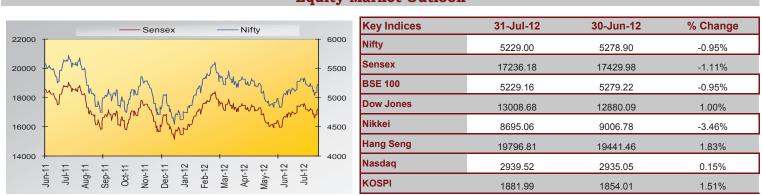
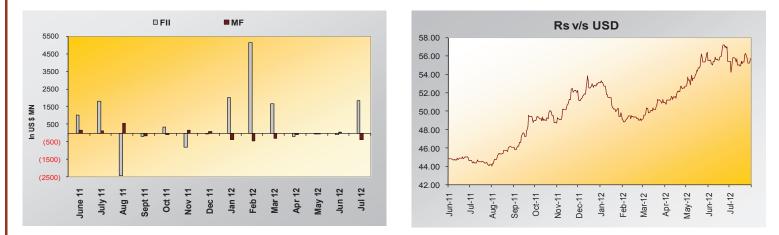
Equity Market Outlook



After a strong show in June, Indian equities consolidated gains in July. Global risk-off sentiments and issues of domestic policy inaction kept markets wary. Global sentiments, which had turned favorable post the EU summit, turned negative on concerns of another Spanish bailout. The IMF downgraded its 2012 and 2013 growth projections marginally to 3.5% and 3.9% respectively with India getting downgraded the most amongst emerging market economies. The IMF growth projections for 2012 and 2013 are 6.1% and 6.5% respectively. With the Presidential elections out of the way, there were heightened expectations on the policy front. The market had been expecting a diesel price hike that would pave the way ahead for fiscal consolidation but such an announcement failed to come through in July, disappointing investors. July saw a Cabinet reshuffle finally come through with Chidambaram being named as the new Finance Minister. Parliament is scheduled to commence its monsoon session on the 8th August 2012 and among the key issues expected to be legislated are allowing FDI in multi-brand retail and Aviation. FIIs once again stepped up their investments in Indian equities on hopes of positive policy changes. FIIs were the net buyers of \$1.8bn in July taking their YTD buying to \$11bn. DIIs on the other hand, turned net sellers once again pruning their investments by \$958mn in July. YTD, they have now sold \$4.7bn worth of equity.



The macro situation remained uncertain and did not bring much cheer to the market. May Index of Industrial Production (IIP) came in at 2.4%, marginally higher than consensus expectations. Capital Goods growth contracted 8%, while Consumer Goods was up. The core inflation data for June came in at 5% compared to May. RBI, as widely expected, left policy rates unchanged. RBI indicated that it was looking for some concrete action from the centre on the fiscal front. RBI brought down its FY13 estimates for GDP growth to 6.5% from 7.3%. The weather bureau also confirmed that the monsoon could be below normal this year due to late impact of El Nino effect.

Corporate earnings took centre-stage in this month with many of the big names reporting Q1 results in July. Except for a few names, most of the results were as per expectations with a few positive surprises from large cap names which gave strong support to the otherwise lackluster market. Equity market sentiments strengthened when the PM, in order to revitalize the economy, called for a multi-point agenda focusing on (1) fiscal consolidation, (2) pushing through long-pending legislations, (3) clarity on tax matters, (4) clearing the backlog of foreign investment proposals, (5) boosting infrastructure and (6) reviving domestic mutual fund and insurance industries. We remain positive on equities as market sentiments have improved. The Sensex has been range bound a few months as there have been no positive triggers. It currently trades at a P/E of 13.5x one year forward earnings. As valuations are quite attractive for long term investors, any credible policy action from the government could result in an upward breakout from this range. In the short to medium term the market would also take cues from the trajectory of monsoon and unfolding global events.

Debt Market Outlook



The global economy has continued to slow. The ongoing downswing in cyclical momentum is becoming more concerning as the slow path of many economies gets even slower. The room for further fiscal support is limited. The severity of the crisis in the euro-zone is perhaps best measured by the yield on Spanish ten year governments bonds which shot up to 7.25%

The Bond markets in India, however, seem to be driven more by the stressed domestic outlook rather than global issues.

Jun-12 inflation at 7.3% was somewhat lower than expectations. Barring food inflation which remained high solely on account of soaring vegetable prices, inflation moderated for all other groups. While the declining trend in inflation is positive, this relief may be short-lived and risks are emerging. The biggest risk to inflation comes from a weak Monsoon, which remains significantly below normal with a deficiency of 22% on an all-India basis. The distribution in rainfall is also poor with 59% of the country receiving below normal rainfall. These are already reflecting in the decline in area under cultivation. The task of dealing with inflation has turned into a more complicated problem with multiple but related macro imbalances, which is affecting the rupee as well.

In its quarterly monetary policy review, RBI left the repo rate and CRR unchanged while reducing the SLR by 1%. It cut the FY13 growth forecast to 6.5% from 7.3% earlier and raised inflation projections for March 2013 to 7% from 6.5%. RBI's tone was hawkish and highlighted that real interest rates are low and growth moderation is owing to factors beyond monetary policy.

On the liquidity front, RBI will continue to manage liquidity within the comfort range (+/-1% of NDTL). In case, the liquidity pressure builds up, it will respond with easing measures like OMOs.

The 10 yr G-Sec yield is expected at 8.20% levels. Corporate bonds will track G-Sec with a spread of 90 basis points and we expect to see new supply hit the market in the near future.



Learning Curve

Maturity of the Portfolio

While evaluating a bond or a debt portfolio, an important measure to consider is its duration. The measures that contribute towards duration are coupon rate that determines the size of the periodic cash flow, interest rates that determines the present value and maturity that weighs each cash flow. Maturity is directly proportionate to duration where, as maturity increases, duration increases and the bond's price becomes more sensitive to interest rate changes.

Average maturity informs us if the strategy followed by the debt fund is long-term or short-term. At the same time, it also informs us whether the debt fund is in line with its investment objective or not.

The average maturity of a bond determines its volatility. As long-term securities are more prone to interest rate fluctuations, while investing, one should compare the average maturity of the debt funds as this will give an idea about the interest rate sensitivity of the funds. For example, if a fund owns three bonds of 2-year (Rs 50,000), 3-year (Rs 80,000) and 5-year (Rs 40,000) maturities, its weighted average maturity would be 3.18 years.

Funds with several long-term maturity papers in its portfolio are more sensitive to interest rate fluctuations. As shown in the below table BSLI Assure fund with lower average maturity has less volatility in the returns measured by its lower standard deviation when compared to BSLI Income Advantage fund.

Fund	Asset allocation	Objective	Average Maturity	Standard Deviation
Assure Fund	100% Debt	Invests in high quality short term horizon	0.87	0.49%
Income Advantage Fund	100% Debt	Invests in high quality medium term horizon	5.43	1.72%

*Data as on 30th June 2012

A gilt fund which invests in the government securities usually has higher maturity as well as high volatile fund returns. On the other hand, a Liquid fund which invests in short term securities has shortest average maturity & least volatile returns. For example BSLI Group Gilt fund has a maturity of 9.66 years where as BSLI Group Money Market Fund has an average maturity of 0.60 years.

However, since higher risk also means higher returns over a long-term, gilt funds are capable of delivering higher returns than liquid funds. Thus, aggressive investors, who are capable of tolerating volatility, will find gilt funds attractive. Cash funds are suited to those who put stability ahead of returns.

In a nutshell, longer the average maturity, higher the risk associated with a bond fund and, consequently, higher the volatility in expected returns.

Arpita Nanoti

Head – Investment Communication & Advisory

SUL

Birla Sun Life

FUND PERFORMANCE AS ON 31st July 2012

INDIVIDUAL Inception Date		Assure 12-Sep-05		Income Advantage 22-Aug-08		Protector 22-Mar-01		Builder 22-Mar-01	
	Fund Return	BM	Fund Return	BM	Fund Return	ВМ	Fund Return	BM	
ast 1 year	9.38%	7.63%	10.11%	7.54%	7.52%	6.36%	6.34%	5.16%	
Last 2 years	8.18%	6.38%	8.23%	5.84%	6.06%	5.06%	5.17%	4.26%	
Last 3 years	7.91%	5.34%	8.06%	5.03%	6.34%	4.91%	6.63%	4.76%	
ast 4 years	10.52%	6.54%	-	-	9.48%	6.40%	10.33%	6.41%	
Last 5 years	10.55%	-	-	-	8.33%	5.19%	8.89%	5.11%	
Since Inception	9.32%		12.01%		8.27%		10.18%		
Asset Held (Rs. In	10		21.4		402		2.0		

Crores)

127

2334

403

183

269

NDIVIDUAL	Balan		Enhanc		Creato		Magni	
nception Date	18-Jul	-05	22-Mar-	01	23-Feb-	04	12-Aug	g-04
	Fund Return	BM						
_ast 1 year	6.14%	4.29%	4.74%	3.68%	1.74%	1.19%	-5.05%	-4.08%
_ast 2 years	5.25%	3.59%	3.79%	3.18%	2.03%	1.47%	-2.69%	-2.10%
_ast 3 years	6.43%	4.41%	5.82%	4.32%	6.11%	3.88%	4.42%	2.62%
_ast 4 years	11.27%	6.18%	9.30%	5.58%	12.41%	5.77%	6.05%	4.19%
_ast 5 years	9.76%	-	7.33%	4.34%	10.67%	4.46%	3.56%	-
Since Inception	9.72%	-	11.81%	-	12.47%	-	12.74%	-
Asset Held (Rs. In Crores)	32		6433		298		105	<i>r</i>

314

Crores)

INDIVIDUAL	Maximi	iser	Multip	ler	Super 2	20
Inception Date	12-Jun	-07	30-Oct-	-07	6-Jul-0	9
	Fund Return	BM	Fund Return	BM	Fund Return	BM
Last 1 year	-8.62%	-5.40%	-5.41%	-10.03%	-0.91%	-5.23%
Last 2 years	-5.56%	-3.14%	-4.93%	-7.48%	0.90%	-2.16%
Last 3 years	1.50%	2.23%	6.97%	4.94%	5.95%	2.17%
Last 4 years	6.87%	3.75%	12.11%	5.29%	-	-
Last 5 years	3.91%	1.74%	-	-	-	-
Since Inception	5.37%	3.47%	2.51%	-1.25%	8.91%	5.44%
Asset Held (Rs. In						

Crores)

Fund Name	Benchma	ark Composition	
Assure	-	Crisil Short Term Bond Index	UL
Income Advantage	-	Crisil Composite Bond Index	UL
Protector	BSE 100	Crisil Composite Bond Index	ULI
Builder	BSE 100	Crisil Composite Bond Index	UL
Balancer	BSE 100	Crisil Composite Bond Index	ULI
Enhancer	BSE 100	Crisil Composite Bond Index	ULI
Creator	BSE 100	Crisil Composite Bond Index	ULI
Magnifier	BSE 100	Crisil Liquid Fund Index	UL
Maximiser	BSE 100	Crisil Liquid Fund Index	UL
Multiplier	CNX Midcap	Crisil Liquid Fund Index	UL
Super 20	Sensex	Crisil Liquid Fund Index	UL

415

SFIN ILIF01008/07/05BSLIASSURE109 JLIF01507/08/08BSLIINCADV109 LIF00313/03/01BSLPROTECT109 ILIF00113/03/01BSLBUILDER109 LIF00931/05/05BSLBALANCE109 IF00213/03/01BSLENHANCE109 LIF00704/02/04BSLCREATOR109 JLIF00826/06/04BSLIIMAGNI109 JLIF01101/06/07BSLIINMAXI109 JLIF01217/10/07BSLINMULTI109 LIF01723/06/09BSLSUPER20109

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FUND PERFORMANCE AS ON 31st July 2012

