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

Aditya Birla Sun Life AMC Limited Mumbai

Encl. As above

Investor Presentation

For Quarter ending June 30, 2022

Aditya Birla Sun Life AMC Ltd.

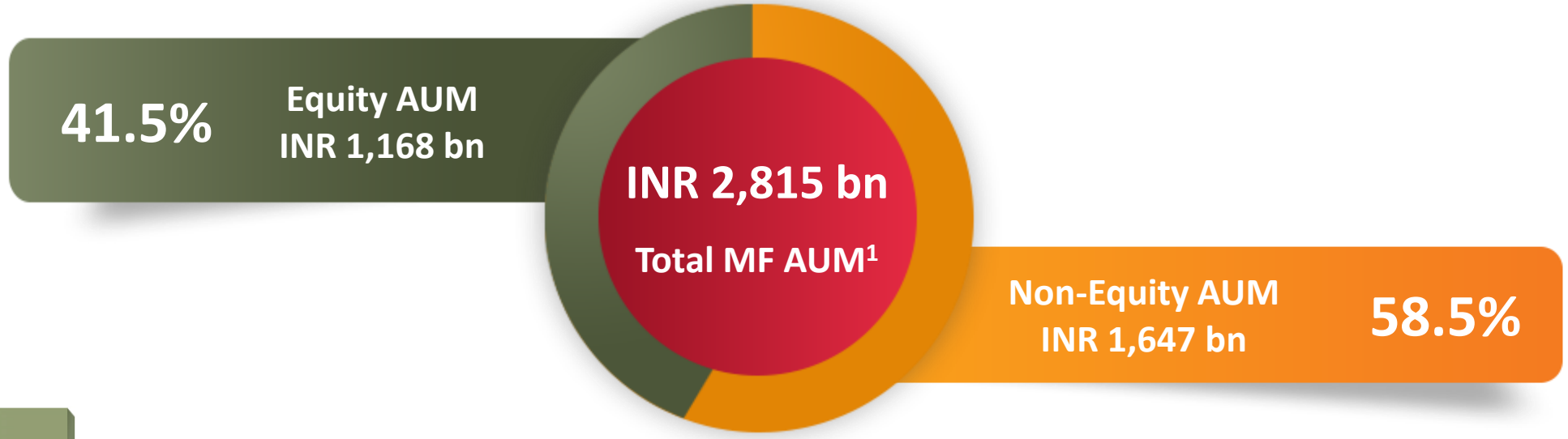
(A part of Aditya Birla Capital Ltd.)

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 AUM[2]

INR 111 bn
Alternate Assets AUM[3]

8.1 mm
Investor Folios

65,000 +
MF Distributors

1,304
Employees

280 +
Locations[4]

[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 share[1] at 8.4%
- Equity QAAUM at INR 1,168 bn (↑14% y-o-y); Market share[1] at 6.3% ; Equity mix expanded to 41.5% (PY 37.3%)
- Fixed income QAAUM[2] at INR 1,647 bn; Market share[1] at 10.9%

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

03 Scaling Retail Franchise

- Individual[3] 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 SIP[4] registrations ~0.28 mm in Q1 FY23 (↑ 23% y-o-y); Monthly SIP[4] Book INR 8,977mm

04 Diversified Distribution Network

- Network of 65,000+ MFDs, 100+ banks[5], 240+ national distributors
- 51% of Equity AUM is sourced from MFDs. Improvement in sourcing from banking channel
- Strategic partnership with 80+ Digital fintech

05 Focus on Growing Passives & Alternate Assets

- Gained leadership in Debt Index fund in MAAUM[6]
- 20+ new Passive products in the pipeline
- Received seed approval for Greater India ESG Fund in Offshore segment

