



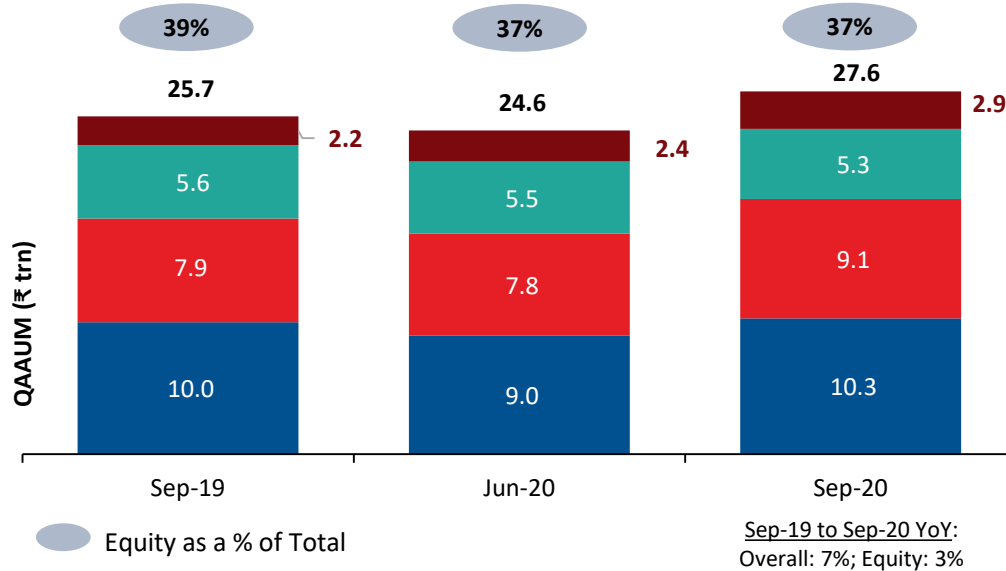
HDFC Asset Management Company Limited

Q2 FY20-21

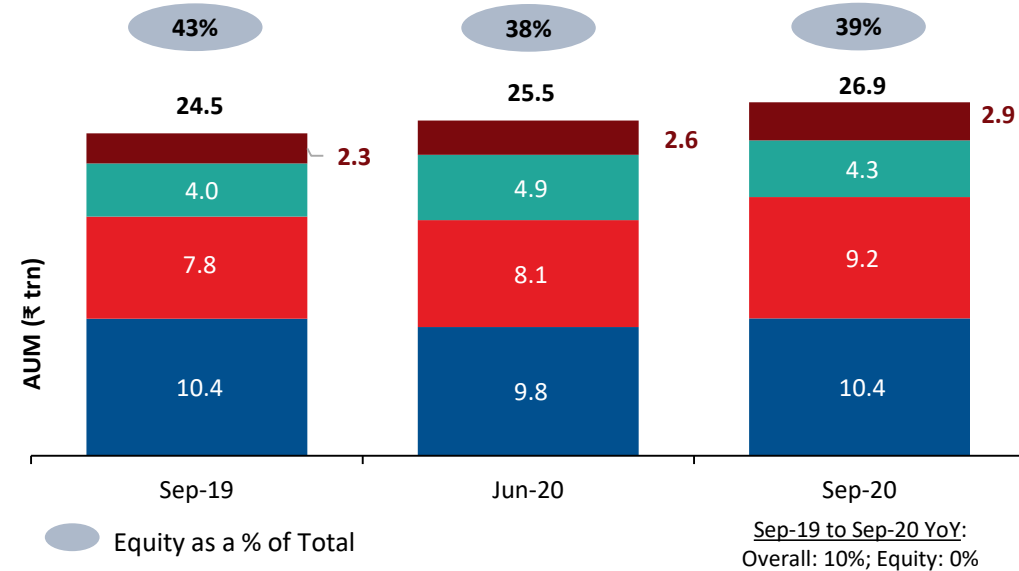
(For the quarter ended September 30, 2020)

Industry - AUM and Net Sales

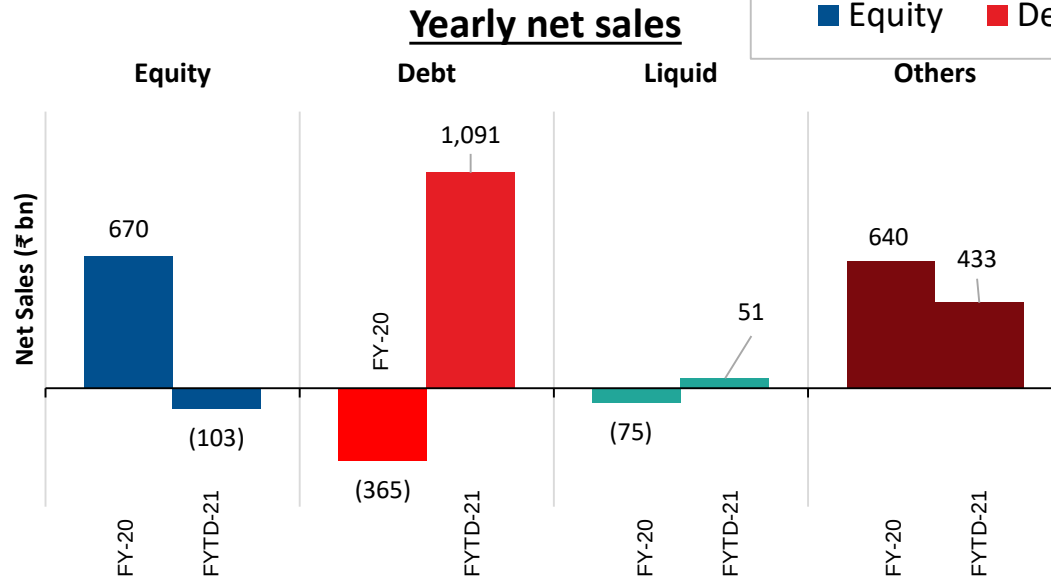
Quarterly Average AUM (QAAUM)



