



Ref/No/HDFCAMC/SE/2021-22/13

Date – April 30, 2021

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

Dear Sir/Madam,

Further to our letter number Ref/No/HDFCAMC/SE/2021-22/10 dated April 27, 2021, please find enclosed herewith a copy of revised investor presentation on financial results for quarter and year ended March 31, 2021.

Kindly take the same on records.

Thanking you,

Yours faithfully,

**For HDFC Asset Management Company Limited**

**Sylvia Furtado  
Company Secretary**

Encl: a/a

**HDFC Asset Management Company Limited**

A Joint Venture with Standard Life Investments

CIN: L65991MH1999PLC123027

**Registered Office :** "HDFC House", 2ndFloor, H.T. Parekh Marg, 165-166, Backbay Reclamation, Churchgate, Mumbai-400 020  
Tel.: 022 - 6631 6333 Fax: 022 - 6658 0203 Website: [www.hdfcfund.com](http://www.hdfcfund.com) email: [shareholders.relations@hdfcfund.com](mailto:shareholders.relations@hdfcfund.com)



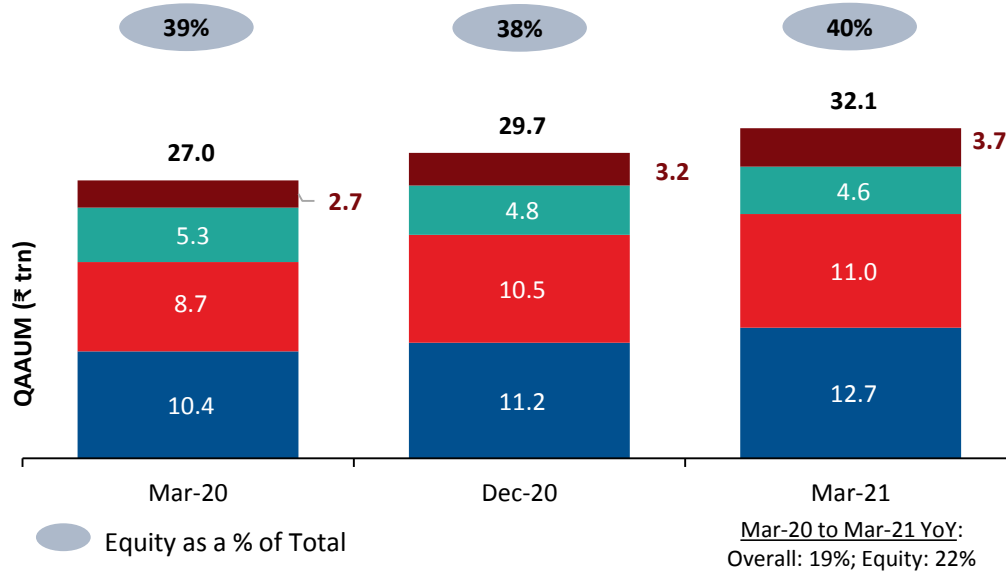
# HDFC Asset Management Company Limited

Q4 FY20-21

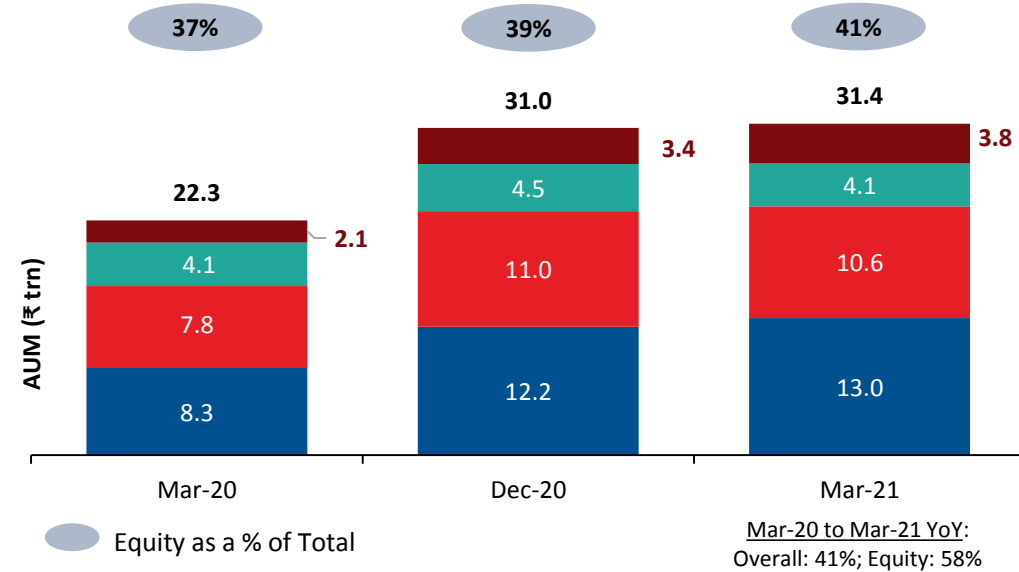
(For the quarter ended March 31, 2021)

# Industry - AUM and Net Sales

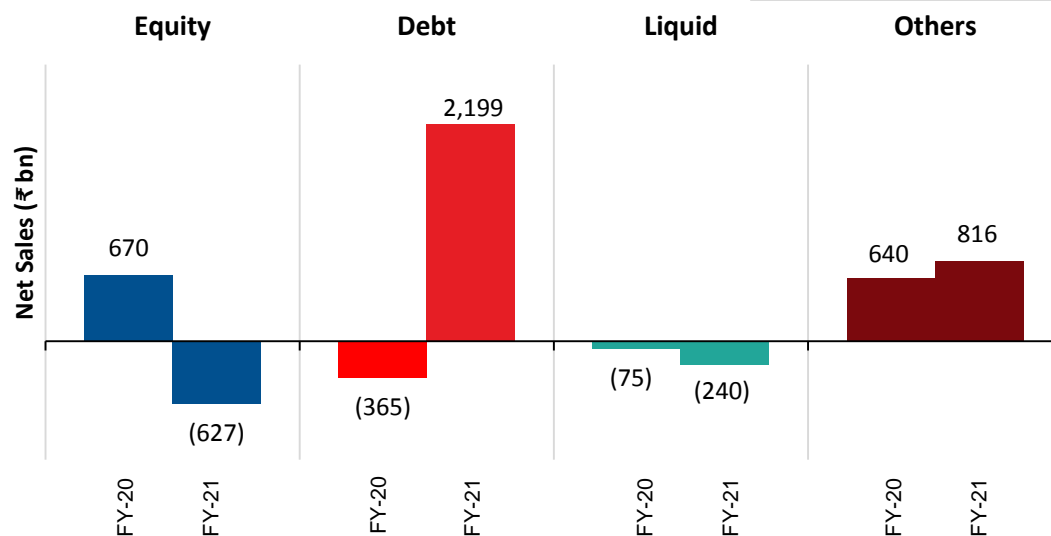
## Quarterly Average AUM (QAAUM)



