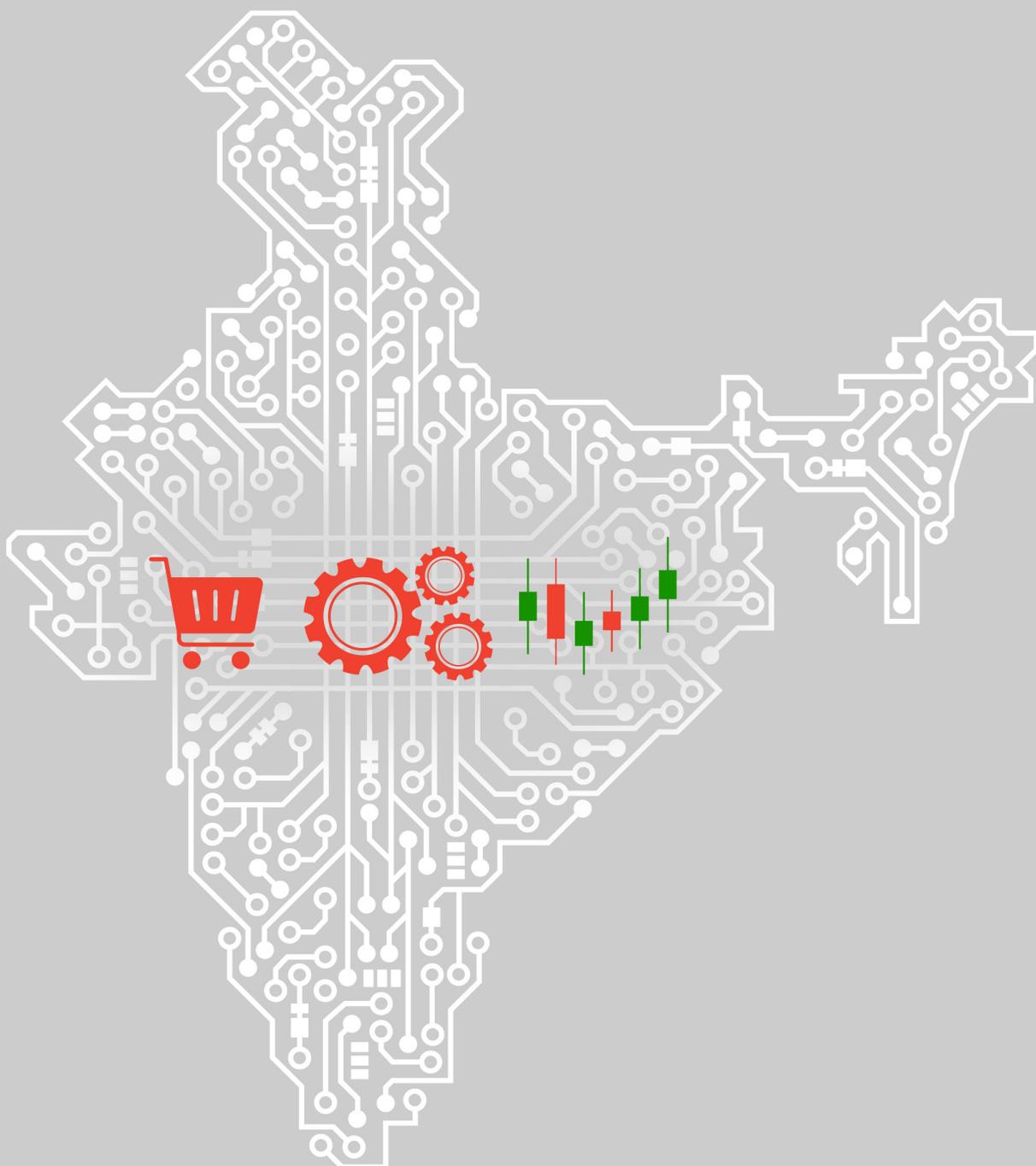


DIGITAL INDIA: SHAPING THE FUTURE OF CONSUMER, BUSINESS & MARKETS



India has emerged as a global leader in digital transformation with banking, insurance, retail, education, asset management spearheading the adoption. New fintechs and startups with unique digital offerings have emerged across varied sectors challenging traditional models and redefining how consumers shop, pay, learn and invest. Incumbents who saw this as a fad are now forced to embrace this given their market share loss to these disruptors. Since COVID, several of these incumbents have seen their stock prices stagnate. Interestingly, the 50 share Nifty index is very different from the time that it was launched in 1996. With 38 changes in last 28 years only 8 companies of the original 50 constituents are still in the index. As businesses reimagine possibilities, India's digital economy is set to triple by 2030, crossing USD 1trn. This newsletter explores how this rapid evolution affects consumers, reshapes industries, and drives businesses toward bold, tech-led transformations. At Ambit Asset Management, across our portfolios we have embraced the digital wave by investing in several successful adopters and disruptors.

1. India – Emerging as global leader in digital transformation

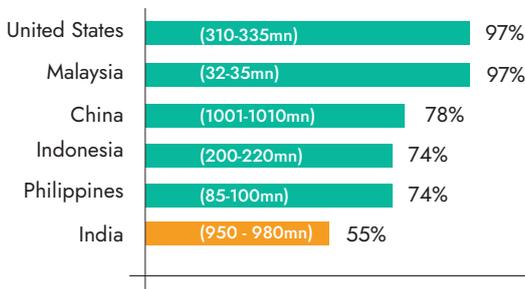
India is fast emerging as a global leader in digital transformation as measured by the number of UPI users, growth in digital transactions, number of hours spent on internet consuming content, number of social media accounts.

- Indians spend an average of 7.3 hours daily watching videos, reading news, or listening to music—a figure higher than the US (7.1) and China (5.3).
- India's voice search usage is double the global average, and the country leads the world in monthly Google Lens users.
- The online marketplace is thriving with 1.1mn sellers offering over 100mn products across 30 categories on platforms like Meesho.
- Digital banking and investment tools are gaining traction. Monthly SIP inflows increased from USD1.9bn in 2023 to USD3.9bn in the first half of 2024.
- Online resources play a significant role in skill development, with ~85% of India's 468mn video users leveraging YouTube to learn or enhance skills. Four out of five users explore the platform for new knowledge.
- Indians maintain an average of 11.4 social media accounts per person, making them highly active in connecting through social platforms, instant messaging, and email.
- From buying goods to booking services like travel and rentals, e-commerce is a staple. Quick commerce is growing rapidly, with a leading player processing 600,000 orders daily.

Affordable smartphones and data have unlocked opportunities for businesses to innovate and consumers to embrace digital-first lifestyles. From online retail and content consumption to quick commerce and personalized financial tools, digital adoption is rewriting consumer behavior at an extraordinary pace. Traditional businesses, once resistant to change, now face mounting pressure to adapt or risk obsolescence.

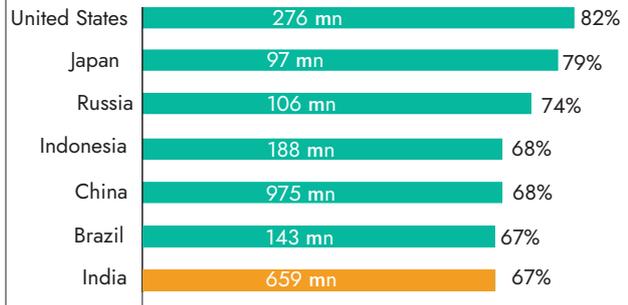
As businesses reimagine possibilities, India's digital economy is set to triple by 2030, crossing USD 1trn. The Digital India story is one of transformation, ambition, and resilience—a story of a nation boldly embracing the future.

