



Ref. No.: ABSLAMCL/14/22-23

April 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: Investor presentation

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

Pursuant to Regulation 30 of the SEBI Listing Regulations, please find attached a presentation on the Audited Financial Results of the Company for the quarter and year ended March 31, 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

Investor Presentation

For Quarter ending March 31, 2022

**Aditya Birla Sun Life
AMC Ltd.**

(A part of Aditya Birla Capital Ltd.)



**ADITYA BIRLA
CAPITAL**

Key Highlights

Highest ever profit in FY22 at INR 6,728 million
Profit after Tax for FY22 grew by 28% Y-o-Y

Total dividend of INR 11.45 per share for FY22
Interim dividend of INR 5.60 per share & proposed final dividend of INR 5.85 per share

Total Revenue for FY22 is at INR 14,085 million up 17% Y-o-Y

Total MF QAAUM witnessed growth of 10% Y-o-Y to INR 2,958 billion in Q4 FY22

Equity MF QAAUM increased by 25% Y-o-Y to INR 1,210 billion in Q4 FY22
Equity mix has grown from 36% to 41% Y-o-Y

Serviced 7.9 million folios for the quarter ending March 31, 2022
Added around 1.29 million new folios in FY22

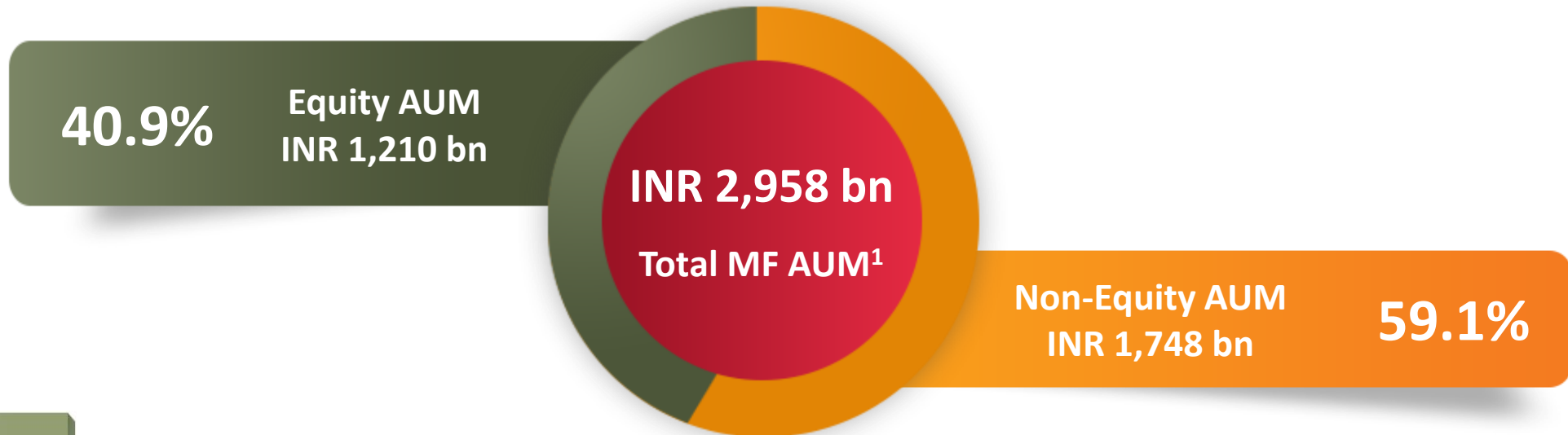
ABSLAMC At A Glance

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

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



MF Asset Mix



Our Scale

INR 3,074 bn
Total AUM²

INR 116 bn
Alternate Assets AUM³

7.9 mm
Investor Folios

72,000 +
MF Distributors

1,269
Employees

280 +
Locations⁴

¹ QAAUM under mutual fund (excluding domestic FoFs) as of Mar 31, 2022; ² Mutual Fund Plus Alternate Assets QAAUM; ³ QAAUM under Portfolio management services, offshore and real estate offerings as of Mar 31, 2022;

⁴ including 3 Offshore locations in Dubai, Singapore & Mauritius

Overview

01 Maintaining leadership in AUM

- ▶ Mutual Fund QAAUM at INR 2,958 bn (↑10% y-o-y); Market share¹ at 8.61%
- ▶ Equity QAAUM at INR 1,210 bn (↑25% y-o-y); Market share¹ at 6.49%; Equity mix expanded to 40.9% (PY 36.0%)
- ▶ Fixed income QAAUM² at INR 1,748 bn; Market share¹ at 11.14%

04 Diversified Distribution Network

- ▶ Network of 72,000+ MFDs, 110+ 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 Strong Financial Performance

- ▶ Registered Highest-ever profit in FY22
- ▶ Total dividend of INR 11.45 per share for FY22. (Interim dividend of INR 5.60 per share & proposed final dividend of INR 5.85 per share)
- ▶ Total Revenue for FY22 is at Rs. 14,085 million (↑ 17% y-o-y). Net Income (PAT) at INR 6,728 mm (↑ 28% y-o-y)

05 Focus on growing Alternate Assets

- ▶ 6x growth in Passive AuM. Crossed Rs 9 bn in Mar-22
- ▶ 13 passive products launched in FY22; 15+ new Passive products in the pipeline
- ▶ First close completed of Aditya Birla Real Estate Credit Opportunities Fund (Category II AIF)

03 Strong and growing retail franchise

- ▶ Individual³ MAAUM: INR 1,380 bn (↑9% y-o-y) (Mix: 47.82%); B-30 MAAUM ↑5% y-o-y (Mix at 15.93%).
- ▶ 7.9 mm Investor folios serviced; New folio additions ~1.29 mm investors in FY22
- ▶ New SIP⁴ registrations ~0.32 mm in Q4 FY22 (↑ 46% y-o-y); Monthly SIP⁴ Book INR 8,950 mm; SIP AUM ↑24% y-o-y

06 Strong Digital & Technology Platforms

- ▶ Exclusive strategic partnerships with fintechs for launch of products
- ▶ 84% of overall transactions done digitally; 77% new Folios created digitally
- ▶ 88% 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

Performance At A Glance

Our Performance

(INR Billion unless otherwise stated)

Performance Metrics	Mar-21		Dec-21		Mar-22	Y-o-Y Growth%
Mutual Fund QAAUM	2,693	→	2,988	→	2,958	10%
Equity QAAUM	969	→	1,220	→	1,210	25%
Fixed Income QAAUM ¹	1,723	→	1,768	→	1,748	1%
Individual MAAUM	1,270	→	1,414	→	1,380	9%
Institutional MAAUM	1,440	→	1,541	→	1,506	5%
B-30 MAAUM	438	→	469	→	460	5%
Monthly SIP Book ²	7.94	→	8.92	→	8.95	13%
SIP AUM ³	418	→	501	→	520	24%

Note: ¹ Fixed Income include ETF

² Includes STP

³ SIP Closing AUM

Industry Overview

Aditya Birla Sun Life
AMC Ltd.

