



To,

Listing Department

National Stock Exchange of India Limited

Exchange Plaza, C-1, G Block,

Bandra Kurla Complex,

Bandra (East), Mumbai - 400 051.

Symbol: ANGELONE

Dear Sirs/ Ma'am,

Department of Corporate Service

BSE Limited

Phiroze Jeejeebhoy Towers,

Dalal Street,

Mumbai - 400 001.

Scrip Code: 543235

Sub: Investor(s) Presentation

With reference to above captioned subject, please find attached Investor presentation. The Presentation will be uploaded on the Company's website at www.angelone.in

Request you to kindly take the same on record.

Thanking you,

For Angel One Limited (Formerly known as Angel Broking Limited)

Naheed Patel
Company Secretary and Compliance Officer

Date: July 13, 2023 Place: Mumbai

Encl: As above



601, 6th Floor, Ackruti Star, Central Road, MIDC, Andheri (E), Mumbai - 400093.

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E: support@angelone.in www.angelone.in

Angel One Limited

(Formerly Known as Angel Broking Limited) CIN: L67120MH1996PLC101709,

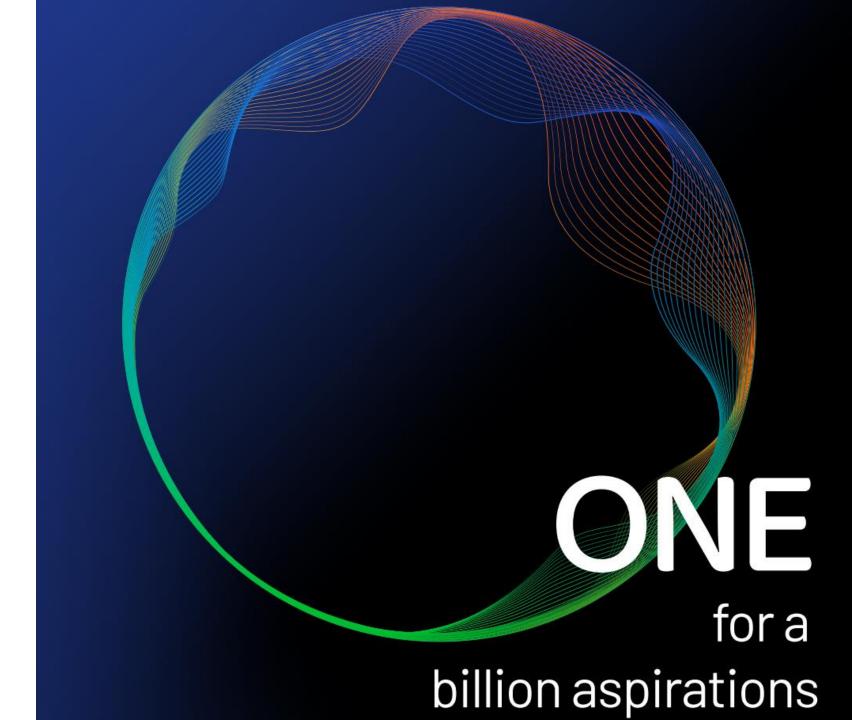
SEBI Registration No Stock Broker:INZ000161534, CDSL: IN-DP-384-2018, PMS:INP000001546,

Research Analyst: INH000000164, Investment Advisor: INA0000008172, AMFI Regn. No. ARN-77404, PFRDA, Regn. No.-19092018.



Q1'24 Investor Presentation

13th July 2023



Disclaimer

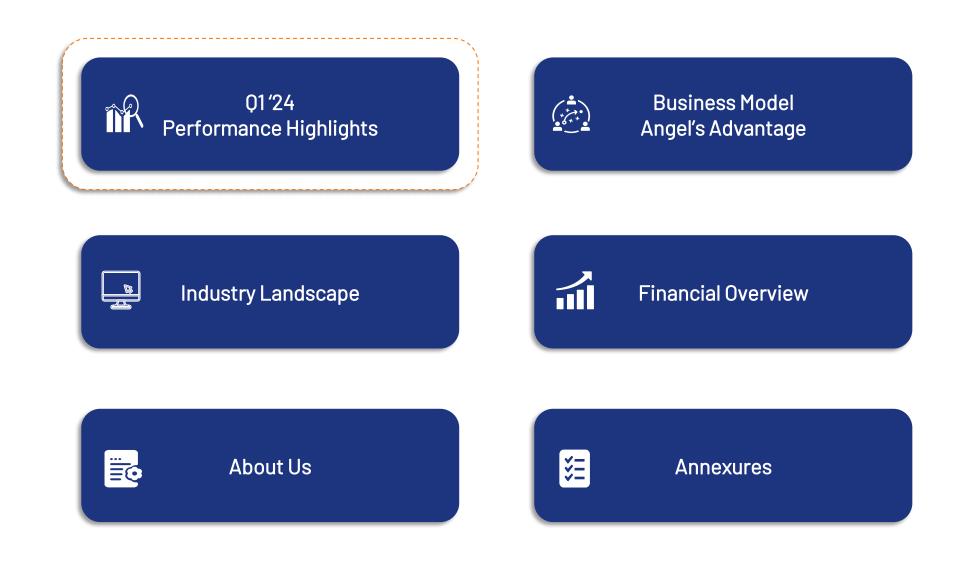


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Client Acquisition Metrics

Active Client Metrics

Transaction Metrics

Financial Metrics

15.1 Mn (+9.3% 000)

Total Client Base

4.4 Mn (+3.1% 000)

NSE Active Client Base

249 Mn (-5.4% 000)

Number of Orders

₹ **6.3** Bn (-2.4% 000)

Total Net Revenue

1.3 Mn (+2.5% 000)

Gross Client Acquisition

2nd (Maintained)

Rank In Incremental NSE Active Clients

₹ 22.7 Trn (+22.9% QoQ)

Average Daily Turnover

₹ 3.1 Bn (-7.4%* 000)

Earnings Before Dep, Amortisation & Tax

12.5% (+46 bps QoQ)

Share in India's Demat Accounts

14.3% (+118 bps QoQ)

Share in NSE Active Client Base

24.5% (+175 bps QoQ)

Share in Retail Overall Equity Turnover

₹ 2.2 Bn (-6.9%* 000)

PAT From Continuing Operations

21.3% share in India's incremental demat accounts in Q1'24

Share in India's incremental demat accounts = Angel's Incremental Client Base / Incremental Demat Accounts in India

Featuring Amongst The Best Finance Apps In India

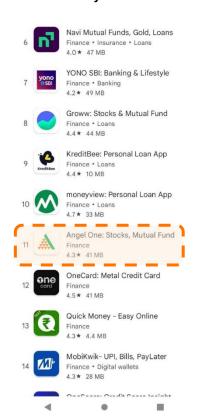


Super App Ranks Amongst Top 15 Finance Apps

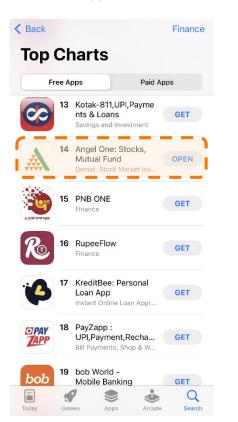
Super App Ranks 5th In Finance Apps On iPad

Overall NPS At Historic Best

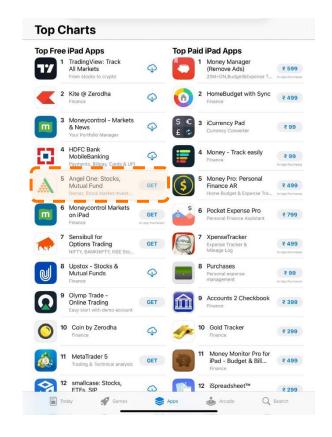
Playstore

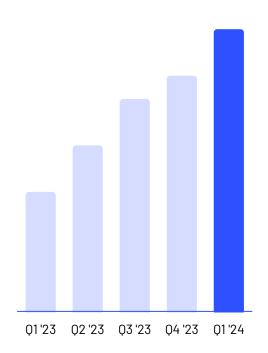


Appstore



iPad





Super App: Smart & Seamless Onboarding



F&O Activation Using Account Aggregator



Lets, activate Derivatives (F&O, Currency, Commodities)

We will fetch your 6 month bank statement automatically. Please provide consent via OTP

Verify your mobile number



Use the number that is linked to your bank

+91

EDIT

Angel One works with **CAMSFinserv**, an RBI registered account aggregator to securely fetch your data. You will be redirected to the **CAMSFinserv** website to provide consent

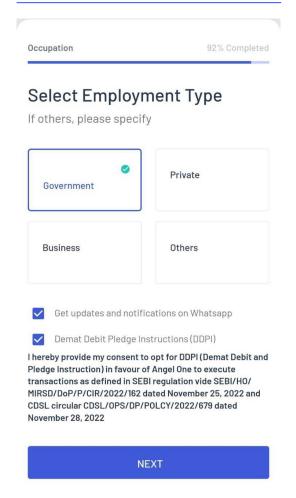
PROCEED

DO IT LATER

Auto PAN Fetch Via Digio



One Click DDPI Enablement

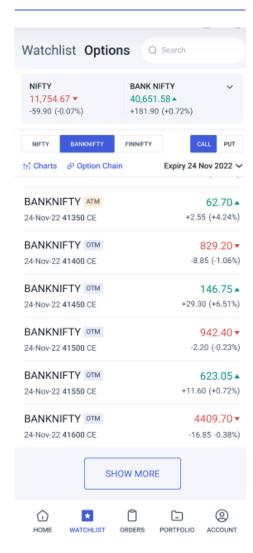


- Pioneering integration with account aggregator, CAMSFinserv; Amongst the early movers in the industry
- Auto fetch of client's bank statement, using Account Aggregator integration
- Concurrent KYC fulfilment process leading to significant reduction in account opening TAT
- Seamless fetch of PAN card through Digio integration
- Enhanced signature validations drop in manual scrutiny