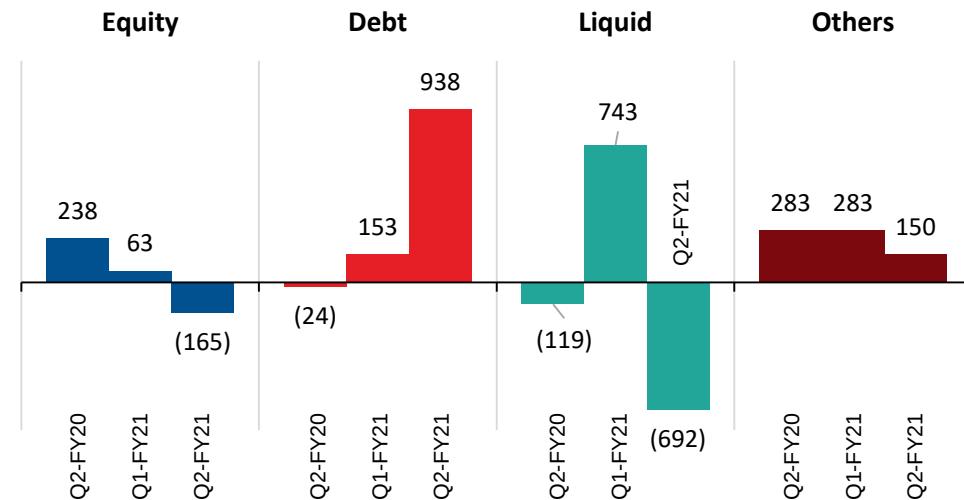
Closing AUM



Yearly net sales



Quarterly net sales

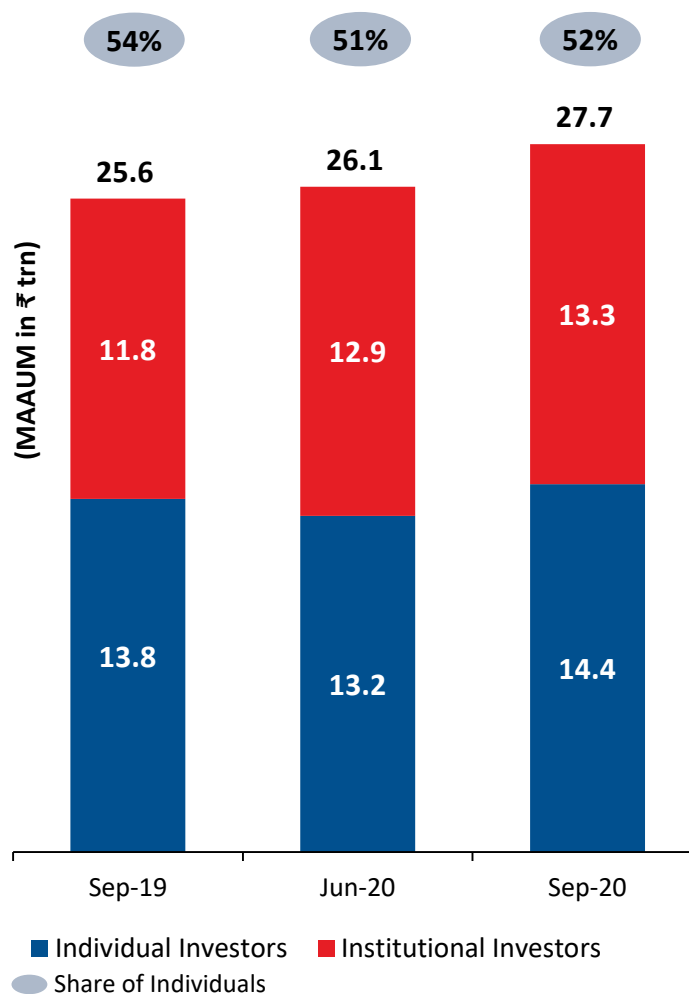


Industry - Individual / Institutional MAAUM, B30

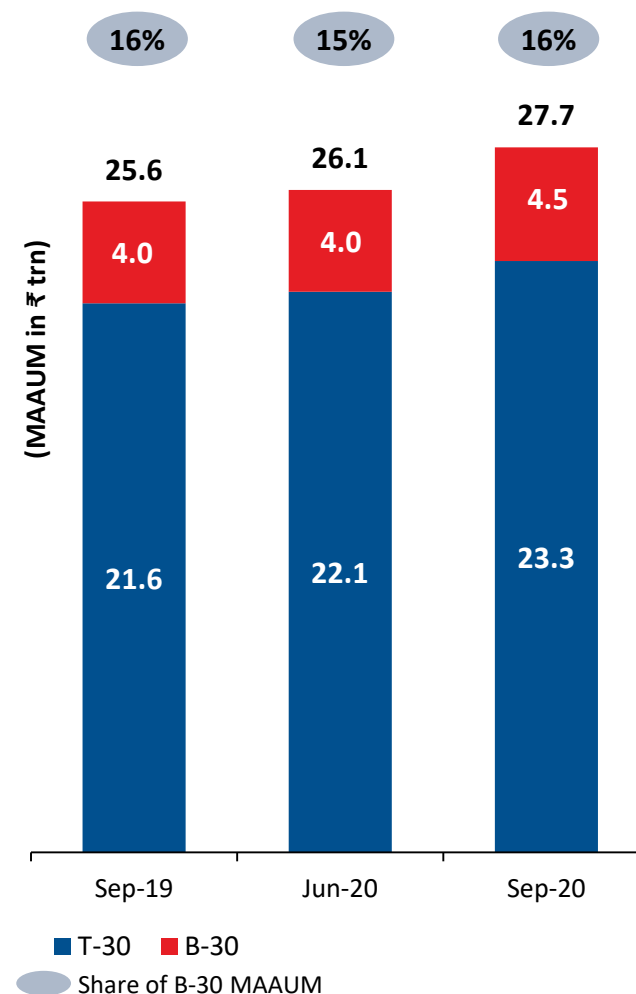
Individual Folios



Overall MAAUM by Investor category

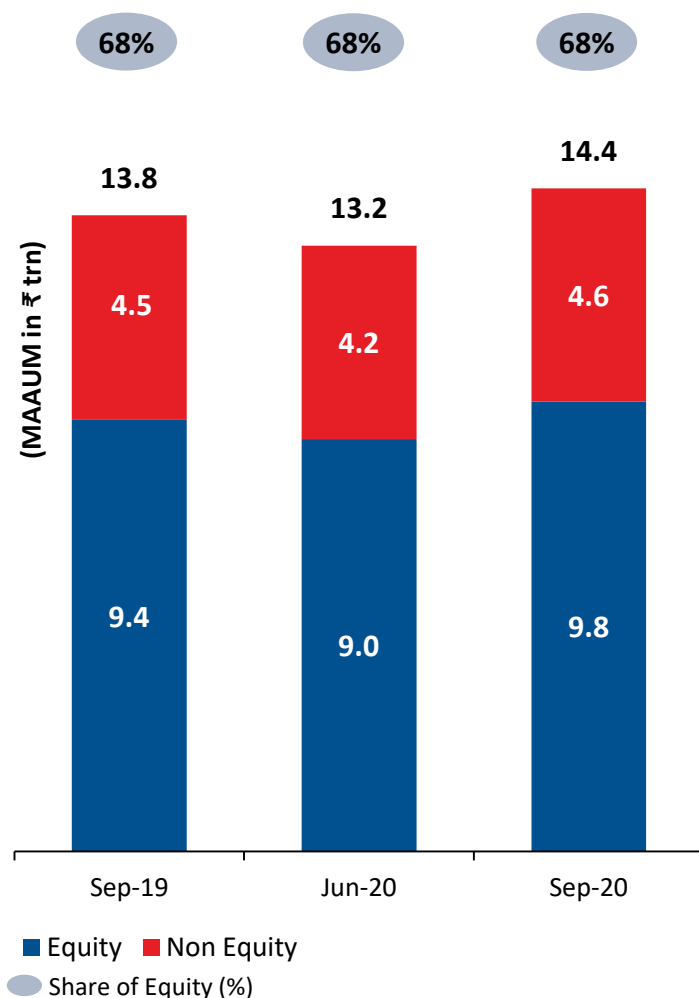


Overall MAAUM by Location

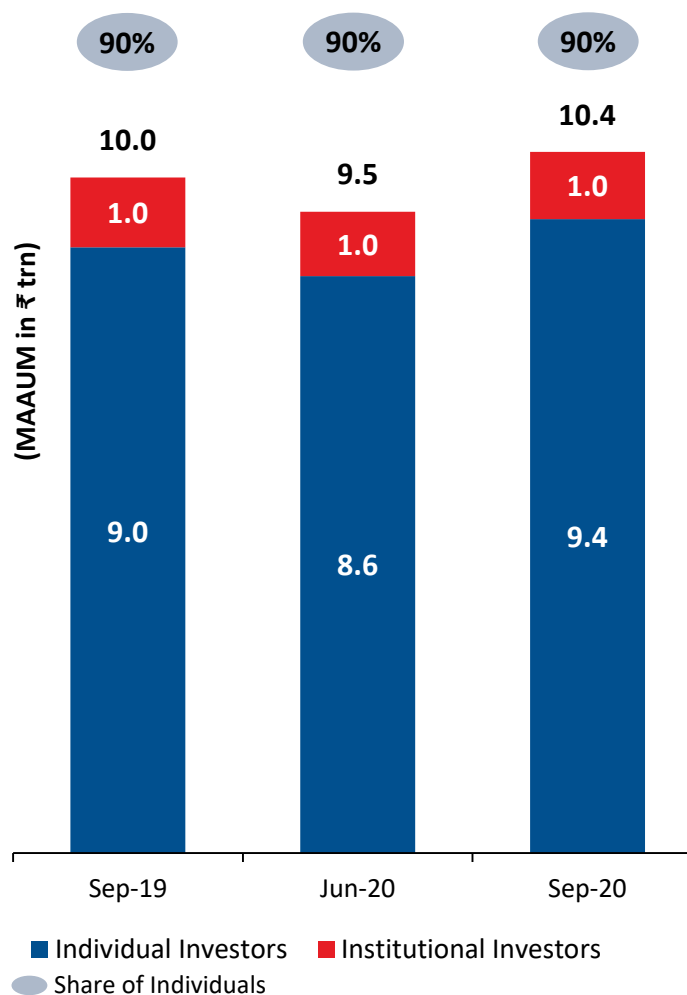


Industry - Individual / Institutional MAAUM, B30

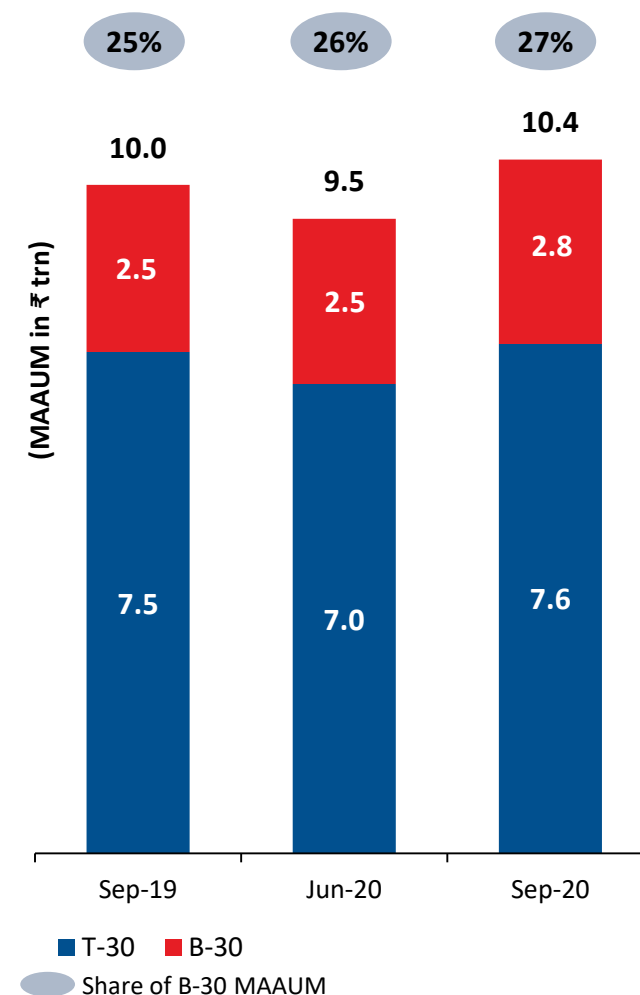
Individual MAAUM by Asset class



Equity MAAUM by Investor category

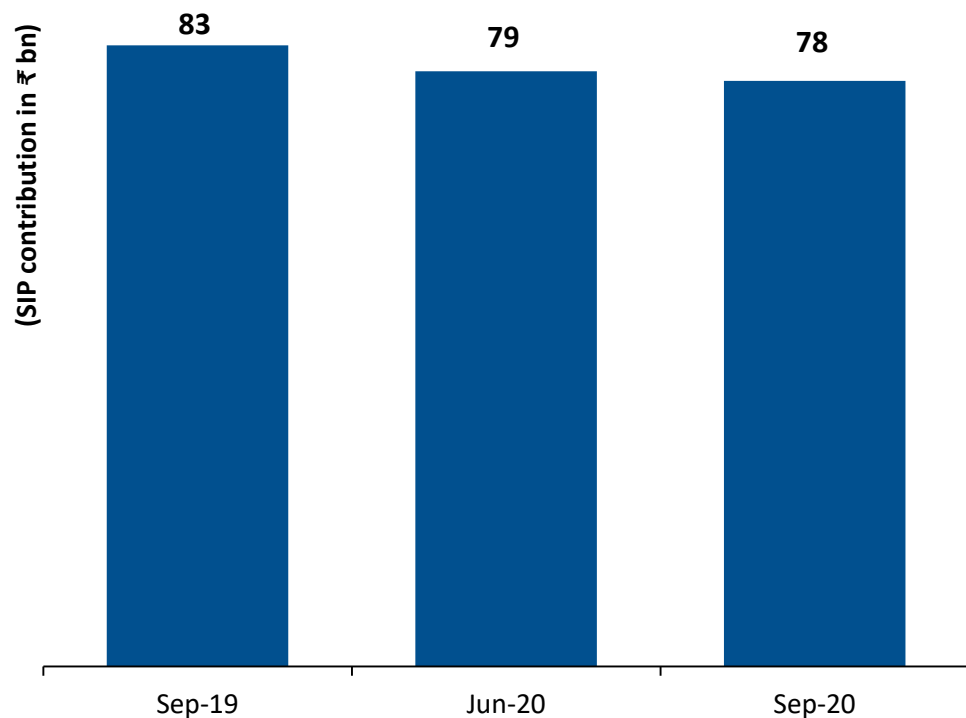


Equity MAAUM by Location

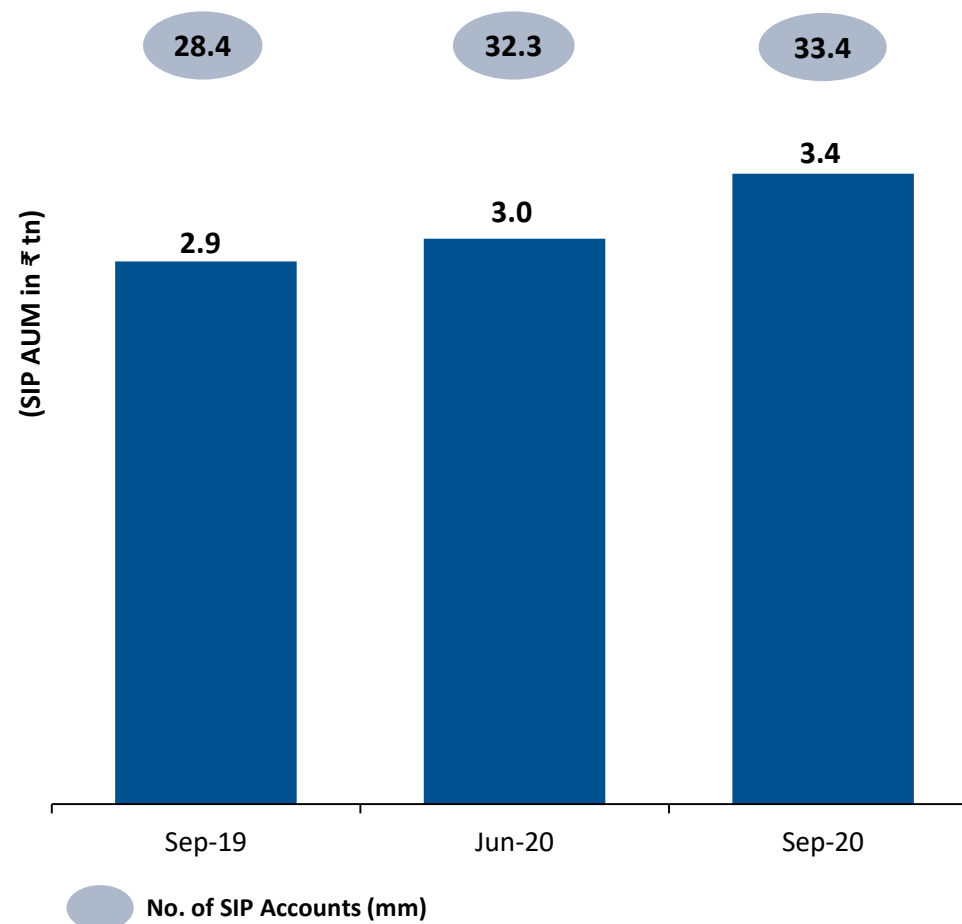


Industry - SIP Flows & AUM

SIP Flows

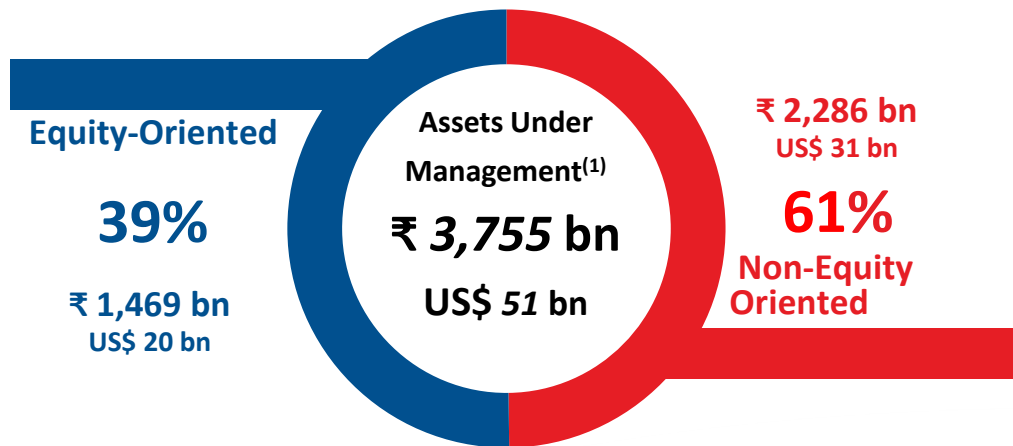


SIP AUM

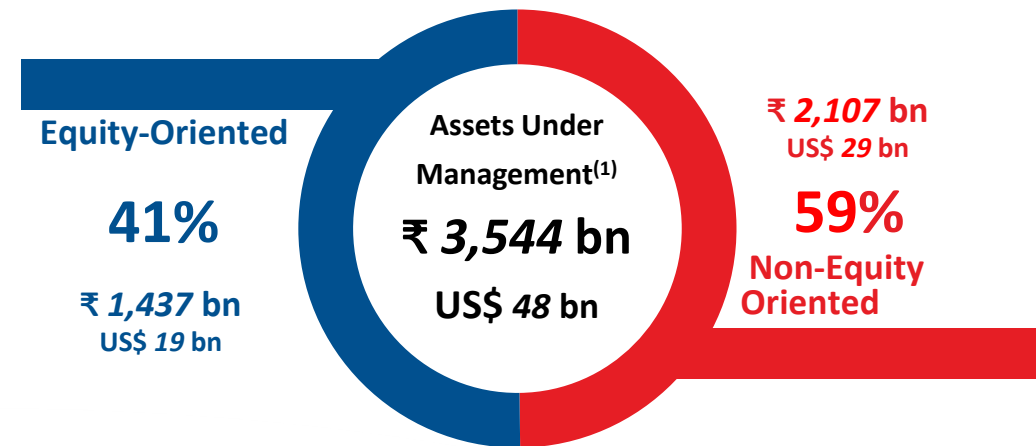