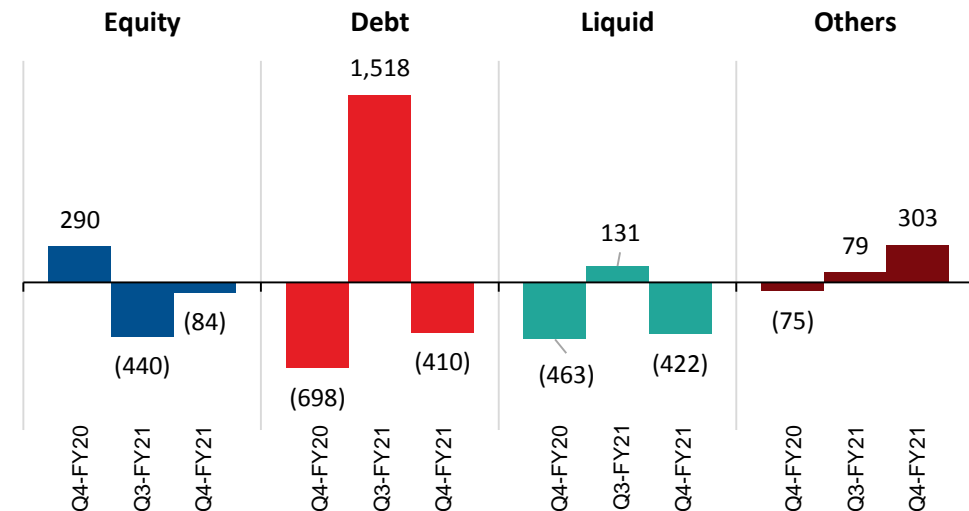
## Closing AUM



## Yearly net sales

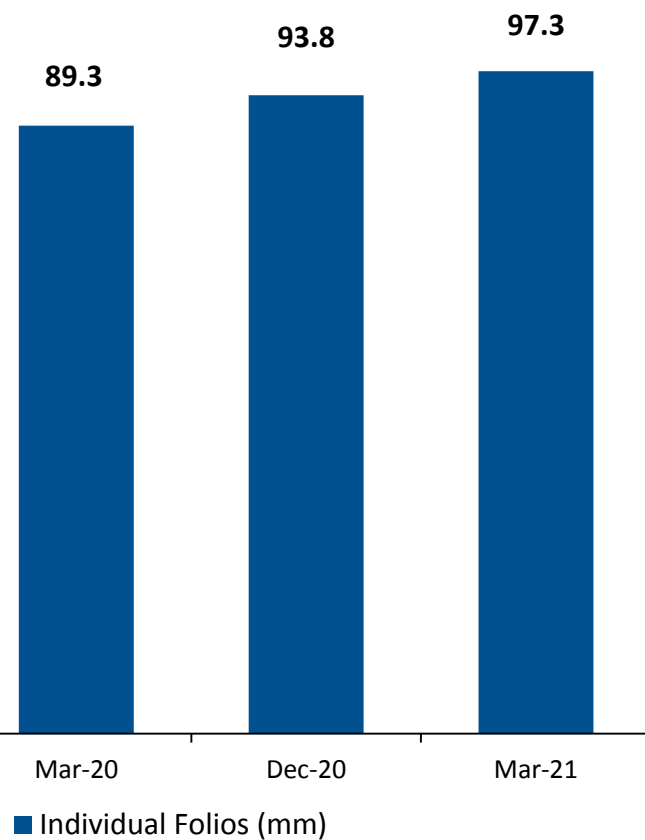


## Quarterly net sales

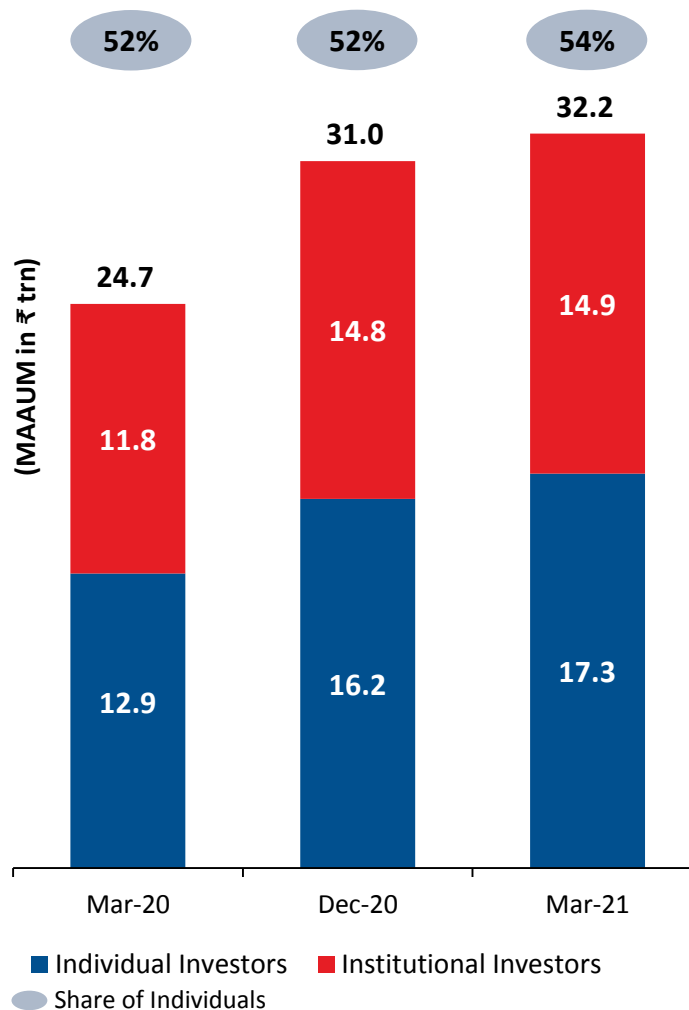


# Industry - Individual / Institutional MAAUM, B30

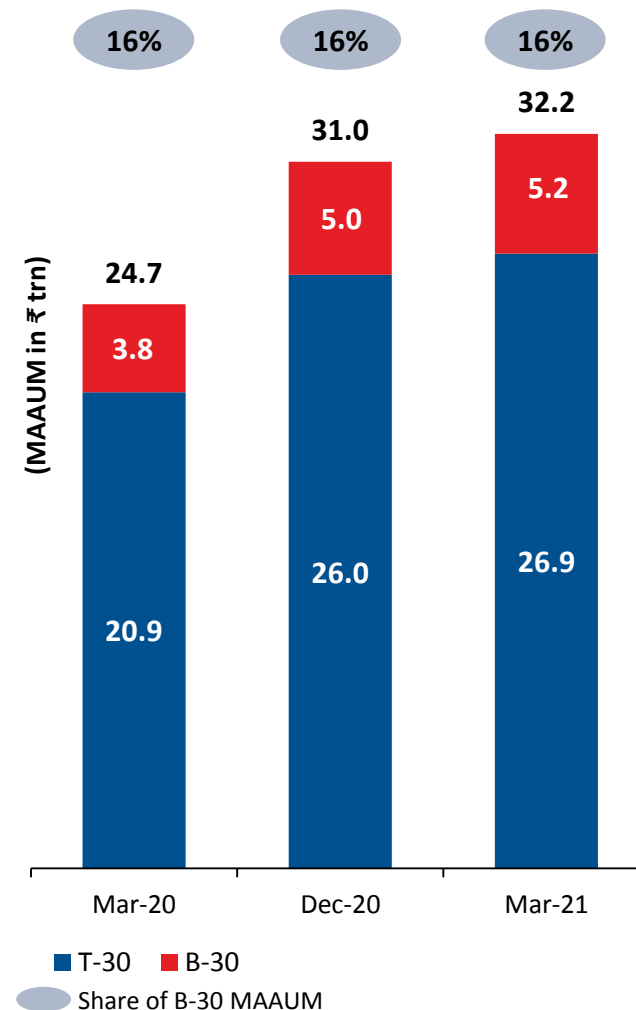
## Individual Folios



## Overall MAAUM by Investor category

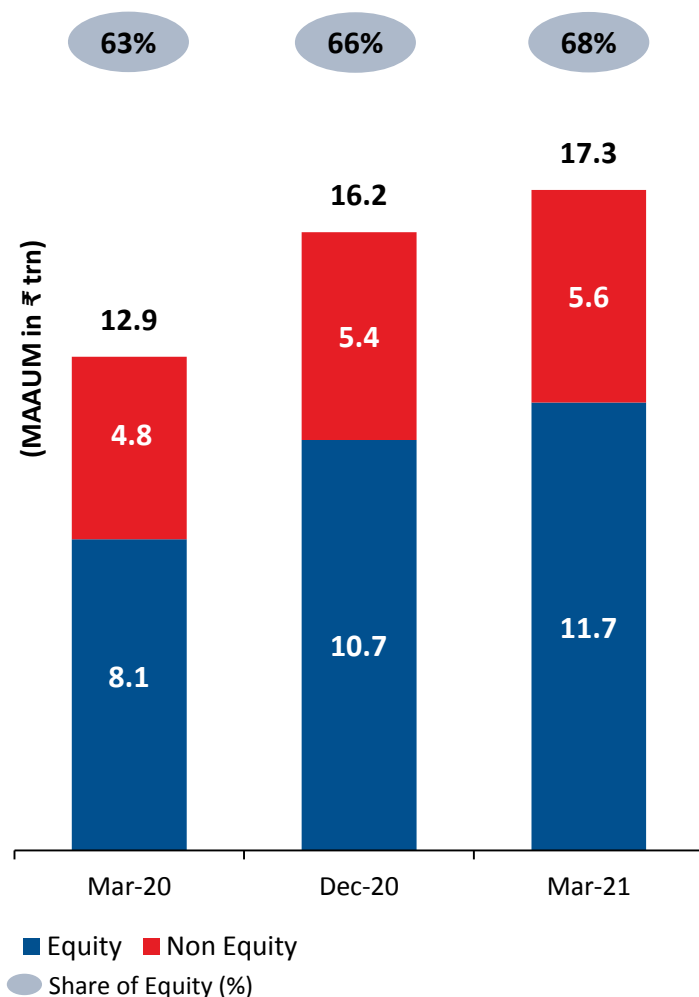


## Overall MAAUM by Location

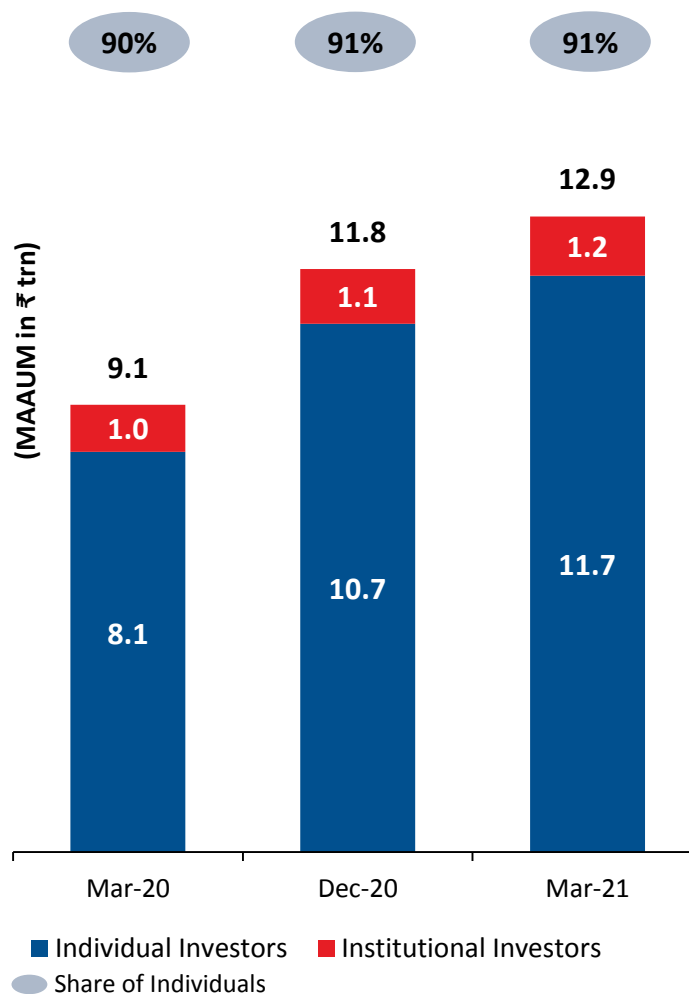


# Industry - Individual / Institutional MAAUM, B30

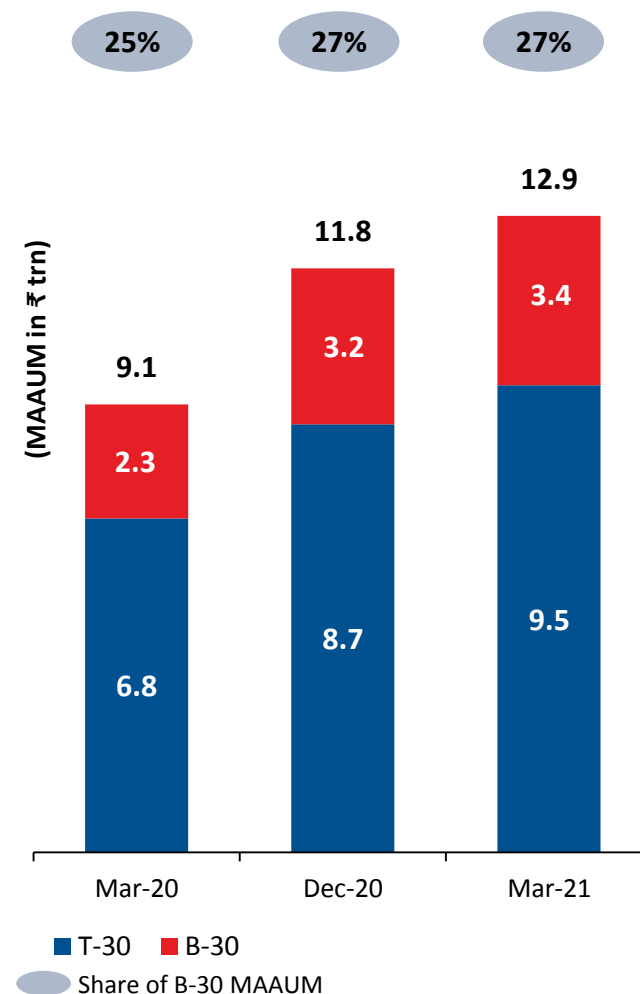
## Individual MAAUM by Asset class



## Equity MAAUM by Investor category

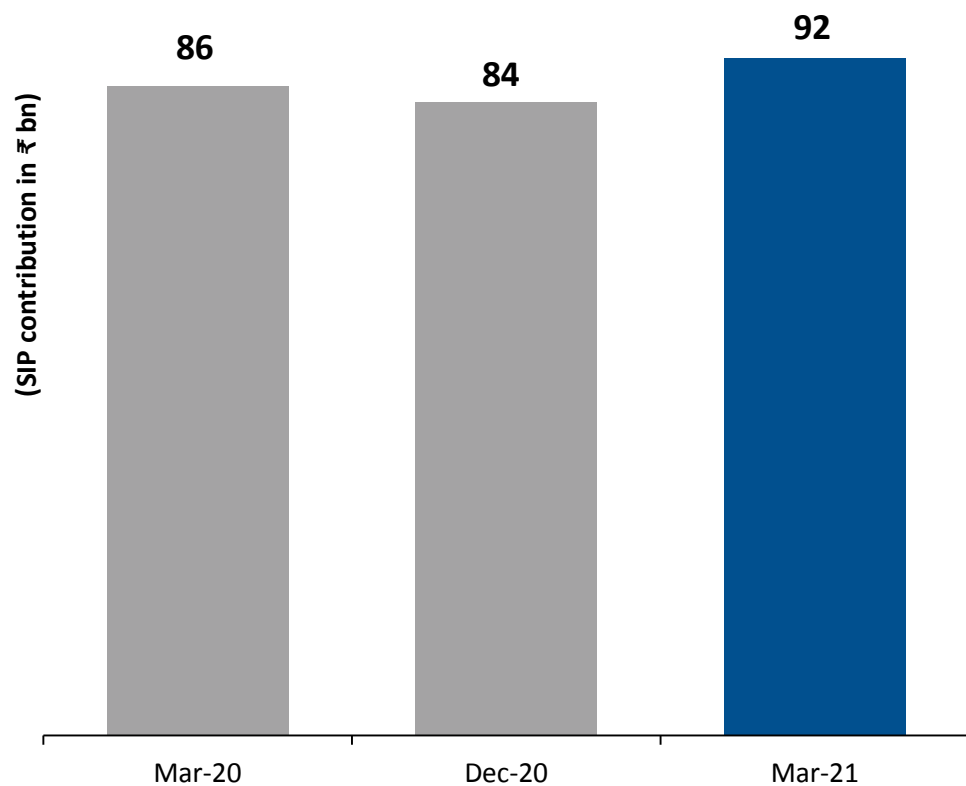


## Equity MAAUM by Location

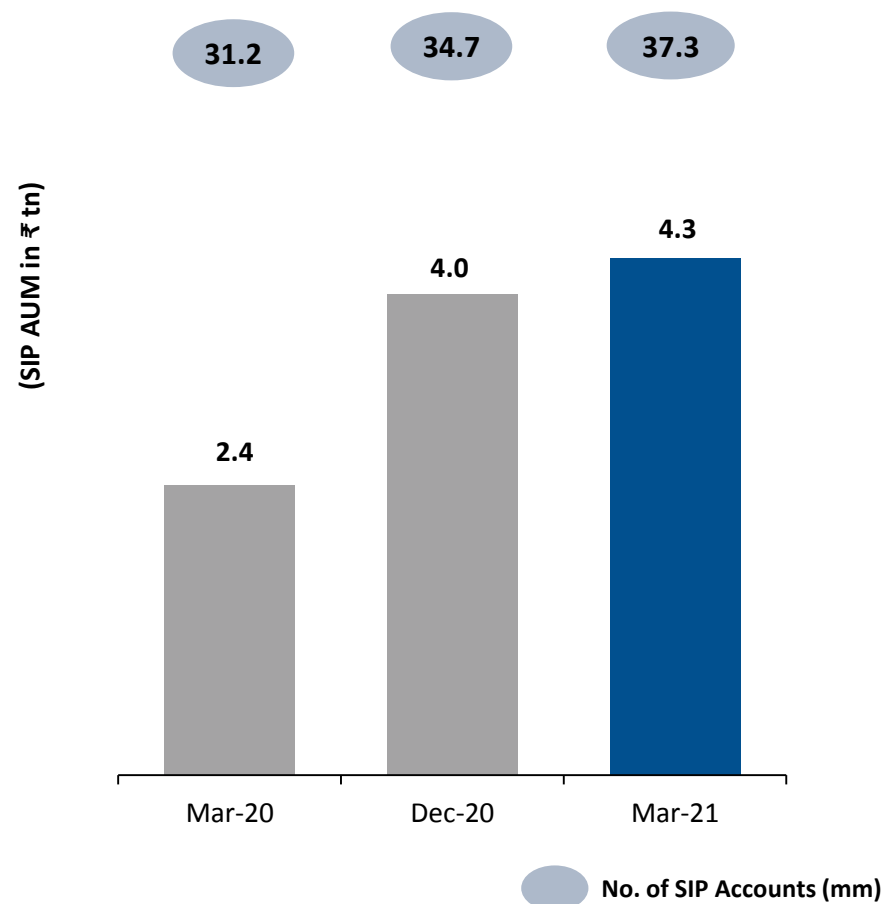


