

Ref. No.: ABSLAMCL/PS/105/22-23

January 27, 2023

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
Scrip Code: ABSLAMC

Dear Sir/Ma'am,

Sub: Intimation under Regulation 30 SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations") - Investor presentation

Pursuant to Regulation 30 of the SEBI Listing Regulations, please find enclosed a copy of the presentation on the Unaudited Financial Results of the Company for the quarter and nine months ended December 31, 2022 which will be presented to our investors and also posted on our website at <https://mutualfund.adityabirlacapital.com>.

The above is for your information and records.

Thanking you.

Yours faithfully,

For Aditya Birla Sun Life AMC Limited

Hemanti Wadhwa
Company Secretary & Compliance Officer
FCS No- 6477

Encl. As above

Investor Presentation

For Quarter ending December 31, 2022

**Aditya Birla Sun Life
AMC Ltd.**

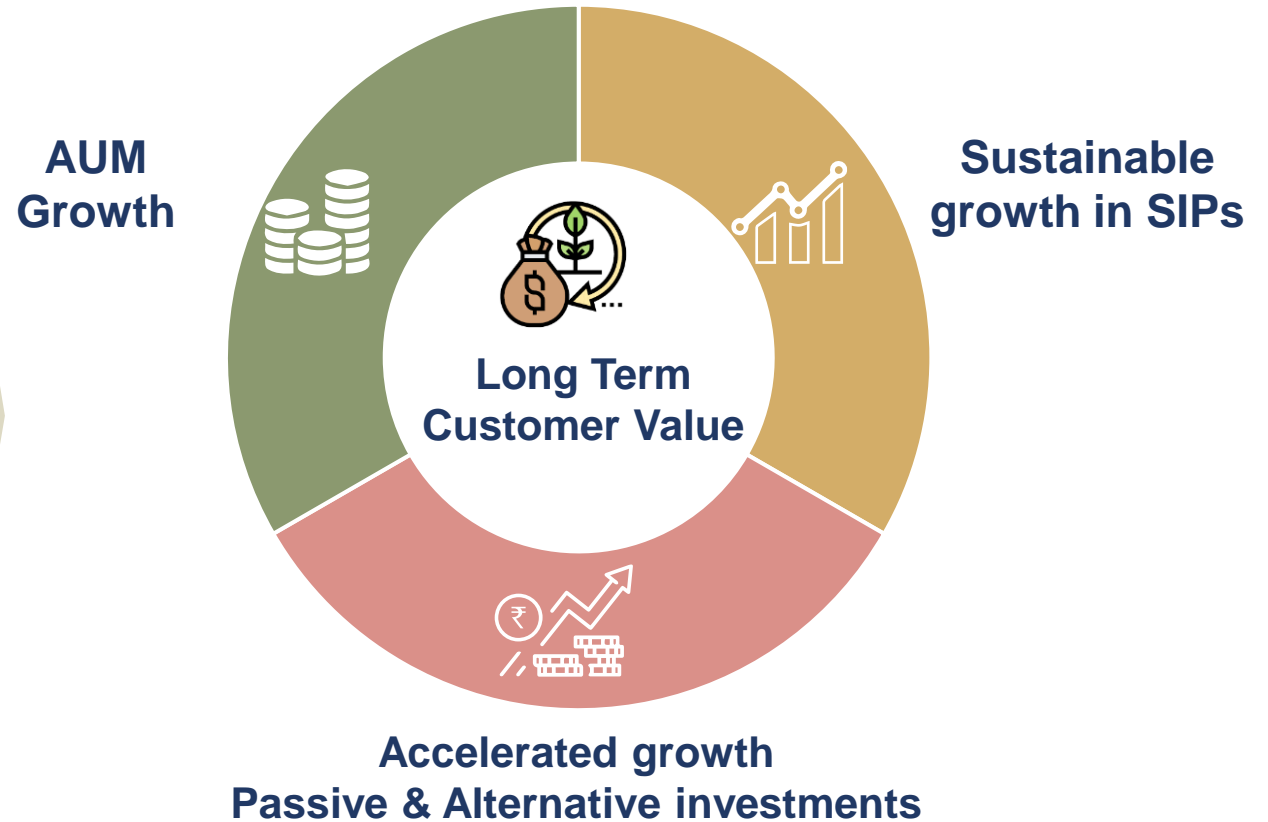
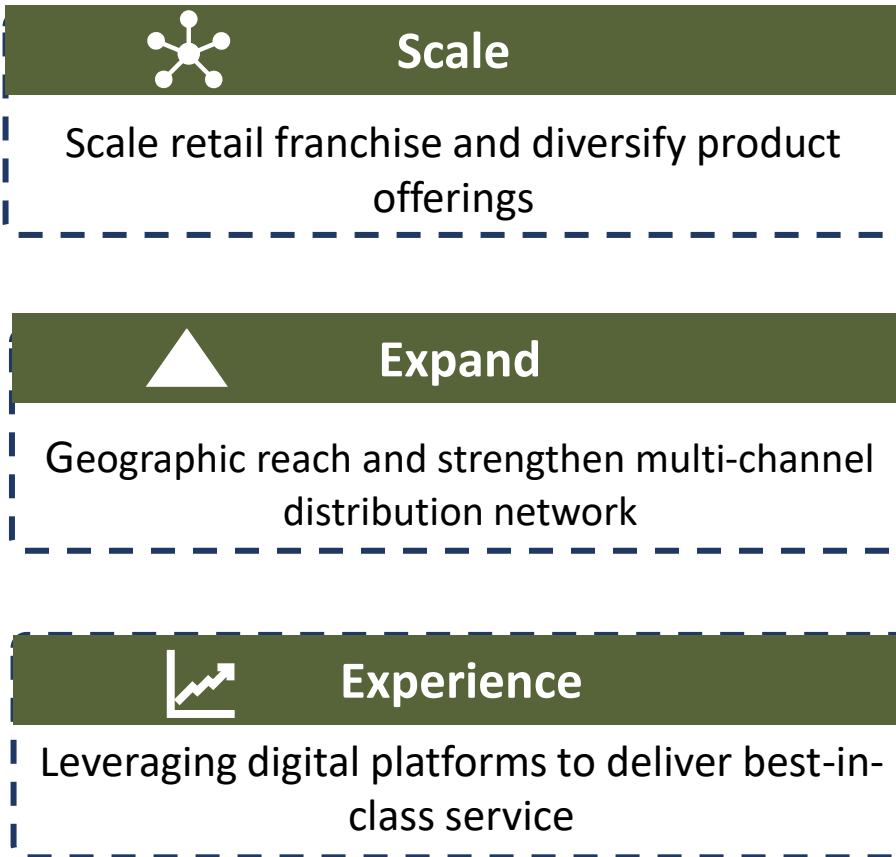
(A part of Aditya Birla Capital Ltd.)



