

AUM of Birla Sun Life Insurance crosses Rs. 15,000 crore mark

Mumbai, January 13, 2010: Birla Sun Life Insurance Company (BSLI), one amongst India's leading life insurance companies, has achieved a new milestone, by crossing the figure of Rs. 15,000 crore in its Assets Under Management (AUM) in January 2010. This closely follows the 10,000 crore AUM mark that was achieved by BSLI recently in April 2009.

Commenting on the occasion, Mr. Vikram Kotak, Chief Investment Officer, Birla Sun Life Insurance, said, "It gives us great pleasure to cross the new milestone of Rs. 15,000 crore of AUM, registering a strong y-o-y growth of over 90% as on January 2010. This growth is a reflection of the faith entrusted by our policyholders in us. This achievement is notable especially in a year of slow-paced growth on the back of global financial turmoil in fiscal 2009. During the year, we have further widened our fund offerings to meet various financial goals of policyholders with varying risk profiles. This has played an instrumental role in growing our AUM. Currently, Equity constitutes 56% of our ULIP AUM."

He further adds, "Investment performance is a critical yardstick to measure a company's performance. All our funds have consistently outperformed their respective benchmarks over the last 1-5 year period. Our investment strategy remains focused on building a high quality portfolio by investing in companies that have strong management, strong financial performance, scalable business model and good growth visibility."

About Birla Sun Life Insurance

Birla Sun Life Insurance Company Limited (BSLI) is a joint venture between the Aditya Birla Group, a well known Indian conglomerates and Sun Life Financial Inc, leading international financial services organization from Canada. With an experience of over 9 years, BSLI has contributed significantly to the growth and development of the Indian Life Insurance industry and currently is on of the leading life insurance companies in the country. Enjoying trust of its over 2 Million customers, BSLI is known for innovation. BSLI offers a complete range of pension, health and life insurance products and has an extensive reach in over 1500 markets through its network of 600 branches and 1,70,603 empanelled advisors. This is well supported by the sound financial that the Company has. The AUM of Birla Sun Life Insurance reached the **Rs. 15,000 crs** and it has a robust capital base of over **Rs. 2174.5 crs as on Oct 30, 2009**. For more information, please visit www.birlasunlife.com

About Aditya Birla Group

A US \$28 billion corporation, the Aditya Birla Group is in the league of Fortune 500 worldwide. It is anchored by an extraordinary force of 100,000 employees, belonging to 25 different nationalities. The group operates in 25 countries across six continents – truly India's first multinational corporation.

Aditya Birla Group through Aditya Birla Financial Services Group (ABFSG), has a strong presence across various financial services verticals that include life insurance, fund management, distribution & wealth management, security based lending, insurance broking, private equity and retail broking. In FY 2008-09, the consolidated revenues of ABFSG from these businesses crossed Rs. 4763 crs, registering a growth rate of 36%. For more information please visit www.adityabirla.com.

About Sun Life Financial Inc.

Sun Life Financial is a leading international financial services organization providing a diverse range of protection and wealth accumulation products and services to individuals and corporate customers. Chartered in 1865, Sun Life Financial and its partners today have operations in key markets worldwide, including Canada, the United States, the United Kingdom, Ireland, Hong Kong, the Philippines, Japan, Indonesia, India, China and Bermuda. As of March 31, 2009, the Sun Life Financial group of companies had total assets under management of \$375 billion. For more information please visit www.sunlife.com.

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