○ HDFC AMC at a glance

Quarterly Average AUM



Closing AUM



5.5 mm
Unique Investors &
9.3 mm Live accounts

₹ 98 bn
PMS & SMA AUM⁽³⁾

223
Branches⁽²⁾;

98%
Pincodes serviced
across India

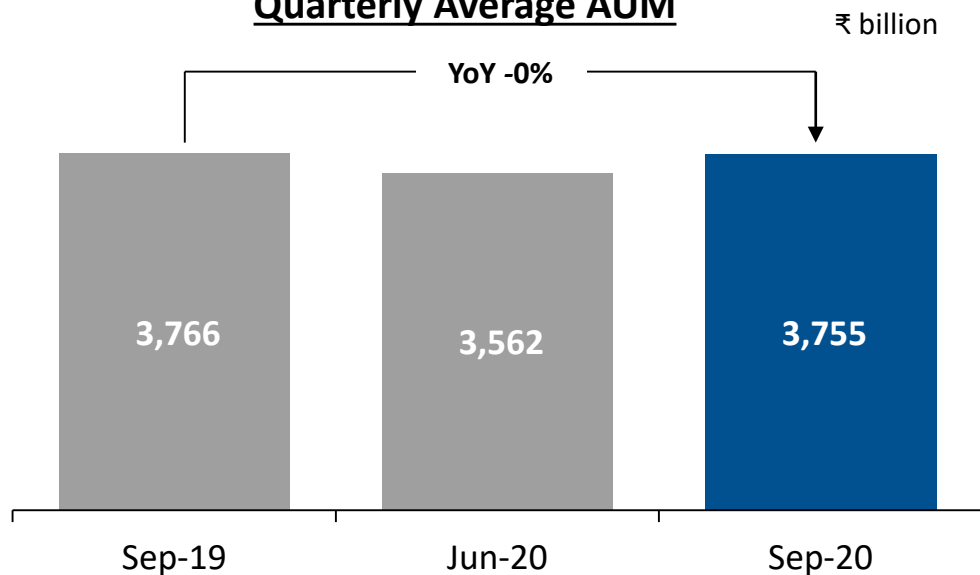
₹ 2,036 bn
Individual MAAUM

1,176
Employees

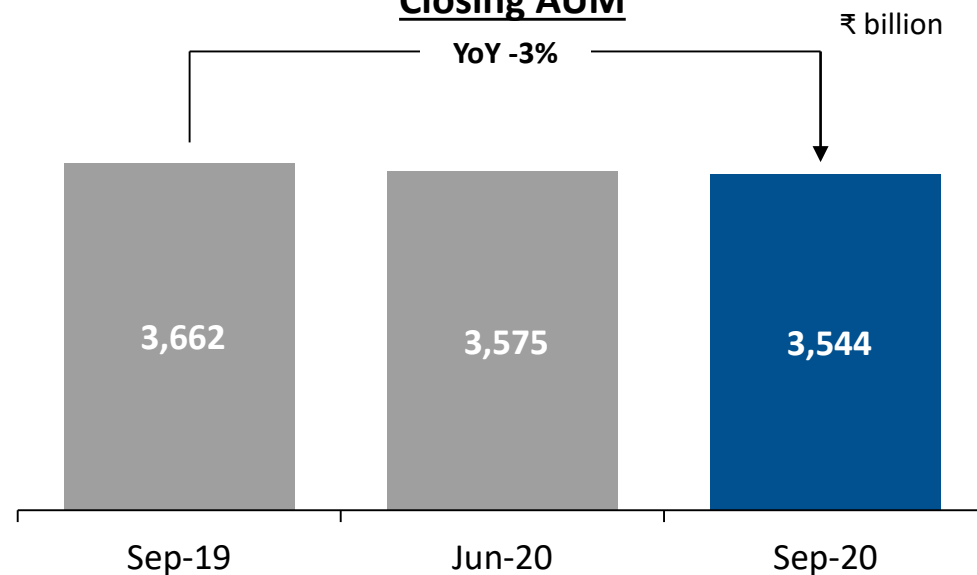
65k+ Empaneled
Distribution Partners

○ Total AUM and Market Share

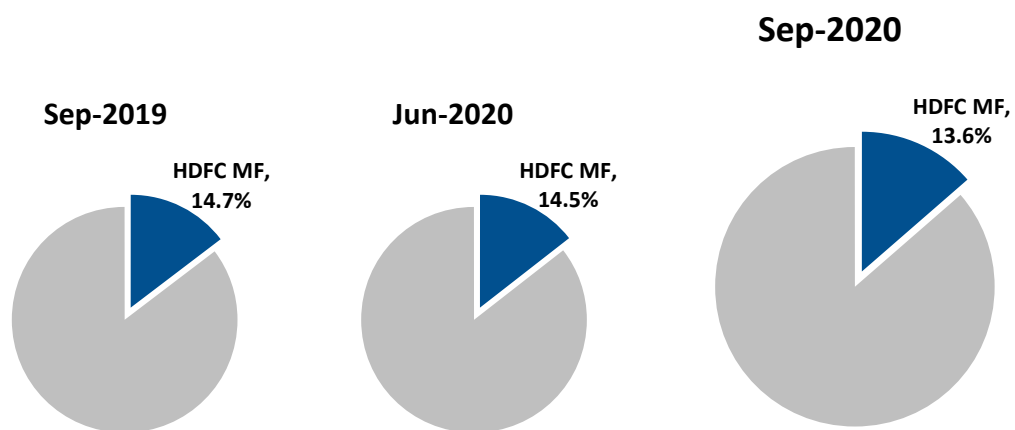
Quarterly Average AUM



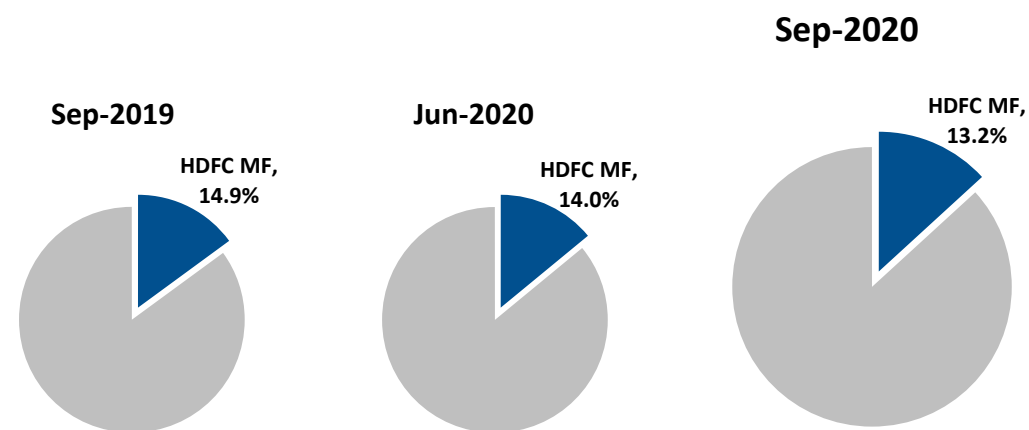
Closing AUM



Market Share - Quarterly Average AUM

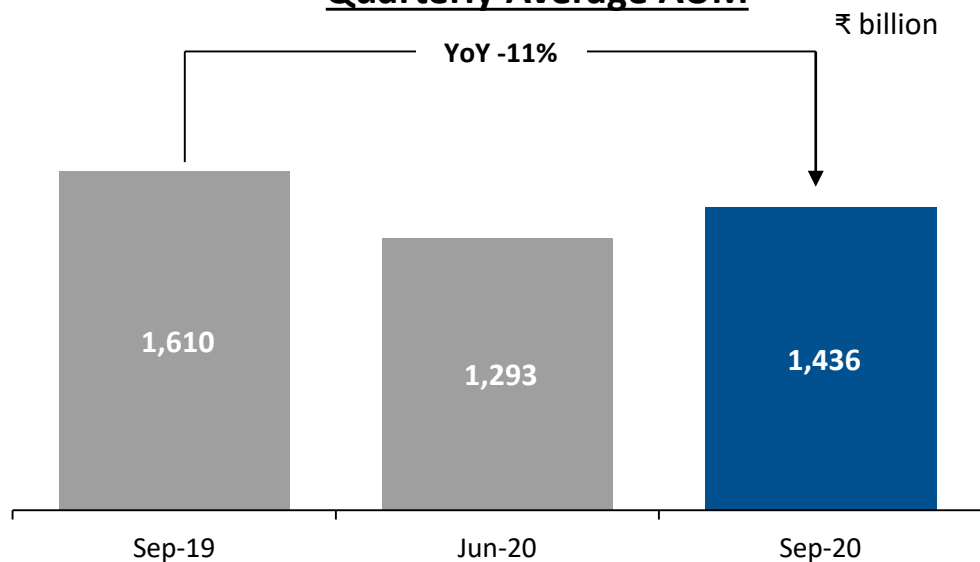


Market Share – Closing AUM

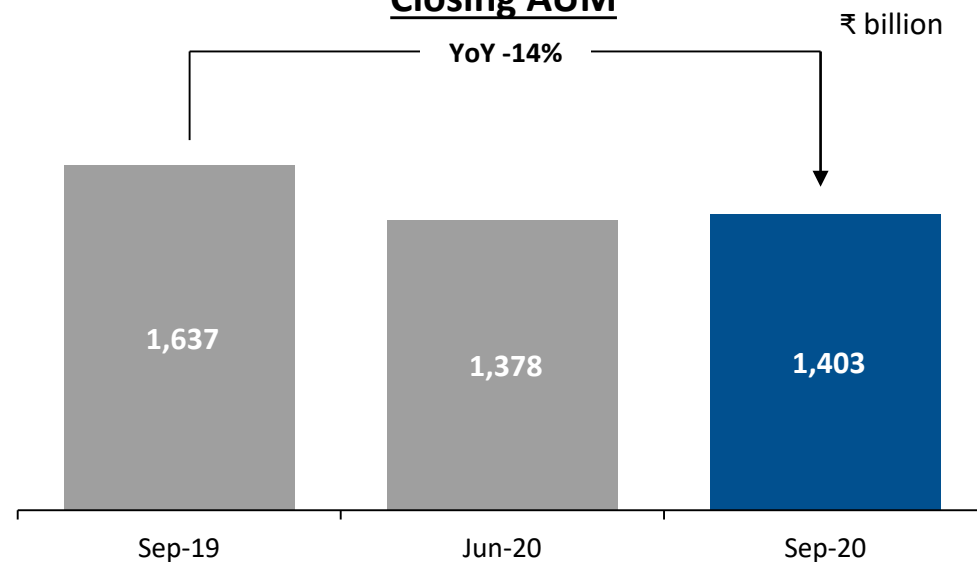


Actively Managed Equity-oriented AUM and Market Share

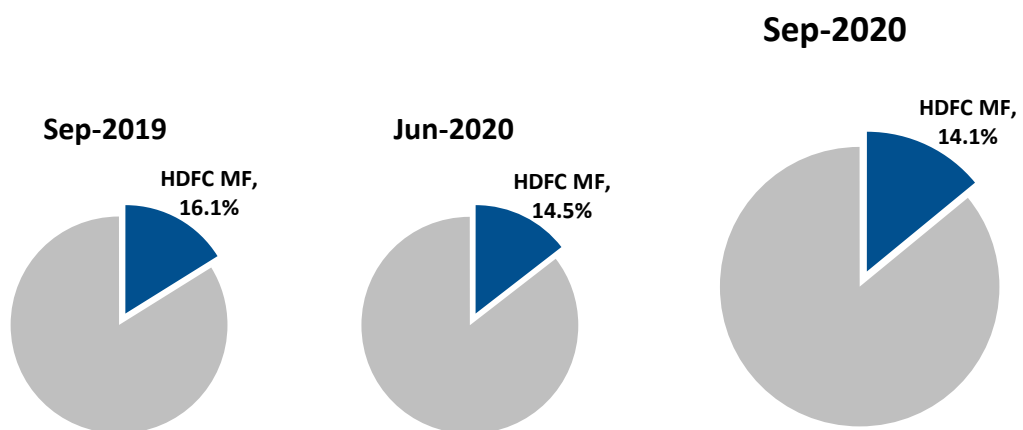
Quarterly Average AUM



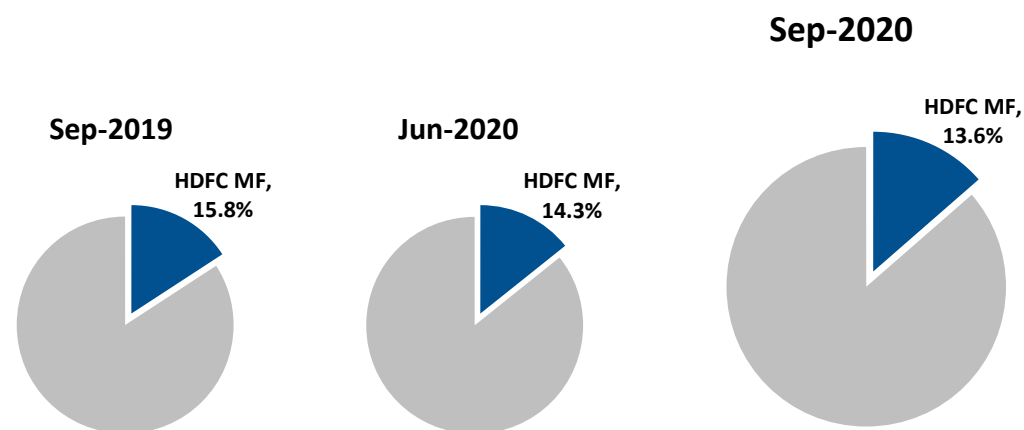
