

**PCASL/06/2022-23**  
**Date: 31.05.2022**

**To,**  
**The National Stock Exchange of India Ltd**  
**Exchange Plaza,**  
**Towers,**  
**Bandra – Kurla Complex,**  
**Bandra (E),**  
**Mumbai – 400 051**  
**NSE EQUITY SYMBOL: PRUDENT**

**To,**  
**BSE Limited**  
**Phiroze Jeejeebhoy**  
  
**Dalal Street,**  
**Mumbai- 400 001**  
**SCRIPT CODE: 543527**

**ISIN: INE00F201020**

Dear Sir/Madam,

**Sub.: Investor Presentation on Audited Financial Results (Standalone & Consolidated) for the Quarter and Year ended March 31, 2022.**

Pursuant to SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a copy of Investor Presentation on Audited Standalone & Consolidated Financial Results and other highlights of the Company for the Quarter and Year ended March 31, 2022.

The same will also be available on the website of the Company at [www.prudentcorporate.com](http://www.prudentcorporate.com).

Please take the same into your records and do the needful.

Thanking you,  
Yours Faithfully,

**For, Prudent Corporate Advisory Services Limited**



**Dhaval Ghetia**  
**Company Secretary**  
**Tele No: 079-40209600**  
**Email: [cs@prudentcorporate.com](mailto:cs@prudentcorporate.com)**

**Encl: A/a**

May 2022

# ***Investor presentation***

*Quarter and Year ended 31st March 2022*



# Safe Harbor Statement

This presentation prepared by Prudent Corporate Advisory Services Limited (the “Company”), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment whatsoever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This presentation is not directed to, or for any use by, any person or entity who is a citizen or resident of or located in any locality, state, country or other jurisdiction, where such distribution, publication, availability or use would be contrary to local law, regulation or which would subject the company to any registration or licensing requirement within such jurisdiction. The securities described herein may or may not be eligible for sale in all jurisdictions or to certain category of investors.

This Presentation has been prepared by the Company based on information and data which the Company considers authentic and reliable. However, the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

Certain matters discussed in this Presentation may contain statements regarding the Company’s market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company’s ability to successfully implement its strategy, the Company’s future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company’s market preferences and its exposure to market risks, as well as other risks. The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The information and opinions contained in this presentation are provided as at the date of this presentation and are subject to change without notice. The Company assumes no obligation to update any information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third party statements and projections.

# Numbers demonstrating Scale and Leadership in MF Distribution

  
**16496**  
Pin codes  
Served

  
**111**  
Branches  
Across India

  
**1078**  
Employee  
Strength

  
**23763**  
Channel  
Partners

  
**42**  
AMCs associated  
to as Distributor

  
**14.02**  
Lac Clients

  
**37.06**  
Lac Live Folios

  
**49473Cr**  
MF AUM

  
**16.37**  
Live SIPs

  
**418 Cr**  
Monthly SIP  
Amount



|                    | Branch            |                   | AUM                   |                       | CAMS Rank                                                                                                                |                                                                                                                   |
|--------------------|-------------------|-------------------|-----------------------|-----------------------|--------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|
| T-30/B-30 Presence | <b>60</b><br>T-30 | <b>51</b><br>B-30 | <b>83.10%</b><br>T-30 | <b>16.90%</b><br>B-30 |  <b>3</b><br>Total AUM<br>in Retail |  <b>5</b><br>Total<br>Folios |

Note: Data as of Mar'22. Retail 1 = Less than 1 Lakh; Retail 5 = Above 1 Lakh & below 5 Lakhs. Retail 1 & Retail 5 segments are clubbed.

### Total Premium

**254.25 Crore**

Life Insurance  
181.41 Crore

General Insurance  
72.84 Crore

### Fresh Premium

**111.67 Crore**

Life Insurance  
88.76 Crore

General Insurance  
22.91 Crore

### Total Commission

**36.08 Crore**

Life Insurance  
25.85 Crore

General Insurance  
10.23 Crore

### Other Key Data (as on March 22)

|                                    |      |
|------------------------------------|------|
| Total Insurance Companies tie up   | 37   |
| Insurance Companies in Policyworld | 19   |
| No of Point Of Sales               | 6803 |

Note: Data For FY22

# ***Financial Performance***

## Key Financial Highlights of FY 2021-22

### AUM

- Total Closing AUM is up by 60.4% YoY to Rs 49473 crore in FY22
- Gross Inflows at Rs 16828 crores grew by 57.6% YoY in FY22
- Equity AUM constituted 92.6% of our overall AUM

### Revenues

- Consolidated revenues grew by 57.3% YoY in FY22
- Revenue from mutual funds distribution grew by 64.4% YoY in FY22
- Revenue from mutual funds distribution is trail commission & recurring in nature

### Cost

- Operating expenses grew at a pace slower than revenue growth. Operating expense (excluding commission & fee's expense) grew by 24.5% YoY
- Cost/Income ratio reduced to 19.8% in FY22 compared to 25% in FY21

### Profitability

- Operating Profit were up by 86.2% YoY to Rs 115 crore.
- Operating profit margins expanded to 25.6% in FY22 compared to 21.6% in FY21
- Cash Profit grew by 75.5% YoY in FY22 to Rs 93.7 crore
- Return on Equity (RoE) stood at 33.8% in FY22 Vs 28.7% in FY21

# Acquisition of Mutual Fund AUM of Karvy Stock Broking Limited

| Transaction       | <ul style="list-style-type: none"><li>Prudent selected as the highest bidder by the Joint Committee of Exchanges for the acquisition / transfer of mutual fund folios or assets under management (“AUM”) of Karvy Stock Broking Limited (“KSBL MF Folios”)</li><li>Aggregate amount of ₹ 151.00 crore (excluding taxes) has been paid towards the acquisition</li><li>Karvy MF AUM merger was completed on 28 November 2021</li></ul>                                                                                                        |          |            |        |        |            |       |     |       |
|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|------------|--------|--------|------------|-------|-----|-------|
| Rationale         | <ul style="list-style-type: none"><li>We anticipate that the acquisition of the KSBL MF Customer/Folios will help us in<ul style="list-style-type: none"><li>Increasing business operations and</li><li>Increasing our capability to cross sale our product basket.</li></ul></li><li>In addition, KSBL MFDs who has joined our platform will give us an ability to cross sell our offerings</li></ul>                                                                                                                                       |          |            |        |        |            |       |     |       |
| Karvy KPIs Nov’21 | <div><div>Total AUM<br/>INR 8092.27 Crore</div><div><table border="1"><thead><tr><th>Category</th><th>Percentage</th></tr></thead><tbody><tr><td>Equity</td><td>90.40%</td></tr><tr><td>Non-Equity</td><td>9.53%</td></tr><tr><td>ETF</td><td>0.07%</td></tr></tbody></table></div></div> <div><ul style="list-style-type: none"><li>✓ <b>Live SIP Value : INR 33.87 Crore (per month)</b></li><li>✓ <b>Live SIPs: 1,63,751 (per month)</b></li><li>✓ <b>Live Investors: 4,81,282</b></li><li>✓ <b>Live Folios: 8,58,734</b></li></ul></div> | Category | Percentage | Equity | 90.40% | Non-Equity | 9.53% | ETF | 0.07% |
| Category          | Percentage                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |          |            |        |        |            |       |     |       |
| Equity            | 90.40%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |          |            |        |        |            |       |     |       |
| Non-Equity        | 9.53%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |          |            |        |        |            |       |     |       |
| ETF               | 0.07%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |          |            |        |        |            |       |     |       |

**One Time Impact in Q4 FY22 – All AMCs recovered mutual fund commission paid on Karvy Assets for the period 1<sup>st</sup> November to 28<sup>th</sup> November in the month of March/April 2022.**

# Consolidated Financial Performance

| Particulars (in Crores)                      | FY-22        | FY-21        | YoY (%)      | Q4-FY22      | Q4-FY21      | YoY (%)      | Q3-FY22      | QoQ (%)      |
|----------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| <b>Commission and Fee Income from (a)</b>    | <b>442.8</b> | <b>277.6</b> | <b>59.5%</b> | <b>128.7</b> | <b>85.4</b>  | <b>50.7%</b> | <b>123.9</b> | <b>3.9%</b>  |
| Distribution of Mutual Fund Products         | 380.2        | 231.3        |              | 108.8        | 68.9         |              | 107.7        |              |
| Distribution of Insurance Products           | 36.3         | 26.4         |              | 12.9         | 10.3         |              | 9.4          |              |
| Stock Broking and Allied Services            | 18.6         | 16.3         |              | 3.4          | 5.4          |              | 5.5          |              |
| Other Financial and Non Financial Products   | 7.7          | 3.6          |              | 3.5          | 0.9          |              | 1.3          |              |
| Interest Income (b)                          | 4.0          | 3.3          |              | 0.9          | 0.6          |              | 0.9          |              |
| Net Gain on Fair Value Changes (c)           | 3.9          | 5.6          |              | -0.1         | 1.4          |              | 0.9          |              |
| <b>Total Revenue from Operations (a+b+c)</b> | <b>450.8</b> | <b>286.5</b> | <b>57.3%</b> | <b>129.6</b> | <b>87.5</b>  | <b>48.1%</b> | <b>125.8</b> | <b>3.0%</b>  |
| Commission & Fees Expense                    | 246.4        | 153.1        |              | 69.6         | 46.3         |              | 68.7         |              |
| Employees Cost                               | 69.3         | 55.5         |              | 21.0         | 13.6         |              | 16.1         |              |
| Other Expense                                | 19.8         | 16.0         |              | 5.3          | 4.1          |              | 5.6          |              |
| <b>Operating Expense</b>                     | <b>335.5</b> | <b>224.6</b> | <b>49.4%</b> | <b>95.8</b>  | <b>64.0</b>  | <b>49.7%</b> | <b>90.4</b>  | <b>5.9%</b>  |
| <b>Operating Profit</b>                      | <b>115.3</b> | <b>61.9</b>  | <b>86.2%</b> | <b>33.8</b>  | <b>23.5</b>  | <b>43.9%</b> | <b>35.3</b>  | <b>-4.4%</b> |
| <b>Operating Profit Margin (%)</b>           | <b>25.6%</b> | <b>21.6%</b> |              | <b>26.1%</b> | <b>26.8%</b> |              | <b>28.1%</b> |              |
| Finance Cost                                 | 2.6          | 1.7          |              | 0.7          | 0.3          |              | 1.6          |              |
| Depreciation                                 | 13.4         | 8.1          |              | 4.7          | 2.0          |              | 4.8          |              |
| Other Income                                 | 7.8          | 8.4          |              | 1.0          | 3.1          |              | 1.2          |              |
| <b>Profit Before Tax</b>                     | <b>107.1</b> | <b>60.5</b>  | <b>77.0%</b> | <b>29.4</b>  | <b>24.3</b>  | <b>21.2%</b> | <b>30.1</b>  | <b>-2.3%</b> |
| Current Tax                                  | 22.8         | 15.7         |              | 5.2          | 6.2          |              | 6.8          |              |
| Deferred Tax                                 | 4.0          | -0.5         |              | 1.5          | -0.1         |              | 1.0          |              |
| <b>Profit After Tax</b>                      | <b>80.3</b>  | <b>45.3</b>  | <b>77.4%</b> | <b>22.7</b>  | <b>18.2</b>  | <b>24.8%</b> | <b>22.3</b>  | <b>1.9%</b>  |
| <b>Profit After Tax Margin (%)</b>           | <b>17.8%</b> | <b>15.8%</b> |              | <b>17.5%</b> | <b>20.8%</b> |              | <b>17.7%</b> |              |
| <b>Cash Profit After Tax</b>                 | <b>93.7</b>  | <b>53.4</b>  | <b>75.5%</b> | <b>27.4</b>  | <b>20.2</b>  | <b>35.5%</b> | <b>27.1</b>  | <b>1.2%</b>  |
| <b>Earning Per Share</b>                     | <b>19.42</b> | <b>10.96</b> | <b>77.2%</b> | <b>5.49</b>  | <b>4.40</b>  | <b>24.8%</b> | <b>5.39</b>  | <b>1.9%</b>  |
| <b>Cash Earning Per Share</b>                | <b>22.64</b> | <b>12.92</b> | <b>75.2%</b> | <b>6.62</b>  | <b>4.89</b>  | <b>35.5%</b> | <b>6.55</b>  | <b>1.0%</b>  |
| <b>Return On Equity</b>                      | <b>33.8%</b> | <b>28.7%</b> |              |              |              |              |              |              |

