

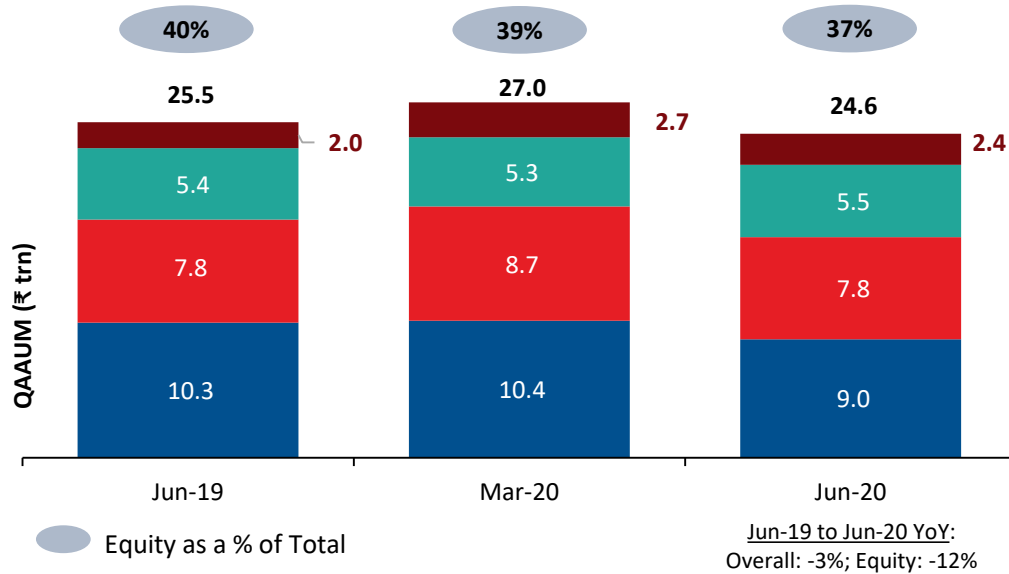


HDFC Asset Management Company Limited

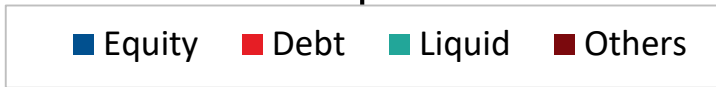
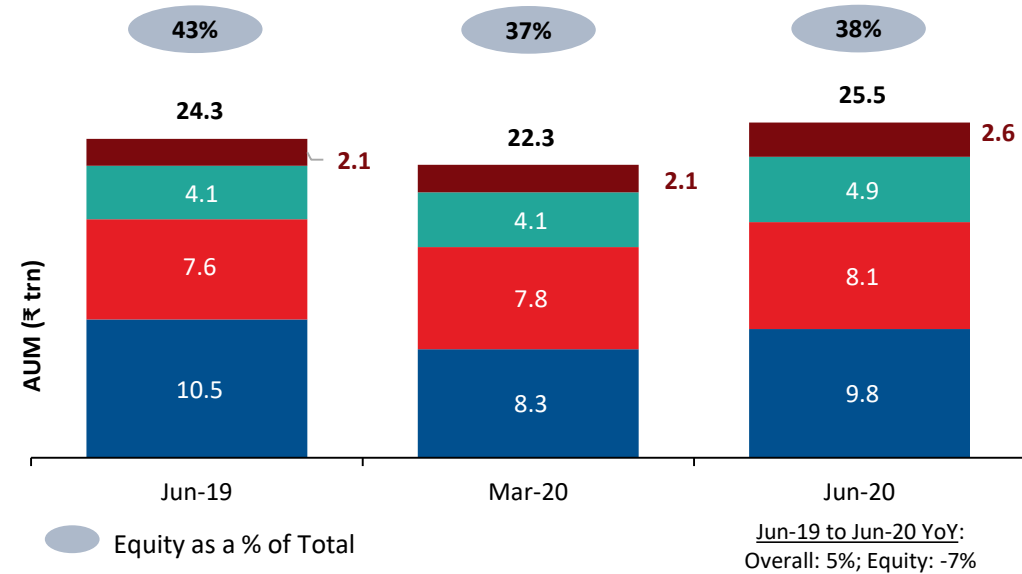
Q1 FY20-21

Industry - AUM and Net Sales

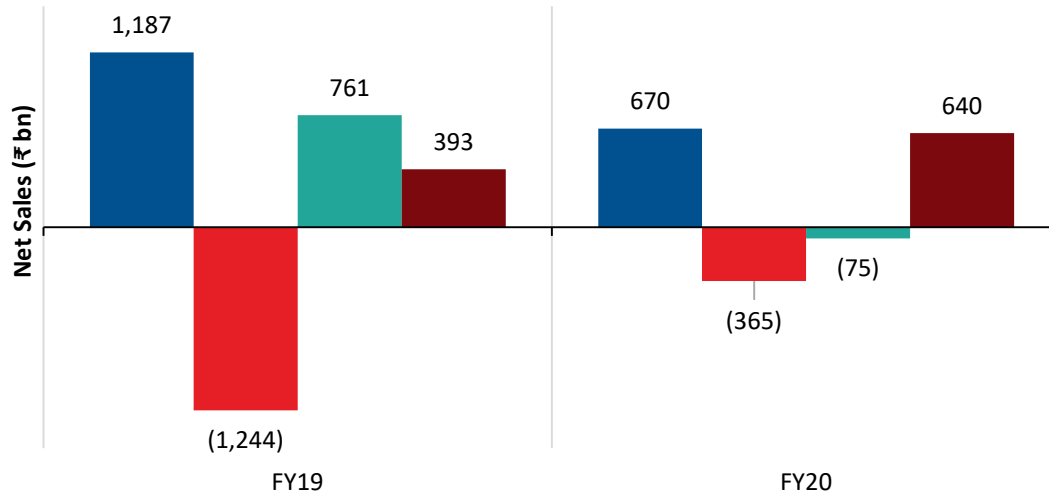
Quarterly Average AUM (QAAUM)



