

as on 31st July 2015

Market Outlook	Pg 1
Investment Performance	Pg 3
Assure Fund	Pg 5
Income Advantage Fund	Pg 6
Protector Fund	Pg 7
Builder Fund	Pg 8
Balancer Fund	Pg 9
Enhancer Fund	Pg 10
Creator Fund	Pg 11
Magnifier Fund	Pg 12
Maximiser Fund	Pg 13
Super 20 Fund	Pg 14
Multiplier Fund	Pg 15
Pure Equity	Pg 16
Liquid Plus	Pg 17
Value & Momentum	Pg 18
Platinum Plus I Fund	Pg 19
Platinum Plus II Fund	Pg 20
Platinum Plus III Fund	Pg 21
Platinum Plus IV Fund	Pg 22
Platinum Premier Fund	Pg 23
Platinum Advantage Fund	Pg 24
Foresight Single Pay	Pg 25
Foresight 5 Pay	Pg 26
Titanium I Fund	Pg 27
Titanium II Fund	Pg 28
Titanium III Fund	Pg 29
Pension Nourish Fund	Pg 30
Pension Growth Fund	Pg 31
Pension Enrich Fund	Pg 32

Economy Review

We saw a positive recovery in the Indian markets in the month of July 2015.

On the domestic front, the Indian government announced capital infusion in PSU banks in the next three years which will be a great positive for banking. The first quarter results declared by Indian companies were mixed. On the political front, due to certain controversies, the monsoon session of parliament seems to be unproductive. Key bills like the GST bill and land acquisition bill are still pending to be passed. Globally, we saw completion of Greece's deal with the European Union and Iran's nuclear deal with six major countries including India.

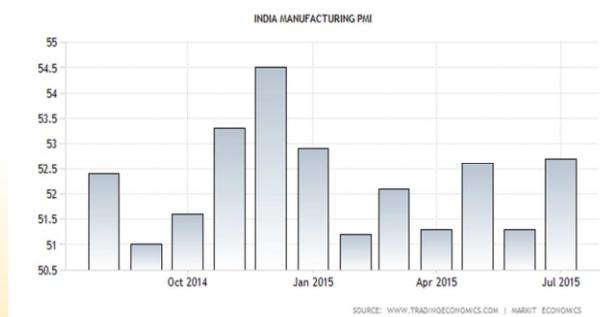
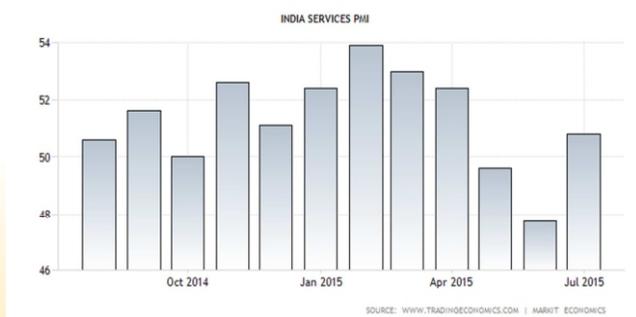
After a spell of heavy rainfall in June, monsoons moderated for the month of July-15. Cumulative rainfall for the country as a whole for the month of July was 84 per cent of long term average. Despite the apprehension of adverse monsoon, food inflation has not spiked.



Inflation moved up from 5.01 percent in May-15 to 5.4 percent June-2015. We can expect inflation to move up in case of a deficient monsoon in short-term. However on a medium term basis, broad disinflationary trend is expected to persist.

The government is front loading spending, with roads, railways, defense and power being the key focus areas. There is growth in MHCV sales and uptick in cement production. However, exports continue to underperform and remain a major drag, besides weakness in rural demand. Government's efforts to de-bottleneck investments and kick-start industrial growth have started to show initial results and we are witnessing initial positive signals in industrial growth, notably in capital goods. We remain positive on industrial sector and believe that impact of lower interest rates and government's focus on industrial sector revival has gradually started reviving activity.

Both services PMI and manufacturing PMI for the month of July-15 improved from June-15.



A PMI reading above 50 indicates expansion while one below it implies contraction.

Outlook for Equities

The Indian stock market gained 1.2 percent for the month. FIIs bought \$875 in the July-2015. Cumulatively, they are net buyers of \$7.1 bn for the year 2015. Domestic institutions bought \$113mn in June taking their annual tally for 2015 to \$4.3bn.

Equities do not look expensive with the Sensex currently at 14.5 multiple of FY17 earnings. We expect significant gains for long-term investors.



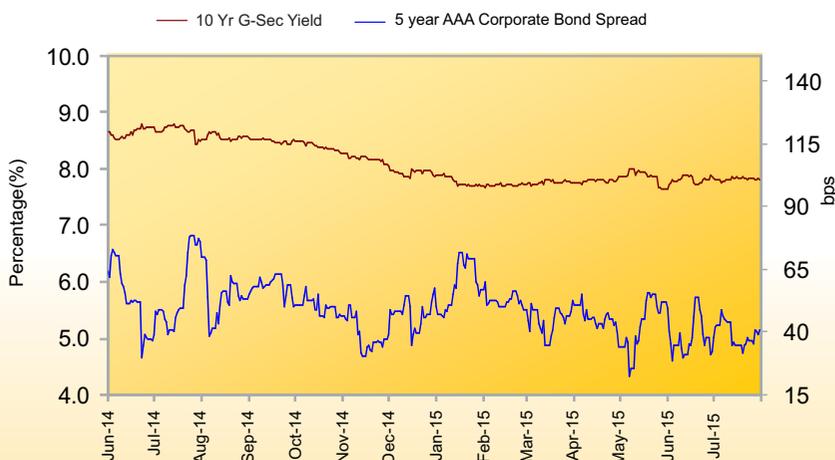
INDEX	31-Jul-15	30-Jun-15	% Change
Nifty	8532.85	8368.50	1.96%
Sensex	28114.56	27780.83	1.20%
BSE 100	8653.31	8464.09	2.24%
Dow Jones	17689.86	17619.51	0.40%
Nikkei	20585.24	20235.73	1.73%
Hang Seng	24636.28	26250.03	-6.15%
Nasdaq	5128.28	4986.87	2.84%

Outlook for Debt

The 10 year bond yield moved from 7.86 percent to 7.81 percent in the month of July-2015.

Structural liquidity is however at comfortable levels. We expect 10 year G-sec yield to be in the range of 7.75 percent to 8 percent. The corporate bond yields are expected to trail the G-sec market with a spread of 35-40 basis points.

We believe, the yield on the 10 year government bond will ease in FY-16. This will result in significant gains for our investors in debt funds.



Key Indices	31-Jul-15	30-Jun-15	% Change
10 year G-Sec	7.81%	7.86%	-0.64%
5 Year G-Sec	7.94%	8.06%	-1.51%
91 Day T Bill	7.43%	7.64%	-2.83%
364 day T-Bill	7.58%	7.71%	-1.72%
MIBOR	7.66%	8.00%	-4.44%
Call Rates	7.01%	7.04%	-0.43%

Performance at a Glance as on 31st July 2015



Individual Funds

Figures in percentage (%)

Returns	Period	Assure	BM	Income Advantage	BM	Protector	BM	Builder	BM
Absolute Return	1 month	0.86%	0.77%	1.39%	1.04%	1.41%	1.15%	1.71%	1.25%
	3 months	2.00%	1.78%	1.00%	1.43%	1.53%	1.66%	2.13%	1.88%
	6 months	3.88%	3.52%	1.70%	2.67%	1.87%	2.15%	2.22%	1.64%
	1 Year	8.78%	8.48%	11.54%	9.84%	12.09%	9.91%	13.53%	9.97%
CAGR	2 Years	9.37%	8.96%	10.03%	9.30%	12.02%	10.46%	14.28%	11.62%
	3 Years	9.14%	8.19%	8.98%	8.03%	9.96%	8.90%	11.88%	9.75%
	4 Years	9.19%	8.25%	9.25%	8.17%	9.33%	8.50%	10.45%	8.80%
	5 Years	8.75%	7.78%	8.68%	7.58%	8.38%	7.74%	9.14%	7.87%
	Since Inception	9.27%	7.51%	10.69%	7.66%	8.62%	6.43%	10.53%	7.41%

Returns	Period	Balancer	BM	Enhancer	BM	Creator	BM	Magnifier	BM
Absolute Return	1 month	1.72%	1.28%	1.47%	1.33%	2.07%	1.53%	2.23%	1.82%
	3 months	2.36%	1.92%	2.42%	2.03%	2.98%	2.45%	5.40%	3.28%
	6 months	1.94%	1.23%	1.76%	0.97%	0.62%	-0.10%	1.48%	-2.17%
	1 Year	13.17%	9.68%	11.93%	9.70%	14.98%	9.73%	15.80%	9.02%
CAGR	2 Years	15.08%	11.88%	14.22%	12.46%	19.01%	14.73%	24.97%	18.82%
	3 Years	12.17%	9.87%	11.52%	10.28%	14.64%	11.93%	18.78%	14.91%
	4 Years	10.62%	8.64%	9.77%	8.78%	11.25%	9.28%	12.29%	9.85%
	5 Years	9.35%	7.64%	8.36%	7.70%	9.41%	7.85%	9.66%	7.83%
	Since Inception	10.45%	7.40%	11.75%	8.39%	13.04%	10.17%	14.36%	7.25%

Returns	Period	Maximiser	BM	Super 20	BM	Multiplier	BM	Pure Equity	Liquid Plus	BM	Value Momentum	BM
Absolute Return	1 month	2.31%	1.95%	1.49%	1.03%	5.74%	4.90%	3.83%	0.63%	0.58%	5.10%	1.95%
	3 months	4.47%	3.43%	4.12%	3.52%	8.34%	7.19%	8.26%	1.90%	1.79%	6.47%	3.43%
	6 months	0.28%	-2.81%	-1.00%	-3.58%	8.39%	3.85%	6.04%	3.83%	3.63%	0.71%	-2.82%
	1 Year	17.14%	9.15%	12.98%	7.05%	34.53%	23.02%	28.40%	8.04%	7.51%	15.43%	9.15%
CAGR	2 Years	28.32%	19.99%	23.87%	17.72%	48.26%	35.87%	35.30%	8.42%	8.23%	36.17%	19.99%
	3 Years	19.63%	15.67%	18.90%	15.17%	28.28%	20.88%	27.14%	8.32%	7.83%	19.80%	15.67%
	4 Years	11.81%	10.00%	13.57%	9.69%	18.83%	12.27%	-	-	-	-	-
	5 Years	8.82%	7.77%	11.33%	7.92%	13.78%	8.64%	-	-	-	-	-
	Since Inception	10.42%	7.85%	13.74%	10.18%	11.80%	6.83%	24.44%	8.06%	7.88%	17.26%	14.04%

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	-
Super 20	BSE Sensex	-
Multiplier	CNX Midcap	-
Pure Equity	-	-
Liquid Plus	-	-
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
ULIF01723/06/09BSLSUPER20109
ULIF01217/10/07BSLINMULTI109
ULIF02807/10/11BSLLIPLUS109
ULIF02707/10/11BSLIPUREEQ109
ULIF02907/10/11BSLIVALUEM109

Disclaimer:

This document is issued by BSLI. While all reasonable care has been taken in preparing this document, no responsibility or liability is accepted for errors of fact or for any opinion expressed herein. This document is for information purposes only. It does not constitute any offer, recommendation or solicitation to any person to enter into any transaction or adopt any investment strategy, nor does it constitute any prediction of likely future movements in NAVs. Past performance is not necessarily indicative of future performance. We have reviewed the report, and in so far as it includes current or historical information, it is believed to be reliable though its accuracy or completeness cannot be guaranteed. Neither Birla Sun Life Insurance Company Limited, nor any person connected with it, accepts any liability arising from the use of this document. You are advised to make your own independent judgment with respect to any matter contained herein. The investment risk in investment portfolio is borne by the policyholder. The name of the funds do not in any way indicate their quality, future prospects or returns. The premium paid in unit linked life insurance policies are subject to investment risk associated with capital markets and the unit price of the units may go up or down based on the performance of investment fund and factors influencing the capital market and the policyholder is responsible for his/her decisions Insurance is the subject matter of solicitation.

BEWARE OF SPURIOUS PHONE CALLS AND FICTITIOUS/FRAUDULENT OFFERS: IRDA clarifies to public that IRDA or its officials do not involve in activities like sale of any kind of insurance or financial products nor invest premiums. IRDA does not announce any bonus. Public receiving such phone calls are requested to lodge a police complaint along with details of phone call, number.

