Prudent Corporate Advisory Services Ltd.

An Integrated Wealth Management Group



PCASL/06/2022-23 Date: 31.05.2022

To,
The National Stock Exchange of India Ltd
Exchange Plaza,
Towers,
Bandra – Kurla Complex,
Bandra (E),
Mumbai – 400 051
NSE EQUITY SYMBOL: PRUDENT

To, BSE Limited Phiroze Jeejeebhoy

Dalal Street, Mumbai- 400 001 SCRIPT CODE: 543527

ISIN: INE00F201020

Dear Sir/Madam,

Sub.: Investor Presentation on Audited Financial Results (Standalone & Consolidated) for the Quarter and Year ended March 31, 2022.

Pursuant to SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a copy of Investor Presentation on Audited Standalone & Consolidated Financial Results and other highlights of the Company for the Quarter and Year ended March 31, 2022.

The same will also be available on the website of the Company at www.prudentcorporate.com.

Please take the same into your records and do the needful.

Thanking you, Yours Faithfully,

For, Prudent Corporate Advisory Services Limited

AHMEDABAD

Dhaval Ghetia

Company Secretary

Tele No: 079-40209600

Email: cs@prudentcorporate.com

Encl: A/a

Email: info@prudentcorporate.com **CIN:** U91120GJ2003PLC042458

May 2022

Investor presentation

Quarter and Year ended 31st March 2022



Safe Harbor Statement



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Numbers demonstrating Scale and Leadership in MF Distribution





16496 Pin codes

Serviced



111
Branches
Across India



1078 Employee Strength



23763
Channel
Partners



42
AMCs associated to as Distributor



14.02 Lac Clients

T-30/B-30

Presence



37.06 Lac Live Folios



49473Cr



16.37 Live SIPs



418 Cr Monthly SIP Amount



Branch

60 51 T-30 B-30 **AUM**

83.10% 16.90% T-30 B-30



Total AUM in Retail

CAMS Rank



Total Folios

Insurance Numbers



Total Premium

254.25 Crore

Life Insurance

181.41 Crore

General Insurance

72.84 Crore

88.76 Crore

Life Insurance

Fresh Premium

111.67 Crore

General Insurance

22.91 Crore

Total Commission

36.08 Crore

Life Insurance

25.85 Crore

General Insurance

10.23 Crore

Other Key Data (as on March 22)

Total Insurance Companies tie up

Insurance Companies in Policyworld

No of Point Of Sales

6803

37

19

Note: Data For FY22



Key Financial Highlights of FY 2021-22



AUM

- Total Closing AUM is up by 60.4% YoY to Rs 49473 crore in FY22
- Gross Inflows at Rs 16828 crores grew by 57.6% YoY in FY22
- Equity AUM constituted 92.6% of our overall AUM

Revenues

- Consolidated revenues grew by 57.3% YoY in FY22
- Revenue from mutual funds distribution grew by 64.4% YoY in FY22
- Revenue from mutual funds distribution is trail commission & recurring in nature

Cost

- Operating expenses grew at a pace slower than revenue growth. Operating expense (excluding commission & fee's expense) grew by 24.5% YoY
- Cost/Income ratio reduced to 19.8% in FY22 compared to 25% in FY21

Profitability

- Operating Profit were up by 86.2% YoY to Rs 115 crore.
- Operating profit margins expanded to 25.6% in FY22 compared to 21.6% in FY21
- Cash Profit grew by 75.5% YoY in FY22 to Rs 93.7 crore
- Return on Equity (RoE) stood at 33.8% in FY22 Vs 28.7% in FY21

Acquisition of Mutual Fund AUM of Karvy Stock Broking Limited



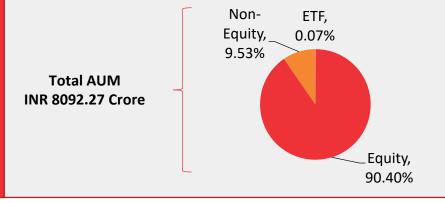
Transaction

- Prudent selected as the highest bidder by the Joint Committee of Exchanges for the acquisition / transfer of mutual fund folios or assets under management ("AUM") of Karvy Stock Broking Limited ("KSBL MF Folios")
- Aggregate amount of ₹ 151.00 crore (excluding taxes) has been paid towards the acquisition
- Karvy MF AUM merger was completed on 28 November 2021

Rationale

- We anticipate that the acquisition of the KSBL MF Customer/Folios will help us in
 - Increasing business operations and
 - Increasing our capability to cross sale our product basket.
- In addition, KSBL MFDs who has joined our platform will give us an ability to cross sell our offerings

(arvy KPIs Nov'21





One Time Impact in Q4 FY22 – All AMCs recovered mutual fund commission paid on Karvy Assets for the period 1st November to 28th November in the month of March/April 2022.

