

Aditya Birla Sun Life Mutual Fund Launches Investor Education Campaign On 'Sabse Important Plan (SIP)'

The campaign emphasises on Sabse Important Plan (SIP) for investors to turn their dreams into reality

Mumbai, March 24, 2025: Aditya Birla Sun Life AMC Limited (ABSLAMC) was incorporated in the year 1994. Aditya Birla Capital Limited and Sun Life (India) AMC Investments Inc. are the promoters and major shareholders of the Company. ABSLAMC is primarily the investment manager of Aditya Birla Sun Life Mutual Fund, a registered trust under the Indian Trusts Act, 1882. The asset manager has launched their latest investor education campaign – **Sabse Important Plan (SIP)**.

Whether it's starting a café chain or traveling the world — everyone has a dream for tomorrow. However, dreams require something more than just an intent. They require a plan. A plan that can help turn dreams and ambitions into reality.

Bridging this philosophy into reality, ABSLAMC has introduced '**Sabse Important Plan**' (SIP), a visually powerful and thought-provoking campaign aimed at emphasizing the significance of starting an Systematic Investment Plan (SIP).

The first ad shows Mr. Saini, a regular office goer dreaming about opening a chain of café's in "**Khayali Pulao**" style while the other shows Ms. Simran, a working professional dreaming about traveling the world in "**Hawai Baatein**" style. However, in both cases, it dawns on them that they haven't done the Sabse Important Plan for their dreams to come true.

Commenting on the campaign, **A. Balasubramanian, Managing Director & CEO, Aditya Birla Sun Life AMC Ltd., said,** "*The current investor education campaign emphasises that investors should start their Sabse Important Plan (SIP) to make their dreams into reality. It appeals to the millennials seeking stable, reliable and long-term investment solutions to achieve major life goals like starting their own business, travel, homeownership, children's education and a comfortable retirement along.*"

With a pan-India launch in digital, television, and print media, 'Sabse Important Plan' is not only a campaign but a movement to make systematic investing a way of life. For although dreams are limitless, a planned future begins with one '**Sabse Important Plan**'—SIP.

[Click Here](#) To Know More About Aditya Birla Sun Life AMC's Sabse Important Plan (SIP) Campaign

About Aditya Birla Sun Life AMC Limited

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ABSLAMC is primarily the investment manager of Aditya Birla Sun Life Mutual Fund, a registered trust under the Indian Trusts Act, 1882. ABSLAMC also operates multiple alternate strategies including Portfolio Management Services, Real Estate Investments and Alternative Investment Funds. ABSLAMC is one of the leading asset managers in India, servicing around 10.5 million investor folios with a pan India presence across 300+ locations and overall AUM of Rs. 4,009 billion for the quarter ending December 31, 2024 under its suite of Mutual Fund (excluding domestic FoFs), Portfolio Management Services, Alternative Investment Funds, Offshore and Real Estate offerings.

About Aditya Birla Capital Limited

Aditya Birla Capital Limited ("ABCL") is a registered Core Investment Company ("CIC") and the holding company of the financial services businesses.

Through its subsidiaries/JVs, ABCL provides a comprehensive suite of financial solutions across Loans, Investments, Insurance, and Payments to serve the diverse needs of customers across their lifecycles. Powered by over 59,000 employees, the businesses of ABCL have a nationwide reach with over 1,482 branches and more than 200,000 agents/channel partners along with several bank partners.

As of December 31, 2024, Aditya Birla Capital Limited manages aggregate assets under management of over Rs. 5.03 Lakh Crore with a consolidated lending book of over Rs 1.46 Lakh Crore through its subsidiaries/JVs.

Aditya Birla Capital Limited is a part of the US\$66 billion global conglomerate Aditya Birla Group, which is in the league of Fortune 500. Anchored by an extraordinary force of over 187,000 employees belonging to 100 nationalities, the Group is built on a strong foundation of stakeholder value creation. With over seven decades of responsible business practices, the Group's businesses have grown into global powerhouses in a wide range of sectors - from metals to cement, fashion to financial services and textiles to trading. Today, over 50% of the Group's revenues flow from overseas operations that span over 40 countries in North and South America, Africa, Asia, and Europe.

About Sun Life

Sun Life is a leading international financial services organization providing asset management, wealth, insurance and health solutions to individual and institutional Clients. Sun Life has operations in a number of markets worldwide, including Canada, the United States, the United Kingdom, Ireland, Hong Kong, the Philippines, Japan, Indonesia, India, China, Australia, Singapore, Vietnam, Malaysia and Bermuda. As of Dec 31, 2024, Sun Life had total assets under management of \$1.54 trillion. For more information, please visit www.sunlife.com. Sun Life Financial Inc. trades on the Toronto (TSX), New York (NYSE) and Philippine (PSE) stock exchanges under the ticker symbol SLF.

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Mutual Fund Investments are subject to market risks, read all scheme-related documents carefully. An Investor Education and Awareness Initiative by Aditya Birla Sun Life Mutual Fund. All investors have to go through one time KYC (Know Your Customer) process. Investors to invest only with SEBI registered Mutual Funds. For further information on KYC, list of SEBI registered Mutual Funds and redressal of complaints including details about SEBI SCORES Portal, visit link: bit.ly/Birla_KYC for further details.