

# BIRLA SUN LIFE PURE VALUE FUND

(A 3-year Closed-end Equity Scheme with an Automatic Conversion into an Open-Ended Scheme upon Maturity.)

Application No. \_\_\_\_\_

Offer of units of Rs. 10/- each during the New Fund Offer (NFO)

## APPLICATION FORM

• **New Fund Offer Opens: January 17, 2008** • **New Fund Offer Closes: March 1, 2008**



**Birla Sun Life**  
**Mutual Fund**

The name inspires trust

Distributor Name / ARN No.	Sub Broker Name / ARN No.	Date of Receipt	Bank Sr. No.

### 1. EXISTING UNIT HOLDER INFORMATION (Please fill in your Folio No., enter details in Section 2 and then proceed to Section 8.) Applicable details and mode of holding will be as per the existing Folio No.

Folio No. \_\_\_\_\_

### 2. UNIT HOLDER INFORMATION (Refer Terms & Conditions No. 2) Fresh / New Investors fill in all the blocks. (2 to 11)

DATE OF BIRTH 

D	D	M	M	Y	Y	Y	Y
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#### NAME OF FIRST / SOLE APPLICANT

Mr. Ms. M/s. \_\_\_\_\_

PAN\* (Mandatory for all investors)  
\_\_\_\_\_

ENCLOSED [Please tick (✓)]

COMPLIED [Please tick (✓)]

PAN Proof

KYC (applicable for investments above Rs. 50,000/-)

#### NAME OF THE SECOND APPLICANT

Mr. Ms. M/s. \_\_\_\_\_

PAN\* (Mandatory for all investors)  
\_\_\_\_\_

ENCLOSED [Please tick (✓)]

COMPLIED [Please tick (✓)]

PAN Proof

KYC (applicable for investments above Rs. 50,000/-)

#### NAME OF THE THIRD APPLICANT

Mr. Ms. M/s. \_\_\_\_\_

PAN\* (Mandatory for all investors)  
\_\_\_\_\_

ENCLOSED [Please tick (✓)]

COMPLIED [Please tick (✓)]

PAN Proof

KYC (applicable for investments above Rs. 50,000/-)

#### NAME OF THE GUARDIAN (in case of First / Sole Applicant is a Minor) / CONTACT PERSON – DESIGNATION (in case of non-individual Investors)

Mr. Ms. M/s. \_\_\_\_\_

PAN\* (Mandatory for Guardian / Power of Attorney investing on behalf)

\_\_\_\_\_ \*Ref. Terms & Conditions No. 2

ENCLOSED [Please tick (✓)]

COMPLIED [Please tick (✓)]

PAN Proof

KYC (applicable for investments above Rs. 50,000/-)

#### MAILING ADDRESS OF FIRST / SOLE APPLICANT (P.O. Box Address is not sufficient)

\_\_\_\_\_  
\_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ PIN CODE \_\_\_\_\_

#### OVERSEAS ADDRESS (For NRI / FI application in addition to mailing address & above)

\_\_\_\_\_  
\_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_ PIN CODE \_\_\_\_\_ COUNTRY \_\_\_\_\_

#### CONTACT DETAILS OF FIRST / SOLE APPLICANT

Telephone : Off. \_\_\_\_\_ Residence \_\_\_\_\_ Mobile \_\_\_\_\_  
STD Code \_\_\_\_\_ E-Mail (Ref. Inst. No. 4) \_\_\_\_\_ Online access\*\*  Yes  No [Please tick (✓)]

### 3. BANK ACCOUNT DETAILS (Please note that as per SEBI Regulations it is mandatory for investors to provide their bank account details) Ref. Terms & Condition No. 2

Name of the Bank \_\_\_\_\_  
Branch Address \_\_\_\_\_ City \_\_\_\_\_ Pin Code \_\_\_\_\_  
Account No. \_\_\_\_\_ Account Type [Please tick (✓)]  SAVINGS  CURRENT  NRE  NRO  FCNR  
MICR CODE \_\_\_\_\_  OTHERS \_\_\_\_\_ (please specify)  
This is a 9 digit number next to your Cheque Number.  
Please attach a blank extra cheque cancelled or a clear photocopy of a cheque

### BIRLA SUN LIFE PURE VALUE FUND (A 3-year Closed-end Equity Scheme with an Automatic Conversion into an Open-Ended Scheme upon Maturity)

#### ACKNOWLEDGEMENT SLIP (To be filled in by the Investor)

Date : \_\_\_\_\_

**BIRLA SUN LIFE MUTUAL FUND** Ahura Centre, 2nd Floor, Tower A, 96/A-D, Mahakali Caves Road, Andheri (East), Mumbai 400 093.

Received from Mr./Ms./M/s. \_\_\_\_\_

an application/switch-in application of Rs. (in words) \_\_\_\_\_ (in figures) \_\_\_\_\_

Cheque / DD No. \_\_\_\_\_ drawn on bank \_\_\_\_\_ branch \_\_\_\_\_

for allotment of Units of - Birla Sun Life Pure Value Fund  Growth  Dividend  Payout  Reinvestment

alongwith Cheque/Demand Draft as detailed above. **Please Note** : All Purchases are subject to realisation of cheque / DD.

ENCLOSED [Please tick (✓)]  PAN Proof **COMPLIED** [Please tick (✓)]  KYC (applicable for investments above Rs. 50,000/-)

#### Application No.

Collection Centre / AMC Stamp & Signature

**4. STATUS** (First/Sole Applicant) [Please tick (✓)] Ref. Terms & Condition No. 1 (iv)

<input type="checkbox"/> Resident Individuals	<input type="checkbox"/> HUF	<input type="checkbox"/> On Behalf of Minor	<input type="checkbox"/> Proprietor	<input type="checkbox"/> Partnership Firm	<input type="checkbox"/> NRI - NRE	<input type="checkbox"/> NRI - NRO
<input type="checkbox"/> PIO	<input type="checkbox"/> Society	<input type="checkbox"/> Trust	<input type="checkbox"/> Company/ Body Corporate	<input type="checkbox"/> FII	<input type="checkbox"/> Bank	<input type="checkbox"/> Others _____ (please specify)

**5. OCCUPATION** (First/Sole Applicant) [Please tick (✓)]

<input type="checkbox"/> Service	<input type="checkbox"/> Housewife	<input type="checkbox"/> Defence	<input type="checkbox"/> Professional	<input type="checkbox"/> Retired	<input type="checkbox"/> Business	<input type="checkbox"/> Others _____ (please specify)
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**6. MODE OF HOLDING** [Please tick (✓)] Ref. Terms & Condition No. 1 (v)

<input type="checkbox"/> Single	<input type="checkbox"/> Joint	<input type="checkbox"/> Anyone or Survivor	<i>Default option is Anyone or survivor</i>
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**7. COMMUNICATION** [Please tick (✓)] Ref. Instruction No. 4

<input type="checkbox"/> I/We wish to receive the following document(s) both via physical and electronic mode	<input type="checkbox"/> Account Statement	<input type="checkbox"/> Newsletter	<input type="checkbox"/> Annual Report	<input type="checkbox"/> Other Information
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**8. INVESTMENT DETAILS** [Please tick (✓)] Ref. Terms & Condition No. 1 (vi)

Scheme Name	<b>B I R L A S U N L I F E P U R E V A L U E F U N D</b>	<input type="checkbox"/> Growth
		<input type="checkbox"/> Dividend <input type="radio"/> Payout <input type="radio"/> Reinvestment

**9. PAYMENT DETAILS** (Please mention the application Serial number and the first applicant's name on the reverse of the Cheque/DD. Please ensure there is only one Cheque/DD per application form) Refer Inst No. 5

<b>Cheque / DD Payment favouring "Birla Sun Life Pure Value Fund"</b>		<input type="checkbox"/> Cheque	<input type="checkbox"/> DD	[Please tick (✓)]
Investment Amount (Rs.)*		DD Charges (Rs.)*		Net Amount (Rs.)
Net Amount (Rs.) (in words)				
Cheque/DD No.		Dated		Drawn on Bank
Branch				City

The details of the bank account provided above pertain to my/our own bank account in my/our name  Yes  No.  
 If No, my relationship with the bank account holder is  Spouse  Child  Parent  Relative  Sibling  Friend  Others. **Application Form without this information is liable to be rejected.**  
 \*Minimum of Rs. 5,000/- and in multiples of Re. 1/- thereafter during the NFO period. \*To be filled in by investors residing at the location, where the AMC Branches /Collection Bank centres are not located.

**10. NOMINATION DETAILS** (Ref. Instruction No. 2)

I/We do hereby nominate the undermentioned Nominee to receive the units to my / our credit in this folio no. in the event of my / our death. I/ We also understand that all payments and settlements made to such Nominee (upon such documentation) shall be a valid discharge by the AMC / Mutual Fund/ Trustees.

**Name and Address of Nominee**

Name	
Address	
Date of Birth (in case Nominee is a minor)	D D M M Y Y Y Y

**To be furnished in case Nominee is a Minor (strike out if not applicable)**

Name of Guardian	
Address of Guardian	
Signature of Guardian	

**11. DECLARATION(S) & SIGNATURE(S)** (Ref. Instruction No. 1 & Terms & Condition No. 6 & 8)

<p>To,  <b>The Trustee,</b>  <b>Birla Sun Life Mutual Fund</b>                  Having read and understood the contents of the Offer Document of the Scheme, I/We hereby apply for units of the scheme and agree to abide by the terms, conditions, rules and regulations governing the scheme. I/We hereby declare that the amount invested in the scheme is through legitimate sources only and does not involve and is not designed for the purpose of the contravention of any Act, Rules, Regulations, Notifications or Directions of the provisions of the Income Tax Act, Anti Money Laundering Laws, Anti Corruption Laws or any other applicable laws enacted by the government of India from time to time. I/We have understood the details of the scheme &amp; I/we have not received nor have been induced by any rebate or gifts, directly or indirectly in making this investment.  <b>For NRIs only:</b> I/We confirm that I am/we are Non Residents of Indian Nationality/Origin and that I/we have remitted funds from abroad through approved banking channels or from funds in my/our Non-Resident External /Non-Resident Ordinary /FCNR account. (Refer Inst. No. 5)                  I/We confirm that details provided by me/us are true and correct.                  **I have voluntarily subscribed to the on-line access for transacting through the internet facility provided by Birla Sun Life Asset Management Company Ltd. (Investment Manager of Birla Sun Life Mutual Fund) and confirm of having read, understood and agree to abide the terms and conditions for availing of the internet facility more particularly mentioned on the website www.birlasunlife.com and hereby undertake to be bound by the same. I further undertake to discharge the obligations cast on me and shall not at any time deny or repudiate the on-line transactions effected by me and I shall be solely liable for all the costs and consequences thereof.</p>	SIGNATURE/S	First/ Sole Applicant/Guardian
		Second Applicant
		Third Applicant

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**For more information**

visit us at [www.birlasunlife.com](http://www.birlasunlife.com) | Email us at [connect@birlasunlife.com](mailto:connect@birlasunlife.com)  
 Toll Free No 1-800-22-7000 | SMS 'GAIN' to 56767  
 1-800-270-7000



