

Date: 27.01.2025

To,  
The National Stock Exchange of India  
Ltd,  
Exchange Plaza,  
Bandra – Kurla Complex,  
Bandra (E), Mumbai – 400 051  
NSE EQUITY SYMBOL: **PRUDENT**

To,  
BSE Limited,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai- 400 001  
SCRIPT CODE: **543527**

ISIN: **INE00F201020**

**Sub.: Investor Presentation on Un-Audited Financial Results (Standalone & Consolidated) for the quarter and nine months ended December 31, 2024.**

Dear Sir/Madam,

Pursuant to the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a copy of Investor Presentation on Un-Audited Standalone & Consolidated Financial Results and other highlights of the Company for the quarter and nine months ended December 31, 2024.

The same will also be available on the website of the Company at [www.prudentcorporate.com](http://www.prudentcorporate.com).

Please take the same into your records.

Thanking you,

Yours Faithfully,

**For, Prudent Corporate Advisory Services Limited**

**Kunal Chauhan**  
**Company Secretary**  
**Membership No: ACS- 60163**

**Encl.: As Above**



*Prudent*

— Money through wisdom —

A diversified play in wealth management

# Investor Presentation Q3FY2025

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Place  
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DEC 2023 – DEC 2024  
INDIA™

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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.

# About Prudent Corporate Advisory Services

**Prudent**  
— Money through wisdom —

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 1415 highly skilled professionals and 32,457 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 135 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.



## Vision

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



## Mission

To build a strong organization based on our core values of:

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



## Purpose

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.

# Key Management Leadership Team

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## Sanjay Shah

*Chairman & Managing Director*

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



## Shirish Patel

*CEO & Whole-time Director*

MBA in Finance & diploma in Computer Applications, with 24 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



## Chirag Shah

*Non-Executive Director*

Fellow member of Institute of Chartered Accountants of India with 19 years of experience in insurance & compliance sector. Previously been associated with NSDL, joined Prudent in 2004 & has been instrumental in the growth of the insurance vertical.



## Chirag Kothari

*Chief Financial Officer*

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.

# Key Management Board Members



**Karan Kailash Datta**  
*(Independent Director)*

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



**Shilpi Thapar**  
*(Independent Director)*

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



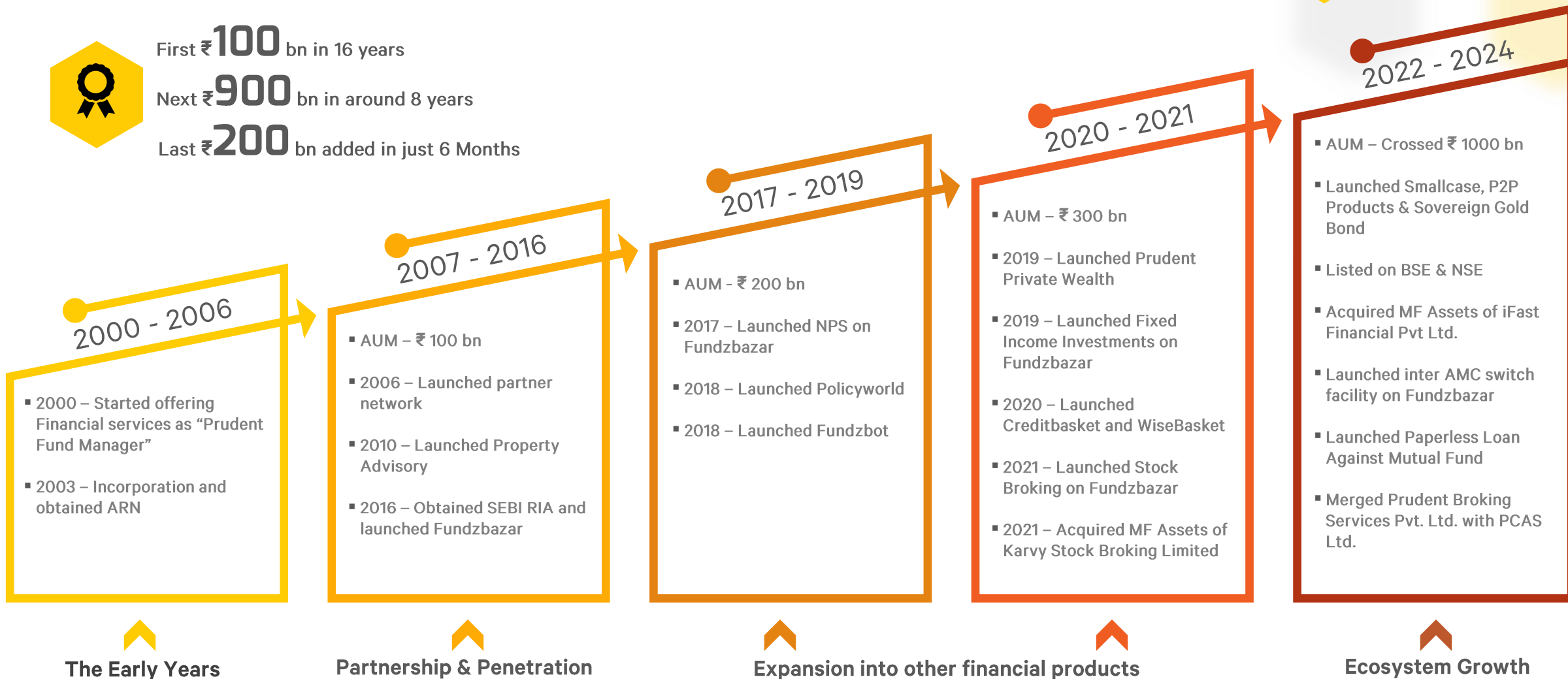
**Aniket Talati**  
*(Independent Director)*

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.

# Our Journey so far



First ₹100 bn in 16 years  
Next ₹900 bn in around 8 years  
Last ₹200 bn added in just 6 Months





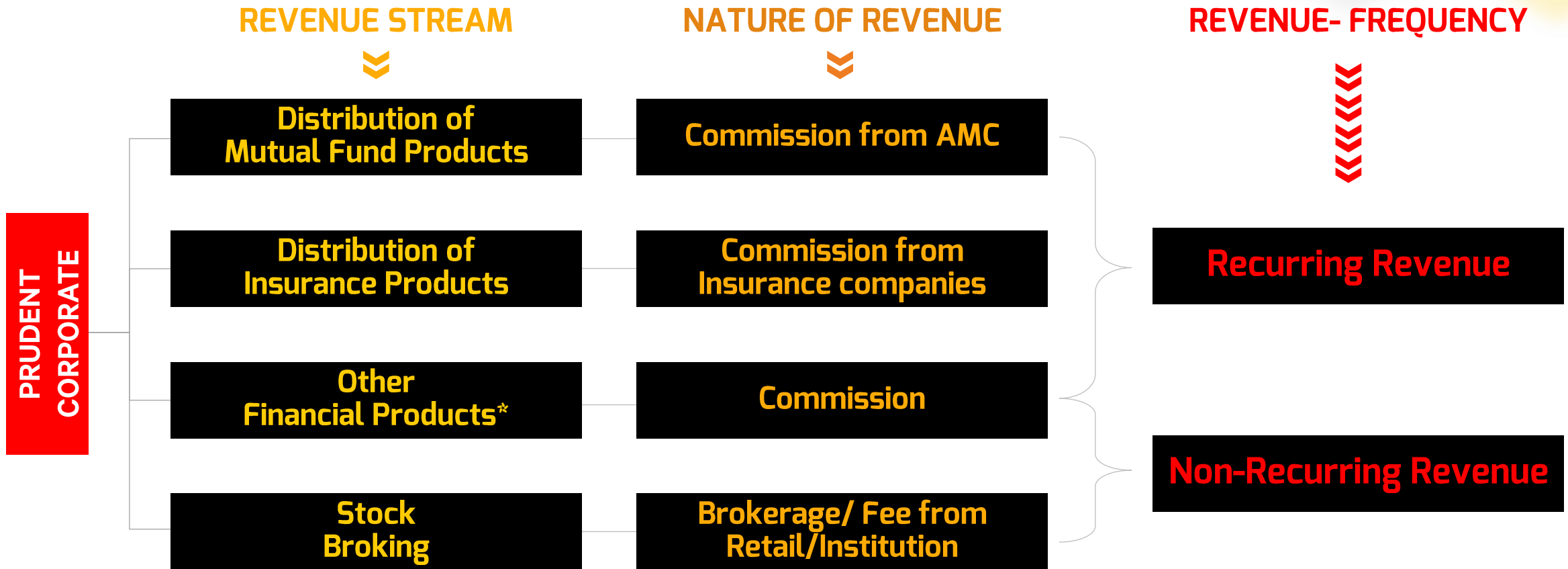
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Investor Presentation | Q3FY2025  
**Business Overview**



# Play on distribution of diverse Financial Products



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

# Mutual Fund Distribution- A Dominant Pie of the Services



## Mutual Funds Distribution

The company follows an “open-source” distribution model, under which it distributes mutual funds of AMCs irrespective of their affiliation or size thus providing their MFDs/Clients with a large spectrum to choose from.

It provides its MFDs/Clients with an array of analytical tools to enable them to make informed investment decisions.



## Vision

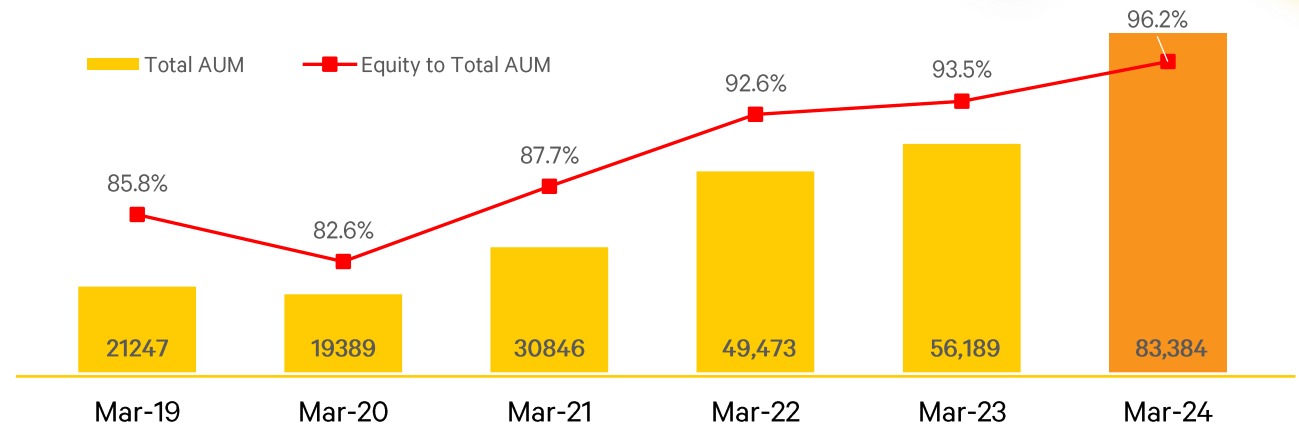
To be the most preferred group in financial services catering to the masses with the help of technology.

### CAMS Ranking as of December 2024



### AUM Growth CAGR of 31% FY19-24

In ₹ Crs



**AUM:**  
₹1,06,271 Cr.

**No. of Investors:**  
18,80,951

**No. of MFDs:**  
32,457

**Monthly MF SIP Flow:**  
₹935 Cr.

**AUM per Investor:**  
₹5,64,998

**AUM per MFD:**  
₹3.27 Cr.

As on 31<sup>st</sup> December 2024

# Other Financial Products- Insurance Leads the pack

## Insurance Distribution

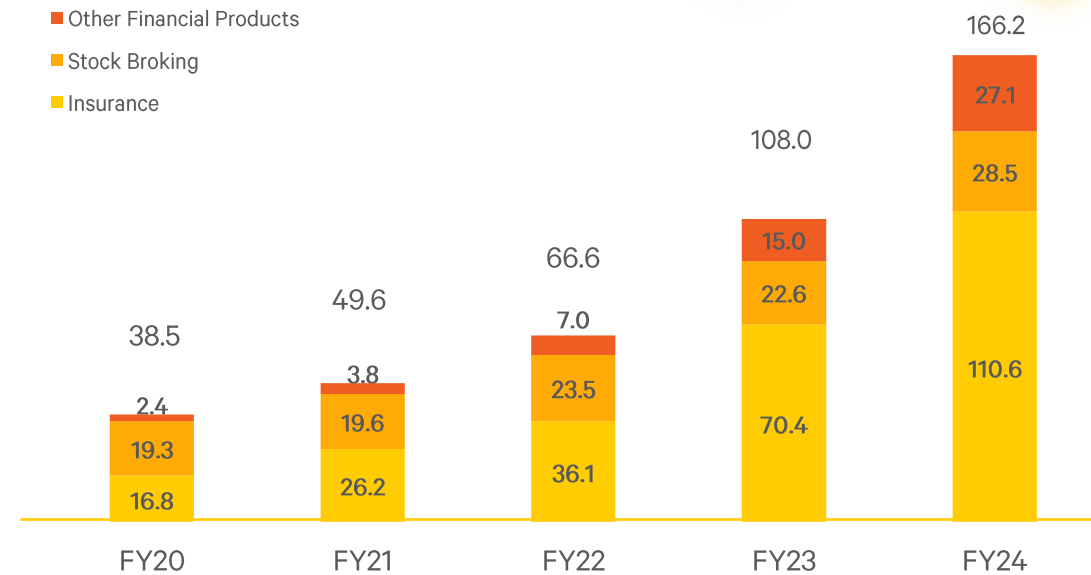
- Gennext- a wholly owned subsidiary is registered as an insurance broker for life and general insurance with IRDAI. It distributes insurance products offered by various life and general insurance companies in India.
- Within life insurance, Gennext focuses on retail products like term insurance & traditional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

## Other Financial Products

- **Stock Broking :**  
Company's brokerage business primarily consists of brokerage services that they offer to retail customers for trading in equities, equity derivatives & currency.
- **Other Financial Products :**  
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 crore



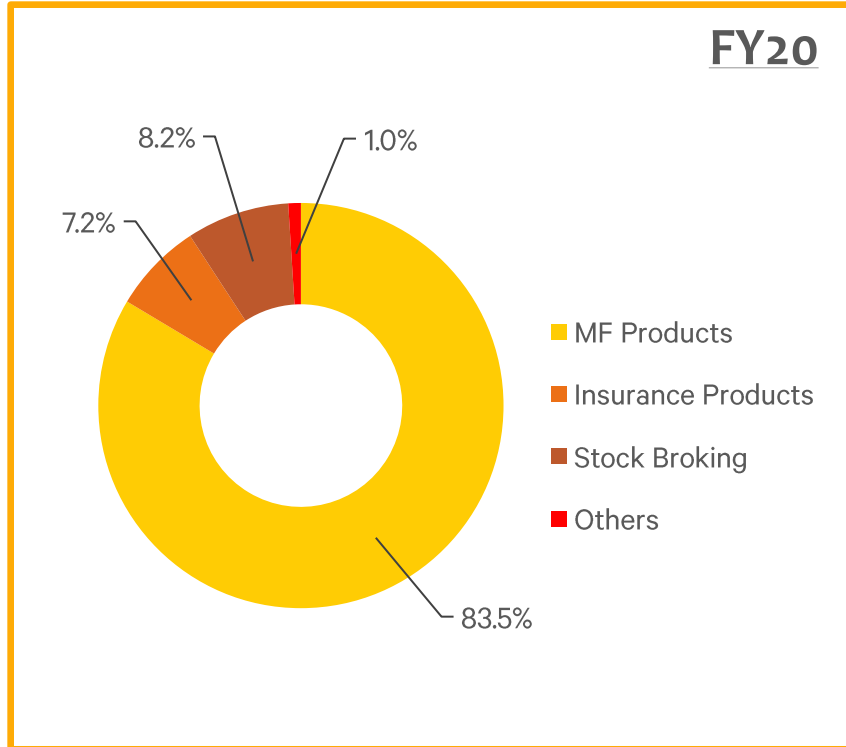
Premium:  
₹ 152.2 Cr.

