



as on 31st July 2014

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## Economy Review

In the RBI bi-monthly monetary policy 2014-15 speech by the governor on 5th August, 2014, he retained the target of bringing down the CPI inflation to 6% by January-15. He also mentioned that the target growth rate in real GDP should be sustained at 5.5% this year, within a likely range of 5-6% after a growth of sub 5% in the past years. The repo, reverse repo and CRR rates were kept unchanged. This means that our EMIs will continue to be same for the time being. A cut in SLR by 50 bps was announced which brought down SLR from 22.5% to 22% so that banks can lend more money to corporate rather than keeping in deposits and push growth. The governor mentioned that rate cuts were possible only if inflation continues to move downwards.

The wholesale price index (WPI) for the month of June-14 came down to 5.4% from 6.0% in May 2014. The consumer price index (CPI) inflation decreased to 7.3% in June-14 from 8.3% May-14 which is the lowest since January 2012. Monsoon improved over the month of July, with the cumulative rainfall deficit coming down to 19% now from 43% at the end of last month. India's fiscal deficit up to June has already touched 2.3% of GDP which is about 56% of the target set for the full year FY15. This was largely due to increase in non-plan expenditure like subsidy payments (fuel and food) and interest payments. Government will have to cut planned expenditure going ahead unless tax collections pick up to keep up to its fiscal deficit target of 4.1%.

India's HSBC manufacturing PMI rose to a 17 months high, at 53 in July-14 compared to 51.5 in June-14, while services PMI decreased to 52.20 in July-14 from 54.4 in June-14. The industrial production (IIP) data also revealed a pick-up mainly on a revival in the manufacturing sector. The numbers highlight India could be entering a new cyclical upturn, which is expected to last for a significantly long period of time.



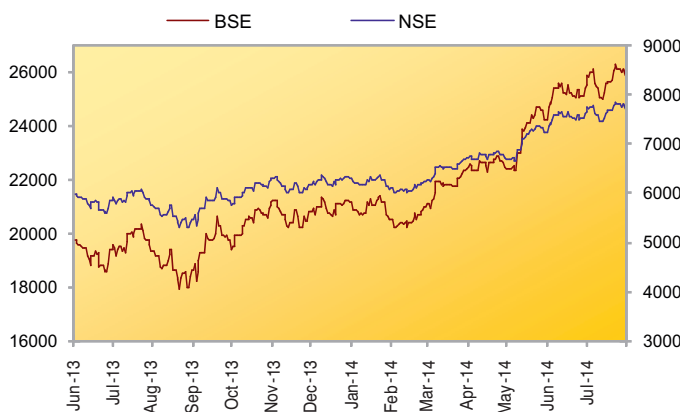
## Outlook for Equities

Indian equity market went into a consolidation mode post a strong rally of around 25% over the last 4-5 months. The benchmark Sensex gained 1.8% in July- 14. FII inflows into India continued in July- 14 with another \$1.9bn coming in taking the cumulative figure to \$12bn YTD. DIIs meanwhile continued as net sellers with an outflow of \$541 mn during the month taking the YTD tally to \$5.6bn.

Globally in the month of July, emerging markets equities returned 1.9% and outperformed developed markets equities which returned negative returns over the month (-1.6%). The volatility in global equities during the month was driven by renewed focus on the US Fed possibly ending its economic stimulus program in October- 14. Other factors contributing to global volatility were the US/ EU sanctions on Russia due to Ukraine issue and the recent Argentinean default.

On the domestic front, as things settled around the new political set-up, the markets focus once again shifted towards corporate earnings. Defensive sectors like Pharma, Telecom, FMCG and IT did well in the month of while the cyclical sectors like banks, capital goods, infra etc. underperformed.

Overall, Sensex appears attractive from a long term perspective at 15x FY16e earnings as we are at the bottom of the economic cycle. The markets will take cues from the global events and NDA government reform initiatives ahead.



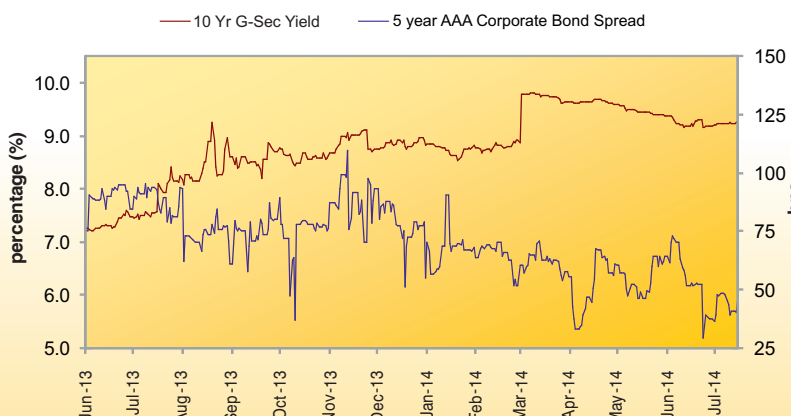
| INDEX     | 31-Jul-14 | 30-Jun-14 | % Change |
|-----------|-----------|-----------|----------|
| Nifty     | 7721.30   | 7611.35   | 1.44%    |
| Sensex    | 25894.97  | 25413.78  | 1.89%    |
| BSE 100   | 7799.72   | 7742.66   | 0.74%    |
| Dow Jones | 16563.30  | 16826.60  | -1.56%   |
| Nikkei    | 15620.77  | 15162.10  | 3.03%    |
| Hang Seng | 24756.85  | 23190.72  | 6.75%    |
| Nasdaq    | 4369.77   | 4408.18   | -0.87%   |

## Outlook for Debt

Liquidity continues to be in a deficit mode as RBI would maintain it so as to counter the inflation expectation in the economy.

We expect CPI inflation to ease further to around an average of 7.1% by QE Sep-14 and 6.3% by QE Dec-14, owing to high base effect, but later to rise to 7.5% during the QE March 2015 as base effect recedes. On the fiscal deficit front, we expect a marginal pull back as improving IIP numbers suggests higher tax collections.

G-sec market will remain range bound as the market reacted negatively to the recent RBI policy and further will depend on events and news flows. The corporate bond market will trail the G-sec market with a spread of 65bps as in the past because of lack of demand in that segment.



| Key Indices    | 31-Jul-14 | 30-Jun-14 | % Change |
|----------------|-----------|-----------|----------|
| 10 year G-Sec  | 8.50%     | 8.75%     | -2.94%   |
| 5 Year G-Sec   | 8.45%     | 8.64%     | -2.25%   |
| 91 Day T Bill  | 8.60%     | 8.55%     | 0.58%    |
| 364 day T-Bill | 8.68%     | 8.66%     | 0.23%    |
| MIBOR          | 8.69%     | 8.66%     | 0.35%    |
| Call Rates     | 7.90%     | 8.10%     | -2.53%   |

## Individual Funds

Figures in percentage (%)

| Returns         | Period          | Assure | BM    | Income Advantage | BM    | Protector | BM     | Balancer | BM     |
|-----------------|-----------------|--------|-------|------------------|-------|-----------|--------|----------|--------|
| Absolute Return | 1 month         | 0.71%  | 0.64% | 0.69%            | 0.63% | 0.74%     | 0.64%  | 0.84%    | 0.63%  |
|                 | 3 months        | 2.28%  | 2.22% | 2.89%            | 2.97% | 4.53%     | 4.09%  | 6.64%    | 5.71%  |
|                 | 6 months        | 4.90%  | 4.52% | 5.49%            | 5.48% | 8.11%     | 7.35%  | 11.91%   | 10.05% |
|                 | 1 Year          | 9.97%  | 9.45% | 8.55%            | 8.75% | 11.94%    | 11.01% | 17.02%   | 14.13% |
| CAGR            | 2 Years         | 9.32%  | 8.04% | 7.73%            | 7.14% | 8.90%     | 8.39%  | 11.68%   | 9.96%  |
|                 | 3 Years         | 9.33%  | 8.17% | 8.51%            | 7.63% | 8.43%     | 8.03%  | 9.78%    | 8.30%  |
|                 | 4 Years         | 8.75%  | 7.61% | 7.98%            | 7.02% | 7.47%     | 7.20%  | 8.41%    | 7.14%  |
|                 | 5 Years         | 8.47%  | 6.90% | 7.93%            | 6.51% | 7.35%     | 6.87%  | 8.50%    | 7.09%  |
|                 | Since Inception | 9.32%  | 7.35% | 10.55%           | 7.30% | 8.36%     | 6.10%  | 10.15%   | 7.04%  |

| Returns         | Period          | Builder | BM     | Enhancer | BM     | Creator | BM     | Pure Equity | Liquid Plus | BM    |
|-----------------|-----------------|---------|--------|----------|--------|---------|--------|-------------|-------------|-------|
| Absolute Return | 1 month         | 0.73%   | 0.65%  | 0.67%    | 0.63%  | 0.73%   | 0.63%  | 1.11%       | 0.71%       | 0.63% |
|                 | 3 months        | 5.92%   | 5.21%  | 6.63%    | 6.27%  | 9.84%   | 8.56%  | 23.71%      | 2.13%       | 1.97% |
|                 | 6 months        | 10.45%  | 9.25%  | 11.47%   | 11.02% | 16.90%  | 14.94% | 32.96%      | 4.31%       | 4.10% |
|                 | 1 Year          | 15.03%  | 13.30% | 16.56%   | 15.28% | 23.19%  | 19.96% | 42.57%      | 8.80%       | 8.96% |
| CAGR            | 2 Years         | 11.06%  | 9.64%  | 11.31%   | 10.58% | 14.47%  | 13.05% | 26.52%      | 8.45%       | 7.99% |
|                 | 3 Years         | 9.45%   | 8.41%  | 9.06%    | 8.48%  | 10.04%  | 9.13%  | -           | -           | -     |
|                 | 4 Years         | 8.07%   | 7.35%  | 7.48%    | 7.20%  | 8.06%   | 7.39%  | -           | -           | -     |
|                 | 5 Years         | 8.38%   | 7.22%  | 7.98%    | 7.25%  | 9.38%   | 7.81%  | -           | -           | -     |
|                 | Since Inception | 10.31%  | 7.16%  | 11.74%   | 8.26%  | 12.85%  | 10.21% | 22.82%      | 8.07%       | 8.03% |

| Returns         | Period          | Magnifier | BM     | Maximiser | BM     | Super 20 | BM     | Multiplier | BM     | Value Momentum | BM     |
|-----------------|-----------------|-----------|--------|-----------|--------|----------|--------|------------|--------|----------------|--------|
| Absolute Return | 1 month         | 0.93%     | 0.62%  | 0.58%     | 0.61%  | -0.04%   | 1.65%  | -2.42%     | -2.14% | -5.22%         | 0.61%  |
|                 | 3 months        | 15.03%    | 12.99% | 17.32%    | 14.27% | 14.39%   | 13.70% | 21.35%     | 20.70% | 22.73%         | 14.27% |
|                 | 6 months        | 25.23%    | 22.73% | 29.08%    | 24.98% | 24.18%   | 23.01% | 40.25%     | 38.32% | 46.09%         | 24.97% |
|                 | 1 Year          | 34.88%    | 29.49% | 40.57%    | 31.90% | 35.81%   | 29.45% | 63.39%     | 50.07% | 60.65%         | 31.90% |
| CAGR            | 2 Years         | 20.31%    | 17.97% | 20.89%    | 19.08% | 21.97%   | 19.46% | 25.27%     | 19.83% | 22.05%         | 19.07% |
|                 | 3 Years         | 11.15%    | 10.13% | 10.09%    | 10.28% | 13.77%   | 10.58% | 14.03%     | 8.91%  | -              | -      |
|                 | 4 Years         | 8.18%     | 7.53%  | 6.84%     | 7.42%  | 10.92%   | 8.14%  | 9.11%      | 5.32%  | -              | -      |
|                 | 5 Years         | 10.50%    | 8.59%  | 8.85%     | 8.70%  | 12.09%   | 8.81%  | 13.94%     | 10.71% | -              | -      |
|                 | Since Inception | 14.22%    | 6.97%  | 9.51%     | 7.67%  | 13.89%   | 10.81% | 8.78%      | 4.62%  | 18.03%         | 16.18% |

### Fund Name

### Benchmark Composition

|                  |            |                              |
|------------------|------------|------------------------------|
| Assure           | -          | Crisil Short Term Bond Index |
| Income Advantage | -          | Crisil Composite Bond Index  |
| Protector        | BSE 100    | Crisil Composite Bond Index  |
| Builder          | BSE 100    | Crisil Composite Bond Index  |
| Balancer         | BSE 100    | Crisil Composite Bond Index  |
| Enhancer         | BSE 100    | Crisil Composite Bond Index  |
| Creator          | BSE 100    | Crisil Composite Bond Index  |
| Magnifier        | BSE 100    | -                            |
| Maximiser        | BSE 100    | -                            |
| Multiplier       | CNX Midcap | -                            |
| Super 20         | BSE Sensex | -                            |
| Liquid Plus      | -          | -                            |
| Pure Equity      | -          | -                            |
| Value & Momentum | BSE 100    | -                            |

### SFIN

|                              |
|------------------------------|
| ULIF01008/07/05BSLIASSURE109 |
| ULIF01507/08/08BSLIINCADV109 |
| ULIF00313/03/01BSLPROTECT109 |
| ULIF00113/03/01BSLBUILDER109 |
| ULIF00931/05/05BSLBALANCE109 |
| ULIF00213/03/01BSLENHANCE109 |
| ULIF00704/02/04BSLCREATOR109 |
| ULIF00826/06/04BSLIIMAGNI109 |
| ULIF01101/06/07BSLIINMAXI109 |
| ULIF01217/10/07BSLINMULTI109 |
| ULIF01723/06/09BSLSUPER20109 |
| ULIF02807/10/11BSLLIQPLUS109 |
| ULIF02707/10/11BSLIPUREEQ109 |
| ULIF02907/10/11BSLIVALUEM109 |

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## Guaranteed Nav Funds

Figures in percentage (%)

| Returns         | Period          | Platinum Plus | Platinum Plus II | Platinum Plus III | Platinum Plus IV | Platinum Premier | Platinum Advantage |
|-----------------|-----------------|---------------|------------------|-------------------|------------------|------------------|--------------------|
| Absolute Return | 1 month         | 0.97%         | 1.01%            | 1.22%             | 1.27%            | 1.18%            | 1.24%              |
|                 | 3 months        | 11.36%        | 12.35%           | 13.14%            | 13.76%           | 14.38%           | 15.47%             |
|                 | 6 months        | 20.42%        | 22.22%           | 23.10%            | 24.05%           | 25.10%           | 26.64%             |
|                 | 1 Year          | 27.19%        | 29.19%           | 29.42%            | 30.51%           | 31.62%           | 34.93%             |
| CAGR            | 2 Years         | 16.27%        | 17.17%           | 18.04%            | 18.12%           | 19.07%           | 20.96%             |
|                 | 3 Years         | 8.67%         | 8.90%            | 9.47%             | 9.30%            | 9.98%            | 12.36%             |
|                 | 4 Years         | 7.31%         | 7.91%            | 8.16%             | 8.45%            | 8.42%            | -                  |
|                 | 5 Years         | 8.68%         | 9.26%            | 9.18%             | -                | -                | -                  |
|                 | Since Inception | 6.62%         | 13.99%           | 10.39%            | 8.63%            | 9.46%            | 7.49%              |

| Returns         | Period          | Titanium I | Titanium II | Titanium III | Foresight - 5 Pay | Foresight - Single Pay |
|-----------------|-----------------|------------|-------------|--------------|-------------------|------------------------|
| Absolute Return | 1 month         | 0.86%      | 0.77%       | 0.56%        | 1.50%             | 1.44%                  |
|                 | 3 months        | 13.64%     | 13.33%      | 10.31%       | 10.82%            | 14.50%                 |
|                 | 6 months        | 22.75%     | 22.33%      | 17.64%       | 19.18%            | 25.23%                 |
|                 | 1 Year          | 29.75%     | 29.37%      | 24.20%       | 24.20%            | 33.12%                 |
| CAGR            | 2 Years         | 17.86%     | 17.61%      | 14.98%       | 15.60%            | 20.95%                 |
|                 | 3 Years         | 10.20%     | 10.35%      | 9.61%        | 8.74%             | 12.39%                 |
|                 | 4 Years         | 9.04%      | 9.06%       | 6.62%        | -                 | -                      |
|                 | 5 Years         | -          | -           | -            | -                 | -                      |
|                 | Since Inception | 9.05%      | 9.01%       | 6.58%        | 7.72%             | 10.78%                 |