# Industry - SIP Flows & AUM

## SIP Flows

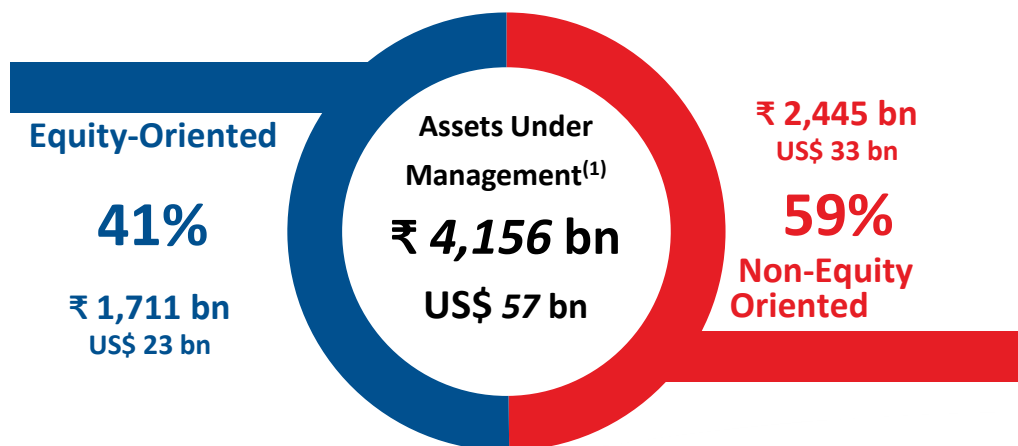


## SIP AUM

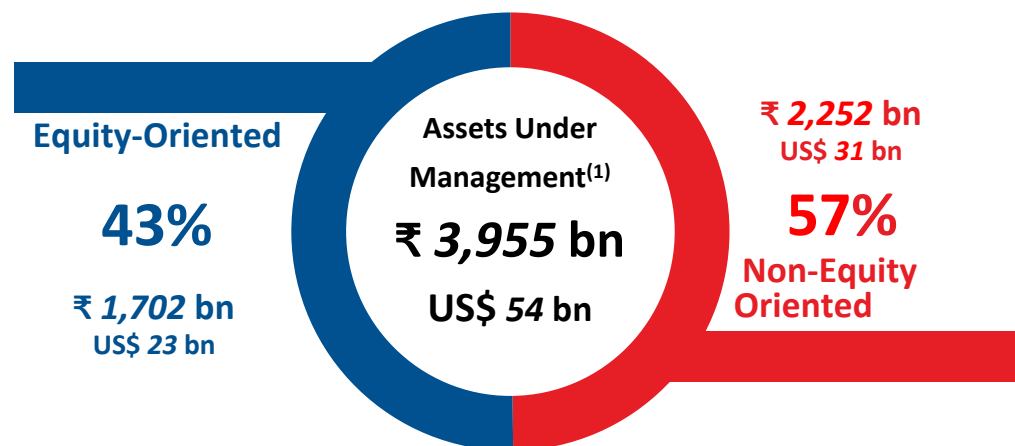


# ○ HDFC AMC at a glance

## Quarterly Average AUM



## Closing AUM



**5.3 mm**  
Unique Investors &  
9.0 mm Live accounts

**₹ 97 bn**  
PMS & SMA AUM<sup>(3)</sup>

**227**  
Branches<sup>(2)</sup>;

**97%**  
Pincodes serviced  
across India

**₹ 2,361 bn**  
Individual MAAUM

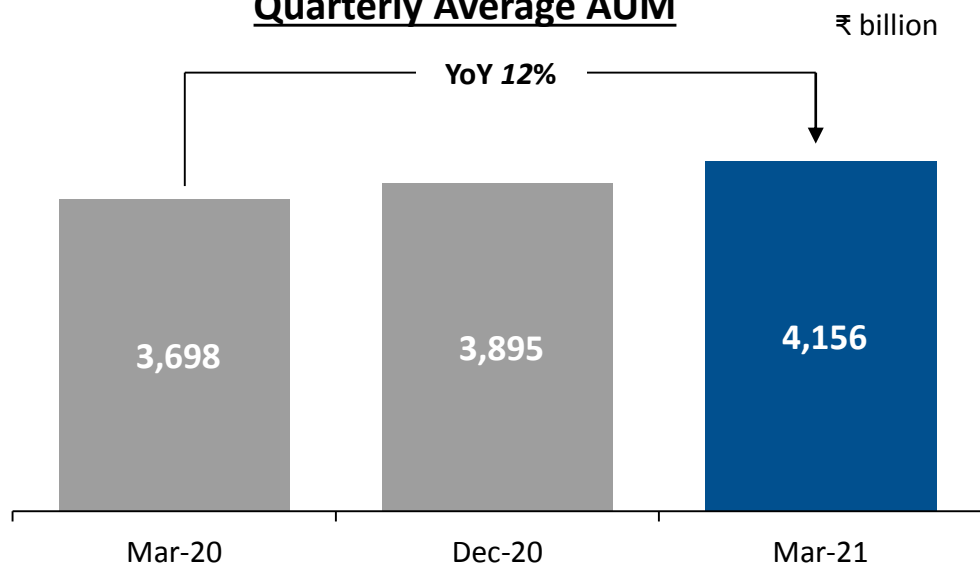
**1,254**  
Employees

**65k+** Empaneled  
Distribution Partners

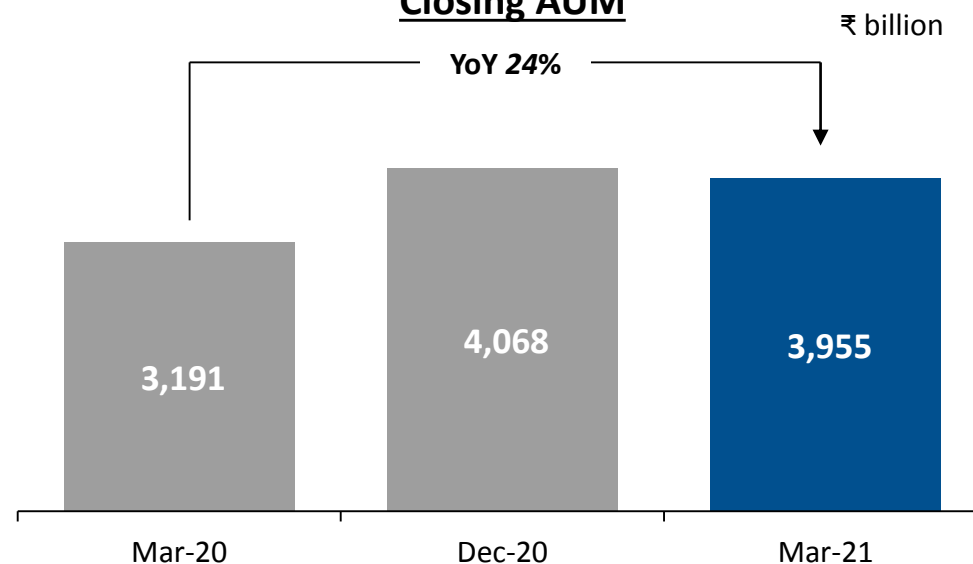
Notes - (1) Data is as of March 31, 2021 / for March 2021; (2) Includes one representative office in Dubai; (3) Includes advisory mandates  
(4) USD/INR conversion rate: ₹ 73.11 (5) Source: Internal.