No. of policies:  
40,797

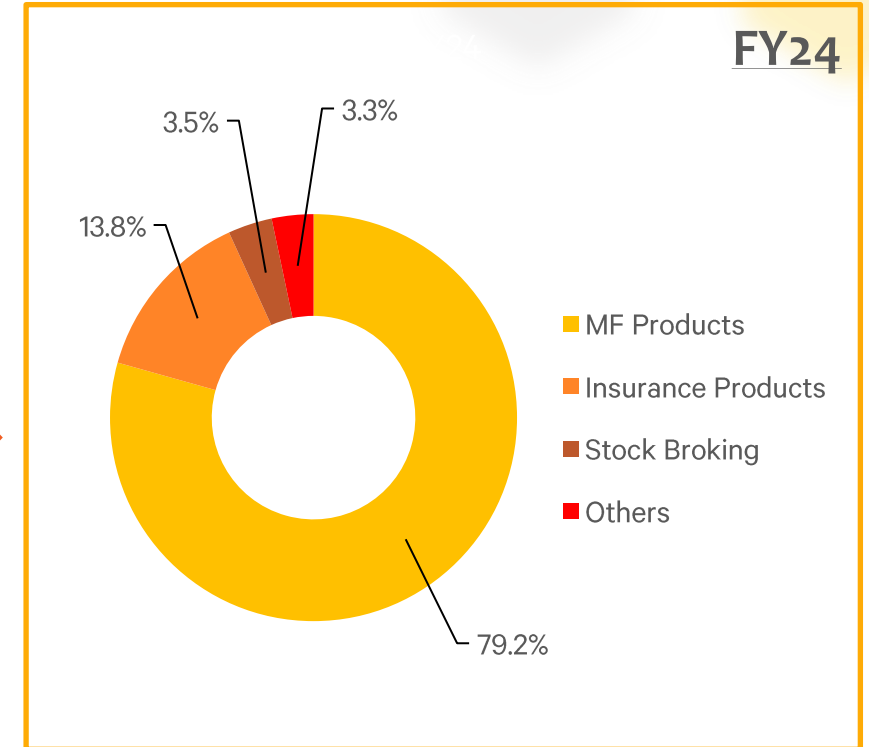
Average premium per policy:  
₹ 37,304

For December 2024 Quarter

# Diversification: “Creating a Second Pillar of Growth”



Increasing share of Insurance products from **7% in FY20** to **13.8% in FY24**



## Diversification has led to:

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



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**Rationale & Strategy**

# Delivering Sustained Performance

A complete ecosystem of Financial Products makes “PRUDENT corporate” a prudent choice for MFDs & Client’s

**A Strong Platform**

+

**A complete Eco System**

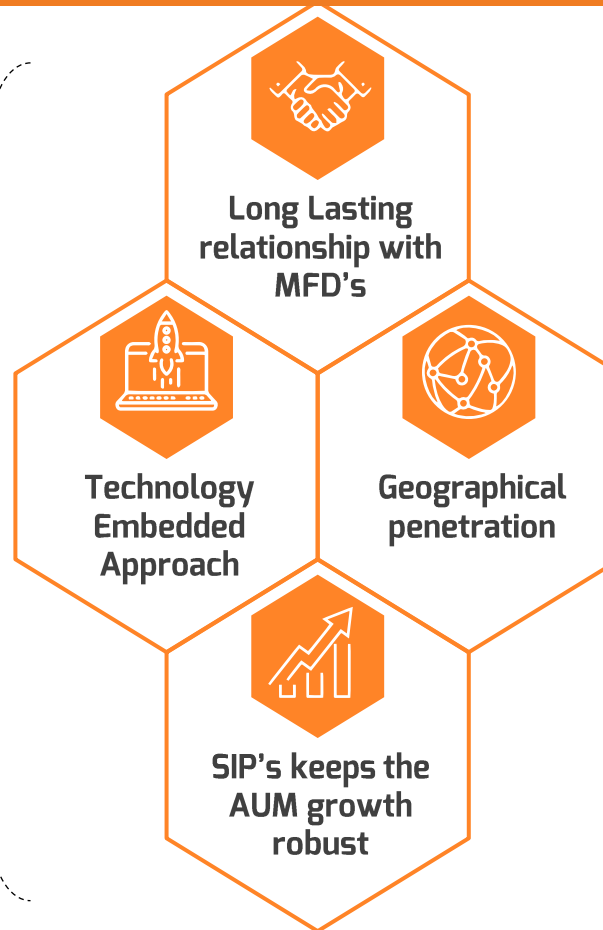
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**A sustainable roadmap**

Unique B2B2C business model bridging the gap between AMC’s, MFD’s and retail customers



+

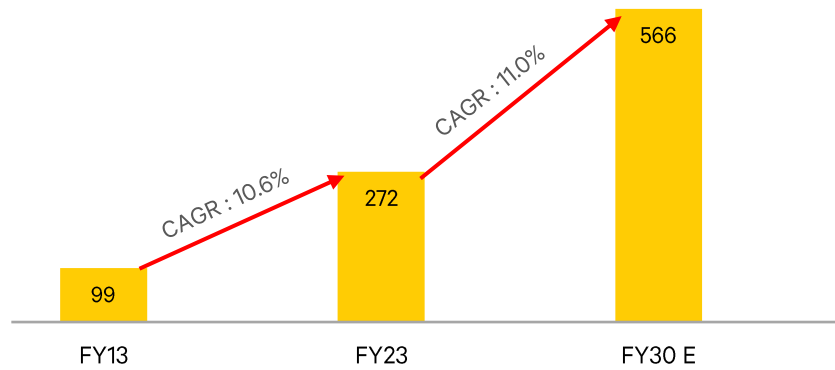


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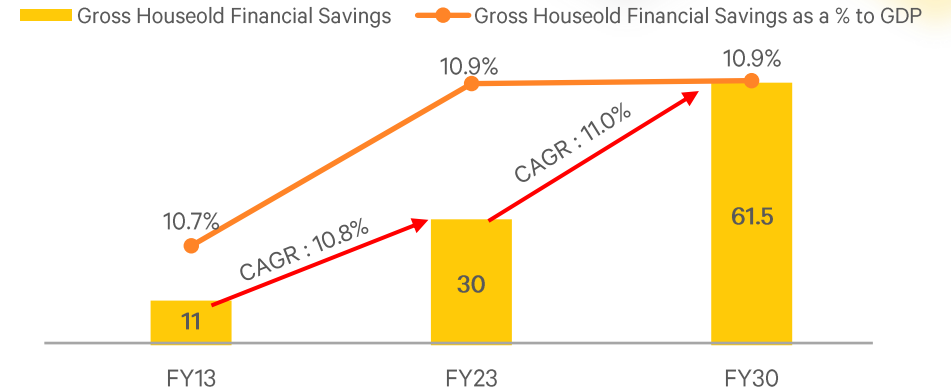


# Future of MF Industry

## Gross Domestic Product (in ₹ trillion)

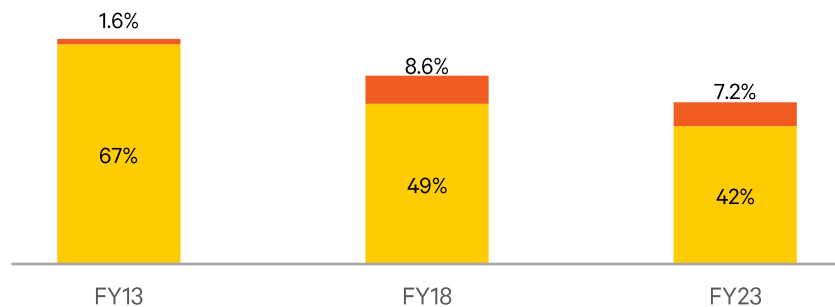


## Gross Household Financial Savings (in ₹ trillion)



## Equity + MF as a % to Gross Household Financial Savings

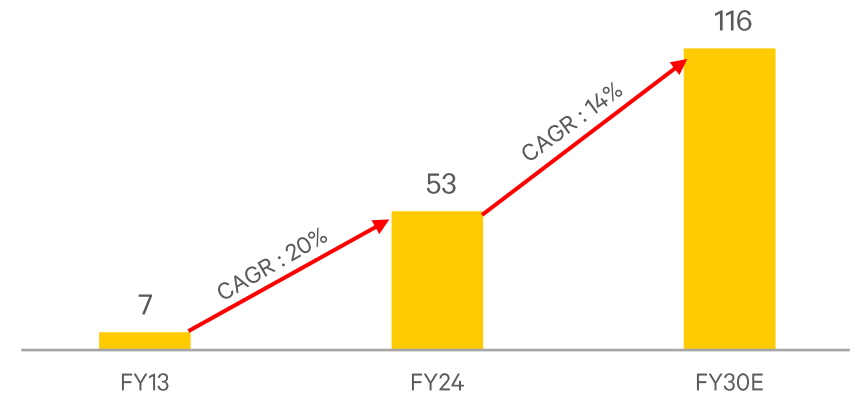
■ Bank FD + Currency ■ Equity + MF



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.