## Pension Funds

Figures in percentage (%)

| Returns         | Period          | Pension Growth | BM     | Pension - Enrich | BM     | Pension - Nourish | BM     |
|-----------------|-----------------|----------------|--------|------------------|--------|-------------------|--------|
| Absolute Return | 1 month         | 0.73%          | 0.65%  | 0.87%            | 0.63%  | 0.70%             | 0.64%  |
|                 | 3 months        | 5.79%          | 5.21%  | 7.93%            | 6.84%  | 4.77%             | 4.09%  |
|                 | 6 months        | 10.25%         | 9.25%  | 13.69%           | 11.99% | 8.36%             | 7.35%  |
|                 | 1 Year          | 15.35%         | 13.30% | 18.61%           | 16.44% | 11.52%            | 11.01% |
| CAGR            | 2 Years         | 10.84%         | 9.64%  | 12.01%           | 11.20% | 8.67%             | 8.39%  |
|                 | 3 Years         | 9.16%          | 8.41%  | 9.23%            | 8.65%  | 8.18%             | 8.03%  |
|                 | 4 Years         | 7.88%          | 7.35%  | 7.69%            | 7.26%  | 7.23%             | 7.20%  |
|                 | 5 Years         | 8.12%          | 7.22%  | 8.52%            | 7.40%  | 7.10%             | 6.87%  |
|                 | Since Inception | 10.28%         | 7.16%  | 11.86%           | 8.56%  | 8.10%             | 6.10%  |

### Fund Name

### Benchmark Composition

| Fund Name              | Benchmark Composition                  | SFIN                         |
|------------------------|--|------------------------------|
| Platinum Plus I        | -                                      | ULIF01325/02/08BSLIPLAT1109  |
| Platinum Plus II       | -                                      | ULIF01425/02/08BSLIPLAT2109  |
| Platinum Plus III      | -                                      | ULIF01628/04/09BSLIPLAT3109  |
| Platinum Plus IV       | -                                      | ULIF01816/09/09BSLIPLAT4109  |
| 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<br>Crisil Composite Bond Index | ULIF00604/03/03BSLNOURISH109 |
| Pension Growth         | BSE 100<br>Crisil Composite Bond Index | ULIF00504/03/03BSLIGROWTH109 |
| Pension Enrich         | BSE 100<br>Crisil Composite Bond Index | ULIF00404/03/03BSLIENRICH109 |
| Foresight - Single Pay | -                                      | ULIF02610/02/11BSLFSITSP1109 |
| Foresight - 5 Pay      | -                                      | ULIF02510/02/11BSLFSITSP1109 |

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## About The Fund

Date of Inception: 12-Sep-05

**OBJECTIVE:** To provide Capital Protection, at a high level of safety and liquidity through judicious investments in high quality short-term debt.

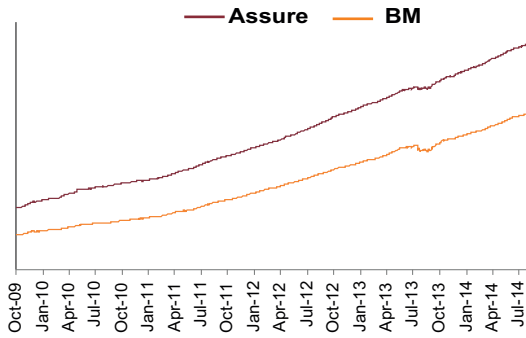
**STRATEGY:** Generate better return with low level of risk through investment into fixed interest securities having short-term maturity profile.

NAV as on 31st July 2014: ₹ 22.08

BENCHMARK: CRISIL Short Term Bond Index

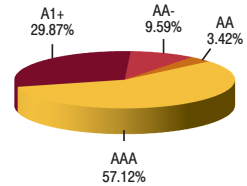
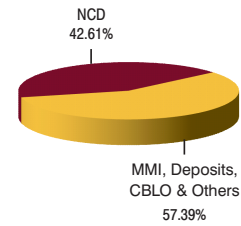
Asset held as on 31st July 2014: ₹ 168.57 Cr

FUND MANAGER: Mr. Ajit Kumar PPB (Debt)



## Asset Allocation

## Rating Profile



## SECURITIES

### CORPORATE DEBT

|        |   |      |
|--------|---|------|
| 8.83%  | National Bank For Agri. And Rural Development | 2015 |
| 9.62%  | LIC Housing Finance Ltd.                      | 2015 |
| 10.18% | LIC Housing Finance Ltd.                      | 2016 |
| 8.95%  | Power Finance Corpn. Ltd.                     | 2018 |
| 8.97%  | EID-Parry (India) Ltd.                        | 2016 |
| 8.6%   | Bharat Aluminium Company Limited              | 2016 |
| 8.58%  | Housing Development Finance Corpn. Ltd.       | 2018 |
| 9.75%  | Housing Development Finance Corpn. Ltd.       | 2016 |
| 9.81%  | Power Finance Corpn. Ltd.                     | 2018 |
| 9.8%   | Power Finance Corpn. Ltd.                     | 2016 |
|        | Other Corporate Debt                          |      |

### MMI, Deposits, CBLO & Others

## Holding

42.61%

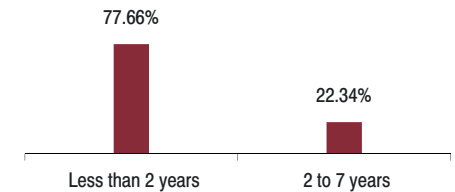
|       |
|-------|
| 5.34% |
| 4.65% |
| 4.23% |
| 2.94% |
| 2.92% |
| 2.90% |
| 2.90% |
| 2.88% |
| 2.41% |
| 2.40% |
| 9.03% |

57.39%

## Maturity (in years)

1.33

## Maturity Profile



## Fund Update:

The average maturity of the fund has increased to 1.33 years from 1.18 years in the previous month. Assure fund continues to be predominantly invested in highest rated fixed income instruments.



## About The Fund

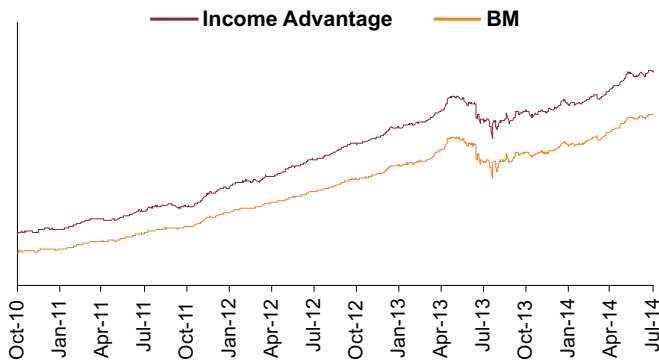
Date of Inception: 22-Aug-08

**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.

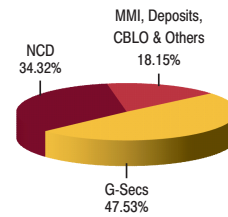
**STRATEGY:** To actively manage the fund by building a portfolio of fixed income instruments with medium term duration. The fund will invest in government securities, high rated corporate bonds, high quality money market instruments and other fixed income securities. The quality of the assets purchased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

**NAV as on 31st July 2014:** ₹ 18.15 **BENCHMARK:** Crisil Composite Bond index & Crisil Liquid Fund Index

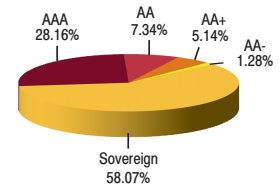
**Asset held as on 31st July 2014:** ₹ 465.76 Cr **FUND MANAGER:** Mr. Ajit Kumar PPB (Debt)



## Asset Allocation



## Rating Profile



## SECURITIES

## Holding

### GOVERNMENT SECURITIES

47.53%

|       |                             |        |
|-------|-----------------------------|--------|
| 8.6%  | Government Of India 2028    | 16.05% |
| 8.28% | Government Of India 2027    | 10.63% |
| 8.3%  | Government Of India 2042    | 2.46%  |
| 8.12% | Government Of India 2020    | 2.31%  |
| 9.15% | Government Of India 2024    | 2.21%  |
| 8.83% | Government Of India 2023    | 1.77%  |
| 8.28% | Government Of India 2032    | 1.75%  |
| 8.08% | Government Of India 2022    | 1.67%  |
| 8.33% | Government Of India 2026    | 1.66%  |
| 8.2%  | Government Of India 2025    | 1.65%  |
|       | Other Government Securities | 5.36%  |

### CORPORATE DEBT

34.32%

|        |  |        |
|--------|--|--------|
| 9.4%   | Rural Electrification Corpn. Ltd. 2021       | 2.81%  |
| 9.75%  | Tata Motors Ltd. 2020                        | 1.82%  |
| 9.65%  | Kotak Mahindra Prime Ltd. 2016               | 1.72%  |
| 9.55%  | Hindalco Industries Ltd. 2022                | 1.57%  |
| 8.83%  | Export Import Bank Of India 2023             | 1.47%  |
| 2%     | Tata Steel Ltd. 2022                         | 1.40%  |
| 9.65%  | Housing Development Finance Corpn. Ltd. 2016 | 1.15%  |
| 9.95%  | Food Corporation Of India 2022               | 1.11%  |
| 10.25% | Housing Development Finance Corpn. Ltd. 2017 | 1.10%  |
| 9.81%  | Power Finance Corpn. Ltd. 2018               | 1.09%  |
|        | Other Corporate Debt                         | 19.08% |

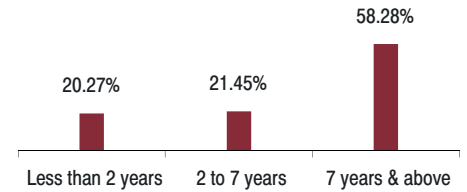
### MMI, Deposits, CBLO & Others

18.15%

## Maturity (in years)

8.85

## Maturity Profile



## Fund Update:

Exposure to Corporate Debt has decreased to 34.32% from 49.28% while that to MMI has increased to 18.15% from 16.76% on a MOM basis. Income Advantage fund continues to be predominantly invested in highest rated fixed income instruments.

## About The Fund

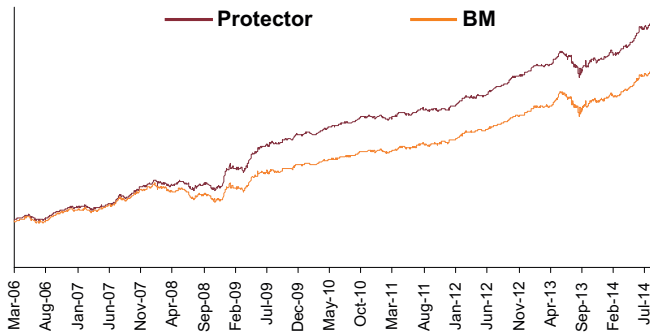
Date of Inception: 22-Mar-01

**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.

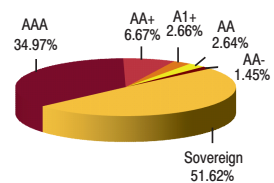
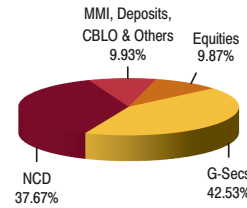
**NAV as on 31st July 2014:** ₹ 29.26 **BENCHMARK:** BSE 100 & Crisil Composite Bond Index & Crisil Liquid Fund Index

**Asset held as on 31st July 2014:** ₹ 412.70 Cr **FUND MANAGER:** Mr. Sunil Kumar (Equity), Mr. Ajit Kumar PPB (Debt)



## Asset Allocation

## Rating Profile



## SECURITIES

## Holding

### GOVERNMENT SECURITIES

### 42.53%

|       |                             |      |
|-------|-----------------------------|------|
| 8.33% | Government Of India         | 2026 |
| 8.83% | Government Of India         | 2023 |
| 7.16% | Government Of India         | 2023 |
| 7.5%  | Government Of India         | 2034 |
| 8.15% | Government Of India         | 2022 |
| 8.28% | Government Of India         | 2027 |
| 8.24% | Government Of India         | 2027 |
| 6.9%  | Government Of India         | 2019 |
| 8.79% | Government Of India         | 2021 |
| 7.95% | Government Of India         | 2032 |
|       | Other Government Securities |      |

|        |
|--------|
| 12.32% |
| 6.10%  |
| 2.84%  |
| 2.19%  |
| 2.11%  |
| 1.75%  |
| 1.70%  |
| 1.59%  |
| 1.58%  |
| 1.45%  |
| 8.91%  |

### CORPORATE DEBT

### 37.67%

|        |   |      |
|--------|---|------|
| 8.6%   | Power Finance Corpn. Ltd.                     | 2014 |
| 10.85% | Rural Electrification Corpn. Ltd.             | 2018 |
| 9.57%  | Indian Railway Finance Corpn. Ltd.            | 2021 |
| 2%     | Tata Steel Ltd.                               | 2022 |
| 9.55%  | Mahindra And Mahindra Financial Services Ltd. | 2014 |
| 8.9%   | Steel Authority Of India Ltd.                 | 2019 |
| 11.25% | Power Finance Corpn. Ltd.                     | 2018 |
| 9.61%  | Power Finance Corpn. Ltd.                     | 2021 |
| 9.25%  | Power Grid Corpn. Of India Ltd.               | 2021 |
| 8.97%  | EID-Parry (India) Ltd.                        | 2016 |
|        | Other Corporate Debt                          |      |

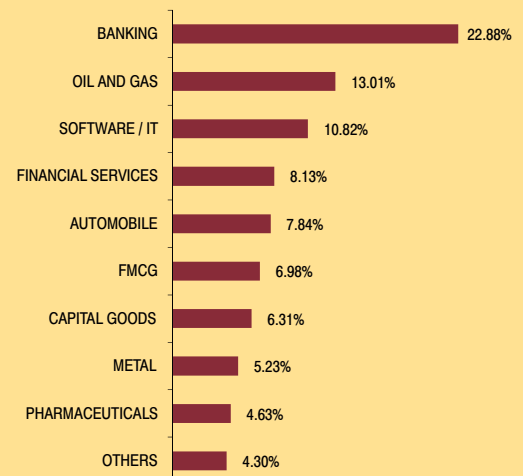
|        |
|--------|
| 3.15%  |
| 2.80%  |
| 2.49%  |
| 2.46%  |
| 2.30%  |
| 1.91%  |
| 1.42%  |
| 1.23%  |
| 1.21%  |
| 1.19%  |
| 17.50% |

### EQUITY

### 9.87%

|  |   |       |
|--|---|-------|
|  | ICICI Bank Ltd.                         | 0.66% |
|  | HDFC Bank Ltd.                          | 0.60% |
|  | ITC Ltd.                                | 0.59% |
|  | Reliance Industries Ltd.                | 0.59% |
|  | Larsen & Toubro Ltd.                    | 0.45% |
|  | Infosys Ltd.                            | 0.43% |
|  | Housing Development Finance Corpn. Ltd. | 0.43% |
|  | State Bank Of India                     | 0.33% |
|  | Tata Consultancy Services Ltd.          | 0.33% |
|  | Oil And Natural Gas Corpn. Ltd.         | 0.31% |
|  | Other Equity                            | 5.15% |

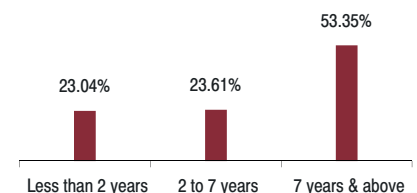
## Top 10 Sectoral Allocation



## Maturity (in years)

7.87

## Maturity Profile



## Fund Update:

Exposure to G-secs has increased to 42.53% to 37.60% while that to MMI has decreased 9.93% from 14.56% on a MOM basis.

Protector fund continues to be predominantly invested in highest rated fixed income instruments.

## MMI, Deposits, CBLO & Others

## 9.93%



## About The Fund

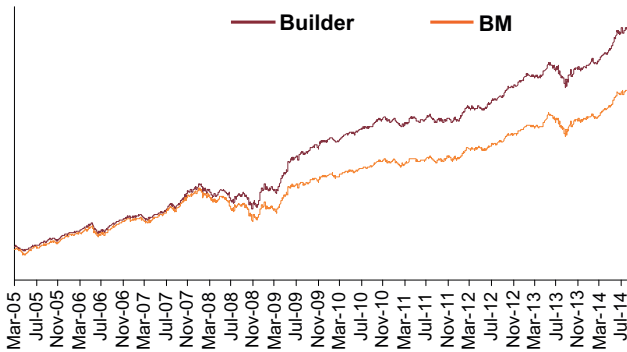
Date of Inception: 22-Mar-01

**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 equity portfolio which will enhance yield of composite portfolio with low level of risk appetite.

