



Ref. No.: ABSLAMCL/PS/126/2023-24

January 29, 2024

**BSE Limited**

Phiroze Jeejeebhoy Towers  
Dalal Street Mumbai-400 001  
**Scrip Code: 543374**

**National Stock Exchange of India Limited**

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

Dear Sir/Ma'am,

**Sub: Intimation under Regulation 30 SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended ('SEBI Listing Regulations') – Investor presentation**

Pursuant to Regulation 30 of the SEBI Listing Regulations, please find attached a copy of investor presentation on the Unaudited Financial Results of the Company for the quarter and nine months ended December 31, 2023.

In compliance with the SEBI Listing Regulations, the above information is being hosted on the Company's website at <https://mutualfund.adityabirlacapital.com>.

The above is for your information and dissemination.

Thanking you.

Yours sincerely,

For **Aditya Birla Sun Life AMC Limited**

**Hemanti Wadhwa**  
**Company Secretary & Compliance Officer**  
**FCS No- 6477**

**Encl. As above**

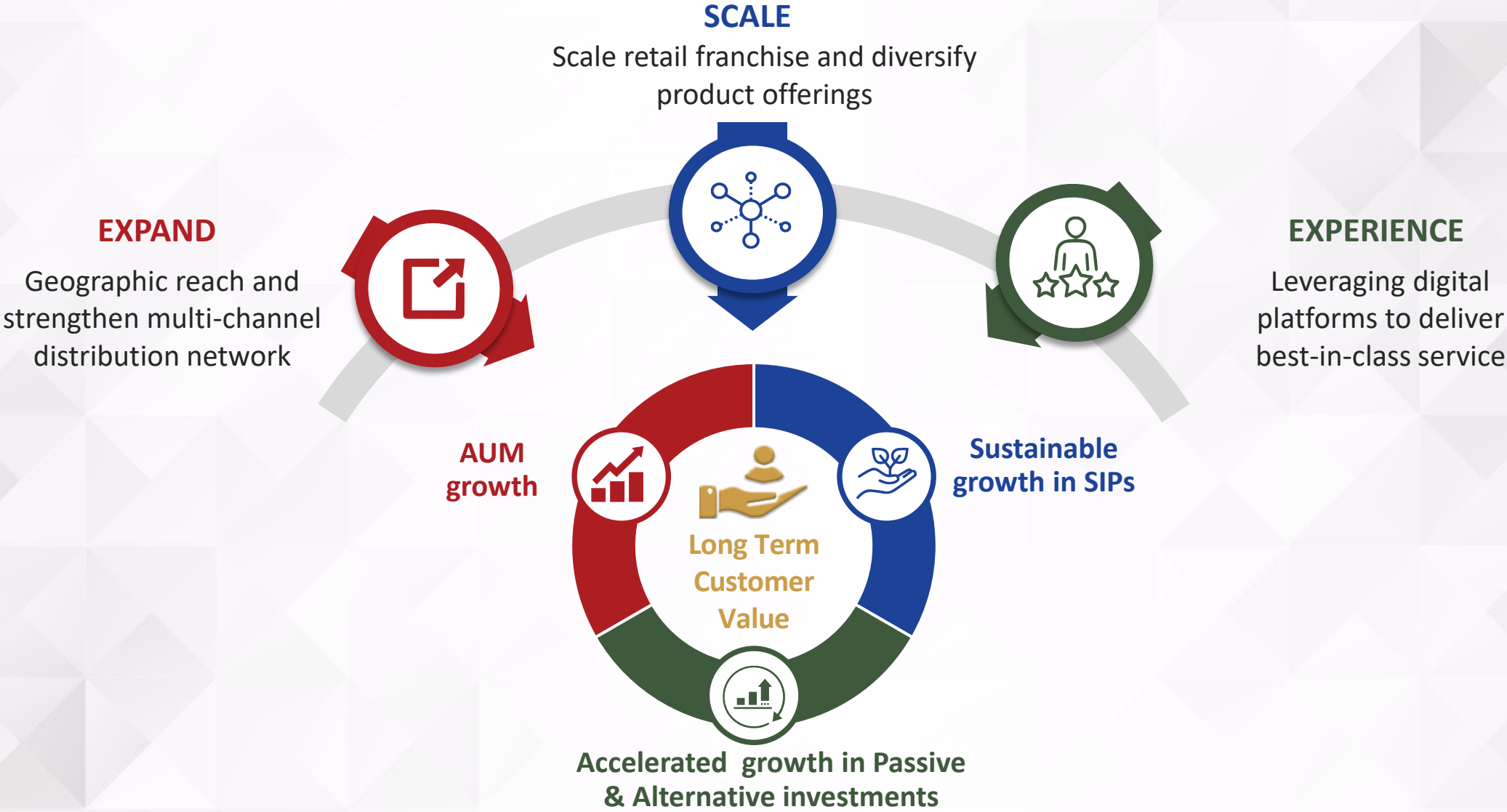
Aditya Birla Sun Life  
AMC Ltd.



# INVESTOR PRESENTATION

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**For Quarter ending December 31, 2023**



