

**Aditya Birla Sun Life AMC Ltd.**

(A part of Aditya Birla Capital Ltd.)



**ADITYA BIRLA  
CAPITAL**

PROTECTING INVESTING FINANCING ADVISING

Ref. No.: ABSLAMCL/PS/56/23-24

July 26, 2023

**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  
**Symbol: ABSLAMC**

Dear Sir/Ma'am,

**Sub: Intimation under Regulation 30 SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Investor presentation along with Press Release**

Please find enclosed herewith a copy of the investor presentation along with the press release on the Unaudited Financial Results of the Company for the quarter ended June 30, 2023.

In compliance with the SEBI Listing Regulations, the above information is being hosted on the Company's website at <https://mutualfund.adityabirlacapital.com>.

The above is for your information and dissemination.

Thanking you.

Yours faithfully,

For **Aditya Birla Sun Life AMC Limited**

**Hemanti Wadhwa**

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

**Encl. As above**

**Aditya Birla Sun Life AMC Limited**

(A part of Aditya Birla Capital Ltd.)

+91 22 4356 8000 I (F) +91 22 4356 8110/ 8111

<https://mutualfund.adityabirlacapital.com>

**Correspondence & Registered Office:**

One World Centre, Tower 1, 17<sup>th</sup> Floor,

Jupiter Mills, Senapati Bapat Marg,

Elphinstone Road, Mumbai – 400 013

CIN: L65991MH1994PLC080811

Aditya Birla Sun Life  
AMC Ltd.

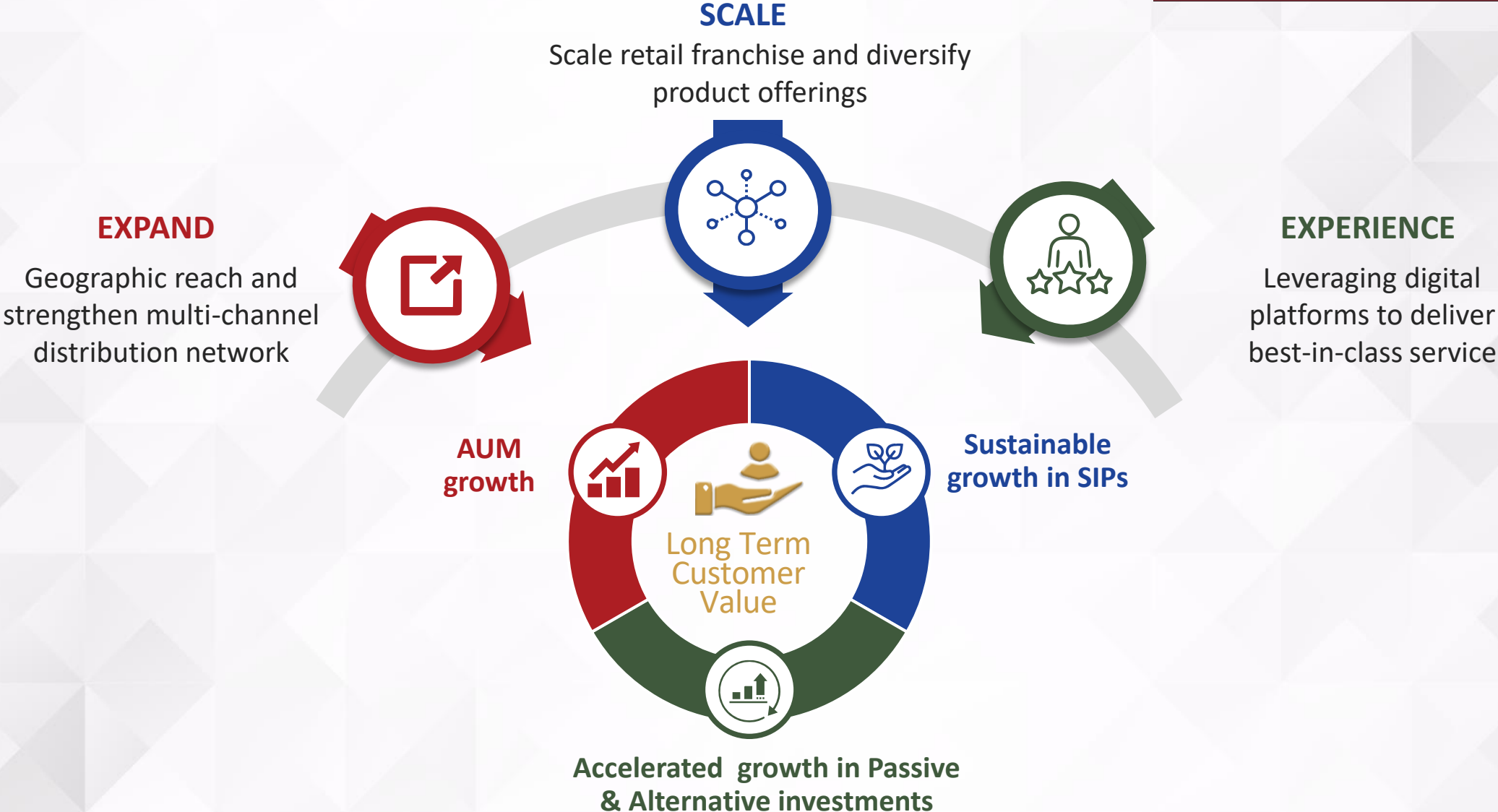


ADITYA BIRLA  
CAPITAL

# INVESTOR PRESENTATION

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For Quarter ending June 30, 2023



