



May 01, 2023

<b>To, The Manager, Listing Department, BSE Limited, Phiroze Jeejeebhoy Tower, Dalal Street, Mumbai - 400001 Tel No.: 22721233 BSE Scrip Code: 540776</b>	<b>To, The Manager, Listing Department, The National Stock Exchange of India Ltd., Exchange Plaza, 5<sup>th</sup> Floor, Plot C/1, G Block, Bandra - Kurla Complex, Bandra (E), Mumbai – 400051. Tel No.: 2659 8235 NSE Symbol: 5PAISA</b>
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Dear Sir/Madam,

**Sub: Investor/Corporate Presentation on the Audited Financial Results (Standalone and Consolidated) for the quarter and year ended March 31, 2023:**

We enclose herewith the Investor/Corporate Presentation on the Audited Financial Results (Standalone and Consolidated) for the quarter and year ended March 31, 2023.

Kindly take the above on records and oblige.

Thanking You,  
Yours faithfully,  
**For 5paisa Capital Limited**

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**Namita Godbole**  
**Company Secretary & Compliance Officer**  
**Membership No.:A21056**  
**Email ID: [csteam@5paisa.com](mailto:csteam@5paisa.com)**

**Encl: as above**

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**5paisa Capital Limited**

**Corporate Identification Number: L67190MH2007PLC289249**

Registered Address: IIFL House, Sun Infotech Park, Road no. 16V, Plot no. B-23, MIDC, Thane Industrial Area, Wagle Estate, Thane, Maharashtra – 400604. • E-mail: [csteam@5paisa.com](mailto:csteam@5paisa.com) • Website: [www.5paisa.com](http://www.5paisa.com)

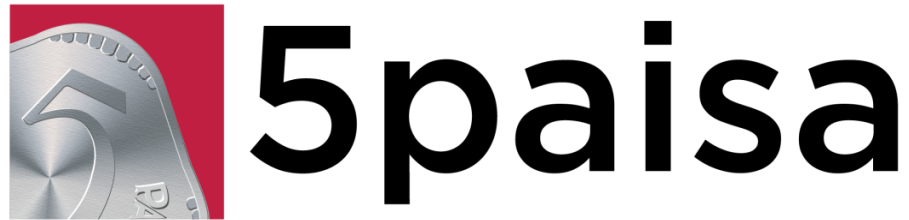


**5paisa**

## **INVESTOR PRESENTATION**

**Quarter Ended March 23**

# Our Growth Journey – FY23



FY23- Highlights

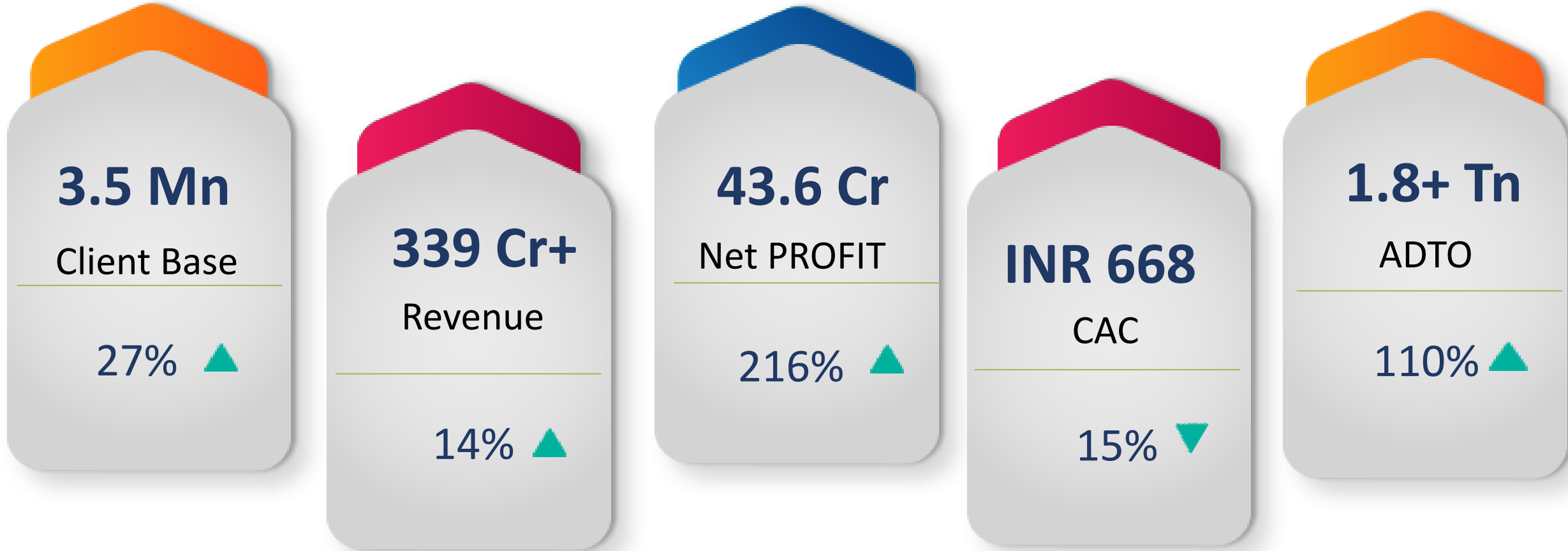
Q4FY23- Highlights

Business Information

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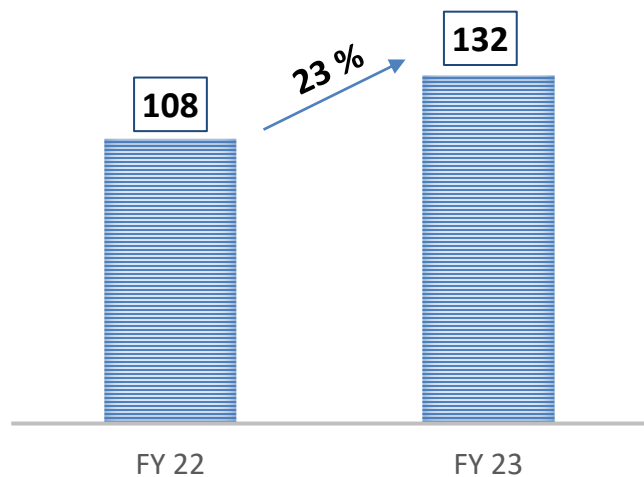
About Us

# Our Growth Journey – FY23

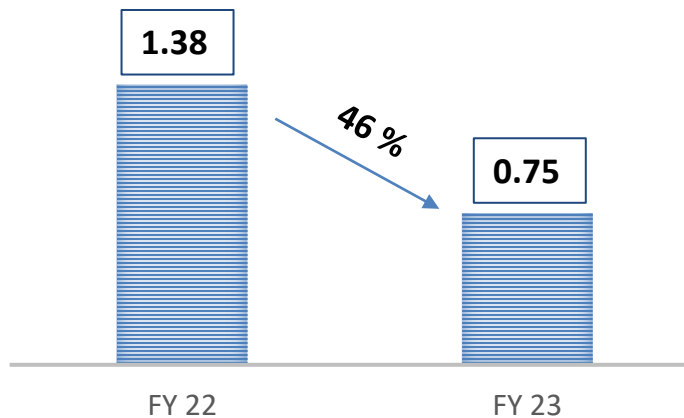


# Business Growth

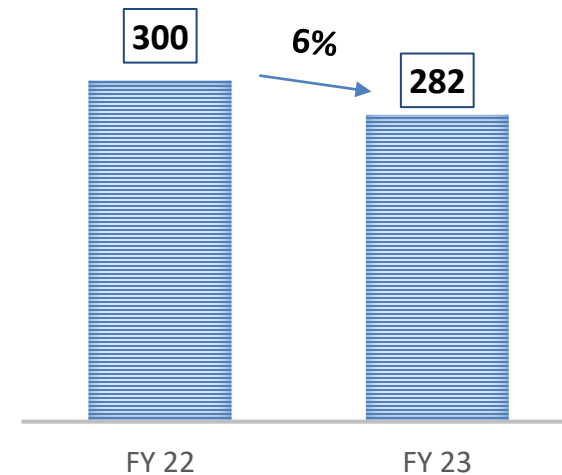
Number of Orders (In Mn)



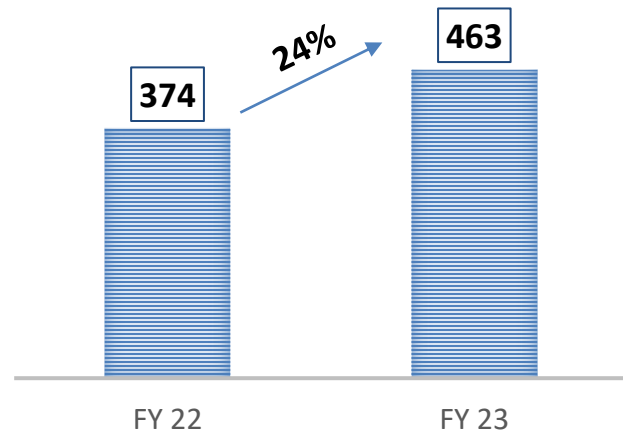
Customer Acquired (In Mn)