DIVIDUAL	Platinum	Plus I	Platinum	Platinum Plus II Plat		lus III	Platinum Plus IV	
ception Date	17-Mar		8-Sep-		15-May-		15-Sej	
	Fund Return	BM	Fund Return	BM	Fund Return	BM	Fund Return	BM
st 1 year	-5.00%	-	-5.86%	-	-5.76%	-	-6.35%	-
st 2 years	-0.94%	-	-0.60%	-	-0.88%	-	-0.41%	-
st 3 years	3.90%	-	4.29%	-	3.66%	-	-	-
st 4 years	4.85%	-	-	-	-	-	-	-
-							2.49%	
ice Inception	2.48%	-	12.39%	-	5.88%	-	2.49%	-
et Held (Rs. In Crores)	402		687	,	813			586
DIVIDUAL	Platinum P	romior	Platinum Ad	vantago	Foresight	5 Pay	Foresight S	inglo Pay
ception Date	15-Feb		20-Sep		22-Feb-		22-Fet	
	Fund Return	BM	Fund Return	BM	Fund Return	BM	Fund Return	BM
st 1 year	-6.09%	-	-2.95%	-	-3.70%	-	-2.86%	-
-			-		0.1070		2.0070	
st 2 years	-1.26%	-		-	-	-	-	-
ce Inception	2.22%	-	-5.31%	-	-2.36%	-	-1.96%	-
et Held (Rs. In Crores)	706		444		497			58
DIVIDUAL	Titaniu	m I	Titaniu	m II	Titaniun	. III		
ception Date	16-Dec		16-Mar		16-Jun-			
	Fund Return	ВМ	Fund Return	вм	Fund Return	вм		
st 1 year	-3.60%	-	-2.79%	-	-0.32%	-		
t 2 years	0.90%	-	1.15%	-	-1.11%	-		
ce Inception	2.79%	-	2.27%	-	-0.76%	-		
set Held (Rs. In Crores)	54		23		6			
. ,	0.		20		v			
NSION	Nouris	sh	Grow	th	Enrich	ı		
eption Date	12-Mar		18-Mar		12-Mar-			
	Fund Return 7.24%	BM 6.36%	Fund Return 5.92%	BM 5.16%	Fund Return 3.92%	BM 3.06%		
st 1 year	7.24% 5.81%	6.36% 5.06%	5.92%	4.26%	3.54%	2.76%		
st 2 years st 3 years	6.07%	4.91%	6.34%	4.26%	6.25%	4.22%		
it 4 years	9.99%	6.40%	11.80%	6.41%	11.28%	6.09%		
t 5 years	8.75%	5.19%	10.15%	5.11%	9.38%	4.74%		
e Inception	7.99%	5.1976	10.16%	5.11%	11.83%	4.7470		
	1.00%		10.1070		11.00%			
set Held (Rs. In Crores)	14		37		166			
nd Name		B	enchmark Compositi	on				FIN
itinum Plus I		-		-				08BSLIIPLAT1109
tinum Plus II		-		-				08BSLIIPLAT2109
inum Plus III		-		-				09BSLIIPLAT3109
inum Plus IV		-		-				09BSLIIPLAT4109
inum Premier		-		-				0BSLPLATPR1109
num Advantage		-		-				0BSLPLATADV109
iium I		-		-				09BSLITITAN1109
ium II		-		-			ULIF02011/12/	9BSLITITAN2109
ium III		-		-			ULIF02111/12/	09BSLITITAN3109
sion Nourish		BSE 100	Cris	il Composite Bond	l Index		ULIF00604/03/0	3BSLNOURISH109
sion Growth		BSE 100		il Composite Bond			ULIF00504/03/03	BSLIGROWTH109
nsion Enrich		BSE 100		il Composite Bond				3BSLIENRICH109
isclaimer:								

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Assure Fund

HOLDING

0.00%

ULIF01008/07/05BSLIASSURE109

Portfolio as on 31st July 2012

SECURITIES

GOVERNMENT SECURITIES

CORPORATE DEBT	61.17%
9.8% NATIONAL BANK FOR AGRI. AND RURAL DEVELOP	5.91%
7.35% HINDUSTAN PETROLEUM CORPN. LTD. 2012	5.48%
10.8% EXPORT IMPORT BANK OF INDIA 2013	4.79%
10.9% RURAL ELECTRIFICATION CORPN. LTD. 2013	4.01%
9.72% INFRASTRUCTURE DEVELOPMENT FINANCE CO. I	3.96%
11.3% A C C LTD. 2013	3.23%
8% MAHINDRA VEHICLE MANUFACTURERS LIMITED 20:	3.21%
10.4% I C I C I SECURITIES PRIMARY DEALERSHIP LTD. 2(3.18%
9.9% HOUSING DEVELOPMENT FINANCE CORPN. LTD. 2	3.18%
9.8% POWER FINANCE CORPN. LTD. 2012	2.99%
OTHER CORPORATE DEBT	21.22%

SECURITISED DEBT

MMI

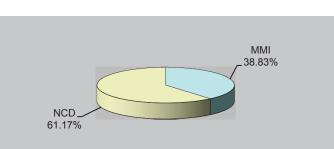
0.00%

38.83%

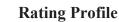
About the Fund

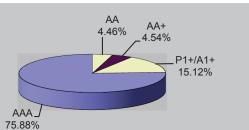
Objective: To provide Capital Protection, at a high level of safety and liquidity through judicious investments in high quality short-term debt.

Strategy: Generate better return with low level of risk through investment into fixed interest securities having short-term maturity profile.



Asset Allocation





Assure EM Assure EXAMPLE MATCHINE MARKET AND ASSURE TO THE ASSURE ASSURE AND ASSURE TO THE ASSURE ASS



Income Advantage Fund

1.47%

20.92%

Portfolio as on 31st July 2012

SECURITIES	HOLDING
GOVERNMENT SECURITIES	30.76%
7.8% GOVERNMENT OF INDIA 2021	4.58%
8.2% GOVERNMENT OF INDIA 2022	4.55%
8.79% GOVERNMENT OF INDIA 2021	4.06%
9.15% GOVERNMENT OF INDIA 2024	3.36%
8.08% GOVERNMENT OF INDIA 2022	2.52%
7.99% GOVERNMENT OF INDIA 2017	2.37%
8.28% GOVERNMENT OF INDIA 2032	2.01%
6.05% GOVERNMENT OF INDIA 2019	1.96%
8.15% GOVERNMENT OF INDIA 2022	1.42%
7.8% GOVERNMENT OF INDIA 2020	1.23%
OTHER GOVERNMENT SECURITIES	2.70%

38.68% **CORPORATE DEBT** 9.75% TATA MOTORS LTD. 2020 2.64% 9.75% HOUSING DEVELOPMENT FINANCE CORPN. LTT 2.19% 9.6% HOUSING DEVELOPMENT FINANCE CORPN. LTD. 1.80% 9.65% HOUSING DEVELOPMENT FINANCE CORPN. LTT 1.70% 10.25% HOUSING DEVELOPMENT FINANCE CORPN. LT 1.64% 9.62% POWER FINANCE CORPN. LTD. 2016 1.60% 1.59% 9.4% NATIONAL BANK FOR AGRI. AND RURAL DEVELC 8.9% POWER GRID CORPN. OF INDIA LTD. 2014 1.58%8.9% STEEL AUTHORITY OF INDIA LTD. 2019 1.56%

11.5% RURAL ELECTRIFICATION CORPN. LTD. 2013

OTHER CORPORATE DEBT

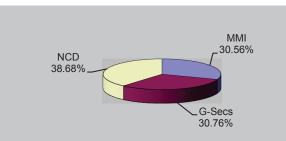
30.56% MMI вм Income Advantage Nov-10 -Nov-09 Jan-10 Mar-10 May-10 Jul-10 Sep-10 Jan-12 Mar-12 /ay-12 Jul-12 Jul-09 Sep-09 Jan-11 Jul-11 Nov-11 Mar-11 May-11 Sep-11

About the Fund

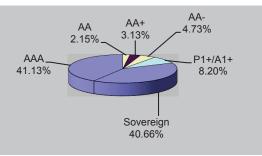
Objective: To provide capital preservation and regular income, at a high level of safety over a medium term horizon by investing in high quality debt instruments

Strategy: To actively manage the fund by building a portfolio of fixed income instruments with medium term duration. The fund will invest in government securities, high rated corporate bonds, high quality money market instruments and other fixed income securities. The quality of the assets purchased would aim to minimize the credit risk and liquidity risk of the portfolio. The fund will maintain reasonable level of liquidity.

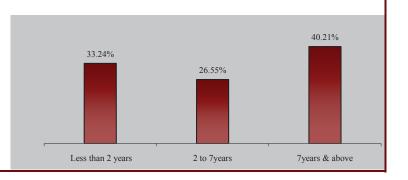
Asset Allocation



Rating Profile



Maturity Profile



MMI

Protector Fund

ULIF00313/03/01BSLPROTECT109

Portfolio as on 31st July 2012

SECURITIES	HOLDING
GOVERNMENT SECURITIES	28.29%
7.8% GOVERNMENT OF INDIA 2021	3.66%
7.99% GOVERNMENT OF INDIA 2017	2.46%
7.5% GOVERNMENT OF INDIA 2034	2.26%
11.5% GOVERNMENT OF INDIA 2015	2.15%
8.13% GOVERNMENT OF INDIA 2022	2.05%
8.24% GOVERNMENT OF INDIA 2027	1.79%
8.79% GOVERNMENT OF INDIA 2021	1.65%
6.9% GOVERNMENT OF INDIA 2019	1.62%
7.95% GOVERNMENT OF INDIA 2032	1.50%
8.2% GOVERNMENT OF INDIA 2022	1.47%
OTHER GOVERNMENT SECURITIES	7.68%

About the Fund

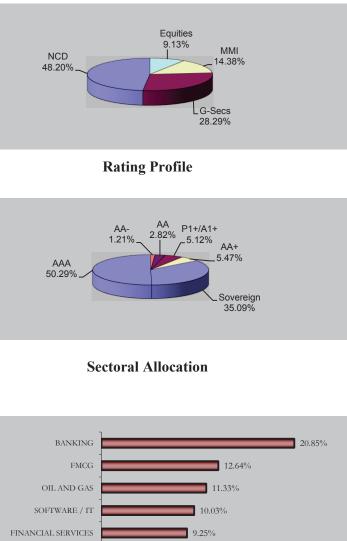
Objective: To generate persistent return through active management of fixed income portfolio and focus on creating long-term equity portfolio, which will enhance yield of composite portfolio with minimum risk appetite.

Strategy: To invest in fixed income securities with marginal exposure to equity up to 10% at low level of risk. This fund is suitable for those who want to protect their capital and earn steady return on investment through higher exposure to debt securities.

