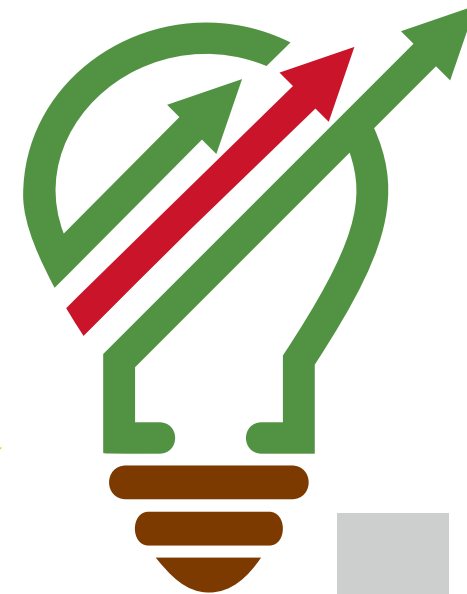


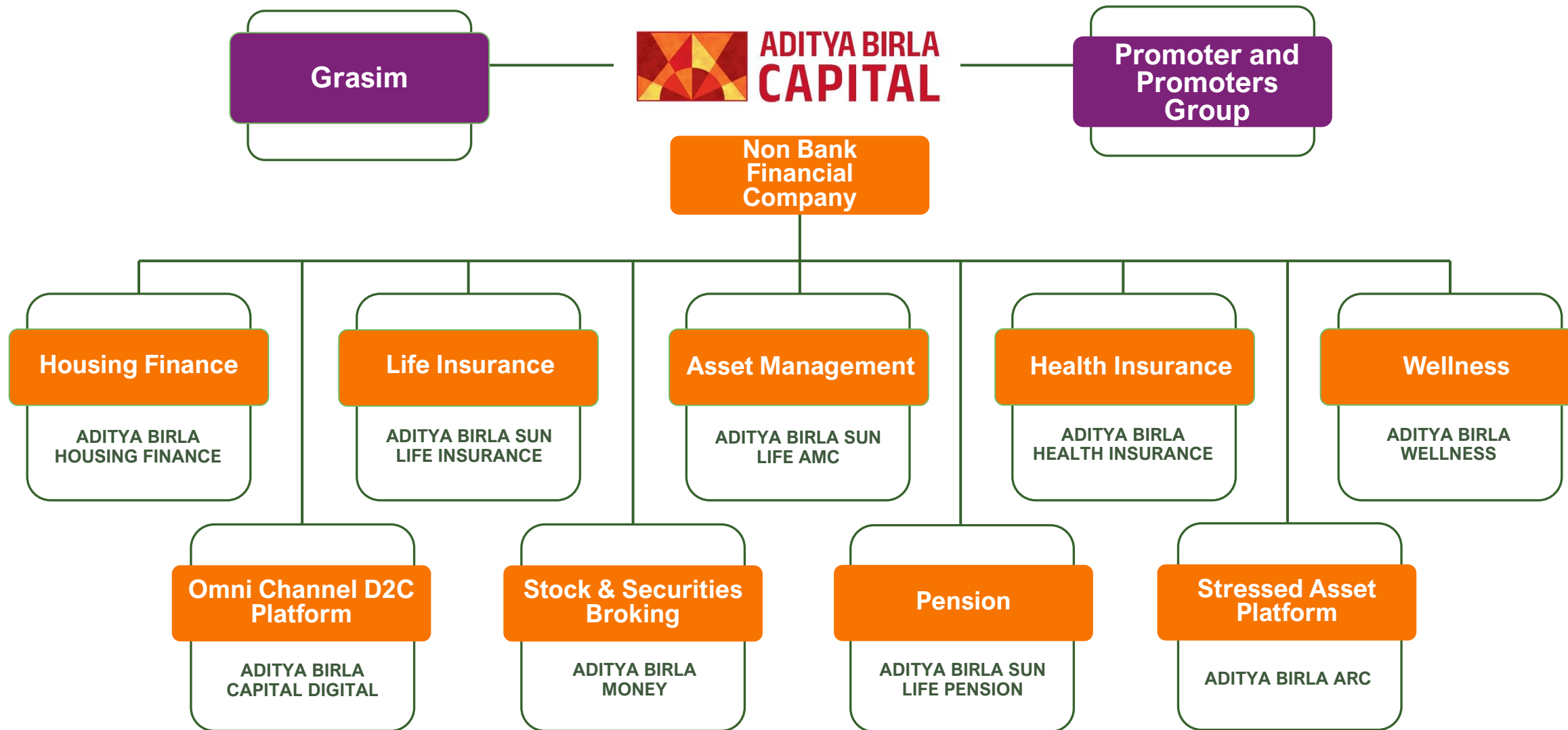
# ABSL India Equity Services Portfolio

November 2025



# ABSLAMC Overview

# Aditya Birla Capital Limited – A Financial Powerhouse



Source : Internal. Above is not intended to show the complete organizational structure and all entities therein. It is intended to describe the key businesses of Aditya Birla Capital.

# ABSLAMC: A Joint Venture between Two Pioneering Groups



- ◆ Part of Aditya Birla Group (ABG) - one of the largest Indian conglomerates with interest across various commodity, manufacturing & service businesses and operations in over 40 countries
- ◆ Managing AUM of ₹ 5.5 Lac Cr (as on September 30, 2025)
- ◆ Leading financial services organization providing – Asset Management, Life Insurance, Wealth Management, Corporate Lending, Project & Structured Finance, General Insurance Broking, Broking & Private Equity, Housing Finance etc.



- ◆ A leading Canadian financial services company
- ◆ AUM CAD \$ 1,623 billion (as on September 30, 2025)
- ◆ Offering diversified range of risk and financial management products for individuals and corporate
- ◆ Large international footprint across continents – major presence in North America & Asia

## Asset Management



### Heritage

- ◆ Founded in 1994, one of the oldest in India
- ◆ Promoted by Aditya Birla Capital Group & Sun Life Financial
- ◆ Have seen the market evolve across different asset classes over the years
- ◆ Driven by client centric product Innovation
- ◆ International presence in Dubai, Singapore and Mauritius.



### Market Dominance

- ◆ One of the top AMCs in India with MF AUM of over 4,07,337 Cr (September 2025)
- ◆ Over 10.7 million investor accounts (September 2025)
- ◆ Strengths across different asset classes

## Alternate Business



### Best in Class Management

- ◆ Offer portfolio management services, alternate & offshore investment solutions to HNIs and Institutions
- ◆ Managing/advising Rs. 37,245 Cr of assets as of October 2025
- ◆ 16-member dedicated investment team for Equity, Fixed Income, and Real Estate, with a cumulative experience of 200+ years
- ◆ Focus on delivering sustained investment performance and portfolio differentiation.
- ◆ Strong and robust risk management and governance framework

## Aditya Birla Sun Life AMC Limited (*Investment Manager*)



### Mutual Fund

Equity Funds

Debt Funds

Hybrid Funds

Index , ETFs & Solution oriented  
Funds



### Portfolio Management Services (PMS)^

#### Discretionary

- ABSL Select Sector Portfolio
- ABSL India Special Opportunities Portfolio
- ABSL Innovation Portfolio
  - ABSL Top 200 CEP
- ABSL Core Equity Portfolio

#### Non-Discretionary

#### Advisory

#### Co-Investment



### Alternative Investment Funds (AIF)

ABSL India Special Opportunities Fund  
(Cat III – Close ended equity)

India Equity Opportunities Fund  
(Cat III – Open ended equity)

ABSL Structured Opportunities Fund Series II  
ABSL Money Manager Fund  
(Cat II – Close ended Debt)

ABSL India Flexicap Fund (IFSC)  
(Cat III – Open ended equity FoF)

India ESG Engagement Fund (IFSC)  
(Cat III – Open ended equity)

ABSL Global Bluechip Equity Fund (IFSC)  
(Cat III – Close ended global equity FoF)

Aditya Birla Real Estate Credit Opportunities  
Fund Series II  
(Cat II – Close ended Real Estate)



### Offshore Business

Singapore

Mauritius

Dubai

Gift City

^ We also offer customized portfolio solutions for Equity, Debt and Real Estate for large tickets

# Alternate Business - Equity Investment Process

To identify & capitalize upon the prevailing market inefficiencies in a  
**Simple, Timely & Efficient** manner