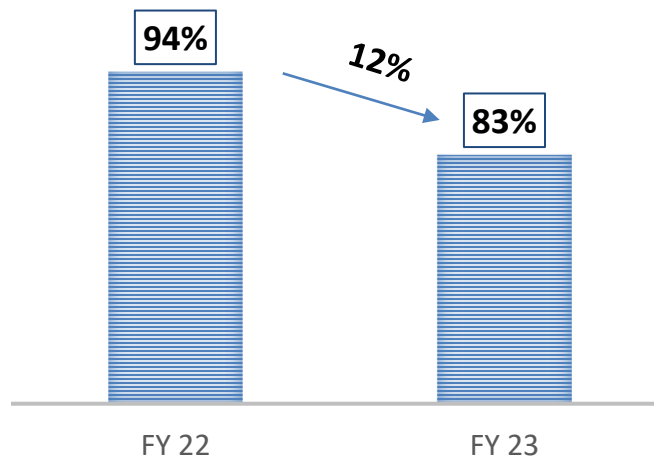
Client Funding book (In Cr)



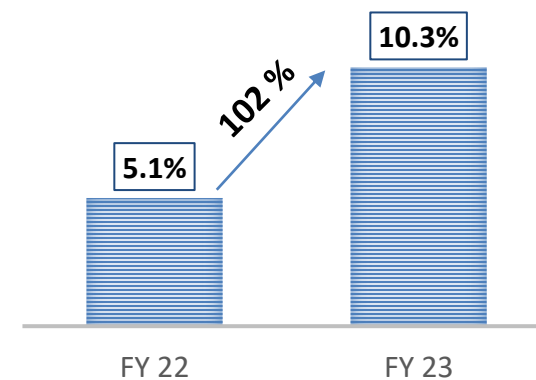
Net-worth (In Cr)



Cost to Income ratio

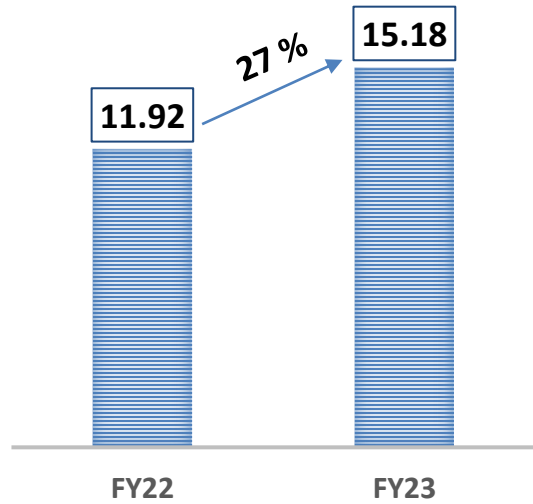


Return on Net-worth

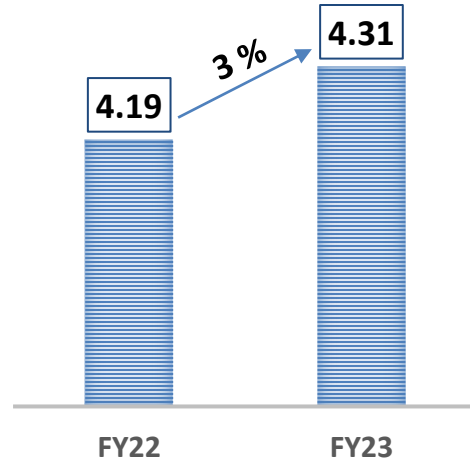


# The Digital Drive

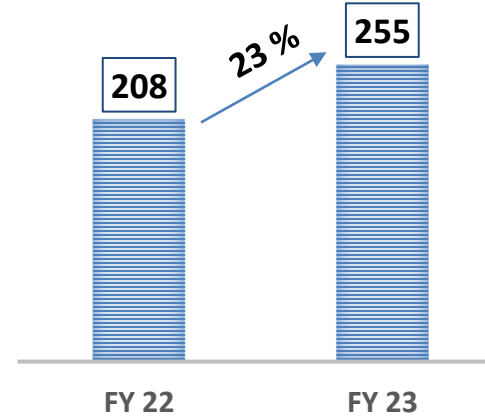
App Download (In Mn)



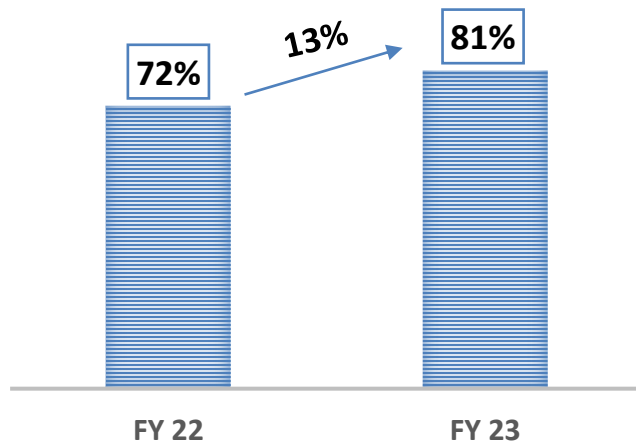
App Rating



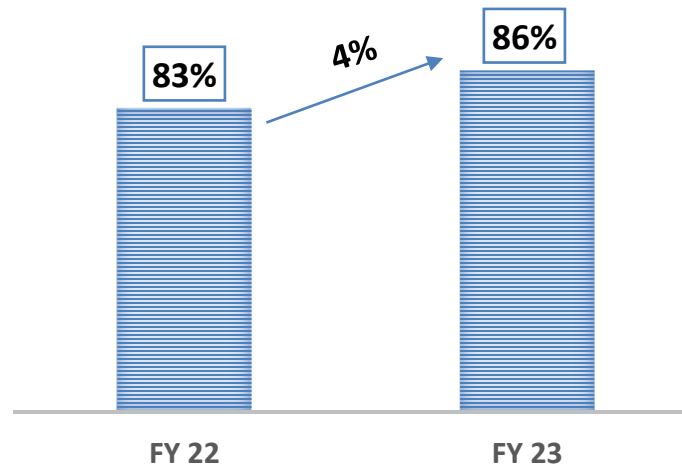
Digital Employee Strength



Net Promoter Score (NPS)



Straight through Process (STP)



## ❖ App Download :

- Time spent on App increased by 25%
- 21% Growth in DAU/MAU (Daily and monthly active users)

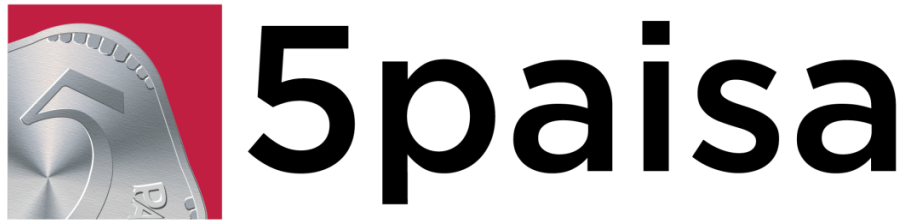
## ❖ Digital Employee Strength :

- Improvement in UI/UX across all platforms with more User-friendly features
- App revamp with many new features with reduced latency

## ❖ Net Promoter Score and Straight through process (STP) :

- Improvement in TAT to resolve all customer's queries
- Reduction in time taken for client onboarding with no human intervention.

# Our Growth Journey – FY23



FY23- Highlights

Q4FY23- Highlights

Business Information

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# Key Highlights of Q4FY23 vs Q3FY23



