

Ref: No. ABCL/SD/MUM/2024-25/AUGUST/02

01 August 2024

BSE LimitedPhiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400 001**Scrip Code: 540691****Scrip ID: ABCAPITAL****National Stock Exchange of India Ltd**Exchange Plaza, 5th Floor,
Plot. C/1,
G-Block, Bandra-Kurla Complex,
Bandra (East),
Mumbai 400 051**Symbol: ABCAPITAL**

Dear Sir/ Madam,

Sub: Intimation under Regulation 30 SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“SEBI Listing Regulations”)

Pursuant to Regulation 30 of the SEBI Listing Regulations, please find attached a presentation on the Unaudited Financial Results of the Company for the quarter ended 30 June 2024 which will be presented to the investors and also posted on our website <https://www.adityabirlacapital.com/investor-relations/quarterly-results>.

The details of conference call scheduled on Thursday, 01 August 2024 at 16:30 HRS (IST) have already been intimated vide our letter dated 22 July 2024.

The above is for your information, records and dissemination please.

Thanking you,

Yours sincerely,

For **Aditya Birla Capital Limited****Pinky Mehta****Chief Financial Officer****Encl.: As above****Cc:****Luxembourg Stock Exchange**Market & Surveillance Dept.,
P.O. Box 165, L-2011 Luxembourg,
Grand Duchy of Luxembourg**Citi Bank N.A.**Custodial Services
FIFC, 11th Floor, C-54 & 55, G Block
Bandra Kurla Complex
Bandra (East), Mumbai 400 051**Citi Bank N.A.**Depositary Receipt Services
388 Greenwich Street
14th Floor, New York,
NY 10013**Listing Agent**Banque Internationale à Luxembourg SA
69 route d'Esch
L - 2953 Luxembourg
Grand Duchy of Luxembourg

Q1 FY25

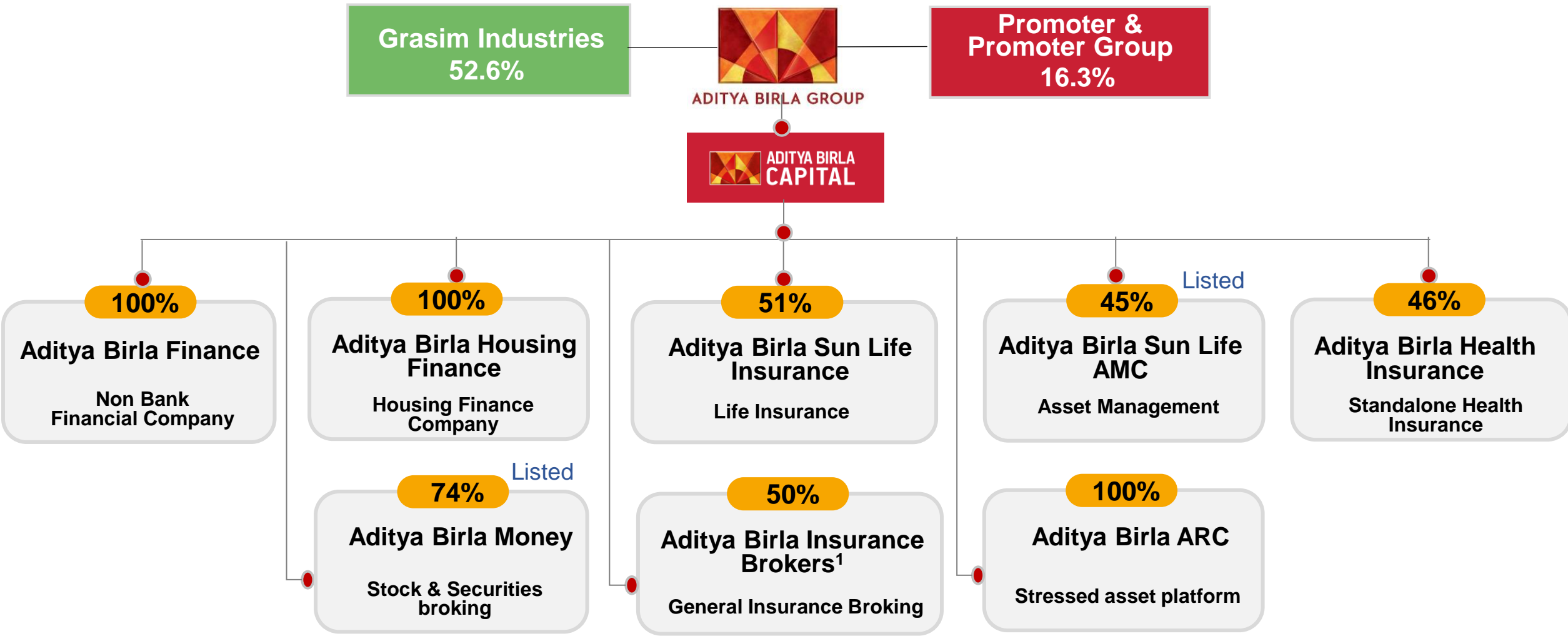
FINANCIAL RESULTS

INVESTOR PRESENTATION

Aug 01, 2024

A Leading Financial Services Conglomerate

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). IRDAI vide its letter dated July 24, 2024, has approved the proposed transaction, to be carried out within 60 days of approval.

Highlights for Q1 FY25

Consolidated PAT¹ at ₹ 745 Cr (↑ 15% y-o-y)

Consolidated Revenue^{1,2} at ₹ 10,258 Cr (↑ 26% y-o-y)

Total lending³ portfolio of ₹ 1,27,705 Cr (↑ 27% y-o-y & ↑ 3% q-o-q)

Total AUM⁴ of ₹ 4,62,891 Cr (↑ 20% y-o-y & ↑ 6% q-o-q)

Gross premium⁵ of ₹ 5,027 Cr (↑ 30% y-o-y)

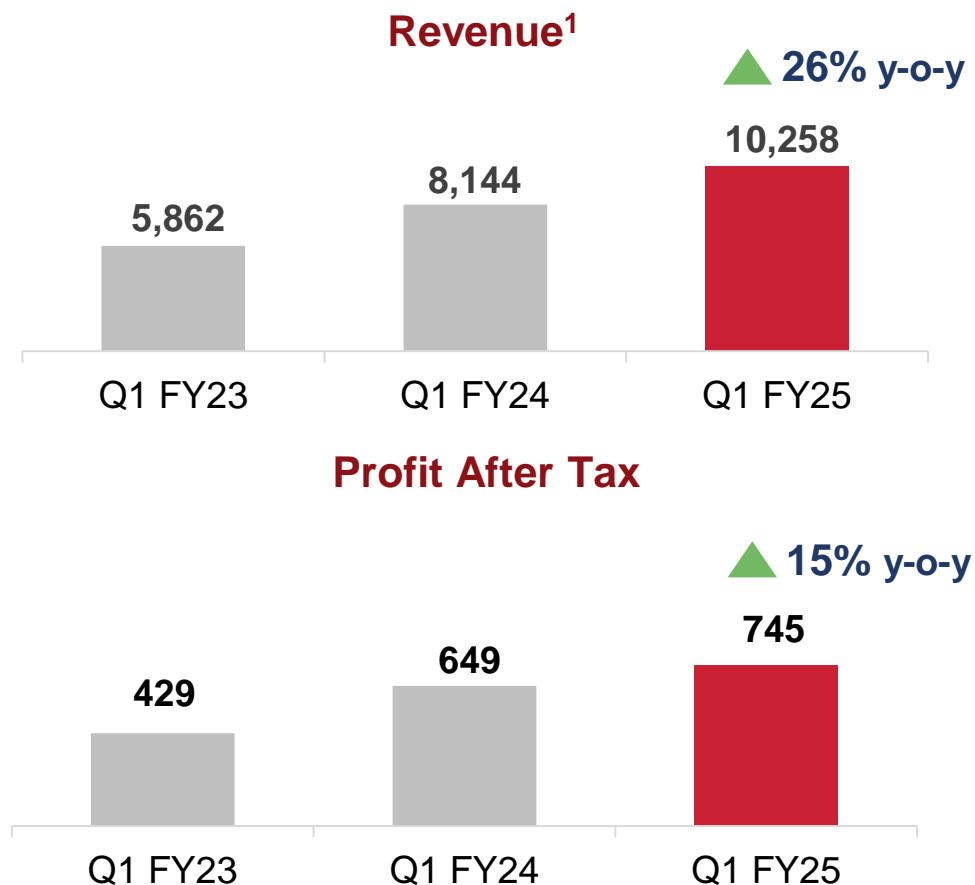
1. Excluding one-off items 2. Consolidated segment revenue; for Ind AS statutory reporting purpose Asset management, wellness business and health insurance are not consolidated and included under equity accounting 3. For NBFC and HFC 4. Asset under management of AMC, Life and Health Insurance 5. For Life and Health Insurance

NBFC		Housing	
Loan Book			
₹ 1,07,306 crore ¹ ▲ 25% y-o-y ▲ 2% q-o-q	₹ 20,399 crore ¹ ▲ 41% y-o-y ▲ 11% q-o-q		
Profitability²			
PBT ₹ 833 crore 16.13% RoE	PBT ₹ 85 crore 11.04% RoE		
Credit quality (GS2 & GS3¹)			
4.45% ▼ 101 bps y-o-y ▼ 4 bps q-o-q	2.64% ▼ 214 bps y-o-y ▼ 27 bps q-o-q		

Asset Management	
AUM Growth	
₹ 352,542 crore Domestic AAUM ³ ▲ 19% y-o-y	₹ 162,129 crore Equity AAUM ³ ▲ 37% y-o-y
Profitability²	
Operating profit ₹ 210 crore ▲ 29% y-o-y	Profit after tax ₹ 236 crore ▲ 28% y-o-y
Quality	
Equity AAUM Mix ³ 46% ▲ 604 bps y-o-y	Monthly SIP flows ⁴ ₹ 1,367 crore ⁵ ▲ 39% y-o-y

Life Insurance	Health Insurance
Premium Growth²	
Individual FYP ▲ 19% y-o-y	Gross Premium ▲ 35% y-o-y
Margin & Combined Ratio²	
Net VNB margin 6.5%	Combined ratio 112% (Q1 FY24: 118%)
Persistency & Market Share	
13 th month 88% ▲ 1% y-o-y 61 st month 66% ▲ 9% y-o-y	Market share ^{2,6} 12.5% ▲ 92 bps y-o-y

Consolidated Revenue and PAT

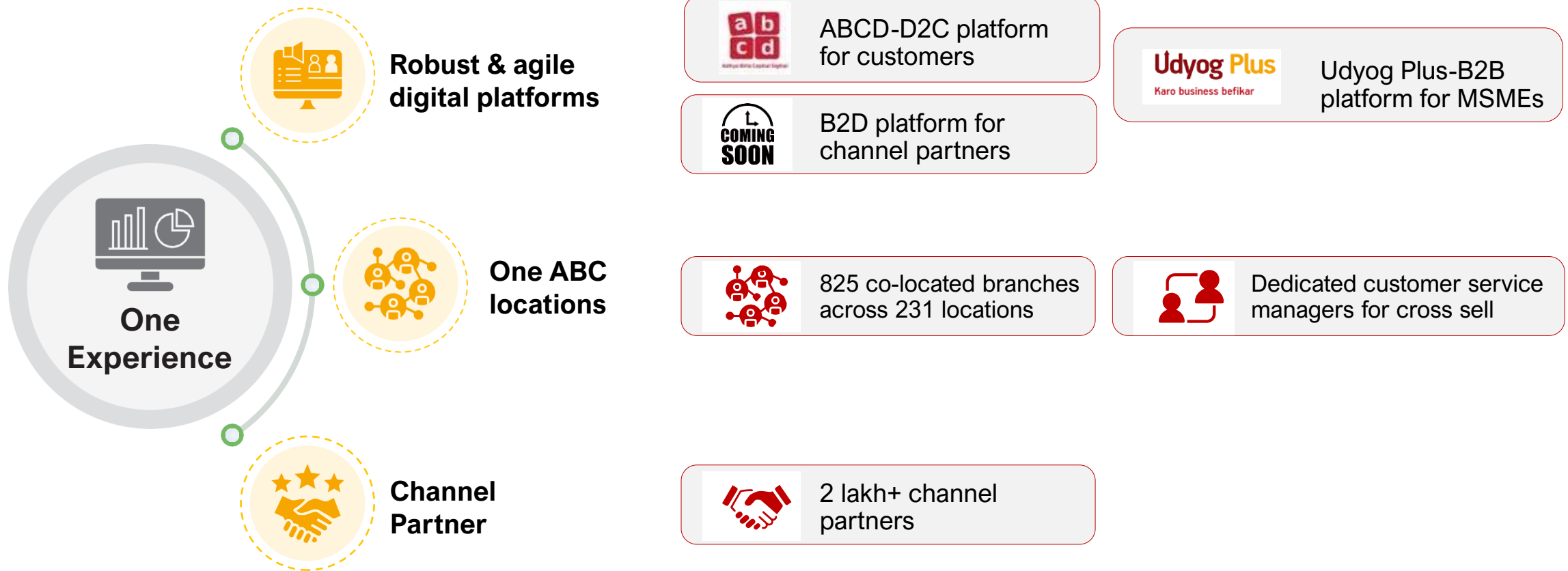


Business-wise Profitability

Businesses (₹ crore)	Q1 FY24	Q1 FY25	Y-o-Y
NBFC	691	833	▲ 21%
HFC	84	85	
Asset Management	240	305	▲ 27%
Life Insurance	20	21	▲ 7%
Other Businesses	79	76	▼ 3%
Sub-total	1,114	1,320	▲ 19%
Health Insurance	(63)	(54)	
Less: Others ^{2/} Eliminations	(26)	(38)	
Aggregate PBT	1,026	1,228	▲ 20%
Less: Provision for Taxes	(302)	(362)	
Less: Minority Interest	(75)	(121)	
Profit after tax	649	745	▲ 15%
Reported PAT³	649	759	

1. Consolidated segment revenue; for Ind AS statutory reporting purpose Asset management, wellness business and health insurance are not consolidated and included under equity accounting 2. Includes ABCL standalone, Aditya Birla Capital Digital Limited and other businesses

3. Reported PAT in Q1 FY25 includes gain of ₹ 14 cr (net of tax) from sale of shares in ABSLAMC



1,505 branches across businesses

...providing complete flexibility to customers to choose preferred channel of interaction



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 | In house manufacturing advantage

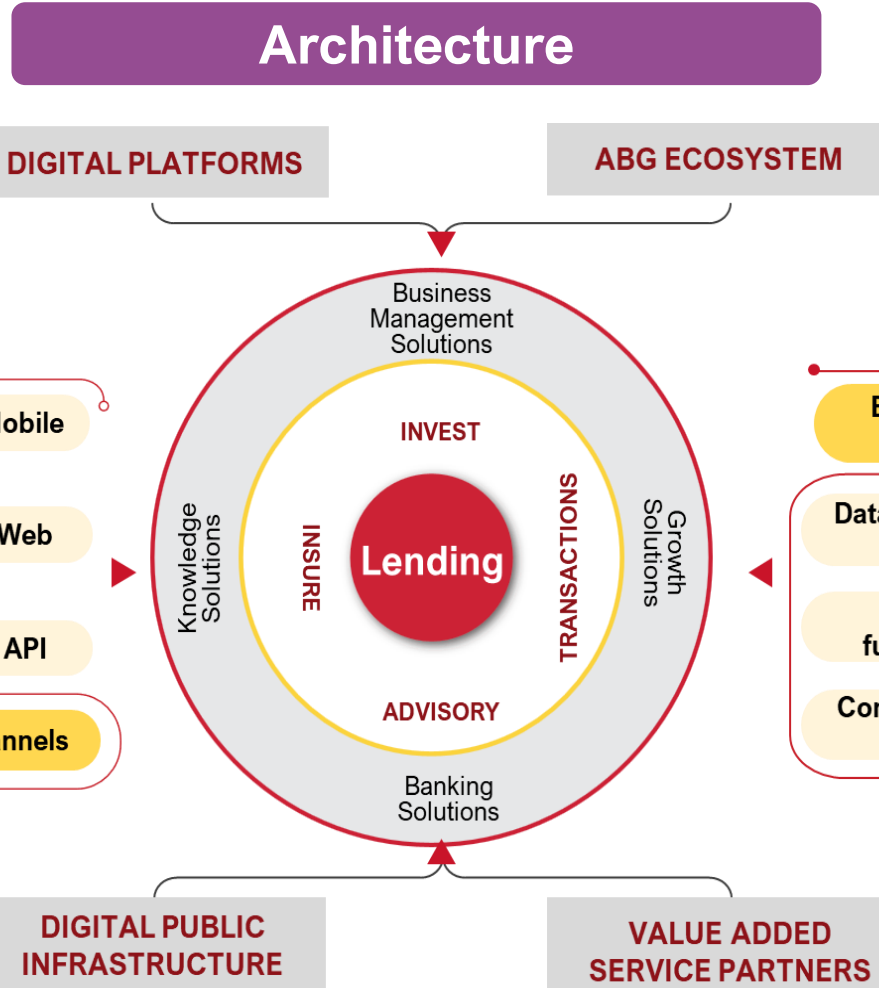
Omnichannel from Day 1

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**

20+ Product categories, ~ **8 lakh Downloads**¹



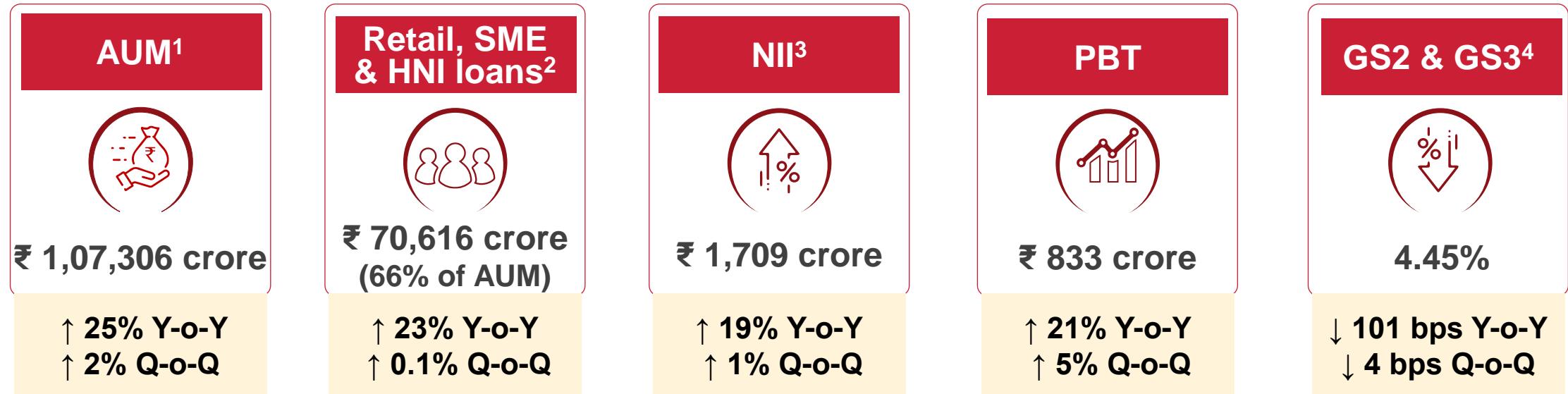
Programs

Financial Solutions	Growth Solutions
 <p>Business Lending</p> <ul style="list-style-type: none"> • Unsecured business loans • Pre-approved loans 	 <p>Offline to Online discovery</p>
 <p>Supply Chain Financing</p> <ul style="list-style-type: none"> • Channel Finance • Vendor Finance • Pre-approved programs 	 <p>Account, HRMS & Payroll Software</p>
 <p>Insurance & Investment Solutions</p> <ul style="list-style-type: none"> • Health insurance • Life Insurance • MF, Digi-gold, FD 	 <p>Business Networking</p>
	 <p>Tax solutions & Advisory</p>
	 <p>Travel Solutions</p>

10 lakh+ registrations, ~ ₹ 2,600 Cr + AUM

Aditya Birla Finance

Performance Highlights for Q1 FY25



415 branches as of Jun'24

RoA of 2.41% in Q1 FY25

RoE of 16.13% in Q1 FY25

⁰¹ ¹Jun'24 AUM includes ₹ 267 crore of Direct Assignment portfolio | ²Categorized basis customer segment | ³Includes fee income | ⁴As per financials

Strong Growth in AUM...



