

Ref/No/HDFCAMC/SE/2019-20/73

Date- November 11, 2019

National Stock Exchange of India Limited
Exchange Plaza, Plot C/1, Block G,
Bandra Kurla Complex, Bandra (East)
Mumbai – 400051

Kind Attn: Head – Listing Department

BSE Limited
Sir PJ Towers,
Dalal Street,
Mumbai – 400001

Kind Attn: Sr. General Manager – DCS Listing
Department

Sub: <u>Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure</u> Requirements) Regulations, 2015 ("Regulations")

Dear Sir/Madam,

Further to our letter no. Ref/No/HDFCAMC/SE/2019-20/72 dated November 11, 2019, please find enclosed herewith the investor presentation for your information and the same is placed on the Company website.

This is for your information and records.

Thank You,

Yours faithfully,

For HDFC Asset Management Company Limited

√√ Sylvia Furtado

Company Secretary

Encl: a/a



HDFC Asset Management Company Limited

Q2 FY19-20

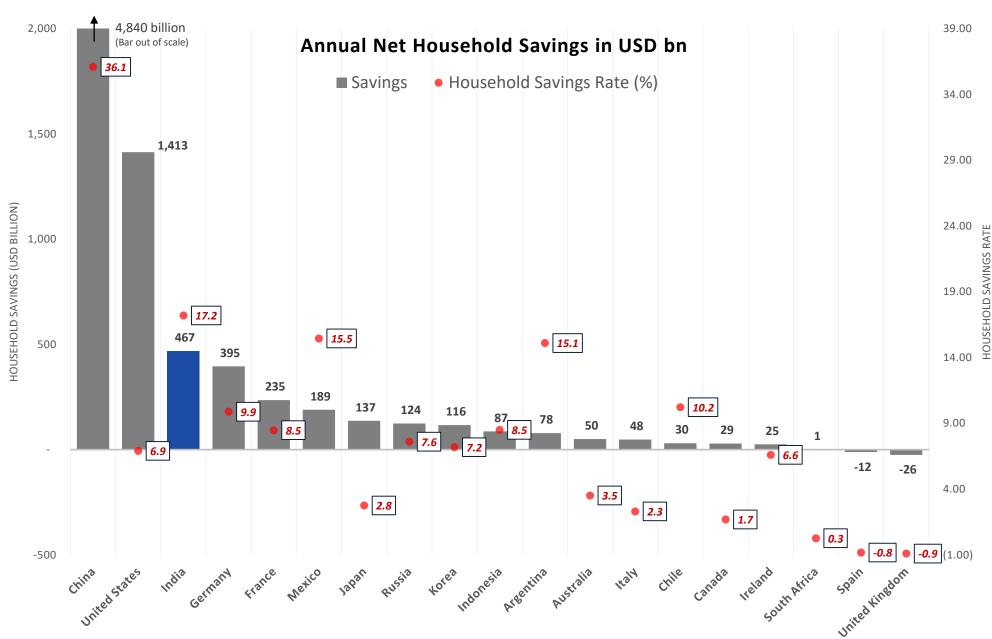
Background and Opportunity





India – the third largest in household savings globally

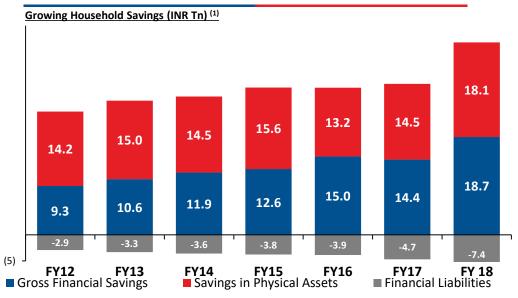




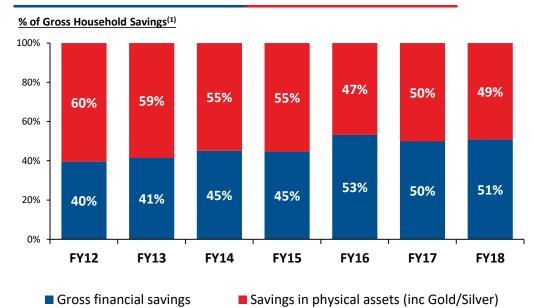
Indian Household Savings pattern



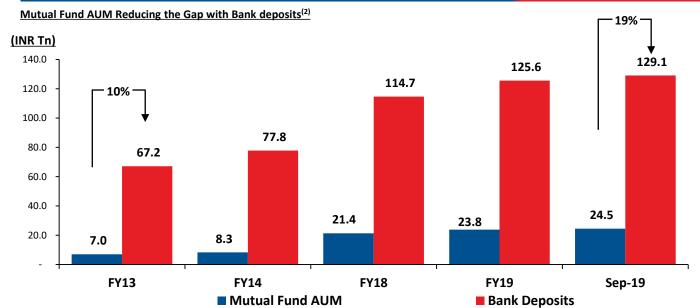




..Shift to Financial Assets..



...With Increasing Preference for Mutual Funds



Mar-13 to Sep-19 CAGR: Mutual Fund AUM: 21% Bank Deposits: 11%

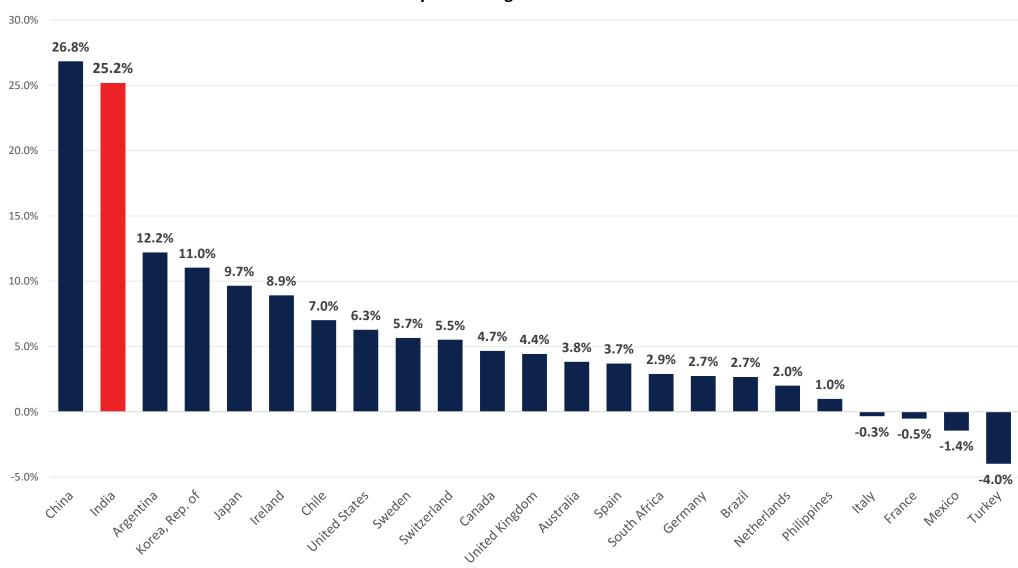
⁽¹⁾ Source: RBI, CRISIL Research; (2) Source: AMFI, RBI, CRISIL Research. Sep-2019 Deposits as per RBI provisional numbers



Mutual Fund AUM Growth – India v World





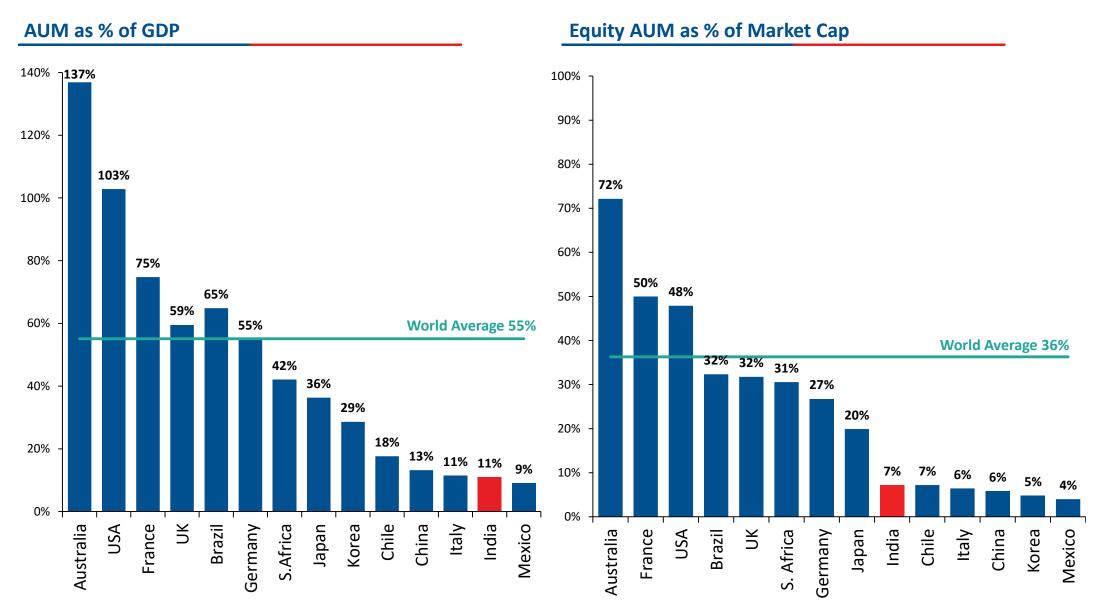


Source: IIFA (as of 31 March 2019)



AUM as % of GDP, Market Cap





Source: IMF (GDP, CY 2018), IIFA (MF AUM, CY 2018:Q4); Bloomberg (Market-Cap CY 2018:Q4). Balanced/mixed funds are assumed to be composed of 70% equity. Only open-ended funds have been considered.



