RESULT REPORT Q3 FY25 | Sector: Insurance (Life)

Max Financial Services Ltd.

Relatively soft quarter not structural

Our view - Margin improvement on the anvil via product mix change

VNB margin – VNB margin was impacted by product mix and surrender rule changes but guidance was somewhat encouraging: Calculated VNB margin for 3QFY25 fell - 43bps QoQ and -406 bps YoY to 23.2%. Of the ~400 bps decline in margin YoY, 300 bps is due to product mix change. The remaining 100 bps impact is due to the impact of surrender value changes. The management had guided for a net impact of 100-200bps from surrender rule changes but has contained the impact at lower end. The company will revert to a medium-term VNB margin of 25% on the back of fixing its product mix. In the near term, margin is generally better in 4Q on account of operating leverage and a margin of 23-24% will be achieved. The share of about 45% currently for ULIP is on the higher side and the company would be like to be in the 35-40% range. The company should be back to a 35-40% share for ULIP in about a couple of quarters. The intention is to shift 5-7% of ULIP share to 5-7% of Non-Par share, which will help achieve the 25% VNB margin target.

APE growth – APE growth was negative sequentially on account of general industry slowdown and some preponement of business: New business APE de-grew/grew by -2.9%/17.4% QoQ/YoY. APE de-growth was primarily on account of a general slowdown at the industry level. The private sector grew 24% in 1H, whereas the overall industry grew 14% in 1H. This has slowed to 13% and 5%, respectively, in 3Q. There is a sequential shaving off of Rs 0.62bn worth of business to Rs 21.08bn in 3Q, of which about Rs 0.2-0.3bn could be due to preponement of business before the beginning of the surrender rule changes. The company should achieve an overall growth of 20% or higher for the full year but would not reach a 25% level. In the medium term, the company will grow 300-500 bps faster than the market.

We maintain 'BUY' rating on MAXF with a revised price target of Rs 1500: We value Max Life (MLI) at 2.7x FY26 P/EV for an FY25/26/27E RoEV profile of 19.7/19.4/19.3% and then apply a 20% holding company discount.

(See Comprehensive con call takeaways on page 2 for significant incremental colour.)

Other Highlights (See "Our View" above for elaboration and insight)

- VNB growth: VNB de-grew -4.6%/-0.1% QoQ/YoY driven lower YoY by contraction in VNB Margin.
- Expense control: Expense ratio fell/rose -280bps/13bps QoQ/YoY to 22.9%, QoQ driven lower by fall of -297bps in Opex ratio.
- Persistency: 37th month ratio rose 100bps YoY to 64% whereas 61st month ratio was flat YoY at 58%

Exhibit 1: Result table

Rs mn	Q3FY25	Q3FY24	% yoy	Q2FY25	% qoq
NBP	30,000	26,890	11.6%	30,150	-0.5%
Renewal premium	52,230	46,080	13.3%	47,230	10.6%
Income from investments	21,205	18,378	15.4%	21,705	-2.3%
APAT	698	1,712	-59.2%	1,393	-49.9%
Expense ratio	22.9%	22.8%	13bps	25.7%	-280bps
37th mo. Persistency^	64.0%	63.0%	100bps	64.0%	0bps
APE	21,080	17,950	17.4%	21,700	-2.9%
Ind APE	20,430	17,605	16.0%	20,490	-0.3%
VNB	4,887	4,890	-0.1%	5,123	-4.6%
VNB Margin	23.2%	27.2%	-406bps	23.6%	-43bps

Source: Company, YES Sec-Research, ^N.B. Individual policies excluding single pay/fully paid up policies



Recommendation : **BUY**

Current price : Rs 1,121

Target price : Rs 1,500

Potential return : 34%

Stock data (as on February 5, 2025)

Nifty	23,776
52 Week h/I (Rs)	1306 / 862
Market cap (Rs/USD mn)	373915 / 4291
Outstanding Shares (mn)	345
6m Avg t/o (Rs mn):	1,141
Div yield (%):	-
Bloomberg code:	MAXF IN
NSE code:	MFSL

Stock performance



Shareholding pattern (As of Dec'24 end)

Promoter	3.3%
FII+DII	90.2%
Others	6.5%

Δ in stance

(1-Yr)	New	Old
Rating	BUY	BUY
Target Price	1500	1550

Financial Summary

Rs mn	FY25E	FY26E	FY27E
APE	90,274	105,205	122,654
% yoy	21.5%	16.5%	16.6%
VNB	20,763	25,775	30,050
VNB Margin	23.0%	24.5%	24.5%
PAT	8,607	10,611	13,000
% yoy	139.3%	23.3%	22.5%
EVPS (Rs)	580.4	687.4	813.0
VNBPS (Rs)	48.7	60.5	70.5
ROEV (%)	19.7%	19.4%	19.3%
P/EV (x)	1.9	1.6	1.4
P/VNB (x)	23.0	18.5	15.9

