



To, Listing Department National Stock Exchange of India Limited Exchange Plaza, C-1, G Block, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051.

Department of Corporate Service BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400 001.

Symbol: ANGELBRKG

Scrip Code: 543235

Sub: Investor Presentation

Dear Sir/Madam,

With reference to above captioned subject, please find attached the Investor presentation. The Company will use the same in all future investor meetings.

The above will be uploaded on the Company's website at www.angelbroking.com.

Request you to kindly take the same on record.

Thanking You,
For **Angel Broking Limited**

Naheed Patel Company Secretary and Compliance Officer Membership No: A22506

Place: Mumbai Date: April 05, 2021





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Digitalization: A Key Driver







Access To Markets Using Digital Platforms



Proprietary Digital Properties



Data Science Approach
Using AI & ML



Superior Product & Service Offerings For All Asset Classes



Trusted Brand With Growing
Customer Base

One Of The Largest Digital Retail Broking House

Digital Model: Scalable & Sustainable

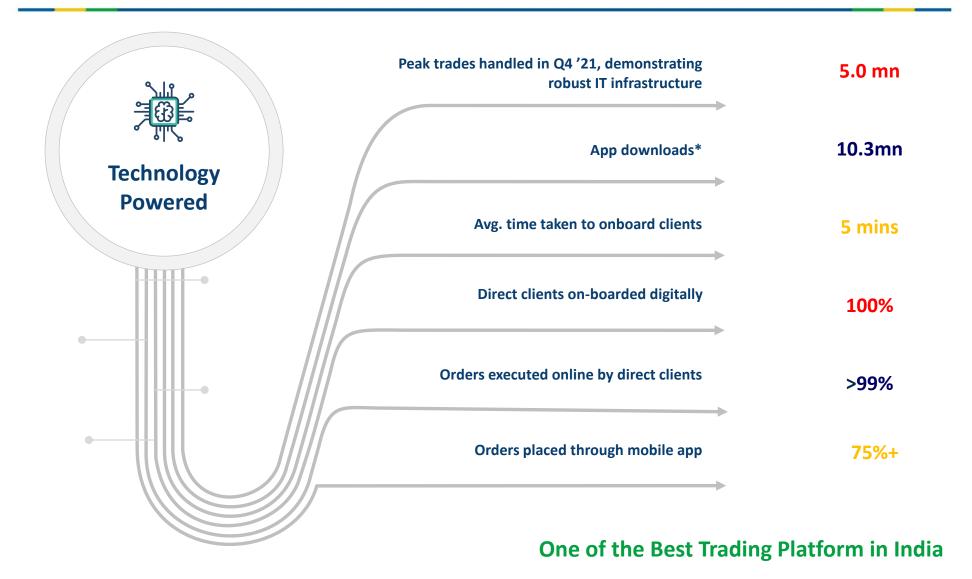
3 rd Largest In NSE Active Clients As On Feb'21	2 nd Largest In Incremental NSE Active Clients In Feb'21	8.1% Share In NSE Active Client Base In Feb'21
4.1mn Total Client Base As Of Mar '21	955,684 Gross Acquisitions In Q4 '21	15.2% Market Share In New Demat A/c's In Q3 '21
218 mn Trades Executed In Q4 '21	₹ 3,753 bn Overall Average Daily Turnover In Q4 '21	20.8% # Q4 '21 Retail Equity ADTO Market Share
₹ 3,156 mn Q3 '21 Total Gross Revenues	49.3% Q3 '21 EBDAT Margin	₹ 1,045 mn 4.9% QoQ Growth In PBT In Q3 '21

No. 1

Stock Broking House In Authorised Persons Registered With NSE 97.9% | 18,854

Pin-codes Across India With Angel's Clients

Technology Powered Business



^{*} App downloads for Angel Broking Mobile App and Angel BEE upto Mar 31, '21

4th Fastest Growing App In Finance Category

India Mobile App Stats: 2020

24.27 bn **App downloads**

US\$ 0.50 bn **Consumer spend on apps**

650.66 bn **Hours spent**

India is the 2nd largest market Globally in terms of hours spent

Asia Pacific Region

(Ranked based on YoY growth in Android Phone Time Spent among apps in Finance category across iOS & Google Play) Australia India Indonesia South Korea Japan CommSec Mobile Kite Zerodha MetaTrader 4 PayPay Kiwoom Securities Hero S

Plus500 Westpac Online Investing

MetaTrader 4

Zip - Shop Now, Pay Later

Tez PhonePe Angel Broking

Moneycontrol

BCA mobile **RTI Business** Mandiri online

Binomo: Easy stock trading app

iSPEED 株取引 ^Rilli d Payment

SBI Securities App Yahoo! Finance



Samsung Securities New MPOP



Mobile Securities Tree NAMUH



Korea Investment Stock



Mirae Asset Daewoo Integration m.Stock



Source: App Annie Intelligence Year-Over-Year Growth in Android phone Time Spent Among apps in the Finance category across iOS & Google Play



Successful Digital Transformation Leading To A Scalable And Profitable Business Model

Pre - 2015

Physical Model

- 180+ branches
- Large team of feet on street
- Physical process of client acquisition and on-boarding



2015-19

Physical + Digital Model

- · Reduced Branches
- Developed Digital Properties like E-KYC, D-KYC, Digital Advisory 'ARQ', Angel BEE



2019 Onwards

Digital Model

- **ZERO** branches + Flat Pricing
- 100% Digital Acquisition, Onboarding, Trade Execution, **Advisory for Direct Clients**
- **Extensive use of Artificial Intelligence & Machine Learning** to continuously improve digital experience

