



IPO

INITIAL PUBLIC OFFER



## HDFC Asset Management Company Limited

<b>Issue Period</b>	- 25 JULY TO 27 JULY 2018	<b>Issue Size</b>	- 25,457,555 Eq Shares (Rs.2800.00 cr)
<b>Issue Price</b>	- Rs.1095 - Rs.1100 per Eq Share	<b>Market Lot</b>	- 13 Equity Shares
<b>Face Value</b>	- Rs 5 per Eq Share	<b>Listing at</b>	- BSE, NSE

### COMPANY PROFILE

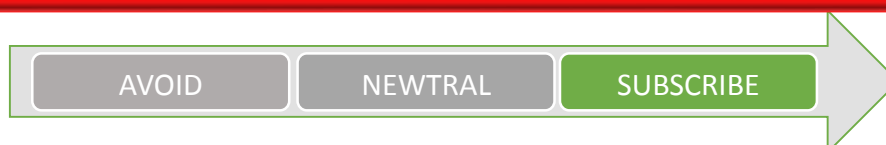
Incorporated in 1999, Mumbai based HDFC Asset Management Company (HDFC AMC) Limited is well-known fund house engaged in providing savings and investment products. It is a joint venture between Housing Development Finance Corporation Limited (HDFC) and Standard Life Investments Limited (SLI). SLI is part of Standard Life Aberdeen plc., one of the world's largest investment company. According to CRISIL, as of December 31, 2017, HDFC AMC has been the most profitable AMC of the country in terms of net profits since Fiscal 2013 with a total AUM (Assets Under Management) of ₹2,932.54 billion. Its profits has grown every year since 2002. It has been the largest AMC in equity-oriented AUM since the last quarter of Fiscal 2011 and has consistently been among the top two asset management companies in India in terms of total average AUM since the month of August 2008..HDFC AMC offers a wide range of savings and investment products across asset classes. As of December 31, 2017, it offered 127 schemes categorized into-

1. 28 equity-oriented schemes
2. 91 debt schemes
3. 3 liquid schemes,
4. 5 other schemes (including exchange-traded schemes and funds of fund schemes).

### THE OBJECT OF THE ISSUE

1. To carry out the sale of Equity Shares offered for sale by the Selling Shareholders.
2. Enhance the company's visibility and brand image,
3. Provide a public market for Equity Shares in India.

### OUR RECOMMENDATION



COMPANY NAME	ISSUE PERIOD	ISSUE PRICE	MARKET LOT	CRISIL RATING
HDFC AMC LTD	25 JULY TO 27 JULY 2018	Rs.1095 - Rs.1100	13 Shares	--

\*\*Kindly note that only ASBA application will be accepted for IPO

<b>QIB</b> (more than Rs/- 200,000/-)	50% of Net Issue size
<b>Non-Institutional</b> (more than Rs/-200,000/-)	15% of Net Issue size
<b>Retail</b> (up to Rs/-200,000/-)	35% of Net Issue size

**FOR QUERIES CONTACT IPO DESK AT :**

Phone: 0731- 4797240/236/232/234, Mobile: 9981044499



Disclaimer: Investment in securities is subject to market risk

**INDIRA SECURITIES PVT. LTD.**

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