, thereby providing a good balance between risk and return.

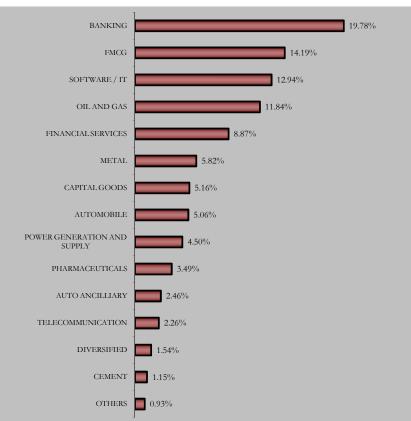
**Strategy:** To earn capital appreciation by maintaining diversified equity portfolio and seek to earn regular return on fixed income portfolio by active management resulting in wealth creation for policyholders.

#### **Asset Allocation**



# **Rating Profile**







COPPORATE DERT

MMI

# Creator Fund

28 0407

10.62%

#### ULIF00704/02/04BSLCREATOR109

## Portfolio as on 31st August 2012

#### SECURITIES HOLDING

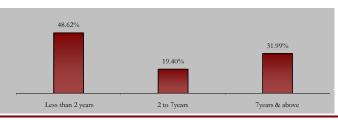
GOVERNMENT SECURITIES	10.40%
8.15% GOVERNMENT OF INDIA 2022	3.79%
7.8% GOVERNMENT OF INDIA 2021	2.08%
8.28% GOVERNMENT OF INDIA 2027	1.63%
8.24% GOVERNMENT OF INDIA 2027	1.34%
7.99% GOVERNMENT OF INDIA 2017	1.09%
8.28% GOVERNMENT OF INDIA 2032	0.97%
5.64% GOVERNMENT OF INDIA 2019	0.88%
8.83% GOVERNMENT OF INDIA 2041	0.85%
8.32% GOVERNMENT OF INDIA 2032	0.65%
7.46% GOVERNMENT OF INDIA 2017	0.64%
OTHER GOVERNMENT SECURITIES	2 53%

CORPORATE DEBT	20.04 70
8.6% POWER FINANCE CORPN. LTD. 2014	3.61%
10.1% POWER GRID CORPN. OF INDIA LTD. 2013	1.67%
11.45% RELIANCE INDUSTRIES LTD. 2013	1.67%
9.47% POWER GRID CORPN. OF INDIA LTD. 2013	1.66%
9.5% NATIONAL BANK FOR AGRI. AND RURAL DEVELO	1.66%
9.18% POWER FINANCE CORPN. LTD. 2021	1.65%
8.45% INDIAN RAILWAY FINANCE CORPN. LTD. 2018	1.61%
8.9% STEEL AUTHORITY OF INDIA LTD. 2019	1.47%
11.4% POWER FINANCE CORPN. LTD. 2013	1.19%
8.75% INDIAN RAILWAY FINANCE CORPN. LTD. 2013	1.16%
OTHER CORPORATE DEBT	10.70%

EQUITI	<del>11.</del> 00 /0
RELIANCE INDUSTRIES LTD.	3.04%
I C I C I BANK LTD.	2.73%
I T C LTD.	2.64%
INFOSYS LTD.	2.61%
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	2.41%
H D F C BANK LTD.	1.78%
LARSEN AND TOUBRO LTD.	1.58%
BHARTI AIRTEL LTD.	1.45%
OIL AND NATURAL GAS CORPN. LTD.	1.31%
STATE BANK OF INDIA	1.27%
OTHER EQUITY	24.06%



# **Maturity Profile**

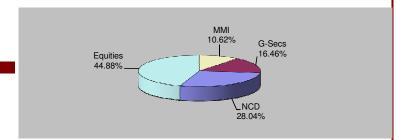


#### About the Fund

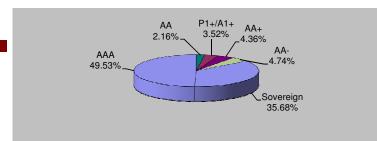
**Objective:** To achieve optimum balance between growth and stability to provide long-term capital appreciation with balanced level of risk by investing in fixed income securities and high quality equity security.

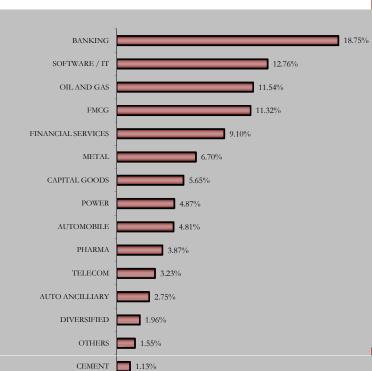
**Strategy:** To ensure capital appreciation by simultaneously investing into fixed income securities and maintaining diversified equity portfolio. Active fund management is carried out to enhance policyholder's wealth in long run.

#### **Asset Allocation**



# **Rating Profile**







FOUITV

MMI

# Magnifier Fund

Q2 52 07.

12.75%

#### ULIF00826/06/04BSLIIMAGNI109

#### Portfolio as on 31st August 2012

SECURITIES	HOLDING

#### GOVERNMENT SECURITIES 0.00%

CORPORATE DEBT 3.74% HOUSING DEVELOPMENT FINANCE CORPN. LTD. 0.54% 10.48% ULTRATECH CEMENT LTD. 2013 0.52% 9.8% NATIONAL BANK FOR AGRI, AND RURAL DEV 0.48% 7.35% HINDUSTAN PETROLEUM CORPN. LTD. 2012 0.48% MAHINDRA AND MAHINDRA FINANCIAL SERVICES 0.34%8.2% ASHOK LEYLAND LTD. 2014 0.28%10.3% I D B I BANK LTD. 2012 0.24%HOUSING DEVELOPMENT FINANCE CORPN. LTD. 0.22%10.4% I C I C I SECURITIES PRIMARY DEALERSHIP L' 0.19% 9.45% HOUSING DEVELOPMENT FINANCE CORPN. 0.19% OTHER CORPORATE DEBT 0.26%

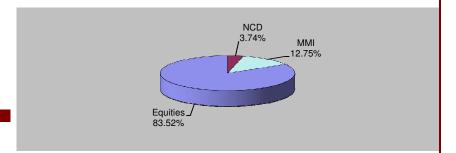
EQUIT	03.54%
ITCLTD.	6.25%
RELIANCE INDUSTRIES LTD.	5.90%
I C I C I BANK LTD.	5.44%
INFOSYS LTD.	4.93%
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	4.13%
H D F C BANK LTD.	3.88%
LARSEN AND TOUBRO LTD.	3.51%
TATA CONSULTANCY SERVICES LTD.	2.87%
STATE BANK OF INDIA	2.73%
HINDUSTAN UNILEVER LTD.	2.58%
OTHER EQUITY	41.31%

#### About the Fund

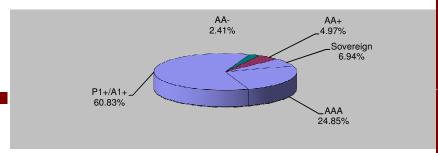
Objective: To maximize wealth by actively managing a diversified equity portfolio.