### Focus on Businesses

With ability & commitment to grow  
earnings faster than Nominal GDP

**Purchase at Reasonable Price**  
Entry Level valuations which accord  
“Margin of safety”

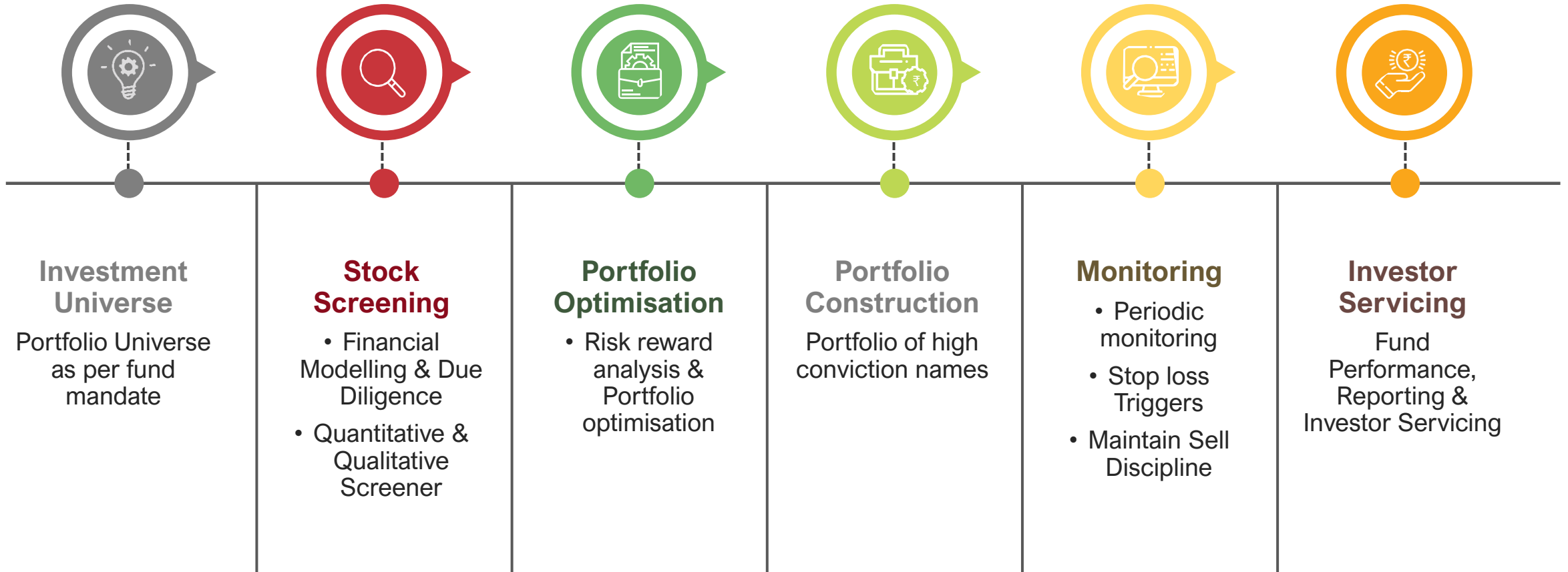


### Buy Companies that have

- Large Opportunity Canvas  
(scope for non-linear growth outcomes)
- Credible Management
- Emphasis on Capital Efficiency
- Superior return ratios



## Investment Process



## Screening

### Fundamentals



Return on Equity >15%  
Net Debt / EBITDA less than 2x  
Improving margins & Turnover Ratios  
Aggregate Portfolio liquidity

### Valuation



Superior EPS Growth, RoCE & Net Debt to EBITDA vs benchmark  
Large Opportunity Canvas

### Governance



Promoter's conduct & Management Integrity  
High Pledge & Accounting Red Flags  
Limited Equity Dilution in recent past

### Financial Modelling & Due Diligence



Visible Earnings CAGR > 15% in medium term  
Sustained Competitive Advantage led by Unique Value Proposition  
Interaction with investee companies & its ecosystem

## Risk Management

### Stop loss Triggers



If loss on stock is higher than benchmark on trailing 9 months by more than 30%

### Periodic Monitoring



Quarterly Monitoring  
Event Based Triggers

### Maintain Sell Discipline



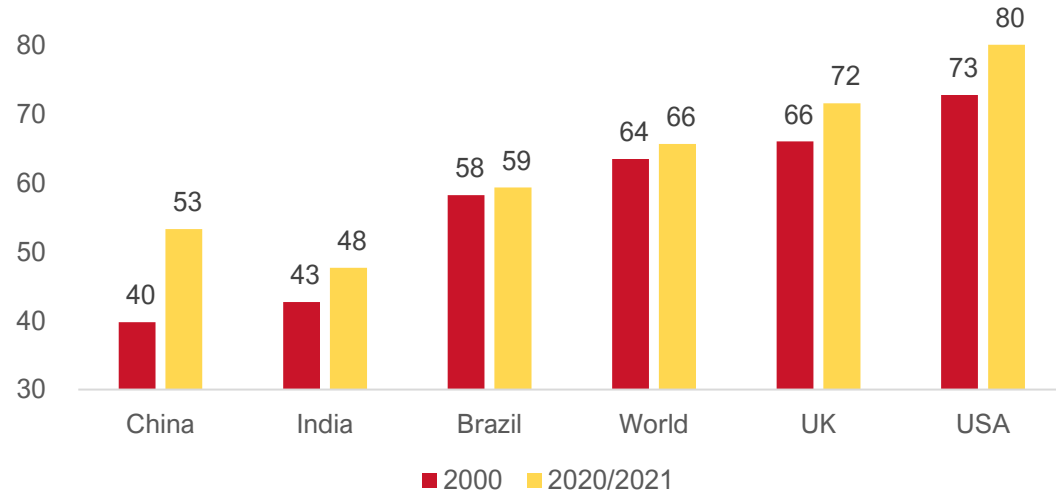
Poor Capital Allocation  
Weakening Competitive Position  
Any emerging governance issues



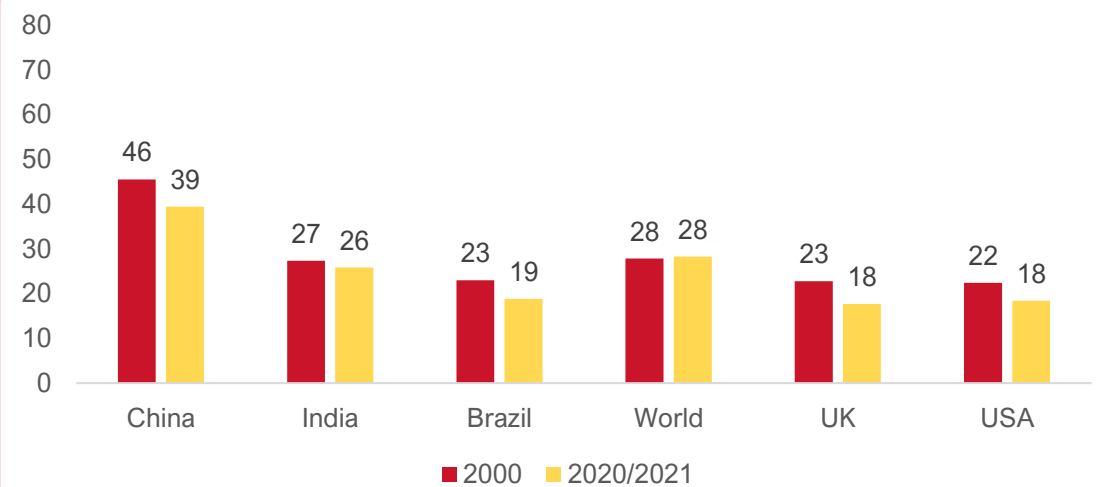
**An ocean of opportunities**

Contribution of Service Sector to GDP is on the rise, across the world.

### Share of Service Sector (% of GDP)



### Share of Manufacturing Industry (% of GDP)



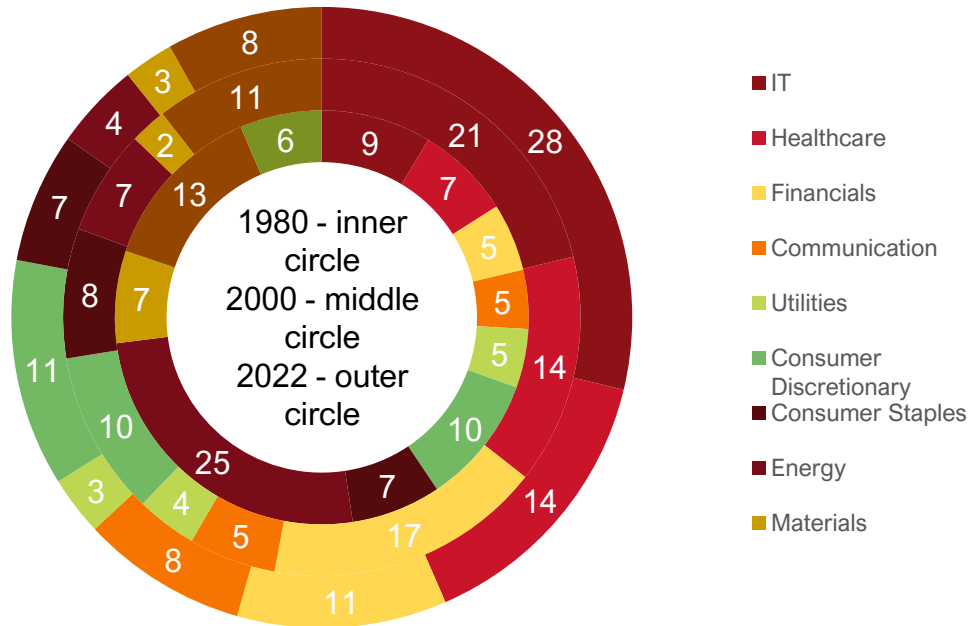
- ✓ From developed to developing countries, services sector share is rising across the board
- ✓ India service sector GDP share remains considerably below that of developed economies
- ✓ China referred to as 'The World's Factory', has seen services output surpass manufacturing sector
- ✓ Manufacturing industry share on the other hand has been declining

