



March 2024

SUNDARAM ASSET MANAGEMENT COMPANY

Corporate Presentation

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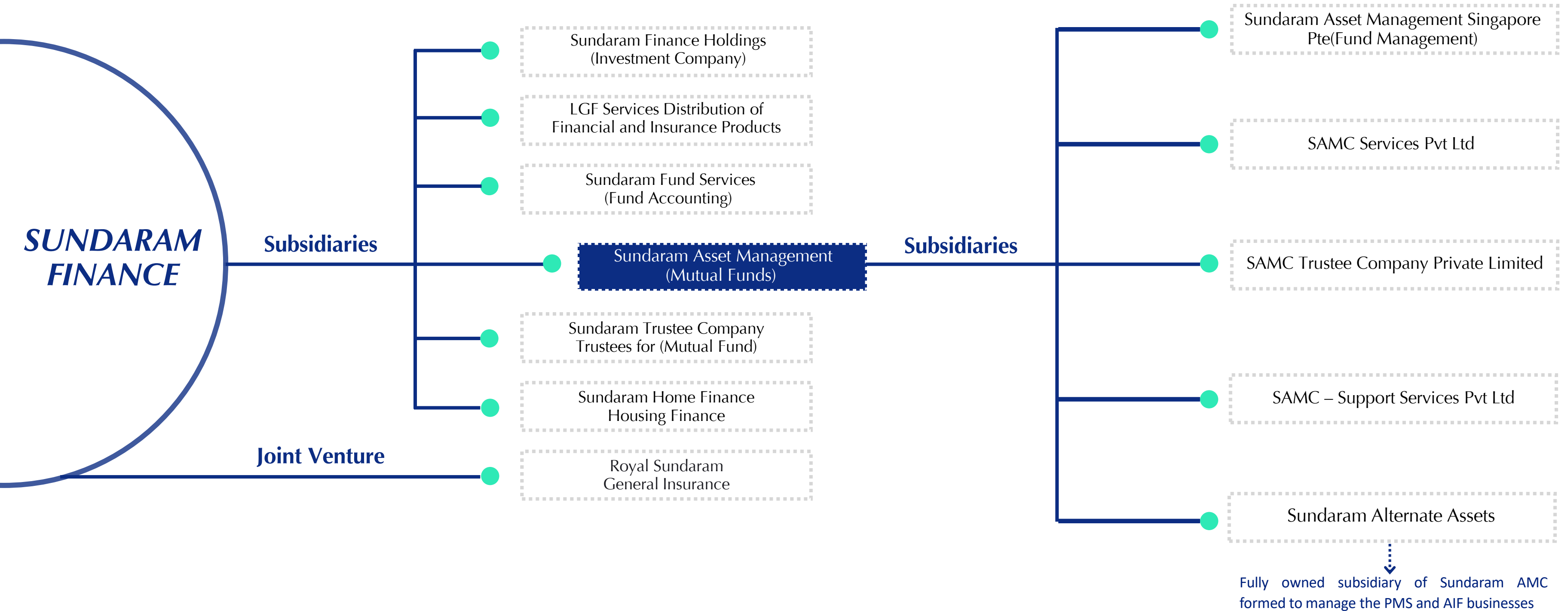


SUNDARAM MUTUAL
UNEARTHING OPPORTUNITIES

SUNDARAM ASSET MANAGEMENT



Our parentage

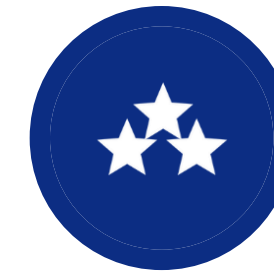


Parent profile – key facts of Sundaram Finance

Pioneer in the leasing and hire purchase business



Deposits **rated AAA** by CRISIL and ICRA



First NBFC to be listed in 1972



Market Cap around **Rs 45,983 Crore**



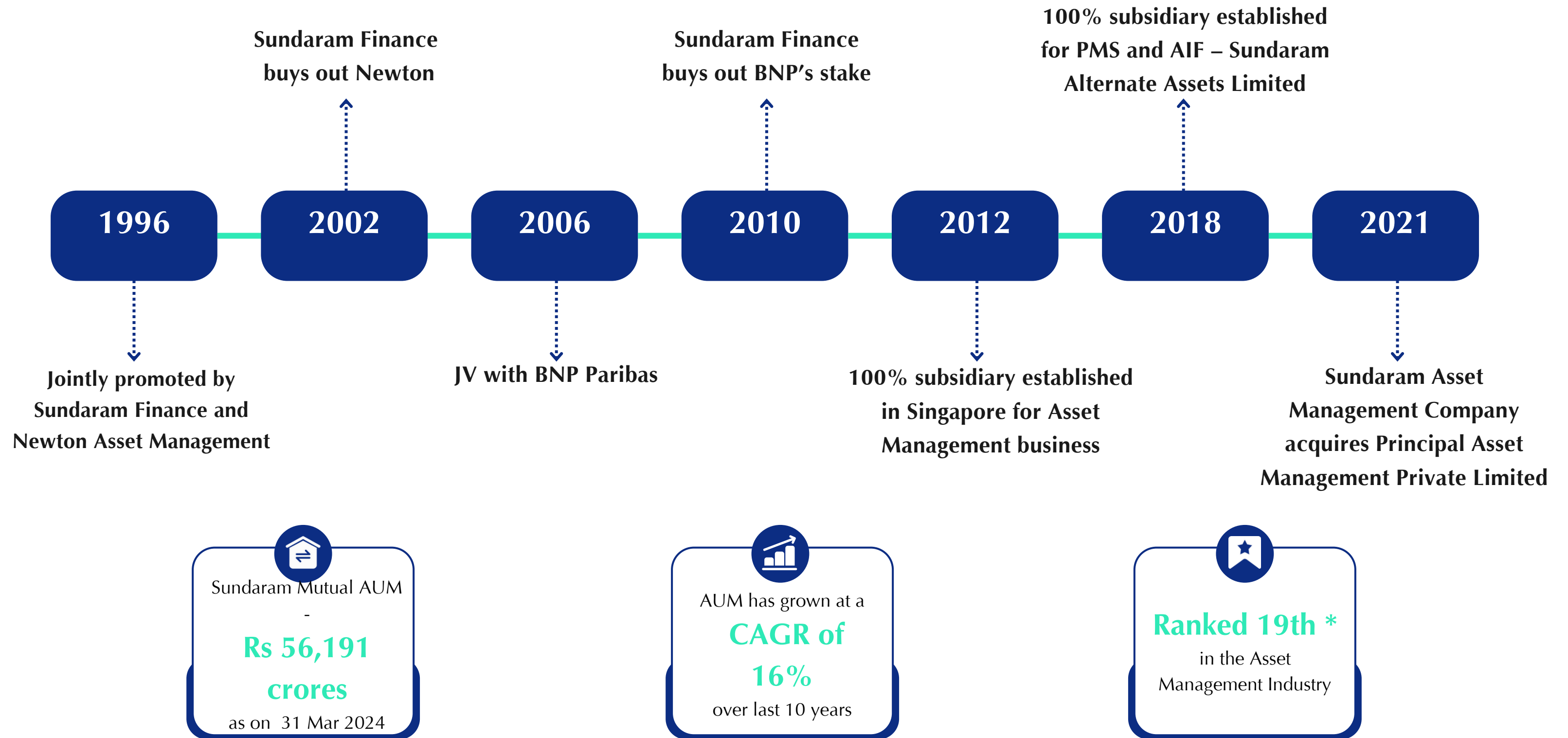
650 offices, **6,000+** employees (including off roll)



