



BIRLA SUN LIFE CENTURY SIP

SIP with Free Life Insurance Cover upto 100 times



What is Birla Sun Life Century SIP (CSIP)?



SIP has long been recognized as an effective approach to counter volatility in equity market and in fact benefit from it. SIP generally works well when continued over a long period of time. To encourage long term investing in SIP, we hereby offer a **free life insurance cover** under group term insurance to individual investors opting **for CSIP** in the designated schemes.

Key benefits (subject to the terms and conditions) to the eligible investors under this scheme are:

- Insurance cover of upto 100 times the monthly installment
- Entry age is less than 46 years; Insurance cover would be valid upto 55 years of age
- CSIP investment allowed by way of Direct Debit/ ECS and Post Dated Cheques
- Maximum cover allowed is Rs. 20 lacs
- Insurance cover to be available even if investor discontinues CSIP after 3 years
- Entry load is 2.25% and exit load of just 2% upto 3 years and Nil thereafter
- Zero exit load if redemption is made after the death of an insured
- No medical test required... only genuine “good health declaration” to be signed by the investor
- The Cost of Insurance is being entirely borne by the AMC.



Is the feature optional or compulsory?



The feature will be an optional feature and investor may or may not opt for the feature.



Which are the designated schemes in which Century SIP will be offered?



Designated schemes in which Century SIP will be offered are:

Designated Schemes	Designated Schemes	Designated Schemes
Birla Sun Life Equity Fund	Birla India GenNext Fund	Birla Sun Life Buy India Fund
Birla Midcap Fund	Birla Advantage Fund	Birla MNC Fund
Birla Sun Life Frontline Equity Fund	Birla Equity Plan*	Birla India Opportunities Fund
Birla Sun Life Tax Relief 96*	Birla Index Fund	Birla Dividend Yield Plus
Birla Infrastructure Fund	Birla Sun Life New Millennium	Birla Sun Life International Equity Fund
Birla Sun Life Basic Industries Fund	Birla Top 100	Birla Sun Life Special Situations Fund

*An Open-ended Equity Linked Savings Scheme (ELSS) with a lock-in of 3 years



What are the eligibility criteria to avail the feature?



- Only individual investors, excluding Non Resident Indians & Persons of Indian Origin
- Investors, whose age is 18 years & above but less than 46 years, at the time of the investment
- Investors enrolling for investments thru CSIP in designated schemes
- Investors signing genuine “Good Health Declaration” and also providing their Date of Birth and Nominee details at the specified places in the application form
- In case of joint holders in the scheme, only the first unit holder would be eligible for the insurance cover

**What are the minimum & maximum investment amounts for the investment?**

- Minimum investment – Rs. 1,000 per month
- Maximum investment – There is no upper limit to the monthly installment.

**What would be the tenure of the CSIP?**

55 Years less the current completed age of the investor

Under what circumstances will the CSIP be deemed discontinued?

Under following 3 circumstances CSIP will be deemed discontinued:

- Investor intimates the AMC to discontinue CSIP, or
- Investor defaults CSIP installments for two consecutive months during the tenure of the CSIP, or
- Investor defaults CSIP installments for four separate occasions (months) during the tenure of the CSIP

Note - There will be no provision to revive the CSIP, once discontinued.

**What is the load structure applicable to the scheme?**

Load Structure under CSIP would be:

Entry Load [^]	2.25% For purchase of units under CSIP
Exit Load [*]	2% if the units allotted under CSIP are redeemed or switched out to another scheme before 3 years from the date of allotment; Nil thereafter

[^] Nil for direct applications.

^{*} In the unfortunate event of death of the investor, nominee or joint holder, as the case may be, may redeem the amount (fund value) without paying any exit load.

**What will be the amount of life insurance cover offered to the investor?**

In the unfortunate event of the demise of an investor during the tenure of the CSIP, the life insurance company will pay to the nominee, assigned by the investor,

- Year 1 – 10 times the monthly CSIP installment
- Year 2 – 50 times the monthly CSIP installment
- Year 3 onwards – 100 times the monthly CSIP installment

All the above mentioned limits are subject to maximum cover of Rs. 20 lacs per investor across all schemes/plans/folios.

