



October 25, 2021

BSE Limited

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

Scrip Code: ABSLAMC

National Stock Exchange of India Limited

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

Dear Sir/Madam,

Re: 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 Unaudited Financial Results of the Company for the quarter and half year ended September 30, 2021 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 September 30, 2021

**Aditya Birla Sun Life
AMC Ltd.**

(A part of Aditya Birla Capital Ltd.)

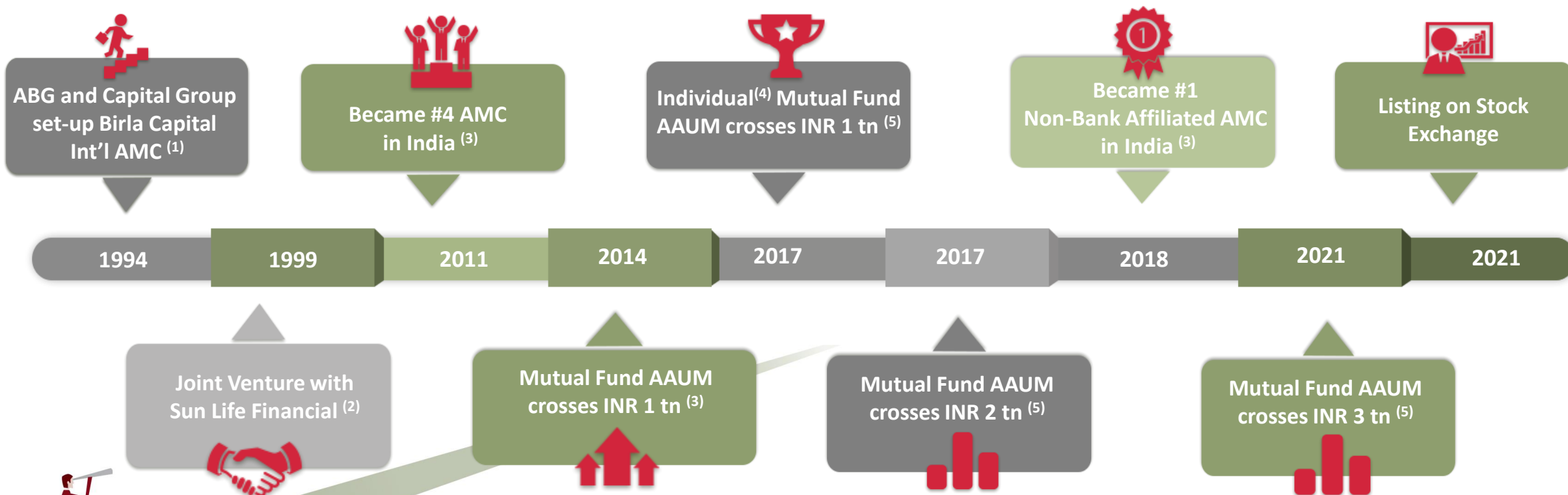


**ADITYA BIRLA
CAPITAL**

25 years of our Journey

.....of achieving leadership and building profitable scale

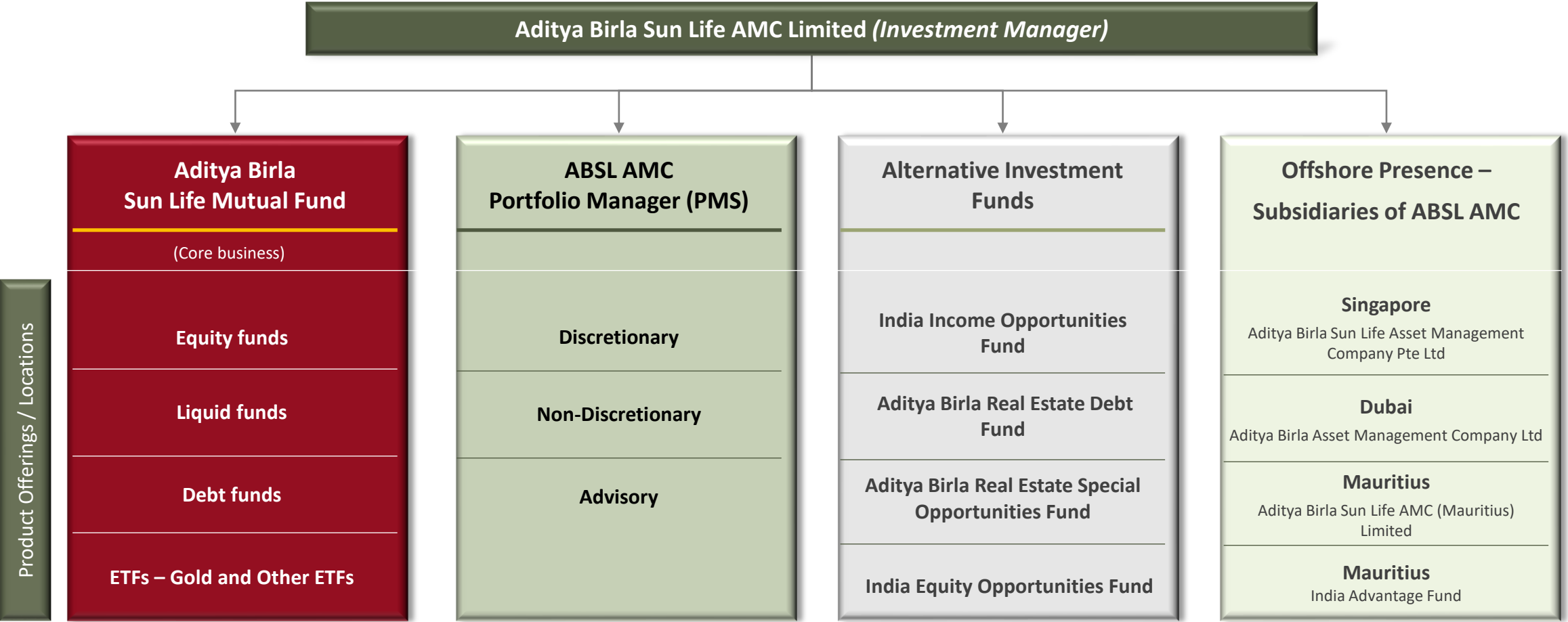
Our Journey



Note: Above timeline is on calendar year basis; (1) "ABG" refers to the Aditya Birla Group and "Capital Group" refers to the Capital Group of Companies, Inc. USA; (2) Refers to the Existing Shareholders' agreement dated May 19, 1999 entered between Birla Global Finance Limited, BG Holdings, Sun Life AMC, Sun Life Assurance Company of Canada and our Company, subsequently amended and restated pursuant to an agreement dated October 10, 2012 and further amended pursuant to amendment agreements dated December 24, 2015 and January 14, 2021; (3) By QAAUM (ex-domestic FoFs); (4) Individual includes Retail & HNI MAAUM (5) By MAAUM (ex-domestic FoFs)

Our Diversified Portfolio Offering

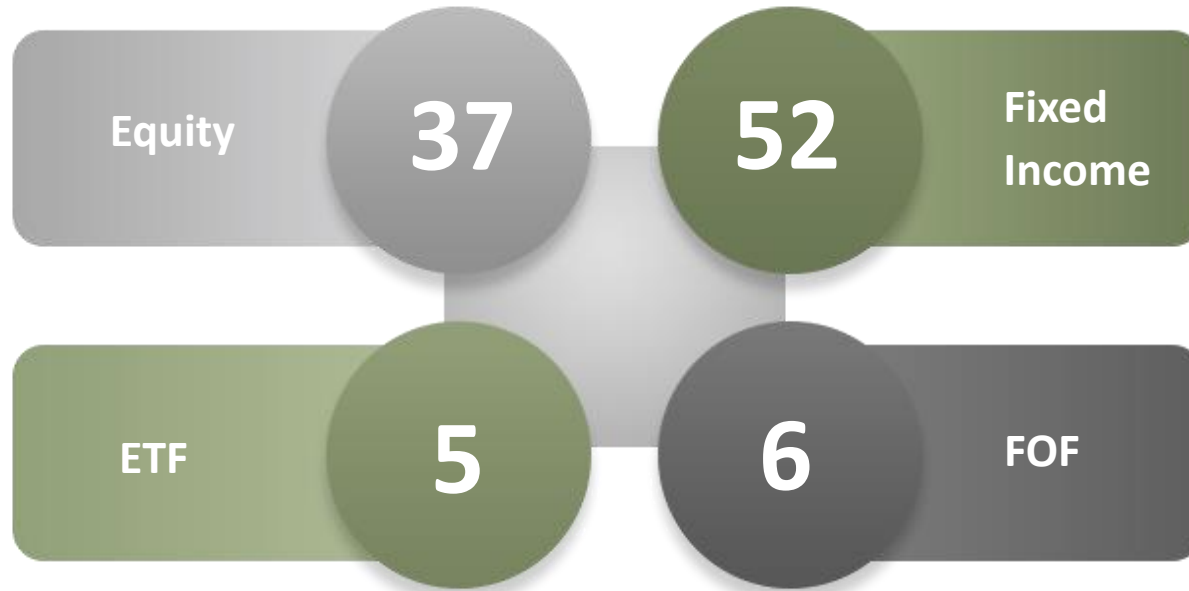
Is well positioned to serve a large part of market across varying customer requirements and risk profiles



