



To. Listing Department National Stock Exchange of India Limited Exchange Plaza, C-1, G Block, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051.

Department of Corporate Service **BSE** Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400 001.

Symbol: ANGELONE

Scrip Code: 543235

Dear Sir/Madam,

Sub: Investor(s) Presentation

With reference to above captioned subject, please find attached Investor presentation. The Presentation will be uploaded on the Company's website at www.angelone.in

Request you to kindly take the same on record.

Thanking You,

For Angel One Limited

(Formerly Known as Angel Broking Limited)

Naheed Patel

Company Secretary and Compliance Officer

Membership No: A22506

Place: Mumbai

Date: April 20,2022

Encl: As above



PFRDA, Regn. No.-19092018.

(Formerly Known as Angel Broking Limited)

Angel One Limited

E: support@angelone.in www.angelone.in







### Disclaimer



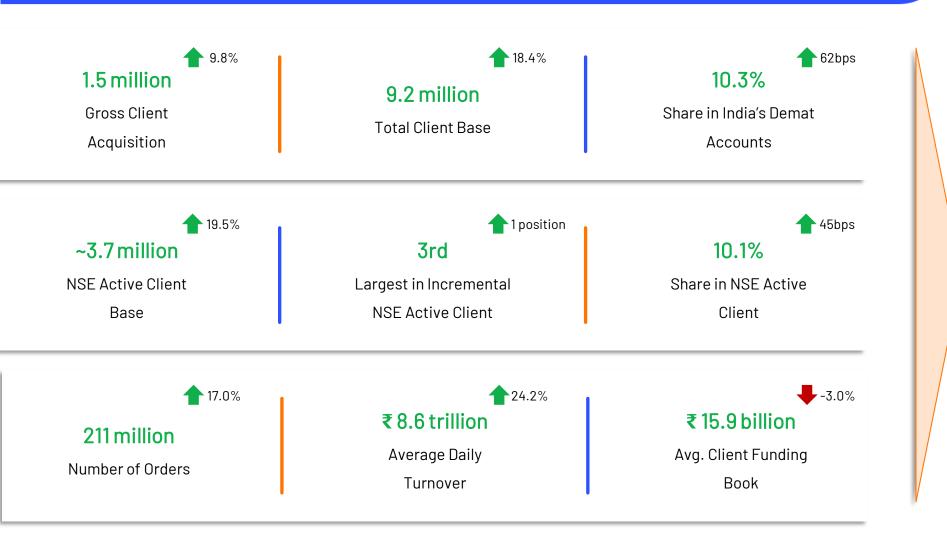
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### Q4 '22: Delivering Robust Margins, While Continuing To Scale New Highs





₹6,853 million

**Gross Revenues** 

₹2,048 million

Profit After Tax

₹768 million

4<sup>th</sup> Interim & Final Dividend, i.e. over 37%

Payout of Q4'22 PAT

Sustained multifold growth across parameters

### Q4'22: Tech & Product Developments



#### **Technology**

- Ruggedization of key backend services
- 3 major releases to a closed group to test our Super-App
- Embarked on a journey to unbox the back office



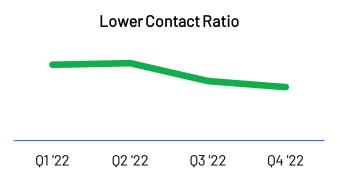
### Improving Client Experience

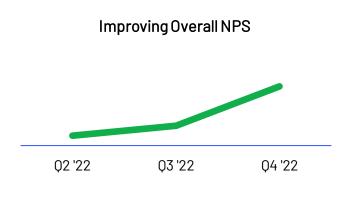
- Lower contact ratio
- Improved overall Net Promoter Score
- Maintained Google Playstore rating



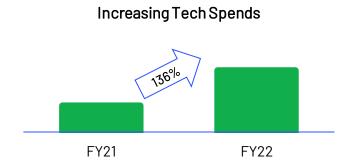
#### Product

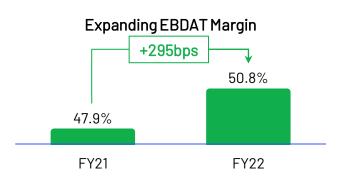
- Dual track execution of enhancing current live apps as well as building upcoming Super App
- Built intuitive consistent user centric journeys for Super App across Android, iOS & Web
- Developed foundational ecosystem for wealth management products











### Tech Innovations, Building Efficiency





- Steps taken to improve processes, surgical fixes and major re-writes
- Significant uptick in NPS and Customer Satisfaction
- Major areas of improvement -Orders, Charts and Portfolio
- 80% increase in NPS in Q4 '22 over Q3 '22



- Set up monitoring / alerting mechanism for various engineering metrics
- Gives clear visibility into abnormal behaviour
- Allows to respond before incidents impact clients
- SLA improved to 99.8%,
   Roadmap to increase it further to 99.99% in next year

Data Centers

- Invested in setting up new state-of-the-art Data Centers
- This includes non-Mumbai location for business continuity
- Disaster recovery program is in early stage of development



- Un-boxed outmoded systems
- Data science engines to fuel curate insights for clients
- MVP version of the mordernised back office will go live in the Super-App
- Building greater transparency with clients on various aspects ranging from charges, statements, etc.

### Product Innovation, Improving Overall Client Experience



Client Onboarding

- Flexibility to choose between Quarterly or Monthly settlement of funds
- Option to add a nominee during KYC journey
- Process flow to enable smoother reactivation of users

Trade Execution

- Process improvement & UI enhancement for delivery trades
- Improvised product feature banners, leading to higher visibility & effectiveness



- Better insights into clients' portfolios
- Reduction in latency of key modules like MF, Reports, Passwords, Advisory, IPO, etc
- Integrated a system to inform multiple clients, about IPOs and make payments via UPI

Wealth Management Solutions

- Developed ecosystem to allow clients to invest in Direct Mutual Funds
- Test bed created for sample set on both Android and iOS platforms
- Provided e-mandate link, for AP's, through WhatsApp for MF

2x

Growth in conversion rate for Insta-Trade

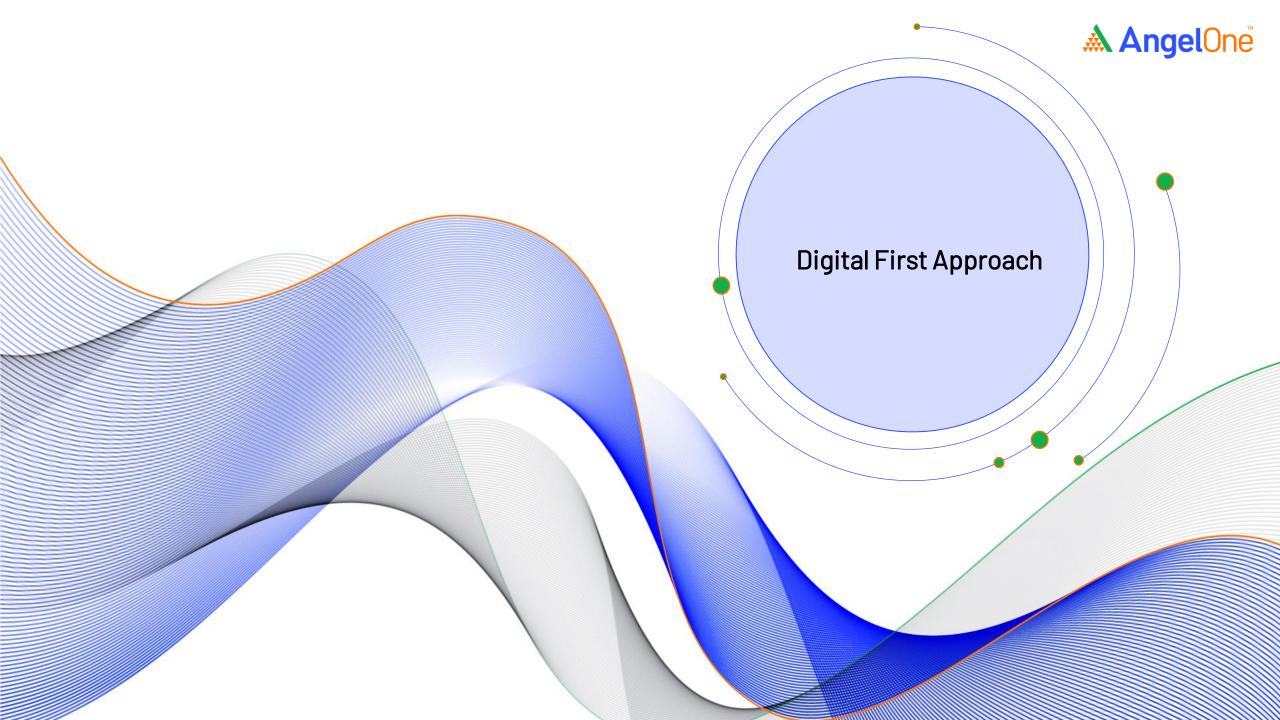
50%

Reduction in rejection for delivery orders

90%

Reduction in latency of key modules

Available On Angel BEE Mobile App



### Using Technology To Provide Best Experience To Clients



100%

Digital Acquisition of Direct Clients

99%

Orders Executed Online By Direct Clients

75%+

Orders Placed through Mobile App

Digital Properties Built In-house For Diverse And Growing Client Base









Created An Open Architecture To Seamlessly Integrate 3<sup>rd</sup> Party Products



