Δ in earnings estimates

Rs bn	FY25E	FY26E	FY27E
VNB (New)	20.8	25.8	30.1
VNB (Old)	21.8	26.5	30.9
% change	-4.8%	-2.8%	-2.9%

SHIVAJI THAPLIYAL

Head of Research (Overall) & Lead Sector Research Analyst

1 +91 22 6992 2932



SIDDHARTH RAJPUROHIT, Analyst SURAJ SINGHANIA, Associate

COMPREHENSIVE CON-CALL TAKEAWAYS

VNB and **VNB** margin

VNB

- The VNB was at Rs 12.55bn in 9MFY25, up by 9% YoY.
- The VNB was at 4.89bn in 3QFY25, flat YoY.

Guidance

The company expects VNB to grow by high single digit in FY25.

VNB margin

- The VNB margin for 9MFY25 was 21.9%, down by -340bps YoY.
- The VNB margin for 3QFY25 was at 23.2%, down -400bps YoY.

Reasons for decline in margin

- Of the 400 bps decline in margin YoY from Q3FY24 to Q3FY25, 300 bps is due to product mix change.
- The remaining 100 bps impact is due to the impact of surrender value changes.
- It may be noted that the share of Non-Par has declined on sequential basis and had its share been stable, the margin would have improved (sequentially).

Margin guidance

 The company will revert to a medium-term VNB margin of 25% on the back of fixing its product mix.

• Near-term guidance

 Margin is generally better in 4Q on account of operating leverage and a margin of 23-24% will be achieved (unclear whether for 4Q or full year FY25).

Product mix rebalancing

- The product mix is arrived at by balancing customer demand, growth and profitability.
- The share of about 45% currently for ULIP is on the higher side and the company would be like to be in the 35-40% range.
- The company has mitigated for this by attaching more riders along with ULIP sales.
- The company should be back to a 35-40% share for ULIP in about a couple of quarters.
- Achieving product mix change will be a function of customer demand and the company's ability to win market share.
- The intention is to shift 5-7% of ULIP share to 5-7% of Non-Par share, which will help achieve the 25% VNB margin target.

More on impact from surrender rule changes

- The management had guided for a net impact of 100-200bps but has contained the impact at lower end i.e. at 100bps.
- The company has taken all action with regards to product pricing and negotiations with the distributors to contain the impact.

More on commission actions

- All actions have been taken during the quarter in terms of adjusting commission payouts to distribution partners.
- o The actions have been in line with what the industry has done.
- The actions include upfront reduction, deferral or clawback depending on the nature of the distributor.

• Other mitigating steps

The company is working on improving product level margin of segments, tweaking IRR and so on.

General comment

 Product redesign has entailed looking at customer return, commission payout and cost but the first 2 are market-driven and there is only that much that can be done.

Combined Axis Max Life brand

 The combined Axis Max Life brand will allow the company to price better in the medium term, which would have a positive impact on margin.

Overall revenue growth

Growth guidance

- While 4Q is typically the largest quarter during the year, achieving a full year growth of 25% may not be possible.
- The company should achieve an overall growth of 20% or higher for the full year (presumably on APE basis), with 20% being the lower end.
- The company will not take any draconian decision with respect to product mix that will impact overall growth.

• Medium term guidance

In the medium term, the company will grow 300-500 bps faster than the market.

Bundling term insurance with mutual funds

- The mutual fund industry had attached term insurance long ago but there was not much impact seen at that time.
- These are two different customer bases and distribution methodologies.
- The life insurance is watching this development closely and could sell life insurance products to a large mutual fund customer base.

Sequential sluggishness

Industry slowdown

- The sequential sluggishness leading to APE de-growth was primarily on account of a general slowdown at the industry level.
- The private sector grew 24% in 1H, whereas the overall industry grew 14% in 1H. This has slowed to 13% and 5%, respectively, in 3Q.

Preponement

 There is a sequential shaving off of Rs 0.62bn worth of business to Rs 21.08bn in 3Q, of which about Rs 0.2-0.3bn could be due to preponement of business before the beginning of the surrender rule changes.

Growth outcomes

- New business premium for 9MFY25 was Rs 80.91 bn, up 16% YoY.
- Individual Adjusted First Year Premium grew by 25% to Rs 53.52 bn in 9M.
- Total APE was at Rs 57.31 bn for 9MFY25, up 26% YoY.
- Number of polices issued increased by 19% YoY in 9MFY25.

Max Life Rebranding

- The company has rebranded Max Life to Axis Max Life in Q3.
- The rebranding will help the company in growing beyond major metros and Tier 1 cities.
- The company has carried out a brand survey in January 2025 and it has indicated a positive impact of the rebranding, especially in Tier II and III cities.
- Tier 2 and 3 cities almost contribute to half the number of the policies sold.
- Hence, the combined Axis Max Life brand will see investments.