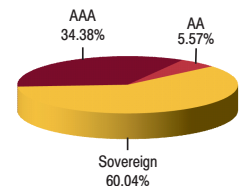
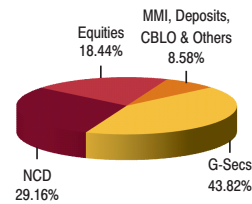
**NAV as on 31st July 2014:** ₹ 37.12      **BENCHMARK:** BSE 100 & Crisil Composite Bond Index & Crisil Liquid Fund Index

**Asset held as on 31st July 2014:** ₹ 280.60 Cr      **FUND MANAGER:** Mr. Dhrumil Shah (Equity), Mr. Ajit Kumar PPB (Debt)



## Asset Allocation

## Rating Profile



## SECURITIES

### GOVERNMENT SECURITIES

|       |                             |      |
|-------|-----------------------------|------|
| 7.16% | Government Of India         | 2023 |
| 8.33% | Government Of India         | 2026 |
| 8.28% | Government Of India         | 2027 |
| 8.2%  | Government Of India         | 2022 |
| 8.83% | Government Of India         | 2023 |
| 7.8%  | Government Of India         | 2021 |
| 8.32% | Government Of India         | 2032 |
| 8.79% | Government Of India         | 2021 |
| 7.95% | Government Of India         | 2032 |
| 8.12% | Government Of India         | 2020 |
|       | Other Government Securities |      |

### CORPORATE DEBT

|        |   |      |
|--------|---|------|
| 8.65%  | Rural Electrification Corpn. Ltd.             | 2019 |
| 9.81%  | Power Finance Corpn. Ltd.                     | 2018 |
| 8.6%   | Power Finance Corpn. Ltd.                     | 2014 |
| 8.5%   | Indian Railway Finance Corpn. Ltd.            | 2020 |
| 8.9%   | Steel Authority Of India Ltd.                 | 2019 |
| 8.19%  | Indian Railway Finance Corpn. Ltd.            | 2019 |
| 2%     | Indian Hotels Co. Ltd.                        | 2014 |
| 9.655% | National Bank For Agri. And Rural Development | 2014 |
| 8.7%   | Power Finance Corpn. Ltd.                     | 2020 |
| 9.35%  | Rural Electrification Corpn. Ltd.             | 2022 |
|        | Other Corporate Debt                          |      |

### EQUITY

|  |   |        |
|--|---|--------|
|  | ITC Ltd.                                | 1.01%  |
|  | HDFC Bank Ltd.                          | 1.01%  |
|  | ICICI Bank Ltd.                         | 1.00%  |
|  | Housing Development Finance Corpn. Ltd. | 0.88%  |
|  | Kotak Mahindra Bank Ltd.                | 0.71%  |
|  | Tata Consultancy Services Ltd.          | 0.70%  |
|  | Reliance Industries Ltd.                | 0.67%  |
|  | Maruti Suzuki India Ltd.                | 0.61%  |
|  | Larsen & Toubro Ltd.                    | 0.60%  |
|  | Infosys Ltd.                            | 0.55%  |
|  | Other Equity                            | 10.71% |

### MMI, Deposits, CBLO & Others

## Holding

### 43.82%

|       |
|-------|
| 6.28% |
| 6.04% |
| 5.57% |
| 5.54% |
| 4.93% |
| 3.49% |
| 2.66% |
| 1.61% |
| 1.41% |
| 1.39% |
| 4.90% |

### 29.16%

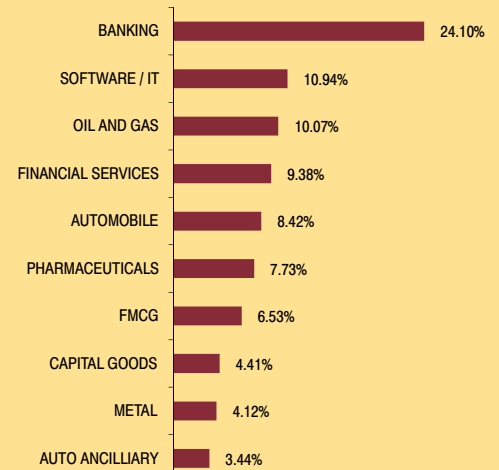
|        |
|--------|
| 3.83%  |
| 2.90%  |
| 2.85%  |
| 1.84%  |
| 1.40%  |
| 1.38%  |
| 1.25%  |
| 1.07%  |
| 0.90%  |
| 0.90%  |
| 10.85% |

### 18.44%

|        |
|--------|
| 1.01%  |
| 1.01%  |
| 1.00%  |
| 0.88%  |
| 0.71%  |
| 0.70%  |
| 0.67%  |
| 0.61%  |
| 0.60%  |
| 0.55%  |
| 10.71% |

### 8.58%

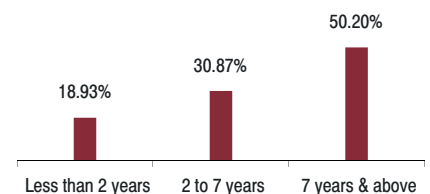
## Top 10 Sectoral Allocation



## Maturity (in years)

7.98

## Maturity Profile



## Fund Update:

Exposure to NCD has decreased to 29.16% from 29.85% while that to MMI has increased to 8.58% from 7.88% on a MOM basis.

Builder fund continues to be predominantly invested in highest rated fixed income instruments.

## About The Fund

Date of Inception: 18-Jul-05

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

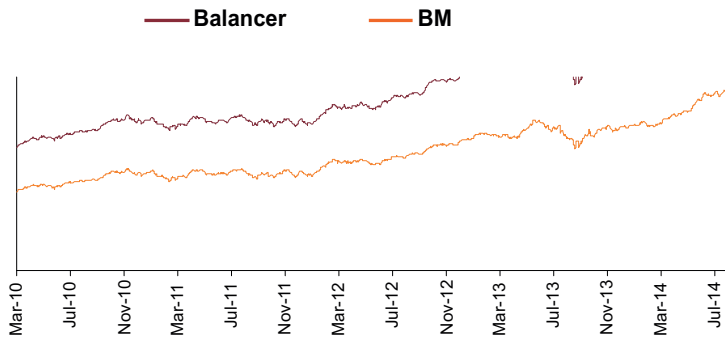
**STRATEGY:** The strategy is to invest predominantly in debt securities with an additional exposure to equity, maintaining medium term duration profile of the portfolio.

NAV as on 31st July 2014: ₹ 23.97

**BENCHMARK:** BSE 100 & Crisil Composite Bond Index & Crisil Liquid Fund Index

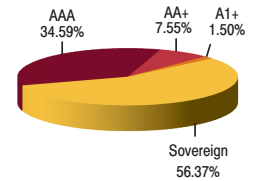
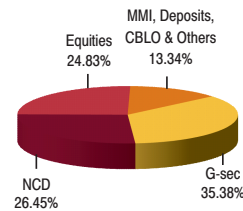
Asset held as on 31st July 2014: ₹ 31.76 Cr

**FUND MANAGER:** Mr. Sunil Kumar (Equity), Mr. Deven Sangoi (Debt)



## Asset Allocation

## Rating Profile



## SECURITIES

### GOVERNMENT SECURITIES

|       |                             |      |
|-------|-----------------------------|------|
| 8.33% | Government Of India         | 2026 |
| 8.2%  | Government Of India         | 2022 |
| 8.32% | Government Of India         | 2032 |
| 7.8%  | Government Of India         | 2021 |
| 5.64% | Government Of India         | 2019 |
| 7.95% | Government Of India         | 2032 |
| 7.46% | Government Of India         | 2017 |
| 8.79% | Government Of India         | 2021 |
| 8.15% | Government Of India         | 2022 |
| 8.3%  | Government Of India         | 2042 |
|       | Other Government Securities |      |

## Holding

### 35.38%

|       |
|-------|
| 6.10% |
| 5.20% |
| 3.03% |
| 2.83% |
| 2.68% |
| 2.64% |
| 2.30% |
| 1.58% |
| 1.52% |
| 1.51% |
| 5.99% |

### CORPORATE DEBT

|        |   |      |
|--------|---|------|
| 9.6%   | L&T Finance Ltd.                              | 2016 |
| 9%     | Export Import Bank Of India                   | 2019 |
| 9.4%   | National Bank For Agri. And Rural Development | 2016 |
| 9.43%  | Rural Electrification Corpn. Ltd.             | 2014 |
| 9.47%  | Power Grid Corpn. Of India Ltd.               | 2022 |
| 9.5%   | Housing Development Finance Corpn. Ltd.       | 2017 |
| 9.35%  | Power Grid Corpn. Of India Ltd.               | 2021 |
| 8.6%   | Power Finance Corpn. Ltd.                     | 2014 |
| 8.9%   | Steel Authority Of India Ltd.                 | 2019 |
| 10.85% | Rural Electrification Corpn. Ltd.             | 2018 |
|        | Other Corporate Debt                          |      |

### 26.45%

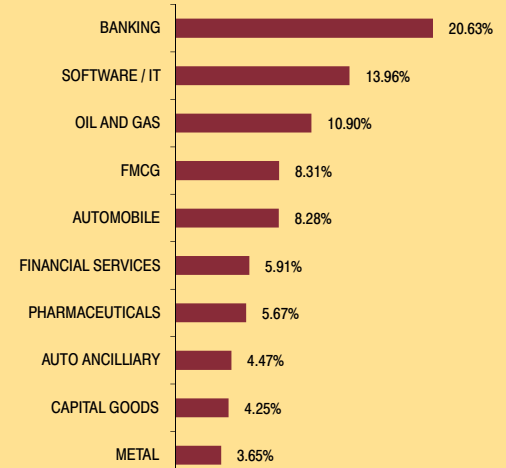
|       |
|-------|
| 4.74% |
| 4.08% |
| 3.16% |
| 2.83% |
| 2.39% |
| 1.59% |
| 1.58% |
| 1.57% |
| 1.55% |
| 1.00% |
| 1.96% |

### Equity

### 24.83%

|        |
|--------|
| 1.86%  |
| 1.42%  |
| 1.32%  |
| 1.31%  |
| 1.19%  |
| 0.97%  |
| 0.83%  |
| 0.80%  |
| 0.75%  |
| 0.73%  |
| 13.66% |

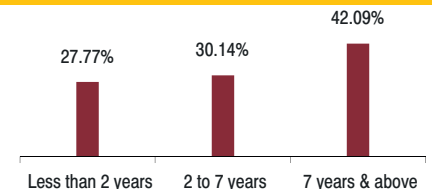
## Top 10 Sectoral Allocation



## Maturity (in years)

7.47

## Maturity Profile



## Fund Update:

Exposure to Equities has slightly decreased to 24.83% from 25.14% while that to MMI has slightly decreased to 13.34% from 13.51% on a MOM basis.

## About The Fund

Date of Inception: 22-Mar-01

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

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

NAV as on 31st July 2014:

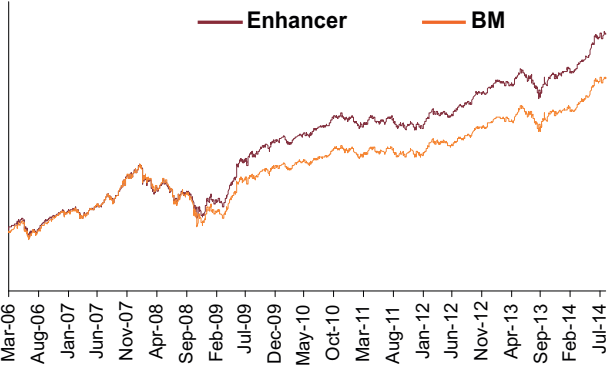
₹ 44.07

**BENCHMARK:** BSE 100 & Crisil Composite Bond Index & Crisil Liquid Fund Index

Asset held as on 31st July 2014:

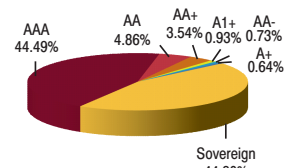
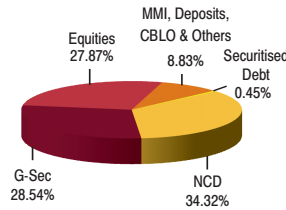
₹ 6808.62 Cr

**FUND MANAGER:** Mr. Deven Sangoi (Equity), Mr. Ajit Kumar PPB (Debt)



## Asset Allocation

## Rating Profile



## SECURITIES

### GOVERNMENT SECURITIES

|       |                             |
|-------|-----------------------------|
| 8.83% | Government Of India 2023    |
| 6.9%  | Government Of India 2019    |
| 8.33% | Government Of India 2026    |
| 8.15% | Government Of India 2022    |
| 7.8%  | Government Of India 2021    |
| 7.95% | Government Of India 2032    |
| 8.2%  | Government Of India 2022    |
| 7.8%  | Government Of India 2020    |
| 7.16% | Government Of India 2023    |
| 8.79% | Government Of India 2021    |
|       | Other Government Securities |

## Holding

### 28.54%

|        |
|--------|
| 4.60%  |
| 2.83%  |
| 2.18%  |
| 2.10%  |
| 1.43%  |
| 1.14%  |
| 1.05%  |
| 0.97%  |
| 0.93%  |
| 0.92%  |
| 10.39% |

### CORPORATE DEBT

|        |   |
|--------|---|
| 10.75% | Reliance Industries Ltd. 2018           |
| 2%     | Tata Steel Ltd. 2022                    |
| 10.2%  | Tata Steel Ltd. 2015                    |
| 9.05%  | State Bank Of India 2020                |
| 2%     | Indian Hotels Co. Ltd. 2014             |
| 9.8%   | LIC Housing Finance Ltd. 2017           |
| 9.48%  | Rural Electrification Corpn. Ltd. 2021  |
| 9.1%   | State Bank Of Mysore 2019               |
| 9.61%  | Power Finance Corpn. Ltd. 2021          |
| 8.55%  | Indian Railway Finance Corpn. Ltd. 2019 |
|        | Other Corporate Debt                    |

### 34.32%

|        |
|--------|
| 0.84%  |
| 0.77%  |
| 0.74%  |
| 0.69%  |
| 0.55%  |
| 0.48%  |
| 0.46%  |
| 0.44%  |
| 0.43%  |
| 0.42%  |
| 28.51% |

### Securitised Debt

|  |   |
|--|---|
|  | INDIAN RAILWAY FINANCE CORPN. LTD. 2015 |
|--|---|

### 0.45%

|       |
|-------|
| 0.45% |
|-------|

### Equity

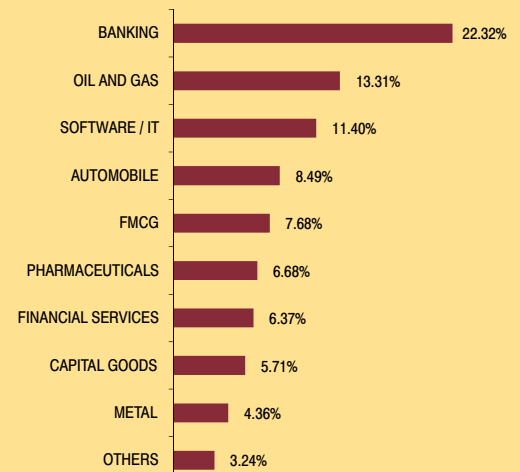
|  |   |        |
|--|---|--------|
|  | ITC Ltd.                                | 1.95%  |
|  | Reliance Industries Ltd.                | 1.93%  |
|  | ICICI Bank Ltd.                         | 1.92%  |
|  | HDFC Bank Ltd.                          | 1.92%  |
|  | Housing Development Finance Corpn. Ltd. | 1.44%  |
|  | Larsen & Toubro Ltd.                    | 1.41%  |
|  | Infosys Ltd.                            | 1.22%  |
|  | Tata Consultancy Services Ltd.          | 1.13%  |
|  | Oil And Natural Gas Corpn. Ltd.         | 1.05%  |
|  | State Bank Of India                     | 0.97%  |
|  | Other Equity                            | 12.92% |

### 27.87%

### MMI, Deposits, CBLO & Others

### 8.83%

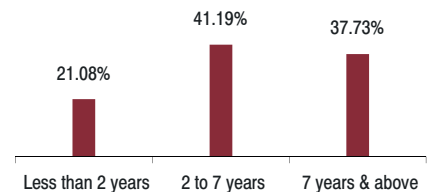
## Top 10 Sectoral Allocation



## Maturity (in years)

6.67

## Maturity Profile



## Fund Update:

Exposure to Equities has decreased to 27.87% from 28.90% while that to MMI has slightly decreased to 8.83% from 8.97% on a MOM basis.

Enhancer fund continues to be predominantly invested in highest rated fixed income instruments.

