

August 31, 2021

BSE Limited

Phiroze Jeejeebhoy Towers
Dalal Street, Fort,
Mumbai 400 001

BSE Scrip Code: 540767

National Stock Exchange of India Limited

Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra Kurla Complex,
Bandra (East), Mumbai 400 051
NSE Scrip Symbol: NAM-INDIA

Dear Sir(s),

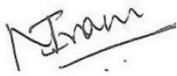
Re: Investor Presentation

Further to our intimation dated August 30, 2021, please find attached the presentation to be made at the Group Investor Meet.

Thanking you.

Yours faithfully,

For Nippon Life India Asset Management Limited
(formerly **Reliance Nippon Life Asset Management Limited**)



Nilufer Shekhawat
Company Secretary & Compliance Officer

Capital Markets' Day

August 2021

Good gets *better*

1

Retail & Institutional Business

Key drivers

2

ETF - Opportunity & Execution

3

Digital Leadership

1

Retail & Institutional Business

Key drivers

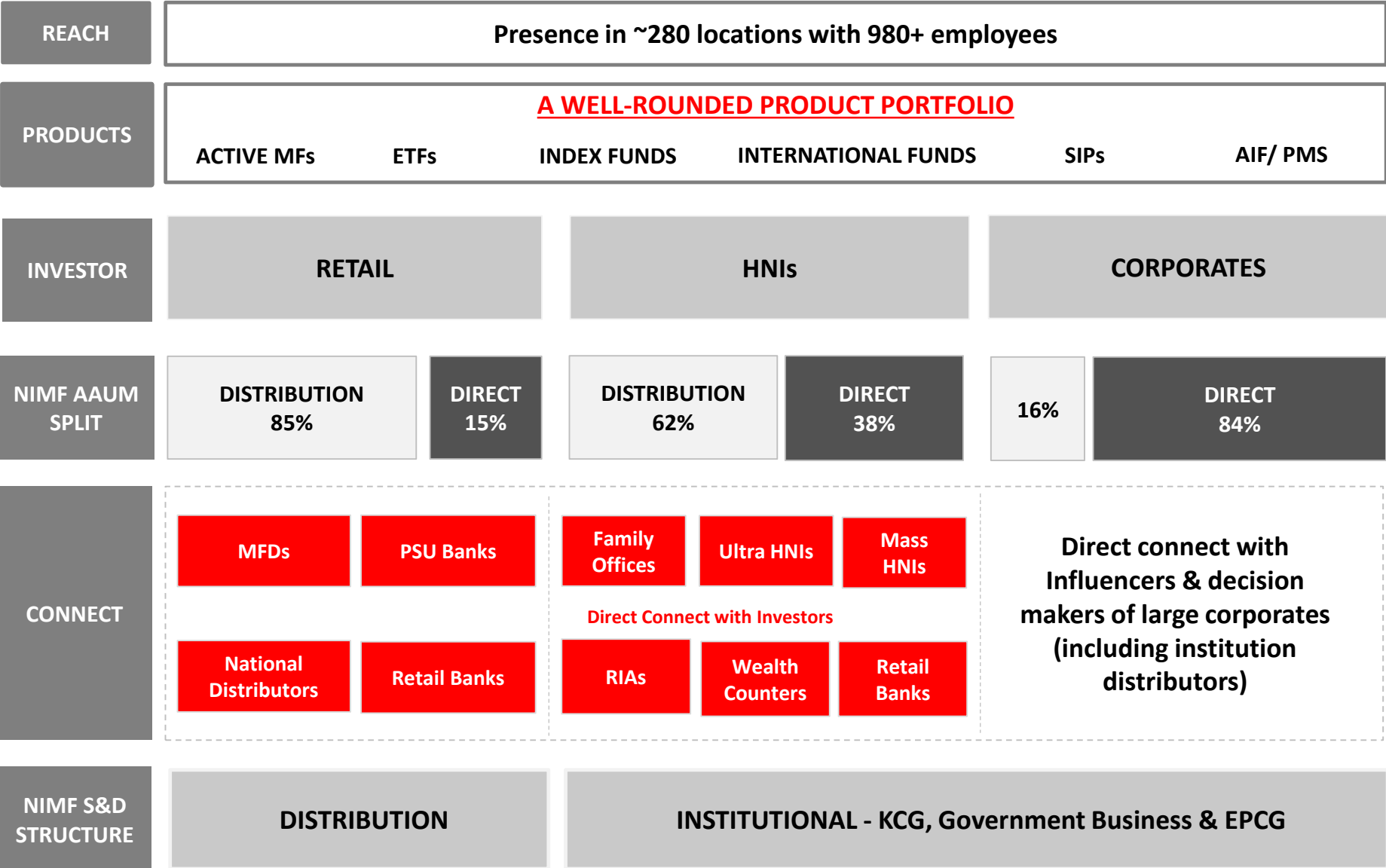
2

ETF - Opportunity & Execution

3

Digital Leadership

Overview



Products

A well-rounded product suite

Active		Passive
Equity	Fixed Income	Domestic Equity
Diversified	Upto 1 Year	NI Nifty Smallcap 250 Index Fund
NI Small Cap Fund	NI Liquid Fund	NI Index Fund - Sensex Plan
NI Growth Fund	NI Overnight Fund	NI Nifty Midcap 150 Index Fund
NI Flexi Cap Fund	NI Money Market Fund	NI Nifty 50 Value 20 Index Fund
NI Large Cap Fund	NI Ultra Short Duration Fund	NI Index Fund - Nifty Plan
NI Multi Cap Fund	NI Low Duration Fund	NI ETF Junior Bees
NI Tax Saver (ELSS) Fund		NI ETF Nifty 100
NI Focused Equity Fund	Short/Medium Term	NI ETF Nifty Bees
NI Value Fund	NI Floating Rate Fund	NI ETF Nifty Midcap 150
NI Vision Fund	NI Banking & PSU Debt Fund	NI ETF Sensex
NI Retirement Fund	NI Short Term Fund	NI ETF Sensex Next 50
	NI Corporate Bond Fund	Sectoral/ Thematic
	NI Strategic Debt Fund	NI ETF Bank Bees
Sectoral/ Thematic	Long Term	NI ETF Consumption
NI Pharma Fund	NI Gilt Securities Fund	NI ETF Infra Bees
NI Banking & Financial Services Fund	NI Dynamic Bond Fund	NI ETF Nv20
NI Power & Infra Fund	NI Nivesh Lakshya Fund	NI ETF Shariah Bees
NI Consumption Fund		NI Nifty Pharma ETF
NI Quant Fund	Credit	NI ETF PSU Bank Bees
NI Arbitrage Fund	NI Credit Risk Fund	NI ETF Nifty IT
	NI Hybrid Bond Fund	CPSE ETF
International		NI ETF Dividend Opportunities
NI - Us Equity Opportunities Fund	FMPs	International
NI - Japan Equity Fund		NI ETF Hang Seng Bees
Fund Of Funds		Fixed Income
NI Junior Bees FoF		NI ETF 5 Year Gilt
NI Passive Flexicap FoF*		NI ETF Liquid Bees
NI Asset Allocator FoF*		NI ETF Long Term Gilt
Hybrid		NI ETF Nifty CPSE Bond Plus SDL - 2024 Maturity
NI Multi Asset Fund*		NI ETF Nifty SDL - 2026 Maturity
NI Balanced Advantage Fund		Commodity
NI Equity Hybrid Fund		NI ETF Gold Bees
NI Equity Savings Fund		NI Gold Savings Fund