Driven by a strong and robust risk management and governance framework

# Performance highlights for Q3 FY24



**Mutual Fund  
QAAUM**

**₹ 3,115 bn**

Market share<sup>1</sup> 7.1%



**Equity  
QAAUM**


**₹ 1,360 bn**

Market share 5.0%  
Equity Mix 43.7%



**Individual  
MAAUM**


**₹ 1,663 bn**

 14% Y-o-Y



**Total Revenue**


**₹ 4,210 mn<sup>2</sup>**

 16% Y-o-Y




**PAT**


**₹ 2,093 mn**

 26% Y-o-Y

**₹ 293 bn  
Passive AUM**

 36% Y-o-Y

**₹ 10.05 bn  
Monthly SIP Flows<sup>3</sup>**

 7% Y-o-Y

**0.5 mn folios  
added in 9M FY24**

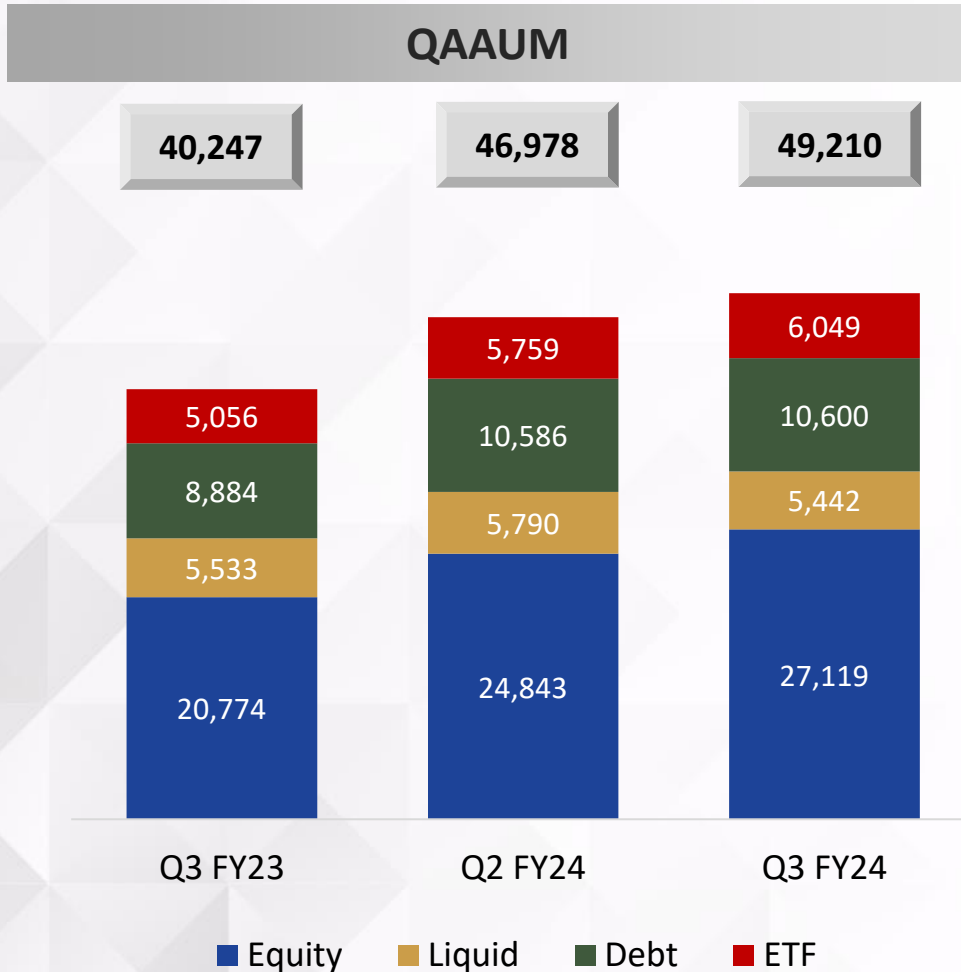
**7.98 mn folios**



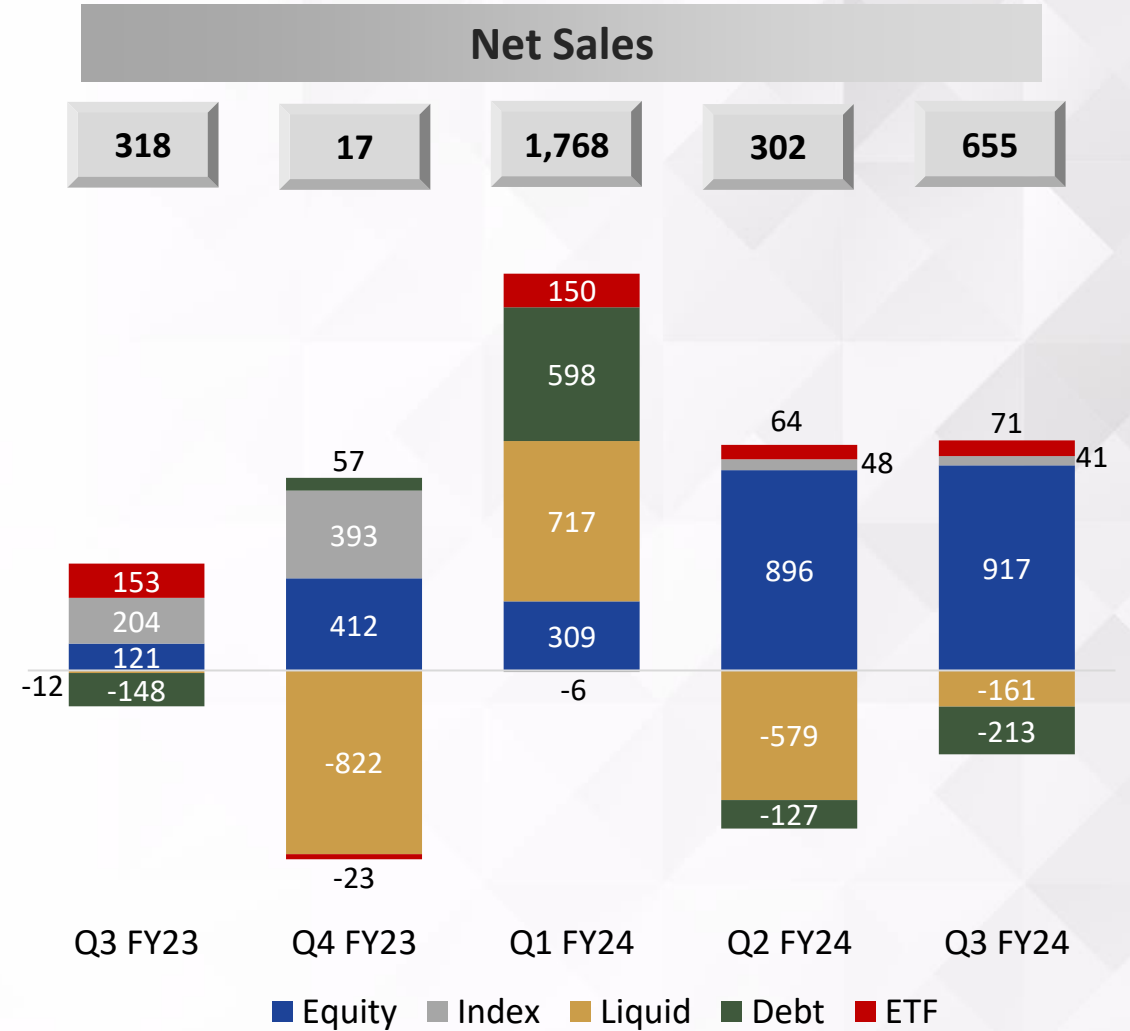
# Industry Overview

# Industry QAAUM & Net Sales Trend

(INR Billion unless otherwise stated)



**Industry AUM witnessed Q-o-Q growth of 5% in Q3 FY24**



**Industry witnessed strong equity inflows in Q3 FY24**

# Industry AAUM - Individual & B30

(INR Billion unless otherwise stated)