Closing AUM



Market Share - Quarterly Average AUM

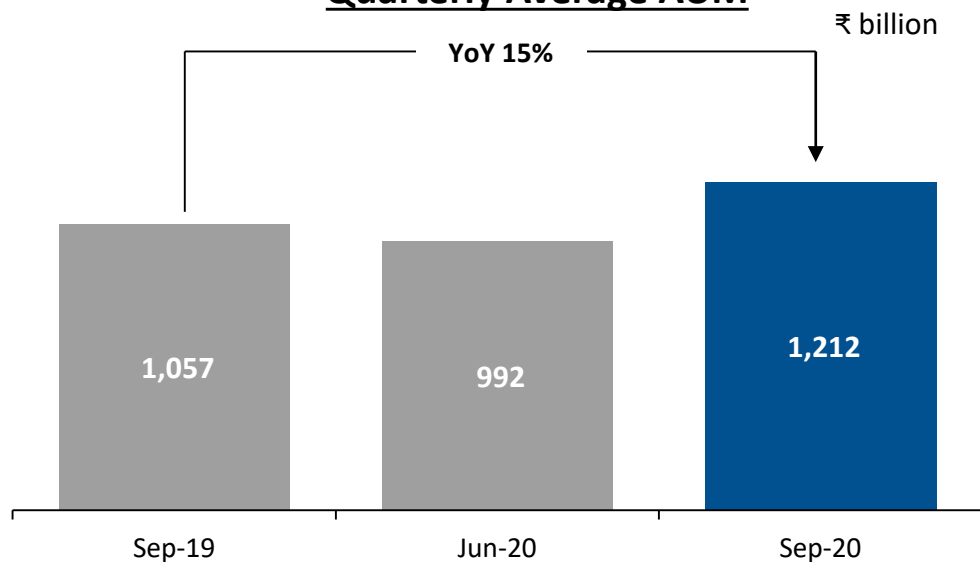


Market Share – Closing AUM

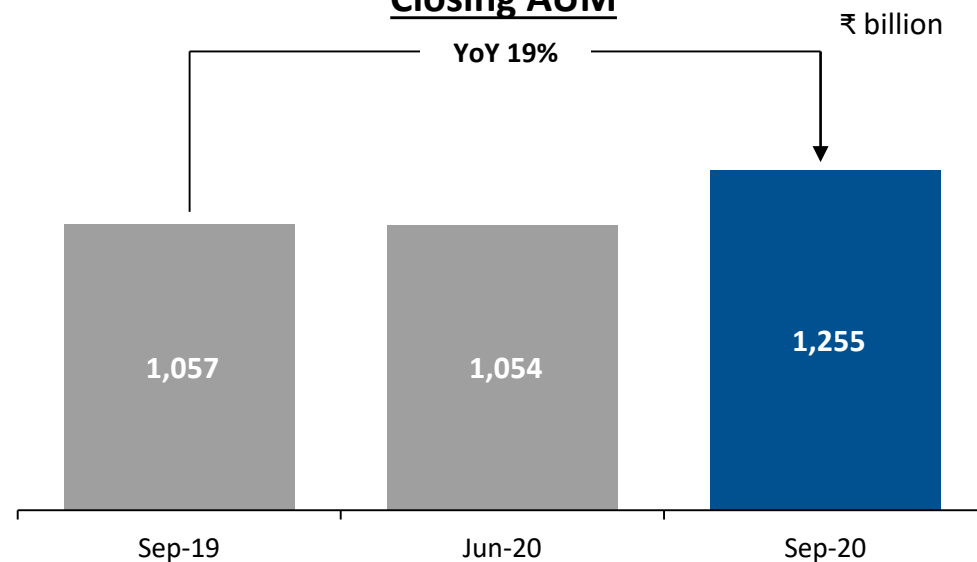


Debt AUM and Market Share

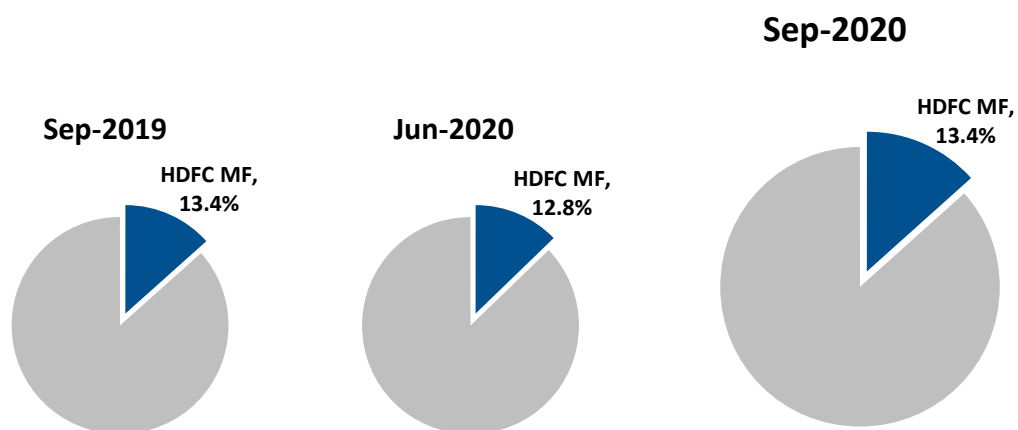
Quarterly Average AUM



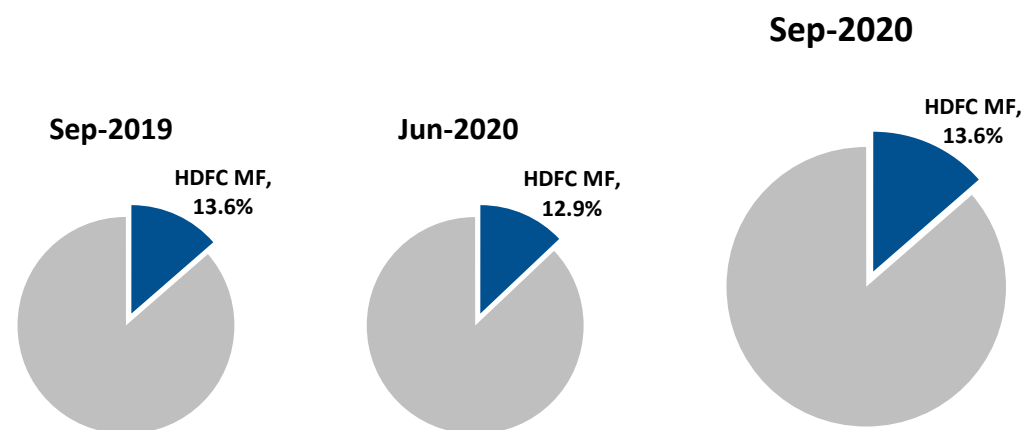
Closing AUM



Market Share - Quarterly Average AUM

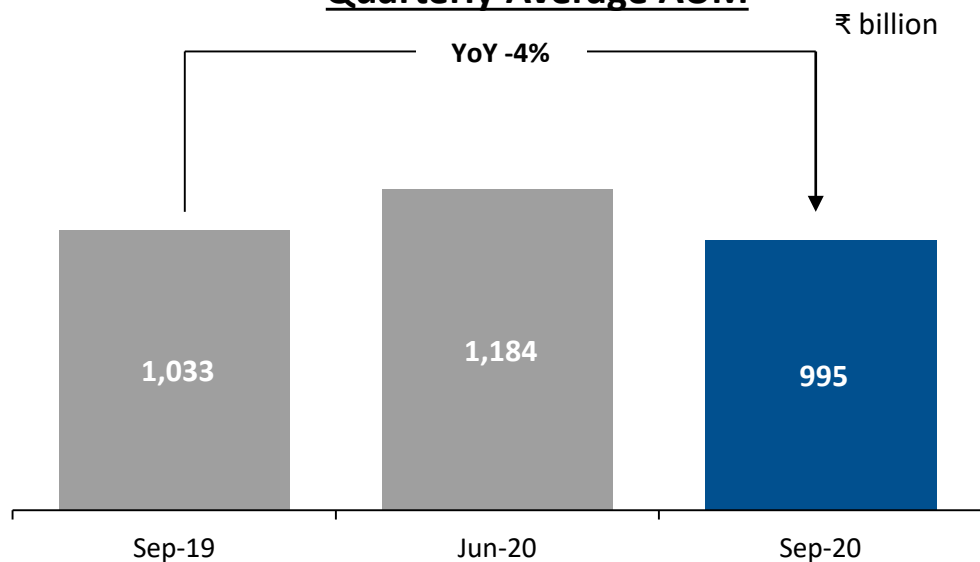


Market Share – Closing AUM

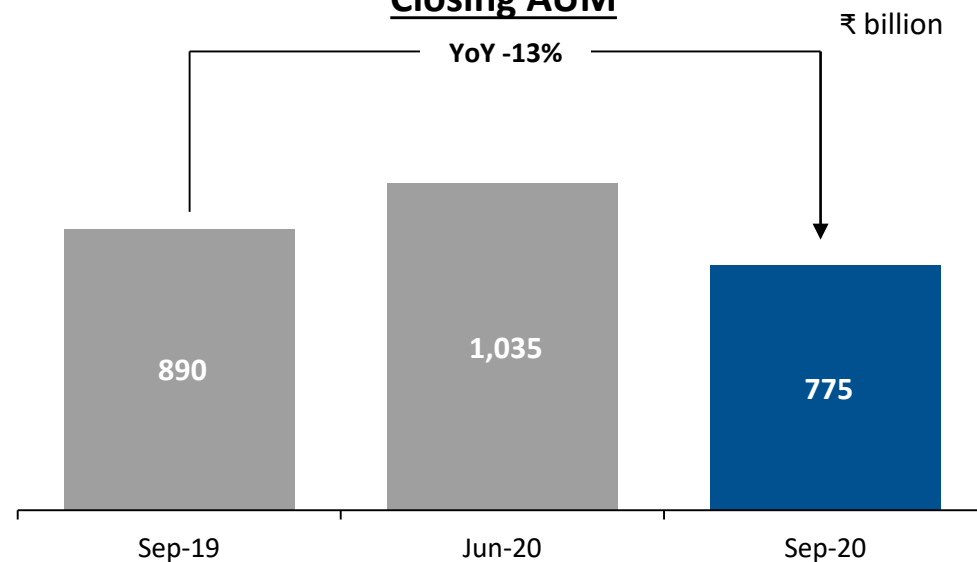


Liquid AUM and Market Share

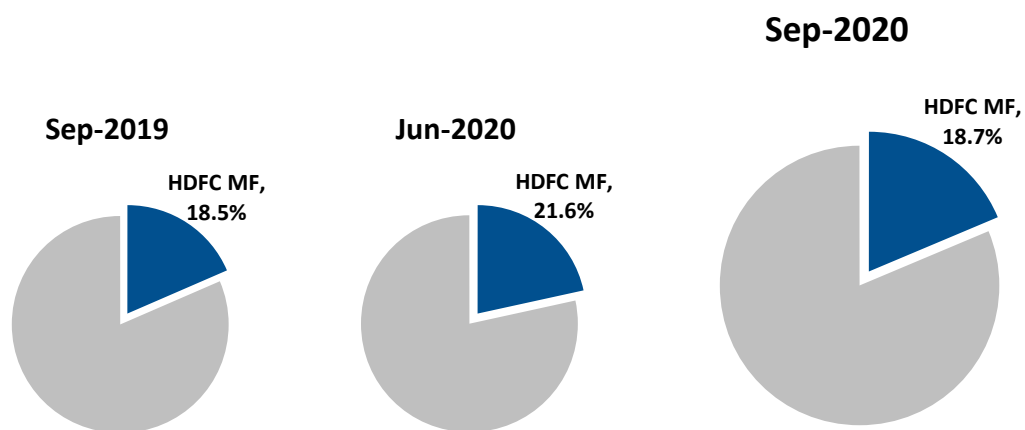
Quarterly Average AUM



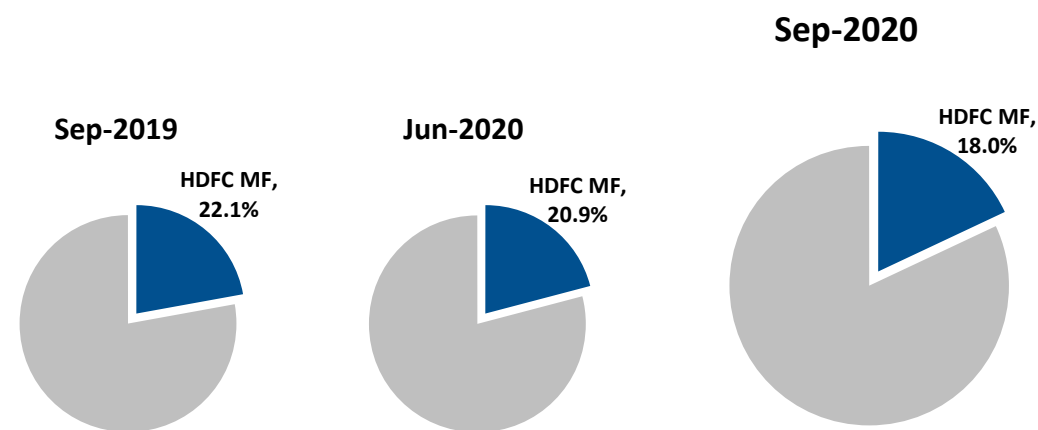
Closing AUM



Market Share - Quarterly Average AUM



Market Share – Closing AUM



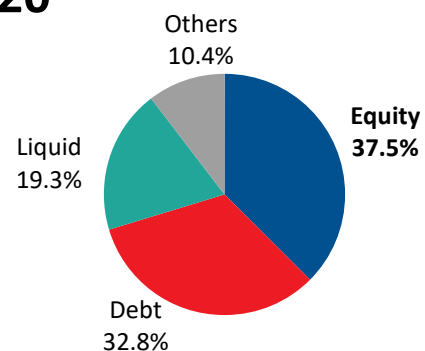
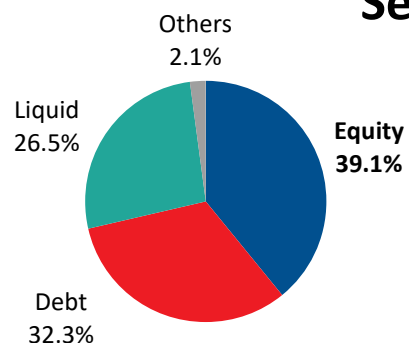
○ AUM by Segment – HDFC AMC and Industry

