

October 17, 2024

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| <b>To,<br/>The Manager,<br/>Listing Department,<br/>BSE Limited,<br/>1<sup>st</sup> Floor, Phiroze Jeejeebhoy Tower,<br/>Dalal Street,<br/>Mumbai – 400 001.<br/>BSE Scrip Code: 540776</b> | <b>To,<br/>The Manager,<br/>Listing Department,<br/>The National Stock Exchange of India Limited,<br/>Exchange Plaza, C-1, Block G,<br/>Bandra Kurla Complex, Bandra (East),<br/>Mumbai – 400 051.<br/>NSE Symbol: 5PAISA</b> |
|---|---|

Dear Sir / Madam,

**Sub: Investor / Corporate Presentation on the Unaudited Financial Results (Standalone & Consolidated) for the quarter and half year ended September 30, 2024.**

Following the approval of the Unaudited Financial Results (Standalone & Consolidated) for the quarter and half year ended September 30, 2024, by the Board of Directors of the Company at its meeting held today i.e. Thursday, October 17, 2024 and submission of the same with the Stock Exchanges, we enclose herewith Investor/Corporate Presentation related to these Financial Results that provides further insights into our financial performance.

We kindly request you to take the same on record.

Thanking You,

Yours faithfully,

**For 5paisa Capital Limited**

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

***Encl: As above***

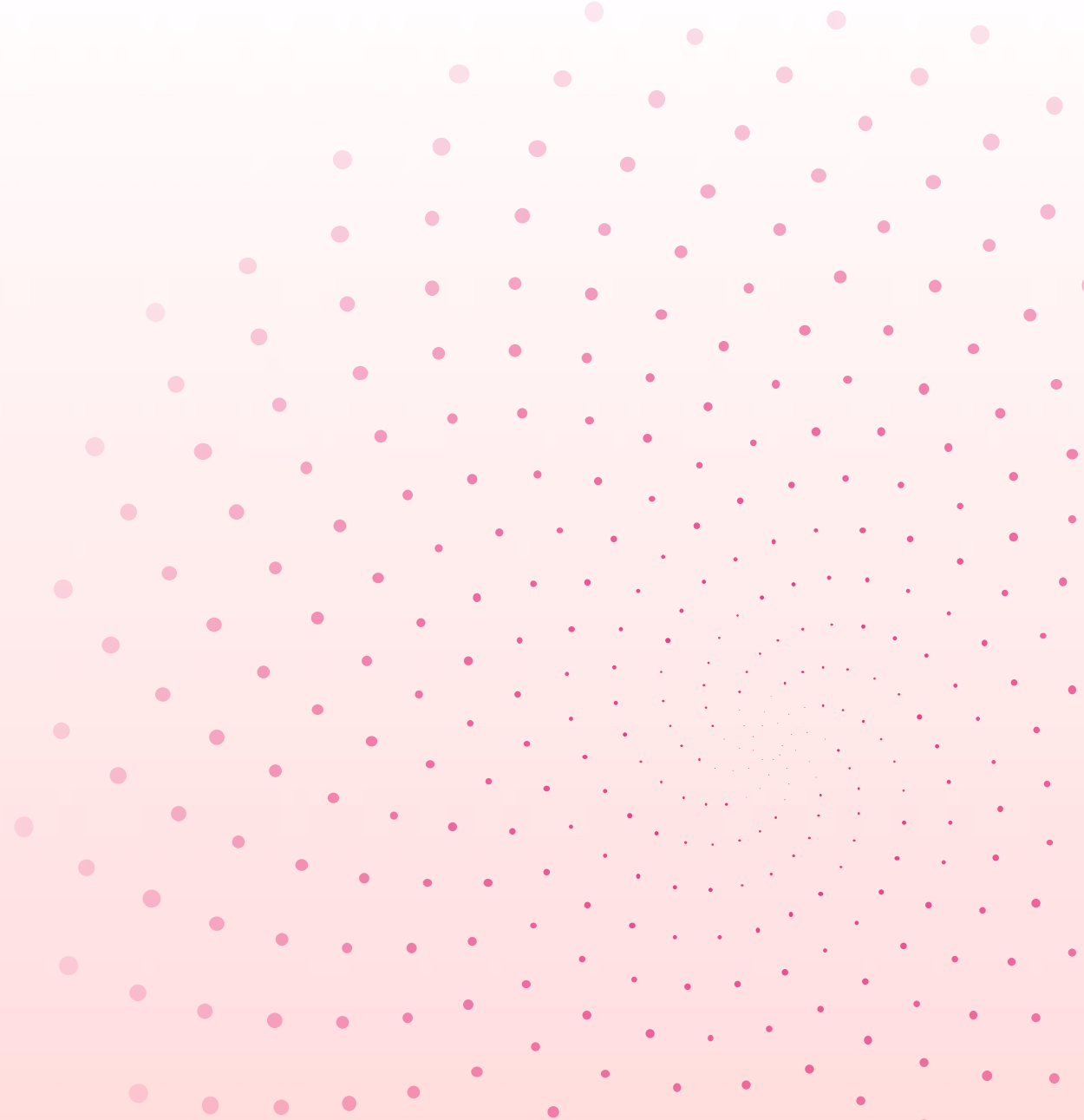
**5paisa Capital Limited**



# Investor Presentation

# Q2FY25

17<sup>th</sup> October 2024



# Table of Contents

- 1 Key Highlights – Q2FY25**
- 2 Industry Landscape
- 3 Business Overview
- 4 Financial Overview
- 5 About Us



# Performance Snapshot – Q2FY25



## Revenue

₹ 1,008 Mn

-1% QoQ ↓



## Quarterly Brokerage

₹ 413 Mn

+3% QoQ ↑



## Profit after Tax

₹ 219 Mn

+9% QoQ ↑



## Customer Base

4.62+ Mn

+4% QoQ ↑



## Customer Acquisition

1.62 lac

-31% QoQ ↓



## App User

20.6+ Mn

+5% QoQ ↑



## Average Client Funding Book

₹ 245 Cr

-10% QoQ ↓



## Average Daily Turnover (ADTO)

₹ 3.78 Tn

+3% QoQ ↑



## Mutual Fund AUM

₹ 1,333+ Cr

+19% QoQ ↑

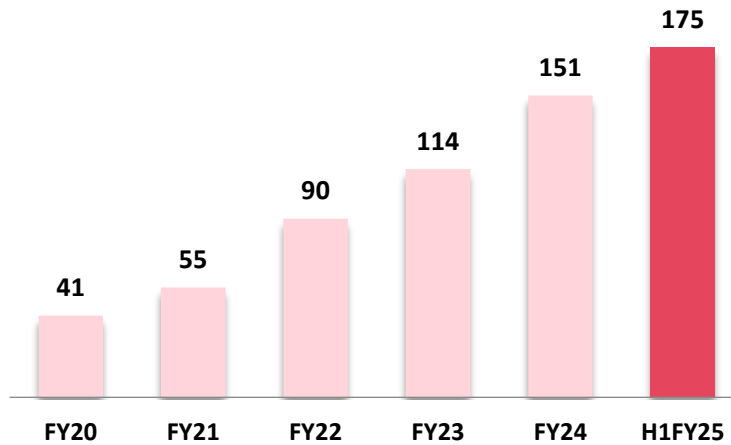
# Table of Contents

- 1 Key Highlights – Q2FY25
- 2 Industry Landscape**
- 3 Business Overview
- 4 Financial Overview
- 5 About Us



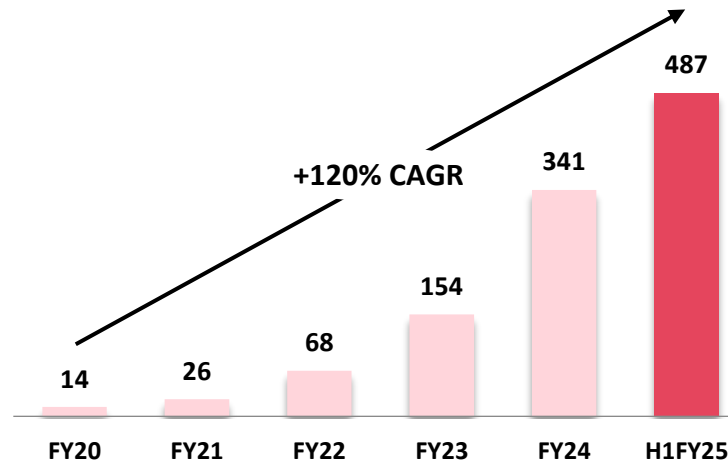
# Consistent Surge in participation over the years

