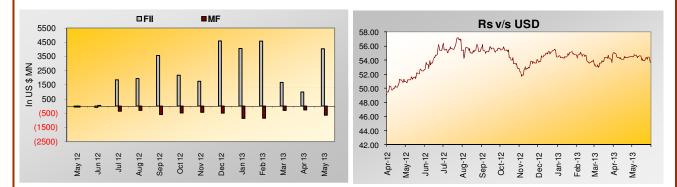
Mar	ket Outlook			
22000 BSE NSE 6500	Key Indices	31-May-13	30-Apr-13	% Change
21000 20000 6000 5500	Nifty	5985.95	5930.20	0.94%
19000 18000	Sensex	19760.3	19504.18	1.31%
17000 4500 4500 4000	BSE 100	5991.11	5941.35	0.84%
15000 - 3500	Dow Jones	15177.54	14839.80	2.28%
	Nikkei	13499.26	13860.86	-2.61%
Apr-1; May-1; Jun-1; Jun-1; Jun-1; Jun-1; Sep-1; Jan-1; Jan-1; Apr-1; Apr-1; Apr-1; May-1;	Hang Seng	22392.16	22737.01	-1.52%
	Nasdaq	3455.91	3328.79	3.82%

Economic indicators showed a mixed trend in May. The GDP print, for the 4th quarter, at 4.8%, was in line with expectations. The full years GDP growth, for FY 13, at 5%, is at a decade low. India's manufacturing PMI for May fell to 50.1 from 51.0 in April, the lowest in 50 months. Production fell for the first time since March'09 and new order growth remained weak due to lower domestic orders and power outages.

News on the inflation front and export front was better. Declining global commodity and crude prices have helped bring down core inflation significantly. The April composite CPI print at 9.4% was lower than the consensus expectation. WPI inflation at 4.9% was the first sub-5% print in over three years. The fall in inflation was broad based. RBI projects inflation to be at an average of 5.5% in 2013-2014. As inflationary pressure eases further, expectations of a repo cut in the June RBI policy will rise.



Export growth picked up to its fastest pace since January. India's exports rose by 1.6% to \$24.2 billion in April, while imports rose by 10.9% to \$42bn, leaving a trade deficit of \$17.8bn. Unfortunately gold and silver imports were up by 138% yoy, to \$7.5bn, as retail consumers went on a buying spree after global prices fell. The rupee also weakened to 11 month low as it traded in the \$56-57 range. Thus expectations of a potential improvement in India's current account deficit, with decline in global commodities and gold prices were dashed with the recent rupee depreciation v/s the dollar and the spurt in gold demand.

The economy can be expected to perform better in 2013-14 as the investment cycle revives, election related spending kicks in and the base effect plays out. The fiscal situation has vastly improved and the immediate threat of a sovereign credit rating downgrade by international rating agencies has receded.

Market Outlook



Key Indices	31-May-13	30-Apr-13	% Change
10 year G-Sec	7.25%	7.73%	-6.62%
5 Year G-Sec	7.38%	7.55%	-2.35%
91 Day T Bill	7.31%	7.56%	-3.42%
364 day T-Bill	7.27%	7.47%	-2.75%
MIBOR	8.11%	8.34%	-2.84%
Call Rates	7.17%	7.55%	-5.30%

Equity Outlook:

The BSE Sensex touched a 24 month high of 20440 in May but ended the month with a meager 1.36% gain, to close at 19760. FIIs were net buyers to the extent of \$3.8bn, as compared to USD 1.0bn in the previous month, taking their YTD buying to \$15.2bn. DIIs continued to be net sellers to the tune of \$2.2bn taking their YTD sell figure to \$9bn. However with heightened worries that the US Fed could taper off quantitative easing (QE) and of the US dollar strengthening, FII flows could slow down.

With SEBI deciding not to extend the 4th June 2013 deadline for meeting the 25% minimum public shareholding norm for all listed companies, May saw a deluge of OFS issues which pushed up capital market deals to a total of \$679mn. This also put pressure on equity markets.

Equity valuations at 14xFY14e Sensex earnings are quite attractive for long term investors as the economy has already seen its worst in terms of economic data. With the government's continued focus on domestic policy reform and continuing FII investment flows, equity markets would have a positive long term bias.

Debt Outlook:

Government bond yields continued to rally in May. With the issuance of a new bench mark 10 year government bond, the yield levels on the 10 year gsec fell to 7.16%. The old benchmark 10 year security, which is on one off the most actively traded securities, traded at yields of 7.40%. Corporate bond yields mirrored the drop in gsec yields, with the spread remaining at 55 bps to 65 bps. Liquidity in the system was still outside the comfort zone of RBI and for the week ended May 24, 2013, banks borrowed an average of Rs. 96,000 crores from the RBI under the daily LAF repo auctions.

Bond markets expect a rate cut of 25 bps and possibly some reduction in the cash reserve ratio (CRR), in the June RBI policy. We still remain in a period of uncertainty and the rate cuts are expected to be asymmetrical. RBI can also be expected to address the liquidity deficit, and it is likely that it will continue with its open market operations (OMOs), especially as the advance tax period is just a fortnight away.

FUND PERFORMANCE AS ON 31ST May 2013

NDIVIDUAL	Assu	re	Income Adv	antage	Protect	or	Build	ler
nception Date	12-Sep-05		22-Aug-08		22-Mar-01		22-Mar-01	
	Fund Return	BM	Fund Return	BM	Fund Return	BM	Fund Return	BM
Last 1 year	10.28%	9.13%	13.10%	12.35%	12.56%	13.09%	14.39%	13.81%
Last 2 years	9.88%	8.84%	11.61%	10.52%	9.59%	9.84%	9.41%	9.14%
Last 3 years	8.49%	7.41%	9.46%	8.29%	7.68%	7.96%	7.65%	7.60%
Last 4 years	8.54%	6.68%	9.28%	-	7.87%	7.44%	8.69%	7.49%
Last 5 years	10.30%	7.34%	-	-	9.18%	7.43%	9.90%	7.19%
Since Inception	9.41%	7.35%	12.29%	7.37%	8.54%	6.25%	10.42%	7.21%

Asset Held (Rs. In Crores)

132

INDIVIDUAL	Balan	cer	Enhand	er	Creato	or	Magn	ifier	
nception Date	18-Jul	-05	22-Mar-	-Mar-01 23-Feb-04			12-Aug-04		
	Fund Return	BM	Fund Return	BM	Fund Return	BM	Fund Return	BM	
Last 1 year	14.13%	13.85%	14.34%	14.20%	15.44%	15.59%	18.67%	17.14%	
Last 2 years	9.13%	8.50%	8.10%	8.14%	6.19%	6.64%	2.36%	2.87%	
Last 3 years	7.70%	7.14%	6.89%	6.95%	5.98%	6.13%	3.85%	3.97%	
Last 4 years	8.59%	7.23%	8.17%	7.24%	8.98%	7.20%	8.37%	6.47%	
Last 5 years	10.58%	6.83%	8.58%	6.09%	10.70%	5.83%	4.60%	3.34%	
Since Inception	10.13%	6.95%	11.91%	8.25%	12.52%	9.98%	12.89%	4.12%	
Asset Held (Rs. In	35		6716		333		991		

422

279

387

Asset field	(KS. III	
Crores)		

INDIVIDUAL Maximis Multiple Super 20 Inception Date 12-Jun-07 30-Oct-07 6-Jul-09 Fund Return BM Fund Return BM Fund Return BM Last 1 year 17.84% 18.21% 13.08% 11.33% 21.47% 18.75% -0.71% 2.25% 0.84% -1.86% 5.47% 2.48% Last 2 years 4.15% 3.51% 7.02% Last 3 years 1.48% 1.38% -0.29% Last 4 years 6.42% 6.39% 10.86% 8.17% #DIV/0! #DIV/0! #DIV/0! Last 5 years 4.90% 2.74% 7.77% 2.62% #DIV/0! Since Inception 6.35% 5.08% 3.37% 0.31% 10.47% 7.51%

Asset Held (Rs. In Crores)	2109	351	260

Fund Name	Benchma	rk 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

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.

FUND PERFORMANCE AS ON 31ST May 2013

IDIVIDUAL	Platinum		Platinum		Platinum I		Platinum Plus	IV
ception Date	17-Ma Fund Return	r-08 BM	8-Sep Fund Return	-08 BM	15-May Fund Return	-09 BM	15-Sep-09 Fund Return	вм
t 1 year	16.79%	BM	17.31%	BIW	18.26%	- Biw	17.93%	BIW
2 years	2.47%		2.23%		2.82%		2.18%	
3 years	5.07%		5.41%		5.60%		5.79%	
years	7.89%		8.41%		7.48%		-	-
years	3.22%		0.41/0		7.40 /0		-	-
e Inception	4.29%	-	- 12.78%	-	7.87%	-	5.22%	-
•								
Held (Rs. In Crores)	365		623	7	744	ļ	571	
IDUAL	Platinum		Platinum Ad		Foresight		Foresight Single	Pay
eption Date	15-Fel		20-Sep		22-Feb		22-Feb-11	
	Fund Return	BM	Fund Return	BM	Fund Return	BM	Fund Return	BM
1 year	18.89%	-	20.31%	-	19.58%	-	21.15%	-
2 years	2.78%	-	4.45%	-	4.04%	-	4.78%	-
3 years	5.45%	-	-	-	-	-	-	-
4 years	-	-	-	-	-	-	-	-
5 years	-	-	-	-	-	-	-	-
e Inception	5.61%		0.88%	-	4.13%	-	4.75%	-
t Held (Rs. In Crores)	923		72	5	959	1	69	
							03	
/IDUAL	Titani		Titaniu		Titaniu			
ption Date	16-De		16-Ma		16-Jun			
	Fund Return	BM	Fund Return	BM	Fund Return	BM		
1 year	15.93%	-	15.77%	-	13.99%	-		
2 years	3.31%	-	3.65%	-	4.39%	-		
3 years	5.64%	-	5.17%	-		-		
4 years	-	-	-	-	-	-		
5 years	-	-	-	-	-	-		
Inception	5.30%	-	5.06%		2.68%	-		
t Held (Rs. In Crores)	57		24	l	8	;		
NSION	Nour	ieh	Grow	th	Enric	h		
	Nour 12-Ma		Grow 18-Mai		Enric 12-Mar			
ption Date						-03 BM		
1 year	Fund Return	BM 13.09%	Fund Return	BM 13.81%	Fund Return	BM 14.56%		
1 year	12.62%		13.87%		14.34%			
2 years	9.60%	9.84%	9.03%	9.14%	7.54%	7.77%		
3 years	7.54%	7.96%	7.40%	7.60%	6.55%	6.75%		
4 years	7.68%	7.44%	8.34%	7.49%	8.64%	7.24%		
5 years	9.60%	7.43%	11.03%	7.19%	10.08%	6.50%		
ce Inception	8.35%	6.25%	10.42%	7.21%	11.91%	8.47%		
et Held (Rs. In Crores)	14		38	3	171			
nd Name		в	enchmark Composit	ion			SFIN	
tinum Plus I							ULIF01325/02/08BSLIIPL/	AT1109
tinum Plus II		-		-			ULIF01425/02/08BSLIIPL/	
inum Plus III				-			ULIF01628/04/09BSLIIPL/	
num Plus IV		-		_			ULIF01816/09/09BSLIIPL/	
num Premier		-		-			ULIF02203/02/10BSLPLAT	
num Premier num Advantage		-		-			ULIF02203/02/10BSLPLAT	
		-		-				
		-		-			ULIF01911/12/09BSLITIT/	
		-		-			ULIF02011/12/09BSLITIT/	
iium II		-		-			ULIF02111/12/09BSLITITA	
nium II nium III							ULIF00604/03/03BSLNOUF	101140
nium II nium III sion Nourish		BSE 100		il Composite Bond				
nium I nium II nium III Ision Nourish Ision Growth Ision Enrich		BSE 100 BSE 100 BSE 100	Cris	il Composite Bond il Composite Bond il Composite Bond	Index		ULIF00504/03/03BSLIGRO ULIF00404/03/03BSLIENR	WTH10

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.