Performance at a Glance as on 31st July 2015



Guaranteed Nav Funds

Figures in percentage (%)

Returns	Period	Platinum Plus	Platinum Plus II	Platinum Plus III	Platinum Plus IV	Platinum Premier
Absolute Return	1 month	1.74%	1.78%	1.90%	2.00%	1.59%
	3 months	3.55%	3.54%	3.82%	3.93%	3.13%
	6 months	1.17%	0.62%	0.23%	0.00%	-0.82%
	1 Year	12.35%	13.51%	13.35%	13.48%	13.12%
CAGR	2 Years	19.54%	21.10%	21.12%	21.69%	22.02%
	3 Years	14.94%	15.94%	16.45%	16.55%	17.05%
	4 Years	9.57%	10.03%	10.43%	10.32%	10.76%
	5 Years	8.30%	9.00%	9.18%	9.43%	9.34%
	Since Inception	7.38%	13.92%	10.86%	9.44%	10.12%

Returns	Period	Platinum Advantage	Foresight - Single Pay	Foresight - 5 Pay	Titanium I	Titanium II	Titanium III
Absolute Return	1 month	1.58%	1.93%	1.57%	2.29%	2.22%	2.38%
	3 months	2.99%	3.64%	2.79%	4.38%	4.19%	5.16%
	6 months	-1.31%	-0.91%	0.10%	-0.04%	-0.53%	-0.21%
	1 Year	13.30%	12.00%	11.69%	14.28%	14.11%	14.33%
CAGR	2 Years	23.65%	22.10%	17.78%	21.77%	21.50%	19.17%
	3 Years	18.36%	17.89%	14.28%	16.66%	16.43%	14.76%
	4 Years	12.60%	12.29%	9.47%	11.20%	11.27%	10.77%
	5 Years	-	-	-	10.07%	10.05%	8.12%
	Since Inception	8.66%	11.05%	8.60%	9.97%	9.94%	8.05%

Pension Funds

Figures in percentage (%)

Returns	Period	Pension - Nourish	BM	Pension Growth	BM	Pension - Enrich	BM
Absolute Return	1 month	1.50%	1.15%	1.80%	1.25%	2.01%	1.38%
	3 months	1.78%	1.66%	2.00%	1.88%	2.35%	2.13%
	6 months	1.99%	2.15%	1.66%	1.64%	1.43%	0.71%
	1 Year	12.38%	9.91%	12.53%	9.97%	14.33%	9.71%
CAGR	2 Years	11.95%	10.46%	13.93%	11.62%	16.45%	13.03%
	3 Years	9.89%	8.90%	11.40%	9.75%	12.78%	10.70%
	4 Years	9.21%	8.50%	9.99%	8.80%	10.48%	8.91%
	5 Years	8.24%	7.74%	8.79%	7.87%	8.98%	7.74%
	Since Inception	8.44%	6.43%	10.46%	7.41%	12.06%	8.66%

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	
Foresight - Single Pay	-	-	ULIF02610/02/11BSLFSITSP1109	
Foresight - 5 Pay	-	-	ULIF02510/02/11BSLFSIT5P1109	
Titanium I	-	-	ULIF01911/12/09BSLITITAN1109	
Titanium II	-	-	ULIF02011/12/09BSLITITAN2109	
Titanium III	-	-	ULIF02111/12/09BSLITITAN3109	
Pension Nourish	BSE 100	Crisil Composite Bond Index	Crisil Liquid Fund Index	ULIF00604/03/03BSLNOURISH109
Pension Growth	BSE 100	Crisil Composite Bond Index	Crisil Liquid Fund Index	ULIF00504/03/03BSLIGROWTH109
Pension Enrich	BSE 100	Crisil Composite Bond Index	Crisil Liquid Fund Index	ULIF00404/03/03BSLIENRICH109

Disclaimer:

This document is issued by BSLI. While all reasonable care has been taken in preparing this document, no responsibility or liability is accepted for errors of fact or for any opinion expressed herein. This document is for information purposes only. It does not constitute any offer, recommendation or solicitation to any person to enter into any transaction or adopt any investment strategy, nor does it constitute any prediction of likely future movements in NAVs. Past performance is not necessarily indicative of future performance. We have reviewed the report, and in so far as it includes current or historical information, it is believed to be reliable though its accuracy or completeness cannot be guaranteed. Neither Birla Sun Life Insurance Company Limited, nor any person connected with it, accepts any liability arising from the use of this document. You are advised to make your own independent judgment with respect to any matter contained herein. The investment risk in investment portfolio is borne by the policyholder. The name of the funds do not in any way indicate their quality, future prospects or returns. The premium paid in unit linked life insurance policies are subject to investment risk associated with capital markets and the unit price of the units may go up or down based on the performance of investment fund and factors influencing the capital market and the policyholder is responsible for his/her decisions Insurance is the subject matter of solicitation.

BEWARE OF SPURIOUS PHONE CALLS AND FICTITIOUS/FRAUDULENT OFFERS: IRDA clarifies to public that IRDA or its officials do not involve in activities like sale of any kind of insurance or financial products nor invest premiums. IRDA does not announce any bonus. Public receiving such phone calls are requested to lodge a police complaint along with details of phone call, number.

Assure Fund

SFIN No.ULIF01008/07/05BSLIASSURE109



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.

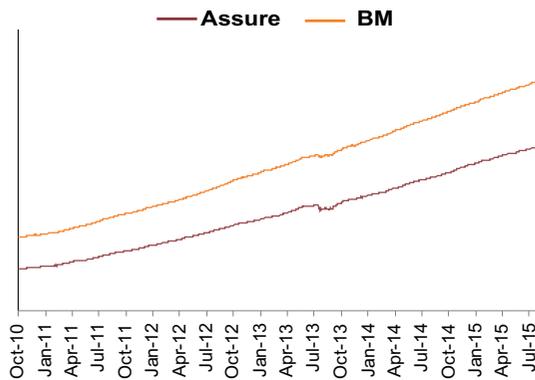
STRATEGY: Generate better return with low level of risk through investment into fixed interest securities having short-term maturity profile.

NAV as on 31st July 2015: ₹ 24.02

BENCHMARK: CRISIL Short Term Bond Index

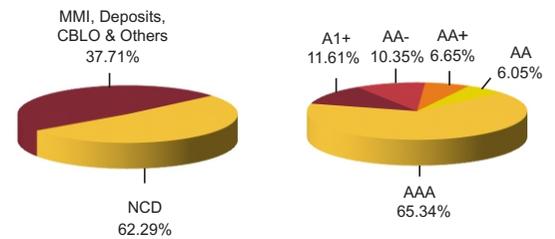
Asset held as on 31st July 2015: ₹ 171.07 Cr

FUND MANAGER: Mr. Ajit Kumar PPB



Asset Allocation

Rating Profile



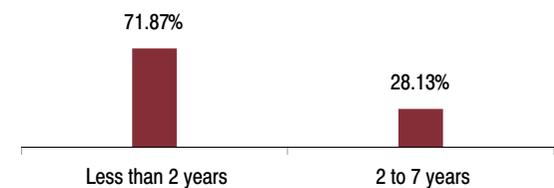
Maturity (in years)

1.70

Yield to Maturity :

8.61%

Maturity Profile



SECURITIES

CORPORATE DEBT

9.81%	Power Finance Corpn. Ltd. 2018
9.16%	HDB Financial Services Ltd 2016
8.6%	Bharat Aluminium Company Limited 2016
10.18%	LIC Housing Finance Ltd. 2016
9.63%	Rural Electrification Corpn. Ltd. 2019
8.95%	Power Finance Corpn. Ltd. 2018
8.97%	Rural Electrification Corpn. Ltd. 2016
8.5%	NHPC Ltd. 2019
8.99%	Tata Capital Financial Services Limited 2017
8.58%	Housing Development Finance Corpn. Ltd. 2018
	Other Corporate Debt

Holding

62.29%

5.66%
4.64%
4.37%
3.33%
3.04%
2.97%
2.95%
2.94%
2.93%
2.93%
26.55%

MMI, Deposits, CBLO & Others

37.71%

Fund Update:

The average maturity of the fund has slightly increased to 1.70 years from 1.40 years in the previous month. Assure fund continues to be predominantly invested in highest rated fixed income instruments.

Income Advantage Fund

SFIN No.ULIF01507/08/08BSLIINCADV109



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.

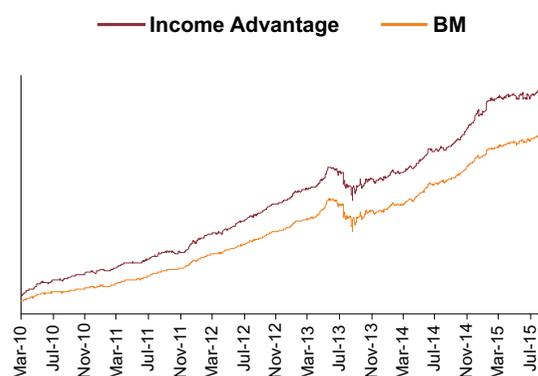
STRATEGY: To actively manage the fund by building a portfolio of fixed income instruments with medium term duration. The fund will invest in government securities, high rated corporate bonds, high quality money market instruments and other fixed income securities. The quality of the assets purchased 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 2015: ₹ 20.25

BENCHMARK: Crisil Composite Bond index & Crisil Liquid Fund Index

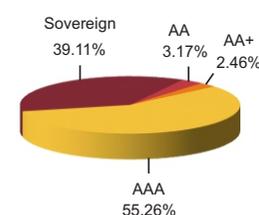
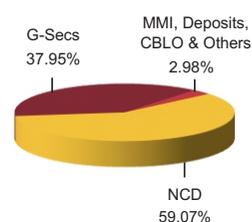
Asset held as on 31st July 2015: ₹ 531.21 Cr

FUND MANAGER: Mr. Ajit Kumar PPB



Asset Allocation

Rating Profile



SECURITIES

GOVERNMENT SECURITIES

7.72%	Government Of India	2025
7.88%	Government Of India	2030
8.4%	Government Of India	2024
8.24%	Government Of India	2033
8.6%	Government Of India	2028
9.15%	Government Of India	2024
8.17%	Government Of India	2044
8.2%	Government Of India	2025
8.15%	Government Of India	2022
8.83%	Government Of India	2041
	Other Government Securities	

Holding

37.95%

Maturity (in years)

11.12

Yield to Maturity :

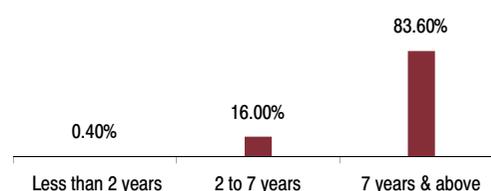
8.26%

CORPORATE DEBT

8.37%	National Bank For Agri. And Rural Development	2020
8.48%	Power Finance Corpn. Ltd.	2024
8.3%	Rural Electrification Corpn. Ltd.	2025
8.23%	Rural Electrification Corpn. Ltd.	2025
9.05%	Petronet LNG Ltd.	2019
8.4%	Nuclear Power Corpn. Of India Ltd.	2029
8.4%	Nuclear Power Corpn. Of India Ltd.	2027
8.4%	Nuclear Power Corpn. Of India Ltd.	2026
8.72%	Kotak Mahindra Bank Ltd.	2022
8.39%	Power Finance Corpn. Ltd.	2025
	Other Corporate Debt	

59.07%

Maturity Profile



MMI, Deposits, CBLO & Others

2.98%

Fund Update:

Exposure to G-secs has decreased to 37.95% to 42.20% and to MMI has decreased to 2.98% from 4.87% on a MOM basis.

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

Protector Fund

SFIN No.ULIF00313/03/01BSLPROTECT109



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.

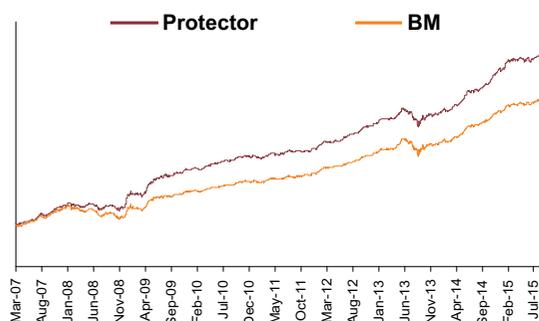
STRATEGY: To invest in fixed income securities with marginal exposure to equity up to 10% at low level of risk. This fund is suitable for those who want to protect their capital and earn steady return on investment through higher exposure to debt securities

NAV as on 31st July 2015: ₹ 32.80

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

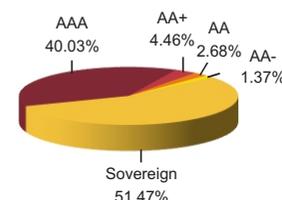
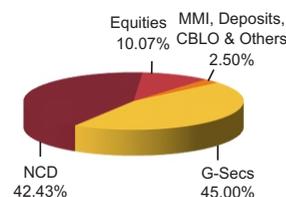
Asset held as on 31st July 2015: ₹ 418.48 Cr

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



Asset Allocation

Rating Profile



SECURITIES

GOVERNMENT SECURITIES

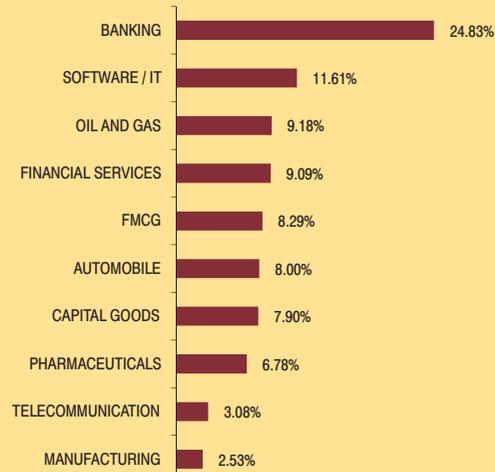
8.33%	Government Of India	2026
8.83%	Government Of India	2023
7.16%	Government Of India	2023
9.23%	Government Of India	2043
7.5%	Government Of India	2034
8.15%	Government Of India	2022
8.28%	Government Of India	2027
8.24%	Government Of India	2027
8.79%	Government Of India	2021
7.95%	Government Of India	2032
	Other Government Securities	

Holding

45.00%

12.76%
6.25%
2.95%
2.69%
2.33%
2.16%
1.82%
1.77%
1.61%
1.53%
9.14%

Top 10 Sectoral Allocation



CORPORATE DEBT

2%	Tata Steel Ltd.	2022
9.57%	Indian Railway Finance Corpn. Ltd.	2021
10.85%	Rural Electrification Corpn. Ltd.	2018
8.9%	Steel Authority Of India Ltd.	2019
11.25%	Power Finance Corpn. Ltd.	2018
9.61%	Power Finance Corpn. Ltd.	2021
9.4%	Rural Electrification Corpn. Ltd.	2021
9.25%	Power Grid Corpn. Of India Ltd.	2021
9.32%	Power Finance Corpn. Ltd.	2019
8.88%	Export Import Bank Of India	2022
	Other Corporate Debt	

42.43%

2.70%
2.54%
2.53%
1.95%
1.58%
1.26%
1.25%
1.24%
1.23%
1.23%
24.93%

Maturity (in years)

8.51

Yield to Maturity :

8.29%

EQUITY

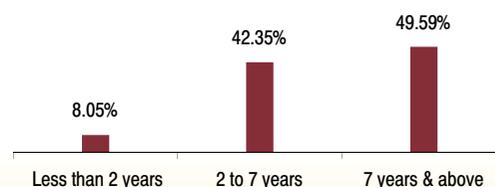
HDFC Bank Ltd.	0.74%
Infosys Ltd.	0.65%
ICICI Bank Ltd.	0.51%
ITC Ltd.	0.50%
Larsen And Toubro Ltd.	0.48%
Housing Development Finance Corpn. Ltd.	0.46%
Reliance Industries Ltd.	0.45%
Axis Bank Ltd.	0.37%
State Bank Of India	0.35%
Tata Motors Ltd.	0.30%
Other Equity	5.26%

10.07%

MMI, Deposits, CBLO & Others

2.50%

Maturity Profile



Fund Update:

Exposure to G-secs has slightly increased to 45.00% to 46.24% and to MMI has decreased to 2.50% from 3.00% on a MOM basis.

