7 574

RT F PV

P 22H423242

U d0 q R c q q C H c e cn T n U c cmq (
Eq qn c q c c c Oc e 53 424 0

Thanking you,
Yours Faithfully,

For, Prudent Corporate Advisory Services Limited

Kunal Amrishbhai Chauhan Digitally signed by Kunal Amrishbhai Chauhan
Date: 2024.05.06 20:36:49 +05'30'

Kunal Chauhan
Company Secretary
Membership Number: ACS- 60163
Email: cs@prudentcorporate.com

Prudent

— Money through wisdom —

Great Place To Work®
Certified
DEC 2023 – DEC 2024
INDIA

Investor Presentation
Q4FY2024

Prudent Corporate Advisory Services Limited

The data mentioned in the presentation provided for general information purpose only. The information contained in the presentation is accurate only as of the date it was originally issued. The figures mentioned in the data are rounded off. Prudent Corporate Advisory Services Ltd("Prudent" or the Company) strictly denies the responsibilities of any obligation to update the information contained in such presentations after the date of their issuance.

This presentation and the following discussion may contain "forward looking statements" by Prudent that are not historical in nature. These forward-looking statements, which may include statements relating to future results of operations, financial condition, business prospects, plans and objectives, are based on the current beliefs, assumptions, expectations, estimates, and projections of the management of Prudent about the business, industry and markets in which Prudent operates.

These statements are not guarantees of future performance, and are subject to known and unknown risks, uncertainties, and other factors, some of which are beyond Prudent's control and difficult to predict, that could cause actual results, performance or achievements to differ materially from those in the forward-looking statements. Such statements are not, and should not be construed, as a representation as to future performance or achievements of Prudent.

In particular, such statements should not be regarded as a projection of future performance of Prudent. It should be noted that the actual performance or achievements of Prudent may vary significantly from such statements.

Prudent
— Money through wisdom —

Prudent Corporate Advisory Services Limited

A diversified play in wealth management.

Founded in 2003 & headquartered in Ahmedabad, Prudent Corporate Advisory Services is one of India's fastest-growing financial services group.

Today, with a team strength of 1250 highly skilled professionals and 29,605 well-trained and qualified channel partners, we are among the top mutual fund distributors in terms of assets under management and commission received.

With our unique business-to-business-to-consumer (B2B2C) business model and through our technology-enabled investment and financial services platform, we provide end-to-end solutions critical for financial products distribution.

We work through 119 locations over 21 states and have a robust digital presence. We have evolved into a leading and respected distributor of mutual funds, insurance products, stockbroking, national pension schemes, unlisted securities, bonds, fixed deposits, portfolio management schemes, alternative investment funds, smallcase & P2P products.

To be the most preferred group in financial services catering to the masses with the help of technology.

- Client First
- Focused Approach
- Fairness
- Dignity & Respect for each stakeholder
- Teamwork
- Integrity & Honesty

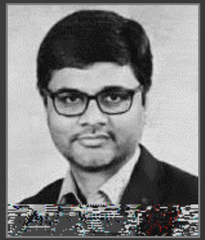
We mean to play a meaningful role in catalysing greater financial inclusion within India, by helping all sections of society to conveniently channelise a portion of their savings through retail financial products. By doing this, we are here to create value for our investors, the Indian economy, and our shareowners.

Leadership Team

A diversified play in wealth management.

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

MBA in Finance & diploma in Computer Applications, with 23 years of experience in wealth management. Previously worked with ICICI Bank, Citi Bank. Joined the firm in 2005 & has been instrumental in the growth of the company



Fellow member of Institute of Chartered Accountants of India with 18 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

Qualified company secretary and a fellow member of the Institute of Company Secretaries of India with 16 years of experience in the finance sector & is associated with Prudent since 2006.

Board Members

Serving as Country Head – India of TA Associates with 18+ years of experience in PE. Has helped in investments across financial service, technology, healthcare & been associated with ICICI Securities, Progeon Ltd & Standard Chartered Bank

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

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

Holds a bachelor's in law & commerce, registered with Insolvency & Bankruptcy Board of India as an insolvency professional. With 19 years of industrial experience she is a qualified Company Secretary & fellow member of Institute of Company Secretaries of India

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. He has served as a president of ICAI.

*Note: *Nominee Director of Wagner Limited*

A diversified play in wealth management.

₹

₹

- 2000 – Started offering Financial services as "Prudent Fund Manager"
- 2003 – Incorporation and obtained ARN

AUM – ₹ 100 bn

- 2006 – Launched partner network
- 2010 – Launched Property Advisory
- 2016 – Obtained SEBI RIA and launched Fundzbazar

AUM - ₹ 200 bn

- 2017 – Launched NPS on Fundzbazar
- 2018 – Launched Policyworld
- 2018 – Launched Fundzbot

AUM – ₹ 300 bn

- 2019 – Launched Prudent Private Wealth
- 2019 – Launched Fixed Income Investments on Fundzbazar
- 2020 – Launched Creditbasket and WiseBasket
- 2021 – Launched Stock Broking on Fundzbazar
- 2021 – Acquired MF Assets of Karvy Stock Broking Limited

AUM – ₹ 834 bn

- Launched Smallcase & P2P Products
- Listed on BSE & NSE
- Acquired MF Assets of iFast Financial Pvt Ltd.
- Launched Sovereign Gold Bond on Fundzbazar
- Launched inter AMC switch facility on Fundzbazar
- Launched Fundzbazar Lite & Fundzbazar Plus

Prudent

A diversified play in wealth management.

* Other Financial Products include Unlisted Securities & Bonds which are transactional in nature i.e non-recurring revenue

A diversified play in wealth management.

Insurance Leads the pack

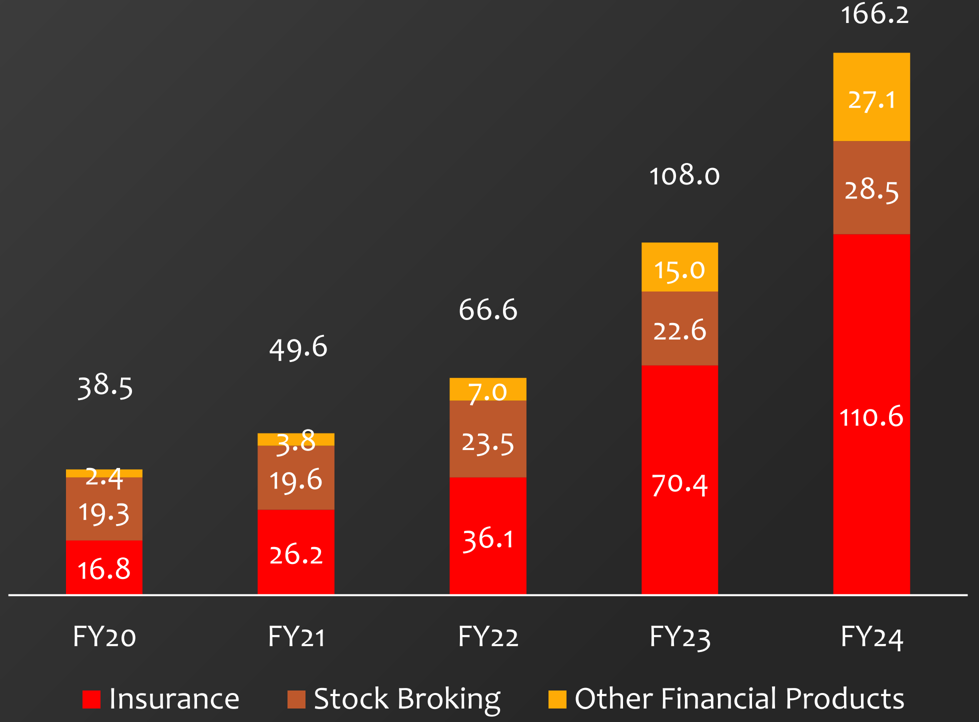
A diversified play in wealth management.

- Gennext- a wholly owned subsidiary is registered as an insurance broker for life and general insurance with IRDAI. It distributes insurance products offered by various life and general insurance companies in India.
- Within life insurance, Gennext focuses on retail products like term insurance & traditional products like par, non-par & annuity plans. Health insurance is the primary focus within general insurance.

- Company's brokerage business primarily consists of brokerage services that they offer to retail customers for trading in equities, equity derivatives & currency.
- Company offers a wide range of other financial products such as PMS, AIF, P2P Products, Bonds, Corporate Fixed Deposits, Smallcase, NPS, Unlisted Securities & LAS.

"Revenue growth CAGR of 44% FY20-24"

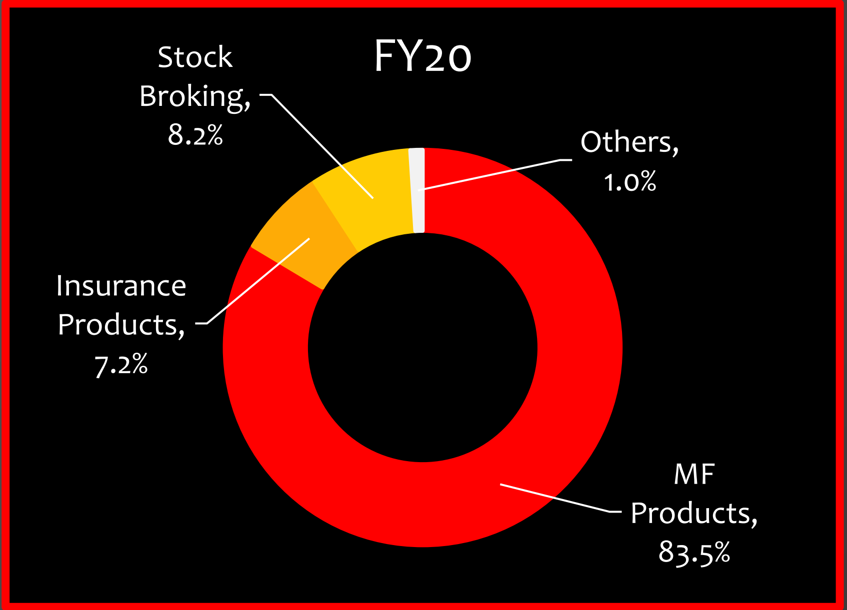
₹ in Crores



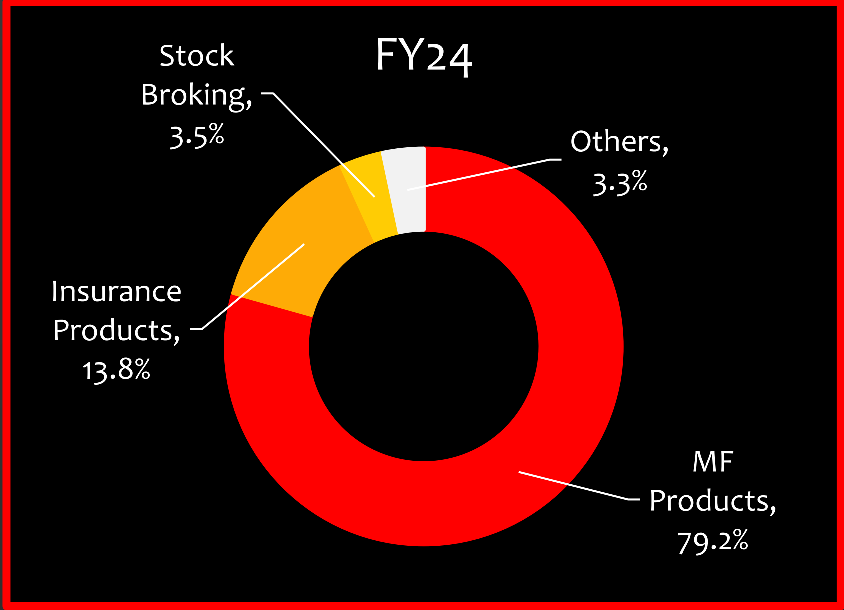
₹ ₹

For Fiscal FY24

A diversified play in wealth management.



