

PCASL/10/2023-24  
Date: 24.05.2023

To,  
The National Stock Exchange of India Ltd  
Exchange Plaza,  
Bandra – Kurla Complex,  
Bandra (E),  
Mumbai – 400 051  
NSE EQUITY SYMBOL: **PRUDENT**

To,  
BSE Limited  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai- 400 001  
SCRIPT CODE: **543527**

ISIN: **INE00F201020**

Dear Sir/Madam,

**Sub.: Investor Presentation on Audited Financial Results (Standalone & Consolidated) for the quarter and year ended March 31, 2023.**

Pursuant to SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a copy of Investor Presentation on Audited Standalone & Consolidated Financial Results and other highlights of the Company for the quarter and year ended March 31, 2023.

The same will also be available on the website of the Company at [www.prudentcorporate.com](http://www.prudentcorporate.com).

Please take the same into your records and do the needful.

Thanking you,  
Yours Faithfully,

**For, Prudent Corporate Advisory Services Limited**

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**Dhaval Ghetia**  
Company Secretary  
Tele No: 079-40209600  
Email: [cs@prudentcorporate.com](mailto:cs@prudentcorporate.com)  
Encl.: As above

The image features a dark grey background with a central photograph of a person's hands holding a tablet displaying financial charts. Overlaid on this are several large, semi-transparent circles in white, orange, and red. The Prudent logo is in the top left, and the main title is in a large orange circle in the center. The company name is at the bottom left.

*Prudent*

— Money through wisdom —

# Investor Presentation

**Q4 & FY2023**

**Prudent Corporate Advisory Services Limited**

# DISCLAIMER

*The data mentioned in the presentation provided for general information purpose only. The information contained in the presentation is accurate only as of the date it was originally issued. The figures mentioned in the data are rounded off. Prudent Corporate Advisory Services Ltd (“Prudent” or the Company) strictly denies the responsibilities of any obligation to update the information contained in such presentations after the date of their issuance.*

*This presentation and the following discussion may contain “forward looking statements” by Prudent that are not historical in nature. These forward-looking statements, which may include statements relating to future results of operations, financial condition, business prospects, plans and objectives, are based on the current beliefs, assumptions, expectations, estimates, and projections of the management of Prudent about the business, industry and markets in which Prudent operates.*

*These statements are not guarantees of future performance, and are subject to known and unknown risks, uncertainties, and other factors, some of which are beyond Prudent’s control and difficult to predict, that could cause actual results, performance or achievements to differ materially from those in the forward-looking statements. Such statements are not, and should not be construed, as a representation as to future performance or achievements of Prudent.*

*In particular, such statements should not be regarded as a projection of future performance of Prudent. It should be noted that the actual performance or achievements of Prudent may vary significantly from such statements.*



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# About Us

Prudent Corporate Advisory Services Limited

# About Us

A diversified play in wealth management.

**Prudent**  
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Founded in 2003 & headquartered in Ahmedabad, Prudent Corporate Advisory Services is one of India's fastest-growing financial services group.

Today, with a team strength of 1119 highly skilled professionals and 26,949 well-trained and qualified channel partners, we are among the top mutual fund distributors in terms of assets under management and commission received.

With our unique business-to-business-to-consumer (B2B2C) business model and through our technology-enabled investment and financial services platform, we provide end-to-end solutions critical for financial products distribution.

We work through 120 locations over 21 states and have a robust digital presence. We have evolved into a leading and respected distributor of mutual funds, insurance products, stockbroking, national pension schemes, unlisted securities, bonds, fixed deposits, portfolio management schemes, alternative investment funds, smallcase & liquiloans.



## Vision

To be the most preferred group in financial services catering to the masses with the help of technology.



## Mission

To build a strong organization based on our core values of:

- Client First
- Dignity & Respect for each stakeholder
- Focused Approach
- Teamwork
- Fairness
- Integrity & Honesty



## Purpose

We mean to play a meaningful role in catalysing greater financial inclusion within India, by helping all sections of society to conveniently channelise a portion of their savings through retail financial products. By doing this, we are here to create value for our investors, the Indian economy, and our shareowners.

# Key Management: Leadership Team

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**Sanjay Shah**

*Chairman & Managing Director*

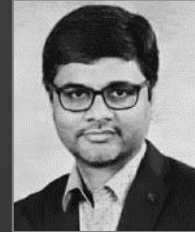
Chartered Accountant with more than two decades of experience in wealth management. Holds a degree of BBA from Sardar Patel University & is admitted as a fellow member of the Institute of Chartered Accountants of India



**Shirish Patel**

*CEO & Whole-time Director*

MBA in Finance & diploma in Computer Applications, with 22 years of experience in wealth management. Previously worked with ICICI Bank, Citi Bank. Joined the firm in 2005 & has been instrumental in branch expansion from 5 to 120 branches.



**Chirag Shah**

*Whole-time Director*

Fellow member of Institute of Chartered Accountants of India with 17 years of experience in insurance & compliance sector. Previously been associated with NSDL, joined Prudent in 2004 & currently serving on board of Gennext. Is responsible for HR, Admin & Compliance functions of the Prudent group



**Chirag Kothari**

*Chief Financial Officer*

Qualified company secretary and a fellow member of the Institute of Company Secretaries of India with 15 years of experience in the finance sector & is associated with Prudent since 2006.

# Key Management: Board Members

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**Dhiraj Poddar**  
(Non Executive Director\*)

Serving as Country Head – India of TA Associates with 17+ years of experience in PE. Has helped in investments across financial service, technology, healthcare & been associated with ICICI Securities, Progeon Ltd & Standard Chartered Bank



**Deepak Sood**  
(Independent Director)

Fellow of Insurance Institute of Indian, with over 30+ years of experience. Over the years has served as head of BD at Bajaj Allianz GI, MD & CEO of Future Generali & CRO of ERGO



**Karan Kailash Datta**  
(Independent Director)

With 10 years of experience in asset management has been associated with Goldman Sachs Securities, Goldman Sachs Asset Management & Axis Asset Management



**Shilpi Thapar**  
(Independent Director)

Holds a bachelor's in law & commerce, registered with Insolvency & Bankruptcy Board of India as an insolvency professional. With 18 years of industrial experience she is a qualified Company Secretary & fellow member of Institute of Company Secretaries of India



**Aniket Talati**  
(Independent Director)

Qualified CA & fellow member of Institute of Chartered Accountants of India, was elected to the 24th Council of the Institute of Chartered Accountants of India in 2018. He is currently serving as a president of ICAI.

# Our Journey So Far

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 First ₹100 bn in 16 years

 Next ₹400 bn in less than 6 years

## The Early Years

2000 - 2006

- 2000 – Started offering Financial services as “Prudent Fund Manager”
- 2003 – Incorporation and obtained ARN

## Partnership & Penetration

2007 - 2016

- AUM – ₹ 100 bn
- 2006 – Launched partner network
  - 2010 – Launched Property Advisory
  - 2016 – Obtained SEBI RIA and launched Fundzbazar

## Expansion into other financial products

2017 - 2019

- AUM - ₹ 200 bn
- 2017 – Launched NPS on Fundzbazar
  - 2018 – Launched Policyworld
  - 2018 – Launched Fundzbot

2020 - 2021

- AUM – ₹ 300 bn
- 2019 – Launched Prudent Private Wealth
  - 2019 – Launched Fixed Income Investments on Fundzbazar
  - 2020 – Launched Creditbasket and WiseBasket
  - 2021 – Launched Stock Broking on Fundzbazar
  - 2021 – Acquired MF Assets of Karvy Stock Broking Limited

## Ecosystem Growth

2022-23

- AUM – ₹ 560 bn
- Launched Smallcase & Liquiloans
  - Listed on BSE & NSE
  - Acquired MF Assets of iFast Financial Pvt Ltd.



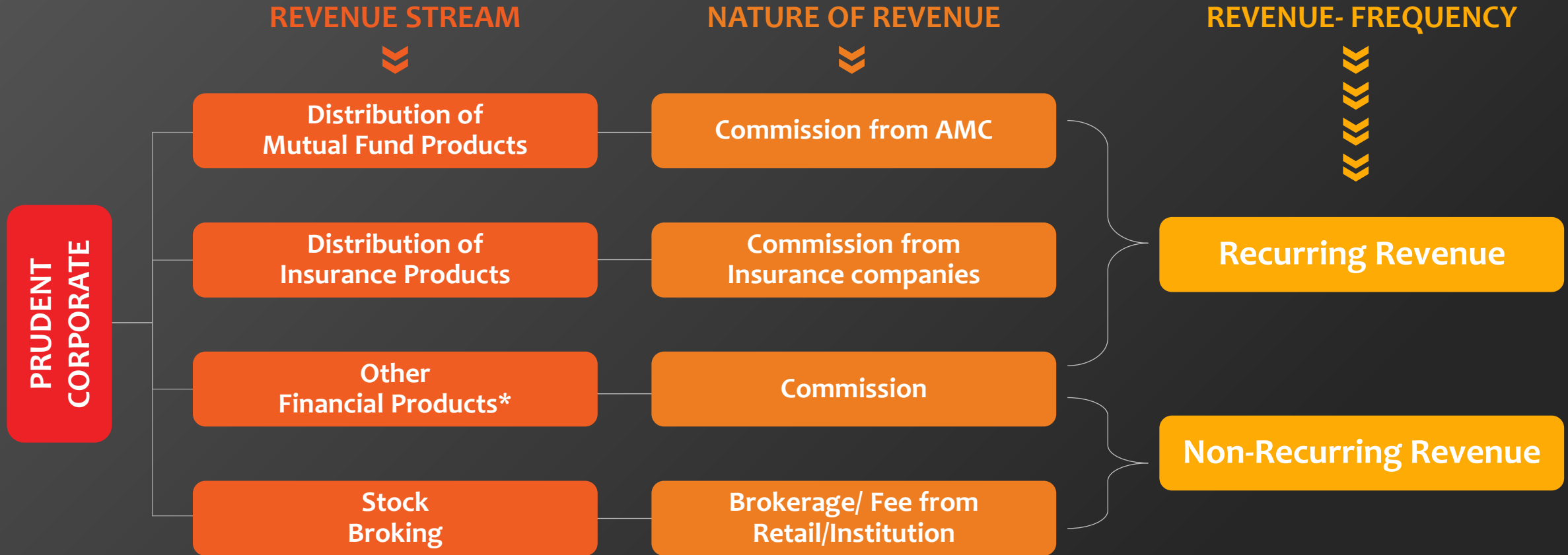


# Business Overview

Prudent Corporate Advisory Services Limited

# Play on distribution of diverse Financial Products

A diversified play in wealth management.



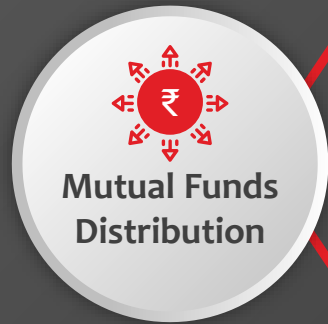
\* Other Financial Products include Unlisted Securities & Bonds which are transactional in nature i.e non-recurring revenue

# Mutual Fund Distribution- A dominant pie of the services

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**Mutual Funds  
Distribution**

- The company follows an “open-source” distribution model, under which it distributes mutual funds of AMCs irrespective of their affiliation or size thus providing their MFDs/Clients with a large spectrum to choose from.
- It provides its MFDs/Clients with an array of analytical tools to enable them to make informed investment decisions.

## CAMS Ranking as of March 2023

**3rd**

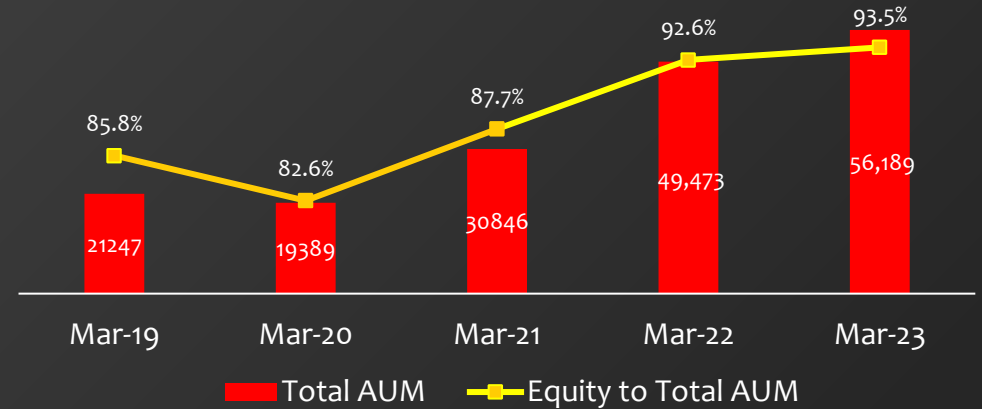
**Total AUM  
in Retail**

**5th**

**Total  
Folios**

“ AUM growth CAGR of 28% FY19-23 ”

In ₹ Crs



**AUM:  
₹56,189 Cr.**

**No. of investors:  
15,31,670**

**No. of MFDs:  
26,949**

**Monthly MF SIP Flow  
₹517 Cr.**

**AUM per investor:  
₹ 3,66,849**

**AUM per MFD :  
₹ 2.09 Cr.**

As of 31st March 2023

# Other Financial Products- Insurance Leads the pack

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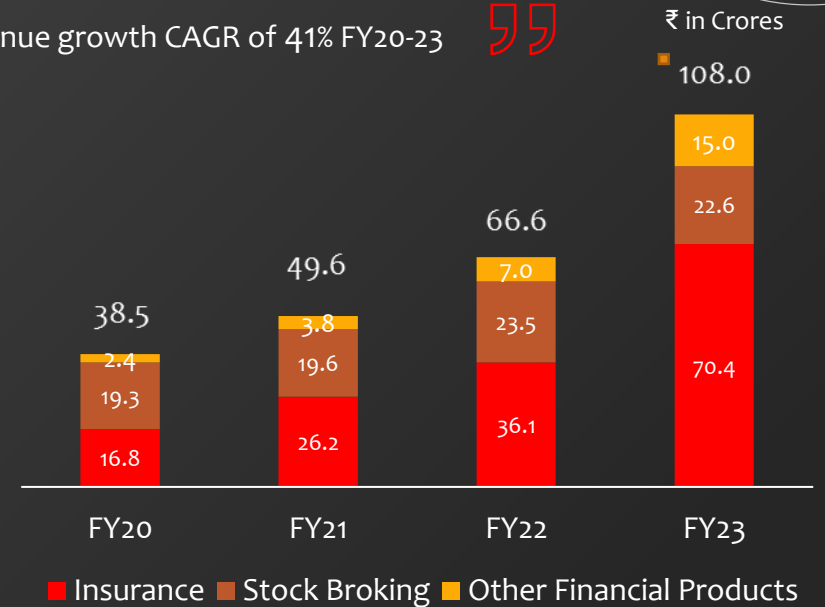


- Gennext- a wholly owned subsidiary is registered as an insurance broker for life and general insurance with IRDAI. It distributes insurance products offered by various life and general insurance companies in India.
- Within life insurance, Gennext focuses on retail products like term insurance & traditional products like par, non-par & annuity plans. Health insurance is the primary focus within general insurance.



