

ABSLAMCL/16/Jan-2022

January 25, 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,

Re: Investor presentation

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

Pursuant to Regulation 30 of the SEBI Listing Regulations, please find attached a presentation on the Unaudited Financial Results of the Company for the quarter and nine months ended December 31, 2021 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 December 31, 2021

**Aditya Birla Sun Life
AMC Ltd.**

(A part of Aditya Birla Capital Ltd.)

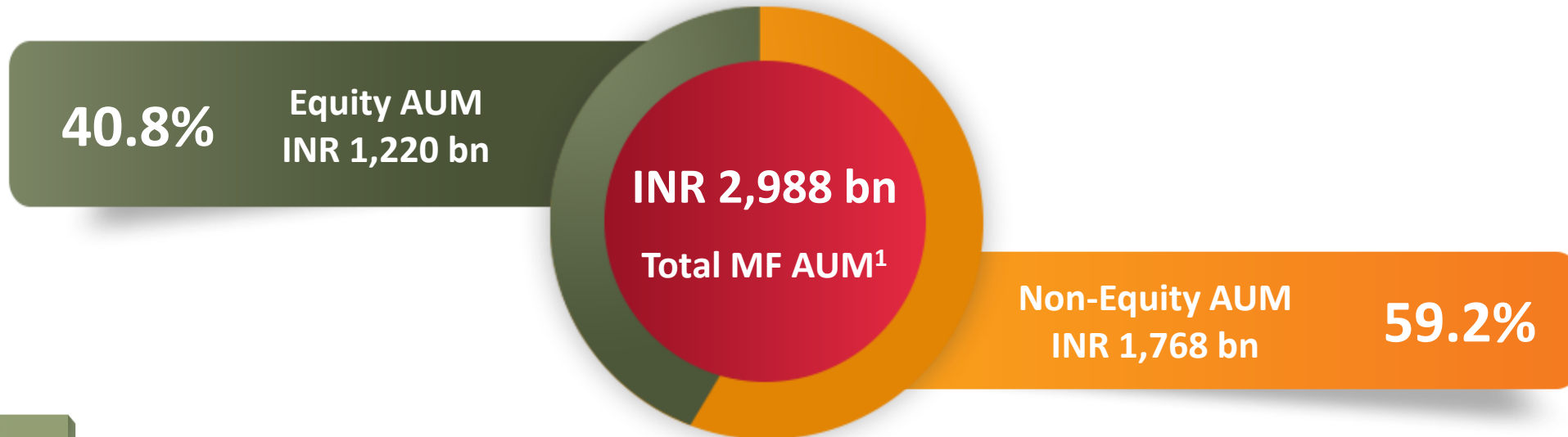


**ADITYA BIRLA
CAPITAL**


ABSLAMC At A Glance

One of the Largest Asset Managers in India with over 25 years track record

MF Asset Mix



Our Scale


INR 3,109 bn
Total AUM²


INR 121 bn
Alternate Assets AUM³


7.6 mm
Investor Folios


69,000 +
MF Distributors


1,306
Employees

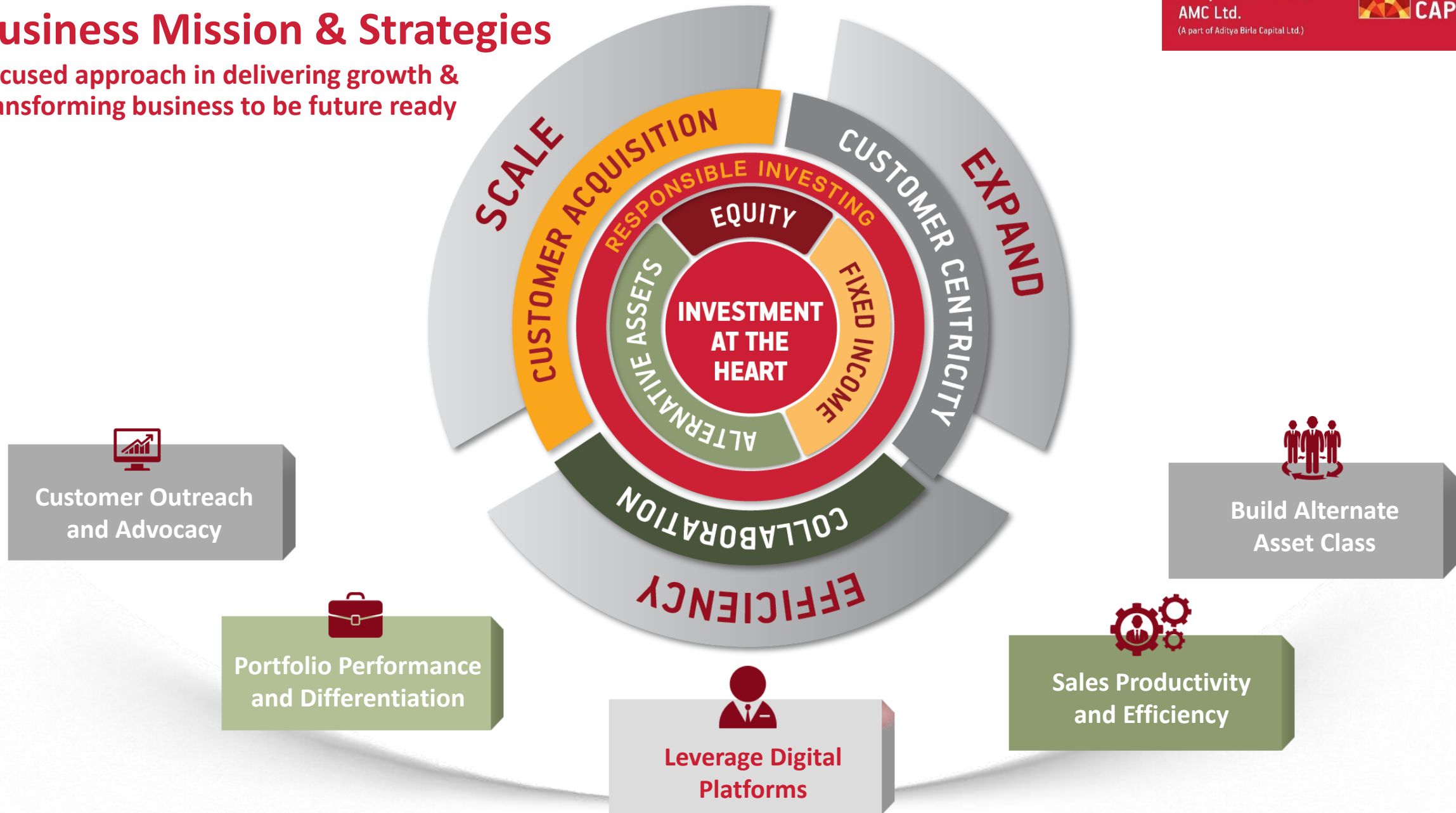

280 +
Locations⁴

¹ QAAUM under mutual fund (excluding domestic FoFs) as of Dec 31, 2021; ² Mutual Fund Plus Alternate Assets QAAUM ; ³ QAAUM under Portfolio management services, offshore and real estate offerings as of Dec 31, 2021;

⁴ including 3 Offshore locations in Dubai , Singapore & Mauritius

Business Mission & Strategies

Focused approach in delivering growth & transforming business to be future ready



Key Highlights

01 Maintaining leadership in AUM

- ▶ Mutual Fund QAAUM at INR 2,988 bn (↑17% y-o-y); Market share¹ at 8.69%.
- ▶ Fixed income QAAUM² at INR 1,768 bn (↑5% y-o-y) with market share¹ at 11.03%
- ▶ Equity QAAUM at INR 1,220 bn (↑39% y-o-y); Market share¹ at 6.65% ; Equity mix expanded to 41% (PY 34%).