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

Builder Fund

SFIN No.ULIF00113/03/01BSLBUILDER109



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.

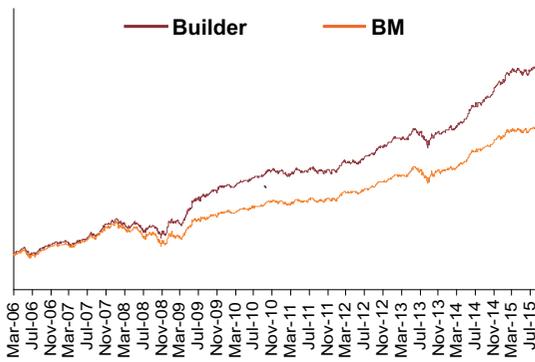
STRATEGY: To generate better return with moderate level of risk through active management of fixed income portfolio and focus on creating long term equity portfolio which will enhance yield of composite portfolio with low level of risk appetite.

NAV as on 31st July 2015: ₹ 42.15

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

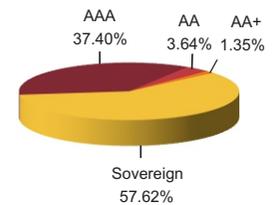
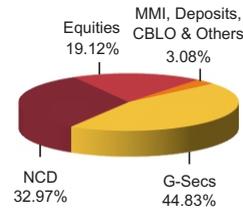
Asset held as on 31st July 2015: ₹ 287.31 Cr

FUND MANAGER: Mr. Dhruvil 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
8.6%	Government Of India	2028
8.79%	Government Of India	2021
7.95%	Government Of India	2032
	Other Government Securities	

Holding

44.83%

6.44%
6.20%
5.75%
5.61%
5.01%
3.54%
2.76%
1.82%
1.62%
1.46%
4.63%

CORPORATE DEBT

8.65%	Rural Electrification Corpn. Ltd.	2019
9.81%	Power Finance Corpn. Ltd.	2018
8.5%	Indian Railway Finance Corpn. Ltd.	2020
8.85%	Axis Bank Ltd.	2024
8.8%	ICICI Home Finance Co. Ltd.	2017
8.5%	NHPC Ltd.	2022
8.9%	Steel Authority Of India Ltd.	2019
8.19%	Indian Railway Finance Corpn. Ltd.	2019
9.057%	L&T Infrastructure Finance Ltd.	2017
9.39%	Power Finance Corpn. Ltd.	2029
	Other Corporate Debt	

32.97%

3.87%
2.90%
1.87%
1.78%
1.75%
1.75%
1.42%
1.40%
1.05%
0.94%
14.26%

EQUITY

	Housing Development Finance Corpn. Ltd.	
	Infosys Ltd.	
	HDFC Bank Ltd.	
	ITC Ltd.	
	Tata Motors Ltd.	
	ICICI Bank Ltd.	
	Larsen And Toubro Ltd.	
	Reliance Industries Ltd.	
	Sun Pharmaceutical Inds. Ltd.	
	Maruti Suzuki India Ltd.	
	Other Equity	

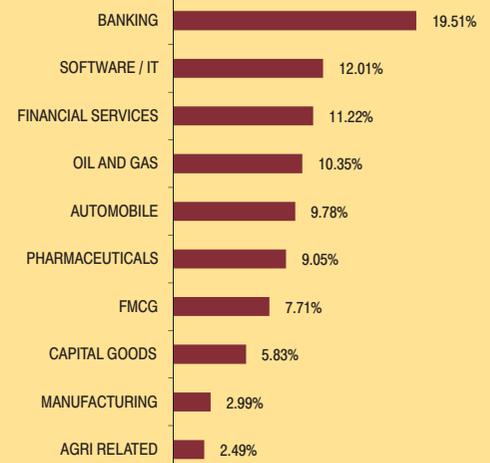
19.12%

1.77%
1.26%
1.10%
0.79%
0.79%
0.70%
0.70%
0.69%
0.66%
0.65%
10.00%

MMI, Deposits, CBLO & Others

3.08%

Top 10 Sectoral Allocation



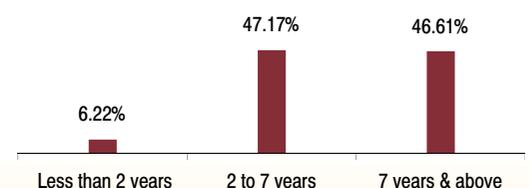
Maturity (in years)

7.78

Yield to Maturity :

8.21%

Maturity Profile



Fund Update:

Exposure to NCD has slightly increased to 32.97% from 32.12% while that to MMI has decreased to 3.08% from 5.06% on a MOM basis.

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

Balancer Fund

SFIN No.ULIF00931/05/05BSLBALANCE109



About The Fund

Date of Inception: 18-Jul-05

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

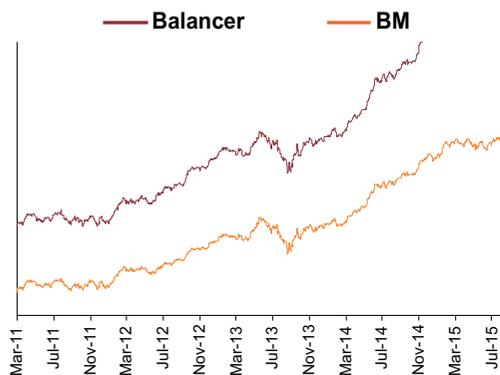
STRATEGY: To invest predominantly in debt securities with an additional exposure to equity, maintaining medium term duration profile of the portfolio.

NAV as on 31st July 2015: ₹ 27.13

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

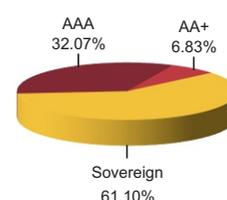
Asset held as on 31st July 2015: ₹ 33.64 Cr

FUND MANAGER: Mr. Sumit Poddar (Equity), Mr. Deven Sangoi (Debt)

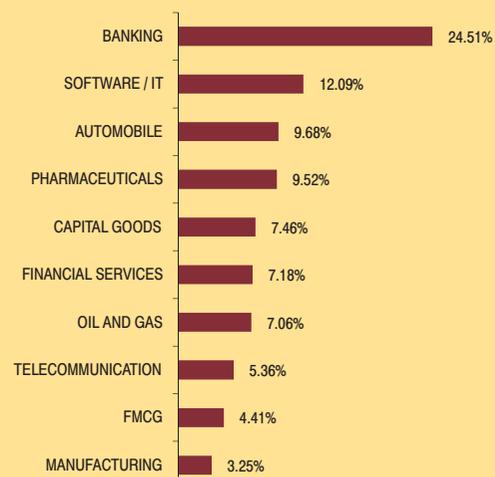


Asset Allocation

Rating Profile



Top 10 Sectoral Allocation



SECURITIES

GOVERNMENT SECURITIES

8.33%	Government Of India 2026
8.2%	Government Of India 2022
8.6%	Government Of India 2028
9.23%	Government Of India 2043
8.32%	Government Of India 2032
7.95%	Government Of India 2032
5.64%	Government Of India 2019
7.46%	Government Of India 2017
8.79%	Government Of India 2021
8.3%	Government Of India 2042
	Other Government Securities

Holding

40.16%

6.05%
5.09%
4.66%
3.72%
3.04%
2.65%
2.64%
2.22%
1.54%
1.53%
7.04%

CORPORATE DEBT

9.39%	Power Finance Corpn. Ltd. 2019
9.6%	L&T Finance Ltd. 2016
9%	Export Import Bank Of India 2019
9.4%	National Bank For Agri. And Rural Development 2016
9.47%	Power Grid Corpn. Of India Ltd. 2022
9.35%	Power Grid Corpn. Of India Ltd. 2021
8.9%	Steel Authority Of India Ltd. 2019
10.85%	Rural Electrification Corpn. Ltd. 2018
11%	Power Finance Corpn. Ltd. 2018
9.36%	Power Finance Corpn. Ltd. 2021
	Other Corporate Debt

25.57%

6.15%
4.49%
3.98%
3.01%
2.34%
1.55%
1.51%
0.95%
0.64%
0.62%
0.32%

Equity

	HDFC Bank Ltd.
	Infosys Ltd.
	Housing Development Finance Corpn. Ltd.
	ICICI Bank Ltd.
	Reliance Industries Ltd.
	Larsen And Toubro Ltd.
	Tata Motors Ltd.
	State Bank Of India
	Axis Bank Ltd.
	Sun Pharmaceutical Inds. Ltd.
	Other Equity

23.69%

1.69%
1.65%
1.42%
1.34%
1.20%
0.99%
0.83%
0.75%
0.73%
0.62%
12.46%

MMI, Deposits, CBLO & Others

10.59%

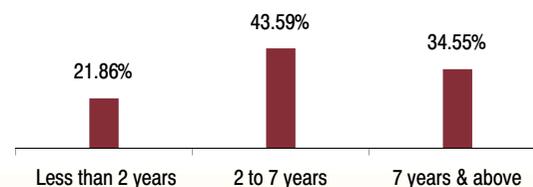
Maturity (in years)

8.63

Yield to Maturity :

8.15%

Maturity Profile



Fund Update:

Exposure to Equities has decreased to 23.69% from 24.19% while that to MMI has increased to 10.59% from 9.47% on a MOM basis.

Enhancer Fund

SFIN No.ULIF00213/03/01BSLENHANCE109



About The Fund

Date of Inception: 22-Mar-01

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

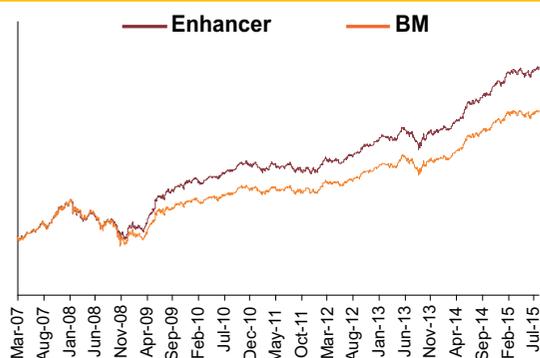
STRATEGY: To earn capital appreciation by maintaining diversified equity portfolio and seek to earn regular return on fixed income portfolio by active management resulting in wealth creation for policyholders.

NAV as on 31st July 2015: ₹ 49.33

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

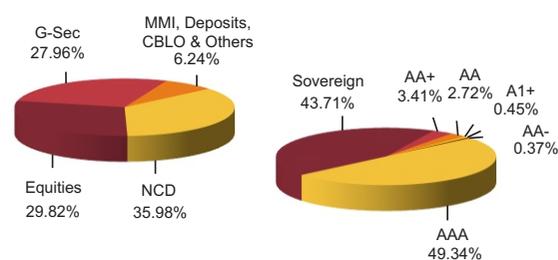
Asset held as on 31st July 2015: ₹ 7019.62 Cr

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



Asset Allocation

Rating Profile



SECURITIES

GOVERNMENT SECURITIES

8.83%	Government Of India	2023
8.6%	Government Of India	2028
9.23%	Government Of India	2043
9.2%	Government Of India	2030
8.33%	Government Of India	2026
8.15%	Government Of India	2022
7.95%	Government Of India	2032
8.2%	Government Of India	2022
7.16%	Government Of India	2023
8.26%	Government Of India	2027
	Other Government Securities	

Holding

27.96%

4.63%
3.91%
2.97%
2.26%
1.47%
1.26%
1.16%
1.06%
0.92%
0.87%
7.45%

CORPORATE DEBT

2%	Tata Steel Ltd.	2022
10.75%	Reliance Industries Ltd.	2018
9.05%	State Bank Of India	2020
9.8%	LIC Housing Finance Ltd.	2017
9.1%	State Bank Of Mysore	2019
8.55%	Indian Railway Finance Corpn. Ltd.	2019
9.48%	Rural Electrification Corpn. Ltd.	2021
10.85%	Punjab National Bank	2023
9.02%	Rural Electrification Corpn. Ltd.	2022
9.15%	Larsen And Toubro Ltd.	2020
	Other Corporate Debt	

35.98%

0.83%
0.83%
0.69%
0.47%
0.44%
0.43%
0.42%
0.41%
0.37%
0.37%
30.74%

Equity

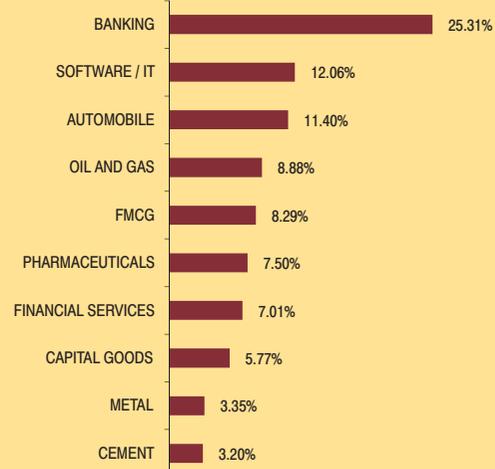
29.82%

2.75%
1.93%
1.88%
1.66%
1.65%
1.58%
1.54%
1.35%
1.22%
1.10%
13.15%

MMI, Deposits, CBLO & Others

6.24%

Top 10 Sectoral Allocation



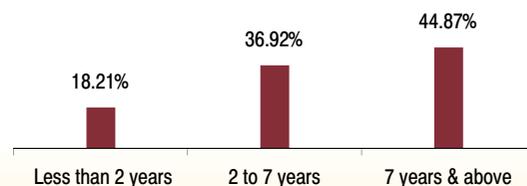
Maturity (in years)

8.25

Yield to Maturity :

8.32%

Maturity Profile



Fund Update:

Exposure to Equities has increased to 29.82% from 27.63% while that to MMI has decreased to 6.24% from 7.66% on a MOM basis.

