

EW/Sec/2022/18

January 31, 2022

<b>BSE Limited</b> P J Towers, Dalal Street, Fort, Mumbai – 400 001.  <b>Scrip Code: 532922</b>	<b>National Stock Exchange of India Limited</b> Exchange Plaza, Bandra Kurla Complex, Bandra (E), Mumbai – 400 051.  <b>Symbol: EDELWEISS</b>
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Dear Sir/Madam,

**Sub: Update on Mutual Fund Business**

Please find attached an update on Mutual Fund Business.

Kindly take the same on record.

Thanking you,

Yours faithfully,  
**For Edelweiss Financial Services Limited**

**Tarun Khurana**  
**Company Secretary**

Encl.: as above



# Mutual Fund

## Business Update

# Indian MF industry is underpenetrated with significant headroom for growth

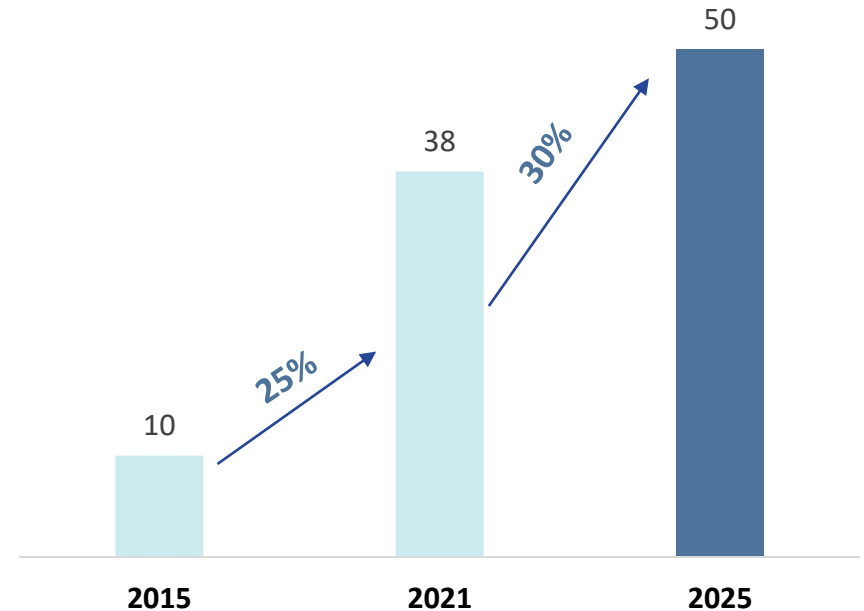


### MF Industry AuM and % of GDP

Country	AuM ( INR lakh cr )	% of GDP
US	1,328	119%
UK	143	73%
Japan	135	36%
China	150	14%
Korea	45	30%
India	38	15%