- **Stock Broking :**  
Company’s brokerage business primarily consists of brokerage services that they offer to retail customers for trading in equities, equity derivatives & currency.
- **Other Financial Products :**  
Company offers a wide range of other financial products such as PMS, AIF, Liquiloans, Bonds, Corporate Fixed Deposits, Smallcase, NPS, Unlisted Securities & LAS.

Revenue growth CAGR of 41% FY20-23



<b>Premium:</b> ₹ 200.3 Cr.	<b>Average premium per policy:</b> ₹ 53,794
<b>No. of policies:</b> 37,229	<b>No. of insurance companies:</b> associated with: 37

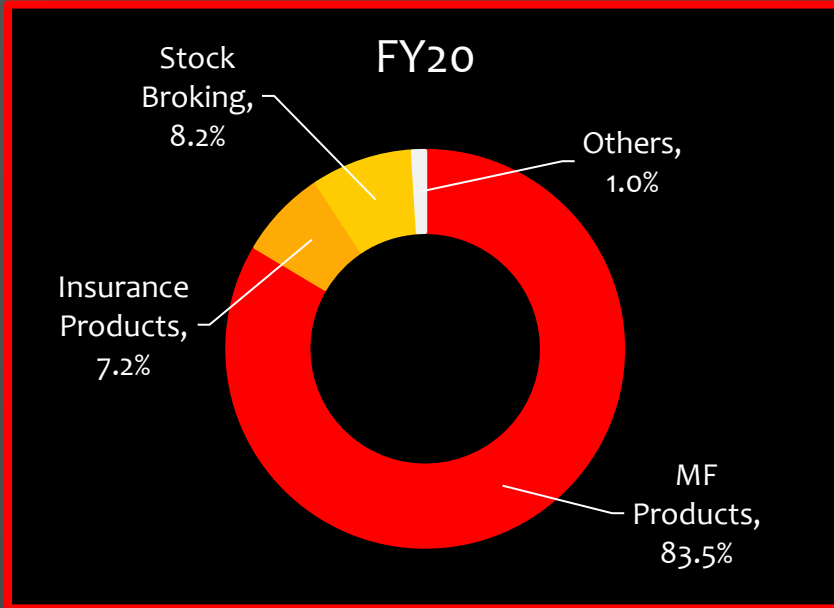
For Quarter ended March 2023

# Diversification: “Creating a second pillar of growth”

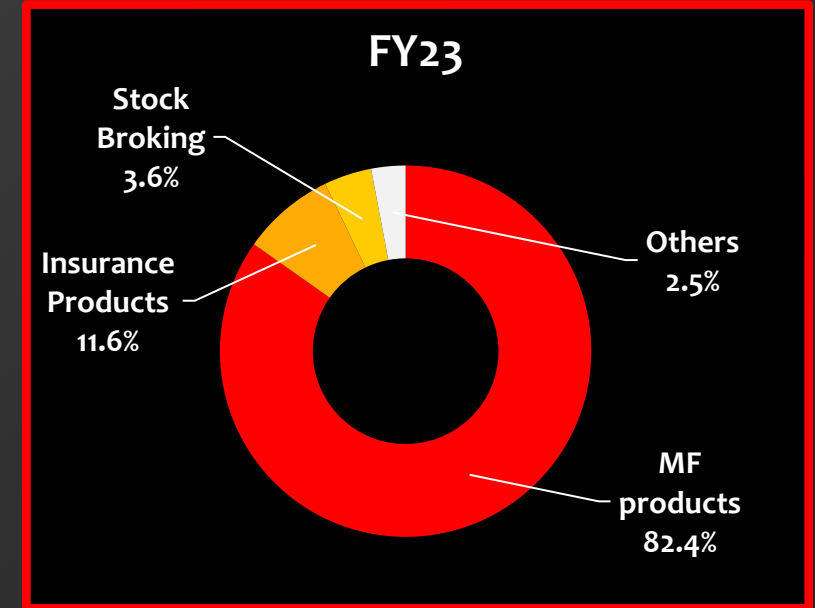
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- Increasing share of Insurance products from 7% in FY20 to 12% in FY23
- Insurance Revenue grew 61% CAGR from FY20-23



## Diversification has led to:

1. De-risking portfolio concentration from one product offering to multiple product offering
2. Creating multiple pillars of growth which would lead to next growth chapter
3. Cross Offerings help in maximising margin profile



# Rationale & Strategy

Prudent Corporate Advisory Services Limited

# Delivering sustained performance

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**A complete ecosystem of Financial Products makes “PRUDENT corporate” a prudent choice for MFDs & Client’s**

**A Strong Platform**



**A complete Eco System**



**A sustainable roadmap**

**A growing & underpenetrated MF industry**

**Two decades of experience in retail wealth management**

**Technology Embedded Approach**

**Long Lasting relationship with MFD’s**

**SIP’s keeps the AUM growth robust**

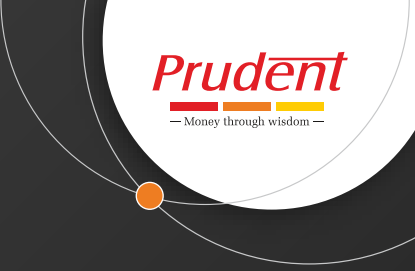
**Geographical penetration**

“**Consistent growth in profits and free Cash Flows**”

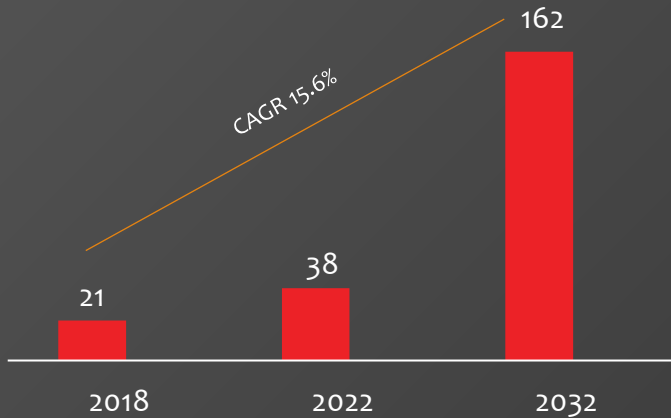
**Unique B2B2C business model bridging the gap between AMC’s, MFDs and retail customers**

# Industry Tailwinds

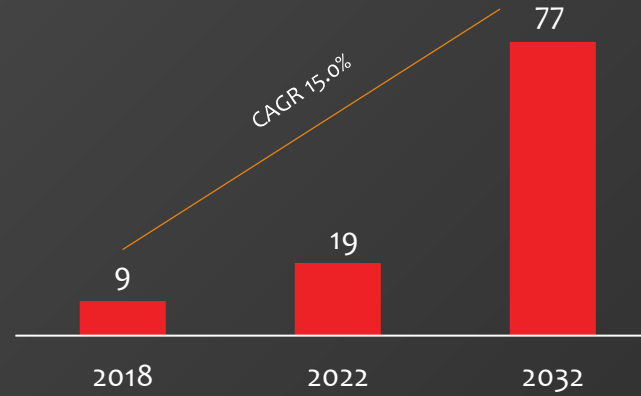
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Overall MF AUM Trajectory (₹ in trn)



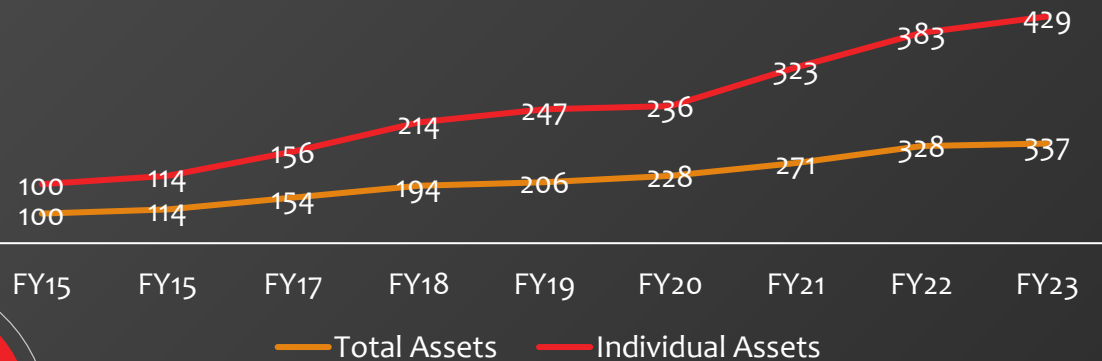
Active Equity AUM Trajectory (₹ in trn)



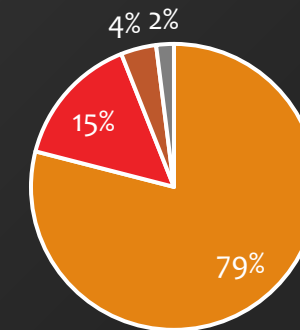
## Industry Tailwinds aiding

Active Equity AUM is set to grow at a 15% CAGR to ₹ 77 trillion which will immensely benefit Prudent

Key Addressable Segment of Individual Assets Growing at 1.3 times Total Assets



Asset Allocation of Individual Investors Skewed towards Equity Assets



- Equity Oriented Schemes
- Debt Oriented Schemes
- Liquid/ Money Market
- ETFs, FoFs

Source: Kotak Institutional Research, AMFI & Crisil Research



# Industry Tailwinds

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## India – Amrit Kaal – Next 25 years



5<sup>th</sup> Largest economy; currently at USD 3.5 tn to 2<sup>nd</sup> Largest economy at USD 32 tn



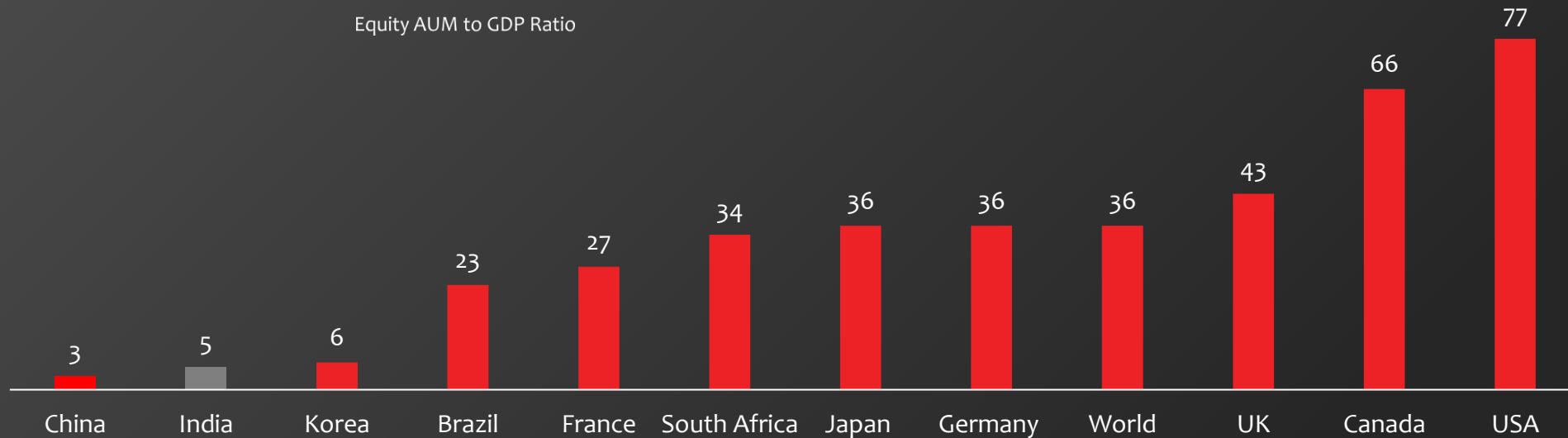
Per capita Income to grow at 10x; from USD 2300 currently to USD 20,000



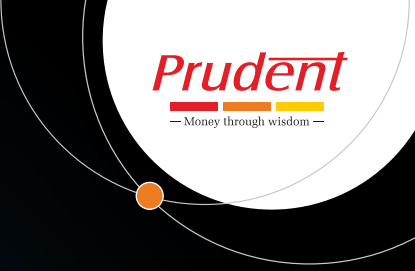
2nd largest & youngest working population of 522 Mn with median age of ~29 years