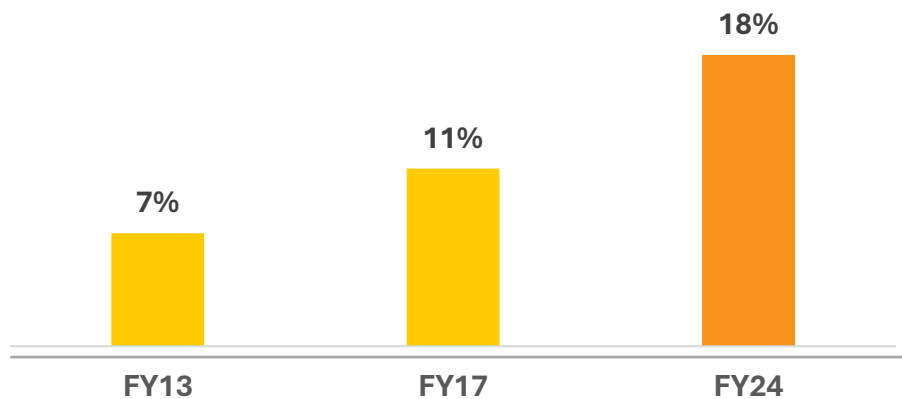


## Mutual Fund AUM (in trillion)

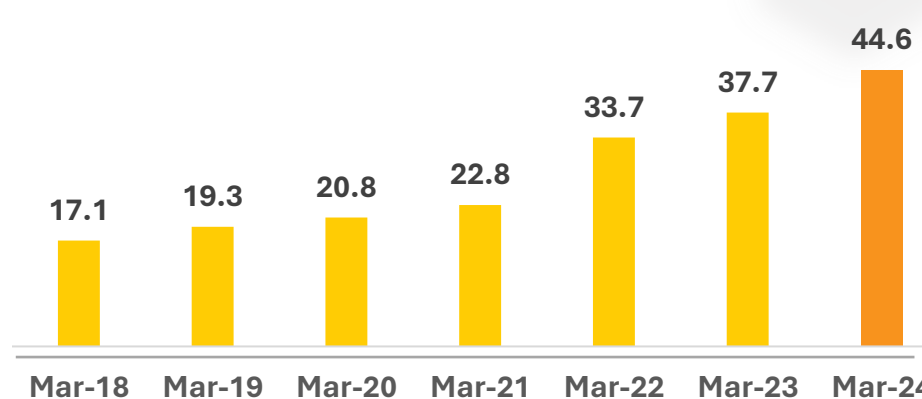


# Industry on an Upturn... But Long Runway Left

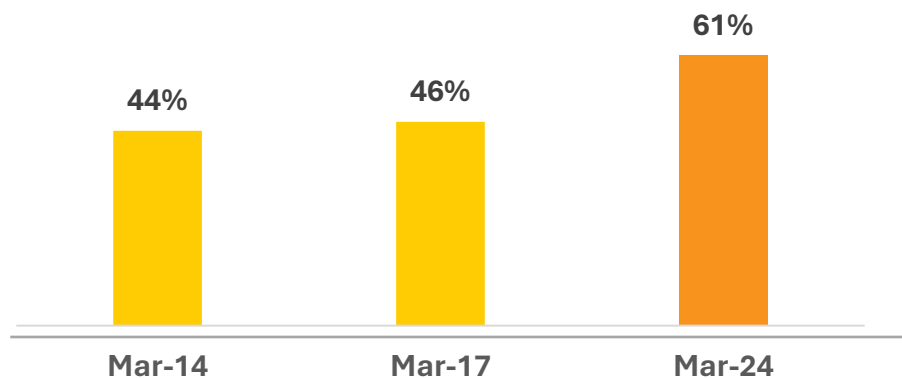
**Mutual Fund AUM as a % to GDP**



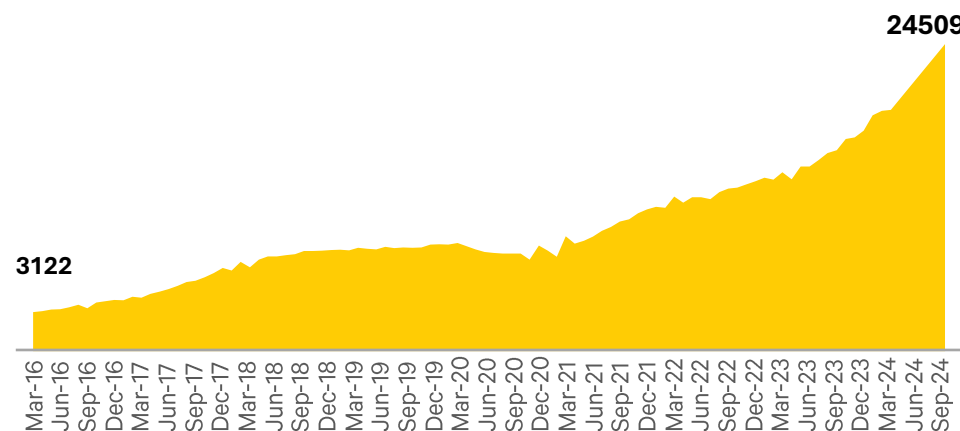
**Unique Investors in MF Industry**



**Retail + HNI Assets in Overall MF AUM**

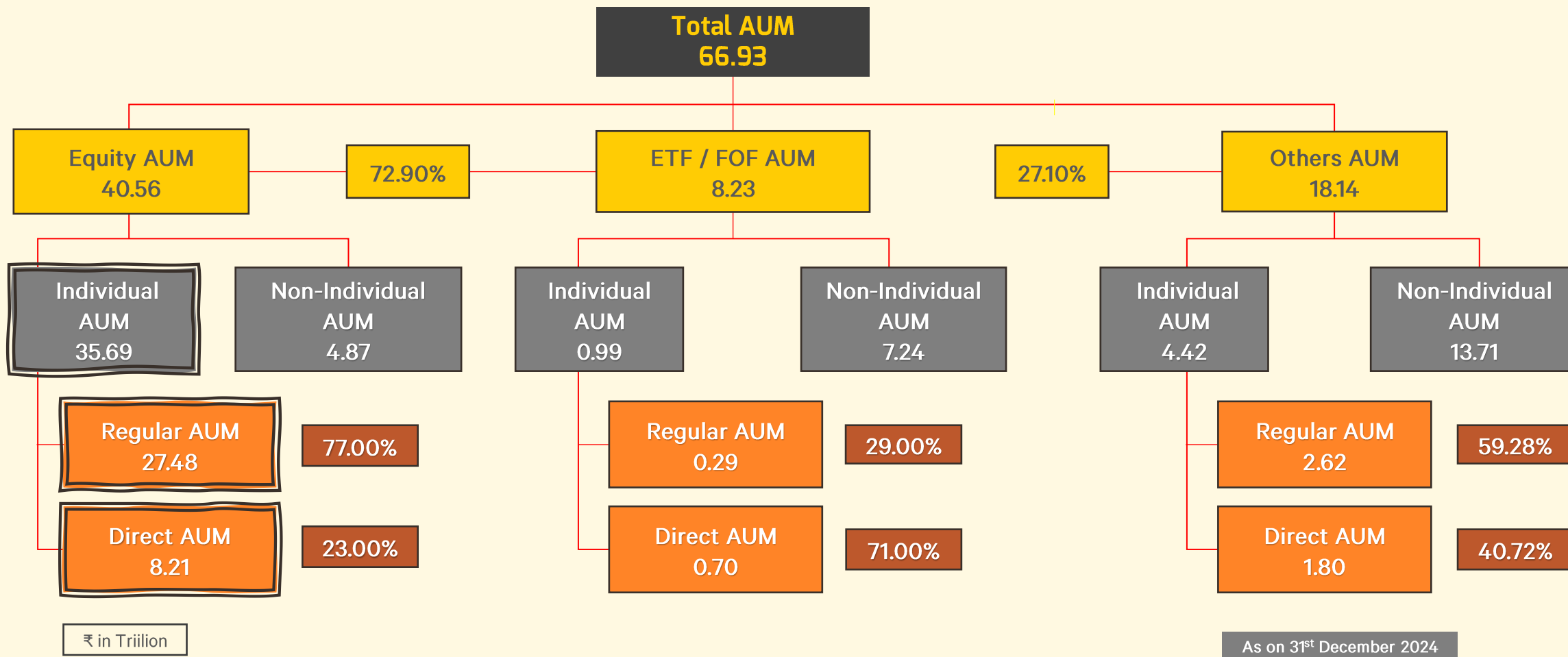


**Flows through Systematic Investment Plan (in crores)**

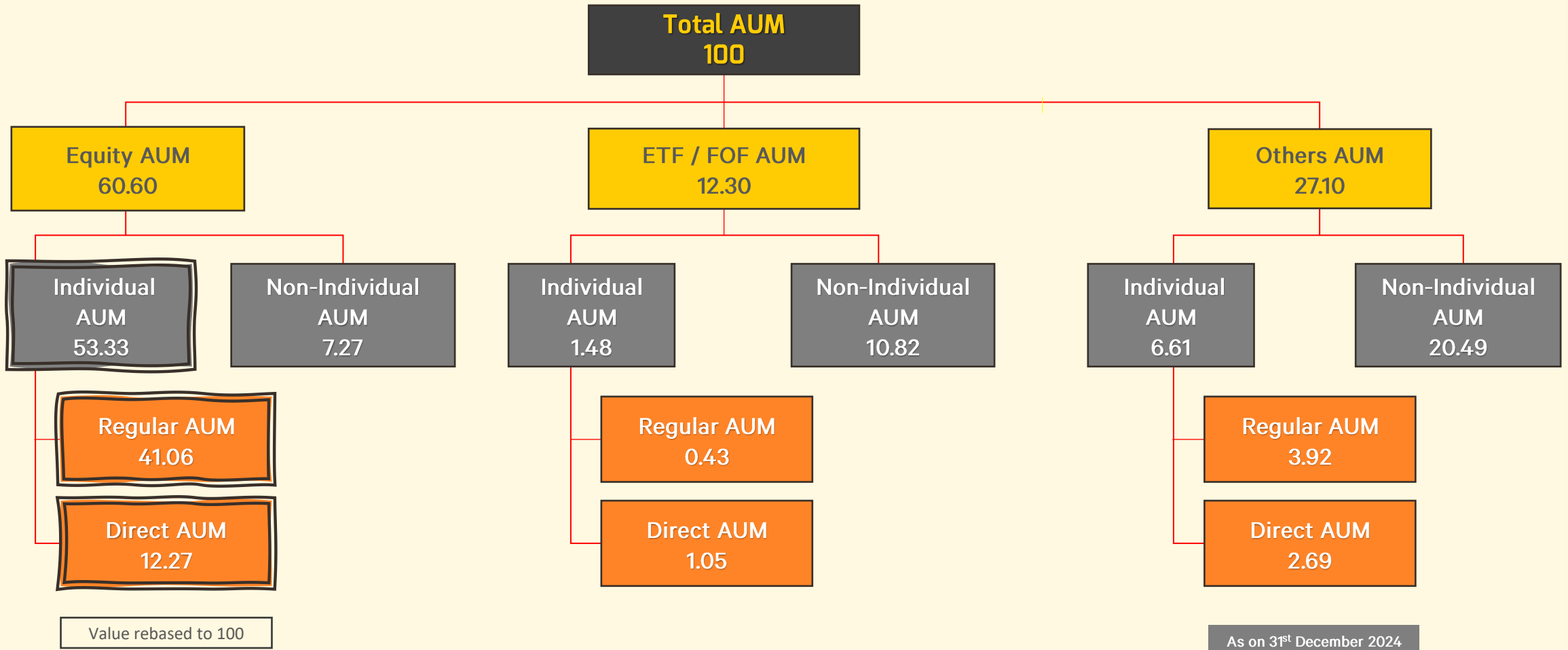




# Individual Equity AUM: A Focus Area for Prudent

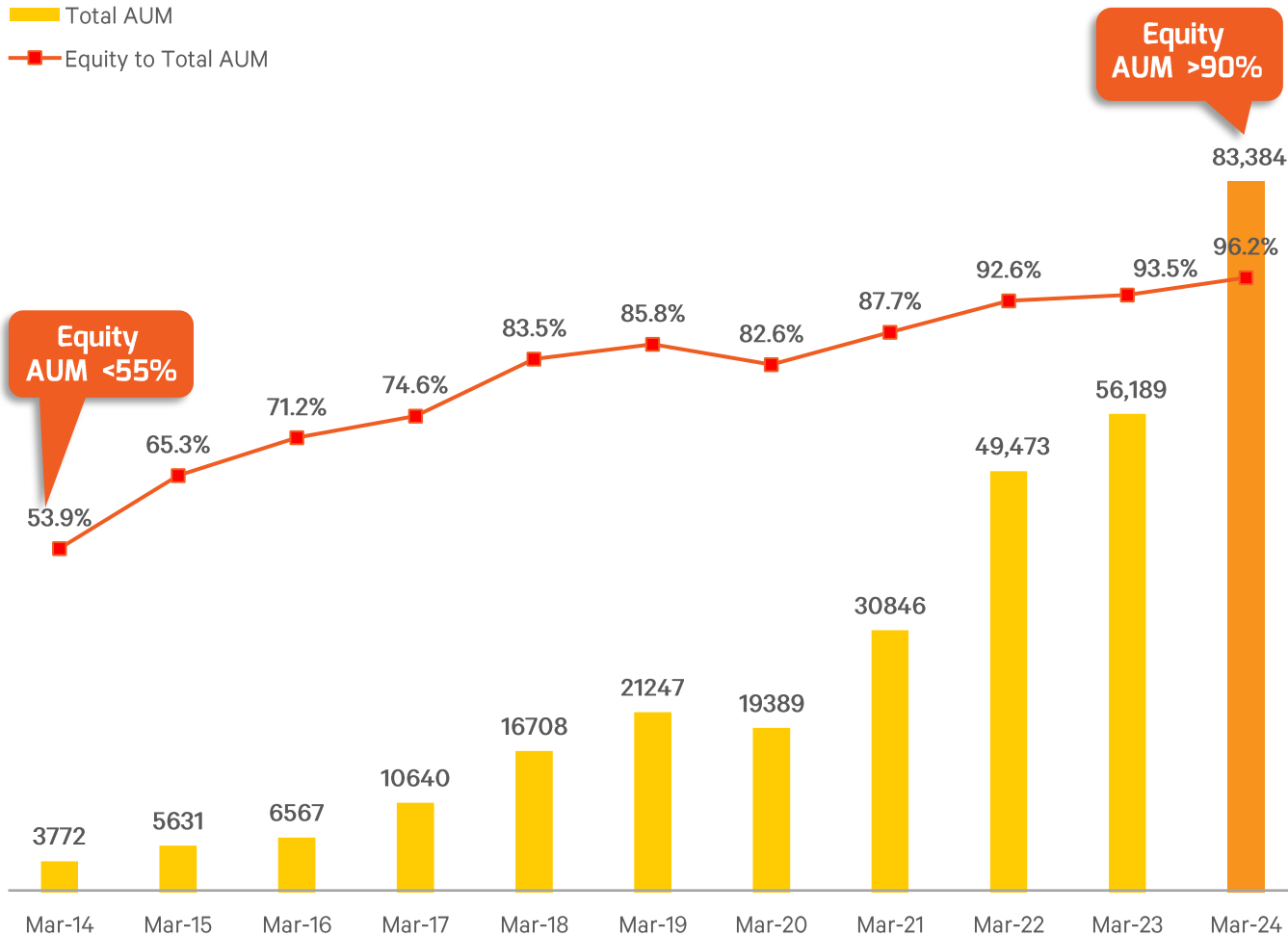


# Individual Equity AUM: A Focus Area for Prudent



# AUM Journey

## A structural Growth story



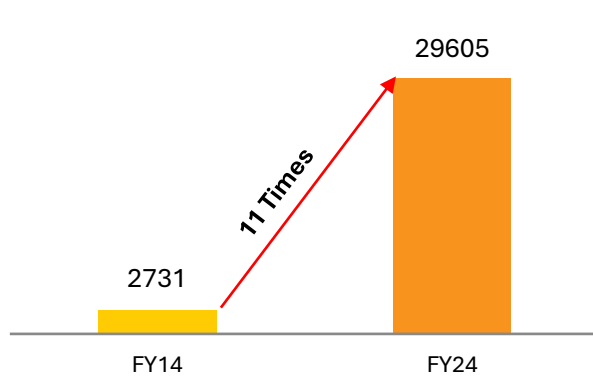
“ Prudent’s AUM grew at CAGR of 39%, versus Industry’s 19% from March 2021-2024 ”

“ Prudent’s Equity AUM grew at CAGR of 44%, from March 2021-2024 ”

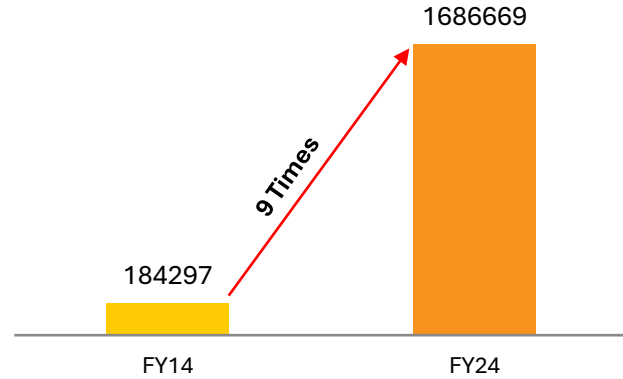
“ From 1.84 lacs clients in March 2014 to 16.87 lacs clients in March 2024 ”

# Decadal Growth

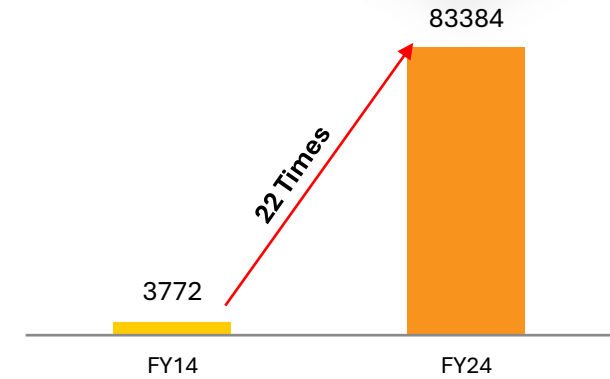
## Partners



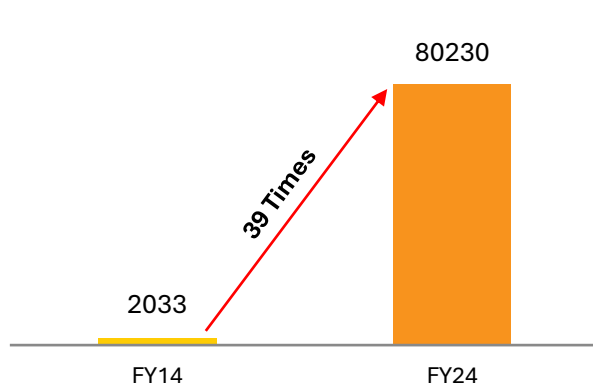
## Customers



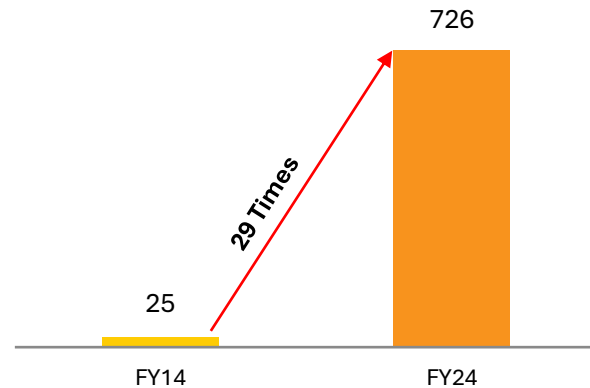
## Total AUM (₹ cr)



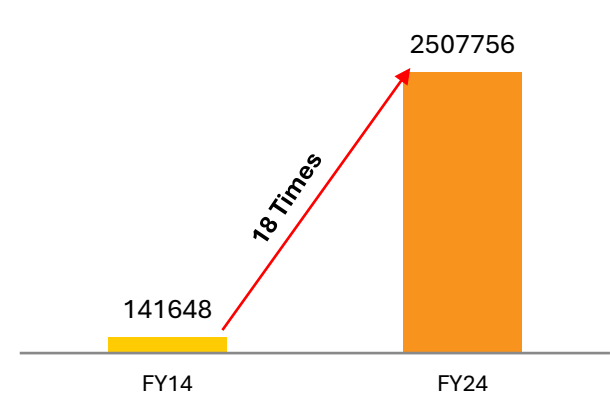
## Equity AUM (₹ cr)



## Monthly SIP Book (₹ cr)



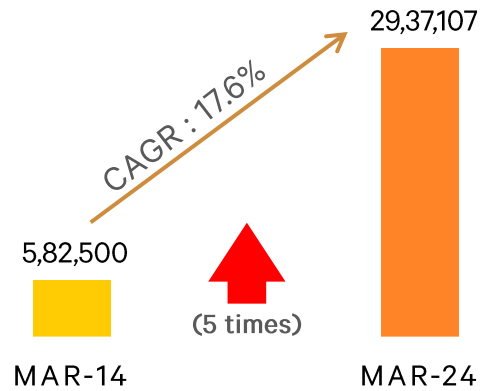
## Number of Live SIPs



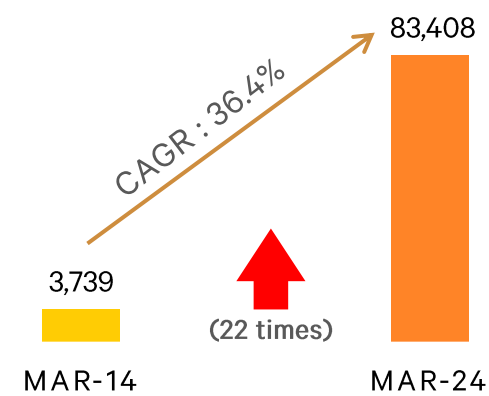
# Scaling Faster

## Prudent's Alpha in AUM Growth of MFD's

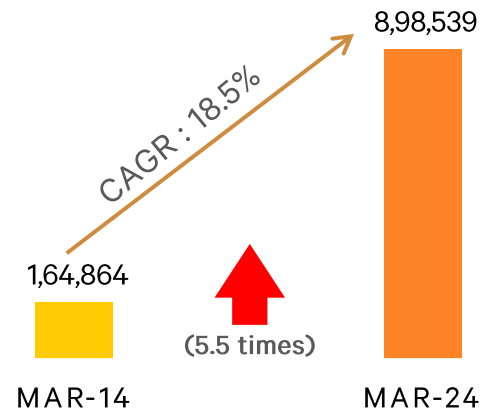
**Regular AUM - Industry (₹ in Crore)**



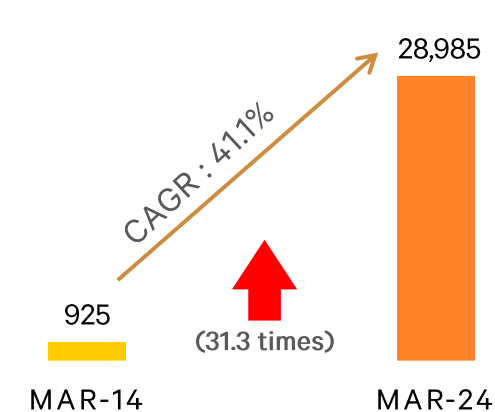
**Total AUM - Prudent (₹ in Crore)**



**AUM Growth of Industry's top 1000 MFDs\* (of 2024)\*\* (₹ in Crore)**



**AUM Growth of Prudent's Top 1000 MFDs (of 2024)\*\* (₹ in Crore)**



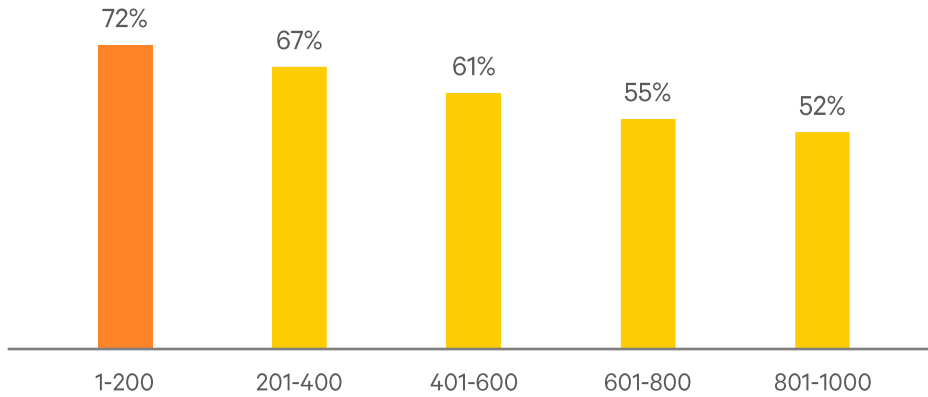
Source : AMFI, HDFC AMC's DRHP, Prudent

\* Industries Top 1000 MFDs excluding Banks  
\*\* as certified by independent chartered accountants, M/s Pramodkumar Dad & Associates

