

Date: August 29, 2018

Ref/No/HDFCAMC/SE/2018-19/09

National Stock Exchange of India Limited Exchange Plaza, Plot C/1, Block G, Bandra Kurla Complex, Bandra (East) Mumbai – 400051	BSE Limited Sir PJ Towers, Dalal Street, Mumbai – 400001
Kind Attn: Head – Listing Department	Kind Attn: Sr. General Manager – DCS Listing Department

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

Dear Sir/Madam,

Pursuant to the above-mentioned regulation, we wish to inform you that the Company participated in the Investor Conference as given below:

Date	Organised by	Type of Meeting/Event	Location
August 29, 2018	Motilal Oswal	Investor Conference “14 th Annual Global Investor Conference – India Rising”	Grand Hyatt, Mumbai

A copy of the investor presentation is enclosed for your reference 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



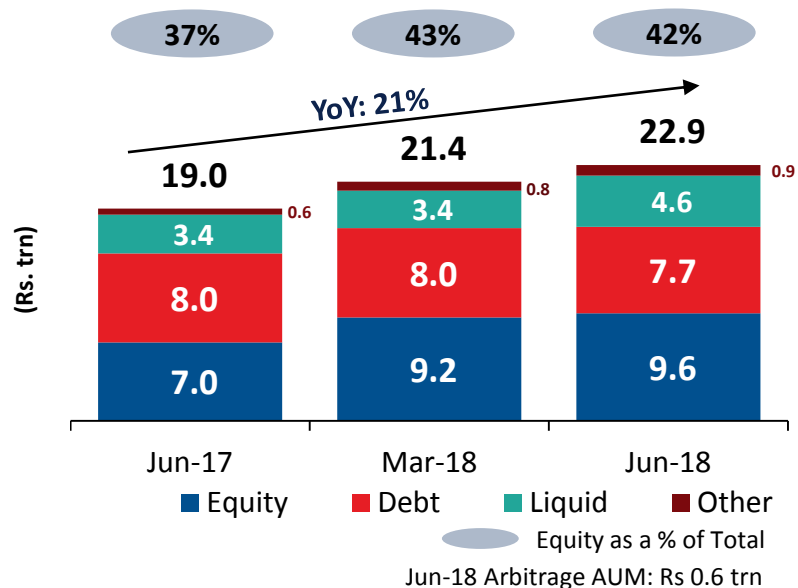
HDFC Asset Management Company Limited

Company Presentation

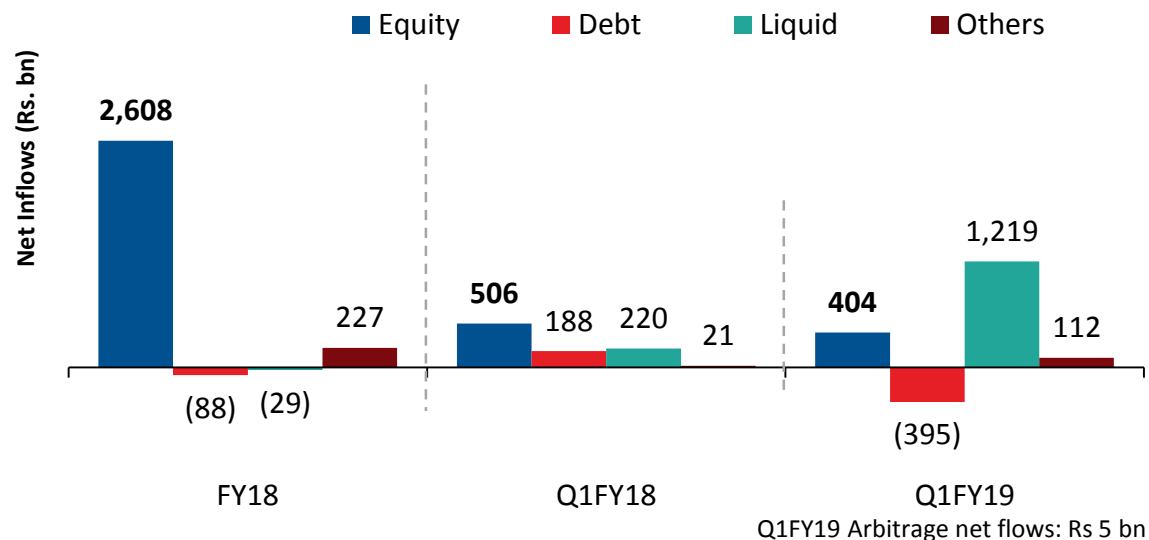
Q1 FY19

Industry – Quick Overview

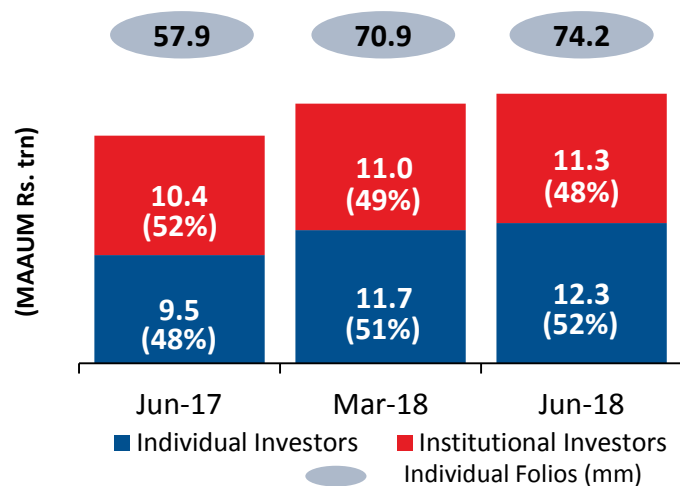
Assets Under Management (AUM)