(A part of Aditya Birla Capital Ltd.)

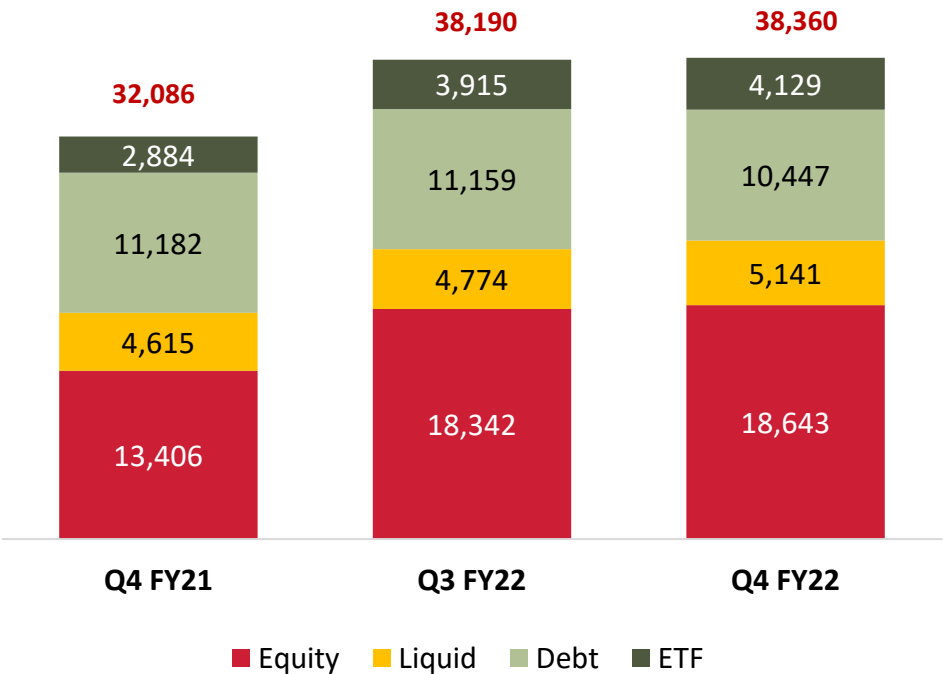


ADITYA BIRLA
CAPITAL

Industry QAAUM & Net Sales Trend

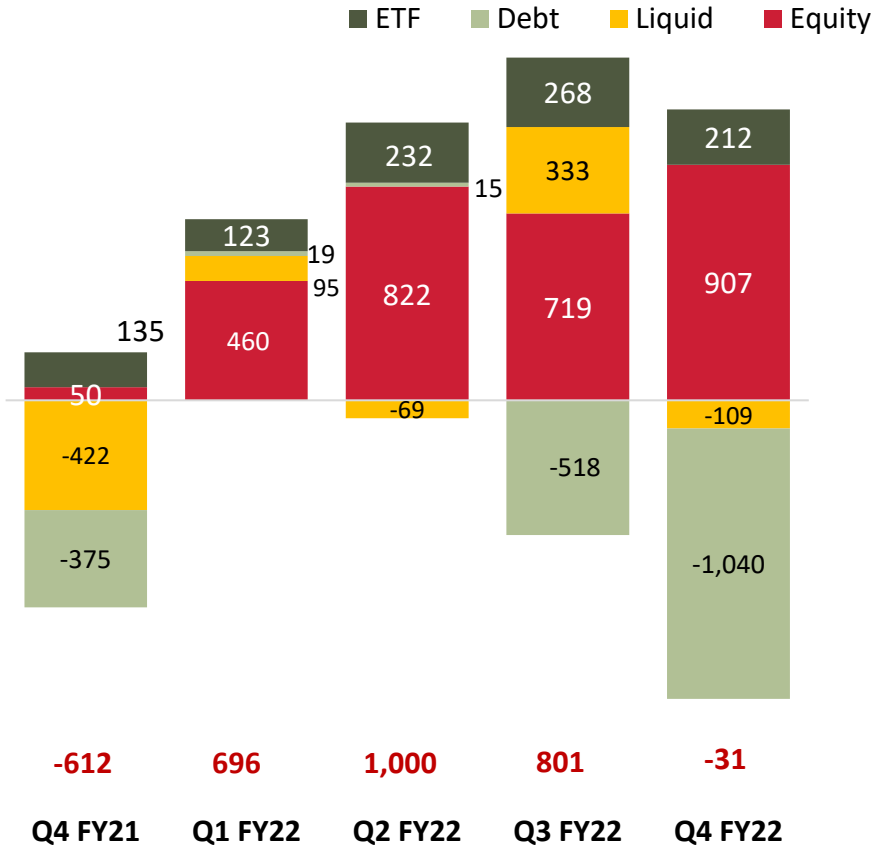
(INR Billion unless otherwise stated)

QAAUM



Industry AUM growth remained subdued in Q4 FY22

Net Sales



Industry witnessed positive net flows in Equity, however Debt saw outflows in Q4 FY22

Industry AAUM – Individual & B30

(INR Billion unless otherwise stated)