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

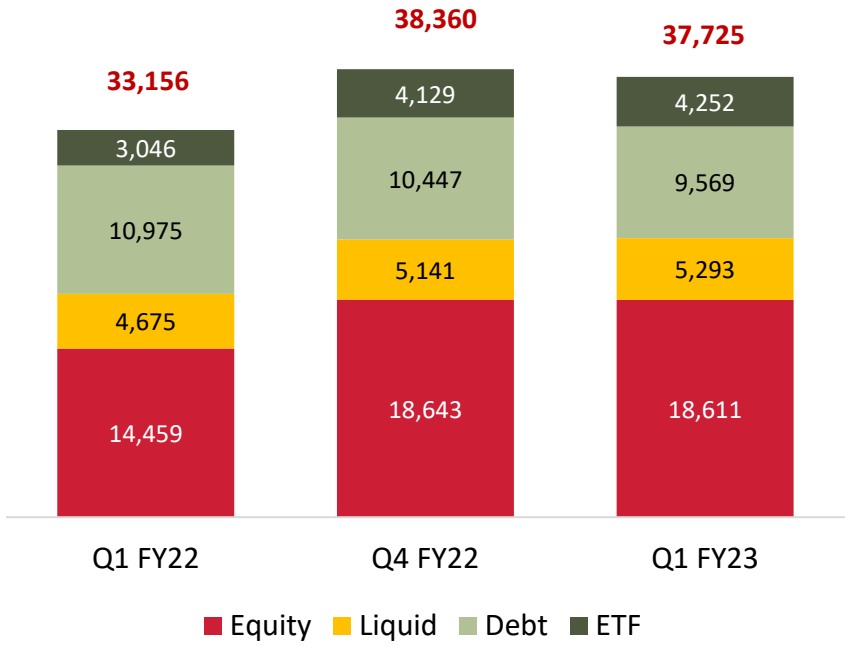
Aditya Birla Sun Life AMC Ltd.
(A part of Aditya Birla Capital Ltd.)

ADITYA BIRLA CAPITAL

Industry QAAUM & Net Sales Trend

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

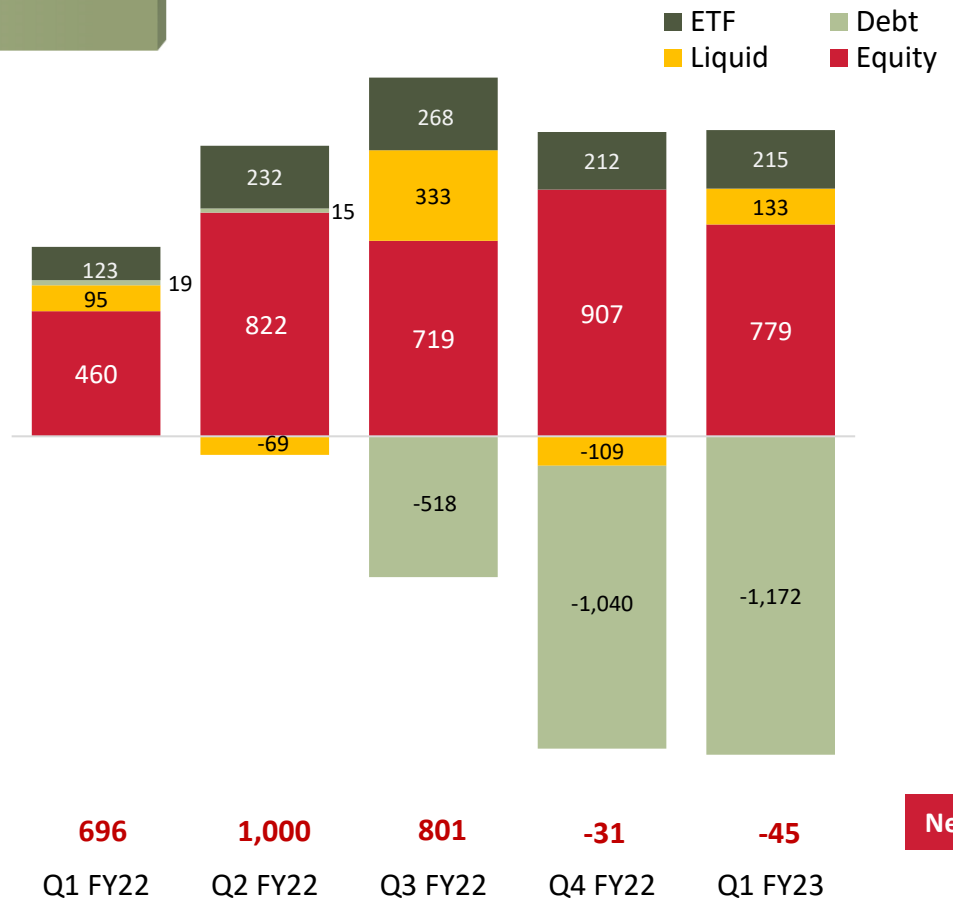
QAAUM



Industry AUM growth remained subdued in Q1 FY23

Net Sales

(INR Billion unless otherwise stated)



Net Sales

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

Source: AMFI. Equity Net Sales includes flows from Equity, Hybrid, Solution oriented and Index Schemes