Global vs Indian AUM, Market Cap, GDP



USD Trillion	India	World	India Share (%)
Mutual Fund Assets	0.37	50.4	0.73%
Equity-oriented	0.13	25.2	0.53%
Market Cap	2.08	69.4	3.00%
Equity AUM as % of MCap	6.4%	36.3%	
GDP	2.72	84.74	3.21%
AUM as % of GDP	13.5%	55.1%	

- India's share of global GDP and Market Cap is in excess of 3%, however its share in Mutual Fund Assets is 0.73%
- India's equity-oriented AUM as a % of Market Cap is 6.4% as against the global average of 36.3%
- India's AUM as a % of GDP is 13.5% as against a global average of 55.1%

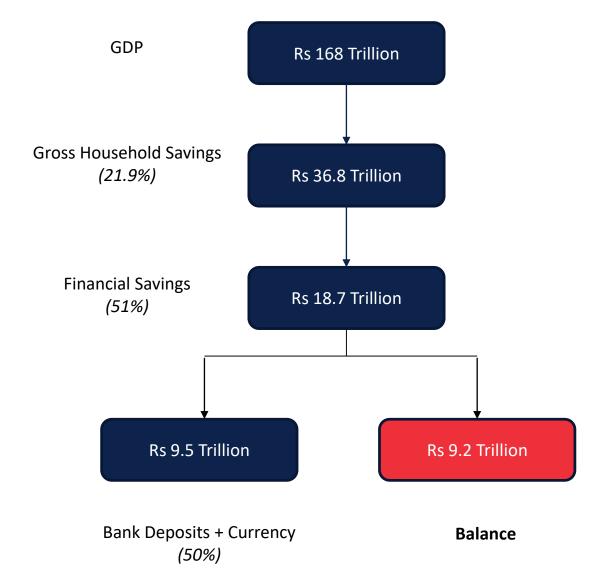




India Population: 1,320 mm



The opportunity size



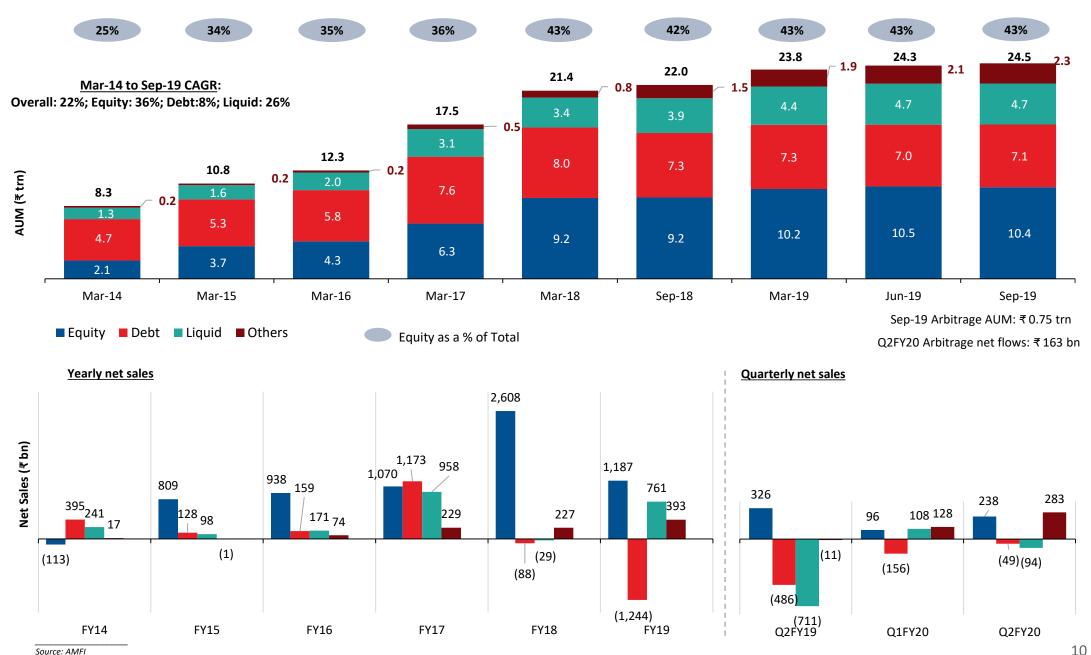
Source: RBI, IT website, AMFI

Mutual Fund Industry and HDFC AMC



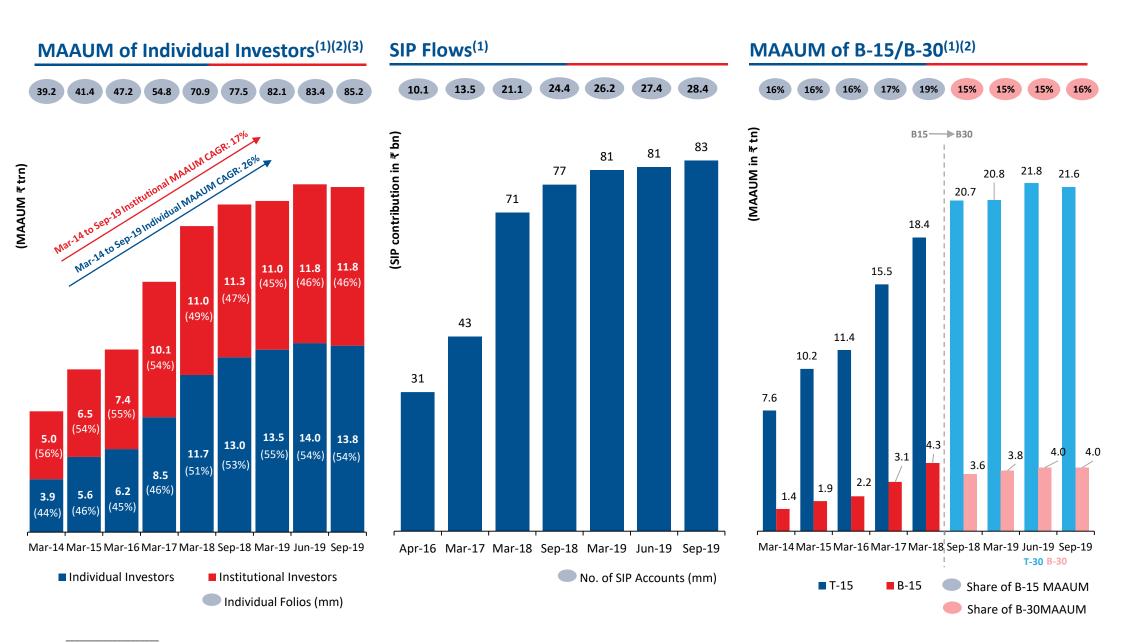
Industry - AUM and Net Sales





Individual / Institutional MAAUM, SIP Flows, B-15/B30





HDFC AMC at a glance





45% Equity-Oriented Assets

₹ *1,651* bn US\$ *23.3* bn

Assets Under Management⁽¹⁾

₹ *3,662* bn US\$ *51.7* bn **55%** Non-Equity Oriented Assets

₹ 2011 bn US\$ 28.4 bn

9.4 mm
Live Accounts(1)

213 Branches⁽¹⁾⁽²⁾;

80k+ Empaneled Distribution Partners

₹ 2,180 bn
Individual MAAUM⁽¹⁾

₹ 110 bn

PMS & SMA AUM^{(1) (3)}

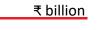
1,217 Employees⁽¹⁾

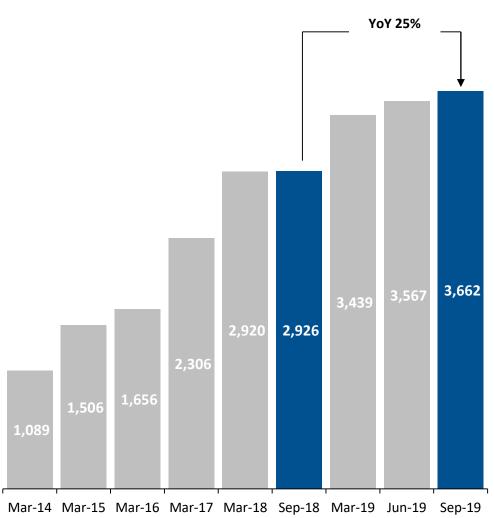
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Total AUM and Market Share

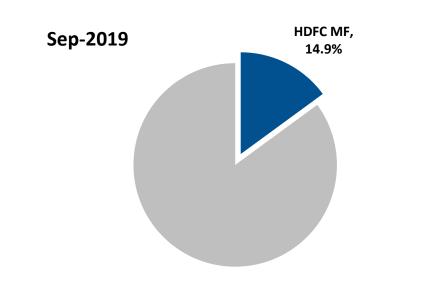


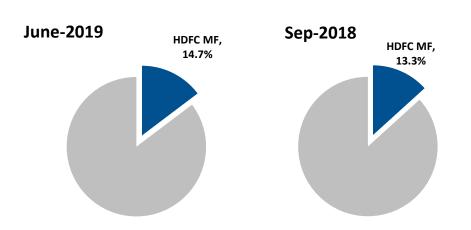






Market Share in Total AUM⁽²⁾





⁽¹⁾ Source: Internal

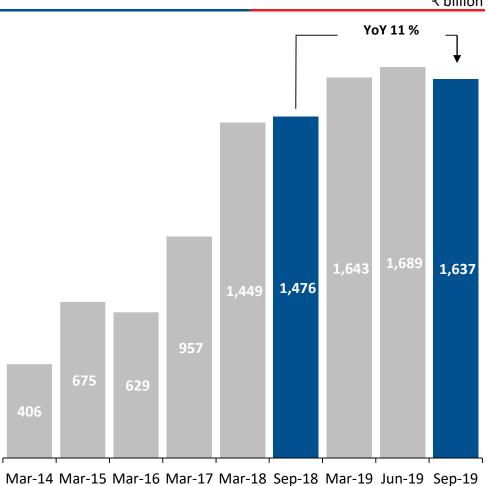
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Actively Managed Equity-oriented AUM and Market Share

