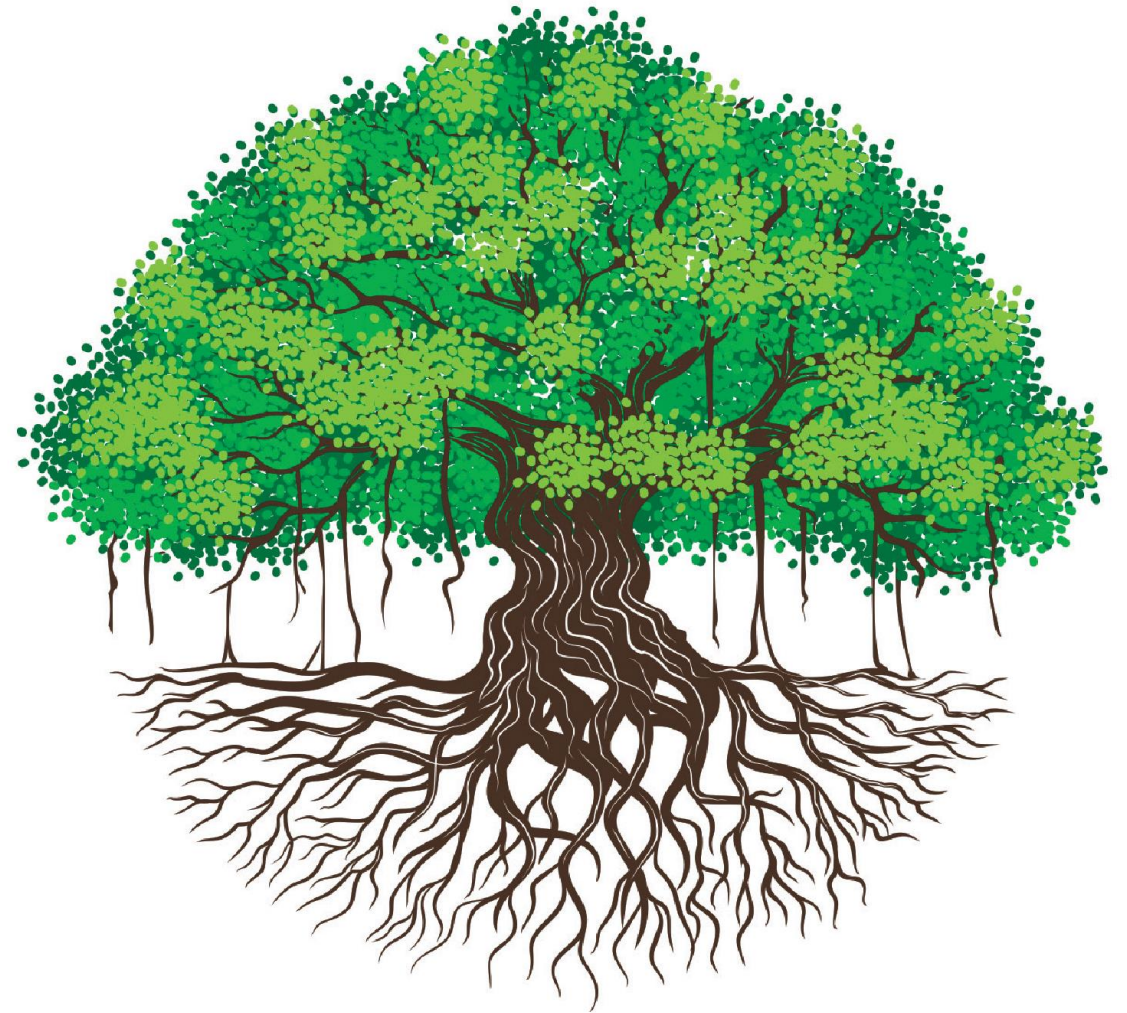




Edelweiss Mutual Fund

May 2025



Strong Foundation. Sustainable Growth.

Industry & Opportunity

01

Edelweiss MF Journey

02

Way Forward

03



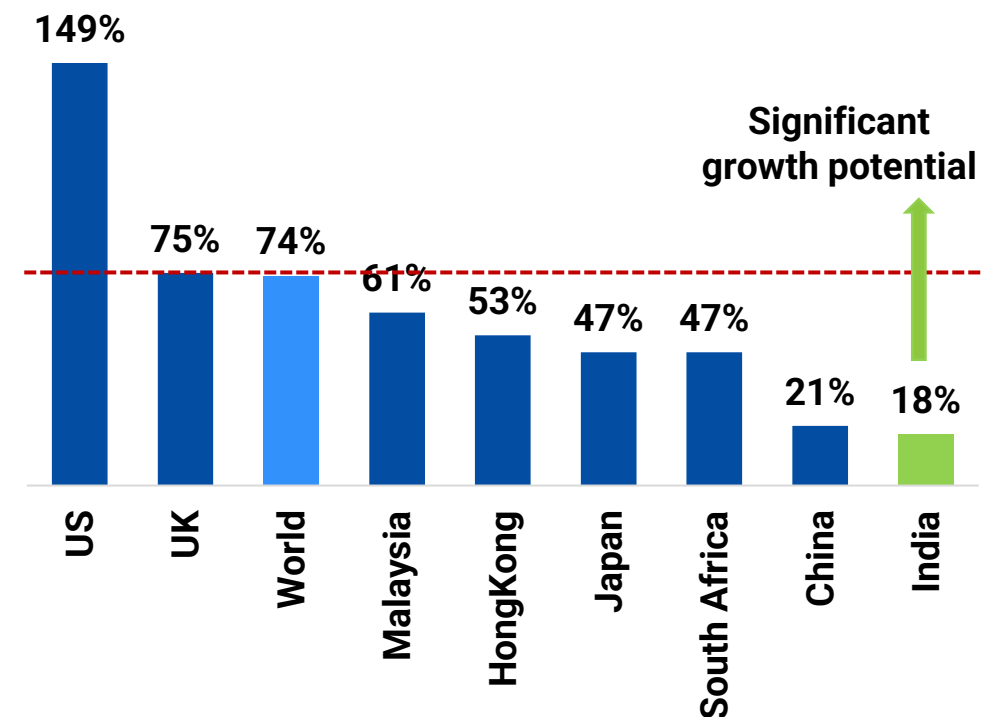
Strong Foundation. Sustainable Growth.

An opportunity of scale in India's booming AMC Industry



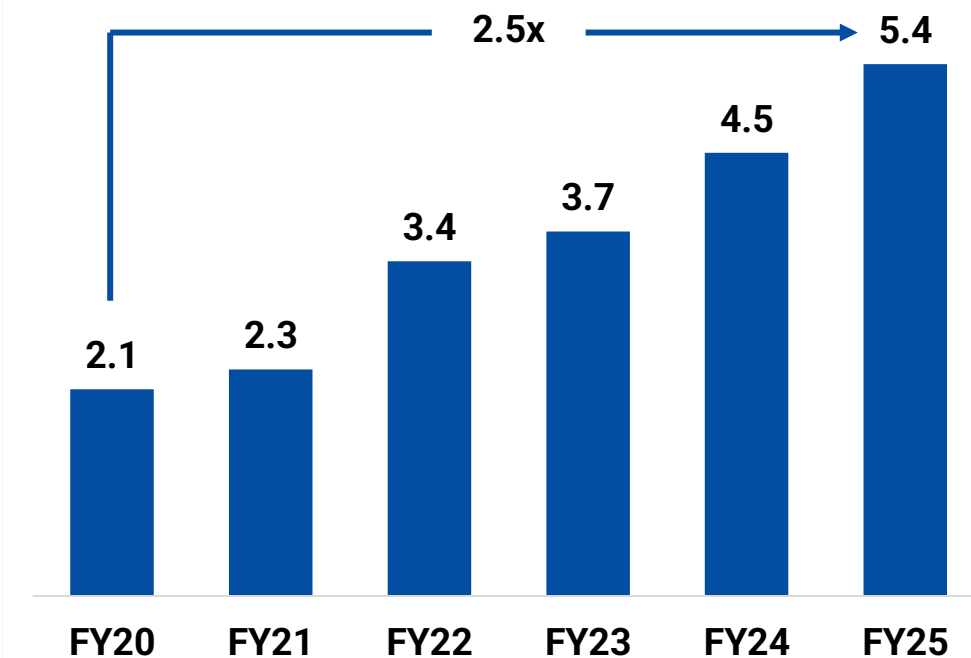
The Indian MF industry has a large structural growth opportunity