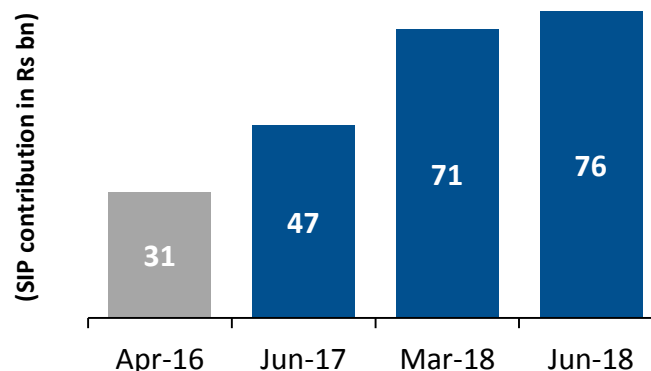
Net Flows



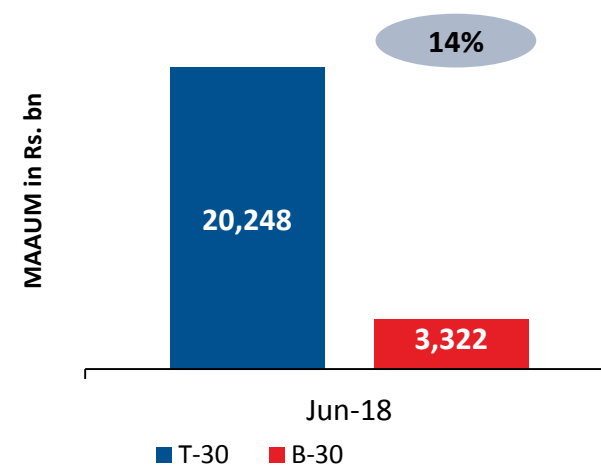
Individual MAAUM



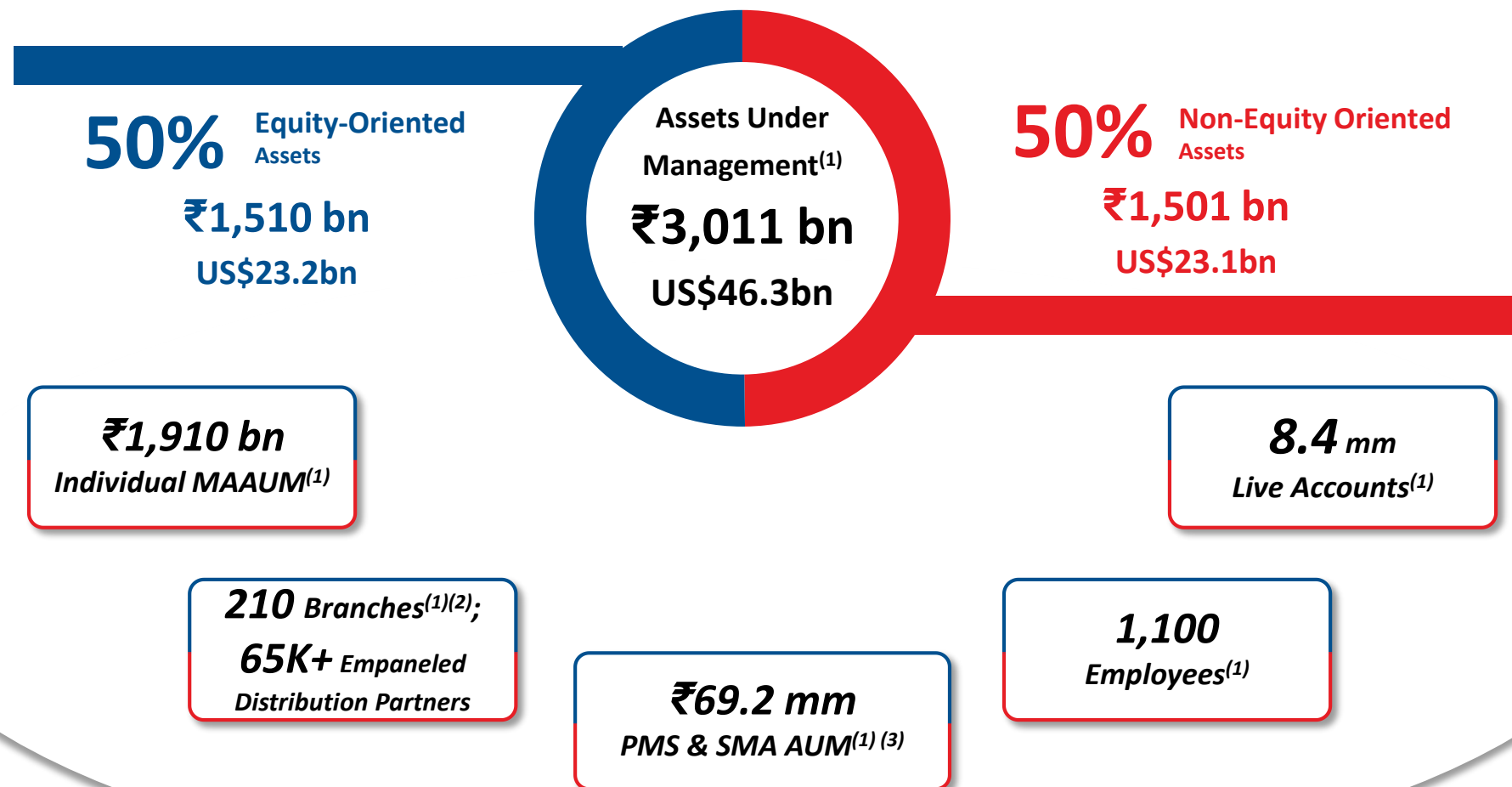
SIP Flows



B-30 MAAUM



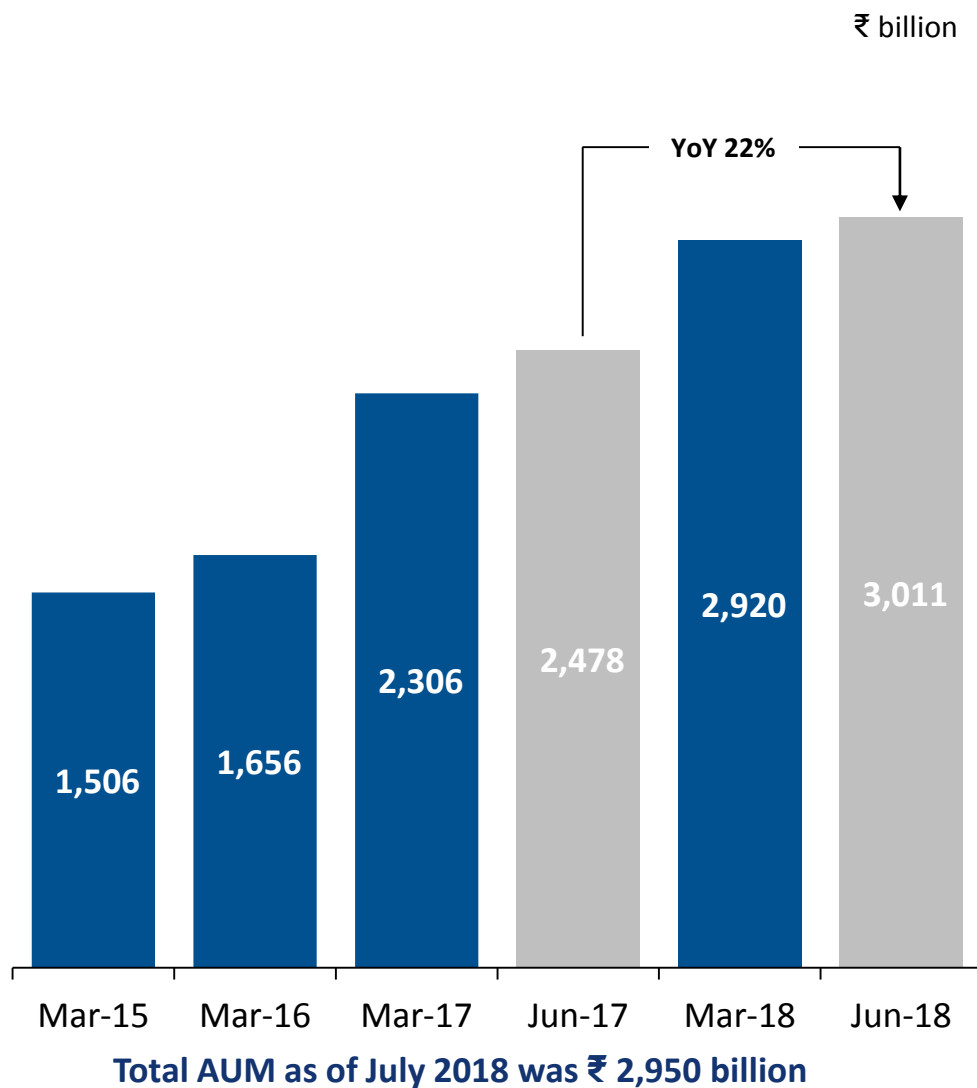
HDFC AMC at a glance



(1) As of June 30, 2018 / for June 2018; (2) Includes one representative office in Dubai; (3) includes advisory mandates
Source: Internal