### Flat Fee Plan

(Discount Brokerage Plan)

### **Trusted Partner**

Offering end-to-end Wealth Creation Solution



#### Seamless Experience Across Digital Platforms

Angel One Mobile App



Angel One Web

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"ARO" Advisory



Angel Bee App



<SmartAPI>

NXT Platform





Machine learning based advisory, ARQ

Straight through process for client on-boarding within minutes

Building financial ecosystem through strategic partnerships

DIY digitized pledging system

Smart API, Smart Store for New-age traders

New ways to trade in Options - Insta Trade & Simplified

Features like *Good Till Triggered Order, Multi-session* 

Login, Pre-IPO Option

Upgraded NXT platform to provide a better experience to our Authorised Persons

### At Most Competitive Price

For Equity Delivery. No Hidden Charges

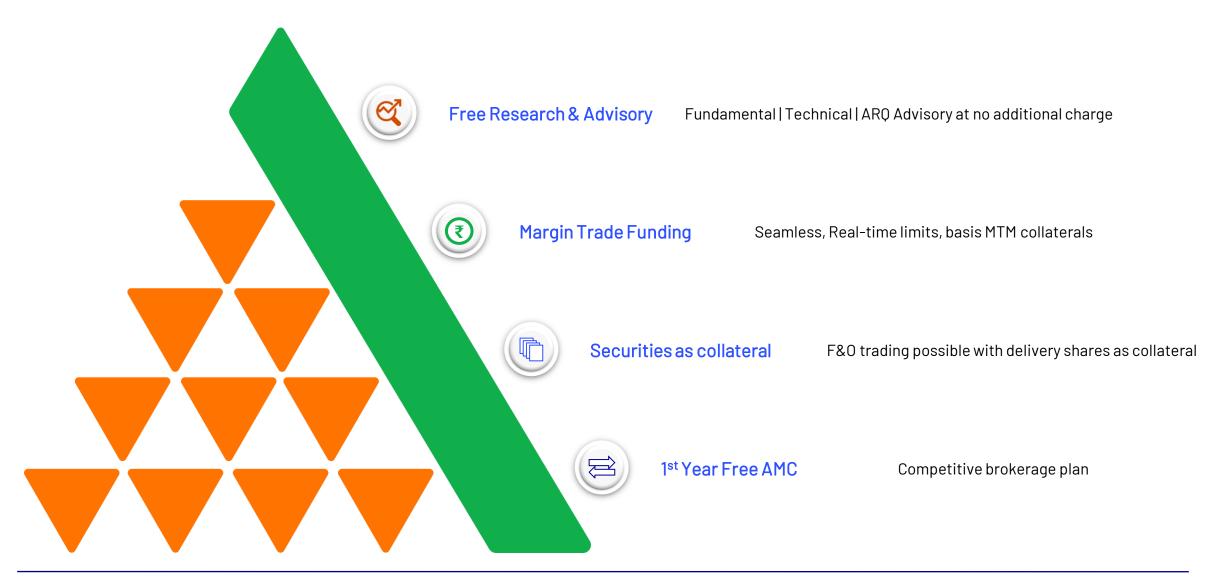
iTrade PRIME

₹ 20<sub>/order</sub>

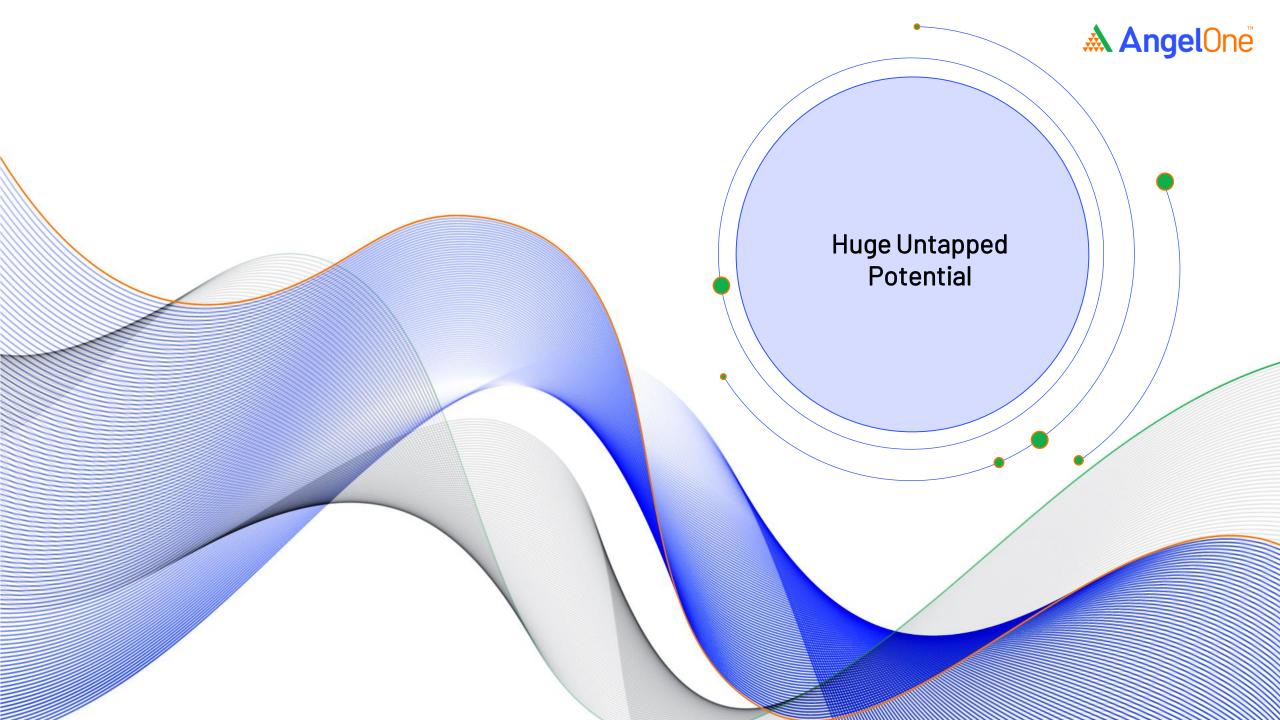
For intraday, F&O, **Currencies &** Commodities

### Competitive Product And Service Offering To Meet Holistic Financial Needs Of Clients





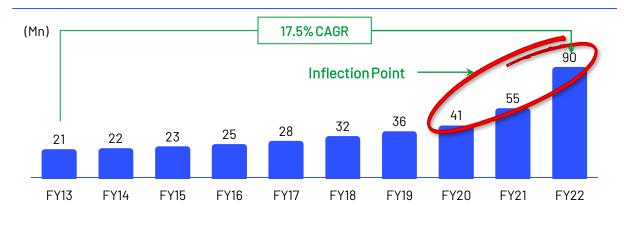
Present at every step of our clients' investment journey providing end-to-end offerings



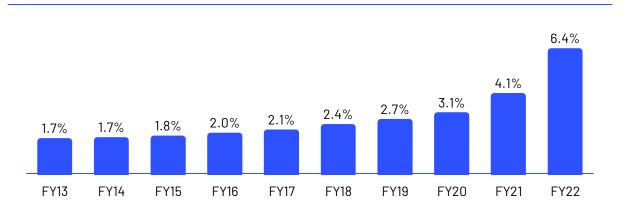
### India, Largely Underpenetrated Market