**4. STATUS** (First/Sole Applicant) [Please tick (✓)] Ref. Terms & Condition No. 1 (iv)

<input type="checkbox"/> Resident Individuals	<input type="checkbox"/> HUF	<input type="checkbox"/> On Behalf of Minor	<input type="checkbox"/> Proprietor	<input type="checkbox"/> Partnership Firm	<input type="checkbox"/> NRI - NRE	<input type="checkbox"/> NRI - NRO
<input type="checkbox"/> PIO	<input type="checkbox"/> Society	<input type="checkbox"/> Trust	<input type="checkbox"/> Company/ Body Corporate	<input type="checkbox"/> FII	<input type="checkbox"/> Bank	<input type="checkbox"/> Others _____ (please specify)

**5. OCCUPATION** (First/Sole Applicant) [Please tick (✓)]

<input type="checkbox"/> Service	<input type="checkbox"/> Housewife	<input type="checkbox"/> Defence	<input type="checkbox"/> Professional	<input type="checkbox"/> Retired	<input type="checkbox"/> Business	<input type="checkbox"/> Others _____ (please specify)
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**6. MODE OF HOLDING** [Please tick (✓)] Ref. Terms & Condition No. 1 (v)

<input type="checkbox"/> Single	<input type="checkbox"/> Joint	<input type="checkbox"/> Anyone or Survivor	<i>Default option is Anyone or survivor</i>
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**7. COMMUNICATION** [Please tick (✓)] Ref. Instruction No. 4

<input type="checkbox"/> I/We wish to receive the following document(s) both via physical and electronic mode	<input type="checkbox"/> Account Statement	<input type="checkbox"/> Newsletter	<input type="checkbox"/> Annual Report	<input type="checkbox"/> Other Information
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**8. INVESTMENT DETAILS** [Please tick (✓)] Ref. Terms & Condition No. 1 (vi)

Scheme Name	<b>B I R L A S U N L I F E P U R E V A L U E F U N D</b>	<input type="checkbox"/> Growth
		<input type="checkbox"/> Dividend <input type="radio"/> Payout <input type="radio"/> Reinvestment

**9. PAYMENT DETAILS** (Please mention the application Serial number and the first applicant's name on the reverse of the Cheque/DD. Please ensure there is only one Cheque/DD per application form) Refer Inst No. 5

<b>Cheque / DD Payment favouring "Birla Sun Life Pure Value Fund"</b>			<input type="checkbox"/> Cheque	<input type="checkbox"/> DD	[Please tick (✓)]
Investment Amount (Rs.)*	DD Charges (Rs.)*	Net Amount (Rs.)			
Net Amount (Rs.) (in words)					
Cheque/DD No.	Dated	Drawn on Bank			
Branch		City			

The details of the bank account provided above pertain to my/our own bank account in my/our name  Yes  No.  
 If No, my relationship with the bank account holder is  Spouse  Child  Parent  Relative  Sibling  Friend  Others. **Application Form without this information is liable to be rejected.**  
 \*Minimum of Rs. 5,000/- and in multiples of Re. 1/- thereafter during the NFO period. \*To be filled in by investors residing at the location, where the AMC Branches /Collection Bank centres are not located.

**10. NOMINATION DETAILS** (Ref. Instruction No. 2)

I/We do hereby nominate the undermentioned Nominee to receive the units to my / our credit in this folio no. in the event of my / our death. I / We also understand that all payments and settlements made to such Nominee (upon such documentation) shall be a valid discharge by the AMC / Mutual Fund / Trustees.

**Name and Address of Nominee**

Name	
Address	
Date of Birth (in case Nominee is a minor)	DDMMYYYY

**To be furnished in case Nominee is a Minor (strike out if not applicable)**

Name of Guardian	
Address of Guardian	
Signature of Guardian	

**11. DECLARATION(S) & SIGNATURE(S)** (Ref. Instruction No. 1 & Terms & Condition No. 6 & 8)

<p>To, The Trustee, Birla Sun Life Mutual Fund</p> <p>Having read and understood the contents of the Offer Document of the Scheme, I/We hereby apply for units of the scheme and agree to abide by the terms, conditions, rules and regulations governing the scheme. I/We hereby declare that the amount invested in the scheme is through legitimate sources only and does not involve and is not designed for the purpose of the contravention of any Act, Rules, Regulations, Notifications or Directions of the provisions of the Income Tax Act, Anti Money Laundering Laws, Anti Corruption Laws or any other applicable laws enacted by the government of India from time to time. I/We have understood the details of the scheme &amp; I/we have not received nor have been induced by any rebate or gifts, directly or indirectly in making this investment.</p> <p><b>For NRIs only:</b> I/We confirm that I am/we are Non Residents of Indian Nationality/Origin and that I/we have remitted funds from abroad through approved banking channels or from funds in my/our Non-Resident External /Non-Resident Ordinary /FCNR account. (Refer Inst. No. 5)</p> <p>I/We confirm that details provided by me/us are true and correct.</p> <p>**I have voluntarily subscribed to the on-line access for transacting through the internet facility provided by Birla Sun Life Asset Management Company Ltd. (Investment Manager of Birla Sun Life Mutual Fund) and confirm of having read, understood and agree to abide the terms and conditions for availing of the internet facility more particularly mentioned on the website www.birlasunlife.com and hereby undertake to be bound by the same. I further undertake to discharge the obligations cast on me and shall not at any time deny or repudiate the on-line transactions effected by me and I shall be solely liable for all the costs and consequences thereof.</p>	SIGNATURE/S	First/ Sole Applicant/Guardian
		Second Applicant
		Third Applicant

✂

**For more information**

visit us at [www.birlasunlife.com](http://www.birlasunlife.com) | Email us at [connect@birlasunlife.com](mailto:connect@birlasunlife.com)

Toll Free No 1-800-22-7000 | SMS 'GAIN' to 56767

1-800-270-7000

## INSTRUCTIONS FOR FILLING APPLICATION FORM

### 1. GENERAL INSTRUCTIONS

- i) Please read the terms of the Key Information Memorandum and the Offer Document carefully before filling the Application Form. Investors should also apprise themselves of the prevailing Load structure on the date of submitting the Application Form. Investors are deemed to have accepted the terms subject to which this offer is being made and bind themselves to the terms upon signing the Application Form and tendering payment.
- ii) Application form should be completed in English and in BLOCK LETTERS. Please tick in the appropriate boxes wherever applicable.
- iii) The signature should be in English or in any of the Indian languages specified in the eighth schedule of the Constitution of India. Thumb Impressions must be attested by a magistrate or a notary public or a special executive magistrate under his/her official seal. Applications by minors should be signed by the guardians. In case of H. U. F., the Karta should sign on behalf of the H. U. F.
- iv) The application complete in all respects along with the cheque / demand draft must be submitted to the nearest designated Investor Service Centre. Applications incomplete in any respect or not accompanied by cheque or demand draft of the amount payable are liable to be rejected and the money paid will be refunded without interest.
- v) No receipt will be issued for the application money. The designated Investors Service Centre will stamp and return the acknowledgment slip in the application form, to acknowledge receipt of the application.

### 2. NOMINATION

- i) The nomination can be made only by individuals applying for / holding units on their own behalf singly or jointly in favour of one or more persons. Non-individuals including society, trust, body corporate, partnership firm, Karta of Hindu Undivided Family, holder of Power of Attorney cannot nominate. If the units are held jointly, all joint holders will sign the nomination form.
- ii) A minor can be nominated and in that event, the name and address of the guardian of the minor nominee shall be provided by the unit holder.
- iii) Nomination can also be in favour of the Central Government, State Government, a local authority, any person designated by virtue of these offices or a religious or charitable trust.
- iv) The Nominee shall not be a trust, society, body corporate, partnership firm, Karta of Hindu Undivided Family or a Power of Attorney holder. A non-resident Indian can be a Nominee subject to the exchange controls in force, from time to time.
- v) Nomination in respect of the units stands rescinded upon the transfer of units.
- vi) Transfer of units in favour of a Nominee shall be valid discharge by the Asset Management Company against the legal heir.
- vii) The cancellation of nomination can be made only by those individuals who hold units on their own behalf singly or jointly

and who made the original nomination.

- vi) On cancellation of the nomination, the nomination shall stand rescinded and the Asset Management Company shall not be under any obligation to transfer the units in favour of the Nominee.

### 3. DIRECT CREDIT OF REDEMPTION/DIVIDEND

The Mutual Fund has an arrangement with select banks to enable direct credit of redemption / dividend proceeds into the bank account of the respective investors who have an account with any of these banks. This facility as a mode of payment is faster & safer (attach a copy of cancelled cheque). The potential risk of loss of instruments in transit through courier / post is also eliminated. In case the bank account as communicated by the Unit holder is with any of the select banks, the Mutual Fund shall automatically extend this facility to the Unit holders. If the remittance is delayed or not effected for reasons of incomplete or incorrect information, Mutual Fund cannot be held responsible. **The Mutual Fund, however, reserves the right to issue a cheque / demand draft inspite of an investor opting for Direct Credit.** However, if the Unit holders are not keen on availing of the facility and prefer receiving cheques / demand drafts, may indicate so on the application form. The Mutual Fund would then effect the payouts by cheque / demand draft. The list of Banks include ABN Amro Bank, Citibank, Deutsche Bank, HDFC Bank, HSBC, ICICI Bank, IDBI Bank, Standard Chartered Bank, Kotak Mahindra Bank, Axis Bank which are subject to change from time to time

### 4. COMMUNICATION

Account Statements, Quarterly Newsletter, Annual Reports and Transaction Confirmation can be sent to Unit holders by post / e-mail. Should the Unit holder experience any difficulty in accessing in the electronically delivered documents, the unit holder shall promptly inform the same to the Mutual Fund. It is deemed that the Unit holder is aware of all security risks including possible third party interception of the documents and contents of the documents becoming known to third parties.

### 5. MODE OF PAYMENT

- i) Resident investors may make payment by cheque payable locally in the city where the application form is submitted at the local Birla Sun Life Asset Management Company Ltd. (BSLAMC) Offices / Authorised Collection Centres.
- ii) The cheque should be drawn on any bank which is situated at and is a member/sub member of the bankers clearing house. Cheque drawn on the bank not participating in the clearing house will not be accepted.
- iii) Payment through Stock invest, outstation cheques and cash will not be accepted.
- iv) Investors residing in Centres, where the Collection Centres of the mutual fund are not located, are requested to make payment by demand drafts payable at the Centre where the application is to be lodged. D. charges would be borne by the BSLAMC only for the investors residing at places which are not covered by our offices / authorised centres. The maximum charges so borne by the BSLAMC would be restricted to limits as prescribed by State Bank of India.

## TERMS & CONDITIONS

### 1. INVESTOR PARTICULARS

- i) Name and address must be given in full. P.O. Box address is not sufficient. In case of NRIs/ FI investors an overseas address must be provided.
- ii) Name of Guardian must be mentioned if investments are being made on behalf of a minor. Date of birth is mandatory in case of minor.
- iii) In case of an application under Power of attorney or by a limited company, body corporate, registered society, trust or partnership, etc. the relevant Power of attorney or the relevant resolution or authority to make the application as the case may be, or duly notarised copy thereof, along with the Memorandum and Articles of Association/ Bye Laws must be lodged with the application form.
- iv) Documentation to be submitted by Corporate Investors/Societies / Trusts/Partnership Firms/ FIs

	Corporate Investors	Trusts	Societies	Partnership Firms	FIs	POA
Board/ Committee Resolution/ Authority Letter	✓	✓	✓	✓	✓	✓
Memorandum & Articles of Association	✓					
Trust Deed		✓				
Partnership Deed				✓		
Bye-laws			✓			
List of authorised Signatories with name, designation & Specimen Signature	✓	✓	✓	✓	✓	✓
Overseas Auditor's certificate						✓
Power of Attorney						✓

The Power of Attorney should necessarily be signed by both the investor and the constituent Power of Attorney.