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

Creator Fund

SFIN No.ULIF00704/02/04BSLCREATOR109



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.

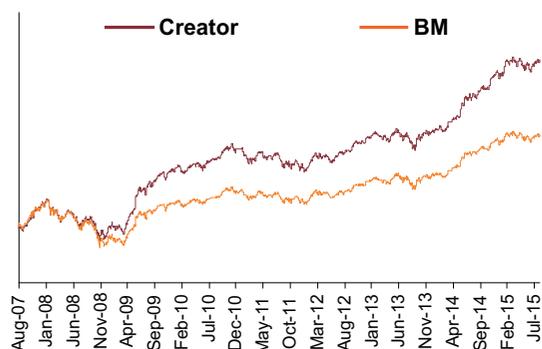
STRATEGY: To ensure capital appreciation by simultaneously investing into fixed income securities and maintaining diversified equity portfolio. Active fund management is carried out to enhance policyholder's wealth in long run.

NAV as on 31st July 2015: ₹ 40.64

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

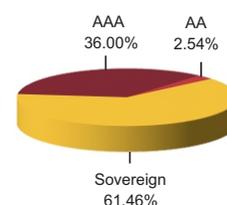
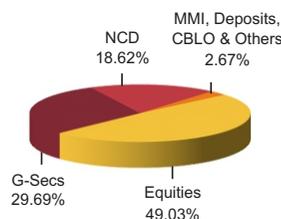
Asset held as on 31st July 2015: ₹ 441.02 Cr

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



Asset Allocation

Rating Profile



SECURITIES

GOVERNMENT SECURITIES

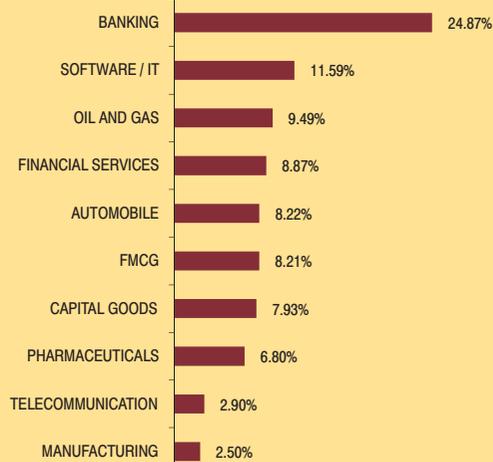
8.83%	Government Of India	2023
9.23%	Government Of India	2043
8.33%	Government Of India	2026
8.28%	Government Of India	2027
8.15%	Government Of India	2022
8.6%	Government Of India	2028
8.2%	Government Of India	2025
8.24%	Government Of India	2027
8.13%	Government Of India	2022
8.28%	Government Of India	2032
	Other Government Securities	

Holding

29.69%

7.36%
5.11%
4.15%
2.88%
2.85%
1.18%
1.14%
0.94%
0.74%
0.69%
2.65%

Top 10 Sectoral Allocation



CORPORATE DEBT

9.4%	Rural Electrification Corpn. Ltd.	2021
11%	Power Finance Corpn. Ltd.	2018
8.85%	Axis Bank Ltd.	2024
8.82%	Rural Electrification Corpn. Ltd.	2023
8.45%	Indian Railway Finance Corpn. Ltd.	2018
8.72%	Kotak Mahindra Bank Ltd.	2022
8.5%	NHPC Ltd.	2023
8.9%	Steel Authority Of India Ltd.	2019
9.39%	Power Finance Corpn. Ltd.	2024
8.95%	HDFC Bank Ltd.	2022
	Other Corporate Debt	

18.62%

4.26%
1.34%
1.16%
1.16%
1.15%
1.14%
1.14%
1.04%
0.84%
0.69%
4.71%

Maturity (in years)

10.46

Yield to Maturity :

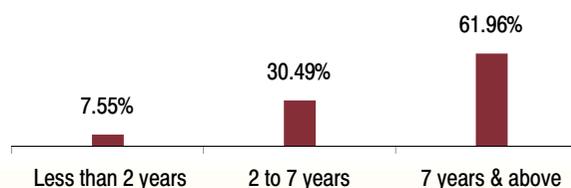
8.20%

EQUITY

49.03%

HDFC Bank Ltd.	3.54%
Infosys Ltd.	3.12%
ICICI Bank Ltd.	2.49%
ITC Ltd.	2.42%
Larsen And Toubro Ltd.	2.39%
Reliance Industries Ltd.	2.35%
Housing Development Finance Corpn. Ltd.	2.30%
Axis Bank Ltd.	1.82%
State Bank Of India	1.72%
Tata Motors Ltd.	1.47%
Other Equity	25.41%

Maturity Profile



MMI, Deposits, CBLO & Others

2.67%

Fund Update:

Exposure to Equities has decreased to 49.03% from 50.01% and to MMI has slightly increased to 2.67% from 2.02% on a MOM basis.

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

Magnifier Fund

SFIN No.ULIF00826/06/04BSLIIMAGNI109



About The Fund

Date of Inception: 12-Aug-04

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

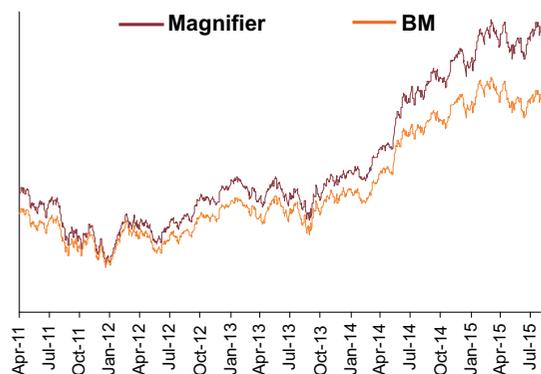
STRATEGY: To invest in high quality equity security to provide long-term capital appreciation with high level of risk. This fund is suitable for those who want to have wealth maximization over long-term period with equity market dynamics.

NAV as on 31st July 2015: ₹ 43.60

BENCHMARK: BSE 100 & Crisil Liquid Fund Index

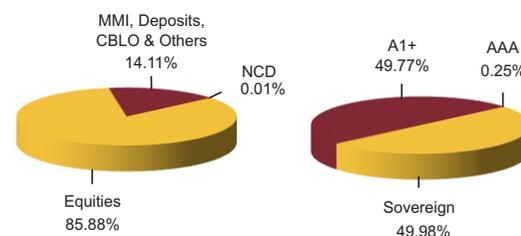
Asset held as on 31st July 2015: ₹ 1176.36 Cr

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



Asset Allocation

Rating Profile



SECURITIES

Holding

Top 10 Sectoral Allocation

CORPORATE DEBT

0.01%

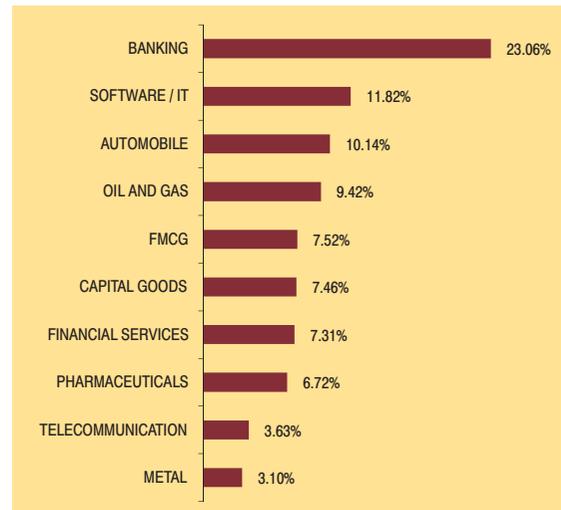
8.8% HDB Financial Services Ltd 2016

0.01%

EQUITY

85.88%

HDFC Bank Ltd.	7.12%
Infosys Ltd.	5.57%
ICICI Bank Ltd.	5.38%
Reliance Industries Ltd.	4.77%
Larsen And Toubro Ltd.	4.48%
Housing Development Finance Corpn. Ltd.	4.33%
ITC Ltd.	3.92%
State Bank Of India	3.38%
Maruti Suzuki India Ltd.	3.13%
Tata Motors Ltd.	2.87%
Other Equity	40.94%



MMI, Deposits, CBLO & Others

14.11%

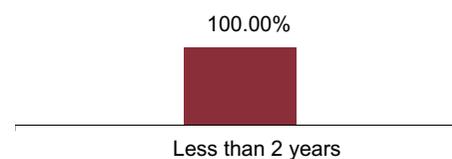
Maturity (in years)

0.45

Yield to Maturity :

8.54%

Maturity Profile



Fund Update:

Exposure to Equities has increased to 85.88% from 83.50% while that to MMI has decreased to 14.11% from 16.31% 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.

Maximiser Fund

SFIN No.ULIF01101/06/07BSLIINMAXI109



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. To provide a cushion against the volatility in the equities through investment in money market instruments.

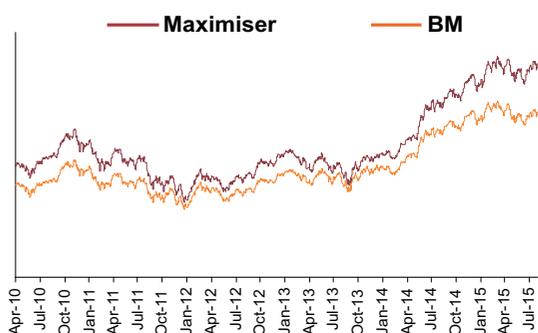
STRATEGY: Active Fund Management with potentially 100% equity exposure. Maintaining High Quality Diversified Portfolio with Dynamic blend of Growth and Value Stocks- so that portfolio does not suffer from style bias. Focus on large-caps and quality mid-caps to ensure liquidity and reduce risk.

NAV as on 31st July 2015: ₹ 22.40

BENCHMARK: BSE 100 & Crisil Liquid Fund Index

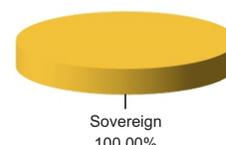
Asset held as on 31st July 2015: ₹ 2396.76 Cr

FUND MANAGER: Mr. Sameer Mistry



Asset Allocation

Rating Profile



SECURITIES

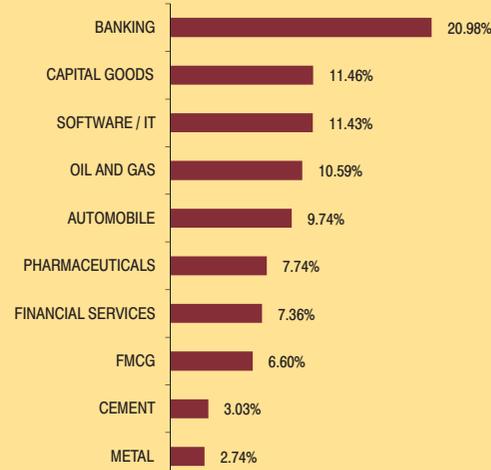
EQUITY

HDFC Bank Ltd.	6.53%
Infosys Ltd.	6.34%
ICICI Bank Ltd.	5.62%
Reliance Industries Ltd.	5.45%
Larsen And Toubro Ltd.	5.33%
Housing Development Finance Corpn. Ltd.	3.97%
State Bank Of India	3.36%
Axis Bank Ltd.	3.33%
Maruti Suzuki India Ltd.	3.25%
Tata Consultancy Services Ltd.	2.90%
Other Equity	48.56%

Holding

94.63%

Top 10 Sectoral Allocation



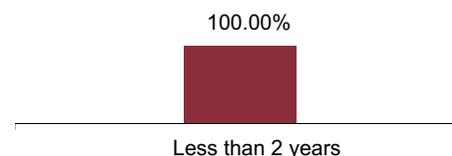
MMI, Deposits, CBLO & Others

5.37%

Yield to Maturity :

6.95%

Maturity Profile



Fund Update:

Exposure to Equities has increased to 94.63% from 93.42% while that to MMI has decreased to 5.37% from 6.58% 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.

Super 20 Fund

SFIN No.ULIF01723/06/09BSLSUPER20109



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.

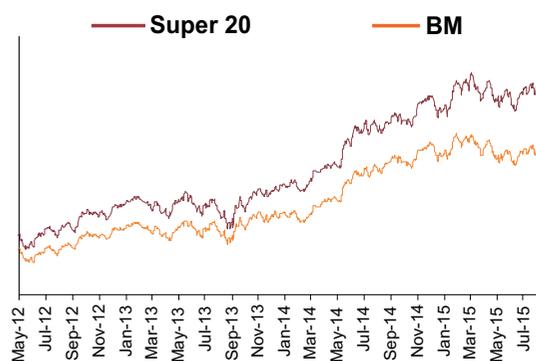
STRATEGY: To build and manage a concentrated equity portfolio of 20 fundamentally strong large cap stocks in terms of market capitalization by following an in-depth research-focused investment approach. The fund will attempt diversify across sectors and will invest in companies having financial strength, robust, efficient & visionary management & adequate market liquidity. The non-equity portion of the fund will be invested in highly rated money market instruments and fixed deposits.