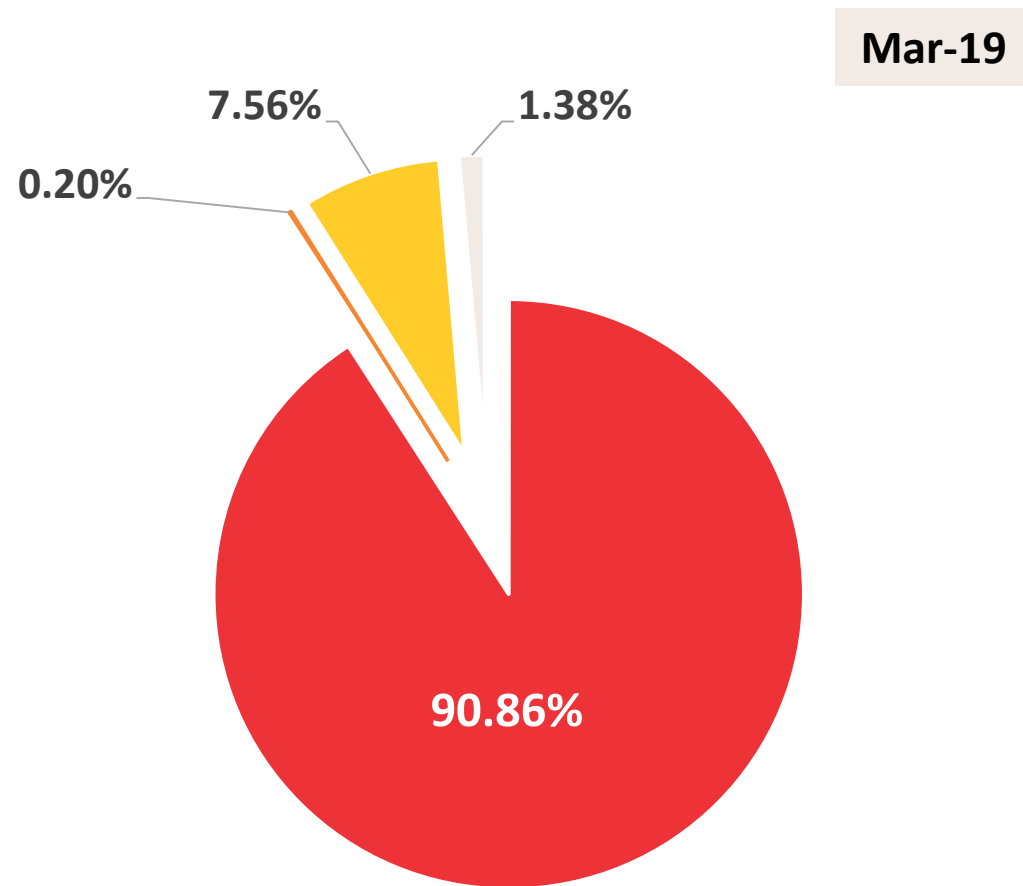
# Consolidated Balance Sheet

| Particulars                       | Mar-22       | Mar-21       | YoY (%)       |
|-----------------------------------|--------------|--------------|---------------|
| <b>Assets</b>                     |              |              |               |
| <b>Financial Assets</b>           |              |              |               |
| Cash & Cash Equivalents           | 28.9         | 99.3         |               |
| Bank Balance Other than above     | 28.6         | 39.9         |               |
| Securities for Trade              | 10.4         | 13.1         |               |
| Trade Receivables                 | 93.8         | 68.3         |               |
| Loans                             | 0.7          | 0.5          |               |
| Investments                       | 39.2         | 20.6         |               |
| Other Financial Assets            | 14.6         | 10.3         |               |
| <b>Total Financial Assets</b>     | <b>216.1</b> | <b>252.0</b> | <b>-14.3%</b> |
| <b>Non-Financial Assets</b>       |              |              |               |
| Current Tax Assets (net)          | 2.1          | 0.8          |               |
| Deferred Tax Assets (net)         | 1.4          | 3.6          |               |
| Property, Plant & Equipment       | 15.7         | 16.6         |               |
| Right-of-use-assets               | 12.6         | 9.3          |               |
| Intangible assets                 | 146.1        | 0.4          |               |
| Other non-financial assets        | 6.0          | 2.2          |               |
| <b>Total Non-Financial Assets</b> | <b>183.9</b> | <b>32.9</b>  | <b>458.9%</b> |
| <b>Total Assets</b>               | <b>400.0</b> | <b>284.9</b> | <b>40.4%</b>  |

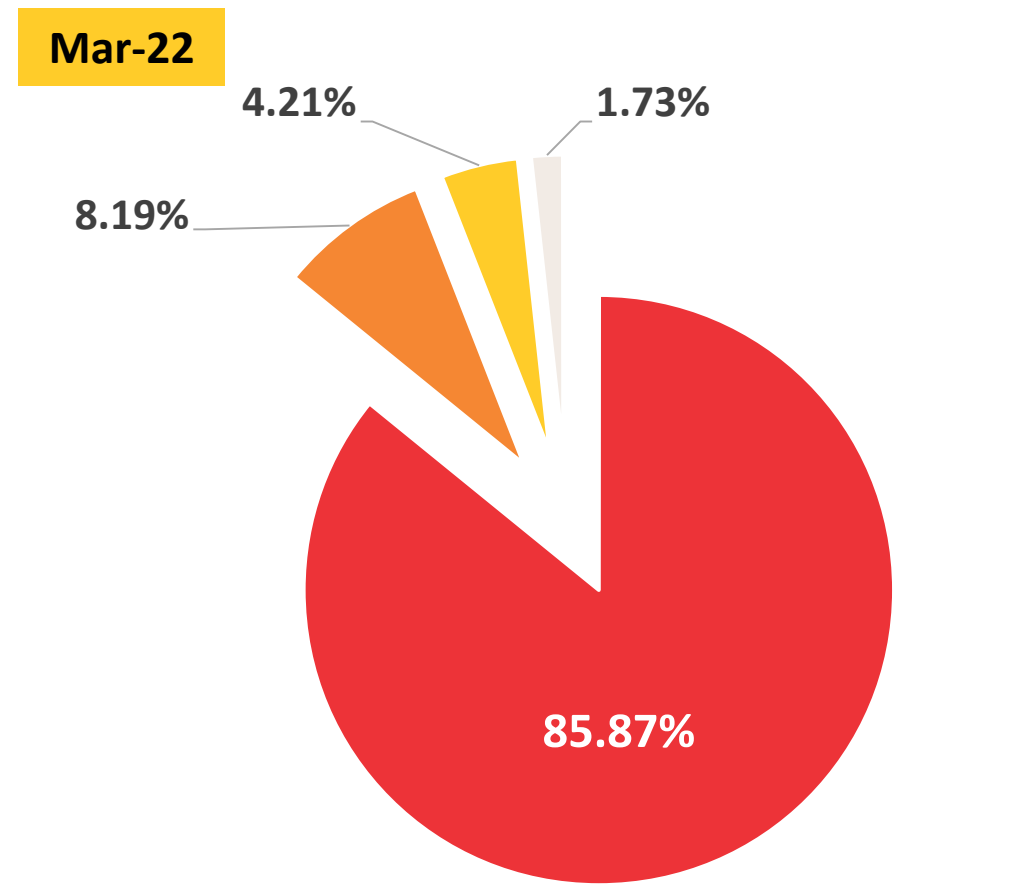
| Particulars                           | FY22         | FY21         | YoY (%)      |
|---------------------------------------|--------------|--------------|--------------|
| <b>Liabilities</b>                    |              |              |              |
| <b>Financial Liabilities</b>          |              |              |              |
| Trade Payables                        | 120.6        | 93.9         |              |
| Borrowings                            | 0.0          | 2.6          |              |
| Lease Liabilities                     | 13.2         | 10.0         |              |
| Other Financial Liabilities           | 4.8          | 2.5          |              |
| <b>Total Financial Liabilities</b>    | <b>138.6</b> | <b>109.1</b> | <b>27.1%</b> |
| <b>Non-Financial Liabilities</b>      |              |              |              |
| Current Tax Liability (net)           | 0.1          | 1.2          |              |
| Provisions                            | 5.0          | 5.7          |              |
| Other non-financial liabilities       | 16.9         | 11.3         |              |
| Deferred Tax Liability (net)          | 1.8          | 0.0          |              |
| <b>Total Non-Financial Liability</b>  | <b>23.8</b>  | <b>18.2</b>  | <b>30.5%</b> |
| <b>Equity</b>                         |              |              |              |
| Equity Share Capital                  | 20.7         | 1.0          |              |
| Instruments entirely equity in nature |              | 0.0          |              |
| Other Equity                          | 216.9        | 156.6        |              |
| <b>Equity Attributable to Owners</b>  | <b>237.6</b> | <b>157.6</b> | <b>50.7%</b> |
| <b>Total Liability &amp; Equity</b>   | <b>400.0</b> | <b>284.9</b> | <b>40.4%</b> |