Consolidated Financial Performance



Particulars (in Crores)	FY-22	FY-21	YoY (%)	Q4-FY22	Q4-FY21	YoY (%)	Q3-FY22	QoQ (%)
Commission and Fee Income from (a)	442.8	277.6	59.5%	128.7	85.4	50.7%	123.9	3.9%
Distribution of Mutual Fund Products	380.2	231.3		108.8	68.9		107.7	
Distribution of Insurance Products	36.3	26.4		12.9	10.3		9.4	
Stock Broking and Allied Services	18.6	16.3		3.4	5.4		5.5	
Other Financial and Non Financial Products	7.7	3.6		3.5	0.9		1.3	
Interest Income (b)	4.0	3.3		0.9	0.6		0.9	
Net Gain on Fair Value Changes (c)	3.9	5.6		-0.1	1.4		0.9	
Total Revenue from Operations (a+b+c)	450.8	286.5	57.3%	129.6	87.5	48.1%	125.8	3.0%
Commission & Fees Expense	246.4	153.1		69.6	46.3		68.7	
Employees Cost	69.3	55.5		21.0	13.6		16.1	
Other Expense	19.8	16.0		5.3	4.1		5.6	
Operating Expense	335.5	224.6	49.4%	95.8	64.0	49.7%	90.4	5.9%
Operating Profit	115.3	61.9	86.2%	33.8	23.5	43.9%	35.3	-4.4%
Operating Profit Margin (%)	25.6%	21.6%		26.1%	26.8%		28.1%	
Finance Cost	2.6	1.7		0.7	0.3		1.6	
Depreciation	13.4	8.1		4.7	2.0		4.8	
Other Income	7.8	8.4		1.0	3.1		1.2	
Profit Before Tax	107.1	60.5	77.0%	29.4	24.3	21.2%	30.1	-2.3%
Current Tax	22.8	15.7		5.2	6.2		6.8	
Deferred Tax	4.0	-0.5		1.5	-0.1		1.0	
Profit After Tax	80.3	45.3	77.4%	22.7	18.2	24.8%	22.3	1.9%
Profit After Tax Margin (%)	17.8%	15.8%		17.5%	20.8%		17.7%	
Cash Profit After Tax	93.7	53.4	75.5%	27.4	20.2	35.5%	27.1	1.2%
Earning Per Share	19.42	10.96	77.2%	5.49	4.40	24.8%	5.39	1.9%
Cash Earning Per Share	22.64	12.92	75.2%	6.62	4.89	35.5%	6.55	1.0%
Return On Equity	33.8%	28.7%						0

Consolidated Balance Sheet



Particulars	Mar-22	Mar-21	YoY (%)
Assets			
Financial Assets			
Cash & Cash Equivalents	28.9	99.3	
Bank Balance Other than above	28.6	39.9	
Securities for Trade	10.4	13.1	
Trade Receivables	93.8	68.3	
Loans	0.7	0.5	
Investments	39.2	20.6	
Other Financial Assets	14.6	10.3	
Total Financial Assets	216.1	252.0	-14.3%
Non-Financial Assets			
Current Tax Assets (net)	2.1	0.8	
Deferred Tax Assets (net)	1.4	3.6	
Property, Plant & Equipment	15.7	16.6	
Right-of-use-assets	12.6	9.3	
Intangible assets	146.1	0.4	
Other non-financial assets	6.0	2.2	
Total Non-Financial Assets	183.9	32.9	458.9%
Total Assets	400.0	284.9	40.4%

Particulars	FY22	FY21	YoY (%)
Liabilities			
Financial Liabilities			
Trade Payables	120.6	93.9	
Borrowings	0.0	2.6	
Lease Liabilities	13.2	10.0	
Other Financial Liabilities	4.8	2.5	
Total Financial Liabilities	138.6	109.1	27.1%
Non-Financial Liabilities			
Current Tax Liability (net)	0.1	1.2	
Provisions	5.0	5.7	
Other non-financial liabilities	16.9	11.3	
Deferred Tax Liability (net)	1.8	0.0	
Total Non-Financial Liability	23.8	18.2	30.5%
Equity			
Equity Share Capital	20.7	1.0	
Instruments entirely equity in		0.0	
nature		0.0	
Other Equity	216.9	156.6	
Equity Attributable to Owners	237.6	157.6	50.7%
Total Liability & Equity	400.0	284.9	40.4%

Corporate Structure





Prudent Corporate Advisory Services Ltd.



Prudent Broking Services Private Ltd

(Wholly owned subsidiary)

A SEBI registered stock broker & depository participant.



Gennext Insurance Brokers Private Limited

(Wholly owned subsidiary)

An IRDA registered Insurance Broker.