ASSURE FUND

47.27%

Portfolio as on Friday, May 31, 2013

SECURITIES	HOLDING
CORPORATE DEBT	52.73%
8.83% NATIONAL BANK FOR AGRI. AND RURAL DEVELC	6.88%
9.62% L I C HOUSING FINANCE LTD. 2015	6.07%
10.8% EXPORT IMPORT BANK OF INDIA 2013	4.57%
9.7% SUNDARAM FINANCE LTD. 2014	3.85%
9.72% IDFC LTD 2013	3.82%
8.97% E I D-PARRY (INDIA) LTD. 2016	3.79%
8% MAHINDRA VEHICLE MANUFACTURERS LIMITED 20	3.19%
9.18% HOUSING DEVELOPMENT FINANCE CORPN. LTD.	3.16%
11.3% A C C LTD. 2013	3.08%
10.4% I C I C I SECURITIES PRIMARY DEALERSHIP LTD. 2	3.04%
OTHER CORPORATE DEBT	11.29%

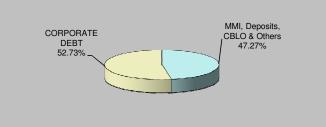
MMI, Deposits, CBLO & Others

About the Fund

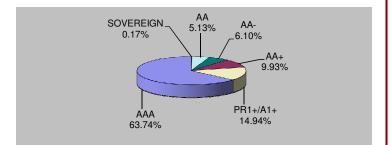
Objective: The primary objective of the fund is to provide Capital Protection, at a high level of safety and liquidity through judicious investments in high quality short-term debt.

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

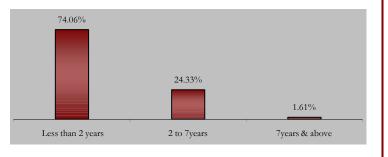
Asset Allocation



Rating Profile



Maturity Profile



ULIF01008/07/05BSLIASSURE109



INCOME ADVANTAGE FUND

Portfolio as on Friday, May 31, 2013

SECURITIES	HOLDING
GOVERNMENT SECURITIES	37.13%
8.33% GOVERNMENT OF INDIA 2026	11.38%
8.15% GOVERNMENT OF INDIA 2022	6.88%
8.2% GOVERNMENT OF INDIA 2022	3.93%
9.15% GOVERNMENT OF INDIA 2024	2.90%
8.28% GOVERNMENT OF INDIA 2032	2.36%
8.2% GOVERNMENT OF INDIA 2025	2.19%
8.08% GOVERNMENT OF INDIA 2022	2.17%
7.83% GOVERNMENT OF INDIA 2018	1.31%
8.83% GOVERNMENT OF INDIA 2041	0.89%
8.97% GOVERNMENT OF INDIA 2030	0.88%
OTHER GOVERNMENT SECURITIES	2.22%

About the Fund

CORPORATE DEBT 40.02%

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

ULIF01507/08/08BSLIINCADV110

MMI, Deposits, CBLO & Others _22.85%

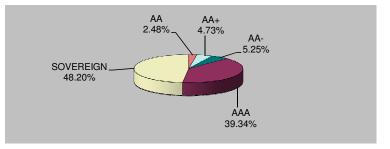
Strategy: To actively manage the fund by building a portfolio of fixed income instruments with medium term duration. The fund will invest in government securities, high rated corporate bonds, high quality money market instruments and other fixed income securities. The quality of the assets purchased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

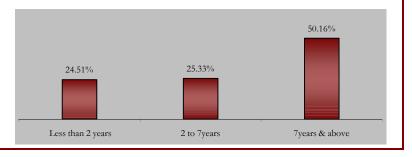
Asset Allocation

CORPORATE DEBT	40.02%
9.75% TATA MOTORS LTD. 2020	2.26%
8.83% EXPORT IMPORT BANK OF INDIA 2023	1.89%
9.75% HOUSING DEVELOPMENT FINANCE CORPN. LTD.	1.82%
2% TATA STEEL LTD. 2022	1.68%
9.6% HOUSING DEVELOPMENT FINANCE CORPN. LTD. 1	1.49%
9.65% HOUSING DEVELOPMENT FINANCE CORPN. LTD.	1.42%
10.25% HOUSING DEVELOPMENT FINANCE CORPN. LTD	1.38%
9.15% EXPORT IMPORT BANK OF INDIA 2022	1.37%
9.62% POWER FINANCE CORPN. LTD. 2016	1.34%
9.4% NATIONAL BANK FOR AGRI. AND RURAL DEVELOI	1.33%
OTHER CORPORATE DEBT	24.03%
MML Democity CDLO & Others	22.85%
MMI, Deposits, CBLO & Others	22.05%

Rating Profile

GOVERNMENT SECURITIES 37.13%





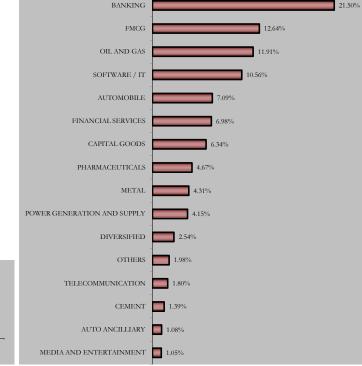
Portfolio as on Friday, May 31, 2013

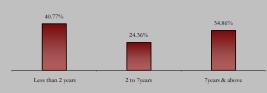
SIC

PROTECTOR FUND

ULIF00313/03/01BSLPROTECT109

SECURITIES	HOLDING	About the Fund
GOVERNMENT SECURITIES	33.56%	Objective: To generate persistent return through active management of fixed income port
		and focus on creating long-term equity portfolio, which will enhance yield of comp
8.33% GOVERNMENT OF INDIA 2026	5.36%	portfolio with minimum risk appetite.
7.8% GOVERNMENT OF INDIA 2021	3.68%	
7.5% GOVERNMENT OF INDIA 2034	2.43%	Strategy: To invest in fixed income securities with marginal exposure to equity up to 10% a
7.99% GOVERNMENT OF INDIA 2017	2.43%	level of risk. This fund is suitable for those who want to protect their capital and earn s
11.5% GOVERNMENT OF INDIA 2015	2.04%	return on investment through higher exposure to debt securities.
8.24% GOVERNMENT OF INDIA 2027	1.85%	retuin on investment unough nigher exposure to debt securities.
8.79% GOVERNMENT OF INDIA 2021	1.67%	
6.9% GOVERNMENT OF INDIA 2019	1.62%	
8.15% GOVERNMENT OF INDIA 2022	1.61%	
7.95% GOVERNMENT OF INDIA 2032	1.60%	
OTHER GOVERNMENT OF INDIA 2032		
OTHER GOVERNMENT SECORTIES	9.29%	Asset Allocation
CORPORATE DEBT	45.79%	
8.6% POWER FINANCE CORPN. LTD. 2014	2 00%/	CORPORATE EQUITY
	3.09%	DEBT 8.96%
10.85% RURAL ELECTRIFICATION CORPN. LTD. 2018	2.90%	45.79% MMI, Deposits,
8.9% STEEL AUTHORITY OF INDIA LTD. 2019	1.90%	CBLO & Others
8.64% POWER GRID CORPN. OF INDIA LTD. 2014	1.90%	11.69%
9.55% MAHINDRA AND MAHINDRA FINANCIAL SERV	1.80%	
8.8% POWER GRID CORPN. OF INDIA LTD. 2013	1.78%	
11.25% POWER FINANCE CORPN. LTD. 2018	1.48%	
11.4% POWER FINANCE CORPN. LTD. 2013	1.44%	
8.85% TATA SONS LTD. 2016	1.43%	GOVERNMENT
11.5% RURAL ELECTRIFICATION CORPN. LTD. 2013	1.39%	SECURITIES
OTHER CORPORATE DEBT		33.56%
OTHER CORFORATE DEDT	26.68%	
EQUITY	8.96%	Rating Profile
ITCLTD.	0.000	Railig I folic
	0.66%	
RELIANCE INDUSTRIES LTD.	0.58%	AA- AA PR1+/A1+
I C I C I BANK LTD.	0.55%	1.19%
INFOSYS LTD.	0.48%	
H D F C BANK LTD.	0.46%	AAA AA+ 45.37%
LARSEN AND TOUBRO LTD.	0.39%	45.37%6.55%
TATA CONSULTANCY SERVICES LTD.	0.32%	
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	0.31%	
STATE BANK OF INDIA	0.30%	
OIL AND NATURAL GAS CORPN. LTD.	0.30%	
OTHER EQUITY	4.61%	SOVEREIGN
OTHER EQUIT	4.0170	40.74%
MMI, Deposits, CBLO & Others	11.69%	
MMI, Deposits, CDLO & Others	11.07 %	Sectoral Allocation
		BANKING 21.50%
		FMCG 12.64%
		OIL AND GAS
		OIL AND GAS SOFTWARE / IT 10.56%





Birla Sun L

BUILDER FUND

Portfolio as on Friday, May 31, 2013

SECURITIES	HOLDING	About the Fund
GOVERNMENT SECURITIES	28.00%	Objective: To but
8.2% GOVERNMENT OF INDIA 2022 8.33% GOVERNMENT OF INDIA 2026 7.8% GOVERNMENT OF INDIA 2021	6.01% 5.19% 4.55%	medium or long-ter Strategy: Generate
8.32% GOVERNMENT OF INDIA 2021 8.28% GOVERNMENT OF INDIA 2027 8.79% GOVERNMENT OF INDIA 2021	1.84% 1.82% 1.74%	income portfolio ai composite portfolio
7.95% GOVERNMENT OF INDIA 2032 8.3% GOVERNMENT OF INDIA 2040 7.59% GOVERNMENT OF INDIA 2015 8.08% GOVERNMENT OF INDIA 2022	1.59% 1.27% 1.08%	
CORPORATE DEBT	0.93% 1.99% 41.50%	-
	-11:00 /0	-
 8.65% RURAL ELECTRIFICATION CORPN. LTD. 2019 11.45% RELIANCE INDUSTRIES LTD. 2013 8.6% POWER FINANCE CORPN. LTD. 2014 8.85% TATA SONS LTD. 2016 10.25% TECH MAHINDRA LTD. 2014 8.5% INDIAN RAILWAY FINANCE CORPN. LTD. 2020 	4.02% 3.34% 2.87% 2.33% 2.18% 1.95%	
 9.35% RURAL ELECTRIFICATION CORPN. LTD. 2022 9.47% POWER GRID CORPN. OF INDIA LTD. 2014 8.19% INDIAN RAILWAY FINANCE CORPN. LTD. 2019 8.9% STEEL AUTHORITY OF INDIA LTD. 2019 	1.92% 1.80% 1.44% 1.44%	
OTHER CORPORATE DEBT	18.22% 18.95%	