MF AuM as % of GDP



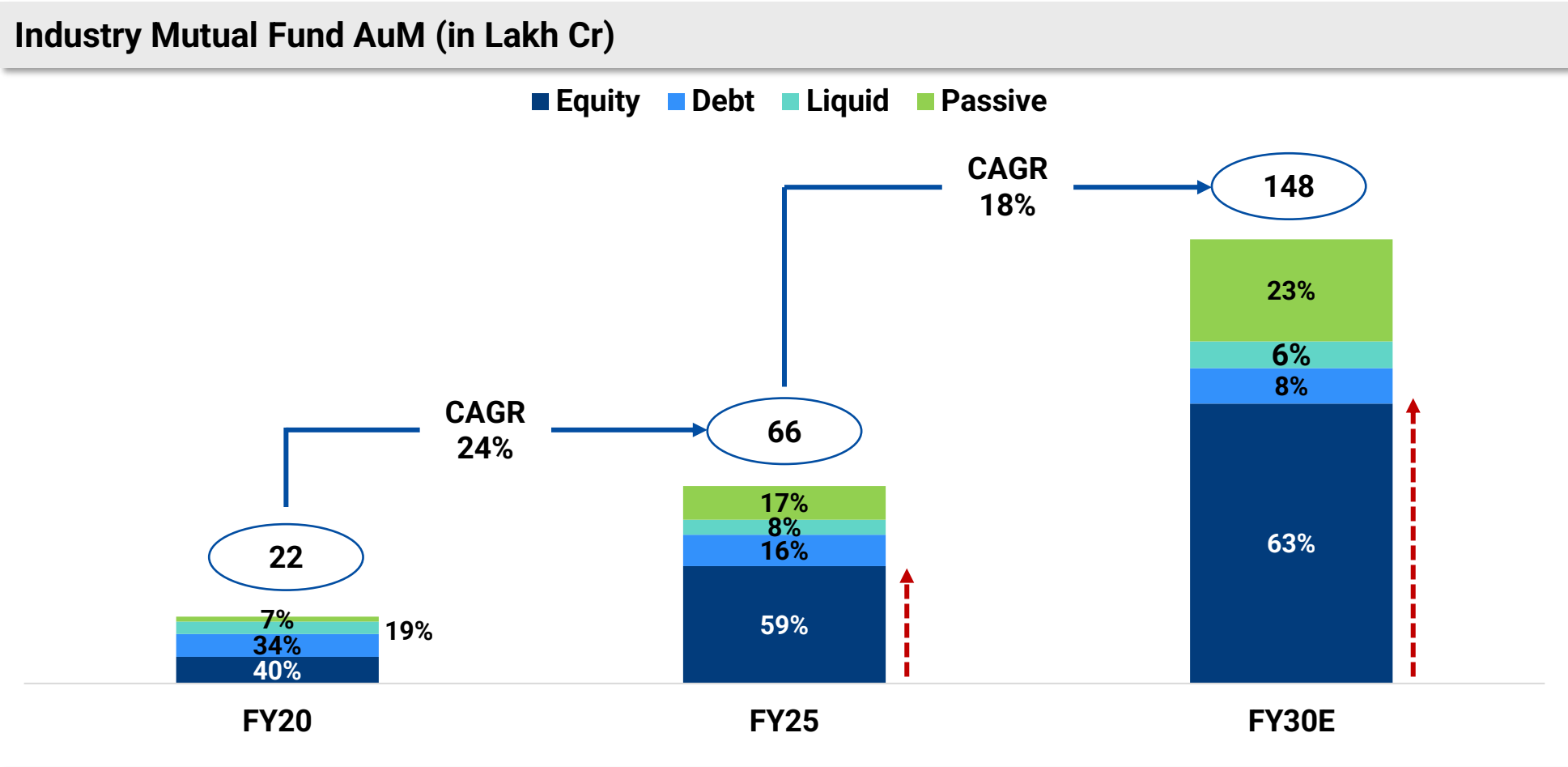
The MF industry remains largely under-penetrated

Unique Mutual Fund Investors (In Cr)



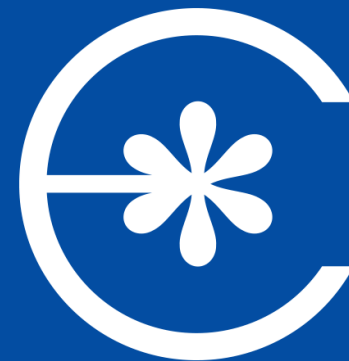
Only 3.1% of India's population invests in Mutual Funds

Driven by increasing demand for Equity AuM



MF AUM expected to grow at a CAGR of 18% to INR148tn by FY30 led by strong equity growth

Edelweiss MF Journey



Building sustainable robust growth



We have established a strong foundation for sustainable growth EDELWEISS MUTUAL FUND

FOUNDATION

Phase 1

2015 – 2017

*Founded in 2008. Acquired
JP Morgan AMC India
Business in 2016*

35 member team onboarded
Gained INR 4,000 Cr in AUM

BUILD UP

Phase 2

2017 – 2022

*Scaled the business to emerge as a full-service
Mutual Fund with diverse product offerings*

Innovative **Industry-First Product** Launches
Awarded mandate for India's **1st Corporate Bond ETF** - Bharat Bond

WINNING

Phase 3

2022 & Beyond

*Focus on building value / revenue and
investments in new opportunities*

3YR Equity AuM CAGR at **35%**
Active distributor base of
15,000+

13th
Rank
141,800+ Cr
Total AUM

62,500+ Cr
Equity AUM

36th
Rank

20th
Rank

FY15

FY17

FY19

FY21

FY23

FY25

■ Total AUM ■ Equity AUM

Edelweiss AMC: Business performance snapshot

Performance Metrics



MF AuM (INR Cr)

1,41,800



Equity AuM (INR Cr)

62,500



SIP Book (INR Cr)

395



Retail Folios (Lakhs)

25.5

Key Highlights

1

Among the fastest growing AMCs in the industry

2

An equity franchise with consistent flows & market share

3

Edelweiss SIP growth at 62% vs Industry at 25% (5YR CAGR)

