

Birla Sun Life Rajiv Gandhi Equity Savings Scheme - Series 1

(A Close ended Equity Scheme investing in Eligible Securities as per Rajiv Gandhi Equity Savings Scheme, 2012)



(PLEASE READ THE INSTRUCTIONS BEFORE FILLING UP THE FORM)

Offer of units of ₹ 10/- each for cash during the New Fund Offer Period.

New Fund Offer Opens: Monday, February 25, 2013 | New Fund Offer Closes: Wednesday, March 20, 2013

Distributor Name / ARN No. <small>Ref. Instruction No. 11 a)</small>	Sub Broker Name / No.	Collection Centre	EUIN <small>Ref. Instruction No. 11 b)</small>
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Application No. _____

Upfront commission shall be paid directly by the investor to the AMFI registered distributors based on the investor's assessment of various factors including the service rendered by the distributor.

TRANSACTION CHARGES FOR APPLICATIONS ROUTED THROUGH DISTRIBUTORS/AGENTS ONLY Refer Instruction 1(viii)

In case the subscription amount is ₹ 10,000/- or more and your Distributor has opted to receive Transaction Charges, ₹ 150 (for first time mutual fund investor) or ₹ 100/- (for investor other than first time mutual fund investor) will be deducted from the subscription amount and paid to the distributor. Units will be issued against the balance amount invested.

1. EXISTING UNIT HOLDER INFORMATION (Please fill in your Folio No. & Name and then proceed to Section 7) Applicable details and mode of holding will be as per the existing Folio No.

Folio No. _____

2. UNIT HOLDER INFORMATION (Refer Instruction No. 2) Fresh / New Investors fill in all the blocks. (2 to 13) In case of Investment "On behalf of Minor", please refer instruction no. 2(ii)

NAME OF FIRST / SOLE APPLICANT

Mandatory in case the first / sole applicant is minor

Mr. Ms. M/s. _____ Date of Birth D D M M Y Y Y Y

FIRST APPLICANT PAN No. _____ Proof Enclosed? Y/N KYC Complied? Y/N

STATUS (Please tick from following)

Resident Individual FIs NRI - NRO HUF Club / Society PIO Body Corporate Minor Trust
 NRI - NRE Bank & FI Partnership Firm QFI Others _____ (Please Specify)

OCCUPATION (Please tick from following)

Professional Housewife Business Service Retired Student Others (Please Specify) _____

MODE OF HOLDING [Please tick (✓)]

Joint Single Anyone or Survivor (Default option is Anyone or survivor)

MAILING ADDRESS OF FIRST / SOLE APPLICANT (PO.Box Address is not sufficient. Please provide full address.) (Indian Address in case of NRIs/FIs)

 CITY STATE PIN CODE

Overseas Address (For NRIs/FIs) (For NRI / FI application in addition to mailing address above)

 STATE COUNTRY CITY PIN CODE

CONTACT DETAILS OF FIRST / SOLE APPLICANT / CONTACT PERSON - DESIGNATION (In case of Non-individual Investors)

ISD CODE _____ TEL: OFF. S T D - _____
 TEL: RESI S T D - _____ MOBILE _____
 ONLINE ACCESS** (this enables you to access your investment portfolio through our website - www.birlasunlife.com) Yes No [Please tick (✓)]
 E-MAIL (Refer Instruction No. 8) _____



Important Note:

Please ensure that you enter your phone number and email address correctly. Here's why:

- **Keep an eye on your money:** We will send you regular updates on your investment status
- **Early Bird advantage:** You'll be the first to know about our new products
- **Go green:** Stay free of paperwork

3. COMMUNICATION [Please tick (✓)] (Refer Instruction No. 8)

I/We wish to receive the following document(s) via E-mail instead of Physical mode Account Statement Annual Report Other Statutory Information

4. JOINT APPLICANT INFORMATION (Refer Instruction No. 2)

NAME OF SECOND APPLICANT

Mr. Ms. M/s. _____ Date of Birth D D M M Y Y Y Y

SECOND APPLICANT PAN No. _____ Proof Enclosed? Y/N KYC Complied? Y/N

NAME OF THIRD APPLICANT

Mr. Ms. M/s. _____ Date of Birth D D M M Y Y Y Y

THIRD APPLICANT PAN No. _____ Proof Enclosed? Y/N KYC Complied? Y/N

NAME AND RELATIONSHIP OF THE GUARDIAN (In case of minor, Refer Instruction no. 2(ii)) / CONTACT PERSON - DESIGNATION / PoA HOLDER (In case of Non-individual Investors)

Mr. Ms. M/s. _____

RELATIONSHIP _____ GUARDIAN / POA HOLDER PAN No. _____ Proof Enclosed? Y/N KYC Complied? Y/N

5. DOCUMENTS SUBMITTED [Please tick (✓)] (Refer Instruction No. 2 (iv))

Board / Committee Resolution / Authority Letter Memorandum & Articles of Association Trust Deed Partnership Deed Bye-laws Overseas Auditor's certificate
 List of Authorised Signatories with names, designations & specimen signature

ACKNOWLEDGEMENT SLIP (To be filled in by the Investor)

Birla Sun Life Rajiv Gandhi Equity Savings Scheme - Series 1

Application No. _____



Birla Sun Life Asset Management Company Limited

One India Bulls Centre, Tower 1, 17th floor, Jupiter Mill Compound, 841, S.B. Marg, Elphinstone Road, Mumbai - 400 013
 Toll Free: 1800-270-7000 / 1800-22-7000 | sms GAIN to 56161 | Email: connect@birlasunlife.com

Collection Centre /
BSLAMC Stamp & Signature

Received from Mr. / Ms. _____ Date : ____/____/____

[Please tick (✓)] ENCLOSED PAN Proof KYC Complied

6. BANK ACCOUNT DETAILS (Please note that as per SEBI Regulations it is mandatory for investors to provide their bank account details) Refer Instruction No. 3

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

7. INVESTMENT DETAILS [Please tick (✓)]

Birla Sun Life Rajiv Gandhi Equity Savings Scheme - Series 1	Plan	<input type="checkbox"/> Regular	<input type="checkbox"/> Direct
	Options	<input type="checkbox"/> Growth	<input type="checkbox"/> Dividend Payout

Default Plan: Refer KIM for details. Default Option: Dividend Payout

8. PAYMENT DETAILS Refer Instruction No. 4. (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 submitted per application form).

Mode of Payment [Please tick (✓)] Cheque DD Cheque/DD should be drawn favouring "Birla Sun Life Rajiv Gandhi Equity Savings Scheme - Series 1" RTGS / NEFT / Fund Transfer Letter
 Investment Amount (₹) _____ DD Charges (₹)* _____ Net Amount (₹) _____
 Cheque/DD No. _____ Dated D D M M Y Y Bank Name & Branch _____
 Account No. _____ UTR No. _____
(In case of RTGS/NEFT)

*To be filled in by investors residing at the location, where the AMC Branches / Collection Bank centres are not located. *Minimum of ₹ 5,000/- and in multiples of ₹ 10/- thereafter during the New Fund Offer period.

9. DEMAT ACCOUNT DETAILS* (Please ensure that the sequence of names as mentioned in the application form matches with that of the A/c. held with the depository participant.) Refer Instruction No. 9

<p>NATIONAL SECURITIES DEPOSITORY LTD. (NSDL)</p> <p>Depository Participant Name: _____</p> <p>DPID No.: I N _____</p> <p>Beneficiary A/c No. _____</p>	<p>CENTRAL DEPOSITORY SERVICES (INDIA) LTD. (CDSL)</p> <p>Depository Participant Name: _____</p> <p>Beneficiary A/c No. _____</p>
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*In case of DEMAT Account validation failure, allotment will be done in physical units

10. REDEMPTION/DIVIDEND REMITTANCE Please attach a copy of original cancelled cheque Refer Instruction No. 7

Electronic Payment It is the responsibility of the Investor to ensure the correctness of the IFSC code/ MICR code for Electronic Payout at recipient/ destination branch corresponding to the Bank details mentioned in Section 6. Cheque Payment

If MICR and IFSC code for Redemption Payout is available all payouts will be automatically processed as Electronic Payout-RTGS/NEFT/Direct Credit/NECS.

To avail this facility please provide your signature below.

Auto Maturity Switch to Birla Sun Life Cash Manager, Plan _____ Option _____ (Refer instruction No. 13)

→ _____ First Applicant / Authorised Signatory _____ Second Applicant _____ Third Applicant _____

11. NOMINATION DETAILS (Refer Instruction No. 6) In case of multiple nominees - more than 1 up to 3 - fill a separate nomination form available on our website (www.birlasunlife.com) or any of Birla Sun Life Mutual Fund branches

- I / We 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 / Trustee.
 I / We hereby DO NOT wish to nominate (ONLY sign in the box alongside, if you do not wish to nominate).

Nominee Name : _____ Relationship : _____ Guardian / Parent Name (in case of minor): _____
 Address : _____ Witness Name: _____ Address : _____

Signature of First / Sole Applicant _____
 Date of Birth (in case of minor): ____ / ____ / ____
 Signature of Nominee or Parent / Guardian _____
 Signature of the Witness _____

I have attached the nomination details separately with this application form (Please tick if applicable)

12. DECLARATION(S) & SIGNATURE(S) (Refer Instruction No. 1 & 14)

To, The Trustee, Birla Sun Life Mutual Fund
 Date D D M M Y Y Y Y
 Having read and understood the contents of the Statement of Additional Information / Scheme Information 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 & I/We have not received nor have been induced by any rebate or gifts, directly or indirectly in making this investment.
 For NRIs only: 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.
 The ARN holder has disclosed to me/us all the commissions (in the form of trail commission or any other mode), payable to him for the different competing schemes of various mutual funds from amongst which the scheme is being recommended to me/us.
UNDERTAKING IF INVESTING THROUGH ASBA FACILITY:
 1) I/We hereby undertake that I/We am/are an ASBA applicant(s) as per the applicable provisions of the SEBI Regulations.
 2) In accordance with ASBA process provided in the SEBI Regulations. I/We authorize (a) the SCSB to do all acts as are necessary to make the Application in the New Fund Offer (NFO) for blocking or unblocking of funds in the bank account maintained with the SCSB specified in the ASBA Form, transfer of funds to the New Fund Offer Account on receipt of instruction from the Registrar to the Offer after finalisation of the basis of Allotment; and (b) the Registrar to the New Fund Offer provide instructions to the SCSB to remove the block on the funds in the bank account specified in the ASBA Form, upon finalisation of allotment of units.
 3) In case the amount available in the bank account specified in the ASBA Form is insufficient for blocking the amount equivalent to the application money, the SCSB shall reject the application.
 4) Bank a/c details and PAN mentioned in the ASBA Form does not match with one available in the depository's database, such ASBA Applications shall be rejected by the Registrar to the New Fund Offer.
For Non-Individual Investors: I/We hereby confirm that the object clause of the constitution document of the entity (viz. MOA / AOA / Trust Deed, etc.), allows us to apply for investment in this scheme of Birla Sun Life Mutual fund and the application is being made within the limits for the same. I/We are complying with all requirements / conditions of the entity while applying for the investments and I/We, including the entity, if the case may arise so, hereby agree to indemnify BSLAMC / BSLMF in case of any dispute regarding the eligibility, validity and authorization of the entity and/or the applicants who have applied on behalf of the entity.
 I further declare and confirm that I have read and understood the terms and conditions of the Scheme, including conditions applicable to be eligible for availing tax benefits under provisions of RGESS under Income Tax Act, 1961.

