



27st Sept. 2021

Salient features of the IPO:

- Aditya Birla Sun Life AMC Ltd. (ABAMC) the country's largest non-banking affiliated fund house is coming up with an IPO to raise Rs. 2,770cr, which opens on 29th Sept. and closes on 1st Oct. 2021. The price band is Rs. 695 712 per share.
- The company is promoted by Aditya Birla Capital Ltd. (ABCL) and Sun Life (India) AMC Investments Inc.
- The issue consists of only OFS portion. As a result, the company will not receive any proceeds from it.

Key competitive strengths:

- Largest non-bank affiliated asset manager in India
- Well-recognized brand with experienced promoters
- Growing individual investor customer base driven by strong systematic flows and B-30 penetration
- Diverse product portfolio with fund performance supported by research driven investment philosophy
- Pan-India, diversified distribution network
- Long-term track record of innovation and use of technology
- Franchise led by experienced and stable management and investment teams

Risk and concerns:

- Slow revival in economic activities post pandemic
- Decline or volatility in global & domestic equity markets
- Changes in interest rates and defaults
- Unfavorable composition of AUM
- Intense competition
- Unfavorable regulation

Below are the key highlights of the company:

- Since Mar. 2018, ABAMC is ranked as the largest non-bank affiliated AMC in India and among the top-4 largest AMCs in India since September 30, 2011. As of 30th Jun. 2021, it managed total asset under management (AUM) of Rs. 2.9tn, under various schemes of mutual funds, portfolio management services, offshore and real estate offerings.
- As of 30th Jun. 2021, the company managed 118 schemes comprising of 37 equity schemes, 68 debt schemes, two liquid schemes, five ETFs and six domestic FoFs. Its flagship schemes include Aditya Birla Sun Life Frontline Equity Fund and Aditya Birla Sun Life Corporate Bond Fund, both of which have grown to become one of the leading funds in India.
- Equity-oriented schemes generally generate higher management fees. Between Mar- 2016 and Jun. 2021, ABAMC witnessed a 14.4% increase in equity-mix, which was greater than the sector's increase of 13.7%. This was also the second highest among the top-five AMCs and the fourth highest among the top-10 AMCs. As of 30th Jun. 2021, ABAMC's equity AUM was ranked fifth among its top-10.
- ABAMC has seen a consistent improvement in AUM share from B-30 in the last three years. Among the top-5 AMCs, the company has witnessed highest improvement in the business contribution from the B-30 during Mar. 2019 and Jun. 2021. It is the fifth largest player in the individual investor's AUM among the top-10 AMCs. Correspondingly, its individual investor-mix increased from 40% (as of 31st Mar. 2016) to 47% (as of 30the Jun. 2021), which was the second highest increase among the top-5 largest AMCs in India.

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Recommendation Price band	Rs. 695 - 712 pe	SSCRIBE or chare	
Face value	Rs. 5	er Stiate	
Shares for fresh issue	Nil		
Shares for OFS	3.888cr shares		
Fresh issue size	N/a		
OFS issue size	Rs. 2,702.2 - 2,7	768 3cr	
01 0 100 de 012 e	3.888cr shares	700.301	
Total issue size	(Rs. 2,702.2 - 2	.768.3cr)	
Reserved for ABCL shareholders	0.194cr shares		
Net issue size	3.694cr shares (Rs. 2,567.1 - 2,	.629.8cr)	
Bidding date	29 th Sept 1 st (Oct. 2021	
MCAP at higher price band	Rs. 20,506cr		
Enterprise value at higher price band	Rs. 18,828cr		
Book running lead manager	Kotak Mahindr Ltd., BofA Secu Citigroup Globa Pvt. Ltd., Axis C Bank Ltd., ICICI Securities Ltd., Motilal Oswal I Advisors Ltd., S Ltd. and YES Se	rities India al Markets apital Ltd Securities JM Finand nvestmen BI Capital	a Ltd., India India I, HDFC Ltd., IIFL IIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIII
Registrar	KFin Technolog	ies Pvt. Lt	d.
Sector	Asset managen	nent comp	oany
Promoters	Aditya Birla Ca Life (India) AM		
Issue breakup			
Category	Percent of issue (%)	Number	of shares
QIB portion	= 00/		
Non inctitutional and	50%	1.847c	r shares
Non institutional portion			r shares r shares
Retail portion		0.554c	
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Key highlights of the company (Contd...):