04 Diversified Distribution Network

- ▶ Network of 69,000+ MFDs, 100+ banks⁵, 240+ national distributors
- ▶ 51% of Equity AUM is sourced from MFDs
- ▶ Strategic partnership with 70+ Digital fintech

02 Strong Financial Performance

- ▶ Q3 FY22 Revenue at INR 3,530 mm (↑ 10% y-o-y)
- ▶ PBT/ AAUM at 33.1 bps in Q3 FY22 (Q3 FY21: 30.1 bps)
- ▶ PAT for Q3 FY22 grew by 27% y-o-y to Rs. 1,862 mm from Rs. 1,468 mm in Q3 FY21

05 Focus on growing Alternate Assets

- ▶ Passive AuM crossed Rs 5 bn in Dec-21
- ▶ 7 products launched till Dec-21 ; 16 new Passive products in the pipeline
- ▶ Received approval from IFSCA to carry out portfolio management services from GIFT City

03 Strong and growing retail franchise

- ▶ Individual³ MAAUM: INR 1,414 bn (↑15% y-o-y) (Mix: 47.85%); B-30 MAAUM ↑11% y-o-y (Mix at 15.88%).
- ▶ 7.6 mm Investor folios serviced; New folio additions ~0.98 mm investors in 9M FY22
- ▶ New SIP⁴ registrations ~0.32 mm in Q3 FY22 (↑ 68% y-o-y); Monthly SIP⁴ Book INR 8,921 mm; SIP AUM ↑23% y-o-y

06 Strong Digital & Technology Platforms

- ▶ Exclusive strategic partnerships with fintechs for launch of products
- ▶ 83% of overall transactions done digitally; 76% new Folios created digitally
- ▶ 90% Distributors onboarded digitally

¹ QAAUM market (ex-ETF)

² Fixed Income include ETF

³ Includes Retail +HNI

⁴ SIP Plus STP

⁵including financial intermediaries

Performance At A Glance

Our Performance

(INR Billion unless otherwise stated)

Performance Metrics	Dec-20	Sep-21	Dec-21	Y-o-Y Growth%
Mutual Fund QAAUM	2,555	3,003	2,988	17%
Equity QAAUM	875	1,162	1,220	39%
Fixed Income QAAUM ¹	1,680	1,841	1,768	5%
Individual MAAUM	1,226	1,431	1,414	15%
Institutional MAAUM	1,412	1,602	1,541	9%
B-30 MAAUM	425	481	469	11%
Monthly SIP Book ²	7.86	8.67	8.92	13%
SIP AUM ³	406	502	501	23%

Note: ¹ Fixed Income include ETF

² Includes STP

³ SIP Closing AUM

Industry Overview

Aditya Birla Sun Life
AMC Ltd.

(A part of Aditya Birla Capital Ltd.)

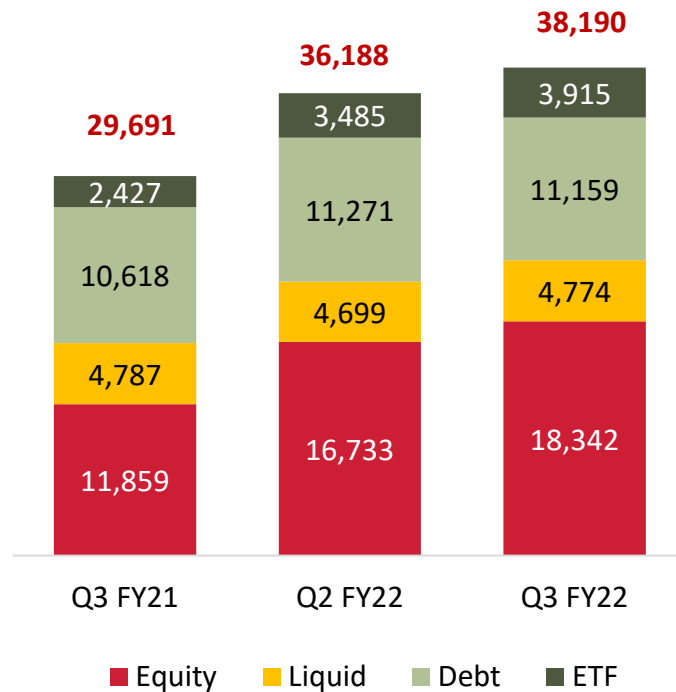


ADITYA BIRLA
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Industry QAAUM & Net Sales Trend

(INR Billion unless otherwise stated)

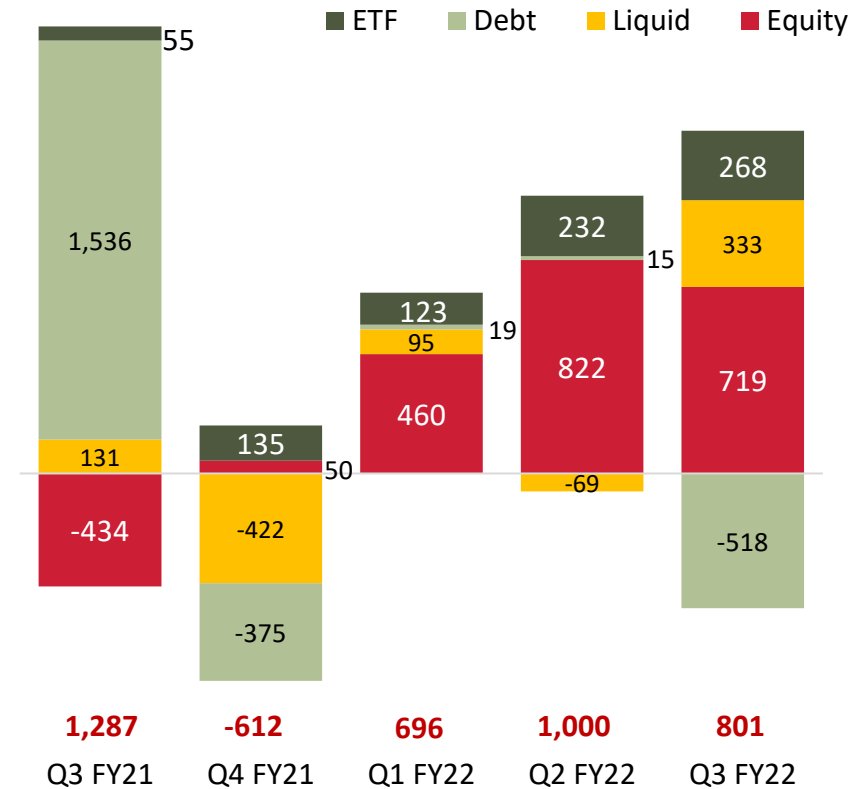
QAAUM



Industry AUM has grown on the back of strong flows and MTM gain in Equity and ETF Category