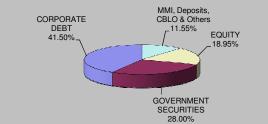
11.55%	
9.91%	
0.65%	
0.66%	
0.66%	
0.67%	
0.71%	
0.78%	
0.88%	
1.11%	
1.36%	
1.55%	
	1 55%

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

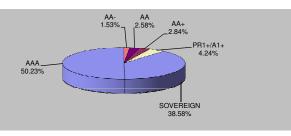
ULIF00113/03/01BSLBUILDER109

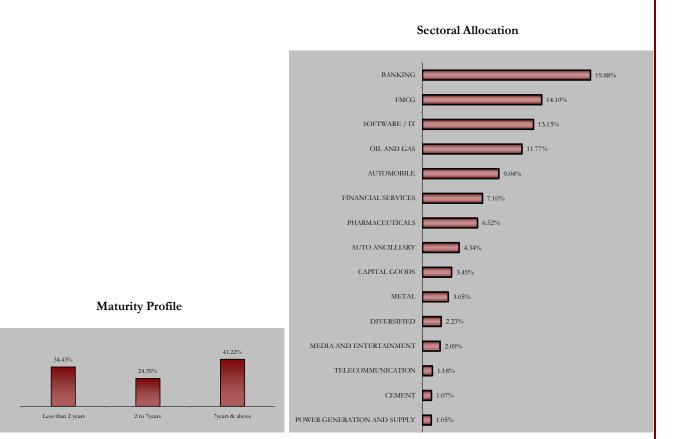
Strategy: Generate better return with moderate level of risk through active management of fixed income portfolio and focus on creating long term equity portfolio which will enhance yield of composite portfolio with low level of risk appetite.

Asset Allocation



Rating Profile





Portfolio as on Friday, May 31, 2013

Less than 2 years

2 to 7years

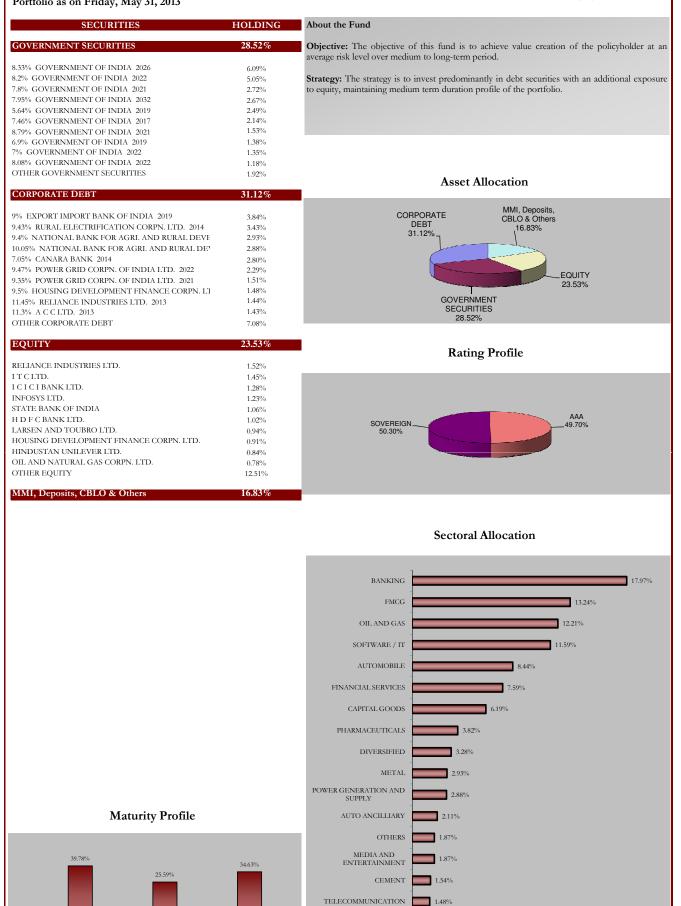
7years & above

REAL ESTATE ____ 1.01%

SIC

BALANCER FUND

ULIF00931/05/05BSLBALANCE109



irla Sun Life

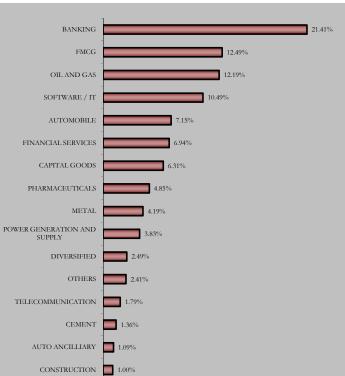
ENHANCER FUND

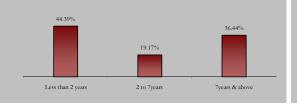
SECURITIES	HOLDING	About the Fund	
OVERNMENT SECURITIES	25.56%	Objective: Helps you to grow your capital th	nrough enhanced returns over a medium to
		term period through investments in equity a	
.9% GOVERNMENT OF INDIA 2019	3.17%	balance between risk and return.	
.15% GOVERNMENT OF INDIA 2022	2.87%		
3.33% GOVERNMENT OF INDIA 2026 5.35% GOVERNMENT OF INDIA 2020	2.24%	Strategy: To earn capital appreciation by ma	
7.8% GOVERNMENT OF INDIA 2020	1.89% 1.54%	earn regular return on fixed income portfolio	by active management resulting in wealth cre
7.95% GOVERNMENT OF INDIA 2021	1.23%	for policyholders.	
3.2% GOVERNMENT OF INDIA 2022	1.19%		
3.79% GOVERNMENT OF INDIA 2021	1.06%		
7.8% GOVERNMENT OF INDIA 2020	1.03%		
8.26% GOVERNMENT OF INDIA 2027	0.95%		
OTHER GOVERNMENT SECURITIES	8.38%		11 4!
CORPORATE DEBT	39.65%	Asset A	llocation
	57105 10		JRITISED DEBT MMI, Deposits,
10.75% RELIANCE INDUSTRIES LTD. 2018	0.90%		A2% CBLO & Others
10.2% TATA STEEL LTD. 2015	0.76%	00.00 %	8.70%
0.05% STATE BANK OF INDIA 2020	0.74%		GOVERNMENT
9.25% DR. REDDYS LABORATORIES LTD. 2014 10.25% TECH MAHINDRA LTD. 2014	0.62%		SECURITIES
2% INDIAN HOTELS CO. LTD. 2014	0.59% 0.51%		25.56%
9.8% LICHOUSING FINANCE LTD. 2017	0.50%		
9.02% RURAL ELECTRIFICATION CORPN. LTD. 2022	0.49%		
9.1% STATE BANK OF MYSORE 2019	0.47%		EQUITY
9.61% POWER FINANCE CORPN. LTD. 2021	0.46%		25.67%
OTHER CORPORATE DEBT	33.61%		
SECURITISED DEBT	0.42%	Dette	D
INDIAN RAILWAY FINANCE CORPN. LTD. 2015	0.42%	Kating	g Profile
	0.1270		
			A PR1+/A1+ 33%, 2,83%, AA-
			^{33%} 2.83% AA- 3.56%
			AA+
		AAA	4.79%
		48.09%	
		(
			SOVEREIGN
EQUITY	25.67%		37.90%
		•	
I T C LTD.	1.90%		
I C I C I BANK LTD.	1.78%	Sectoral	Allocation
RELIANCE INDUSTRIES LTD.	1.67%	Sectoral	
H D F C BANK LTD. INFOSYS LTD.	1.52%		
NFOSYS L1D. HOUSING DEVELOPMENT FINANCE CORPN. LTD.	1.41% 1.20%		
LARSEN AND TOUBRO LTD.	1.19%	BANKING	21.58%
STATE BANK OF INDIA	0.94%		21.3076
TATA CONSULTANCY SERVICES LTD.	0.91%	OIL AND GAS	12.09%
OIL AND NATURAL GAS CORPN. LTD.	0.88%		12.0770
OTHER EQUITY			
	12.27%	FMCG	11.90%
		-	
	12.27% 8.70%	FMCG SOFTWARE / IT	11.90%
		-	
		SOFTWARE / IT FINANCIAL SERVICES	10.82%
		SOFTWARE / IT FINANCIAL SERVICES AUTOMOBILE	10.82% 8.87% 6.80%
		SOFTWARE / IT FINANCIAL SERVICES AUTOMOBILE CAPITAL GOODS	10.82% 8.87% 6.80%
		SOFTWARE / IT FINANCIAL SERVICES AUTOMOBILE	10.82% 8.87% 6.80%
		SOFTWARE / IT FINANCIAL SERVICES AUTOMOBILE CAPITAL GOODS	10.82% 8.87% 6.80%
		SOFTWARE / IT FINANCIAL SERVICES AUTOMOBILE CAPITAL GOODS METAL PHARMACEUTICALS 3.70% POWER GENERATION AND	10.82% 8.87% 6.80%
		SOFTWARE / IT FINANCIAL SERVICES AUTOMOBILE CAPITAL GOODS METAL PHARMACEUTICALS SUPPLY SUPPLY A4.52%	10.82% 8.87% 6.80%
		SOFTWARE / IT FINANCIAL SERVICES AUTOMOBILE CAPITAL GOODS METAL PHARMACEUTICALS PHARMACEUTICALS POWER GENERATION AND SUPPLY CEMENT 2.10%	10.82% 8.87% 6.80%
MMI, Deposits, CBLO & Others		SOFTWARE / IT FINANCIAL SERVICES AUTOMOBILE CAPITAL GOODS METAL PHARMACEUTICALS SUPPLY SUPPLY A4.52%	10.82% 8.87% 6.80%
MMI, Deposits, CBLO & Others	8.70%	SOFTWARE / IT FINANCIAL SERVICES AUTOMOBILE CAPITAL GOODS METAL PHARMACEUTICALS PHARMACEUTICALS POWER GENERATION AND SUPPLY CEMENT 2.10%	10.82% 8.87% 6.80%
MMI, Deposits, CBLO & Others Maturity Profile		SOFTWARE / IT FINANCIAL SERVICES AUTOMOBILE CAPITAL GOODS METAL PHARMACEUTICALS PHARMACEUTICALS POWER GENERATION AND SUPPLY CEMENT TELECOMMUNICATION 2.05%	10.82% 8.87% 6.80%
MMI, Deposits, CBLO & Others Maturity Profile	8.70%	SOFTWARE / IT FINANCIAL SERVICES AUTOMOBILE CAPITAL GOODS METAL PHARMACEUTICALS POWER GENERATION AND SUPPLY CEMENT TELECOMMUNICATION DIVERSIFIED DIVERSIFIED 1.95%	10.82% 8.87% 6.80%
MMI, Deposits, CBLO & Others Maturity Profile	8.70%	SOFTWARE / IT FINANCIAL SERVICES AUTOMOBILE CAPITAL GOODS METAL PHARMACEUTICALS PHARMACEUTICALS POWER GENERATION AND SUPPLY CEMENT 1.210% 1.95% DIVERSIFIED 1.83%	10.82% 8.87% 6.80%