**Revenue**  
91.45 Cr



9%



**Profit after Tax**  
14.41 Cr



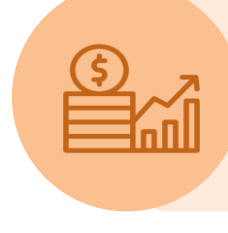
31%



**Customer Acquired**  
1.36 lac



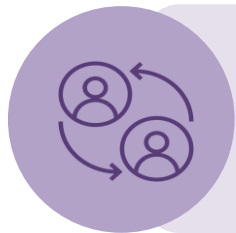
16%



**Customer Base**  
3.49 Mn



4%



**Exchange ADTO**  
2.41+ Tn



18%



**App User**  
15.18+ Mn

Stable



**Funding Book**  
287 Cr



3%



**CAC**  
INR 613

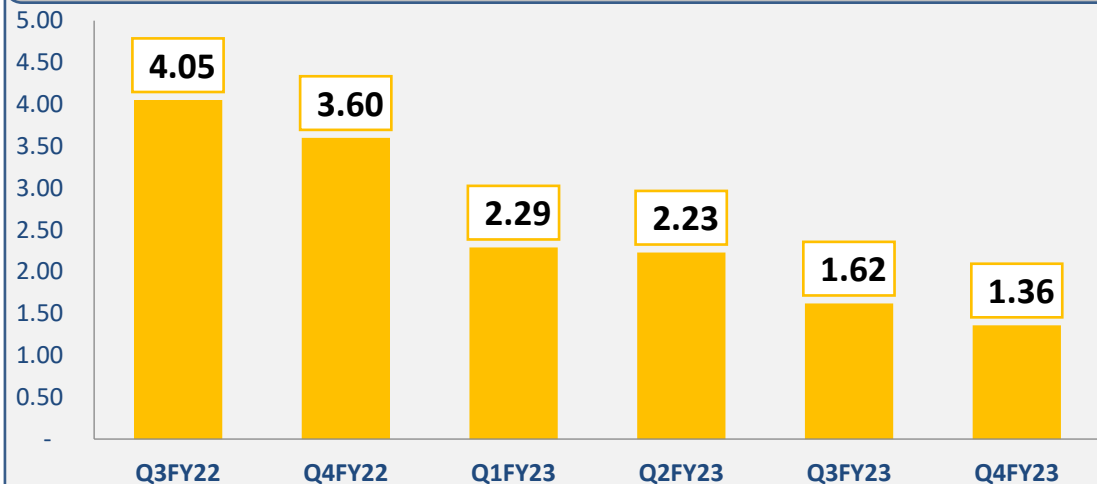


17%

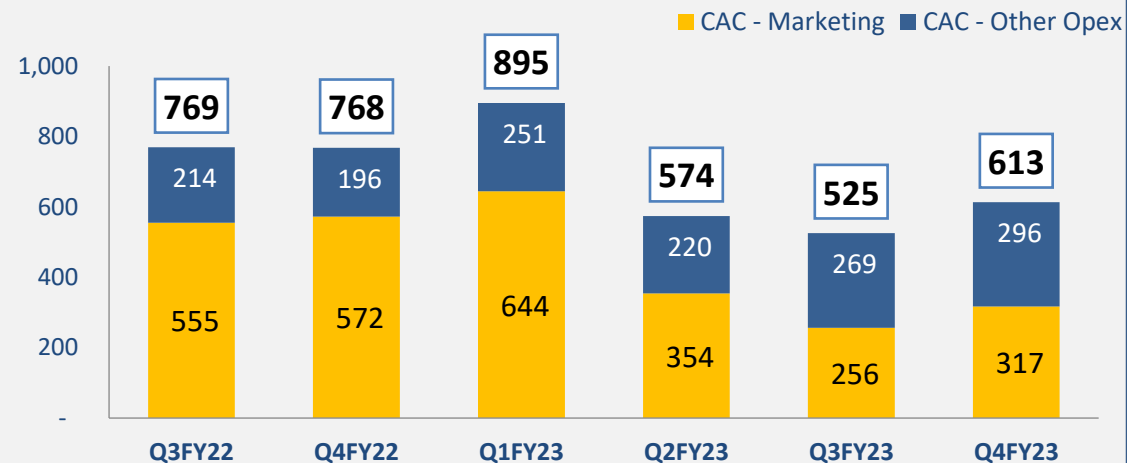


# Client Acquisition – Q4FY23

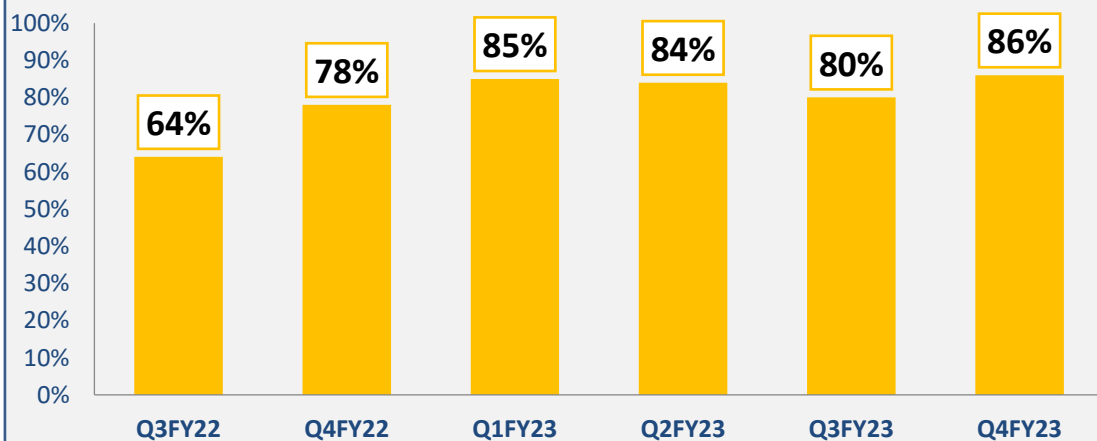
### Client Acquisition (In Lakhs)



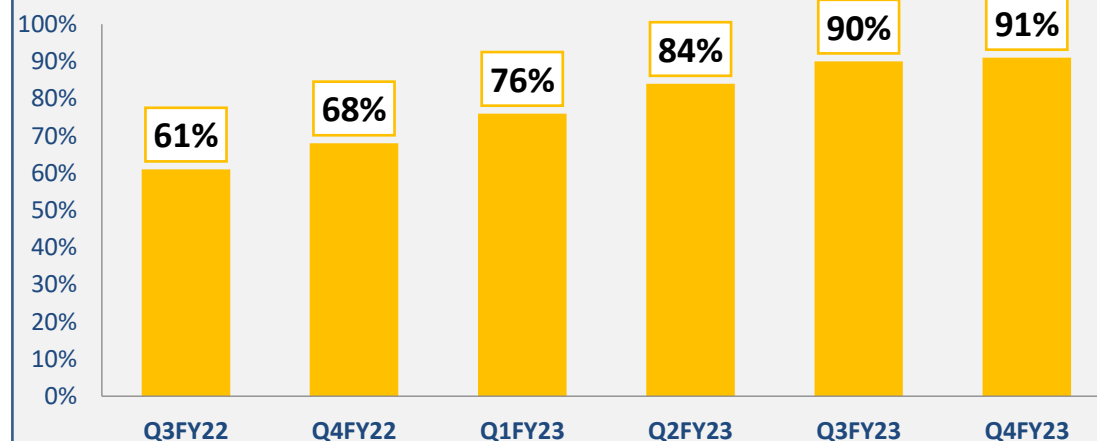
### CAC (in INR)



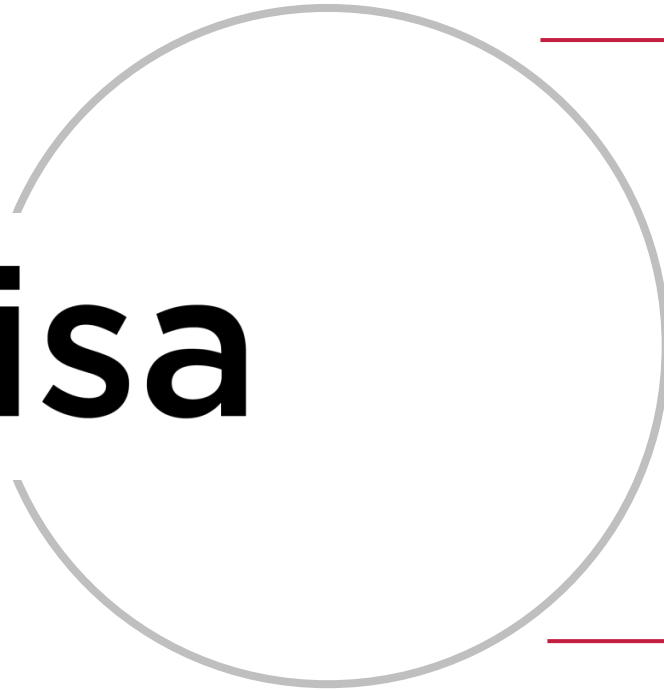
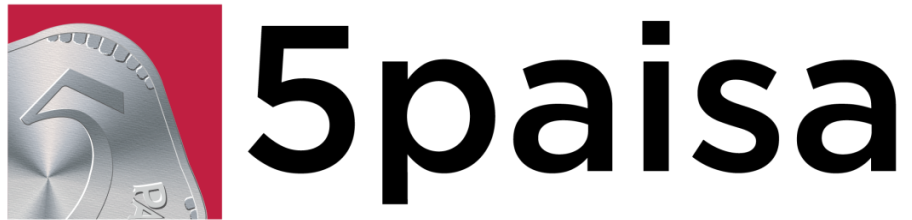
### STP - Acquisitions



### Margins After Acquisition Cost (%)



# Our Growth Journey – FY23



FY23- Highlights

Q4FY23- Highlights

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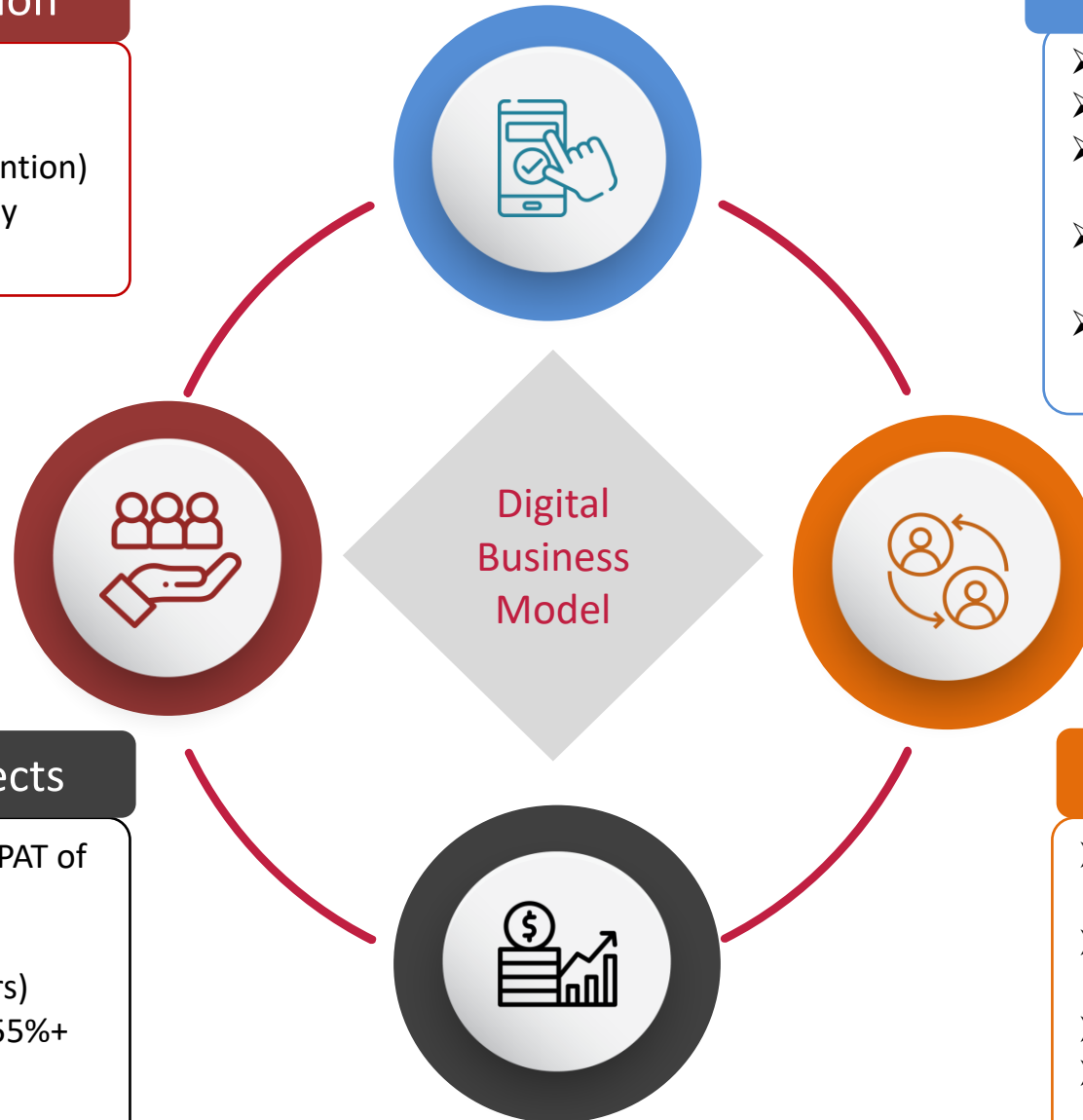
# Reliable & Scalable Digital Business Model