## About The Fund

Date of Inception: 23-Feb-04

**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.

NAV as on 31st July 2014:

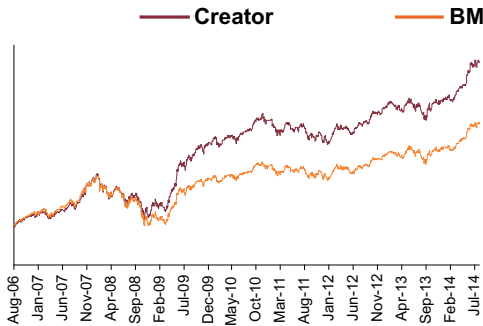
₹ 35.35

**BENCHMARK:** BSE 100 & Crisil Composite Bond Index & Crisil Liquid Fund Index

Asset held as on 31st July 2014:

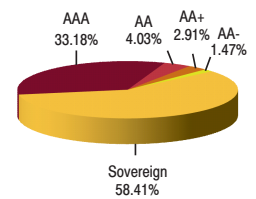
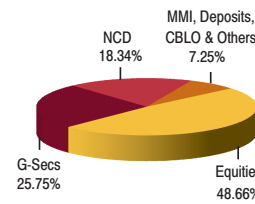
₹ 389.33 Cr

**FUND MANAGER:** Mr. Sunil Kumar (Equity), Mr. Ajit Kumar PPB (Debt)



## Asset Allocation

## Rating Profile



## SECURITIES

### GOVERNMENT SECURITIES

|       |                             |      |
|-------|-----------------------------|------|
| 8.83% | Government Of India         | 2023 |
| 8.33% | Government Of India         | 2026 |
| 8.15% | Government Of India         | 2022 |
| 8.28% | Government Of India         | 2027 |
| 8.13% | Government Of India         | 2022 |
| 8.2%  | Government Of India         | 2025 |
| 8.24% | Government Of India         | 2027 |
| 8.28% | Government Of India         | 2032 |
| 5.64% | Government Of India         | 2019 |
| 8.83% | Government Of India         | 2041 |
|       | Other Government Securities |      |

## Holding

### 25.75%

|       |
|-------|
| 8.02% |
| 4.48% |
| 3.10% |
| 3.09% |
| 1.24% |
| 1.23% |
| 1.01% |
| 0.74% |
| 0.71% |
| 0.65% |
| 1.50% |

### CORPORATE DEBT

|       |                                    |      |
|-------|------------------------------------|------|
| 8.6%  | Power Finance Corpn. Ltd.          | 2014 |
| 9.4%  | Rural Electrification Corpn. Ltd.  | 2021 |
| 11%   | Power Finance Corpn. Ltd.          | 2018 |
| 9.7%  | Sundaram Finance Ltd.              | 2014 |
| 8.45% | Indian Railway Finance Corpn. Ltd. | 2018 |
| 8.82% | Rural Electrification Corpn. Ltd.  | 2023 |
| 8.9%  | Steel Authority Of India Ltd.      | 2019 |
| 8.95% | HDFC Bank Ltd.                     | 2022 |
| 9.55% | Hindalco Industries Ltd.           | 2022 |
| 10.6% | Indian Railway Finance Corpn. Ltd. | 2018 |
|       | Other Corporate Debt               |      |

### 18.34%

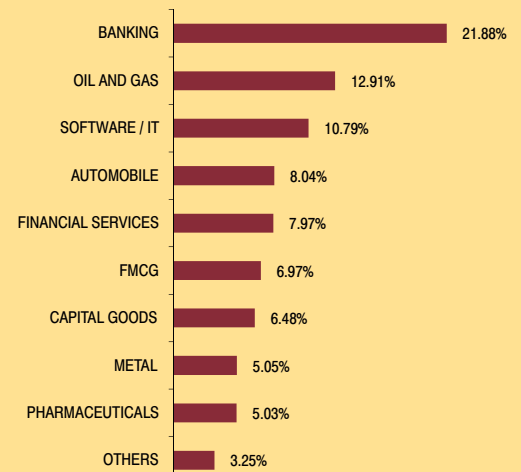
|       |
|-------|
| 2.82% |
| 2.59% |
| 1.49% |
| 1.28% |
| 1.25% |
| 1.25% |
| 1.14% |
| 0.76% |
| 0.75% |
| 0.67% |
| 4.32% |

## EQUITY

|   |        |
|---|--------|
| ICICI Bank Ltd.                         | 3.17%  |
| ITC Ltd.                                | 2.95%  |
| Reliance Industries Ltd.                | 2.92%  |
| HDFC Bank Ltd.                          | 2.89%  |
| Larsen & Toubro Ltd.                    | 2.26%  |
| Housing Development Finance Corpn. Ltd. | 2.12%  |
| Infosys Ltd.                            | 2.09%  |
| State Bank Of India                     | 1.61%  |
| Tata Consultancy Services Ltd.          | 1.58%  |
| Oil And Natural Gas Corpn. Ltd.         | 1.57%  |
| Other Equity                            | 25.49% |

### 48.66%

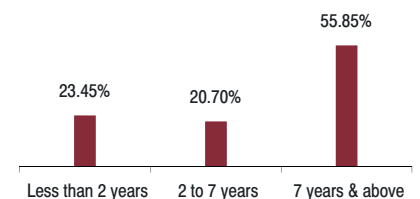
## Top 10 Sectoral Allocation



## Maturity (in years)

8.11

## Maturity Profile



## Fund Update:

Exposure to Equities has decreased to 48.66% from 49.67% while that to MMI has decreased to 7.25% from 9.05% on a MOM basis.

Creator fund continues to be predominantly invested in highest rated fixed income instruments.

## MMI, Deposits, CBLO & Others

### 7.25%

## About The Fund

Date of Inception: 12-Aug-04

**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.

NAV as on 31st July 2014:

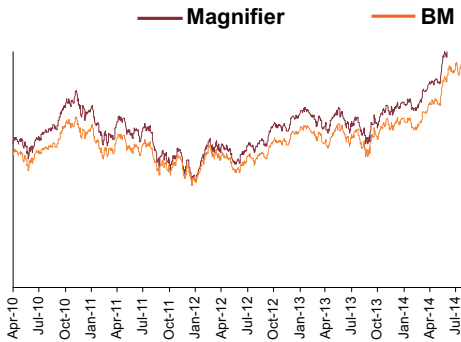
₹ 37.65

**BENCHMARK:** BSE 100 & Crisil Liquid Fund Index

Asset held as on 31st July 2014:

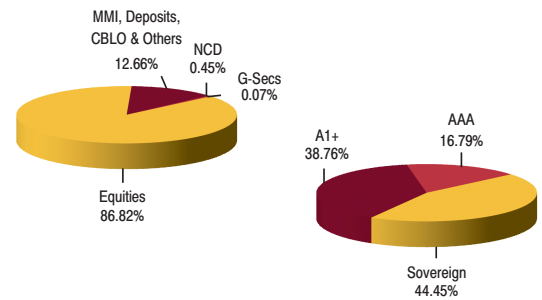
₹ 1076.20 Cr

**FUND MANAGER:** Mr. Deven Sangoi (Equity), Mr. Ajit Kumar PPB (Debt)



## Asset Allocation

## Rating Profile



## SECURITIES

### GOVERNMENT SECURITIES

7.59% Government Of India 2015  
7.61% Government Of India 2015

### CORPORATE DEBT

9.63% Power Finance Corpn. Ltd. 2014  
9.25% ICICI Home Finance Co. Ltd. 2014  
9.46% National Bank For Agri. And Rural Development 2015  
9.2% IDFC Ltd 2015  
8.6% Power Finance Corpn. Ltd. 2014  
8.8% HDB Financial Services Ltd 2016

### EQUITY

ITC Ltd. 5.80%  
ICICI Bank Ltd. 5.76%  
Reliance Industries Ltd. 5.73%  
HDFC Bank Ltd. 5.45%  
Housing Development Finance Corpn. Ltd. 4.30%  
Larsen & Toubro Ltd. 4.09%  
Infosys Ltd. 3.72%  
Tata Consultancy Services Ltd. 3.39%  
Oil And Natural Gas Corpn. Ltd. 3.16%  
State Bank Of India 2.88%  
Other Equity 42.53%

### MMI, Deposits, CBLO & Others

## Holding

### 0.07%

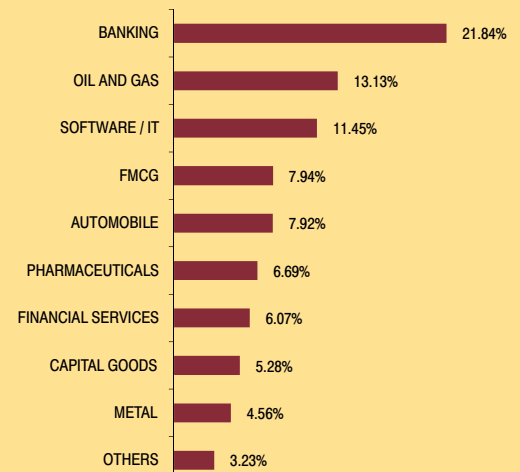
0.06%  
0.02%

### 0.45%

0.14%  
0.14%  
0.07%  
0.07%  
0.01%  
0.01%

### 86.82%

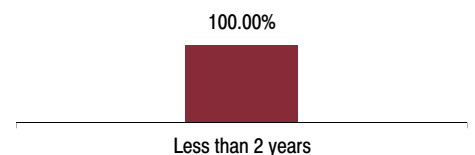
## Top 10 Sectoral Allocation



## Maturity (in years)

0.98

## Maturity Profile



## Fund Update:

Exposure to Equities has decreased to 86.82% from 88.98% while that to MMI has increased to 12.66% from 10.22% on a MOM basis

Magnifier fund continues to be predominantly invested in large cap stocks and maintains a well diversified portfolio with investments made across various sectors.

## About The Fund

Date of Inception: 12-Jun-07

**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.

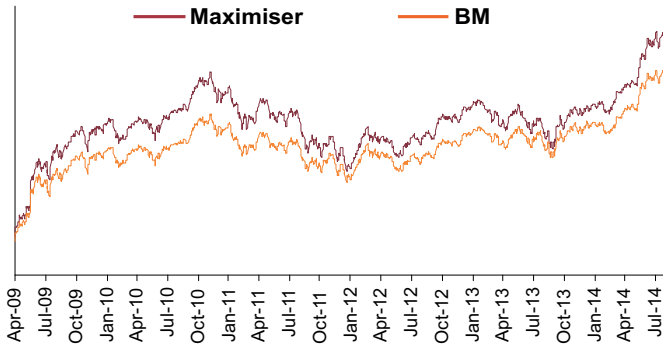
**STRATEGY:** Active Fund Management with potentially 100% equity exposure. Maintaining High Quality Diversified Portfolio with Dynamic blend of Growth and Value Stocks- so that portfolio does not suffer from style bias. Focus on large-caps and quality mid-caps to ensure liquidity and reduce risk.

NAV as on 31st July 2014: ₹ 19.12

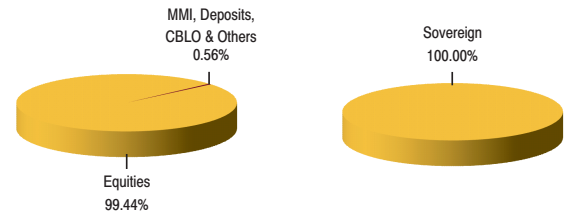
BENCHMARK: BSE 100 & Crisil Liquid Fund Index

Asset held as on 31st July 2014: ₹ 2261.18 Cr

FUND MANAGER: Mr. Sameer Mistry



## Asset Allocation Rating Profile

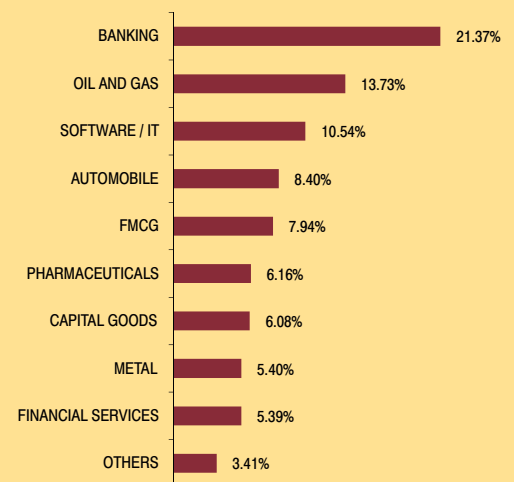


## SECURITIES

### EQUITY

| SECURITIES                              | Holding |
|---|---------|
| Reliance Industries Ltd.                | 6.37%   |
| ICICI Bank Ltd.                         | 6.28%   |
| ITC Ltd.                                | 6.23%   |
| HDFC Bank Ltd.                          | 6.00%   |
| Larsen&Toubro Ltd.                      | 4.62%   |
| Infosys Ltd.                            | 4.09%   |
| Oil And Natural Gas Corpn. Ltd.         | 4.00%   |
| Housing Development Finance Corpn. Ltd. | 3.65%   |
| Tata Consultancy Services Ltd.          | 3.28%   |
| State Bank Of India                     | 3.26%   |
| Other Equity                            | 51.66%  |

## Top 10 Sectoral Allocation



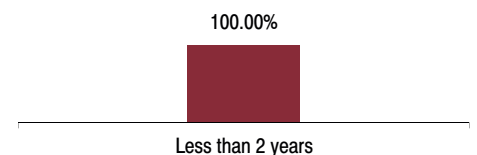
## MMI, Deposits, CBLO & Others

0.56%

## Maturity (in years)

1.35

## Maturity Profile



## Fund Update:

Exposure to Equities has slightly decreased to 99.44% from 99.52% while that to MMI has slightly increased to 0.56% from 0.48% on a MOM basis.

Maximiser fund is predominantly invested in large cap stocks and maintains a well diversified portfolio with investments made across various sectors.



## About The Fund

Date of Inception: 06-Jul-09

**OBJECTIVE:** To generate long-term capital appreciation for policyholders by making investments in fundamentally strong and liquid large cap companies.

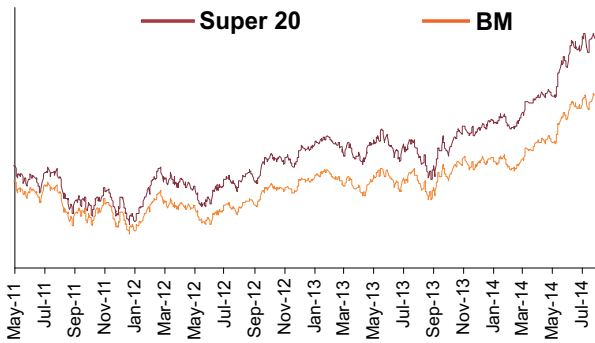
**STRATEGY:** To build and manage a concentrated equity portfolio of 20 fundamentally strong large cap stocks in terms of market capitalization by following an in depth research-focused investment approach. The fund will attempt diversify across sectors and will invest in companies having financial strength, 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.

NAV as on 31st July 2014: ₹ 19.34

BENCHMARK: Sensex & Crisil Liquid Fund Index

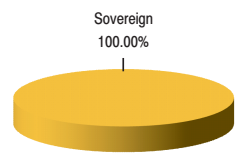
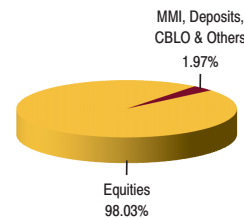
Asset held as on 31st July 2014: ₹ 467.04 Cr

FUND MANAGER: Mr. Sameer Mistry



## Asset Allocation

## Rating Profile



## SECURITIES

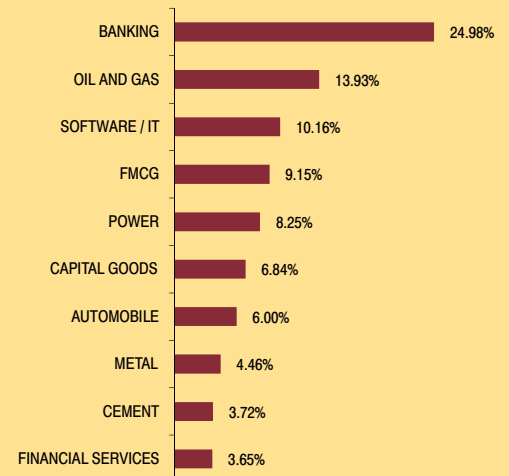
### Equity

|                                 |        |
|---------------------------------|--------|
| ITC Ltd.                        | 8.97%  |
| Reliance Industries Ltd.        | 8.37%  |
| ICICI Bank Ltd.                 | 8.27%  |
| Larsen&Toubro Ltd.              | 6.71%  |
| HDFC Bank Ltd.                  | 6.48%  |
| Maruti Suzuki India Ltd.        | 5.88%  |
| State Bank Of India             | 5.60%  |
| Oil And Natural Gas Corpn. Ltd. | 5.29%  |
| Infosys Ltd.                    | 5.23%  |
| Tata Consultancy Services Ltd.  | 4.73%  |
| Other Equity                    | 32.50% |

## Holding

98.03%

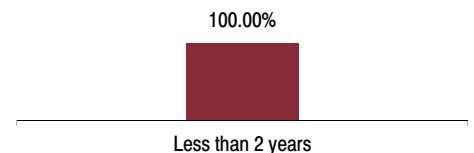
## Top 10 Sectoral Allocation



## MMI, Deposits, CBLO & Others

1.97%

## Maturity Profile



## Fund Update:

Exposure to Equities has increased to 98.03% from 97.30% while that to MMI has decreased to 1.97% from 2.70% on a MOM basis.