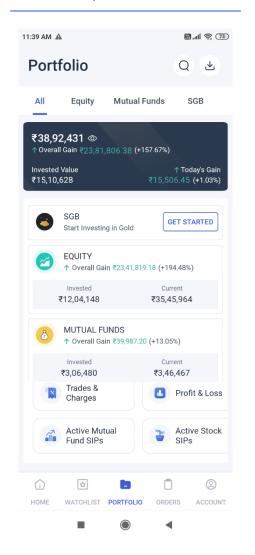
Super App: Feature Enhancements



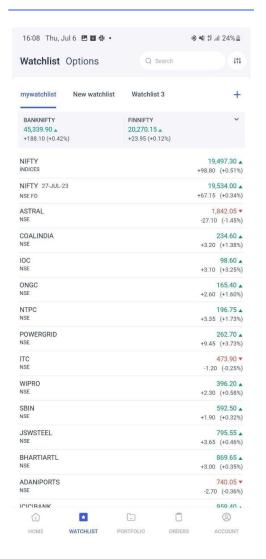
Revamped Options Watchlist



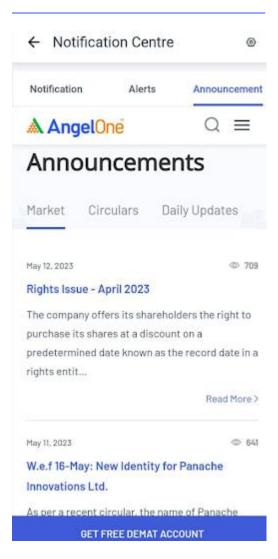
Super Portfolio



Enhanced Equity Watchlist



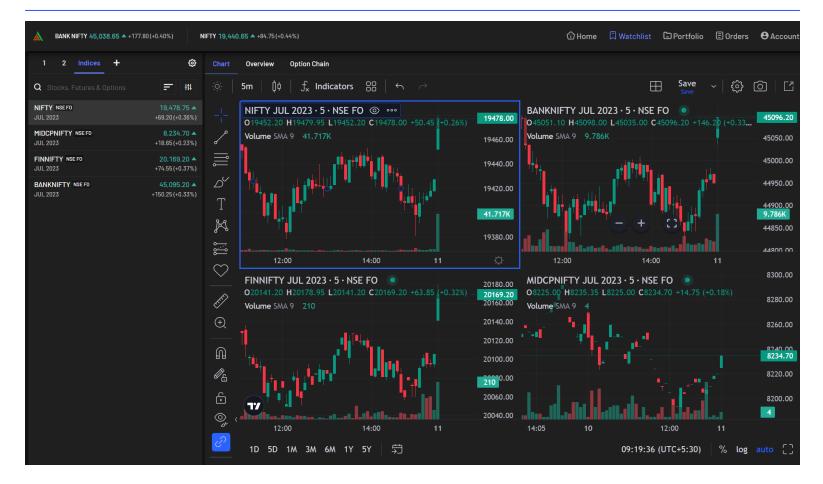
Intuitive Notification Center



Value-added Charting Capabilities



Single Screen Multi-chart View On The Web Platform



Clients can load up to 8 charts, that help them identify better potential trading opportunities

- ✓ Released a new enterprise version of TradingView library
 - + Expands chart types
 - + Multipanel support
 - + Optimizations for week & month candle look ups, etc.
- ✓ Focusing on building journey's to enable clients to trade on Angel platform directly from charts

I wanted to take a moment to express my deepest appreciation for the remarkable technology you have provided as my broker. Your commitment to Trading tools and platforms has truly transformed my Trading and investing experience, and I am extremely grateful for your dedication to staying at the forefront of technological advancements.

The innovative technology solutions such as providing multiple chart layout, Dark mode, creating basket orders in newer version will significantly enhance my ability to monitor and manage my Trading positions and investments. The user-friendly interface, real-time market data, and New updated Trading analytical tools have empowered me to make informed decisions with ease and confidence. The seamless experience I have had in accessing my portfolio, executing trades, and receiving timely updates has been invaluable.

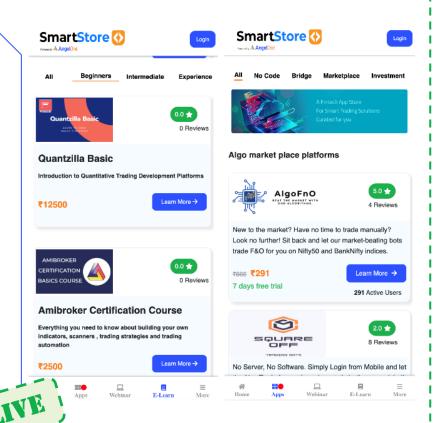
I want to express my heartfelt gratitude for the outstanding technology solutions you have provided. **

Focus On Improving Client Experience



Launched SmartStore

- ✓ Marketplace offering wide range of rulebased apps, integrated with our SmartAPI
- ✓ Provides educational content including blogs & webinars, that help clients stay updated with latest trends & insights about trading & investment
- ✓ Facilitates
 engagement, allows
 clients to discuss &
 exchange ideas about
 strategies & platforms



WORK IN Key Tech Development Pipeline For FY24

- ✓ <u>SmartGTT</u> is envisioned as an advanced conditional order platform
- ✓ A conversational orderpad where a statement is translated into an order via Large Language Model (LLM)
- ✓ Introduce Always On Order feature
- ✓ Allows clients to remain engaged with the Super App by entering orders at any time of the day and process them with the right logic in order of execution, time of execution, margin calculation



- ✓ GPT driven <u>chatbot</u> being deployed, a generative AI smart assistant, from a leading US based service provider
- ✓ The BOT is being trained on LLM with client specific and other temporal data



✓ Will be scaled up to offer post-trade support, leading to lower contact ratio

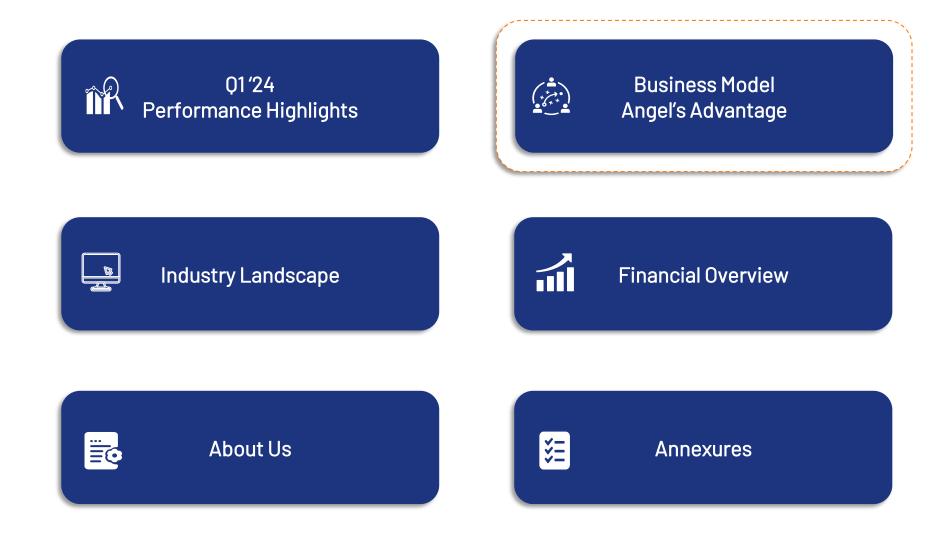
& more in pipeline...

Advanced NXT 2.0 For Affiliates Channel









Strong Multi-Year Revenue Visibility From Clients Acquired



Broking Revenue Progression Of Acquired Cohorts

	Year 1	Year 2	Year 3	Year 4	Year 5	Beyond Year 5
		F	Pre Digital			
FY15 – 17	100%	47%	32%	26%	26%	26%
FY18	100%	42%	36%	36%	38%	
FY19	100%	49%	45%	44%		

	Post Digital										
H1′20	100%	69%	63%								
H2′20	100%	82%	77%								
H1′21	100%	85%									
H2'21	100%	86%		Strong revenue visibility of digitally							
H1′22	100%			acquired cohorts for multiple years							
H2′22	100%										
H1′23	100%			 							
H2′23	100%										

[%] in each year is benchmarked to Year 1 revenue

- Historically, clients have given multi-year revenues,
 making this an annuity business model
- Revenue has been observed to stabilise from 3rd Year onwards
- Our successful transformation to **digital model** has enhanced client revenue progression:
 - 2nd Year increased from 47% to 86% of 1st Year
 - 3rd Year increased from 32% to 77% of 1st year

Incremental benefits of Super-App to accrue additionally

Huge Operating Leverage From Acquired Base

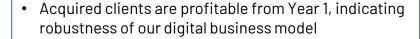


FY22 Cohort: Revenue / CoA Representation

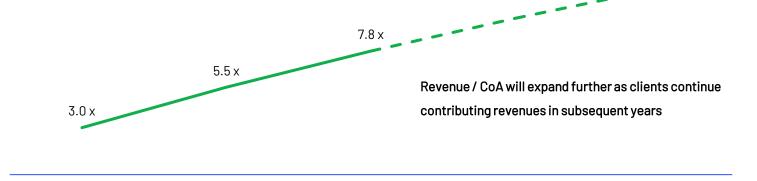
Estimated 3 Year Behaviour Based On Latest Actual Revenue Progression

(₹ Mn)	Year 1-A	Year 2-E	Year 3 -E	3 Year Aggregate	3 Yr Rev. / CoA
Total Net Revenue	9,617	8,274	7,393	25,284	
% of Year 1 Revenue		86%	77%		
Cost of Acquisition (CoA)	3,226	0	0	3,226	7.8 x
Direct Cost	1,015	606	582	2,203	
Total Cost	4,240	606	582	5,428	
Contribution Margin	5,376	7,668	6,811	19,856	
Contribution Margin (%)	55.9%	92.7%	92.1%	78.5%	