AUM (₹ crore)	Jun'23	Mar'24	Jun'24	Jun'24 Mix	Q-o-Q	Y-o-Y
- Unsecured business	8,574	10,979	10,546	10%	-4%	23%
- Secured business	33,188	45,256	47,557	44%	5%	43%
Total Business loans	41,762	56,235	58,104	54%	3%	39%
Personal & Consumer loans	17,693	17,434	16,130	15%	-7%	-9%
Corporate / Mid-market	26,437	31,970	33,071	31%	3%	25%
Total AUM	85,891	1,05,639	1,07,306	100%	2%	25%

Disbursements (₹ crore)	Q1 FY24	Q4 FY24	Q1 FY25	Q1 FY25 Mix	Y-o-Y
- Unsecured business	1,157	1,383	1,078	8%	-7%
- Secured business	4,132	8,460	5,461	41%	32%
Total Business loans	5,289	9,843	6,539	49%	24%
Personal & Consumer loans	4,778	2,445	2,395	18%	-50%
Corporate / Mid-market	3,169	5,835	4,508	34%	42%
Total Disbursements	13,237	18,123	13,443	100%	2%

...driven by business loans to SMEs

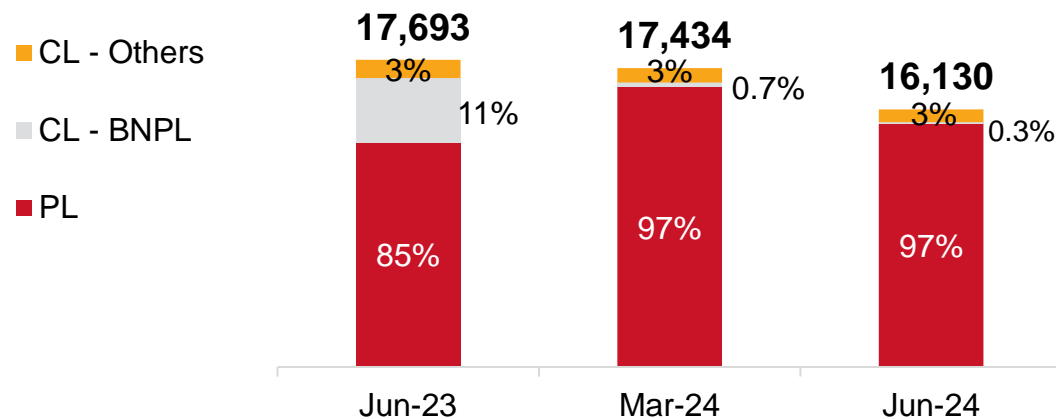
01 Note: Disbursements are non-LOC.
2 Jun'24 AUM includes ₹ 267 crore of Direct Assignment portfolio

Growth Momentum in Business Loans



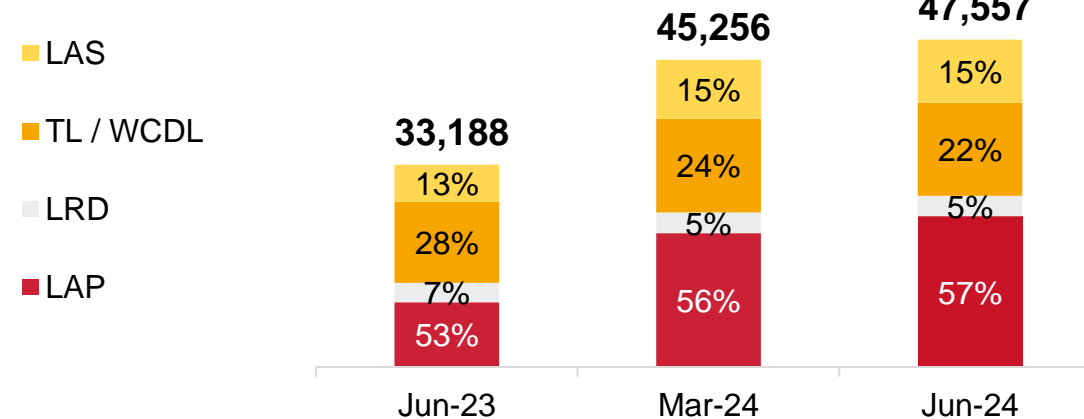
Personal & Consumer

▼ 9% y-o-y



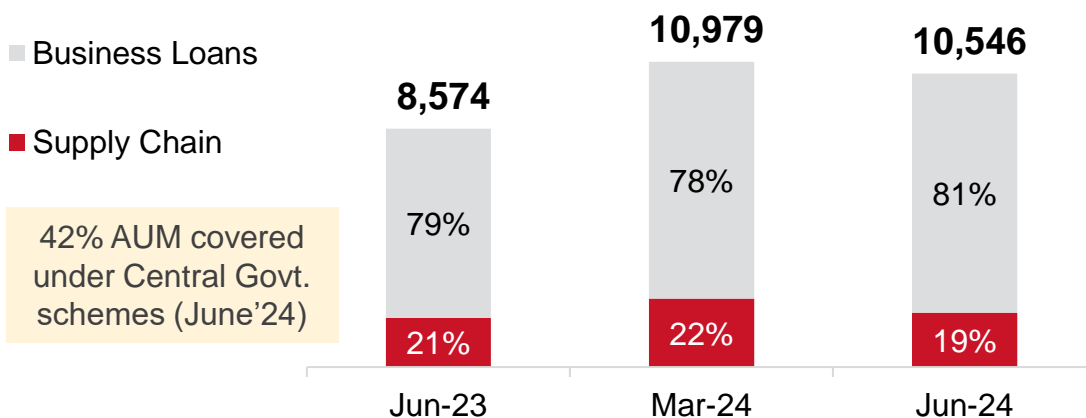
Secured business

▲ 43% y-o-y



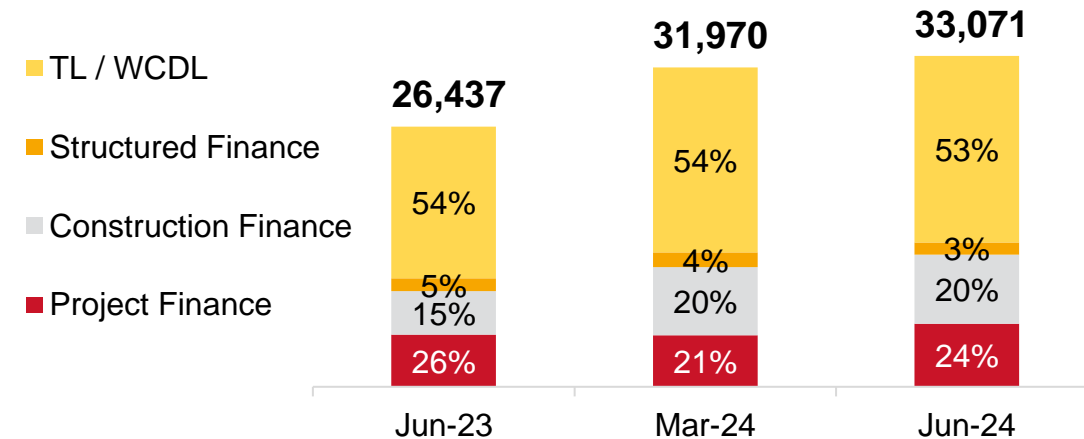
Unsecured business

▲ 23% y-o-y







Corporate / Mid-market

▲ 25% y-o-y



Well Diversified Product Portfolio



Segment	Personal & Consumer	Unsecured Business	Secured Business	Corporate / Mid-Market
Presence	Semi-urban	Semi-urban	Semi-urban / SME Clusters	Top 6-7 Cities
Sourcing	DSA + Direct + Ecosystems	DSA + Ecosystems	DSA + Direct	Relationship (Direct)
ATS ¹	PL: ~ ₹ 1.7 Lac , BNPL~ ₹ 0.08 Lac, CL others: ~ ₹ 0.9 lac	~ ₹ 9.9 Lac	~ ₹ 1.4 Crore	~ ₹ 64.7 Crore
Products	<p>Salaried Professionals with focus on emerging income segment</p>  <ul style="list-style-type: none"> Personal Loans Consumer Loans Check-out Financing Co-branded Credit Card 	<p>Business owners & Self-employed professionals engaged in small/mid-sized businesses</p>  <ul style="list-style-type: none"> Business Loans Supply Chain Finance B2B Digital Platform Business Overdraft 	<p>Business owners & Self-employed professionals engaged in small/mid-sized businesses</p>  <ul style="list-style-type: none"> Retail & SME LAP, LRD Small Ticket Secured & Micro LAP Working Capital Loans Loan Against Securities 	<p>Pedigreed Group Corporates / Mid-market Cos in focus sectors / Cat A / A+ developers</p>  <ul style="list-style-type: none"> Capex/ WC Funding Structured Finance Developer Financing Project Finance
Cross-Sell	Personal Loan Top Ups & Cross Sell, Insurance & Wealth Solutions to ABFL & ABC customer ecosystem			
Security	>70% of loan book is Secured			

¹ ATS has been derived basis closing AUM to active customers, and represents an approximate figure as on June 30, 2024

Strong Digital Adoption in Customer Sourcing and Servicing



Customer Onboarding 92%

Customer Acquisition

- ▶ Fully agile tech stack for digitally onboarding customers
- ▶ LOS / LMS system leveraging CKYC / OKYC, facial recognition, bureau integration & e-contract
- ▶ Cross sell of personal loans facilitated digitally

EMIs Collected Digitally 98%

Customer Servicing

- ▶ Inbound contact center calls handled by Voice bots
- ▶ Enabled self-service channels with STP for service journeys
- ▶ Digital EMI collections

Digital Service Interactions 94%

Process Automation

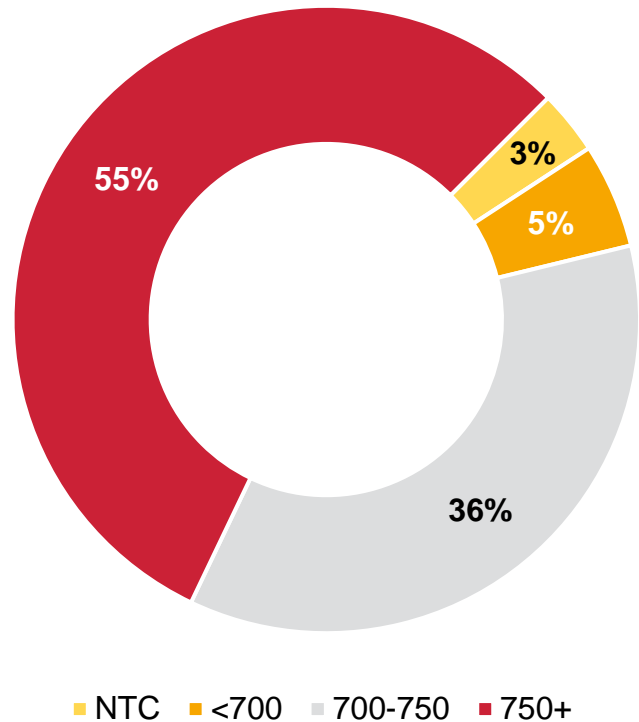
- ▶ Significant e-Nach & e-Contract penetration in Personal Loans
- ▶ High accuracy email bot in inbound mail categorization
- ▶ STP for disbursements done digitally

Email BOT Accuracy 91%

Collections

- ▶ Re-payment hub activated with multiple digital payment channels for EMI collections
- ▶ AI voice BOT for proactive and low risk bounce cases calling
- ▶ Leveraging AI for risk-based collections calling

Bureau Score Buckets



>91% loans with credit score 700+

Underwriting Approach

- ❖ Utilization of Scorecard for better Customer Selection
- ❖ Usage of Alternate Data in credit decisioning
- ❖ STP process for faster TAT
- ❖ Usage of behavior based Predictive Modelling for upsell
- ❖ Digital Journeys enabling enhanced customer experience
- ❖ In house Business Rule engine for rapid roll out of program norms

Prudent Risk Management Practices...



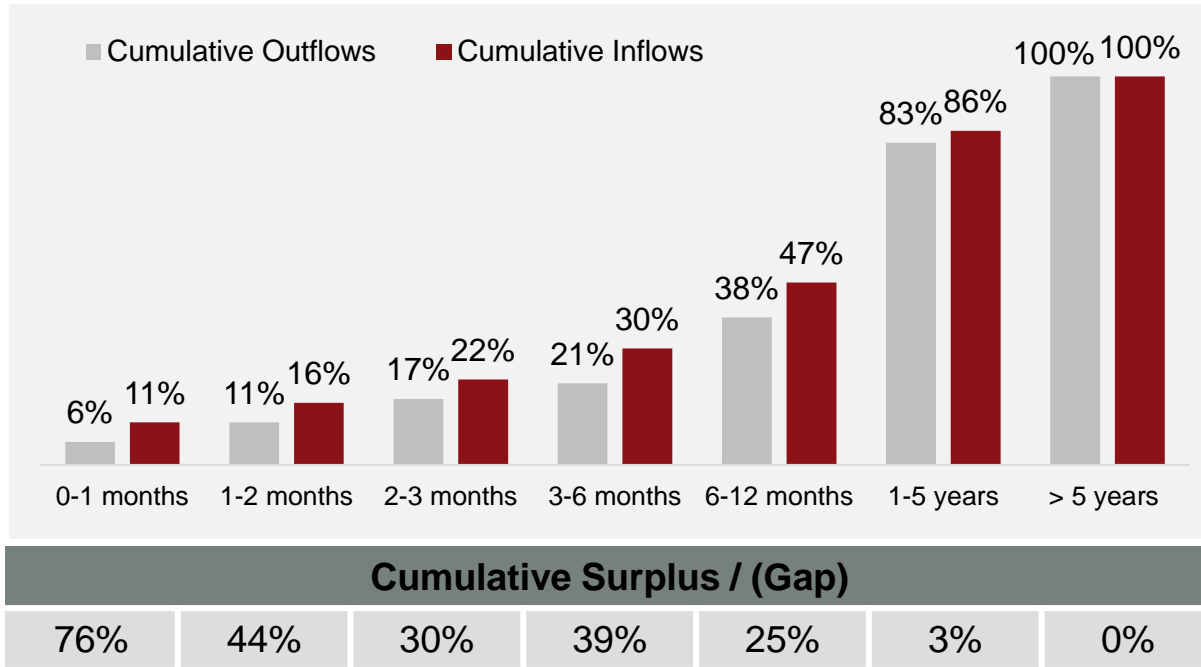
Particulars	Jun'23		Mar'24		Jun'24	
	%	₹ Crore	%	₹ Crore	%	₹ Crore
Stage 1	94.54%	81,093	95.51%	1,00,942	95.55%	1,02,517
Stage 2	2.64%	2,266	1.98%	2,094	1.91%	2,051
Stage 3	2.82%	2,419	2.51%	2,649	2.54%	2,725
Stage 2 and 3	5.46%	4,685	4.49%	4,743	4.45%	4,775
Total Loan book	100%	85,778	100%	1,05,686	100%	1,07,292
Stage 3 PCR	46.6%		49.9%			49.5%

Segment Asset Quality	Jun'23			Mar'24			Jun'24		
	GS 2 (%)	GS 3 (%)	GS3 PCR	GS 2 (%)	GS 3 (%)	GS3 PCR	GS 2 (%)	GS 3 (%)	GS3 PCR
Personal & Consumer	2.1%	2.0%	78.1%	2.9%	2.8%	82.9%	2.8%	3.2%	85.8%
Unsecured business	1.6%	2.7%	43.3%	1.3%	2.9%	35.3%	1.8%	3.4%*	35.5%
Secured business	4.3%	2.4%	37.3%	2.9%	1.8%	38.8%	2.7%	1.7%	37.9%
Corporate / Mid-market	1.3%	4.1%	43.6%	0.3%	3.3%	47.8%	0.3%	3.1%	45.3%
Total	2.6%	2.8%	46.6%	2.0%	2.5%	49.9%	1.9%	2.5%	49.5%

*Unsecured business – 57% Stage 3 book is secured under Govt. Guarantee Schemes, excluding which GS 3 is 1.5%.