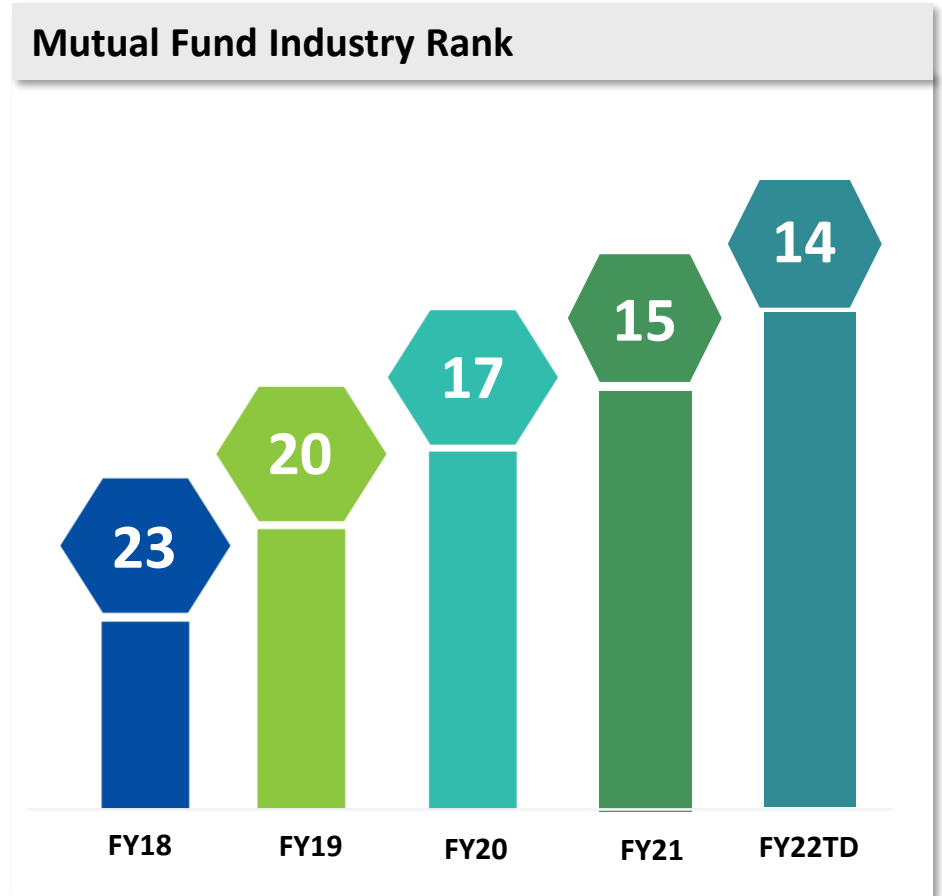
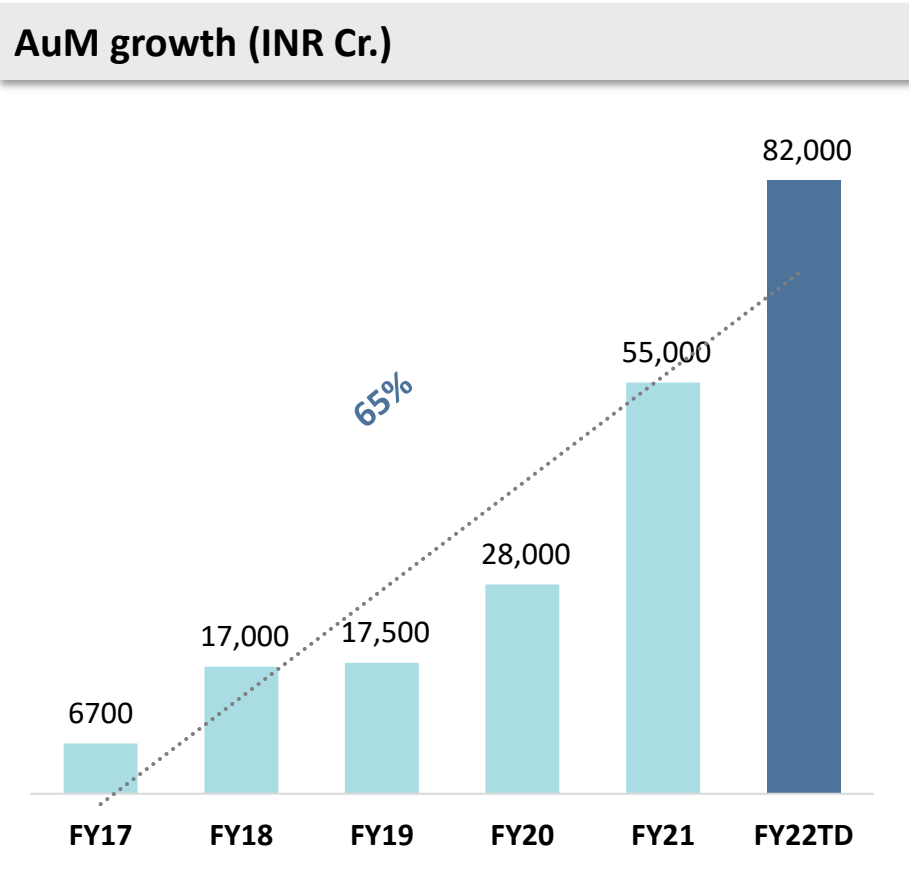
Underpenetrated at **15% of GDP** vs  
world average of **75%**