○ Total AUM and Market Share

Total AUM⁽¹⁾

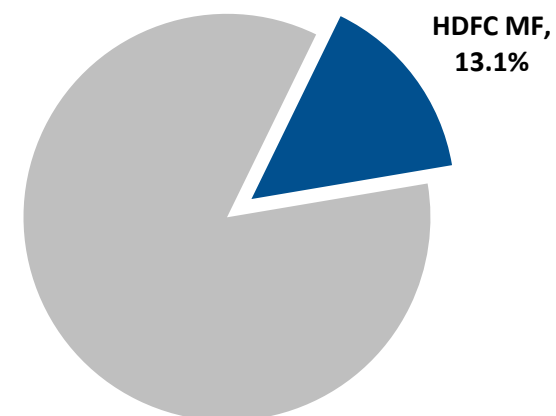


(1) Source: Internal

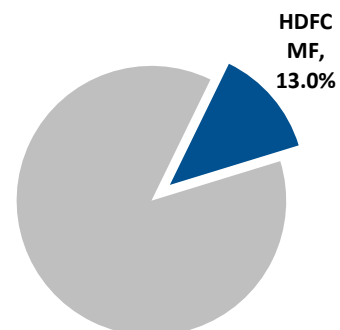
(2) Source: AMFI

#2 Market Share in Total QAAUM⁽²⁾

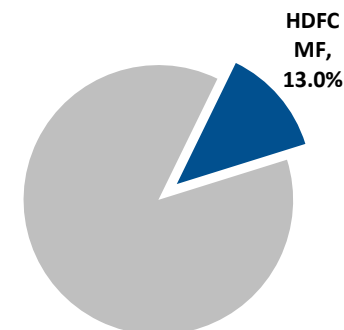
Jun-2018



Mar-2018



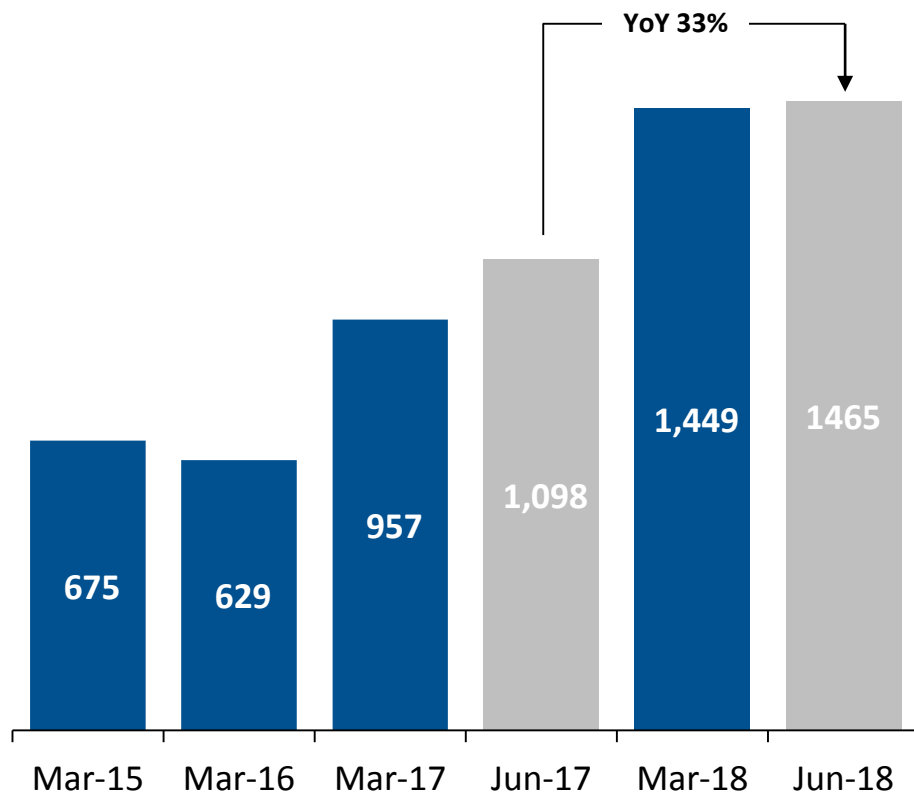
Jun-2017



Actively Managed Equity-oriented AUM and Market Share

Actively Managed Equity-oriented AUM⁽¹⁾

₹ billion



Total Active Equity AUM as of July 2018 was ₹ 1,538 billion

(1) Source: Internal

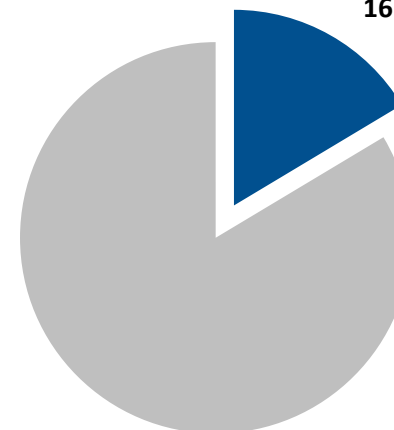
(2) Source: AMFI

Actively managed equity-oriented AUM/QAAUM excludes index and arbitrage funds from equity-oriented funds

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

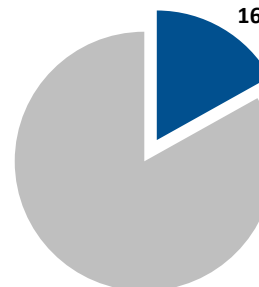
Jun-2018

HDFC MF
16.4%



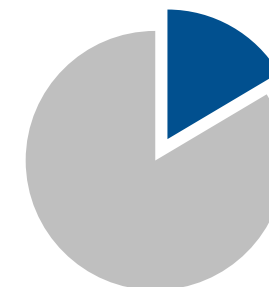
Mar-2018

HDFC MF
16.9%



Jun-2017

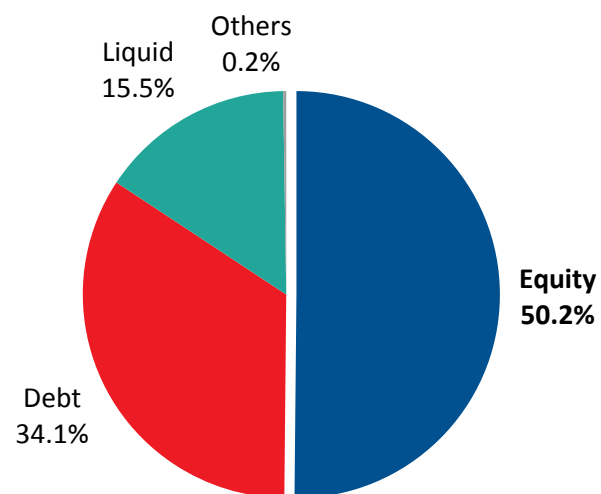
HDFC MF
16.5%



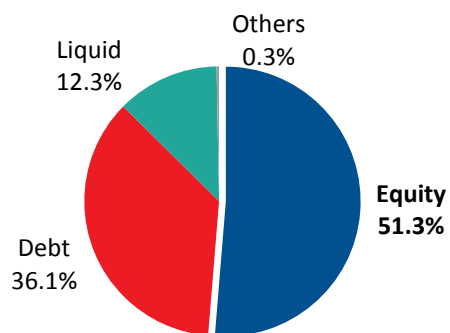
○ AUM by Segment – HDFC AMC and Industry

