

Issue Highlights:

Issuer: HDFC Asset management Company Limited

Issue Type: 100% Book Built Issue IPO

Issue Open: Wednesday, July 25, 2018

Issue Close: Friday, July 27, 2018

Issue Size: Offer for Sale of 25,457,555 Equity Shares

Rs.2,788~ Cr – 2,800^ Cr

Face Value: Rs.5 per Equity Share

Price Band: Rs.1095- Rs 1100 per Equity Share

Minimum Order Quantity Retail: 13 Equity Shares and in multiples thereof

Maximum Bid amount for Retail: Rs. 2 Lakhs

Listing: NSE & BSE

Issue Size and Investor Category Allocation

QIB: 50% of the Net offer (11,088,776 Shares)
(Rs.1,214~Cr - Rs.1,220^ Cr)

NIB: 15% of the Net offer (3,326,634 Shares)
(Rs.364~Cr - Rs.366^ Cr)

Retail Individual: 35% of the Net offer (7,762,145 Shares)
(Rs.850~Cr - Rs.854^ Cr)

Reservation for

- HDFC AMC Employees -320,000 Equity Shares
(Rs.35^ Cr)
- HDFC Ltd Employees - 560,000 Equity Shares (Rs.62^ Cr)
- HDFC Ltd Shareholders -2,400,000 Equity Shares
(Rs.264^ Cr)

- Lower Price Band and ^Upper Price Band

Book Running Lead Managers:

Kotak Mahindra Capital Company Limited, Citi Global, CLSA India, HDFC Bank, ICICI Sec, IIFL Holding, JM financials,JP morgan, Axis Cap Ltd ,DSP Merrill Lynch Ltd ,Morgan Stanley India Nomura Fin Adv & Sec (Ind) Pvt Ltd

Registrar:

Karvy Computershare Private Limited

Key Business Strategies:

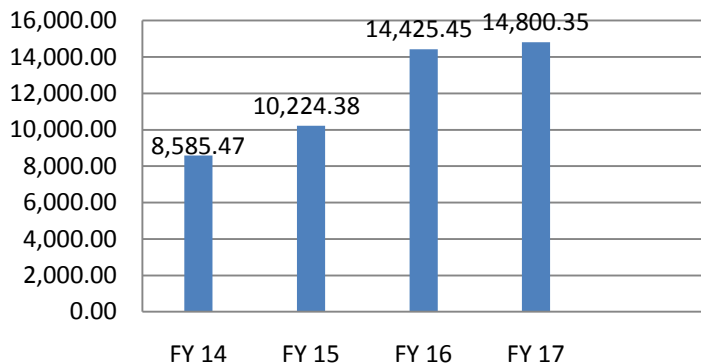
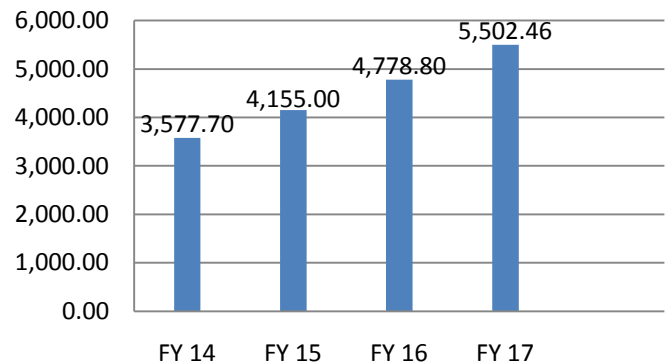
- Maintain strong investment performance
- Expand the reach and distribution channels
- Enhance product portfolio
- Invest in digital platforms to effectively leverage the growing digital space

Key Strengths:

- Consistent market leadership position in the Indian Mutual Fund Industry
- Trusted brand and strong parentage
- Strong investment performance supported by comprehensive investment philosophy and risk management
- Superior and diversified product mix distributed through a multi-channel distribution network
- Focus on individual customers and customer-centric approach
- Consistent profitable growth experienced and stable management and investment teams

About the Issuer:

- HDFC Asset Management Company Limited (HDFC AMC) is the largest Asset Management Company in India in terms of equity-oriented Asset under Management (AUM) since the last quarter of Fiscal 2011 and has consistently been among the top 2 Asset Management Companies in India in terms of total average AUM since the month of August 2008.
- As of March 31, 2018, the equity-oriented AUM and non-equity-oriented AUM constituted Rs. 149,713cr (51%) and Rs. 142,273cr (49%), respectively, of their Total AUM.
- The actively managed equity-oriented AUM (which excludes index-linked and arbitrage schemes) constituted Rs. 144,925cr of the Total AUM as of 31 March 2018. Company's AUM has grown at a compounded annual growth rate (CAGR) of 25.5% between 31 March 2013 and 31 March 2018. Their proportion of equity-oriented AUM to total AUM was at 51.3%, which was higher than the industry average of 43.2%, as of March 31, 2018, according to CRISIL.
- HDFC AMC offers a large suite of savings and investment products across asset classes, which provide income and wealth creation opportunities to their customers. As of 31 March 2018, they offered 133 schemes that were classified into 27 equity-oriented schemes, 98 debt

Revenue from Operations (Rs. Millions)

Net Profit After Tax (Rs. Millions)

