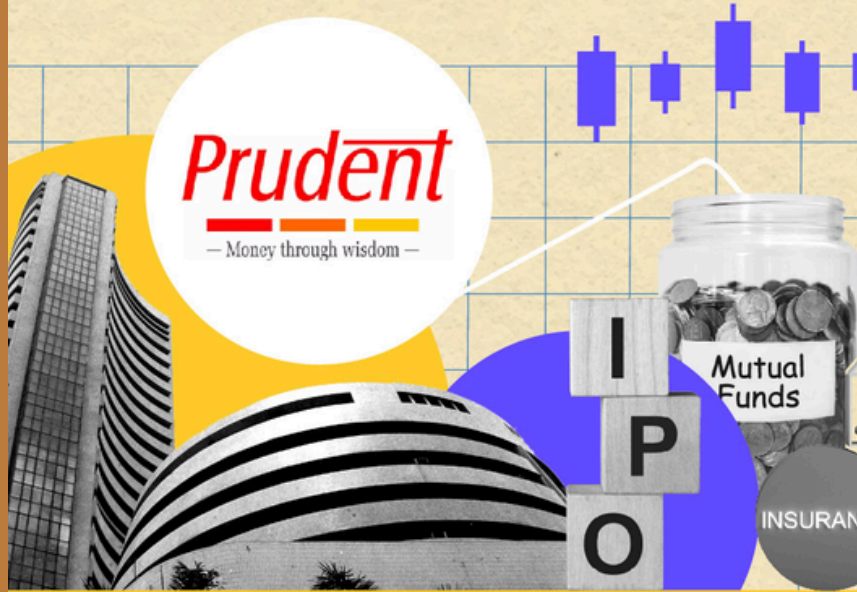




Prudent
— Money through wisdom —



Prudent Corporate Advisory Services Ltd

NOVEMBER – 2025





COMPANY INTRODUCTION

Prudent Corporate Advisory Services Ltd, founded in 2003 and headquartered in Ahmedabad, is among India's leading and fastest-growing financial services groups. The company operates on a B2B2C model, empowering more than 35,000 mutual fund distributors (MFDs) through its technology-driven platform Fundzbazar. Prudent provides end-to-end solutions across mutual funds, insurance, stockbroking, PMS, AIF, NPS, bonds, and unlisted securities, catering to over 2 million retail investors.

With a strong focus on financial inclusion, Prudent has built a reputation as a trusted partner for retail wealth creation. It operates across 142 locations in 21 states, backed by a team of 1,511 professionals and a philosophy centered on fairness, integrity, and client-first service





AUM & BUSINESS HIGHLIGHTS

Metric	Value / Growth	Remarks
Total AUM (Sep 2025)	₹1,21,146 crore	+40% CAGR (FY20–25)
Equity-oriented AUM	96.70%	Equity-led, retail-focused
AUM per Investor	₹6.01 lakh	Efficient distribution
No. of Investors	2,014,002	~9.2x growth since FY15
Monthly SIP Flow (Sep 2025)	₹1,085 crore	+10.8% QoQ; +16.6% YoY
AUM per MFD	₹3.44 crore	Strong productivity
No. of MFDs	35,200	Every 1 in 5 Indian MFDs with Prudent





FINANCIAL PERFORMANCE (FY20–FY25)

Particular	FY20	FY25	CAGR / Growth
Revenue from Operations	₹235 cr	₹1,104 cr	36.3% CAGR
Profit After Tax (PAT)	₹28 cr	₹196 cr	47.4% CAGR
EBITDA Margin	19.90%	23.80%	+390 bps
PAT Margin	11.90%	17.70%	+580 bps
Cash Flow from Operations	₹50 cr	₹161 cr	26.3% CAGR
Return on Equity	24.8% → 29.3%	Efficient capital use	
Treasury Book (Mar 2025)	₹500 cr	Strong cash reserves	





Q2 FY2026 RESULTS SUMMARY

Key Metric	Q2FY25	Q2FY26	Change
Revenue	₹286.1 cr	₹319.8 cr	+11.8% YoY
EBITDA	₹68.7 cr	₹72.2 cr	+5.0% YoY
PAT	₹51.5 cr	₹53.5 cr	+3.9% YoY
Quarterly Avg. AUM	₹1,02,057 cr	₹1,18,986 cr	+16.6% YoY
Equity Net Sales (Q2FY26)	₹3,640 cr	Strong momentum	—
GI Fresh Premiums	—	+32.5% YoY	Expanding insurance arm



REVENUE MIX (FY25)



Segment	Revenue Share	Growth Driver
Mutual Fund Distribution	82.60%	Core strength
Insurance Distribution	11.70%	Rising contribution
Stock Broking & Others	5.70%	Diversified income
Revenue CAGR (FY21–25)	—	40% overall





INSURANCE & OTHER FINANCIAL PRODUCTS

Parameter	FY24	Q2FY26
Premium	₹556.7 cr	₹185.6 cr
No. of Policies	141,994	52,931
Avg. Premium / Policy	₹ 39,205	₹ 35,059
Commission (Q2FY26)	₹32.4 cr	Life ₹19.1 cr, General ₹13.3 cr





DISTRIBUTION & REACH

Metric	Value	Remark
142 branches in 21 states	44 in B-30 cities	Strong semi-urban penetration
Presence across 87.5% PIN codes	4,497 Talukas	Deep national coverage
B-30 Market AUM	21%	High growth potential
Top 100 MFDs AUM share	14.60%	Balanced distribution
MFDs also selling insurance (POSPs)	13,305	Cross-selling synergy





SHARE HOLDING (AS OF SEP 30, 2025)

Shareholder Type	%
Promoters	55.31%
DII's	21.47%
FII's	16.86%
Public / Others	6.36%
Market Cap (03-Nov-25)	₹10,714 crore

Top Institutional Investors:

Temasek (6.69%), Kotak MF (5.29%), DSP (4.69%), Wasatch (4.11%), Nippon Life (1.8%)





OUR VIEW

- ✓ **Retail Powerhouse:** Prudent's 96% equity-oriented AUM underlines its strong retail franchise.
- ✓ **SIP-led Consistency:** ₹1,085 crore monthly SIP inflows ensure steady growth.
- ✓ **Diversified & Scalable Model:** Expanding beyond mutual funds into insurance and broking.
- ✓ **Profitable Growth:** 47% PAT CAGR and 29% ROE reflect strong fundamentals.
- ✓ **Tech Advantage:** Fundzbazar driving distributor productivity and client retention.
- ✓ **Future Outlook:** Huge growth runway as India's MF AUM/GDP ratio (20%) remains far below developed markets.





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HAVE QUESTIONS ABOUT INVESTING IN STOCKS (SHARES) ?

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