Asset Allocation

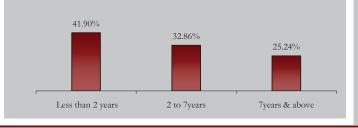


EQUITY	9.13%
I C I C I BANK LTD.	0.66%
RELIANCE INDUSTRIES LTD.	0.61%
I T C LTD.	0.58%
INFOSYS LTD.	0.51%
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	0.46%
LARSEN AND TOUBRO LTD.	0.36%
H D F C BANK LTD.	0.36%
BHARTI AIRTEL LTD.	0.34%
OIL AND NATURAL GAS CORPN. LTD.	0.29%
STATE BANK OF INDIA	0.29%
OTHER EQUITY	4.69%



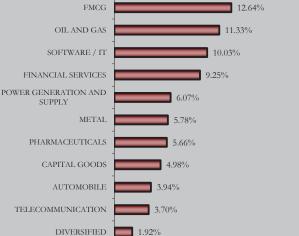


Maturity Profile





14.38%



OTHERS

CEMENT

FERTILISERS 📕 1.01%

1.66%

1.18%

Builder Fund

45.79%

3.96%

3.50%

2.94%

2.86%

2.41%

2.26%

1.91%

1.86%

1.86%

1.46%

20.78%

19.39%

1.27%

1.23%

1.05%

0.98%

0.96%

0.87%

0.72%

0.59%

0.53% 0.51%

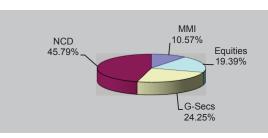
10.68%

About the Fund

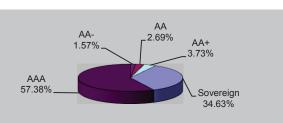
ULIF00113/03/01BSLBUILDER109

Portfolio as on 31st July 2012

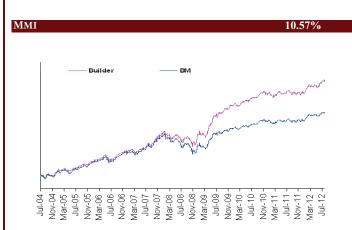
SECURITIES	HOLDING	Objective: To build your capital and generate better returns at moderate level of risk, over a medium or long-term period through a balance of investment in equity and debt.
GOVERNMENT SECURITIES	24.25%	Strategy: Generate better return with moderate level of risk through active management of
8.2% GOVERNMENT OF INDIA 2022	5.87%	fixed income portfolio and focus on creating long term equity portfolio which will enhance yield of composite portfolio with low level of risk appetite.
7.8% GOVERNMENT OF INDIA 2021	4.50%	yield of composite portiono with low level of fisk appende.
8.28% GOVERNMENT OF INDIA 2027	1.74%	
8.32% GOVERNMENT OF INDIA 2032	1.72%	
8.79% GOVERNMENT OF INDIA 2021	1.72%	
8.15% GOVERNMENT OF INDIA 2022	1.66%	
7.95% GOVERNMENT OF INDIA 2032	1.48%	Asset Allocation
8.3% GOVERNMENT OF INDIA 2040	1.16%	
7.59% GOVERNMENT OF INDIA 2015	1.10%	
8.08% GOVERNMENT OF INDIA 2022	0.91%	MMI
OTHER GOVERNMENT SECURITIES	2.39%	NCD 10.57%



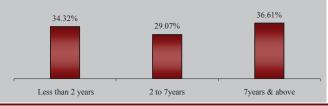
Rating Profile

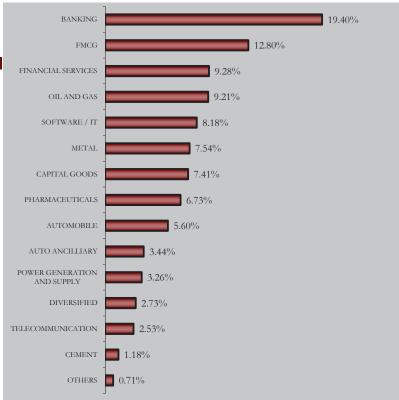


Sectoral Allocation



Maturity Profile





CORPORATE DEBT

8.85% TATA SONS LTD. 2016

OTHER CORPORATE DEBT

LARSEN AND TOUBRO LTD

RELIANCE INDUSTRIES LTD.

MCLEOD RUSSEL INDIA LTD.

HINDALCO INDUSTRIES LTD.

STATE BANK OF INDIA

EQUITY

ITCLTD.

INFOSYS LTD.

I C I C I BANK LTD.

H D F C BANK LTD.

OTHER EQUITY

8.65% RURAL ELECTRIFICATION CORPN. LTD. 2019

8.75% INDIAN RAILWAY FINANCE CORPN. LTD. 2013

8.5% INDIAN RAILWAY FINANCE CORPN. LTD. 2020

9.35% RURAL ELECTRIFICATION CORPN. LTD. 2022

9.47% POWER GRID CORPN. OF INDIA LTD. 2014

HOUSING DEVELOPMENT FINANCE CORPN. LTD.

11.45% RELIANCE INDUSTRIES LTD. 2013

8.6% POWER FINANCE CORPN. LTD. 2014

10.25% TECH MAHINDRA LTD. 2014

7.55% NATIONAL HOUSING BANK 2013

Balancer Fund

3.75%

3.15%

3.12%

3.00%

2.36%

1.60%

1.59%

1.59%

1.56%

9.13%

About the Fund

ULIF00931/05/05BSLBALANCE109

Portfolio as on 31st July 2012

9.43% RURAL ELECTRIFICATION CORPN. LTD. 2014

9.47% POWER GRID CORPN. OF INDIA LTD. 2022

9.35% POWER GRID CORPN. OF INDIA LTD. 2021

11.45% RELIANCE INDUSTRIES LTD. 2013

11.4% POWER FINANCE CORPN. LTD. 2013

7.05% CANARA BANK 2014

OTHER CORPORATE DEBT

11.3% A C C LTD. 2013

10.05% NATIONAL BANK FOR AGRI. AND RURAL DEVELC

9.4% NATIONAL BANK FOR AGRI. AND RURAL DEVELOP

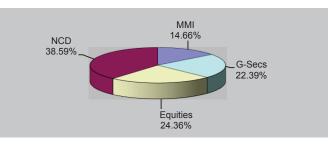
Birla Su-

SECURITIES	HOLDING
GOVERNMENT SECURITIES	22.39%
8.2% GOVERNMENT OF INDIA 2022	5.23%
7.8% GOVERNMENT OF INDIA 2021	2.85%
7.95% GOVERNMENT OF INDIA 2032	2.63%
5.64% GOVERNMENT OF INDIA 2019	2.54%
7.46% GOVERNMENT OF INDIA 2017	2.25%
8.79% GOVERNMENT OF INDIA 2021	1.60%
6.9% GOVERNMENT OF INDIA 2019	1.45%
7% GOVERNMENT OF INDIA 2022	1.39%
7.99% GOVERNMENT OF INDIA 2017	1.24%
8.08% GOVERNMENT OF INDIA 2022	1.22%
CORPORATE DEBT	38.59%
9% EXPORT IMPORT BANK OF INDIA 2019	7.74%

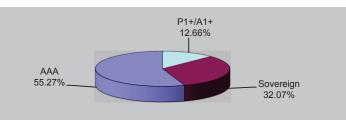
Objective: To achieve value creation of the policyholder at an average risk level over medium to long-term period.

Strategy: To invest predominantly in debt securities with an additional exposure to equity, maintaining medium term duration profile of the portfolio.

Asset Allocation

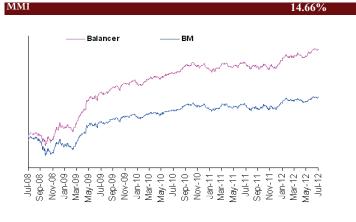




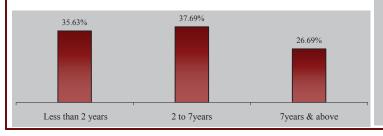


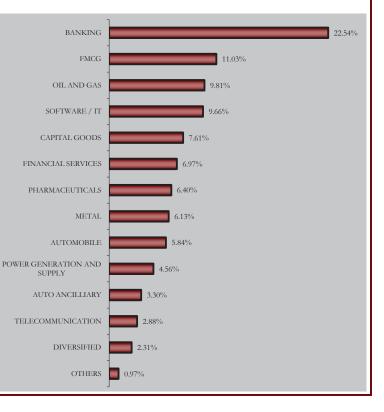
EQUITY 24.36% I C I C I BANK LTD. 1.60% INFOSYS LTD. 1.34% RELIANCE INDUSTRIES LTD. 1.28% STATE BANK OF INDIA 1.07% H D F C BANK LTD. 1.06% LARSEN AND TOUBRO LTD. 1.04%ITCLTD. 0.99% HOUSING DEVELOPMENT FINANCE CORPN. LTD. 0.78% BHARTI AIRTEL LTD. 0.70%HINDUSTAN UNILEVER LTD. 0.69% OTHER EQUITY 13.81%

Sectoral Allocation



Maturity Profile





nd

Enhancer Fund

About the Fund

ULIF00213/03/01BSLENHANCE109

Portfolio as on 31st July 2012	
SECURITIES	HOLDING
GOVERNMENT SECURITIES	19.84%
6.9% GOVERNMENT OF INDIA 2019	3.24%
6.35% GOVERNMENT OF INDIA 2020 7.8% GOVERNMENT OF INDIA 2021	2.24%
8.2% GOVERNMENT OF INDIA 2021	1.44% 1.19%
7.95% GOVERNMENT OF INDIA 2022	1.15%
8.79% GOVERNMENT OF INDIA 2021	1.06%
7.8% GOVERNMENT OF INDIA 2020	1.02%
8.26% GOVERNMENT OF INDIA 2027	0.92%
8.08% GOVERNMENT OF INDIA 2022	0.78%
7.94% GOVERNMENT OF INDIA 2021	0.74%
OTHER GOVERNMENT SECURITIES	6.07%
CORPORATE DEBT	39.64%
COM ORATE DEDT	57.0470
10.75% RELIANCE INDUSTRIES LTD. 2018	0.90%
10.2% TATA STEEL LTD. 2015	0.78%
9.05% STATE BANK OF INDIA 2020	0.72%
10.25% TECH MAHINDRA LTD. 2014	0.61%
9.25% DR. REDDYS LABORATORIES LTD. 2014	0.55%
9.8% LICHOUSING FINANCE LTD. 2017	0.51%
2% INDIAN HOTELS CO. LTD. 2014	0.50%
8.55% INDIAN RAILWAY FINANCE CORPN. LTD. 20	0.48%
9.1% STATE BANK OF MYSORE 2019	0.46%
9.61% POWER FINANCE CORPN. LTD. 2021	0.45%
OTHER CORPORATE DEBT	33.67%
SECURITISED DEBT	0.40%
India Structured Asset Trust-Series XII Class A11 PTC (MD	0.40%
EQUITY	26.69%
I C I C I BANK LTD.	1.98%
I T C LTD.	1.96%
RELIANCE INDUSTRIES LTD.	1.85%
INFOSYS LTD.	1.51%
H D F C BANK LTD.	1.28%
STATE BANK OF INDIA	1.17%
HOUSING DEVELOPMENT FINANCE CORPN. LTD. LARSEN AND TOUBRO LTD.	1.13%
OIL AND NATURAL GAS CORPN. LTD.	1.08%
BHARTI AIRTEL LTD.	0.85% 0.80%
OTHER EQUITY	13.07%
MMI	13.43%
Enhancer BM	and and the second
www.	

Jul-04 Jul-05 Jul-05 Jul-05 Mar-05 Mar-07 Jul-08 Jul-08 Jul-08 Jul-09 Jul-09 Jul-09 Jul-109 Jul-109 Jul-109 Jul-109 Mar-111 Mar-112 Jul-109 Jul-101 Ju

36.40%

Less than 2 years

Maturity Profile

31.40%

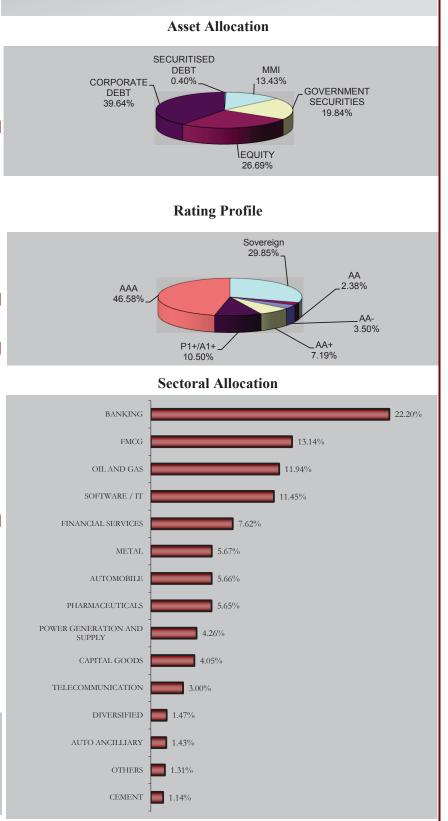
2 to 7years

32.20%

7years & above

Objective: To grow your capital through enhanced returns over a medium to long term period through investments in equity and debt instruments, thereby providing a good balance between risk and return.

Strategy: To earn capital appreciation by maintaining diversified equity portfolio and seek to earn regular return on fixed income portfolio by active management resulting in wealth creation for policyholders.



