

Aditya Birla Sun Life AMC Ltd.

(A part of Aditya Birla Capital Ltd.)



ADITYA BIRLA CAPITAL

PROTECTING INVESTING FINANCING ADVISING

Ref. No.: ABSLAMCL/59/22-23

July 26, 2022

BSE Limited

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

National Stock Exchange of India Limited

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

Dear Sir/Ma'am,

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

Pursuant to Regulation 30 of the SEBI Listing Regulations, please find enclosed a copy of the presentation on the Unaudited Financial Results of the Company for the quarter ended June 30, 2022 which will be presented to our investors and also posted on our website.

The above is for your information and records

Thanking you.

Yours faithfully,

For Aditya Birla Sun Life AMC Limited

Hemanti Wadhwa
Company Secretary & Compliance Officer
FCS No- 6477



Encl. As above

Aditya Birla Sun Life AMC Ltd.
(A part of Aditya Birla Capital Ltd.)

+91 22 4356 8000 | (F) +91 22 4356 8110 / 8111
<https://mutualfund.adityabirlacapital.com>

Correspondence & Registered Office:

One World Center, Tower 1, 17th Floor,
Jupiter Mill Compound, 841, Senapati Bapat Marg,
Elphinstone Road, Mumbai - 400 013.
CIN: L65991MH1994PLC080811

Investor Presentation

For Quarter ending June 30, 2022

**Aditya Birla Sun Life
AMC Ltd.**

(A part of Aditya Birla Capital Ltd.)

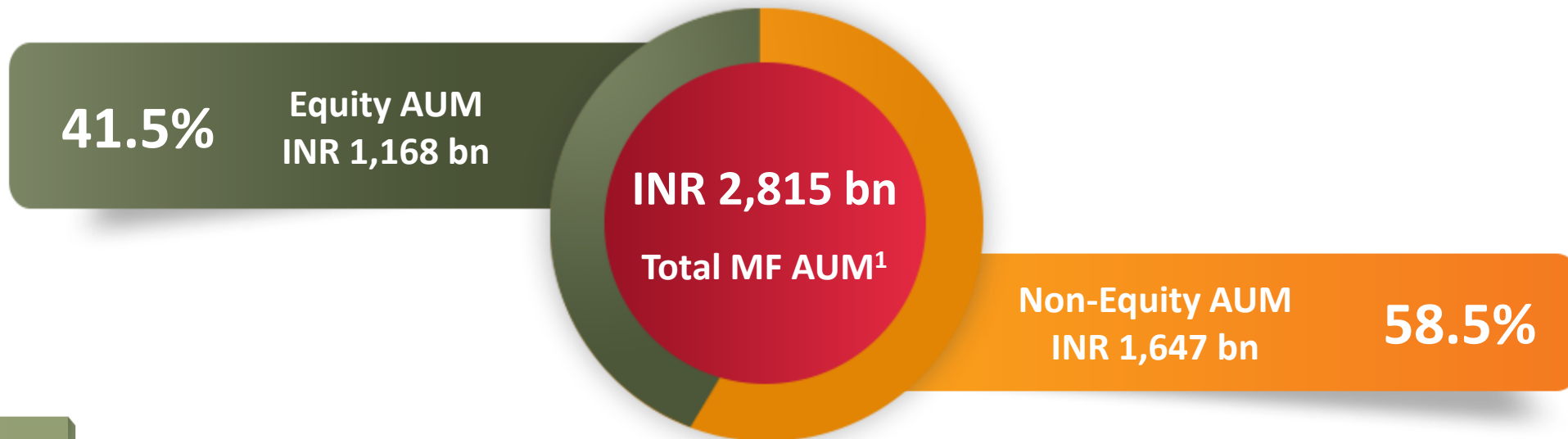


**ADITYA BIRLA
CAPITAL**


ABSLAMC At A Glance

One of the Largest Asset Managers in India with over 25 years track record

MF Asset Mix



Our Scale


INR 2,926 bn
Total AUM²


INR 111 bn
Alternate Assets AUM³


8.1 mm
Investor Folios


65,000 +
MF Distributors


1,304
Employees


280 +
Locations⁴

¹ QAAUM under mutual fund (excluding domestic FoFs) as of June 30, 2022; ² Mutual Fund Plus Alternate Assets QAAUM ; ³ QAAUM under Portfolio management services, offshore and real estate offerings as of June 30, 2022;

⁴ including 3 Offshore locations in Dubai , Singapore & Mauritius

Overview

01 Maintaining Leadership in AUM

- ▶ Mutual Fund QAAUM at INR 2,815 bn (↑2.2% y-o-y); Market share¹ at 8.4%
- ▶ Equity QAAUM at INR 1,168 bn (↑14% y-o-y); Market share¹ at 6.3%; Equity mix expanded to 41.5% (PY 37.3%)
- ▶ Fixed income QAAUM² at INR 1,647 bn; Market share¹ at 10.9%

04 Diversified Distribution Network

- ▶ Network of 65,000+ MFDs, 100+ banks⁵, 240+ national distributors
- ▶ 51% of Equity AUM is sourced from MFDs. Improvement in sourcing from banking channel
- ▶ Strategic partnership with 80+ Digital fintech

02 Consistent Financial Performance

- ▶ Maintained Operating Revenue & PBT in volatile market conditions
- ▶ Operating Revenue for Q1 FY23 at INR 3,045 million.
- ▶ Operating PBT for Q1 FY23 at INR 1,716 million

05 Focus on Growing Passives & Alternate Assets

- ▶ Gained leadership in Debt Index fund in MAAUM⁶
- ▶ 20+ new Passive products in the pipeline
- ▶ Received seed approval for Greater India ESG Fund in Offshore segment

03 Scaling Retail Franchise

- ▶ Individual³ MAAUM: INR 1,315 bn (Mix: 48.2%); B-30 MAAUM: INR 435 bn (Mix at 15.9%)
- ▶ 8.1 mm Investor folios serviced; New folio additions ~0.2 mm investors in Q1 FY23
- ▶ New SIP⁴ registrations ~0.28 mm in Q1 FY23 (↑ 23% y-o-y); Monthly SIP⁴ Book INR 8,977mm

06 Strong Digital & Technology Platforms

- ▶ Exclusive strategic partnerships with fintechs for launch of products
- ▶ 85% of overall transactions done digitally; 76% new Folios created digitally
- ▶ 91% Distributors onboarded digitally