*Funds subject to Debt Taxation

New products launched

Scheme	NFO	Quarter	Target Investor Segment		
			Retail	HNIs	Corporate
Nippon India ETF Nifty IT	Jun-20	1QFY21	✓	✓	✓
Nippon India Multi Asset Fund	Aug-20	2QFY21	✓	✓	
Nippon India Nifty Smallcap 250 Index Fund	Sep-20	2QFY21	✓	✓	
Nippon India ETF Nifty CPSE Bond Plus SDL - 2024 Maturity	Nov-20	3QFY21		✓	✓
Nippon India Passive Flexicap FoF	Dec-20	3QFY21	✓	✓	
Nippon India Asset Allocator FoF	Jan-21	4QFY21	✓	✓	
Nippon India Nifty Midcap 150 Index Fund	Feb-21	4QFY21	✓	✓	
Nippon India Nifty 50 Value 20 Index Fund	Feb-21	4QFY21	✓	✓	
Nippon India ETF Nifty SDL - 2026 Maturity	Mar-21	4QFY21		✓	✓
Nippon India ETF 5 Year Gilt	Mar-21	1QFY22		✓	✓
Nippon India Nifty Pharma ETF	Jun-21	1QFY22	✓	✓	✓
Nippon India Flexi Cap Fund	Jul-21	2QFY22	✓	✓	

Launched 12 New Funds over the past 5 quarters to meet diverse investor needs

Retail Business

Strong distribution network

Total base of empaneled distributors rose to approx. 80,000

CHANNEL

77

Banks



95

National Distributors



88

Alternate
(incl. PSU banks)



79,700+

Mutual Fund
Distributors



Large base of MFDs -
one of our biggest
strengths

PILLARS

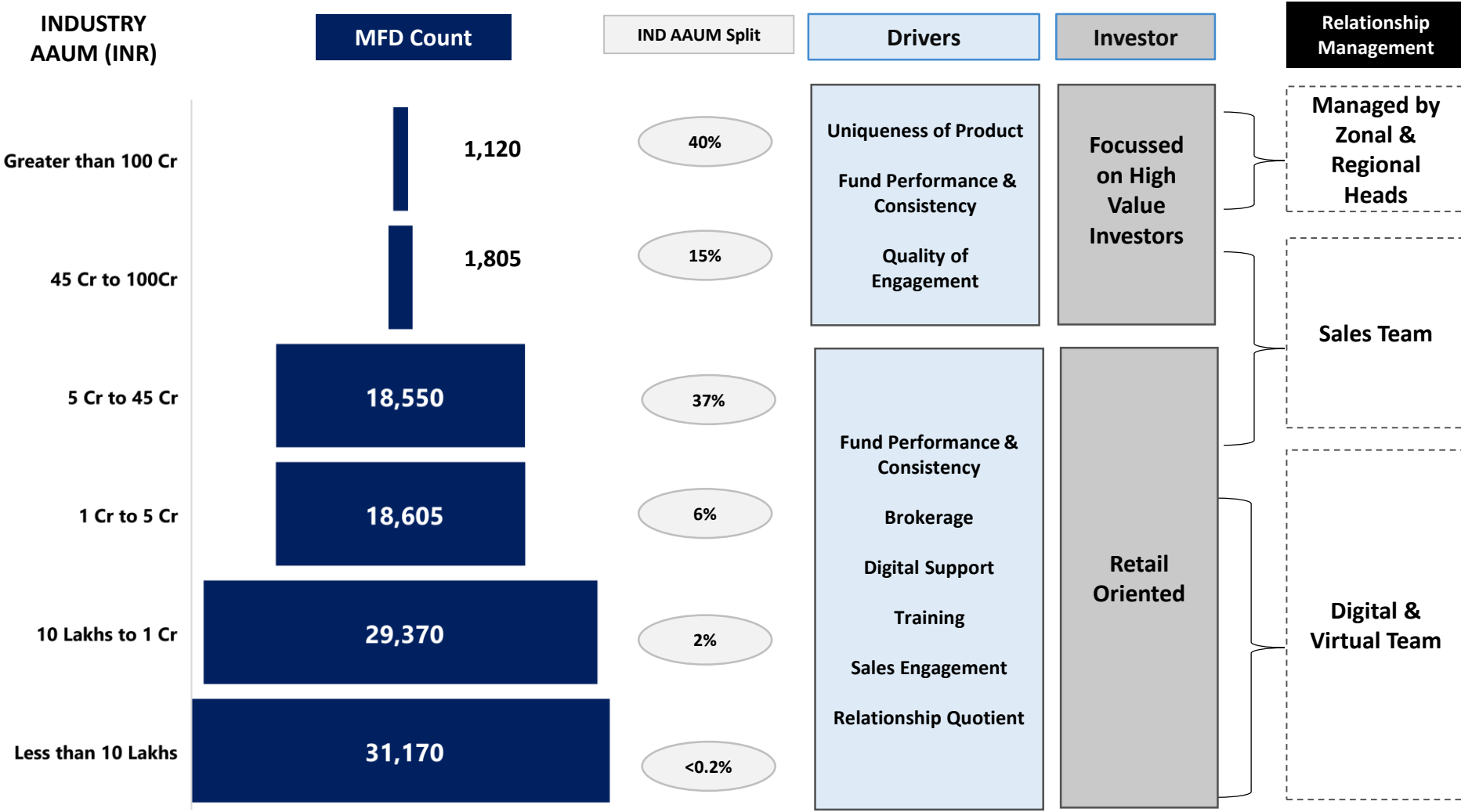
PROACTIVE COMMUNICATION - Market Updates, New Product Launches, Risk Management Practices