Market cap has grown at **CAGR of ~26.7%** since listing



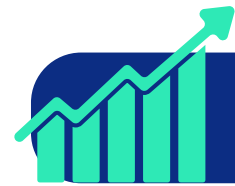
Our journey



*Ranking based on Quarterly Average AUM - Jan to Mar 31 2024

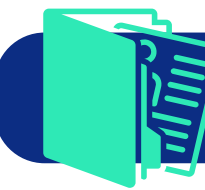
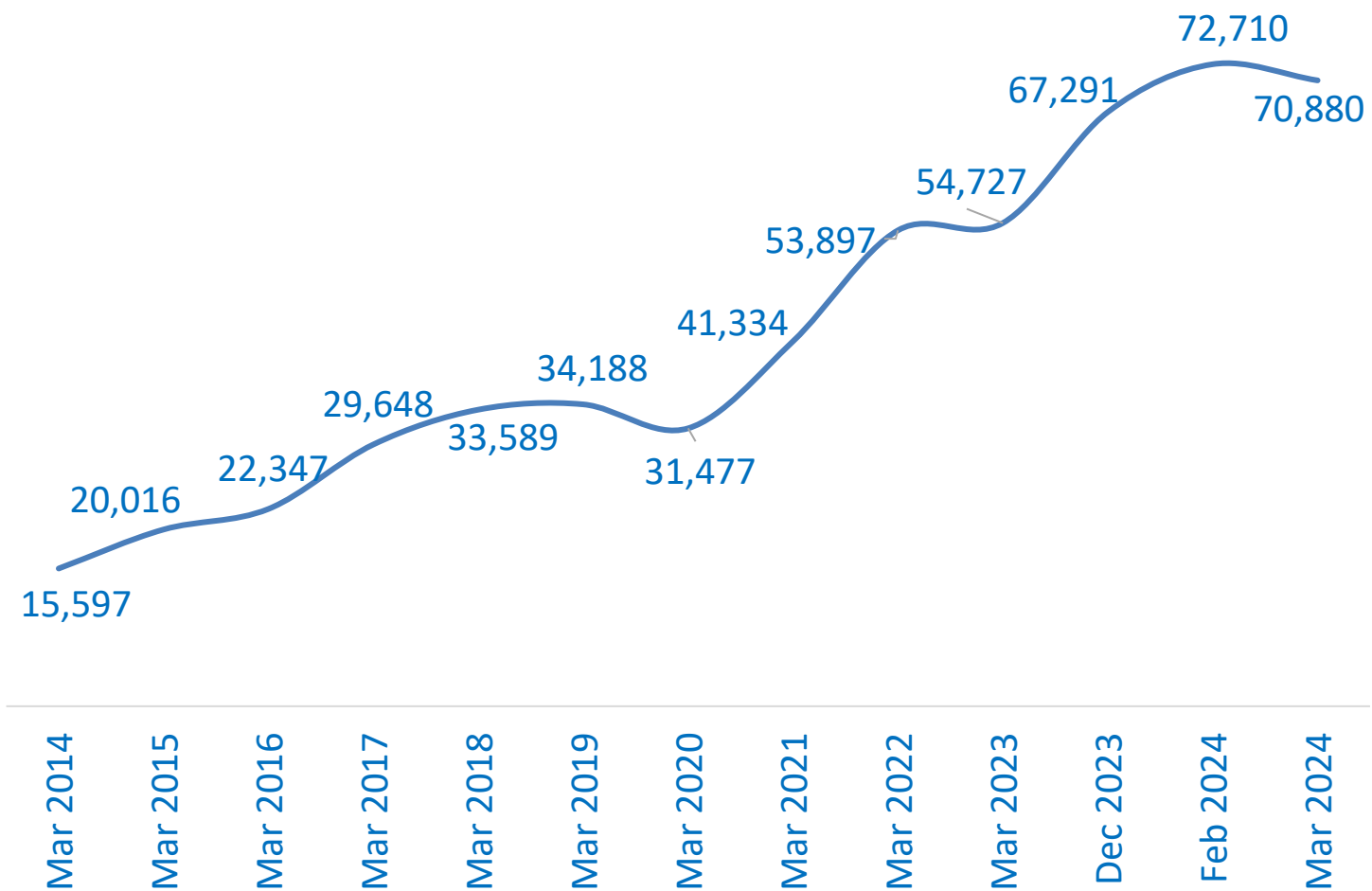
Source : AMFI

Sundaram Asset Management – 25 Years in wealth management

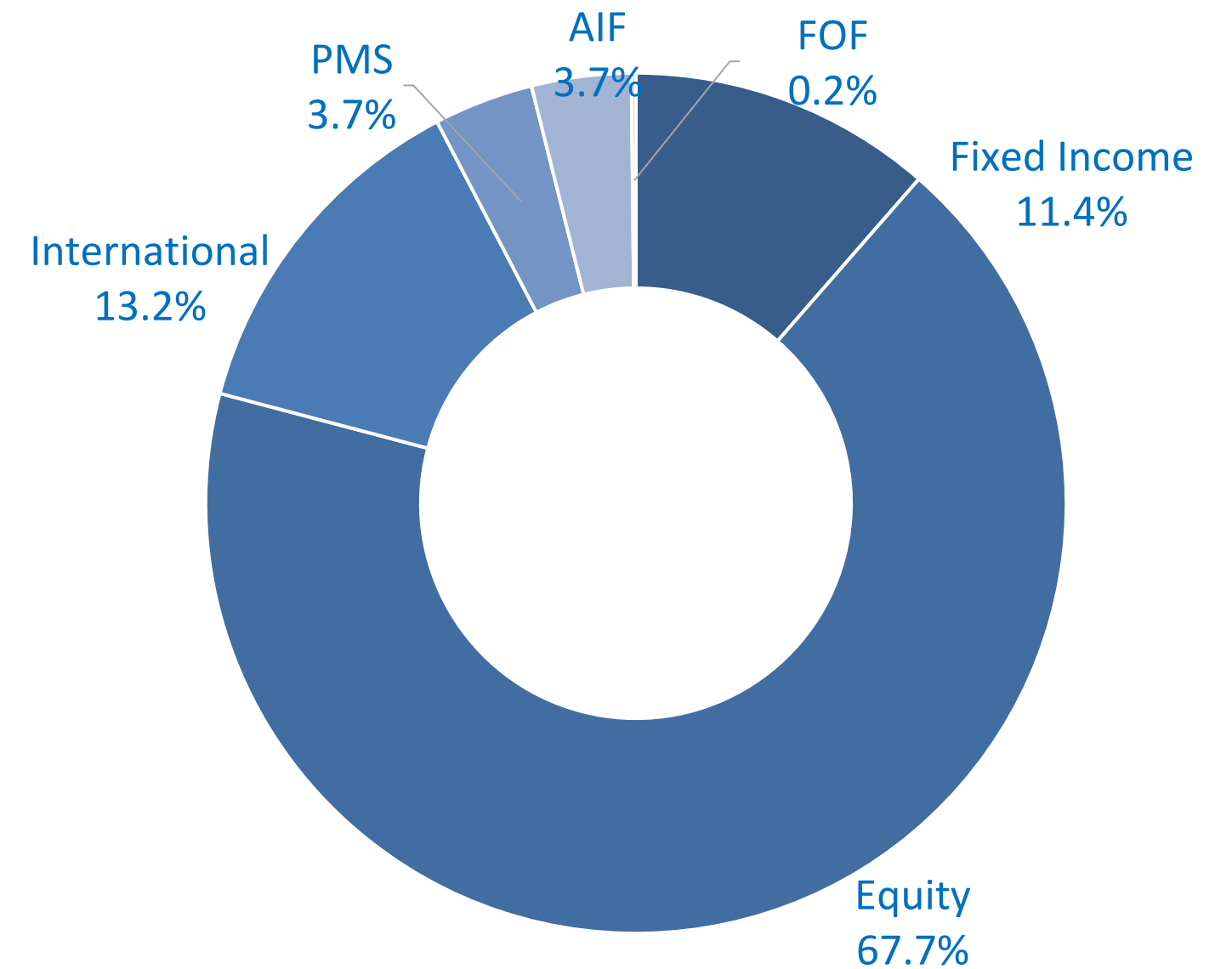


AUM growth

In the past 10 years, our businesses - Mutual Fund / PMS / AIF / International have shown 16.3% CAGR AUM in (INR Crore)



AUM composition



Sundaram Asset Management – 25 Years in wealth management

SUNDARAM ASSET MANAGEMENT



Recent awards and recognition



Asia's Top 100 Money Managers 2017 by Institutional Investor Magazine



The Economic Times Best BFSI Brands 2018, 2019, 2021



The Economic Times Best Brands 2019



YouTube Creator Studio Silver Award (2020) for reaching over 100,000 subscribers and sharing original content



Best Brand Award at the Tamil Nadu Brand Leadership Awards 2020 by the World Marketing Congress



Innovative Launch Campaign of the Year 2020 for Sundaram Large Cap Fund (Formerly known as Sundaram Bluechip Fund) at the Global Marketing Excellence Awards by the World Marketing Congress



The Economic Times Best Digital Brands 2021



The Economic Times Iconic Brands of India 2022



Sundaram Tax Savings Fund has won DSIJ's 2022 Mutual Fund Award under the Best ELSS Fund Category.



Our Flexi Cap NFO has been awarded the Marketing Campaign of the Year (2022) at the Tamil Nadu Brand Leadership Awards by the World Marketing Congress.



