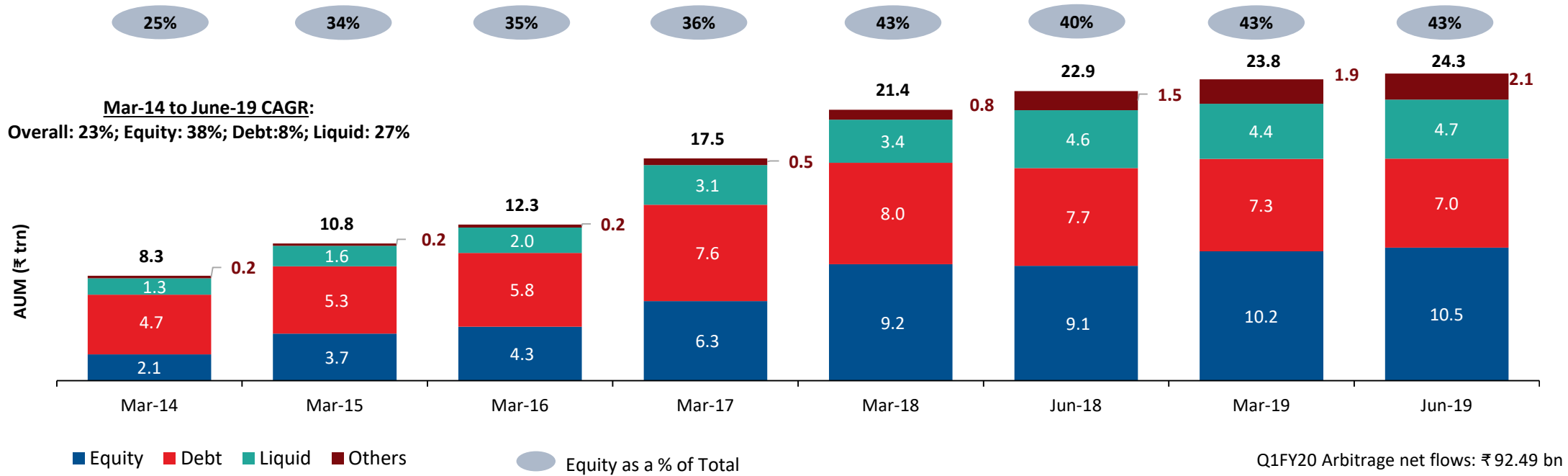




HDFC Asset Management Company Limited

Q1 FY19-20

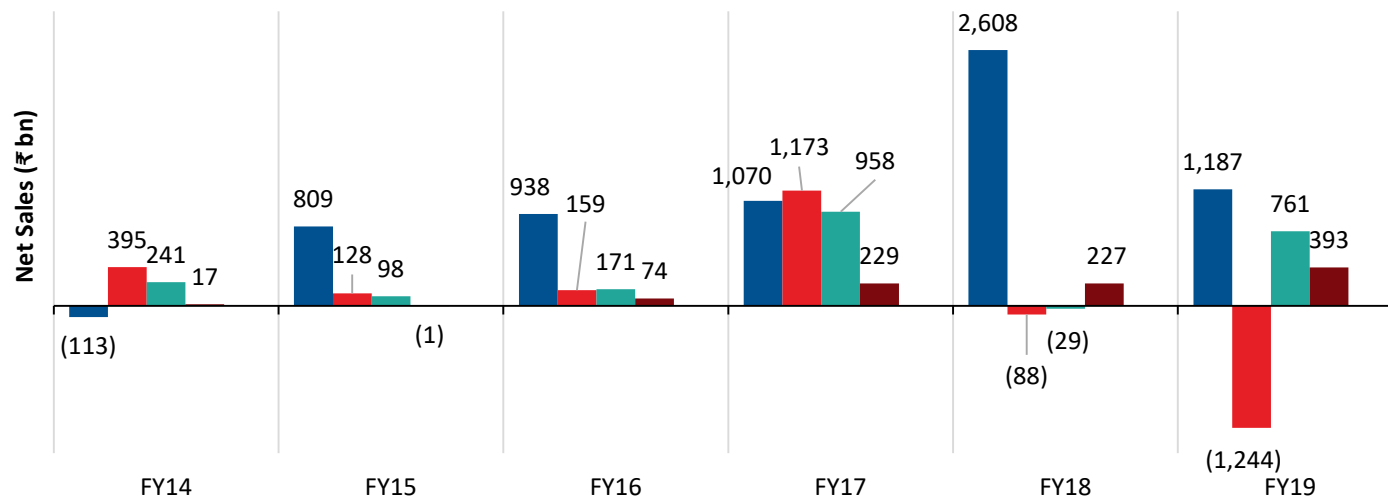
Industry - AUM and Net Sales



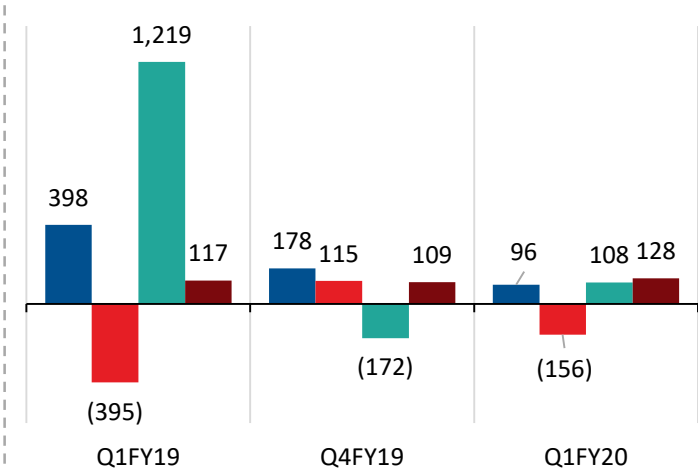
Q1FY20 Arbitrage net flows: ₹ 92.49 bn

June-19 Arbitrage AUM: ₹ 0.57 trn

Yearly net sales



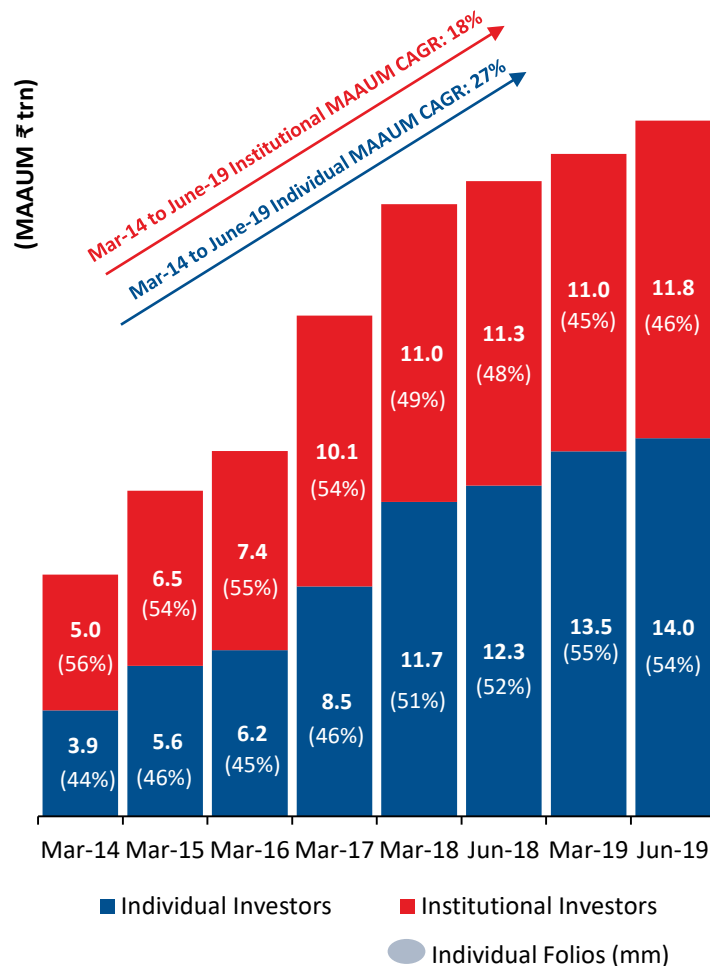
Quarterly net sales



Individual / Institutional MAAUM, SIP Flows, B-15/B30

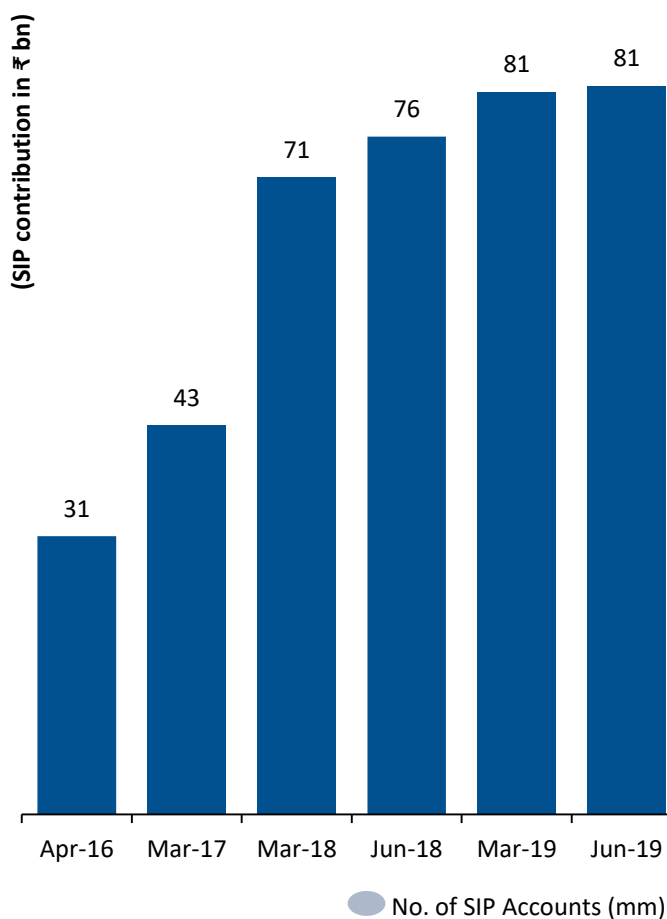
MAAUM of Individual Investors⁽¹⁾⁽²⁾⁽³⁾

39.2 41.4 47.2 54.8 70.9 74.2 82.1 83.4