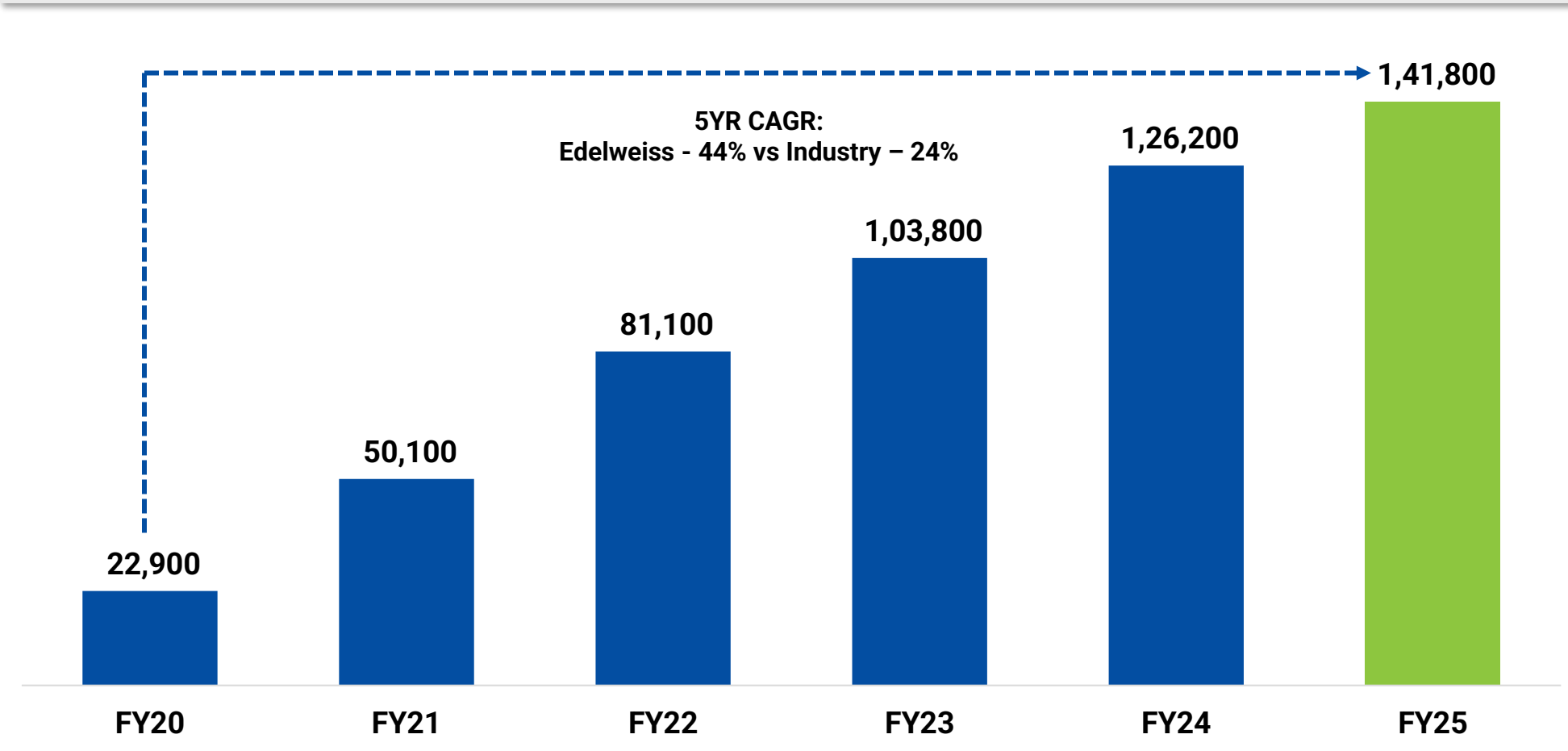
4

Edelweiss folios growth at 50% vs Industry at 21% (5YR CAGR)

1

We are among the fastest growing AMCs in the industry

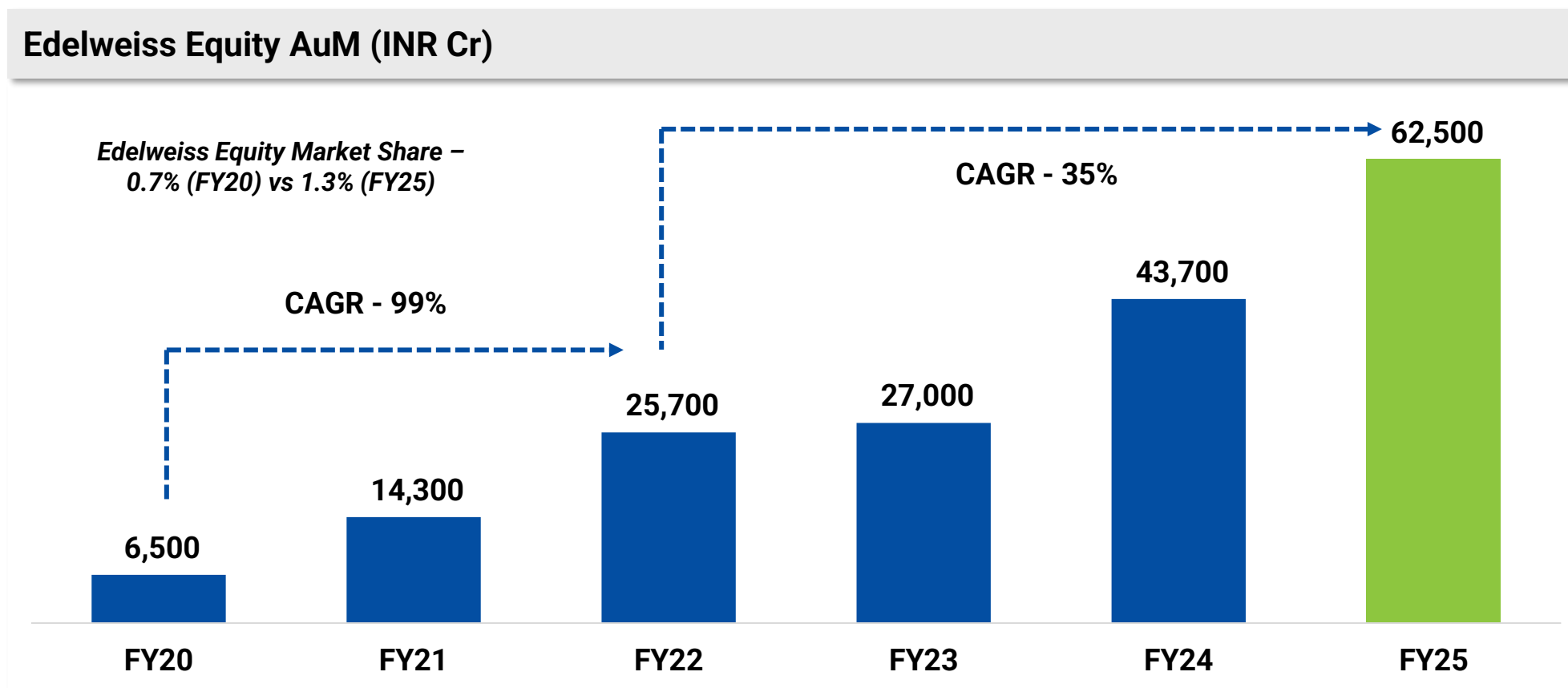
Edelweiss Total MF AuM (INR Cr)



AuM figures are in INR Cr. & rounded to nearest 100
Data Source: Industry – AMFI, Edelweiss - Internal

Led by high equity growth outperforming industry

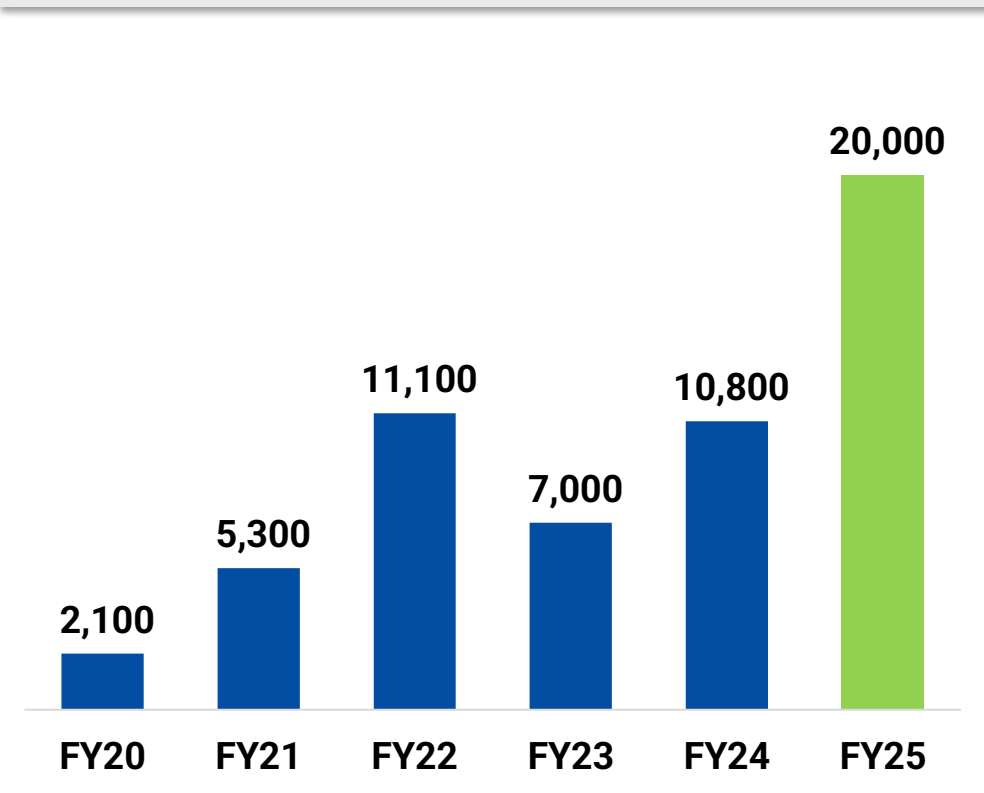
Edelweiss Equity AuM (INR Cr)



