

Discover the Undervalued Gems

Aditya Birla Sun Life Pure Value Fund

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

Monthly SIP of
₹10,000
started 15 years[#] ago,

would have grown to
₹60.88 Lakhs TODAY!



Investment of
₹1 Lakh



grew to



₹7.88 Lakhs
in 27 years[#]

[#]Inception date: March 27, 2008

Why invest in Aditya Birla Sun Life Pure Value Fund?



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



Follows a renowned investment philosophy used by investment gurus worldwide.



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



For quick transaction,
generate your exclusive

• ABSLMF •

PARTNER  EASYLENK

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Scan QR code
to know more about the fund



Scheme Performance Summary

Aditya Birla Sun Life Pure Value Fund - Regular Plan - Growth Option		NAV as on May 31, 2023: ₹78.8362			
Fund Managers: Mr. Kunal Sangoi (since October 1, 2022) & Mr. Dhaval Joshi (since November 21, 2022)					
Particulars	CAGR % Returns				
	Since Inception	5 Years	3 Years	1 Year	
Aditya Birla Sun Life Pure Value Fund	14.56%	5.48%	29.67%	19.13%	
B: Nifty 500 TRI	10.98%	12.35%	27.61%	12.74%	
AB: Nifty 50 TRI	10.57%	12.89%	26.02%	12.94%	
Current Value of Standard Investment of ₹10,000 invested (in ₹)					
Aditya Birla Sun Life Pure Value Fund	78,836	13,058	21,832	11,913	
B: Nifty 500 TRI	48,653	17,904	20,806	11,274	
AB: Nifty 50 TRI	46,021	18,344	20,037	11,294	
Inception date: Mar 27, 2008					

Past performance may or may not be sustained in future. The above performance is of Regular Plan - Growth Option. Kindly note that different plans have different expense structure. Load and Taxes are not considered for computation of returns. When scheme/additional benchmark returns are not available, they have not been shown. Total Schemes managed by Mr. Kunal Sangoi is 3. Total Schemes managed by Mr. Dhaval Joshi is 52. The scheme is currently managed by Mr. Kunal Sangoi since October 01, 2022 (0.8 years) & Mr. Dhaval Joshi since November 21, 2022 (0.6 years).

PERFORMANCE OF OTHER OPEN ENDED SCHEME MANAGED BY MR. KUNAL SANGOI						
Fund Manager: Mr. Kunal Sangoi						
Scheme Names	CAGR % Returns					
	5 Years		3 Years		1 Year	
	Scheme	Benchmark	Scheme	Benchmark	Scheme	Benchmark
Aditya Birla Sun Life Focused Equity Fund	10.78%	12.35%	22.92%	27.61%	9.67%	12.74%
Aditya Birla Sun Life Digital India Fund	19.51%	15.67%	35.00%	24.13%	5.06%	-1.63%

Note:

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

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

PERFORMANCE OF OTHER OPEN ENDED SCHEME MANAGED BY MR. DHAVAL JOSHI						
Fund Manager: Mr. Dhaval Joshi						
Scheme Names	CAGR % Returns					
	5 Years		3 Years		1 Year	
	Scheme	Benchmark	Scheme	Benchmark	Scheme	Benchmark
Aditya Birla Sun Life Small Cap Fund	6.71%	10.91%	36.58%	42.43%	17.26%	18.52%
Aditya Birla Sun Life Infrastructure Fund	11.14%	12.18%	37.78%	25.89%	29.16%	12.86%
Aditya Birla Sun Life Equity Advantage Fund	16.01%	NA	23.56%	30.81%	9.50%	15.43%
Aditya Birla Sun Life Midcap Fund	9.36%	14.59%	32.25%	36.74%	10.60%	19.81%
Aditya Birla Sun Life Dividend Yield Fund	10.54%	12.35%	27.91%	27.61%	19.29%	12.74%
Aditya Birla Sun Life Banking & Financial Services Fund	8.73%	12.52%	31.86%	27.75%	22.01%	19.07%

Note:

a. Mr. Dhaval Joshi manages 52 open-ended schemes of Aditya Birla Sun Life Mutual Fund.

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

SIP PERFORMANCE - REGULAR PLAN - GROWTH (ASSUMING SIP OF ₹10,000 PER MONTH)				
Fund Manager: Mr. Kunal Sangoi and Mr. Dhaval Joshi				
Particulars	Since Inception	5 Years	3 Years	1 Year
Total Amount Invested (in ₹)	18,30,000	6,00,000	3,60,000	1,20,000
Market Value of amount Invested	60,88,656	8,59,412	4,63,335	1,32,648
Scheme Returns (CAGR)	14.41%	14.36%	17.13%	20.21%
B: Nifty 500 TRI Returns (CAGR)	13.20%	15.49%	15.20%	12.51%
AB: Nifty 50 TRI Returns (CAGR)	12.76%	14.91%	14.70%	12.89%

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

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

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

Contact your financial advisor for further details OR Visit - www.mutualfund.adityabirlacapital.com

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