## Under penetration of Mutual Fund Industry

Equity AUM to GDP Ratio



Source: Kotak Institutional Report



## Higher Indian Savings Rate Bodes Well for Mutual Funds

India's savings rate is higher than the global average of 26.9% in 2021

18  
United States\*

16.5  
United Kingdom

20.1  
South Africa

29.3  
India

29.8  
Thailand  
57.5  
Singapore

35.2  
Indonesia

44.7  
China\*

22.3  
Hong Kong

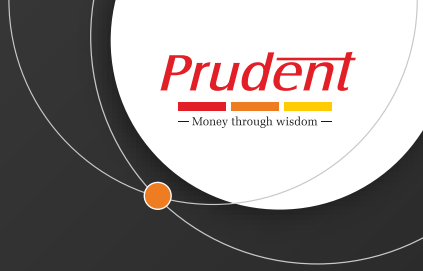
9.2  
Philippines

29.3  
Malaysia

\* Data for 2020

# Industry Tailwinds

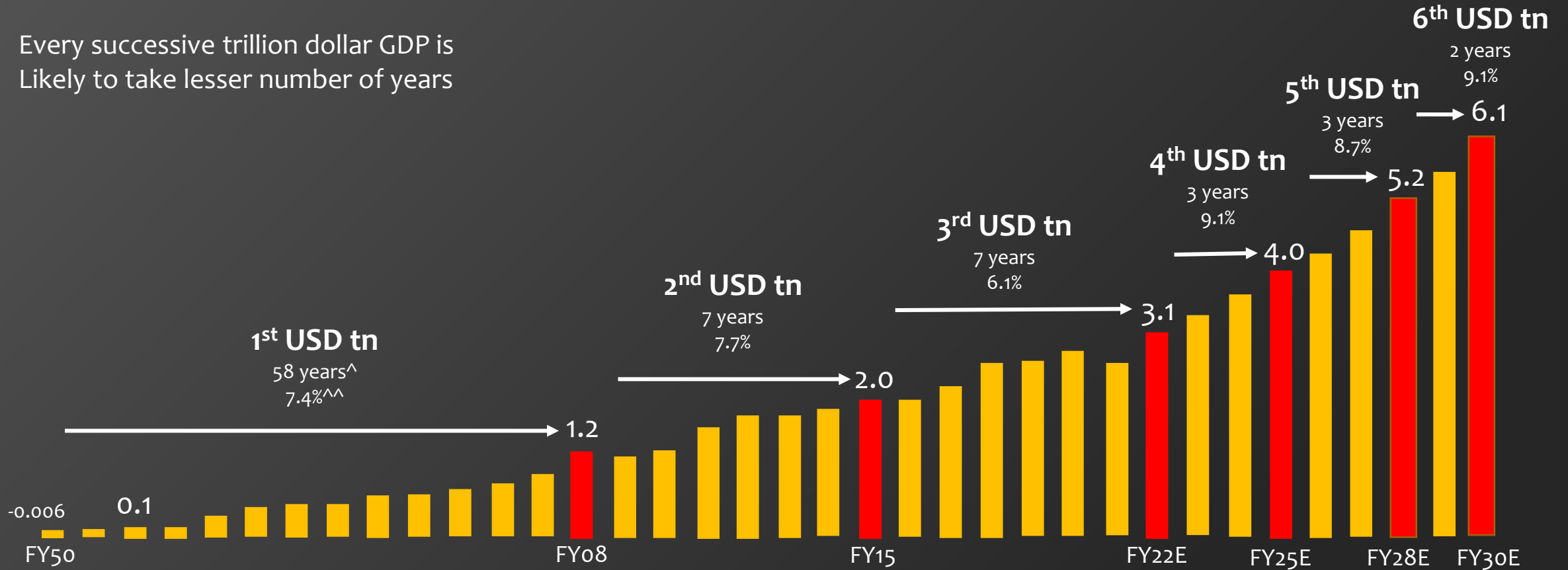
A diversified play in wealth management.



## India – The Next Decade

Every successive trillion dollar GDP is Likely to take lesser number of years

### India's GDP\* trend in USD Tn

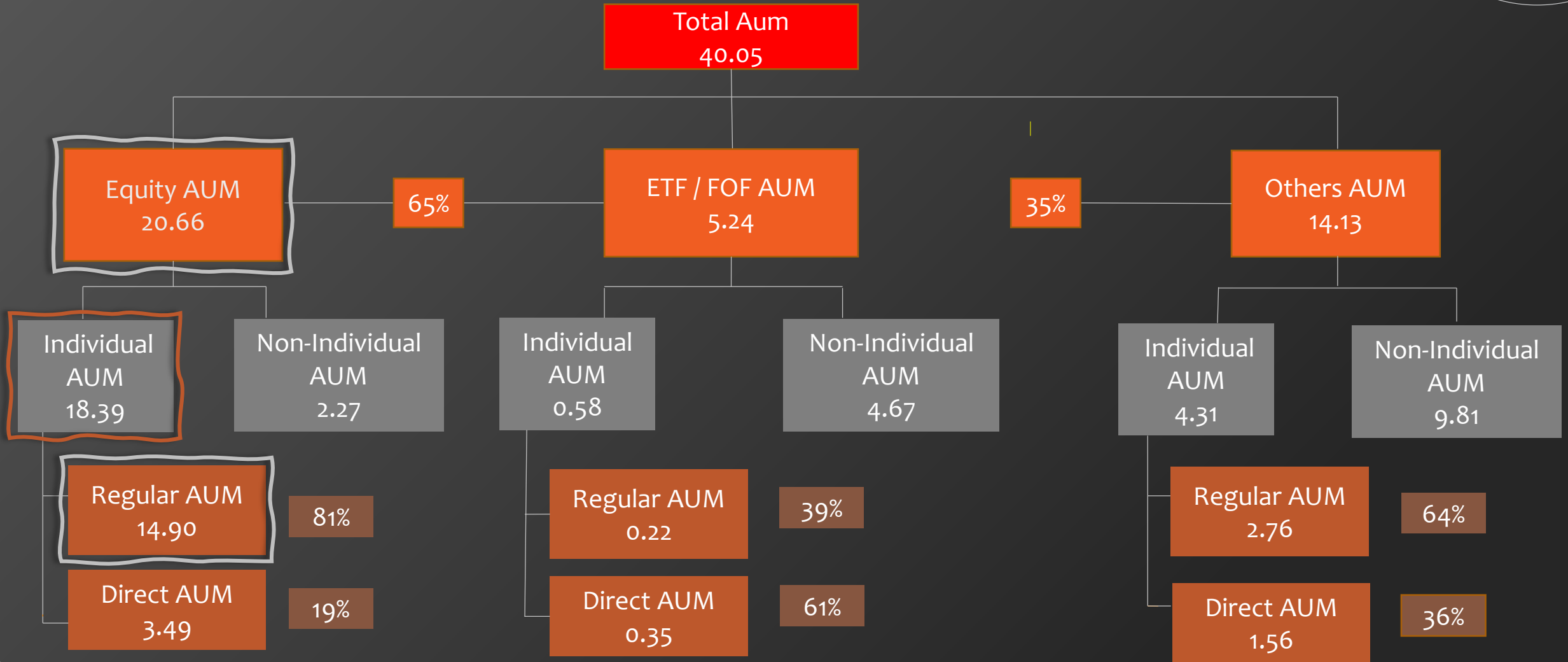


FY22 GDP is USD 3.05 tn & FY23E GDP will be ~ USD 3.5 tn

<sup>^</sup>Period <sup>^^</sup>GDP growth (cagr)

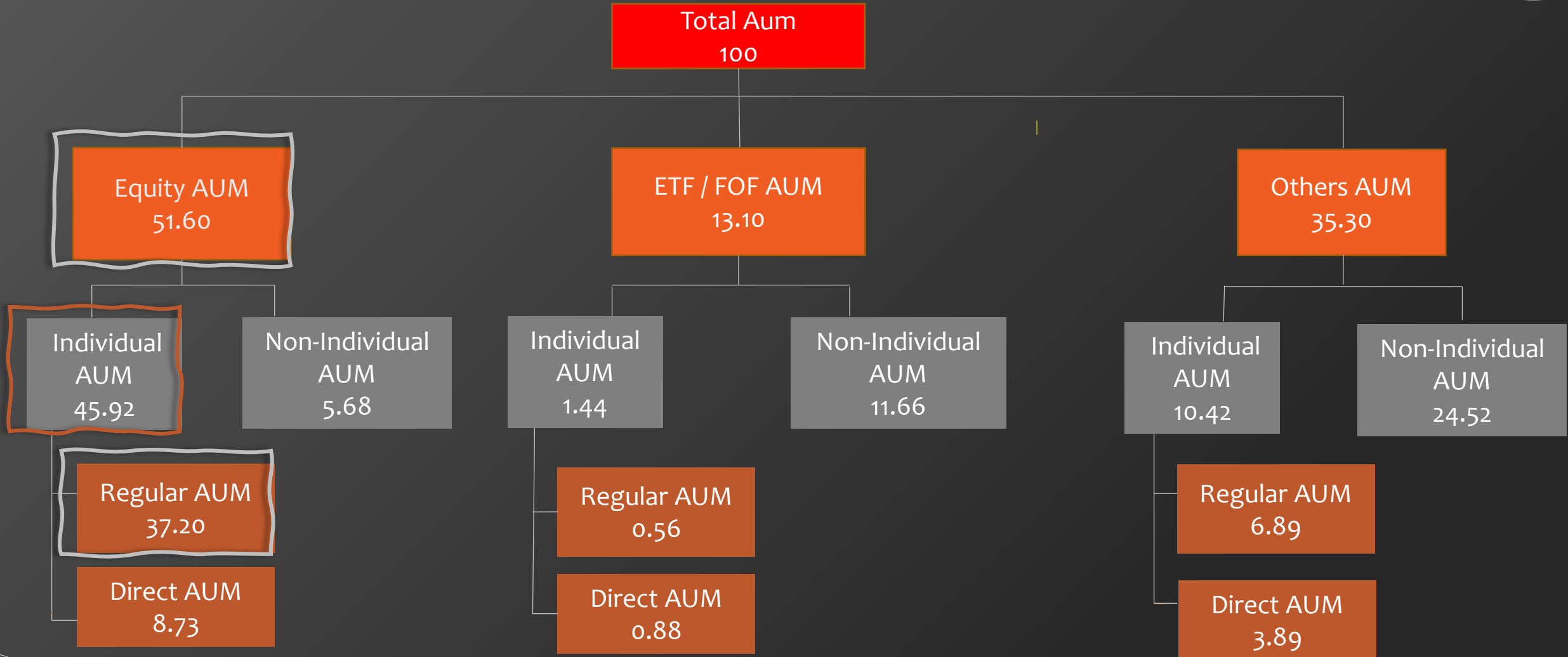
# Individual Equity AUM: A Focus Area for Prudent

A diversified play in wealth management.



# Individual Equity AUM: A Focus Area for Prudent

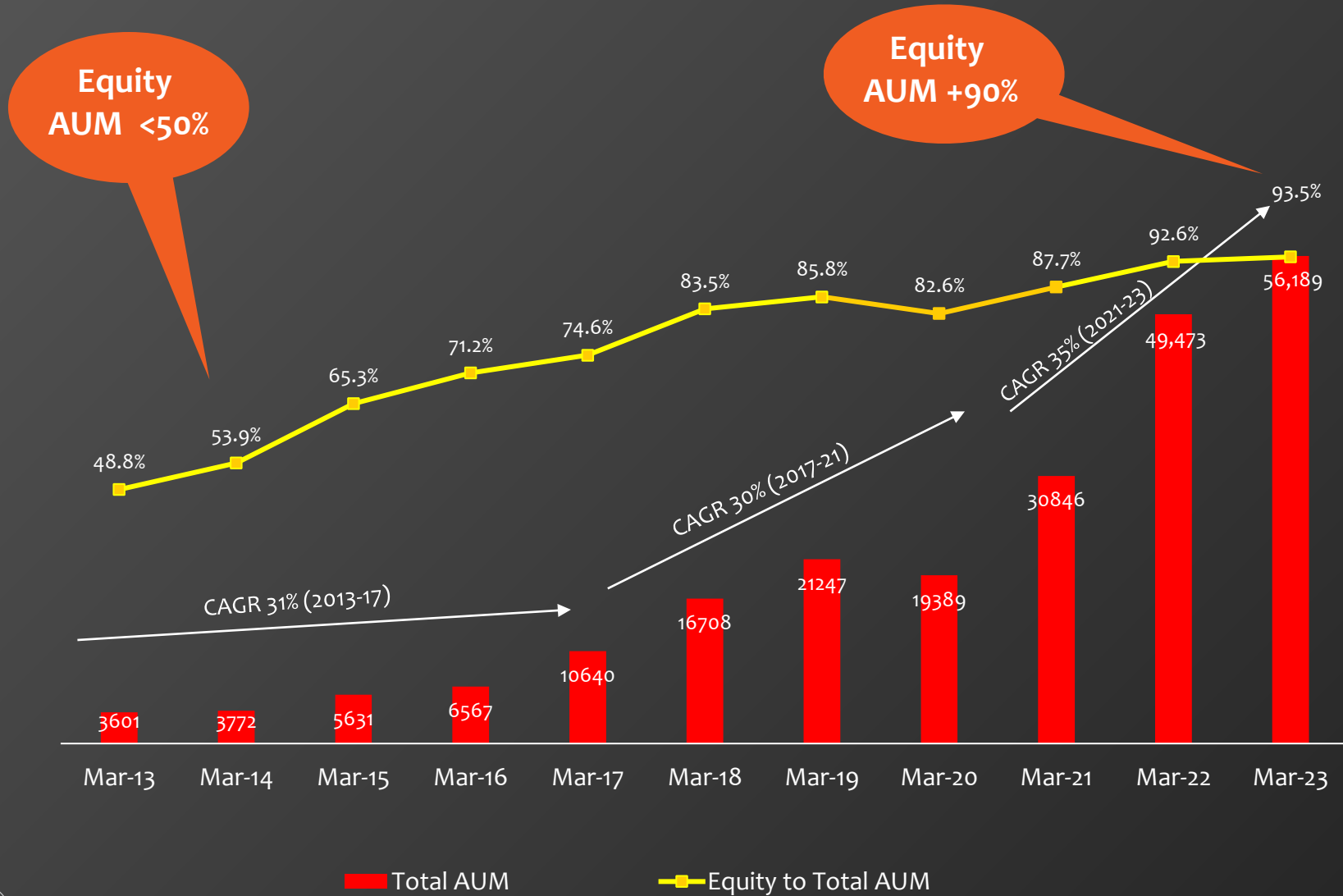
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# AUM Journey