Cohort longevity is beyond 3 years, akin to an annuity type business model



- Year 2 onwards, contribution margin is 90%+
- 3-Year Revenue / CoA for clients acquired in FY22 remains robust at 7.8x



3rd Year (E)

Cumulative Revenue / CoA

Benefits of multi-products in Super-App to further enhance the lifetime value of every cohort

Long lifetime value and low cost to serve in subsequent years, makes the business highly profitable

4th Year (E)

5th Year and Beyond (E)

1st Year(A)

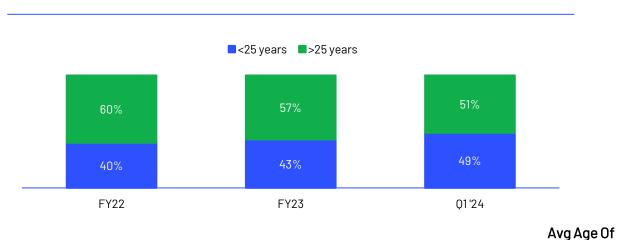
2nd Year (E)

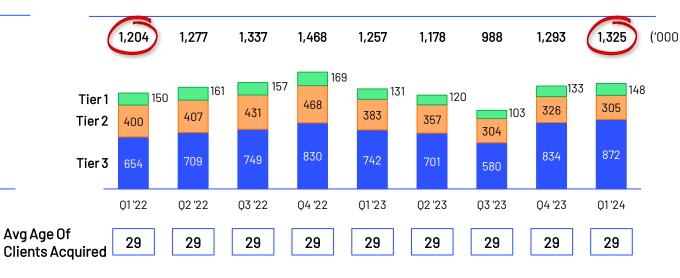
FinTech Model Showing Better Prospects For Every Cohort





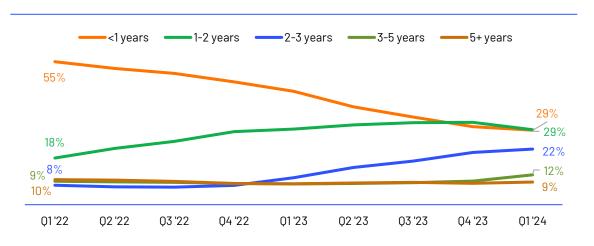
~89%* Of Gross Client Addition Contributed By Tier 2, 3 & Beyond Cities In Q1'24

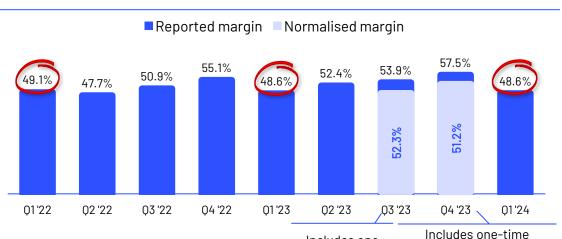




Rising Share Of Revenue From Longer Vintage Clients

Consolidated EBDAT Margin





Prior period figures are restated, especially for bad debts recovered, which formed a part of other income, now being netted off against bad debts from other expenses. The same does not impact our EBDAT and profit after tax.

*Due to change in Tiering of cities, data for the earlier quarters has also been revised accordingly

Tier 3 includes Tier 3 and beyond cities

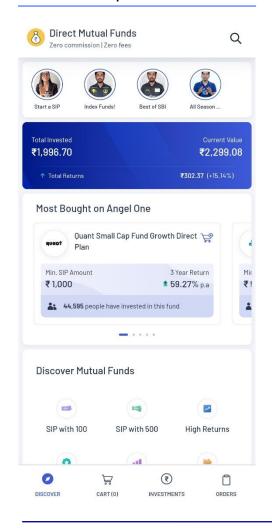
Includes one time profit of ₹89.9 Mn on sale of property

Includes one time positive impact of ₹405 Mn on account of reversal of - grants & variable pay provision

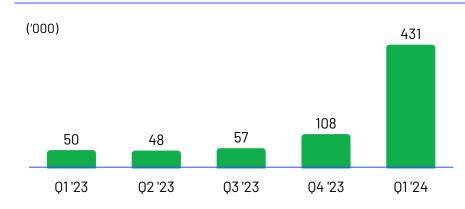
Expanding Multi-Product Relationship



Intuitive Mutual Fund Product Experience



Unique SIPs Registered



- Robust 4-fold sequential growth in incremental SIP's
- Amongst top 2 players in terms of incremental SIPs in June '23
- Substantially improved client NPS
- Zero marketing spend

Key Drivers

- Simplified product experience that provide clients with speed & stability
- · In-app Instagram type reels, facilitating faster decision making
- Intelligent & personalised communication to clients

Growth Aspirations

 Build ChatGPT for wealth, to help clients make investment decisions across asset classes

Distribution Of Consumer Credit Products

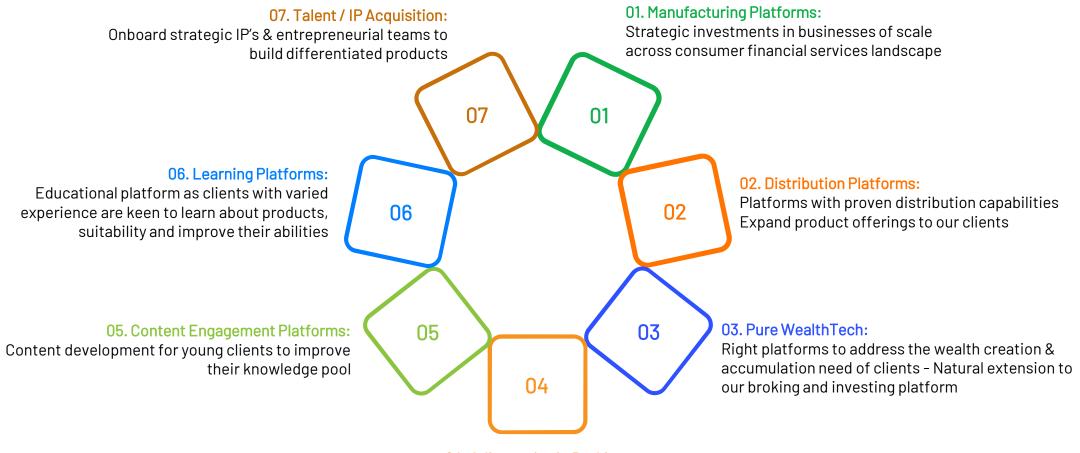
- Aspire to offer the most frictionless experience to clients
- Building proprietary AI/ML models using internal and external consumer data, to facilitate lending partners underwrite and collect better
- Initial review of customer bureau data indicates high quality base with sound credit profile
- Partnerships underway with leading banks and NBFCs



Adding newer products on the Super App, to build long-term affiliation

Exploring Inorganic Growth Opportunities

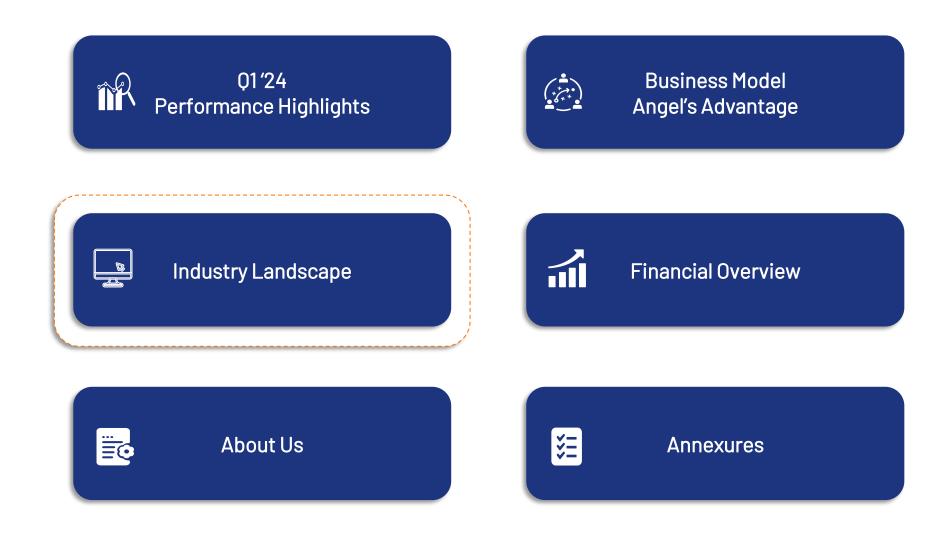




04. Adjacencies in Broking:

Services / platforms that can enable users to discover & decide better strategies that help clients to improve their trading / investing outcomes

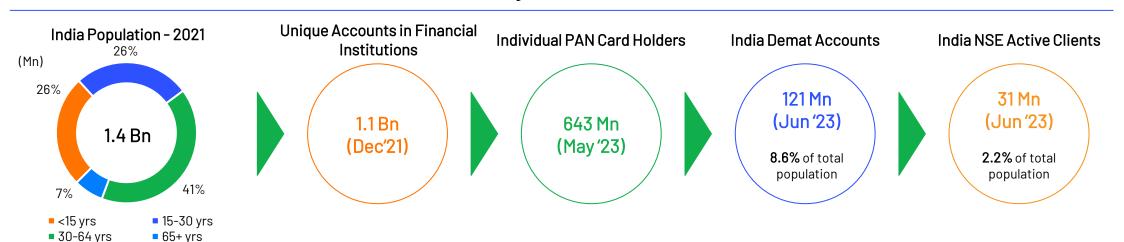




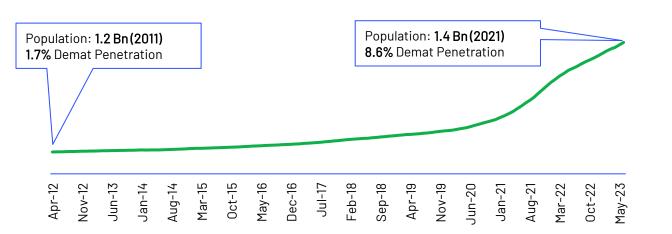
FinTech Model Enabling Penetration Of Vast Addressable Market