_____ First Applicant / Authorised Signatory
 _____ Second Applicant
 _____ Third Applicant

Birla Sun Life Rajiv Gandhi Equity Savings Scheme - Series 1	Plan	<input type="checkbox"/> Regular	<input type="checkbox"/> Direct
	Options	<input type="checkbox"/> Growth	<input type="checkbox"/> Dividend Payout

Default Plan: Refer KIM for details. Default Option: Dividend Payout

Investment Amount (₹) _____ DD Charges (₹) _____ Net Amount (₹) _____
 Cheque / DD No. _____ Dated ____ / ____ / ____ Drawn on Bank _____

INSTRUCTIONS FOR FILLING APPLICATION FORM

1. GENERAL INSTRUCTIONS

- i. Please read the terms of the Key Information Memorandum and the Scheme Information Document (SID) and Statement of Additional Information (SAI) 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 must be submitted to the nearest designated Investor Service Centre. Applications incomplete in any respect or not accompanied by cheque 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 acknowledgement slip in the application form, to acknowledge receipt of the application.
- vi. All cheques must be drawn in favour of "Scheme Name" and crossed "Account Payee Only". A separate cheque must accompany each application/each Scheme.
- vii. Investors already holding a folio in Birla Sun Life Mutual Fund can provide their existing Folio Number and Name of applicants(s) corresponding to the said folio. It is the responsibility of the Investor to ensure correctness of such details provided. The personal details and Bank Account details as registered in the existing folio number as provided would apply to the said investment and the registered details would prevail over any conflicting information furnished in this form. The AMC reserves the right to assign any of the existing Folio Number of the investor against multiple applications and / or subsequent purchases under this new application form lodged, with identical mode of holding and address and such other criteria and integrity checks as may be determined by the AMC from time to time.
- viii. **Transaction Charges: SEBI with the intent to enable investment by people with small saving potential and to increase reach of Mutual Fund products in urban areas and in smaller towns, wherein the role of the distributor is considered vital, has allowed AMCs vide its circular No. Cir/IMD/DF/13/2011 dated August 22, 2011 to deduct transaction charges for subscription of ₹ 10,000/- and above. In accordance with the said circular, if the distributor, through which your application form is being routed, has opted to receive the Transaction Charges, Birla Sun Life Asset Management Co. Ltd. / Birla Sun Life Mutual Fund shall deduct the Transaction Charge of ₹ 150 (for First Time Mutual Fund Investor) or ₹ 100 (for investor other than First Time Mutual Fund Investor i.e. Existing Mutual Fund Investor) from your subscription amount and pay the same to such distributor. Thereafter, the units shall be allotted against the balance amount invested after deduction of Transaction charges payable to the distributor. The statement of account shall clearly state the net investment as gross subscription less transaction charge and depict the number of units allotted against the net investment amount.**
Please note that Transaction Charges shall not be deducted in the following cases:
 - a. purchases / subscriptions for an amount less than ₹ 10,000/-;
 - b. Transaction other than purchases / subscriptions relating to new inflows such as Switches etc.
 - c. Purchases / subscriptions made directly with the Mutual Fund (i.e. not routed through any distributor / agent).**Investor should note that, as per SEBI circular no. SEBI/IMD/CIR No. 4/168230/09, dated June 30, 2009, the upfront commission, if any, on investment made by the investor shall continue to be paid by the investor directly to the Distributor by a separate cheque, based on his assessment of various factors including the service rendered by the Distributor.**

2. INVESTOR PARTICULARS

- i. Name and address must be given in full. P.O. Box address is not sufficient. In case of NRIs/ FII investors an overseas address must be provided.
- ii. **"On behalf of Minor" Accounts:** 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. The minor shall be the first and the sole holder in the account (folio). No Joint holder will be allowed in an account (folio) where minor is the first or sole holder. Guardian in the account (folio) on behalf of the minor should either be a natural guardian (i.e. father or mother) or a court appointed legal guardian and the same must be mentioned in the space provided in application form. Copy of document evidencing the date of birth of the minor and relationship of the guardian with the minor (whether natural or legal guardian) should mandatorily be provided while opening of the account (folio). Also, nomination shall not be allowed in the folio / account held on behalf of a 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 maybe, 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
Board /Committee Resolution / Authority Letter	✓	✓	✓	✓	✓
Memorandum & Articles of Association	✓				
Trust Deed		✓			
Partnership Deed				✓	
Bye-laws			✓		
List of authorised Signatories with names, designations & Specimen Signature	✓	✓	✓	✓	✓
Overseas Auditor's certificate					✓

The Power of Attorney should necessarily be signed by both the investor and the constituent Power of Attorney. Where only uncertified photocopies of the documents are submitted / attached to the application form, the onus for authentication of the documents so submitted shall be on investors and the BSLAMC / MF will accept and act in good faith on uncertified / not properly authenticated documents submitted/attached with the application form. Submission of such documents by investors shall be full and final proof of the non individual investor's authority to invest and the BSLAMC/MF shall not be liable under any circumstances for any defects in the documents so submitted.

Non-Individual investors are required to ensure that the object clause of the constitution document (viz. MOA / AOA / Trust Deed, etc.) permits investment in the scheme(s) of Birla Sun Life Mutual Fund. BSLAMC / BSLMF shall accept and process the applications made by these entities in good faith by relying on the undertaking given with respect to the authority, validity and compliance with all relevant formalities/conditions etc., in the application for making such investments with Birla Sun Life Mutual Fund. Further, BSLAMC/BSLMF /Trustees or any of its affiliates shall not be liable in case of any dispute arising with respect to eligibility, validity and authorization of the entity and/or the applicants who ave

applied on behalf of the entity, as applicable.

- 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 redemption will be paid to the first named holder. All communications will also be sent to the first named holder.
- vi. **QUALIFIED FOREIGN INVESTOR (QFI):** Qualified Foreign Investor (QFI) can invest in the scheme provided the same is in compliance with SEBI circular CIR/IMD/DF/14/2011 dated August 9, 2011 read with SEBI circular CIR/IMD/FII&C/13/2012 dated June 07, 2012 as applicable.

3. 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. It may be noted that, in case of those unit holders, who hold units in demat form, the bank mandate available with respective Depository Participant will be treated as the valid bank mandate for the purpose of payout at the time of maturity or at the time of any corporate action.

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. Investors residing in the state of Sikkim are exempt from the mandatory requirement of PAN proof submission, however sufficient documentary evidence shall have to be submitted to Birla Sun Life Mutual Fund for verifying that they are residents of State of Sikkim.

4. 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. Offices / Authorised Collection Centres.
- ii. The cheque should be drawn on banks (as listed below in instruction no. 4 (iii)) which are situated at and are members/sub members of the bankers clearing house.
- iii. Payment shall be accepted through RTGS/NEFT, DDs as well as MICR Cheques during the NFO of the schemes. However, payment through MICR Cheques/DD drawn on bank other than HDFC Bank, Standard Chartered Bank, ICICI Bank & Citibank or cheques drawn on Bank branch which is participating in 'Speed Clearing' facility made available by Reserve Bank of India (RBI) [i.e. if the presenting bank branch and location is appearing in list of 'Speed Clearing' locations as prescribed by RBI from time to time for Core Banking Solution (CBS) branches] will be accepted till the end of the business hours on March 18th, 2013. Investors are requested to note that only cheques of value of upto ₹ 1 lacs shall be accepted under this 'Speed Clearing' facility. Further, the list of Speed Clearing-enabled bank branches are hosted on the website of the RBI under the link http://www.rbi.org.in/Scripts/bs_viewcontent.aspx?ld=2016.
- iv. Investors residing in Centres, where the Investors service 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.D. charges would be borne by the fund only for the investors residing at places which are not covered by our offices / authorised centres & DD Charges are mentioned in the form. The maximum charges so borne by the fund would be restricted to limits as prescribed by State Bank of India.
- v. For all mode of payments, details of source account, source bank name and source branch name should be mentioned.

Restriction on acceptance of Third Party Payment:

- a) Pursuant to the AMFI Best Practice Guidelines circular on 'Risk mitigation process against Third-Party Cheques in mutual fund subscriptions' read with compliance with 'Know your Customer (KYC)' norms under Prevention of Money Laundering Act, 2002 (PMLA), **Birla Sun Life Asset Management Company Limited (BSLAMC)/ Birla Sun Life Mutual Fund (BSLMF) shall not accept applications for subscriptions of units accompanied with Third Party Payments, except in the cases as enumerated below in para (c).**
- b) **"Third Party Payment"** means payment through an instrument issued from a bank account other than that of the beneficiary investor. In case of payments from a joint bank account, the first named investor/holder of the mutual fund folio has to be one of the joint holders of the bank account from which payment is made.
- c) BSLAMC shall not accept subscriptions accompanied with Third Party Payments except in the following exceptional situations subject to submission of requisite documentation/declarations enumerated in para (d) below:
 - i. Payment by Parents/Grand-Parents/Related persons on behalf of a minor in consideration of natural love and affection or as gift for a value not exceeding ₹ 50,000/- (each regular purchase) However, this restriction will not be applicable for payment made by a guardian whose name is registered in the records of Mutual Fund in that folio as a guardian.
 - ii. Custodian on behalf of an FII or a client.
- d) In case of 'exceptional situations' mentioned above, investors are required to submit following documents / declarations alongwith the application form without which such applications will be rejected/not processed/refunded:
 - i. Mandatory KYC for all Investors (guardian in case of minor) and the person making the payment i.e. third party. In order for an application to be considered as valid, investors and the person making the payment should attach their valid KYC Acknowledgement Letter to the application form.
 - ii. A separate, complete and valid 'Third Party Payment Declaration Form', inter alia, containing the details of the bank account from which the payment is made and the relationship with the investor(s). The declaration has to be given by the person making the payment i.e. Third Party. Please contact the nearest Investor Service Centre (ISC) of BSLAMC or visit our website www.birlasunlife.com for the said Declaration Form. BSLAMC/BSLMF shall verify the source of funds to ensure that funds have come from the drawer's account only.

e) Investors are requested to note that, in case of:

i. **Payment by Cheque:** An investor at the time of his/her purchase must provide the details of his pay-in bank account (i.e. account from which a subscription payment is made) and his pay-out bank account (i.e. account into which redemption/dividend proceeds are to be paid). If the name/bank account number is not pre-printed on the cheque and signature on the cheque does not match with signature on the application, then the first named applicant / investor should submit any one of the following documents:

- a. a copy# of the bank passbook or a statement of bank account having the name and address of the account holder and account number;
- b. a letter* (in original) from the bank on its letterhead certifying that the investor maintains an account with the bank, along with information like bank account number, bank branch, account type, the MICR code of the branch & IFSC Code (where available).