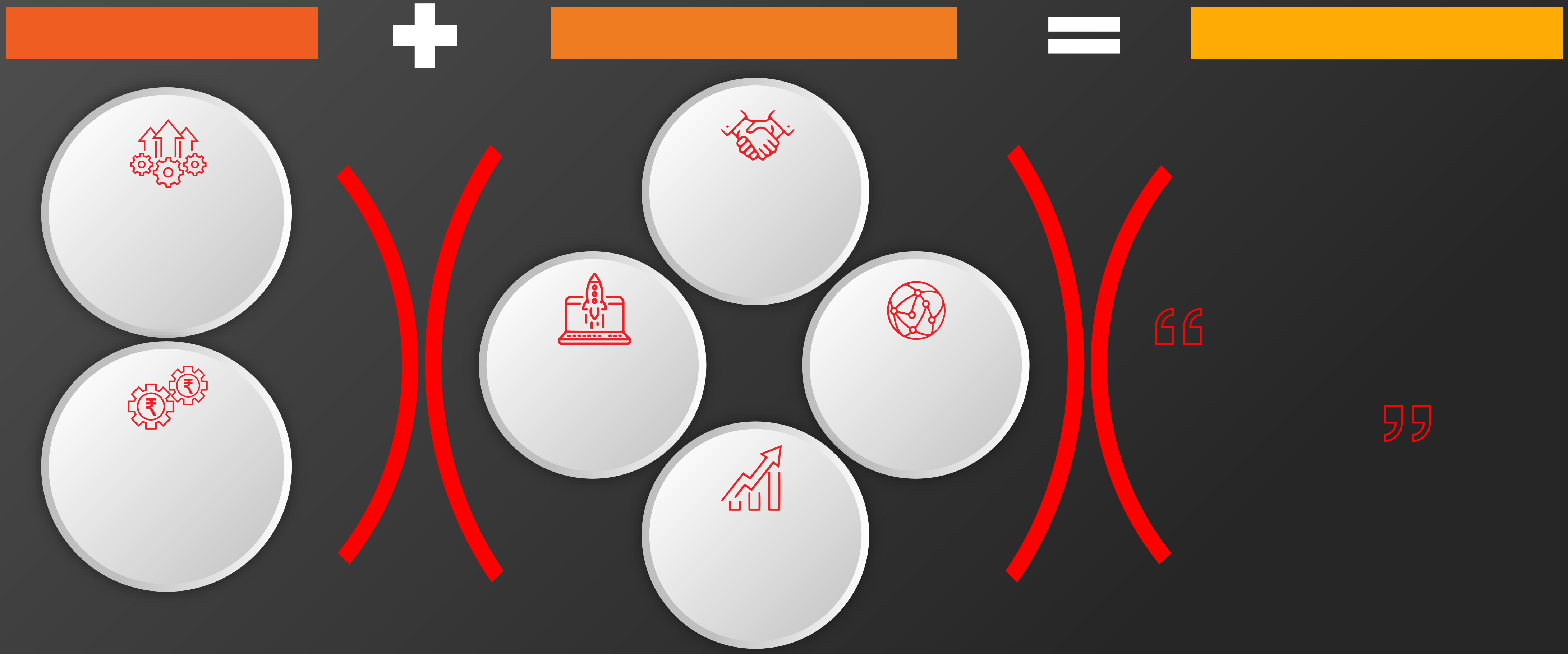
- Increasing share of Insurance products from



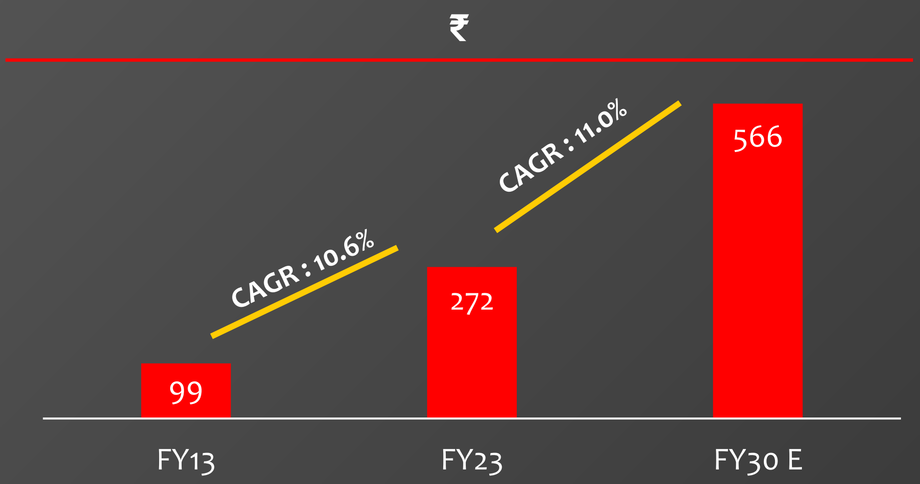
1. De-risking portfolio concentration from one product offering to multiple product offering
2. Creating multiple pillars of growth which would lead to next growth chapter
3. Cross Offerings help in maximising margin profile

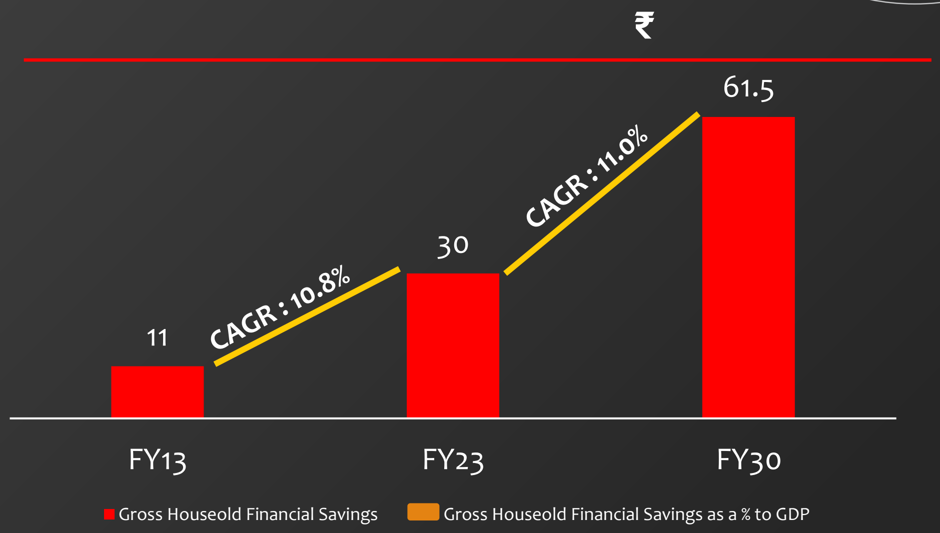
Prudent Corporate Advisory Services Limited

A diversified play in wealth management.

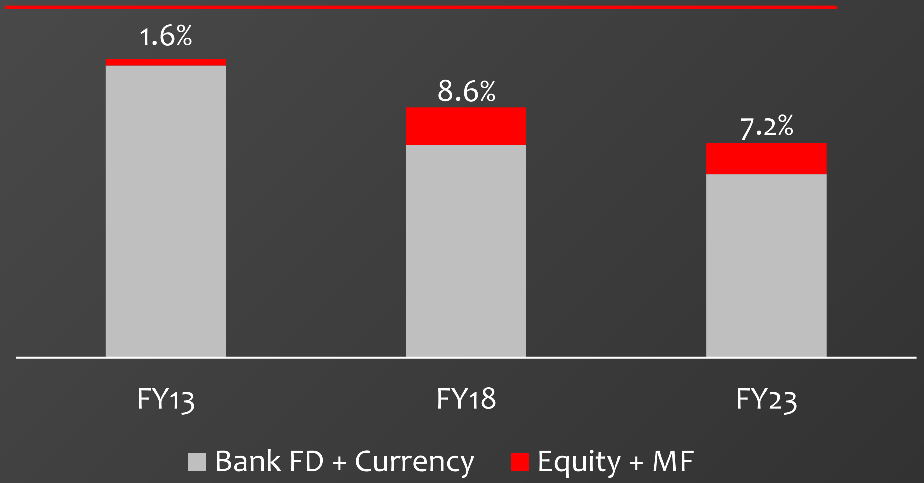


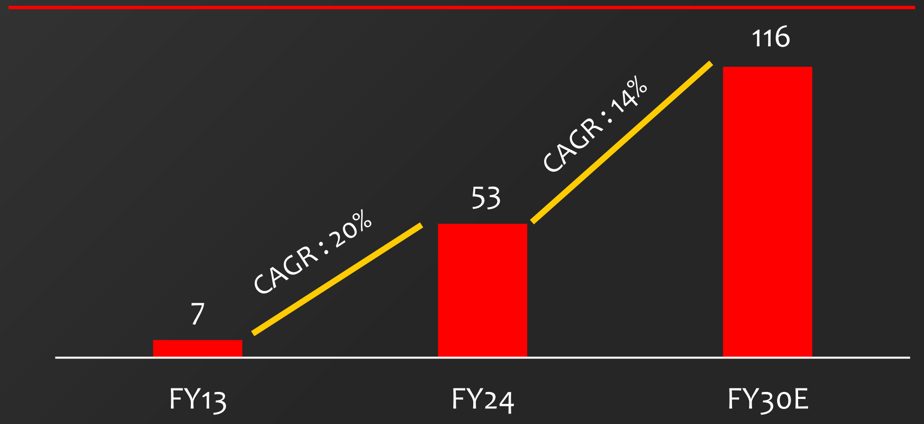
A diversified play in wealth management.



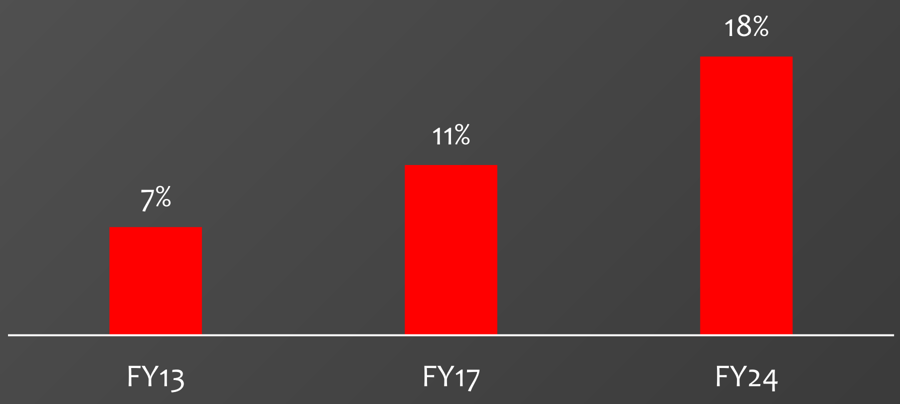


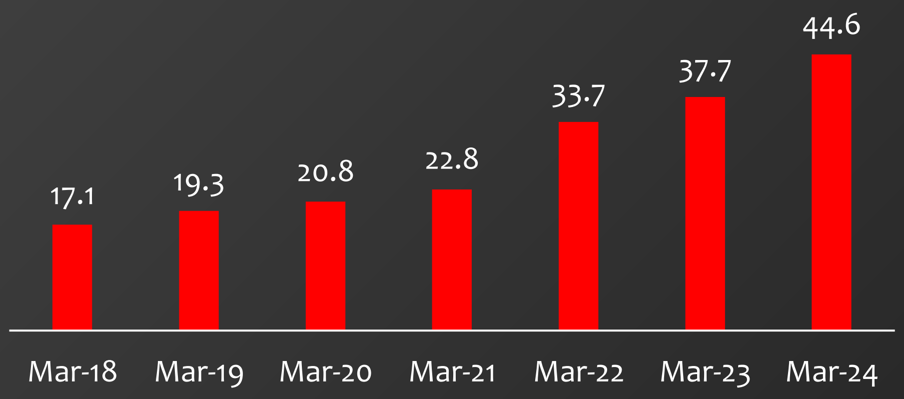
India's Gross Household Savings are anticipated to increase alongside GDP growth, and the proportion of these savings invested in equities and mutual funds is showing a consistent rise. This trend is contributing to the steady growth of the mutual fund industry's AUM.

