

Ref. No.: ABSLAMCL/PS/87/22-23

October 27, 2022

**BSE Limited**

Phiroze Jeejeebhoy Towers  
Dalal Street Mumbai-400 001  
**Scrip Code: 543374**

**National Stock Exchange of India Limited**

Exchange Plaza, 5th Floor  
Plot No. C/1, G Block,  
Bandra Kurla Complex  
Bandra (East), Mumbai - 400 051  
**Scrip Code: ABSLAMC**

Dear Sir/Ma'am,

**Sub: Intimation under Regulation 30 SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations") - Investor presentation**

Pursuant to Regulation 30 of the SEBI Listing Regulations, please find enclosed a copy of the presentation on the Unaudited Financial Results of the Company for the quarter and half year ended September 30, 2022 which will be presented to our investors and also posted on our website.

The above is for your information and records

Thanking you.

Yours faithfully,

**For Aditya Birla Sun Life AMC Limited**

**Hemanti Wadhwa**  
**Company Secretary & Compliance Officer**  
**FCS No- 6477**

Encl. As above

# Investor Presentation

For Quarter ending September 30, 2022

**Aditya Birla Sun Life  
AMC Ltd.**

(A part of Aditya Birla Capital Ltd.)



**ADITYA BIRLA  
CAPITAL**

# Our Approach

Delivering growth & transforming business to be 'Future Ready'

Focus on delivering sustained investment performance and portfolio differentiation



Build a Retail Franchise by increasing geographic reach and strengthening Multi Channel distribution network



Focus on growing Passives and Alternative Investments



Leverage digital platforms for customer acquisition and enhance customer experience



Driving a strong and robust risk management and governance framework



Drive Long Term Value with 'Customer First' Strategy

# Key Highlights – Q2 FY23

## Scale



**Mutual Fund  
QAAUM**

**INR 2,826 Billion**

Market share<sup>1</sup> 8.2%



**Equity  
QAAUM**

**INR 1,191 Billion**

Market share 6.0%  
Mix 42.1%



**Alternate  
Assets AUM<sup>2</sup>**

**1%**



**INR 112 Billion**



**Passives  
AUM**

**33%**



**INR 169 Billion**



**Monthly SIP<sup>3</sup>**

**4%**



**INR 9,309 Million**



**Folios  
Serviced**

**8.1 Million**

Added ~ 0.2 million  
new folios



**Individual  
MAAUM**

**9%**



**INR 1,433 Billion**



**B30  
MAAUM**

**7%**



**INR 468 Billion**



**Total  
Revenue<sup>4</sup>**

**42%**



**INR 3,877 Million**



**Profit  
After Tax**

**86%**



**INR 1,917 Million**

# Industry Overview

Aditya Birla Sun Life  
AMC Ltd.

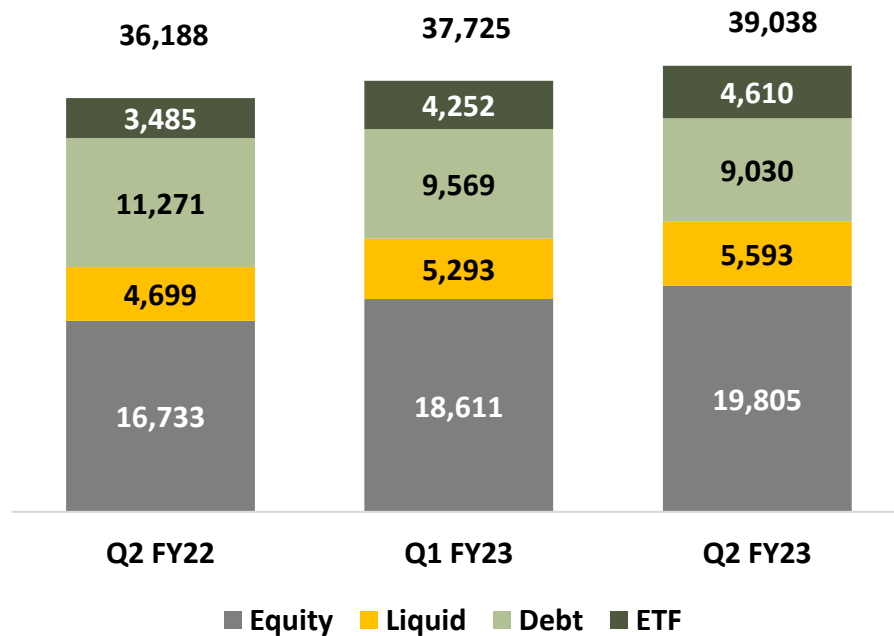
(A part of Aditya Birla Capital Ltd.)