Exhibit 1 :
Internet users/penetration across geographies



Source: Global Digital Insights 2024 report, Statista, Redseers, TRAI Annual Report 2023-24, Ambit Asset Management

Exhibit 2 :
Smartphone users/penetration across geographies



Sources: <https://explodingtopics.com/blog/smartphone-stats>, Newzoo, Quartz, PewResearch, Ambit Asset Management

India Stack: A Game Changer in Business Dynamics

India’s digital economy is poised to reach USD 1tn by 2030, propelled by accelerated digital adoption, robust investments in technology by businesses, and digital democratization. Currently valued at USD 325bn (IBEF May 2024), India’s internet-based economy is on a transformative growth trajectory, affecting sectors such as e-commerce, fin-tech, online retail, gaming,

and travel. E-commerce, a key driver, has witnessed exponential growth as the number of average transacting users grew from 95mn in 2018 to 350mn in 2024, achieving a CAGR of 18%. This momentum underscores India’s rapid digital evolution and its potential for further expansion across sectors.

Exhibit 3:
Major consumer internet sectors to grow strongly

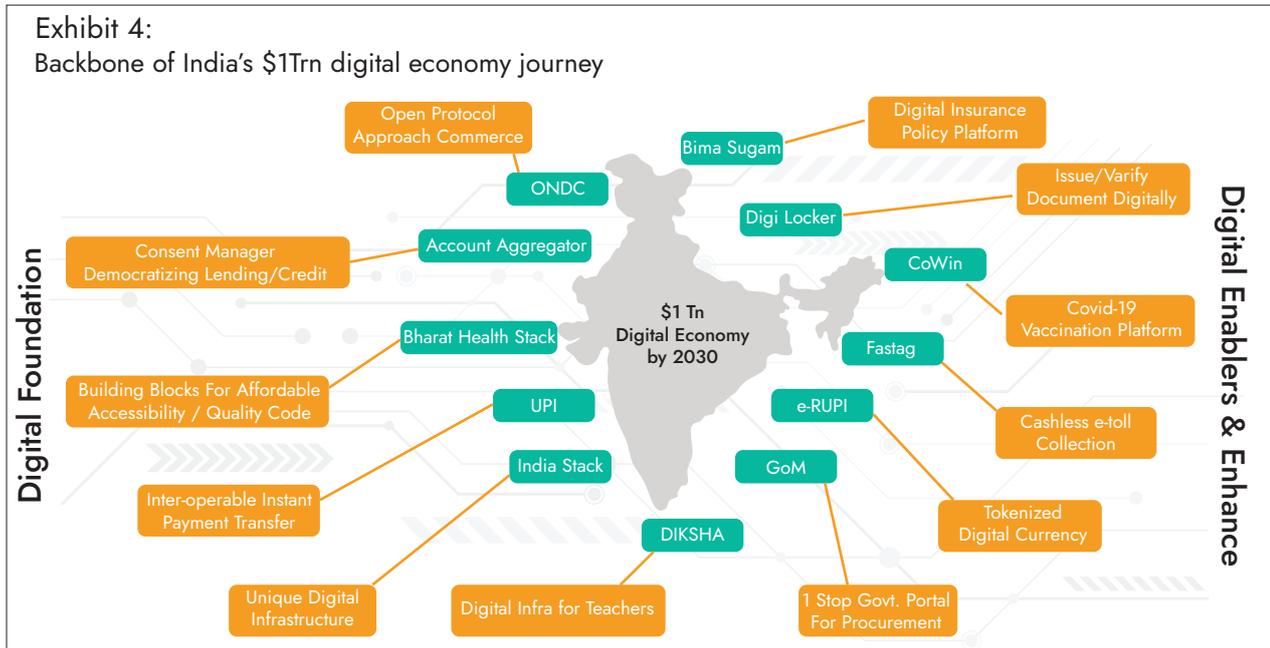
Sector	GTV-FY23	GTV-FY28E	CAGR	Key Players	Models
Fintech	\$730 Bn ¹	\$1.5-1.6 Tn ¹	15-18%		Digital Payments, Investment Platforms, Neobanks
E-commerce	\$60-65 Bn	\$190-210 Bn	25-30%		Marketplace, D2C Brands
Online Travel	\$13-15 Bn	\$50-55 Bn	30-35%		Aggregators
e-Grocery	\$7-10 Bn	\$30-35 Bn	35-40%		Quick Commerce, E-commerce
Food Delivery	\$10-12 Bn	\$35-40 Bn	35-40%		Food Delivery, QSR Brands
E-Health	\$1-2 Bn	\$8-12 Bn	50-60%		Online Pharmacies, Aggregators, Marketplace

Source: Global Digital Insights 2024 report, Statista, Redseers, TRAI Annual Report 2023-24, Ambit Asset Management

Accelerating growth through Digital Public Infrastructure

Governments in emerging markets have increasingly recognized the transformative potential of building a holistic Digital Public Infrastructure (DPI) ecosystem. A

well-structured DPI typically comprises three core layers: digital identification, payments, and data exchange.



Source: Ambit Asset Management

Real-time payments (RTP) systems now implemented in over 70 countries but show varied impact. In many cases, entrenched alternatives and missing DPI elements, such as directory services, hinder growth. Conversely, in India, market with a comprehensive DPI framework, has seen RTP thrive. India's monthly real-time payments soared from 2.6bn to 13.3bn in

three years, driven by innovations like alias directories and QR code integration, enhancing ease of use. DPI success relies on active government participation with its clear vision and interoperable standards to enable innovation. Fully integrated digital identity, directory services, and supporting functionalities have helped unlock DPI's potential.