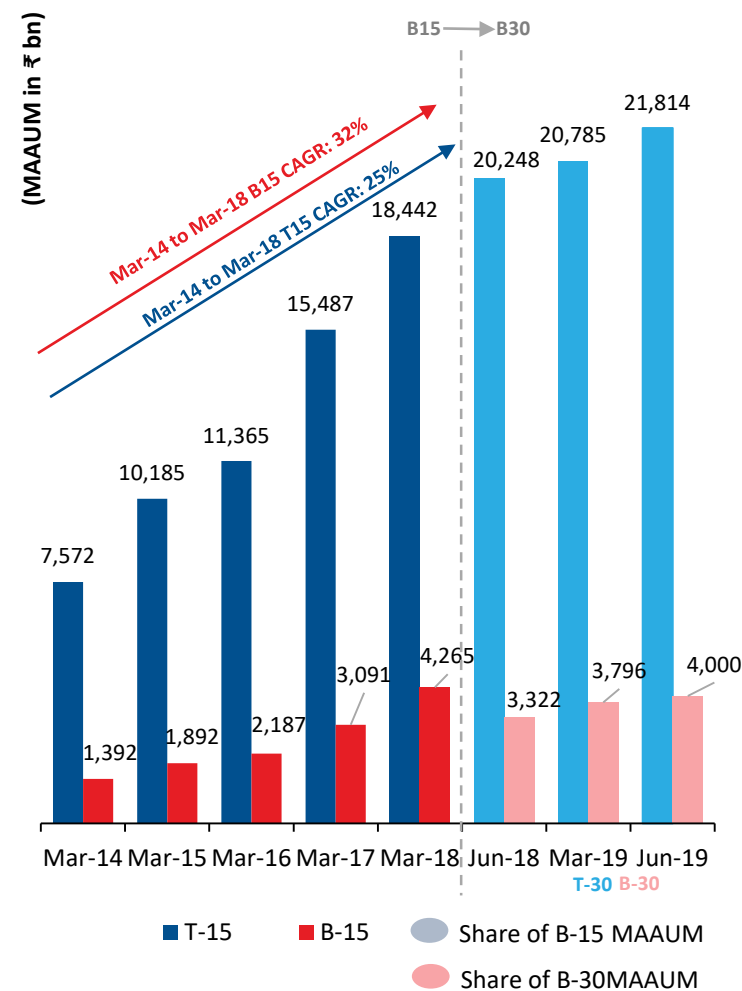
SIP Flows⁽¹⁾

10.1 13.5 21.1 22.9 26.2 27.4

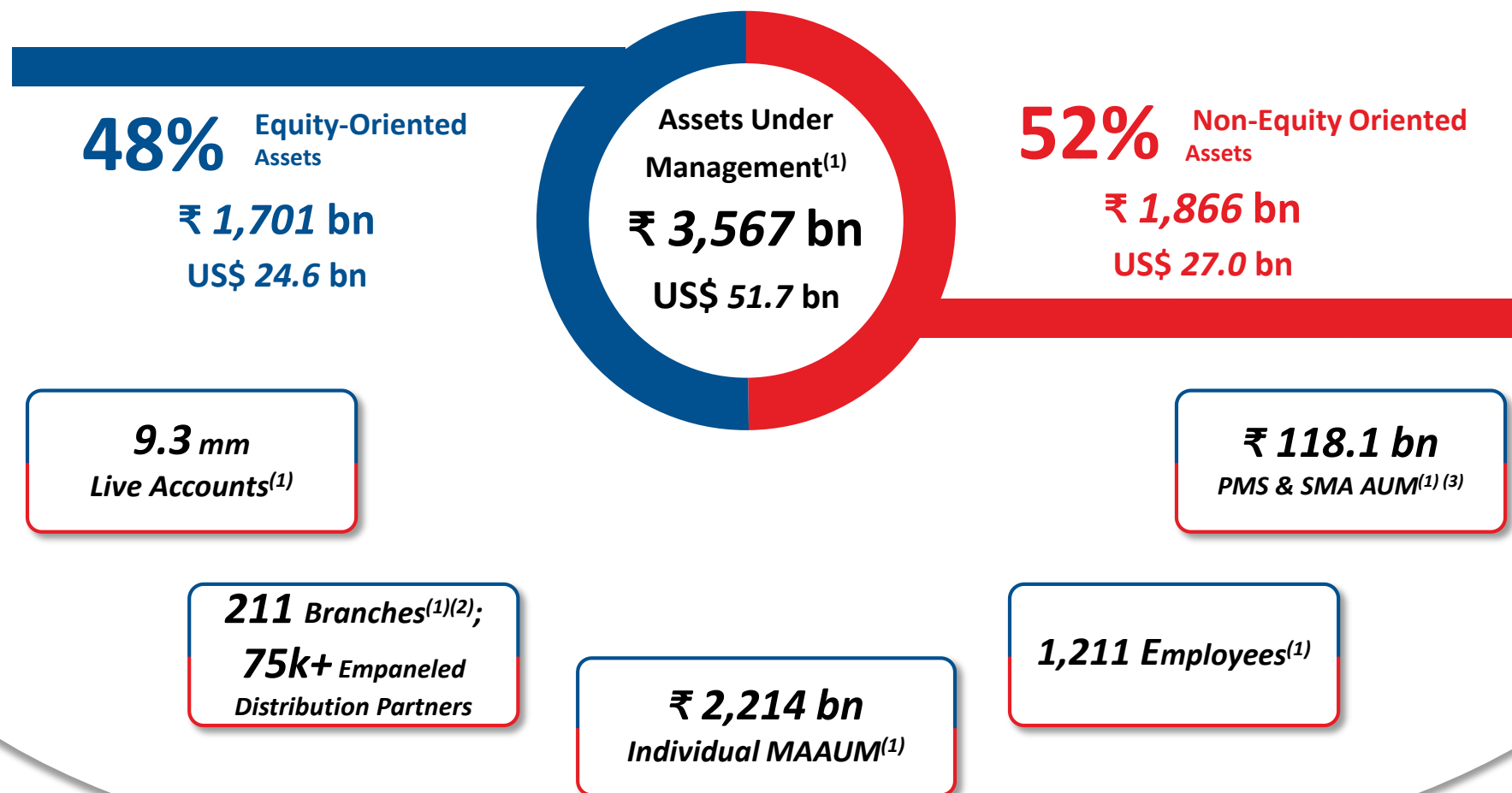


MAAUM of B-15/B-30⁽¹⁾⁽²⁾

16% 16% 16% 17% 19% 14% 15% 15%



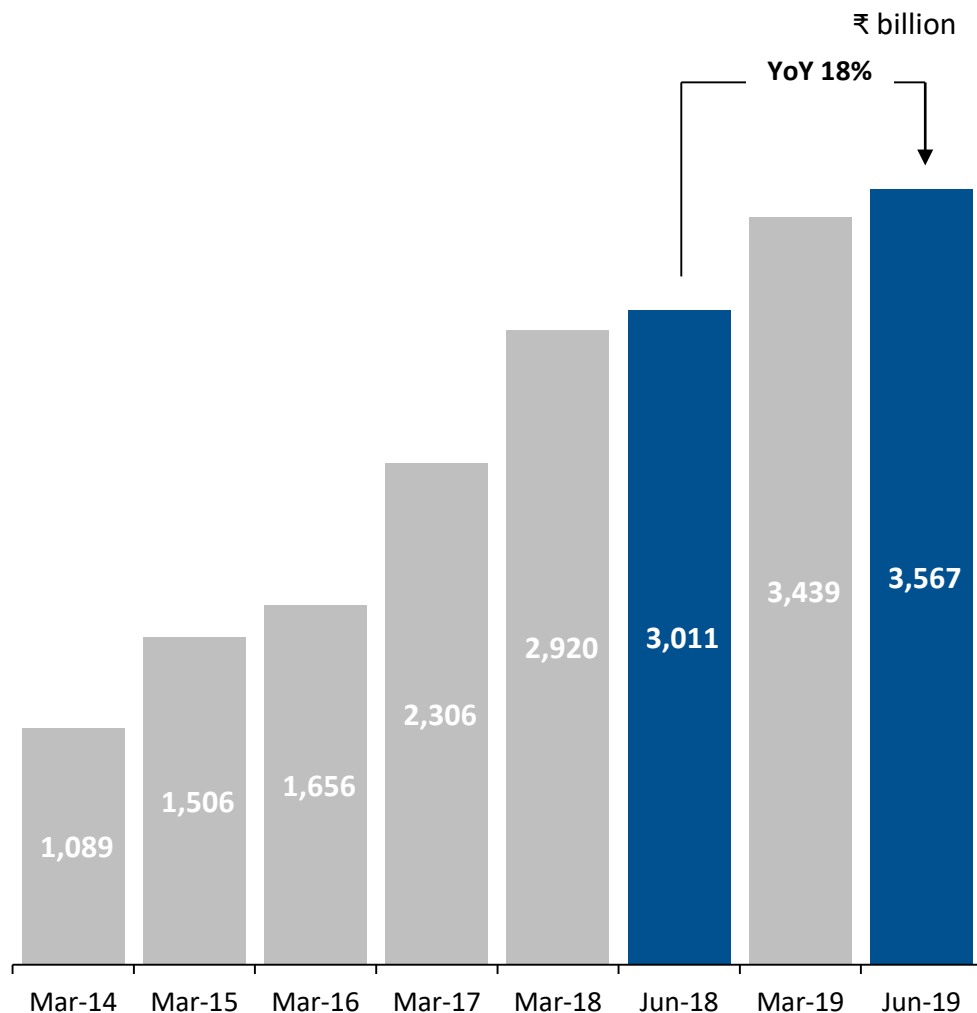
○ HDFC AMC at a glance



(1) As of June 30, 2019 / for June 2019; (2) Includes one representative office in Dubai; (3) Includes advisory mandates; USD/INR conversion rate: ₹ 69.0275
Source: Internal. USD/INR conversion rate: ₹ 69.0275

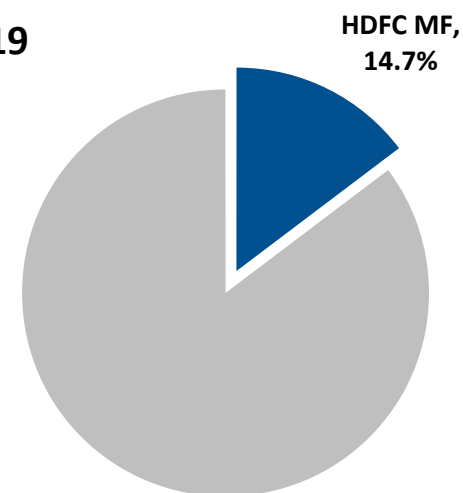
○ Total AUM and Market Share