Digital Properties Built In-house For Diverse And Growing Client Base

Created An Open Architecture To Seamlessly Integrate 3rd Party Products



Angel Broking ARQ PRIME iTrade PRIME























SENSIBULL







Flat Fee Plan

(Discount Brokerage Plan)

Trusted Partner

Offering end-to-end Wealth Creation Solution

End-To-End And Advanced Digital Experience







Artificial Intelligence And Machine Learning Driven Client Engagement And Services

Data science driven approach to micro-target many segments of diverse audience

. .	5+	Digital channels of engagement with clients and help them put their first trade
	150+	Customer target segments to help and satisfy client needs throughout the lifetime of a customer
	60+	Personalized offers ranging for cashbacks, scratch cards, trade-free periods, etc.
	120+	Advisory segments based on client type, call types and frequency of trades to match the right advisory
	6+	Machine Learning predictive & classification processes to customize programs for clients at the right time

Enhanced client engagement and experience through digitization of processes and augmentation of technological platforms

Best In Class Product Suite

Seamless Experience Across Digital Platforms

At Most Competitive Price

Angel Broking Mobile App



Angel Broking Web



"ARQ" Advisory



Angel Bee App



NXT Platform



- Machine learning based advisory, ARQ
- Straight through process for client onboarding within minutes
- App in 6 languages for New Bharat
- Building financial ecosystem through strategic partnerships
- DIY digitized pledging system
- Smart API for Algo traders
- Voice based search for future India.



For Equity Delivery. No Hidden Charges

iTrade PRIME



For intraday, F&O, Currencies & Commodities





Pioneered Robo-Advisory Through Our Flagship Advisory Product – ARQ

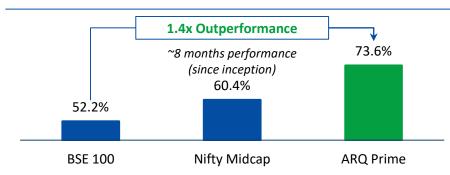
Provides equity investment advisory services

Provides superior risk-adjusted returns



Alpha-generating algorithms based on multiple fundamental and quantitative factors

ARQ Prime Outperforms Key Indices



Annuation & Contacts Total = Annuation Annua = Annuation Annuation





Key Features Of ARQ Prime

- Proprietary digital advisory product
- ★ Time-tested, outperformed BSE 100 by a healthy margin since inception
- Delivered through our Mobile App in a simple user experience
- Transparently displays return generated

How ARQ Prime Works

- A One of the longest running, proven Smart Beta strategies in India
- A Rules back-tested intensively to select optimum model
- Multi-factor model recommends stocks across parameters
- A Varies cash % in portfolio based on market outlook
- Robust risk management rules incorporated

Research service based on alpha generating algorithms

Competitive Product And Service Offering To Meet Holistic Financial Needs Of Clients



Free Research & Advisory

Fundamental | Technical | ARQ Advisory at no additional charge



Margin Funding

Seamless, Pre-approved limits



Securities as collateral

F&O trading possible with delivery shares as collateral



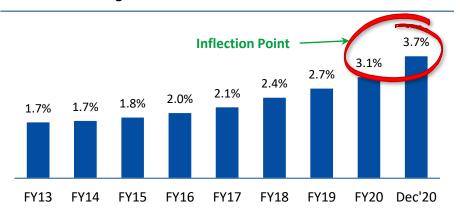
NIL fund transfer charges

No additional charges for auto square-off

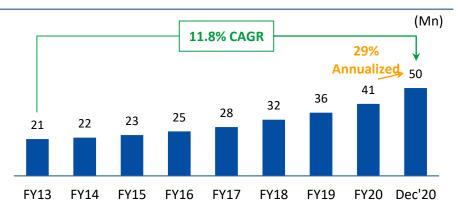


India, Largely Underpenetrated Market

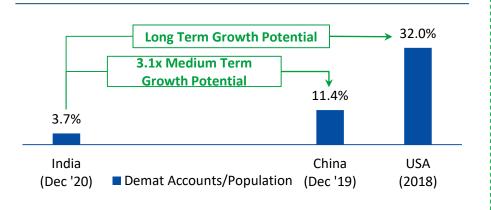
Rising Penetration Of Demat Accounts In India



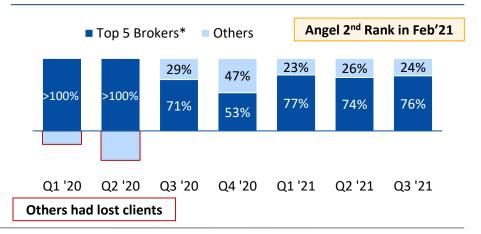
Steady Growth In Demat Accounts In India



Huge And Sustainable Growth Opportunity



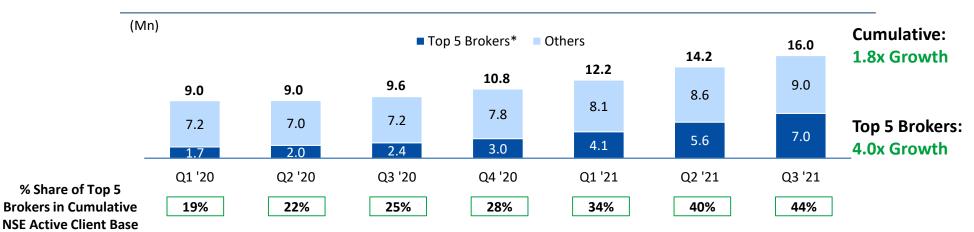
Top 5 Brokers* Add 3 Out Of 4 Incremental NSE Active Clients