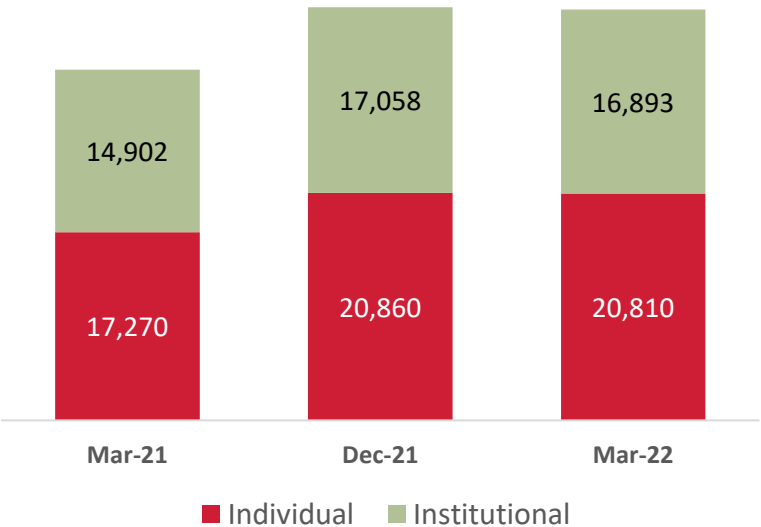
Individual MAAUM

Individual Mix

53.7%

55.0%

55.2%



Industry Individual MAAUM has seen significant Y-o-Y growth

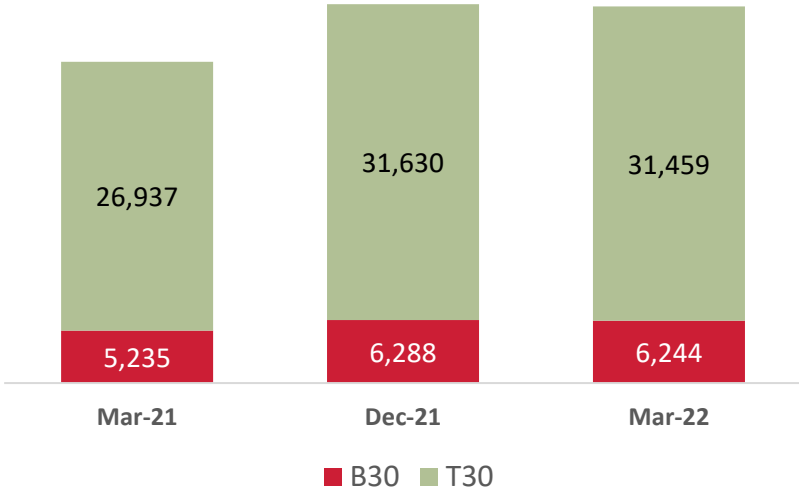
B30 MAAUM

B-30 Mix

16.3%

16.6%

16.6%

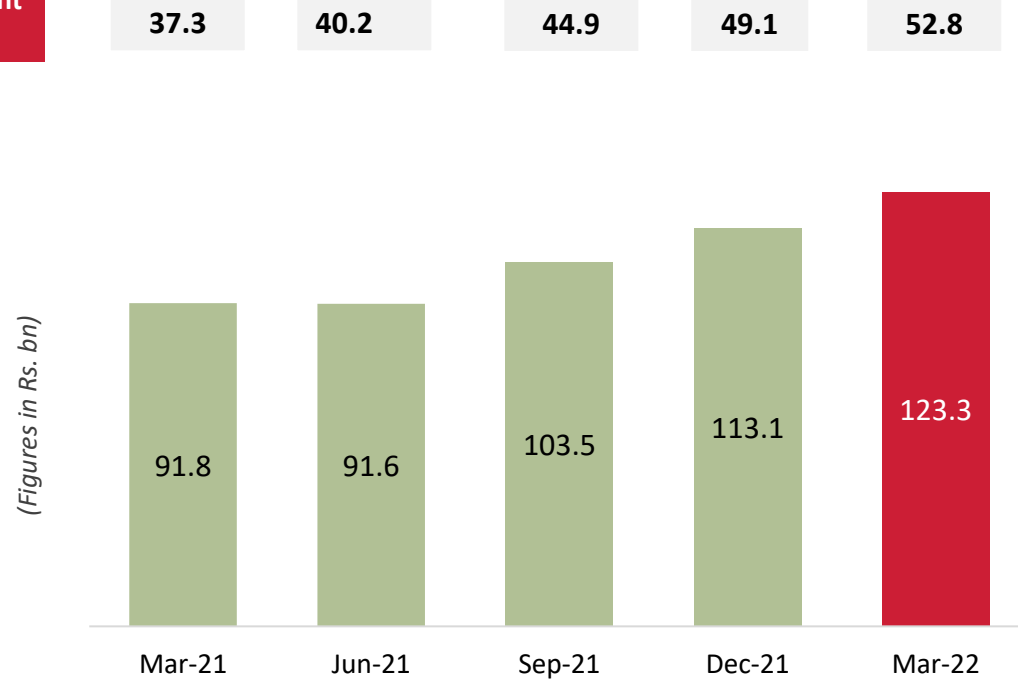


B30 MAAUM has grown owing to increased geographical penetration

Industry SIP trend

SIP Contribution

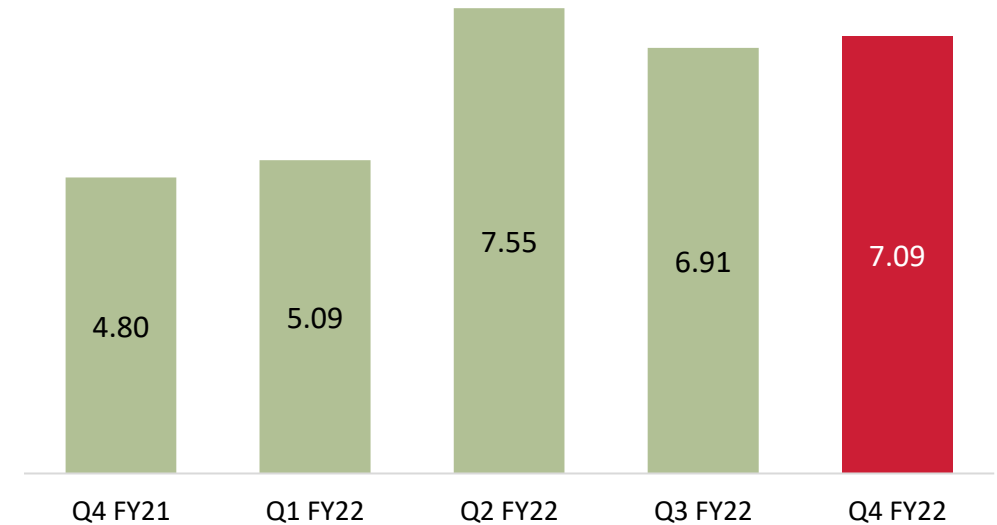
Live Count
(mm)



Industry SIP book has reached highest ever size at Rs. 123 bn

SIP registrations

Quarterly New SIP registrations Count (mm)



Industry new SIP registrations has been seeing renewed interest in the last few quarters

ABSLAMC Performance Overview

Aditya Birla Sun Life
AMC Ltd.

(A part of Aditya Birla Capital Ltd.)