Total AUM⁽¹⁾

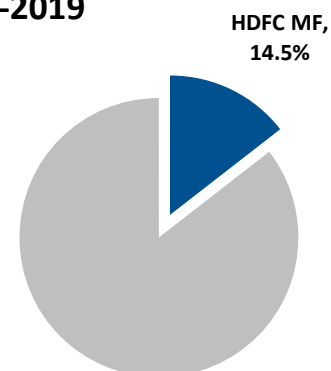


Market Share in Total AUM⁽²⁾

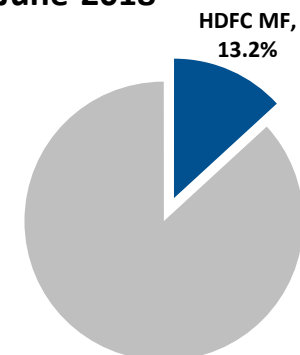
June-2019



Mar-2019



June-2018

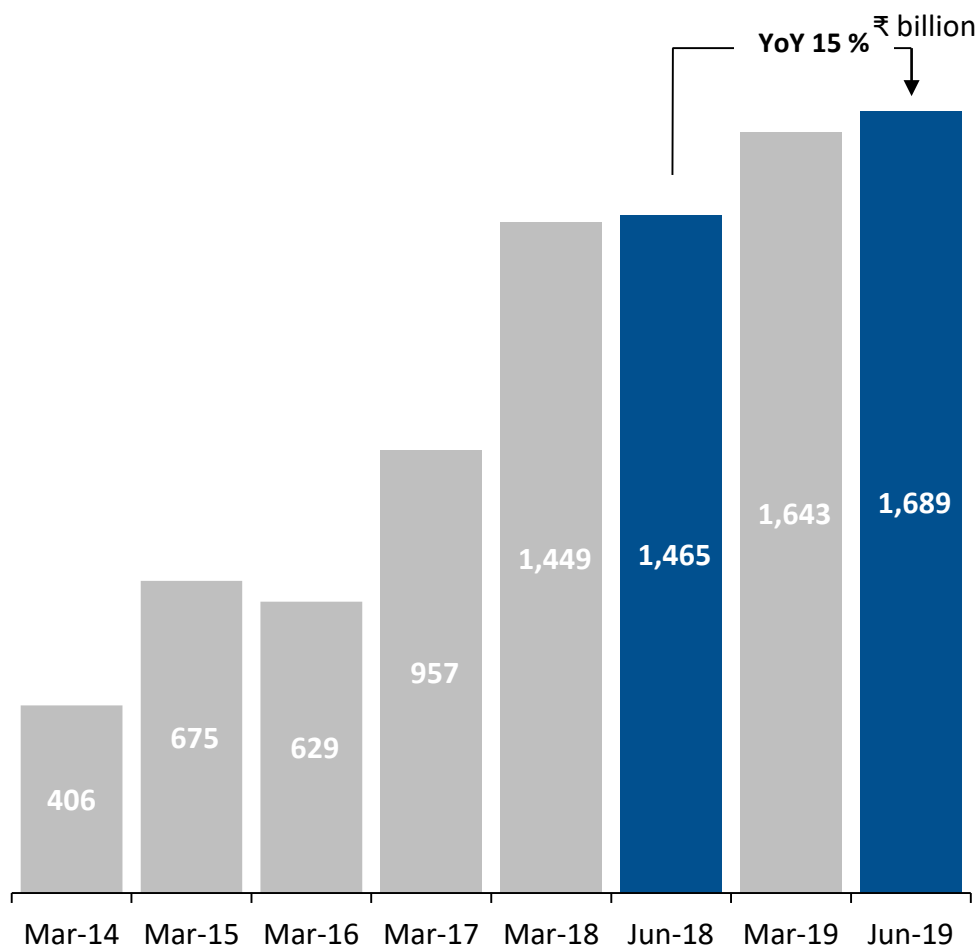


(1) Source: Internal

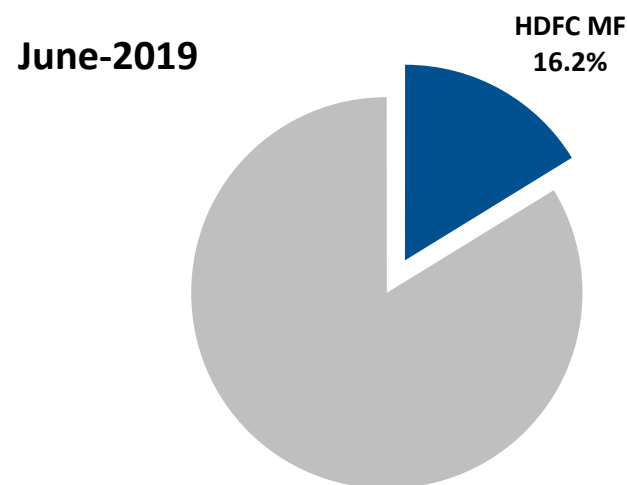
(2) Source: Internal, AMFI

Actively Managed Equity-oriented AUM and Market Share

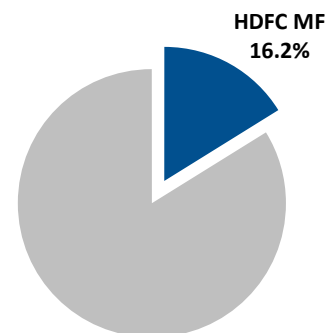
Actively Managed Equity-oriented AUM⁽¹⁾



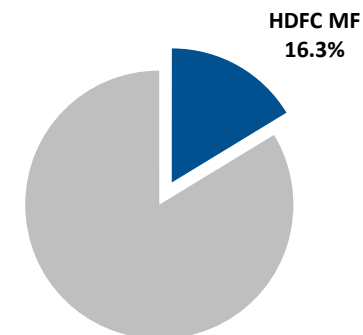
#1 Market Share in Actively Managed Equity-oriented AUM⁽²⁾