Digital Brokers well placed to capitalise on this large growth opportunity

Digital Brokers Outpacing Competition



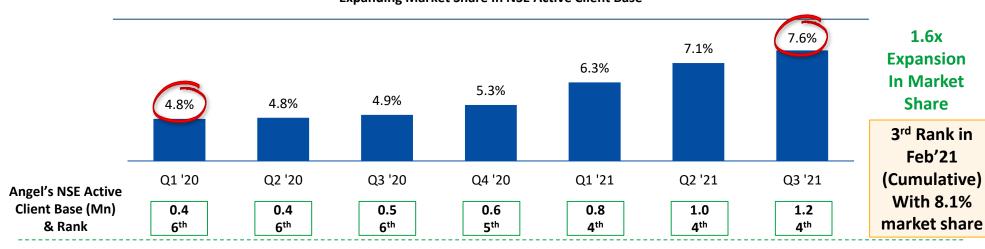


- A Digitalization facilitates expansion in overall market
- Tier 3 and Tier 2 cities driving growth
- 3 out of 4 incremental NSE Active Clients owned by Digital Brokers
- Digital Brokers with open architecture and digital properties build wide reach, thereby gaining market share
- Angel in top quartile amongst Digital Brokers

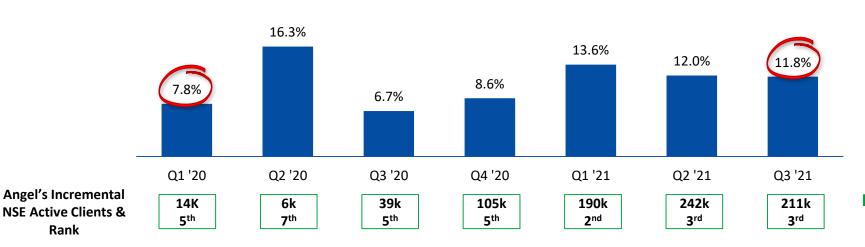


Angel Gaining Market Share In NSE Active Client Base





Enhanced Share In Incremental NSE Active Client Base

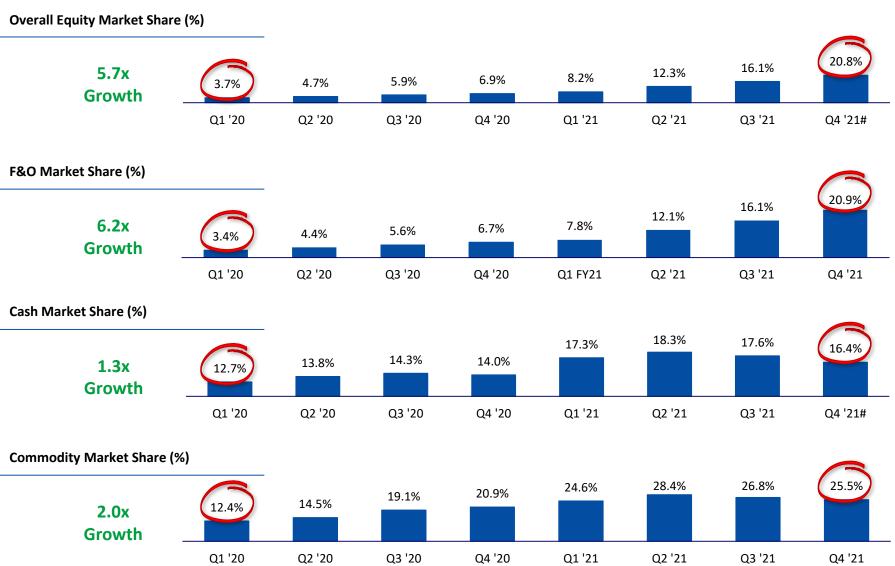


2nd Rank in Feb'21 (Incremental) With 12.9% market share

15x Growth In **Incremental NSE Active Client**

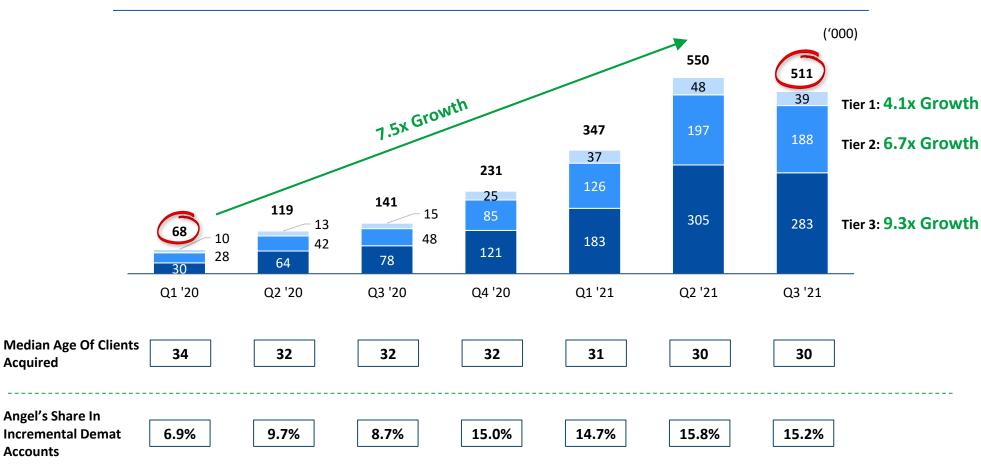
Base

Leading To Large Expansion In Retail ADTO Market Share Across Segments



Digital, Facilitates Penetration Into Tier 3 And Tier 2 Cities



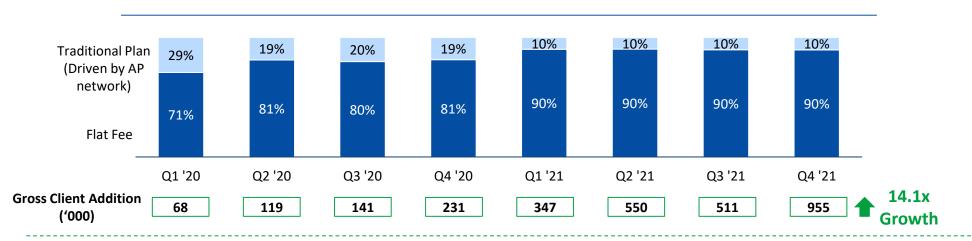


10 out every 66 incremental demat accounts are opened with Angel Broking

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Digital Transformation Driving Strong Client Acquisition

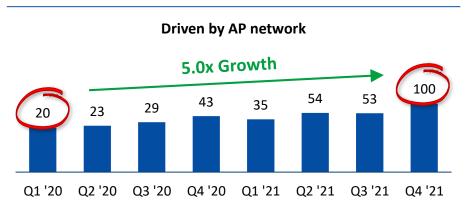
90% Of Gross Clients Added Under Flat Fee Plan



Accelerated Growth In Gross Client Addition Under Flat Fee Plan

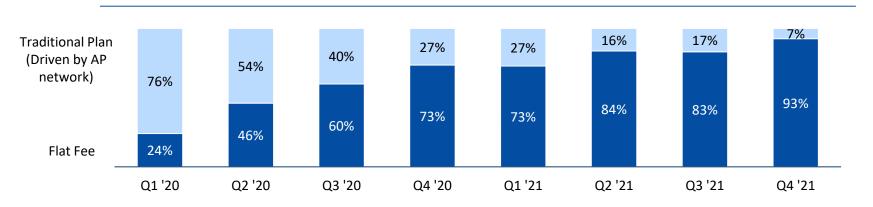


Stable Growth In Traditional Plan