Source: AMFI

Net Sales



Industry witnessed Equity net sales of INR 719 bn for Q3 FY22

Net Sales

Industry AAUM – Individual & B30

(INR Billion unless otherwise stated)

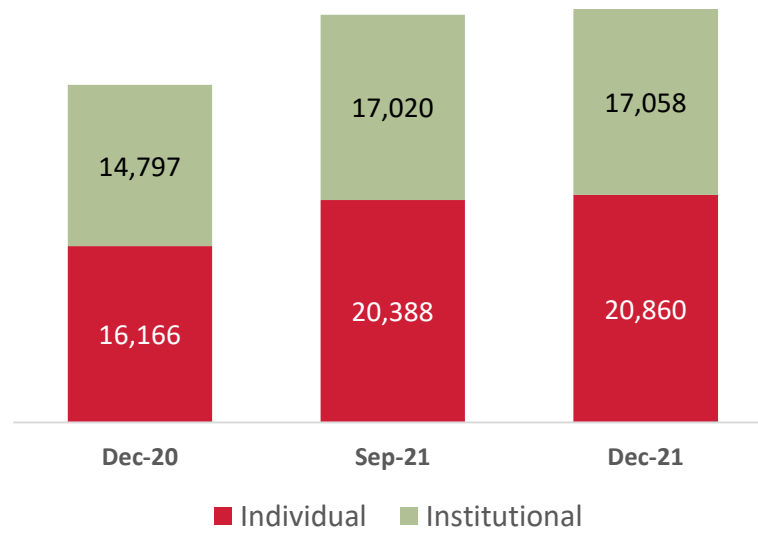
Individual MAAUM

Individual Mix

52.2%

54.5%

55.0%



Industry Individual MAAUM has seen significant Y-o-Y growth

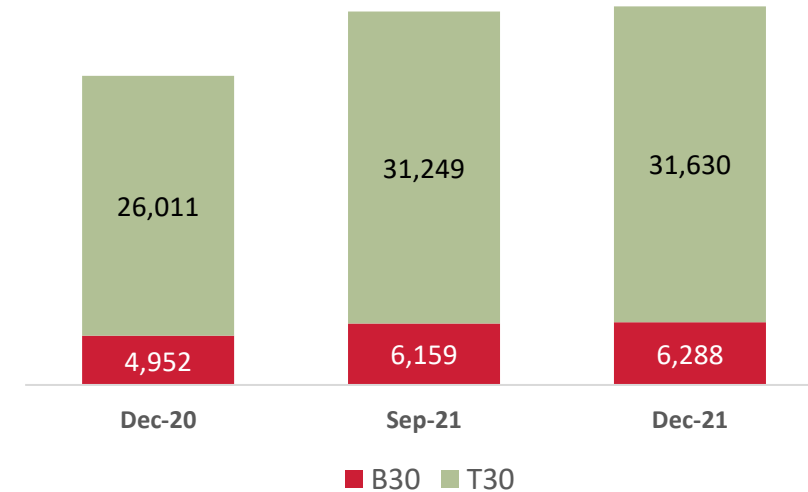
B30 MAAUM

B-30 Mix

16.0%

16.5%

16.6%

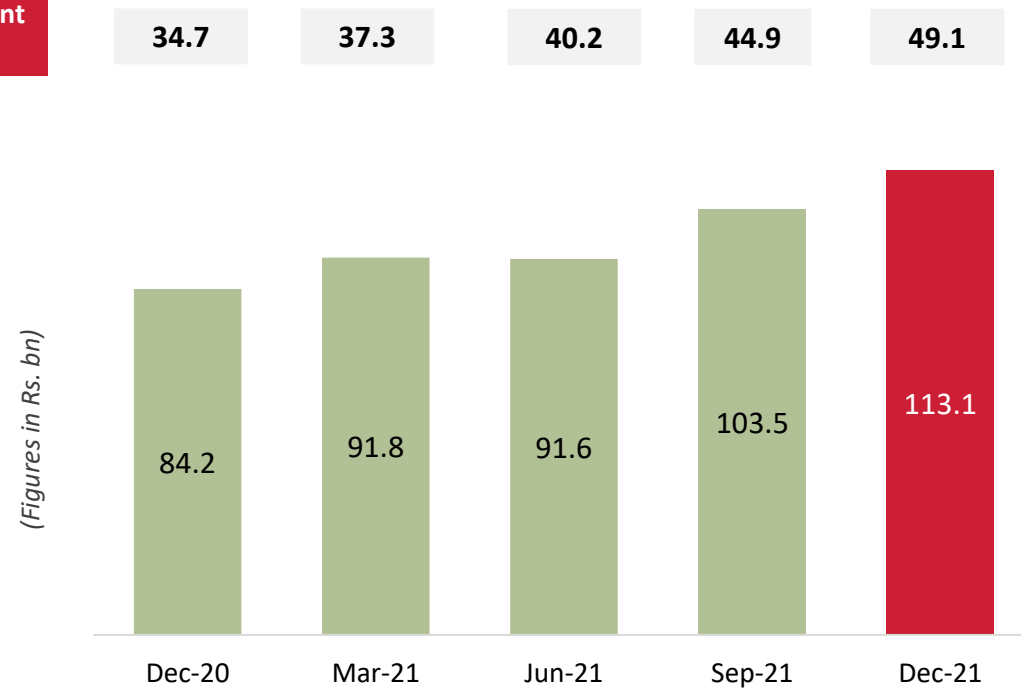


B30 MAAUM has grown owing to increased geographical penetration

Industry SIP trend

SIP Contribution

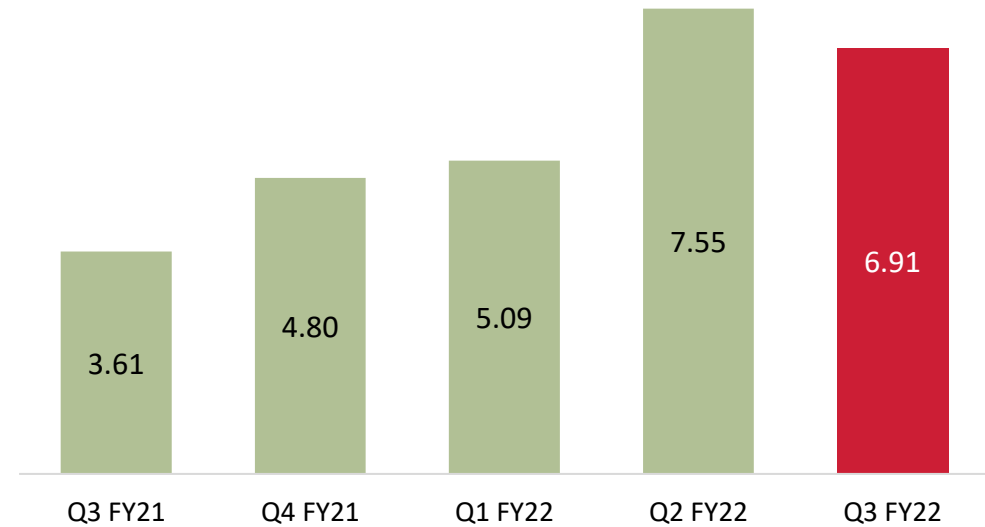