# ○ Total AUM and Market Share

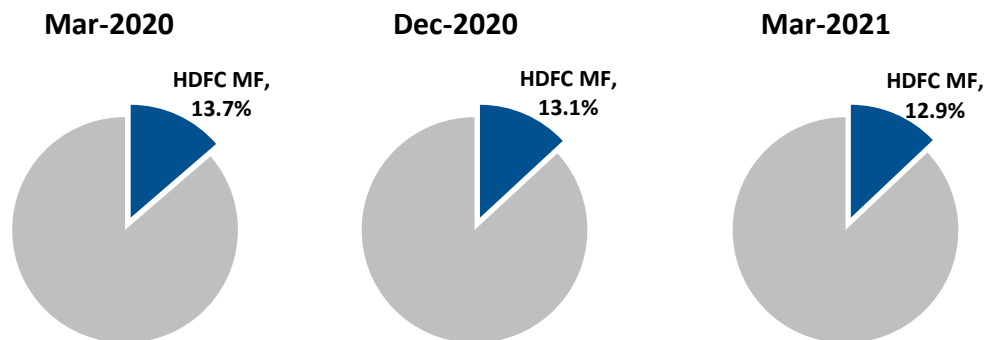
**Quarterly Average AUM**



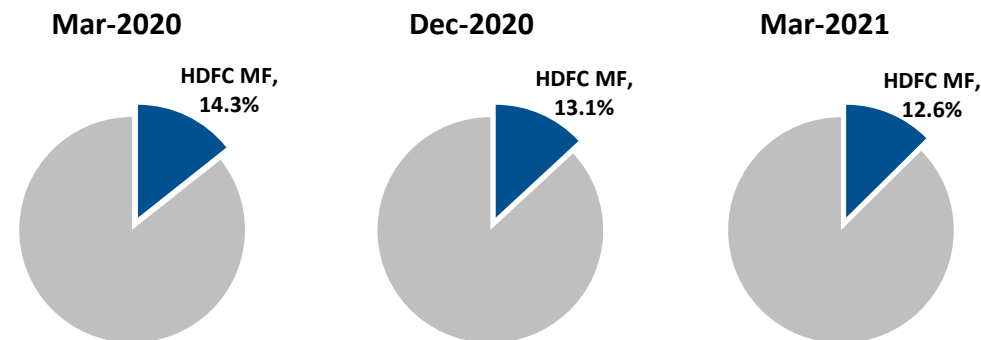
**Closing AUM**



**Market Share - Quarterly Average AUM**



**Market Share – Closing AUM**

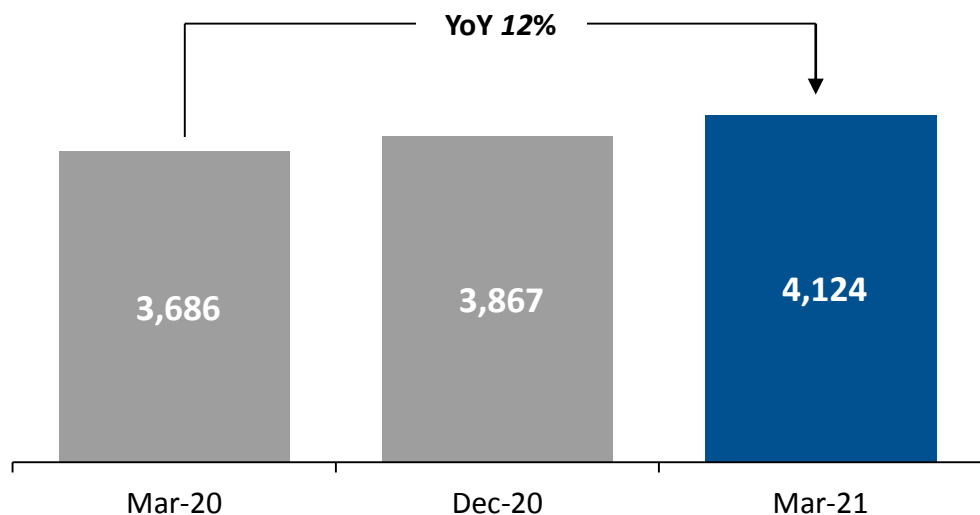




# ○ Total AUM and Market Share (Ex ETFs)

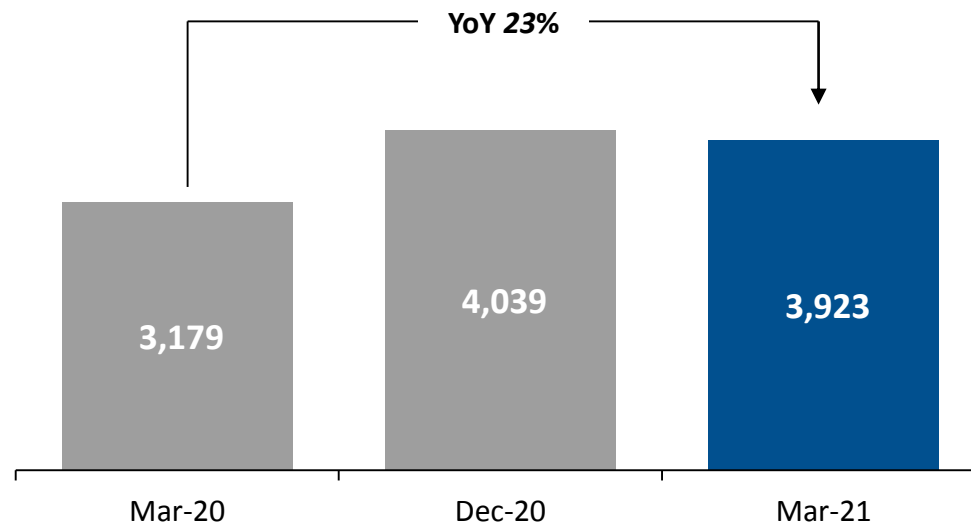
**Quarterly Average AUM**

₹ billion

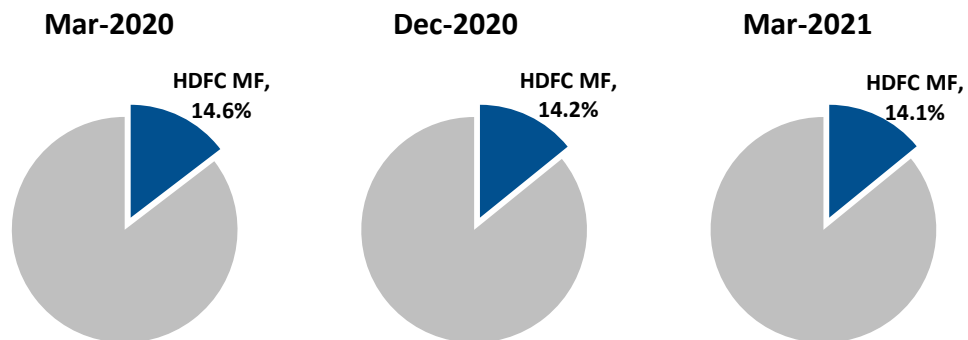


**Closing AUM**

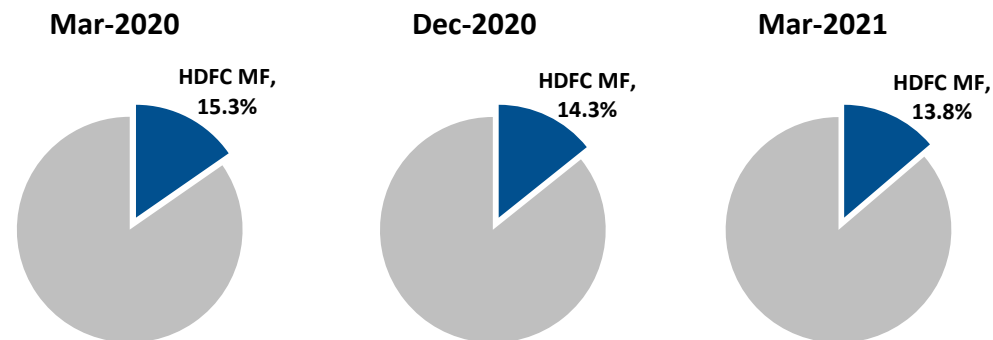
₹ billion



**Market Share - Quarterly Average AUM**

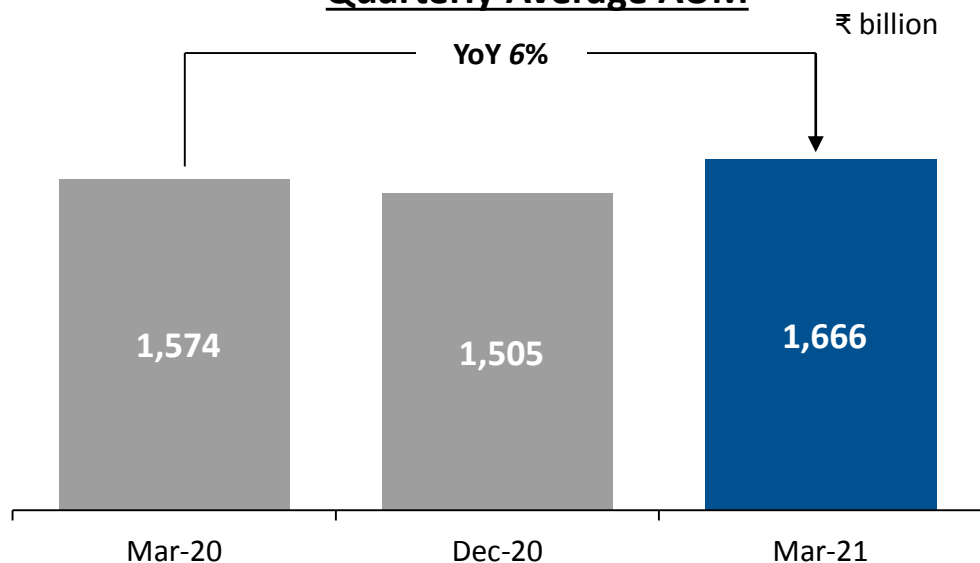


**Market Share – Closing AUM**

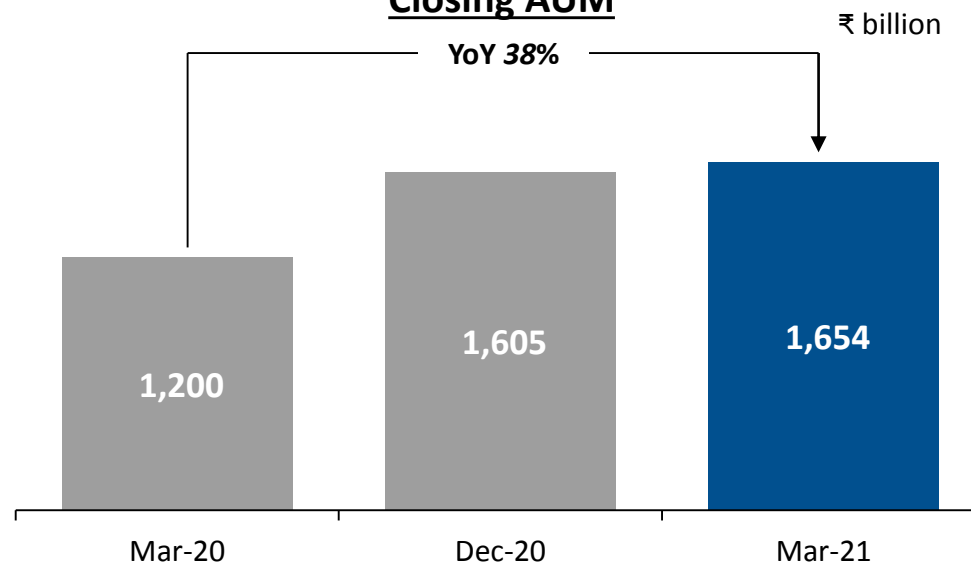


# Actively Managed Equity-oriented AUM and Market Share

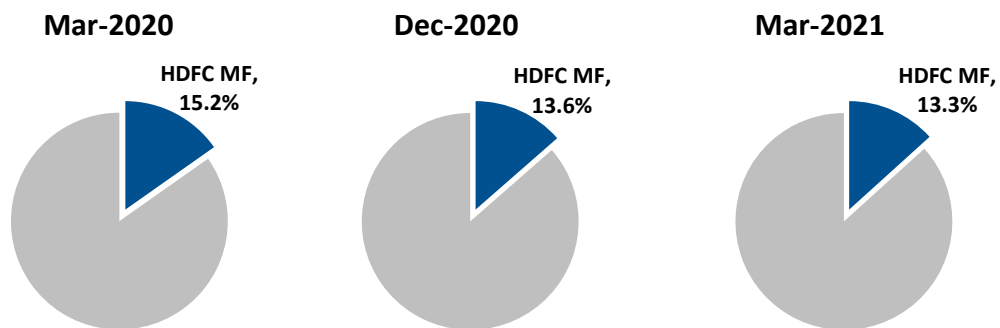
Quarterly Average AUM



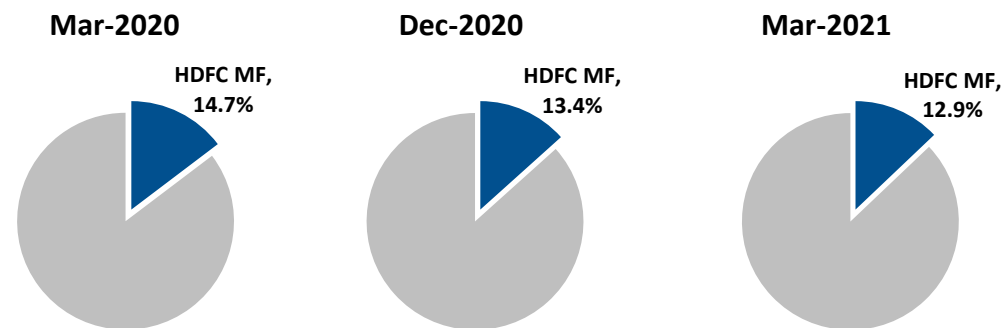
Closing AUM



Market Share - Quarterly Average AUM

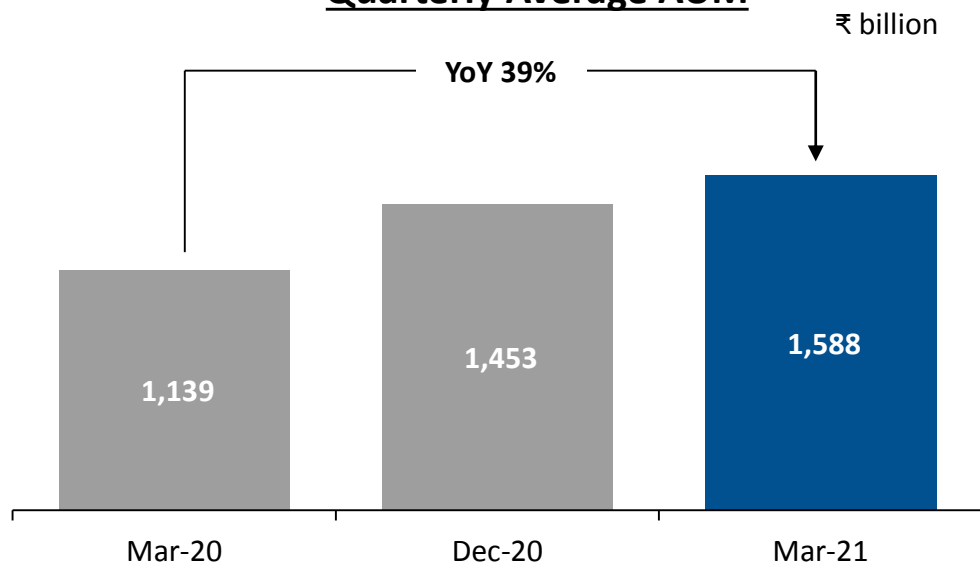


Market Share – Closing AUM

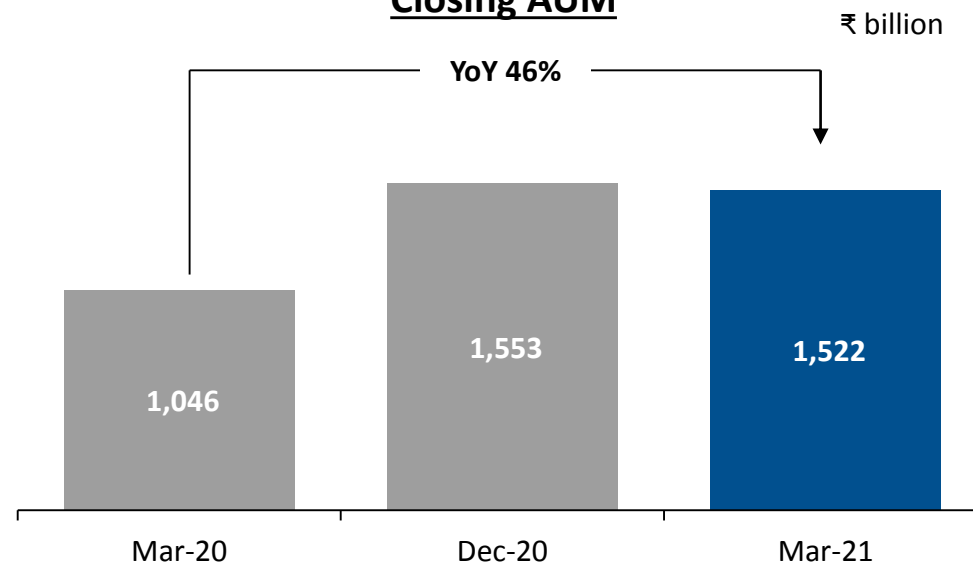


# Debt AUM and Market Share

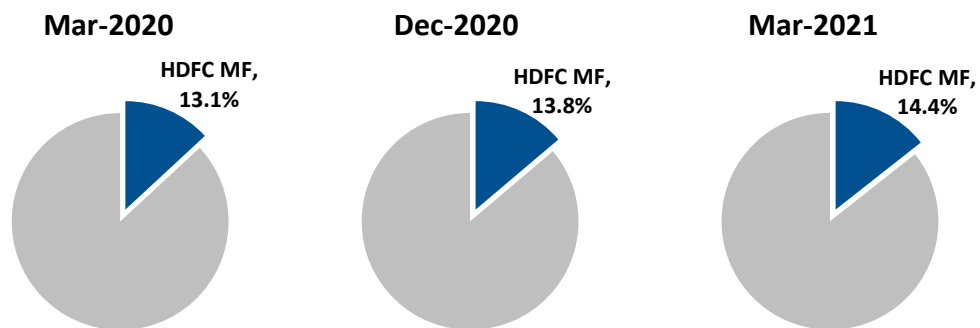
**Quarterly Average AUM**



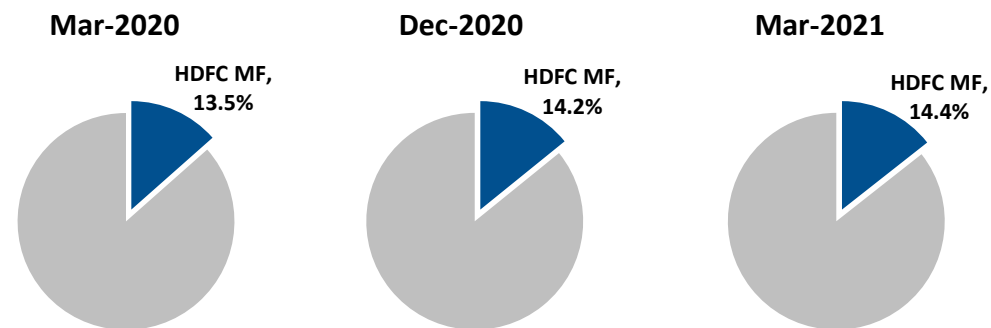
**Closing AUM**



**Market Share - Quarterly Average AUM**

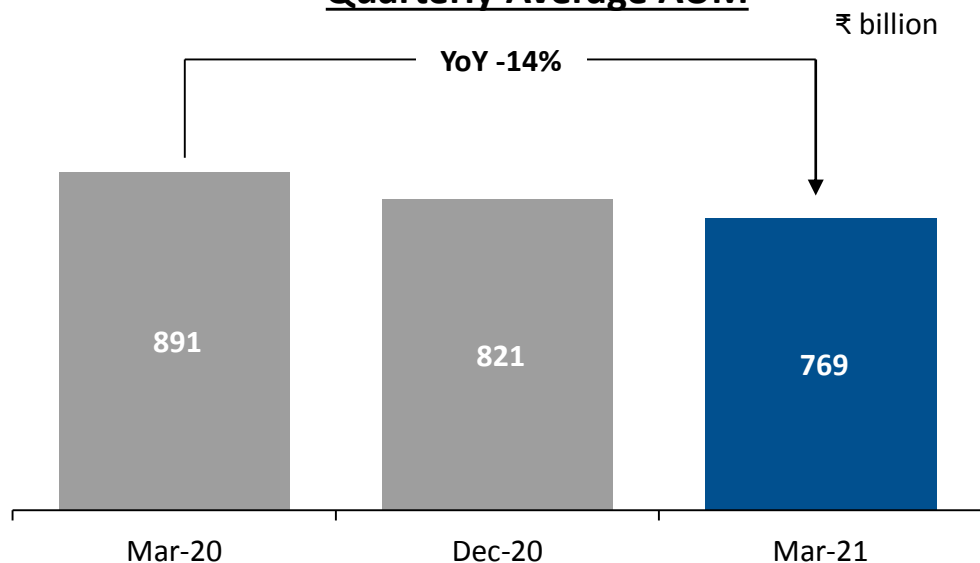


**Market Share – Closing AUM**

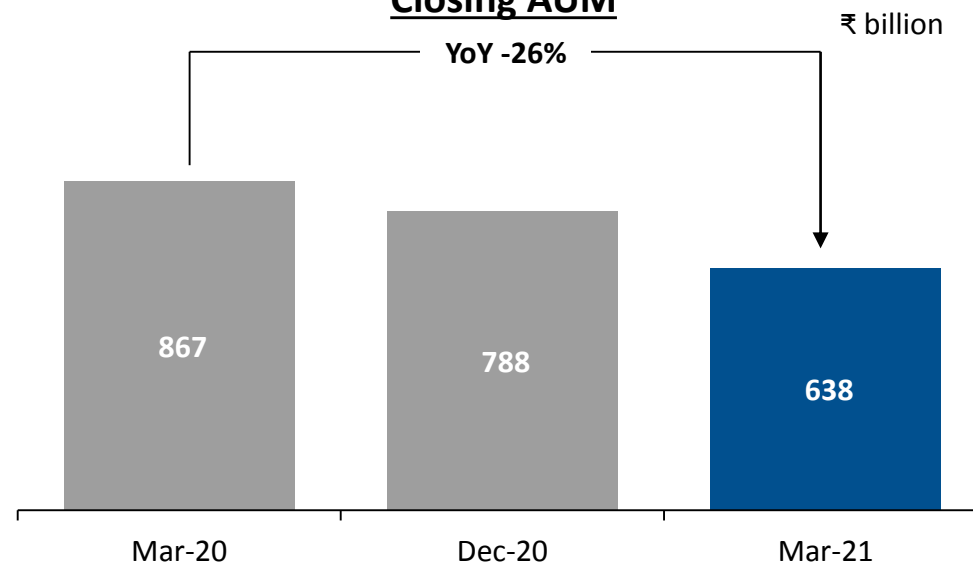


# ○ Liquid AUM and Market Share

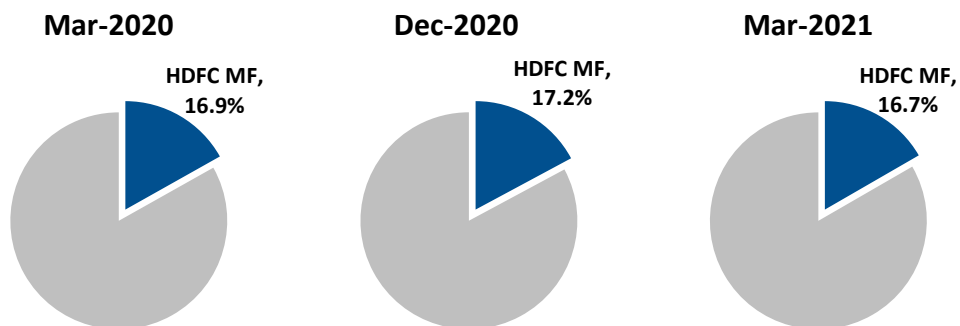
## Quarterly Average AUM



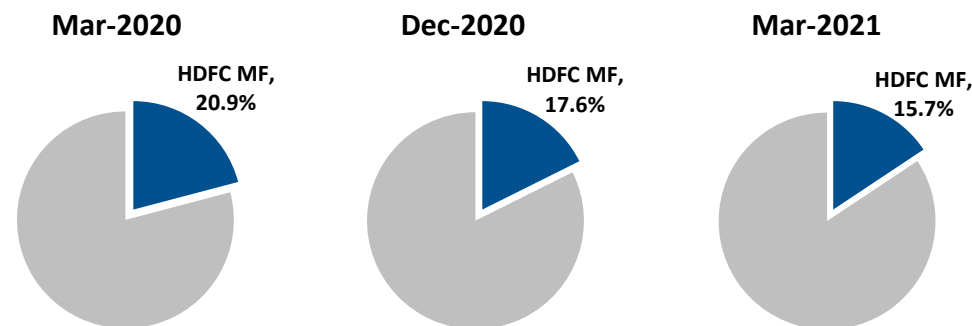
## Closing AUM



## Market Share - Quarterly Average AUM



## Market Share – Closing AUM



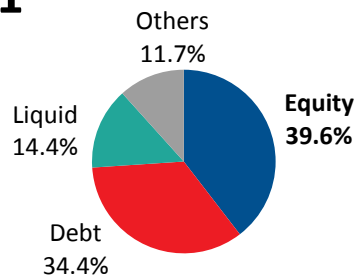
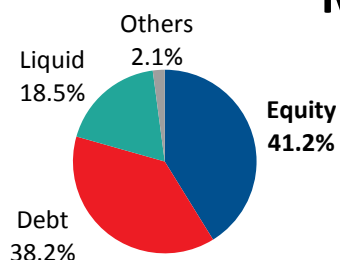
# ○ AUM by Segment – HDFC AMC and Industry