Channel growth and mix

Proprietary channel

- Proprietary channels APE grew by 41% in 9MFY25 on YoY basis.
- Proprietary channel APE was at Rs 8.88 bn in 3QFY25, up 24% YoY.
- The growth was driven by Agency, Cross Sell and E-commerce channel.

Comment on Agency channel

 The company will focus on expanding this channel since there is significant room to augment capacity.

• Comment on Direct sales team

The direct sales team is doing well and focuses on cross sell and upsell.

Banca channel

- The banca channel APE was at Rs 30.62bn in 9MFY25, up 14% YoY.
- In Q3, the banca channel APE grew by 11% YoY.

Axis Bank

- o Axis Bank channel has been lower than other bank channels.
- In the new calendar, Axis Bank growth has been significantly higher.

New partners

- Max Life onboarded 8 new partners in 3QFY25, i.e. 5 new GCL partners, 2 Brokers and 1 Corporate agent.
- o The new partnerships have already surpassed the Rs 1.0bn mark.

Product mix

Product Mix

- The share of ULIP has increased from 31% in 9MFY24 to 43% in 9MFY25 in APE terms.
- The share of Par products has decreased to 13% in 9MFY25 in APE terms, down by -700bps YoY.
- The share of Non-Par savings products has decreased to 23% in 9MFY25 in APE terms, down by -400bps YoY
- The share of Protection & Health has increased to 10% in 9MFY25 as against 9% in 9MFY24.

Protection

- Retail protection and Health was at Rs 5.94bn in 9MFY25, up 37% YoY.
- In 9MFY25, the company achieved the highest rider attachment rate of 45% vs 32% YoY
- Rider APE grew by more than 250% YoY in 9M.

New Products

o The company has launched a new protection product 'Smart Term Plan Plus'

• Group Protection

- o Group credit life grew by 18% YoY in 9MFY25.
- Group Term life grew by 5% YoY in 9MFY25.

ULIP

- ULIP segment APE was at Rs 25.63bn in 9MFY25, up by 70% YoY.
- ULIP segment APE grew by 49% YoY in Q3.

ULIP share

 It may be noted that as the market goes down, there is a sales story which focuses on investing now since the market is low (which is why ULIP has done well in 3Q).

Par business

- PAR segment APE grew by 10% YoY in Q3.
- The company has launched a new par product proposition with income advancing option.

Interest rate cuts

- The company keeps a close eye on the yield curve but product repricing after a rate cut happens with a lag.
- Also, in the context of Non-Par and traditional products, other competing products outside of life insurance also see an adjustment in pricing.

Max Financial - Max Life merger

- The company is very optimistic about the potential for amendment to Section 35 pertaining to merger.
- This has the potential to shorten regulatory approval for the merger of Max Financial with Max Life.
- The overall process which includes NCLT and other approvals will still take about 1 year but, overall, the process could be shortened by a few months.

Increase of Axis Bank stake to 19.99%

- The stake of Axis Bank and associated entities is 19.02% and the residual increase of 97 bps is pending at Axis Bank's end.
- The Axis Bank Board has approved the increase to 19.99% but other approvals are awaited.

New tax regime

- 70-75% of the tax payers had already shifted to the new regime but the industry growth has been healthy.
- 80C is no longer a predominant reason for buying insurance and research shows it has fallen outside the top 10 reasons.
- Section 10 (10 D) is more important and remains intact (for non-large ticket policies).

New business strain

- A large part of the strain is due to ULIP growing faster.
- For Max Life, ULIP strain is slightly higher than for Non-Par Savings.

Persistency

- The 13th month persistency is 87% whereas, the 61st month persistency is 58%.
- NPS score
 - NPS score improved by 5 points from 56 in FY24 to 61 in Q3 FY25.

Embedded Value

- The EV was Rs 241.29bn as of December 2024, up 29% YoY.
- The operating variance was nil in 9M.
- Return on Embedded Value
 - The operating RoEV was 17.3% for 9MFY25, down -130bps YoY.
- Economic variance
 - The non-operating variance had a positive impact of Rs 5.37bn in 9M.
 - Economic variance is down from Rs 6.6bn as of September to Rs 5.37bn on account of equity markets.



Claims

• The company's risk analytics engines Shield, Medicheck etc. were able to identify and avoid claim risk of Rs 7bn in 9MFY25.

Operating expenses

• The opex to GWP ratio was 14.9% in 9MFY25, up by 10bps YoY.

AUM

The AUM is up 20% YoY to Rs 1.72 trn.

Solvency

• The solvency ratio is 196% as of December 2024, up by 17% points YoY.