Driven by a strong and robust risk management and governance framework



**Mutual Fund  
QAAUM**

**₹ 2,969 bn**

Market share<sup>1</sup> 7.7%



**Equity  
QAAUM**


**₹ 1,186 bn**

Market share 5.4%  
Equity Mix 39.9%



**Individual  
MAAUM**


**₹ 1,501 bn**

 14% Y-o-Y



**Revenue**


**₹ 3,889 mn<sup>2</sup>**

 42% Y-o-Y



**PAT**

**₹ 1,846 mn**

 79% Y-o-Y

**₹ 287 bn  
Passive AUM**



**2x Y-o-Y<sup>3</sup>**

**₹ 8.93 bn  
Commitment Raised**

**In India Equity Services  
Fund (CAT III AIF)**

**₹ 9.87 bn  
Monthly SIP book<sup>4</sup>**



**10% Y-o-Y**

**0.1 mn folios  
added in Q1 FY24**

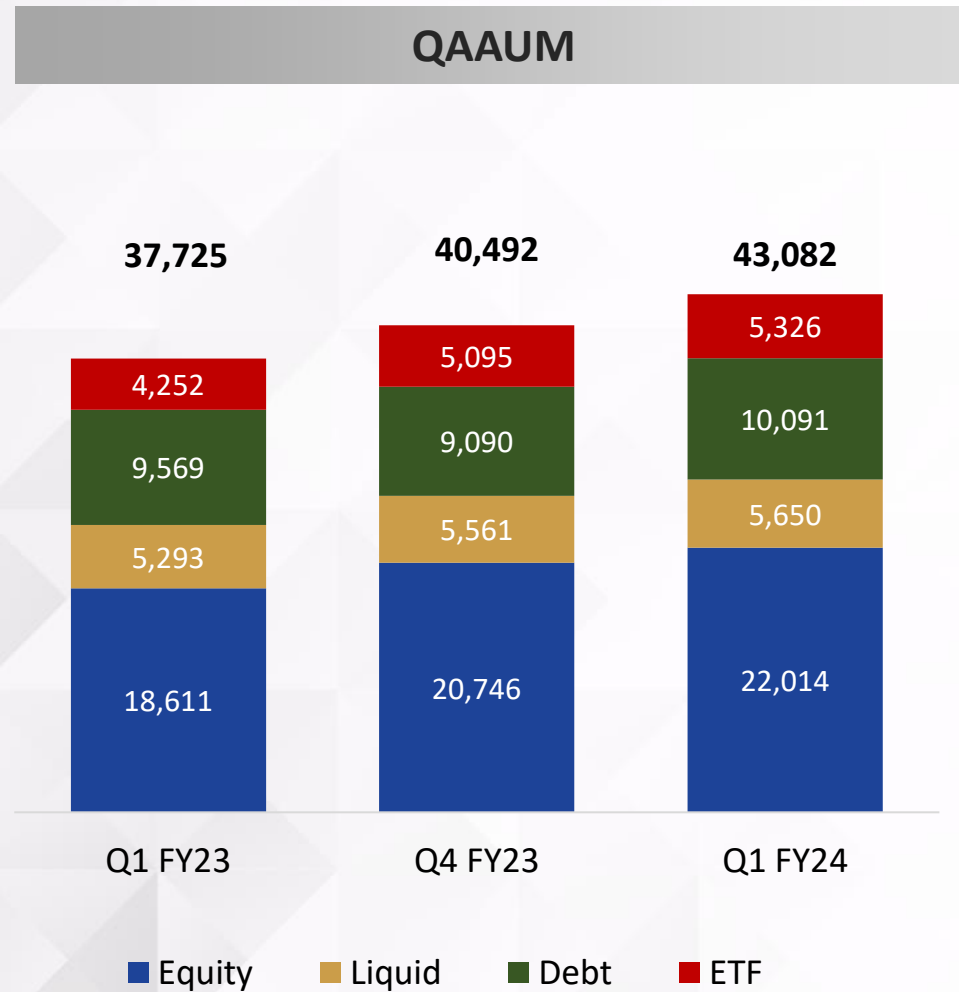
**7.91 mn folios**

# Industry Overview

# Industry QAAUM & Net Sales Trend

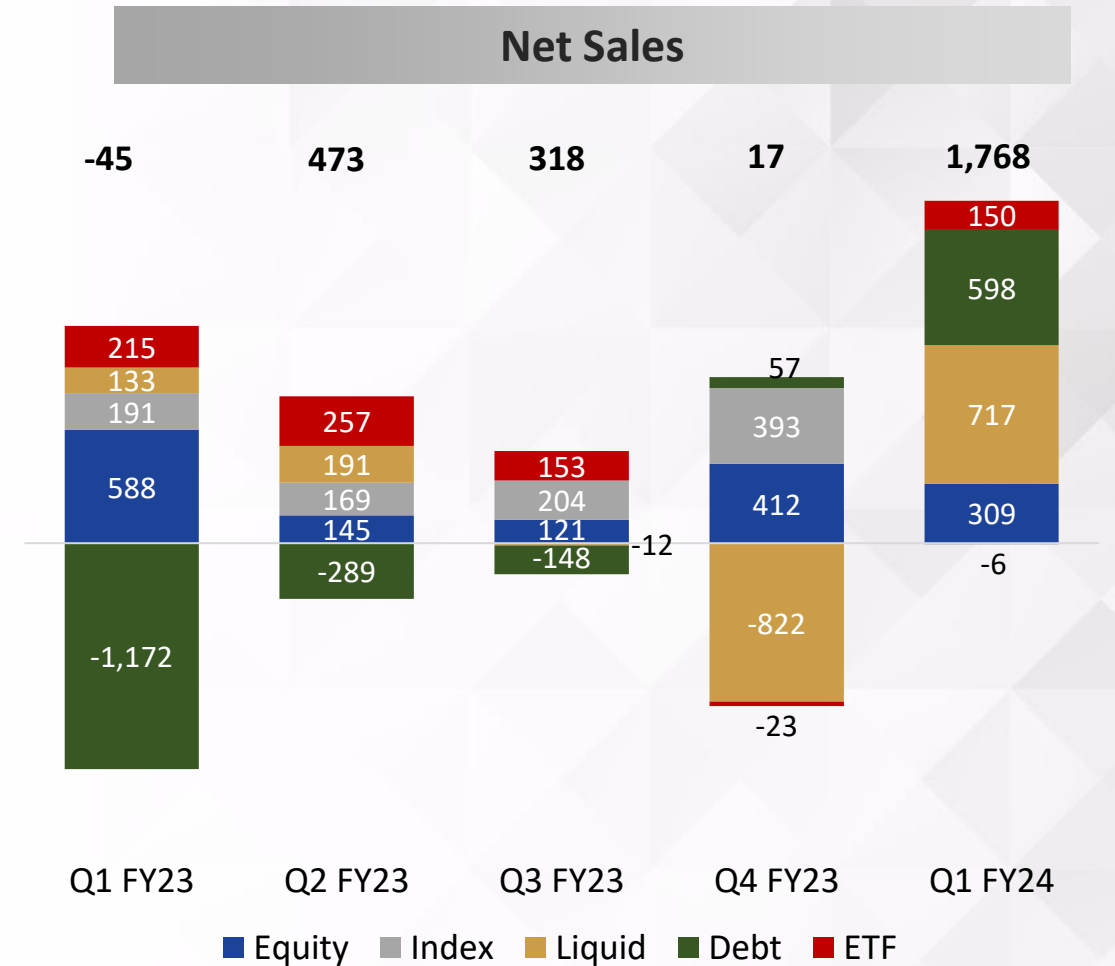
(INR Billion unless otherwise stated)

