



Ref. No.: ABSLAMCL/PS/97/2023-24

October 26, 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
Symbol: ABSLAMC

Dear Sir/Ma'am,

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

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

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

The above is for your information and dissemination.

Thanking you.

Yours sincerely,

For **Aditya Birla Sun Life AMC Limited**

Hemanti Wadhwa
Company Secretary & Compliance Officer
FCS No- 6477

Encl. As above

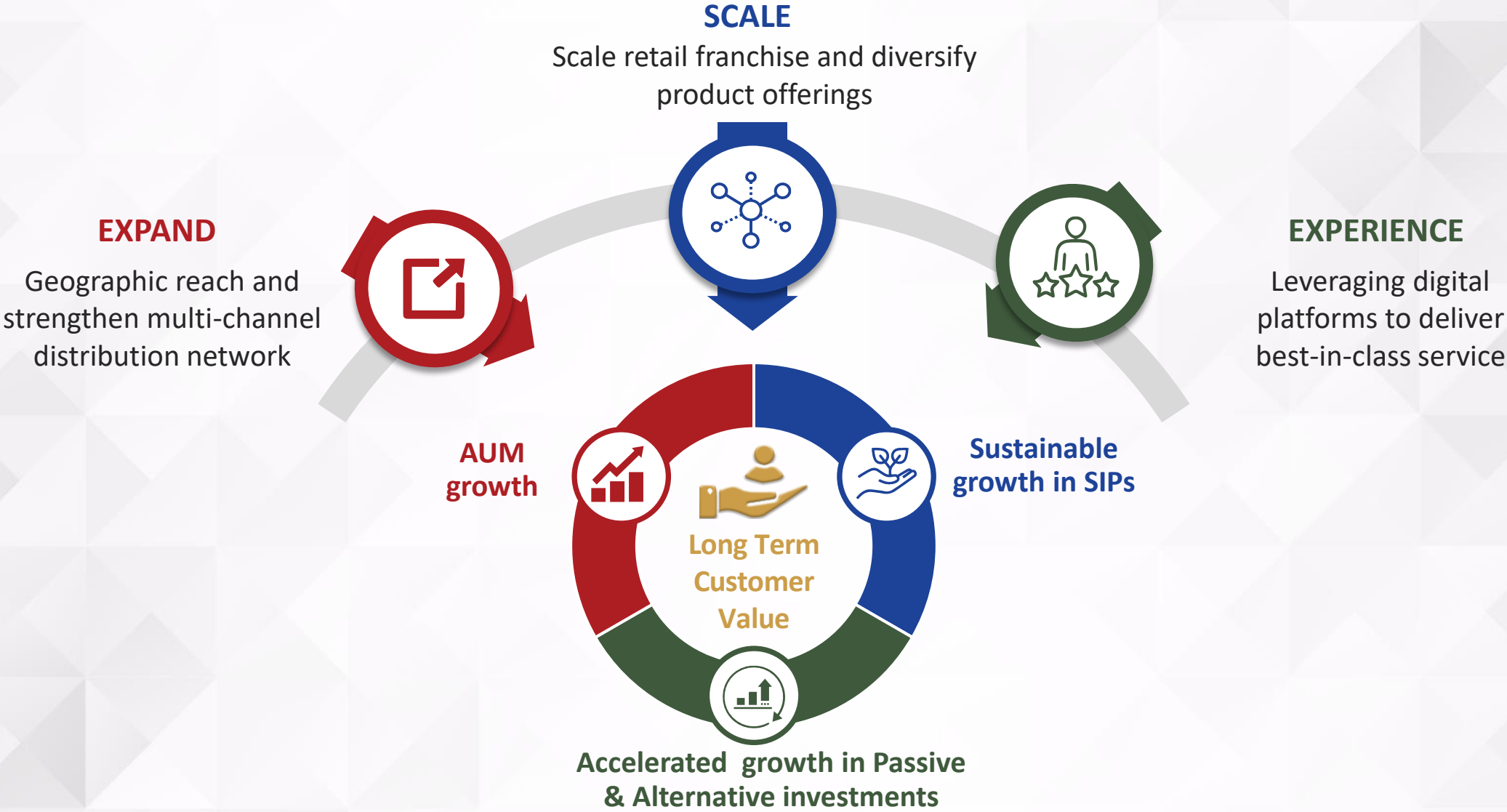
Aditya Birla Sun Life
AMC Ltd.



ADITYA BIRLA
CAPITAL

INVESTOR PRESENTATION

For Quarter ending September 30, 2023



Driven by a strong and robust risk management and governance framework



**Mutual Fund
QAAUM**

₹ 3,109 bn

Market share¹ 7.4%



**Equity
QAAUM**

₹ 1,302 bn

Market share 5.2%
Equity Mix 41.9%



**Individual
MAAUM**


₹ 1,591 bn

 11% Y-o-Y



**Revenue from
Operations**


₹ 3,350 mn

 8% Y-o-Y




**Operating
Profit**

₹ 1,811 mn

 5% Y-o-Y

**₹ 284 bn
Passive AUM**

 68% Y-o-Y

**₹ 9.68 bn
Monthly SIP Flows²**

 4% Y-o-Y

**0.3 mn folios
added in H1 FY24**

7.89 mn folios

Industry Overview

Industry QAAUM & Net Sales Trend

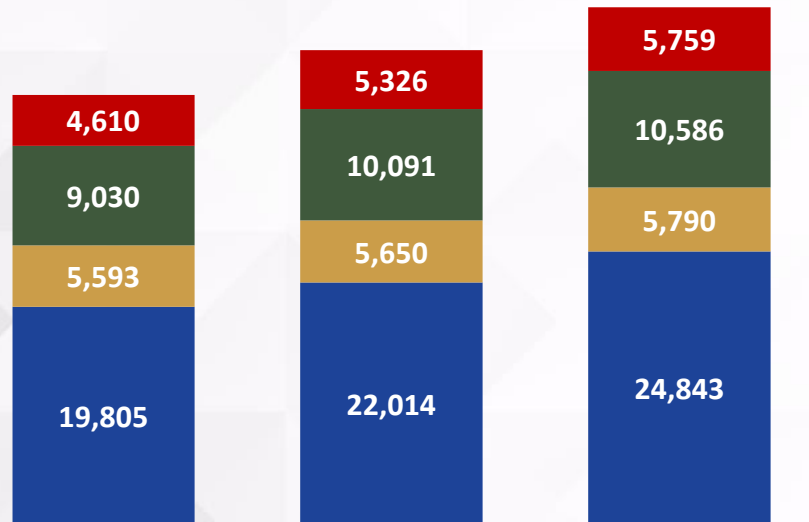
(INR Billion unless otherwise stated)