## Demat Accounts Base (in Mn)



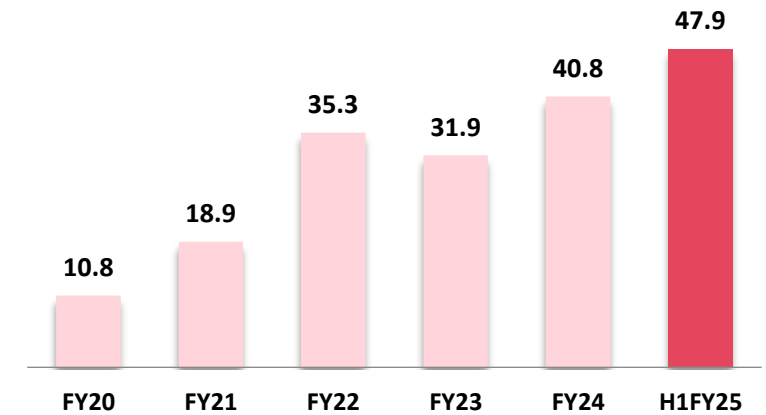
- 24+ Mn demat accounts opened in H1FY25
- Rise in digitization, investor awareness, improved market access, and its relative performance has driven increased market participation

## Derivative ADTO - Notional (in ₹ Tr)



- Derivative Average Daily Turnover (ADTO) has seen an exponential rise at 120% CAGR over the last 5 years
- Growth is driven by new participants and products like weekly options & algorithmic trading

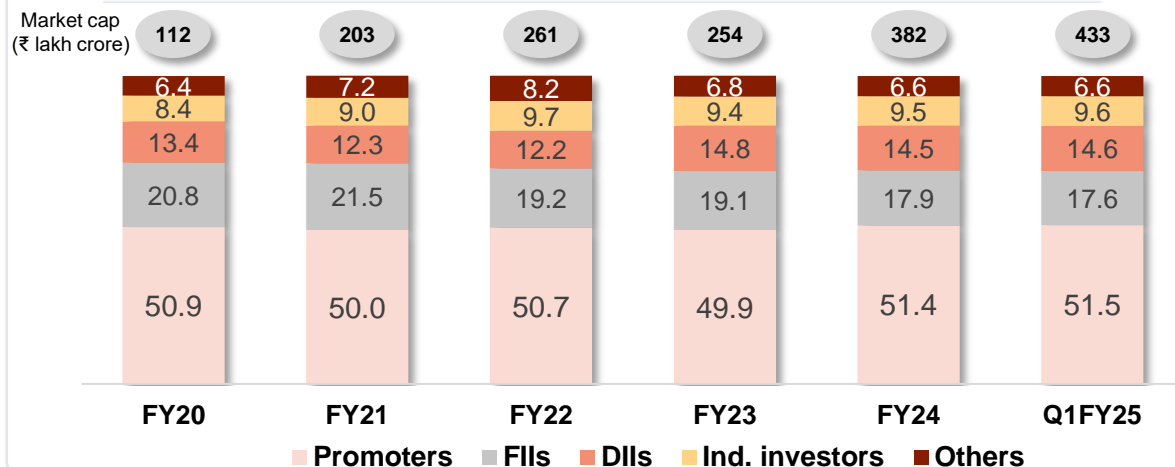
## Active Clients (in Mn)



- Number of NSE Active clients have seen 4.4X rise in the past 5 years
- Investor participation in the Cash Market segment was the highest ever in Sep'24 at 16.3 Mn

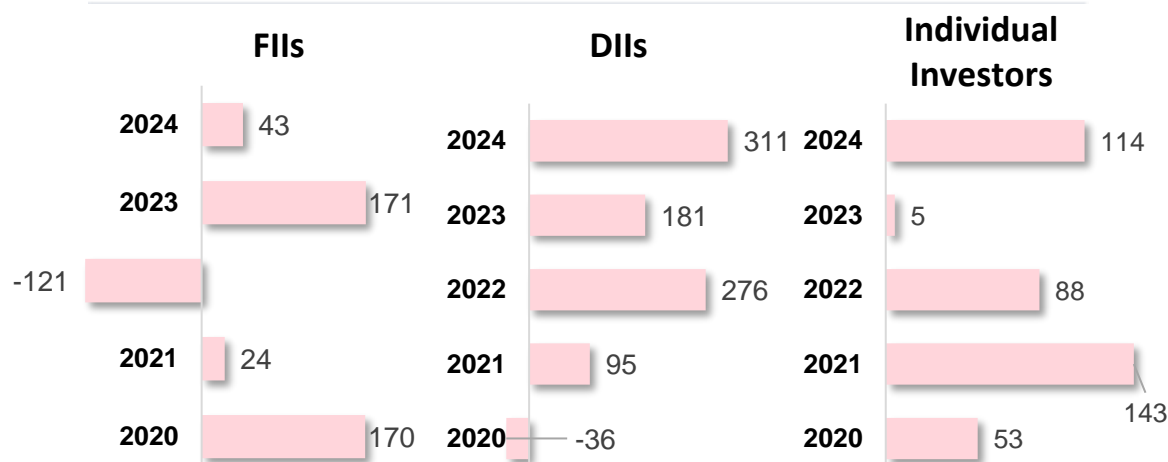
# Ownership for DIIs & Retail on the rise

Ownership trend in NSE listed universe (in %)



- Individual investors' direct holding in NSE listed companies grew from 8.4% to 9.6% over the last 5 years
- Between their direct & indirect investments (MFs), retail investors hold nearly 19% of the market (₹ 81.4 lakh Cr)

Net Inflows (in ₹ '000 Cr)<sup>1</sup>



- Even as FII contribution for inflow drops, DIIs and Individual investors continue to invest heavily in the Indian market
- Aggregate value of holdings by individual investors has grown 2x to ₹ 37 Trillion as of Mar'24 over Mar'21

# Table of Contents

- 1 Key Highlights – Q2FY25
- 2 Industry Landscape
- 3 Business Overview**
- 4 Financial Overview
- 5 About Us





## 1 Value Proposition

- One-stop solution for all investment with simple UI/UX
- State of the art trading platforms, with high stability and minimal crash rates

## 2 Growth Strategy

- Achieved highest ever PAT of ₹ 219 Mn in Q2FY25
- 20.6+ Mn App installs with 4.3-star rating
- Over 33% of workforce in Tech and Product

## 3 Revenue Model

- Targeted initiatives to drive revenue from 2<sup>nd</sup> year & older client cohorts
- Expansion to multiple revenue streams – MTF, Cross-sell, Mutual fund
- High life-time value (LTV) of customers and improvement in payback period



## 6 Strong Governance

- Experienced board
- Compliance in all regulatory norms
- Highly secure as net-worth is more than 40% of total client funds
- Qualified Stock-Broker as per SEBI New norms

## 5 Cross-sell Products

- Growth in Subscriptions , MFs
- Improvement in Small Case transactions

## 4 Superior Digital Platforms

- Multiple platforms (Web, App, FnO360, tv.5paisa, Xstream) designed to cater to varied trading needs
- Serving a customer base of 4.62+ Mn with majority clients from Tier 2 & Tier 3 cities

# Key Pillars for Growth



## Scalable Digital Funnel

Optimized acquisition engine to enhance conversions while maintaining CAC at industry-best levels



## Robust Tech Architecture

Spanning Web, Mobile and Developer API platforms to ensure resilience under all conditions



## Nurturing Client Relationships

Core emphasis on customer delight by serving client needs through a deep understanding of user behavior



