Aditya Birla Sun Life AMC Ltd.

(A part of Aditya Birla Capital Ltd.)



ADITYA BIRLA SUN LIFE AMC LIMITED

Aditya Birla Sun Life AMC Limited ("our Company") was originally incorporated as 'Birla Capital International AMC Limited' at Mumbai, Maharashtra as a public company under the Companies Act, 1956, pursuant to a certificate of incorporation dated September 5, 1994, issued by the RoC and commenced operations pursuant to a certificate for commence business dated November 10, 1994, issued by the Registrar of Companies, Maharashtra at Mumbai ("RoC"). Further, the name of our Company was changed from 'Birla Capital International AMC Limited' to 'Birla Sun Life Asset Management Company Limited' pursuant to which a revised certificate of incorporation was issued by the RoC dated June 29, 1999. Subsequently, the name of our Company was changed from 'Birla Sun Life Asset Management Company Limited' to 'Aditya Birla Sun Life Asset Management Company Limited' to 'Aditya Birla Sun Life Asset Management Company Limited' and a revised certificate of incorporation dated July 17, 2017 pursuant to change of name was issued by the Roc. For further details in relation to the changes in the name and registered office of our Company, see "History and Certain Corporate Matters" beginning on page 172 of the Red Herring Prospectus dated September 22, 2021 ("RHP").

Registered and Corporate Office: One World Center, Tower 1, 17th Floor, Jupiter Mills, Senapati Bapat Marg, Elphinstone Road, Mumbai - 400 013, Maharashtra, India; Telephone: +91 22 4356 8008; Contact Person: Hemanti Wadhwa, Head - Compliance, Legal and Secretarial, Company Secretary and Compliance Officer E-mail: ABSLAMC.CS@adityabirlacapital.com; Website: https://mutualfund.adityabirlacapital.com; Corporate Identity Number: U65991MH1994PLC080811

PROMOTERS OF OUR COMPANY: ADITYA BIRLA CAPITAL LIMITED AND SUN LIFE (INDIA) AMC INVESTMENTS INC.

INITIAL PUBLIC OFFER OF UP TO 38,880,000 EQUITY SHARES OF FACE VALUE OF ₹5 EACH ("EQUITY SHARES") OF ADITYA BIRLA SUN LIFE AMC LIMITED ("COMPANY") FOR CASH AT A PRICE OF ₹[●] PER EQUITY SHARE ("OFFER PRICE") AGGREGATING UP TO ₹[●] MILLION (THE "OFFER") THROUGH AN OFFER FOR SALE OF UP TO 2,850,880 EQUÍTY SHARES AGGREGATING UP TO ₹ ● MILLION BY ADÎTYA BIRLA CAPITAL LIMITED ("ABCL") AND UP TO 36,029,120 ÈQUITY SHARES AGGREGATING UP TO ₹ ● MILLION BY SUN LIFÉ (INDIA) AMC INVESTMENTS INC. ("SUN LIFÉ AMC" TOGETHER WITH ABCL, THE "SELLING SHAREHOLDERS" AND SUCH EQUITY SHARES OFFERED BY THE SELLING SHAREHOLDERS, THE "OFFERED SHARES"). THE OFFER INCLUDES A RESERVATION OF UP TO 1,944,000 EQUITY SHARES, FOR SUBSCRIPTION BY ABCL SHAREHOLDERS (AS DEFINED IN THE RHP) (THE "ABCL SHAREHOLDERS"). RESERVATION PORTION"). THE OFFER LESS THE ABCL SHAREHOLDERS RESERVATION PORTION IS HEREINAFTER REFERRED TO AS THE "NET OFFER", AGGREGATING UP TO 36,936,000 EQUITY SHARES. THE OFFER AND THE NET OFFER SHALL CONSTITUTE 13.50% AND 12.83% OF THE POST-OFFER PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY, RESPECTIVELY.

QIB Portion: Not More Than 50% of the Net Offer Retail Portion: Not Less than 35% of the Net Offer Non-Institutional Portion: Not Less than 15% of the Net Offer ABCL Shareholders Reservation Portion: Up To 1,944,000 Equity Shares

> Price Band: ₹ 695 to ₹ 712 per Equity Share of face value of ₹5 each. The Floor Price is 139.00 times the face value of the Equity Shares and the Cap Price is 142.40 times the face value of the Equity Shares. Bids can be made for a minimum of 20 Equity Shares and in multiples of 20 Equity Shares thereafter.