Digital Business Drives Multifold Increase In ADTO Across Segments

Flat Fee Dominates Overall ADTO



Strong Growth In Overall ADTO



Strong Growth In Client Activity Across Segments





Q3 FY21: Key Highlights

18%

QoQ Growth in Gross Client

Base

76%

QoQ Growth in Avg. Daily
Turnover

16.1%

384 bps QoQ gain in Overall Equity ADTO Market Share

₹ 5,705 mn

Average client funding book for Q3 FY21

₹ 3,156 mn

-0.7% QoQ Lower Gross

Revenues

₹ 1,093 mn

4.8% QoQ Growth in EBDAT translating into 49.3% margin

₹ 1,045 mn

4.9% QoQ Growth in PBT

₹ 732 mn

-1.8% QoQ Lower PAT

(after tax impact of ₹ 49 mn for previous years)

4.9% growth in Profit Before Tax despite 6% lesser trading days

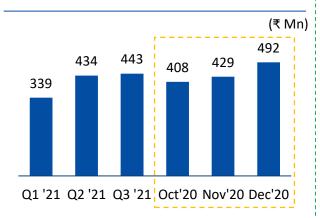
Strong operating performance continues

Impact Of New Margin Regulations

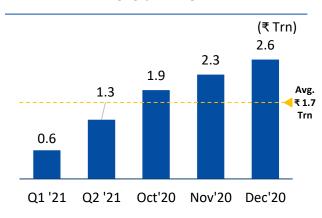
Implementation Timeline

Phases	% of Peak Margin	Implementation
Phase I	25%	Dec'20 – Feb'21
Phase II	50%	Mar'21 – May'21
Phase III	75%	June'21 – Aug'21
Phase IV	100%	Sep'21 onwards

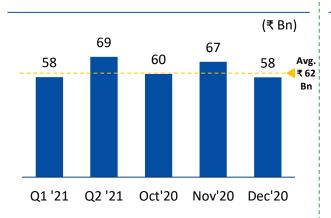
Average Monthly Net Broking Income



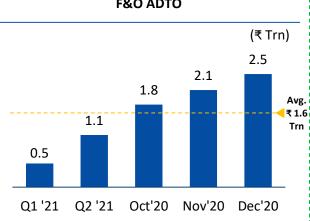
Overall ADTO







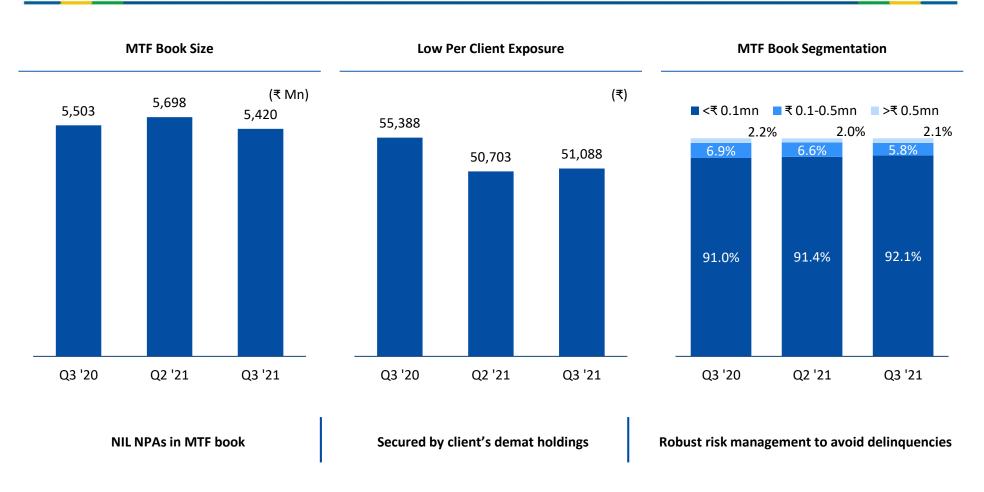
F&O ADTO



- Minimal impact of new margin norms on net broking income
- Clients shifted from Cash to F&O segment
- Developed an interface within our app to notify clients about their margin requirements