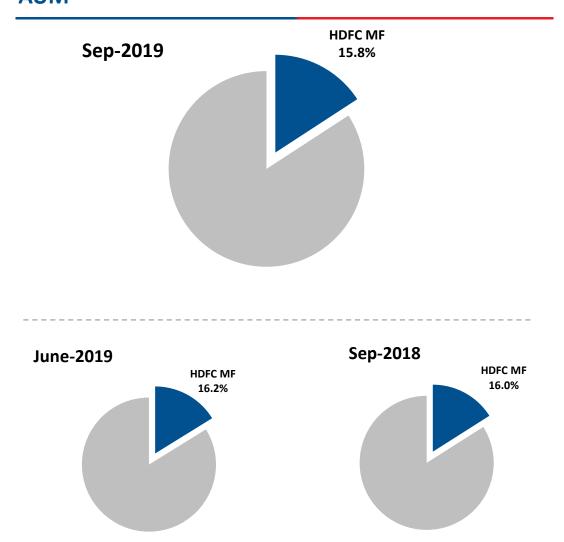


Actively Managed Equity-oriented AUM⁽¹⁾

₹ billion



#1 Market Share in Actively Managed Equity-oriented AUM⁽²⁾



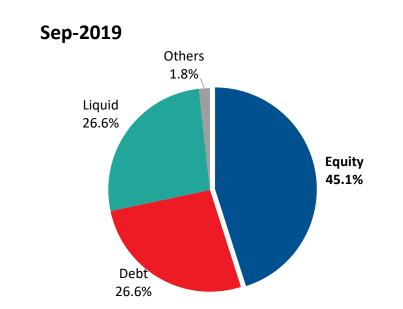
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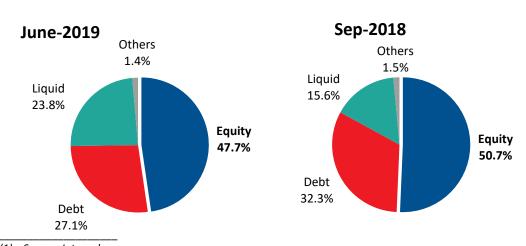
⁽²⁾ Source: AMFI, Internal

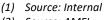
AUM by Segment – HDFC AMC and Industry



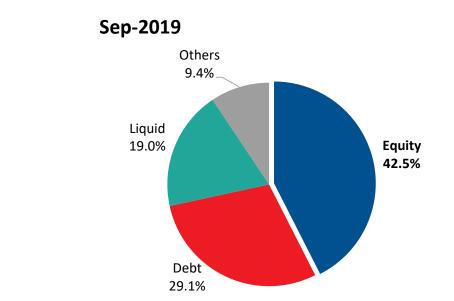
HDFC AMC MF AUM by Segment (1)(3)

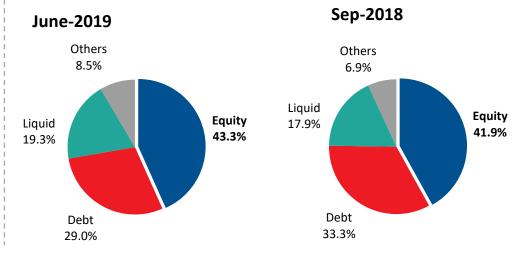






Industry AUM by Segment(2)(3)

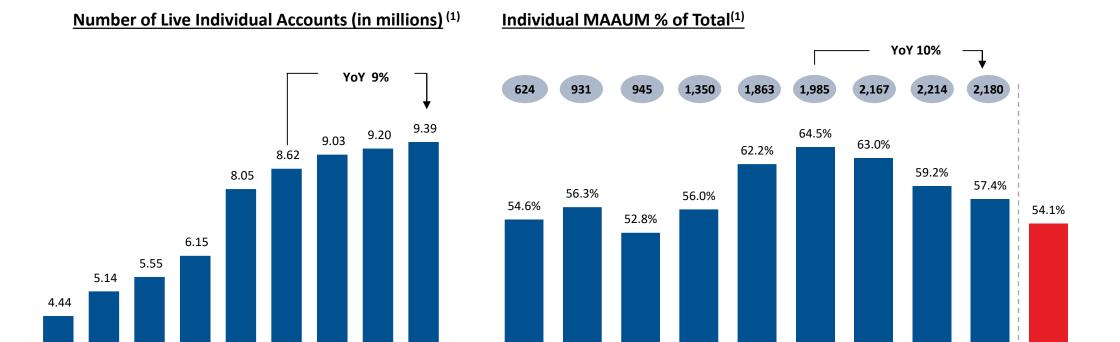




⁽³⁾ From April 2018, Arbitrage is included in other category

Individual Investors – no of Accounts & MAAUM





Individual customer prefer equity-oriented schemes and stay invested for longer periods

Mar-15

Mar-16

Mar-17

Individual MAAUM (Rs bn)(1)

Mar-18

Mar-14

Mar-14 Mar-15 Mar-16 Mar-17 Mar-18 Sep-18 Mar-19 Jun-19 Sep-19

Industry⁽²⁾

Sep-19

Sep-19

Sep-18

Mar-19

Jun-19

Source: Internal

Source: AMFI



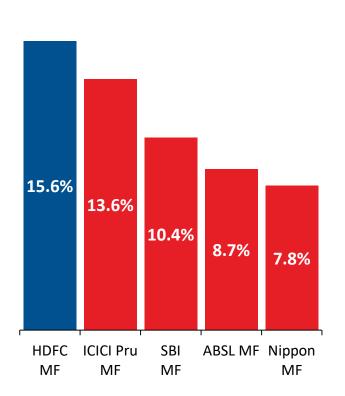
Most Preferred Choice of Individual Investors

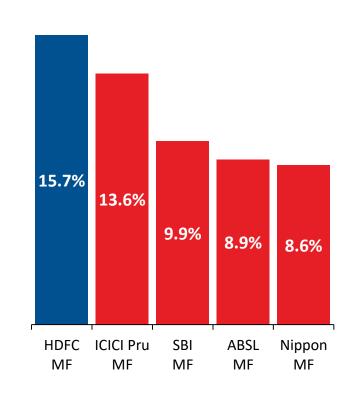


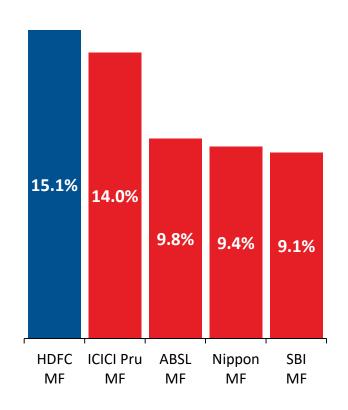
Individual Assets Market Share (Sep-19)

Individual Assets Market Share (June-19)

Individual Assets Market Share (Sep-18)



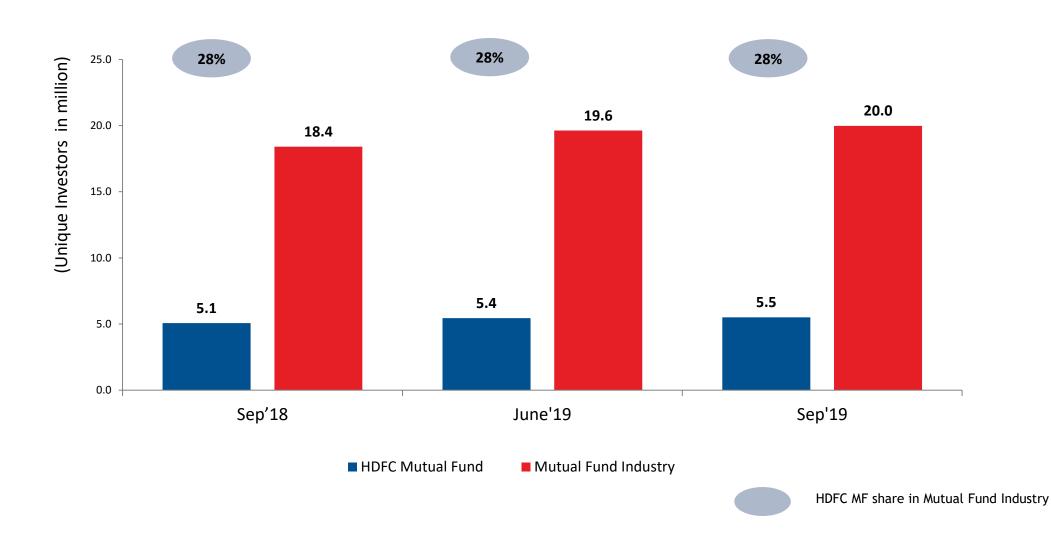




Unique Investors



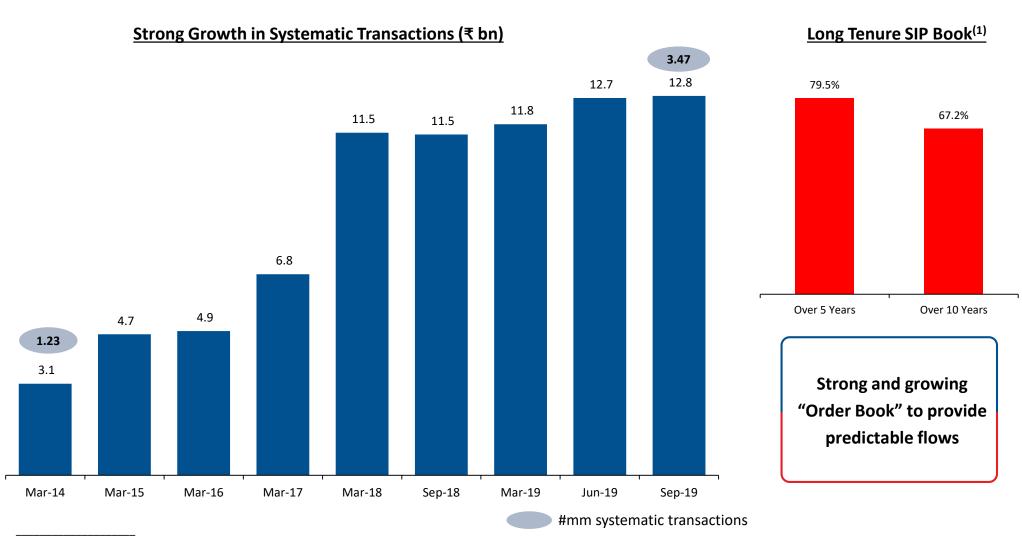
Unique Investors- HDFC AMC vs MF Industry