Sundaram Mutual bags The Great Indian BFSI Marketing Campaign of the Year for Sundaram Flexi Cap Fund at the Great Indian BFSI Awards 2023



Won the Great Indian BFSI Digital Marketing Campaign of the Year 2024 for Sundaram Multi Asset Allocation Fund NFO at the 4th Edition of the Great Indian BFSI Awards 2024 hosted by the BFSI Digital Stallions Forum



SUNDARAM MUTUAL
UNEARTHING OPPORTUNITIES

OUR OFFERINGS - MUTUAL FUND



Strong retail footprint

Customer footprint



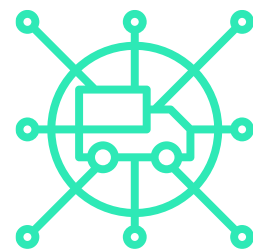
50L

customer folios



19L

active customer folios

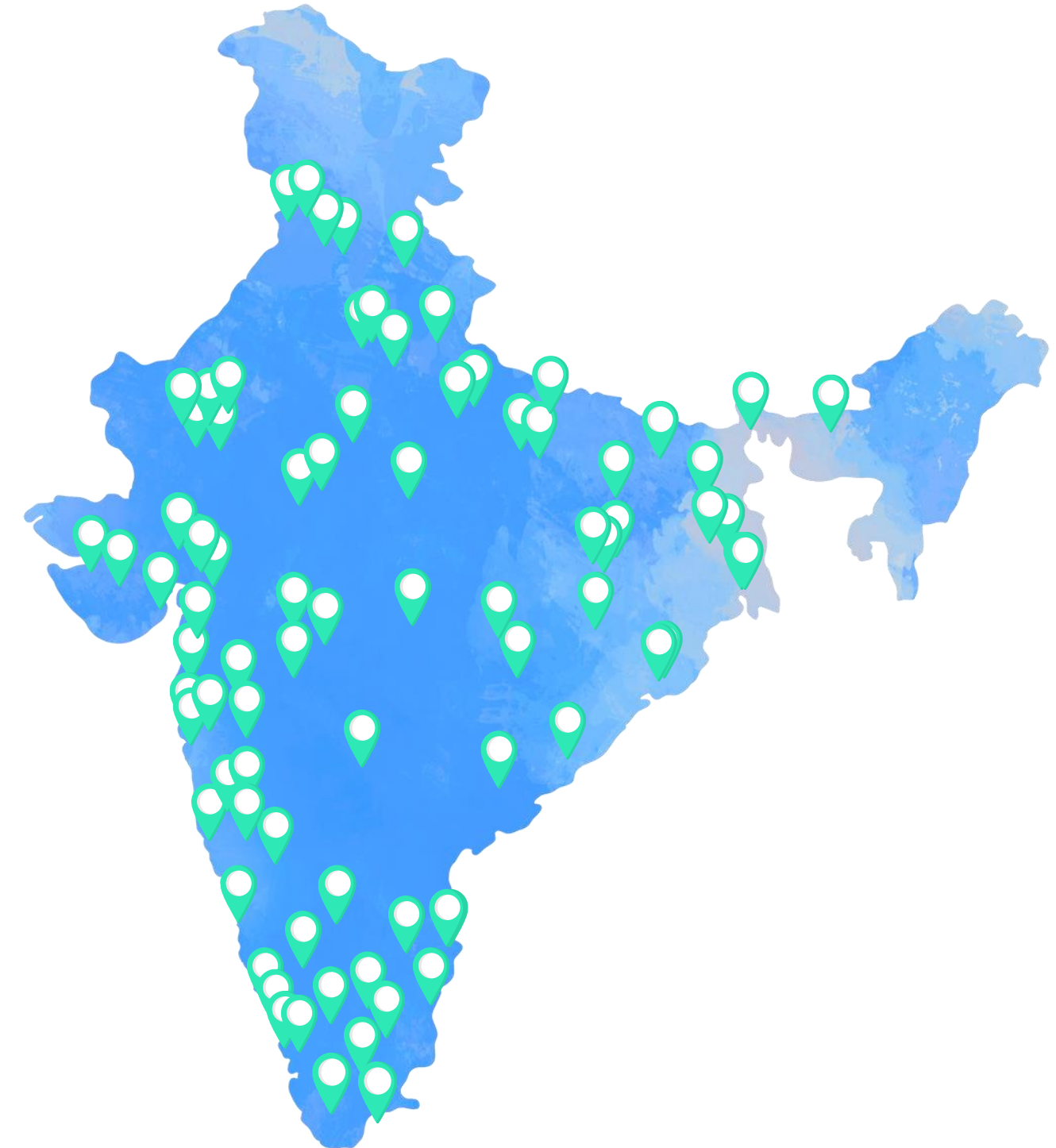


56K

empaneled distributors

Distributor footprint

Our branches across India





SUNDARAM MUTUAL
UNEARTHING OPPORTUNITIES

OUR OFFERINGS - EQUITY

Investment philosophy and process



Invest in growth businesses backed by sound management



Staying invested through the growth phase of the businesses



Aim to create long term wealth



17

member investment team



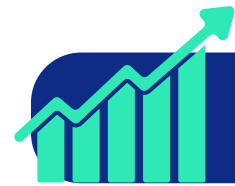
~300

companies under active coverage

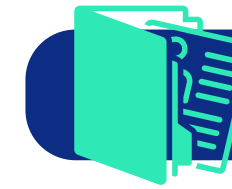
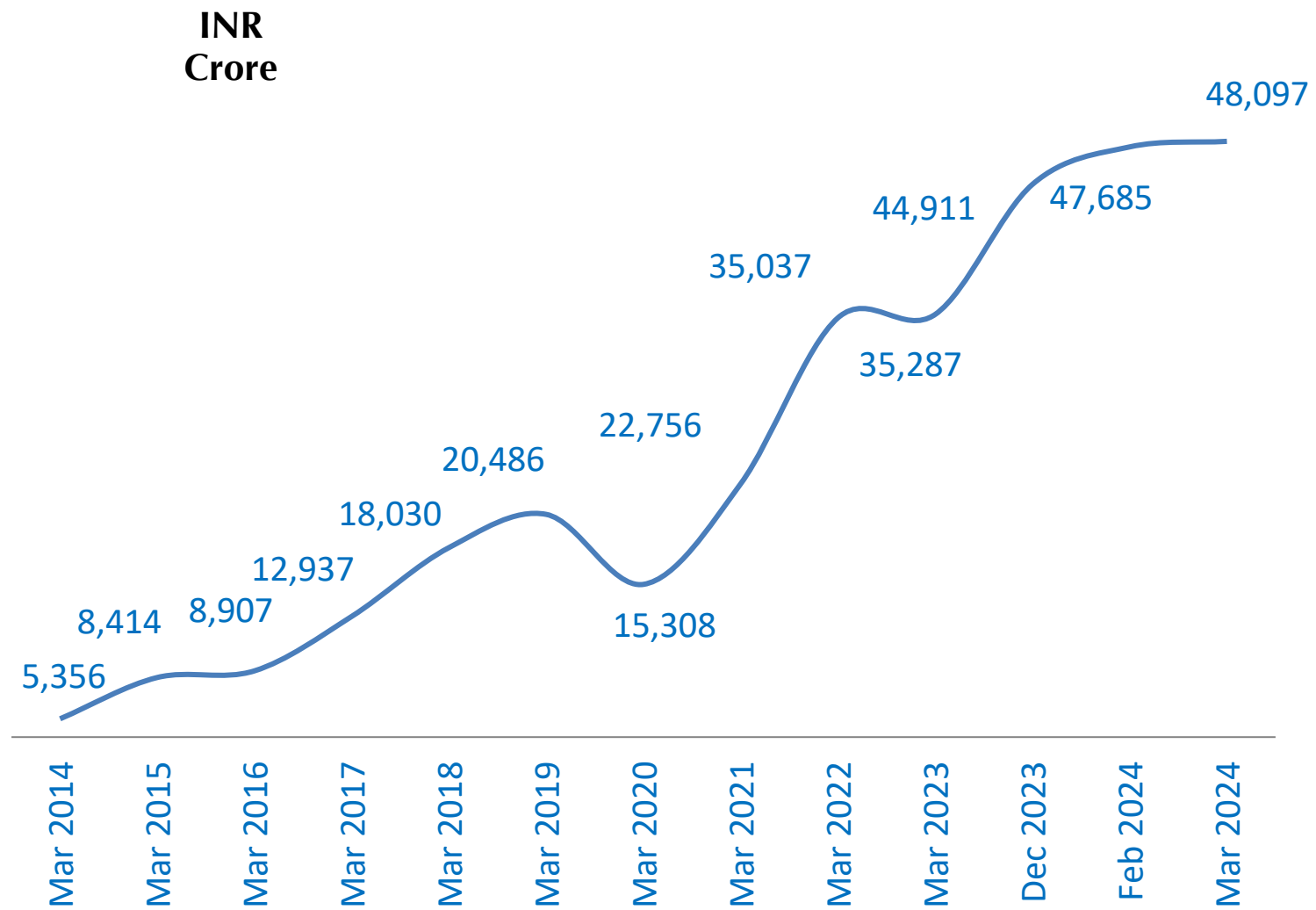
6 pillar framework