### Moving from pure MF distribution to Multi-Product distribution



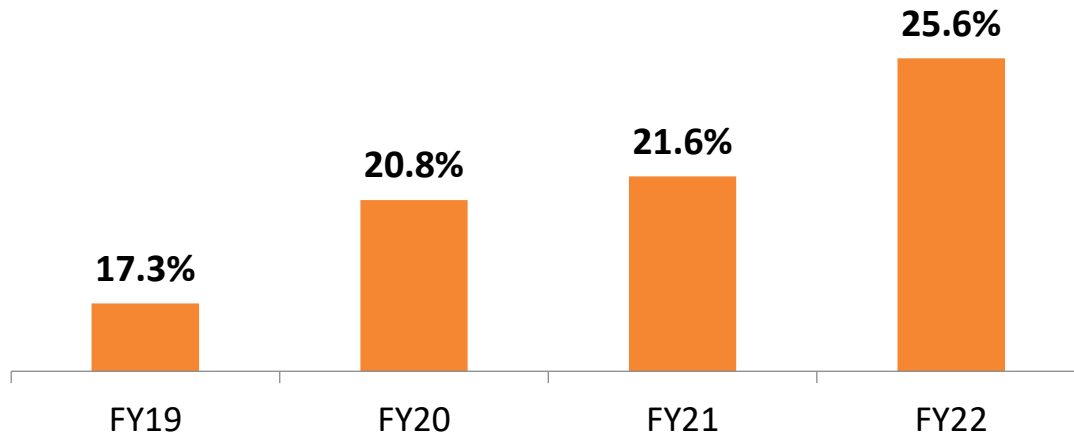
- Distribution of Mutual Fund Products
- Stock Broking and Allied Services



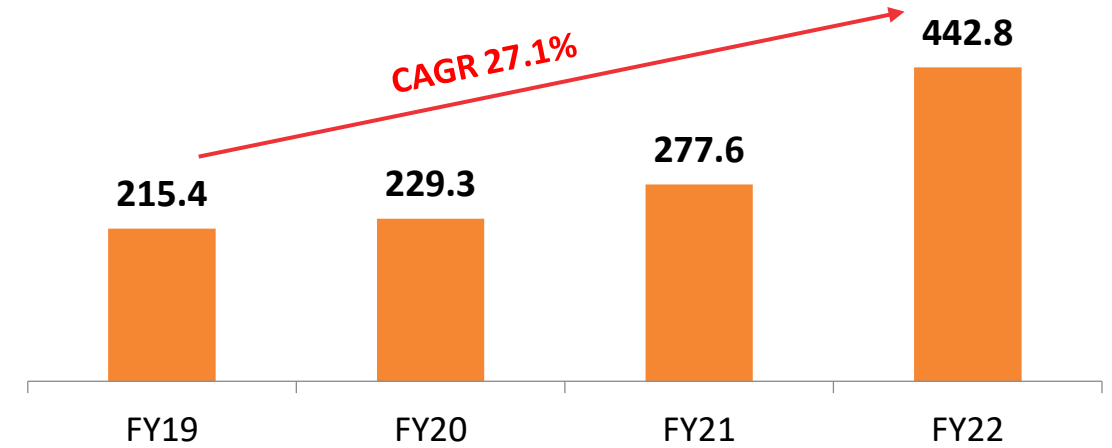
- Distribution of Insurance Products
- Other Financial and Non Financial Products

# Key Financials

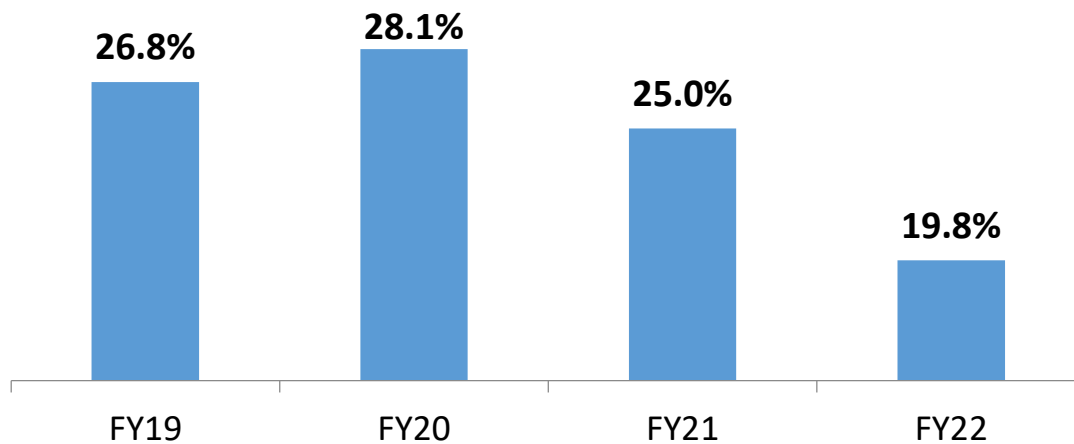
EBITDA Margin %



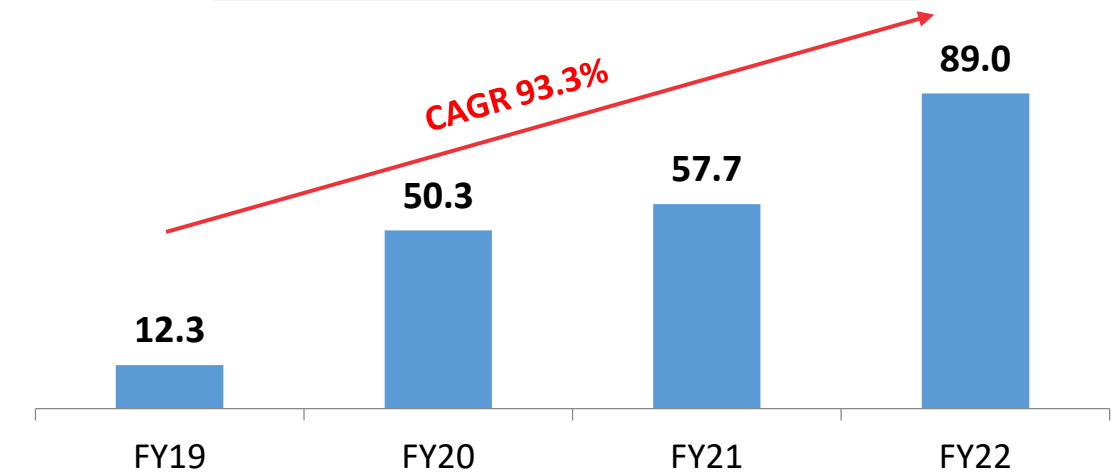
Commission & Fee Income



Cost to Income Ratio



Cash Flow From Operations



Cost to Income Ratio = Expense (Ex Commission & Fee) / Revenue from Operations

## Standalone Financial Performance

| Particulars                                | FY-22        | FY-21        | YoY (%)       | Q4-FY22      | Q4-FY21      | YoY (%)      | Q3-FY22      | QoQ (%)       |
|--------------------------------------------|--------------|--------------|---------------|--------------|--------------|--------------|--------------|---------------|
| <b>Quarterly/Yearly Average AUM</b>        | <b>39847</b> | <b>25663</b> | <b>55.3%</b>  | <b>44949</b> | <b>26572</b> | <b>69.2%</b> | <b>38288</b> | <b>17.4%</b>  |
| <b>Commission and Fee Income from (a)</b>  | <b>386.8</b> | <b>234.8</b> | <b>64.8%</b>  | <b>111.3</b> | <b>70.5</b>  | <b>57.8%</b> | <b>109.9</b> | <b>1.3%</b>   |
| Distribution of Mutual Fund Products       | 379.8        | 231.0        |               | 108.8        | 68.8         |              | 107.7        |               |
| Other Financial and Non Financial Products | 7.0          | 3.8          |               | 2.5          | 1.7          |              | 2.2          |               |
| Net Gain on Fair Value Changes (b)         | 3.9          | 5.6          |               | -0.1         | 1.4          |              | 0.9          |               |
| <b>Total Revenue from Operations (a+b)</b> | <b>390.8</b> | <b>240.4</b> | <b>62.5%</b>  | <b>111.2</b> | <b>71.9</b>  | <b>54.6%</b> | <b>110.8</b> | <b>0.4%</b>   |
| Commission & Fees Expense                  | 236.4        | 144.5        |               | 67.3         | 43.6         |              | 66.2         |               |
| Employees Cost                             | 53.6         | 43.2         |               | 15.3         | 10.4         |              | 13.4         |               |
| Other Expense                              | 15.5         | 11.2         |               | 4.4          | 3.3          |              | 3.7          |               |
| <b>Operating Expense</b>                   | <b>305.5</b> | <b>198.8</b> | <b>53.6%</b>  | <b>86.9</b>  | <b>57.3</b>  | <b>51.7%</b> | <b>83.4</b>  | <b>4.3%</b>   |
| <b>Operating Profit</b>                    | <b>85.3</b>  | <b>41.6</b>  | <b>105.2%</b> | <b>24.3</b>  | <b>14.6</b>  | <b>66.1%</b> | <b>27.4</b>  | <b>-11.3%</b> |
| <b>Operating Profit Margin (%)</b>         | <b>21.8%</b> | <b>17.3%</b> |               | <b>21.8%</b> | <b>20.3%</b> |              | <b>24.7%</b> |               |
| Finance Cost                               | 2.0          | 0.8          |               | 0.50         | 0.2          |              | 1.4          |               |
| Depreciation                               | 11.8         | 6.7          |               | 4.2          | 1.7          |              | 4.4          |               |
| Other Income                               | 6.6          | 7.9          |               | 0.7          | 3.0          |              | 0.9          |               |
| <b>Profit Before Tax</b>                   | <b>78.2</b>  | <b>41.9</b>  | <b>86.4%</b>  | <b>20.3</b>  | <b>15.7</b>  | <b>28.9%</b> | <b>22.5</b>  | <b>-9.9%</b>  |
| Current Tax                                | 15.9         | 10.7         |               | 3.2          | 4.0          |              | 4.9          |               |
| Deferred Tax                               | 3.7          | 0.1          |               | 1.3          | 0.0          |              | 0.9          |               |
| <b>Profit After Tax</b>                    | <b>58.7</b>  | <b>31.2</b>  | <b>88.0%</b>  | <b>15.8</b>  | <b>11.7</b>  | <b>35.2%</b> | <b>16.7</b>  | <b>-4.9%</b>  |
| <b>Profit After Tax Margin (%)</b>         | <b>15.0%</b> | <b>13.0%</b> |               | <b>14.2%</b> | <b>16.3%</b> |              | <b>15.0%</b> |               |
| <b>Cash Profit After Tax</b>               | <b>70.4</b>  | <b>37.9</b>  | <b>85.6%</b>  | <b>20.1</b>  | <b>13.4</b>  | <b>50.1%</b> | <b>21.0</b>  | <b>-4.6%</b>  |
| <b>Earning Per Share</b>                   | <b>14.18</b> | <b>7.55</b>  | <b>87.8%</b>  | <b>3.83</b>  | <b>2.83</b>  | <b>35.3%</b> | <b>4.0</b>   | <b>-4.0%</b>  |
| <b>Cash Earning Per Share</b>              | <b>17.01</b> | <b>9.18</b>  | <b>85.4%</b>  | <b>4.84</b>  | <b>3.23</b>  | <b>50.1%</b> | <b>5.09</b>  | <b>-4.8%</b>  |
| <b>Return On Equity</b>                    | <b>29.8%</b> | <b>22.6%</b> |               |              |              |              |              |               |