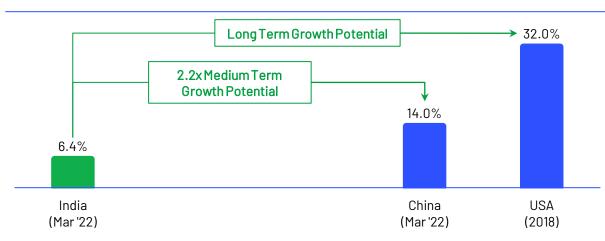




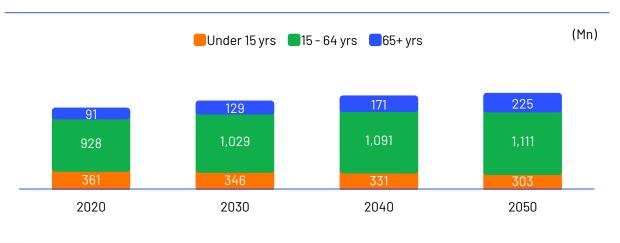
### Rising Penetration Of Demat Accounts In India



### Huge And Sustainable Growth Opportunity



#### India: Target Addressable Market

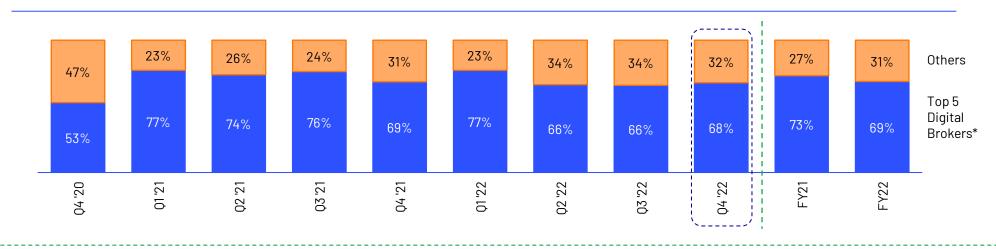


~65% of India's population resides in non-urban areas

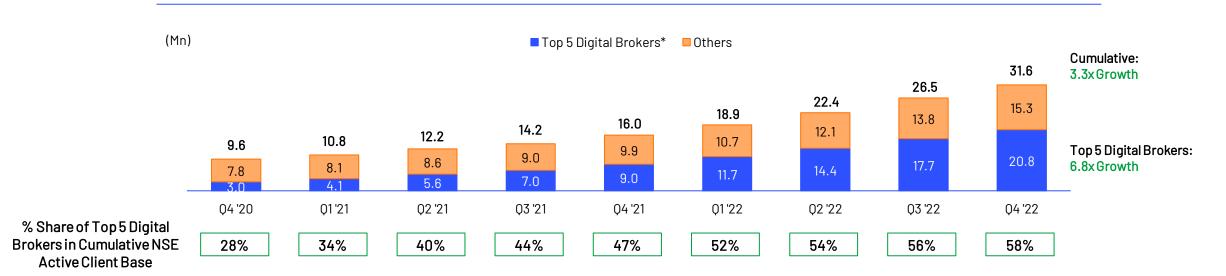
### **Digital Brokers Outpacing Competition**



### Share Of Top 5 Digital Brokers In Incremental NSE Active Clients



### Top 5 Digital Brokers Constitute 58% In Cumulative NSE Active Clients Base



### **Growth Delinked To Market Cycles**



### Consistent Improvement In Trade Volumes Despite Market Volatility Over Last 16 Years

	<u>In</u>		% Change		NSE Total Trades	% Change In	Incremental	
Year	NIFTY50	NIFTY MIDCAP 150	NIFTY 50	NIFTY MIDCAP 150	(# of Cash Trades + F&O Contracts) (Bn)	NSE Total Trades	Demat Accounts(Mn)	
FY07	3,821.6	1,679.0	12%	-2%	1.0	31%	1.2	
FY08	4,734.5	2,021.4	24%	20%	1.6	60%	3.9	
FY09	3,021.0	1,022.7	-36%	-49%	2.0	27%	1.0	
FY10	5,249.1	2,375.4	74%	132%	2.4	17%	2.0	
FY11	5,833.8	2,457.3	11%	3%	2.6	9%	1.9	
FY12	5,295.6	2,307.4	-9%	-6%	2.6	2%	0.9	
FY13	5,682.6	2,370.5	7%	3%	2.5	-6%	1.0	
FY14	6,704.2	2,744.5	18%	16%	2.7	9%	0.8	
FY15	8,491.0	4,326.2	27%	58%	3.7	35%	1.5	
FY16	7,738.4	4,187.9	-9%	-3%	4.0	8%	2.0	
FY17	9,173.8	5,699.4	19%	36%	3.4	-15%	2.5	
FY18	10,113.7	6,598.5	10%	16%	4.4	30%	4.1	
FY19	11,623.9	6,504.0	15%	-1%	6.0	37%	4.0	
FY20	8,597.8	4,493.3	-26%	-31%	8.3	38%	5.0	
FY21	14,690.7	8,988.9	71%	100%	13.2	59%	14.3	
FY22	17,464.8	11,131.1	19%	24%	24.2	84%	34.6	

Change in market lot of F&O contracts

### Trade volumes have grown across market volatility



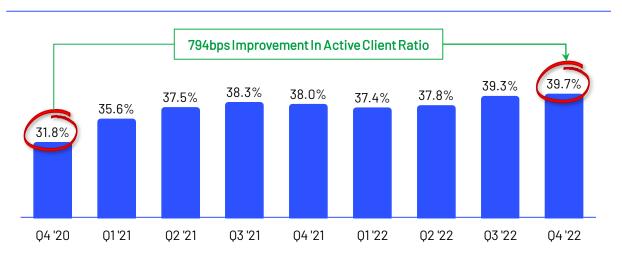
### Angel Gaining Market Share In NSE Active Client Base



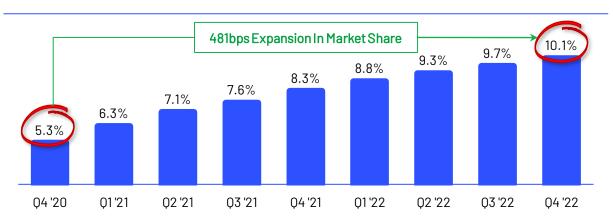
### Rapidly Growing NSE Active Client Base Of Angel



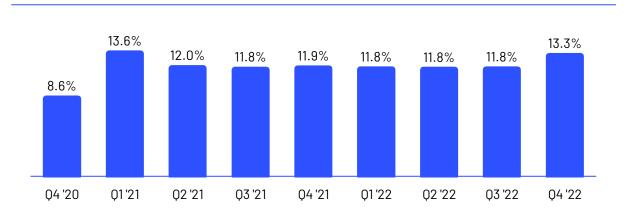
#### Share Of Active Clients In Total Client Base