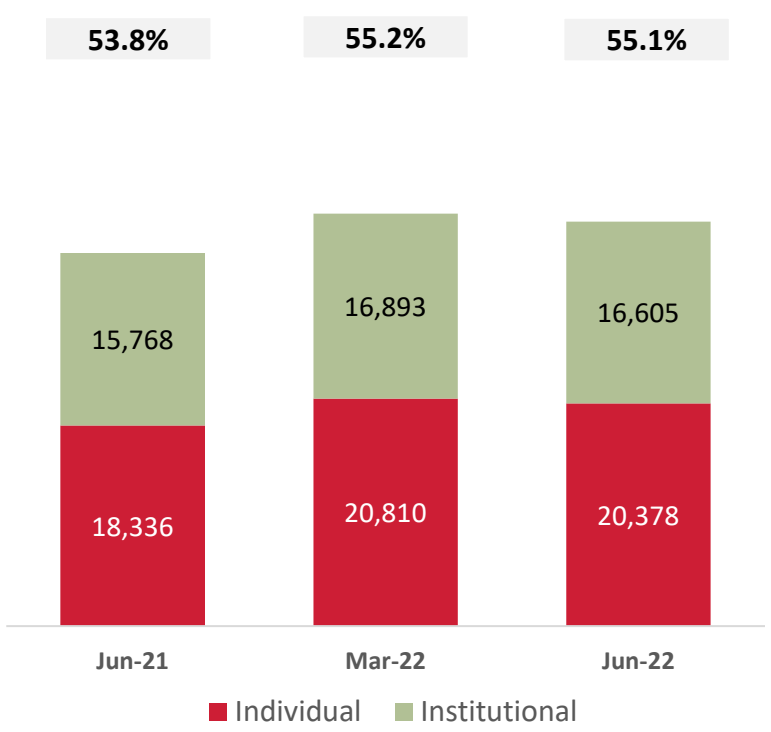
Industry AAUM – Individual & B30

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

(INR Billion unless otherwise stated)