Full Spectrum Solution Provider

Consistently sustaining our leadership position and scale

Wide Bouquet of Schemes



Category-Leading Funds

ABSL Tax Relief 96 Fund
2nd largest ELSS fund

ABSL Ultra Short Duration Fund
Largest Ultra Short duration fund

Vintage Schemes

ABSL Flexi Cap Fund
Vintage of **23+ years**

ABSL Frontline Equity Fund
Vintage of **19+ years**

Product Innovation - 1st to Launch Products

ABSL Liquid Fund

ABSL Dividend Yield Fund

ABSL MNC Fund

ABSL GenNext Fund

Value Added Products

Century SIP

Systematic Transfer Plan

**Capital Appreciation
Transfer Plan**

Systematic Withdrawal Plan

Eminent Board of Directors



Kumar Mangalam Birla
Non-Executive Chairman



Ajay Srinivasan
Non – Executive Director



Colm Freyne
Non-Executive Director



Sandeep Asthana
Non-Executive Director



A. Balasubramanian
Managing Director & CEO



Bobby Parikh
Independent Director



Bharat Patel
Independent Director



Alka Bharucha
Independent Director



Harish Engineer
Independent Director



Navin Puri
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
CS & Head – Compliance,
Legal and Secretarial

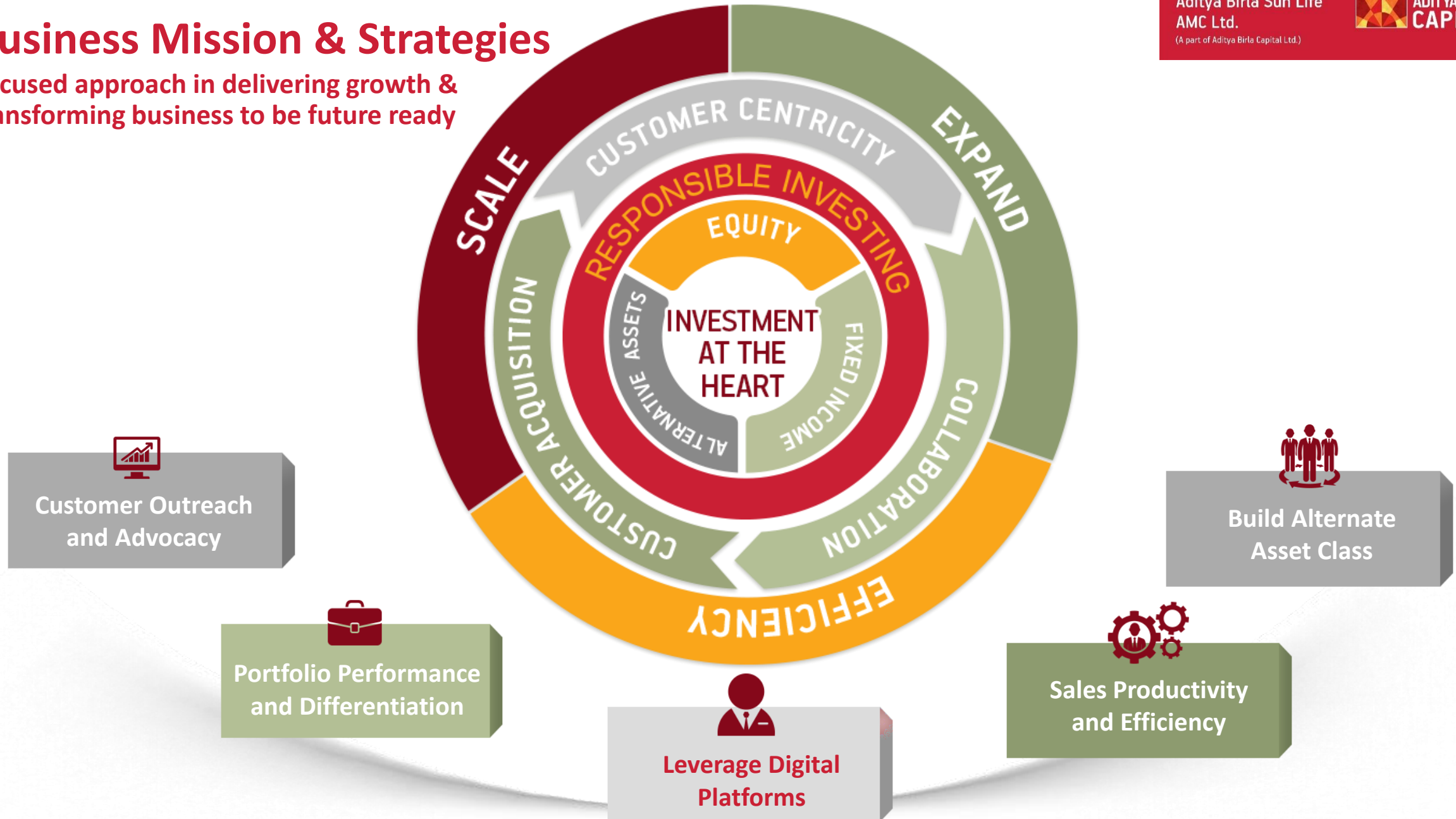


Hirak Bhattacharjee
Head – HR, Admin and
Business Excellence

Business Mission & Strategies

Focused approach in delivering growth & transforming business to be future ready

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



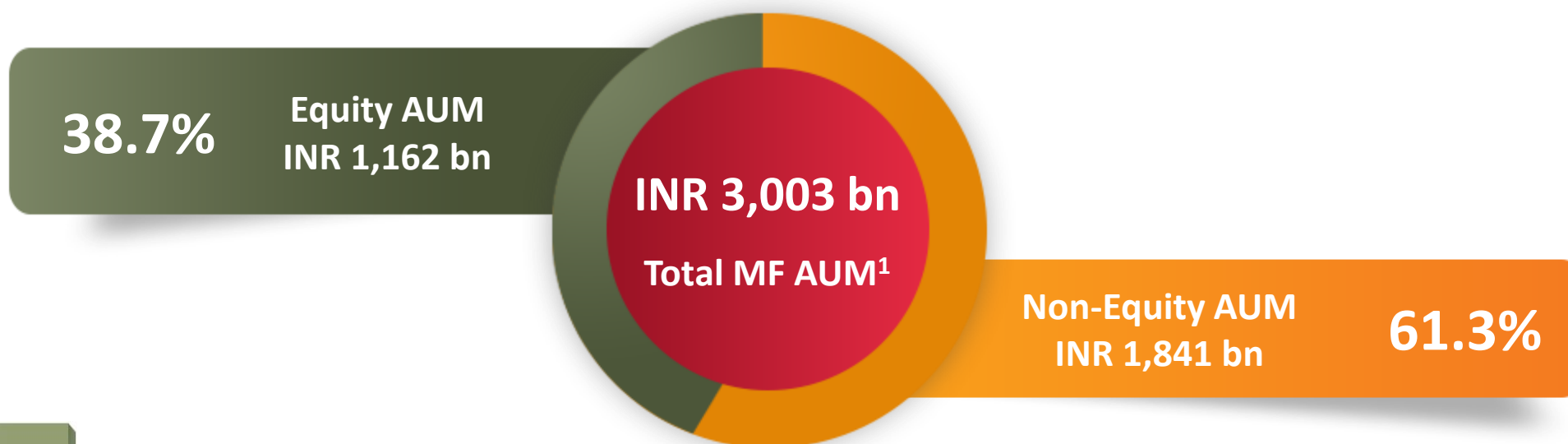
ABSLAMC At A Glance

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 3,120 bn
Total AUM³

INR 117 bn
Alternate Assets AUM²

7.3 mm
Investor Folios

67,000 +
MF Distributors

1,302
Employees

280 +
Locations⁴

¹ QAAUM under mutual fund (excluding domestic FoFs) as of Sep 30, 2021; ² QAAUM under Portfolio management services, offshore and real estate offerings as of Sep 30, 2021; ³ Mutual Fund Plus Alternate Assets QAAUM