Exhibit 2: Other Business Parameters

Rs mn	Q3FY25	Q3FY24	% yoy	Q2FY25	% qoc
APE Mix, Rs mn					
PAR	3,425	3,313	3%	2,118	62%
Individual protection	2,071	1,616	28%	2,192	-5%
Group protection	877	980	-11%	1,094	-20%
Annuity	1,036	1,077	-4%	1,096	-5%
Non PAR savings	4,398	5,123	-14%	5,554	-21%
ULIP	9,273	5,841	59%	9,646	-49
Total APE	21,080	17,950	17%	21,700	-3%
APE Mix (% Proportion)					
PAR	16%	18%	-221bps	10%	649bp
Individual protection	10%	9%	83bps	10%	-27bp
Group protection	4%	5%	-130bps	5%	-88bp
Annuity	5%	6%	-109bps	5%	-14bp
Non PAR savings	21%	29%	-768bps	26%	-473bp
ULIP	44%	33%	1145bps	44%	-46bp
Total APE	100%	100%	•	100%	
APE by channel (Rs mn)					
Proprietary	8,551	7,180	19%	9,546	-109
Banca	12,108	10,411	16%	11,720	39
Others	422	359	17%	434	-39
Total	21,080	17,950	17%	21,700	-39
Channel mix (% in APE)					
<u> </u>	41%	40%	Elbas	44%	2426
Proprietary Banca			56bps		-343bp
Others	57% 2%	58%	-56bps	54% 2%	343bp
Others	270	270	Obps	Z70	0bp
Persistency^					
13th Month*	87%	85%	200bps	87%	0bp
61st Month*	58%	58%	0bps	58%	0bp
Expense ratio					
Commission ratio	10.0%	8.6%	143bps	9.9%	17bp
Opex ratio	12.8%	14.1%	-130bps	15.8%	-297bp
Solvency					
Solvency ratio	196%	179%	1700bps	198%	-200bp

Source: Company, YES Sec - Research, ^N.B. Individual policies excluding single pay/fully paid up policies

Exhibit 3: Quarterly Actuals Vs Estimates

Q3FY25 (Rs. mn)	Actuals	Estimates	Diff, %
New Business Premium	30,000	30,960	(3.1)
Total APE	21,080	21,950	(4.0)
VNB	4,887	5,160	(5.3)

Source: Company, YES Sec - Research



ANNUAL FINANCIALS

Exhibit 4: Policyholder account

Y/e 31 Mar (Rs mn)	FY23	FY24	FY25E	FY26E	FY27E
Policyholders account					
Net premium	248,818	289,847	336,146	395,985	465,152
Income from investments	60,886	170,071	142,278	167,802	197,542
Other income	688	804	600	600	600
Contri. from shareholders A/C	155	77	100	100	100
Total income	310,547	460,800	479,124	564,487	663,394
Commission	16,138	23,983	21,513	25,343	29,770
Operating Expenses	35,834	40,861	47,060	55,438	65,121
Benefits paid	99,765	133,177	137,202	161,627	189,858
Change in valuation of liability	150,603	257,486	259,328	305,642	359,356
Others	2,211	2,130	3,025	3,564	4,186
Provision for Tax	0	0	0	0	0
Surplus/(Deficit)	5,997	3,164	10,994	12,874	15,103
Transfer to shareholders A/C	4,563	2,612	8,246	9,655	11,328

Source: Company, YES Sec - Research

Exhibit 5: Shareholder account

Y/e 31 Mar (Rs mn)	FY23	FY24	FY25E	FY26E	FY27E
Transfer from Policyholders' account	4,563	2,612	8,246	9,655	11,328
Income from Investments	3,295	4,246	4,745	5,905	7,265
Total A	7,858	6,858	12,991	15,560	18,592
Expenses (apart from insurance)	812	737	817	899	989
Contribution to Policyholders' Acc	1,999	2,373	2,610	2,871	3,158
Others	0	0	0	0	0
Total B	2,811	3,110	3,428	3,770	4,147
Profit/(Loss) before tax	5,046	3,749	9,563	11,790	14,445
Provision for Taxation	694	152	956	1,179	1,444
Profit/(Loss) after tax	4,352	3,597	8,607	10,611	13,000

Source: Company, YES Sec - Research



Exhibit 6: Balance sheet

Y/e 31 Mar (Rs mn)	FY23	FY24	FY25E	FY26E	FY27E
Shareholders' Funds:					
Share Capital	19,188	19,188	19,188	19,188	19,188
Reserve and surplus	16,209	20,184	25,740	32,691	41,299
Credit/(Debit) Fair Value Ch. Acct.	71	611	611	611	611
Borrowings	4,960	4,960	4,960	4,960	4,960
Policyholders' Funds					
Policy Liabilities	805,354	973,550	1,165,496	1,393,649	1,663,891
Provision for Linked Liabilities	303,656	387,991	455,373	532,862	621,975
Fair Value change	8,466	39,204	39,204	39,204	39,204
Insurance Reserve	0	0	0	0	0
Fund For Discontinued Policies	48,847	53,802	64,563	77,475	92,970
Funds for future appropriation	35,803	38,727	40,663	42,697	44,831
Sources of Funds	1,242,553	1,538,216	1,815,798	2,143,336	2,528,930
Investments - Shareholders	55,043	58,484	73,326	90,706	111,095
Investments Policyholders	821,021	1,008,078	1,185,363	1,393,155	1,636,815
Assets Held to Cover Linked Liab.	352,502	441,793	526,502	623,917	735,945
Loans	9,248	10,605	11,135	11,692	12,276
Fixed Assets	3,452	4,153	4,453	4,753	5,053
Net Current Assets	1,287	15,103	15,019	19,114	27,746
Misc. Expenditure	0	0	0	0	0
Application of funds	1,242,553	1,538,216	1,815,798	2,143,336	2,528,930