Individual MAAUM

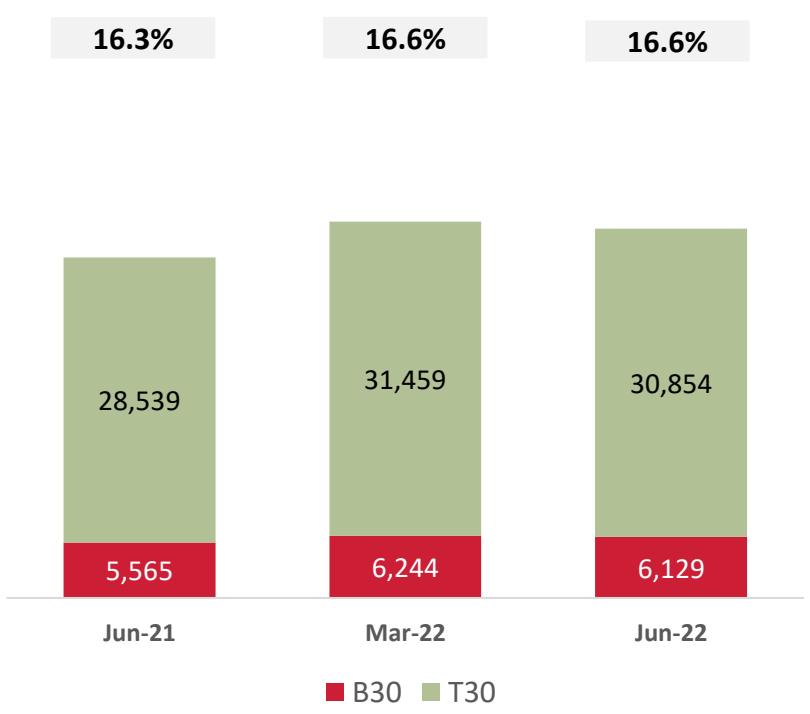
Individual Mix



Industry Individual MAAUM has seen Y-o-Y growth

B30 MAAUM

B-30 Mix

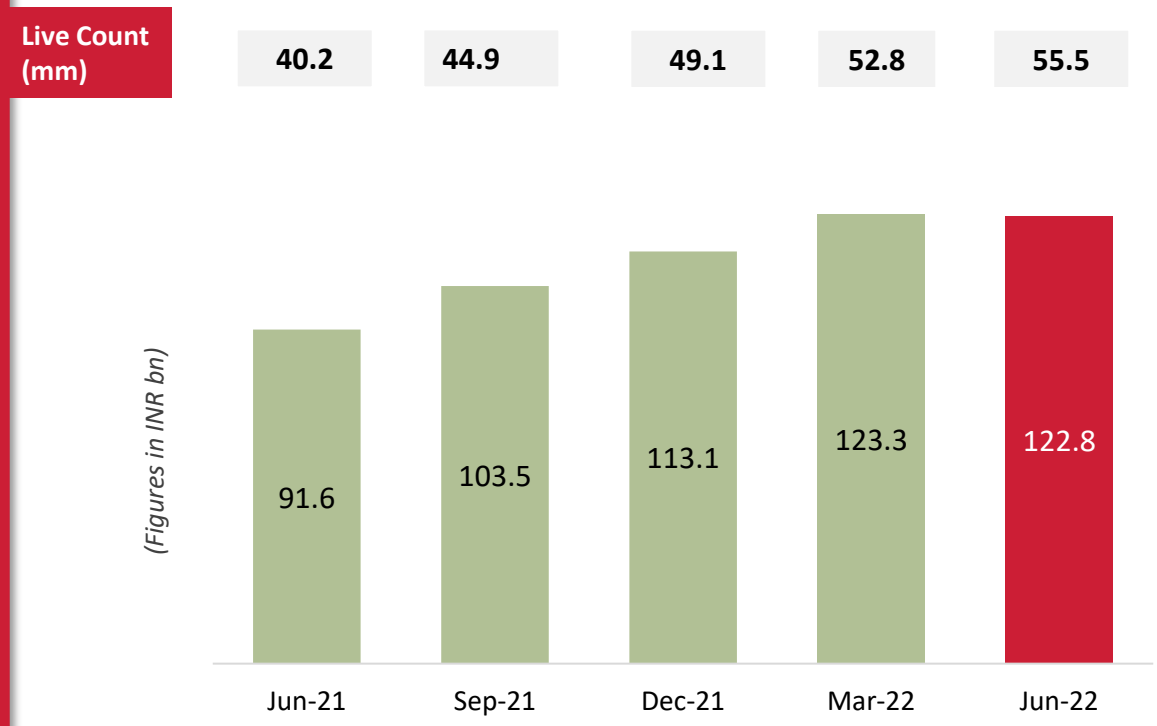


B30 MAAUM has grown owing to increased geographical penetration

Source: AMFI

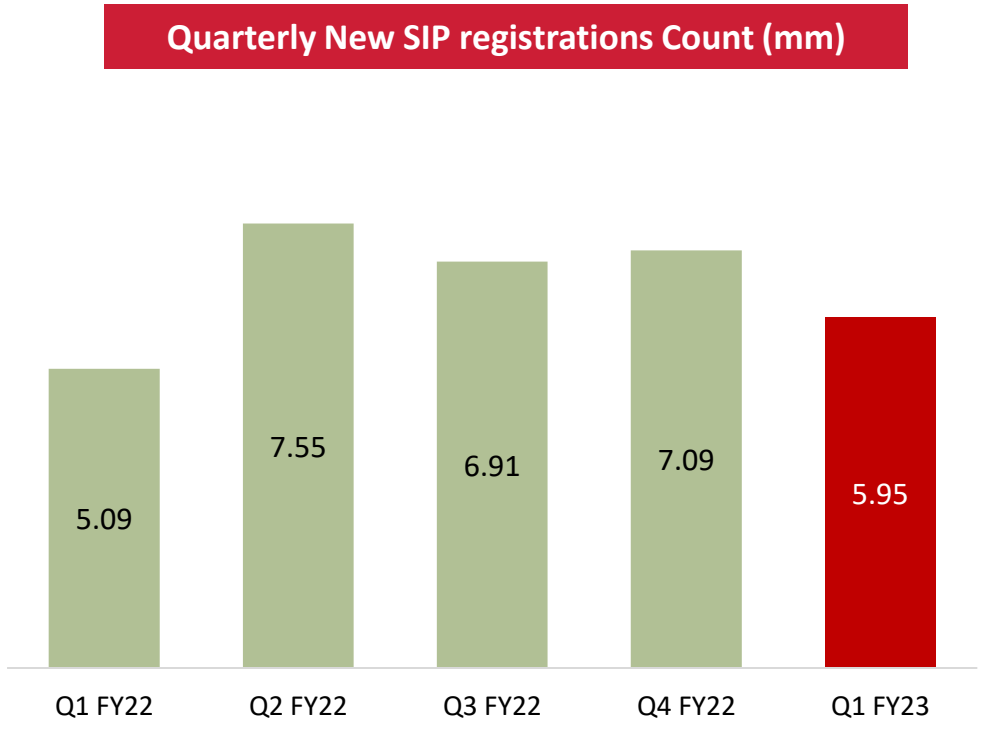
Industry SIP trend

SIP Contribution



Industry SIP book was at INR 122.8 bn in June 2022

SIP registrations