⁴ including 3 Offshore locations in Dubai, Singapore & Mauritius

Key Highlights

01 Maintaining leadership in AUM

- ▶ Mutual Fund QAAUM at INR 3,003 bn (↑26% y-o-y); Market share¹ at 9.15%
- ▶ Dominant position in fixed income QAAUM² at INR 1,841 bn (↑18% y-o-y) with market share¹ at 11.47%
- ▶ Large size Equity QAAUM at INR 1,162 bn (↑41% y-o-y); Market share¹ at 6.94% ; Equity mix expanded to 39% (PY 34%)

04 Diversified Distribution Network

- ▶ Network of 67,000+ MFDs, 100+ banks⁵, 240+ national distributors
- ▶ 51% of Equity AUM is sourced from MFDs
- ▶ Strategic partnership with 70+ Digital fintech

02 Strong Financial Performance

- ▶ Q2 FY22 Revenue at INR 3,320 mm (↑ 30% y-o-y)
- ▶ PAT for Q2 FY22 grew by 38% y-o-y to Rs. 1,731 mm from Rs. 1,254 mm in Q2 FY21
- ▶ PBT/ AAUM at 30.5 bps in Q2 FY22 (Q2 FY21: 27.3 bps)

05 Focus on growing Alternate Assets

- ▶ Playing passive segment with smart beta strategies
- ▶ Launched 4 Index Funds and raised INR 7,025 mm
- ▶ 8 new Passive products in the pipeline

03 Strong and growing retail franchise

- ▶ Individual³ MAAUM: INR 1,431 bn Cr (↑29% y-o-y (Mix: 47.17%); B-30 MAAUM ↑23% y-o-y (Mix at 15.86%)
- ▶ Investor folios at 7.3 mm; New folio additions ~0.6 mm investors in H1 FY22
- ▶ New SIP⁴ registrations ~0.32 mm in Q2 FY22 ; ↑ 110% y-o-y. Monthly SIP⁴ Book INR 8,666 mm; SIP AUM ↑43% y-o-y

06 Strong Digital & Technology Innovation

- ▶ New Launches of ETF and FoF products on new age fintech & own platforms
- ▶ 84% of overall transactions done digitally; 77% new Folios created digitally
- ▶ 91% customers serviced online

¹ QAAUM market (ex-ETF)

² Fixed Income include ETF

³ Includes Retail +HNI

⁴ SIP Plus STP

⁵including financial intermediaries

Performance At A Glance

Our Performance

(INR Billion unless otherwise stated)

Performance Metrics	Sep'20		Jun'21		Sep'21	Y-o-Y Growth%
Mutual Fund QAAUM	2,387	→	2,755	→	3,003	26%
Equity QAAUM	822	→	1,027	→	1,162	41%
Fixed Income QAAUM ⁽¹⁾	1,565	→	1,728	→	1,841	18%
Individual MAAUM	1,113	→	1,334	→	1,431	29%
Institutional MAAUM	1,294	→	1,503	→	1,602	24%
B-30 MAAUM	391	→	447	→	481	23%
Monthly SIP Book ⁽²⁾	8.12	→	8.16	→	8.67	7%
SIP AUM ⁽³⁾	350	→	457	→	502	43%

Note: ⁽¹⁾ Fixed Income include ETF

⁽²⁾ Includes STP

⁽³⁾ SIP Closing AUM

Industry Overview

Aditya Birla Sun Life
AMC Ltd.

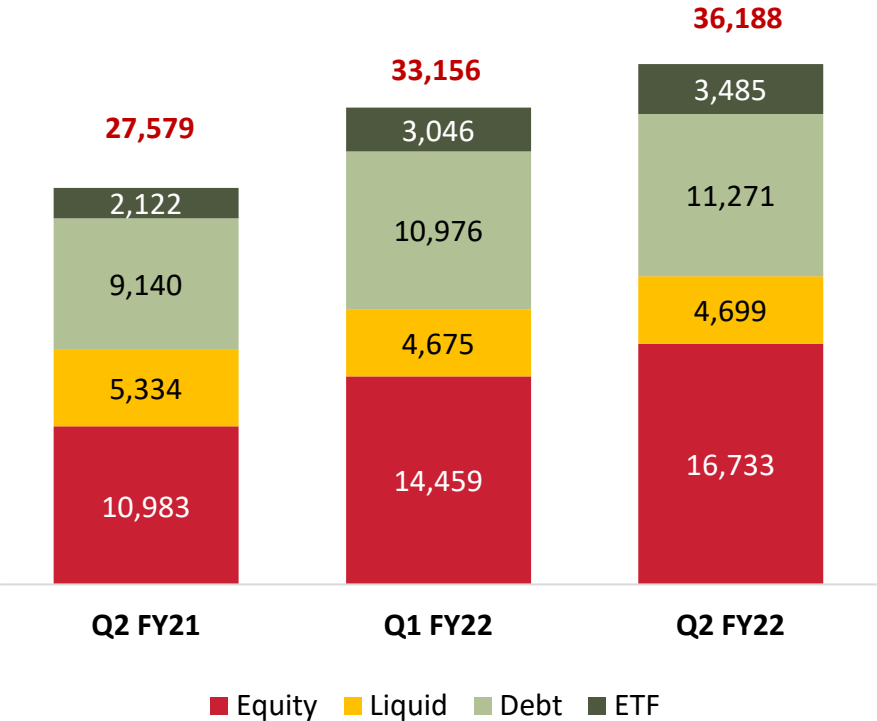
(A part of Aditya Birla Capital Ltd.)



ADITYA BIRLA
CAPITAL

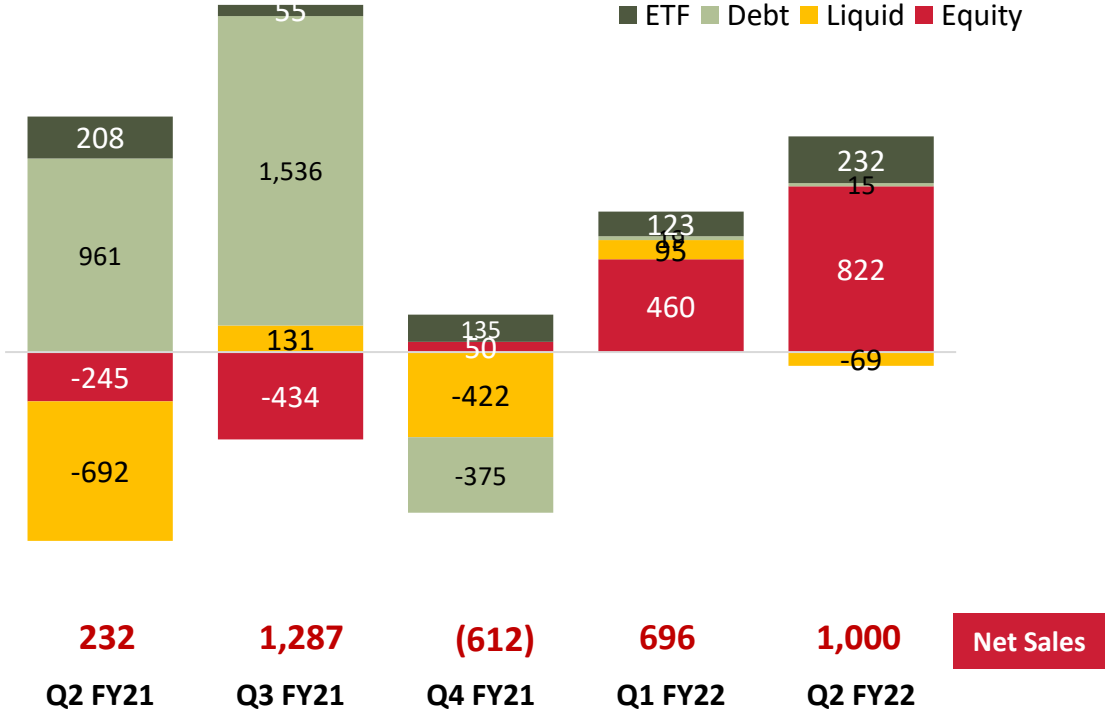
Industry QAAUM & Net Sales Trend

QAAUM



Industry AUM has grown significantly on the back of strong growth in Equity and ETF Category