la Sun l

CREATOR FUND

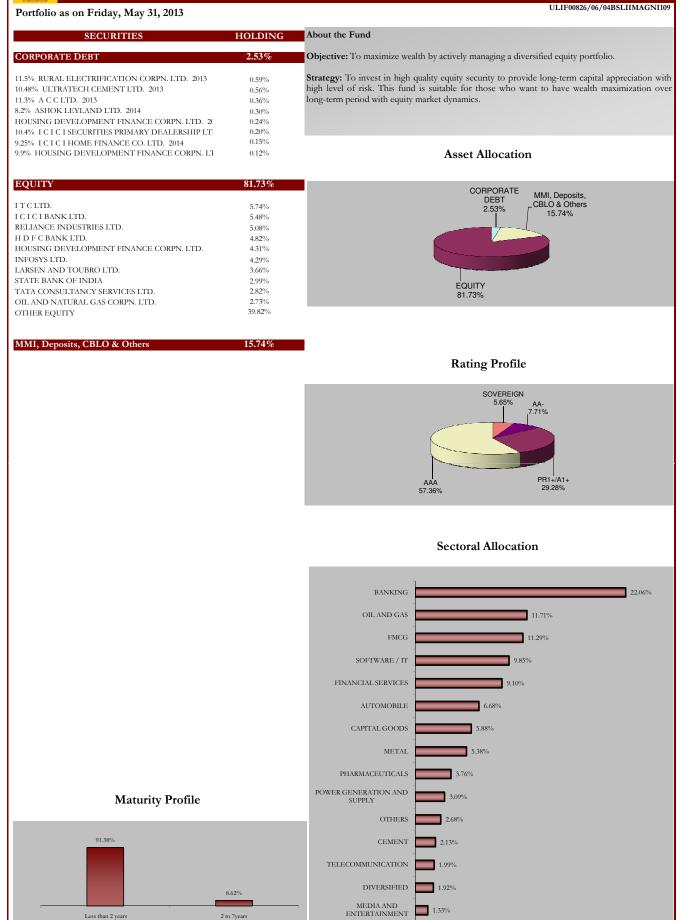
Portfolio as on Friday, May 31, 2013		ULIF00704/02/04BSLCREATC
SECURITIES	HOLDING	About the Fund
GOVERNMENT SECURITIES	19.74%	Objective: To achieve optimum balance between growth and stability to provide long-
		capital appreciation with balanced level of risk by investing in fixed income securities and
8.15% GOVERNMENT OF INDIA 2022	4.87%	quality equity security.
8.33% GOVERNMENT OF INDIA 2026	3.07%	
7.8% GOVERNMENT OF INDIA 2021	1.99%	Strategy: To ensure capital appreciation by simultaneously investing into fixed income secu
8.28% GOVERNMENT OF INDIA 2027	1.61%	and maintaining diversified equity portfolio. Active fund management is carried out to enl
8.24% GOVERNMENT OF INDIA 2027	1.31%	policyholder's wealth in long run.
7.99% GOVERNMENT OF INDIA 2017	1.02%	Possible on the second s
8.28% GOVERNMENT OF INDIA 2032	0.97%	
8.83% GOVERNMENT OF INDIA 2041	0.87%	
5.64% GOVERNMENT OF INDIA 2019	0.86%	
8.32% GOVERNMENT OF INDIA 2032	0.65%	
OTHER GOVERNMENT SECURITIES	2.53%	
CORPORATE DEBT	22.29%	Asset Allocation
CORFORATE DEDT	22.29 10	MMI, Deposits,
8.6% POWER FINANCE CORPN. LTD. 2014	3.31%	CBLO & Others
8.45% INDIAN RAILWAY FINANCE CORPN. LTD. 2018	1.53%	,12.30%
9.7% SUNDARAM FINANCE LTD. 2014	1.52%	EQUITY GOVERNMENT
10.1% POWER GRID CORPN. OF INDIA LTD. 2013	1.50%	45.66%SECURITIES
11.45% RELIANCE INDUSTRIES LTD. 2013	1.49%	19.74%
8.9% STEEL AUTHORITY OF INDIA LTD. 2019	1.36%	
11.4% POWER FINANCE CORPN. LTD. 2013	1.07%	
9.55% HINDALCO INDUSTRIES LTD. 2022	0.96%	
8.95% H D F C BANK LTD. 2022	0.93%	CORPORATE
9.7% CADILA HEALTHCARE LTD. 2016	0.91%	DEBT
OTHER CORPORATE DEBT	7.71%	22.29%
EQUITY	45.66%	
	10100 //	Rating Profile
I T C LTD.	3.33%	
RELIANCE INDUSTRIES LTD.	3.07%	AA AA
I C I C I BANK LTD.	2.82%	AA AA- 1.32%4.45% AA+
INFOSYS LTD.	2.40%	4.43% AA+ 7.44%
H D F C BANK LTD.	2.34%	
LARSEN AND TOUBRO LTD.	1.99%	SOVEREIGNPR1+/A1+
TATA CONSULTANCY SERVICES LTD.	1.63%	43.49% 7.63%
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	1.61%	
OIL AND NATURAL GAS CORPN. LTD.	1.54%	
STATE BANK OF INDIA	1.54%	
OTHER EQUITY	23.37%	
MMI, Deposits, CBLO & Others	12.30%	35.66%
	12100 /0	-
		Sectoral Allocation
		BANKING 21.41%
		FMCG 12.49%
		OIL AND GAS
		SOFTWARE / IT
		AUTOMOBILE 7.15%
		FINANCIAL SERVICES 6.94%
		CAPITAL GOODS 6.31%
		PHARMACEUTICALS 4.85%
		METAL 4.19%





MAGNIFIER FUND

SIC



AUTO ANCILLIARY

1.16%

Birla Sun I

MAXIMISER FUND

Portfolio as on Friday, May 31, 2013

SECURITIES	HOLDING	
EQUITY	98.65%	
ITCLTD.	7.49%	
RELIANCE INDUSTRIES LTD.	6.14%	
I C I C I BANK LTD.	6.07%	
H D F C BANK LTD.	4.97%	
INFOSYS LTD.	4.64%	
LARSEN AND TOUBRO LTD.	4.33%	
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	3.97%	
STATE BANK OF INDIA	3.32%	
OIL AND NATURAL GAS CORPN. LTD.	3.13%	
TATA CONSULTANCY SERVICES LTD.	3.12%	
OTHER EQUITY	51.46%	

MMI, Deposits, CBLO & Others



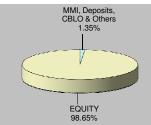
1.35%

ULIF01101/06/07BSLIINMAXI109

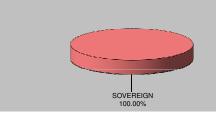
Objective: To Provide long-term capital appreciation by actively managing a well diversified equity portfolio of fundamentally strong blue chip companies. To provide a cushion against the volatility in the equities through investment in money market instruments.

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.

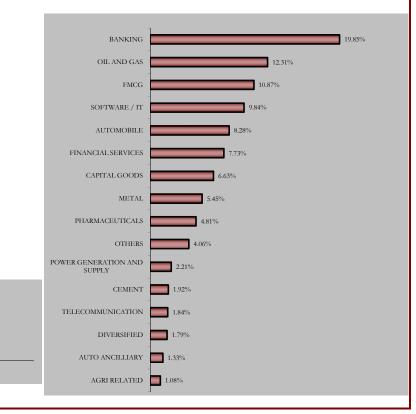


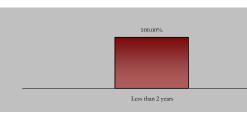


Rating Profile



Sectoral Allocation





SIC

EQUITY

I T C LTD.

RELIANCE INDUSTRIES LTD.

I C I C I BANK LTD.

Portfolio as on Friday, May 31, 2013

SECURITIES

SU	PE	R_2	20 F	UN	VD

ULIF01723/06/09BSLSUPER20109

About the Fund

HOLDING

95.79%

9.65%

9.52%

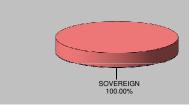
8.23%

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.

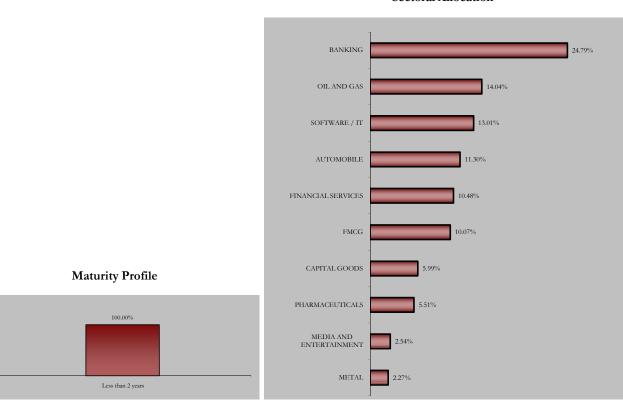
INFOSYS LTD. 6.44% TATA CONSULTANCY SERVICES LTD. 6.02% LARSEN AND TOUBRO LTD. 5.73% H D F C BANK LTD. 5.72% STATE BANK OF INDIA 5.46% AXIS BANK LTD. 4.34% OIL AND NATURAL GAS CORPN. LTD. 3.94% OTHER EQUITY 30.75% MMI, Deposits, CBLO & Others 4.21%

Asset Allocation MMI, Deposits, CBLO & Others 4.21% EQUITY 95.79% **Rating Profile**









MULTIPLIER FUND

Portfolio as on Friday, May 31, 2013

MMI, Deposits, CBLO & Others

SECURITIES	HOLDING	
EQUITY	83.24%	
VOLTAS LTD.	5.64%	
FEDERAL BANK LTD.	5.16%	
GUJARAT MINERAL DEVELPMENMT CORPORTAION	4.46%	
EXIDE INDUSTRIES LTD.	3.66%	
DIVIS LABORATORIES LTD.	3.15%	
N T P C LTD.	3.03%	
L I C HOUSING FINANCE LTD.	2.77%	
BHARAT PETROLEUM CORPN. LTD.	2.55%	
OIL INDIA L'I'D.	2.21%	
MARUTI SUZUKI INDIA LTD.	2.00%	
OTHER EQUITY	48.63%	