ASBA^{*} Simple, Safe, Smart way of Application!!! # Applications supported by blocked amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account, For further details,

Mandatory in public issues. No cheque will be accepted.

UPI-Now available in ASBA for Retail Individual Bidders ("RIBs") applying through Registered Brokers, DPs and RTAs. RIIs also have the option to submit the application directly to the ASBA Bank (SCSBs) or to use the facility of linked online trading, demat and bank account. Investors are required to ensure that the bank account used for bidding is linked to their PAN.

ASBA has to be availed by all the investors except Anchor Investors. UPI may be availed by Retail Individual Bidders and ABCL Shareholder Reservation Portion (subject to Bid Amount being up to ₹2,00,000). For details on the ASBA and UPI process, please refer to the details given in ASBA form and abridged prospectus and also please refer to the section "Offer Procedure" beginning on page 326 of the RHP. The process is also available on the website of Association of Investment Bankers of India ("AIBI"), Stock Exchanges and in the General Information Document. ASBA bid-cum-application forms can be downloaded from the websites of BSE Limited ("BSE") and National Stock Exchanges and in the General Information Document. ASBA bid-cum-application forms can be downloaded from the websites of BSE Limited ("BSE") and National Stock Exchanges") and can be obtained from the list of banks that is displayed on the website of sell at www.sebi.gov.in. HDFC Bank Limited has been appointed as Sponsor Bank for the Offer, in accordance with the requirements of the SEBI Circular dated November 1, 2018 as amended. For offer related queries, please contact the Global Coordinators and Book Running Lead Managers ("GCBRLMs") and the Mail Id: ipo.upi@npci.org.in.

Risks to Investors

- The 3 Global Co-ordinators and Book Running Lead Managers and 8 Book Running Lead Managers associated with the Offer have handled 61 public issues in the past 3 years, out of which 19 issues closed below the offer price on the listing date.
- The Price/Earnings ratio based on diluted EPS on a restated consolidated basis for Fiscal 2021 for the Company at the upper end of the Price Band is as high as 38.97 times.
- Average cost of acquisition of Equity Shares for ABCL is ₹2.30 and for Sun Life AMC is ₹2.77 and Offer Price at upper end of the Price Band is ₹712.
- Weighted Average Return on Net Worth for Fiscals 2021, 2020, 2019 is 34.05%.

BID/OFFER PROGRAMME

BID/OFFER CLOSES TODAY#

"UPI Mandate end time shall be 12 noon on October 4, 2021

In case of any revision to the Price Band, the Bid/Offer Period will be extended by at least three additional Working Days following such revision of the Price Band, subject to the Bid/Offer Period not exceeding 10 Working Days. In cases of force majeure, banking strike or similar circumstances, our Company and the Selling Shareholders, in consultation with the GCBRLMs and the BRLMs, may for reasons to be recorded in writing, extend the Bid/Offer Period for a minimum of three Working Days, subject to the Bid/Offer Period not exceeding 10 Working Days. Any revision in the Price Band and the revised Bid/Offer Period, if applicable, will be widely disseminated by notification to the Stock Exchanges, by issuing a public notice, and also by indicating the change on the respective websites of the GCBRLMs and the BRLMs and at the terminals of the Syndicate Members and by intimation to Self-Certified Syndicate Banks ("SCSBs"), other Designated Intermediaries and the Sponsor Bank, as applicable