Exhibit 5:
Comprehensive multi-layered DPI framework

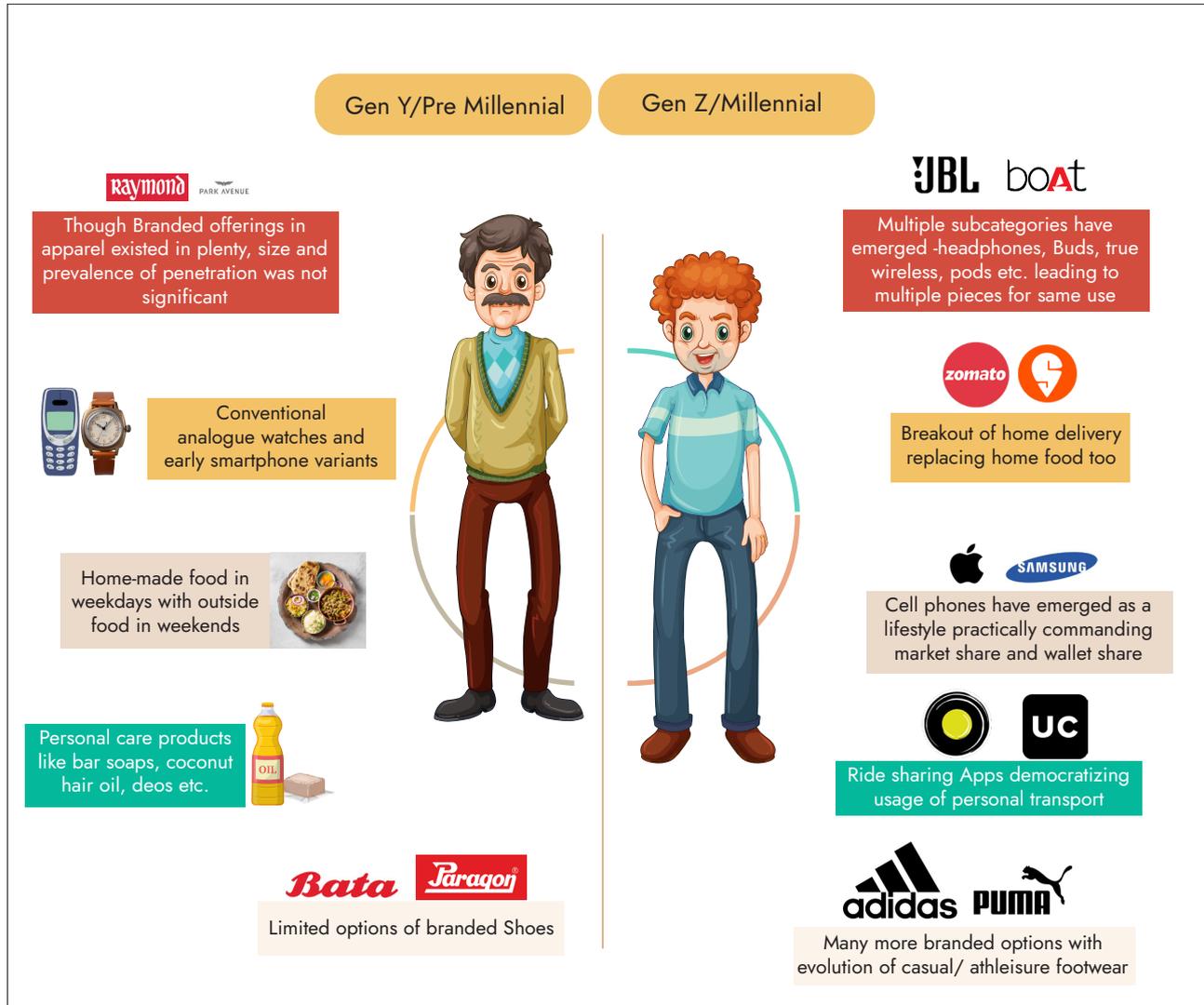
Identity Layer	Payments Layer	Data Layer	Open Networks
Aadhaar-led Identification <ul style="list-style-type: none"> 1.4Bn Aadhaar generated 118 Bn authentications done (18% YoY growth) 	Unified Payments Interface <ul style="list-style-type: none"> FY24 volume: 131 Bn (57% YoY growth) FY24 value: Rs. 200 Tn 	Account Aggregators <ul style="list-style-type: none"> Accounts linked: 71 Mn (400% YoY growth) Entities live: 370+ 	Open Network For Digital Commerce (ONDC) <ul style="list-style-type: none"> Live in 600+ cities Monthly transactions: 9.9 Mn (~1.8x of Dec '23)
Digi Locker <ul style="list-style-type: none"> Registered users: 300Mn (32% YoY growth) Document issued: 7.7Bn 	Aadhaar-enabled payment system <ul style="list-style-type: none"> FY24 volume: 1 Bn FY24 value: Rs. 2.6 Tn 	National Health e-Registries <ul style="list-style-type: none"> 648 Mn accounts created (60% YoY growth) 397 Mn records linked 	Open Credit Enablement Network (OCEN) <ul style="list-style-type: none"> Aimed at bridging credit gap for MSMEs
e-KYC <ul style="list-style-type: none"> Total e-KYC transactions, 19.8 Bn (22% YoY growth) 	CBDC <ul style="list-style-type: none"> 9 banks currently in pilot 4.6 Mn users onboarded 	Public Credit Registry <ul style="list-style-type: none"> 360-degree database of borrowers 	National Digital Health Mission <ul style="list-style-type: none"> 22 Mn health IDs created
GSTIN <ul style="list-style-type: none"> >14 Mn registered taxpayers 	UPI Lite <ul style="list-style-type: none"> 37 banks live 12 other apps live 	Goods & Services Tax <ul style="list-style-type: none"> Taxpayer base up 40% from Apr '18 	Public Tech Platform for Frictionless Credit (PTPFC)

Till Jan '24. All data as latest available on the respective websites captured in June 2024.
Source: India Stack, Press Releases, BCG Analysis, Ambit Asset Management

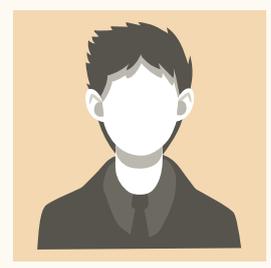
2. Changing consumer behaviour

The success story of Digital India extends far beyond India Stack, and thereby led business transformations. While businesses have revolutionized how we perceive

and manage money, other startups have reimagined its application, transforming our lifestyles in the process.



Source: Company website, Ambit Asset Management



Bio
35 year old rickshaw driver from Maharashtra with inconsistent income. Tech-savvy but focuses on budget-friendly shopping.

Needs
Affordable essentials, healthcare, and simple digital tools.

Ravi- The Urban Hustler

Pain Points
Inconsistent income, unsecured finances, lack of savings tools.

Likes + Buyer Personality
Shops on Meesho, Flipkart; uses UPI; prefers simple, value-oriented apps.

Opportunities
Affordable e-commerce, group buying, healthcare tailored to informal workers.

Ideal Experience
Mobile-first value-for-money platform offering financial empowerment.



Source: Company website, Ambit Asset Management



Bio
55-year-old farmer from Uttar Pradesh. Family-focused and relies on vernacular content and community for support. Prefers simplicity in transactions.

Needs
Affordable daily essentials, better healthcare and education, intuitive rural-friendly apps.

Mohan- The Rural Rooted

Pain Points
Limited income, reliance on cash, difficulty navigating complex tech.

Likes + Buyer Personality
Uses cash or COD; consumes YouTube in native language; shops for basic household goods.

Opportunities
Apps for rural shopping, tools for farm productivity, simple healthcare platforms.

Ideal Experience
Simple, affordable services empowering rural livelihoods.



Source: Company website, Ambit Asset Management



Priya- The Premium Pursuer

■ Pain Points
High expectations, time constraints, lack of domestic premium brands.

■ Likes + Buyer Personality
Shops on Ajo Luxe, Farfetch; uses Urban Company, CRED; values curated, high-quality services.

■ Opportunities
Homegrown luxury brands, exclusive travel and dating platforms, lifestyle apps.

■ Ideal Experience
Seamless blend of exclusivity, efficiency, and premium services.






■ Bio
35–45-year-old corporate professional with a Rs3L monthly income. Values exclusivity and tech-savvy services.

■ Needs
Premium, personalized services to match busy lifestyle; rewards for spending.

• • • • • • • •

Source: Company website, Ambit Asset Management



Meera- The Value Finder

■ Pain Points
Limited tech familiarity, dependence on family for major purchases, safety concerns.

■ Likes + Buyer Personality
Relies on WhatsApp and YouTube for updates; buys elder-friendly safety aids.

■ Opportunities
Senior-friendly health tech, religious tourism, financial planning for elders.

■ Ideal Experience
Simple, safety-focused products/services enhancing peace of mind.





■ Bio
67-year-old retiree from Kerala. Values health, safety, family, and cultural exploration.

■ Needs
Reliable tech for communication, health/safety products, curated travel.

• • • • • • • •

Source: Company website, Ambit Asset Management



Raju Patel- The Business Bhai

Bio

48-year-old SME owner earning ₹5 crore annually. Practical, risk-averse, and relies on traditional financial methods.

Needs

Tools for business scaling, financial management, durable, value-for-money products.

Pain Points

Reluctance to adopt digital tools, trust-based networks limiting formal growth.

Likes + Buyer Personality

Practical spending; buys durable items (e.g., Toyota vehicles), uses ledgers, avoids splurging on luxuries.



Opportunities

Fintech solutions for SMEs, leasing programs, affordable B2B marketplaces.



Source: Company website, Ambit Asset Management



Pankhuri- The Next-Gen Explorer

Bio

23-year-old startup employee/content creator from Karnataka. Digital native, values aesthetics and convenience.

Needs

Effortless shopping, curated premium experiences, high-quality products.

Pain Points

Frustration with clunky digital platforms; few affordable premium, eco-conscious options.

Likes + Buyer Personality

Shops on Nykaa and Instagram; uses AR tools for try-ons; loyal to sustainable brands.



Opportunities

AR/VR tools for shopping, eco-conscious D2C brands, seamless on-demand services.