# ***Growth Numbers & Road Ahead***

# Uniquely positioned in Wealth Management Industry



## Underpenetrated Growth Market

Addressing underpenetrated market opportunity in Indian Wealth Management Industry



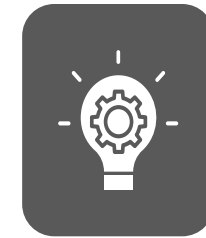
## Partner Driven, Retail focused B2B2C model

A key differentiator - Employee vs Entrepreneurship. PAN India distribution network



## Asset Light and Cash generating business

A consistent highly scalable, asset light and cash generative business model

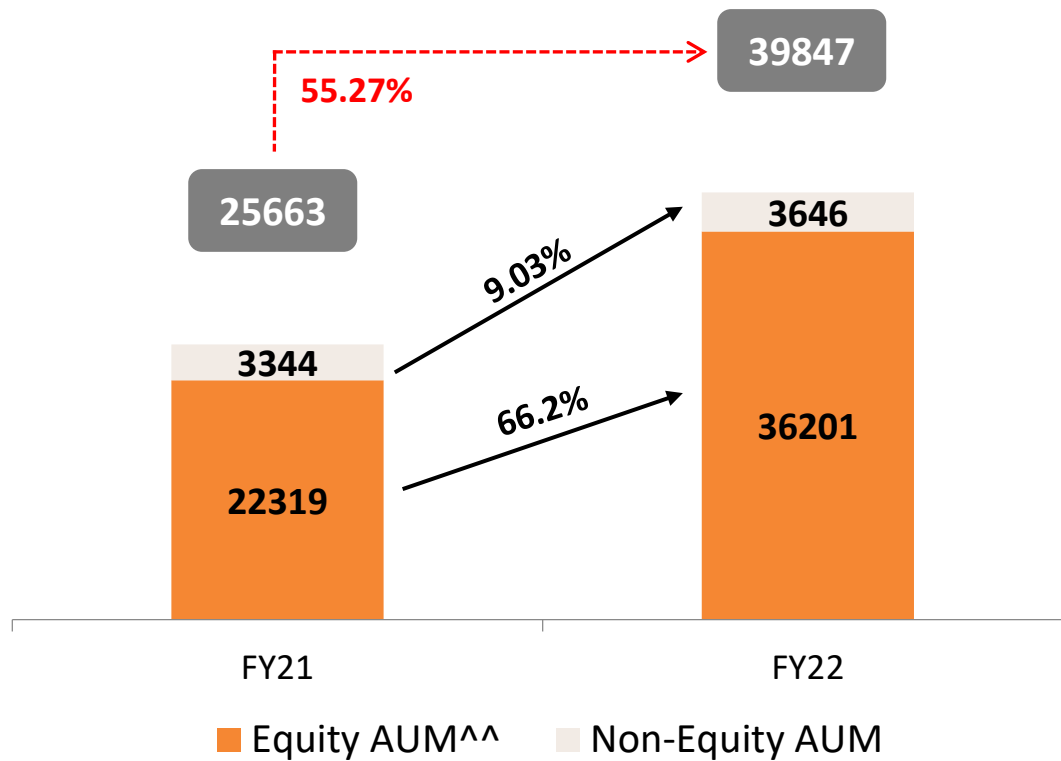


## Innovation and Technology

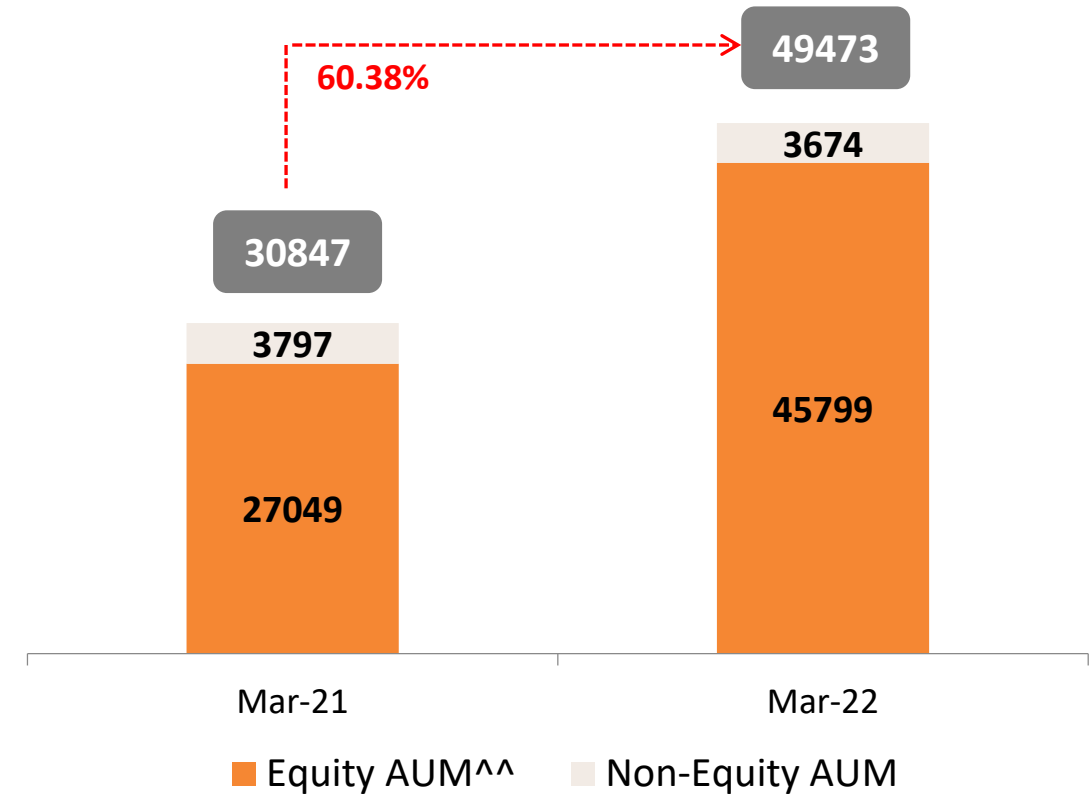
To improve investor and partner experience & provide a **“one-stop shop”** solution