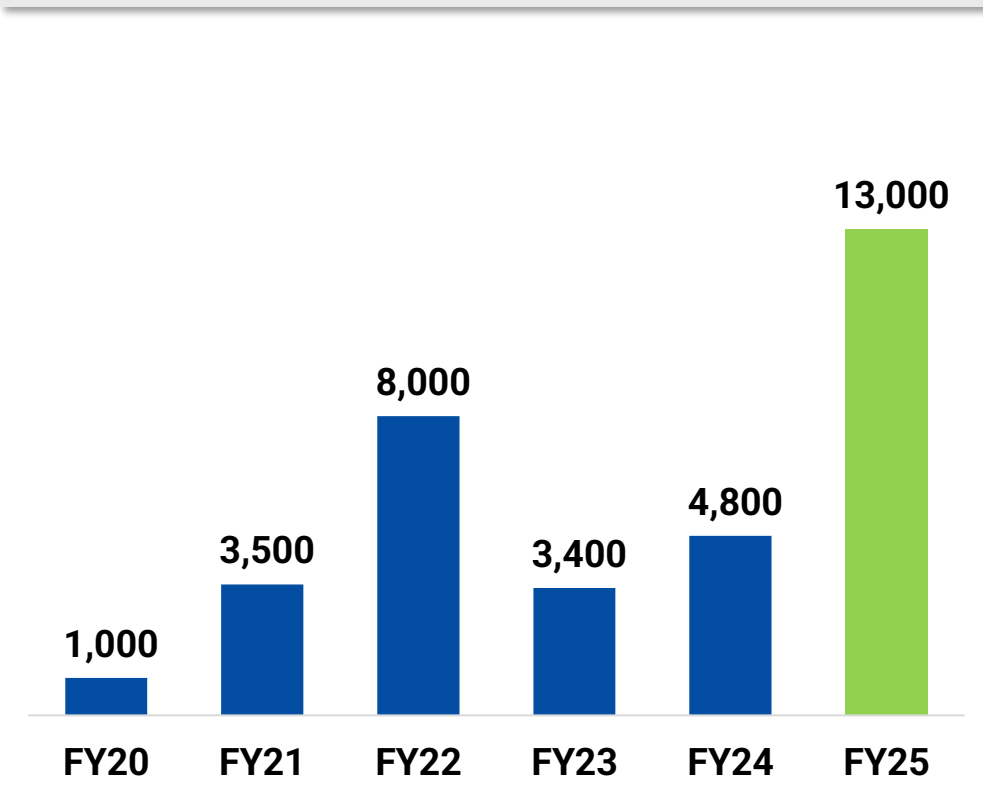
Particulars	Edelweiss	Industry
Equity AuM 5YR CAGR (%)	57%	40%

And consistent positive equity flows across years

Edelweiss Gross Equity Flows (INR Cr)



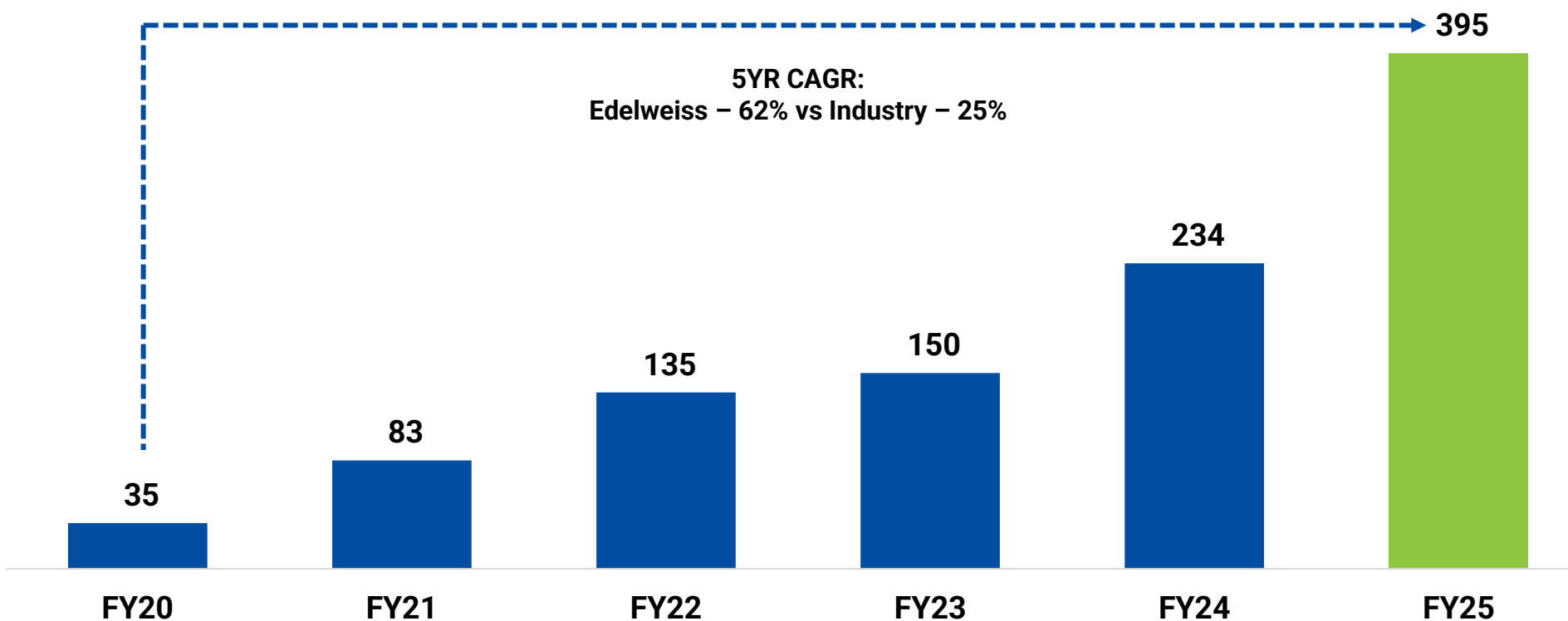
Edelweiss Net Equity Flows (INR Cr)



Significant ramp up in the equity net flows continuously over the years

Our SIP book grew by more than 11x over the past 5 years

Edelweiss SIP Book (INR Cr)



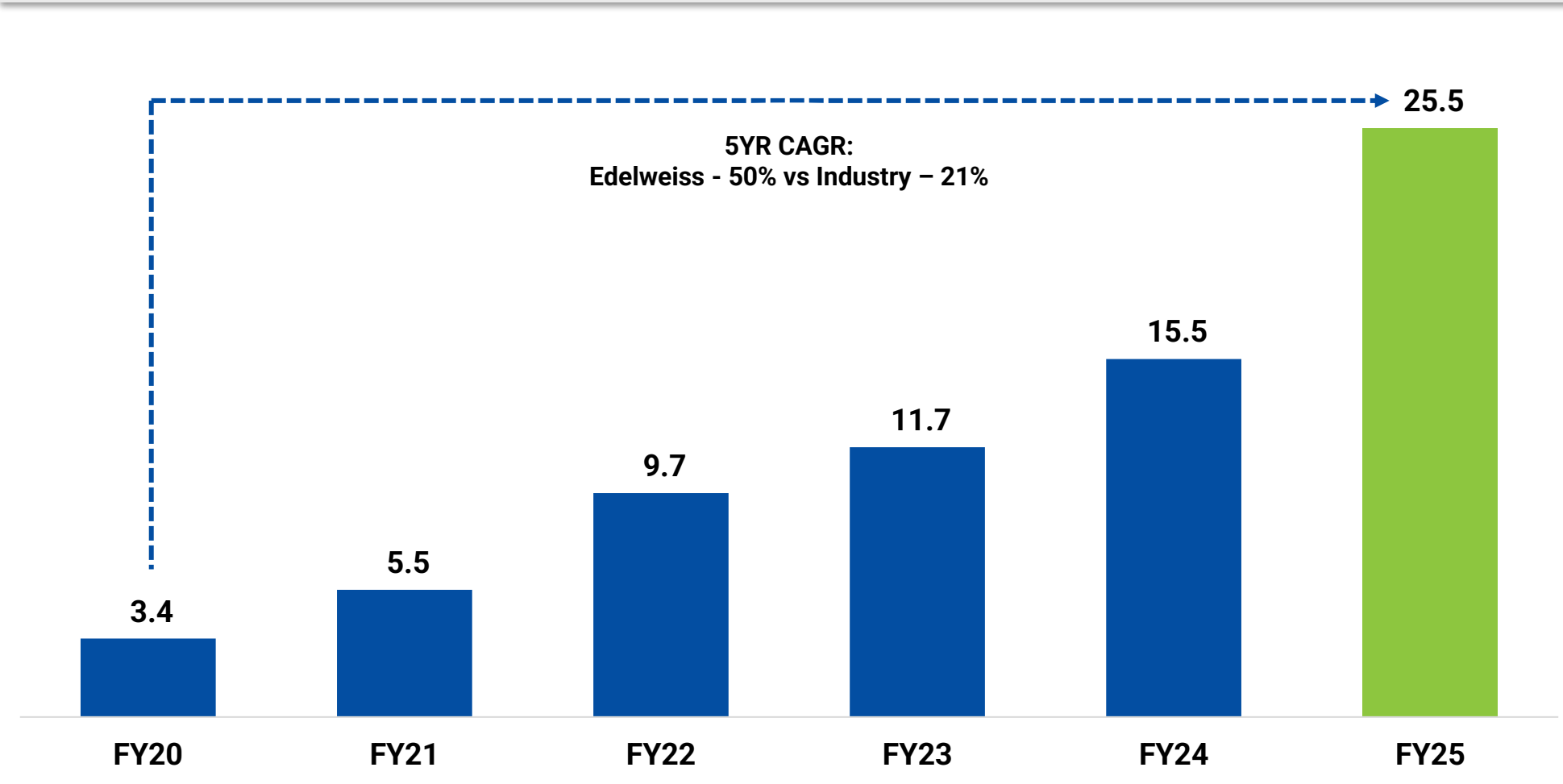
Edelweiss SIP book market share stands at 1.5% as on March'25