This Offer is being made in terms of Rule 19(2)(b) of the Securities Contracts (Regulation) Rules, 1957, as amended ("SCRR") read with Regulation 31 of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended ("SEBI ICDR Regulations"). The Offer is being made in accordance with Regulation 6(1) of the SEBI ICDR Regulations and through a Book Building Process wherein not more than 50% of the Net Offer shall be available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs", and such portion, the "QIB Portion"). Our Company and the Selling Shareholders shall, in consultation with the Global Coordinators and Book Running Lead Managers and the Book Running Lead Managers, allocate up to 60% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with the SEBI ICDR Regulations ("Anchor Investor Portion"), out of which at least one-third shall be available for allocation to domestic Mutual Funds only, subject to valid Bids being received from the domestic Mutual Funds at or above the Anchor Investor Allocation Price. In the event of under-subscription, or non-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the Net QIB Portion. Further, 5% of the Net QIB Portion shall be available for allocation on a proportionate basis to Mutual Funds only, and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIB Bidders other than Anchor Investors, including Mutual Funds, subject to valid Bids being received at or above the Offer Price. Further, not less than 15% of the Net Offer shall be available for allocation on a proportionate basis to Non-Institutional Bidders and not less than 35% of the Net Offer shall be available for allocation to Retail Individual Bidders ("RIBs") in accordance with SEBI ICDR Regulations, subject to valid Bids being received at or above the Offer Price. All potential Bidders, other than Anchor Investors, are required to mandatorily utilise the Application Supported by Blocked Amount ("ASBA") process by providing details of their respective bank account (including UPIID in case of RIBs and ABCL Shareholders Bidding under the ABCL Shareholders Reservation Portion (subject to the Bid Amount being up to ₹200,000)) which will be blocked by the SCSBs, to participate in the Offer. Anchor Investors are not permitted to participate in the Anchor Investor Portion through the ASBA process. For details, see *Offer Procedure* beginning on page 326 of the RHP.

Bidders/Applicants should note that on the basis of the PAN, DP ID and Client ID as provided in the Bid cum Application Form, the Bidder/Applicant may be deemed to have authorised the Depositories to provide to the Registrar to the Offer, any requested Demographic Details of the Bidder/Applicant as available on the records of the depositories. These Demographic Details may be used, among other things, for unblocking of ASBA Account or for other correspondence(s) related to the Offer. Bidders/Applicants are advised to update any changes to their Demographic Details as available in the records of the Depository Participant to ensure accuracy of records. Any delay resulting from failure to update the Demographic Details would be at the Bidders'/Applicants' sole risk.

Contents of the Memorandum of Association of the Company as regards its objects: For information on the main objects of our Company, please see the section "History and

Certain Corporate Matters" beginning on page 172 of the RHP. The Memorandum of Association of our Company is a material document for inspection in relation to the Offer. For further details, please see the section "Material Contracts and Documents for Inspection" beginning on page 390 of the RHP Liability of the members of the Company: Limited by shares

Amount of share capital of the Company and Capital structure: The authorised, issued, subscribed and paid-up share capital of our Company as on the date of the RHP is as follows: The authorised share capital of the Company is ₹ 1,600,000,000 divided into 320,000,000 Equity Shares of ₹ 5 each. The issued, subscribed and paid-up share capital of our Company is ₹ 1,440,000,000 divided into 288,000,000 Equity Shares of ₹ 5 each. For details, please see the section "Capital Structure" beginning on page 68 of the RHP.

Names of signatories to the Memorandum of Association of the Company and the number of Equity Shares subscribed by them: The names of the signatories of the Memorandum of Association of our Company are Krishna Gopal Aimera, Adesh Kumar Gupta, Anil Phalod, Anand Rathi, B.L. Shah, Jayaram Subramaniam, and Krishan Gopal Ajmera (as authorized representative of Birla Growth Fund Limited) who subscribed to 10 equity shares each as initial subscription. Listing: The Equity Shares offered through the RHP are proposed to be listed on the Stock Exchanges. Our Company has received 'in-principle' approvals from BSE and NSE for the listing the Equity Shares offered through the RHP are proposed to be listed on the Stock Exchanges. Our Company has received 'in-principle' approvals from BSE and NSE for the listing the Equity Shares of the Equity Shares of the RHP are proposed to be listed on the Stock Exchanges. Our Company has received 'in-principle' approvals from BSE and NSE for the listing the Equity Shares of the Equity Sh

of the Equity Shares pursuant to letters dated May 31, 2021 and June 4, 2021, respectively. For the purposes of the Offer, the Designated Stock Exchange shall be NSE. A copy of the RHF and the Prospectus shall be filed with the RoC in accordance under Section 26(4) and Section 32 of the Companies Act. For details of the material contracts and documents available for inspection from the date of the RHP up to the Bid/Offer Closing Date, please see the section "Material Contracts and Documents for Inspection" beginning on page 390 of the RHP. Disclaimer Clause of the SEBI: SEBI only gives its observations on the offer documents and this does not constitute approval of either the Offer or the specified securities or the offer document. The investors are advised to refer to page 299 of the RHP for the full text of the Disclaimer Clause of SEBI.