Quarterly Average AUM

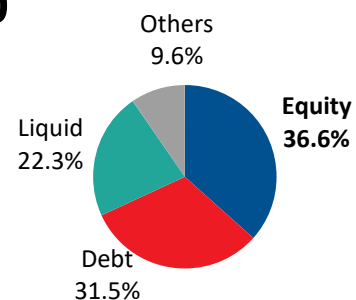
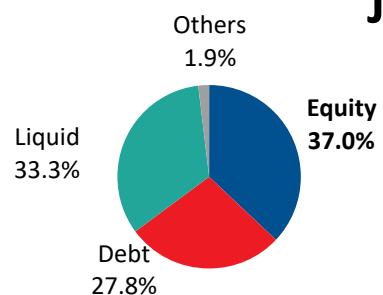
HDFC MF

Industry

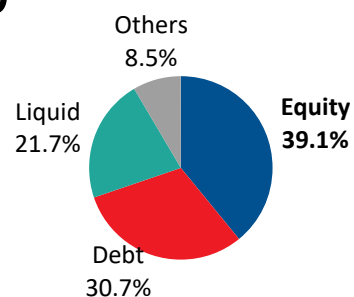
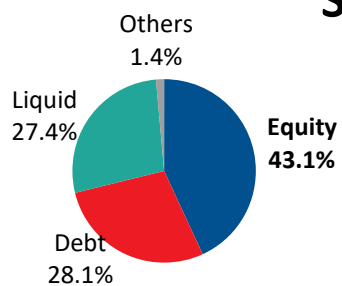
Sep-2020



Jun-2020



Sep-2019

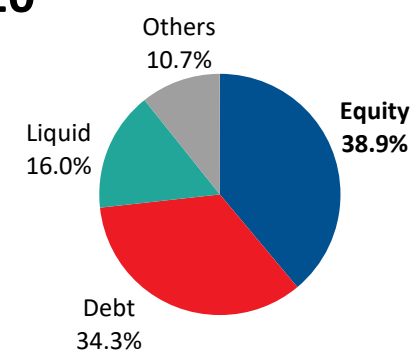
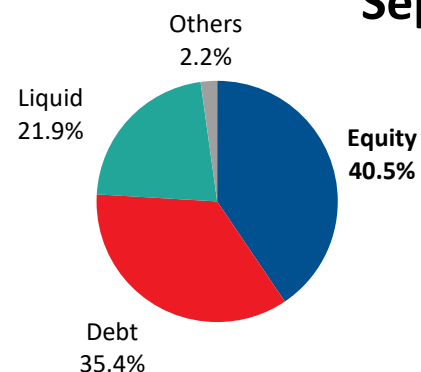


Closing AUM

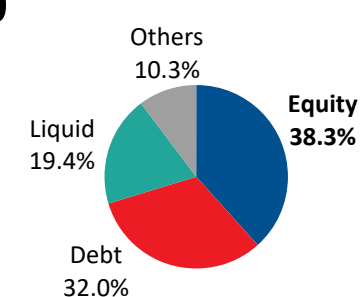
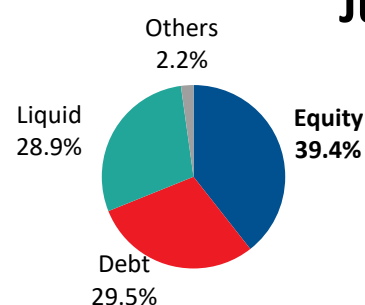
HDFC MF

Industry

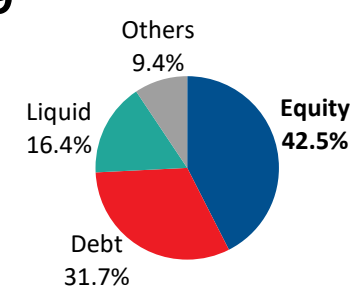
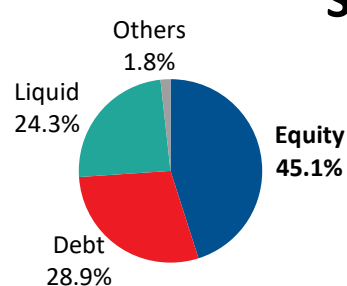
Sep-2020



Jun-2020

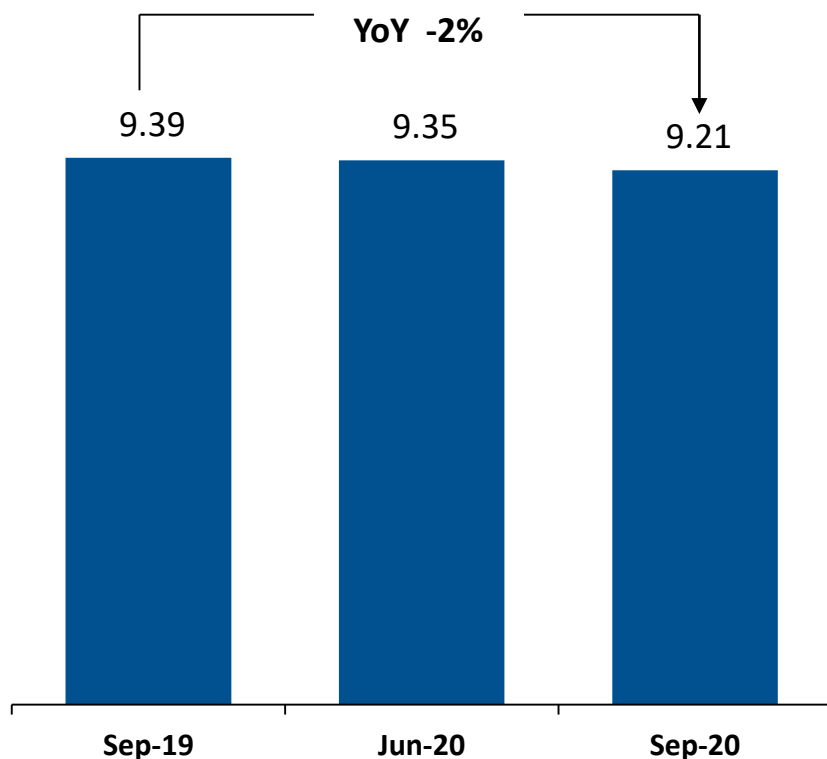


Sep-2019

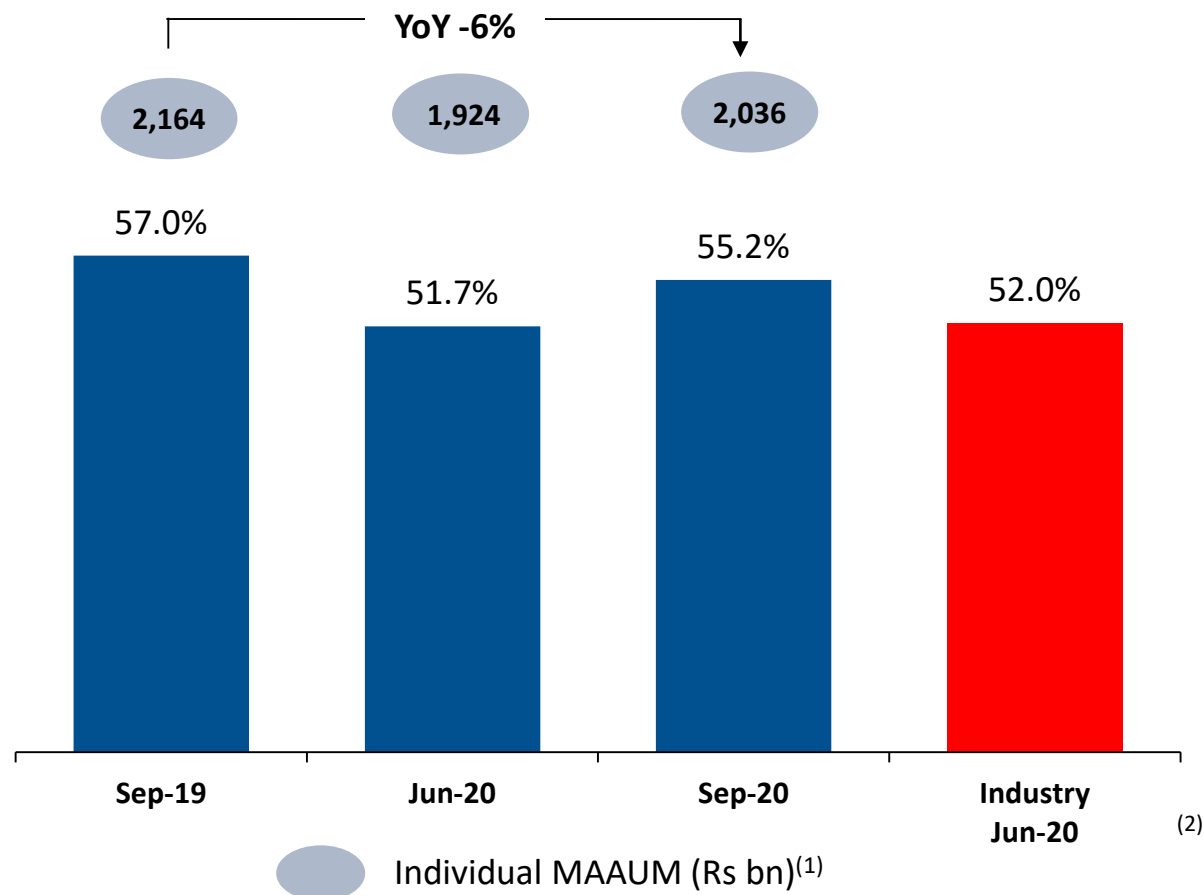


Individual Investors – Accounts & MAAUM

Number of Live Individual Accounts (in millions)



Individual MAAUM % of Total

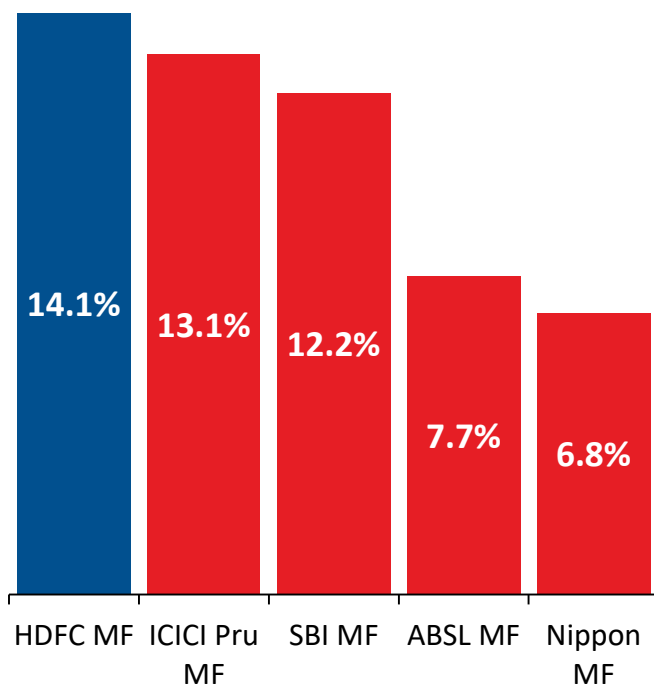


Individual customers prefer equity-oriented schemes and stay invested for longer periods

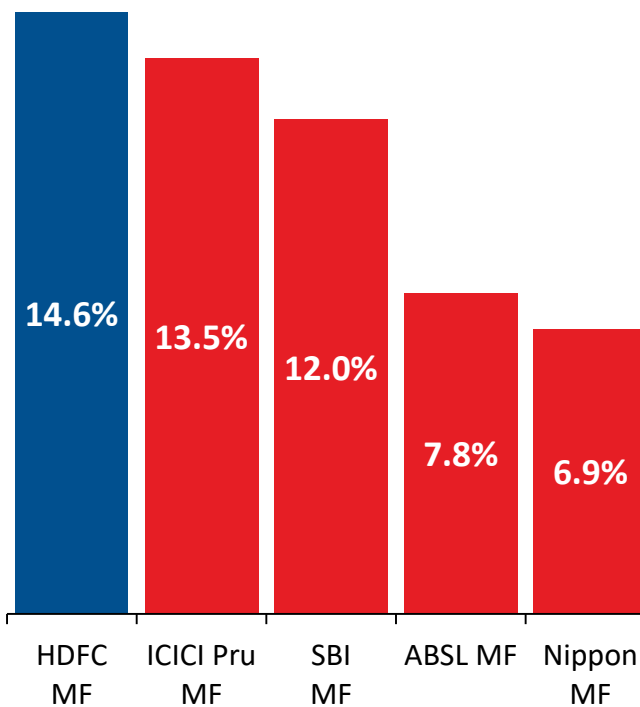
○ Most Preferred Choice of Individual Investors