### Indian MF Industry Assets (INR Lakh Cr.)



Asset growth projected at **30%** vs  
world average of **6%**

# Edelweiss has been among the fastest growing AMC's over the last 5 years...

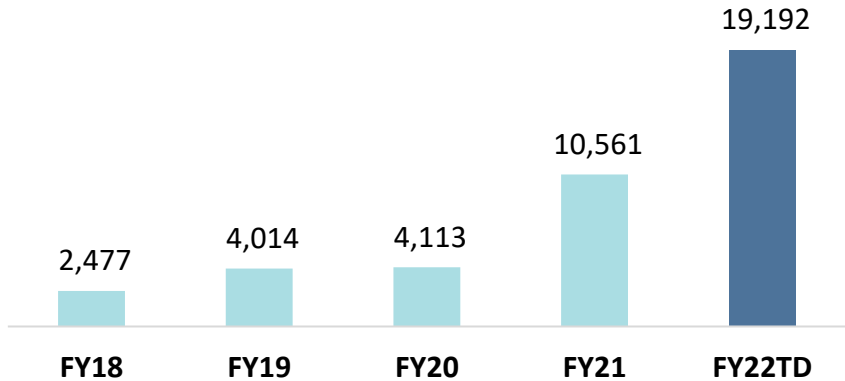


Edelweiss has grown at a CAGR of 65% vs 17% for the industry

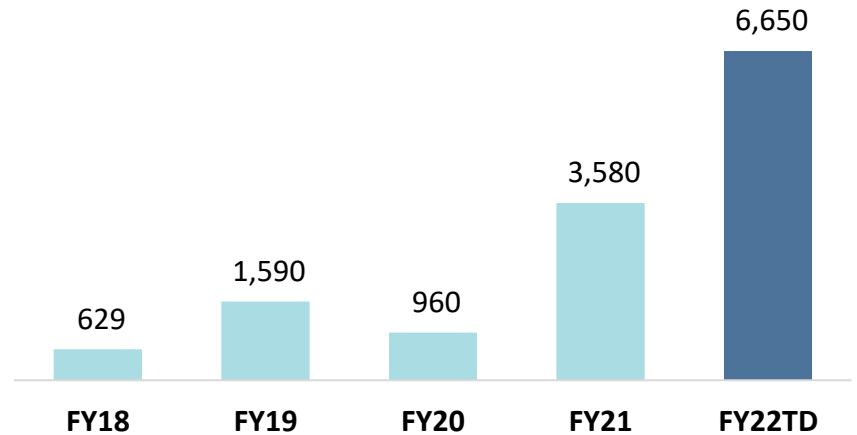
# ...with an equity franchise seeing consistent flows and increasing market share



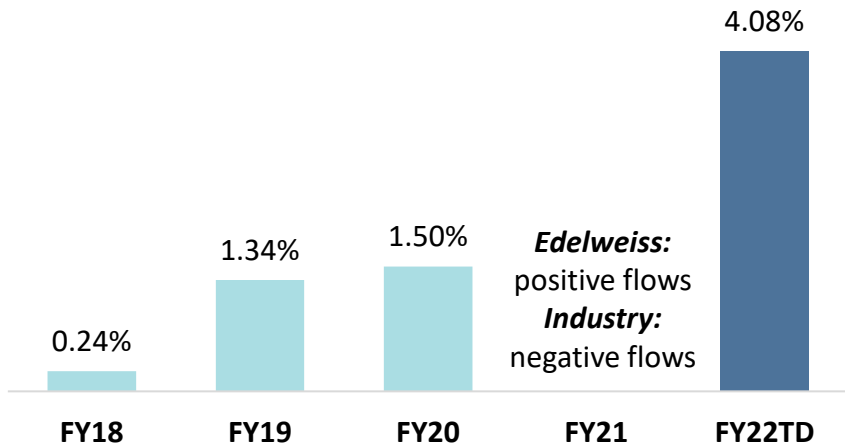
### MF equity AuM (INR Cr.)