Volumes continue to remain strong despite new regulations

MTF Book Spread Over Wide Customer Base



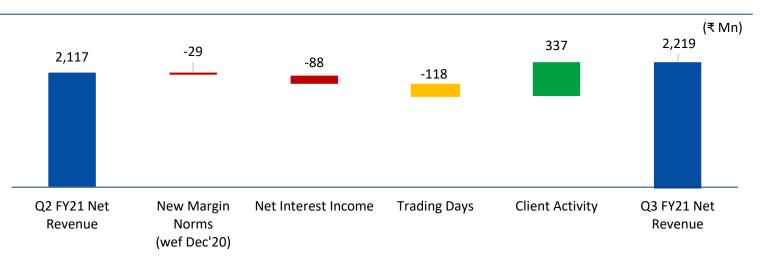
With seamless integration of pledge / re-pledge mechanism, our MTF book grew in Q4 FY21

Potential to grow further

Data as on quarter ending for each period

Q3 FY21 Total Net Revenue Bridge



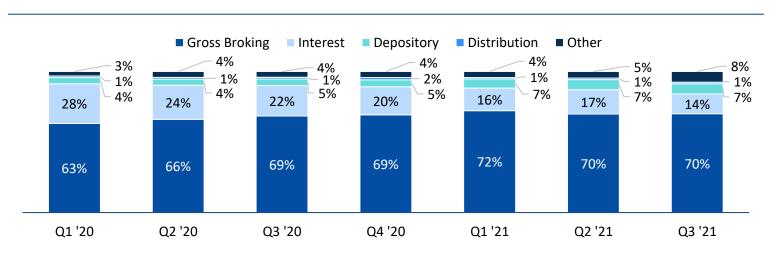


Q3 FY21 Total Net Revenue was impacted on account of:

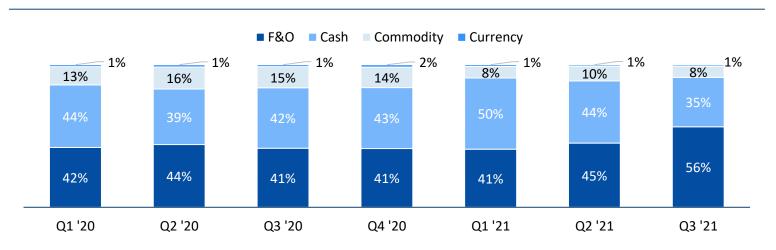
- △ 4 Less Trading Days translating into 6% impact on Net Revenue
- ▲ Implementation of New Margin Norms yielded 1% impact on Net Revenue
- A Initial teething issues for Pledge / Re-pledge impacted Net Interest Income, translating into 4% lower Net Revenue
- A This was offset by robust client addition and higher client activity
- Adjusting for impact due to regulatory changes, Net Revenue would have grown by 10% vs 5%

Segmental Revenue Break Up

Gross Revenue Mix

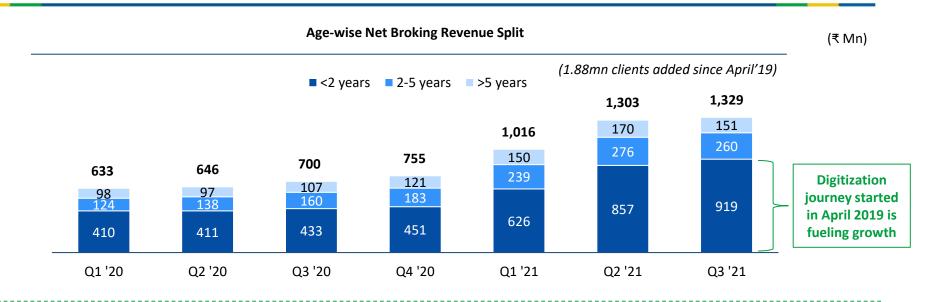


Gross Broking Revenue Split

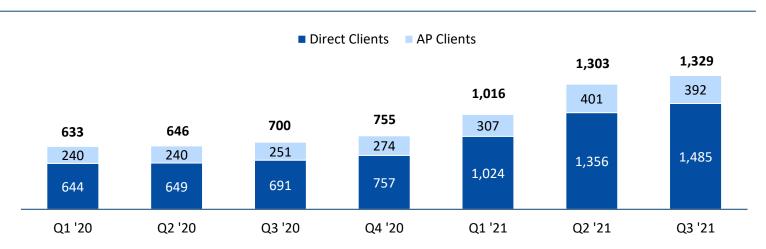




Net Broking Revenue Contribution Mix



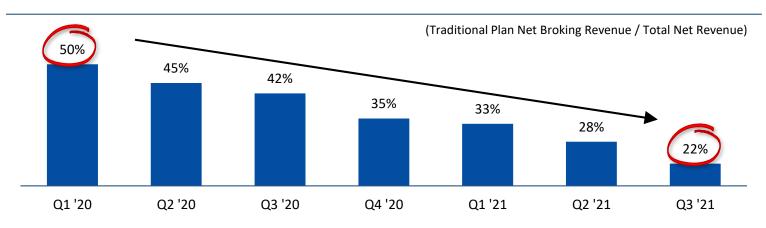




(₹ Mn)