Live Count
(mm)



Industry SIP book has reached highest ever size at Rs. 113 bn

SIP registrations

Quarterly New SIP registrations Count (mm)



Industry new SIP registrations are seeing renewed interest among retail investors as compared to last year

ABSLAMC Performance Overview

Aditya Birla Sun Life
AMC Ltd.

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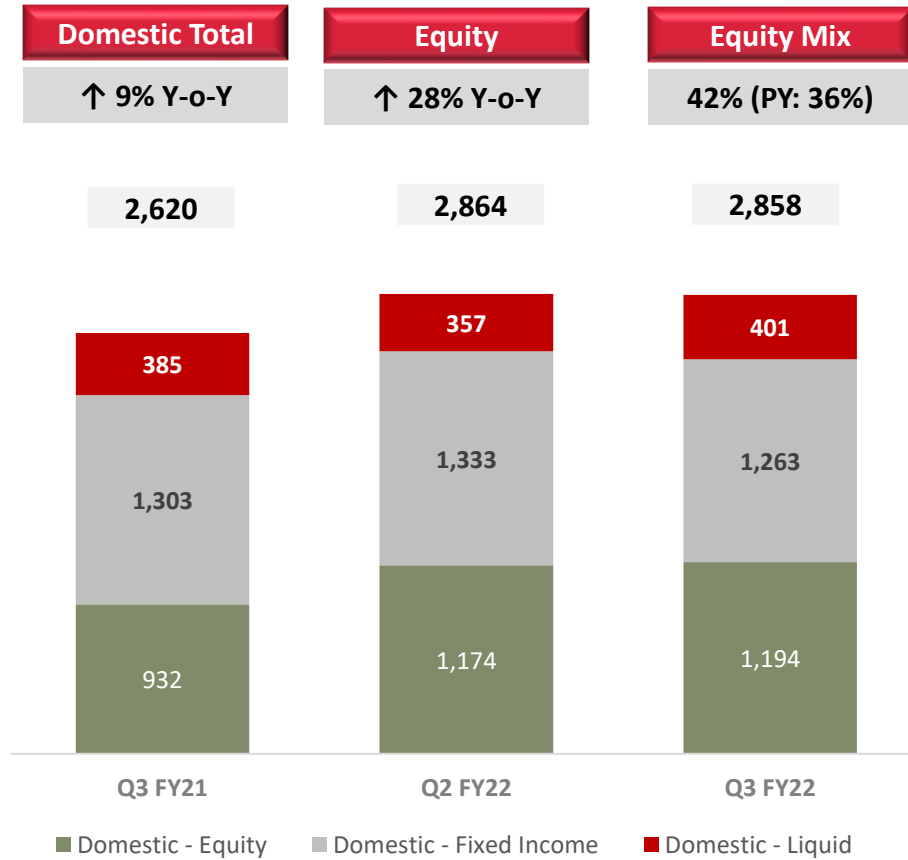


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Strong AUM Growth

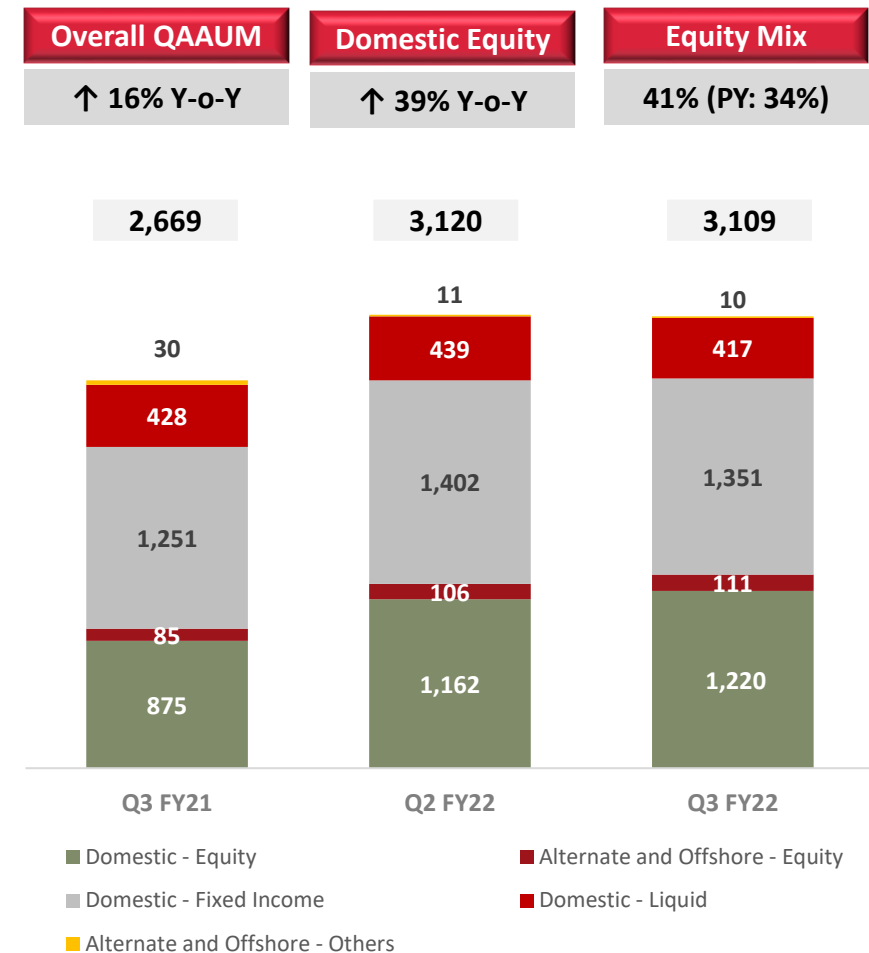
(INR Billion unless otherwise stated)