## Digital Customer Acquisition

- **3.5 Mn Customer Base**
- **100%** Paperless Client activation
- **85% STP** (without human intervention)
- **83%** Client are from Tier 2 & 3 city

## Superior Digital Platform

- **15 Mn** App downloads with 4.3-star rating
- **35%** of manpower is Tech and Product
- High customer satisfaction with **85%** NPS Score
- **FNO 360** - Dedicated Trading platform for derivative traders
- **One stop solution** for Investing, Trading, MF, Bonds, IPO, Lending, Wealth Management



## Proven Growth in all aspects

- Highest Revenue of **₹339 Cr** and PAT of **₹43.5Cr** in FY23
- **NO** increase in Total Cost in FY23
- **63%** reduction in CAC (in last 3 Yrs)
- **High Life -Time Value(LTV)** with 55%+ margin in first 3 years & beyond.

## Secure and Reliable Broker

- Profitable Listed Discount Broker with strong Net-worth
- Highly secure as net-worth is almost **50%** of client funds
- Compliance in all regulatory Norms
- Qualified Stock -Broker as per SEBI New norms

# Committed Focused areas and achievements of FY23



Derivative Platform for traders

- Launched “FnO 360 ” a dedicated trading platform for Derivative Traders
- Increase in number of Orders by 23% , ADTO by 110% and market share from 3.01% to 3.07 %



App Improvement

- 15.1 Mn App Users , 27% growth in Overall App Users
- Improvement in 5Paisa App rating from 4.19 to 4.3 star



5paisa



Quality acquisition with reduced CAC

- Acquired quality customer with increase in ARPU
- Reduction in Customer acquisition cost(CAC) by 15 % in FY23



Strong Net worth with Operating leverage benefit

- Succeeded in creating Strong Net-worth & taking care of working capital requirement
- Achieved strong growth in profitability with high Operating leverage



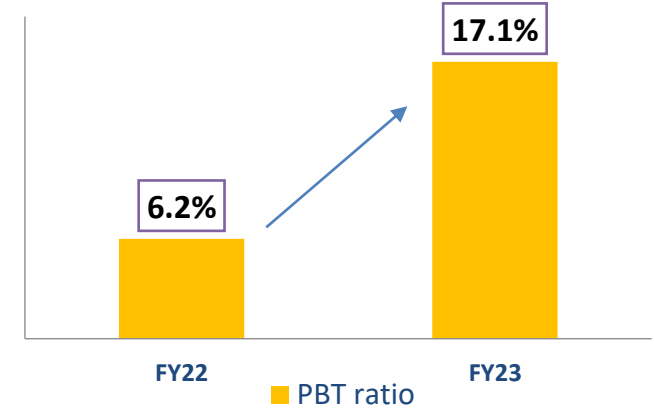
Creating Wealth for Investors/shareholder

- Cost optimization with practically no increase in actual costs (Y-o-Y)
- Increase in Profitability by 216% with improvement in BV, EPS , Net Profit ratio and RONW

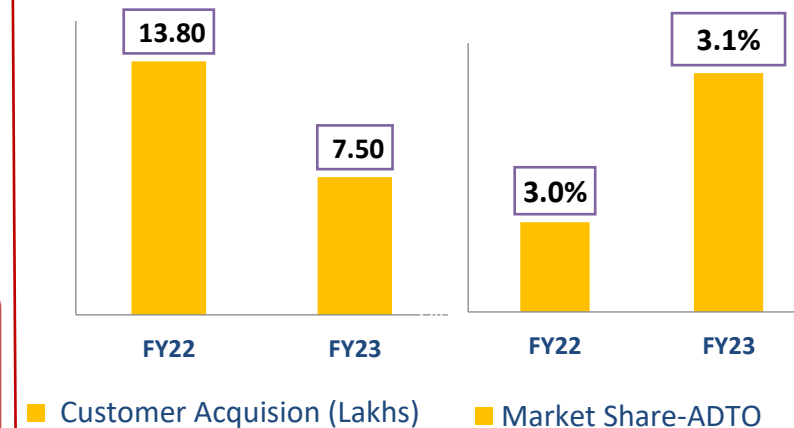
# Net Margin expansion leading to high LTV



Improvement in profit margins

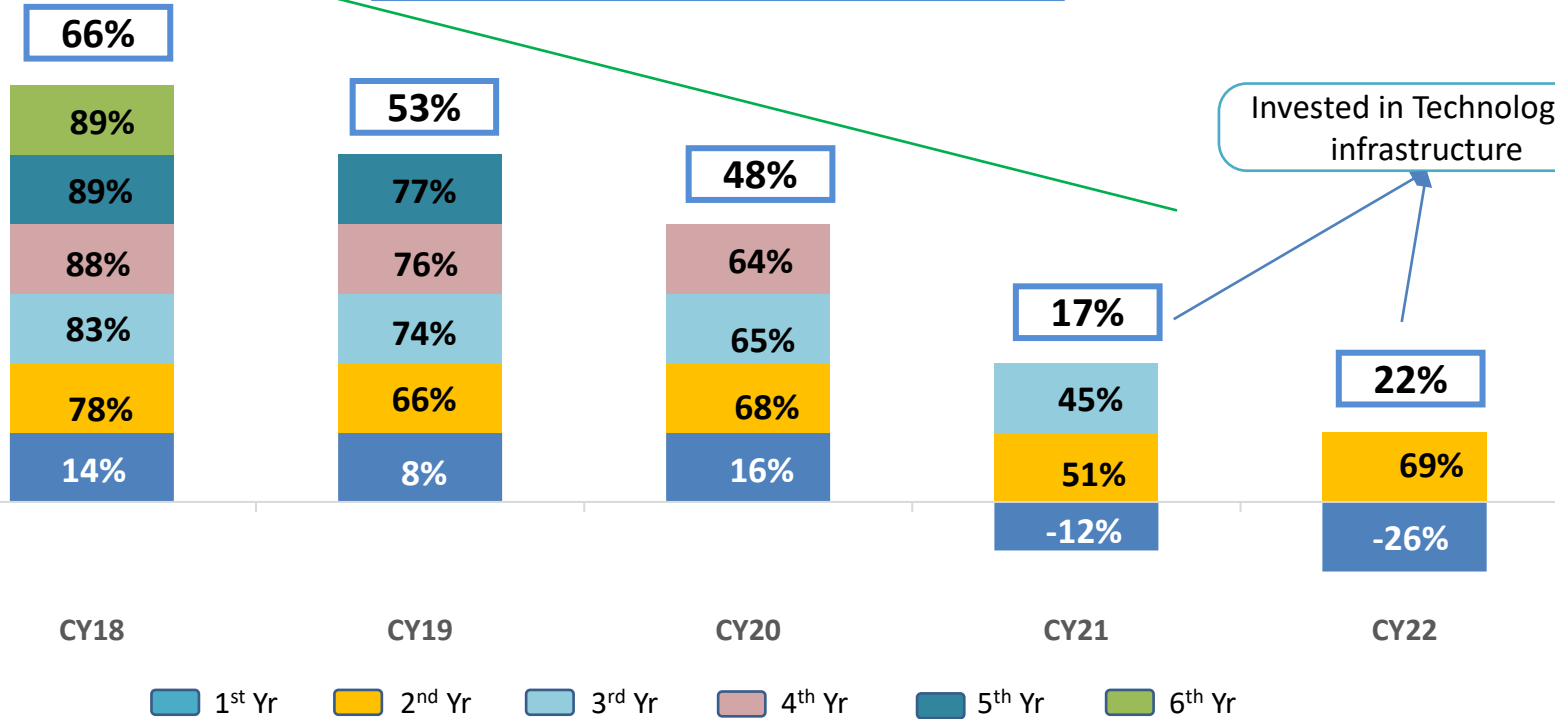


Focus on quality acquisition - Market share improved despite low acquisition.