## QAAUM



**Industry AUM witnessed Q-o-Q growth of 6.4% in Q1 FY24**

## Net Sales



**Industry witnessed strong inflows in Q1 FY24**

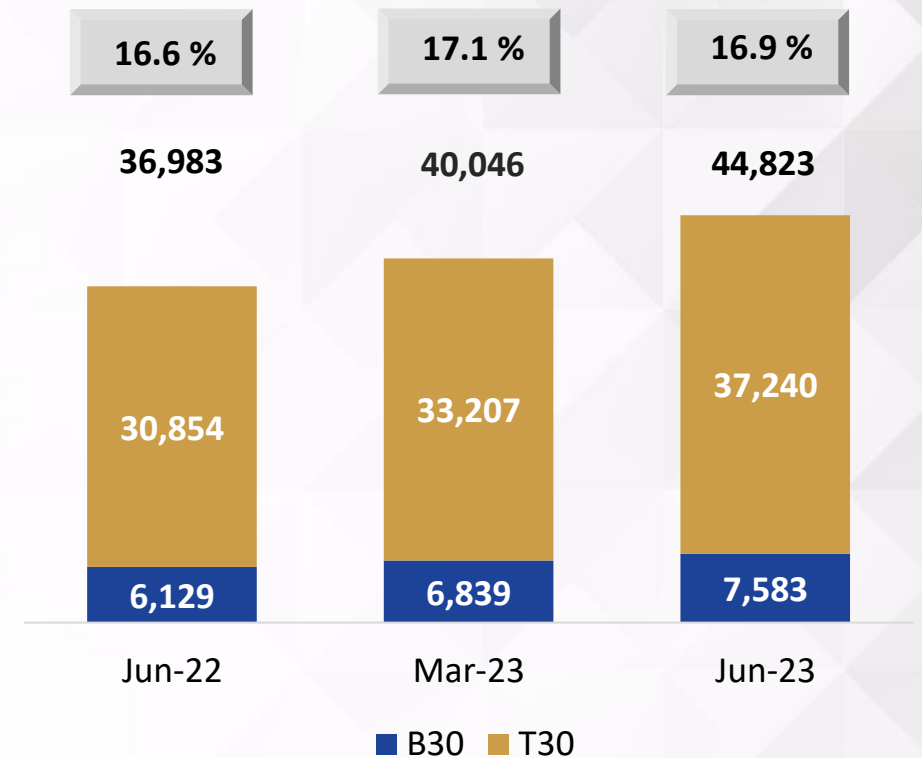
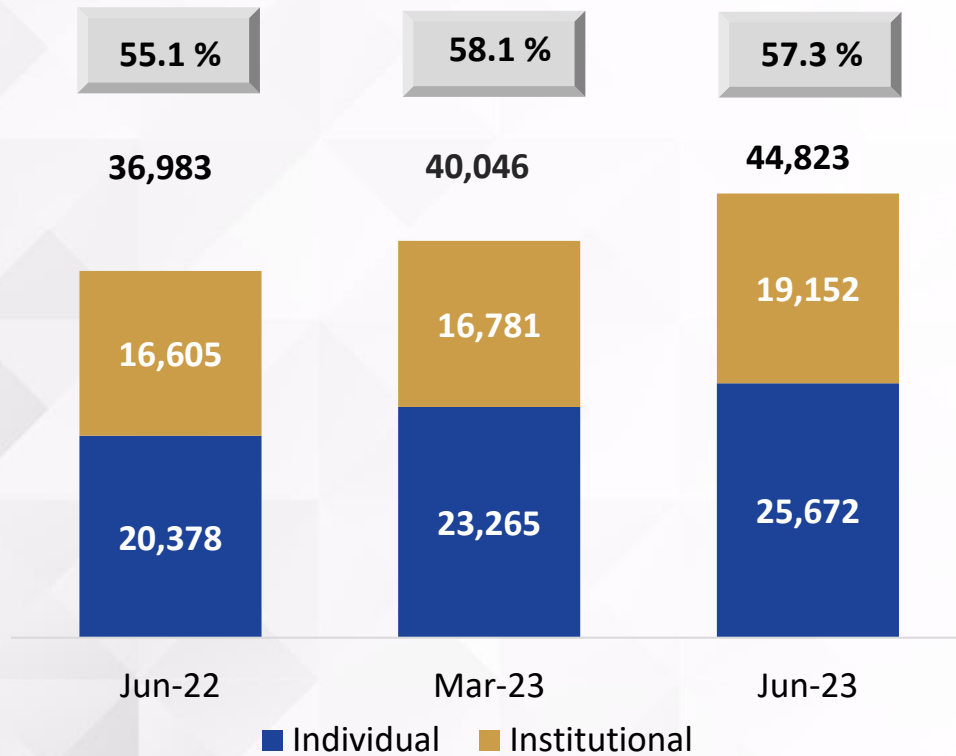
(INR Billion unless otherwise stated)