Individual Assets Market Share

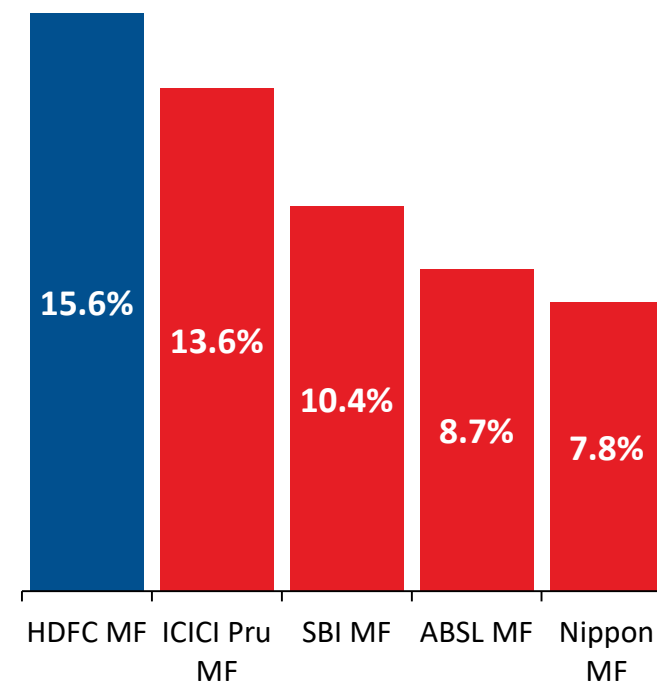
Sep-20



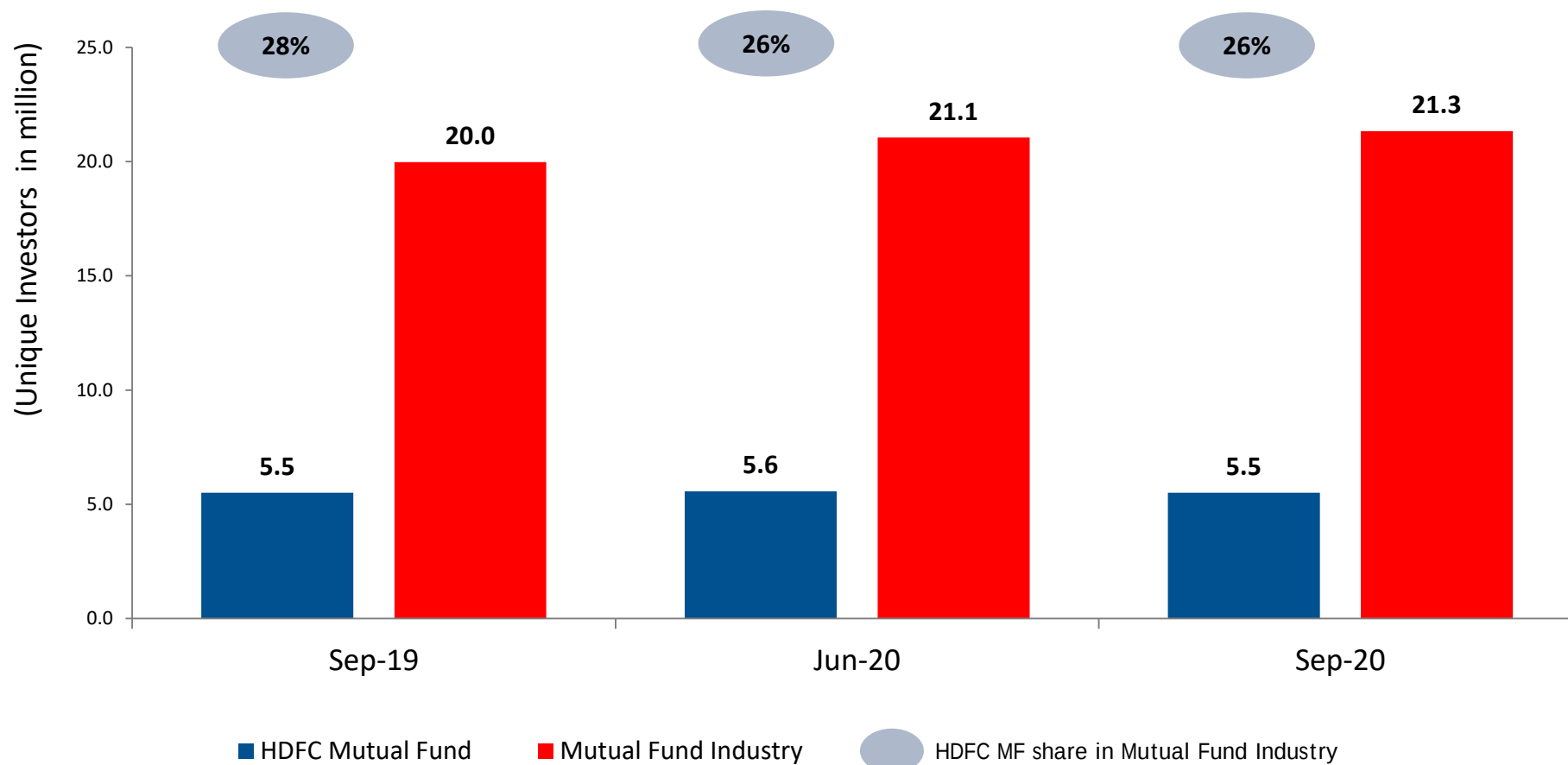
Jun-20



Sep-19



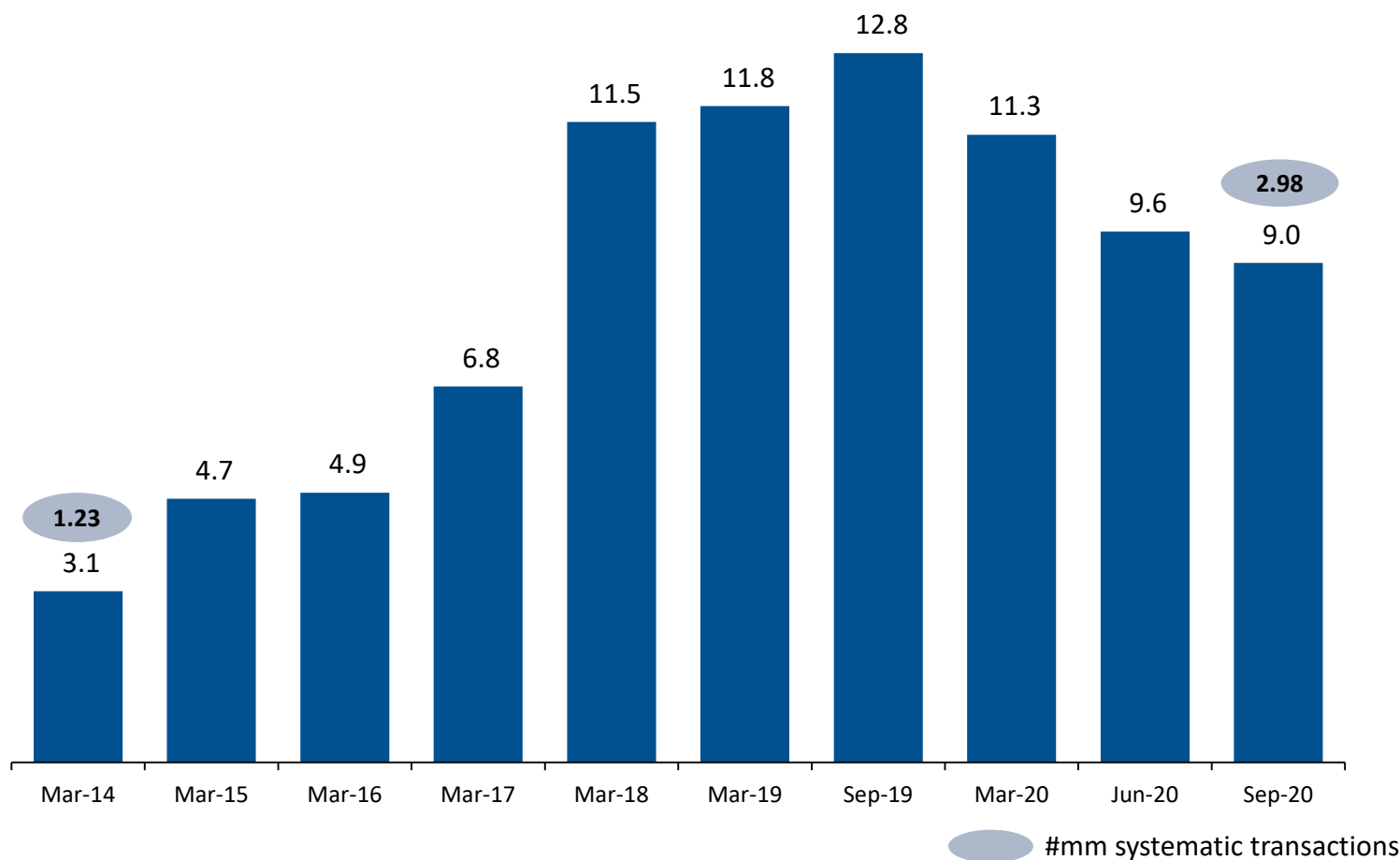
Unique Investors- HDFC AMC vs MF Industry



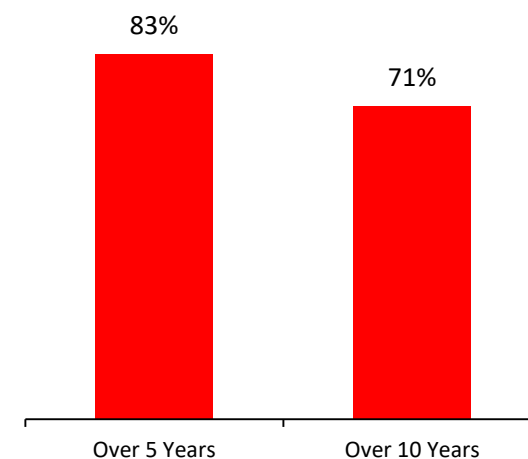
Systematic Transactions

Inflows Through Systematic Transactions

Systematic Transactions (₹ bn)



Long Tenure SIP Book⁽¹⁾



SIP AUM⁽²⁾: ₹ 454 bn

Strong and stable “Order Book” to provide predictable flows

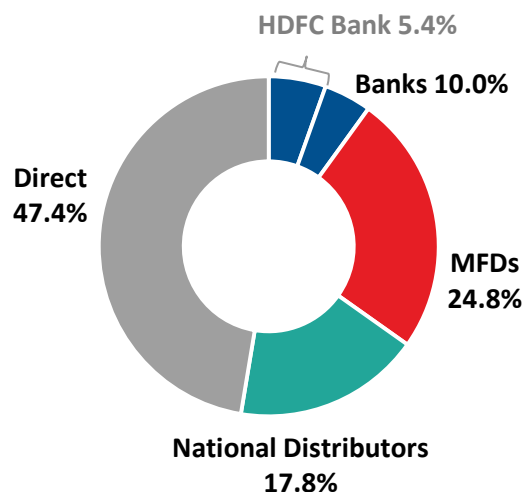
Source: Internal

(1) Based on tenure at the time of registration of all live SIPs during Sep-20 (2) as on 30th September 2020

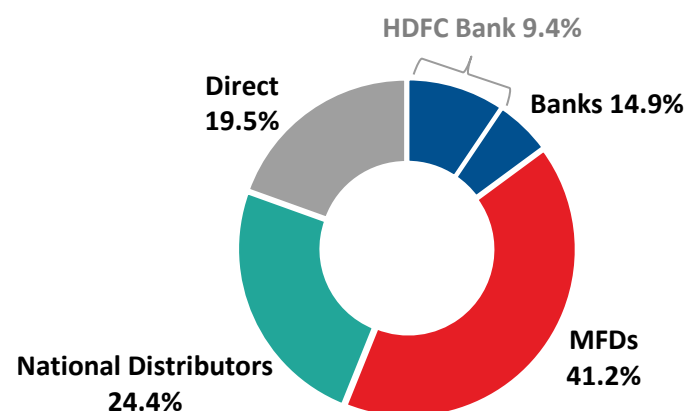
Multi-channel Distribution Network

Well diversified distribution channels

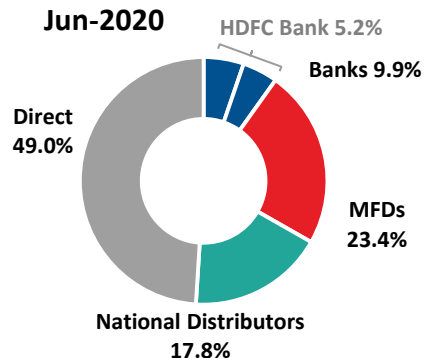
Total AUM (Sep-20)



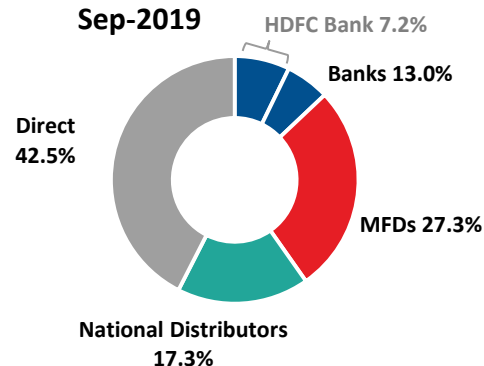
Equity-oriented AUM (Sep-20)



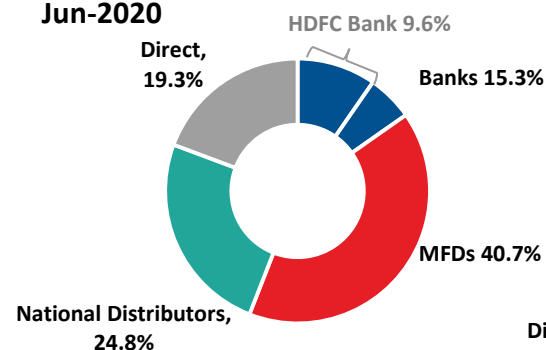
Jun-2020



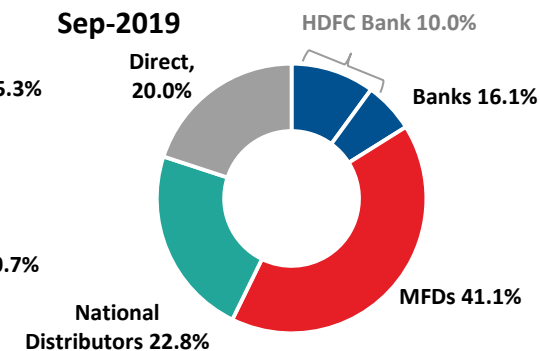
Sep-2019



Jun-2020



Sep-2019

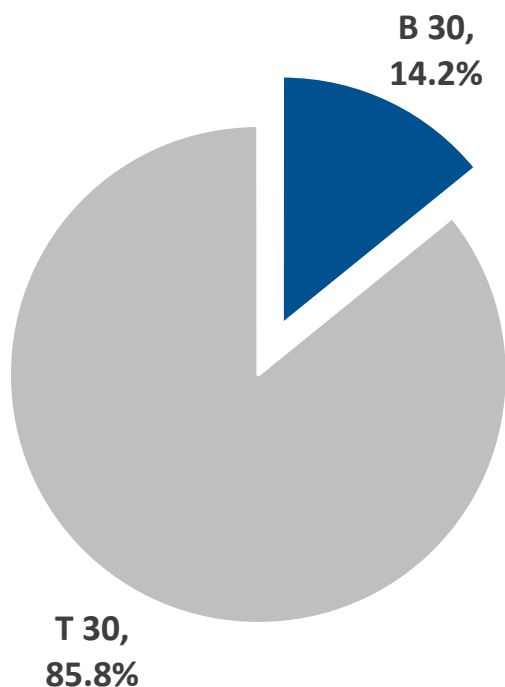


Source: Based on internal classification.