Source: Company website, Ambit Asset Management

3. Evolving business models amidst digital revolution

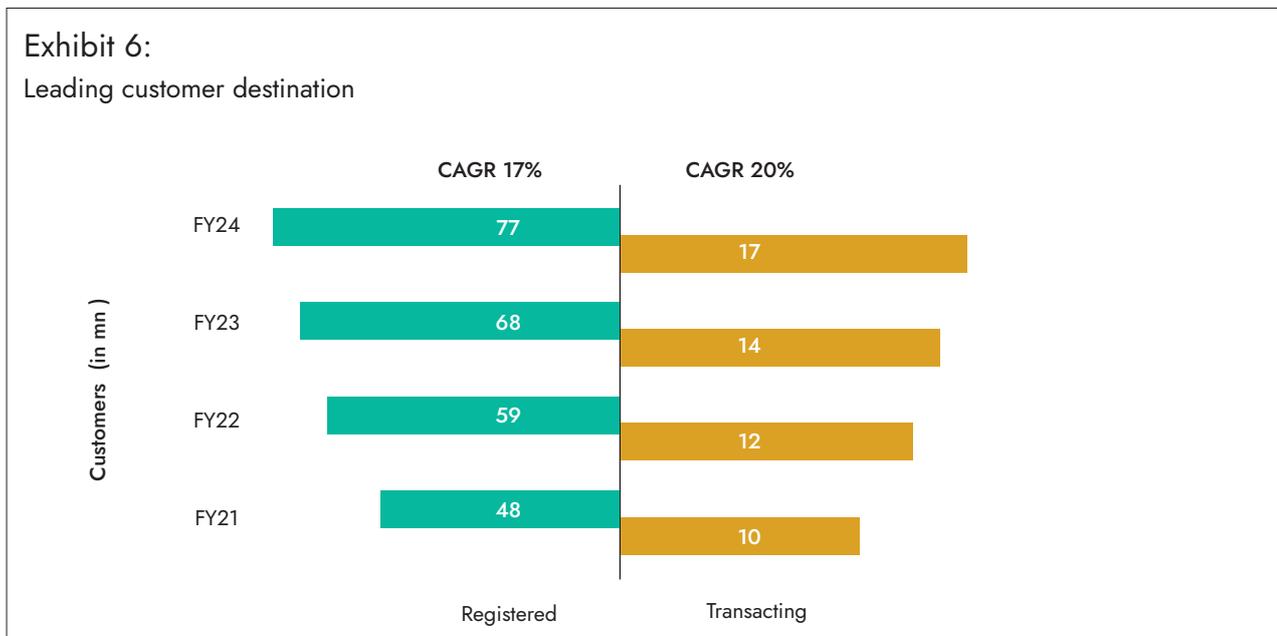
India’s digital revolution is rewriting the rules of business and consumer engagement at an unprecedented pace. While there have been many new-age businesses using tech, there have been many instances of incumbents which have successfully adopted digital transformation in their models following

the Buy or Build philosophy while navigating the winds of change. Banking, insurance and retail have led the adoption to digital transformation alongside fintechs and startups emerging as disruptors.

- **New-age business: PB Fintech**

PB Fintech is the powerhouse behind the renowned fintech marketplaces, Policy Bazaar and Paisa Bazaar. Policybazaar dominates the online insurance marketplace with a 90% market share, leveraging its early-mover advantage, significant brand investments, robust technology, and data-driven insights. While fintech generally struggles with low entry barriers, Policybazaar’s strong market position and customer trust remain unmatched. Paisabazaar complements this

by redefining retail lending as a one-stop credit marketplace. Unlike broader digital players like Nykaa or Myntra, Policybazaar has no equal in its niche, though its focus limits scalability akin to financial super-apps. To leave no scope of competition to come in, Policybazaar is expanding offline, blending online convenience with high-touch engagement for categories like traditional savings and health insurance.



Source: Company, Ambit Asset Management

Exhibit 7:
Ability to command faster than industry premium growth

NBP Growth %	FY20	FY21	FY22	FY23	FY24
PB Fintech	41%	12%	22%	21%	36%
Industry	21%	8%	13%	18%	2%
HDFC Life	15%	17%	20%	20%	2%
IPRU Life	21%	6%	17%	12%	7%
Max Life	8%	22%	16%	13%	23%
SBI Life	20%	24%	23%	16%	29%

Source: Company, Ambit Asset Management

Exhibit 8:

Hi tech model enables low cost, easy and faster renewals

Renewal Premium growth %	FY20	FY21	FY22	FY23	FY24
PB Fintech	127%	48%	21%	88%	32%
Industry	7%	12%	8%	9%	10%
HDFC Life	9%	19%	18%	30%	18%
IPRU Life	2%	8%	-2%	3%	9%
Max Life	13%	15%	19%	13%	13%
SBI Life	25%	23%	12%	13%	15%

Source: Company, Ambit Asset Management

In this race for relevance, some businesses have risen to the challenge, pioneering tech-led transformations that go beyond incremental improvements. They've seamlessly integrated innovation into their DNA, setting themselves apart

• Buy and Build: Titan

In its journey of digital adoption, Titan has strategically evolved to cater to the preferences of the new-age generation, particularly working women and those favoring lightweight jewelry. Recognizing the shift in consumer behavior, Titan made a pivotal move in 2016 by investing in CaratLane, a brand specializing in the manufacturing and retailing of jewelry products with a strong online presence. By 2024, Titan fully acquired CaratLane, transforming it into a wholly owned subsidiary.

as leaders in this new digital normal. Benefit of the same is seen in ICICI Bank's improvement in managing volumes, thus commanding strong leadership.

This acquisition has propelled Titan's digital footprint, enabling it to tap into the fast-growing e-commerce jewelry market. The growth trajectory of CaratLane has been remarkable, consistently outperforming industry benchmarks. Through its innovative approach, CaratLane has not only expanded Titan's reach but also set new standards in blending traditional craftsmanship with modern retail technology, underscoring Titan's commitment to adapting to the digital era.

Exhibit 9:

Comparison of online vs over the counter sales

	Online	Over the Counter/Offline
Average Ticket Size	Rs.15,000 - 25,000	Rs.50,000 - 2.5 Lakhs and above
Type of Jewellery	Daily Wear, Office Wear, Gifting Jewellery	Daily Wear, Office Wear, Gifting Jewellery
Preferred SKUs	Ear Studs, Chains, Rings, etc.	Necklace, Temple Jewellery, Bridal Jewellery
Assisted Sales	Low	High
Options of Brand & Products	High	Medium
Touch & Feel Experience	Low	High
Discounts & Other offers	High	Medium
Customization	Low	High

Source: Company, Ambit Asset Management

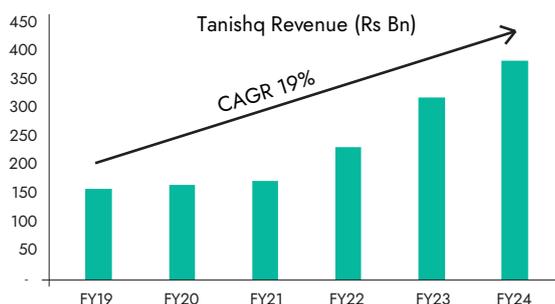
Exhibit 10:
Key highlights

Aspect	Tanishq	CaratLane
Founded	1994	2008
Business Model	Brick and mortar stores	E-commerce first
Target Audience	Traditional, occasion-based buyers	Millennials, everyday wear
Monthly visitors (Website & App)	4 Mn	10 Mn
Revenue (FY24)	Rs.384bn	Rs.29bn
5yr Growth CAGR	~19%	~47%
Stores (FY24)	500+	285+ experience centers
ROIC	23%	34%

Source: Company, Ambit Asset Management

Exhibit 11:

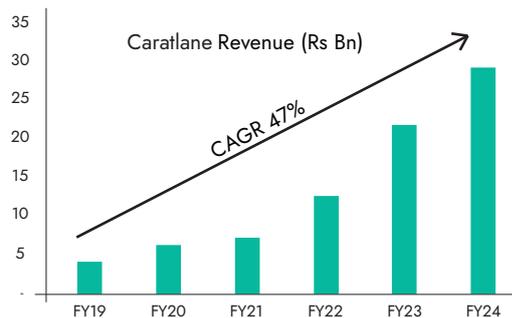
Tanishq grew 19% CAGR in last 5 year



Source: Company, Ambit Asset Management

Exhibit 12:

Caratlane grew 47% CAGR in last 5 year



Source: Company, Ambit Asset Management

• **Build: ICICI Bank**

ICICI Bank's commitment to digital transformation and innovation has positioned it as a leader in the Indian banking sector, continually enhancing its services to meet the evolving needs of its customers. ICICI Bank stands out as a leader in digital transformation with its comprehensive ICICI Stack for retail, business banking, and corporate customers. By offering tailored solutions across accounts, payments, loans, care, and growth layers, the bank seamlessly integrates technology to

address specific financial needs. From InstaSave and UPI for individuals to API integration and supply chain lending for businesses, ICICI Stack empowers users with speed, convenience, and innovation. This robust digital infrastructure highlights ICICI Bank's commitment to redefining customer experience and driving financial inclusion in the evolving digital economy.