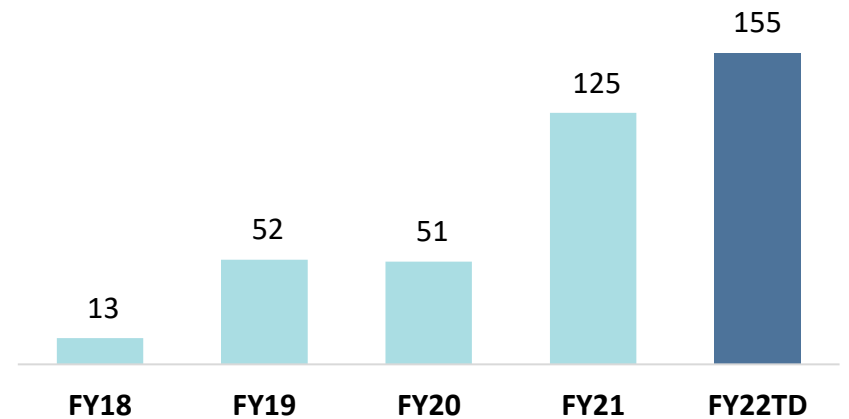
### MF equity net sales (INR Cr.)



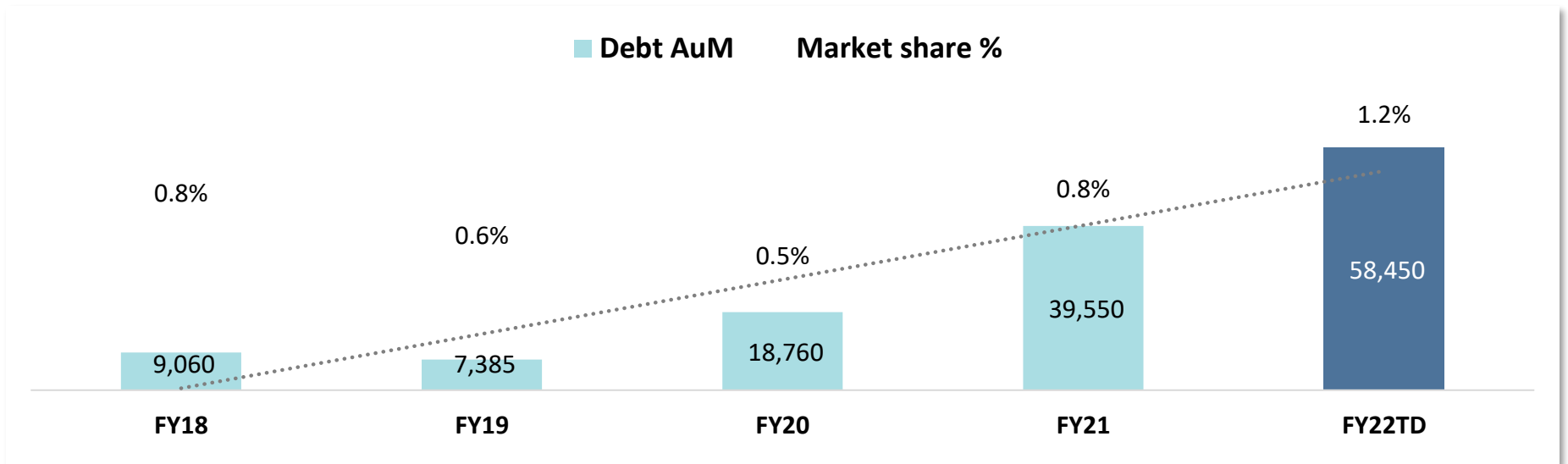
### MF equity net sales market share (%)



### SIP book growth (INR Cr.)



# And a growing fixed income franchise driven by leadership in debt passives



## Key Milestones

### 2019

Awarded mandate for India's 1<sup>st</sup> corporate bond ETF - Bharat Bond

### 2019

Launched Bharat Bond Series I and raised AuM of INR 13,000 Cr.