- v) Applicants can specify the mode of holding in the application form as "Single" or "Joint" or "Anyone or Survivor". In the case of holding specified as "Joint", redemption and all other request / transactions would have to be signed by all unit holders. However, in cases of holding specified as "Anyone or Survivor", any one of the unit holders will have the power to make all necessary requests, without it being necessary for all the unit holders to sign. In the event the account has more than one registered unit holders and the mode of holding is not specified in the application form, the default option for holding would be considered to be "anyone or survivor". However, in all cases, the proceeds of all dividend/redemption will be paid to the first named holder. All communications will also be sent to the first named holder.
- vi) Investors should clearly indicate their preference of Plan/option on the application form. If no plan is selected in the application form, the investment will be deemed to be for the default option.

### 2. BANK AND PERMANENT ACCOUNT NUMBER DETAILS

**Bank Details:** In order to protect the interest of investors from fraudulent encashment of cheques, the SEBI Regulations have made it mandatory for investors to mention in their application / Redemption request, the bank name and account number.

**PAN Details:** It is compulsory for all investors to quote their Permanent Account Number (PAN) and submit copy of the PAN card issued by the Income Tax Department, irrespective of the amount of investment, while making an application for Purchase of Units. In case of joint applicants, PAN details of all holders should be submitted. In case the investor making the application is a minor, PAN details of the Guardian must be submitted.

### 3. NRI INVESTORS

#### Repatriation basis:

Payments by NRIs/FIs may be made by way of Indian rupee drafts purchased abroad or out of funds held in NRE/FCNR account or by way of cheques drawn on non-resident external accounts payable at and payable at the cities where the Investor Service Centres are located. In case of Indian rupee drafts purchased and subscriptions through NRIs / FCNR account, an account debit certificate from the bank issuing the draft confirming the debit should also be enclosed.

#### Non Repatriation basis:

NRIs investing on a non repatriable basis may do so by issuing cheques/ demand drafts drawn on Non-Resident Ordinary (NRO) account payable at the cities where the Investor Service Centres are located.

### 4. DIRECT CREDIT OF REDEMPTION/DIVIDEND

The Mutual Fund has an arrangement with select banks to enable direct credit of redemption / dividend proceeds into the bank account of the respective investors who have an account with any of these banks. List of banks is given in the application form and is subject to change from time to time. This facility as a mode of payment is faster & safer. The potential risk of loss of instruments in transit through courier / post is also eliminated. In case the bank account as communicated by the Unit holder is with any of the select banks, the Mutual Fund shall automatically extend this facility to the Unit holders. If the remittance is delayed or not effected for reasons of incomplete or incorrect information, Mutual Fund cannot be held responsible. **The Mutual Fund, however, reserves the right to issue a cheque / demand draft inspite of an investor opting for Direct Credit.** However, if the Unit holders are not keen on availing of the facility and prefer receiving cheques/demand drafts, may indicate so on the application form. The Mutual Fund would then effect the payouts by cheque / demand draft.

### 5. ELECTRONIC CLEARING SERVICE (ECS)

ECS facility is available only in respect of dividend payments and not in the case of Redemption of Units. Investors who have opted for the ECS facility of RBI for dividend payment will receive a direct credit of the amount due to them in their notified account whenever the payment is made through ECS. The Mutual Fund will send a separate advice to the Unit holders informing them of the direct credit. It should be noted that while the Mutual Fund will make all efforts, there is no commitment that this facility will be made available to all desirous investors. Applicants in cities not covered under ECS facility will receive dividend payments by cheques or demand drafts and the same will be mailed to the Unit holders.

### 6. KNOW YOUR CUSTOMER (KYC)

According to guidelines issued by SEBI under "The Prevention of Money Laundering Act, 2002, Mutual Funds are required to follow enhanced know your customer (KYC) norms. According to enhanced KYC norms, it is made compulsory for all investors to be KYC compliant while making an application for subscription of units, amounting to Rs. 50,000 and above, w.e.f February 1, 2008.

Birla Sun Life Asset Management Company has made arrangements with CDSL Ventures Limited ("CVL"), to process KYC compliance. Investors can visit branches of BSLAMC or may visit www.birlasunlife.com and www.amfiindia.com and www.cdslindia.com to know detailed procedure for KYC compliance. On submission of KYC application alongwith the prescribed documents "KYC Acknowledgement letter" will be issued by CVL to the applicant.

Applications for subscriptions of value of Rs. 50,000 and above without a valid KYC compliance may be rejected. Provided further, where it is not possible to verify the KYC compliance status of the investor at the time of allotment of units, the BSLAMC shall verify the KYC compliance status of the investor within a reasonable time after the allotment of units. In the event of non compliance of KYC requirements, the BSLAMC reserves the right to freeze the folio of the investor(s) for any kind of transactions or affect mandatory redemption of unit holdings of the investors at the applicable NAV, subject to payment of exit load, if any and recovery of unamortized NFO expenses.

Investors who have obtained MIN allotment letter by submitting the PAN copy are deemed to be KYC compliant.

Investors should note that on completion of KYC Compliance all details of the investor in the Mutual Fund records will be replaced by the details as given in KYC Application Form by the investor to the CVL. Any change in this details like change of Name / Address / Status / Signature, etc. should be given by Investor directly to CVL in the prescribed manner.

### 7. DECLARATION AND SIGNATURES

- i) Signatures can be in English or in any Indian language. Thumb impressions must be attested by a Magistrate / Notary Public under his / her official seal. In case of HUF, the Karta will sign on behalf of the HUF.
- ii) Applications on behalf of minors should be signed by their Guardian.

### 8. Applications not complete in any respect are liable to be rejected

## BIRLA SUN LIFE ASSET MANAGEMENT COMPANY LTD (Branches)

**AGRA:** F/1, Kailash Tower, Sanjay Place, Agra - 282002. Tel: 0562-2524409 • **AHMEDABAD:** 505, Abhijeet 5th Floor, Mithakali Six Road, Navrang Pura, Ahmedabad-380009. Tel: (079)-2640353/48 • **AJMER:** 5, 6 1st Floor, India Square, India Motor circle, Kutchery Road, Ajmer-305001 • **ALLAHABAD:** Upper Ground Floor, House no 45/1 (202), M.G. Marg, Civil Lines, Allahabad • **AMRITSAR:** 3rd Floor, Central Mall, Opp ICICI Prudential Mall, Amritsar-143001 • **AURANGABAD:** 1st Floor, Sanjeevani Complex, Near Rantapurabhr moters, Adalat Road, Aurangabad • **BANGALORE:** G-011, HM Geneva House 14, Cunningham House Road, Bangalore-560052. Tel: 080-22389991/2/3/5 • **BARODA:** 3/A Sun, 3rd Floor, Commercial Complex, Opp. Race Course Tower, Next To Citibank, Goti Road, Baroda - 390 007. Tel: (0265)-6582984/2986 • **BELGAUM:** 1st Floor, Beside Canara Bank, Opp. Meenaxi Bhavan, Station Road, Belgaum - 590 001. Tel: 984587710 • **BHILLAI:** Room 9, 2nd Floor, Chohan Estate, Ge Road, Bhillai - 490023. Tel: 0788-4083340 • **BHOPAL:** Off. - 1st Floor, Kamal Towers, 149, M.P. Nagar, Zone - 1, Bhopal - 462011. Tel: 0755-4061365/4074052 • **BHUBHANESHWAR:** 1st Floor, 77, Khavel Nagar, Janpath, Bhubhaneswar 751 001 • **CALICUT:** Shop no 110-111, First Floor, Calicut Mall, Stadium Junction, Puthiyara Road, Calicut-673004 • **CHANDIGARH:** SCo. 149-150, Sector - 9, C, Chandigarh - 160 017. Tel: 0172-2749172/73 • **CHENNAI:** Kubers Towers Old No-42, 1st Floor Pantheon Road, Egmore, Chennai - 600008. Tel: 0044-42045003/5002/28191681/28116610 • **COCHIN:** Casa Blanca, 2nd Floor, M. G Road, Opp: Citi Bank, Cochin - 682035. Tel: 0484-2383969/2366817 • **COIMBATORE:** 2nd Floor, Thirumalai Towers, 723 A & B, Bavinashi Road Coimbatore - 641018. Tel: 0422-4350262/64 • **DEHRADUN:** 97, India Trade Centre Raipur Road, Dehradun-248001. Tel: 0135-3241324 • **DHANBAD:** 202 A, Jind Floor, Sri Ram Plaza, Bank More, Dhanbad, Jharkhand • **DURGAPUR:** 3rd Floor, City Plaza, City Center, Durgapur-16. Tel: 034-36450619/21 • **GOA:** 3-G, Sesa Ghor, Patta Plaza, Panjim, Goa-403001. Tel: 0832-2437628/29 • **GURGAON:** 617, Galleria commercial complex, DLF City Phase IV, Gurgaon-122002. Tel: 0124-4235974-75 • **GURWAHATI:** Orion Tower, 7, 8, 1st Floor, G.S Road, Guwahati 781 005 Tel: 0361-2599273/2595020 • **HUBLI:** Shop no 7, 8, Ground Floor, Shree Shivsheel Multiplex, Opp new Bus stand, Gokul Road, Hubli • **INDORE:** 405, City Centre, 570 M.G Road, Opp High Court, Indore. Tel: 0731-2534502/5040496/5046789 • **JABALPUR:** Mangalam, 101 Naiper Town, Shastri Bridge Road, Jabalpur - 482001 • **JAIPUR:** 204, Ganpat Plaza, 2nd Floor, M.I Road, Jaipur-302001. Tel: 0141-2389082/5116883/2389115 • **JALANDHAR:** 210, 2nd Floor, Grand Mall, G.T Road, Jalandhar • **JALANDHAR:** 215/A, 2nd Floor, R&J Plaza, Theinmain Road, P.P. Chavadi, Madhurai-625016. Tel: 0452-2382566/67 • **MANGLORE:** BS-7, Essel Tower, Bunts Hostel, Mangalore-575003 • **MEERUT:** Unit no. 103, Om Plaza, Opp. Ganga Plaza, Begum Bridge, Meerut - 250001 • **MYSORE:** Shop no 442-443, Laxman Plaza, Chamrajwala double road, Near Ramaswamy circle, Mysore-570024 • **MUMBAI (ANDHERI):** 2nd Floor, Tower A, Ahura Centre, Mahakali Caves Road, Andheri (East), Mumbai - 400 093 Tel: 022-66928000 • **MUMBAI (GHATKOPAR):** 506-507, 5th Floor, Kailas Plaza, Vallabha Lane, Ghatkopar (East), Mumbai - 400077 • **MUMBAI (SALES OFFICE):** Turner Morrison Building, 1st Floor, 16, Bank Street, Fort, Mumbai - 400 023. Tel: (022)-56379999 • **MUMBAI (PRABHADEVI):** Birla Sun Life Asset Management Company Limited, Shop No. 6, Kohnoor Corner, Opp Siddhivinayak Temple, Prabhadevi, Mumbai - 400 025. Tel: (022)-56661035/1036 • **NAGPUR:** 6th Floor, Landmark, Wardha Road, Ramdaspath, Nagpur - 440012. Tel: 0712-6630899 • **NASHIK:** Shop No. 1, Samrudhi Residency, Opp. City Pride Hotel, Tilak Wadi, Nasik - 422002 • **NEW DELHI:** 801 & 802 Ashoka Estate, 24, Barakhamba Road, Connaught Place, New Delhi - 110001. Tel: (011)-23358636/23320831 • **PATIALA:** First Floor, S.C.O. -11, Roshan Lal Towers, Chhoti Barandari, The Mall, Patiala • **PATNA:** 11/512, 5th Floor Ashiana Hari Niwas Complex, Dak Bungalow Road, Patna - 800 001 Tel: (612)2207022/23/3890873 • **PUNE:** Kapi Towers 'A' 2nd Floor, Dr. Ambedkar Road, Nr. Sangam Bridge, R.T.O., Pune-411001. Tel: (020)-56011865/1866/1867 • **RAIPUR:** 2nd Floor, Chawla Complex, Devendra Nagar Road, Raipur(C.G) 492001. Tel: 0771-4266894/9302271789 • **RAJKOT:** 915-917, Star Plaza, 9th Floor, Phulchhab Chowk, Rajkot - 360001 • **RANCHI:** 2nd Floor, Lya Complex, PP Compound, Ranchi - 834001 • **SALEM:** No. 4, Omalur, Main Road, Salem - 636 009 • **SECUNDRABAD:** Mayfair Complex, 1st Floor, S.P Road, Secundrabad-500 003. Tel: 040-65311052/3580/27721818 • **SILLIGURI:** 2nd Floor, Ganpati Plaza, Svevko Road, Silliuguri - 734 001 • **SURAT:** M-8, M-9, Mezzanine Floor, Jolly Plaza, Athwa Gate, Surat. Tel: 0261-6581707/1708 • **TRICHUR:** Trichur Trade Centre, Kuruppam Road, Trichur - 680001 • **TRICHI:** 19/1, First Floor, Above UTI Mutual Fund, Kingston Park, Puthur High Road, Ramalinga Nagar, Woraiyur, Trichy - 620017 • **TRIVANDRUM:** 3rd Floor, Kailas Plaza, Pattom, Trivandrum - 695 004 • **UDAIPUR:** 209-210, 2nd Floor, Daulat Chambers, Sardarpura, Udaipur - 331001. Tel: 0294-5102290/91 • **VALSAD:** 01, Amar Chambers, Valsad - 396 001. Tel: 9879503553 • **VARANASI:** Anant Complex, 3rd Floor, D-9/127, C-4, Srigra, Varanasi-10. Tel: 0542-2227755/2227756 • **VASHI:** Arjea Corner, 217, 2nd Floor, Vashi, Navi Mumbai • **VIJAYWADA:** K.P. Towers, 401-1-52/6, Behind Birla Sun Life Insurance, Acharya Ranga Nagar, Vijaywada - 520 010 • **VISAKHAPATNAM:** 1st Floor, B-2, Pavan Palace, Opp T.S.R. Complex, Dawarkanagar, Vishakapatnam - 530016. Tel: 0891-6631337.

