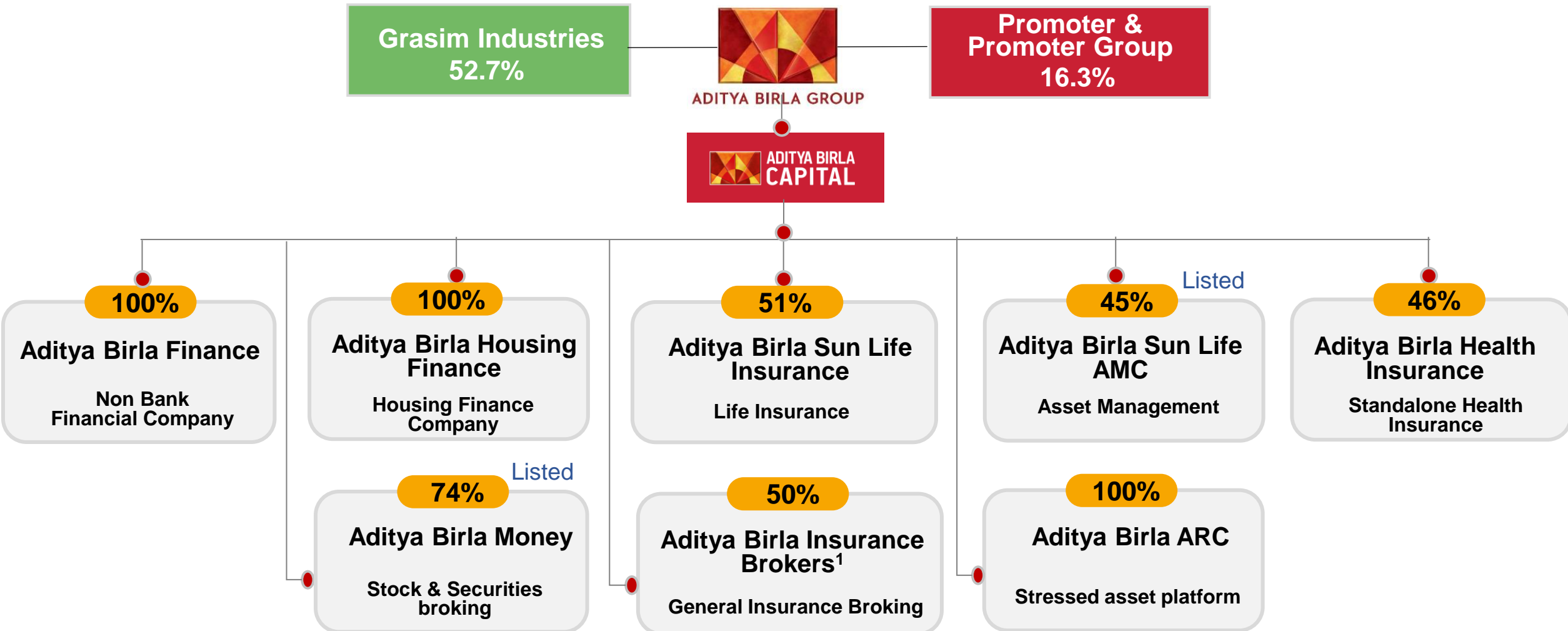


Investor Presentation

June 2024

Diversified Financial Services Platform from a Trusted conglomerate



Above is not intended to show the complete organizational structure and entities therein. It is intended to describe the key businesses of Aditya Birla Capital.

1. The Board of Directors of Aditya Birla Capital at its meeting held on March 27, 2023 has approved the sale of its entire stake in Aditya Birla Insurance Brokers Limited (ABIBL) subject to requisite approvals.

NBFC

One of the leading AAA¹ rated NBFCs with well-diversified portfolio of ₹ 1,05,639 crore

HFC

AAA² rated HFC with a loan book of ₹ 18,420 crore focusing on affordable & prime segments

AMC

Largest non-bank AMC⁴ with AUM of ₹ 3,25,232 crore³

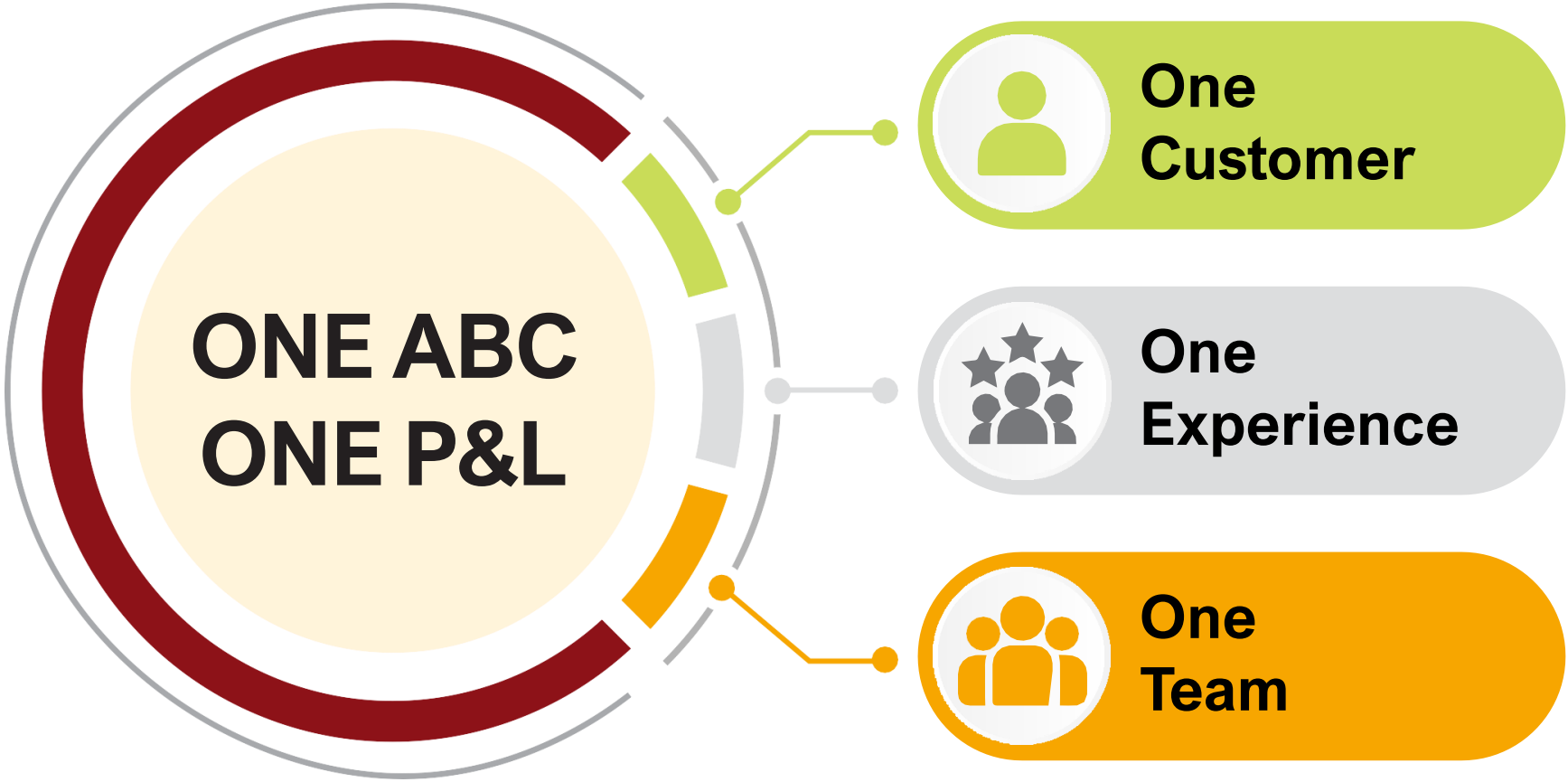
Life

One of the leading private life insurers with ₹ 17,260 crore total premium & ₹ 11,539 crore EV