* Investors should also bring the original documents along with the documents mentioned in (a) above to the ISCs/Official Points of Acceptance of BSLMF. The copy of such documents will be verified with the original documents to the satisfaction of the BSLAMC/BSLMF. The original documents will be returned across the counter to the investor after due verification.



**Online Portfolio
Access**

www.birlasunlife.com



**All India
Telephone**

Toll Free : 1-800-22-7000
1-800-270-7000
Non Toll Free : +91 22 6691 7777



**Mobile Investment
Manager**

www.birlasunlife.com/mobile

* In respect of (b) above, it should be certified by the bank manager with his/her full signature, name, employee code, bank seal and contact number.

Investors should note that where the bank account numbers have changed on account of the implementation of core banking system at their banks, any related communication from the bank towards a change in bank account number should accompany the application form for subscription of units.

- ii. **Payment by Prefunded Instrument:** (1) If the subscription is settled with pre-funded instruments such as Pay Order, Demand Draft, Banker's cheque, etc., a Certificate (in original) from the Issuing banker must accompany the purchase application, stating the Account holder's name and the Account number which has been debited for issue of the instrument. The account number mentioned in the Certificate should be a registered bank account or the first named unitholder should be one of the account holders to the bank account debited for issue of such instruments. Investors may also submit a copy of the acknowledgement from the bank, wherein the instructions to debit carry the bank account details and name of the investor as an account holder, or a copy of the passbook/bank statement evidencing the debit for issuance of a DD, provided bank account number has to match with the details provided in the application form and name should match with the name of the first named unitholder.
(2) A pre-funded instrument issued by the Bank against Cash shall not be accepted for investments of ₹ 50,000/- or more. This also should be accompanied by a certificate from the banker giving name, address and PAN (if available) of the person who has requested for the payment instrument. The name mentioned on the Certificate should match with the name of the first named unitholder and certificate must state such investor's bank account number and PAN as per bank record, if available.
The Certificate(s) mentioned in (1) and (2) above should be duly certified by the bank manager with his/her full signature, name, employee code, bank seal and contact number.
- iii **Payment by RTGS, NEFT, ECS, Bank transfer, etc:** A copy of the instruction to the bank stating the account number debited must accompany the purchase application. The account number mentioned on the transfer instruction copy should be a registered bank account or the first named unitholder should be one of the account holders to the bank account.

In case the application for subscription does not comply with the above provisions, BSLAMC/BSLMF retains the Sole and absolute discretion to reject/not process such application and refund the subscription money and shall not be liable for any such rejection.

5. NRI INVESTORS

Repatriation basis:

Payments by NRIs/Flis 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 par 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.

6. NOMINATION

- i. Unit holder can nominate (in the manner prescribed under the SEBI Regulation), Maximum upto 3 person(s) in whom the Units held by him / her shall vest in the event of his / her death. It shall be mandatory to indicate clearly the percentage of allocation / share in favour of each of the nominees against their name and such allocation / share should be in whole numbers without any decimals making a total of 100 percent. In the event of the Unitholders not indicating the percentage of allocation / share for each of the nominees, the AMC's, by invoking default option shall settle the claim equally amongst all the nominees.
- ii. Nomination made by unit holder shall be applicable for investments in all the Schemes in the folio or account and every new nomination for a folio or account will overwrite the existing nomination. Thus, a new nomination request will imply simultaneous cancellation of existing nomination and request for fresh nomination.
- iii. The nomination can be made only by individuals applying for / holding units 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. Nomination form cannot be signed by Power of attorney (POA) holders.
- iv. In case a folio has joint holders, all joint holders should sign the request for nomination / cancellation of nomination, even if the mode of holding is not "joint".
- v. 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. The applicant is advised that, in case of single holding, the Guardian to a Minor Nominee should be person other than the Applicant.
- vi. Nomination can also be in a favour of the Central Government, State Government, A Local Authority, any person designated by virtue of these offices or a religious or charitable trust.
- vii. The nominee shall not be a trust (other than a religious or charitable 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.
- viii. Nomination Shall not be allowed in a folio/account held on behalf of a minor.
- ix. Nomination in respect of the units stands rescinded upon the transfer of units.
- x. Transfer of units in Favour of a Nominee shall be valid discharge by the AMC against the legal heir.
- xi. The cancellation of nomination can be made only by those individuals to hold units of their own behalf singly or jointly and who made the original nomination.
- xii. On Cancellation of the nomination, The nomination shall stand rescinded and the AMC shall not be under any obligation to transfer the units in favour of the Nominee.
- xiii. The nomination details as registered with the Depository Participant shall be applicable to unit holders who have opted to hold units in Demat Mode.
- xiv. **Nomination shall be mandatory for new folios / accounts opened by individuals especially with sole / single holding and no new folios / accounts for individuals in single holding shall be opened without nomination. However, in case investors do not wish to nominate must sign separately confirming their non-intention to nominate, failing which the form may be rejected at the discretion of the AMC / Mutual Fund.**

7. DIRECT CREDIT OF REDEMPTION

The Mutual Fund has an arrangement with select banks to enable direct credit of redemption 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 in spite 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.

8. 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.

9. DEMAT ACCOUNT DETAILS (Option to hold Units in dematerialized (demat) form)

Investors shall have an option to subscribe to / hold the units in electronic (demat) form in accordance with the guidelines/procedural requirements as laid by the Depositories (NSDL/CDSL) from time to time. Investors intending to hold units in electronic (demat) form will be required to have beneficiary account with a Depository Participant (DP) (registered with NSDL / CDSL) and will be required to indicate, in the application form, the DP's name, DP ID Number and the Beneficiary account number of the applicant held with the DP at the time of subscribing to the units. Applicants must ensure that the sequence of the names as mentioned in the application form matches with that of the beneficiary account held with the DP. Names, PAN details, KYC details etc. mentioned in the Application Form will be verified against the Depository records. If the details mentioned in the application form are found to be incomplete / incorrect or not matching with the depository records, the application shall be treated as application for physical (non-demat) mode and accordingly units will be allotted in physical (non-demat) mode, subject to it being complete in all other aspects. Unitholders who have opted to hold and thereby allotted units in electronic (demat) form will receive payment of redemption / dividend proceeds into bank account linked to their Demat account. In case, the Unitholder desires to hold the Units in a Dematerialized / Rematerialized form at a later date, the request for conversion of units held in physical (non-demat) mode into electronic (demat) form or vice-versa should be submitted alongwith a Demat / Remat Request Form to their Depository Participant(s). Investors should ensure that the combination of names in the account statement is the same as that in the demat account.

The allotment of units in demat form shall be subject in terms of the guidelines / procedural requirements as laid by the Depositories (NSDL/CDSL) from time to time. Further, the units held in electronic (demat) form will be transferable in accordance with provisions of Depositories Act, 1996 and the Securities and Exchange Board of India (Depositories and

Participants) Regulations, 1996 as may be amended from time to time.

Please note that the Eligible Unitholders who wish to avail tax deduction under the RGESS by investing in the Scheme shall be required to hold the Units under demat mode only. Investors are also requested to note that as per the RGESS guidelines, the Depositories will be required to certify the 'New Retail Investor' status of the investors at the time of designating his/her demat account as demat account for the purpose of RGESS. The Depositories will be also required to ensure the enforcement of the lock-in on Units in terms of RGESS guidelines.

10. KNOW YOUR CLIENT (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. Investors can visit branches of BSLAMC or may visit www.birlasunlife.com, www.amfiindia.com and www.cdslindia.com to know detailed procedure for KYC compliance.

Effective January 01, 2011 it is mandatory for all category of investors to be KYC compliant for all investment transactions made on or after January 01, 2011, irrespective of amount of investment.

To further clarify, the above category of investors shall include:

- i. their constituted Power of Attorney (PoA) holder, in case of investments through a PoA
- ii. each of the applicants, in case of investments in joint names; and
- iii. Guardian in case of investments on behalf of minor.

Applications without KYC Acknowledgement letter for the specified category of investors are liable to 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. 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. Any change in these details like change of Name / Address / Status /Signature, etc. should be given by Investor directly in the prescribed manner.

Pursuant to SEBI Circular No. MIRS/D/ Cir-26/ 2011 dated December 23, 2011, SEBI (KYC Registration Agency) Regulations, 2011 and SEBI Circular No. MIRS/D/SE/Cir-21/2011 dated October 05, 2011, regarding uniformity in the Know Your Customer (KYC) process in the securities market and development of a mechanism for centralization of the KYC records to avoid duplication of KYC Process across the intermediaries in the securities market, the following changes are being made to KYC process w.e.f. January 01, 2012:

1. SEBI has introduced a common KYC Application Form for all the SEBI registered intermediaries viz. Mutual Funds, Portfolio Managers, Depository Participants, Stock Brokers, Venture Capital Funds, Collective Investment Schemes, etc. New Investors are therefore requested to use the common KYC Application Form and carry out the KYC process including In-Person Verification (IPV) with any SEBI registered intermediaries including mutual funds. The KYC Application Forms are also available on our website www.birlasunlife.com.
2. The Mutual Fund shall perform the initial KYC of its new investors and may undertake enhanced KYC measures commensurate with the risk profile of its investors. The Mutual Fund shall upload the details of the investors on the system of the KYC Registration Agency (KRA), Registrar & Transfer Agent (RTA) of the Mutual Fund may also undertake the KYC of the investors on behalf of the Mutual Fund. KRA shall send a letter to the investor within 10 working days of the receipt of the initial/updated KYC documents from the Mutual Fund, confirming the details thereof.
3. Once the investor has done KYC with a SEBI registered intermediary, the investor need not undergo the same process again with another intermediary including mutual funds. However, the Mutual Fund reserves the right to carry out fresh KYC of the investor.
4. It is mandatory for intermediaries including mutual funds to carry out In-Person Verification (IPV) of its new investors w.e.f. January 01, 2012.
The IPV carried out by any SEBI registered intermediary can be relied upon by the Mutual Fund. BSLAMC and NISM/AMFI certified distributors who are KYD compliant are authorized to undertake the IPV for Mutual Fund investors. Further, in case of any applications received directly (i.e. without being routed through the distributors) from the investors, the Mutual Fund may rely upon the IPV (on the KYC Application Form) performed by the scheduled commercial banks.
5. Existing KYC compliant investors of the Mutual Fund can continue to invest as per the current practice. However, existing investors are also urged to comply with the new KYC requirements including IPV as mandated by SEBI.