## AUM Data – Consistently Growing

### Yearly Average AUM\* ( YAAUM ) in Crores



### Closing AUM in Crores



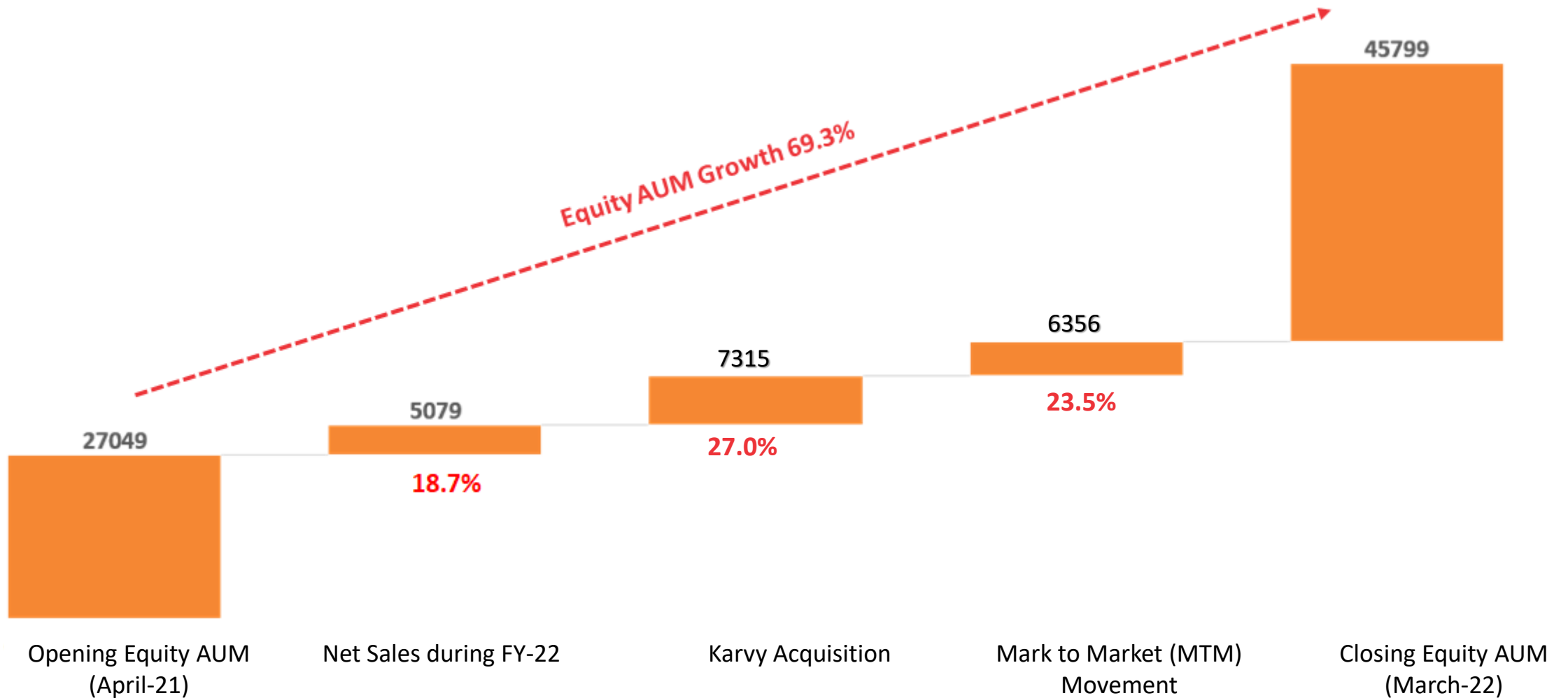
\* Daily Average AUM

^^ Equity AUM includes Hybrid category and excludes ETFs

**Opening AUM of FY23 at 49473 Cr is 124.15% of FY22 Yearly Avg AUM**

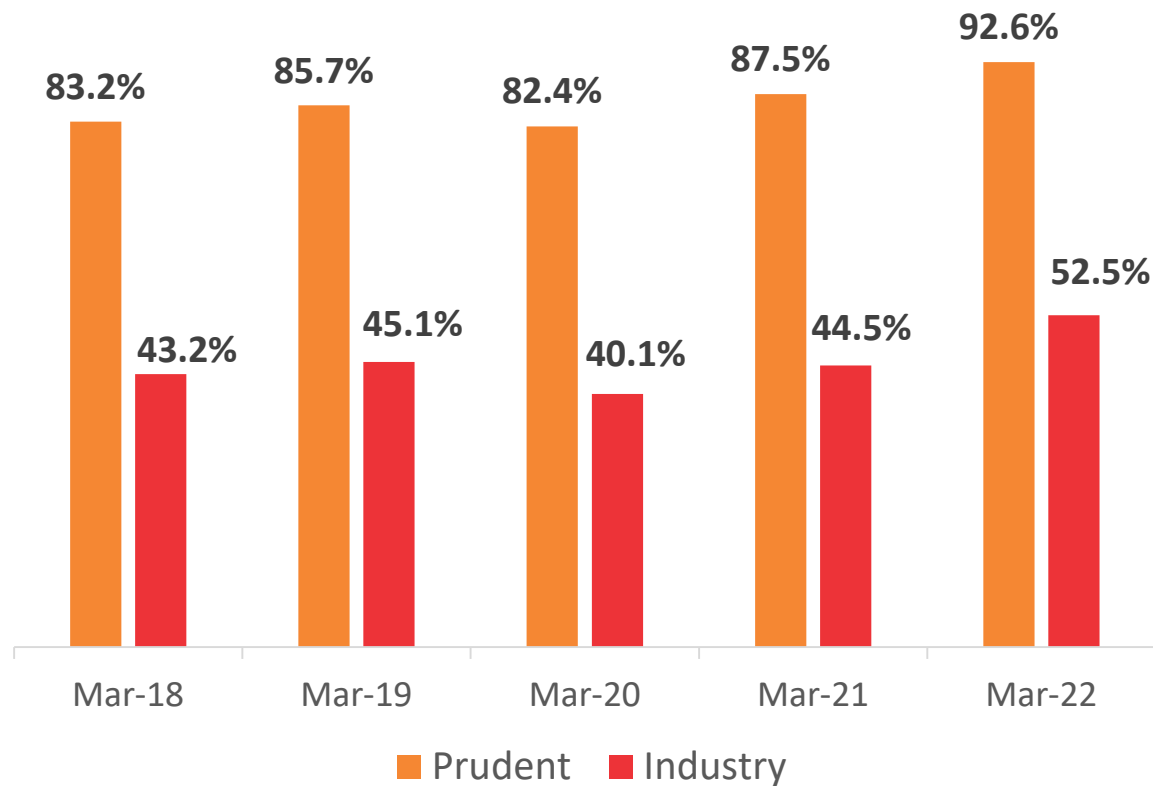
## AUM Movement – Strong organic growth supported by Karvy Acquisition

*Equity AUM Bridge ( In Crores )*

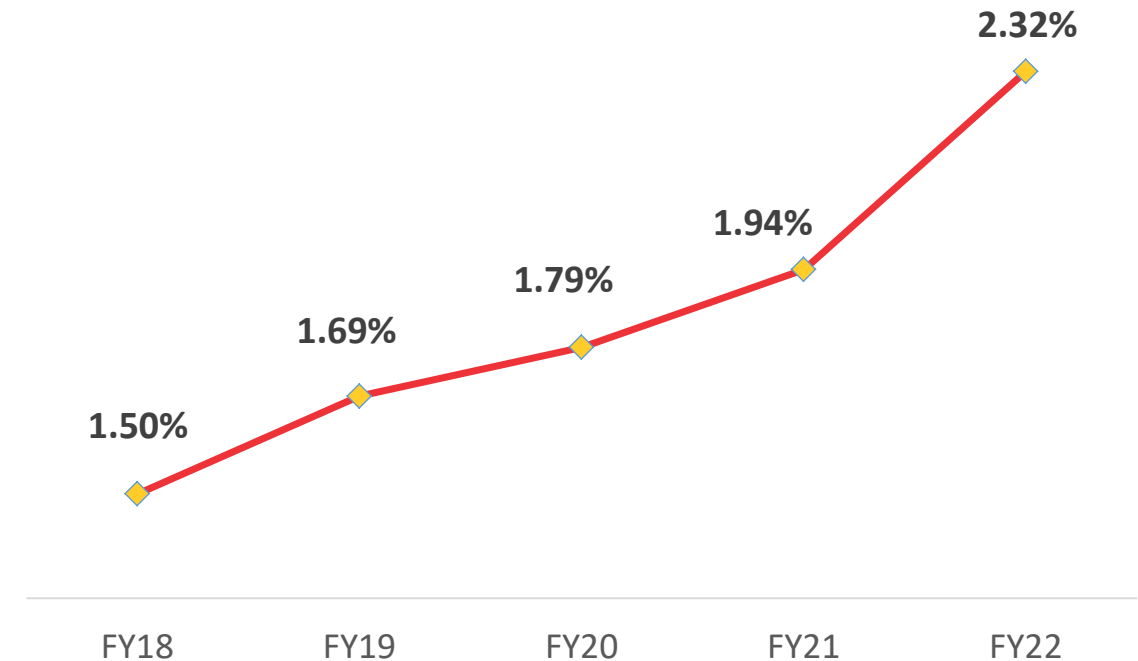


## Equity AUM growth supported by strong SIP Book

Equity AUM as a % to Overall AUM of Prudent v/s Industry (FY18 to FY22)



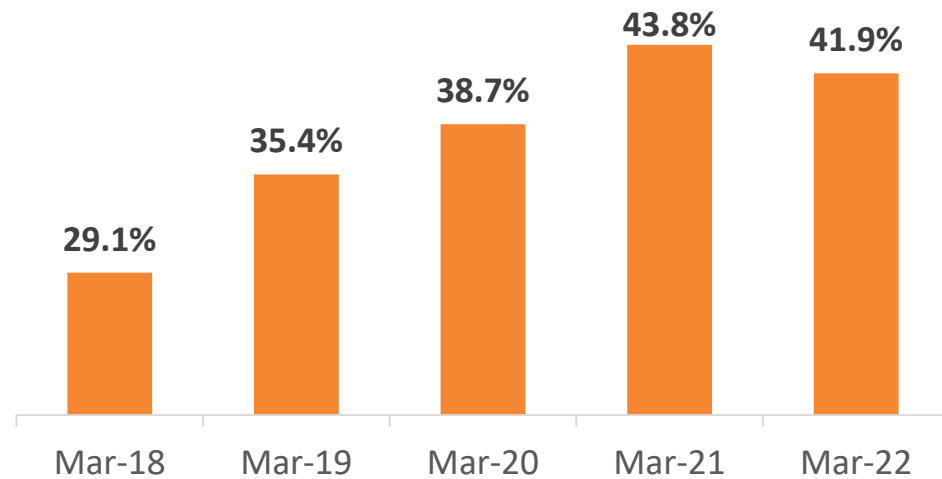
Rising Market Share in Equity AUM of Prudent in Industry (FY18 to FY22)



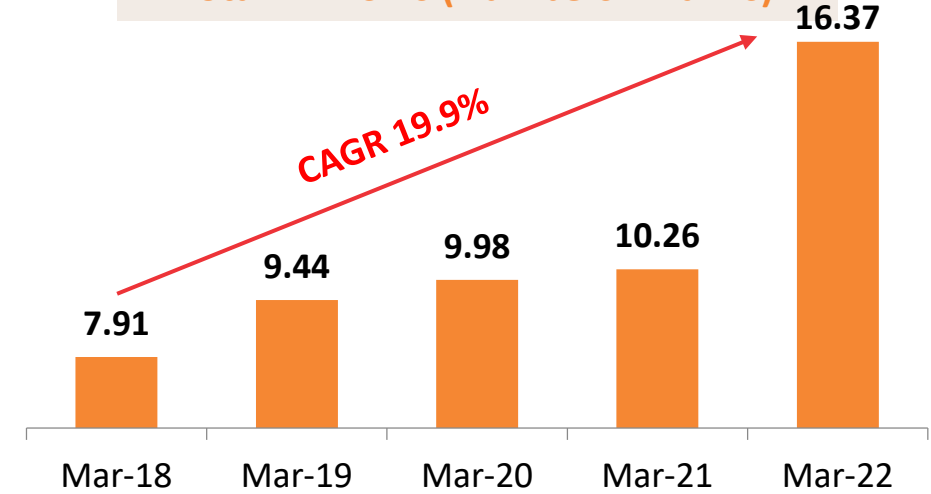
Equity AUM includes Hybrid category and excludes ETFs  
Industry data Sourced from AMFI website

## Strength in Granularity

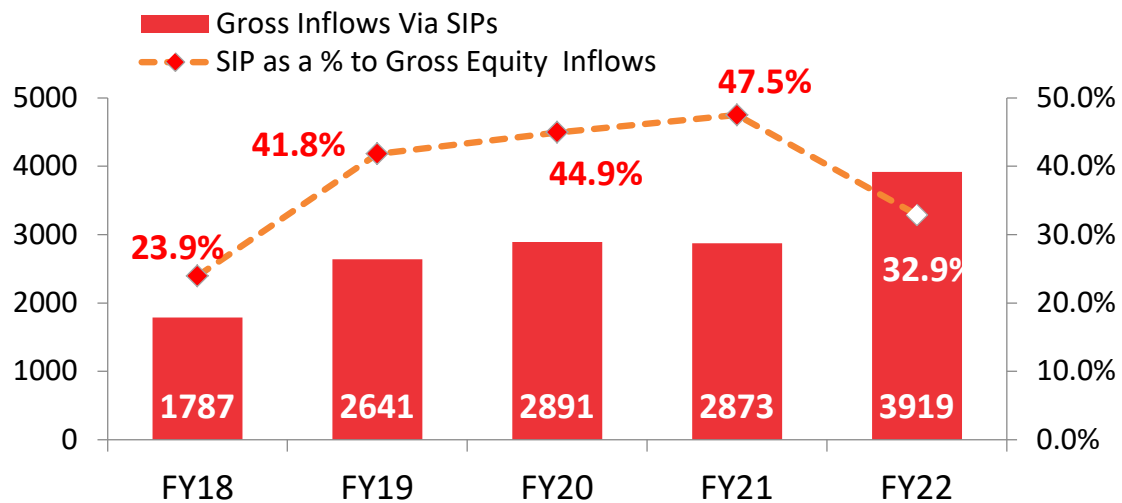
### SIP AUM as a % to Prudent's Equity AUM



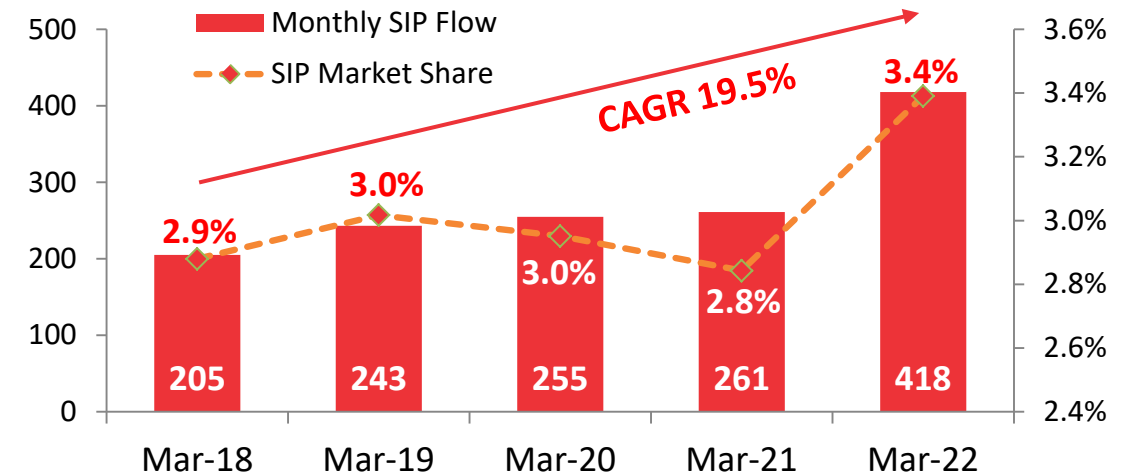
### Total LIVE SIPs (Numbers in lakhs)