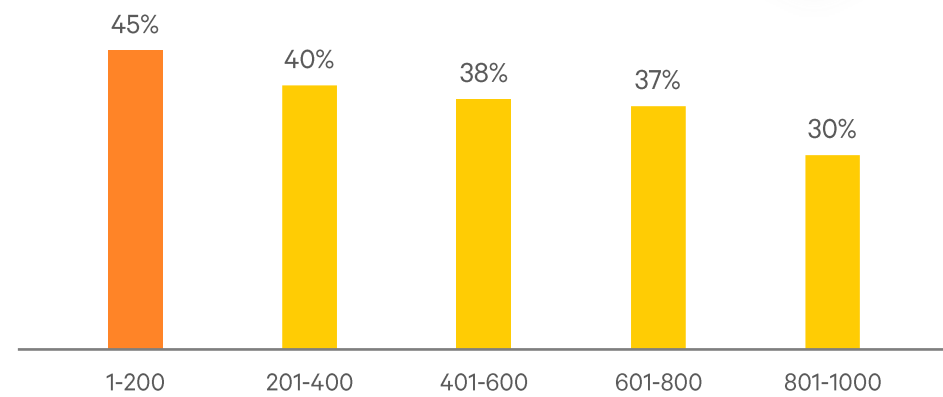
# Scaling Faster

## Prudent's Tech Alpha Accelerating MFD's Growth

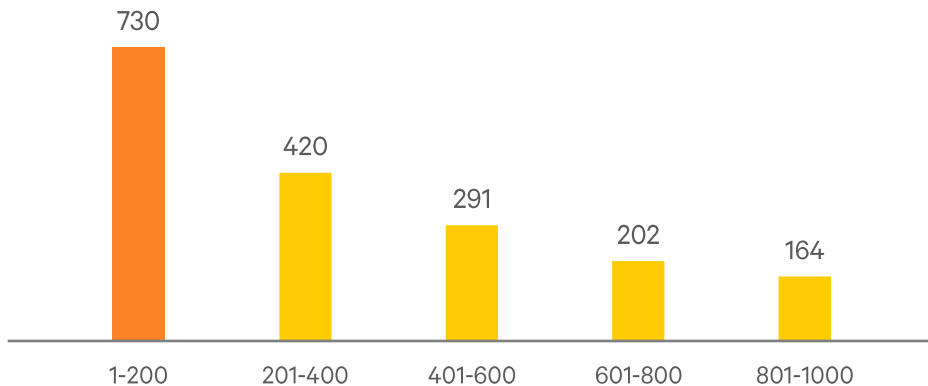
### Contribution of FundzBazar in AUM (%)



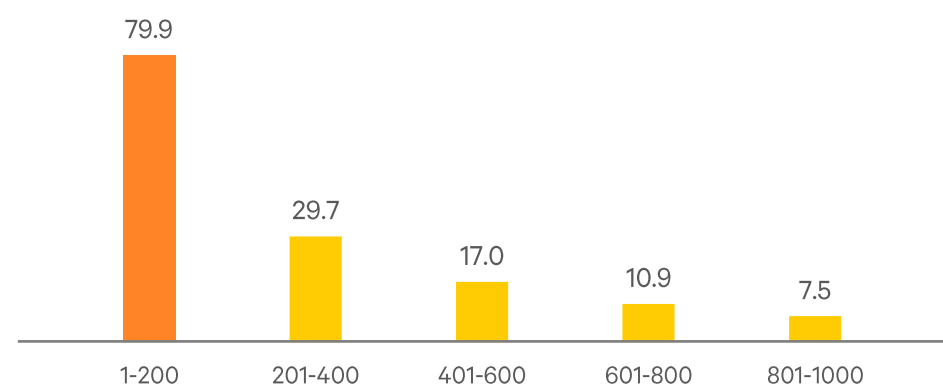
### 10 Year Growth Rate (%)



### Clients Per MFD (Nos)



### AUM Per MFD (₹ Cr)

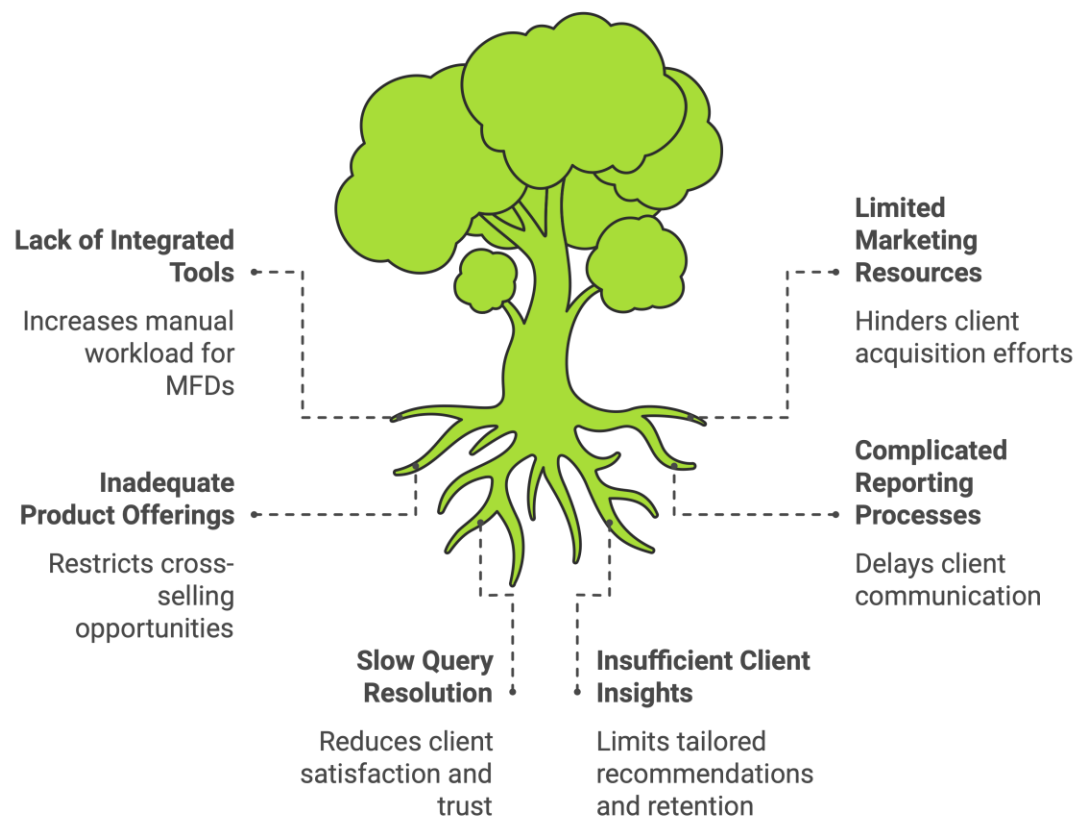


The top 1000 distributors, segmented into five equal groups by AUM rank.

# Overcoming Hurdles

## How Prudent Drives MFD's Productivity

### What are the Root Causes

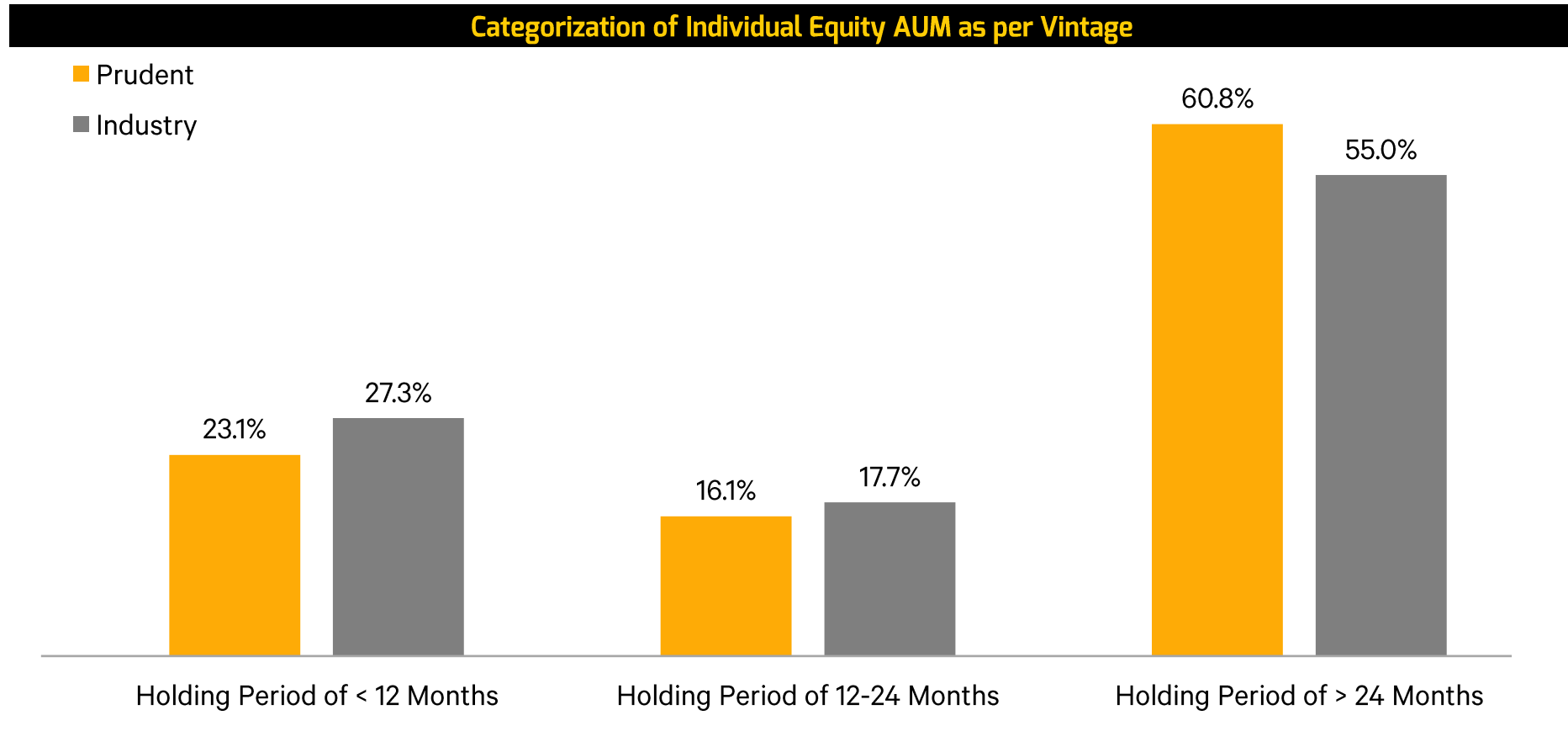


### Solving Issues with Fundzbazar, Prudent Partner Desk, and Expert RMs



# Vintage of Prudent AUM vs Industry

Prudent Individual Equity AUM staying invested for more than 24 months is higher by 580 basis points Versus Industry



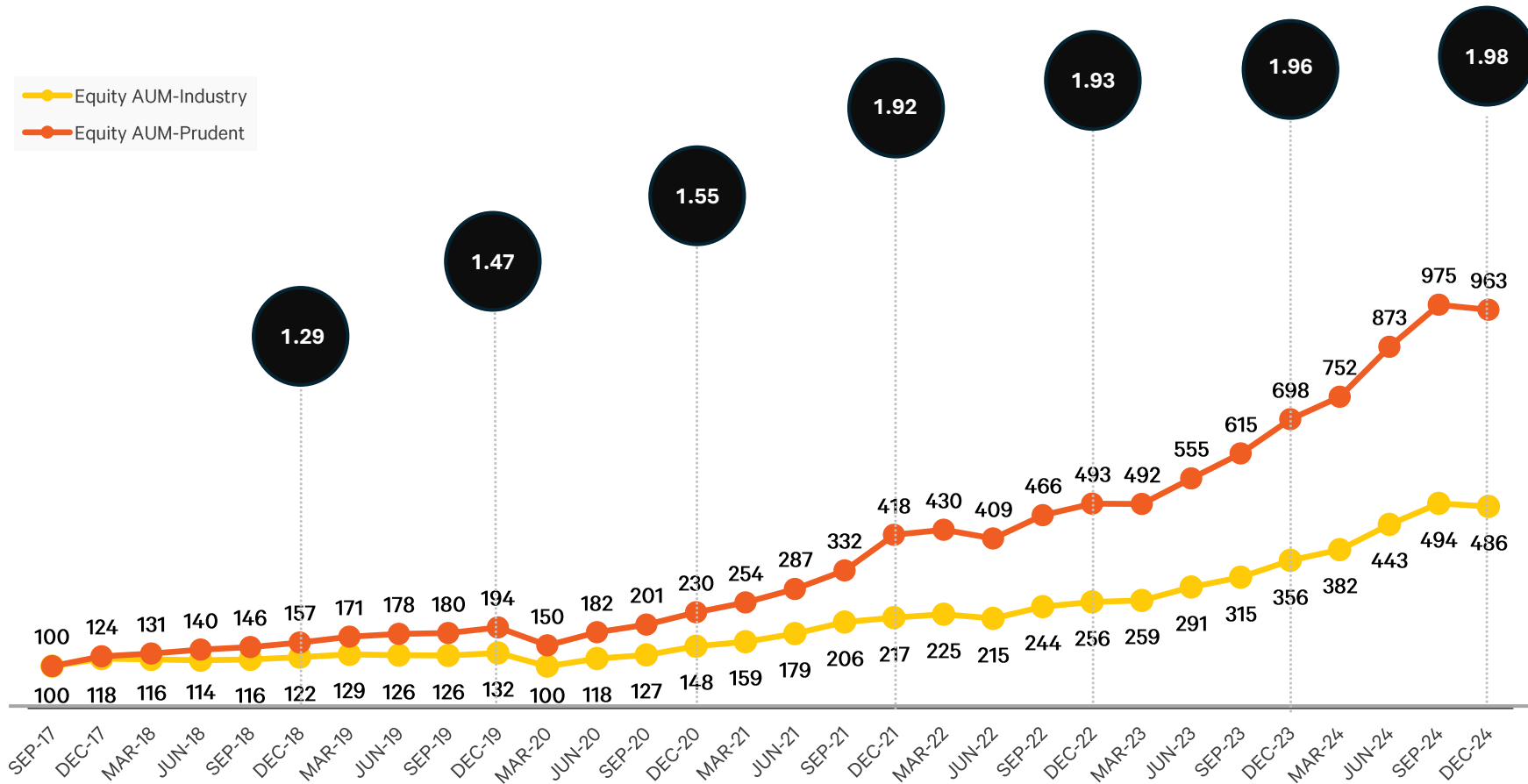
Data as of 30<sup>th</sup> September 2024.



# Prudent Equity AUM

## Growing Double that of Industry

Values Rebased to 100



“ Growing at a pace higher than the industry led by organic and inorganic route ”

# How Prudent Bridged the GAP with Biggies in the last Decade

Peers	Peers commission income compared to Prudent (Value rebased to 100)	
	in FY14	in FY24
HDFC Bank Limited	450	110
NJ IndiaInvest Pvt Ltd	420	260
ICICI Bank Limited	330	50
Kotak Mahindra Bank Limited	280	40
Axis Bank Limited	270	80
Standard Chartered Bank	250	20
Hongkong & Shanghai Banking Corporation Ltd.	240	20
ICICI Securities Limited	210	70
Bajaj Capital Ltd.	130	20
State Bank of India	80	140

Peers	Peers AUM compared to Prudent (Value rebased to 100)	
	in FY14	in FY24
HDFC Bank Limited	590	170
NJ IndiaInvest Pvt Ltd	330	230
ICICI Bank Limited	330	80
Kotak Mahindra Bank Limited	510	70
Axis Bank Limited	260	110
Standard Chartered Bank	270	30
Hongkong & Shanghai Banking Corporation Ltd.	370	40
ICICI Securities Limited	230	90
Bajaj Capital Ltd.	120	20
State Bank of India	260	250

# Factors Behind AUM Growth

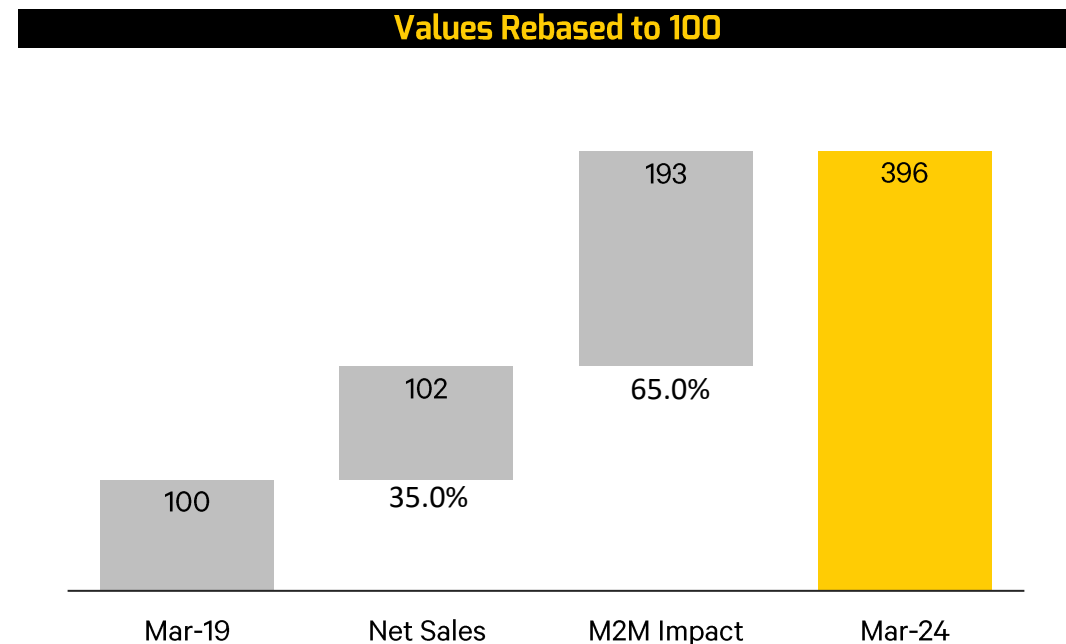
## SIPs Providing Stability to Net Flows

- 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.