Super 20 fund is predominantly invested in large cap stocks and maintains a concentrated portfolio.

## About The Fund

Date of Inception: 30-Oct-07

**OBJECTIVE:** To provide long-term wealth maximization 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.

NAV as on 31st July 2014:

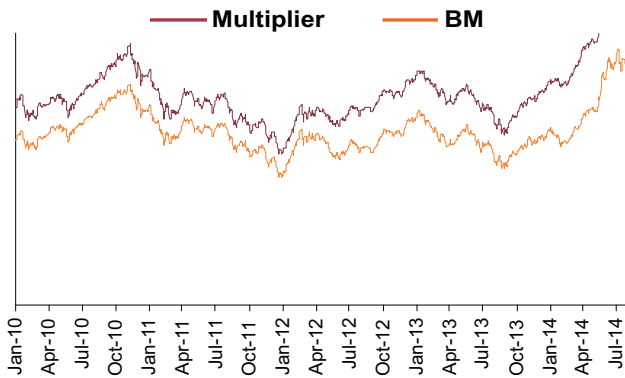
₹ 17.65

**BENCHMARK:** CNX Midcap & Crisil Liquid Fund Index

Asset held as on 31st July 2014:

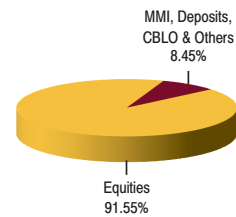
₹ 413.20 Cr

**FUND MANAGER:** Mr. Sumit Mangal



## Asset Allocation

## Rating Profile



## SECURITIES

### Equity

|   |        |
|---|--------|
| Jagran Prakashan Ltd.                         | 6.48%  |
| Gujarat Mineral Development Corporation       | 5.02%  |
| Divis Laboratories Ltd.                       | 4.62%  |
| Container Corp. Of India Ltd.                 | 4.38%  |
| Mahindra And Mahindra Financial Services Ltd. | 3.95%  |
| UPI Limited                                   | 3.61%  |
| Engineers India Ltd.                          | 3.60%  |
| Britannia Industries Ltd.                     | 3.41%  |
| AIA Engineering Ltd.                          | 3.33%  |
| Muthoot Finance Ltd.                          | 3.26%  |
| Other Equity                                  | 49.89% |

### MMI, Deposits, CBLO & Others

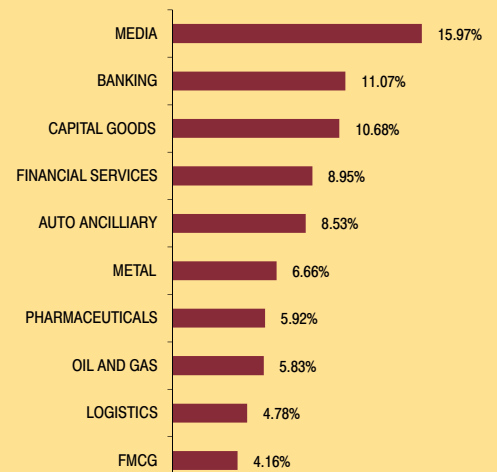
## Holding

91.55%

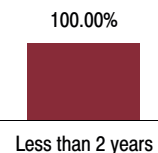
|        |
|--------|
| 6.48%  |
| 5.02%  |
| 4.62%  |
| 4.38%  |
| 3.95%  |
| 3.61%  |
| 3.60%  |
| 3.41%  |
| 3.33%  |
| 3.26%  |
| 49.89% |

8.45%

## Top 10 Sectoral Allocation



## Maturity Profile



## Fund Update:

Exposure to Equities has decreased to 91.55% from 95.56% MMI has increased to 8.45% from 4.44% on MOM basis.

Multiplier fund is predominantly invested in high quality mid cap stocks and maintains a well diversified portfolio with investments made across various sectors.

## About The Fund

Date of Inception: 17-Mar-08

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

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

NAV as on 31st July 2014: ₹ 15.05

Asset held as on 31st July 2014: ₹ 326.61 Cr

FUND MANAGER: Mr. Sunil Kumar (Equity), Mr. Devendra Singhvi (Debt)

## SECURITIES

## Holding

## Asset Allocation

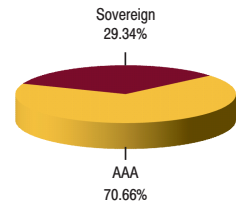
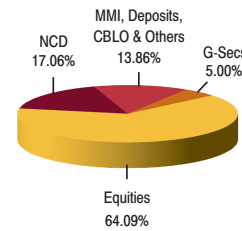
## Rating Profile

### GOVERNMENT SECURITIES

5.00%

|       |                     |      |
|-------|---------------------|------|
| 8.24% | Government Of India | 2018 |
| 7.99% | Government Of India | 2017 |
| 7.83% | Government Of India | 2018 |
| 5.69% | Government Of India | 2018 |

|       |
|-------|
| 2.31% |
| 1.51% |
| 1.16% |
| 0.01% |



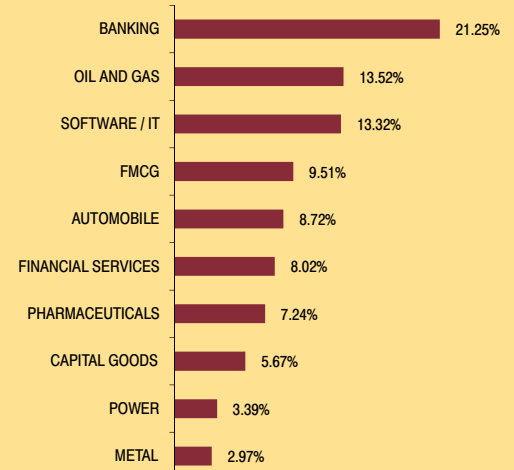
### CORPORATE DEBT

17.06%

|       |   |      |
|-------|---|------|
| 4.44% | National Bank For Agri. And Rural Development | 2017 |
| 2.45% | Housing Development Finance Corpn. Ltd.       | 2018 |
| 2.14% | Housing Development Finance Corpn. Ltd.       | 2018 |
| 1.51% | NHPC Ltd.                                     | 2018 |
| 1.47% | Power Finance Corpn. Ltd.                     | 2018 |
| 1.29% | Rural Electrification Corpn. Ltd.             | 2018 |
| 1.23% | Housing Development Finance Corpn. Ltd.       | 2017 |
| 0.61% | Power Grid Corpn. Of India Ltd.               | 2018 |
| 0.60% | LIC Housing Finance Ltd.                      | 2018 |
| 0.49% | National Bank For Agri. And Rural Development | 2018 |
| 0.82% | Other Corporate Debt                          |      |

|       |
|-------|
| 4.44% |
| 2.45% |
| 2.14% |
| 1.51% |
| 1.47% |
| 1.29% |
| 1.23% |
| 0.61% |
| 0.60% |
| 0.49% |
| 0.82% |

## Top 10 Sectoral Allocation



### Equity

64.09%

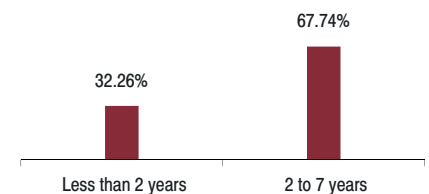
|        |   |
|--------|---|
| 5.10%  | ITC Ltd.                                |
| 4.60%  | ICICI Bank Ltd.                         |
| 4.42%  | Reliance Industries Ltd.                |
| 4.17%  | HDFC Bank Ltd.                          |
| 3.63%  | Larsen&Toubro Ltd.                      |
| 3.59%  | Housing Development Finance Corpn. Ltd. |
| 2.84%  | Tata Consultancy Services Ltd.          |
| 2.61%  | Infosys Ltd.                            |
| 2.45%  | State Bank Of India                     |
| 2.25%  | Oil And Natural Gas Corpn. Ltd.         |
| 28.43% | Other Equity                            |

|        |
|--------|
| 5.10%  |
| 4.60%  |
| 4.42%  |
| 4.17%  |
| 3.63%  |
| 3.59%  |
| 2.84%  |
| 2.61%  |
| 2.45%  |
| 2.25%  |
| 28.43% |

Maturity (in years)

3.22

## Maturity Profile



## Fund Update:

Exposure to Equities has increased to 64.09% from 62.16% while that to MMI has decreased to 13.86% from 16.19% on a MOM basis.

Platinum Plus I fund continues to be predominantly invested in large cap stocks and maintains a well diversified portfolio.

## About The Fund

Date of Inception: 08-Sep-08

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

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

NAV as on 31st July 2014: ₹ 21.64

Asset held as on 31st July 2014: ₹ 592.12 Cr

FUND MANAGER: Mr. Deven Sangoi (Equity), Mr. Devendra Singhvi (Debt)

### SECURITIES

#### GOVERNMENT SECURITIES

|       |                     |      |
|-------|---------------------|------|
| 7.83% | Government Of India | 2018 |
| 5.69% | Government Of India | 2018 |
| 6.05% | Government Of India | 2019 |
| 6.05% | Government Of India | 2019 |
| 8.24% | Government Of India | 2018 |

### Holding

#### 3.80%

|       |
|-------|
| 1.97% |
| 0.61% |
| 0.61% |
| 0.37% |
| 0.23% |

### CORPORATE DEBT

|        |   |      |
|--------|---|------|
| 9.7%   | Power Finance Corpn. Ltd.                     | 2018 |
| 9.63%  | Rural Electrification Corpn. Ltd.             | 2019 |
|        | National Housing Bank                         | 2018 |
|        | National Bank For Agri. And Rural Development | 2018 |
| 9.38%  | Rural Electrification Corpn. Ltd.             | 2018 |
| 9%     | Export Import Bank Of India                   | 2019 |
| 11.25% | Power Finance Corpn. Ltd.                     | 2018 |
| 10.85% | Rural Electrification Corpn. Ltd.             | 2018 |
| 9.63%  | Export Import Bank Of India                   | 2018 |
| 8.55%  | Indian Railway Finance Corpn. Ltd.            | 2019 |
|        | Other Corporate Debt                          |      |

### 16.57%

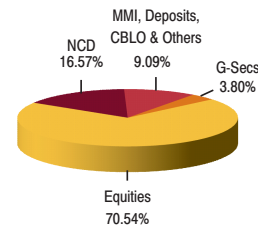
|       |
|-------|
| 2.57% |
| 2.56% |
| 2.40% |
| 2.09% |
| 1.69% |
| 1.08% |
| 0.90% |
| 0.89% |
| 0.85% |
| 0.83% |
| 0.71% |

### Equity

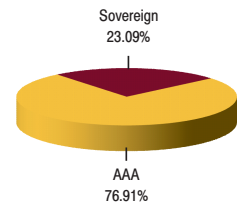
|   |        |
|---|--------|
| ITC Ltd.                                | 5.67%  |
| ICICI Bank Ltd.                         | 5.11%  |
| Reliance Industries Ltd.                | 4.90%  |
| HDFC Bank Ltd.                          | 4.54%  |
| Larsen&Toubro Ltd.                      | 4.13%  |
| Housing Development Finance Corpn. Ltd. | 4.10%  |
| Infosys Ltd.                            | 3.48%  |
| Tata Consultancy Services Ltd.          | 3.21%  |
| Oil And Natural Gas Corpn. Ltd.         | 2.48%  |
| State Bank Of India                     | 2.46%  |
| Other Equity                            | 30.46% |

### 70.54%

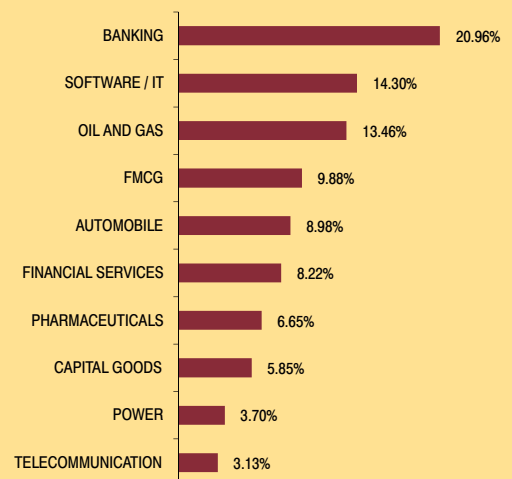
### Asset Allocation



### Rating Profile



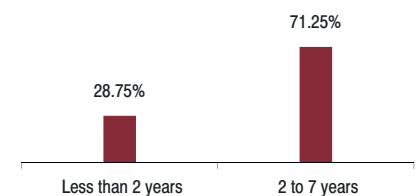
### Top 10 Sectoral Allocation



### Maturity (in years)

3.97

### Maturity Profile



### Fund Update:

Exposure to Equities has increased to 70.54% from 69.89% while that to MMI has decreased to 9.09% from 10.65% on a MOM basis.

Platinum Plus II fund is predominantly invested in large cap stocks and maintains a well diversified portfolio.

## About The Fund

Date of Inception: 15-May-09

**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.

NAV as on 31st July 2014: ₹ 16.74

Asset held as on 31st July 2014: ₹ 700.35 Cr

FUND MANAGER: Mr. Deven Sangoi (Equity), Mr. Devendra Singhvi (Debt)

### SECURITIES

### Holding

#### GOVERNMENT SECURITIES

7.05%

6.9% Government Of India 2019  
6.05% Government Of India 2019  
5.64% Government Of India 2019  
7.8% Government Of India 2020

5.84%  
1.05%  
0.11%  
0.05%

#### CORPORATE DEBT

9.60%

National Housing Bank 2019  
9.63% Rural Electrification Corpn. Ltd. 2019  
8.6% Indian Railway Finance Corpn. Ltd. 2019  
9.35% Power Grid Corpn. Of India Ltd. 2019  
National Bank For Agri. And Rural Development 2018  
9.25% Power Grid Corpn. Of India Ltd. 2019  
9.3% Power Grid Corpn. Of India Ltd. 2019  
9.95% State Bank Of India 2026  
9.5% Housing Development Finance Corpn. Ltd. 2017  
9.18% Housing Development Finance Corpn. Ltd. 2018  
Other Corporate Debt

2.36%  
2.16%  
1.40%  
1.14%  
0.52%  
0.39%  
0.36%  
0.29%  
0.29%  
0.29%  
0.39%

#### Equity

77.17%

ITC Ltd.  
HDFC Bank Ltd.  
ICICI Bank Ltd.  
Reliance Industries Ltd.  
Housing Development Finance Corpn. Ltd.  
Larsen & Toubro Ltd.  
Infosys Ltd.  
Tata Consultancy Services Ltd.  
Oil And Natural Gas Corpn. Ltd.  
State Bank Of India  
Other Equity

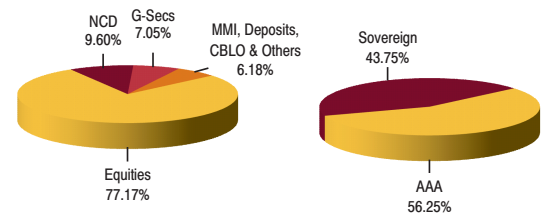
5.96%  
5.83%  
5.38%  
5.12%  
4.56%  
4.42%  
3.71%  
3.58%  
3.02%  
2.77%  
32.81%

#### MMI, Deposits, CBLO & Others

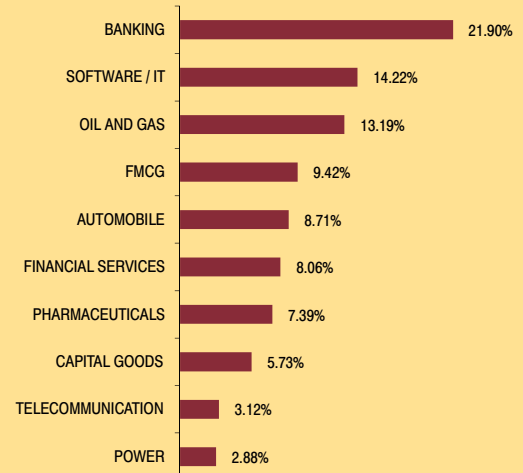
6.18%

### Asset Allocation

### Rating Profile



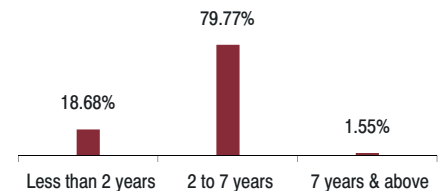
### Top 10 Sectoral Allocation



### Maturity (in years)

4.74

### Maturity Profile



### Fund Update:

Exposure to Equities has slightly decreased to 77.17% from 77.44% while that to MMI has been stable to 6.18% on a MOM basis.