HDFC AMC MF AUM by Segment ⁽¹⁾

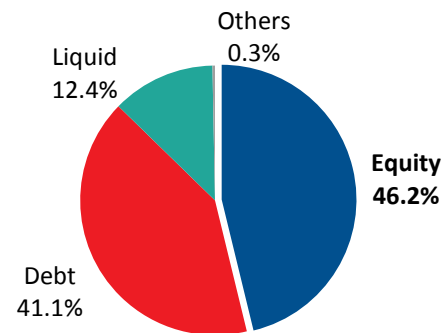
Jun-2018



Mar-2018

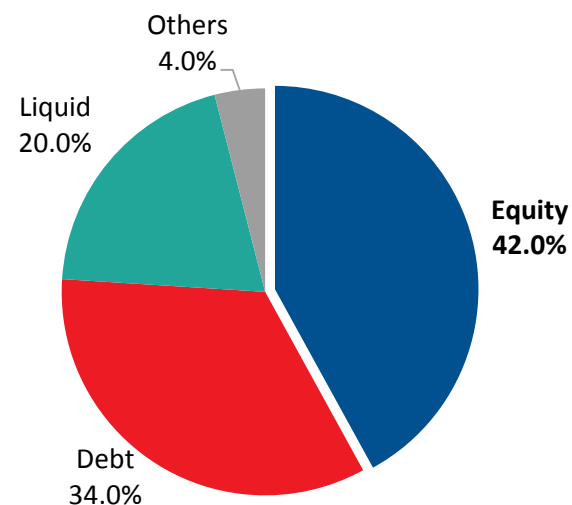


Jun-2017

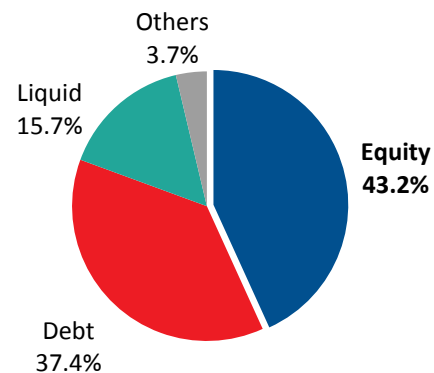


Industry AUM by Segment ⁽²⁾

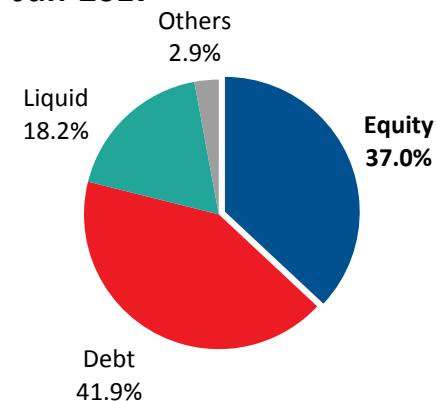
Jun-2018



Mar-2018



Jun-2017

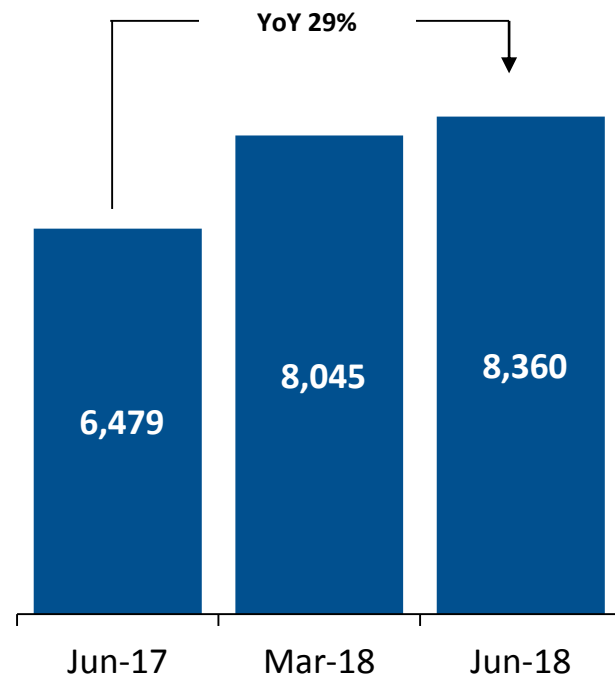


(1) Source: Internal

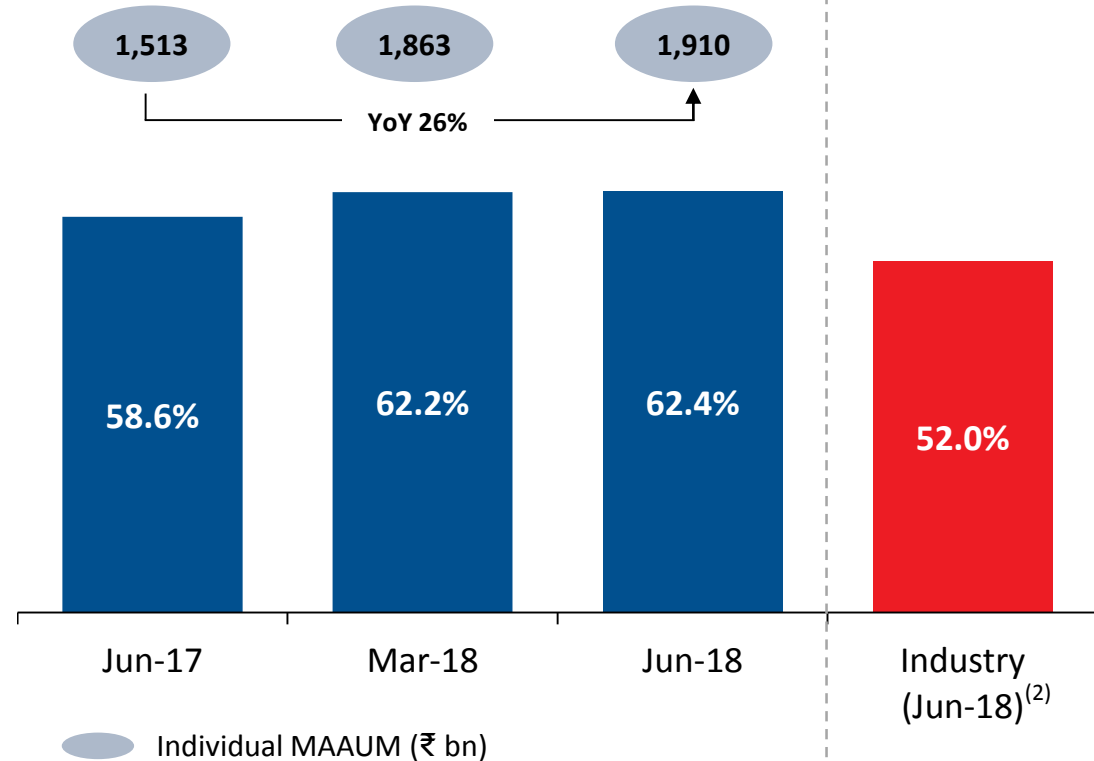
(2) Source: AMFI

Focus on Individual Customers

Number of Live Individual Accounts (in 000s) ⁽¹⁾



Individual MAAUM % of Total⁽¹⁾



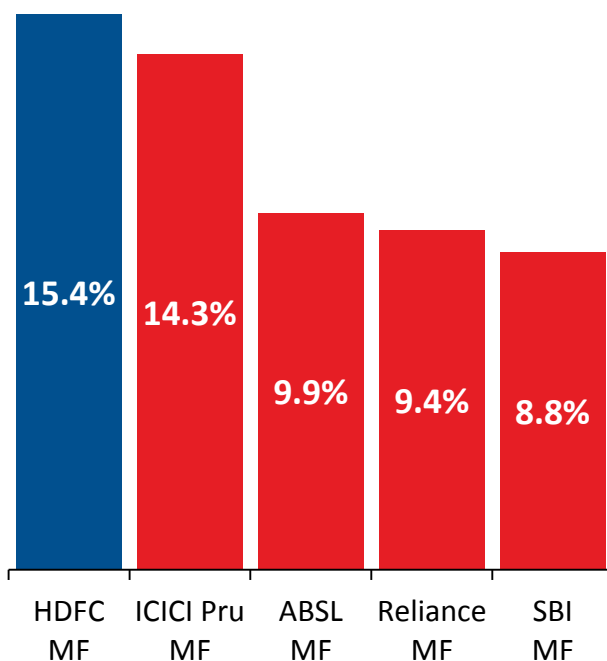
Individual customer prefer equity-oriented schemes and stay invested for longer periods

(1) Source: Internal

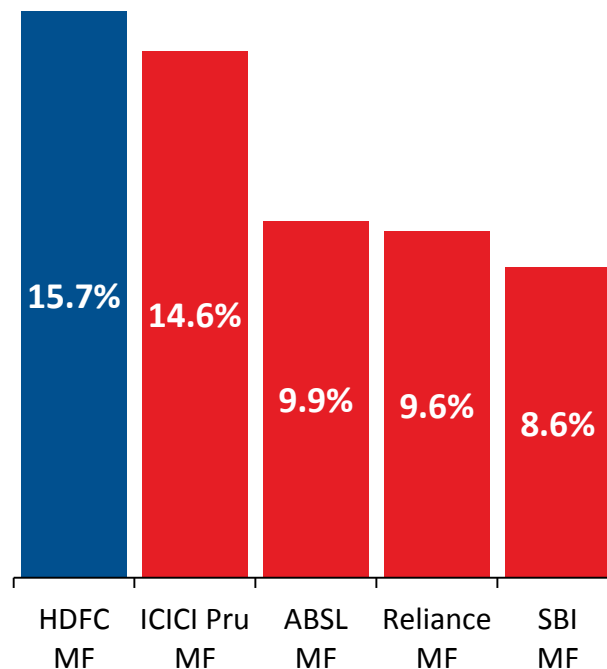
(2) Source: AMFI

Most Preferred Choice of Individual Investors

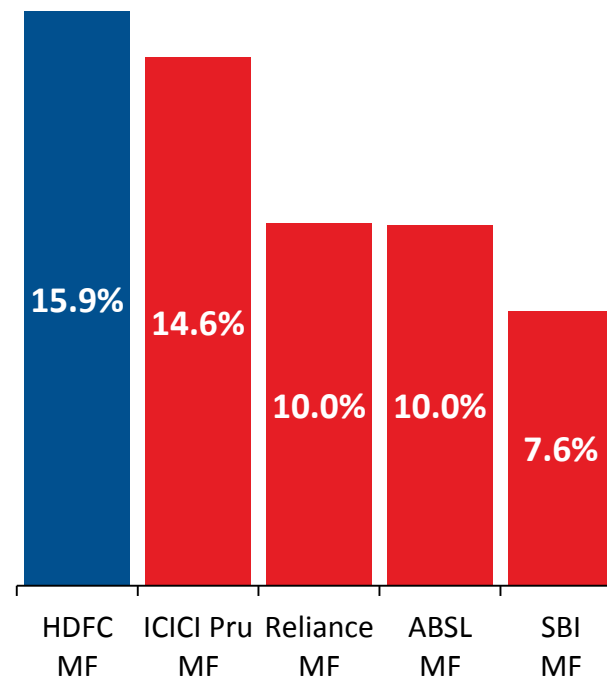
Individual Assets Market Share (Jun-18)



Individual Assets Market Share (Mar-18)