4

And we witnessed significant expansion in our customer base



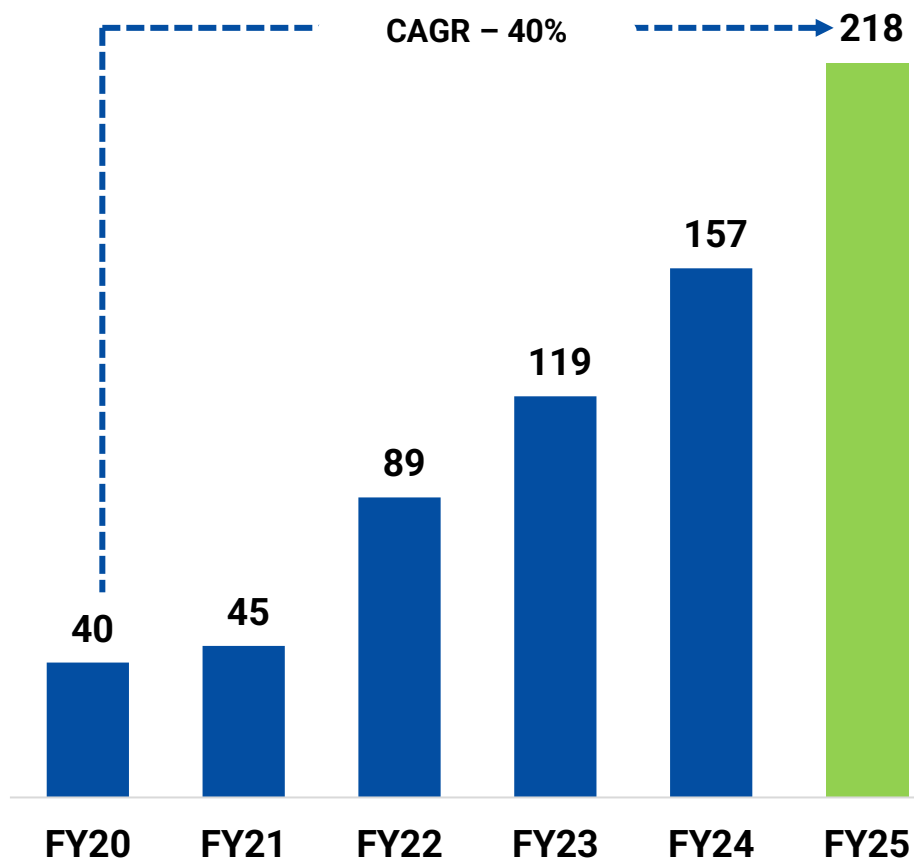
Edelweiss Active Folios (in lakhs)



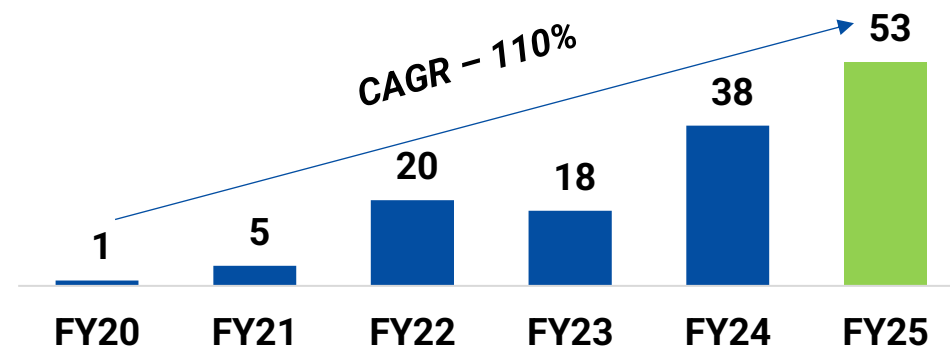
Data Source: Industry – AMFI, EW – Internal

MF revenue expansion resulted in operating leverage playing out EDELWEISS MUTUAL FUND

Edelweiss MF Revenue (INR Cr)



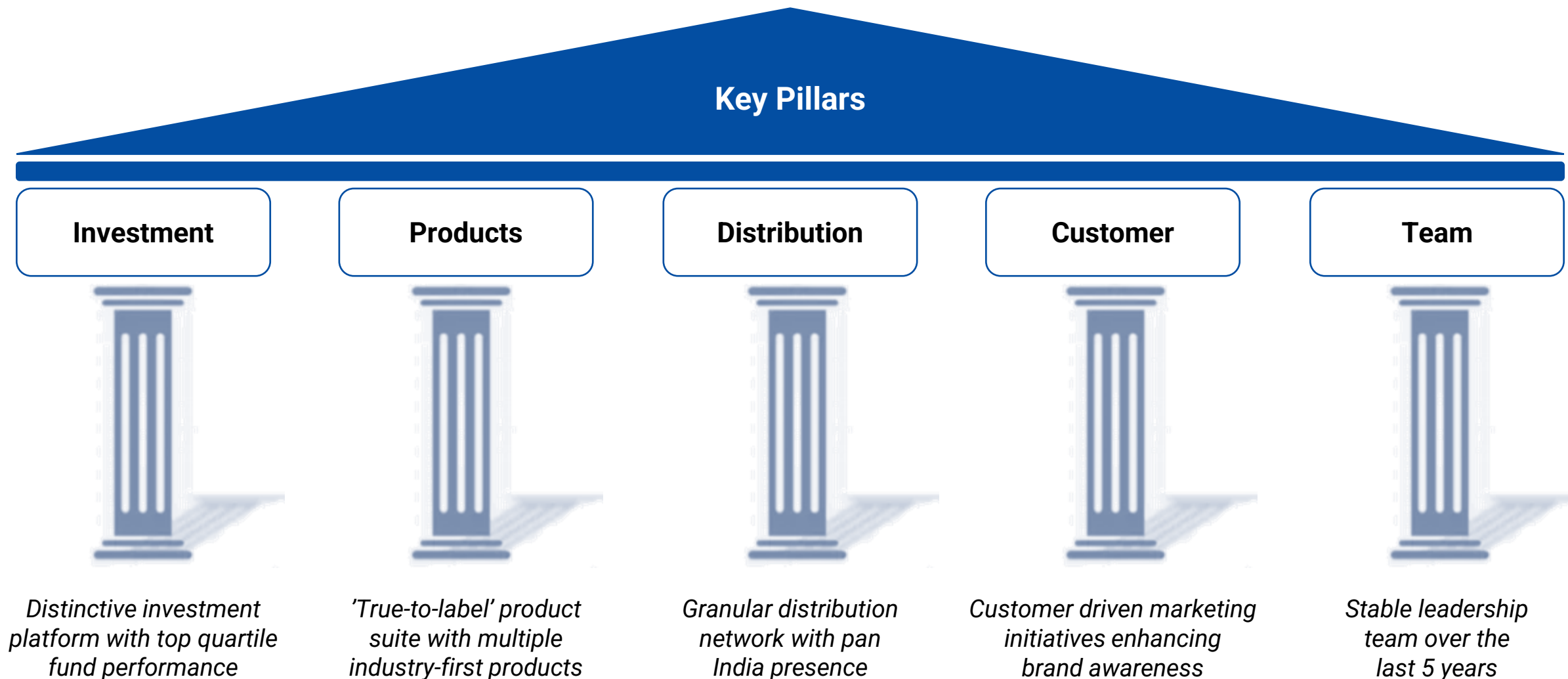
Edelweiss MF PAT (INR Cr)