Net Sales



Industry witnessed Equity net sales of INR 822 bn for Q2 FY22

Industry AAUM – Individual & B30

(INR Billion unless otherwise stated)

Individual MAAUM

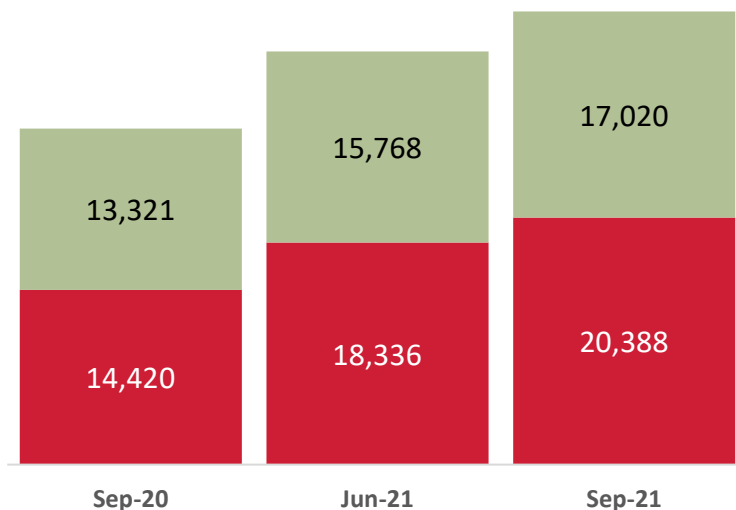
Individual

52.0%

53.8%

54.5%

■ Institutional
■ Individual



Industry Individual MAAUM has grown by 41% Y-o-Y on back of increasing awareness among retail investors

B30 MAAUM

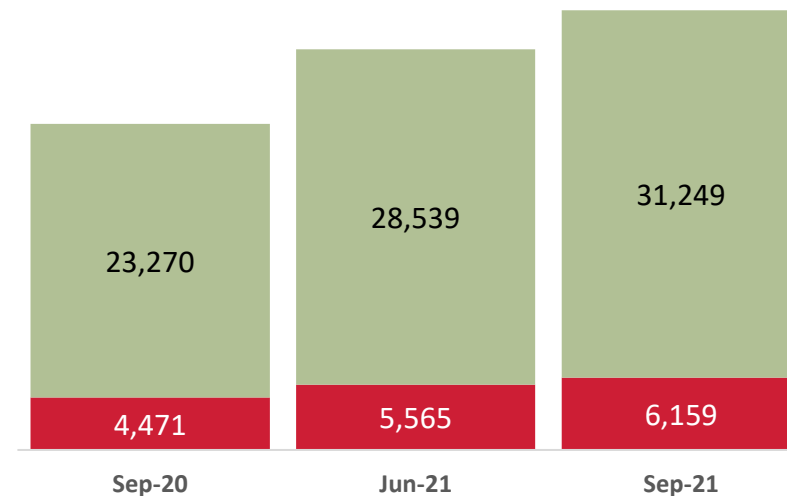
B-30 Mix

16.1%

16.3%

16.5%

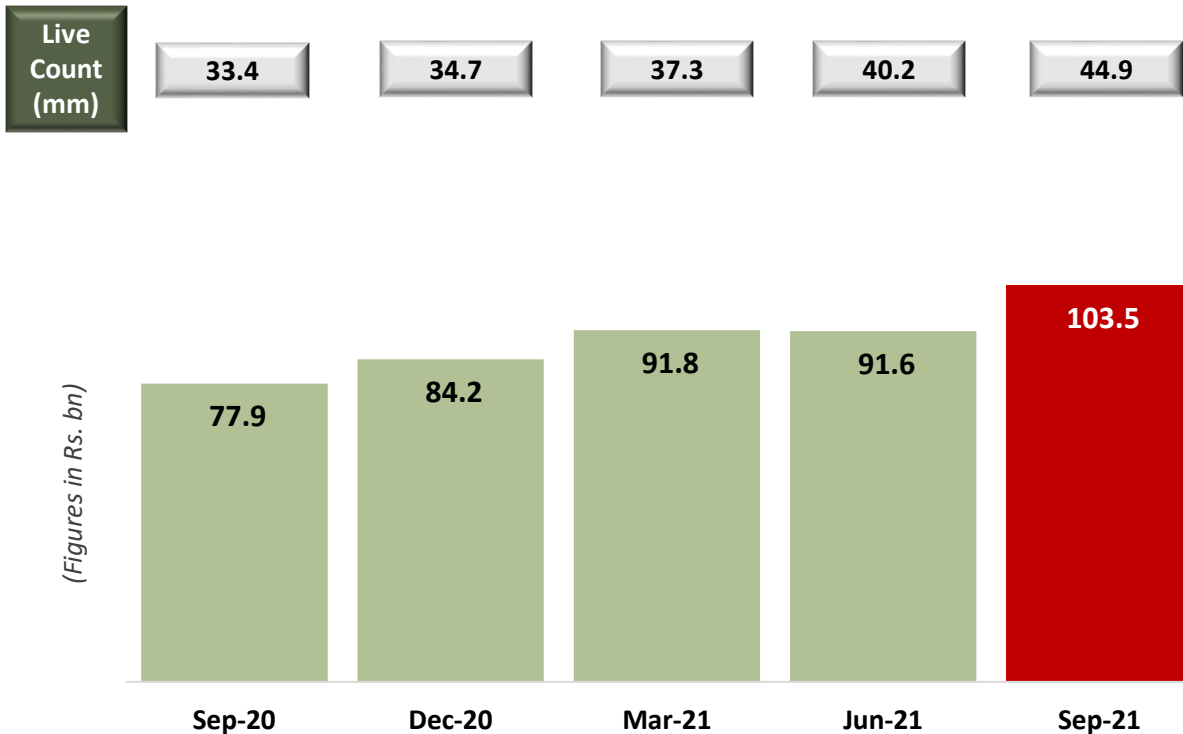
■ T30
■ B30



B30 MAAUM and Mix has grown significantly owing to increased geographical penetration

Industry SIP trend

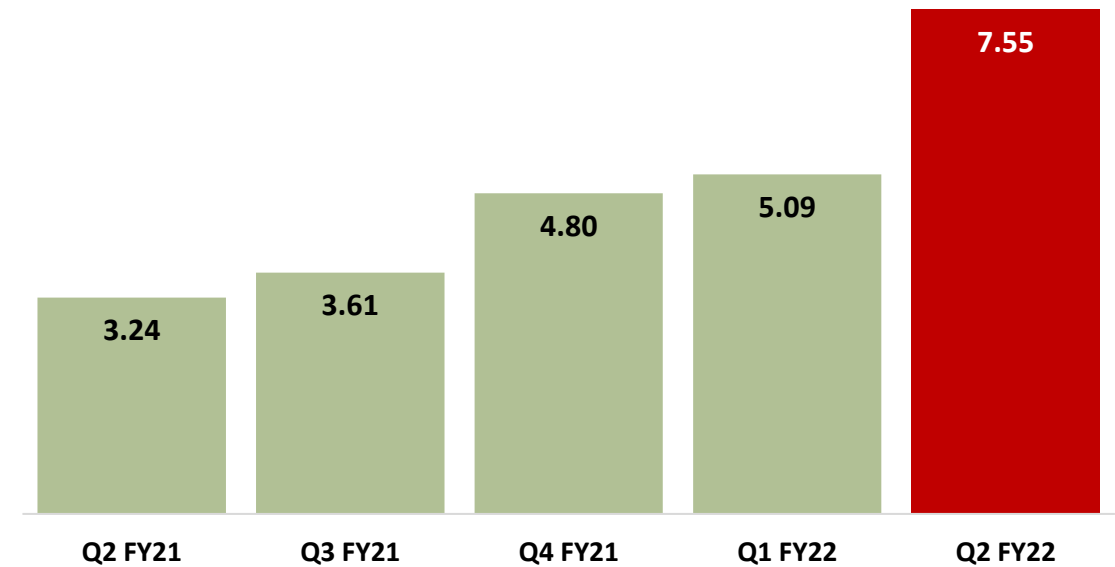
SIP Contribution



Industry SIP book has crossed Rs. 100 bn in size for the first time

SIP registrations

Quarterly New SIP registrations Count (mm)



Industry new SIP registrations are seeing renewed interest among retail investors

ABSLAMC Performance Overview

Aditya Birla Sun Life
AMC Ltd.