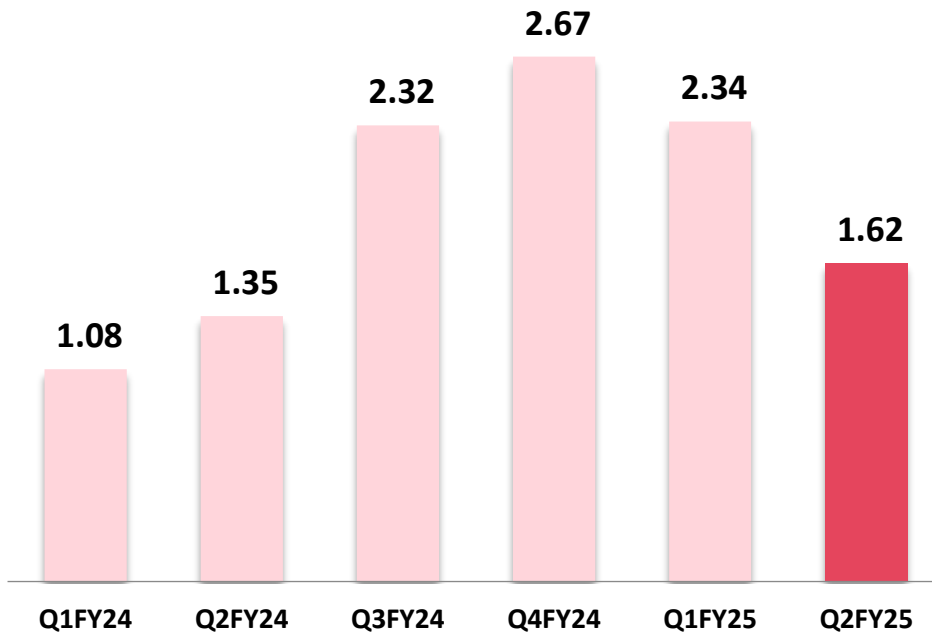
## Best-in-class Talent

Culture of continuous learning and development to cultivate top talent and provide exceptional user experience



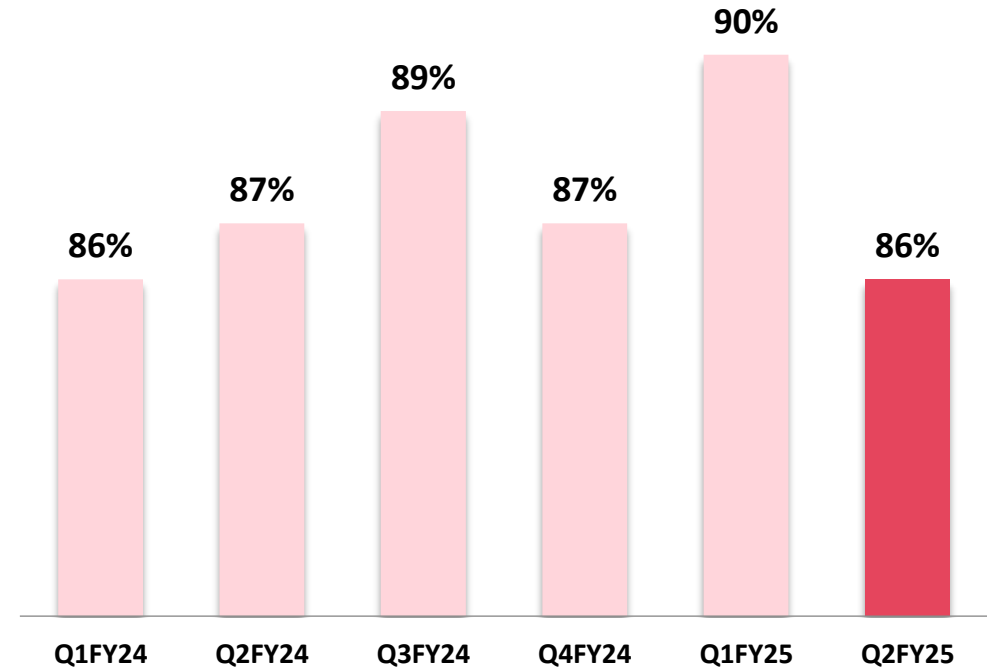
We intend to partner with customers in their wealth-creation journeys by prioritising customer experience and improving our operational efficiency, while strengthening our core teams and seizing growth opportunities