Systematic Transactions



Quality Long-term Inflows Through Systematic Transactions



Source: Internal

¹⁾ Based on tenure at the time of registration of all live SIPs during Sep-19

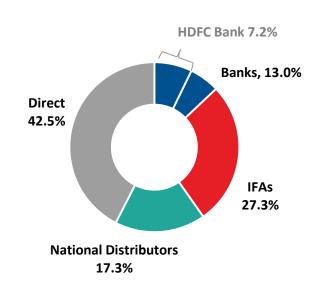


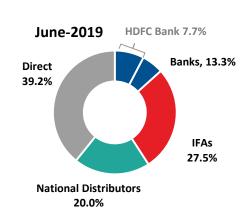
Multi-channel Distribution Network

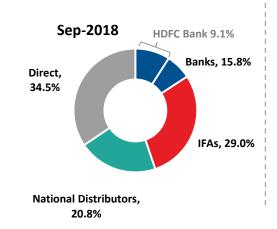


Well Diversified Distribution Channel

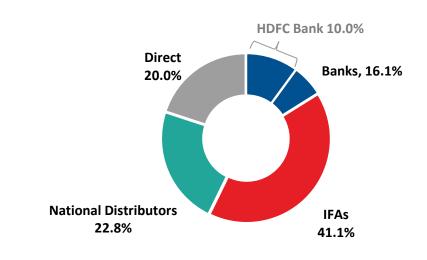
Total AUM (Sep-19)

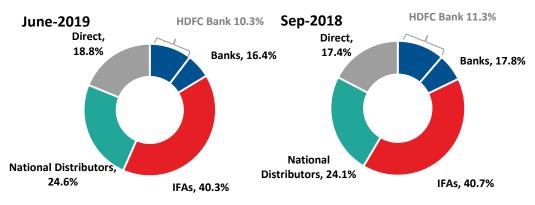






Equity-oriented AUM (Sep-19)





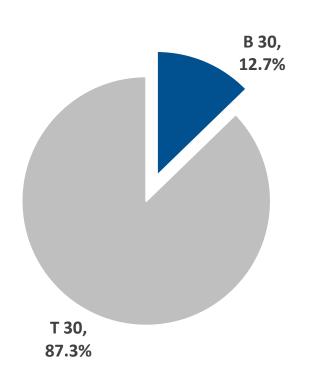
Source: Internal 20

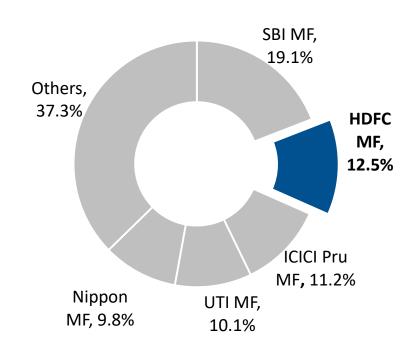
Geographic Spread



Total MAAUM by T30 and B30 cities⁽¹⁾

#2 Player in B-30 Markets⁽¹⁾





Network of 213 branches with 137 in B-30 cities(2)

c. 80k+ empaneled distribution partners

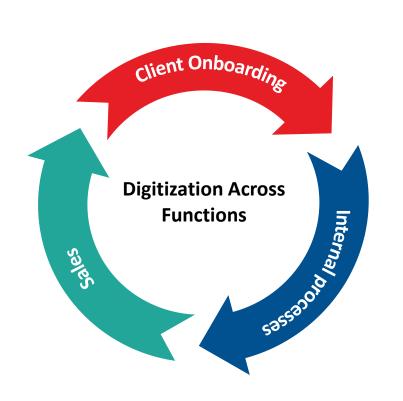
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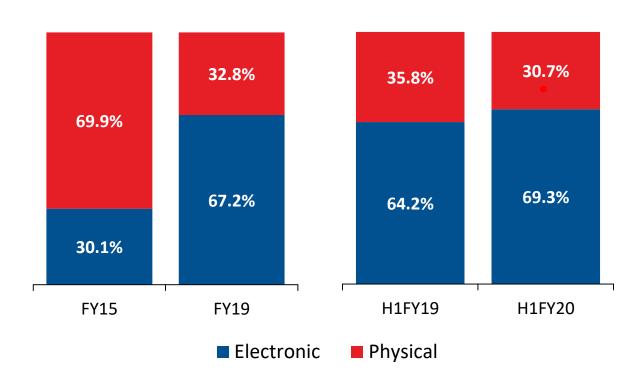
Strong Digital Presence



Supported by Integrated Online Platform



Electronic and Physical Transaction as % of Total Transactions



- Strong online presence dedicated separate digital platforms distribution partners and customers
- FY15-19 CAGR of 42% for electronic transactions
- 17.2% transaction during FY19 were through HDFC MF Online and mobile application

Source: Internal 22

Financials



Financials Summary – Half Yearly Earnings



(₹ mm)

Particulars	HYE FY20	HYE FY19	Change
Income			
Revenue from Operations	10,024	9,516	5%
Other Income	994	648	53%
Total Income	11,018	10,164	8%
Expenses			
Finance Costs	46	-	-
Fees and Commission Expenses	122	1,574	-92%
Impairment on Financial Instruments	-	212	-
Employee Benefit Expenses	1,145	1,081	6%
Depreciation and Amortization Expenses	243	57	326%
Other Expenses	888	1,321	-33%
Total Expenses	2,444	4,245	-42%
Profit before tax	8,574	5,919	45%
Tax Expenses	1,974	1,807	9%
Profit after tax	6,600	4,112	61%
Other Comprehensive Income (net of tax)	(40)	2	
Total Comprehensive Income	6,560	4,114	59%

Particulars	HYE FY20	HYE FY19	Change
Revenue from Operations	10,024	9,516	5%
Total Expenses*	2,444	4,033	-39%
Operating Profit from core AM business	7,580	5,483	38%

^{*}Adjusted for non recurring expenses

Financials Summary – Quarterly Earnings



(₹ mm)

Particulars	Q2 FY20	Q2 FY19	Change
Income			
Revenue from Operations	4,980	4,804	4%
Other Income	510	349	46%
Total Income	5,490	5,153	7%
Expenses			
Finance Costs	23	-	-
Fees and Commission Expenses	8	735	-99%
Impairment on Financial Instruments	-	212	-
Employee Benefit Expenses	578	544	6%
Depreciation and Amortization Expenses	124	31	300%
Other Expenses	482	659	-27%
Total Expenses	1,215	2,181	-44%
Profit before tax	4,275	2,972	44%
Tax Expenses	592	913	-35%
Profit after tax	3,683	2,059	79%
Other Comprehensive Income (net of tax)	(8)	3	
Total Comprehensive Income	3,675	2,062	78%

Particulars	Q2 FY20	Q2 FY19	Change
Revenue from Operations	4,980	4,804	4%
Total Expenses*	1,215	1,969	-38%
Operating Profit from core AM business	3,765	2,835	33%

^{*}Adjusted for non recurring expenses

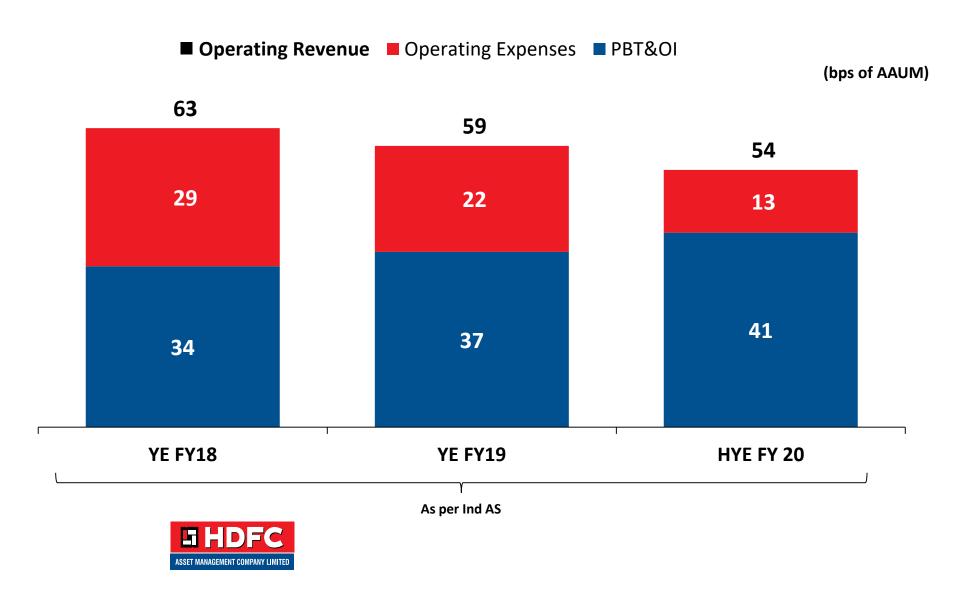
NOTES



- 1. The Company has elected to exercise the option of a lower tax rate provided under Section 115BAA of the Income-tax Act, 1961, as introduced by the Taxation Laws (Amendment) Ordinance, 2019 dated September 20, 2019. Accordingly, the Company has recognised provision for income tax for the half year ended September 30, 2019 and re-measured its deferred tax assets basis the rate provided in the said section. The full impact of above mentioned change, amounting to approximately ₹667 mm. has been recognised in the result for the half year ended September 30, 2019, out of which, approximately ₹343 mm. pertains to quarter ended June 30, 2019.
- 2. As at September 30, 2019, the Company holds certain Non Convertible Debentures (NCDs) that are secured by a pledge of listed equity shares. Since these NCDs are classified as financial assets at fair value through profit and loss, any changes in their fair value is reflected as a part of 'Other Income'. The unrealized loss recognized in the results for the half year ended September 30, 2019 on the said NCDs, is ₹249.7 mm.
- 3. Effective April 01, 2019, the Company has adopted 'Ind AS 116 Leases' and applied it to all lease contracts existing on April 01, 2019 using the modified retrospective method. Consequently, the cumulative adjustment has been taken to retained earnings on the date of initial application i.e. April 01, 2019. Based on the same and as permitted under the specific transitional provisions in the standard, the Company is not required to restate the comparative figures. The effect of this adoption is not material to the profit for the period and earnings per share.