Particulars	FY19	FY20	FY21	FY22	FY23	FY24
<b>Total Equity Gross Inflows</b>	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 Mark to Market & Net Sales.



# Prudent Becomes Fourth Largest Mutual Fund Distributor in FY24

Name of the ARN Holder	Total Commission (Lacs)							
	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24
Commission of MFDs per AMFI Data	500041	854974	793760	614654	661575	1042023	1207170	1485347
Growth	36.71%	70.98%	-7.16%	-22.56%	7.63%	57.51%	15.80%	23.04%
Commission as earned by Prudent	9921	21782	23472	22974	26319	44091	58304	73624
Growth	65.42%	119.55%	7.76%	-2.12%	14.56%	67.53%	32.20%	26.3%
No. of MFDs	732	1017	1037	904	1087	1552	1781	2499
Overall Rank of Prudent	<b>#12</b>	<b>#9</b>	<b>#8</b>	<b>#6</b>	<b>#6</b>	<b>#5</b>	<b>#4</b>	<b>#4</b>
Prudent Sharing Commission	1.98%	2.55%	2.96%	3.74%	3.98%	4.23%	4.83%	4.96%
Non-Bank Rank of Prudent	<b>#4</b>	<b>#3</b>	<b>#3</b>	<b>#3</b>	<b>#3</b>	<b>#2</b>	<b>#2</b>	<b>#2</b>



**MFDs covered under this definition include the following who fulfill any of the below criteria :**

- Presence in at least 20 locations
- AUM of at least Rs. 100 crore
- Gross commission of Rs. 1 crore
- Gross commission of Rs. 50 lacs from one AMC

Source : AMFI

# MFDs remain Backbone for the Company's Journey so Far

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

Client



32,457 MFDs



**Prudent**

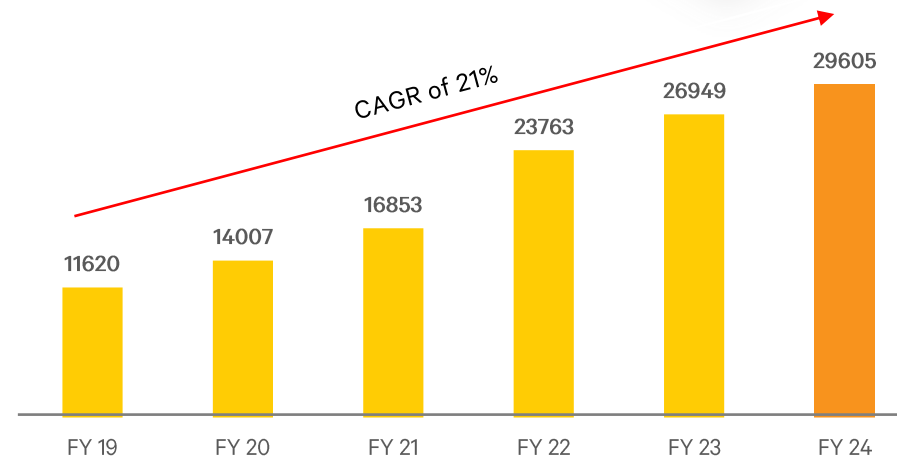
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43 AMCs

- No of individual ARN in India stood at 1,58,369# with every fifth MFD working with Prudent.
- It provides value proposition to the AMCs to source business from retail investors in a cost-efficient manner as it is spread across 135 branches having significant presence in B-30 markets.
- Around 2/3rd of the overall MFD base has joined us in last five years. They have started contributing materially to incremental gross sales & new SIP accretion.

## No. of MFDs



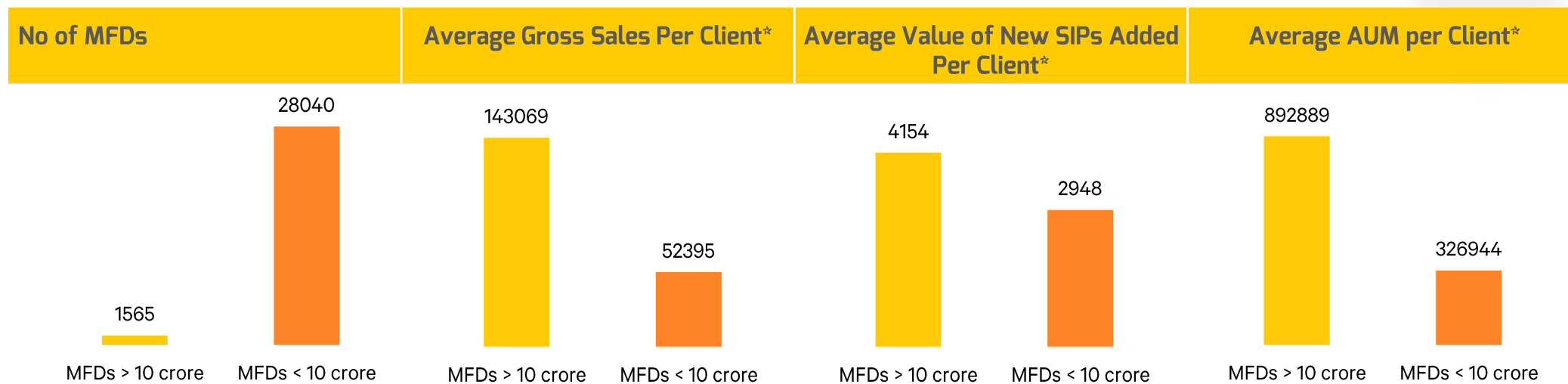
## Experienced cadre of MFDs

	No of MFDs	MFDs to Total MFDs	MFDs as % of MFDs Aum	Gross Sales (April-December 2024)	New SIP Accretion (April-September 2024)
Below 5 years	21,025	64.8%	27.0%	37.9%	39.4%
Above 5 years	11,432	35.2%	73.0%	62.1%	60.6%

Data as on 31<sup>st</sup> December 2024

# As on 31<sup>st</sup> December 2024

# Productivity of MFD Increases Once they Cross the Rs 10 Crore Mark



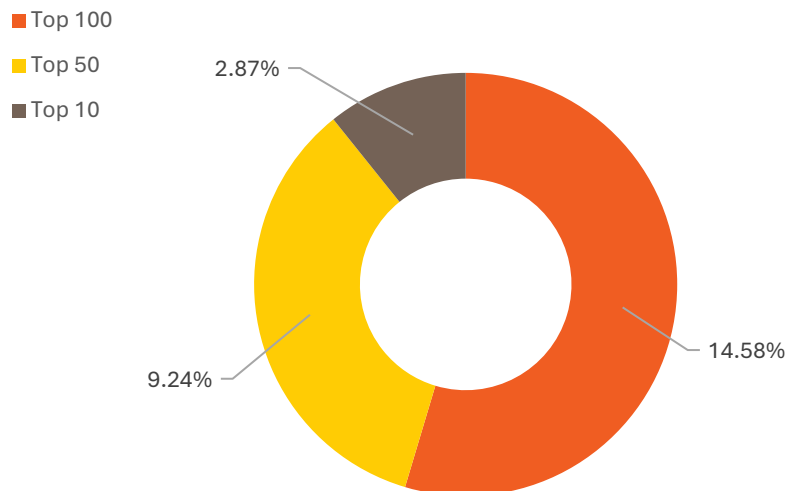
Particulars	Average Gross Sales Per Client	Average Value of New SIPs Added Per Client	Average AUM per Client
MFDs with AUM more than 10 crore	143069	4154	892889
MFDs with AUM less than 10 crore	52395	2948	326944
Difference (in Times)	2.7	1.4	2.7

**As MFDs mature, their productivity escalates significantly. The heightened productivity of mature MFDs propels the growth of Prudent. This trend underlines the importance of nurturing and retaining MFDs, fostering their journey to veterans.**

\* In Rupees.

# MFDs- Diversity bring Sustainability & Stability

## Deconcentrating The MFDs share

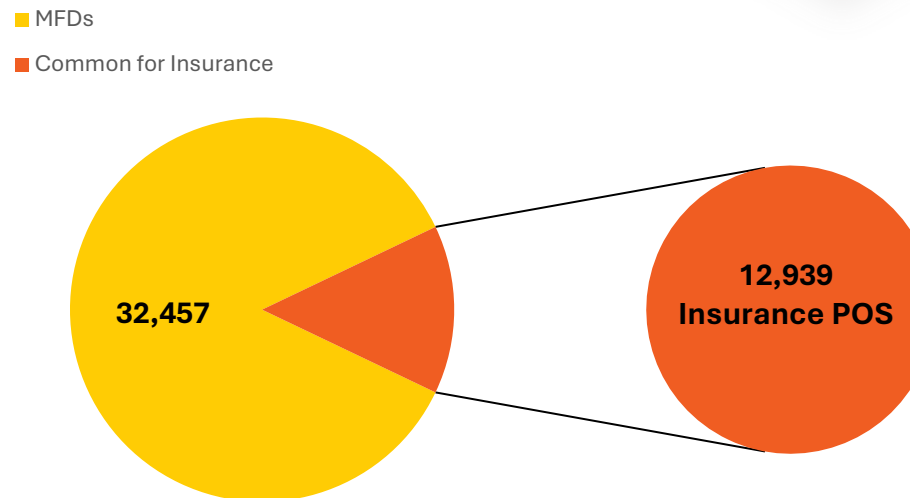


Value proposition offered to MFDs helps increase the MFDs pie every year with existing base stable.

The growing MFD base helps us to deconcentrate the overall MFD structure with top 100 MFDs contributing just 14.58% to AUM.

As of 31<sup>st</sup> December 2024

## MFDs Combining with Insurance

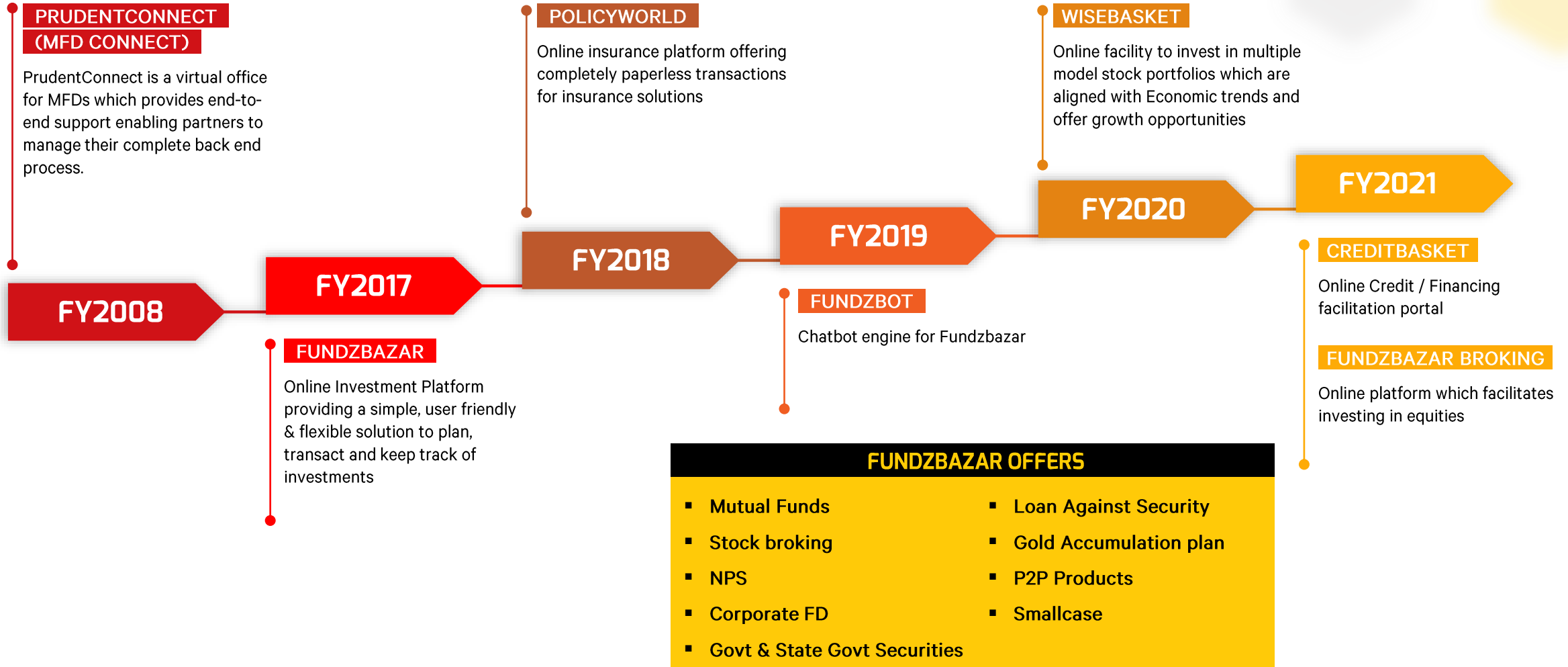


A large MFD base & a multi-product basket platform helps MFDs to cross-sell insurance. Of the 32,457 MFDs, 12,939 MFDs are also POSPs who sell insurance products.

The large MFD base presents significant opportunities to increase the POSP base and to cross-sell insurance products to their existing retail investors.

As of 31<sup>st</sup> December 2024

# Embedding Technology- Multiple Platforms for diverse needs



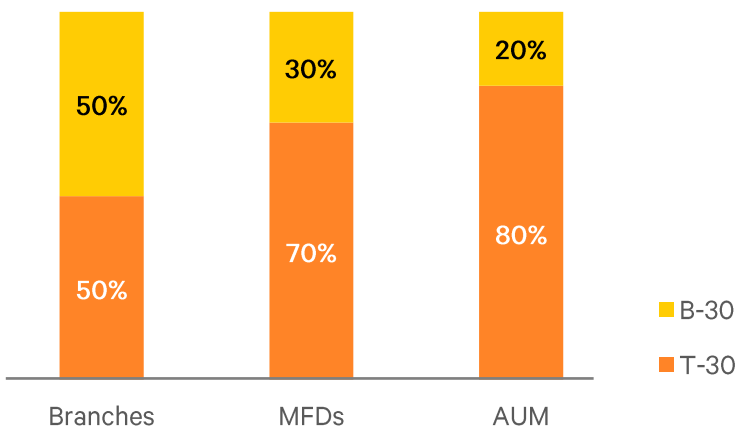


# Geographical presence – Playing on Tier I & II cities

## Getting growth from uncharted and underpenetrated markets

- 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.

### B-30 penetration presents an opportunity to grow



## Our INVESTORS are present across INDIA except Andaman & Nicobar

**36** **100%**  
Out of 36 STATES & UT

**721** **98.50%**  
Out of 732 CITIES / DISTRICTS

**4,474** **85.41%**  
Out of 5,238 TALUKAS

**16,868** **87.39%**  
Out of 19,301 PINCODES



\*As of March 2024

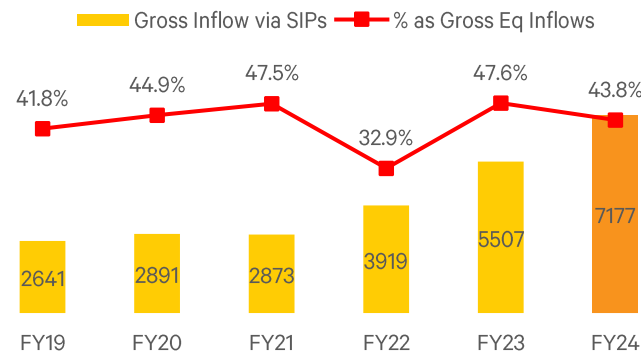
# A SIP Led Equity AUM

## Bringing Stability to Net Flows

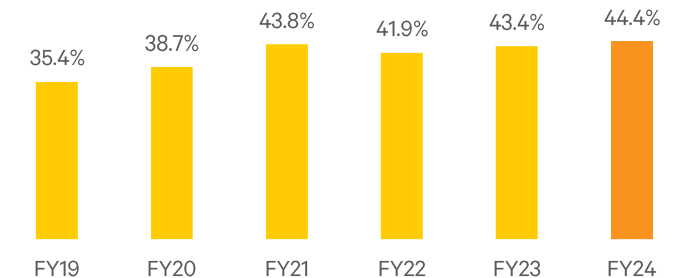
- As on Dec-24, AUM from the mutual fund business stood at Rs. 1,06,271 Cr with 96.6% of total AUM being equity-oriented.
- Since individual investors tend to stay invested for longer periods and prefer equity-oriented schemes, Prudent banks on them for a steady inflow of funds through SIP accounts.
- Historically, net sales number closely trails our gross sales from SIPs. Hence, SIPs provide stability to net sales.
- Monthly SIP flow as of March-24 is Rs 726 crore. Annualizing this, we are expecting gross flows from SIPs of Rs 8700 crores in FY25 which is 10% of the FY25 opening AUM.