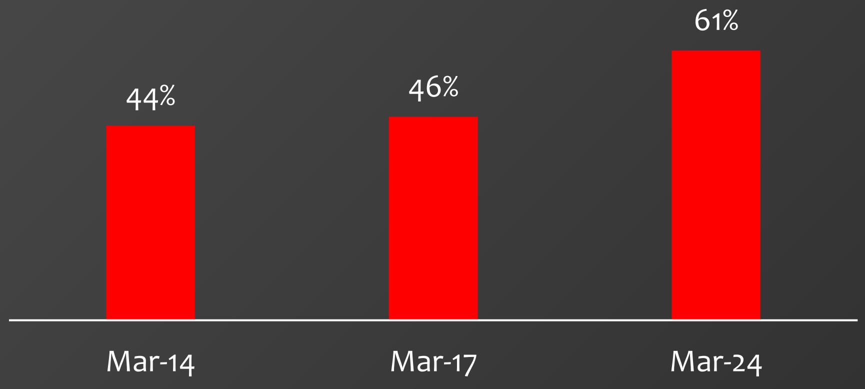


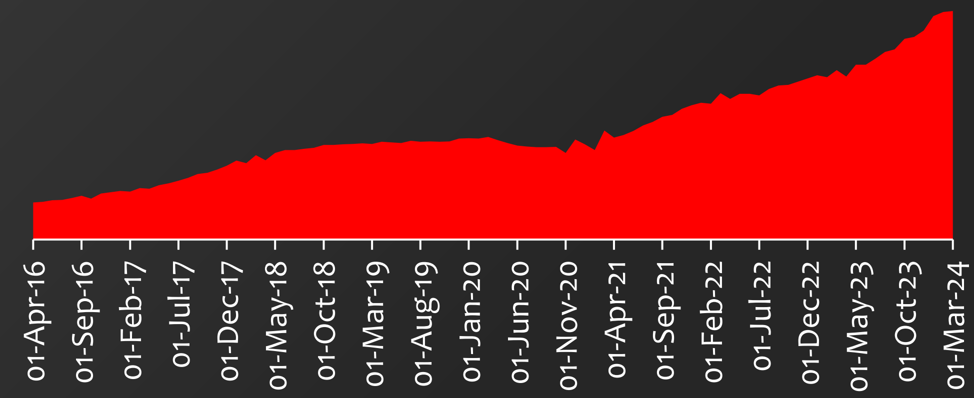


Source: RBI, AMFI, Axis Capital









Source: RBI, AMFI, Axis Capital

Individual Equity AUM: A Focus Area for Prudent

A diversified play in wealth management.

- Total Aum 53.40
  - Equity AUM 30.86 — 70.70%
    - Individual AUM 27.16
      - Regular AUM 21.46 — 79.00%
      - Direct AUM 5.70 — 21.00%
    - Non-Individual AUM 3.70
  - ETF / FOF AUM 6.89
    - Individual AUM 0.69
      - Regular AUM 0.23 — 33.00%
      - Direct AUM 0.46 — 67.00%
    - Non-Individual AUM 6.20
  - Others AUM 15.65 — 29.30%
    - Individual AUM 4.38
      - Regular AUM 2.66 — 60.74%
      - Direct AUM 1.72 — 39.26%
    - Non-Individual AUM 11.26

₹ in Trillion

As on 31st March 2024

Individual Equity AUM: A Focus Area for Prudent

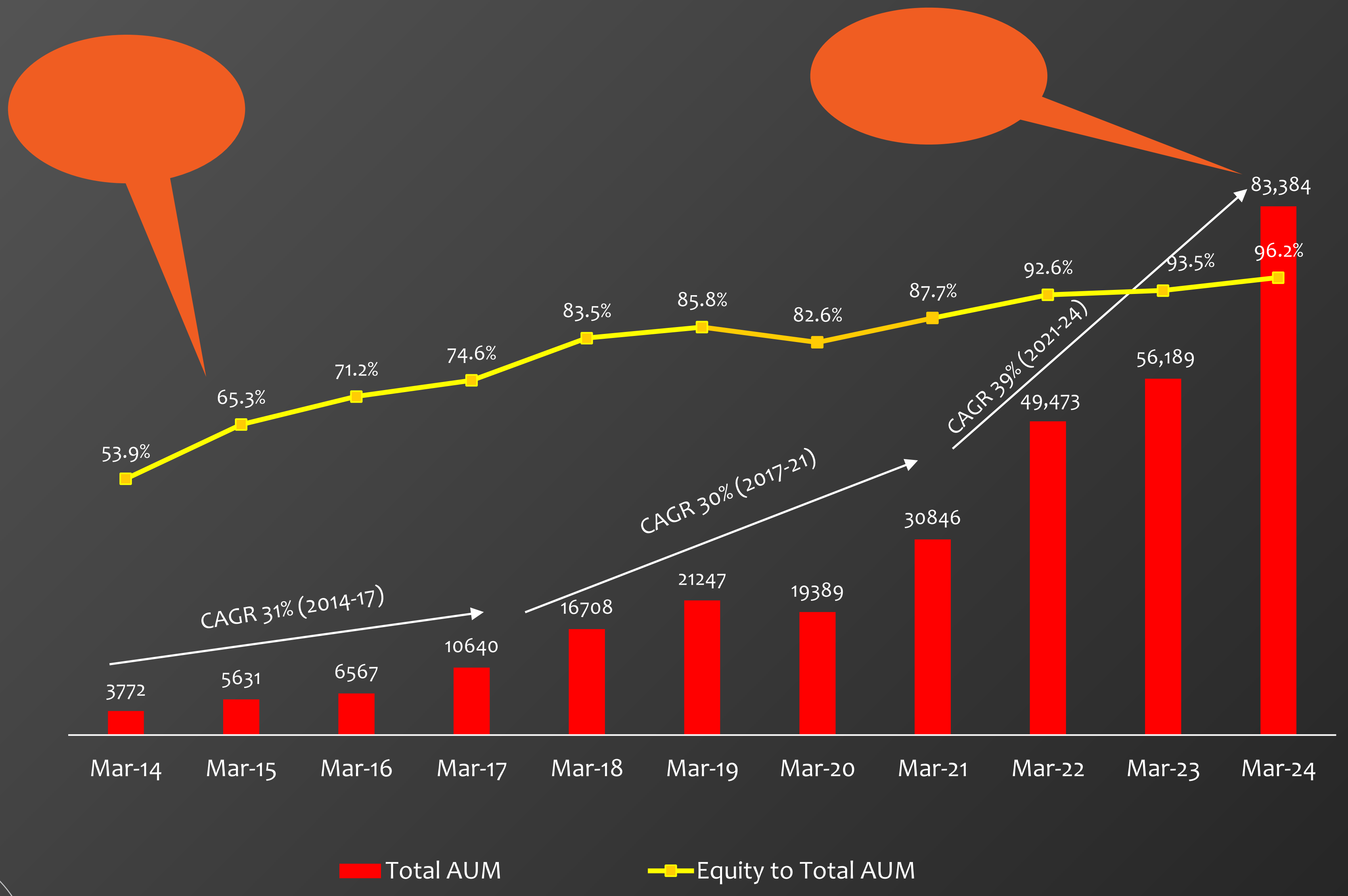
A diversified play in wealth management.

- Total Aum 100
  - Equity AUM 57.80
    - Individual AUM 50.86
      - Regular AUM 40.18
      - Direct AUM 10.68
    - Non-Individual AUM 6.94
  - ETF / FOF AUM 12.90
    - Individual AUM 1.29
      - Regular AUM 0.43
      - Direct AUM 0.86
    - Non-Individual AUM 11.61
  - Others AUM 29.30
    - Individual AUM 8.21
      - Regular AUM 4.99
      - Direct AUM 3.22
    - Non-Individual AUM 21.09

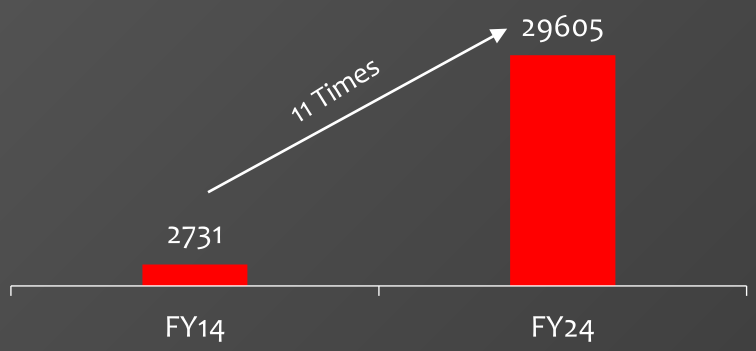
Value rebased to 100

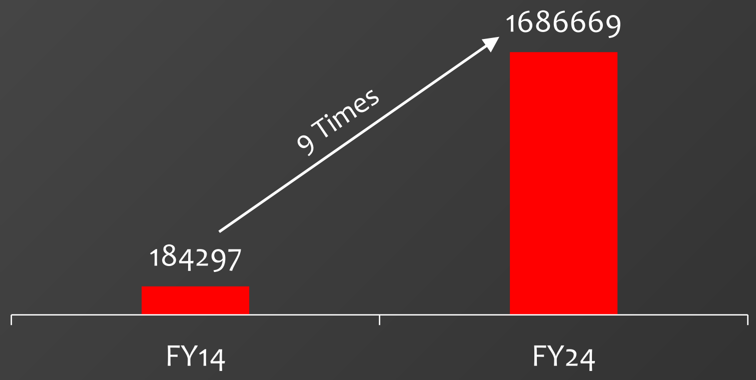
As on 31st March 2024

A diversified play in wealth management.

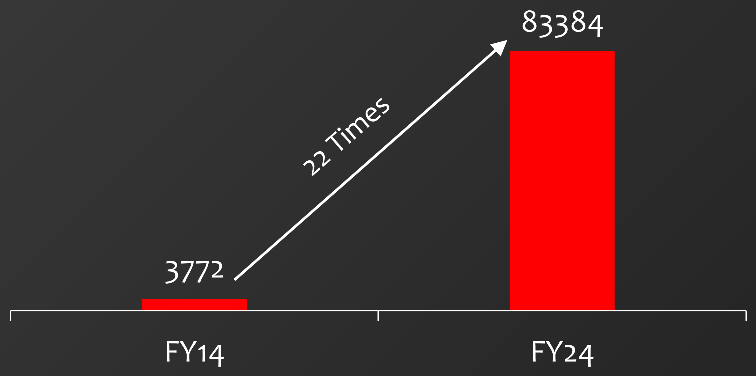


A diversified play in wealth management.