Operating Profit Margin







Statement of Assets and Liabilities



(₹mm)

(< 11)		
	As at	As at
Particulars	September	March 31,
	30, 2019	2019
Assets		
Financial Assets	33,843	30,978
Non Financial Assets	2,805	1,260
Total Assets	36,648	32,238
Liabilities And Equity		
Liabilities		
Financial Liabilities	2,057	1,130
Non-Financial Liabilities	459	400
Equity		
Equity Share Capital	1,063	1,063
Other Equity	33,069	29,645
Total Liabilities And Equity	36,648	32,238



Return On Equity and Dividend Payout Ratio



Return on Equity⁽¹⁾



^{*}Return on Equity has reduced in FY 19 due to substantial increase in average networth Return on Equity from FY15 to FY18 was under Previous GAAP whereas for FY19, it is under Ind AS

Consistently improving Dividend Payout Ratio(2)



⁽¹⁾ Calculated as Profit After Tax divided by average Net Worth

⁽²⁾ Including dividend distribution tax. FY19 includes interim dividend of Rs. 12 paid in March 2019 and a final dividend of Rs. 12 proposed by the board on 26th April 2019 and approved by the shareholders at the Annual General Meeting held on July, 16, 2019.



Thank You



Disclaimer



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This presentation may contain, words or phrases like will", "aim" "believe", "expect", "will continue", "anticipate", "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. 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, 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 howsoever arising from any information presented or contained in this presentation. 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.

Definitions

AUM refers to Assets Under Management as on end of any given month/period MAAUM refers to a given month's average Assets Under Management QAAUM refers to a given quarter's average Assets Under Management AAAUM refers to a given year's average Assets Under Management Unless otherwise stated, the above definitions are used for Mutual Fund Assets under management



HDFC Asset Management Company Limited

Q2 FY19-20

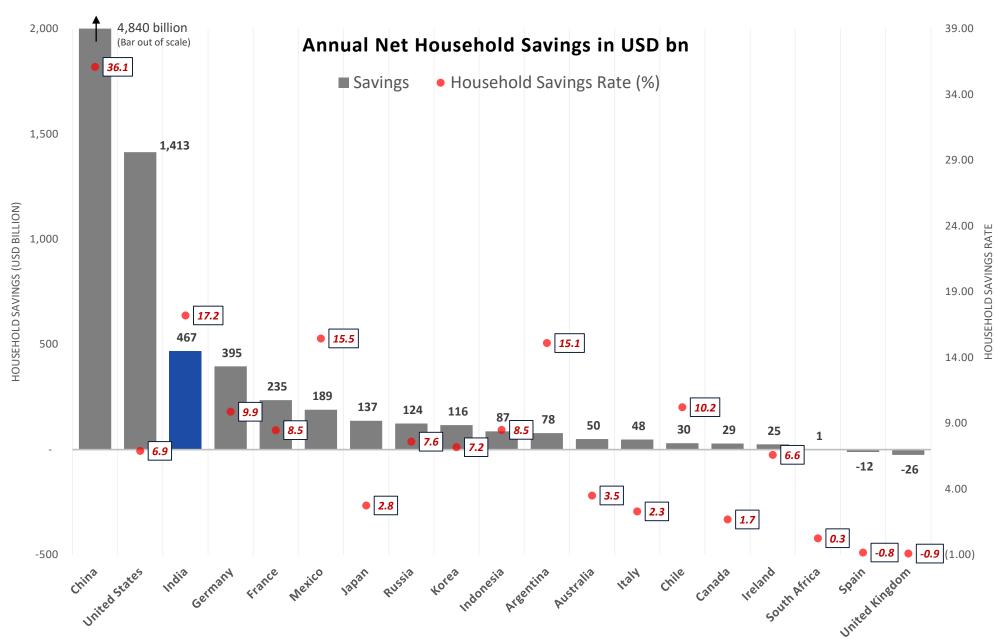
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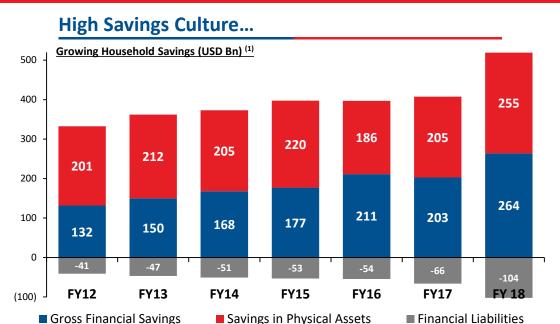
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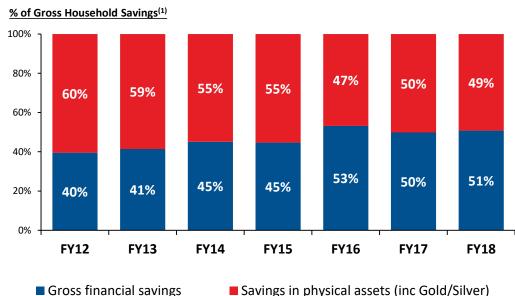


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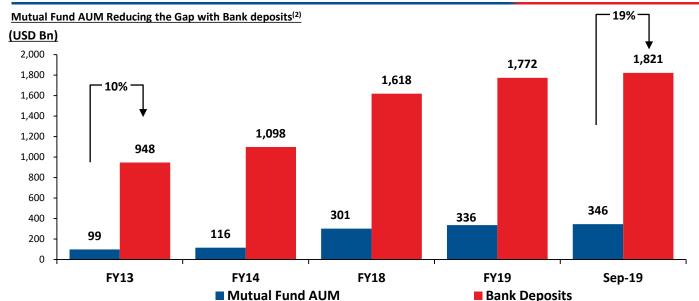




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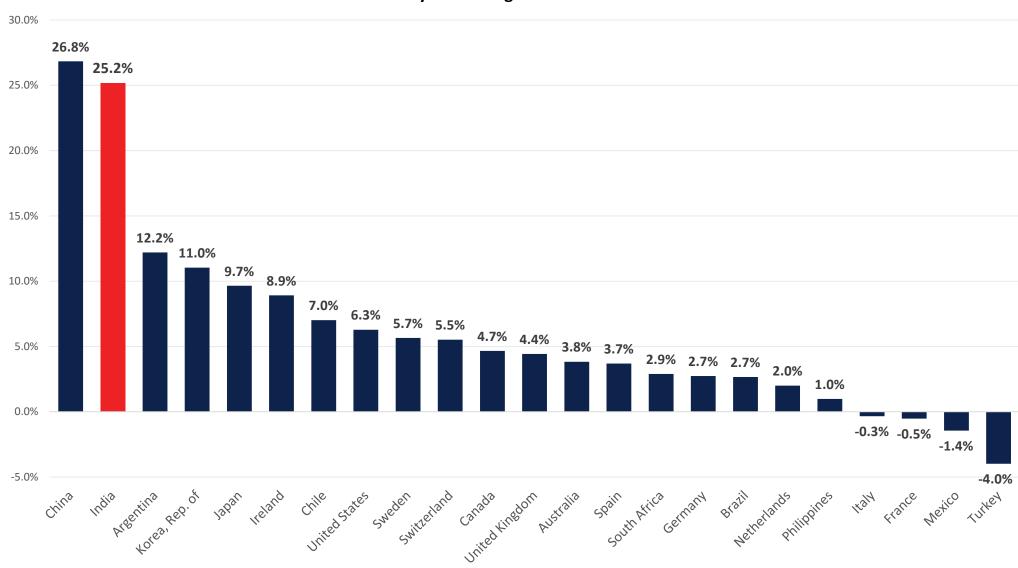
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Mutual Fund AUM Growth – India v World





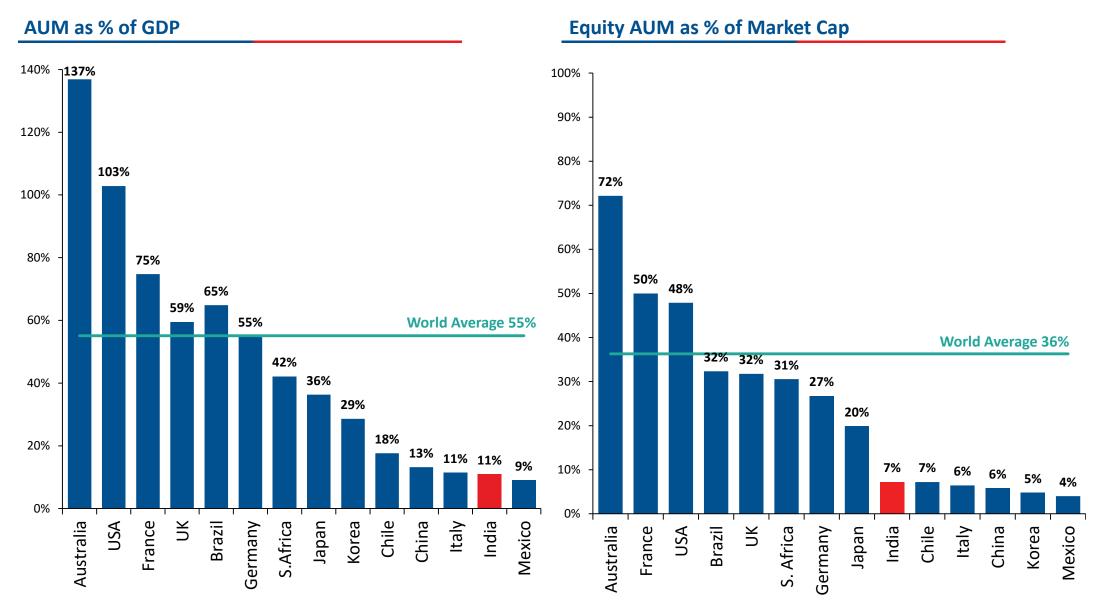


Source: IIFA (as of 31 March 2019)



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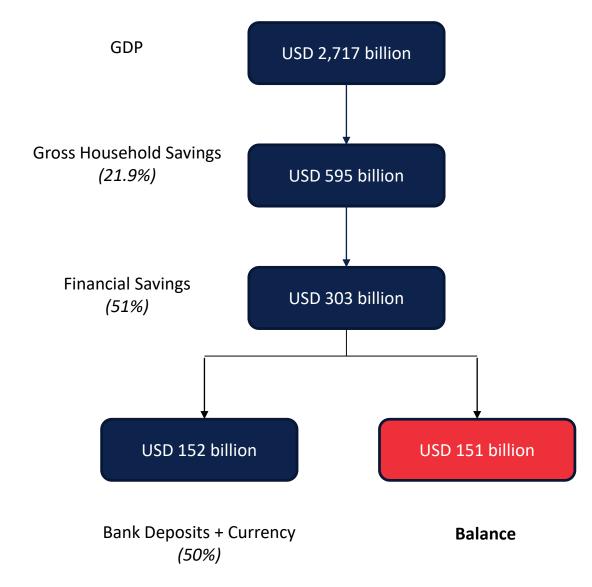