NAV as on 31st July 2015: ₹ 21.85

BENCHMARK: Sensex & Crisil Liquid Fund Index

Asset held as on 31st July 2015: ₹ 693.90 Cr

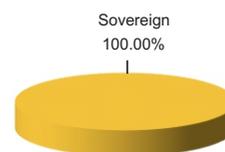
FUND MANAGER: Mr. Sameer Mistry



Asset Allocation



Rating Profile



SECURITIES

Equity

HDFC Bank Ltd.	8.81%
Reliance Industries Ltd.	8.17%
Infosys Ltd.	7.82%
Larsen And Toubro Ltd.	7.71%
ICICI Bank Ltd.	7.40%
Maruti Suzuki India Ltd.	6.76%
Oil And Natural Gas Corpn. Ltd.	5.16%
State Bank Of India	4.94%
Ultratech Cement Ltd.	4.63%
Tata Motors Ltd.	4.60%
Other Equity	33.32%

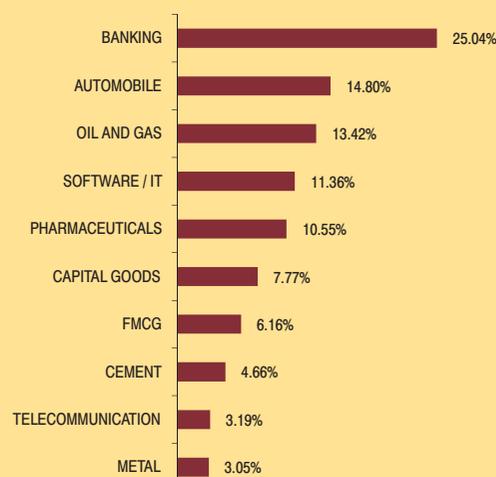
Holding

99.32%

MMI, Deposits, CBLO & Others

0.68%

Top Sectoral Allocation



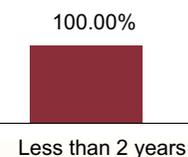
Maturity (in years)

0.01

Yield to Maturity :

6.95%

Maturity Profile



Fund Update:

Exposure to Equities has slightly increased to 99.32% from 99.05% while that to MMI has slightly decreased to 0.68% from 0.95% on a MOM basis.

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

Multiplier Fund

SFIN No.ULIF01217/10/07BSLINMULTI109



About The Fund

Date of Inception: 30-Oct-07

OBJECTIVE: The provide long-term wealth maximisation by actively managing a well-diversified equity portfolio, predominantly comprising of companies whose market capitalization is between Rs. 10 billion to Rs. 250 billion. Further, the fund would also seek to provide a cushion against the sudden volatility in the equities through some investments in short-term money market instruments.

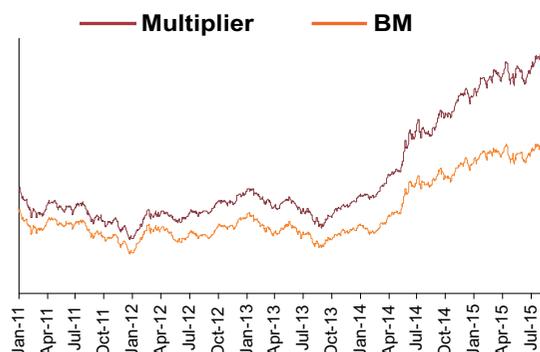
STRATEGY: Active Fund Management with potentially 100% equity exposure. Research based investment approach with a dedicated & experienced in-house research team. Identify undervalued stocks in the growth phase. Focus on niche players with competitive advantage, in the sunrise industry & potential of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

NAV as on 31st July 2015: ₹ 23.75

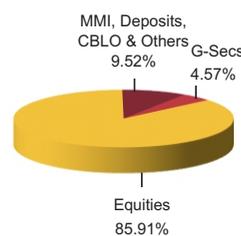
BENCHMARK: CNX Midcap & Crisil Liquid Fund Index

Asset held as on 31st July 2015: ₹ 514.90 Cr

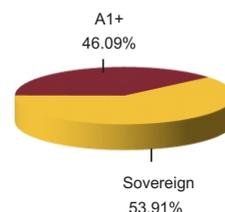
FUND MANAGER: Mr. Sumit Mangal



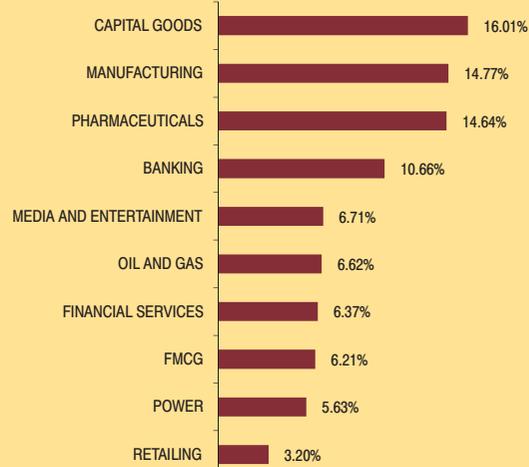
Asset Allocation



Rating Profile



Top 10 Sectoral Allocation



SECURITIES

GOVERNMENT SECURITIES

8.83% Government Of India 2016

Equity

Inox Wind Limited	7.43%
HDFC Bank Ltd.	7.00%
Divis Laboratories Ltd.	6.16%
Alstom India Limited	5.89%
Jagran Prakashan Ltd.	5.67%
Colgate-Palmolive (India) Ltd.	5.34%
AIA Engineering Ltd.	4.84%
Power Grid Corpn. Of India Ltd.	4.84%
Welspun India Limited	3.95%
LIC Housing Finance Ltd.	3.06%
Other Equity	31.74%

Holding

4.57%

4.57%

85.91%

MMI, Deposits, CBLO & Others

9.52%

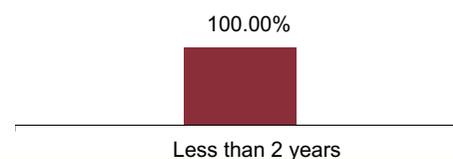
Maturity (in years)

0.65

Yield to Maturity :

7.83%

Maturity Profile



Fund Update:

Exposure to Equities has decreased to 85.91% from 86.80% while that to MMI has decreased to 9.52% from 13.20% 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.

Pure Equity

SFIN No.ULIF02707/10/11BSLIPUREEQ109



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

NAV as on 31st July 2015: ₹ 21.01

Asset held as on 31st July 2015: ₹ 24.48 Cr

FUND MANAGER: Mr. Praful Kumar

SECURITIES		Holding	Asset Allocation	
Equity		98.35%		
Reliance Industries Ltd.	5.58%			
Alstom India Limited	4.47%			
Larsen And Toubro Ltd.	4.45%			
Tata Consultancy Services Ltd.	3.61%			
Cipla Ltd.	3.60%			
Oil And Natural Gas Corpn. Ltd.	3.50%			
Mahindra And Mahindra Ltd.	3.10%			
Bata India Ltd.	3.01%			
ACC Ltd.	2.97%			
Coromandel International Limited	2.91%			
Other Equity	61.14%			
MMI, Deposits, CBLO & Others		1.65%	<h3>Top 10 Sectoral Allocation</h3>	

Fund Update:

Exposure to Equities has increased to 98.35% from 96.67% while that to MMI has decreased to 1.65% from 3.33% on a MOM basis.

Liquid Plus

SFIN No.ULIF02807/10/11BSLLIQPLUS109



About The Fund

Date of Inception: 09-Mar-12

OBJECTIVE: To provide reasonable & stable returns, at a high level of safety and liquidity for capital conservation for the Policyholder by investing in low maturity debt & money market instruments

STRATEGY: The strategy of this BSLI Fund Option is to make judicious investments in high quality debt and money market instruments to protect capital of the policyholder & generate steady returns at very low level of risk

NAV as on 31st July 2015: ₹ 13.01

BENCHMARK: Crisil Liquid Index

Asset held as on 31st July 2015: ₹ 58.19 Cr

FUND MANAGER : Mr. Ajit Kumar PPB

SECURITIES

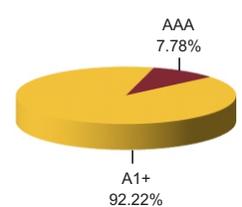
Holding

Asset Allocation

Rating Profile

MMI, Deposits, CBLO & Others

100.00%



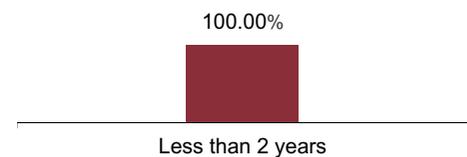
Maturity (in years)

0.50

Yield to Maturity :

8.52%

Maturity Profile



Fund Update:

The average maturity of the fund has slightly decreased to 0.50 years from 0.58 years in the previous month.

Value & Momentum

SFIN No.ULIF02907/10/11BSLIVALUEM109



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 2015: ₹ 17.17

BENCHMARK: BSE 100

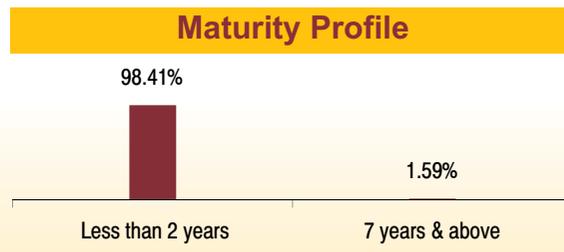
Asset held as on 31st July 2015: ₹ 58.57 Cr

FUND MANAGER: Mr. Sunil Kumar

SECURITIES	Holding	Asset Allocation	Rating Profile
Corporate Debt	0.24%		
8.49% NTPC Ltd. 2025	0.24%		
Equity	87.76%		
Coal India Ltd	4.05%	Top 10 Sectoral Allocation	
Bajaj Corp Ltd.	4.02%		
Gateway Distriparks Ltd.	3.70%		
ACC Ltd.	3.68%		
Bajaj Auto Ltd.	3.57%		
NTPC Ltd.	3.41%		
Credit Analysis And Research Ltd	3.30%		
Muthoot Finance Ltd.	3.20%		
Engineers India Ltd.	3.12%		
Infosys Ltd.	3.11%		
Other Equity	52.61%		
MMI, Deposits, CBLO & Others	12.01%		

Maturity (in years) 0.16

Yield to Maturity : 6.97%



Fund Update:
Exposure to Equities has decreased to 87.76% from 90.67% while that to MMI has increased to 12.01% from 9.05% on a MOM basis.

Platinum Plus I Fund

SFIN No.ULIF01325/02/08BSLIPLAT1109



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.

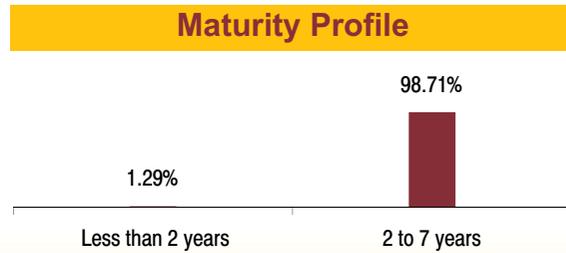
STRATEGY: To have an optimum mix of equities & fixed income instruments, with up to 100% exposure in both equities & fixed income assets & up to 40% in Money Market.

NAV as on 31st July 2015: ₹ 16.90

Asset held as on 31st July 2015: ₹ 299.87 Cr

FUND MANAGER: Mr. Sumit Poddar (Equity), Mr. Devendra Singhvi (Debt)

SECURITIES	Holding	Asset Allocation	Rating Profile
GOVERNMENT SECURITIES	4.26%		
8.24% Government Of India 2018 7.83% Government Of India 2018 7.46% Government Of India 2017 5.69% Government Of India 2018	2.56% 1.46% 0.23% 0.01%		
CORPORATE DEBT	40.85%		
National Bank For Agri. And Rural Development 2017 9.05% Sundaram Finance Ltd. 2018 9.3% Power Grid Corp. Of India Ltd. 2018 9.43% Indian Railway Finance Corp. Ltd. 2018 8.3% National Bank For Agri. And Rural Development 2018 8.95% Power Finance Corp. Ltd. 2018 9.18% Housing Development Finance Corp. Ltd. 2018 8.95% L&T Shipbuilding Ltd 2017 8.34% LIC Housing Finance Ltd. 2018 11.25% Power Finance Corp. Ltd. 2018 Other Corporate Debt	5.39% 5.03% 4.77% 3.46% 3.35% 3.15% 3.04% 2.34% 1.66% 1.62% 7.04%		
Equity	42.64%		
HDFC Bank Ltd. Infosys Ltd. ICICI Bank Ltd. Reliance Industries Ltd. ITC Ltd. Housing Development Finance Corp. Ltd. Larsen And Toubro Ltd. Axis Bank Ltd. State Bank Of India Coal India Ltd Other Equity	4.01% 3.36% 2.92% 2.80% 2.71% 2.61% 2.44% 1.85% 1.60% 1.50% 16.84%		
MMI, Deposits, CBLO & Others	12.25%	Maturity (in years)	2.63
		Yield to Maturity :	8.36%



Fund Update:
 Exposure to Equities has increased to 42.64% from 39.59% while that to MMI has decreased to 12.25% from 18.82% on a MOM basis.
 Platinum Plus I fund continues to be predominantly invested in large cap stocks and maintains a well diversified portfolio.

