

HOLD TP: Rs 2,445 | ∀ 2%

HDFC AMC

NBFC

Strong quarter but upsides capped; maintain HOLD

- Q1 AUM growth robust at 17% YoY with debt seeing inflows after several quarters of outflow; revenue and EBITDA impressive
- Market share improved in overall and equity AUM; yields lower due to large AUM size
- TP raised to Rs 2,445 (vs. Rs 1,946) on a 12%/11% increase in FY24/FY25 PAT estimates and a higher target P/E of 28.5x (vs. 25x)

Strong growth: HDFC AMC's AUM grew 17% YoY to Rs 4.9tn in Q1FY24 with actively managed equity funds growing at an even higher 26% YoY. Revenue/ EBITDA at Rs 7.3bn/Rs 5.9bn increased 37.5%/46.3% YoY. Revenue growth was bumped up by abnormal other income (MTM gains) of Rs 1.6bn. SIP AUM rose 46% YoY to Rs 1tn, of which ~77% has a tenure of >10Y. Based on the Q1 print, we increase our AUM estimates by 10%/13% for FY24/FY25 to Rs 5.2tn/Rs 5.9tn and raise net profit forecasts by 11-12% each.

Equity tilt; market share improves: HDFC AMC maintained its #3 rank in overall MAAUM with 11.4% market share in Q1FY24 while equity MAAUM share moved up to 12.4% from 12.2% at end-FY23. Equity constituted 56% of MAAUM at end-Q1FY24 vs. 57% in FY23. Debt came as a surprise with both the industry and company witnessing inflows. Calculated revenue yield stood at 47bps of AUM in Q1 (48bps in Q4) and operating margin held at 34bps (35bps in Q4).

Diversified distribution network: HDFC AMC has 229 branches (151 in B30 cities) and tie-ups with over 75,000 distribution partners, servicing customers across ~99% of India's pin-codes. Direct channels contributed 42% of AUM in Q1FY24 whereas MFDs contributed 28%. HDFC Bank, however, brought in only 5.8% of business as compared to 10.3% in FY18, which the company intends to increase now that the bank's merger with HDFC is complete. Within equity AUM, direct channels accounted for 23% share whereas MFDs brought in 40% of business. The company asserted that it maintains a high wallet share in each distribution channel.

Maintain HOLD: The stock is trading at 29.3x FY25E EPS. Apart from raising profit estimates, we also value the stock at a higher 28.5x FY25E EPS vs. 25x earlier, translating to a revised TP of Rs 2,445 (vs. Rs 1,946). Our multiple upgrade stems from a gradual recouping of market share, new scheme launches, improved equity scheme performance, and expectations of a conducive TER rule framework. However, the low share of HDFC Bank in generating business and soft industry net flows will likely remain a drag on growth for a big player like HDFC AMC and thus we value it at a 20% discount to the long-term mean. Our TP carries 2% downside; HOLD.

25 July 2023

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Key changes

	Target	Rating		
Ticke	er/Price	HDFCAMC IN/Rs 2,498		
Mark	et cap	US\$ 6.5bn		
Free	float	37%		
3M A	NDV	US\$ 19.4mn		
52wk	wk high/low Rs 2,589/Rs 1,590			
Promoter/FPI/DII 63%/8%/18%				

Source: NSE | Price as of 24 Jul 2023

Key financials

Y/E 31 Mar	FY23A	FY24E	FY25E
Core PBT (Rs mn)	15,549	16,955	19,457
Core PBT (YoY)	1.1	9.0	14.8
Adj. net profit (Rs mn)	14,239	16,825	18,299
EPS (Rs)	66.7	78.8	85.8
Consensus EPS (Rs)	66.7	71.2	81.0
MCap/AAAUM (%)	11.9	10.2	9.0
ROAAAUM (bps)	31.7	32.1	30.9
ROE (%)	24.5	26.5	26.6
P/E (x)	37.4	31.7	29.1