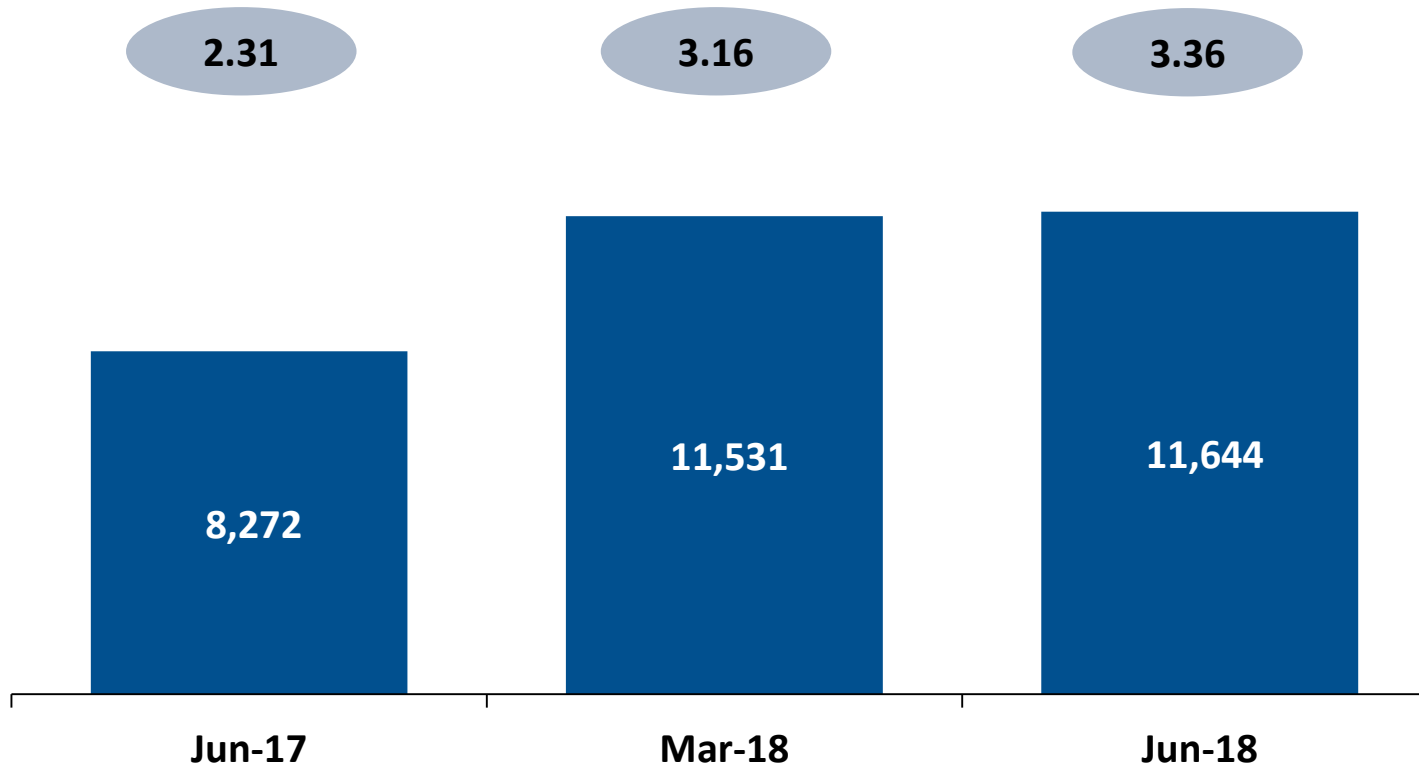


Individual Assets Market Share (Jun-17)



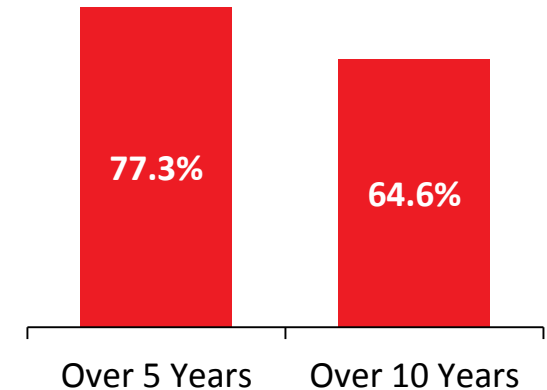
...With Quality Long-term Inflows Through Systematic Transactions

Strong Growth in Systematic Transactions (Rs mm)



 #mm systematic transactions

Long Tenure SIP Book⁽¹⁾



Strong and growing
“Order Book” to
provide predictable
flows

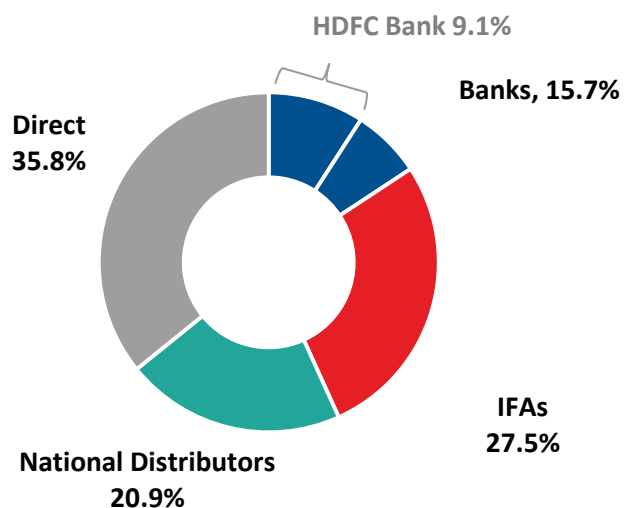
Source: Internal

(1) Based on tenure at the time of registration of all live SIPs during Jun-18

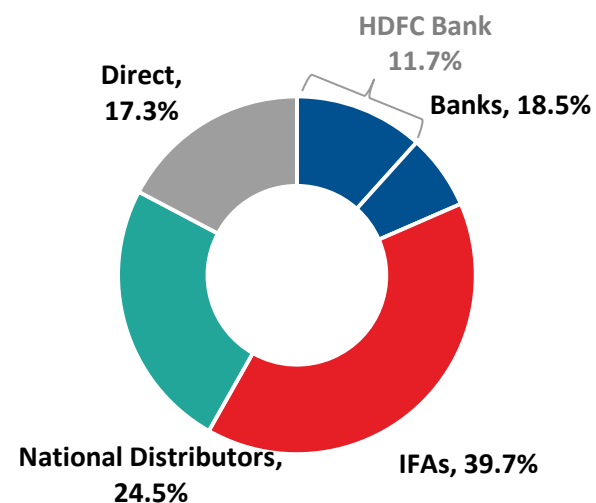
Multi-channel Distribution Network

Well Diversified Distribution Channel

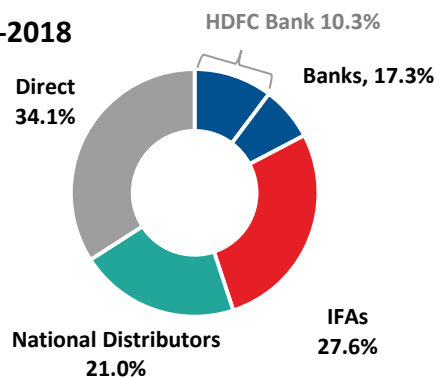
Total AUM (Jun-18)



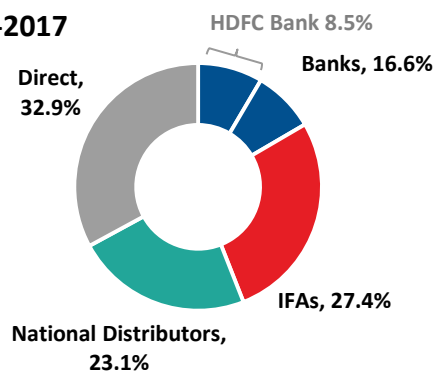
Equity-oriented AUM (Jun-18)