**If CSIP discontinues, the insurance cover would be as follows:**

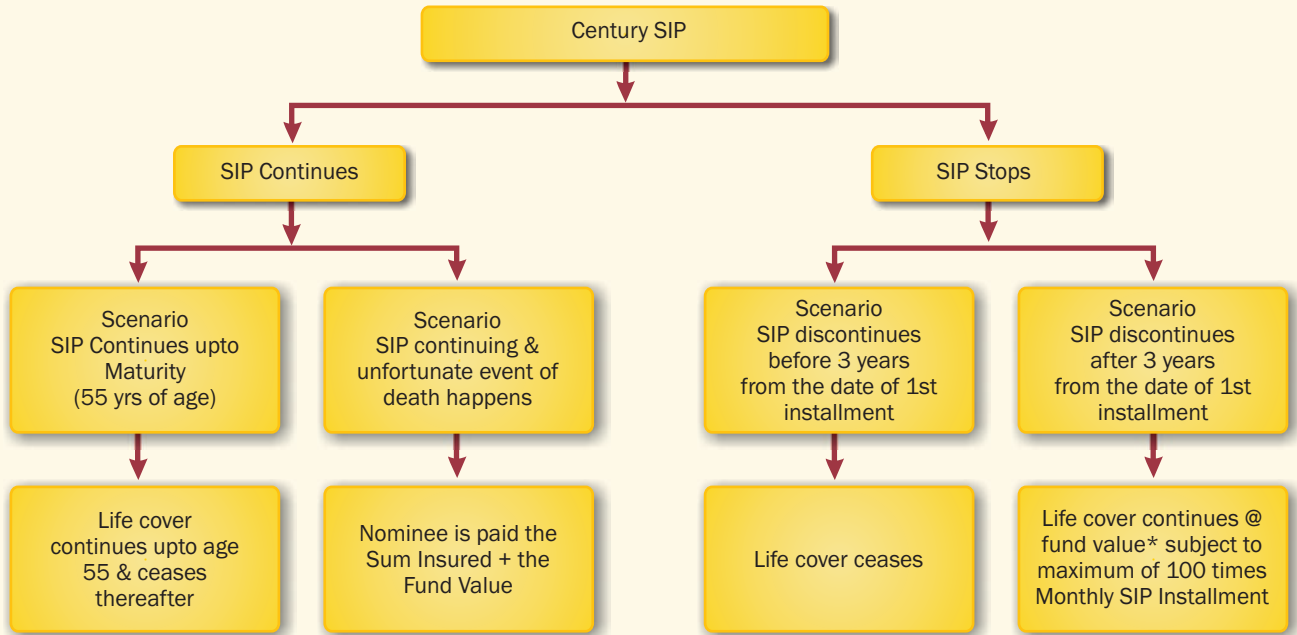
- CSIP discontinues before 3 years : Insurance cover stops immediately
- CSIP discontinues after 3 years: Insurance cover equivalent to the value of units, allotted under CSIP, at the start of the each policy year subject to a maximum of 100 times the monthly installment.



Please explain the various scenarios in the scheme.



Various scenarios under the scheme are as under:



* Fund Value = Value of units, accumulated under Century SIP, at start of the each policy year

Note – Insurance cover would cease , if investor redeems (fully / partially) or switch out (fully / partially) units before completion of the Century SIP tenure



When will the insurance cover commence?



The Insurance cover will start from the commencement of CSIP. However, only accidental deaths will be covered for the first 45 days.



When will the insurance cover cease?



The insurance cover shall cease upon occurrence of any of the following:

- At the end of the tenure i.e. upon completion of 55 years of age, or
- Discontinuation of CSIP before 3 years from the commencement of the SIP, or
- Investor redeems (fully or partly) / switches-out (fully or partly) units, purchased under CSIP, before completion of the CSIP tenure

Note -There is no provision for revival of insurance cover, once the insurance cover ceases as stated above.



What are the exclusions for the insurance cover?



No insurance cover shall be admissible in respect of death of the unit holder (the insured person) on account of -

- Death due to suicide in the first year
- Death within 45 days from the commencement of CSIP installments except for death due to accident
- Death due to pre-existing illness, disease(s) or accident which has occurred prior to the commencement of CSIP.