Pillars that drive this growth & competitive advantage



Key pillars driving growth and competitive advantage



1

We have built a distinctive investment platform

"Cycle-Tested" Investment Team with 270+ years of combined experience

Fundamental Investing



**Trideep
Bhattacharya**
CIO - Equities

Research Team



**Aniruddha
Kekatpure**
Head- Research

Factor Investing



Bhavesh Jain
Co - Head



Bharat Lahoti
Co - Head

Fixed Income



Dhawal Dalal
*CIO – Fixed
Income*

Dealing Team



Amit Vora
*Head - Dealing &
Fund Manager -
Overseas
Investments*

1

Strengthened the **Equity Team** and **Research function**

2

Q1/Q2 fund performance for our Long-Only & Hybrid Funds

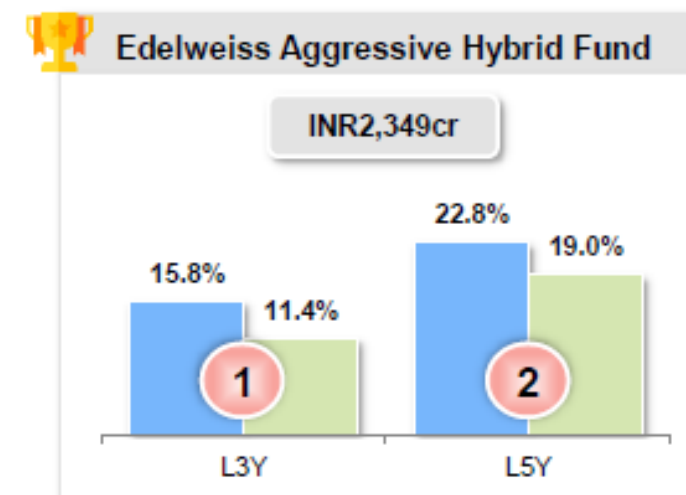
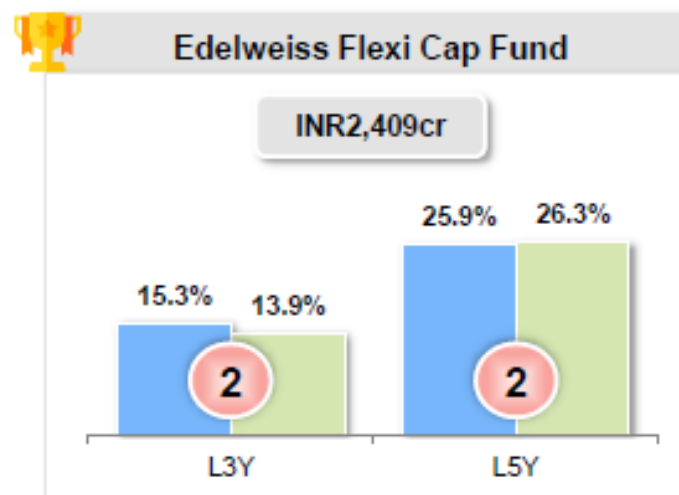
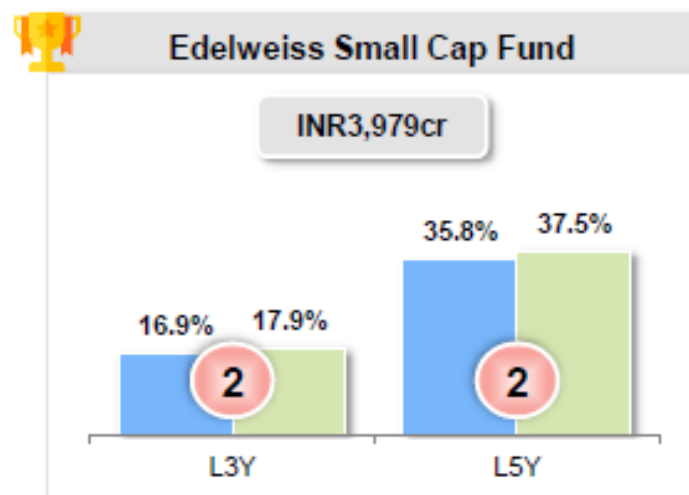
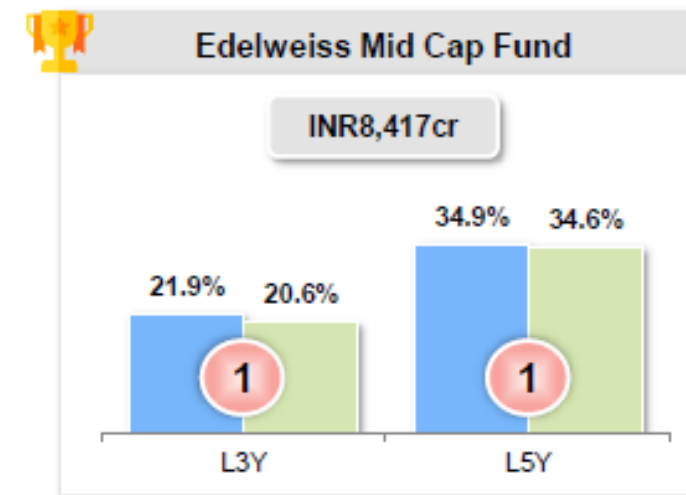
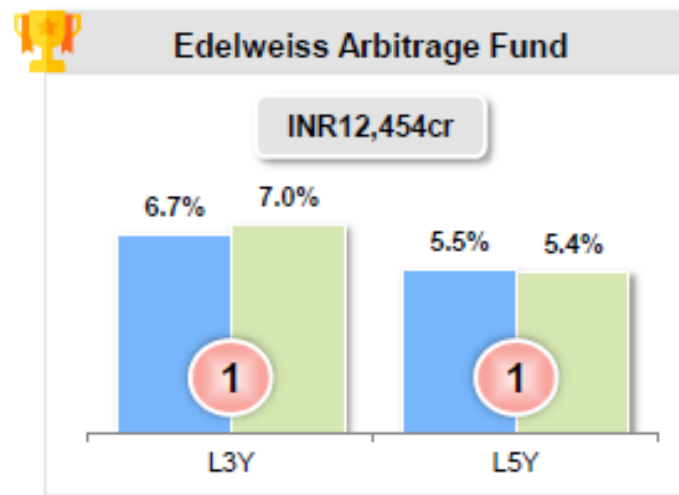
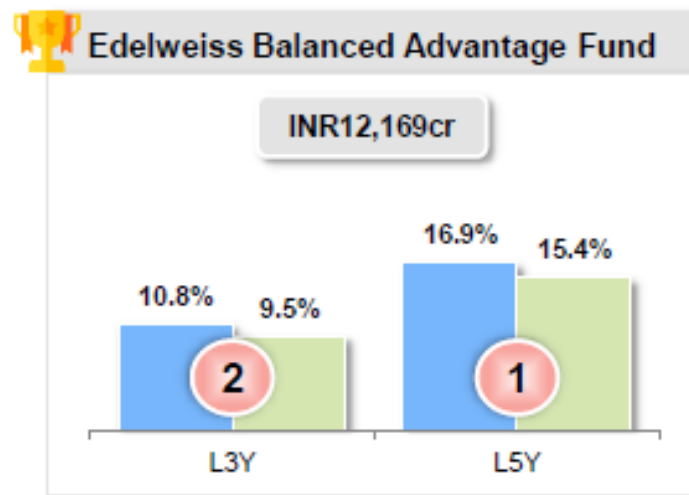


Recognised by Morningstar – **Best Asset Manager**

1

With top quartile fund performance in the long-term horizon

Quartile Rank Edelweiss MF Benchmark Mar'25 AUM



*Data as of March 2025

Fundamental Investing

(Judgmental investing strategies using FAIR framework)

- Large & Mid Cap
- Mid Cap
- Flexi Cap
- ELSS Tax Saver
- Small Cap
- Multi-Cap
- Focused Fund
- Technology Fund
- Consumption Fund