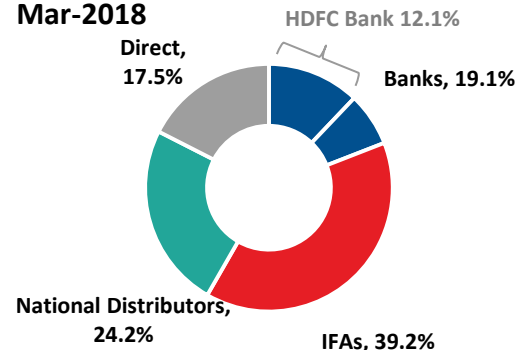
Mar-2018



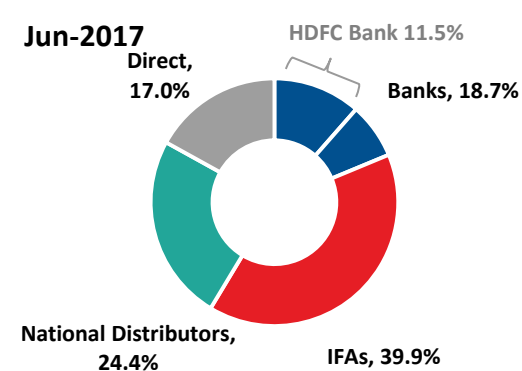
Jun-2017



Mar-2018

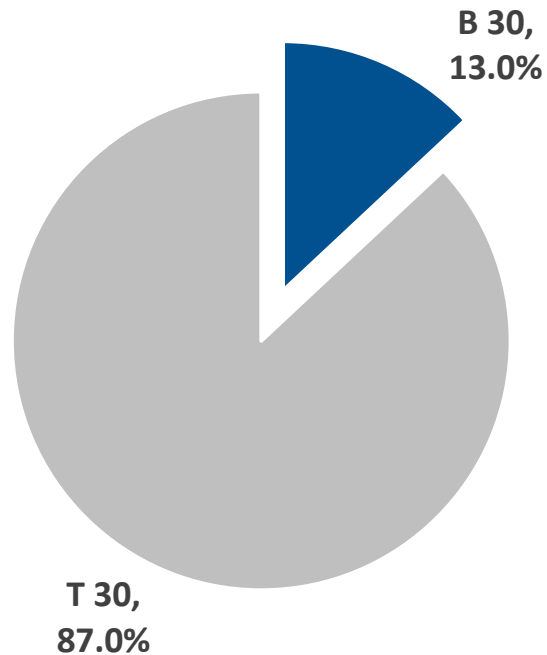


Jun-2017

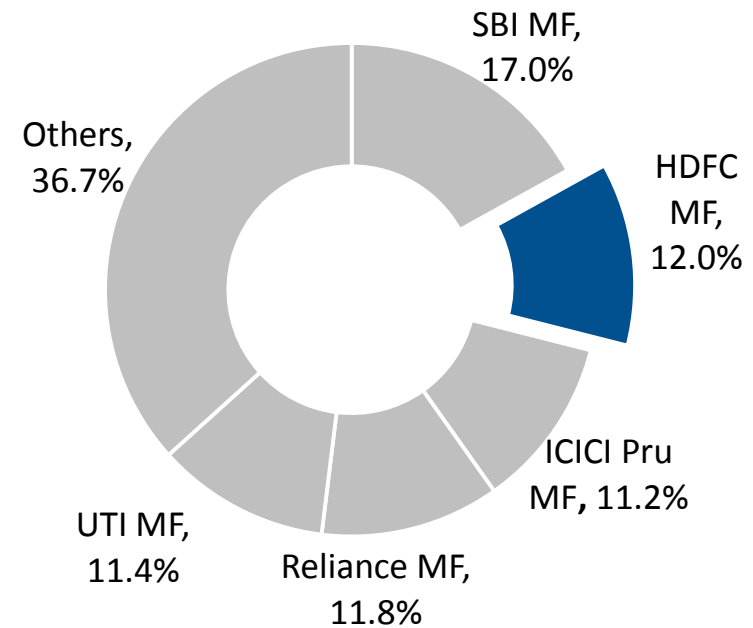


Geographic Spread

Total MAAUM by T30 and B30 cities⁽¹⁾



#2 Player in B-30 Markets⁽¹⁾



Network of 210 branches with 134 in B-30 cities⁽²⁾

c.65,000 empaneled distribution partners

(1) Source: AMFI, based on monthly average AUM for June 2018

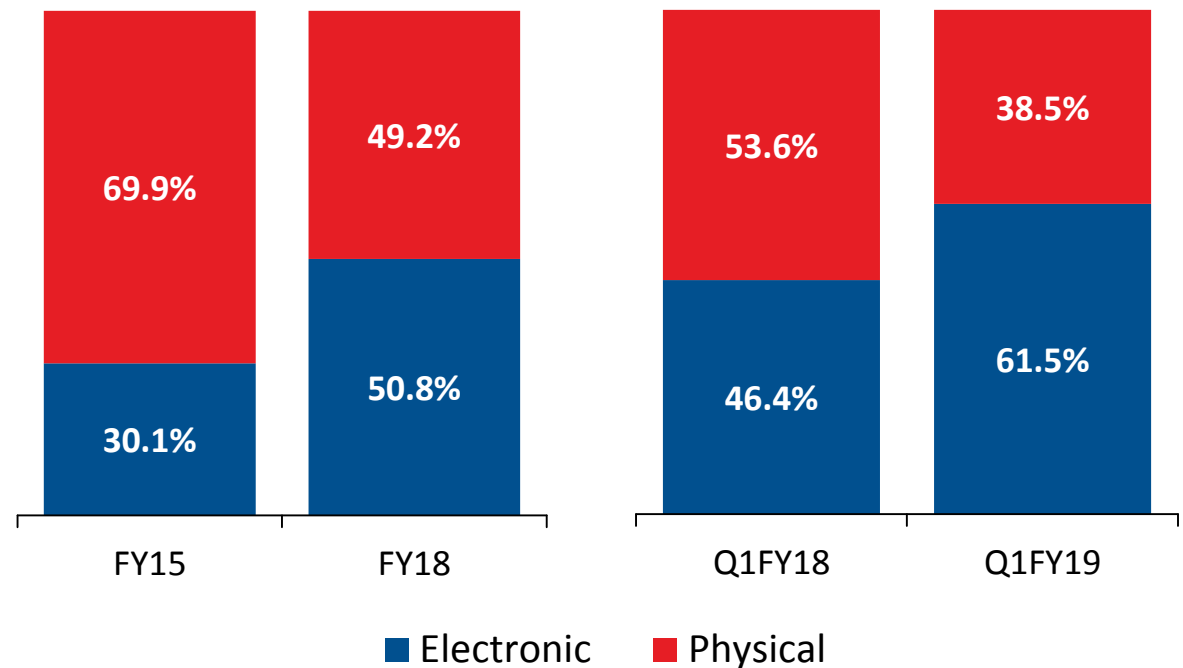
(2) As of June 30, 2018. Includes one representative office in Dubai;

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

■ FY15-18 CAGR of 46.2% for electronic transactions

■ 16.8% transaction are through HDFC MFOnline and mobile application

Financials

- Adoption of Indian Accounting Standards (Ind AS) with effect from 1st April 2018.
- Results of Q1FY19 are prepared as per Ind AS requirements.
- Accordingly figures for Q1FY18 have been restated.

Key Changes	Remarks
Investments	Investments are fair valued through P/L except certain debt instruments which are valued at amortised cost.
Employee Stock Option Schemes (ESOS)	Obligations under outstanding & unvested ESOS have to be fair valued and amortised as part of employee benefit expenses over the period of vesting.
Others	Interest free refundable security deposits are required to be measured at present value using an appropriate discount rate. Deferred Tax adjustments on GAAP differences (where required).



PAT Reconciliation- Previous GAAP Vs Ind AS – Q1 FY 18

(Rs. In Millions)

Particulars	30-Jun-17
Net profit after tax as reported under Previous GAAP	1,432
Adjustment increasing / (decreasing) net profit after tax as reported under Previous GAAP (net of tax):	
Fair value change in investments	213
Fair valuation of employee stock options	(4)
Others	2
Actuarial (gain) / loss on employee defined benefit plan recognised in 'Other Comprehensive Income'	3
Net Profit after tax as per Ind AS	1,646
Other Comprehensive Income	(3)
Total Comprehensive Income (net of tax) as per Ind AS	1,643

Equity Reconciliation - Transition from Previous GAAP to Ind AS

(Rs. In Millions)

Equity (Shareholders' Fund) Reconciliation - Previous GAAP Vs Ind AS	As on 01-Apr-2017
Equity as per Previous GAAP	14,229
<u>Adjustments:</u>	
Fair value change in investments	1,025
Others	(1)
Deferred Tax adjustments on above	(79)
Equity (Shareholders' Fund) as per Ind AS	15,174