**India Service Sector - ample room for further Growth**

# Service Sector taking over Global Indices

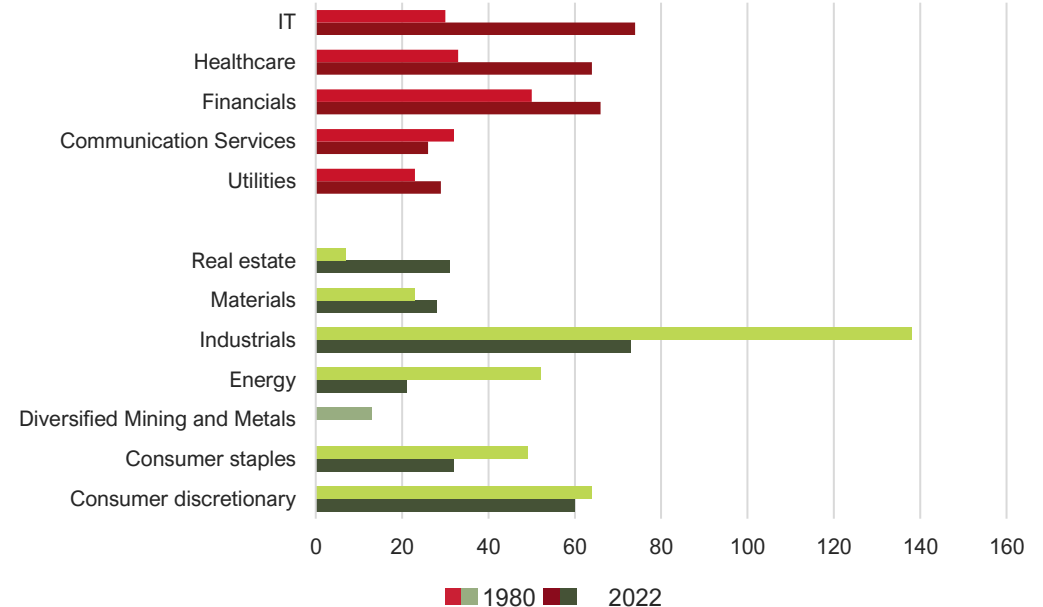
Frontline indices are getting Service heavy with traditional industries making way for Service companies

### Sectoral Composition of S&P 500 by Market Cap



The service sector % has increased significantly over the years.  
IT - 8.6% to 27.9%; Financials - 5.3% to 10.6%; Healthcare - 7.4% to 14.3%

### Number of Companies in S&P 500



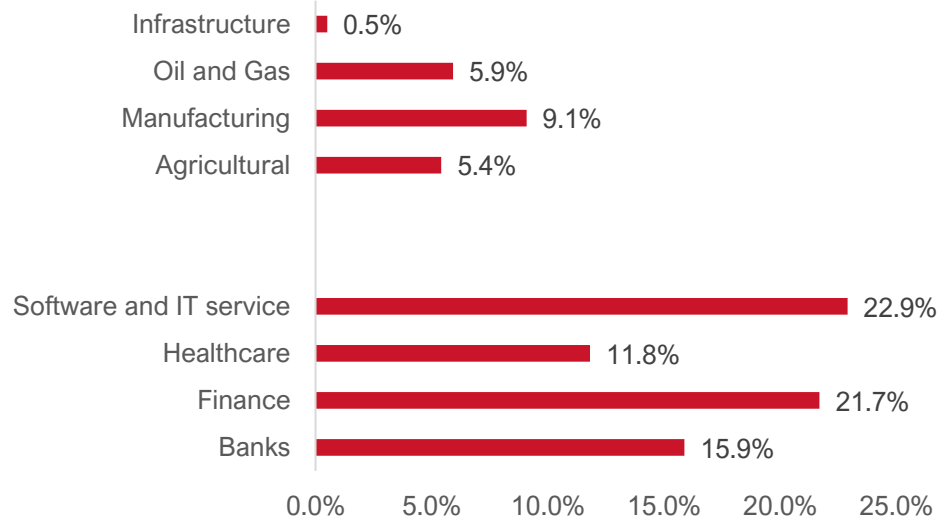
Number of service sector companies also increased over the period.  
IT – 30 to 74; Financials – 50 to 66; Healthcare – 33 to 64

**9 out of the Top 10 Companies of the S&P 500 index are Service Companies!**

# Service Sector - An Expanding Sector Delivering Profits

Listed service sector companies outperform other sector in profitability

FY22 Net Profit Ratio



Average profitability of service sector exceeds non-service sector considerably!

Service Sector dominance seen in top listed profitable companies

Profitability growth of Top Indian listed companies

Company	FY10 profit (INR Mn)	FY22 profit (INR Mn)	Growth
Reliance Industries Limited	2,45,031	5,84,201	138%
TCS	69,643	3,84,490	452%
HDFC BANK	29,487	3,69,614	1153%
Infosys	62,660	2,21,110	253%
Hind. Unilever	21,027	88,520	321%
ICICI Bank	40,250	2,33,395	480%
SBI	1,17,338	3,53,739	201%
HDFC	27,429	1,28,388	368%
Bajaj Finance	894	70,282	7762%

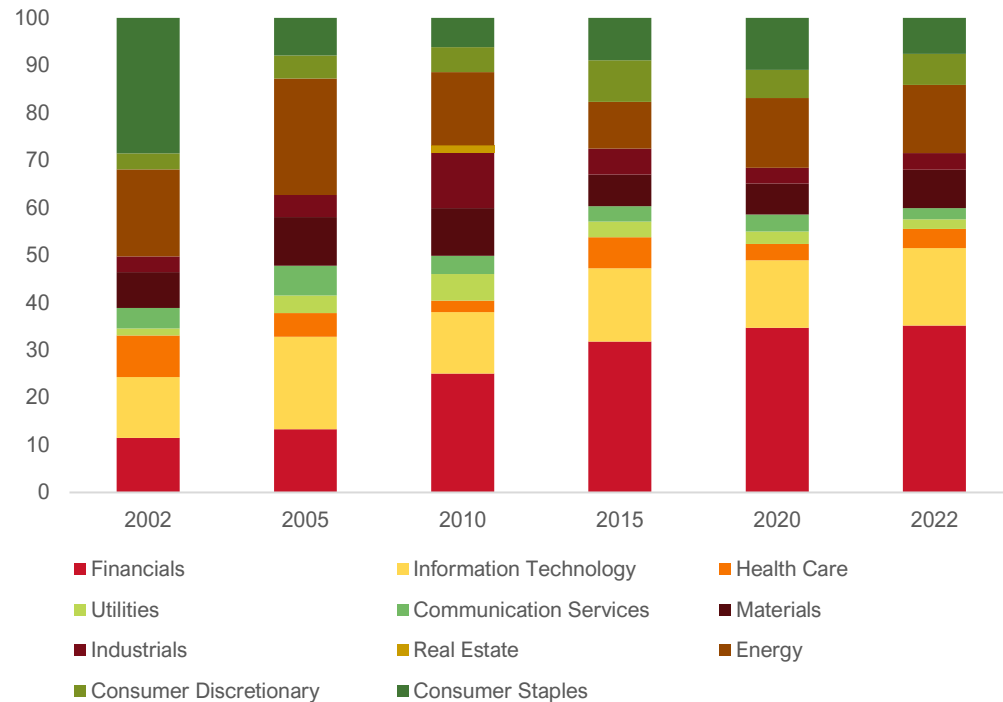
Profitability of top service sector companies has seen exponential growth over the last 12 years!

