

# Q2 FY21 Earnings Presentation

October, 2020

 Angel Broking®

 iTrade **PRIME**



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## One Of The Largest Digital Retail Broking House

### Active Clients

**4<sup>th</sup> Largest**

in NSE Active Clients

**39%**

Of overall clients are active as on Sep'20

**3<sup>rd</sup> Largest**

In incremental NSE Active Clients in H1 FY21

### Strong Growth In ADTO

**₹ 1,281 bn**

average daily turnover in Q2 FY21

**₹1.1 trn**

F&O

**₹ 69 bn**

Cash

**₹ 67 bn**

Commodity

### Robust Acquisition

**549,802**

Gross acquisitions in Q2 FY21

**183,267**

Q2 FY21 avg. monthly addition

**15.8%**

Mkt. share in new demat a/c's\*

### Pan India Coverage

**No. 1**

Stock broking house in Authorised Persons registered with NSE

**96.8% | 18,635**

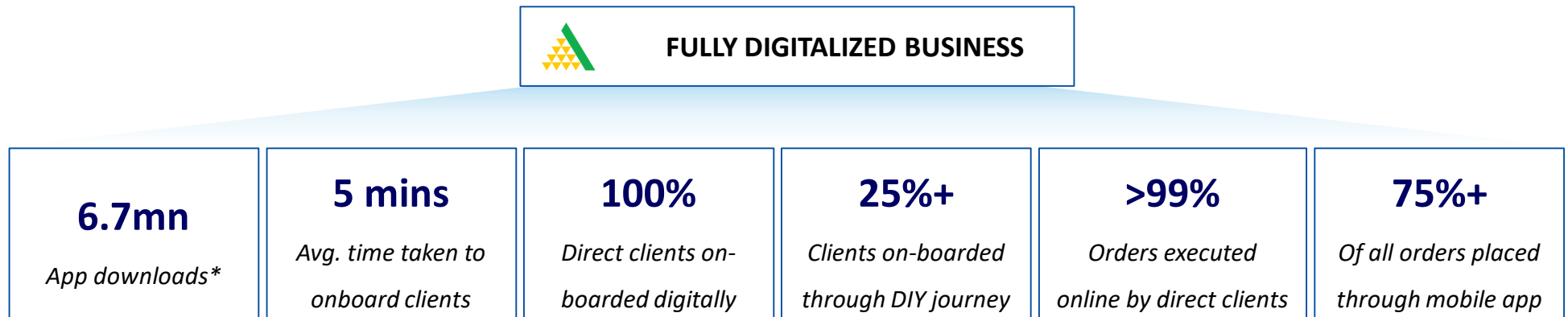
Pin-codes across India with Angel Broking clients

- ▶ No branch network to acquire or service direct clients
- ▶ 100% of direct clients on-boarded digitally
- ▶ Personalised omni-channel digital on-boarding experience
- ▶ Direct clients execute >99% orders online
- ▶ Seamless experience across digital platforms

**Digital Model:  
Scalable  
&  
Sustainable**

- ▶ Achieved significant gain in retail F&O market share
- ▶ Expanded retail cash market share
- ▶ Dominant position in retail commodity segment
- ▶ Robust market share in equity retail turnover
- ▶ Increased market share in incremental demat accounts

## Digitally Powered Business



### Pioneered Robo-Advisory Through Our Flagship Product – ARQ

ARQ provides equity investment advisory services, based on alpha-generating algorithms that take into account multiple fundamental and quantitative factors. ARQ helps clients build portfolio of stocks, that can provide superior risk-adjusted returns compared to the benchmark indices.

#### Key features of ARQ Prime

- Angel Broking's proprietary digital advisory product
- ARQ is time-tested, has outperformed BSE 100 index by a healthy margin since inception in May 2016
- ARQ is delivered through our Angel Broking Mobile App in a simple and uncomplicated user experience
- ARQ transparently displays return generated

#### How ARQ Prime Works

- One of the longest running, proven Smart Beta strategies in India
- Rules back-tested intensively to select optimum model
- ARQ is a multi-factor model that picks stocks across value, growth, quality, momentum, etc. and also varies cash % in portfolio based on market outlook.
- Robust risk management rules are incorporated in ARQ

### One of the best digital broking business in India

\* App downloads for Angel Broking Mobile App and Angel BEE upto Sep 30, '20

# End-To-End And Advanced Digital Experience At Flat Price

## Seamless Experience Across Digital Platforms

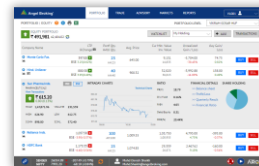
### Angel Broking Mobile App



### "ARQ" Advisory



### Angel Broking Web



### Angel Bee App



### NXT Platform



- Voice based search
- Multi-lingual options
- Machine learning based advisory, ARQ

**DEMAT ACCOUNT OPENING**  
Open Demat Account With Premium Services.  
Simplified Pricing

**Angel Trade PRIME**

<b>₹0</b> For Equity Delivery, No hidden charges	<b>₹20</b> For Intraday, F&O, Currencies & Commodities
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- Straight through process for client on-boarding
- ~110 technical chart indicators and overlays
- Third party tie ups

## Artificial Intelligence And Machine Learning Driven Client Engagement And Service Activities



Customer segmentation



Multiple delivery channels

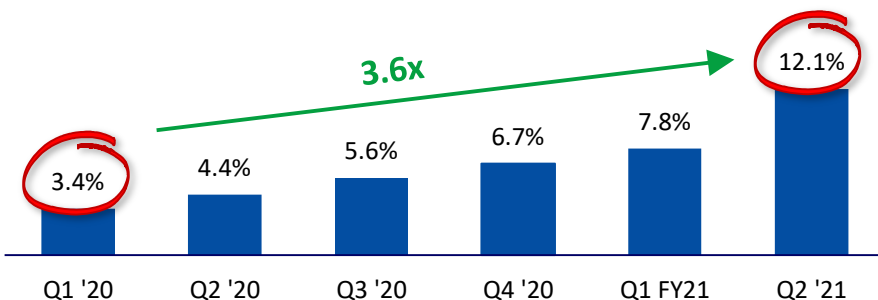


Personalized offers

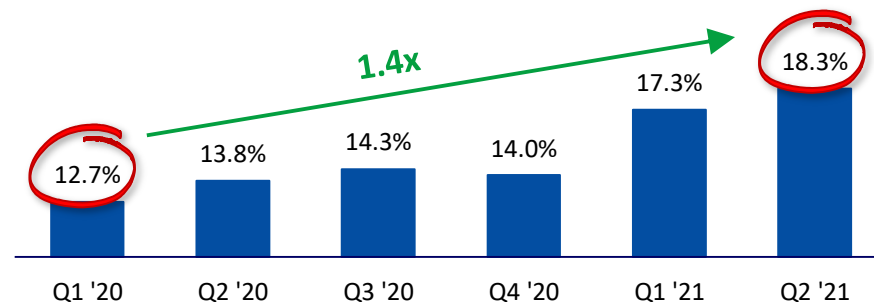
Enhanced client engagement and experience through digitization of our processes and augmentation of our technological platforms

## Exponential Growth In Turnover Market Share Across Segments...

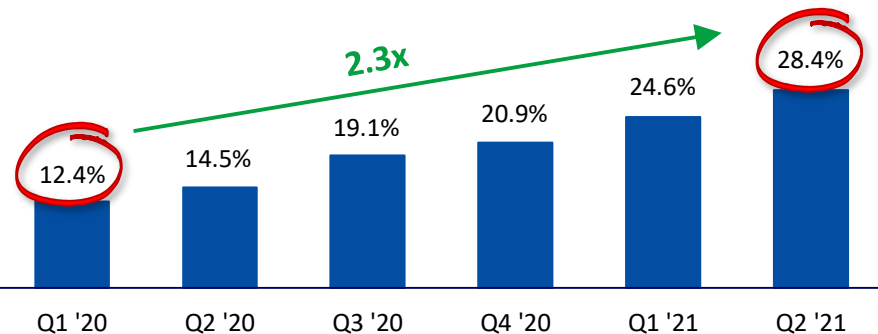
Significant Gain In Retail F&O Turnover Market Share