Rapidly Growing Digital Business Contributes To Majority Of Net Revenue

Declining Contribution Of Traditional Plan Net Broking Revenue, In Total Net Revenue



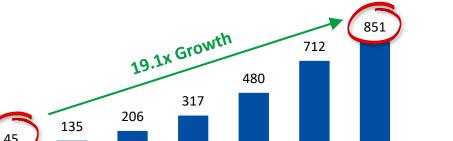
Multifold Growth In Flat Fee Plan Net Broking Revenue

Q4 '20

Q1 '20

Q2 '20

Q3 '20

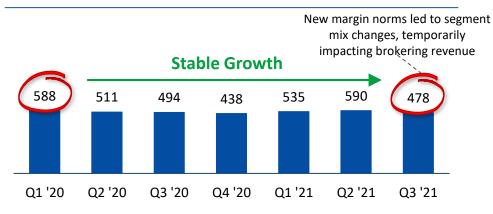


Q1 '21

Q2 '21

Q3 '21

Stable Growth In Traditional Plan Net Broking Revenue



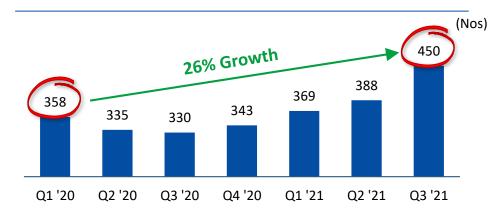
Declining contribution of traditional plan coupled with faster adoption of digital business leading to sustained uptick in profitability

Technology Adoption Creating Business Flexibility

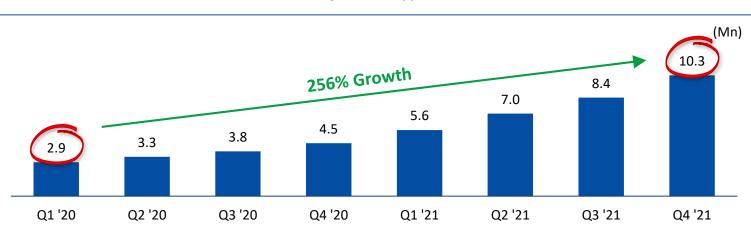


18% Decline (Nos) 2,839 2,503 2,401 2,470 2,733 2,787 Q1 '20 Q2 '20 Q3 '20 Q4 '20 Q1 '21 Q2 '21 Q3 '21

Scaling Up Digital Focused Talent Pool

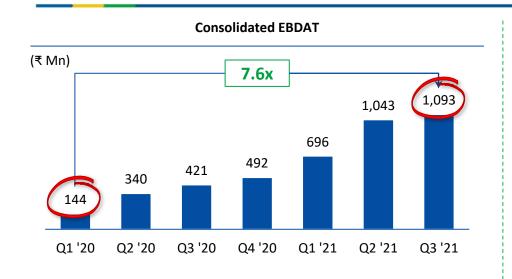


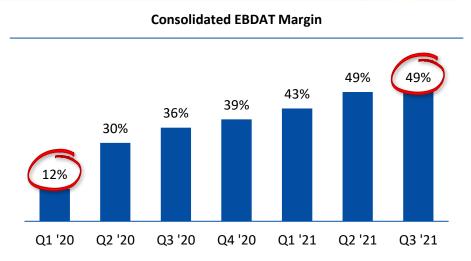
Growing Trend of App Installs



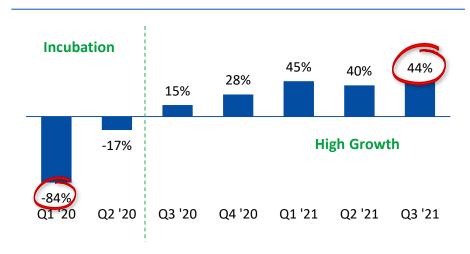
App installs for Angel Broking Mobile App and Angel BEE

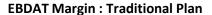
Leading To Significant Operating Leverage Benefits