Creator Fund

ULIF00704/02/04BSLCREATOR109

Portfolio as on 31st July 2012

SECURITIES HOLDING 15.50% **GOVERNMENT SECURITIES** 7.59% GOVERNMENT OF INDIA 2016 2 23% 7.8% GOVERNMENT OF INDIA 2021 2.11% 8.15% GOVERNMENT OF INDIA 2022 1.67% 8.28% GOVERNMENT OF INDIA 2027 1.65% 8.24% GOVERNMENT OF INDIA 2027 1.36% 7.99% GOVERNMENT OF INDIA 2017 1.11% 5.64% GOVERNMENT OF INDIA 2019 0.89% 8.83% GOVERNMENT OF INDIA 2041 0.85% 8.32% GOVERNMENT OF INDIA 2032 0.65% 7.46% GOVERNMENT OF INDIA 2017 0.65% OTHER GOVERNMENT SECURITIES 2.32% CORPORATE DEBT 27.32%

8.6% POWER FINANCE CORPN. LTD. 2014	3.65%
10.1% POWER GRID CORPN. OF INDIA LTD. 2013	1.69%
11.45% RELIANCE INDUSTRIES LTD. 2013	1.69%
9.47% POWER GRID CORPN. OF INDIA LTD. 2013	1.68%
9.5% NATIONAL BANK FOR AGRI. AND RURAL DEV	1.68%
9.18% POWER FINANCE CORPN. LTD. 2021	1.67%
8.45% INDIAN RAILWAY FINANCE CORPN. LTD. 20	1.63%
8.9% STEEL AUTHORITY OF INDIA LTD. 2019	1.48%
11.4% POWER FINANCE CORPN. LTD. 2013	1.20%
8.75% INDIAN RAILWAY FINANCE CORPN. LTD. 20	1.17%
OTHER CORPORATE DEBT	9.79%

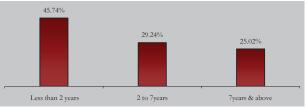
EQUITY	44.25%
I C I C I BANK LTD.	3.20%
RELIANCE INDUSTRIES LTD.	2.98%
I T C LTD.	2.57%
INFOSYS LTD.	2.49%
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	2.29%
H D F C BANK LTD.	1.78%
BHARTI AIRTEL LTD.	1.78%
LARSEN AND TOUBRO LTD.	1.75%
STATE BANK OF INDIA	1.41%
OIL AND NATURAL GAS CORPN. LTD.	1.38%
OTHER EQUITY	22.62%

12.93%

MMI



Maturity Profile

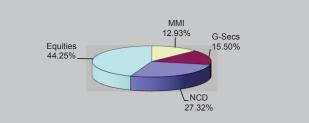




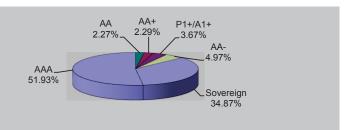
Objective: To achieve optimum balance between growth and stability to provide long-term capital appreciation with balanced level of risk by investing in fixed income securities and high quality equity security.

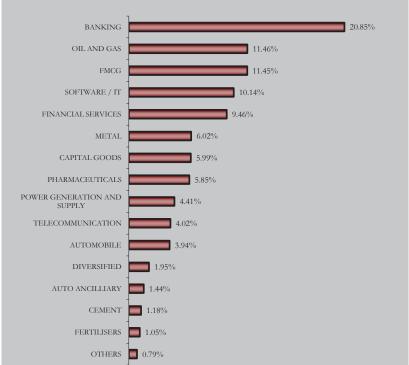
Strategy: To ensure capital appreciation by simultaneously investing into fixed income securities and maintaining diversified equity portfolio. Active fund management is carried out to enhance policyholder's wealth in long run.

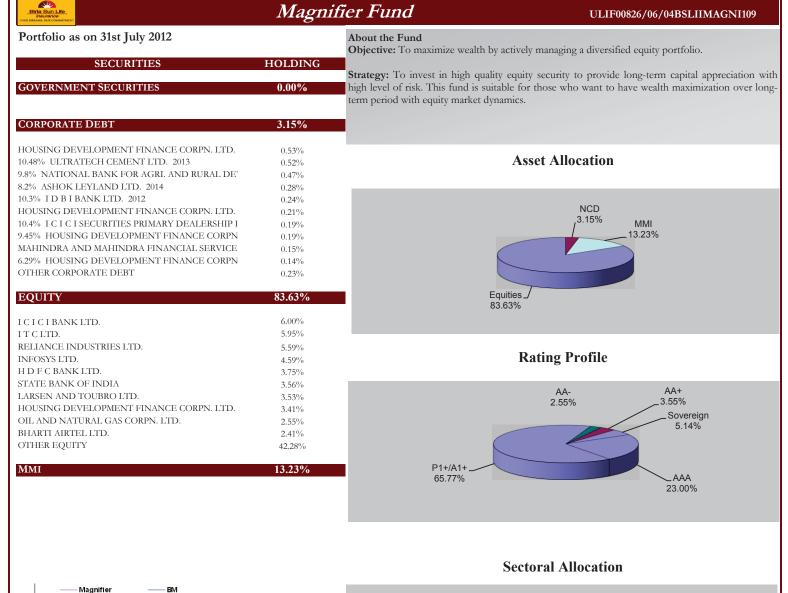
Asset Allocation

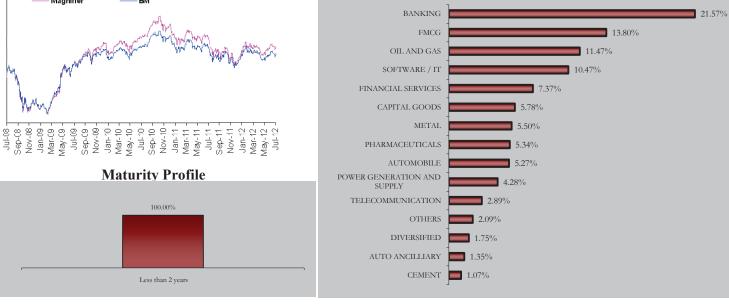


Rating Profile











MMI

Maximiser Fund

HOLDING

0.00%

1.56%

ULIF01101/06/07BSLIINMAXI109

Portfolio as on 31st July 2012

GOVERNMENT SECURITIES

About the Fund

instruments.



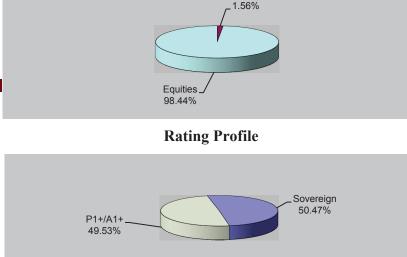
Objective: To Provide long-term capital appreciation by actively managing a well diversified equity portfolio of fundamentally strong blue chip companies and provide a cushion against the volatility in the equities through investment in money market

CORPORATE DEBT 0.00% EQUITY 98.44% I C I C I BANK LTD. 7.08% RELIANCE INDUSTRIES LTD. 6.61% ITCLTD. 6.38% INFOSYS LTD. 5.22% LARSEN AND TOUBRO LTD. 4.51% HOUSING DEVELOPMENT FINANCE CORPN. LTD. 4.49% H D F C BANK LTD. 4.08% STATE BANK OF INDIA 3.88% BHARTI AIRTEL LTD. 2.65% OIL AND NATURAL GAS CORPN. LTD. 2.52% OTHER EQUITY 51.00%

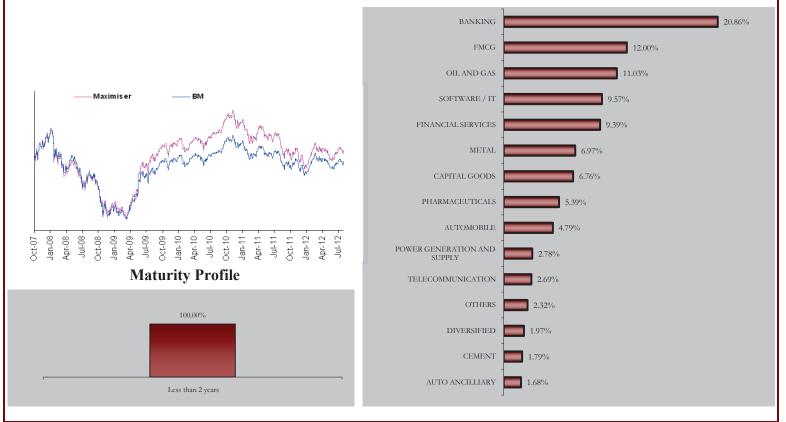
Strategy: Active Fund Management with potentially 100% equity exposure. Maintaining High Quality Diversified Portfolio with Dynamic blend of Growth and Value Stocks- so that portfolio doesnot suffer from style bias. Focus on large-caps and quality mid-caps to ensure liquidity and reduce risk.

Asset Allocation

MMI



Sectoral Allocation





7.00%

ULIF01723/06/09BSLSUPER20109

Portfolio as on 31st July 2012

Birla Sun Life

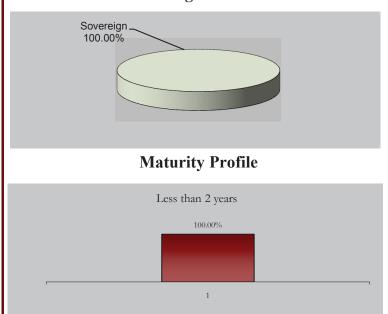
SECURITIES	HOLDING
GOVERNMENT SECURITIES	0.00%
CORPORATE DEBT	0.00%

EQUITY	93.00%
RELIANCE INDUSTRIES LTD.	9.67%
I C I C I BANK LTD.	8.67%
I T C LTD.	8.53%
INFOSYS LTD.	7.42%
H D F C BANK LTD.	5.43%
LARSEN AND TOUBRO LTD.	4.89%
STATE BANK OF INDIA	4.88%
TATA CONSULTANCY SERVICES LTD.	4.53%
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	4.16%
HINDUSTAN UNILEVER LTD.	4.10%
OTHER EQUITY	30.72%

MMI

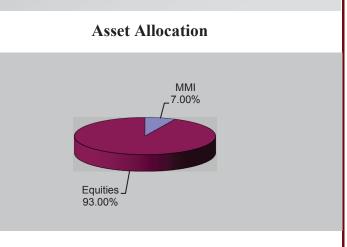


Ratings Profile

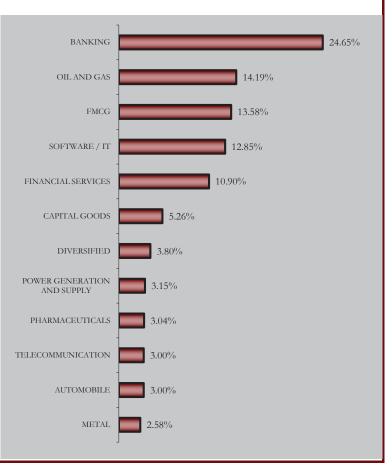


About the Fund

Objective: To generate long-term capital appreciation for policyholders by making investments in fundamentally strong and liquid large cap companies. **Strategy:** To build and manage a concentrated equity portfolio of 20 fundamentally strong large cap stocks in terms of market capitalization by following an in-depth research-focused investment approach. The fund will attempt diversify across sectors and will invest in companies having financial strength, robust, efficient & visionary management & adequate market liquidity. It will adopt a disciplined and flexible approach towards investing with a focus on generating long-term capital appreciation. The non-equity portion of the fund will be invested in highly rated money market instruments and fixed deposits.







Sovereign 43.29%

Multiplier Fund

HOLDING

0.00%

0.00%

ULIF01217/10/07BSLINMULTI109

Portfolio as on 31st July 2012

GOVERNMENT SECURITIES

SECURITIES

About the Fund

Objective: To provide long-term wealth maximisation by actively managing a well-diversified equity portfolio, predominantly comprising of companies whose market capitalization is between Rs. 10 billion to Rs.250 billion. Further, the fund would also seek to provide a cushion against the sudden volatility in the equities through some investments in short-term money market instruments

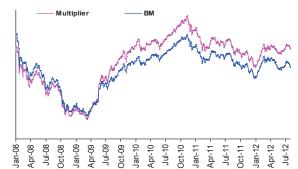
Strategy: Active Fund Management with potentially 100% equity Exposure Research based investment

approach with a dedicated & experienced in-house research team. Identify undervalued Stocks in the growth phase. Focus on niche players with competitive advantage, in the sunrise industry & potential of

being tomorrow's large cap. Emphasis on early identification of stocks.