Closing Assets under Management



Domestic – Fixed Income include ETF

Quarterly Average Assets under Management



Growing Retail Franchise

Strong retail franchise with **7.6 mm** folios (as on Dec 31, 2021); Consistent growth of **16.1%** CAGR between Dec-16 to Dec-21

Dec-21 unless
stated otherwise

Equity QAAUM

Individual MAAUM

B-30 MAAUM ¹

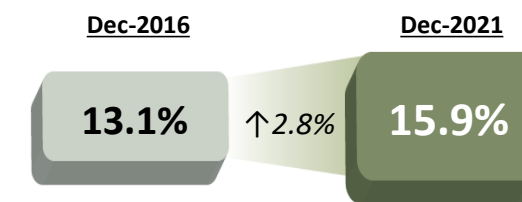
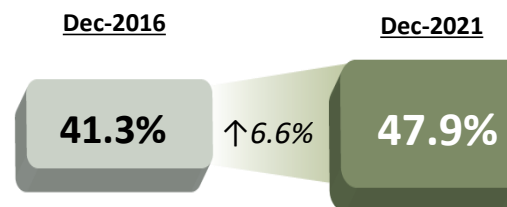
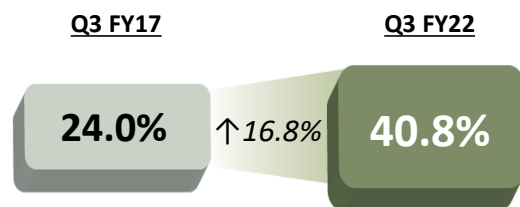
Size

INR 1,220 bn

INR 1,414 bn

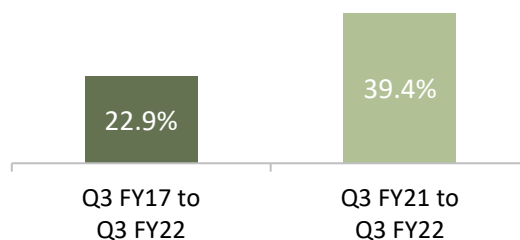
INR 469 bn

Contribution to AUM

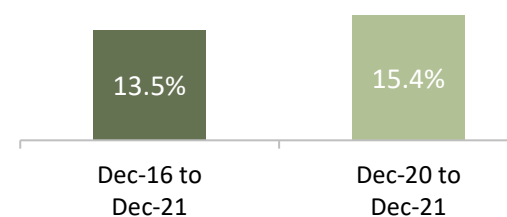


Growth

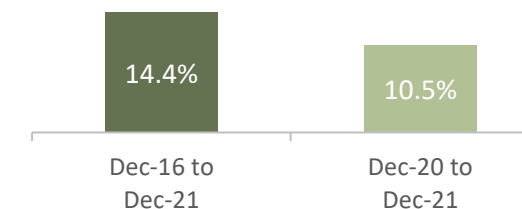
QAAUM Growth



MAAUM Growth



MAAUM Growth



Note: ¹ For period prior to March-2018, MAAUM in B-15 cities considered

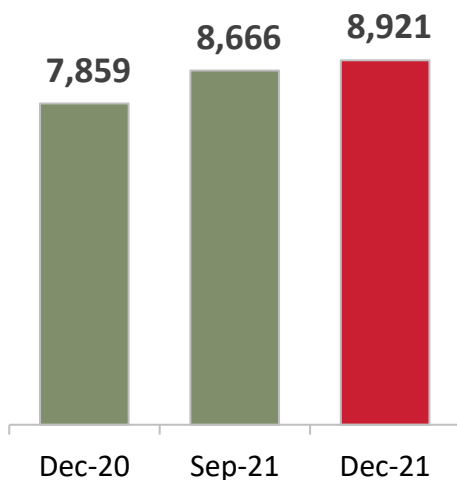
Focus on Growing SIP Book

Higher share of SIPs helps reduce volatility in inflows through market cycles

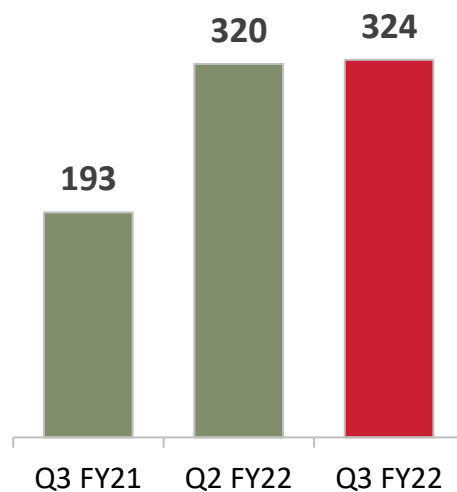
Increasing traction in SIP

Long Tenure SIP Book

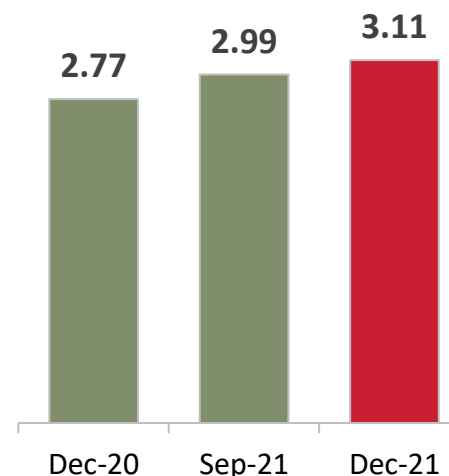
SIP Book in Rs (mm)¹



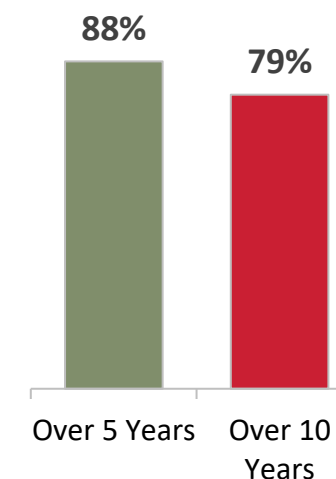
Quarterly New SIP¹ registrations
Count('000)



of Live Outstanding SIPs¹
(mm)



% Count of Total SIPs²
(Dec-21)



#WinWithSIP and Multi SIP campaign gaining traction

¹ Includes STP

² Based on tenure at the time of registration of all live SIPs as on Dec 31, 2021