ADITYA BIRLA  
CAPITAL

# Industry QAAUM & Net Sales Trend

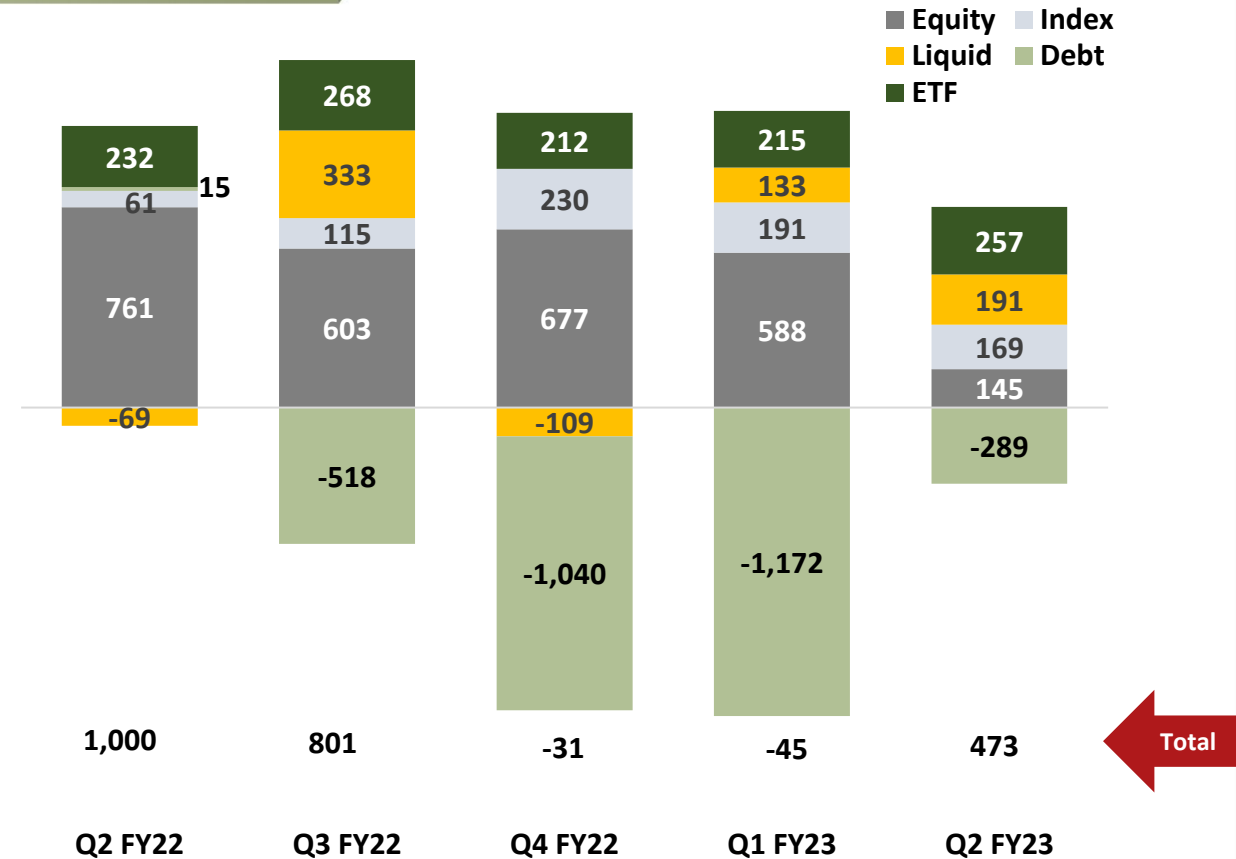
## QAAUM



**Industry AUM witnessed growth in Q2 FY23**

## Net Sales

*(INR Billion unless otherwise stated)*



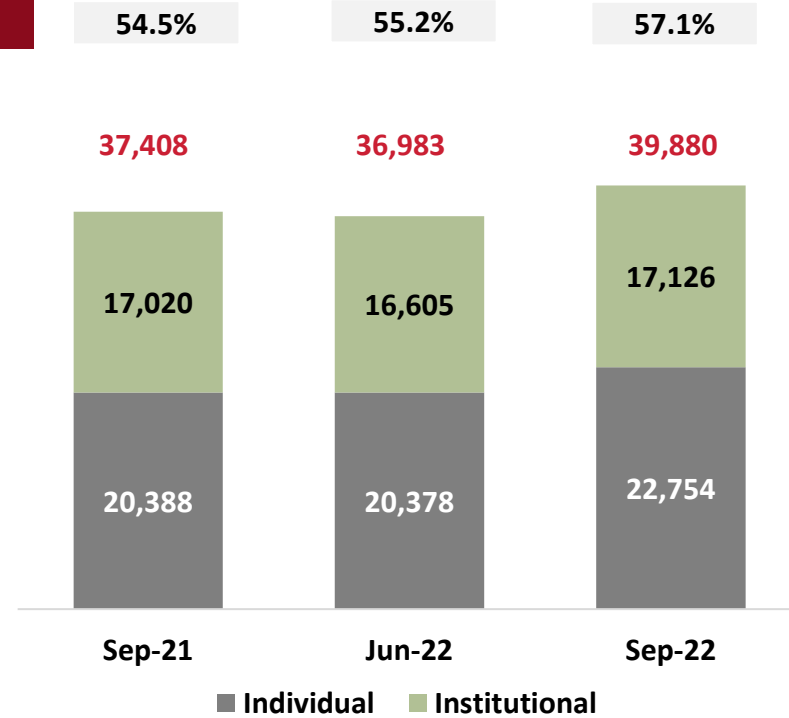
**Industry continue to witnessed outflow in Debt Funds**