Exhibit 13:

Strong performance of IBank's DBU (in '000s):

DBU Performance	H2FY23	FY24
No. of accounts opened	326	1,517
No. of credit cards	181	839
No. of loans	52	259
Count of financial transactions	33,444	91,485
Count of non-financial transactions	2,068	16,511
No. of frauds	Nil	Nil
No. of grievances received	6	11
No. of digital awareness/literacy camps arranged	51	197

Source: Company, Ambit Asset Management

The bank has led banking innovation with numerous industry-firsts. It introduced Cardless EMI for seamless purchases, Money Coach for automated investment advice, and paperless KYC for mutual funds. The bank

also pioneered voice-based fund transfers, instant digital credit of up to Rs 20,000, and unique cash acceptor machines that authenticate and credit cash in real-time.

Exhibit 14:

ICICI bank witnessing robust volumes digitally

ICICI Bank	FY20	FY24	H1FY25
PL Disbursement (by vol)	61%	93%	97%
Credit Cards (by vol)	44%	100%	100%
SIP Initiated (by vol)	21%	66%	76%
Fixed Deposit (by vol)	56%	60%	76%

Source: Company, Ambit Asset Management

• Emergence of E-commerce: Incumbents getting disrupted

E-Commerce is growing faster than Modern Trade (MT) and General Trade (GT) in India, driven by digital advancements, consumer demand for speed, and low organized grocery penetration. With its promise of 10–30-minute deliveries, tech-enabled operations, and hyperlocal strategies, E-commerce is transforming urban retail. It surged from a 3.4% share in online retail

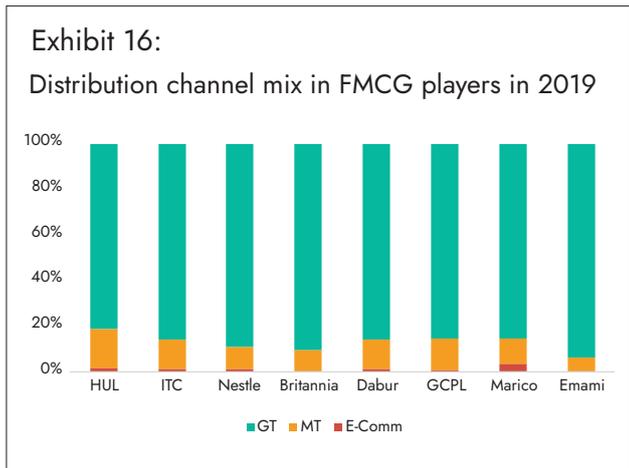
in 2018 to 6.5% in 2023 and is expected to grow 14-17% annually, reaching a market size of INR 11,000–14,000 Bn by 2028. This rapid rise, fueled by digital adoption and pandemic-induced shifts, highlights E-Commerce's dominance in reshaping India's retail ecosystem.

Exhibit 15:

E-Commerce registering strong growth

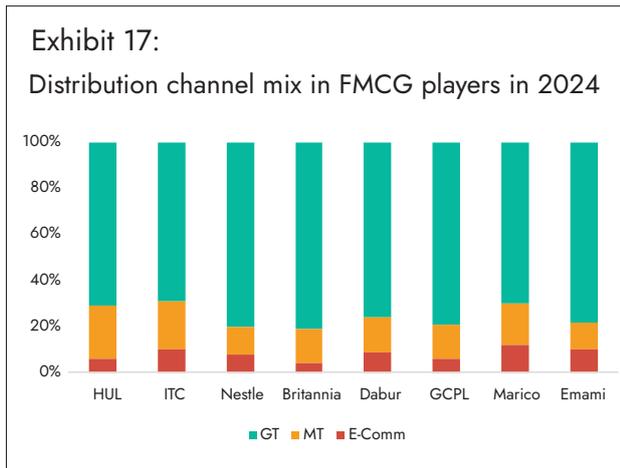
E-Commerce market	2018	2023	CAGR (2018-2023)	2028E	CAGR (2023-2028E)
Market Size (Rs Bn)	1,800-2,200	~5,800	~25%	11,000-14,000	14-17%
Penetration in total retail	3.4%	6.5%	-	10-12%	-
Penetration in online retail	22%	45%	-	60-70%	-

Source: Company, Ambit Asset Management



Source: Company, Ambit Asset Management

The rise of e-commerce and quick-commerce platforms in India has reshaped the retail landscape, with modern trade players adopting online delivery to stay competitive. However, they lag in fully embracing this shift, allowing e-commerce platforms to capture significant market share. FMCG companies are losing their dominance in traditional general trade networks as consumers gain access to a broader range of brands and choices online. Modern trade platforms have leveraged their inventory and cost-efficiency to meet the growing demand for online grocery delivery, while e-commerce, with hyperlocal focus and rapid delivery models, dominates urban micro-markets.



Source: Company, Ambit Asset Management

During the COVID-19 pandemic, Dabur, a leading FMCG company, lagged in digital transformation, losing ground to ITC. While Dabur was slow to adopt e-commerce, ITC capitalized on the surge in online shopping with robust digital marketing, influencer campaigns, and an Omni channel sales model. ITC's integration of physical and digital sales, along with advanced supply chain tools, ensured continuity during lockdowns and met rising demand for health products. In contrast, Dabur's reliance on physical retail and traditional marketing resulted in missed opportunities, allowing ITC to gain market share, revenue growth, and stronger brand perception among younger consumers.

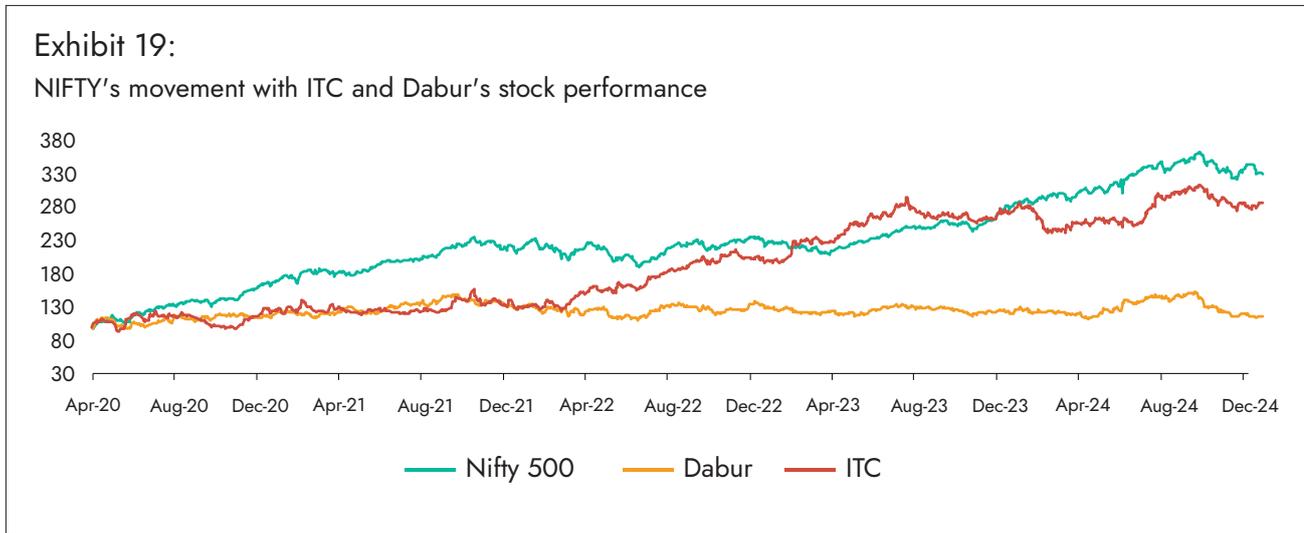
Exhibit 18:
E- Commerce registering strong growth

Particulars	ITC (FMCG business)	Dabur
Pre Covid (4yr CAGR)		
Revenue	7%	3%
EBIT	57%	4%
Post Covid (4yr CAGR)		
Revenue	13%	9%
EBIT	43%	7%

Source: Company, Ambit Asset Management

ITC's strong digital adoption and agile strategy boosted its stock performance during the pandemic, while Dabur's slower digital transition and reliance on

traditional retail led to weaker results and missed opportunities.