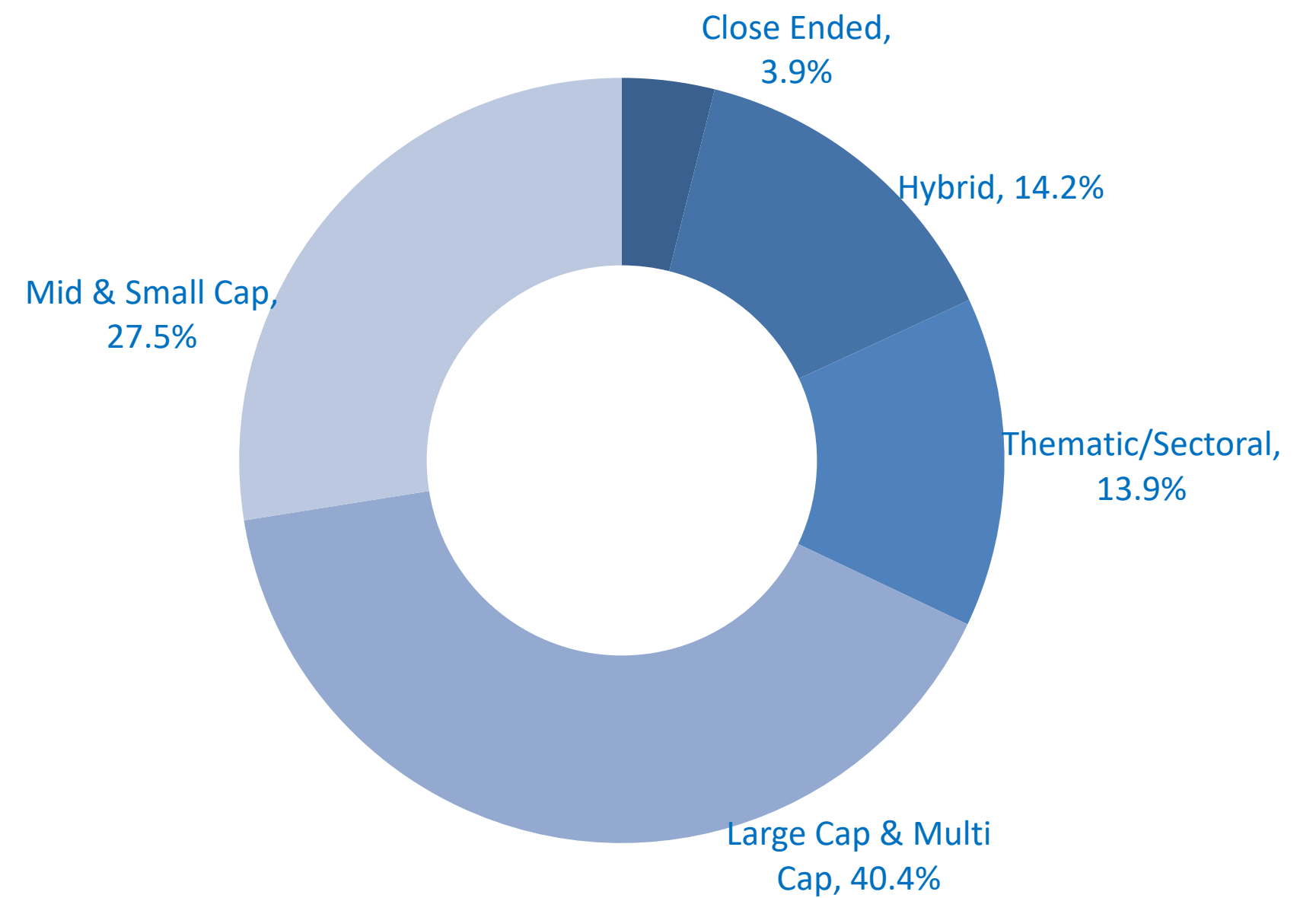
Assets under management



AUM growth



AUM composition



Consistent track record of rewarding investors

Income Distribution cum Capital Withdrawal (IDCW)

Fund IDCW	Inception Date	%*	Rs. Per unit - on NAV of Rs 10
Sundaram Mid Cap Fund	July 2002	610	61.0
Sundaram Aggressive Hybrid Fund <i>(Erstwhile Principal Hybrid Equity Fund)</i>	January 2000	415	41.0
Sundaram Small Cap Fund	February 2005	346	34.6