## A structural Growth story

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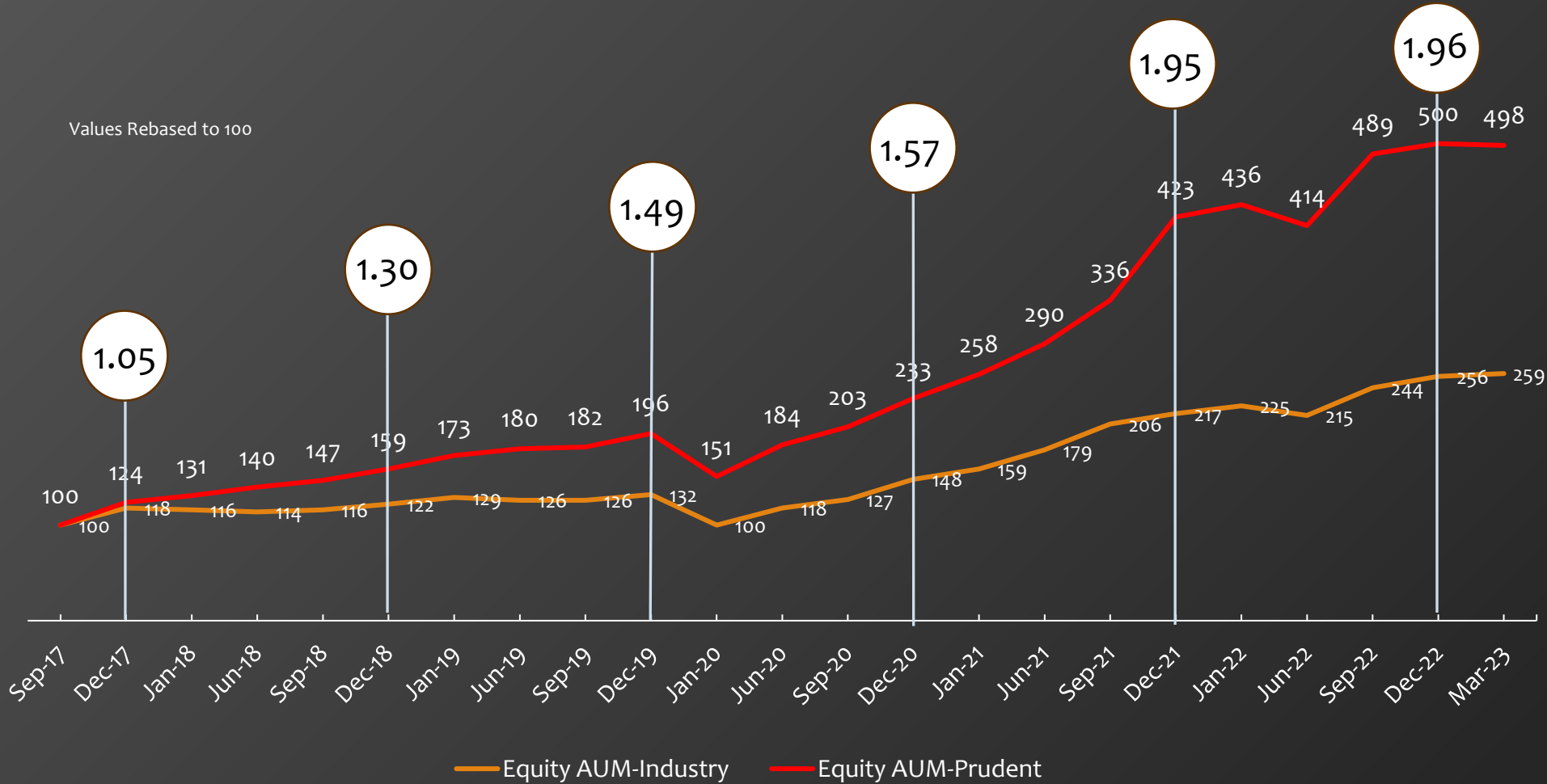
Prudent's AUM grew at CAGR of 35%, versus Industry's 12% from March 2021-2023

Prudent's Equity AUM grew at CAGR of 39%, from March 2021-2023

From 1.90 lacs clients in March 2013 to 15.3lacs clients in March 2023

# Prudent Equity AUM growing double that of Industry

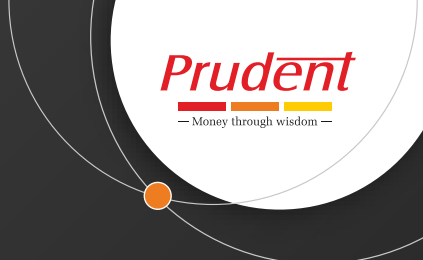
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Growing at almost 2X of industry equity AUM led by organic and inorganic route

# Factors Behind AUM Growth

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## SIPs providing Stability to Net Flows

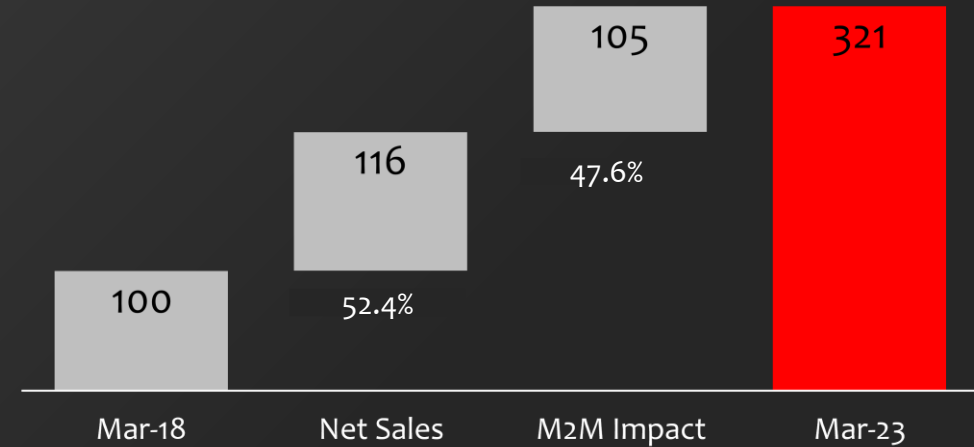
- Gross Equity Flows through SIPs is providing stability to net sales with the same growing at a CAGR of 25% FY18-23 & now almost every second rupee of flows comes from SIPs.
- We believe our net sales will closely track gross SIP flows going forward.

Particulars	FY18	FY19	FY20	FY21	FY22	FY23
Total Equity Gross Inflow	7484	6345	6480	6039	12106	11575
Gross Equity Inflows through SIPs	1792	2715	2948	2930	3829	5505
Total Equity Net inflow	5243	3509	2506	-62	5282	4914
SIP Flows as a % to Gross Equity Inflows	23.9%	42.8%	45.5%	48.5%	31.6%	47.6%

## Contribution of Net Sales & M2M in AUM Movement (Ex-Acquisitions)

The AUM moved by 221% between March-18 to March-23 with 52% & 48% contribution, led by Net Sales & Marked to Market.

Values Rebased to 100





# Prudent: Fifth Largest Mutual Fund Distributor in terms of Commission received

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Name of the ARN Holder	Total Commission (Lacs)					
	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22
Commission of MFDs per AMFI Data	500041	854974	793760	614654	661575	1042023
Growth	36.71%	70.98%	-7.16%	--22.56%	7.63%	57.51%
Commission as earned by Prudent	9921	21782	23472	22974	26319	44091
Growth	65.42%	119.55%	7.76%	-2.12%	14.56%	67.53%
No. of MFDs falling under this Definition	732	1017	1037	904	1087	1552
Overall Rank of Prudent	#12	#9	#8	#6	#6	#5
Prudent Sharing Commission	1.98%	2.55%	2.96%	3.74%	3.98%	4.23%
Non-Bank Rank of Prudent	#4	#3	#3	#3	#3	#2

MFDs covered under this definition include the following who fulfill any of the below criteria :

- Presence in at least 20 locations
- AUM of at least Rs. 100 crore
- Gross commission of Rs. 1 crore
- Gross commission of Rs. 50 lacs from one AMC



# Innovation to Improve Investor & Partner Experience

A diversified play in wealth management.

- Dedicated Relationship Manager
- Multiple Product basket
- Competitive Brokerage Structure
- Zero Investment / No Fixed Cost
- Multiple Digital Platforms
- Desk, App & Chatbot to facilitate Millennial Clients
- Free Customer Care facility Physical Presence

## Business Initiation

- Business Opportunity Programme (BOP)
- Training & Education to clear AMFI MF Advisors Module
- Paperless on-boarding for Partner Registration

## Business Planning & Management

- Product, Platform and soft skill training
- Dedicated RM to help plan and grow MFDs business.
- Regular Monthly meets & Fund manager meets
- Separate login facility for MFDs employees

## Business Growth

- Digital Platform
- Various Research Reports & Tools
- The Spectrum, PMS cursor, Morning Coffee Report
- Ready-made research based combos
- Awards & Recognition – Prudent Loyalty Club Programme
- Renewal and maturity reminders
- Free Web and Mobile App for MFDs
- Marketing Support and Lead Management

## Client Related Reports

- Various investments-related reports
- Automated emails for client's portfolio

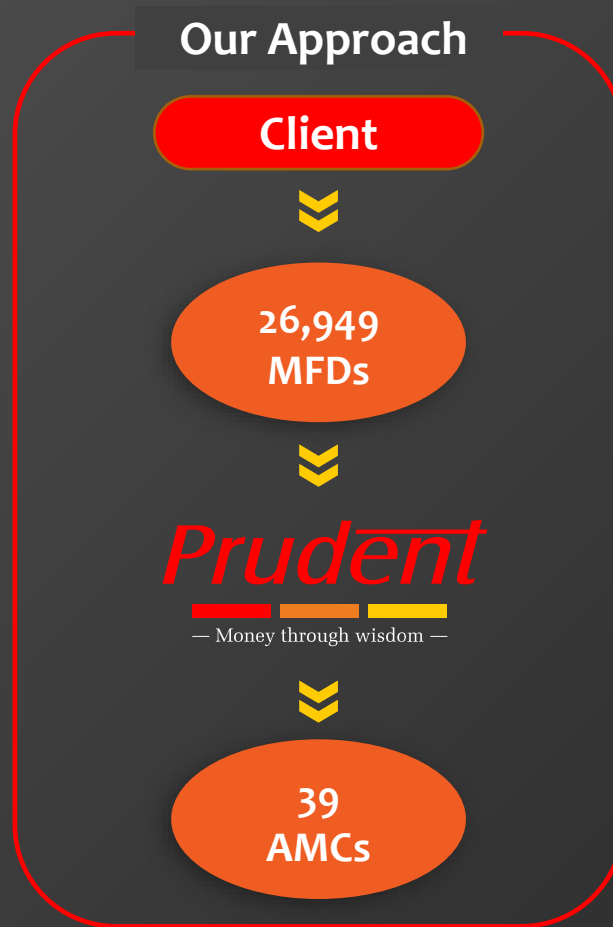
## Being Future Ready

- Business Continuity & Transition
- Regulatory Changes Adoption
- Compliance Management
- Technology Adoption

# MFDs remain Backbone for the company's journey so far

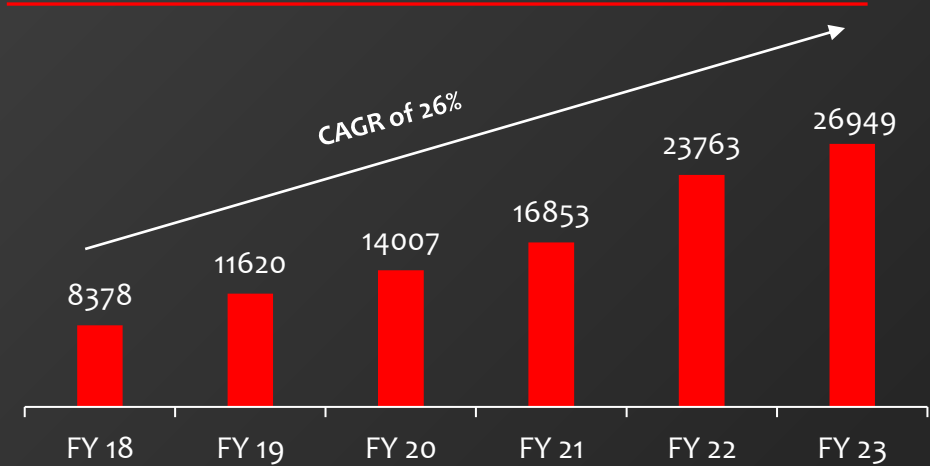
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- MFD market share for Prudent as of March 2023 stands at 22.1% #.
- It provides value proposition to the AMCs to source business from retail investors in a cost-efficient manner as it is spread across 120 branches having significant presence in B-30 markets.
- Around 46% of the overall MFD base has joined us in last two years. They have started contributing materially to incremental gross sales & new SIP accretion.