**ADITYA BIRLA
CAPITAL**

Our approach

Delivering growth & transforming business to be 'future ready'



Driven by a strong and robust risk management and governance framework

Key Highlights – Q3 FY23

Scale



**Mutual Fund
QAAUM**

INR 2,817 Billion

Market share¹ 7.9%



**Alternate
Assets AUM²**

INR 113 Billion

1%



**Equity
QAAUM**

INR 1,201 Billion

Market share 5.8%
Mix 42.6%



**Passives
AUM**

INR 216 Billion

28%



Monthly SIP³

INR 9.42 Billion

1%



**Individual
MAAUM**

INR 1,458 Billion

2%



**Folios
Serviced**

8.0 Million

Added ~ 0.1 million
new folios



**B30
MAAUM**

INR 485 Billion

4%



**Revenue from
Operations**

INR 3,140 Million

1%



**Operating
PBT**

INR 1,736 Million

0.4%

Industry Overview

Aditya Birla Sun Life
AMC Ltd.

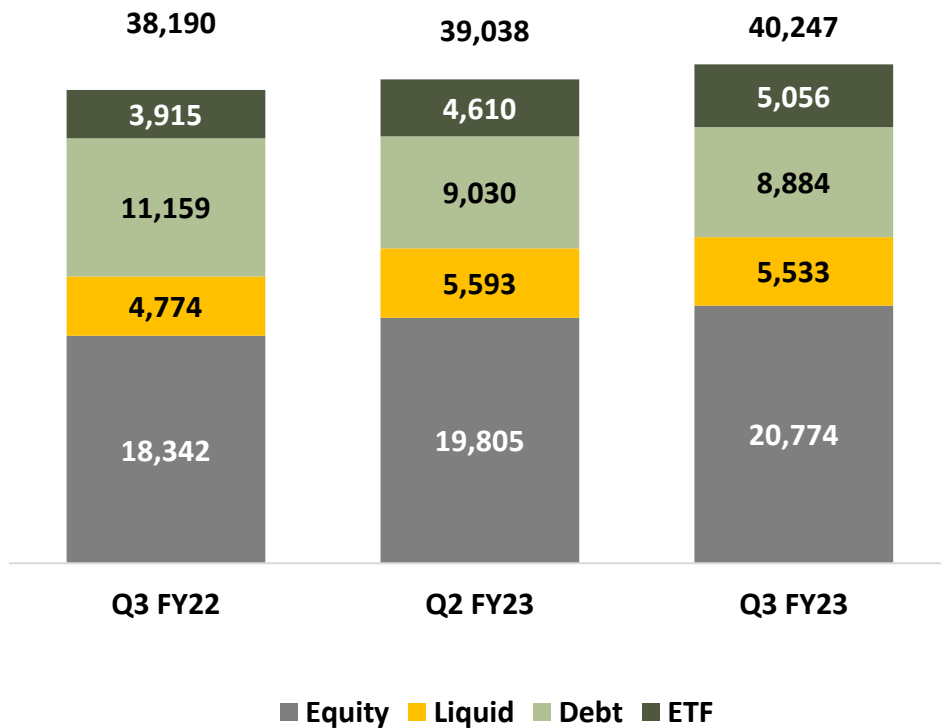
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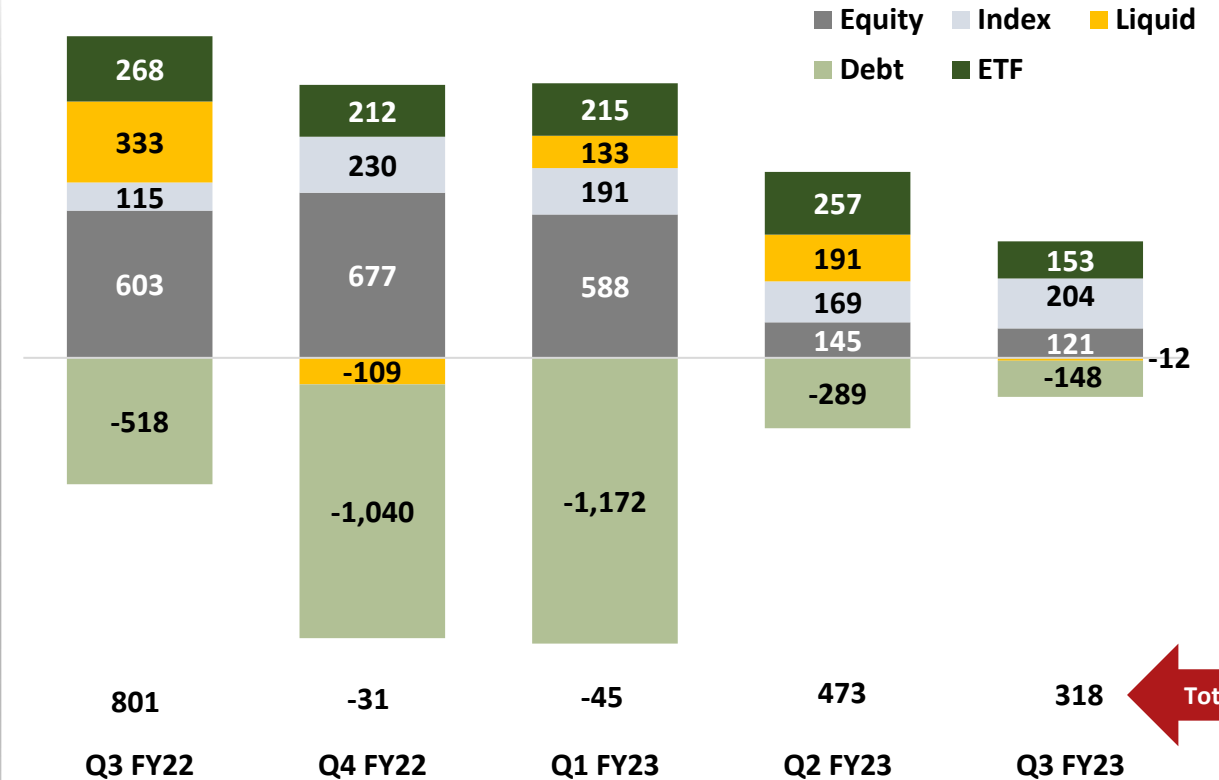
Industry QAAUM & Net Sales Trend