Industry new SIP registrations has seen slight dip in last quarter

Source: AMFI

ABSLAMC Performance Overview

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

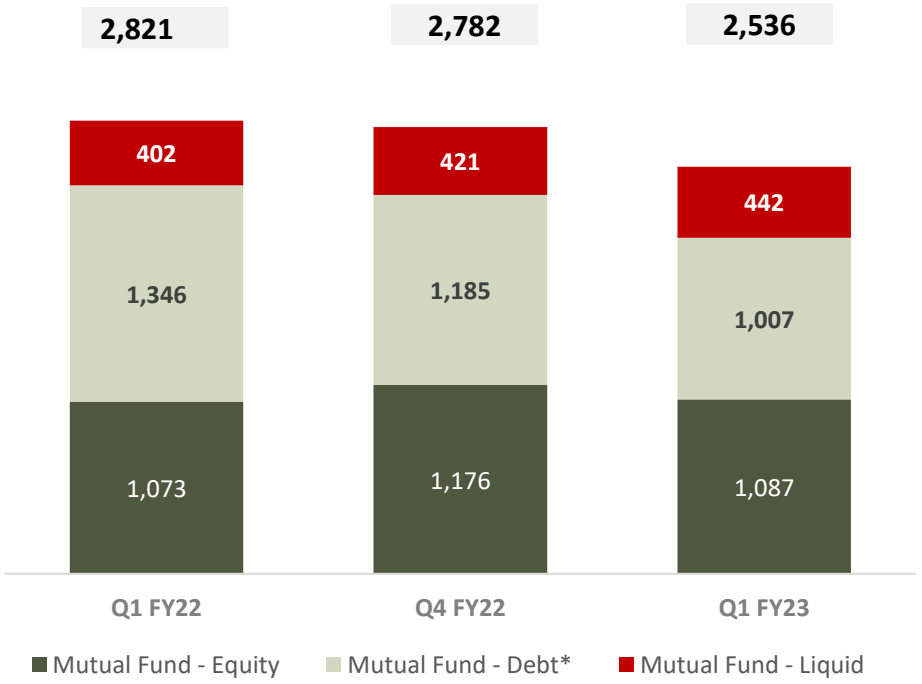
ADITYA BIRLA CAPITAL

AUM Highlights

(INR Billion unless otherwise stated)

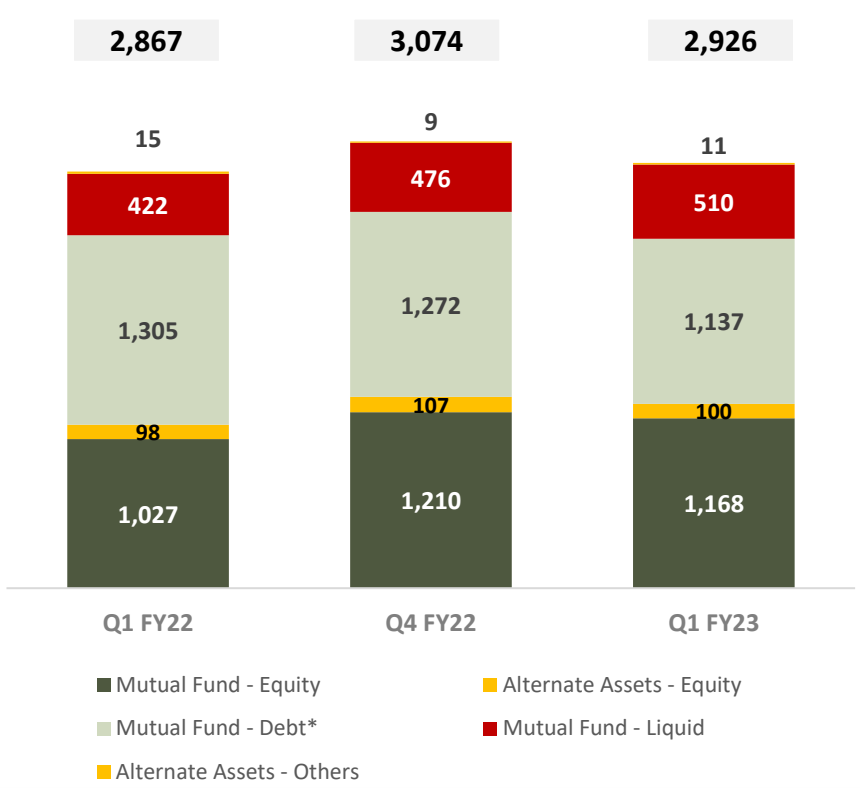
Closing Assets under Management

Overall MF	Equity MF	Equity MF Mix
↓ 10% Y-o-Y	↑ 1% Y-o-Y	43% (PY: 38%)