Our value proposition has led to increased participation and a long-standing relationship with MFDs

No. of MFDs

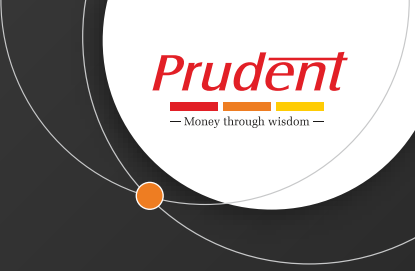


Experienced cadre of MFDs

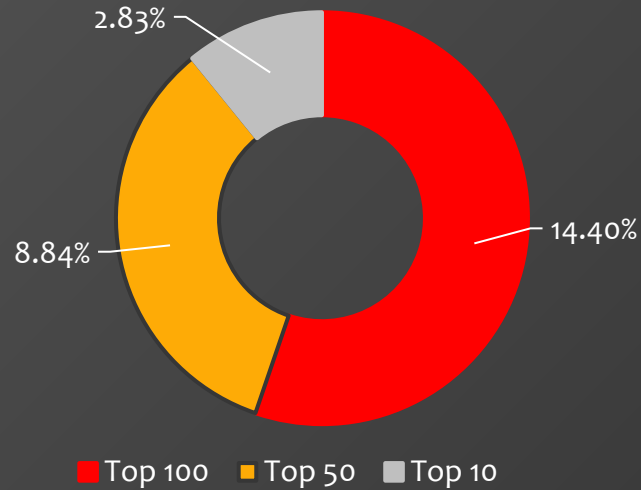
	No of MFDs	MFDs to Total MFDs	MFDs as % of MFDs Aum	Gross Sales (April-March)	New SIP Accretion (April-March)
<2 Years	12,300	46%	12.7%	22.9%	20.7%
2 to 5 years	6790	25%	17.5%	24.4%	23.0%
>=5 years	7859	29%	69.8%	52.6%	56.2%

# MFDs- Diversity bring Sustainability & Stability

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## Deconcentrating The MFDs share

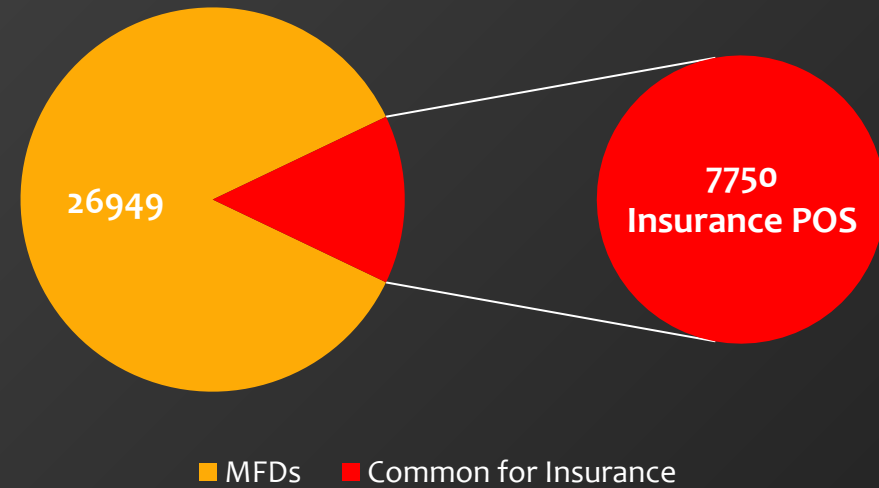


Value proposition offered to MFDs helps increase the MFDs pie every year with existing base stable.

The growing MFD base helps us to deconcentrate the overall MFD structure with top 50 MFDs contributing just 8.84% to AUM.

As of 31 March 2023

## MFDs Combining with Insurance



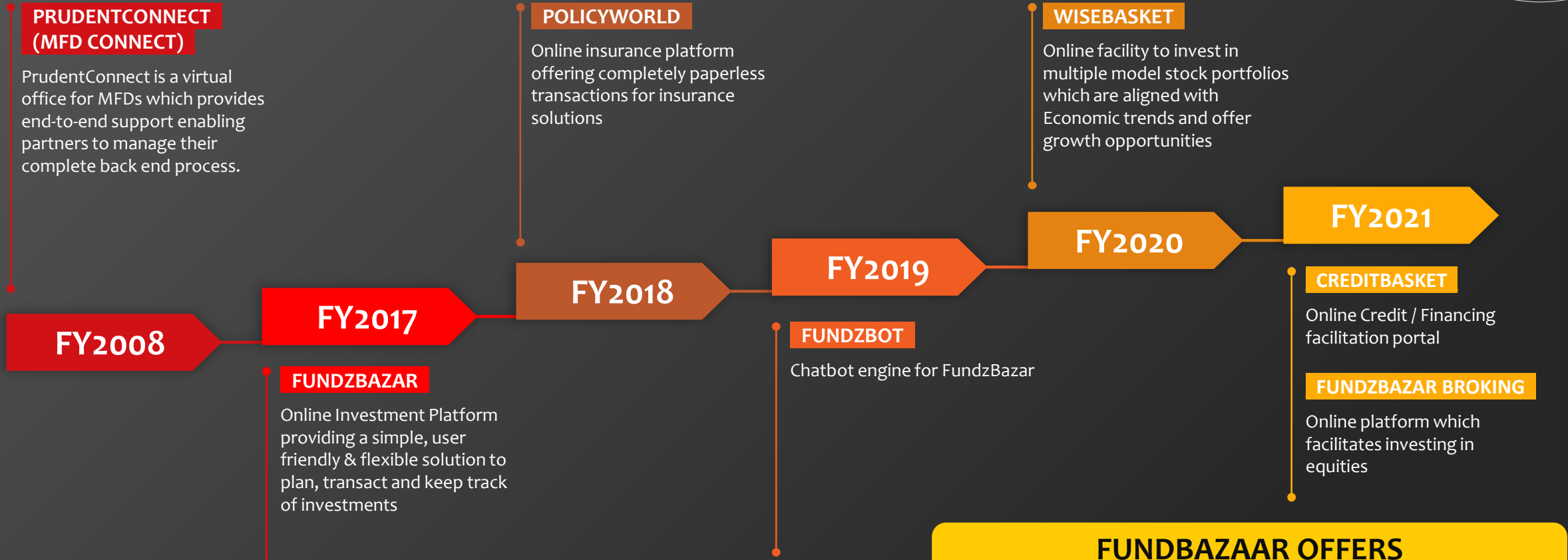
A large MFD base & a multi-product basket platform helps MFDs to cross-sell insurance. Of the 26,949 MFDs, 7,750 MFDs are also POSPs who sell insurance products.

The large MFD base presents significant opportunities to increase the POSP base and to cross-sell insurance products to their existing retail investors.

As of 31 March 2023

# Embedding Technology-Multiple Platforms for diverse needs

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### PRUDENTCONNECT (MFD CONNECT)

PrudentConnect is a virtual office for MFDs which provides end-to-end support enabling partners to manage their complete back end process.

### POLICYWORLD

Online insurance platform offering completely paperless transactions for insurance solutions

### WISEBASKET

Online facility to invest in multiple model stock portfolios which are aligned with Economic trends and offer growth opportunities

### FY2021

### CREDITBASKET

Online Credit / Financing facilitation portal

### FUNDZBAZAR BROKING

Online platform which facilitates investing in equities

### FY2008

### FUNDZBAZAR

Online Investment Platform providing a simple, user friendly & flexible solution to plan, transact and keep track of investments

### FY2018

### FUNDZBOT

Chatbot engine for FundzBazar

### FY2019

### FY2020

## FUNDBAZAAR OFFERS

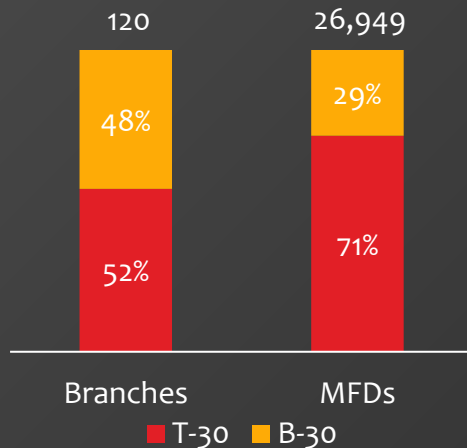
- Mutual Funds
- Stock broking
- NPS, Bonds
- Corporate FD
- Loan Against Security
- Gold Accumulation plan
- Liquiloans
- Smallcase

# Geographical presence – Playing on Tier I & II cities

A diversified play in wealth management.

## Getting growth from uncharted and underpenetrated markets

- Prudent is one of the very few national distributors (non-bank) with a presence in the B-30 market catering to retail investors. This geography is under penetrated and provides an opportunity to grow.
- Since FY18, it has opened branches in 48 locations. 30 of these are in B-30 markets.
- The mix of the physical and digital model allows it to selectively target markets for expansion, especially in Tier 2 or Tier 3 cities.



“ B-30 penetration presents an opportunity to grow ”

Our INVESTORS are present across INDIA except Andaman & Nicobar

36

100%

Out of 36 STATES & UT

719

98.22%

Out of 732 CITIES / DISTRICTS

4,471

85.36%

Out of 5,238 TALUKAS

16,735

86.71%

Out of 19,301 PINCODES



\*As of March 2023

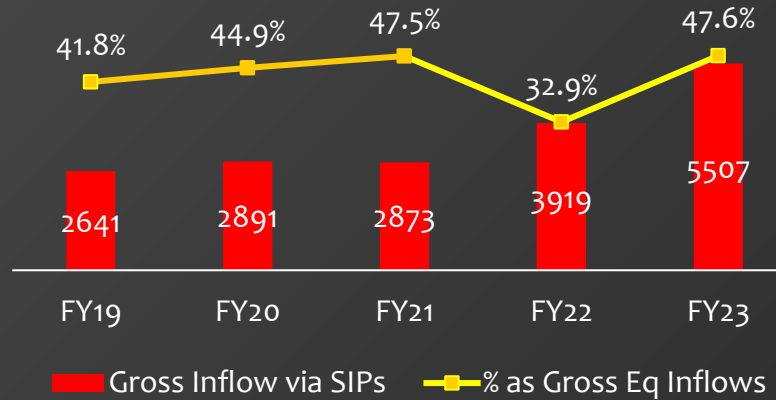
# A SIP Led Equity AUM Bringing Stability to Net Flows

A diversified play in wealth management.

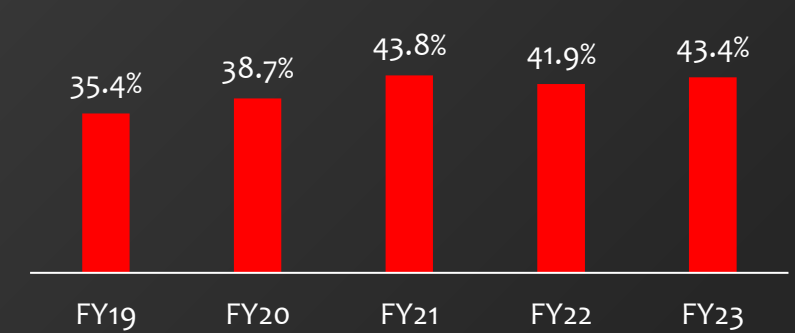
- As on March-23, AUM from the mutual fund business stood at Rs. 56,189 Cr with 93.5% of total AUM being equity-oriented.
- Since individual investors tend to stay invested for longer periods and prefer equity-oriented schemes, Prudent banks on them for a steady inflow of funds through SIP accounts.
- Historically, net sales number is higher than gross flow through SIPs. Net sales will closely track our gross sales from SIPs going forward
- Monthly SIP flow as of March-23 is Rs 517 crore. Annualizing this, we are expecting gross flows from SIPs of Rs 6200 crores in FY24 which is 11% of the FY24 opening AUM.

## SIP led AUM provides continuity

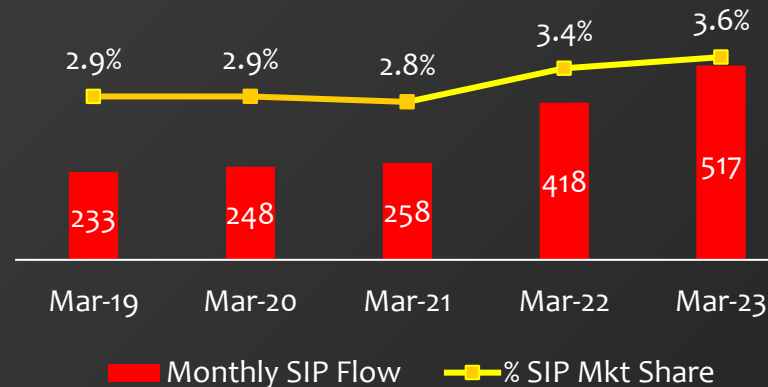
Gross Inflow via SIPs (₹ cr)



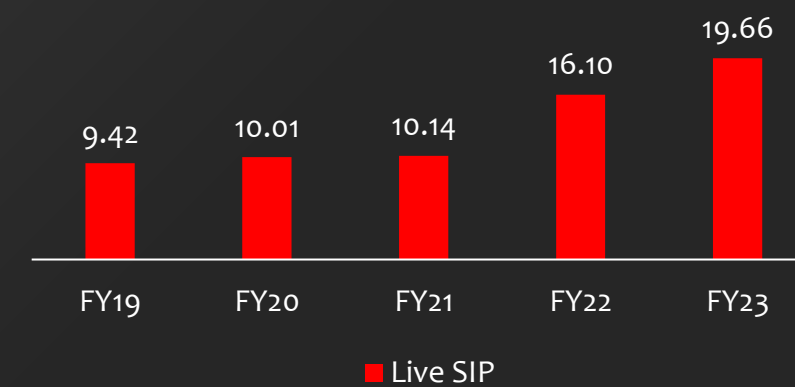
SIP AUM as % of Equity AUM



Monthly SIP Flow (₹ cr)

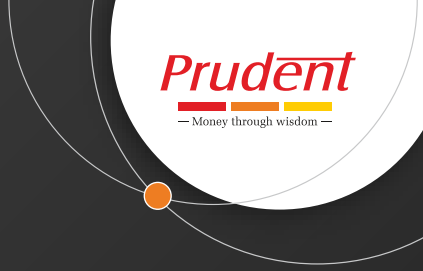


Live SIP's (in Lacs)

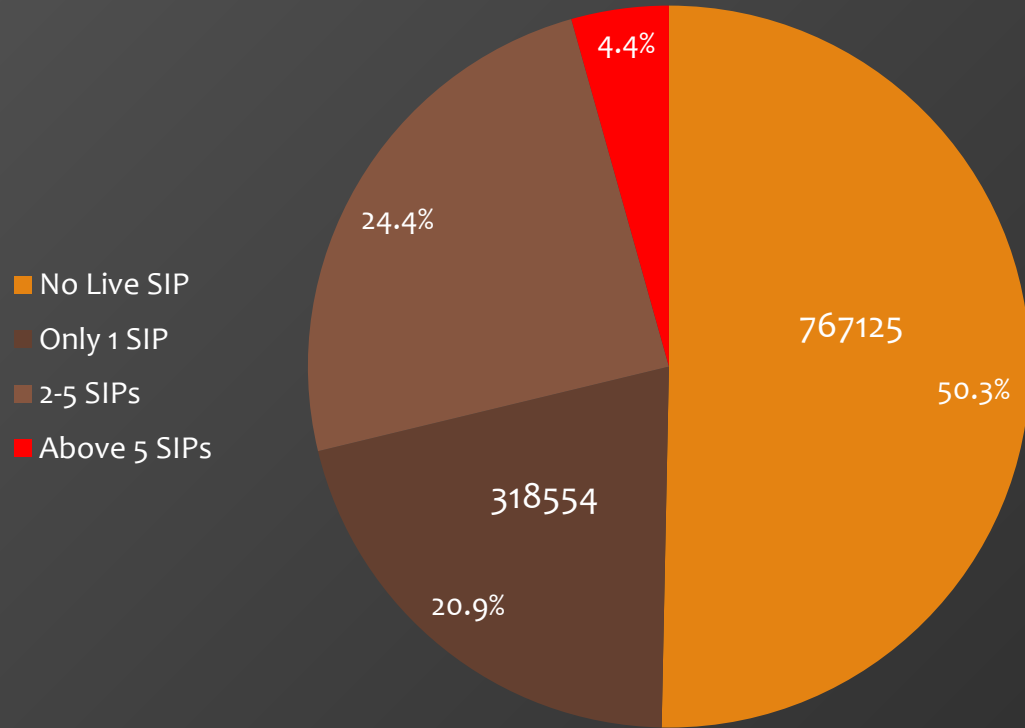


# Statistics on Systematic Investment Pan (SIPs)

A diversified play in wealth management.