Mar-2019



June-2018



(1) Source: Internal

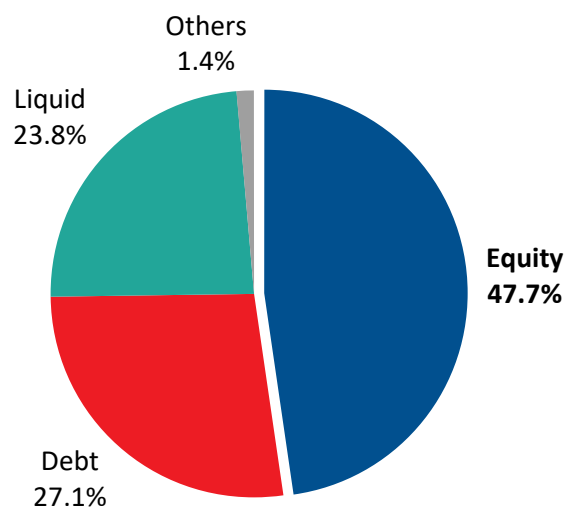
(2) Source: AMFI, Internal

Actively managed equity-oriented AUM excludes index and arbitrage funds from equity-oriented funds

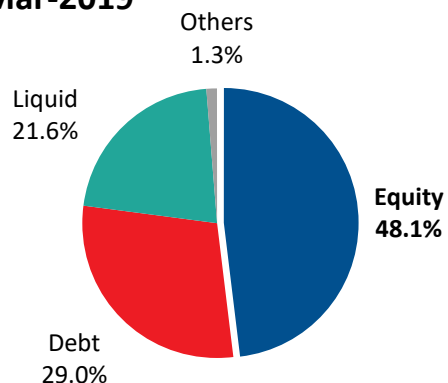
○ AUM by Segment – HDFC AMC and Industry