### SIP Led AUM Provides Continuity

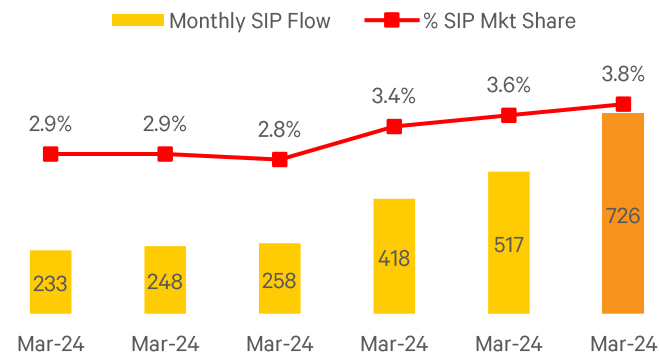
#### Gross Inflow via SIPs (₹ cr)



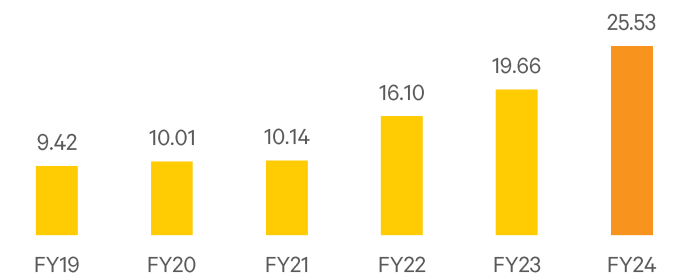
#### SIP AUM as % of Equity AUM



#### Monthly SIP Flow (₹ cr)

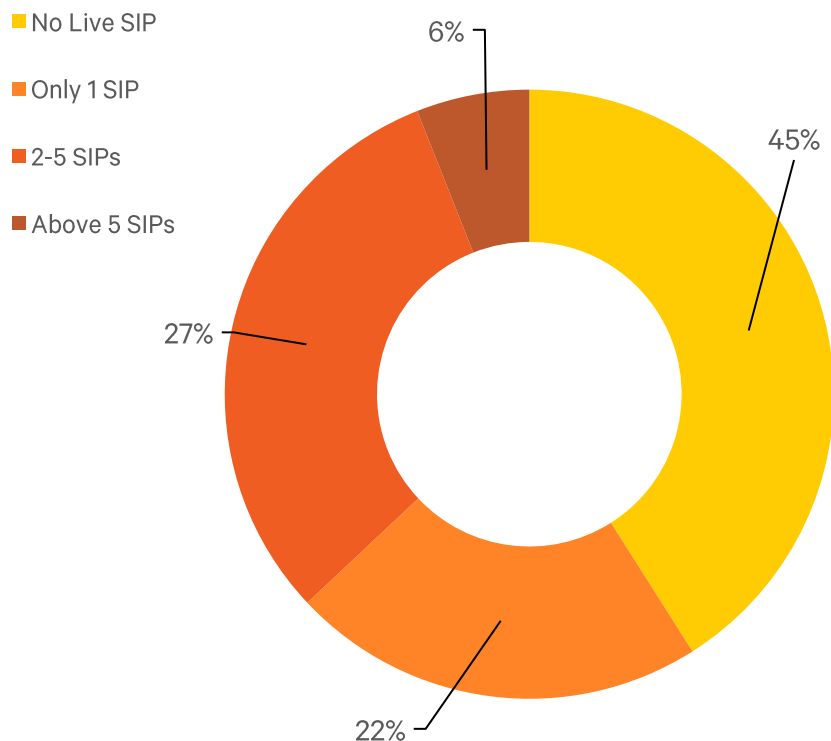


#### Live SIP's (in Lacs)



# Statistics on Systematic Investment Plan (SIPs)

## How Many Investors in Prudent do SIPs



## Customer Profiling:

Below 35 Age Group Investors Helping to Build Granular Book

Particulars	No. of Investors	Total AUM	Equity	Non-Equity	No of Live SIP	Live SIP Amount	AUM Per Investor
>0 <25	8.2%	3.4%	3.3%	3.7%	7.1%	6.4%	206753
25 to 35	21.4%	11.5%	13.1%	6.6%	26.5%	22.8%	229453
35 to 45	28.5%	23.6%	26.5%	14.5%	34.2%	33.0%	408666
45 to 60	27.0%	34.3%	34.5%	33.7%	25.2%	28.4%	629311
> 60	15.0%	27.1%	22.5%	41.4%	7.0%	9.5%	896808

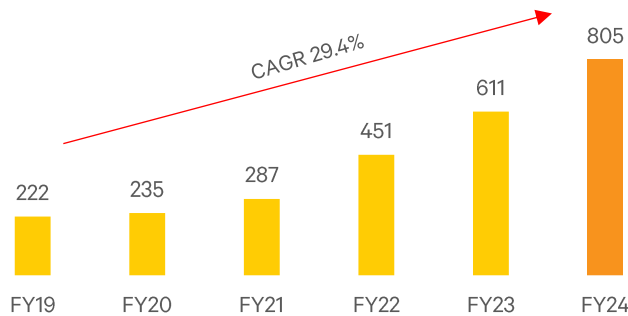
**“Investors aged below 35 years constitute 15% of the overall AUM. However, incrementally their contribution is 29% to the Live SIP amount. This aspirational youth group can incrementally contribute towards more granular flows as financialization of savings picks up pace.”**

# All Roads Lead to Profitability

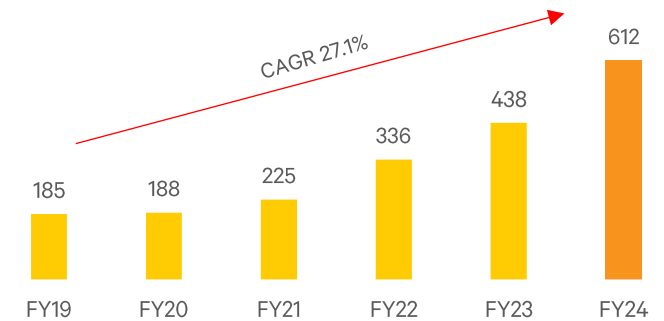
**Consistent track record of profitable growth due to highly scalable, asset-light and cash generative business model.**

- Despite the regulatory changes\*, Total Revenue from Operations has grown at a CAGR of 29% from FY19-24.
- Total operating expenditure has grown at a CAGR of 27% from FY19-24. Since, revenues has grown faster than operating expenses, operating margins has expanded from 16.8% in FY19 to 24.0% in FY24.
- Resultantly, Profit After Tax grew at a CAGR of 46% from FY19-24.
- Cash Flow from Operations has grown at a CAGR of 66%. The Cash Flow from Operations to Profit After Tax ratio stood at 108%. The strong cash flow allows us opportunity to grow inorganically.

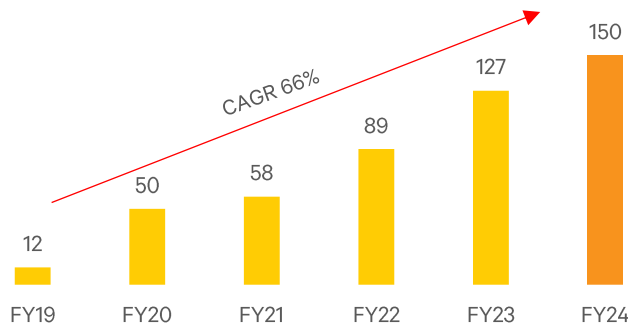
**Total Revenue from Operations (₹ Cr)**



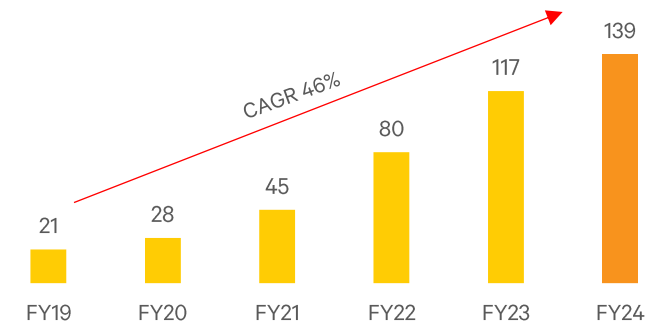
**Total Operating Expenditure (₹ Cr)**



**Cash Flow from Operations (₹ Cr)**



**PAT (₹ Cr)**



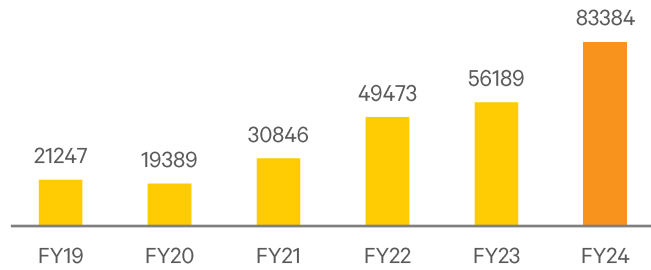
\* June-18 15bps reduction in TER, Oct-18 Ban on Upfront commissions, March-19 B-30 classified as less than 2l retail only, April-19 Revised TER, B-30 incentive structure kept in abeyance from Feb-23

# Financials At Glance

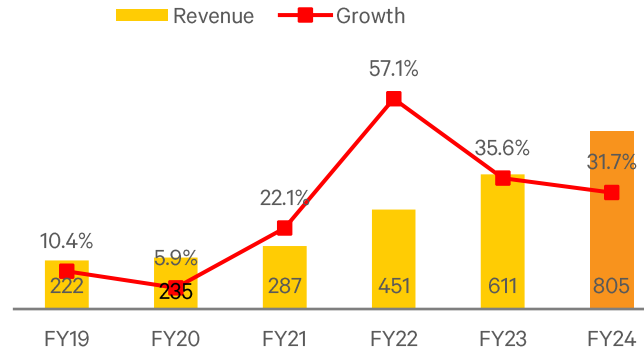
In ₹ cr.

**Prudent**  
— Money through wisdom —

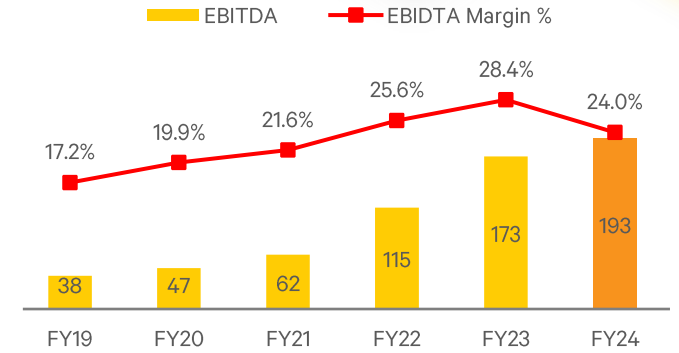
## Total AUM (₹ cr)



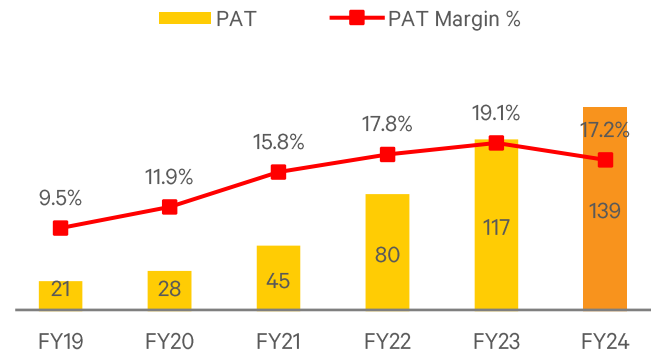
## Revenue & YoY Growth %



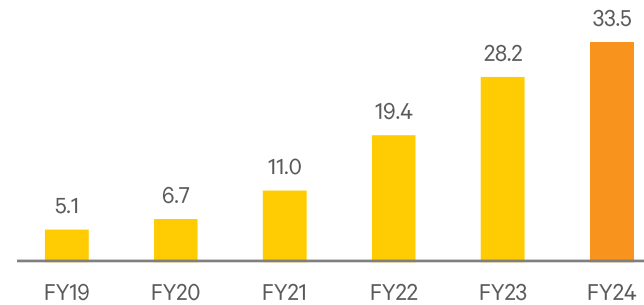
## EBITDA & Margin (%)



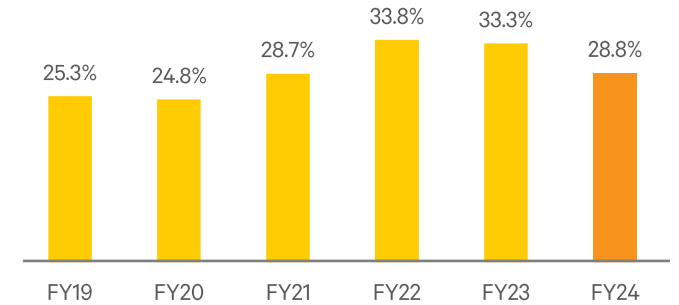
## PAT & Margin (%)



## EPS (₹)



## Return on Equity (%)



# Strategic Acquisitions

**Healthy Cash flows led to the acquisition of Mutual Fund AUM of Karvy Stock Broking Limited in all Cash deal**

## Strategic Acquisition

- Prudent selected as the highest bidder by the Joint Committee of Exchanges for the acquisition/transfer of mutual fund folios or AUM of Karvy Stock Broking Limited
- Aggregate amount of ₹ 151.00 cr (excluding taxes) was paid towards the acquisition
- Karvy MF AUM merger was completed on 28 November 2021

## KPIs (as on acquisition date)

Total AUM of  
**₹8093 cr**

Equity Component  
of **90.4%**

Live SIPs:  
**1,63,751**

Live SIPs value:  
**₹33.87 cr p.m.**

Live Investors:  
**4,81,282**

Live folios:  
**8,58,734**

**Prudent acquired mutual fund assets of iFast aggregating to Rs 517 crore at an acquisition cost of Rs 2.26 crore.**



*Prudent*

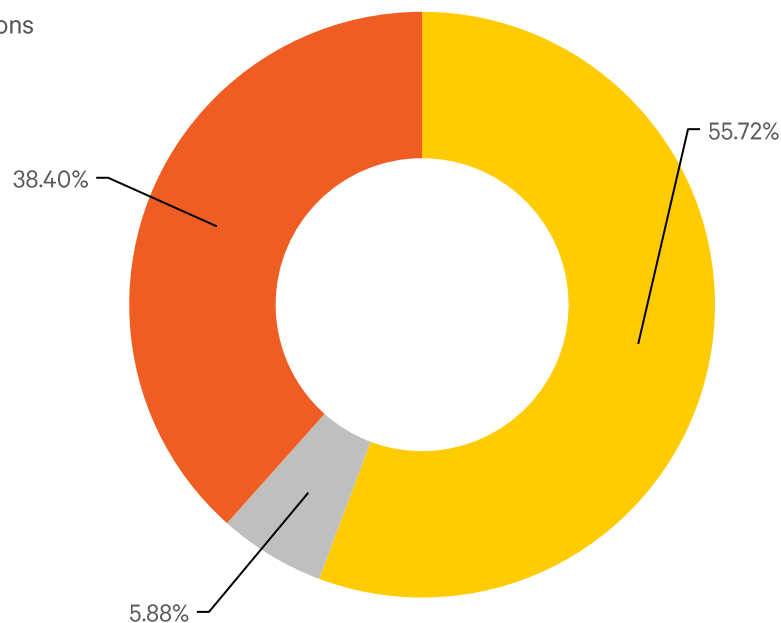
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Investor Presentation | Q3FY2025  
**Shareholding Pattern**

# Shareholding pattern

## SHAREHOLDING PATTERN –31<sup>st</sup> December 2024

- Promoters
- Non-Institutions
- Institutions



Institution Names	As a % to Overall Shareholding
Zulia Investments Pte Ltd (Temasek Group)	6.69%
DSP Investment Managers Pvt Ltd	5.75%
Kotak Mahindra Asset Management Company Ltd	5.07%
HSBC Asset Management Company Ltd	2.68%
Canara Robeco Asset Management Company Ltd	2.10%
Tata AIA Life Insurance	2.00%
Nippon Life Asset Management Ltd	1.80%
White Oak Capital Management	1.15%
Bank of India Mutual Fund	0.98%
HDFC Asset Management Company Ltd	0.60%
Sundaram Mutual Fund	0.54%
Mcap (in ₹ cr) (as on 2701.25)	9,714
Face Value (₹)	5.0





*Prudent*

— Money through wisdom —

Investor Presentation | Q3FY2025  
**Results Highlights**

# Q3 FY25 - Result Highlights

**Prudent**  
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Crossed  
**₹1000** billion  
AUM mark

Equity Net Sales in  
9MFY25 at  
**Rs 9,310** crore  
is 151% of the overall  
net sales of FY24.