Source: Company, Bloomberg, BOBCAPS Research

Stock performance

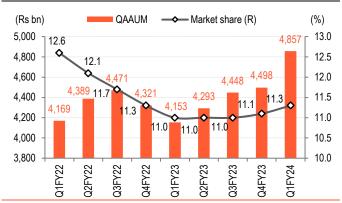


Source: NSE



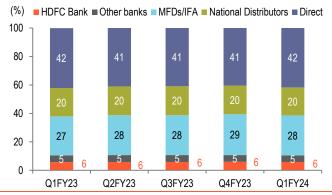


Fig 1 – Market share expands in Q1



Source: Company, BOBCAPS Research

Fig 3 – Direct channel plays an important role in QAAUM distribution mix



Source: Company, BOBCAPS Research | IFA: Independent Financial Advisor

Fig 5 – Unique investors' market share stable

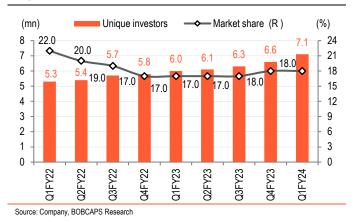
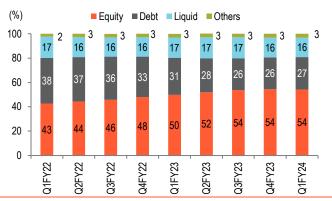
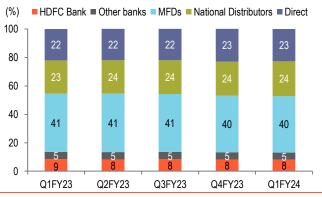


Fig 2 – Equity component maintained at 54% at end-Q1



Source: Company, BOBCAPS Research / Note: AUM = QAAUM

Fig 4 – Equity QAAUM largely dependent on mutual fund distributors (MFD)



Source: Company, BOBCAPS Research

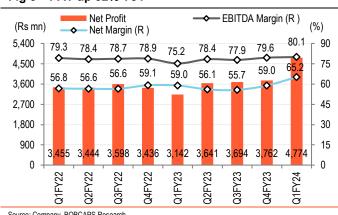


Fig 6 – PAT up 52% YoY

Source: Company, BOBCAPS Research



Fig 7 – Profit and Loss account

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(Rs mn)	Q1FY24	Q1FY23	YoY (%)	Q4FY23	QoQ (%)	FY23	FY22	YoY (%)
Revenue from Operations								
Asset Management Services	5,745	5,216	10.1	5,410	6.2	21,668	21,154	2.4
Other Income	1,581	113	1,298.9	969	63.2	3,158	3,178	(0.7)
Total Income	7,326	5,329	37.5	6,378	14.9	24,826	24,332	2.0
Expenses								
Fees and Commission Expenses	10	14	(29.3)	6	67.8	37	54	(32.0)
Employee Benefits Expenses	838	780	7.4	719	16.6	3,127	3,122	0.2
Other Expenses	613	525	16.8	580	5.8	2,326	1,978	17.6
Total Operating Expenses	1,461	1,319	10.8	1,304	12.0	5,489	5,154	6.5
EBITDA	5,865	4,010	46.3	5,074	15.6	19,336	19,178	0.8
Depreciation, Amortisation and Impairment	129	135	(4.4)	133	(2.6)	533	539	(0.9)
Finance Costs	23	25	(6.4)	24	(1.7)	97	86	12.2
Profit Before Tax	5,713	3,850	48.4	4,918	16.2	18,706	18,553	0.8
Tax Expense								
Current Tax	1,282	898	42.8	1,055	21.5	4,213	4,190	0.5
Deferred Tax Charge/(Credit)	(344)	(190)	80.7	101	(442.1)	254	432	(41.1)
Total Tax Expense	939	708	32.6	1,156	(18.8)	4,467	4,622	(3.3)
Profit After Tax	4,774	3,142	51.9	3,762	26.9	14,239	13,931	2.2
Source: Company, BOBCADS Research								