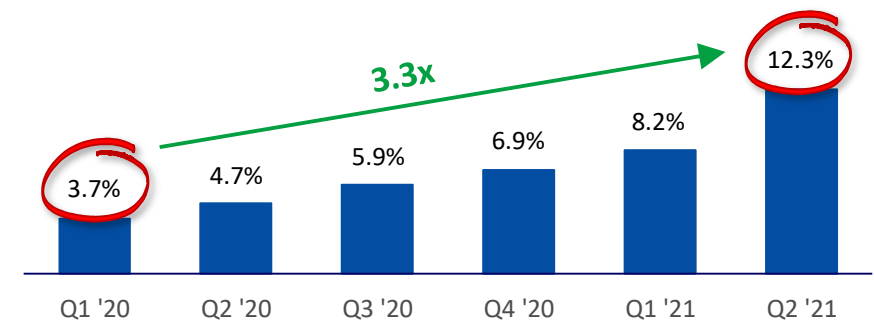
Expanding Retail Cash Turnover Market Share



Dominance In Retail Commodity Turnover Segment



Robust Equity Retail Turnover Market Share

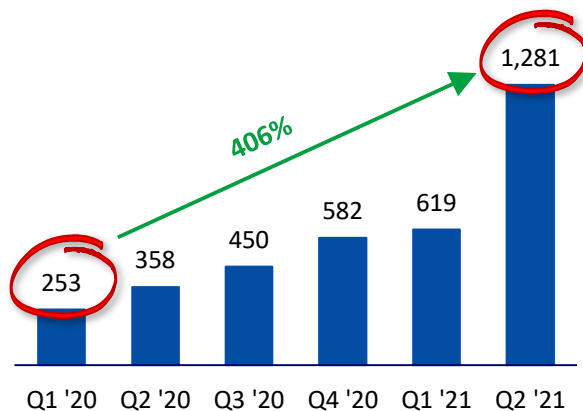


'Digital Business Model' facilitating market share gain in a competitive and growing market

## ...Driven By Multifold Increase in ADTO Across Segments

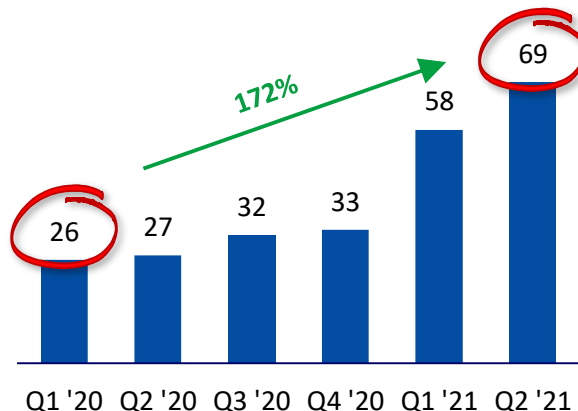
(₹ Bn)

### Strong Growth In Overall ADTO



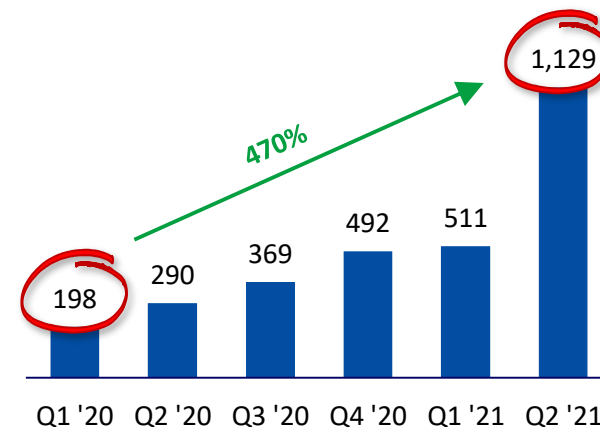
7x faster growth  
than industry

### Significant Growth In Cash ADTO



2x faster growth  
than industry

### Robust F&O ADTO Growth

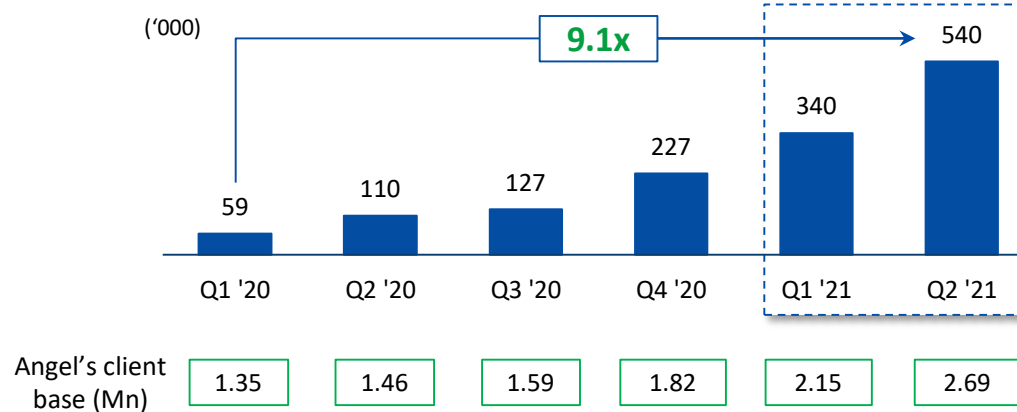


8x faster growth  
than industry

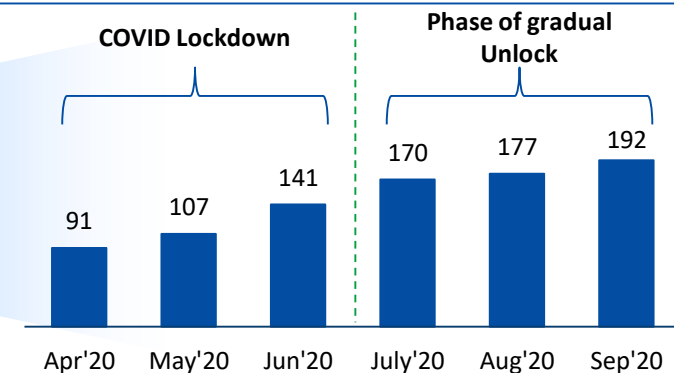
Outperforming the Industry

## Sustainable Growth Outperforming The Industry...

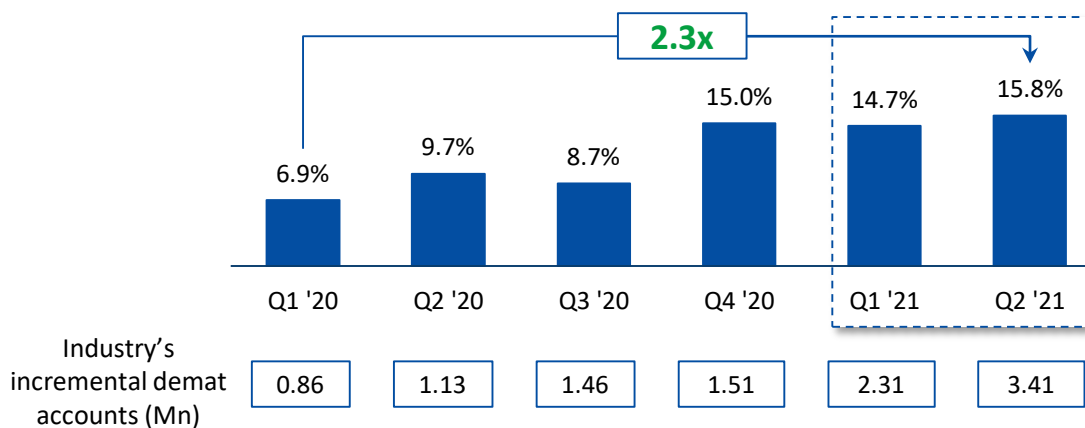
### Robust Sequential Growth In Net Client Addition