Platinum Plus III fund continues to be predominantly invested in large cap stocks and maintains a well diversified portfolio.

## About The Fund

Date of Inception: 15-Sep-09

**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.

NAV as on 31st July 2014: ₹ 14.97

Asset held as on 31st July 2014: ₹ 528.81 Cr

FUND MANAGER: Mr. Deven Sangoi (Equity), Mr. Devendra Singhvi (Debt)

### SECURITIES

### Holding

### Asset Allocation

### Rating Profile

#### GOVERNMENT SECURITIES

3.80%

6.9% Government Of India 2019  
6.05% Government Of India 2019

3.46%  
0.34%

#### CORPORATE DEBT

8.00%

National Bank For Agri. And Rural Development 2019  
9.63% Rural Electrification Corpn. Ltd. 2019  
9.15% Larsen & Toubro Ltd. 2019  
9.95% State Bank Of India 2026  
8.85% NHPC Ltd. 2019  
9.6% Housing Development Finance Corpn. Ltd. 2016  
8.34% LIC Housing Finance Ltd. 2018  
9.2% Housing Development Finance Corpn. Ltd. 2018

2.56%  
1.91%  
1.88%  
0.98%  
0.26%  
0.19%  
0.13%  
0.09%

#### Equity

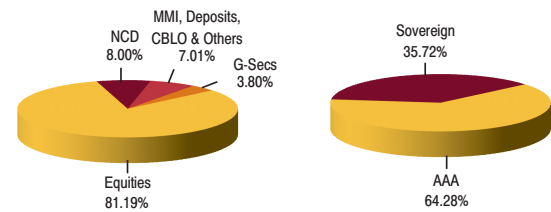
81.19%

ITC Ltd.  
HDFC Bank Ltd.  
ICICI Bank Ltd.  
Reliance Industries Ltd.  
Housing Development Finance Corpn. Ltd.  
Larsen & Toubro Ltd.  
Infosys Ltd.  
Tata Consultancy Services Ltd.  
Oil And Natural Gas Corpn. Ltd.  
State Bank Of India  
Other Equity

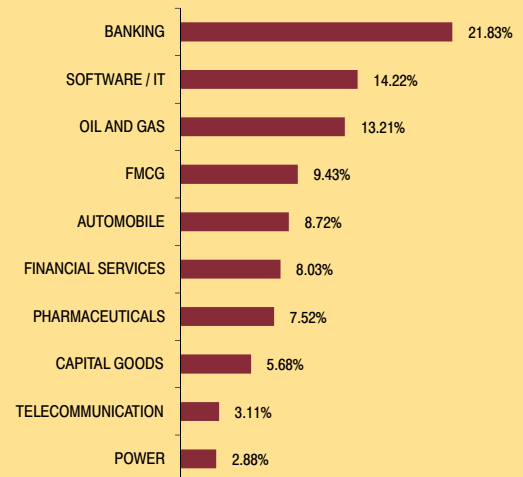
6.29%  
6.10%  
5.67%  
5.38%  
4.78%  
4.61%  
3.90%  
3.77%  
3.17%  
2.90%  
34.62%

#### MMI, Deposits, CBLO & Others

7.01%



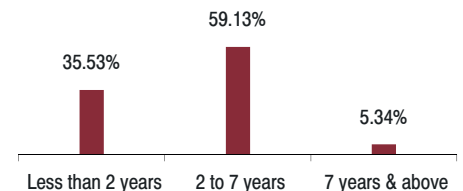
### Top 10 Sectoral Allocation



### Maturity (in years)

4.90

### Maturity Profile



### Fund Update:

Exposure to Equities has slightly decreased to 81.19% from 81.55% while that to MMI has slightly increased to 7.01% from 6.78% on a MOM basis.

Platinum Plus IV fund is predominantly invested in large cap stocks and maintains a well diversified portfolio.



## About The Fund

Date of Inception: 15-Feb-10

**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

**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.

NAV as on 31st July 2014: ₹ 14.96

Asset held as on 31st July 2014: ₹ 901.91 Cr

FUND MANAGER: Mr. Sunil Kumar (Equity), Mr. Devendra Singhvi (Debt)

## SECURITIES

## Holding

## Asset Allocation

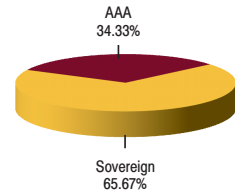
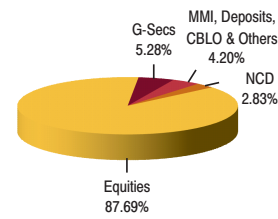
## Rating Profile

### GOVERNMENT SECURITIES

5.28%

6.35% Government Of India 2020  
8.19% Government Of India 2020  
7.17% Government Of India 2015

4.13%  
1.14%  
0.01%



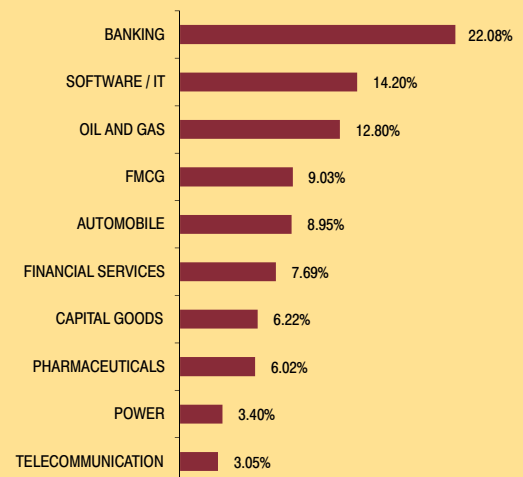
### CORPORATE DEBT

2.83%

8.85% NHPC Ltd. 2020  
9.18% Housing Development Finance Corpn. Ltd. 2018  
Rural Electrification Corpn. Ltd. 2020  
9.25% Power Grid Corpn. Of India Ltd. 2019  
8.46% Rural Electrification Corpn. Ltd. 2028  
9.61% Power Finance Corpn. Ltd. 2021  
8.85% NHPC Ltd. 2019  
9.29% LIC Housing Finance Ltd. 2024  
9.45% State Bank Of India 2026  
9.2% Housing Development Finance Corpn. Ltd. 2018

0.54%  
0.44%  
0.43%  
0.30%  
0.26%  
0.20%  
0.19%  
0.17%  
0.16%  
0.08%

## Top 10 Sectoral Allocation



### Equity

87.69%

ICICI Bank Ltd.  
HDFC Bank Ltd.  
ITC Ltd.  
Reliance Industries Ltd.  
Larsen & Toubro Ltd.  
Housing Development Finance Corpn. Ltd.  
Infosys Ltd.  
Tata Consultancy Services Ltd.  
Oil And Natural Gas Corpn. Ltd.  
State Bank Of India  
Other Equity

6.67%  
6.58%  
6.54%  
5.71%  
5.46%  
4.84%  
4.55%  
3.77%  
3.36%  
3.08%  
37.13%

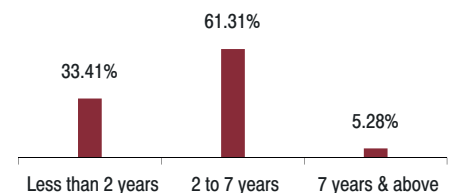
### MMI, Deposits, CBLO & Others

4.20%

### Maturity (in years)

5.83

## Maturity Profile



## Fund Update:

Exposure to Equities has increased to 87.69% from 86.79% while that to MMI has decreased to 4.20% from 5.41% on a MOM basis.

Platinum Premier fund is predominantly invested in large cap stocks and maintains a well diversified portfolio.

## About The Fund

Date of Inception: 20-Sep-10

**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.

NAV as on 31st July 2014: ₹ 13.22

Asset held as on 31st July 2014: ₹ 1042.13 Cr

FUND MANAGER: Mr. Sunil Kumar (Equity), Mr. Devendra Singhvi (Debt)

### SECURITIES

### Holding

### Asset Allocation

### Rating Profile

#### GOVERNMENT SECURITIES

0.18%

7.8% Government Of India 2020

0.18%

#### CORPORATE DEBT

0.11%

Rural Electrification Corpn. Ltd. 2020

0.11%

#### Equity

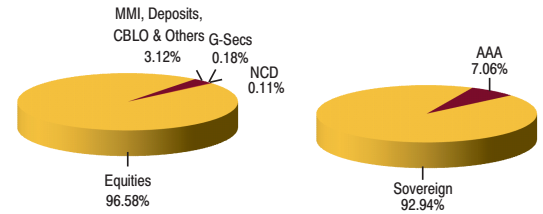
96.58%

ITC Ltd.  
ICICI Bank Ltd.  
Reliance Industries Ltd.  
HDFC Bank Ltd.  
Larsen & Toubro Ltd.  
Housing Development Finance Corpn. Ltd.  
Infosys Ltd.  
Tata Consultancy Services Ltd.  
Oil And Natural Gas Corpn. Ltd.  
State Bank Of India  
Other Equity

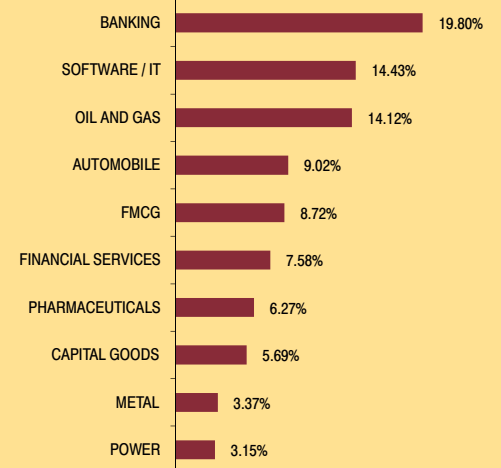
6.96%  
6.76%  
6.57%  
5.97%  
5.50%  
5.43%  
4.68%  
4.33%  
3.99%  
3.35%  
43.07%

#### MMI, Deposits, CBLO & Others

3.12%



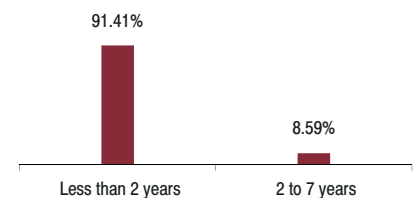
### Top 10 Sectoral Allocation



### Maturity (in years)

1.28

### Maturity Profile



### Fund Update:

Exposure to Equities has decreased to 96.58% from 99.19% while that to MMI has increased to 3.12% from 0.51% on a MOM basis.

## About The Fund

Date of Inception: 22-Feb-11

**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.

NAV as on 31st July 2014: ₹ 14.22

Asset held as on 31st July 2014: ₹ 90.18 Cr

FUND MANAGER: Mr. Dhruvil Shah (Equity), Mr. Devendra Singhvi (Debt)

## SECURITIES

## Holding

## Asset Allocation

## Rating Profile

### GOVERNMENT SECURITIES

1.18%

8.2% Government Of India 2022  
7.8% Government Of India 2021

0.92%  
0.26%

### CORPORATE DEBT

1.11%

9.3% Power Grid Corpn. Of India Ltd. 2021

1.11%

### Equity

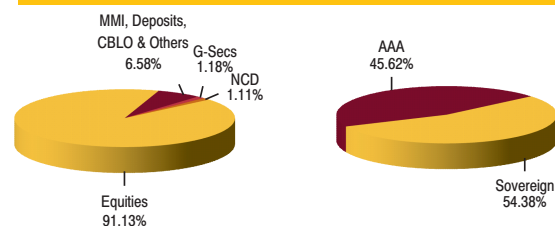
91.13%

ITC Ltd.  
Reliance Industries Ltd.  
ICICI Bank Ltd.  
HDFC Bank Ltd.  
Larsen & Toubro Ltd.  
Housing Development Finance Corpn. Ltd.  
Infosys Ltd.  
Tata Consultancy Services Ltd.  
State Bank Of India  
Oil And Natural Gas Corpn. Ltd.  
Other Equity

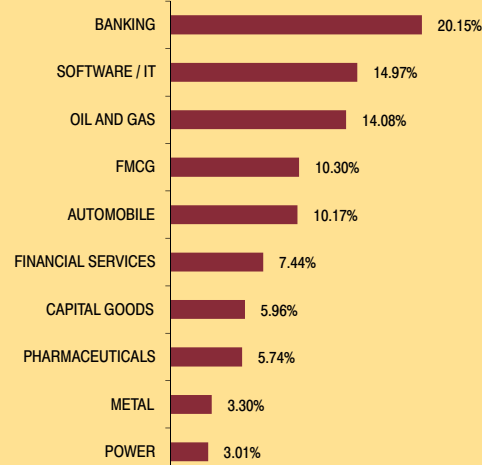
7.52%  
7.12%  
6.07%  
5.70%  
5.43%  
5.25%  
4.73%  
4.61%  
3.53%  
3.31%  
37.86%

### MMI, Deposits, CBLO & Others

6.58%



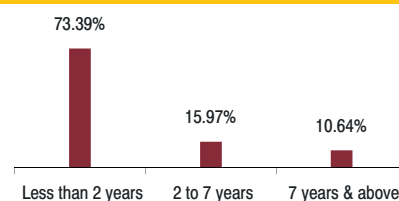
## Top 10 Sectoral Allocation



## Maturity (in years)

6.75

## Maturity Profile



## Fund Update:

Exposure to Equities has decreased to 91.13% from 94.40% while that to MMI has increased to 6.58% from 3.26% on a MOM basis.

## About The Fund

Date of Inception: 22-Feb-11

**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.

NAV as on 31st July 2014: ₹ 12.91

Asset held as on 31st July 2014: ₹ 1631.40 Cr

FUND MANAGER: Mr. Deven Sangoi (Equity), Mr. Devendra Singhvi (Debt)

## SECURITIES

## Holding

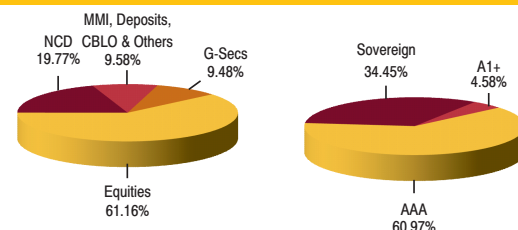
## Asset Allocation

## Rating Profile

### GOVERNMENT SECURITIES

9.48%

|        |                             |      |       |
|--------|-----------------------------|------|-------|
| 7.8%   | Government Of India         | 2021 | 2.50% |
| 7.94%  | Government Of India         | 2021 | 2.19% |
| 7.16%  | Government Of India         | 2023 | 1.38% |
| 8.79%  | Government Of India         | 2021 | 1.04% |
| 6.35%  | Government Of India         | 2020 | 0.37% |
| 8.15%  | Government Of India         | 2022 | 0.34% |
| 10.25% | Government Of India         | 2021 | 0.31% |
| 7.8%   | Government Of India         | 2020 | 0.24% |
| 8.24%  | Government Of India         | 2018 | 0.23% |
| 6.9%   | Government Of India         | 2019 | 0.14% |
|        | Other Government Securities |      | 0.74% |

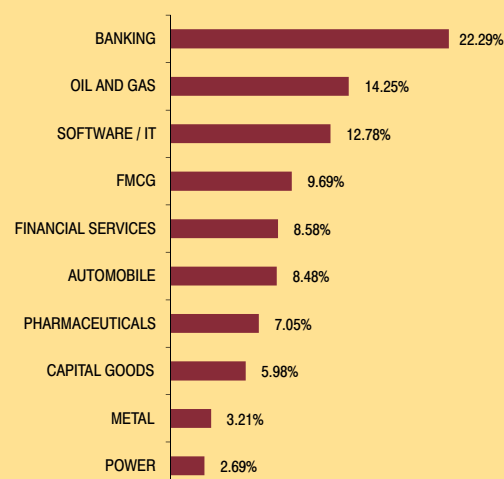


### CORPORATE DEBT

19.77%

|       |   |      |       |
|-------|---|------|-------|
| 9%    | Export Import Bank Of India             | 2019 | 1.80% |
| 9.3%  | Power Grid Corpn. Of India Ltd.         | 2021 | 1.47% |
| 9.61% | Power Finance Corpn. Ltd.               | 2021 | 1.23% |
| 9.25% | Power Grid Corpn. Of India Ltd.         | 2018 | 0.98% |
|       | Rural Electrification Corpn. Ltd.       | 2020 | 0.87% |
| 9.48% | Rural Electrification Corpn. Ltd.       | 2021 | 0.81% |
| 9.18% | Housing Development Finance Corpn. Ltd. | 2018 | 0.71% |
| 8.34% | LIC Housing Finance Ltd.                | 2018 | 0.67% |
| 9.15% | Export Import Bank Of India             | 2022 | 0.65% |
| 9.36% | Power Finance Corpn. Ltd.               | 2021 | 0.62% |
|       | Other Corporate Debt                    |      | 9.97% |

## Top 10 Sectoral Allocation



### Equity

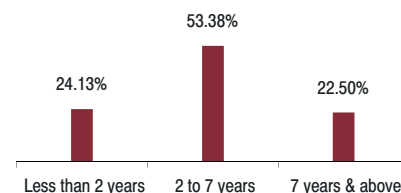
61.16%

|  |   |        |
|--|---|--------|
|  | ITC Ltd.                                | 4.94%  |
|  | Reliance Industries Ltd.                | 4.70%  |
|  | ICICI Bank Ltd.                         | 4.39%  |
|  | HDFC Bank Ltd.                          | 4.30%  |
|  | Housing Development Finance Corpn. Ltd. | 4.24%  |
|  | Larsen & Toubro Ltd.                    | 3.66%  |
|  | Tata Consultancy Services Ltd.          | 3.04%  |
|  | Infosys Ltd.                            | 2.83%  |
|  | Oil And Natural Gas Corpn. Ltd.         | 2.36%  |
|  | State Bank Of India                     | 2.20%  |
|  | Other Equity                            | 24.50% |

## Maturity (in years)

5.64

## Maturity Profile



### MMI, Deposits, CBLO & Others

9.58%

## Fund Update:

Exposure to Equities has decreased to 61.16% from 63.68% while that to MMI has increased to 9.58% from 5.86% on a MOM basis.