11. DIRECT APPLICATIONS

- a) Investors should ensure to write the word 'DIRECT' in the column 'ARN No' or 'Broker Code' in their applications for purchases/additional purchases/swiches in all such cases where applications are not routed through any distributor / agent / broker.
In cases where unit holder uses a pre-printed transaction slip/application form where details in the 'ARN No' or 'Broker Code' column is already printed, unit holder should cancel the ARN No / Broker Code, write 'DIRECT' in the said column. It should also be counter signed by the unit holder / all joint holder(s).
Transactions slips/application forms where the column under 'ARN No or 'Broker Code' is provided, has to be filled by the unit holder as 'DIRECT' for processing the same as Direct applications.
Investors can submit their applications for purchases /additional purchases/ switches at any of the Official Point(s) of Acceptance of Birla Sun Life Mutual Fund. The list of Official Point(s) of Acceptance is available on the website of Birla Sun Life Mutual Fund (www.birlasunlife.com).
- b) Employee Unique Identification Number (EUIDN) is a unique number allotted to Sales personnel i.e. employee/ relationship manager/ sales person of the distributor interacting with the investor for the sale of mutual fund products. Such sales personnel associated with Distributor, should also be holding a valid NISM certificate. Thus, in case of applications routed through distributors, Investors are requested to provide the EUIDN of sales personnel of distributors interacting with the investor in addition to the AMFI Registration Number (ARN) of the distributor. Providing appropriate EUIDN in the application/transaction forms would assist in tackling the problem of mis-selling even if the Sales personnel on whose advice the transaction was executed by investor leaves the employment of the distributor or his/her sub broker. However, in case of applications routed through distributor and where the EUIDN box has been kept blank, the investor is deemed to confirm that the transaction is on "execution-only" basis.

12. REAL TIME GROSS SETTLEMENT / NATIONAL ELECTRONIC FUNDS TRANSFER (RTGS / NEFT)

Funds Transfer shall be effected only if the recipient/destination Bank/Branch is participating in RTGS / NEFT. It is the responsibility of the Investor to ensure the correctness of the message especially the IFSC code of the recipient /destination branch & account number. The collecting bank as well as BSLMF will get valid discharge if the amount is credited to the account number mentioned in the Application even if the name of the Investor account holder differs. BSLMF shall not assume any liability or responsibility arising out of or made liable for any incorrect request or message. If the date of payment happens to be a holiday at the centre where the recipient branch is situated, the credit will be passed on to the Investor on next working day. BSLMF shall not be liable for delay in payments to the Investor if:

- i. Incorrect and insufficient details are provided.
 - ii. If there is dislocation of work due to circumstances beyond the control of Remitting/Destination Banks including but not limited to circumstances like non-functioning of computer system, disruption of work due to natural calamities, strike, riot etc., or Network or internet problem or other causes beyond the control of the Branch/ bank resulting in disruption of communication, such cases will be settled on the next working day when RTGS / NEFT is functioning properly.
- The Investor hereby agrees and undertakes that he is aware of all the RTGS / NEFT rules set by RBI & to abide by all the rules, terms, conditions and administrative guidelines issued or which may be issued by the RBI or any other regulatory authorities applicable to the transactions relating to RTGS / NEFT whether directly or/and indirectly.

13. AUTOMATIC SWITCH OF REDEMPTION PROCEEDS ON MATURITY (AUTO MATURITY SWITCH)

The Mutual Fund provides the investors the flexibility to switch their redemption proceeds receivable on maturity of the scheme to any of the Plan/Option of Birla Sun Life Cash Manager (BSLCM), as may be specified by the investor in the application form. In case the investor fails to specify his preference as regards the Plan/Option of BSLCM into which the maturity proceeds are to be switched into, the default plan/option under BSLCM as per provisions of the respective Scheme Information Document shall be applicable. This Option enables the investors to take advantage of investment in short term debt securities through BSLCM on maturity of the scheme, instead of receiving the payout of redemption proceeds. **Investor can choose to avail of this facility only at the time of making the application to subscribe to the units of the scheme by signing separately in the designated space in the application form and confirming their intention to avail auto maturity switch. If this section is not signed or in case of discrepancies in signatures in sections 10 & 12, switch request may be liable to be rejected.** Further, in case of any inconsistency in selection of option viz, Payout of redemption proceeds on maturity of scheme or Auto Maturity switch, payout of redemption proceeds shall be considered as default mode. Further, investor shall also have an option to alter his preference from auto maturity switch to Payout of redemption proceeds by submitting a written request, at any time during the tenure of the scheme, not later than 10 working days prior to the maturity of the scheme. To make the switch effective, investor needs to hold all the units till maturity of the scheme. The switch shall be subject to the applicable terms and conditions of both the switch-out scheme and switch-in scheme as regards the minimum number of Units that may be redeemed or issued, Load, Applicable NAV etc.

14. APPLICATIONS NOT COMPLETE IN ANY RESPECT ARE LIABLE TO BE REJECTED.

Birla Sun Life Rajiv Gandhi Equity Savings Scheme - Series 1

(A Close ended Equity Scheme investing in Eligible Securities as per Rajiv Gandhi Equity Savings Scheme, 2012)



INVESTORS MUST READ THE SCHEME INFORMATION DOCUMENT/KEY INFORMATION MEMORANDUM AND INSTRUCTIONS BEFORE COMPLETING THIS FORM.

APPLICATION SUPPORTED BY BLOCKED AMOUNT (ASBA) FORM

New Fund Offer Opens: Monday, February 25, 2013 | **New Fund Offer Closes:** Wednesday, March 20, 2013

Date

ASBA Application No.

NFO Application No. [mandatory & only for Non-Demat holders]

BROKER/AGENT INFORMATION			FOR OFFICE USE ONLY			
Name and AMFI Regn No.	Sub Broker Name & Code	EUIN	SCSB	SCSB IFSC Code	Syndicate Member Code	SL No.
ARN: Ref. Instruction No. 11 a)		Ref. Instruction No. 11 b)	[Name & Code]	[11 digit code]	[Name and Code]	

1. NAME OF FIRST APPLICANT (Name should be as available in Demat Account in case of Demat Account holders)

Mr. Ms. M/s.

2. EXISTING FOLIO NO. (If you have an existing folio number, please mention the number here)

Folio No.

3. DEPOSITORY ACCOUNT DETAILS*

Depository Name [Please tick] National Securities Depository Ltd. Central Depository Services [India] Limited

Depository Participant Name

DP-ID

Beneficiary Account Number

*In case of DEMAT Account validation failure, allotment will be done in physical units

4. PAN OF 1ST APPLICANT (Permanent Account Number)

PAN

5. INVESTMENT DETAILS [Please tick (✓)]

Birla Sun Life Rajiv Gandhi Equity Savings Scheme - Series 1	Plan	<input type="checkbox"/> Regular	<input type="checkbox"/> Direct
	Options	<input type="checkbox"/> Growth	<input type="checkbox"/> Dividend Payout

Default Plan: Refer KIM for details. Default Option: Dividend Payout

6. DETAILS OF BANK ACCOUNT FOR BLOCKING OF FUNDS

Bank Account Number

Bank Name

Branch Name where account is held

Total Amount to be blocked (₹ In figures)

Rupees in words

7. UNDERTAKING BY ASBA INVESTOR

1) I/We hereby undertake that I/We am/are an ASBA Investor as per the applicable provisions of the SEBI (Issue of Capital and Disclosure Requirements), Regulations 2009 ('SEBI Regulations') as amended from time to time. 2) In accordance with ASBA process provided in the SEBI Regulations and as disclosed in this application, I/We authorize (a) the SCSB to do all necessary acts including blocking of application money towards the Subscription of Units of the Scheme, to the extent mentioned above in the "SCSB / ASBA Account details" or unblocking of funds in the bank account maintained with the SCSB specified in this application form, transfer of funds to the Bank account of the Scheme/Birla Sun Life Mutual Fund on receipt of instructions from the Registrar and Transfer Agent after the allotment of the Units entitling me/us to receive Units on such transfer of funds, etc. (b) Registrar and Transfer Agent to issue instructions to the SCSB to remove the block on the funds in the bank account specified in the application, upon allotment of Units and to transfer the requisite money to the Scheme's account / Bank account of Birla Sun Life Mutual Fund. 3) In case the amount available in the bank account specified in the application is insufficient for blocking the amount equivalent to the application money towards the Subscription of Units, the SCSB shall reject the application 4) If the DP ID, Beneficiary Account No. or PAN furnished by me/us in the application is incorrect or incomplete or not matching with the depository records, the application shall be rejected and the Birla Sun Life Mutual Fund or Birla Sun Life Asset Management Company Limited or Birla Sun Life Trustee Company Private Limited or SCSBs shall not be liable for losses, if any. All future communication in connection with NFO should be addressed to the SCSB/RTA/AMC quoting the full name of the Sole/First Applicant, NFO Application Number, ASBA Application Number, Depository Account details [if it has been provided], Amount applied for and the account number from where NFO amount was blocked.

Signature of Bank Account Holders



ACKNOWLEDGEMENT SLIP (to be filled in by the investor)

ASBA APPLICATION FORM

Birla Sun Life Rajiv Gandhi Equity Savings Scheme - Series 1



Birla Sun Life Asset Management Company Limited

One India Bulls Centre, Tower 1, 17th floor, Jupiter Mill Compound, 841, S.B. Marg, Elphinstone Road, Mumbai - 400 013

Toll Free : 1800-270-7000/ 1-800-22-7000 | sms GAIN to 56161 | Email: connect@birlasunlife.com

Application Number [mandatory for non-demat account holders]: ASBA Application Number: Date : / /

Birla Sun Life Rajiv Gandhi Equity Savings Scheme - Series 1	Plan	<input type="checkbox"/> Regular	<input type="checkbox"/> Direct
	Options	<input type="checkbox"/> Growth	<input type="checkbox"/> Dividend Payout

Default Plan: Refer KIM for details. Default Option: Dividend Payout

Received from Mr./Ms./Mrs./M/s.

Address

SCSB Account details: A/c No. Bank Name

Branch Name

Total Amount to be Blocked: ₹ In figures Rupees In words

Date & time of receipt

SCSB Stamp, Signature

Birla Sun Life Rajiv Gandhi Equity Savings Scheme - Series 1

(A Close ended Equity Scheme investing in Eligible Securities as per Rajiv Gandhi Equity Savings Scheme, 2012)



Offer of units of ₹ 10/- each for cash during the New Fund Offer Period

New Fund Offer Opens: Monday, February 25, 2013 | **New Fund Offer Closes:** Wednesday, March 20, 2013

The subscription list may be closed earlier by giving at least one day's notice in one daily newspaper. The Trustee reserves the right to extend the closing date of the New Fund Offer Period, subject to the condition that the subscription of the New Fund Offer Period shall not be kept open for more than 30 days.