## Individual MAAUM

## B30 MAAUM

Individual  
Mix

B-30 Mix

57.8 %

58.8 %

60.1 %

17.1%

17.5 %

17.8 %

40,762

47,790

51,091

40,762

47,790

51,091

17,204

19,687

20,388

33,801

39,406

42,014

23,558

28,103

30,703

6,961

8,384

9,077

Dec-22

Sep-23

Dec-23

Dec-22

Sep-23

Dec-23

■ Individual ■ Institutional

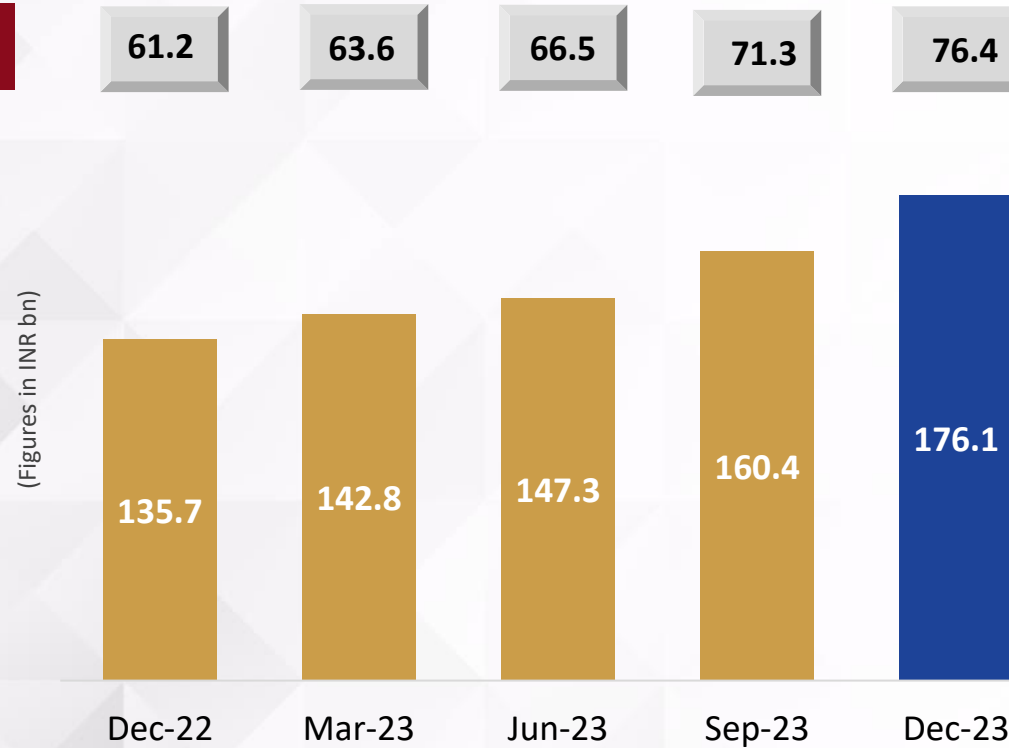
■ B30 ■ T30

**Industry Individual MAAUM mix increased  
from 58.8% in Sep-23 to 60.1% in Dec-23**

**Industry B30 MAAUM mix increased  
from 17.5% in Sep-23 to 17.8% in Dec-23**

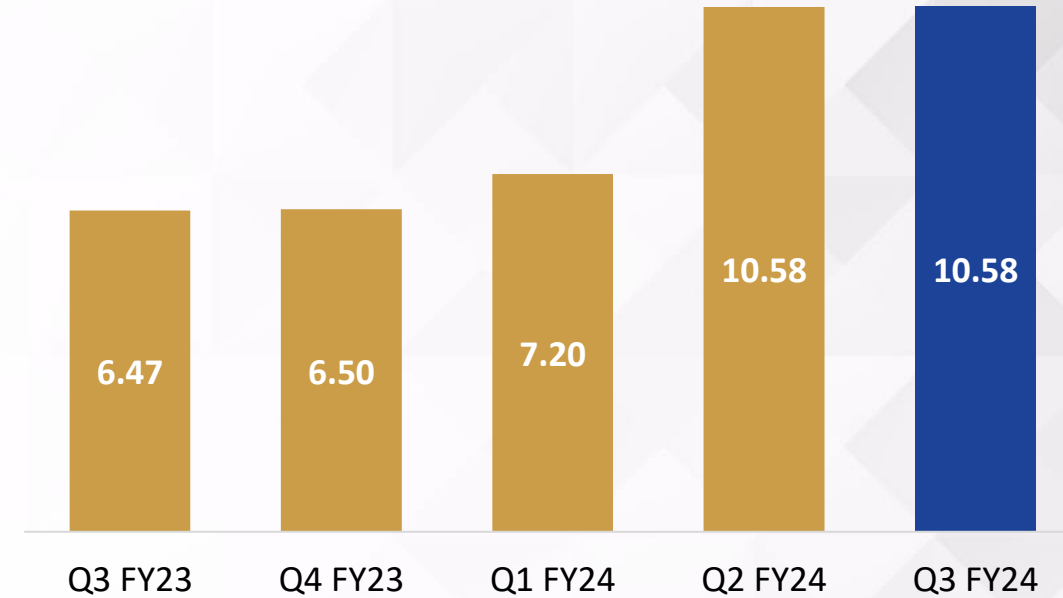
## SIP Flows

Live Count (Mn)



**Industry SIP Flows was at INR 176.1 bn in Dec-23**

## New SIP registrations Count (mn)



**Industry new SIP registrations remained at 10.58 mn in Q3 FY24**





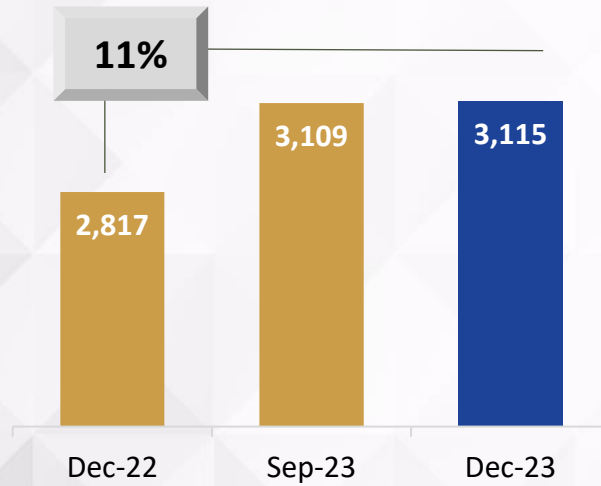
# **ABSLAMC**

## **Performance Overview**

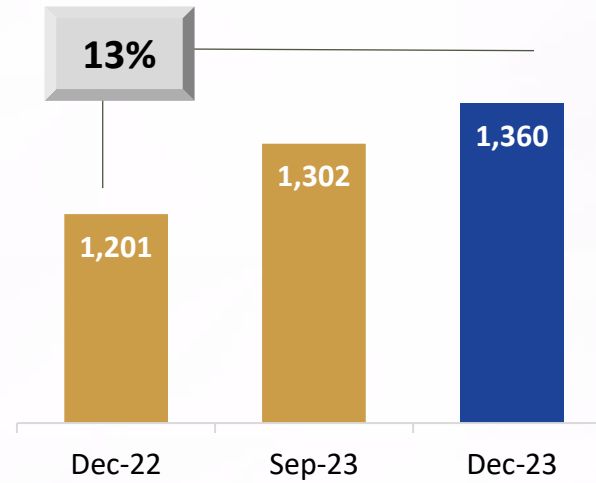
# Performance at a Glance

(INR Billion unless otherwise stated)

