



Aditya Birla Sun Life AMC Ltd IPO

Issue Date :Sep 29 – Oct 01	Sector: Asset Management Company
Price Range: Rs 695- Rs 712	Location: Mumbai
Market Lot: 20	Issue Size: Rs 2768 Crore
Face Value: 2	

Incorporated in 1994, Aditya Birla Sun Life AMC is set up as a joint venture between ABCL and Sun Life AMC. The company managed a total AUM of ₹2,736.43 Bn under mutual fund (excluding domestic FoFs), portfolio management services, offshore and real estate offerings, as of December 31, 2020. The company managed 135 schemes comprising 35 equity, 93 debt, 2 liquid schemes, 5 ETFs, and 6 domestics FoFs as of December 31, 2020. The company's Monthly average assets under management (MAAUM) from institutional investors was ₹1,412.43 Bn as of December 31, 2020, which was the fourth-largest among its peers, according to CRISIL.

The company has automated and digitized several aspects of its operations including in relation to customer onboarding, online payments and other transactions, fund management, dealing, accounting, customer service, data analytics, and other functions.

Competitive strengths

- Largest Non-bank Affiliated Asset Management Company of India.
- Well recognized and trusted brand with experienced promoters.
- Rapidly growing customer base.
- Well-Diversified product portfolio and innovative schemes

Objects of the Issue:

The net proceed from the IPO will be utilized towards the following purposes;

- Achieve the benefits of listing the Equity Shares on the Stock Exchanges; and
- Carry out the Offer for Sale of up to 38,880,000 Equity Shares by the Selling Shareholders.

Company Promoters:

Aditya Birla Capital Limited (ABCL) and Sun Life (India) AMC Investments Inc. are the company promoters

Company Financials:

Summary of financial Information (Restated Consolidated)

Particulars	For the year/period ended (₹ in millions)		
	31-Mar-21	31-Mar-20	31-Mar-19
Total Assets	19845.51	15719.59	14984.6
Total Revenue	12058.41	12347.68	14072.5
Profit After Tax	5262.8	4944.02	4467.99

Our Rating: 20 (Good)

Rating Procedure

	Criteria for giving points	Points	Out Off
Business Risk	Lesser risk higher points	3	5
Financial Risk	Lesser risk higher points	3	5
Market Risk	Lesser risk higher points	3	5
Objective of IPO	Growth & expansion gets more points	3	5
Price	Fair price will get more points	8	10
Total		20	30

A	21 & Above 21	Best to apply	D	11 to 14	Poor
B	18 to 20	Good	E	10 & Below 10	Very Poor
C	15 to 17	Average			

Note: The IPO will be complete offer for sale of Rs 2768 crore by existing shareholders. Company will not directly receive any proceeds from the Offer, and all the Offer Proceeds will be received by the Selling Shareholders. The issue is reasonably priced. So long term investors can subscribe the issue of Aditya Birla Sun Life AMC IPO.

You can apply through Capstocks website EIPO link: <https://kyc.capstocks.com/ipo>

You can also apply by ASBA internet banking of your bank account.

Contact: Anil Kumar 0471-4093333, 9847060019, email: helpdesk@capstocks.com

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