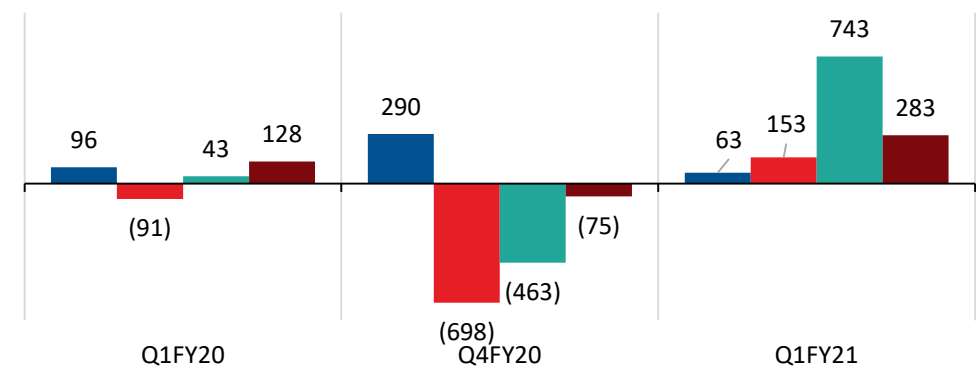
Closing AUM



Yearly net sales

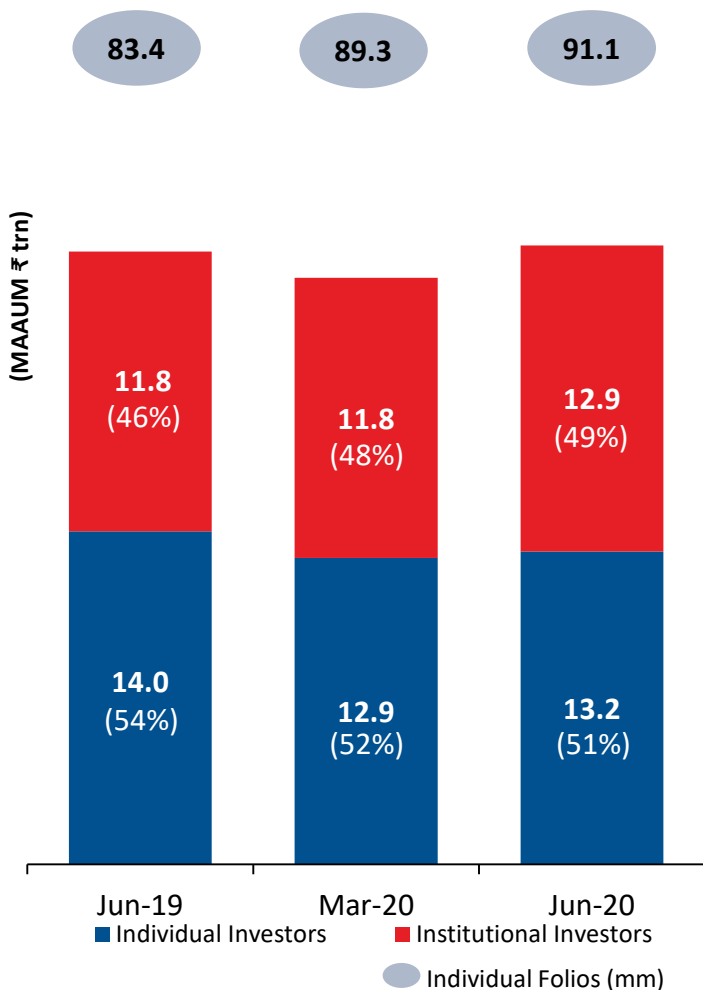


Quarterly net sales

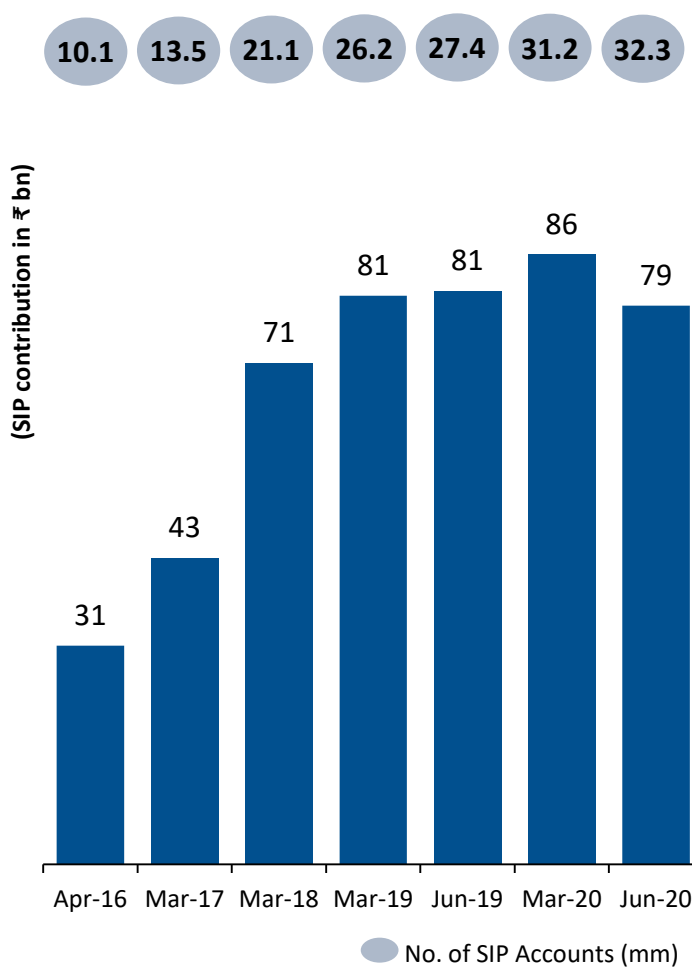


Individual / Institutional MAAUM, SIP Flows, B30

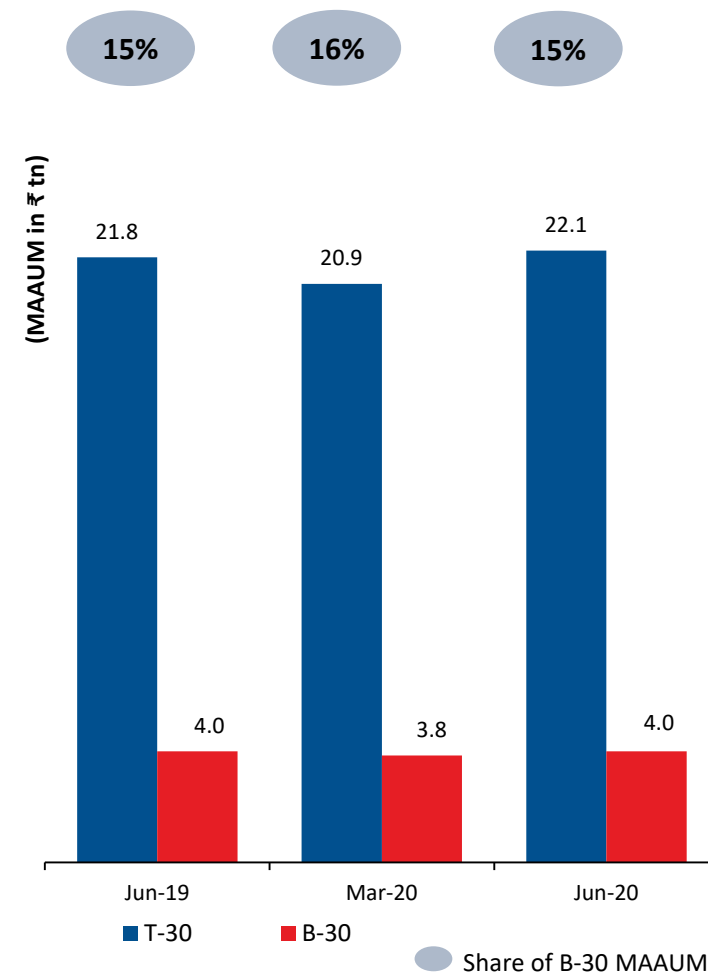
MAAUM by Investor category⁽¹⁾⁽²⁾⁽³⁾



SIP Flows⁽¹⁾

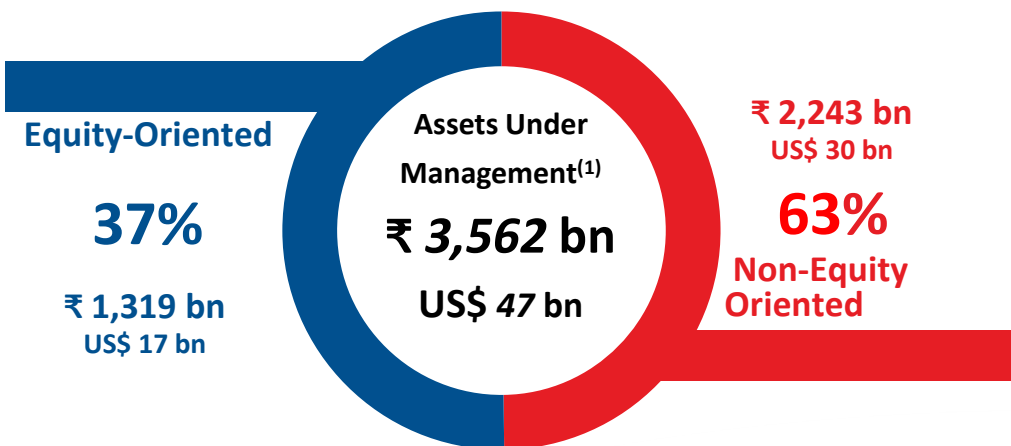


MAAUM of B-30⁽¹⁾⁽²⁾

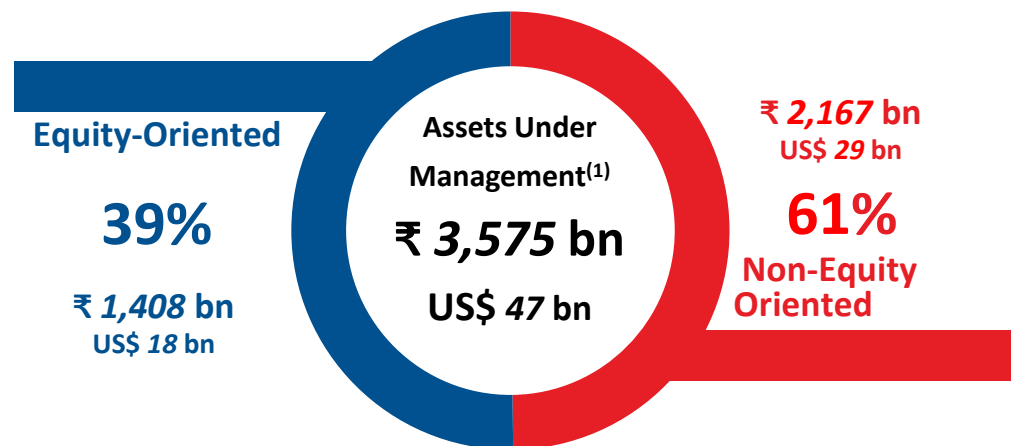


(1) Source: AMFI, (2) Based on monthly average AUM (3) Percentages in brackets denote % share of total

Quarterly Average AUM



Closing AUM



9.4 mm
Live Accounts⁽¹⁾



₹ 94 bn
PMS & SMA AUM^{(1) (3)}

221 Branches⁽¹⁾⁽²⁾;
65k+ Empaneled
Distribution Partners

₹ 1,924 bn
Individual MAAUM⁽¹⁾

1,192 Employees⁽¹⁾

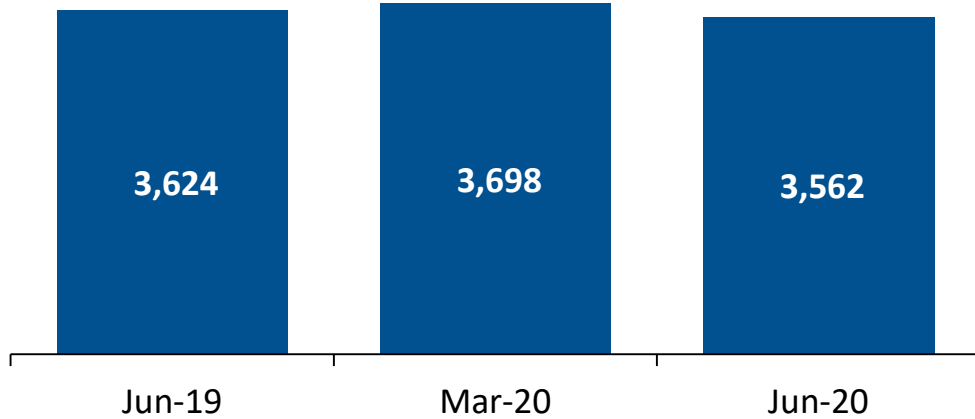
(1) As of June 30, 2020 / for June 2020; (2) Includes one representative office in Dubai; (3) Includes advisory mandates
 (2) Source: Internal. USD/INR conversion rate: ₹ 75.5075