Health

Fastest growing SAHI player with by a Unique “Health First” Model and GWP of ₹ 3,701 crore

³ 1. ICRA, India ratings and CARE (Long term rating) 2. ICRA and India ratings (Long term rating) 3.Ex. ETF in Q4 FY24
4. Source: AMFI



...By Leveraging Data, Digital and Technology

**Customer Facing Platforms
for Direct Acquisition at Scale**

1



2 **Strengthening Internal
Capabilities**

**Powered By Data &
Analytics**

3

Re-imagining Customer Experience

Our Building Blocks: Customer Facing Platforms



ABCD

Omnichannel D2C platform offering financial solutions across loans, insurance, investment & payments



Udyog Plus

Innovative one-stop business platform for MSMEs



B2D Platform

Platform for distributors & channel partners

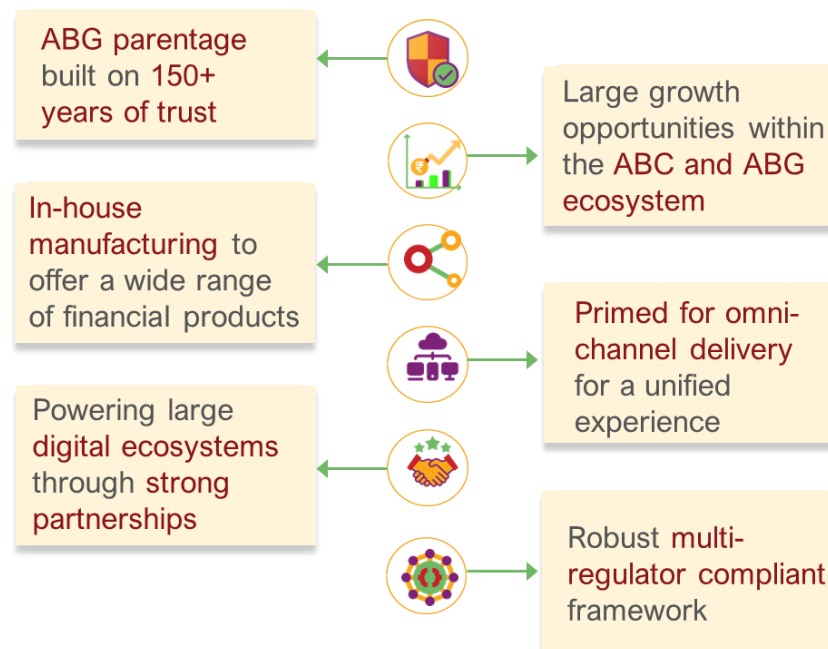
Development in 6-9 months

Building interoperable digital platforms

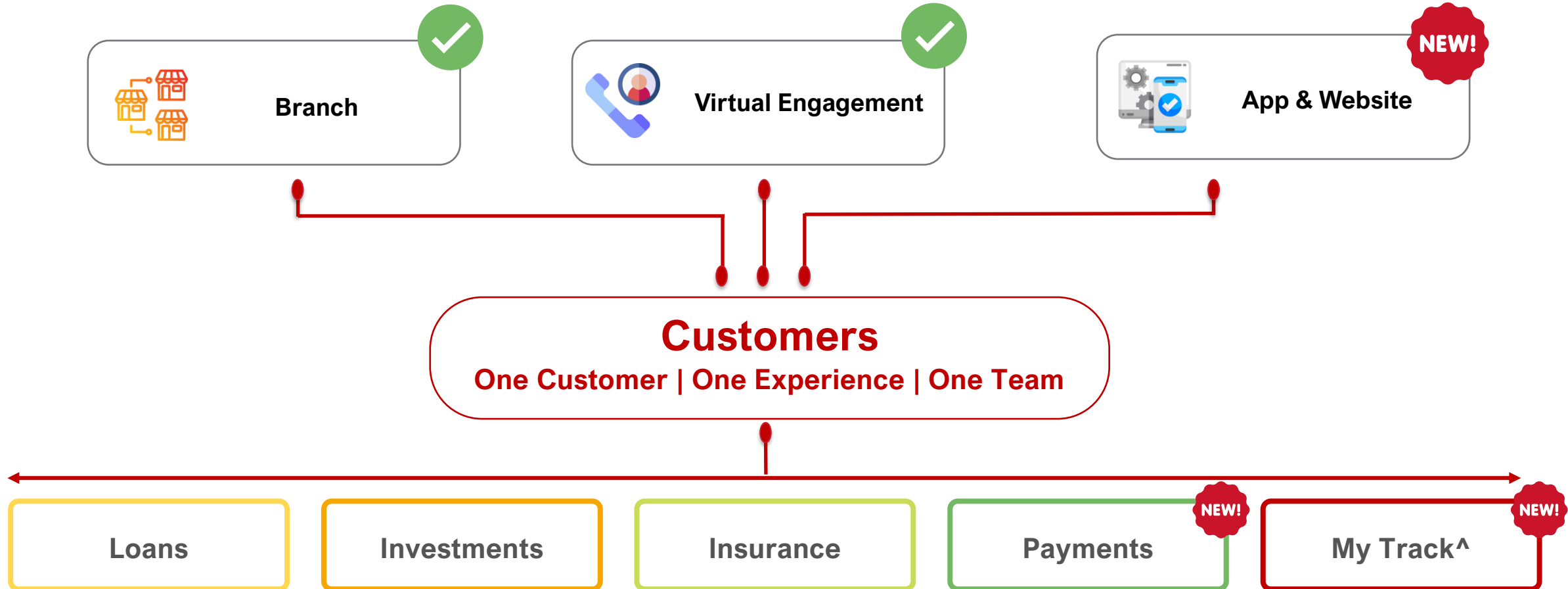
Customer Insights



Our Strategic Advantages



600+ users engaged for qualitative research across products, journeys and app engagement



500+ member team with diverse experience across BFSI onboarded



Simplicity

Unique and engaging design | **Uncluttered Layout** | Intuitive Navigation | **Jargon Free Language** | Ease of Action

My Track

Unified View of **bank accounts, deposits, loans, mutual funds, stocks** | **Instant Health Check with a “Selfie”** | Track and Categorize spends

Everything Finance

One Platform for all things finance | 22 Product categories | **In house manufacturing** advantage

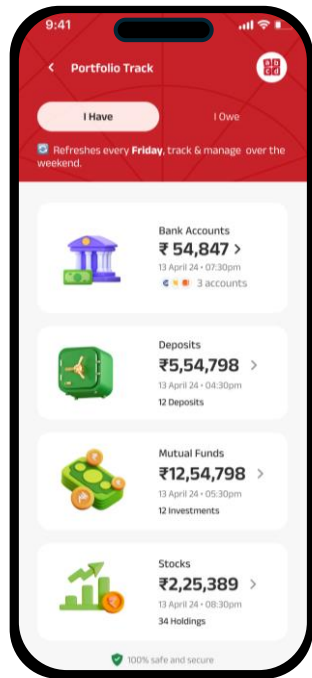
Omnichannel from Day 1

Digital, Virtual & Branch coverage | **Gen AI powered chatbot** and voice-search | Real time **Co-browsing**