...leading to improvement in asset quality

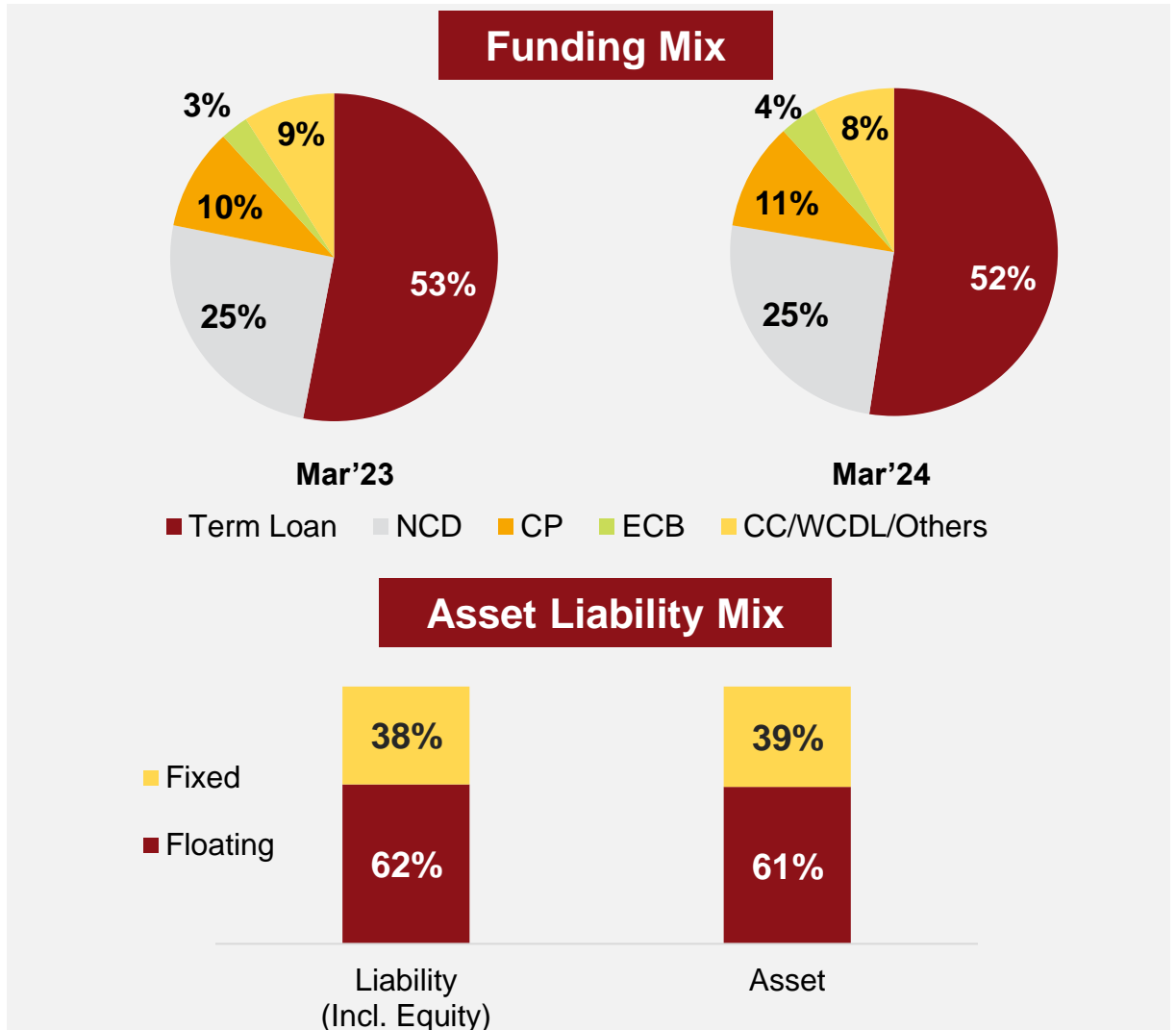
Well Matched ALM and Diversified Borrowing Mix



Long-term funding facilities rated **AAA** & Short-term funding facilities rated **A1+** by ICRA / India Ratings / CARE

Raised **LT borrowing of ₹ 9,013 crore** in Q1 FY25 (₹ 6,647 crore in Q1 FY24 & ₹ 5,794 crore in Q4 FY24)

Maintained comfortable **Capital Adequacy (CRAR) at ~16.55%** and Tier 1 ratio of 14.48%



01 Note: Liabilities with contractual maturity less than 1 year are considered as floating.

P&L and Key Ratios - Aditya Birla Finance



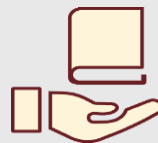
Profit & Loss Statement (₹ crore)	FY24	Q1 FY24	Q4 FY24	Q1 FY25
Net Interest Income[^]	6,296	1,433	1,693	1,709
Operating Expenses	1,957	437	550	508
Credit Provisioning	1,352	306	349	368
Profit Before Tax	2,987	691	794	833
Tax	766	175	209	212
Profit After Tax	2,221	516	585	621
Total Equity	15,244	11,936	15,244	15,863
Total Borrowings and Debt Securities	92,292	75,476	92,292	95,731
Key Ratios (in percent)	FY24	Q1 FY24	Q4 FY24	Q1 FY25
Average Yield [^]	13.70	13.62	13.76	13.51
Interest Cost / Avg. Lending Book	6.80	6.64	6.90	6.95
Net Interest Margin[^]	6.90	6.98	6.86	6.56
Opex / Avg. Lending Book	2.17	2.15	2.26	1.97
Cost-to-Income Ratio	31.08	30.48	32.50	29.74
Credit Provision / Avg. Lending Book	1.50	1.51	1.43	1.43
RoA	2.46	2.54	2.40	2.41
RoE	17.10	17.89	15.85	16.13
Debt-to-Equity	6.05x	6.32x	6.05x	6.03x
Capital Adequacy (CRAR)	16.24	16.00	16.24	16.55
Tier 1 Capital	14.13	13.60	14.13	14.48

DELIVER SUSTAINABLE GROWTH & ROA IN MEDIUM TERM

ENABLERS



↑ Scale up Udyog Plus –
B2B Ecosystem



↑ Share of secured loan
book (Focus on MSME)



↑ ABG/ABC ecosystem
synergies across product
segments



↑ STP and N-STP
sourcing through digital
journeys



↑ Wallet share through
newly launched products in
small ticket emerging income
segments



↑ Share of Cross-sell & Up
sell (Leveraging Analytics)



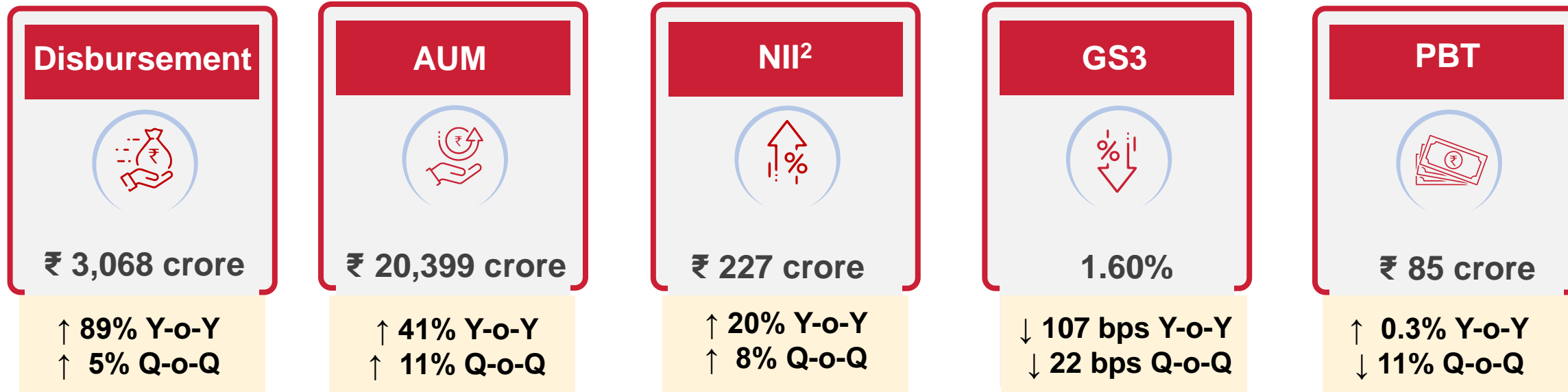
↑ Share of direct sourcing
from emerging markets and
enhance geo footprint



↑ Fee income opportunity
through newly launched
products

Aditya Birla Housing Finance

Performance Highlights for Q1 FY25

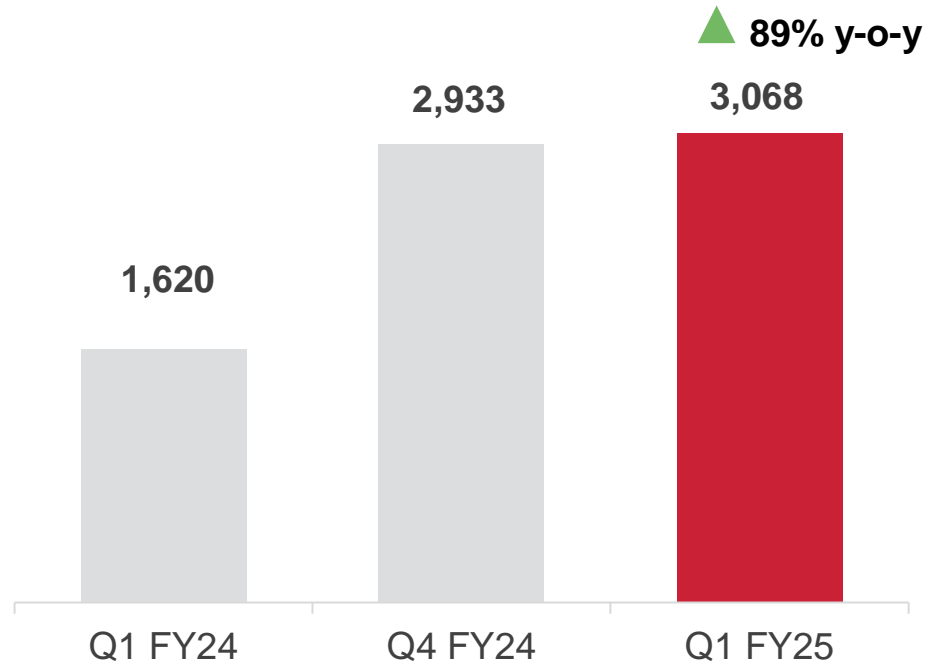


95% retail disbursement at CIBIL >700 & NTC¹

10.5% ABG ecosystem contribution to disbursements

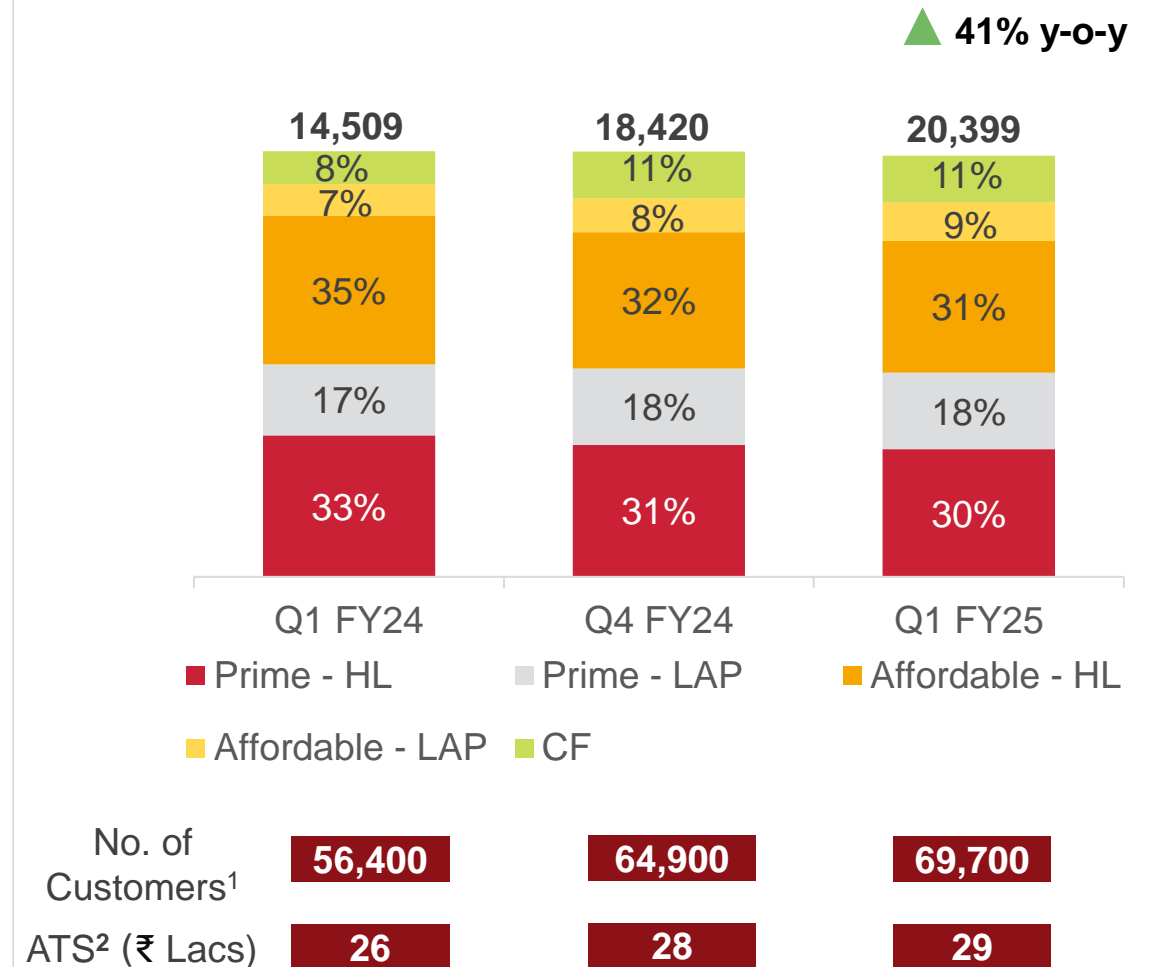
1.44% RoA
11.04% RoE

Momentum in disbursement (₹ crore)



- Implemented platforms across customer life cycle
- Successful adoption of end-to-end (prospecting to disbursement) unified digital lending platform, integrated with sales CRM

Growth in AUM (₹ crore)



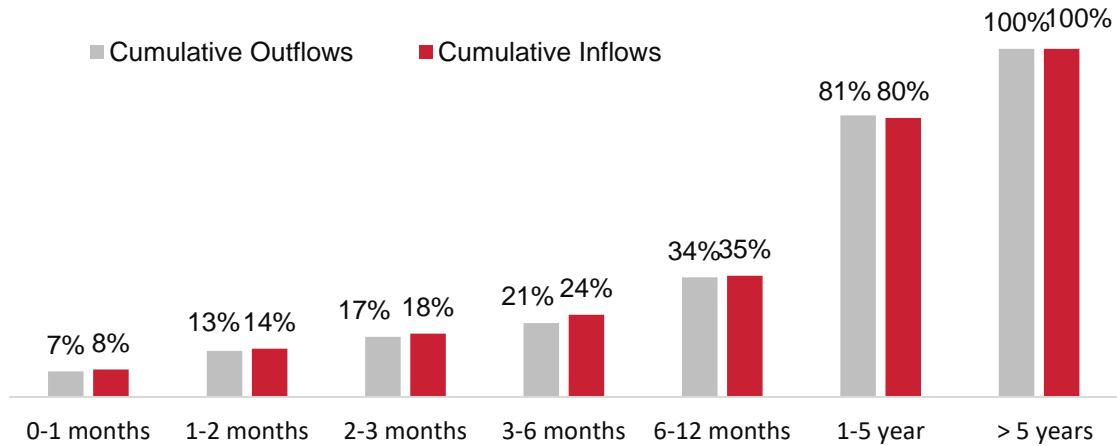
...with focus on portfolio quality



Particulars	Jun'23		Mar'24		Jun'24	
	%	₹ Crore	%	₹ Crore	%	₹ Crore
Stage 1	95.22%	13,816	97.09%	17,358	97.36%	19,182
Stage 2	2.11%	306	1.08%	194	1.04%	204
Stage 3	2.67%	388	1.82%	325	1.60%	315
Stage 2 and 3	4.78%	693	2.91%	519	2.64%	519
Total	100.0%	14,509	100.0%	17,877	100.0%	19,702
Stage 3 PCR	33.1%		33.0%		34.6%	

- ▶ Stage 2+3 loans declined by 214 bps y-o-y from 4.78% in Jun'23 to 2.64% in Jun'24
- ▶ Healthy stage 3 PCR at 34.6%
- ▶ Launched end-to-end debt management platform - 'FinCollect' enabling real-time tracking of field visits and enhancing customer interactions through digital channels
- ▶ Leveraging analytics for efficient debt management
 - Pre-Delinquency Model for Bounce Prediction
 - Flow Prediction Model for 30-89 DPD Pool

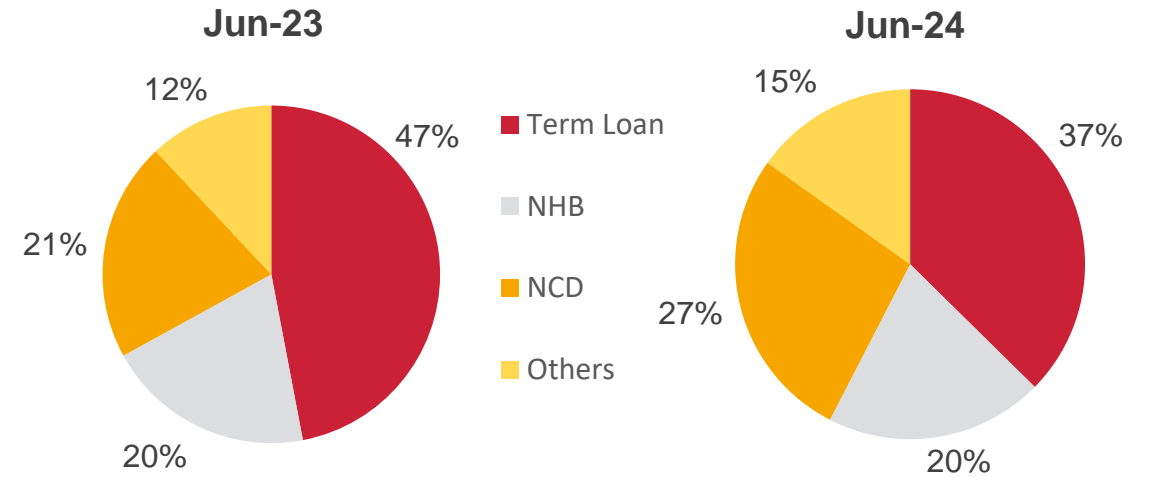
ALM optimised for liquidity and costs (on Jun 30, 2024)



Cumulative Surplus / (Gap)

7%	5%	5%	11%	1%	-1%	0%
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Borrowing Mix