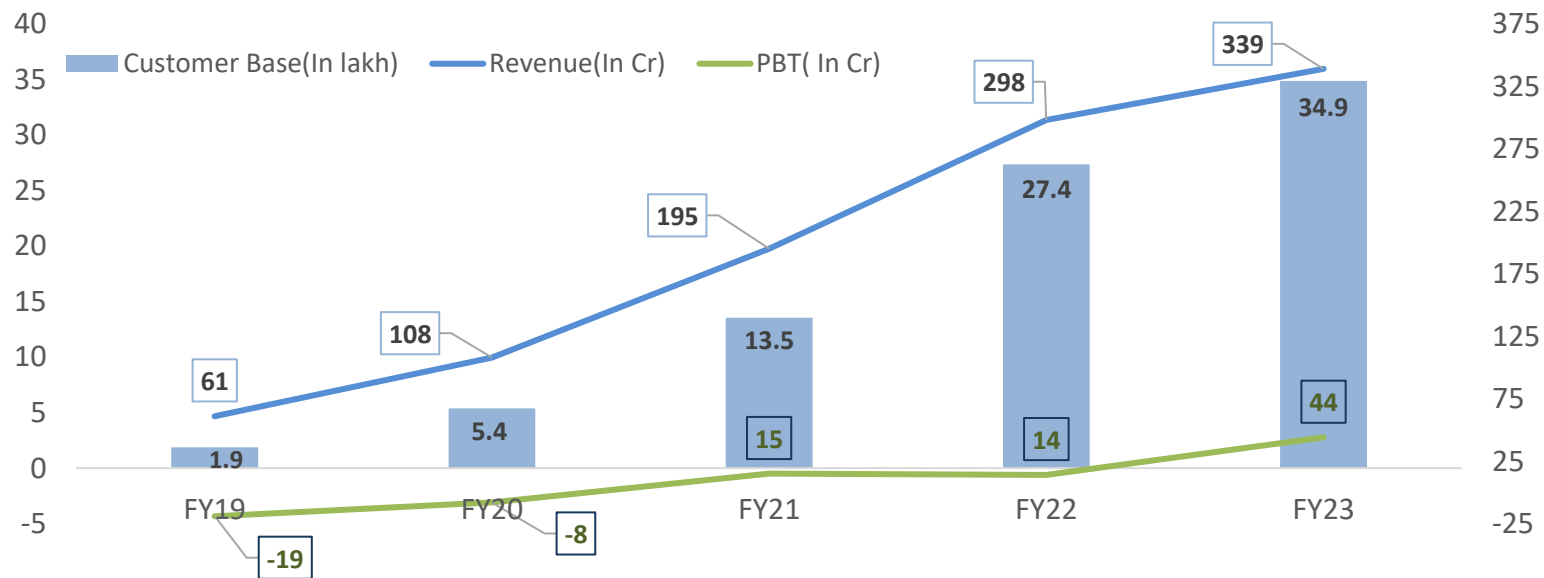
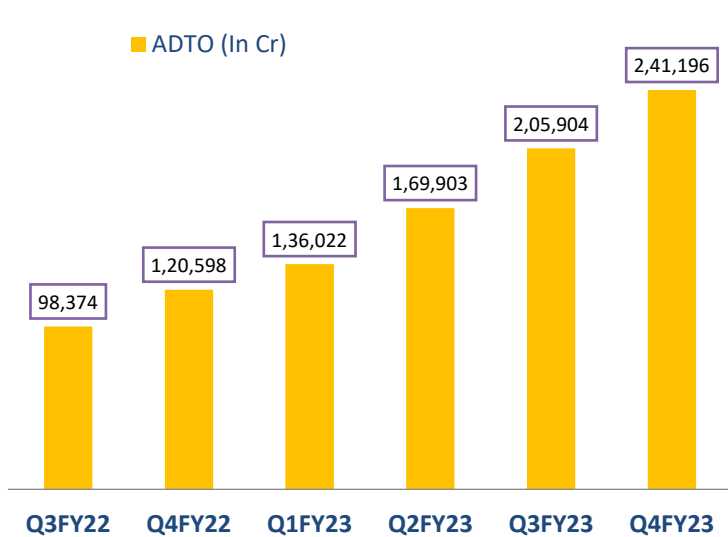
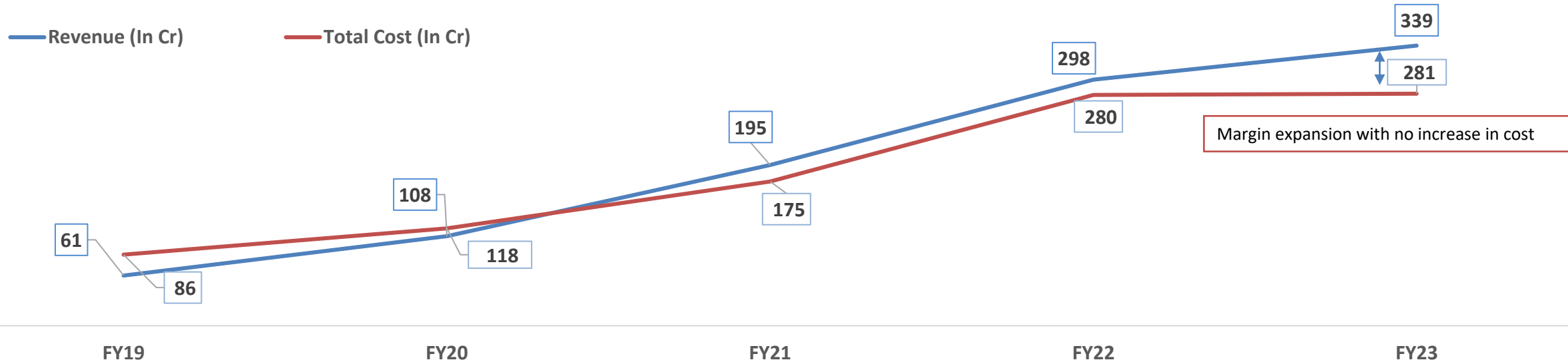
Represents Overall EBITDA Margins after considering CAC and all other Costs

Invested in Technology & infrastructure

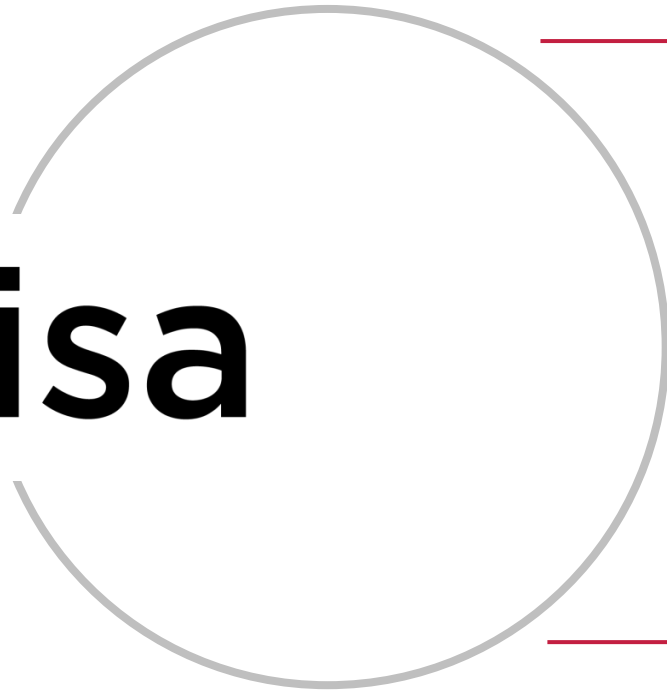
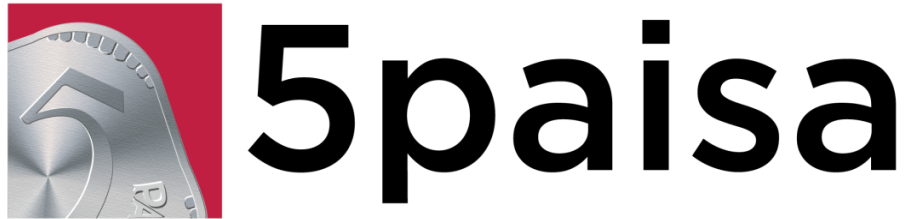


- Customer is profitable in 1st year with sharp margin increase from 2<sup>nd</sup> year onwards.
- Overall customer is generating EBITDA Margins of 50% in 4 years and 65% in 6 years.
- Payback period reduced from 8-10 months to 6-7 months.