HDFC AMC MF AUM by Segment ⁽¹⁾⁽³⁾

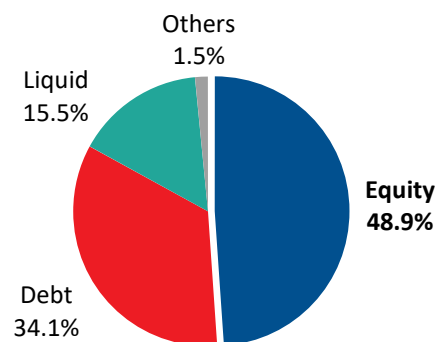
June-2019



Mar-2019

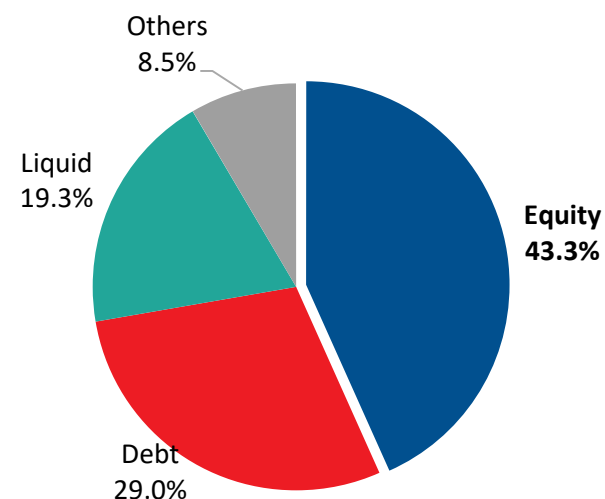


June-2018

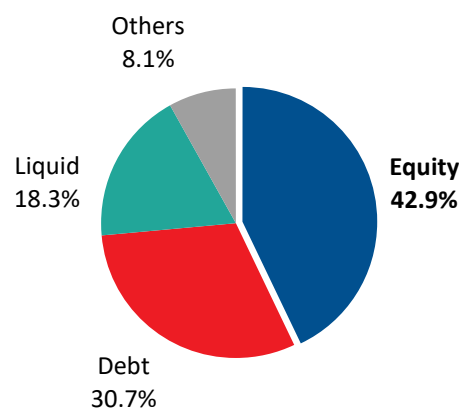


Industry AUM by Segment ⁽²⁾⁽³⁾

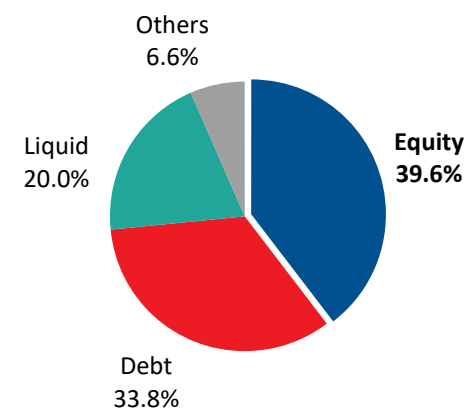
June-2019



Mar-2019



June-2018



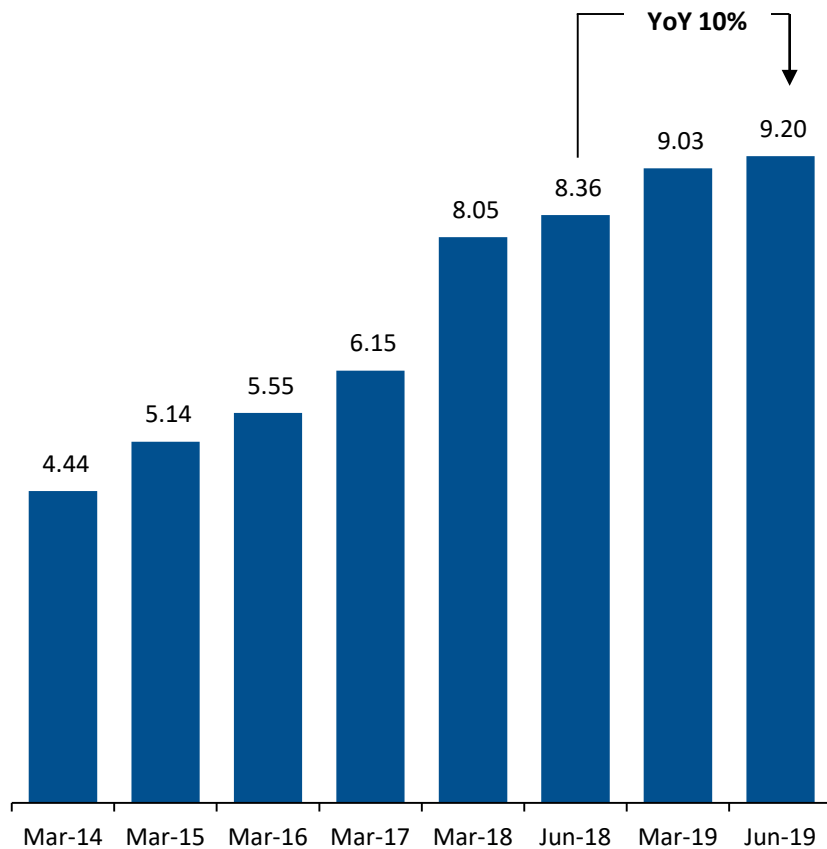
(1) Source: Internal

(2) Source: AMFI

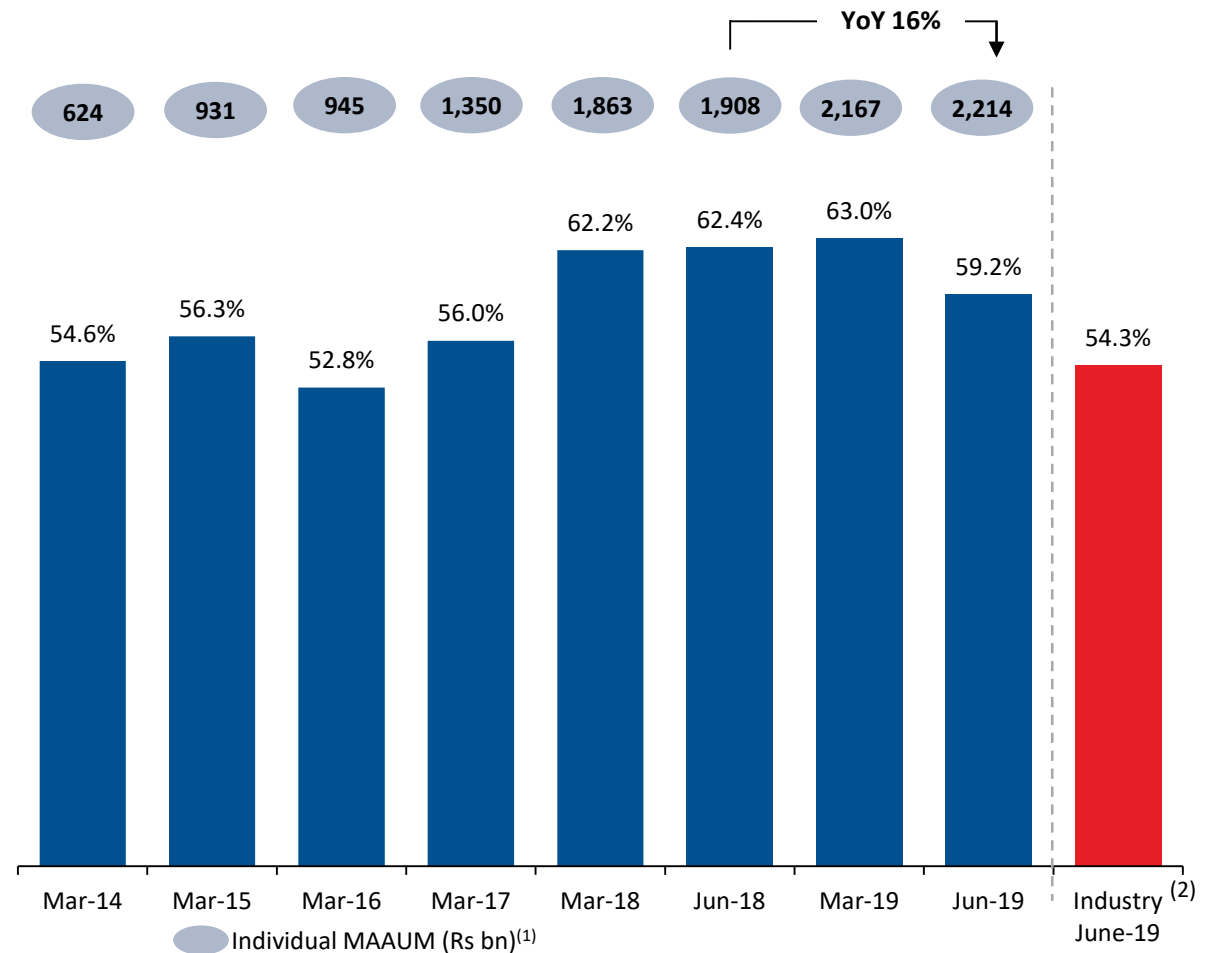
(3) From April 2018, Arbitrage is included in other category

Individual Investors – no of Accounts & MAAUM

Number of Live Individual Accounts (in millions) ⁽¹⁾



Individual MAAUM % of Total ⁽¹⁾



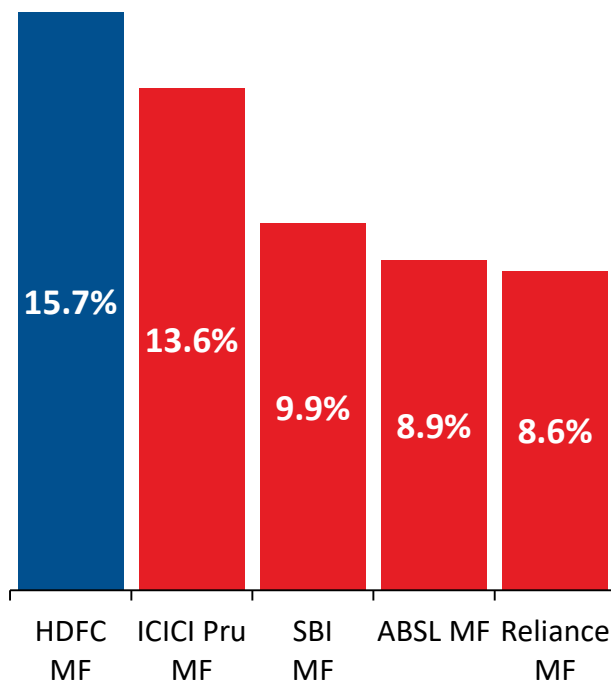
Individual customer prefer equity-oriented schemes and stay invested for longer periods

⁽¹⁾ Source: Internal

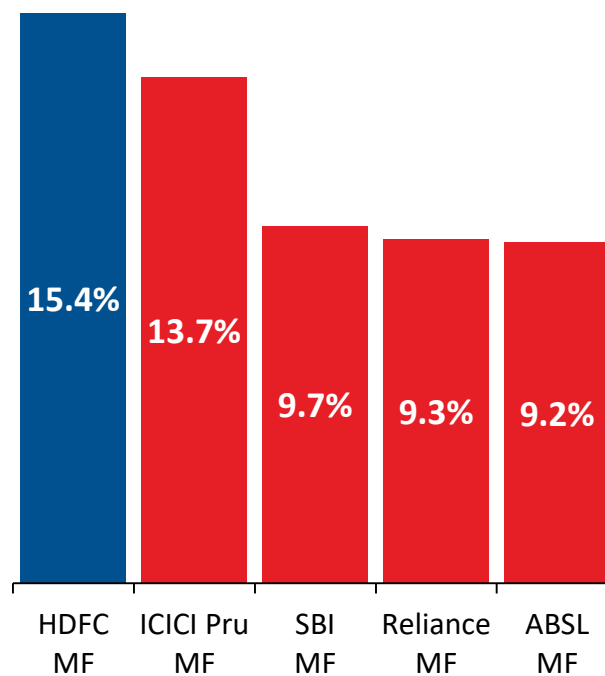
⁽²⁾ Source: AMFI

Most Preferred Choice of Individual Investors

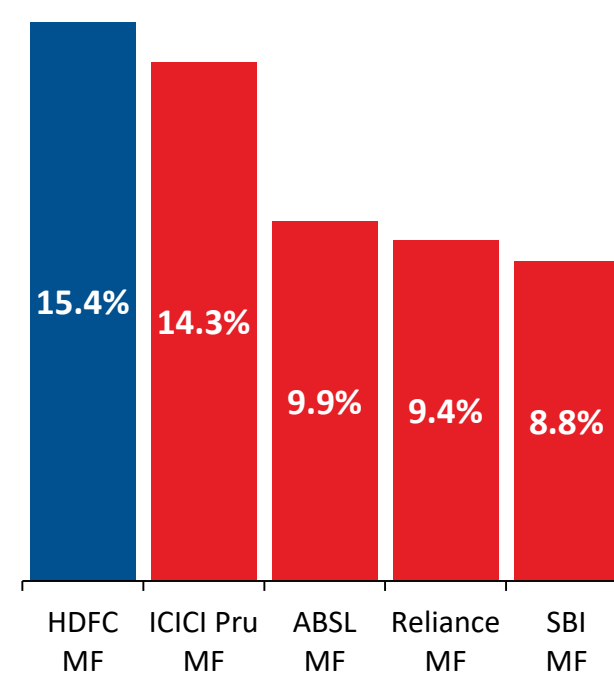
Individual Assets Market Share (June-19)



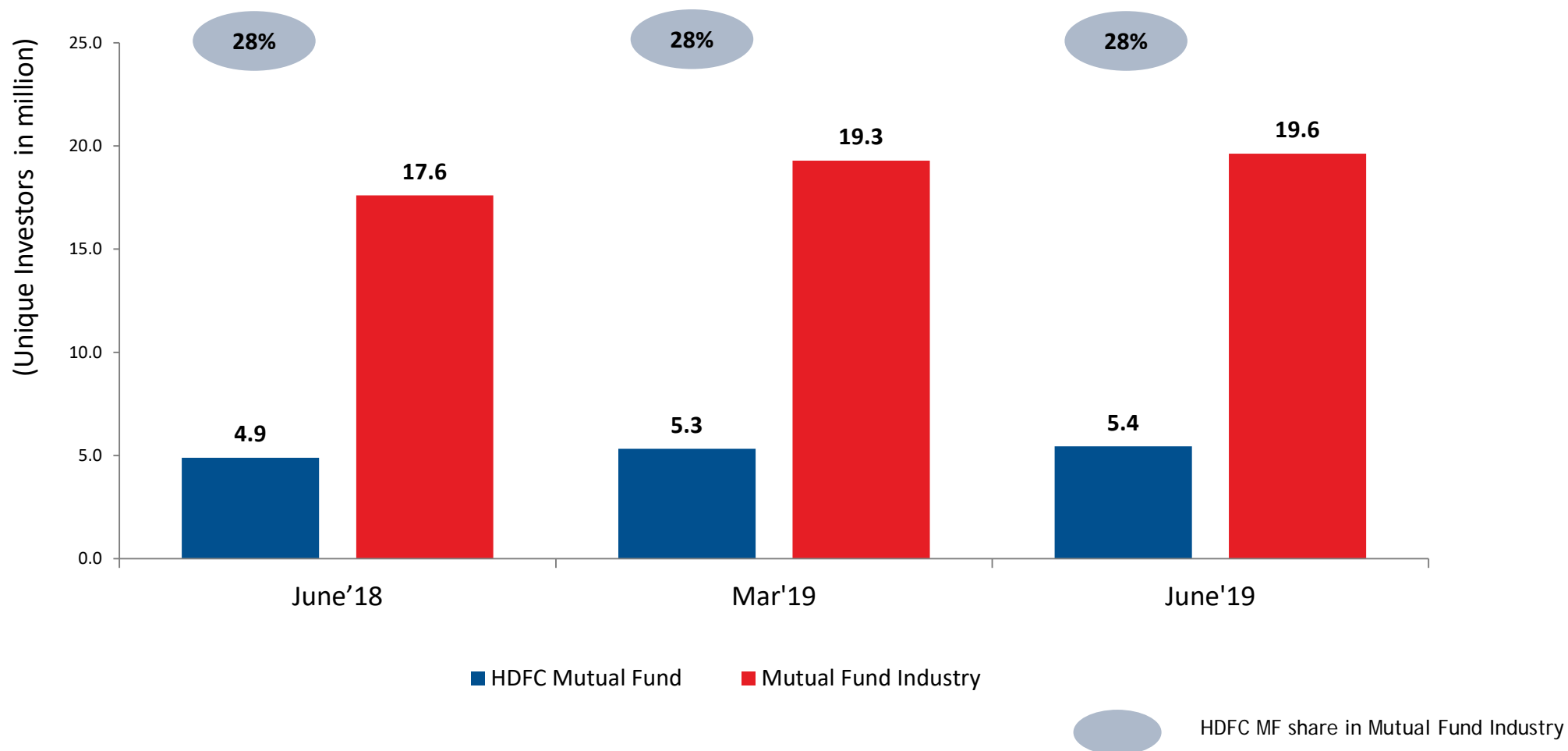
Individual Assets Market Share (Mar-19)