**At the time of investment, will the investor need to furnish any additional documents to avail the life cover?**

No, at the time of investment, investor will not be asked for any additional document for availing the facility.

**What will be the mode of the payment in the scheme?**

Mode of payment of CSIP installments is through Direct Debit & ECS or Post Dated Cheques.

**Other Terms & Conditions**

- The Group Life Insurance Cover will be governed by the terms and conditions of the insurance policy with the relevant Insurance Company as determined by the AMC.
- Grant of insurance cover to any individual member shall be discretionary on part of Life Insurance Company.
- In case of death of the first unit holder, his / her legal representatives may file a claim directly with the designated branch of the Insurance Company supported by all relevant documents as required by the Insurer and the payment of the claim may be made to the legal representatives by the insurance company. All insurance claims will be settled in India and shall be payable in Indian Rupees only. Settlement procedure will be as stipulated by the Insurance Company. Insurance claims will be directly settled by the Insurance Company. There will be only one insurance cover linked to unique investor. This offer from the Insurance Company (with whom the AMC ties up) is being brought to the investors of the Scheme by the AMC on a best effort basis. The AMC will not be responsible or liable for maintaining service levels and/or any delay in processing claims arising out of this facility.
- The Mutual Fund, Trustees, AMC, or their Directors, officers or employees shall not be liable for any claims (including but not limited to rejection of any claim, non-settlement, delays etc.) arising out of the insurance cover provided to the unit holder. The Fund is bringing this offer to the investors of the Scheme only as an additional facility and is not acting as an agent for marketing/sales of insurance policies.
- Subject to what has been stated above, the AMC reserves a right to modify / annul the said Group Insurance Cover on a prospective basis. The AMC also reserves the right to change the insurance company from time to time.
- Charges of the insurance cover will be entirely borne by the AMC.
- Investors opting for Birla Sun Life Century SIP agree and confirm to have read, understood and accepted the Terms of Century SIP and Insurance cover.
- Insurance is subject matter of solicitation.

Statutory Details, Disclaimer & Risk Factors:

Statutory Details: Constitution: Birla Sun Life Mutual Fund (BSLMF) has been set up as a Trust under the Indian Trust Act, 1882. **Sponsors:** Aditya Birla Nuvo Limited and Sun Life (India) AMC Investments Inc. [liability restricted to seed corpus of Rs. 1 Lacs] **Trustee:** Birla Sun Life Trustee Company Pvt. Ltd. **Investment Manager:** Birla Sun Life Asset Management Company Ltd.