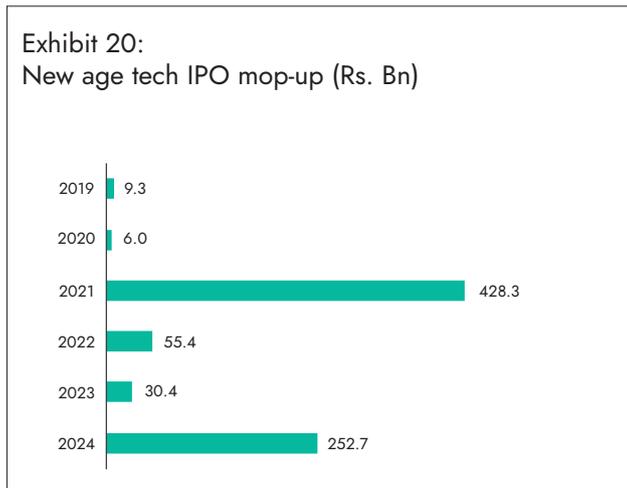


Source: Company, Ambit Asset Management

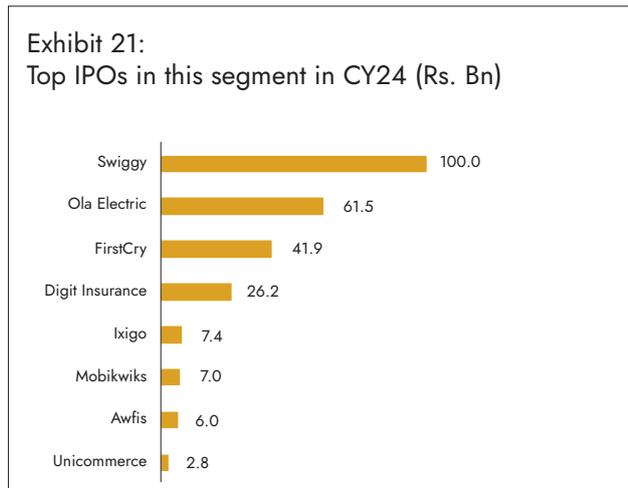
4. Rising investor acceptance of New-Age Businesses

New-age businesses in India are witnessing greater acceptance from public market investors, driven by a noticeable improvement over the past few years. These companies, often characterized by innovative business models and technology-driven solutions, have shifted focus from aggressive growth at all costs to sustainable operations and clear profitability metrics. As a result,

investor confidence has grown, with many now seeing these businesses as viable investment opportunities. This trend is further supported by the increasing number of such companies successfully listing on Indian stock exchanges, signaling their maturity and readiness to scale in a competitive market.



Source: Company, Ambit Asset Management



Source: Company, Ambit Asset Management

Exhibit 22:
Performance of select new-age tech companies post IPO

Companies	Category	Date of listing	Market Cap (Rs. bn)	XIRR
Zomato	Food delivery	23-Jul-21	2681.8	46%
Swiggy	Food delivery	13-Nov-24	1209.9	39%
PB Fintech	Fintech	15-Nov-21	982.2	28%
One 97 Communications Ltd (Paytm)	Fintech	18-Nov-21	629.7	-21%
IRCTC	Travel	14-Oct-19	627.6	19%
FSN E-Commerce Ventures Ltd (Nykaa)	E-commerce	10-Nov-21	471.0	-4%
Ola electric	Auto	9-Aug-24	378.2	35%
Brainbees Solutions Ltd (FirstCry)	E-commerce/ Consumer	13-Aug-24	333.5	140%
Delhivery	Logistics	24-May-22	258.1	-12%
C.E. Info Systems (MapMyIndia)	Data Tech	21-Dec-21	88.1	15%
Rategain Travel Technologies	Travel/SaaS	17-Dec-21	85.1	19%
Honasa Consumers Ltd (Mamaearth)	E-commerce/ Consumer	7-Nov-23	81.3	-19%
Nazara Technologies	Gaming	30-Mar-21	77.6	18%
Cartrade Tech	E-commerce	2-Aug-21	73.7	-2%
Zaggle Prepaid Ocean Services	Fintech / SaaS	22-Sep-23	73.0	146%
IXIGO	Travel	18-Jun-24	69.6	199%
Mobikwik	Fintech	18-Dec-24	47.6	110%
Yatra Online	Travel	28-Sep-23	18.6	-15%
Tracxn Technologies	Data Tech	20-Oct-22	8.1	-2%

Note: Market Cap and XIRR as on 31st Dec '24

Source: Company, Ambit Asset Management

India's digital revolution is rewriting the rules of business and consumer engagement at an unprecedented pace. As technology becomes the lifeblood of growth, businesses now face an unforgiving mandate: buy, build, or perish. Those with pricing power, strong operating cash flows, and agility to adapt to relentless change will thrive, while others risk fading into irrelevance.

Scaling sustainably, fostering innovation, and delivering consistent value in a rapidly evolving market will separate the disruptors from the disrupted. The winners will not only adapt but also proactively shape the

future, building ecosystems that combine resilience, foresight, and execution.

As the next chapter of Digital India unfolds, the question is not whether change will come—it is who will lead it. In a world of many a possibilities, the stakes have never been higher; the rewards never more transformative!

At Ambit Asset Management, across our portfolios we have embraced the digital wave by investing in several successful adopters and disruptors.

Reflection on our Portfolios for the year gone by

CY24: A Tale of Two Halves

The Indian stock market in 2024 presented a bifurcated landscape. The first half witnessed a surge in optimism, driven by robust corporate earnings, a favorable macroeconomic backdrop, and a strong performance by domestic institutions. Key sectors like IT and financials led the charge, with investor sentiment buoyed by expectations of continued economic growth.

However, the second half brought a shift in sentiment. Global headwinds, including rising interest rates and geopolitical uncertainties, began to weigh on investor confidence. This, coupled with a mixed earnings season and concerns about domestic economic growth, led to increased volatility and a more cautious approach from investors. While some sectors out

performed, others faced significant challenges.

This two-fold narrative highlights the dynamic nature of the Indian stock market and the importance of navigating evolving market conditions.

Market have moved from valuing the vision to show me to numbers. Over the past six months, numbers over narrative has taken precedence. At Ambit Asset Management our philosophy to invest business that demonstrates superior execution backed with able leadership, strong financials & good governance yielded more hits than misses.

See below few ideas that worked for us and few that didn't in the year gone by.