Source: Company, YES Sec - Research

Exhibit 7: Embedded Value Walk

FY23	FY24	FY25E	FY26E	FY27E
141,750	162,630	194,940	247,292	292,899
12,450	13,690	16,570	21,020	24,896
19,490	19,730	20,763	25,775	30,050
(620)	(570)	975	1,236	1,464
31,320	32,850	38,308	48,031	56,411
(10,440)	(540)	975	1,236	1,464
20,880	32,310	39,282	49,268	57,876
0	0	13,070	(3,660)	(4,393)
162,630	194,940	247,292	292,899	346,382
	141,750 12,450 19,490 (620) 31,320 (10,440) 20,880	141,750 162,630 12,450 13,690 19,490 19,730 (620) (570) 31,320 32,850 (10,440) (540) 20,880 32,310 0 0	141,750 162,630 194,940 12,450 13,690 16,570 19,490 19,730 20,763 (620) (570) 975 31,320 32,850 38,308 (10,440) (540) 975 20,880 32,310 39,282 0 0 13,070	141,750 162,630 194,940 247,292 12,450 13,690 16,570 21,020 19,490 19,730 20,763 25,775 (620) (570) 975 1,236 31,320 32,850 38,308 48,031 (10,440) (540) 975 1,236 20,880 32,310 39,282 49,268 0 0 13,070 (3,660)

Source: Company, YES Sec - Research

Exhibit 8: Change in annual estimates

Y/e 31 Mar (Rs mn)	Revised Estimate			Earlier Estimate			% Revision		
	FY25E	FY26E	FY27E	FY25E	FY26E	FY27E	FY25E	FY26E	FY27E
Annual Premium Equivalent	90,274	105,205	122,654	92,801	108,237	126,293	(2.7)	(2.8)	(2.9)
Value of new business	20,763	25,775	30,050	21,808	26,518	30,942	(4.8)	(2.8)	(2.9)
Embedded Value	247,292	292,899	346,382	248,337	294,787	349,341	(0.4)	(0.6)	(0.8)

Source: Company, YES Sec - Research



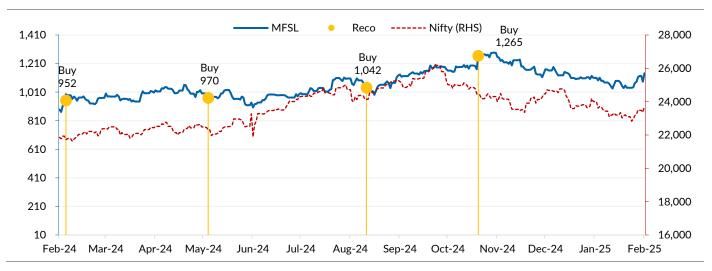
Exhibit 9: Ratio analysis

Y/e 31 Mar	FY23	FY24	FY25E	FY26E	FY27E
Growth (%) - P&L					
New business premium	13.3%	23.0%	15.3%	16.5%	16.6%
Renewal premium	12.9%	13.0%	16.6%	18.5%	18.0%
Net premium	13.2%	16.5%	16.0%	17.8%	17.5%
PAT	12.5%	-17.4%	139.3%	23.3%	22.5%
VNB	27.6%	1.2%	5.2%	24.1%	16.6%
Growth (%) - Balance Sheet					
Total AUM	14.3%	22.8%	18.4%	18.1%	17.8%
Total Assets	14.7%	23.8%	18.0%	18.0%	18.0%
Embedded value	14.7%	19.9%	26.9%	18.4%	18.3%
Profitability ratios (%)					
VNB Margins	31.2%	26.5%	23.0%	24.5%	24.5%
Commission ratio	6.5%	8.3%	6.4%	6.4%	6.4%
Opex ratio	14.4%	14.1%	14.0%	14.0%	14.0%
Expense ratio	20.9%	22.4%	20.4%	20.4%	20.4%
Conservation Ratio	82.6%	83.1%	85.0%	85.0%	85.0%
Return ratios (%)					
ROE	12.3%	9.1%	19.2%	20.5%	21.5%
RoEV	22.1%	20.2%	19.7%	19.4%	19.3%
RoA	0.4%	0.3%	0.5%	0.5%	0.6%
Investment Return (%)					
Solvency					
Solvency Ratio	190%	172%	200%	195%	195%
Underwriting					
Claims ratio	40.1%	45.9%	40.8%	40.8%	40.8%
Claims / AUM	8.1%	8.8%	7.7%	7.7%	7.6%
Per share data - MaxF Share (Rs)					
EPS	10.2	8.4	20.2	24.9	30.5
VNBPS	45.7	46.3	48.7	60.5	70.5
BVPS	83.1	92.4	105.4	121.8	142.0
EVPS	381.7	457.5	580.4	687.4	813.0
Valuation (x)					
P/E	109.7	132.8	55.5	45.0	36.7
P/VNB	24.5	24.2	23.0	18.5	15.9
P/BV	13.5	12.1	10.6	9.2	7.9
P/EV	2.9	2.5	1.9	1.6	1.4