Disclaimer Clause of NSE (Designated Stock Exchange): It is to be distinctly understood that the permission given by NSE should not in any way be deemed or construed that the Offer Document has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Offer Document. The investors are advised to refer to page 301 of the RHP for the full text of the Disclaimer Clause of NSE.

Disclaimer Clause of BSE: It is to be distinctly understood that the permission given by BSE should not in any way be deemed or construed that the RHP has been cleared or approved by BSE nor does it certify the correctness or completeness of any of the contents of the RHP. The investors are advised to refer to page 300 of the RHP for the full text of the Disclaimer Clause of BSE.

General Risks: Investments in equity and equity-related securities involve a degree of risk and Bidders should not invest any funds in the Offer unless they can afford to take the risk of losing all or part of their investment. Bidders are advised to read the risk factors carefully before taking an investment decision in the Offer. For taking an investment decision, Bidders must rely on their own examination of our Company and the Offer, including the risks involved. The Equity Shares in the Offer have neither been red Securities and Exchange Board of India ("SEBi"), nor does SEBI guarantee the accuracy or adequacy of the contents of this Red Herring Prospectus. Specific attention of the Bidders

BOOK RUNNING LEAD MANAGERS

CORRIGENDUM: NOTICE TO INVESTORS

This is with reference to the red herring prospectus of the Company dated September 22, 2021 ("RHP") filed with the RoC. SEBI and the Stock Exchanges. Attention of investors is drawn to the following:

On page 201-202 of the RHP, under the heading "Promoter Group - Promoter Group entities of ABCL" ABARC-AST-009-Trust should be added to the list of Promoter Group entities of ABCL under the relation "Persons whose shareholding is aggregated under the heading "shareholding of the promoter Group entities of ABCL" ABARC-AST-009-Trust should be added to the list of Promoter Group entities of ABCL under the relation "Persons whose shareholding is aggregated under the heading "shareholding of the promoter Group entities of ABCL" and the list of Promoter Group entities of ABCL under the relation "Persons whose shareholding is aggregated under the heading "shareholding of the promoter Group entities of ABCL" and the list of Promoter Group entities of ABCL under the relation "Persons whose shareholding is aggregated under the heading "shareholding of the promoter Group entities of ABCL" and the list of Promoter Group entities of ABCL under the relation "Persons whose shareholding is aggregated under the heading "shareholding of the promoter Group entities of ABCL" and the list of Promoter Group entities of ABCL" and the list of Promoter Group entities of ABCL" and the list of Promoter Group entities of ABCL" and the list of Promoter Group entities of ABCL under the list of Promoter Group entities of ABCL under the list of Promoter Group entities of ABCL under the list of Promoter Group entities of ABCL under the list of Promoter Group entities of ABCL under the list of Promoter Group entities of ABCL under the list of Promoter Group entities of ABCL under the list of Promoter Group entities of ABCL under the list of Promoter Group entities of ABCL under the list of ABCL under the l shall be deemed to include ABARC-AST-009-Trust.

The RHP shall be read in conjunction with this Corrigendum. The information in this Corrigendum supersedes the information in the RHP to the extent inconsistent with the information in the RHP. Relevant changes will be reflected in the Prospectus as and when filed with the RoC, SEBI and the Stock Exchanges. All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the RHP

GLOBAL COORDINATORS AND BOOK RUNNING LEAD MANAGERS **E** kotak nyestment Bar BofA SECURITIES **BofA Securities India Limited Kotak Mahindra Capital Company Limited** 1st Floor, 27 BKC, Plot No. 27, G Block, Ground Floor, "A" Wing, One BKC, "G" Block,

Bandra Kurla Complex, Bandra (East), Mumbai - 400 051, Maharashtra, India. **Tel:** +91 22 4336 0000 E-mail: ABSLAMC.ipo@kotak.com Website: www.investmentbank.kotak.com Investor Grievance ID: kmccredressal@kotak.com Contact Person: Ganesh Rane SEBI Registration No.: INM000008704