Company name	Face value (Rs.)	CMP (Rs.)	MCAP (Rs. cr)	EV (Rs. cr)	1 M	Stoc	k return 6 M	1 1 Y	MF AUM (Rs. cr)	AUM Market share	TTM total operating revenue (Rs. cr)	TTM EBITDA (Rs. cr)	TTM PAT (Rs. cr)	TTM EBITDA margin	TTM PA
Aditya Birla Sun Life AMC Ltd.	5	712	20,506	18,828					282,127	8.3%	1,268	800	584	63.1%	46.1%
HDFC Asset Management Company Ltd.	5	3,239	69,008	64,847	9.6%	9.4%	12.6%	52.5%	418,700	12.4%	1,948	1,529	1,369	78.5%	70.3%
Nippon Life India Asset Management Ltd.	10	442	27,348	26,988	8.9%	21.6%	30.0%	73.2%	244,200	7.2%	1,131	627	706	55.4%	62.4%
JTI Asset Management Company Ltd.	10	1,113	14,111	13,905	0.3%	25.9%	95.7%	0.0%	187,210	5.6%	1,252	687	548	54.9%	43.8%
Average									1000	00000		Allen		62.9%	58.8%
Company name	4Y A grov (CA	wth	4Y avera revenue AUM	̃, 4 Y a	verage / AUM	4Y top grov (CAC	/th	Y EBITDA growth (CAGR)	4Y PAT growth (CAGR)	4Y ave EBITI marg	DA PAT	verage margin	4Y CFO growth (CAGR)	4Y average RoE	4Y average RoIC
Aditya Birla Sun Life AMC Ltd.	4.1	L%	0.6%	0	.2%	-3.4	%	9.5%	14.7%	52.0	35	.6%	14.0%	33.9%	35.2%
HDFC Asset Management Company Ltd.	9.8	3%	0.6%	0	.3%	1.8	%	15.3%	23.1%	68.7	' % 55	.9%	20.6%	30.2%	33.3%
Nippon Life India Asset Management Ltd.	0.4	1%	0.6%	0	.2%	-12.	5%	3.1%	14.3%	40.9	9% 40	.0%	6.6%	19.0%	43.9%
JTI Asset Management Company Ltd.	5.7	7%	0.7%	0	.2%	-0.1	.%	4.4%	11.4%	46.4	% 34	.5%	-1.6%	13.4%	122.2%
Average	5.3	3%	0.6%	0	.3%	-3.6	%	7.6%	16.3%	52.0	% 43	.5%	8.6%	20.9%	66.5%
Company Name	TTM E (Rs.)	BVP	S DPS	TTM Ro		RoCE '	TTM P / (x)	E TTM P	/B EV/	TTM FI		MCAP / TM Sales (x)	MCAP AUM (9		ning yield (%)
Aditya Birla Sun Life AMC .td.	20.3	59.	2 4.9	34.3%	41	5%	35.1	12.0	14	.9	23.5	16.2	7.3%		2.8%
HDFC Asset Management Company Ltd.	64.2	224	.2 28.0	28.7%	30	0.6%	50.4	14.4	33	.3	42.4	35.4	16.5%	6	2.0%
lippon Life India Asset Nanagement Ltd.	11.4	50.	1 5.0	22.8%	18	3.9%	38.8	8.8	23	.9	43.1	24.2	11.2%	6	2.6%
JTI Asset Management Company Ltd.	43.2	254	.4 7.0	17.0%	19	0.6%	25.8	4.4	11	.1	20.2	11.3	7.5%		3.9%
Average			13 3	22 8%	23	n%	38.3	9.2	22	2	35.2	23.6	11 7%	6	2 8%