India: Target Addressable Market



Steady Growth In Demat Accounts In India



Numbers Supporting The Trend

Indian households to

Double

financial savings in the next five years

Demographic Dividend

28 years

Median age in India

Rising Tide of India's per Capita Income

Present

US\$ 2,278

Per Capita Income

2.3x

2030

US\$ 5,242

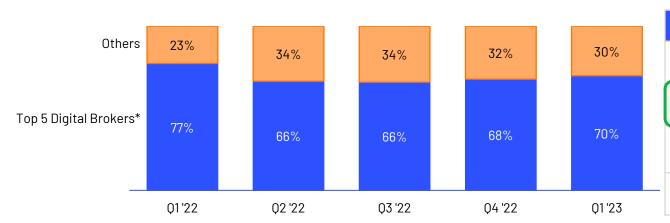
Per Capita Income

India market continues to remain hugely under-penetrated

Digital Brokers At The Forefront Of Driving Penetration



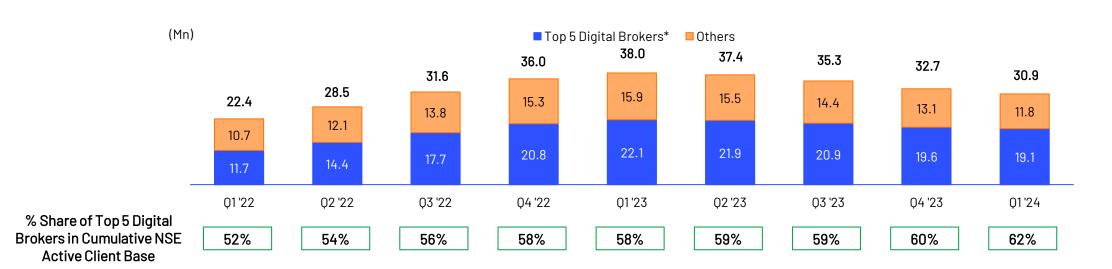
Share Of Top 5 Digital Brokers In Incremental NSE Active Clients



(Mn)	Q2 <i>'</i> 23	Q3 <i>'</i> 23	04′23	Q1′24
Industry	-0.66	-2.05	-2.66	-1.77
Angel One	+0.16	+0.06	+0.04	+0.13
Other Digital Brokers (Part of Top 5)	-0.42	-1.00	-1.40	-0.64
Others	-0.24	-1.05	-1.26	-1.13

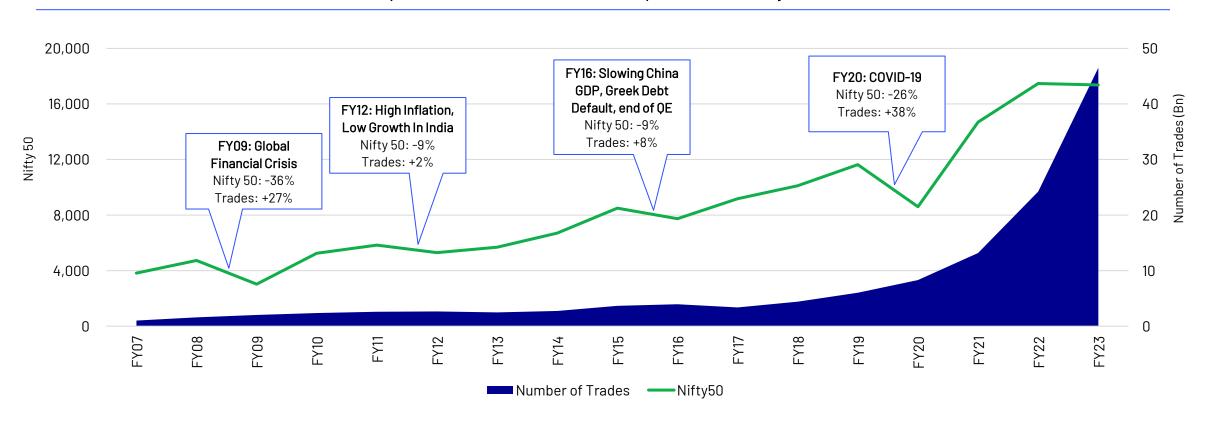
Industry de-grew but Angel continued to grow

Top 5 Digital Brokers Constitute 62% In Cumulative NSE Active Clients Base





Consistent Improvement In NSE Trade Volumes Despite Market Volatility Over Last 16 Years



Regulations Have Strengthened Guardrails And Built Retail Confidence



Recently Introduced Regulations

Up-streaming Of Client Funds To Clearing Corporations (CCs)

- Funds can be up-streamed in the form of:
 - Transfer of balances lying in the client upstreaming bank account
 - Converted into Fixed Deposits and then lien-marked to the CCs
 - Converted into units of Mutual Fund Overnight Schemes and then pledged to CCs

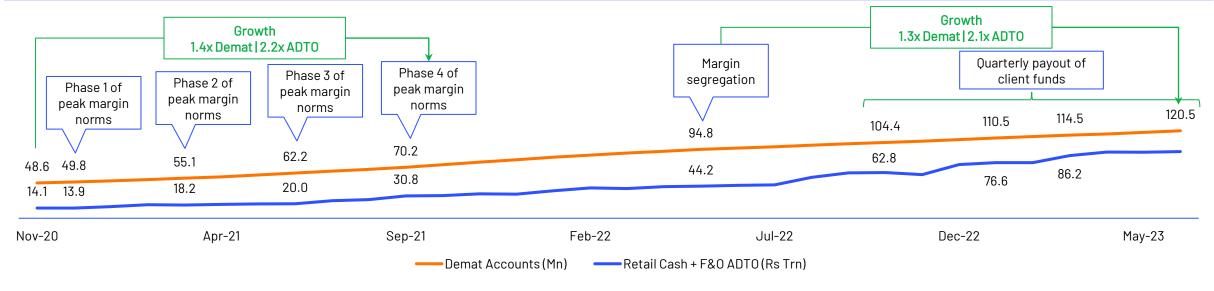
Impact:

- Margin requirements emanating from our own funds is expected to be higher, resulting in incremental borrowings to fund the aforesaid
- Incremental cost of such additional fund requirements estimated at approximately ₹ 400 million for 9M FY24

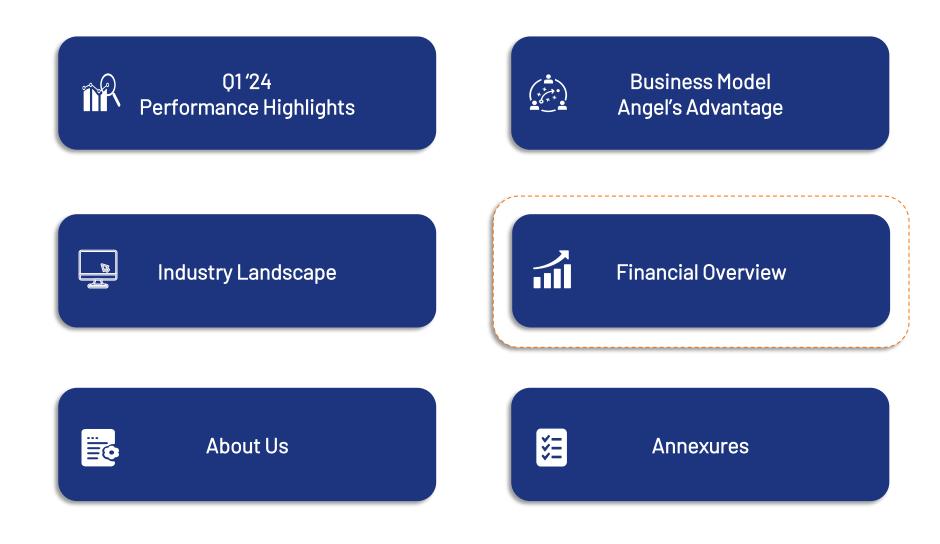
ASBA: Optional For Clients

- The facility is to be made live by 1st January 2024
- UPI mandate service of single block and multiple debits
- Availing UPI block facility shall be at the option of the investor
- Shall be introduced as a non-mandatory facility to be provided by brokers
- To begin with, the facility may be made available in equity cash segment
- CC may extend the facility to additional segments subsequently

Positive Impact Of Historical Regulatory Changes



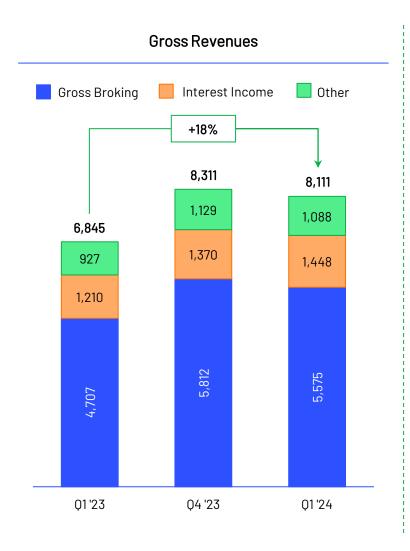


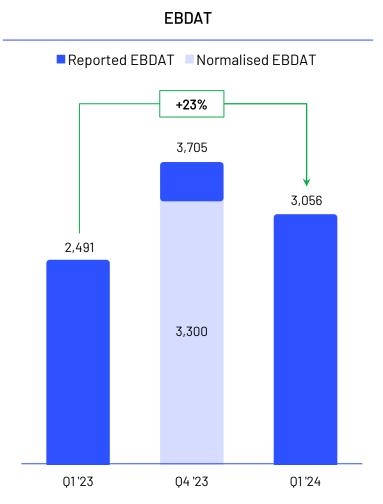


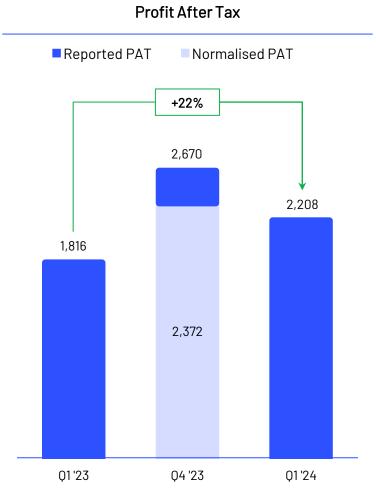
Consolidated Financial Performance



(₹ Mn)