# Operating leverage in digital business model



# Our Growth Journey – FY23



FY23- Highlights

Q4FY23- Highlights

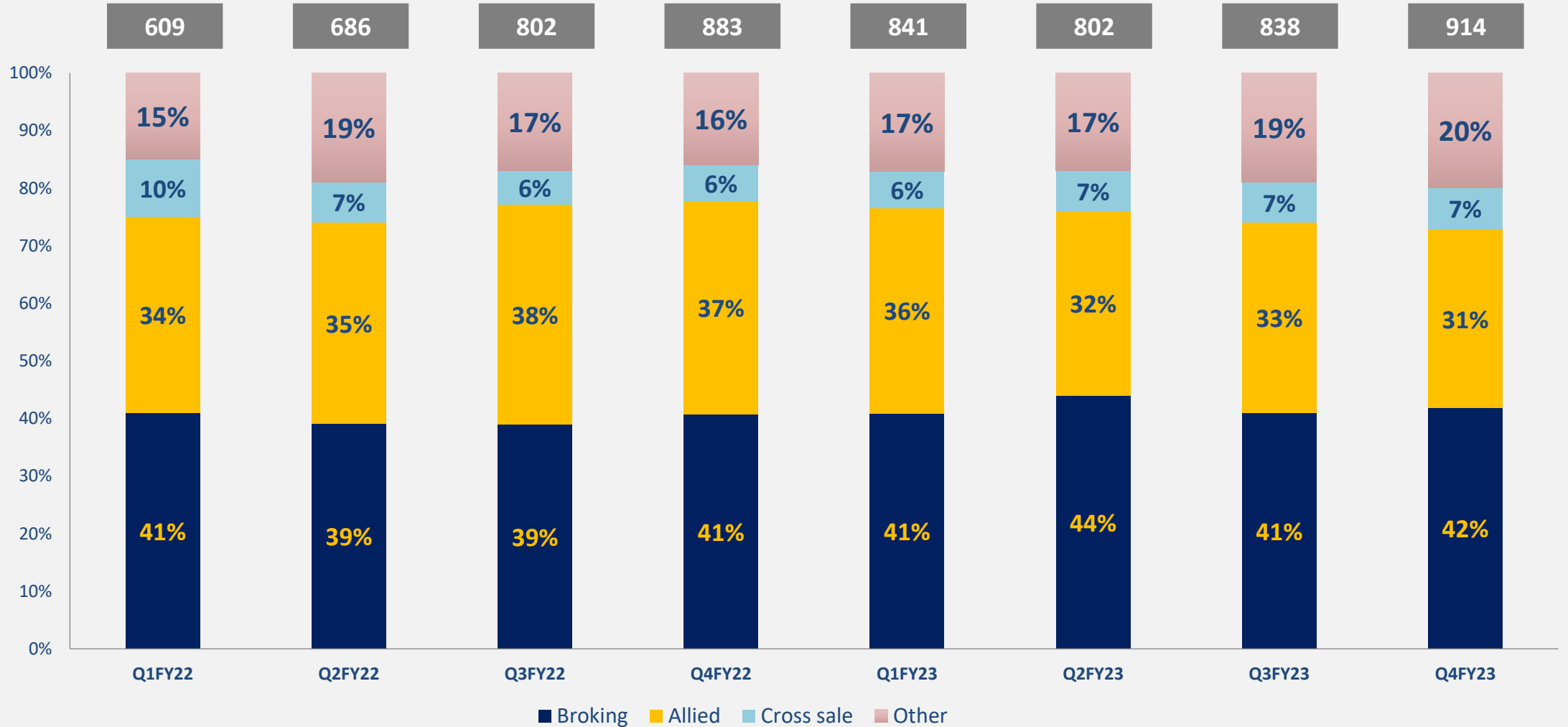
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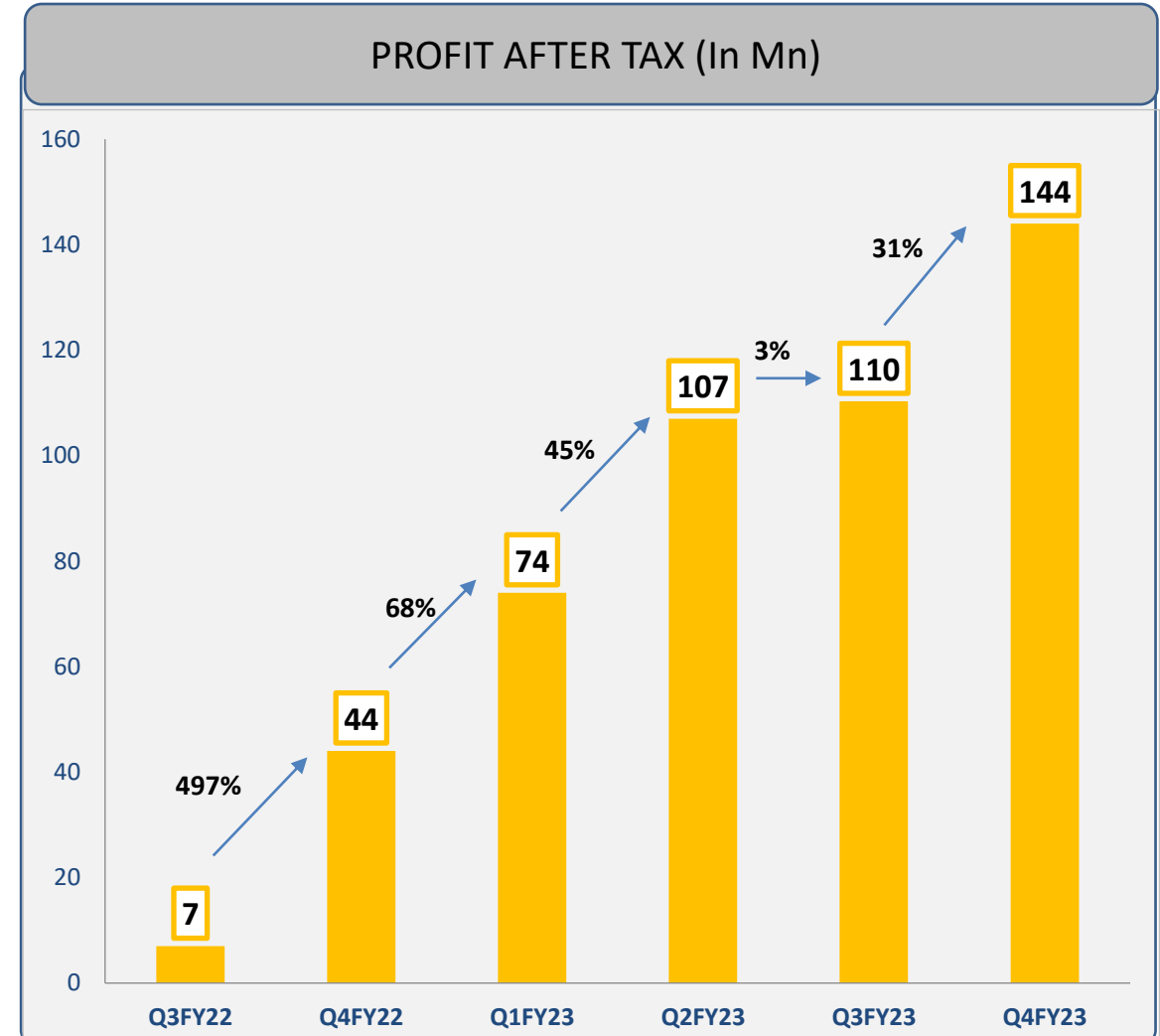
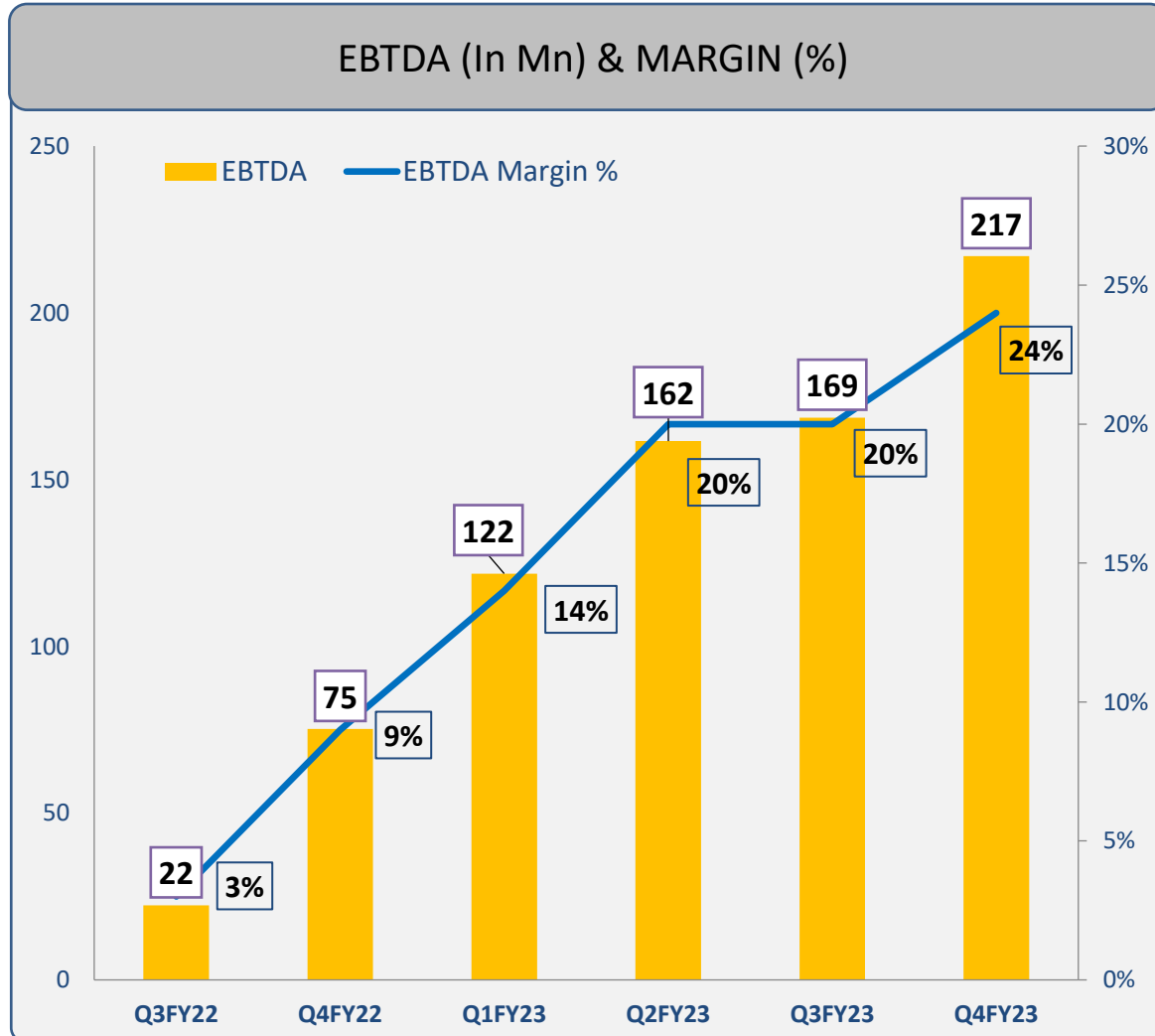
# Revenue Mix & Total Revenue