Individual Assets Market Share (June-18)

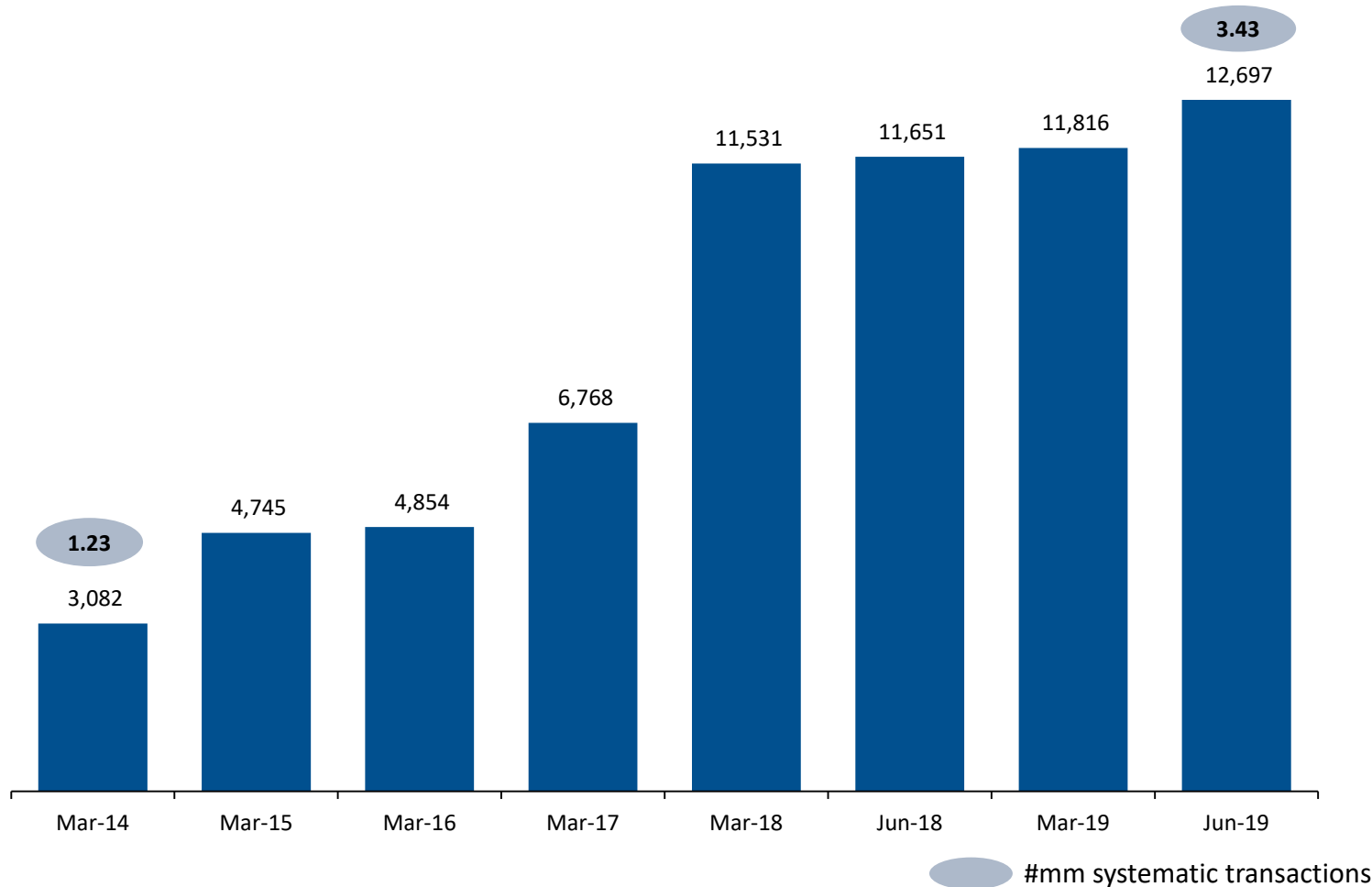


Unique Investors- HDFC AMC vs MF Industry

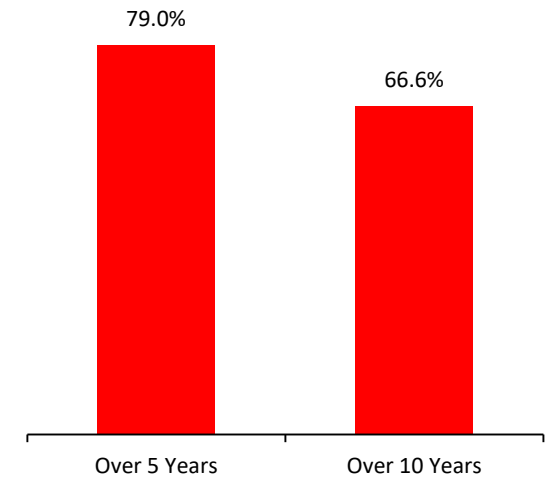


Quality Long-term Inflows Through Systematic Transactions

Strong Growth in Systematic Transactions (₹ mm)