Standalone revenue  
up by **42.4%** YoY

Standalone EBITDA  
up by **40.0%** YoY

Standalone PAT  
up by **43.0%** YoY

Monthly SIP Book grew  
by 44.0% YoY in Dec  
to **₹935** crore  
providing strong  
growth visibility

Consolidated revenue  
up by **35.8%** YoY

Consolidated EBITDA  
up by **31.8%** YoY

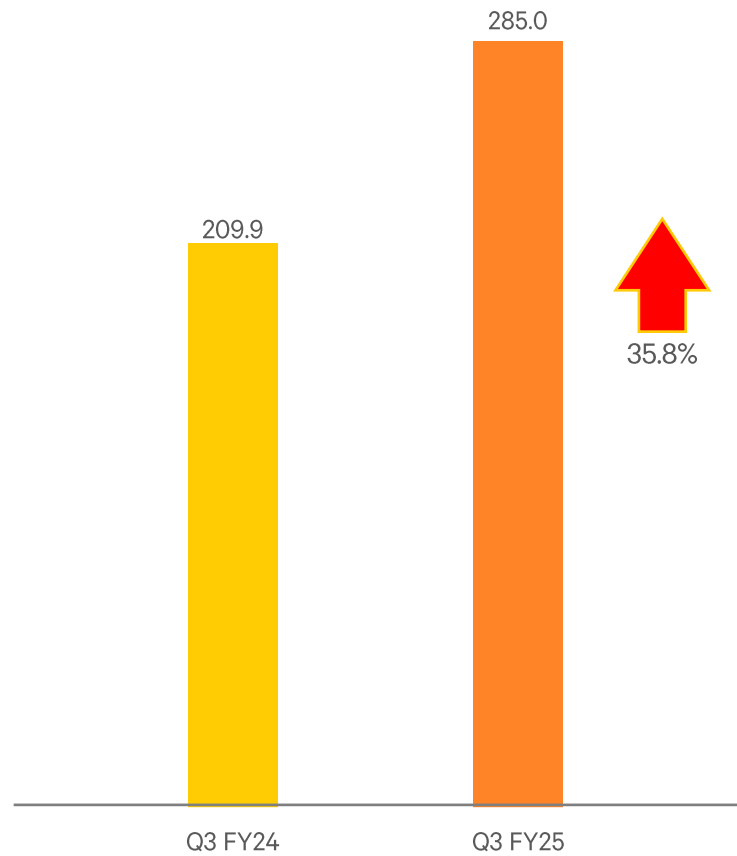
Consolidated PAT  
up by **35.0%** YoY.

# Q3 FY25 - Result Highlights- Consolidated

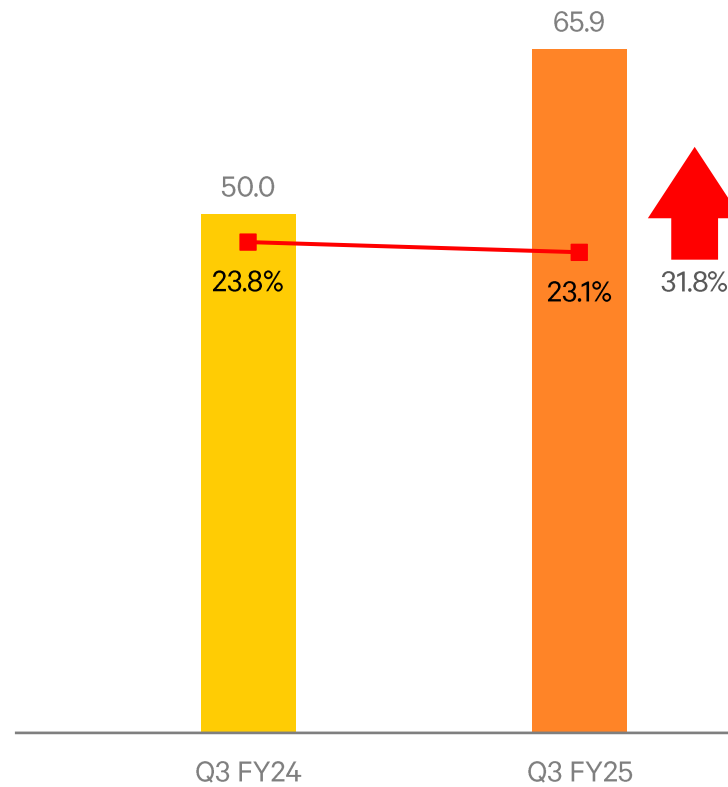
In ₹ cr.

**Prudent**  
— Money through wisdom —

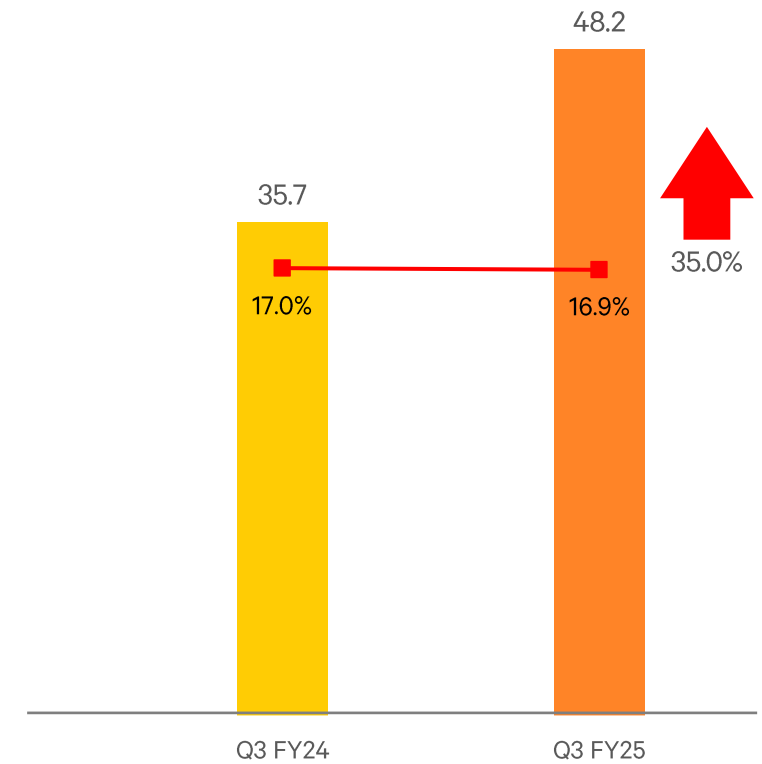
## Revenue & YoY Growth %



## EBITDA & EBITDA Margin (%)

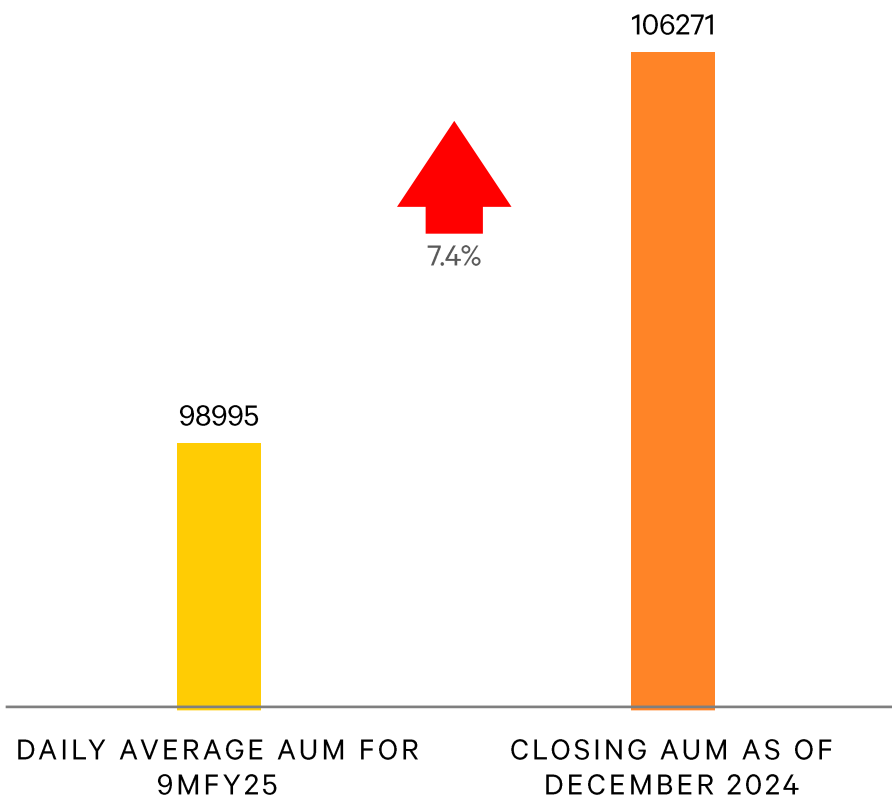


## PAT & PAT Margin (%)

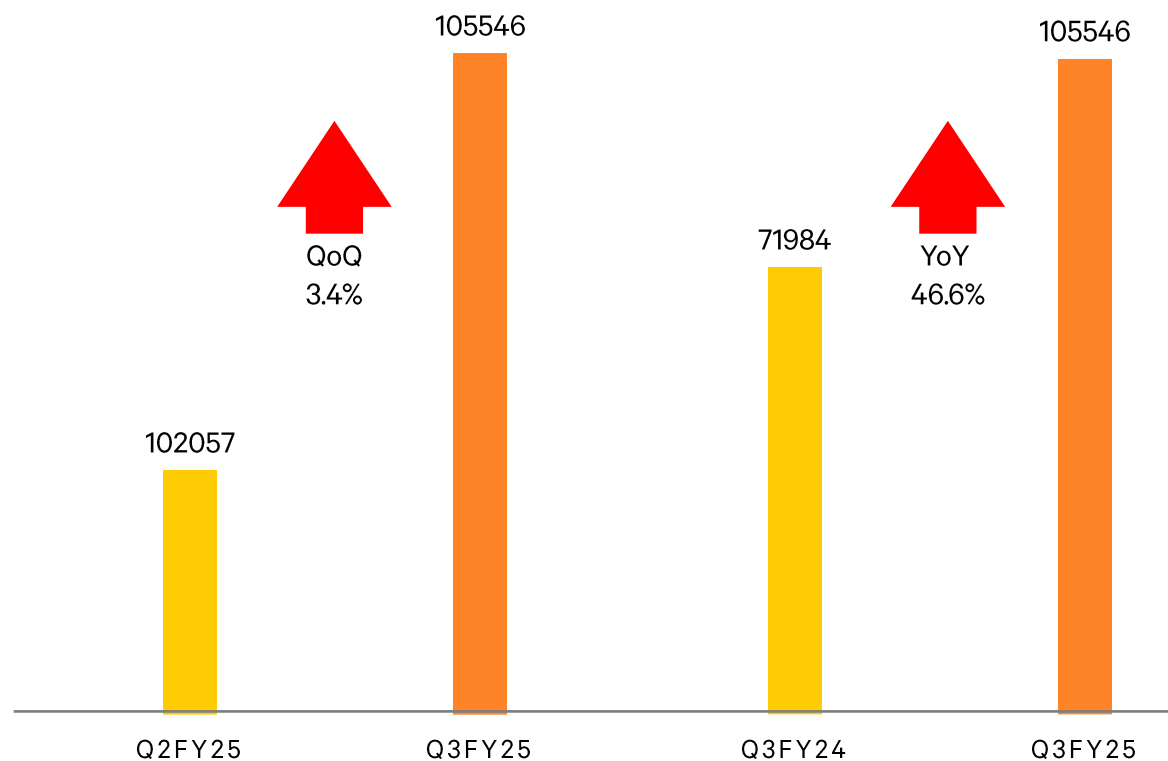


# Q3 FY25 - AUM Change

**Closing AUM as of December 2024 Vs  
Daily Average AUM for 9MFY25 (₹ cr)**

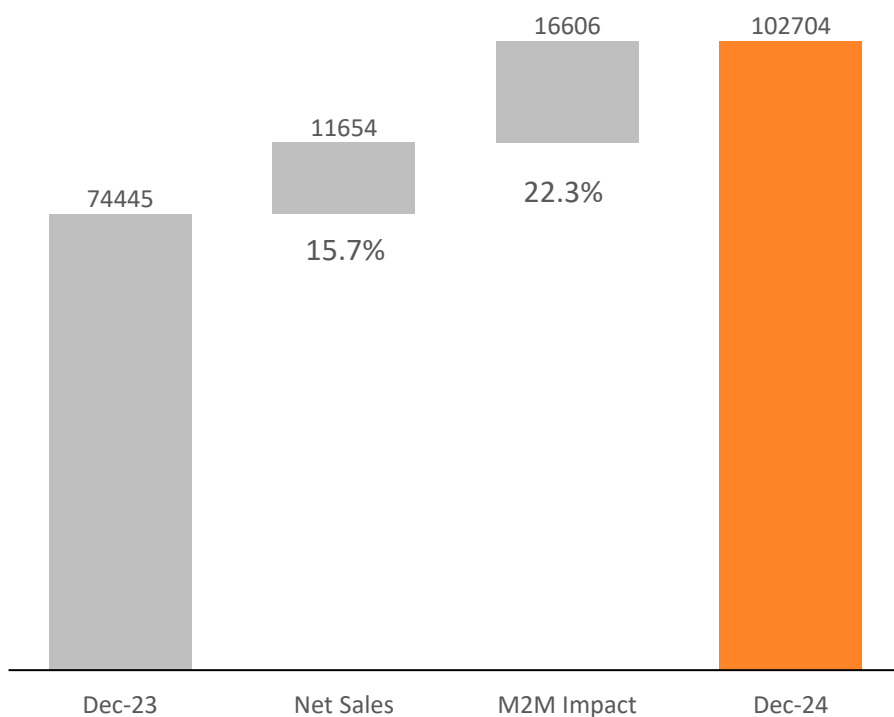


**Quarterly Avg AUM (₹ cr)**

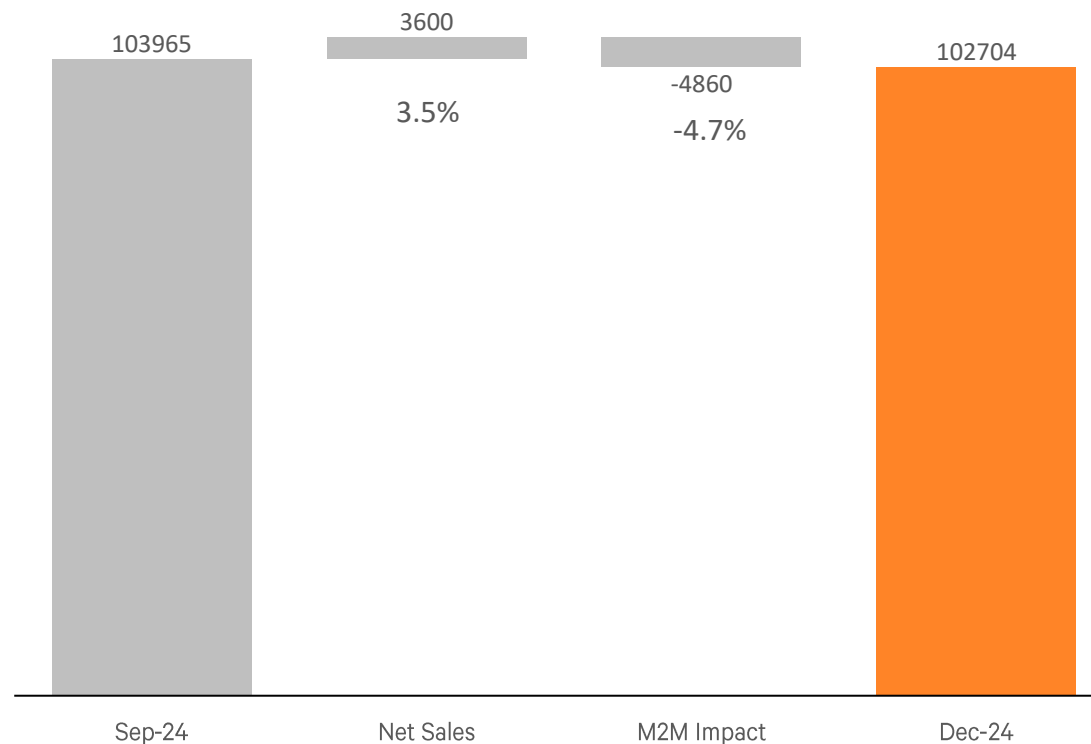


# Equity - AUM Movement

Change in Equity AUM YoY (₹ cr)