Pan India Distribution Network

One of the largest empaneled distributor base

280+
Locations



100+
Banks¹



90 +
Emerging Market
Representatives



240+
National Distributors



69,000+
MFDs



70+
Digital Partners



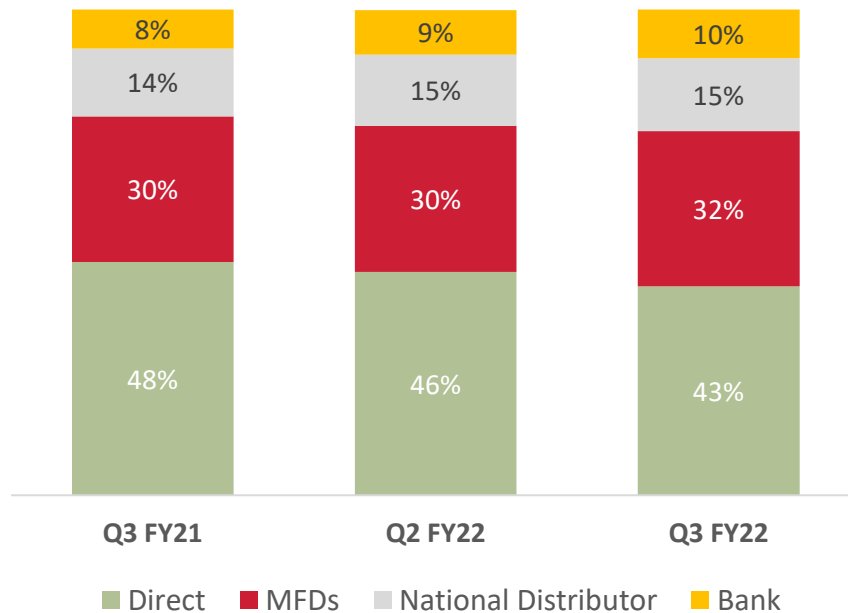
B-30 Markets

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

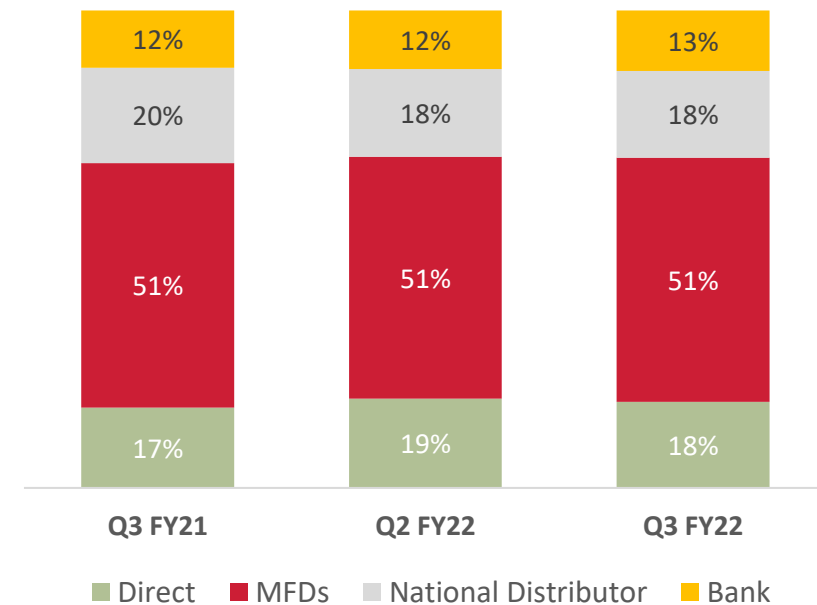
¹ Banks and Financial intermediaries

Multi-Channel Distribution Network

Overall Asset Sourcing Mix¹



Higher MFD Share in Equity Sourcing



Continue to expand distributor base and empaneled 2100+ new MFDs in Q3 FY22

¹ Excludes ETF

Multi-Channel Distribution Network Strategy

A lean model to expand into deeper markets

Emerging Markets

90 +
EM locations



Evaluate each potential location meticulously

Build, Operate & Transfer (“BOT”) model

Hub and spoke to minimize cost; **Branches serve as hubs and the nearby locations as spokes. We utilize EM reps to build our brand, increase our AUM and service our investors.**

Virtual Relationship Manager

1200 +
Distributors Activated



Virtual relationship managers act as the **regional point of contact for distribution service requirements** and are responsible for selling our funds, activating large number of MFDs

Focused on converting inactive distributors to active business partners.

Service to Sales

25+
Dedicated Service Persons



Service as a tool to **build deeper engagement and loyalty** which results in higher wallet share and longevity.

Build **employee versatility by amalgamating service and sales** in a seamless manner for appropriate proposition of customer.

Holistic Digital Innovation



Innovation and Continuous improvement of our Digital Assets

Partner Assets

- Partner Mobile App
- API services for IFAs
- abslmpartner.adityabirlacapital.com

Investor Assets

- Mutualfund.adityabirlacapital.com
- Investor Mobile App
- Active Account App

Biometric Login for MFDs on Partner Assets

Update contact details and Nomination on WhatsApp

Resend Transaction link for all proposed transactions sent by MFDs

Investor's Account Statement Download on Partner Assets

Omni channel notification for drop in STP, SWP, SIP Pause, Redemption and Switch

AI based Email BOT for instant automated response for customer emails

Whatsapp and Chatbot for customer and investor self service

Cloud based IVR & voice-based technology to improve customer experience

Strong IT Infrastructure and Applications

Infrastructure



- Adoption of **cloud** for scalability, robustness and performance
- Multi cloud strategy for best-in-class solutions and innovation
- **API gateway** for rapid integration with partners and fintechs
- **VDI implemented** to enable remote working from anywhere

IT Operations / DevOps



- **Continuous Integration and Continuous Deployment (CICD)** through DevOps on cloud
- **24x7 Monitoring** using state of the art Application Performance Management and Monitoring tools ensuring high uptimes

Information Systems Security



- **24*7** Security incident monitoring and security operation center and digital risk monitoring.
- **ISO 27001-13 Information security** mgmt. framework adoption and annual certification audit.
- Migrating from traditional anti-virus to **AI-based Endpoint detection and response (EDR)**.
- Robust **BCP framework** and annual DR drills of critical applications.

Business Applications



- State of the art platforms for **Investments front-mid-back office**.
- **Cloud based sales enabled platform** for RMs to aid sales planning and tracking
- **Scan based model** for processing customer requests at branches – for quick TAT
- **Automation and RPA tools** for various operations processes
- Data driven decision making including Next Best offers