○ Total AUM and Market Share

Quarterly Average AUM

₹ billion

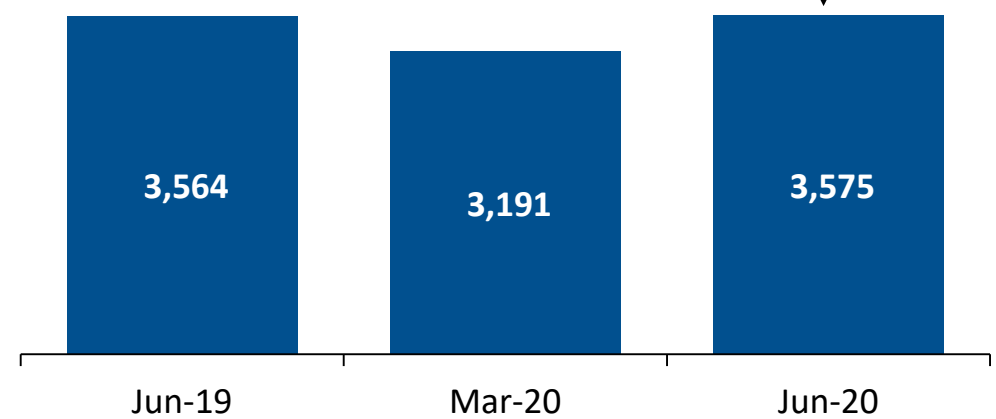
YoY -2%



Closing AUM

₹ billion

YoY 0%

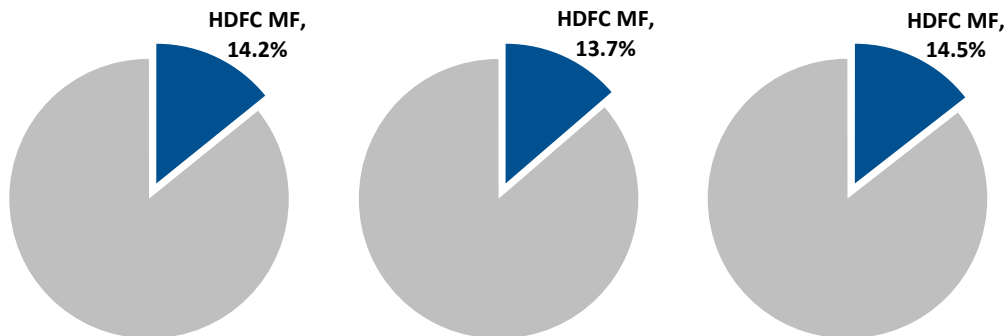


Market Share - Quarterly Average AUM

Jun-2019

Mar-2020

Jun-2020

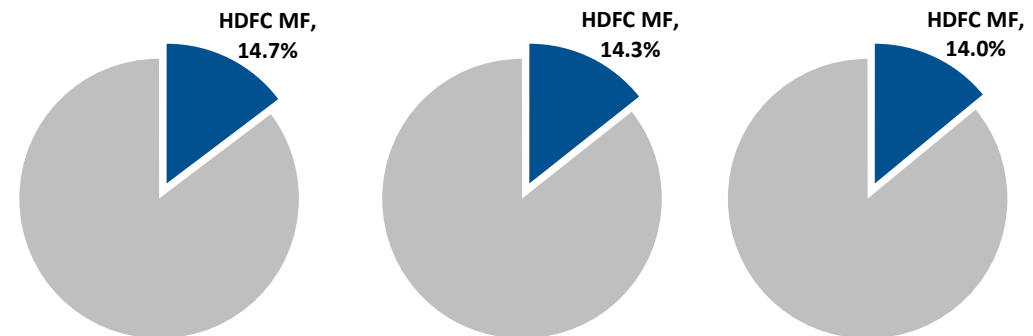


Market Share – Closing AUM

Jun-2019

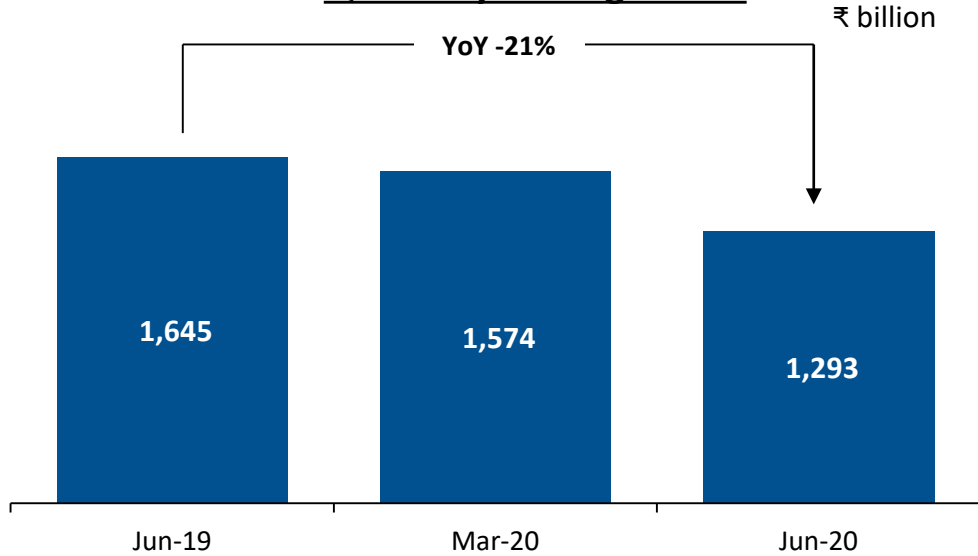
Mar-2020

Jun-2020

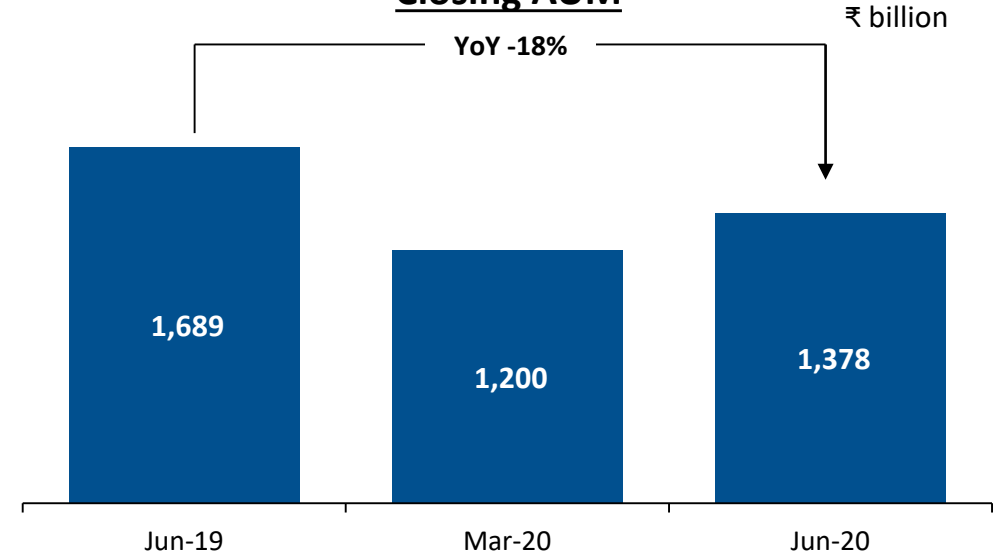


Actively Managed Equity-oriented AUM and Market Share

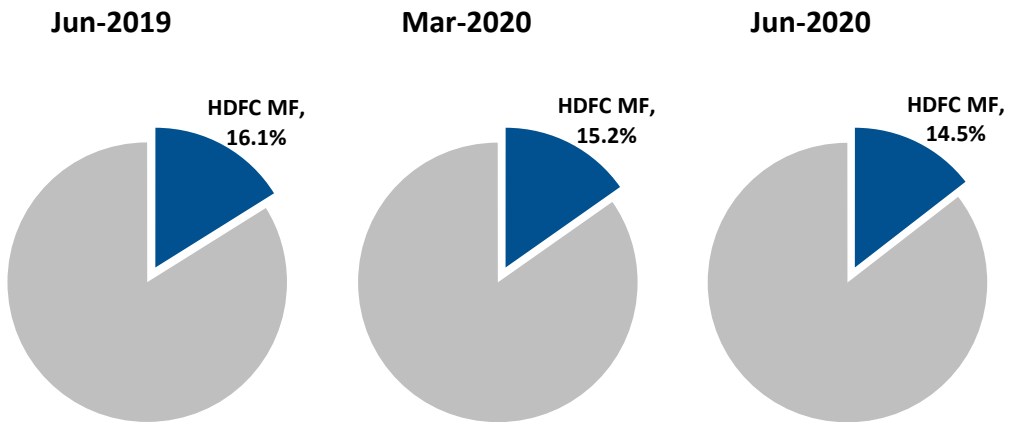
Quarterly Average AUM



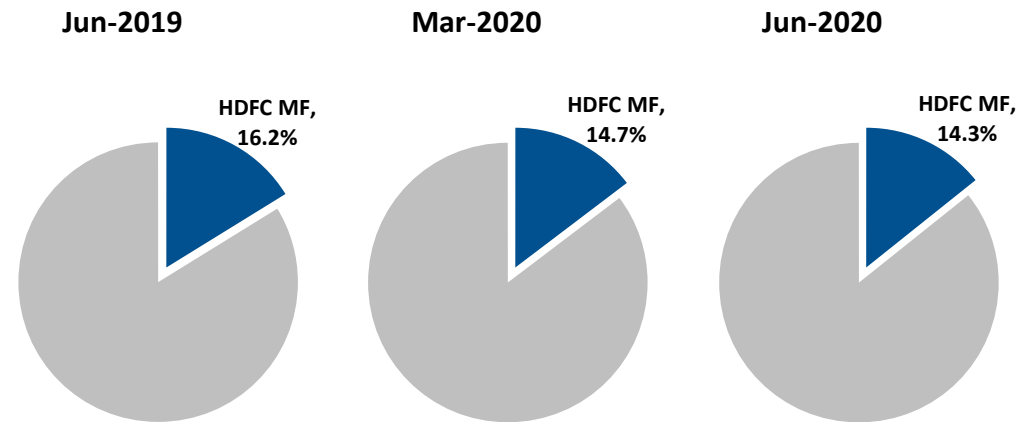
Closing AUM



Market Share - Quarterly Average AUM



Market Share – Closing AUM