Prutech Financial Services Pvt. Ltd.

(Wholly owned subsidiary)

A SEBI registered investment Adviser.

Revenue Bifurcation from Key Verticals

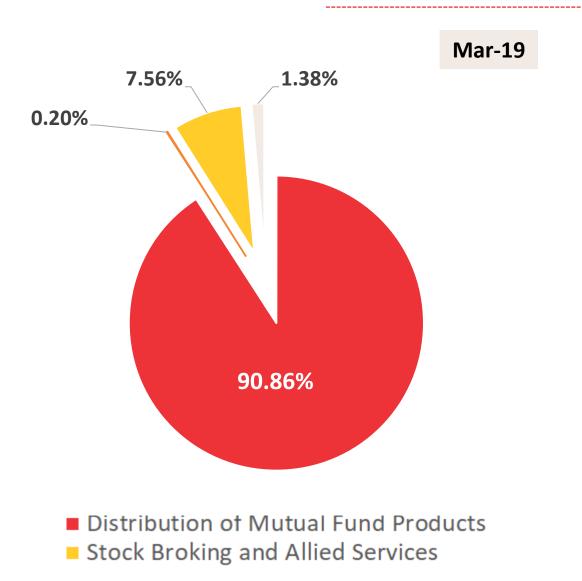


Moving from pure MF distribution to Multi-Product distribution

Mar-22

8.19%

4.21%



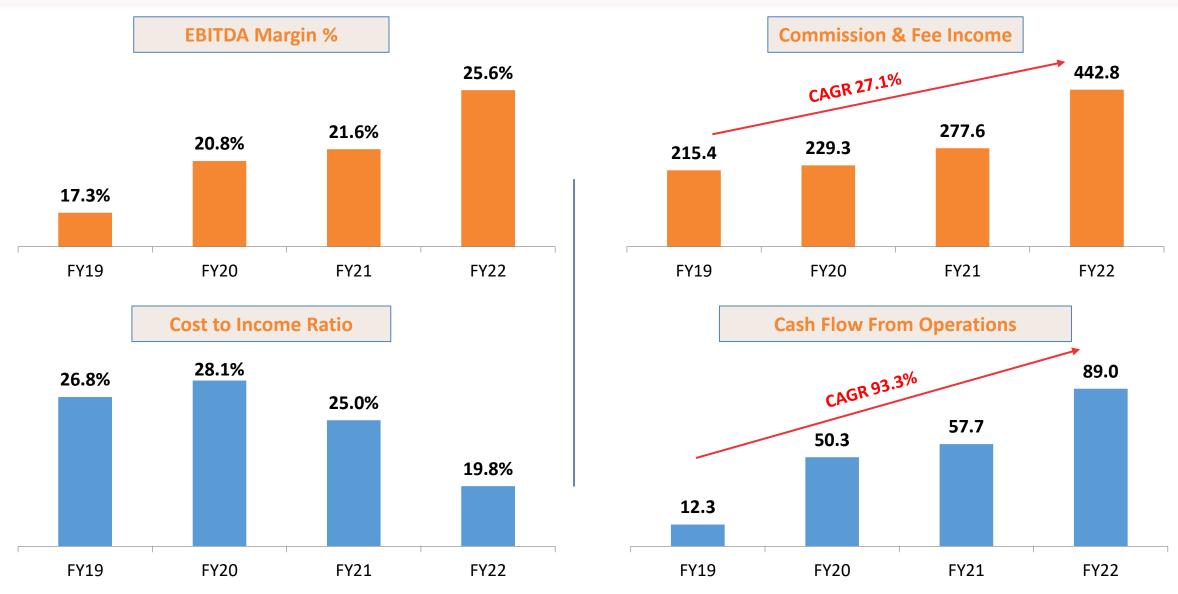
- Distribution of Insurance Products
- Other Financial and Non Financial Products