RIGHT LEVEL OF ENAGEMENT ACROSS CHANNELS

TRAINING - Training programs for partners to Upskill them & for Knowledge upgrade

DIGITAL SUPPORT - Handhold MFDs & NDs to adapt Digital medium for Business & Communication

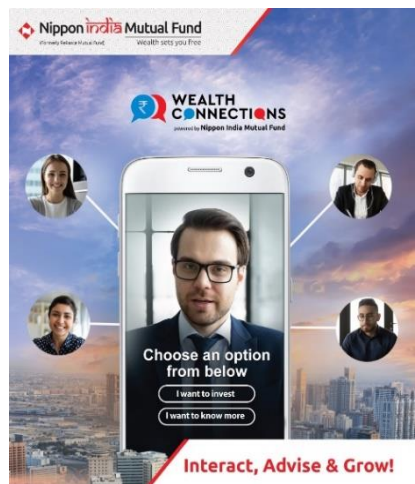
Right level of engagement with MFDs



Right Mapping of Distributors to sales team for right level of engagement

Other Engagement initiatives

Wealth Connections



- Next generation digital video platform that enables partners to prospect, generate leads and grow their business online
- Enables Partners to create their own videos explaining products and concepts that their investors can watch at leisure.

WEALTH CONNECTIONS



- NIMF sales leaders interviewed Top Partners about their journey in the MF industry
- Helped strengthen connections with our top partners
- Helped NIMF create a knowledge sharing platform for Partners and their peers

Webinars with Experts



Industry-first Geo Targeting campaign



- First of its kind unique campaign in BFSI Industry to help investors find MF distributors
- Helped mutual fund distributors reach out to prospective investors
- Covered almost 2,000 pin codes that account for more than 95% of MF business

Social media presence



NIMF Marketing app / microsite

- An Integrated Digital Marketing & Sales Platform” for Key Partners

Our RELATIONSHIP goes beyond Business ... we have a Strong Personal Connect too!

Institutional Business

Strong Connect across Corporates & HNIs

	Target Segment	Products	Purpose of Investing
Key Clients Group (KCG)	<ul style="list-style-type: none"> • Top 400 Corporate Treasuries • PSU Banks • Private Banks • Public Financial Institutions • Select Family Offices of Large Corporates • Institutional Distributors <p>Majority of the Investment is Direct; forms ~40% of NIMF's AAUM</p>	<ul style="list-style-type: none"> • Fixed Income Funds • ETFs - CPSE, Sectoral ETFs, Fixed Income ETFs • Family Offices & Insurance Companies tend to invest in Sectoral ETFs <p>Investment tenure ranges from Short, Mid to Long Term</p>	<p>Invest treasury corpus</p> <ul style="list-style-type: none"> • Fund Raising • Stake Sale by Promoter or Company • Operating Cash Flow <p>Investment horizon ranges from short term to long term; mostly concentrated in Top 15 cities</p>
Govt. Business	<ul style="list-style-type: none"> • Pension Funds • Cooperative Banks 	<ul style="list-style-type: none"> • PFs - Index funds & ETFs • Cooperative Banks - Fixed Income funds 	<ul style="list-style-type: none"> • PFs - Investment basis guidelines from PFRDA • Cooperative Banks - Treasury investments
Elite Partners & Clients Group (EPCG)	<ul style="list-style-type: none"> • Mid-segment Corporates • Family Offices & UHNIs • Cater to Direct as well as Corporates/ HNIs managed by Wealth Counters including Private Banks 	<ul style="list-style-type: none"> • Equity Funds • International Funds • Passive Funds - Interest across ETFs • Alternative Products - AIFs & PMs 	<ul style="list-style-type: none"> • Wealth preservation & creation

RETAIL

- **Strengthen distribution network** - Proactive communication & Partner empowerment
- Equity - **Push for fund approval** across categories in Banks to grow market share
- **Focus on SIP for stable equity flows**

HNIs

- **Strengthen direct connect** with HNIs & family offices
- Engage with **Wealth Counters** for fund approvals to grow market share in Fixed Income & Equity
- Leverage **Passives** to grow wallet share

CORPORATES

- **Increase wallet share with existing investors**
 - *Leverage Passives*
 - *Closely track market activities*
- **Acquire new corporate investors**
 - *Strong risk & investment processes, NLI parentage & Industry best product suite*