## Individual MAAUM

## B30 MAAUM

Individual  
Mix

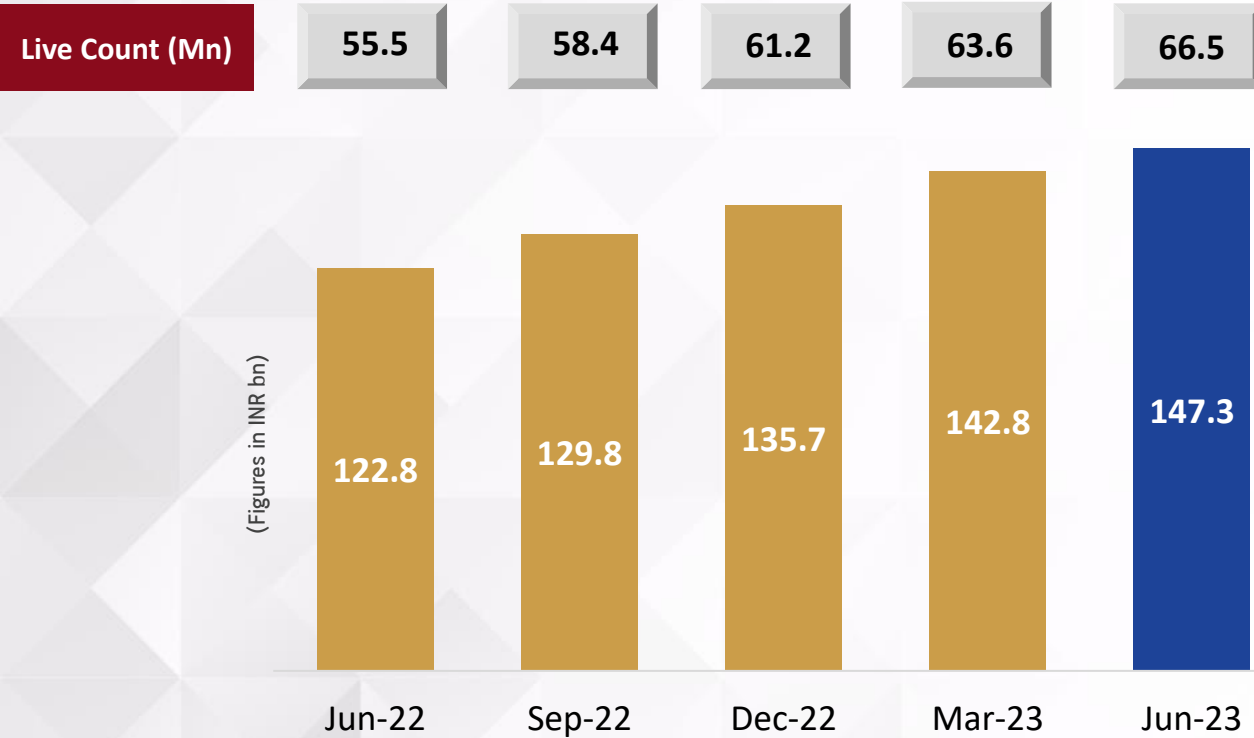
B-30 Mix



**Industry Individual MAAUM mix decreased from 58.1% to 57.3% in Q1 FY24**

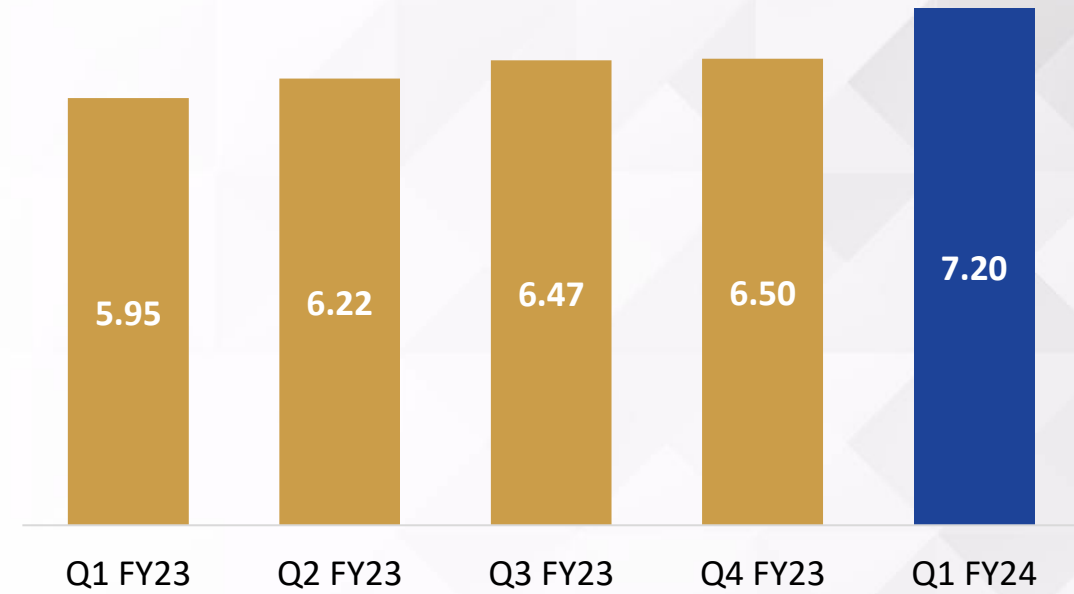
**Industry B30 MAAUM mix dip marginally from 17.1% to 16.9% in Q1 FY24**

## SIP Contribution



**Industry SIP book was at INR 147.3 bn in June 2023**

## New SIP registrations Count (mn)



**Industry new SIP registrations increased to 7.20 million**





# **ABSLAMC**

## **Performance Overview**

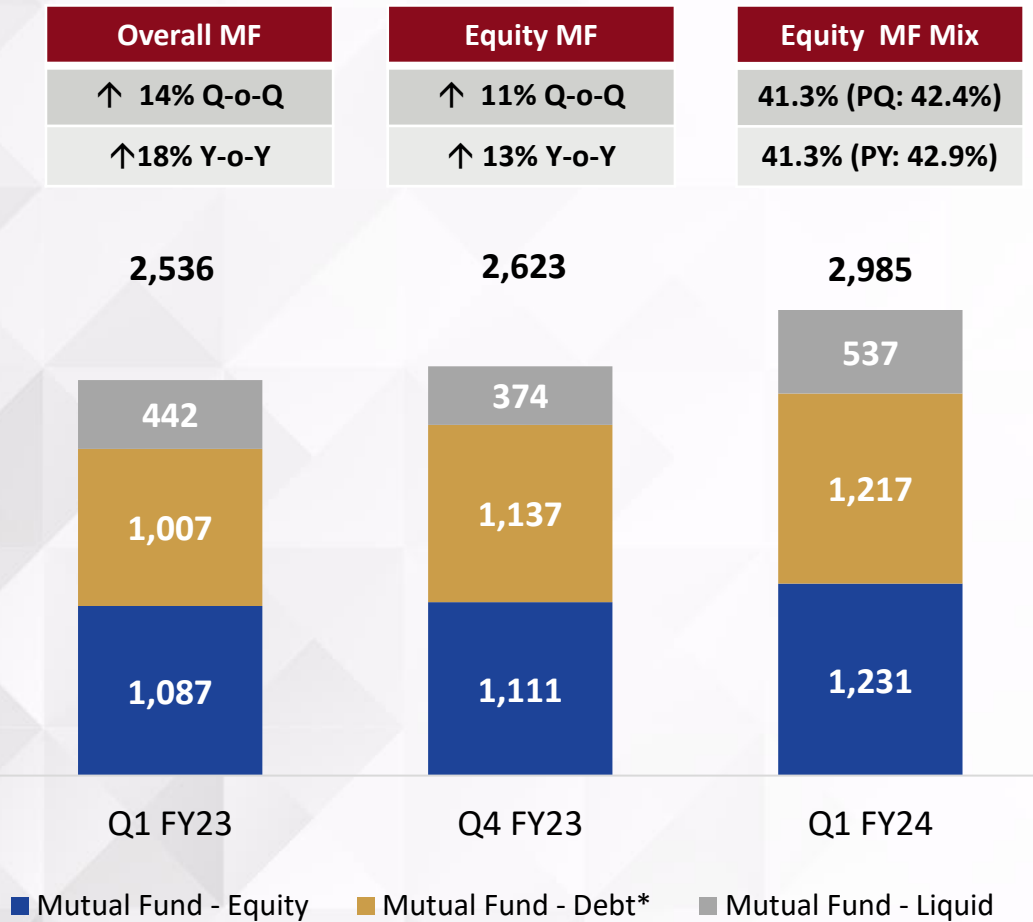
(INR Billion unless otherwise stated)

Particulars	Jun-22	Mar-23	Jun-23	Q-o-Q Change %	Y-o-Y Change %
<b>Mutual Fund QAAuM</b>	<b>2,815</b>	<b>2,752</b>	<b>2,969</b>	<b>8%</b>	<b>5%</b>
<b>Equity QAAuM</b>	<b>1,168</b>	<b>1,158</b>	<b>1,186</b>	<b>2%</b>	<b>2%</b>
<b>Fixed Income QAAuM<sup>1</sup></b>	<b>1,647</b>	<b>1,594</b>	<b>1,783</b>	<b>12%</b>	<b>8%</b>
<b>Individual MAAuM</b>	<b>1,315</b>	<b>1,403</b>	<b>1,501</b>	<b>7%</b>	<b>14%</b>
<b>Institutional MAAuM</b>	<b>1,415</b>	<b>1,272</b>	<b>1,590</b>	<b>25%</b>	<b>12%</b>
<b>B-30 MAAuM</b>	<b>435</b>	<b>448</b>	<b>493</b>	<b>10%</b>	<b>13%</b>
<b>Monthly SIP Book<sup>2</sup></b>	<b>8.98</b>	<b>10.03</b>	<b>9.87</b>	<b>-2%</b>	<b>10%</b>