Payments

Multi Account Payment | **Pre-verified bank transfers** | UPI International | RuPay on UPI | **Multi-mode receipt**

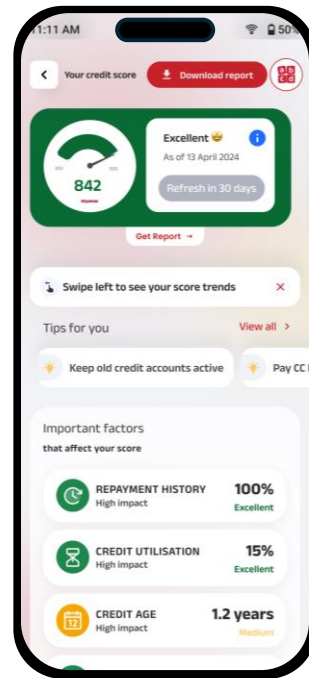
Serving latent needs with actionable insights



Portfolio Track

Your personal balance sheet –
Assets & Liabilities

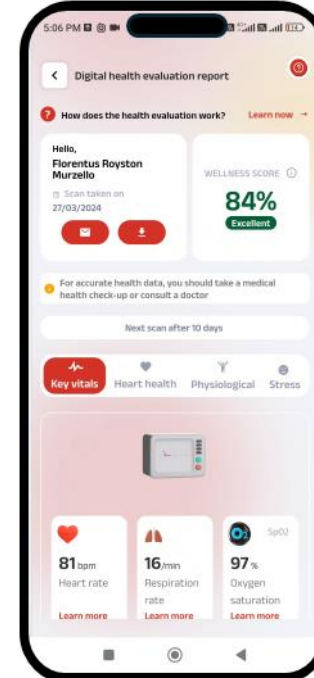
- Unified view of bank accounts, deposits, mutual funds & stocks



Credit Track

Your credit score & insights

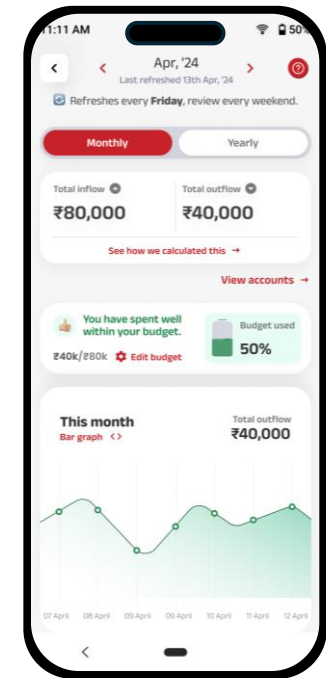
- Understand factors affecting your credit score
- Score simulator



Health Track

Health is Wealth

- Instant health check across 24 key vitals with just a “selfie”



Spend Track

Your personal “P&L”

- Automatically track and categorize spends across all your Bank accounts
- Personalized spends vs budgets

@abcdicici

TECHNOLOGY

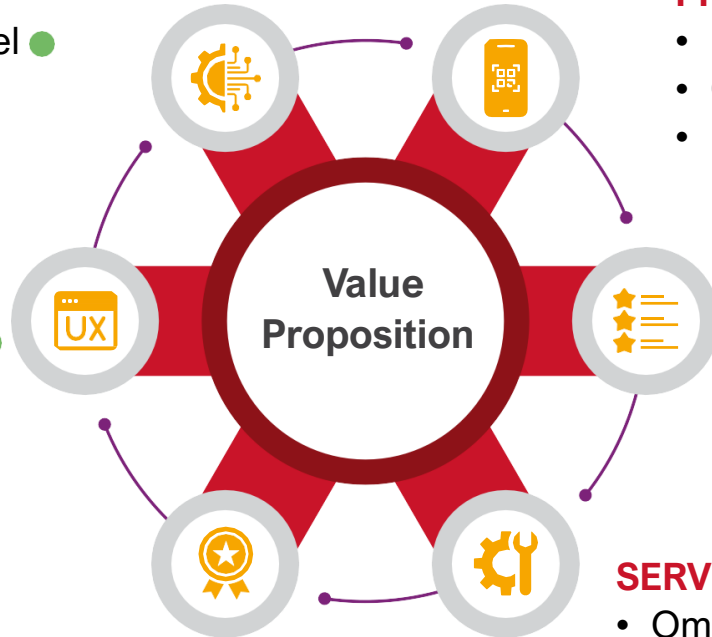
- TPAP on API model ●
- Smart routing

PRODUCT

- UPI international ●
- Credit card on UPI ●
- UPI 123 pay ●

UI / UX

- Z-axis motion design ●
- Comprehensive payments history



FEATURES

- Pay from multi-account ●
- Multi-mode collect ●
- Pre-verified bank transfers ●

REWARDS

- Instant cashback
- User behavior led rewards ●

SERVICES

- Omnichannel customer connect
- Proactive customer reach out ●



100+

Payments Services



30+

Customer Value Propositions



26+

Biller Categories

Roadmap

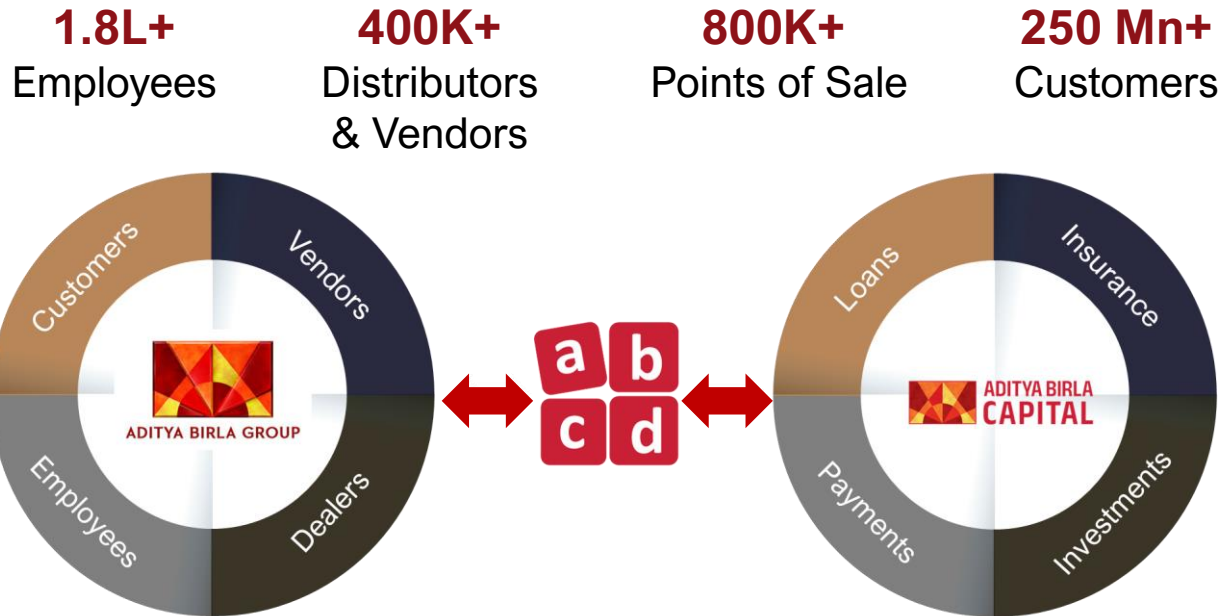
PPI launch (Wallet + Cards): *In-principle approval received from RBI*