Source: Choice Broking Research

- Over FY18-21, the AMC sector witnessed volatility in the equity markets & loss of investor sentiment in the later part of the period and change in the SEBI's regulations on TER & prepaid commission expense, which led to lower asset management fees and decrease in commission expenses for the AMCs. Thus despite reporting a 4.1% CAGR higher AUM, ABAMC's consolidated total revenue during FY18-21 declined by 3.4% CAGR to Rs. 1,191cr in FY21. Mainly on the back of lower fees & commission expenses (led by SEBI's regulation), consolidated EBITDA increased by 9.5% CAGR, while EBITDA margin expanding by around 20ppts to 60.8% in FY21. With relatively stable expenses towards the corporate taxation, ABAMC reported a 14.7% CAGR higher PAT, which stood at Rs. 526.3cr with a margin of 44.2% (which expanded by around 18ppts during FY18-21). The company has consistently generated a positive operating cash flow over FY18-21, which has increased by 14% CAGR. Average operating cash flow during the period stood at Rs. 417.7cr. Average RoE during the period stood at 33.9%. It is consistently paying dividend with an average payout of 63.7% during FY18-20. Dividend payout stood at 26.6% in FY21.
- On TTM basis, the company has reported a top-line of Rs. 1,267.7cr, with EBITDA and PAT margins of 63.1% and 46.1%, respectively. Assuming around 6% CAGR rise in AUM over FY21-24E, the company is likely to report a 10.5% CAGR rise in consolidated top-line to Rs. 1,607.6cr in FY24E. It would largely maintain its profitability margins with EBITDA margin expanding by 25bps, while PAT margin contracting by 80bps (mainly due to lower other income). Anticipating a dividend per share of Rs. 10, RoE is forecasted to contract by around 6ppts to 25.2% in FY24E.

Peer comparison and valuation: With supportive government policies, financialization of household savings, increasing penetration in the B30 cities, the macros of the domestic mutual fund industry are positive and provide huge scope for growth and development. At higher price band of Rs. 712, ABAMC is demanding a TTM P/E multiple of 35.1x (to its TTM EPS of Rs. 20.3), which is at discount to the peer average of 38.3x. Moreover, based on FY24E earnings, the stock is demanding a P/E valuation of 29.4x, which seems to be attractive for a company with a RoE excess of 25%. Thus considering the above observations, we assign a "SUBSCRIBE" rating for the issue.





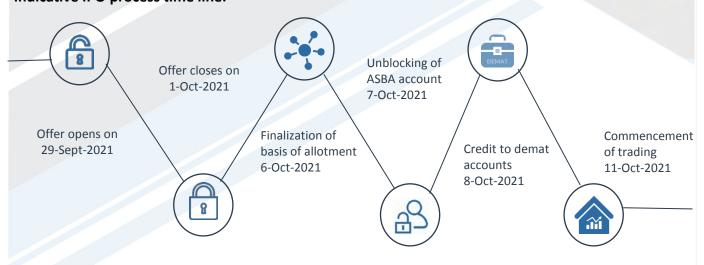
About the issue:

- ABAMC is coming up with an initial public offering (IPO) with 3.888cr shares (fresh issue: nil; OFS shares: 3.888cr shares) in offering. The offer represents around 13.50% of its post issue paid-up equity shares of the company. Total IPO size is Rs. 2,702.2 2,768.3cr.
- The issue will open on 29th Sept. 2021 and close on 1st Oct. 2021.
- The issue is through book building process with a price band of Rs. 695 712 per share.
- The issue consists of only OFS portion. As a result, the company will not receive any proceeds from it.
- 0.194cr shares are reserved for the eligible shareholders of ABCL. Thus the net issue size is Rs. 2,567.1 2,629.8cr.
- 50% of the net issue are reserved for qualified institutional buyers, while 15% and 35% of the net issue is reserved for non-institutional bidders and retail investors, respectively.
- Promoter currently holds 100% stake in the company and post-IPO this will come down to 86.50%. Public holding will increase from current nil to 13.50%.

Pre and post-issue shareholding pattern (%)								
Pre-issue Post-issue (at higher price band)								
Promoter & promoter group (%)	100.00%	86.50%						
Public (%)	0.00%	13.50%						

Source: Choice Equity Broking

Indicative IPO process time line:







Financial performance:

Performance over FY18-21: Over FY18-21, the AMC sector has witnessed fall in AUM (mainly arising from the volatility in the equity markets and loss investor sentiment in the later part of the period) and change in the SEBI's regulations on TER and prepaid commission expense, which led to lower asset management fees and decrease in commission expenses for the AMCs. Thus despite reporting a 4.1% CAGR higher AUM, ABAMC reported a 3.2% CAGR fall in the fees & commission income over FY18-21, which was partially offset by 18.5% CAGR rise in net gain on fair value changes (arising mainly due to higher gains earned on debt and equity schemes). Consequently, consolidated total revenue during FY18-21 declined by 3.4% CAGR to Rs. 1,191cr in FY21. On TTM basis, total revenue stood at Rs. 1,267.7cr.