Source: Company, BOBCAPS Research

Fig 8 – Key performance indicators

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Particulars	Q1FY24	Q1FY23	YoY (%)	Q4FY23	QoQ (%)	FY23	FY22	YoY (%)
AUM (Rs bn)								
QAAUM	4,857	4,153	17.0	4,498	8.0	4,498	4,321	4.1
Actively Managed Equity-oriented QAAUM	2,488	1,968	26.4	2,317	7.4	2,317	1,980	17.0
Debt - QAAUM	1,296	1,268	2.2	1,179	9.9	1,179	1,441	(18.2)
Liquid - QAAUM	774	691	12.0	730	6.0	730	686	6.4
Market share (%)								
QAAUM	11.3	11.0	30bps	11.1	20bps	11.1	11.3	(20bps)
Actively managed equity-oriented - QAAUM	12.1	11.5	60bps	12.0	10bps	12	11.5	50bps
Debt – QAAUM	13.2	13.6	(40bps)	13.3	(10bps)	13.3	14.1	(80bps)
Liquid - QAAUM	13.7	13.1	60bps	13.1	60bps	13.1	13.3	(20bps)
Others								
Number of Live Individual Accounts (mn)	12.1	10.1	19.7	11.3	6.9	11.3	9.8	15.4
Individual MAAUM (Rs bn)	3,328	2,564	29.8	2,992	11.2	2,992	2,599	15.1
Unique Investors (mn)	7.1	6.0	18.3	6.6	7.6	6.6	5.8	13.8
Systematic Transactions (Rs bn)	18.9	12.8	47.7	17.1	10.5	NA	NA	NA
SIP AUM (Rs bn)	1,002	685	46.3	859	16.6	859	712	20.6
B-30 share in AUM (%)	17.2	16.9	1.8	17.8	(3.4)	17.8	16.5	130bps

Source: Company, BOBCAPS Research

Fig 9 – Margin indicators

Margins	Q1FY24	Q1FY23	YoY (%)	Q4FY23	QoQ (%)	FY23	FY22	YoY (%)
EBITDA margin (%)	80.1	75.2	481bps	79.6	50bps	77.9	78.8	(93bps)
Net margin (%)	65.2	59.0	620bps	59.0	618bps	57.4	57.3	10bps
Revenue yield (bps)	47.3	50.2	(292bps)	48.1	(79bps)	48.2	49.0	(78bps)

Source: BOBCAPS Research



Earnings call highlights

Industry highlights

- Industry QAAUM grew 14% YoY to Rs 43.1tn at end-Q1FY24. QAAUM for actively managed equity-oriented funds stood at Rs 20.6tn while that for equity-oriented index funds was close to Rs 0.6tn.
- Net flows into equity-oriented funds amounted to Rs 198bn at end-Q1FY24, with Rs 172bn coming into actively managed equity-oriented funds and the remaining Rs 26bn (or 13%) into equity-oriented index funds. Industry SIPs reached flows of Rs 147bn in Jun'23 compared to Rs 123bn in Jun'22.
- June saw positive industry flows in ultra-short-term debt funds and money market funds as investors looked to take advantage of declining interest rates.

Business highlights

- HDFC AMC's revenue from asset management operations grew at a strong 10% YoY to Rs 5.7bn. Owing to MTM gains in a buoyant equity market, other income was abnormally high at Rs 1.6bn as compared to Rs 113mn in Q1FY23.
- Employee expenses grew 7% YoY to Rs 838mn. Excluding non-cash charge towards ESOPs, this figure reduces to Rs 728mn as against Rs 677mn in Q1FY23, an increase of 8% YoY.
- Other expenses rose 6% QoQ owing to CSR expenses.
- Operating profit margin stood at 34bps of AUM for the quarter, whereas operating revenue margin stood at 47bps. Operating expenses were at 13bps.
- PAT grew 52% YoY to Rs 4.8bn on revenue of Rs 7.3bn (+38% YoY) in Q1FY24.
- HDFC AMC's debt QAAUM market share was at 13.2%. The ratio of equityoriented and non-equity oriented QAAUM was 54:46 at end-Q1FY24, compared to the industry ratio of 49:51. Actively managed QAAUM market share was at 12.2%.
- As of Jun'23, 65% of the company's total MAAUM was contributed by individual investors compared to 57% for the industry.
- Live accounts totalled 12.1mn as on June and unique customers clocked in at 7.1mn compared to 38.3mn for the industry, a market share of 18%.