### Digitization continues to deliver sustainable long term growth



### Improving Market Share In Incremental Demat Accounts

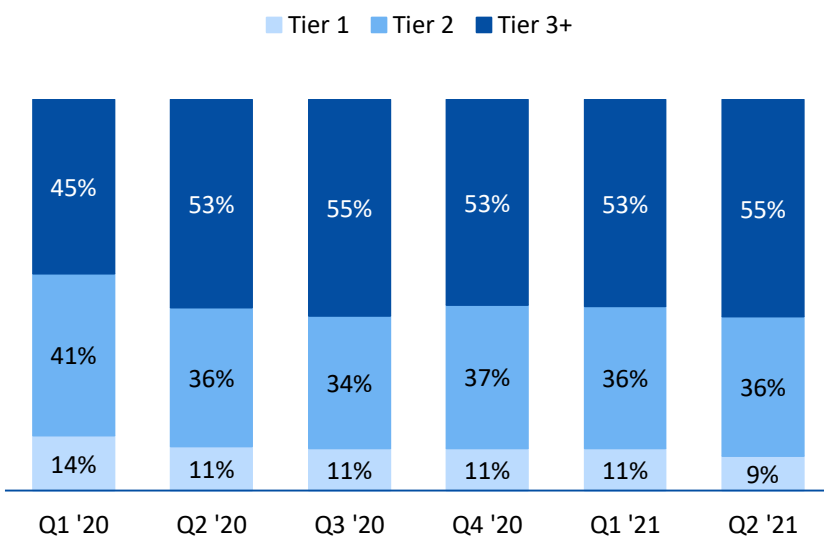


**1 out of every 7 incremental demat accounts is opened with Angel Broking**

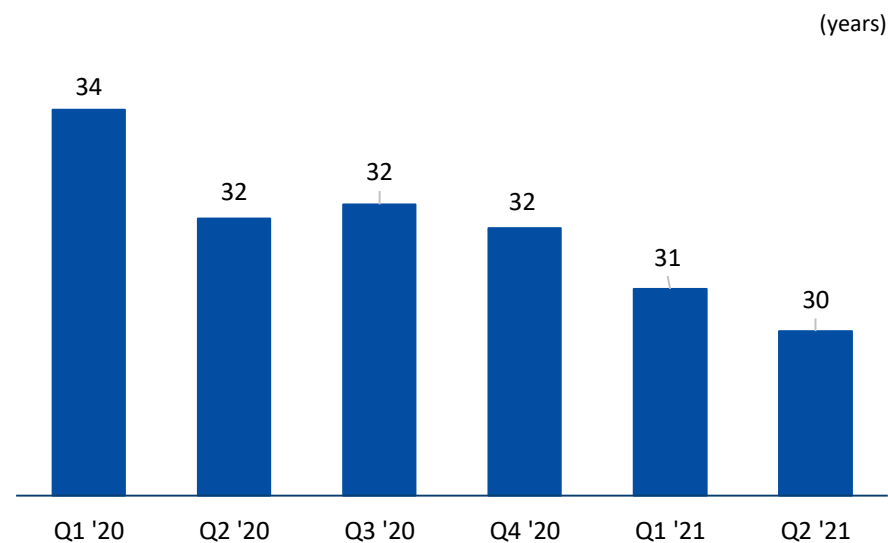


## ...With Further Potential From Untapped Markets

### Rising Share Of Acquisitions From Tier 3 & Beyond Cities



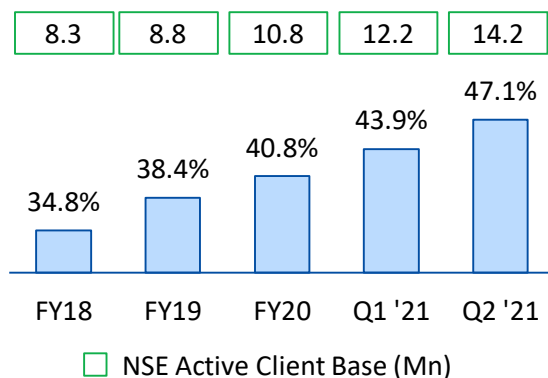
### Acquiring Younger Clients



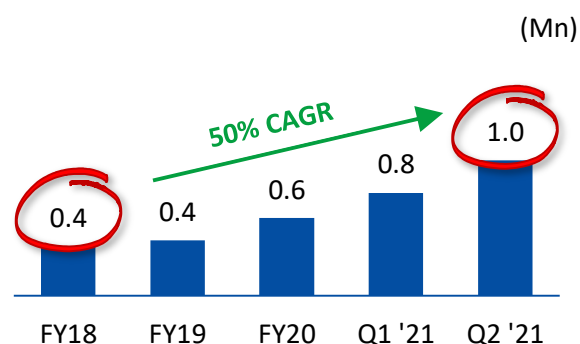
**A credible digital brand facilitates deeper penetration**

## Top Quartile Activity Of Clients

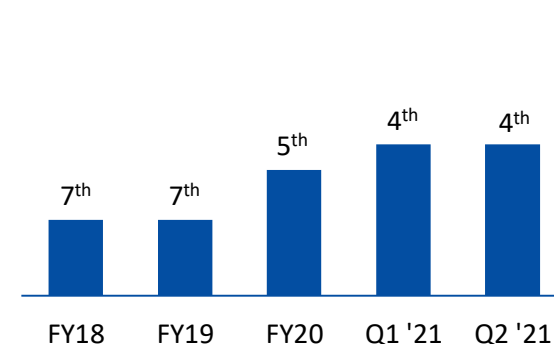
Share of Top 5 Players In NSE Active Clients



Angel's NSE Active Clients

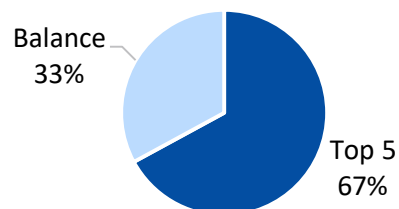


Angel's Rank In NSE Active Client Base

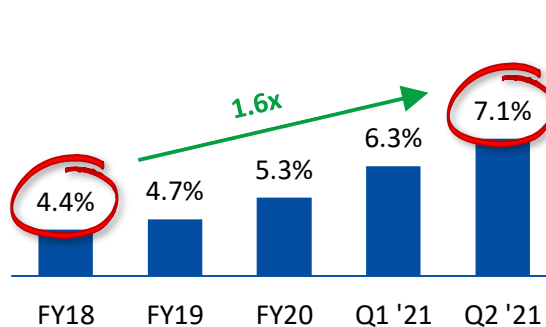


Share Of Top 5 Players In Incremental NSE Active Clients

(in H1 FY21)

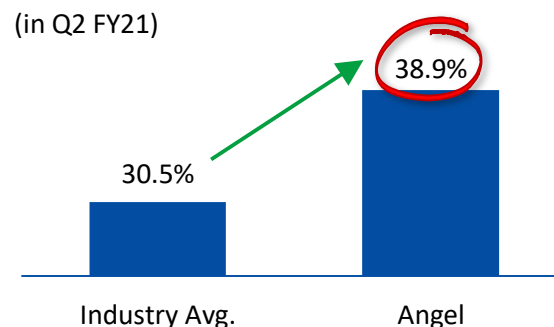


Expanding Market Share In NSE Active Client Base



Outperforming Industry In Client Activity

(in Q2 FY21)