### ${\bf Expanding\,Market\,Share\,In\,NSE\,Active\,Client\,Base}$

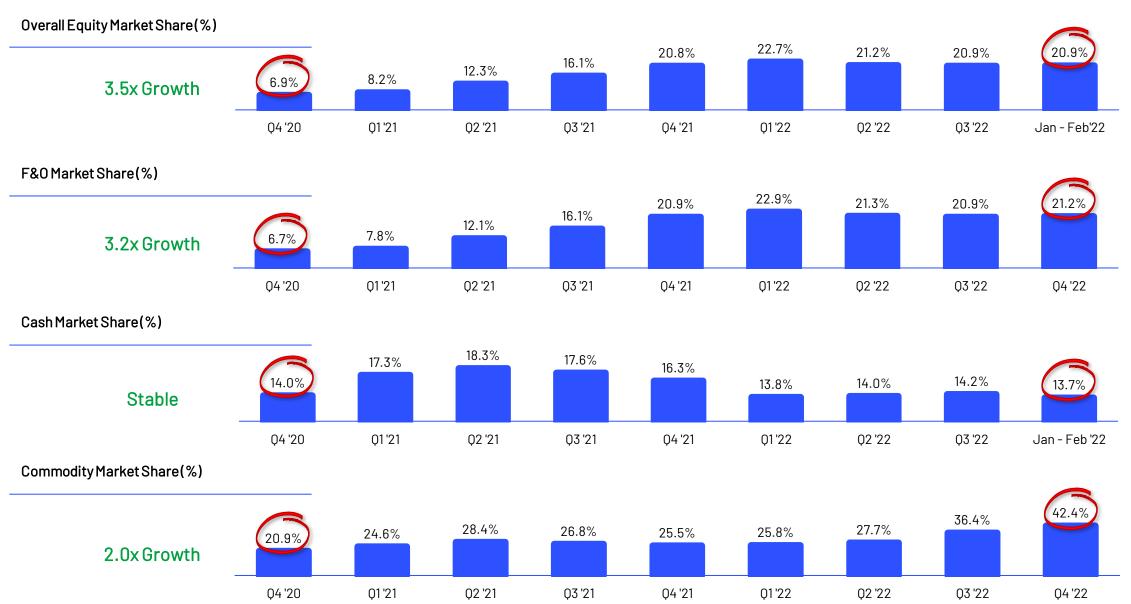


### Consistent Share In Incremental NSE Active Client Base



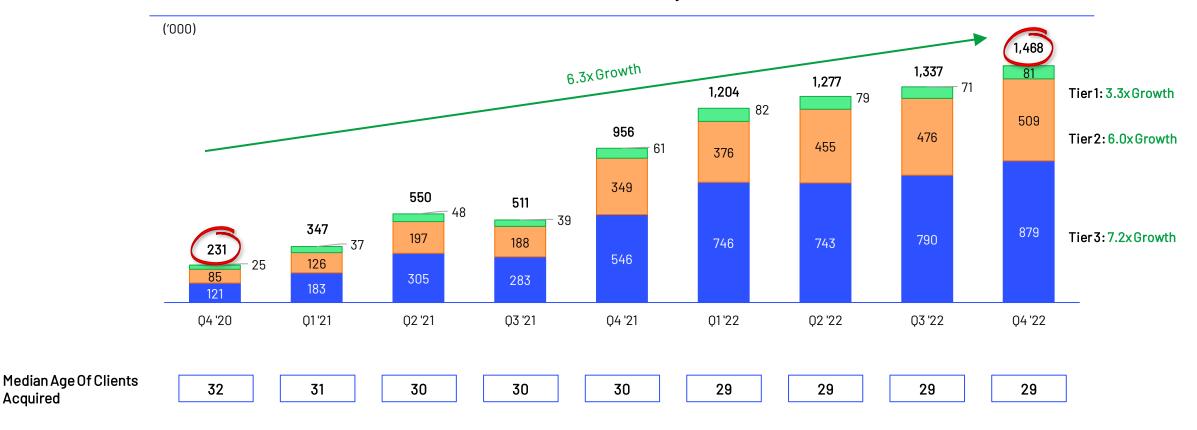
### Retail ADTO Market Share Across Segments







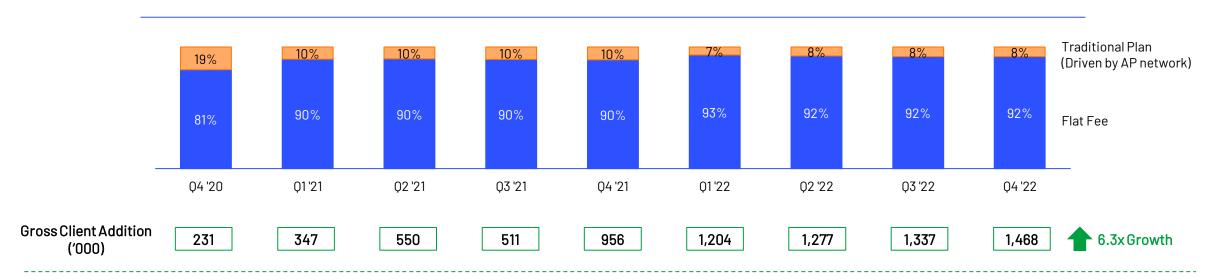
### >94% Of Gross Client Addition Contributed By Tier 3 & Tier 2 Cities In Q4 '22



Majority of new clients acquired are first timers from under penetrated Tier 2, 3 and beyond cities



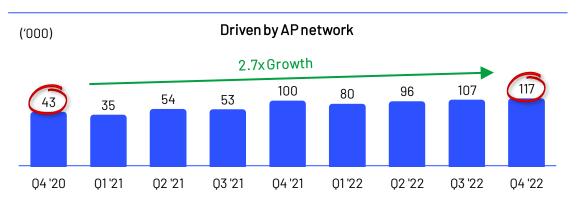
#### 92% Of Gross Clients Added Under Flat Fee Plan



#### Accelerated Growth In Gross Client Addition Under Flat Fee Plan



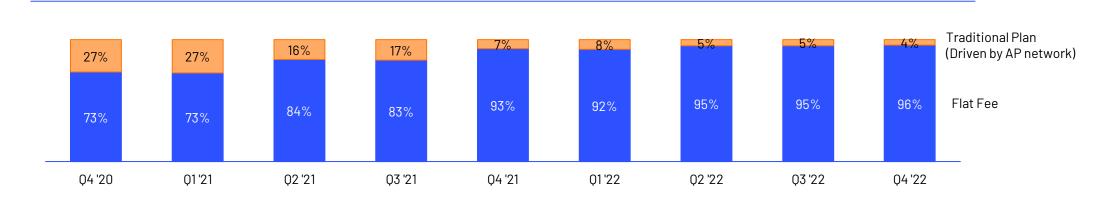
#### Stable Growth In Traditional Plan Gross Client Addition



### Digital Business Drives Multifold Increase In Client Activity



#### Flat Fee Dominates Overall ADTO



### Strong Growth In Overall ADTO



Peak orders
handled in Q4 '22,
in a single
trading session

### Strong Growth In Client Activity Across Segments



21



### Digital Led Business Model Successfully Weathering Market Volatility

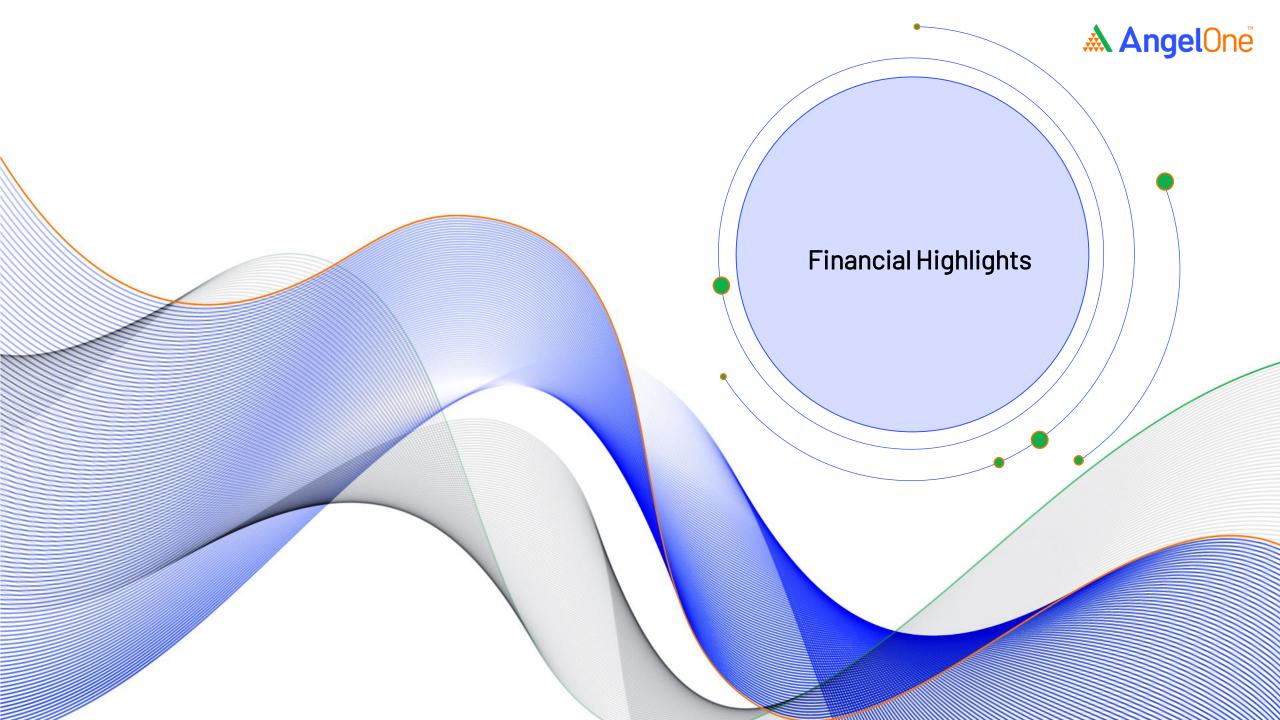


### Angel's Average Daily Orders Increased In 16 Out Of 19 Instances, Where Either Index Corrected By >5% Over The Last 36 Months