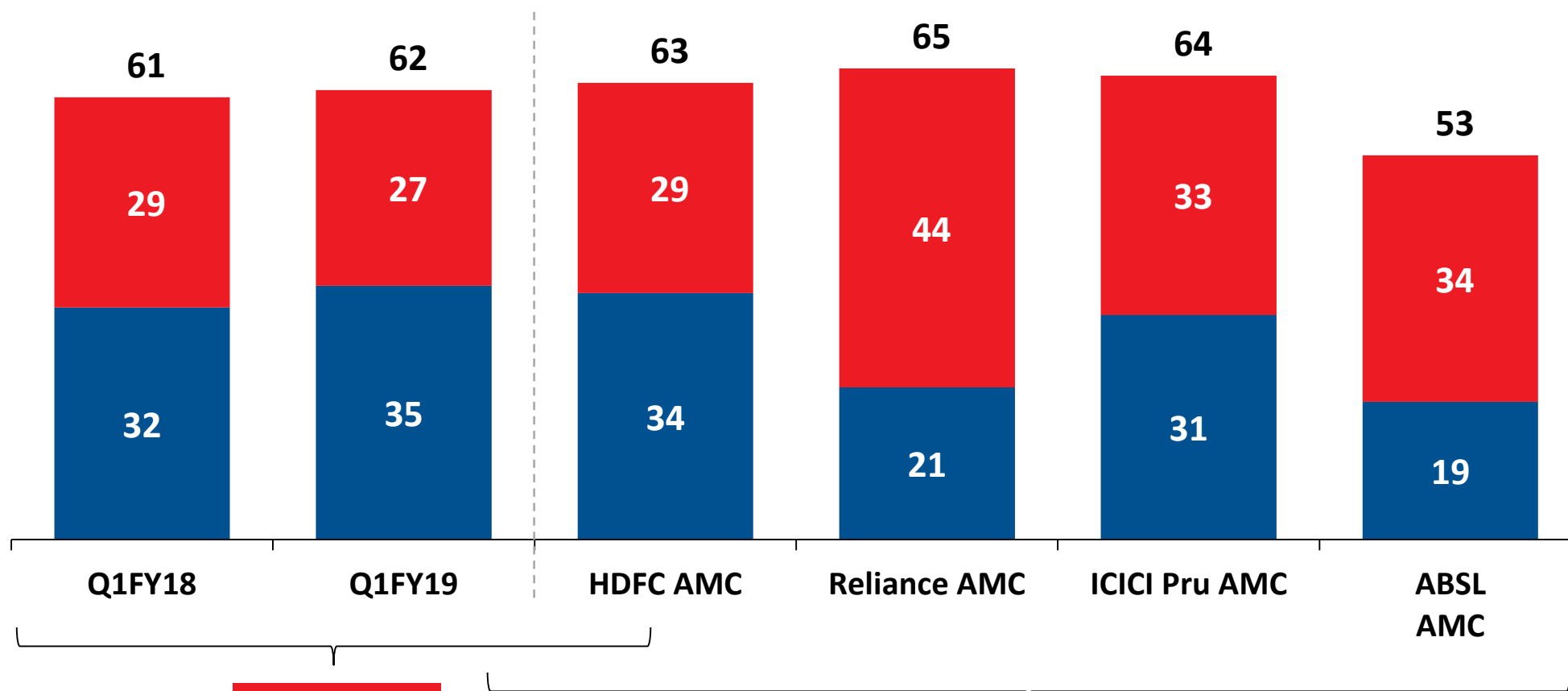
Financials Summary – Quarterly Earnings

(Rs. In Millions)

Particulars	Q1 FY19	Q1 FY18	Change
Revenue from Operations	4,712	3,904	21%
Expenses			
Employee Benefit Expenses	538	429	25%
Depreciation and Amortization Expenses	26	22	18%
Business Development and Other Expenses	1,501	1,400	7%
Total Expenses	2,065	1,851	12%
Operating Profit from core AM business	2,647	2,053	29%
Other Income	299	266	13%
Profit before tax	2,946	2,319	27%
Tax Expenses	894	673	33%
Net Profit for the Period	2,052	1,646	25%
Other Comprehensive Income (Net of Tax)	(1)	(3)	-71%
Total Comprehensive Income	2,051	1,643	25%

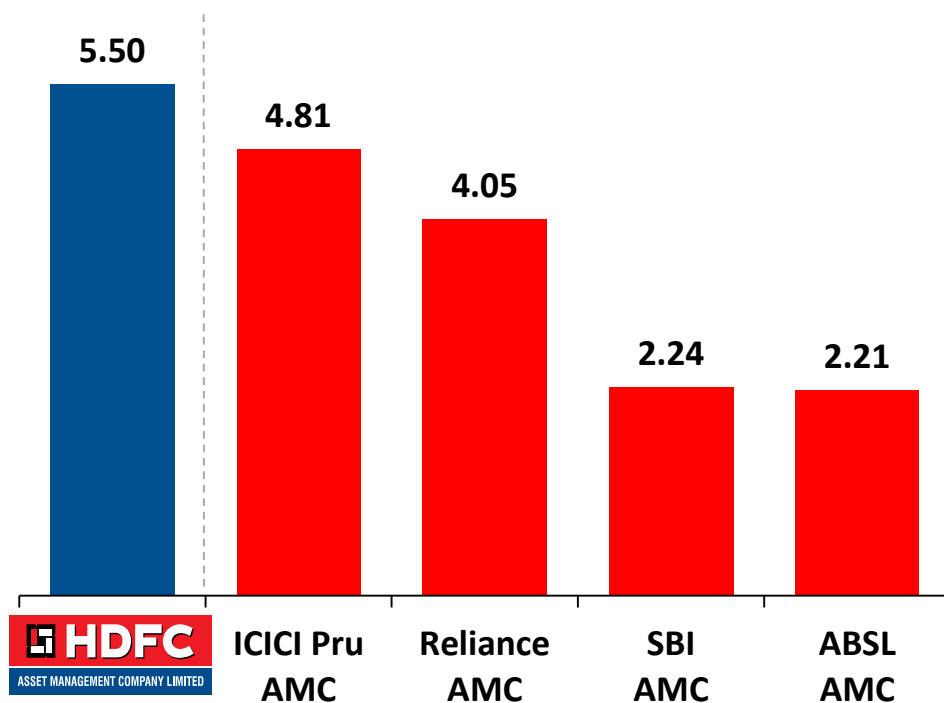
Operating Profit Margin

Operating Revenue ■ Operating Expenses ■ PBT&OI (bps of AAUM)

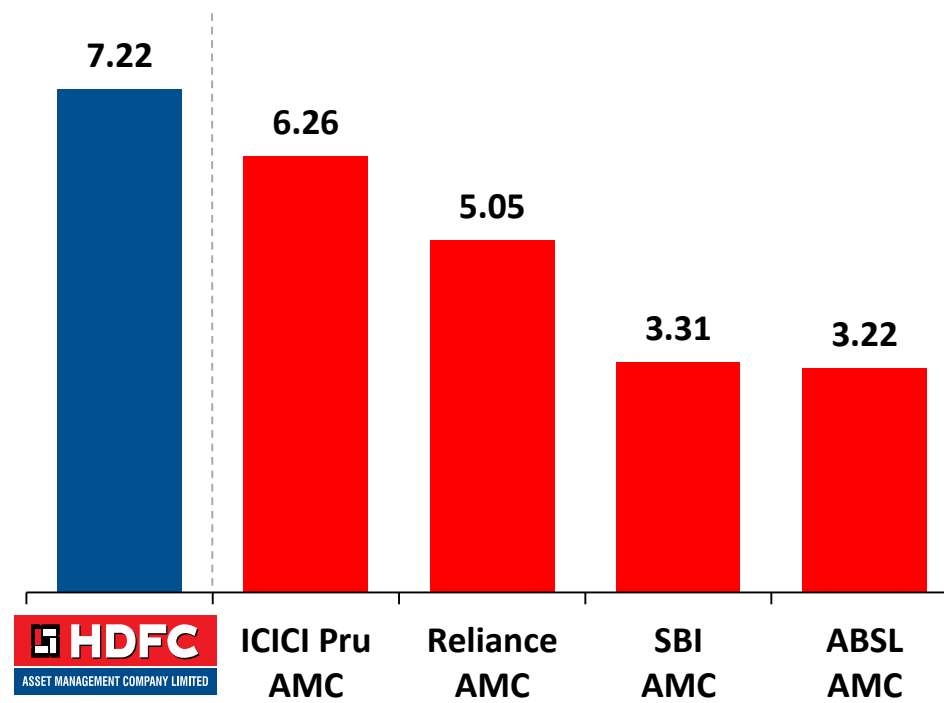


FY18 as per previous GAAP
Q1FY18 as per Ind AS
Q1FY19 as per Ind AS

FY17 Profit after tax (Rs bn)



FY18 Profit after tax (Rs bn)