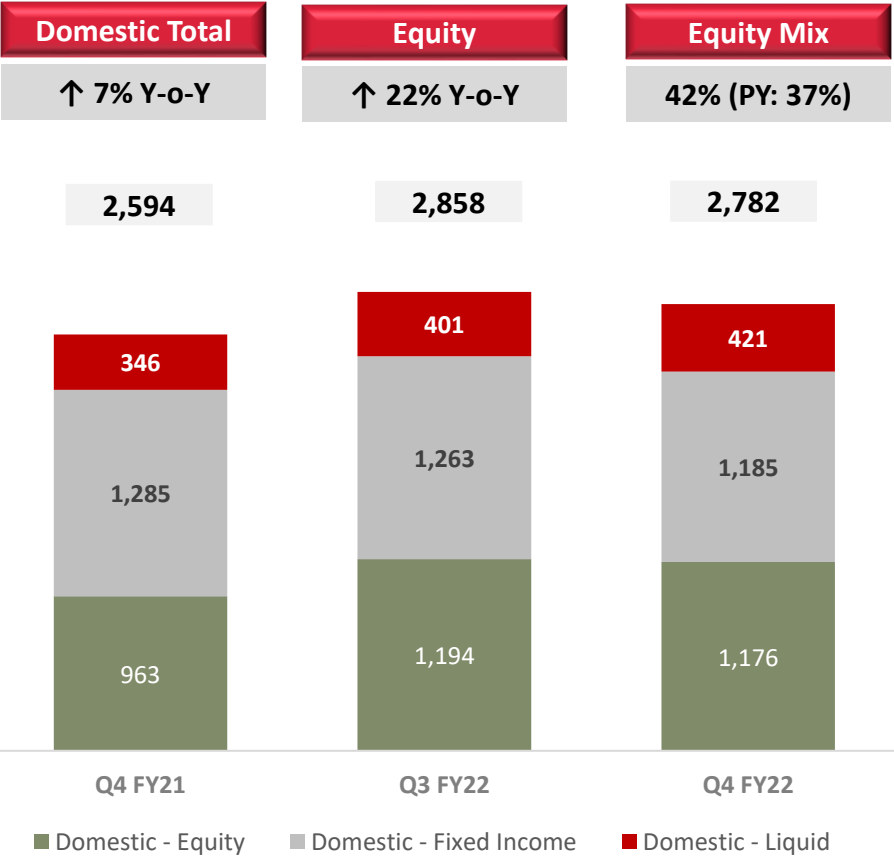


ADITYA BIRLA
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Strong AUM Growth

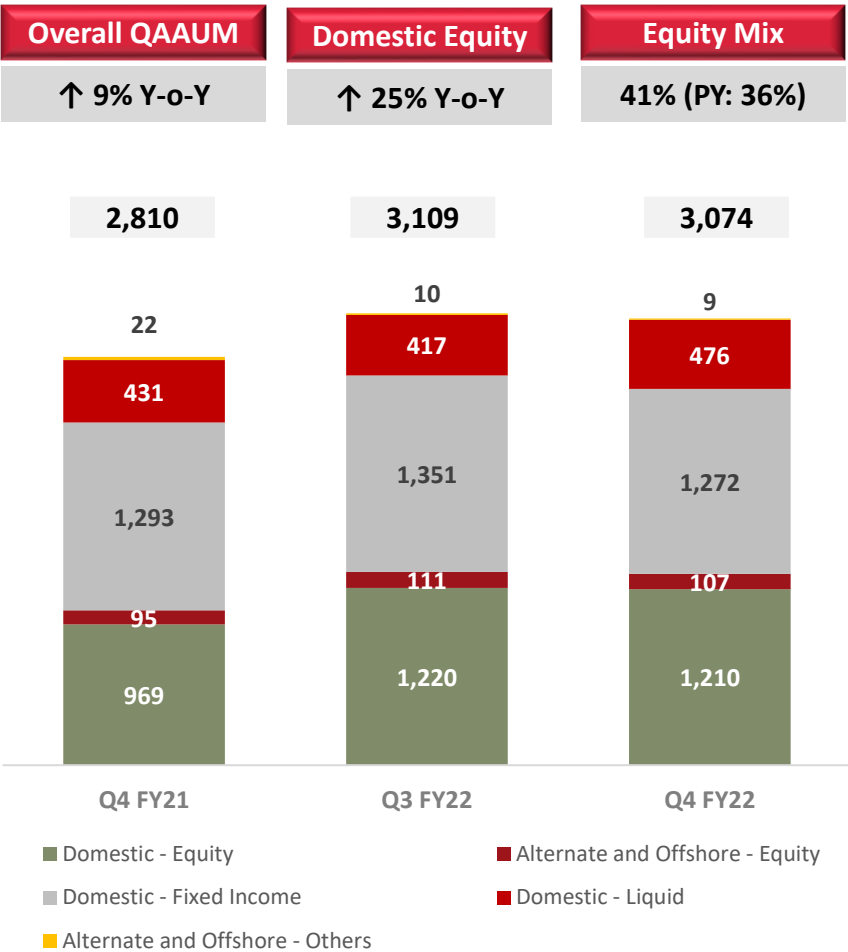
(INR Billion unless otherwise stated)

Closing Assets under Management



Domestic – Fixed Income include ETF

Quarterly Average Assets under Management



Growing Retail Franchise

Strong retail franchise with **7.9 mm** folios (as on Mar 31, 2022); Consistent growth of **15%** CAGR between Mar-17 to Mar-22