### 2021

Launched India's 1<sup>st</sup> Target Maturity Index Fund

### Today

We manage ~50K Cr. of assets in debt passive funds as on Dec'21

**We are among the top 10 AMC's in fixed income in India**

## Over the last 5 years, we have focused on building a quality platform

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1

Solution-oriented product innovation ahead of competition

2

Consistent performance of our flagship products

3

Significant expansion in our distributor and customer base

4

Customer-driven marketing that has helped build investor confidence

5

Unique digital initiatives to improve customer experience

# 1 Solution-oriented product innovation ahead of competition



## Balanced Adv. Fund

5<sup>th</sup> largest fund in the category with **five-star rating**



## Equity Funds

Innovation in equity funds through **partnerships** with MSCI, JP Morgan



## Thematic Funds

Unique thematic funds like **IPO fund, China fund**, etc.



## Debt Passive Funds

Leader in debt passives and first to launch **target maturity index fund**



## 2 Our flagship products have shown steady performance

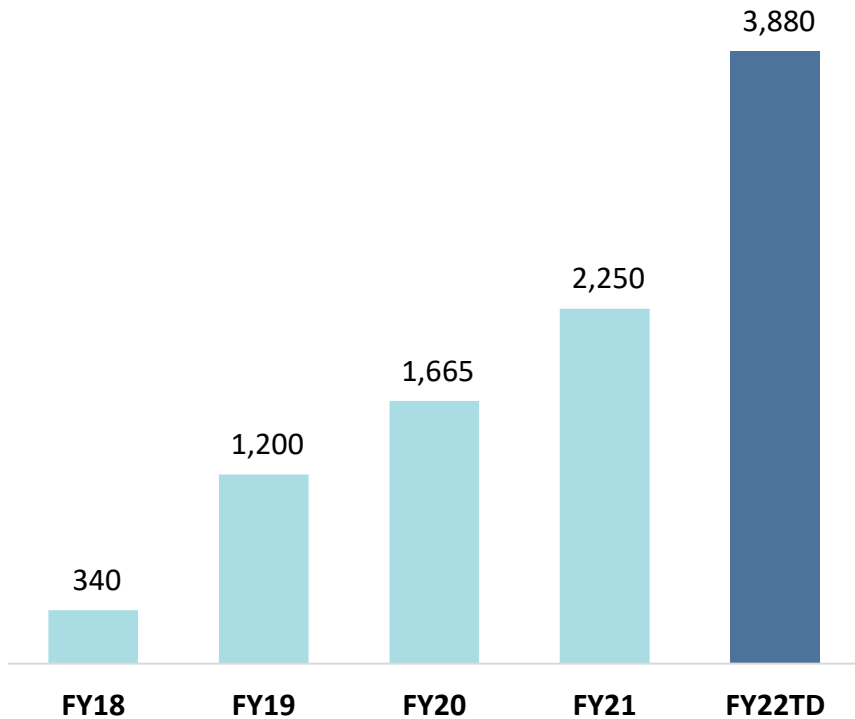
Scheme Name	Particulars	Performance %		Value Research Rating
		3 Year	5 Year	
<b>Edelweiss Balanced Advantage Fund</b>	Rolling returns	10.1%	10.5%	★★★★★
	% of time in quartile 1 or 2	100%	100%	
<b>Edelweiss Arbitrage Fund</b>	Rolling returns	6.1%	6.1%	★★★★★
	% of time in quartile 1 or 2	100%	100%	
<b>Edelweiss Mid Cap Fund</b>	Rolling returns	16.9%	18.3%	★★★★
	% of time in quartile 1 or 2	81%	86%	
<b>Edelweiss Large Cap Fund</b>	Rolling returns	12.2%	13.0%	★★★★
	% of time in quartile 1 or 2	82%	99%	
<b>Edelweiss Large and Mid Cap Fund</b>	Rolling returns	11.8%	13.0%	★★★★
	% of time in quartile 1 or 2	45%	39%	
<b>Edelweiss Flexi Cap Fund</b>	Rolling returns	10.8%	11.6%	★★★
	% of time in quartile 1 or 2	78%	84%	