1.73%

85.87%

Key Financials





Standalone Financial Performance



Particulars	FY-22	FY-21	YoY (%)	Q4-FY22	Q4-FY21	YoY (%)	Q3-FY22	QoQ (%)
Quarterly/Yearly Average AUM	39847	25663	55.3%	44949	26572	69.2%	38288	17.4%
Commission and Fee Income from (a)	386.8	234.8	64.8%	111.3	70.5	57.8%	109.9	1.3%
Distribution of Mutual Fund Products	379.8	231.0		108.8	68.8		107.7	
Other Financial and Non Financial Products	7.0	3.8		2.5	1.7		2.2	
Net Gain on Fair Value Changes (b)	3.9	5.6		-0.1	1.4		0.9	
Total Revenue from Operations (a+b)	390.8	240.4	62.5%	111.2	71.9	54.6%	110.8	0.4%
Commission & Fees Expense	236.4	144.5		67.3	43.6		66.2	
Employees Cost	53.6	43.2		15.3	10.4		13.4	
Other Expense	15.5	11.2		4.4	3.3		3.7	
Operating Expense	305.5	198.8	53.6%	86.9	57.3	51.7%	83.4	4.3%
Operating Profit	85.3	41.6	105.2%	24.3	14.6	66.1%	27.4	-11.3%
Operating Profit Margin (%)	21.8%	17.3%		21.8%	20.3%		24.7%	
Finance Cost	2.0	0.8		0.50	0.2		1.4	
Depreciation	11.8	6.7		4.2	1.7		4.4	
Other Income	6.6	7.9		0.7	3.0		0.9	
Profit Before Tax	78.2	41.9	86.4%	20.3	15.7	28.9%	22.5	-9.9%
Current Tax	15.9	10.7		3.2	4.0		4.9	
Deferred Tax	3.7	0.1		1.3	0.0		0.9	
Profit After Tax	58.7	31.2	88.0%	15.8	11.7	35.2%	16.7	-4.9%
Profit After Tax Margin (%)	15.0%	13.0%		14.2%	16.3%		15.0%	
Cash Profit After Tax	70.4	37.9	85.6%	20.1	13.4	50.1%	21.0	-4.6%
Earning Per Share	14.18	7.55	87.8%	3.83	2.83	35.3%	4.0	-4.0%
Cash Earning Per Share	17.01	9.18	85.4%	4.84	3.23	50.1%	5.09	-4.8%
Return On Equity	29.8%	22.6%						13



Growth Numbers & Road Ahead

Uniquely positioned in Wealth Management Industry





Underpenetrated Growth Market

Addressing underpenetrated market opportunity in Indian Wealth Management Industry



Partner Driven, Retail focused B2B2C model

A key differentiator -Employee vs Entrepreneurship. PAN India distribution network