Mar-22 unless
stated otherwise

Equity QAAUM

Individual MAAUM

B-30 MAAUM ¹

Size

INR 1,210 bn

INR 1,380 bn

INR 460 bn

Contribution
to AUM

Q4 FY17

Q4 FY22

25.6%

↑ 15.3%

40.9%

Mar-2017

Mar-2022

42.6%

↑ 5.2%

47.8%

Mar-2017

Mar-2022

13.6%

↑ 2.3%

15.9%

QAAUM Growth

MAAUM Growth

MAAUM Growth

Growth

19.4%

Q4 FY17 to
Q4 FY22

24.8%

Q4 FY21 to
Q4 FY22

10.4%

Mar-17 to
Mar-22

8.7%

Mar-21 to
Mar-22

11.3%

Mar-17 to
Mar-22

5.1%

Mar-21 to
Mar-22

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

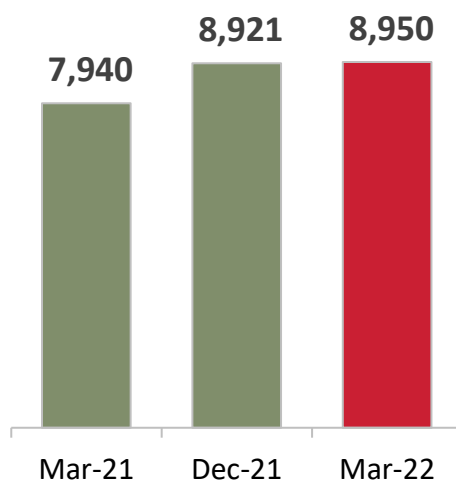
Focus on Growing SIP Book

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

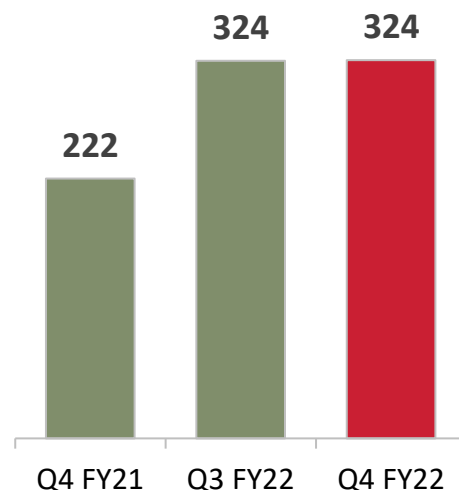
Building sustainable SIP Book

Long Tenure SIP Book²

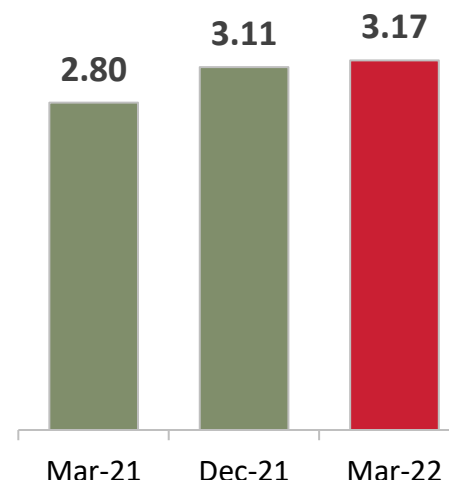
SIP Book in Rs (mm)¹



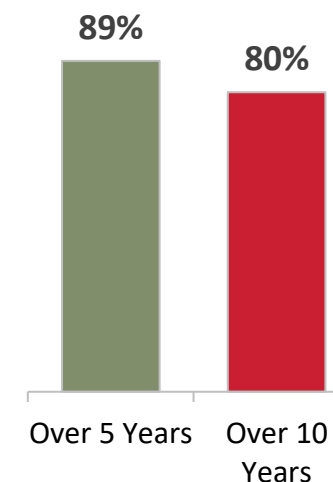
Quarterly New SIP¹ registrations
Count('000)



of Live Outstanding SIPs¹
(mm)



% Count of Total SIPs
(Mar-22)



Multi-SIP campaign gaining traction

¹ Includes STP

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

Pan India Distribution Network

One of the largest empaneled distributor base

280+

Locations



110+

Banks¹



90+

Emerging Market
Representatives



240+

National Distributors



72,000+

MFDs



80+

Digital Partners



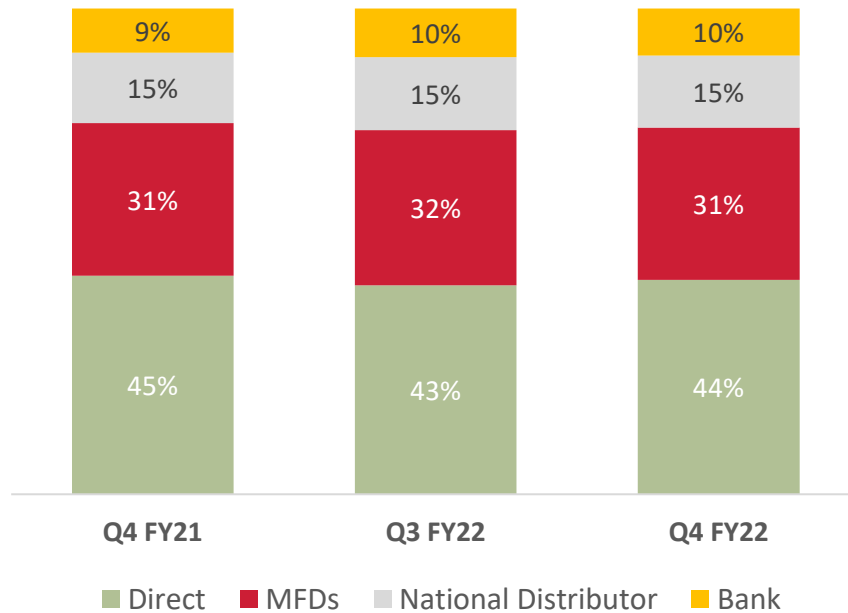
B-30 Markets

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

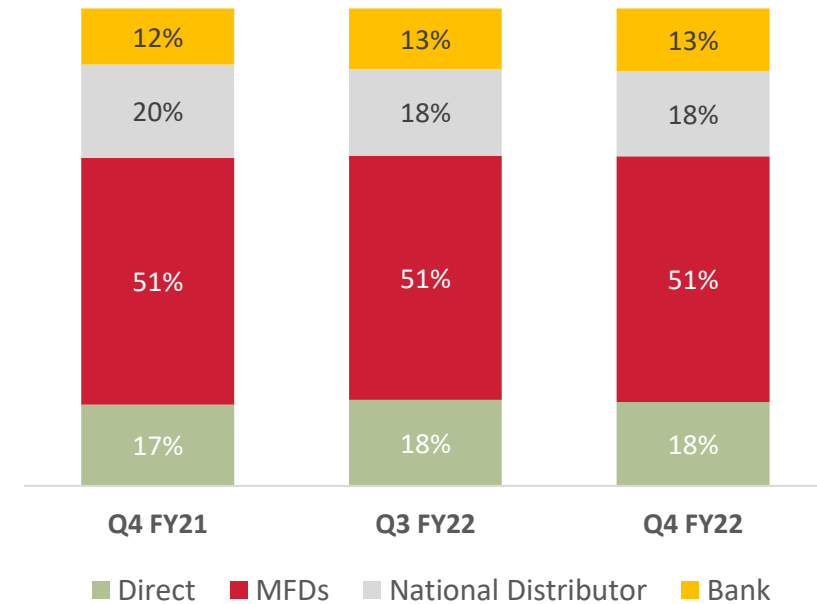
¹ Banks and Financial intermediaries

Multi-Channel Distribution Network

Overall Asset Sourcing Mix¹



Broad based distribution sourcing of Equity Assets



Continue to expand distributor base and
empaneled 7,000+ new MFDs in FY22

¹ Excludes ETF

Multi-Channel Distribution Network Strategy

A lean model to expand into deeper markets

Emerging Markets

90 +
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

2,500 +
Distributors Activated



VRMs are focused on converting inactive distributors to active business partners

They act as the **regional point of contact for distribution service requirements** and are responsible for offering Financial Solutions.