**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**

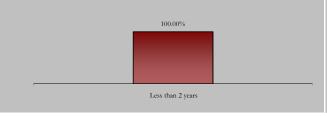


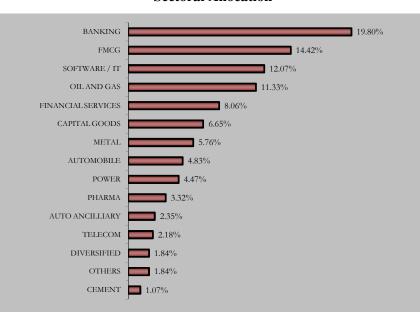
## **Rating Profile**





# **Maturity Profile**







# Maximiser Fund

#### ULIF01101/06/07BSLIINMAXI109

#### Portfolio as on 31st August 2012

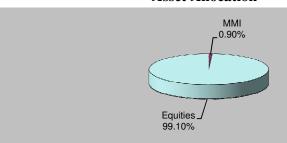
SECURITIES	HOLDING
GOVERNMENT SECURITIES	0.00%
CORPORATE DEBT	0.00%
EQUITY	99.10%
RELIANCE INDUSTRIES LTD.	6.79%
ITCLTD.	6.71%
I C I C I BANK LTD.	6.20%
INFOSYS LTD.	4.97%
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	4.90%
H D F C BANK LTD.	4.36%
LARSEN AND TOUBRO LTD.	4.25%
STATE BANK OF INDIA	3.26%
TATA CONSULTANCY SERVICES LTD.	2.98%
OIL AND NATURAL GAS CORPN. LTD.	2.77%
OTHER EQUITY	51.93%
MMI	0.90%

# About the Fund

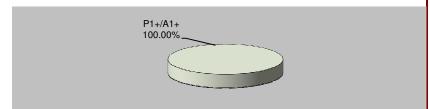
**Objective:** To Provide long-term capital appreciation by actively managing a well diversified equity portfolio of fundamentally strong blue chip companies and provide a cushion against the volatility in the equities through investment in money market instruments.

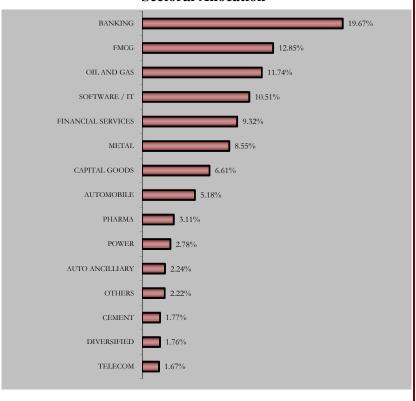
**Strategy:** Active Fund Management with potentially 100% equity exposure. Maintaining High Quality Diversified Portfolio with Dynamic blend of Growth and Value Stocks- so that portfolio doesnot suffer from style bias. Focus on large-caps and quality mid-caps to ensure liquidity and reduce risk.

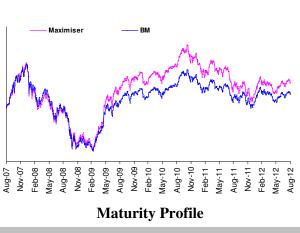
#### **Asset Allocation**



# **Rating Profile**











# Super 20 Fund

#### ULIF01723/06/09BSLSUPER20109

Portfolio as on 31st August 2012

SECURITIES	HOLDING
GOVERNMENT SECURITIES	0.00%
CORPORATE DEBT	0.00%

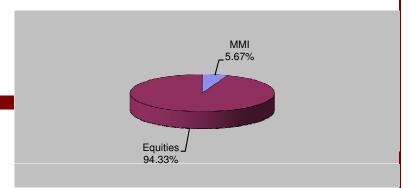
EQUITY	94.33%
RELIANCE INDUSTRIES LTD.	9.43%
ITCLTD.	8.55%
I C I C I BANK LTD.	7.86%
INFOSYS LTD.	7.60%
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	5.65%
LARSEN AND TOUBRO LTD.	5.49%
H D F C BANK LTD.	5.32%
TATA CONSULTANCY SERVICES LTD.	4.73%
HINDUSTAN UNILEVER LTD.	4.36%
STATE BANK OF INDIA	4.33%
OTHER EQUITY	31.01%

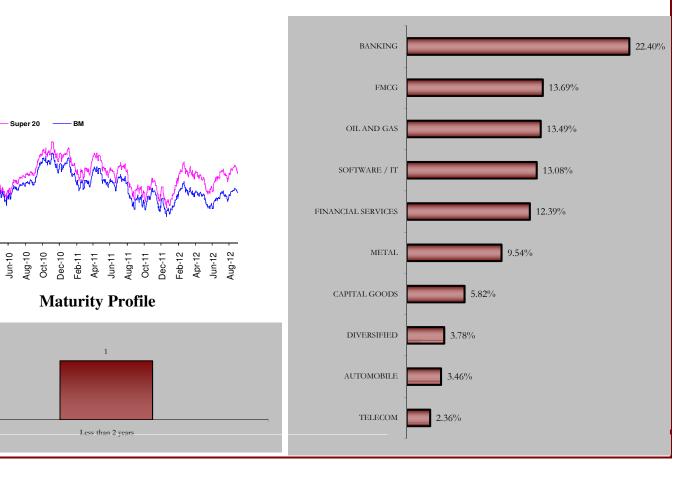
MMI 5.67%

#### About the Fund

Objective: To generate long-term capital appreciation for policyholders by making investments in fundamentally strong and liquid large cap companies. Strategy: To build and manage a concentrated equity portfolio of 20 fundamentally strong large cap stocks in terms of market capitalization by following an in-depth research-focused investment approach. The fund will attempt diversify across sectors and will invest in companies having financial strength, robust, efficient & visionary management & adequate market liquidity. It will adopt a disciplined and flexible approach towards investing with a focus on generating long-term capital appreciation. The non-equity portion of the fund will be invested in highly rated money market instruments and fixed deposits.

#### **Asset Allocation**





# Birla Sun Life Insurance YOUR DREAMS OUR COMMITTMEN

# Multiplier Fund

#### ULIF01217/10/07BSLINMULTI109

Portfolio as on 31st August 2012

SECURITIES	HOLDING
GOVERNMENT SECURITIES	0.00%

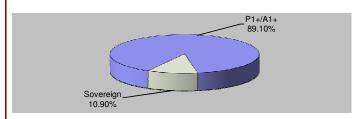
CORPORATE DEBT 0.00%

	F 120/
GLAXOSMITHKLINE CONSUMER HEALTHCARE LTD.	5.12%
CIPLA LTD.	4.23%
HINDUSTAN PETROLEUM CORPN. LTD.	3.57%
APOLLO TYRES LTD.	3.21%
EXIDE INDUSTRIES LTD.	2.89%
TECH MAHINDRA LTD.	2.86%
VOLTAS LTD.	2.61%
CADILA HEALTHCARE LTD.	2.58%
COLGATE-PALMOLIVE (INDIA) LTD.	2.24%
HINDUSTAN ZINC LTD.	2.06%
OTHER EQUITY	51.26%

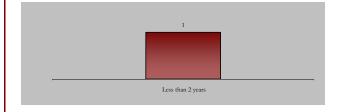
MMI 17.34%



#### **Rating Profile**



#### **Maturity Profile**

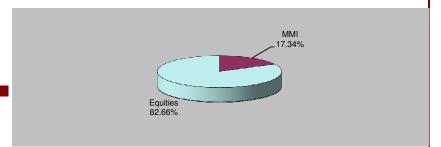


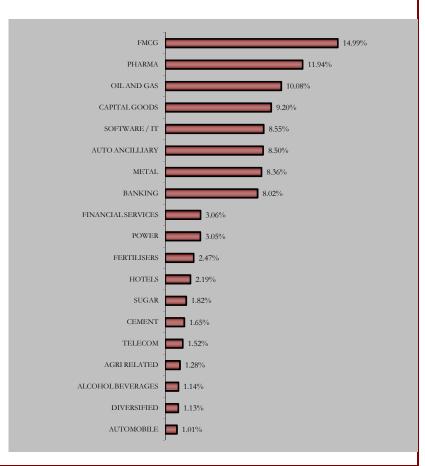
### About the Fund

**Objective:** To 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**







# Platinum Plus Fund - 1

#### ULIF01325/02/08BSLIIPLAT1109

# Portfolio as on 31st August 2012

SECURITIES	HOLDING
GOVERNMENT SECURITIES	11.89%
7.83% GOVERNMENT OF INDIA 2018 5.69% GOVERNMENT OF INDIA 2018 8.24% GOVERNMENT OF INDIA 2018 7.46% GOVERNMENT OF INDIA 2017	5.09% 3.34% 3.04% 0.43%

