

Date: 27.07.2024

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.: Prudent Surpasses Landmark Rs 1 Lakh Crore in Mutual Fund Assets Under Management

Dear Sir(s),

This is to inform you that pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that the Prudent Surpasses Landmark Rs 1 Lakh Crore in Mutual Fund Assets Under Management.

Kindly take the same on record.

Thanking you,

Yours Faithfully,

For, Prudent Corporate Advisory Services Limited

Kunal A. Chauhan
Company Secretary & Compliance Officer
Membership Number: ACS-60163
Email: cs@prudentcorporate.com

Press Release

Ahmedabad, India, 27th July 2024 –

Prudent Surpasses Landmark Rs 1 Lakh Crore in Mutual Fund Assets Under Management

Prudent Corporate Advisory Services Limited (Prudent), one of India's leading diversified financial services groups, announces that its Assets Under Management (AUM) have surpassed the 1 Lakh Crore mark as of July 26, 2024. Prudent becomes the 2nd non-banking mutual fund distributor to achieve this milestone. This significant achievement represents a 5x increase in Equity AUM over the past five years. Prudent's industry ranking for mutual fund commissions received has climbed from 8th place five years ago to an impressive 4th place, surpassing some of the nation's largest banks. The monthly SIP flow has significantly grown to Rs 800 crores in July 2024. Prudent attributes this growth to its network of over 30,000 partners and more than 17 lakh investors.

Commenting on the milestone, Mr Sanjay Shah, Chairman & Managing Director of Prudent Group stated "This has been a remarkable journey and would not have been possible without the support of our partners, investors, and the Prudent team. As we celebrate this achievement, we are more excited about the future of the mutual fund industry. With only 4.69 crore unique mutual fund investors in a population exceeding 140 crore, the industry's focus towards 'Har Ghar SIP' is set to drive significant growth in these numbers.

The most satisfying part of this Rs 1 lakh crore for me is that we are helping our 17+ lakh investors achieve financial freedom. Thank you to everyone who has contributed to this milestone; the journey to even greater heights begins now".

Mr Shirish Patel, Chief Executive Officer (CEO) of Prudent Group stated *"The Rs 1 Lakh Crore mutual fund AUM is a testament that Mutual Fund distributors find immense value in partnering with Prudent due to our technology offerings & physical on-ground support.*

Our comprehensive platform offers mutual fund products, as well as Insurance, Broking, PMS, AIF, Peer to Peer Lending, Corporate Fixed Deposits, Primary & Secondary Bonds, and Smallcase, enabling our MFDs to meet all client needs under one roof. This integrated approach strengthens our partnership with MFDs and empowers them to expand their revenue streams.

Today, distributors play a pivotal role beyond investment facilitation. They assist clients in defining financial goals, assessing risks, selecting suitable assets, and providing behavioral coaching to ensure clients stay on course with their financial plans. This added value is evident with distributors managing 79% of the industry's individual equity AUM. Distributors are the backbone of our industry, and I encourage more professionals to embrace this fulfilling career path, offering abundant opportunities to positively impact clients' financial futures."

About Prudent Corporate Advisory Services Limited: (NSE: PRUDENT; BSE: 543527)

Prudent Corporate Advisory Services Limited (Prudent) is a retail wealth management services group based in India. The Company is among the top mutual fund distributors regarding assets under management ("AUM") and Commission received. With its unique business-to-business-to-consumer ("B2B2C") model and through its technology-enabled, comprehensive investment and financial services platform, Prudent provides end-to-end solutions critical for financial products distribution to individuals, corporates, high net worth individuals (HNIs), and ultra HNIs in India. The Company works through 135 locations in over 21 states and has a robust digital presence. It has evolved into a leading and respected distributor of mutual funds, insurance products, stockbroking, portfolio management schemes, unlisted securities, fixed deposits, alternative investment funds, national pension schemes, government & state government securities. Today, with a team strength of 1332 highly skilled professionals and 30,355, well-trained and qualified channel partners, Prudent is one of India's fastest-growing financial services Group. Prudent Corporate Advisory Services Limited was founded in 2003 and is headquartered in Ahmedabad, India. For more information, please visit our website www.prudentcorporate.com.

Forward-Looking Statement:

Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, technological risks, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Prudent Corporate Advisory Services Ltd will not be responsible for any action based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

For more information, contact:

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