Factoral Investing

(Factor-based quantitative investing strategies)

Active

- Large Cap
- Recently Listed IPO
- Business Cycle
- Balanced Advantage
- Equity Savings
- Aggressive Hybrid
- Arbitrage
- Multi-Asset Allocation

Passive

- Equity Index Funds (9)
- Equity ETFs (3)

Fixed Income

(Quality driven investing strategies using CLEAR framework)

Active

- Banking & PSU Debt
- Money Market
- Liquid
- Overnight
- Government Securities
- Low Duration

Passive

- Bharat Bond ETFs & FoFs (10)
- Target Maturity Index Funds (9)

Others

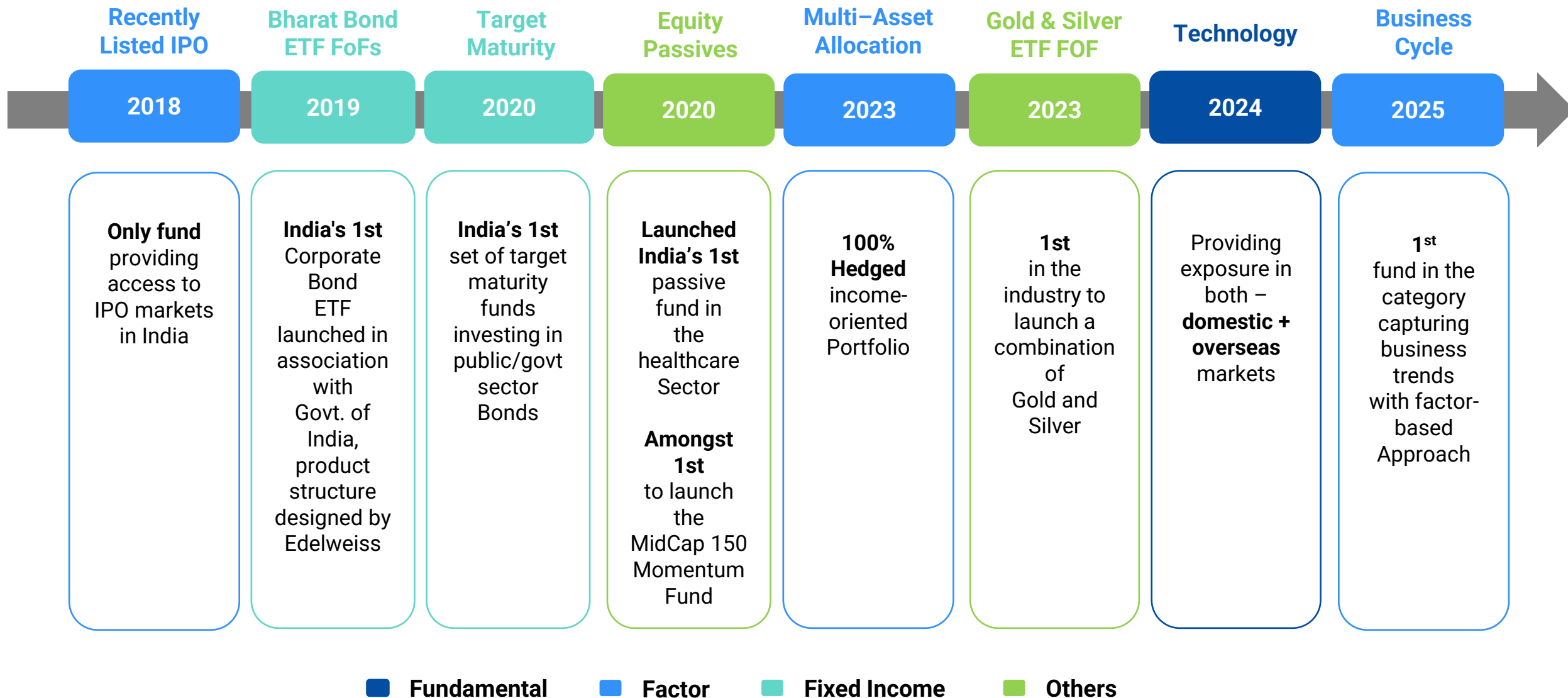
International Equity FoFs

- ASEAN Equity
- Europe Dynamic
- Emerging Markets Opp.
- Greater China
- US Value
- US Technology

Precious Metals

- Gold ETF
- Silver ETF
- Gold & Silver ETF & FoF

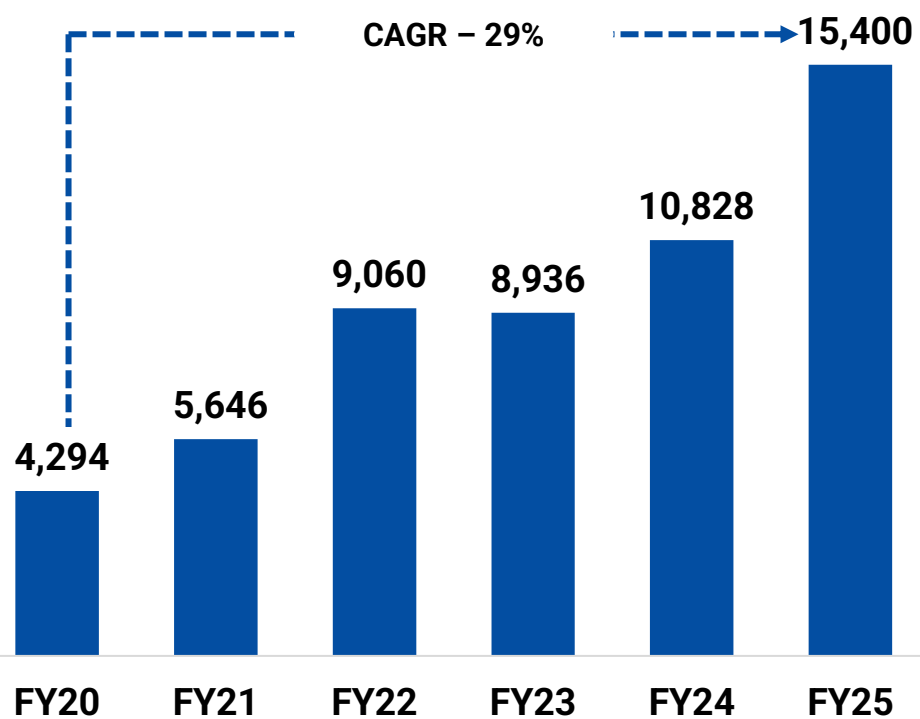
Which includes many 'Industry first' products



We have built a granular distribution network

Active Mutual Fund Distributors#

Growing distributor base

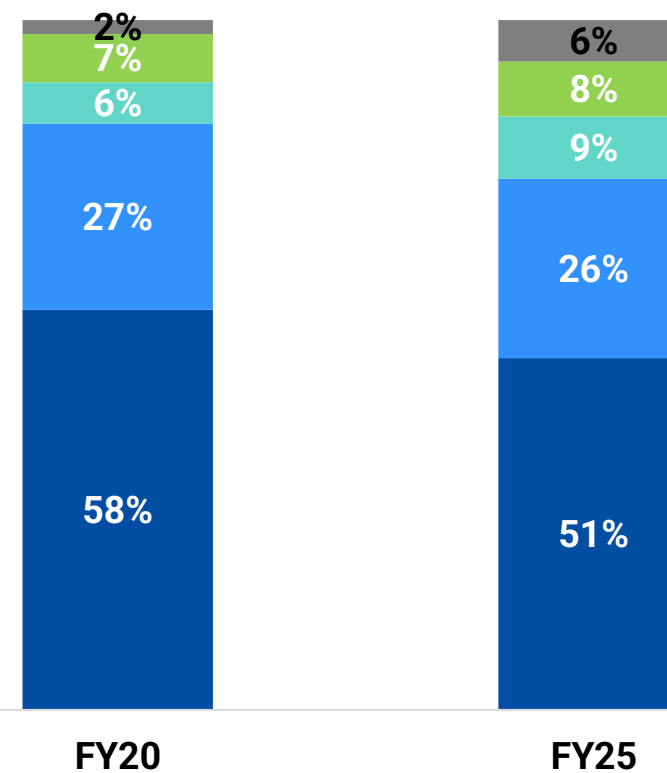


Empanelled
Distributor

11,443	13,715	18,396	22,235	27,617	33,400
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Equity AuM* distribution mix