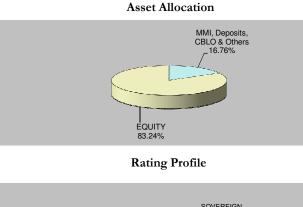
About the Fund

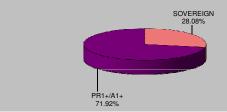
16.76%

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

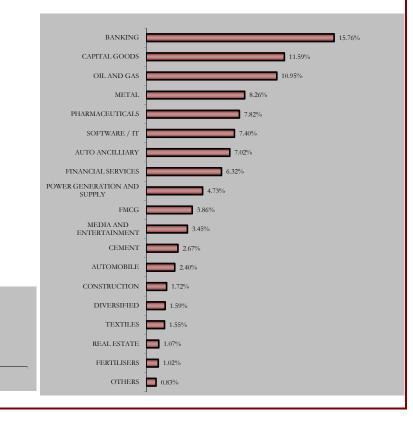
ULIF01217/10/07BSLINMULTI109

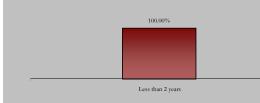
Strategy: Active Fund Management with potentially 100% equity Exposure Research based investment approach with a dedicated & experienced in-house research team. Identify undervalued Stocks in the growth phase. Focus on niche players with competitive advantage, in the sumise industry & potential of being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











PLATINUM PLUS 1 FUND

Portfolio as on Friday, May 31, 2013

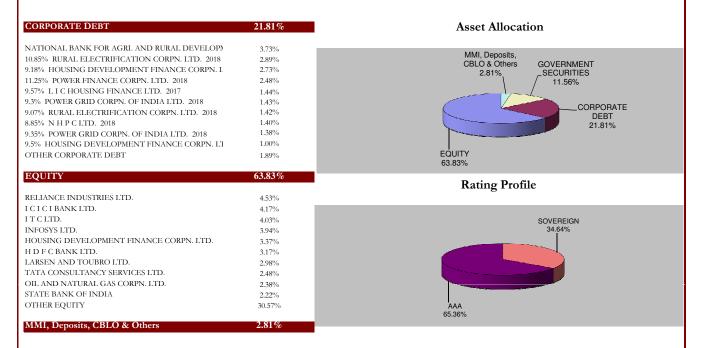
SECURITIES	HOLDING
GOVERNMENT SECURITIES	11.56%
7.83% GOVERNMENT OF INDIA 2018	6.73%
8.24% GOVERNMENT OF INDIA 2018	3.20%
7.99% GOVERNMENT OF INDIA 2017	1.40%
5.69% GOVERNMENT OF INDIA 2018	0.22%

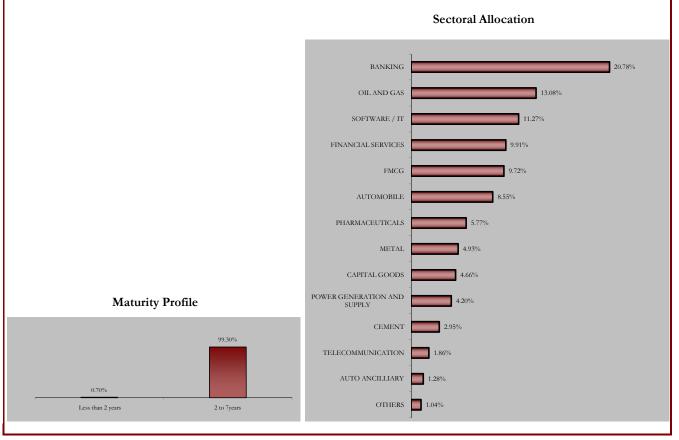
About the Fund

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

ULIF01325/02/08BSLIIPLAT1109

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 instruments.





PLATINUM PLUS 2 FUND

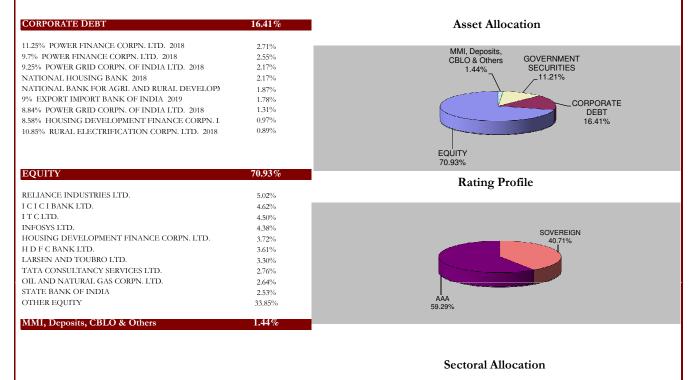
Portfolio as on Friday, May 31, 2013

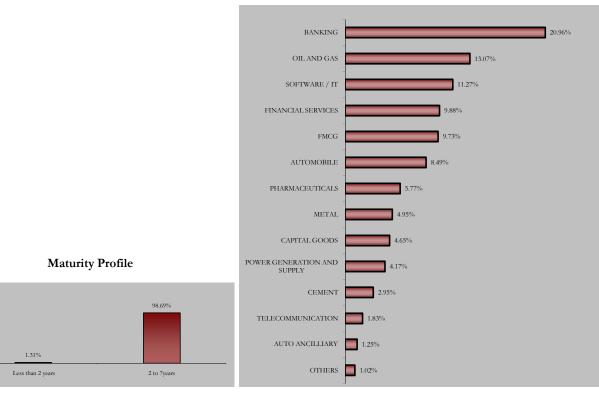
SECURITIES	HOLDING	
GOVERNMENT SECURITIES	11.21%	
7.83% GOVERNMENT OF INDIA 2018	7.66%	
5.69% GOVERNMENT OF INDIA 2018	2.21%	
6.05% GOVERNMENT OF INDIA 2019	1.11%	
8.24% GOVERNMENT OF INDIA 2018	0.23%	

About the Fund

ObjectiveTo 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 instruments.





ULIF01425/02/08BSLIIPLAT2109

PLATINUM PLUS 3 FUND

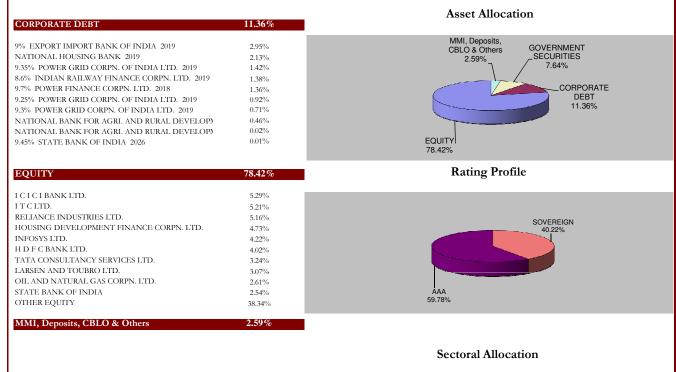
Portfolio as on Friday, May 31, 2013

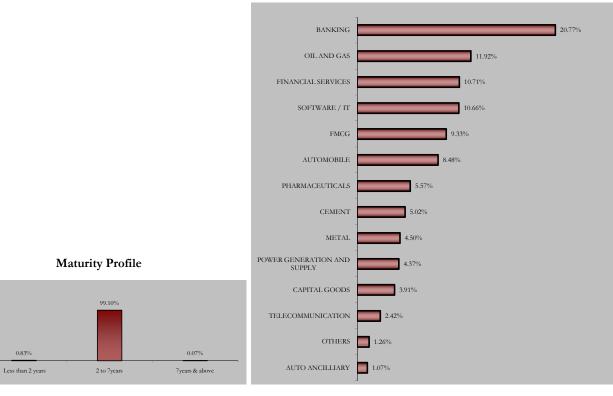
SECURITIES	HOLDING
GOVERNMENT SECURITIES	7.64%
6.9% GOVERNMENT OF INDIA 2019	5.74%
6.05% GOVERNMENT OF INDIA 2019	0.80%
6.05% GOVERNMENT OF INDIA 2019	0.50%
7.8% GOVERNMENT OF INDIA 2020	0.49%
5.64% GOVERNMENT OF INDIA 2019	0.11%

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 & and as approved by the IRDA.

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 instruments.





ULIF01628/04/09BSLIIPLAT3109

PLATINUM PLUS 4 FUND

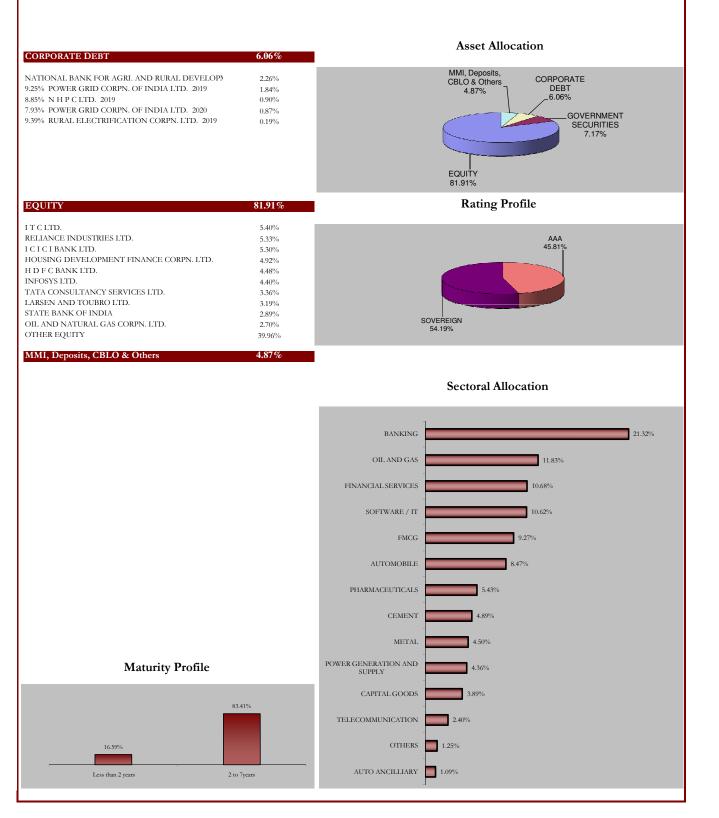
Portfolio as on Friday, May 31, 2013

SECURITIES	HOLDING
GOVERNMENT SECURITIES	7.17%
6.9% GOVERNMENT OF INDIA 2019 6.05% GOVERNMENT OF INDIA 2019	6.31% 0.82%
6.05% GOVERNMENT OF INDIA 2019	0.03%

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 & and as approved by the IRDA.

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 instruments.