- Long-term credit rating of AAA (ICRA, India ratings)
- Average cost of borrowings of 7.74% in Q1 FY25

P&L and Key Ratios - Aditya Birla Housing Finance



**ADITYA BIRLA
CAPITAL**

(₹ crore)	FY24	Q1 FY24	Q4 FY24	Q1 FY25
Net Interest Income (Incl. fee income)	815	190	211	227
Operating expenses	443	100	123	136
Operating profit	372	90	88	91
Credit provisioning	-5	5	-7	6
Profit before tax	376	84	95	85
Tax	86	19	23	19
Profit after tax	291	65	72	66
Net Worth	2,260	2,034	2,260	2,627
Borrowings and debt securities	15,947	13,065	15,947	17,336

Key ratios (in percent)	FY24	Q1 FY24	Q4 FY24	Q1 FY25
Effective Interest rate (EIR)	11.25	11.56	11.00	10.91
Net Interest cost / Avg. Loan book	6.52	6.45	6.62	6.66
Other Income / Avg. Loan book	0.65	0.40	0.76	0.74
Net Interest Income (Incl. Fee Income)	5.39	5.51	5.15	4.98
Opex / Avg. Loan book	2.93	2.90	3.00	2.99
Cost-to-income Ratio	54.35	52.71	58.37	60.00
Credit Provisioning/ Avg. Loan book	-0.03	0.15	-0.17	0.13
RoA	1.92	1.90	1.76	1.44
RoE	13.87	13.23	13.17	11.04
Debt-to-equity	7.06	6.43	7.06	6.60
Total CRAR	16.79	21.01	16.79	16.51
Tier-1	14.66	17.88	14.66	14.90



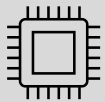
Growth

- Accelerate growth in prime & affordable segments with average ticket size of ₹ 25 – 30 lacs
- Growth to be augmented by ABG ecosystem



Service excellence

- To be the most preferred choice of our customer
- Digital capabilities for seamless customer onboarding and servicing
- Building a culture of spotting opportunities with customers at center



Digital reinvention

- Develop assisted/ DIY customer journeys with Effective lead management
- Seamless distributor onboarding
- Significant reduction in TAT, increased face time with customers



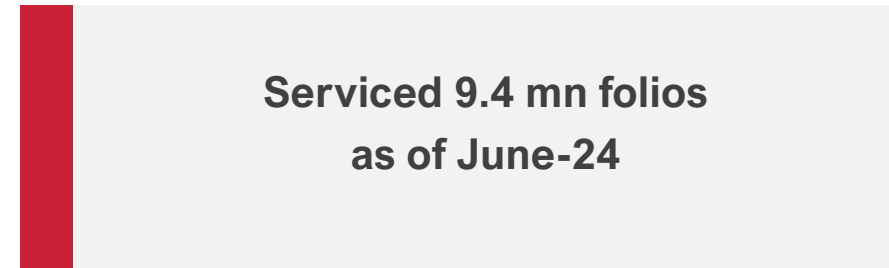
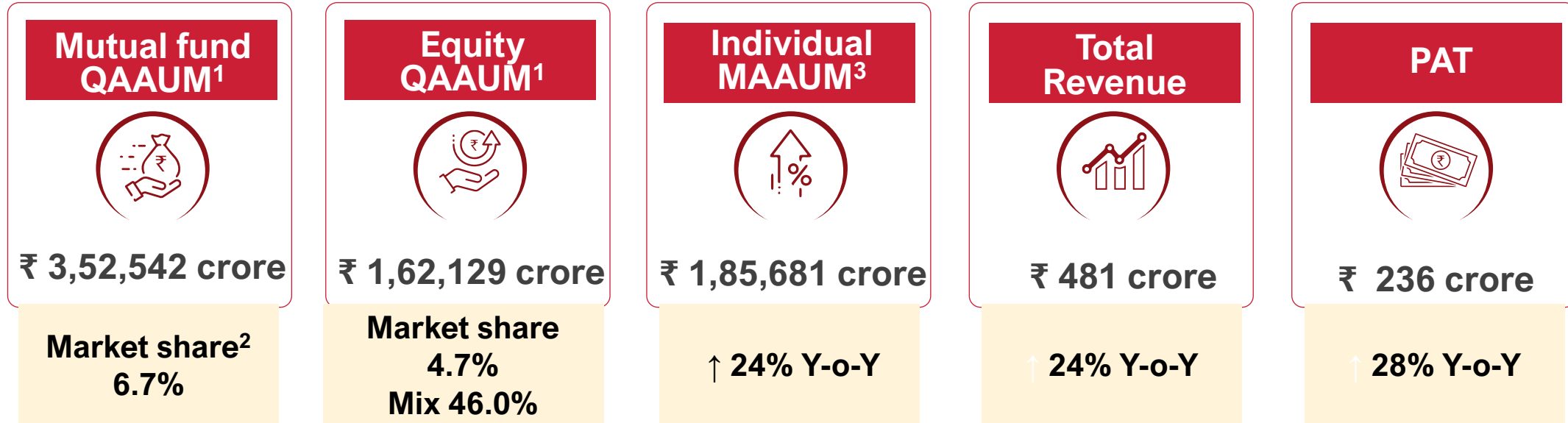
Distribution network

- 138 branches as of Jun 30, 2024, covering ~ 85% of TAM
- Sourcing driven by micro market penetration strategy
- Deeper engagement with ABG ecosystem

Deliver sustainable growth and RoA in medium term

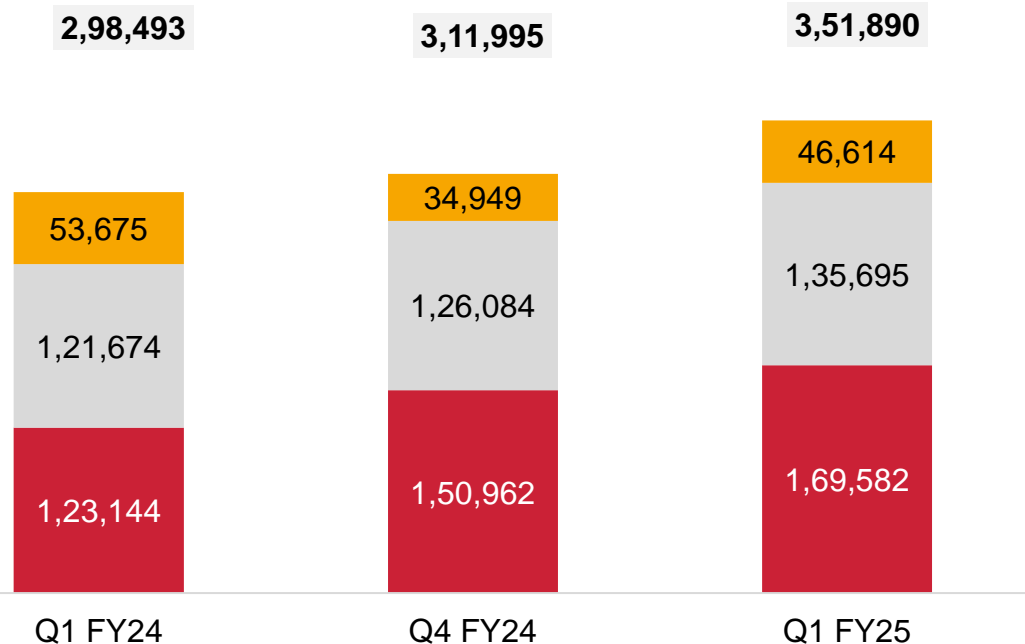
Aditya Birla Sun Life AMC

Performance Highlights for Q1 FY25



Mutual fund closing assets under management¹

▲ 18% y-o-y

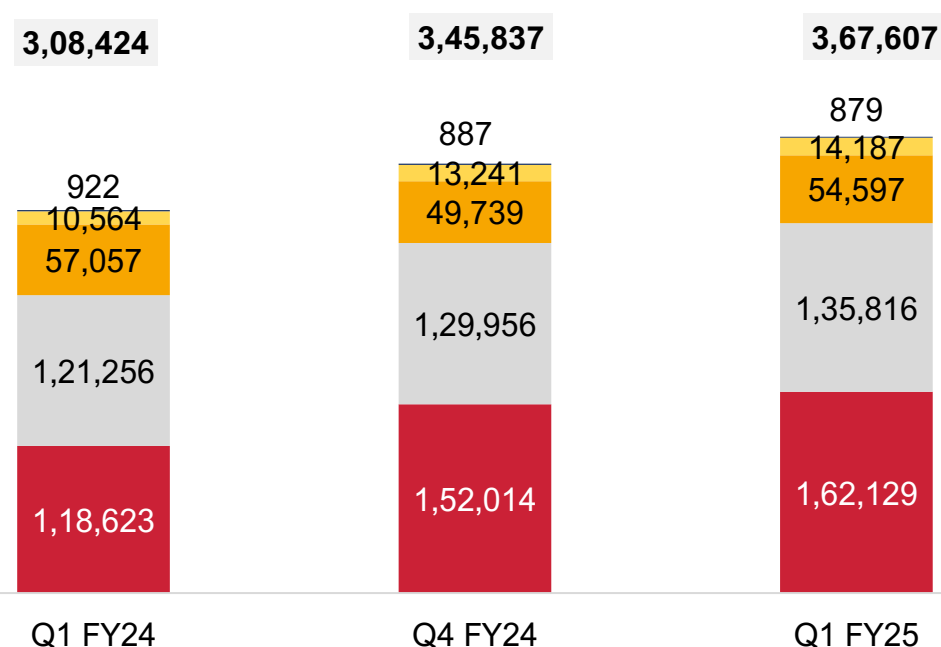


■ Mutual Fund - Equity ■ Mutual Fund - Debt* ■ Mutual Fund - Liquid

Equity MF mix of 48.2%

Total quarterly average assets under management¹

▲ 19% y-o-y

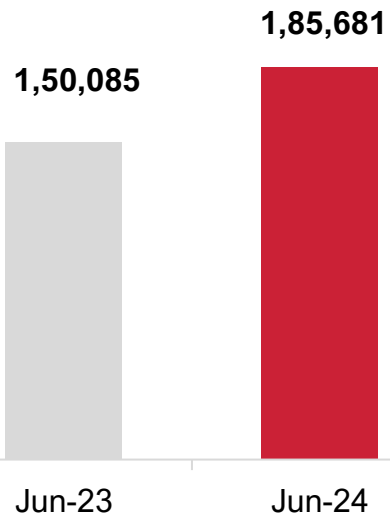


■ Mutual Fund - Equity ■ Mutual Fund - Debt* ■ Mutual Fund - Liquid
■ Alternate Assets - Equity ■ Alternate Assets - Others

Equity MF mix of 46.0%

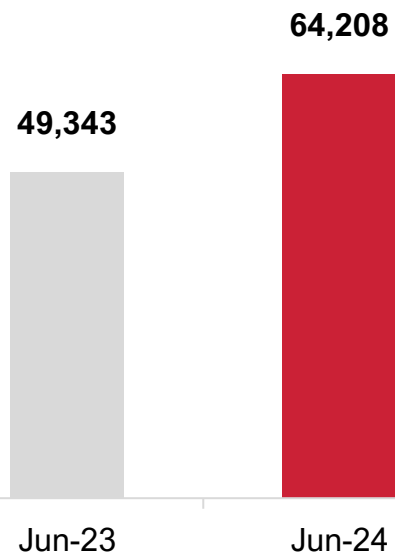
Individual MAAUM

▲ 24% y-o-y



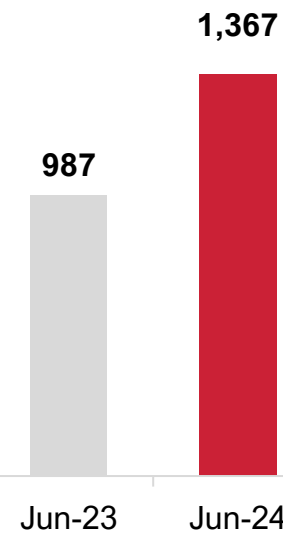
B-30 MAAUM

▲ 30% y-o-y

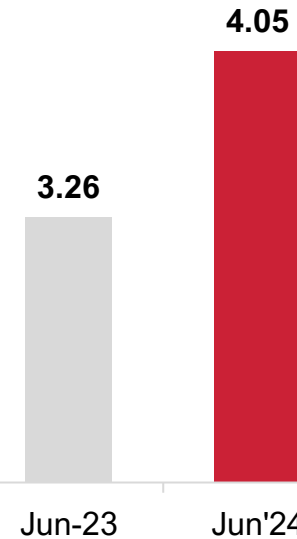


Building sustainable SIP⁽¹⁾ flows

SIP Flows in
₹ Crore

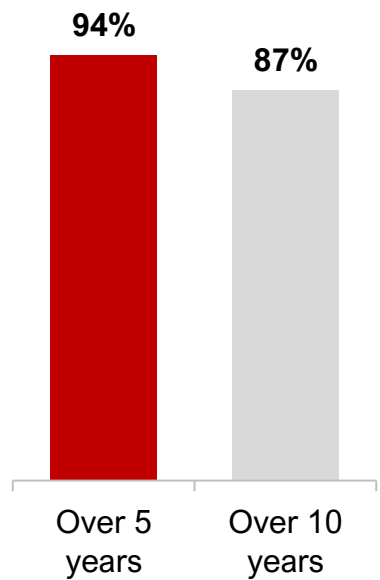


of Live Outstanding
SIPs (Mn)

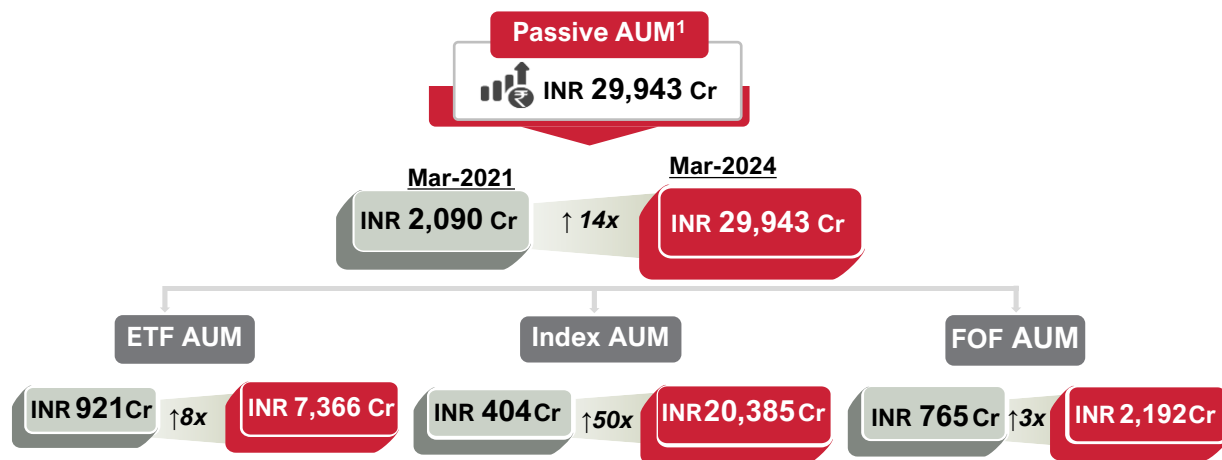


Long Tenure⁽²⁾ SIP Book

% Count of Total SIPs



Growth in passives and alternative investments



- ~7,53,000** Investor Folios Served
6x growth since Jun-21
- Rank 1** In Debt Index²
- 44** Extensive product bouquet
3x growth since June 2021

PMS / AIF AUM³ ₹ 3,368 crore

Fund raising underway
ABSL India Special Opportunities Fund (CAT III AIF)

PRODUCT IN PIPELINE
ABSL Structured Opportunities Fund (CAT II AIF)
ABSL Money Manager Fund (CAT II AIF)

Offshore AUM³ ₹ 11,207 crore

Fund raising underway
ABSL Global EM* Equity Fund (IFSC)
(Cat II AIF) (Global Equity FoF AIF) domiciled in GIFT City
ABSL Index Linked Fund (IFSC) (CAT III AIF)
Investing in METYS Index linked Notes issued by HSBC Bank Plc
ABSL India Opportunities Fund
Fixed Income Fund domiciled in Cayman Islands investing in Indian Issued Dollar Bonds

PRODUCT IN PIPELINE
ABSL India ESG Engagement Fund (IFSC), ABSL Flexi Cap Fund (IFSC), ABSL Global Bluechip Fund (IFSC)

Real Estate AUM³ ₹ 491 crore

Fund raising underway
Aditya Birla Real Estate Credit Opportunities Fund Series 2 (CAT II AIF)

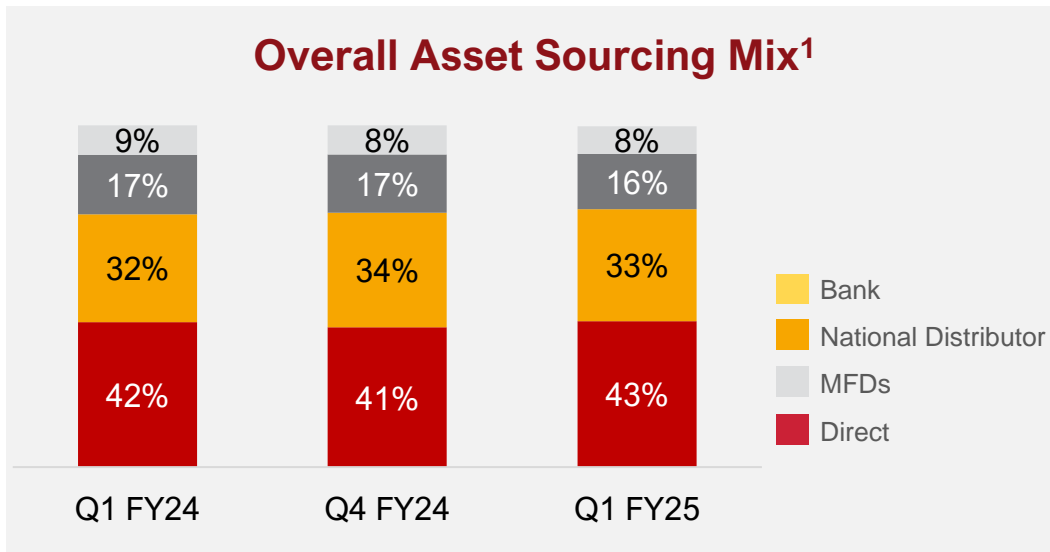
Aditya Birla Real Estate Credit Opportunities Fund (Cat II AIF)
• Fully deployed and one exit concluded