¹ QAAUM market (ex-ETF)

² Fixed Income include ETF

³ Includes Retail +HNI

⁴ SIP Plus STP

⁵ including financial intermediaries

⁶ MAAUM June 2022

Performance At A Glance

Our Performance

(INR Billion unless otherwise stated)

| Performance Metrics | Jun-21 | Mar-22 | Jun-22 | Y-o-Y Growth% |
|---------------------------------|--------|--------|--------|---------------|
| Mutual Fund QAAUM | 2,755 | 2,958 | 2,815 | 2% |
| Equity QAAUM | 1,027 | 1,210 | 1,168 | 14% |
| Fixed Income QAAUM ¹ | 1,728 | 1,748 | 1,647 | -5% |
| Individual MAAUM | 1,334 | 1,380 | 1,315 | -1% |
| Institutional MAAUM | 1,503 | 1,506 | 1,415 | -6% |
| B-30 MAAUM | 447 | 460 | 435 | -3% |
| Monthly SIP Book ² | 8.16 | 8.95 | 8.98 | 10% |

Note: ¹ Fixed Income include ETF

² Includes STP

Industry Overview

Aditya Birla Sun Life
AMC Ltd.

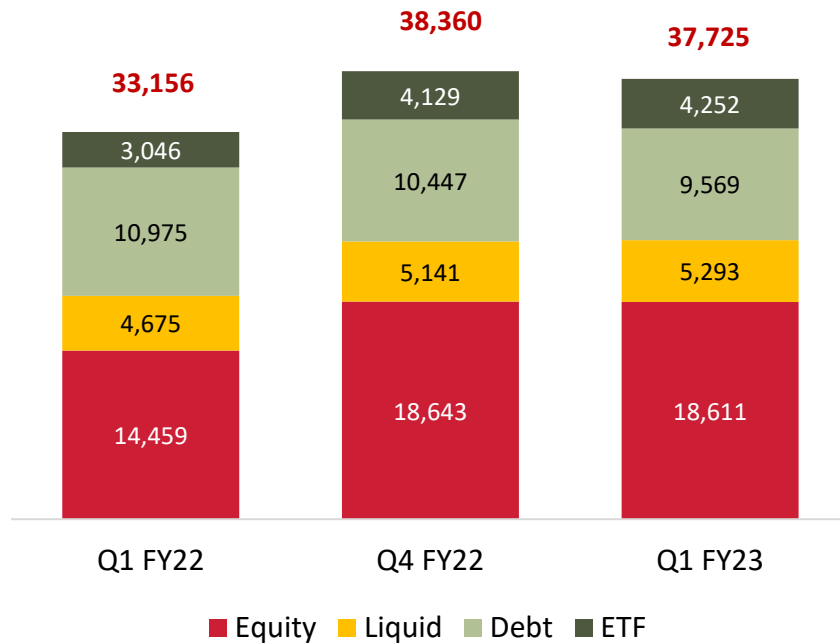
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Industry QAAUM & Net Sales Trend

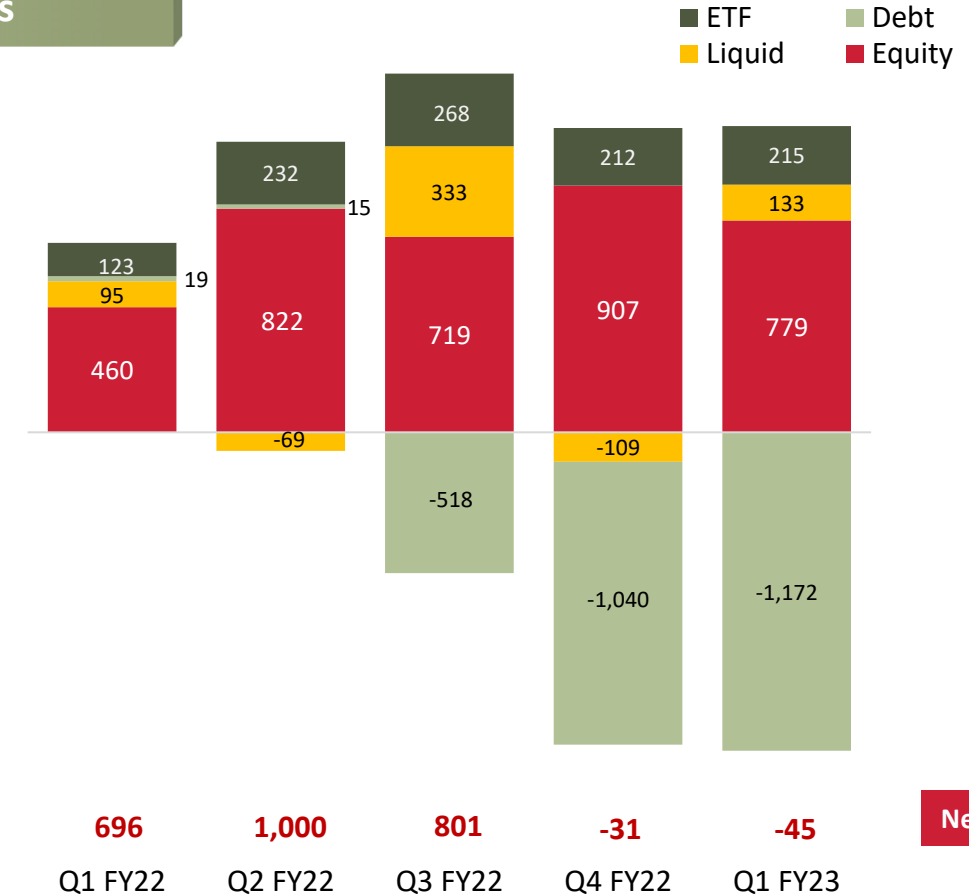
QAAUM



Industry AUM growth remained subdued in Q1 FY23

Net Sales

(INR Billion unless otherwise stated)



Industry witnessed positive net flows in Equity;
Debt saw outflows in Q1 FY23

Industry AAUM – Individual & B30

(INR Billion unless otherwise stated)