Bandra Kurla Complex, Bandra (East) Mumbai - 400 051, Maharashtra, India Tel: +91 22 6632 8000 E-mail: dg.absl_ipo@bofa.com Website: www.ml-india.com Investor Grievance ID: dg.india_merchantbanking@bofa.com Contact Person: Abhay Agarwal SEBI Registration No.: INM000011625

Citigroup Global Markets India Private Limited 1202, First International Financial Cente Bandra Kurla Complex, Bandra (East), Mumbai - 400 098, Maharashtra, India Tel: +91 22 6175 9999 E-mail: absl.amc.ipo@citi.com Website:www.online.citibank.co.in/rhtm/citigroup globalscreen1.htm nvestor Grievance ID: investors.cgmib@citi.com Contact Person: Siddharth Sharma

Tel: +91 22 2217 8300

E-mail: absl.ipo@sbicaps.com

SEBI Registration No: INM000010718

BOOK RUNNING LEAD MANAGERS

AXIS CAPITAL **Axis Capital Limited** Ist floor, Axis House, C-2 Wadia International

Centre, P.B. Marg, Worli, Mumbai - 400 025, Maharashtra, India Tel: +91 22 4325 2183 E-mail: absl.ipo@axiscap.in Website: www.axiscapital.co.in Investor Grievance ID: complaints@axiscap.in Contact Person: Simran Gadh SEBI Registration Number: INM000012029

THDFC BANK We understand your world **HDFC Bank Limited**

Investment Banking Group Unit No. 401 & 402, 4th Floor, Tower B, Peninsula Business Park, Lower Parel, Mumbai - 400 013. Maharashtra, India. **Tel:** +91 22 3395 8233 E-mail: abslamc.ipo@hdfcbank.com Website: www.hdfcbank.com Investor Grievance ID: nvestor.redressal@hdfcbank.com Contact Person: Harsh Thakkar / Ravi Sharma

SEBI Registration No.: INM000011252

ICICI Securities Limited ICICI Venture House, Appasaheb Marathe Marg Prabhadevi, Mumbai - 400025 Tel.: (91 22) 6807 7100 E-mail: abslamc.ipo@icicisecurities.com Website: www.icicisecurities.com Investor Grievance ID:

ICICI Securities

customercare@icicisecurities.com Contact Person: Vaibhay Saboo/ Nidhi Wangnoo SEBI Registration Number: INM000011179

IIFL SECURITIES **IIFL Securities Limited**

Senapati Bapat Marg, Lower Parel (West), Mumbai - 400 013, Maharashtra, India Tel: +91 22 4646 4600 E-mail: absl.amc.ipo@iiflcap.com Website: www.iiflcap.com

10th Floor, IIFL Centre, Kamala City,

Investor Grievance E-mail: ig.ib@iiflcap.com Contact Person: Ujjaval Kumar / Harshvardhan Jain SEBI Registration No: INM000010940

JM FINANCIAL

JM Financial Limited 7th Floor, Cnergy, Appasaheb Marathe Marg, Prabhadevi, Mumbai - 400025, Maharashtra, India Tel: +91 22 6630 3030 E-mail: absl.ipo@jmfl.com Website: www.jmfl.com Investor Grievance E-mail: grievance.ibd@jmfl.com Contact Person: Prachee Dhuri

Motilal Oswal Investment Advisors Limited Motilal Oswal Tower, Rahimtullah Sayani Road, Opposite Parel ST Depot, Prabhadevi, Mumbai - 400 025, Maharashtra, India, Tel: +91 22 7193 4380 E-mail: abslamc.ipo@motilaloswal.com Website: www.motilaloswalgroup.com nvestor Grievance E-mail: moiaplredressal@motilaloswal.com Contact Person:Subodh Mallya SEBI Registration No.: INM000011005

MOTILAL OSWAL

SBI Capital Markets Limited 202, Maker Tower 'E', Cuffe Parade, Mumbai - 400 005, Maharashtra India

Website: www.sbicaps.com Investor Grievance ID: investor.relations@sbicaps.com Contact Person: Sambit Rath/ Janardhan Wagle SEBI Registration No: INM000003531