**Consistently expanding market share in NSE active clients**

## Q2 FY21: Key Highlights

**59%**

*QoQ Growth in Gross Client  
Acquisition*

**107%**

*QoQ Growth in Avg. Daily  
Turnover*

**12.3%**

*412 bps QoQ gain in Overall  
Equity ADTO Market Share*

**₹ 8,259 mn**

*Average client funding book for  
Q2 FY21*

**₹ 3,179 mn**

*29% QoQ Growth in Gross Revenues*

**₹ 1,043 mn**

*50% QoQ Growth in EBDAT translating into  
49.3% margin*

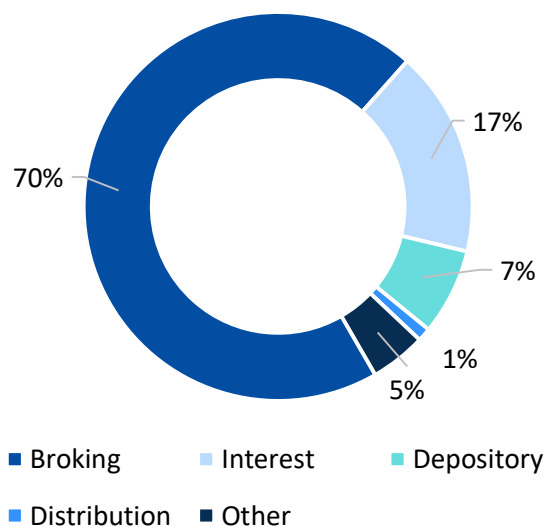
**₹ 746 mn**

*55% QoQ Growth in Profit after Tax*

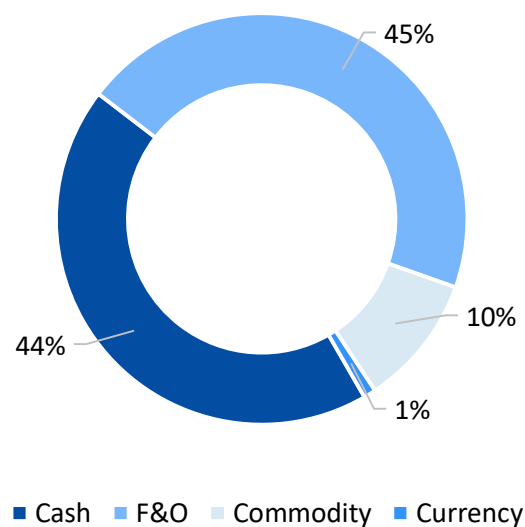
**2<sup>nd</sup> interim dividend declared at ₹ 4.15 / share**

## Revenue Mix

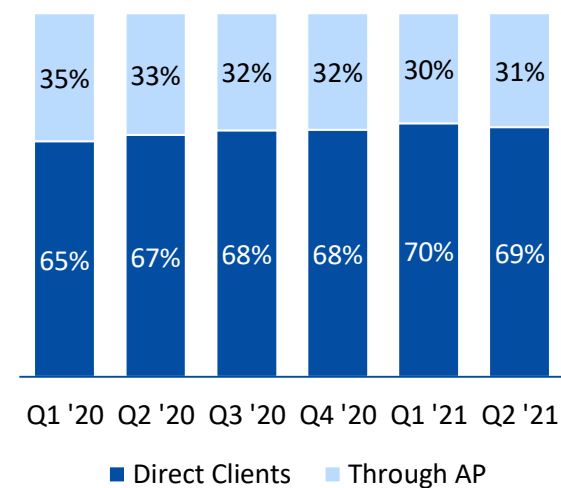
Q2 FY21 Gross Revenue Mix



Q2 FY21 Gross Broking Income Split



Client wise Net Broking Income Split

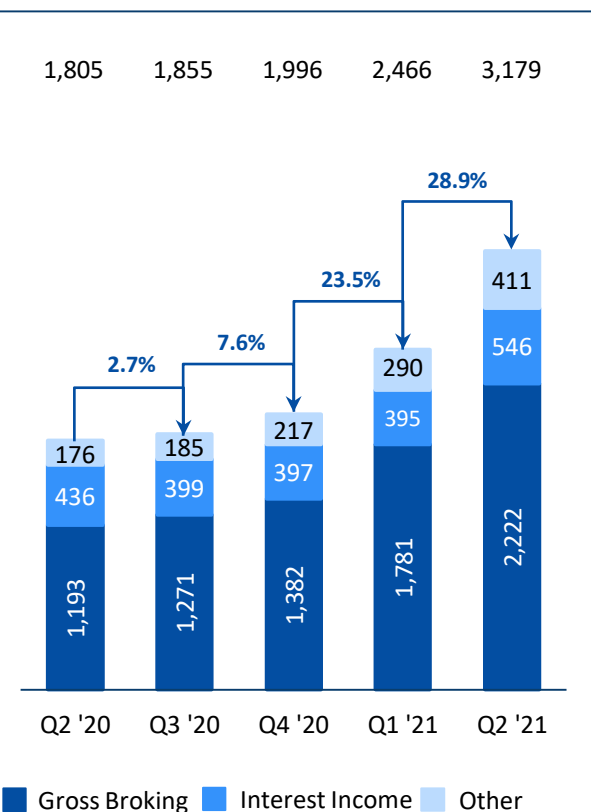


Well diversified revenue mix

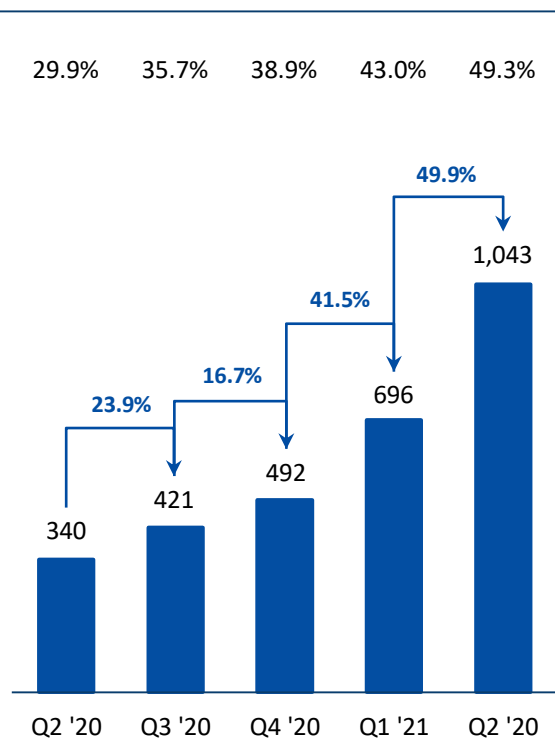
## Quarterly Financial Snapshot: Business momentum continues

(₹ Mn)