1

Retail & Institutional Business

Key drivers

2

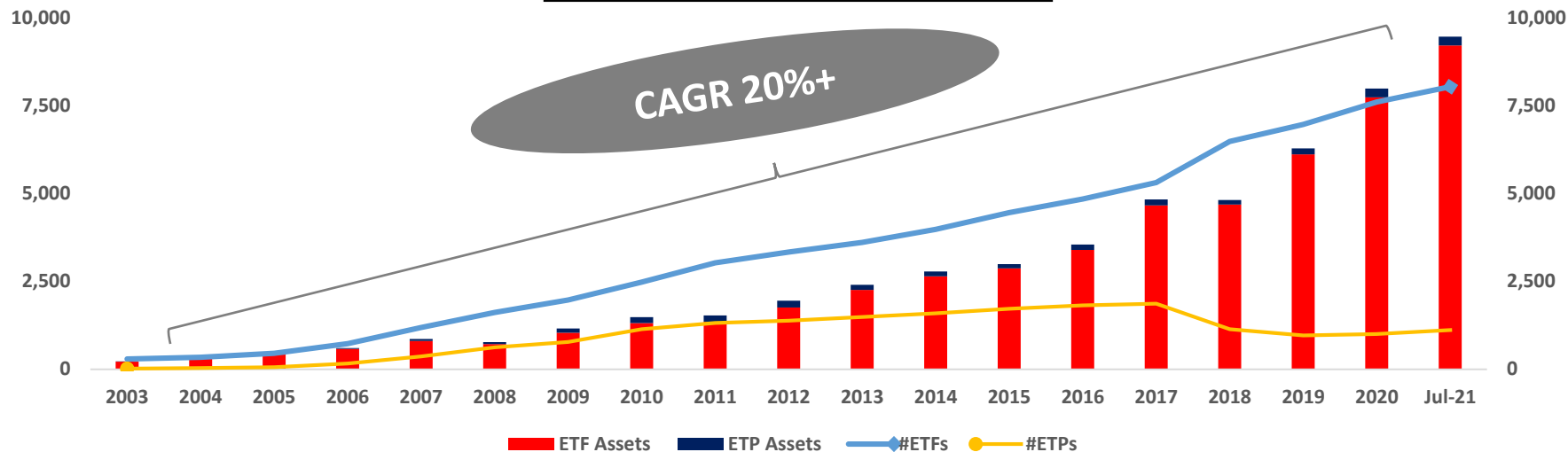
ETF - Opportunity & Execution

3

Digital Leadership

Passive assets - Global scenario

Global ETF & ETP assets



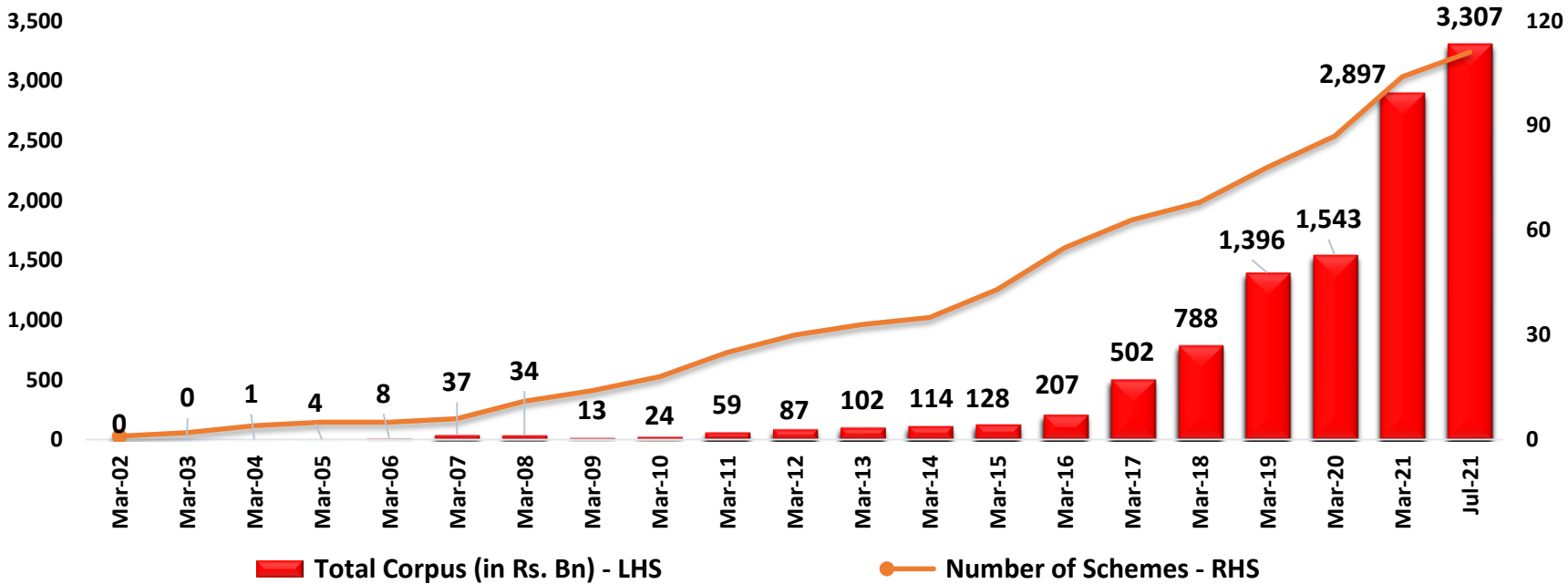
- ✓ On US Exchanges, 7 out of the Top 25 Volume leaders are ETFs
- ✓ In value terms, share of these 7 ETFs (out of top 25) rose from approx. 18% in 2006 to 32% in 2020
- ✓ As compared to Dec 2016, global ETF assets have increased by \$6 trillion to cross \$9.2 trillion in July 2021

No.	Name	Turnover	No.	Name	Turnover
1	TESLA INC	35.05	14	ISHARES MSCI EAF	2.50
2	SPDR S&P 500 ETF	29.29	15	MODERNA INC	2.49
3	APPLE INC	13.18	16	PROSHARES UL QQQ	2.40
4	AMAZON.COM INC	9.63	17	ADV MICRO DEVICE	2.28
5	INVESCO QQQ TRUS	6.76	18	BOEING CO/THE	2.25
6	NIO INC - ADR	6.38	19	ZOOM VIDEO COM-A	2.25
7	ALIBABA GRP - ADR	5.47	20	PINDUODUO INC	2.22
8	ISHARES RUSSELL	4.86	21	FUBOTV INC	1.86
9	MICROSOFT CORP	4.64	22	ALPHABET INC-A	1.84
10	FACEBOOK INC-A	3.52	23	ISHARES MSCI EME	1.84
11	BAIDU INC - SP ADR	3.44	24	ALPHABET INC-C	1.77
12	NETFLIX INC	2.91	25	ISHARES C S&P 500	1.76
13	NVIDIA CORP	2.51			(\$ Bn)

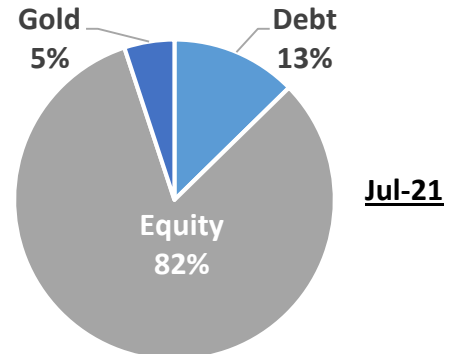
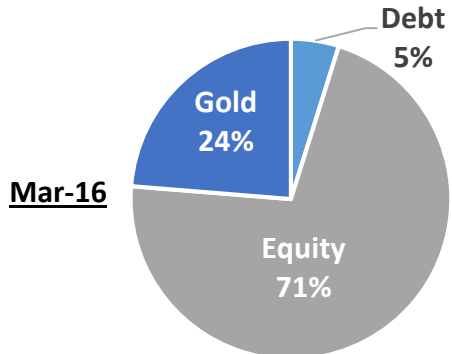
ETF - Exchange Traded Fund; ETP - Exchange Traded Product;
Source: ETFGI

ETF assets - Indian context

Since 2002, ETF assets in India have grown by approx. 80% (CAGR)



Industry's ETF asset mix



GOI initiatives & Regulatory changes

Provident Funds can increase equity allocation from 5 - 15% through investment in select ETFs

Insurance companies allowed to invest in select ETFs

CPSE ETF

1st ever ETF by GOI for divestment of CPSEs; 7 tranches since 2014

No STT on buying and negligible STT on selling of ETFs as against 10bps each for buying/selling stocks