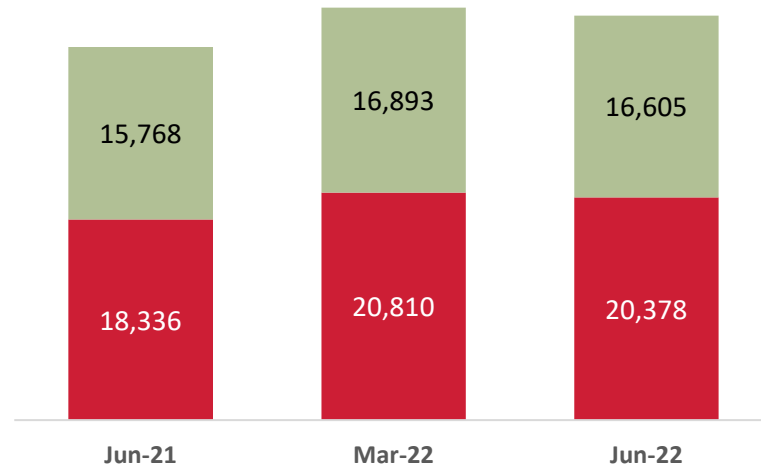
Individual MAAUM

Individual Mix

53.8%

55.2%

55.1%



■ Individual ■ Institutional

Industry Individual MAAUM has seen Y-o-Y growth

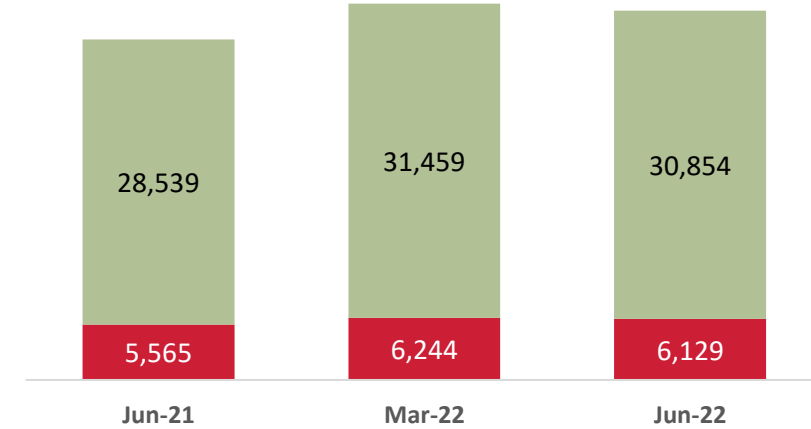
B30 MAAUM

B-30 Mix

16.3%

16.6%

16.6%



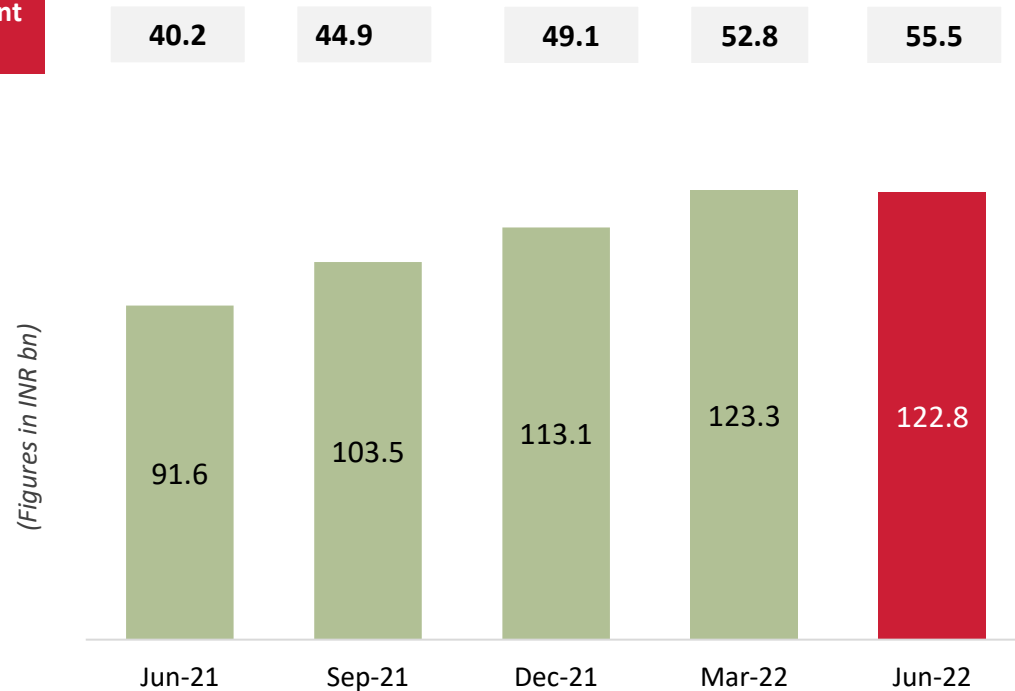
■ B30 ■ T30

B30 MAAUM has grown owing to increased geographical penetration

Industry SIP trend

SIP Contribution

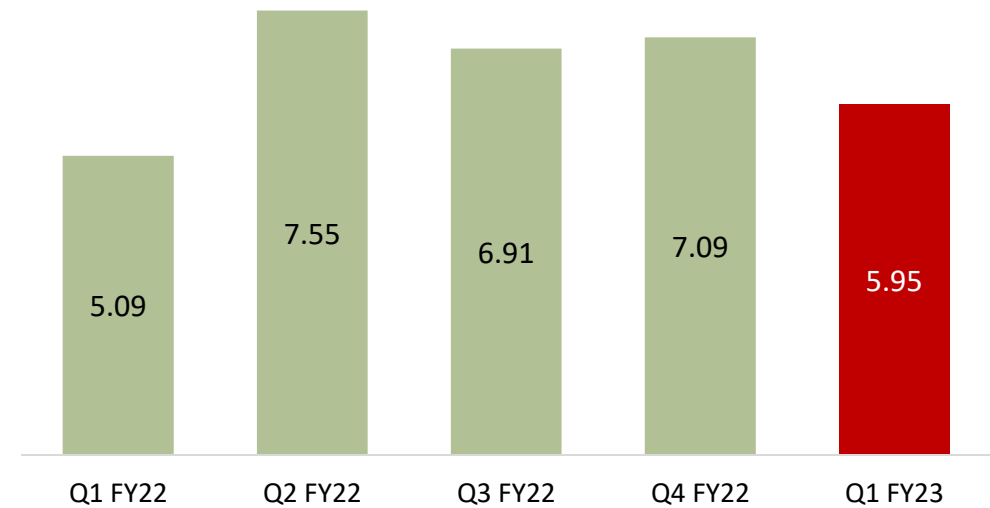
Live Count
(mm)



Industry SIP book was at INR 122.8 bn in June 2022

SIP registrations

Quarterly New SIP registrations Count (mm)



Industry new SIP registrations has seen slight dip in last quarter

ABSLAMC Performance Overview

Aditya Birla Sun Life
AMC Ltd.