Mainly on the back of SEBI's regulation on the prepaid commission, the AMC reported a 43.5% CAGR lower fees & commission expenses. Additionally, as a percent of top-line, fees & commission expenses stood at 4% in FY21 as compared to 19.8% in FY18. Other expenses, which stood at 20.7% of the top-line in FY18 declined by 13.2% CAGR, leading to a 15.4% CAGR fall in total operating expenditure. As a result, consolidated EBITDA increased by 9.5% CAGR, while EBITDA margin expanding by around 20ppts to 60.8% in FY21. On a TTM basis, EBITDA stood at Rs. 800.3cr with a margin of 63.1%.

With relatively stable expenses towards the corporate taxation, ABAMC reported a 14.7% CAGR higher PAT, which stood at Rs. 526.3cr with a margin of 44.2% (which expanded by around 18ppts during FY18-21). During the last 12 months, reported PAT stood at Rs. 583.9cr with a margin of 46.1%.

The company has consistently generated a positive operating cash flow over FY18-21, which has increased by 14% CAGR. Average operating cash flow during the period stood at Rs. 417.7cr. Average RoE during the period stood at 33.9%. It is consistently paying dividend with an average payout of 63.7% during FY18-20. Dividend payout stood at 26.6% in FY21.

Consolidated financial snapshot (Rs. cr)	FY18	FY19	FY20	FY21	TTM	CAGR over FY18-21 (%)	Y-o-Y (%, Annual)
Total fees and commission income	1,249.1	1,326.8	1,159.7	1,067.9	1,152.4	-5.1%	-7.9%
Net gain/(loss) on fair value changes	74.0	79.3	74.2	123.1	115.3	18.5%	66.0%
Revenue from operations	1,323.1	1,406.1	1,233.8	1,191.0	1,267.7	-3.4%	-3.5%
EBITDA	551.6	682.7	701.8	724.1	800.3	9.5%	3.2%
Reported PAT	348.6	446.8	494.4	526.3	583.9	14.7%	6.4%
Restated reported EPS	12.1	15.5	17.2	18.3	20.3	14.7%	6.4%
Cash flow from operating activities	346.0	315.3	497.0	512.3	567.0	14.0%	3.1%
NOPLAT	382.3	424.3	503.8	518.3	569.2	10.7%	2.9%
FCF		378.9	346.4	61.6			-82.2%
RoIC (%)	36.0%	37.7%	38.9%	29.3%	30.4%	(666) bps	(960) bps
Revenue growth rate (%)		6.3%	-12.2%	-3.5%			
EBITDA growth rate (%)		23.8%	2.8%	3.2%			
EBITDA margin (%)	41.7%	48.6%	56.9%	60.8%	63.1%	1,910 bps	392 bps
EBIT growth rate (%)		23.6%	2.3%	3.2%			
EBIT margin (%)	39.8%	46.3%	53.9%	57.7%	60.2%	1,790 bps	373 bps
Restated reported PAT growth rate (%)		28.2%	10.7%	6.4%			
Restated reported PAT margin (%)	26.3%	31.8%	40.1%	44.2%	46.1%	1,784 bps	412 bps
Fixed asset turnover ratio (x)	14.6	14.5	14.2	15.2	17.4	1.3%	7.6%
Total asset turnover ratio (x)	0.9	0.9	0.8	0.6	0.6	-11.1%	-23.5%
Current ratio (x)	4.5	6.1	8.7	12.8	13.5	41.2%	46.7%
Total debt (Rs.)	130.0	125.5	109.0	105.9	102.2	-6.6%	-2.8%
Net debt (Rs.)	(1,055.0)	(1,051.1)	(1,201.2)	(1,677.2)	(1,802.2)	16.7%	39.6%
Debt to equity (x)	0.1	0.1	0.1	0.1	0.1	-18.4%	-24.9%
Net debt to EBITDA (x)	(1.9)	(1.5)	(1.7)	(2.3)	(2.3)	6.6%	35.3%
RoE (%)	30.6%	36.6%	37.5%	30.9%	32.4%	23 bps	(667) bps
RoA (%)	22.5%	29.8%	31.5%	26.5%	28.0%	402 bps	(493) bps