Source: Company, YES Sec – Research; Per share figures are as per MFS' stake in MLI's value divided by MFS share count and valuation multiples are resultant figures and the rest are MLI figures



Recommendation Tracker





STANDARD DISCLAIMER:

YES Securities (India) Limited, Registered Address: 2nd Floor, North Side, YES BANK House, Off Western Express Highway, Santacruz East, Mumbai - 400055. Maharashtra, India | Correspondence Add: 7th Floor, Urmi Estate Tower A, Ganpatrao Kadam Marg, Opp. Peninsula Business Park, Lower Parel (West), Mumbai - 400 013, Maharashtra, India. | Website: www.yesinvest.in | Email: customer.service@ysil.in

Registration Nos.: CIN: U74992MH2013PLC240971 | SEBI Registration No.: NSE, BSE, MCX & NCDEX : INZ000185632 | Member Code: BSE - 6538, NSE - 14914, MCX - 56355 & NCDEX - 1289 | CDSL & NSDL: IN-DP-653-2021 | RESEARCH ANALYST: INH000002376 | INVESTMENT ADVISER: INA000007331 | Sponsor and Investment Manager to YSL Alternates Alpha Plus Fund (Cat III AIF) and YES Wealth Maximiser AIF (Cat III AIF) SEBI Registration No.: IN/AIF3/20-21/0818 | AMFI ARN Code - 94338

Details of Compliance Officer: Aditya Goenka | Email: compliance@ysil.in / Contact No.: 022-65078127 | Grievances Redressal Cell: customer.service@ysil.in / igc@ysil.in

Standard Disclaimer: Investment in securities market are subject to market risks; read all the related documents carefully before investing. Above representation provides an overview related to our past performance neither does it provide any guarantee of future performance, nor we are ensuring any guaranteed returns. Actual Client returns may vary depending upon time premium, volatility Index, intrinsic value of the script, open interest, other geopolitical conditions and choice of the customer to execute the recommendation in full or part. All recommendations are published under Research Analyst License of YES Securities (India) Limited (YSIL); execution of the recommendation is at complete discretion of customer without any intervention by the research publisher.

Contents which are exclusively for Non-Broking Products/Services e.g. Mutual Fund, Mutual Fund-SIP, Research reports, Insurance, etc. where the YSIL is just a distributor. These are not Exchange traded product and the YSIL is just acting as distributor. Kindly note that all disputes with respect to the distribution activity, would not have access to Exchange investor redressal forum or Arbitration mechanism.

YSIL is a subsidiary of YES Bank Limited. Savings, Current, PIS and Demat Account are offered by YES Bank Limited. Please note Brokerage would not exceed the SEBI prescribed limit. YSIL also acts in the capacity of distributor for Products such as IPOs, Mutual Funds, Mutual Fund-SIPs, NCD/Bonds, etc., All disputes with respect to the distribution activity, would not have access to Exchange investor redressal forum or Arbitration mechanism.

Margin Trading Funding (MTF) is an exchange approved product offered to YSIL trading account holders, as per the regulation and guideline of SEBI Circular: CIR/MRD/DP/54/2017 dated June 13, 2017. For product specification, T&C, rights and obligations statement issued by the YSIL visit https://yesinvest.in/standard_documents_policies

DISCLAIMER

Investments in securities market are subject to market risks, read all the related documents carefully before investing.

The information and opinions in this report have been prepared by YSIL and are subject to change without any notice. The report and information contained herein are strictly confidential and meant solely for the intended recipient and may not be altered in any way, transmitted to, copied or redistributed, in part or in whole, to any other person or to the media or reproduced in any form, without prior written consent of YSIL.