### Gross Inflow via SIPs & SIPs as a % to Gross Equity Inflows



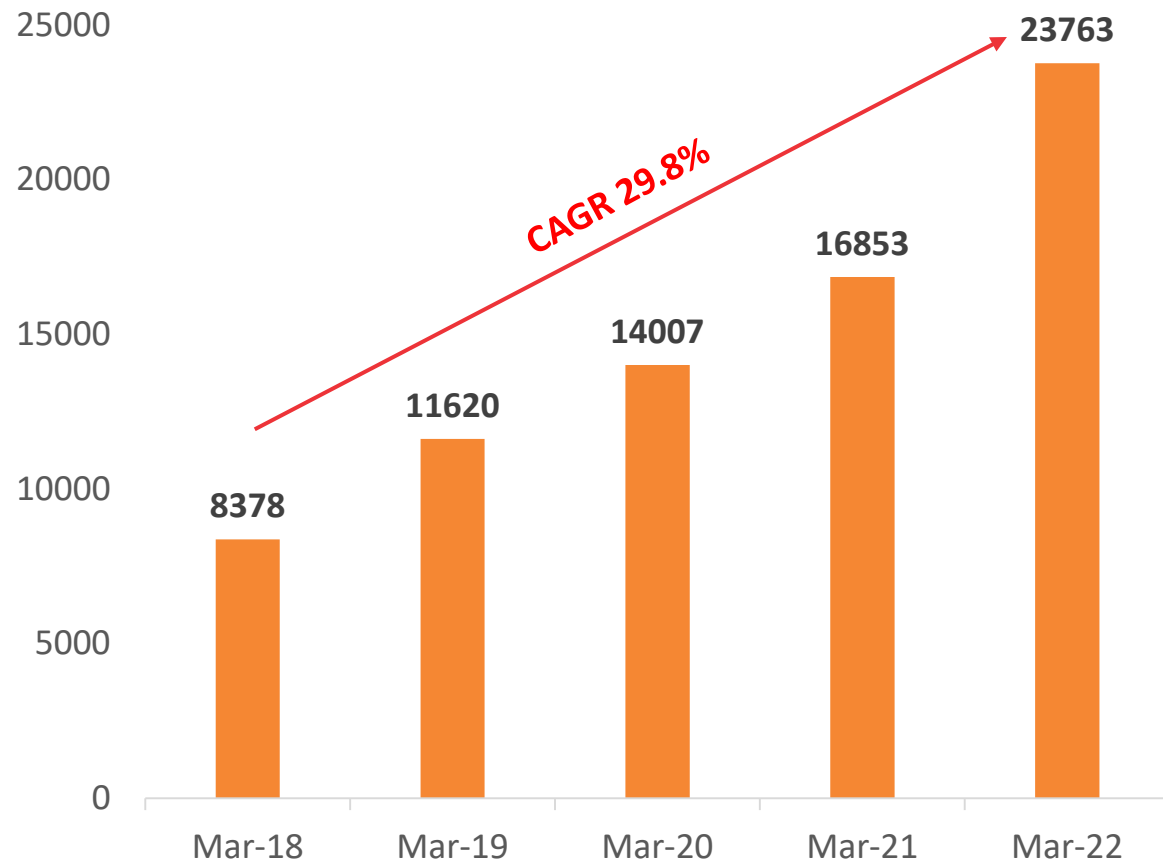
### Monthly SIP Flow & SIP Market Share in Industry



Source : Industry SIP Sourced from AMFI

# Growing No of Mutual Fund Distributors

## Growing Trust & Confidence of MFDs

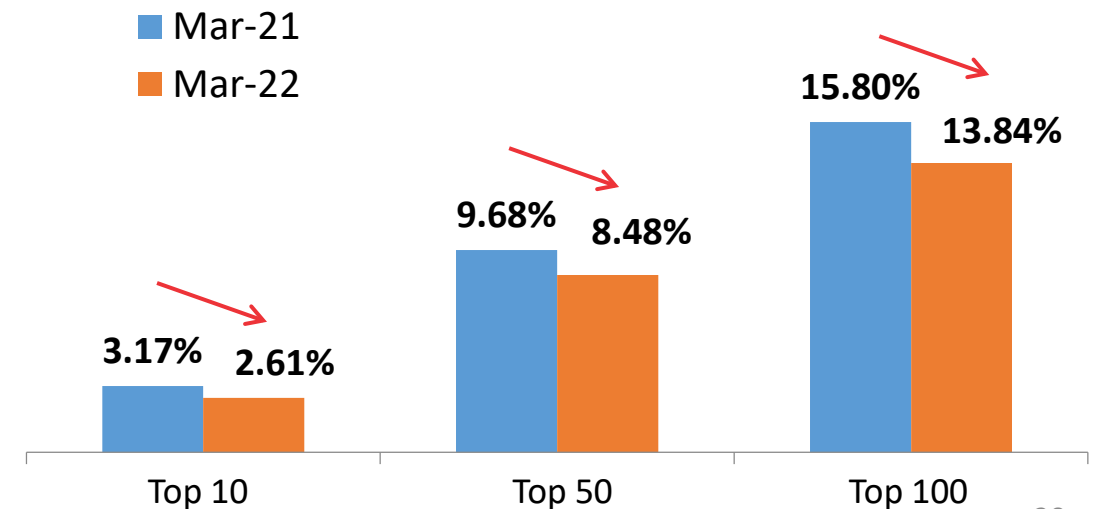


## Vintage-wise Bifurcation – A strong tailwind

| Tenure       | No of MFDs | MFDs to Total MFDs | MFDs as % to MFD AUM | Gross Sales (Excl. SIP)* | New SIP Input in %^ |
|--------------|------------|--------------------|----------------------|--------------------------|---------------------|
| <2 Years     | 10,698     | 45.0%              | 11.8%                | 15.0%                    | 16.9%               |
| 2 to 5 Years | 7,264      | 30.6%              | 24.3%                | 31.1%                    | 34.3%               |
| >=5 Years    | 5,801      | 24.4%              | 63.8%                | 53.9%                    | 48.8%               |

\* Data as of Mar 2022 ^ For FY 2022

## Top MFDs contribution – Very low concentration



## Multiple Levers of Growth & Opportunities

FY23 Opening AUM of Rs 49473 crore  
**124.15% Higher than Yearly Average AUM of FY22 to boost top-line**

---

March 22 monthly SIP flows of Rs 418 crore implies annualized SIP book of Rs.5000 crore.

**This is equivalent to 10.13% of opening AUM!**

---

**Multi-Product platform is the way ahead.** Leveraging strong MFD base of 23,763 to cross-sell. **Insurance already is a high single digit contributor to revenues.**

---

**MFDs having less than five-year vintage contributes to 36% of our AUM.** As they become seasoned MFDs- we expect substantial growth in clients & AUM.

---

**Strong Cash flow from operations of Rs 89 crore in FY22** gives us immense power to pursue inorganic opportunities & reward shareholders.

---



***Prudent  
Who We Are***



**Sanjay Shah**

**Chairman & Managing Director**

Chartered Accountant with more than two decades of experience in wealth management



**Shirish Patel**

**CEO & Whole-time Director**

MBA in Finance & diploma in Computer Applications, with 22 years of experience in wealth management.



**Chirag Shah**

**Whole-time Director**

Fellow member of Institute of Chartered Accountants of India with 17 years of experience in insurance & compliance sector.