ULIF01816/09/09BSLIIPLAT4109

PLATINUM PREMIER FUND

Portfolio as on Friday, May 31, 2013

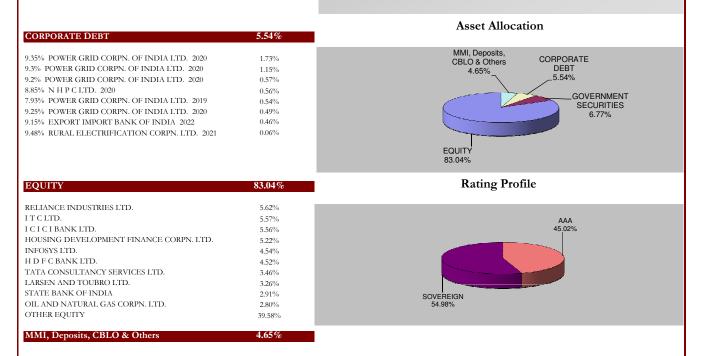
SECURITIES	HOLDING	
GOVERNMENT SECURITIES	6.77%	
8.19% GOVERNMENT OF INDIA 2020	3.44%	
6.35% GOVERNMENT OF INDIA 2020	3.33%	

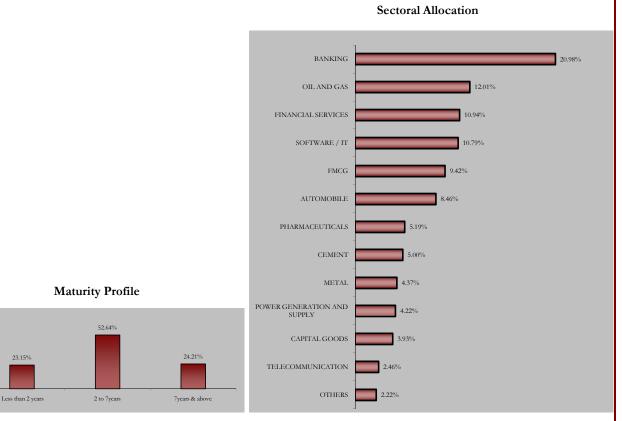
About the Fund

Objective: To optimise 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

ULIF02203/02/10BSLPLATPR1109

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.



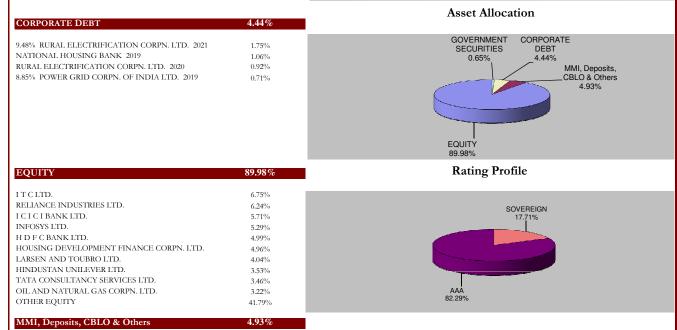


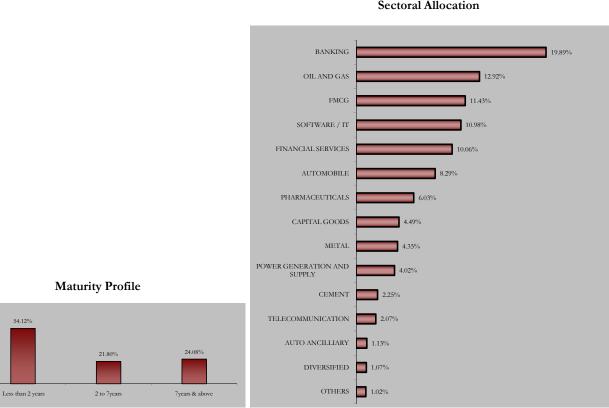
PLATINUM ADVANTAGE FUND

Enider Mar. 21 2012 ъ . . 1.

SIC

Portfolio as on Friday, May 31, 2013		ULIF02408/09/10BSLPLATADV109	
SECURITIES	HOLDING	About the Fund	
GOVERNMENT SECURITIES 6.05% GOVERNMENT OF INDIA 2019	0.65%	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.	

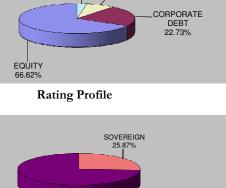




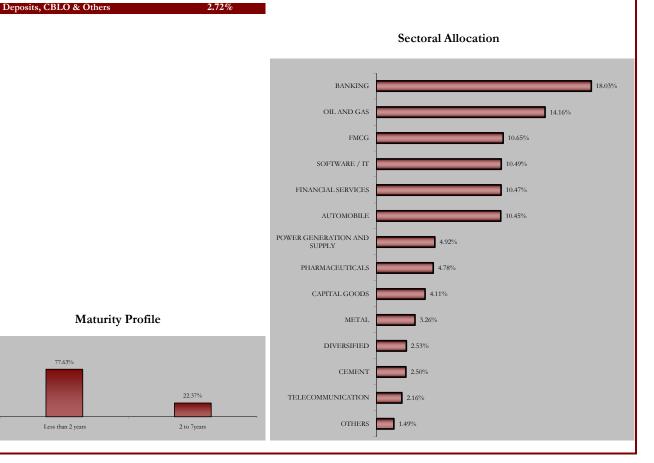
Sectoral Allocation

TITANIUM 1 FUND

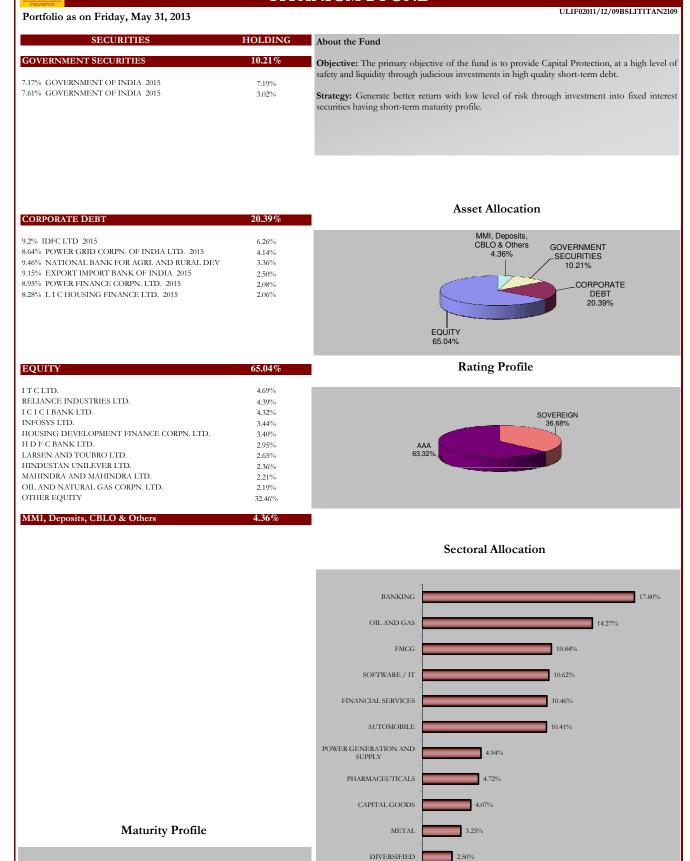
Portfolio as on Friday, May 31, 2013		ULIF01911/12/09BSLITITAN
SECURITIES	HOLDING	About the Fund
GOVERNMENT SECURITIES	7.92%	Objective: The primary objective of the fund is to provide Capital Protection, at a high leve safety and liquidity through judicious investments in high quality short-term debt.
7.61% GOVERNMENT OF INDIA 2015 7.17% GOVERNMENT OF INDIA 2015	4.25% 3.68%	Strategy: Generate better return with low level of risk through investment into fixed inte securities having short-term maturity profile.
		Asset Allocation
CORPORATE DEBT	22.73%	
 9.2% IDFC LTD 2015 8.8% POWER GRID CORPN. OF INDIA LTD. 2014 9.37% NATIONAL HOUSING BANK 2015 8.64% POWER GRID CORPN. OF INDIA LTD. 2015 8.6% POWER FINANCE CORPN. LTD. 2014 8.95% POWER FINANCE CORPN. LTD. 2015 9.43% RURAL ELECTRIFICATION CORPN. LTD. 2014 	5.36% 4.21% 3.58% 3.55% 2.30% 1.96% 1.78%	MMI, Deposits, CBLO & Others 2.72% CORPORATE DEBT 22.73%
		EQUITY 66.62%
EQUITY	66.62%	Rating Profile
I T C LTD.	4.71%	
RELIANCE INDUSTRIES LTD.	4.49%	SOVEREIGN
I C I C I BANK L'ID. HOUSING DEVELOPMENT FINANCE CORPN. L'ID.	4.48% 3.52%	25.87%
INFOSYS LTD.	3.42%	
H D F C BANK LTD.	3.15%	
LARSEN AND TOUBRO LTD.	2.74%	
HINDUSTAN UNILEVER LTD. MAHINDRA AND MAHINDRA LTD.	2.38%	
OIL AND NATURAL GAS CORPN. LTD.	2.29% 2.24%	AAA
OTHER EQUITY	33.20%	AAA 74.13%