Sources: Moneycontrol, MOFSL

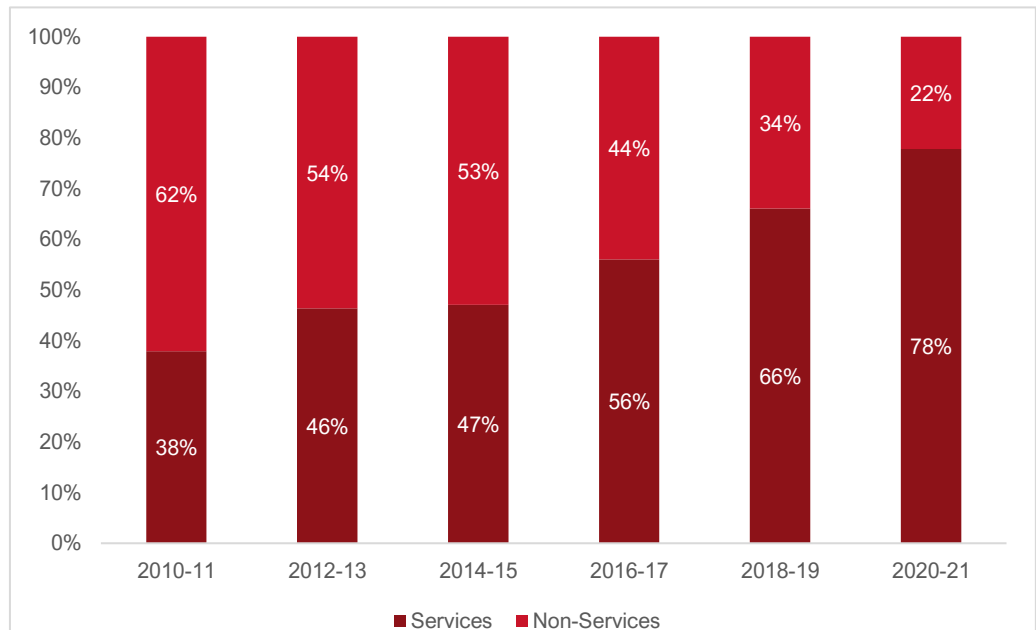
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# Growing Investor Interest in Service Sector

## Nifty 50 – Service Sector Growth



## FDI Inflow Pattern



The proportion of service stocks in the NIFTY 50 index has increased considerably in the last 20 years

Foreign Direct Investments have also shown a shift towards service sector over the years

# Service Sector - Considerable Scope across Sub-Sectors



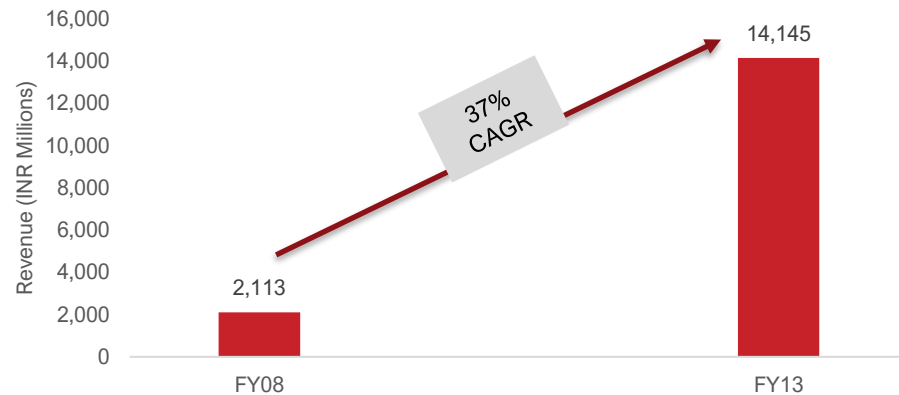




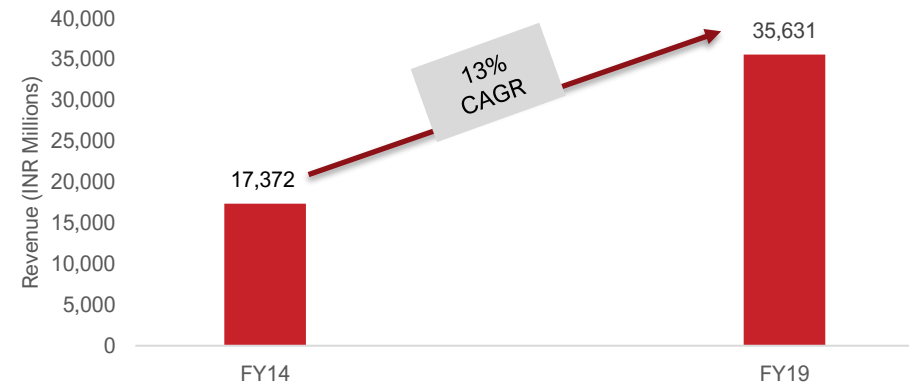
# CASE STUDIES

Jubilant FoodWorks has shown strong pricing power during the inflationary time, resulting in sustainable revenue growth

During Inflationary time (Average annual inflation 10.1% YoY),  
Jubilant FoodWorks revenue grew @ CAGR of 37%...



...Subsequently moderating to 13%, when inflation  
cooled off (Average annual inflation 4.5% YoY)



## Pillars of Growth

### Established Position in QSR

Market leader in the Pizza segment through its exclusive right to operate Domino's Pizza

### Robust Supply-Chain Network

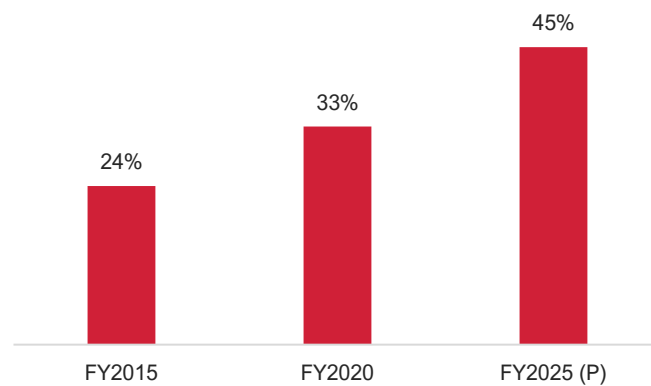
Operates regional supply chain centres, ensuring consistent quality & timely delivery to its stores

### Countrywide Network

More than 1500 stores spread across 337 cities in India

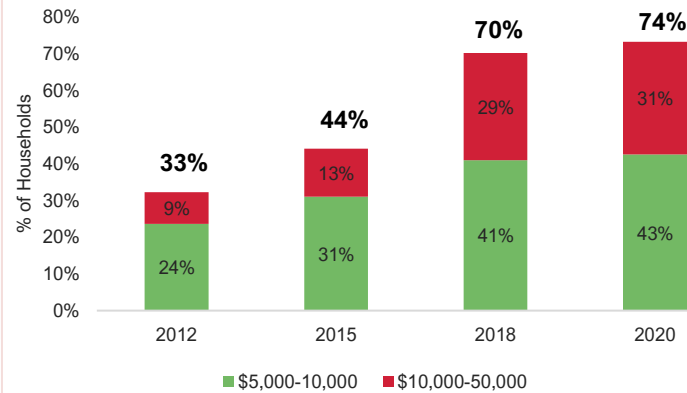
## Increase in share of Organized Apparel Retail..

Share of Organized Retail



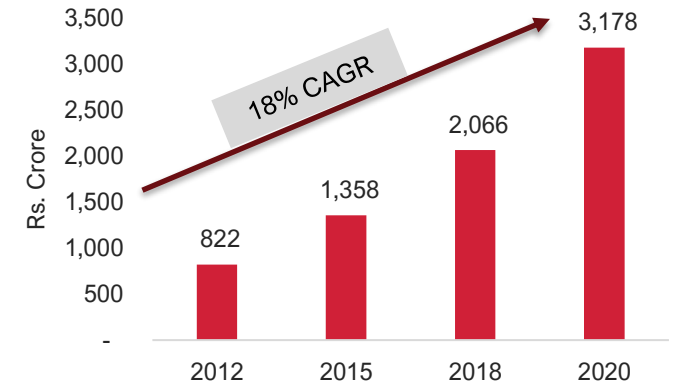
## ..coupled with Rising Household Earnings..