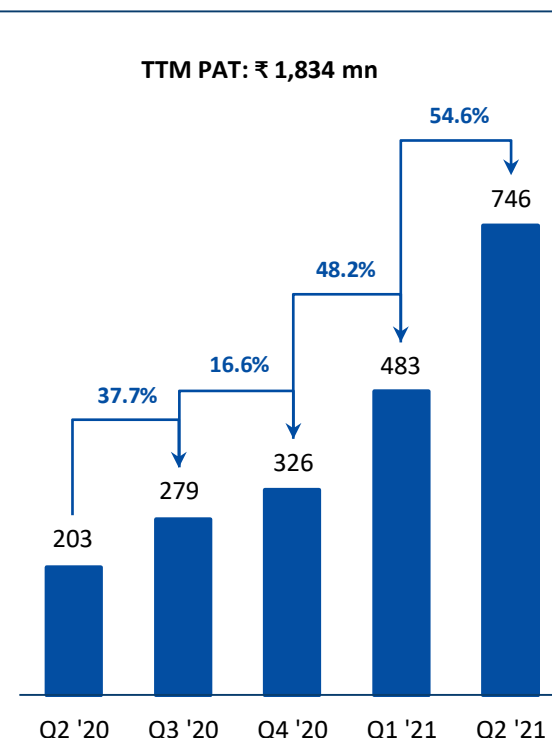
### Total Income



### EBDAT



### Profit After Tax



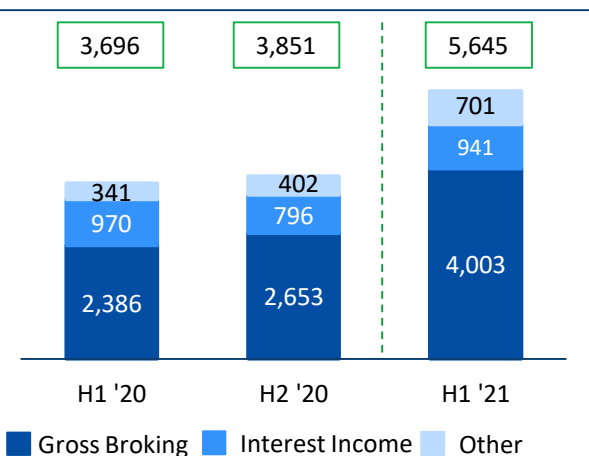
**Trailing 12 months PAT of ₹ 1,834 mn translating to EPS of ₹ 22.4 / share on expanded equity base**

1) Restated financials; 2) Interest Income includes interest on margin trading fund, income from lending activities, interest on FD under lien with stock exchanges, interest on delayed payment by customers and Interest on deposits with banks; 3) Other includes balance portion of our revenues; 4) Net Income = Total Income – Fin Cost – Fees & Commission Exp.; 5) EBDAT = Net Income - Emp. Cost - Other Opex.; 6) Margin = EBDAT / Net Income; 5) Profit from continuing operations is on reported basis

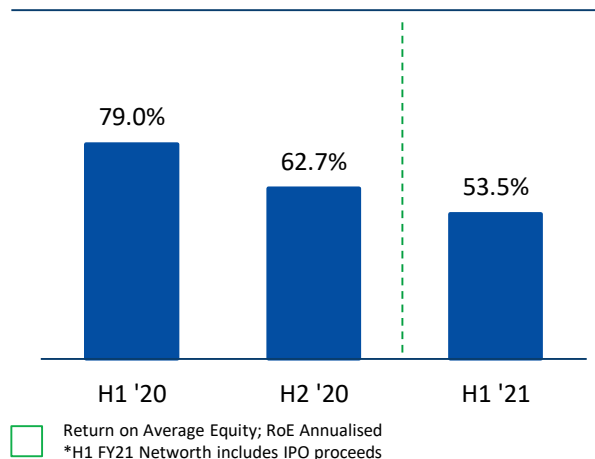
# Financial Snapshot

(₹ Mn)

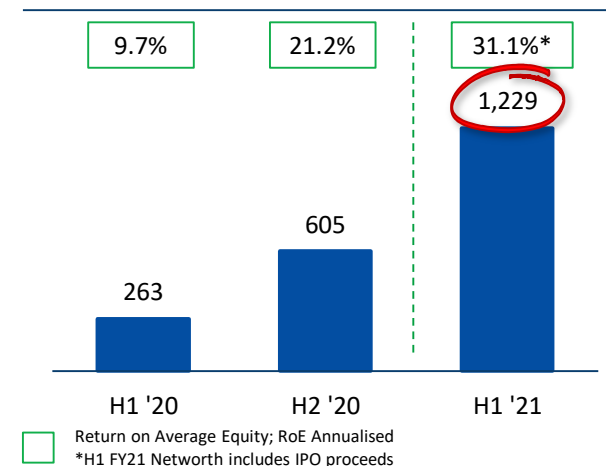
## Total Income



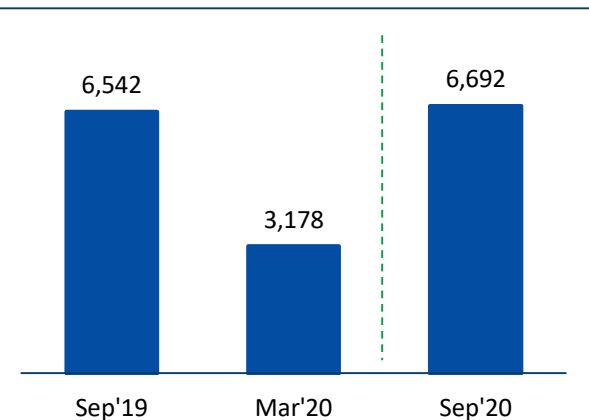
## Cost To Net Income



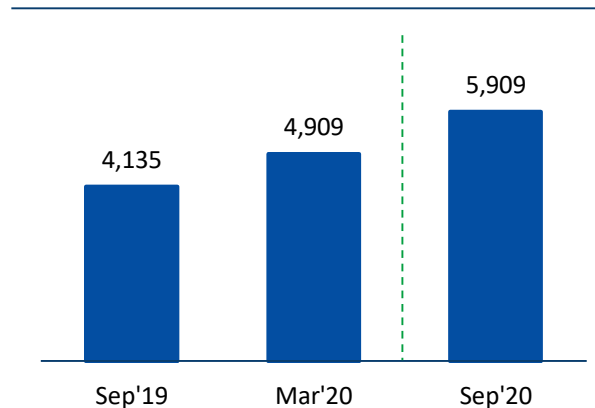
## Profit After Tax



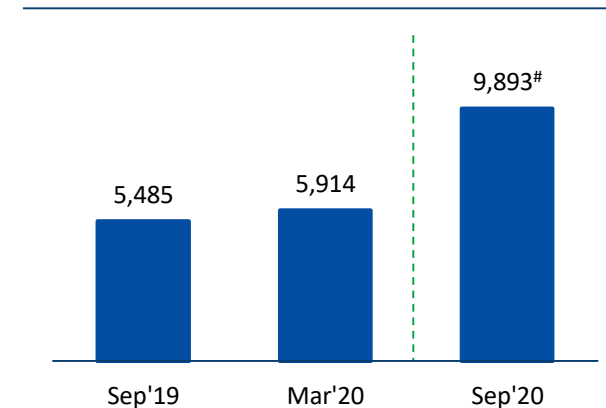
## Client Funding Book



## Borrowings



## Network



1) Restated financials; 2) Interest Income includes interest on margin trading fund, income from lending activities, interest on FD under lien with stock exchanges, interest on delayed payment by customers and Interest on deposits with banks;  
3) Other includes balance portion of our revenues, 4) Cost to Net Income = (Employee + other opex)/Net Income 5) Client funding book includes trade receivables, loans for margin trading facility and loans against securities, 6) Network includes equity share capital and other equity  
# Includes IPO proceeds

## Summary Of Consolidated Profit & Loss Statement

(₹ Mn)				
Particulars	Q2 FY21	Q1 FY21	Q4 FY20	FY20
(a) Interest Income	493	349	349	1,577
(b) Fees and commission income	2,604	2,032	1,559	5,644
(c) Net gain on fair value changes	1	3	19	25
<b>Total Revenue from operations (I)</b>	<b>3,099</b>	<b>2,384</b>	<b>1,928</b>	<b>7,246</b>
(d) Other Income (II)	81	82	69	301
<b>Total Income (I+II=III)</b>	<b>3,179</b>	<b>2,466</b>	<b>1,996</b>	<b>7,547</b>
<b>Expenses</b>				
(a) Finance costs	143	82	104	489
(b) Fees and commission expense	919	765	627	2,304
(c) Impairment on financial instruments	74	190	95	377
(d) Employee benefits expenses	397	373	359	1,598
(e) Depreciation, amortization and impairment	46	50	49	209
(f) Others expenses	603	360	319	1,382
<b>Total Expenses (IV)</b>	<b>2,183</b>	<b>1,820</b>	<b>1,554</b>	<b>6,359</b>
<b>Profit before tax from continuing operations (III-IV=V)</b>	<b>996</b>	<b>646</b>	<b>442</b>	<b>1,188</b>
Total Income tax expense (VI)	251	164	117	320
<b>Profit for the period / year from continuing operations (V-VI=VII)</b>	<b>746</b>	<b>483</b>	<b>326</b>	<b>868</b>
Loss before tax from discontinued operations (before tax) (VIII)	-1	-8	-12	-39
Tax expense on discontinued operations (IX)	0	1	4	5
Loss after tax from discontinued operations (VIII-IX=X)	-1	-10	-17	-44
<b>Profit for the period / year (VII+X=XI)</b>	<b>745</b>	<b>473</b>	<b>309</b>	<b>823</b>