QAAUM

39,038

43,082

46,978



Q2 FY23

Q1 FY24

Q2 FY24

Equity Liquid Debt ETF

Industry AUM witnessed Q-o-Q growth of 9% in Q2 FY24

Net Sales

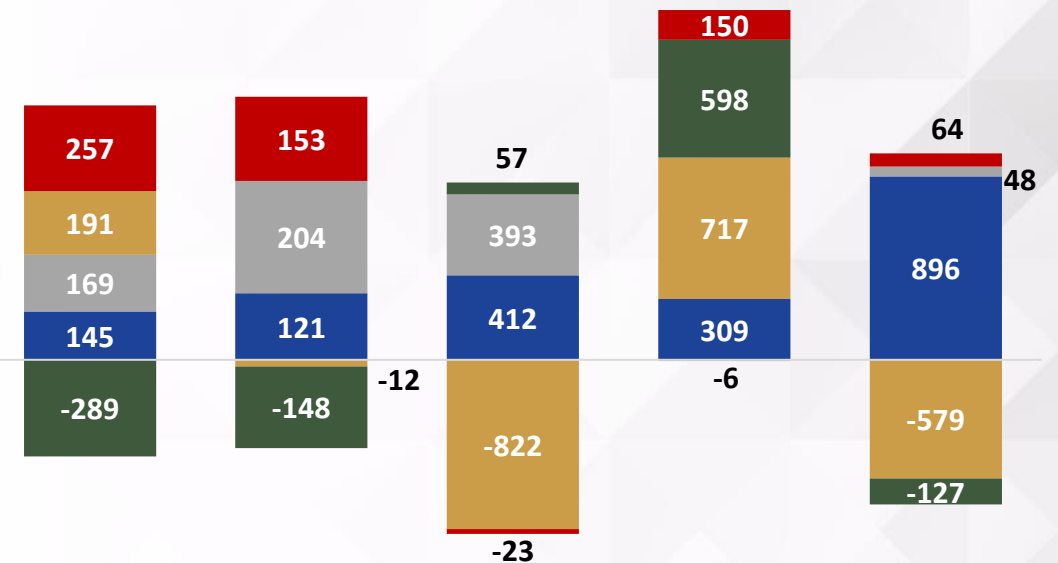
473

318

17

1,768

302



Q2 FY23

Q3 FY23

Q4 FY23

Q1 FY24

Q2 FY24

Equity Index Liquid Debt ETF

Industry witnessed strong equity inflows in Q2 FY24

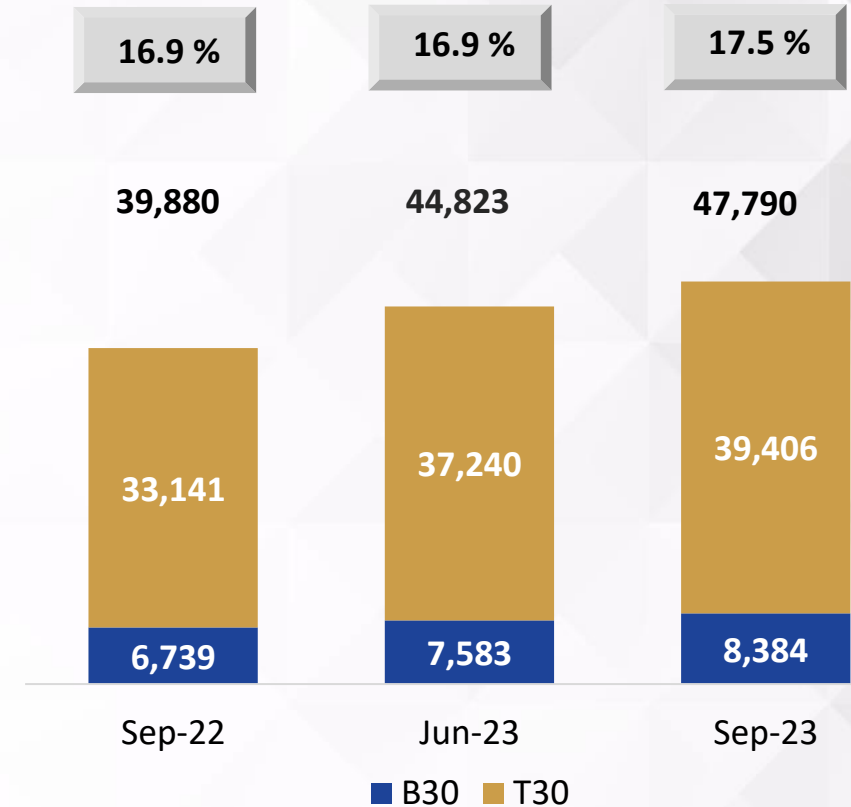
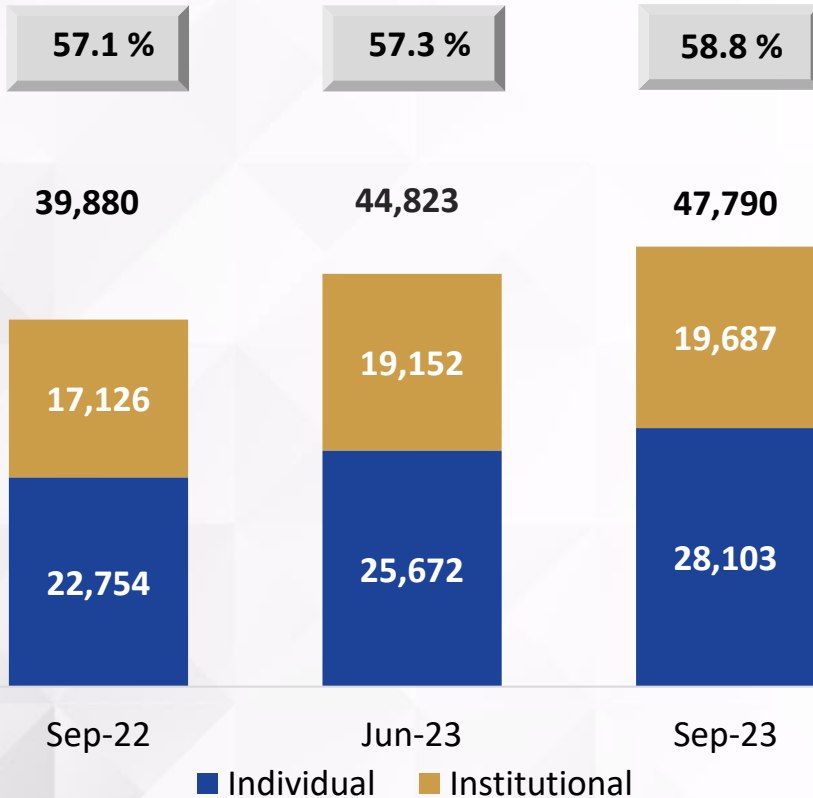
(INR Billion unless otherwise stated)