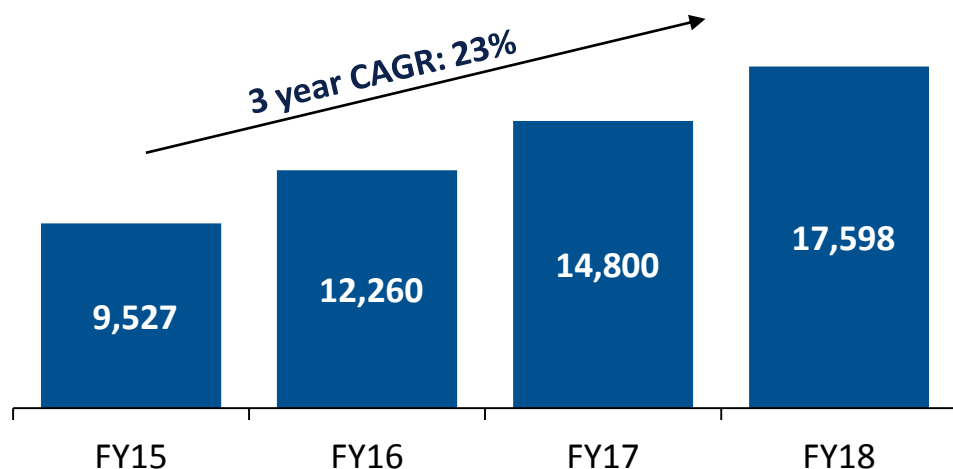


Most profitable asset management company in India in terms of net profits since FY14

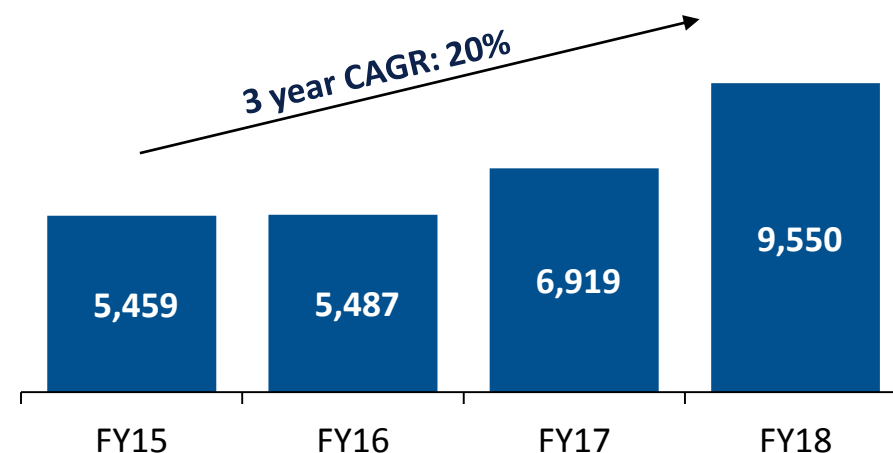
Financials Summary – Historical Trends

Figures In Rs Million

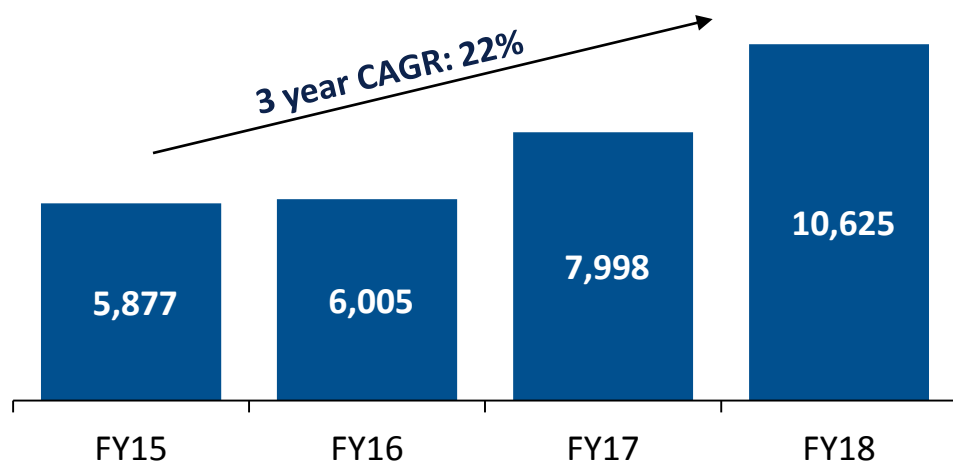
Revenue from Operations



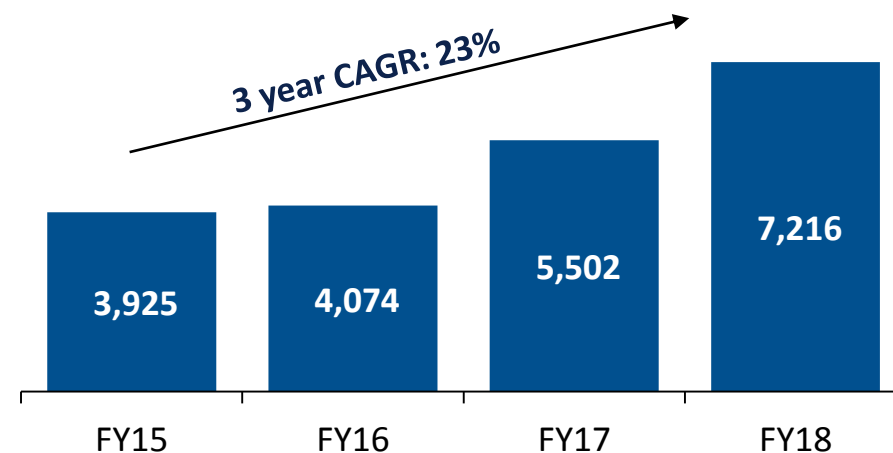
Operating Profit



Profit before tax



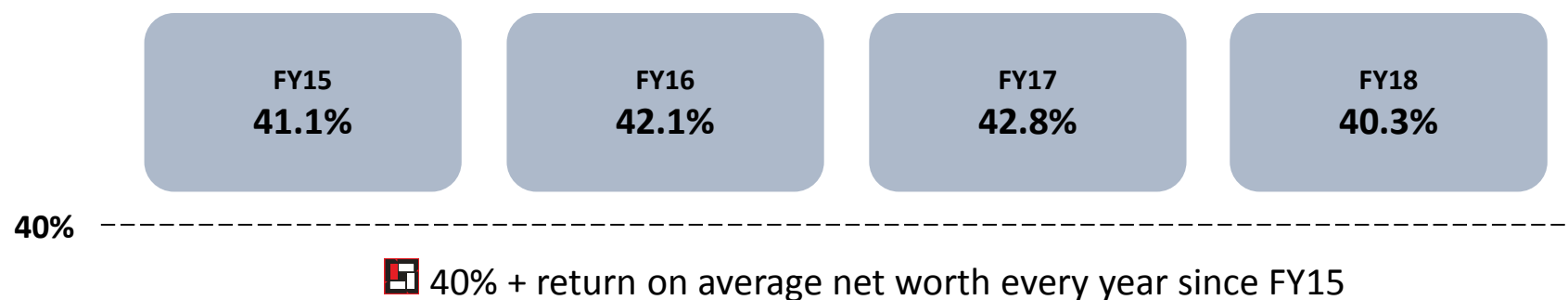
Profit after tax



Note-The above is (Excluding REP Performance Fee). The preparation is as per previous GAAP.

ROE and Dividend Payout Ratio

40% + Return on Equity⁽¹⁾



Consistently improving Dividend Payout Ratio⁽²⁾



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

(2) Including dividend distribution tax

Thank You



*This presentation is for information purposes only and does not constitute an offer or invitation to sell or the recommendation or solicitation of an offer or invitation to purchase any securities (“**Securities**”) of HDFC Asset Management Company Limited (the “**Company**”) in India, the United States, Canada, the People’s Republic of China, Japan or any other jurisdiction. This document has not been and will not be reviewed or approved by a regulatory authority in India or by any stock exchange in India.*

The Information contained in this presentation is only current as of its date and has not been independently verified. The Company may alter, modify or otherwise change in any manner the contents of this presentation, without obligation to notify any person of such revision or changes. Past performance may or may not be sustained in future and should not be considered as, indicative of future results. The presentation may contain information about HDFC Mutual which has to be read and understood in the context of the Company’s business, its operations and performance, and should not be construed as any form of communication/advertisement of HDFC Mutual Fund.

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.