1) Restated financials

Q1 FY21 Profit from continuing operations includes crude oil trades related pre tax provisioning of Rs 128 mn

## Summary Of Consolidated Balance Sheet

(₹ Mn)

Particulars	Sep'20	Jun'20	Mar'20
<b>Financial Assets</b>			
(a) Cash, cash equivalents and Bank Balance	25,996	19,611	14,136
(b) Trade Receivables	459	563	390
(c) Loans	6,272	8,144	2,806
(d) Investments	25	24	353
(e) Other financial assets	968	139	2,706
<b>Non-financial Assets</b>			
(a) Fixed Assets	1,203	1,219	1,262
(b) Other non-financial assets	1,276	257	250
<b>Total Assets</b>	<b>36,200</b>	<b>29,957</b>	<b>21,902</b>
<b>LIABILITIES</b>			
<b>Financial Liabilities</b>			
(a) Trade Payables	15,421	15,037	9,395
(b) Borrowings	5,909	6,580	4,909
(c) Other financial liabilities	4,426	1,342	1,305
<b>Non-Financial Liabilities</b>			
(a) Provisions	84	79	67
(b) Other non-financial liabilities	469	528	312
<b>Networth</b>	<b>9,893</b>	<b>6,391</b>	<b>5,914</b>
<b>Total Liabilities and Equity</b>	<b>36,200</b>	<b>29,957</b>	<b>21,902</b>

Includes IPO proceeds

Includes IPO proceeds payable to selling shareholders



## Summary Of Consolidated Cash Flow Statement

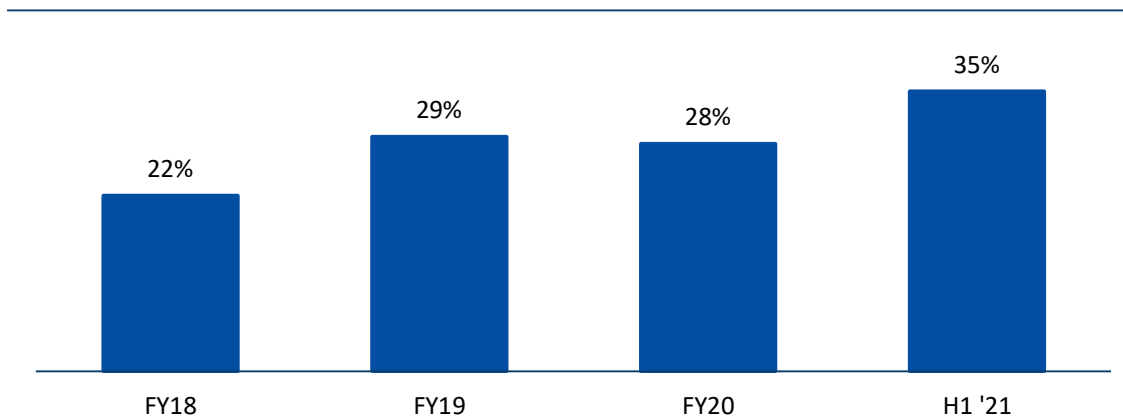
(₹ Mn)

Particulars	Sep'20	Mar'20
A. Cash Flow from Operating Activities	1,699	6,433
B. Cash Flow from Investment Activities	238	(281)
C. Cash Flow from Financing Activities	3,762	(4,489)
<b>Net Increase / (Decrease) in Cash &amp; Cash Equivalents</b>	<b>5,698</b>	<b>1,663</b>

Includes IPO  
proceeds

## Strong Operating Leverage And Consistent Dividend Payout

Dividend Payout Ratio



Particulars (₹ / Share)	FY18	FY19	FY20	H1 '21
Consolidated Book Value Per Share	65.8	73.8	82.1	120.9
Consolidated Earnings Per Share	14.9	11.1	11.4	14.9
Dividend Per Share	3.3	3.3	3.3	5.2

1) Dividend is inclusive of tax; H1 '21 Dividend includes 2<sup>nd</sup> interim dividend

2) H1 '21 per share values based on period ending equity base

## Way Forward

### Strengthen our leadership position to become the largest retail broking business in India



- Aim to become the largest retail broking firm in India, both by broking revenue and active clients
- Continue to focus on acquiring and retaining clients, product innovation and leveraging our web and digital broking platforms
- Provide open source platform, integrate 3rd party applications and offer multilingual services

### Augment our investment in our mobile platform, artificial intelligence, machine learning capabilities & newer technologies



- Enhance client engagement through focused advancements in mobile technology for innovative products, improved user interface and time optimization
- Augment artificial intelligence and machine learning based analytics to provide personalized digital experience to our clients

### Establish a leadership position in the investment advisory space to support our business



ANGEL BEE

- Continue to maintain high growth and profitability by increasing scope and intensity of our existing investment advisory business
- Continue to engage with third party providers to widen the products bouquet

### Capitalisation of the growing investable wealth in India



- Acquire a large market share of investments in financial products
- Growth in the Indian economy, urbanization and consumerism will drive growth in financial market



## Angel Broking At A Glance

## Strong Brand Equity Built Over Decades With Proven Track Record

### Well Recognized In The Retail Broking Industry

**Lasting  
Legacy**

*22+ years of strong brand equity  
amongst clients*

**Focused  
Management**

*Driving force in achieving all-  
encompassing growth*

**Progressive  
Culture**

*Consistently certified as "Great Place to  
Work"\**

### Digitally Focused

**2011**

**Launched a  
mobile  
application**

**2015**

**Launched  
Electronic /  
Digital KYC**

**2016**

**Launched a  
Hyper  
Intelligent  
Investment  
Engine, ARQ**

**2018**

**Developed  
Angel BEE  
App**

**2019**

**Launched  
Angel  
iTrade  
Prime Plan**

**2020**

**Crossed 2.5  
million  
unique  
demat  
accounts**

## Competitive Product and Service Offering to Meet Holistic Financial Needs of Clients

### Simplified and competitive pricing

#### DEMAT ACCOUNT OPENING

Open Demat Account With Premium Services.  
Simplified Pricing

Angel **iTrade** PRIME

**₹0**

For Equity Delivery.  
No hidden charges

**₹20** /Order

For Intraday, F&O,  
Currencies & Commodities.