## COLLECTION CENTRES DURING THE NEW FUND OFFER PERIOD

### ABN AMBRO BANK

**MUMBAI:** Brady House, 14, Veer Nariman Road, Fort, Mumbai - 400 023 **PUNE:** 327, Mahatma Gandhi Road, Pune Camp, Pune - 411 001 **NASIK:** 21, Krushinagar, College Road, Nasik - 422 005 **NEW DELHI:** Hansalaya Bldg, 15, Barakhamba Road, New Delhi - 110 001 **KOLKATA:** Azimganj House, Units 3-5, 7 Carnac Street, Kolkata - 700 017 **BARODA:** 7, Alkapur, Off R C Dutt Road, Baroda - 390 007 **AHMEDABAD:** VIVA Complex, Primal Char Rasta, Ahmedabad - 380 006 **SURAT:** KG House, Upper Ground Floor, Gohd dhod Road, Off Parle Point, Surat - 395 007 **BANGALORE:** Prestige Towers, Ground Floor, 99/100, Residency Road, Bangalore - 560 025 **MANGALORE:** Maximus Commercial Complex, Light House, Hill Road, Mangalore - 575 001 **HYDRABAD:** M-6-3-248/1/1a, Road No 1, Banjara Hills, Hyderabad - 500 034 **SALEM:** 103/105 Siram Nagar, Saradha College Rd, Salem - 636 016 **TIRUPUR:** 1st Floor, No. 48, Kangeyanagar, Tirupur - 641 604 **CHENNAI:** 19/1, Haddows Road, Chennai - 600006 **LUCKNOW:** 31/383, MG-3, Lucknow - 226 001 **MORADABAD:** Gf 1, Parshwanath Plaza No. II, Neelgiri Commercial Complex, Delhi Road, Moradabad - 244 001 **UDAIPUR:** Shubb Appt, Ground Floor, Plot No. 99, L-Road, Verma Circle, Upp. Collector Bungalow, Bhupalpura, Udaipur - 313 001 **PANIPAT:** Show Room No. 1196/7 (Part), Opp. N.K Tower, Near I B College, G T Road, Panipat - 132 103