SEBI mandated all funds to start benchmarking schemes to Total Returns Index Vs Price Index earlier

SEBI has defined Large Cap, Midcap and Small Cap companies; also provided scheme categorization definitions

Change in Market Dynamics

Tremendous rise in awareness

- Greater acceptance and adoption of ETFs in the last 3 years
- Passive assets have become a key element in truly diversified portfolio
- Evolved segment increasing becoming cost conscious

Improved ease and accessibility

- Movement towards RIA model
- Growth of new-age brokers, fintechs and robo advisers
- Sharp increase in demat accounts

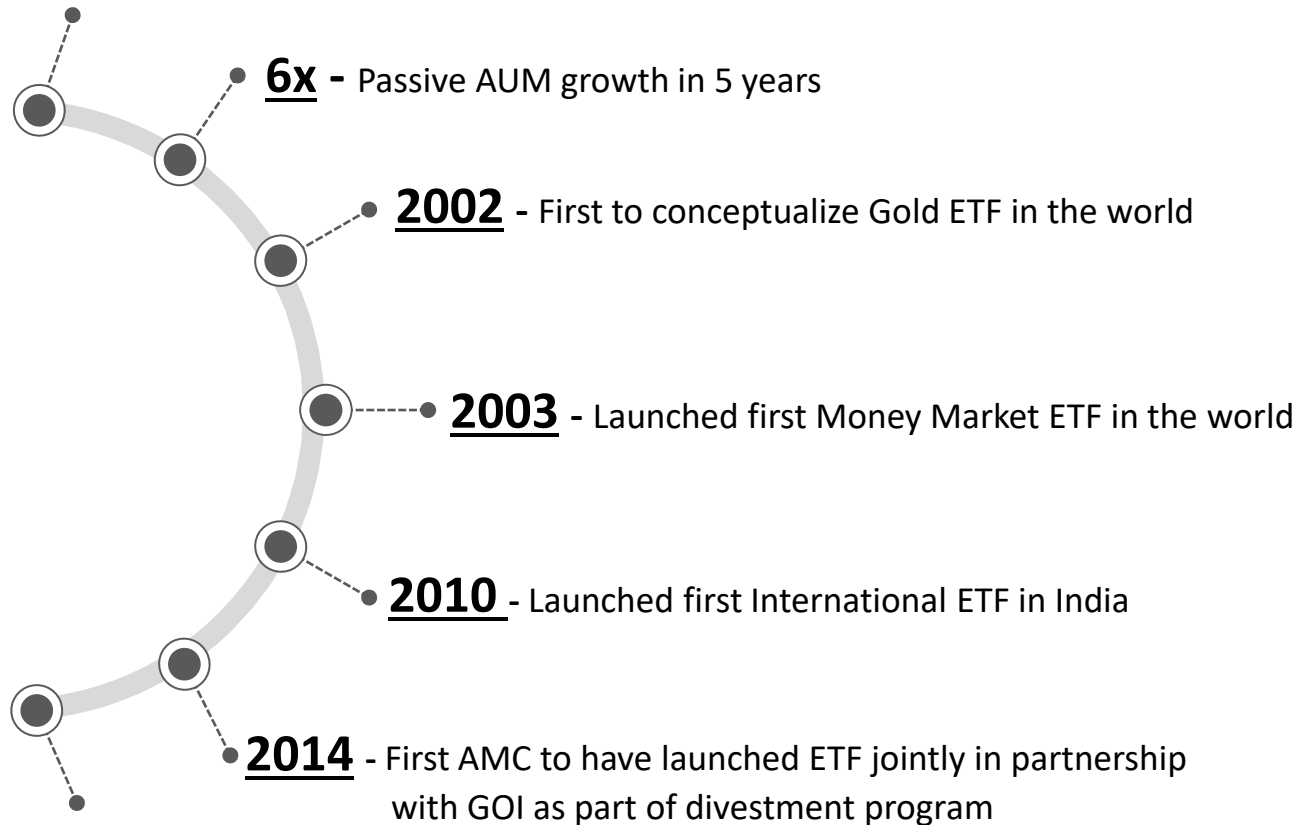
Products moving to next level

- Introduction of unique propositions, through ETF asset allocation baskets
- Easy to build, simple to understand, execute and scale
- Smart-beta and international exposure

Strong Pedigree

2016 - Acquired Goldman Sachs AM business Pioneers of passive business in India

19 Years - Track-record - Oldest in Indian Industry



2021 - Comprehensive and Industry-best portfolio of 23 ETFs

~66%
Volume on the
exchanges



~54%
ETF Folio Share

ETF Volume and Folio share as on July 31, 2021

ETF volumes - NIMF vs. Industry

NSE volume (Apr - Jun 2021) (INR mn)

Average Daily Turnover on NSE

Mutual Funds	Nifty 50 ETFs	Nifty Bank ETFs & Private Bank ETFs	Gold ETFs	Liquid ETFs
NIMF	247	363	186	1,034
Industry Average (excl. NIMF)	5	11	15	21
NIMF's volume (vis-à-vis 'Rest of the Industry' average)	49x	34x	12x	49x

NIMF remains the Category leader - ETFs with highest liquidity in the Industry

One of the lowest tracking error and impact costs across schemes to drive accelerated growth