CORPORATE DEBT

EQUITY	81.59%
GLAXOSMITHKLINE CONSUMER HEALTHCARE LTD.	4.53%
DIVIS LABORATORIES LTD.	2.94%
HEXAWARE TECHNOLOGIES LTD.	2.56%
HINDUSTAN PETROLEUM CORPN. LTD.	2.45%
APOLLO TYRES LTD.	2.29%
EXIDE INDUSTRIES LTD.	2.24%
CANARA BANK	2.24%
POWER FINANCE CORPN. LTD.	2.17%
ELECON ENGINEERING CO. LTD.	2.13%
COLGATE-PALMOLIVE (INDIA) LTD.	2.13%
OTHER EQUITY	55.91%
ММІ	18.41%



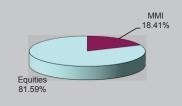
Rating Profile

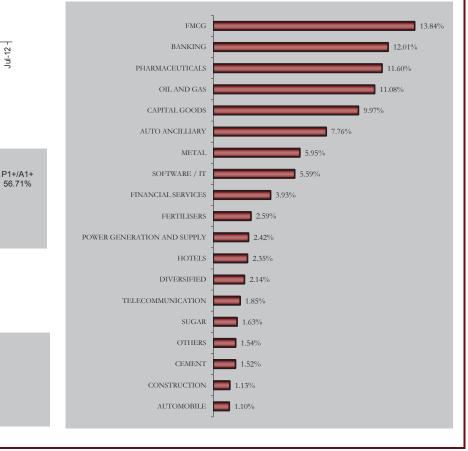
Maturity Profile

Less than 2 years 100.00%

1

Asset Allocation







21.98%

ULIF01325/02/08BSLIIPLAT1109

Portfolio as on 31st July 2012

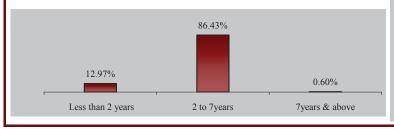
SECURITIESHOLDINGGOVERNMENT SECURITIES11.69%7.83% GOVERNMENT OF INDIA 20185.00%5.69% GOVERNMENT OF INDIA 20183.28%8.24% GOVERNMENT OF INDIA 20182.98%7.46% GOVERNMENT OF INDIA 20170.42%

CORPORATE DEBT

NATIONAL BANK FOR AGRI. AND RURAL DEVELC	4.60%
10.85% RURAL ELECTRIFICATION CORPN. LTD. 20	3.19%
11.25% POWER FINANCE CORPN. LTD. 2018	2.70%
10.6% INDIAN RAILWAY FINANCE CORPN. LTD. 2(2.65%
9.25% POWER GRID CORPN. OF INDIA LTD. 2017	2.47%
9.64% POWER GRID CORPN. OF INDIA LTD. 2018	1.26%
9.35% POWER GRID CORPN. OF INDIA LTD. 2018	1.24%
9.3% POWER GRID CORPN. OF INDIA LTD. 2018	1.24%
8.84% POWER GRID CORPN. OF INDIA LTD. 2017	1.22%
NATIONAL BANK FOR AGRI. AND RURAL DEVELC	1.04%
OTHER CORPORATE DEBT	0.36%

EQUITY	57.03%
I C I C I BANK LTD.	4.25%
I T C LTD.	4.15%
RELIANCE INDUSTRIES LTD.	3.95%
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	3.58%
INFOSYS LTD.	3.47%
H D F C BANK LTD.	2.91%
BHARTI AIRTEL LTD.	2.67%
LARSEN AND TOUBRO LTD.	2.64%
STATE BANK OF INDIA	2.09%
OIL AND NATURAL GAS CORPN. LTD.	2.06%
OTHER EQUITY	25.25%

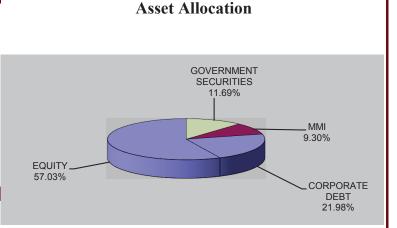
MMI 9.30% Rating Profile AAA 58.90% Sovereign 31.31% Maturity Profile



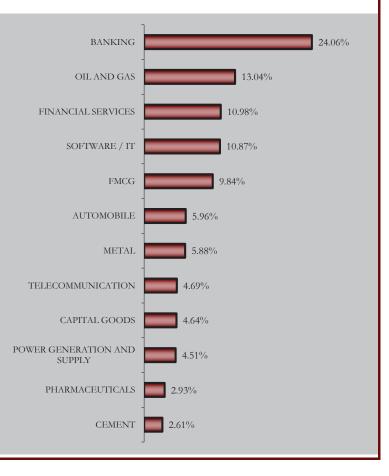
About the Fund

Objective: To optimize the participation in an actively managed well diversified equity portfolio of fundamentally strong blue chip companies while using debt instruments & derivatives to lock-in capital appreciations

Strategy: To have an optimum mix of equities & fixed income instruments, with up to 100% exposure in both equities & fixed income assets & up to 40% in Money Market



Sectoral Allocation





20.84%

6.78%

ULIF01425/02/08BSLIIPLAT2109

Portfolio as on 31st July 2012

SECURITIESHOLDINGGOVERNMENT SECURITIES8.84%7.83% GOVERNMENT OF INDIA 20184.21%5.69% GOVERNMENT OF INDIA 20181.92%6.05% GOVERNMENT OF INDIA 20191.28%8.24% GOVERNMENT OF INDIA 20180.73%7.46% GOVERNMENT OF INDIA 20170.70%

CORPORATE DEBT

9.25% POWER GRID CORPN. OF INDIA LTD. 2018	2.90%
9% EXPORT IMPORT BANK OF INDIA 2019	2.89%
11.25% POWER FINANCE CORPN. LTD. 2018	2.37%
9.7% POWER FINANCE CORPN. LTD. 2018	2.29%
9.64% POWER GRID CORPN. OF INDIA LTD. 2019	1.77%
10.6% INDIAN RAILWAY FINANCE CORPN. LTD. 20	1.55%
9.44% POWER FINANCE CORPN. LTD. 2021	1.46%
8.84% POWER GRID CORPN. OF INDIA LTD. 2018	1.42%
NATIONAL HOUSING BANK 2018	1.39%
9.5% NATIONAL BANK FOR AGRI. AND RURAL DE	0.93%
OTHER CORPORATE DEBT	1.86%

EQUITY	63.54%
I C I C I BANK LTD.	4.78%
I T C LTD.	4.72%
RELIANCE INDUSTRIES LTD.	4.10%
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	3.97%
INFOSYS LTD.	3.87%
H D F C BANK LTD.	3.27%
BHARTI AIRTEL LTD.	3.10%
LARSEN AND TOUBRO LTD.	2.97%
OIL AND NATURAL GAS CORPN. LTD.	2.38%
STATE BANK OF INDIA	2.29%
OTHER EQUITY	28.08%

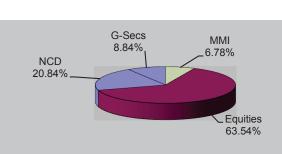
MMI

About the Fund

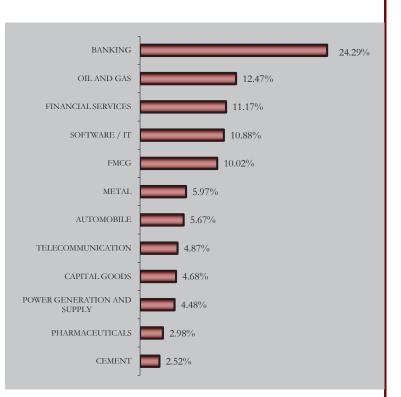
Objective: To optimize the participation in an actively managed well diversified equity portfolio of fundamentally strong blue chip companies while using debt instruments & derivatives to lock-in capital appreciations:

Strategy: To have an optimum mix of equities & fixed income instruments, with up to 100% exposure in both equities & fixed income assets & up to 40% in Money Market

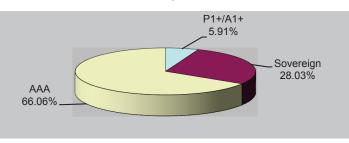
Asset Allocation



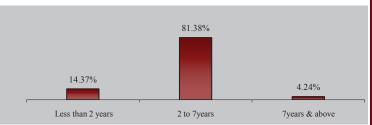
Sectoral Allocation







Maturity Profile



HOLDING

6.95%

1 22%

1 20%

0.76%

0.62%

0.61%

0.61%

0.37%

0.56%

69.02%

5.32%

5.06%

4.67%

4.33% 3.40%

3.30%

3.25%

3.24%

2.44%

2.31%

31.71%

10.99%

ULIF01628/04/09BSLIIPLAT3109

Portfolio as on 31st July 2012

GOVERNMENT SECURITIES

SECURITIES

9.25% POWER GRID CORPN. OF INDIA LTD. 2019

8.84% POWER GRID CORPN. OF INDIA LTD. 2019

NATIONAL BANK FOR AGRI. AND RURAL DEVELO

9.39% RURAL ELECTRIFICATION CORPN. LTD. 2019

9.3% POWER GRID CORPN. OF INDIA LTD. 2019

9.25% POWER GRID CORPN. OF INDIA LTD. 2018

OTHER CORPORATE DEBT

RELIANCE INDUSTRIES LTD.

EQUITY

ITCLTD.

INFOSYS LTD.

I C I C I BANK LTD.

H D F C BANK LTD.

AXIS BANK LTD.

OTHER EQUITY

MMI

STATE BANK OF INDIA

LARSEN AND TOUBRO LTD.

HINDUSTAN UNILEVER LTD.

NATIONAL BANK FOR AGRI. AND RURAL DEVELO

HOUSING DEVELOPMENT FINANCE CORPN. LTD.

Birla Sun Life

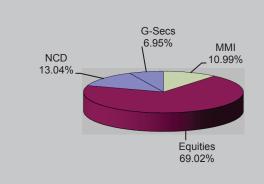
About the Fund

Objective: To optimize the participation in an actively managed well diversified equity portfolio of fundamentally strong blue chip companies while using debt instruments & derivatives to lock-in capital appreciations:

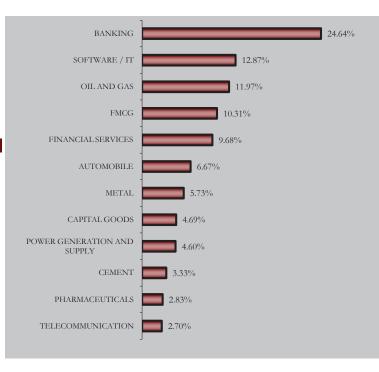
Strategy: To have an optimum mix of equities & fixed income instruments, with up to 100% exposure in both equities & fixed income assets & up to 40% in Money Market

	00,00,00
6.9% GOVERNMENT OF INDIA 2019	4.98%
6.05% GOVERNMENT OF INDIA 2019	1.26%
6.05% GOVERNMENT OF INDIA 2019	0.52%
5.64% GOVERNMENT OF INDIA 2019	0.20%
CORPORATE DEBT	13.04%
9% EXPORT IMPORT BANK OF INDIA 2019	3.97%
9.7% POWER FINANCE CORPN. LTD. 2018	1.87%
9.35% POWER GRID CORPN. OF INDIA LTD. 2019	1.23%

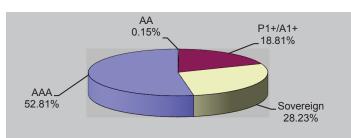
Asset Allocation



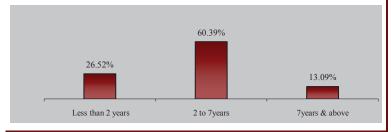
Sectoral Allocation



Rating Profile



Maturity Profile





5.96%

14.79%

ULIF01816/09/09BSLIIPLAT4109

Portfolio as on 31st July 2012

SECURITIESHOLDINGGOVERNMENT SECURITIES6.90%6.9% GOVERNMENT OF INDIA 20196.12%6.05% GOVERNMENT OF INDIA 20190.75%6.05% GOVERNMENT OF INDIA 20190.03%