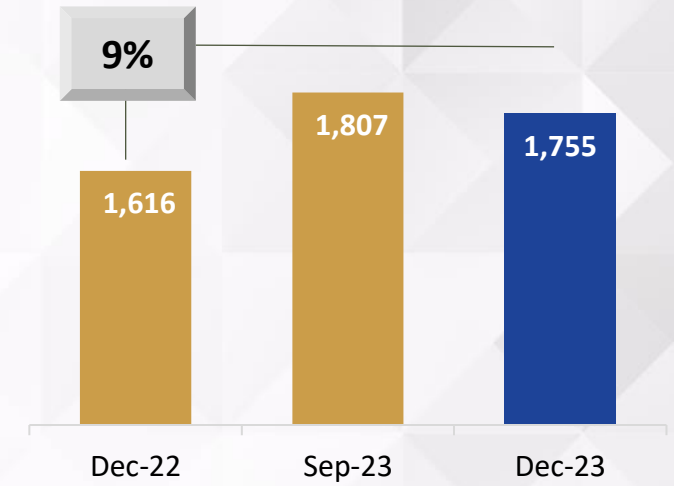
## Mutual Fund QAAUM



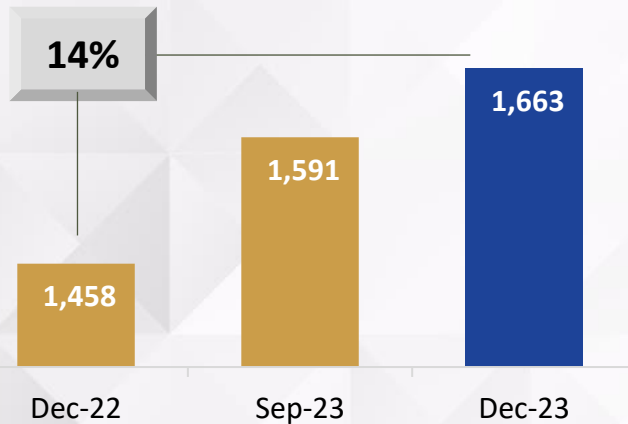
## Equity QAAUM



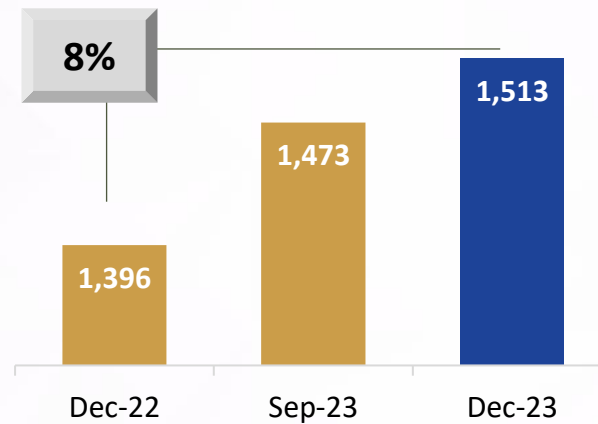
## Fixed Income QAAUM<sup>1</sup>



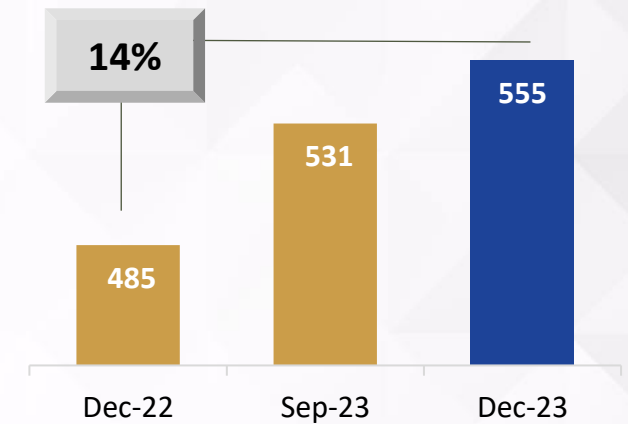
## Individual MAAUM



## Institutional MAAUM



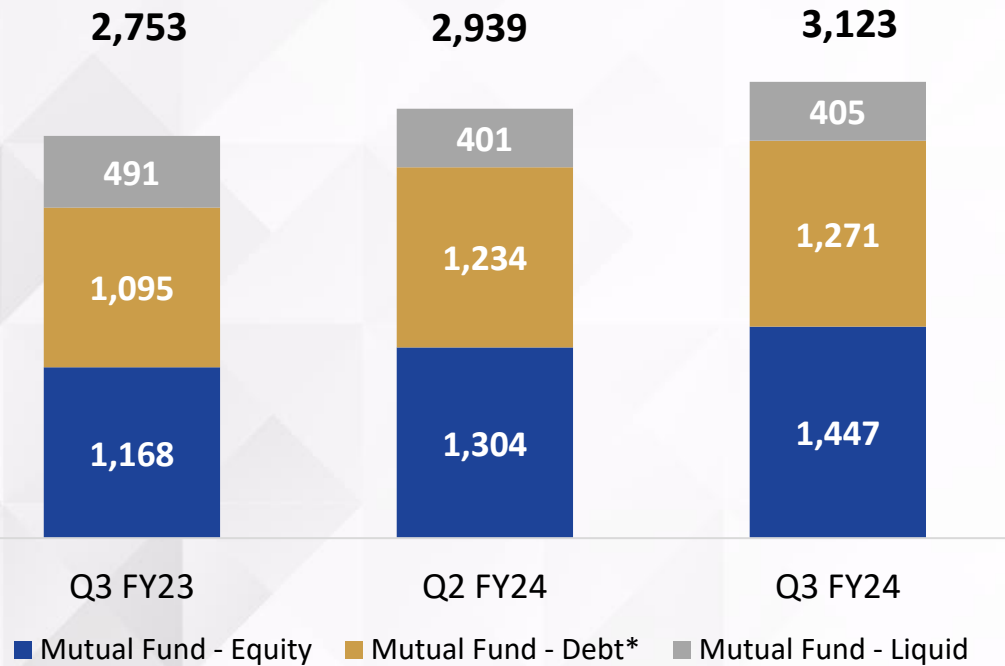
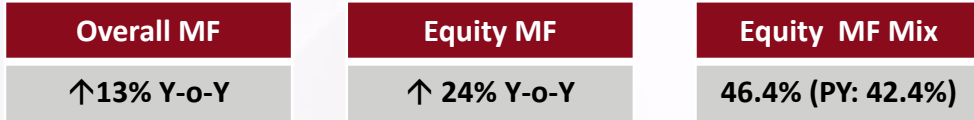
## B-30 MAAUM