Annual Earnings of Household



## ..driving healthy Revenue Growth for Trent

Revenue\*



## Pillars of Growth

### Aggressive Expansion Strategy

Over FY16-22 Westside store count more than doubled from 93 to 200

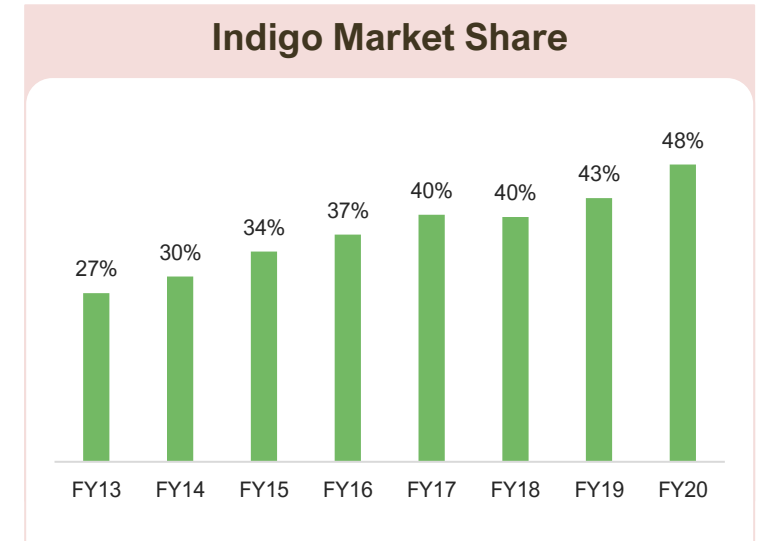
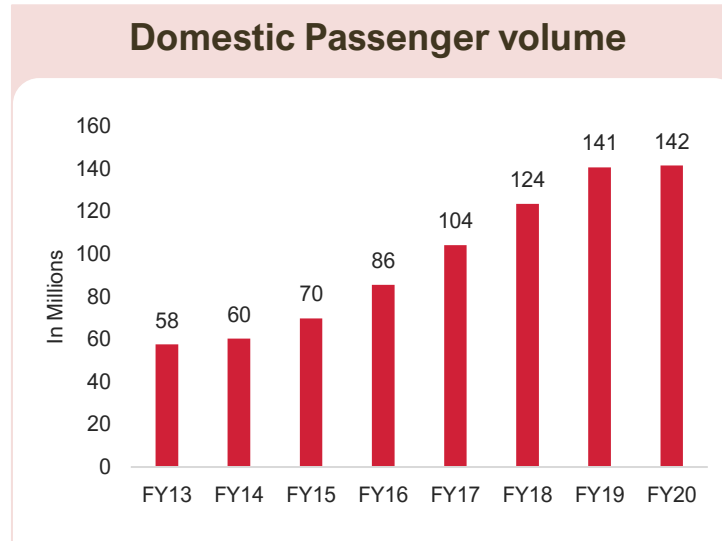
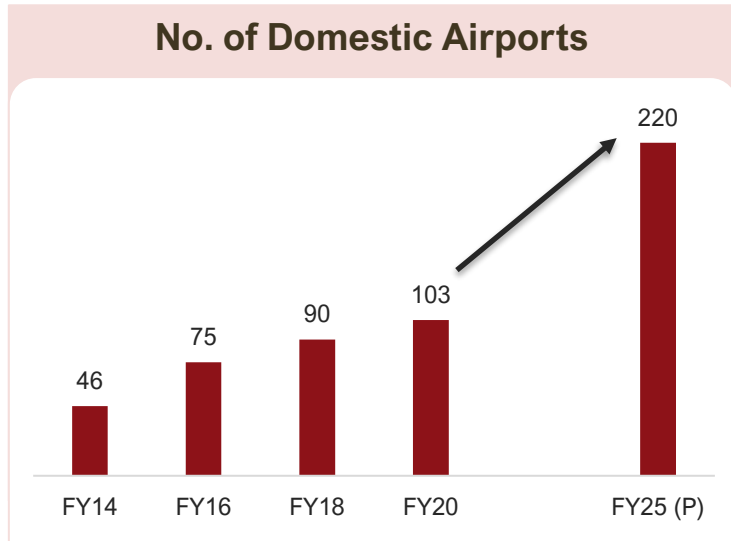
### Diverse Product Offerings

Varied segments including apparel, footwear, food/groceries, accessories, beauty products etc.

### Footfall Growth

Footfall grew at 15% CAGR over FY 15-20 led by trendy fresh designs & lowering price

## Indigo capturing the Domestic passenger market share amid increasing Domestic airports & rising domestic passenger volume



### Pillars of Growth

#### Leading Domestic Air Carrier

Indigo expanded its market share to nearly 55% to emerge as the leading domestic airline.

#### Increasing Demand due to Urbanization

Indian cities are home to ~11% of total global urban population.

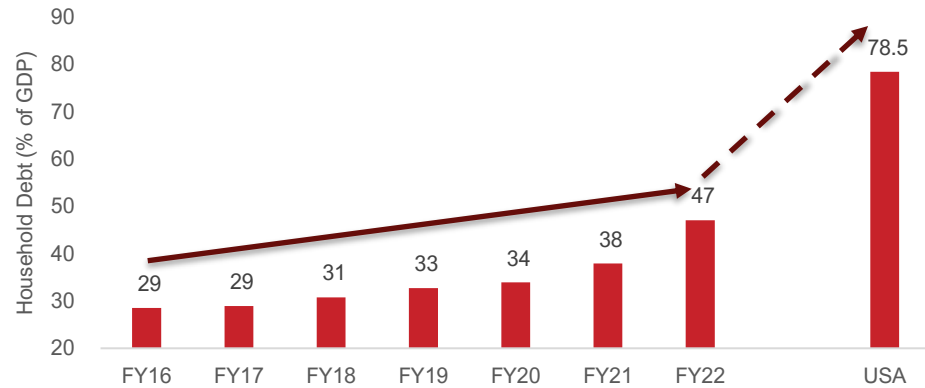
#### Fleet Expansion

Indigo grew its fleet steadily from 19 to 285 aircraft during FY 10 to FY 20 & expanded its capacity @ CAGR of ~30%

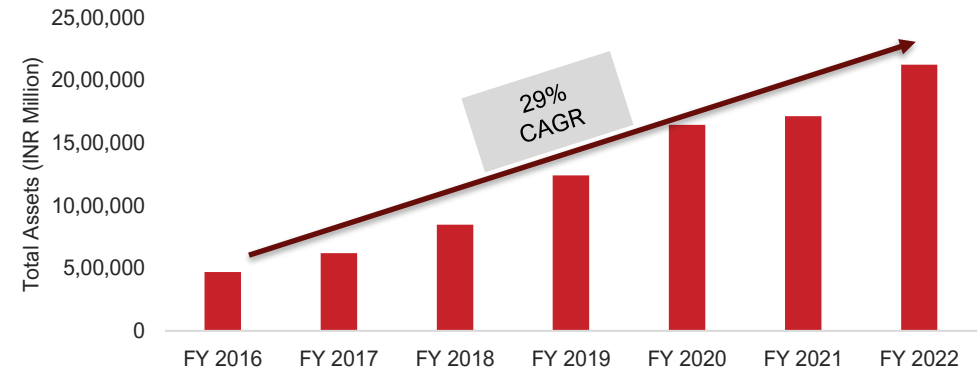
Sources: ICRA, MOFSL, Indigo Annual Report; ABSLAMC Research

## Lower Indian household debt vis-à-vis developed economy like US market will likely benefit Bajaj Finance

Household Debt as a % of GDP has increased @ CAGR of 8% since FY16



During same period Assets of Bajaj Finance have grown at 29% CAGR



### Pillars of Growth

#### Wide Geographical presence

Presence in 3,504 locations across the country, including 2,136 rural branches

#### Large Customer Franchisee

Serving a large customer base of 57.6 million

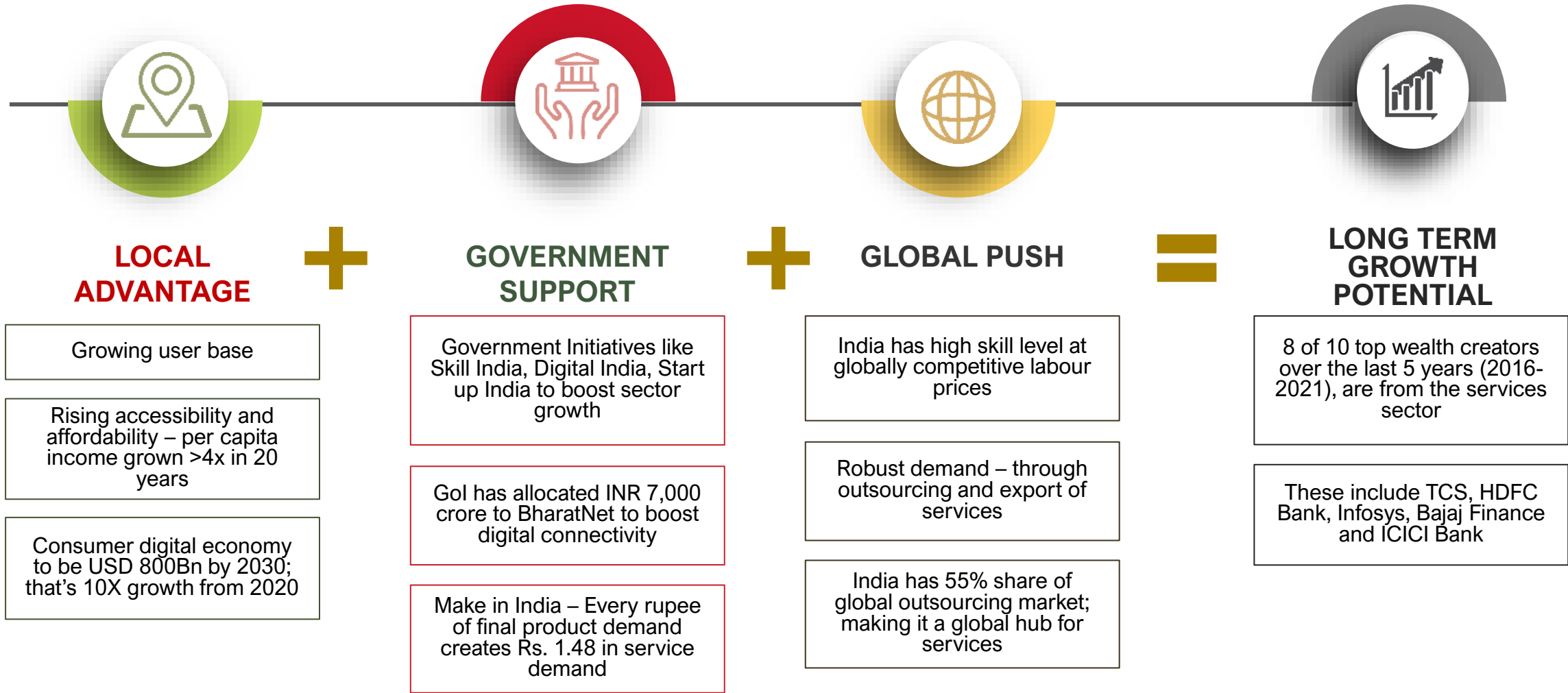
#### Omnichannel Strategy

Serves across all medium of customer presence covering physical, app, web and social