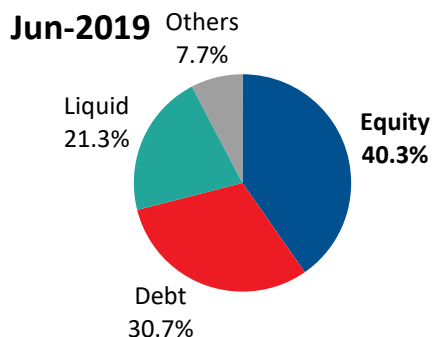
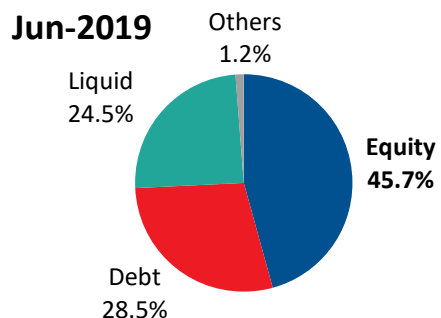
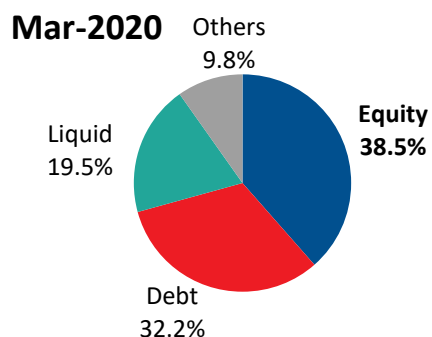
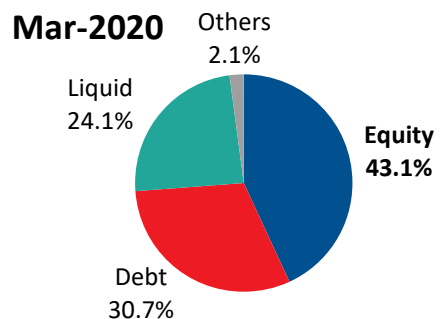
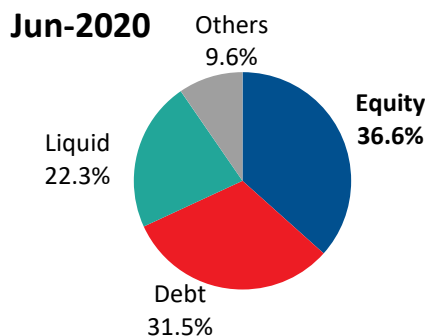
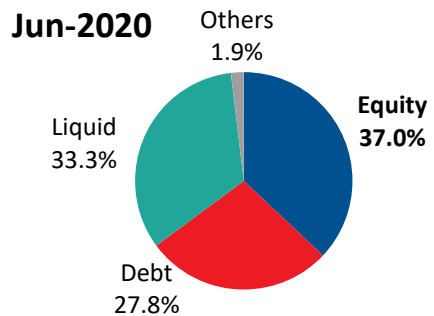
Source: AMFI, Internal
Actively managed equity-oriented AUM excludes index and arbitrage funds from equity-oriented funds

AUM by Segment – HDFC AMC and Industry

Quarterly Average AUM

HDFC MF

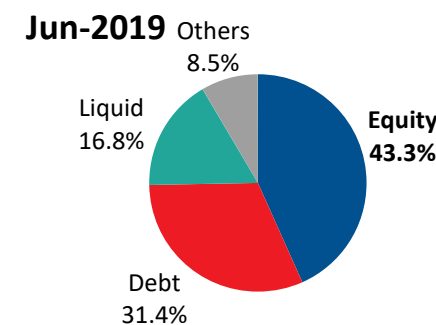
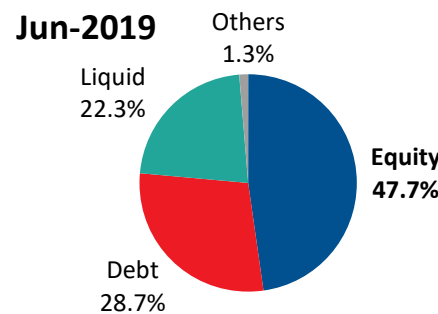
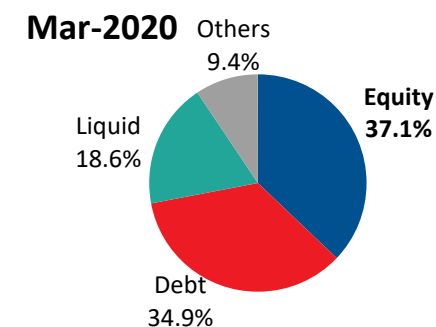
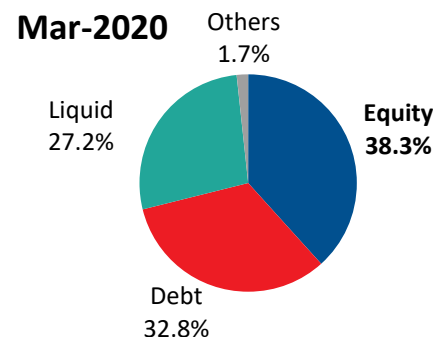
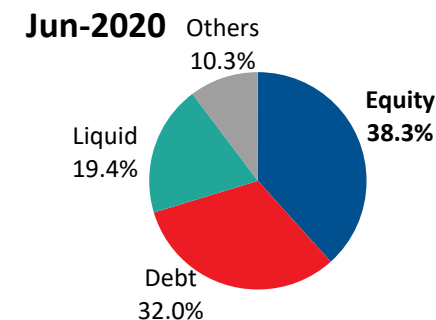
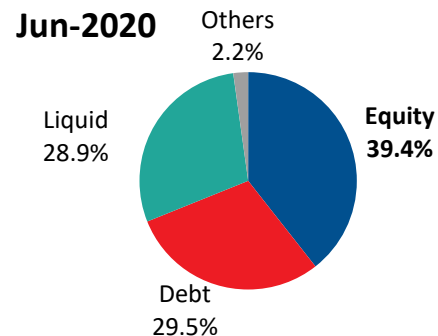
Industry