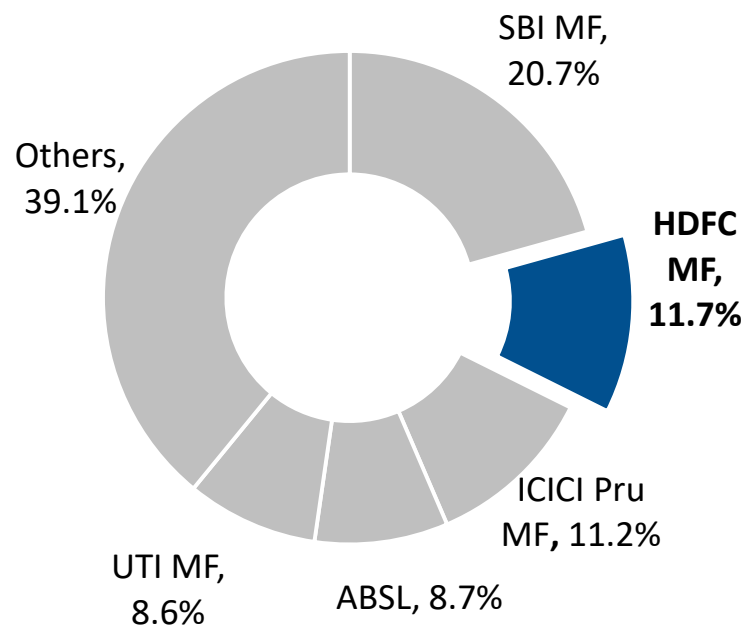
Note: Mutual Fund Distributors (MFDs) erstwhile known as Independent Financial Advisers (IFAs)

Geographic Spread

Total MAAUM by T30 and B30 cities



#2 Player in B-30 Markets



We serve customers across 98% of all pincodes in India

Network of 223 branches with 146 in B-30 cities⁽²⁾

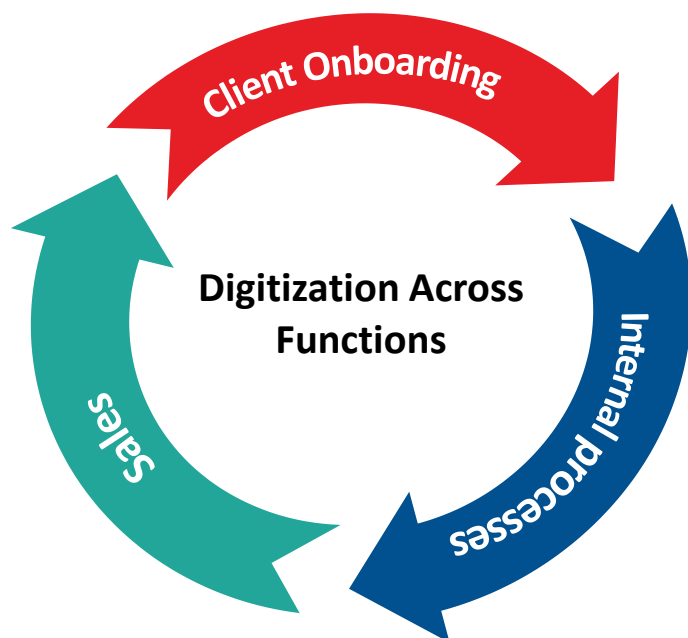
65k+ empaneled distribution partners

(1) Source: AMFI

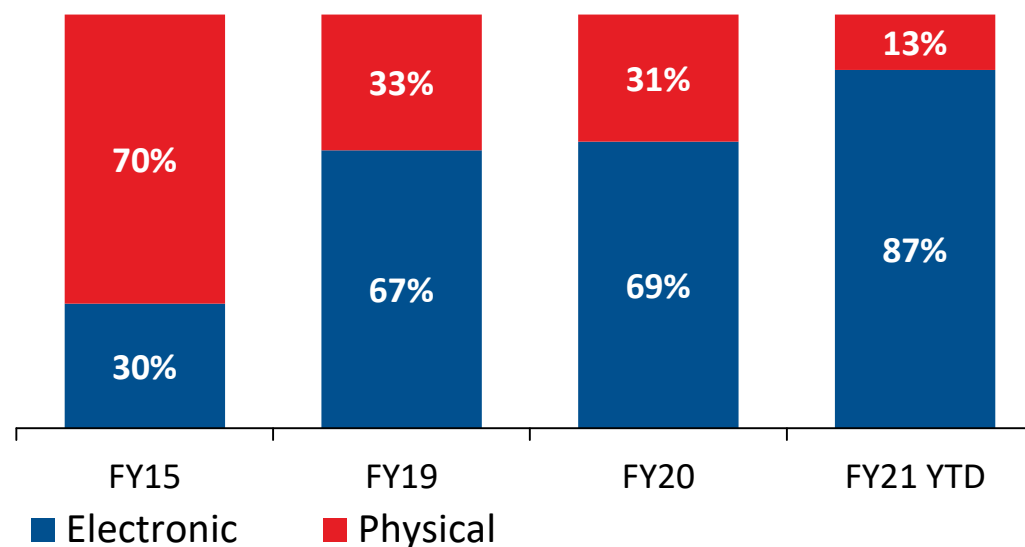
(2) As of September 30, 2020. Includes one representative office in Dubai;

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 to FY20 CAGR of 36% in electronic transactions, and CAGR of 15% in total transactions

18% of all transactions during FY21TD were through HDFC MF Online and mobile application

50k+ logins per day on MF online and 50+ new user registrations every hour.⁽¹⁾

Source: Internal

⁽¹⁾ Assuming 22 working days a month. This includes for both Partner and Investor.

Digital Initiatives - Enhanced



WhatsApp for Investors for easy transactions, statements and more

hdfcfund.com

Investors & Partners: Quick links for easy online transactions, website landing page assisting with digital transactions etc.



Videos to help investors and partners in their Digital journey



Facility for internal employees to create transactions on behalf of partners



Digital Marketing Education Series for MFDs & personalized websites



End to End Digital Solution: E-KYC, Onboard, Transact and Interact



eOTM:
Online eOTM registration for hassle free transacting



Missed Call Service:
Missed call to receive a call back for Digital queries



Schedule Transactions
Enable investors to schedule their transactions in advance and receive alerts to transact

10,000 + Partner Coverage

90,000 + total participants

120+ programmes organized

33 YouTube Videos & 22K views on our channels

Financials

Financials Summary – Half Yearly Earnings

(₹ mm)

Particulars	HYE FY21	HYE FY20	Change
Income			
Revenue from Operations	8,677	10,024	-13%
Other Income	1,935	994	95%
Total Income	10,612	11,018	-4%
Expenses			
Finance Costs	44	46	-4%
Fees and Commission Expenses	27	122	-78%
Employee Benefit Expenses	1,061	1,145	-7%
Depreciation and Amortization Expenses	278	243	14%
Other Expenses	770	888	-13%
Total Expenses	2,180	2,444	-11%
Profit before tax	8,432	8,574	-2%
Tax Expenses	2,029	1,974	3%
Profit after tax	6,403	6,600	-3%
Other Comprehensive Income (net of tax)	2	(40)	
Total Comprehensive Income	6,405	6,560	-2%

Particulars	HYE FY21	HYE FY20	Change
Revenue from Operations	8,677	10,024	-13%
Total Expenses	2,180	2,444	-11%
Operating Profit from core AM business	6,497	7,580	-14%

Financials Summary – Quarterly Earnings

(₹ mm)

Particulars	Q2 FY21	Q2 FY20	Change
Income			
Revenue from Operations	4,562	4,980	-8%
Other Income	1,137	510	123%
Total Income	5,699	5,490	4%
Expenses			
Finance Costs	22	23	-4%
Fees and Commission Expenses	13	8	63%
Employee Benefit Expenses	535	578	-7%
Depreciation and Amortization Expenses	141	124	14%
Other Expenses	360	482	-25%
Total Expenses	1,071	1,215	-12%
Profit before tax	4,628	4,275	8%
Tax Expenses	1,249	592	111%
Profit after tax	3,379	3,683	-8%
Other Comprehensive Income (net of tax)	7	(8)	
Total Comprehensive Income	3,386	3,675	-8%

Particulars	Q2 FY21	Q2 FY20	Change
Revenue from Operations	4,562	4,980	-8%
Total Expenses	1,071	1,215	-12%
Operating Profit from core AM business	3,491	3,765	-7%

○ Normalised Profit After Tax

(₹ mm)

Particulars	Q2 FY21	Q2 FY20	Change
Profit After Tax (PAT)	3,379	3,683	-8%
Benefit of change in taxation rate, pertaining to Q1 (June 19), included in Q2 (September 19)	-	(343)	
Normalised PAT	3,379	3,340	1%

During the previous year, the Company had elected to exercise the option of a lower tax rate provided under Section 115BAA of the Income-tax Act, 1961, as introduced by the Taxation Laws (Amendment) Ordinance, 2019 dated September 20, 2019. Accordingly, the Company had recognised provision for income tax for the half year ended September 30, 2019 and re-measured its deferred tax assets basis the rate provided in the said section. The full impact of above mentioned change, amounting to approximately ₹667 mm. had been recognised in the result for the quarter ended September 30, 2019, out of which, approximately ₹343 mm. pertained to quarter ended June 30, 2019.

Financials Summary – Sequential Quarterly Earnings

(₹ mm)

Particulars	Q2 FY21	Q1 FY21	Change
Income			
Revenue from Operations	4,562	4,115	11%
Other Income	1,137	798	42%
Total Income	5,699	4,913	16%
Expenses			
Finance Costs	22	22	0%
Fees and Commission Expenses	13	14	-7%
Employee Benefit Expenses	535	526	2%
Depreciation and Amortization Expenses	141	137	3%
Other Expenses	360	410	-12%
Total Expenses	1,071	1,109	-3%
Profit before tax	4,628	3,804	22%
Tax Expenses	1,249	780	60%
Profit after tax	3,379	3,024	12%
Other Comprehensive Income (net of tax)	7	(5)	
Total Comprehensive Income	3,386	3,019	12%

Particulars	Q2 FY21	Q1 FY21	Change
Revenue from Operations	4,562	4,115	11%
Total Expenses	1,071	1,109	-3%
Operating Profit from core AM business	3,491	3,006	16%

1. The Covid 19 pandemic and consequent lockdown earlier this year impacted a whole range of economic activities adversely. The phase wise opening up initiated in the quarter ended June 30, 2020 has led to a recovery in varied measures across different sectors of the economy, industries and businesses. This recovery seems to have strengthened over the quarter ended September 30, 2020 driven by incremental easing of restrictions.

It is expected that economic activity will continue to improve as the residual restrictions are eased. However, the situation will have to be closely monitored since the easing of restrictions will depend on how effectively the spread of the Pandemic is controlled.