Ambit Coffee Can Portfolio			
Top Contributors	CY Return	Top Detractors	CY Return
KFIN Technologies Limited*	218%	ZF Comm Vehicle Ctrl Sys India Limited*	-25%
Zomato Limited*	125%	Avenue Supermarts Limited	-13%
Bharti Airtel Limited	54%	Britannia Industries Limited*	-11%

Source: Company Report, Ambit Asset Management

Ambit Good & Clean Midcap Portfolio			
Top Contributors	CY Return	Top Detractors	CY Return
Trent Limited	133%	AU Small Finance Bank Limited	-29%
Aegis Logistics Limited*	133%	Cholamandalam Invst and Fin Limited	-6%
Blue Star Limited	126%	Axis Bank Limited	-3%

Source: Company Report, Ambit Asset Management

Ambit Emerging Giants Small Cap Portfolio			
Top Contributors	CY Return	Top Detractors	CY Return
Tips Music Limited*	123%	Rajratan Global Wire Limited	-38%
V-Mart Retail Limited*	96%	Alkyl Amines Chemicals Limited*	-31%
Neogen Chemicals Limited	51%	Mold-Tek Packaging Limited	-28%

Source: Company Report, Ambit Asset Management

Ambit TenX Portfolio			
Top Contributors	CY Return	Top Detractors	CY Return
Orchid pharma Limited*	154%	AU Small Finance Bank Limited	-29%
Trent Limited	133%	Go Fashion India Limited	-24%
Persistent Systems Limited	75%	LTIMindtree Limited	-11%

*Invested during the year 2024

Source: Company Report, Ambit Asset Management

INVEST SUCCESSFULLY ACROSS MARKET CYCLES WITH AMBIT ASSET MANAGEMENT



Successful investing takes acumen

The acumen to have a solution for every need

The acumen to navigate volatile conditions

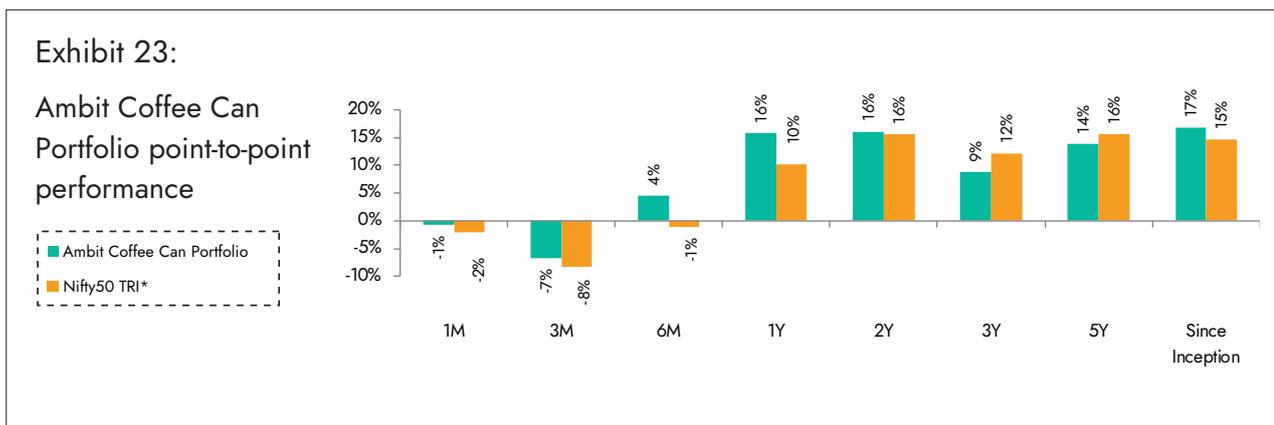
The acumen to always stay true to character

At Ambit Asset Management, it is this acumen that helps you invest successfully, with products that stay true to character across market cycles

Ambit Coffee Can Portfolio

At Coffee Can Portfolio, we do not attempt to time commodity/investment cycles or political outcomes and prefer resilient franchises in the retail and consumption-oriented sectors. The Coffee Can philosophy has an unwavering commitment to companies that have consistently sustained their

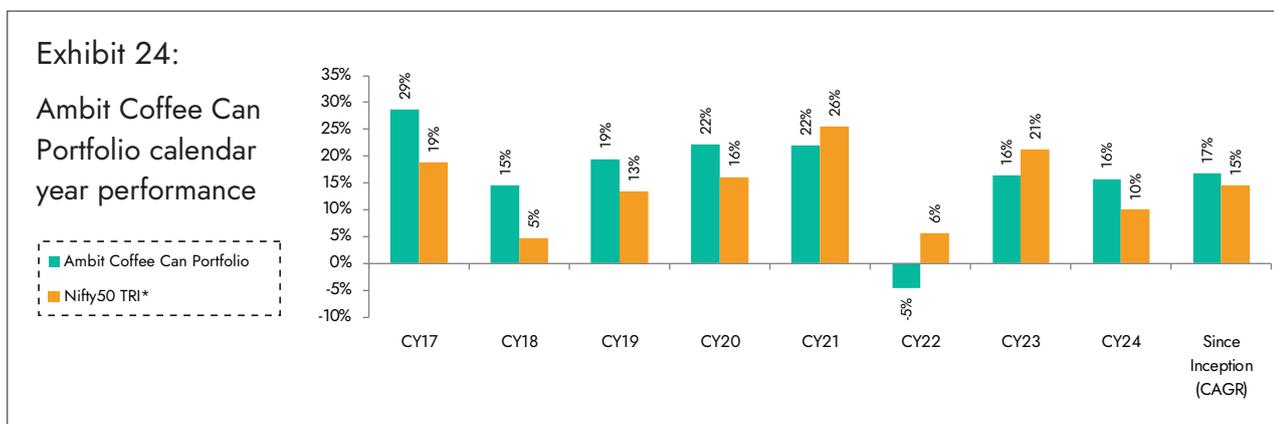
competitive advantages in core businesses despite being faced with disruptions at regular intervals. As the industry evolves or is faced with disruptions, these competitive advantages enable such companies to grow their market shares and deliver long-term earnings growth.



Source: Ambit Coffee Can Portfolio inception date is Mar 06, 2017;

**1M Return: 1st - 31st Dec'24; 3M Return: 1st Oct'24 – 31st Dec'24; 6M Return: 1st Jul'24 – 31st Dec'24; 1Y Return: 1st Jan'24 – 31st Dec'24

*Nifty 50 TRI is the selected benchmark for the Ambit Coffee Can Portfolio. The same is reported to SEBI.



Source: Ambit Coffee Can Portfolio inception date is Mar 06, 2017;

*Nifty 50 TRI is the selected benchmark for the Ambit Coffee Can Portfolio. The same is reported to SEBI.

Ambit Good & Clean Midcap Portfolio

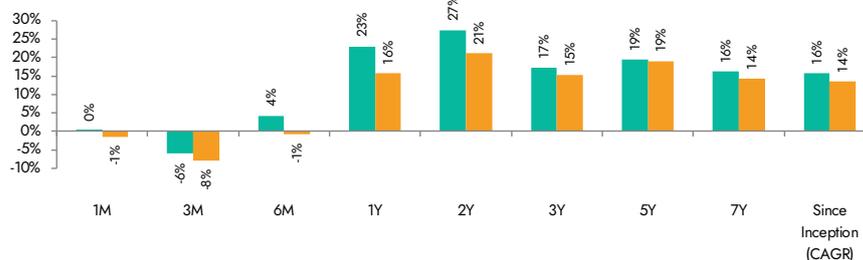
Ambit's Good & Clean strategy provides long-only equity exposure to Indian businesses that have an impeccable track record of clean accounting, good governance, and efficient capital allocation. Ambit's proprietary 'forensic accounting' framework helps weed out firms with poor quality accounts, while our proprietary 'greatness' framework helps identify efficient capital allocators with a holistic approach for consistent growth. Our focus has been to deliver superior risk-adjusted returns with as much focus on lower portfolio drawdown as on return generation. Some salient features of the Good & Clean strategy are as follows:

1. Process-oriented approach to investing: Typically starting at the largest 500 Indian companies, Ambit's proprietary frameworks for assessing accounting quality and efficacy of capital allocation help narrow down the investible universe to a much smaller subset. This shorter universe is then evaluated on bottom-up fundamentals to create a concentrated portfolio of no more than 20 companies at any time.
2. Long-term horizon and low churn: Our holding horizons for investee companies are 3-5 years and even longer with annual churn not exceeding 20-25% in a year. The long-term orientation essentially means investing in companies that have the potential to sustainably compound earnings, with these compounding earnings acting as the primary driver of investment returns over long periods.
3. Low drawdowns: The focus on clean accounting and governance, prudent capital allocation, and structural earnings compounding allow participation in long-term return generation while also ensuring low drawdowns in periods of equity market declines.

