

Date: 09.07.24

To,
The Secretary
BSE Limited
P J Towers,
Dalal Street,
Mumbai – 400 001

Scrip Code: 531359

Dear Sir,

Sub: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Press Release

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed the press release dated July 09, 2024 titled – ‘Shriram AMC Lists LIQUIDSHRI ETF, Bolstering Shriram AMC 2.0 Growth Strategy’ issued by the Company.

We request you to kindly take the aforesaid information on record.

Thanking you,

Yours faithfully,

for **SHRIRAM ASSET MANAGEMENT COMPANY LIMITED**

REENA YADAV
COMPANY SECRETARY

Shriram Asset Management Company Limited

SEBI Registration No. MF/017/94/4, CIN : L65991MH1994PLC079874

Mumbai Office : 515, Shiv Chambers, ‘A’ Wing, 5th Floor, Sector 11, C.B.D. Belapur, Navi Mumbai- 400 614

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Shriram AMC Lists LIQUIDSHRI ETF, Bolstering Shriram AMC 2.0 Growth Strategy

National, Tuesday, July 9, 2024: Shriram Asset Management Company (Shriram AMC), part of the Shriram Group, has successfully listed its new fund, **Shriram NIFTY 1D Rate Liquid ETF (Growth)** on exchanges, under the ticker symbol “**LIQUIDSHRI**”. This open-ended Exchange Traded Fund (ETF), which tracks the Nifty 1D Rate Index, represents a strategic step in Shriram AMC’s “SAMC 2.0” mission to be a relevant player in the mutual fund industry.

The NFO was open from July 1 to July 3, 2024, and received a positive response from investors. The fund aims to provide a **stable, liquid and easy cash management** solution with relatively low interest rate risk and low credit risk. Investors can **earn higher returns** by investing their idle cash in this ETF seamlessly through their demat account, instead of leaving it in their savings accounts. The fund’s Growth plan delivers compounded returns without the need to track daily fractional dividends, with capital gains tax being applicable only on redemption.

SAMC 2.0 is driven by three key pillars, namely *Product, Performance and Placement*. **LIQUIDSHRI** helps strengthen the AMC’s *product* suite with a unique solution offering relatively lower credit risk for customers looking for a safe and easy option to park their surplus cash. The fund will invest in the overnight money market where the repo contracts are backed by government securities giving a relatively higher degree of safety. *Performance* for a debt fund like this is aligned to the repo rate providing relatively stable returns to customers who also want less volatility, while at the same time offering returns that are potentially higher than those from traditional savings accounts. *Placement*, or distribution, is a key area of focus where LIQUIDSHRI has been made available in both the exchanges while creating awareness amongst brokers, distributors and end customers about the benefits of this product and ease of access through their demat accounts.

Speaking at the listing ceremony about the new fund launch and company’s future growth plans, **Kartik Jain, MD & CEO of Shriram AMC** said, “*The launch of the Shriram NIFTY 1D Rate Liquid ETF (Growth) with the ticker symbol LIQUIDSHRI is another element of the strong foundation we are building for sustainable growth under SAMC 2.0 - our transformation program to refresh and rejuvenate Shriram AMC. We are committed to leveraging the strong presence and trust of the Shriram brand to grow our asset management business, while delivering relevant solutions that meet customer needs.*”

Mr. Jain added, “*We will continue to focus on differentiated solutions that meet client needs in a meaningful way, along with safety and stability of returns. Our Quantamental investment approach as a fund house is helping us deliver sustainable alpha in our equity funds. By expanding our distribution network, we aim to make our products more accessible across customer segments.*”

The listing ceremony at NSE was graced by Mr. S. Ravindran, Director of NSE and Former Executive Director of SEBI, along with Mr. Umesh Revankar, Board of Management Member, Shriram Ownership Trust and Mr. R Thiagarajan, Chairman, Board of Trustees, Shriram Mutual Fund.

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About Shriram Asset Management Company - <https://www.shriramamc.in/>

Shriram Asset Management Company Limited, part of the Shriram Group, received approval from SEBI to act as the Asset Management Company of Shriram Mutual Fund, vide registration no. MF/017/94/4. As at March 31, 2024, the AUM for the company stood at ₹535.76 crores, of which 65%, i.e. ₹349.68 crore was in equity funds. The growth in AUM of the company in the financial year from March 31, 2023 is 97%. Shriram AMC offers a mixed product line comprising hybrid, equity, and debt funds so that customers can meet their key goals and objectives.

‘MUTUAL FUND INVESTMENTS ARE SUBJECT TO MARKET RISKS, READ ALL SCHEME RELATED DOCUMENTS CAREFULLY’

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