## Quarterly Average AUM

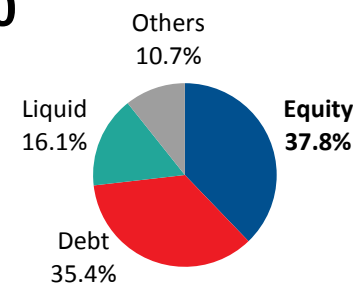
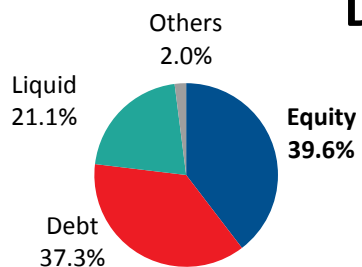
### HDFC MF

### Industry

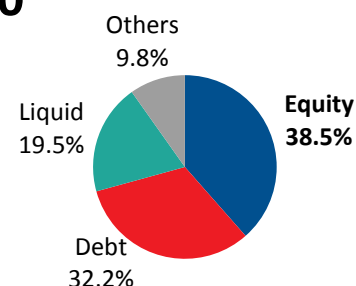
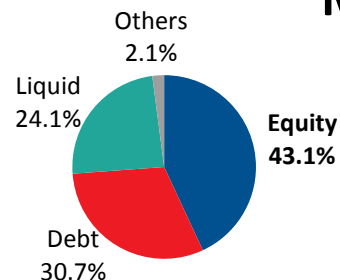
**Mar-2021**



**Dec-2020**



**Mar-2020**

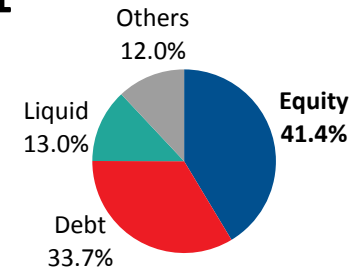
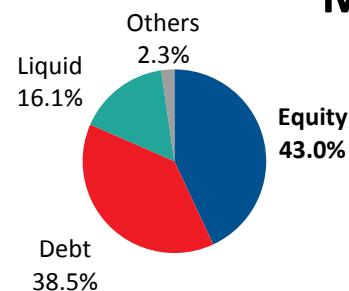


## Closing AUM

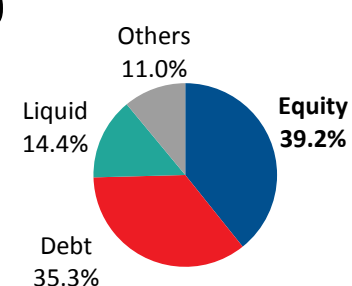
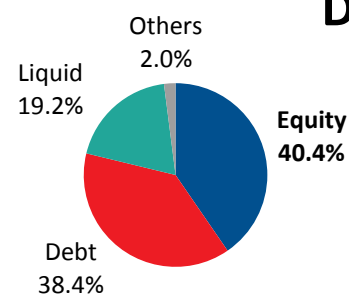
### HDFC MF

### Industry

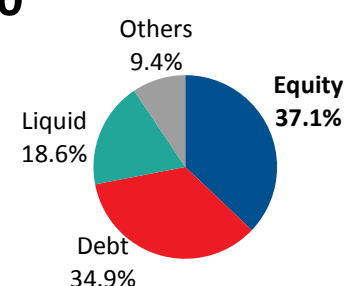
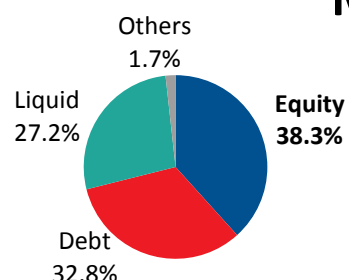
**Mar-2021**



**Dec-2020**

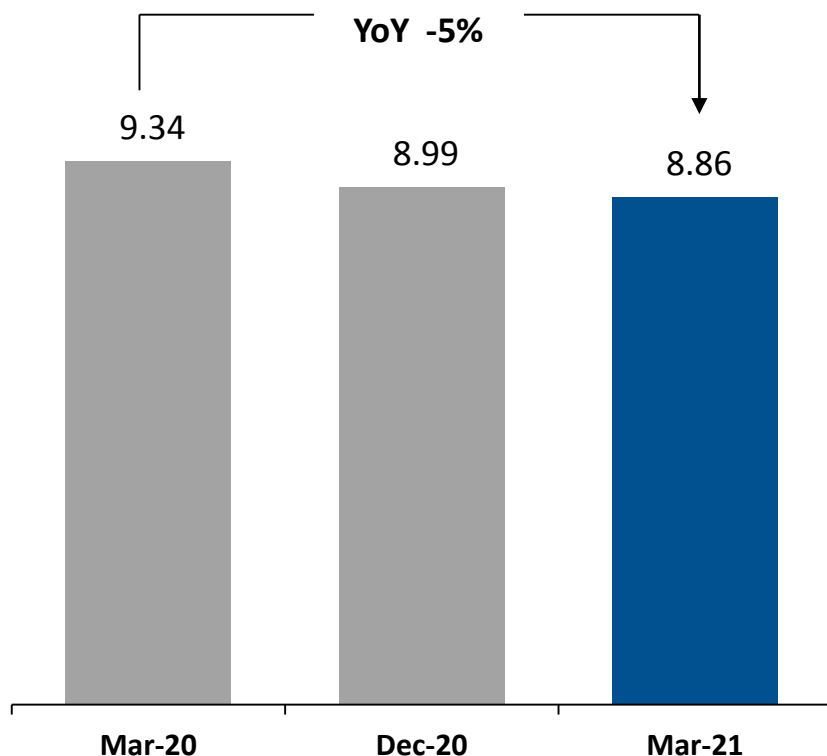


**Mar-2020**

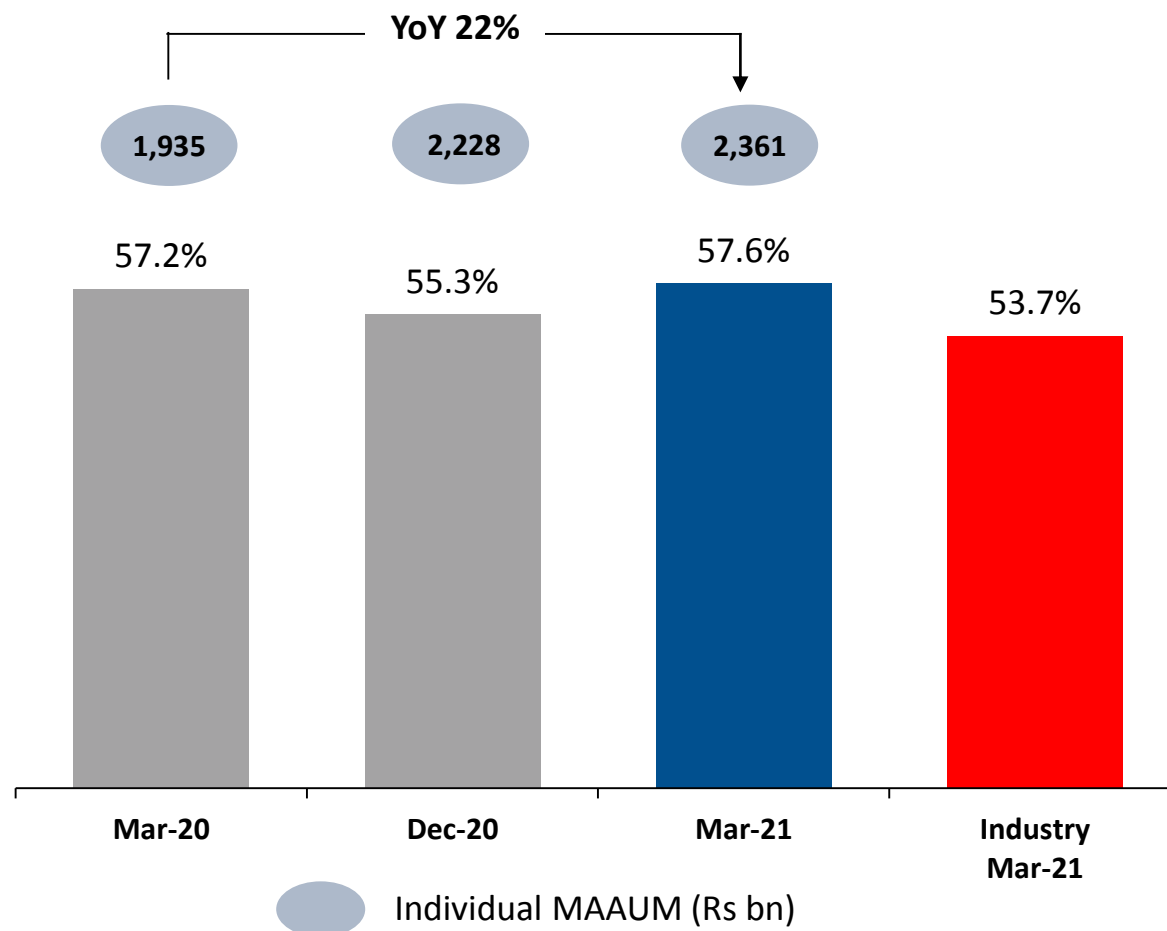


# Individual Investors – Accounts & MAAUM

Number of Live Individual Accounts (in millions)



Individual MAAUM % of Total

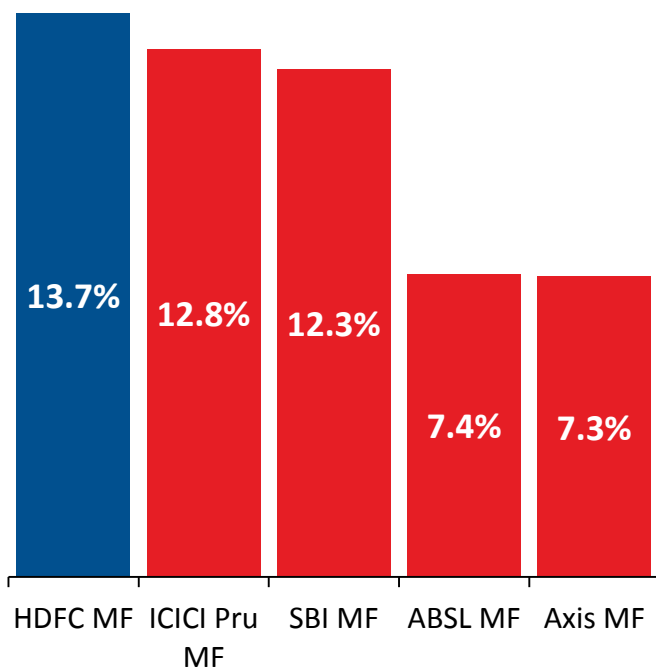


**Individual customers prefer equity-oriented schemes and stay invested for longer periods**

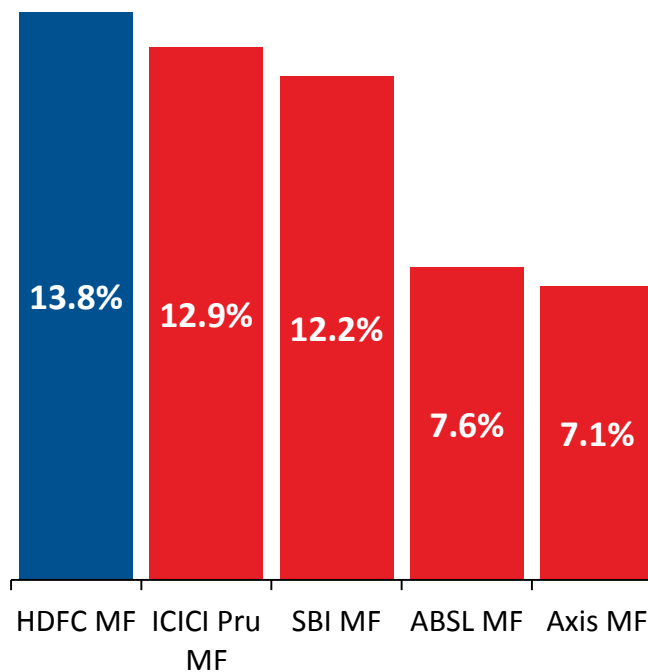
# Most Preferred Choice of Individual Investors