### HDFC BANK LTD.

**ALIGARH:** 3-316 Ramghat Road, Near Devi Tray Hospital, Aligarh-202 001. Tel.: 0571-2741973 **AGRA:** Shop No F3,F3-A, 1st Floor, Friend's Plaza, Sanjay Place, Agra-282 002. Tel.: 0562 - 2524089 **AHMEDABAD:** Hdfc Bank House, Near Mitkhalik Six Roads, Navrangpura-380 009. Tel.: 079-5521763/5521784 **AHMEDNAGAR:** Amber Plaza, Station Road, Opp Adcc Bank Sahakar Gruh, Ahmednagar-414 001. Tel.: 95241-2451962-63/2451194 **AJMER:** Amc No - 13/10 & 14/10, Near Suchma Khera, Adjacent To Swami Complex, Ajmer-305 001. Tel.: 0145-5100123 **AKOLA:** Sethi Heights, Upp To Collector Office, Z P Road, Akola-444 001. Tel.: 0724-2432204 (D), 2441128 & 2431446 (Ext 110) **ALLAHABAD:** 54/1 S.P.Marg Civil Lines, Allahabad-211 003. Tel.: 0532-2260049 **ALWAR:** Bhagat Singh Circle, Road No 2, Alwar-301 001. Tel.: 0144-5100880 **AMBALA:** Shingar Palace Complex, Nicholson Road, Ambala Cantt-133 001. Tel.: 0171-2600044 (D), 0171-2600045 **AMRAVATI:** C/O Rasik Plaza, Jaistamb Chowk, Morshi Road, Amravati-444 601. Tel.: 0721 - 2568432 ,05.0 **AMRITSAR:** 39, The Mall Amritsar - Tel.: 0183-2564616 **ANAND:** 1st Floor, Sanket Towers, Opp Anand Arts College, Grid Road, Anand-388 001. Tel.: 02692-573195 **ANKLESHWAR:** S A Motors Building, Ankleshwar-395 002. Tel.: (02646) 227704/227705 **ASANSOL:** Cms Dept, P C Chatterjee Market, G.T Road, Rambhandu Tala, Asansol-713 303. Tel.: 0341-2214848 **AURANGABAD:** Shivani Chambers, Manjeet Nagar, Jalna Road, Opp Akashwani, Aurangabad-431 001. Tel.: (0240) 2362042/47 **BALASORE:** C/O Bharat Motors, FM Circle, Balasore-756 001. Tel.: 06782 - 263335 **BANGALORE:** No 8/24 Salco Centre, Richmond Road, Bangalore-560 025. Tel.: 080-41266665 **BARDOLI:** Shree Ambika Niketan Temple, Shree Ambika Niketan Temple, Bardoli-394 601. Tel.: 02622 223627, (02622) 223879 **BARILLY:** 154, Krishna Palace, Civil Lines, Bareilly-243 001. Tel.: (0581) - 3099631 **BARODA:** 5th Floor, Midway Heights, Next To Panchmukhi Hanuman Temple, Lokmanya Tilak Road, Kirti Mandir, Near Kala Ghoda, Raopura Baroda - 390 001, Baroda-390 001. Tel.: 0265-5585516, 09327585780-Rakesh Sharma **BELGAUM:** 4830/28 A Upp District Hospital, Dr Ambedkar Road, Belgaum-590 002. Tel.: 204441115 **BHARUCH:** Near Octroi Naka Link Road, Near Octroi Naka, Link Road, Bharuch-392 001. Tel.: Direct No.222031 (02642), Board Line -220108,222032 Extn.23. **BHATINDA:** 3027 - B Guru Kanshi Marg, Bhatinda-151 001. Tel.: 0164-2240832,2240993-996 **BHAVNAGAR:** Gopi Arcade, Opp Takhteshwar Post Office, Bhavnagar-. Tel.: (0278) 5540340 **BHILAI:** Chauhan Estate, G.E.Road, Supela, Bhilai- 490 023 **BHILWARA:** 2-3-4, S.K Plaza Complex, Pur Road, Bhilwara-. Tel.: 01482-512686 **BHIWADI:** Sp 54 Ashiana Arcade, Riico Industrial Area, Bhiwadi-301 019. Tel.: 01493-225646, 510646 **BHOPAL:** E - 1/57, Arera Colony, Bhopal- 462 015-2461145(Direct), Bhopal-5281616,5276007,5276008. **BHUBANESHWAR:** Junction Of Janpath & Gandhi Marg, Oldtaji Complex, Kharvelanagar, Unit - III, Master Canteen Square, Bhubaneswar-751 001. Tel.: 0674-2400866/95 **BHUJ:** 101 & 102 Sunrise Tower, 11- Vijaynagar Station, Hospital Road, Bhuj- 370 001. Tel.: 02832-573456 **BOKARO:** B-9 City Centre, Sector V, B - 9, City Centre, Sector V, Bokaro Steel City, Bokaro-827 004. Tel.: 06542-232786/87/88 **BURDWAN:** 45 G.T. Road, Birhata, Burdwan-713 001. Tel.: 0342-2560784 **CALCUTTA:** Abhilasha II, 6, 1st Floor, 6 Royd Street, Kolkata-700 016. Tel.: 033-22273760-65,2227 3761 **CALICUT:** Malabar Palace, G.H Road, Calicut-673 001. Tel.: 0495-2727759 **CHALAKUDI:** Police Station Road, Chalakudi-680 307. Tel.: 0480/2707754/55 **CHANDIGARH:** Sco 371/372, Sector 35 - B, Chandigarh-. Tel.: 0172-2711285/5088303 **CHANGANACHERY:** Cms Dept, Golden Tower, Golden Tower, M C Road, Vezhakattuchira, Changanachery-686 101. Tel.: 0481 2425002/2425004 **CHENGANNUR:** Govt Hospital Junction, Chengannur-689 121. Tel.: 0479-2456215 **COCHIN:** 2nd Floor, Elmar Square, M.G Road, M.G Road, Ravipuram, Cochin-682 016. Tel.: 0484-2359436,09349133907 **COIMBATORE:** 1635 Classic Tower, Trichy Road, Coimbatore-641 018. Tel.: 0422-2302630/46/2303300 **CURCHOREM:** Cms Dept, Mopkar Chamunda, Ground Floor, Near Post Office, Curchorem - Sangem Road, Curchorem-403 706. Tel.: (0832) 2650098 **CUTTACK:** Bajrakabati Road, Cuttack-753 001. Tel.: 0671-2332744/33/22/11 **DAHAMU:** Matrushash Building, Irani Road, Dahamu Road, Dahamu-. Tel.: 02528-2256034 **DAMAN:** Arc Shopping Mall, Dilip Nagar, Teen Batti, Daman-396 210. Tel.: 0260-2250632/2263497 **DAVANGERE:** No 621, Bhm Enclave, Binny Co Road, Mandipet, Davangere-. Tel.: 08192-232781 **DEHRADUN:** 56, Rajpur Road, Uttaranchal, Dehradun-248 001. Tel.: 0135-2745295 **DELHI:** Figops, 1st Floor, Kailash Building, 26 K G Marg, New Delhi-110 001. Tel.: 011-41699406/41699406 **DHANBAD:** Sri Ram Plaza, 1st Floor, Bank More Dhanbad, Jharkhand-826 001. Tel.: (0326) 2308831 **DURGAPUR:** A102 & 103, City Centre, Bengal Shristi Complex, City Centre, Durgapur Road, Durgapur-713 216. Tel.: 0343-2549962-65 **ERODE:** 456 Brough Road, Erode-638 001. Tel.: (98424) -2261287 /2268522 - Extn 0424 **FEROZEPUR:** Cms Dept, Building 307 /7, The Mall, Ferozpur City, Haryana-152 002. Tel.: (01632) -226173 **GANDHIDHAM:** Plot No 1, Sector 8, Rabindranath Tagore Road, Near Gpo, Gandhidham-370 201. Tel.: (02836) -573251 **GAYA:** Near Ganta Garh, K.P Road, Gaya- 823 001. Tel.: (0631) -2220012 **GORAKHPUR:** Cms Dept, Prhalad Rai Trade Centre, Ayodhya Crossing, Bank Road, Gorakhpur-273 001. Tel.: (0551) -2342612 **GUNTUR:** 67-90, Main Road, Lakshmiapuram, Guntur-52 2007. Tel.: (0863) -2265648 **GURDASPUR:** Cms Dept, Sef-18 2 Shopping Complex, Improvement Trust Market, Hanuman Chowk, Gurdaspur-143 521. Tel.: (01874) -242335 **GUWAHATI:** House No 126, Opp Times Of India, Bhanganagar, Guwahati-781 005. Tel.: 0361 -2461082 (D), 74/80/81 **GWALIOR:** Block G1, Plot No. 43, Anand Deep Building, City Centre, Gwalior-474 011. Tel.: 0751 4015007 **HAIJPUR:** Vimal Complex, Dak Banglow Complex, Upp T V Showroom, Hajipur-844 101. Tel.: 06224-262064 **HIMATNAGAR:** G.F Shop No 5-8 & First Floor 4 - 9, Kumar House, Durga Oil Mill Complex, Himmatnagar-383 001. Tel.: 02772-571156/9895829577 **HISAR:** Sco 170 A Commercial Building, Red Square Market, Station Road, Hisar-125 001. Tel.: 01662-241023, 01622-321357 **HOSHARPUR:** Sco 1-2-3, Scheme No 11, Improvement Trust Market Chandigarh Road, Hoshiarpur-146 001. Tel.: 01882 -509565 **HOSUR:** No. 24 & 25, Maruthi Nagar, Near Dharga, Sicutp Po. Hosur-635 126. Tel.: 04344-500554 **HUBLI:** T B Revankar Complex, Vivekanand Hospital Road, Hubli-580 029. Tel.: 0836-2217084 **HYDERABAD:** 6-1-73 3rd Floor Saeed Plaza, Lakadjalgauda, Hyderabad-500 004. Tel.: 040-5566821/55630666/32347423/32347412 **INDORE:** 3 Rd Floor, 9/1a, U.V.House, Shool Tukoni, Indore-452 001. Tel.: 0731-5201919/5077794/5077793/520004 **IRINJALAKUDA:** Ushus Complex, Main Road West Tana Po, Irinjialaguda-680 121. Tel.: 0480 2829655 **JAMBALPUR:** 1702, Naiper Town, Model Road, Jabalpur-482 002. Tel.: (0761) 5018773, 5036040 49 J **JAGRAON:** 368 B, Kapoor Building, Tehsil Road, Jagraon-142 026. Tel.: 01624-541771 **JAIPUR:** 1st Floor, 0-10, Ashok Marg, Ahimsa Circle, C Scheme, Jaipur- 302 001. Tel.: 0141-5539666 **JALANDHAR:** 911, Near Narinder Cinema, G.T Road, Jalandhar-144 001. Tel.: 0181-5071644 **JALGAON:** Plot No 13/13, Ssp Chowk, Facing Mahal Road, Jalgaon-428 001. Tel.: 0257-2237642/2238948/2238958/223878 Extn- 104/110 **JAMMU:** Ch-153, Railhead Complex, Gandhi Nagar, Jammu Tawi, Jammu-180 001. Tel.: 0191-2475396 **JAMNAGAR:** Plot No 6, Park Colony, Station Road, Beside Bunder Road, Jamnagar-366 008. Tel.: 0288 -2662035, 0288-3112594 **JAMSHEDPUR:** C/O Mihliya Motors Ltd, Near Ram Mandir, Bistupur, Jamshedpur-831 001. Tel.: 0657-2756006/2756066 **JODHPUR:** Plot No 57 / B, 9th Chopsanagar Road, Jodhpur-342 003. Tel.: 0291-5106400/5106200/5106200/51062300/Ext 108/110 **JUNAGADH:** Moti Palace, Ground Floor, Opp Rajinagar, Junagadh-362 001. Tel.: 0285 2670042/0285 -2671947 Ext. 111 **KADI:** Radhaswami Complex R.S.No 242, , Near N.C. Desai Petrol Pump, Highway Char Rashtia, Kad- 372104 - 242027 **KALYANI:** B-7/40 & 41 (S) Central Avenue West, Central Park, B-7/40 & 41 (S), Central Avenue West, Central Park, Kalyani-741 325. Tel.: 033 -25809725 **KANPUR:** Cms Dept, K.V.R Towers, South Bazar Road, Kanpur- 670 002. Tel.: 0497-2705880 **KANPUR:** Navin Market Branch, 15/46 Civil Lines, Kanpur-280 001. Tel.: 0512-3018052 **KAPURTHALA:** Mgn School, Mall Road, Kapurthala-. Tel.: 01822-233973 **KARAD:** Near Hotel Sangam, Pune Bangalore Highway, Karad-415 110. Tel.: 02164-229679 **KARNAL:** Sco 778-779, Upp Mahabir Dal Hospital, Kanjura Road, Karnal-. Tel.: 0184-2202789 **KHANNA:** Upp Bus Stand, G.T Road, Khanna-141 401. Tel.: 01628-229953 **KOLHAPUR:** Gem Stone, Raosaheb Vichare Complex, 517, E Ward, New Shahapur, Near Central Bus Stand And Parkish Pool, Kolhapur-416 001. Tel.: 0231-2651906, 2651908 **KOTA:** Show Room No 13 - 14, Main Jhalwar Road, Kota-324 007. Tel.: 0744-2390485 (D), 9829 230 230 **KOTTAYAM:** Unity Building, Upp Midc Centre, K K Road, Kottayam-686 002. Tel.: 0481-2302361 **KURUKSHETRA:** Cms Dept, Shop No 1 to 5, Kalawati Market, Railway Road, Kurukshetra-136 118. Tel.: 0174-2944732 **LATUR:** Shr Prabha Arcade, Shop No 3-6, M.G Road, Near Anwar Parishad, Upp Town Hall, Latur-413 512. Tel.: 02382 -255116 **LUCKNOW:** Pranay Tower, Darban Lal Sharma Marg, Beside Pratibha Cinema, Lucknow-226 001. Tel.: 0522-3019124-27/3919811/3919813/3019132/3019136/3019140 **LUDHIANA:** Cms Dept, 5th Floor, Mall Road, Ludhiana-. Tel.: 0161-2422344/5021699 **MADRAS:** 751 - B Anna Salai, Marian Centre, Chennai-600 002. Tel.: 044-28420870/76 : Extn : 203/204 **MADURAI:** 7-2 - A, West Velli Road, Upp Railway Station, Madurai-625 001. Tel.: 0452-2350707 **MANDI GOBINDGARH:** Hukum Chand Bansal Building, Main Post Office Road, Mandi Gobindgarh-147 301. Tel.: 01765 506033 **MANGALORE:** M.N Towers, Kadri, Mangalore-575 002. Tel.: 0824 -225405/2225110 **MANJERI:** Cms Dept, Kurilal Plaza, Bldg #20/1245 Kacheripada, Malapuram Road, Manjeri-676 121. Tel.: 03833094040/3091472 **MARGODA:** Ranghavi Building, Upp Municipality Garden, Dr George Barate Road, Margoa-403 601. Tel.: 0832-2750225/2750019 **MATHURA:** Cms Dept, Opp Bsa College, Gaushtala Road, Mathura-281 001. Tel.: 0565-2463805/2463806 **MEERUT:** 381 Western Kachery Road, Meerut-250 001. Tel.: 0121-2666080/2665799 **MEHSANA:** Prabhu Complex, Near Raj Kamal Petrol Pump, Abhu Highway, Mehsana-384 002. Tel.: 02762-243173, 02762 -243 008 **MOGA:** G.T Road, Upp D.C Office, Moga-. Tel.: 01636-283003 **MORADABAD:** Chaddha Shopping Complex, Gmd Road, Moradabad-244 001. Tel.: 0591-2310508/09 **MORVI:** Om Shopping Centre, Revapur Main Road, Morvi-363 041. Tel.: 08222-221316 **MPUSA:** 1 / 2 Ground Floor, Cosmos Towers, Near Govt Bldg Complex, Mpusa-403 507. Tel.: 0832-2254421/31/41/0832 2254588 **MUMBAI:** Manekjiwadia Building, Nani Motwani Marg, Mumbai-400 023. Tel.: 022 -56573657 /56573669 /22679947 /22679961 **MUZAFFARPUR:** Above Maruti Showroom, Choti Sarai Ganj, Muzaafarpur-842 001. Tel.: 0621-2221368 **MYSORE:** Nageetha Complex, Vishwamanava Double Road, Saraswathi Puram, Mysore-570 009. Tel.: 0821-5255304 **NABHA:** Sco 14-15, Patel Nagar, Nabha-147 001. Tel.: 01765-242924, 225225 **NADIOD:** Shoot Out Building, Nadiad Ice Factory Compound, Colledge Road, Nadiad-387 001. Tel.: 0268-5540114 **NAGPUR:** 303 & 304 3rd floor, Wardh Road, 12, Milestone, Near Lokmat Square, Nagpur-440 010. Tel.: 0712-2554405/2551746 Ext- 119 And 111 **NASIK:** Archant Centre, 3<sup>rd</sup> Floor, Chandak Circle Link Road, Upp Sandeep Hotel, Near Mahamog Bus Stand, Nasik-422 002. Tel.: 0253-5647594 /97 /98 **NAVARSARI:** Mandini Complex, Ground Floor, Station Road, Sandh Kuvva, Navsari-396 445. Tel.: 02637 280901 /240702 /247896 **NAVANSHAHAR:** B/1/48, Banga Road, Navanshahar-144 514. Tel.: 01823-503053 **NELLORE:** G.T Road, , Nellore-524 001. Tel.: 0861-2327181 **PALAKKAD:** 6/26, Chandu Nagar, Palakkad-678 007. Tel.: 0491 -2570646 /2571157 /2570684 /2570614 /984613965 **PALANPUR:** Parth Complex, Near Cozy Tower, Opp Joravar Palace, Palanpur-385 001. Tel.: 02742-571638,9327568081 **PANIPAT:** 801 /4 , G.T Road, Panipat-132 103. Tel.: 0180 -5015268 (D), 2648619-20 Ext 207 **PANJIM:** Smtani Vivekanand Road, 301, Milroc Lar Seneski, Upp Gomantak Maratha Samaz, Panjim-403 001. Tel.: 0832 -5621250 /5621251 /2421952 **PATHANAMTHITTA:** Cms Dept, Aban Arcade Ward # 9/1128, Pathanathitta-Kumbhazha Road, Pathanathitta-689 645. Tel.: 0468-2322378 **PATIALA:** S.C.O 70 - 73, Lela Bhawan Market, Patiala-147 001. Tel.: 0175 5002500 **PATNA:** Rajendra Ram Plaza, Exhibition Road, Patna-800 001. Tel.: 0612-2206161, 2242332,3116348 **PERINTHALMANN:** Calicut Road, Perinthalmanna, Malappurama Dist, Perinthalmanna-. Tel.: 04933-395306 **PHAGWARA:** Kalra Road, Upp Hanuman Garhi Mandir, Phagwara-144 401. Tel.: 01824-221844-45 **PONDA:** Royal Chambers, Gdri -Gd4, Tisc, Ponda-403 401. Tel.: 0832-231974 **PONDICHERRY:** Ts No 6, 100 Feet Road, Ellipallaiachavady, Pondicherry-605 005. Tel.: 0413-2200741 **PORBANDAR:** Om Shiv Sakthi, R D Chamber, Porbandar-360 575. Tel.: 0286-2221387, 9898469600 **PUNE:** 5 Th Floor Millennium Tower, Bhandarkar Road, Shivaji Nagar, Pune-411 004. Tel.: 020-25651575 Ext 121 **QUILON:** Vpp Buildings, Door No Xvii /1539 (203ad), Vadakkumbhagom Ward, Irumpulgam, Kollam-691 001. Tel.: 0474 2766711/74 **RAIPUR:** Charvika Complex, Near Vanija Bhawan, Sai Nagar, Devendra Nagar Road, Raipur-492 009. Tel.: 0771 -252 9110 (D), 0771 -505 8901 /02 /03 Ext 201 /202 **RAJAMUNDRY:** H.No: 46-17-20, Main Road, Danavapet, Rajahmundry- 533 103. Tel.: 0883-2442928 **RAJKOT:** Upp Alfred High School, 2nd Floor, Panchratha Bldg, Jawahar Road, Rajkot-360 001. Tel.: 0281-5595553 **RAJPUTRA:** 11 - 12 Block B, Chandigarh Patiala Road, Rajputra-140 011. Tel.: 01762-243114 **RANCHI:** Ranchi City Shopping Complex, Apt No - 11, Main Road, Ranchi-834 001. Tel.: 0651-2308148 **REWARI:** L-203, Old Court Road, Model Town, Rewari-123 401. Tel.: 01274-220283, 01274-225389, 01274-311013 **ROHTAK:** 401 -402, D Park, Model Town, Main Delhi Road, Rohtak-124 001. Tel.: 01262 -326841 **ROPAR:** Sohana Chandigarh Rd, College Road, Ropar-141 001. Tel.: 01881-221344/55 **ROURKELA:** Bisra Road, Dwivedi Bhawan, Dwivedi Square, Rourkela-769 001. Tel.: 0661 -2500666 (D), 2511666 /2522666 /2514666 **RUDRAPUR:** Plot No1 &2, Nantial Road, Plot No1 &2, Nantial Road, Rudrapur-263 153. Tel.: 05944-24174 **SAHARANPUR:** Mission Compound, Court Road, Adjoining Top Shop, Saharanpur-247 001. Tel.: 0132 -2726467 **SALEM:** 5 / 241 - F, Ratna Arcade, Omaluru Main Road, Salem-636 004. Tel.: 0427 2331604, 03 **SAMBALPUR:** Nayapara, Golbazar Chowk, Sambalpur-768 001 **SANGLI:** 640, Venkatesh Senate, Miraj Road, Sangli-414 416. Tel.: 0233-2327836 **SANGRUR:** Shop No. 1-2-3 Kaula Park Market, Shop No. 1-2-3 Kaula Park Market, Sangrur-. Tel.: 01672-501803 **SHIMLA:** Jankidas Building, 3, The Mall, Shimla-171 001. Tel.: 0177-2658541 /26585412 /26585413 **SILIGURI:** 3 No., Ramkrishna Smiti Building, Sevoke Road, Pani Tanki More, Siliguri-734 401. Tel.: 0353-2640726, 0353 2642566 Ext. 112/114 **SILVASSA:** 1-16 Jaypee House, Upp Patel Petrol Pump, Vapi Silvassa Road, Silvassa-396 230. Tel.: 0260-2642042/81 **SOLAN:** Anand Bhawan, Near Dc Office, Raigarh Road, Solan-173 212. Tel.: 01792 -226449 **SURAT:** 7th Floor, Kashi Plaza, Next To Dr Bipin Desai Childrens Hospital, Majura Gate, Surat-395 002. Tel.: 0261 -5563650 **THALASSERY:** Aqf Near Road, Thalassery-670 001. Tel.: 0490 -2325104 **THIRUVALLUR:** Ilampallichi Buildings, 26/149/1&2, M.C Road, Tiruvallur-689 101. Tel.: 0469 2741378 **TIRUPATHI:** H.No 10 - 14 - 575/3, Mosque Road, V.V Mahal Road, Tirupati-517 501. Tel.: 0877-2257815 0877-2257811 **TRICHUR:** Kalliyath Roy College, Palace Road, Trichur- 680 020. Tel.: 0487 -2330980/2330981 **TRICHY:** A - 10, Lakshmi Arcade, 11th Cross Main Road, Thillainagar, Trichy-620 018. Tel.: 0431 -2742204 **TRIVANDRUM:** Kenton Towers, Vazhuthacaud, Trivandrum-695 014. Tel.: 0472 2337615 **UDAIPUR:** 358 Post Office Road, Chetak Circle, Adjacent To Chetak Cinema, Udaipur-313 001. Tel.: 0294-5103355 **UNJHA:** Suvidhi Complex, 1 St Floor, Near Radha Krishna Temple, Station Road, Unjha-382 107. Tel.: 02767-240623 Ext 107, 02767-240624 **VARANASI:** 1st Floor, Ekta Appt, Near R J High School, Thithal Road, Valsad-396 001. Tel.: 02632-572201 **VAPI:** Lower Ground, Emperor Arcade, Chala Road, Vapi-396 191. Tel.: 0260 -5548104 939275 68120 **VARANASI:** D-58 / 2 Kuber Complex, Rathyatra Crossing, Varanasi-221 010. Tel.: 0542-2226203 **VASCO:** Ground Floor, Damodar Building, Swatantra Path, Vasco Da Gama-403 800. Tel.: (0832) 2516905 **VERAVAL:** Amrutdepp, Upp Public Garden, Rajamahal Road, Veraval-362 265. Tel.: 02876 570219 **VIJAYWADA:** 40-1-48/2, M.G Road, Labbipet, Vijaywada-520 010. Tel.: 0866 -5547400 **VISHAKHAPATNAM:** 1st Floor, Potturi Castle, Above Raymond Showroom Dwaraka Nagar, Vishakhapatnam-. Tel.: 0891-5571123 **WARANGAL:** No 1-8-605 / 1 Nakkalgutta, Hanamkonda, Warangal-506 002. Tel.: 0870-2567955, 2567933 **YAMUNAGAR:** 103, Model Town, Udaipur-Kanpat Road, Yamunanagar-135 003. Tel.: 01732-200006 **UDUPI:** Panduram Towers, V.C. Show Road, Diana Circle, Udupi-576 101. Tel.: 0820 -4294936/4294931

