

18th January, 2024

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| BSE Limited, Phiroze Jeejeebhoy Towers, Dalal Street Mumbai 400 001 Scrip Code: 543232 | National Stock Exchange of India Limited Exchange Plaza, 5th floor, Plot No. C/1, G Block, Bandra Kurla Complex, Bandra (East), Mumbai 400 051 Trading Symbol: CAMS |
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Dear Sir / Madam,

Sub: Press Release titled - "CAMS releases industry's first report on 'Alternative Funds - Insights on investors and intermediation' at Equalifi 11th Indian Alternative Investment Summit 2024"

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, enclosed herewith is a Press Release issued by the Company on the cited subject, content of which is self-explanatory.

We request you to take the same on records.

**Yours faithfully,
For Computer Age Management Services Limited**

**G Manikandan
Company Secretary and Compliance Officer**

Computer Age Management Services Limited

Member of the Registrars Association of India (RAIN)

CIN : L65910TN1988PLC015757

Rayala Towers, 158, Anna Salai, Chennai - 600 002. India.

Phone : +91 44 6109 2992 / 2843 2792, E-mail : secretarial@camsonline.com, Website : www.camsonline.com

Regd. Office : New No. 10, (Old No. 178), M.G.R. Salai, Nungambakkam, Chennai - 600 034. India.

CAMS releases industry's first report on 'Alternative Funds - Insights on investors and intermediation' at Equalifi 11th Indian Alternative Investment Summit 2024

- Insights based on over 180 Alternative fund houses serviced by CAMS
- Alternatives industry has grown exponentially in the last 5 years at 38% CAGR and pegged to grow 27-29% CAGR by FY 2027
- Women investors making up over a third of the investor base, 32% of the base are women investors
- The most notable trend is the changing investor profile with younger investors foraying into Alternatives

Chennai 18th January, 2024: Computer Age Management Services Limited (CAMS), India's largest registrar and transfer agent of mutual funds (a SEBI regulated entity), released a report on "**Alternative Funds - Insights on investors and intermediation**", today. The report was released at Equalifi's 11th Indian Alternative Investment Summit 2024 held at Mumbai.

As a large platform and service partner to the Alternatives segment, CAMS has done the study across multiple dimensions on data of 180 Alternative fund houses serviced by CAMS, which represents a significant share of the market. The report focuses on alternative assets trend over a five-year time frame on the asset inflows across categories, investor segment, demographics of investors, intermediation patterns, off-takes in locations and brings actionable insights and direction for asset managers, intermediaries, and advisors.

The report shows growing participation from younger investors, expanding intermediation and advisory that can bring acceleration to the Alternatives segment that's already at the cusp of exponential growth. The influence of digital can be powerful, as the segment begins to attract the "digital native" generation. Therefore, adoption of digital solutions by the ecosystem for onboarding, on-going services and for managing entire lifecycle of customer is of urgent need. The geographic spread of customers from over 100 locations beyond the top tier cities points to the expanding wealth in hinterland and alternatives emerging as a product choice is noteworthy.

Key highlights of the report, include:

- Alternatives industry has grown exponentially in the last 5 years at 38% CAGR and pegged to grow 27-29% CAGR by FY 2027
- Enabling regulatory framework, declining attractiveness of real assets, Superior returns profile & structuring options and liquidity are key drivers of growth
- Women investors making up over a third of the investor base is a great sign of their confidence to choose Alternatives led wealth creation, narrowing the gender divide in the traditionally male dominated investment space.
- 32% of the base are women investors, the assets share held by this segment is also equally high at 32%

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- The most notable trend is the changing investor profile in terms of age. The dominance of >60-year-olds in FY19 has been shifting steadily towards younger investors making their foray into Alternatives. Doubling of share of investors <35 years of age is a decisive pointer to an emerging segment with potential that Alternatives can target
- Households with Rs.30 Lakh investable assets growing at 15% CAGR 2010-2020
- The participation of institutional investors in Alternatives continued remains dominant, contributing over 56% share of inflows but individuals share increasing
- A growing preference for CAT III funds by individuals with over 50% contribution coming from individuals in the last 2 years
- While top 10 locations contribute 80% plus of the collections, the emerging potential in non-metro locations is promising. Top 10 locations – Mumbai, NCR, Bangalore, Kolkata, Chennai, Pune, Hyderabad, Ahmedabad, Kanchipuram, Thane, in respective order
- Participation by direct investors in AIFs has grown steadily over the last 5 years. The amount collected from direct investors grew 2.5x to contribute 42% of the total funds raised in FY23 compared to 27% in FY19
- The funds raised through distributors grew 1.3 times during this same period bringing down the share from 73% in FY19 to 58% in FY23

About CAMS Limited (www.camsonline.com) BSE: 543232; NSE: CAMS

CAMS is a financial infrastructure and service partner to the asset management industry and provides platform-based services to BFSI segment. The Company is India's largest registrar and transfer agent of mutual funds with an aggregate market share of approximately 69% based on mutual fund average assets under management ("AAUM"). The Company has grown its market share from approximately 61% in March 2015 to approximately 69%, based on AAUM serviced. Its mutual fund clients include nine of the fifteen largest mutual funds as of Dec 2023. The Company is the market-leading platform and service partner to alternative investment funds and portfolio managers serving over 400 mandates of 180 funds with full-stack digital and fund administration services. CAMSPay is the primary Payment services provider for Mutual funds and several NBFCs. Services to insurance companies and eInsurance services are provided via the subsidiary CAMSRep. The company has also forayed into new areas like Account Aggregator and Central Record-Keeping Agency ("CRA") services for National Pension Scheme. CAMS acquired a majority stake in Think360.ai, a full-stack Data Science and AI-focused firm and in Fintuple Technologies, a digital transformation partner for capital market entities.

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