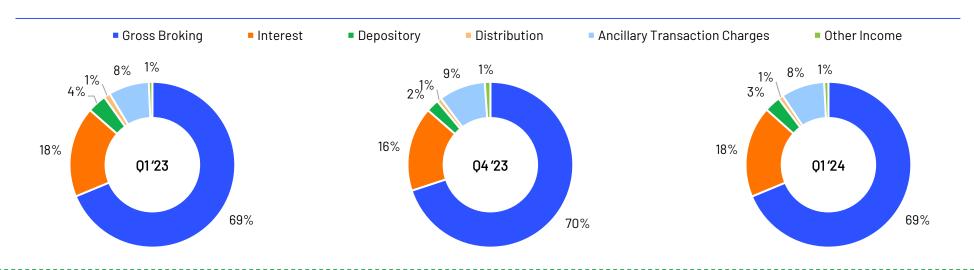


04 '23 includes one-time positive impact of ₹ 405 Mn and ₹ 298 Mn in EBDAT and PAT respectively, on account of reversal of - grants & variable pay provision

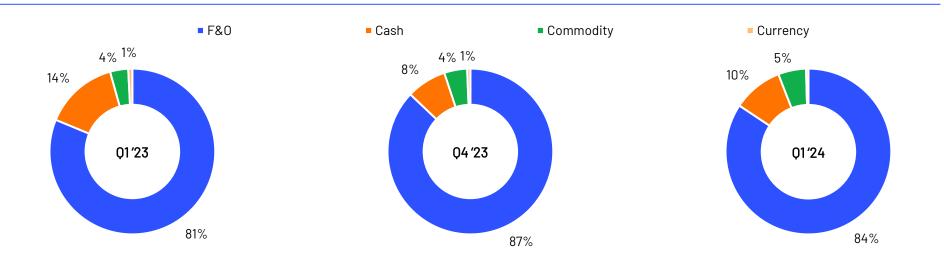
TTM PAT of ₹ 9.3 bn translating into EPS of ₹ 111.4 / share



Gross Revenue Mix



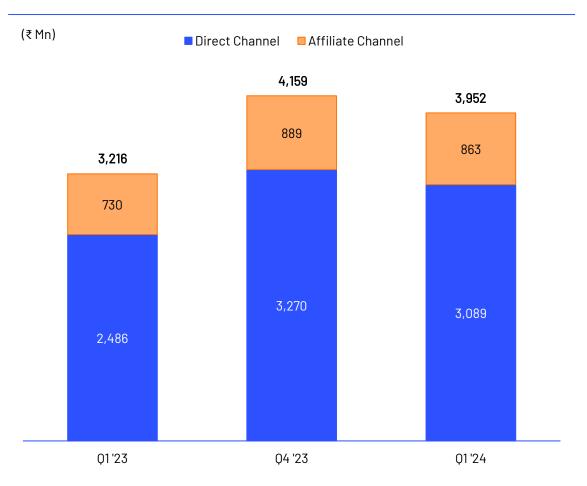
Gross Broking Revenue Mix



Net Broking Revenue & Margin Profile



Contribution to Net Broking Revenue

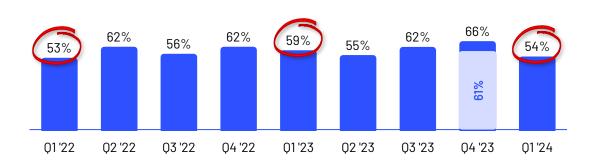


■ Reported EBDAT ■ Normalised EBDAT

EBDAT Margin*: Direct Channel



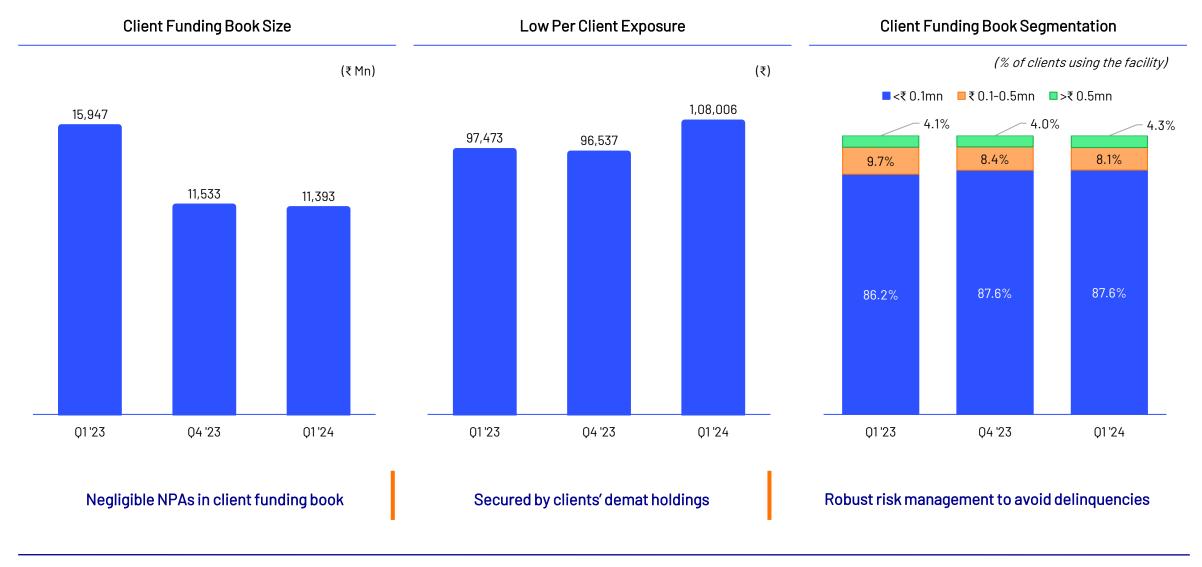
EBDAT Margin*: Affiliate Channel



- Decline in Q1'24 margin was on account of increments given to employees, provision for variable pay and ESOP cost
- Additionally, affiliate channel margin decline was on account of increase in incentives towards higher acquisitions

Client Funding Book Spread Over Wide Customer Base

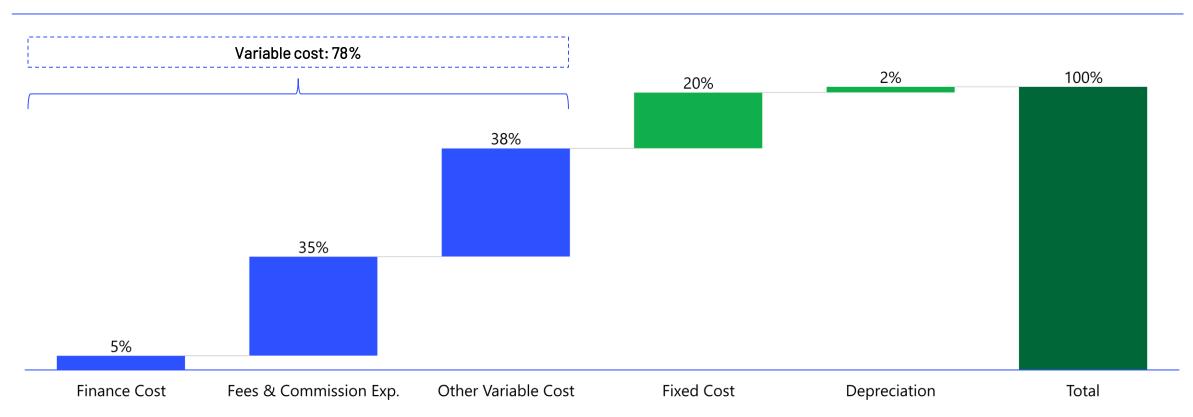




Potential to grow further







Other variable cost includes cost of acquisition, components of employee benefit expenses, cloud expenses, KYC & transactional expenses



Dividend Per Share



Particulars(₹ / Share)	Q2 <i>'</i> 21	Q3 <i>°</i> 21	Q4 <i>'</i> 21	Q1 <i>′</i> 22	Q2 ′ 22	Q3 <i>"</i> 22	Q4 <i>'</i> 22	Q1 <i>′</i> 23	Q2 <i>'</i> 23	Q3 <i>'</i> 23	Q4 <i>'</i> 23	Q1′24
Consolidated Book Value Per Share	120.9	125.7	138.2	146.3	158.0	172.9	191.2	206.0	226.5	247.4	259.1	283
Consolidated Earnings Per Share	10.4	9.0	12.5	14.8	16.3	19.9	24.7	21.9	25.6	27.4	32.0	26.4
Dividend Payout Ratio (%)	46%	-	60%	35%	35%	35%	37%	35%	35%	35%	43%	35%

Includes 3rd interim dividend paid in April '21 Includes 4th interim dividend paid in April '22 Includes 4th interim dividend paid in April '23