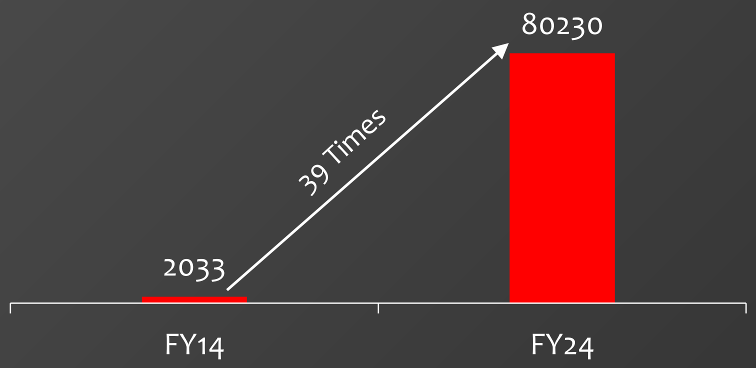




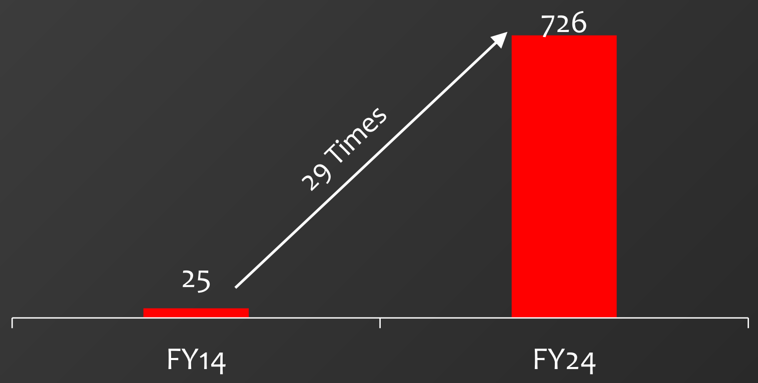
₹

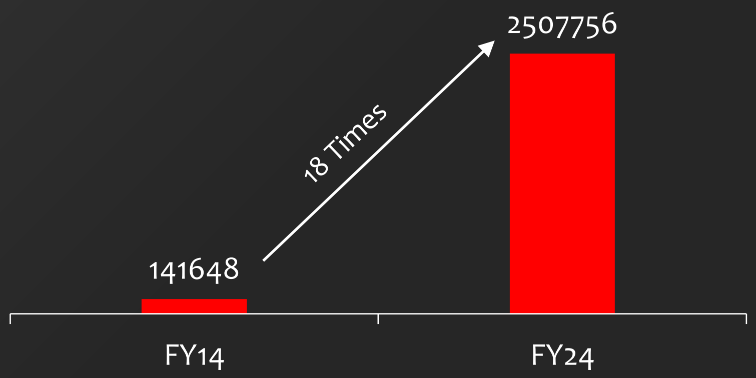


₹



₹





A diversified play in wealth management.

“ ”

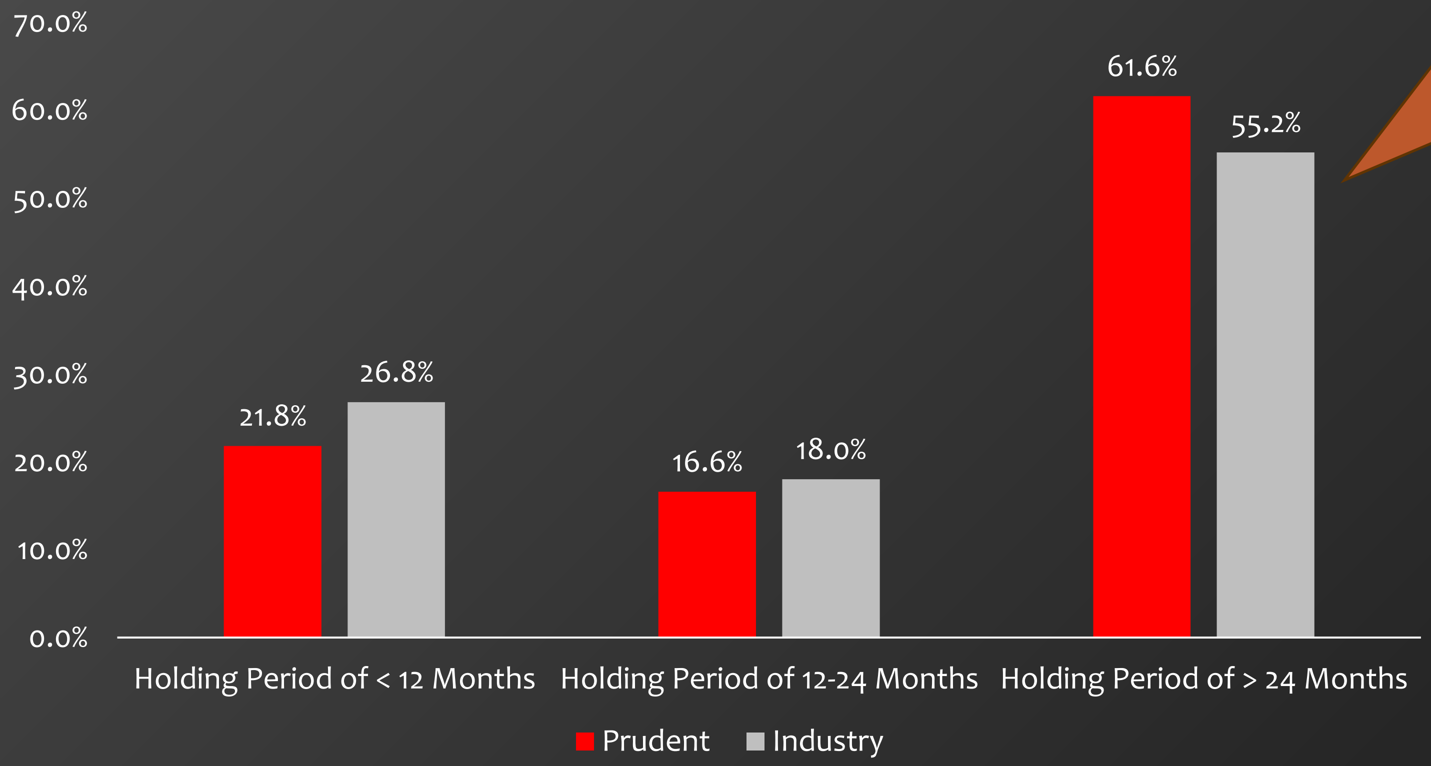
A diversified play in wealth management.

Citibank N.A.	5.5	0.2
HDFC Bank Limited	5.4	1.1
Hongkong & Shanghai Banking Corporation Ltd	4.8	0.2
NJ Indiainvest Pvt Ltd	4.2	2.6
Standard Chartered Bank	3.0	0.2
ICICI Bank Limited	2.9	0.7
Kotak Mahnidra Bank Limited	2.9	0.5
Axis Bank Limited	2.8	0.9
ICICI Securities Limited	1.9	0.8
State Bank of India	1.2	1.6
Bajaj Capital Ltd	1.2	0.2

Citibank N.A.	4.9	0.1
HDFC Bank Limited	6.7	1.8
Hongkong & Shanghai Banking Corporation Ltd	5.0	0.4
NJ Indiainvest Pvt Ltd	3.2	2.3
Standard Chartered Bank	3.2	0.4
ICICI Bank Limited	3.1	0.9
Kotak Mahnidra Bank Limited	5.2	0.8
Axis Bank Limited	2.3	1.3
ICICI Securities Limited	2.2	1.0
State Bank of India	3.0	2.7
Bajaj Capital Ltd	1.3	0.2

Source : AMFI

Categorization of Individual Equity AUM as per Vintage



Prudent Individual Equity AUM staying invested for more than 24 months is higher by 640 basis points Versus Industry

Source: AMFI, Prudent
Data as of 31st March 2024

Prudent — Money through wisdom —

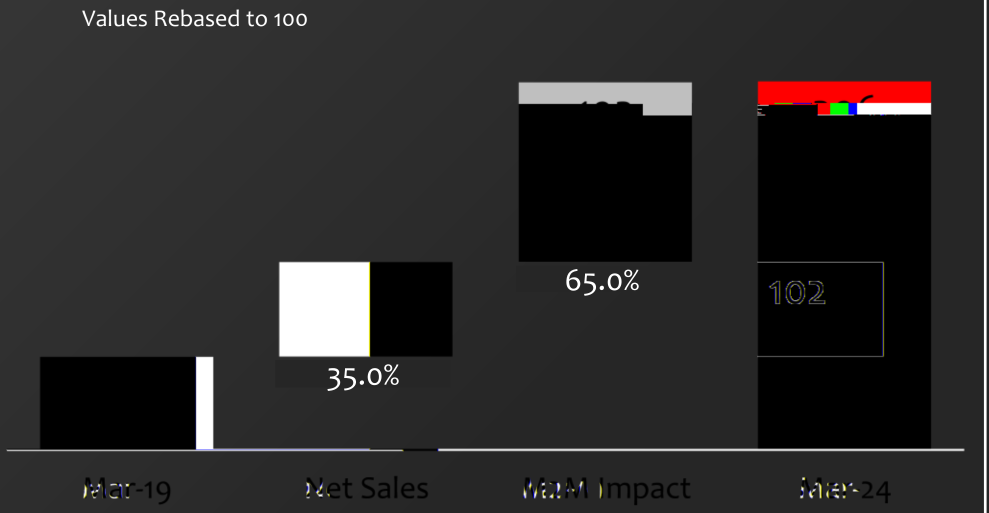
SIPs providing Stability to Net Flows

- Gross Equity Flows through SIPs is providing stability to net sales with the same growing at a CAGR of 22% FY19-24 & now almost every second rupee of flows comes from SIPs.
- We believe our net sales will closely track gross SIP flows going forward.

Total Equity Gross Inflows	6345	6480	6039	12106	11575	16385
Gross Equity Inflows through SIPs	2715	2948	2930	3829	5505	7177
Total Equity Net Inflows	3509	2506	-62	5282	4914	6164
SIP Flows as a % to Gross Equity Inflows	42.8%	45.5%	48.5%	31.6%	47.6%	43.8%

Contribution of Net Sales & M2M in AUM Movement (Ex-Acquisitions)

The AUM moved by 296% between March-19 to March-24 with 65% & 35% contribution, led by Net Sales & Marked to Market.

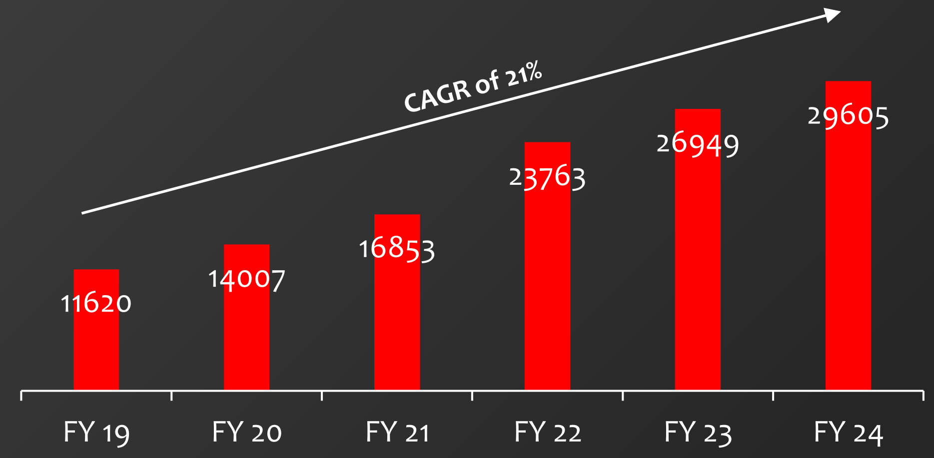


	500041	854974	793760	614654	661575	1042023	1207170
Growth	36.71%	70.98%	-7.16%	--22.56%	7.63%		
	9921	21782	23472	22974	26319	44091	58304
Growth	65.42%	119.55%	7.76%	-2.12%	14.56%		
Overall Rank of Prudent	#12	#9	#8	#6	#6		
	1.98%	2.55%	2.96%	3.74%	3.98%		
Non-Bank Rank of Prudent	#4	#3	#3	#3	#3		

Source : AMFI

A diversified play in wealth management.

A diversified play in wealth management.