## How Many Investors in Prudent do SIPs



## Bucketing of our Overall AUM as per Experience of Investor with Prudent

Particulars	As a % to Overall AUM	Pre & Post Covid
Before 1 <sup>st</sup> April 2014	20.1%	67.7%
April 2014 to March 2017	20.1%	
April 2017 to March 2020	27.5%	
After 31 <sup>st</sup> March 2020	32.3%	32.3%



# Customer Profiling: Below 35 Age Group Investors Helping to Build Granular Book

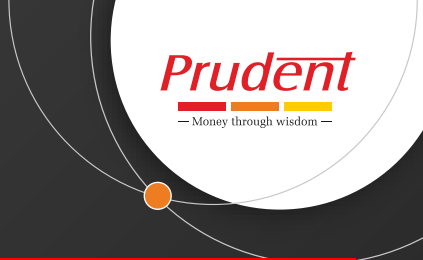
A diversified play in wealth management.

Particulars	No. of Investors	Total AUM	Equity	Non-Equity	No of Live SIP	Live SIP Amount	AUM Per Investor
>0 <25	6.0%	3.6%	3.5%	3.9%	7.0%	6.4%	124340
25 to 35	16.8%	12.0%	14.0%	6.9%	27.6%	23.7%	122938
35 to 45	25.9%	23.3%	26.7%	14.6%	34.1%	33.2%	185023
45 to 60	29.5%	33.3%	33.5%	32.8%	24.5%	27.9%	232390
> 60	21.8%	27.8%	22.3%	41.8%	6.8%	8.9%	262087

“Investors aged below 35 years constitute 16% of the overall AUM. However, incrementally their contribution is 30% to the Live SIP amount. This aspirational youth group can incrementally contribute towards more granular flows as financialization of savings picks up pace.”

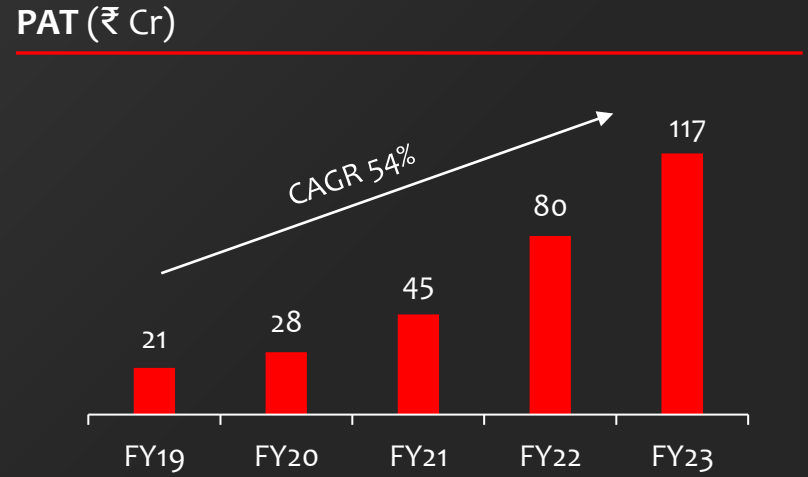
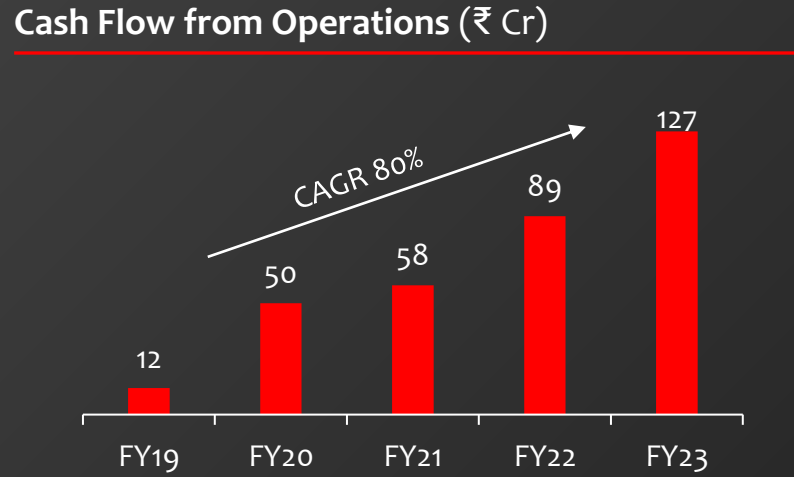
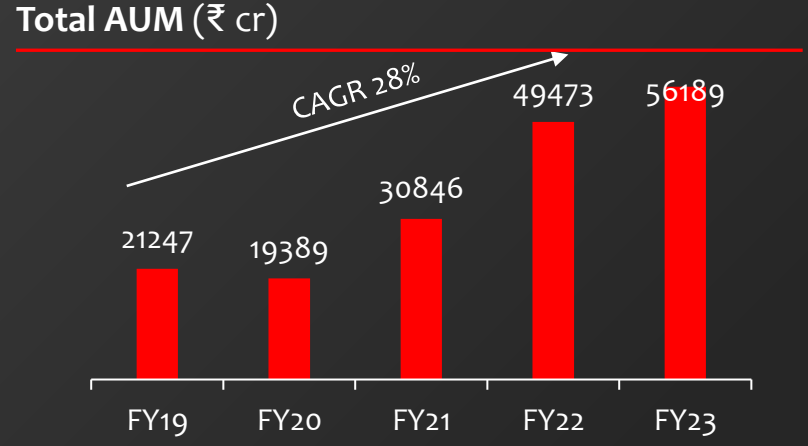
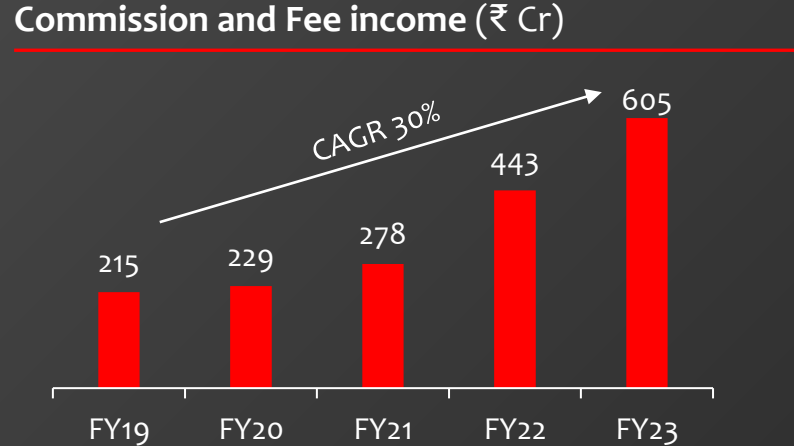
# All Roads Lead to Profitability

A diversified play in wealth management.



## Consistent track record of profitable growth due to highly scalable, asset-light and cash generative business model.

- Prudent’s business model is neither CAPEX nor OPEX intensive.
- Despite expansion in branches from 72 in FY19 to 120 currently and employee count increasing from 894 in FY19 to 1119 ; the cost-to-income ratio has been continuously on decreasing trend. It has decreased from 27% in FY19 to 18.4% in FY23.
- Despite the regulatory changes\*, Revenue from Commission and fee has grown at a CAGR of 30% from FY19-23 outpacing the growth in opex (Ex Commission & Fee) by a significant margin.
- Thereby EBITDA margin has been improving consistently and stands at 28.4% in FY23 as against 17.2% in FY19.



\* June-18 15bps reduction in TER, Oct-18 Ban on Upfront commissions, March-19 B-30 classified as less than 2l retail only, April -19 Revised TER

# Financials At Glance

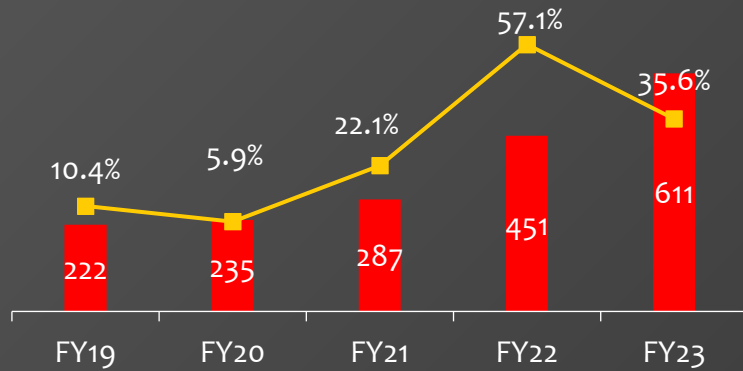
In ₹ cr.

A diversified play in wealth management.

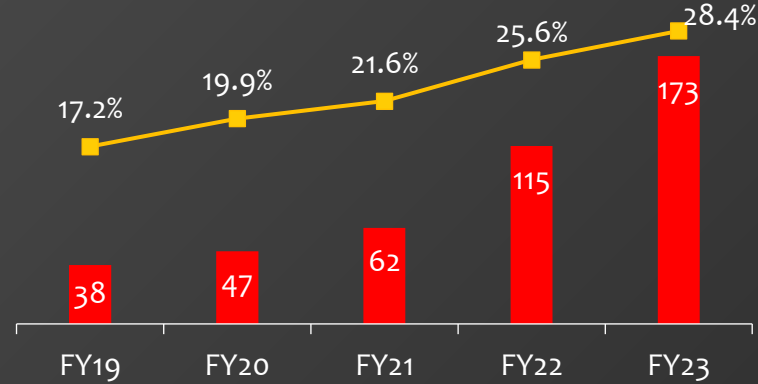
**Prudent**

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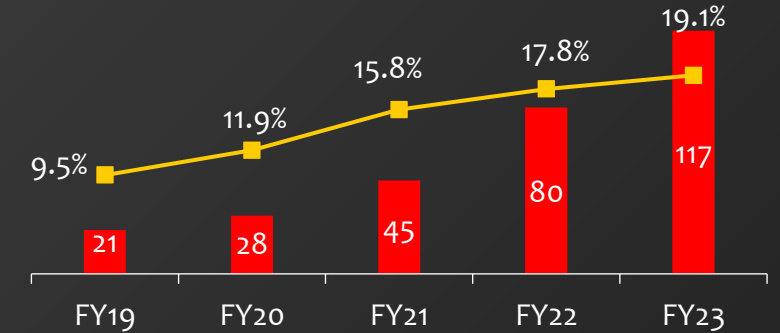
### Revenue & YoY Growth %



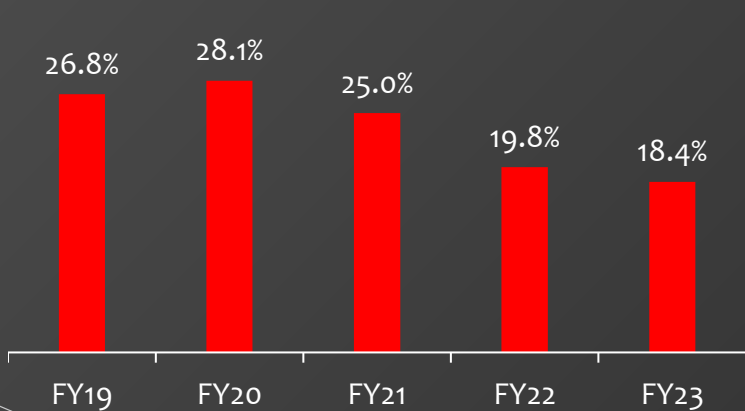
### EBITDA & Margin (%)



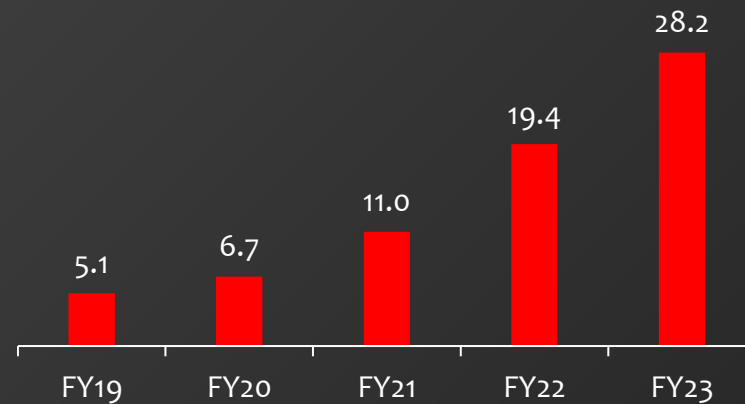
### PAT & Margin (%)