## Client Acquisition (In Lakhs)



**Total Client Acquisition:** 1.62 Lakhs for Q2FY25  
(Down 31% Q-o-Q)

## STP - Acquisitions

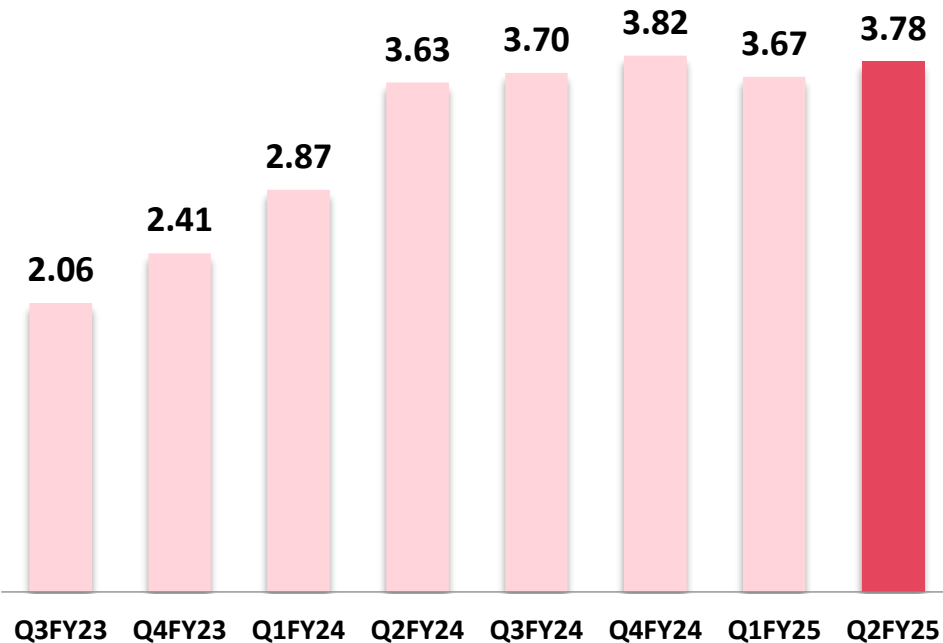


**STP Acquisition:** 86% for Q2FY25 (Down 4% Q-o-Q)

**STP:** Clients onboarded through digital platform  
without any intervention or any assistance

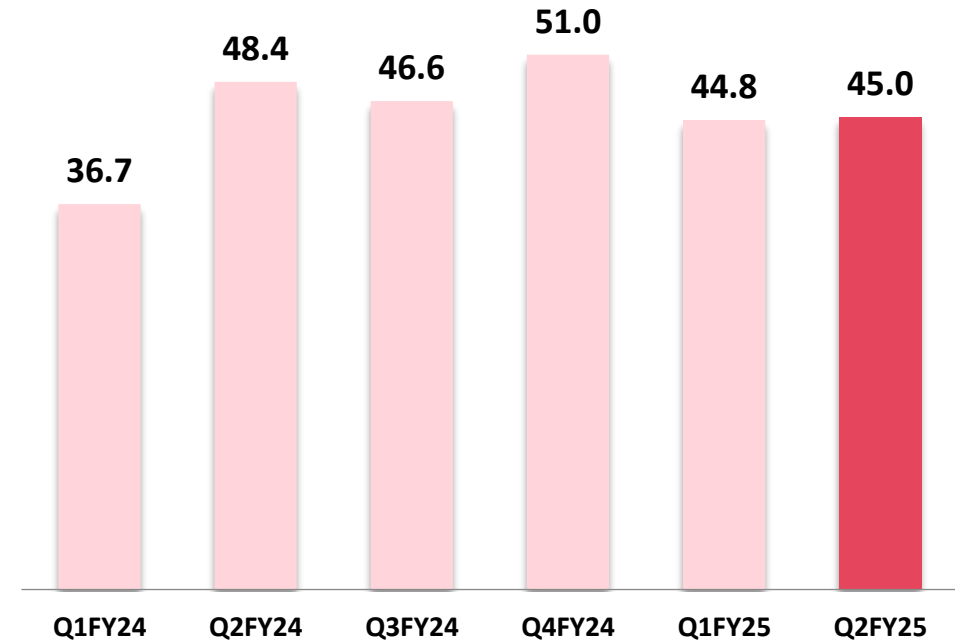
# Growth in ADTO & Number of Orders

### Avg. Daily Turnover – Total (In ₹ Tn)<sup>1</sup>



**ADTO: ₹ 3.78 Tn for Q2FY25 (Up by 3% Q-o-Q)**

### Total Orders (in Mn)



**Total Orders: 45.0 Mn for Q2FY25 (Up by 0.6% Q-o-Q)**

# Streamlined Onboarding Journey



## 1 Lightning-fast process

- Account opening process in 4 minutes
- Start investing in 24 hours
- Automated verification processes
- Improved API latency for faster processing

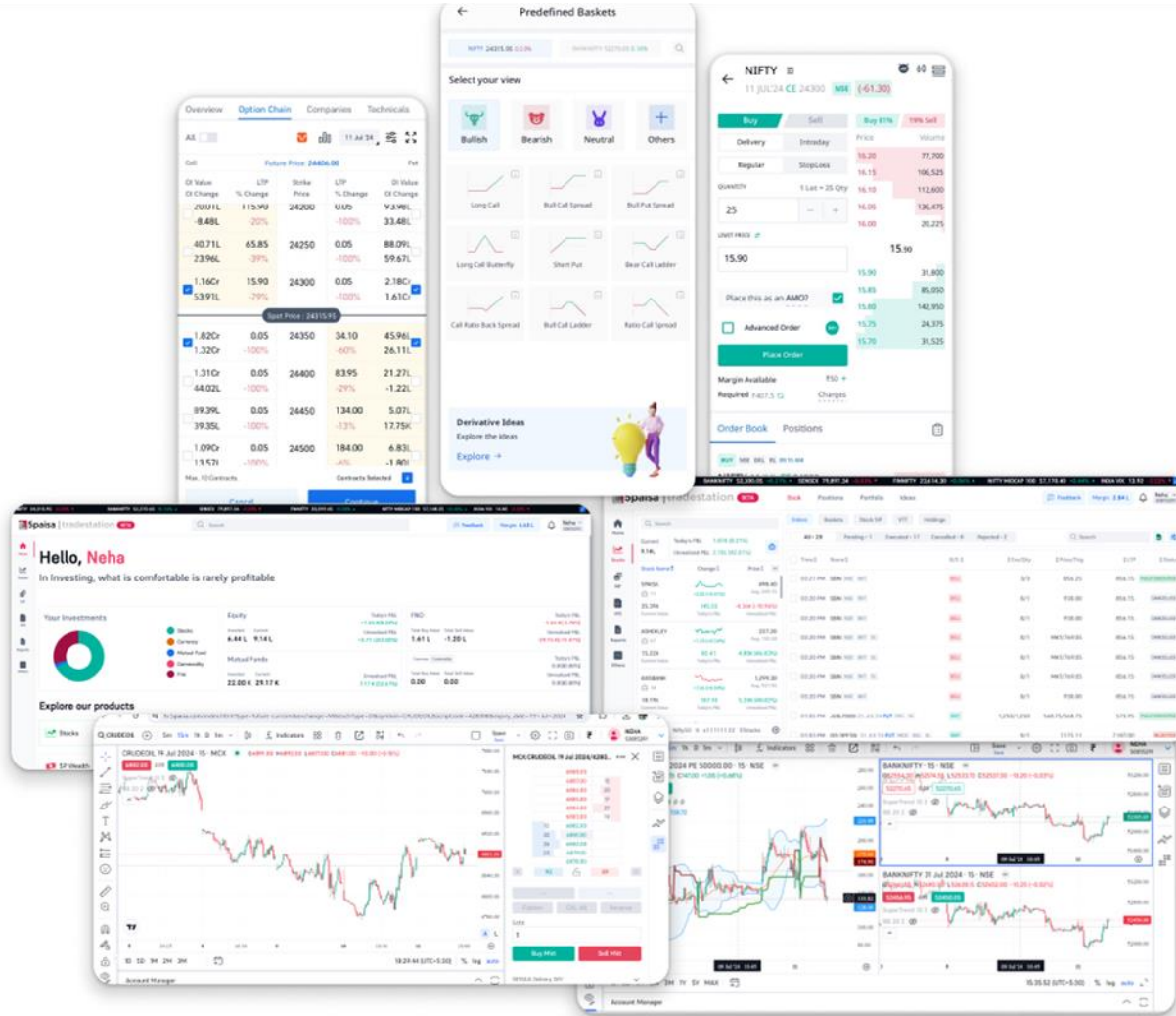
## 2 Use of latest technology for enhanced user experience

- Use of **AI** for Name, Signature and Face match to add additional layers of safety
- Use of cutting-edge technology based on **Account Aggregator** model to fetch bank account statement
- **Clutter Free UI** and simple taxonomy
- Reverse Penny drop for bank verification

More than 10 third party integrations to give the best customer experience



# Elevated Trading Experience - Platform & Features



## 1 iOS mobile APP revamp

- Revamped the iOS tech stack, migrated to Flutter, and introduced a new design system for improved UI
- Standardized app components to align iOS with Android, ensuring a consistent user experience

## 2 XtreamAPI

- Access the entire OpenAPI ecosystem and create your own trading terminal
- Super fast Simple to understand API docs
- Easy API credential management
- Available in multiple libraries such as Python, Java, C# and JS

## 3 FnO360

- Dedicated platform for derivatives trading and analysis
- **Smart option strategy** - Place option strategy in a single click with strategy level target and stoploss parameters
- **Time based strategy** - Place option strategy at predefined time with defined target, stoploss parameters & defined exit time
- **Scalping** - Simple to use scalping tool for derivative traders who want to chase the momentum
- **Basket Ideas** - Curated option strategies recommendations by our in-house technical analysts

# Redefining & Transforming Customer Service

App Rating

4.3



CSAT

91%



## 1 Playstore and Appstore Review

- Play Store & App Store ratings have risen to 4.3 stars
- Strategic updates such as introduction of FNO360 on mobile have greatly improved user experience and engagement