Sources: MOFSL, Tradingeconomics, Bloomberg, ABSLAMC Research

# ABSL India Equity Services Portfolio

# Why invest in the Indian Service Sector?



Sources: Statisticstimes.com; EY Report; Deloitte Report; IBEF

# Our Highest Conviction Stocks in One Portfolio

## Portfolio Positioning

- A PMS scheme investing across **large cap, mid cap & small cap stocks** in a disciplined manner
- Portfolio in companies with service driven business model

## Investment Approach



### Focused Strategy

A combination of our high conviction large cap, mid cap and small cap in one portfolio



### Identifying Opportunities

Intends to identify and invest in companies which can be potential beneficiaries of growing Indian Service Sector



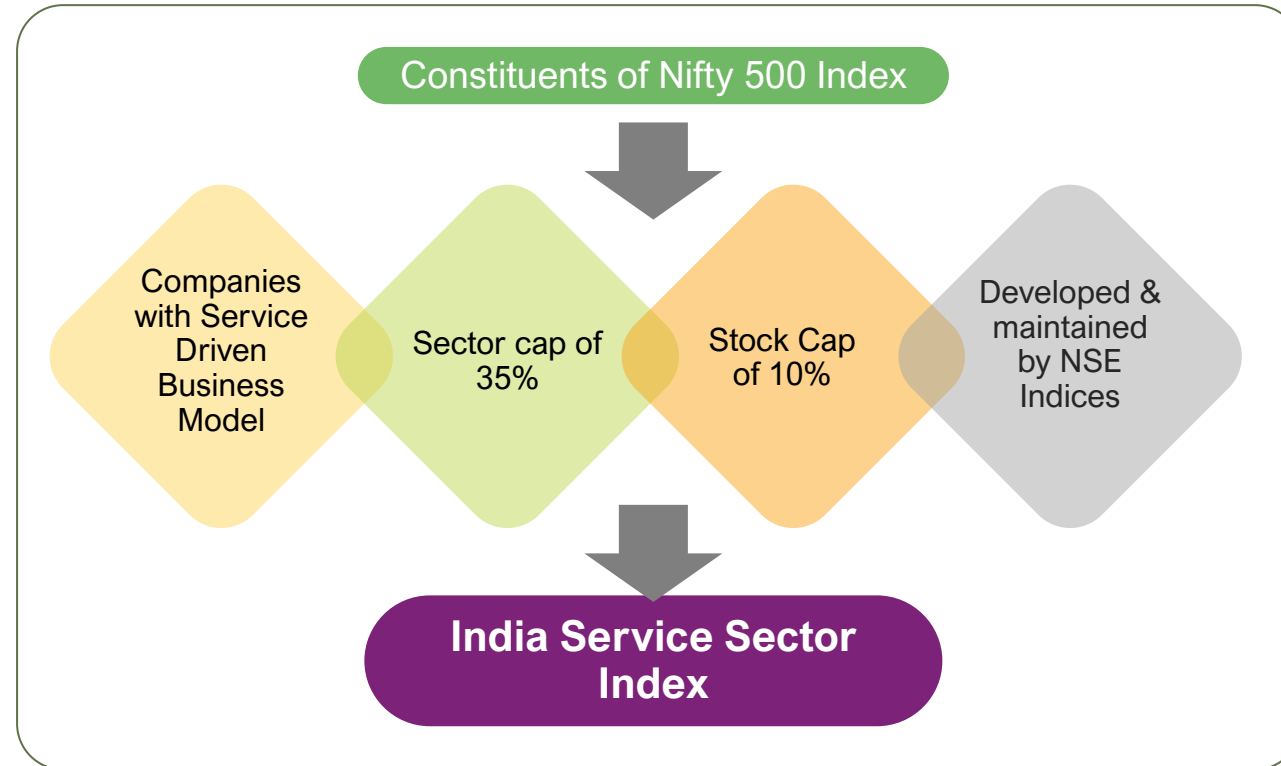
### Stock picking

In line with our Investment Philosophy which focuses on Growth, Superior return ratio and Credible management

**Suitability:** The fund can be suitable for Long term Equity Investors with High-Risk appetite and an investment horizon of 3 years and above



## Portfolio Construction Methodology Using Customized India Service Sector Index with NSE



Designed to capture the performance of companies with a service-driven business model from Nifty 500 Universe. Captures the service sector universe without a heavy reliance on Banking & IT Sector.

# ABSL India Equity Services Portfolio - Portfolio Construct

Aditya Birla Sun Life  
AMC Ltd.

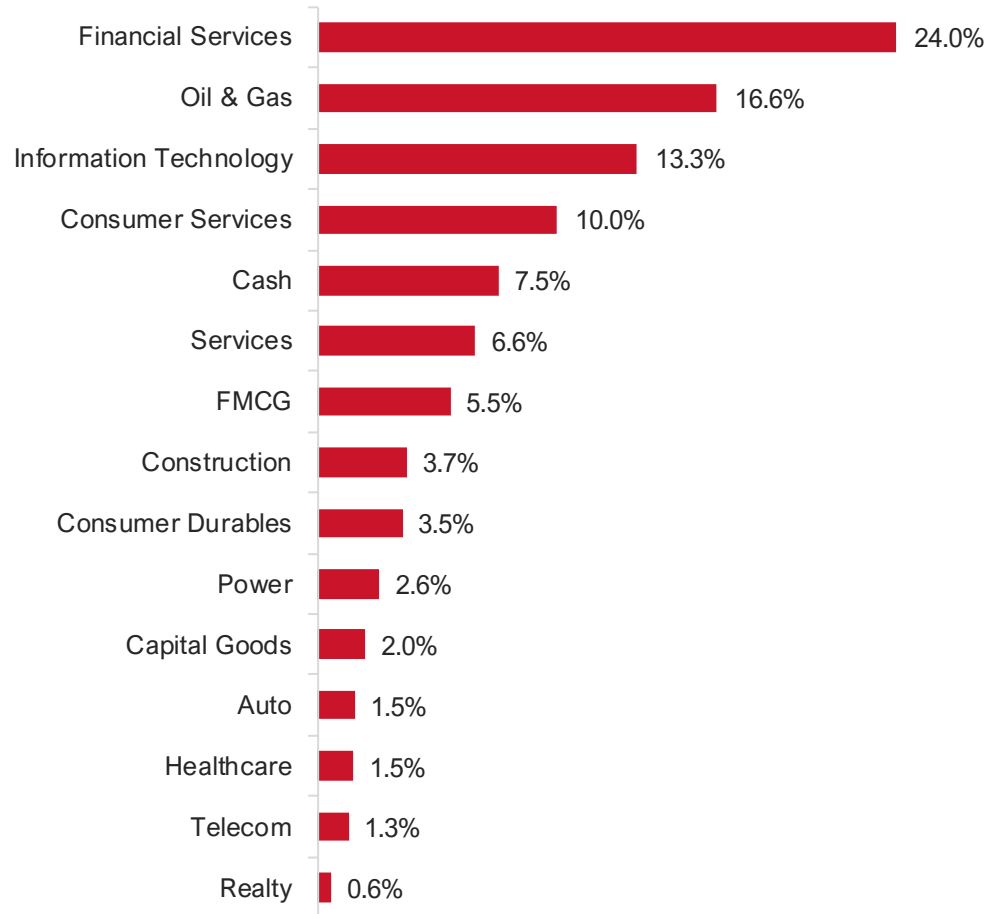
 **ADITYA BIRLA  
CAPITAL**  
ALTERNATE INVESTMENTS