Individual MAAUM

B30 MAAUM

Individual
Mix

B-30 Mix

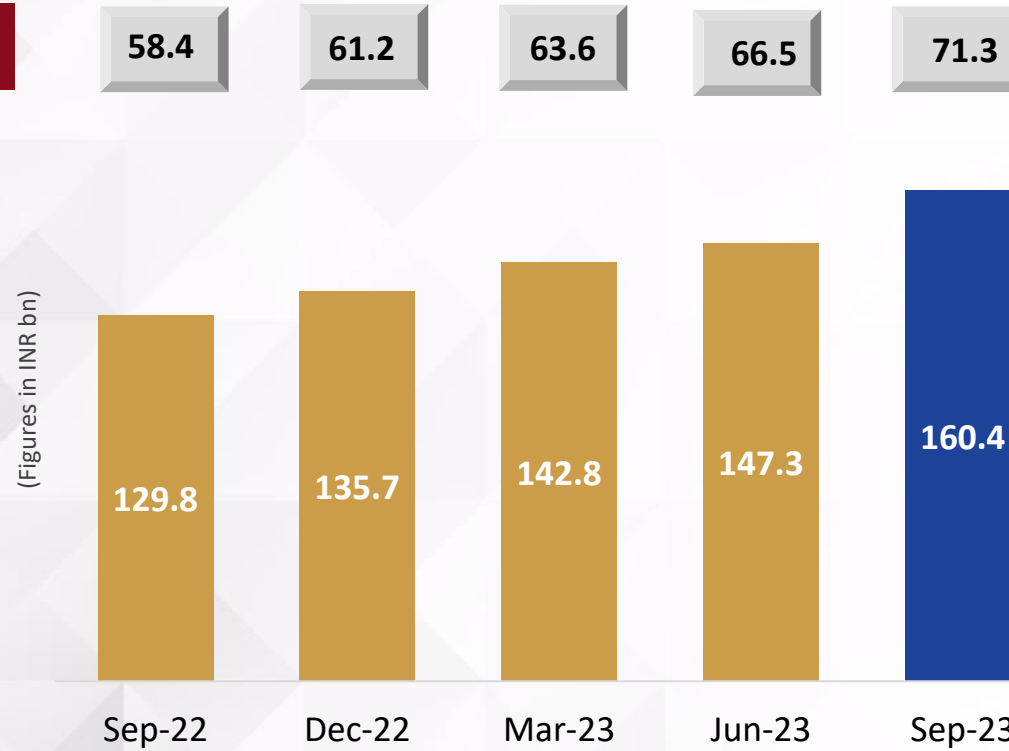


Industry Individual MAAUM mix increased from 57.3% in Jun-23 to 58.8% in Sep-23

Industry B30 MAAUM mix increased from 16.9% in Jun-23 to 17.5% in Sep-23

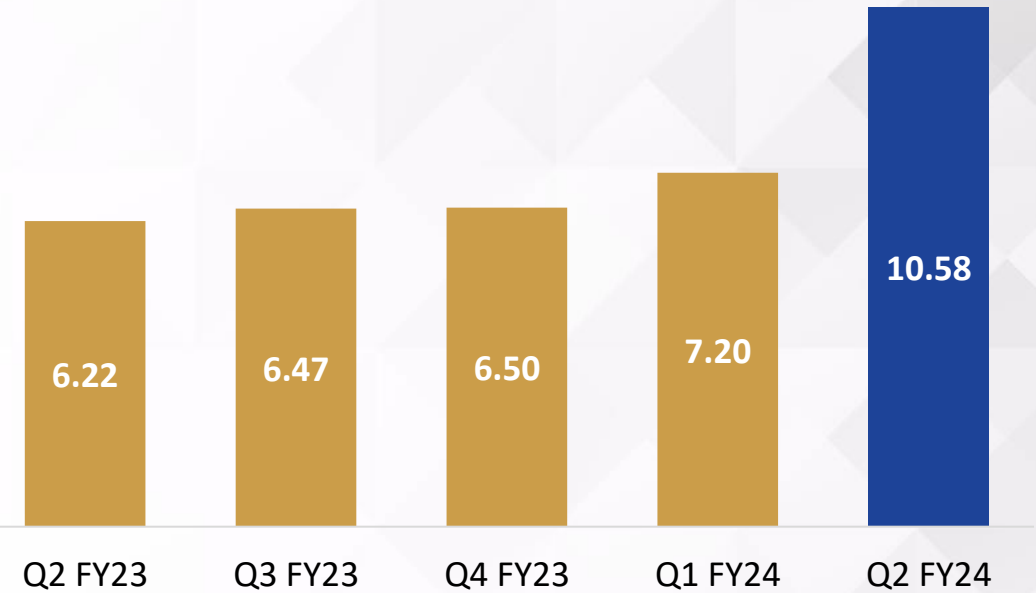
SIP Flows

Live Count (Mn)



Industry SIP Flows was at INR 160.4 bn in Sep-23

New SIP registrations Count (mn)



Industry new SIP registrations increased to 10.58 mn in Q2 FY24

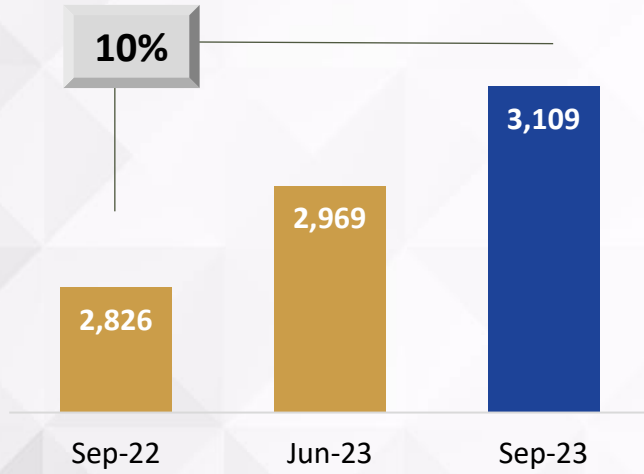


ABSLAMC Performance Overview

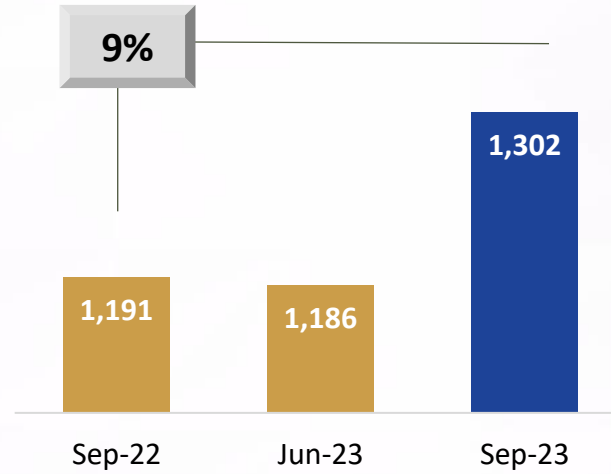
Performance at a Glance

(INR Billion unless otherwise stated)