CORPORATE DEBT

MMI

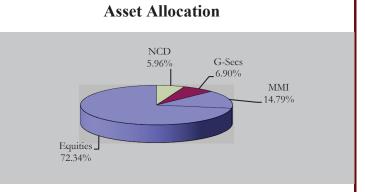
RURAL ELECTRIFICATION CORPN. LTD. 2020	1.99%
9.25% POWER GRID CORPN. OF INDIA LTD. 2019	1.70%
NATIONAL HOUSING BANK 2019	1.42%
9.39% RURAL ELECTRIFICATION CORPN. LTD. 201	0.86%

EQUITY	72.34%
I C I C I BANK LTD.	5.57%
RELIANCE INDUSTRIES LTD.	5.33%
I T C LTD.	4.89%
INFOSYS LTD.	4.52%
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	3.54%
H D F C BANK LTD.	3.53%
STATE BANK OF INDIA	3.44%
LARSEN AND TOUBRO LTD.	3.40%
HINDUSTAN UNILEVER LTD.	2.51%
AXIS BANK LTD.	2.42%
OTHER EQUITY	33.20%

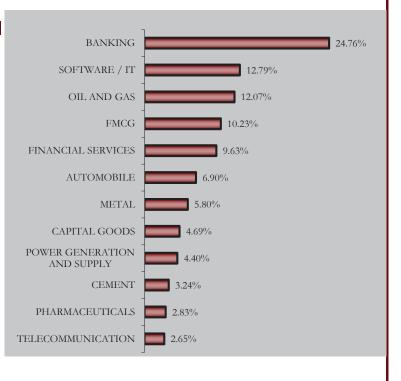
About the Fund

Objective: To optimize the participation in an actively managed well diversified equity portfolio of fundamentally strong blue chip companies while using debt instruments & derivatives to lock-in capital appreciations:

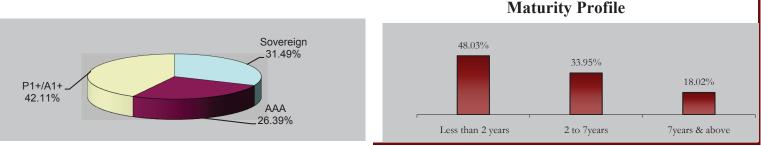
Strategy: To have an optimum mix of equities & fixed income instruments, with up to 100% exposure in both equities & fixed income assets & up to 40% in Money Market



Sectoral Allocation



Rating Profile





EQUITY

I T C LTD.

INFOSYS LTD.

I C I C I BANK LTD.

RELIANCE INDUSTRIES LTD.

TATA CONSULTANCY SERVICES LTD.

HINDUSTAN UNILEVER LTD.

STATE BANK OF INDIA

H D F C BANK LTD. LARSEN AND TOUBRO LTD.

OTHER EQUITY

Platinum Premier Fund

0.50%

0.00%

74.05%

5.81%

5.51%

4 80%

4 47%

3 70%

3.56%

3.51%

3.34%

2.85%

2.67%

33.83%

ULIF02203/02/10BSLPLATPR1109

Portfolio as on 31st July 2012

SECURITIES	HOLDING
GOVERNMENT SECURITIES	4.87%
8.19% GOVERNMENT OF INDIA 2020	4.22%
6.35% GOVERNMENT OF INDIA 2020	0.65%
	5.34%
9.35% POWER GRID CORPN. OF INDIA LTD. 2020 9.25% POWER GRID CORPN. OF INDIA LTD. 2020	2.84% 1.97%
9.75% RURAL ELECTRIFICATION CORPN. LTD. 202 9.3% POWER GRID CORPN. OF INDIA LTD. 2020	1.45% 1.42%

9.48% RURAL ELECTRIFICATION CORPN. LTD. 202

HOUSING DEVELOPMENT FINANCE CORPN. LTD.

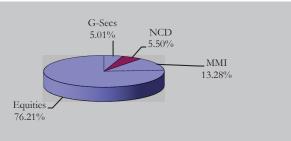
RURAL ELECTRIFICATION CORPN. LTD. 2020

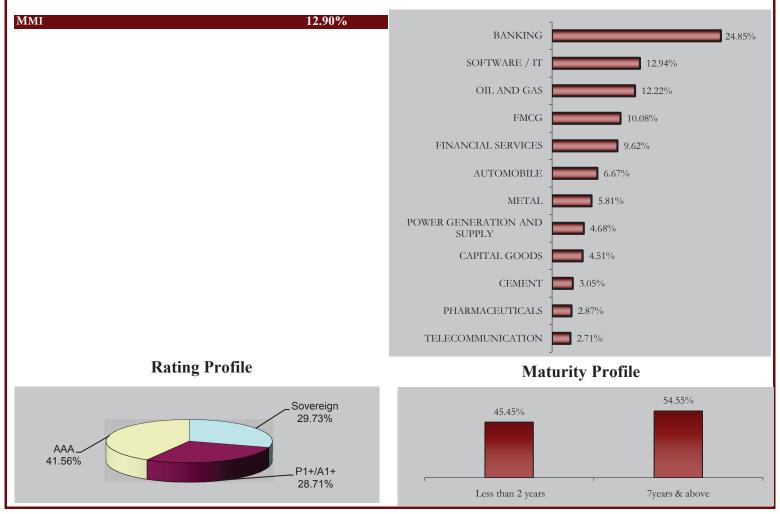
About the Fund

Objective: To optimize the participation in an actively managed well diversified equity portfolio of fundamentally strong blue chip companies while using debt instruments & derivatives to lock-in capital appreciations.

Strategy: To dynamically manage the allocation between equities and fixed income instruments, while using derivatives when necessary and for hedging purposes only. The equity investment strategy will revolve around building and actively managing a well-diversified equity portfolio of value & growth driven fundamentally strong blue chip companies by following a research-focused investment approach. On the fixed income side, investments will be made in government securities, high rated corporate bonds and money market instruments.









Platinum Advantage Fund

84.10%

ULIF02408/09/10BSLPLATADV109

Portfolio as on 31st July 2012

SECURITIES	HOLDING
GOVERNMENT SECURITIES	0.00%
CORPORATE DEBT	5.62%
9.48% RURAL ELECTRIFICATION CORPN. LTD. 202 NATIONAL HOUSING BANK 2019 RURAL ELECTRIFICATION CORPN. LTD. 2020	2.69% 2.13% 0.80%

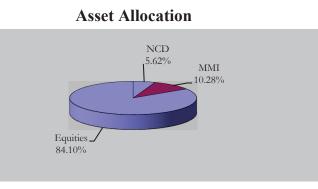
Ε	Q	U	ľ	ľY

MMI	10.28%
OTHER EQUITY	37.52%
OIL AND NATURAL GAS CORPN. LTD.	2.72%
STATE BANK OF INDIA	3.22%
BHARTI AIRTEL LTD.	3.31%
LARSEN AND TOUBRO LTD.	3.85%
H D F C BANK LTD.	4.14%
INFOSYS LTD.	5.03%
I T C LTD.	5.85%
RELIANCE INDUSTRIES LTD.	5.91%
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	5.98%
I C I C I BANK LTD.	6.59%

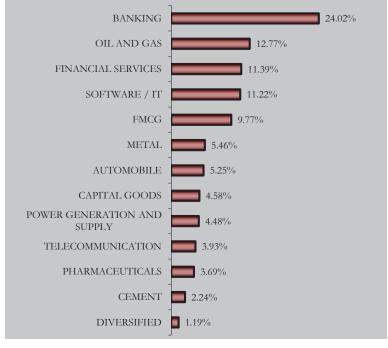
About the Fund

Objective: To optimize the participation in an actively managed welldiversified equity portfolio of fundamentally strong blue chip companies while using debt instruments and derivatives to lock-in capital appreciations. The use of derivatives will be for hedging purposes only and as approved by the IRDA.

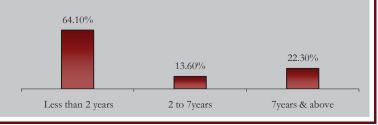
Strategy: To dynamically manage the allocation between equities and fixed income instruments, while using derivatives when necessary and for hedging purposes only. The equity investment strategy will revolve around building and actively managing a well-diversified equity portfolio of value & growth driven fundamentally strong blue-chip companies by following a research-focused investment approach. On the fixed income side, investments will be made in government securities, high rated corporate bonds and money market instruments.



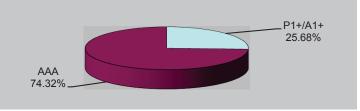
Sectoral Allocation



Maturity Profile



Rating Profile





MMI

Titanium Fund - 1

0.64%

ULIF01911/12/09BSLITITAN1109

Portfolio as on 31st July 2012

SECURITIES	HOLDING
GOVERNMENT SECURITIES	8.76%
7.61% GOVERNMENT OF INDIA 2015	4.54%
7.17% GOVERNMENT OF INDIA 2015	2.88%
6.49% GOVERNMENT OF INDIA 2015	1.34%
CORPORATE DEBT	34.04%

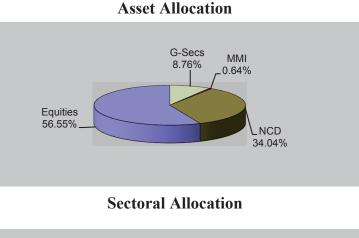
10.05% NATIONAL BANK FOR AGRI. AND RURAL D 9.85% HOUSING DEVELOPMENT FINANCE CORPN 9.37% NATIONAL HOUSING BANK 2015	6.51% 5.59% 5.15%
8.8% POWER GRID CORPN. OF INDIA LTD. 2014	5.01%
8.95% POWER FINANCE CORPN. LTD. 2015	2.74%
8.6% POWER FINANCE CORPN. LTD. 2014	2.72%
8.64% POWER GRID CORPN. OF INDIA LTD. 2015	2.26%
9.46% NATIONAL BANK FOR AGRI. AND RURAL DF	2.22%
9.43% RURAL ELECTRIFICATION CORPN. LTD. 2014	1.84%

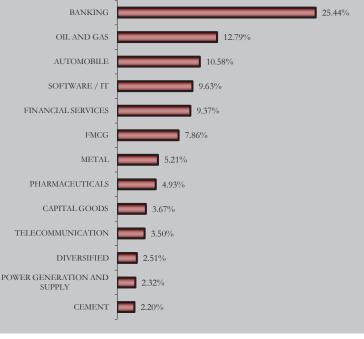
EQUITY	56.55%
I C I C I BANK LTD.	3.76%
RELIANCE INDUSTRIES LTD.	3.60%
INFOSYS LTD.	3.13%
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	2.98%
H D F C BANK LTD.	2.76%
STATE BANK OF INDIA	2.67%
I T C LTD.	2.48%
LARSEN AND TOUBRO LTD.	2.07%
BHARTI AIRTEL LTD.	1.98%
HINDUSTAN UNILEVER LTD.	1.96%
OTHER EQUITY	29.16%

About the Fund

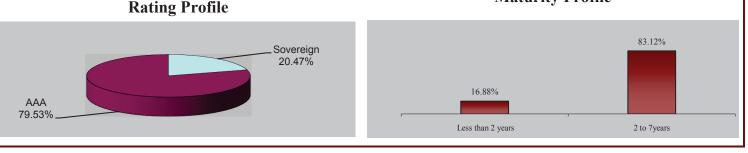
Objective: To optimize the participation in an actively managed welldiversified equity portfolio of fundamentally strong blue chip companies while using debt instruments and derivatives to ensure capital protection after five years.