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Period	# of Trading Days	Fall In Nifty 50	Fall In Nifty MidCap 150	Fall In Nifty Bank	Change in Angel's Avg Orders
18 Apr - 15 May, 2019	17	-5.3%	-8.2%	-6.3%	0.8%
04 Jun - 19 Jun, 2019	11	-3.3%	-5.1%	-4.1%	-2.8%
05 Jul - 05 Aug, 2019	22	-9.1%	-11.7%	-12.1%	3.5%
24 Sep - 07 Oct, 2019	9	-4.1%	-6.1%	-9.2%	3.4%
03 Jan - 01 Feb, 2020	22	-5.1%	1.3%	-8.1%	11.2%
12 Feb - 23 Mar, 2020	27	-37.1%	-38.3%	-46.0%	18.8%
30 Mar - 03 Apr, 2020	4	-6.7%	-3.0%	-13.6%	5.5%
04 May - 18 May, 2020	11	-10.5%	-7.7%	-18.4%	2.8%
08 Jul - 15 Jul, 2020	6	-1.7%	-2.7%	-5.7%	l 2.5%
24 Jul - 03 Aug, 2020	7	-2.9%	-0.4%	-8.7%	1.1%
31 Aug - 24 Sep, 2020	19	-7.2%	-6.8%	-16.6%	-3.1%
15 Jan - 29 Jan, 2021	10	-6.6%	-5.4%	-6.0%	10.9%
16 Feb - 26 Feb, 2021	9	-5.1%	0.8%	-6.7%	7.8%
04 Mar - 12 Apr, 2021	25	-6.1%	-5.1%	-15.3%	l 2.1%
19 Oct - 30 Nov, 2021	29	-8.1%	-8.1%	-10.1%	10.1%
09 Dec - 20 Dec, 2021	8	-4.9%	-5.6%	-7.6%	-1.2%
13 Jan - 24 Jan, 2022	8	-5.8%	-7.1%	-4.6%	14.8%
03 Feb - 24 Feb, 2022	16	-8.6%	-13.1%	-10.4%	4.7%
28 Feb - 07 Mar, 2022	5	-4.8%	-3.9%	-9.8%	2.1%

Implementation of pledge mechanism

<sup>%</sup> Change in Angel's Avg. Daily Orders = (Avg. Daily Orders for the period of fall in either Nifty 50, Nifty Midcap 150 or Nifty Bank) / (Avg. Daily Orders in preceding 20 trading days) Number of trading days also include days of positive return by index





18%

QoQ Growth in Total Client Base

24%

QoQ Growth in Avg. Daily Turnover

17%

QoQ Growth in Number of Orders

₹ 15,934 mn

Average Client Funding Book for 04'22

₹6,853 mn

12.9% QoQ Growth in Gross Revenues

₹ 2,795 mn

23.9% QoQ Growth in EBDAT translating into 54.9% margin

₹ 2,743 mn

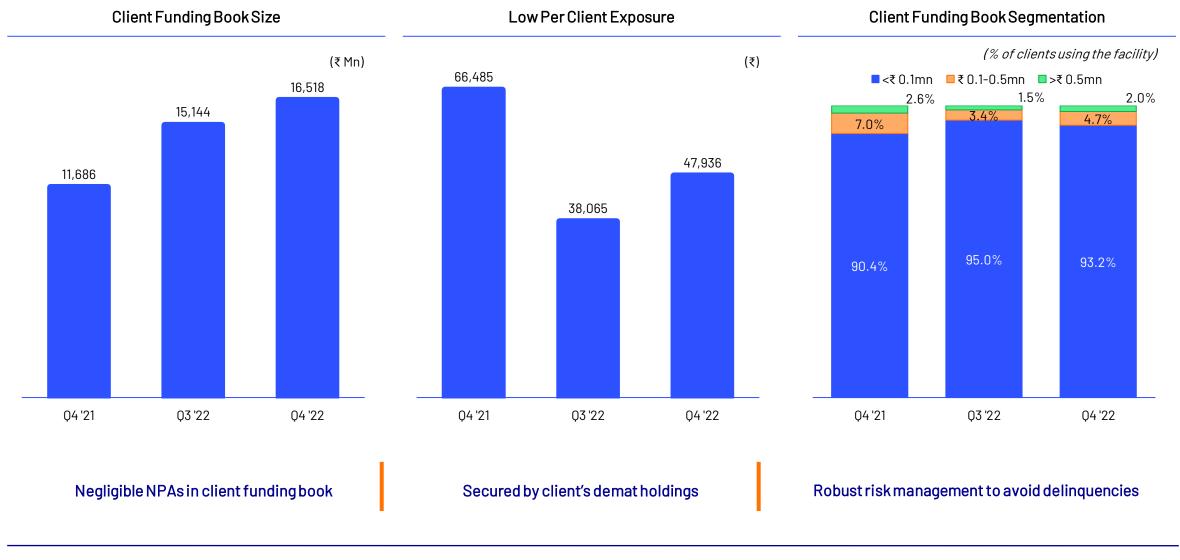
24.2% QoQ Growth in PBT

₹ 2,048 mn

24.4% QoQ Growth in PAT

### Client Funding Book Spread Over Wide Customer Base

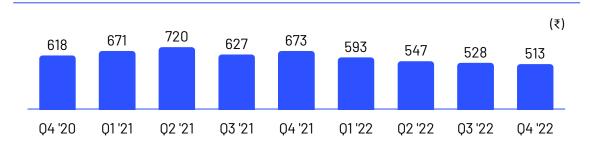




### New Digital Model Showing Better Prospects



### Quarterly Average Revenue Per Client



#### • ARPC:

- 2x rise in share of Flat Fee, in total net income, to 83% in Q4 '22 from 43% in Q4'20
- However, ARPC fell by 0.2x Demonstrating robustness of business
- 85% of gross client additions are New To Market clients

#### · Cost has reduced faster:

• Consistent refinement of acquisition engines, leading to higher client addition, with a focus on under-penetrated Tier 2, 3 and beyond cities

#### • Improving Margin Profile:

• Driven by scalable digital business

### Significant Growth In Overall Client Base



### Multifold Growth In Flat Fee Plan Net Broking Revenue

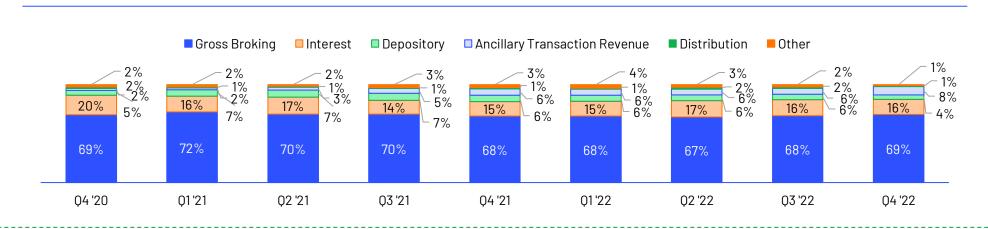


### Significant Improvement In Consolidated EBDAT Margin

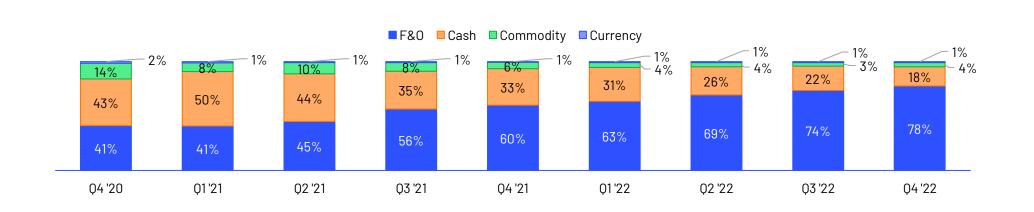




#### **Gross Revenue Mix**



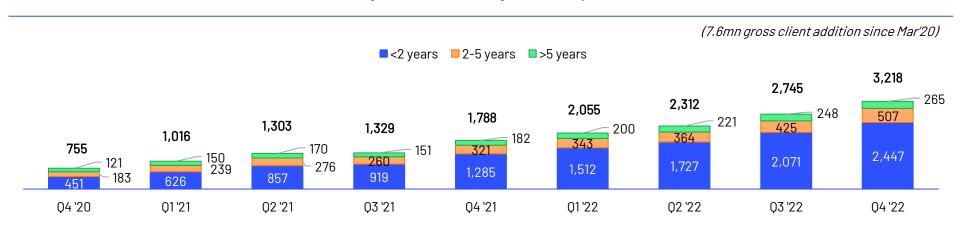
### Gross Broking Revenue Split



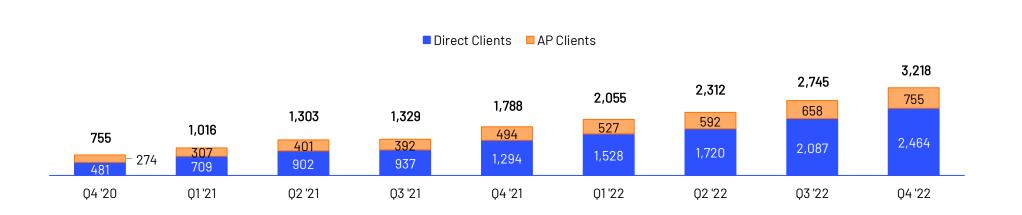


(₹ Mn)