Yields

- Management expects operating margin to be diluted further as new flows come in and existing low-cost move out. However, the pace of dilution has slowed meaningfully due to rationalisation of brokerages.
- Yields would fall as AUM rises because regulation states that an increase in AUM will entail a fall in TER (slab-wise). For instance, the AUM of HDFC Balanced Advantage Fund was ~Rs 520bn as on 31 March with a corresponding TER of 1.5%. AUM increased to Rs 570bn at the end of June with TER declining to 1.47%, a 3bps dip solely due to the change in AUM.



Blended equity yields stood at 68-69bps in Q1FY24.

Market share

- HDFC AMC has a high market share on equity businesses across distribution channels, i.e. national distributors (ND), banks, mutual fund distributors (MFD), fintech and direct channels.
- The company aims to garner a large share of flows but not at the cost of profitability. Management sees no direct correlation between paying higher brokerage and securing higher market share.

Promoter change

- HDFC AMC has ~30% share in the equity flows being generated by HDFC Bank (HDFCB).
- Management is optimistic about the merger between HDFC and HDFCB and aims to focus on alignment of interests and to capitalise on synergies. The bank is maintaining an open architecture, but the company's vast range of products gives management confidence that wallet share in the bank's distribution will move up.

Others

- HDFC AMC launched an equity-oriented thematic sectoral fund in Q1, viz. HDFC Defense Fund. Two NFOs are to be launched this month: (i) HDFC Transportation and Logistics Fund, and (ii) HDFC Charity Fund for Cancer Cure.
- The number of employees has increased by 42 sequentially in junior roles and will not cause any material change in the employee cost ratios.



Valuation methodology

HDFC AMC is one of the largest fund houses in India and enjoys considerable moats in the form of brand strength, pedigree and a large AUM base. Based on the robust Q1FY24 print, we increase our AUM estimates by 10%/13% for FY24/FY25 to Rs 5.2tn/Rs 5.9tn and raise net profit forecasts by 12%/11%.

The stock is currently trading at 29.3x FY25E EPS. We now value the stock at 28.5x FY25E EPS (vs. 25x earlier) considering a gradual recouping of market share, new scheme launches, improved equity scheme performance, and expectations of a conducive TER framework.

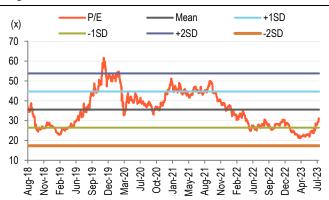
That said, the low share of HDFC Bank in generating business (5.8% of QAAUM in Q1FY24 vs. 10.3% in FY18) and soft industry net flows (Rs 762bn in FY23 vs. Rs 2.5tn in FY22 and a mere Rs 279bn in Q1FY24) will likely remain a drag on growth for a big player like HDFC AMC and thus our multiple is set at a 20% discount to the long-term mean. Based on our revisions, we have a new TP of Rs 2,445 (vs. Rs 1,946), which carries 2% downside; maintain HOLD.

Fig 10 – Revised estimates

(Po mn)	New	,	Old		Change	e (%)
(Rs mn)	FY24E	FY25E	FY24E	FY25E	FY24E	FY25E
Total Income	29,628	32,164	26,599	29,149	11.4	10.3
EBITDA	23,215	25,224	20,752	22,837	11.9	10.5
Profit After Tax (PAT)	16,825	18,299	15,002	16,532	12.2	10.7
AUM	5,248	5,927	4,760	5,260	10.3	12.7
EBITDA Margin (%)	78.4	78.4	78.0	78.3	34bps	8bps
Net Margin (%)	56.8	56.9	56.4	56.7	39bps	18bps
Source: BOBCARS Research						