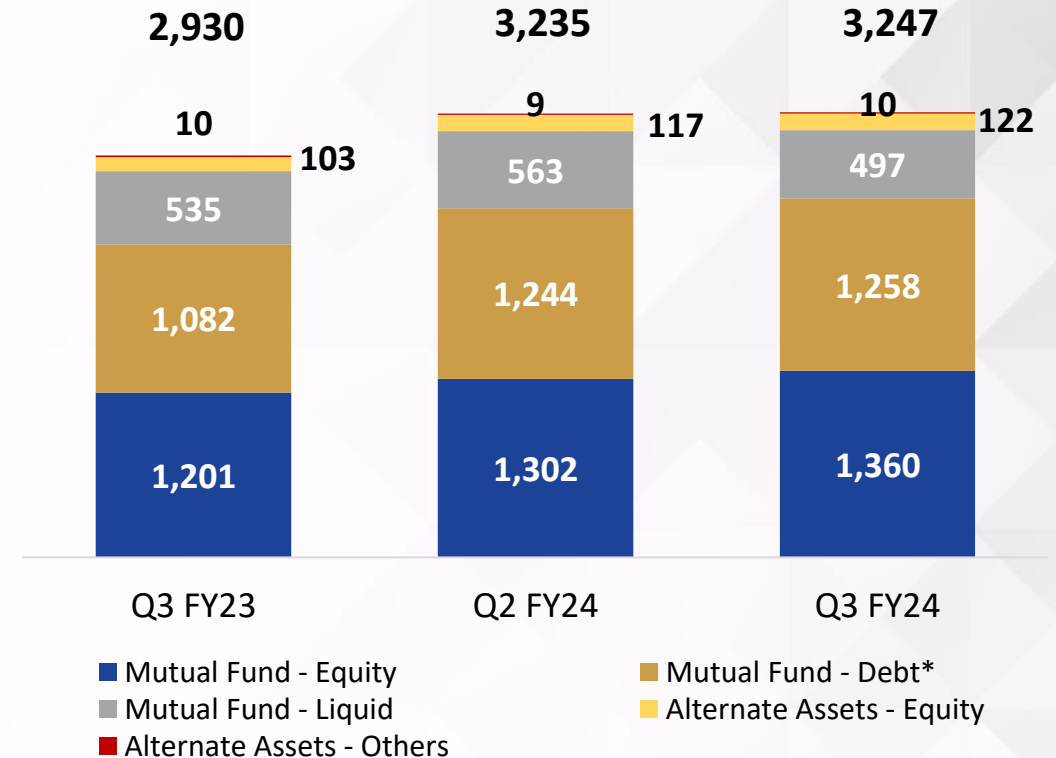
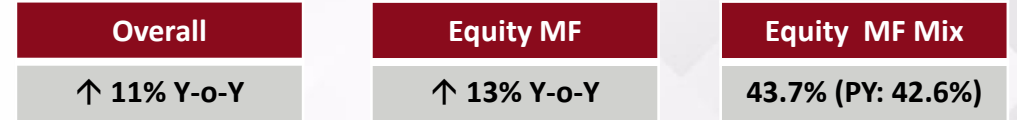
<sup>1</sup> Fixed Income QAAUM include ETF

(INR Billion unless otherwise stated)

## Mutual Fund Closing Assets under Management



## Total Quarterly Average Assets under Management



\*Mutual Fund-Debt include ETF

Strong retail franchise with **7.98 mn** folios (as on Dec 31, 2023)

Dec-23 unless stated otherwise



Size

Equity  
QAAUM



INR 1,360 bn

Individual  
MAAUM



INR 1,663 bn

B-30  
MAAUM



INR 555 bn



Growth

Q3 FY21

INR 875 Bn

↑ 15.8%

Q3 FY24

INR 1,360 Bn

Dec-2020

INR 1,226 Bn

↑ 10.7%

Dec-2023

INR 1,663 Bn

Dec-2020

INR 425 Bn

↑ 9.3%

Dec-2023

INR 555 Bn



Contribution  
to AUM

34.3%

↑ 9.4%

43.7%

46.5%

↑ 5.9%

52.4%

16.1%

↑ 1.4%

17.5%

Higher share of SIPs generates consistent inflows across market cycles

## Building sustainable SIP Flows

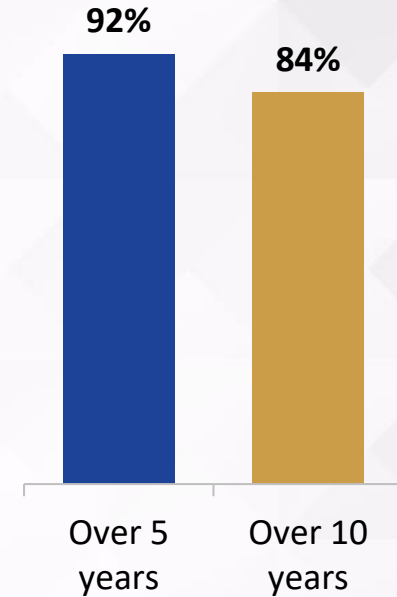
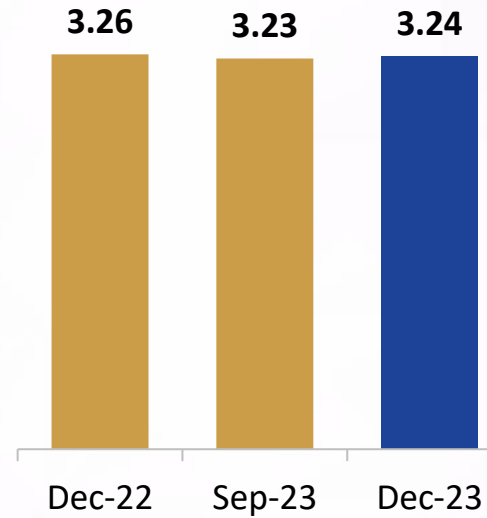
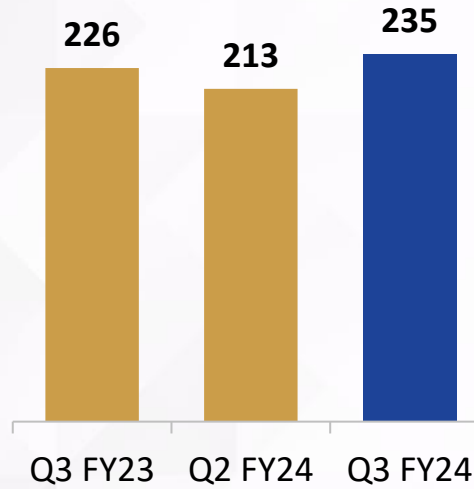
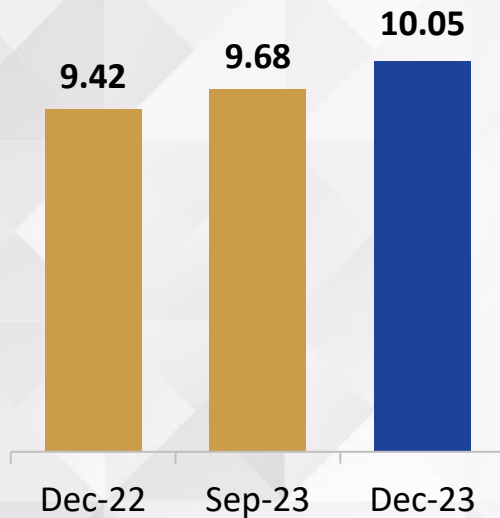
## Long Tenure SIP Book<sup>2</sup>