QAAUM



Industry witnessed growth in equity and ETF segment Q3 FY23

Net Sales



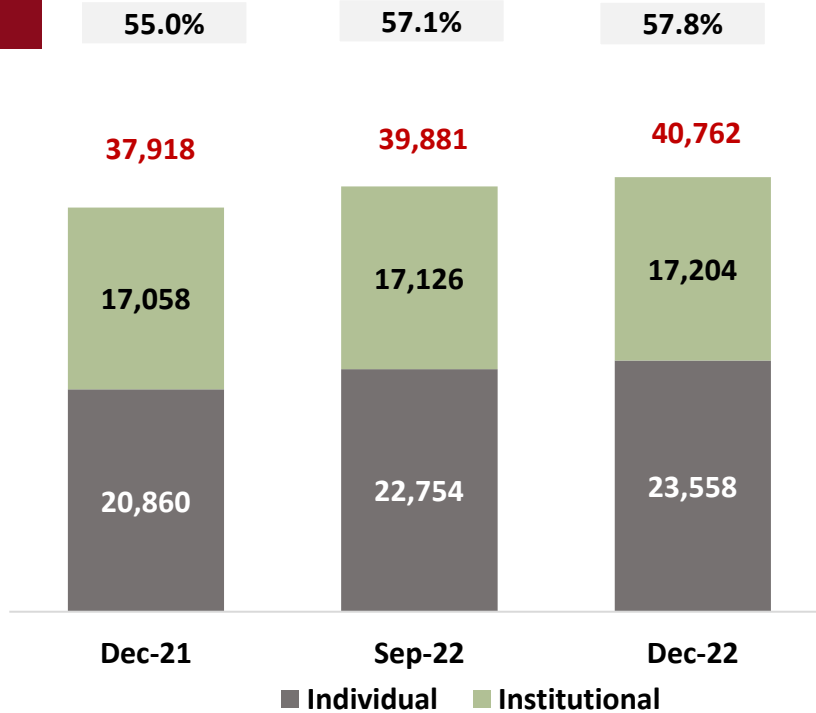
Industry continued to witness outflow in debt funds

Industry AAUM – Individual & B30

(INR Billion unless otherwise stated)

Individual MAAUM

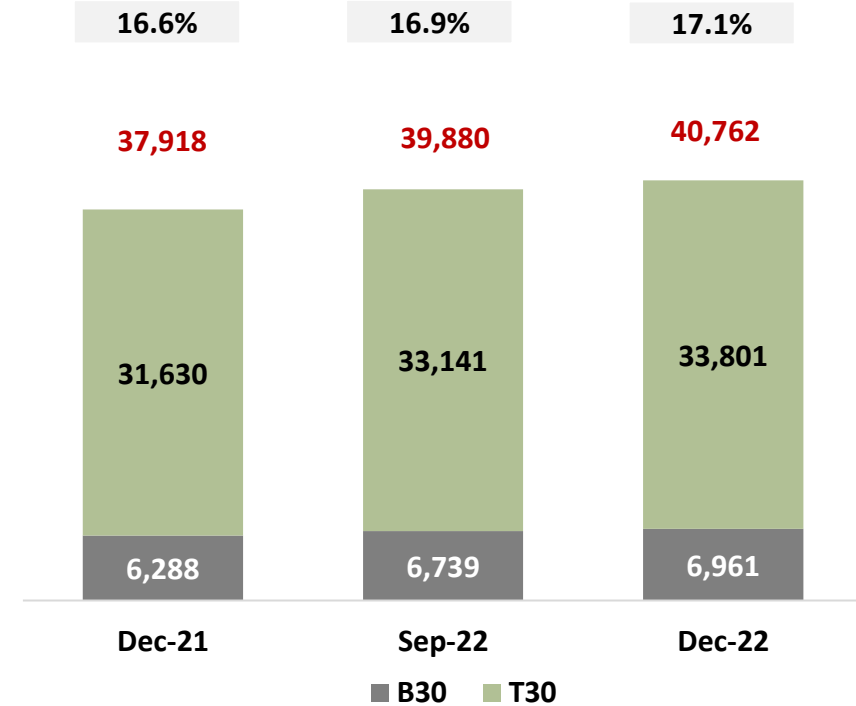
Individual Mix



Industry Individual MAAUM mix has increased from 55.0% to 57.8%

B30 MAAUM

B-30 Mix

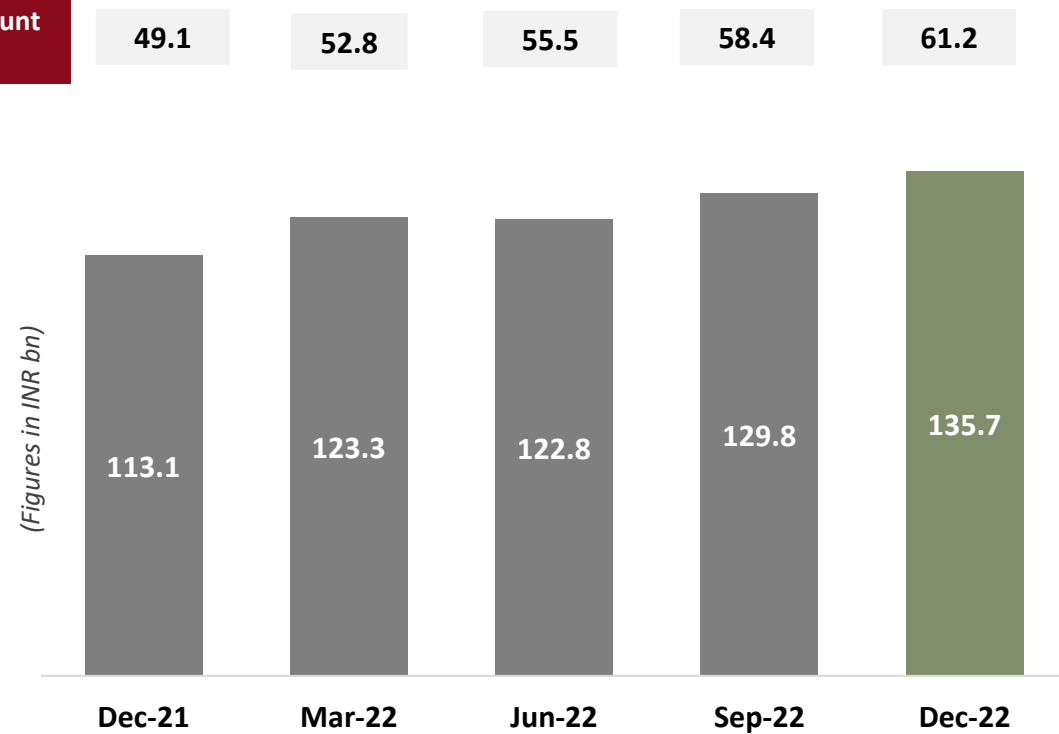


Industry B30 MAAUM has witnessed growth

Industry SIP trend

SIP Contribution

Live Count
(mm)