Strategy: To dynamically manage the allocation between equities and fixed income instruments, while using derivatives when necessary and for hedging purposes only. The equity investment strategy will revolve around building and actively managing a well-diversified equity portfolio of value & growth driven fundamentally strong blue-chip companies by following a research-focused investment approach. On the fixed income side, investments will be made in government securities, high rated corporate bonds and money market instruments.





Maturity Profile





MMI

Titanium Fund - 2

ULIF02011/12/09BSLITITAN2109

Portfolio as on 31st July 2012

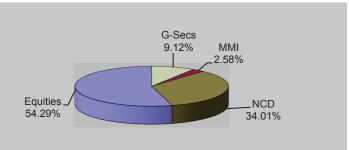
SECURITIES	HOLDING
GOVERNMENT SECURITIES	9.12%
7.17% GOVERNMENT OF INDIA 2015	4.91%
7.61% GOVERNMENT OF INDIA 2015	2.28%
6.49% GOVERNMENT OF INDIA 2015	1.93%
CORPORATE DEBT	34.01%
9.37% NATIONAL HOUSING BANK 2015	7.85%
8.64% POWER GRID CORPN. OF INDIA LTD. 2015	6.97%
9.85% HOUSING DEVELOPMENT FINANCE CORPN	5.74%
9.46% NATIONAL BANK FOR AGRI. AND RURAL DI	3.50%
8.95% POWER FINANCE CORPN. LTD. 2015	3.03%
9.15% EXPORT IMPORT BANK OF INDIA 2015	2.61%
9.43% RURAL ELECTRIFICATION CORPN. LTD. 201	2.18%
8.28% LICHOUSING FINANCE LTD. 2015	2.13%
EQUITY	54.29%
I C I C I BANK LTD.	3.63%
RELIANCE INDUSTRIES LTD.	3.48%
INFOSYS LTD.	2.99%
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	2.86%
H D F C BANK LTD.	2.62%
STATE BANK OF INDIA	2.58%
I T C LTD.	2.48%
LARSEN AND TOUBRO LTD.	1.99%
HINDUSTAN UNILEVER LTD.	1.97%
BHARTI AIRTEL LTD.	1.81%
OTHER EQUITY	27.89%

About the Fund

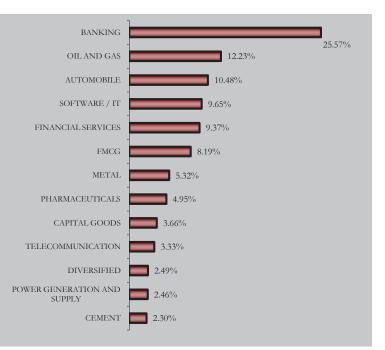
Objective: To optimize the participation in an actively managed welldiversified equity portfolio of fundamentally strong blue chip companies while using debt instruments and derivatives to ensure capital protection after five years.

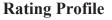
Strategy: To dynamically manage the allocation between equities and fixed income instruments, while using derivatives when necessary and for hedging purposes only. The equity investment strategy will revolve around building and actively managing a well-diversified equity portfolio of value & growth driven fundamentally strong blue-chip companies by following a research-focused investment approach. On the fixed income side, investments will be made in government securities, high rated corporate bonds and money market instruments.

Asset Allocation

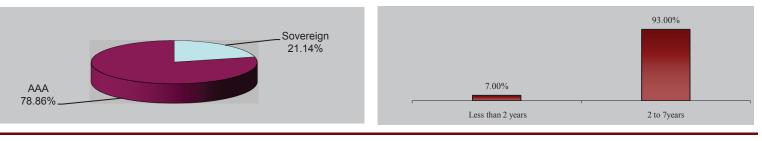


Sectoral Allocation





Maturity Profile



2.58%



Titanium Fund - 3

1.68%

4.72%

ULIF02111/12/09BSLITITAN3109

Portfolio as on 31st July 2012

8.28% LICHOUSING FINANCE LTD. 2015

SECURITIES	HOLDING
GOVERNMENT SECURITIES	13.76%
6.49% GOVERNMENT OF INDIA 2015	12.92%
7.17% GOVERNMENT OF INDIA 2015	0.84%
CORPORATE DEBT	38.99%
9.37% NATIONAL HOUSING BANK 2015	6.90%
9.15% EXPORT IMPORT BANK OF INDIA 2015	6.88%
8.64% POWER GRID CORPN. OF INDIA LTD. 2015	6.36%
9.85% HOUSING DEVELOPMENT FINANCE CORPN 8.95% POWER FINANCE CORPN. LTD. 2015	5.24%
8.95% POWER FINANCE CORPN. L1D. 2015 8.8% STATE BANK OF HYDERABAD 2016	5.13% 5.09%
9.46% NATIONAL BANK FOR AGRI. AND RURAL DE	1.73%

EQUITY	42.53%
I C I C I BANK LTD.	2.86%
RELIANCE INDUSTRIES LTD.	2.74%
INFOSYS LTD.	2.36%
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	2.22%
H D F C BANK LTD.	2.09%
STATE BANK OF INDIA	1.97%
I T C LTD.	1.91%
LARSEN AND TOUBRO LTD.	1.53%
HINDUSTAN UNILEVER LTD.	1.51%
BHARTI AIRTEL LTD.	1.42%
OTHER EQUITY	21.93%

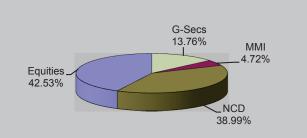
MMI

About the Fund

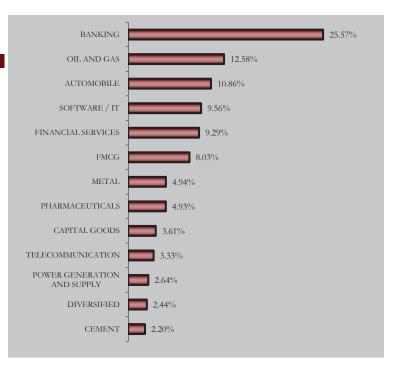
Objective: To optimize the participation in an actively managed welldiversified equity portfolio of fundamentally strong blue chip companies while using debt instruments and derivatives to ensure capital protection after five years.

Strategy: To dynamically manage the allocation between equities and fixed income instruments, while using derivatives when necessary and for hedging purposes only. The equity investment strategy will revolve around building and actively managing a well-diversified equity portfolio of value & growth driven fundamentally strong blue-chip companies by following a research-focused investment approach. On the fixed income side, investments will be made in government securities, high rated corporate bonds and money market instruments.

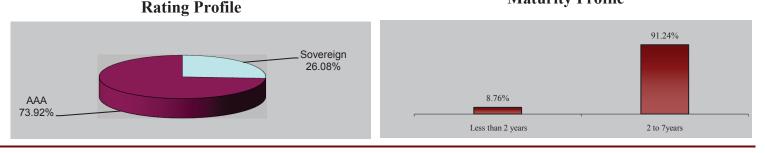




Sectoral Allocation



Maturity Profile



FORESIGHT - SINGLE PAY

About the Fund

ULIF02610/02/11BSLFSITSP1109

Portfolio as on 31st July 2012

SECURITIES	HOLDING
GOVERNMENT SECURITIES	0.42%
7.8% GOVERNMENT OF INDIA 2021	0.42%
CORPORATE DEBT	1.73%
9.3% POWER GRID CORPN. OF INDIA LTD. 2021	1.73%
SECURITISED DEBT	0.00%

Objective: To optimize the participation in an actively managed well-diversified equity portfolio of fundamentally strong blue chip companies while using debt instruments and derivatives to lock-in capital appreciations. The use of derivatives will be for hedging purposes only and as approved by the IRDA.

Strategy: To dynamically manage the allocation between equities and fixed income instruments, while using derivatives when necessary and for hedging purposes only. The equity investment strategy will revolve around building and actively managing a well-diversified equity portfolio of value & growth driven fundamentally strong blue-chip companies by following a research-focused investment approach. On the fixed income side, investments will be made in government securities, high rated corporate bonds and money market instruments.

Asset Allocation

G-Secs

0.42%

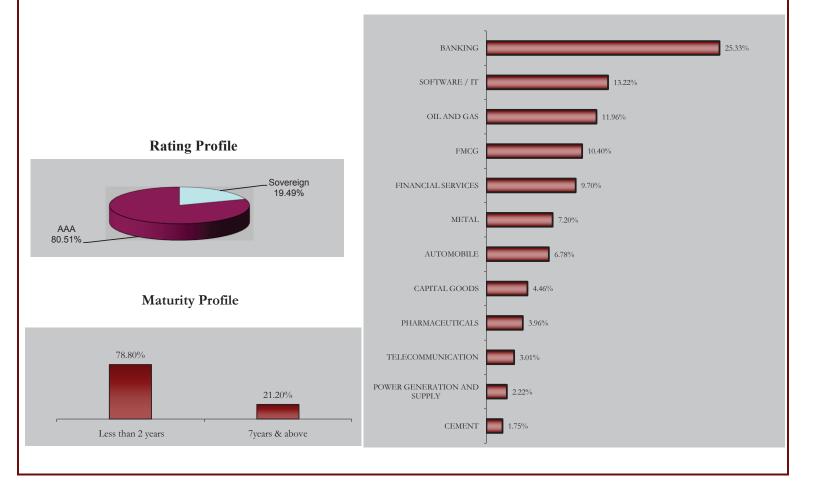
Equities 90.31% NCD

1.73%

MMI

7.54%

EQUITY	90.31%
I C I C I BANK LTD.	< <00/
	6.68%
RELIANCE INDUSTRIES LTD.	6.33%
I T C LTD.	6.12%
INFOSYS LTD.	5.85%
H D F C BANK LTD.	5.36%
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	4.61%
STATE BANK OF INDIA	4.03%
LARSEN AND TOUBRO LTD.	4.03%
HINDUSTAN UNILEVER LTD.	3.28%
COAL INDIA LTD	3.11%
OTHER EQUITY	40.92%
ММІ	7.54%



FORESIGHT - 5 PAY

About the Fund

ULIF02510/02/11BSLFSIT5P1109

Portfolio as on 31st July 2012

SECURITIES	HOLDING
GOVERNMENT SECURITIES	0.88%
7.8% GOVERNMENT OF INDIA 2021	0.88%
CORPORATE DEBT	1.90%
9.3% POWER GRID CORPN. OF INDIA LTD. 2021 RURAL ELECTRIFICATION CORPN. LTD. 2020	1.81% 0.09%
SECURITISED DEBT	0.00%

Objective: To optimize the participation in an actively managed well-diversified equity portfolio of fundamentally strong blue chip companies while using debt instruments and derivatives to lock-in capital appreciations. The use of derivatives will be for hedging purposes only and as approved by the IRDA.

Strategy: To dynamically manage the allocation between equities and fixed income instruments, while using derivatives when necessary and for hedging purposes only. The equity investment strategy will revolve around building and actively managing a well-diversified equity portfolio of value & growth driven fundamentally strong blue-chip companies by following a research-focused investment approach. On the fixed income side, investments will be made in government securities, high rated corporate bonds and money market instruments.

Asset Allocation

G-Secs

0.88%.