CORPORATE DEBT	22.48%
NATIONAL BANK FOR AGRI. AND RURAL DEVELOP	4.73%

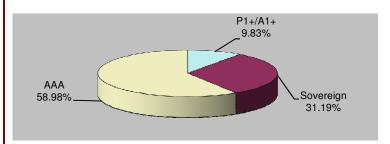
10.85% RURAL ELECTRIFICATION CORPN. LTD. 2018	3.25%
11.25% POWER FINANCE CORPN. LTD. 2018	2.76%
10.6% INDIAN RAILWAY FINANCE CORPN. LTD. 2018	2.71%
9.25% POWER GRID CORPN. OF INDIA LTD. 2017	2.53%
9.64% POWER GRID CORPN. OF INDIA LTD. 2018	1.28%
9.35% POWER GRID CORPN. OF INDIA LTD. 2018	1.27%
9.3% POWER GRID CORPN. OF INDIA LTD. 2018	1.27%
8.84% POWER GRID CORPN. OF INDIA LTD. 2017	1.24%
NATIONAL BANK FOR AGRI. AND RURAL DEVELOP	1.07%
OTHER CORPORATE DEBT	0.37%

EQUITY	57.21%

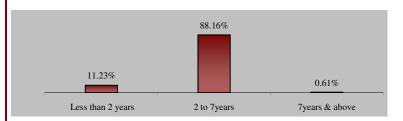
ITCLTD.	4.38%
RELIANCE INDUSTRIES LTD.	4.14%
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	3.88%
I C I C I BANK LTD.	3.74%
INFOSYS LTD.	3.74%
H D F C BANK LTD.	2.67%
LARSEN AND TOUBRO LTD.	2.64%
BHARTI AIRTEL LTD.	2.25%
OIL AND NATURAL GAS CORPN. LTD.	2.02%
STATE BANK OF INDIA	1.95%
OTHER EQUITY	25.80%

## MMI 8.42%

# **Rating Profile**



# **Maturity Profile**

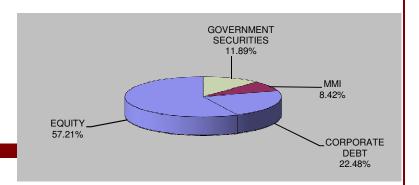


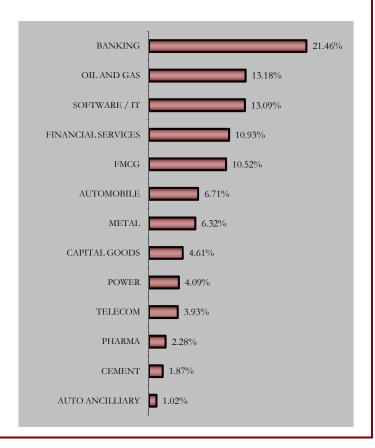
#### About the Fund

**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:** 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**







# Platinum Plus Fund - 2

#### ULIF01425/02/08BSLIIPLAT2109

# Portfolio as on 31st August 2012

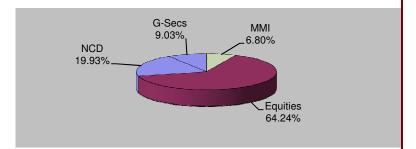
SECURITIES	HOLDING
GOVERNMENT SECURITIES	9.03%
7.83% GOVERNMENT OF INDIA 2018 5.69% GOVERNMENT OF INDIA 2018 6.05% GOVERNMENT OF INDIA 2019 8.24% GOVERNMENT OF INDIA 2018 7.46% GOVERNMENT OF INDIA 2017	4.30% 1.96% 1.30% 0.74% 0.72%

#### 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:** 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

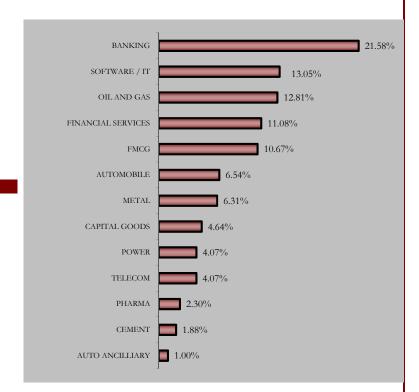
# **Asset Allocation**



# CORPORATE DEBT 19.93%

9.25% POWER GRID CORPN. OF INDIA LTD. 2018	2.97%
9% EXPORT IMPORT BANK OF INDIA 2019	2.96%
11.25% POWER FINANCE CORPN. LTD. 2018	2.43%
9.7% POWER FINANCE CORPN. LTD. 2018	2.35%
9.64% POWER GRID CORPN. OF INDIA LTD. 2019	1.82%
10.6% INDIAN RAILWAY FINANCE CORPN. LTD. 2018	1.59%
9.44% POWER FINANCE CORPN. LTD. 2021	1.50%
8.84% POWER GRID CORPN. OF INDIA LTD. 2018	1.46%
9.5% NATIONAL BANK FOR AGRI. AND RURAL DEVI	0.95%
9.68% POWER FINANCE CORPN. LTD. 2018	0.76%
OTHER CORPORATE DEBT	1.15%

## **Sectoral Allocation**

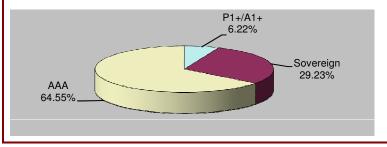


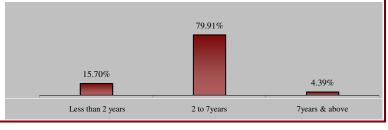
## EQUITY 64.24%

TTCLTD.	5.00%
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	4.32%
RELIANCE INDUSTRIES LTD.	4.31%
I C I C I BANK LTD.	4.23%
INFOSYS LTD.	4.19%
H D F C BANK LTD.	3.01%
LARSEN AND TOUBRO LTD.	2.98%
BHARTI AIRTEL LTD.	2.61%
OIL AND NATURAL GAS CORPN. LTD.	2.35%
STATE BANK OF INDIA	2.14%
OTHER EQUITY	29.09%

MMI 6.80%

# **Rating Profile**







# Platinum Plus Fund - 3

#### ULIF01628/04/09BSLIIPLAT3109

## Portfolio as on 31st August 2012

SECURITIES	HOLDING
GOVERNMENT SECURITIES	7.05%
6.9% GOVERNMENT OF INDIA 2019	5.05%
6.05% GOVERNMENT OF INDIA 2019 6.05% GOVERNMENT OF INDIA 2019	1.28% 0.52%
5.64% GOVERNMENT OF INDIA 2019	0.20%

#### About the Fund

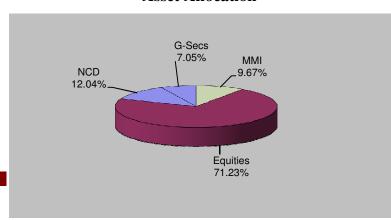
**Objective:** To optimize the participation in an actively managed well diversified equity portfolio of fundamentally strong blue chip companies while using debt instruments & derivatives to lock-in capital appreciations:

**Strategy:** 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

# CORPORATE DEBT 12.04%

9% EXPORT IMPORT BANK OF INDIA 2019	4.05%
9.7% POWER FINANCE CORPN. LTD. 2018	1.91%
9.35% POWER GRID CORPN. OF INDIA LTD. 2019	1.26%
9.25% POWER GRID CORPN. OF INDIA LTD. 2019	1.25%
NATIONAL BANK FOR AGRI. AND RURAL DEVELOP	0.78%
9.39% RURAL ELECTRIFICATION CORPN. LTD. 2019	0.63%
9.3% POWER GRID CORPN. OF INDIA LTD. 2019	0.63%
9.25% POWER GRID CORPN. OF INDIA LTD. 2018	0.62%
NATIONAL BANK FOR AGRI. AND RURAL DEVELOP	0.38%
7.35% HINDUSTAN PETROLEUM CORPN. LTD. 2012	0.37%
OTHER CORPORATE DEBT	0.16%

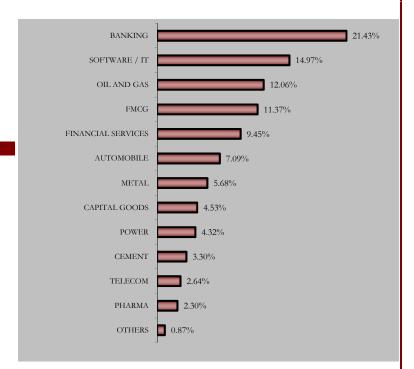
# **Asset Allocation**



# EQUITY 71.23%

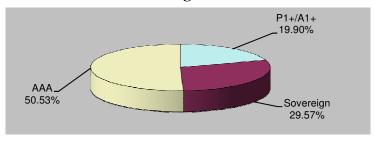
I T C LTD.	5.36%
RELIANCE INDUSTRIES LTD.	5.10%
INFOSYS LTD.	5.02%
I C I C I BANK LTD.	4.91%
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	3.67%
H D F C BANK LTD.	3.39%
LARSEN AND TOUBRO LTD.	3.23%
TATA CONSULTANCY SERVICES LTD.	3.11%
HINDUSTAN UNILEVER LTD.	2.74%
STATE BANK OF INDIA	2.47%
OTHER EQUITY	32.22%

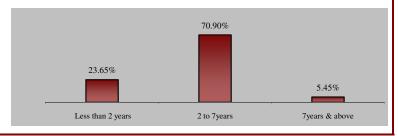
# **Sectoral Allocation**



#### MMI 9.67%

# **Rating Profile**







FOUITY

# Platinum Plus Fund - 4

#### ULIF01816/09/09BSLIIPLAT4109

# Portfolio as on 31st August 2012

SECURITIES	HOLDING
GOVERNMENT SECURITIES	6.79%
6.9% GOVERNMENT OF INDIA 2019 6.05% GOVERNMENT OF INDIA 2019 6.05% GOVERNMENT OF INDIA 2019	6.02% 0.74% 0.03%
CORPORATE DEBT	6.15%

	0.10
NATIONAL BANK FOR AGRI. AND RURAL DEVELOP	1.92%
9.25% POWER GRID CORPN. OF INDIA LTD. 2019	1.68%
NATIONAL HOUSING BANK 2019	1.41%
9.39% RURAL ELECTRIFICATION CORPN. LTD. 2019	0.85%
RURAL ELECTRIFICATION CORPN. LTD. 2020	0.29%

EQUILI	12.40 /0
I T C LTD.	5.49%
RELIANCE INDUSTRIES LTD.	5.21%
INFOSYS LTD.	5.20%
ICICIBANK LTD.	5.05%
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	3.72%
H D F C BANK LTD.	3.52%
LARSEN AND TOUBRO LTD.	3.28%
TATA CONSULTANCY SERVICES LTD.	3.21%
HINDUSTAN UNILEVER LTD.	2.73%
STATE BANK OF INDIA	2.57%
OTHER EQUITY	32.43%

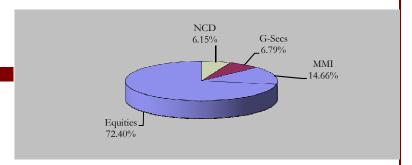
# MMI 14.66%

#### About the Fund

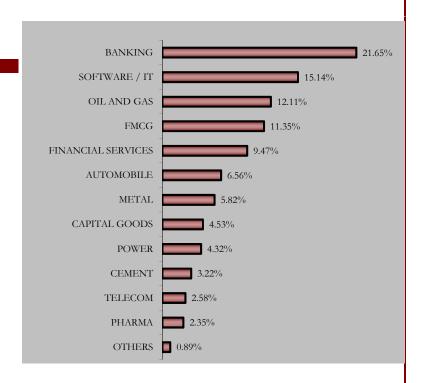
**Objective:** To optimize the participation in an actively managed well diversified equity portfolio of fundamentally strong blue chip companies while using debt instruments & derivatives to lock-in capital appreciations:

**Strategy:** 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

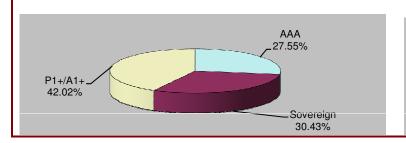
# **Asset Allocation**

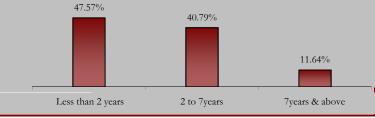


## **Sectoral Allocation**



# **Rating Profile**







# Platinum Premier Fund

#### ULIF02203/02/10BSLPLATPR1109

# Portfolio as on 31st August 2012

SECURITIES	HOLDING
GOVERNMENT SECURITIES	4.71%
8.19% GOVERNMENT OF INDIA 2020	4.07%
6.35% GOVERNMENT OF INDIA 2020	0.63%
CORPORATE DEBT	8.33%
9.35% POWER GRID CORPN. OF INDIA LTD. 2020	2.75%
9.3% POWER GRID CORPN. OF INDIA LTD. 2020	1.37%
9.25% POWER GRID CORPN. OF INDIA LTD. 2020	1.23%
9.75% RURAL ELECTRIFICATION CORPN. LTD. 2021	1.13%
RURAL ELECTRIFICATION CORPN. LTD. 2020	0.69%
9.2% POWER GRID CORPN. OF INDIA LTD. 2020	0.68%
9.48% RURAL ELECTRIFICATION CORPN. LTD. 2021	0.48%

EQUITY	74.23%
ITCLTD.	5.66%
INFOSYS LTD.	5.50%
RELIANCE INDUSTRIES LTD.	5.28%
I C I C I BANK LTD.	5.23%
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	3.90%
H D F C BANK LTD.	3.44%
TATA CONSULTANCY SERVICES LTD.	3.41%
LARSEN AND TOUBRO LTD.	3.16%
HINDUSTAN UNILEVER LTD.	2.84%
STATE BANK OF INDIA	2.69%
OTHER EQUITY	33.11%

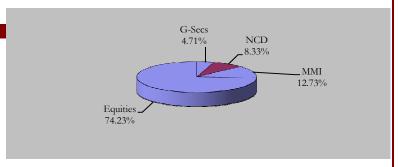
#### MMI 12.73%

#### About the Fund

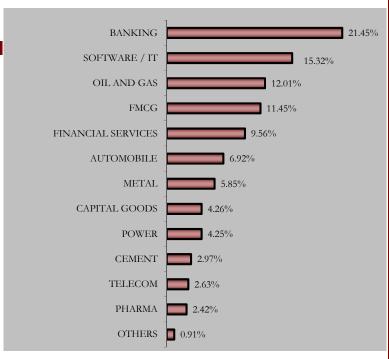
**Objective:** To optimize the participation in an actively managed well diversified equity portfolio of fundamentally strong blue chip companies while using debt instruments & derivatives to lock-in capital appreciations.