<b>Portfolio Name</b>	ABSL India Equity Services Portfolio
<b>Structure</b>	Discretionary PMS
<b>Strategy</b>	Equity
<b>Nature</b>	Open ended
<b>Market cap</b>	Multi cap
<b>Investment approach</b>	To construct an optimally focused portfolio by investing in high quality business leaders with strong service driven business models across market caps & industries. The investments shall be arranged, made, managed and disposed-off with the view to providing long-term returns to the Contributors.
<b>Investment Manager</b>	Aditya Birla Sun Life AMC Limited (ABSLAMC)
<b>Benchmark</b>	BSE 500 TRI
<b>Portfolio Manager</b>	Sameer Narayan, Salvin Shah
<b>Time Horizon</b>	Minimum 3 years
<b>Minimum Investment</b>	Rs 50 lakhs
<b>Management and Performance fee</b>	Please refer Client Fee Schedule
<b>Operating expenses</b>	Please refer Client Fee Schedule

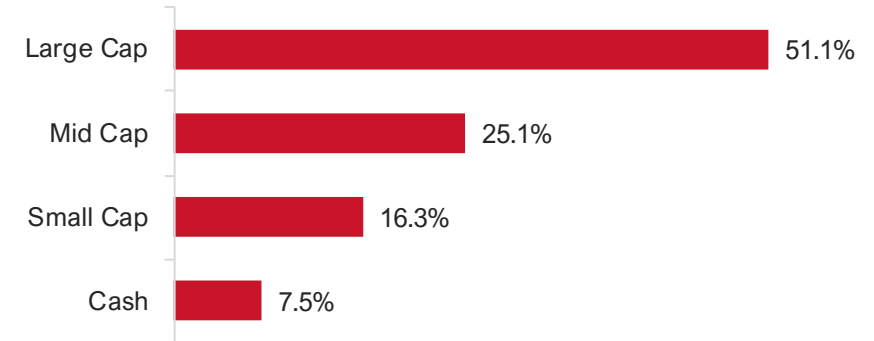
# Portfolio Characteristics

# ABSL India Equity Service Portfolio - Current Portfolio

## Industry Allocation



## Market Cap



## Investment Style

	Growth	Blend	Value
Large Cap			
Mid & Small			

Market Cap Categorization as per Average Market Capitalization of listed companies during the six months ended June 30, 2025.

Source : AMFI

As on October 31, 2025

# ABSL India Equity Services Portfolio - Characteristics

## Portfolio vs. Benchmark (Higher Growth/ROEs with low leverage)

PE (x)	FY25A	FY26E	FY27E
ABSL India Equity Services Portfolio	36.2	41.3	27.2
BSE 500	23.3	20.7	18.3

ROE (%)	FY25A	FY26E	FY27E
ABSL India Equity Services Portfolio	20.6%	18.5%	18.6%
BSE 500	14.3%	14.6%	14.7%

EPS Growth (%)	FY25A	FY26E	FY27E
ABSL India Equity Services Portfolio	36.0%	20.3%	29.3%
BSE 500	12.1%	2.3%	18.4%

Net Debt to Equity* (%)	FY25
ABSL India Equity Services Portfolio	18.8%
BSE 500	18.1%

## Top 10 Holdings & Weights

Top 10 Portfolio Holdings	% of Net Assets
Reliance Industries Ltd	7.3%
Hindustan Petroleum Corporation Ltd	7.0%
HDFC Bank Ltd	6.4%
Tata Consultancy Services Ltd	3.9%
ITC Ltd	3.3%
Adani Ports and Special Economic Zone Ltd	3.3%
Interglobe Aviation Ltd	3.3%
Intellect Design Arena Ltd	3.0%
Union Bank of India	2.9%
Indian Hotels Co Ltd	2.8%

\* Financials excluded in calculation of D/E  
Source: All ratios are based on Internal estimates.

As on October 31, 2025

# Performance – ABSL India Equity Services Portfolio

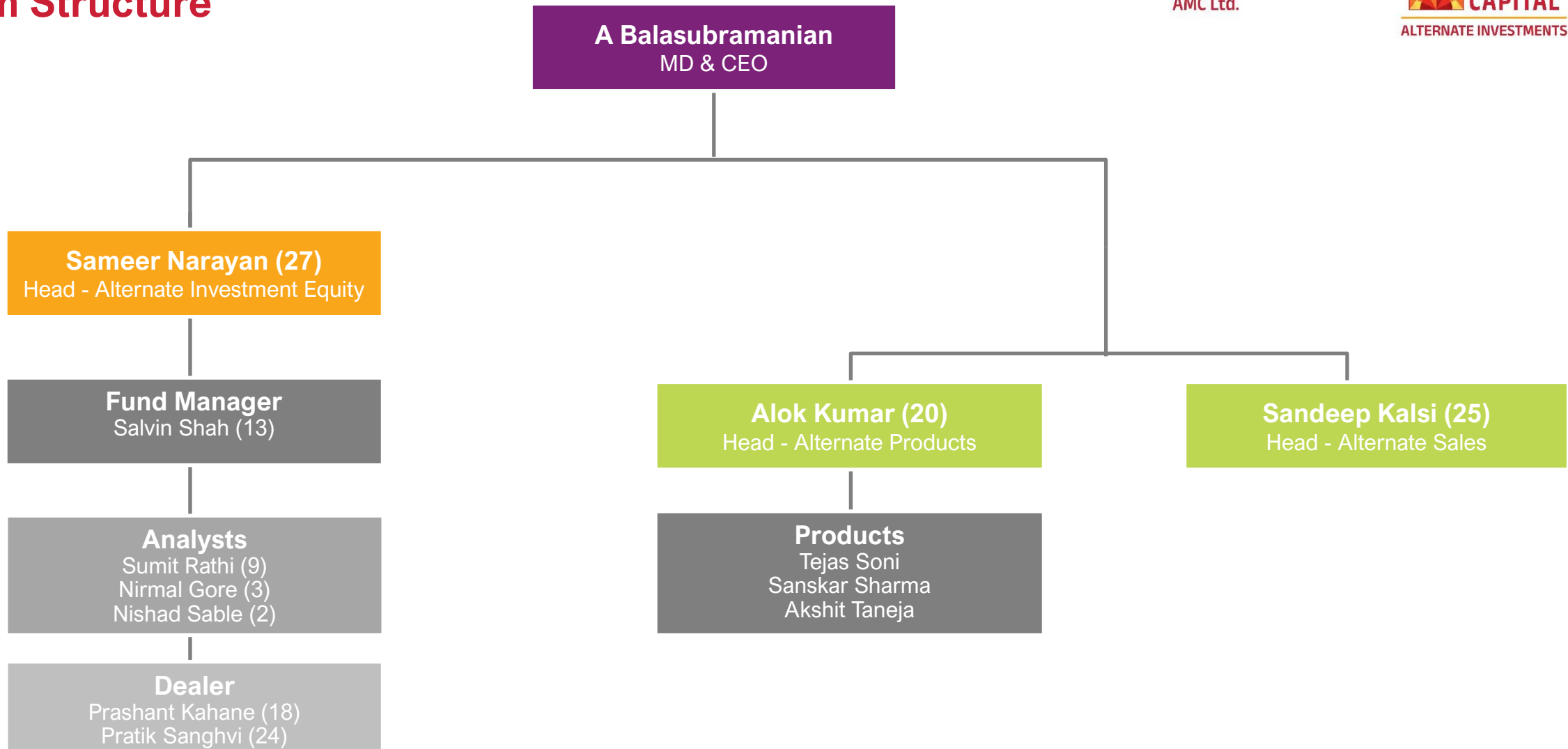
Returns (%)	Absolute				CAGR
	1 month	3 month	6 month	1 year	Since Inception (11/10/2023)
ABSL India Equity Services Portfolio	3.7%	2.2%	6.2%	0.7%	11.1%
BSE 500 TRI	4.3%	3.7%	8.1%	5.3%	17.0%
<i>Out/Underperformance</i>	-0.6%	-1.5%	-1.8%	-4.6%	-5.9%
Nifty India Service Sector Index	4.9%	3.0%	6.2%	4.2%	14.1%
<i>Out/Underperformance</i>	-1.2%	-0.8%	0.0%	-3.5%	-3.0%

As on October 31, 2025

Disclaimer: Past performance of any product does not indicate its future performance. The returns of investment approaches are calculated using TWRR method and considers all inflows and outflows and market value of entire portfolio for computation of performance. It is calculated net of all expenses and fee. Investment approach level performance reported above is not verified by SEBI.

# Alternate Business - Team Structure

# Team Structure



Figures in bracket is No of years of relevant work experience





## Sameer Narayan

### Head-Alternate Investment Equity

- Has 27+ years of experience in Indian Equity markets with significant alpha generation track record over longer time periods.
- Prior to joining ABSLAMC, he was Head – PMS at Invesco Asset Management (India) Pvt Ltd. Managed segregated mandates across both growth (Caterpillar) & value (RISE & DAWN ) strategies.
- Has also set up the Adani Family Office in Sep 2011. Began his buy-side career with BNP Paribas Asset Mgmt in 2006 where he advised offshore mandates.
- Has varied sell-side experience through his stints at SSKI, Enam Securities & Motilal Oswal.
- Qualification: Master in Management Studies (MMS) from Narsee Monjee Institute of Management Studies, Mumbai and B.E. degree with specialization in Production Engineering.