India Population: 1,320 mm

1,050mm 440mm **Bank Account PAN Card** Holders Holders as of 31 Mar 2018 as of 31 Mar 2019 59 mm **20mm** Income Tax Mutual Return filers Fund Investors as of 31 March 2019 as of 30 Sep 2019

The opportunity size



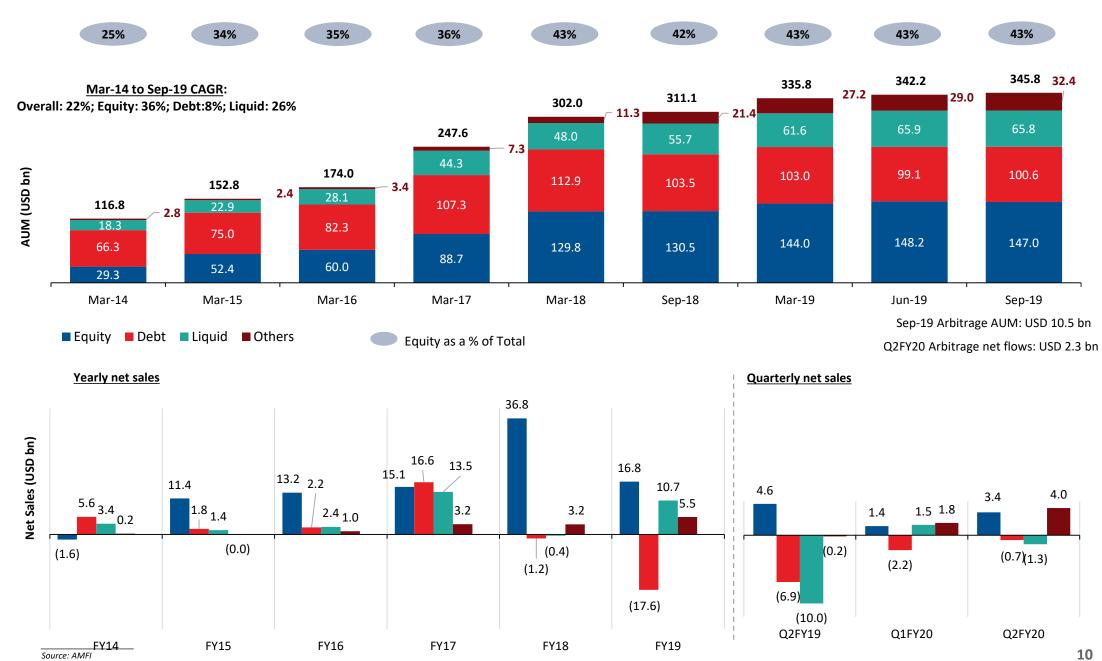
Source: RBI, IT website, AMFI

Mutual Fund Industry and HDFC AMC



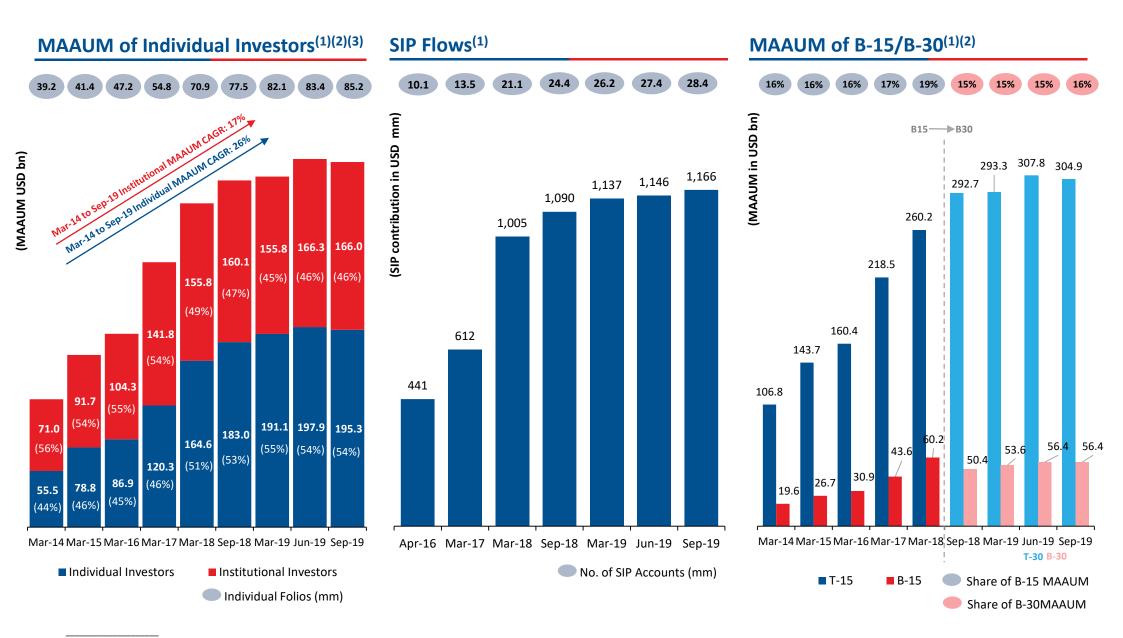
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USD 30.8 bn
Individual MAAUM⁽¹⁾

USD 1.5 bnPMS & SMA AUM^{(1) (3)}

1,217 Employees⁽¹⁾

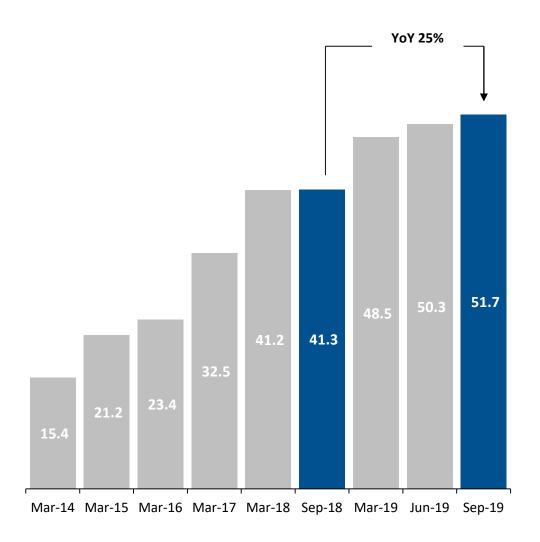
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Total AUM and Market Share

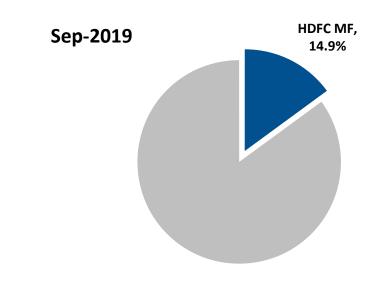


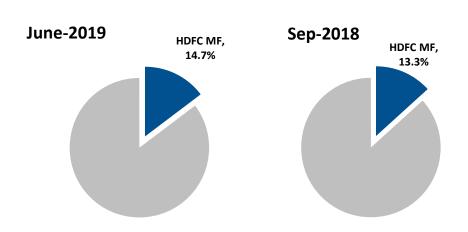
Total AUM⁽¹⁾

USD billion



Market Share in Total AUM⁽²⁾





⁽¹⁾ Source: Internal

⁽²⁾ Source: Internal, AMFI

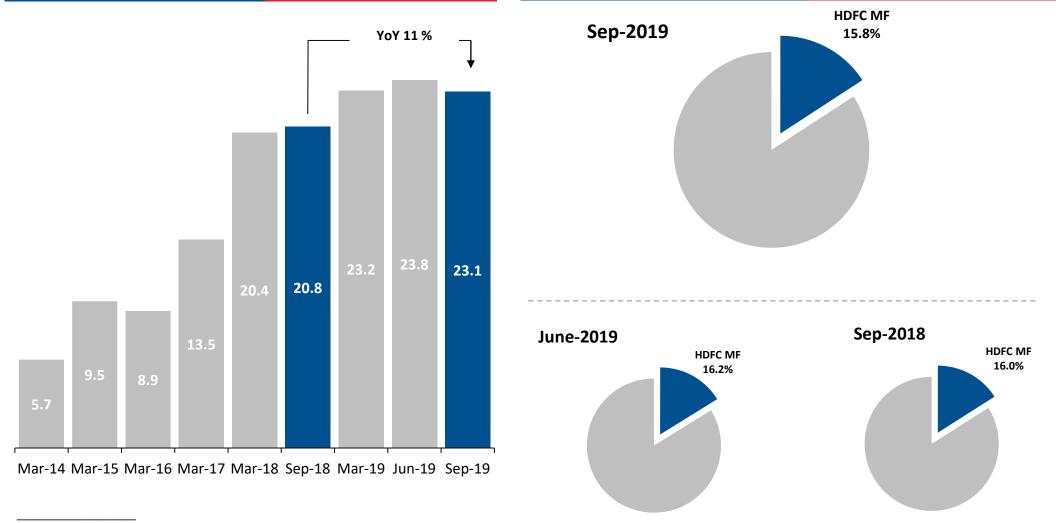
Actively Managed Equity-oriented AUM and Market Share