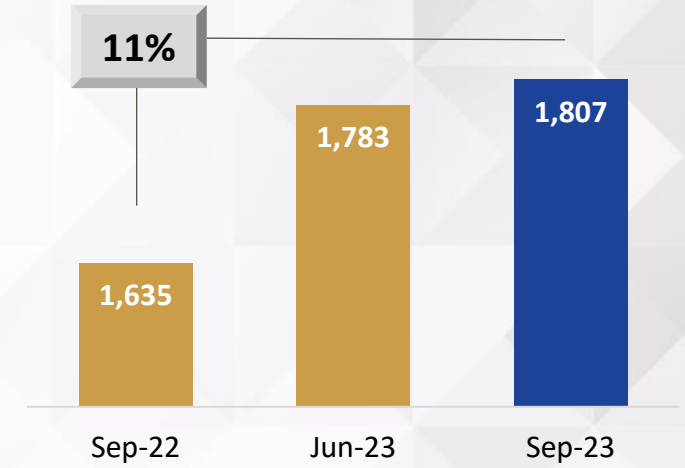
Mutual Fund QAAUM



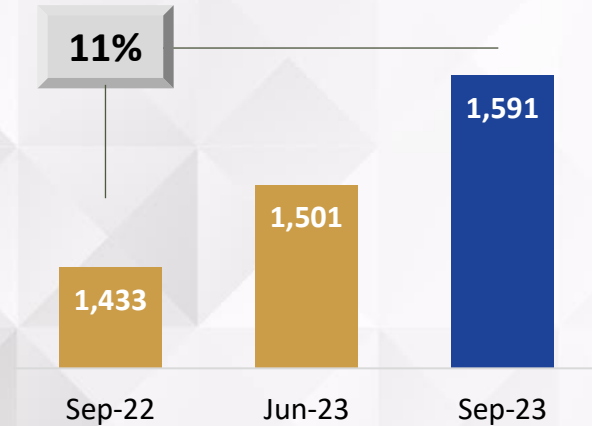
Equity QAAUM



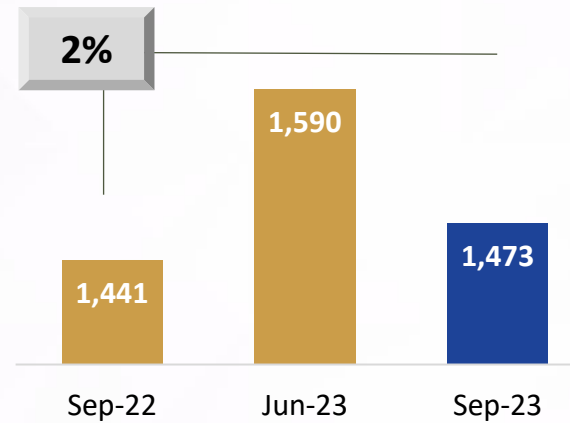
Fixed Income QAAUM¹



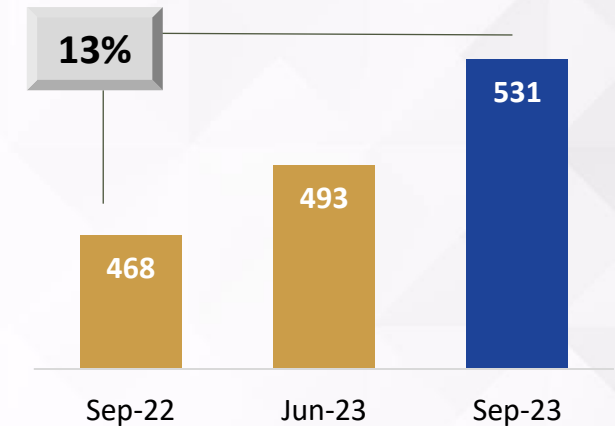
Individual MAAUM



Institutional MAAUM



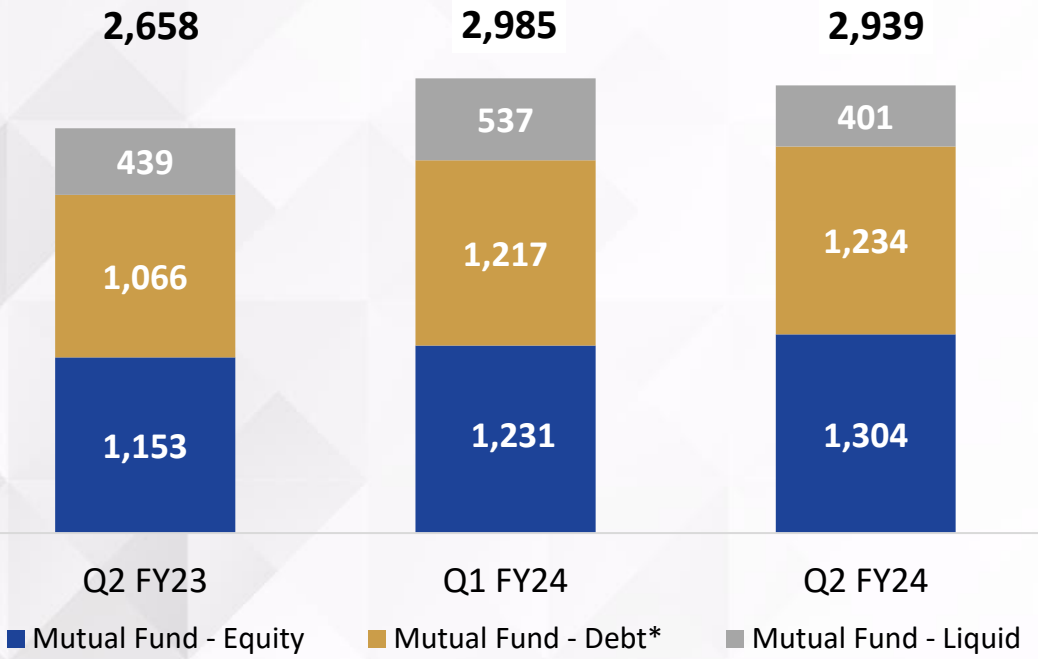
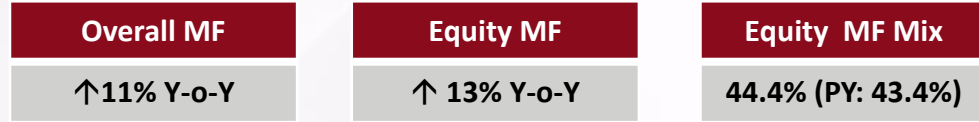
B-30 MAAUM



