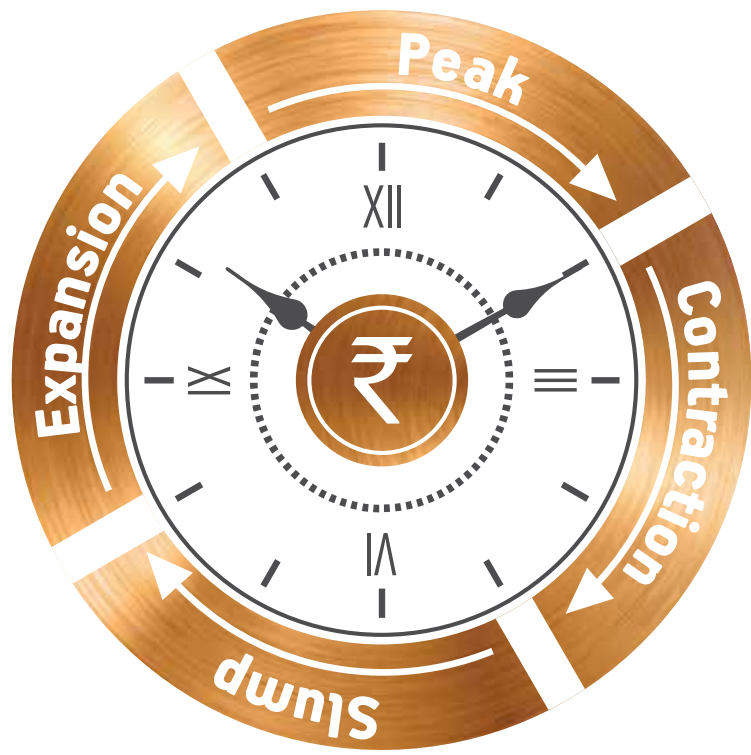


How can your portfolio keep you ahead of time?



Aditya Birla Sun Life Business Cycle Fund

An open ended equity scheme following business cycles based investing theme

NFO opens: November 15, 2021 | **NFO closes:** November 29, 2021

Aditya Birla Sun Life
Mutual Fund

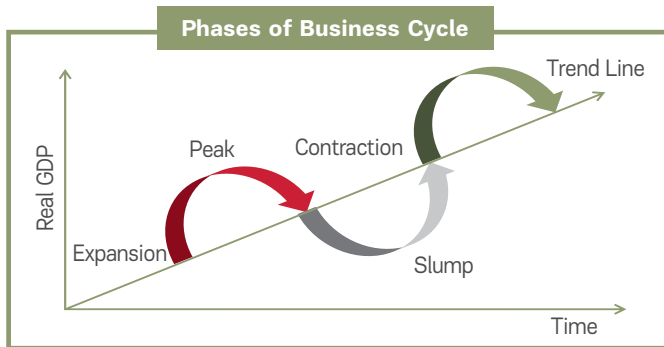


**ADITYA BIRLA
CAPITAL**

1800-270-7000

Business Cycle – An introduction

Business cycles refers to economy-wide fluctuations in production, trade, and general economic activity. These fluctuations in economic activities are measured by real Gross Domestic Product growth and other macroeconomic variables. A business cycle is basically defined in terms of periods of expansion and contraction.



“Dynamics and lengths of phases of Business Cycle varies.”

Business cycle has 4 phases



EXPANSION

During periods of expansion, growth rate keeps rising. Economic activity keeps increasing.



PEAK

Around the peak, economic activity stabilises without registering any significant incremental growth.



CONTRACTION

During contraction, the pace of economic activities slows down. Growth rate starts declining.



SLUMP

Around slump, growth rate stabilises at very low level. Economic activity is either declining or growing at a very slow pace.