2L+

customer total folios in IDCW option

IDCW since inception

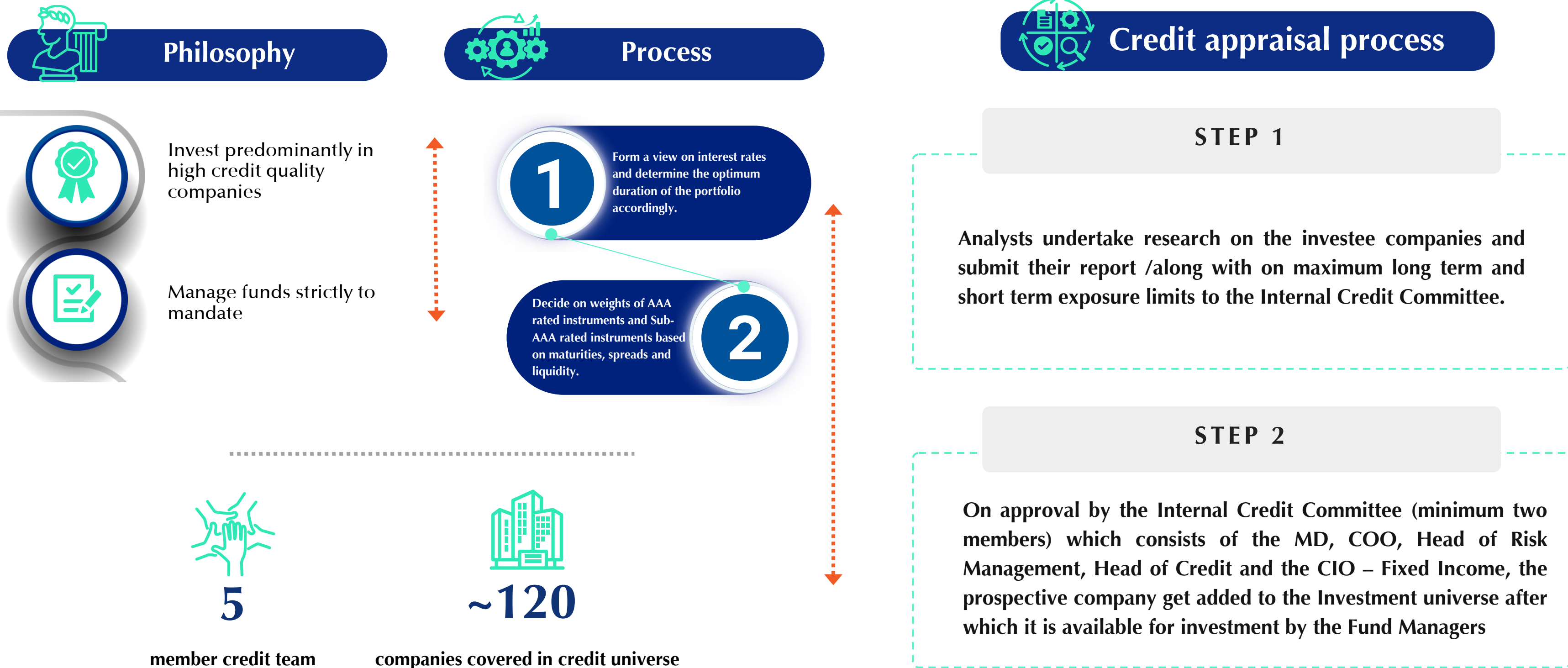


SUNDARAM MUTUAL
UNEARTHING OPPORTUNITIES

OUR OFFERINGS - FIXED INCOME



Investment philosophy and process



Credit Process

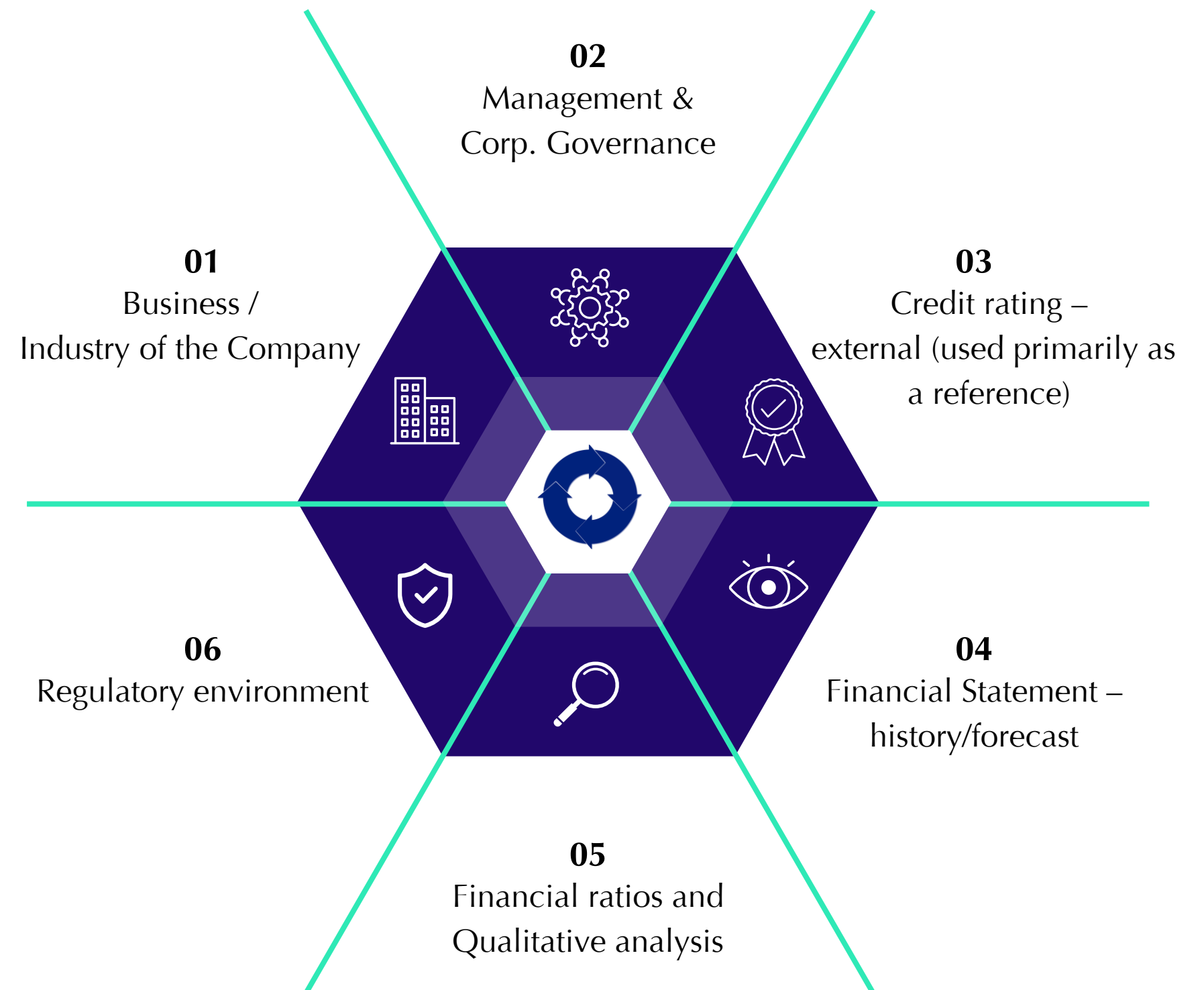
• **01**

The Credit Analyst Team sets and monitors the exposures – exposures are split between short and long term.

• **02**

Credit analyst reviews each issuer limits on a regular basis.

Credit evaluation broadly includes analysis of the following:



Internal risk control – equity & fixed income



Statutory



Statutory ensures compliance with all the Scheme's mandate (per company exposure/sector exposure etc.,) – this is ensured via suitable rules placed on Bloomberg



Internal



Adherence to style – ensure no style drift (e.g. no slippage in credit quality / duration)



Monthly reports on volatility, liquidity etc



Ensure appropriateness of credit limits and approved credit limits are not exceeded



Analyse the portfolio companies on various parameters (individual exposures / group exposure / yield / liquidity) to ensure overall exposure is within internally imposed limits

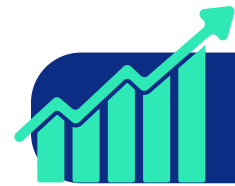


Periodic reports primarily market related (through yield movements) to provide early red flags

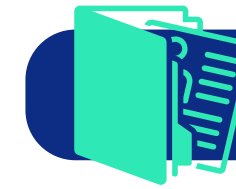
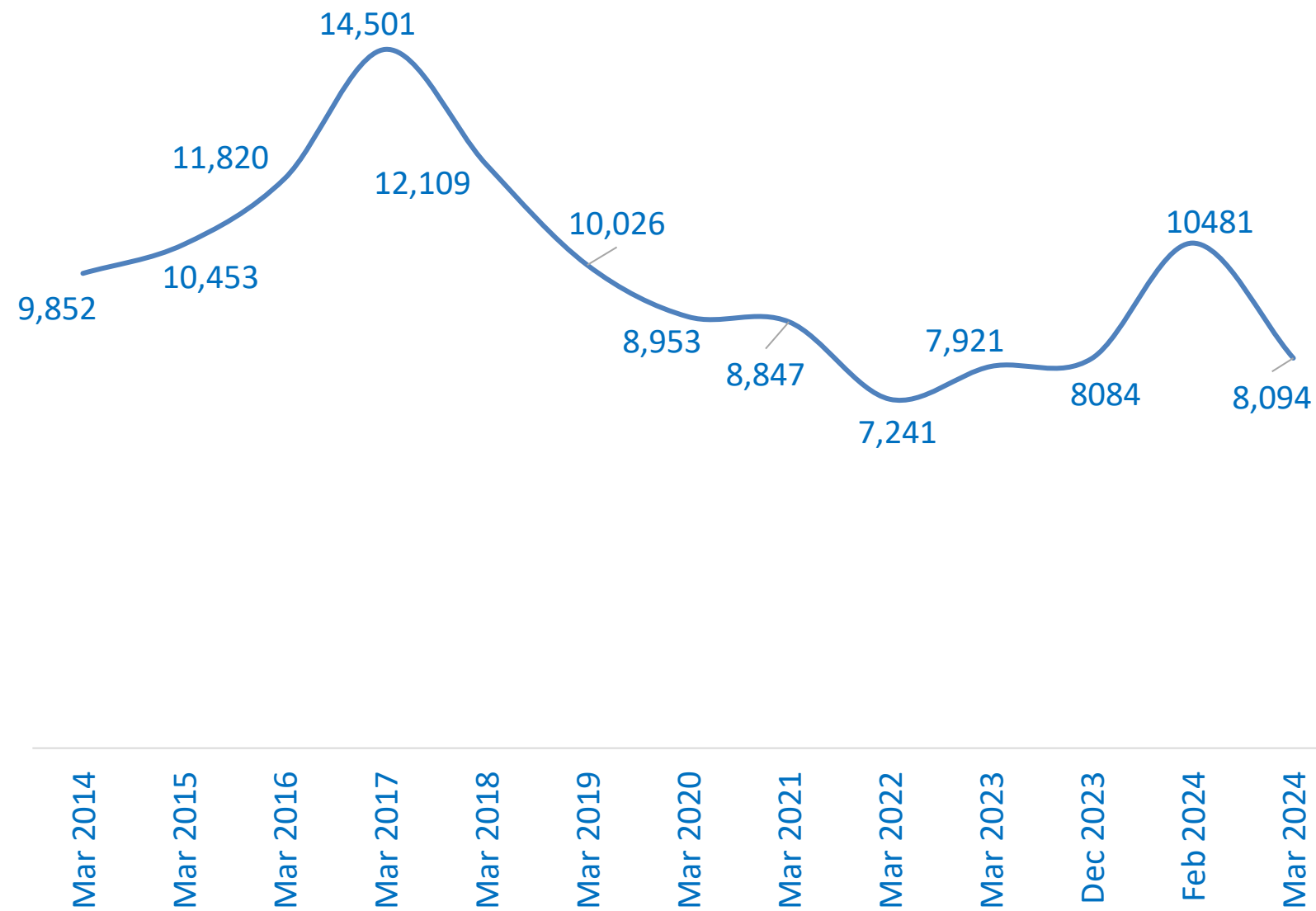


