

Birla Sun Life MF products to be available at select branches of J&K Bank

Birla Sun Life MF and Jammu & Kashmir Bank announce a strategic tie up

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Birla Sun Life Asset Management Company Ltd and The Jammu & Kashmir Bank Ltd today announced a strategic partnership for distribution of Birla Sun Life's Mutual Fund products.

According to the agreement, Birla Sun Life's products will now be available at select branches of J&K bank. This initiative will strengthen Birla Sun Life's distribution network.

Announcing the partnership with J&K Bank, Anil Kumar, CEO, Birla Sun Life AMC said, 'It gives me great pleasure in announcing a strategic marketing tie-up with J&K Bank. We are confident of creating a win-win situation for the J&K bank customers and ourselves.

Mr. G.A.Beigh, President, J&K Bank said 'Our bank has aggressively sold the mutual fund products of various Asset Management Companies for the last two years. The customers have become empowered and demanding. We need to provide them all the financial solutions including mutual fund products under single roof. The strategic tie-up with Birla sun Life shall provide a different array of mutual fund products to our customers. Besides, this will definitely boost our fee based income'

Birla Sun Life Mutual Fund has been awarded 'The Fund house of the year 2007' by CNBC-CRISIL and is one of the leading fund houses in India with assets under management of Rs.35,906 crores as on March 31st 2008.

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About Birla Sunlife Mutual Fund

Birla Sun Life Asset Management Company Ltd., since its inception in October 1994, has emerged as one of India's leading AMCs with over Rs.35,906 crores of assets under management and an investor base of over 17 lacs (as on March 31st 2008). It offers a range of comprehensive investment options, which includes diversified and sector specific equity schemes, hybrid funds and a wide range of debt and treasury products.

Birla Sun Life Mutual has expertise in both equity & debt fund management. Equity schemes of Birla Sun Life Mutual Fund have been able to beat the benchmarks consistently and create wealth in long term for the investors, at the same time enjoying good ratings from external rating agencies like CRISIL, ICRA & Value Research.

About J & K Bank

J & K Bank is one of the fast growing private sector banks with J&K Government holding 53% of equity. The Bank was incorporated in 1938 as a limited company. The stock of the Bank is listed on National Stock Exchange (NSE) and Bombay Stock Exchange (BSE). The Bank enjoys a virtual monopoly in J&K and is the only private sector bank designated as agent of RBI for banking

business. J&K is Corporate Agent of MetLife (India) Pvt. Ltd for selling Life insurance products and non life insurance products of Bajaj Allianz General Insurance Co.Ltd.

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