# Industry AAUM – Individual & B30

*(INR Billion unless otherwise stated)*

## Individual MAAUM

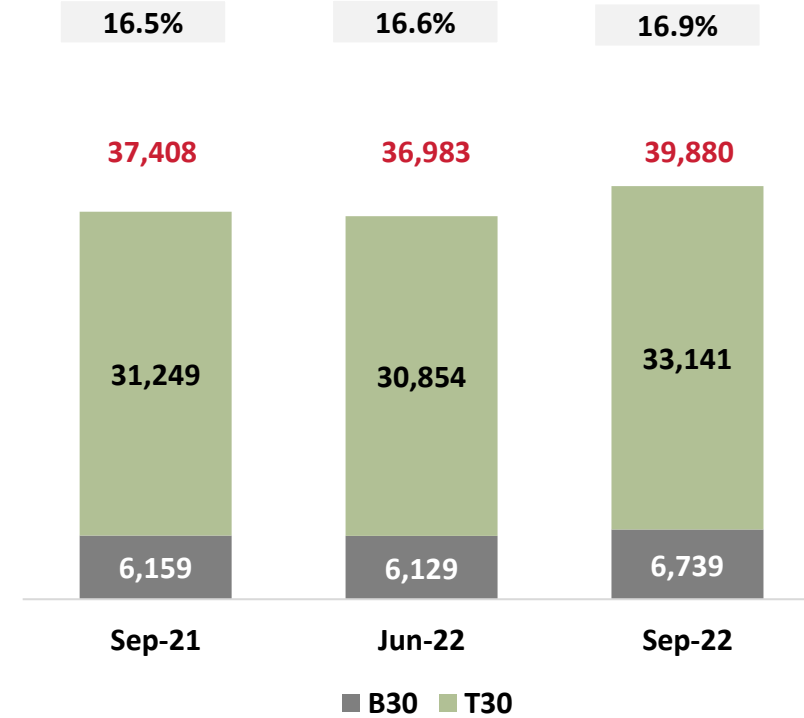
### Individual Mix



Industry Individual MAAUM mix has increased from 54.5% to 57.1%

## B30 MAAUM

### B-30 Mix

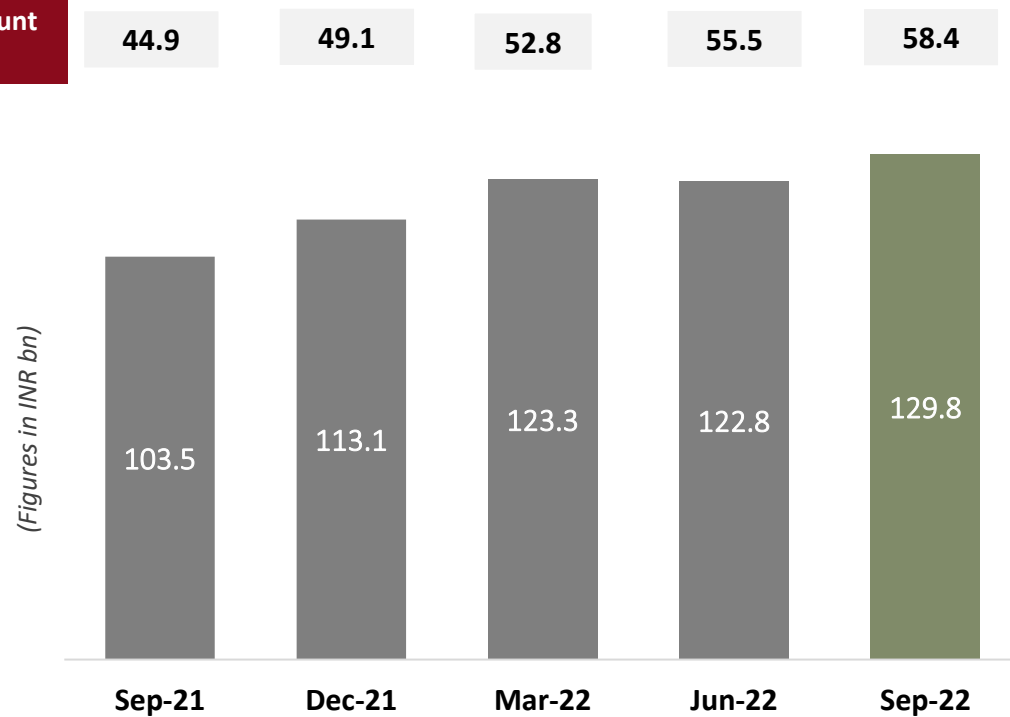


Industry B30 MAAUM has witnessed growth

# Industry SIP trend

## SIP Contribution

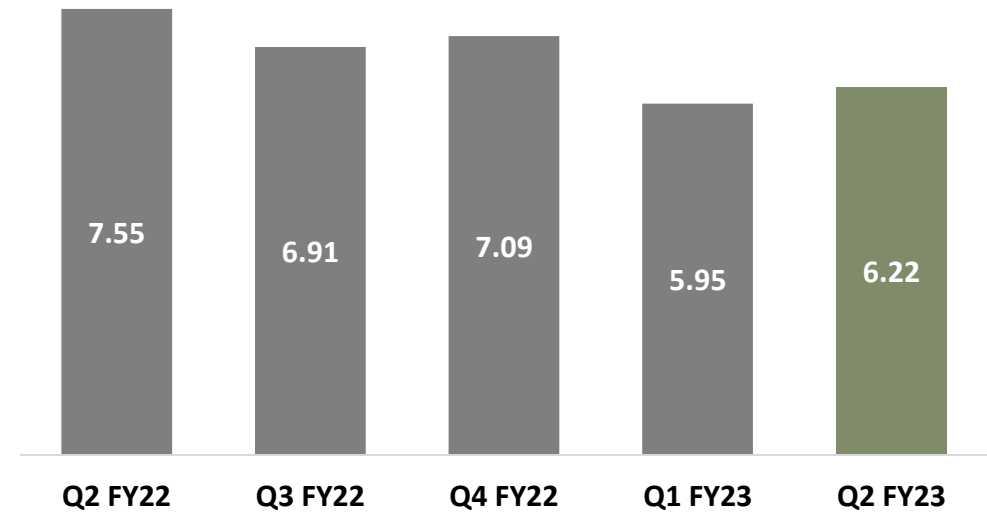
Live Count  
(mm)



Industry SIP book was at INR 129.8 bn in Sep 2022

## SIP registrations

### New SIP registrations Count (mm)



Industry new SIP registrations has increased marginally as compared to last quarter



# ABSLAMC Performance Overview

Aditya Birla Sun Life  
AMC Ltd.

(A part of Aditya Birla Capital Ltd.)



ADITYA BIRLA  
CAPITAL

# Performance At A Glance

(INR Billion unless otherwise stated)

Particulars	Sep-21	June-22	Sep-22	Q-o-Q Change %	Y-o-Y Change %
Mutual Fund QAAUM	3,003	2,815	2,826	0.4%	-6%
Equity QAAUM	1,162	1,168	1,191	2%	3%
Fixed Income QAAUM <sup>1</sup>	1,841	1,647	1,635	-1%	-11%
Individual MAAUM	1,431	1,315	1,433	9%	0.2%
Institutional MAAUM	1,602	1,415	1,441	2%	-10%
B-30 MAAUM	481	435	468	7%	-3%
Monthly SIP Book <sup>2</sup>	8.67	8.98	9.31	4%	7%

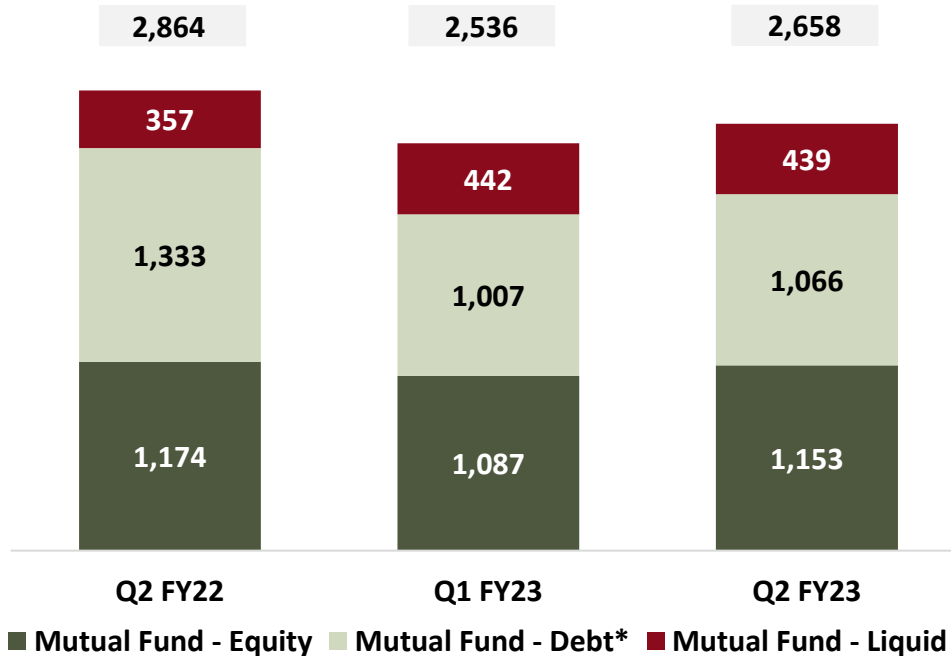
Note: <sup>1</sup> Fixed Income include ETF<sup>2</sup> Includes STP