Analyse the liquidity profile of each Fund based on the portfolio and investor composition

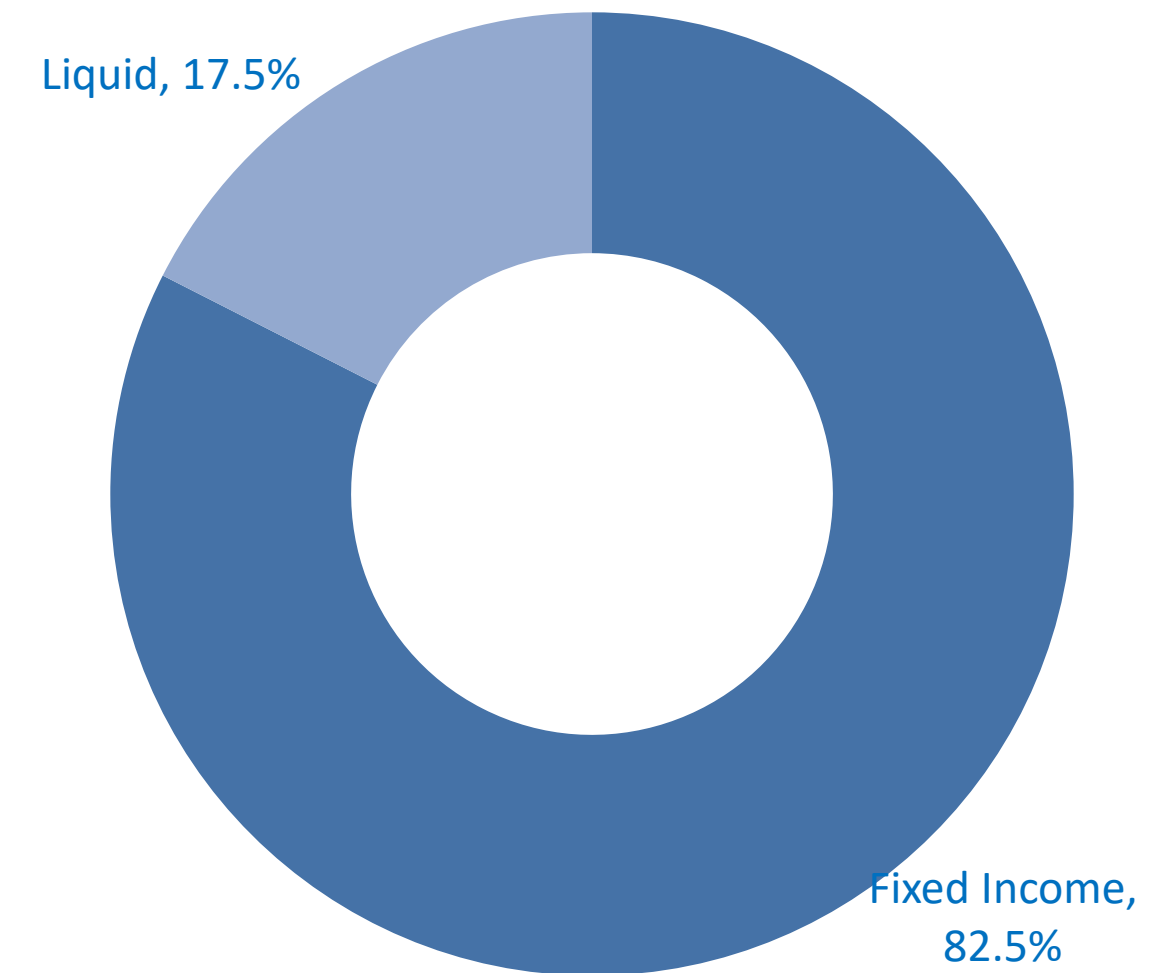
Assets under management



AUM growth



AUM composition





SUNDARAM MUTUAL
UNEARTHING OPPORTUNITIES

OUR OFFERINGS - SUNDARAM ALTERNATES



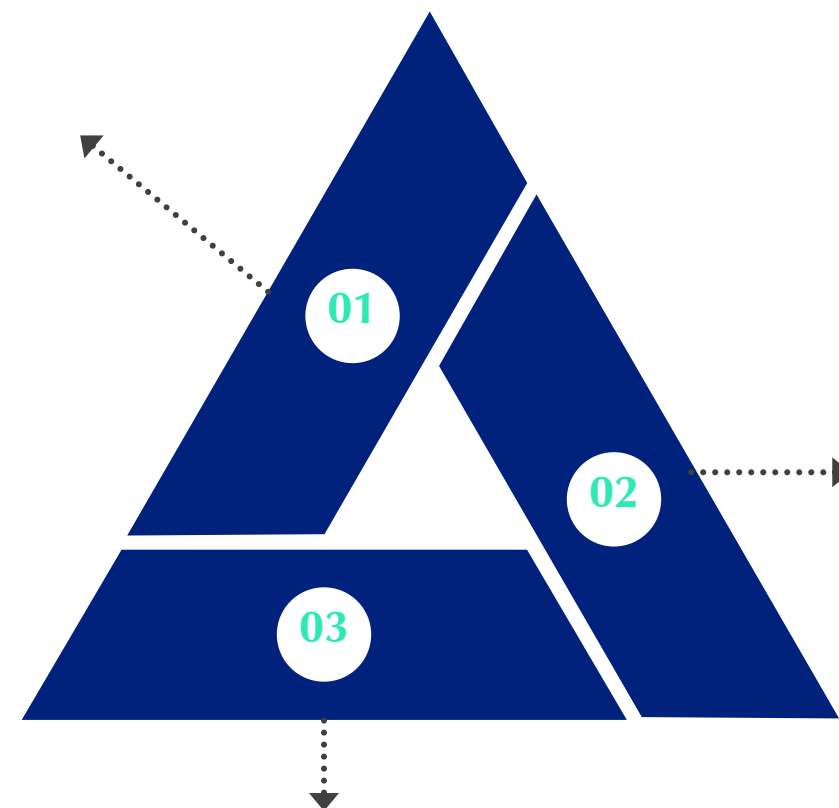
Our alternates business

SUNDARAM ALTERNATE ASSETS LIMITED

Portfolio Management Services (PMS)

Discretionary services

Dedicated manager with focused strategies to generate higher alpha



Alternative Investment Funds (AIF)

Category I

Close-ended funds with investment in real estate. Mauritius offshore feeder funds investing into our India master funds

Category II

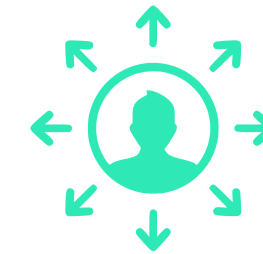
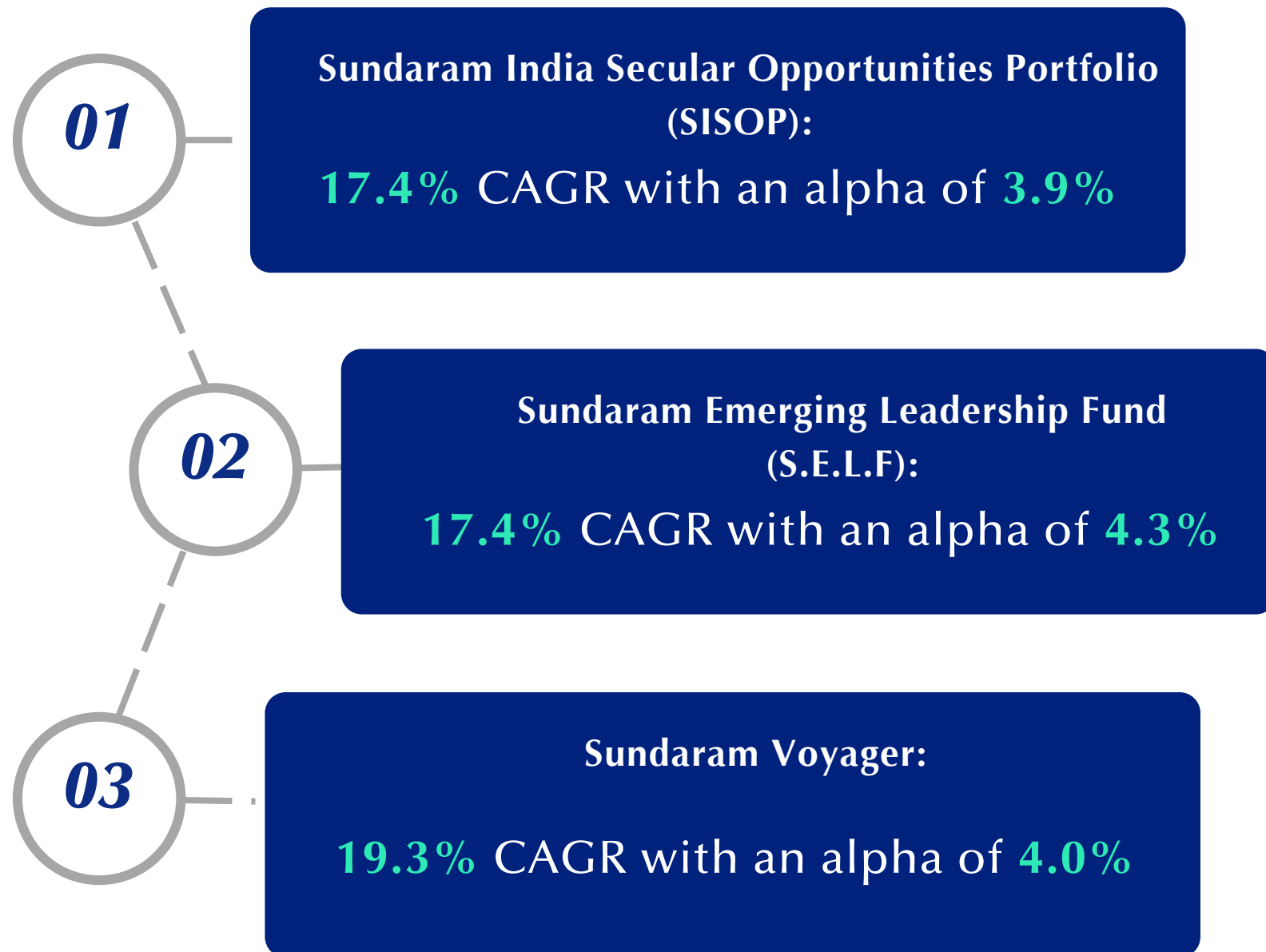
Close-ended and open-ended funds with investments in listed equities. Pooling monies from global investors into Indian equities