Quarterly Average Assets under Management

Overall QAAUM	Equity MF	Equity MF Mix
↑ 2% Y-o-Y	↑ 14% Y-o-Y	41% (PY: 37%)



*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

Jun-22 unless stated otherwise	Equity QAAUM	Individual MAAUM	B-30 MAAUM [1]
Size	INR 1,168 bn	INR 1,315 bn	INR 435 bn
Growth	QAAUM Growth Q1 FY17: INR 599 Bn ↑14.3% Q1 FY23: INR 1,168 Bn	MAAUM Growth Jun-2017: INR 948 Bn ↑6.8% Jun-2022: INR 1,315 Bn	MAAUM Growth Jun-2017: INR 306 Bn ↑7.3% Jun-2022: INR 435 Bn
Contribution to AUM	29.1% ↑12.4% 41.5%	45.3% 2.9% 48.2%	14.6% ↑1.3% 15.9%

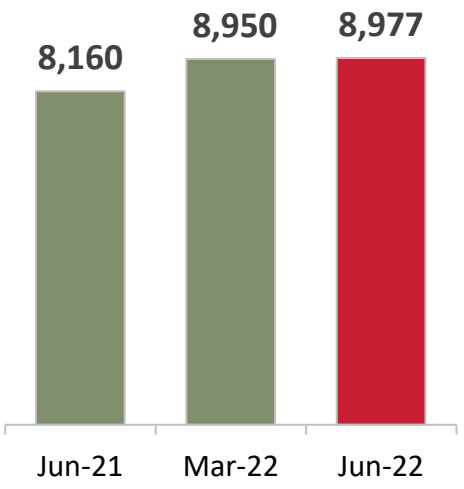
Note: [1] For period prior to March-2018, MAAUM in B-15 cities considered

Focus on Growing SIP Book

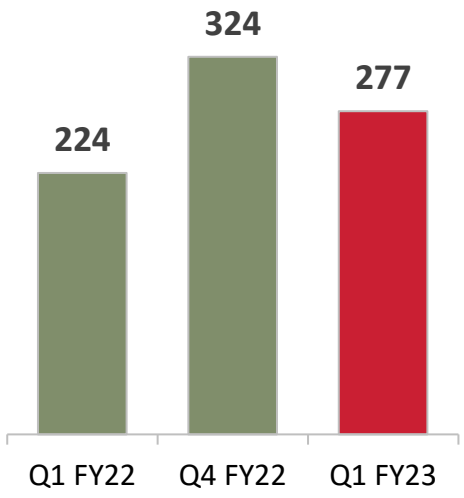
Higher share of SIPs helps reduce volatility in inflows through market cycles

Building sustainable SIP Book

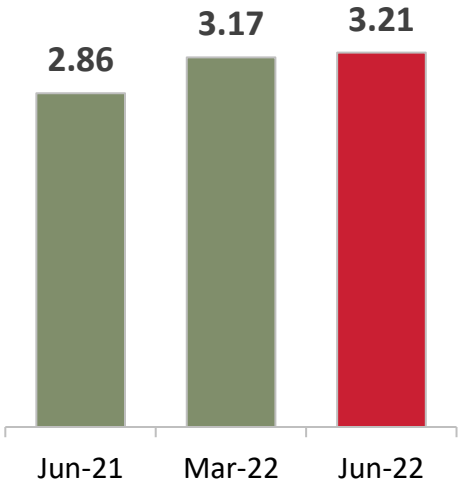
SIP Book in INR (mm)[1]



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

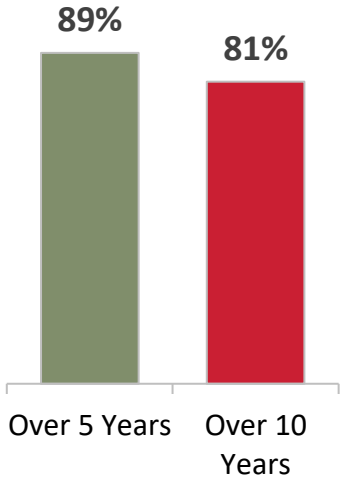


# of Live Outstanding SIPs[1] (mm)



Long Tenure SIP Book[2]