Consolidated Profit & Loss Statement



Particulars(₹ Mn)	Q1 FY24	Q4 FY23	Q1 FY23	FY23	FY22
(a) Interest Income	1,448	1,370	1,211	5,195	3,653
(b) Fees and commission income	6,607	6,864	5,607	24,760	18,961
(c) Net gain on fair value changes	20	24	2	61	297
Total Revenue from operations (I)	8,075	8,258	6,820	30,016	22,911
(d) Other Income (II)	36	53	25	195	60
Total Income (I+II=III)	8,111	8,311	6,845	30,211	22,971
YoY Growth (%)	18.5%	21.6%	44.9%	31.5%	77.9%
Expenses					
(a) Finance costs	183	198	198	895	721
(b) Fees and commission expense	1,642	1,672	1,516	6,407	5,502
(c) Impairment on financial instruments	18	14	15	36	36
(d) Employee benefits expenses	1,086	838	842	3,451	2,653
(e) Expense on Employee Stock Option Scheme	146	-84	174	528	156
(f) Depreciation, amortization and impairment	89	89	65	303	186
(g) Others expenses	1,980	1,967	1,609	6,673	5,349
Total Expenses (IV)	5,144	4,695	4,418	18,293	14,604
Cost to Net Income	52.8%	43.9%	52.7%	48.0%	50.0%
Profit before tax from continuing operations (III-IV=V)	2,967	3,616	2,427	11,918	8,367
Total Income tax expense (VI)	759	945	611	3,019	2,110
Profit for the period / year from continuing operations (V-VI=VII)	2,208	2,669	1,816	8,899	6,257
YoY Growth (%)	21.6%	30.0%	49.5%	42.2%	104.1%
Tax For Previous Years (VIII)	0	1	0	-3	7
Rep. Profit for the period / year from continuing operations (VII-VIII=IX)	2,208	2,670	1,816	8,902	6,251
YoY Growth (%)	21.6%	30.4%	49.5%	42.4%	109.7%
Loss after tax from discontinued operations (X)	-0	-1	-1	-3	-3
Profit for the period / year (IX+X=XI)	2,208	2,669	1,815	8,899	6,248

FY23 Other income includes ₹ 89.9 mn towards profit on sale of property

Q4 '23 include onetime positive impact of ₹ 405 Mn on account of reversal of - grants & variable pay provision

Summary Of Consolidated Balance Sheet

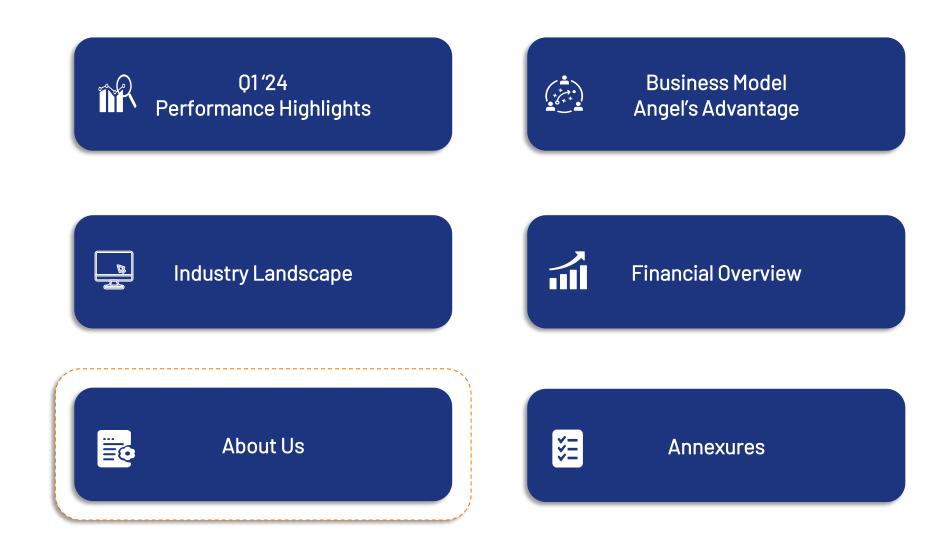


Particulars(₹ Mn)	June'23	Mar'23
Financial Assets		
(a) Cash, cash equivalents and Bank Balance	66,410	54,911
(b) Other Trade Receivables	2,299	2,261
(c) Client Funding Book	11,393	11,533
(d) Investments	1,119	1,095
(e) Other financial assets	3,106	1,862
Non-financial Assets		
(a) Fixed Assets	2,803	2,482
(b) Current and Deferred Tax Assets (Net)	19	17
(c) Other non-financial assets	656	617
Total Assets	87,804	74,777
LIABILITIES		
Financial Liabilities		
(a) Trade Payables	51,968	40,715
(b) Borrowings	8,432	7,872
(c) Other financial liabilities	2,874	3,879
Non-Financial Liabilities		
(a) Current & Deferred tax liabilities (Net)	270	115
(b) Provisions	191	163
(c) Other non-financial liabilities	378	417
Networth	23,691	21,616
Total Liabilities and Equity	87,804	74,777

Augmentation of technology assets in Q1′24

TTM EPS: ₹ 111.4 Q1 FY24 EPS: ₹ 26.4 Book Value: ₹ 282.6 as on June 30, 2023





Board Of Directors





Dinesh ThakkarChairman and Managing
Director



Muralidharan Ramachandran Independent Director



Mala Todarwal
Independent Director



Krishnaswamy Sridhar Independent Director



Kalyan Prasath Independent Director

- Promoter of Angel Group
- Veteran in capital markets with over
 3 decades of experience
- Revolutionised stock broking for retail clients
- 34+ years experience in technology companies like TCS, Satyam Computer, Epicenter Technologies, Transworks Information Services, Syntel/Atos in multiple roles
- CIO with Startek, a global BPM company
- Independent consultant facilitating start ups & enterprises in their transformation phase and leveraging digital technologies
- Strong technology and cyber security experience



- 15+ years experience
- Fellow member of ICAI, an active partner of M/s. Arun Todarwal & Associates LLP and on the boards of Group Companies of Welspun and IVP Ltd
- Strong domain knowledge of statutory audit, management assurance, management and systems audit, etc.
- Facilitates strengthening of corporate governance structure and controls & processes to assess and mitigate risks

- Fellow member of ICAI, B.Sc (Physics), 'Representative License' issued by Monitory Authority of Singapore
- 37+ yrs exp in Fin., Inv. Mgnt; Credit, Debt, Equity; Project Fin.; Business Strategy
- Former Exec.Dir & CIO UTI AMC, MD & CEO UTI International, Singapore, Dir. AMFI
- Held board level positions in Fin. Insti., Mfg. Cos. & Offshore Fund Cos. registered in Singapore, Mauritius & Guernsey
- Conceptualized, designed & executed IT sys.
 & process automation for Inv. Mgnt.
- Actively participates in discussions on Inv. Mgnt. reg., sys. & software for MF/Ins. Industry

- B.Sc., DSM, DBA with 35+ yrs exp. in Business Tech. across APAC, delivered tech.-based solns. to improve productivity, scalability & optimize cost
- Expertise in IT Strategy; Tech. implementation to meet reg. requirements; IT, Info. Security & Data Leakage Prevention; IT Governance & Risk Mgnt.
- Ex-AMFI committee member in planning & implementing a Self-Service Portal for seamless online transactions by investors and distributors



N T Arunkumar Independent Director



Krishna lyer
Non-Executive Director



Ketan Shah Whole-time Director



Amit Majumdar
Whole time Director

- B.Sc. (Math & Statistics) and PGDPM&IR (MBA)
- 30+ years of global experience across banking & financial services, technology, telecom & consumer products
- Contributor to the "Digital India" initiative in 2017-18
- Strategic advisor to Boards of large businesses specializing in Digital Transformation, new technologies (Al/ML/Blockchain) & developing Future Skills
- Expertise in change management and leading & scaling diverse, globally distributed teams
- Designer & advisor of Analytics and Cyber Security and IT Strategy

- 24+ years of global IT experience
- Ex-Co-founder and former CEO at Go-Live Faster, a QA and predictive analytics tech company
- Director on the boards of publicly traded companies and NGOs & an angel investor in wellness startups
- Conducts culture & leadership transformation workshops for billion dollar companies and startups
- Creator of transformational products, programs & simulations used in several countries

- 26+ years of overall experience
- Having in depth understanding about Business, Technology & Operations
- Chartered Accountant with 2+ decades of experience in business leadership and strategy
- Expertise in driving business growth, expansion, profitability
- Held executive positions with Healthspring, AGS Transact Technologies, Angel One
- Past assignments with EY, Cho Hung Bank, Rabo India, Ambit Corp.
 Finance

Experienced Management Team





Dinesh Thakkar Managing Director

- Promoter of Angel Group
- Veteran in capital markets with over 3 decades of experience
- Revolutionised stock broking for retail clients



Vineet Agrawal CFO

- C.A., C.S., C.M.A
- 26+ yrs exp. across multiple industries, 7+ yrs at Angel One
- Heads treasury, corp. fin., accounts, secretarial, reporting & controlling, tax, audit, IR and CSR
- Worked at Secure Meters, Suzlon Energy, Bharti Airtel & Reliance Communications



Prateek Mehta CBO

- IIT-B, MBA IIM-A
- 20+ yrs in building & creating value at Startups & Fortune 50 Companies, with 12+ yrs in fintech & consumer internet businesses like Tata Digital, Scripbox / Upwardly, Myntra, Zovi in Exec. roles
- Built & scaled large businesses, Expertise in Growth, Product, Marketing, Brand, Rev.



