Press Release

Aditya Birla Sun Life AMC Ltd.

ADITYA BIRLA CAPITAL ASSET MANAGEMENT

Aditya Birla Sun Life AMC Ltd. Launches 'Plan for Life' Investor Education Campaign

The campaign's core message 'Outgoing toh jaari hai, aapki kya taiyaari hai?' emphasizes on your preparedness for meeting future expenses

Mumbai, November 25, 2025: Aditya Birla Sun Life AMC Limited (ABSLAMC) was incorporated in 1994. Aditya Birla Capital Limited and Sun Life (India) AMC Investments Inc. are the promoters and major shareholders of the Company. ABSLAMC is primarily the investment manager of Aditya Birla Sun Life Mutual Fund, a registered trust under the Indian Trusts Act, 1882. The asset manager has launched its latest investor education initiative – **'Plan for Life'**, a campaign that urges Indians to prepare for life's ever-changing financial needs with a simple yet powerful reminder: *"Outgoing toh jaari hai, aapki kya taiyaari hai?"*

The campaign addresses a fundamental truth — while everyday costs continue to rise silently, most people's financial planning remains unchanged. What feels sufficient today may not meet tomorrow's expenses. Because the truth of life is this — expenses never stop, but one day income will**.** That's why it's essential to plan for future expenses, and not just for the present ones.

The first ad spotlights a family man's battle with an endless wave of expenses like home EMI, surprise ceiling paint job and a must-give wedding gift, leaving him visibly overwhelmed. Whereas the second ad film mirrors the pressure from a woman's perspective, juggling soaring bills, unforeseen medical expenses and her child's hefty school fees. Both stories reflect the anxiety of being caught unprepared, underscoring the need for a financial plan that evolves with life.

"To be truly future-ready, your investment plan must adapt to both what you expect and what you never saw coming," said **Mr. A Balasubramanian, Managing Director & CEO, Aditya Birla Sun Life AMC Ltd**. *"Through the 'Plan for Life' campaign, we aim to educate investors about how a disciplined investment approach can help them not just build wealth but also convert it into regular income when life demands it with a combination of SIP and SWP. Whether it's taking care of recurring monthly expenses post-retirement, planning for a child's education, or managing unexpected expenditure such as sudden medical costs, the key lies in combining the discipline of a systematic investment plan (SIP) with the convenience of a systematic withdrawal plan (SWP)**.** SIP helps investors build long-term wealth through the power of compounding, while SWP allows them to turn that accumulated wealth into a steady stream of cash flow when required."*

The ***'Plan for Life'*** campaign will roll out across multiple touchpoints, including out-of-home, digital platforms, investor workshops, distributor engagement programs, and educational content aimed at demystifying long-term wealth planning. Using relatable life-stage narratives, the campaign highlights why financial planning must evolve as life does, because while *outgoings are constant*, preparedness is a choice.

Click Here **To Know More About Aditya Birla Sun Life AMC Ltd.'s Plan for Life Campaign**

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About Aditya Birla Sun Life AMC Limited

Aditya Birla Sun Life AMC Limited (ABSLAMC) was incorporated in the year 1994. Aditya Birla Capital Limited and Sun Life (India) AMC Investments Inc. are the promoters and major shareholders of the Company.

ABSLAMC is primarily the investment manager of Aditya Birla Sun Life Mutual Fund, a registered trust under the Indian Trusts Act, 1882. ABSLAMC also operates multiple alternate strategies including Portfolio Management Services, Real Estate Investments and Alternative Investment Funds. ABSLAMC is one of the leading asset managers in India, servicing around 10.7 million investor folios with a pan India presence across 300+ locations and overall AUM of Rs. 4,608 billion for the quarter ending Sep 30, 2025 under its suite of Mutual Fund (excluding domestic FoFs), Portfolio Management Services, Alternative Investment Funds, Offshore and Real Estate offerings.

About Aditya Birla Capital Limited

Aditya Birla Capital Limited ("ABCL") is a listed systemically important non-deposit taking Non-Banking Financial Company (NBFC) and the holding company of the financial services businesses. ABCL and its subsidiaries/JVs provides a comprehensive suite of financial solutions across Loans, Investments, Insurance, and Payments to serve the diverse needs of customers across their lifecycles. Powered by over 63,750 employees, the businesses of ABCL have a nationwide reach with over 1,712 branches and more than 200,000 agents/channel partners along with several bank partners.

ABCL and its subsidiaries/JVs manage aggregate assets under management of over 5.50 Lakh Crore with a consolidated lending book of over Rs 1.78 Lakh Crore as of Sep 30, 2025.

Aditya Birla Capital Limited is a part of the US$67 billion global conglomerate Aditya Birla Group, which is in the league of Fortune 500. Anchored by an extraordinary force of over 227,500 employees, the Group is built on a strong foundation of stakeholder value creation. With over seven decades of responsible business practices, the Group's businesses have grown into global powerhouses in a wide range of sectors - from metals to cement, fashion to financial services and textiles to trading. Today, about 42% of the Group revenues flow from overseas operations that span 41 countries across six continents.

About Sun Life

Sun Life is a leading international financial services organization providing asset management, wealth, insurance and health solutions to individual and institutional Clients. Sun Life has operations in a number of markets worldwide, including Canada, the United States, the United Kingdom, Ireland, Hong Kong, the Philippines, Japan, Indonesia, India, China, Australia, Singapore, Vietnam, Malaysia and Bermuda. As of Sep 30, 2025, Sun Life had total assets under management of $1.62 trillion. For more information, please visit www.sunlife.com. Sun Life Financial Inc. trades on the Toronto (TSX), New York (NYSE) and Philippine (PSE) stock exchanges under the ticker symbol SLF.

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