## Salvin Shah

### Portfolio Manager (Equities)

- Has 13+ years in Portfolio Management and Equity Research.
- His endeavor is to maximize returns for the investors while keeping an eye on portfolio risk. He has been successful at identifying themes and stocks at a very early stage which has resulted in multi-bagger returns for the investors.
- Prior to joining ABSLAMC, he worked with Sanctum Wealth Management as Co-fund Manager in their PMS business. Before Sanctum, Salvin was a part of equity research team at Edelweiss Securities and Athena Investment Management.
- Qualification: Member of Institute of Chartered Accountants of India (ICAI) and a commerce graduate from Mumbai University.



## **A Balasubramanian** MD & CEO

- Has over 30 years' experience in the Mutual Fund Industry and has been with ABSLAMC since inception.
- Previously worked with GIC Mutual Fund. Currently, he is on the Board of Governors of SEBI established National Institute of Securities Markets (NISM).
- Qualification: Diploma in Financial Management, AMP from IIM, Bangalore, MBA from GlobalNxt University, Malaysia, Advanced Management Programme from Harvard University.



## **Alok Kumar** Head – Alternate Products

- A dynamic investment professional with 20+ years of rich experience in capital market, building investment product roadmaps & wealth proposition, Investment Advisory and championing New Initiatives in the Financial Sector
- Prior to joining ABSLAMC, he was heading Alternate & Structured Products and Investment Processes at DBS Bank India Limited
- Has also set up the India's first dedicated Retirement Solutions entity under Principal Financial Group
- Developed India Venture Board as a marketplace to facilitate Venture Capital/Private Equity deals in India and SME Exchange as part of National Stock Exchange
- Qualification: MBA from Narsee Monjee Institute of Management Studies, Mumbai and B.E. degree with specialization in Electrical Engineering



## **Sandeep Kalsi** Head – Alternate Sales

- INSEAD Singapore alumnus with 25+ years of diverse experience in the financial services industry, spanning asset management, alternatives, and banking
- Has led large, multi-functional teams with a focus on delivering strategic outcomes and driving organizational growth
- Successfully built and scaled new business ventures from concept to execution across multiple domains
- He brings extensive experience across leading financial institutions, having held roles at ICICI Bank, Fidelity Mutual Fund, SBI Mutual Fund, Edelweiss Alternatives, and Kotak Alternatives

## Risk Factors associated with investments in Equity & Equity related securities:

- Risk arising from the investment objective, investment strategy, asset allocation and quant model risk:
- Market risk, political and geopolitical risk and risk arising from changing business dynamics, which may affect portfolio returns. At times, portfolios of individual clients may be concentrated in certain companies/industries. The performance of the portfolios would depend on the performance of such companies / industries / sectors of the economy.
- The portfolio proposes to invest in equity and equity related securities. Equity and Equity related securities by nature are volatile and prone to price fluctuations on a daily basis due to both macro and micro factors.
- The value of the portfolio will fluctuate as the daily prices of the individual securities in which they invest fluctuate and may be worth more or less than its original cost, at a given point in time.
- In respect of investments in equity and equity-related instruments, there may be risks associated with trading volumes, settlement periods and transfer procedures that may restrict liquidity of investments in equity and equity related securities.
- The value of the portfolio may be affected generally by factors affecting securities markets, such as price and volume volatility in the capital markets, interest rates, currency exchange rates, changes in policies of the Government, taxation laws or policies of any appropriate authority and other political and economic developments and closure of stock exchanges which may have an adverse bearing on individual securities, a specific sector or all sectors including equity and debt markets.
- Within the regulatory limits applicable at any point in time, the Portfolio Manager may choose to invest in unlisted securities that offer attractive yields. Securities, which are not quoted on the stock exchanges, are inherently illiquid in nature and carry a larger amount of liquidity risk, in comparison to securities that are listed on the exchanges or offer other exit options to the investor, including a put option. This may however increase the risk of the portfolio. The liquidity and valuation of the portfolio's investments due to their holdings of unlisted securities may be affected if they have to be sold prior to their target date of disinvestments
- Investment made in unlisted equity or equity-related securities may only be realizable upon listing of these securities. Settlement problems could cause the portfolio to miss certain investment opportunities.
- Investors may note that Portfolio Manager's investment decisions may not always be profitable, as actual market movements may be at variance with anticipated trends.
- Though the constituent stocks of most indices are typically liquid, liquidity differs across stocks. Due to the heterogeneity in liquidity in the capital market segment, trades on this segment may not get implemented instantly.
- The portfolio may have higher concentration towards a particular stock or sector, at a given point in time. Any change in government policy or any other adverse development with respect to such a stock or the sector, may adversely affect the value of the portfolio.
- The Portfolio Manager does not intend to invest in foreign securities.
- The Portfolio Manager does not intend to engage in short selling or stock lending.
- The portfolio also proposes to invest in derivative instruments. However, the portfolio manager does not intend to write options. The Portfolio manager intends to use exchange traded derivatives as a hedging tool & does not intend to take any naked positions. Nevertheless, trading in derivatives market has risks and issues concerning the use of derivatives that investor should understand. Derivative products are specialized instruments that require investment techniques and risk analysis different from those associated with stocks and bonds.

- Derivative products are leveraged instruments and can provide disproportionate gains as well as disproportionate losses to the investor. Even a small price movement in the underlying security could have a large impact on their value. Execution of such strategies depends upon the ability of the Portfolio Manager to identify such opportunities. Identification and execution of such strategies to be persuaded by the Portfolio Manager involve uncertainty and decision of the Portfolio Manager may not always be profitable. No assurance can be given that the Portfolio Manager shall be able to identify or execute such strategies.
- The risks associated with the use of derivatives are different from or possibly greater than, the risk associated with investing directly in securities and other traditional investments. As and when the product trades in the derivatives market there are risk factors and issues concerning the use of derivatives that investors should understand. Derivative products are specialized instruments that require investment techniques and risk analysis different from those associated with stocks and bonds. The use of a derivative requires an understanding not only of the underlying instrument but also of the derivative itself.
- Derivatives require the maintenance of adequate controls to monitor the transactions entered into, the ability to assess the risk that a derivative adds to the portfolio and the ability to forecast price or interest rate movements correctly. There is a possibility that loss may be sustained by the portfolio as a result of the failure of another party (usually referred as the “counter party”) to comply with the terms of the derivatives contract. Other risks in using derivatives include the risk of mispricing or improper valuation of derivatives and the inability of derivatives to correlate perfectly with underlying assets, rates and indices. Thus, derivatives are highly leveraged instruments. Even a small price movement in the underlying security could have a large impact on their value.
- The use of a derivative requires an understanding not only of the underlying instrument but also of the derivative itself. Derivatives require the maintenance of adequate controls to monitor transactions entered into, the ability to assess the risk that a derivative adds to the portfolio and the ability to forecast price or interest rate movements correctly. There is a possibility that loss may be sustained by the portfolio as a result of the failure of another party (usually referred as the “counter party”) to comply with the terms of the derivatives contract. Derivative trades involve execution risks, whereby the rates seen on the screen may not be the rate at which ultimate execution takes place. The options buyer’s risk is limited to the premium paid, while the risk of an options writer is unlimited. However, the gains of an options writer are limited to the premiums earned. The writer of a put option bears the risk of loss if the value of the underlying asset declines below the exercise price. The writer of a call option bears a risk of loss if the value of the underlying asset increases above the exercise price. Investments in index futures face the same risk as the investments in a portfolio of shares representing an index. The extent of loss is the same as in the underlying stocks. Risk of loss in trading futures contracts can be substantial, because of the low margin deposits required, the extremely high degree of leverage involved in futures pricing and potential high volatility of the futures markets.
- The derivatives market in India is nascent and does not have the volumes that may be seen in other developed markets, which may result in volatility in the values. The Portfolio Manager may, from time to time, invest any un-deployed funds in Liquid Portfolio of PMS or in money market instruments. Though the portfolio of liquid funds comprises of short-term deposits, government securities and money market instruments, they cannot be considered as totally risk free. This is because liquidity patterns and short term interest rates of the government change, sometimes on a daily basis, thereby making the fund susceptible. Liquid Portfolio returns are not guaranteed and it entirely depends on market movements.
- Disclaimer: The views expressed above are the views of the Portfolio Managers of the portfolio. They should not be construed as investment advice.
- Investments in securities are subject to market risks and there can be no assurance or guarantee that the objectives of the Product will be achieved. **Past performance may or may not be sustained in future.**
- **Regulatory Disclosure: All investors have the option to invest directly with ABSLAMC-Portfolio Manager**

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