### Age-wise Net Broking Revenue Split

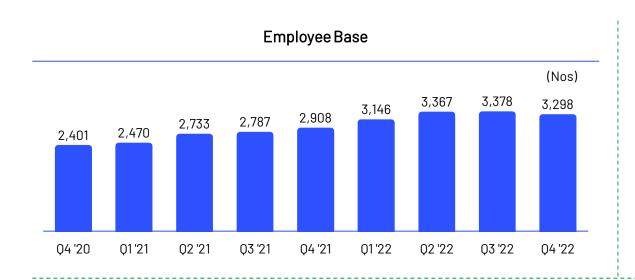


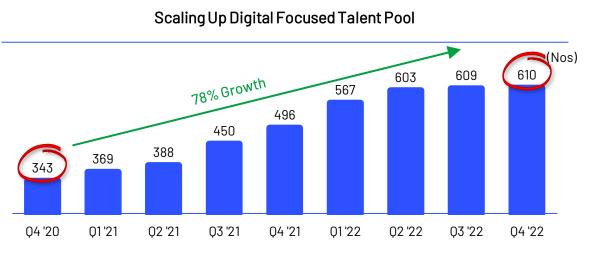
### Contribution to Net Broking Revenue



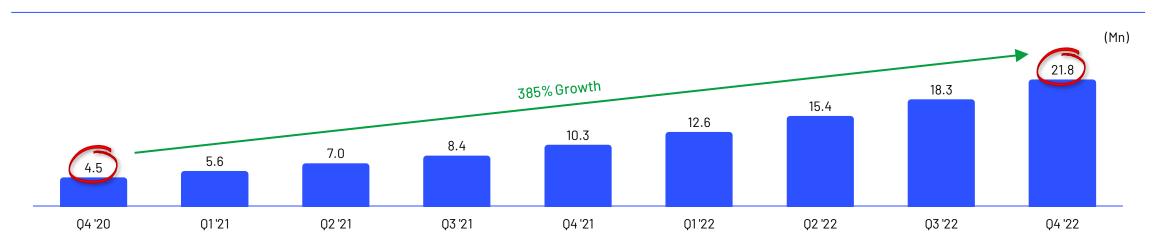
### Technology Adoption: Enhancing Quality And Scalability





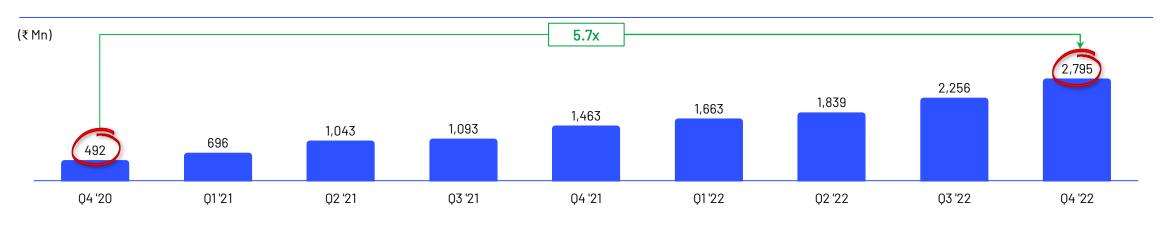


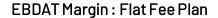
### Growing Trend of App Installs

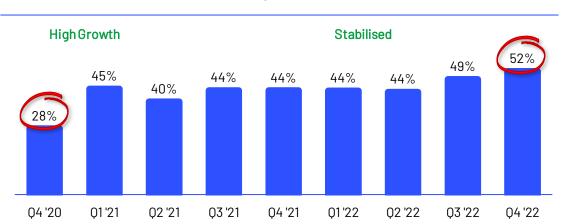




#### Consolidated EBDAT





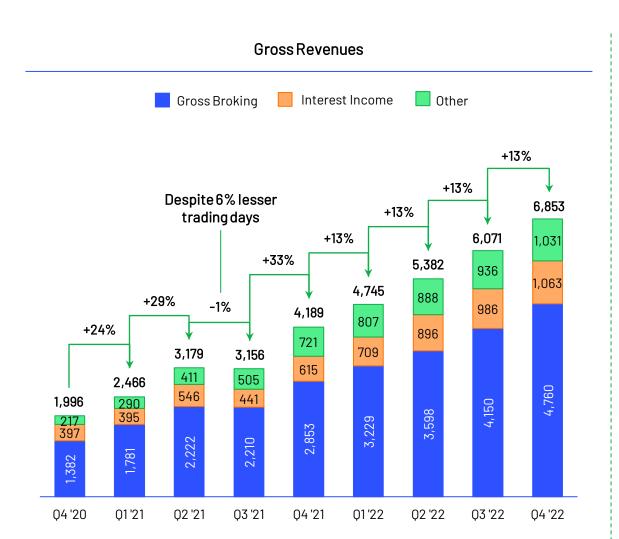


#### EBDAT Margin: Traditional Plan

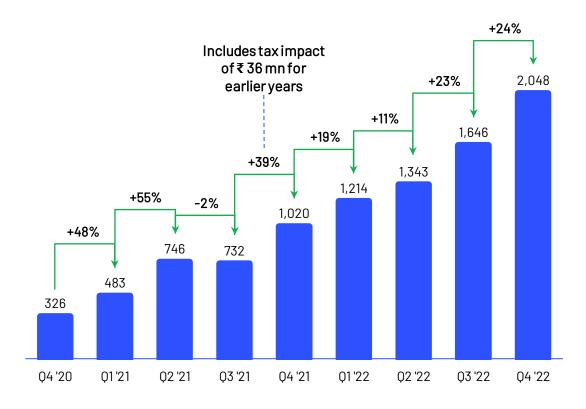




(₹ Mn)