Omnichannel and multimodal checkout solution for merchants



Monthly run-rate of ₹500+ Cr achieved

Platform to serve the ABG Ecosystem



Worksites | Points of sale | Digital platforms




Accelerating media presence across TV, Digital & Print






Targeting 30 Mn Customers in 3 Years

Trends in MSME Ecosystem

Robust Digital Infrastructure

-  Easy access to data
-  Tailwinds from govt. initiatives
-  Increasing digital adoption in MSMEs






Higher Digital Adoption by MSMEs

-  Point Of Sale Payments
-  Business Management Solutions
-  B2B eCommerce

No single platform catering to all MSME segments & also entire spectrum of needs

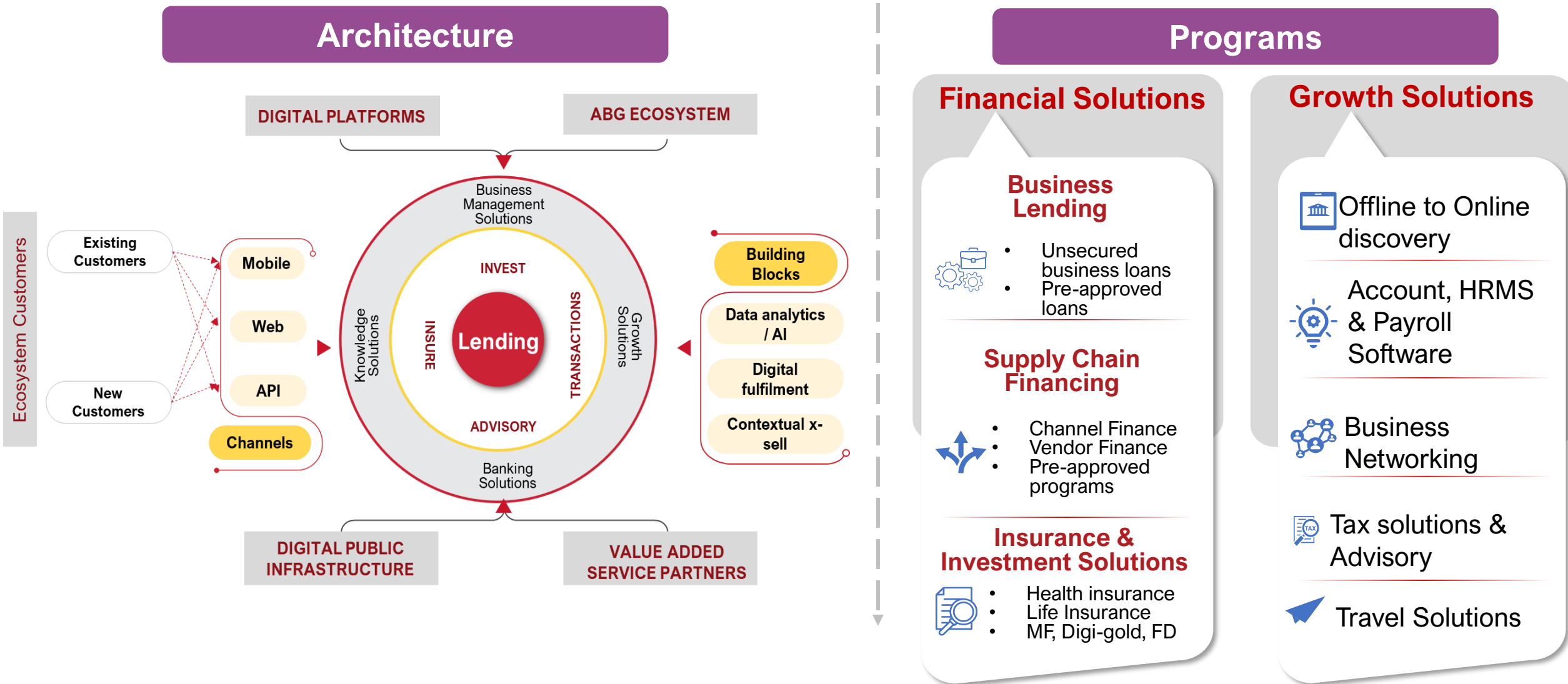
Right time to create differentiation by offering full-scale ecosystem platform

Create **large scale direct acquisition funnel** for ABG ecosystem

- Seamless access to capital 
- Tax planning & filing solutions 
- HRMS & Payroll Management 
- Assistance in scaling business 
- Unified platform all business 360 needs 



Udyog Plus: Addressing 360° needs of MSMEs



Udyog Plus: Business Impact & Scale Up



Direct to MSMEs	ABG Ecosystem	External Ecosystems
Paid Marketing Campaigns	Pre-approved limits to channel partners	B2B & B2C Ecommerce
Social Media Campaigns	B2B E-commerce platform partnership	Merchant POS
Discussion Forums	Channel Finance for retailers & Dealers	Neo Banking Platforms
Organic Traffic	PO Finance for vendors & Capex Funding for franchise	Digital public Infrastructure
Influencers and connectors incl. trade associations	ABC Sales Channels (Direct Sales team, Select DSA)	Corporate DMAs