# AUM Highlights

*(INR Billion unless otherwise stated)*

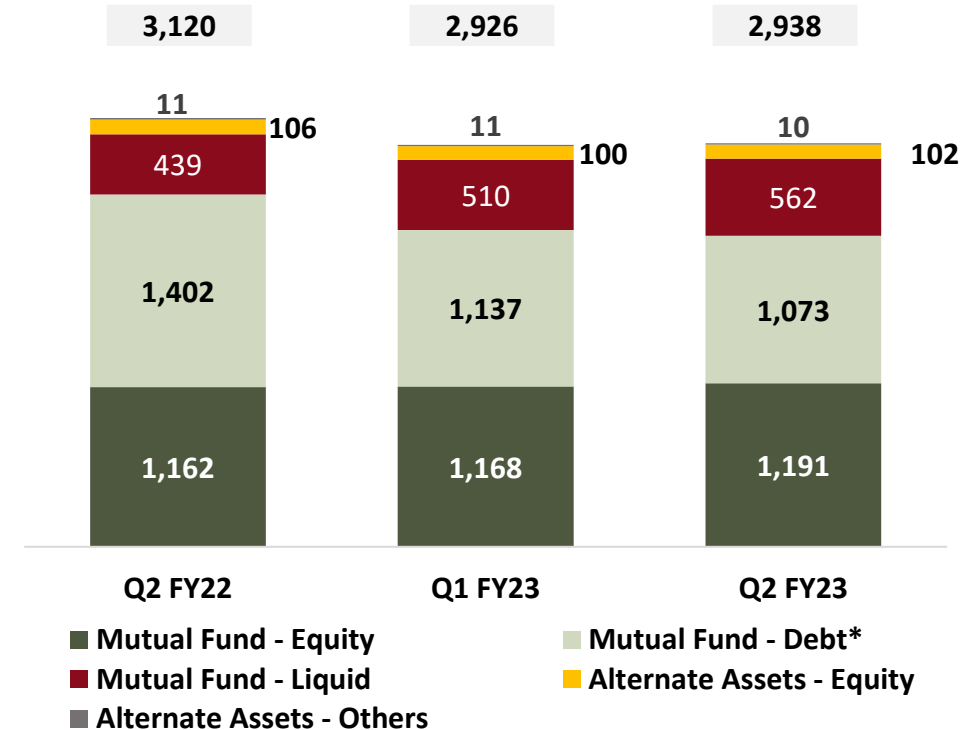
## Closing Assets under Management

Overall MF	Equity MF	Equity MF Mix
↑ 5% Q-o-Q	↑ 6% Q-o-Q	43% (PQ: 43%)
↓ 7% Y-o-Y	↓ 2% Y-o-Y	43% (PY: 41%)



## Quarterly Average Assets under Management

Overall QAAUM	Equity MF	Equity MF Mix
↑ 0.4% Q-o-Q	↑ 2% Q-o-Q	42% (PQ: 41%)
↓ 6% Y-o-Y	↑ 3% Y-o-Y	42% (PY: 39%)



\*Mutual Fund Debt include ETF

# Scaling Retail Franchise

Strong retail franchise with **8.1 mm** folios (as on Sep 30, 2022)

Sep-22 unless stated otherwise	Equity QAAUM	Individual MAAUM	B-30 MAAUM
<b>Size</b>	INR 1,191 bn	INR 1,433 bn	INR 468 bn
<b>Growth</b>	<p><u>QAAUM Growth</u></p> <p>Q2 FY20: INR 885 Bn → <b>↑10.4%</b> → Q2 FY23: INR 1,191 Bn</p>	<p><u>MAAUM Growth</u></p> <p>Sep-2019: INR 1,207 Bn → <b>↑ 5.9%</b> → Sep-2022: INR 1,433 Bn</p>	<p><u>MAAUM Growth</u></p> <p>Sep-2019: INR 356 Bn → <b>↑9.6%</b> → Sep-2022: INR 468 Bn</p>
<b>Contribution to AUM</b>	<p>34.9% → <b>↑7.2%</b> → 42.1%</p>	<p>48.4% → <b>↑ 1.5%</b> → 49.9%</p>	<p>14.3% → <b>↑2.0%</b> → 16.3%</p>