## Individual Assets Market Share

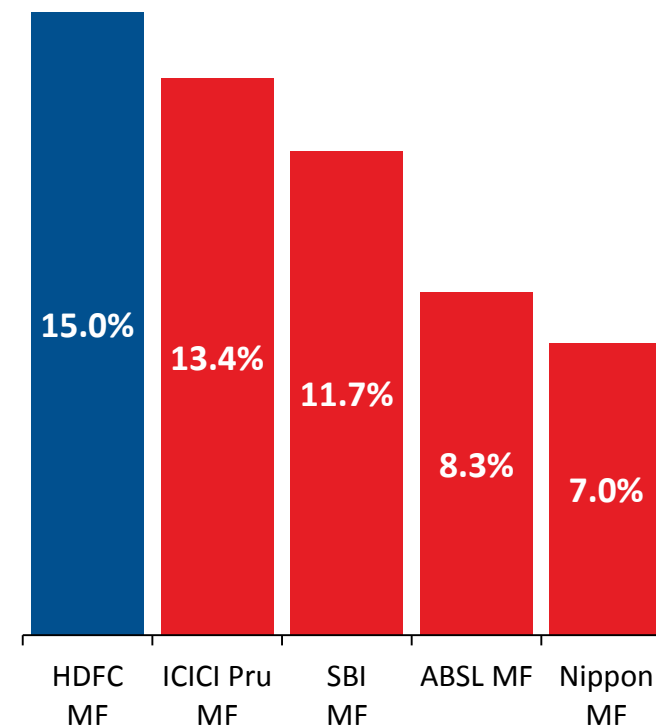
Mar-21



Dec-20

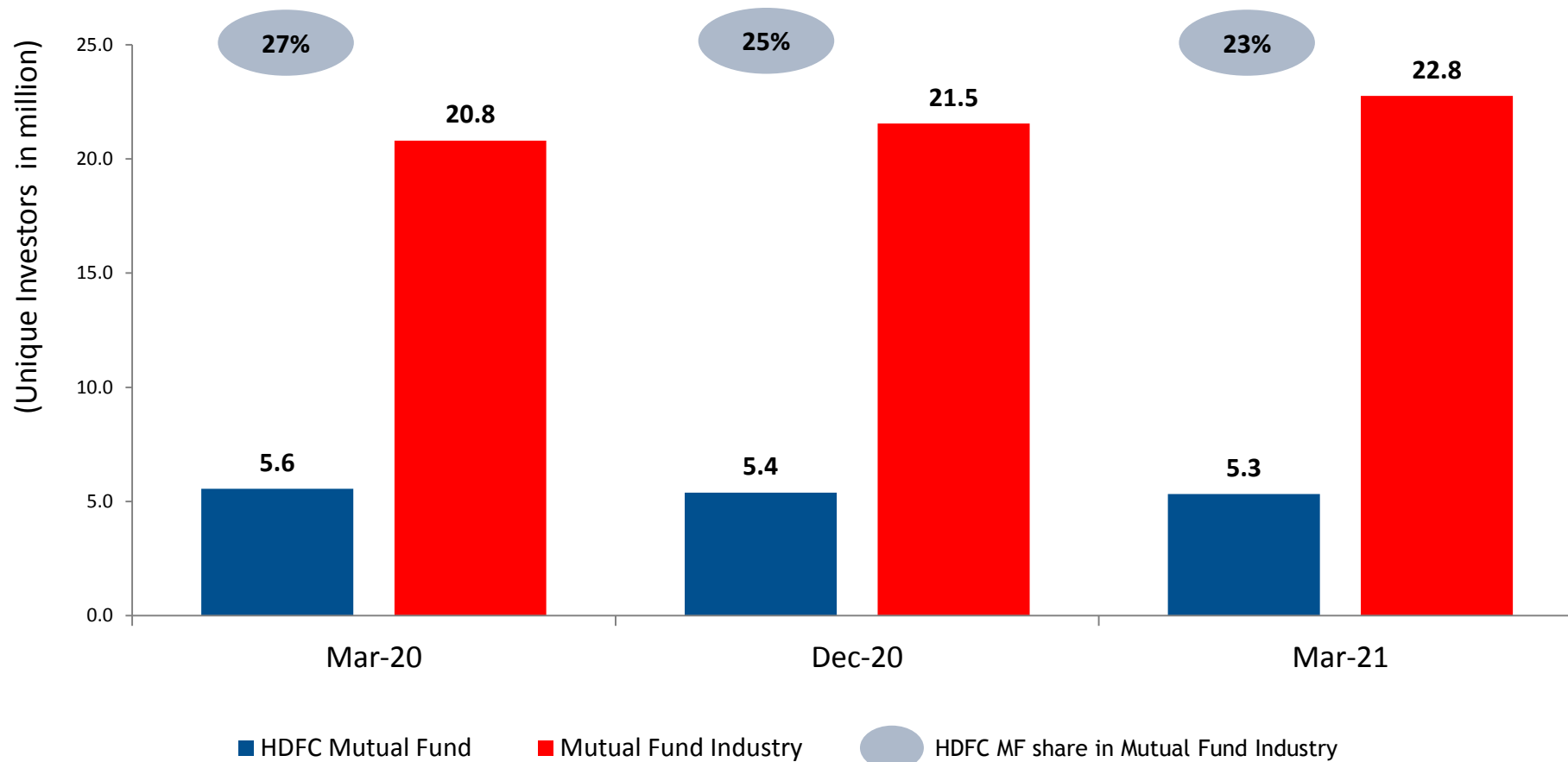


Mar-20



Source: AMFI , based on monthly average AUM

## Unique Investors- HDFC AMC vs MF Industry

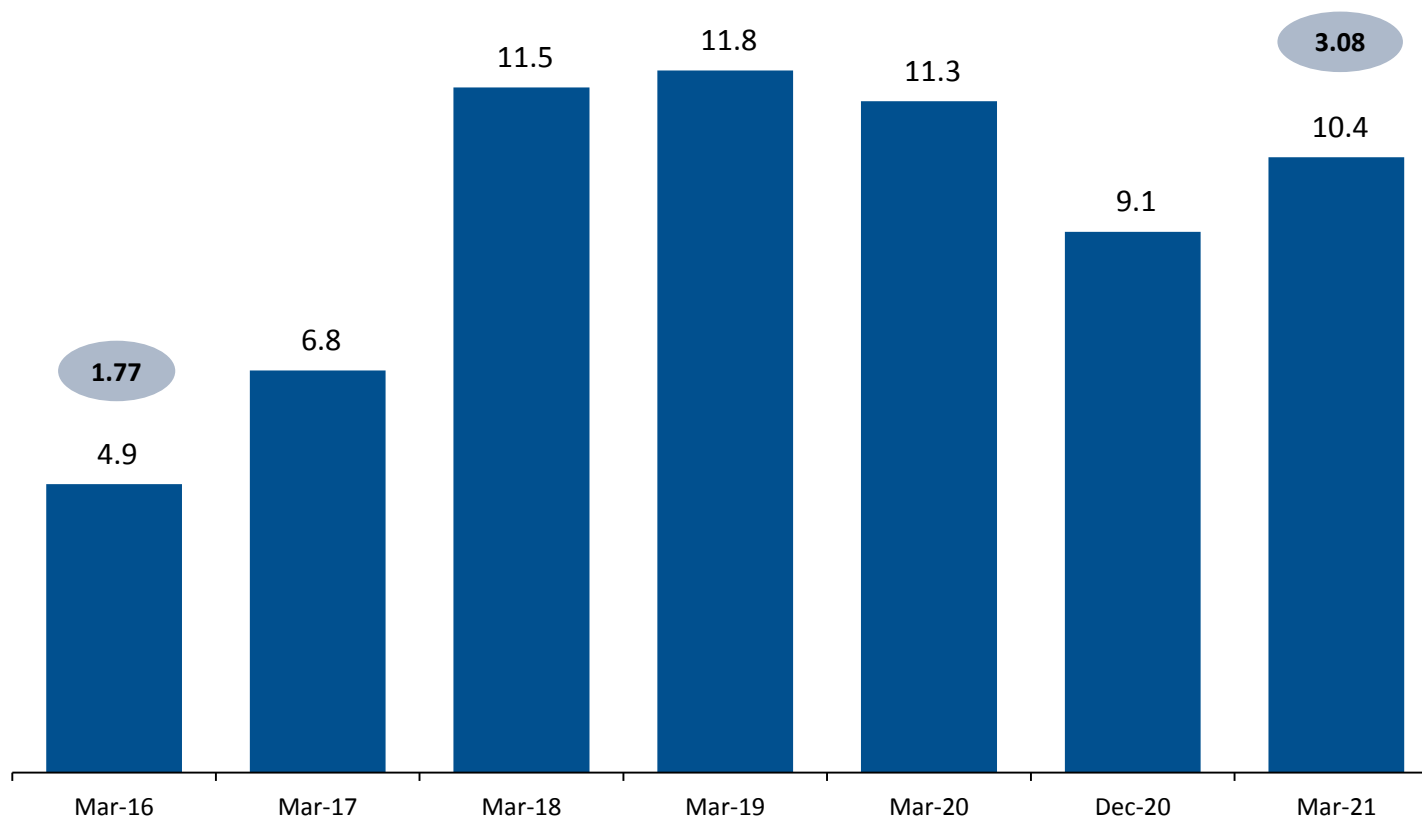




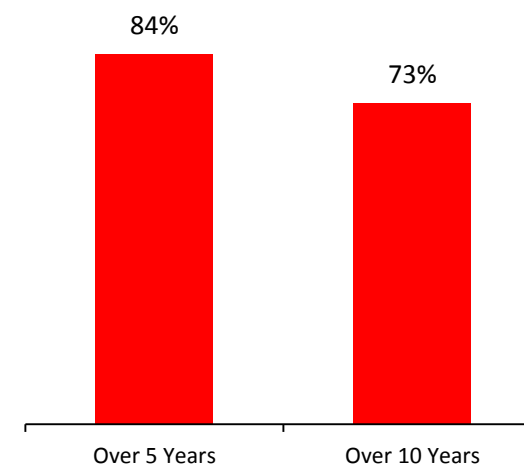
# Systematic Transactions

## Inflows Through Systematic Transactions

**Systematic Transactions (₹ bn)**



**Long Tenure SIP Book<sup>(1)</sup>**



**SIP AUM<sup>(2)</sup>: ₹ 567 bn**

**Strong and stable “Order Book” to provide predictable flows**

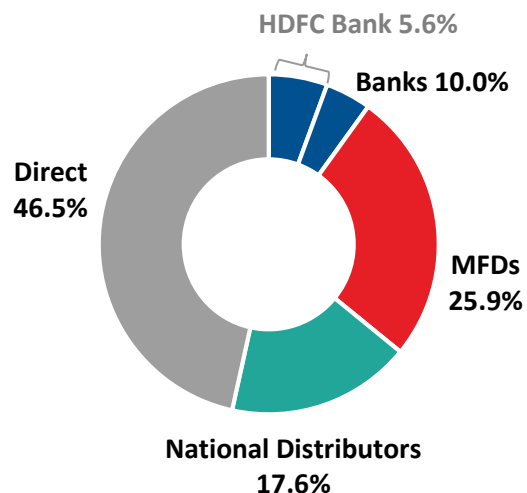
Source: Internal

(1) Based on tenure at the time of registration of all live SIPs during Mar-21 (2) as on 31<sup>st</sup> March 2021

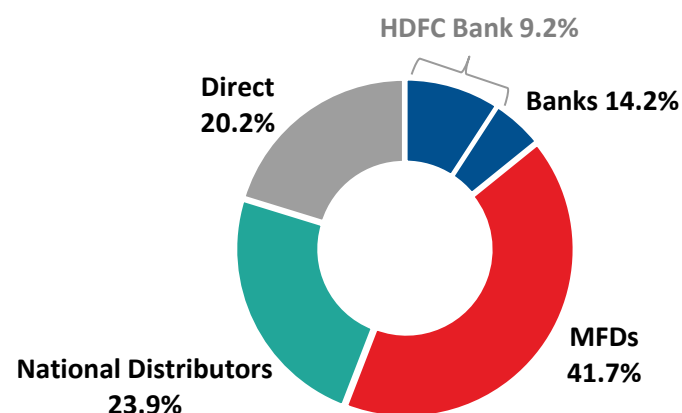
# Multi-channel Distribution Network

## Well diversified distribution channels

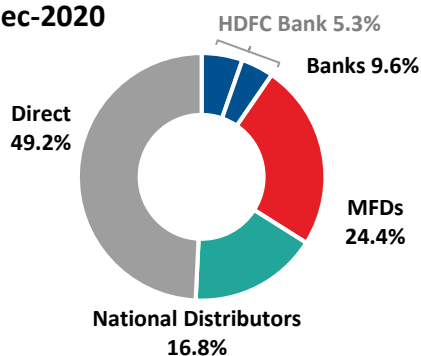
**Total AUM (Mar-2021)**



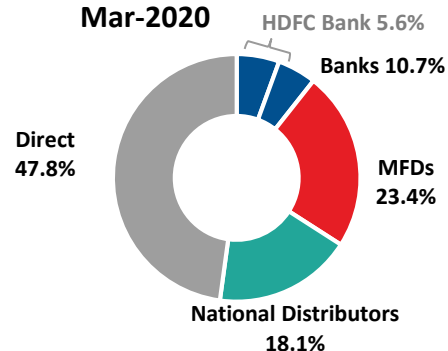
**Equity-oriented AUM (Mar-2021)**



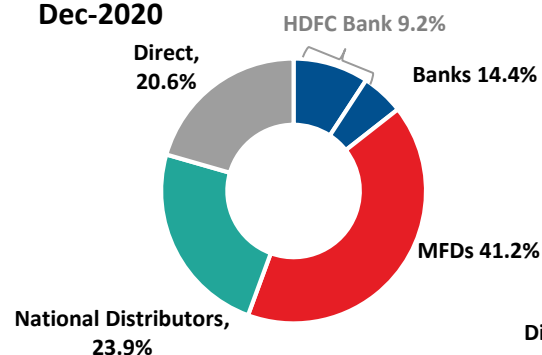
**Dec-2020**



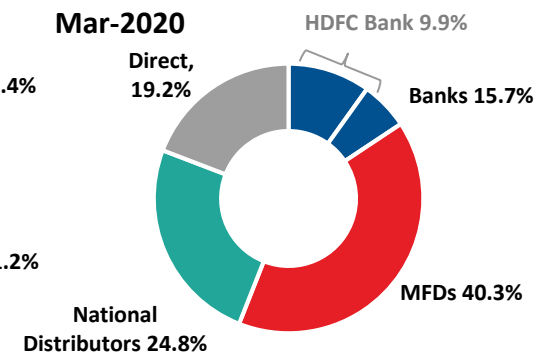
**Mar-2020**



**Dec-2020**



**Mar-2020**

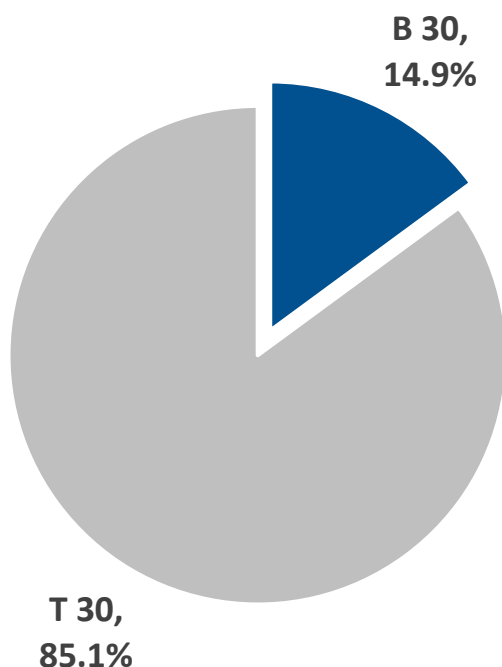


Source: Based on internal classification.