■ MFDs ■ NDs ■ Banks ■ Direct ■ Online

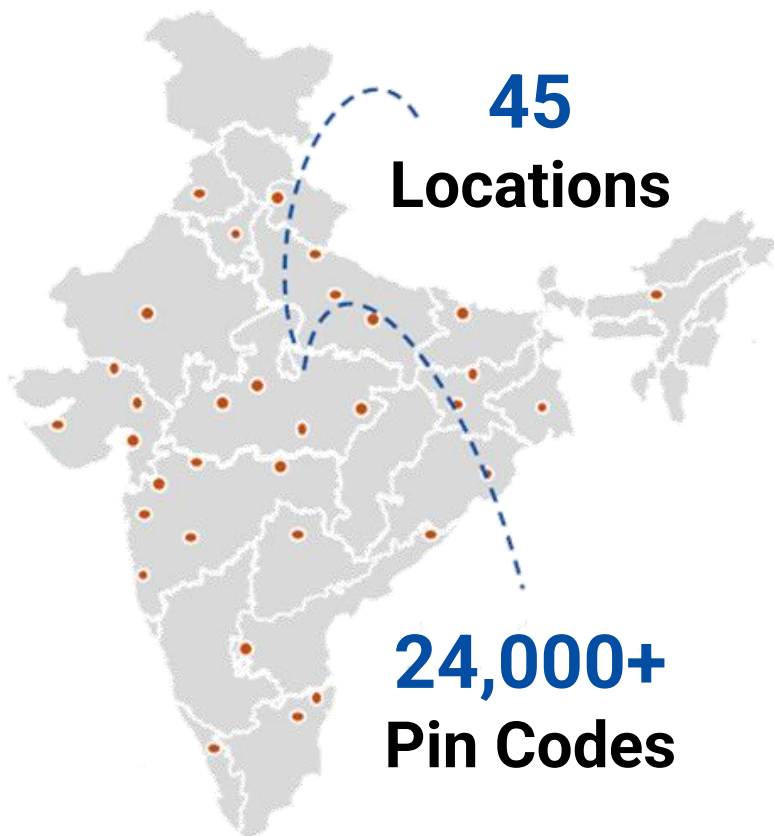


Retail investor led granular AUM sourced from the ND & MFD channels is highly sticky

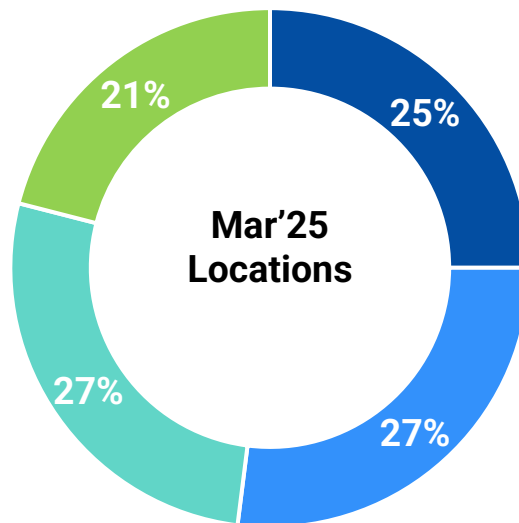
*Equity AuM excluding Arbitrage

3

And expanded our presence Pan India

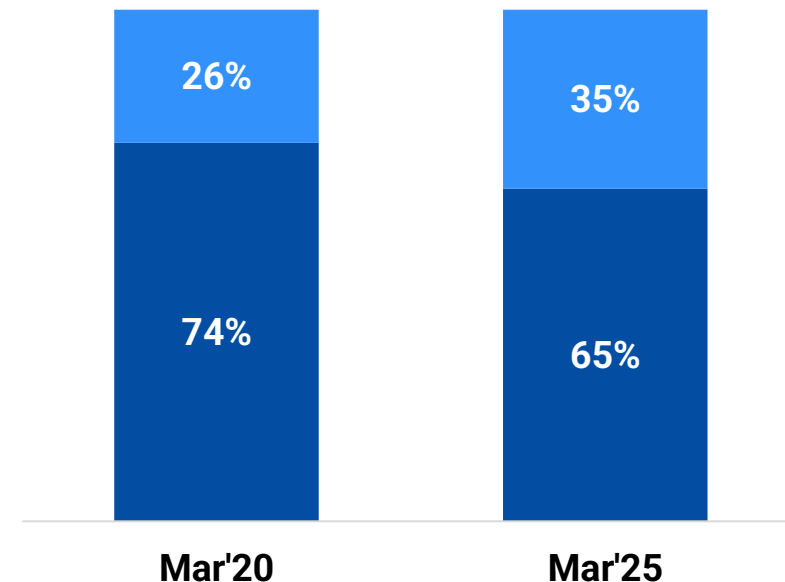


■ North ■ East ■ West ■ South



Folio Distribution

■ T30 ■ B30



Calibrated Expansion Strategy enabling wider reach with fewer branches

Hub and Spoke model to
serve markets outside
the branch locations

Lean branches with a
highly **optimized cost**
structure

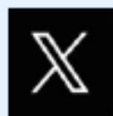
Expansion based on
brand awareness in the
targeted micro markets

With differentiated marketing initiatives enhancing brand awareness

Strong social media presence with innovative campaigns

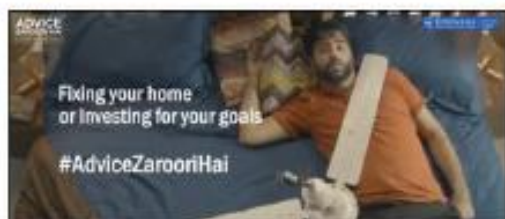
Edelweiss ranked #1 in Online Media, #3 on TV, & #5 in Print Media*

1mn+ followers across social media handles



Highest followed MF brand on
social media in India

#AdviseZarooriHai



A focused campaign
communicating the need for
financial advice

#SIPse SabHoga



Highlights the transformative
power of SIP in achieving
short- and long-term
investment goals

Konnect Classroom



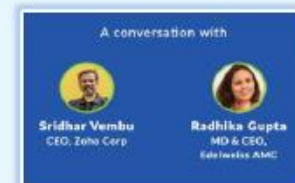
Unique E-learning
initiative for investors

Blogs



Weekly market
updates, investment
highlights, funds
insights

Webinars



Conversation with
industry experts

5 Our team is our edge

370+

Employee Strength

28%

Gender Diversity

85%

Employee Engagement
Score

28%

Women in new hires

30%

Employee with 5+ year
tenure

76%

Senior Management with
5+ year tenure



Why ?

Strengthen **leadership pipeline** by grooming young future leaders

What ?

18-month long development journey focusing on –
Managing Self – People - Performance - Business

How ?

Through **expert led masterclasses, leadership café sessions, & learning through the iDev mobile app**

How do we see the future



Key strategies for future growth

1

Accelerate AUM expansion through scale up of existing funds and innovative launches

2

Continue to focus on distribution expansion in both existing and new locations

3

Increase the base and depth of customers through engagement

4

Enter new opportunities like SIF/ GIFT City that will drive operating leverage

5

Continue to drive better profitability metrics

Executive Summary



1

Edelweiss MF is a fast-growing new age AMC capturing India's financialization story

2

We have grown faster than the Industry on various metrics – AuM, customers, etc.

3

We have a built a unique investment platform that has launched many industry first products

4

Our focus on consistent performance and diversified distribution has empowered us to accumulate high-quality AuM

5

We have focused on calibrated efficient growth

This document may contain certain forward - looking statements, which are tentative, based on current expectations of the management of Edelweiss Asset Management Ltd ("EAML"). The results in future may vary from the forward-looking statements contained in this document due to various risks and uncertainties. These risks and uncertainties include, inter alia, the effect of economic and political conditions in India and outside India, volatility in interest rates and in the securities market, new regulations and Government policies that may impact the businesses of EAML as well as its ability to implement the strategy. EAML does not undertake any obligation to update these statements. Certain numbers and figures may have been rounded off, re-casted, regrouped/reclassified in the interest of easier understanding, wherever required.

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Notes:

Abbreviations **MF** – Mutual Funds, **AMC** – Asset Management Company, **AAuM** – Average Assets under Management, **PAT** – Profit After Tax,
ETF – Exchange Traded Fund, **FoF** – Fund of Fund, **SIP** – Systematic Investment Plan, **AMF India** – Association of Mutual Funds in India,
SIF – Specialized Investment Fund