**Strategy:** To dynamically manage the allocation between equities and fixed income instruments, while using derivatives when necessary and for hedging purposes only. The equity investment strategy will revolve around building and actively managing a well-diversified equity portfolio of value & growth driven fundamentally strong blue chip companies by following a research-focused investment approach. On the fixed income side, investments will be made in government securities, high rated corporate bonds and money market instruments.

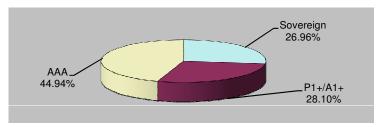
#### **Asset Allocation**

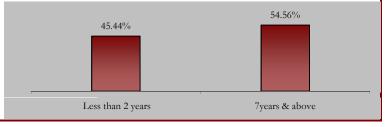


## **Sectoral Allocation**



## **Rating Profile**







# Platinum Advantage Fund

#### ULIF02408/09/10BSLPLATADV109

# Portfolio as on 31st August 2012

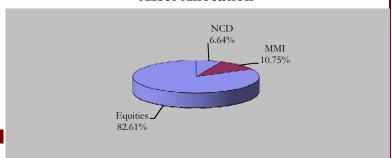
SECURITIES	HOLDING
GOVERNMENT SECURITIES	0.00%
CORPORATE DEBT	6.64%
9.48% RURAL ELECTRIFICATION CORPN. LTD. 2021	2.63%
NATIONAL HOUSING BANK 2019	2.10%
RURAL ELECTRIFICATION CORPN. LTD. 2020	1.91%
EQUITY	82.61%
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	6.21%
RELIANCE INDUSTRIES LTD.	5.95%
ITCLTD.	5.92%
I C I C I BANK LTD.	5.57%
INFOSYS LTD.	5.21%
H D F C BANK LTD.	4.10%
LARSEN AND TOUBRO LTD.	3.69%
STATE BANK OF INDIA	2.88%
BHARTI AIRTEL LTD.	2.67%
OIL AND NATURAL GAS CORPN. LTD.	2.56%
	37.86%

#### About the Fund

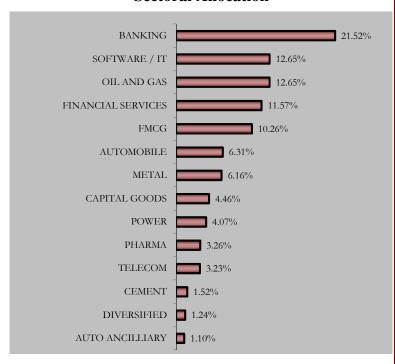
**Objective:** To optimize the participation in an actively managed well-diversified equity portfolio of fundamentally strong blue chip companies while using debt instruments and derivatives to lock-in capital appreciations. The use of derivatives will be for hedging purposes only and as approved by the IRDA.

**Strategy:** To dynamically manage the allocation between equities and fixed income instruments, while using derivatives when necessary and for hedging purposes only. The equity investment strategy will revolve around building and actively managing a well-diversified equity portfolio of value & growth driven fundamentally strong blue-chip companies by following a research-focused investment approach. On the fixed income side, investments will be made in government securities, high rated corporate bonds and money market instruments.

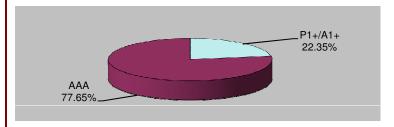
## **Asset Allocation**

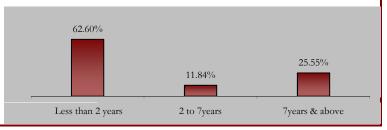


#### **Sectoral Allocation**



# **Rating Profile**







**MMI** 

# Titanium Fund - 1

2.12%

#### ULIF01911/12/09BSLITITAN1109

# Portfolio as on 31st August 2012

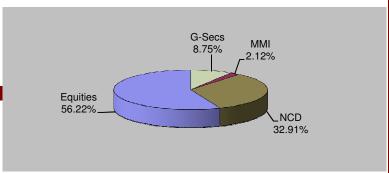
SECURITIES	HOLDING
GOVERNMENT SECURITIES	8.75%
7.61% GOVERNMENT OF INDIA 2015	4.53%
7.17% GOVERNMENT OF INDIA 2015	2.88%
6.49% GOVERNMENT OF INDIA 2015	1.34%
CORPORATE DEBT	32.91%
9.85% HOUSING DEVELOPMENT FINANCE CORPN. 1	5.58%
10.05% NATIONAL BANK FOR AGRI. AND RURAL DE	5.39%
9.37% NATIONAL HOUSING BANK 2015	5.15%
8.8% POWER GRID CORPN. OF INDIA LTD. 2014	5.01%
8.95% POWER FINANCE CORPN. LTD. 2015	2.74%
8.6% POWER FINANCE CORPN. LTD. 2014	2.72%
8.64% POWER GRID CORPN. OF INDIA LTD. 2015	2.26%
9.46% NATIONAL BANK FOR AGRI. AND RURAL DEV	2.21%
9.43% RURAL ELECTRIFICATION CORPN. LTD. 2014	1.84%
EOUTV	56.22.07
EQUITY	56.22%
ITCLTD.	3.88%
RELIANCE INDUSTRIES LTD.	3.70%
INFOSYS LTD.	3.62%
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	3.16%
I C I C I BANK LTD.	2.93%
H D F C BANK LTD.	2.79%
HINDUSTAN UNILEVER LTD.	2.16%
STATE BANK OF INDIA	2.16%
LARSEN AND TOUBRO LTD.	2.03%
TATA MOTORS LTD.	2.02%
OTHER EQUITY	27.77%

#### About the Fund

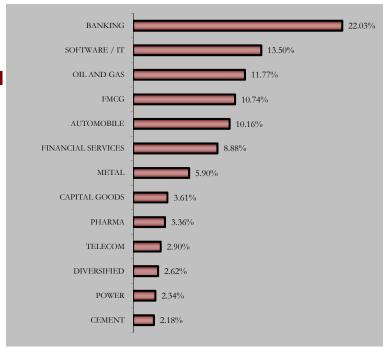
**Objective:** To optimize the participation in an actively managed well-diversified equity portfolio of fundamentally strong blue chip companies while using debt instruments and derivatives to ensure capital protection after five years.

**Strategy:** To dynamically manage the allocation between equities and fixed income instruments, while using derivatives when necessary and for hedging purposes only. The equity investment strategy will revolve around building and actively managing a well-diversified equity portfolio of value & growth driven fundamentally strong blue-chip companies by following a research-focused investment approach. On the fixed income side, investments will be made in government securities, high rated corporate bonds and money market instruments.