	19,400	66%	27.0%	40.0%	38.0%
	10205	34%	73.0%	60.0%	62.0%

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

Source : AMFI

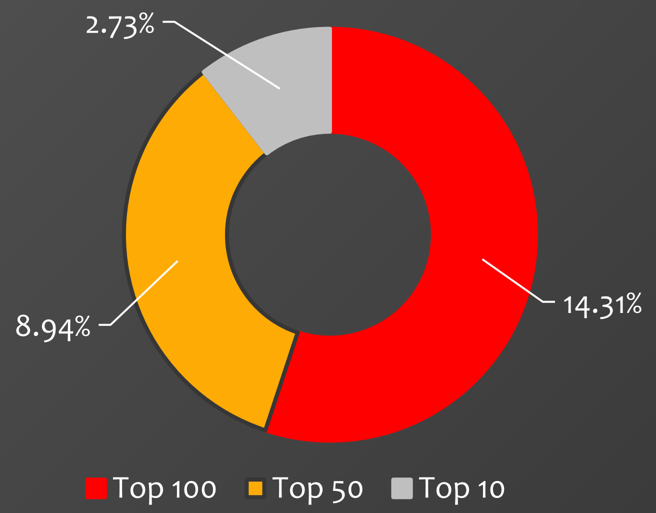
As on 31st March 2024

A diversified play in wealth management.

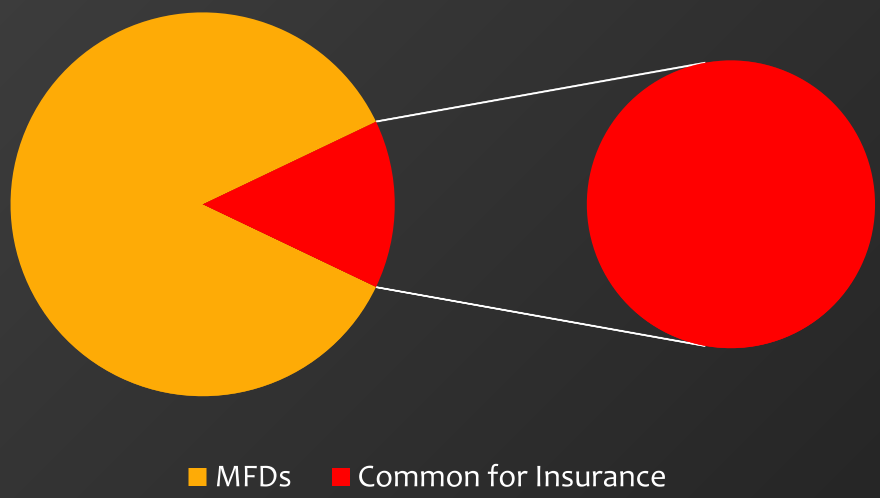
MFDs with AUM more than 10 crore	143069	4154	892889
MFDs with AUM less than 10 crore	52395	2948	326944
Difference (in Times)	2.7	1.4	2.7

Data as of Fiscal Year 2024

A diversified play in wealth management.



As of 31 March 2024



As of 31st March 2024

A diversified play in wealth management.

PrudentConnect is a virtual office for MFDs which provides end-to-end support enabling partners to manage their complete back end process.

Online Investment Platform providing a simple, user friendly & flexible solution to plan, transact and keep track of investments

Online insurance platform offering completely paperless transactions for insurance solutions

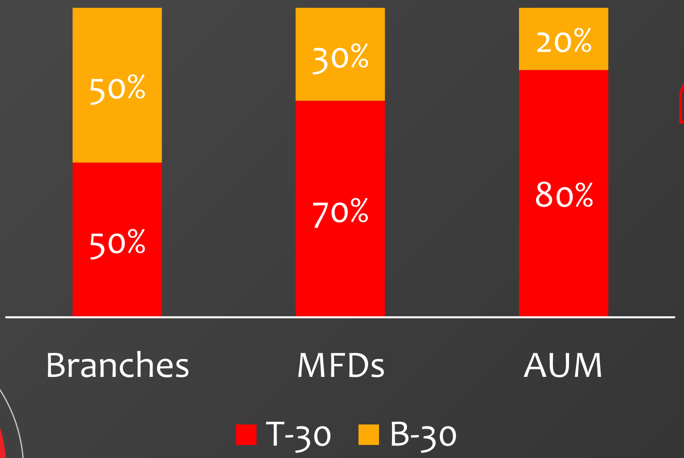
Chatbot engine for FundzBazar

Online facility to invest in multiple model stock portfolios which are aligned with Economic trends and offer growth opportunities

Online Credit / Financing facilitation portal

Online platform which facilitates investing in equities

- Prudent is one of the very few national distributors (non-bank) with a presence in the B-30 market catering to retail investors. This geography is under penetrated and provides an opportunity to grow.
- 20% of Prudent's AUM is in B-30 markets compared to 18.0% for industry.
- Since FY18, it has opened branches in 47 locations. 31 of these are in B-30 markets.
- The mix of the physical and digital model allows it to selectively target markets for expansion, especially in Tier 2 or Tier 3 cities.



Out of 36

Out of 732

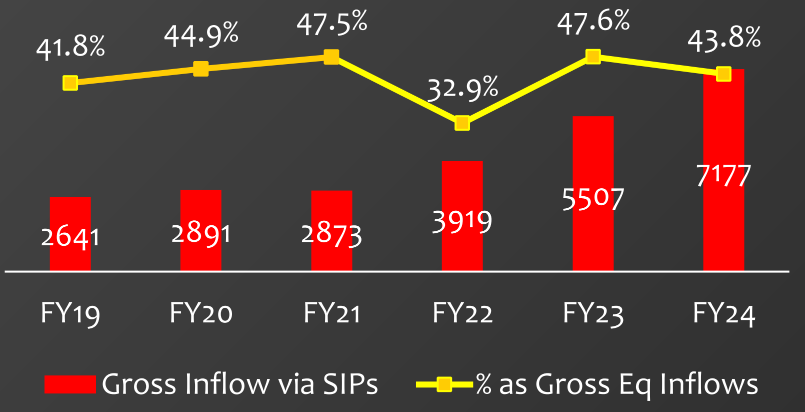
Out of 5,238

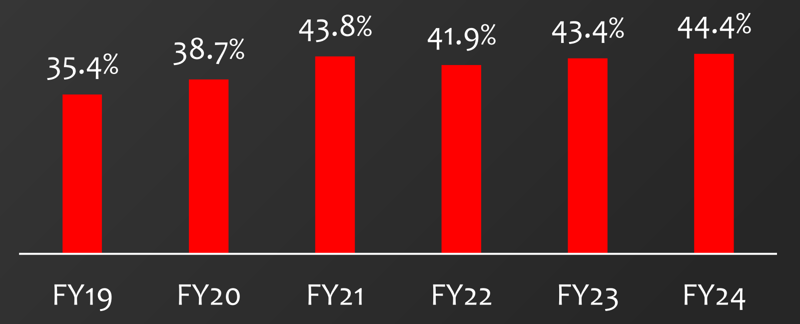
Out of 19,301

*As of March 2024

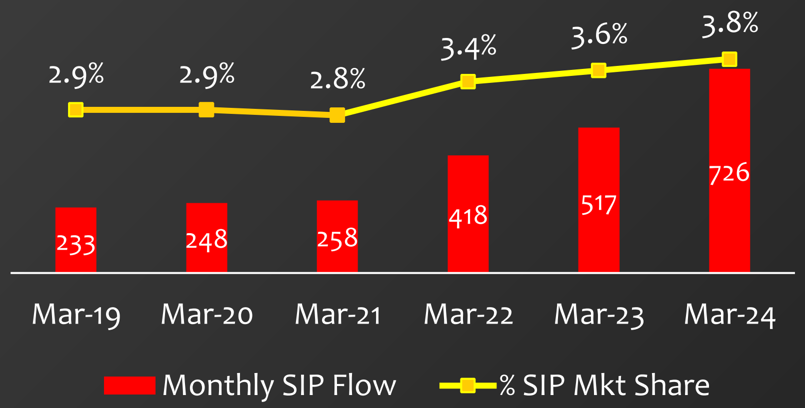
A diversified play in wealth management.

(₹ cr)

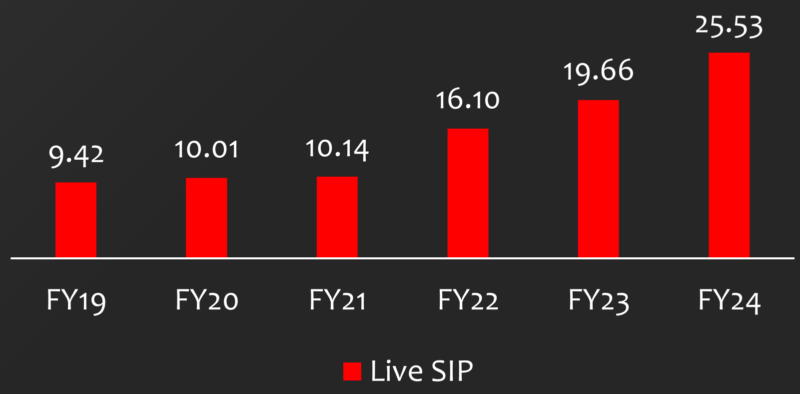




(₹ cr)

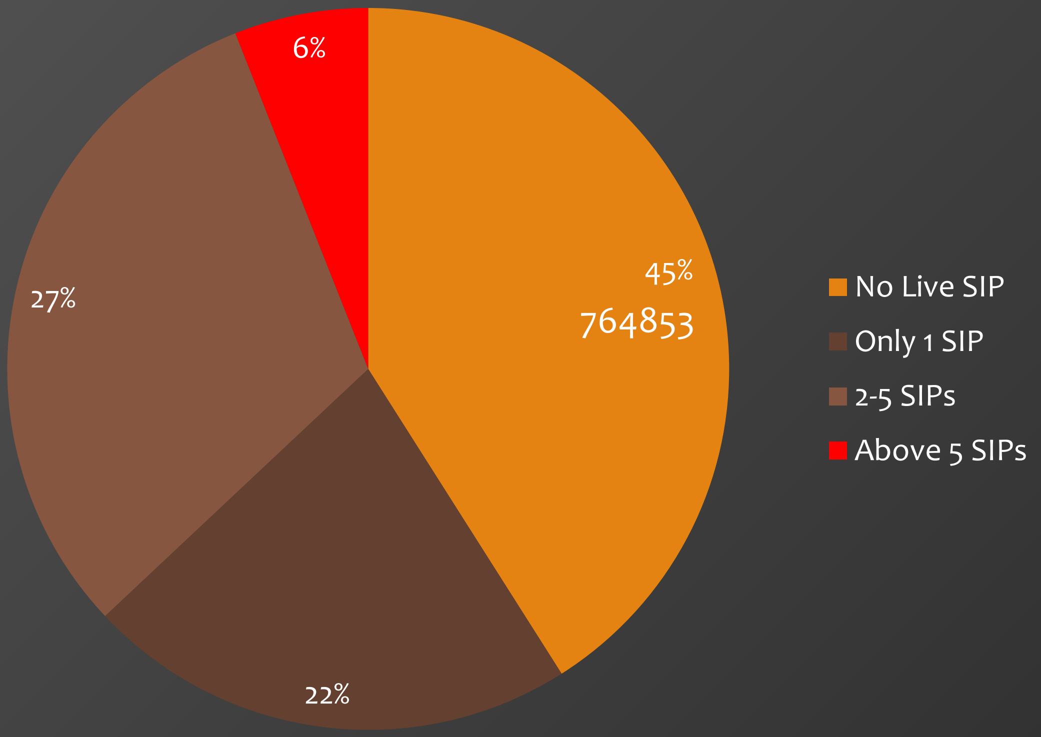


(in Lacs)

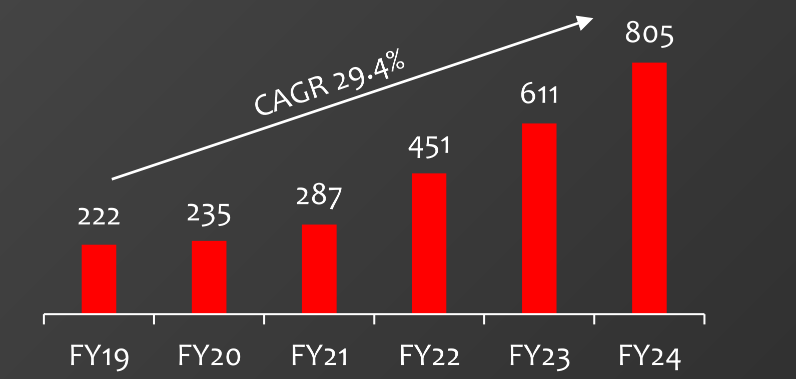


A diversified play in wealth management.