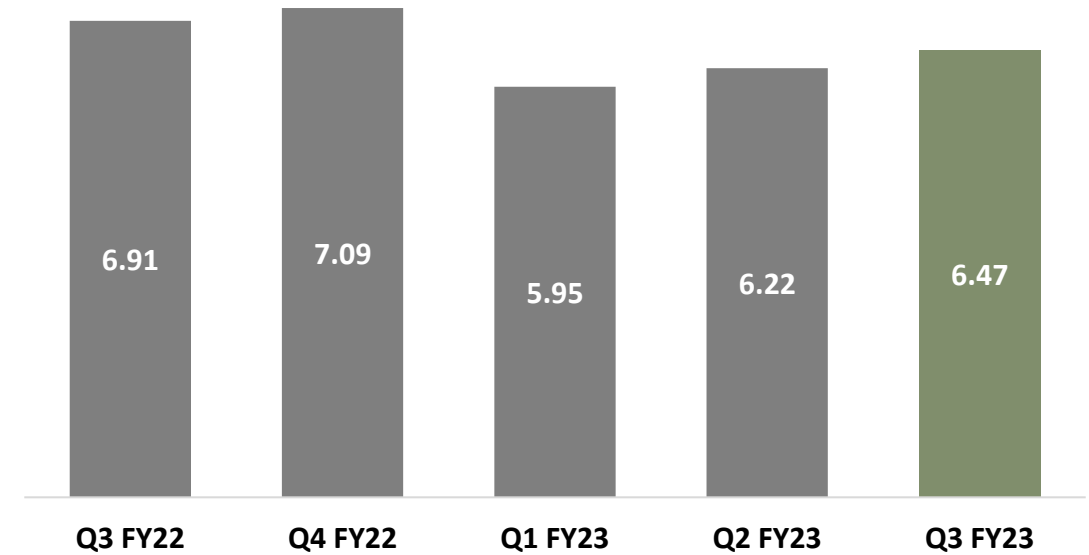


Industry SIP book was at INR 135.7 bn in Dec 2022

Source: AMFI

SIP registrations

New SIP registrations Count (mm)



Industry new SIP registrations has increased marginally as compared to last quarter

ABSLAMC Performance Overview

Aditya Birla Sun Life
AMC Ltd.

(A part of Aditya Birla Capital Ltd.)



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Performance At A Glance

(INR Billion unless otherwise stated)

Particulars	Dec-21	Sep-22	Dec-22	Q-o-Q Change %	Y-o-Y Change %
Mutual Fund QAAUM	2,988	2,826	2,817	-0.3%	-6%
Equity QAAUM	1,220	1,191	1,201	1%	-2%
Fixed Income QAAUM ¹	1,768	1,635	1,616	-1%	-9%
Individual MAAUM	1,414	1,433	1,458	2%	3%
Institutional MAAUM	1,541	1,441	1,396	-3%	-9%
B-30 MAAUM	469	468	485	4%	3%
Monthly SIP Book ²	8.92	9.31	9.42	1%	6%

¹ Fixed Income include ETF

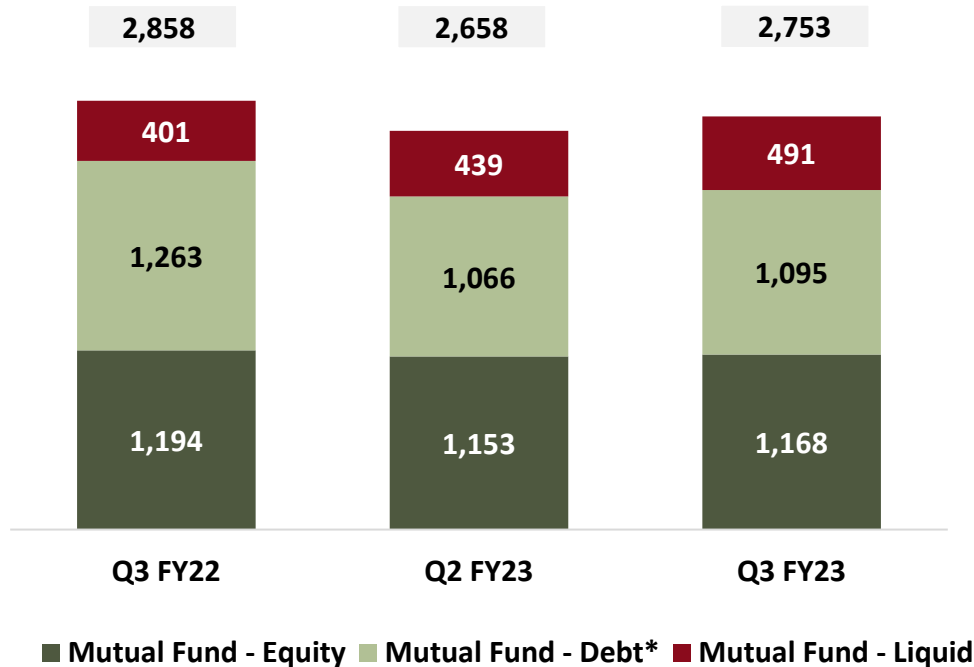
² Includes STP

AUM Highlights

(INR Billion unless otherwise stated)