Our Digital and Technology Ecosystem - Partners and Fintechs



Alternative Assets - Building our Passives Business

3x

Growth in Passives ⁽¹⁾



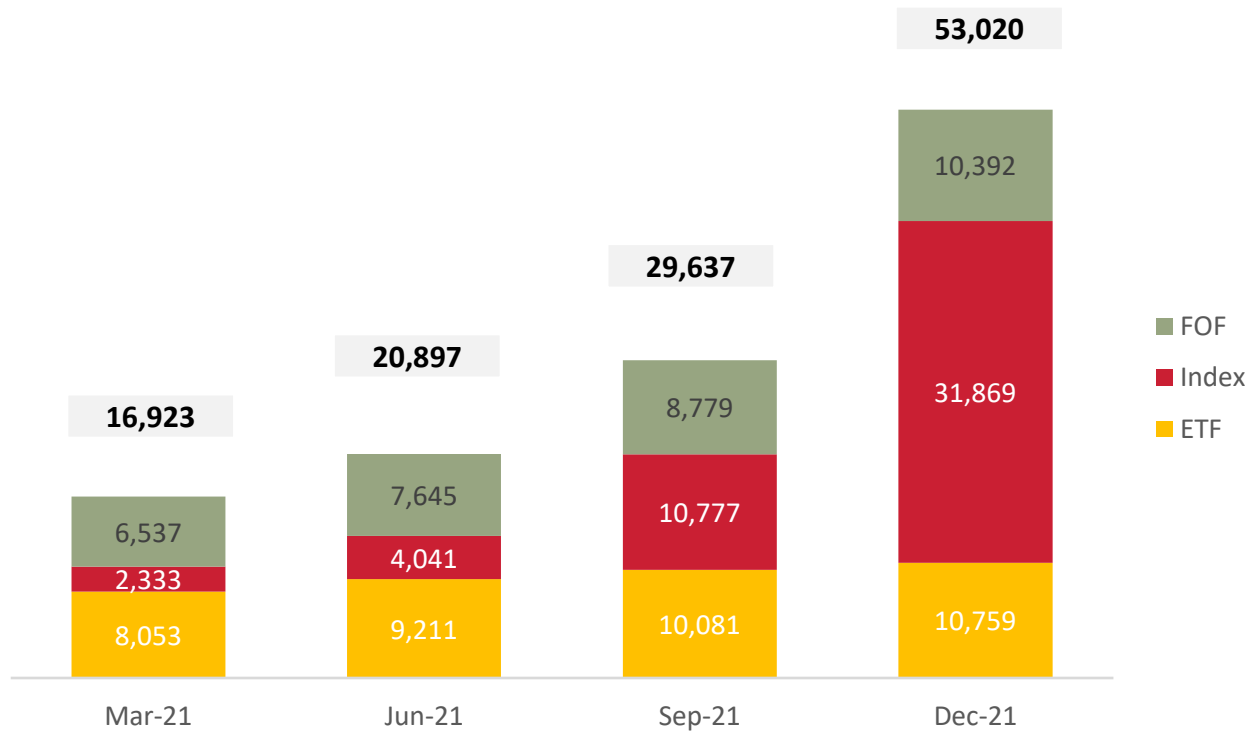
~2,10,000

Investor Folios Serviced



16

Product Pipeline



ABSL AMC Passive AUM (in Rs mm) ⁽²⁾

- ▶ ETFs have clocked high volumes on exchange with face value splits and innovative tickers like **TECH and HEALTHY**
- ▶ Launched **7 new products** including ABSLAMC's 1st Smart Beta and 1st Debt Index Fund
- ▶ India's first Silver ETF + FOF combo launched on Jan 13, 2022

(1) Since Mar-2021 (2) Closing AUM for ETFs/FoFs/Index Funds

Passives Fund Portfolio

Passives Fund Portfolio

Fixed Income



ABSL Nifty SDL Sep 2026
Index Fund

ABSL Active Debt Multi
Manager FoF

ABSL Nifty SDL April 2027
Index Fund¹

Equity



ABSL Banking ETF
ABSL Healthcare ETF
ABSL Nifty IT ETF

Domestic
Sectoral



ABSL Nifty ETF/ Index
ABSL Sensex ETF
ABSL Nifty Next 50 ETF
ABSL Nifty 50 Equal WI
ABSL Nifty Midcap 150
Index
ABSL Nifty Smallcap 50
Index

Domestic
Broad Based



ABSL Global Emerging
Opportunity Fund

ABSL Global Excellence
Equity FOF

ABSL NASDAQ 100 FOF

International

Hybrid



ABSL Asset Allocator
Fund of Fund

ABSL Financial Planning
Fund of Fund

Commodity



ABSL Gold ETF/FOF

ABSL Silver ETF / FOF¹

Alternative Assets - Offshore

- Managing assets of **around INR 98 bn** for the quarter ended Dec-21
- **Received approval from International Financial Services Centres Authority (IFSCA)** to carry our portfolio management services from GIFT City, Gujarat.
- Key client mandates include **Sovereign fund, Pension Fund, Canadian India Fund.**

Our flagship India strategies under UCITS

India Frontline Equity

India Quality Advantage

Clients Spread Across the Globe



Canada

Middle East

Australia

Asia

Europe

Funds domiciled

Mauritius

Ireland

Singapore

Cayman Islands

Sales offices presence

Singapore

(Regulated by MAS)

Dubai

(Regulated by DFSA)

Institutional client segments

Sovereign Wealth Funds

Fund of Funds

Pension Funds

Family Office

Insurance companies

Private Banks

Alternative Assets – PMS / AIF & Real Estate



PMS / AIF

Increasing fund management capabilities for
**launch of Category II & III Equity and Fixed
Income oriented propositions**

Increasing fund management capabilities in
listed long only equity category.

Products in pipeline include:

**Service Sector Leaders AIF and
Emerging New Age Opportunities AIF
REITs InvITs Infrastructure AIF**



Real Estate

Signed term sheet with **BentallGreenOak, 5th
largest global real estate advisory with \$70
bn⁽¹⁾ AUM**, to jointly source and underwrite
deals for real estate fund

Fund raising underway in
Category II Real Estate Fund AIF

⁽¹⁾As on 30th Sep 2021

Investor & Distributor Engagement

Aim to educate existing and next generation of investors and distributors

Reached **7,47,000 + people** through conducting over **11,022 training sessions** – many being “industry firsts”¹

NIVESH MAHAKUMBH PROGRAM

Viewership of **7,60,000+**



NIPUN LEARNING ACADEMY

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

FIRST FINANCIAL LESSONS AND FIRST PAY CHEQUE

Partnered with **20** universities
Associated with NISM²
Reached over **44,000** students¹



FOR HER – FINANCIAL EDUCATION

An **exclusive initiative** to educate women with leading media house.
Customized engagements and workshops to **create women investors and MFDs**
2,10,000+ Social Media Impressions¹

SAMRIDDI MAGAZINE

5 million+ passengers across 25 routes¹
Generated **8,35,000** views on website



INVESTORS HANGOUTS PROGRAM

79.1K active users¹
And over **6.95 million** YouTube viewers¹

Financial Performance

Aditya Birla Sun Life
AMC Ltd.

(A part of Aditya Birla Capital Ltd.)