EBDAT Margin: Flat Fee Plan

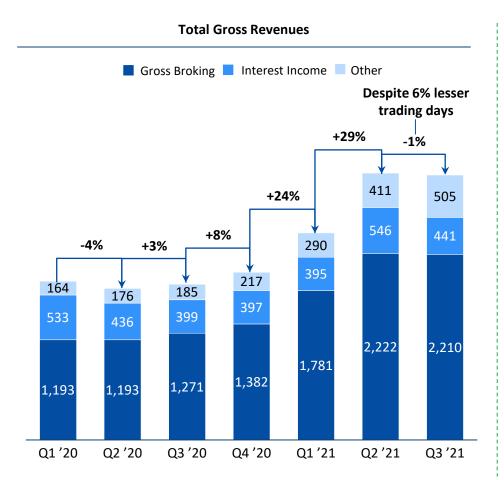


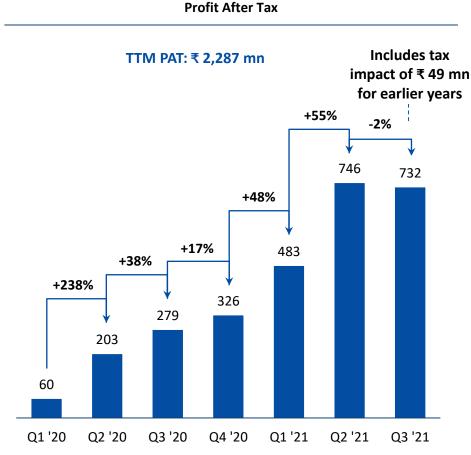




Consolidated Business Performance





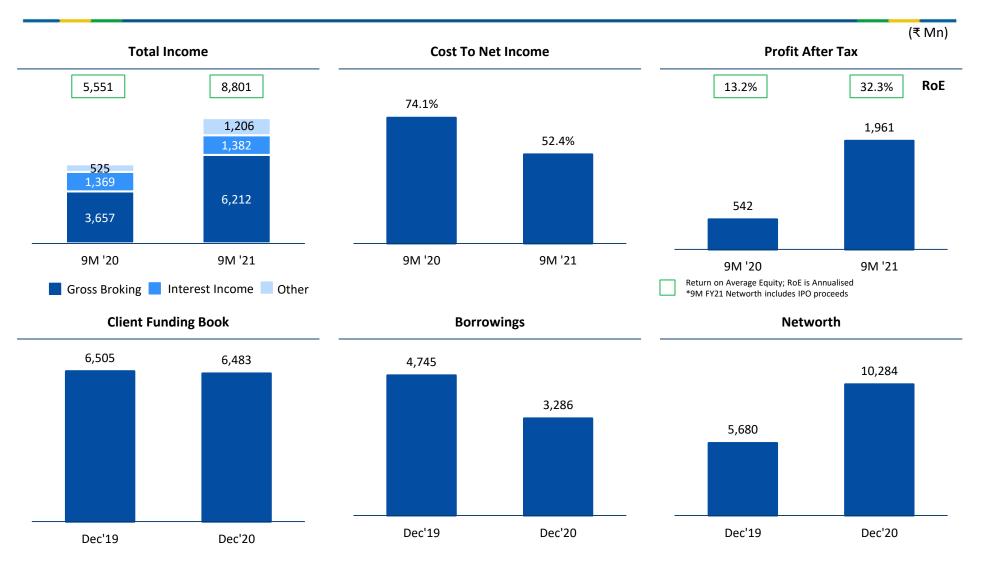


Trailing 12 months PAT of ₹ 2,287 mn translating to EPS of ₹ 28.0 / share on expanded equity base

¹⁾ Restated financials; 2) Interest Income includes interest on margin trading fund, income from lending activities, interest on FD under lien with stock exchanges, interest on delayed payment by customers and Interest on deposits with banks; 3) Other includes balance portion of our revenues, 4) PAT is profit from continuing operations on reported basis



Financial Snapshot



¹⁾ Restated financials; 2) Interest Income includes interest on margin trading fund, income from lending activities, interest on FD under lien with stock exchanges, interest on delayed payment by customers and Interest on deposits with banks; 3) Other includes balance portion of our revenues; 4) Cost to Net Income = (Employee + other opex)/Net Income; 5) PAT is profit from continuing operations on reported basis; 6) Client funding book includes trade receivables, loans for margin trading facility and loans against securities; 7) Networth includes equity share capital and other equity

Summary Of Consolidated Profit & Loss Statement

Particulars (₹ Mn)	Q3 FY21	Q2 FY21	Q3 FY20	9M FY21	9M FY20	FY20
(a) Interest Income	381	493	358	1,224	1,228	1,577
(b) Fees and commission income	2,655	2,604	1,418	7,290	4,085	5,644
(c) Net gain on fair value changes	32	1	12	36	6	25
Total Revenue from operations (I)	3,068	3,099	1,787	8,551	5,319	7,246
(d) Other Income (II)	88	81	67	250	232	301
Total Income (I+II=III)	3,156	3,179	1,855	8,801	5,551	7,547
YoY Growth (%)	70.2%	76.1%	-0.7%	58.6%	-6.1%	-3.7%
Expenses						
(a) Finance costs	56	143	104	282	385	489
(b) Fees and commission expense	881	919	570	2,565	1,677	2,304
(c) Impairment on financial instruments	41	74	37	305	282	377
(d) Employee benefits expenses	445	397	368	1,215	1,239	1,598
(e) Depreciation, amortization and impairment	47	46	51	144	160	209
(f) Others expenses	640	603	354	1,603	1,063	1,382
Total Expenses (IV)	2,111	2,183	1,484	6,113	4,805	6,359
Profit before tax from continuing operations (III-IV=V)	1,045	996	370	2,688	745	1,188
Total Income tax expense (VI)	264	251	93	678	205	322
Adj. Profit for the period / year from continuing operations (V-VI=VII)	782	746	277	2,010	540	866
YoY Growth (%)	182.2%	267.8%	60.1%	272.4%	-18.9%	3.3%
Tax For Previous Years (VIII)	49	0	-2	49	-2	-2
Rep. Profit for the period / year from continuing operations (VII-VIII=IX)	732	746	279	1,961	542	868
Loss after tax from discontinued operations (X-XI=XII)	-1	-1	-9	-11	-28	-44
Profit for the period / year (IX+XII=XIII)	732	745	270	1,949	515	823



Summary Of Consolidated Balance Sheet

Particulars (₹ Mn)	Dec'20	Sep'20	Mar'20
Financial Assets			
(a) Cash, cash equivalents and Bank Balance	21,371	25,996	14,136
(b) Trade Receivables	457	459	390
(c) Loans	6,045	6,272	2,806
(d) Investments	30	25	353
(e) Other financial assets	9,698	968	2,706
Non-financial Assets			
(a) Fixed Assets	1,174	1,203	1,262
(b) Other non-financial assets	233	1,276	250
Total Assets	39,009	36,200	21,902
LIABILITIES			
Financial Liabilities			
(a) Trade Payables	23,360	15,421	9,395
(b) Borrowings	3,286	5,909	4,909
(c) Other financial liabilities	1,565	4,426	1,305
Non-Financial Liabilities			
(a) Provisions	89	84	67
(b) Other non-financial liabilities	424	469	312
Networth	10,284	9,893	5,914
Total Liabilities and Equity	39,009	36,200	21,902