Source: Choice Equity Broking





Competitive strengths:

- Largest non-bank affiliated asset manager in India
- Well-recognized brand with experienced promoters
- Growing individual investor customer base driven by strong systematic flows and B-30 penetration
- Diverse product portfolio with fund performance supported by research driven investment philosophy
- Pan-India, diversified distribution network
- Long-term track record of innovation and use of technology
- Franchise led by experienced and stable management and investment teams

Business strategy:

- Continue to increase geographic reach and strengthen relationships with the distributors
- Continue to focus on delivering sustained investment performance and portfolio differentiation
- Strengthen employee value proposition to continue to attract and retain good quality talent
- Leverage digital platforms to increase customer acquisition and enhance customer experience
- Enhance product portfolio by developing investment offerings





Risk and concerns:

- Slow revival in economic activities post pandemic
- Decline or volatility in global & domestic equity markets
- Changes in interest rates and defaults
- Unfavorable composition of AUM
- Intense competition
- Unfavorable regulation



Financial statements:

Consolic	Consolidated profit and loss statement (Rs. cr)								
	FY18	FY19	FY20	FY21	TTM	CAGR over FY18 - 21 (%)	Annual growth over FY20 (%)		
Revenue from operations	1,323.1	1,406.1	1,233.8	1,191.0	1,267.7	-3.4%	-3.5%		
Fees and commission expenses	(261.5)	(143.5)	(75.1)	(47.1)	(37.1)	-43.5%	-37.3%		
Employee benefit expenses	(236.3)	(277.5)	(242.0)	(240.7)	(249.6)	0.6%	-0.5%		
Other expense	(273.6)	(302.3)	(215.0)	(179.2)	(180.7)	-13.2%	-16.7%		
EBITDA	551.6	682.7	701.8	724.1	800.3	9.5%	3.2%		
Depreciation and amortization expense	(25.7)	(32.4)	(36.5)	(37.4)	(36.9)	13.4%	2.5%		
EBIT	525.9	650.3	665.2	686.6	763.4	9.3%	3.2%		
Finance cost	(5.0)	(5.7)	(5.4)	(5.6)	(5.4)	3.3%	2.1%		
Other income	0.6	1.2	0.9	14.8	13.7	190.2%	1487.7%		
PBT	521.5	645.8	660.7	695.9	771.7	10.1%	5.3%		
Tax expenses	(172.9)	(199.0)	(166.3)	(169.6)	(187.8)	-0.6%	2.0%		
Reported PAT	348.6	446.8	494.4	526.3	583.9	14.7%	6.4%		

	Consolidat	ted balance s	heet stateme	ent (Rs. cr)			
	FY18	FY19	FY20	FY21	ттм	CAGR over FY18 - 21 (%)	Annual growth over FY20 (%)
Equity share capital	18.0	18.0	18.0	18.0	144.0	0.0%	0.0%
Other equity	1,119.5	1,202.6	1,298.9	1,686.6	1,658.2	14.6%	29.9%
Trade payables	144.7	75.5	47.4	37.4	42.1	-36.3%	-21.1%
Lease liabilities	70.0	71.9	62.1	59.3	57.0	-5.4%	-4.5%
Other financial liabilities	60.0	53.6	46.9	46.6	45.2	-8.1%	-0.7%
Current net tax liabilities	0.1	0.0	0.0	9.4	15.5	366.1%	52233.3%
Provisions	88.5	50.3	70.5	94.5	95.5	2.2%	34.0%
Net deferred tax liabilities	33.1	7.0	14.6	13.7	9.9	-25.4%	-6.0%
Other non-financial liabilities	15.3	19.5	13.5	18.9	18.4	7.4%	40.4%
Total liabilities	1,549.3	1,498.5	1,572.0	1,984.6	2,085.9	8.6%	26.2%
Property, plant and equipment	17.3	20.5	19.1	12.2	10.5	-10.9%	-35.8%
Other intangible assets	7.9	9.5	12.4	13.3	12.4	19.0%	6.9%
Capital work-in-progress	0.2	1.2	0.2	0.1	0.2	-19.8%	-49.7%
Intangible assets under development	0.3	1.1	0.8	1.0	0.8	57.6%	21.9%
Right of use assets	64.7	64.6	54.7	51.6	49.1	-7.3%	-5.7%
Current net tax assets	12.6	16.0	27.4	16.9	6.4	10.3%	-38.4%
Other non-financial assets	199.2	154.8	93.6	56.2	63.6	-34.4%	-39.9%
Investments	1,140.7	1,138.1	1,263.4	1,726.3	1,852.1	14.8%	36.6%
Loans		0.1	0.1	0.0	0.0		-74.4%
Receivables	44.7	25.7	40.5	31.0	25.7	-11.5%	-23.5%
Cash and cash equivalents	44.3	38.5	46.9	56.8	52.3	8.7%	21.2%
Other financial assets	17.5	28.5	12.9	19.2	12.7	3.2%	48.4%
Total assets	1,549.3	1,498.5	1,572.0	1,984.6	2,085.9	8.6%	26.2%