NAME OF THE ASSET MANAGEMENT COMPANY	NAME OF MUTUAL FUND
BIRLA SUN LIFE ASSET MANAGEMENT COMPANY LIMITED One Indiabulls Centre, Tower-1, 17th floor, Jupiter Mill Compound, 841, Senapati Bapat Marg, Elphinstone Road, Mumbai - 400 013 Tel.: +91-22 43568000 Fax No. +91-22 43568110/8111	BIRLA SUN LIFE MUTUAL FUND One India Bulls Centre, Tower 1, 17th Floor, Jupiter Mill Compound, 841, Senapati Bapat Marg, Elphinstone Road, Mumbai - 400 013 Tel. +91-22 43568000 Fax No. +91-22 43568110/8111 Website www.birlasunlife.com

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 etc. investors should, before investment, refer to the Scheme Information Document and Statement of Additional Information available free of cost at any of the Investor Service Centres or distributors or from the website 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 in accordance with the applicable provisions laid down under Rajiv Gandhi Equity Savings Scheme, 2012 (hereinafter referred to as RGESS) 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.

It is to be distinctly understood that the permission given by Bombay Stock Exchange Ltd. should not in any way be deemed or construed that the Scheme Information Document has been cleared or approved by Bombay Stock Exchange Ltd. nor does it certify the correctness or completeness of any of the contents of the Scheme Information Document. The investors are advised to refer to the Scheme Information Document for the full text of the 'Disclaimer Clause of Bombay Stock Exchange Ltd.'.

It is to be distinctly understood that the permission given by National Stock Exchange of India Limited (NSE) should not in any way be deemed or construed that the Scheme Information Document has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Draft Scheme Information Document. The investors are advised to refer to the Scheme Information Document for the full text of the 'Disclaimer Clause of NSE'.

Name of the Scheme	Birla Sun Life Rajiv Gandhi Equity Savings Scheme - Series 1		
Structure	A Close ended Equity Scheme investing in Eligible Securities as per Rajiv Gandhi Equity Savings Scheme, 2012, as amended from time to time.		
Investment Objective	The investment objective of the Scheme is to generate capital appreciation, from a portfolio that is substantially constituted of equity securities specified as eligible securities for Rajiv Gandhi Equity Savings Scheme, 2012 (RGESS).		
Compliance with RGESS guidelines	In light of SEBI circular no. CIR/MRD/DP/32/2012 dated December 06, 2012, the Scheme is in compliance with the provisions of RGESS guidelines notified by Ministry of Finance vide notification no. 51/2012 [F. No. 142/35/2012-TPL] dated November 23, 2012. Eligible Investors are entitled to tax benefits under Section 80CCG of the Income Tax Act, 1961 for the investments made in the Scheme, subject to them complying with the requirements specified in RGESS.		
Liquidity	<ul style="list-style-type: none"> The scheme will have duration/tenure of 3 years from and including the date of allotment. No redemption or repurchase will be permitted prior to maturity of the Scheme. The scheme will be listed on BSE, NSE and/or any other recognized stock exchanges as may be decided by AMC from time to time and the Unitholders who wish to redeem units may do so through Stock Exchange at prevailing listed price on such Stock Exchange, subject to Lock-in Period under RGESS, if any. Lock-in Period under RGESS: Units held under the Scheme by unitholders and declared/designated for availing tax benefits u/s 80CCG of Income Tax Act, 1961 for any assessment year shall be subject to Lock-in-period as per Rajiv Gandhi Equity Savings Scheme, 2012 notification no. 51/2012 [F. No. 142/35/2012-TPL] dated November 23, 2012. Thus, Investors should note that Units of the Schemes held by unit holders/investors (in demat mode) for availing tax benefits u/s 80CCG of Income Tax Act, 1961 read with RGESS guidelines shall have a total lock-in period of 3 years. This lock-in period of 3 years is divided into Fixed and Flexible Lock-in periods as explained below: <ul style="list-style-type: none"> The initial first year is known as Fixed Lock-in Period, in which no trading of units of the scheme shall be allowed. The fixed lock-in-period shall commence from the date of purchase of such Units in the relevant financial year and end one year from the date of purchase of the last set of Units of the Scheme (in the same financial year) on which deduction is claimed under the RGESS. The flexible lock-in period will be of two years beginning immediately after the end of the fixed lock-in period. Upon Completion of fixed lock in period, investors would be allowed to trade in the units of the scheme in furtherance of the goal of promoting an equity culture and as a provision to protect them from adverse market movements or stock specific risks as well as to give them avenues to realize profits. The enforcement of the lock-in on Units in terms of RGESS guidelines shall be ensured by the Depositories. <p>For further details on lock-in period under RGESS, investors are requested to refer to section 'About Rajiv Gandhi Equity Savings Scheme' on page 12 of this KIM.</p>		
Asset Allocation Pattern of the Scheme	Types of Instruments	Risk Profile	Normal Allocation (% of Total Assets)
	Equity securities specified as eligible securities# for RGESS	Medium to high	95-100%
	Cash and Cash Equivalents* and Money Market Instruments^^.	Low	0-5%
<p>*Cash & Cash Equivalent would mean cash (bank balance) or overnight investment in CBLO, reverse repo. ^^The Scheme shall invest in Money Market Instruments as defined under SEBI (MF) Regulations with residual maturity of less than or equal to 91 days.</p> <p>The scheme shall not invest in Foreign Securities, repo in corporate debt securities, Securitised Debt Instruments and/or derivative instruments. The scheme shall not engage in securities lending/short selling activities.</p> <p>The Fund Manager shall commence investment out of the NFO proceeds received in accordance with the investment objective of the Scheme only on or after the closure of the NFO period. Further, the corpus of the scheme shall be completely invested in accordance with asset allocation and investment pattern of the scheme within 5 business days from the closure of NFO. Further, towards the maturity of Scheme, the corpus of the scheme may be kept in cash and cash equivalents viz. overnight investment in CBLO, reverse repo, with residual maturity of less than or equal to 91 days / Liquid Schemes of money market instruments.</p> <p>Pending deployment of the corpus of the Scheme in securities in terms of its investment objective within 5 business days of closure of NFO, the Scheme can invest the corpus of the Scheme in short term deposits of scheduled commercial banks in accordance with the guidelines issued by SEBI. Accordingly, as presently prescribed, the requirements of SEBI Circulars; SEBI/IMD/CIR No. 1/91171/07 dated April 16, 2007 and SEBI/IMD/CIR No.7/129592/08 dated June 23, 2008, will be adhered to.</p> <p>#Eligible Securities as defined under RGESS guidelines means any of the following: (a) equity shares, on the day of purchase, falling in the list of equity declared as "BSE-100" or "CNX-100" by the Bombay Stock Exchange and the National</p>			