#### Profit After Tax

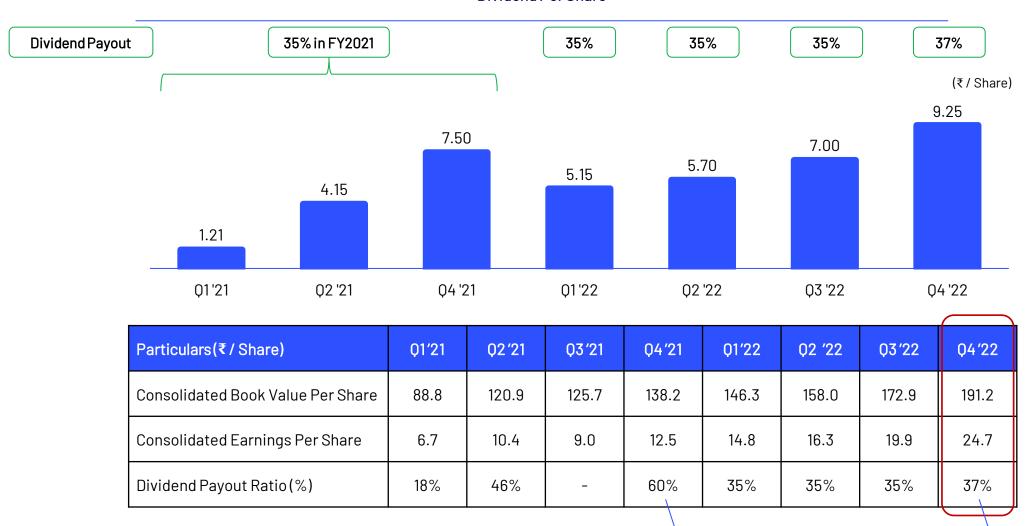


### 110% YoY Growth in PAT for FY '22, with an EPS of ₹75.8 / share

### Consistently Paying Dividend

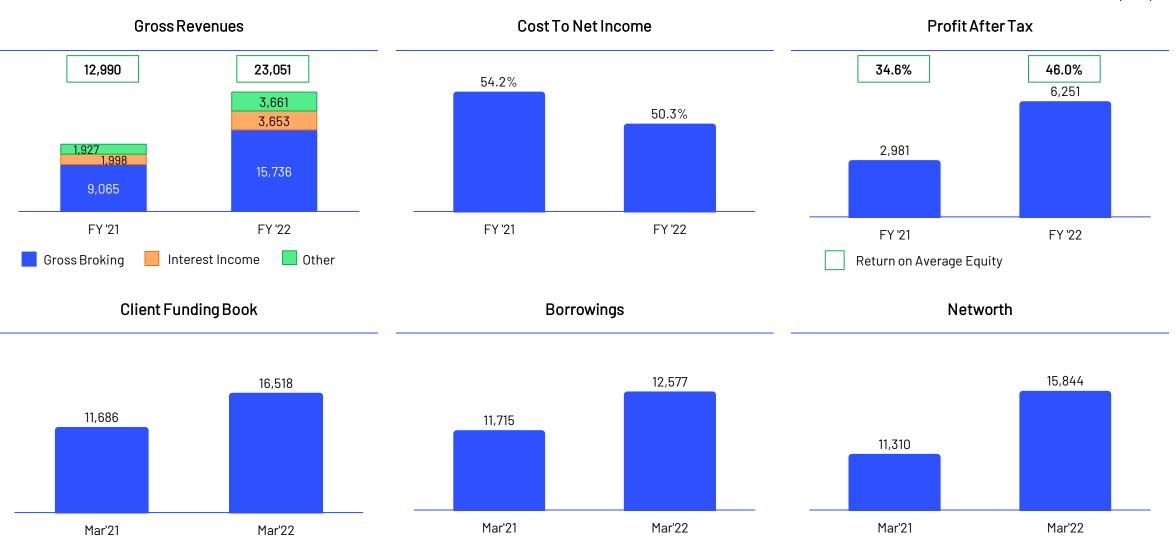


#### Dividend Per Share









## Summary Of Consolidated Profit & Loss Statement



Particulars(₹Mn)	Q4 FY22	Q3 FY22	04 FY21	FY22	FY21
(a) Interest Income	967	913	545	3,328	1,769
(b) Fees and commission income	5,739	4,969	3,488	18,961	10,778
(c) Net gain on fair value changes	7	92	53	297	89
Total Revenue from operations(I)	6,713	5,973	4,086	22,586	12,637
(d) Other Income (II)	140	98	102	465	353
TotalIncome(I+II=III)	6,853	6,071	4,189	23,051	12,990
YoY Growth (%)	63.6%	92.4%	109.8%	77.5%	72.1%
Expenses					
(a) Finance costs	195	183	108	721	389
(b) Fees and commission expense	1,564	1,441	1,065	5,502	3,630
(c) Impairment on financial instruments	24	28	42	115	346
(d) Employee benefits expenses	701	737	500	2,653	1,706
(e) Expense on Employee Stock Option Scheme	48	43	3	156	12
(f) Depreciation, amortization and impairment	52	48	40	186	184
(g) Others expenses	1,526	1,383	1,008	5,349	2,611
Total Expenses (IV)	4,110	3,863	2,765	14,684	8,878
Profit before tax from continuing operations (III-IV=V)	2,743	2,208	1,424	8,367	4,112
Total Income tax expense (VI)	689	562	368	2,110	1,046
Adj. Profit for the period / year from continuing operations (V-VI=VII)	2,054	1,646	1,056	6,257	3,066
YoY Growth (%)	94.6%	110.6%	223.9%	104.1%	254.1%
Tax For Previous Years (VIII)	7	0	36	7	85
Rep. Profit for the period / year from continuing operations (VII-VIII=IX)	2,048	1,646	1,020	6,251	2,981
YoY Growth (%)	100.8%	124.8%	213.1%	109.7%	243.4%
Loss after tax from discontinued operations (X)	-1	-1	-1	-3	-12
Profit for the period / year (IX+X=XI)	2,047	1,645	1,019	6,248	2,969

Increase in employee benefits attributable to onboarding of tech and product talent in FY22

### Summary Of Consolidated Balance Sheet



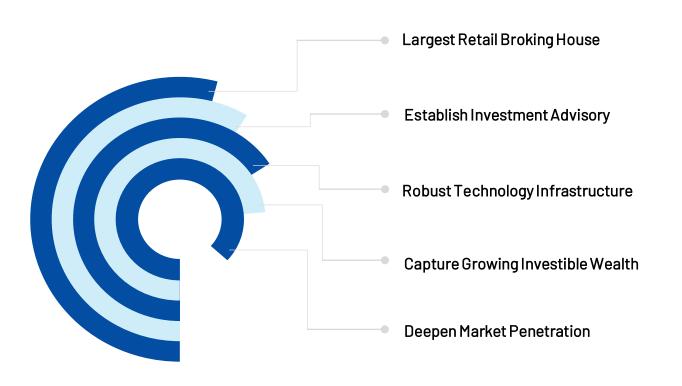
Particulars(₹Mn)	Mar'22	Mar'21
Financial Assets		
(a) Cash, cash equivalents and Bank Balance	48,750	18,774
(b) Other Trade Receivables	2,711	1,876
(c) Client Funding Book	16,518	11,686
(d) Investments	187	55
(e) Other financial assets	1,949	14,289
Non-financial Assets		
(a) Fixed Assets	1,638	1,150
(b) Current and Deferred Tax Assets (Net)	40	62
(c) Other non-financial assets	408	245
Total Assets	72,199	48,138
LIABILITIES		
Financial Liabilities		
(a) Trade Payables	40,668	22,764
(b) Borrowings	12,577	11,715
(c) Other financial liabilities	2,534	1,797
Non-Financial Liabilities		
(a) Current Tax Liabilities (Net)	10	121
(b) Provisions	121	91
(c) Other non-financial liabilities	445	341
Networth	15,844	11,310
Total Liabilities and Equity	72,199	48,138

Higher margin with exchanges on 31st Mar'21 normalized on 31st Mar'22

Augmentation of technology assets

FY"22 EPS: ₹ 75.8 Q4 FY2022 EPS: ₹ 24.7 Book Value: ₹ 191.2 as on Mar 31, 2022







Strengthen our leadership position to become the largest retail broking house in India



Establish a substantial client base in investment advisory business to support growth



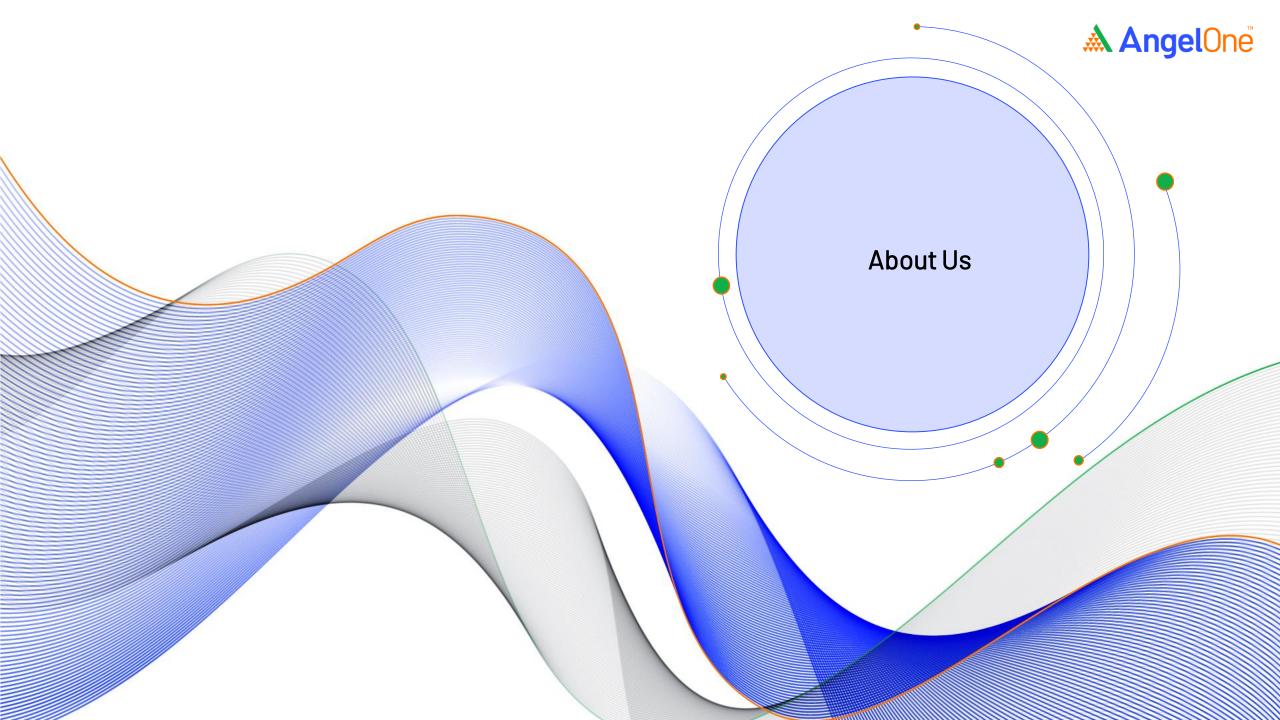
Augment investment in mobile platform, artificial intelligence, machine learning capabilities & newer technologies