Continue to expand distributor base and empaneled 2,400 + new MFDs in Q1 FY25

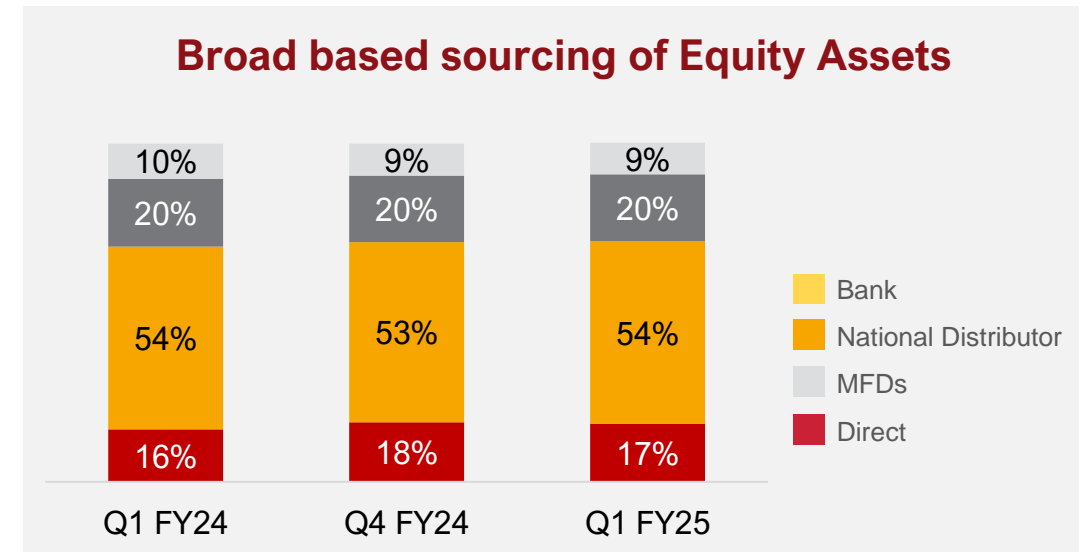


Servicing Investors across 19,000+ Pan-India pin codes

Overall Asset Sourcing Mix¹



Broad based sourcing of Equity Assets





**ABSL MF
Customer Portal**



**Investor
App**



**Active Savings
App**



Lead and Drop
cart nurturing
using Voice BOT



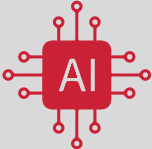
One click SIP Registration
via UPI auto pay



E KYC



Digitization &
Data Structuring



AI /ML Assisted Real Time
Decisioning & Personalization



**Investor
Assets**



**Partner
Assets**



Partner easy Link



ARN hardcoded
Active Savings App



KYC stack for
Resident Indian & NRI



CAMS OTM will
be taken for SIP
/ Transaction



Salary SIP



**ABSL MF
Partner Portal**



**Partner
App**



**API
Gateway**

(₹ crore)	FY24	Q1 FY24	Q4 FY24	Q1 FY25
Revenue from Operations	1,353	311	366	387
Costs	632	149	173	177
Operating Profit	721	162	193	210
Other Income	287	78	75	95
Profit before tax	1,008	240	268	305
Tax	228	56	59	69
Profit after tax	780	185	208	236
Mutual fund AAUM	3,12,764	2,96,937	3,31,709	3,52,542
Mutual fund equity AAUM	1,34,206	1,18,623	1,52,014	1,62,129
Alternate assets equity AAUM	11,919	10,564	13,241	14,187
Total equity AAUM	1,46,125	1,29,188	1,65,255	1,76,316



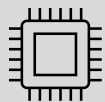
Retail franchise

- Scale up retail franchise and diversify product offerings
- Focusing on Direct/HNI Channel to provide incremental growth
- Drive growth in SIP flows



Passive & alternative investments

- Focus on scaling alternative assets business including AIF, PMS and Real Estate
- New product launches in equity and fixed income AIF and scale up existing PMS portfolios
- Increase presence among institutional investors



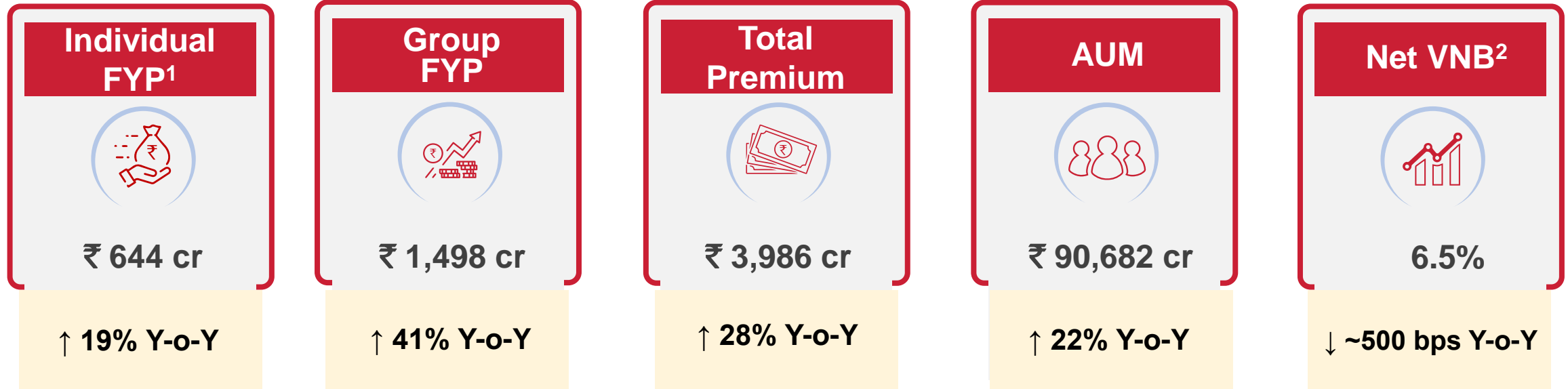
Digital & distribution

- Leverage digital platforms for seamless delivery
- Expand geographic reach and strengthen multi-channel distribution network
- Leverage One ABC locations to increase reach and contribution from cross sell and up sell

Driven by strong risk management and governance framework

Aditya Birla Sun Life Insurance

Performance Highlights for Q1 FY25

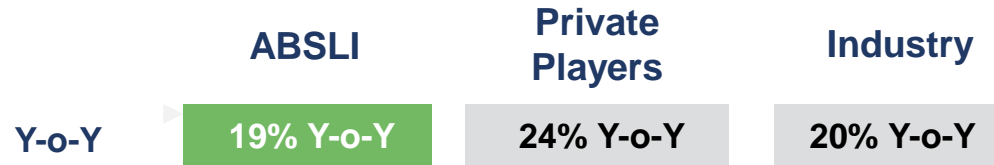


PASA contribution at 37%

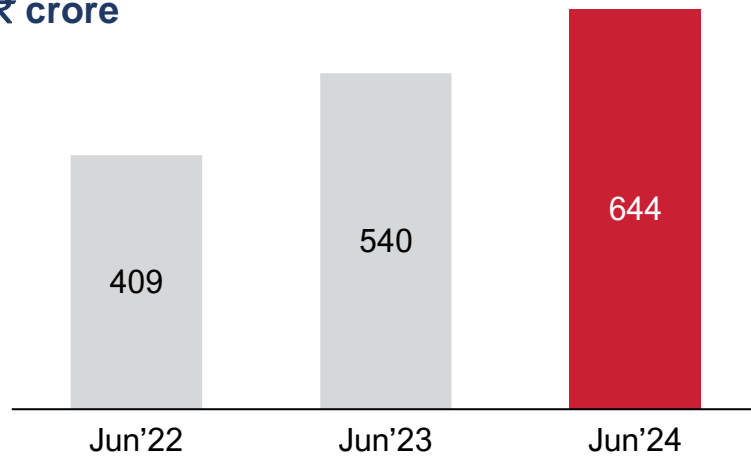
Renewal Premium ↑ 17%

Opex ratio³ 19.9%

Individual FYP¹

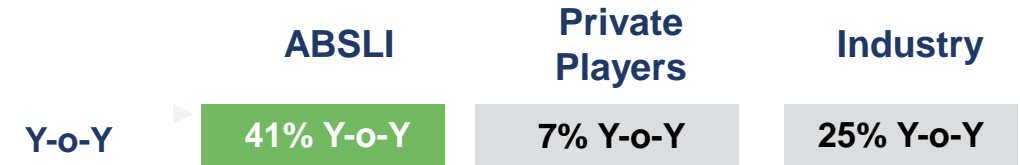


₹ crore

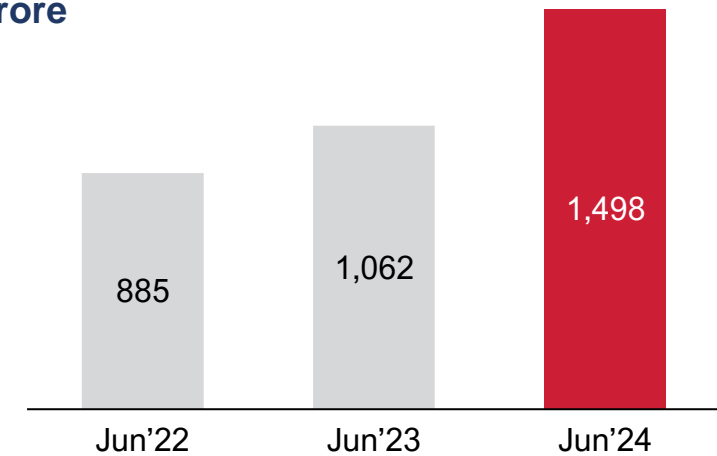


33% Y-o-Y growth in proprietary channel
100% Y-o-Y growth in direct channel

Group New Business Premium

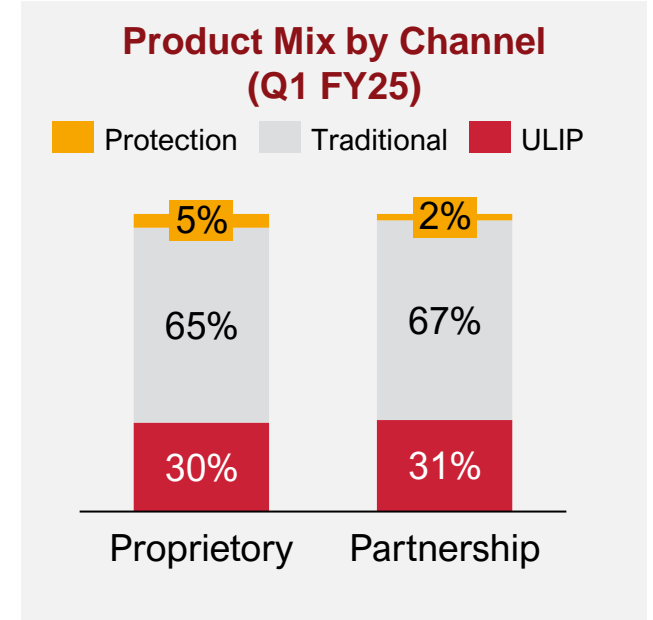
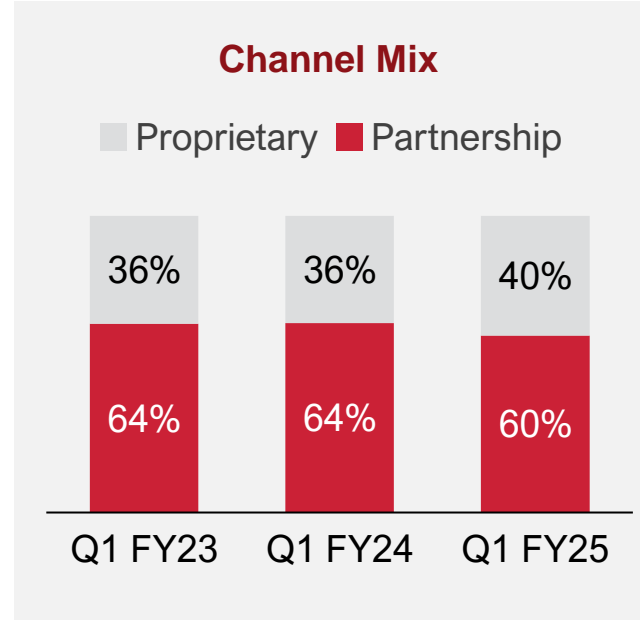
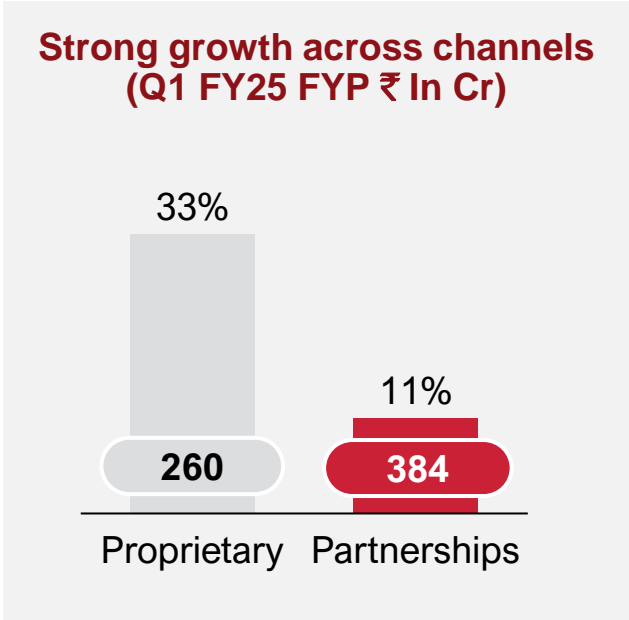


₹ crore

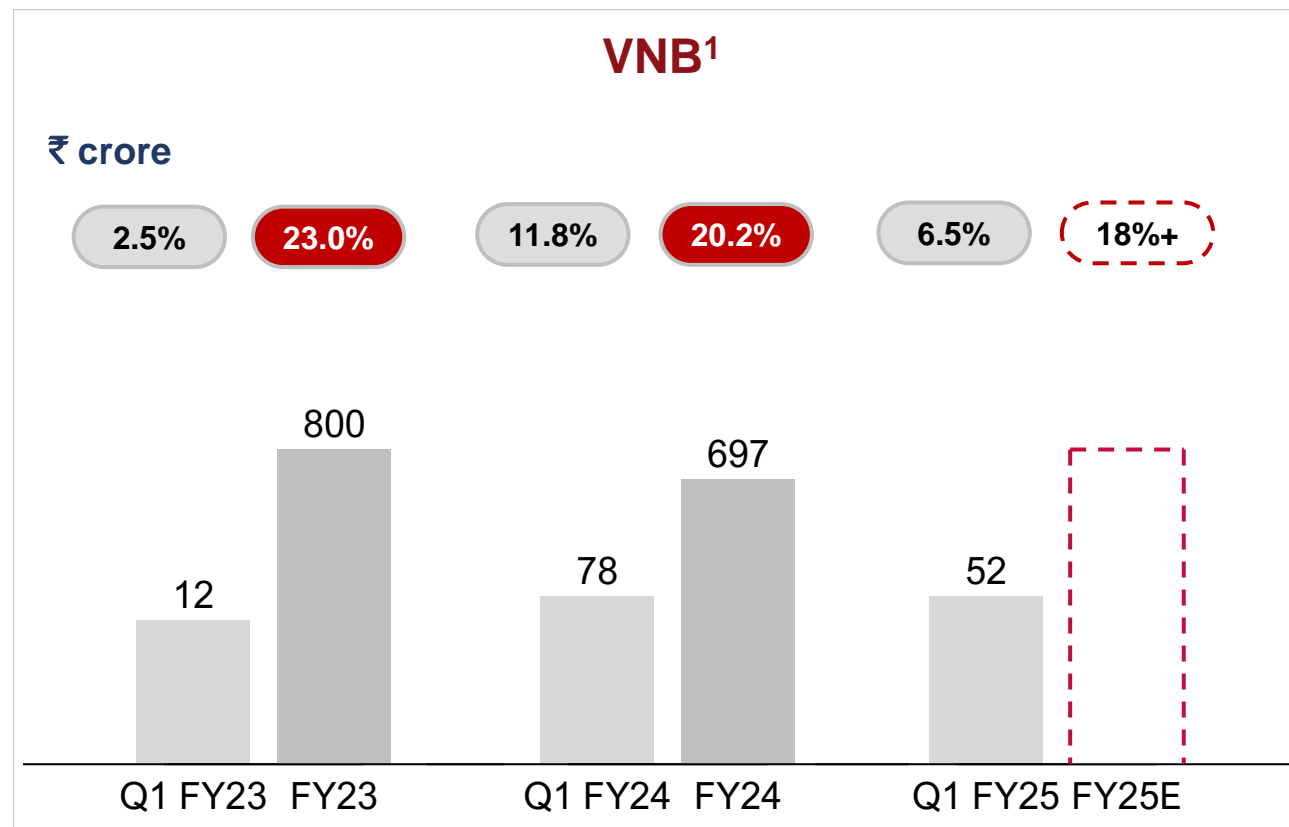
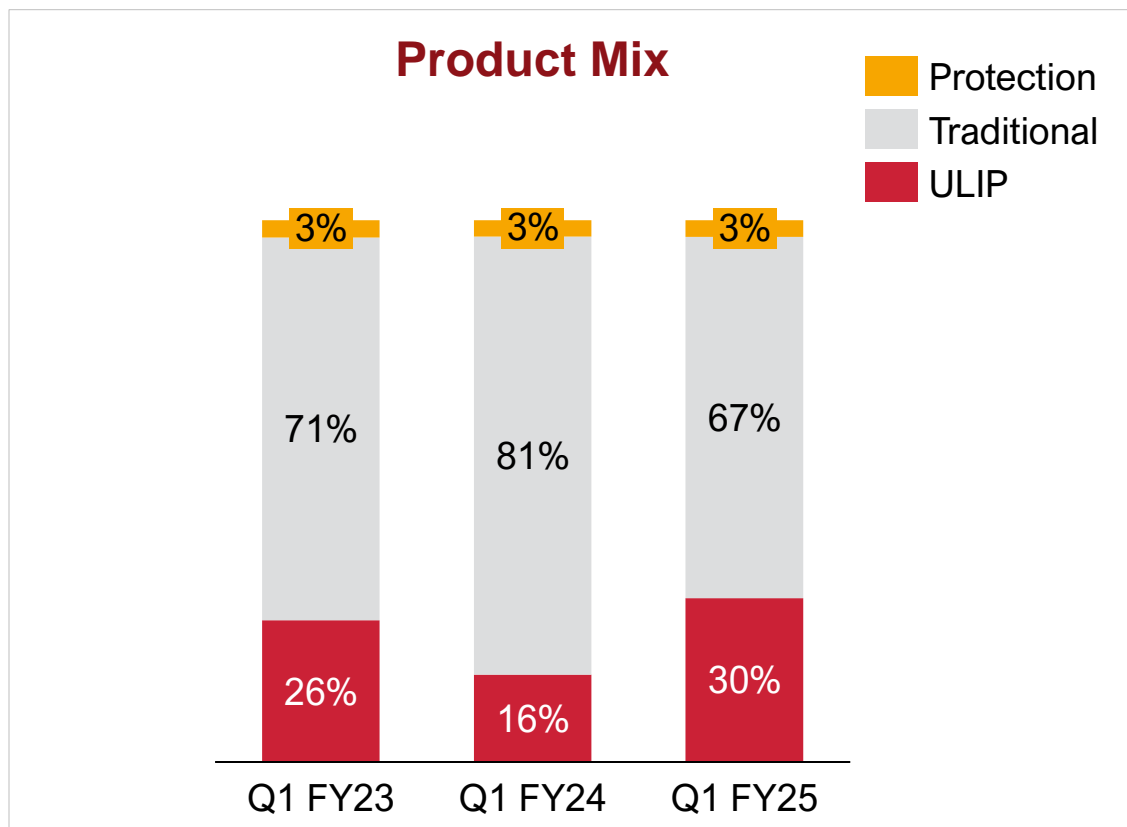


Strong Growth in fund business and Credit Life segment

Diversified and scaled up distribution mix...