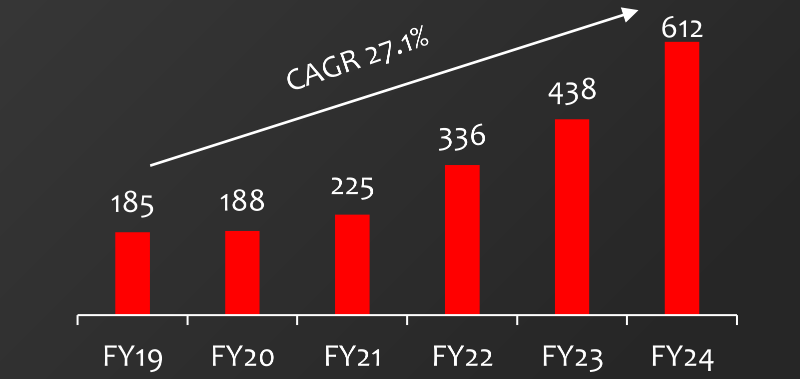
How Many Investors in Prudent do SIPs



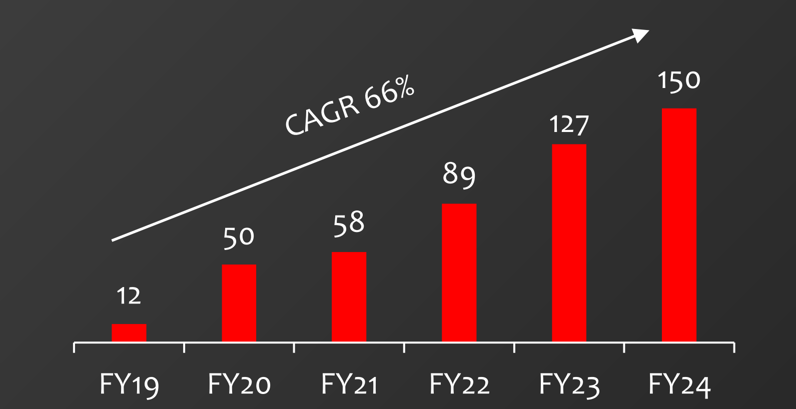
(₹ Cr)



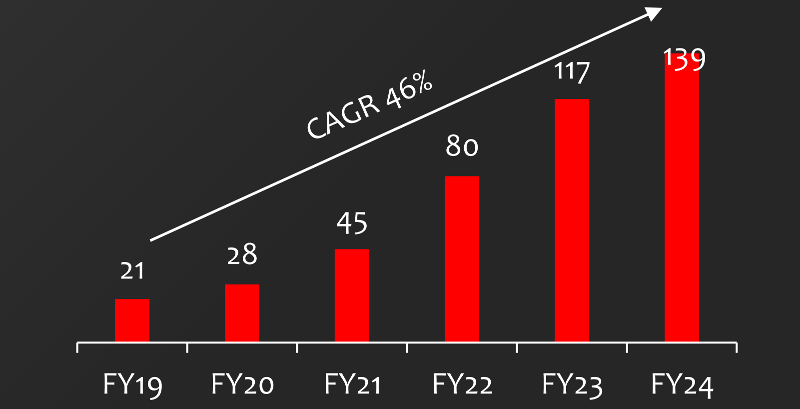
(₹ Cr)



(₹ Cr)



(₹ Cr)

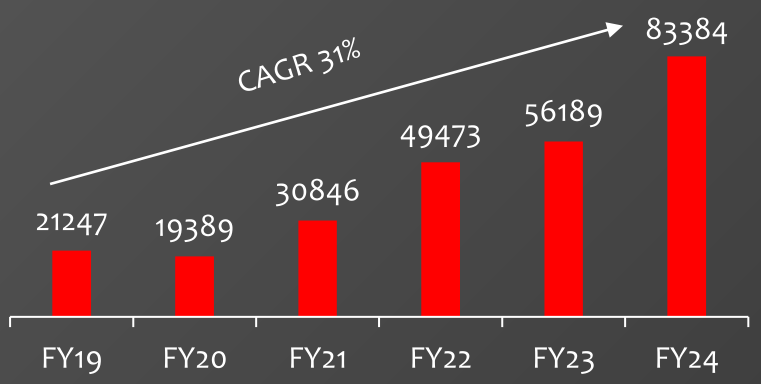


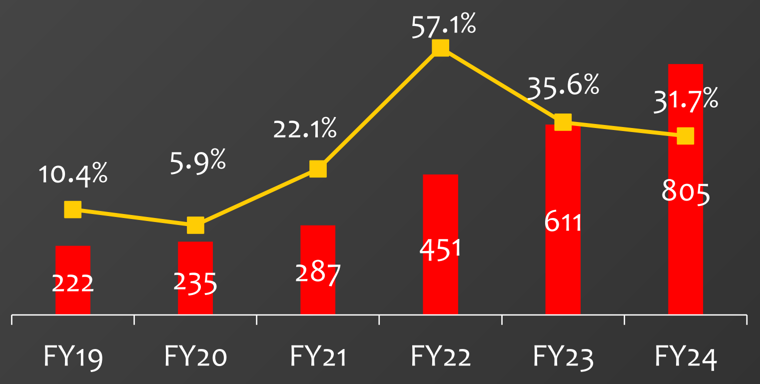
* June-18 15bps reduction in TER, Oct-18 Ban on Upfront commissions, March-19 B-30 classified as less than 2l retail only, April -19 Revised TER, B-30 incentive structure kept in abeyance from Feb-23

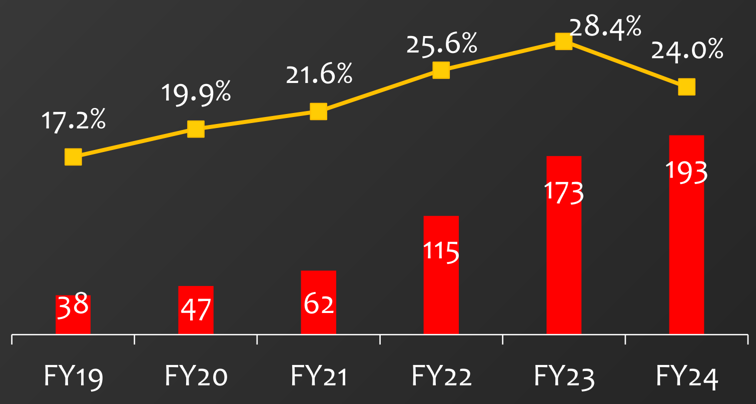
A diversified play in wealth management.

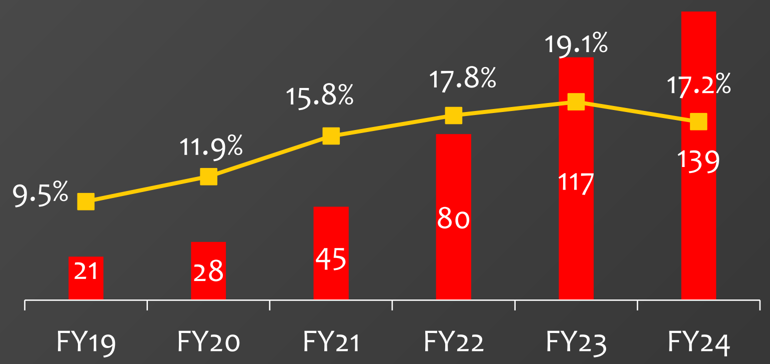
₹

(₹ cr)

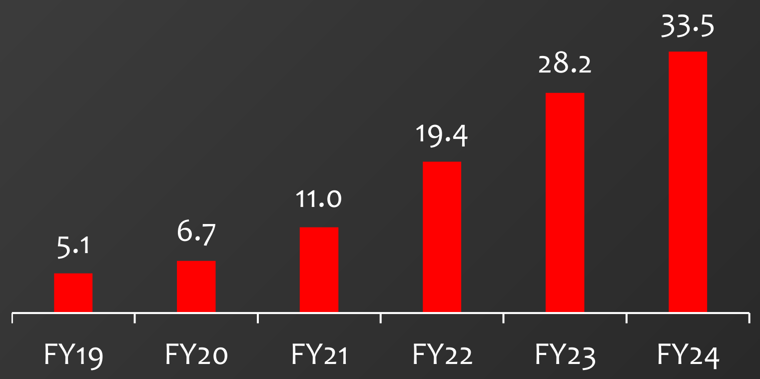


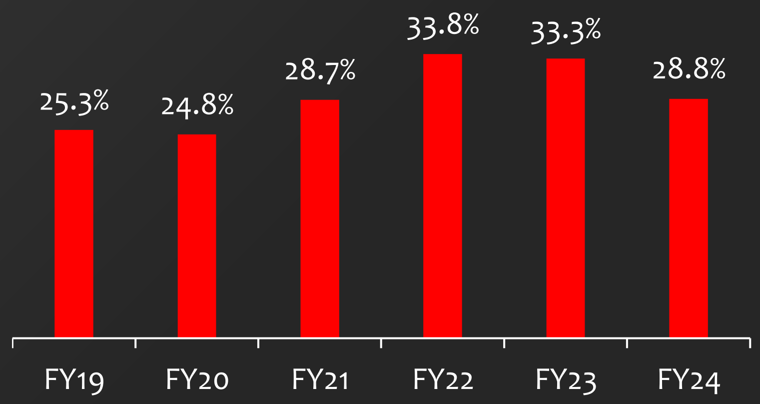






₹





Prudent
— Money through wisdom —

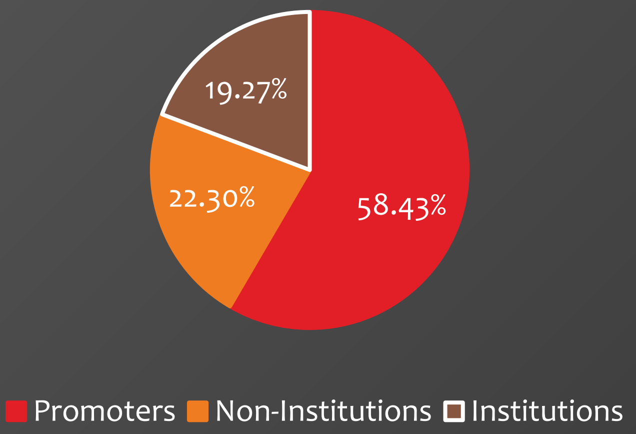
₹

₹

₹


Prudent
— Money through wisdom —
Prudent Corporate Advisory Services Limited

A diversified play in wealth management.