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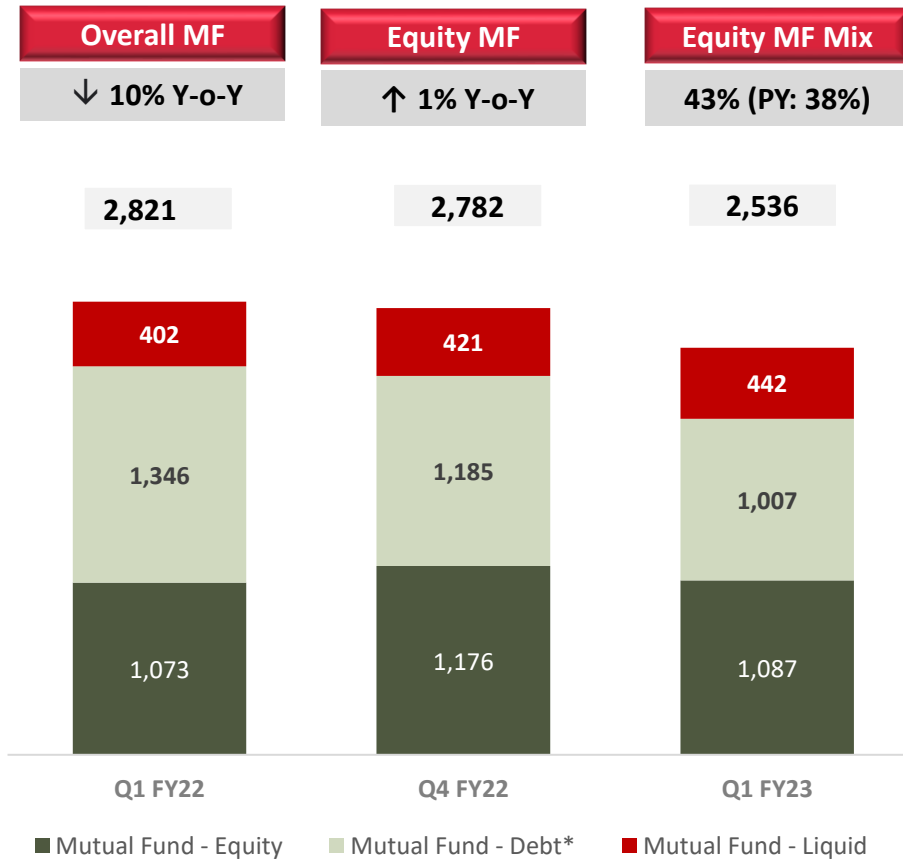


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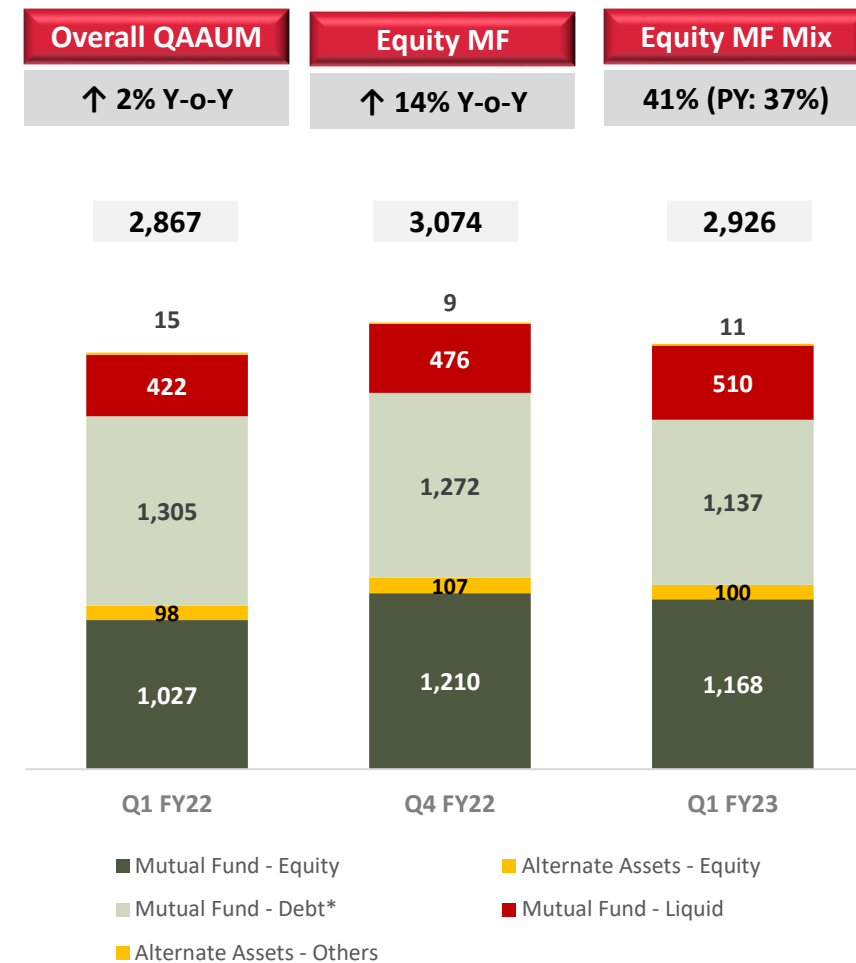
AUM Highlights

(INR Billion unless otherwise stated)