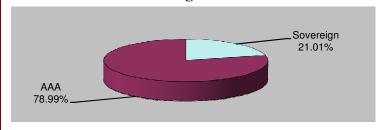
#### **Asset Allocation**

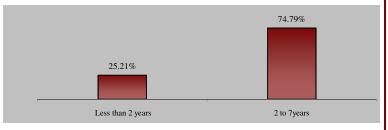


## **Sectoral Allocation**



# **Rating Profile**







**MMI** 

# Titanium Fund - 2

3.14%

#### ULIF02011/12/09BSLITITAN2109

# Portfolio as on 31st August 2012

SECURITIES	HOLDING
GOVERNMENT SECURITIES	9.04%
7.17% GOVERNMENT OF INDIA 2015	4.87%
7.61% GOVERNMENT OF INDIA 2015 6.49% GOVERNMENT OF INDIA 2015	2.26% 1.91%
CORPORATE DEBT	33.74%
9.37% NATIONAL HOUSING BANK 2015	7.79%
8.64% POWER GRID CORPN. OF INDIA LTD. 2015 9.85% HOUSING DEVELOPMENT FINANCE CORPN. I	6.92% 5.69%
9.46% NATIONAL BANK FOR AGRI. AND RURAL DEV 8.95% POWER FINANCE CORPN. LTD. 2015	3.47% 3.00%
9.15% EXPORT IMPORT BANK OF INDIA 2015 9.43% RURAL ELECTRIFICATION CORPN. LTD. 2014	2.59% 2.17%
8.28% LICHOUSING FINANCE LTD. 2015	2.11%

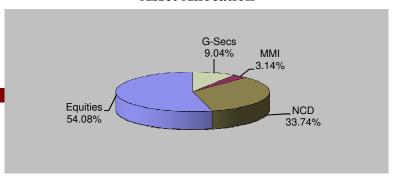
EQUITY	54.08%
ITCLTD.	3.82%
RELIANCE INDUSTRIES LTD.	3.55%
INFOSYS LTD.	3.44%
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	3.02%
I C I C I BANK LTD.	2.80%
H D F C BANK LTD.	2.63%
HINDUSTAN UNILEVER LTD.	2.15%
STATE BANK OF INDIA	2.07%
TATA MOTORS LTD.	1.97%
LARSEN AND TOUBRO LTD.	1.93%
OTHER EQUITY	26.71%

#### About the Fund

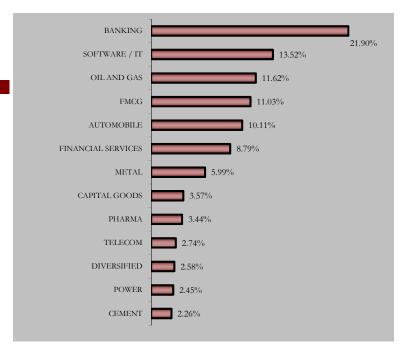
**Objective:** To optimize the participation in an actively managed well-diversified equity portfolio of fundamentally strong blue chip companies while using debt instruments and derivatives to ensure capital protection after five years.

**Strategy:** To dynamically manage the allocation between equities and fixed income instruments, while using derivatives when necessary and for hedging purposes only. The equity investment strategy will revolve around building and actively managing a well-diversified equity portfolio of value & growth driven fundamentally strong blue-chip companies by following a research-focused investment approach. On the fixed income side, investments will be made in government securities, high rated corporate bonds and money market instruments.

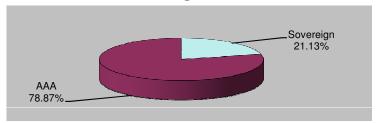
#### **Asset Allocation**

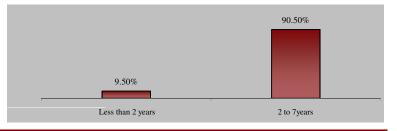


## **Sectoral Allocation**



# **Rating Profile**







# Titanium Fund - 3

#### ULIF02111/12/09BSLITITAN3109

# Portfolio as on 31st August 2012

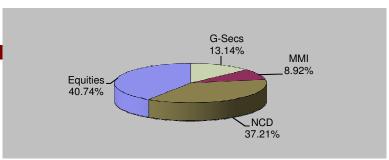
SECURITIES	HOLDING
	10.11%
GOVERNMENT SECURITIES	13.14%
6.49% GOVERNMENT OF INDIA 2015	12.33%
7.17% GOVERNMENT OF INDIA 2015	0.80%
CORPORATE DEBT	37.21%
9.37% NATIONAL HOUSING BANK 2015	6.58%
9.15% EXPORT IMPORT BANK OF INDIA 2015	6.56%
8.64% POWER GRID CORPN. OF INDIA LTD. 2015	6.07%
9.85% HOUSING DEVELOPMENT FINANCE CORPN. 1	4.99%
8.95% POWER FINANCE CORPN. LTD. 2015	4.89%
8.8% STATE BANK OF HYDERABAD 2016	4.86%
9.46% NATIONAL BANK FOR AGRI. AND RURAL DEV	1.65%
8.28% LIC HOUSING FINANCE LTD. 2015	1.60%
EQUITY	40.74%
LT CLTD.	• 000/
RELIANCE INDUSTRIES LTD.	2.89%
INFOSYS LTD.	2.69%
	2.58%
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	2.25%
I C I C I BANK LTD.	2.11%
H D F C BANK LTD.	2.01%
HINDUSTAN UNILEVER LTD.	1.59%
TATA MOTORS LTD.	1.50%
STATE BANK OF INDIA	1.49%
LARSEN AND TOUBRO LTD.	1.43%
OTHER EQUITY	20.19%
MMI	8.92%

#### About the Fund

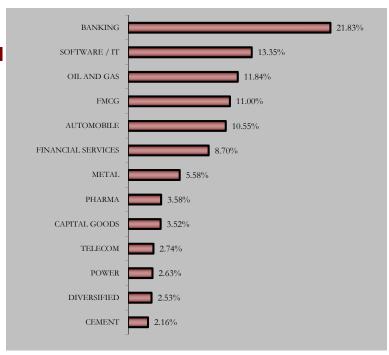
**Objective:** To optimize the participation in an actively managed well-diversified equity portfolio of fundamentally strong blue chip companies while using debt instruments and derivatives to ensure capital protection after five years.

**Strategy:** To dynamically manage the allocation between equities and fixed income instruments, while using derivatives when necessary and for hedging purposes only. The equity investment strategy will revolve around building and actively managing a well-diversified equity portfolio of value & growth driven fundamentally strong blue-chip companies by following a research-focused investment approach. On the fixed income side, investments will be made in government securities, high rated corporate bonds and money market instruments.

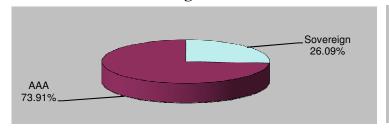
#### **Asset Allocation**

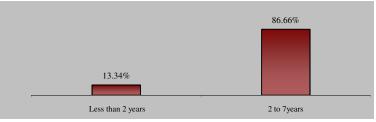


# **Sectoral Allocation**



# **Rating Profile**







# FORESIGHT - SINGLE PAY

ULIF02610/02/11BSLFSITSP1109

#### Portfolio as on 31st August 2012

HOLDING	
0.42%	
0.42%	
1.73%	
1.73%	
0.00%	
	0.42% 0.42% 1.73%

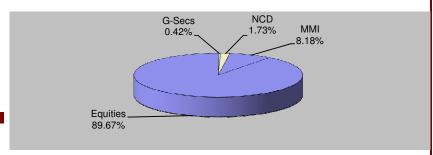
EQUITY	89.67%	
I T C LTD.	6.35%	
RELIANCE INDUSTRIES LTD.	6.29%	
INFOSYS LTD.	6.21%	
I C I C I BANK LTD.	6.01%	
H D F C BANK LTD.	5.43%	
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	4.92%	
LARSEN AND TOUBRO LTD.	3.96%	
HINDUSTAN UNILEVER LTD.	3.62%	
TATA CONSULTANCY SERVICES LTD.	3.45%	
STATE BANK OF INDIA	3.04%	
OTHER EQUITY	40.40%	
	0.100/	
MMI	8.18%	