## 2 CSAT (Customer Satisfaction Score)

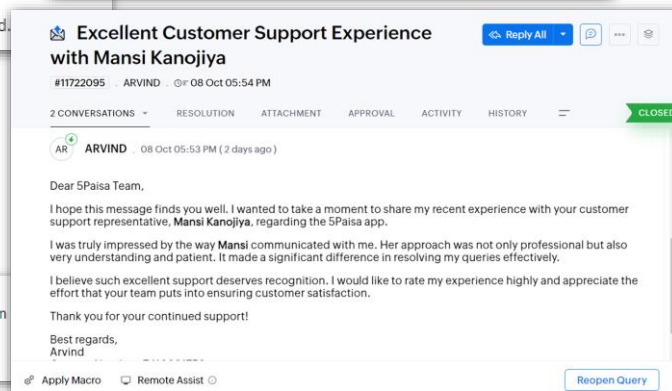
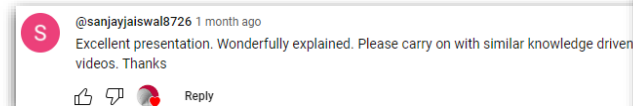
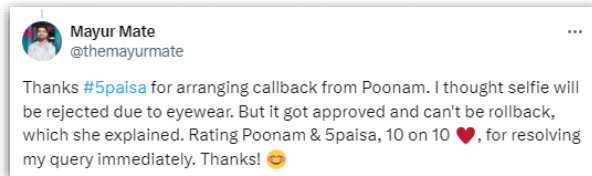
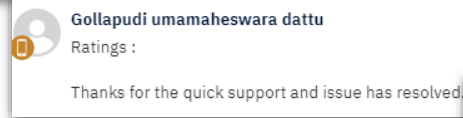
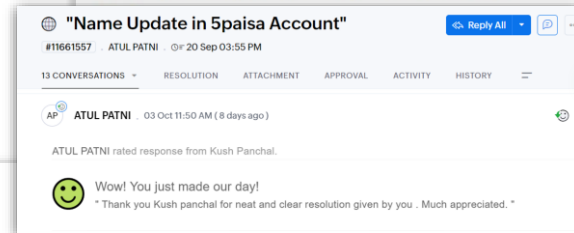
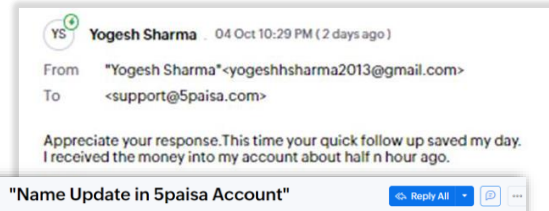
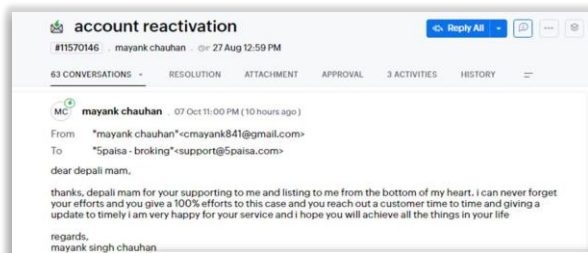
- CSAT increased to 91% in Q2FY25 (from 87% in Q1FY25)
- Strong focus on exceptional service and effectively meeting customer needs

## 3 FTR (First Time Resolution)

- FTR rate stands at 85% (best in industry)
- Commitment to improve further through tech intervention; goal is to resolve issues in a single interaction and ensure a seamless experience

## 4 TAT (Turnaround Time)

- Dedicated attention on resolving customer complaints swiftly and efficiently, enhancing overall experience with effective objection handling
- Resolution of more than 90% complaints within a TAT of 48 hours



# Table of Contents

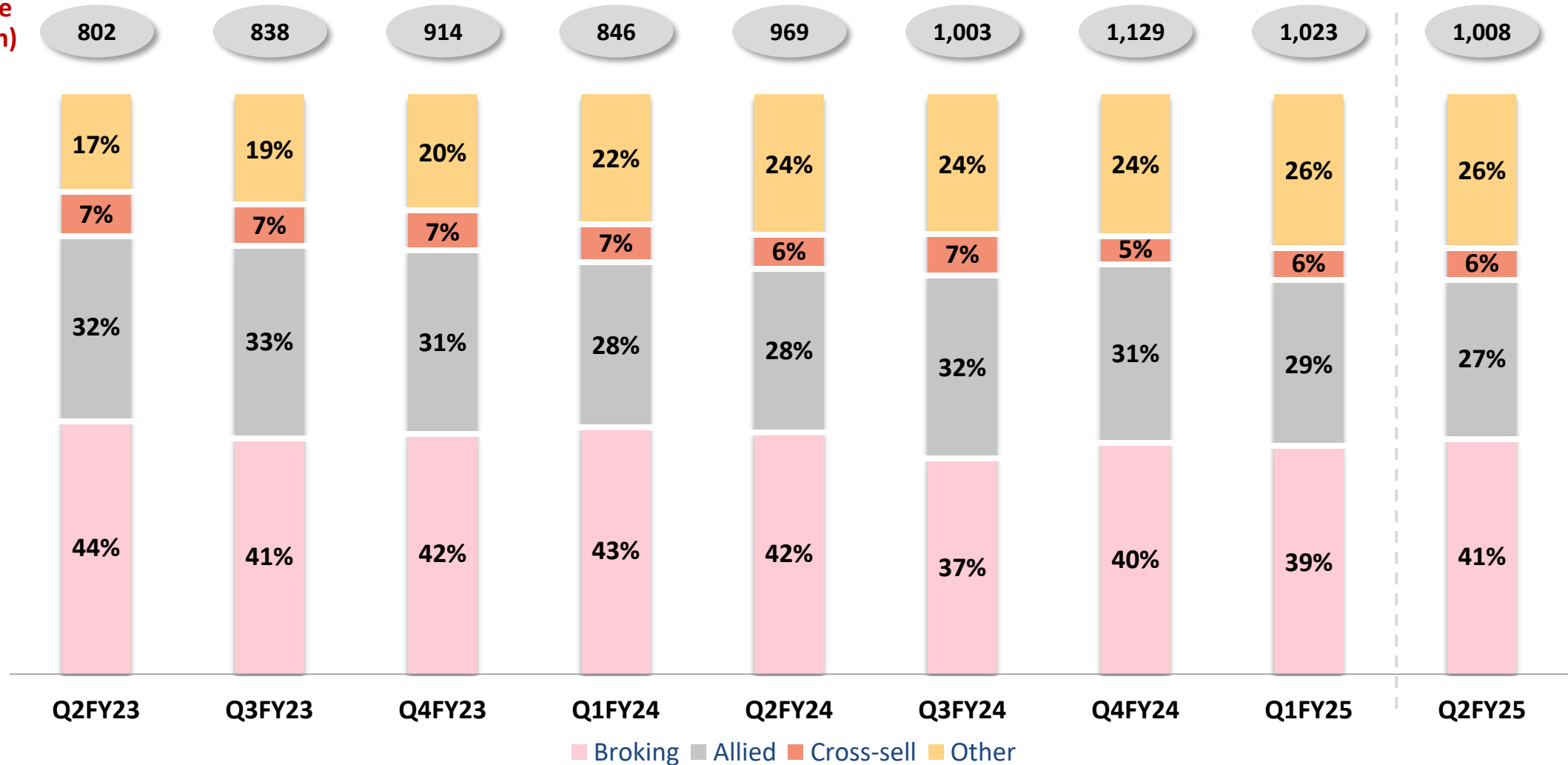
- 1 Key Highlights – Q2FY25
- 2 Industry Landscape
- 3 Business Overview
- 4 Financial Overview**
- 5 About Us





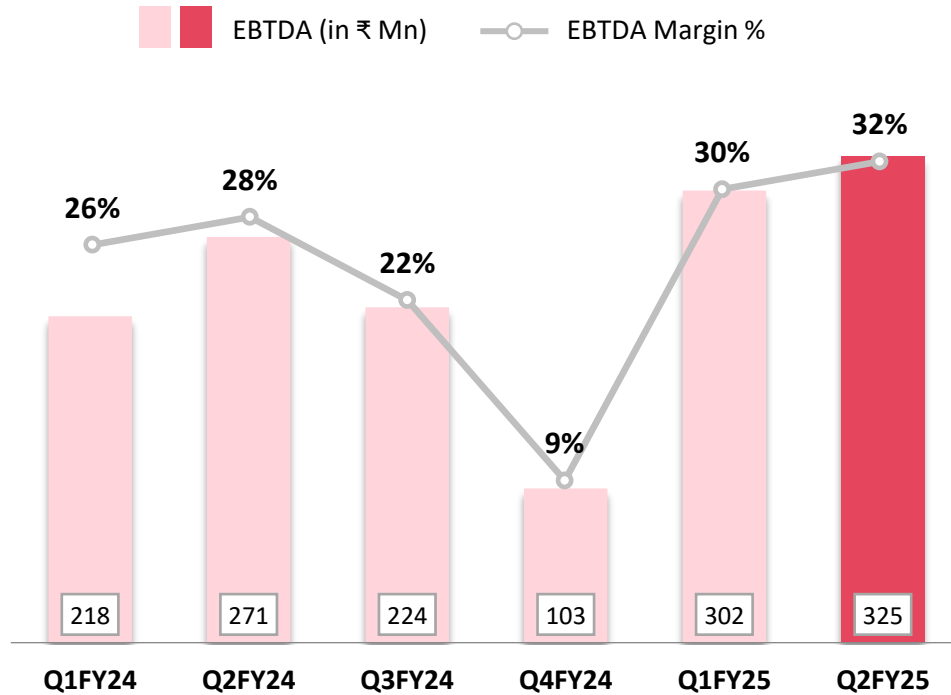
# Revenue Mix & Total Revenue

Revenue  
(in ₹ Mn)



