

## Discover the Undervalued Gems

### Aditya Birla Sun Life Pure Value Fund

(An open ended equity scheme following a value investment strategy)

Monthly SIP of  
**₹10,000**  
started 15 years<sup>#</sup> ago,

would have grown to  
**₹68.34 Lakhs** TODAY!



Investment of  
**₹1 Lakh**



grew to



**₹8.82 Lakhs**  
in 27 years<sup>#</sup>

<sup>#</sup>Inception date: March 27, 2008

### Why invest in Aditya Birla Sun Life Pure Value Fund?



Invests in undervalued stocks across market caps & sectors for portfolio diversification.



Follows a renowned investment philosophy used by investment gurus worldwide.



Uses top-down and bottom-up approaches to identify companies with a strong track record and management teams.



For quick transaction,  
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to know more about the fund



# Scheme Performance Summary

Aditya Birla Sun Life Pure Value Fund - Regular Plan - Growth Option				NAV as on July 31, 2023: ₹88.21
Fund Managers: Mr. Kunal Sangoi (since October 1, 2022) & Mr. Dhaval Joshi (since November 21, 2022)				
Particulars	CAGR % Returns			
	Since Inception	5 Years	3 Years	1 Year
Aditya Birla Sun Life Pure Value Fund	15.24%	9.01%	29.35%	26.47%
B: Nifty 500 TRI	11.44%	13.29%	24.91%	17.25%
AB: Nifty 50 TRI	10.93%	13.02%	22.71%	16.18%
Current Value of Standard Investment of ₹10,000 invested (in ₹)				
Aditya Birla Sun Life Pure Value Fund	88,217	15,396	21,641	12,663
B: Nifty 500 TRI	52,766	18,666	19,490	11,735
AB: Nifty 50 TRI	49,172	18,447	18,479	11,628
Inception date: Mar 27, 2008				

Past performance may or may not be sustained in future. The above performance is of Regular Plan - Growth Option. Kindly note that different plans have different expense structure. Load and Taxes are not considered for computation of returns. When scheme/additional benchmark returns are not available, they have not been shown. Total Schemes managed by Mr. Kunal Sangoi is 3. Total Schemes managed by Mr. Dhaval Joshi is 50. The scheme is currently managed by Mr. Kunal Sangoi since October 01, 2022 (0.9 years) & Mr. Dhaval Joshi since November 21, 2022 (0.8 years).

PERFORMANCE OF OTHER OPEN ENDED SCHEME MANAGED BY MR. KUNAL SANGOI						
Fund Manager: Mr. Kunal Sangoi						
Scheme Names	CAGR % Returns					
	5 Years		3 Years		1 Year	
	Scheme	Benchmark	Scheme	Benchmark	Scheme	Benchmark
Aditya Birla Sun Life Focused Equity Fund	11.60%	13.29%	20.47%	24.91%	14.44%	17.25%
Aditya Birla Sun Life Digital India Fund	20.39%	15.10%	27.21%	17.64%	12.70%	3.76%

Note:

a. Mr. Kunal Sangoi manages 3 open-ended schemes of Aditya Birla Sun Life Mutual Fund.

b. Different plans shall have a different expense structure. The performance details provided herein are Regular Plan - Growth Option.

PERFORMANCE OF OTHER OPEN ENDED SCHEME MANAGED BY MR. DHAVAL JOSHI						
Fund Manager: Mr. Dhaval Joshi						
Scheme Names	CAGR % Returns					
	5 Years		3 Years		1 Year	
	Scheme	Benchmark	Scheme	Benchmark	Scheme	Benchmark
Aditya Birla Sun Life Small Cap Fund	10.47%	15.05%	34.71%	39.75%	26.00%	32.34%
Aditya Birla Sun Life Infrastructure Fund	14.58%	15.96%	38.78%	26.33%	41.37%	25.73%
Aditya Birla Sun Life Equity Advantage Fund	9.49%	14.85%	21.36%	28.53%	14.29%	20.49%
Aditya Birla Sun Life Midcap Fund	11.84%	17.24%	30.11%	35.20%	17.81%	26.98%
Aditya Birla Sun Life Dividend Yield Fund	12.53%	13.29%	26.10%	24.91%	25.95%	17.25%
Aditya Birla Sun Life Banking & Financial Services Fund	9.36%	12.45%	28.34%	24.64%	26.44%	17.56%

Note:

a. Mr. Dhaval Joshi manages 50 open-ended schemes of Aditya Birla Sun Life Mutual Fund.

b. Different plans shall have a different expense structure. The performance details provided herein are Regular Plan - Growth Option.

SIP PERFORMANCE - REGULAR PLAN - GROWTH (ASSUMING SIP OF ₹10,000 PER MONTH)				
Fund Manager: Mr. Kunal Sangoi and Mr. Dhaval Joshi				
Particulars	Since Inception	5 Years	3 Years	1 Year
Total Amount Invested (in ₹)	18,50,000	6,00,000	3,60,000	1,20,000
Market Value of amount Invested	68,34,932	9,52,715	4,93,832	1,42,834
Scheme Returns (CAGR)	15.41%	18.57%	21.68%	37.27%
B: Nifty 500 TRI Returns (CAGR)	13.88%	18.02%	17.76%	23.72%
AB: Nifty 50 TRI Returns (CAGR)	13.28%	16.79%	16.41%	20.90%

Date of First Installment: September 30, 2008 & Scheme Inception Date: March 27, 2008. Past Performance may or may not be sustained in future. For SIP returns, monthly investment of equal amounts invested on the 1st day of every month has been considered.

PRODUCT LABEL			
Name of Scheme	This product is suitable for investors who are seeking*:	Riskometer	Benchmark Riskometer NIFTY 500 TRI
Aditya Birla Sun Life Pure Value Fund (An open ended equity scheme following a value investment strategy)	<ul style="list-style-type: none"> <li>Long term capital growth</li> <li>Investments in equity and equity related securities by following value investing strategy</li> </ul>	 <p>Investors understand that their principal will be at <b>Very High</b> risk</p>	 <p>Benchmark Riskometer is at <b>Very High</b> risk</p>
*Investors should consult their financial advisors if in doubt whether the product is suitable for them.			

Data as on July 31, 2023 | B: Benchmark | AB: Additional Benchmark

Contact your financial advisor for further details OR Visit - [www.mutualfund.adityabirlacapital.com](http://www.mutualfund.adityabirlacapital.com)

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Mutual Fund Investments are subject to market risks, read all scheme related documents carefully.