Source: Choice Equity Broking



Financial statements:

Consolidated cash flow statement (Rs. cr)										
Particulars (Rs. mn)	FY18	FY19	FY20	FY21	TTM	CAGR over FY18 - 21 (%)	Annual growth over FY20 (%)			
Cash flow before working capital changes	483.6	600.7	629.9	601.9	698.0	7.6%	-4.5%			
Working capital changes	8.3	(57.1)	37.4	61.4	31.7	94.9%	63.8%			
Cash flow from operating activities	346.0	315.3	497.0	512.3	567.0	14.0%	3.1%			
Purchase and construction of property, plant and equipment	(16.5)	(20.4)	(16.4)	(11.5)	(9.3)	-11.3%	-29.7%			
Cash flow from investing activities	(69.3)	62.4	(66.1)	(339.8)	(323.8)	69.9%	414.3%			
Cash flow from financing activities	(258.6)	(383.6)	(422.5)	(162.5)	(235.0)	-14.4%	-61.5%			
Net cash flow	18.1	(5.8)	8.4	9.9	8.2	-18.2%	18.4%			
Opening balance of cash	25.9	44.0	38.2	46.6	43.8	21.6%	21.9%			
Closing balance of cash	44.0	38.2	46.6	56.5	52.0	8.7%	21.3%			

	Consolidated financia	al ratios			
Particulars (Rs. mn)	FY18	FY19	FY20	FY21	TTM
Revenue growth rate (%)		6.3%	-12.2%	-3.5%	
EBITDA growth rate (%)		23.8%	2.8%	3.2%	
EBITDA margin (%)	41.7%	48.6%	56.9%	60.8%	63.1%
EBIT growth rate (%)		23.6%	2.3%	3.2%	
EBIT margin (%)	39.8%	46.3%	53.9%	57.7%	60.2%
Restated reported PAT growth rate (%)		28.2%	10.7%	6.4%	
Restated reported PAT margin (%)	26.3%	31.8%	40.1%	44.2%	46.1%
	Turnover ratio	os			
Trade receivable turnover ratio (x)	29.6	40.0	37.3	33.4	49.3
Accounts payable turnover ratio (x)	9.1	12.8	20.1	28.1	30.1
Fixed asset turnover ratio (x)	14.6	14.5	14.2	15.2	17.4
Total asset turnover ratio (x)	0.9	0.9	0.8	0.6	0.6
	Return ratios	;			
RoE (%)	30.6%	36.6%	37.5%	30.9%	32.4%
RoA (%)	22.5%	29.8%	31.5%	26.5%	28.0%
	Per share data	а			
Restated adjusted EPS (Rs.)	12.1	15.5	17.2	18.3	20.3
DPS (Rs.)	6.9	10.4	11.5	4.9	7.3
BVPS (Rs.)	39.5	42.4	45.7	59.2	62.6
Operating cash flow per share (Rs.)	12.0	10.9	17.3	17.8	19.7
Free cash flow per share (Rs.)		13.2	12.0	2.1	
Dividend payout ratio	57.3%	67.1%	66.7%	26.6%	36.1%

Note: Ratios calculated on pre-issue data; Source: Choice Equity Broking



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