Actively Managed Equity-oriented AUM⁽¹⁾

USD billion

#1 Market Share in Actively Managed Equity-oriented AUM⁽²⁾



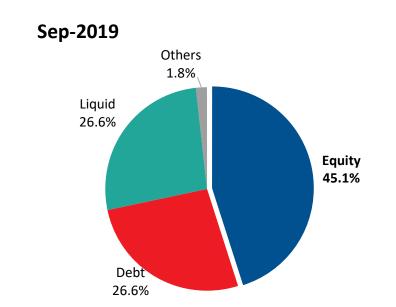
⁽¹⁾ Source: Internal

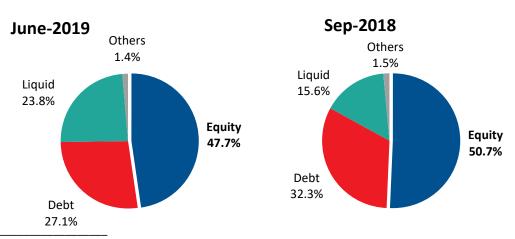
⁽²⁾ Source: AMFI, Internal

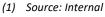
AUM by Segment – HDFC AMC and Industry



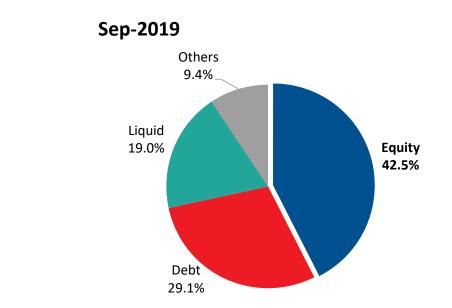
HDFC AMC MF AUM by Segment (1)(3)

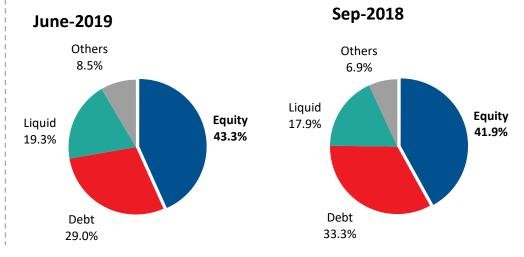






Industry AUM by Segment(2)(3)

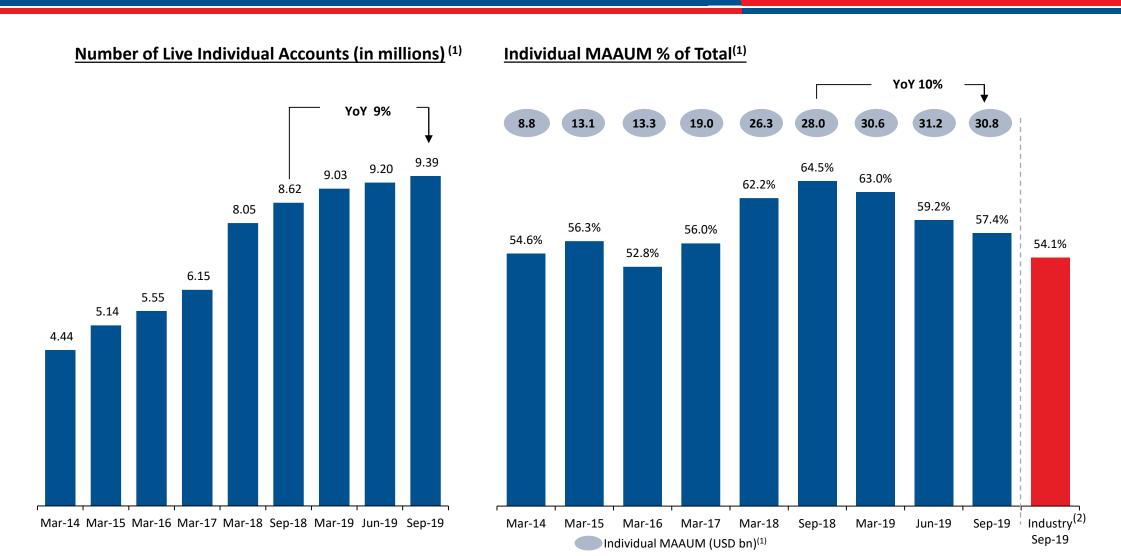




⁽³⁾ From April 2018, Arbitrage is included in other category

Individual Investors – no of Accounts & MAAUM





Individual customer prefer equity-oriented schemes and stay invested for longer periods

Source: Internal

Source: AMFI



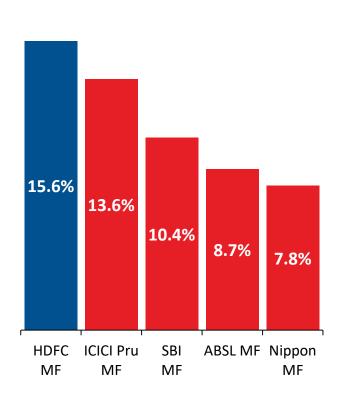
Most Preferred Choice of Individual Investors

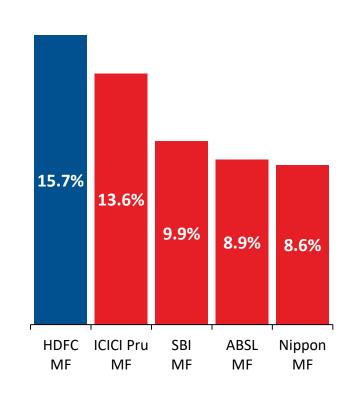


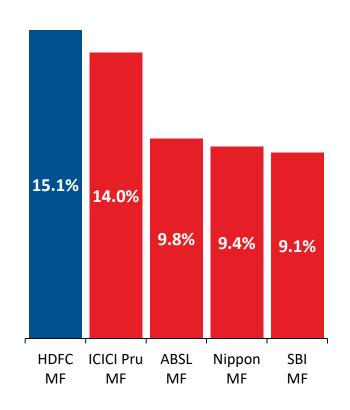
Individual Assets Market Share (Sep-19)

Individual Assets Market Share (June-19)

Individual Assets Market Share (Sep-18)



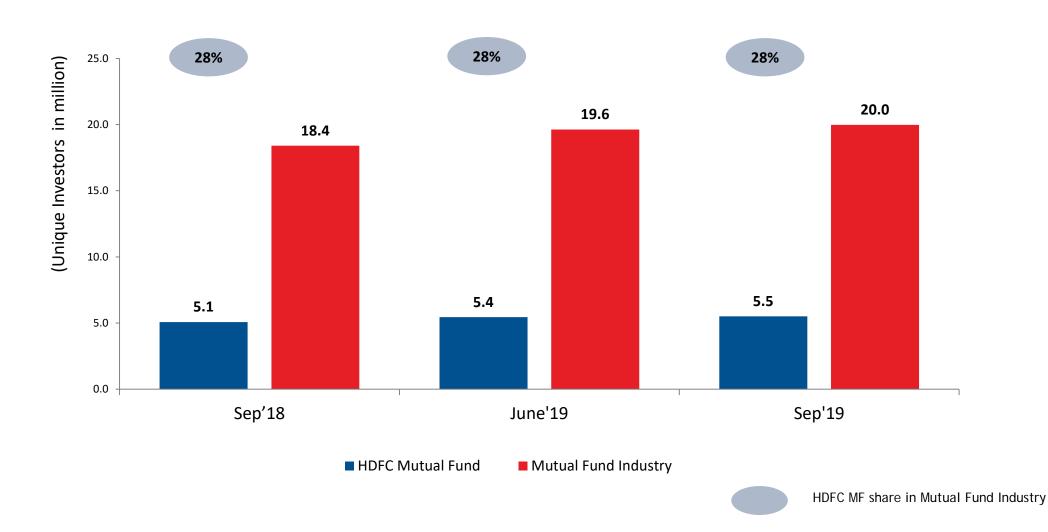




Unique Investors



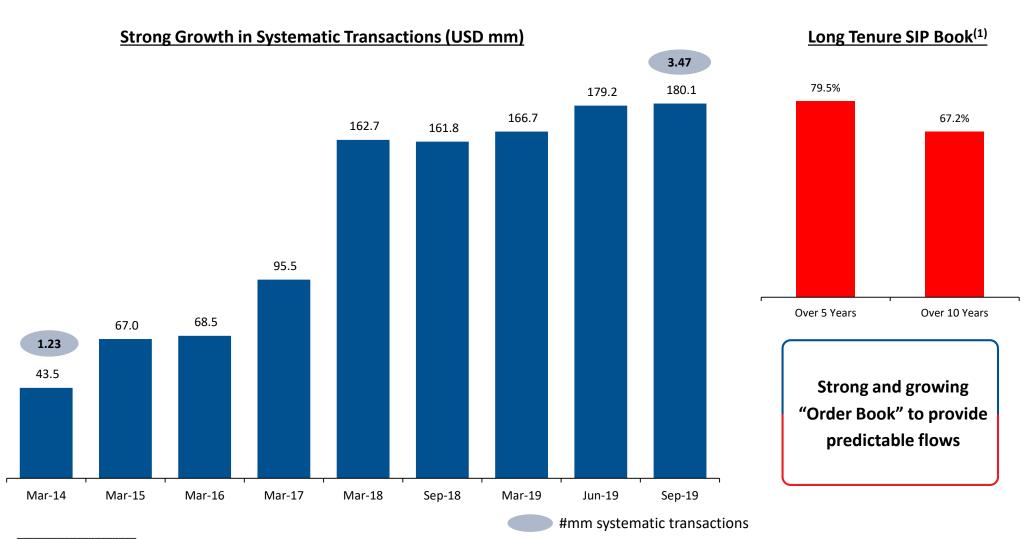
Unique Investors- HDFC AMC vs MF Industry



Systematic Transactions



Quality Long-term Inflows Through Systematic Transactions



Source: Internal

⁽¹⁾ Based on tenure at the time of registration of all live SIPs during Sep-19

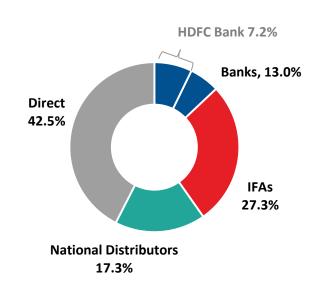


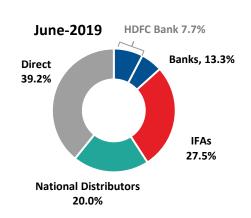
Multi-channel Distribution Network

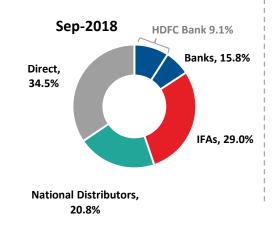


Well Diversified Distribution Channel

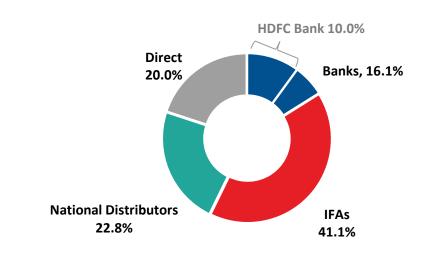
Total AUM (Sep-19)