	<p>Stock Exchange, as the case may be;</p> <p>(b) equity shares of public sector enterprises which are categorised as Maharatna, Navratna or Miniratna by the Central Government;</p> <p>(c) Units of Exchange Traded Funds (ETFs) or Mutual Fund (MF) schemes with Rajiv Gandhi Equity Savings Scheme (RGESS) eligible securities as underlying, as mentioned in sub-clause (a) or sub-clause (b) above, provided they are listed and traded on a stock exchange and settled through a depository mechanism;</p> <p>(d) Follow on Public Offer of point (a) and (b) above;</p> <p>(e) New Fund Offers (NFOs) of point (c) above;</p> <p>(f) Initial Public Offer of a public sector undertaking wherein the government shareholding is at least fiftyone per cent, which is scheduled for getting listed in the relevant previous year and whose annual turnover is not less than four thousand crore rupees during each of the preceding three years.</p> <p>Change in Asset Allocation Subject to the Regulations, the asset allocation pattern indicated above may change from time to time, keeping in view market conditions, market opportunities, and political and economic factors. Such deviations shall normally be for a short-term purpose only, for defensive considerations and the intention being at all times to protect the interests of the Unit Holders. The Scheme shall invest in the Eligible Securities of RGESS and shall invest in cash & cash equivalents and money market instruments to meet the liquidity requirements for honouring redemptions (at the time of maturity)/ expenses. Hence, in view of the nature of the Scheme, the asset allocation pattern as indicated above may not change, except in line with the changes made in SEBI (MF) Regulations, or changes in the list of Eligible Securities under RGESS from time to time or due to corporate actions under such invested securities whether voluntary corporate actions such as receipt of any rights, buy-back etc, or involuntary corporate actions such as receipt of bonuses or benefits in the nature of capital or of any schemes of arrangement or for amalgamation, reconstruction or exchange, or buy-back due to court intervention etc. or other reasons outside the control of the Fund. Any such involuntary allocation / allotment (due to corporate actions) of securities as per SEBI circular CIR / MRD / DP / 32 / 2012 dated December 06, 2012 which are not part of Eligible Securities under RGESS will be disposed off within 30 days from date of allotment.</p> <p>In the event of the asset allocation falling outside the limits specified in the asset allocation table due to any of the aforesaid events, the Fund Manager shall review and rebalance the same within 30 days.</p> <p>Provided further and subject to the above, any change in the asset allocation affecting the investment profile of the Scheme shall be effected only in accordance with the provisions of sub regulation (15A) of Regulation 18 of the Regulations.</p>
Investment Strategy	<p>The corpus of the Scheme will be primarily invested in equity of the companies as mentioned in the investment universe specified for RGESS.</p> <p>The fund manager would primarily focus on long term growth for identifying stocks. The objective would be to identify business with superior growth prospects and strong management available at reasonable valuation and offering higher risk adjusted returns. The Scheme would follow blend of bottom up approach (for stock selection) and top down approach (for sector allocation).</p> <p>The decision to sell would be based on price reaching its fair value or availability of alternative investment opportunity offering higher risk adjusted returns or anticipated price appreciation no longer possible due to change in business fundamental.</p> <p>Portfolio turnover policy The scheme has no explicit constraints either to maintain or limit the portfolio turnover. Portfolio turnover will depend upon the circumstances prevalent at any time and would also depend on the extent of volatility in the market and inflows/outflows in the scheme. The Fund Manager will however endeavor to maintain a low portfolio turnover rate</p>
Risk Profile of the Scheme	<p>Mutual Fund Units involve investment risks including the possible loss of principal. Please read the Scheme Information Document carefully for details on risk factors before investment. Scheme Specific Risk Factors are summarized below:</p> <p>Risk Factors associated with investments in Equity Securities:</p> <ul style="list-style-type: none"> Equity investments by nature are volatile and prone to price fluctuations on a daily basis due to both macro and micro factors. The NAVs of schemes investing in equity will fluctuate as the daily prices of the individual securities in which they invest fluctuate and the units when redeemed may be worth more or less than their original cost. The value of the Scheme's investments, may be affected generally by factors affecting securities markets, such as price and volume volatility in the capital markets, interest rates, currency exchange rates, changes in policies of the Government, taxation laws or policies of any appropriate authority and other political and economic developments and closure of stock exchanges which may have an adverse bearing on individual securities, a specific sector or all sectors including equity and debt markets. Consequently, the NAV of the units of the Scheme may fluctuate and can go up or down. In respect of investments in equity, there may be risks associated with trading volumes, settlement periods and transfer procedures that may restrict liquidity of investments in equity securities. In the event of inordinately large number of redemptions or of a restructuring of the schemes' investment portfolio, there may be delays in the redemption of units. Within the regulatory limits, the Fund Manager may choose to invest in unlisted eligible securities that offer attractive yields. Securities, which are not quoted on the stock exchanges, are inherently illiquid in nature and carry a larger amount of liquidity risk, in comparison to securities that are listed on the exchanges or offer other exit options to the investor, including a put option. This may however increase the risk of the portfolio. The liquidity and valuation of the schemes investments due to their holdings of unlisted securities may be affected if they have to be sold prior to their target date of disinvestments. Investment made in unlisted stocks may only be realizable upon listing of these securities. Settlement problems could cause the Schemes to miss certain investment opportunities. Investors may note that Fund Manager's investment decisions may not always be profitable, as actual market movements may be at variance with anticipated trends. Though the constituent stocks of most indexes are typically liquid, liquidity differs across stocks. Due to the heterogeneity in liquidity in the capital market segment, trades on this segment may not get implemented instantly. <p>Risk Factors associated with Investments in Cash and Money Market Securities:</p> <ul style="list-style-type: none"> Price-Risk or Interest-Rate Risk: Fixed income securities such as money market instruments run price-risk or interest-rate risk. Generally, when interest rates rise, prices of existing fixed income securities fall and when interest rates drop, such prices increase. The extent of fall or rise in the prices is a function of the existing coupon, days to maturity and the increase or decrease in the level of interest rates. Credit Risk: In simple terms this risk means that the issuer of a money market instrument may default on interest payment or even in paying back the principal amount on maturity. Even where no default occurs, the price of a security may go down because the credit rating of an issuer goes down. It must, however, be noted that where the Scheme has invested in Government securities, there is no credit risk to that extent. <p>Risk Factors associated with Listing of units:</p> <ul style="list-style-type: none"> Listing of units of the scheme on stock exchange(s) does not necessarily guarantee liquidity and there can be no assurance that an active secondary market for the units will develop or be maintained. No trading of units shall be allowed during the temporary suspension period for units held in demat form. This could lead to inability on the part of investors to trade in the Units during the aforesaid period. Trading in the units of the Scheme on the Exchange may be halted because of market conditions, including any halt in the operations of Depository Participants or for reasons that in view of the Exchange Authorities or SEBI, trading in the units is suspended and / or restricted. In addition, trading in units is subject to trading halts caused by extraordinary market volatility and pursuant to stock exchange rules of 'circuit filter'. There can be no assurance that the requirements of Stock Exchange necessary to maintain the listing of units of scheme will continue to be met or will remain unchanged Further, the Scheme being an close ended scheme and listed on stock exchange, as per SEBI guidelines, no redemption / repurchase / switches of units will be allowed prior to maturity of the scheme. The investors wishing to redeem their units may do so through stock exchange at prevailing listed price on such Stock Exchange, subject to Lock-in Period under RGESS, if any. The Units of the scheme may trade above or below their face value / NAV. The NAV of the scheme will fluctuate with changes in the market value of schemes holdings. The trading prices of units of the scheme will fluctuate in accordance with changes in their NAV as well as market supply and demand which may even lead the units to quote at significant premium or discount to NAV. There is a possibility that the unitholders find it difficult or uneconomical to liquidate their investments at any particular time. As a result, investors in the scheme must be prepared to hold the units until the maturity of the Scheme. Regulatory Risk: Any changes in trading regulations by the Stock Exchange or SEBI, inter alia, may also result in wider premium/ discount to the NAV of the Scheme. Although the Units are proposed to be listed on the Stock Exchange, the AMC and the Trustees will not be liable for any loss suffered by investors due to delay in listing of units of the Scheme on the Stock Exchange or due to connectivity problems with the depositories due to the occurrence of any event beyond their control. As the units of the scheme may be held in electronic (demat) mode through depositories, the records of the depository shall be final with respect to the number of units available to the credit of unitholder.
Risk Control Strategies	<p>Investments made by the scheme would be in accordance with the investment objectives of the scheme and provisions of SEBI (MF) Regulations. The overall portfolio structuring would aim at controlling risks at a moderate level. Both very aggressive and very defensive postures would be avoided. Stock specific risk</p>

	will be minimised by investing only in those companies that have been thoroughly evaluated by BSLAMC's investment team. Risk will also be managed through broad diversification of portfolio within the framework of the abovementioned investment objectives. Macroeconomic risk will be addressed through focus and ongoing review of relevant businesses and economic environment. While these measures are expected to mitigate the above risks to a large extent, there can be no assurance that these risks would be completely eliminated.																									
Plans/Options	<p>The Scheme will have Regular Plan and Direct Plan** with a common portfolio and separate NAVs. Investors should indicate the Plan for which the subscription is made by indicating the choice in the application form.</p> <p>Each of the above Plan under the Scheme will have the following Options:</p> <p>(1) Growth Option and</p> <p>(2) Dividend Option with Payout Facility.</p> <p>**DIRECT PLAN:</p> <p>i. Direct Plan is only for investors who purchase /subscribe Units in a Scheme directly with the Mutual Fund and is not available for investors who route their investments through a Distributor.</p> <p>ii. Eligible investors: All categories of investors (whether existing or new Unitholders) as permitted under the Scheme Information Document of the Scheme are eligible to subscribe under Direct Plan.</p> <p>iii. Modes for applying: Investments under Direct Plan can be made through various modes offered by the Mutual Fund for investing directly with the Mutual Fund [except through Stock Exchange Platforms for Mutual Funds and all other Platform(s) where investors' applications for subscription of units are routed through Distributors].</p> <p>iv. How to apply:</p> <p>a. Investors desirous of subscribing under Direct Plan of a Scheme will have to ensure to indicate "Direct Plan" against the Scheme name in the application form.</p> <p>b. Investors should also indicate "Direct" in the ARN column of the application form.</p>																									
Default Plan/Option/Sub-option (In case the investor fails to specify his preference, the given default plan / option / sub-option would apply)	<p>Default Option: Dividend Option (Payout facility)</p> <p>In case of valid application received without indicating choice between Growth and Dividend Option, the same shall be considered as Dividend Option (Payout Facility) and processed accordingly.</p> <p>Further, in case Distributor code is mentioned in the application form, but "Direct Plan" is indicated against the Scheme name, the Distributor code will be ignored and the application will be processed under Direct Plan. Further, where application is received for Regular Plan without Distributor code or "Direct" mentioned in the ARN Column, the application will be processed under Direct Plan.</p>																									
Applicable NAV	Units of the scheme cannot be redeemed by the investors directly with the Fund until the date of maturity of the scheme. Therefore, the provisions of cut off timing for redemptions will not be applicable.																									
Minimum Application Amount / Number of Units	Purchase Minimum of ₹ 5,000/- and in multiples of ₹ 10/- thereafter during the New Fund Offer period.	Repurchase No redemption (repurchase) of units is allowed before the maturity of the scheme. Investors wishing to exit may do so by selling their units through stock exchange.																								
Despatch of Proceeds of Repurchase (Redemption) Request	Redemption or repurchase proceeds shall be dispatched to the unitholders within 10 working days from the date of maturity of the scheme, subject to confirmation with the depository records of the Scheme's DP account, as applicable.																									
Benchmark Index	<p>CNX 100</p> <p>The fund reserves the right to change the benchmark for evaluation of the performance of the scheme from time to time, subject to SEBI Regulations and other prevailing guidelines, if any.</p>																									
Dividend Policy	Dividends will be declared subject to availability of distributable surplus and at the discretion of the AMC/Trustee. On payment of Dividends, the NAV will stand reduced by the amount of dividend payout and dividend distribution tax, if any.																									
Name of the Fund Manager	Mr. Nishit Dholakia																									
Name of the Trustee Company	Birla Sun Life Trustee Company Private Limited																									
Performance of the Scheme	This scheme does not have any performance track record																									
Expenses of the Scheme	<p>New Fund Offer Period The NFO expenses of the scheme shall be borne by the AMC.</p> <p>Entry Load*: Nil Exit Load: Nil</p> <p>No redemption/repurchase of units shall be allowed prior to the maturity of the scheme. Investors wishing to exit may do so through stock exchange mode at prevailing listed price on such Stock Exchange, subject to lock-in period under RGESS, if any.</p> <p>*In terms of SEBI circular no. SEBI/IMD/CIR No.4/ 168230/09 dated June 30, 2009, no entry load will be charged by the Scheme to the investor effective August 1, 2009. The upfront commission, if any, on investment made by the investor shall be paid by the investor directly to the Distributor, based on his assessment of various factors including the service rendered by the Distributor.</p> <p>Exit load charged, if any, by the AMC/Mutual Fund to the unitholder shall be credited to the respective scheme immediately, net of service tax, if any.</p>																									
(i) Load Structure																										
(ii) Recurring expenses (As a % of daily net assets)	<p>Maximum estimated permissible expenses, including investment management and advisory fees, as a % per annum of daily net assets**:</p> <table border="1"> <thead> <tr> <th>A. Expense Head / Nature of expense</th> <th>% of daily net assets</th> </tr> </thead> <tbody> <tr> <td>Investment Management and Advisory Fees (AMC fees)</td> <td rowspan="15">Upto 2.50%</td> </tr> <tr> <td>Trustee fee</td> </tr> <tr> <td>Audit fees</td> </tr> <tr> <td>Custodian fees</td> </tr> <tr> <td>Registrar & Transfer Agent (RTA) Fees</td> </tr> <tr> <td>Marketing & Selling expense including agent commission</td> </tr> <tr> <td>Cost related to investor communications</td> </tr> <tr> <td>Cost of fund transfer from location to location</td> </tr> <tr> <td>Cost of providing account statements/allotment advice and dividend/ redemption cheques and warrants</td> </tr> <tr> <td>Costs of Statutory advertisements</td> </tr> <tr> <td>Cost towards investor education & awareness (at least 2 bps)^</td> </tr> <tr> <td>Brokerage & transaction cost over and above 12 bps and 5 bps for cash and derivative market trades respectively.</td> </tr> <tr> <td>Service tax on expenses other than investment management and advisory fees</td> </tr> <tr> <td>Service tax on brokerage and transaction cost</td> </tr> <tr> <td>Other expenses</td> </tr> <tr> <td>Maximum total expense ratio (TER) permissible under Regulation 52(6)(c)(i)</td> <td>Upto 2.50%</td> </tr> <tr> <td>B. Additional expenses under regulation 52 (6A) (c)</td> <td>Upto 0.20%</td> </tr> <tr> <td>C. Additional expense for gross new inflows from specified cities under Regulation 52 (6A) (b) to improve geographical reach of scheme.</td> <td>Upto 0.30%</td> </tr> </tbody> </table> <p>The purpose of the above table is to assist the investor in understanding the various costs and expenses that an investor in the scheme will bear directly or</p>		A. Expense Head / Nature of expense	% of daily net assets	Investment Management and Advisory Fees (AMC fees)	Upto 2.50%	Trustee fee	Audit fees	Custodian fees	Registrar & Transfer Agent (RTA) Fees	Marketing & Selling expense including agent commission	Cost related to investor communications	Cost of fund transfer from location to location	Cost of providing account statements/allotment advice and dividend/ redemption cheques and warrants	Costs of Statutory advertisements	Cost towards investor education & awareness (at least 2 bps)^	Brokerage & transaction cost over and above 12 bps and 5 bps for cash and derivative market trades respectively.	Service tax on expenses other than investment management and advisory fees	Service tax on brokerage and transaction cost	Other expenses	Maximum total expense ratio (TER) permissible under Regulation 52(6)(c)(i)	Upto 2.50%	B. Additional expenses under regulation 52 (6A) (c)	Upto 0.20%	C. Additional expense for gross new inflows from specified cities under Regulation 52 (6A) (b) to improve geographical reach of scheme.	Upto 0.30%
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indirectly. The above estimates for recurring expense are for indicative purposes only and have been made in good faith as per the information available to the AMC based on past experience.