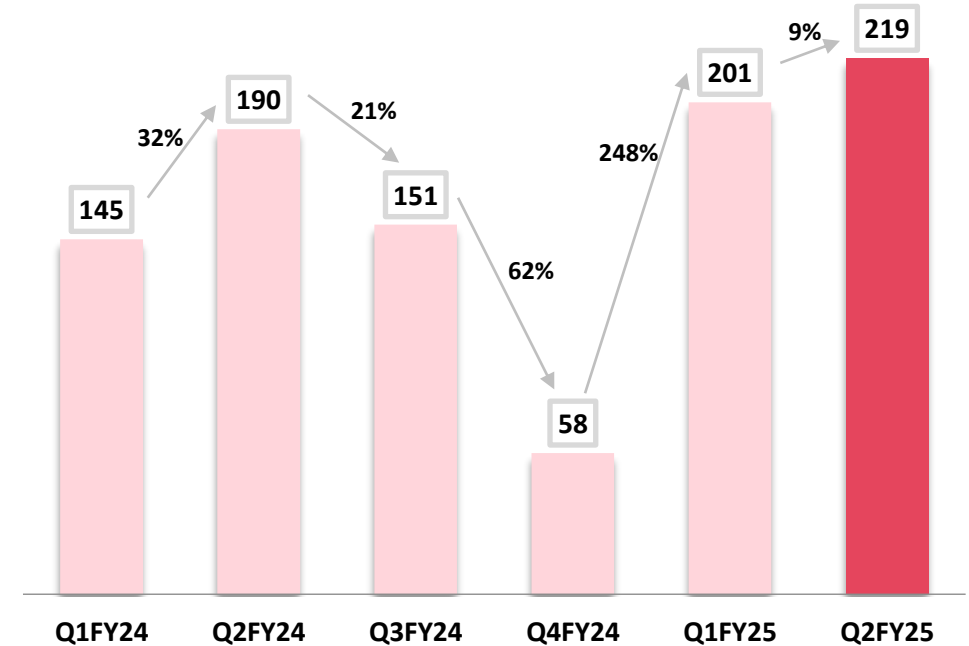
# EBDTA & Profit Trend

## EBDTA (In Mn) & EBDTA Margin (%)



**EBDTA – ₹ 325 Mn for Q2FY25 (Up 8% Q-o-Q)**

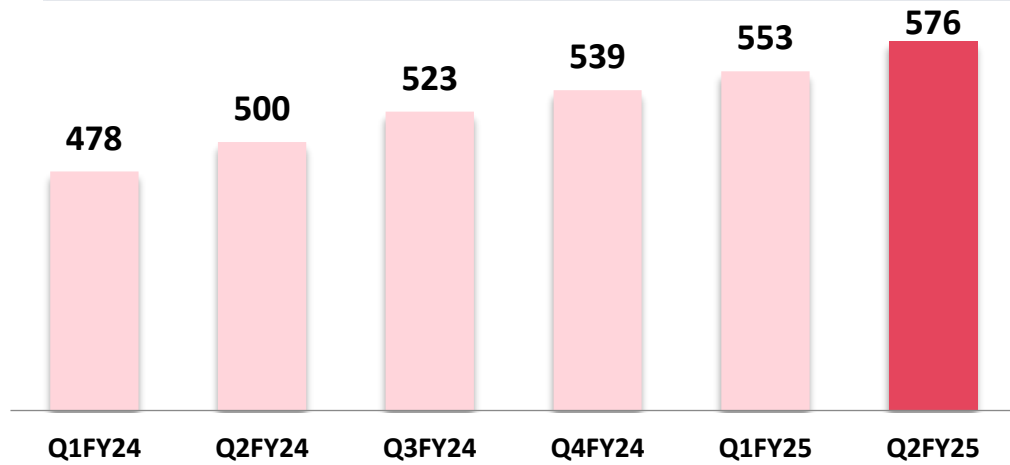
## Profit after Tax (In ₹ Mn)



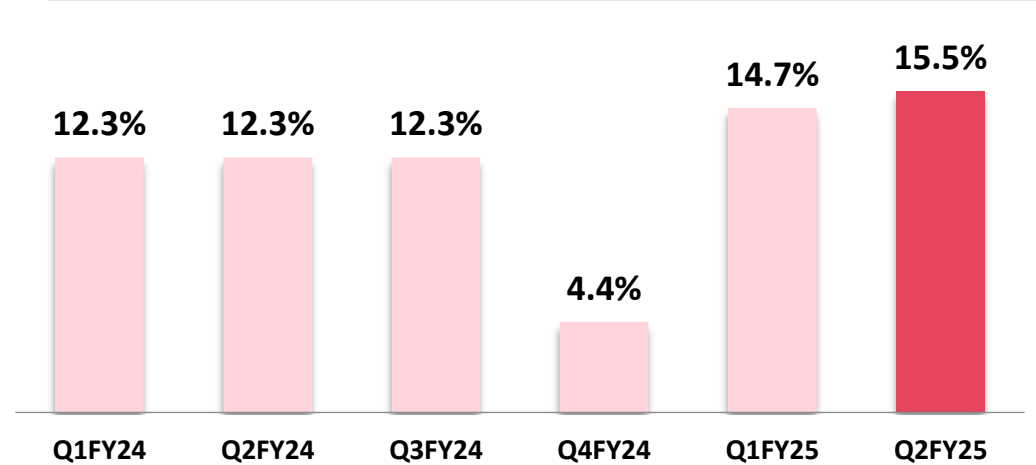
**Profit After Tax – ₹ 219 Mn for Q2FY25 (Up 9% Q-o-Q)**

# Increase in Margins

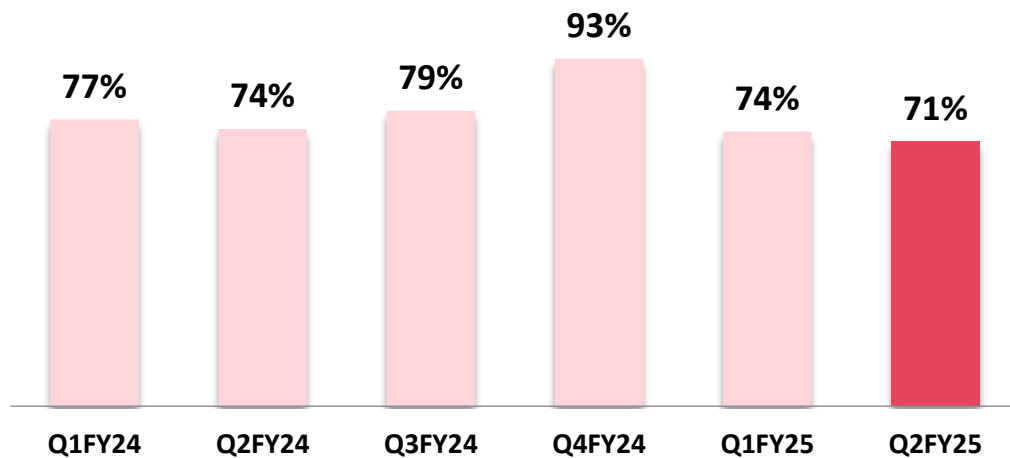
### Net-worth (In ₹ Cr)