... with increasing mix of proprietary channels



❖ Salaried Suraksha Plan + Critical Illness Rider

- ❖ Life coverage along with market linked growth
- ❖ Covers up to 64 critical illness

- ❖ Pre-Approved Sum Assured (PASA) contribution stands at **37% of FYP in Q1 FY25** against 19% in Q1 FY24
- ❖ **32%** Upsell contribution of Individual FYP in Q1 FY25 against 27% in Q1 FY24

- ❖ Subject to interest rate scenario, maturity and survival benefits are appropriately hedged through forward rate agreements
- ❖ Guarantees are actively monitored and counterparty risk is managed through multiple parties

Customer Onboarding**100%****Customer Experience**

- ▶ **100% New business** processed digitally
- ▶ **67% adoption for Contactless Digital Verification** (Insta – verify) for customers
- ▶ **49.4% of total application** were Auto under written

Digital Renewal**78%****Customer Retention**

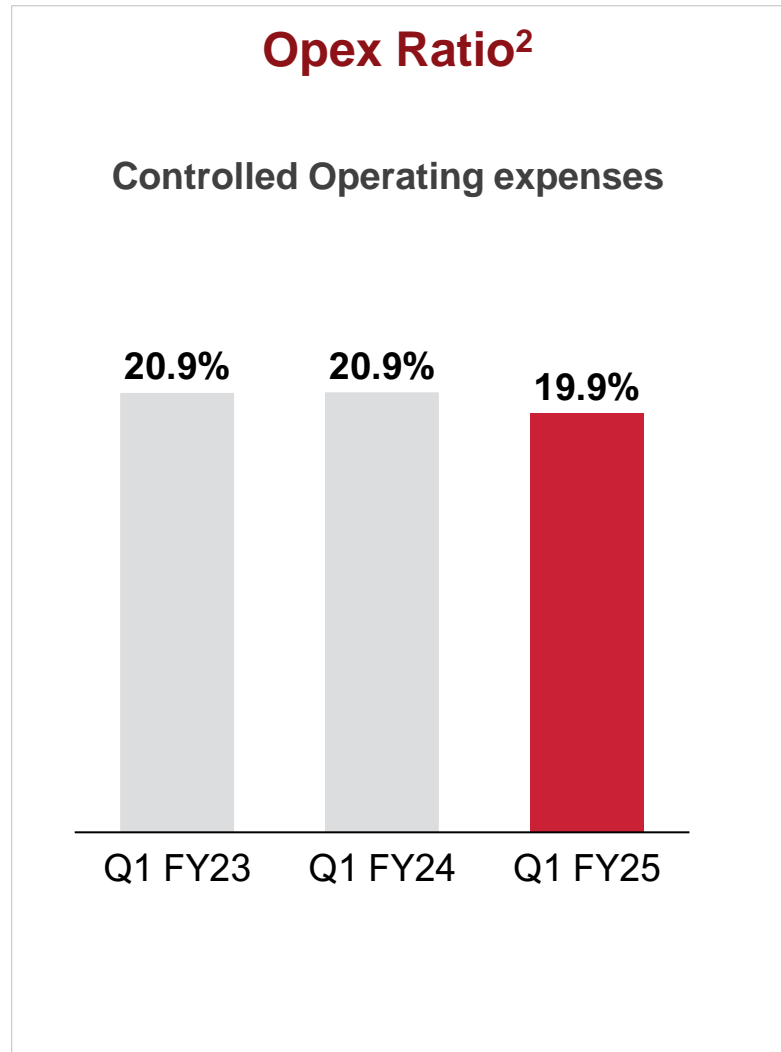
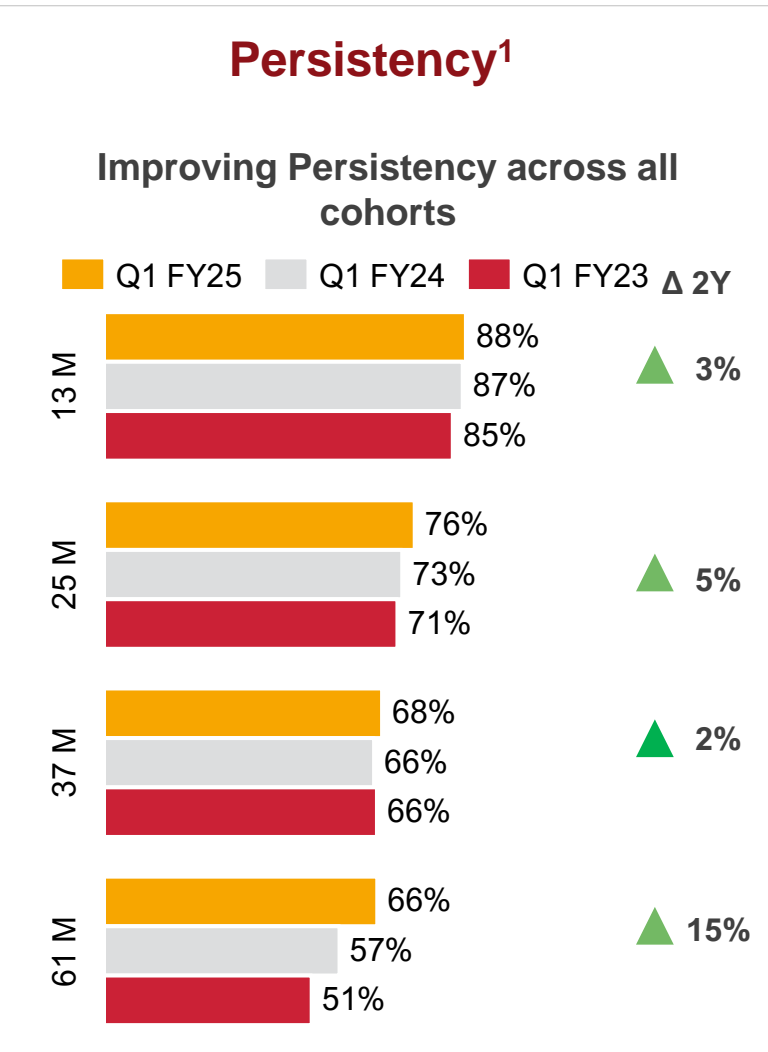
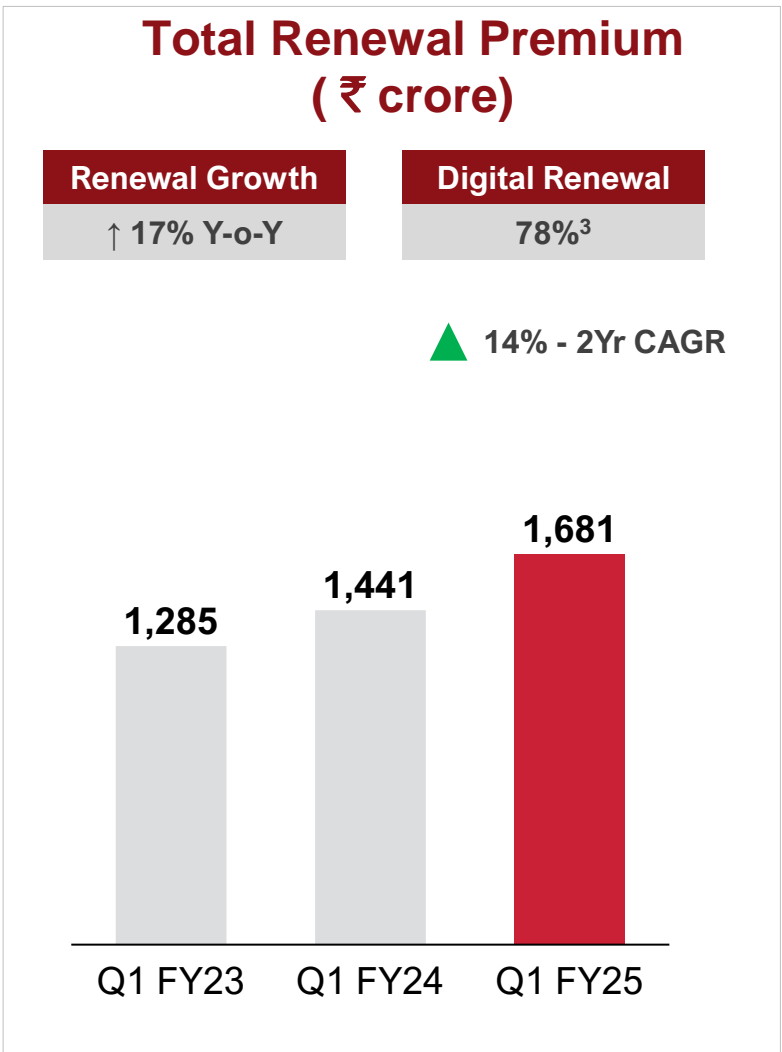
- ▶ Digital collection at **78.1%**
- ▶ **91% Auto pay adoption** at onboarding stage
- ▶ **ZARA (Bot) collected ~ ₹ 142.4 Cr.**

Customer Self Servicing**93%****Customer Centricity**

- ▶ WhatsApp & Chatbot contributed **14.8%** in Q1 FY25
- ▶ **83% services available digitally** and **67% services are STP**
- ▶ Digital Adoption share of **92.6%**

Pre-Approved New Business**37%****Pre-Purchase**

- ▶ **PASA¹ contributed 37%** of Q1 FY25 (Q1 FY24 - 19%)
- ▶ **29.3 lakh presentations Created** (+29% over Q1 FY24) & **1.34 lakh Marketing Content Shared** (+13% over Q1 FY24)
- ▶ **Monthly Average Users: 33,800** (+21% over Q1 FY24) & **Daily Average Users: 7,900** (+44% over Q1 FY24)



43 ¹ 12month rolling block as per revised IRDAI Circular ² Opex to Total Premium

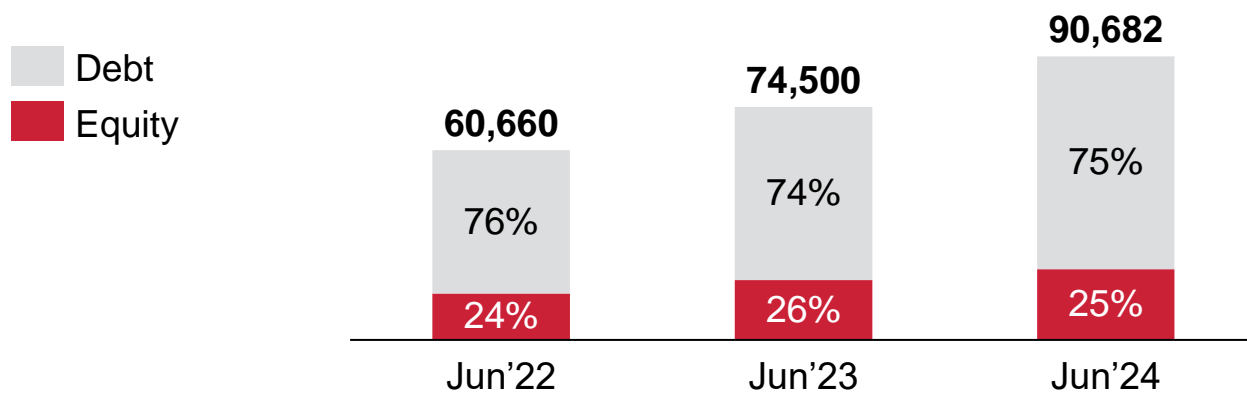
³ Individual Renewal Premium

Robust investment process and performance...

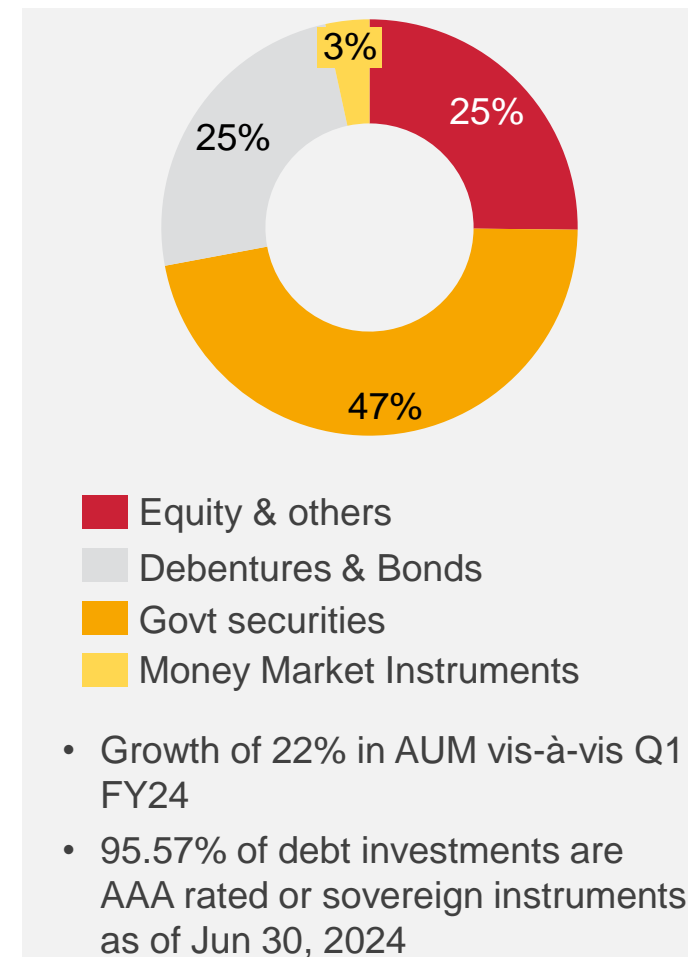


Asset Under Management (in ₹ Cr)

▲ 22% - 2Yr CAGR

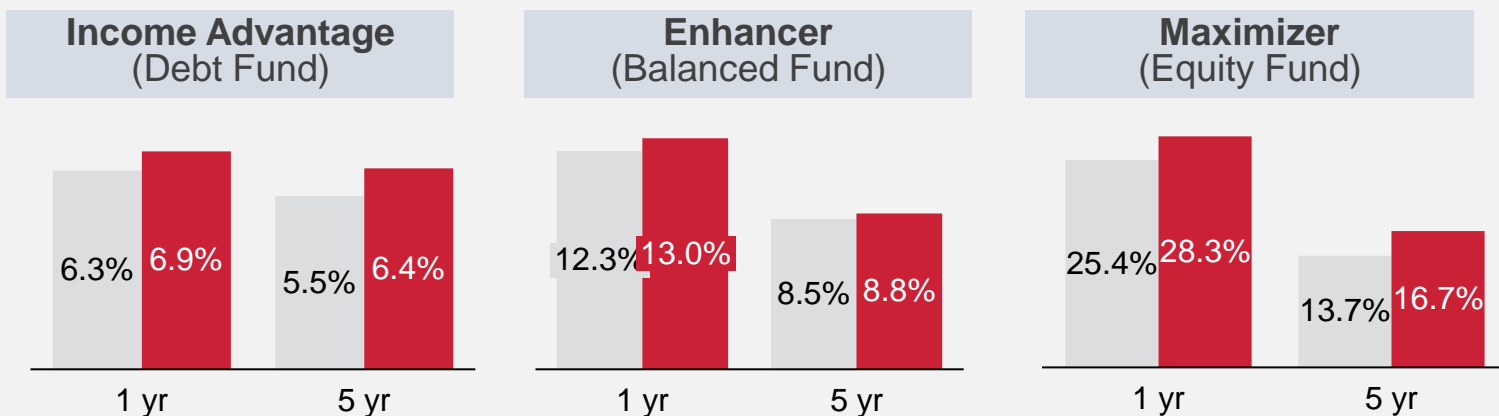


Composition of AUM



Investment Performance¹

■ Crisil Benchmark ■ Performance



...with fund returns higher than benchmark returns

P&L and Key Ratios - Aditya Birla Sun Life Insurance



(₹ crore)	FY24	Q1 FY24	Q4 FY24	Q1 FY25
Individual First year Premium¹	3,546	602	1,316	807
Group First year Premium	4,554	1,062	1,506	1,498
Renewal Premium	9,160	1,441	3,337	1,681
Total Gross Premium	17,260	3,105	6,159	3,986
Operating expenses (Incl. Commission)	3,191	650	1,004	795
Profit Before Tax²	198	20	83	21
Profit After Tax²	132	11	61	10

Key ratios (in percent)	FY24	Q1 FY24	Q4 FY24	Q1 FY25
Opex to Premium (Incl. Commission)	18.5%	20.9%	16.3%	19.9%
Solvency Ratio	178%	180%	178%	172%



Growth

- Grow traditional products including protection in retail segment
- Focus on growing credit life in group segment
- Continue to make investments in Direct channel
- Invest in PSU relationships and New relationships to grow mindshare



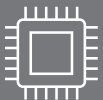
Risk management and quality

- Mitigate interest rate risk by Active forward rate agreement management for hedging of expected maturity and survival benefits
- Improve persistency across cohorts
- Strengthening underwriting by using artificial intelligence and machine learning