DSP Investment Managers Pvt Ltd	8.00%
Zulia Investments Pte Ltd (Temasek Group)	7.90%
HSBC Asset Management Company Ltd	2.68%
Nippon Life Asset Management Ltd	1.48%
White Oak Capital Management	1.40%
Abu Dhabi Investment Authority	0.92%
Canara Robeco Asset Management Company Ltd	0.89%
Sundaram Mutual Fund	0.63%
HDFC Asset Management Company Ltd	0.60%
Mcap (in ₹ cr) (as on 31.03.24)	6749
Face Value (₹)	5.0

Prudent

— Money through wisdom —

Prudent Corporate Advisory Services Limited

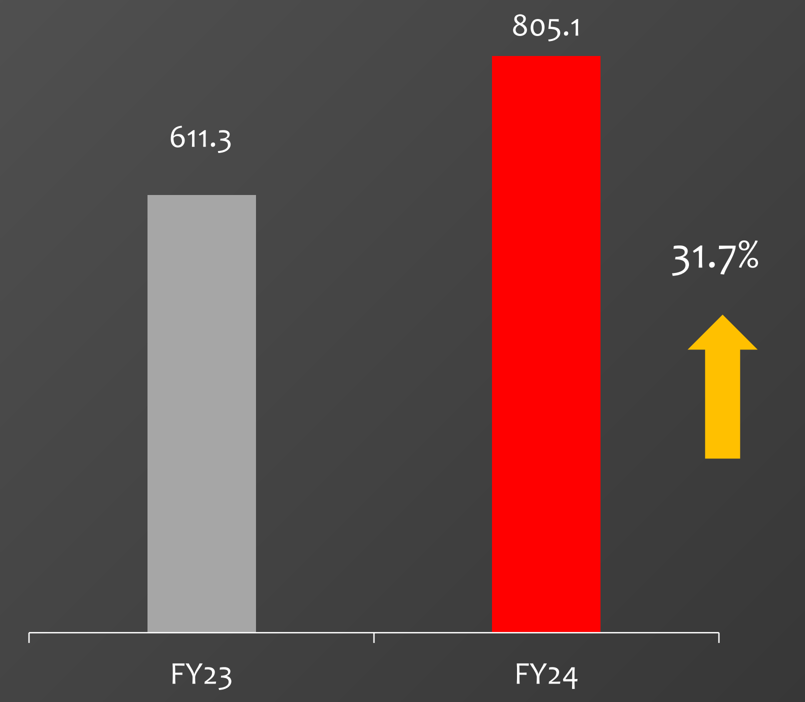
A diversified play in wealth management.

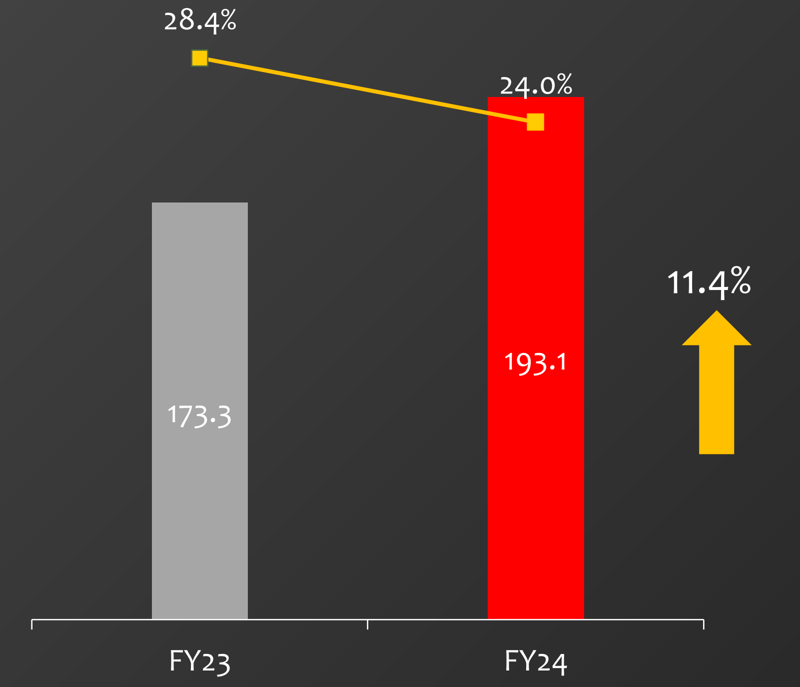
₹

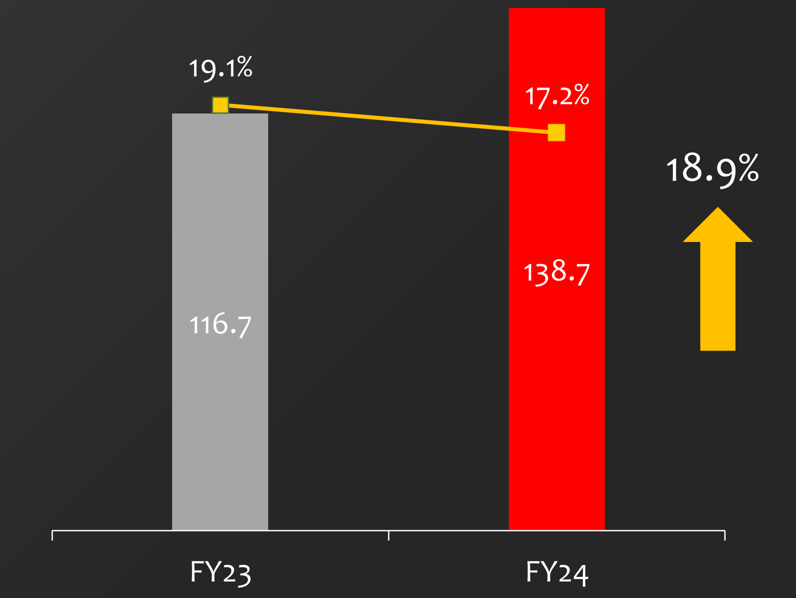
₹

A diversified play in wealth management.