Jyotiswarup Raiturkar CTO

- MS Illinois Tech, Tech NIT Nagpur Comp.
 Science, NTSE AIR 9
- 20+ yrs experience in building tech products & global teams
- Leads tech development and engineering
- Worked with Walmart Labs', Intuit, Goibibo, Samsung Research and Microsoft



Ankit Rastogi CPO

- B.E. (Computer Engineering) Gold Medalist, NIT Surat
- 20+ yrs experience in Entrepreneurship, Product Management, Scaling Online Adoptions & Digital Growth
- Leadership roles at Makemytrip, Cleartrip, Stayzilla & Goibibo



Amit Manjumdar ED – Strategic Initiatives

- C.A. with 2+ decades of experience across Financial Services, Payments, HealthTech and Management Consulting
- Held Executive positions in AGS Transact
 Technologies Ltd, Healthspring, Angel One
- Leads strategic initiatives for organic and inorganic growth



Dinesh Radhakrishnan CPTO

- Master of Computer Applications, CEG Guindy
- 25+ yrs experience in building cutting edge technology products
- Leads technology, product and design teams
- Worked with Ola Electric, Rakuten India, Bloomberg and Intel



Prabhakar Tiwari CGO

- MBA IIM-B, Marketing Gold Medalist; B.E. (Silver Medalist)
- 21+ yrs of total experience, ~4 years at Angel One
- Scaling Ange One's growth leading Sales, Marketing & Digital Transformation
- Impactful leadership stints with PayU, Marico, CEAT



Ketan Shah CSO

- Bachelor in Commerce
- 26+ years of total experience, 20+ years at Angel One
- Worked in different functions including Business, Technology & Ops.
- Leads revenue function, customer engagement & service, B2B business & research and advisory



Deepak Chandani CDO

- IIT BHU
- 25+ yrs of extensive knowledge & deep understanding of the transformative potential of data & technology
- Worked with Infosys, Apple Inc, AppDirect, Global Logic, Teradata, UBS, & British Petroleum
- Will oversee data & analytics strategy



Subhash Menon CHRO

- Doctorate in Management Studies (DMS), MHRDM - NMIMS, BSc.
- 23+ yrs experience, 7+ yrs at Angel One
- Develops and implements HR processes and employee skill development, knowledge & productivity enhancement
- Worked with IndiaFirst Life, SBI Life and USV



Dr. Pravin Bathe CL&CO

- Ph.D. (Banking & Fin.), MBA (Fin), MBA (Mktg), MA (Eco.), LLB
- 21+ yrs experience in Capital Markets
- Heads Compliance and Legal
- Strong exposure to Compliance & Risk
 Management in Capital Market
- Worked with SEBI, Edelweiss and Citigroup



Saurabh Agarwal CXO Head New Business

- B.Tech Comp. Sc., IIT-KGP, MBA IIM-L
- 13+ yrs of leadership exp. across Lehman Brothers, IIFL Wealth, Housing.com and Incred
- Led disruptive business and product teams across successful consumer tech companies to create significant value



Devender Kumar Head – Online Revenue

- MBA IIM-B, B.E. (Hons) NSIT
- 15+ yrs of total experience, 10+ yrs at Angel One
- Built & led various functions including revenue, product, online marketing, sales, technology, analytics, strategy, and data science
- Worked with Motilal Oswal, Yahoo!



Bhavin Parekh Head - Ops., Risk & Surveillance

- MBA NMIMS
- 25+ yrs of total experience, 23+ years at Angel One
- Extensive understanding of the BFSI sector
- Worked across multiple functions Operations, Risk Management, Business and Product and Customer Support

People Practices & Social Empowerment





Robust Employee Engagement









Great Place to Work

- ✓ Ranked 52nd in Top 100 Best Companies to work for in India
- ✓ India's best workplaces in Fintech for the 2nd consecutive year
- ✓ Culture audit score of 4.4 out of 5 on people practices
- ✓ Trust Index score of 90 based on the survey

Diversity Equity & Inclusion

- ✓ Onboarded talent from LGBT community & focused hiring for diverse talent
- ✓ Championing learning opportunities for women through Jombay's Women Leaders Program

Leadership Development

✓ 'Evolve' program to nurture budding leaders to take on futuristic roles

Wellness

✓ Launched enhanced Medical benefits under 'Angel Care+' providing Insurance cover for mental well-being, fertility, gender re-affirmation, surrogacy and similar inclusive benefits

Angel's CSR Programmes



Partner Non-Profit Organisations











- + Present across 300+ villages
- + 22 exclusively sponsored Livelihood Development Centers Delhi –NCR, Maharashtra, Rajasthan and Gujarat
- + 9,000+ beneficiaries impacted through Financial and Digital Literacy Training Programme in Maharashtra and Rajasthan
- + 1,000+ members signed up for insurance schemes like Pradhan Mantri Jeevan Bima Yojna and Pradhan Mantri Suraksha Bima Yojna in Rajasthan
- + 4,000+ youth successfully placed in formal sector employment in Maharashtra, Rajasthan and Gujarat



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Recognition for being amongst India's Best Workplaces in Fintech by Great Place to Work



Bronze for SmartAPI in the Trading and Exchange cateogry for the 'Launch of a disruptive product' at the ET Brand Disruption Awards'22



Best Technology Provider for Financial Technology -SmartAPI at InnTech Awards 2021 by Inkspell



Gold for Marketing analytics at MarTech India Awards by E4M



Gold in the Fintech category for Reimagining Stock Broking for The Millennial India at Stakes PR & Communications Excellence awards by Agency Reporter

Industry



Gold Winner at ImageXX Award 2023 by Adgully for BFSI Service



Best Customer Experience in Service Sector by Zendesk at The Customer Fest Leadership Awards 2023



Best performer in the Equity Retail Segment 2022 by BSE



Leading Member of the Exchange 2022 by MCX



Recognised with Rising Star for outstanding growth in the year, among The Next 500 Companies 2022 by Fortune India

Marketing



Brand of the year at The Great India BFSI Awards 2023



Social Media Campaign of the year 2023 at The Great India BFSI Awards 2023



Youtube campaign of the year 2023 at The Great India BFSI Awards 2023

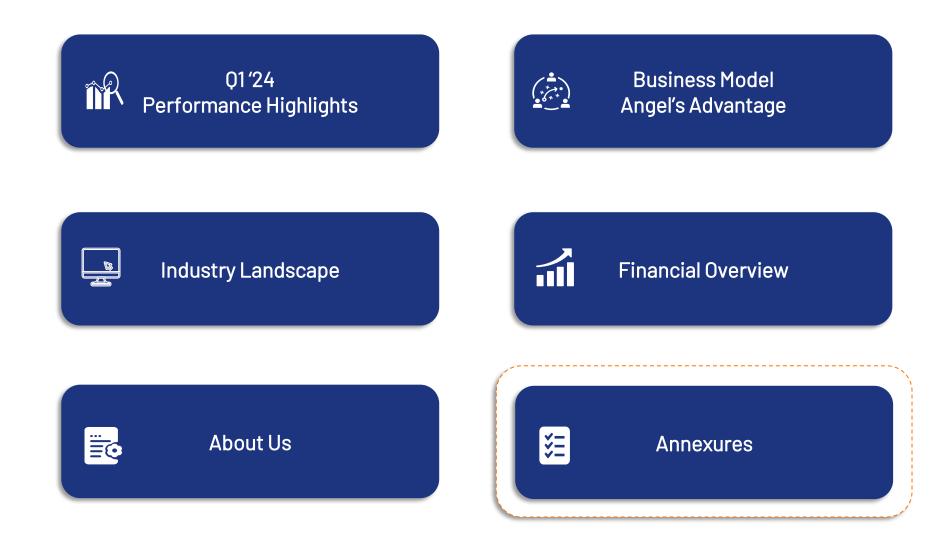


Content Marketing award of the year at The Great India BFSI Awards 2023



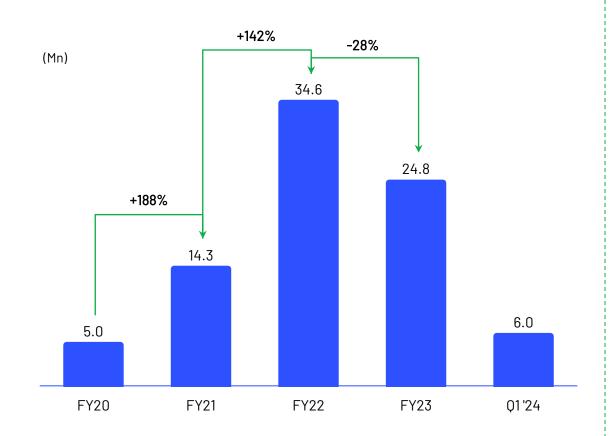
Digital Marketing campaign of the year at The Great India BFSI Awards 2023



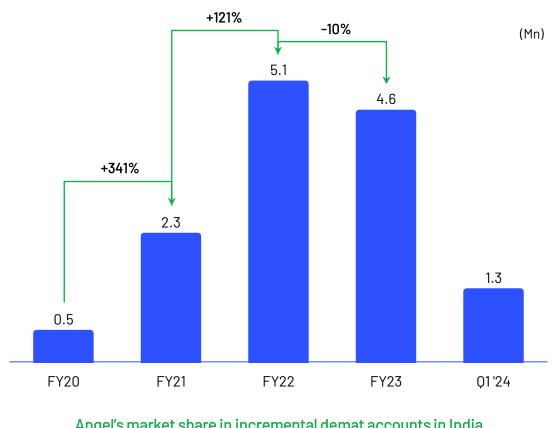




India: Incremental Demat Accounts



Angel: Incremental Client Base

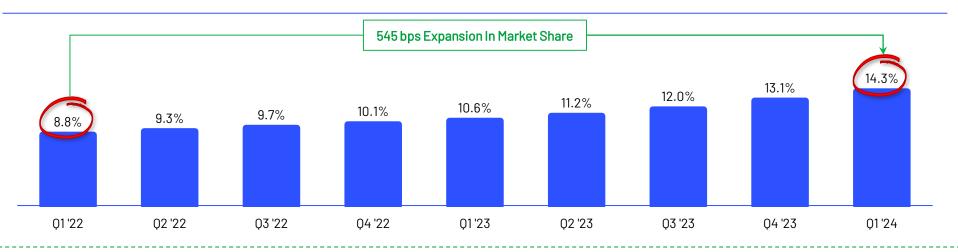


11% 16% 15% 18%

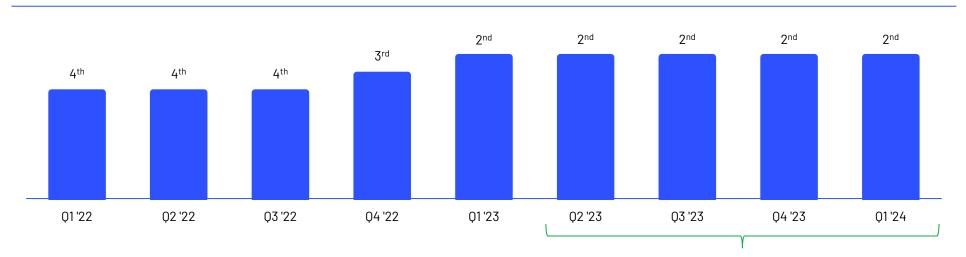
Angel Gaining Market Share In NSE Active Client Base