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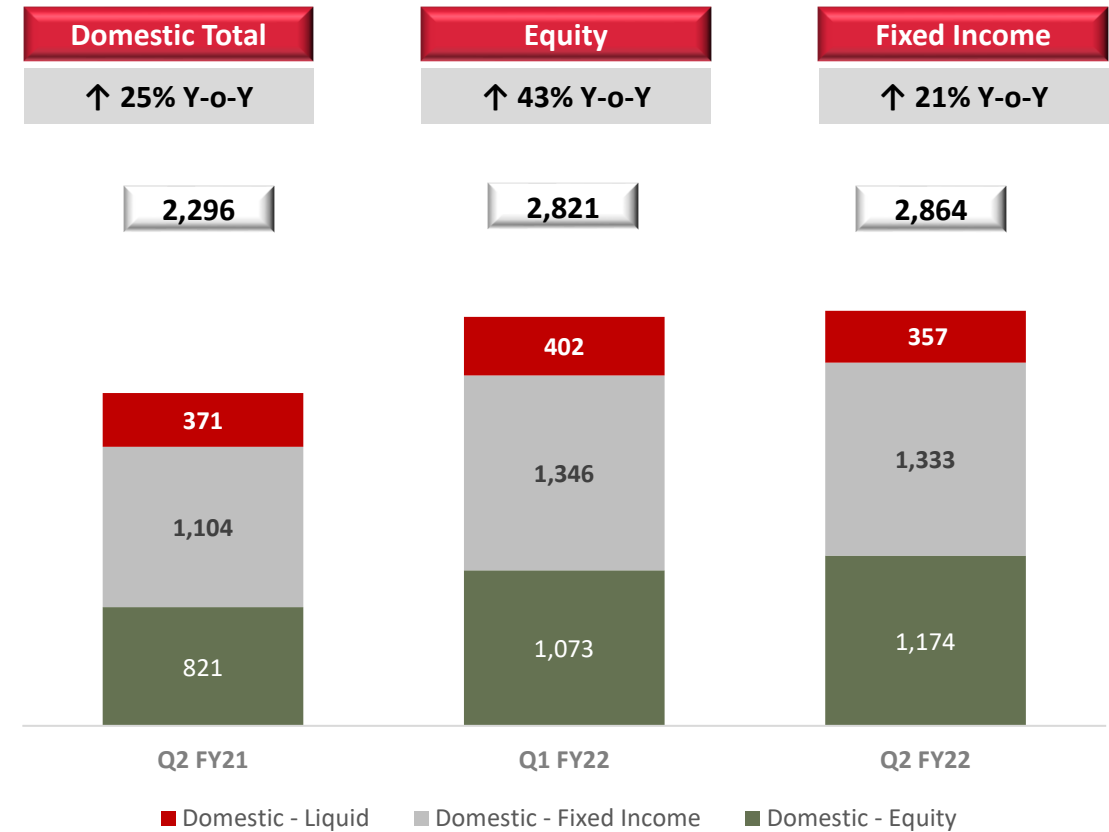


ADITYA BIRLA
CAPITAL

Strong AUM Growth

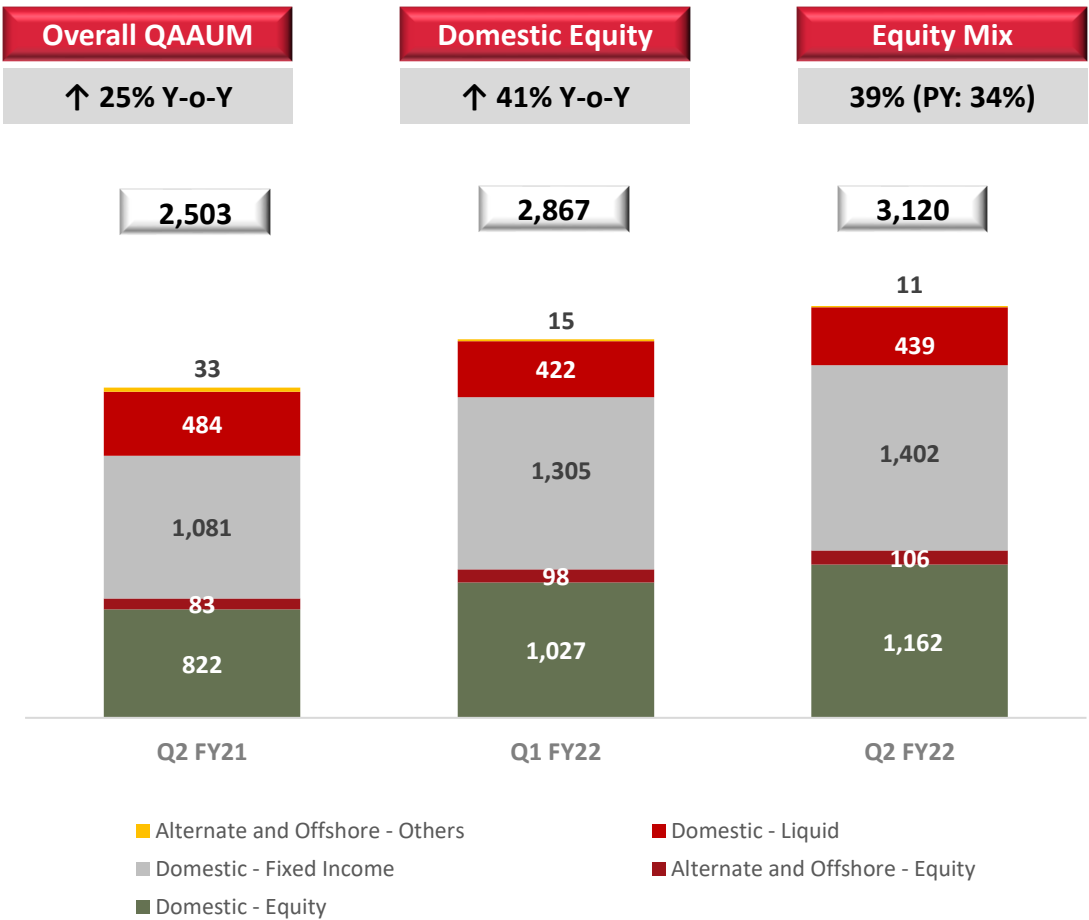
(INR Billion unless otherwise stated)

Closing Assets under Management



Domestic – Fixed Income include ETF

Quarterly Average Assets under Management



Strong Growth In Retail Franchise

Strong retail franchise with **7.3 mm** folios (as on Sep 30, 2021); Consistent growth of **17.4%** CAGR between Sep'16-Sep'21

