

Excel Funds Management Inc., in association with Birla Sun Life Asset Management Company Ltd.(BSLAMCL), are pleased to announce that we will be conducting a series of conferences for Investment Advisers across Canada on investing in India. Titled “Expert Insights into India: The World’s Growth Giant”, the seminars are aimed at informing Canadian financial advisors about current investment opportunities in India, the world’s fastest growing economy.

The topics that the conference will cover include:

- a) The impact of Modi’s reforms on the economy such as the GST and demonetization
- b) An update on the performance of Excel’s three India-based funds
- c) Stock valuations and reasons to invest in India today
- d) How Excel Funds beat the index on a regular basis

“Up over 18% in Canadian dollar terms, the Indian market is one of the best performing markets in the world this year,” said Bhim D. Asdhir, President and CEO of Excel Funds. “The market’s performance can be largely attributed to the reformist attitude and policies of the current government, which have facilitated India attracting record levels of FDI over the past couple of years. It’s no wonder that India has elicited so much interest from Canadian Institutional Investors.”

Asdhir added: “We have managed to consistently outperform our benchmark index year after year, thanks to active on-the-ground management, which works well in emerging markets, including India.”

“Active management has a clear advantage over passive management since there are certain qualitative factors that are not completely ‘priced in’, making these markets inefficient. The impact of such factors can be difficult to gauge automatically, making the judgment of an active manager all the more important,” said Atul Penkar, Portfolio Manager of Excel India Fund and Excel New Indian Leaders Fund.

He added: “The Indian economy is largely consumption driven. While the present dispensation has been great for the stock markets, Indian growth is quite secular in nature and is likely to stay healthy, regardless of who governs. The truth is, the demographics of India are not going to change any time soon.”

“Ultimately, it is very important for us to manage volatility because preservation of wealth is our primary goal, with generating alpha coming a close second. As such, our fund holdings include top financial institutions such as HDFC Bank and Yes Bank, top consumer staples companies such as Dabur India Ltd, and the billion dollar tyre manufacturer, Apollo Tyre Ltd. These are multi billion dollar companies which have been in business for decades and are likely to continue to do well in the near and long term. Most of these companies attract the best management talent from India’s top schools.” says Vikas Gautam, the CEO and Head of International Business at BSLAMCL.

The award winning Excel India Fund, the largest and longest running India-focused fund in Canada, invests in the broad equity market; the Excel India Balanced Fund in a diversified portfolio of equities and investment grade fixed income securities; and Excel New India Leaders Fund in mid-cap companies that are emerging leaders in their respective operating space.

Investor seminars will be held in the following cities:

Montreal: September 18, Le Centre Sheraton Hotel | 1201 René-Lévesque Blvd W, Montreal, QC H3B 4A5, 12 pm – 2 pm

Ottawa: September 19, Fairmont Chateau Laurier, 1 Rideau St, Ottawa, ON K1N 8S7, 12 pm – 2 pm

Toronto: September 19, One King West, 1 King St W, Toronto, ON M5H 1A1, 12 pm – 1.30 pm

North York: September 20, Novotel, 3 Park Home Ave, North York, ON M2N 6L3, 12 pm – 1.30 pm

Vancouver: September 25, Fairmont Vancouver, 900 West Georgia St., Vancouver BC, V6C 2W6, 1 pm – 2.30 pm

Victoria: September 26., Marriott Inner Harbour Hotel, 728 Humboldt St., Victoria, BC V8W 4A21 pm – 2.30 pm

Speakers at the seminars include:

- **Atul Penkar** is Head, Offshore Equities, BSLAMC and lead sub-adviser of the award winning Excel India Fund. He has over 16 years of experience in equity research and fund management. Penkar joined BSLAMC in 2006 and is regarded as one of India's leading fund managers.
- **Vikas Gautam** is CEO and Head of Global Offshore Business, Aditya Birla Sun Life Asset Management Company Limited. He has over 18 years of experience in asset management, private wealth management and investment advisory services. Vikas joined BSLAMC in 2008 and was previously Vice President at Citibank N.A. Dubai, with responsibility for managing the wealth of ultra-high net worth families. Prior to Citibank he worked at Prudential ICICI Asset Management Company in India, overseeing Institutional sales and selected large distribution partners, and at BNP Paribas and ICICI Capital Services in India in the Investment Advisory and institutional business group,
- **Christine Tan** is Chief Investment Officer and Senior Portfolio Manager, Excel Investment Counsel Inc. She has 16 years investment industry experience and was formerly Vice President and Portfolio Manager at GluskinSheff& Associates Inc., where she co-managed \$1.5B in high net worth and institutional assets.
- **Bhim D. Asdhir** is the founder and President & CEO of Excel Funds Management Inc. Since the firm's inception in 1998, he has provided visionary leadership, fostering its growth and success in an increasingly competitive environment. Bhim has 30 years of experience in the financial services industry. He started his professional career in 1987 with a major Toronto based actuarial consulting firm where he spent ten years establishing and managing insurance companies.

About Excel Funds Management Inc.

Established in 1998, Excel Funds Management Inc. is a multiple award-winning investment manager. The company offers actively-managed core and specialty investment solutions to retail and institutional investors, including access to the largest suite of emerging markets investments in Canada. Excel's primary focus is on generating diversified sources of return to help clients achieve their discerning short and long term objectives. The company's strategic alignment with active, on-the-ground sub-advisors who work in collaboration with its in-house managers, enhances the depth and breadth of its portfolio management team. Through its sub-advisor network, Excel benefits from the expertise and knowledge base of over 600 portfolio advisors who collectively manage over UD\$1.5 trillion in assets.

About Birla Sun Life Asset Management Company Limited

Birla Sun Life AMC Limited is one of the largest asset managers in India, with approximately US\$34 billion in assets under management, as at December 31, 2016. With a team of 37 portfolio managers and 25 research analysts, Birla Sun Life places a strong emphasis on in-house systematic research. Birla Sun Life has been a sub-advisor to the Excel India Fund since its inception in 1998 and also sub-advises the Excel Balanced Fund and Excel New Leaders Fund.

To attend an investor seminar:

Please register on Excel's website: www.excelfunds.com or Contact your Excel Sales Representative.

For more information:

Please contact:

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Commissions, trailing commissions, management fees and expenses all may be associated with mutual fund investments. Please read the prospectus or Fund Facts document before investing. The indicated rates of return are the historical annual compounded total returns including changes in share or unit value and reinvestment of all dividends or distributions and do not take into account sales, redemption, distribution or optional charges or income taxes payable by any securityholder that would have reduced returns. Mutual funds are not guaranteed, their values change frequently and past performance may not be repeated. Rate of return is used only to illustrate the effects of compound growth and is not intended to reflect future values of the Fund or returns on investment in the Fund. The Mutual Fund, its sponsor and employees may have position in the stocks/ securities referred in this presentation. You are required to refer to periodic regulatory filing(s). Views expressed here are personal views of respective individual as on September 7, 2017.