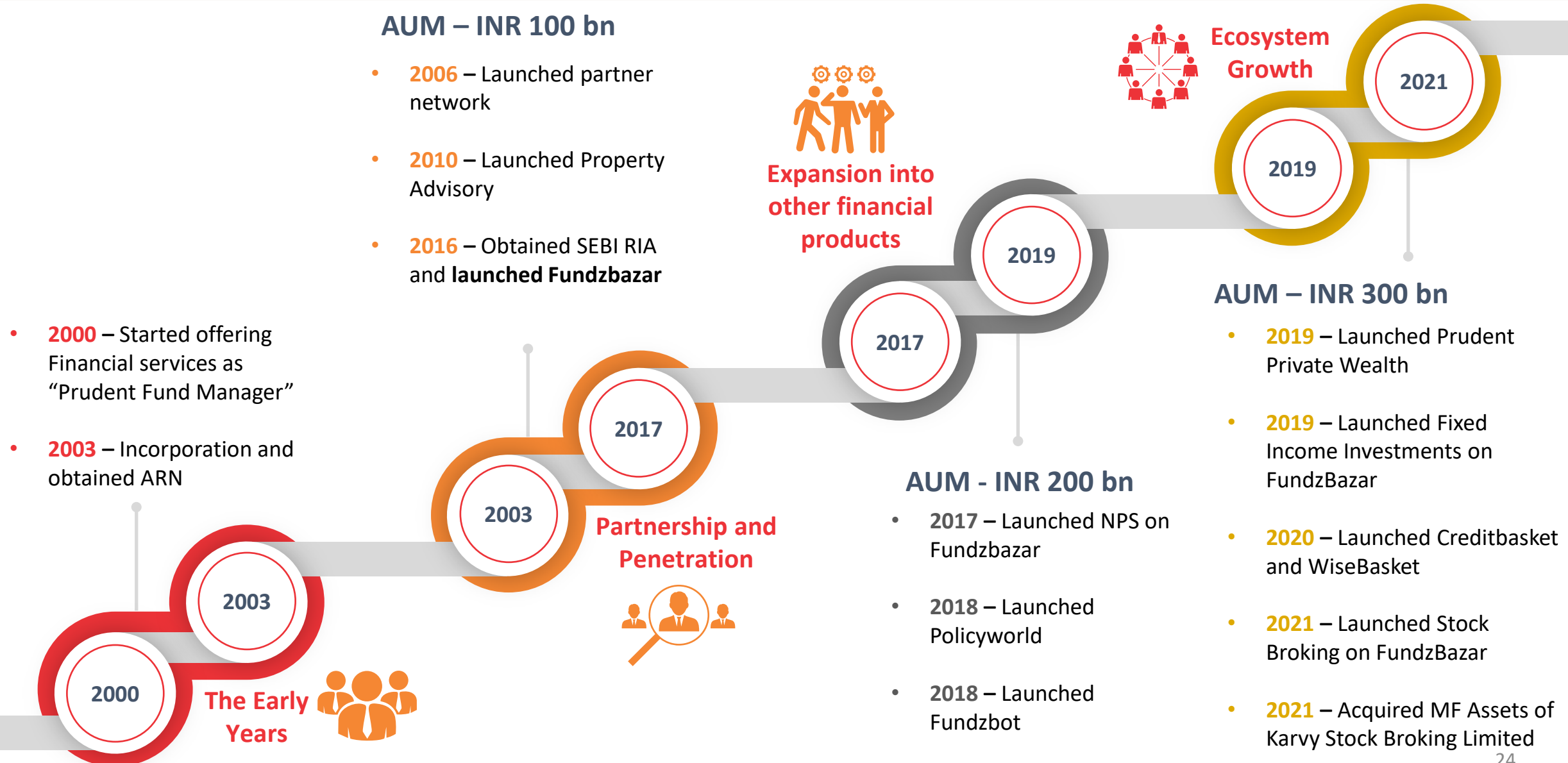


**Chirag Kothari**

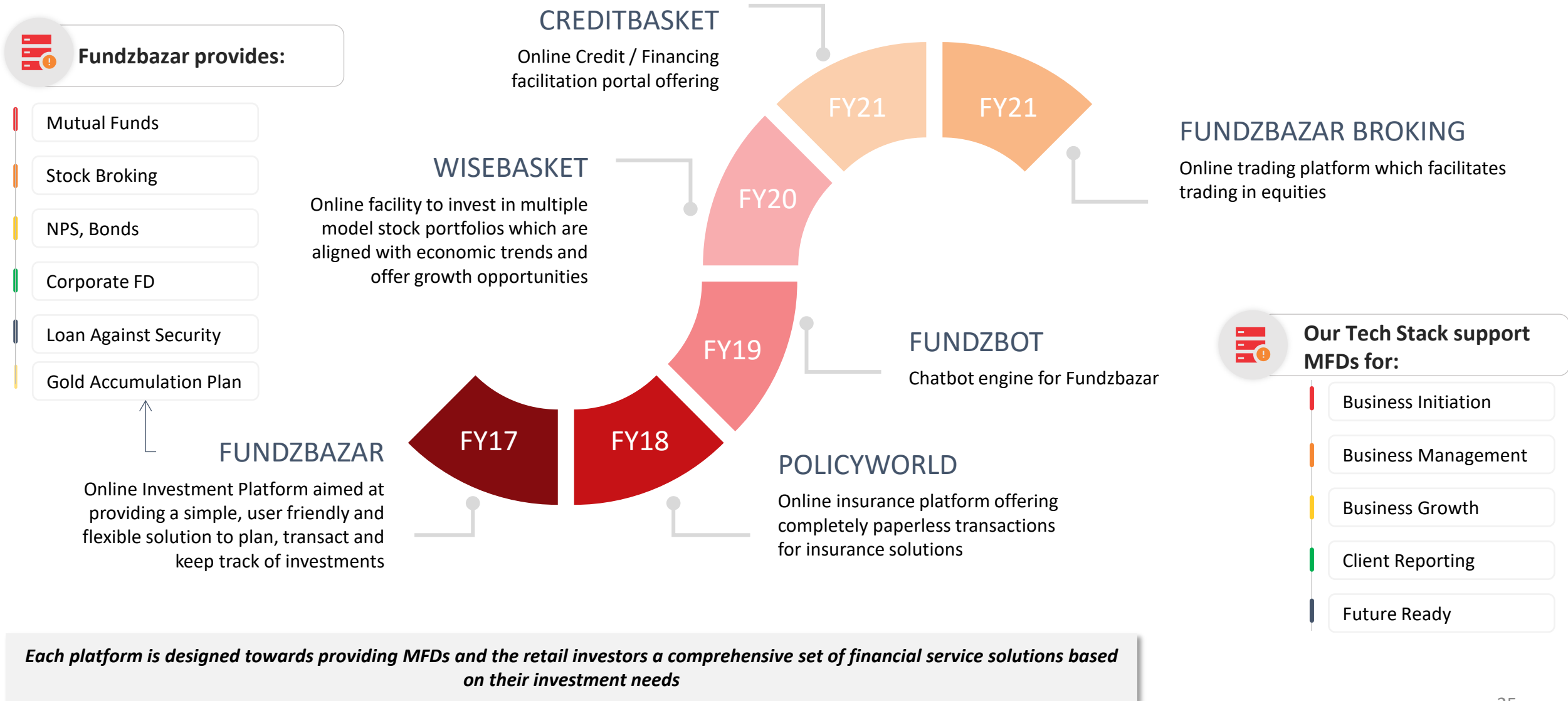
**CFO**

Qualified company secretary and a fellow member of the Institute of Company Secretaries of India with 15 years of experience in the finance sector.