Platinum Plus II Fund

SFIN No.ULIF01425/02/08BSLIPLAT2109



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: 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 2015: ₹ 24.56

Asset held as on 31st July 2015: ₹ 566.82 Cr

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

SECURITIES

GOVERNMENT SECURITIES

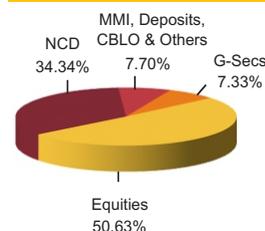
5.69% Government Of India 2018
7.83% Government Of India 2018
6.05% Government Of India 2019
8.24% Government Of India 2018

Holding

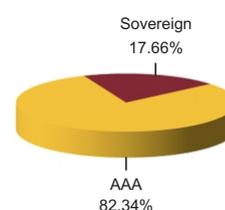
7.33%

4.49%
1.92%
0.66%
0.25%

Asset Allocation



Rating Profile



CORPORATE DEBT

National Housing Bank 2018
National Bank For Agri. And Rural Development 2019
9.81% Power Finance Corpn. Ltd. 2018
9.7% Power Finance Corpn. Ltd. 2018
9.63% Rural Electrification Corpn. Ltd. 2019
National Bank For Agri. And Rural Development 2018
9.38% Rural Electrification Corpn. Ltd. 2018
8.55% Indian Railway Finance Corpn. Ltd. 2019
9.35% Power Grid Corpn. Of India Ltd. 2018
9.43% Indian Railway Finance Corpn. Ltd. 2018
Other Corporate Debt

34.34%

4.43%
3.21%
3.12%
2.75%
2.48%
2.45%
1.82%
1.79%
1.55%
1.48%
9.23%

Equity

HDFC Bank Ltd.
Infosys Ltd.
Housing Development Finance Corpn. Ltd.
ITC Ltd.
Reliance Industries Ltd.
Larsen And Toubro Ltd.
ICICI Bank Ltd.
Tata Motors Ltd.
State Bank Of India
Maruti Suzuki India Ltd.
Other Equity

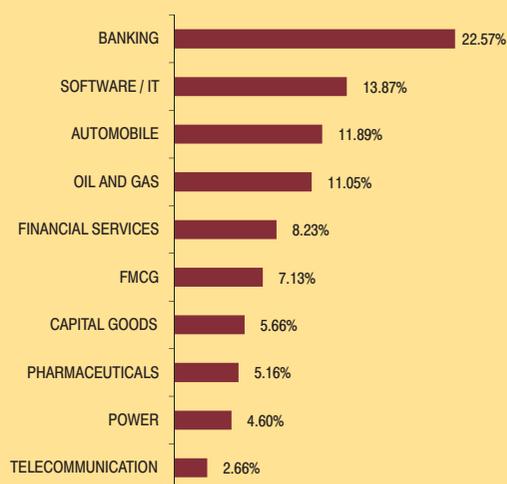
50.63%

4.85%
3.81%
3.40%
3.32%
3.21%
2.86%
2.46%
1.99%
1.88%
1.83%
21.02%

MMI, Deposits, CBLO & Others

7.70%

Top 10 Sectoral Allocation



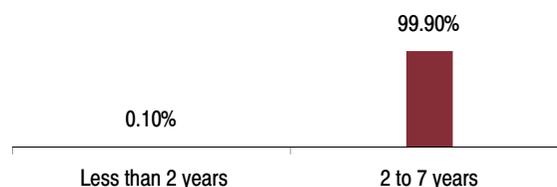
Maturity (in years)

3.18

Yield to Maturity :

8.19%

Maturity Profile



Fund Update:

Exposure to Equities has increased to 50.63% from 45.79% while that to MMI has decreased to 7.70% from 10.88% on a MOM basis.

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

Platinum Plus III Fund

SFIN No. ULIF01628/04/09BSLIPLAT3109



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 & derivatives to lock-in capital appreciations.

STRATEGY: To have an optimum mix of equities & fixed income instruments, with up to 100% exposure in both equities & fixed income assets & up to 40% in Money Market.

NAV as on 31st July 2015: ₹ 18.98

Asset held as on 31st July 2015: ₹ 647.25 Cr

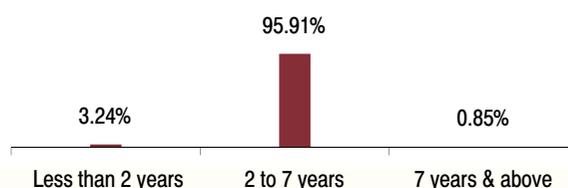
FUND MANAGER: Mr. Deven Sangoi (Equity), Mr. Devendra Singhvi (Debt)

SECURITIES	Holding	Asset Allocation	Rating Profile
GOVERNMENT SECURITIES	9.89%		
6.9% Government Of India 2019 6.05% Government Of India 2019 5.64% Government Of India 2019 7.8% Government Of India 2020	8.78% 0.87% 0.19% 0.06%		
CORPORATE DEBT	25.09%		
National Housing Bank 2019 8.65% NTPC Ltd. 2019 8.2% Small Industries Development Bank Of India 2018 9.63% Rural Electrification Corpn. Ltd. 2019 9.39% Power Finance Corpn. Ltd. 2019 8.6% Indian Railway Finance Corpn. Ltd. 2019 8.85% Power Grid Corpn. Of India Ltd. 2019 8.76% Power Finance Corpn. Ltd. 2019 9.35% Power Grid Corpn. Of India Ltd. 2019 8.9% Steel Authority Of India Ltd. 2019 Other Corporate Debt	2.90% 2.35% 2.33% 1.61% 1.60% 1.58% 1.57% 1.41% 1.28% 1.10% 7.37%		
Equity	56.40%		
HDFC Bank Ltd. Infosys Ltd. Housing Development Finance Corpn. Ltd. ITC Ltd. Reliance Industries Ltd. Larsen And Toubro Ltd. ICICI Bank Ltd. Tata Motors Ltd. State Bank Of India Maruti Suzuki India Ltd. Other Equity	5.45% 4.23% 3.76% 3.69% 3.57% 3.18% 2.73% 2.21% 2.09% 2.06% 23.43%		
MMI, Deposits, CBLO & Others	8.61%		

Maturity (in years) **3.70**

Yield to Maturity : **8.22%**

Maturity Profile



Fund Update:

Exposure to Equities has increased to 56.40% from 52.10% while that to MMI has been decreased to 8.61% from 10.97% on a MOM basis.

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

Platinum Plus IV Fund

SFIN No.ULIF01816/09/09BSLIPLAT4109



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 & derivatives to lock-in capital appreciations.

STRATEGY: To have an optimum mix of equities & fixed income instruments, with up to 100% exposure in both equities & fixed income assets & up to 40% in Money Market.

NAV as on 31st July 2015: ₹ 16.99

Asset held as on 31st July 2015: ₹ 487.03 Cr

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

SECURITIES	Holding	Asset Allocation	Rating Profile		
GOVERNMENT SECURITIES	2.29%				
6.9% Government Of India 2019 6.05% Government Of India 2019	1.90% 0.39%				
CORPORATE DEBT	31.05%				
9.04% Rural Electrification Corpn. Ltd. 2019 9.32% Power Finance Corpn. Ltd. 2019 9.63% Rural Electrification Corpn. Ltd. 2019 National Bank For Agri. And Rural Development 2019 8.68% Aditya Birla Nuvo Ltd. 2020 8.68% LIC Housing Finance Ltd. 2020 8.93% Power Grid Corpn. Of India Ltd. 2019 9.39% Power Finance Corpn. Ltd. 2019 8.65% Steel Authority Of India Ltd. 2019 8.49% NHPC Ltd. 2019 Other Corporate Debt	5.26% 4.15% 3.20% 3.13% 3.13% 2.88% 2.10% 1.70% 1.04% 1.03% 3.43%				
Equity	60.34%				
HDFC Bank Ltd. Infosys Ltd. Housing Development Finance Corpn. Ltd. ITC Ltd. Reliance Industries Ltd. Larsen And Toubro Ltd. ICICI Bank Ltd. Tata Motors Ltd. State Bank Of India Maruti Suzuki India Ltd. Other Equity	5.76% 4.50% 3.99% 3.93% 3.79% 3.39% 2.90% 2.35% 2.22% 2.17% 25.32%				
MMI, Deposits, CBLO & Others	6.33%			Maturity (in years)	4.05
				Yield to Maturity :	8.39%
				Maturity Profile	

Fund Update:

Exposure to Equities has increased to 60.34% from 55.74% while that to MMI has decreased to 6.33% from 7.13% on a MOM basis.

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

Platinum Premier Fund

SFIN No.ULIF02203/02/10BSLPLATPR1109



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 2015: ₹ 16.93

Asset held as on 31st July 2015: ₹ 803.82 Cr

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

SECURITIES

GOVERNMENT SECURITIES

6.35%	Government Of India 2020
7.8%	Government Of India 2020
8.19%	Government Of India 2020

CORPORATE DEBT

8.18%	National Bank For Agri. And Rural Development 2020
8.68%	Aditya Birla Nuvo Ltd. 2020
8.3%	Steel Authority Of India Ltd. 2020
8.7%	Power Finance Corpn. Ltd. 2020
8.87%	Rural Electrification Corpn. Ltd. 2020
8.97%	Tata Sons Ltd. 2020
8.68%	LIC Housing Finance Ltd. 2020
7.93%	Power Grid Corpn. Of India Ltd. 2020
9.3%	Power Grid Corpn. Of India Ltd. 2020
8.55%	India Infradebt Ltd 2020
	Other Corporate Debt

Equity

HDFC Bank Ltd.	5.62%
Infosys Ltd.	5.32%
Housing Development Finance Corpn. Ltd.	4.32%
Reliance Industries Ltd.	4.05%
ICICI Bank Ltd.	3.85%
Larsen And Toubro Ltd.	3.50%
ITC Ltd.	2.82%
State Bank Of India	2.63%
Tata Consultancy Services Ltd.	2.37%
Tata Motors Ltd.	2.36%
Other Equity	25.39%

MMI, Deposits, CBLO & Others

Holding

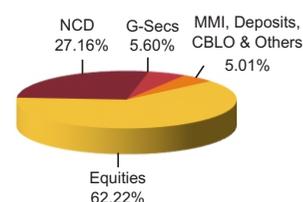
5.60%

2.49%
1.79%
1.32%

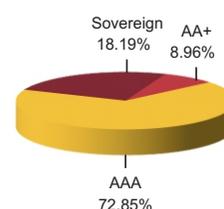
27.16%

62.22%

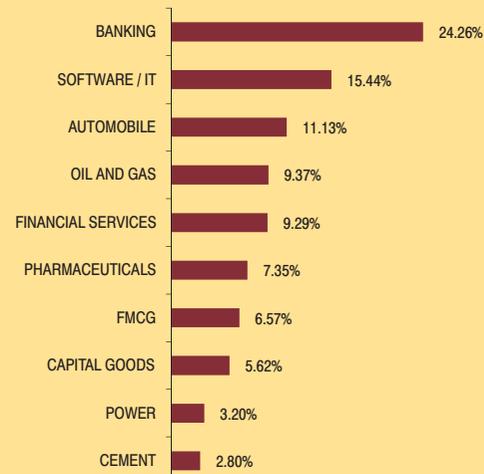
Asset Allocation



Rating Profile



Top 10 Sectoral Allocation



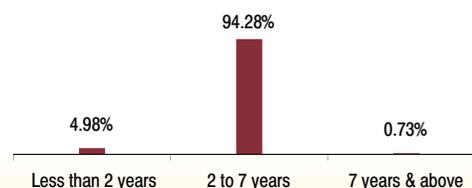
Maturity (in years)

4.42

Yield to Maturity :

8.40%

Maturity Profile



Fund Update:

Exposure to Equities has decreased to 62.22% from 63.41% while that to MMI has increased to 5.01% from 3.63% on a MOM basis.

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

Platinum Advantage Fund

SFIN No.ULIF02408/09/10BSLPLATADV109



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 2015: ₹ 14.98

Asset held as on 31st July 2015: ₹ 1164.01 Cr

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

SECURITIES

Holding

Asset Allocation

Rating Profile

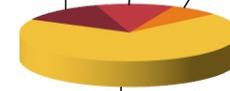
GOVERNMENT SECURITIES

12.61%

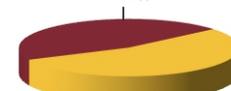
8.12% Government Of India 2020
7.8% Government Of India 2020

12.44%
0.17%

NCD 14.84%
G-Secs 12.61%
MMI, Deposits, CBLO & Others 5.95%



AAA 49.45%



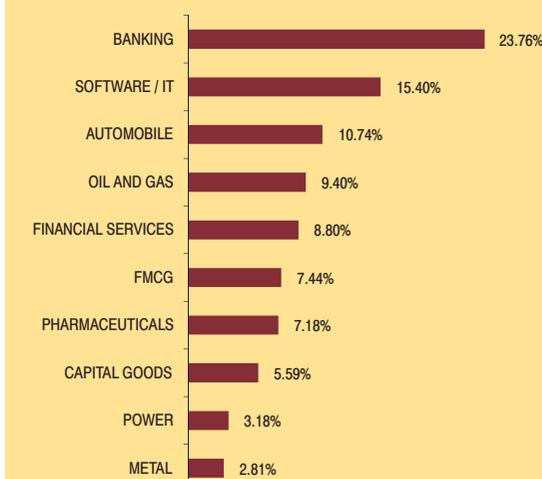
CORPORATE DEBT

14.84%

8.93% Power Grid Corpn. Of India Ltd. 2020
8.85% Power Grid Corpn. Of India Ltd. 2020
8.78% Power Finance Corpn. Ltd. 2020
8.49% NHPC Ltd. 2020
9.81% Power Finance Corpn. Ltd. 2018
9.63% Rural Electrification Corpn. Ltd. 2019
8.8% Rural Electrification Corpn. Ltd. 2020
9.15% Larsen And Toubro Ltd. 2019
9.1% Tata Sons Ltd. 2020
8.8% Rural Electrification Corpn. Ltd. 2020
Other Corporate Debt

2.20%
2.19%
2.17%
1.64%
1.52%
0.89%
0.87%
0.54%
0.44%
0.44%
1.94%

Top 10 Sectoral Allocation



Equity

66.61%

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

5.72%
5.61%
4.58%
4.36%
4.08%
3.72%
3.41%
2.84%
2.54%
2.44%
27.30%

MMI, Deposits, CBLO & Others

5.95%

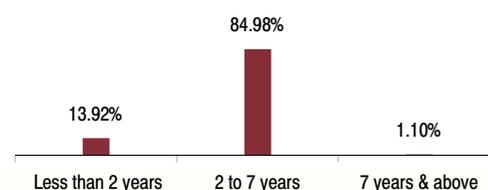
Maturity (in years)

4.49

Yield to Maturity :

8.10%

Maturity Profile



Fund Update:

Exposure to Equities has decreased to 66.61% from 69.05% while that to MMI has decreased to 5.95% from 7.30% on a MOM basis.