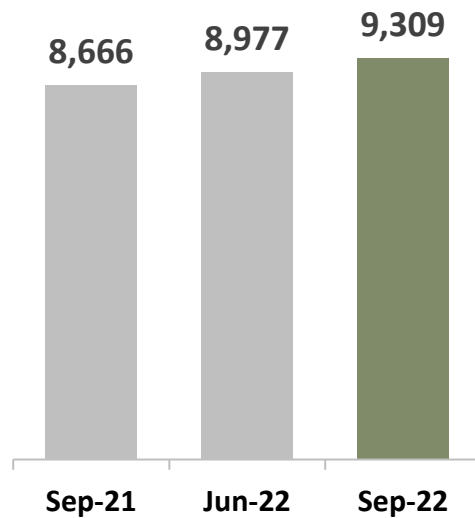
# Focus on Growing SIP Book

Higher share of SIPs creates consistency in inflows through market cycles

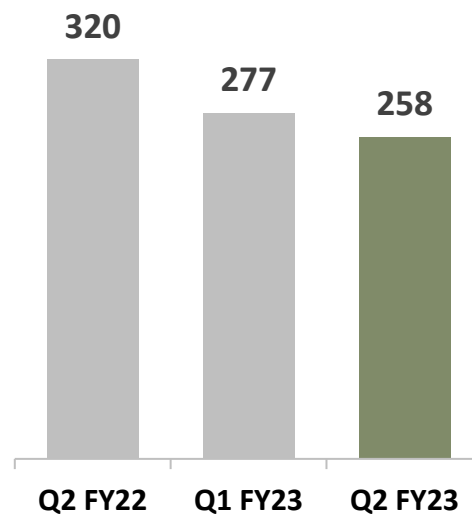
## Building sustainable SIP Book

## Long Tenure SIP Book<sup>2</sup>

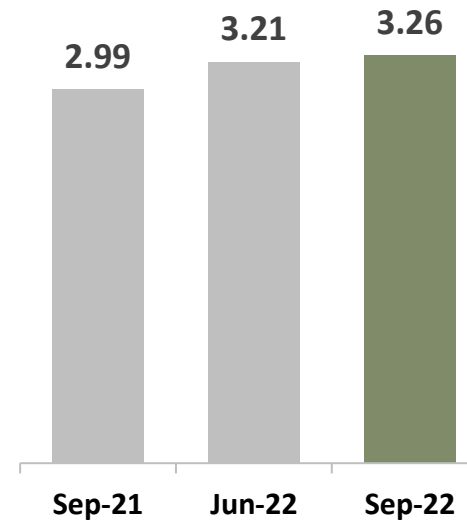
SIP Book in INR (mm)<sup>1</sup>



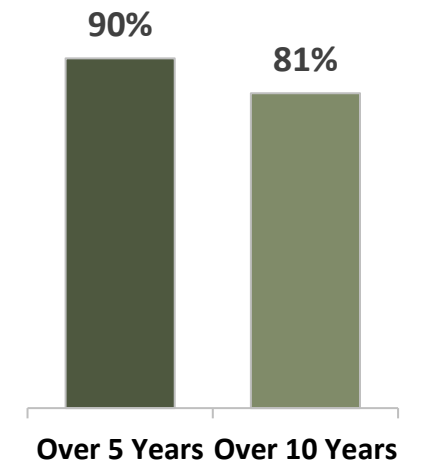
Quarterly New SIP<sup>1</sup> registrations  
Count('000)



# of Live Outstanding SIPs<sup>1</sup> (mm)



% Count of Total SIPs  
(Sep-22)



<sup>1</sup> Includes STP

<sup>2</sup> Based on tenure at the time of registration of all live SIPs as on Sep 30, 2022

# Pan India Distribution Network

One of the largest empaneled distributor base

Servicing Investors across 19,000+ Pan-India pin codes

**280+**

Locations



**80+**

Banks



**85+**

Emerging Market  
Locations



**270+**

National Distributors



**68,000+**

MFDs



**80+**

Digital Partners

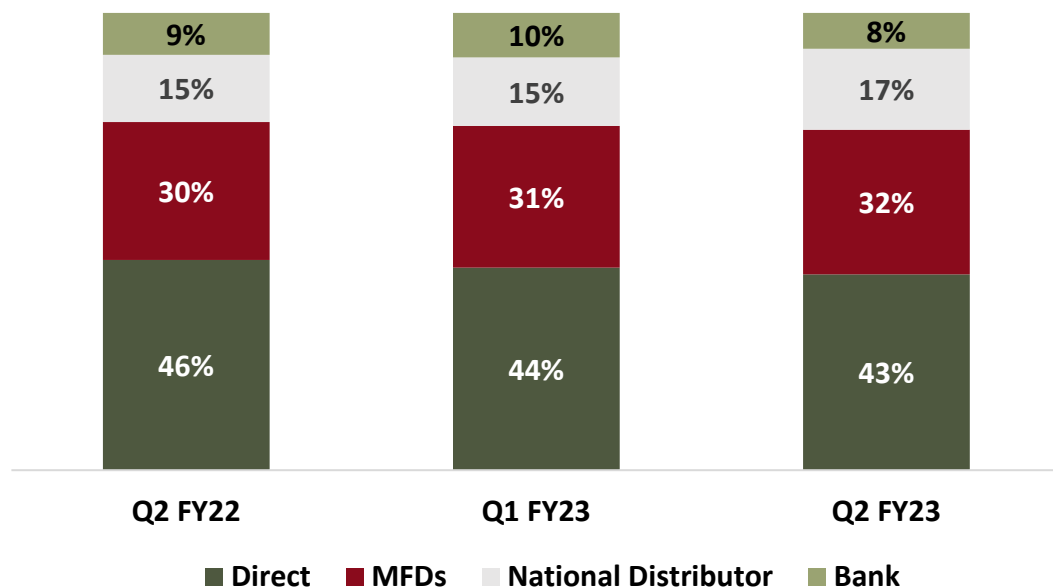


**B-30 Markets**

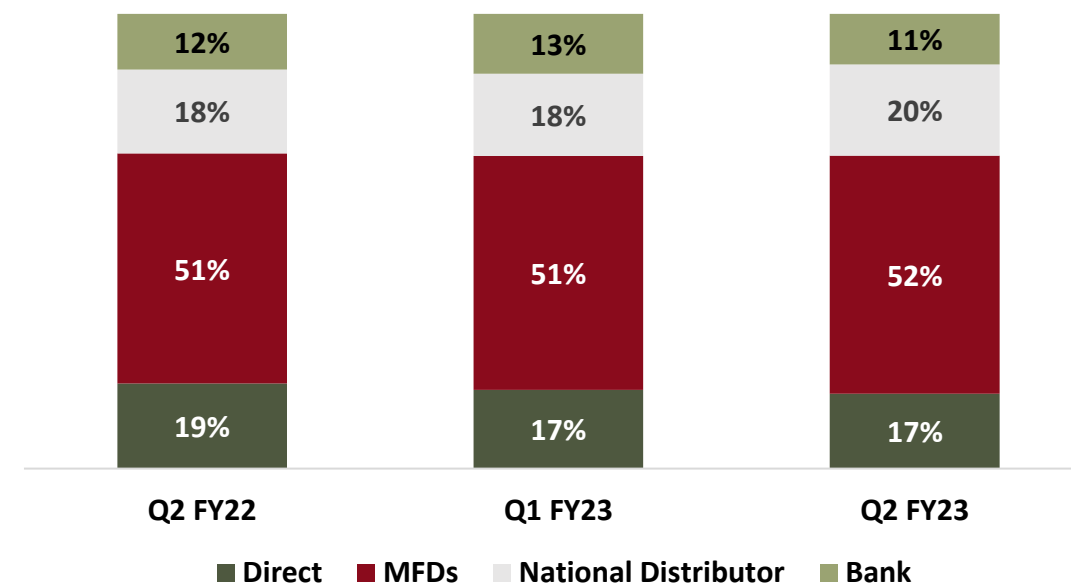
Of 280+ locations, **over 80% are in B-30 cities**