YES / SECURITIES YES Securities (India) Limited 2nd Floor, YES Bank House, Off Western Express Highway, Santacruz East, Mumbai - 400 055,

Tel: +91 22 6507 8131 E-mail: abslamc.ipo@ysil.in Website: www.yesinvest.in Investor Grievance E-mail: igc@ysil.in Contact Person: Sachin Kapoor/Lalit Phatak SEBI Registration No.: INM000012227

Maharashtra India

MFINTECH

REGISTRAR TO THE OFFER

KFin Technologies Private Limited (formerly known as Karvy Fintech Private Limited) Selenium, Tower B, Plot No. - 31 and 32, Financial District, Nanakramguda, Serilingampally, Hyderabad, Rangareddi - 500 032, Telangana, India Tel: +91 40 6716 2222; Toll free number: 18003094001 E-mail: absl.ipo@kfintech.com

E-mail: absi.po@kinitech.com
Website: www.kfintech.com
Investor Grievance ID: einward.ris@kfintech.com
Contact Person: M Murali Krishna
SEBI Registration Number: INR000000221

One World Center, Tower 1, 17th Floor, Jupiter Mills, Senapati Bapat Marg, Elphinstone Road, Mumbai-400 013, Maharashtra, India. **Tel**: +91 22 4356 8008 E-mail: ABSLAMC.CS@adityabirlacapital.com Investors can contact Our Head - Compliance, Legal and Secretarial, Company Secretary and Compliance officer or the

Ms. Hemanti Wadhwa

Secretarian, Company Secretary and Compliance officer or the Registrar to the Offer in case of any pre-Offer or post-Offer related problems such as non-receipt of letters of Allotment, non-credit of Allotted Equity Shares in the respective beneficiary account, non-receipt of refund orders or non-receipt of funds by electronic mode, etc. For all Offer related queries and for redressal of complaints, investors may also write to the GCBRLMs and

SEBI Registration No.: INM000010361 * In compliance with the proviso to Regulation 21A of the SEBI Merchant Banker Regulations and Regulation 23(3) of the SEBI ICDR Regulations, ICICI Securities Limited will be involved only in marketing of the Offer. ICICI Securities has signed the due diligence certificate and has been disclosed as a BRLM for the Offer.

AVAILABILITY OF THE RHP: Investors are advised to refer to the RHP and the Risk Factors, contained therein before applying in the Offer. Full copy of the RHP is available on websites of the GCBRLMs, i.e. Kotak Mahindra Capital Company Limited, BofA Securities India Limited and Citigroup Global Markets India Private Limited at www.investmentbank.kotak.com, www.ml-india.com and www.online.citibank.co.in/rhtm/citigroupglobalscreen1.htm, respectively and the websites of the BRLMs, i.e. Axis Capital Limited, IFL Securities Limited, IM Financial Limited, Motilal Oswal Investment Advisors Limited, SBI Capital Markets Limited and YES Securities (India) Limited at www.axiscapital.co.in, www.hdfcbank.com, www.infl.com, www.mctilaloswalgroup.com, www.mctilaloswalgroup.com, www.mctilaloswalgroup.com, www.msindia.com and www.nseindia.com, respectively. AVAILABILITY OF BID CUM APPLICATION FORMS: Bid cum Application Forms can be obtained from the Registered Office of Aditya Birla Sun Life AMC Limited, Tel: +91 22 4356 8008; GCBRLMs: Kotak Mahindra Capital Company Limited, Tel: +91 22 4336 0000; BofA Securities India Limited, Tel: +91 22 6632 8000; Citigroup Global Markets India Private Limited, Tel: +91 22 6175 9999; and BRLMs: Axis Capital Limited, Tel: +91 22 4325 2183; HDFC Bank Limited, Tel: +91 22 4325 2183; ICICI Securities Limited, Tel: +91 22 2288 2460; IJFL Securities Limited, Tel: +91 22 4646 4600; JM Financial Limited, Tel: +91 22 6630 3030; Motilal Oswal Investment Advisors Limited, Tel: +91 22 7193 4380; SBI Capital Markets Limited, Tel: +91 22 2217 8300; YES Securities (India) Limited, Tel: +91 22 6507 8131 and Syndicate Members: HDFC Securities Limited, Tel: +91 22 6218 5470; Motilal Oswal Financial Services Limited, Tel: +91 22 7193 4200; YES Securities (India) Limited, Tel: +91 22 7193 4203; JM Financial Services Limited, Tel: +91 22 618 5470; Motilal Oswal Financial Services Limited, Tel: +91 22 7193 4200; YES Securities Limited, Tel: +91 22 7193 4200; YES Securities Limited, Tel: +91 22 7193 4203; JM Financial Services Limited, Tel: +91 22 618 5470; Motilal Oswal Financial Services Limited, Tel: +91 22 7193 4200; YES Securities Limited, Tel: +91 22 7193 4200; YES