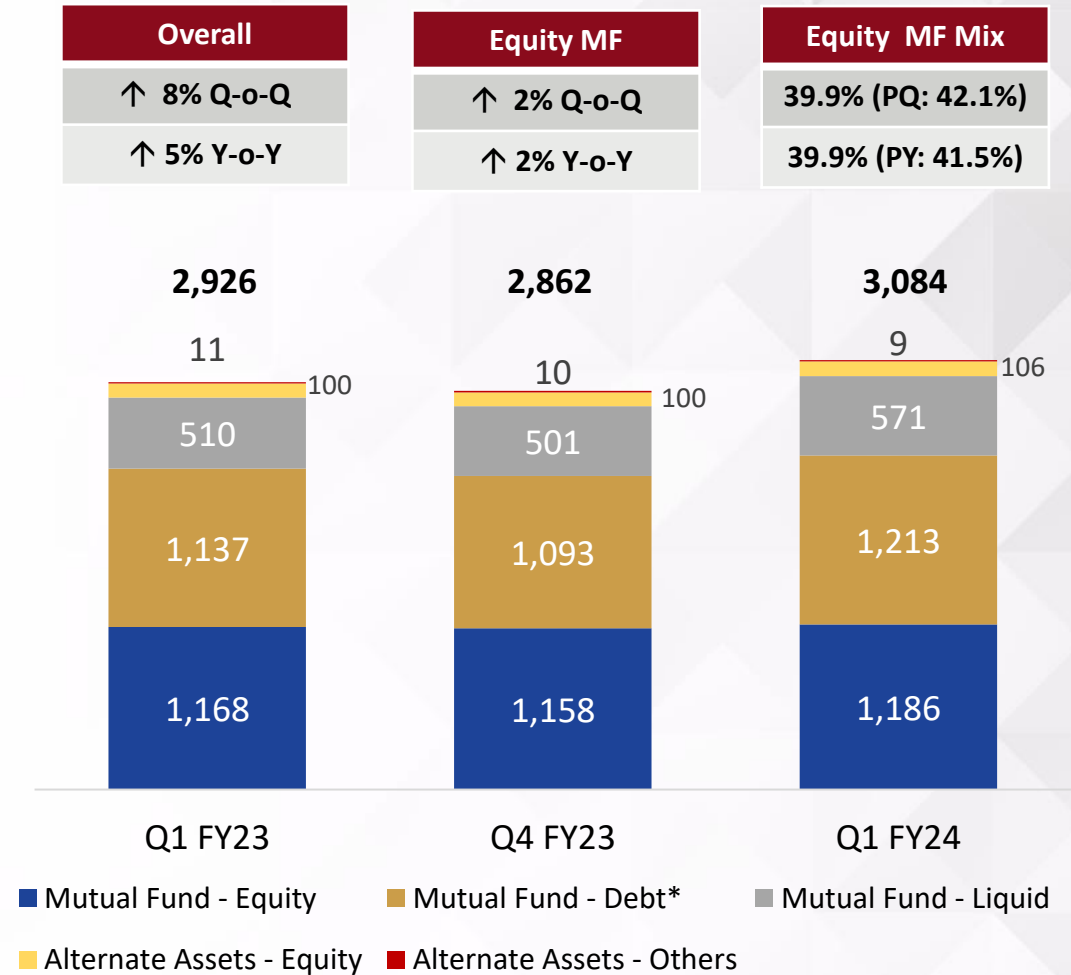
<sup>1</sup> Fixed Income include ETF ; <sup>2</sup> Includes STP

(INR Billion unless otherwise stated)

## Closing Assets under Management



## Quarterly Average Assets under Management



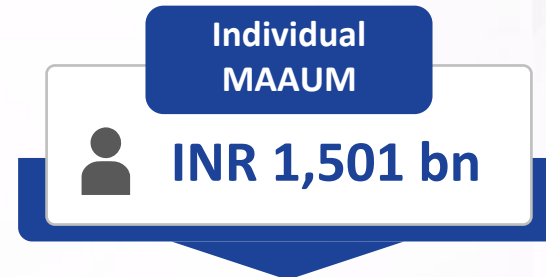
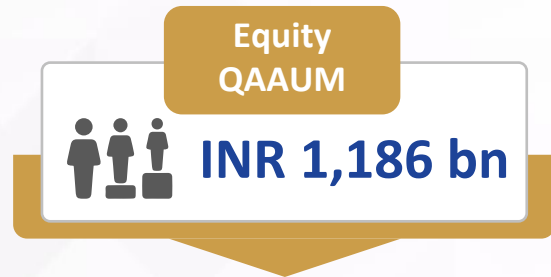
\*Mutual Fund Debt include ETF

Strong retail franchise with **7.91 mn** folios (as on June 30, 2023)

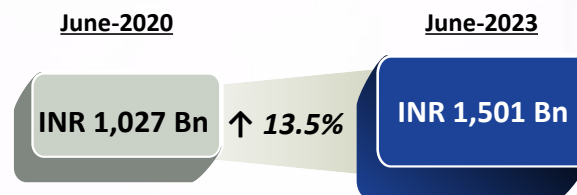
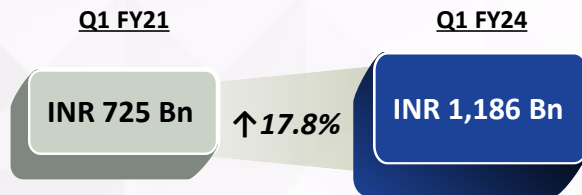
June-23 unless stated otherwise



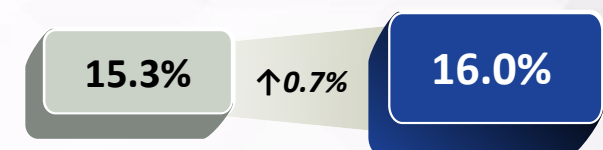
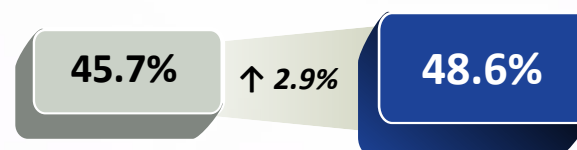
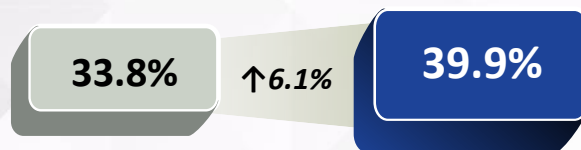
Size



Growth



Contribution to AUM



Higher share of SIPs generates consistent inflows across market cycles

## Building sustainable SIP Book

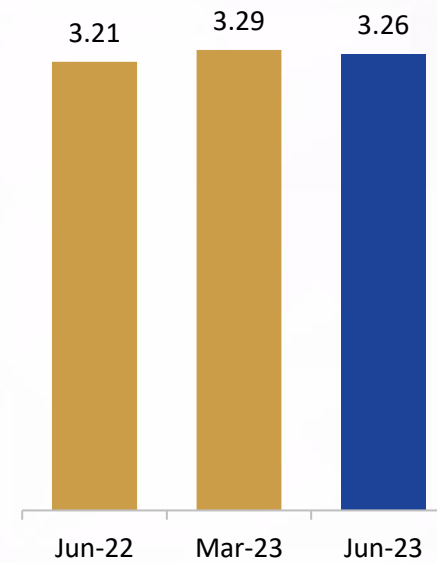
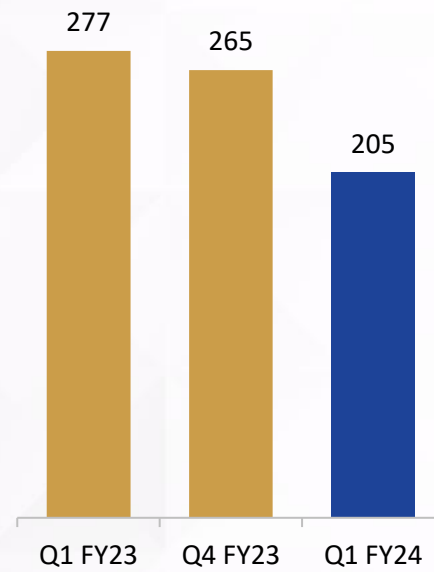
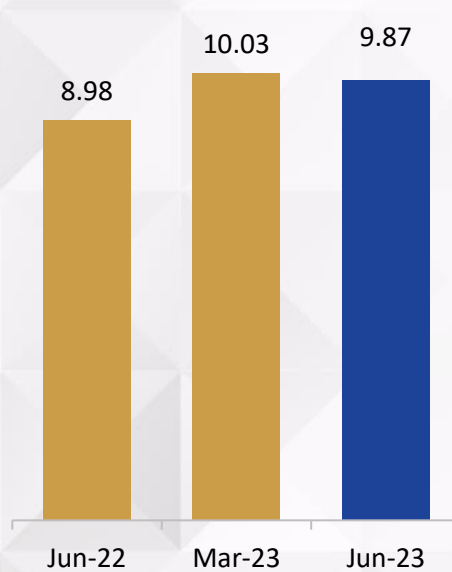
## Long Tenure SIP Book<sup>2</sup>