# Multi-Channel Distribution Network

## Overall Asset Sourcing Mix<sup>1</sup>



## Broad based distribution sourcing of Equity Assets



Continue to expand distributor base and empaneled 4400 + new MFDs in H1 FY23

<sup>1</sup> Excludes ETF

# Multi-Channel Distribution Network Strategy

A lean model to expand into deeper markets

## Emerging Markets



**85 +**  
EM locations

**Aim to tap into potential rural markets at an early stage**, enabling us to achieve growth in these regions

**70+ EM locations** converted into branches since initiation

Increasing traction through various initiatives like investor education programs and distributor engagement and training

## Virtual Relationship Manager



**1,600 +**  
Distributors Activated<sup>1</sup>

**Distributor expansion** initiative to activate inactive distributors & enhance distribution footprint across geographies

Act as the regional point of contact for distributors and fulfil their Service needs

Available in **16 touch points** across India.

## Service to Sales



**~ 200**  
Dedicated Service Persons

Service remains a focus to build **deeper engagement and loyalty with investors**

Service RMs engage effectively with investors and facilitate their investment decision

Identify opportunities for **win back, retention and upsell**

## Sampark



**4,400 +**  
Distributor Empaneled<sup>1</sup>

Our Distribution expansion initiative in empaneling and welcoming new distributors

**End-to-End digitally enabled distributor empanelment journey via SMS**

**6-month tailor-made engagement program** covering sales training, learning and development



# Building our Passives Business

**6x**

Growth in Passives <sup>(1)</sup>



**~4,53,000**

Investor Folios Served

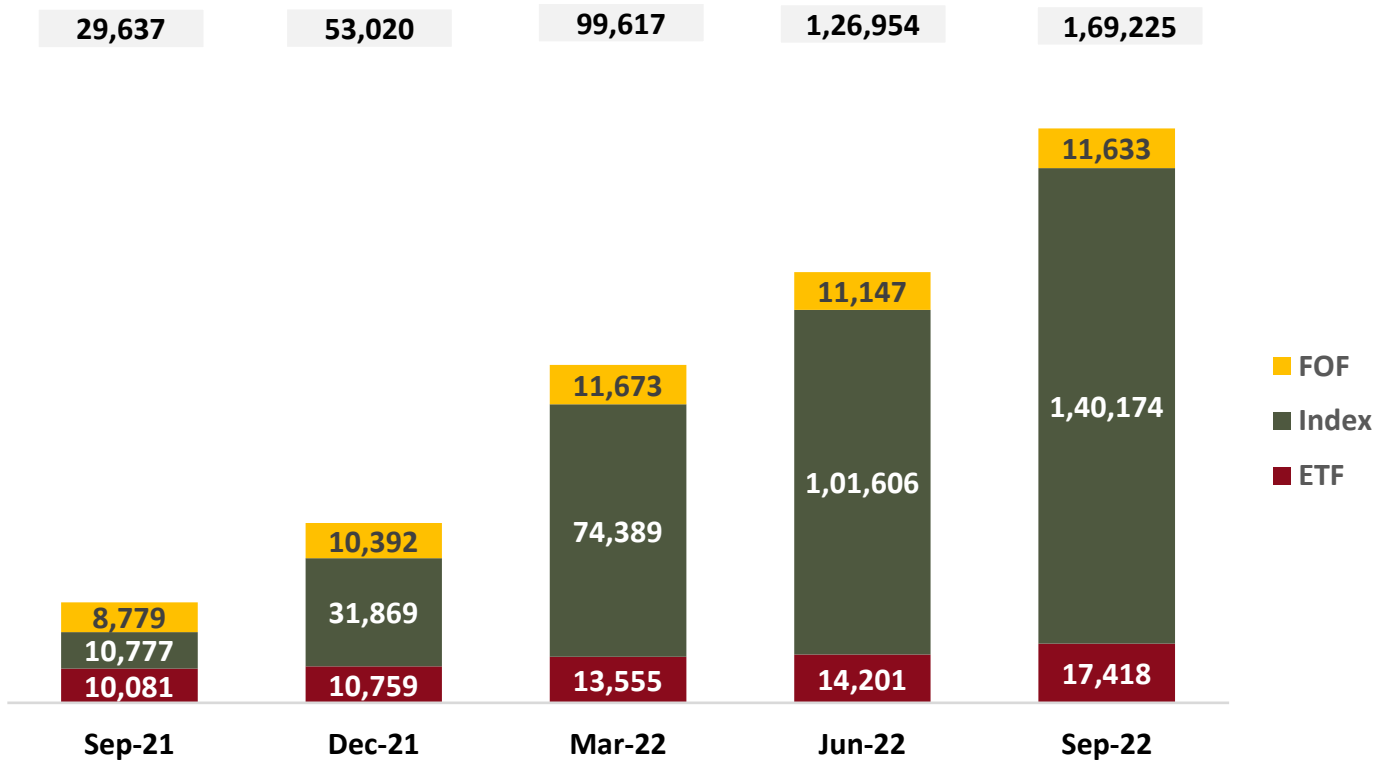


**10+**

Product Pipeline



AUM INR  
mm->



**ABSL AMC Passive AUM <sup>(2)</sup>**

- Industry leader in Debt Index fund
- Innovative products filed with the regulator like Futuristic Healthcare FOF, etc.
- Expansion in product suite to 28+ and many more in pipeline

<sup>1</sup> Since Sept-2021 <sup>2</sup> Closing AUM for ETFs, FoFs & Index Funds

# Alternative Assets



## PMS / AIF

AUM  
INR 1,626 Cr

### Product Launched

- **Asset Linked PMS**
- **India Equity Services Fund**  
(Roadshow Underway)

### Products in pipeline

- **Credit Opportunities Fund**



## Real Estate

AUM  
INR 575 Cr

- Second Close completed **Aditya Birla Real Estate Credit Opportunities Fund (Category II AIF)**. First Investment from the fund concluded
- Collaborating with **BentallGreenOak** to conduct Roadshows for Offshore Real Estate fund



## Offshore

AUM  
INR 9,006 Cr

- Seed funding approval received for **Greater India ESG Engagement Fund** for Global Investors
- Plans to launch funds for **NRIs** and **LRS** investors in India after regulatory clearance