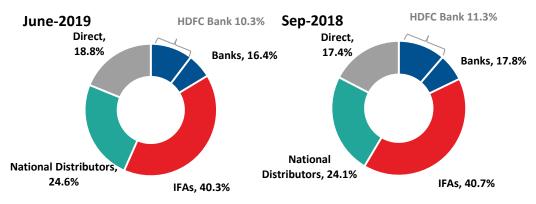






Equity-oriented AUM (Sep-19)





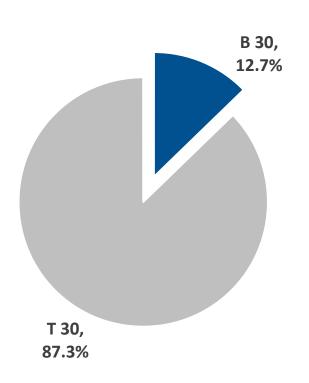
Source: Internal

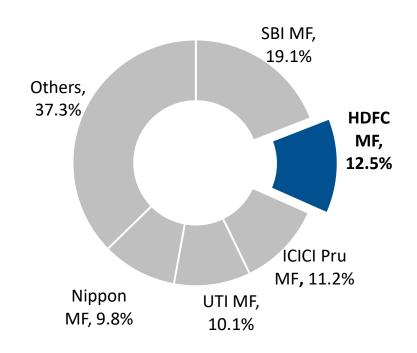
Geographic Spread



Total MAAUM by T30 and B30 cities⁽¹⁾

#2 Player in B-30 Markets⁽¹⁾





Network of 213 branches with 137 in B-30 cities(2)

c. 80k+ empaneled distribution partners

⁽¹⁾ Source: Internal

⁽²⁾ As of Sep 30, 2019. Includes one representative office in Dubai;

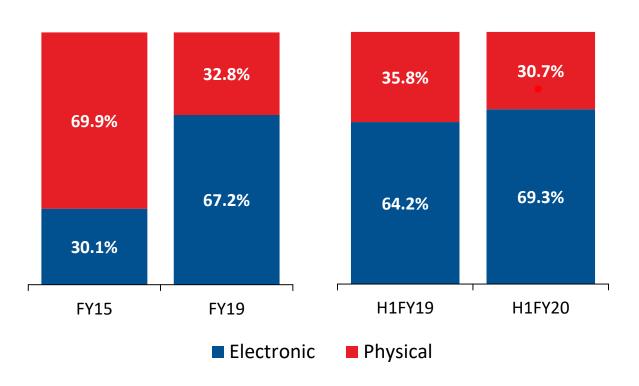
Strong Digital Presence



Supported by Integrated Online Platform



Electronic and Physical Transaction as % of Total Transactions



- Strong online presence dedicated separate digital platforms distribution partners and customers
- FY15-19 CAGR of 42% for electronic transactions
- 17.2% transaction during FY19 were through HDFC MF Online and mobile application

Source: Internal 22

Financials



Financials Summary – Half Yearly Earnings



(USD mm)

Particulars	HYE FY20	HYE FY19	Change
Income			
Revenue from Operations	141.4	134.3	5%
Other Income	14.0	9.1	53%
Total Income	155.5	143.4	8%
Expenses			
Finance Costs	0.6	-	-
Fees and Commission Expenses	1.7	22.2	-92%
Impairment on Financial Instruments	-	3.0	-
Employee Benefit Expenses	16.2	15.3	6%
Depreciation and Amortization Expenses	3.4	0.8	326%
Other Expenses	12.5	18.6	-33%
Total Expenses	34.5	59.9	-42%
Profit before tax	121.0	83.5	45%
Tax Expenses	27.9	25.5	9%
Profit after tax	93.1	58.0	61%
Other Comprehensive Income (net of tax)	(0.6)	0.0	
Total Comprehensive Income	92.6	58.0	59%

Particulars	HYE FY20	HYE FY19	Change
Revenue from Operations	141.4	134.3	5%
Total Expenses*	34.5	56.9	-39%
Operating Profit from core AM business	107.0	77.4	38%

^{*}Adjusted for non recurring expenses

Financials Summary – Quarterly Earnings



(USD mm)

Particulars	Q2 FY20	Q2 FY19	Change
Income			
Revenue from Operations	70.3	67.8	4%
Other Income	7.2	4.9	46%
Total Income	77.5	72.7	7%
Expenses			
Finance Costs	0.3	-	-
Fees and Commission Expenses	0.1	10.4	-99%
Impairment on Financial Instruments	-	3.0	-
Employee Benefit Expenses	8.2	7.7	6%
Depreciation and Amortization Expenses	1.7	0.4	300%
Other Expenses	6.8	9.3	-27%
Total Expenses	17.1	30.8	-44%
Profit before tax	60.3	41.9	44%
Tax Expenses	8.4	12.9	-35%
Profit after tax	52.0	29.1	79%
Other Comprehensive Income (net of tax)	(0.1)	0.0	
Total Comprehensive Income	51.9	29.1	78%

Particulars	Q2 FY20	Q2 FY19	Change
Revenue from Operations	70.3	67.8	4%
Total Expenses*	17.1	27.8	-38%
Operating Profit from core AM business	53.1	40.0	33%

^{*}Adjusted for non recurring expenses

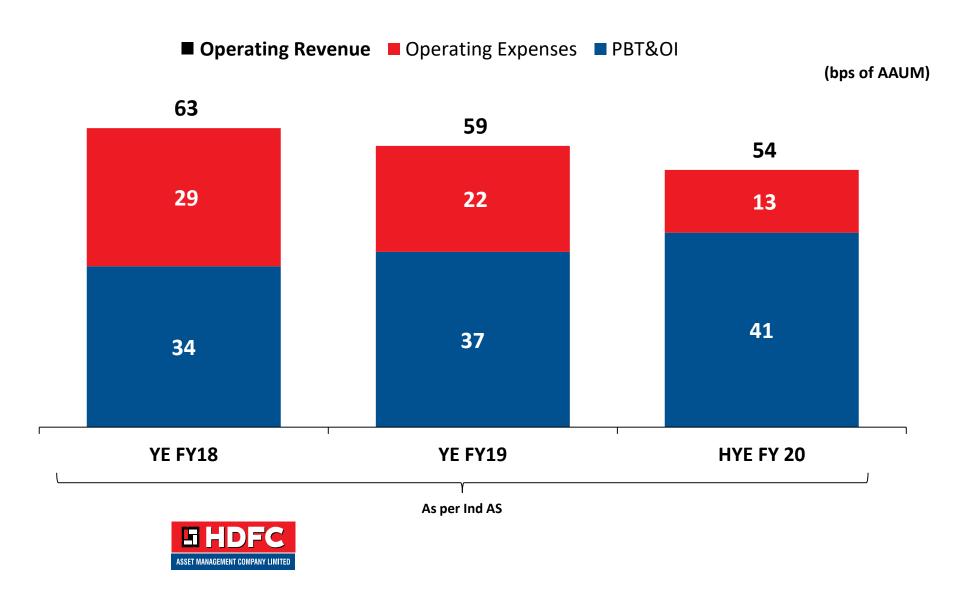
NOTES



- 1. The Company has elected to exercise the option of a lower tax rate provided under Section 115BAA of the Income-tax Act, 1961, as introduced by the Taxation Laws (Amendment) Ordinance, 2019 dated September 20, 2019. Accordingly, the Company has recognised provision for income tax for the half year ended September 30, 2019 and re-measured its deferred tax assets basis the rate provided in the said section. The full impact of above mentioned change, amounting to approximately ₹667 mm (USD 9.4 mm) has been recognised in the result for the half year ended September 30, 2019, out of which, approximately ₹343 mm (USD 4.8 mm) pertains to quarter ended June 30, 2019.
- 2. As at September 30, 2019, the Company holds certain Non Convertible Debentures (NCDs) that are secured by a pledge of listed equity shares. Since these NCDs are classified as financial assets at fair value through profit and loss, any changes in their fair value is reflected as a part of 'Other Income'. The unrealized loss recognized in the results for the half year ended September 30, 2019 on the said NCDs, is ₹249.7 mm (USD 3.5 mm).
- 3. Effective April 01, 2019, the Company has adopted 'Ind AS 116 Leases' and applied it to all lease contracts existing on April 01, 2019 using the modified retrospective method. Consequently, the cumulative adjustment has been taken to retained earnings on the date of initial application i.e. April 01, 2019. Based on the same and as permitted under the specific transitional provisions in the standard, the Company is not required to restate the comparative figures. The effect of this adoption is not material to the profit for the period and earnings per share.

Operating Profit Margin







Statement of Assets and Liabilities



(USD mm)

Particulars	As at September 30, 2019	As at March 31, 2019
Assets		
Financial Assets Non Financial Assets	477.5 39.6	437.1 17.8
Total Assets	517.2	454.9
Liabilities And Equity		
Liabilities Financial Liabilities Non-Financial Liabilities	29.0 6.5	16.0 5.6
Equity Equity Share Capital Other Equity	15.0 466.6	15.0 418.3
Total Liabilities And Equity	517.2	454.9



Return On Equity and Dividend Payout Ratio



Return on Equity⁽¹⁾



^{*}Return on Equity has reduced in FY 19 due to substantial increase in average networth Return on Equity from FY15 to FY18 was under Previous GAAP whereas for FY19, it is under Ind AS

Consistently improving Dividend Payout Ratio(2)



⁽¹⁾ Calculated as Profit After Tax divided by average Net Worth

⁽²⁾ Including dividend distribution tax. FY19 includes interim dividend of Rs. 12 paid in March 2019 and a final dividend of Rs. 12 proposed by the board on 26th April 2019 and approved by the shareholders at the Annual General Meeting held on July, 16, 2019.



Thank You



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Definitions

AUM refers to Assets Under Management as on end of any given month/period MAAUM refers to a given month's average Assets Under Management QAAUM refers to a given quarter's average Assets Under Management AAAUM refers to a given year's average Assets Under Management Unless otherwise stated, the above definitions are used for Mutual Fund Assets under management