MMI, Deposits, CBLO & Others



TITANIUM 2 FUND



CEMENT

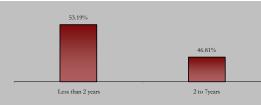
OTHERS

TELECOMMUNICATION

2.47%

2.16%

1.48%

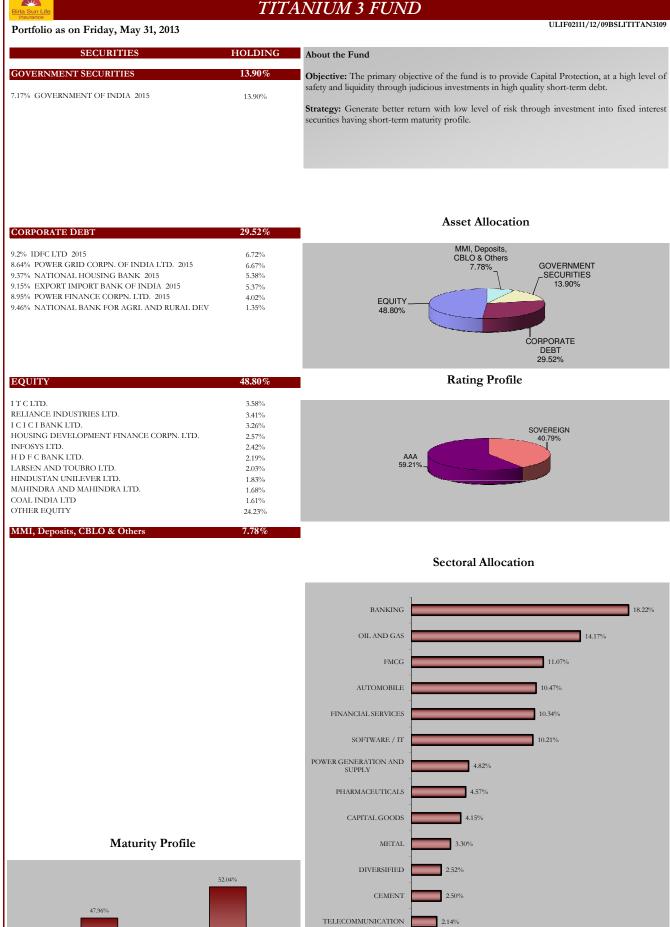


SIL

Less than 2 years

2 to 7years

TITANIUM 3 FUND



OTHERS

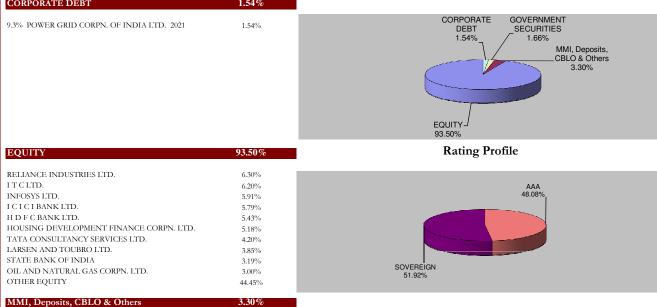
1.50%

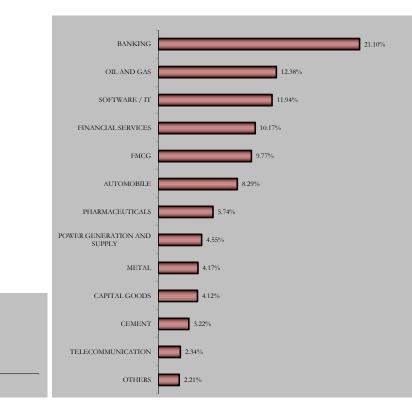
Birla Sun I

FORESIGHT FUND - SP

Portfolio as on Friday, May 31, 2013

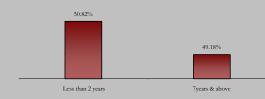
1 offiono as on 1 fiday, may 51, 2015		
SECURITIES	HOLDING	About the Fund
GOVERNMENT SECURITIES	1.66%	Objective: To optimize the participation in an actively managed well-diversified equity portfolio
8.2% GOVERNMENT OF INDIA 2022 7.8% GOVERNMENT OF INDIA 2021	1.29% 0.37%	of fundamentally strong blue 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.
CORPORATE DEBT	1.54%	Asset Allocation





Sectoral Allocation

ULIF02610/02/11BSLFSITSP1109



FORESIGHT FUND - FP

Portfolio as on Friday, May 31, 2013

7.8% GOVERNMENT OF INDIA 2021

8.79% GOVERNMENT OF INDIA 2021

7.94% GOVERNMENT OF INDIA 2021

8.2% GOVERNMENT OF INDIA 2022

7.83% GOVERNMENT OF INDIA 2018

6.9% GOVERNMENT OF INDIA 2019

10.25% GOVERNMENT OF INDIA 2021

6.05% GOVERNMENT OF INDIA 2019

8.08% GOVERNMENT OF INDIA 2022

7.8% GOVERNMENT OF INDIA 2020

SECURITIES	HOLDING
GOVERNMENT SECURITIES	16.65%

About the Fund

7.26%

2.86%

1.61%

1.00%

0.96%

0.74%

0.57%

0.54%

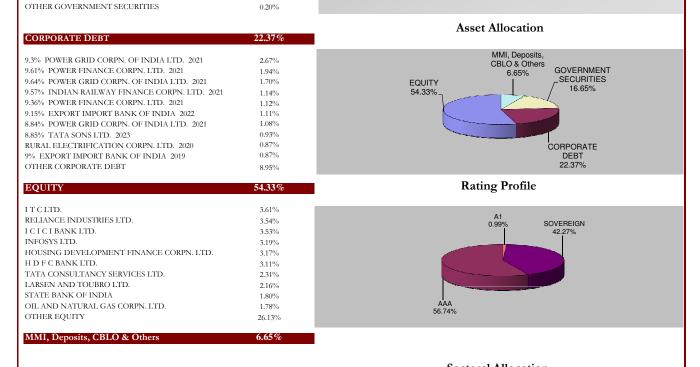
0.49%

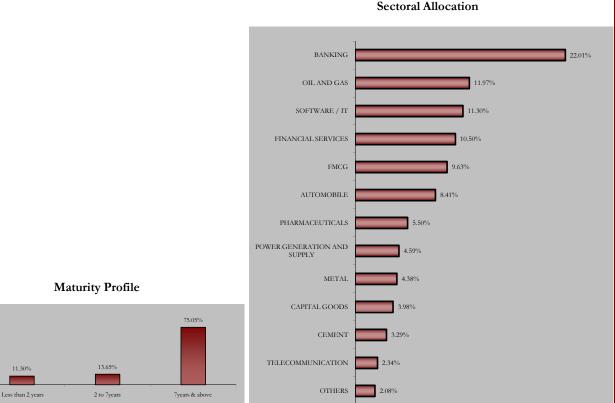
0.42%

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.

ULIF02510/02/11BSLFSIT5P1109

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.





Birla Sur

PENSION NOURISH FUND

Portfolio as on Friday, May 31, 2013

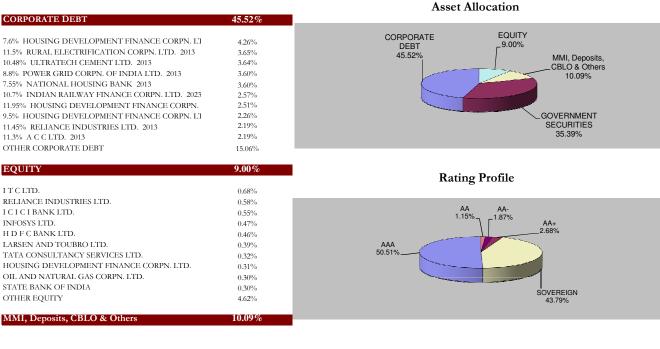
SECURITIES	HOLDING
GOVERNMENT SECURITIES	35.39%
8.33% GOVERNMENT OF INDIA 2026	7.74%
8.2% GOVERNMENT OF INDIA 2022	6.04%
8.79% GOVERNMENT OF INDIA 2021	5.84%
9.15% GOVERNMENT OF INDIA 2024	5.67%
8.15% GOVERNMENT OF INDIA 2022	4.90%
7.95% GOVERNMENT OF INDIA 2032	3.02%
7.46% GOVERNMENT OF INDIA 2017	2.18%

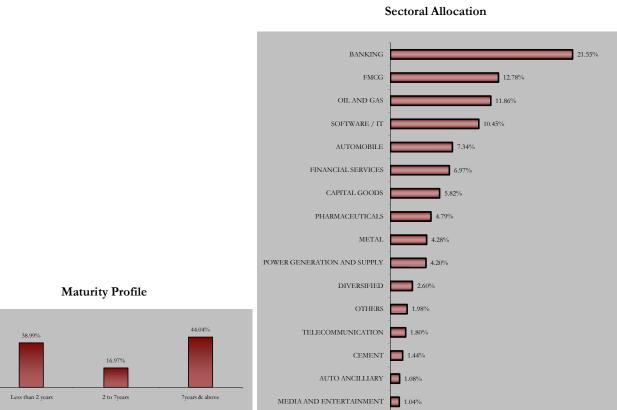
About the Fund

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.

ULIF00604/03/03BSLNOURISH109

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.





PENSION GROWTH FUND

Eriday May 31 2013 C 11

HINDUSTAN UNILEVER LTD.

MMI, Deposits, CBLO & Others

OTHER EQUITY

Portfolio as on Friday, May 31, 2013		ULIF00504/05/05B3
SECURITIES	HOLDING	About the Fund
	20.05.07	Objective: This fund option helps build your capital and generate better retur
GOVERNMENT SECURITIES	29.95%	level of risk, over a medium or long-term period through a balance of investment
8.79% GOVERNMENT OF INDIA 2021	8.45%	debt.
8.15% GOVERNMENT OF INDIA 2021 8.15% GOVERNMENT OF INDIA 2022	8.45% 6.40%	
7.95% GOVERNMENT OF INDIA 2022	3.13%	Strategy: Generate better return with moderate level of risk through active mana
7.8% GOVERNMENT OF INDIA 2021	2.78%	income portfolio and focus on creating long term equity portfolio which will e
7.46% GOVERNMENT OF INDIA 2017	1.84%	composite portfolio with low level of risk appetite.
8.97% GOVERNMENT OF INDIA 2030	1.49%	
8.2% GOVERNMENT OF INDIA 2025	1.38%	
5.64% GOVERNMENT OF INDIA 2019	1.08%	
8.08% GOVERNMENT OF INDIA 2022	1.08%	
8.2% GOVERNMENT OF INDIA 2022	0.96%	
OTHER GOVERNMENT SECURITIES	1.35%	
		Asset Allocation
CORPORATE DEBT	46.82%	
2% TATA STEEL LTD. 2022	6.63%	MMI, Deposits, CORPORATE CBLO & Others
10.48% ULTRATECH CEMENT LTD. 2013	5.26%	DEBT 5.00%
8.8% POWER GRID CORPN. OF INDIA LTD. 2013	5.20%	46.82%
8.34% L I C HOUSING FINANCE LTD. 2018	3.93%	10.20 %
11.95% HOUSING DEVELOPMENT FINANCE CORPN.	3.03%	
9.02% RURAL ELECTRIFICATION CORPN. LTD. 2022	2.75%	
9.4% NATIONAL BANK FOR AGRI. AND RURAL DEVE	2.69%	
9.65% CHOLAMANDALAM INVESTMENT AND FINAN	2.69%	
9.3% STATE BANK OF INDIA 2021	2.67%	GOVERNMENT
10.05% NATIONAL BANK FOR AGRI. AND RURAL DEV	2.64%	SECURITIES
OTHER CORPORATE DEBT	9.33%	29.95%
EQUITY	18.23%	
I T C LTD.	1.32%	Rating Profile
RELIANCE INDUSTRIES LTD.	1.52%	
I C I C I BANK LTD.	1.21%	AA
H D F C BANK LTD.	1.17%	AAA 3.44% AA+ 48.00%
INFOSYS LTD.	0.96%	48.00% 8.49%
LARSEN AND TOUBRO LTD.	0.83%	
TATA CONSULTANCY SERVICES LTD.	0.77%	
STATE BANK OF INDIA	0.65%	
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	0.65%	
HNDUSTAN INH FUTD I TD	0.0270	

0.53%

9.17%

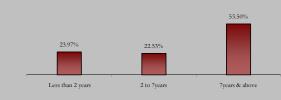
5.00%

BANKING 21.52% OIL AND GAS 11.63% FMCG 10.78% SOFTWARE / IT 10.51% FINANCIAL SERVICES 8.05% AUTOMOBILE 5.87% CAPITAL GOODS 5.42% 4.94% METAL POWER GENERATION AND SUPPLY 4.76% PHARMACEUTICALS 4.42% DIVERSIFIED 2.51% OTHERS 1.92% TELECOMMUNICATION 1.77% MEDIA AND ENTERTAINMENT 1.56% 53.50% AUTO ANCILLIARY 1.33% 22.53% BUSINESS CONSULTANCY 1.02% CONSTRUCTION **1**.00% CEMENT **1**.00%

Sectoral Allocation

SOVEREIGN 40.07%

Maturity Profile



ULIF00504/03/03BSLIGROWTH109

urns at moderate ent in equity and

agement of fixed enhance yield of

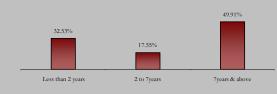
PENSION ENRICH FUND

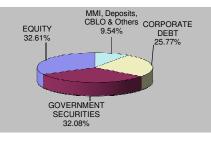
Eriday May 31 2013 c 1.