Distribution

- Focus on increasing the share of proprietary business
- Increase agency capacity to drive growth
- Penetrate more Bank partner branches to increase spread of business

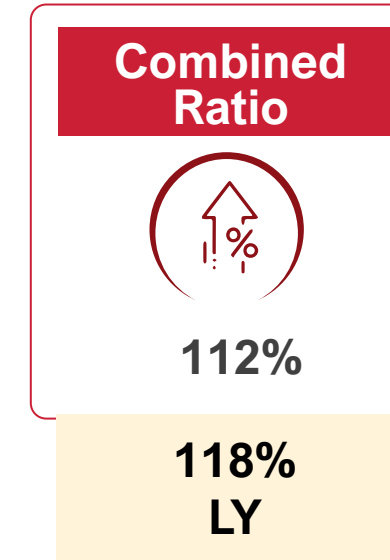
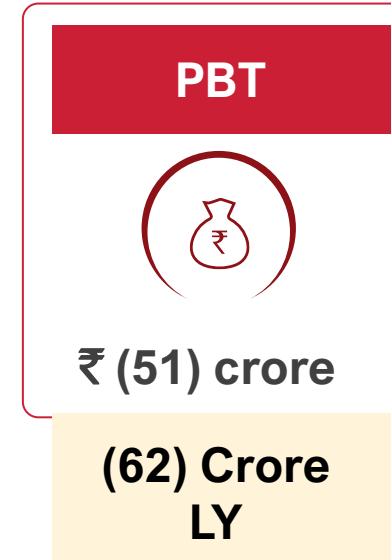
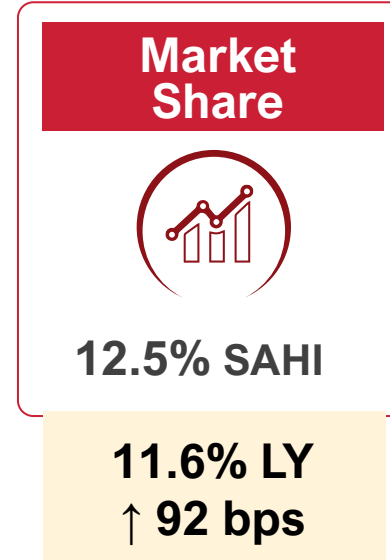


Data Analytics

- Analytics based engine to identify high propensity customers and improve upsell opportunities through pre-approved sum assured
- Leverage cross-sell in ABC via analytics

Grow top line at 20%+ CAGR over the next three years and sustain VNB margin at 18%-20%

Aditya Birla Health Insurance

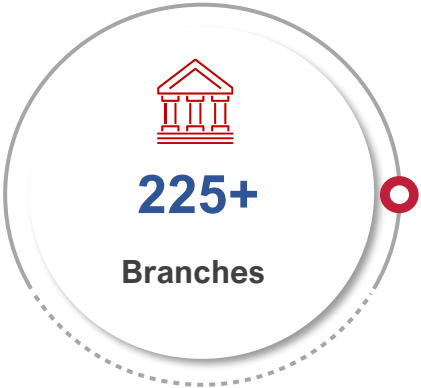
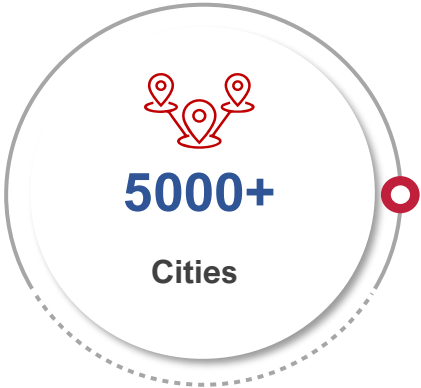


- Fastest growing SAHI player
- 51% YoY growth in Retail Business

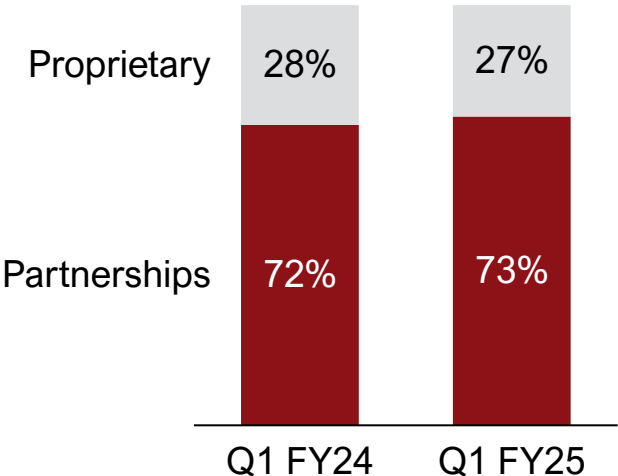
- 41% YoY growth in Proprietary business
- 123% YoY growth in Digital business

- 70% YoY growth in App Monthly Average Users (MAU)
- 84% Digital renewals

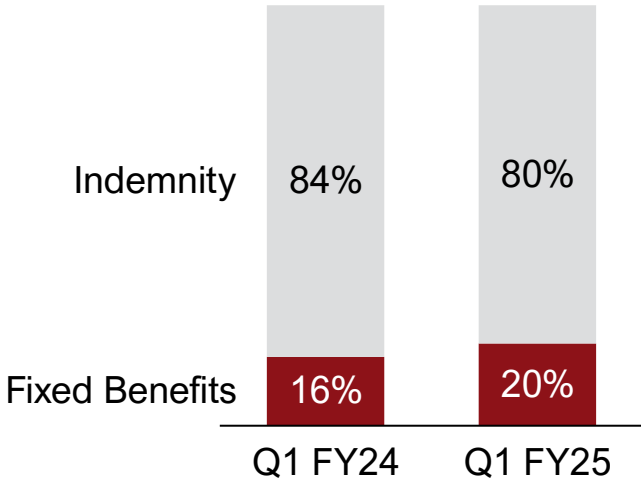
Scaled-up, diversified and digitally enabled distribution



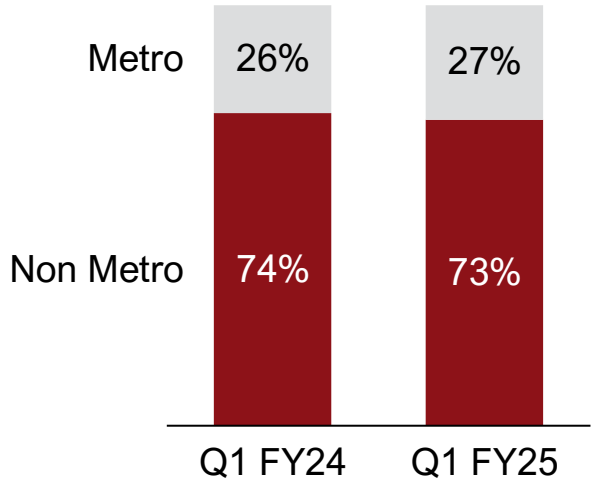
Channel Mix¹



Product Mix

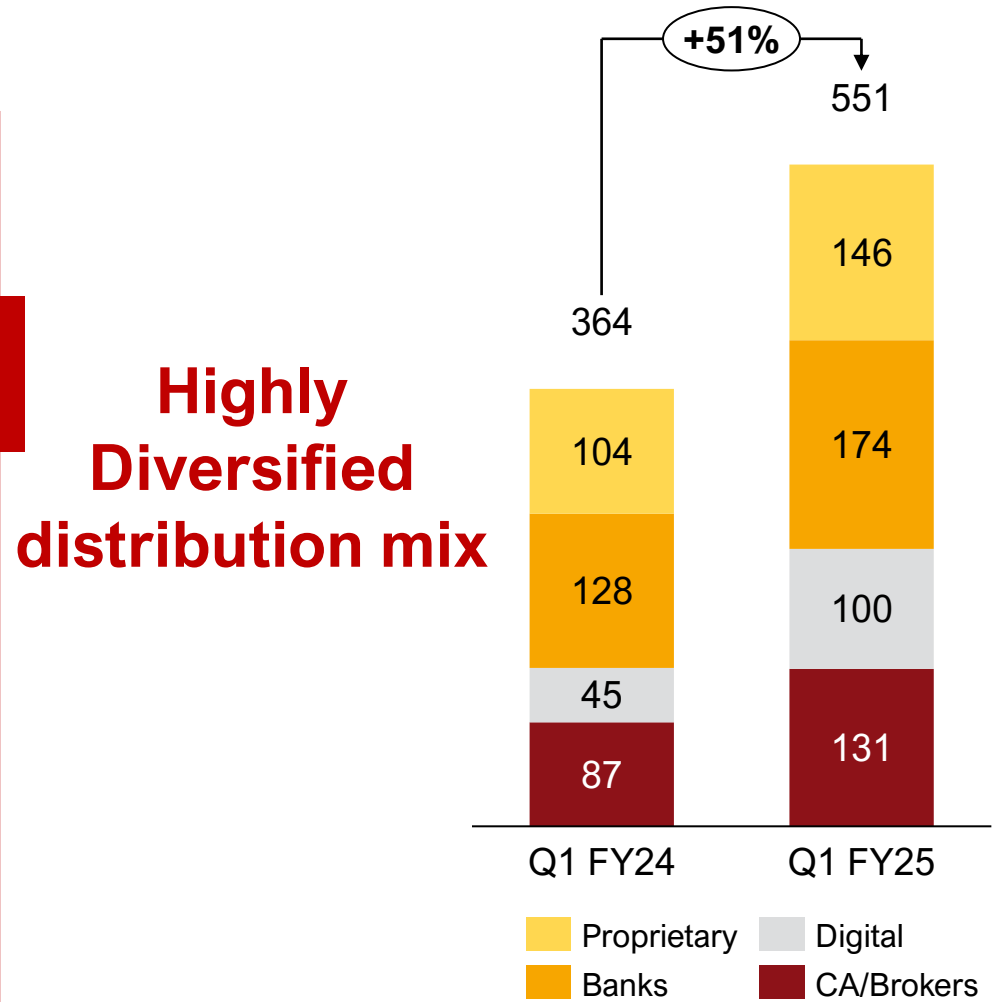


Non-Metro GWP²



1. Proprietary includes Agency, Direct business | 2. Metro refers to Mumbai, Delhi, Chennai, Kolkata, Hyderabad, Bangalore, Ahmedabad, Pune and Surat

Retail GWP (₹ Crores)



Proprietary

Growth at 41 %

Focus on scaling Proprietary channel | Increase in Agent count

Banca

Growth at 35 %

Deepened existing partner relationships | Activating new partners

Digital

Growth at 123%

Launched new products to drive growth

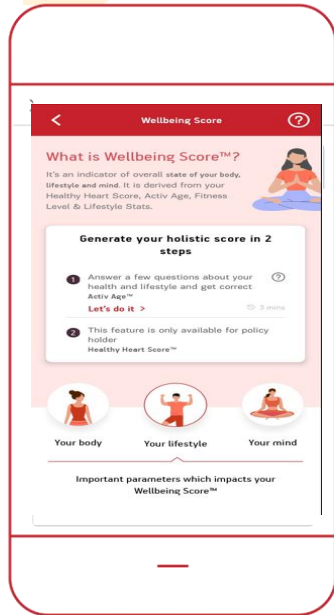
We continue to grow higher than the market...

	Q1 FY25
ABHI	35%
SAHI	25%
Industry	17%

Fastest growing player in Q1 amongst all SAHI players



Know your health



1.4L+
Health
Assessments

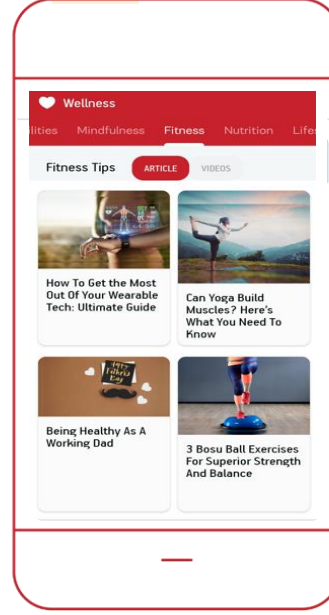
1.3L+
Digital Health
Assessment

16.3L+
Well-Being
Scores

- 105+ Customer data points | 40+ Partners in Wellness Ecosystem
- 30.8%¹ of customers administered Physical Health Assessment (HA) + DHA



Improve your health



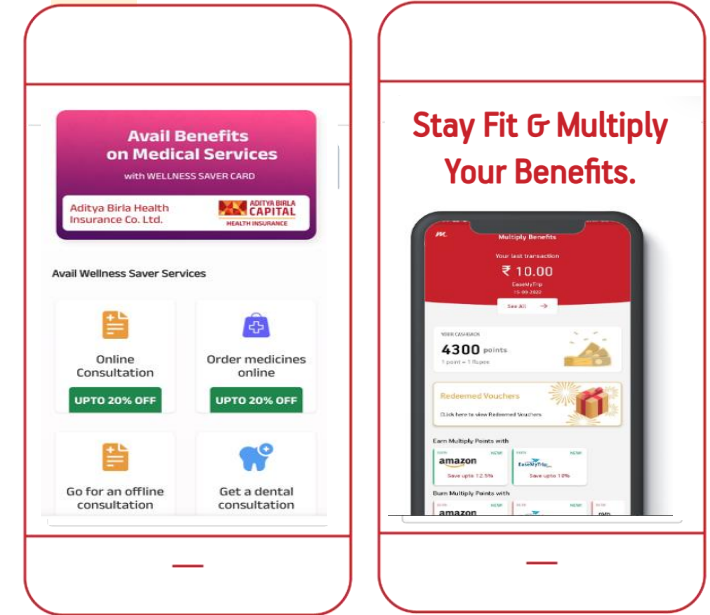
15 bn+
Monthly
steps on App

1L+
High Risk
customers
intervened

- Higher Persistency by 9.3% & Lower Loss ratio by 5% in the Intervened Cohort²
- 17.7% eligible customers earning **Activ Dayz**

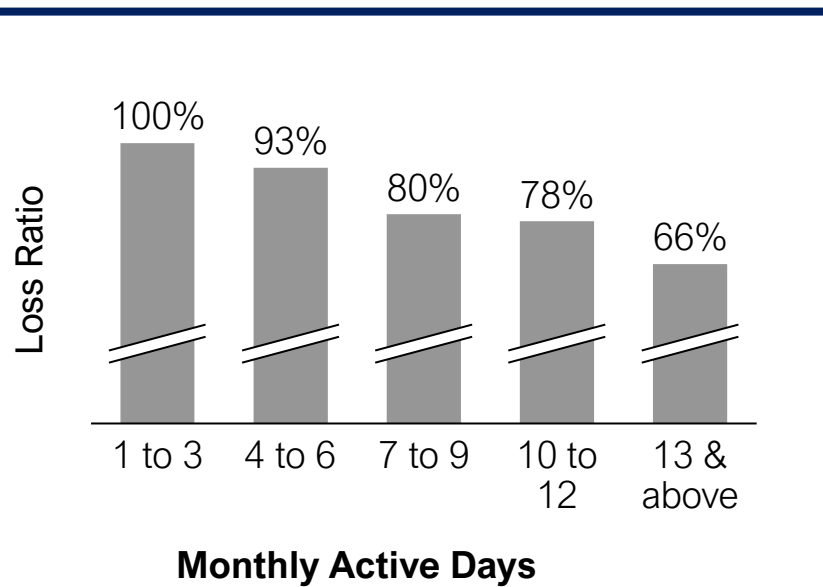


Get Rewarded



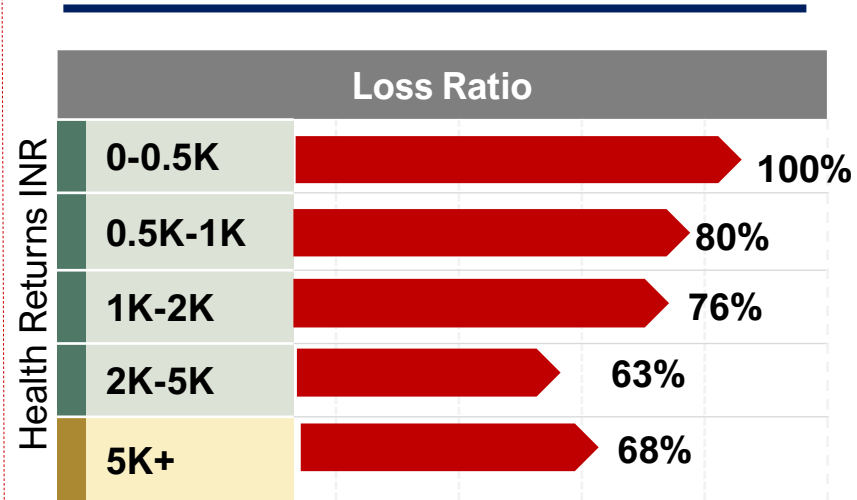
- 6.6% eligible customers earned **Health return**
- Upto 100% HealthReturns™ (Return of Premium)

Loss Ratio* of physically active customers is significantly lower than Inactive



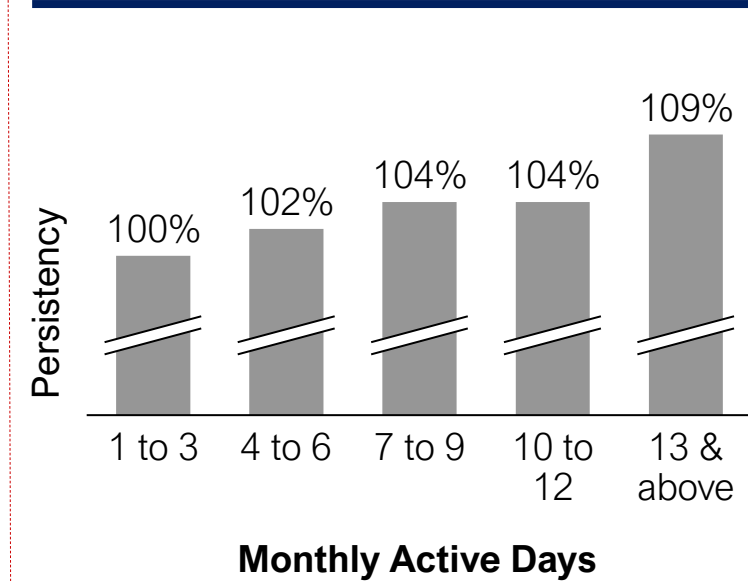
Active Customers have shown better loss ratios than Inactive

Customers earning higher health returns have lower loss ratios*



Customers earning HR have shown better loss ratios than Non-Earners

Persistency of physically active customers is higher than inactive

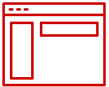


Active Customers have shown better stickiness than Inactive

Risk Stratification (WBS) for 16.3L+ customers | 2.2L+ High Risk customers Identified | 1L+ High Risk Customers Intervened



Improved Biometrics*



22%
Blood Sugar Values



44%
Total Cholesterol Values



36%
Blood Pressure Values



Customer experience



45%
Members doing
Health Assessments



29%
Members Earning YoY
Active Dayz



14%
Members Earning YoY
Health Returns



Financial Impact



5%
Better loss ratio²
in Intervened High-Risk



9%
Better persistency²



~2K
Hospitalizations events
prevented via Health
Coaching
(Rs. 14 Cr savings)

* % of members reporting clinically improved lab values for intervened cohort

*HA, AD & HR is on 12M rolling as of Jun'24 for active intervened customer *LR & Persistency is on 12M rolling as of Jun'24,
*High risk customer intervened is on ITD basis *Hospitalization averted is on 12M rolling as of June'24 | ² Compared to RHI lives



96% Claim Settlement Ratio,
One of the best in Industry



11k+ network hospital,
One of the best in Industry



NHCX claim processing
1st Wave Participant



Top CX* Enhancement
For DHA by FE Brandwagon Awards



Mr. Akhil Mehta
“I've undergone a remarkable health journey through the Activ Health Plan. My dedication to walking 10,000 steps daily has significantly improved my overall health, reducing the frequency of hospital visits. This has been a game-changer for me. Thank you, for being my rock in times of need.”