#### Free Research & Advisory

Fundamental | Technical | ARQ  
Advisory at no additional charge



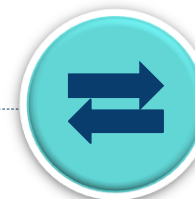
#### Margin Funding

Seamless, Pre-approved limits



#### Securities as collateral

F&O trading possible with delivery  
shares as collateral



#### NIL fund transfer charges

No additional charges for auto  
square-off

Present at every step of our customers' investment journey providing end-to-end offerings



## Awards & Accolades

Technology	Capital Markets	Marketing
 <p><b>'Trendsetter' Award at NetApp - Innovations Award, 2019</b></p>	 <p><b>Best Performing Retail Member – NSE (2017, 2018 &amp; 2019)</b></p>	 <p><b>Digital Marketing Excellence in Social Media for "Shagun ke Shares" Campaign by DIGXX 2020</b></p>
 <p><b>Digital First Organization of the Year 2019 in India, organized by Tefla's</b></p>	 <p><b>Top volume performer, Equity Retail Segment by BSE (2005-15, 2017, 2018)</b></p>	 <p><b>Recognised amongst Top 100 Franchise in India, 2019 by Franchise India</b></p>
 <p><b>Digital Investing Platform of the Year 2017 at BSE Commodity Equity Outlook (CEO) Awards, organized by Tefla's</b></p>	 <p><b>Fulcrums of Commodity Derivatives Market by MCX, 2018</b></p>	 <p><b>Best Marketing Campaign of the Year 2019 in India, organized by Tefla's</b></p>
 <p><b>Fintech Trading Platform of the Year at MoneyTech Awards 2017 presented by BusinessEx.com</b></p>	 <p><b>Awarded the Best Commodity Broker of the Year 2016-17 by MCX</b></p>	 <p><b>Best Multichannel Campaign for ARQ launch campaign at Master of Marketing Awards 2017 organized by INKSPELL</b></p>
 <p><b>Best Technology House of the Year 2016 (ASSOCHAM)</b></p>		 <p><b>Recipient of Fox Glove Award in 2016 for Budget pe Charcha on social media networks</b></p>

## Consistently Certified By The Great Place To Work

Certified By The Great Place To Work Institute For Four Consecutive Years

2017



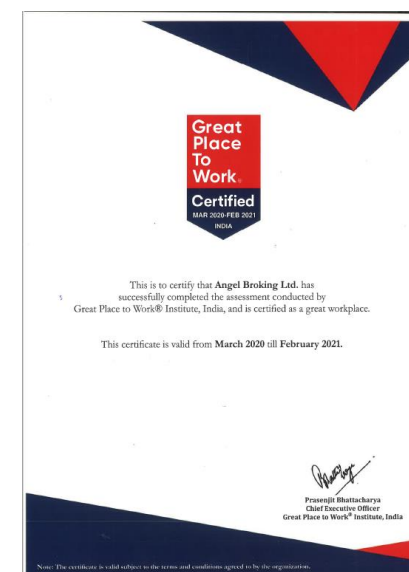
2018



2019



2020



*Certified "India's 20 Best Workplaces in BFSI – 2019" by Great Place To Work*

*Overall culture score at par with top 50 companies in India*

Top 150 employees average tenure of over 5 years with Angel






## Board Of Directors



**Dinesh D. Thakkar**




*Promoter, Chairman and MD*

-  Promoter of Angel Group
-  Veteran in capital markets with over 3 decades of experience
-  Revolutionised stock broking for retail clients



**Vinay Agrawal**



*Director and CEO*

-  Rich experience of 22+ yrs
-  A qualified Chartered Accountant
-  Has intuitive understanding of the financial markets and strong business insights to drive business operations



**Ketan Shah**





*Non-Executive Director*

-  26+ years of overall experience
-  Having in depth understanding about Business, Technology & Operations



**Uday Sankar Roy**





*Independent Director*

-  37+ years experience
-  Previously was independent director of Indiafirst Life Insurance
-  Retd. MD & CEO of SBI Life Insurance
-  Retd. DMD of SBI



**Kamalji Sahay**




*Independent Director*

-  39+ years experience
-  Previously was independent director of Indiafirst Life Insurance
-  Retd. MD & CEO of Star Union Dai-ichi Life Ins
-  Served as ED LIC of India and Advisor to GIC Re



**Anisha Motwani**

*Independent Director*

-  28+ years of experience in diverse industries
-  Worked for GM India, Max New York Life Insurance, McCann Erickson India, etc
-  Advisor with World Bank on Swachh Bharat Abhiyan & National Mission for clean Ganga

## Experienced Management Team



**Vinay Agrawal**  
*Chief Executive Officer*

- Rich experience of 22+ yrs, of which 20+ yrs are at Angel
- Handled multiple portfolios of finance, operations, business & product development and e-broking
- Spearheading digital transformation



**Vineet Agrawal**  
*Chief Financial Officer*

- 23+ yrs of total experience, 5+ years at Angel
- Heads treasury, corp. fin., accounts, secretarial, reporting & controlling, tax, audit and IR
- Worked at Secure Meters, Suzlon Energy, Bharti Airtel and Reliance Communications



**Nilesh Gokral**  
*Chief Operating Officer*

- 18+ yrs of total experience, ~2 years at Angel
- Leads operations, Risk Management and Compliance functions
- Strong exposure in BFSI across various functions
- Worked with Yes Bank, Infosys and Axis Bank



**Rohit Ambosta**  
*Chief Information Officer*

- 20 yrs of total experience, ~5 years at Angel
- Heads Technology at Angel
- Worked as CIO at Financial Technologies and was a part of various global implementations
- Held SME roles at HCL Comnet, Tech Mahindra and OTC Exchange of India



**Sandeep Bhardwaj**  
*Chief Sales Officer*

- 20+ yrs of total experience, 10+ years at Angel
- Leads Sales and Distribution business
- Worked with ICICI Bank, Standard Chartered, HDFC Bank and Religare across various functions



**Subhash Menon**  
*Chief People Officer*

- 22+ yrs of total experience, ~5 years at Angel
- Develops and implements people management, HR processes and employee skill development, knowledge & productivity enhancement
- Worked with IndiaFirst Life, SBI Life and USV



**Ketan Shah**  
*Chief Revenue Officer*

- 26+ years of total experience, 20+ years at Angel
- Worked in different functions including Business, Technology & Operations
- Leads revenue function, customer engagement & service, B2B business & research and advisory

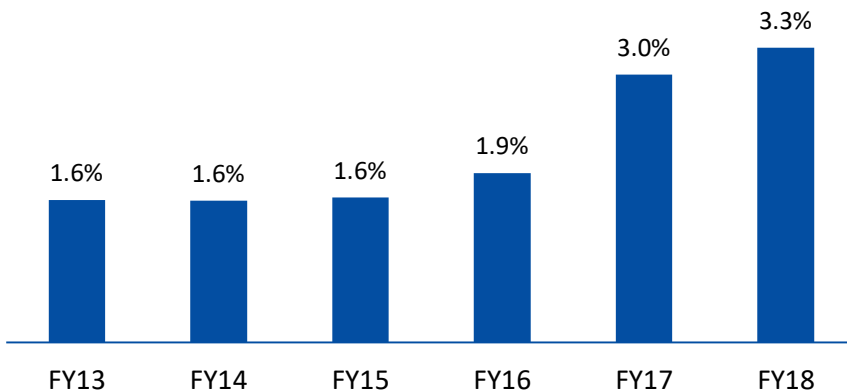


**Prabhakar Tiwari**  
*Chief Marketing Officer*

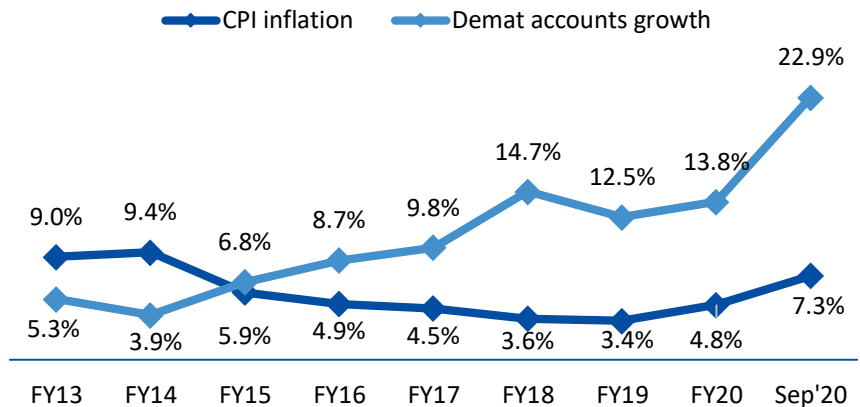
- 18+ yrs of total experience, ~2 years at Angel
- Spearheads Brand, Performance Marketing & Growth Strategy
- Worked with PayU, Marico, CEAT, Danone