Advisory services

Advisory mandates

Portfolio management services

A few key portfolio strategies



300 distributors



2500 clients

across private banks, IFAs and countries

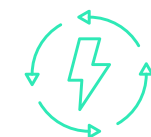
→ **4x4 multiplier themes in India**



Manufacturing Focus



Phygital Innovation



Consumption Supercycle



Financial Inclusiveness

Alternative investment funds



Category III (Open ended)

Open ended– Atlas – investing in long only equities across market caps and sectors. The Fund will focus on structural equities and cyclical opportunities / turnaround.

Category III (Close Ended)

Sundaram India Premier Fund - invests in the growing sectors of consumption and consumer discretionary
 ACORN invests in small and mid cap stocks with a flexibility to invest up to 10% in large caps
 Atlas II -Investing in long only equities across market caps and sectors

Category II (Real Estate Debt)

High Yield Secured Debt Fund – Series I to IV – invests in projects of real estate developers / companies predominantly in South India, selectively Mumbai and Pune. Series IV which was launched in June 2023 is currently open for subscription & has raised Rs.390 cr. till 31st March 2024

Series 1 with an AUM of over Rs 400 crore, has weathered the storm in a highly volatile environment and delivered a gross investor return of 15.2%* IRR since inception

Launched Series IV in June 2023

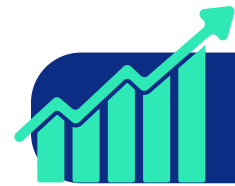
Category II (Corporate Debt)

Emerging Corporate Credit Opportunities Fund I (ECCO I) - will invest in high yielding debentures and mezzanine securities of MSME, SME, Fintech, Manufacturing, and Services companies in the non-real estate sector

Family offices and corporate treasuries are increasingly opting for this fund.

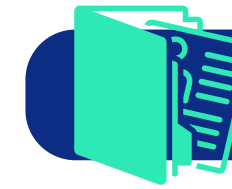
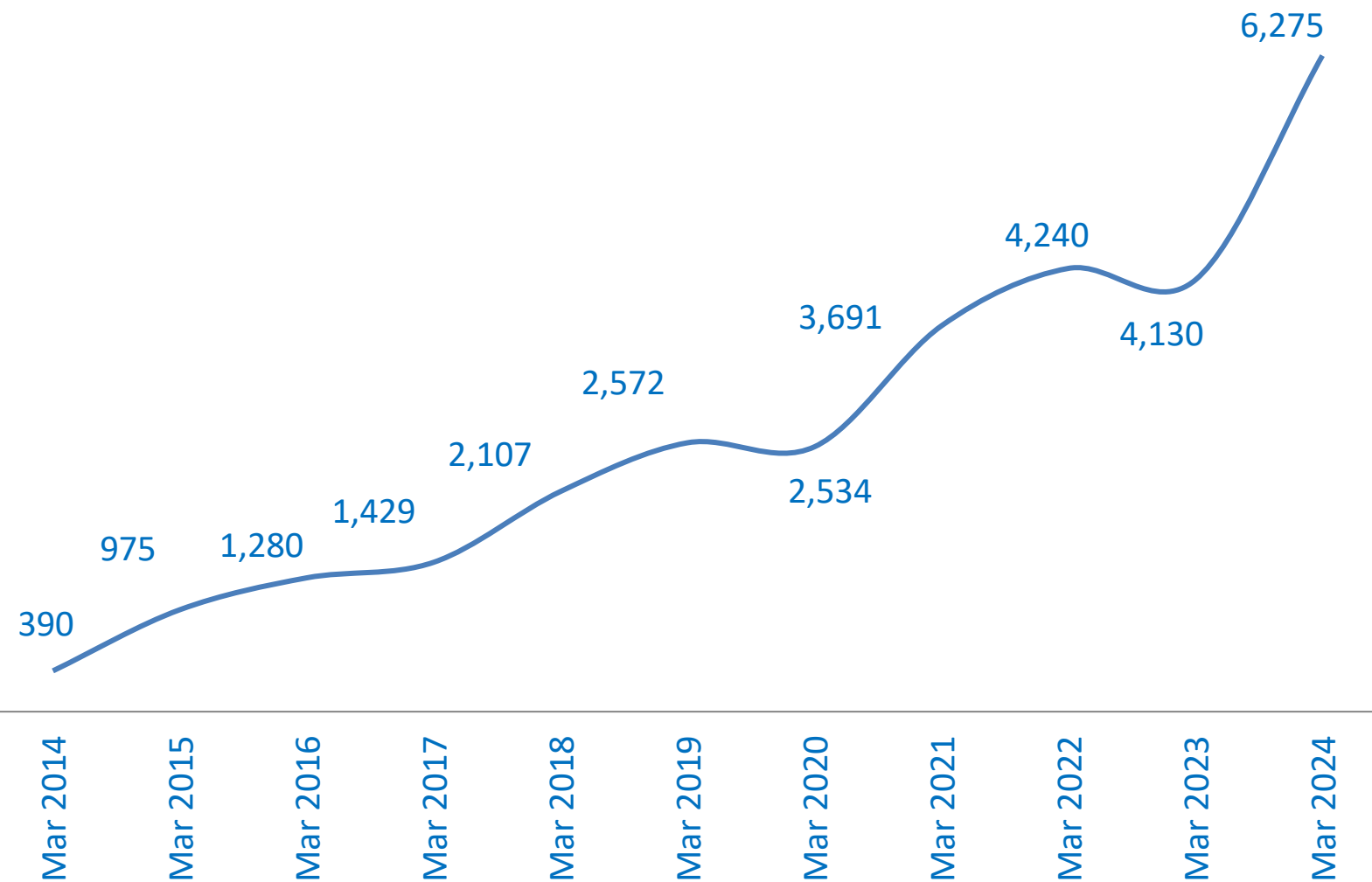
Final closure done on 1st Nov 2023. Raised commitments of Rs.1048 cr.