## About The Fund

Date of Inception: 16-Dec-09

**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.

NAV as on 31st July 2014: ₹ 14.93

Asset held as on 31st July 2014: ₹ 48.86 Cr

FUND MANAGER: Mr. Sunil Kumar (Equity), Mr. Devendra Singhvi (Debt)

### SECURITIES

### Holding

### Asset Allocation

### Rating Profile

#### GOVERNMENT SECURITIES

3.65%

7.59% Government Of India 2015  
7.17% Government Of India 2015

1.93%  
1.72%

#### CORPORATE DEBT

10.64%

9.37% National Housing Bank 2015  
9.2% IDFC Ltd 2015  
8.8% Power Grid Corpn. Of India Ltd. 2014  
8.95% Power Finance Corpn. Ltd. 2015

4.10%  
3.68%  
2.04%  
0.82%

#### Equity

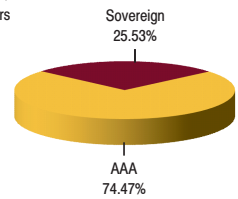
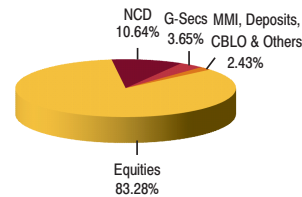
83.28%

Reliance Industries Ltd.  
Housing Development Finance Corpn. Ltd.  
HDFC Bank Ltd.  
ITC Ltd.  
ICICI Bank Ltd.  
Larsen & Toubro Ltd.  
Tata Consultancy Services Ltd.  
Infosys Ltd.  
Mahindra And Mahindra Ltd.  
State Bank Of India  
Other Equity

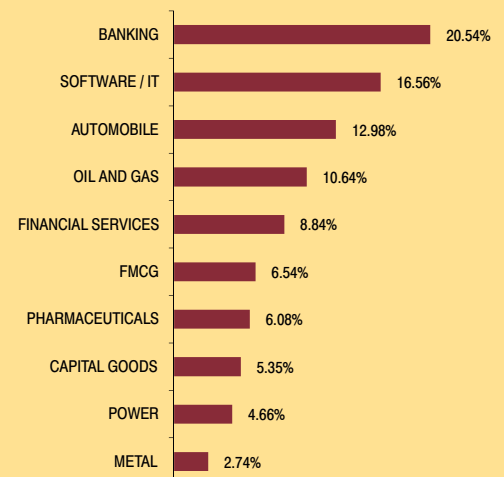
5.21%  
5.05%  
4.92%  
4.47%  
4.46%  
3.59%  
3.45%  
3.45%  
3.22%  
41.00%

#### MMI, Deposits, CBLO & Others

2.43%



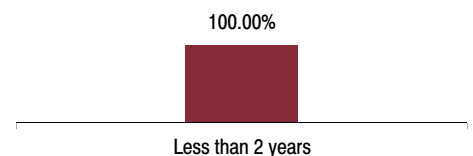
### Top 10 Sectoral Allocation



Maturity (in years)

0.58

### Maturity Profile



### Fund Update:

Exposure to Equities has decreased to 83.28% from 84.07%

Titanium I fund is predominantly invested in large cap stocks and maintains a well diversified portfolio.

## About The Fund

Date of Inception: 16-Mar-10

**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.

NAV as on 31st July 2014: ₹ 14.59

Asset held as on 31st July 2014: ₹ 13.52 Cr

FUND MANAGER: Mr. Sunil Kumar (Equity), Mr. Devendra Singhvi (Debt)

### SECURITIES

### Holding

### Asset Allocation

### Rating Profile

#### GOVERNMENT SECURITIES

6.23%

7.59% Government Of India 2015  
7.17% Government Of India 2015

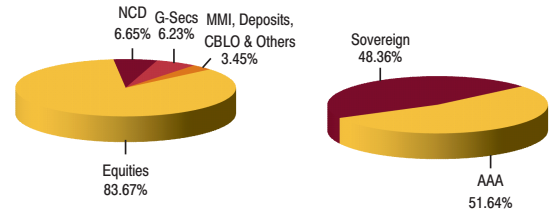
3.23%  
3.00%

#### CORPORATE DEBT

6.65%

9.2% IDFC Ltd 2015  
9.15% Export Import Bank Of India 2015  
8.29% Power Finance Corpn. Ltd. 2015

3.70%  
1.48%  
1.47%



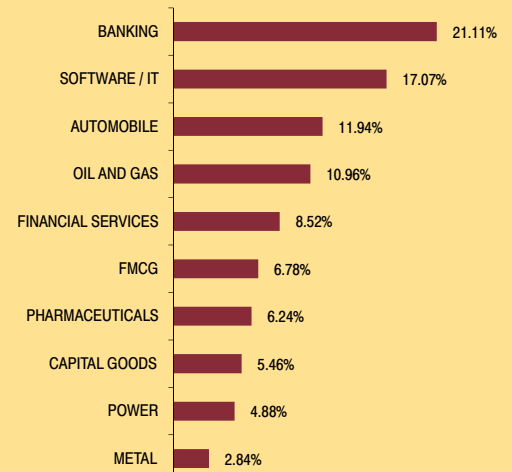
### Equity

83.67%

Reliance Industries Ltd.  
HDFC Bank Ltd.  
Housing Development Finance Corpn. Ltd.  
ITC Ltd.  
ICICI Bank Ltd.  
Larsen & Toubro Ltd.  
Tata Consultancy Services Ltd.  
Infosys Ltd.  
State Bank Of India  
Tata Motors Ltd.  
Other Equity

5.39%  
5.02%  
4.72%  
4.63%  
4.57%  
4.57%  
3.67%  
3.59%  
3.34%  
2.96%  
41.19%

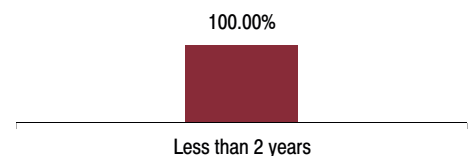
### Top 10 Sectoral Allocation



Maturity (in years)

0.79

### Maturity Profile



### Fund Update:

Exposure to Equities has decreased to 83.67% from 84.34% while that to MMI has slightly increased to 3.45% from 3.21% on a MOM basis.

Titanium II fund is predominantly invested in large cap stocks and maintains a well diversified portfolio.



## About The Fund

Date of Inception: 16-Jun-10

**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.

NAV as on 31st July 2014: ₹ 13.01

Asset held as on 31st July 2014: ₹ 7.45 Cr

FUND MANAGER: Mr. Sunil Kumar (Equity), Mr. Devendra Singhvi (Debt)

### SECURITIES

### Holding

### Asset Allocation

### Rating Profile

#### GOVERNMENT SECURITIES

4.97%

7.17% Government Of India 2015

4.97%

#### CORPORATE DEBT

13.73%

8.64% Power Grid Corpn. Of India Ltd. 2015  
9.37% National Housing Bank 2015

8.36%  
5.37%

#### Equity

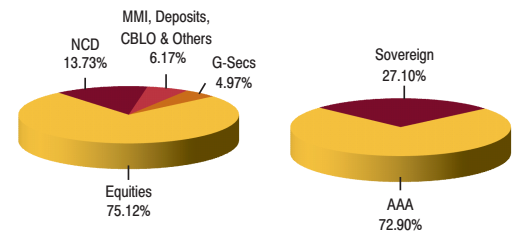
75.12%

ICICI Bank Ltd.  
HDFC Bank Ltd.  
Reliance Industries Ltd.  
Larsen & Toubro Ltd.  
ITC Ltd.  
Housing Development Finance Corpn. Ltd.  
Tata Motors Ltd.  
State Bank Of India  
Tata Consultancy Services Ltd.  
Oil And Natural Gas Corpn. Ltd.  
Other Equity

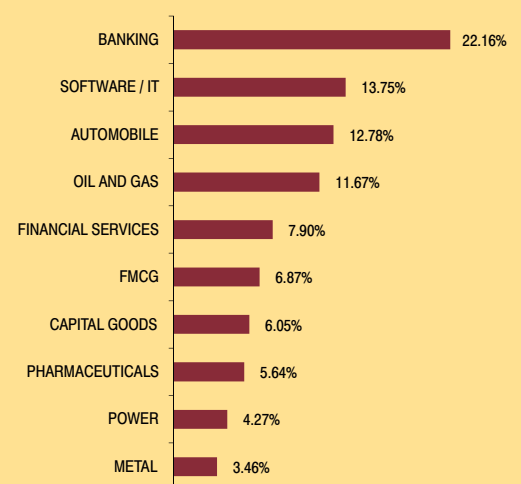
5.13%  
4.74%  
4.65%  
4.54%  
4.30%  
4.00%  
3.32%  
3.27%  
2.86%  
2.67%  
35.63%

#### MMI, Deposits, CBLO & Others

6.17%



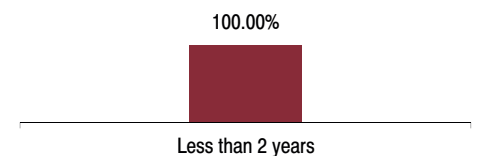
### Top 10 Sectoral Allocation



Maturity (in years)

0.80

### Maturity Profile



### Fund Update:

Exposure to Equities has slightly decreased to 75.12% from 75.55% while that to MMI has increased to 6.17% from 2.72% on a MOM basis.

Titanium III fund is predominantly invested in large cap stocks and maintains a well diversified portfolio.

## About The Fund

Date of Inception: 09-Mar-12

**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

**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.

NAV as on 31st July 2014: ₹ 16.36

Asset held as on 31st July 2014: ₹ 7.87 Cr

FUND MANAGER:

Mr. Praful Kumar

## SECURITIES

### Equity

|   |        |
|---|--------|
| Reliance Industries Ltd.                | 5.86%  |
| Exide Industries Ltd.                   | 4.90%  |
| Grasim Industries Ltd.                  | 4.50%  |
| Cipla Ltd.                              | 4.07%  |
| ACC Ltd.                                | 4.05%  |
| Nestle India Ltd.                       | 3.88%  |
| Container Corpn. Of India Ltd.          | 3.69%  |
| Bata India Ltd.                         | 3.53%  |
| Oil And Natural Gas Corpn. Ltd.         | 3.50%  |
| Gujarat Mineral Development Corporation | 3.41%  |
| Other Equity                            | 55.56% |

### MMI, Deposits, CBLO & Others

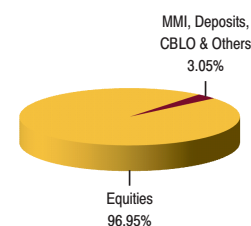
## Holding

96.95%

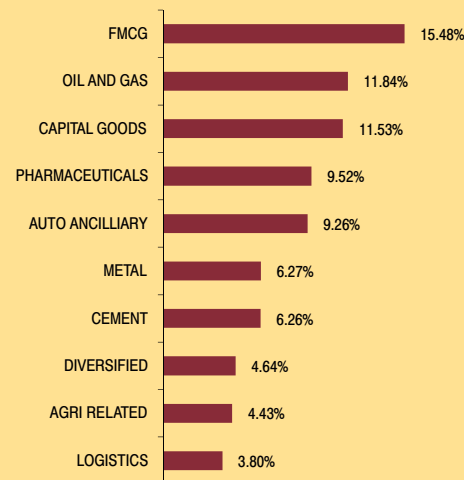
|        |
|--------|
| 5.86%  |
| 4.90%  |
| 4.50%  |
| 4.07%  |
| 4.05%  |
| 3.88%  |
| 3.69%  |
| 3.53%  |
| 3.50%  |
| 3.41%  |
| 55.56% |

3.05%

## Asset Allocation



## Top 10 Sectoral Allocation



### Fund Update:

Exposure to Equities has decreased to 96.95% from 99.13% while that to MMI has increased to 3.05% from 0.87% on a MOM basis.

## About The Fund

Date of Inception: 09-Mar-12

**OBJECTIVE:** To provide superior risk-adjusted returns with low volatility at a high level of safety and liquidity through investments in high quality short term fixed income instruments - upto 1 year maturity

**STRATEGY:** The fund will invest in high quality short-term fixed income instruments – upto 1-year maturity. The endeavor will be to optimize returns while providing liquidity and safety with very low risk profile.

NAV as on 31st July 2014: ₹ 12.04      **BENCHMARK:** Crisil Liquid Index

Asset held as on 31st July 2014: ₹ 37.34 Cr      **FUND MANAGER :** Mr. Ajit Kumar PPB (Debt)

### SECURITIES

MMI, Deposits, CBLO & Others

### Holding

100.00%

### Asset Allocation

MMI, Deposits,  
CBLO & Others  
100.00%



### Rating Profile

A1+  
100.00%



**Maturity (in years)**

0.52

### Maturity Profile

100.00%

Less than 2 years

### Fund Update:

The average maturity of the fund has slightly decreased to 0.52 years from 0.60 years in the previous month.

## About The Fund

Date of Inception: 09-Mar-12

**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.

**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.

NAV as on 31st July 2014: ₹ 14.87      BENCHMARK: BSE 100

Asset held as on 31st July 2014: ₹ 21.87 Cr      FUND MANAGER: Mr. Sunil Kumar

## SECURITIES

## Holding

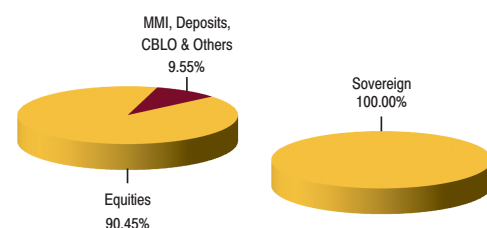
## Asset Allocation

## Rating Profile

### Equity

90.45%

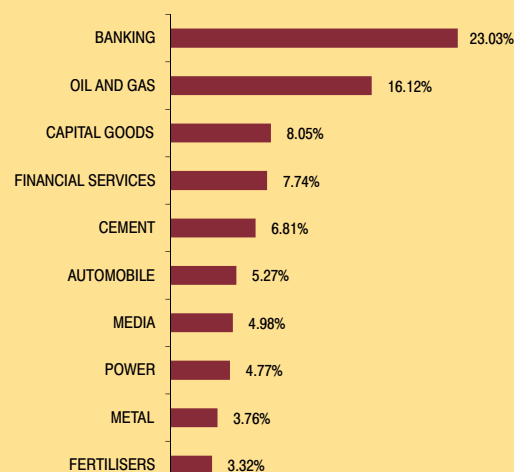
|                       |        |
|-----------------------|--------|
| Hero Motocorp Limited | 4.77%  |
| ACC Ltd.              | 4.67%  |
| Union Bank Of India   | 3.98%  |
| Syndicate Bank        | 3.77%  |
| Karnataka Bank Ltd.   | 3.56%  |
| Muthoot Finance Ltd.  | 3.51%  |
| Federal Bank Ltd.     | 3.39%  |
| GAIL (India) Ltd.     | 3.34%  |
| Bharti Infratel Ltd   | 2.71%  |
| Oil India Ltd.        | 2.70%  |
| Other Equity          | 54.06% |



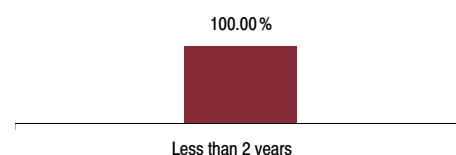
### MMI, Deposits, CBLO & Others

9.55%

## Top 10 Sectoral Allocation



## Maturity Profile



## Fund Update:

Exposure to Equities has decreased to 90.45% from 95.34% while that to MMI has increased to 9.55% from 4.66% on a MOM basis.