Capitalize on the growing investible wealth in India



Leverage Technology to penetrate new customers in Tier 2, 3 cities & beyond







Uday Sankar Roy Independent Director



Kamalji Sahay Independent Director



Muralidharan Ramachandran Independent Director



Dinesh D. Thakkar

Chairman and Managing

Director

- Promoter of Angel Group
- Veteran in capital markets with over 3 decades of experience
- Revolutionised stock broking for retail clients

- 37+ years experience
- Previously was director CIBIL and Independent Director of Indiafirst Life Insurance
- Retd. MD & CEO of SBI Life Insurance
- Retd. DMD of SBI

- 39+ years experience
- Former Director on the boards of India First Life Insurance, CAMS Ins Repository Ltd and Punjab Tractors Ltd
- Former MD & CEO of Star Union Dai-ichi Life Insurance
- Served as ED LIC of India and Advisor to GIC Re
- Author and leading columnist, The Financial Express

- 32+ years of IT industry experience with 20+ years of management experience
- Strong technology and cyber security experience
- Previously associated with TCS, Satyam Computer, Epicenter Technologies, Transworks Information Services
- Currently, Vice President at Atos



Mala Todarwal
Independent Director

- 15+ years experience
- Fellow member of ICAI, an active partner of M/s. Arun Todarwal & Associates LLP and on the boards of Group Companies of Welspun, Sterlite Interlinks and IVP Ltd
- Strong domain knowledge of statutory audit, management assurance, management and systems audit, etc.
- Facilitates strengthening of corporate governance structure and controls & processes to assess and mitigate risks



Krishnalyer
Non-Executive Director

- 22+ years of global IT experience
- Ex-Co-founder and CEO at Go-Live
   Faster, a QA and predictive analytics firm
- Director and angel investor in startups and leadership transformation consultant to billion dollar companies and NGOs
- Creator of transformational products, programs & simulations being used in several countries globally



Ketan Shah
Whole-time Director

- 26+ years of overall experience
- Having in depth understanding about Business, Technology & Operations

### **Experienced Management Team**





Narayan Gangadhar

Chief Executive

Officer



Jyotiswarup Raiturkar

Chief Technology

Officer



Ankit Rastogi Chief Product Officer



Vineet Agrawal Chief Financial Officer



Prabhakar Tiwari Chief Growth Officer

- MS in Computer Science
- 20+yrs global experience having worked in tech functions at Google, Microsoft, Amazon, Uber, Ola
- Led highly disruptive businesses, driving innovation in product, tech, capability building & process automation
- MS Illinois Tech, Tech NIT Nagpur Comp. Science, NTSE AIR 9
- 20+ yrs experience in building tech products & global teams
- Leads tech development and engineering
- Worked with Walmart Labs', Intuit, Goibibo, Samsung Research and Microsoft

- B.E. (Computer Engineering) –
   Gold Medalist, NIT Surat
- 18+ yrs experience in Entrepreneurship, Product Management, Scaling Online Adoptions & Digital Growth
- Worked with Makemytrip,
   Cleartrip, Stayzilla & Goibibo

- C.A., C.S., C.M.A
- 25+ yrs experience across multiple industries, 6+ yrs at Angel One
- Heads treasury, corp. fin., accounts, secretarial, reporting & controlling, tax, audit, IR and CSR
- Worked at Secure Meters,
   Suzlon Energy, Bharti Airtel
   and Reliance Communications

- B.E. (Mechanical), MBA IIM-B
- 19+ yrs of total experience, ~3 years at Angel One
- Lead acquisition growth by spearheading Sales and Marketing
- Worked with PayU, Marico, CEAT, Danone



Devender Kumar

Head - Online

Revenue



Ketan Shah Chief Strategy Officer



Bhavin Parekh Head - Operations, Risk & Surveillance



Dr. Pravin Bathe

Chief Legal &

Compliance Officer



Subhash Menon Chief Human Resources Officer

- B.E. (Electronics & Comm.) -NSIT. MBA - IIM-B
- 14+ yrs of total experience, ~10 years at Angel One
- Led different functions including revenue, product, analytics, strategy, technology and online marketing
- Worked with Motilal Oswal

- Bachelor in Commerce
- 26+ years of total experience,
   20+ years at Angel One
- Worked in different functions including Business,
   Technology & Operations
- Leads revenue function, customer engagement & service, B2B business & research and advisory

- MBA NMIMS
- 23+ yrs of total experience,
   21+ years at Angel One
- Extensive understanding of the BFSI sector
- Worked across multiple functions - Operations, Risk Management, Business and Product and Customer Support

- Ph.D. (Banking & Fin.), MBA
   (Fin), MBA (Mktg), MA (Eco.)
- 21+ yrs experience in Capital Markets
- Heads Compliance and Legal
- Strong exposure to Compliance & Risk
   Management in Capital Market
- Worked with SEBI, Edelweiss and Citigroup

- Doctorate in Management Studies (DMS), MHRDM, BSc.
- 22+ yrs experience, ~5 yrs at Angel One
- Develops and implements HR processes and employee skill development, knowledge & productivity enhancement
- Worked with IndiaFirst Life, SBI Life and USV



#### Technology



Bronze for SmartAPI in the Trading and Exchange cateogry for the 'Launch of a disruptive product' at the ET Brand Disruption Awards'22



Best Technology Provider for Financial Technology - Smart API at Inn Tech Awards 2021



Gold for Marketing analytics at MarTech India Awards by E4M



Gold in the Fintech category for Reimagining Stock Broking for The Millennial India at Stakes PR & Communications Excellence awards by Agency Reporter



Best Fintech of the Year - Finserv at Inflection Awards 2021 organised by Alden, Innovation partner NASSCOM

#### Capital Markets



Gold in Excellence in Communication in the BFSI Services at ImageXX awards 2021 organised by Adgully



Among the top 10 members in Index Derivatives Trading by NSE 222



Top performer in the Equity Retail Segment-2020-21 organized by BSE



Top performer in the National Distributors Category-2020-21 organised by BSE



Best Performing Retail Member - NSE (2017, 2018 & 2019)

### Marketing



Silverfor Angel Academy at Echo Awards organized by DMA Asia 2022



Gold for the best use of Digital Media in Share Trading Category at Drivers of Digital Awards 2021



Silver for Corporate Branding at Campaign PR Awards India 2021



Bronze for Best use of Content at Campaign PR Awards India 2021



Gold at India Digital Awards 2022 organized by IAMAI for Angel Academy



### Certified By The Great Place To Work Institute For Five Consecutive Years

2017



2018



2019



2020



2021



2022





Recognised amongst "India's Best Workplaces in BFSI 2022" by Great Place To Work

Featured amongst the top 30 companies in BFSI



Company:

#### Investor Relations Advisors:



Angel One Ltd. (Formerly Known as Angel Broking Limited)
CIN - L67120MH1996PLC101709
Mr. Hitul Gutka - Head IR
Email Id - hitul.gutka@angelbroking.com

www.angelone.in

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