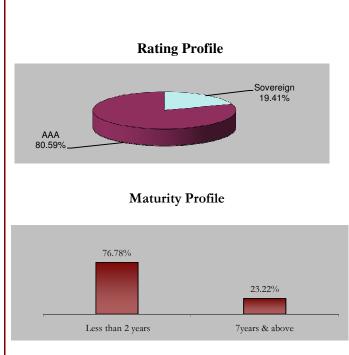
#### About the Fund

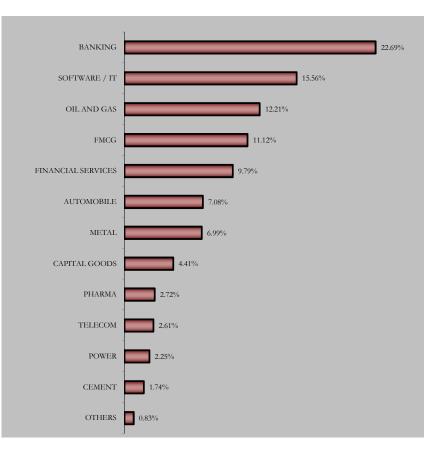
**Objective:** To optimize the participation in an actively managed well-diversified equity portfolio of fundamentally strong blue chip companies while using debt instruments and derivatives to lock-in capital appreciations. The use of derivatives will be for hedging purposes only and as approved by the IRDA.

**Strategy:** To dynamically manage the allocation between equities and fixed income instruments, while using derivatives when necessary and for hedging purposes only. The equity investment strategy will revolve around building and actively managing a well-diversified equity portfolio of value & growth driven fundamentally strong blue-chip companies by following a research-focused investment approach. On the fixed income side, investments will be made in government securities, high rated corporate bonds and money market instruments.

#### **Asset Allocation**









SECURITISED DEBT

# FORESIGHT - 5 PAY

0.00%

#### ULIF02510/02/11BSLFSIT5P1109

#### Portfolio as on 31st August 2012

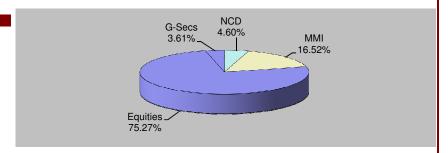
SECURITIES	HOLDING	
GOVERNMENT SECURITIES	3.61%	
7.94% GOVERNMENT OF INDIA 2021	2.78%	f
7.8% GOVERNMENT OF INDIA 2021	0.83%	
CORPORATE DEBT	4.60%	l l
9.64% POWER GRID CORPN. OF INDIA LTD. 2021	1.95%	,
9.3% POWER GRID CORPN. OF INDIA LTD. 2021	1.72%	
9.9% HOUSING DEVELOPMENT FINANCE CORPN. LTD	0.49%	
9.61% POWER FINANCE CORPN. LTD. 2021	0.35%	
RURAL ELECTRIFICATION CORPN. LTD. 2020	0.09%	

#### 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 and derivatives to lock-in capital appreciations. The use of derivatives will be for hedging purposes only and as approved by the IRDA.

Strategy: To dynamically manage the allocation between equities and fixed income instruments, while using derivatives when necessary and for hedging purposes only. The equity investment strategy will revolve around building and actively managing a well-diversified equity portfolio of value & growth driven fundamentally strong blue-chip companies by following a research-focused investment approach. On the fixed income side, investments will be made in government securities, high rated corporate bonds and money market instruments.

#### Asset Allocation

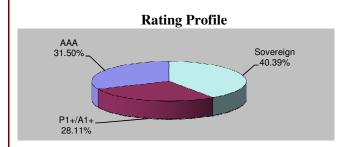


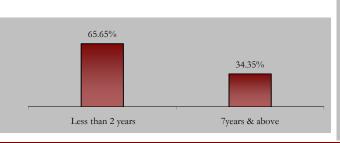
# EQUITY 75.27% I T C LTD. 5.17% INFOSYS LTD. 5.16% RELIANCE INDUSTRIES LTD. 5.06%

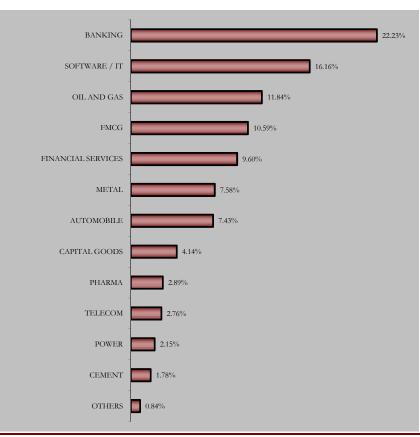
RELIANCE INDUSTRIES LTD. I C I C I BANK LTD. 4.62% H D F C BANK LTD. 4.14% HOUSING DEVELOPMENT FINANCE CORPN. LTD. 3.84% TATA CONSULTANCY SERVICES LTD. 3.14% LARSEN AND TOUBRO LTD. 3.12% HINDUSTAN UNILEVER LTD. 2.80% STATE BANK OF INDIA 2.57% OTHER EQUITY 35.66%

MMI 16.52%

#### Sectoral Allocation









# Pension Nourish Fund

#### ULIF00604/03/03BSLNOURISH109

#### Portfolio as on 31st August 2012

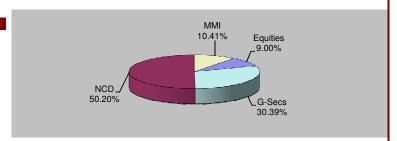
SECURITIES	HOLDING
GOVERNMENT SECURITIES	30.39%
8.2% GOVERNMENT OF INDIA 2022	5.75%
8.79% GOVERNMENT OF INDIA 2021	5.60%
9.15% GOVERNMENT OF INDIA 2024	5.38%
8.15% GOVERNMENT OF INDIA 2022	4.70%
7.59% GOVERNMENT OF INDIA 2016	4.12%
7.95% GOVERNMENT OF INDIA 2032	2.73%
7.46% GOVERNMENT OF INDIA 2017	2.10%

#### About the Fund

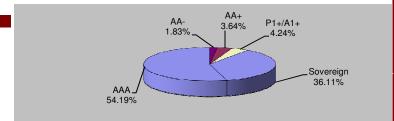
**Objective:** To generate persistent return through active management of fixed income portfolio and focus on creating long-term equity portfolio, which will enhance yield of composite portfolio with minimum risk appetite.

**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.

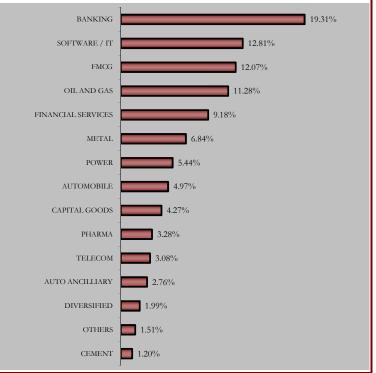
#### **Asset Allocation**



#### **Rating Profile**

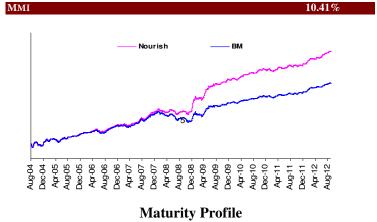


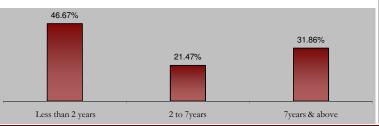
### **Sectoral Allocation**



#### **CORPORATE DEBT** 50.20% 9.4% POWER FINANCE CORPN. LTD. 2013 5.10% 7.6% HOUSING DEVELOPMENT FINANCE CORPN. LTD. 2017 4.10% 11.5% RURAL ELECTRIFICATION CORPN. LTD. 2013 3.73% 10.48% ULTRATECH CEMENT LTD. 2013 3.69% 9.25% EXPORT IMPORT BANK OF INDIA 2012 3.63% 8.8% POWER GRID CORPN. OF INDIA LTD. 2013 3.63% 7.55% NATIONAL HOUSING BANK 2013 3.59% 11.95% HOUSING DEVELOPMENT FINANCE CORPN. LTD. 201 2.45% 10.7% INDIAN RAILWAY FINANCE CORPN. LTD. 2023 2.43% 11.45% RELIANCE INDUSTRIES LTD. 2013 2.24% OTHER CORPORATE DEBT 15.61%