Mr. Dheeraj Singh Delhi
“Aditya Birla Health Insurance's Activ Health plan has been a game-changer for me. Walking 10,000 steps everyday has really improved my health a lot. I have been earning 100% HealthReturns™ for the past 2 years. Aditya Birla Health Insurance also offered seamless support during my hospitalization. Thank you, for being my rock in times of need.”

Mr. and Mrs. Kapoor
“We've always prioritised our health, but the Activ Health Plan has brought about a brilliant change in our lives. Over the past year, by walking 10,000 steps for 325 days, we've earned 100% HealthReturns™, a testament to our commitment to this health journey. What once seemed like a challenge reaching 10,000 steps every day has now become an integral part of our daily routine. This plan hasn't just improved our physical health. It's also positively impacted our social and family life. We feel more energetic, happier, and more connected with our loved ones. Embracing this healthy lifestyle has truly been a transformative experience for us.”

Mr. Abhishek Goswami
“I've left behind my diabetes-related issues thanks to the Activ Health Plan. My Health Coach, Dr. Vidhi, has been instrumental in this transformation, guiding me with a holistic approach to my health. She created a personalized diet plan that catered to my specific needs and has continued to support me through regular check-ups. Dr. Vidhi also designed an exercise plan for me, incorporating cardio, high-intensity training, and stamina-building exercises. Her comprehensive guidance has been crucial in my health journey, and I'm grateful for the positive changes I've experienced.”

& thousands of similar stories...

Activ Health App relaunched with Freemium features

Simplify – Declutter

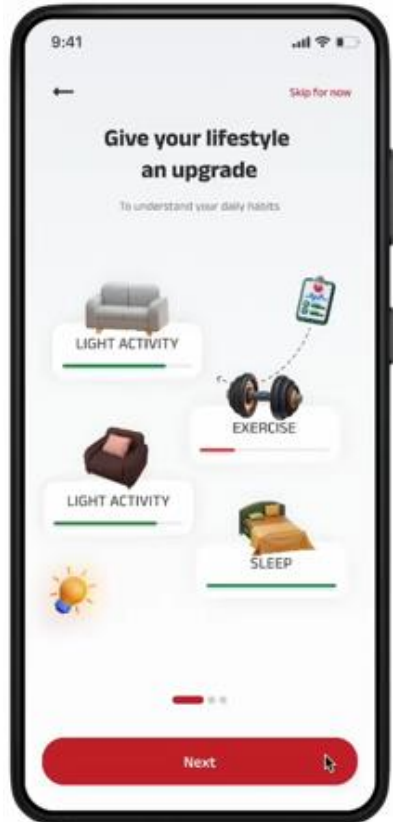
Persona based experience

Keep it Conversational

Establish needs basis data

Engage Before Selling

Data based engagement score



- One-stop Solution for Health & Wellness needs
- In-house built **Native App**
- 4.6 stars** - Play Store rating
- 50+** Partner Ecosystem
- 100+** API Integration
- Policy servicing
- AI/ ML, AR, Hyper personalised

Focus



Revenue



Engagement



Digital Servicing

Key Initiatives & Wins

- Freemium for client acquisition
- Simple, intuitive Buy Journeys
- Digital capability to Cross Sell
- DIY Renewal Journey

- Leveraging Inhouse & Partner Ecosystem
- Hyper personalized engagement
- Leader boards and challenges

- Simplified and contextual journey
- Omnichannel bot
- AI driven document classifier

↑ 131% | YoY App Downloads

↑ 70% | YoY App MAU*

86% | Digital Self-service

86% | Digital Renewals

22% | DIY Renewals

82% | Auto Underwriting

97% | Customer onboarded digitally

100% | Distributors onboarded Digitally

5x | DIY Claims

Enablers

Cross Functional Squads

Data led Innovation Culture

Agile Methodology

Cloud Agnostic

Digital Index

Data Engineering



Data Lake Hub

Data Lake | EDW | Data Catalog
| Data Lineage | BI tool – NLP |
ML Model



Data Governance

MDM | Data Standardization
Data Stewardship | Roles &
Responsibilities | Data Security



Data Literacy

Dashboard Monthly Training |
Dashboard Usage | Last Mile
Data Access



User Empowerment

Real Time Dashboard | Self
Servicing BI | Insights through
NLP

Data Science (Key Projects)

AI / ML based Claim Adjudication

- Provider Tariff digitization
- Dynamic & automated claims processing
- Improvise FWA models for unstructured data

~93%+

Claim processing
within 2 Hr
Discharge

- Lower Claims cost
- Improved Customer Exp

Other Key Projects



Revenue Focus*

2.6x uplift in revenue
from Renewal
propensity



FWA Model*

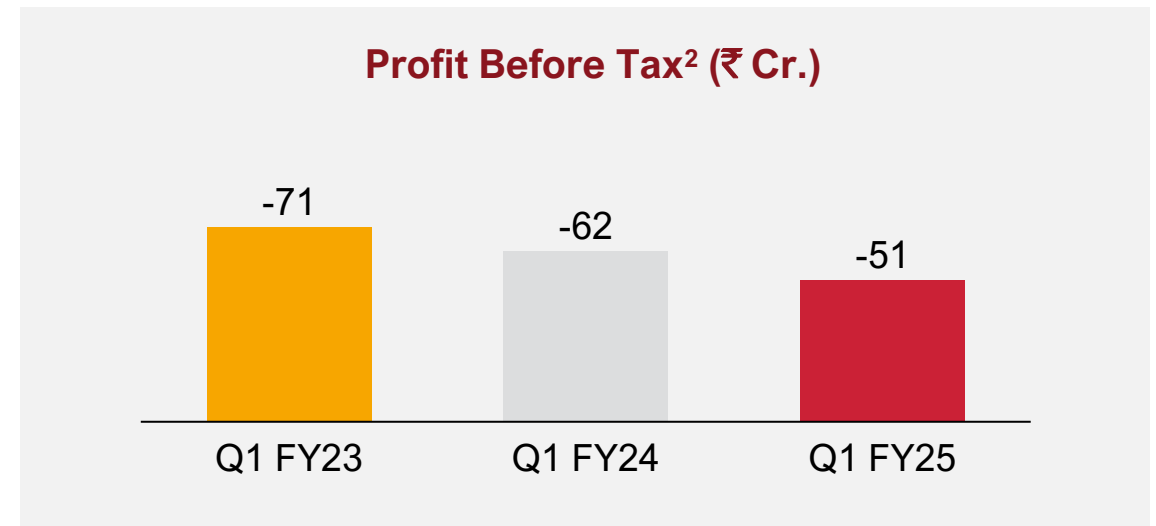
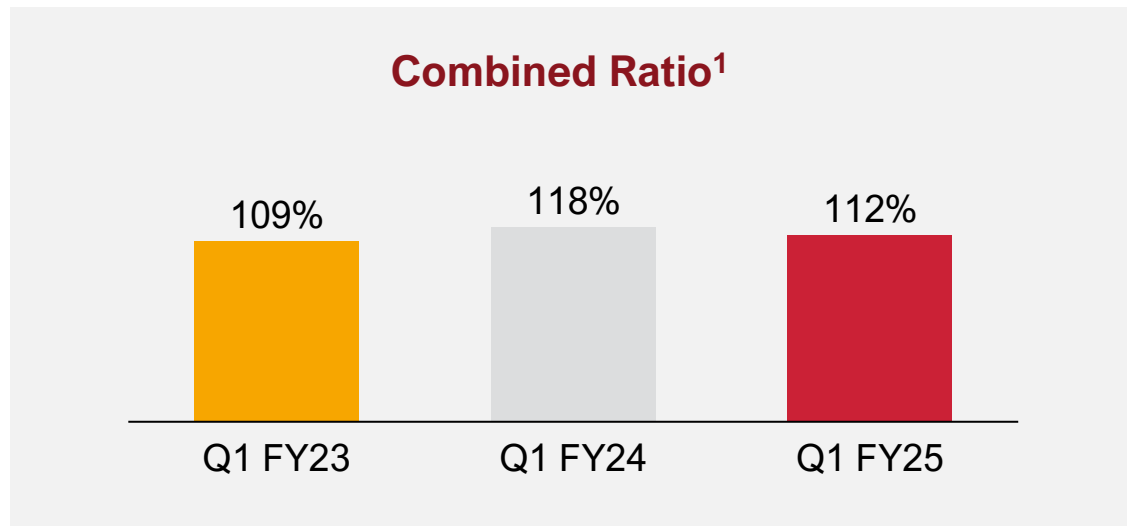
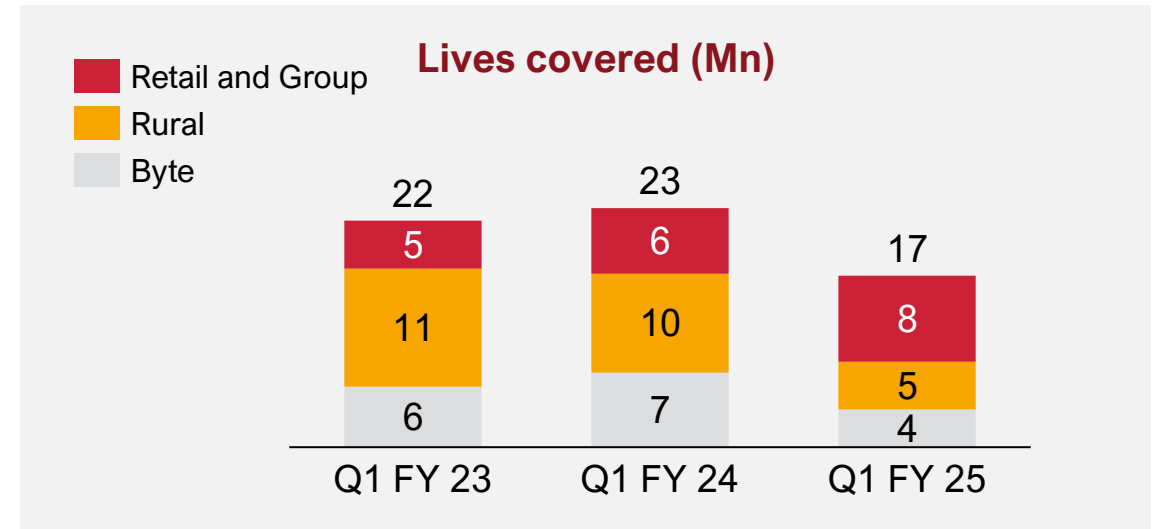
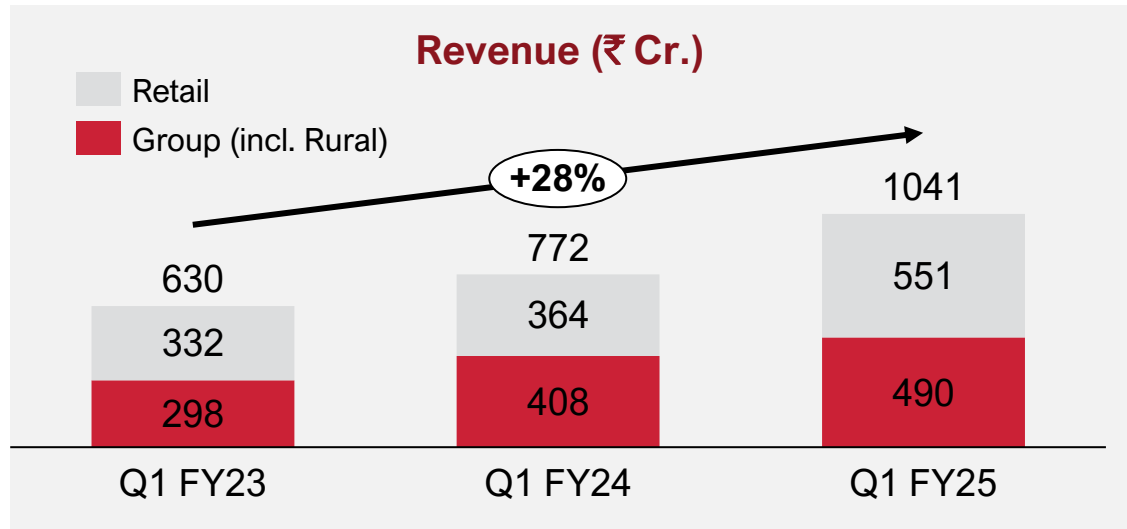
1.6x fraud savings
from refined model



Win back Propensity Model*

2.9x uplift in Win back
revenue

- Multiple similar Projects in pipeline | Claim likelihood propensity Model | Hyper personalized Customer Nudge framework



(₹ In crore)	FY24	Q1 FY24	Q4 FY24	Q1 FY25
Retail Premium	1,915	364	636	551
Group Premium (incl. Rural)	1,786	408	666	490
Gross Written Premium	3,701	772	1,302	1,041
Revenue (IND AS)	3,450	718	1212	981
Operating expenses (including claims) (IND AS)	3,632	780	1123	1,032
Profit before tax (IND AS)	(182)	(62)	88	(51)



Differentiated Health First approach

- Attract Young & Healthy Customer Target Segment
- Incentivize customers for healthy behavior
- Data driven approach for superior customer understanding



Diversified Distribution

- Diversified Distribution with growth focus on Proprietary Business
- Invest in existing Bancassurance partnerships & Acquire PSU bank partnerships
- Grow nontraditional distribution segments



Digital Capabilities

- Digitally enabled Distribution with deep partner integrations
- Customer facing assets for superior customer experience

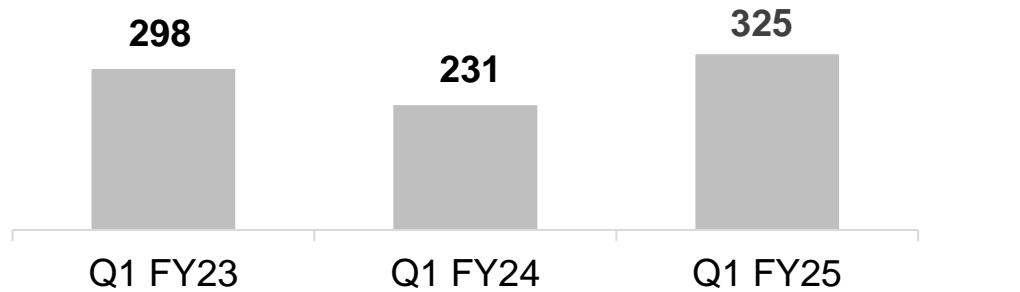


Data & Analytics

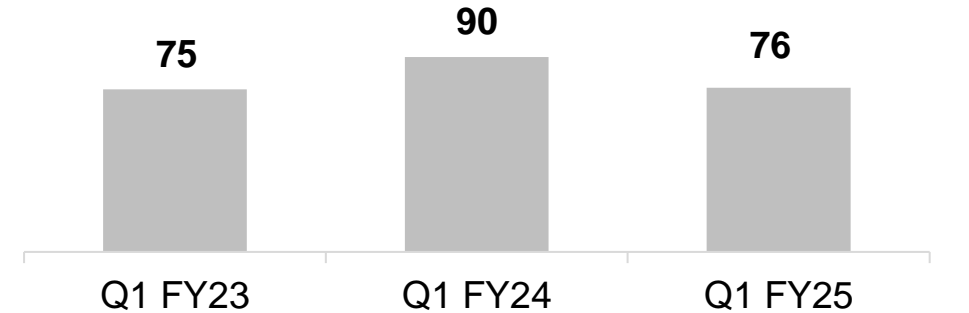
- Analytics based capabilities for revenue generation including PASA, Cross Sell & Persistency models
- Fraud, Waste & Abuse model with advanced analytical tools
- Newer applications for both structured and unstructured data

Other Updates

Revenue



PBT



General Insurance Broking

	Q1 FY24	Q1 FY25	Δ
Premium Placement	1,041	1,183	↑ 14%
Revenue	76	160	↑ 112%
PBT	24	30	↑ 21%

Stock & Securities Broking

	Q1 FY24	Q1 FY25	Δ
# Customers (Active)	~ 74k	~ 89k	↑ 20%
Revenue	79	119	↑ 51%
PBT	13	22	↑ 71%

ARC platform

	Q1 FY24	Q1 FY25	Δ
Closing AUM	3,054	2,882	↓ 6%
Revenue	52	36	↓ 31%
PBT	39	23	↓ 40%

Consolidated P&L – Aditya Birla Capital



(₹ crore)	FY24	Q1 FY24	Q4 FY24	Q1 FY25
Revenue	34,019	7,045	10,454	8,816
Profit Before Tax (before share of profit/(loss) of JVs)	3,792	848	983	977
Add: Share of Profit/(loss) of associate and JVs	304	64	143	81
Profit before tax	4,096	912	1,126	1,058
Less: Provision for taxation	1,090	246	271	293
Less: Minority Interest	104	17	43	20
Profit after tax	2,902	649	812	745
Gain on sale of shares in ABSLAMC (net of tax)	433	-	433	14
Reported Profit After Tax	3,335	649	1,245	759

THANK YOU

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