1

Retail & Institutional Business

Key drivers

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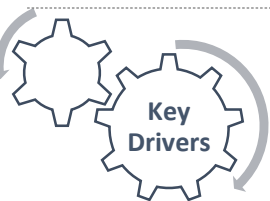
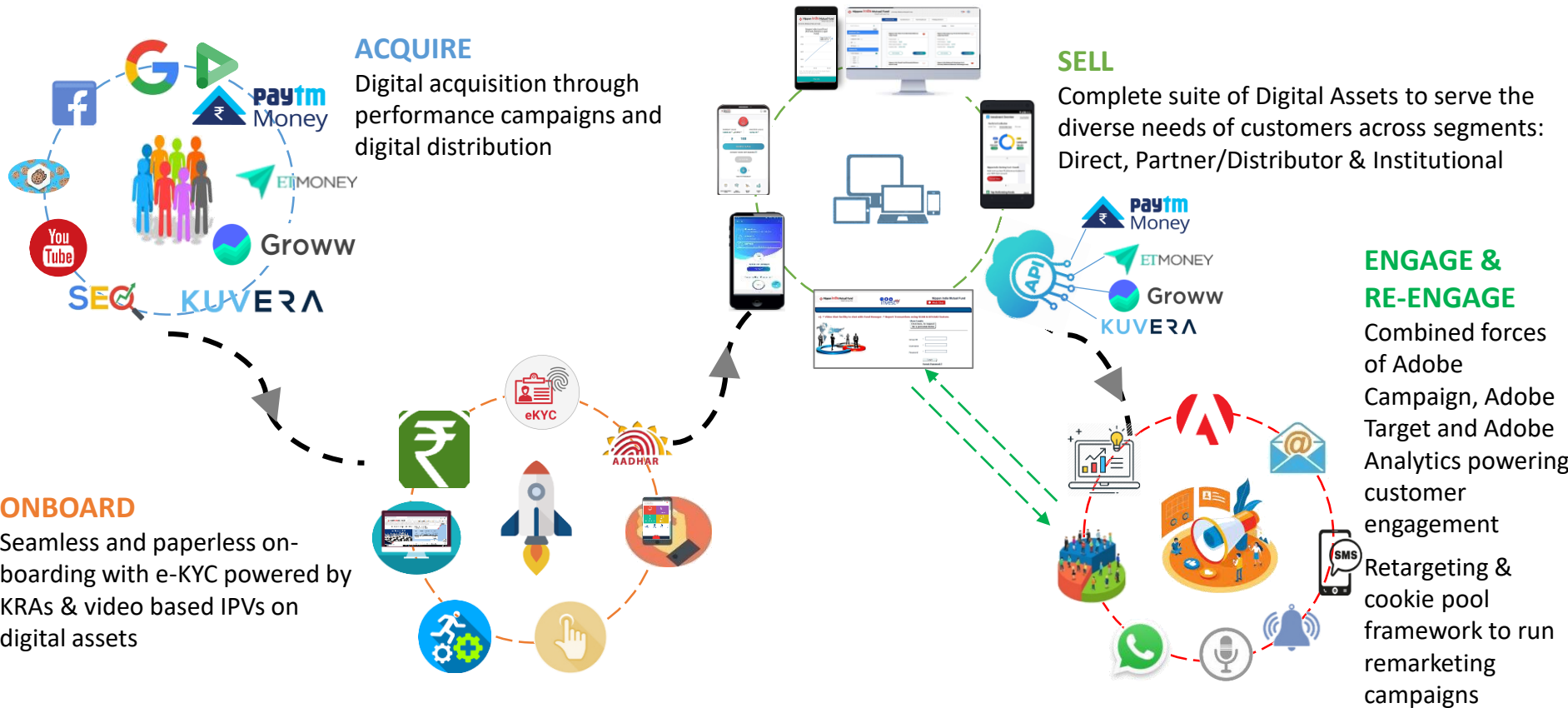
ETF - Opportunity & Execution

3

Digital Leadership

Future ready and Riding the Perpetual Beta

Geared to serve customers end-to-end, digitally with a 360° omni-channel approach, no matter where they are



Frictionless

- Contemporary & intuitive UI & UX
- Smart, contextual automated assistance

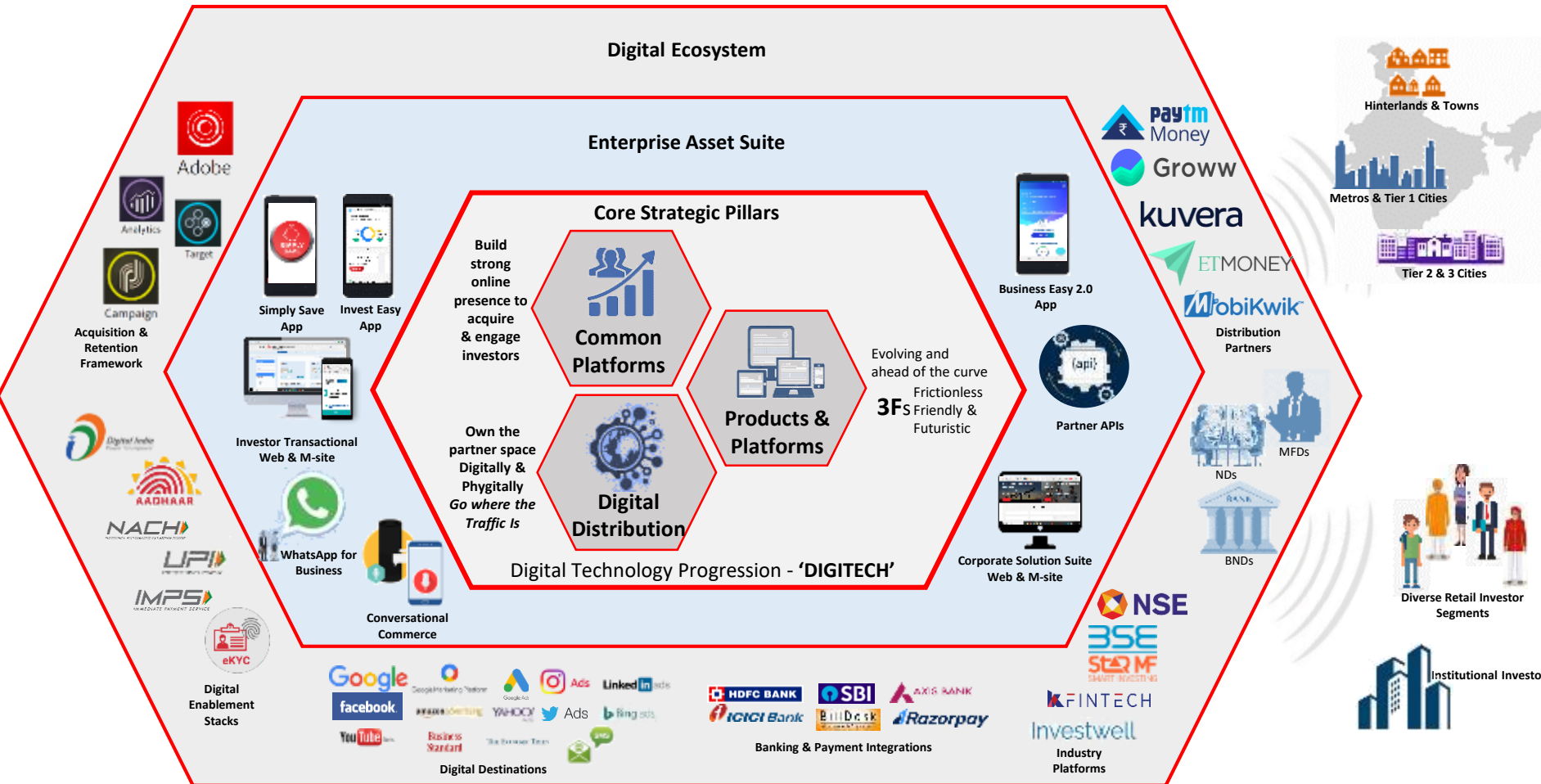
Friendly

- Personalised & customised experiences
- DIY Self-service modules

Futuristic

- State of the art analytics with on-the-fly, intelligent interventions
- Scalable & cutting-edge technology