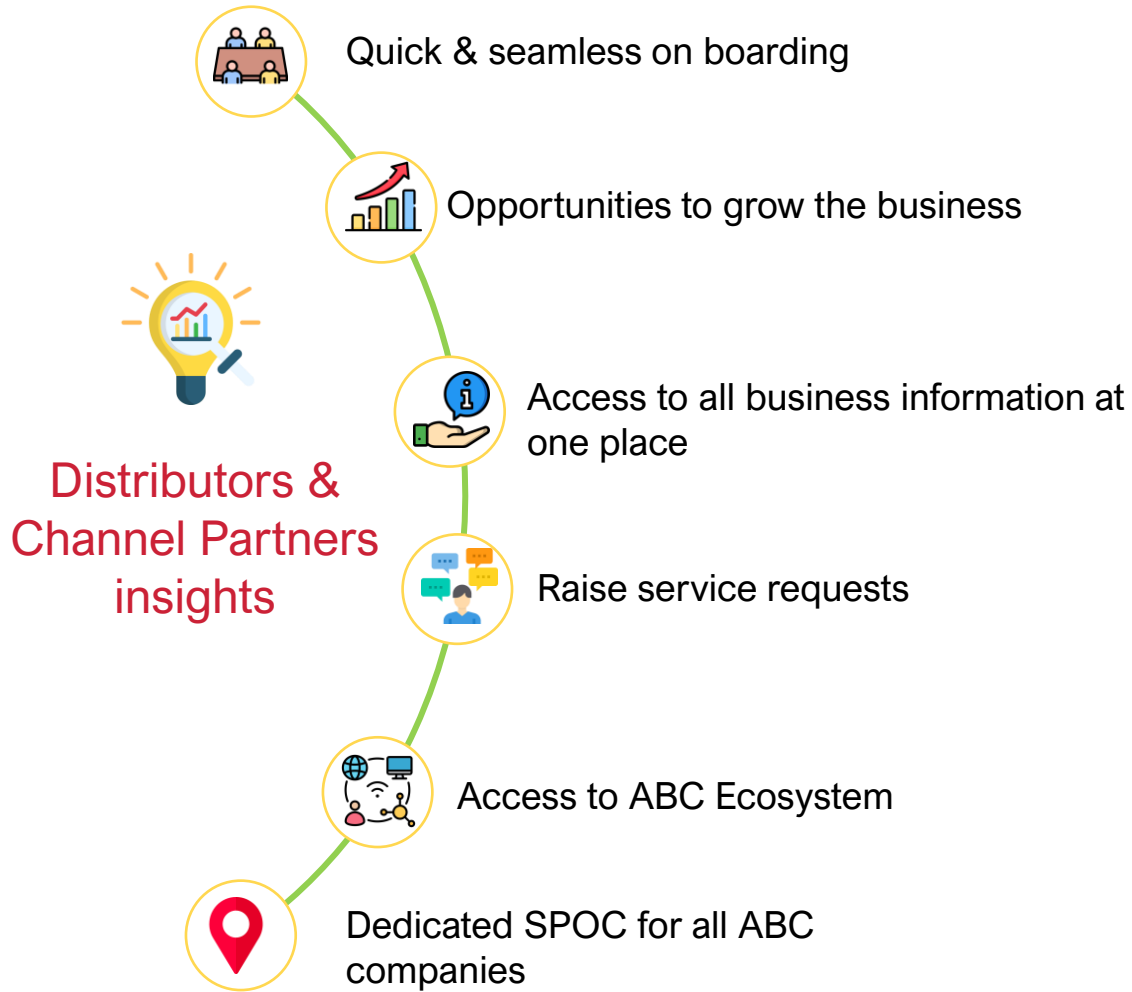
Progress so far

- Registered MSMEs: ~10 lakhs
- AUM: ₹250 Cr
- Monthly disbursement: ₹200 Cr

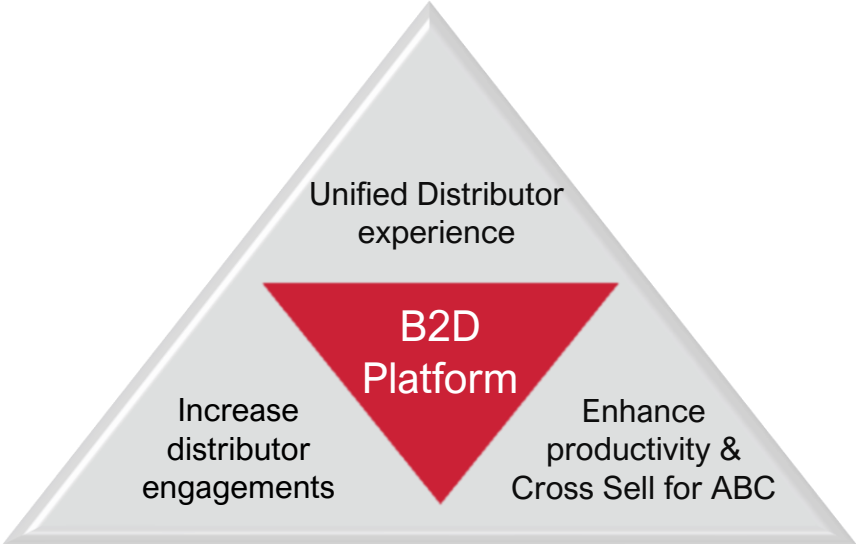


Roadmap

- New product suite: Secured loan, Factoring
- Pre-approved program for micro-segments
- Lending marketplace
- Gen AI led drop-off management