% 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+
Banks[1]

100+
Emerging Market Representatives

240+
National Distributors

65,000+
MFDs

80+
Digital Partners

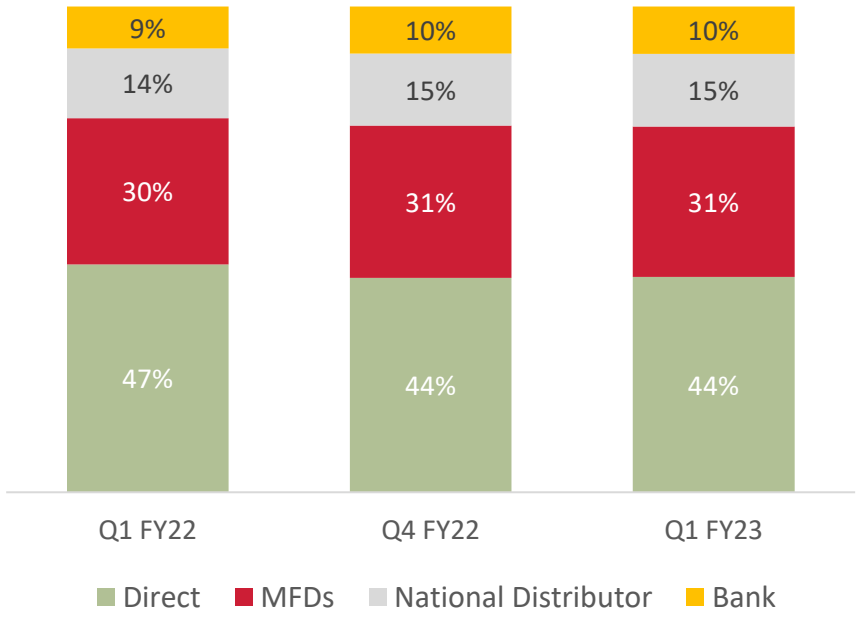
B-30 Markets

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

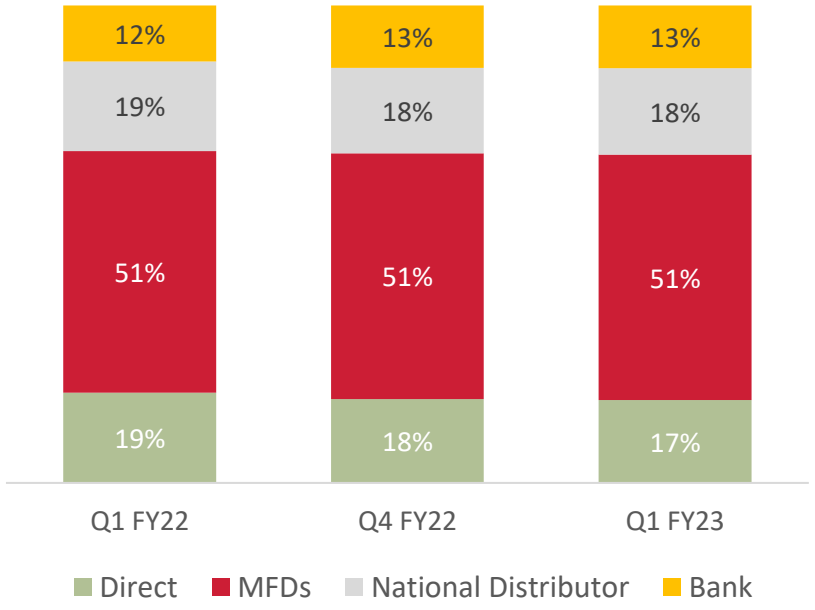
[1] Banks and Financial intermediaries

Multi-Channel Distribution Network

Overall Asset Sourcing Mix[1]



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 Activated[1]

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 Empaneled[1]

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

Customer Onboarding	76%
Customer Servicing	86%
Distributor Onboarding	91%
Digital Payments	100%