# Pension Nourish Fund

SFIN No.ULIF00604/03/03BSLNOURISH109

## About The Fund

Date of Inception: 12-Mar-03

**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.

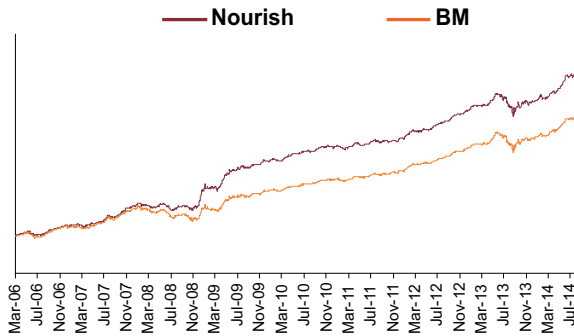
**STRATEGY:** To invest in fixed income securities with marginal exposure to equity up to 10% at low level of risk. This fund is suitable for those who want to protect their capital and earn steady return on investment through higher exposure to debt securities.

NAV as on 31st July 2014: ₹ 24.30

**BENCHMARK:** BSE 100 & Crisil Composite Bond Index & Crisil Liquid Fund Index

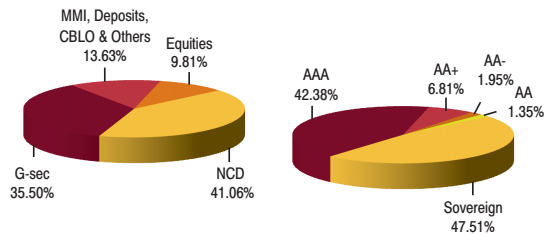
Asset held as on 31st July 2014: ₹ 13.22 Cr

**FUND MANAGER:** Mr. Praful Kumar (Equity), Mr. Ajit Kumar PPB (Debt)



## Asset Allocation

## Rating Profile



## SECURITIES

### GOVERNMENT SECURITIES

8.33% Government Of India 2026  
8.28% Government Of India 2027  
8.3% Government Of India 2040  
8.15% Government Of India 2022  
7.16% Government Of India 2023

### CORPORATE DEBT

9.81% Power Finance Corpn. Ltd. 2018  
7.6% Housing Development Finance Corpn. Ltd. 2017  
9.95% Food Corporation Of India 2022  
10.1% HDB Financial Services Ltd 2015  
9.6% L&T Finance Ltd. 2016  
10.7% Indian Railway Finance Corpn. Ltd. 2023  
11.95% Housing Development Finance Corpn. Ltd. 2018  
9.74% Tata Sons Ltd. 2024  
9.5% Housing Development Finance Corpn. Ltd. 2017  
8.9% Steel Authority Of India Ltd. 2019  
Other Corporate Debt

### Equity

ITC Ltd.  
HDFC Bank Ltd.  
ICICI Bank Ltd.  
Reliance Industries Ltd.  
Larsen & Toubro Ltd.  
Tata Consultancy Services Ltd.  
Infosys Ltd.  
State Bank Of India  
Housing Development Finance Corpn. Ltd.  
Oil And Natural Gas Corpn. Ltd.  
Other Equity

### MMI, Deposits, CBLO & Others

## Holding

### 35.50%

14.64%  
7.27%  
5.42%  
4.75%  
3.41%

### 41.06%

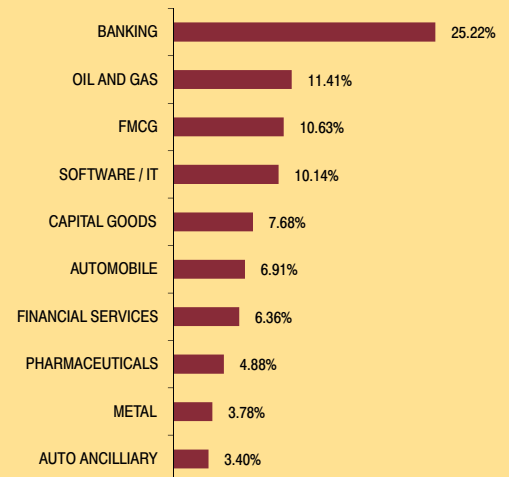
4.61%  
4.36%  
3.92%  
3.82%  
3.79%  
2.50%  
2.47%  
2.34%  
2.29%  
2.23%  
8.74%

### 9.81%

0.73%  
0.63%  
0.53%  
0.42%  
0.37%  
0.36%  
0.36%  
0.34%  
0.34%  
0.33%  
5.41%

### 13.63%

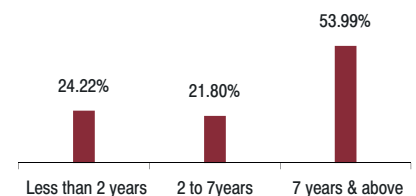
## Top 10 Sectoral Allocation



## Maturity (in years)

8.46

## Maturity Profile



## Fund Update:

Exposure to Equities has slightly decreased to 9.81% from 10.04% while that to MMI has slightly increased to 13.63% from 13.39% on a MOM basis.

# Pension Growth Fund

SFIN No.ULIF00504/03/03BSLIGROWTH109



## About The Fund

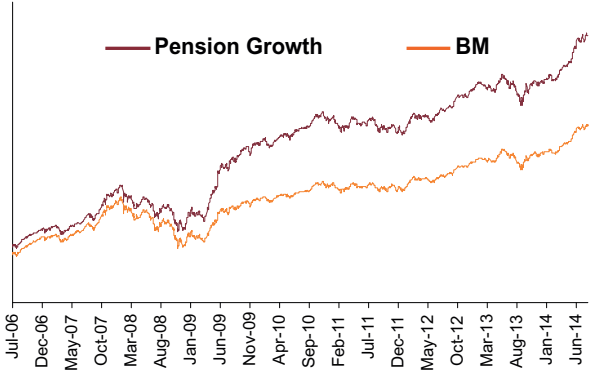
Date of Inception: 18-Mar-03

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

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

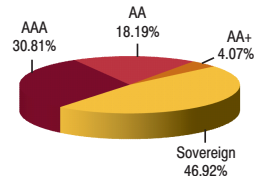
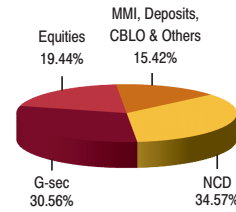
**NAV as on 31st July 2014:** ₹ 30.45 **BENCHMARK:** BSE 100 & Crisil Composite Bond Index & Crisil Liquid Fund Index

**Asset held as on 31st July 2014:** ₹ 37.81 Cr **FUND MANAGER:** Mr. Devendra Singhvi



## Asset Allocation

## Rating Profile



## SECURITIES

## Holding

### GOVERNMENT SECURITIES

30.56%

|       |                             |      |
|-------|-----------------------------|------|
| 8.33% | Government Of India         | 2026 |
| 8.83% | Government Of India         | 2023 |
| 8.2%  | Government Of India         | 2022 |
| 7.95% | Government Of India         | 2032 |
| 8.79% | Government Of India         | 2021 |
| 8.15% | Government Of India         | 2022 |
| 8.28% | Government Of India         | 2032 |
| 7.46% | Government Of India         | 2017 |
| 8.97% | Government Of India         | 2030 |
| 5.64% | Government Of India         | 2019 |
|       | Other Government Securities |      |

|       |
|-------|
| 6.40% |
| 5.33% |
| 3.47% |
| 2.83% |
| 2.65% |
| 2.55% |
| 1.90% |
| 1.80% |
| 1.35% |
| 1.07% |
| 1.22% |

### CORPORATE DEBT

34.57%

|       |   |      |
|-------|---|------|
| 9.2%  | Power Grid Corpn. Of India Ltd.               | 2020 |
| 9.02% | Rural Electrification Corpn. Ltd.             | 2022 |
| 9.9%  | Cholamandalam Investment And Finance Co. Ltd. | 2016 |
| 9.95% | Family Credit Limited                         | 2016 |
| 9.4%  | National Bank For Agri. And Rural Development | 2016 |
| 9.6%  | L&T Finance Ltd.                              | 2016 |
| 9.3%  | State Bank Of India                           | 2021 |
| 9.65% | Cholamandalam Investment And Finance Co. Ltd. | 2018 |
| 9.55% | Hindalco Industries Ltd.                      | 2022 |
| 9.48% | Rural Electrification Corpn. Ltd.             | 2021 |
|       | Other Corporate Debt                          |      |

|       |
|-------|
| 5.27% |
| 5.22% |
| 3.98% |
| 2.66% |
| 2.66% |
| 2.65% |
| 2.65% |
| 2.63% |
| 2.59% |
| 2.14% |
| 2.14% |

### Equity

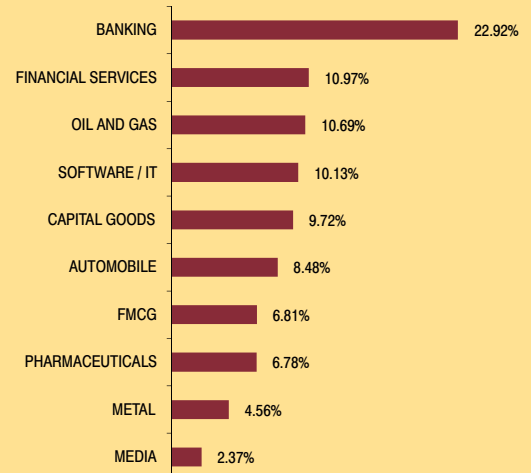
19.44%

|       |
|-------|
| 1.32% |
| 1.27% |
| 1.25% |
| 1.14% |
| 1.12% |
| 0.95% |
| 0.78% |
| 0.76% |
| 0.66% |
| 0.65% |
| 9.54% |

### MMI, Deposits, CBLO & Others

15.42%

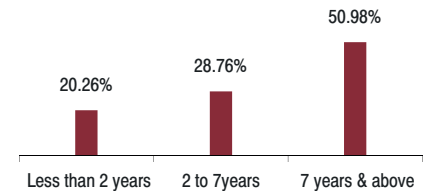
## Top 10 Sectoral Allocation



## Maturity (in years)

7.11

## Maturity Profile



## Fund Update:

Exposure to Equities has slightly increased to 19.44% from 18.95% while that to MMI has decreased to 15.42% from 16.08% on a MOM basis.



# Pension Enrich Fund

SFIN No.ULIF00404/03/03BSLIENRICH109

## About The Fund

Date of Inception: 12-Mar-03

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

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

NAV as on 31st July 2014:

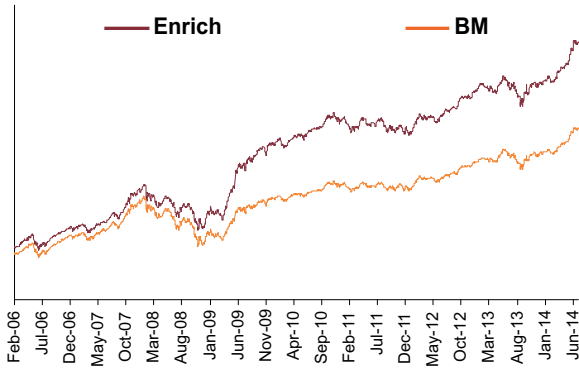
₹ 35.85

**BENCHMARK:** BSE 100 & Crisil Composite Bond Index & Crisil Liquid Fund Index

Asset held as on 31st July 2014:

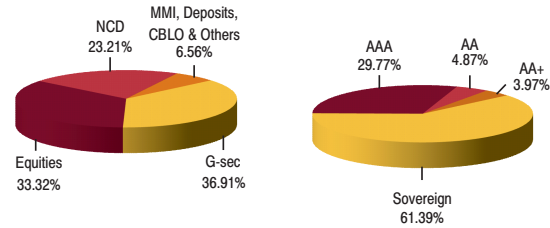
₹ 168.90 Cr

**FUND MANAGER:** Mr. Dhrumil Shah (Equity), Mr. Ajit Kumar PPB (Debt)



## Asset Allocation

## Rating Profile



## SECURITIES

### GOVERNMENT SECURITIES

|       |                     |      |
|-------|---------------------|------|
| 8.33% | Government Of India | 2026 |
| 8.83% | Government Of India | 2023 |
| 8.28% | Government Of India | 2027 |
| 7.16% | Government Of India | 2023 |
| 8.3%  | Government Of India | 2042 |
| 9.15% | Government Of India | 2024 |
| 8.32% | Government Of India | 2032 |

### CORPORATE DEBT

|        |   |      |
|--------|---|------|
| 8.9%   | Steel Authority Of India Ltd.                 | 2019 |
| 9.81%  | Power Finance Corpn. Ltd.                     | 2018 |
| 9.95%  | Food Corporation Of India                     | 2022 |
| 9.5%   | Housing Development Finance Corpn. Ltd.       | 2017 |
| 9.18%  | Housing Development Finance Corpn. Ltd.       | 2018 |
| 9.24%  | Rural Electrification Corpn. Ltd.             | 2018 |
| 9.55%  | Hindalco Industries Ltd.                      | 2022 |
| 10.15% | Kotak Mahindra Prime Ltd.                     | 2017 |
| 9.9%   | Cholamandalam Investment And Finance Co. Ltd. | 2016 |
| 9.65%  | Kotak Mahindra Prime Ltd.                     | 2016 |
|        | Other Corporate Debt                          |      |

### Equity

|   |        |
|---|--------|
| ICICI Bank Ltd.                         | 1.97%  |
| ITC Ltd.                                | 1.91%  |
| HDFC Bank Ltd.                          | 1.76%  |
| Housing Development Finance Corpn. Ltd. | 1.50%  |
| Reliance Industries Ltd.                | 1.42%  |
| Tata Consultancy Services Ltd.          | 1.32%  |
| Larsen & Toubro Ltd.                    | 1.28%  |
| Maruti Suzuki India Ltd.                | 1.27%  |
| State Bank Of India                     | 1.09%  |
| Infosys Ltd.                            | 1.07%  |
| Other Equity                            | 18.72% |

### MMI, Deposits, CBLO & Others

6.56%

## Holding

36.91%

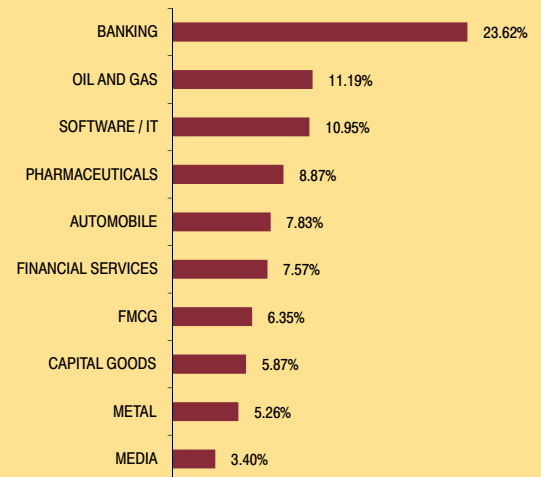
|       |
|-------|
| 9.17% |
| 7.45% |
| 7.12% |
| 6.42% |
| 3.96% |
| 1.65% |
| 1.14% |

23.21%

|       |
|-------|
| 2.91% |
| 2.23% |
| 1.84% |
| 1.79% |
| 1.77% |
| 1.77% |
| 1.74% |
| 1.20% |
| 1.19% |
| 1.19% |
| 5.58% |

33.32%

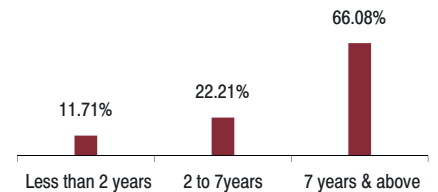
## Top 10 Sectoral Allocation



## Maturity (in years)

9.57

## Maturity Profile



## Fund Update:

Exposure to Equities has decreased to 33.32% from 35.15% while that to MMI has slightly increased to 6.56% from 6.29% on a MOM basis.