Closing AUM

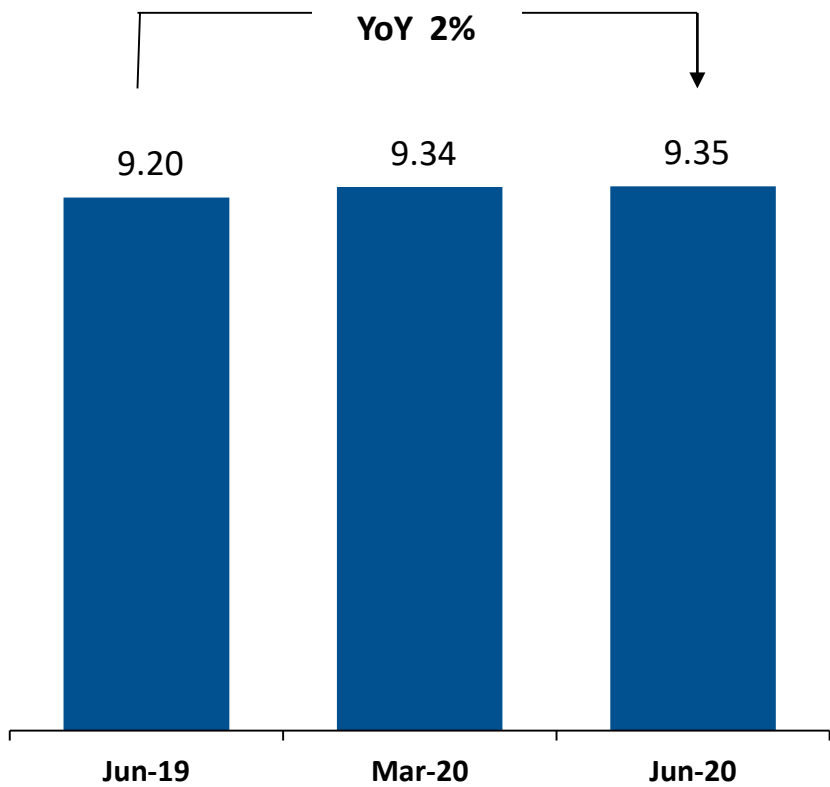
HDFC MF

Industry

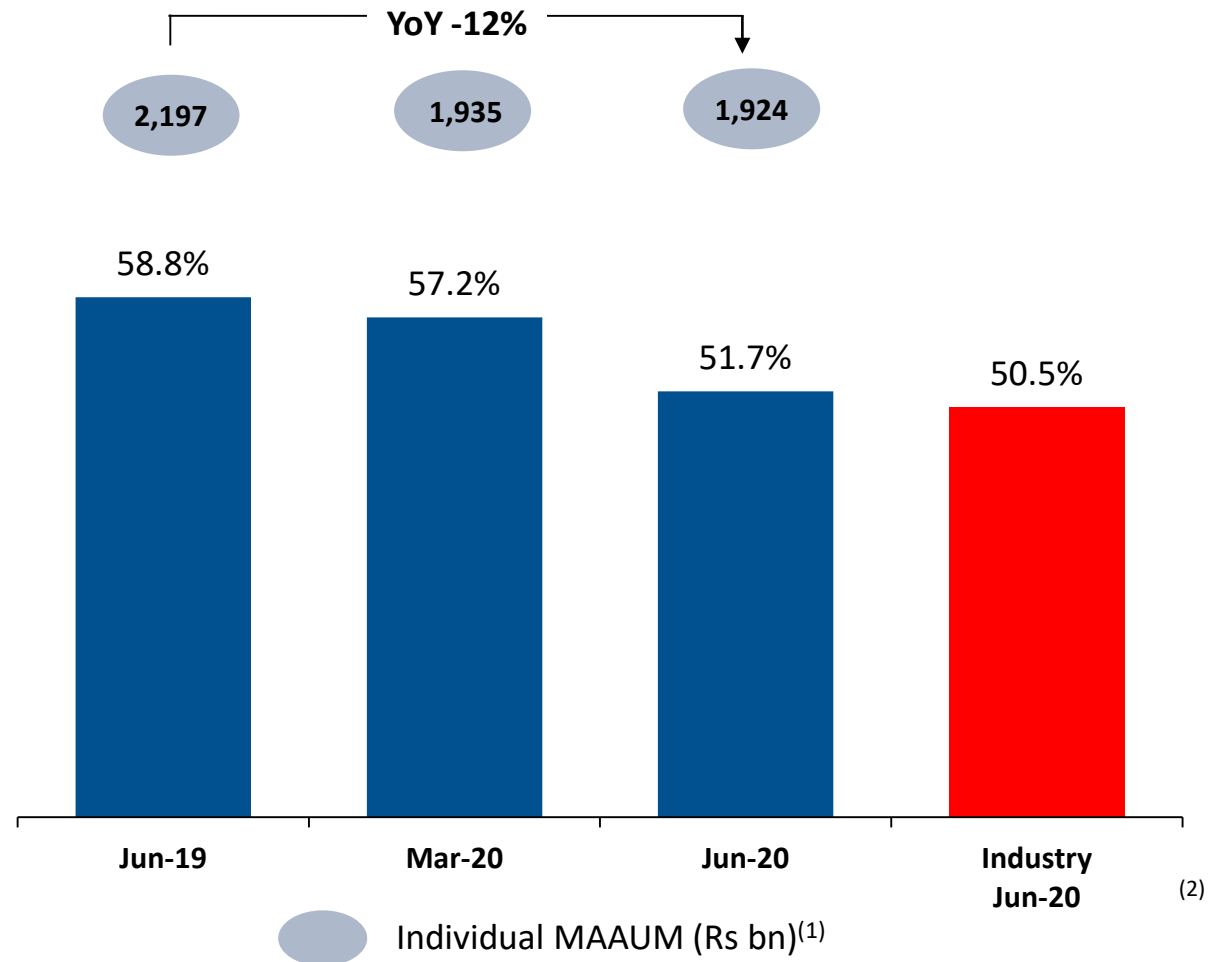


Individual Investors – no of Accounts & MAAUM

Number of Live Individual Accounts (in millions)



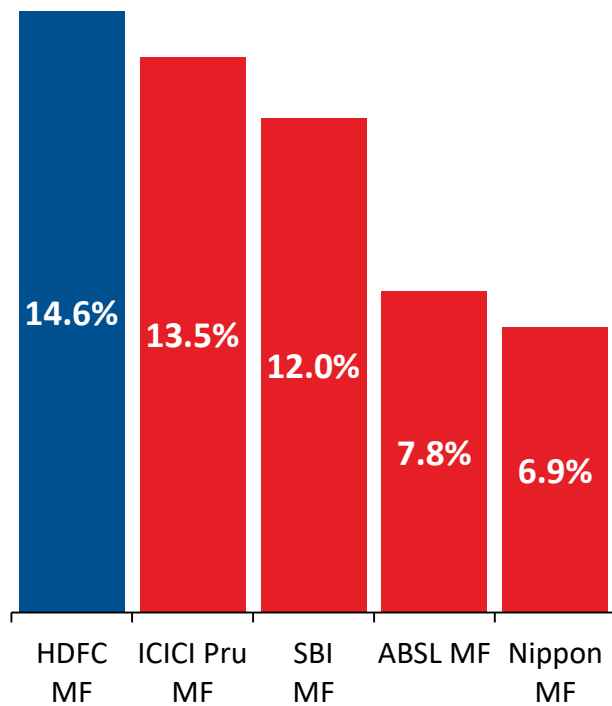
Individual MAAUM % of Total



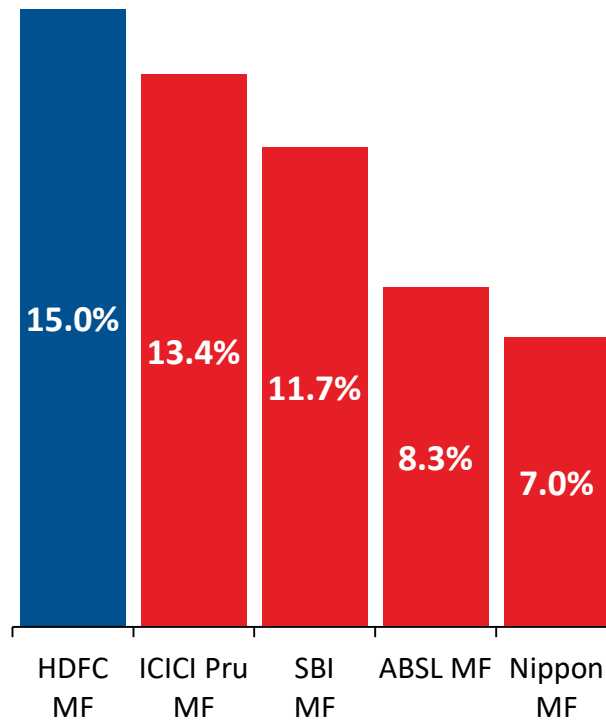
Individual customer prefer equity-oriented schemes and stay invested for longer periods

Most Preferred Choice of Individual Investors

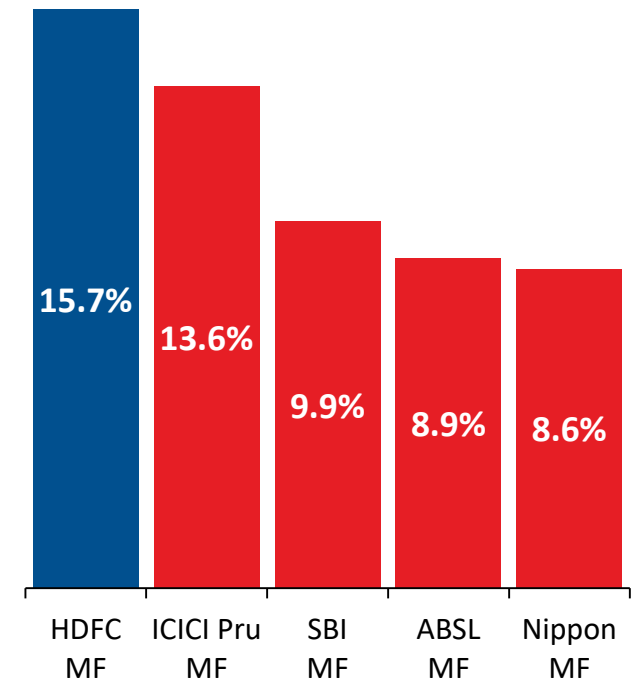
Individual Assets Market Share (Jun-20)



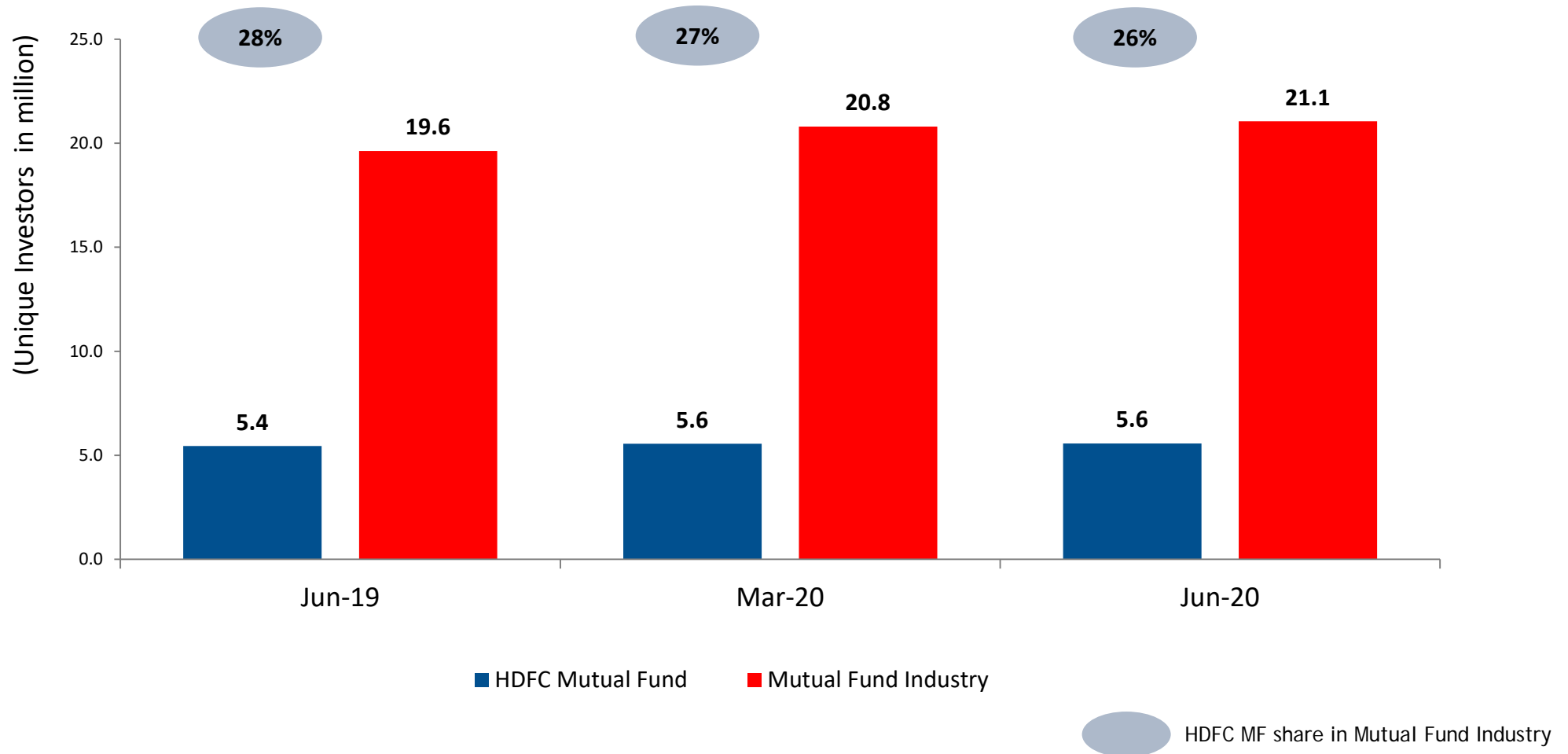
Individual Assets Market Share (Mar-20)