Note:

- (a) **Direct Plan shall have a lower expense ratio excluding distribution expenses, commission, etc. as compared to Regular Plan and no commission will be paid / charged under Direct Plan. Thus, expense ratio for Direct Plan shall be atleast 0.50% lower as compared to Regular Plan.
- (b) ^ In terms of SEBI Circular No. CIR/IMD/DF/21/2012 dated September 13, 2012, the AMC / Mutual Fund shall annually set apart at least 2 basis points (i.e. 0.02%) on daily net assets of the scheme within the maximum limit of Total Expense Ratio as per Regulation 52 of the SEBI (MF) Regulations for investor education and awareness initiatives.
- (c) In terms of SEBI Circular No. CIR/IMD/DF/21/2012 dated September 13, 2012, AMC may charge service tax on following Fees and expenses as below:
- Investment Management and Advisory Fees: AMC may charge service tax on investment management and advisory fees to the scheme in addition to the maximum limit of Total Expense Ratio as prescribed under Regulation 52 of the SEBI (MF) Regulations. *Currently, service tax is levied @ 12.36% for AMC fees as per taxation laws in force.*
 - Other than Investment Management and Advisory Fees: AMC may charge service tax on expenses other than investment management and advisory fees to the scheme within the maximum limit of Total Expense Ratio as prescribed under Regulation 52 of the SEBI (MF) Regulations. Further, service tax on Brokerage and transaction cost incurred for execution of trades, will be within the maximum limit of Total Expense Ratio as prescribed under Regulation 52 of the SEBI (MF) Regulations
- (d) As per Regulation 52(6)(c)(i) of SEBI (MF) Regulations, the total expenses of the scheme, including Investment Management and Advisory Fees, shall be subject to following limits as specified below:

First ₹ 100 Crores	Next ₹ 300 Crores	Next ₹ 300 Crores	Over ₹ 700 Crores
2.50%	2.25%	2.00%	1.75%

- (e) Additional Expenses upto 0.20% of daily net assets as permissible under regulation 52 (6A) (c) may be charged by AMC under different heads of expenses mentioned under Regulation 52 (2) and (4) and more specifically stated in table above.
- (f) **Fungibility of Maximum Permissible expense:** The maximum total expense ratio (TER) that can be charged to the scheme will be subject to such limits as prescribed under the SEBI (MF) Regulations. The said maximum TER shall either be apportioned under various expense heads as enumerated above, without any sub limit or allocated to any of the said expense head(s) at the discretion of AMC. Also, the types of expenses charged shall be as per the SEBI (MF) Regulations.

Investors should note that the total recurring expenses of the scheme excluding issue or redemption expenses, whether initially borne by the Mutual Fund or by the AMC, but including the investment management and advisory fee, shall not exceed the limits as prescribed under Regulation 52 of the SEBI (MF) Regulations. Subject to the SEBI (MF) Regulations, expenses over and above the prescribed ceiling will be borne by the AMC. **Investors are requested to refer to SID under "Section IV-FEES AND EXPENSES-B. Annual Scheme Recurring Expense" for further details on total expenses permissible to be charged to the scheme in accordance with Regulation 52 of the SEBI (MF) Regulations.**

Waiver of Load for Direct Applications

Not Applicable

Listing

The Scheme being offered is a close ended Scheme and the units offered under the Scheme will be listed on BSE, NSE and/or any other recognized stock exchange/s as may be decided by AMC from time to time within 5 (five) Business days from the date of allotment. As the units will be listed on stock exchange/s, investors/ unitholders can buy / sell units on a continuous basis on the stock exchange/s during the trading hours like any other publicly traded stock at market prices. The minimum number of Units that can be bought or sold on the Exchange is 1 (one) unit. Unitholders who wish to trade in units would be required to have a demat account. All investors may buy/sell Units on the stock exchange/s on all the trading days as per the settlement cycle of the stock exchange/s. A separate ISIN (International Security Identification Number) will be allotted for each Plan/Option of the respective Series/Scheme.

Although Units are to be listed on stock exchange/s, there can be no assurance that an active secondary market will develop or be maintained. The AMC and the Trustees will not be liable for delay in trading of Units on stock exchange/s due to the occurrence of any event beyond their control.

As per SEBI circular SEBI/IMD/CIR No. 12/147132/08 dated December 11, 2008 the units of the scheme will be listed on BSE and NSE for which the Trustees have obtained in-principle approval from BSE vide DCS/IPO/PB/MF-IP/489/2012-13 dated January 29, 2013 and from NSE vide letter NSE/LIST/193307-F dated January 29, 2013.

Tax treatment for the Investors (Unitholders)

On investments by "new retail investor": The scheme is an eligible security in accordance with Rajiv Gandhi Equity Savings Scheme, 2012 (RGESS). The "New Retail Investor" (as defined in RGESS) on complying with terms of the RGESS guidelines and subject to the provisions laid under section 80CCG of the Income-tax Act, will be allowed a deduction, in the computation of his total income of the assessment year relevant to such previous year, of fifty per cent of the amount invested in such equity shares to the extent such deduction does not exceed twenty-five thousand rupees. Tax deduction(s) available u/s 80CCG of the Income Tax Act, 1961 shall be subject to conditions specified therein from time to time.

To know more, investors may refer to section 'About Rajiv Gandhi Equity Savings Scheme' on page 12 of this KIM.

In view of the individual nature of tax implications, Investors are requested to consult their tax advisors for the RGESS related and other tax implications before investing in the Scheme.

For further details on taxation please refer to the clause on Taxation in the SAI.

Daily Net Asset Value (NAV) Publication

The NAV will be declared on all business days and will be published in atleast 2 daily newspapers in accordance with SEBI (MF) Regulations. NAV can also be viewed on www.birlasunlife.com and www.amfiindia.com Investors can also call up at our toll free number 1800-22-7000 / 1800-270-7000.

For Investor Grievances please contact

Birla Sun Life Asset Management Company Limited
One India Bulls Centre, Tower 1, 17th Floor, Jupiter Mill Compound, 841, Senapati Bapat Marg, Elphinstone Road, Mumbai 400 013
Tel.: 1800-270-7000 / 1800-22-7000,
E-mail: connect@birlasunlife.com

Registrar & Transfer Agents:
Computer Age Management Services Pvt. Ltd. (CAMS)
Rayala Towers, 158, Anna Salai, Chennai - 600002.
Contact Details: 1800-425-2267
E-mail: birlasunlife@camsonline.com
Website Address: www.camsonline.com

Unitholders' Information

Allotment: The process of allotment of units will be completed within 15 (fifteen) days from the date of closure of the New Fund Offer Period. AMC shall send allotment confirmation specifying the number of units allotted to the investor by way of email and/or SMS's to the investors' registered email address and/or mobile number not later than 15 (fifteen) days from the date of closure of the New Fund Offer Period.

FOR INVESTORS WHO OPT TO HOLD UNITS IN PHYSICAL (NON-DEMAT) MODE:

Account Statements:

- AMC shall send allotment confirmation specifying the number of units allotted to the investor by way of email and/or SMS's to the investors' registered email address and/or mobile number not later than 15 (fifteen) days from the date of closure of the New Fund Offer Period.
- Thereafter, a Consolidated Account Statement (CAS) shall also be sent to the unitholder in whose folio transactions viz. subscriptions, redemptions, switches, dividend payout etc. have taken place during that month, on or before 10th of the succeeding month by e-mail/mail. CAS shall contain details relating to all the transactions** carried out by the investor, including details of transaction charges paid to the distributor, if any, across all schemes of all mutual funds, during the month and holding at the end of the month.

****The word 'transaction' shall include purchase, redemption, switch, dividend payout, dividend reinvestment, Systematic Investment Plan, Systematic Withdrawal Plan, Systematic Transfer Plan and bonus transactions.**

- In case of specific request is received from investors, account statement shall be issued to the investors within 5 (five) business days from the receipt of such request without any charges. The unitholder may request for a physical account statement by writing/calling the AMC/ISC/R&T.
- In the event the account has more than one registered holder, the first named Unitholder shall receive the CAS/account statement.
- The transactions viz. purchase, redemption, switch, dividend payout, etc., carried out by the Unitholders shall be reflected in the CAS on the basis of Permanent Account Number (PAN).

- The CAS shall not be received by the Unitholders for the folio(s) not updated with PAN details. The Unitholders are therefore requested to ensure that the folio(s) are updated with their PAN.
- **Half Yearly Consolidated Account Statement:**
 - o A CAS detailing holding across all schemes of all mutual funds at the end of every six months (i.e. September/ March), shall be sent by mail/e-mail on or before 10th day of succeeding month, to all such Unitholders in whose folios no transaction has taken place during that period.
 - o The half yearly consolidated account statement will be sent by e-mail to the Unitholders whose e-mail address is available, unless a specific request is made to receive in physical.
- **FOR INVESTORS WHO OPT TO HOLD UNITS IN DEMAT MODE:** Investors should note that, no separate account statements will be issued to investors opted to hold units in electronic (demat) mode since the statement of account furnished by depository participant will contain the details of transactions.

For more details, Investors are requested to refer the Scheme Information Document (SID) and Statement of Additional Information (SAI).

Annual Report:

The scheme wise annual report or an abridged summary thereof shall be sent to all Unitholders not later than four months from the date of closure of the relevant accounting year and full annual report shall be available for inspection at the Head Office of the Mutual Fund and a copy shall be made available to the Unitholders on request on payment of nominal fees, if any.