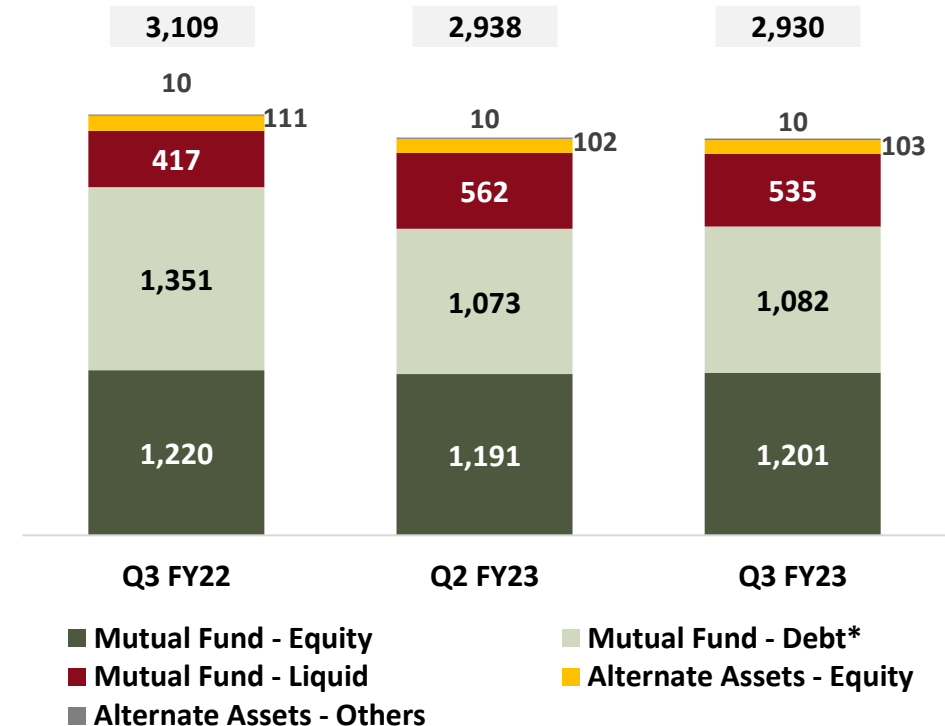
Closing Assets under Management

Overall MF	Equity MF	Equity MF Mix
↑ 4% Q-o-Q	↑ 1% Q-o-Q	42% (PQ: 43%)
↓ 4% Y-o-Y	↓ 2% Y-o-Y	42% (PY: 42%)



Quarterly Average Assets under Management

Overall QAAUM	Equity MF	Equity MF Mix
↓ 0.3% Q-o-Q	↑ 1% Q-o-Q	43% (PQ: 42%)
↓ 6% Y-o-Y	↓ 2% Y-o-Y	43% (PY: 41%)



*Mutual Fund Debt include ETF

Scaling Retail Franchise

Strong retail franchise with **8.01 mm** folios (as on Dec 31, 2022)

Dec-22 unless stated otherwise	Equity QAAUM	Individual MAAUM	B-30 MAAUM
Size	INR 1,201 bn	INR 1,458 bn	INR 485 bn
Growth	<p><u>QAAUM Growth</u></p> <p>Q3 FY20: INR 922 Bn → Q3 FY23: INR 1,201 Bn (↑9.2%)</p>	<p><u>MAAUM Growth</u></p> <p>Dec-2019: INR 1,237 Bn → Dec-2022: INR 1,458 Bn (↑5.6%)</p>	<p><u>MAAUM Growth</u></p> <p>Dec-2019: INR 374 Bn → Dec-2022: INR 485 Bn (↑9.0%)</p>
Contribution to AUM	36.9% → 42.6% (↑5.7%)	49.3% → 51.1% (↑1.8%)	14.9% → 17.0% (↑2.1%)

Focus on Growing SIP Book

Higher share of SIPs creates consistency in inflows through market cycles

Building sustainable SIP Book¹

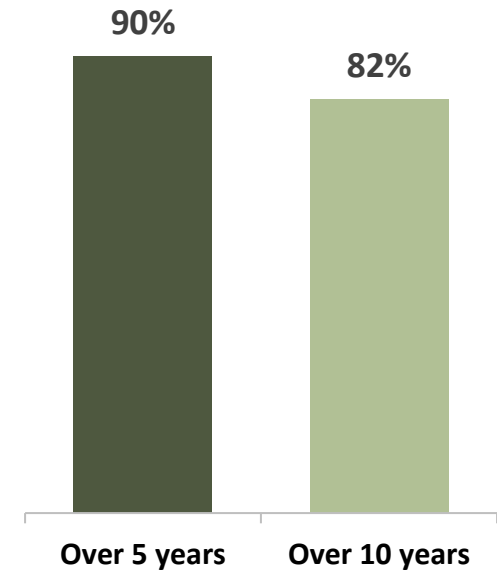
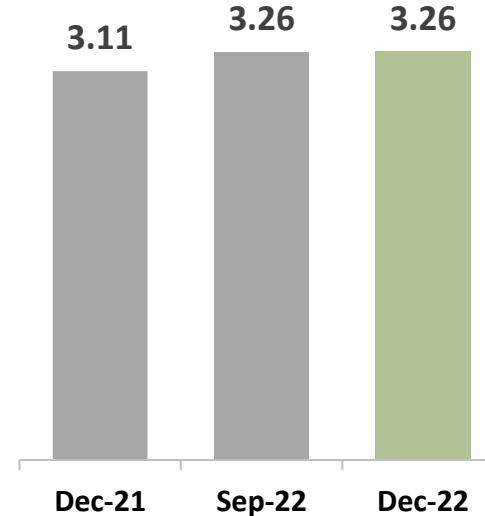
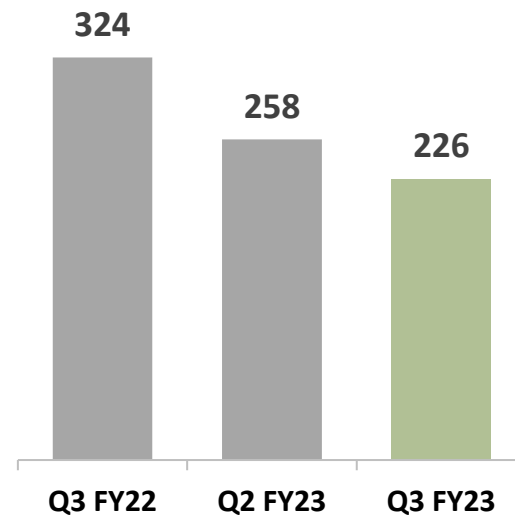
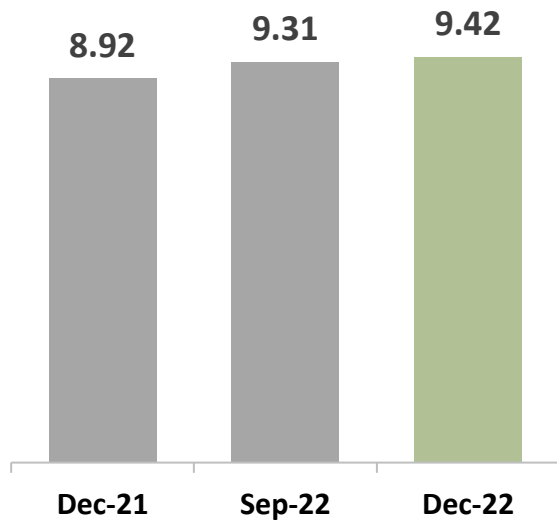
Long Tenure SIP Book²