Sep'21 unless
stated otherwise

Equity QAAUM

Individual MAAUM

B-30 MAAUM ¹

Size

INR 1,162 bn

INR 1,431 bn

INR 481 bn

Contribution
to AUM

Q2 FY17

Q2 FY22

24.1%

↑14.6%

38.7%

Sep 2016

Sep 2021

40.6%

↑6.5%

47.2%

Sep 2016

Sep 2021

12.9%

↑3%

15.9%

QAAUM Growth

MAAUM Growth

MAAUM Growth

Growth

23.3%

41.0%

Q2 FY17 to
Q2 FY22

Q2 FY21 to
Q2 FY22

15.1%

28.5%

Sep-16 to
Sep-21

Sep-20 to
Sep-21

16.5%

22.9%

Sep-16 to
Sep-21

Sep-20 to
Sep-21

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

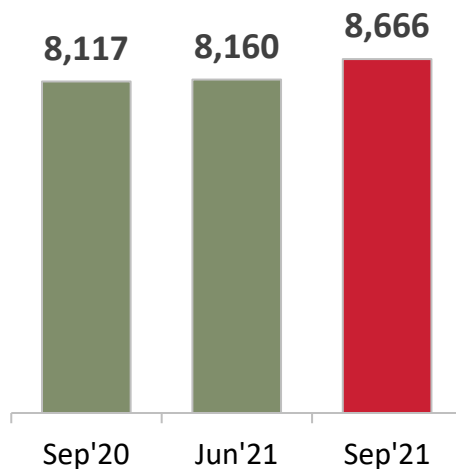
Focus on Growing SIP Book

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

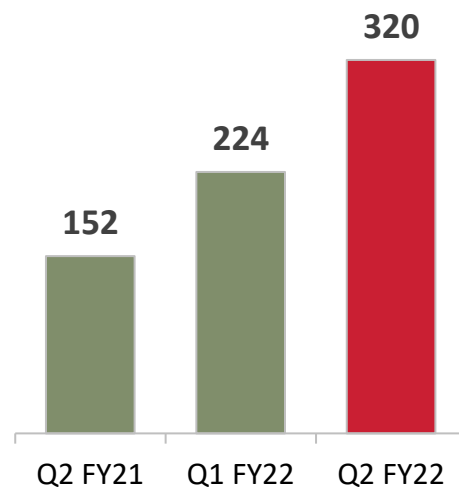
Increasing traction in SIP

Long Tenure SIP Book

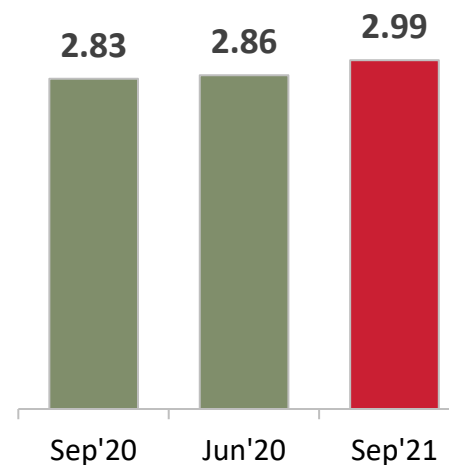
SIP Book in Rs (mm) ⁽¹⁾



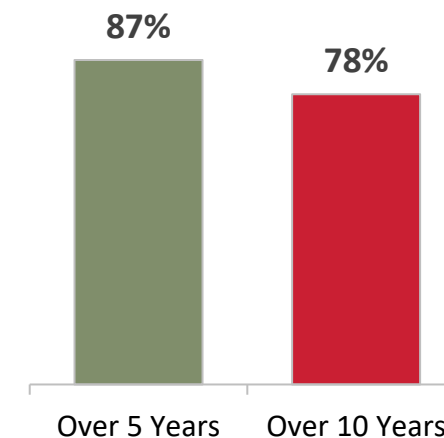
Quarterly New SIP ⁽¹⁾ registrations
Count('000)



of Live Outstanding SIPs ⁽¹⁾
(mm)



% Count of Total SIPs ⁽²⁾
(Sep'21)



Launched #WinWithSIP and Multi SIP campaign to drive SIP growth

(1) Includes STP (2) Based on tenure at the time of registration of all live SIPs as on Sep 30, 2021

Pan India Distribution Network

One of the largest empaneled distributor base

280+
Locations ⁽¹⁾



90
Emerging Market
Representatives



100+
Banks ⁽²⁾



67,000+
MFDs



240+
National Distributors

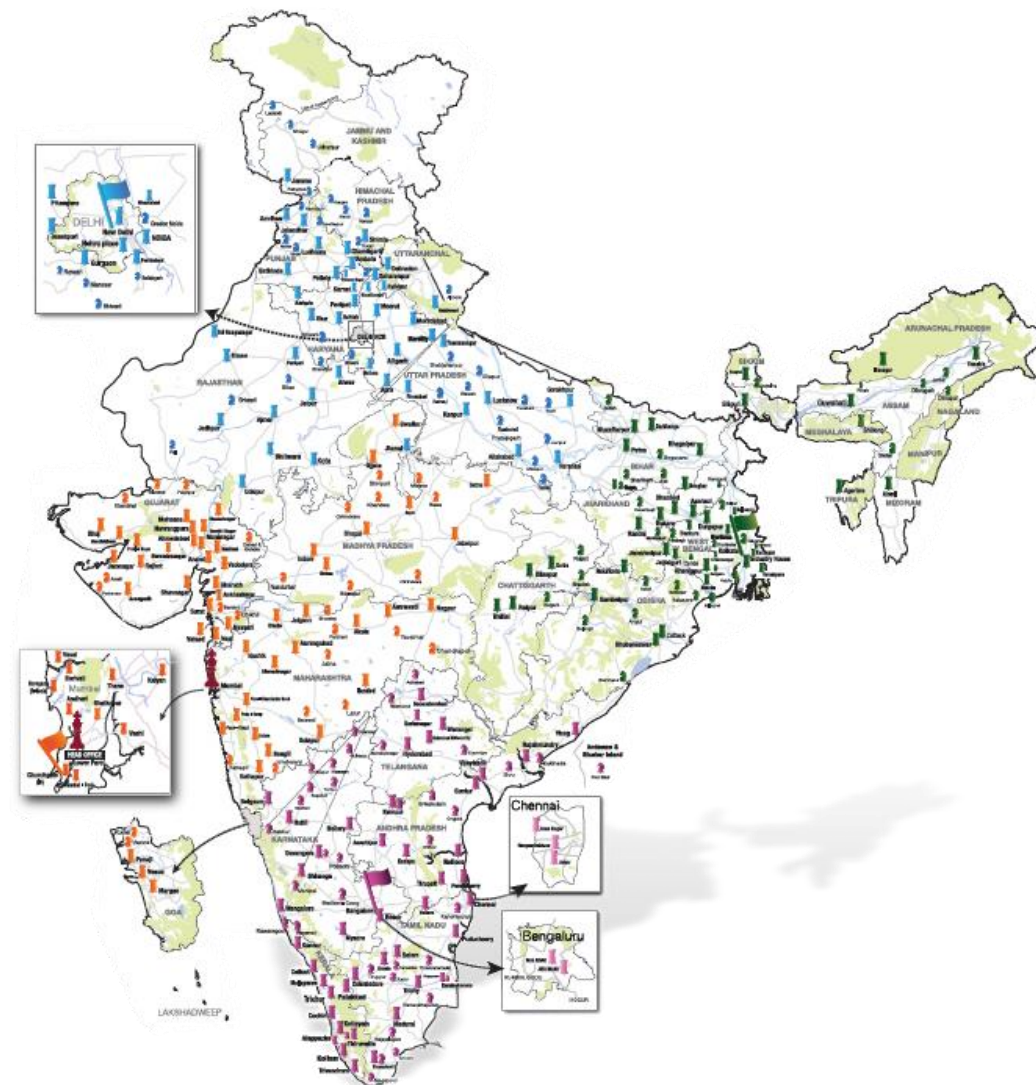


70+
Digital Partners



B-30 Markets

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

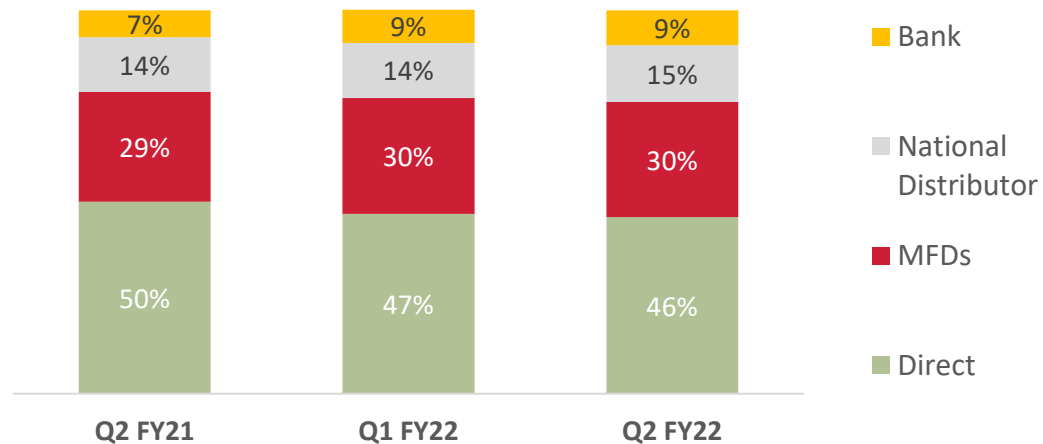


(1) Includes 194 branches and 90 EM representatives (2) Banks and Financial intermediaries