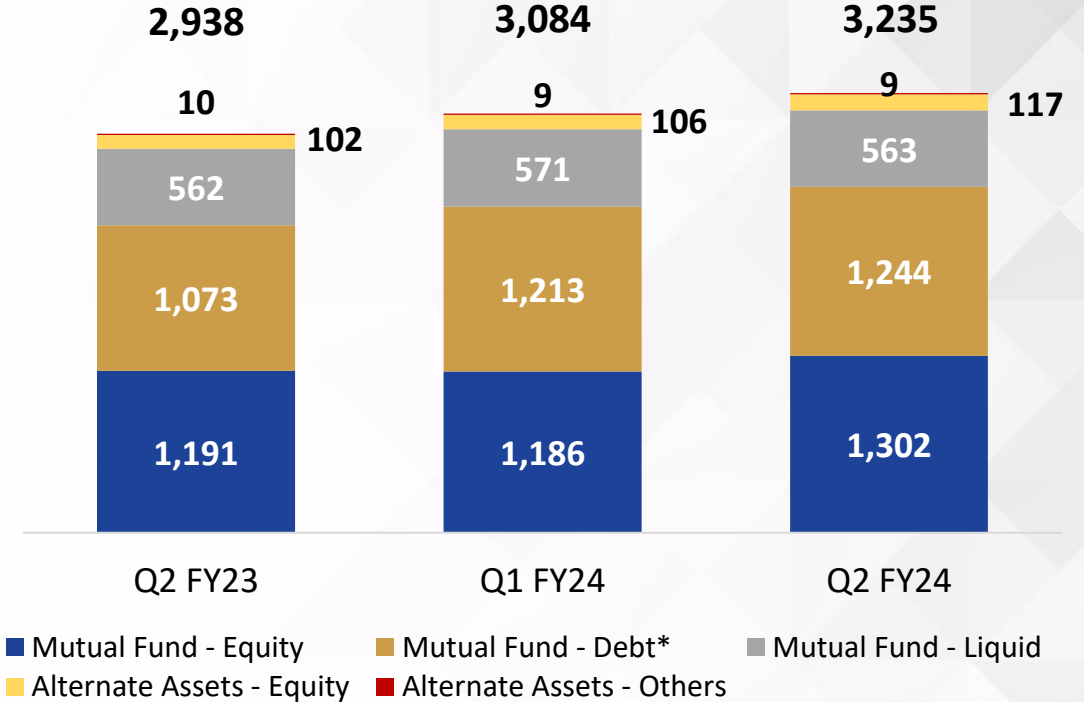
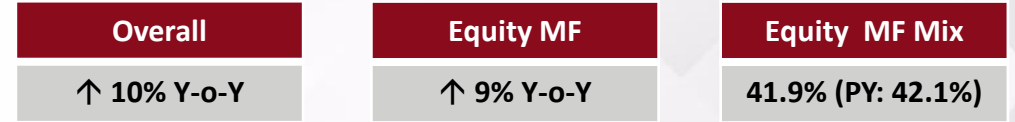
¹ Fixed Income QAAUM include ETF

(INR Billion unless otherwise stated)

Closing Assets under Management



Quarterly Average Assets under Management



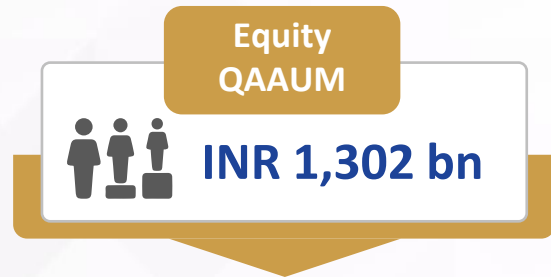
*Mutual Fund-Debt include ETF

Strong retail franchise with **7.89 mn** folios (as on Sep 30, 2023)

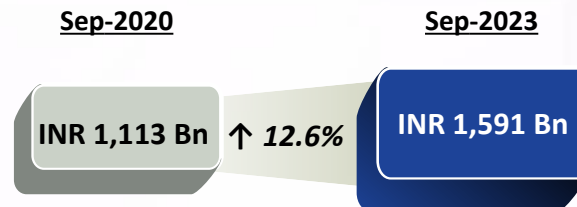
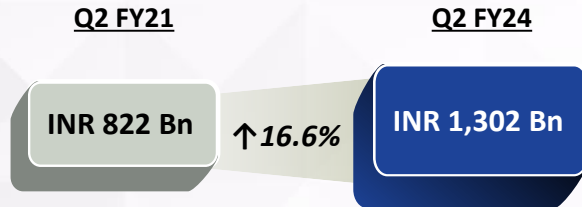
Sep-23 unless stated otherwise



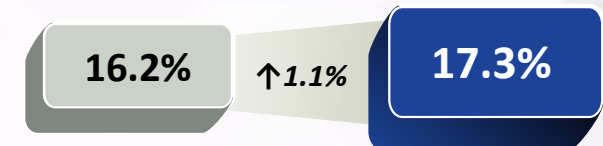
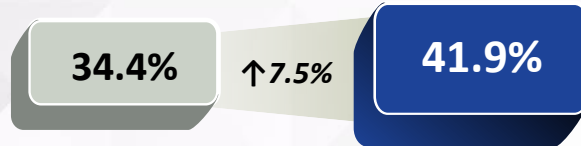
Size