SIP<sup>1</sup> Flows (in INR bn)

New SIP<sup>1</sup> Registrations  
Count ('000)

Number of Live  
Outstanding SIPs<sup>1</sup> (mn)

% Count of  
Total SIPs



<sup>1</sup> Includes STP ; <sup>2</sup> Based on tenure at the time of registration of all live SIPs as on Dec 31, 2023

# Pan India Distribution Network

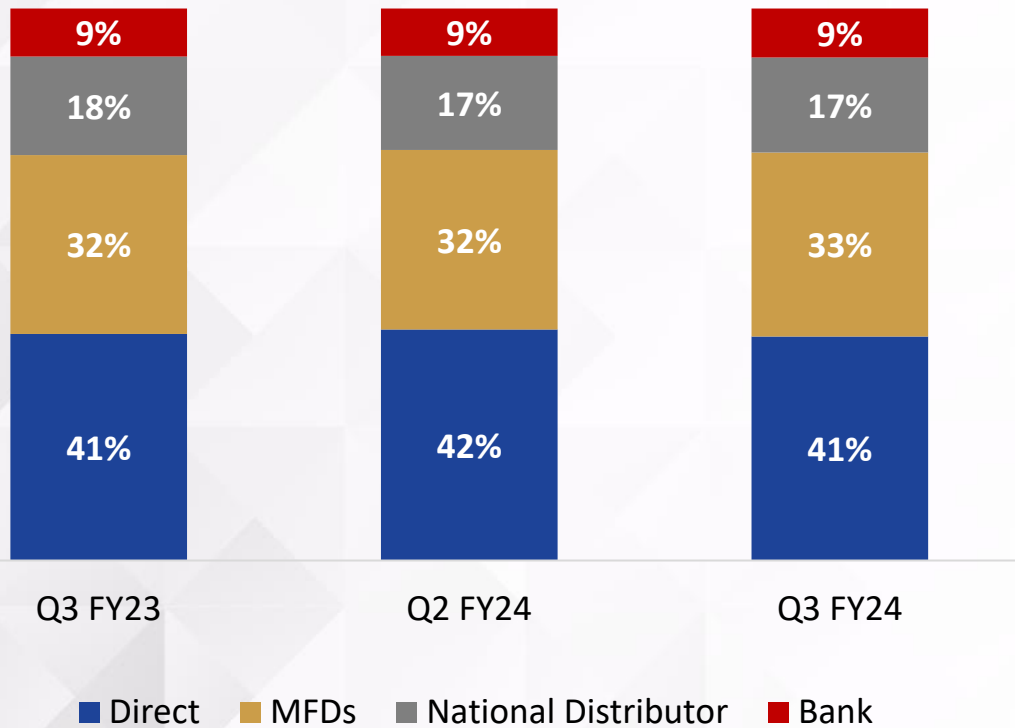
One of the largest empaneled distributor base

Servicing Investors across 19,000+ Pan-India pin codes

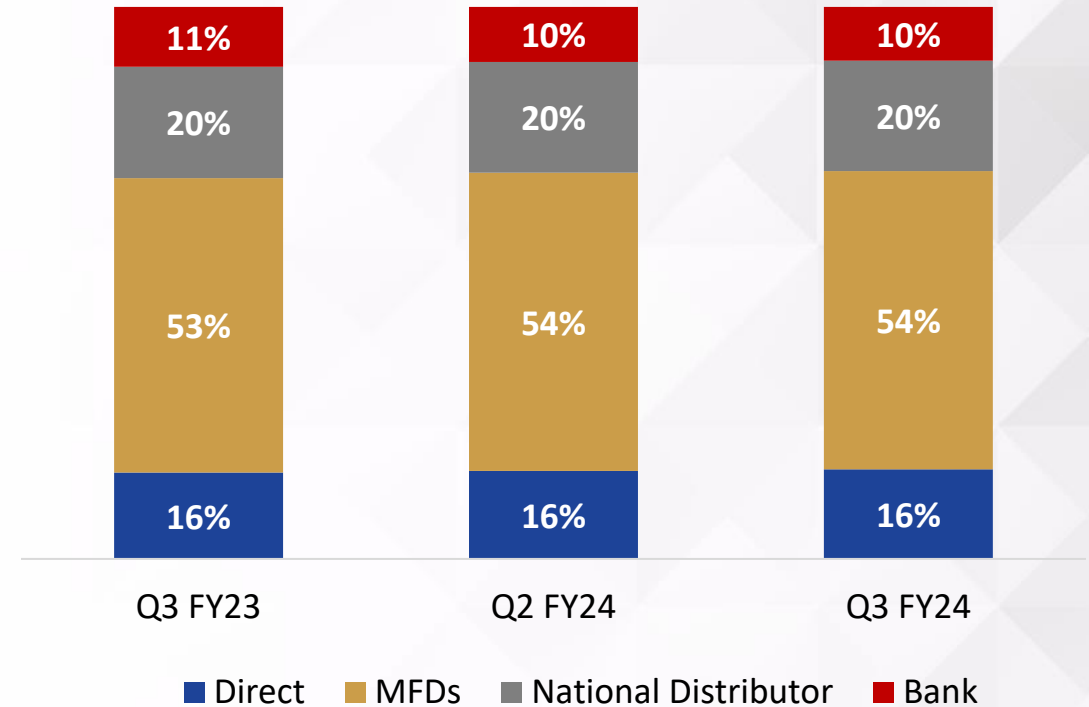


Of 290+ locations, over 80% are in B-30 cities

## Overall Asset Sourcing Mix<sup>1</sup>







## Broad-based sourcing of Equity Assets



**Continue to expand distributor base and empaneled 6,500 + new MFDs in 9M FY24**

<sup>1</sup> Excludes ETF

## A lean model to expand into deeper markets

	<b>Emerging Markets</b>	<b>85 + EM locations</b>	<ul style="list-style-type: none"> <li>• Aim to tap into potential rural and emerging markets at an early stage to build early growth</li> <li>• Deepening product awareness through continuous engagement drives for investors and distributors</li> </ul>
	<b>Virtual Relationship Manager</b>	<b>2800 + Distributors Activated<sup>1</sup></b>	<ul style="list-style-type: none"> <li>• Improve new distributor experience through virtual assistance and guidance with primary focus on increasing activations, SIPs and gross sales.</li> <li>• Upgrade MFDs to high potential business partners and transfer them to Retail Sales</li> </ul>
	<b>Service to Sales</b>	<b>~ 240 Dedicated Service Persons</b>	<ul style="list-style-type: none"> <li>• Service RMs engage effectively with investors and facilitate their investment decision</li> <li>• Identify opportunities for win back, retention and upsell</li> </ul>
	<b>Sampark</b>	<b>6,500 + Distributor Empaneled<sup>1</sup></b>	<ul style="list-style-type: none"> <li>• Our distribution expansion initiative in empaneling and welcoming new distributors</li> <li>• A comprehensive distributor engagement plan is implemented, encompassing empanelment, activation, digital transactions, education, and marketing communication</li> </ul>