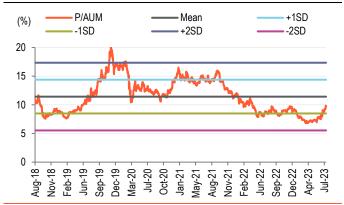
Source: BOBCAPS Research





Source: BOBCAPS Research

Fig 12 – 1Y fwd P/AUM band



Source: BOBCAPS Research



Key risks

- Decline in AUM growth due to increased competition: HDFC AMC has witnessed intense competitive pressure that has eroded market share over the past five years. Higher competition coupled with new entrants could dampen AUM growth and hurt revenue.
- Prolonged weakness in equity markets: Equity assets constitute a significant portion of the company's AUM. Thus, a decline in Indian equity markets would cause AUM to decline directly as the value of the underlying securities fall, and indirectly as securities investments become less attractive for investors, resulting in net outflows or redemptions. Any decrease in AUM will impact fees and hence net profit.
- Regulatory risks: AMCs are regulated by SEBI and could be adversely impacted in case of unfavourable policy changes.
 - In the event the regulator mandates a further decline in TER, yields could reduce further.
 - SEBI in Apr'22 had barred fund houses from floating new schemes till the industry complied with its direction to discontinue mutual fund investments by distributors and brokers from their pool accounts.
- Covid-like disruptions: While Covid-related lockdowns are unlikely to be unduly harsh in future, we believe that any such lockdowns/disruptions due to any pandemic/virus mutations would be a risk to retail customer acquisition and could also result in higher redemptions.

Sector recommendation snapshot

Company	Ticker	Market Cap (US\$ bn)	Price (Rs)	Target (Rs)	Rating
Aditya Birla Sun Life AMC	ABSLAMC IN	1.4	401	375	HOLD
HDFC AMC	HDFCAMC IN	6.5	2,498	2,445	HOLD

Source: BOBCAPS Research, NSE | Price as of 24 Jul 2023

Glossary

Glossary			
AUM	Assets Under Management	MF	Mutual Fund
AAAUM	Average Annual Assets Under Management	МТМ	Mark to Market
B30	Beyond the Top 30 cities	ND	National Distributor
CSR	Corporate Social Responsibility	NFO	New Fund Offer
IFA	Investment Financial Advisor	QAAUM	Quarterly Average Assets Under Management
MAAUM	Monthly Average Assets Under Management	SIP	Systematic Investment Plan
MFD	Mutual Fund Distributor	TER	Total Expense Ratio



Financials

Income Statement

Y/E 31 Mar (Rs mn)	FY21A	FY22A	FY23A	FY24E	FY25E
Investment mgmt. fees	18,525	21,154	21,668	24,149	27,223
YoY (%)	(7.5)	14.2	2.4	11.5	12.7
Operating expenses	3,884	5,154	5,489	6,413	6,940
Core operating profits	14,641	15,999	16,179	17,736	20,282
Core operating profits growth (%)	(6.9)	9.3	1.1	9.6	14.4
Depreciation and Interest	644	625	630	782	825
Core PBT	13,997	15,375	15,549	16,955	19,457
Core PBT growth (%)	(7.5)	9.8	1.1	9.0	14.8
Other income	3,492	3,178	3,158	5,479	4,942
PBT	17,490	18,553	18,706	22,433	24,399
PBT growth (%)	5.8	6.1	0.8	19.9	8.8
Tax	4,232	4,622	4,467	5,608	6,100
Tax rate (%)	24.2	24.9	23.9	25.0	25.0
Reported PAT	13,258	13,931	14,239	16,825	18,299

Balance Sheet

Y/E 31 Mar (Rs mn)	FY21A	FY22A	FY23A	FY24E	FY25E
Equity capital	1,065	1,066	1,067	1,067	1,067
Reserves & surplus	46,697	54,234	60,017	65,065	70,554
Net worth	47,762	55,300	61,084	66,132	71,621
Borrowings	0	0	0	0	0
Other liab. & provisions	3,185	3,503	4,281	5,349	6,772
Total liab. & equities	50,947	58,804	65,365	71,480	78,393
Cash & bank balance	47,556	55,783	60,832	67,792	75,103
Fixed & Other assets	3,078	2,714	4,229	3,688	3,290
Total assets	50,947	58,804	65,365	71,480	78,393