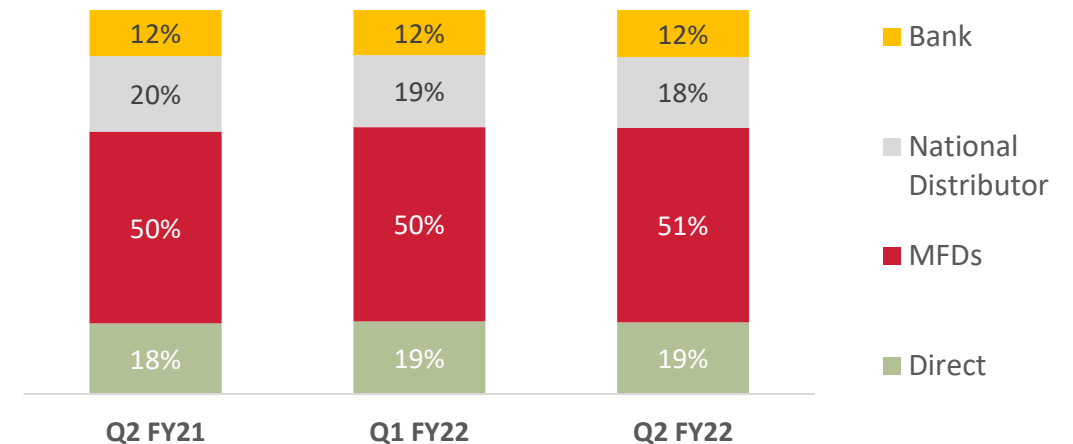
Multi-Channel Distribution Network

Continue to expand distributor base and empaneled 1,800+ new MFDs in Q2 FY22

Overall Asset Sourcing Mix¹



Higher MFD Share in Equity Sourcing



Constant endeavour to **improve technology led connectivity with distributors**, enhance our distributors and sales force through skill trainings

We **market our schemes online** through our **website/ mobile apps and fintech partners**, enhancing our online presence over the last few years

Multi-Channel Distribution Network Strategy

A lean model to expand into deeper markets

Emerging Markets



Build, Operate & Transfer (“BOT”) model; Evaluate each potential location meticulously

Hub and spoke model to minimize cost; **Branches serve as hubs and the nearby locations as spokes.** Where hubs are too distant from significant market potential, **we utilize EM reps to build our brand, increase our AUM and service our investors.** We have EM representatives spread across **90 locations**

Virtual Relationship Manager



Virtual relationship managers act as the **single point of contact for distribution service requirements** at regional centers and are responsible for cross sell / upsell of funds, activating and expanding wallet share of the large number of MFDs.

A model works on **BOT model by converting inactive distribution** to active business partners.

Service to Sales



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

Build **employee versatility by amalgamating service and sales** in a seamless manner for appropriate proposition of customer.

Holistic Digital Transformation - Rooted within us

360 Degree Digital Transformation

Customer Journey

Cloud based IVR & voice-based technology to improve the customer experience.

State of the art UI/UX to provide enhanced investor experience & instant access to functionalities.

Automation

Automated internal processes to bring in efficiency using low code business platform

An Email BOT for processing customer requests

Investment Tools

A cutting-edge tool for investments delivering real-time data on market, breaking news, in-depth research and powerful analytics.

An analytics platform for asset class investment risk & performance attributions

Digital Integration & Strategic Partnerships

Creating customer omnichannel experience by integrating platforms and communication channels

API platform for rapid integration with partners and fintechs

Data & Analytics

Adopting Predictive and Prescriptive Analysis to gauge investor preferences.

Leveraging first mover advantage with Fintechs for distribution

Enhancing own Digital Capabilities



Digital Partners and Fintechs



Leveraging Strong Digital Ecosystem

Customer
Onboarding

77%

Customer
Servicing

91%

Distributor
Onboarding

91%

Digital Payments 99%

New Customer Acquisition

- Deeper and real time integration for leads Closures
- Mushrooming partnerships with Fintech

Customer Engagement

- Engage with prospects and customers through Push notifications
- Intelligent rule engine to offer multi-product to single Investor on Partner Portal

Data Analytics

- Propensity Modelling & Customer Persona based tools for Investors and Partners
- Intuitive Dashboard and Customer Portfolio

Customer Advocacy

- Video KYC for seamless digital onboarding
- “e-OTM” registration for automated SIP payments
- “Voice-bot” for SIP renewal

Distributor Advocacy

- Online empanelment of MFDs through a single click
- Digital self-service solutions
- WhatsApp based servicing

Digital Journey

- Application performance and log monitoring
- Active account application to facilitate transactions in liquid funds



Alternative Assets

Expanding our bouquet of product offering



Passives

Emphasis on Smart Beta (alternate weighting) passive strategies through ETFs, FoFs and Index Funds

New product launched and raised: **Rs. 7,025 million**

- ▶ ABSL Nifty Midcap 150 Index Fund
- ▶ ABSL Nifty Smallcap 50 Index Fund
- ▶ ABSL Nifty 50 Equal Weight Index Fund
- ▶ ABSL Nifty SDL Plus PSU Bond Sep 2026 60:40 Index Fund

Scheme Pipeline

- ▶ ABSL Financial Services ETF
- ▶ ABSL Global Innovation FOF
- ▶ ABSL China Technology FOF
- ▶ ABSL Passive FOF
- ▶ ABSL Nifty Next 50 Index Fund
- ▶ ABSL Silver ETF /FOF
- ▶ ABSL Nifty Healthcare ETF
- ▶ ABSL Nifty IT Fund

Passives AUM ⁽¹⁾ grew from Rs. 16,923 million in Mar-21 to **Rs. 29,637 million** in Sep-21



PMS / AIF

Fund raising underway for AIF category III
- **India Equity Opportunities Fund**

Increasing fund management capabilities
for **launch of Category I & II Equity oriented propositions**



Offshore

**Setting up new IFSC unit in GIFT city,
Gujarat**

In process of applying to IFSC Authority
for rendering portfolio management and
investment advisory services to India
dedicated offshore fund



Real Estate

Signed term sheet with **BentallGreenOak**,
5th largest global real estate advisory
with \$69 bn ⁽²⁾ AUM, to jointly source and
underwrite deals for real estate fund

Launched **Category II Real Estate Fund**
AIF

⁽¹⁾Closing AUM for ETFs/FoFs/Index Funds ⁽²⁾As on 30th June 2021

Investor & Distributor Engagement

Aim to educate existing and next generation of investors and distributors

Reached **7.10 Lac + people** through conducting over **10,500 training sessions** – many being “industry firsts” ⁽¹⁾

NIVESH MAHAKUMBH PROGRAM

Viewership of **7,60,000+**



NIPUN LEARNING ACADEMY

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

FIRST FINANCIAL LESSONS AND FIRST PAY CHEQUE

Partnered with **20** universities

Associated with NISM ⁽²⁾

Reached over **44,000** students ⁽¹⁾



FOR HER – FINANCIAL EDUCATION

Launched an **exclusive initiative** to educate women with leading media house. Customized engagements and workshops to **create women investors and MFDs**

SAMRIDDHI MAGAZINE

5 million+ passengers across 25 routes⁽¹⁾

Generated **7,96,000** views on website



INVESTORS HANGOUTS PROGRAM

76.7K active users⁽¹⁾

And over **6.63 million** YouTube viewers⁽¹⁾

Focusing on developing long-term relationships through distributor loyalty programs instead of pursuing aggressive commission-payout strategy

Financial Performance

Aditya Birla Sun Life
AMC Ltd.

(A part of Aditya Birla Capital Ltd.)