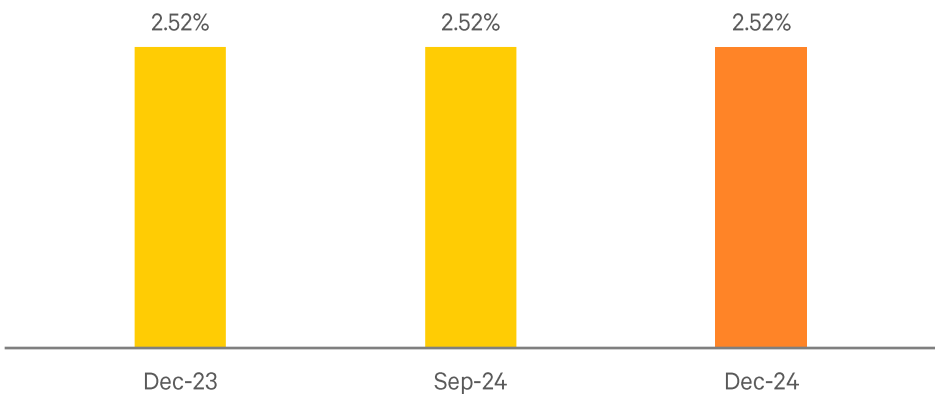


Change in Equity AUM QoQ (₹ cr)

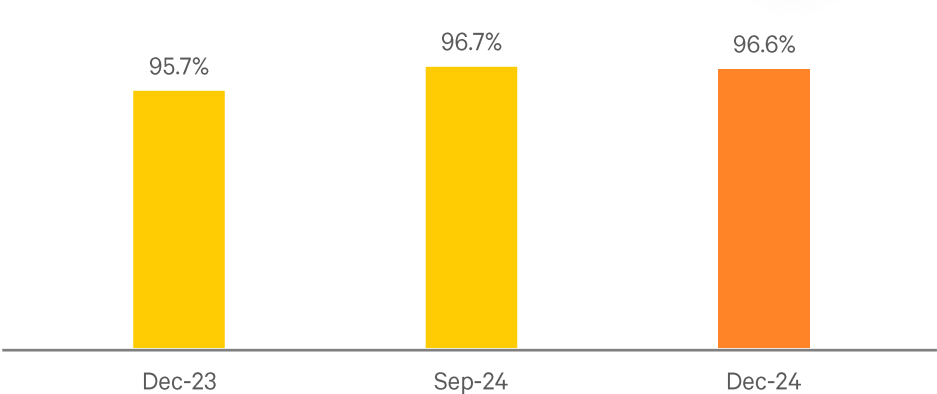


# Q3FY25 - Equity & SIP

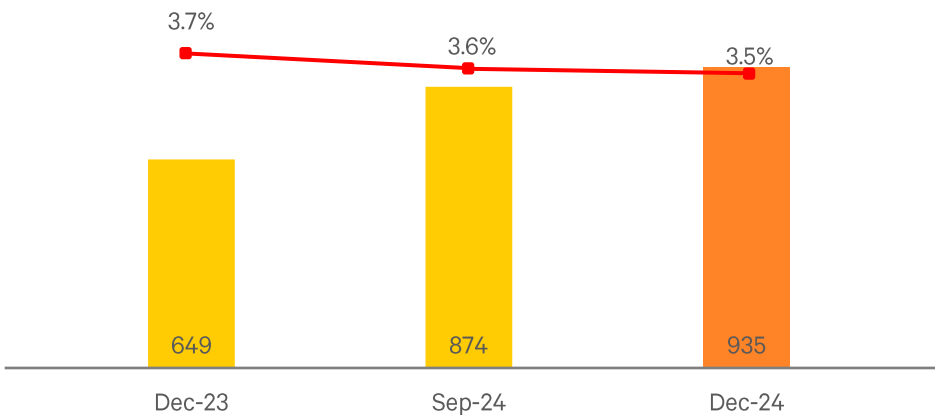
**Market Share in Equity AUM Ex ETF of Prudent**



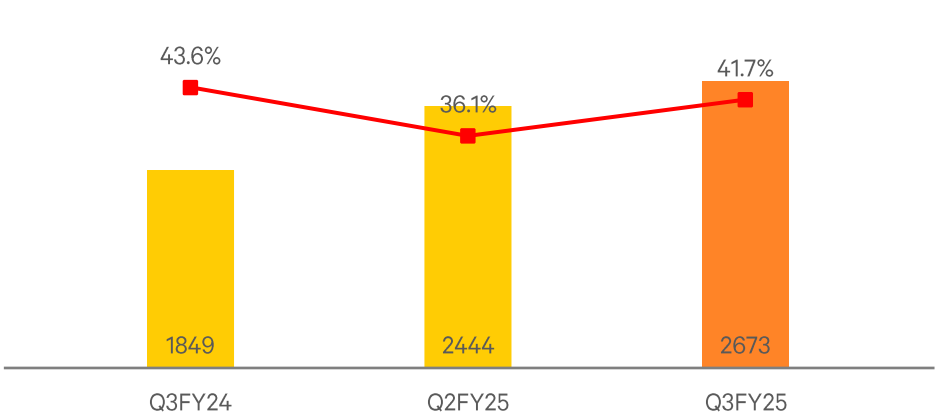
**Equity AUM % of Total AUM**



**Monthly SIP Flow (₹ cr) and Market Share (%)**

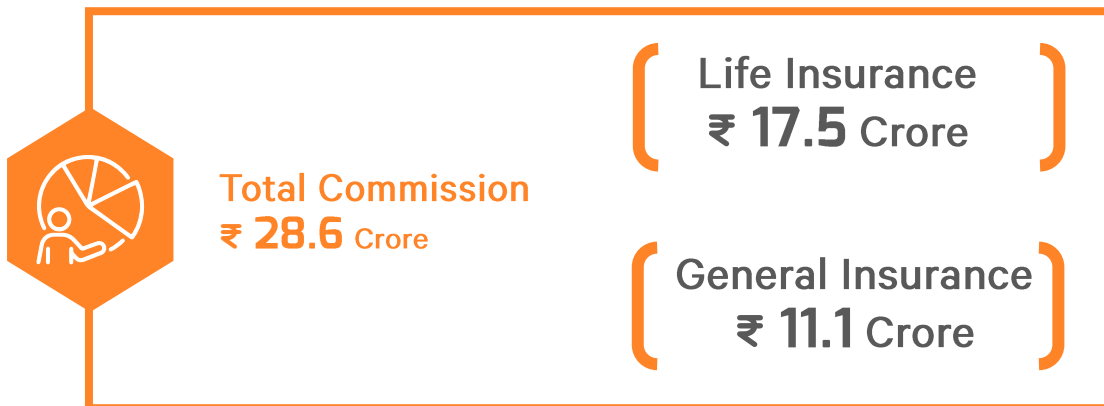
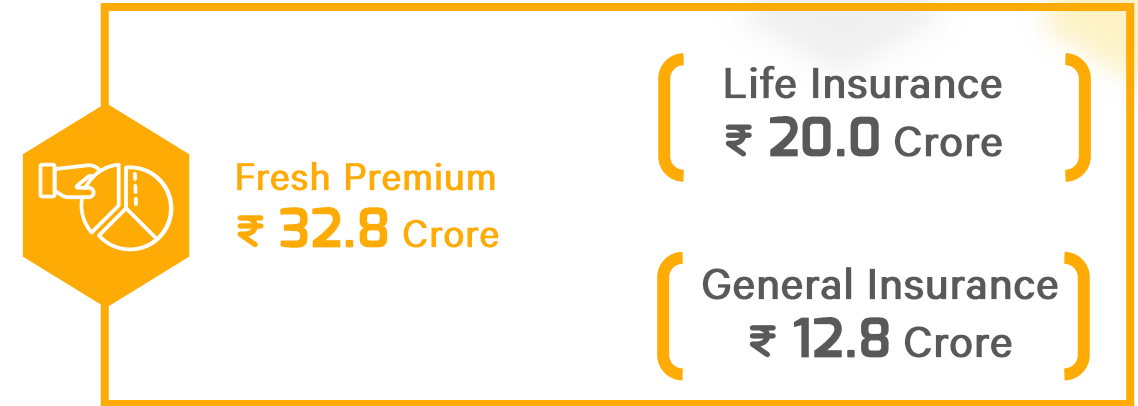
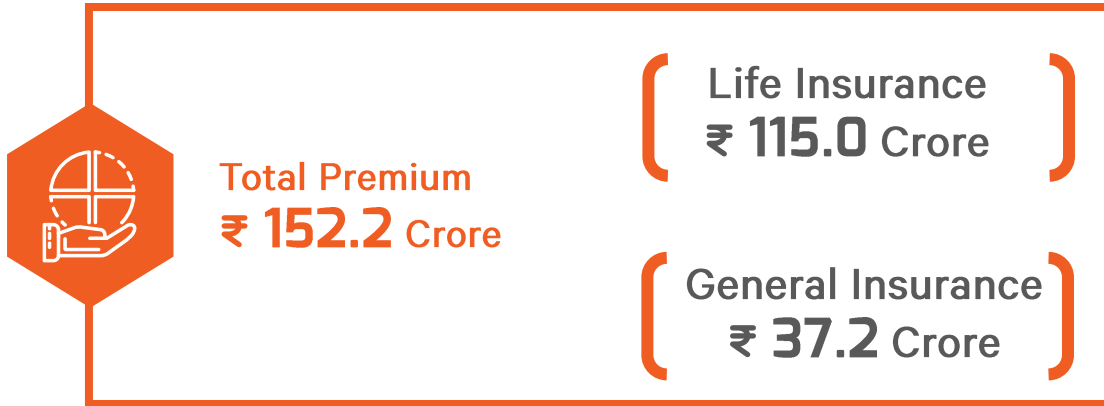


**Equity Gross SIP Inflow (₹ cr) as a % of Gross Equity Inflows**



\* STP Value as on Dec-24 stood at ₹ 143 crores which is not included in the above number. This number is reported on actual realization basis.

# Emerging Segment - Insurance



## Other Key Data (as on December 2024):

Total Insurance Companies tie up :	32
Insurance Companies in Policyworld :	20
No of Point of Sales :	12,939

# Consolidated - Q3 FY25

Particulars (in crore)	3QFY25	2QFY25	QoQ (%)	3QFY24	YoY (%)	9MFY25	9MFY24	YoY (%)
<b>Total Commission and Fee Income from (a+b+c+d)</b>	<b>282.7</b>	<b>284.5</b>	<b>-0.6%</b>	<b>208.4</b>	<b>35.7%</b>	<b>814.9</b>	<b>561.4</b>	<b>45.2%</b>
Distribution of Mutual Fund Products-Trail Revenue (a)	242.1	234.3		165.3		681.6	455.6	
Distribution of Insurance Products (b)	28.6	33.9		29.9		88.6	71.3	
Stock Broking and Allied Services (c)	4.9	7.3		6.1		19.9	16.1	
Other Financial and Non-Financial Products (d)	7.1	9.0		7.1		24.7	18.4	
Interest Income	2.0	1.2		1.4		4.6	3.3	
Net Gain on Fair Value Changes	0.4	0.3		0.2		1.0	0.6	
<b>Total Revenue from Operations</b>	<b>285.0</b>	<b>286.1</b>	<b>-0.4%</b>	<b>209.9</b>	<b>35.8%</b>	<b>820.5</b>	<b>565.4</b>	<b>45.1%</b>
Commission & Fees Expense	168.4	163.3		113.3		473.5	307.6	
Employee Cost	30.0	29.5		24.1		86.6	69.6	
Other Expense	20.7	24.5		22.5		66.8	55.8	
<b>Operating Expense</b>	<b>219.1</b>	<b>217.3</b>	<b>0.8%</b>	<b>159.9</b>	<b>37.0%</b>	<b>626.9</b>	<b>433.0</b>	<b>44.8%</b>
<b>Operating Profit</b>	<b>65.9</b>	<b>68.7</b>	<b>-4.1%</b>	<b>50.0</b>	<b>31.8%</b>	<b>193.7</b>	<b>132.4</b>	<b>46.3%</b>
<b>Operating Profit Margin (%)</b>	<b>23.1%</b>	<b>24.0%</b>	<b>-0.9%</b>	<b>23.8%</b>	<b>-0.70%</b>	<b>23.6%</b>	<b>23.4%</b>	<b>0.19%</b>
Finance Cost	0.6	0.6		0.4		1.7	1.3	
Depreciation	7.4	6.7		6.3		20.4	18.4	
Impairment/(Reversal) of Financial Instruments	00	00		00		00	00	
Other Income	6.6	7.8		4.5		21.4	13.4	
<b>Profit Before Tax</b>	<b>64.5</b>	<b>69.3</b>	<b>-6.9%</b>	<b>47.9</b>	<b>34.8%</b>	<b>193.0</b>	<b>126.1</b>	<b>53.1%</b>
Current Tax	16.0	17.5		11.5		48.3	29.9	
Deferred Tax	0.3	0.3		0.7		0.8	2.0	
<b>Profit After Tax</b>	<b>48.2</b>	<b>51.5</b>	<b>-6.5%</b>	<b>35.7</b>	<b>35.0%</b>	<b>143.9</b>	<b>94.2</b>	<b>52.8%</b>
<b>Profit After Tax Margin (%)</b>	<b>16.9%</b>	<b>18.0%</b>		<b>17.0%</b>		<b>17.5%</b>	<b>16.7%</b>	
<b>Earning Per Share</b>	<b>11.64</b>	<b>12.44</b>	<b>-6.5%</b>	<b>8.62</b>	<b>35.0%</b>	<b>34.75</b>	<b>22.75</b>	<b>52.8%</b>



# Standalone - Q3 FY25

Particulars (in crore)	3QFY25	2QFY25	QoQ (%)	3QFY24	YoY(%)	9MFY25	9MFY24	YoY (%)
<b>Quarterly Average AUM</b>	<b>105546</b>	<b>102057</b>	<b>3.4%</b>	<b>71984</b>	<b>46.6%</b>	<b>98995</b>	<b>66322</b>	<b>49.3%</b>
<b>Total Commission and Fee Income from (a+b+c)</b>	<b>253.8</b>	<b>250.4</b>	<b>1.4%</b>	<b>178.4</b>	<b>42.3%</b>	<b>725.8</b>	<b>489.91</b>	<b>48.1%</b>
Distribution of Mutual Fund Products (a)	241.8	234.1		165.1		681.0	455.2	
Other Financial and Non Financial Products (b)	7.1	9.0		7.2		24.8	18.6	
Broking Income (c)	4.9	7.3		6.1		19.9	16.1	
Interest Income	2.0	1.2		1.4		4.6	3.3	
Net Gain on Fair Value Changes	0.4	0.3		0.2		1.0	0.6	
<b>Total Revenue from Operations</b>	<b>256.2</b>	<b>251.9</b>	<b>1.7%</b>	<b>179.9</b>	<b>42.4%</b>	<b>731.4</b>	<b>493.9</b>	<b>48.1%</b>
Commission & Fee Expenses	165.4	159.6		110.2		463.9	301.0	
Employee Cost	24.2	24.1		19.6		70.6	57.0	
Other Expense	10.1	9.7		9.9		30.9	24.8	
<b>Operating Expense</b>	<b>199.8</b>	<b>193.5</b>	<b>3.3%</b>	<b>139.6</b>	<b>43.1%</b>	<b>565.4</b>	<b>382.8</b>	<b>47.7%</b>
<b>Operating Profit</b>	<b>56.4</b>	<b>58.5</b>	<b>-3.5%</b>	<b>40.3</b>	<b>40.0%</b>	<b>166.0</b>	<b>111.1</b>	<b>49.4%</b>
<b>Operating Profit Margin (%)</b>	<b>22.0%</b>	<b>23.2%</b>	<b>-1.2%</b>	<b>22.4%</b>	<b>-0.38%</b>	<b>22.7%</b>	<b>22.5%</b>	<b>0.2%</b>
Finance Cost	0.5	0.4		0.3		1.3	1.0	
Depreciation	6.7	6.1		5.8		18.6	17.0	
Impairment/(Reversal) of Financial Instruments	0.0	0.0		0.0		0.0	0.0	
Other Income	4.3	5.8		3.3		15.2	9.3	
<b>Profit Before Tax</b>	<b>53.5</b>	<b>57.7</b>	<b>-7.3%</b>	<b>37.5</b>	<b>42.6%</b>	<b>161.3</b>	<b>102.4</b>	<b>57.5%</b>
Current Tax	13.4	13.9		8.9		39.9	24.0	
Deferred Tax	0.1	0.9		0.6		1.1	1.8	
<b>Profit After Tax</b>	<b>40.0</b>	<b>42.8</b>	<b>-6.5%</b>	<b>28.0</b>	<b>43.0%</b>	<b>120.3</b>	<b>76.6</b>	<b>57.1%</b>
<b>Profit After Tax Margin (%)</b>	<b>15.6%</b>	<b>17.0%</b>		<b>15.6%</b>		<b>16.5%</b>	<b>15.5%</b>	
Earning Per Share	9.67	10.34	<b>-6.5%</b>	6.76	<b>43.0%</b>	29.06	18.50	<b>57.1%</b>

# Thank You

**Prudent**

— Money through wisdom —

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