



**Mr. A Balasubramanian**  
MD & CEO

Dear Investors & Distributors,

Hope each of you and your families are safe and healthy.

The break out of Covid-19 and the nationwide lockdown implemented has impacted life at large. While governments, institutions and businesses across the world have been undertaking measures to fight the Covid-19 related challenges, life is slowly inching back to a new normal as lockdown relaxations are being implemented in phases. Policy support and monetary support from the RBI & Government will help in restoration of normalcy and revival of the economy.

The pandemic induced lockdown has made work from home, the new way of life, the new way businesses function. Going forward, businesses will likely adopt work from home or a hybrid model of work from home & office for a part of their workforce. Digital & Technology will play a crucial role in the way businesses function. We at Aditya Birla Sun Life Mutual Fund have been at the forefront with regard to the adoption of digital technology. We have over the years created many robust digital assets in order to help our investors & distributors interact & transact digitally. We keep updating these assets by adding new features in order to provide our investors & distributors with ease of transactions and service experience. On the Investor Assets, we have enabled SIP registration with EOTM on our Investor portal, addition of banks up to 5 Banks in Existing Folio's, option to choose Daily STP on Investor Portal, Cancel all eligible SIP including SIP registered Offline via physical mode and Video KYC for new Investors as well as our Distribution partners. While on the Partner Assets we have created ABSLMF Partner EasyLink which allows convenience of quick transactions, customised ARN links, shareable through any communication

channels, enabled advisors to initiate SIP/STP Pause & Cancellation by sending a link to their Investors.

As a fund house, we have been looking at our investment portfolios and taking measures to deliver best possible returns and investment experience to our investors. The current liquidity in the market and the RBI interest rate policy changes are reflecting on the broader interest rates in the capital markets, which is helping companies to raise capital and reduce their costs of borrowing. The sustained liquidity in the system, along with other policy measures will help revive business activity gradually and also give hope for a quicker economic recovery.

As life and business activities get back to a new normal, we will see FY 2021 to be a year of broader economic recovery. The liquidity measures enacted by monetary institutions across the world lead to money flowing into emerging markets and the strengthening of the US dollar help in sustenance of flows towards Emerging Markets and India through the form of FDI & FII. This will help in shoring up of the forex reserves, provide exchange rate stability & economic robustness. All these should help the equity markets recover as we go long. Building equity for long term should be a key focus for investors.

Also, the falling interest rate on bank deposits provides a compelling case for investors to consider debt mutual funds for their returns. While the various asset classes have their cycles of return, asset allocation remains the key to a good investment experience over time.

As you know, regulatory framework in the securities market keeps changing that has some impact in the investment world, both in the securities market and mutual Funds. One such announcement came into effect from 1st July 2020, the introduction of Stamp Duty on creation of securities which would have a marginal impact on the mutual fund units creations. An update with respect to this is given on our Website. ([Click here for the update](#)) One may want to update themselves with these development.

Looking forward to returning of normalcy during the ensuing festival season.

Be Safe! Stay Safe!