Closing Assets under Management



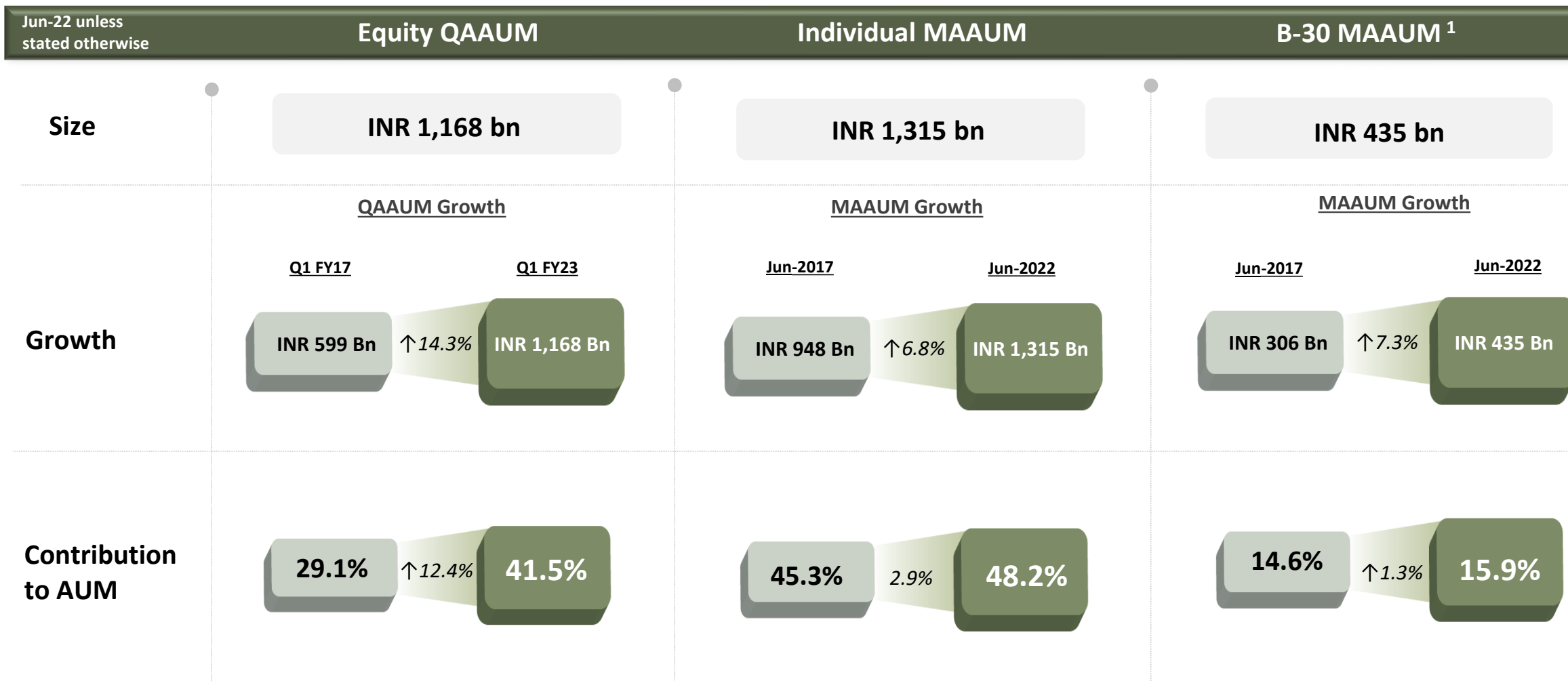
Quarterly Average Assets under Management



*Mutual Fund Debt include ETF

Scaling Retail Franchise

Strong retail franchise with **8.1 mm** folios (as on Jun 30, 2022); Consistent growth of **16%** CAGR between Jun-17 to Jun-22



Note: ¹ For period prior to March-2018, MAAUM in B-15 cities considered

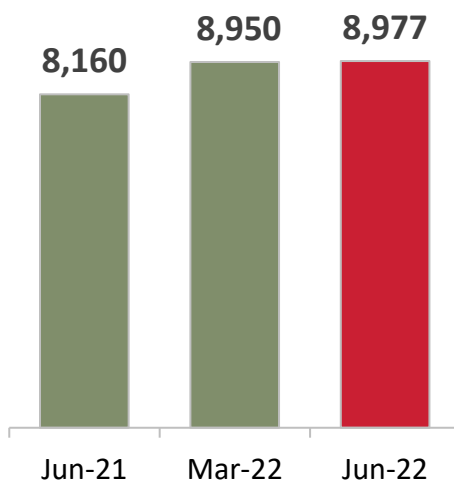
Focus on Growing SIP Book

Higher share of SIPs helps reduce volatility in inflows through market cycles

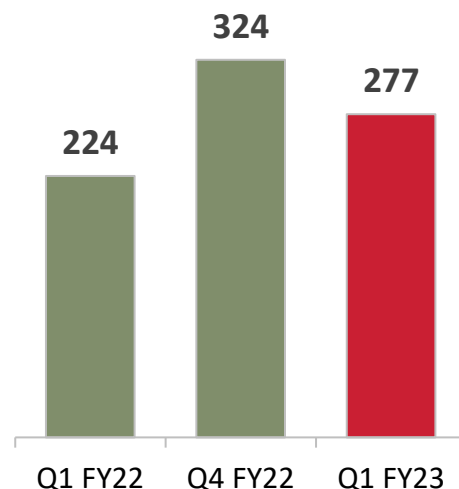
Building sustainable SIP Book

Long Tenure SIP Book²

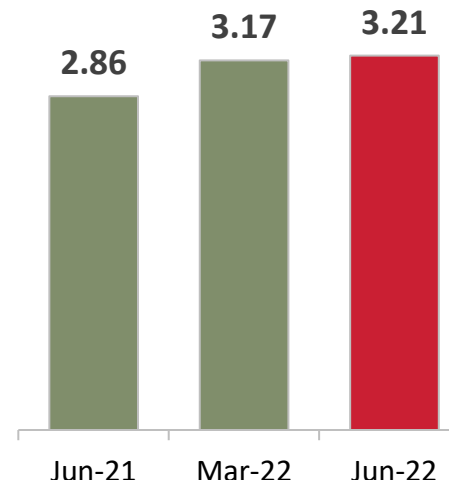
SIP Book in INR (mm)¹



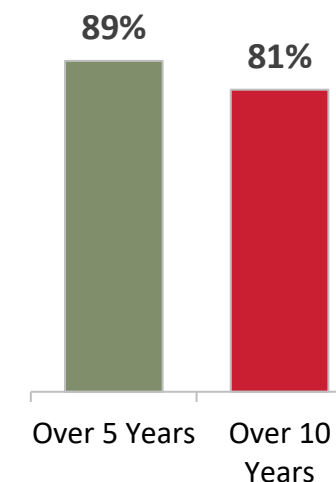
Quarterly New SIP¹ registrations
Count('000)



of Live Outstanding SIPs¹
(mm)



% Count of Total SIPs
(Jun-22)



'Har-Ghar SIP' campaign gaining traction

¹ Includes STP

² Based on tenure at the time of registration of all live SIPs as on June 30, 2022