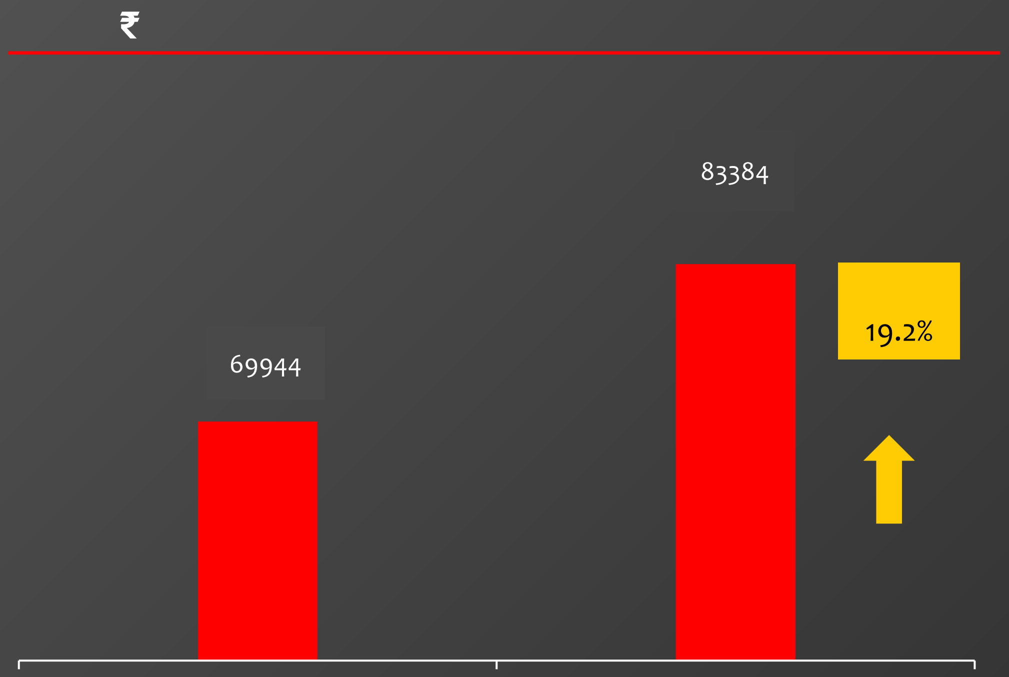
₹

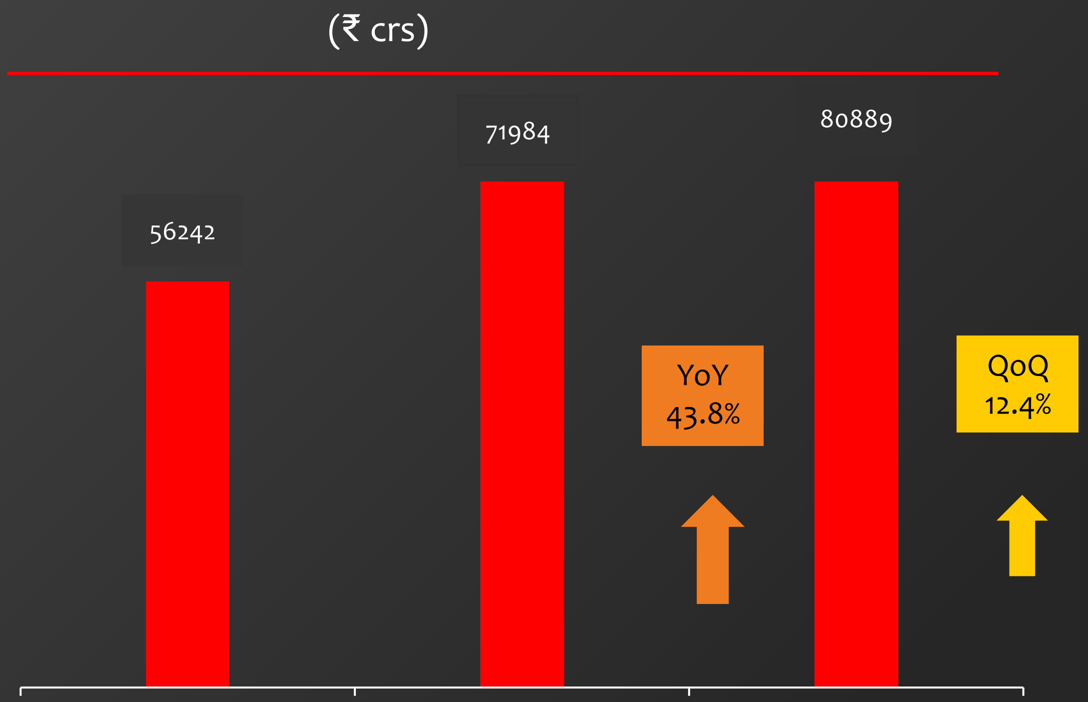


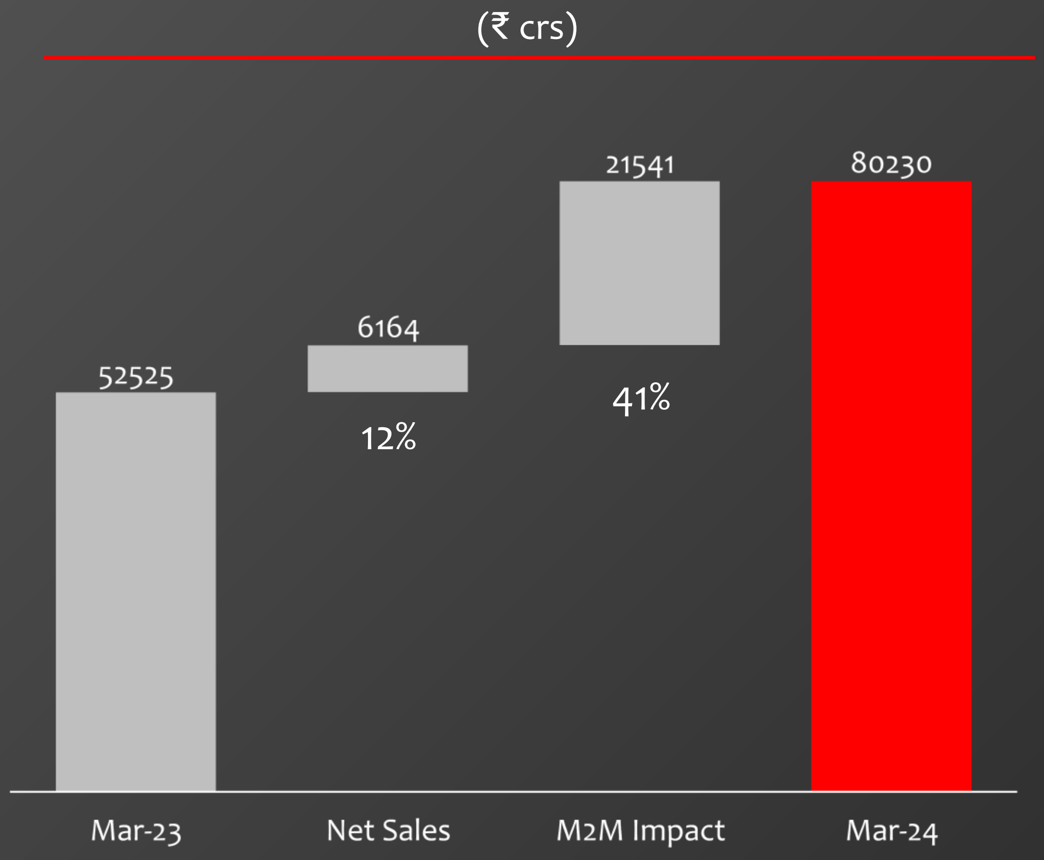


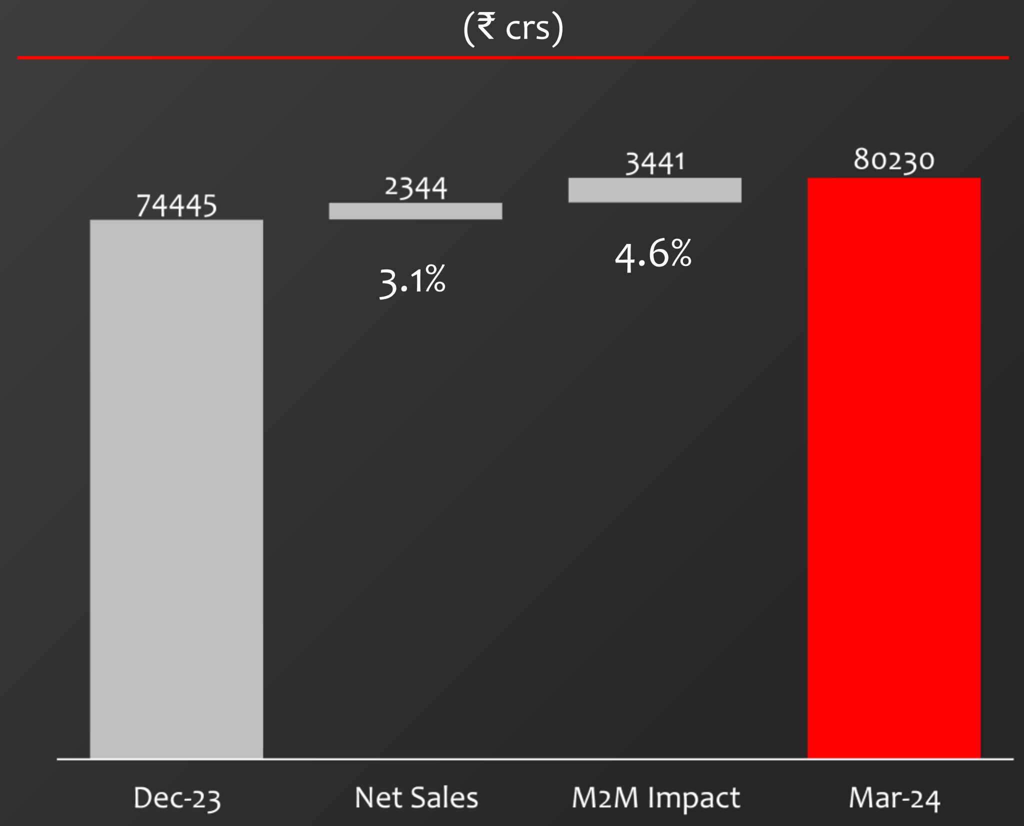


A diversified play in wealth management.

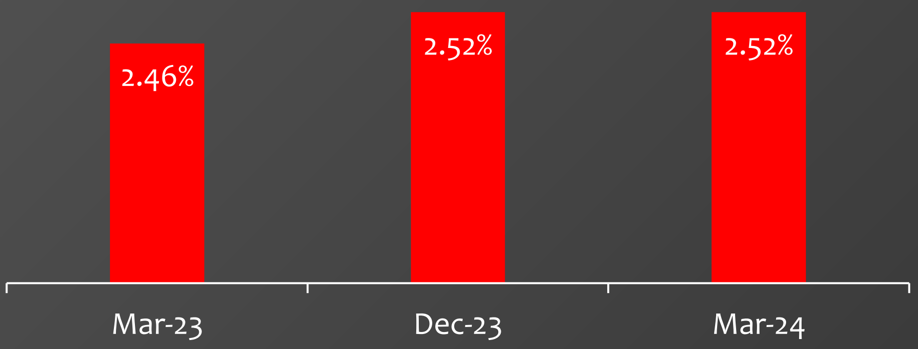


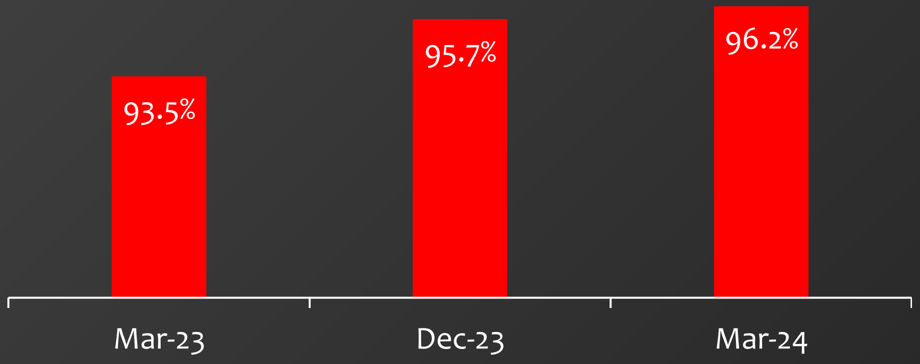



(₹ crs)
52525
6164
21541
80230
12%
41%
Mar-23
Net Sales
M2M Impact
Mar-24

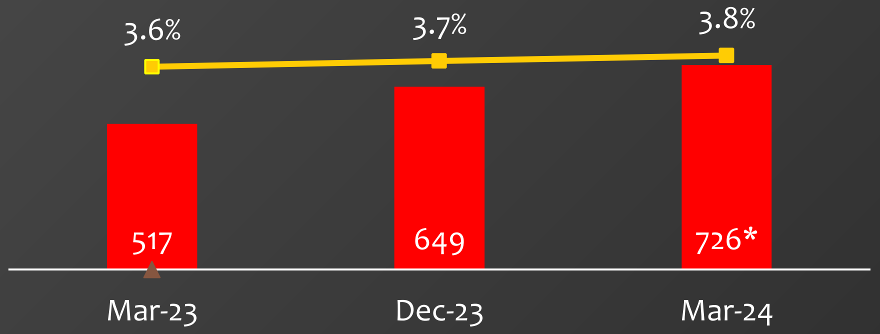

(₹ crs)
74445
2344
3441
80230
3.1%
4.6%
Dec-23
Net Sales
M2M Impact
Mar-24

A diversified play in wealth management.

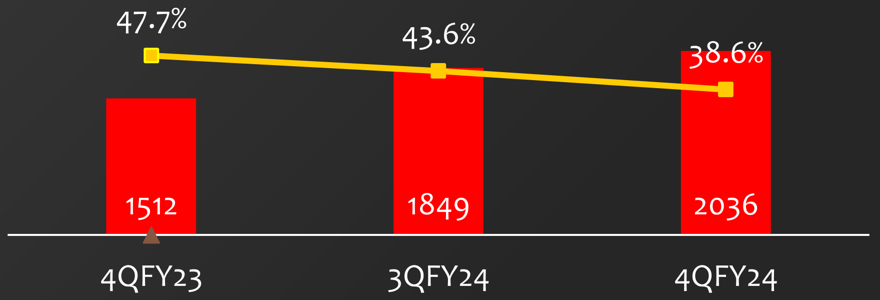




₹



₹



* STP Value as on March-24 stood at Rs 95 crores which is not included in the above number. This number as reported is on actual realization basis.

A diversified play in wealth management.

₹
₹
₹
₹
₹
₹
₹
₹
₹

A diversified play in wealth management.

	237.6	208.4	14.0%	175.6	35.3%	604.8	799.1	32.1%
Distribution of Mutual Fund Products-Trail Revenue (a)	182.0	165.3		132.6		501.7	637.8	27.1%
Distribution of Insurance Products (b)	39.5	29.9		34.6		70.6	110.8	57.0%
Stock Broking and Allied Services (c)	7.6	6.1		3.9		17.4	23.6	36.0%
Other Financial and Non Financial Products (d)	8.4	7.1		4.4		15.2	26.8	76.8%
Interest Income	1.6	1.4		1.2		4.8	4.9	3.2%
Net Gain on Fair Value Changes	0.5	0.2		0.2		1.7	1.1	-35.6%
	239.7	209.9	14.2%	177.0	35.4%	611.3	805.1	31.7%
Commission & Fees Expense	127.8	113.3		87.7		327.6	435.4	32.9%
Employee Cost	23.2	24.1		22.8		83.3	92.8	11.5%
Other Expense	27.9	22.5		8.0		27.1	83.7	208.9%
	178.9	159.9	11.9%	118.5	51.0%	438.0	611.9	39.7%
	60.8	50.0	21.6%	58.5	3.9%	173.3	193.1	11.4%
	25.4%	23.8%	1.5%	33.1%	-7.7%	28.4%	24.0%	-4.36%
Finance Cost	0.8	0.4		0.5		2.1	2.1	1.0%
Depreciation	6.4	6.3		6.1		24.0	24.8	3.3%
Other Income	6.2	4.5		3.4		7.5	19.6	159.9%
	0.0	0.0		0.0		-2.0	0.0	-99.9%
	59.8	47.9	24.9%	55.3	8.2%	156.8	185.9	18.5%
Current Tax	14.3	11.5		12.1		34.7	44.2	27.4%
Deferred Tax	0.9	0.7		1.9		5.4	2.9	-47.1%
	44.6	35.7	24.8%	41.2	8.2%	116.7	138.7	18.9%
	18.6%	17.0%	1.61%	23.3%	-4.68%	19.1%	17.2%	-1.85%
	10.76	8.62	24.8%	9.96	8.2%	28.18	33.51	18.9%

	190.6	172.3	10.6%	137.0	39.1%	516.5	664.4	28.6%
Distribution of Mutual Fund Products (a)	182.0	165.1		132.5		501.5	637.2	27.1%
Other Financial and Non Financial Products (b)	8.6	7.3		4.5		15.0	27.1	81.0%
Net Gain on Fair Value Changes	0.5	0.2		0.2		1.7	1.1	-35.6%
	191.1	172.5	10.8%	137.2	39.3%	518.2	665.5	28.4%
Commission & Fees Expense								
Employees Cost	17.8	18.2		16.2		62.3	70.8	13.6%
Other Expense	9.4	9.1		6.7		21.7	32.4	49.6%
	146.1	134.0	9.0%	107.2	36.3%	400.1	514.6	28.6%
	44.9	38.4	16.9%	30.0	49.8%	118.1	150.8	27.7%
	23.5%	22.3%	1.2%	21.9%	1.6%	22.8%	22.7%	-0.1%
Finance Cost	0.3	0.3		0.3		1.2	1.3	4.1%
Depreciation	5.8	5.7		5.6		22.0	22.6	2.8%
Other Income	4.0	3.3		2.3		4.7	13.3	181.0%
Profit Before Tax	42.8	35.6						40.8%
Current Tax	10.1	8.4		4.7		20.8	32.7	57.5%
Deferred Tax	0.8	0.7		1.9		4.7	2.6	-43.5%
Profit After Tax	31.9	26.6	20.0%	19.8	61.2%	74.2	104.9	41.5%
Profit After Tax Margin (%)	16.7%	15.4%	1.3%	14.5%	2.3%	14.3%	15.8%	1.5%
Earning Per Share	7.71	6.42	20.0%	4.79	61.2%	17.91	25.33	41.5%

Great Place To Work®
Certified
DEC 2023 – DEC 2024
INDIA

Prudent
— Money through wisdom —

DICKENSON