Foresight Single Pay

SFIN No.ULIF02610/02/11BSLFSITSP1109



About The Fund

Date of Inception: 22-Feb-11

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 appreciation. Derivatives would be used for hedging purpose only and as approved by 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 2015: ₹ 15.93

Asset held as on 31st July 2015: ₹ 101.06 Cr

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

SECURITIES

GOVERNMENT SECURITIES

7.8%	Government Of India 2021	5.04%
8.2%	Government Of India 2022	0.85%

CORPORATE DEBT

9.36%	Power Finance Corpn. Ltd. 2021	5.14%
8.44%	Rural Electrification Corpn. Ltd. 2021	4.95%
9.3%	Power Grid Corpn. Of India Ltd. 2021	1.03%
8.49%	NTPC Ltd. 2025	0.07%

Equity

HDFC Bank Ltd.	6.29%
Infosys Ltd.	5.59%
Reliance Industries Ltd.	5.40%
Housing Development Finance Corpn. Ltd.	4.99%
ITC Ltd.	4.87%
ICICI Bank Ltd.	4.22%
Larsen And Toubro Ltd.	4.03%
Axis Bank Ltd.	3.50%
Maruti Suzuki India Ltd.	2.86%
State Bank Of India	2.76%
Other Equity	30.44%

MMI, Deposits, CBLO & Others

Holding

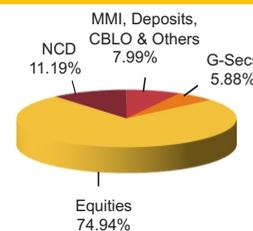
5.88%

11.19%

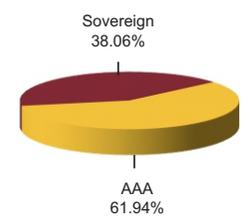
74.94%

7.99%

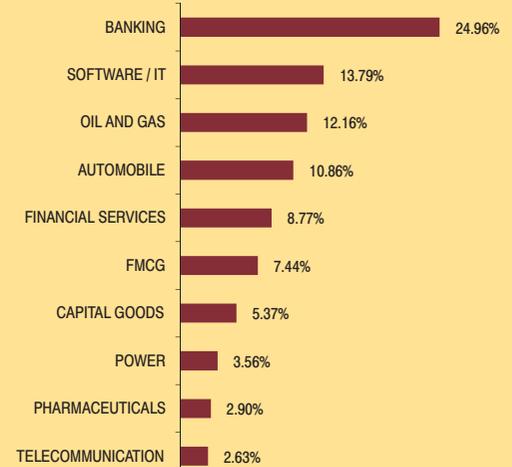
Asset Allocation



Rating Profile



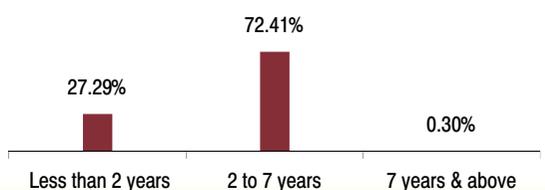
Top 10 Sectoral Allocation



Maturity (in years) 5.47

Yield to Maturity : 8.24%

Maturity Profile



Fund Update:

Exposure to Equities has increased to 74.94% from 68.11% while that to MMI has decreased to 7.99% from 14.46% on a MOM basis.

About The Fund

Date of Inception: 22-Feb-11

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 appreciation. Derivatives would be used for hedging purpose only and as approved by 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 2015: ₹ 14.42

Asset held as on 31st July 2015: ₹ 2214.58 Cr

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

SECURITIES

Holding

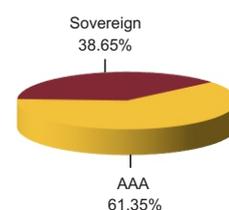
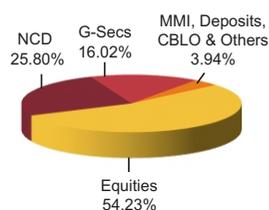
Asset Allocation

Rating Profile

GOVERNMENT SECURITIES

16.02%

7.8% Government Of India 2021	5.27%
8.79% Government Of India 2021	4.19%
8.12% Government Of India 2020	2.09%
7.94% Government Of India 2021	1.68%
7.16% Government Of India 2023	1.07%
8.15% Government Of India 2022	0.31%
6.35% Government Of India 2020	0.28%
10.25% Government Of India 2021	0.24%
7.8% Government Of India 2020	0.18%
8.24% Government Of India 2018	0.17%
Other Government Securities	0.54%

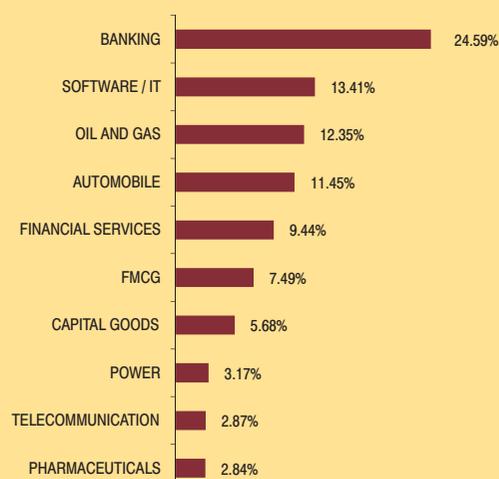


CORPORATE DEBT

25.80%

9.57% Indian Railway Finance Corpn. Ltd. 2021	2.40%
8.55% Power Finance Corpn. Ltd. 2021	1.76%
9% Export Import Bank Of India 2019	1.46%
9.75% Larsen And Toubro Ltd. 2022	1.20%
9.3% Power Grid Corpn. Of India Ltd. 2021	1.13%
9.48% Rural Electrification Corpn. Ltd. 2021	0.97%
9.3% Export Import Bank Of India 2022	0.95%
9.61% Power Finance Corpn. Ltd. 2021	0.93%
9.25% Power Grid Corpn. Of India Ltd. 2018	0.75%
Rural Electrification Corpn. Ltd. 2020	0.73%
Other Corporate Debt	13.52%

Top 10 Sectoral Allocation



Equity

54.23%

HDFC Bank Ltd.	5.13%
Housing Development Finance Corpn. Ltd.	4.17%
Reliance Industries Ltd.	4.14%
Infosys Ltd.	3.96%
ITC Ltd.	3.54%
ICICI Bank Ltd.	3.19%
Larsen And Toubro Ltd.	3.08%
Maruti Suzuki India Ltd.	2.32%
Axis Bank Ltd.	2.28%
Tata Motors Ltd.	2.09%
Other Equity	20.33%

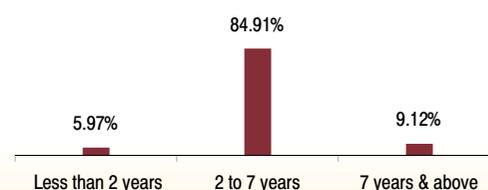
Maturity (in years)

5.52

Yield to Maturity :

8.24%

Maturity Profile



Fund Update:

Exposure to Equities has increased to 54.23% from 47.70% and to MMI has decreased to 3.94% from 8.88% on a MOM basis.

Titanium I Fund

SFIN No.ULIF01911/12/09BSLITITAN1109



About The Fund

Date of Inception: 16-Dec-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 ensure capital protection after five years.

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

NAV as on 31st July 2015: ₹ 17.06

Asset held as on 31st July 2015: ₹ 38.51 Cr

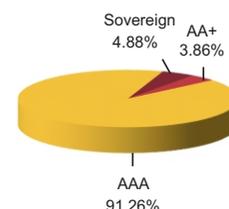
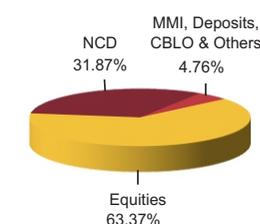
FUND MANAGER: Mr. Sumit Poddar (Equity), Mr. Devendra Singhvi (Debt)

SECURITIES Holding Asset Allocation Rating Profile

CORPORATE DEBT

31.87%

8.6%	Steel Authority Of India Ltd. 2019	9.19%
8.7%	Power Finance Corpn. Ltd. 2020	6.54%
9.25%	Power Grid Corpn. Of India Ltd. 2019	5.70%
9.63%	Rural Electrification Corpn. Ltd. 2019	4.05%
8.76%	Power Finance Corpn. Ltd. 2019	2.63%
9.3%	Power Grid Corpn. Of India Ltd. 2018	1.67%
8.68%	Aditya Birla Nuvo Ltd. 2020	1.29%
9.04%	Rural Electrification Corpn. Ltd. 2019	0.80%

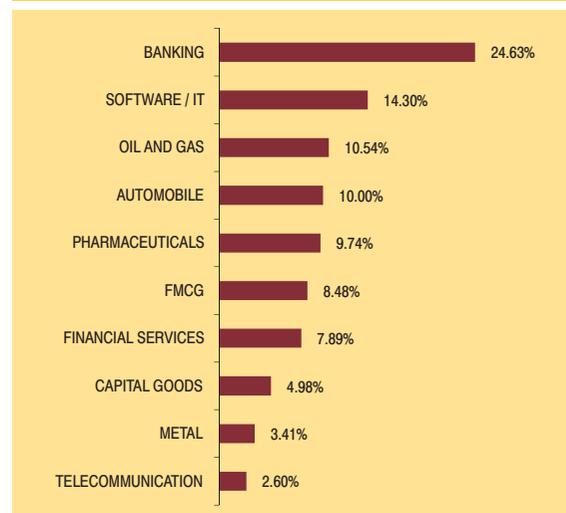


Equity

63.37%

HDFC Bank Ltd.	5.56%
Infosys Ltd.	5.11%
Reliance Industries Ltd.	4.58%
Housing Development Finance Corpn. Ltd.	4.02%
ICICI Bank Ltd.	3.62%
ITC Ltd.	3.31%
Larsen And Toubro Ltd.	3.16%
State Bank Of India	2.39%
Coal India Ltd	2.16%
Cipla Ltd.	2.14%
Other Equity	27.31%

Top 10 Sectoral Allocation



MMI, Deposits, CBLO & Others

4.76%

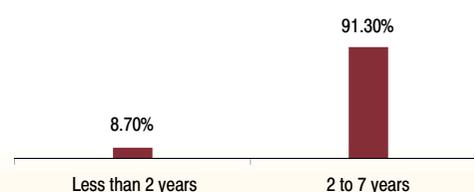
Maturity (in years)

3.97

Yield to Maturity :

8.27%

Maturity Profile



Fund Update:

Exposure to Equities has increased to 63.37% from 56.93%

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

Titanium II Fund

SFIN No.ULIF02011/12/09BSLITITAN2109



About The Fund

Date of Inception: 16-Mar-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 ensure capital protection after five years.

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

NAV as on 31st July 2015: ₹ 16.65

Asset held as on 31st July 2015: ₹ 10.99 Cr

FUND MANAGER: Mr. Sumit Poddar (Equity), Mr. Devendra Singhvi (Debt)

SECURITIES	Holding	Asset Allocation	Rating Profile
CORPORATE DEBT	14.70%		
8.49% NHPC Ltd. 2020 9.32% Power Finance Corpn. Ltd. 2019 8.68% Aditya Birla Nuvo Ltd. 2020	9.14% 3.75% 1.81%		
Equity	66.22%	Top 10 Sectoral Allocation	
HDFC Bank Ltd. Infosys Ltd. Reliance Industries Ltd. Housing Development Finance Corpn. Ltd. ICICI Bank Ltd. ITC Ltd. Larsen And Toubro Ltd. State Bank Of India Cipla Ltd. Coal India Ltd Other Equity	5.38% 5.19% 4.79% 4.08% 3.83% 3.50% 3.31% 2.57% 2.28% 2.21% 29.08%		
MMI, Deposits, CBLO & Others	19.07%		

Maturity (in years) **3.23**

Yield to Maturity : **8.12%**

Maturity Profile



Fund Update:

Exposure to Equities has increased to 66.22% from 63.97% while that to MMI has increased to 19.07% from 17.54% on a MOM basis.

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

Titanium III Fund

SFIN No.ULIF02111/12/09BSLITITAN3109



About The Fund

Date of Inception: 16-Jun-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 ensure capital protection after five years.

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

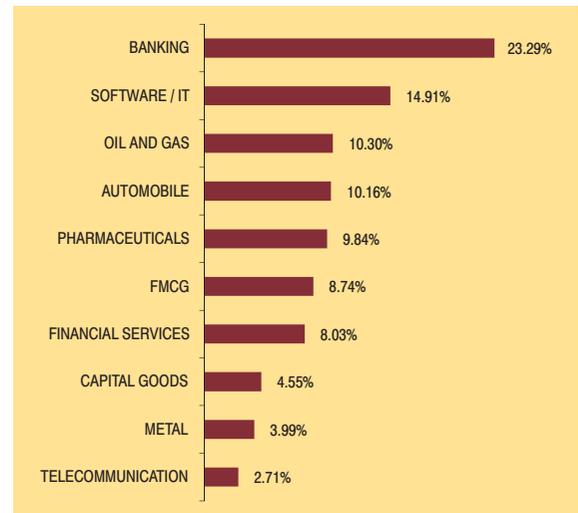
NAV as on 31st July 2015: ₹ 14.87

Asset held as on 31st July 2015: ₹ 7.47 Cr

FUND MANAGER: Mr. Sumit Poddar (Equity), Mr. Devendra Singhvi (Debt)

SECURITIES	Holding	Asset Allocation	Rating Profile
CORPORATE DEBT 8.95% LIC Housing Finance Ltd. 2020	6.77% 6.77%		
Equity Infosys Ltd. 5.98% HDFC Bank Ltd. 5.41% Reliance Industries Ltd. 5.06% Housing Development Finance Corpn. Ltd. 4.68% ICICI Bank Ltd. 4.11% ITC Ltd. 3.76% Larsen And Toubro Ltd. 3.31% Coal India Ltd 2.91% State Bank Of India 2.58% Cipla Ltd. 2.46% Other Equity 32.53%	72.79%		
MMI, Deposits, CBLO & Others	20.44%		

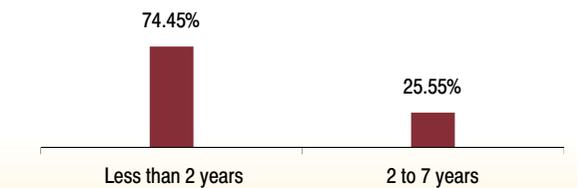
Top 10 Sectoral Allocation



Maturity (in years) **1.71**

Yield to Maturity : **7.51%**

Maturity Profile



Fund Update:

Exposure to Equities has decreased to 72.79% from 76.49% while that to MMI has increased to 20.44% from 13.00% on a MOM basis.

