

NFO Review
07-Mar-13

Birla Sun Life RGESS - Series 1 - Reg - Growth Equity - Diversified

SCHEME FEATURES

Launch Date	NA
Close Date	20/03/2013
Options	Growth/Dividend
Fund Manager	Nishit Dholakia
Benchmark	CNX 100
Min. Investment	5000
Min SIP Investment	

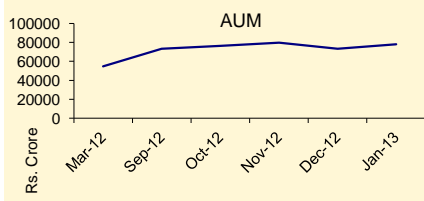
LOAD STRUCTURE

Entry Load is 0%. Exit Load is 0%.

MANDATED ASSET ALLOCATION

Equity - 95%-100%
Cash and cash equivalents - 0-5%

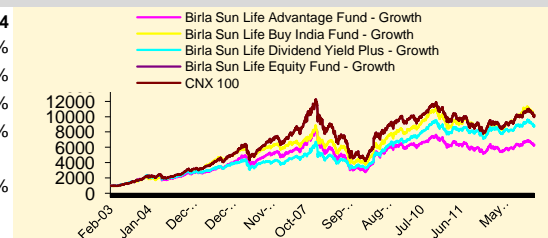
AUM GROWTH



QUARTILE PERFORMANCE OF EQUITY SCHEMES OF Birla Sun Life Mutual Fund

	Q1	Q2	Q3	Q4
Birla Sun Life Advantage Fund - Growth	6.65%	9.48%	-2.04%	13.24%
Birla Sun Life Buy India Fund - Growth	10.40%	13.45%	0.67%	13.23%
Birla Sun Life Dividend Yield Plus - Growth	5.30%	6.93%	-2.55%	17.80%
Birla Sun Life Equity Fund - Growth	6.20%	10.86%	-1.11%	16.40%
S&P BSE 200	4.66%	8.01%	-0.93%	16.59%

Q-o-Q performance as of 31 December 2012



PERFORMANCE OF SCHEMES WITH SIMILAR OBJECTIVES

	NAV	Launch Date	YTD	3 M	6 M	1 Yr	3 Yr	5 Yr	Till Date
DSP BlackRock RGESS Fund - Series 1 - Reg - Growth	N.A	08/03/2013							
HDFC RGESS - Series 1 - Reg - Growth	N.A	14/03/2013							
IDBI RGESS Fund - Series I - Plan A - Growth	N.A	09/03/2013							
LIC Nomura MF RGESS Fund Series - 1 - Reg - Growth	N.A	08/03/2013							
UTI Rajiv Gandhi Equity Saving Scheme - Ret - Growth	N.A	10/03/2013							
Indices									
CNX 100	5767.6		-1.37	-0.98	10.74	12.86	4.54	4.67	NA

Recent NFOs, hence, the absence of returns

RECOMMENDATION

The fund is recommended for first time investors in equity. For investors who do not intend availing the tax benefits, a better option would be to invest in open-ended funds of the AMC, such as Birla Sunlife Top-100 which follows a similar objective.

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HIGHLIGHTS

Investors can avail tax benefits, however, no redemption or repurchase will be permitted prior to maturity of the scheme. The scheme will be listed on BSE, NSE and the unitholders who wish to redeem units may do so through stock exchange, subject to lock-in period under RGESS. The initial first year is known as a fixed lock-in period, in which no trading of units of the scheme shall be allowed. Upon completion of the fixed lock-in period, investors would be allowed to trade in the units of the scheme.

The fund manager would primarily focus on long term growth for identifying stocks. The objective would be to identify business with superior growth prospects and strong management available at reasonable valuation and offering higher risk adjusted returns.

FUND THEME

The scheme predominantly invests in the shares of the 100 largest listed companies of India, i.e. companies falling in the list of BSE 100 and CNX 100 and shares of PSU Maharatnas, Navratnas and Miniratnas, as specified by the central Government.

PEDIGREE

Birla Sun Life Asset Management Company Ltd., is a joint venture between the Aditya Birla Group and the Sun Life Financial Services Inc. of Canada. The joint venture brings together the Aditya Birla Group's experience in the Indian market and Sun Life's global experience. The AMC is amongst the largest five in India, managing assets worth Rs 78,000 crore as of 31st January 2013.

WHY THIS THEME?

The fund offers tax benefits with a large cap focus.

Being a tax saving instrument, the fund can offer tax benefits under Section 80 CCG of Income Tax Act, 1961. The maximum amount for claiming tax benefit is Rs. 50,000/-, with a lock-in period of 3 years. It is beneficial for a 'new retail investor', i.e. an investor which does not have a DEMAT account or an investor who has never transacted in the equity and derivative market using a DEMAT account.

To avail the tax benefit, the gross annual income should be less than or equal to Rs. 10 lakh