Our Proposition



Journeys Covered



DIY¹



Assisted

Personas Covered



Distributors



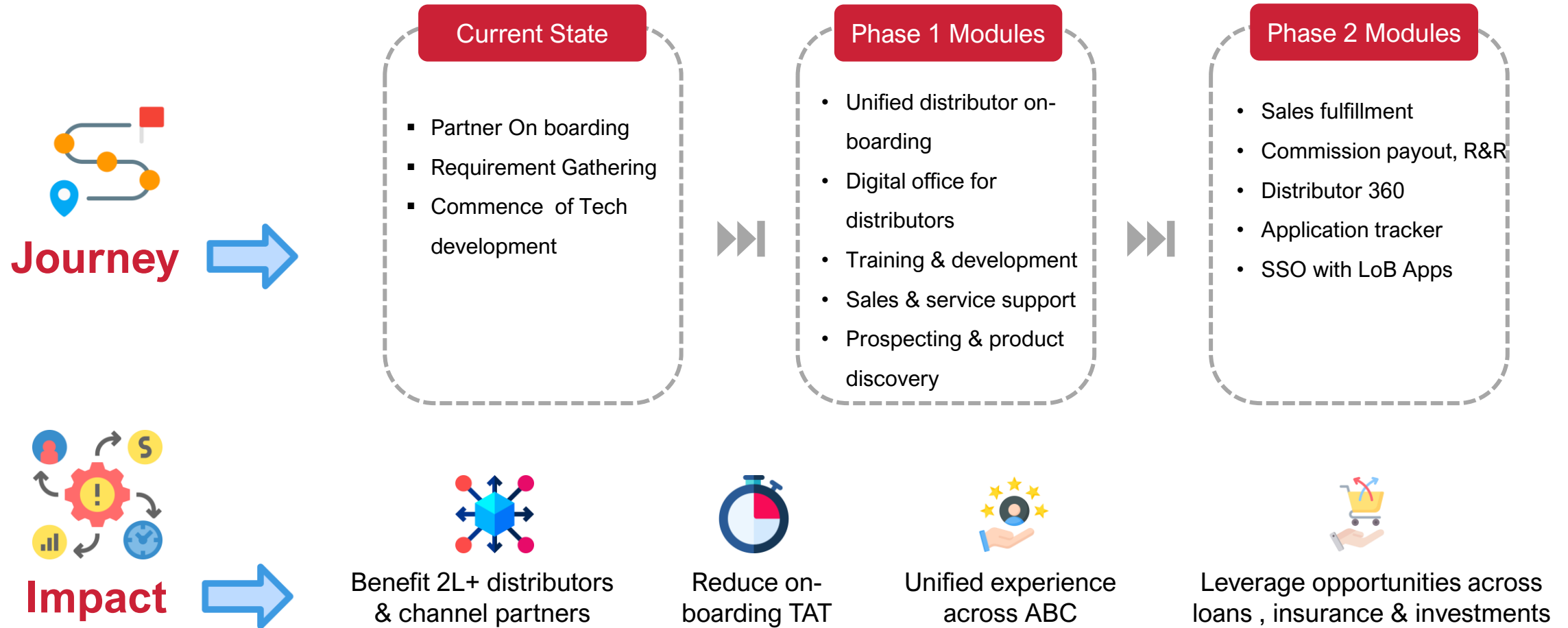
RM



Operations

¹DIY - Do it Yourself

B2D Platform: Progress & Benefits



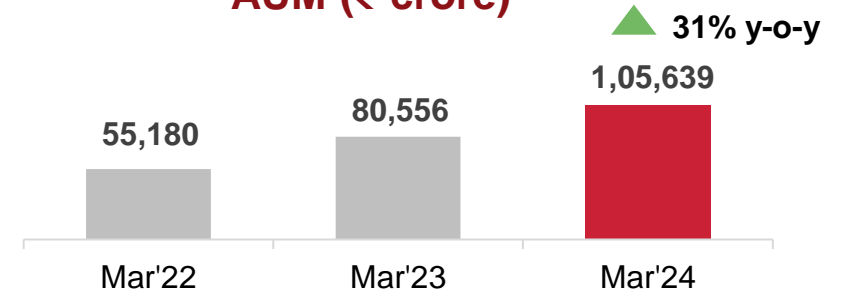
Business updates & way forward

Healthy growth momentum in NBFC business

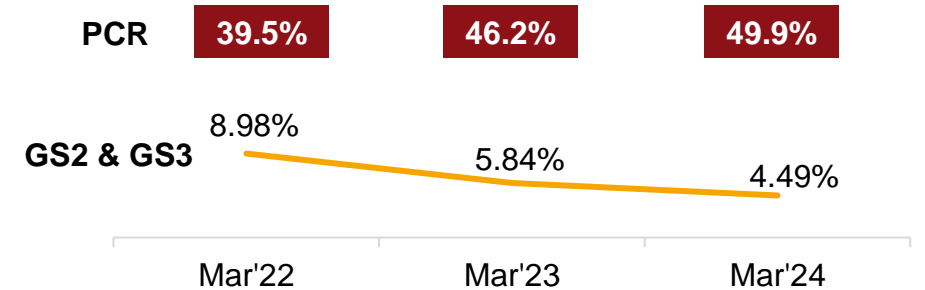


- Strong growth in disbursements (↑31% y-o-y¹) and AUM (↑ 31% y-o-y²)
- ~ 53% of AUM comprises business loans to SMEs
- ~ 72% of the overall portfolio is secured^{2,3}
- Prudent risk management practices with strong emphasis on return of capital
- 135 bps y-o-y decline in GS2 and GS3 loans
- Pan-India presence with 412 branches²
- Steady increase in NIM to 6.90% in FY24 (↑ 6 bps y-o-y)
- Sustained credit cost of 1.5% in FY24
- Delivered RoA of 2.46% and RoE of 17.10% in FY24

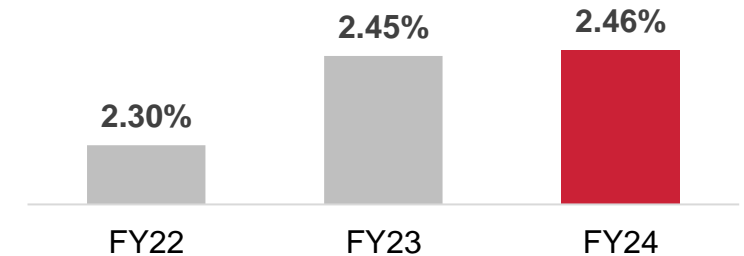
AUM (₹ crore)



Asset Quality



Return on Assets

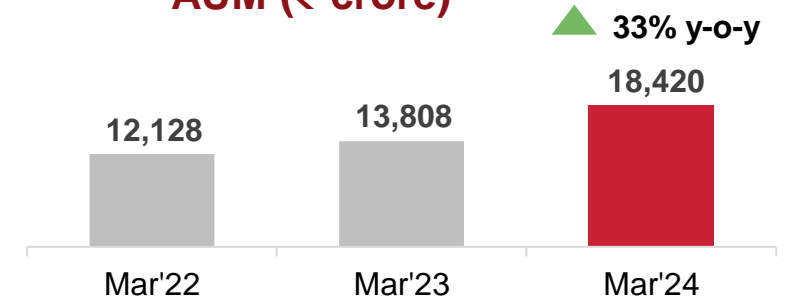


Strong loan book growth in HFC business

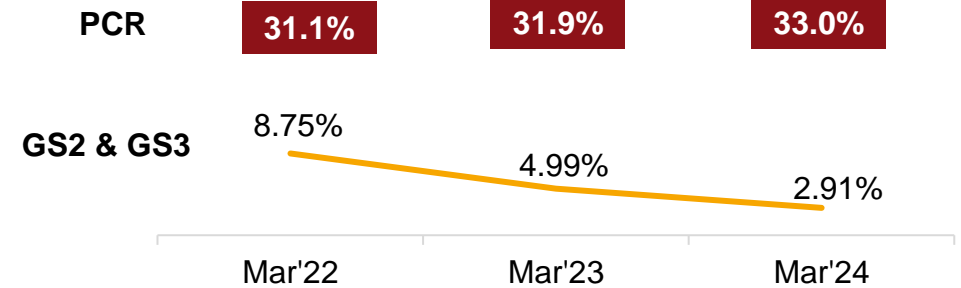


- Strong growth in disbursements (↑ 59% y-o-y²) with focus on quality of origination
- Strong growth in loan book (↑ 33% y-o-y¹)
- Pan-India presence with 135 branches covering 85% of TAM
- Significant improvement in asset quality with GS2 and GS3 loans declining to 2.91%¹ (↓ 208 bps y-o-y)
- Steady increase in NIM³ to 5.39%² in FY24 (↑ 9 bps y-o-y)
- Delivered RoA of 1.92% and RoE of 13.9% in FY24
- Launched and scaled up digital loan management and sourcing platform for enhancing transacting experience and reducing turnaround time

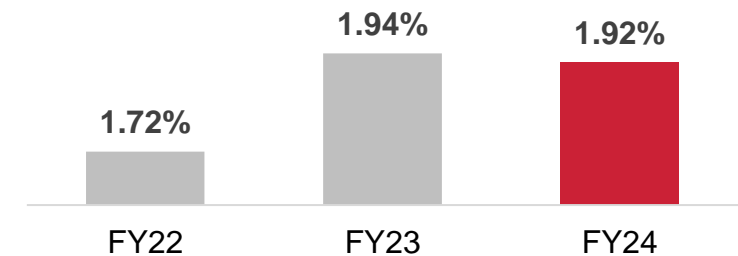
AUM (₹ crore)



Asset Quality



Return on Assets

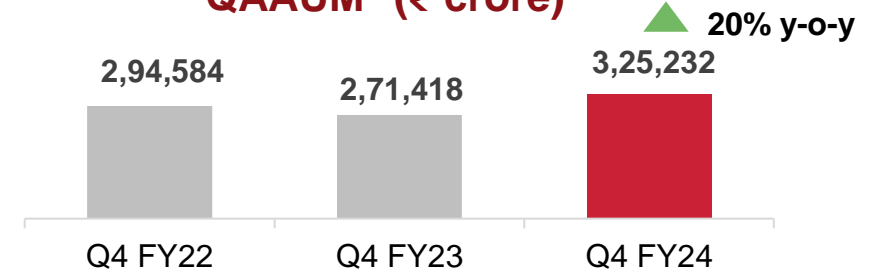


Healthy growth in mutual fund AUM and retail franchise

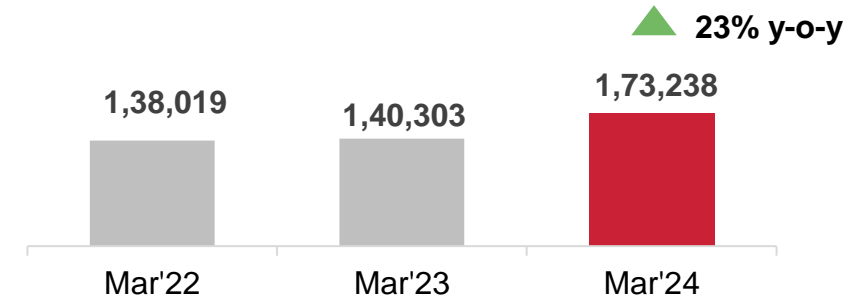


- Mutual fund AUM of ₹ 3,25,232 crore^{1,2} (↑ 20% y-o-y) with a market share of 6.9%^{1,2,3}
- Equity AUM of ₹ 1,52,014² (↑ 31% y-o-y) with 45.8% of overall mix
- Healthy growth in retail franchise across monthly SIP flows and Individual MAAUM⁴
- Extensive distribution franchise with 81,000+ MFDs & 305+ NDs
- Strengthened retail sales & distribution and equity investment team
- Passive AUM at ₹ 28,902 crore as of Mar 31, 2024, with existing product suite expanded to 43 products
- Profit after tax of ₹ 780 crore in FY24 (↑ 31% y-o-y)