The information and opinions contained in the research report have been compiled or arrived at from sources believed to be reliable and have not been independently verified and no guarantee, representation of warranty, express or implied, is made as to their accuracy, completeness, authenticity or validity. No information or opinions expressed constitute an offer, or an invitation to make an offer, to buy or sell any securities or any derivative instruments related to such securities. Investments in securities are subject to market risk. The value and return on investment may vary because of changes in interest rates, foreign exchange rates or any other reason. Investors should note that Price of each of the securities or value may rise or fall and, accordingly, investors may even receive amounts which are less than originally invested. The investor is advised to take into consideration all risk factors including their own financial condition, suitability to risk return profile and the like, and take independent professional and/or tax advice before investing. Opinions expressed are our current opinions as of the date appearing on this report. Investor should understand that statements regarding future prospects may not materialize and are of general nature which may not be specifically suitable to any particular investor. Past performance may not necessarily be an indicator of future performance. Actual results may differ materially from those set forth in projections. Registration granted by SEBI and certification from NISM in no way guarantee performance of the intermediary or provide any assurance of returns to investors. YES Securities (India) Limited conforms with the rules and regulations enumerated in the Securities and Exchange Board of India (Research Analysts) Regulations, 2014 as amended from time to time.

Technical analysis reports focus on studying the price movement and trading turnover charts of securities or its derivatives, as opposed to focusing on a company's fundamentals and opinions, as such, may not match with reports published on a company's fundamentals.

YSIL, its research analysts, directors, officers, employees and associates accept no liabilities for any loss or damage of any kind arising out of the use of this report. This report is not directed or intended for distribution to, or use by, any person or entity who is a citizen or resident of or located in any locality, state, country or other jurisdiction, where such distribution, publication, availability or use would be contrary to law, regulation or which would subject YSIL and associates to any registration or licensing requirement within such jurisdiction. The securities described herein may or may not be eligible for sale in all jurisdictions or to certain category of investors. Persons in whose possession this document may come are required to inform themselves of and to observe such restriction.



YES Securities (India) Limited distributes research and engages in other approved or allowable activities with respect to U.S. Institutional Investors through Rule 15a-6 under the Securities Exchange Act of 1934 (the "Exchange Act")^[1] and regulations under an exclusive chaperone arrangement with Brasil Plural Securities LLC. The views and sentiments expressed in this research report and any findings thereof accurately reflect YES Securities (India) Limited analyst's truthful views about the subject securities and or issuers discussed herein. YES Securities (India) Limited is not registered as a broker-dealer under the Securities Exchange Act of 1934, as amended (the "Exchange Act") and is not a member of the Securities Investor Protection Corporation ("SIPC"). Brasil Plural Securities LLC is registered as a broker-dealer under the Exchange Act and is a member of SIPC. For questions or additional information, please contact Gil Aikins (gil.aikins@brasilplural.com) or call +1 212 388 5600.

This research report is the product of YES Securities (India) Limited. YES Securities (India) Limited is the employer of the research analyst(s), the authors of this research report. YES Securities (India) Limited is the concerned representatives (employees) of YES Securities (India) Limited, are responsible for the content of this research report including but not limited to any material conflict of interest of YES Securities (India) Limited in relation the issuer(s) or securities as listed in this research report. This YES Securities (India) Limited research report is distributed in the United States through Brasil Plural Securities LLC (BPS). The research analyst(s) preparing the research report is/are resident outside the United States (U.S.) and is/are not associated persons of any U.S. regulated broker-dealer and therefore the analyst(s) is/are not subject to supervision by a U.S. broker-dealer, and is/are not required to satisfy the regulatory licensing requirements of FINRA or required to otherwise comply with U.S. rules or regulations regarding, among other things, communications with a subject company, public appearances and trading securities held by a research analyst account. As per SEC Rule 15a-6, the U.S. broker-dealer must accompany any third party research report it distributes with, or provide a web address that directs a recipient to, disclosure of any material conflict of interest that can reasonably be expected to have influenced the choice of a third-party research report provider or the subject company of a third-party research.

FINRA Rules 2241 and 2242, which govern the conduct of research analysts and the content of equity and debt research reports, respectively, apply to all research distributed by a FINRA member firm, including research prepared by a foreign broker-dealer under Rule 15a-6.

- Research reports prepared by a foreign broker-dealer and distributed by a U.S. broker-dealer are deemed to be third
 party research reports, as reports produced by a person other than a FINRA member.
- Prior to distributing any third party research, a U.S. broker-dealer must assure that such report contains the required disclosures under FINRA Rule 2241(h) or 2242(g)(3), as applicable.

This report is intended for distribution by YES Securities (India) Limited only to "Major Institutional Investors" as defined by Rule 15a-6(b)(4) of the U.S. Securities and Exchange Act, 1934 (the Exchange Act) and interpretations thereof by U.S. Securities and Exchange Commission (SEC) in reliance on Rule 15a 6(a)(2). As per Rule 15a-6(b)(4) of the Exchange Act, 1934, "Major U.S. institutional investor" means a U.S. institutional investor with assets, or assets under management, in excess of US\$100 million, or a registered investment adviser with assets under management in excess of US\$100 million. If the recipient of this report is not a Major Institutional Investor as specified above, then it should not act upon this report and return the same to the sender. Further, this report may not be copied, duplicated and/or transmitted onward to any U.S. person or entity. Transactions in securities discussed in this research report should be effected through Brasil Plural Securities LLC (BPS) or another U.S. registered broker dealer/Entity as informed by YES Securities (India) Limited from time to time.