Pan India Distribution Network

One of the largest empaneled distributor base

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

280+

Locations



100+

Banks¹



100+

Emerging Market
Representatives



240+

National Distributors



65,000+

MFDs



80+

Digital Partners



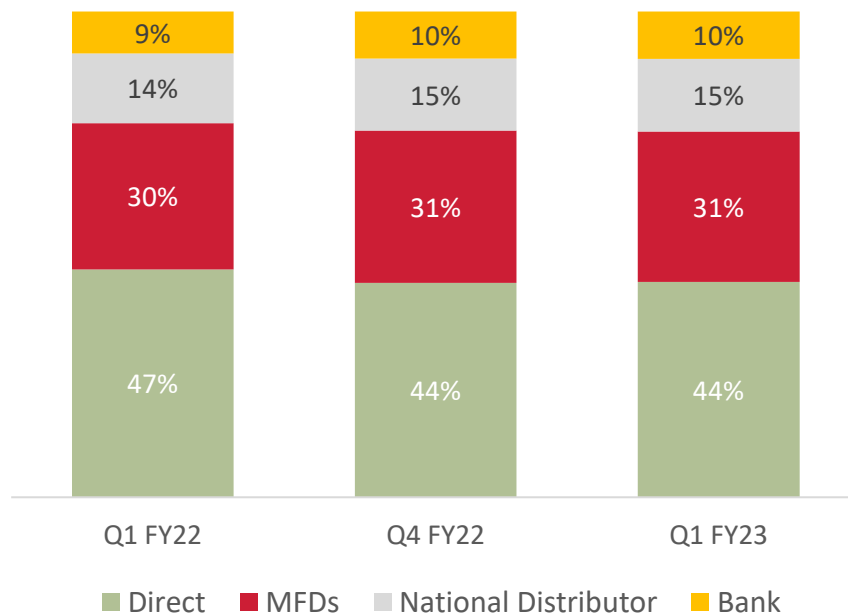
B-30 Markets

Of 280+ locations, over 80% are in B-30 cities

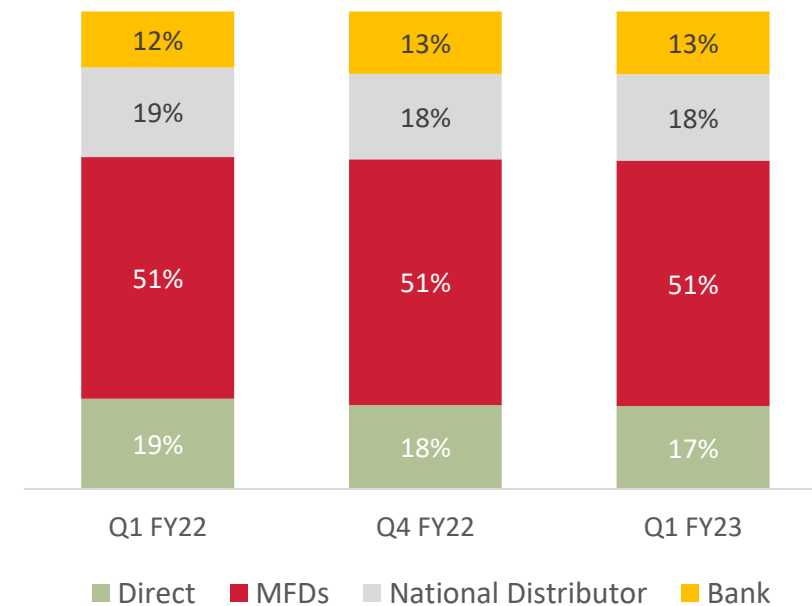
¹ Banks and Financial intermediaries

Multi-Channel Distribution Network

Overall Asset Sourcing Mix¹



Broad based distribution sourcing of Equity Assets



Continue to expand distributor base and empaneled 2,100+ new MFDs in Q1 FY23

¹ Excludes ETF

Multi-Channel Distribution Network Strategy

A lean model to expand into deeper markets

Emerging Markets



100 +
EM locations

Evaluate each potential location meticulously

Build, Operate & Transfer (“BOT”) model

Hub and spoke to minimize cost; **Branches serve as hubs and the nearby locations as spokes. We utilize EM reps to build our brand, increase our AUM and service our investors.**

Virtual Relationship Manager



900 +
Distributors Activated¹

VRMs are focused on converting inactive distributors to active business partners

Acts as the **regional point of contact for distributors.** Offer **Financial Solutions** and fulfil their Service needs.

Available in 16 touch points across India.

Service to Sales



~ 100
Dedicated Service Persons

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

Focusing on building the right skill sets for our Client relation executives to engage effectively with investors and facilitate their investment decision

Sampark



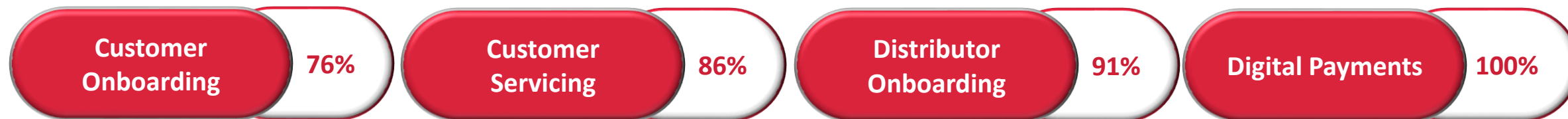
1,900 +
Distributor Empaneled¹

Our Distribution expansion initiative in **empaneling** and **welcoming** new distributors

A tailor-made 6 month engagement program which covers sales training, learning and development