Individual Assets Market Share (Jun-19)

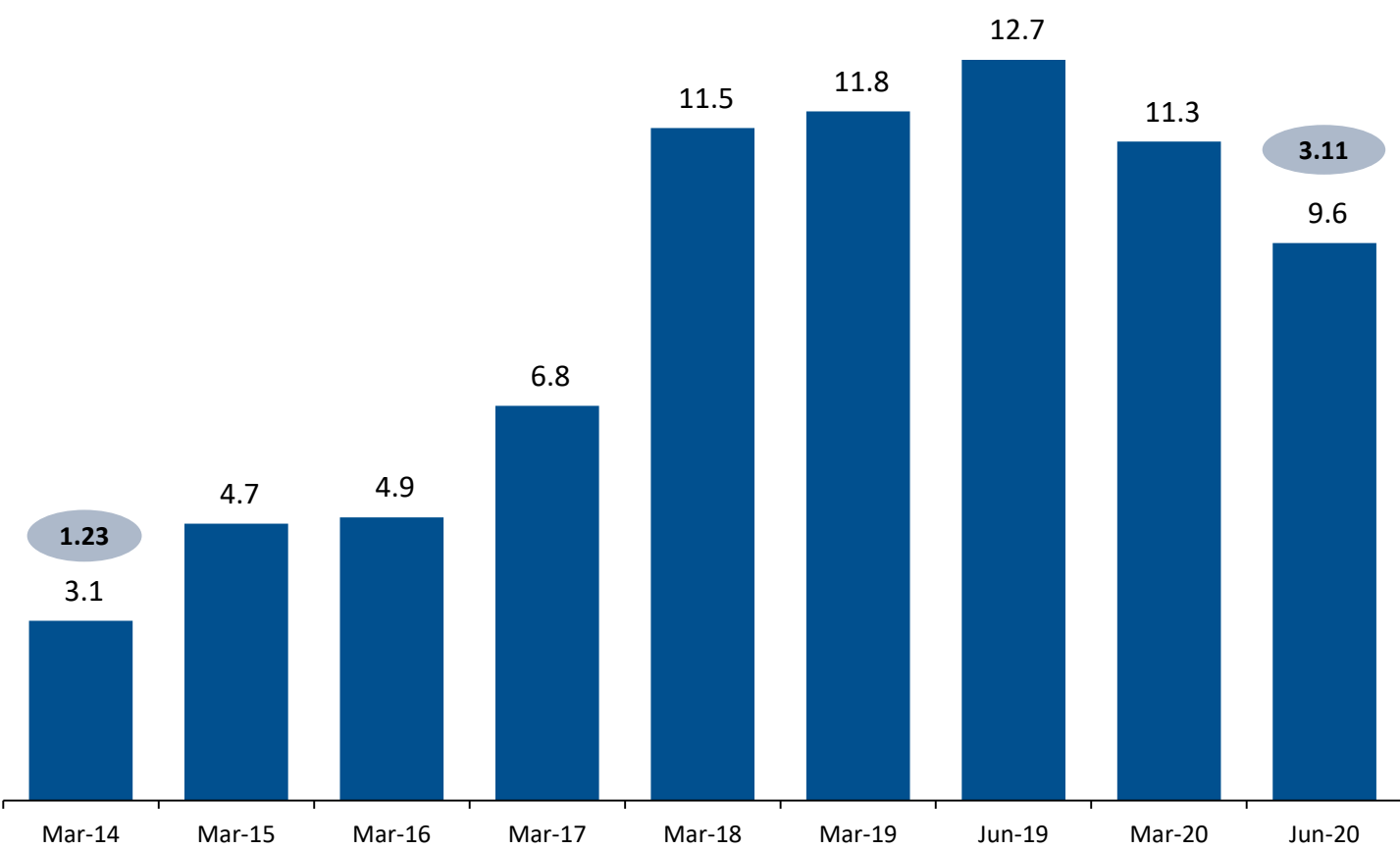


Unique Investors- HDFC AMC vs MF Industry

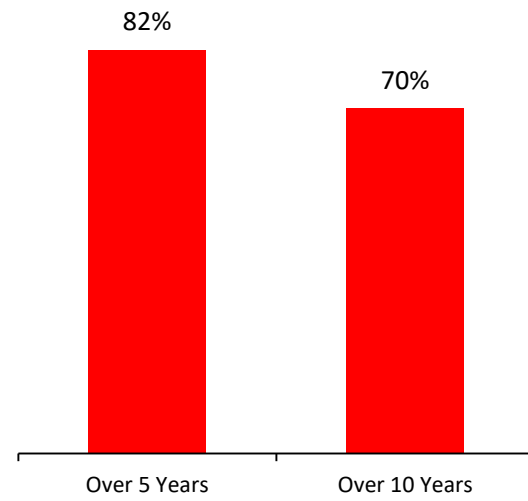


Quality Long-term Inflows Through Systematic Transactions

Systematic Transactions (₹ bn)



Long Tenure SIP Book⁽¹⁾



Strong and stable “Order Book” to provide predictable flows

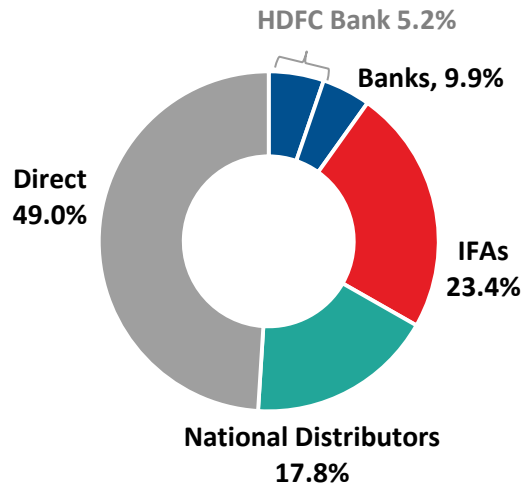
Source: Internal

(1) Based on tenure at the time of registration of all live SIPs during Jun-20

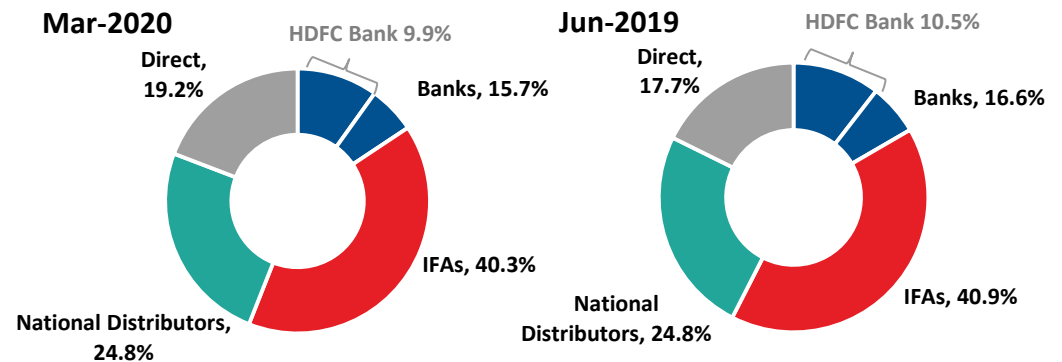
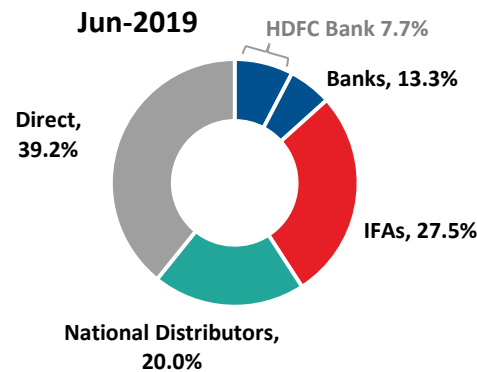
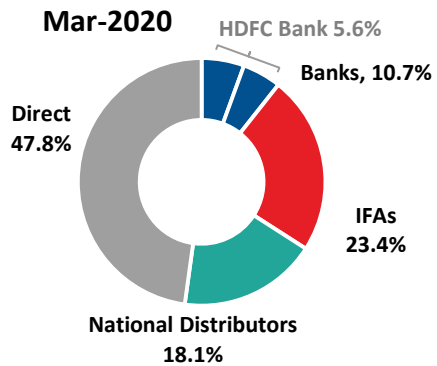
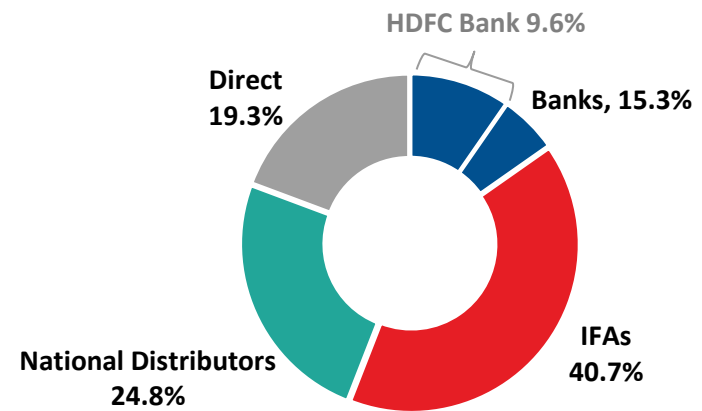
Multi-channel Distribution Network