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

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

Number of Live  
Outstanding SIPs<sup>1</sup> (mn)

% Count of  
Total SIPs



<sup>1</sup> Includes STP ; <sup>2</sup> Based on tenure at the time of registration of all live SIPs as on June 30,2023

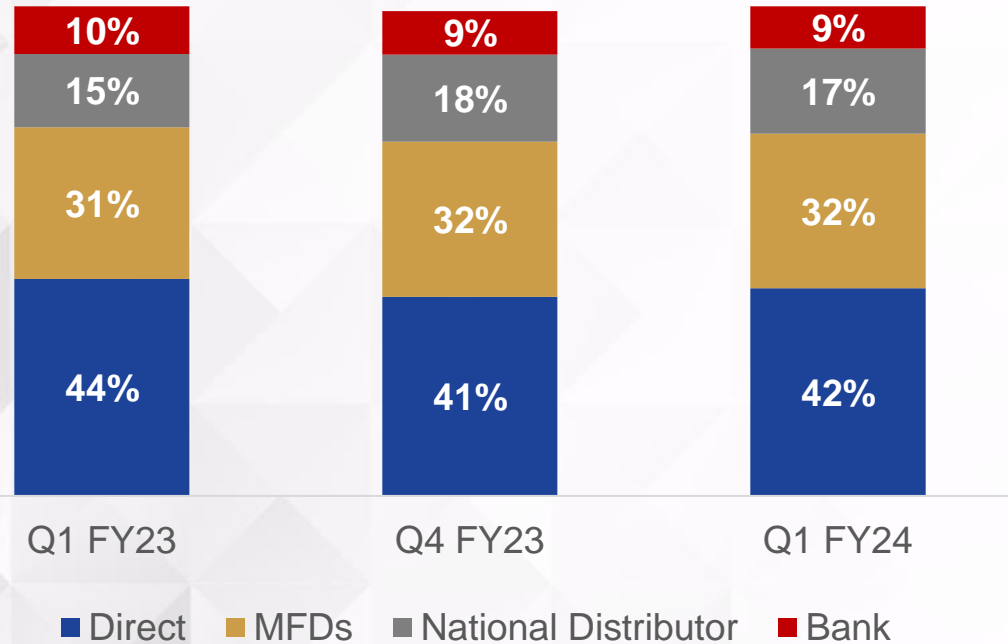
## One of the largest empaneled distributor base

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

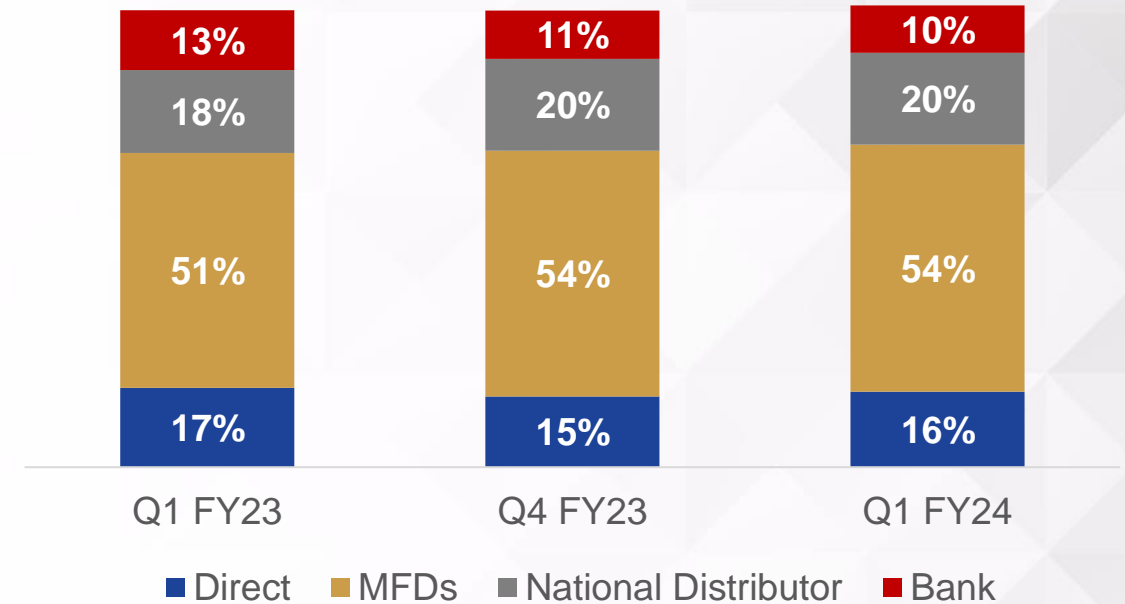


**B-30 Markets of 290+ locations, over 80% are in B-30 cities**

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







## Broad-based sourcing of Equity Assets



**Continue to expand distributor base and empaneled 2000 + new MFDs in Q1 FY24**

## A lean model to expand into deeper markets

	<b>Emerging Markets</b>	<b>85 + EM locations</b>	<ul style="list-style-type: none"><li>• Aim to tap into potential rural and emerging markets at an early stage to build early growth</li><li>• Deepening product awareness through continuous engagement drives for investors and distributors</li></ul>
	<b>Virtual Relationship Manager</b>	<b>400 + Distributors Activated<sup>1</sup></b>	<ul style="list-style-type: none"><li>• Improve new distributor experience through virtual assistance and guidance with primary focus on increasing activations, SIPs and gross sales.</li><li>• Upgrade MFDs to high potential business partners and transfer them to Retail Sales</li></ul>
	<b>Service to Sales</b>	<b>~ 230 Dedicated Service Persons</b>	<ul style="list-style-type: none"><li>• Service RMs engage effectively with investors and facilitate their investment decision</li><li>• Identify opportunities for win back, retention and upsell</li></ul>
	<b>Sampark</b>	<b>2000 + Distributor Empaneled<sup>1</sup></b>	<ul style="list-style-type: none"><li>• Our distribution expansion initiative in empaneling and welcoming new distributors</li><li>• A comprehensive distributor engagement plan is implemented, encompassing empanelment, activation, digital transactions, education, and marketing communication</li></ul>