¹ Fixed Income include ETF

Our Digital Assets & Partnerships



Continuous improvement of our Digital Assets

Partner Assets



Investor Assets



Partner
Mobile App



API services
for IFAs



abslmfpartner.adityabirlacapital.com



Mutualfund.adityabirlacapital.com



Investor
Mobile App



Active
Account App

Building our Passives Business

6x

Growth in Passives ⁽¹⁾



~4,28,000

Investor Folios Served

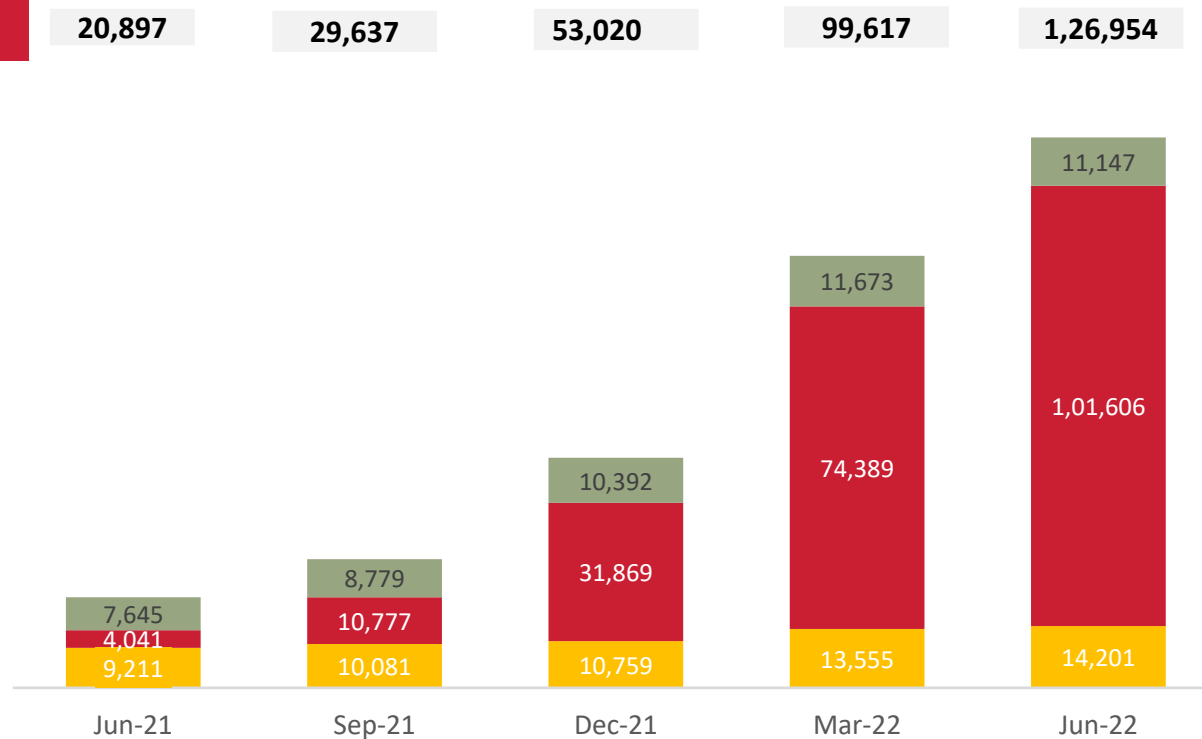


20+

Product Pipeline



AUM
INR mm->



ABSL AMC Passive AUM ⁽²⁾

- ▶ Industry leader in Debt Index fund
- ▶ Innovative products filed with the regulator like Blockchain FOF, Futuristic Healthcare FOF, etc.
- ▶ Expansion in current product suite to 28 and many more in pipeline

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

Alternative Assets



PMS / AIF

Appointed a seasoned fund manager as
Head – Alternate Investments Equity

Products in pipeline include:

Services Leaders AIF

Market Linked Debentures

Credit Opportunities Fund



Real Estate

Collaborating with **BentallGreenOak**,
5th largest global real estate advisory
with \$78 bn⁽¹⁾ AUM, to jointly source
and underwrite deals for real estate
fund

First Close completed -

Aditya Birla Real Estate Credit
Opportunities Fund (Category II AIF).

Evaluating multiple onshore
opportunities for second close



Offshore

Seed funding approval received for
Greater India ESG Engagement Fund
for Global Investors

Plans to launch funds for **NRI**s and
LRS investors in India after regulatory
clearance

¹ As on 31st March 2022

Investor & Distributor Engagement

Aim to educate existing and next generation of investors and distributors

Reached **8,28,300+ people** through conducting over **11,890 training sessions** – many being “industry firsts”¹

SAMRIDDI MAGAZINE

5 million+ passengers across 25 routes¹

Generated **9,21,000** views on website



INVESTORS HANGOUTS PROGRAM

83.5K active users¹

And over **7.59 million** YouTube viewers¹

FIRST FINANCIAL LESSONS AND FIRST PAY CHEQUE

Partnered with **20** universities

Associated with NISM²

Reached over **44,000** students¹



FOR HER – FINANCIAL EDUCATION

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

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

3.1 Million Social Media Impressions¹

NIVESH MAHAKUMBH PROGRAM

Viewership of **9,36,000+**



NIPUN LEARNING ACADEMY

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



Financial Performance

Aditya Birla Sun Life
AMC Ltd.

(A part of Aditya Birla Capital Ltd.)



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Summary Financial Statements – Quarterly

Statement Of Profit & Loss Account

(INR Million unless otherwise stated)

| Particulars | Quarter Ending | | | Change | |
|--|----------------|--------------|--------------|-------------|-------------|
| | Jun-22 | Mar-22 | Jun-21 | Q-o-Q | Y-o-Y |
| Revenue from Operations | 3,045 | 3,235 | 3,032 | -6% | 0% |
| Employee Benefit Expense | 647 | 653 | 690 | -1% | -6% |
| Fees and Commission Expense | 44 | 41 | 62 | 8% | -29% |
| Depreciation and Amortization | 88 | 90 | 90 | -1% | -1% |
| Other Expenses ¹ | 550 | 578 | 462 | -5% | 19% |
| Total Expenses | 1,329 | 1,361 | 1,304 | -2% | 2% |
| Operating Profit Before tax | 1,716 | 1,874 | 1,728 | -8% | -1% |
| Other Income | -308 | 235 | 331 | NA | NA |
| Profit Before Tax (excl. Extra ordinary item) | 1,408 | 2,110 | 2,059 | -33% | -32% |
| Extra Ordinary Item ² | - | -16 | - | NA | NA |
| Profit Before Tax (incl. Extra ordinary item) | 1,408 | 2,093 | 2,059 | -33% | -32% |
| Tax Expense | 380 | 508 | 509 | -25% | -25% |
| Net Income | 1,028 | 1,585 | 1,549 | -35% | -34% |

