

# Sun Life Financial in *India*



Sun Life Financial first entered India in 1892 and returned to the country in 1999 through an agreement with the Aditya Birla Group to form Birla Sun Life Insurance Company and Birla Sun Life Asset Management Company. Sun Life is the only Canadian insurer with a presence in India.

## Key information: Birla Sun Life Insurance Company

Years of operation	Since 1999
Employees	13,600 <sup>1</sup>
Advisors	139,055 <sup>1</sup>
Managing Director and Chief Executive Officer	Jayant Dua
Chief Representative, Sun Life Financial	Sandeep Asthana
Head office location	Mumbai
Distribution channels	Agency, bancassurance, corporate agency and brokers

## Key information: Birla Sun Life Asset Management Company

Years of operation	Since 1999
Employees	600 <sup>1</sup>
Chief Executive Officer	A. Balasubramanian
Chief Representative, Sun Life Financial	Sandeep Asthana
Head office location	Mumbai
Branches in India	103 <sup>1</sup>

<sup>1</sup>At December 31, 2011.

## Products and services: Birla Sun Life Insurance Company

### INDIVIDUALS

BSLI offers an array of products, including protection, wealth, children's future, health and wellness and retirement solutions. These products include:

- Wealth with protection solutions
- Protection solutions
- Children's future solutions
- Health and wellness solutions
- Retirement solutions
- Retail mutual fund products
- Insurance solutions for non-resident Indians (NRI)
- Rural insurance solutions

### GROUP

We provide customized solutions to meet the varied needs of organizations and their employees.

- Protection solutions
- Retirement solutions
- Institutional mutual fund services

### Products and services: Birla Sun Life Asset Management Company

BSLAMC offers a range of investment options; diversified and sector-specific equity schemes, fund of fund schemes, hybrid and monthly income funds, a wide range of debt and treasury products and offshore funds.

- Retail products
- Institutional products
- Offshore products
- Privileged account products

## Birla Sun Life Insurance Company

### Key strengths and updates

- We have a strong team of 139,055<sup>2</sup> advisors and can meet the needs of one of the fastest-growing markets in the world.
- We improved our ranking from #6 to #4 among private life insurance companies in India<sup>3</sup>.

### Awards and achievements

- We won the 2011 Gold Trophy in Financial Reporting from The Institute of Chartered Accountants of India.
- We were awarded second runner up at Best Presented Accounts & Corporate Governance Disclosures Awards 2011 in the insurance sector from the South Asian Federation of Accountants.
- We were awarded the 2010-11 Golden Peacock Award for Excellence in Corporate Governance.

## Birla Sun Life Asset Management Company

### Key strengths and updates

- In 2011, we improved our year-over-year rankings from #5 to #4 and increased market share from 8.5 per cent to 8.9 per cent.<sup>3</sup>
- We have an industry-recognized team managing US\$11.3 billion in assets.<sup>4</sup>

### Awards and achievements

- Maneesh Dangi was awarded Best Debt Fund Manager at the 2011 CNBC- TV18 Crisil Mutual Fund of the Year Awards – Asia's benchmark mutual funds awards.
- Our operations team won the Top Performer in Settlement of Corporate Bonds award from the Bombay Stock Exchange.
- We won three awards at the 2011 Outlook Money Awards. Among the top fund houses, BSLAMC won the second-highest number of awards.
- We were awarded to 2011 Golden Peacock Award for the Mobile Investment Manager, which brings the convenience of transacting and managing investments to the mobile platform.

## Sun Life Financial

- Sun Life Financial Inc., was named one of the 2012 Global 100 Most Sustainable Corporations in the World for the sixth year – one of six corporations in Canada and the only North American insurance company in the listing.
- Sun Life Financial Inc. is listed on the Toronto Stock Exchange (TSX), the New York Stock Exchange (NYSE) and the Philippine Stock Exchange (PSE) under ticker symbol SLF.
- The Sun Life Financial group of companies, which has total assets under management of \$466 billion<sup>2</sup>, is a strong, well-capitalized organization with a diversified group of businesses across multiple geographies and strong underlying customer franchises.

## Contact information

Birla Sun Life Insurance Company Limited  
One India Bulls Center, Tower 1, 16th floor  
Jupiter Mill Compound  
841, Senapati Bapat Marg, Elphinstone Road  
Mumbai, India 400 013  
Office telephone: 91-22-4356-9000  
E-mail: [customerservice@birlasunlife.com](mailto:customerservice@birlasunlife.com)  
Website: [birlasunlife.com](http://birlasunlife.com)

Birla Sun Life Asset Management Company Limited  
One India Bulls Centre, Tower 1, 17th Floor  
Jupiter Mills Compound  
841, Senapati Bapat Marg, Elphinstone Road  
Mumbai, India 400 013  
Office telephone: 91-22-4356-8000  
Website: [birlasunlife.com](http://birlasunlife.com)

Sun Life Financial  
One India Bulls Center, Tower 1, 14th floor,  
841, Senapati Bapat Marg, Elphinstone Road  
Mumbai, India 400 013  
Office telephone: 91-22-4356-9128

<sup>2</sup>At December 31, 2011.

<sup>3</sup>Rankings – Insurance Regulatory & Development Authority as of Dec 2011 and Association of Mutual Funds in India as of December 2011.

<sup>4</sup>AMFI: Based on average assets under management as at December 31, 2011.