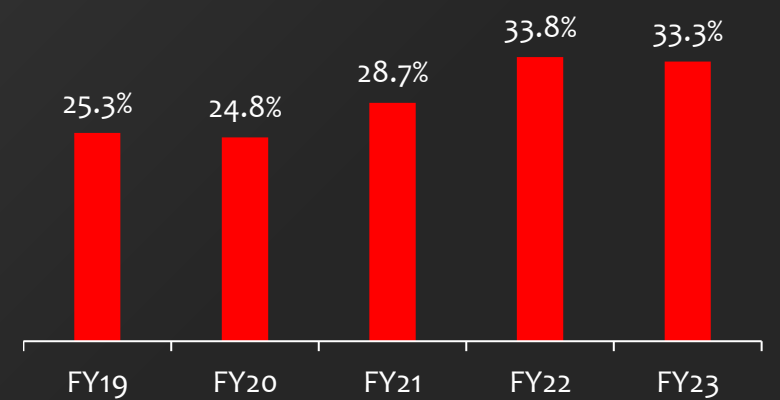
### Cost To Income Ratio \*(%)



### EPS (₹)



### Return on Equity (%)



\*Cost to Income Ratio=Cost(ex commission & fee) / Revenue from operations

# Strategic Acquisitions

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**Healthy Cash flows led to the acquisition of Mutual Fund AUM of Karvy Stock Broking Limited in all Cash deal**

## Strategic Acquisition

- Prudent selected as the highest bidder by the Joint Committee of Exchanges for the acquisition/transfer of mutual fund folios or AUM of Karvy Stock Broking Limited
- Aggregate amount of ₹ 151.00 crs (excluding taxes) was paid towards the acquisition
- Karvy MF AUM merger was completed on 28 November 2021

## KPIs (as on acquisition date)

**Total AUM of  
₹8093 cr**

**Equity Component  
of 90.4%**

**Live SIPs:  
1,63,751**

**Live SIPs value:  
₹33.87 cr p.m**

**Live Investors:  
4,81,282**

**Live folios:  
8,58,734**

**Prudent acquired mutual fund assets of iFast aggregating to Rs 517 crore at an acquisition cost of Rs 2.26 crore.**



# Shareholding Pattern

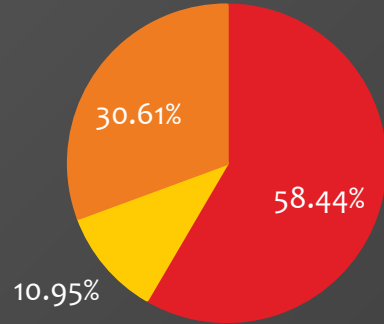
Prudent Corporate Advisory Services Limited

# Shareholding pattern

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## SHAREHOLDING PATTERN – 31<sup>st</sup> March 2023



■ Promoters ■ Institutions ■ Non-Institutions

**At the beginning of FY2023, the Promoter group held 56.78% equity shares in PRUDENT CORPORATE ADVISORY SERVICES LTD. On 2.06.22 & 3.06.22, the Promoter group increased its stake to 58.44% by buying 6,85,000 shares from open market.**

## Top Institutions Holdings

Institution Names	As a % to Overall Shareholding
HSBC Asset Management Company Ltd	2.89
DSP Investment Managers Pvt Ltd	1.82
Nippon Life Asset Management Ltd	1.48
Sundaram Asset Management Company	0.97
Canara Robeco Asset Management Company Ltd	0.89
HDFC Asset Management Company Ltd	0.60
India Acorn Fund Ltd	0.52
Timessquare Capital Management	0.50
Kotak Mahindra Asset Management Company Ltd	0.41
Axis Asset Management Company Ltd	0.33
Quant Asset Management Company Ltd	0.33
No of Equity Shares	4.14 cr
Mcap (in ₹ cr) (as on 31.12.22)	4090
Face Value (₹)	5.0



# Q4 & FY23 Results Highlights

Prudent Corporate Advisory Services Limited

# FY23 Result Highlights

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**Crossed ₹500 crore in revenues in mutual fund distribution vertical.**

**Crossed ₹100 crore in consolidated profit after tax**

**Insurance revenue almost double in FY23 & crosses 10% of overall revenues**

**Standalone revenue up by 32.6% YoY**

**Standalone EBITDA up by 38.4% YoY, Margin up by 95 bps YoY to 22.8%**

**Monthly SIP Book grew by 24% in March to ₹517 crore providing strong growth visibility**

**Consolidated revenue up by 35.6% YoY**

**Consolidated EBITDA up by 50.5% YoY, Margin up by 281 bps YoY to 28.4%**

**Consolidated Average ROE stood at 39.7%**



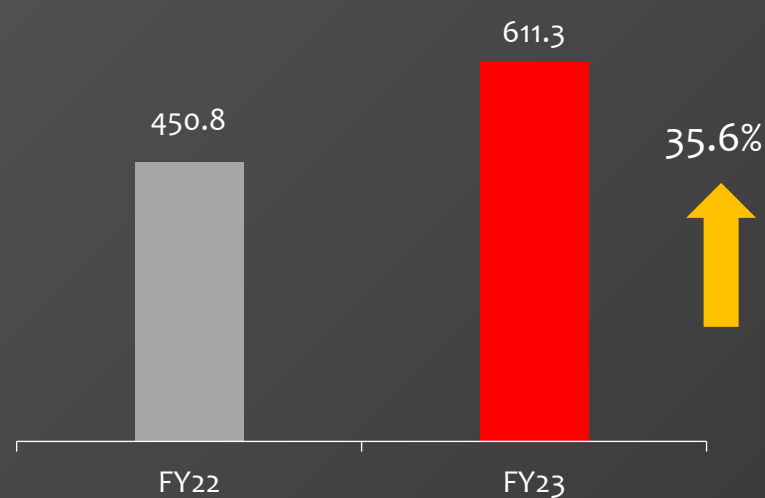
# FY23- Result Highlights- Consolidated

In ₹ cr.

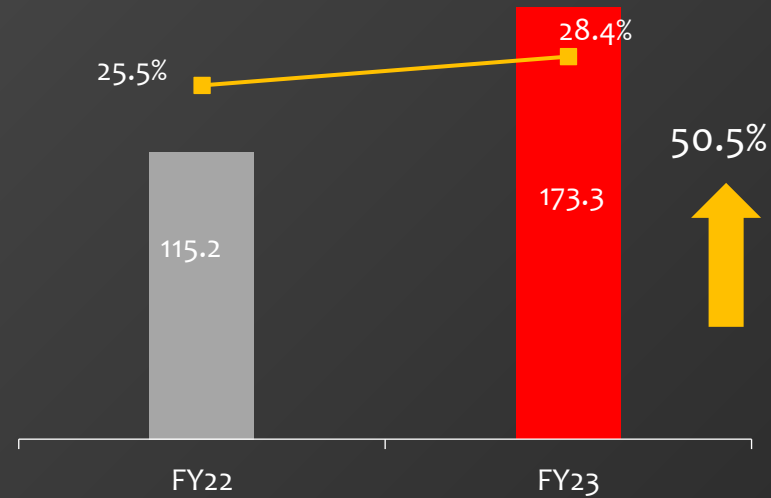
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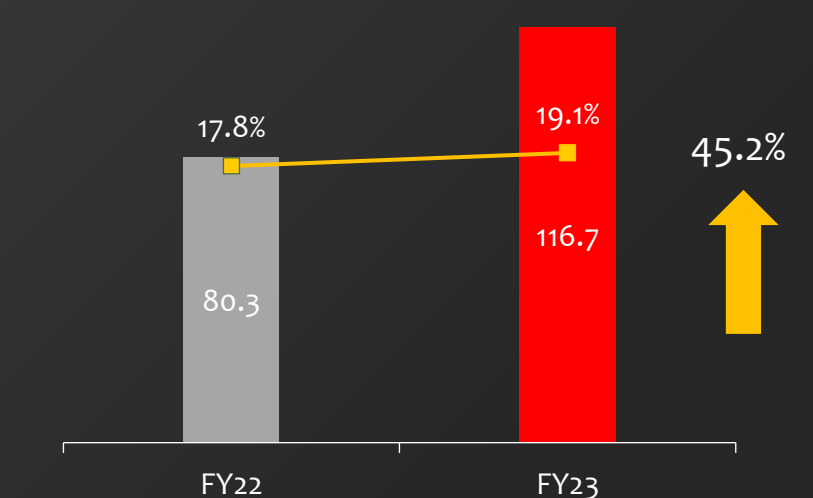
## Revenue & YoY Growth %



## EBITDA & EBITDA Margin (%)



## PAT & PAT Margin (%)

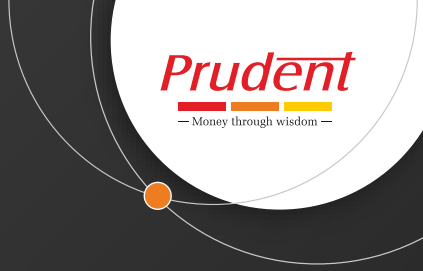


- Revenue growth of 35.6% YoY led by 33% increase in yearly average AUM & robust growth in insurance vertical.
- EBITDA margin improvement led by better operating leverage. Cost / Income Ratio during the FY23 reduced by 133 bps YoY to 18.4%.
- PAT growth was lower than operating profit growth led by higher depreciation due to amortization of Karvy assets & lower other income.

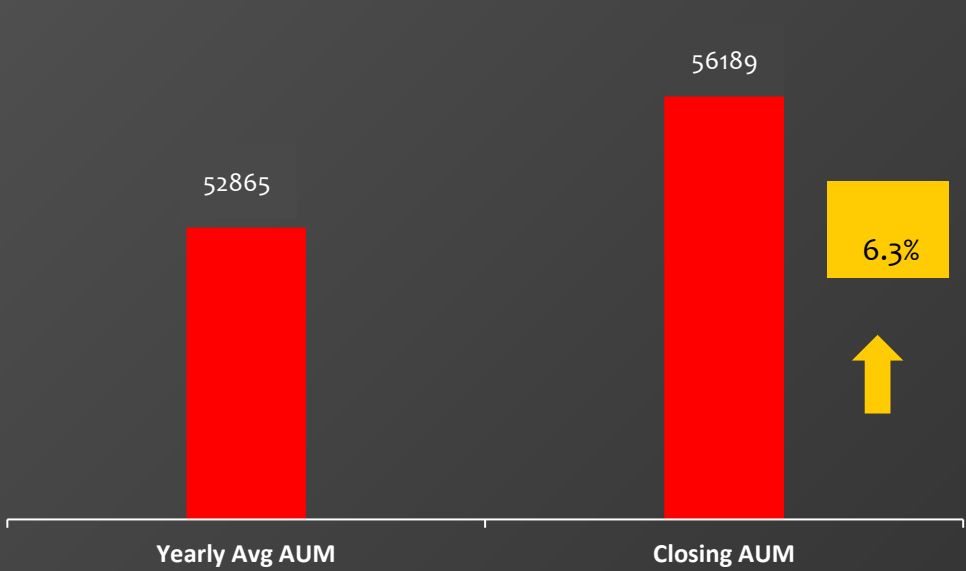
Cost to Income Ratio=Cost(ex commission & fee) / Revenue from operations

# Q4FY23- AUM change

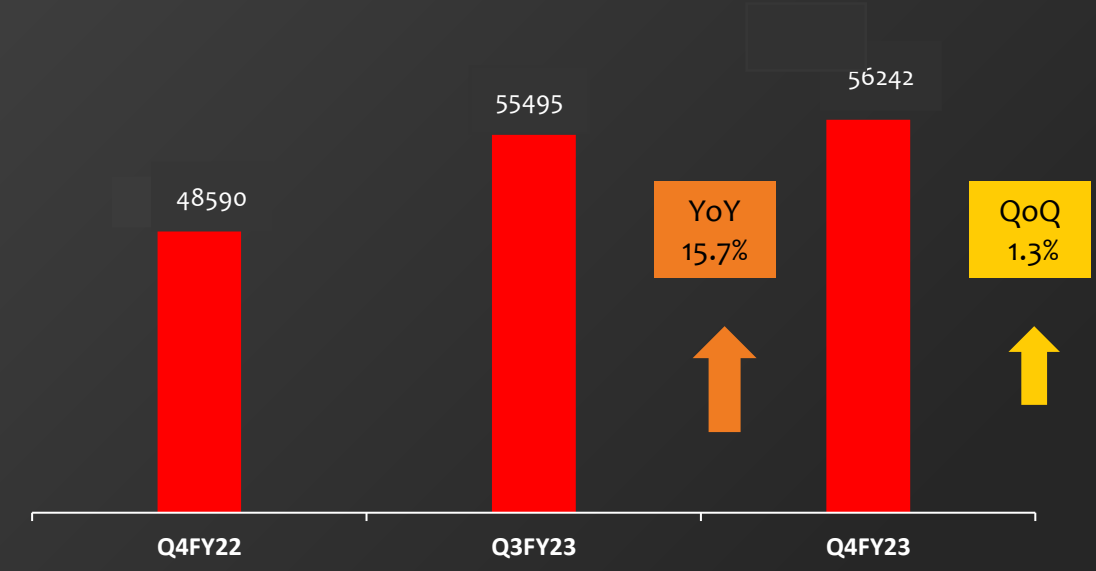
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Closing AUM Vs Yearly Average AUM for Entire Fiscal (₹ crs)



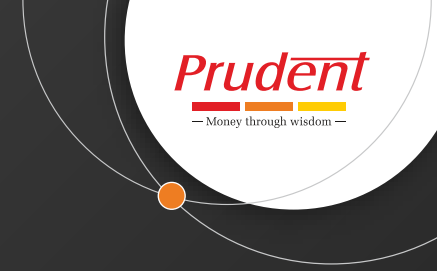
Quarterly Avg AUM (₹ crs)



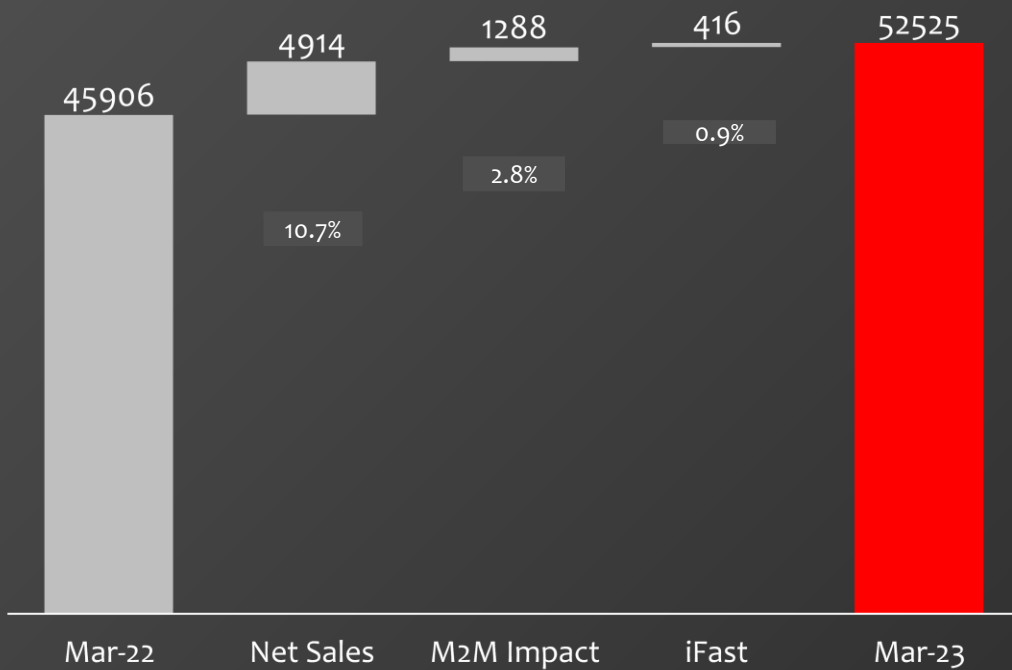
Closing AUM is 106.3% of yearly average AUM, suggesting a higher headstart for FY24.