Continuous improvement of our Digital Assets

Partner Assets

Partner Mobile App

API services for IFAs

abslmfpartner.adityabirlacapital.com

Investor Assets

Mutualfund.adityabirlacapital.com

Investor Mobile App

Active Account App

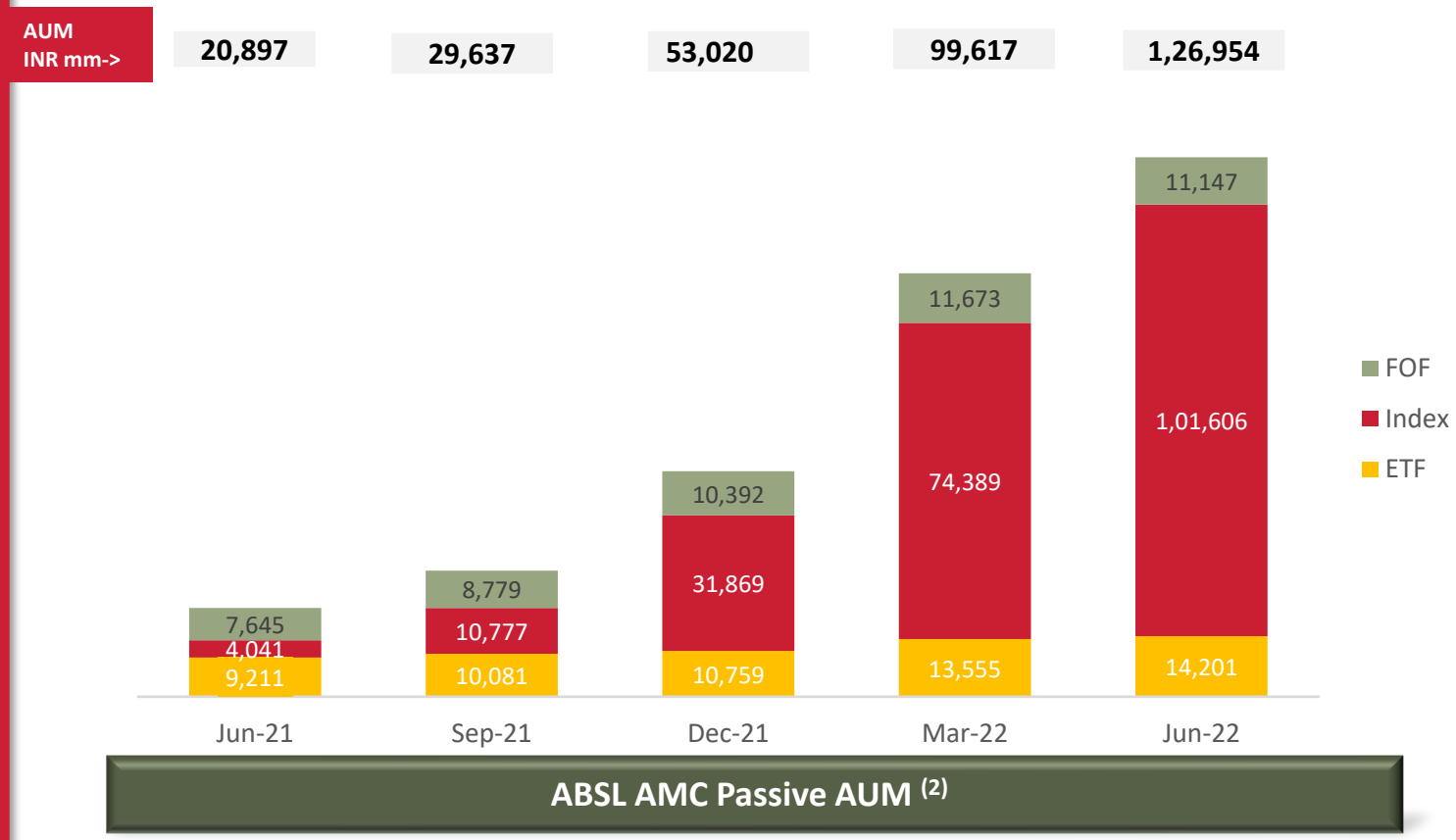
Data for Q1 FY23

Building our Passives Business

6x
Growth in Passives [1]

~4,28,000
Investor Folios Serviced

20+
Product Pipeline



- 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 **NRIs** 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]

SAMRIDDHI MAGAZINE

5 million+ passengers across 25 routes[1]

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

INVESTORS HANGOUTS PROGRAM

83.5K active users[1]

And over **7.59 million** YouTube viewers[1]

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

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 Impressions[1]

NIVESH MAHAKUMBH PROGRAM

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

NIPUN LEARNING ACADEMY

Offer customized training modules and workshops to our channel partners

Note: [1] As of Jun 30,2022; [2] National Institute of Securities Markets ("NISM")

Financial Performance

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

ADITYA BIRLA CAPITAL

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 CAPITAL

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

Aditya Birla Sun Life AMC Ltd.

(A part of Aditya Birla Capital Ltd.)

ADITYA BIRLA CAPITAL

DISCLAIMER

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