Long Tenure SIP Book⁽¹⁾



Strong and growing
“Order Book” to provide
predictable flows

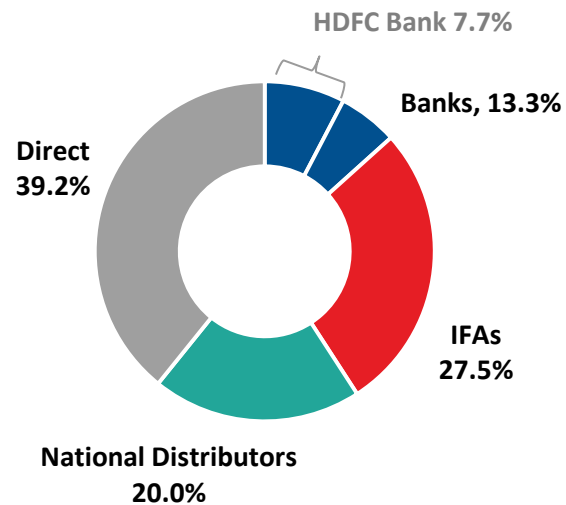
Source: Internal

(1) Based on tenure at the time of registration of all live SIPs during June-19

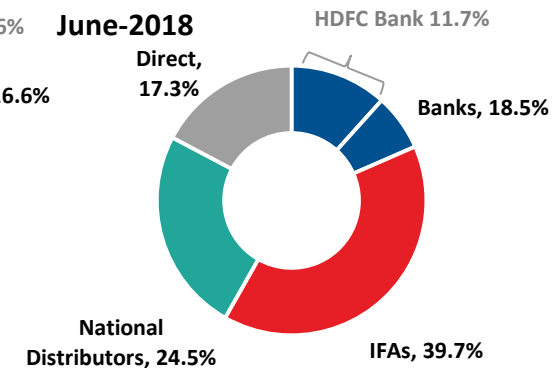
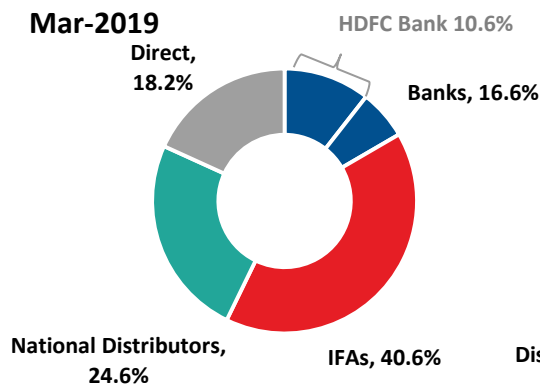
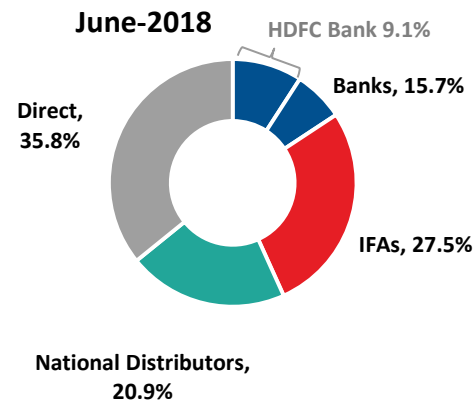
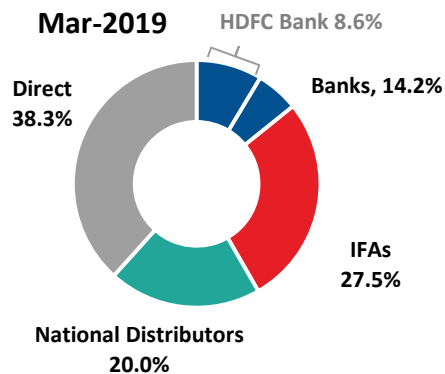
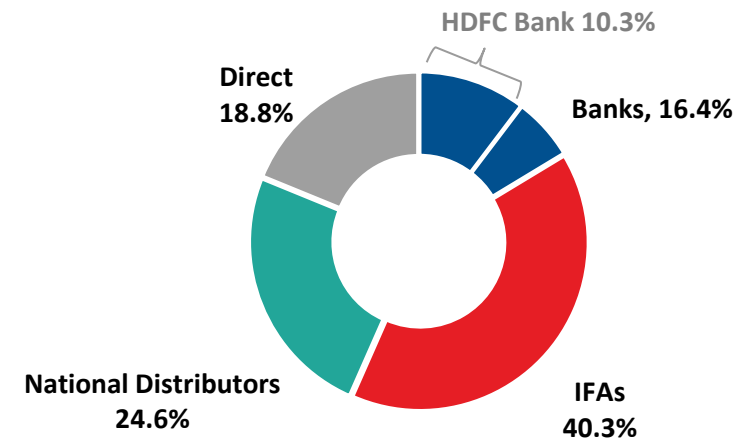
Multi-channel Distribution Network

Well Diversified Distribution Channel

Total AUM (June-19)

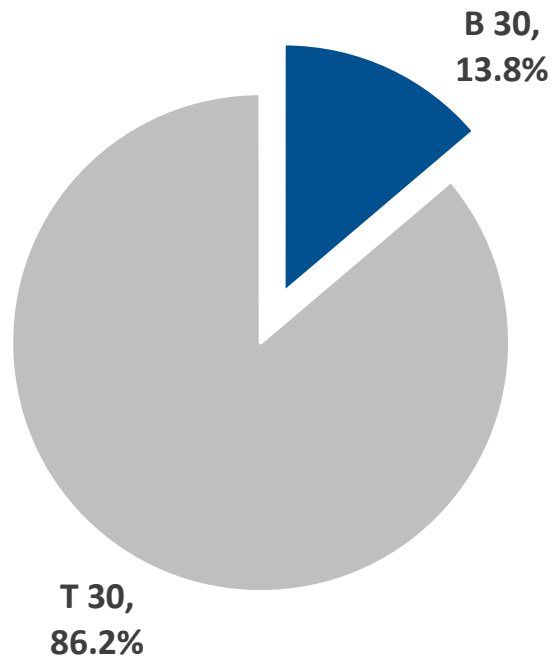


Equity-oriented AUM (June-19)

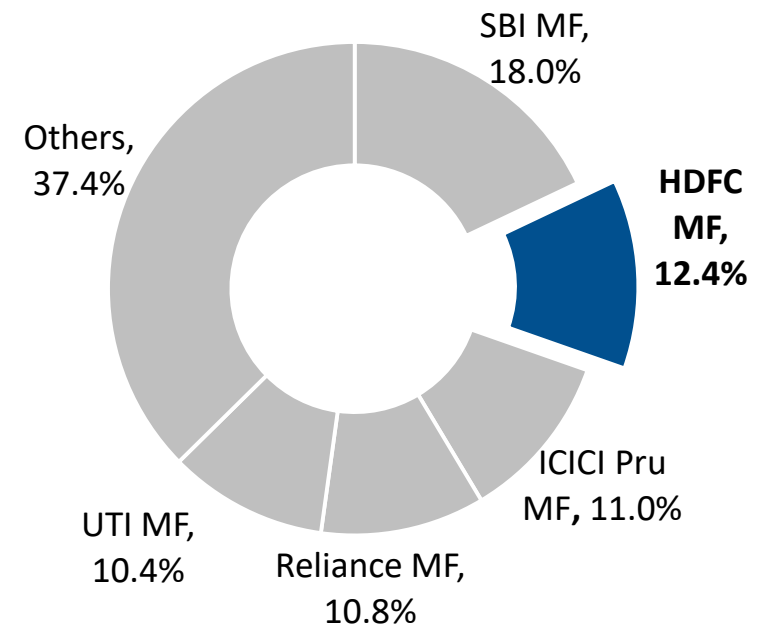


Geographic Spread

Total MAAUM by T30 and B30 cities⁽¹⁾



#2 Player in B-30 Markets⁽¹⁾



Network of 211 branches with 135 in B-30 cities⁽²⁾

c. 75k+ empaneled distribution partners

(1) Source: Internal

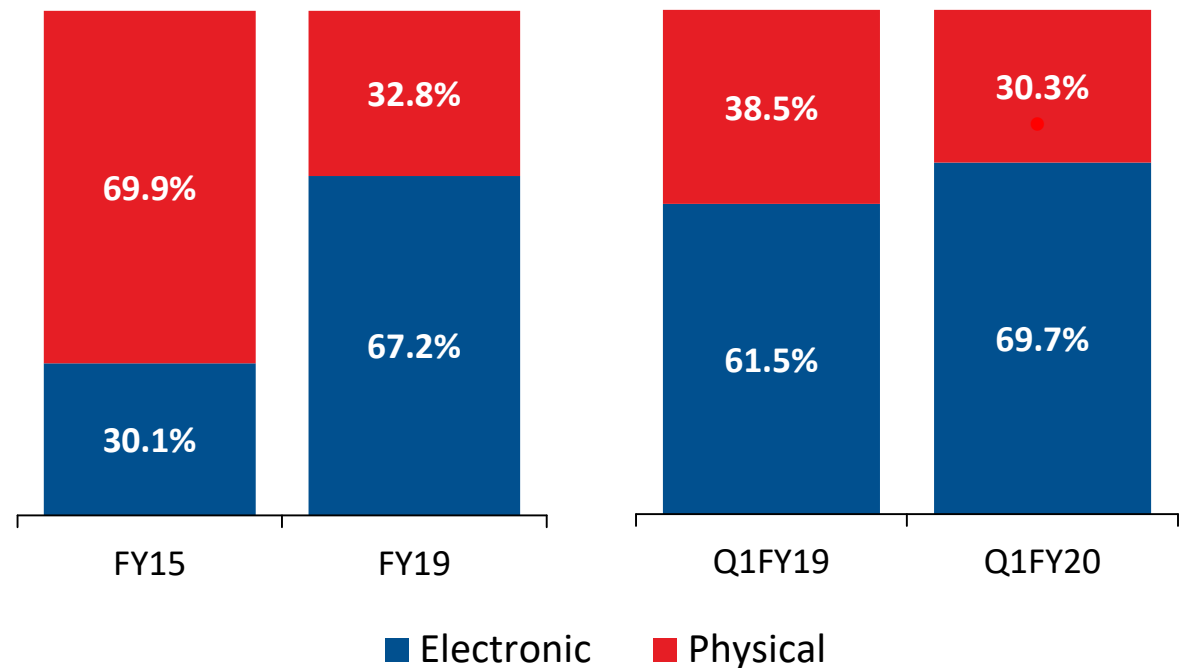
(2) As of June 30, 2019. Includes one representative office in Dubai;

Strong Digital Presence


Supported by Integrated Online Platform



Electronic and Physical Transaction as % of Total Transactions



 Strong online presence - dedicated separate digital platforms distribution partners and customers

 FY15-19 CAGR of 42% for electronic transactions

 17.2% transaction are through HDFC MF Online and mobile application

Financials

Adoption of Indian Accounting Standard 116 - Leases with effect from 1st April 2019.