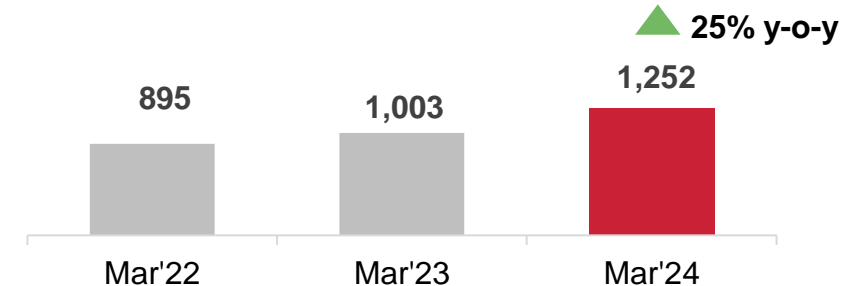
QAAUM¹ (₹ crore)



Individual MAAUM (₹ crore)



Monthly SIP Flows (₹ crore)

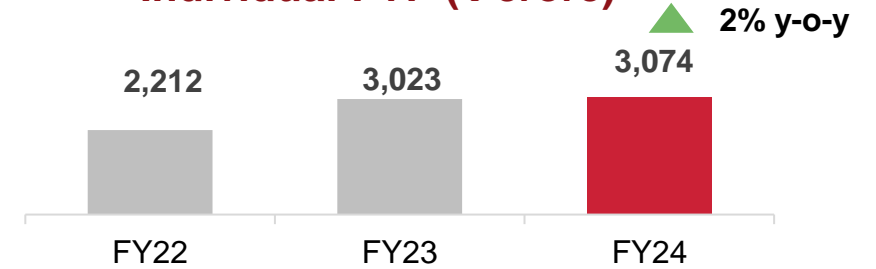


Snapshot of life insurance business

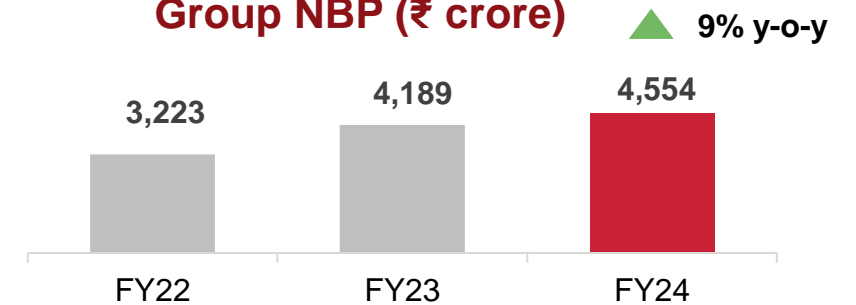


- Individual FYP¹ at ₹ 3,074 crore (↑ 2% y-o-y²)
- PASA³ contribution stands at 28% of individual FYP²
- Group new business premium growth (↑ 9% y-o-y²)
- New Banca tie-ups with IDFC First Bank, Axis Bank and Bank of Maharashtra in FY24
- 13th month persistency⁴ of 88% in Mar'24 (Mar'23: 87%)
- 61st month persistency⁴ of 65% in Mar'24 (Mar'23: 54%)
- VNB⁵ margin at 20.2%, with absolute VNB⁵ at ₹ 697 crore
- Delivered ROEV⁶ of 18.8% in FY24

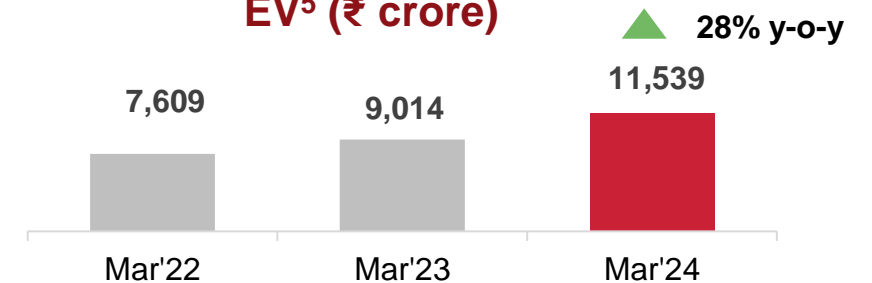
Individual FYP (₹ crore)



Group NBP (₹ crore)



EV⁵ (₹ crore)

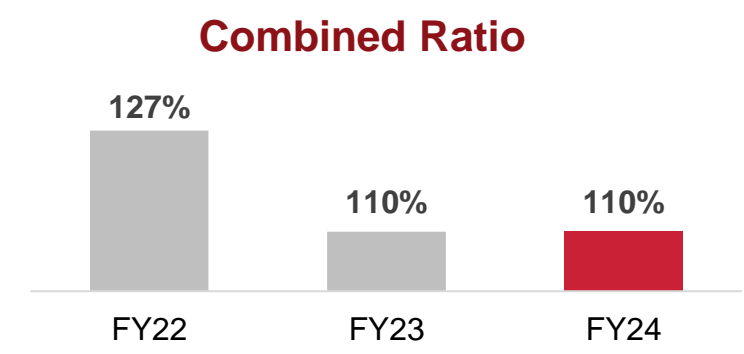
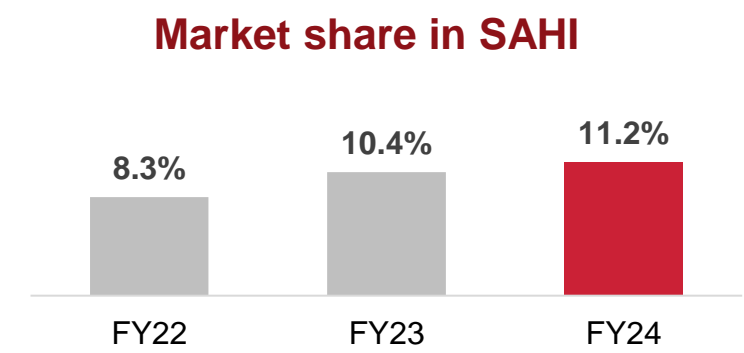
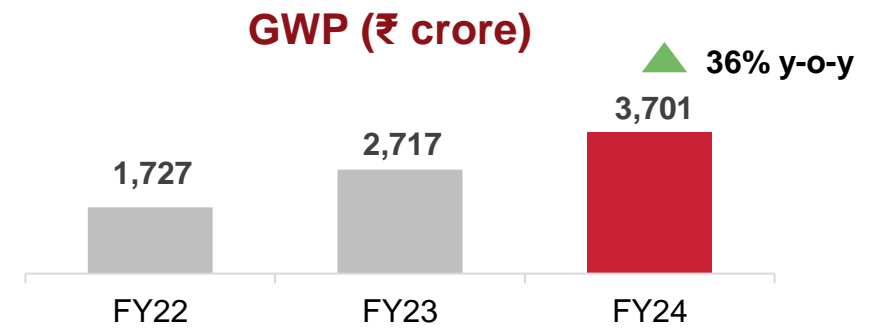