Growth



Contribution to AUM

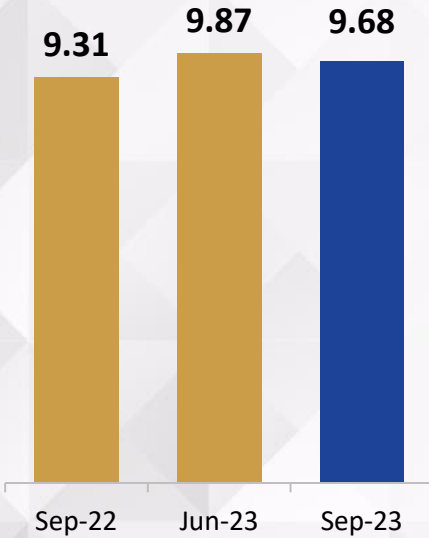


Higher share of SIPs generates consistent inflows across market cycles

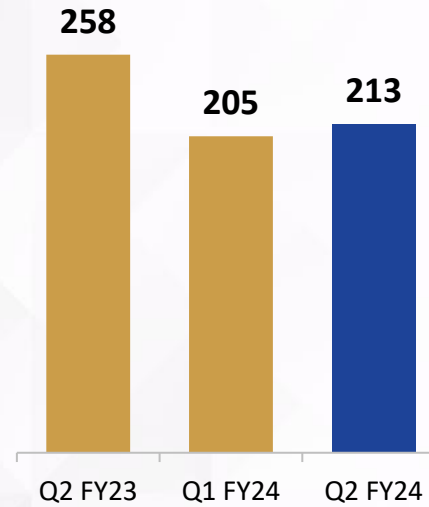
Building sustainable SIP Flows

Long Tenure SIP Book²

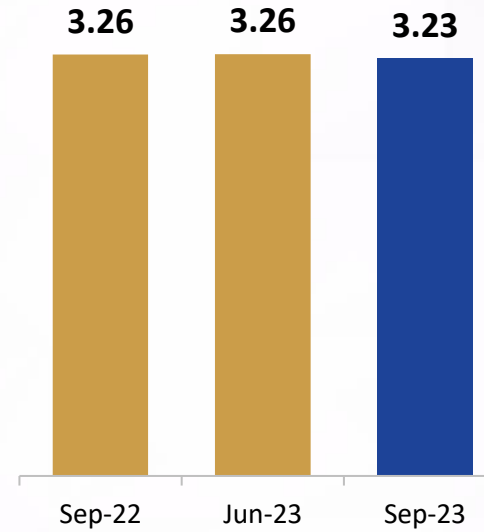
SIP¹ Flows (in INR bn)



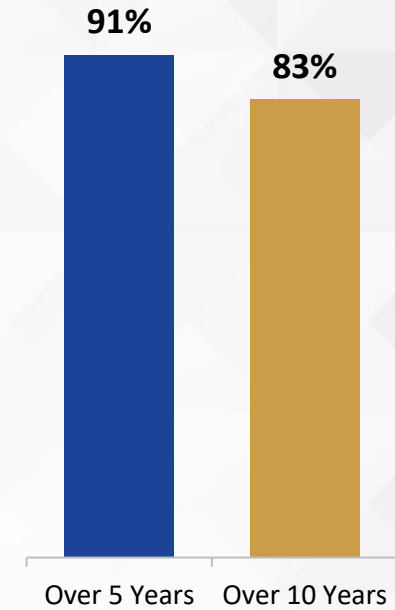
New SIP¹ Registrations
Count ('000)



Number of Live
Outstanding SIPs¹ (mn)



% Count of
Total SIPs



¹ Includes STP ; ² Based on tenure at the time of registration of all live SIPs as on Sep 30, 2023

Pan India Distribution Network

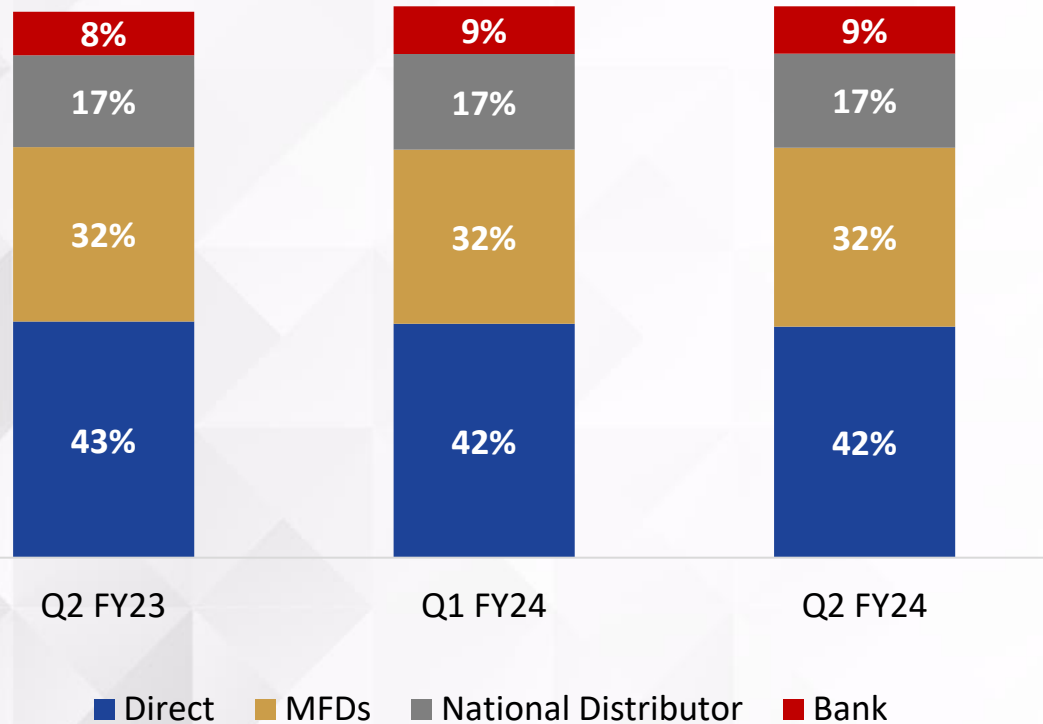
One of the largest empaneled distributor base