^[1] Rule 15a-6 under the Securities Exchange Act of 1934 provides conditional exemptions from broker-dealer registration for foreign broker-dealers that engage in certain specified activities involving U.S. investors. These activities include:

⁽a) Effecting unsolicited securities transactions;

⁽b) Providing research reports to major U.S. institutional investors, and effecting transactions in the subject securities with or for those investors:

⁽c) Soliciting and effecting transactions with or for U.S. institutional investors or major U.S. institutional investors through a "chaperoning broker-dealer"; and

⁽d) Soliciting and effecting transactions with or for registered broker-dealers, banks3 acting in a broker or dealer capacity, certain international organizations, foreign persons temporarily present in the U.S., U.S. citizens resident abroad, and foreign branches and agencies of U.S. persons.

In adopting Rule 15a-6, the SEC sought "to facilitate access to foreign markets by U.S. institutional investors through foreign broker-dealers and the research that they provide, consistent with maintaining the safeguards afforded by broker-dealer registration." [Rule 15a-6 Adopting Release at 54 FR 30013; see also Registration Requirements for Foreign Broker-Dealers, Exchange Act Release No. 25801 (June 14, 1988), 53 FR 23645 (June 23, 1988)].



DISCLOSURE OF INTEREST

Name of the Research Analyst: Shivaji Thapliyal, Siddharth Rajpurohit, Suraj Singhania

The analyst hereby certifies that opinion expressed in this research report accurately reflect his or her personal opinion about the subject securities and no part of his or her compensation was, is or will be directly or indirectly related to the specific recommendation and opinion expressed in this research report.

Sr. No.	Particulars	Yes/No
1	Research Analyst or his/her relative's or YSIL's financial interest in the subject company(ies)	No
2	Research Analyst or his/her relative or YSIL's actual/beneficial ownership of 1% or more securities of the subject company(ies) at the end of the month immediately preceding the date of publication of the research report	No
3	Research Analyst or his/her relative or YSIL has any other material conflict of interest at the time of publication of the research report	No
4	Research Analyst has served as an officer, director or employee of the subject company(ies)	No
5	YSIL has received any compensation from the subject company in the past twelve months	No
6	YSIL has received any compensation for investment banking or merchant banking or brokerage services from the subject company in the past twelve months	No
7	YSIL has received any compensation for products or services other than investment banking or merchant banking or brokerage services from the subject company in the past twelve months	No
8	YSIL has received any compensation or other benefits from the subject company or third party in connection with the research report	No
9	YSIL has managed or co-managed public offering of securities for the subject company in the past twelve months	No
10	Research Analyst or YSIL has been engaged in market making activity for the subject company(ies)	No

Since YSIL and its associates are engaged in various businesses in the financial services industry, they may have financial interest or may have received compensation for investment banking or merchant banking or brokerage services or for any other product or services of whatsoever nature from the subject company(ies) in the past twelve months or associates of YSIL may have managed or co-managed public offering of securities in the past twelve months of the subject company(ies) whose securities are discussed herein.

Associates of YSIL may have actual/beneficial ownership of 1% or more and/or other material conflict of interest in the securities discussed herein.

RECOMMENDATION PARAMETERS FOR FUNDAMENTAL REPORTS

Analysts assign ratings to the stocks according to the expected upside/downside relative to the current market price and the estimated target price. Depending on the expected returns, the recommendations are categorized as mentioned below. The performance horizon is 12 to 18 months unless specified and the target price is defined as the analysts' valuation for a stock. No benchmark is applicable to the ratings mentioned in this report.

 $\ensuremath{\text{BUY:}}$ Upside greater than 20% over 12 months

ADD: Upside between 10% to 20% over 12 months

NEUTRAL: Upside between 0% to 10% over 12 months

REDUCE: Downside between 0% to -10% over 12 months

SELL: Downside greater than -10% over 12 months

NOT RATED / UNDER REVIEW

Lead Analyst signature Analyst signature Associate signature

ABOUT YES SECURITIES (INDIA) LIMITED

YES Securities (India) Limited ("YSIL") is a subsidiary of YES BANK LIMITED. YSIL is a Securities and Exchange Board of India (SEBI) registered Stock broker holding membership of National Stock Exchange (NSE), Bombay Stock Exchange (BSE), Multi Commodity Exchange (MCX) & National Commodity & Derivatives Exchange (NCDEX). YSIL is also a SEBI-registered Investment Adviser and Research Analyst. YSIL is also a Sponsor and Investment Manager of Alternate Investment Fund - Category III (YSL Alternates) and AMFI registered Mutual Fund Distributor. The Company is also a registered Depository Participant with CDSL and NSDL.