# Building our Passives Business

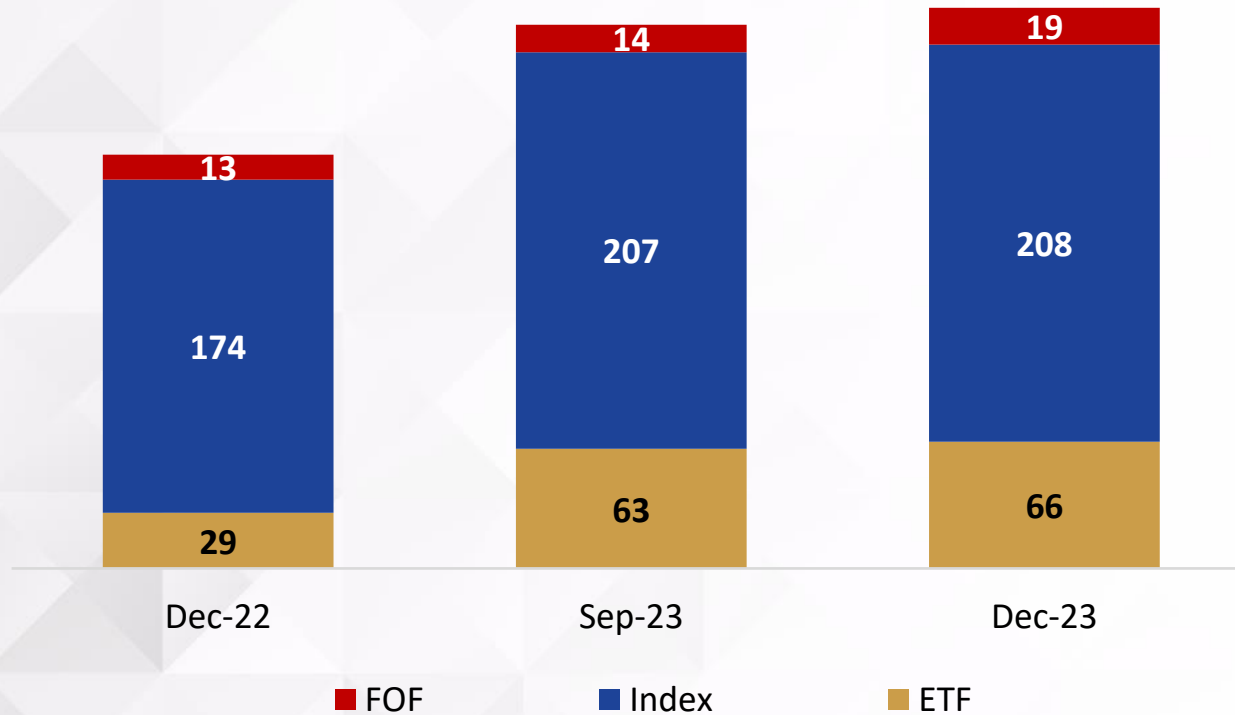
## Passive AUM<sup>1</sup>

AUM INR bn->

216

284

293



<sup>1</sup> Closing AUM for ETFs, FoFs & Index Funds ; <sup>2</sup> Since Dec-2022



## PMS / AIF

QAAUM  
INR 26.71 bn

Fund raising underway

**ABSL India Special Opportunities Fund  
(CAT III AIF)**

PRODUCT IN PIPELINE

**ABSL Structured Opportunities Fund  
(CAT II AIF)**



## Real Estate

QAAUM  
INR 5.77 bn

**Aditya Birla Real Estate Credit  
Opportunities Fund  
(Cat II AIF)**

- *Deployment of three investments concluded*
- *One more deal in pipeline*

PRODUCT IN PIPELINE

**Real Estate Credit AIF  
(CAT II AIF)**



## Offshore

QAAUM  
INR 98.94 bn

Fund raising underway

**“ABSL Global Emerging Market Equity  
Fund (IFSC)”**

Cat II AIF (Global Equity FoF AIF)  
domiciled in GIFT City and feeding into  
**“ARGA Emerging Market Equity Fund”**

**ABSL Index Linked Fund (IFSC)  
(CAT III AIF )**

Investing in **METYS Index Linked Notes**  
issued by HSBC Bank Plc



## Maximizing Omni-Channel Capabilities

### Customer Journey

- Launched Sampoorna SIP across Investor and Distributor platforms
- Launched Digital NRI KYC for investing in mutual funds in India



### Integration

- API for *Sampoorna SIP* and Turbo STP for Distribution Partners.
- 3-click folio creation for ease of customer on boarding



### Data & Analytics

- Propensity Modelling & Customer Persona based tools for Investors and Partners
- Intuitive Dashboard and Customer Portfolio



### Automation

- AI-ML based campaign journeys for next best conversations
- Hyper-segmented communication based on Investor behavior and profile



### Cutting Edge Investment Tools

- Cutting-edge tool investment tool providing real-time market data, breaking news, comprehensive research, and robust analytics

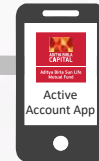
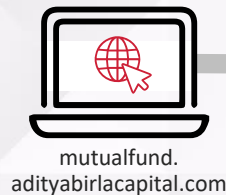


### Business Applications

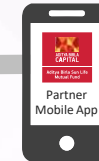
- Introduced 'One Campaign' for VRM, streamlining distributor servicing through single contact number for enhanced connectivity.
- Revamped pre-login portal product pages with an improved UI/UX



## Investor Assets



## Partner Assets



Aim to educate existing and next generation of investors and distributors

Reached **10,71,000+** people through conducting over **14,650** training sessions<sup>1</sup>