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

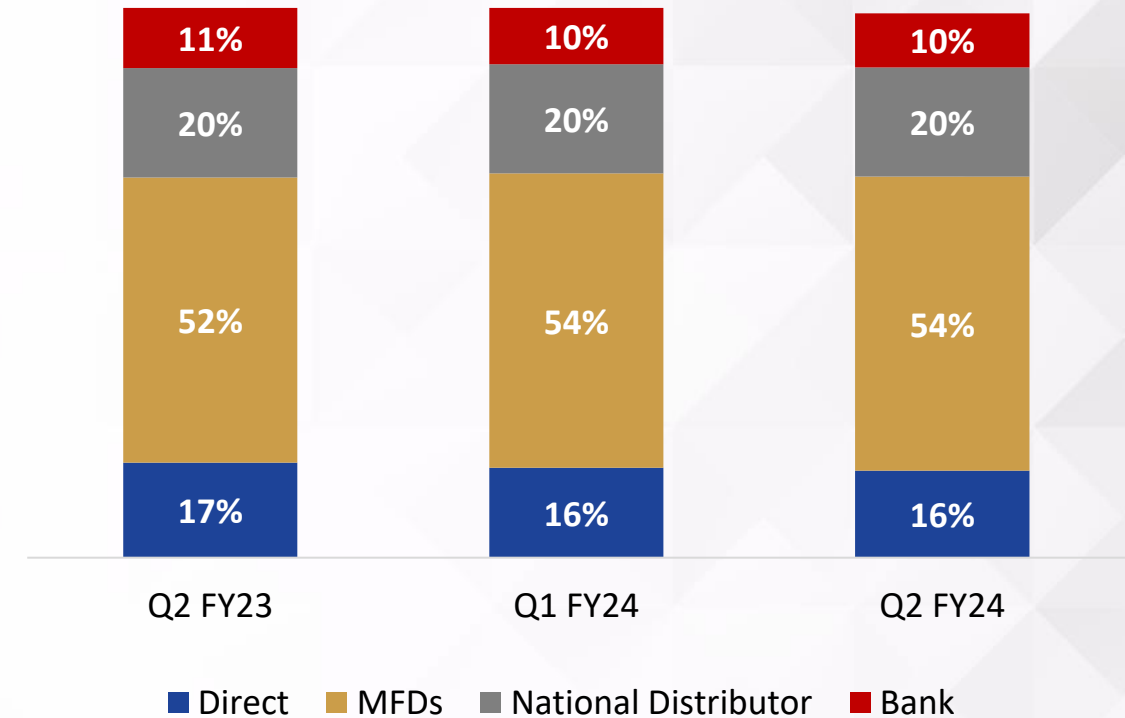


Of 290+ locations, over 80% are in B-30 cities

Overall Asset Sourcing Mix¹







Broad-based sourcing of Equity Assets



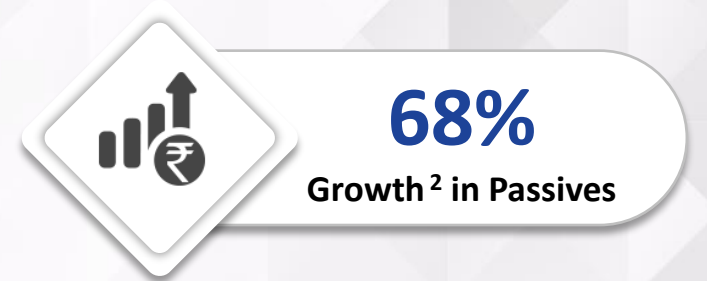
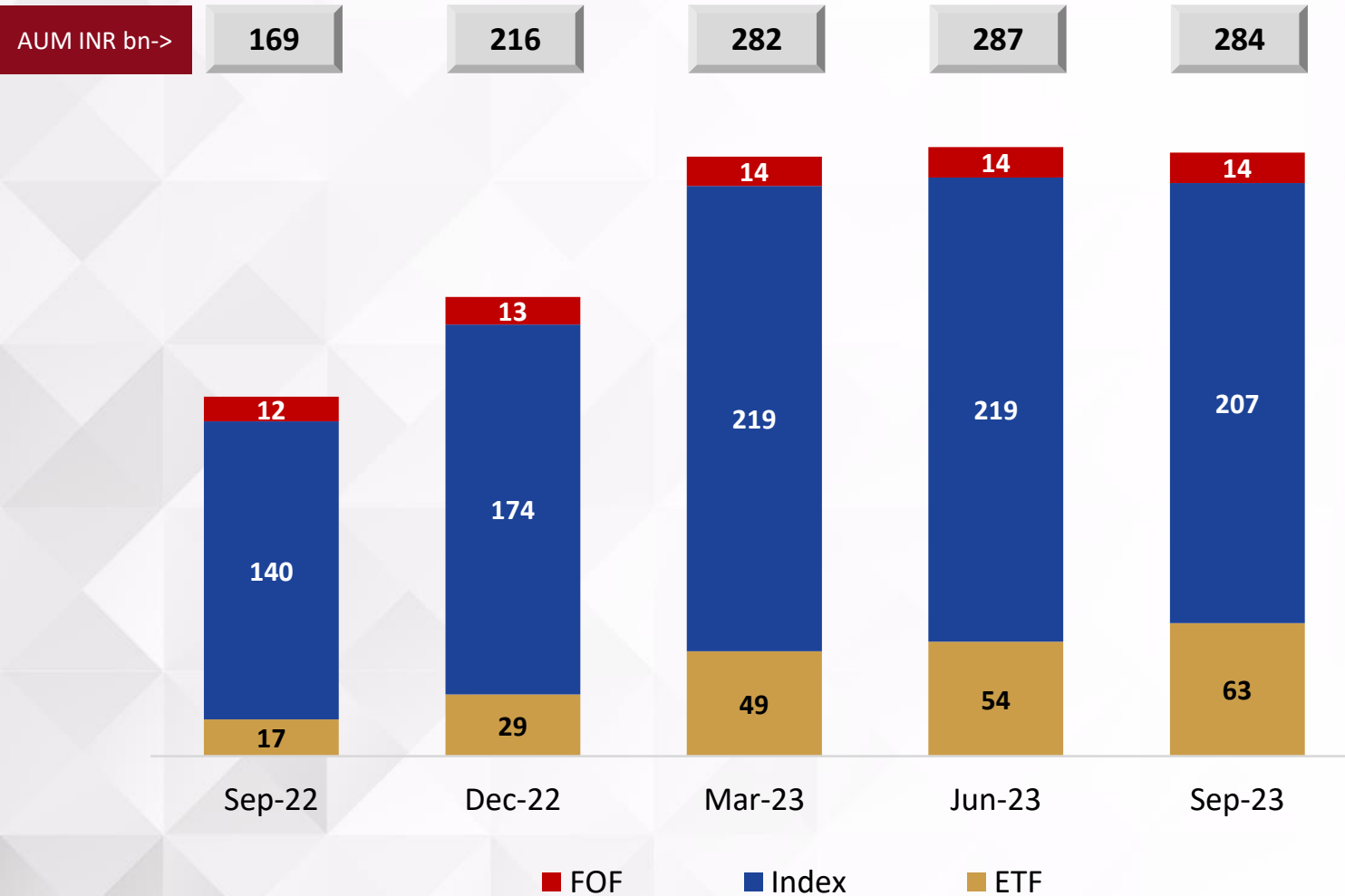
Continue to expand distributor base and empaneled 4,300 + new MFDs in H1 FY24

A lean model to expand into deeper markets

	<p>Emerging Markets</p>	<p>85 + EM locations</p>	<ul style="list-style-type: none"> • Aim to tap into potential rural and emerging markets at an early stage to build early growth • Deepening product awareness through continuous engagement drives for investors and distributors
	<p>Virtual Relationship Manager</p>	<p>1400 + Distributors Activated¹</p>	<ul style="list-style-type: none"> • Improve new distributor experience through virtual assistance and guidance with primary focus on increasing activations, SIPs and gross sales. • Upgrade MFDs to high potential business partners and transfer them to Retail Sales
	<p>Service to Sales</p>	<p>~ 220 Dedicated Service Persons</p>	<ul style="list-style-type: none"> • Service RMs engage effectively with investors and facilitate their investment decision • Identify opportunities for win back, retention and upsell
	<p>Sampark</p>	<p>4,300 + Distributor Empaneled¹</p>	<ul style="list-style-type: none"> • Our distribution expansion initiative in empaneling and welcoming new distributors • A comprehensive distributor engagement plan is implemented, encompassing empanelment, activation, digital transactions, education, and marketing communication