1. First year premium + 10% of Single premium 2. In FY24 3. Pre-approved sum assured 4. 12month rolling block as per revised IRDAI Circular 5. Value of New Business (Individual + Group Risk) 6. Return on embedded value, computed on opening embedded value

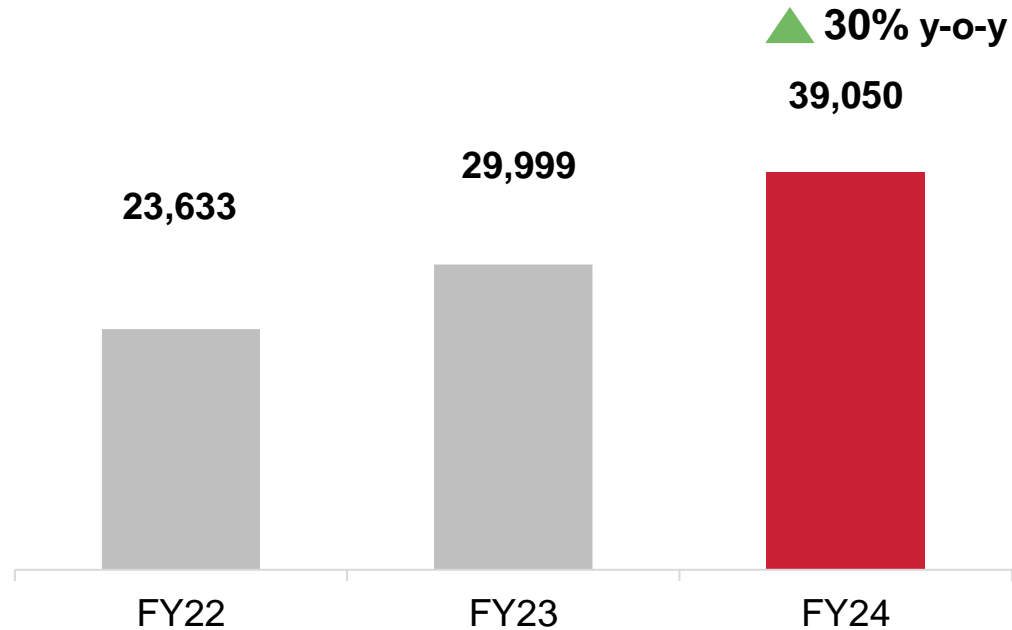
Strong growth momentum in health insurance business



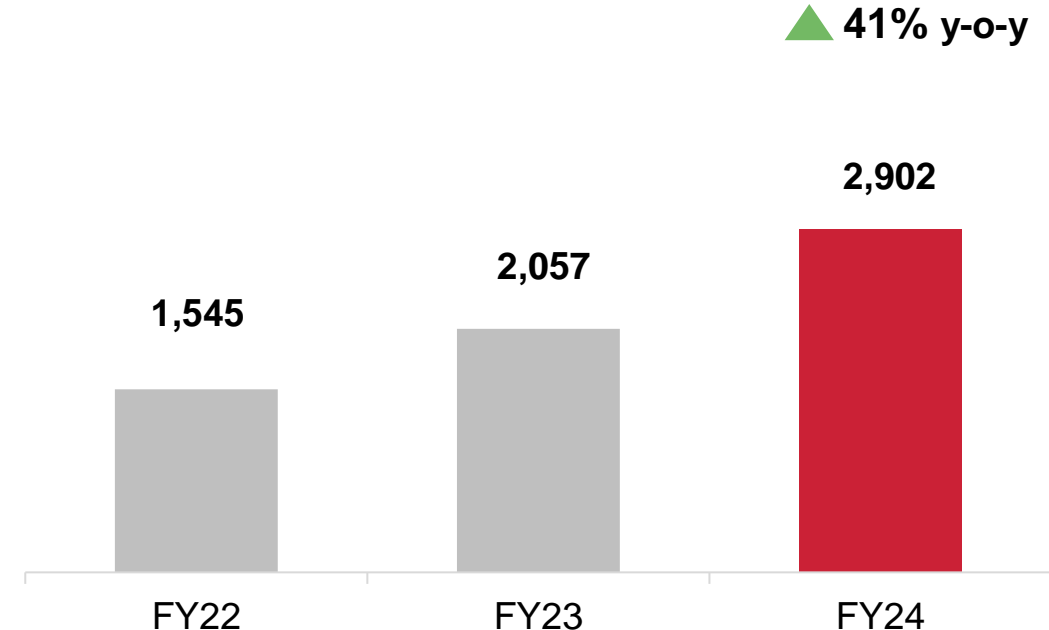
- Fastest growing standalone health insurer in H2 FY24 with a 48% y-o-y growth
- Market share of 11.2%¹ among SAHI players (↑ 82 bps y-o-y¹)
- Unique product proposition incentivising wellness
- Early traction in the latest offering Activ One with 100% HealthReturns™
- Launched Industry first Digital Health assessment crossing 86,000 in FY24
- 8.4% higher persistency and 1.8% lower claims for intervened cohort
- Well-diversified distribution mix with 18 bank partners & 1,10,000+ agents
- New banca tie ups and activations in FY24 - Yes bank, India Post Payments Bank, Uco Bank and Punjab Sind Bank



Consolidated Revenue^{1,2} (₹ crore)



Consolidated Profit After Tax² (₹ crore)



1. Consolidated segment revenue; for Ind AS statutory reporting purpose Asset management, wellness business and health insurance (from October 21, 2022) are not consolidated and included under equity accounting 2. Reported PAT in FY23 includes fair value gain of ₹ 2,739 crore as Aditya Birla Health Insurance ceased to be a subsidiary and has been accounted as a joint venture and FY 24 includes gain of Rs. 433 crore on sale of shares in AMC through OFS

NBFC

- Scale up Udyog Plus and drive growth in MSME segment
- Increase wallet share through newly launched products in small ticket emerging income segments
- Leverage ABG/ABC ecosystem synergies across product segments
- Increase share of direct sourcing from emerging markets and enhance geo footprint

Housing Finance

- Accelerate growth across both prime & affordable segments with focus on quality of origination
- Growth to be augmented by ABG ecosystem
- Drive data analytics & digital capabilities for seamless customer onboarding & servicing
- Sourcing driven by micro-market penetration strategy

Double the AUM from March 2023 to March 2026

AMC

- Scale up retail franchise & diversify product offerings
- Drive growth in SIP flows
- Increase presence in passive & alternative market segments
- Leverage digital platform for seamless delivery

Life insurance

- Grow traditional products in retail and credit life in group
- Focus on diversifying distribution mix & increase productivity
- Grow top line at 20%+ CAGR over next three years
- Sustain VNB margin in range of 18%-20%

Health insurance

- Leverage unique “Health First” model for better risk selection & risk pool management
- Diversify distribution covering conventional & digital platforms
- Utilize data analytics & digital capabilities for hyper-personalized engagement at scale
- Aim to achieve 100% combined ratio by FY26

THANK YOU

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