Well diversified distribution channels

Total AUM (Jun-20)



Equity-oriented AUM (Jun-20)

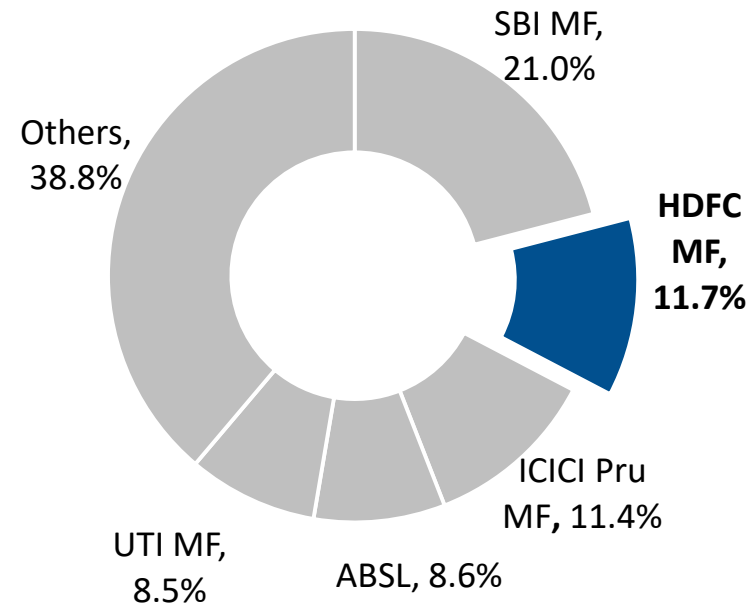


Source: Based on internal classification. Equity-oriented AUM excludes Arbitrage schemes

Total MAAUM by T30 and B30 cities⁽¹⁾



#2 Player in B-30 Markets⁽¹⁾



Network of 221 branches with 145 in B-30 cities⁽²⁾

c. 65k+ empaneled distribution partners

(1) Source: AMFI

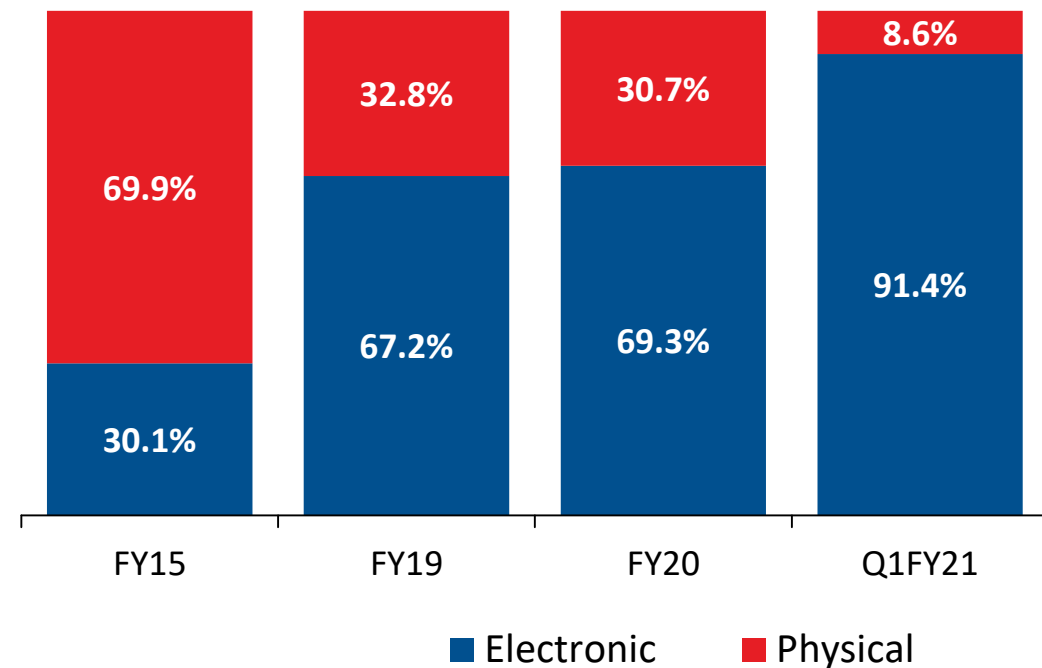
(2) As of June 30, 2020. Includes one representative office in Dubai;

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
- 14% of all transaction during FY20 were through HDFC MF Online and mobile application



WhatsApp for Investors
for ease in communication

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
IFA Webinars & personalized websites



Video KYC (E-KYC) ensuring
convenience and efficiency

10,000 + Partner Coverage

90,000 + total participants

**120+ programmes
organized**

**24 YouTube Videos
3,000 + views**

Financials

Financials Summary – Quarterly Earnings

(₹ mm)

Particulars	Q1 FY21	Q1 FY20	Change
Income			
Revenue from Operations	4,115	5,044	-18%
Other Income	798	484	65%
Total Income	4,913	5,528	-11%
Expenses			
Finance Costs	22	23	-4%
Fees and Commission Expenses	14	114	-88%
Employee Benefit Expenses	526	567	-7%
Depreciation and Amortization Expenses	137	119	15%
Other Expenses	410	406	1%
Total Expenses	1,109	1,229	-10%
Profit before tax	3,804	4,299	-12%
Tax Expenses	780	1,382	-44%
Profit after tax	3,024	2,917	4%

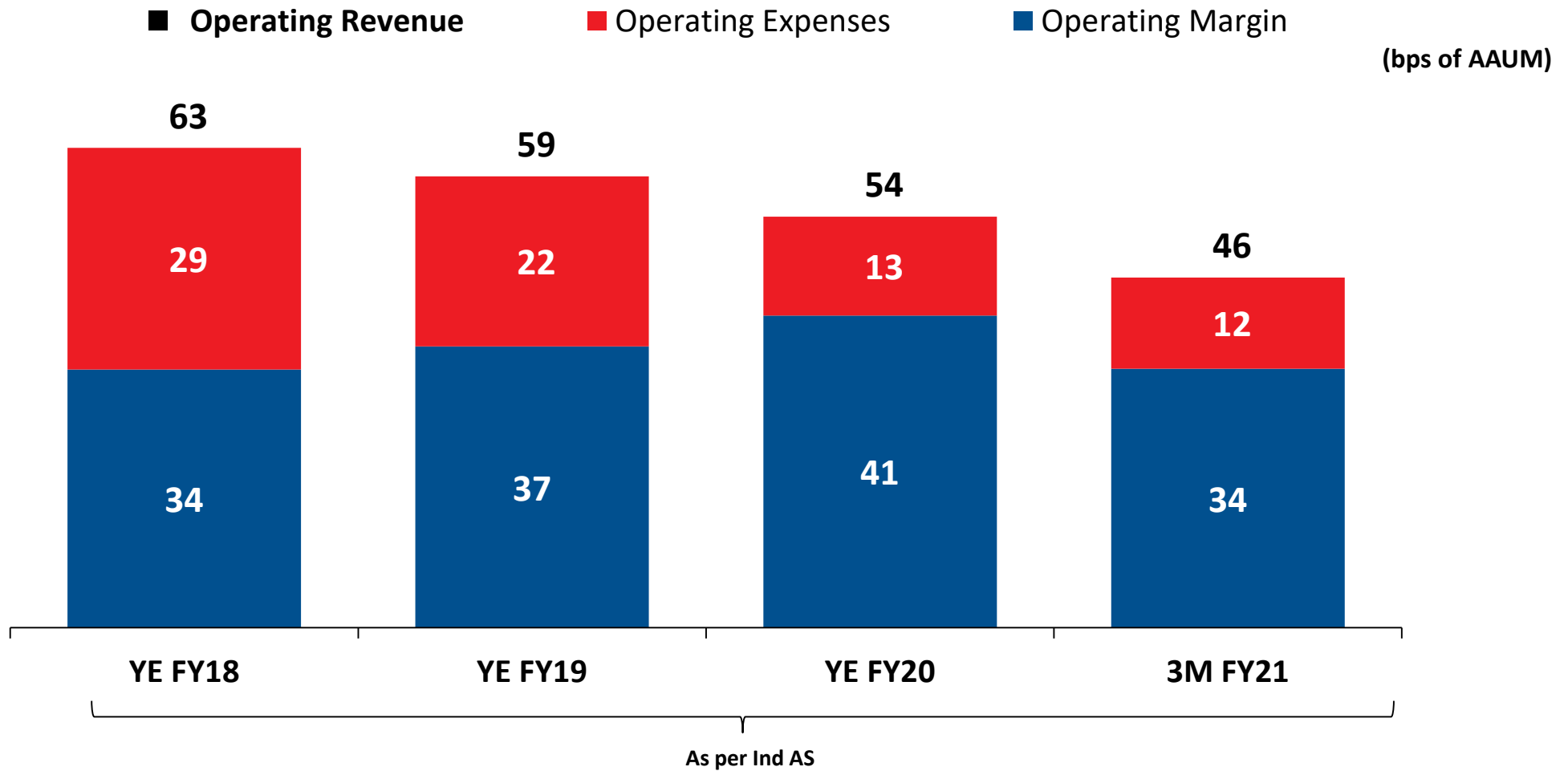
1. The rapidly expanding spread of Covid 19 across the world has forced various actions to be taken by government, statutory and regulatory authorities to deal with its fallout. This pandemic has led to a great deal of uncertainty and unpredictability in the business environment. For most of the quarter, authorities in India had imposed lock downs across large parts of the country. During these lock-downs, though most commercial enterprises across the nation were required to close, some establishments like securities market intermediaries including our Company were exempt and therefore functional. Over the quarter, there has also been a move to open up various commercial establishments in a graduated manner.