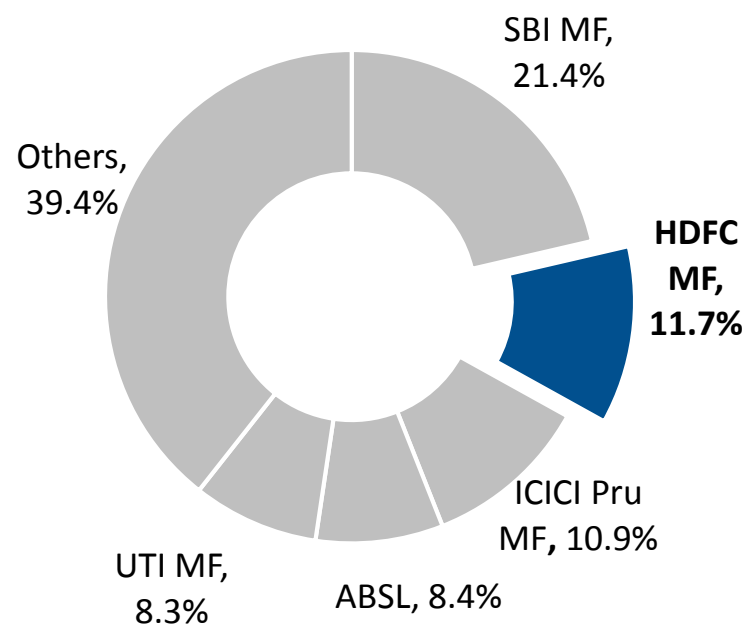
Note: Mutual Fund Distributors (MFDs) erstwhile known as Independent Financial Advisers (IFAs)

# Geographic Spread

## Total MAAUM by T30 and B30 cities



## #2 Player in B-30 Markets



***We serve customers across 97% of all pincodes in India***

***Network of 227 branches with 149 in B-30 cities<sup>(2)</sup>***

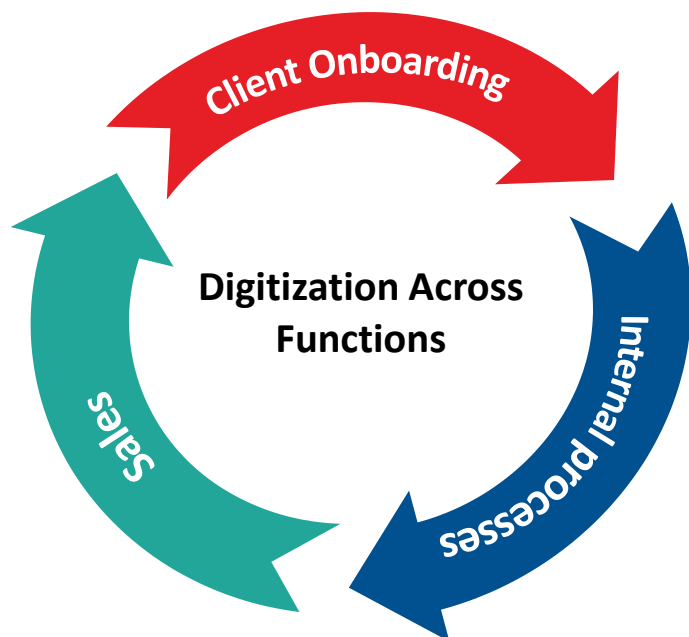
***65k+ empaneled distribution partners***

(1) Source: AMFI

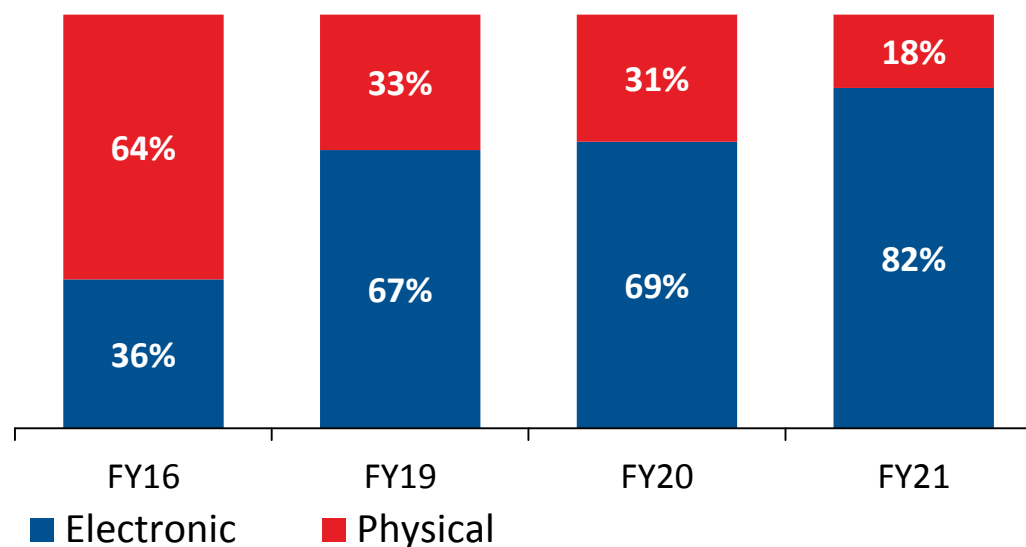
(2) As of March 31, 2021. Includes one representative office in Dubai;

# 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

 FY16 to FY21 CAGR of 38% in electronic transactions, and CAGR of 17% in total transactions

 18% of all transactions during FY21 were through HDFC MF Online and mobile application

 ~100 users login in every minute on our portals and ~3 new users on boarded every minute in the last FY.<sup>(1)</sup>

 Connecting with a customer every 2 minutes via emails, chats, calls etc<sup>(1)</sup>

 Mobile-to-web ratio has increased with every third digital transaction being on mobile.<sup>(1)</sup>

Source: Internal

<sup>(1)</sup> Assuming 22 working days a month. This includes for both Partner and Investor.

# Digital Initiatives - Enhanced



**eOTM:**  
Online eOTM registration for  
hassle free transacting



**Schedule Transactions**  
Enable investors to schedule their  
transactions in advance and  
receive alerts to transact



**End to End Digital Solution for  
KYC investors: Onboard,  
Transact and Interact**



**WhatsApp for Investors  
and Distributors for easy transactions,  
statements and more**

**hdfcfund.com**

**Investors & Partners: Quick links for easy  
online transactions, website landing page  
assisting with digital transactions etc.**



**Digital Marketing Education Series  
for MFDs & personalized websites**



**Co Browsing Service for Investors to  
get instant help on their Digital Queries  
by screen sharing with our  
representatives**



**Missed Call Service:**  
Missed call to receive a call  
back for Digital queries



**Facility for internal employees to create  
transactions on behalf of partners**

**10,000 + Partner Coverage**

**90,000 + total participants**

**120+ programmes  
organized**

**33 YouTube Videos & 22K  
views on our channels**

# Financials

# Financials Summary – Year ended Earnings

(₹ mm)

Particulars	YE FY21	YE FY20	Change
<b>Income</b>			
Revenue from Operations	18,525	20,033	-8%
Other Income	3,492	1,402	149%
<b>Total Income</b>	<b>22,017</b>	<b>21,435</b>	<b>3%</b>
<b>Expenses</b>			
Finance Costs	90	90	0%
Fees and Commission Expenses	57	209	-73%
Employee Benefit Expenses <sup>#</sup>	2,268	2,147	6%
Depreciation and Amortization Expenses	554	504	10%
Other Expenses	1,560	1,954	-20%
<b>Total Expenses<sup>#</sup></b>	<b>4,529</b>	<b>4,904</b>	<b>-8%</b>
<b>Profit before tax<sup>#</sup></b>	<b>17,488</b>	<b>16,531</b>	<b>6%</b>
<b>Tax Expenses</b>	<b>4,232</b>	<b>3,906</b>	<b>8%</b>
<b>Profit after tax<sup>#</sup></b>	<b>13,256</b>	<b>12,625</b>	<b>5%</b>
Other Comprehensive Income (net of tax)	(7)	(31)	
<b>Total Comprehensive Income</b>	<b>13,249</b>	<b>12,594</b>	<b>5%</b>

Particulars	YE FY21	YE FY20	Change
Revenue from Operations	18,525	20,033	-8%
Adjusted Total Expenses*	4,529	4,870	-7%
<b>Operating Profit from core AM business</b>	<b>13,996</b>	<b>15,163</b>	<b>-8%</b>

# In YE FY21, Employee benefit expenses includes non-cash charge of ₹ 73.49 mm towards amortised cost of Employee Stock options

\*Adjusted for negative fair value movement on investments in FY 20

# ○ Highlights

## INCOME:

### **Investment Management Fees**

While Average AUM was higher for FY 21 (Vs FY 20), the asset class mix became less remunerative.

### **Other Income**

Other Income is higher on MTM gains due to interest rate movement and gains on investments in Essel Group NCDs.

## EXPENSES:

Overall cost savings of 8% in FY 21 as compared to FY 20.

Muted business environment led to savings primarily in business development, office maintenance, travel & printing expenses.

In YE FY21, Employee benefit expenses includes non-cash charge of ₹ 73.49 mm towards amortised cost of Employee Stock options



# Financials Summary – Quarterly Earnings

	(₹ mm)		
Particulars	Q4 FY21	Q4 FY20	Change
<b>Income</b>			
Revenue from Operations	5,029	4,762	6%
Other Income	426	(265)	-
<b>Total Income</b>	<b>5,455</b>	<b>4,497</b>	<b>21%</b>
<b>Expenses</b>			
Finance Costs	24	22	9%
Fees and Commission Expenses	16	16	0%
Employee Benefit Expenses <sup>#</sup>	639	431	48%
Depreciation and Amortization Expenses	136	134	1%
Other Expenses	412	597	-31%
<b>Total Expenses<sup>#</sup></b>	<b>1,227</b>	<b>1,200</b>	<b>2%</b>
<b>Profit before tax<sup>#</sup></b>	<b>4,228</b>	<b>3,297</b>	<b>28%</b>
<b>Tax Expenses</b>	1,069	797	34%
<b>Profit after tax<sup>#</sup></b>	<b>3,159</b>	<b>2,500</b>	<b>26%</b>
Other Comprehensive Income (net of tax)	17	5	
<b>Total Comprehensive Income</b>	<b>3,176</b>	<b>2,505</b>	<b>27%</b>

Particulars	Q4 FY21	Q4 FY20	Change
Revenue from Operations	5,029	4,762	6%
Adjusted Total Expenses*	1,227	1,166	5%
<b>Operating Profit from core AM business</b>	<b>3,802</b>	<b>3,596</b>	<b>6%</b>

# In Q4 FY21, Employee benefit expenses includes non-cash charge of ₹ 73.49 mm towards amortised cost of Employee Stock options

\*Adjusted for negative fair value movement on investments in Q4 FY 20

# Financials Summary – Sequential Quarterly Earnings

(₹ mm)

Particulars	Q4 FY21	Q3 FY21	Change
<b>Income</b>			
Revenue from Operations	5,029	4,819	4%
Other Income	426	1,131	-62%
<b>Total Income</b>	<b>5,455</b>	<b>5,950</b>	<b>-8%</b>
<b>Expenses</b>			
Finance Costs	24	22	9%
Fees and Commission Expenses	16	14	14%
Employee Benefit Expenses <sup>#</sup>	639	568	13%
Depreciation and Amortization Expenses	136	140	-3%
Other Expenses	412	378	9%
<b>Total Expenses<sup>#</sup></b>	<b>1,227</b>	<b>1,122</b>	<b>9%</b>
<b>Profit before tax<sup>#</sup></b>	<b>4,228</b>	<b>4,828</b>	<b>-12%</b>
<b>Tax Expenses</b>	<b>1,069</b>	<b>1,134</b>	<b>-6%</b>
<b>Profit after tax<sup>#</sup></b>	<b>3,159</b>	<b>3,694</b>	<b>-14%</b>
Other Comprehensive Income (net of tax)	17	(26)	
<b>Total Comprehensive Income</b>	<b>3,176</b>	<b>3,668</b>	<b>-13%</b>

Particulars	Q4 FY21	Q3 FY21	Change
Revenue from Operations	5,029	4,819	4%
Total Expenses	1,227	1,122	9%
<b>Operating Profit from core AM business</b>	<b>3,802</b>	<b>3,697</b>	<b>3%</b>

<sup>#</sup> In Q4 FY21, Employee benefit expenses includes non-cash charge of ₹ 73.49 mm towards amortised cost of Employee Stock options

1. The Nomination and Remuneration Committee of the Board of Directors of the Company at its meeting held on February 22, 2021 had approved grant of 11,45,000 stock options representing 11,45,000 equity shares of ₹ 5 each, at a grant price of ₹ 2,934.25 per equity share (being the market price as defined in the applicable SEBI Regulations), to its eligible employees under Employees Stock Option Scheme - 2020 ("ESOS - 2020"). The total charge for share based payment to employees for the quarter and year ended March 31, 2021 is ₹ 73.49 mm.

Accounting for equity settled share based payment transaction (ESOPs) at fair value increases the non cash component of Employee Benefits Expenses and is reflected in Share Options Outstanding Account under Other Equity. This balance of Share Options Outstanding Account is transferred to Securities Premium as and when the stock options are exercised by the employees and hence neutral to Equity of the Company.

2. As on April 1, 2020, the Company held certain Non Convertible Debentures (NCDs) that were secured by a pledge of listed equity shares. These NCDs have been classified as financial assets at fair value through profit and loss. Hence any realized gain on their sale/changes in fair value is reflected under other income.

During the year ended March 31, 2021, the Company had invoked and sold a majority of these pledged shares. The carrying value of the NCDs /value of residual collateral as at March 31, 2021 is ₹ 324.38 mm.

3. The COVID 19 pandemic and consequent lockdown imposed in March 2020 impacted a whole range of economic activities adversely. The phase wise opening up initiated in the quarter ended June 30, 2020 led to a recovery in varied measures across different sectors of the economy, industries and businesses.