Returns stated above are as of 31<sup>st</sup> December 2021

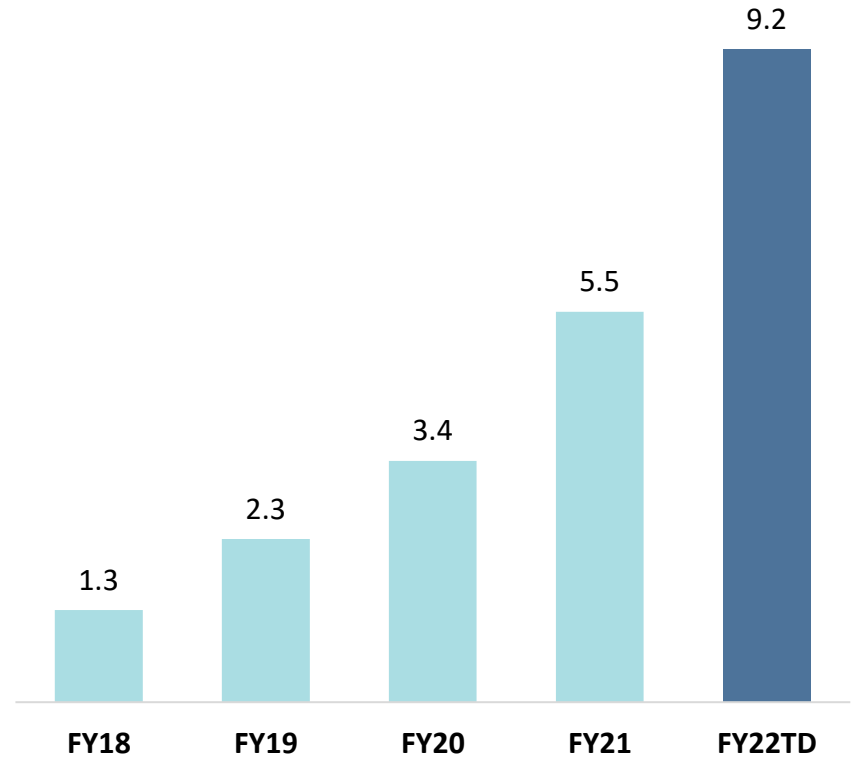
### 3 Significant expansion in our distributor and customer base



Monthly average active mutual fund distributors



Investor folio growth (in lakhs)



Edelweiss products are distributed by almost all major private banks and national distributors