**2x**  
Growth <sup>(1)</sup> in Passives



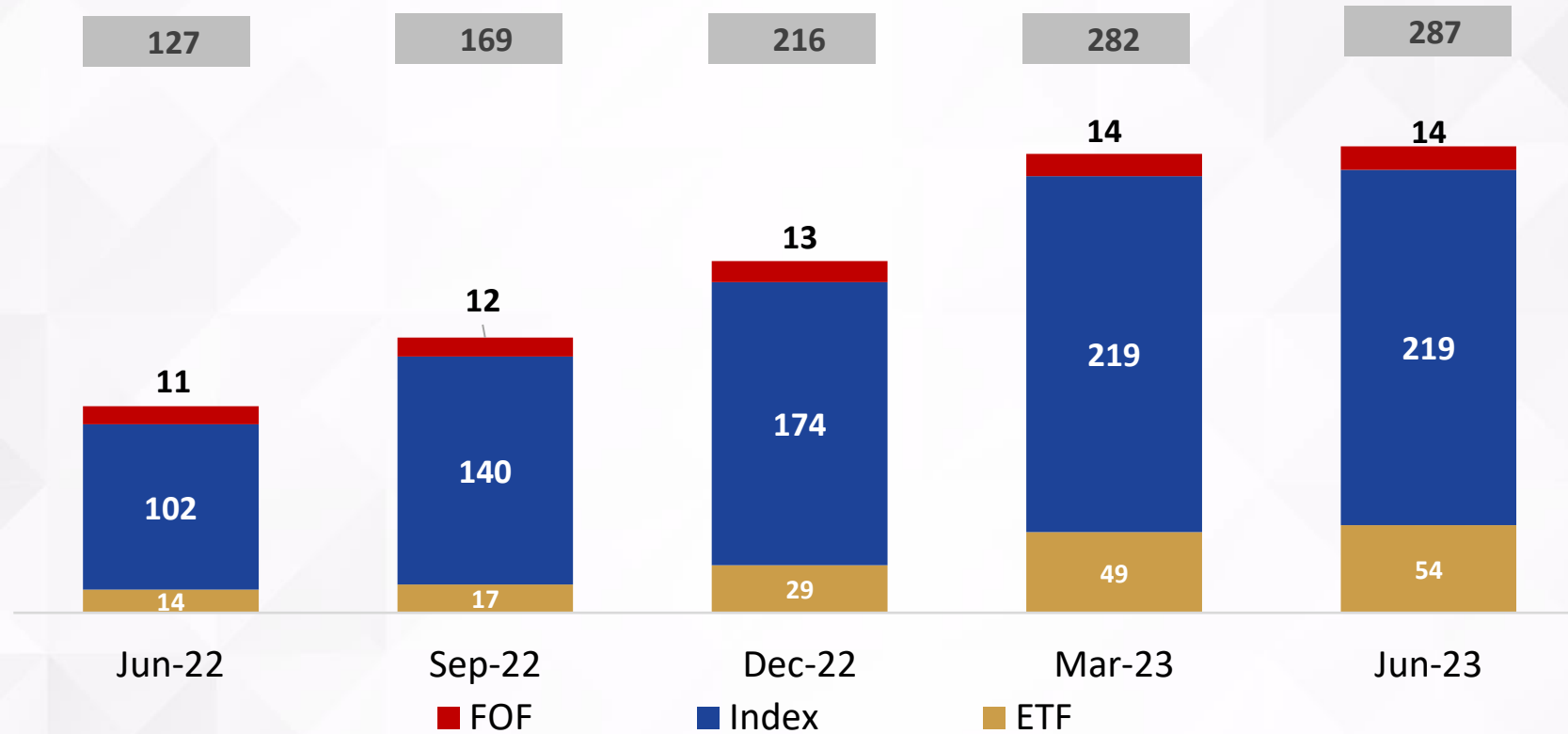
**~5,00,000**  
Investor Folios Served



**40**  
Product Bouquet

## Passive AUM <sup>(2)</sup>

AUM INR bn->



<sup>1</sup> Since Jun-2022 ; <sup>2</sup> Closing AUM for ETFs, FoFs & Index Funds



## PMS / AIF

QAAUM  
INR 19.23 bn

Closed **India Equity Services Fund (CAT III AIF)** with Commitment of **INR 8.93 bn**

### New Launches

**ABSL India Special Opportunities Fund (CAT III AIF)**

**ABSL India Equity Services Portfolio (PMS Platform)**

SEBI Clearance Received

**ABSL India Equity Services Fund Series 2 (CAT III AIF)**



## Real Estate

QAAUM  
INR 5.77 bn

**Aditya Birla Real Estate Credit Opportunities Fund (Cat II AIF)**

- Deployment of first two investment concluded
- One more deal in pipeline



## Offshore

QAAUM  
INR 89.87 bn

Launched

**“ABSL Global Emerging Market Equity Fund (IFSC)”**

Cat II AIF (Global Equity FoF AIF) domiciled in GIFT City and feeding into **“ARGA Emerging Market Equity Fund”**



## Investor Assets

## Partner Assets

## Enhancing Digital Capabilities

### Customer Journey

- Launched integrated purchase journey with Turbo STP
- Launched Digital NRI KYC for investing in mutual funds in India
- Modification of KYC enabled on Investor Portal

### Digital Integration

- API for *Sampoorna SIP* and Turbo STP for Fintech and NDs.
- APIs for Instant Redemption for Overnight Fund

### Data & Analytics

- Google Analytics to provide different kind of analytics to track and understand the investor activity.

### Automation

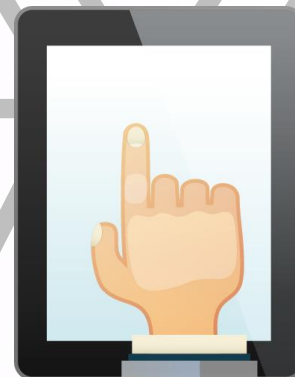
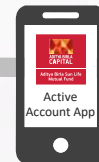
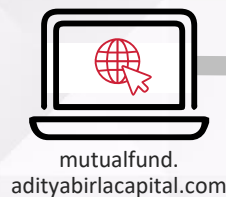
- Automated internal process to update email id and mobile number
- Modification of KYC enabled on Partner Portal

### Cutting Edge Investment Tools

- Propensity based communication for the investors using data analytics, ML AI and automation

### Pro Features

- Enhanced capability for CAMS OTM registration.



Aim to educate existing and next generation of investors and distributors

Reached **10,00,000+** people through conducting over **13,800 training sessions**<sup>1</sup>

## SAMRIDDI MAGAZINE



**5.3 million+** passengers across 26 routes<sup>1</sup>  
Generated **7,42,000+** views on website

## INVESTORS HANGOUTS PROGRAM



**98.7K** active users<sup>1</sup> And over  
**10 million** YouTube viewers<sup>1</sup>

## FIRST FINANCIAL LESSONS AND FIRST PAY CHEQUE



Partnered with  
**20** universities in association with NISM<sup>2</sup>  
Reached over **44,000** students<sup>1</sup>

## FOR HER - FINANCIAL EDUCATION



Customized engagements and workshops to  
**create women investors and MFDs**  
**7.75 Million**  
Social Media Impressions<sup>1</sup>

## NIVESH MAHAKUMBH PROGRAM



Viewership of **13,43,000+**

## NIPUN LEARNING ACADEMY



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



# Financial Performance

## Statement of Profit & Loss Account

(INR million unless otherwise stated)