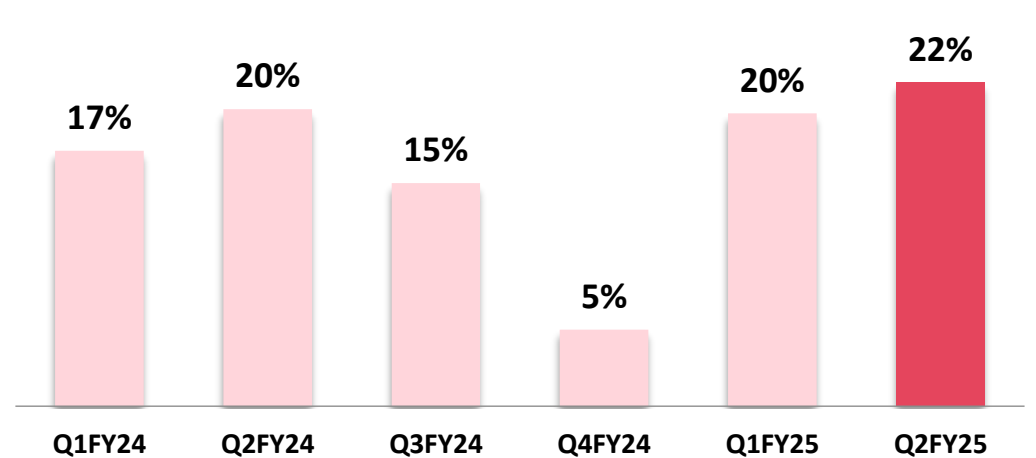
### Return on Net Worth



### Cost to Income ratio

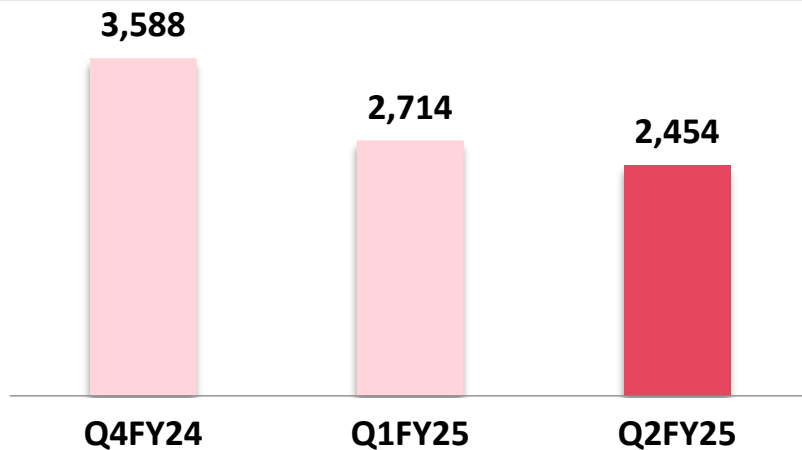


### Net Profit Margins

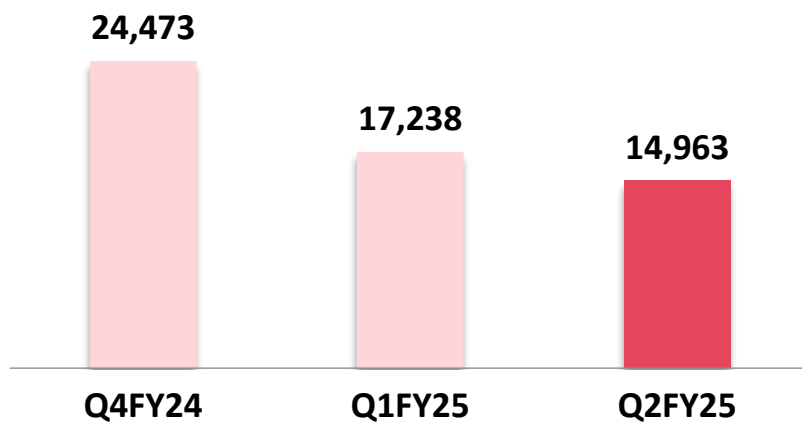


# Client Funding Book Spread Over Wide Customer Base

## Avg Client Funding Book Size (in ₹ Mn)



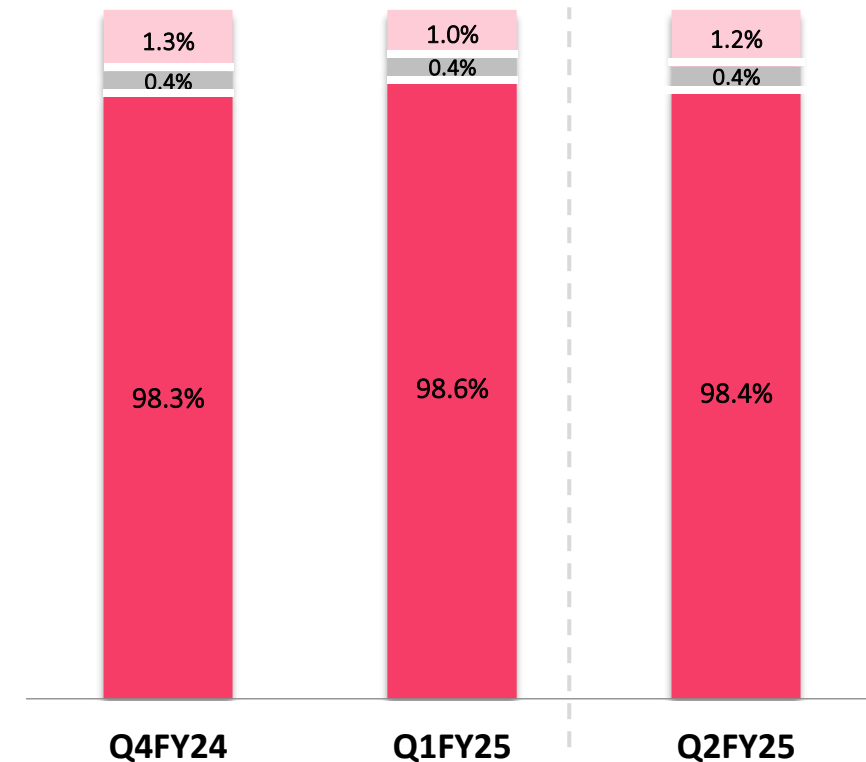
## Low Per Client Exposure (In ₹)



## Client Funding Book Segmentation

(% age of client using the facility)

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



# Consolidated P&L – Q2FY25

| Particulars (in ₹ Mn)                            | Quarter Ended |              |            | Quarterly Variances |            |
|--|---------------|--------------|------------|---------------------|------------|
|  | Q2FY25        | Q1FY25       | Q2FY24     | Q-o-Q               | Y-o-Y      |
| <b><i>A. Income From Operations</i></b>          |               |              |            |                     |            |
| Brokerage Income                                 | 413           | 400          | 403        | 3%                  | 3%         |
| Allied Broking Income                            | 270           | 297          | 276        | -9%                 | -2%        |
| Cross Sales Income                               | 62            | 59           | 55         | 4%                  | 14%        |
| Other Operating Income                           | 263           | 266          | 236        | -1%                 | 11%        |
| <b>Total Income from operations (A)</b>          | <b>1,008</b>  | <b>1,023</b> | <b>969</b> | <b>-1%</b>          | <b>4%</b>  |
| Employee benefits expenses                       | 203           | 136          | 202        | 49%                 | 0%         |
| Depreciation, amortisation & impairment          | 32            | 33           | 22         | -3%                 | 42%        |
| Finance cost                                     | 60            | 72           | 65         | -16%                | -7%        |
| Others Expense                                   | 421           | 513          | 431        | -18%                | -3%        |
| <b>Total Expenses (B)</b>                        | <b>716</b>    | <b>754</b>   | <b>721</b> | <b>-5%</b>          | <b>-1%</b> |
| <b>PBT</b>                                       | <b>292</b>    | <b>269</b>   | <b>249</b> | <b>9%</b>           | <b>17%</b> |
| Tax Expense                                      | 73            | 68           | 58         | 7%                  | 26%        |
| <b>PAT</b>                                       | <b>219</b>    | <b>201</b>   | <b>190</b> | <b>9%</b>           | <b>15%</b> |
| <i>PAT margin %</i>                              | <i>22%</i>    | <i>20%</i>   | <i>20%</i> | -                   | -          |
| Other Comprehensive income *                     | 1             | 1            | 1          | -                   | -          |
| <b>Total Comprehensive Income for the Period</b> | <b>220</b>    | <b>202</b>   | <b>191</b> | <b>9%</b>           | <b>15%</b> |
| <b>Earnings Per Equity Share (EPS)</b>           |               |              |            |                     |            |
| Basic (In ₹)                                     | 7.02          | 6.43         | 6.21       | 9%                  | 13%        |
| Diluted (In ₹)                                   | 6.96          | 6.37         | 6.12       | 9%                  | 14%        |