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

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.

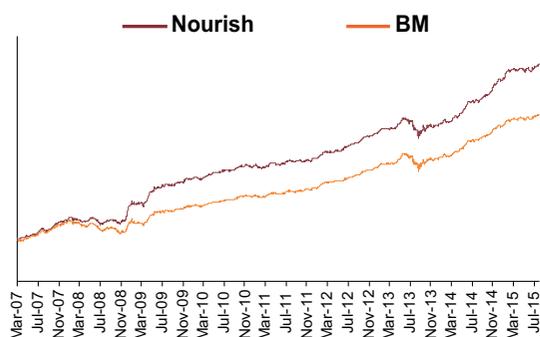
STRATEGY: To invest in fixed income securities with marginal exposure to equity up to 10% at low level of risk. This fund is suitable for those who want to protect their capital and earn steady return on investment through higher exposure to debt securities.

NAV as on 31st July 2015: ₹ 27.31

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

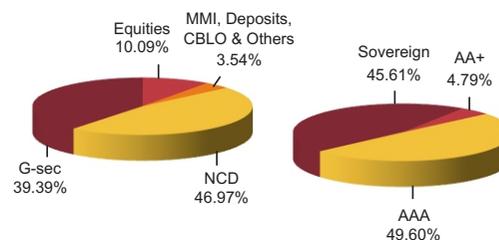
Asset held as on 31st July 2015: ₹ 12.17 Cr

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

9.04%	Rural Electrification Corpn. Ltd.	2019
8.4%	Nuclear Power Corpn. Of India Ltd.	2028
9.81%	Power Finance Corpn. Ltd.	2018
9.95%	Food Corporation Of India	2022
9.6%	L&T Finance Ltd.	2016
9.37%	Power Finance Corpn. Ltd.	2024
10.7%	Indian Railway Finance Corpn. Ltd.	2023
8.9%	Steel Authority Of India Ltd.	2019
9.74%	Tata Sons Ltd.	2024
9.15%	Export Import Bank Of India	2022
	Other Corporate Debt	

Equity

HDFC Bank Ltd.	0.69%
Housing Development Finance Corpn. Ltd.	0.63%
ICICI Bank Ltd.	0.60%
Infosys Ltd.	0.58%
Reliance Industries Ltd.	0.45%
Larsen And Toubro Ltd.	0.44%
State Bank Of India	0.41%
Tata Consultancy Services Ltd.	0.34%
ITC Ltd.	0.31%
Tata Motors Ltd.	0.26%
Other Equity	5.36%

MMI, Deposits, CBLO & Others

3.54%

Holding

39.39%

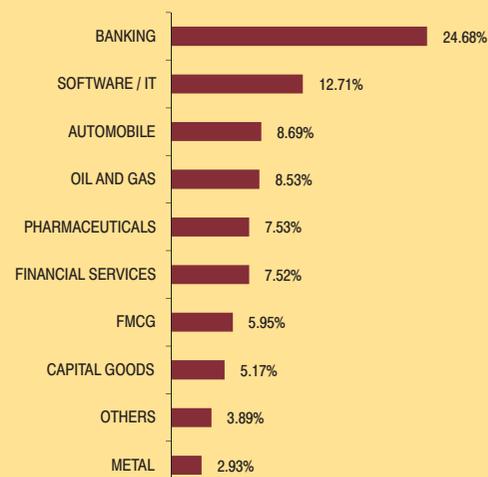
16.29%
8.35%
6.32%
4.54%
3.90%

46.97%

8.41%
8.34%
5.13%
4.42%
4.13%
3.47%
2.83%
2.51%
1.75%
1.71%
4.26%

10.09%

Top 10 Sectoral Allocation



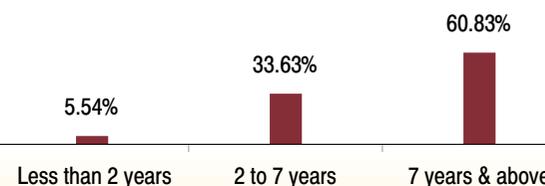
Maturity (in years)

9.28

Yield to Maturity :

8.22%

Maturity Profile



Fund Update:

Exposure to Equities has slightly increased to 10.09% from 10.00% while that to MMI has slightly decreased to 3.54% from 3.55% on a MOM basis.

About The Fund

Date of Inception: 18-Mar-03

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

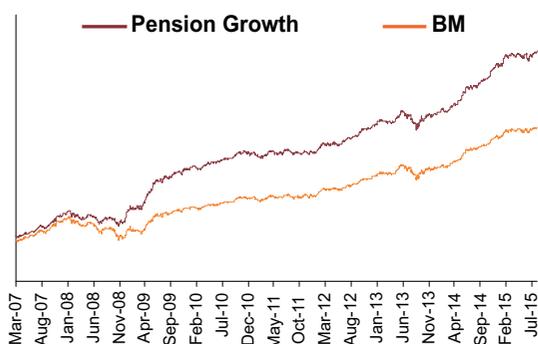
STRATEGY: Generate better return with moderate level of risk through active management of fixed income portfolio and focus on creating long term equity portfolio which will enhance yield of composite portfolio with low level of risk appetite.

NAV as on 31st July 2015: ₹ 34.27

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

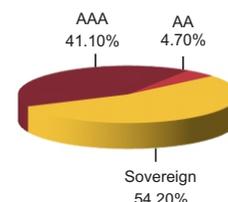
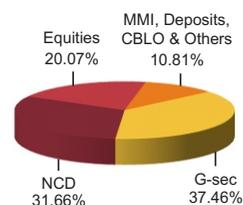
Asset held as on 31st July 2015: ₹ 30.96 Cr

FUND MANAGER: Mr. Devendra Singhvi



Asset Allocation

Rating Profile



SECURITIES

GOVERNMENT SECURITIES

8.17%	Government Of India	2044
8.33%	Government Of India	2026
9.23%	Government Of India	2043
8.13%	Government Of India	2045
8.28%	Government Of India	2032
8.83%	Government Of India	2023
8.97%	Government Of India	2030
8.3%	Government Of India	2042

Holding

37.46%

9.85%
8.21%
7.27%
5.07%
2.46%
2.03%
1.73%
0.83%

CORPORATE DEBT

8.3%	Rural Electrification Corpn. Ltd.	2025
8.4%	Power Grid Corpn. Of India Ltd.	2023
9.37%	Power Finance Corpn. Ltd.	2024
9.55%	Hindalco Industries Ltd.	2022
8.49%	L&T Infra Debt Fund Limited	2025
9.35%	Power Grid Corpn. Of India Ltd.	2021
8.7%	Power Finance Corpn. Ltd.	2025

31.66%

8.34%
8.06%
6.83%
3.25%
3.19%
1.01%
0.98%

Equity

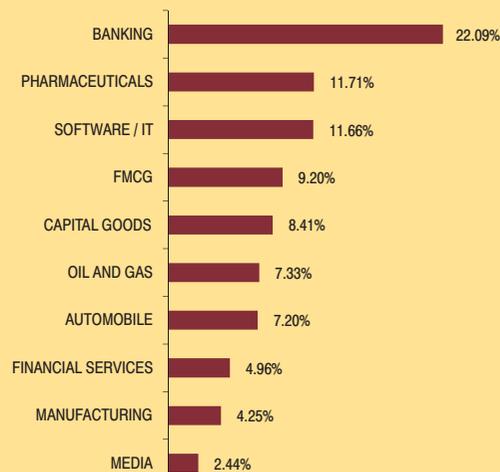
HDFC Bank Ltd.	1.69%
Infosys Ltd.	1.19%
ITC Ltd.	1.10%
Housing Development Finance Corpn. Ltd.	1.00%
ICICI Bank Ltd.	0.94%
Larsen&Toubro Ltd.	0.93%
Divis Laboratories Ltd.	0.80%
Maruti Suzuki India Ltd.	0.76%
Cipla Ltd.	0.69%
Sun Pharmaceutical Inds. Ltd.	0.67%
Other Equity	10.31%

20.07%

MMI, Deposits, CBLO & Others

10.81%

Top 10 Sectoral Allocation



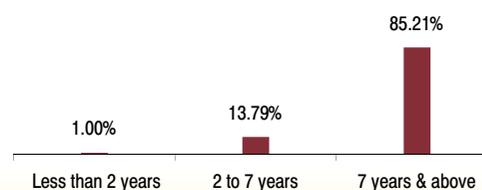
Maturity (in years)

15.17

Yield to Maturity :

8.41%

Maturity Profile



Fund Update:

Exposure to Equities has increased to 20.07% from 19.36% and to MMI has decreased to 10.81% from 12.36% on a MOM basis.

Pension Enrich Fund

SFIN No.ULIF00404/03/03BSLIENRICH109



About The Fund

Date of Inception: 12-Mar-03

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

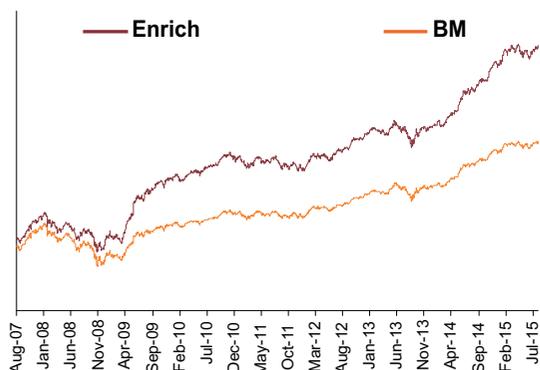
STRATEGY: To earn capital appreciation by maintaining diversified equity portfolio and seek to earn regular return on fixed income portfolio by active management resulting in wealth creation for policyholders.

NAV as on 31st July 2015: ₹ 40.99

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

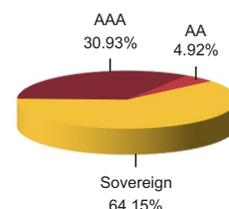
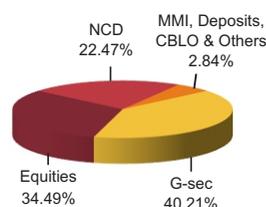
Asset held as on 31st July 2015: ₹ 163.47 Cr

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

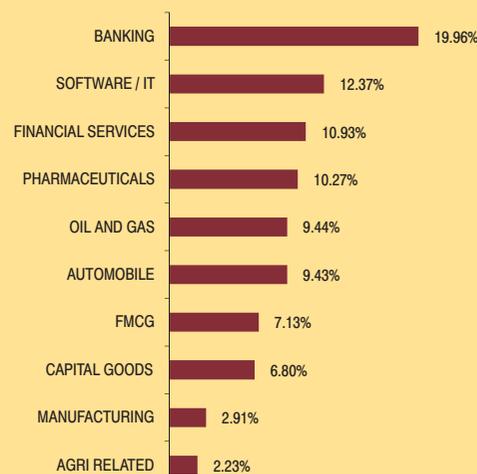


Asset Allocation

Rating Profile



Top 10 Sectoral Allocation



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
8.6%	Government Of India	2028
8.32%	Government Of India	2032
8.79%	Government Of India	2021

Holding

40.21%

9.96%
8.00%
7.77%
6.21%
4.40%
1.31%
1.28%
1.25%
0.03%

CORPORATE DEBT

9.81%	Power Finance Corpn. Ltd.	2018
9.95%	Food Corporation Of India	2022
9.24%	Rural Electrification Corpn. Ltd.	2018
8.9%	Steel Authority Of India Ltd.	2019
9.18%	Housing Development Finance Corpn. Ltd.	2018
9.55%	Hindalco Industries Ltd.	2022
9.37%	Power Finance Corpn. Ltd.	2024
10.15%	Kotak Mahindra Prime Ltd.	2017
9.9%	Cholamandalam Investment And Finance Co. Ltd.	2016
10.7%	Indian Railway Finance Corpn. Ltd.	2023
	Other Corporate Debt	

22.47%

2.36%
1.98%
1.89%
1.87%
1.86%
1.85%
1.29%
1.25%
1.23%
1.05%
5.84%

Equity

34.49%

Housing Development Finance Corpn. Ltd.	3.08%
Infosys Ltd.	2.21%
HDFC Bank Ltd.	1.82%
Sun Pharmaceutical Inds. Ltd.	1.62%
Larsen And Toubro Ltd.	1.57%
ITC Ltd.	1.43%
Tata Motors Ltd.	1.38%
Axis Bank Ltd.	1.34%
ICICI Bank Ltd.	1.23%
Maruti Suzuki India Ltd.	1.14%
Other Equity	17.67%

MMI, Deposits, CBLO & Others

2.84%

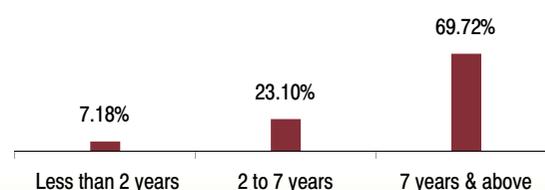
Maturity (in years)

9.42

Yield to Maturity :

8.22%

Maturity Profile



Fund Update:

Exposure to Equities has increased to 34.49% from 31.94% while that to MMI has decreased to 2.84% from 5.36% on a MOM basis.