Revenue Mix & Total Revenue (In Mn)



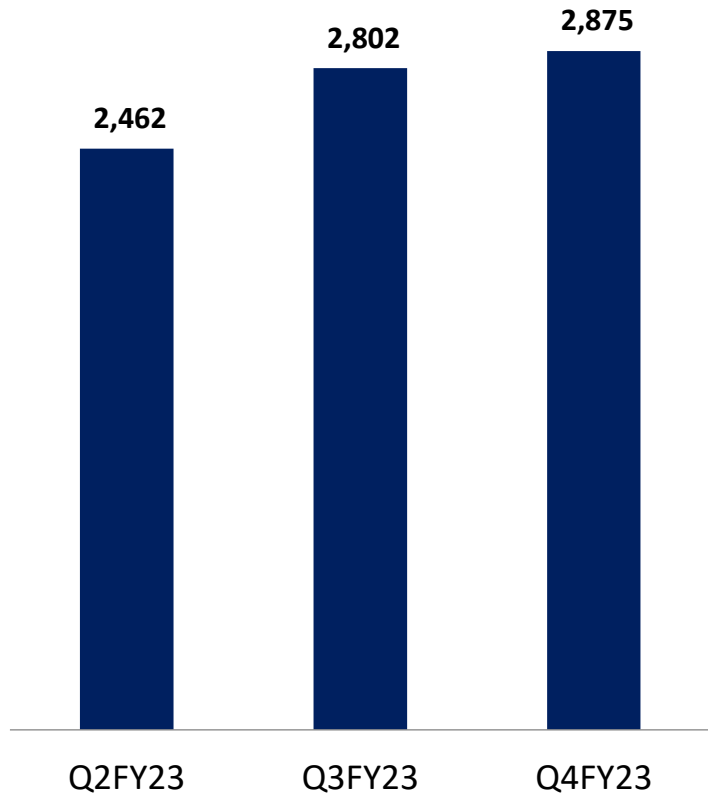


# EBDTA & Profit Growth Trend

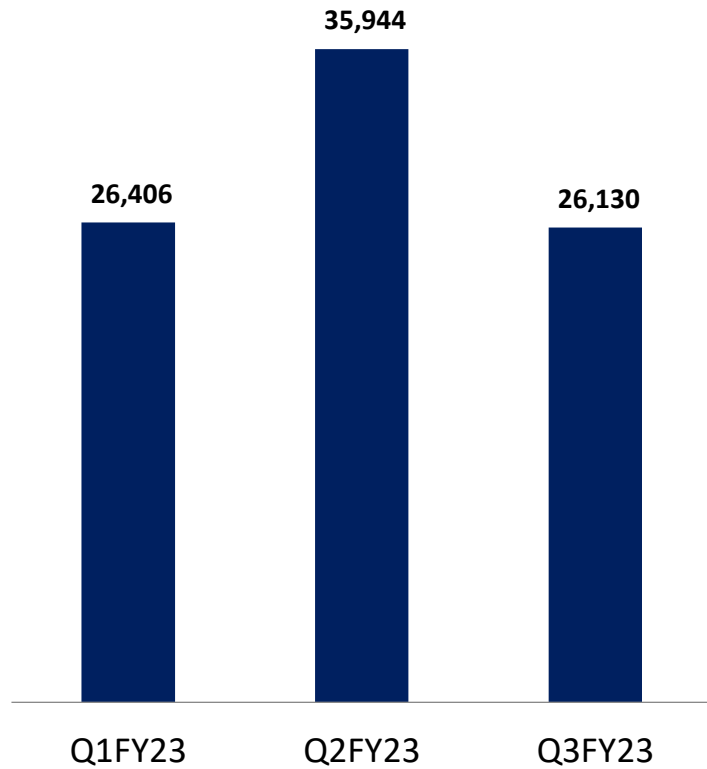


# Client Funding Book Spread Over Wide Customer Base

Avg Client Funding Book Size  
(in Millions)



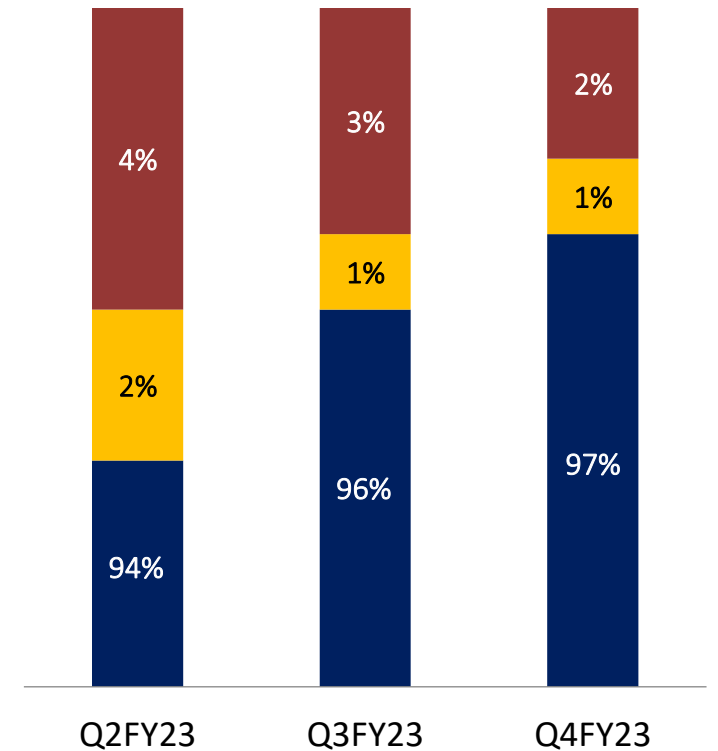
Low Per Client Exposure  
(In INR)



Client Funding Book Segmentation

(% age of client using the facility)

■ Less than 50K ■ 50K to 1Lac ■ More than 1Lac



# Consolidated Profit & Loss for quarter ended March 2023

INR (Million)	Quarter Ended			Quarterly Variances	
	Q4FY23	Q3FY23	Q4FY22	Q-o-Q	Y-o-Y
<b>A. Income From Operations</b>					
Brokerage Income	388	346	361	12%	8%
Allied Broking Income	281	275	324	2%	-13%
Cross Sales Income	66	58	59	13%	11%
Other Operating Income	179	158	139	13%	29%
<b>Total Income from operations (A)</b>	<b>914</b>	<b>838</b>	<b>883</b>	<b>9%</b>	<b>4%</b>
Employee Cost	154	149	128	3%	20%
Advertising and Marketing expenses	134	116	262	15%	-49%
Depreciation, amortisation & impairment	25	22	15	15%	65%
Finance cost	46	60	57	-23%	-19%
Others Expense	363	344	361	6%	1%
<b>Total Expenses (B)</b>	<b>722</b>	<b>691</b>	<b>823</b>	<b>4%</b>	<b>-12%</b>
<b>PBT</b>	<b>192</b>	<b>147</b>	<b>60</b>	<b>31%</b>	<b>219%</b>
Tax expense	48	37	16	31%	198%
<b>PAT</b>	<b>144</b>	<b>110</b>	<b>44</b>	<b>31%</b>	<b>226%</b>
<i>PAT margin %</i>	16%	13%	5%		
Other Comprehensive income *	0	-1	2	-	-
<b>Total Comprehensive Income for the Period</b>	<b>144</b>	<b>109</b>	<b>46</b>	<b>32%</b>	<b>210%</b>
<b>Earnings Per Equity Share (EPS)</b>					
Basic (In ₹)	4.77	3.60	1.51	33%	216%
Diluted (In ₹)	4.74	3.58	1.50	32%	216%

Other Expenses includes Rs 70.9 Mn towards reversal of margin penalty

\*Amount is less than ₹ 0.01 million ,hence shown ₹ 0.00 million

# Consolidated Profit & Loss for year ended March 2023

INR (Million)	Year Ended		Yearly Variances
	March 31,2023	March 31,2022	Y-o-Y
<b>A. Income From Operations</b>			
Brokerage Income	1435	1,191	20%
Allied Broking Income	1107	1,073	3%
Cross Sales Income	229	219	5%
P2P Loan Commission	0	3	-
Other Operating Income	623	494	26%
<b>Total Income from operations (A)</b>	<b>3394</b>	<b>2,980</b>	<b>14%</b>
Employee Cost	591	422	40%
Advertising and Marketing expenses	558	961	-42%
Depreciation, amortisation & impairment	88	50	75%
Finance cost	206	219	-6%
Others Expense	1370	1,143	20%
<b>Total Expenses (B)</b>	<b>2813</b>	<b>2,795</b>	<b>1%</b>
<b>PBT</b>	<b>581</b>	<b>185</b>	<b>214%</b>
Tax expense	145	47	209%
<b>PAT</b>	<b>436</b>	<b>138</b>	<b>216%</b>
<i>PAT margin %</i>	13%	5%	
Other Comprehensive income *	-3	-1	-
<b>Total Comprehensive Income for the Period</b>	<b>433</b>	<b>137</b>	<b>212%</b>
<b>Earnings Per Equity Share (EPS)</b>			
Basic (In ₹)	14.42	4.72	206%
Diluted (In ₹)	14.33	4.68	206%