Ahead-of-the-curve & Building an intelligent ecosystem





Evolving digital entity that relies on futuristic capabilities to serve the masses of new, post-pandemic, emergent India

Mobile First Strategy - Early, Diversified & Omni-Present


Conversational Commerce- Invest anywhere, anytime



 Enables **Purchase, Withdrawal & Balance** for LF

 APAC's first **AI powered, transaction oriented, Voice Interface.**

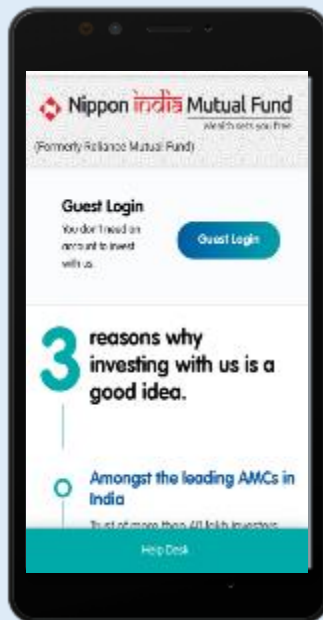
 Playstore Rating: 4.2


 **1.30 Lac+** new downloads

1 conv invoked every 5mins!

~ 10% voice purchase share in overall purchase transactions on SS App (Android)


New purchase journey & M-site - For investors who love an app free world





 Mobile first approach

 Optimized journeys

 Dedicated helpdesk

 Efficiency improved by **2x**

 **~10%** increase in user traffic login to mSite

 **Every 3rd** user visits login page of M-site

Leveraging largest social chat application - WhatsApp - as a Digital Channel



 Purchase in LF

 KYC Check

 Explore Digital Platforms


1 interaction every 2 mins!


End-to-end journey completion within WhatsApp; no redirects


Actively used by **1.85Lac+ Investors & 26K+ Distributors**

The All New Nippon India MF Mobile App – Invest in Experience First and Funds Second



 Aided Product Discoverability

 Cart based financial purchases

 Enhanced Security: Biometric authentication

CUG Rollout coming soon

Go Green Platforms enabling Distribution and Adoption

Business Easy



Virtual Salesforce - **Feet on Street to Fingers on Screen** - Digitally enabling our MFD's to carry on serving their customers virtually

- Adopted by over 40K partners
- Regular interaction by over **30% Active** MFDs
- 2X growth in Assets witnessed in FY21



AI based Built-in analytics



One to Many Campaign Management Tool



Help desk for effective partner query and grievance resolution



Playstore Rating: 4.4



45K Downloads

New Corporate Solutions Suite



Transforming the old and dependable ally into a new and pathbreaking **full spectrum digital asset**

- Over 500 non-individual relationships active on the platform
- INR 18K Cr worth transactions serviced within first year of deployment
- Assets over INR 1K crore added within first year of usage



Peeling the DIY Environment & Learnings into Fintech / WealthTech

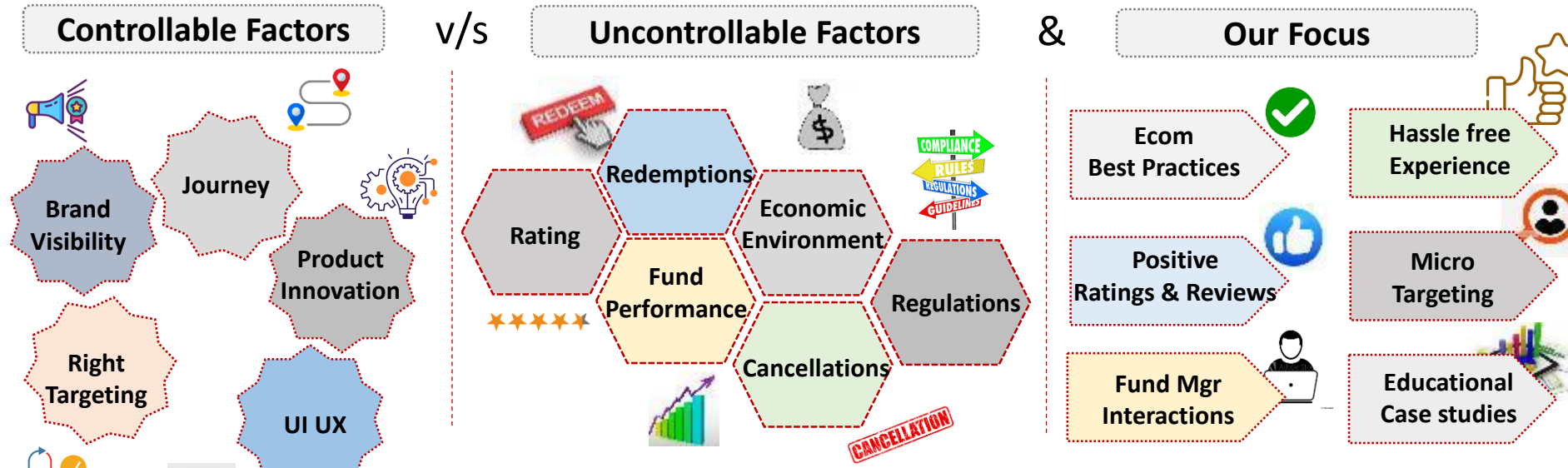
DIY Stimuli in Ecommerce

- amazon
 - Uber
 - zomato
 - digit
 - Groww
 - CRED
- 1 Price
 - 2 Discounts
 - 3 Rating
 - 4 Review
 - 5 Similar Product
 - 6 Delivery Speed

The image shows three screenshots from an Amazon product page for Pampers All round Protection Diapers. Red dashed arrows point to specific elements:

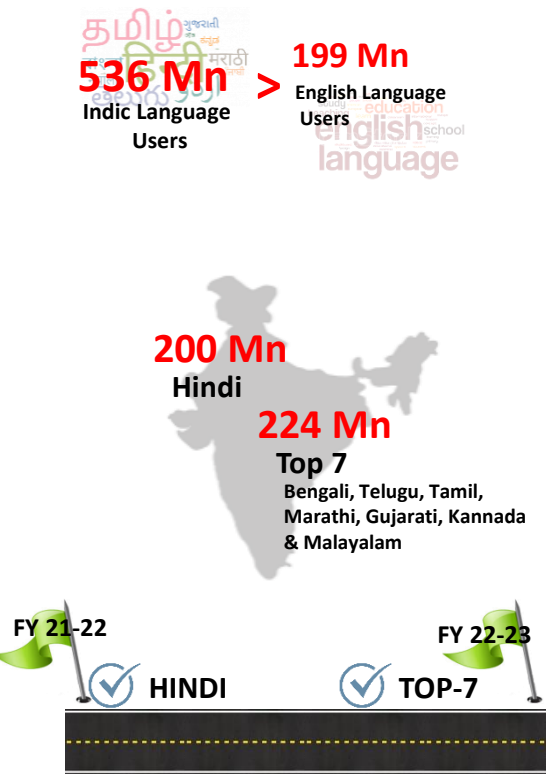
- Price:** The current price of ₹1,971.
- Discount:** A 'Save 55% with coupon' banner.
- Speed:** The 'prime FREE Delivery by Friday, May 21' badge.
- Rating:** The star rating and the number of reviews (25,965).
- Customer Reviews:** A sample review text: 'Although I am not a pampers favouring mom, I've used them extensively for my 6 months old, especially when we had a major trip out of India. These pampers were absolutely beautiful, fit and quality wise. Such that my baby could wear any dress over it, frocks, party wear, etc. etc.' with a thumbs up icon.
- Similar Products:** A 'You might also like' section showing other diaper products.

E-Commerce Stimuli in Fin-tech



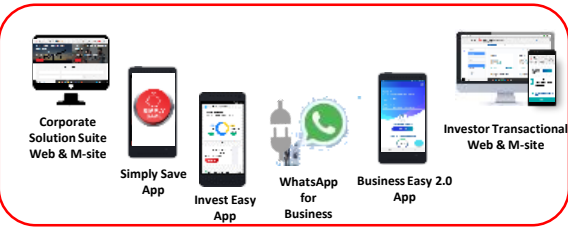
Enabling WealthTech for Tomorrow - Being Future Ready

Vernacular: Expanding Reach in the untapped Real Bharat

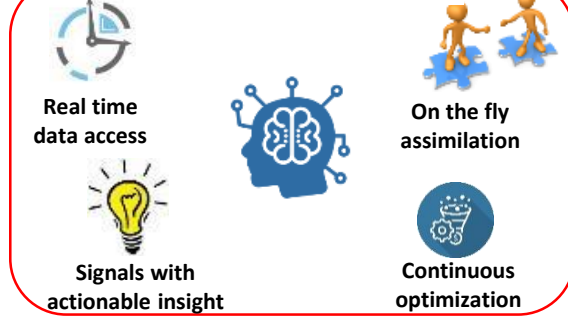


AI & ML: Higher retention & acquisitions across our Digital Assets & APIs

NIMF Digital Ecosystem

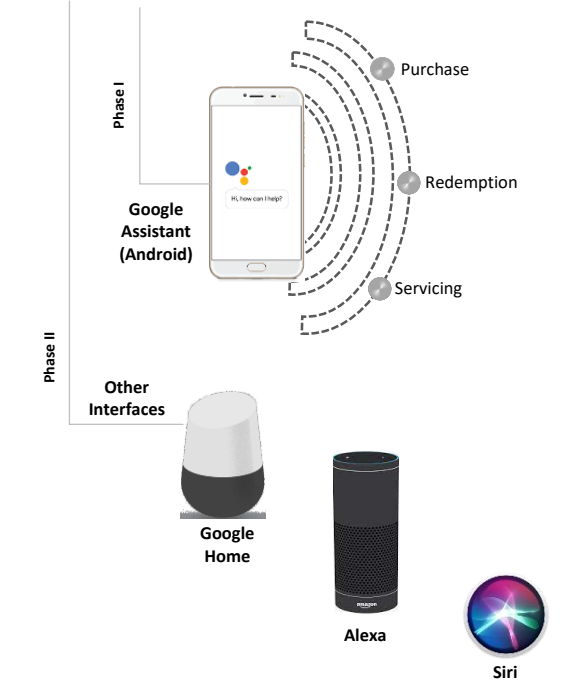


AI & ML Infrastructure



IOT: Expansion of Voice to 'Assistants' as a stepping stone to the 'connected world'

NIMF Voice Framework



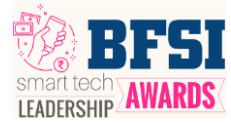
Recognition from reputed National & Global Conclaves

3rd
year in a row

Conversational Commerce



ETBFSI
Best Customer Engagement of the Year
October 2019



Smartech BFSI Leadership
Best Use of Emerging or Innovative Technology
December 2019



Asia Asset Management
Best of the Best Awards 2021
FinTech Innovation
January 2021



CII-DX
Customer Experience
December 2020



Best Payment technology initiative of the Year
August 2019



IAMA
Best Technology Solutions Award
Best use of Bots (Chat & Voice)
January 2021



Best Contactless Payments Project & Best Contactless Innovation of the Year
December 2020



Smartech BFSI Leadership
Outstanding Use of AI & Robotics in Financial Services
December 2019



CII-DX - Service Distribution Excellence
December 2020



Tech | MintCircle
Business Transformation Awards
Revenue Generation – Product & Service Augmentation
June 2021



IDMA - Best App Developed-Products / Services
July 2021

Business Easy



Web & M-site



IBSI Global Fintech Innovation Awards
Most Impactful Project in Digitization / Paperless Initiative
December 2020.



IDMA - Best Use of WAP /Html/ other sites for Mobiles
July 2021

ACEF Global Customer Engagement Awards 2021



5 awards (4 Golds and 1 Silver) in the areas of Digital, Data driven, Email and Mobile Marketing
May 2021



Global Digital Marketing Awards

Best use of Facebook AI tool performance campaigns
April'2021

Digital Crest Awards 2021

3 awards (1 Golds, 1 Silver and 1 Bronze) in the areas of Digital strategy, Customer Engagement and Mobile Marketing
Aug 2021



Adobe Campaign India Champion, 2021
Bronze Award for the best data driven omni channel marketing campaign
Jan'2021

Thank you for your time!
Stay safe!

Good gets *better*

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