Particulars	Quarter ending			Change	
	Jun-23	Mar-23	Jun-22	Q-o-Q	Y-o-Y
<b>Revenue from Operations</b>	<b>3,112</b>	<b>2,970</b>	<b>3,045</b>	<b>5%</b>	<b>2%</b>
Employee Benefits Expense	774	665	657	16%	18%
Fees and Commission Expense	82	74	44	10%	87%
Depreciation and Amortization	66	84	88	-21%	-25%
Other Expenses <sup>(1)</sup>	565	659	540	-14%	5%
<b>Total Expenses</b>	<b>1,486</b>	<b>1,482</b>	<b>1,329</b>	<b>0%</b>	<b>12%</b>
<b>Operating Profit Before tax</b>	<b>1,625</b>	<b>1,488</b>	<b>1,716</b>	<b>9%</b>	<b>-5%</b>
Other Income	778	322	-308	141%	NA
<b>Profit Before Tax</b>	<b>2,403</b>	<b>1,810</b>	<b>1,408</b>	<b>33%</b>	<b>71%</b>
Tax Expense	557	454	380	23%	47%
<b>Net Income</b>	<b>1,846</b>	<b>1,356</b>	<b>1,028</b>	<b>36%</b>	<b>79%</b>

<sup>1</sup> Includes Finance Cost

## Balance Sheet

(INR million unless otherwise stated)

Particulars	As at	
	30 <sup>th</sup> June 2023	31 <sup>st</sup> March 2023
Share Capital	1,440	1,440
Other Equity	25,624	23,730
<b>Total Equity</b>	<b>27,064</b>	<b>25,170</b>
Financial Liabilities	1,532	1,468
Non-financial Liabilities	1,171	1,243
<b>Total Equity &amp; Liabilities</b>	<b>29,768</b>	<b>27,881</b>
Investments	25,921	23,592
Other Financial Assets	1,479	2,109
Non-financial Assets	2,368	2,180
<b>Total Assets</b>	<b>29,768</b>	<b>27,881</b>

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 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. The Company, during the quarter ended 30<sup>th</sup> June, 2023 has allotted 37,229 Equity Shares face value ₹ 5 each, fully paid up, on exercise of options by eligible grantees, in accordance with the Employee Stock Option Schemes approved by the Company.
4. Figures for the quarter ended March 31, 2023 are derived by deducting the reported year-to-date figures for the nine month period ended December 31, 2022 from the audited figures for the year ended March 31, 2023. Previous period's / year's figures have been regrouped/reclassified wherever necessary to correspond with the current period's classification / disclosure.
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 July 26, 2023. The results have been subjected to limited review by the statutory auditors of the Company.



# Annexure



**Vishakha Mulye**  
Non-Executive Director



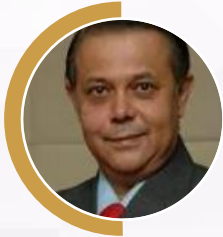
**A. Balasubramanian**  
Managing Director & CEO



**Sandeep Asthana**  
Non-Executive Director



**Amrit Kanwal**  
Non-Executive Director



**Navin Puri**  
Independent Director



**Alka Bharucha**  
Independent Director



**Sunder Rajan Raman**  
Independent Director



**Supratim Bandyopadhyaya**  
Additional Director  
(Independent)



**Ramesh Abhishek**  
Independent Director

# Experienced Management Team

Aditya Birla Sun Life  
AMC Ltd.



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



**A Balasubramanian**  
Managing Director and CEO



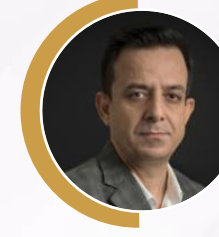
**Mahesh Patil**  
Chief Investment Officer



**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



**HIRAK  
BHATTACHARJEE**  
Head - HR, Admin &  
Business Excellence



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



**Hari Babu**  
Chief Risk Officer



**Hemanti Wadhwa**  
Chief Compliance Officer

**Thank You**

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**Aditya Birla Sun Life  
AMC Ltd.**

(A part of Aditya Birla Capital Ltd.)



**ADITYA BIRLA  
CAPITAL**

## PRESS RELEASE

### Key Highlights

- Revenue grew by 42% year-on-year from Rs. 2,737 million to Rs 3,889 million
- Profit after tax grew by 79% year-on-year from Rs. 1,028 million to Rs. 1,846 million
- Mutual Fund QAAUM was at Rs. 2,969 billion in Q1 FY24
- Equity Mutual Fund QAAUM was Rs. 1,186 billion and Equity Mix to overall MF QAAUM at 40% in Q1 FY 24
- Monthly SIP book grew by 10% year on year to Rs. 9.87 billion

**Mumbai, July 26, 2023:** Aditya Birla Sun Life AMC Limited (ABSL AMC), a part of Aditya Birla Capital Limited, announced its unaudited financial results for the quarter ended June 30, 2023.

### Business Highlights:

- ABSL AMC's total QAAUM including Alternate assets stood at Rs. 3,084 billion for the quarter ending June 30, 2023. ABSL AMC Mutual Fund QAAUM is at Rs. 2,969 billion
- Equity MF QAAUM stood at Rs 1,186 billion for Q1 FY24 with mix at 40%
- Individual Monthly AAUM at Rs 1,501 billion for June 2023. Individual mix is at 49% of total AUM
- B-30 Monthly AAUM at Rs 493 billion for June 2023. B-30 mix is at 16% of total AUM
- ABSL AMC serviced 7.91 million folios for the quarter ending June 30, 2023. Added around 0.1 million new folios in Q1 FY24
- Monthly systematic inflows (including STP) for June 2023 is Rs. 9.87 billion with 3.26 million accounts
- Registered around 2,05,000 new SIP (including STP) for Q1 FY24
- For Q1 FY24, around 83% of overall transactions done digitally and 76% new folios added digitally.
- Over 74,500 KYD-compliant MFDs, 300+ National Distributors and 85+ Banks serviced through 290+ locations of which over 80% is in B-30 cities
- Passive AUM at Rs 287 billion, with two times growth since June-2022
- Commitment of Rs 8.93 billion raised in India Equity Services Fund (CAT III AIF)

**Financial Highlights:**

1. Q1 FY24 Revenue was at Rs. 3,889 million up 42% year-on-year
2. Q1 FY24 Profit after Tax was at Rs. 1,846 million up 79% year-on-year

**About Aditya Birla Sun Life AMC Limited**

Established in 1994, Aditya Birla Sun Life AMC Limited (ABSLAMC) is co-owned and backed by Aditya Birla Capital Limited and Sun Life (India) AMC Investments Inc.

ABSLAMC is primarily the investment manager of Aditya Birla Sun Life Mutual Fund, a registered trust under the Indian Trusts Act, 1882. ABSLAMC also operates multiple alternate strategies including Portfolio Management Services, Real Estate Investments and Alternative Investment Funds. ABSLAMC is one of the leading asset managers in India, servicing around 7.91 million investor folios with a pan India presence across 290 plus locations and a total AUM of Rs. 3,084 billion for the quarter ending June 30, 2023 under its suite of mutual fund (excluding our domestic FoFs), portfolio management services, offshore and real estate offerings.

For any media queries, please contact:

Mr. Jayesh Khilnani

Email: [Jayesh.Khilnani@adityabirlacapital.com](mailto:Jayesh.Khilnani@adityabirlacapital.com)