Equities

84.32%

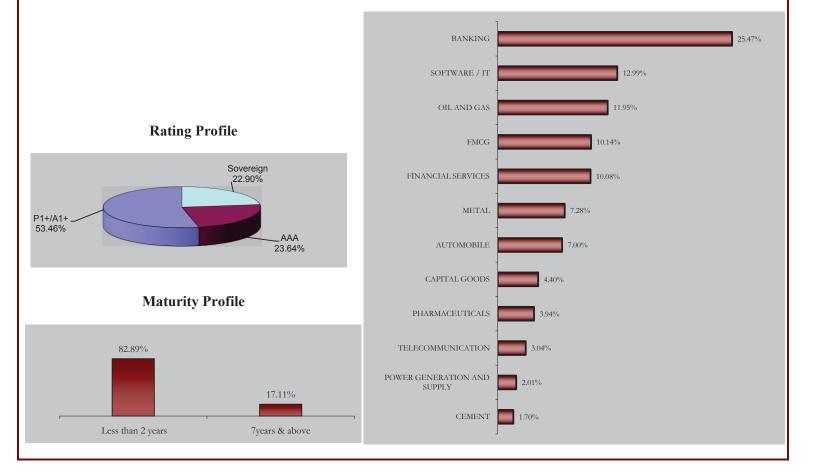
NCD

1 90%

MMI

.12.91%





Pension Nourish Fund

50.05%

10.69%

ULIF00604/03/03BSLNOURISH109

Portfolio as on 31st July 2012

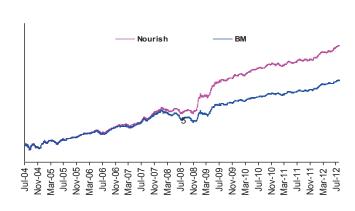
SECURITIES	HOLDING
GOVERNMENT SECURITIES	30.36%
3.2% GOVERNMENT OF INDIA 2022	5.74%
8.79% GOVERNMENT OF INDIA 2021	5.60%
9.15% GOVERNMENT OF INDIA 2024	5.37%
8.15% GOVERNMENT OF INDIA 2022	4.70%
7.59% GOVERNMENT OF INDIA 2016	4.13%
7.95% GOVERNMENT OF INDIA 2032	2.72%
7.46% GOVERNMENT OF INDIA 2017	2.10%

CORPORATE DEBT	

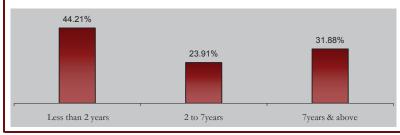
9.4% POWER FINANCE CORPN. LTD. 2013	5.09%
7.6% HOUSING DEVELOPMENT FINANCE CO	DRPN. LTD. 2017 4.08%
11.5% RURAL ELECTRIFICATION CORPN. LTI	D. 2013 3.73%
10.48% ULTRATECH CEMENT LTD. 2013	3.68%
9.25% EXPORT IMPORT BANK OF INDIA 2012	3.63%
8.8% POWER GRID CORPN. OF INDIA LTD. 20	3.61%
7.55% NATIONAL HOUSING BANK 2013	3.58%
11.95% HOUSING DEVELOPMENT FINANCE	CORPN. LTD. 2018 2.44%
10.7% INDIAN RAILWAY FINANCE CORPN. L	TD. 2023 2.42%
11.45% RELIANCE INDUSTRIES LTD. 2013	2.23%
OTHER CORPORATE DEBT	15.56%

EQUITY	8.89%
I C I C I BANK LTD.	0.64%
RELIANCE INDUSTRIES LTD.	0.56%
I T C LTD.	0.52%
INFOSYS LTD.	0.49%
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	0.46%
LARSEN AND TOUBRO LTD.	0.36%
H D F C BANK LTD.	0.35%
BHARTI AIRTEL LTD.	0.33%
STATE BANK OF INDIA	0.28%
OIL AND NATURAL GAS CORPN. LTD.	0.28%
OTHER EQUITY	4.59%

MMI



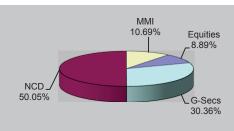
Maturity Profile



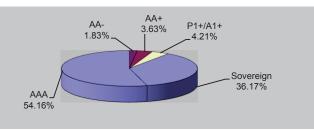
About the Fund Objective: To generate persistent return through active management of fixed income portfolio and focus on creating long-term equity portfolio, which will enhance yield of composite portfolio with minimum risk appetite.

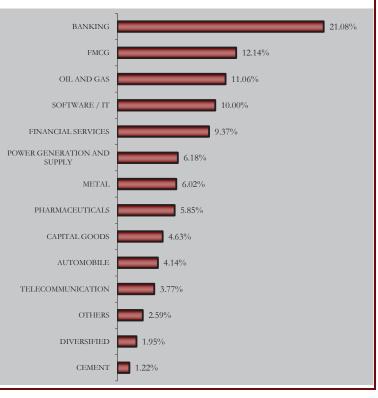
Strategy: To invest in fixed income securities with marginal exposure to equity up to 10% at low level of risk. This fund is suitable for those who want to protect their capital and earn steady return on investment through higher exposure to debt securities.





Rating Profile





Pension Growth Fund

HOLDING

ULIF00504/03/03BSLIGROWTH109

Portfolio as on 31st July 2012

SECURITIES

Birla Sun Lit

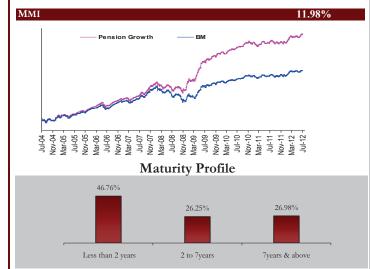
About the Fund

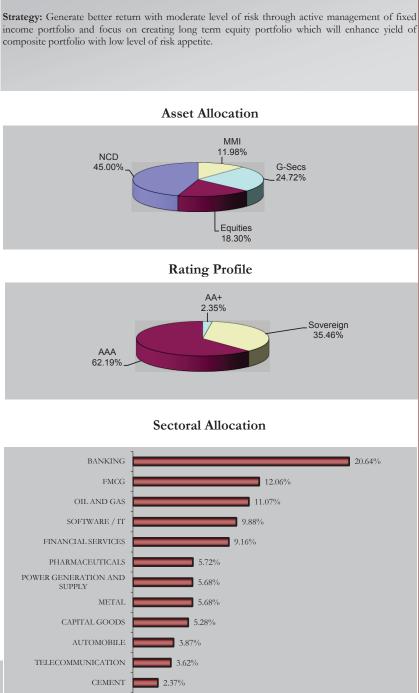
Objective: To build your capital and generate better returns at moderate level of risk, over a medium or long-term period through a balance of investment in equity and debt.

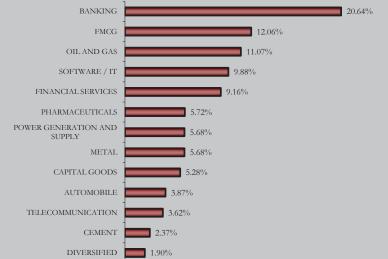
GOVERNMENT SECURITIES	24.72%
79% GOVERNMENT OF INDIA 2021	8.41%
3.15% GOVERNMENT OF INDIA 2022	3.66%
7.95% GOVERNMENT OF INDIA 2032	2.94%
.8% GOVERNMENT OF INDIA 2021	2.78%
.59% GOVERNMENT OF INDIA 2016	2.02%
.46% GOVERNMENT OF INDIA 2017	1.84%
3.08% GOVERNMENT OF INDIA 2022	1.07%
5.64% GOVERNMENT OF INDIA 2019	1.05%
3.2% GOVERNMENT OF INDIA 2022	0.94%

CORPORATE DEBT 45.00% 10.48% ULTRATECH CEMENT LTD. 2013 5.53% 8.8% POWER GRID CORPN. OF INDIA LTD. 2013 5.43% 7.75% RURAL ELECTRIFICATION CORPN. LTD. 2012 4.88% 11.5% RURAL ELECTRIFICATION CORPN. LTD. 2013 4 20% 11.95% HOUSING DEVELOPMENT FINANCE CORPN. LTD. 3.06% 10.05% NATIONAL BANK FOR AGRI. AND RURAL DEVELO 2.76%94% NATIONAL BANK FOR AGRI AND RURAL DEVELOPA 2.74% 10.75% RELIANCE INDUSTRIES LTD. 2018 2.62% 8.6% POWER FINANCE CORPN. LTD. 2014 2.16% 7.55% NATIONAL HOUSING BANK 2013 2.15% OTHER CORPORATE DEBT 9.48%

EQUITY	18.30%
I C I C I BANK LTD.	1.31%
RELIANCE INDUSTRIES LTD.	1.18%
I T C LTD.	1.08%
INFOSYS LTD.	1.01%
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	0.93%
H D F C BANK LTD.	0.71%
LARSEN AND TOUBRO LTD.	0.70%
BHARTI AIRTEL LTD.	0.66%
STATE BANK OF INDIA	0.57%
OIL AND NATURAL GAS CORPN. LTD.	0.57%
OTHER EQUITY	9.59%







OTHERS

AUTO ANCILLIARY **1.32**%

1.75%

Pension Enrich Fund

About the Fund

ULIF00404/03/03BSLIENRICH109

Portfolio as on 31st July 2012

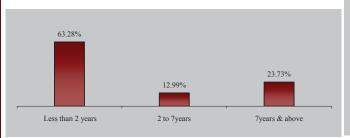
1 offiolio as off 51st July 2012	
SECURITIES	HOLDING
GOVERNMENT SECURITIES	17.53%
8.2% GOVERNMENT OF INDIA 2022	3.57%
8.79% GOVERNMENT OF INDIA 2021	3.25%
9.15% GOVERNMENT OF INDIA 2024	2.74%
7.46% GOVERNMENT OF INDIA 2017	2.09%
8.15% GOVERNMENT OF INDIA 2022	1.80%
7.95% GOVERNMENT OF INDIA 2032	1.41%
7.99% GOVERNMENT OF INDIA 2017	0.75%
7.8% GOVERNMENT OF INDIA 2021	0.60%
8.32% GOVERNMENT OF INDIA 2032	0.59%
8.35% GOVERNMENT OF INDIA 2022	0.45%
OTHER GOVERNMENT SECURITIES	0.30%
CORPORATE DEBT	34.14%
	54.1470
9.45% RURAL ELECTRIFICATION CORPN. LTD. 2013	6.03%
9.47% POWER GRID CORPN, OF INDIA LTD, 2013	4.22%
7.55% NATIONAL HOUSING BANK 2013	2.96%
8.9% STEEL AUTHORITY OF INDIA LTD. 2019	2.95%
11.5% RURAL ELECTRIFICATION CORPN. LTD. 2013	2.47%
8.6% POWER FINANCE CORPN. LTD. 2014	1.90%
10.25% TECH MAHINDRA LTD. 2014	1.83%
8.49% INDIAN RAILWAY FINANCE CORPN. LTD. 2014	1.79%
9.22% POWER FINANCE CORPN. LTD. 2012	1.74%
10.05% MARICO LTD. 2013	1.21%
OTHER CORPORATE DEBT	7.03%
OTHER CORF ORATE DEDT	7.0570
EQUITY	32.05%
I C I C I BANK LTD.	2.30%
RELIANCE INDUSTRIES LTD.	2.09%
I T C LTD.	1.91%
INFOSYS LTD.	1.78%
HOUSING DEVELOPMENT FINANCE CORPN. LTD.	1.61%
H D F C BANK LTD.	1.25%
LARSEN AND TOUBRO LTD.	1.24%
BHARTI AIRTEL LTD.	1.15%
STATE BANK OF INDIA	0.99%
OIL AND NATURAL GAS CORPN. LTD.	0.99%
OTHER EQUITY	16.72%

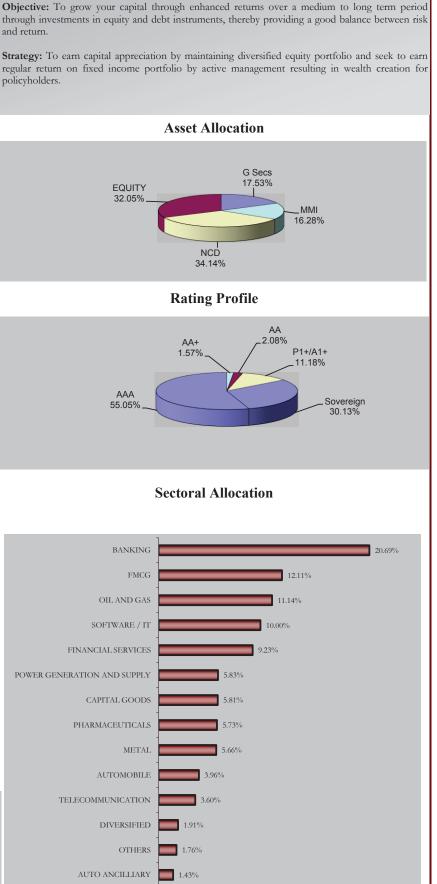
MMI



16.28%

Maturity Profile





CEMENT

1.16%

Birla Sun Lit Insurance