EOUITY

# Pension Growth Fund

18.21%

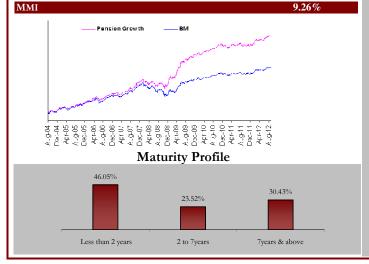
#### ULIF00504/03/03BSLIGROWTH109

#### Portfolio as on 31st August 2012

SECURITIES	HULDING
GOVERNMENT SECURITIES	24.71%
8.79% GOVERNMENT OF INDIA 2021	8.40%
8.15% GOVERNMENT OF INDIA 2022	3.66%
7.95% GOVERNMENT OF INDIA 2032	2.94%
7.8% GOVERNMENT OF INDIA 2021	2.77%
7.59% GOVERNMENT OF INDIA 2016	2.02%
7.46% GOVERNMENT OF INDIA 2017	1.84%
8.08% GOVERNMENT OF INDIA 2022	1.08%
5.64% GOVERNMENT OF INDIA 2019	1.05%
8.2% GOVERNMENT OF INDIA 2022	0.94%

#### CORPORATE DEBT 47.82% 10.48% ULTRATECH CEMENT LTD. 2013 5.53% 8.8% POWER GRID CORPN. OF INDIA LTD. 2013 5.44% 7.75% RURAL ELECTRIFICATION CORPN. LTD. 2012 4.89% 11.5% RURAL ELECTRIFICATION CORPN. LTD. 2013 4.20% 11.95% HOUSING DEVELOPMENT FINANCE CORPN. LTD. 2 3.06% 10.05% NATIONAL BANK FOR AGRI, AND RURAL DEVELOP 2.76% 9.4% NATIONAL BANK FOR AGRI. AND RURAL DEVELOPM 2.74% 9.3% STATE BANK OF INDIA 2021 2.73% 10.75% RELIANCE INDUSTRIES LTD. 2018 2,62% 8.6% POWER FINANCE CORPN. LTD. 2014 2.16% OTHER CORPORATE DEBT 11.66%

24011	10121/0
RELIANCE INDUSTRIES LTD.	1.22%
I C I C I BANK LTD.	1.13%
ITCLTD.	1.12%
INFOSYS LTD.	1.07%
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	0.98%
H D F C BANK LTD.	0.72%
LARSEN AND TOUBRO LTD.	0.64%
BHARTI AIRTEL LTD.	0.55%
OIL AND NATURAL GAS CORPN. LTD.	0.55%
STATE BANK OF INDIA	0.52%
OTHER EQUITY	9.71%

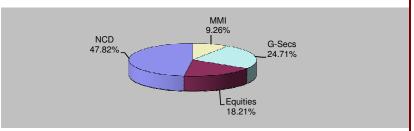


#### About the Fund

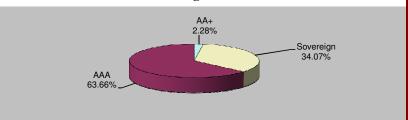
**Objective:** To build your capital and generate better returns at moderate level of risk, over a medium or long-term period through a balance of investment in equity and debt.

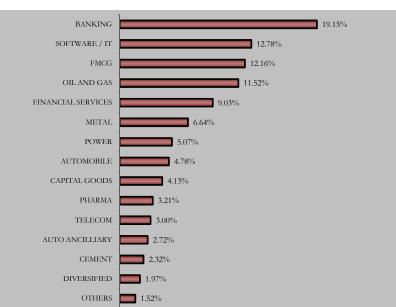
**Strategy:** Generate better return with moderate level of risk through active management of fixed income portfolio and focus on creating long term equity portfolio which will enhance yield of composite portfolio with low level of risk appetite.

#### **Asset Allocation**



#### Rating Profile







# Pension Enrich Fund

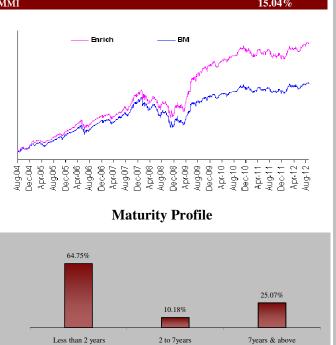
#### ULIF00404/03/03BSLIENRICH109

#### Portfolio as on 31st August 2012

SECURITIES	HOLDING
GOVERNMENT SECURITIES	17.55%
8.2% GOVERNMENT OF INDIA 2022	3.58%
8.79% GOVERNMENT OF INDIA 2021	3.25%
9.15% GOVERNMENT OF INDIA 2024	2.74%
7.46% GOVERNMENT OF INDIA 2017	2.09%
8.15% GOVERNMENT OF INDIA 2022	1.80%
7.95% GOVERNMENT OF INDIA 2032	1.42%
7.99% GOVERNMENT OF INDIA 2017	0.75%
7.8% GOVERNMENT OF INDIA 2021	0.59%
8.32% GOVERNMENT OF INDIA 2032	0.59%
8.35% GOVERNMENT OF INDIA 2022	0.45%
OTHER GOVERNMENT SECURITIES	0.30%

CORPORATE DEBT	35.06%
9.45% RURAL ELECTRIFICATION CORPN. LTD. 2013	6.050/
9.47% POWER GRID CORPN. OF INDIA LTD. 2013	6.05% 4.23%
7.55% NATIONAL HOUSING BANK 2013	
8.9% STEEL AUTHORITY OF INDIA LTD. 2019	2.98%
11.5% RURAL ELECTRIFICATION CORPN. LTD. 2013	2.96%
8.6% POWER FINANCE CORPN. LTD. 2014	2.47% 1.91%
10.25% TECH MAHINDRA LTD. 2014	1.91%
8.49% INDIAN RAILWAY FINANCE CORPN. LTD. 2014	1.80%
9.22% POWER FINANCE CORPN. LTD. 2012	1.75%
10.05% MARICO LTD. 2013	1.21%
OTHER CORPORATE DEBT	7.86%

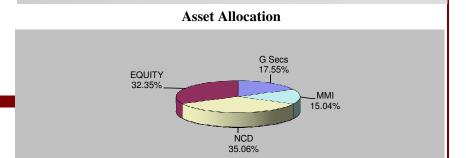
EQUITY	32.35%
RELIANCE INDUSTRIES LTD.	2.16%
I C I C I BANK LTD.	1.99%
I T C LTD.	1.99%
INFOSYS LTD.	1.90%
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	1.72%
H D F C BANK LTD.	1.27%
LARSEN AND TOUBRO LTD.	1.14%
OIL AND NATURAL GAS CORPN. LTD.	0.96%
BHARTI AIRTEL LTD.	0.95%
STATE BANK OF INDIA	0.91%
OTHER EQUITY	17.36%



#### About the Fund

**Objective:** 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.



**Rating Profile** 