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 June 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 June 30, 2020, there has been no material change in the controls or processes followed in the preparation of the financial results.

2. 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 half year ended September 30, 2019, out of which, approximately ₹ 343 mm. pertained to quarter ended June 30, 2019.

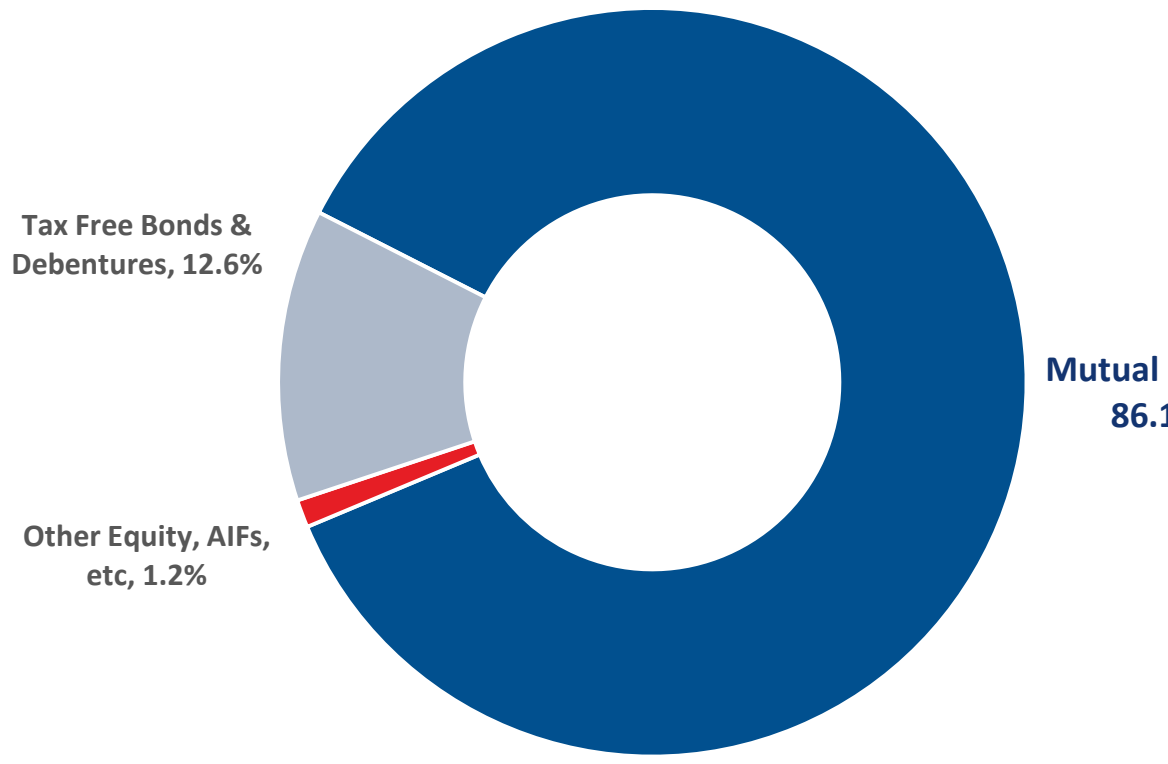
Operating Profit Margin



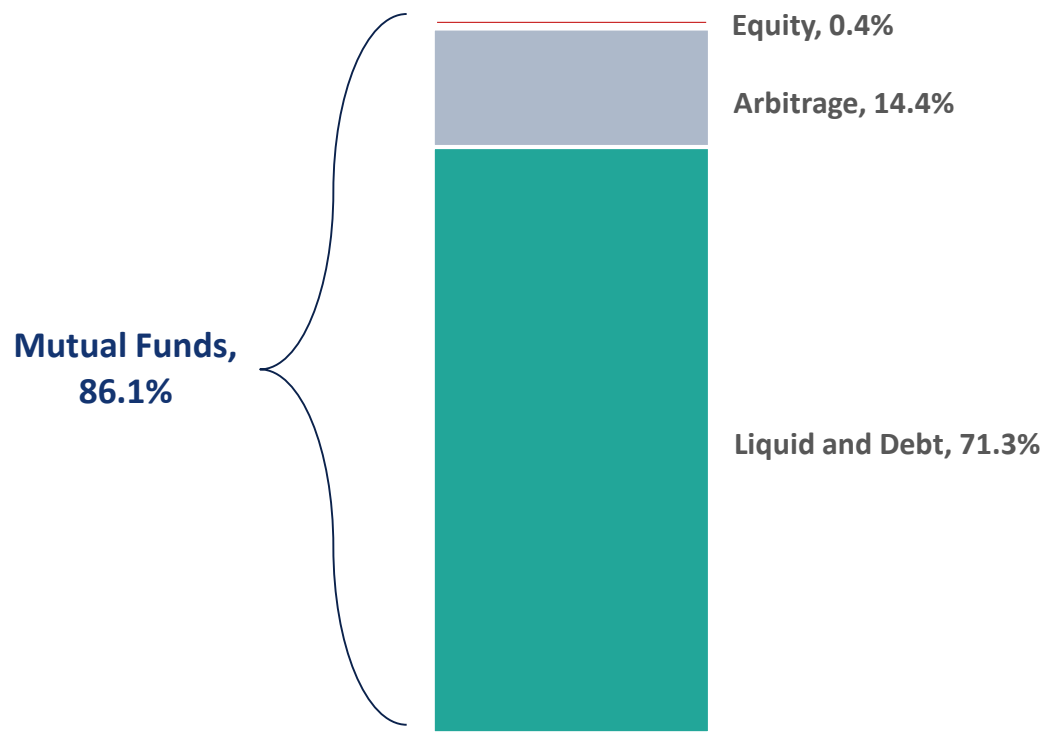
○ Breakup of Investments

Total Investments: ₹ 42,212 million

Breakdown of Total Investments



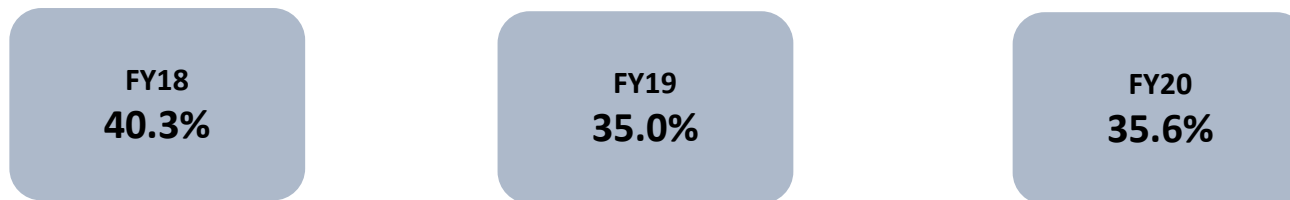
Breakdown of Mutual Fund Investments



■ Mutual Funds ■ Other Equity, AIFs, etc ■ Tax Free Bonds & Debentures ■ Liquid and Debt ■ Arbitrage ■ Equity

Note: Investments in equity Mutual Funds is as per the regulatory mandate ; Data as of June 30, 2020

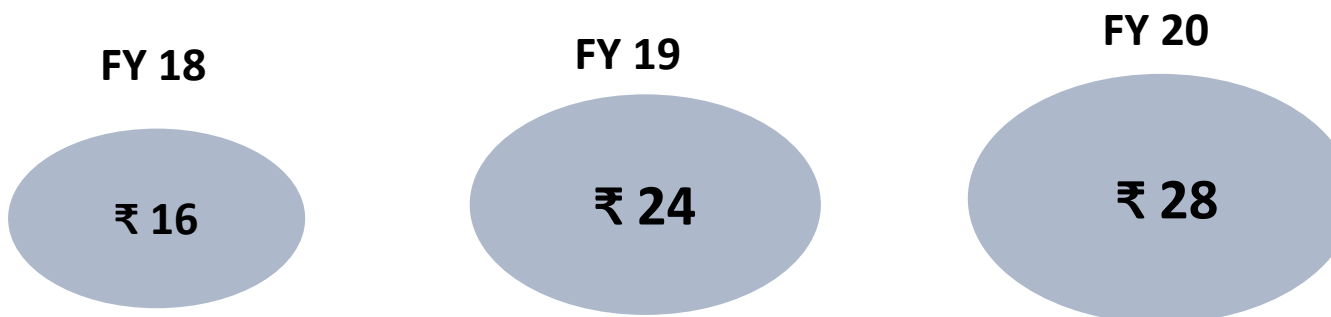
Return on Equity⁽¹⁾



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 is proposed by the board on May 09, 2020 which is subject to shareholders' approval at the ensuing Annual General Meeting.

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