Investment Objective: Birla Advantage Fund: An Open ended Growth Scheme to achieve long-term growth of capital at relatively moderate levels of risk through a diversified research based investment approach. **Birla Equity Plan:** An Open-ended Equity Linked Savings Scheme to achieve long-term growth of capital along with income tax relief for investment. **Birla India Opportunities Fund:** An Open-ended Growth Scheme to achieve superior long-term growth of capital by investing in shares of companies that do one or more of the following: Leverage India's intellectual capital for providing services, research and creative inputs; Seek to use current and impending changes in patent laws / import tariffs / quotas to supply goods and services; Leverage India's lower labour costs for providing services and manufactured goods; Leverage India's large population of English speaking people for providing services. **Birla MNC Fund:** An Open-ended Growth Scheme to achieve long-term growth of capital at relatively moderate levels of risk by making investments in securities of multi-national companies through a research based investment approach. **Birla Midcap Fund:** An Open-ended Growth Scheme to achieve long-term growth of capital at controlled level of risk by primarily investing in Midcap stocks. **Birla India GenNext Fund:** An Open ended growth scheme with an objective to target growth of capital by investing in equity/equity related instruments of companies that are expected to benefit from the rising consumption patterns in India, which in turn is getting fuelled by high disposable incomes of the young generation (Generation Next). The scheme will invest in companies that have the following characteristics: 1. Companies that seek growth in revenues arising out of demand from the younger generation (GenNext) for their products or services. 2. They should be engaged in manufacturing of products or rendering of services that go directly to the consumer. 3. The products and services should have distinct brand identity, thereby enabling choice. **Birla Top 100 Fund:** The fund seeks to provide medium to long-term capital appreciation, by investing predominantly in a diversified portfolio of equity and equity related securities of top 100 companies as measured by market capitalization. **Birla Infrastructure Fund:** The Fund seeks to provide medium to long-term capital appreciation, by investing predominantly in a diversified portfolio of equity and equity related securities of companies that are participating in the growth and development of Infrastructure in India. **Birla Index Fund:** An Open-ended Index-Linked Scheme to generate returns commensurate with the performance of Nifty subject to tracking errors. **Birla Dividend Yield Plus:** An Open-ended Growth Scheme to provide capital growth and income by investing primarily in a well diversified portfolio of dividend paying companies that have a relatively high dividend yield. **Birla Sun Life Buy India Fund:** A multi-sector open-end growth scheme with the objective of long term growth of capital, through a portfolio with a target allocation of 100% equity, focusing on investing in businesses that are driven by India's large population and inherent consumption patterns. The focus of the scheme will be in the consumer and healthcare sectors. The secondary objective is income generation and distribution of dividend. **Birla Sun Life New Millennium Fund:** A multi-sector open-end growth scheme with the objective of long term growth of capital, through a portfolio with a target allocation of 100% equity, focusing on investing in technology and technology dependent companies, hardware, peripherals and components, software, telecom, media, internet and e-commerce and other technology enabled companies. The secondary objective is income generation and distribution of dividend. **Birla Sun Life Basic Industries Fund:** A multi-sector open-end growth scheme with the objective of long term growth of capital, through a portfolio with a target allocation of 100% equity, focusing on investing in companies sensitive to economic cycles and commodity pricing cycles. The investments will be in companies which are often referred to as cyclical companies. The secondary objective is income generation and distribution of dividend. **Birla Sun Life Equity Fund:** An open-end growth scheme with the objective of long term growth of capital, through a portfolio with a target allocation of 90% equity and 10% debt and money market securities. **Birla Sun Life Tax Relief '96 Fund:** An open-ended equity linked savings scheme (ELSS) with the objective of long term growth of capital through a portfolio with a target allocation of 80% equity, 20% debt and money market securities. **Birla Sun Life Frontline Equity Fund:** An open-end growth scheme with the objective of long term growth of capital, through a portfolio with a target allocation of 100% equity by aiming at being as diversified across various industries and or sectors as its chosen benchmark index, BSE 200. The secondary objective is income generation and distribution of dividend. **Birla Sun Life Special Situations Fund:** An Open-ended diversified equity scheme with objective to generate long-term capital by investing in a portfolio of equity and equity related securities. The scheme would follow an investment strategy that would take advantage of Special Situations & contrarian investment style. **Birla Sun Life International Equity Fund:** An Open-ended Diversified Equity Scheme with an objective to generate long-term growth of capital, by investing predominantly in a diversified portfolio of equity and equity related securities in the domestic and international markets.

Disclaimer - This document is meant for private circulation only and should not at any point of time be construed to be an invitation to the public for subscribing to the units of Birla Sun Life Mutual Fund (BSLMF). Birla Sun Life Mutual Fund (BSLMF) does not solicit any action based on the information contained in the document and does not recommend any action based on the same. The information/graphs/charts contained in this document are based on certain assumptions and have been compiled from sources, which Birla Sun Life Asset Management Company Limited (BSLAMC) believes to be reliable, but cannot guarantee its accuracy or completeness. Opinions expressed and facts referred to in this document are subject to change without notice and BIRLA SUN LIFE AMC is under no obligation to update the same. Please read the offer document carefully for scheme specific risk factors and other details before investing.

Risk Factors: Mutual Funds and securities investments are subject to market risks and there can be no assurance or guarantee that the objectives of the Schemes will be achieved. As with any investment in securities, the NAV of the Units issued under the Schemes may go up or down depending on the various factors and forces affecting capital markets and money markets. Past performance of the Sponsors / Investment Manager / Mutual Fund does not indicate the future performance of the Schemes and may not necessarily provide a basis of comparison with other investments. The names of the Schemes do not, in any manner, indicate either the quality of the Schemes or their future prospects or returns. Unitholders in the schemes are not being offered any guaranteed/assured returns. **For scheme specific risk factors and other details please read the offer document of the schemes available at Investor Service Centres and with Distributors carefully before investing.**