The scheme wise annual report or an abridged summary thereof (the reports) shall be sent:

- (i) **By e-mail only** to the Unitholders whose e-mail address is available with BSLAMC / Mutual Fund;
- (ii) In physical form to the Unitholders whose email address is not available with Mutual Fund and/or to those Unitholders who have opted / requested for the same.

Accordingly, unitholders are requested to ensure that their folio(s) are updated with e-mail address, in case they wish to receive the reports electronically i.e. via e-mail. Also, in case the unitholders wish to receive physical copies of reports they may indicate as such, notwithstanding registration of e-mail address with BSLAMC / Mutual Fund.

The physical copy of the scheme wise annual report or abridged summary thereof shall be made available to the investors at the registered office of the BSLAMC. A link of the scheme annual report or abridged summary thereof shall be displayed prominently on the website of the Mutual Fund (www.birlasunlife.com) and shall also be displayed on the website of AMFI (www.amfiindia.com).

Half Yearly Disclosures (Unaudited Financial Results / Portfolio):

Mutual Fund / AMC shall within one month from the close of each half year, (i.e. 31st March and on 30th September), host a soft copy of its unaudited financial results on its website (www.birlasunlife.com). Further, the Mutual Fund / AMC shall publish an advertisement disclosing the hosting of such unaudited half yearly financial results on their website, in atleast one national English daily newspaper and a regional newspaper published in the language of the region where the Head Office of the Mutual Fund is situated.

The Mutual Fund / AMC shall before the expiry of one month from the close of each half year (i.e. 31st March and 30th September), publish complete statement of the scheme portfolio in prescribed format as at end of such half year in one national English daily newspaper and in a regional newspaper published in the language of the region where the Head Office of the Mutual Fund is situated.

Further, the monthly portfolio of the scheme (alongwith ISIN) shall also be made available on the website of Mutual Fund (www.birlasunlife.com) on or before tenth day of the succeeding month.

Transaction Charges

(For Lumpsum Purchases routed through distributor/ agent)

SEBI has, with the intent to enable investment by people with small saving potential and to increase reach of Mutual Fund products in urban areas and in smaller towns, wherein the role of the distributor is considered vital, allowed AMCs vide its circular No. Cir/IMD/DF/13/2011 dated August 22, 2011 to deduct transaction charges for subscription of ₹ 10,000/- and above.

In accordance with the said circular, BSLAMC / Mutual Fund will deduct the transaction charges from the subscription amount and pay to the distributors as shown below (who have opted-in to receive the transaction charges on basis of type of product). Thereafter, the balance of the subscription amount shall be invested.

1. Transaction charges shall be deducted for Applications for purchase/ subscription relating to new inflows and routed through distributor/ agent:

Investor Type	Transaction charges [^]
First Time Mutual Fund Investor (across Mutual Funds)	₹ 150 for subscription application of ₹ 10,000 and above.
Investor other than First Time Mutual Fund Investor	₹ 100 for subscription application of ₹ 10,000 and above.

2. [^]The transaction charge, if any, shall be deducted by the BSLAMC from the subscription amount and paid to the distributor; and the balance shall be invested and accordingly units allotted. The statement of account shall clearly state the net investment as gross subscription less transaction charge and depict the number of units allotted against the net investment amount.

3. Transaction charges shall not be deducted/applicable for:

- (a) purchases / subscriptions for an amount less than ₹ 10,000/-;
- (b) Transaction other than purchases / subscriptions relating to new inflows such as Switches, etc.
- (c) **Purchases / subscriptions made directly with the Mutual Fund (i.e. not routed through any distributor / agent).**
- (d) Transactions carried out through the Stock Exchange Platforms for Mutual Funds.

Investor should note that, as per SEBI circular no. SEBI/IMD/CIR No. 4/ 168230/09, dated June 30, 2009, the upfront commission, if any, on investment made by the investor shall continue to be paid by the investor directly to the Distributor by a separate cheque, based on his assessment of various factors including the service rendered by the Distributor.

Notwithstanding anything contained in the Key Information Memorandum, the provisions of SEBI (Mutual Funds) Regulations, 1996 and Guidelines thereunder shall be applicable. Further, investors may ascertain about any further changes from the Mutual Fund/Investor Service Centres /Distributors or Brokers.

Date: February 08, 2013

Place: Mumbai

ABOUT RAJIV GANDHI EQUITY SAVINGS SCHEME

The Finance Act 2012 introduced a new section 80CCG on 'Deduction in respect of investment made under an equity savings scheme' as notified by the Central Government to give tax benefits to 'New Retail Investors' who invest up to ₹ 50,000 and whose gross total annual income is less than or equal to ₹ 10 lakhs. Accordingly, the Ministry of Finance notified 'Rajiv Gandhi Equity Savings Scheme, 2012' (RGESS) vide Notification no. 51/2012 [F. No. 142/35/2012-TPL] dated November 23, 2012. The objective of the RGESS is to encourage the savings of the small investors in the domestic capital market. RGESS guidelines shall be applicable for claiming deduction in the computation of total income of the assessment year relevant to a previous year on account of investment in eligible securities under sub-section (1) of section 80CCG of the Income-tax Act, 1961.

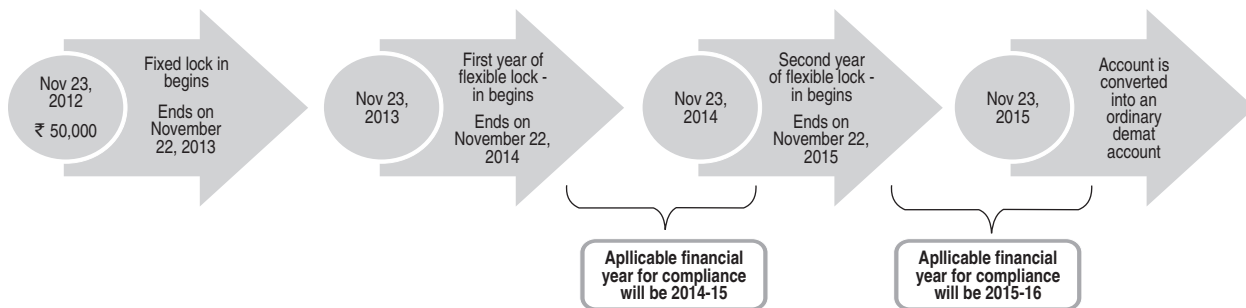
Further, SEBI vide circular no. CIR/MRD/DP/32/2012 dated December 06, 2012 directed inter-alia Mutual Funds to take a note of RGESS notification and take necessary steps to implement the RGESS. Salient features of the RGESS are as under:

1. **Eligibility:** The tax deduction in terms of RGESS shall be available to a 'new retail investor' who complies with the conditions of the RGESS and whose gross total income for the financial year in which the investment is made under RGESS is less than or equal to ten lakh rupees
2. **New Retail Investor'** shall mean the following resident individual:
 - a. any individual who has not opened a demat account and has not made any transactions in the derivative segment as on the date of RGESS notification;
 - b. any individual who has opened a demat account before the RGESS notification but has not made any transactions in the equity segment or the derivative segment till the date of RGESS notification, and any individual who is not the first account holder of an existing joint demat account shall be deemed to have not opened a demat account for the purposes of the RGESS.
3. **Procedure at time of opening demat account:** The new retail investor shall follow the following procedure at the time of opening or designating a demat account:
 - a. the new retail investor shall open a new demat account or designate his existing demat account for the purpose of availing the benefit under RGESS;
 - b. the new retail investor shall submit a declaration in prescribed form to the depository participant who will forward the same to the depository for verifying the status of the new retail investor;
 - c. the new retail investor shall furnish his Permanent Account Number (PAN) while opening the demat account or designating the existing demat account as a Rajiv Gandhi Equity Savings Scheme eligible account, as the case may be.
4. The new retail investor shall be eligible for a deduction under sub-section (1) of section 80CCG of the Income Tax Act, 1961 in respect of the actual amount invested in eligible securities, subject to the maximum investment limit of fifty thousand rupees
5. Amongst other Eligible Securities, the Units of Exchange Traded Funds (ETFs) or Mutual Fund (MF) that have RGESS eligible securities as their underlying and that are listed and traded in the stock exchanges and settled through a depository mechanism have also been designated as eligible securities under RGESS.
6. The maximum investment permissible for claiming deduction under RGESS is ₹ 50,000 and the investor would get a 50% deduction of the amount invested from the taxable income for that year.
7. The new retail investor who has claimed a deduction under sub-section (1) of section 80CCG of the Act, in any assessment year, shall not be allowed any deduction under the Scheme for any subsequent assessment year;
8. To benefit the investors, the investments are allowed to be made in instalments in the year in which tax claims are made.
9. The eligible securities brought into the demat account, as declared or designated by the New Retail Investor, will automatically be subject to lock-in during its first year unless the New Retail Investor submits a declaration (within one month from the date of transaction) in the prescribed format to the depository participant indicating that such securities are not to be included within the above limit of investment for claiming tax deduction.
10. The new retail investor shall not be permitted to sell, pledge or hypothecate any eligible security during this fixed lock-in period.
11. **LOCK-IN PERIOD (please also refer illustration given below for lock-in period in RGESS):**
 - i. The total lock-in period for investments under the RGESS would be three years divided into 'fixed lock-in period' and 'flexible lock-in period'. The initial first year is known as Fixed Lock-in Period, which shall commence from the date of purchase of such securities in the relevant financial year and end one year from the date of purchase of the last set of eligible securities (in the same financial year) on which deduction is claimed under RGESS.
 - ii. The period of two years beginning immediately after the end of the fixed lock-in period shall be called the flexible lock-in period.
 - iii. Thus, after the first year i.e. upon completion of the fixed lock-in period, new retail investors would be allowed to trade in the eligible securities subject to certain conditions as specified in RGESS guidelines.
 - iv. The Depositories will be required to ensure the enforcement of the lock-in on Units under the Scheme in terms of RGESS guidelines.
12. The depository participant shall furnish an annual statement of the Eligible Securities invested in or traded through the demat account to the investor (demat account holder).
13. **In case the investor fails to meet the conditions stipulated under RGESS and the provisions laid under Section 80CCG, the tax benefit will be withdrawn.**

For complete details, investors are requested to read section 80CCG of the Income-tax Act, 1961 and the notification on Rajiv Gandhi Equity Savings Scheme, 2012 issued by Ministry of Finance. The same is also available on our website, www.birlasunlife.com. Investors are also advised to consult their tax advisors for the RGESS related tax implications before investing in the Scheme.

ILLUSTRATION OF LOCK-IN PERIOD IN RGESS:

I. RGESS LOCK-IN PERIOD IF INVESTMENTS ARE BROUGHT IN AT ONCE:



II. RGESS LOCK-IN PERIOD IF INVESTMENTS ARE BROUGHT IN IN INSTALLMENT