Portfolio as on Friday, May 31, 2013		ULIF00404/03/03BSLIENRICH109
SECURITIES	HOLDING	About the Fund
GOVERNMENT SECURITIES	32.08%	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.
8.15% GOVERNMENT OF INDIA 2022	8.26%	between risk and return.
8.33% GOVERNMENT OF INDIA 2026	5.67%	Strategy: To earn capital appreciation by maintaining diversified equity portfolio and seek to
8.2% GOVERNMENT OF INDIA 2022	3.68%	earn regular return on fixed income portfolio by active management resulting in wealth creation
8.79% GOVERNMENT OF INDIA 2021	3.32%	for policyholders.
9.15% GOVERNMENT OF INDIA 2024	2.83%	1 7
7.46% GOVERNMENT OF INDIA 2017	2.12%	
8.28% GOVERNMENT OF INDIA 2032	1.89%	
7.95% GOVERNMENT OF INDIA 2032	1.53%	
7.99% GOVERNMENT OF INDIA 2017	0.75%	
8.32% GOVERNMENT OF INDIA 2032	0.63%	
OTHER GOVERNMENT SECURITIES	1.39%	Asset Allocation
CORPORATE DEBT	25.77%	
		MMI, Deposits, CBLO & Others CORPORATE
8.9% STEEL AUTHORITY OF INDIA LTD. 2019	2.94%	2,54% DEBT
7.55% NATIONAL HOUSING BANK 2013	2.92%	32.61% 25.77%
11.5% RURAL ELECTRIFICATION CORPN. LTD. 2013	2.37%	
8.6% POWER FINANCE CORPN. LTD. 2014	1.88%	
9.5% HOUSING DEVELOPMENT FINANCE CORPN. L'	1.84%	
9.18% HOUSING DEVELOPMENT FINANCE CORPN. I.	1.82% 1.78%	
10.25% TECH MAHINDRA LTD. 2014 8.49% INDIAN RAILWAY FINANCE CORPN. LTD. 2014	1.76%	
9.02% RURAL ELECTRIFICATION CORPN. LTD. 2022	1.24%	GOVERNMENT
8.9% POWER FINANCE CORPN. LTD. 2022	1.20%	SECURITIES
OTHER CORPORATE DEBT	6.02%	32.08%
EQUITY	32.61%	
I T C LTD.	2.37%	Rating Profile
RELIANCE INDUSTRIES LTD.	2.37%	
I C I C I BANK LTD.	2.07%	AA+ AA 1.49%1.96%PR1+/A1+
INFOSYS LTD.	1.98%	1.49% PR1+/A1+ 2.81%
H D F C BANK LTD.	1.66%	
LARSEN AND TOUBRO LTD.	1.39%	SOVEREIGN_
TATA CONSULTANCY SERVICES LTD.	1.14%	54.06% AAA 39.67%
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	1.12%	
STATE BANK OF INDIA	1.09%	
OIL AND NATURAL GAS CORPN. LTD.	1.08%	
OTHER EQUITY	17.00%	
MMI, Deposits, CBLO & Others	9.54%	

Sectoral Allocation BANKING 21.12% FMCG 12.41% OIL AND GAS 11.74% SOFTWARE / IT 10.39% AUTOMOBILE 6.95% FINANCIAL SERVICES 6.88% CAPITAL GOODS 6.24% PHARMACEUTICALS 4.68% METAL 4.23% POWER GENERATION AND SUPPLY 4.18% DIVERSIFIED 2.51% OTHERS 2.42% TELECOMMUNICATION 1.78%49.91% CEMENT 1.37% AUTO ANCILLIARY 📃 1.06% BUSINESS CONSULTANCY 1.02% CONSTRUCTION I 1.02% 7years & above

Maturity Profile





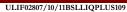
versified equity portfolio and seek to anagement resulting in wealth creation

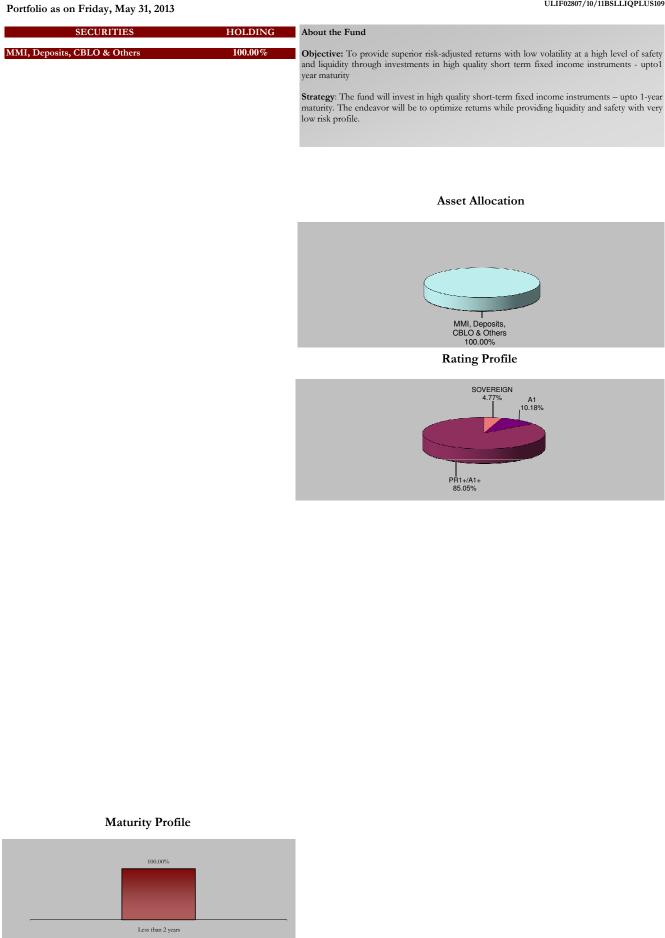
ULIF00404/03/03BSLIENRICH109

SUL



SIC





Birla Sun I

VALUE & MOMENTUM FUND

Portfolio as on Friday, May 31, 2013

SECURITIES	HOLDING	
EQUITY	85.58%	
OIL AND NATURAL GAS CORPN. LTD.	5.96%	
COAL INDIA LTD	4.73%	
PUNJAB NATIONAL BANK	4.47%	
N T P C LTD.	4.10%	
HINDUSTAN PETROLEUM CORPN. LTD.	4.01%	
JAGRAN PRAKASHAN LTD.	3.82%	
ORIENTAL BANK OF COMMERCE	3.71%	
CUMMINS INDIA LTD.	3.64%	
BAJAJ HOLDINGS N INVST. LTD.	3.39%	
A C C LTD.	3.11%	
OTHER EQUITY	44.65%	

About the Fund

14.42%

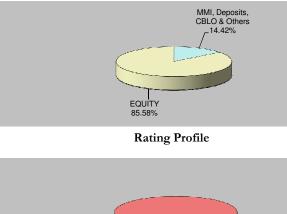
Objective: The objective of the fund is to provide long-term wealth maximization by managing a well diversified equity portfolio predominantly comprising of deep value stocks with strong momentum.

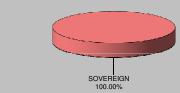
ULIF02907/10/11BSLIVALUEM109

Strategy: To build & manage a diversified equity portfolio of value and momentum driven stocks by following a prudent mix of qualitative & quantitative investment factors. This strategy has outperformed the broader market indices over long-term. The fund would seek to identify companies which have attractive business fundamentals, competent management and prospects of robust future growth and are yet available at a discount to their intrinsic value and display good momentum. The fund will also maintain reasonable level of liquidity.

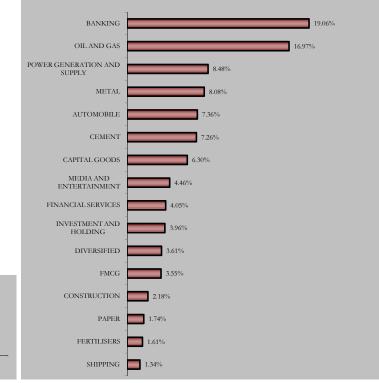
MMI, Deposits, CBLO & Others

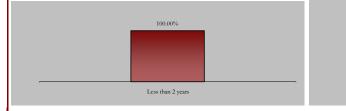
Asset Allocation











Birla Sun I

PURE EQUITY FUND

Portfolio as on Friday, May 31, 2013

SECURITIES	HOLDING	
EQUITY	96.86%	
ASIAN PAINTS LTD.	7.040/	
RELIANCE INDUSTRIES LTD.	7.01% 6.82%	
LARSEN AND TOUBRO LTD.	6.45%	
LUPIN LTD.	5.84%	
TATA CONSULTANCY SERVICES LTD.	5.54%	
CUMMINS INDIA LTD.	5.02%	
A C C LTD.	4.58%	
AMBUJA CEMENTS LTD.	4.38%	
H C L TECHNOLOGIES LTD.	4.13%	
GRASIM INDUSTRIES LTD.	4.05%	
OTHER EQUITY	43.03%	

MMI, Deposits, CBLO & Others

About the Fund

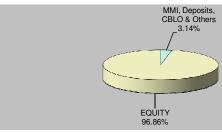
3.14%

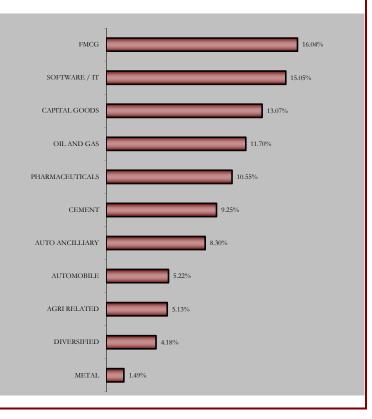
Objective: The objective of the fund is to provide long-term wealth creation by actively managing portfolio through investment in selective businesses. Fund will not invest in businesses that provide goods or services in gambling, lottery/contests, animal produce, liquor, tobacco, entertainment like films or hotels, banks and financial institutions

ULIF02707/10/11BSLIPUREEQ109

Strategy: The equity investment strategy will revolve around building and actively managing a well-diversified equity portfolio of value & growth driven fundamentally strong companies by following a research-focused investment approach. Equity investments will be made based on the following criteria: Investment in companies will be made in strict compliance with the objective of the fund, Fund will not invest in banks and financial institutions and companies whose interest income exceeds 3% of total revenues, Investing in leveraged-firms is restrained on the provision that heavily indebted companies ought to serve a considerable amount of their revenue in interest payments.

Asset Allocation





Sectoral Allocation