# Our Digital Assets & Partnerships



## Enhancing Digital Capabilities

<b>Customer Journey</b>	Enhancing investor experience & instant access to functionalities by providing better UI/UX
<b>Digital Integration</b>	API platform for rapid integration with partners and fintechs
<b>Data &amp; Analytics</b>	Adopting Predictive and Prescriptive Analysis to gauge customer product inclinations

<b>Automation</b>	Automated internal processes to bring in efficiency using low code business platform
<b>Cutting Edge Investment Tools</b>	An analytics platform for asset class investment risk & performance attributions
<b>Pro Features</b>	Pro Investing capabilities for SIP and Lumpsum purchases on customer and partner assets

### Investor Assets



Mutualfund.adityabirlacapital.com

Investor Mobile App

Active Account App

### Partner Assets



Partner Mobile App

API services for IFAs

abslmpartner.adityabirlacapital.com

# Investor & Distributor Engagement

Aim to educate existing and next generation of investors and distributors

Reached **8,75,312+ people** through conducting over **12,568 training sessions** – many being “industry firsts”<sup>1</sup>

## SAMRIDDI MAGAZINE

**5 million+** passengers across 25 routes<sup>1</sup>

Generated **10,65,000 +** views on website



## INVESTORS HANGOUTS PROGRAM

**85.8K** active users<sup>1</sup>

And over **7.90 million** YouTube viewers<sup>1</sup>

## FIRST FINANCIAL LESSONS AND FIRST PAY CHEQUE

Partnered with **20** universities

Associated with NISM<sup>2</sup>

Reached over **44,000** students<sup>1</sup>



## FOR HER – FINANCIAL EDUCATION

An **exclusive initiative**  
**to educate women with leading media house.**  
Customized engagements and workshops to **create**  
**women investors and MFDs**

**5.6 Million** Social Media Impressions<sup>1</sup>

## NIVESH MAHAKUMBH PROGRAM

Viewership of **12,70,000+**



## NIPUN LEARNING ACADEMY

Offer **customized training modules** and  
workshops to our channel partners



# Financial Performance

Aditya Birla Sun Life  
AMC Ltd.

(A part of Aditya Birla Capital Ltd.)



ADITYA BIRLA  
CAPITAL

# Summary Financial Statements – Quarterly

## Statement Of Profit & Loss Account

(INR Million unless otherwise stated)

Particulars	Quarter Ending			Change	
	Sep-22	June-22	Sep-21	Q-o-Q	Y-o-Y
<b>Revenue from Operations</b>	<b>3,111</b>	<b>3,045</b>	<b>3,320</b>	<b>2%</b>	<b>-6%</b>
Employee Benefit Expense	712	647	758	10%	-6%
Fees and Commission Expense	44	44	46	-1%	-5%
Depreciation and Amortization	84	88	89	-5%	-5%
Other Expenses <sup>1</sup>	543	550	525	-1%	3%
<b>Total Expenses</b>	<b>1,383</b>	<b>1,329</b>	<b>1,417</b>	<b>4%</b>	<b>-2%</b>
<b>Operating Profit Before tax</b>	<b>1,728</b>	<b>1,716</b>	<b>1,903</b>	<b>1%</b>	<b>-9%</b>
Other Income	766	-308	402	NA	90%
<b>Profit Before Tax</b>	<b>2,494</b>	<b>1,408</b>	<b>2,305</b>	<b>77%</b>	<b>8%</b>
Tax Expense	577	380	574	52%	1%
<b>Net Income</b>	<b>1,917</b>	<b>1,028</b>	<b>1,731</b>	<b>86%</b>	<b>11%</b>

<sup>1</sup> Includes Finance Cost

# Summary Financial Statements – Half Yearly

## Statement Of Profit & Loss Account

(INR Million unless otherwise stated)

Particulars	Half year ending		
	Sep-22	Sep-21	Y-o-Y
<b>Revenue from Operations</b>	<b>6,156</b>	<b>6,351</b>	<b>-3%</b>
Employee Benefit Expense	1,359	1,448	-6%
Fees and Commission Expense	87	107	-19%
Depreciation and Amortization	173	178	-3%
Other Expenses <sup>1</sup>	1,093	987	11%
<b>Total Expenses</b>	<b>2,712</b>	<b>2,720</b>	<b>-0.3%</b>
<b>Operating Profit Before tax</b>	<b>3,444</b>	<b>3,631</b>	<b>-5%</b>
Other Income	458	733	-38%
<b>Profit Before Tax</b>	<b>3,902</b>	<b>4,364</b>	<b>-11%</b>
Tax Expense	957	1,084	-12%
<b>Net Income</b>	<b>2,945</b>	<b>3,280</b>	<b>-10%</b>

<sup>1</sup> Includes Finance Cost

# Summary Financial Statements

## Balance Sheet

(INR Million unless otherwise stated)

Particulars	As on	
	Sep-22	Mar-22
Share Capital	1,440	1,440
Other Equity	21,961	20,525
<b>Total Equity</b>	<b>23,401</b>	<b>21,965</b>
Financial Liabilities	1,305	1,507
Non-financial Liabilities	897	876
<b>Total Equity &amp; Liabilities</b>	<b>25,603</b>	<b>24,347</b>
Investments	22,042	21,210
Other Financial Assets	1,683	1,424
Non-financial Assets	1,879	1,714
<b>Total Assets</b>	<b>25,603</b>	<b>24,347</b>



# Notes To Financials

1. The financial results have been prepared in accordance with the recognition and measurement principles laid down in Indian Accounting Standards ('Ind AS'), notified under Section 133 of the Companies Act, 2013 read with Companies (Indian Accounting Standards) Rules, 2015, as amended from time to time, and other accounting principles generally accepted in India.
2. The Group is in the business of providing asset management services to Aditya Birla Sun Life Mutual Fund and portfolio management & advisory services to clients. The primary segment is identified as asset management services. As such, the Group's financial statements / results are largely reflective of the asset management business and accordingly there are no separate reportable segments as per Ind AS 108 - Operating Segment.
3. Figures for the quarter ended September 30, 2022 and September 30, 2021 are derived by deducting the reported year-to-date figures for the period ended June 30, 2022 and June 30, 2021 from the unaudited figures for the period ended September 30, 2022 and September 30, 2021 respectively. Previous period's / year's figures have been regrouped/reclassified wherever necessary to correspond with the current period's classification / disclosure.
4. During the period ended September 30, 2022, the Company has paid a final dividend Rs. 5.85 per equity share (face value of Rs. 5 each) for the year ended March 31, 2022 as approved by its shareholders at the Annual General Meeting held on 21st July, 2022.
5. The above results have been reviewed by the Audit Committee and approved by the Board of Directors of the Company, at their meeting held on October 27, 2022. The results have been subjected to limited review by the statutory auditors of the Company.