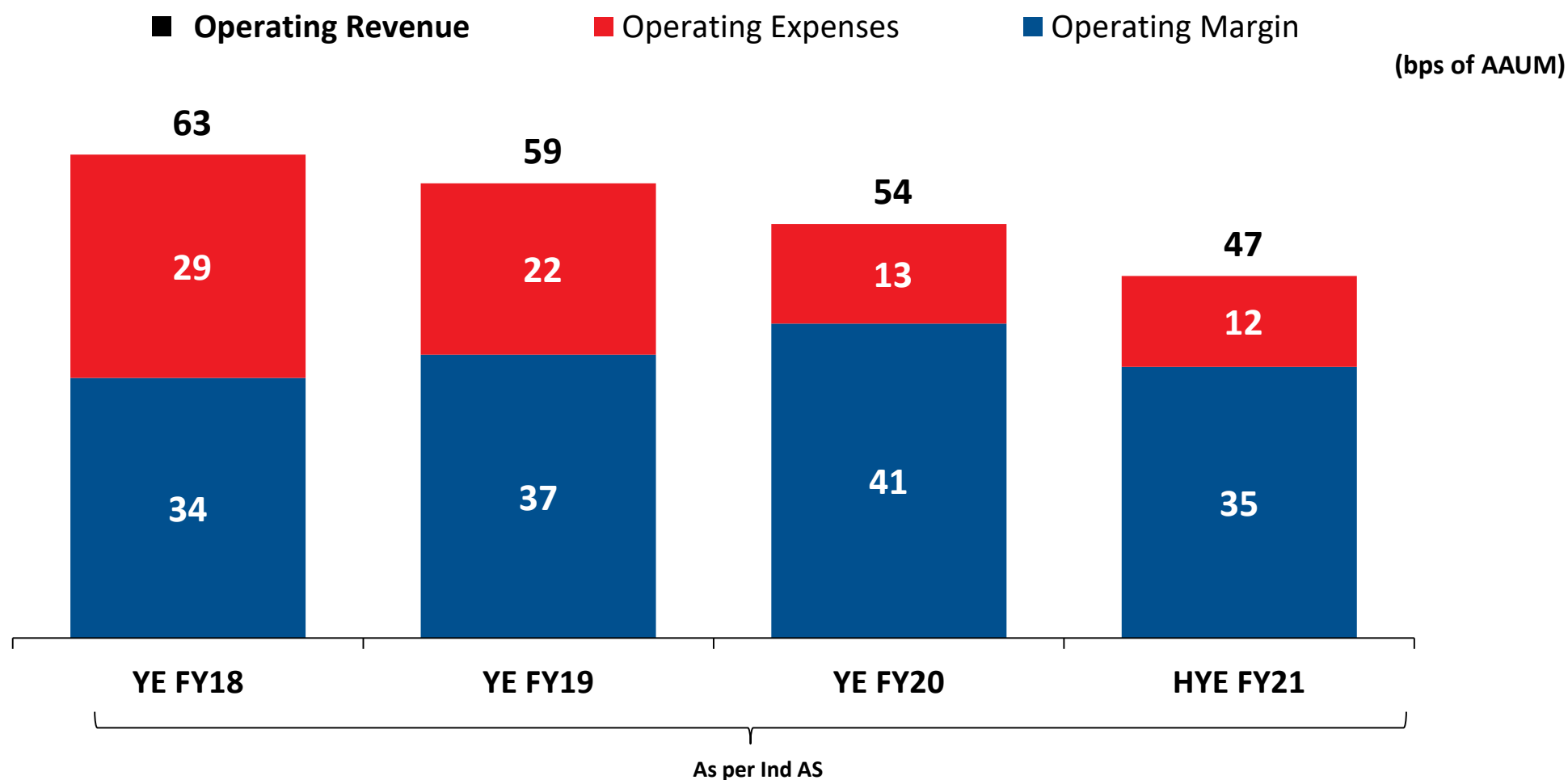
The Company has assessed the impact of the pandemic on its operations and its assets including the value of its investments and trade receivables as at September 30, 2020. The management does not, at this juncture, believe that the impact on the value of the Company's assets is likely to be material. However, since the revenue of the Company is ultimately dependent on the value of the Assets Under Management (AUM) it manages, changes in market conditions and the trend of flows into mutual funds may have an impact on the operations of the Company. Since the situation is still evolving and it seems likely that there will be a material impact on the economy, its effect on the operations of the Company may be different from that estimated as at the date of approval of these financial results. The Company continues to closely monitor material changes in markets and future economic conditions.

Further, during the quarter ended September 30, 2020, there has been no material change in the controls or processes followed in the preparation of the financial results.

2. The Company holds certain Non Convertible Debentures (NCDs) that are secured by a pledge of listed equity shares. These NCDs are classified as financial assets at fair value through profit and loss. Hence, any changes in their fair value on the reporting date is reflected as a part of 'Other Income'.

On fair valuation of the said NCDs as at September 30, 2020, the unrealized gain recognized in the results for the half year ended September 30, 2020 stands at ₹649.21 mm which includes ₹91.21 mm for the quarter ended June 30, 2020. The carrying value of these NCDs as at September 30, 2020 was ₹943.43 mm. The value of the collateral as at September 30, 2020 is ₹1,347.75 mm.

Operating Profit Margin



Operating margin (bps of AAUM) for Q1 FY 21 and Q2 FY 21 are 34 and 37 respectively

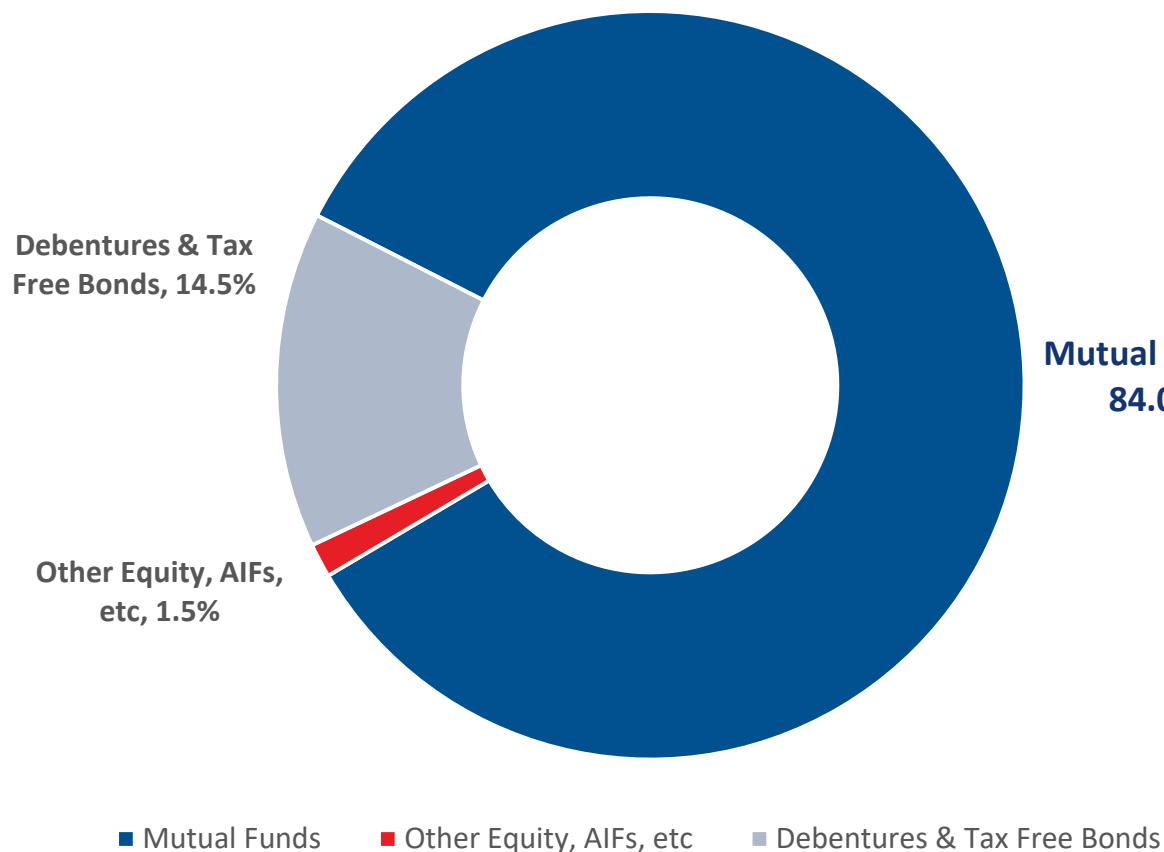
○ Statement of Assets and Liabilities

	(₹ mm)	
Particulars	As at September 30, 2020	As at March 31, 2020
Assets		
Financial Assets	41,178	40,662
Non Financial Assets	2,139	2,425
Total Assets	43,317	43,087
Liabilities And Equity		
Liabilities		
Financial Liabilities	1,945	2,251
Non-Financial Liabilities	564	543
Equity		
Equity Share Capital	1,065	1,064
Other Equity	39,743	39,229
Total Liabilities And Equity	43,317	43,087

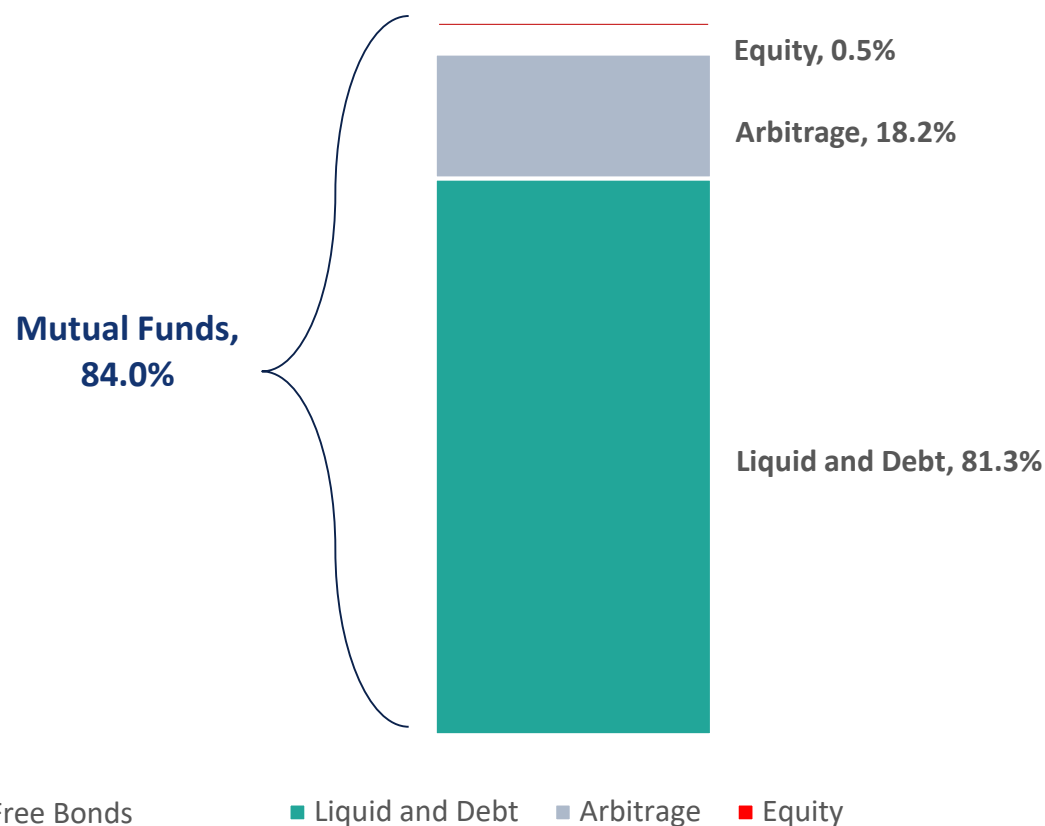
○ Breakup of Investments

Total Investments: ₹ 40,000 million

Breakdown of Total Investments

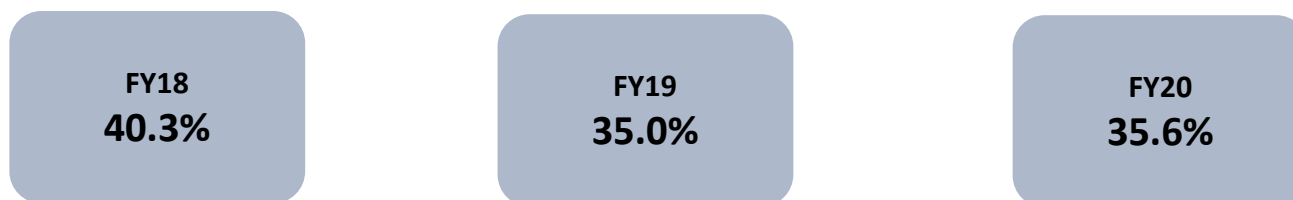


Breakdown of Mutual Fund Investments



○ Return On Equity and Dividend Per Share

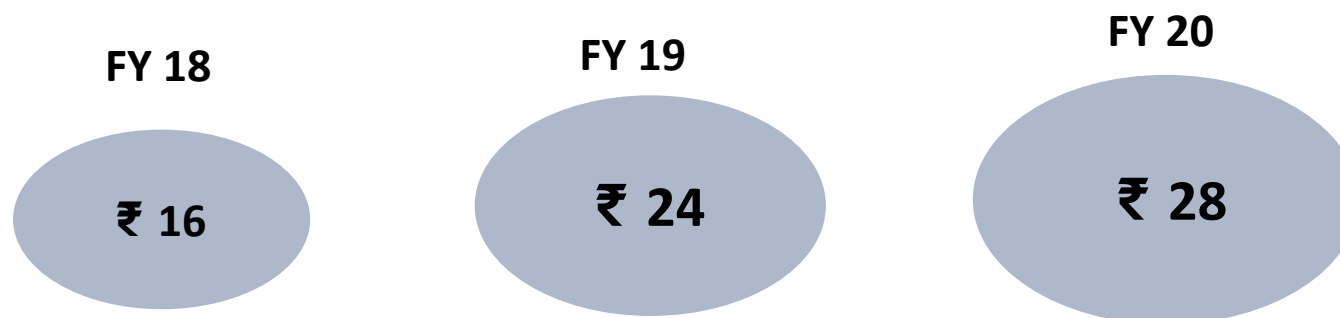
Return on Equity⁽¹⁾



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

Return on Equity of FY18 was under Previous GAAP whereas for FY19 onwards, it is under Ind AS

Dividend Per Share ⁽²⁾



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

(2) For, FY20, a final dividend of Rs. 28 per equity share was proposed by the board on May 09, 2020 and approved by the shareholders at the Annual General Meeting held on July, 23, 2020.

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