Available in 14 languages and in 16 touch points across India.

Service to Sales

~ 100
Dedicated Service Persons



Service as a tool to **build deeper engagement and loyalty** which results in higher wallet share and longevity

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

Sampark

5,000 +
Distributor Empaneled



Our Distribution expansion initiative in empanelling and welcoming new distributors

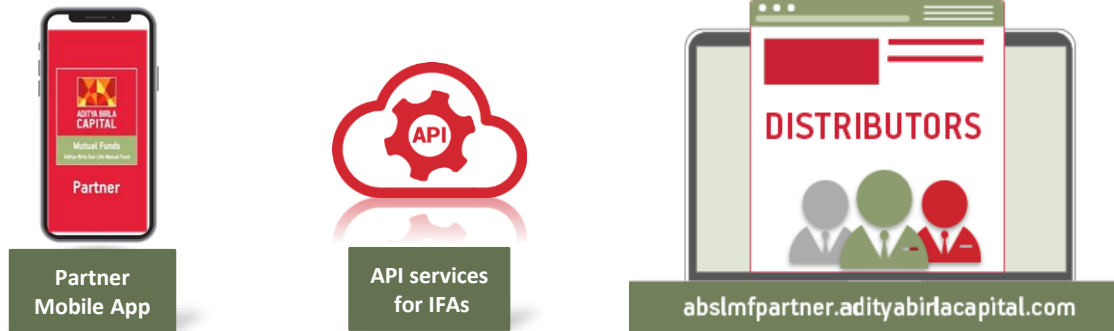
A tailor-made 6 month engagement program which covers sales training, learning and development

Our Digital Assets & Partnerships



Innovation and Continuous improvement of our Digital Assets

Partner Assets



Investor Assets



Our Digital and Technology Ecosystem - Partners and Fintechs



Strong IT Infrastructure and Applications

Infrastructure



- DR for Virtual Desktop Infrastructure(VDI) implemented ensuring uninterrupted remote working
- API gateway for rapid integration with Partners and Fintechs
- Adoption of cloud for scalability, robustness and performance. Multi cloud strategy for best-in-class solutions and innovation

IT Operations / DevOps



- AppDynamics to monitor application health to take proactive measures for quick issue resolution & better uptime for Digital Applications
- Revamped Digital Transaction tracking Module for quicker resolution of customers queries
- Latest version upgrade and features for Applications

Information Systems Security



- Continuous security monitoring for cloud infrastructure
- Cloud Web application firewall adoption for Internet Hosted application
- Hybrid framework for remote user access
- Data loss prevention, Information & Digital rights management solution for detecting and mitigating possible data loss

Business Applications



- Feature to re-initiate digital journeys across assets for quicker Onboarding, Transactions & Servicing with an Omni Channel experience
- Multi-SIP investment made easy with a single click with Aggressive, Moderate & Conservative schemes
- Passive products launched on all Digital Assets
- Smart Switch from Existing MF Investments to NFO