### KOTAK MAHINDRA BANK

**AGRA:** Shirram Hospital M.G Road, Agra, Uttar Pradesh-282003 Tel.: 0562-4007827 **AHMEDABAD:** 503, Sakar li, Ellis Bridge Corner, Ashram Road, Ahmedabad, Ahmedabad Gujarat-380006 Tel.: 079-26574301 **ALLAHABAD:** 2. Sardar Patel Marg Civil Lines Allahabad 211001 Tel.: 0532-2427346/54 **AMRITSAR:** 10, Kennedy Avenue The Main Mall Road Amritsar, Punjab - 143001 Tel.: 0183-5002946 **ANAND:** (Vallabhidya Nagar) PM.Chambers Moti Bazar Vallab Vidya Nagar, Anand Gujarat - 388120 Tel.: 02692-229993 **ANKLESHWAR:** Shop # 11, 12 14, Narmada Arcade Old National Highway No 8 Ankleshwar-393002 Tel.: 02646-2270490 **BANGALORE:** 07/7, Umia Land Mark Next To Chancery Hotel Lavelle Road Bangalore - 560001 Tel.: 080-51124373 **BARDOLI:** Pitru Chaya Station Road Bardoli, Gujarat - 394601 Tel.: 02622-224500 **BARODA:** Panoramia Building R.C.Dutta Road, Alkapuri, Vadodra-300097 Tel.: 0265-5520350 **CHANDIGARH:** 153-154-155 Madhya Marg Sector 9 - C Chandigarh - 160 009 Tel.: 0172-5008611 **CHENNAI:** Lcc Dept, Vh Floor Ceobros Centre 39, Montieth Road Chennai-600008 Tel.: 044-42245521 **COCHIN:** Ground Floor, Kumadorai Estate M G Road Cochlin Tel.: 0484-2385289 **COIMBATORE:** 727, Avinashi Road Skanda Square Coimbatore Tamilnadu - 641018 Tel.: 0422-5351863 **HIMMATNAGAR:** Gr Floor, Dodiya House Opp. Govt Godown Nr.Civil Circle Himmatnagar - 383001 Tel.: 02772-245019 **HYDERABAD:** Pavani Jewel Tower, Ground Floor, Somajiguda, Hyderabad - 500089 Tel.: 040-55755036 **INDORE:** 580, M.G Road, Indore 452001 Tel.: 0731 - 5297502 **JAIPUR:** 57, Krishna Tower, Sardar Patel Marg, C-Scheme Jaipur - 302001 Tel.: 0141 - 5150733 **JALANDHAR:** Midas Corporate Park G T Road Jalandhar Punjab - 144001 Tel.: 0181-5065100 **KADI:** 2, Kunal Complex, Opp. J.K Petrol Pump Kadi Gujarat - 382715 Tel.: 02764-242906 **KANPUR:** 17/03, The Mall Meghdoot Hotel Building Kanpur U - 208001 Tel.: 0512-2367894 **KAPURTHALA:** Calicut Road, Simi Plaza Kanpur - 51, Mall Road Kapurthala, Punjab - 144601 Tel.: 01822-501412 **KOLKATA:** Lcc Kolkata Apeejay House 15,Parkstreet, Kolkata - 700016 Tel.: 033-22271971 **KOTTAYAM:** Cherukara Towers Upp To Collectorate Kottayam 686001 Tel.: 0481-230380/7172 **LUCKNOW:** 3gf, Speed Building Shahanzaf Road Lucknow - 226001 Tel.: 0522-3919572 **LUDHIANA:** Sco 120, Ground Floor, Feroze Gandhi Market, Ludhiana - 141001 Tel.: 0161-5055209 **MEHSANA:** Rajendra Estate, Upp Gayatri Temple, State Highway, Mehsana Gujarat - 384002 Tel.: 02762-231181 **MORBI:** Shop No 5-8, Ground Floor Silver Plaza Ram Chowk, Savsar Plot Morbi, Gujarat - 363641 Tel.: 02822-221745/47 **MUMBAI:** Mittal Court, C Wing Nariman Point Nariman Point Mumbai-400021 Tel.: 022-5658112 **NAGPUR:** Ground Floor, 345 Shree Mohini Complex, Kingsway, Nagpur - 440001 Tel.: 0712-5620872 **NAMAKKAL:** Skk Complex, 9-1 A & B Mohanur Road Namakkal - 637001 Tel.: 04286-227220 **NAVARSARI:** Ugf, Paradise Towers Opp. Civil Hospital Station Road, Navsar Gujarat - 396445 Tel.: 02637-241278 **NEW DELHI:** 7th Floor, Ambadepp, 14,