## SAMRIDDI MAGAZINE



**5.3 million+** passengers across 26 routes<sup>1</sup>  
Generated **5,00,000+** views on website

## INVESTORS HANGOUTS PROGRAM



**107K** active users<sup>1</sup> and over  
**12 million** YouTube viewers<sup>1</sup>

## FIRST FINANCIAL LESSONS AND FIRST PAY CHEQUE



Partnered with  
**23** universities in association with NISM<sup>2</sup>  
Reached over **44,650** students<sup>1</sup>

## FOR HER - FINANCIAL EDUCATION



Customized engagements and workshops to  
**create women investors and MFDs**  
**8.02 Million**  
Social Media Impressions<sup>1</sup>

## NIVESH MAHAKUMBH PROGRAM



Viewership of **10,73,000+**

## NIPUN LEARNING ACADEMY



**Offer customized training modules**  
and workshops to our channel partners





# Financial Performance

## Statement of Profit & Loss Account

(INR million unless otherwise stated)

Particulars	Quarter ending			Change	
	Dec-23	Sep-23	Dec-22	Q-o-Q	Y-o-Y
<b>Revenue from Operations</b>	<b>3,415</b>	<b>3,350</b>	<b>3,140</b>	<b>2%</b>	<b>9%</b>
Employee Benefits Expense	794	798	702	-1%	13%
Fees and Commission Expense	87	82	67	6%	30%
Depreciation and Amortization	88	91	86	-4%	2%
Other Expenses <sup>1</sup>	606	567	550	7%	10%
<b>Total Expenses</b>	<b>1,575</b>	<b>1,539</b>	<b>1,405</b>	<b>2%</b>	<b>12%</b>
<b>Operating Profit</b>	<b>1,840</b>	<b>1,811</b>	<b>1,736</b>	<b>2%</b>	<b>6%</b>
Other Income	795	557	491	43%	62%
<b>Profit Before Tax</b>	<b>2,635</b>	<b>2,368</b>	<b>2,227</b>	<b>11%</b>	<b>18%</b>
Tax Expense	542	587	564	-8%	-4%
<b>Net Income</b>	<b>2,093</b>	<b>1,781</b>	<b>1,663</b>	<b>18%</b>	<b>26%</b>

<sup>1</sup> Includes Finance Cost

## Statement of Profit & Loss Account

(INR million unless otherwise stated)

Particulars	Nine months ending		Change
	Dec-23	Dec-22	Y-o-Y
<b>Revenue from Operations</b>	<b>9,876</b>	<b>9,296</b>	<b>6%</b>
Employee Benefits Expense	2,366	2,060	15%
Fees and Commission Expense	251	154	63%
Depreciation and Amortization	246	259	-5%
Other Expenses <sup>1</sup>	1,737	1,642	6%
<b>Total Expenses</b>	<b>4,600</b>	<b>4,116</b>	<b>12%</b>
<b>Operating Profit</b>	<b>5,277</b>	<b>5,180</b>	<b>2%</b>
Other Income	2,129	949	124%
<b>Profit Before Tax</b>	<b>7,406</b>	<b>6,129</b>	<b>21%</b>
Tax Expense	1,686	1,521	11%
<b>Net Income</b>	<b>5,720</b>	<b>4,608</b>	<b>24%</b>

<sup>1</sup> Includes Finance Cost

## Balance Sheet

(INR million unless otherwise stated)

Particulars	As at	
	31 <sup>st</sup> December 2023	31 <sup>st</sup> March 2023
Share Capital	1,440	1,440
Other Equity	28,125	23,730
<b>Total Equity</b>	<b>29,565</b>	<b>25,170</b>
Financial Liabilities	1,791	1,468
Non-financial Liabilities	1,217	1,243
<b>Total Equity &amp; Liabilities</b>	<b>32,573</b>	<b>27,881</b>
Investments	28,659	23,592
Other Financial Assets	1,384	2,109
Non-financial Assets	2,531	2,180
<b>Total Assets</b>	<b>32,573</b>	<b>27,881</b>



1. The financial results have been prepared in accordance with the recognition and measurement principles laid down in Indian Accounting Standards ('Ind AS'), notified under Section 133 of the Companies Act, 2013 read with Companies (Indian Accounting Standards) Rules, 2015, as amended from time to time, and other accounting principles generally accepted in India.
2. The Group is in the business of providing asset management services to Aditya Birla Sun Life Mutual Fund and portfolio management & advisory services to clients. The primary segment is identified as asset management services. As such, the Group's financial results are largely reflective of the asset management business and accordingly there are no separate reportable segments as per Ind AS 108 - Operating Segment.
3. The Company, during the quarter ended 31st December, 2023 has allotted 12,602 Equity Shares face value ₹ 5 each, fully paid up, on exercise of options by eligible grantees, in accordance with the Employee Stock Option Schemes approved by the Company.
4. During the period ended December 31, 2023, the Company has paid a final dividend Rs. 5.25 per equity share (face value of Rs. 5 each) for the year ended March 31, 2023 as approved by its shareholders at the Annual General Meeting held on 11th August, 2023.
5. Previous period's / year's figures have been regrouped/reclassified wherever necessary to correspond with the current period's classification / disclosure.
6. The above results have been reviewed by the Audit Committee and approved by the Board of Directors of the Company, at their meeting held on January 29, 2024. The results have been subjected to limited review by the statutory auditors of the Company.

# Annexure



**Vishakha Mulye**  
Non-Executive Director



**A. Balasubramanian**  
Managing Director & CEO



**Sandeep Asthana**  
Non-Executive Director



**Amrit Kanwal**  
Non-Executive Director



**Navin Puri**  
Independent Director



**Alka Bharucha**  
Independent Director



**Sunder Rajan Raman**  
Independent Director



**Ramesh Abhishek**  
Independent Director



**Supratim Bandyopadhyaya**  
Independent Director

# Experienced Management Team

Senior management team with us for over 10 years and instrumental in our growth and success



**A Balasubramanian**  
Managing Director and CEO



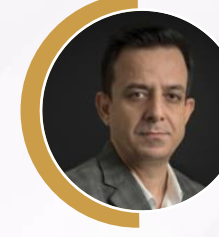
**Mahesh Patil**  
Chief Investment Officer



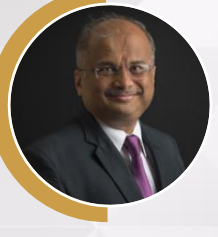
**Bhavdeep Bhatt**  
Head - Retail Sales



**Vikas Mathur**  
Head - Institutional Sales



**Anil Shyam**  
Head - Alternate Business



**Parag Joglekar**  
Chief Financial Officer



**Keerti Gupta**  
Chief Operations Officer



**KS Rao**  
Head - Investor Education  
& Distributor Development



**Hirak  
Bhattacharjee**  
Head - HR, Admin &  
Business Excellence



**Sidharth Damani**  
Head - Business  
Enablement and  
Marketing



**Hari Babu**  
Chief Risk Officer



**Hemanti Wadhwa**  
Chief Compliance Officer



# Thank You

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