¹ Includes Finance Cost ² Provision for a new incentive plan

Summary Financial Statements

Balance Sheet

(INR Million unless otherwise stated)

| Particulars | As on | |
|---------------------------------------|---------------|---------------|
| | Jun-22 | Mar-22 |
| Share Capital | 1,440 | 1,440 |
| Other Equity | 21,662 | 20,525 |
| Total Equity | 23,102 | 21,965 |
| Financial Liabilities | 1,511 | 1,507 |
| Non-financial Liabilities | 835 | 876 |
| Total Equity & Liabilities | 25,447 | 24,347 |
| Investments | 22,167 | 21,210 |
| Other Financial Assets | 1,379 | 1,424 |
| Non-financial Assets | 1,901 | 1,714 |
| Total Assets | 25,447 | 24,347 |

Notes To Financials

1. The financial results have been prepared in accordance with the recognition and measurement principles laid down in Indian Accounting Standards ('Ind AS'), notified under Section 133 of the Companies Act, 2013 read with Companies (Indian Accounting Standards) Rules, 2015, as amended from time to time, and other accounting principles generally accepted in India.
2. The Group is in the business of providing asset management services to Aditya Birla Sun Life Mutual Fund and portfolio management & advisory services to clients. The primary segment is identified as asset management services. As such, the Group's financial statements / 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. In preparing the accompanying financial statements, the Group's management has assessed the impact of the pandemic on its operations and its assets including the value of its investments, asset management rights and trade receivables as at June 30, 2022. Further, there has been no material change in the controls or processes followed in the preparation of the financial statements. The management does not, at this juncture, believe that the impact of COVID-19 pandemic on the value of the Group's assets is likely to be material. As the situation is evolving, its effect on the operations of the Group may be different from that estimated as at the date of approval of these financial statements.
4. Figures for the quarter ended March 31, 2022 are derived by deducting the reported year-to-date figures for the nine month period ended December 31, 2021 from the audited figures for the year ended March 31, 2022.
5. For Financial year 2022, Board recommended a final dividend of INR 5.85 per equity share. The same was approved by the shareholders in the Annual General Meeting of the Company held on 21st July, 2022
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 July 26, 2022. The results have been subjected to limited review by the statutory auditors of the Company.

Annexure

Aditya Birla Sun Life
AMC Ltd.

(A part of Aditya Birla Capital Ltd.)



ADITYA BIRLA
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Eminent Board of Directors



Kumar Mangalam Birla
Non-Executive Chairman



Ajay Srinivasan
Non-Executive Director



Amrit Kanwal
Non-Executive Director



Sandeep Asthana
Non-Executive Director



A. Balasubramanian
Managing Director & CEO



Alka Bharucha
Independent Director



Harish Engineer
Independent Director



Navin Puri
Independent Director



Sunder Rajan Raman
Independent Director



Ramesh Abhishek
Independent Director

Experienced Management Team

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



A Balasubramanian
Managing Director and CEO



Mahesh Patil
Chief Investment Officer



Bhavdeep Bhatt
Head - Retail Sales



Vikas Mathur
Head – Institutional Sales



Anil Shyam
Head – Alternate Business



Parag Joglekar
Chief Financial Officer



Keerti Gupta
Chief Operations Officer



KS Rao
Head – Investor Education
& Distributor Development



Sidharth Damani
Head – Business Enablement
and Marketing



Hemanti Wadhwa
Chief Compliance Officer



Hari Babu B
Chief Risk Officer



Hirak Bhattacharjee
Head – HR, Admin and
Business Excellence

Thank You

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**ADITYA BIRLA
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DISCLAIMER

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The statements contained in this presentation speak only as at the date as of which they are made, and the Company expressly disclaims any obligation or undertaking to supplement, amend or disseminate any updates or revisions to any statements contained herein to reflect any change in events, conditions or circumstances on which any such statements are based. By preparing this presentation, none of the Company, its management, and the respective advisers undertakes any obligation to provide the recipient with access to any additional information or to update this presentation or any additional information or to correct any inaccuracies in any such information which may become apparent. Past performance may or may not be sustained in future and should not be considered as, indicative of future results. The presentation may contain information about Aditya Birla Sun Life Mutual Fund (“**ABSLMF**”) which has to be read and understood in the context of the Company’s business, its operations and performance, and should not be construed as any form of communication / advertisement of ABSLMF. The information contained in this presentation is strictly confidential and is intended solely for your reference and shall not be reproduced (in whole or in part), retransmitted, summarized or distributed to any other persons without the Company’s prior written consent. Any extraneous or inconsistent information or representation, if given or made by any person, should not be relied upon as having been authorized by or on behalf of the Company.

This presentation may contain, words or phrases like “will”, “aim” “believe”, “expect”, “projects”, “plans”, “will continue”, “anticipate”, “intend”, “estimate” and similar expressions or variations of these expressions, that are “forward-looking statements” that involve risks and uncertainties and are based on certain beliefs, plans and expectations of the Company and are not guarantees of future performance. Actual future performance, outcomes and results may differ materially from those expressed in forward-looking statements as a result of a number of risks, uncertainties and assumptions. Although the Company believes that such forward-looking statements are based on reasonable assumptions, it can give no assurance that such expectations will be met. Representative examples of factors that could affect the accuracy of forward-looking statements include (without limitation) the condition of, and changes in, India’s political and economic status, government policies, applicable laws, global capital markets, the mutual fund industry in India, pandemic and international and domestic events having a bearing on the Company’s business, and such other factors beyond the Company’s control. You are cautioned not to place undue reliance on these forward-looking statements, which are based on current views of the Company’s management on future events. Further, nothing in this presentation should be construed as constituting legal, business, tax or financial advice or a recommendation regarding the securities. None of the Company or any of its affiliates, advisers or representatives accepts any liability whatsoever for any loss or damage howsoever arising from any information presented or contained in this presentation. The distribution of this presentation in certain jurisdictions may be restricted by law. Accordingly, any persons in possession of this presentation should inform themselves about and observe any such restrictions. The information contained herein does not constitute an offer of securities for sale in the United States or in any other jurisdiction. Securities may not be offered or sold in the United States absent registration or an exemption from registration under the U.S. Securities Act of 1933, as amended. Before acting on any information you should consider the appropriateness of the information having regard to these matters, and in particular, you should seek independent financial advice. This presentation is not an advertisement under the Securities and Exchange Board of India (Mutual Funds) Regulations, 1996, as amended from time to time and is not intended to influence investment decisions of any current or prospective investors of the schemes of ABSLMF.

Definitions:

MAAUM refers to Monthly Average Assets Under Management

QAAUM refers to Quarterly Average Assets Under Management

mm: Million, bn: Billion: tn: Trillion