Building our Passives Business

Passive AUM ¹



¹ Closing AUM for ETFs, FoFs & Index Funds ; ² Since Sep-2022



PMS / AIF

QAAUM
INR 23.24 bn

Fund raising underway

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

PRODUCTS IN PIPELINE

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



Real Estate

QAAUM
INR 5.77 bn

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

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



Offshore

QAAUM
INR 97.33 bn

Fund raising underway

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

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

PRODUCT IN PIPELINE

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



Maximizing Omni-Channel Capabilities

Customer Journey

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



Integration

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



Data & Analytics

- Google Analytics to provide different kind of analytics to track and understand the investor activity.
- Develop advanced analytical models to winback and retain investors.



Automation

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



Cutting Edge Investment Tools

- An analytics platform for asset class investment risk
- A cutting-edge tool investment tool providing real-time market data, breaking news, comprehensive research, and robust analytics

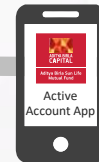
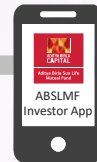
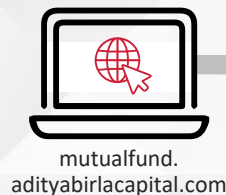


Business Applications

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



Investor Assets



Partner Assets

Aim to educate existing and next generation of investors and distributors

Reached **10,45,600+ people** through conducting over **14,113 training sessions**¹

SAMRIDDI MAGAZINE



5.3 million+ passengers across 26 routes¹
Generated **5,00,000+** views on website

INVESTORS HANGOUTS PROGRAM



99K active users¹ and over
11 million YouTube viewers¹

FIRST FINANCIAL LESSONS AND FIRST PAY CHEQUE



Partnered with
20 universities in association with NISM²
Reached over **44,000** students¹

FOR HER - FINANCIAL EDUCATION



Customized engagements and workshops to
create women investors and MFDs
7.70 Million
Social Media Impressions¹

NIVESH MAHAKUMBH PROGRAM



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

NIPUN LEARNING ACADEMY



Offer customized training modules
and workshops to our channel partners



Financial Performance

Statement of Profit & Loss Account

(INR million unless otherwise stated)

Particulars	Quarter ending			Change	
	Sep-23	Jun-23	Sep-22	Q-o-Q	Y-o-Y
Revenue from Operations	3,350	3,112	3,111	8%	8%
Employee Benefits Expense	798	774	712	3%	12%
Fees and Commission Expense	82	82	44	1%	89%
Depreciation and Amortization	91	66	84	38%	8%
Other Expenses ¹	567	565	543	0.4%	4%
Total Expenses	1,539	1,486	1,383	4%	11%
Operating Profit	1,811	1,625	1,728	11%	5%
Other Income	557	778	766	-28%	-27%
Profit Before Tax	2,368	2,403	2,494	-1%	-5%
Tax Expense	587	557	577	5%	2%
Net Income	1,781	1,846	1,917	-4%	-7%

¹ Includes Finance Cost

Statement of Profit & Loss Account

(INR million unless otherwise stated)

Particulars	Half Year ending		Change
	Sep-23	Sep-22	Y-o-Y
Revenue from Operations	6,461	6,156	5%
Employee Benefits Expense	1,572	1,359	16%
Fees and Commission Expense	164	87	88%
Depreciation and Amortization	158	173	-9%
Other Expenses ¹	1,132	1,093	4%
Total Expenses	3,025	2,712	12%
Operating Profit	3,436	3,444	-0.2%
Other Income	1,334	458	191%
Profit Before Tax	4,771	3,902	22%
Tax Expense	1,144	957	20%
Net Income	3,627	2,945	23%

¹ Includes Finance Cost

Balance Sheet

(INR million unless otherwise stated)

Particulars	As at	
	30 th September 2023	31 st March 2023
Share Capital	1,440	1,440
Other Equity	25,960	23,730
Total Equity	27,400	25,170
Financial Liabilities	1,647	1,468
Non-financial Liabilities	1,227	1,243
Total Equity & Liabilities	30,274	27,881
Investments	25,976	23,592
Other Financial Assets	1,699	2,109
Non-financial Assets	2,600	2,180
Total Assets	30,274	27,881

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 Groups's financial results are largely reflective of the asset management business and accordingly there are no separate reportable segments as per Ind AS 108 - Operating Segment.
3. The Company, during the quarter ended 30th September, 2023 has allotted 34,521 Equity Shares face value ₹ 5 each, fully paid up, on exercise of options by eligible grantees, in accordance with the Employee Stock Option Schemes approved by the Company.
4. During the period ended September 30, 2023, the Company has paid a final dividend Rs. 5.25 per equity share (face value of Rs. 5 each) for the year ended March 31, 2023 as approved by its shareholders at the Annual General Meeting held on 11th August, 2023.
5. Figures for the quarter ended September 30, 2023 and September 30, 2022 are derived by deducting the reported year-to-date figures for the period ended June 30, 2023 and June 30, 2022 from the unaudited figures for the period ended September 30, 2023 and September 30, 2022 respectively. Previous period's / year's figures have been regrouped/reclassified wherever necessary to correspond with the current period's classification / disclosure.
6. The above results have been reviewed by the Audit Committee and approved by the Board of Directors of the Company, at their meeting held on October 26, 2023. The results have been subjected to limited review by the statutory auditors of the Company.

Annexure



Vishakha Mulye
Non-Executive Director



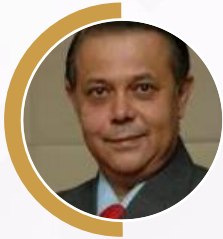
A. Balasubramanian
Managing Director & CEO



Sandeep Asthana
Non-Executive Director



Amrit Kanwal
Non-Executive Director



Navin Puri
Independent Director



Alka Bharucha
Independent Director



Sunder Rajan Raman
Independent Director



Supratim Bandyopadhyaya
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



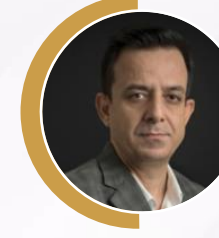
Mahesh Patil
Chief Investment Officer



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



**HIRAK
BHATTACHARJEE**
Head - HR, Admin &
Business Excellence



Sidharth Damani
Head - Business
Enablement and
Marketing



Hari Babu
Chief Risk Officer



Hemanti Wadhwa
Chief Compliance Officer

Thank You

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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.