SIP Book in INR (bn)

Quarterly New SIP registrations
Count('000)

of Live Outstanding SIPs (mm)

% Count of Total SIPs
(Dec-22)



¹ Includes STP

² Based on tenure at the time of registration of all live SIPs as on Dec 31, 2022

Pan India Distribution Network

One of the largest empaneled distributor base

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

290+
Locations



80+
Banks



85+
Emerging Market
Locations



270+
National Distributors



70,000+
MFDs



80+
Digital Partners

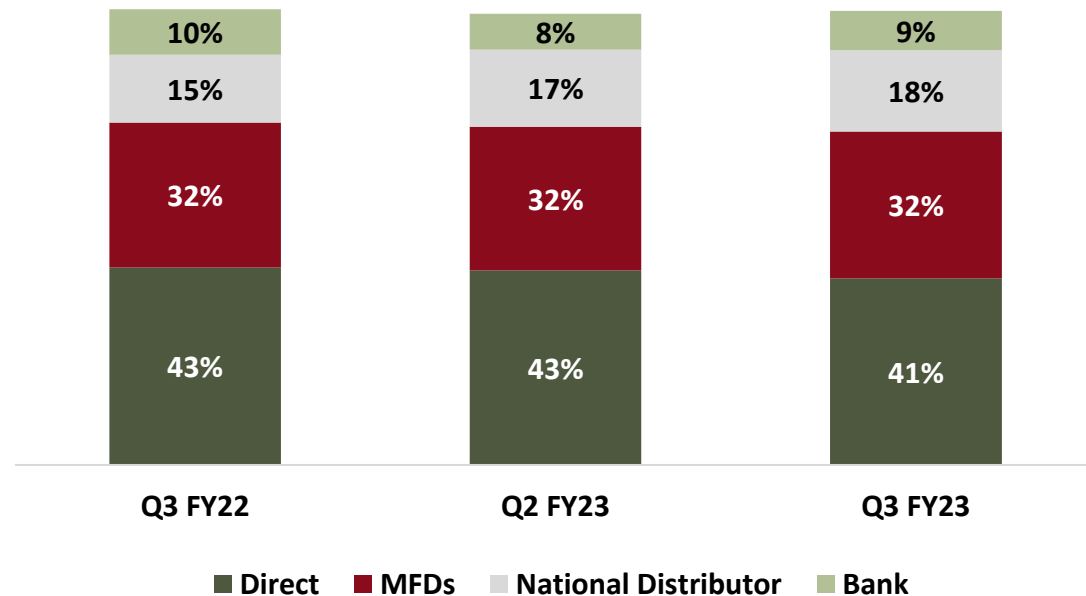


B-30 Markets

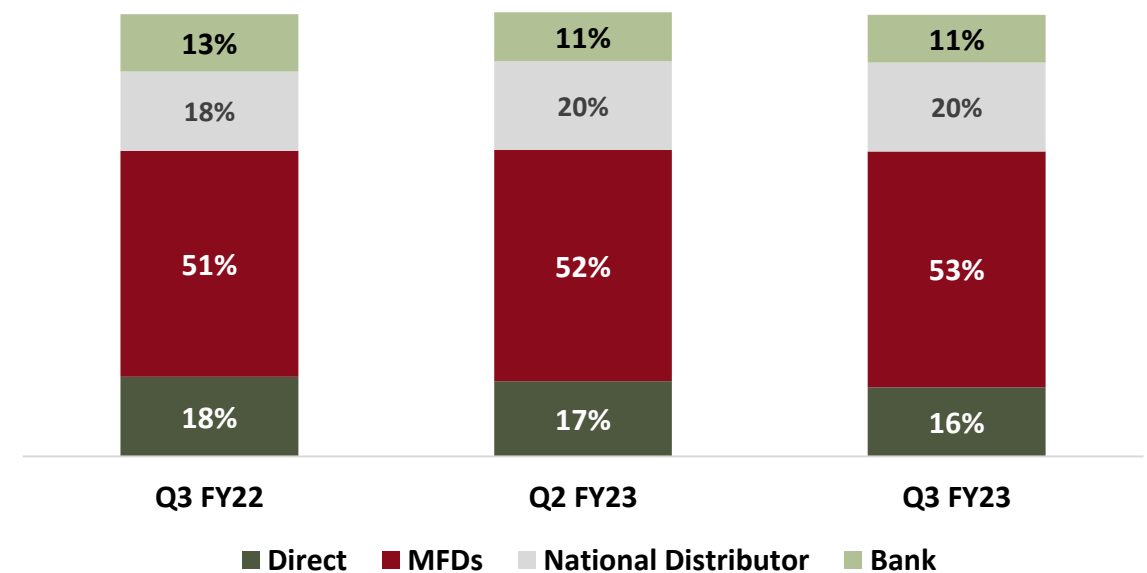
Of 290+ locations, **over 82%** are in **B-30 cities**

Multi-Channel Distribution Network

Overall Asset Sourcing Mix¹



Broad based distribution sourcing of Equity Assets



Continue to expand distributor base and empaneled 6500 + new MFDs in 9M FY23

¹ Excludes ETF

Multi-Channel Distribution Network Strategy

A lean model to expand into deeper markets

Emerging Markets



85 +
EM locations

Aim to tap into potential rural markets at an early stage, enabling us to achieve growth in these regions

70+ EM locations converted into branches since initiation

Increasing traction through various initiatives like investor education programs and distributor engagement and training

Virtual Relationship Manager



2200 +
Distributors Activated¹

VRMs Responsible for MFD activation and sales via SIP and Lumpsum mode.

VRMs transforming into an active sales team by providing efficient and effective engagement via call and face to face interactions.

VRMs are regional point of sales serving in 14 languages and across **16 touch points** across India.