Asset Light and Cash generating business

A consistent highly scalable, asset light and cash generative business model

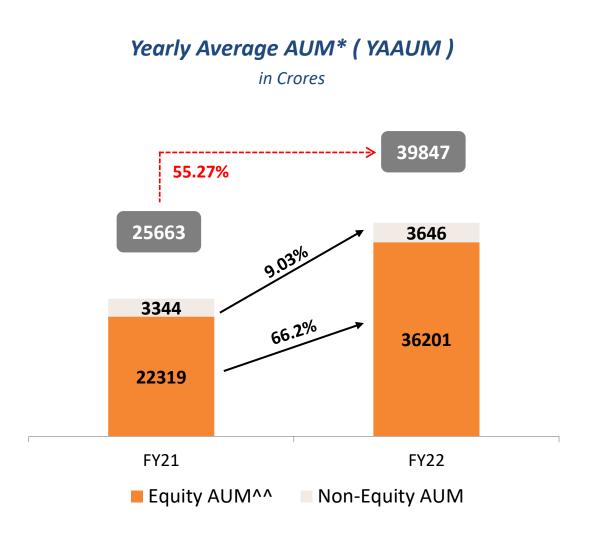


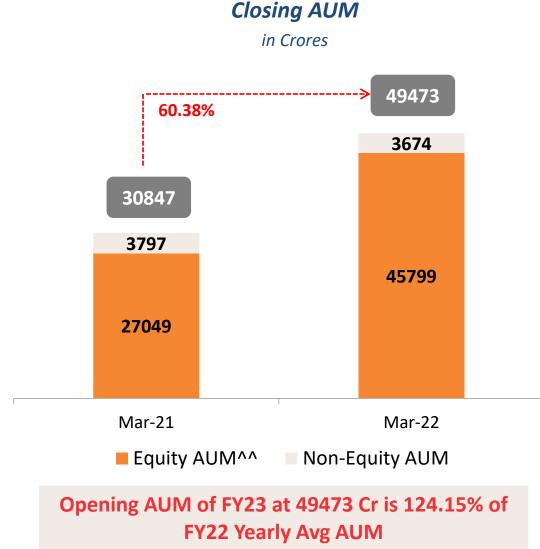
Innovation and Technology

To improve investor and partner experience & provide a "one-stop shop" solution

AUM Data - Consistently Growing







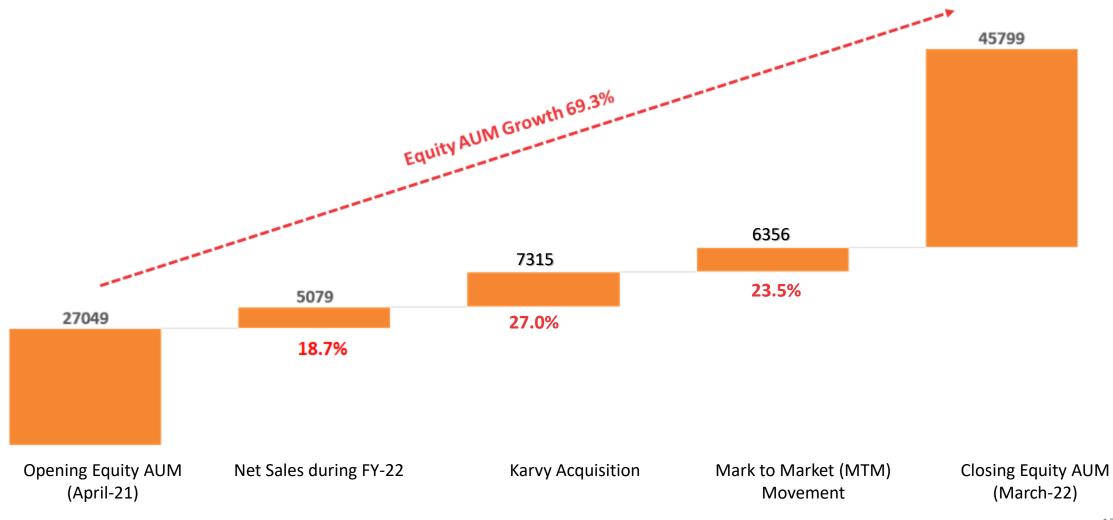
^{*} Daily Average AUM

^{^^} Equity AUM includes Hybrid category and excludes ETFs

AUM Movement – Strong organic growth supported by Karvy Acquisition



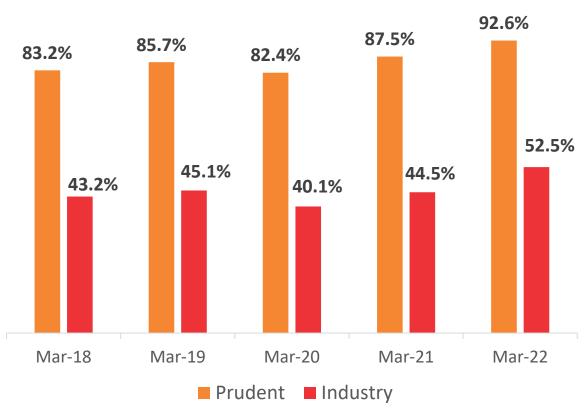
Equity AUM Bridge (In Crores)



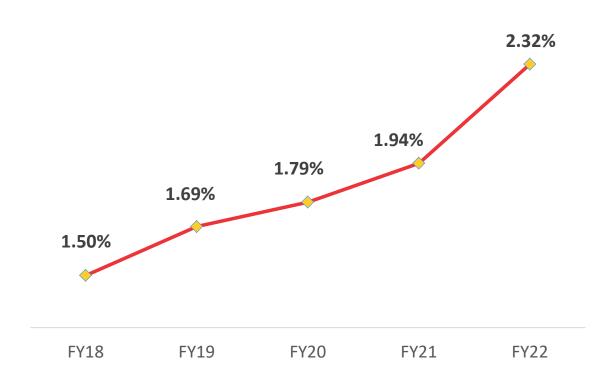
Equity AUM growth supported by strong SIP Book







Rising Market Share in Equity AUM of Prudent in Industry (FY18 to FY22)

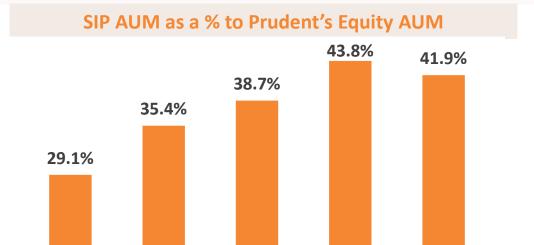


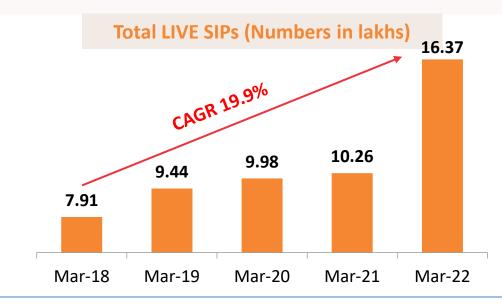
Equity AUM includes Hybrid category and excludes ETFs Industry data Sourced from AMFI website