Effective April 01, 2019, the Company has adopted Ind AS 116 - Leases and applied it to all lease contracts existing on April 01, 2019 using the modified retrospective method. Consequently, the cumulative adjustment has been taken to retained earnings on the date of initial application i.e. April 01, 2019. Based on the same and as permitted under the specific transitional provisions in the standard, the Company is not required to restate the comparative figures.

On transition, the adoption of the new standard resulted in recognition of Right-of-Use asset (ROU) of ₹ 1,149.3 Million (including ₹ 29.6 Million reclassified from other non-financial assets) and a lease liability of ₹ 1,252.3 Million. The cumulative effect of applying the standard resulted in ₹ 86.3 Million (net of taxes) being debited to retained earnings. The effect of this adoption is not material to the profit for the period and earnings per share.

Financials Summary – Quarterly Earnings

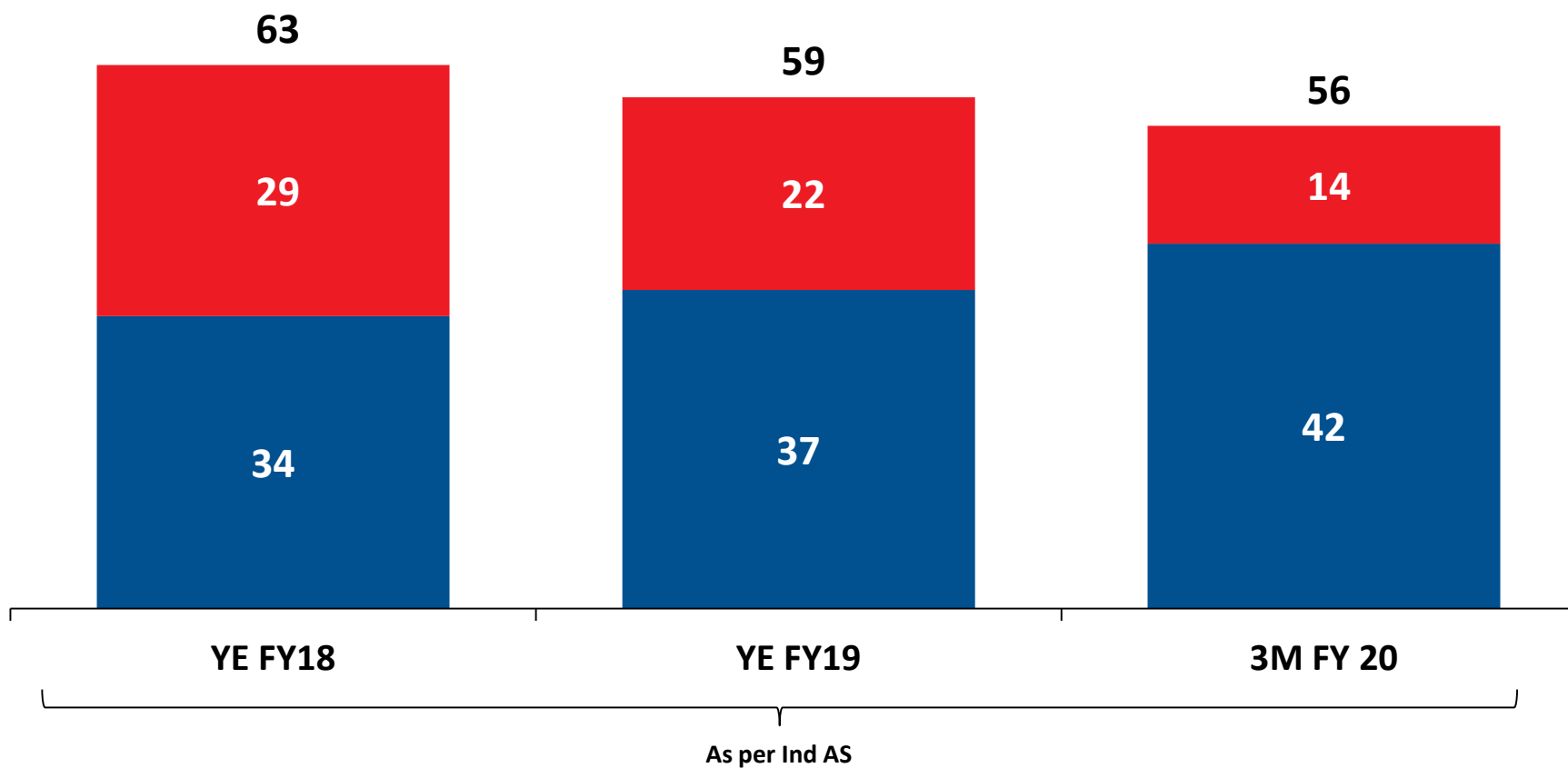
(Rs. mm)			
Particulars	Q1 FY20	Q1 FY19	Change
Income			
Revenue from Operations	5,044	4,712	7%
Other Income	484	299	62%
Total Income	5,528	5,011	10%
Expenses			
Finance Costs	23	-	-
Fees and Commission Expenses	114	839	-86%
Employee Benefit Expenses	567	538	5%
Depreciation and Amortization Expenses	119	26	358%
Other Expenses	406	662	-39%
Total Expenses	1,229	2,065	-40%
Profit before tax	4,299	2,946	46%
Tax Expenses	1,382	894	55%
Profit after tax	2,917	2,052	42%
Other Comprehensive Income (net of tax)	(32)	(1)	3576%
Total Comprehensive Income	2,885	2,051	41%

Particulars	Q1 FY20	Q1 FY19	Change
Revenue from Operations	5,044	4,712	7%
Total Expenses	1,229	2,065	-40%
Operating Profit from core AM business	3,815	2,647	44%

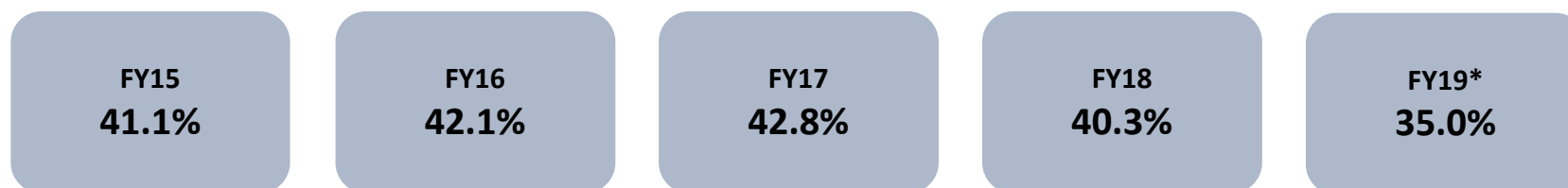
Operating Profit Margin

■ Operating Revenue ■ Operating Expenses ■ PBT&OI

(bps of AAUM)



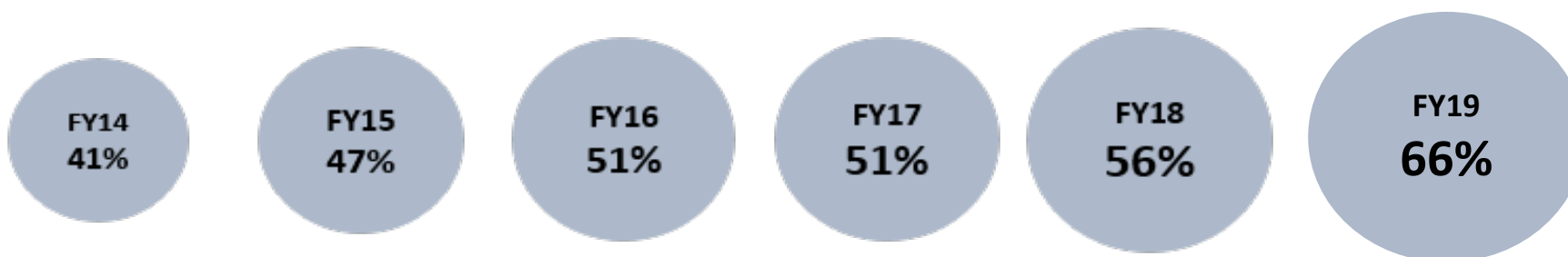
Return on Equity⁽¹⁾



*Return on Equity has reduced in FY 19 due to substantial increase in average networth

Return on Equity from FY15 to FY18 was under Previous GAAP whereas for FY19, it is under Ind AS

Consistently improving Dividend Payout Ratio⁽²⁾



(1) Calculated as Profit After Tax divided by average Net Worth

(2) Including dividend distribution tax. FY19 includes interim dividend of Rs. 12 paid in March 2019 and a final dividend of Rs. 12 proposed by the board on 26th April 2019 which is subject to shareholders' approval

Thank You



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Definitions

AUM refers to Assets Under Management as on end of any given month/period

MAAUM refers to a given month’s average Assets Under Management

QAAUM refers to a given quarter’s average Assets Under Management

AAAUM refers to a given year’s average Assets Under Management

Unless otherwise stated, the above definitions are used for Mutual Fund Assets under management