Service to Sales



~ 230
Dedicated Service Persons

Service remains a focus to build **deeper engagement and loyalty with investors**

Service RMs engage effectively with investors and facilitate their investment decision

Identify opportunities for **win back, retention and upsell**

Sampark



6500 +
Distributor Empaneled¹

Our Distribution expansion initiative in empaneling and welcoming new distributors

End-to-End digitally enabled distributor empanelment journey via SMS

6-month tailor-made engagement program covering sales training, learning and development

Building our Passives Business

4x

Growth in Passives¹



~4,75,000

Investor Folios Served

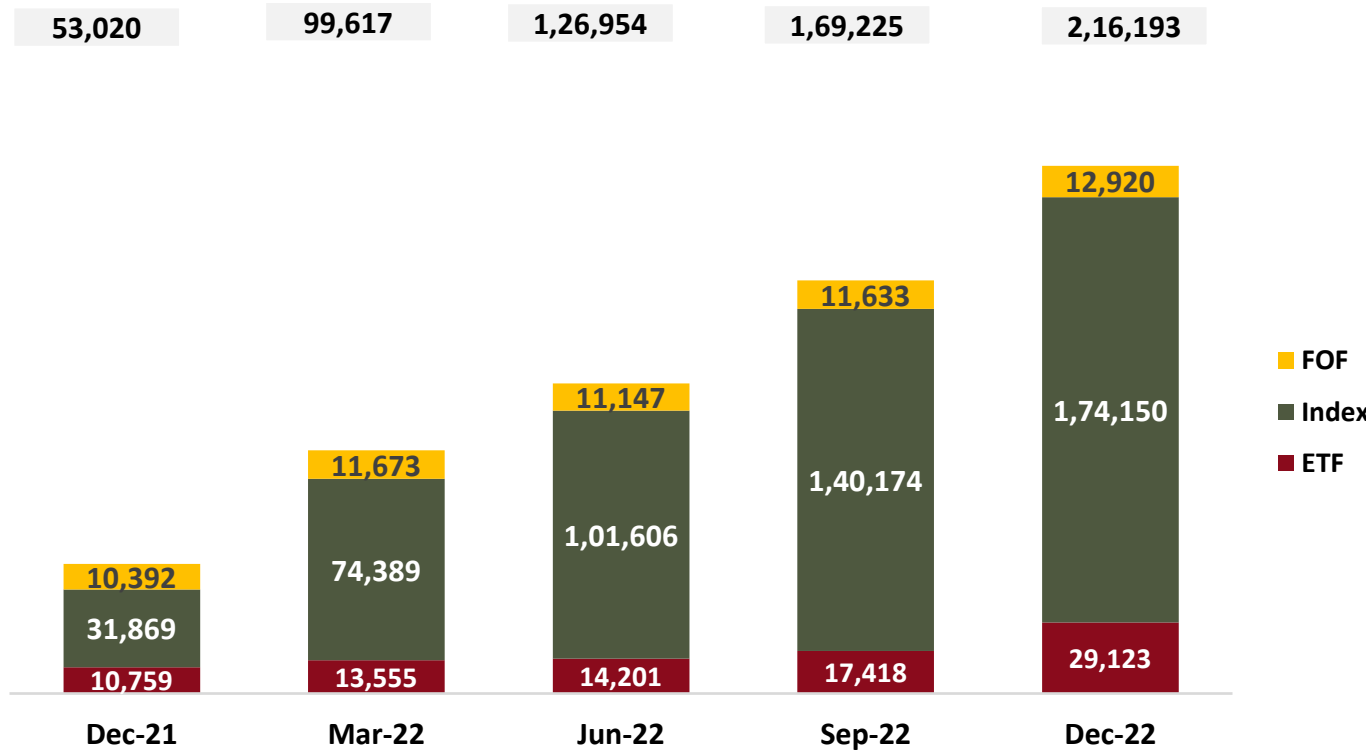


5

Product Pipeline



AUM INR
mm->



ABSL AMC Passive AUM⁽²⁾

- Industry leader in Debt Index fund
- Innovative products like Smart Beta launched
- Expansion in product suite to 35 + currently

¹ Since Dec-2021 ² Closing AUM for ETFs, FoFs & Index Funds

Alternative Assets



PMS / AIF

AUM
INR 1,713 Cr

- Enhancing capabilities for **Launch of Cat II & CAT III Equity and Fixed Income propositions**
- Raised commitment of **INR 350 Cr** in India Equity Services Fund in Q3 FY23

Products in pipeline

- ABSL Structured Opportunities Fund (Cat II)**
- ABSL India Special Opportunities Fund (Cat III)**
- ABSL India Innovation Fund (Cat III)**
- ABSL India Equity Service Fund Series II (Cat III)**



Real Estate

AUM
INR 575 Cr

- Deployment in 1st investment concluded and 2 more term-sheets signed (currently under due-diligence) for **Aditya Birla Real Estate Credit Opportunities Fund (Cat II AIF)**
- Collaborating with **BentallGreenOak** to conduct Roadshows for Offshore Real Estate fund



Offshore

AUM
INR 9,003 Cr

- Granted approval by **International Financial Services Centres Authority (IFSCA)** to act as Registered Fund Management Entity (Non-Retail) at GIFT-IFSC.
- Prospectus for **ESG Engagement fund** has been filed with the IFSCA (GIFT City regulator).

Our Digital Assets & Partnerships



Enhancing Digital Capabilities

Customer Journey

Enhancing investor experience & instant access to functionalities by providing better UI/UX

Digital Integration

Built an API platform to enable rapid integration with partners and fintechs

Data & Analytics

Launch investor KYC using Video KYC and Aadhar OTP for new customer acquisition and seamless experience

Automation

Automated internal processes to bring in efficiency using low code business platform

Value Added Products & Services

Launched Turbo STP - an innovative investment solution which automatically invests based on market dynamics

Pro Features

Pro Investing capabilities for SIP and Lumpsum purchases on customer and partner assets

Investor Assets



Mutualfund.adityabirlacapital.com



Investor Mobile App



Active Account App

Partner Assets



Partner Mobile App



API services for IFAs



abslmpartner.adityabirlacapital.com

Investor & Distributor Engagement

Aim to educate existing and next generation of investors and distributors

Reached **9,06,059+ people** through conducting over **13,086 training sessions** – many being “industry firsts”¹

NIVESH MAHAKUMBH PROGRAM

Viewership of **12,70,000+**



NIPUN LEARNING ACADEMY

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

FIRST FINANCIAL LESSONS AND FIRST PAY CHEQUE

Partnered with **20** universities

Associated with NISM²

Reached over **44,000** students¹



for her
FINANCIAL EDUCATION

FOR HER – FINANCIAL EDUCATION

An **exclusive initiative** to educate women with leading media house.