ADITYA BIRLA
CAPITAL

Summary Financial Statements

Statement Of Profit & Loss Account

(INR Million unless otherwise stated)

Particulars	Q2FY22	Q1FY22	Q2FY21	H1FY22	H1FY21
Revenue from Operations	3,320	3,032	2,551	6,351	4,738
Employee Benefits Expense	758	690	585	1,448	1,186
Fees and Commission Expense	46	62	138	107	299
Depreciation and Amortization	89	90	94	178	190
Other Expenses ⁽¹⁾	524	462	453	987	902
Total Expenses	1,417	1,304	1,270	2,720	2,577
Operating Profit Before tax	1,903	1,728	1,281	3,631	2,162
Other Income	402	331	358	733	779
Profit Before Tax	2,305	2,059	1,639	4,364	2,941
Tax Expense	574	510	385	1,084	713
Net Income	1,731	1,549	1,254	3,280	2,228

(1) Includes Finance Cost

Strong Financial Performance

(INR Million unless otherwise stated)

Performance Metrics	Q2 FY22	Q1 FY22	Q2 FY21	Q-o-Q Change	Y-o-Y Change	H1 FY22	H1 FY21	Change
Operating Revenue	3,320	3,032	2,551	10%	30%	6,351	4,738	34%
Operating Revenue / AAUM (bps)⁽¹⁾	43.9	44.1	42.4	(0.2)	1.5	44.0	41.7	2.3
Total Revenue	3,722	3,362	2,910	11%	28%	7,084	5,517	28%
Total Revenue / AAUM (bps)⁽¹⁾	49.2	49.0	48.4	0.2	0.8	49.1	48.6	0.5
Cost	1,417	1,304	1,270	9%	12%	2,720	2,577	6%
Cost / AAUM (bps)⁽¹⁾	18.7	19.0	21.1	(0.3)	(2.4)	18.8	22.7	(3.9)
Operating PBT	1,903	1,728	1,281	10%	49%	3,631	2,162	68%
Operating PBT / AAUM (bps)⁽¹⁾	25.1	25.2	21.3	(0.0)	3.9	25.2	19.0	6.2
PBT	2,305	2,059	1,639	12%	41%	4,364	2,941	48%
PBT / AAUM (bps)⁽¹⁾	30.5	30.0	27.3	0.5	3.2	30.2	25.9	4.3
Net Income	1,731	1,549	1,254	12%	38%	3,280	2,228	47%
Net Income / AAUM(bps)⁽¹⁾	22.9	22.6	20.8	0.3	2.1	22.7	19.6	3.1
Return on Equity⁽²⁾	36.5%	35.3%	33.9%	1.2%	2.6%	35.5%	31.2%	4.4%

Note: ⁽¹⁾ Quarterly/Half Yearly AAUM considered for percentage of AAUM calculations; Bps to AAUM annualized

⁽²⁾ Return on Equity annualized

Summary Financial Statements

Balance Sheet

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



(INR Million unless otherwise stated)

Particulars	Sep-21	Mar-21
Share Capital	1,440	180
Other Equity	18,434	16,866
Total Equity	19,874	17,046
Financial Liabilities	1,520	1,433
Non-financial Liabilities	1,289	1,367
Total Equity & Liabilities	22,683	19,846
Investments	19,581	17,263
Other Financial Assets	1,524	1,070
Non-financial Assets	1,578	1,513
Total Assets	22,683	19,846

Notes To Financials

- ▶ 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 ₹ 20,00,00,000/- (Rupees Twenty Crore only) consisting of 4,00,00,000 (Four Crore only) Equity Shares of Rs. 5/- (Rupees Five only) each to ₹ 160,00,00,000 (Rupees One Hundred and Sixty Crore Only) consisting of 32,00,00,000 (Thirty Two Crore) Equity Shares of ₹ 5/- (Rupees Five only) each.

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.

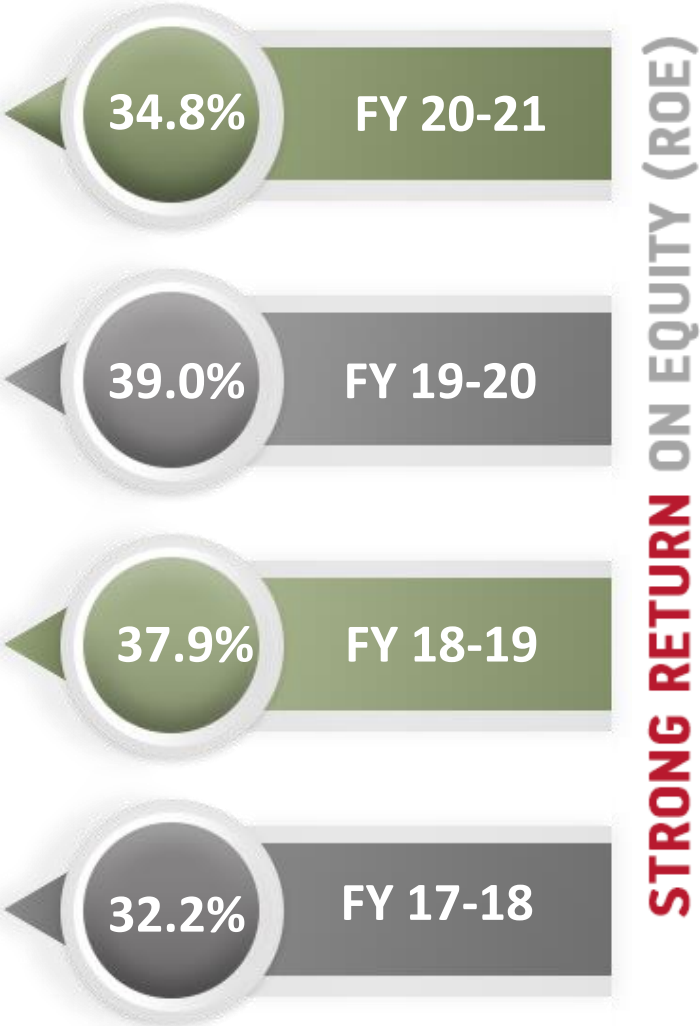
The Board of Directors and the shareholders has also approved the issuance of 7 (Seven) bonus shares of face value 5 (Rupees Five) each for every 1 (One) existing fully paid-up equity share of face value 5 (Rupees Five) each and accordingly 25,20,00,000 bonus shares were issued and allotted on April 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 IND AS 33.

- ▶ In preparing the accompanying financial statements of the six months period ended 30 September 2021, the Company's management has assessed the impact of the pandemic on its operations and its assets including the value of its investments, subsidiaries, asset management rights and trade receivables as at 30th September 2021. Further, during the period ended September 30, 2021, there has been no material change in the controls or processes followed in the preparation of the financial results.

The management does not, at this juncture, believe that the impact on the value of the Company's assets is likely to be material. The extent to which the COVID-19 pandemic will impact the Company's results will depend on ongoing as well as future developments, which at this juncture are uncertain. Since the revenue of the Company is ultimately dependent on the value of the assets it manages, changes in market conditions and the trend of flows into mutual funds may have an impact on the future operations of the Company. As the situation is evolving, its effect on the operations of the Company may be different from that estimated as at the date of approval of these financial results.

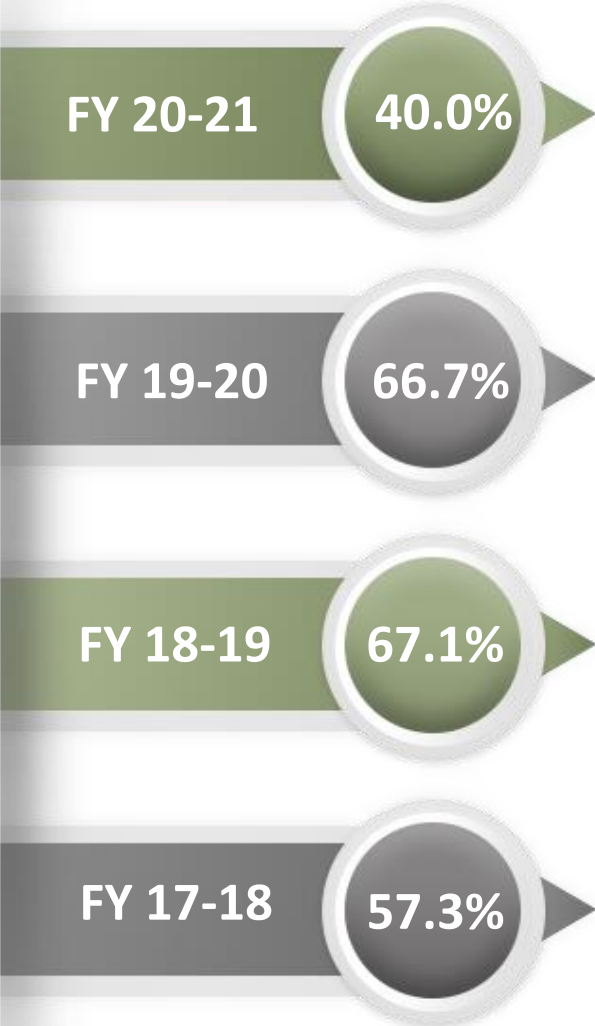
Creating Shareholder Value

Interim Dividend of INR 5.6 per share declared for FY 21-22



CONSISTENT DIVIDEND PAYING
(1)

TRACK RECORD



(1) Dividend paid as % of Profit after Tax

Thank You

**Aditya Birla Sun Life
AMC Ltd.**

(A part of Aditya Birla Capital Ltd.)



**ADITYA BIRLA
CAPITAL**

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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