# Our journey over years | Partnership & Innovation led scaling of operations

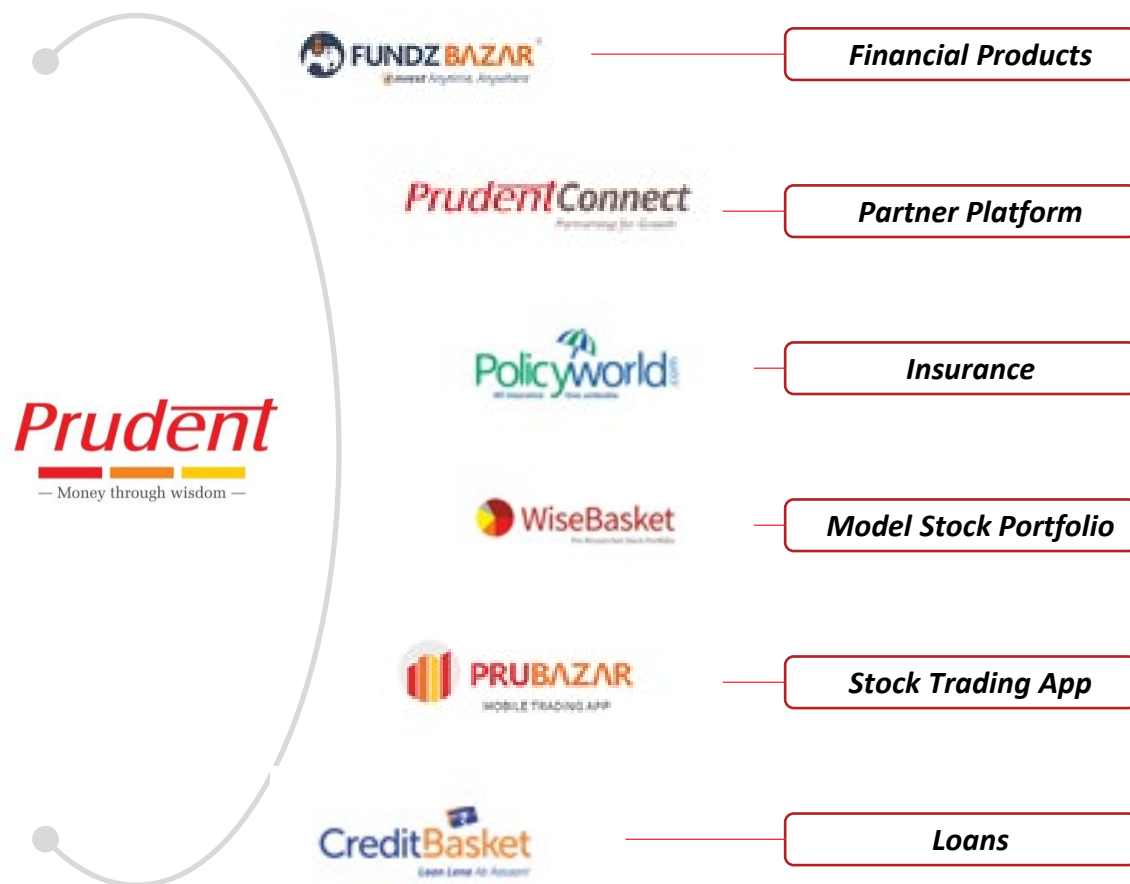


# Technology to improve experience & make us a “one-stop-shop”

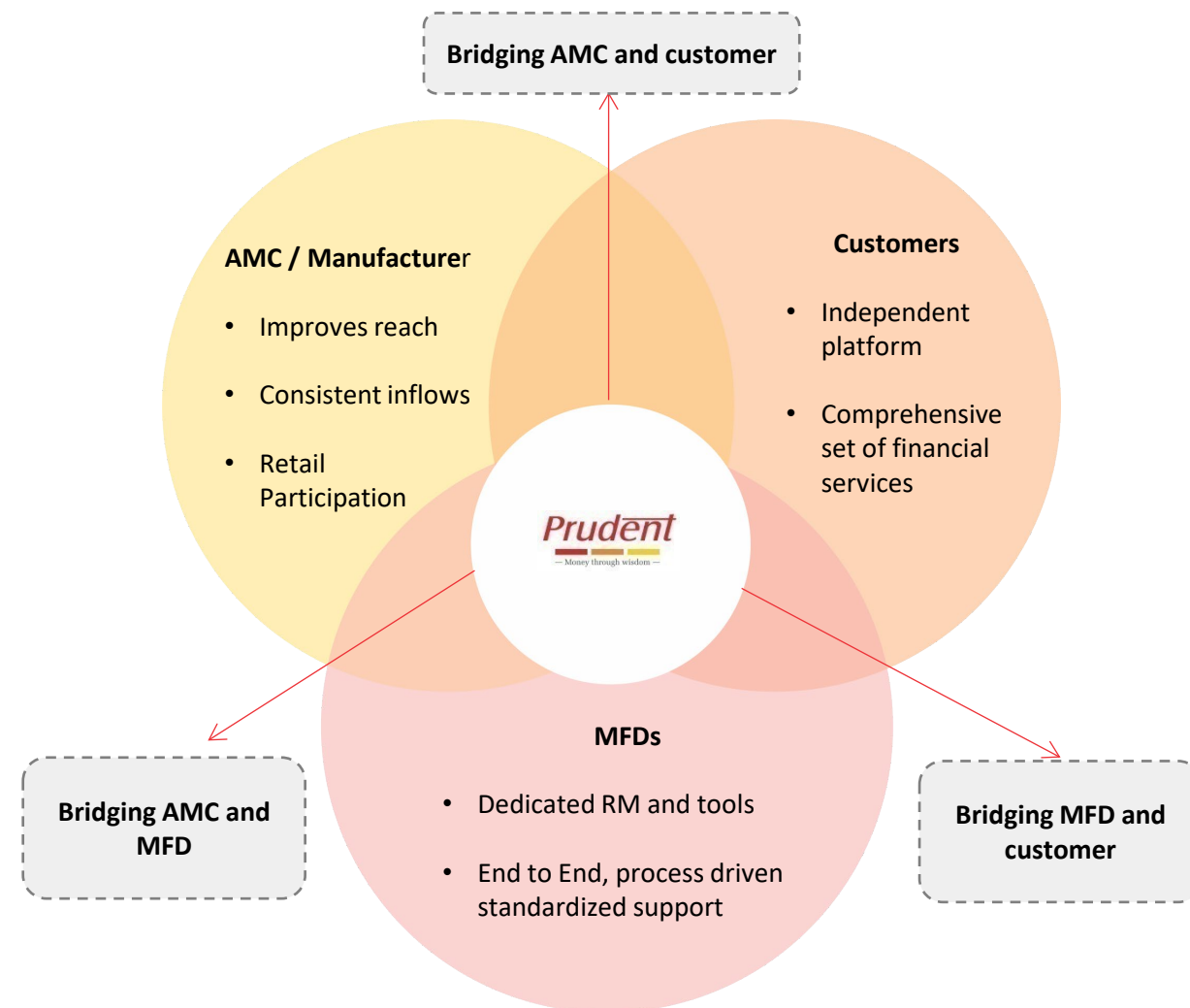


# Our B2B2C platform enables offering diversified financial products

## Providing Services across the spectrum of Financial Products



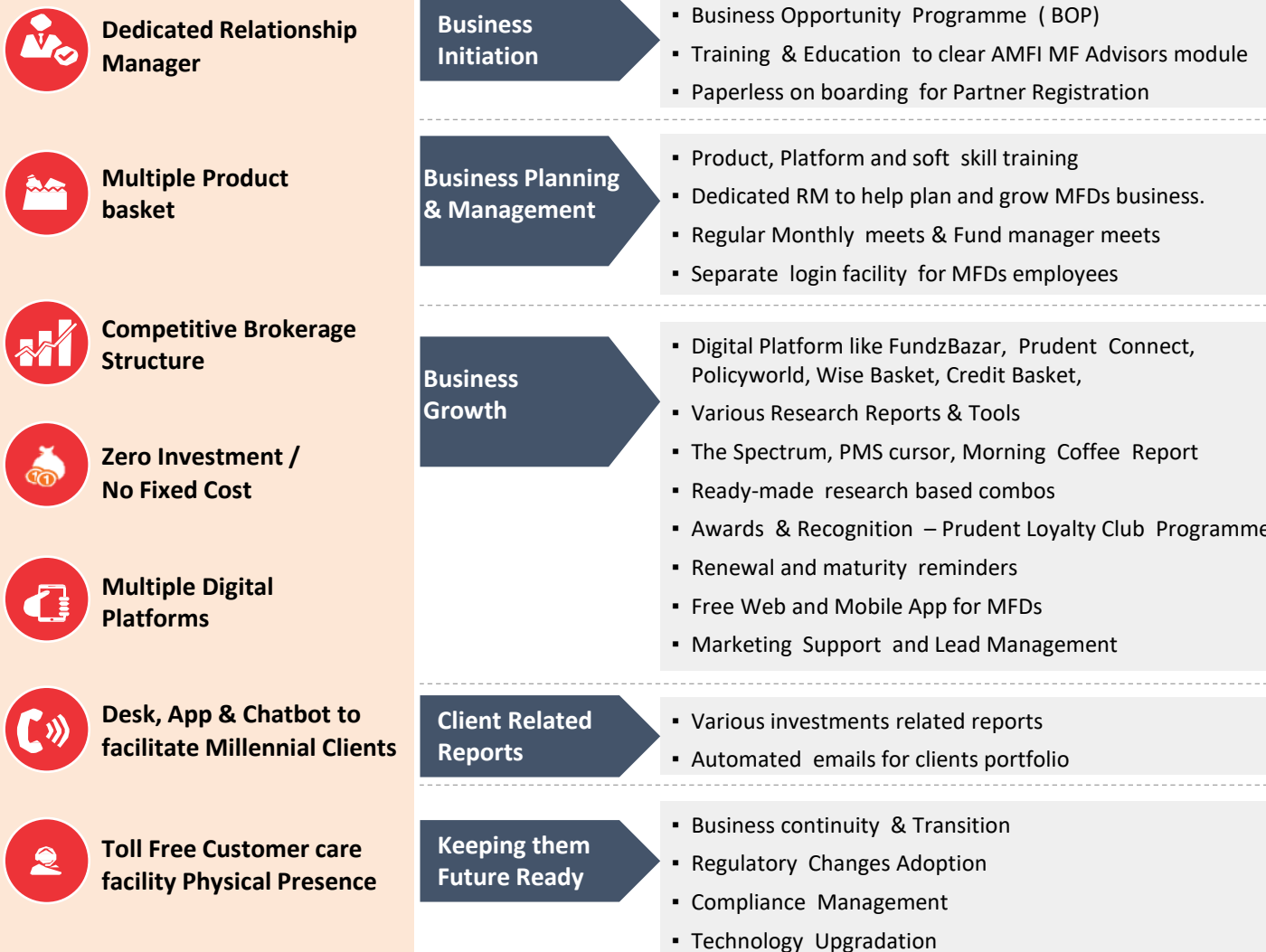
## Allows us to add value across the ecosystem



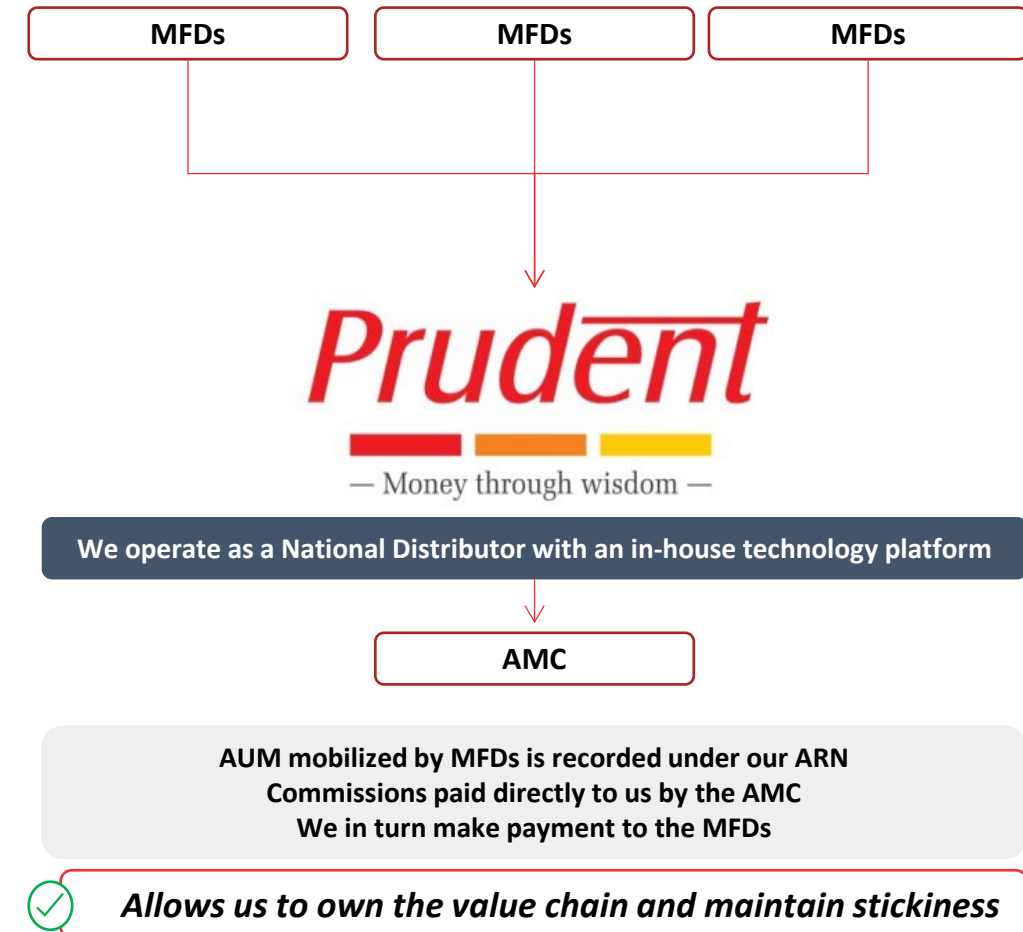
*Comprehensive bouquet of financial products leads to increased customer wallet share*

# Innovation to improve investor & partner experience

## We offer end-to-end, process driven and standardised support to our MFDs



## While maintaining the relationship with the end customer



***Our value proposition has led to increased participation and long-standing relationship with MFDs***

# Strong Board and Experienced Management Team

## Experienced Management Team



### **Sanjay Shah** - Chairman & Managing Director

Chartered Accountant with more than two decades of experience in wealth management. Holds a degree of BBA from Sardar Patel University & is admitted as a fellow member of the Institute of Chartered Accountants of India



### **Shirish Patel** – CEO & Whole-time Director

MBA in Finance & diploma in Computer Applications, with 22 years of experience in wealth management. Previously worked with ICICI Bank, Citi Bank. Joined the firm at 2005 & has been an instrumental in branch expansion from 5 to 105 branches till date.



### **Chirag Shah** - Whole-time Director

Fellow member of Institute of Chartered Accountants of India with 17 years of experience in insurance & compliance sector. Previously been associated with NSDL, joined Prudent in 2004 & currently serving on board of Gennext. Is responsible for HR, Admin & Compliance functions of the Prudent group

## Reputed Board Members



### **Dhiraj Poddar** (*Non Executive Director\**)

Serving as Country Head – India & MD of TA Associates with 17+ years of experience in PE. Has helped in investments across financial service, technology, healthcare & been associated with ICICI Securities, Progeon Ltd & Standard Chartered Bank



### **Deepak Sood** (*Independent Director*)

Fellow of Insurance Institute of Indian, with over 30+ years of experience. Over the years has served as head of BD at Bajaj Allianz GI, MD & CEO of Future Generali & CRO of ERGO



### **Karan Kailash Datta** (*Independent Director*)

With 10 years of experience in asset management has been associated with Goldman Sachs Securities, Goldman Sachs Asset Management & Axis Asset Management



### **Shilpi Thapar** (*Independent Director*)

Holds a bachelor's in law & commerce, registered with Insolvency & Bankruptcy Board of India as an insolvency professional. With 18 years of industrial experience she is a qualified Company Secretary & fellow member of Institute of Company Secretaries of India



### **Aniket Talati** (*Independent Director*)

Qualified CA & fellow member of Institute of Chartered Accountants of India, was elected to the 24th Council of the Institute of Chartered Accountants of India in 2018

# *Prudent*



— Money through wisdom —

## *Thank You*

**Company:**

**Prudent Corporate Advisory Services Ltd**

Mr. Parth Parekh

[parth.parekh@prudentcorporate.com](mailto:parth.parekh@prudentcorporate.com)

Tel: 079 40209600 (Ext No. – 460)

**Investor Relation Advisors:**

**Dickenson Intellinetics Pvt. Ltd.**

Mr. Rahul Jaju & Mrs. Sandhya Sutodia

[sandhya.sutodia@dickensonworld.com](mailto:sandhya.sutodia@dickensonworld.com)

Mob: 8981592855