# Equity AUM Movement

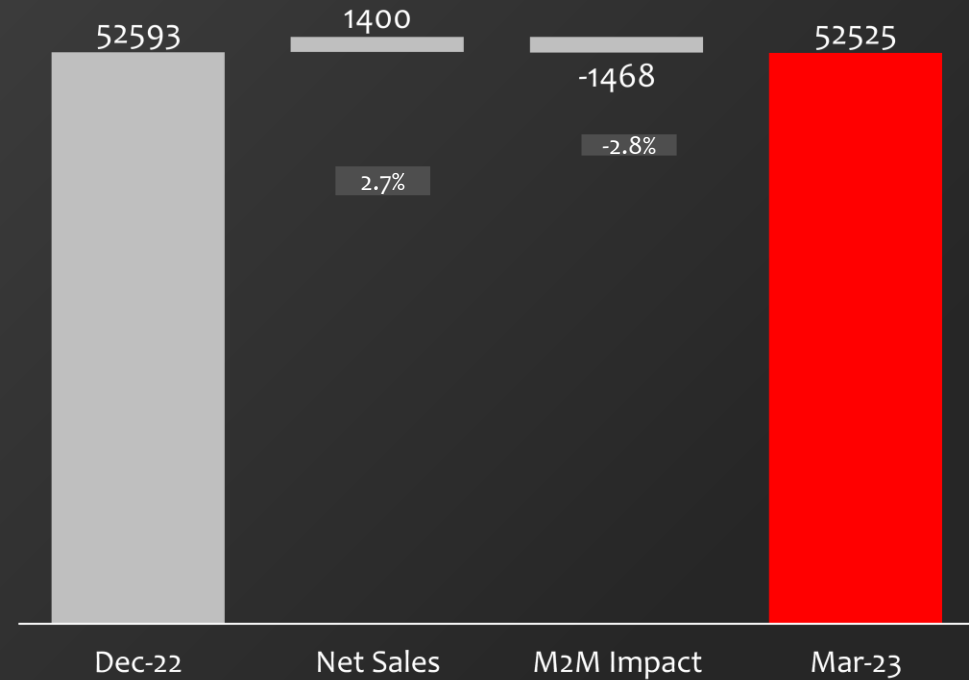
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### Change in Equity AUM YoY (₹ crs)



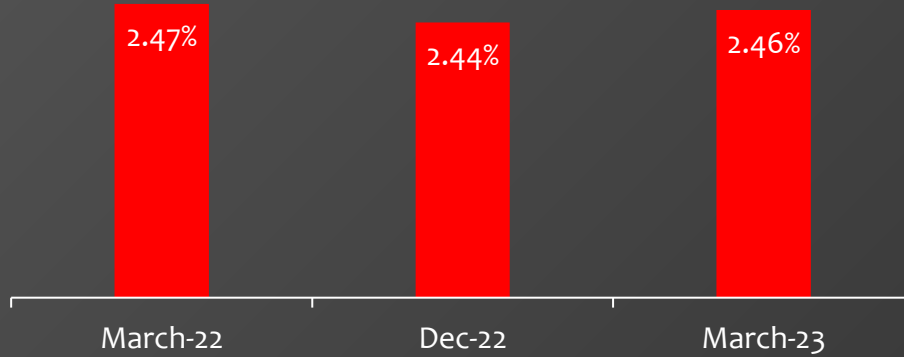
### Change in Equity AUM QoQ (₹ crs)



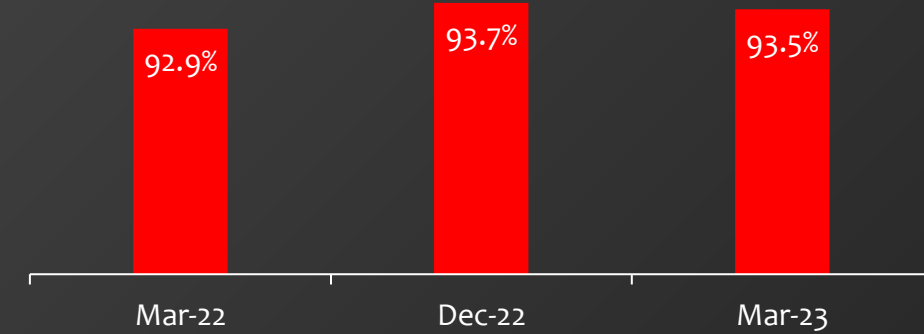
# Q4FY23- Equity & SIP

A diversified play in wealth management.

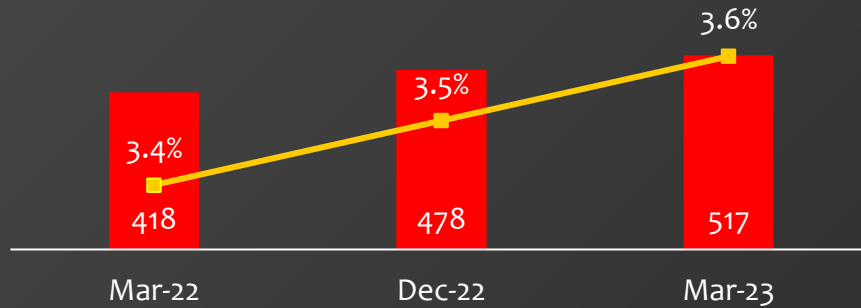
### Market Share in Equity AUM Ex ETF of Prudent



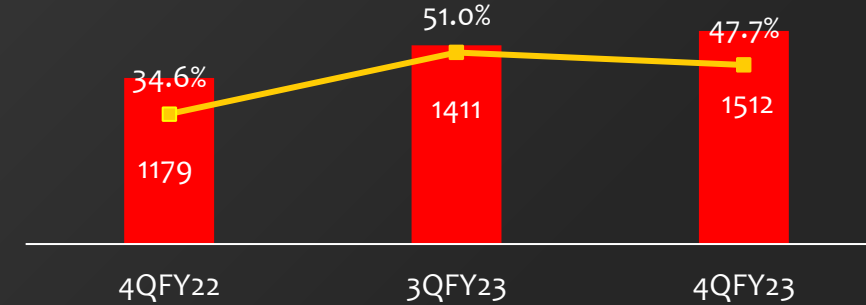
### Equity AUM % of Total AUM



### Monthly SIP Flow (₹ cr) and Market Share (%)



### Equity Gross SIP Inflow (₹ cr) as a % of Gross Equity Inflows



# Emerging Segment- Insurance

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**Total Premium**  
₹ 453.4 Crore

**Life Insurance**  
₹ 362.7 Crore

**General Insurance**  
₹ 90.7 Crore



**Fresh Premium**  
₹ 225.8 Crore

**Life Insurance**  
₹ 199.1 Crore

**General Insurance**  
₹ 26.8 Crore



**Total Commission**  
₹ 68.5 Crore

**Life Insurance**  
₹ 55.1 Crore

**General Insurance**  
₹ 13.4 Crore

## Other Key Data (as on March 2023):

Total Insurance Companies tie up :	37
Insurance Companies in Policyworld :	19
No of Point of Sales:	7750

# Consolidated- Q4FY23 & FY23

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Particulars (in Crores)	Q4FY23	Q4FY22	YoY (%)	Q3FY23	QoQ (%)	FY22	FY23	YoY(%)
<b>Total Commission and Fee Income from (a+b+c+d)</b>	175.6	128.7	36.4%	156.8	12.0%	442.8	604.8	36.6%
Distribution of Mutual Fund Products-Trail Revenue (a)	132.6	108.8	21.8%	133.4	-0.6%	380.2	501.7	31.9%
Distribution of Insurance Products (b)	34.6	12.9	167.9%	14.3	142.4%	36.3	70.6	94.6%
Stock Broking and Allied Services (c)	3.9	4.4	-10.4%	4.8	-17.3%	18.6	17.4	-6.5%
Other Financial and Non Financial Products (d)	4.4	2.6	71.9%	4.3	2.6%	7.7	15.2	98.0%
Interest Income	1.2	0.9		1.3		4.0	4.8	
Net Gain on Fair Value Changes	0.2	-0.1		0.3		3.9	1.7	
<b>Total Revenue from Operations</b>	177.0	129.5	36.6%	158.3	11.8%	450.8	611.3	35.6%
Commission & Fees Expense	86.3	69.6		87.5		246.4	325.2	
Employee Cost	22.8	21.0		20.7		69.3	83.3	
Other Expense	9.4	5.3		7.6		19.9	29.5	
<b>Operating Expense</b>	118.5	95.8		115.8		335.6	438.0	
<b>Operating Profit</b>	58.5	33.7	73.4%	42.5	37.6%	115.2	173.3	50.5%
<b>Operating Profit Margin (%)</b>	33.1%	26.0%	701bps	26.8%	621bps	25.5%	28.4%	281bps
Finance Cost	0.5	0.7		0.6		2.6	2.1	
Depreciation	6.1	4.7		6.2		13.4	24.0	
Other Income	3.4	1.0		2.7		7.8	7.5	
<b>Impairment/ (Reversal) of Financial Instruments</b>	0.0	0.0		0.0		-0.1	-2.0	
<b>Profit Before Tax</b>	55.3	29.4	88.0%	38.4	43.9%	107.1	156.8	46.4%
Current Tax	12.1	5.2		9.1		22.8	34.7	
Deferred Tax	1.9	1.5		0.8		4.0	5.4	
<b>Profit After Tax</b>	41.2	22.7	81.5%	28.5	44.7%	80.3	116.7	45.2%
<b>PAT Margin (%)</b>	23.3%	17.5%	576bps	18.0%	530bps	17.8%	19.1%	126bps
<b>Earnings Per Share (in Rs.)</b>	9.96	5.49	81.5%	6.88	44.7%	19.42	28.18	45.2%
<b>Return on Average Equity</b>						40.7%	39.7%	

# Standalone Q4FY23 & FY23

A diversified play in wealth management.

Particulars (in Crores)	Q4FY23	Q4FY22	YoY (%)	Q3FY23	QoQ (%)	FY22	FY23	YoY(%)
Quarterly Average AUM	56242	48590	15.7%	55494	1.3%	39848	52865	32.7%
<b>Total Commission and Fee Income from (a+b)</b>	137.0	111.3	23.1%	137.6	-0.5%	386.8	516.5	33.5%
Distribution of Mutual Fund Products (a)	132.5	108.8	21.8%	133.4	-0.6%	379.8	501.5	32.0%
Other Financial and Non Financial Products (b)	4.5	2.5	79.4%	4.3	4.6%	7.0	15.0	114.1%
Net Gain on Fair Value Changes	0.2	-0.1		0.3		3.9	1.7	
<b>Total Revenue from Operations</b>	137.2	111.2	23.3%	138.0	-0.5%	390.8	518.2	32.6%
Commission & Fees Expense	84.3	67.3		85.0		236.4	316.1	
Employees Cost	16.2	15.3		15.8		53.6	62.3	
Other Expense	6.7	4.4		5.5		15.5	21.7	
<b>Operating Expense</b>	107.2	86.9		106.3		305.5	400.1	
<b>Operating Profit</b>	30.0	24.3	23.5%	31.7	-5.2%	85.3	118.1	38.4%
<b>Operating Profit Margin (%)</b>	21.9%	21.8%	4bps	23.0%	-108bps	21.8%	22.8%	95bps
Finance Cost	0.3	0.5		0.4		2.0	1.2	
Depreciation	5.6	4.2		5.6		11.8	22.0	
Other Income	2.3	0.7		1.7		6.6	4.7	
<b>Profit Before Tax</b>	26.5	20.3	30.4%	27.3	-3.1%	78.2	99.6	27.4%
Current Tax	4.7	3.2		6.4		15.9	20.8	
Deferred Tax	1.9	1.3		0.7		3.7	4.7	
<b>Profit After Tax</b>	19.8	15.8	25.3%	20.2	-1.6%	58.7	74.2	26.4%
<b>Profit After Tax Margin (%)</b>	14.5%	14.2%	23bps	14.6%	-16bps	15.0%	14.3%	-70bps
<b>Earning Per Share (in Rs.)</b>	4.79	3.83	25.1%	4.7	-1.6%	14.17	17.91	26.4%



*Prudent*

— Money through wisdom —

**Thank You**

**Prudent Corporate Advisory Services Ltd**

**Mr. Parth Parekh**

**[parth.parekh@prudentcorporate.com](mailto:parth.parekh@prudentcorporate.com)**

**Tel: 079 40209600 (Ext No. – 460)**

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**Mr Manoj Saha**

**[prudent@dickensonworld.com](mailto:prudent@dickensonworld.com)**

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**[www.prudentcorporate.com](http://www.prudentcorporate.com)**