# Annexure

Aditya Birla Sun Life  
AMC Ltd.

(A part of Aditya Birla Capital Ltd.)



ADITYA BIRLA  
CAPITAL

# Eminent Board of Directors



**Kumar Mangalam Birla**  
Non-Executive Chairman



**Vishakha Mulye**  
Additional Director  
(Non-Executive)



**A. Balasubramanian**  
Managing Director & CEO



**Sandeep Asthana**  
Non-Executive Director



**Amrit Kanwal**  
Non-Executive Director



**Alka Bharucha**  
Independent Director



**Harish Engineer**  
Independent Director



**Navin Puri**  
Independent Director



**Sunder Rajan Raman**  
Independent Director



**Ramesh Abhishek**  
Independent Director

# Experienced Management Team

Senior management team with us for over 10 years and instrumental in our growth and success



**A Balasubramanian**  
Managing Director and CEO



**Mahesh Patil**  
Chief Investment Officer



**Bhavdeep Bhatt**  
Head - Retail Sales



**Vikas Mathur**  
Head – Institutional Sales



**Anil Shyam**  
Head – Alternate Business



**Parag Joglekar**  
Chief Financial Officer



**Keerti Gupta**  
Chief Operations Officer



**KS Rao**  
Head – Investor Education  
& Distributor Development



**Sidharth Damani**  
Head – Business Enablement  
and Marketing



**Hemanti Wadhwa**  
Chief Compliance Officer



**Hari Babu B**  
Chief Risk Officer



**Hirak Bhattacharjee**  
Head – HR, Admin and  
Business Excellence

**Thank You**

**Aditya Birla Sun Life  
AMC Ltd.**

(A part of Aditya Birla Capital Ltd.)



**ADITYA BIRLA  
CAPITAL**

# DISCLAIMER

This presentation is for information purposes only and does not constitute a prospectus, an offering circular, an advertisement, a private placement offer letter or offer document or an offer or the recommendation or solicitation of an offer or invitation to purchase or sell any securities (“**Securities**”) of Aditya Birla Sun Life AMC Limited or its subsidiaries or its associates (together, the “**Company**”) under the Companies Act, 2013 and the rules made thereunder, the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended, or any other applicable law in India, the United States, or any other jurisdiction. This presentation has not been and will not be reviewed or approved by a regulatory authority in India or by any stock exchange in India. The Company has prepared this presentation based on information available to it, including information derived from public sources that have not been independently verified. Please note that for ease of understanding and calculations purposes, figures are rounded off to the nearest number while presenting figures in trillion, billion and million. In view of the rounding off, any calculations representing growth in % may not tally as it is derived from the underlying number. No representation, warranty, guarantee or undertaking, express or implied, is provided, or will be provided, in relation to, and no reliance shall be placed on, the fairness, accuracy, correctness, completeness or reliability of the information, estimates, projections, opinions or conclusions expressed herein. This presentation should not be used as a basis for any investment decision. The Company may alter, modify or otherwise change in any manner the contents of this presentation, without obligation to notify any person of such revision or changes.

The statements contained in this presentation speak only as at the date as of which they are made, and the Company expressly disclaims any obligation or undertaking to supplement, amend or disseminate any updates or revisions to any statements contained herein to reflect any change in events, conditions or circumstances on which any such statements are based. By preparing this presentation, none of the Company, its management, and the respective advisers undertakes any obligation to provide the recipient with access to any additional information or to update this presentation or any additional information or to correct any inaccuracies in any such information which may become apparent. Past performance may or may not be sustained in future and should not be considered as, indicative of future results. The presentation may contain information about Aditya Birla Sun Life Mutual Fund (“**ABSLMF**”) which has to be read and understood in the context of the Company’s business, its operations and performance, and should not be construed as any form of communication / advertisement of ABSLMF. The information contained in this presentation is strictly confidential and is intended solely for your reference and shall not be reproduced (in whole or in part), retransmitted, summarized or distributed to any other persons without the Company’s prior written consent. Any extraneous or inconsistent information or representation, if given or made by any person, should not be relied upon as having been authorized by or on behalf of the Company.

This presentation may contain, words or phrases like “will”, “aim” “believe”, “expect”, “projects”, “plans”, “will continue”, “anticipate”, “intend”, “estimate” and similar expressions or variations of these expressions, that are “forward-looking statements” that involve risks and uncertainties and are based on certain beliefs, plans and expectations of the Company and are not guarantees of future performance. Actual future performance, outcomes and results may differ materially from those expressed in forward-looking statements as a result of a number of risks, uncertainties and assumptions. Although the Company believes that such forward-looking statements are based on reasonable assumptions, it can give no assurance that such expectations will be met. Representative examples of factors that could affect the accuracy of forward-looking statements include (without limitation) the condition of, and changes in, India’s political and economic status, government policies, applicable laws, global capital markets, the mutual fund industry in India, pandemic and international and domestic events having a bearing on the Company’s business, and such other factors beyond the Company’s control. You are cautioned not to place undue reliance on these forward-looking statements, which are based on current views of the Company’s management on future events. Further, nothing in this presentation should be construed as constituting legal, business, tax or financial advice or a recommendation regarding the securities. None of the Company or any of its affiliates, advisers or representatives accepts any liability whatsoever for any loss or damage howsoever arising from any information presented or contained in this presentation. The distribution of this presentation in certain jurisdictions may be restricted by law. Accordingly, any persons in possession of this presentation should inform themselves about and observe any such restrictions. The information contained herein does not constitute an offer of securities for sale in the United States or in any other jurisdiction. Securities may not be offered or sold in the United States absent registration or an exemption from registration under the U.S. Securities Act of 1933, as amended. Before acting on any information you should consider the appropriateness of the information having regard to these matters, and in particular, you should seek independent financial advice. This presentation is not an advertisement under the Securities and Exchange Board of India (Mutual Funds) Regulations, 1996, as amended from time to time and is not intended to influence investment decisions of any current or prospective investors of the schemes of ABSLMF.

## Definitions:

MAAUM refers to Monthly Average Assets Under Management

QAAUM refers to Quarterly Average Assets Under Management

mm: Million, bn: Billion: tn: Trillion