Per Share

Y/E 31 Mar (Rs)	FY21A	FY22A	FY23A	FY24E	FY25E
EPS	62.2	65.3	66.7	78.8	85.8
Dividend per share	34.0	42.0	48.0	55.2	60.0
Book value per share	223.9	259.2	286.3	309.9	335.6

Valuations Ratios

Y/E 31 Mar (x)	FY21A	FY22A	FY23A	FY24E	FY25E
P/E	40.2	38.2	37.4	31.7	29.1
P/BV	11.2	9.6	8.7	8.1	7.4
Dividend yield (%)	1.4	1.7	1.9	2.2	2.4

Y/E 31 Mar (bps of AAAUM)	FY21A	FY22A	FY23A	FY24E	FY25E
Operating income	44.6	49.0	48.2	46.0	45.9
Operating expenses	9.3	11.9	12.2	12.2	11.7
EBITDA	43.6	44.4	43.0	44.2	42.6
Depreciation and Others	1.5	1.4	1.4	1.5	1.4
Core PBT	33.7	35.6	34.6	32.3	32.8
Other income	8.4	7.4	7.0	10.4	8.3
PBT	42.1	42.9	41.6	42.8	41.2
Тах	10.2	10.7	9.9	10.7	10.3
ROAAAUM	31.9	32.2	31.7	32.1	30.
Y/E 31 Mar	FY21A	FY22A	FY23A	FY24E	FY25
Ratio Analysis	EV21A	EV22A	EV32A	EV24E	EV25
Y/E 31 Mar	FY21A	FY22A	FY23A	FY24E	FY25
Y/E 31 Mar YoY growth (%)					
Y/E 31 Mar YoY growth (%) Investment mgmt. fees	(7.5)	14.2	2.4	11.5	12.
Y/E 31 Mar YoY growth (%) Investment mgmt. fees Core operating profit	(7.5) (6.9)	14.2 9.3	2.4	11.5 9.6	12. 14.
Y/E 31 Mar YoY growth (%) Investment mgmt. fees Core operating profit EPS	(7.5) (6.9) 4.9	14.2	2.4	11.5	12. 14.
Y/E 31 Mar YoY growth (%) Investment mgmt. fees	(7.5) (6.9) 4.9	14.2 9.3	2.4	11.5 9.6	
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Y/E 31 Mar YoY growth (%) Investment mgmt. fees Core operating profit EPS Profitability & Return ratios (Operating inome to Total inc. Cost to Core income ratio EBITDA margin	(7.5) (6.9) 4.9 %) 84.1 21.0 82.4	14.2 9.3 5.1 86.9 24.4 78.8	2.4 1.1 2.2 87.3 25.3 77.9	11.5 9.6 18.2 81.5 26.6 78.4	12. 14. 8. 84. 25. 78.
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Annual Average AUM

Y/E 31 Mar	FY21A	FY22A	FY23A	FY24E	FY25E
AAAUM (Rs bn)	4,156	4,321	4,498	5,248	5,927
YoY Growth (%)	12.4	4.0	4.1	16.7	12.9
% of AAAUM					
Equity	40	46	52	52	53
Debt	38	33	26	26	25
Liquid	19	16	16	16	15
Others	3	5	6	6	7

Source: Company, BOBCAPS Research



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Recommendation scale: Recommendations and Absolute returns (%) over 12 months

BUY – Expected return >+15% HOLD – Expected return from -6% to +15% SELL – Expected return <-6%

Note: Recommendation structure changed with effect from 21 June 2021

Our recommendation scale does not factor in short-term stock price volatility related to market fluctuations. Thus, our recommendations may not always be strictly in line with the recommendation scale as shown above.

Ratings and Target Price (3-year history): HDFC AMC (HDFCAMC IN)



B - Buy, H - Hold, S - Sell, A - Add, R - Reduce

Analyst certification

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