# BIRLA SUN LIFE PURE VALUE FUND

(A 3-year Closed-end Equity Scheme with an Automatic Conversion into an Open-Ended Scheme upon Maturity.)

Offer of units of Rs. 10/- each during the New Fund Offer (NFO)



**Birla Sun Life**  
*Mutual Fund*

The name inspires trust

- **New Fund Offer Opens: January 17, 2008**
- **New Fund Offer Closes: March 1, 2008**

**Investment Manager:** Birla Sun Life Asset Management Company Limited

The Trustee reserves the right to extend the closing date of the New Fund Offer Period, subject to the condition that the subscription list of the New Fund Offer Period shall not be kept open for more than 45 days.

## KEY INFORMATION MEMORANDUM CUM APPLICATION FORM

This Key Information Memorandum (KIM) sets forth the information, which a prospective investor ought to know before investing. For further details of the Scheme/Mutual Fund, due diligence certificate by the AMC, Key Personnel, Investors' rights & services, Risk factors, Penalties & pending litigations, Associate transactions, who can invest, note on Anti-money Laundering, Know-Your Customer, etc. Investors should, before investment, refer to the Offer Document available free of cost at any of the Investor Service Centres or with distributors or from the website [www.birlasunlife.com](http://www.birlasunlife.com).

The Scheme particulars have been prepared in accordance with Securities and Exchange Board of India (Mutual Funds) Regulations, 1996 as amended till date, and filed with Securities and Exchange Board of India (SEBI). The units being offered for public subscription have not been approved or disapproved by SEBI, nor has SEBI certified the accuracy or adequacy of this KIM.

Investment Objective		
Birla Sun Life Pure Value Fund seeks to generate consistent long-term capital appreciation by investing predominantly in equity and equity related securities by following value investing strategy.		
Asset Allocation Pattern		
Under normal circumstances, the asset allocation pattern of the scheme shall be as under: (% age of investible corpus) at the time of investments		
Instrument	Risk Profile	Range (% of net assets)
Equity and Equity related Instruments*	Medium to High	85%-100%
Fixed Income Securities (including Money Market Instruments)**	Low	0%-15%
<p>* Equity and Equity linked instruments include convertible debentures, equity warrants, convertible preference shares, etc.  ** investment in Securitised Debt papers may be made upto 15%.</p> <ul style="list-style-type: none"> <li>• The Scheme may also invest a certain portion of its corpus in fixed income securities including money market instruments, in order to meet liquidity requirements from time to time.</li> <li>• The Scheme may also invest upto 50% of the net assets of the scheme in such derivative instruments as may be introduced from time to time for the purpose of hedging and portfolio balancing.</li> <li>• The Fund Manager will apply following limits, for Stock Lending: <ol style="list-style-type: none"> <li>Not more than 20% of the net assets of the Scheme can generally be deployed in Stock Lending.</li> <li>Not more than 5% of the net assets of the Scheme can generally be deployed in Stock Lending to any single counter party.</li> </ol> </li> <li>• The scheme may investment in Foreign Securities in accordance with guidelines as stipulated by SEBI from time to time.</li> </ul>		
Liquidity		
The scheme will offer for redemption/switch-out of units at Monthly Intervals at NAV based prices. The redemption/switch-outs will be available only during the specified redemption period i.e. first five business days of each month after the date of allotment. The NAVs of the scheme will be announced on a weekly basis and on all business days during the specified redemption period.		
Maturity		
The duration of the scheme is 3 years from the date of allotment. Upon maturity the scheme shall automatically be converted into an open-ended scheme.		
Conversion of Closed-end Scheme into Open-ended Scheme		
Upon maturity, the scheme will automatically be converted into an open ended scheme for the benefit of providing investors the facility of purchase/switch-in and redemption/switch-out of units on every business day, without any further reference from the Mutual Fund/Trustee/AMC/Unitholders, subject to the Regulations. However, the Trustee reserves the right not to convert the scheme into an open-ended scheme upon maturity, if deemed appropriate to protect the interest of the investors.		
Risk Profile of the Scheme		
Mutual Fund investments are subject to market risks. Please read the offer document carefully for details on risk factors before investment.		
Options		
The scheme offers Growth Option and Dividend Option. The Dividend Option shall have Payout and Reinvestment facility. Default option/Facility – Growth Option/ Reinvestment Facility.		
Applicable NAV (before the scheme opens for repurchase and sale)		
<b>For Purchase:</b> Not applicable		

For Redemptions:		
a) In respect of valid application for Redemption accepted at the Official Points of Acceptance of the Fund up to 3.00 p.m. on a Business Day, closing NAV of the day of receipt of application shall be applicable b) In respect of valid application Redemption accepted at the Official Points of Acceptance of the Fund after 3.00 p.m. on a Business Day, closing NAV of the next business day of receipt of application shall be applicable c) Valid applications for 'switch-out' shall be treated as applications for Redemption and the provisions for the Cut-off time and the Applicable NAV as applicable to Redemption shall be applied accordingly to 'switch-out' applications.		
Minimum Application Amount/ Number of Units		
Initial Application Amount	Redemption Amount	
Minimum of Rs. 5000/- and in multiples of Re. 1/- thereafter during the NFO period.	In Multiples of Re. 1/-	
Despatch of Repurchase (Redemption) Request		
Within 10 business days of the receipt of valid redemption/ repurchase request at the Official Points of Acceptance of Birla Sun Life Mutual Fund.		
Benchmark Index		
BSE 200		
Dividend Policy		
Dividends may be declared under the Dividend Plan subject to availability of distributable surplus. Declaration of dividend would be at the discretion of the Trustees.		
Name of the Fund Manager		
Ajay Argal		
Name of the Trustee Company		
Birla Sun Life Trustee Company Private Limited		
Performance of similar schemes launched by Birla Sun Life Mutual Fund as on December 31, 2007 (It may be noted that strictly speaking performance of similar schemes are only indicative in nature and are not comparable to Birla Sun Life Pure Value Fund that is being launched by Mutual Fund for the first time.)		
(1) Birla Sun Life Equity Fund		
Compounded Annualised Returns	Scheme Returns (%)	Benchmark Returns (%)
Last 1 year*	69.42	60.03
Last 3 years	55.29	44.17
Last 5 years	63.79	46.44
Since inception (August 27, 1998)	44.23	25.80
Past performance may or may not be sustained in future. Benchmark Index – BSE 200. NAV of Growth Option as on December 31, 2007: Rs. 307.06 *Absolute Returns.		
(2) Birla Dividend Yield Plus		
Compounded Annualised Returns	Scheme Returns (%)	Benchmark Returns (%)
Last 1 year*	56.48	62.08
Last 3 years	31.26	43.69
Since inception (February 26, 2003)	46.99	49.90
Past performance may or may not be sustained in future. Benchmark Index – CNX 500. NAV of Growth Option as on December 31, 2007: Rs. 65.79. *Absolute Returns.		