Tel: +91 22 6136 3400; SBICAP Securities Limited, Tel: +91 22 4227 3300 and Investec Capital Services (India) Private Limited, Tel: +91 22 6849 7400 at the select locations of the Sub-syndicate Members (as given below), SCSBs, Registered Brokers, RTAs and CDPs participating in the Offer. ASBA Forms will also be available on the websites of BSE and NSE and the Designated Branches of SCSBs, the list of which is available at websites of the Stock Exchanges and SEBI. Sub-Syndicate Members: Alankit Assignments Ltd., Almondz Global Securities Ltd., Ambit Securities Ltd., Choice Equity Broking Pvt. Ltd., Centrum Broking Ltd., Centrum Broking Ltd., Centrum Broking Ltd., Finwizard Technology Pvt. Ltd., G Raj & Co. (Consultants) Ltd., Globe Capital Market Ltd., Hem Securities Ltd., ICICI Securities Ltd., ICICI Securities Ltd., IDBI Capital Markets & Securities Ltd., IFL Securities Ltd., IA, Layshmishree Investment & securities Pvt. Ltd., Keynote Capitals Ltd., Kynote Capitals Ltd., KNA Share Brokers Pvt. Ltd., Layshmishree Investment & securities Pvt. Ltd., LKP Securities Ltd., Inventure Growth & Securities Ltd., Marwadi Shares & Finance, Mehta Equities Pvt. Ltd., Parkhomath Capital, Patel Wealth Advisors Pvt. Ltd., Parkhomath Capital, Patel Wealth Capital, Patel We Brokers Pvt. Ltd., Religare Securities, RR Equity Brokers Pvt. Ltd., Sharekhan Ltd., SMC Global Securities Ltd., SYcroporate Services Pvt. Ltd., Steel City Securities Ltd., Systematix Shares and Stocks (India) Ltd., Tanna Financial Services, Trade Bulls Securities (P) Ltd., Viren M. Shah and Zerodha.

Escrow Collection Bank: Axis Bank Limited | Refund Bank: State Bank of India | Public Offer Bank and Sponsor Bank: HDFC Bank Limited All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the RHP

For Aditya Birla Sun Life AMC Limited On behalf of the Board of Directors

Head - Compliance, Legal and Secretarial, Company Secretary and Compliance Officer Aditya Birla Sun Life AMC Limited is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public offering of its Equity Shares and has filed the RHP with the RoC on September 22, 2021. The RHP is available on the website of SEBI at www.sebi.gov.in,

Date: September 30, 2021

Place: Mumbai

websites of the Stock Exchanges i.e. BSE and NSE at www.bseindia.com and www.nseindia.com and www.hdfcbank.com, www.icicisecurities.com, www.imfl.com, www.imfl.com, www.imfl.com, www.mfl.com, www.mfl.com Bidders should not rely on the DRHP for making any investment decision. The Equity Shares offered in the Offer have not been and will not be registered under the U.S. Securities Act of 1933, as amended ("U.S. Securities Act"), or any state law of the United States and, unless so registered, may not be offered or sold within the United States, except pursuant to an exemption from, or in a transaction not subject to, the registeration requirements of the U.S. Securities Act and applicable state securities laws. Accordingly, the Equity Shares are being offered and sold (i) within the United States only to persons reasonably believed to be "qualified institutional buyers" (as defined in Rule 144A under the U.S. Securities Act) under Section 4(a) of the U.S. Securities Act, and (ii) outside the United States in offshore

transactions as defined in and in compliance with Regulation S under the U.S. Securities Act and the applicable laws of the jurisdiction where those offers and sales are made. There will be no public offering of the Equity Shares in the United States