Strength in Granularity

Mar-19





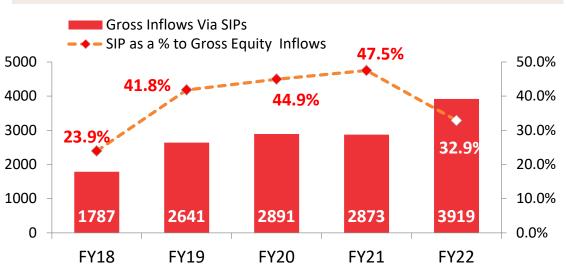


Gross Inflow via SIPs & SIPs as a % to Gross Equity Inflows

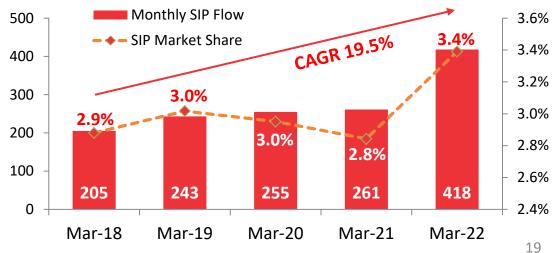
Mar-21

Mar-22

Mar-20



Monthly SIP Flow & SIP Market Share in Industry



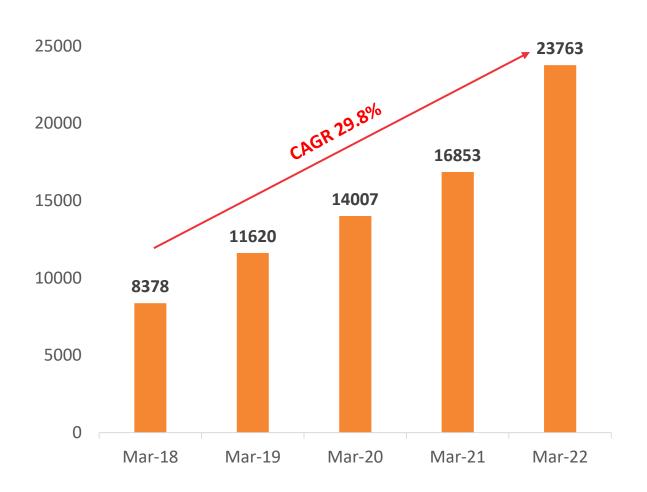
Source: Industry SIP Sourced from AMFI

Mar-18

Growing No of Mutual Fund Distributors



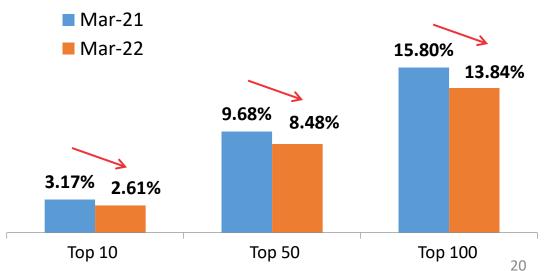
Growing Trust & Confidence of MFDs



Vintage-wise Bifurcation – A strong tailwind

Tenure	No of MFDs	MFDs to Total MFDs	MFDs as % to MFD AUM		New SIP Input in %^
<2 Years	10,698	45.0%	11.8%	15.0%	16.9%
2 to 5 Years	7,264	30.6%	24.3%	31.1%	34.3%
>=5 Years	5,801	24.4%	63.8%	53.9%	48.8%

Top MFDs contribution – Very low concentration



Multiple Levers of Growth & Opportunities



FY23 Opening AUM of Rs 49473 crore 124.15% Higher than Yearly Average AUM of FY22 to boost topline

March 22 monthly SIP flows of Rs 418 crore implies annualized SIP book of Rs.5000 crore. This is equivalent to 10.13% of opening AUM! Multi-Product
platform is the way
ahead. Leveraging
strong MFD base of
23,763 to cross-sell.
Insurance already is a
high single digit
contributor to
revenues.

MFDs having less than five-year vintage contributes to 36% of our AUM. As they become seasoned MFDs- we expect substantial growth in clients & AUM.

Strong Cash flow from operations of Rs 89 crore in FY22 gives us immense power to pursue inorganic opportunities & reward shareholders.



Prudent Who We Are

Key Managerial Personnel





Sanjay Shah
Chairman & Managing Director

Chartered Accountant with more than two decades of experience in wealth management



Shirish Patel
CEO & Wholetime Director

MBA in Finance & diploma in Computer Applications, with 22 years of experience in wealth management.



Chirag Shah Whole-time Director

Fellow member of Institute of Chartered Accountants of India with 17 years of experience in insurance & compliance sector.



Chirag Kothari CFO

Qualified company secretary and a fellow member of the Institute of Company Secretaries of India with 15 years of experience in the finance sector.