**HDFC ASSET MANAGEMENT COMPANY LIMITED
ANNEXURE I-RESTATED STANDALONE SUMMARY STATEMENT OF ASSETS AND LIABILITIES**

(₹ in Millions except share data and unless otherwise stated)

Particulars	Annexure	As at	As at	As at	As at	As at	As at
		December 31, 2017	March 31, 2017	March 31, 2016	March 31, 2015	March 31, 2014	March 31, 2013
EQUITY AND LIABILITIES							
SHAREHOLDERS' FUNDS							
Share Capital	V	263.19	251.67	251.64	252.41	252.41	252.41
Reserves and Surplus	VI	23,156.56	13,977.74	11,260.58	10,946.49	8,760.17	6,767.57
NON-CURRENT LIABILITIES							
Long-Term Provisions	VII	9.93	8.04	150.00	150.00	150.00	150.00
CURRENT LIABILITIES							
Trade Payables-Outstanding dues of Small Enterprises and Micro Enterprises	VIII	-	-	-	-	-	-
Trade Payables-Outstanding dues of creditors other than Small Enterprises and Micro Enterprises	VIII	1,392.17	960.62	1,719.79	950.93	1,477.22	597.43
Other Current Liabilities	IX	1,008.54	796.87	845.16	817.67	573.56	526.98
Short-Term Provisions	X	1.19	0.96	-	-	-	-
		2,401.90	1,758.45	2,564.95	1,768.60	2,050.78	1,124.41
TOTAL		25,831.58	15,995.90	14,227.17	13,117.50	11,213.36	8,294.39
ASSETS							
NON-CURRENT ASSETS							
Fixed Assets							
-Property, Plant and Equipment	XI	236.76	226.34	227.69	243.80	262.58	170.08
-Intangible Assets	XI	81.15	85.46	83.92	94.15	15.38	17.15
-Intangible Assets Under Development		52.31	24.19	10.97	0.98	2.04	1.42
		370.22	335.99	322.58	338.93	280.00	188.65
Non-Current Investments	XII	1,705.70	1,687.97	1,598.58	1,616.80	1,303.88	667.45
Deferred Tax Assets (net)	XIII	96.48	93.53	138.90	132.80	128.11	128.03
Long-Term Loans and Advances	XIV	905.61	690.16	973.81	1,751.97	1,198.01	420.44
		3,078.01	2,807.65	3,033.87	3,840.50	2,910.00	1,404.57
CURRENT ASSETS							
Current Investments	XV	19,515.31	10,678.58	8,259.27	4,888.39	6,061.83	5,978.23
Trade Receivables	XVI	1,062.46	850.91	385.70	165.75	154.80	192.24
Cash and Bank Balances	XVII	20.51	12.74	9.80	25.67	10.36	8.64
Short-Term Loans and Advances	XVIII	2,145.42	1,627.51	1,721.35	2,487.48	1,063.32	701.79
Other Current Assets	XIX	9.87	18.51	817.18	1,709.71	1,013.05	8.92
		22,753.57	13,188.25	11,193.30	9,277.00	8,303.36	6,889.82
TOTAL		25,831.58	15,995.90	14,227.17	13,117.50	11,213.36	8,294.39

HDFC ASSET MANAGEMENT COMPANY LIMITED
ANNEXURE II-RESTATED STANDALONE SUMMARY STATEMENT OF PROFIT AND LOSS

Particulars	Annexure	(₹ in Millions except share data and unless otherwise stated)					
		For the Period ended December 31, 2017	For the Year ended March 31, 2017	For the Year ended March 31, 2016	For the Year ended March 31, 2015	For the Year ended March 31, 2014	For the Year ended March 31, 2013
REVENUE							
Revenue from Operations	XX	12,909.74	14,800.35	14,425.45	10,224.38	8,585.47	7,157.22
Other Income	XXI	257.47	1,078.75	517.97	418.38	445.67	682.54
TOTAL REVENUE		13,167.21	15,879.10	14,943.42	10,642.76	9,031.14	7,839.76
EXPENSES							
Employee Benefits Expense	XXII	1,357.40	1,575.51	1,431.87	1,275.07	1,115.52	1,005.39
Depreciation and Amortization Expense	XI	85.54	119.64	110.60	101.39	84.45	164.26
Other Expenses	XXIII	4,416.42	6,185.94	6,318.45	3,040.34	2,606.66	2,201.92
TOTAL EXPENSES		5,859.36	7,881.09	7,860.92	4,416.80	3,806.63	3,371.57
PROFIT BEFORE TAX		7,307.85	7,998.01	7,082.50	6,225.96	5,224.51	4,468.19
Tax Expense:							
Current Tax		2,355.24	2,450.18	2,309.80	2,075.66	1,646.88	1,284.45
Deferred Tax		(2.94)	45.37	(6.10)	(4.70)	(0.07)	(3.72)
PROFIT AFTER TAX		4,955.55	5,502.46	4,778.80	4,155.00	3,577.70	3,187.46
Earnings Per Equity Share (Face Value ₹ 5) (see note 5 of annexure XXIV)							
- Basic		24.23	27.33	23.64	20.58	17.71	15.80
- Diluted		24.19	27.05	23.56	20.31	17.60	15.75

Source for Note: DRHP

IMPORTANT: Please read the Red Herring Prospectus of this issue carefully before investing in the same.

Disclaimer

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