Factors influencing the length of phase



Fiscal Policy



Monetary Policy



Domestic /
Global Events



Regulatory
Changes / Reforms



Global Fiscal &
Monetary Policies



Geopolitical
Development

Stages of Business Cycle leads to different market behaviour too

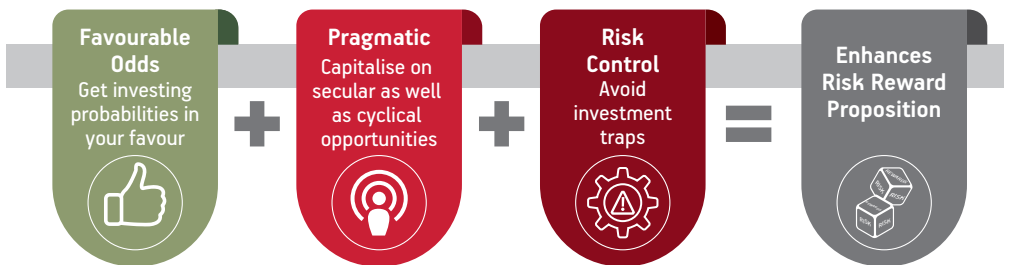
Market Performance & Behaviour



Market returns are largely driven by earnings growth & change in sentiment / valuation

Source: ABSLAMC Research

Benefits of Business Cycle investing



Source: ABSLAMC Research

Introducing

Aditya Birla Sun Life Business Cycle Fund

(An open ended equity scheme following business cycles based investing theme)

Fund Positioning

- An open equity scheme following business cycles based investing theme
- Portfolio will invest across Sectors and Market Caps

Investment Approach

Macro Economy

Helps build a view on where we are in the economic cycle

Sector Selection

Select sector based on identified stage of business cycle

Security Selection

Choose industry leaders & rising stars

Suitability

- Long term equity investors with High risk appetite and investment horizon of 5 years & above

The scheme does not guarantee/indicate any returns. There can be no assurance that the scheme' objectives will be achieved.

Investment Philosophy



Top-down approach to identify and ascertain the stage of business cycle

- Core economic indicators like PMI, IIP, Credit growth, Interest rates (Repo rate / Short term yields), Corporate bond issuances and other high frequency indicators will be closely monitored



Bifurcate portfolio between Defensive & Non-Defensive Sectors

- Defensive sectors usually have stable earnings irrespective of stage of business cycle, while for non-defensive sectors earnings vary with the stage of business cycle
- Defensives perform through contraction phase while non-defensives perform during expansion



Sector Allocation will depend upon

Stage of the economic cycle

Co-relation of the cycle with different sectors

Growth potential

Valuation level / Margin of safety



Capitalise on select global opportunities

Follow global industry trends

Focus on industries we understand

Wait for favourable point in industry capital cycle



Stock selection will follow Growth at Reasonable Price (GARP) Philosophy

Pillars of Aditya Birla Sun Life Business Cycle Fund



Balance
Defensives & Non-
Defensives



Sector
Positioning



Picking
Right
Companies



No Market
Cap Bias



No Style
Bias



No Factor
Bias



Selective
Global
Exposure

We offer a wide range of Mutual Fund solutions to cater to your specific investing needs.

To know more about the various solutions, please contact our advisor or visit our website adityabirlasunlifemf.com

Savings

Regular Income

Tax Saving

Wealth



Aditya Birla Sun Life
Mutual Fund

Scheme:	This product is suitable for investors who are seeking*:	
Aditya Birla Sun Life Business Cycle Fund (An open ended equity scheme following business cycles based investing theme)	<ul style="list-style-type: none"> Long term capital appreciation An equity scheme investing in Indian equity & equity related securities with focus on riding business cycles through dynamic allocation between various sectors and stocks at different stages of business cycles in the economy <p>*Investors should consult their financial advisors, if in doubt whether the product is suitable for them.</p>	<p>RISKOMETER Investors understand that their principal will be at Very High risk</p>

The product labelling assigned during the NFO is based on internal assessment of the Scheme characteristics or model portfolio and the same may vary post NFO when the actual investments are made.

My **Shubh Nivesh**
 फायदे का शुभ आरम्भ
WWW.MyShubhNivesh.com

Contact : 8607777320

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