While the situation looked quite upbeat in Jan-Feb 2021, due to the onset of the 'second wave', things have deteriorated quickly since then. An accelerated increase in the number of COVID 19 cases has necessitated imposition of restrictions which may once again inhibit economic activity and affect markets.

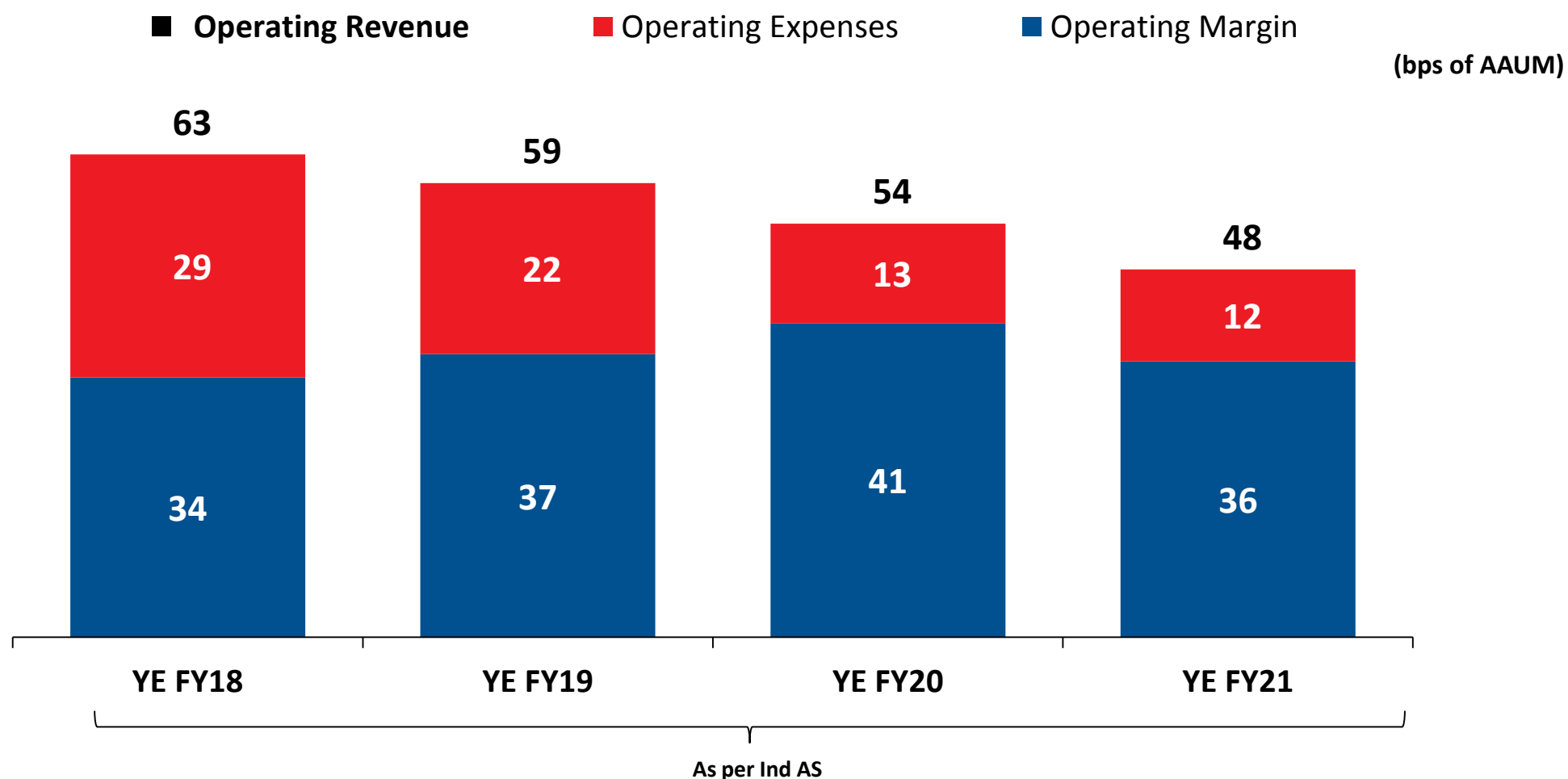
The extent to which the second wave of COVID 19 pandemic will impact the Company's results will depend on ongoing as well as future developments, which at this juncture are highly uncertain.

While it is expected that economic activity will improve once restrictions are eased, the situation will have to be closely monitored till the pandemic is put to rest.

The Company has assessed the impact of the pandemic on its operations and its assets including the value of its investments and trade receivables as at March 31, 2021. The management does not, at this juncture, believe that the impact on the value of the Company's assets is likely to be material. However, since the revenue of the Company is ultimately dependent on the value of the Assets Under Management (AUM) it manages, changes in market conditions and the trend of flows into mutual funds have an impact on the operations of the Company. Since the situation is still uncertain, its effect on the operations of the Company may be, to some extent, different from that estimated as at the date of approval of these financial results. The Company continues to closely monitor material changes in markets and future economic conditions.

Further, during the quarter ended March 31, 2021, there has been no material change in the controls or processes followed in the preparation of the financial results.

# Operating Profit Margin



**Operating margin (bps of AAUM) in FY 21 for Q1, Q2, Q3 and Q4 are 34, 37, 38 and 37 respectively.**

# ○ Statement of Assets and Liabilities

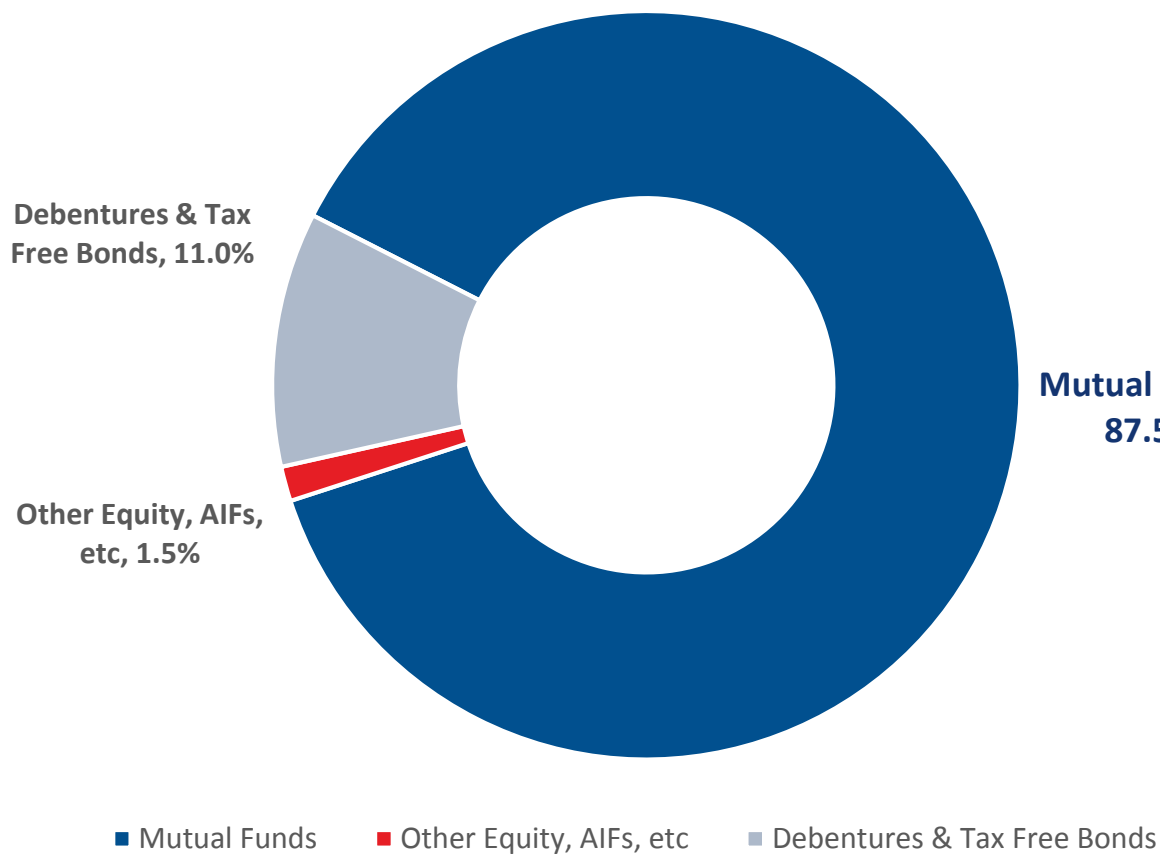
(₹ mm)		
Particulars	As at March 31, 2021	As at March 31, 2020
<b>Assets</b>		
Financial Assets	48,717	40,662
Non Financial Assets	2,230	2,425
<b>Total Assets</b>	<b>50,947</b>	<b>43,087</b>
<b>Liabilities And Equity</b>		
<b>Liabilities</b>		
Financial Liabilities	2,300	2,251
Non-Financial Liabilities	885	543
<b>Equity</b>		
Equity Share Capital	1,065	1,064
Other Equity	46,697	39,229
<b>Total Liabilities And Equity</b>	<b>50,947</b>	<b>43,087</b>



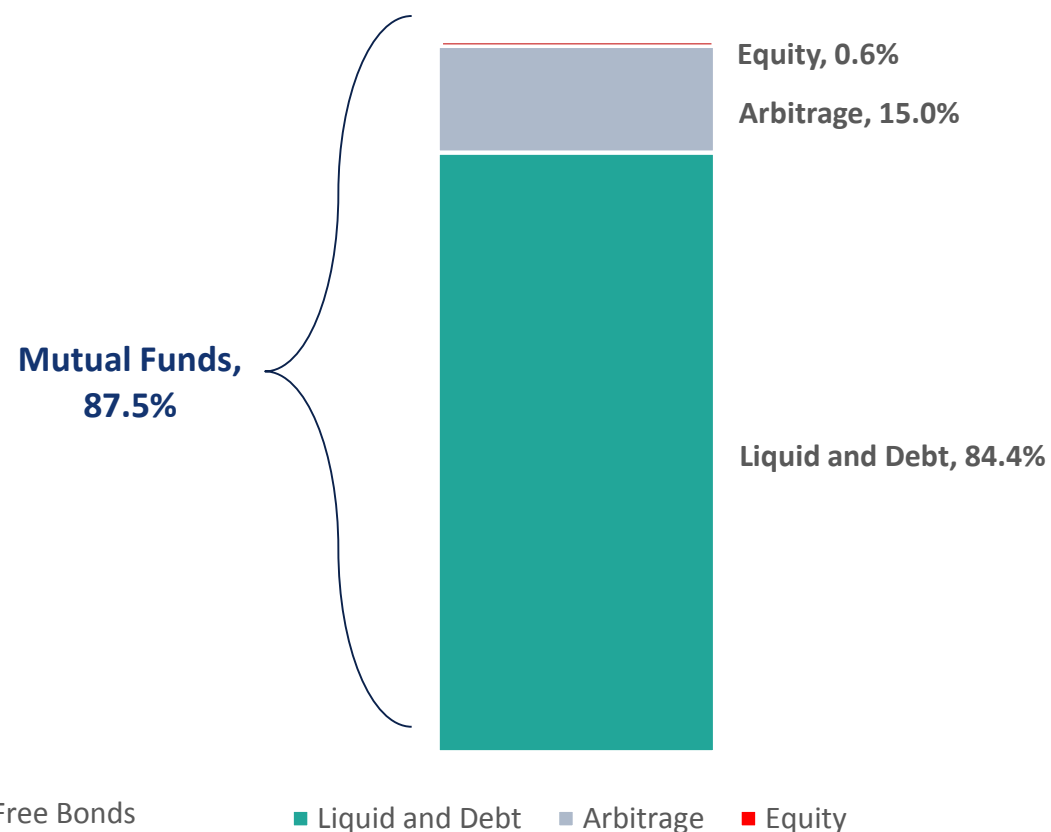
# ○ Breakup of Investments

**Total Investments: ₹ 47,531 million**

## Breakdown of Total Investments



## Breakdown of Mutual Fund Investments



# Return On Equity and Dividend Per Share

## Return on Equity<sup>(1)</sup>

<b>FY 17</b> <b>42.8%</b>	<b>FY 18</b> <b>40.3%</b>	<b>FY 19</b> <b>35.0%</b>	<b>FY 20</b> <b>35.6%</b>	<b>FY 21</b> <b>30.1%</b>
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Return on Equity for FY17 & FY18 was reported under Previous GAAP. FY19 onwards, it is reported under Ind AS

## Dividend Per Share <sup>(2)</sup>

<b>FY 17</b> <b>₹ 11.5<sup>#</sup></b>	<b>FY 18</b> <b>₹ 16</b>	<b>FY 19</b> <b>₹ 24</b>	<b>FY 20</b> <b>₹ 28</b>	<b>FY 21</b> <b>₹ 34</b>
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# Adjusted for Corporate action of bonus and share split.

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

(2) For, FY21, a final dividend of Rs. 34 per equity share is proposed by the board on April 27, 2021 which is subject to approval by the shareholders at the ensuing Annual General Meeting.

# ○ HDFC AMC Long Term Trends

	March 2017	March 2018	March 2019	March 2020	March 2021
Total AUM (INR billion)	2,303	2,917	3,437	3,191	3,955
Active Equity (INR billion)	957	1,449	1,643	1,200	1,654
Debt (INR billion)	996	1,055	998	1,046	1,522
Liquid (INR billion)	300	360	745	867	638
PMS & SMA AUM (INR billion)	62	69	98	85	97
Systematic Transactions (INR billion)	6.8	11.5	11.8	11.3	10.4
Systematic Transactions Count (million)	2.00	2.96	3.38	3.29	3.08
Individual MAAUM (INR billion)	1,331	1,836	2,089	1,935	2,361
B-30 MAAUM (INR billion)	385 (B-15)	540 (B-15)	462	459	611
Unique Investors (in millions)	4.3	4.7	5.3	5.6	5.3
Live Individual Accounts (in millions)	6.2	8.1	9.0	9.3	8.9
Number of Employees	825	1,010	1,150	1,194	1,254
Number of Branches	166	210	210	221	227
% of digital transactions of total	41%	51%	67%	69%	82%
Operating Profit (INR million)	6,919	9,550	11,931	15,129	13,996
Profit After Tax (INR million)	5,502	7,216	9,306	12,625	13,256
ROE (%)	42.8%	40.3%	35.0%	35.6%	30.1%
Operating margin (bps of AAUM)	32	34	37	41	36
Networth (INR million)	14,229	21,600	30,708	40,293	47,762

For FY17 & FY18, the financials details are reported under Previous GAAP. FY19 onwards, it is reported under Ind AS

# 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