ADITYA BIRLA
CAPITAL

Summary Financial Statements

Statement Of Profit & Loss Account

(INR Million unless otherwise stated)

Particulars	Q3 FY22	Q2 FY22	Q3 FY21	9M FY22	9M FY21
Revenue from Operations	3,343	3,320	2,787	9,694	7,526
Employee Benefit Expense ¹	416	758	593	1,864	1,779
Fees and Commission Expense	50	46	114	157	413
Depreciation and Amortization	88	89	93	267	283
Other Expenses ²	486	524	478	1,474	1,380
Total Expenses	1,041	1,417	1,278	3,761	3,855
Operating Profit Before tax	2,302	1,903	1,509	5,933	3,671
Other Income	187	402	432	920	1,210
Profit Before Tax	2,490	2,305	1,941	6,854	4,882
Tax Expense	627	574	473	1,711	1,186
Net Income	1,862	1,731	1,468	5,143	3,695

¹ Refer Notes to Financials point No. 5 ² Includes Finance Cost

Strong Financial Performance

(INR Million unless otherwise stated)

Performance Metrics	Q3 FY22	Q2 FY22	Q3 FY21	Q-o-Q Change	Y-o-Y Change	9M FY22	9M FY21	Change
Operating Revenue	3,343	3,320	2,787	1%	20%	9,694	7,526	29%
Operating Revenue / AAUM (bps)¹	44.4	43.9	43.3	0.5	1.1	44.1	42.3	1.9
Total Revenue	3,530	3,722	3,219	-5%	10%	10,615	8,736	22%
Total Revenue / AAUM (bps)¹	46.9	49.2	50.0	(2.3)	(3.1)	48.3	49.1	(0.8)
Cost	1,041	1,417	1,278	-27%	-19%	3,761	3,855	-2%
Cost / AAUM (bps)¹	13.8	18.7	19.8	(4.9)	(6.0)	17.1	21.7	(4.5)
Operating PBT	2,302	1,903	1,509	21%	53%	5,933	3,671	62%
Operating PBT / AAUM (bps)¹	30.6	25.1	23.4	5.4	7.1	27.0	20.6	6.4
PBT	2,490	2,305	1,941	8%	28%	6,854	4,882	40%
PBT / AAUM (bps)¹	33.1	30.5	30.1	2.6	2.9	31.2	27.4	3.8
Net Income	1,862	1,731	1,468	8%	27%	5,143	3,695	39%
Net Income / AAUM(bps)¹	24.7	22.9	22.8	1.9	1.9	23.4	20.8	2.7
Return on Equity²	37.1%	36.5%	36.4%	0.6%	0.8%	36.8%	32.8%	4.0%

Note: ¹ Quarterly/9M AAUM considered for percentage of AAUM calculations; Bps to AAUM annualized ² Return on Equity annualized

Summary Financial Statements

Balance Sheet

(INR Million unless otherwise stated)

Particulars	Dec-21	Mar-21
Share Capital	1,440	180
Other Equity	18,806	16,866
Total Equity	20,246	17,046
Financial Liabilities	1,532	1,433
Non-financial Liabilities	847	1,367
Total Equity & Liabilities	22,625	19,846
Investments	19,804	17,263
Other Financial Assets	1,258	1,070
Non-financial Assets	1,563	1,513
Total Assets	22,625	19,846

Notes To Financials

1.
 - i) Pursuant to a resolution of Board of Directors dated April 5, 2021 and the shareholders meeting dated April 6, 2021, each equity share of face value of INR 10 each has been split into two equity shares of face value of INR 5 each. Accordingly, the issued, subscribed and paid-up capital of our Company was subdivided from 180,00,000 equity shares of face value of INR 10 each to 360,00,000 equity shares of face value of INR 5 each.
 - ii) Pursuant to a resolution of Board of Directors dated April 5, 2021 and the shareholders meeting dated April 6, 2021, the Authorized Share Capital of the Company has been increased from INR 200 mm consisting of 4,00,00,000 Equity Shares of INR 5/- each to INR 1,600 mm consisting of 32,00,00,000 Equity Shares of INR 5/- each.
 - iii) The Board of Directors and the shareholders has also approved the issuance of 7 bonus shares of face value INR 5 each for every 1 existing fully paid-up equity share of face value INR 5 each and accordingly 25,20,00,000 bonus shares were issued and allotted on April 6, 2021.

The impact of split of shares and issue of bonus shares are retrospectively considered for the computation of EPS as per the requirement of Indian Accounting Standard 33 (Ind AS 33) - Earnings per share.
2. Pursuant to the resolutions passed by our Board on April 5, 2021 and April 14, 2021, and by our Shareholders on April 6, 2021 and April 15, 2021, the Company approved the ESOP Scheme for issue of employee stock options and/or restricted stock units to eligible employees and granted certain options to the eligible employees.
3. The Company completed its Initial Public Offering (IPO) of its equity shares, comprising an offer for sale of 38,880,000 equity shares by the existing shareholders at an offer price of INR 5 aggregating INR 27,682.56 mm. Pursuant to the IPO, the equity shares of the Company got listed on the NSE Limited and BSE Limited on 11 October 2021.

Notes To Financials

4. Post outbreak of COVID–19, virus continues to spread across the globe including India, resulting in significant volatility in financial markets and a significant decrease in global and India’s economic activities. As the second wave of covid pandemic has receded in India, economy is moving towards normalization.

In preparing the accompanying financial statements of the nine months period ended December 31, 2021, the Company’s management has assessed the impact of the pandemic on its operations and its assets including the value of its investments, subsidiaries, asset management rights and trade receivables as at 31st December 2021. Further, during the period ended December 31, 2021, there has been no material change in the controls or processes followed in the preparation of the financial results.

The management does not, at this juncture, believe that the impact on the value of the Company’s assets is likely to be material. The extent to which the COVID-19 pandemic will impact the Company’s results will depend on ongoing as well as future developments, which at this juncture are uncertain. Since the revenue of the Company is ultimately dependent on the value of the assets it manages, changes in market conditions and the trend of flows into mutual funds may have an impact on the future operations of the Company. As the situation is evolving, its effect on the operations of the Company may be different from that estimated as at the date of approval of these financial results.

5. Employee benefit expenses, for the quarter ended 31st December 2021 of INR 416.14 mm (for the quarter ended 31st December 2020 INR 593.26 mm) includes a reversal of a provision for an earlier Long Term Incentive plan amounting to INR 323.13 mm. It includes a proportionate cost of INR 48.75 mm provision for a new incentive plan. Employee benefit expenses, also includes ESOP cost for shares granted by the Company of INR 117.60 mm for the quarter ended 31st December 2021 (for the quarter ended 31st December 2020 INR Nil) and INR 365.33 mm for the nine-month period ended 31st December 2021 (for the nine-month period ended 31st December 2020 INR Nil).

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



Ajay Srinivasan
Non – Executive Director



Colm Freyne
Non-Executive Director



Sandeep Asthana
Non-Executive Director



A. Balasubramanian
Managing Director & CEO



Bobby Parikh
Independent Director



Bharat Patel
Independent Director



Alka Bharucha
Independent Director



Harish Engineer
Independent Director



Navin Puri
Independent Director



Sunder Rajan Raman
Additional Director
(Independent)



Ramesh Abhishek
Additional Director
(Independent)

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
CS & Head – Compliance,
Legal and Secretarial



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**

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Definitions:

MAAUM refers to Monthly Average Assets Under Management

QAAUM refers to Quarterly Average Assets Under Management

mm: Million, bn: Billion: tn: Trillion