### *Digital Konnect*

Delivering knowledge  
via technology



### *Advice Zaroori Hai*

Reinforcing importance of  
investment advice



### *Podcasts*

#### *Book summaries*

Providing investment  
insights to customers



### *Open House, Twitter Spaces Konnect Classroom*

Regular customer engagement  
via social media



## 5 Unique digital initiatives to improve customer experience



### ***Edelweissmf.com***

*Informative experience with one of the shortest customer transaction journeys*



### ***Einvest Mobile App***

*Android and iOS based mobile application*



### **CRM**

### ***CRM***

*Comprehensive CRM for customer service*



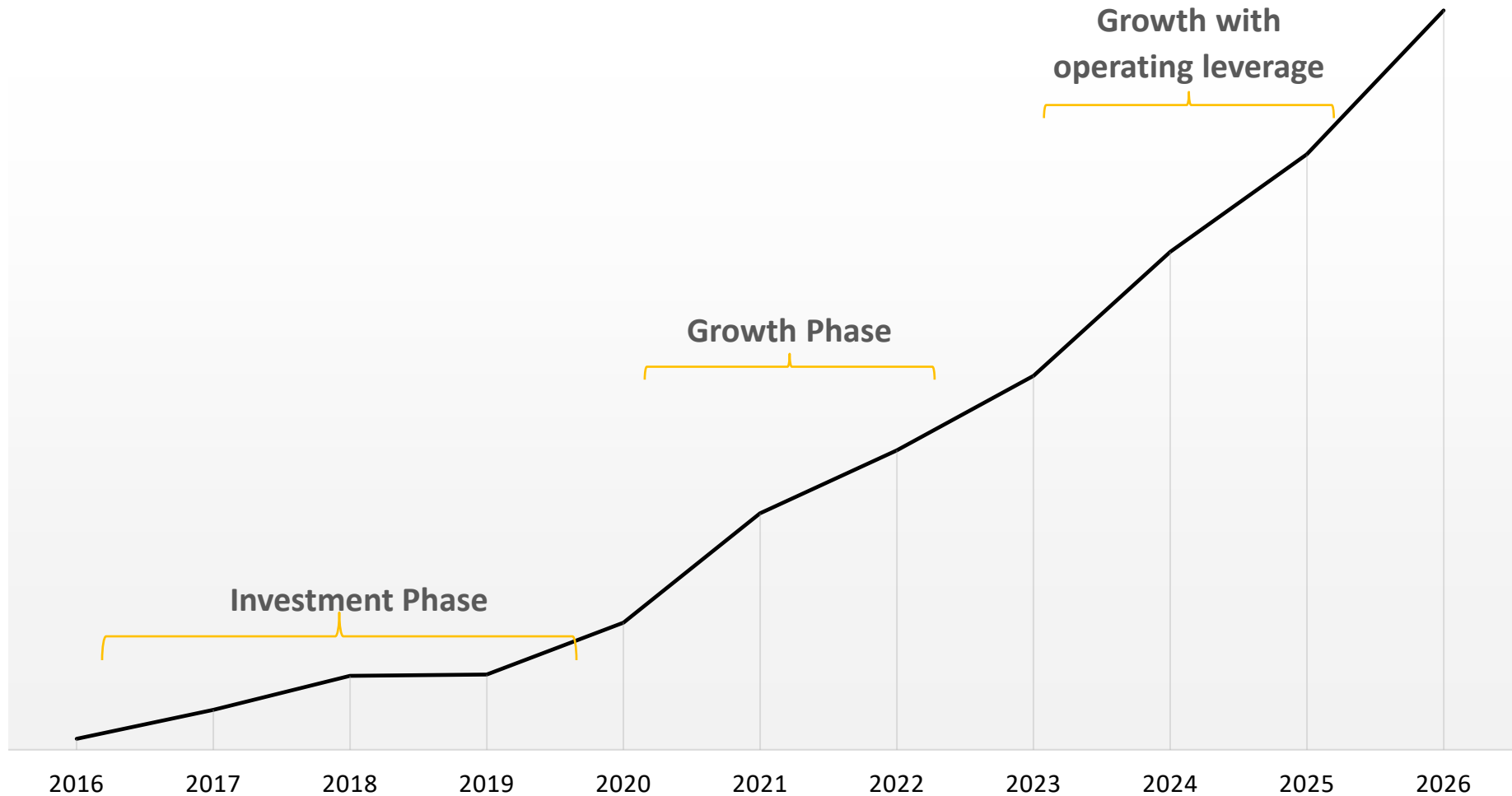
### ***Edelweiss Galaxy***

*Distributor transaction portal*

# Our strategy going forward



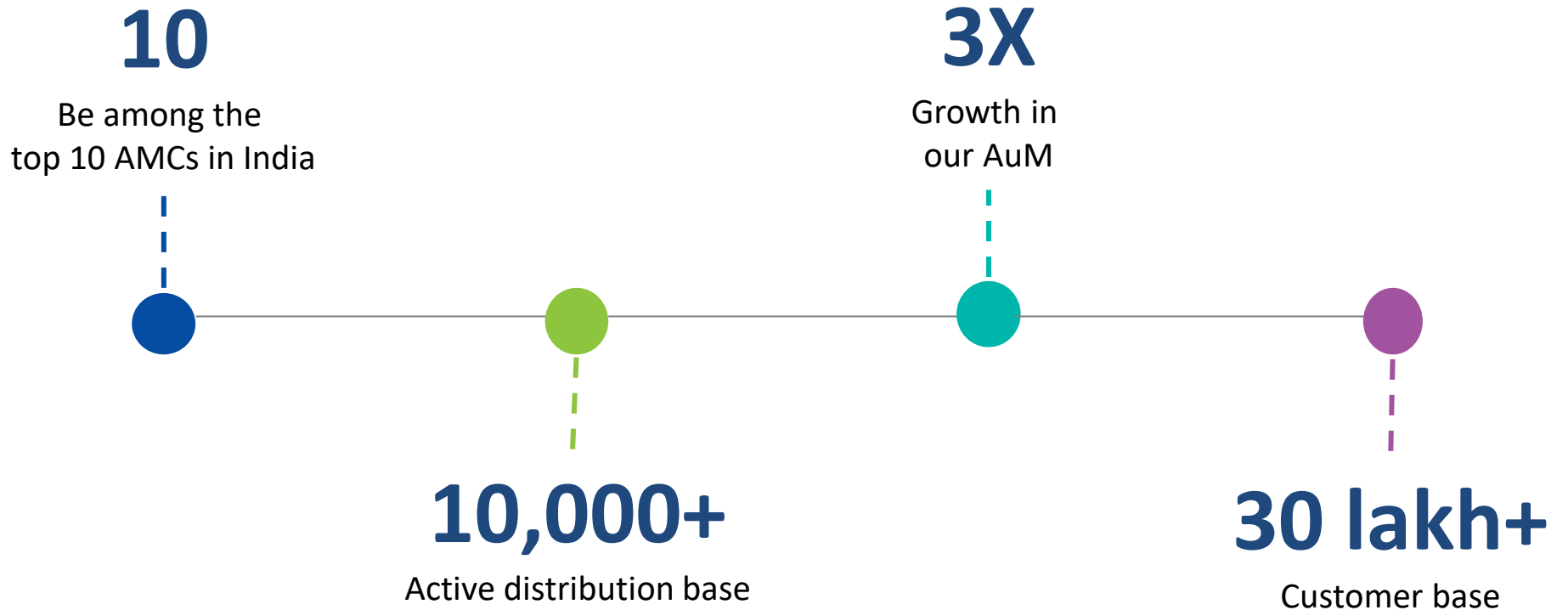
# The business will see growth and operating leverage



# And create long term value



How we see the future



## Summary



1

Large and structural growth opportunity for mutual funds in India

2

Among the fastest growing AMCs over the last 5 years

3

Solution oriented products, distribution and engagement have driven growth

4

Aspire to be among the top 10 AMCs in India

5

Expect to see significant growth and operating leverage over the next 5 years





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## **NOTES:**

Slide 2: Source : AMFI India MF Industry AUM as of Dec’21 , AuM for other countries is as of Dec’20 ,CRISIL research

Slide 3: Data source : [www.amfinindia.com](http://www.amfinindia.com)

Slide 3: AuM includes mutual fund AuM, AIF and PMS AuM excluding Internal fund of funds, Rank is calculated based on Average MF AuM

Slide 5: Debt AuM includes Active and Passive fixed income (*including Arbitrage*); Market share is calculated considering Active fixed income and FoF (Domestic) and excludes ETFs and Debt index funds

Slide 9: ‘Active mutual fund distributors’ refers to the one who has sold at least one of our products during a month (irrespective of the amount)

Slide 11: CRM: Customer Relationship Management

Slide 14: Growth is calculated based on CAGR growth of AuM for the period Mar 17 to Dec 21 based on Closing AuM.