Our journey over years | Partnership & Innovation led scaling of operations



AUM – INR 100 bn

- 2006 Launched partner network
- 2010 Launched Property Advisory
- 2016 Obtained SEBI RIA and launched Fundzbazar

2003



Partnership and Penetration





2017



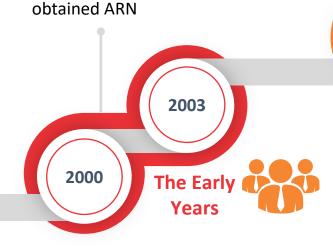
AUM - INR 300 bn

- 2019 Launched Prudent Private Wealth
- 2019 Launched Fixed Income Investments on FundzBazar
- 2020 Launched Creditbasket and WiseBasket
- 2021 Launched Stock Broking on FundzBazar
- 2021 Acquired MF Assets of Karvy Stock Broking Limited

AUM - INR 200 bn

2019

- 2017 Launched NPS on Fundzbazar
- 2018 Launched Policyworld
- 2018 Launched Fundzbot



2000 – Started offering

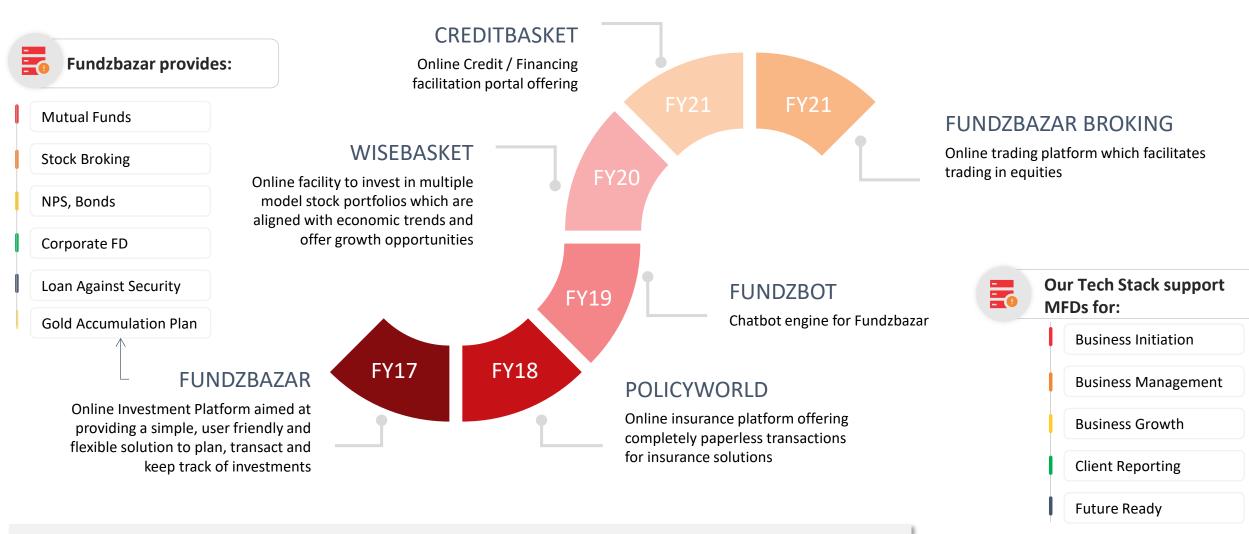
"Prudent Fund Manager"

2003 – Incorporation and

Financial services as

Technology to improve experience & make us a "one-stop-shop"





Each platform is designed towards providing MFDs and the retail investors a comprehensive set of financial service solutions based on their investment needs

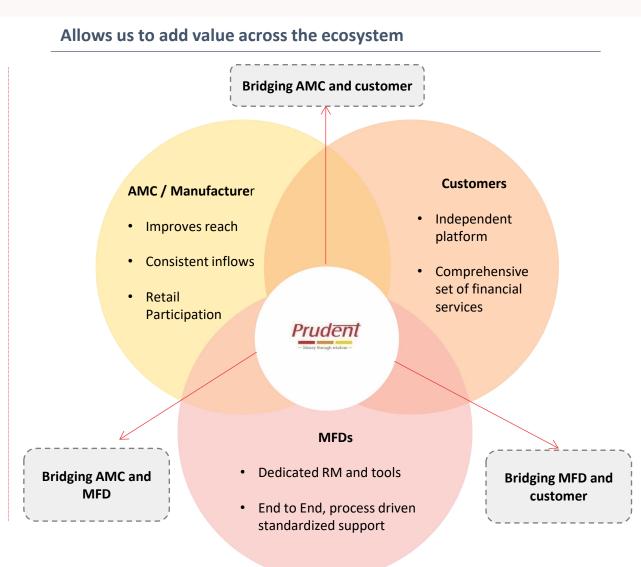
Our B2B2C platform enables offering diversified financial products

Loans



Providing Services across the spectrum of Financial Products FUNDZ BAZAR **Financial Products** Prudent Connect **Partner Platform** Insurance WiseBasket Model Stock Portfolio Stock Trading App

Comprehensive bouquet of financial products leads to increased customer wallet share