Customized engagements and workshops to **create women investors and MFDs**

6.2 Million Social Media Impressions¹

SAMRIDDI MAGAZINE

5.1 million+ passengers across 25 routes¹

Generated **10,73,000 +** views on website



INVESTORS HANGOUTS PROGRAM

86 K active users¹

And over **7.91 million** YouTube viewers¹

Financial Performance

Aditya Birla Sun Life
AMC Ltd.

(A part of Aditya Birla Capital Ltd.)



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Summary Financial Statements – Quarterly

Statement Of Profit & Loss Account

(INR Million unless otherwise stated)

Particulars	Quarter Ending			Change	
	Dec-22	Sep-22	Dec-21	Q-o-Q	Y-o-Y
Revenue from Operations	3,140	3,111	3,343	1%	-6%
Employee Benefit Expense	702	712	691	-1%	2%
Fees and Commission Expense	67	44	50	54%	35%
Depreciation and Amortization	86	84	88	2%	-2%
Other Expenses ¹	550	543	486	1%	13%
Total Expenses	1,405	1,383	1,315	2%	7%
Operating Profit Before tax (excl. extraordinary item)	1,736	1,728	2,028	0.4%	-14%
Other Income	491	766	187	-36%	162%
Profit Before Tax (excl. extraordinary item)	2,227	2,494	2,215	-11%	1%
Extra Ordinary Item ²	-	-	274	NA	NA
Profit Before Tax (incl. extraordinary item)	2,227	2,494	2,490	-11%	-11%
Tax Expense	564	577	627	-2%	-10%
Net Income	1,663	1,917	1,862	-13%	-11%

¹ Includes Finance Cost ² Quarter ending Dec-21 includes a reversal of a provision for an earlier Long Term Incentive plan amounting to INR 323 mn and provision for a new incentive plan of INR 49 mn

Summary Financial Statements – Nine Months

Statement Of Profit & Loss Account

(INR Million unless otherwise stated)

Particulars	Nine months ending		
	Dec-22	Dec-21	Y-o-Y
Revenue from Operations	9,296	9,694	-4%
Employee Benefit Expense	2,060	2,138	-4%
Fees and Commission Expense	154	157	-2%
Depreciation and Amortization	259	267	-3%
Other Expenses ¹	1,642	1,474	11%
Total Expenses	4,116	4,035	2%
Operating Profit Before tax (excl. extraordinary item)	5,180	5,659	-8%
Other Income	949	920	3%
Profit Before Tax (excl. extraordinary item)	6,129	6,580	-7%
Extra Ordinary Item ²	-	274	NA
Profit Before Tax (incl. extraordinary item)	6,129	6,854	-11%
Tax Expense	1,521	1,711	-11%
Net Income	4,608	5,143	-10%

¹ Includes Finance Cost ² Nine months ending Dec-21 includes a reversal of a provision for an earlier Long Term Incentive plan amounting to INR 323 mn and provision for a new incentive plan of INR 49 mn

Summary Financial Statements

Balance Sheet

(INR Million unless otherwise stated)

Particulars	As on	
	Dec-22	Mar-22
Share Capital	1,440	1,440
Other Equity	23,749	20,525
Total Equity	25,189	21,965
Financial Liabilities	1,454	1,507
Non-financial Liabilities	980	876
Total Equity & Liabilities	27,623	24,347
Investments	24,170	21,210
Other Financial Assets	1,514	1,424
Non-financial Assets	1,940	1,714
Total Assets	27,623	24,347

Notes To Financials

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. Under ABSLAMC ESOP Scheme 2021, apart from stock options granted in past years, the Nomination and Remuneration Committee (NRC) of the Board of Directors of the Company as its meeting held on October 20, 2022 had approved a further grant of 658,529 stock options representing 658,529 equity shares of ₹5 each, of which 6,45,337 equity shares at a grant price of ₹435.05 per equity share and 13,192 equity shares at a grant price of ₹5 per equity share, to its eligible employees.
4. Figures for the quarter ended December 31, 2022 and December 31, 2021 are derived by deducting the reported year-to-date figures for the period ended September 30, 2022 and September 30, 2021 from the unaudited figures for the period ended December 31, 2022 and December 31, 2021 respectively. Previous period's / year's figures have been regrouped/reclassified wherever necessary to correspond with the current period's classification / disclosure.
5. 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 27, 2023. The results have been subjected to limited review by the statutory auditors of the Company.

Annexure

Aditya Birla Sun Life
AMC Ltd.

(A part of Aditya Birla Capital Ltd.)



ADITYA BIRLA
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Eminent Board of Directors



Kumar Mangalam Birla
Non-Executive Chairman



Vishakha Mulye
Non-Executive Director



A. Balasubramanian
Managing Director & CEO



Sandeep Asthana
Non-Executive Director



Amrit Kanwal
Non-Executive Director



Alka Bharucha
Independent Director



Harish Engineer
Independent Director



Navin Puri
Independent Director



Sunder Rajan Raman
Independent Director



Ramesh Abhishek
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



Sidharth Damani
Head – Business Enablement
and Marketing



Hemanti Wadhwa
Chief Compliance Officer



Hari Babu B
Chief Risk Officer



Hirak Bhattacharjee
Head – HR, Admin and
Business Excellence

Thank You

**Aditya Birla Sun Life
AMC Ltd.**

(A part of Aditya Birla Capital Ltd.)



**ADITYA BIRLA
CAPITAL**

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This presentation may contain, words or phrases like “will”, “aim” “believe”, “expect”, “projects”, “plans”, “will continue”, “anticipate”, “intend”, “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 and are not guarantees of future performance. 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, pandemic 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 or damage howsoever arising from any information presented or contained in this presentation. The distribution of this presentation in certain jurisdictions may be restricted by law. Accordingly, any persons in possession of this presentation should inform themselves about and observe any such restrictions. The information contained herein does not constitute an offer of securities for sale in the United States or in any other jurisdiction. Securities may not be offered or sold in the United States absent registration or an exemption from registration under the U.S. Securities Act of 1933, as amended. 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. This presentation is not an advertisement under the Securities and Exchange Board of India (Mutual Funds) Regulations, 1996, as amended from time to time and is not intended to influence investment decisions of any current or prospective investors of the schemes of ABSLMF.

Definitions:

MAAUM refers to Monthly Average Assets Under Management

QAAUM refers to Quarterly Average Assets Under Management

mm: Million, bn: Billion