# Financialization, Digitization and Demographic Shift – Key Drivers of Indian economy

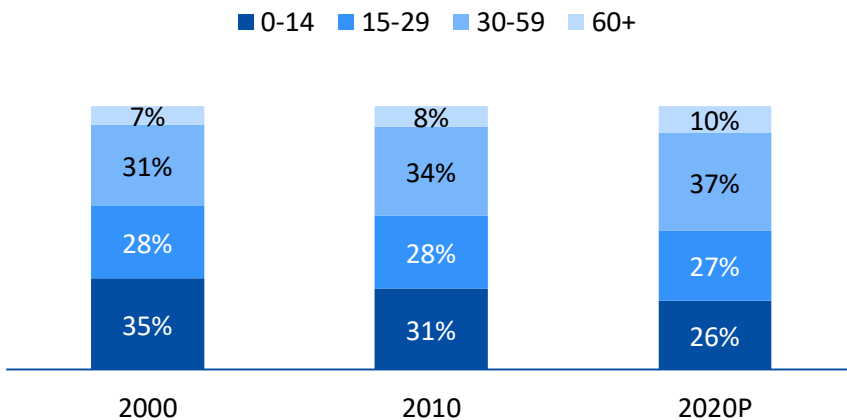
Proportion of shares and debentures as % of household savings



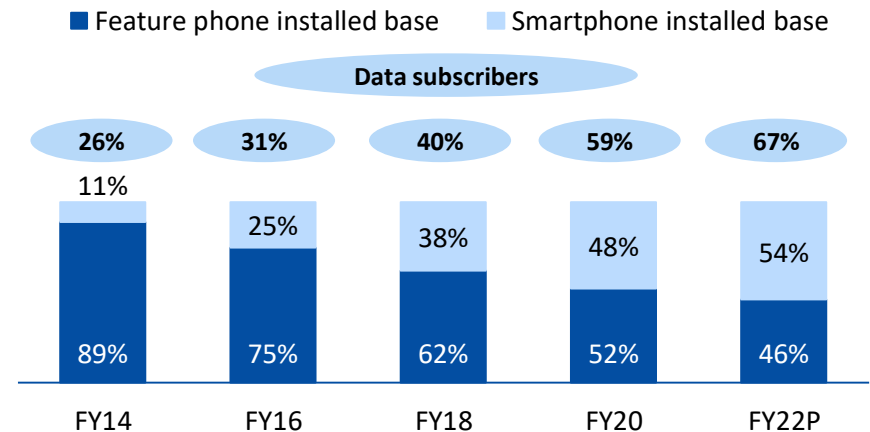
Moderation in inflation



Favourable demographics



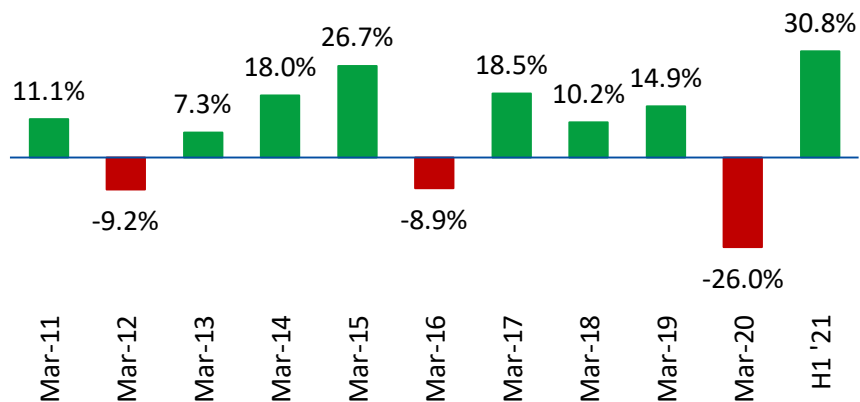
Thrust on technology



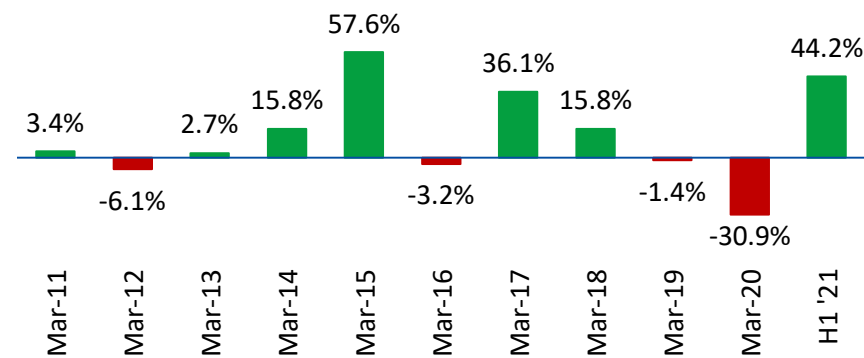
Broking Industry continues to witness growth momentum

## Growing Equity Culture In India

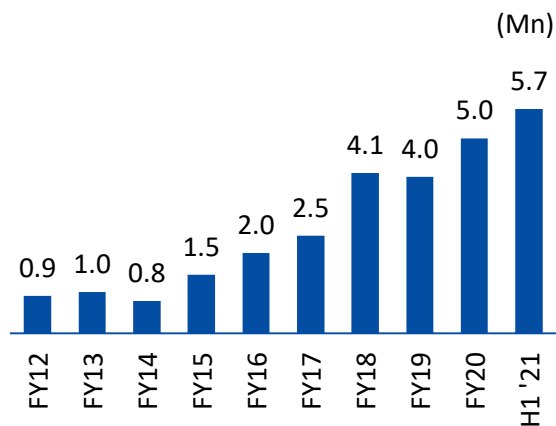
Nifty Returns Over The Past Decade



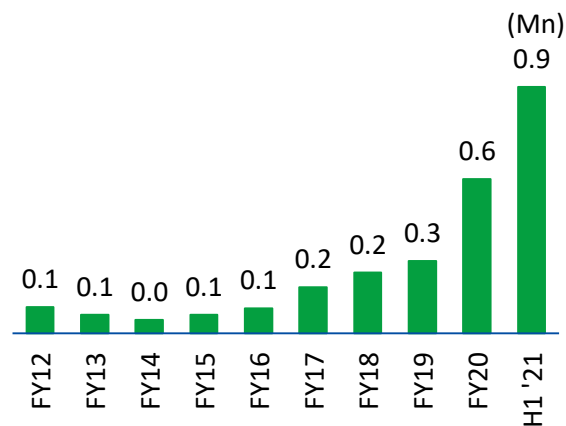
Nifty MidCap Returns Over The Past Decade



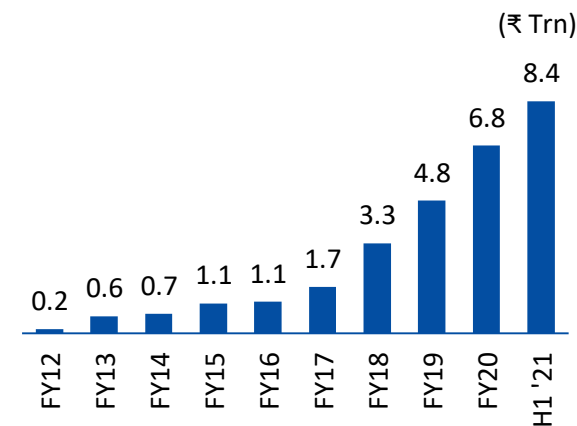
Trend Of Incremental Demat Accounts



Gross Demat Accounts Additions For Angel



Industry Equity Retail ADTO



## Thank You

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**Company :**

**Investor Relations Advisors :**

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