Innovation to improve investor & partner experience



We offer end-to-end, process driven and standardised support to our MFDs



Dedicated Relationship Manager



Multiple Product basket



Competitive Brokerage Structure



Zero Investment / **No Fixed Cost**



Multiple Digital Platforms



Desk, App & Chatbot to facilitate Millennial Clients



Toll Free Customer care facility Physical Presence

Business Initiation

- Business Opportunity Programme (BOP)
- Training & Education to clear AMFI MF Advisors module
- Paperless on boarding for Partner Registration

Business Planning & Management

- Product, Platform and soft skill training
- Dedicated RM to help plan and grow MFDs business.
- Regular Monthly meets & Fund manager meets
- Separate login facility for MFDs employees

Business Growth

- Digital Platform like FundzBazar, Prudent Connect, Policyworld, Wise Basket, Credit Basket,
- Various Research Reports & Tools
- The Spectrum, PMS cursor, Morning Coffee Report
- Ready-made research based combos
- Awards & Recognition Prudent Loyalty Club Programme
- Renewal and maturity reminders
- Free Web and Mobile App for MFDs
- Marketing Support and Lead Management

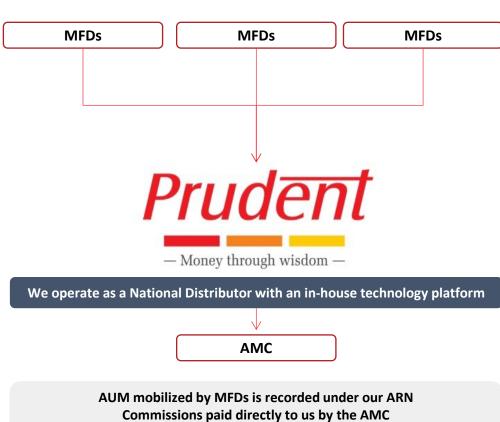
Client Related Reports

- Various investments related reports
- Automated emails for clients portfolio

Keeping them Future Ready

- Business continuity & Transition
- Regulatory Changes Adoption
- Compliance Management
- Technology Upgradation

While maintaining the relationship with the end customer



We in turn make payment to the MFDs



Allows us to own the value chain and maintain stickiness

Strong Board and Experienced Management Team



Experienced Management Team



Sanjay Shah - Chairman & Managing Director

Chartered Accountant with more than two decades of experience in wealth management. Holds a degree of BBA from Sardar Patel University & is admitted as a fellow member of the Institute of Chartered Accountants of India



Shirish Patel – CEO & Whole-time Director

MBA in Finance & diploma in Computer Applications, with 22 years of experience in wealth management. Previously worked with ICICI Bank, Citi Bank. Joined the firm at 2005 & has been an instrumental in branch expansion from 5 to 105 branches till date.



Chirag Shah - Whole-time Director

Fellow member of Institute of Chartered Accountants of India with 17 years of experience in insurance & compliance sector. Previously been associated with NSDL, joined Prudent in 2004 & currently serving on board of Gennext. Is responsible for HR, Admin & Compliance functions of the Prudent group

Reputed Board Members



Dhiraj Poddar (Non Executive Director*)

Serving as Country Head – India & MD of TA Associates with 17+ years of experience in PE. Has helped in investments across financial service, technology, healthcare & been associated with ICICI Securities, Progeon Ltd & Standard Chartered Bank



Deepak Sood (Independent Director)

Fellow of Insurance Institute of Indian, with over 30+ years of experience. Over the years has served as head of BD at Bajaj Allianz GI, MD & CEO of Future Generali & CRO of ERGO



Karan Kailash Datta (Independent Director)

With 10 years of experience in asset management has been associated with Goldman Sachs Securities, Goldman Sachs Asset Management & Axis Asset Management



Shilpi Thapar (Independent Director)

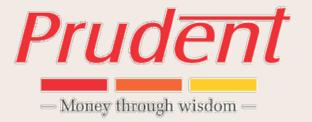
Holds a bachelor's in law & commerce, registered with Insolvency & Bankruptcy Board of India as an insolvency professional. With 18 years of industrial experience she is a qualified Company Secretary & fellow member of Institute of Company Secretaries of India



Aniket Talati (Independent Director)

Qualified CA & fellow member of Institute of Chartered Accountants of India, was elected to the 24th Council of the Institute of Chartered Accountants of India in 2018

Note: *Nominee Director of Wagner Limited 28



Thank You

Company: Prudent Corporate Advisory Services Ltd

Mr. Parth Parekh parth.parekh@prudentcorporate.com

Tel: 079 40209600 (Ext No. – 460)

Investor Relation Advisors: Dickenson Intellinetics Pvt. Ltd.

Mr. Rahul Jaju & Mrs. Sandhya Sutodia sandhya.sutodia@dickensonworld.com

Mob: 8981592855