9M FY21	EPS: ₹ 25.9	Book Value: ₹ 125.7



Way Forward





Strengthen our leadership position to become the largest retail broking house in India



Establish a substantial client base in investment advisory business to support growth



Augment investment in mobile platform, artificial intelligence, machine learning capabilities & newer technologies



Capitalize on the growing investible wealth in India



Leverage Technology to penetrate new customers in Tier 2, 3 cities & beyond



Board Of Directors



Dinesh D. Thakkar *Promoter, Chairman and MD*

- Promoter of Angel Group
- Veteran in capital markets with over 3 decades of experience
- Revolutionised stock broking for retail clients



Uday Sankar Roy *Independent Director*

- Previously was independent director of Indiafirst Life Insurance
- Retd. MD & CEO of SBI Life Insurance
- A Retd. DMD of SBI



Vinay Agrawal

Director and CEO

- Rich experience of 22+ yrs
- A qualified Chartered Accountant
- A Has intuitive understanding of the financial markets and strong business insights to drive business operations



Ketan Shah
Non-Executive Director

- △ 26+ years of overall experience
- A Having in depth understanding about Business, Technology & Operations



Kamalji Sahay Independent Director

- 39+ years experience
- Previously was independent director of Indiafirst Life Insurance
- Retd. MD & CEO of Star Union Dai-ichi
 Life Ins
- Served as ED LIC of India and Advisor to GIC Re



Anisha Motwani

Independent Director

- 28+ years of experience in diverse industries
- Worked for GM India, Max New York Life Insurance, McCann Erickson India, etc
- Advisor with World Bank on Swachh Bharat Abhiyan & National Mission for clean Ganga

Experienced Management Team



Vinay Agrawal Chief Executive Officer

- Rich experience of 22+ yrs, of which 20+yrs are at Angel
- Handled multiple portfolios of finance, operations, business & product development and ebroking
- Spearheading digital transformation and next phase of growth initiatives



Vineet Agrawal

Chief Financial

Officer

- 24+ yrs of total experience across multiple industries, 5+ years at Angel
- Heads treasury, corp. fin., accounts, secretarial, reporting & controlling, tax, audit and IR
- Worked at Secure Meters, Suzlon Energy, Bharti Airtel and Reliance Communications



Prabhakar Tiwari

Chief Growth

Officer

- 18+ yrs of total experience, ~2 years at Angel
- Spearheads Brand,
 Performance Marketing &
 Growth Strategy
- Worked with PayU, Marico, CEAT, Danone



Nilesh Gokral *Chief Operating Officer*

- 18+ yrs of total experience, 2+ years at Angel
- Leads operations, Risk Management and Compliance functions
- Strong exposure in BFSI across various functions
- Worked with Yes Bank, Infosys and Axis Bank



Ketan Shah *Chief Revenue Officer*

- 26+ years of total experience, 20+ years at Angel
- Worked in different functions including Business, Technology
 Operations
- Leads revenue function, customer engagement & service, B2B business & research and advisory



Ankit Rastogi Chief Product Officer

- 17+ yrs of total experience in Product Engineering & Digital Service segment
- Gold Medalist in Computer Engineering from NIT Surat
- Co-Founder of IndiaHotelReview.com
- Worked with Makemytrip, Stayzilla, Cleartrip



Subhash Menon Chief People Officer

- 22+ yrs of total experience, ~5 years at Angel
- Develops and implements people management, HR processes and employee skill development, knowledge & productivity enhancement
- Worked with IndiaFirst Life, SBI Life and USV

Awards & Accolades

Technology



'Trendsetter' Award at NetApp - Innovations Award, 2019



Digital First Organization of the Year 2019 in India, organized by Tefla's



Digital Investing Platform of the Year 2017 at BSE Commodity Equity Outlook (CEO) Awards, organized by Tefla's



Fintech Trading Platform of the Year at MoneyTech Awards 2017 presented by BusinessEx.com



Best Technology House of the Year 2016 (ASSOCHAM)

Capital Markets



Gold in BFSI Category by Buzzin Content



Best Performing Retail Member – NSE (2017, 2018 & 2019)



Top volume performer, Equity Retail Segment by BSE (2005-15, 2017, 2018)



Fulcrums of Commodity Derivatives Market by MCX, 2018



Awarded the Best Commodity Broker of the Year 2016-17 by MCX

Marketing



Customer Service Effectiveness by ACEF 9th Global Customer Engagement Awards 2020



PR Awards 2020 for Reimagining Stock Broking For The Millennial India Organised by Campaign India



Mobile Advertising
Excellence in Social Media
Campaign (BFSI) for Smart
Sauda Campaign at MOBEXX
Awards by Adgully



Digital Marketing Excellence in Social Media for "Shagun ke Shares" Campaign by DIGXX 2020



Best Financial Content of the Decade by Inkspell

Consistently Certified By The Great Place To Work

Certified By The Great Place To Work Institute For Four Consecutive Years

2017 2018 2019 2020 2021











Certified "India's 20 Best Workplaces in BFSI – 2019" by Great Place To Work

Overall culture score at par with top 50 companies in India

Top 150 employees average tenure of ~5 years with Angel



Thank You

Company:

Investor Relations Advisors:



 $SGA^{\underline{\tt Strategic\ Growth\ Advisors}}$

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