Expanding Market Share In NSE Active Client Base



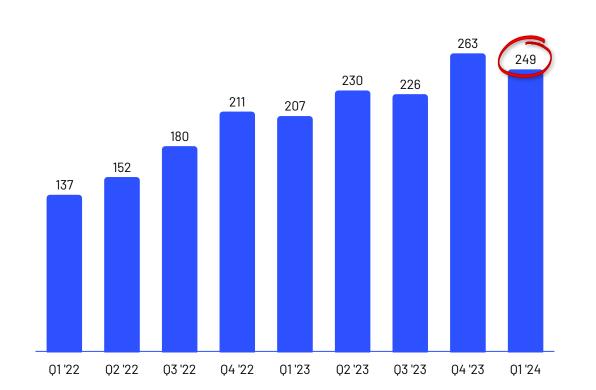
Angel One's Ranking In Incremental NSE Active Clients



Angel is amongst the few players adding to its NSE active client base, while the industry de-grew



Trend Of Orders



Angel One's NSE Active Client Base



FinTech Model Successfully Weathering Market Volatility



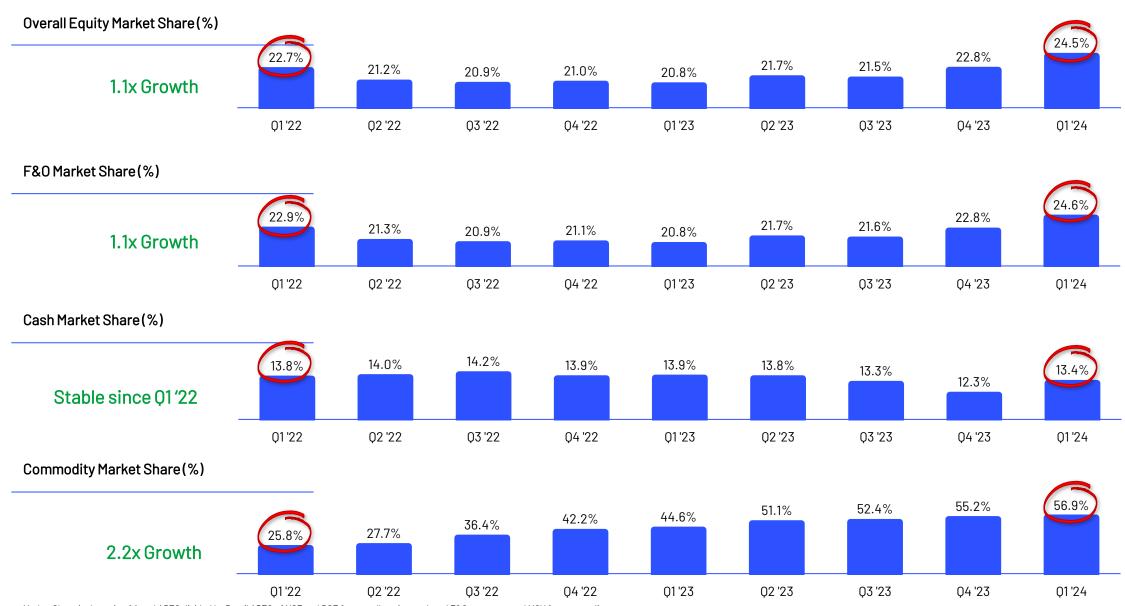
Angel's Average Daily Orders Increased In 21 Out Of 25 Instances, Where Either Index Corrected By >5% Over The Last 51 Months

Period	# of Trading Days	Fall In Nifty 50	Fall In Nifty MidCap 150	Fall In Nifty Bank	Change in Angel's Avg Orders
18 Apr - 15 May, 2019	17	-5.3%	-8.2%	-6.3%	0.8%
04 Jun - 19 Jun, 2019	11	-3.3%	-5.1%	-4.1%	-2.8%
05 Jul - 05 Aug, 2019	22	-9.1%	-11.7%	-12.1%	3.5%
24 Sep - 07 Oct, 2019	9	-4.1%	-6.1%	-9.2%	3.4%
03 Jan - 01 Feb, 2020	22	-5.1%	1.3%	-8.1%	11.2%
12 Feb - 23 Mar, 2020	27	-37.1%	-38.3%	-46.0%	18.8%
30 Mar - 03 Apr, 2020	4	-6.7%	-3.0%	-13.6%	5.5%
04 May - 18 May, 2020	11	-10.5%	-7.7%	-18.4%	2.8%
08 Jul - 15 Jul, 2020	6	-1.7%	-2.7%	-5.7%	2.5%
24 Jul - 03 Aug, 2020	7	-2.9%	-0.4%	-8.7%	1.1%
31 Aug - 24 Sep, 2020	19	-7.2%	-6.8%	-16.6%	-3.1%
15 Jan - 29 Jan, 2021	10	-6.6%	-5.4%	-6.0%	10.9%
16 Feb - 26 Feb, 2021	9	-5.1%	0.8%	-6.7%	7.8%
04 Mar - 12 Apr, 2021	<i>25</i>	-6.1%	-5.1%	-15.3%	2.1%
19 Oct - 30 Nov, 2021	29	-8.1%	-8.1%	-10.1%	
09 Dec - 20 Dec, 2021	8	-4.9%	-5.6%	-7.6%	-1.2%
13 Jan - 24 Jan, 2022	8	-5.8%	-7.1%	-4.6%	14.8%
03 Feb - 24 Feb, 2022	16	-8.6%	-13.1%	-10.4%	4.7%
28 Feb - 07 Mar, 2022	5	-4.8%	-3.9%	-9.8%	2.1%
05 Apr – 13 May, 2022	26	-12.6%	-11.2%	-14.3%	3.1%
31 May - 17 Jun, 2022	14	-8.2%	-7.9%	-8.6%	-7.3%
14 Sep – 29 Sep, 2022	12	-6.9%	-6.2%	-7.9%	17.1%
02 Dec - 23 Dec 2022	16	-5.3%	-6.6%	-3.7%	11.5%
04 Jan - 27 Jan 2023	17	-3.4%	-4.6%	-7.1%	4.3%
17 Feb - 24 Mar 2023	25	-6.0%	-4.4%	-5.4%	4.4%

Implementation of pledge mechanism

Retail ADTO Market Share Across Segments

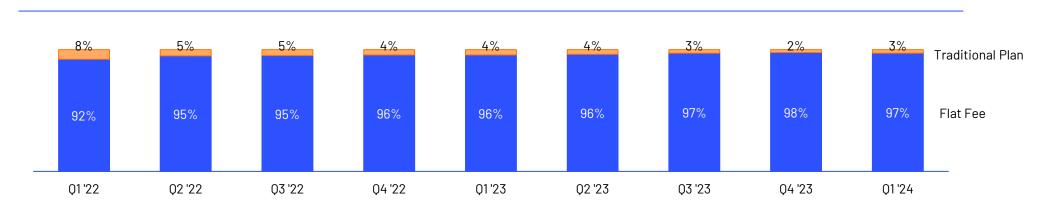




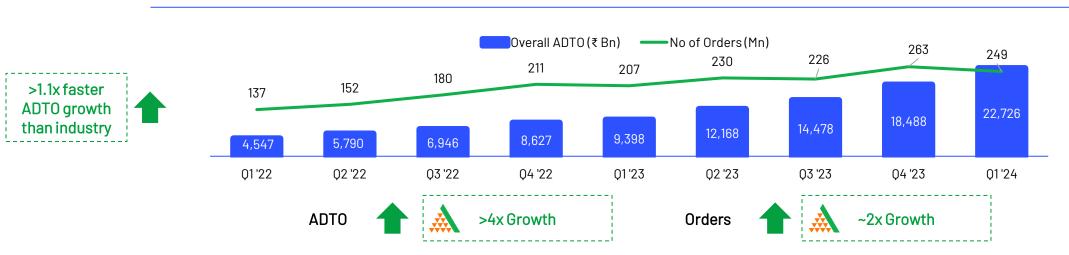
FinTech Business Drives Multifold Increase In Client Activity



Flat Fee Dominates Overall ADTO



Strong Growth In Overall ADTO



6.4mn

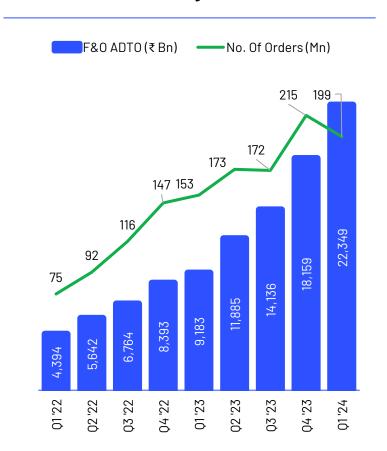
Peak orders handled in Q1′24, in a single trading session



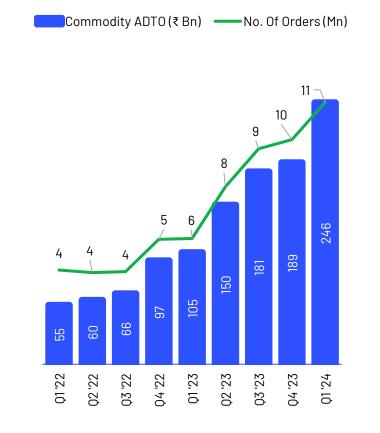




F&0 Segment



Commodity Segment





Company:

Investor Relations Advisors:



Angel One Ltd. (Formerly Known as Angel Broking Limited)
CIN - L67120MH1996PLC101709
Mr. Hitul Gutka - Head IR
Email Id - hitul.gutka@angelbroking.com

www.angelone.in

$SGA^{\underline{\tt Strategic\ Growth\ Advisors}}$

Strategic Growth Advisors Pvt. Ltd.
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