Building our Passives Business

6x

Growth in Passives ⁽¹⁾



~3,95,000

Investor Folios Served



15+

Product Pipeline



AUM->

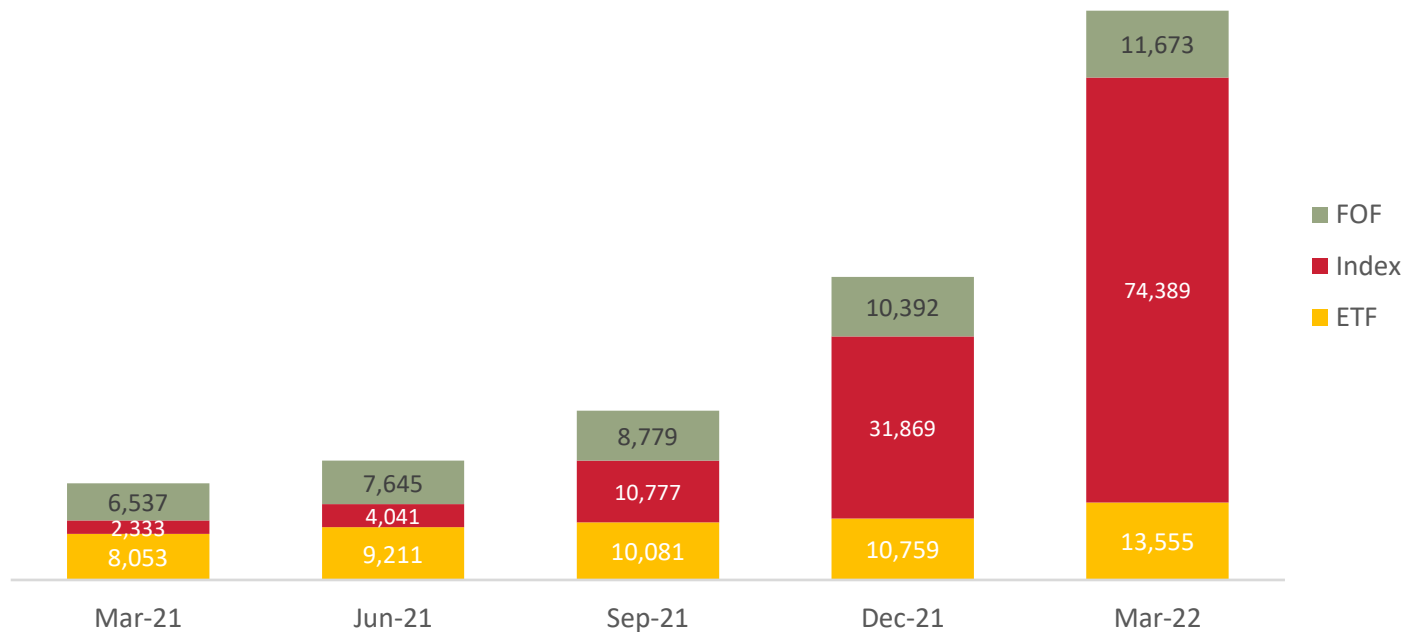
16,923

20,897

29,637

53,020

99,617

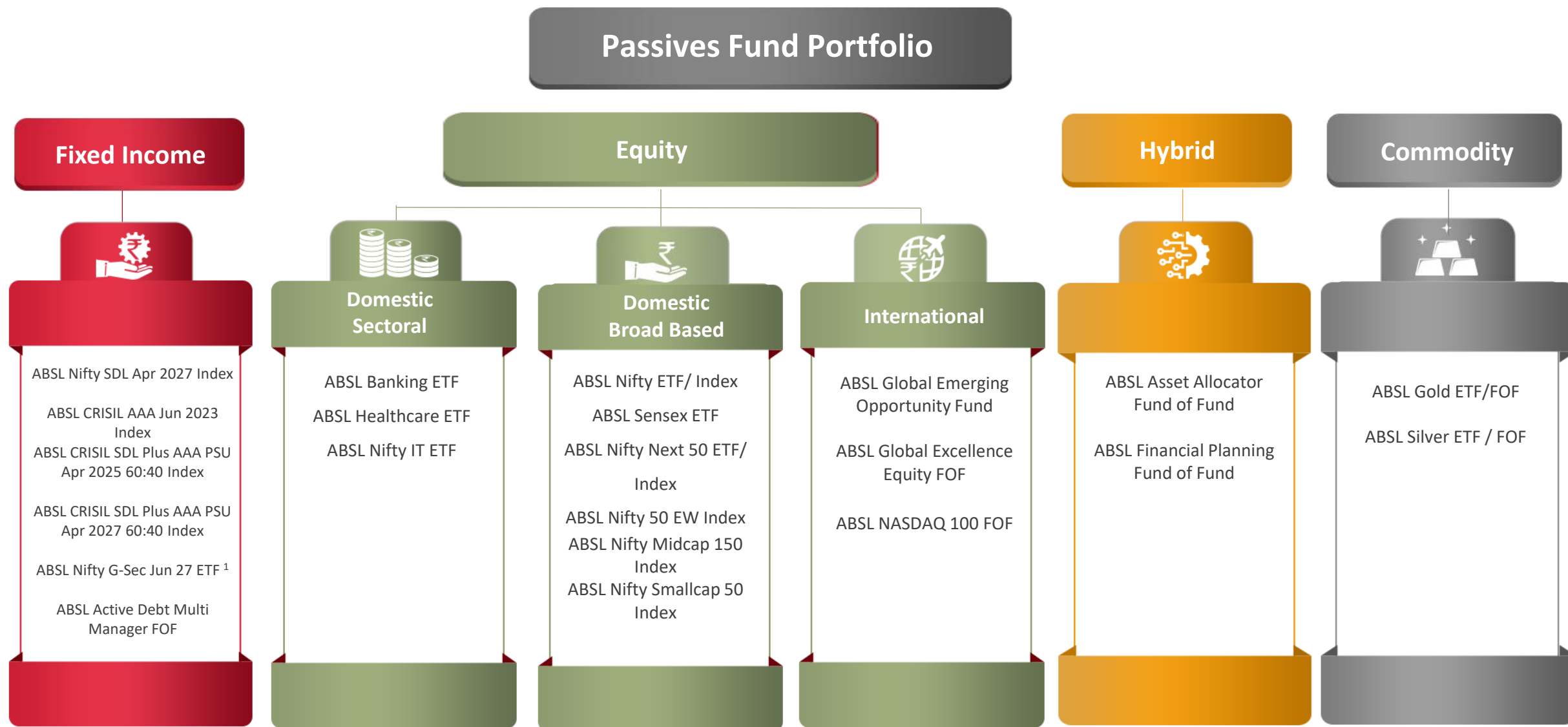


ABSL AMC Passive AUM (in Rs mm) ⁽²⁾

- ▶ Launched **13 new products** including ABSLAMC's 1st Smart Beta and 1st Debt Index Fund
- ▶ A suite of target maturity debt index funds available for investors to choose from

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

Passives Fund Portfolio



¹ Ongoing NFO

Alternative Assets



PMS / AIF

Increasing fund management capabilities for **launch of Category II & III Equity and Fixed Income oriented and listed long only equity propositions**

Products in pipeline include:
Service Sector Leaders AIF
Market Linked Debentures PMS
Credit Opportunities Fund



Real Estate

Signed term sheet with **BentallGreenOak, 5th largest global real estate advisory with \$74 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)



Offshore

Appointment of seasoned global Emerging Market Money Manager as our International CIO

Proposed to launch **Greater India ESG Engagement Fund** for Global Investors

¹ As on 31st Dec 2021

Investor & Distributor Engagement

Aim to educate existing and next generation of investors and distributors

Reached **8,04,000+ people** through conducting over **11,510 training sessions** – many being “industry firsts”¹

SAMRIDDHI MAGAZINE

5 million+ passengers across 25 routes¹

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



INVESTORS HANGOUTS PROGRAM

81.4K active users¹

And over **7.33 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

5 Million Media Impressions¹

NIVESH MAHAKUMBH PROGRAM

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



NIPUN LEARNING ACADEMY

Offer customized training modules
and workshops to our channel partners



Investing in Sustainability

Environmental



Leveraging technology for building business has been a core element of our upscale model.

84%



Digital Transactions

99%



Digital Payments

88%

Digital Distributor Onboarding



97%

Employees engaged in E-learning and training



ESG focused equity fund



~19 tonnes

Dry Waste recycles since August 2017



~25%

Users moved to BYOD and thin clients



Social



Actively contributing to social and economic development of communities and building a sustainable way of life through our CSR initiatives

Healthcare

Education

Sports

Women Empowerment & Sustainable Livelihood

11

NGO partners



5

States Impacted



1,755

Cancer afflicted children benefited through our comprehensive cancer support program



250+

Financial Literacy Across towns in India



23 Schools

Infra supported via setting up Digital learning, WASH activities, School library etc.



8,000

Women farmers annual income ~2x through water and agri-development program



Governance



Good corporate governance is integral to our business and reflects in our internal practices

11 Board Members



Comprises eminent Directors
(6 Independent Directors incl. 1 women director)

18 Committees



Constituting of 10 committees at Board level & 8 sub-com, in compliance with Regulatory requirement for ensuring robust corporate governance practices.

26%

Women Employees



10%

Women in Senior Management Level



Awards & Recognition

Aditya Birla Sun Life
AMC Ltd.

(A part of Aditya Birla Capital Ltd.)