Assets under management

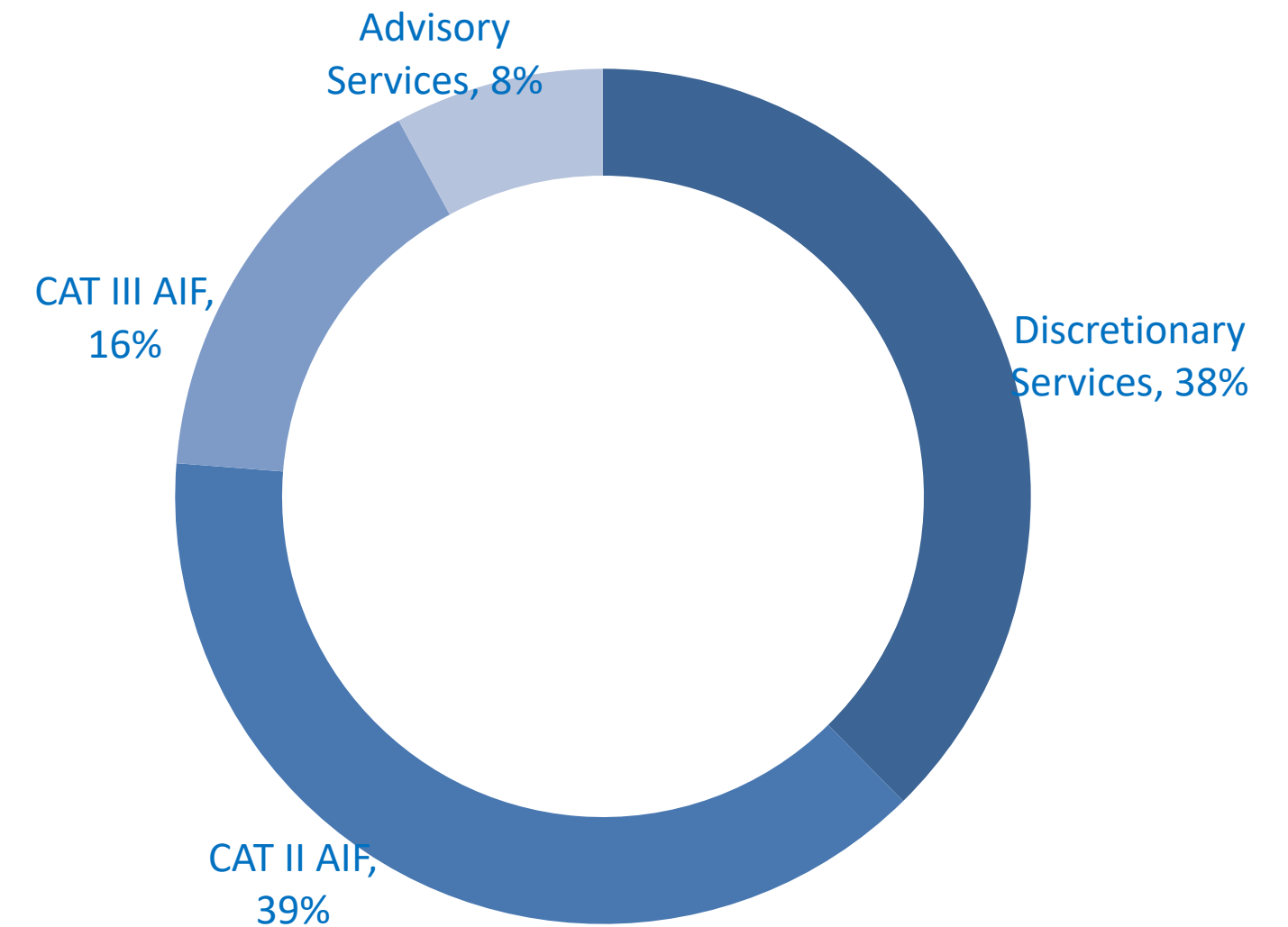


AUM growth

INR Crore



AUM composition



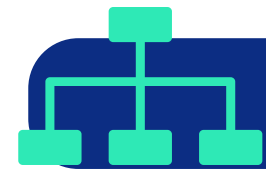


SUNDARAM MUTUAL
UNEARTHING OPPORTUNITIES

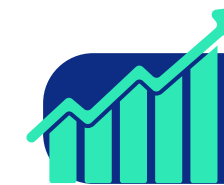
OUR OFFERINGS - SUNDARAM AMC, SINGAPORE



Our international business - Singapore



Our structure



AUM growth

Sundaram Finance Limited

Listed in India on the **BSE and NSE**
Regulated by the **Reserve Bank of India**
Vintage of **68 years**

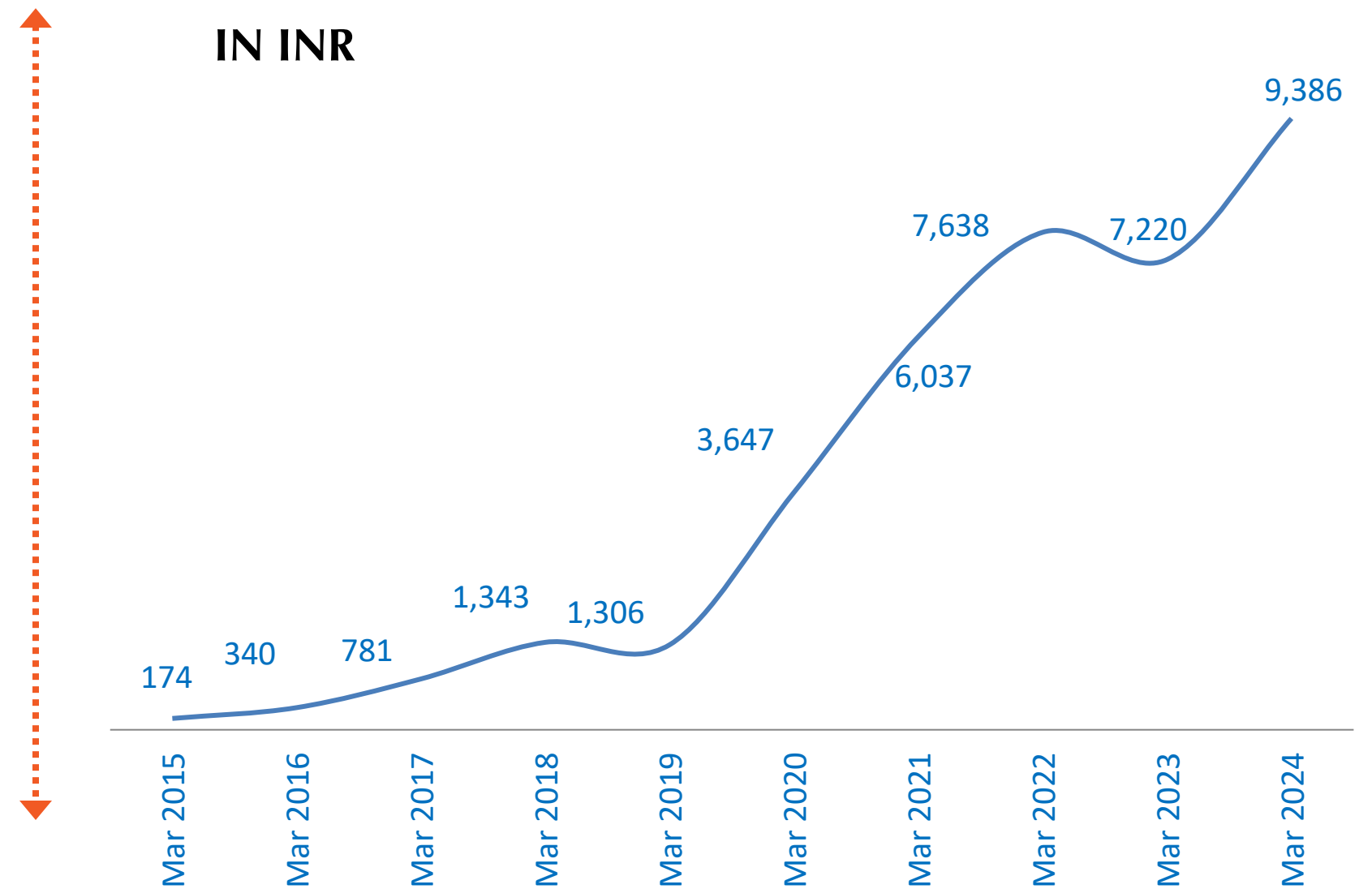
Sundaram Asset Management Company Limited

Regulated by the **Securities Exchange Board of India (SEBI)**
27 year track record in the Indian fund management business
Wholly owned subsidiary (100%)

Sundaram Asset Management Singapore Pte Ltd.

11 year old MAS regulated Fund Management entity
Wholly owned subsidiary (100%)

IN INR



Disclaimer

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Statutory: Mutual Fund: Sundaram Mutual Fund is a trust under Indian Trusts Act, 1882. Liability for sponsors is limited to Rs 1 lakh. Sponsors: Sundaram Finance Ltd. Investment Manager: Sundaram Asset Management Company Ltd. Trustee: Sundaram Trustee Company Ltd.

MUTUAL FUND INVESTMENTS ARE SUBJECT TO MARKET RISKS, READ ALL SCHEME RELATED DOCUMENTS CAREFULLY

THANK YOU

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