Q1FY25 includes positive impact of ₹ 86.6 mn towards RSU/ESOP cost reversal

# Consolidated P&L – H1FY25

| Particulars (in ₹ Mn)                            | Half Year Ended |              | Year Ended   | Half Yearly Variances |
|--|-----------------|--------------|--------------|-----------------------|
|  | H1FY25          | H1FY24       | FY24         | Y-o-Y                 |
| <b><u>A. Income From Operations</u></b>          |                 |              |              |                       |
| Brokerage Income                                 | 813             | 764          | 1,592        | 6%                    |
| Allied Broking Income                            | 567             | 496          | 1,175        | 14%                   |
| Cross Sales Income                               | 122             | 101          | 235          | 20%                   |
| Other Operating Income                           | 529             | 455          | 946          | 16%                   |
| <b>Total Income from operations (A)</b>          | <b>2,031</b>    | <b>1,816</b> | <b>3,947</b> | <b>12%</b>            |
| Employee benefits expenses                       | 339             | 382          | 895          | -11%                  |
| Depreciation, amortisation & impairment          | 65              | 46           | 95           | 41%                   |
| Finance cost                                     | 132             | 103          | 286          | 28%                   |
| Others Expense                                   | 934             | 841          | 1,950        | 11%                   |
| <b>Total Expenses (B)</b>                        | <b>1,470</b>    | <b>1,372</b> | <b>3,226</b> | <b>7%</b>             |
| <b>PBT</b>                                       | <b>561</b>      | <b>444</b>   | <b>721</b>   | <b>26%</b>            |
| Tax Expense                                      | 141             | 108          | 177          | 31%                   |
| <b>PAT</b>                                       | <b>420</b>      | <b>336</b>   | <b>544</b>   | <b>25%</b>            |
| <i>PAT margin %</i>                              | <i>21%</i>      | <i>19%</i>   | <i>14%</i>   | <i>-</i>              |
| Other Comprehensive income *                     | 2               | 0            | (3)          | -                     |
| <b>Total Comprehensive Income for the Period</b> | <b>422</b>      | <b>336</b>   | <b>541</b>   | <b>25%</b>            |
| <b>Earnings Per Equity Share (EPS)</b>           |                 |              |              |                       |
| Basic (In ₹)                                     | 13.46           | 10.96        | 17.65        | 23%                   |
| Diluted (In ₹)                                   | 13.35           | 10.80        | 16.67        | 24%                   |

\*Amount is less than ₹ 0.01 lakh, hence reported as ₹ 0 lakh

# Consolidated Balance Sheet as at 30<sup>th</sup> Sep 24

| Particulars (in ₹ Mn)                   | As at<br>September 30, 2024 | As at<br>March 31, 2024 |
|---|-----------------------------|-------------------------|
| <b>Assets</b>                           |                             |                         |
| <b><u>Financial assets</u></b>          |                             |                         |
| Cash and cash equivalents               | 434                         | 709                     |
| Bank balance other than above           | 15,546                      | 15,664                  |
| Receivables                             | 1                           | 1                       |
| Loans                                   | 1,843                       | 1,755                   |
| Investments                             | 35                          | 20                      |
| Other financial assets                  | 1,318                       | 1,922                   |
| <b>Sub-total</b>                        | <b>19,177</b>               | <b>20,071</b>           |
| <b><u>Non-Financial assets</u></b>      |                             |                         |
| Current tax assets                      | 10                          | 11                      |
| Deferred tax assets                     | 82                          | 91                      |
| Property, Plant and Equipment           | 70                          | 71                      |
| Other intangible assets                 | 52                          | 26                      |
| Intangible assets under development     | 1                           | 5                       |
| Right of use assets                     | 128                         | 147                     |
| Other non-financial assets              | 85                          | 57                      |
| <b>Sub-total</b>                        | <b>428</b>                  | <b>408</b>              |
| <b>Total Assets</b>                     | <b>19,605</b>               | <b>20,479</b>           |
| <b>Liabilities and Equity</b>           |                             |                         |
| Trade & Other payables                  | 806                         | 800                     |
| Borrowings                              | 1,687                       | 3,363                   |
| Other financial liabilities             | 11,205                      | 10,759                  |
| <b>Sub-total</b>                        | <b>13,698</b>               | <b>14,922</b>           |
| <b><u>Non-financial liabilities</u></b> |                             |                         |
| Current tax Liabilities (net)           | 57                          | 56                      |
| Provisions                              | 18                          | 19                      |
| Other non-financial liabilities         | 74                          | 83                      |
| <b>Sub-total</b>                        | <b>149</b>                  | <b>158</b>              |
| <b><u>Equity &amp; Reserves</u></b>     |                             |                         |
| Equity share capital                    | 312                         | 312                     |
| Other equity                            | 5,446                       | 5,087                   |
| <b>Sub-total</b>                        | <b>5,758</b>                | <b>5,399</b>            |
| <b>Total liabilities &amp; Equity</b>   | <b>19,605</b>               | <b>20,479</b>           |

# Table of Contents

- 1 Key Highlights – Q2FY25
- 2 Industry Landscape
- 3 Business Overview
- 4 Financial Overview
- 5 About Us**





## Corporate Governance



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

## Human Capital



- Adopt all employee's welfare schemes (Gratuity, PF, Medical insurance etc.)
- Maintain gender diverse workplace with equal opportunities
- Policies of Code of conduct and business ethics , prevention of Insider trading, Anti money laundering, Prevention of Sexual harassment (PoSH)" at workplace

## Environmental Footprint



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

## Information and Cyber Security



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

# Chairperson, Independent & Executive 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



**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. Ameya Agnihotri**  
Whole-Time Director and  
Chief Technology Officer

- Masters and Bachelor's degrees in Computer Application from the University of Pune
- 16+ years career, having worked with industry giants such as Paytm, Uber, Zeotap, Airpush and Pubmatic, where he held senior positions in the Engineering and Technology teams



**Mr. Gourav Munjal**  
Whole-Time Director and  
Chief Financial Officer

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

# Core Management Team



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

**Mr. Manish Karia**  
Head of Marketing

**Mr. Mehul Jain**  
Head of Product

**Mr. Yashpal Chopra**  
Head of Risk Management

**Mr. Sudhir Jha**  
Head of Business Revenue

**Ms. Rajeshree Jadhav**  
Head of Digital Sales

**Mr. Dhruv Kapadia**  
Head of Customer Service

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

- Bachelor of Engineering in Computer Science from University of Mumbai
- 16+ years of experience in the digital marketing domain. Formerly worked at Shaadi.com and Convonix (currently known as Performics)
- 4+ years of entrepreneurial experience running online marketing agency

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

- Bachelors in Commerce and MBA in Finance
- 20+ years of experience in Stock Broking
- Formally worked with Indiabulls group

- Holding Master degree in financial Management from ICFAI Business School, Hyderabad
- 19+ years of valuable experience from Kotak Securities, ICICI Securities and Unicon Securities

- Bachelor in Commerce and MBA in Finance
- Total work experience of 25 years of which 15 years in Customer Service and 5+ years in Digital Sales and activation
- Prior to 5Paise, worked with ICICI Securities and Kotak Securities

- Bachelors in Business Administration (Finance)
- Over 6 years of experience in Customer Service and process optimization
- 5+ years tenure at Kotak Securities, with expertise in Process Excellence, Customer Service and Experience
- Prior to Kotak securities was working with Intelenet Global Services Ltd (now Teleperformance)

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