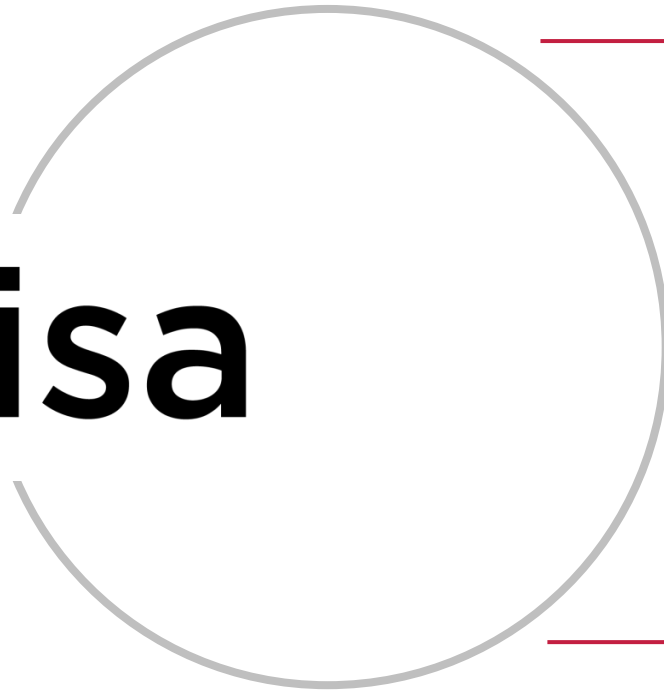
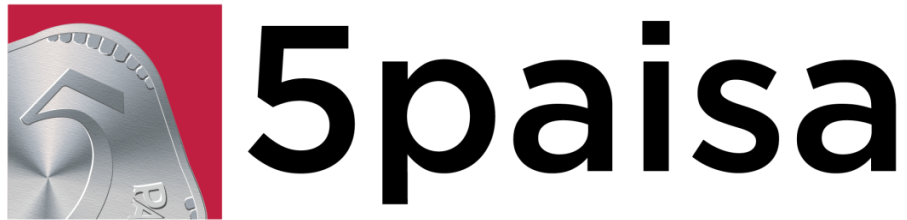
Other Expenses includes Rs 70.9 Mn towards reversal of margin penalty

\*Amount is less than ₹ 0.01 million ,hence shown ₹ 0.00 million

# Consolidated Balance Sheet As at March 2023

INR in Mns	FY23	FY22
<b>Assets</b>		
<b><u>Financial assets</u></b>		
Cash and cash equivalents	209	894
Bank balance other than above	12,803	11,111
Receivables	1	0
Loans/Client funding book	1,727	2,517
Investments	82	140
Other financial assets	1,302	1,081
<b>Sub-total</b>	<b>16,124</b>	<b>15,743</b>
<b><u>Non-Financial assets</u></b>		
Current tax assets	0	41
Deferred tax assets	71	132
Property, Plant and Equipment	92	70
Right of use assets	21	23
Other intangible assets	42	19
Capital work-in-progress	0	2
Other non-financial assets	67	56
<b>Sub-total</b>	<b>293</b>	<b>343</b>
<b>Total Assets</b>	<b>16,417</b>	<b>16,086</b>
<b>Liabilities and Equity</b>		
Trade & Other payables	580	541
Borrowings	1,693	2,790
Other financial liabilities	9,402	8,935
<b>Sub-total</b>	<b>11,675</b>	<b>12,266</b>
<b><u>Non-financial liabilities</u></b>		
Current tax Liabilities (net)	13	0
Provisions	16	11
Other non-financial liabilities	81	69
<b>Sub-total</b>	<b>110</b>	<b>80</b>
<b><u>Equity &amp; Reserves</u></b>		
Equity share capital	306	294
Other equity	4,326	3,446
<b>Sub-total</b>	<b>4,632</b>	<b>3,740</b>
<b>Total Liabilities &amp; Equity</b>	<b>16,417</b>	<b>16,086</b>

# Our Growth Journey – FY23



FY23- Highlights

Q4FY23- Highlights

Business Information

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**About Us**

# Environmental, Social & Governance(ESG), Social & Governance

## Corporate Governance

1. Smooth whistle blower policy adopted
2. Experience and diverse Independent board of directors' structure
3. Comply all SEBI/exchanges and other regulatory compliances
4. Updating investors for all business decisions/actions through various modes on time

## Environmental Footprint

1. 100% digital onboarding process & treatment of e-waste in environment friendly manner.
2. Promote Tree plantation at all our premises & spread awareness to “Save water” among all employees.
3. Drive digitalization & promote electronically documentation

## Human Capital

1. Adopt all employee's welfare schemes (Gratuity, PF, Medical insurance etc)
2. Maintain gender diverse workplace with equal opportunities
3. Adopted hybrid model “WFH/WFO”
4. Policies of Code of conduct and business ethics , prevention of Insider trading, Anti money laundering,Prevention of Sexual harassment (PoSH)” at workplace

## Information and Cyber Security

1. Defense in depth Security approach to safeguard information
2. A comprehensive Cyber Security and Cyber Resilience framework, imbibing Industry best practices and cover all aspects of prevention and response.
3. Highly secured information systems and with adequate controls are in place
4. Organization is ISO 27001:2013 Certified



# Board Of Directors



**Dr. Archana Hingorani**  
Chairperson and  
Independent Director

- M.B.A. & (Ph.D. Finance) from University of Pittsburgh
- 33+ years of experience in the asset management business, teaching and research.
- One of most influential woman in India
- Associated with the IL&FS Group till 2017 in various capacities.



**Mr. Prakarsh Gagdani**  
Whole-Time Director &  
Chief Executive Officer

- Post Graduate Degree holder from Pondicherry University & Bachelor in Business Management.
- 12+ years Associate member of Angel Broking.
- 20+ years of experience in sales, advisory, product development and business development.



**Ms. Nirali Sanghi**  
Independent Director

- Bachelor in Economics & computer science and M.B.A. in Finance & Marketing.
- Founder ,CEO and president of India Parenting Pvt. Ltd.
- Previously served at Erstwhile Baring Brothers (New York), Citibank and The Boston Consulting Group (Mumbai).



**Mr. Milin Mehta**  
Independent Director

- Member of ICAI & Law Graduate with master's degree in commerce
- 3+ decades senior partner of K. C. Mehta & Co.
- Special invitee to Committee of ICAI for making a representation before CBDT on formation of the new Direct Tax Code.



**Mr. Ravi Garikipati**  
Independent Director

- Entrepreneur and Technologist with 32+ years of experience.
- Board member and active angel investor in many deep tech, fintech, and consumer tech startups.
- Prior to Flipkart, he was the President and Chief Technology Officer at [24]7.ai



**Mr. Gourav Munjal**  
Whole-Time Director  
and CFO

- Member of ICAI , qualified company secretary (ICSI) & diploma holder in IFRS from ACCA.
- 12 + years of experience in Finance, Accounts, Treasury, MIS , Cost control , Business strategy and process improvements.
- Previously worked with IIFL Group.



# Core Management Team



**Mr. Mayur Dedhia**  
Business Head

- CFA (ICFAI) , MFA (ICFAI) , Bachelor in Commerce.
- 17+ years of experience in Project Management, Process Improvement and Team Management; presently spearheading functions with 5paisa Capital limited.
- He had worked with various organization like Syntel , Mphasis , Angel Broking Pvt.Ltd.



**Ms. Namita Godbole**  
Company Secretary and  
Compliance Officer

- Bachelors in Commerce and Member of ICSI.
- 19+ years of experience in Stock Broking Compliances
- Formally worked with National Stock Exchange of India Limited and other leading stockbrokers – Prabhudas Lilladher, Sharekhan and Angel One.



**Mr. Mehul Jain**  
Product Head, Trading

- Bachelors in Banking & Insurance (BBI), & M.B.A. in Finance.
- 15+ years of experience in Product Development (Stock broking)
- Served at Edelweiss Broking Ltd

# Awards



This is to certify that 5 Paisa Capital Limited has successfully completed the assessment conducted by Great Place to Work® Institute, India, and is certified as a great workplace.

This certificate is valid from Jan 2022 to Jan 2023.

*Yeshasvini*  
Yeshasvini Ramaswamy  
Chief Executive Officer  
Great Place to Work® Institute, India

Note: The certificate is valid subject to the terms and conditions agreed to by the Organization.

**CERTIFIED – GREAT PLACE TO WORK – 22-23**



The Great Indian BFSI CEO of The Year – Prakash Gagdani



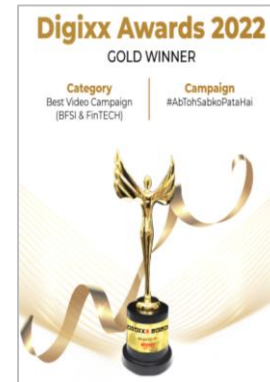
The Great Indian BFSI fastest growing company of the year



NAYA BHARAT BUSINESS CONCLAVE 2022



Excellence in Online Share Trading



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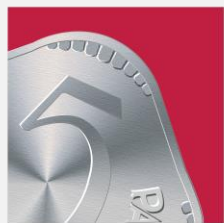


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