

CNBC TV18 - CRISIL Mutual Fund of the Year Award for 2008. Award Methodology & Disclaimer:

Birla Sun Life Mutual Fund, Category - Mutual Fund House of the Year, out of 27 fund houses. Fund Houses winning at least two awards for their schemes in the category level awards for 2008 were considered for the award based on consistency of fund house's performance across various scheme categories in the four quarterly CRISIL CPR rankings released during the calendar year 2008. The individual CRISIL CPR ranks for their schemes were aggregated on a weighted average basis to arrive at the final ranks for fund houses in both the years.

Birla Sun Life Mutual Fund, Category – Debt Fund House of the Year, out of 27 Fund houses. The award is based on consistency of fund house's performance across the Gilt, Income, Income – Short, Liquid – Retail, Liquid – Institutional, Liquid – Super Institutional, MIP (Aggressive & Conservative) and Liquid Plus categories in the four quarterly CRISIL CPR rankings released during the calendar year 2008. The individual CRISIL CPR ranks for their schemes were aggregated on a weighted average basis to arrive at the final ranks for fund houses.

Birla Sun Life Income Fund (Income Category) 17 schemes: Only Winner.

Birla Sun Life Short Term Fund - Retail (Income – Short Term Funds) 15 schemes: Only Winner.

Birla Sun Life Gilt Plus –Regular Plan (Gilt Category) 11 schemes: Only Winner.

Schemes present in all four quarterly CRISIL CPRs were considered for the award. The award is based on consistency of the scheme's performance in the four quarterly CRISIL CPR rankings released during the calendar year 2008. The individual CRISIL CPR parameter scores averaged for the four quarters were further multiplied by the parameter weights as per the CRISIL CPR methodology to arrive at the final scores. A detailed methodology of the CRISIL CPR is available at www.crisil.com. **Past performance is no guarantee of future results. Rankings and Award Source: CRISIL FundServices, CRISIL Ltd.**

LIPPER Awards India 2009: Award Methodology & Disclaimers:

Birla Sun Life Mutual Fund: Best Group over 3 years (2005-2008). Group Name - Mixed Asset, Size: 12 fund houses were eligible for the group award. Fund groups with at least five equity, five bond, or three mixed-asset portfolios in the respective asset classes were eligible for a group award. The lowest average decile(1) rank of the three years' Consistent Return measure of the eligible funds per asset class and group determined the asset class group award winner.

Birla Sun Life Asset Allocation Fund-Moderate Plan-Growth (BSLAAF-MP-GR): Best Fund – 3 year performance (2005-2008) No. of Schemes: 7; Classification-Mixed Asset INR Balanced,

Birla Sun Life Income Fund-Growth (BSLIF-Gr): Best Fund - 3 year performance (2005-2008) & 10 year performance (1998 – 2008), No. of Schemes: 99 & 16 respectively ; Classification-Bond Indian Rupee-General. BSLAAF-MP-Gr & BSLIF-Gr are awarded Lipper Awards India 2009 on the basis of Consistent Return (Effective Return) value over the relevant performance period. Entry/Exit load not considered. **Ranking source: Lipper - A Reuter Co. www.lipperweb.com**

ICRA Mutual Fund Awards 2009 - Ranking Methodology & Disclaimers:

Birla Sun Life Mutual Fund – “Star Fund House of the Year – Debt”: Birla Sun Life Mutual Fund won Star Fund House of the Year by ICRA Mutual Fund Awards 2009 in the Debt Category. In total 24 fund houses were eligible for the award. To qualify for the award a fund house needs to have atleast one ranked scheme in each of the four debt categories defined by ICRA. The scoring considered the asset under management and assessed the number of superior performing schemes managed by the fund house over the one-year period ended 31 Dec 2008. **Birla Sun Life Dynamic Bond Fund – 7-Star Fund** (Category: Open Ended Debt-Short Term, No. of schemes: 17) for 1 year performance ended 31 Dec 2008.

Birla Sun Life Dividend Yield Plus - 5-Star Fund (Category: Open Ended Diversified Equity - Aggressive, No. of schemes: 51) for 1 year performance ended 31 Dec 2008. **Birla Sun Life MNC Fund – 5-Star Fund** (Category: Open Ended Diversified Equity - Aggressive, No. of schemes: 51) for 1 year performance ended 31 Dec 2008. **Birla Sun Life Frontline Equity Fund – Two 5-Star Fund Rankings** both in 'Open Ended Diversified Equity - Defensive' schemes Category – 51 and 55 Schemes – 1 and 3 year performance ended 31 Dec 2008 respectively. **Birla Sun Life Savings Fund - Institutional Plan** (erstwhile Birla Sun Life Liquid Plus – Institutional Plan)- 5-Star Fund (Category: Open Ended Liquid Plus - Institutional Plan, No. of Schemes: 34) 1 year performance ended 31 Dec 2008. **Birla Sun Life Income Plus - 5-Star Fund** (Category: Open Ended Debt – Long Term, No. of Schemes: 21) 3 year performance ended 31 Dec 2008. **Birla Sun Life Gilt Plus-Regular Plan - 5-Star Fund** (Category: Open Ended Gilt, No. of Schemes: 21) 3 year performance ended 31 Dec 2008. The rank is an outcome of an objective and comparative analysis against various parameters, including: risk adjusted return, fund size, company concentration, portfolio turnover and liquidity. 7-Star Fund Rank indicates - Best Performance amongst the 5-Star Funds. 5-Star Fund Rank indicates - Best performance (Top 10% of the category). Entry/Exit Loads not considered. **Past Performance is no guarantee of future results. Ranking Source & Publisher: ICRA Online Limited**