<b>(3) Birla Equity Plan ^</b>				
<b>Compounded Annualised Returns</b>		<b>Scheme Returns (%)</b>	<b>Benchmark Returns (%)</b>	
Last 1 year*		55.50	46.84	
Last 3 years		47.98	45.38	
Last 5 years		60.13	43.10	
Since inception (February 16, 1999)		36.26	22.52	
Past performance may or may not be sustained in future. Benchmark Index – BSE Sensex. ^ Dividend Option. NAV as on December 31, 2007: Dividend Option Rs. 90.08/- and Growth Option (Introduced w.e.f. October 1, 2006) Rs. 17.11 *Absolute Returns.				
<b>(4) Birla Advantage Fund</b>				
<b>Compounded Annualised Returns</b>		<b>Scheme Returns (%)</b>	<b>Benchmark Returns (%)</b>	
Last 1 year*		56.16	46.84	
Last 3 years		44.44	45.38	
Last 5 years		51.71	43.10	
Since inception (February 24, 1995)		27.82	14.76	
Past performance may or may not be sustained in future. Benchmark Index – BSE Sensex. NAV of Growth Option as on December 31, 2007: Rs 194.55 *Absolute Returns.				
<b>(5) Birla Long Term Advantage Fund</b>				
<b>Compounded Annualised Returns</b>		<b>Scheme Returns* (Absolute)(%)</b>	<b>Benchmark Returns (%)</b>	
Last 1 year*		37.41	46.84	
Since inception (October 10, 2006)		35.98	49.84	
Past performance may or may not be sustained in future. Benchmark Index – BSE Sensex. Growth Option as on December 31, 2007: Rs 14.88. *Absolute Returns.				
<b>(6) Birla Long Term Advantage Fund - Series 1</b>				
<b>Absolute Returns</b>		<b>Scheme Returns* (Absolute)(%)</b>	<b>Benchmark Returns (%)</b>	
Since inception (May 31, 2007)		37.09	52.16	
Past performance may or may not be sustained in future. Benchmark Index – BSE 500. *Scheme in existence for less than 1 year. Growth Option as on December 31, 2007: Rs. 13.71.				
<b>(7) Birla Mid Cap Fund</b>				
<b>Compounded Annualised Returns</b>		<b>Scheme Returns (%)</b>	<b>Benchmark Returns (%)</b>	
Last 1 year*		77.52	76.38	
Last 3 years		55.05	45.53	
Last 5 years		60.28	55.75	
Since inception (October 03, 2002)		59.71	55.76	
Past performance may or may not be sustained in future. Benchmark Index – CNX Midcap. Growth Option as on December 31, 2007: Rs 114.70. *Absolute Returns.				
<b>Expenses of the Scheme</b>				
<b>(i) New Fund Offer (NFO) expenses</b>				
Under the SEBI Regulations, the Mutual Fund is entitled to charge New Fund Offer expenses upto a maximum of 6% of the initial resources raised under the Scheme. Any amount in excess of the above limits will be borne by the AMC. The New Fund Offer Expenses have been estimated at 6% of the initial resources raised under the Scheme and would be amortised over a period of 3 years and would be included in the NAV.				
<b>(ii) Applicable Load Structure for applications received during the NFO period</b>				
<b>Entry Load</b>	As per SEBI circular dated April 4, 2006 ref SEBI/IMD/Cir No. 1/64057/06, close end schemes are not permitted to charge entry load. Hence the scheme being close ended, no entry load is charged during the new fund offer period.			
<b>Exit Load</b>	a. Nil** (for all redemptions/ switch outs made during the specified redemption period until the scheme remains closed-ended). **Investors offering units for repurchase/ switch out during the specified redemption periods before maturity of the scheme/conversion of scheme into open ended scheme i.e., before expiry of 3 years from the date of allotment will be charged balance proportionate unamortized issue expenses on the applicable NAV.			
<b>(iii) Recurring Expenses</b>				
<b>Average Daily Net Assets</b>	<b>First Rs. 100 Crores</b>	<b>Next Rs. 300 crores</b>	<b>Next Rs. 300 crores</b>	<b>Balance</b>
Maximum as a % of Average Daily Net Assets	2.50%	2.25%	2.00%	1.75%
<b>Tax treatment for the Investors (Unitholders)</b>				
As per the taxation laws in force as amended by the Finance Act, 2007 ("the FA") the tax benefits that are available to the investors investing in the Units of the Schemes are stated herein below. The information so stated is based on the Mutual Fund's understanding of such tax laws in force as guided by the tax consultants.				
THE FOLLOWING INFORMATION IS PROVIDED FOR ONLY GENERAL INFORMATION PURPOSES. IN VIEW OF THE INDIVIDUAL NATURE OF TAX BENEFITS, EACH INVESTOR IS ADVISED TO CONSULT WITH HIS OR HER OWN TAX CONSULTANT WITH RESPECT TO THE SPECIFIC TAX AND OTHER IMPLICATIONS ARISING OUT OF THEIR PARTICIPATION IN THE SCHEME.				
<b>A. INCOME TAX</b>				
<b>Tax Implications on Mutual Fund:</b>				
Birla Sun Life Mutual Fund is registered with SEBI and as such, the entire income of the Fund is exempt from income tax under Section 10(23D) of the Act. In view of the provisions of Section 196(iv) of the Act, no income tax is deductible at source on the income earned by the mutual fund.				
<b>Exemption u/s. 10(35):</b>				
Under the provisions of Section 10(35) of the Act income received in respect of the units of a mutual fund specified u/s. 10(23D) will be exempt from income tax in the hands of all unitholders. In view of this position, no tax needs to be deducted at source from such distribution by the fund. However, by virtue of the proviso to section 10(35), this exemption does not apply to income arising on "transfer" of units of a mutual fund.				
<b>Long Term Capital Gains:</b>				
<b>On units of equity oriented funds:</b>				
Section 10(38) exempts long term capital gains arising from the transfer of units of an equity oriented fund provided the transaction of sale is entered into on or after the date on which the securities transaction tax is made applicable and such transaction is chargeable to the securities transaction tax.				
However such long-term capital gains arising to a company shall be taken into account in computing the book profit and income tax payable under section 115JB.				
The term 'equity oriented fund' means—				
(i) the Unit Scheme, 1964 made by the Unit Trust of India; and				
(ii) such fund where the investible funds are invested by way of equity shares in domestic companies to the extent of more than 65% of the total proceeds of such fund ;				
Provided that the percentage of equity share holding of the fund shall be computed with reference to the annual average of the monthly averages of the opening and closing figures.				
<b>Short Term Capital Gains:</b>				
<b>On units of equity oriented funds</b>				
Section 111A provides that the short term capital gains arising from the transfer of units of an equity oriented fund will be taxed at 10% (plus applicable surcharge).				

<b>Capital Loss:</b>	
Section 94(7) disallows any capital loss, arising to a unitholder if he acquires units of a mutual fund within a period of three months prior to the record date fixed for declaration of dividend or distribution of income and sells or transfers such units within a period of nine months from such record date, to the extent of dividend or income received or receivable on such units.	
Section 94(8) provides that if a person buys or acquires units ("the original units") of a mutual fund within a period of three months prior to the record date fixed for allotment of bonus units and sells the original units within nine months from the date of allotment of bonus units then the loss arising on such sale or transfer shall be ignored. Further, such loss shall be deemed to be the cost of acquisition or purchase of the bonus units.	
<b>Tax Deduction At Source On Capital Gains:</b>	
(i) No tax is required to be deducted at source on capital gains arising to any resident unit holder.	
(ii) Under section 195 of Act, tax shall be deducted at source in respect of capital gains as under:	
<b>a. In case of a non-resident other than a company -</b>	
Long term capital gains on units of equity oriented funds	Nil
Long term capital gains on units of funds other than equity oriented funds	20% plus surcharge
Short term capital gains on units of equity oriented funds	10% plus surcharge
Short term capital gains on units of funds other than equity oriented funds	30% plus surcharge
<b>b. In case of a foreign company -</b>	
Long term capital gains on units of equity oriented funds	Nil
Long term capital gains on units of funds other than equity oriented funds	20% plus surcharge
Short term capital gains on units of equity oriented funds	10% plus surcharge
Short term capital gains on units of funds other than equity oriented funds	40% plus surcharge
In all the above case Tax Deducted At Source on short term and long term capital gains will be further increased by the EC calculated @ 3% on tax plus surcharge as per the FA.	
(iii) Under section 196B of the Act tax at 10% plus surcharge and EC calculated @ 3% on tax plus surcharge as per the FA shall be deducted at source from long term capital gains on units other than the units of equity-oriented mutual funds earned by Overseas Financial Organisation.	
(iv) Under Section 196D of the Act, no deduction shall be made from any income by way of capital gains, in respect of transfer of securities referred to in Section 115AD of the Act.	
As per circular no. 728 dated October 1995 by CBDT, in the case of a remittance to a country with which a Double Taxation Avoidance Agreement (DTAA) is in force, tax should be deducted at the rate provided in the Finance Act of the relevant year or at the rate provided in DTAA whichever is more beneficial to the assessee.	
In order for the unitholder to obtain the benefit of a lower rate under the DTAA, the unitholder would be required to provide the fund with a certificate obtained from his Assessing Officer stating his eligibility for the lower rate.	
<b>Investments By Charitable And Religious Trusts</b>	
Units of Mutual Fund Schemes referred to in clause 23D of section 10 of the Act constitute an eligible avenue for investment by charitable or religious trusts per rule 17C of the Income Tax Rules, 1962, read with clause (xii) of sub-section (5) of section 11 of the Income Tax Act, 1961.	
<b>B. WEALTH TAX</b>	
Units held under the Schemes of Mutual Fund are not treated as assets within the meaning of section 2(ea) of the Wealth Tax Act, 1957 and are, therefore, not liable to Wealth-Tax	
<b>C. GIFT TAX</b>	
If units of Mutual Fund Scheme are gifted, no gift tax shall be payable either by the donor or the donee as the Gift Tax has been abolished.	
<b>D. DISTRIBUTION TAX</b>	
Birla Sun Life Mutual Fund is a Mutual Fund registered with SEBI and as is eligible for benefits under Section 10(23D) of the Act. Accordingly, entire income is exempt from tax.	
No Dividend Distribution tax is deductible for dividends declared in Open ended & Closed Ended Equity Schemes.	
<b>E. SECURITIES TRANSACTION TAX</b>	
The Mutual Fund, is liable to pay a securities transaction tax as follows:	
<b>Taxable securities transaction</b>	<b>Rate (%)</b>
Purchase of an equity share in a company or a unit of an equity oriented fund, where - (a) the transaction of such purchase is entered into in a recognized stock exchange; and (b) the contract for the purchase of such share or unit is settled by the actual delivery or transfer of such share or unit.	0.125%
Sale of an equity share in a company or a unit of an equity oriented fund, where – (a) the transaction of such sale is entered into in a recognized stock exchange; and (b) the contract for the sale of such share or unit is settled by the actual delivery or transfer of such share or unit	0.125%
Sale of a derivative, where the transaction of such sale is entered into in a recognized stock exchange.	0.017%
Sale of unit of an equity oriented fund to the Mutual Fund	0.25%
<b>Note:</b> Section 88E provides that where the total income of a person includes income chargeable under the head "Profits and gains of business or profession" arising from sale of units of equity oriented funds, he shall get rebate equal to the securities transaction tax paid by him in the course of his business. Such rebate is to be allowed from the amount of income tax in respect of such transactions calculated by applying average rate of income tax.	
<b>Daily Net Asset Value (NAV) Publication</b>	
The AMC will calculate and disclose the first NAVs of the scheme not later than 30 days from the closure of the New Fund Offer Period. NAV will be calculated up to four decimal places on a weekly basis and on specified redemption dates and released to the Press, News Agencies and the Association of Mutual Funds of India (AMFI). NAVs will also be displayed on the Website of the Mutual Fund. Subsequent to the scheme's conversion to an open ended scheme, the NAV will be calculated for all business days and released to the Press. NAVs can also be viewed on www.birlasunlife.com and www.amfiindia.com. Investors can also call up at our toll free number 1-800-22-7000/ 1-800-270-7000.	
<b>For Investor Grievances please contact</b>	
<b>Birla Sun Life Asset Management Company Limited</b> 2nd Floor, Tower A, Ahura Centre, Mahakali Caves Road, Andheri (E), Mumbai - 400 093 Tel: +91-22- 66928000 Fax: +91-22 66928111 E-mail: connect@birlasunlife.com	<b>Registrar and Transfer Agents</b> <b>Computer Age Management Services Pvt. Ltd. (CAMS),</b> Unit: Birla Sun Life Mutual Fund A & B Laxmi Bhawan, 609, Anna Salai, Chennai - 600 006.
<b>Unitholders' Information</b>	
Account Statement for each transaction will be sent by post or e-mail to each unit holder, stating the transaction details not later than 30 days from closure of NFO period and not later than 10 days from the date of acceptance of valid application form/transaction slip on an ongoing basis.	
An abridged scheme-wise annual report of the scheme shall be mailed to the unit holders not later than six months from the date of closure of the relevant accounting year (March 31). Half yearly scheme portfolio will either be mailed to the unitholders or published in the newspapers as permitted under SEBI (Mutual Funds) Regulations, 1996.	
<b>Notwithstanding anything contained in the Key Information Memorandum, the provisions of SEBI (Mutual Funds) Regulations, 1996 as amended till date and Guidelines issued thereunder shall be applicable. Further, investors may ascertain about any further changes from the Mutual Fund/Investor Service Centres/Distributors or Brokers.</b>	
<b>Date</b> : January 16, 2008	
<b>Place</b> : Mumbai	