**Leaders in
Asset Mgmt in Asia
A Balasubramanian**

Asia Asset Management
25th Anniversary

**Best Digital Customer
Experience -
Investment Management**

ET BFSI
Excellence Award

**Fund Manager
of the Year
Bhupesh Bameta**
Medium to Long Duration Debt
category
Business Standard

Best Investor Education

25thAsia Asset Management
Awards 2022

**Best Investor
Education - Gold**
Outlook Money Awards

**Best Fund House for
Investor Education**
Business Leader of the Year
Awards

**Fintech Innovation in
Asset Management**

25thAsia Asset Management
Awards 2022

**Best Use of Innovation
in Loyalty Marketing
(Privilege Club)**

14th Customer Fest Leadership
Awards

**Best Overall Loyalty
Program
(Multi-Industry)
(Privilege Club)**

14th Customer Fest Leadership
Awards

Financial Performance

Aditya Birla Sun Life
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ADITYA BIRLA
CAPITAL

Summary Financial Statements – Quarterly

Statement Of Profit & Loss Account

(INR Million unless otherwise stated)

Particulars	Quarter Ending			Change	
	Mar-22	Dec-21	Mar-21	Q-o-Q	Y-o-Y
Revenue from Operations	3,235	3,343	3,153	-3%	3%
Employee Benefit Expense	653	691	628	-6%	4%
Fees and Commission Expense	41	50	58	-18%	-30%
Depreciation and Amortization	90	88	92	1%	-2%
Other Expenses ¹	578	486	468	19%	24%
Total Expenses	1,361	1,315	1,245	4%	9%
Operating Profit Before tax	1,874	2,028	1,908	-8%	-2%
Other Income	235	187	169	26%	39%
Profit Before Tax (excl. Extra ordinary item)	2,110	2,215	2,077	-5%	2%
Extra Ordinary Item ²	-16	274	-	NA	NA
Profit Before Tax (incl. Extra ordinary item)	2,093	2,490	2,077	-16%	1%
Tax Expense	508	627	510	-19%	0%
Net Income	1,585	1,862	1,567	-15%	1%

¹ Includes Finance Cost ² Qtr ending Dec-21 Includes a reversal of a provision for an earlier Long Term Incentive plan amounting to INR 323 mm and provision for a new incentive plan of INR 49 mm. Qtr ending Mar-22 includes provision for a new incentive plan of INR 16 mm

Summary Financial Statements – Financial Year

Statement Of Profit & Loss Account

(INR Million unless otherwise stated)

Particulars	Financial Year		Change
	FY22	FY21	Y-o-Y
Revenue from Operations	12,930	10,679	21%
Employee Benefit Expense	2,791	2,407	16%
Fees and Commission Expense	198	471	-58%
Depreciation and Amortization	356	374	-5%
Other Expenses ¹	2,052	1,848	11%
Total Expenses	5,396	5,100	6%
Operating Profit Before tax	7,533	5,580	35%
Other Income	1,156	1,379	-16%
Profit Before Tax (excl. Extra ordinary item)	8,689	6,959	25%
Extra Ordinary Item ²	258	-	NA
Profit Before Tax (incl. Extra ordinary item)	8,947	6,959	29%
Tax Expense	2,219	1,696	31%
Net Income	6,728	5,263	28%

¹ Includes Finance Cost ² FY22 Includes a reversal of a provision for an earlier Long Term Incentive plan amounting to INR 323 mm and provision for a new incentive plan of INR 65 mm.

Summary Financial Statements

Balance Sheet

(INR Million unless otherwise stated)

Particulars	As on	
	Mar-22	Mar-21
Share Capital	1,440	180
Other Equity	20,525	16,866
Total Equity	21,965	17,046
Financial Liabilities	1,507	1,433
Non-financial Liabilities	876	1,366
Total Equity & Liabilities	24,347	19,846
Investments	21,210	17,263
Other Financial Assets	1,424	1,070
Non-financial Assets	1,714	1,513
Total Assets	24,347	19,846

Notes To Financials

1.
 - i) Pursuant to a resolution of Board of Directors dated April 5, 2021 and the shareholders meeting dated April 6, 2021, each equity share of face value of INR 10 each has been split into two equity shares of face value of INR 5 each. Accordingly, the issued, subscribed and paid-up capital of our Company was subdivided from 180,00,000 equity shares of face value of INR 10 each to 360,00,000 equity shares of face value of INR 5 each.
 - ii) Pursuant to a resolution of Board of Directors dated April 5, 2021 and the shareholders meeting dated April 6, 2021, the Authorized Share Capital of the Company has been increased from INR 200 mm consisting of 4,00,00,000 Equity Shares of INR 5/- each to INR 1,600 mm consisting of 32,00,00,000 Equity Shares of INR 5/- each.
 - iii) The Board of Directors and the shareholders has also approved the issuance of 7 bonus shares of face value INR 5 each for every 1 existing fully paid-up equity share of face value INR 5 each and accordingly 25,20,00,000 bonus shares were issued and allotted on April 6, 2021.

The impact of split of shares and issue of bonus shares are retrospectively considered for the computation of EPS as per the requirement of Indian Accounting Standard 33 (Ind AS 33) - Earnings per share.
2. Pursuant to the resolutions passed by our Board on April 5, 2021 and April 14, 2021, and by our Shareholders on April 6, 2021 and April 15, 2021, the Company approved the ESOP Scheme for issue of employee stock options and/or restricted stock units to eligible employees and granted certain options to the eligible employees.
3. The Company completed its Initial Public Offering (IPO) of its equity shares, comprising an offer for sale of 38,880,000 equity shares by the existing shareholders at an offer price of INR 5 aggregating INR 27,682.56 mm. Pursuant to the IPO, the equity shares of the Company got listed on the NSE Limited and BSE Limited on 11 October 2021.
4. 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 March 31, 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.

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
Additional Director
(Non-Executive)



Sandeep Asthana
Non-Executive Director



A. Balasubramanian
Managing Director & CEO



Bharat Patel
Independent Director



Alka Bharucha
Independent Director



Harish Engineer
Independent Director



Navin Puri
Independent Director



Sunder Rajan Raman
Independent Director



Ramesh Abhishek
Independent Director

Experienced Management Team

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



A Balasubramanian
Managing Director and CEO



Mahesh Patil
Chief Investment Officer



Bhavdeep Bhatt
Head - Retail Sales



Vikas Mathur
Head – Institutional Sales



Anil Shyam
Head – Alternate Business



Parag Joglekar
Chief Financial Officer



Keerti Gupta
Chief Operations Officer



KS Rao
Head – Investor Education
& Distributor Development



Sidharth Damani
Head – Business Enablement
and Marketing



Hemanti Wadhwa
Chief Compliance Officer



Hari Babu B
Chief Risk Officer



Hirak Bhattacharjee
Head – HR, Admin and
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Thank You

**Aditya Birla Sun Life
AMC Ltd.**

(A part of Aditya Birla Capital Ltd.)



**ADITYA BIRLA
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Definitions:

MAAUM refers to Monthly Average Assets Under Management

QAAUM refers to Quarterly Average Assets Under Management

mm: Million, bn: Billion: tn: Trillion