Exhibit 25:

Ambit Good & Clean Midcap Portfolio point-to-point performance

■ Ambit Good & Clean Midcap Portfolio
■ BSE500 TRI*



Source: Ambit Good & Clean Mid cap Portfolio inception date is Mar 12, 2015;

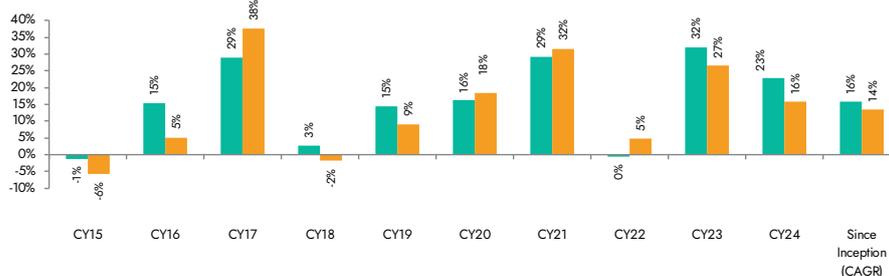
**1M Return: 1st - 31st Dec'24; 3M Return: 1st Oct'24 – 31st Dec'24; 6M Return: 1st Jul'24 – 31st Dec'24; 1Y Return: 1st Jan'24 – 31st Dec'24

*BSE 500 TRI is the selected benchmark for the Ambit Good & Clean Mid cap. The same is reported to SEBI.

Exhibit 26:

Ambit Good & Clean Midcap Portfolio calendar year performance

■ Ambit Good & Clean Midcap Portfolio
■ BSE500 TRI*



Source: Ambit Good & Clean Mid cap Portfolio inception date is Mar 12, 2015;

*BSE 500 TRI is the selected benchmark for the Ambit Good & Clean Mid cap. The same is reported to SEBI.

Ambit Emerging Giants Small Cap Portfolio

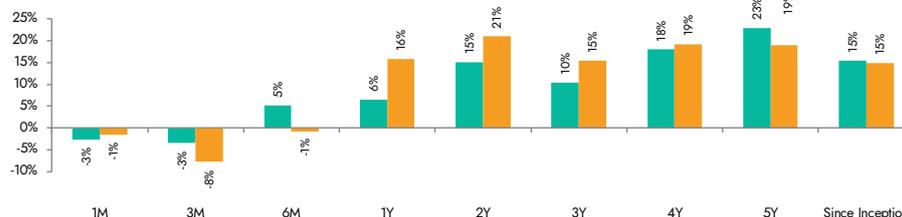
Small caps with secular growth, superior return ratios and no leverage – Ambit’s Emerging Giants Small Cap portfolio aims to invest in small-cap companies with market-dominating franchises and a track record of clean accounting, governance and capital allocation. The fund typically invests in companies with market caps less than INR 10,000cr. These companies have excellent financial track records, superior underlying

fundamentals (high RoCE, low debt), and the ability to deliver healthy earnings growth over long periods of time. However, given their smaller sizes, these companies are not well discovered, owing to lower institutional holdings and lower analyst coverage. Rigorous framework-based screening coupled with extensive bottom-up due diligence led us to a concentrated portfolio of 18-20 emerging giants.

Exhibit 27:

Ambit Emerging Giants Small Cap Portfolio point-to-point performance

■ Ambit Emerging Giants Small Cap Portfolio
■ BSE500 TRI*



Source: Ambit Emerging Giants Small cap Portfolio inception date is Dec 1, 2017;

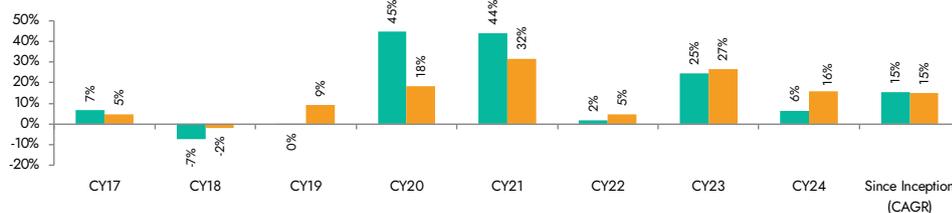
**1M Return: 1st - 31st Dec'24; 3M Return: 1st Oct'24 – 31st Dec'24; 6M Return: 1st Jul'24 – 31st Dec'24; 1Y Return: 1st Jan'24 – 31st Dec'24

*BSE 500 TRI is the selected benchmark for the Ambit Emerging Giants Small cap. The same is reported to SEBI.

Exhibit 28:

Ambit Emerging Giants Small Cap Portfolio calendar year performance

■ Ambit Emerging Giants Small Cap Portfolio
■ BSE500 TRI*



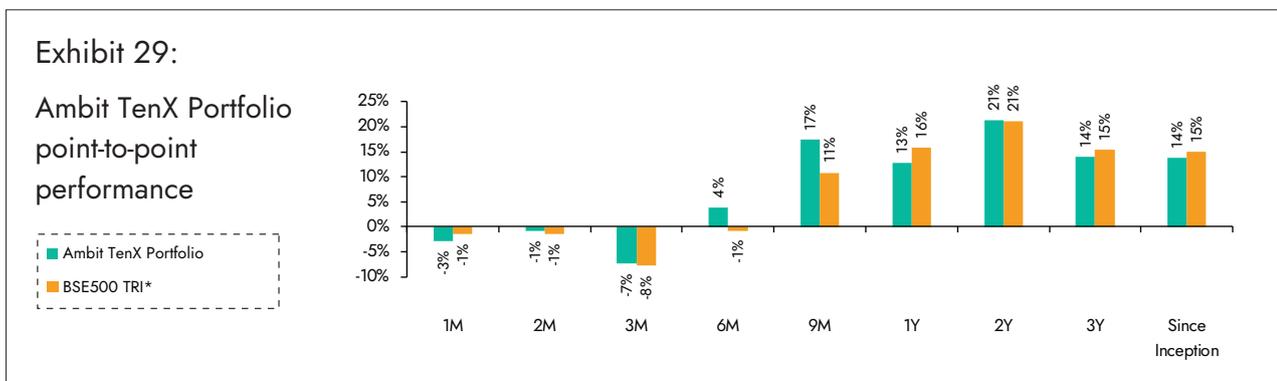
Source: Ambit Emerging Giants Small cap Portfolio inception date is Dec 1, 2017;

*BSE 500 TRI is the selected benchmark for the Ambit Emerging Giants Small cap. The same is reported to SEBI.

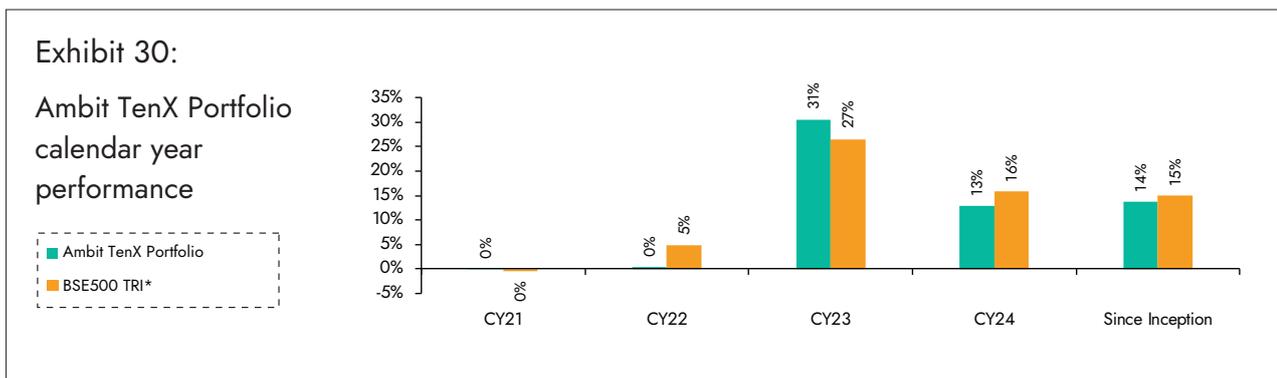
Ambit TenX Portfolio

Ambit TenX Portfolio gives investors an opportunity to participate in the India growth story as the Indian GDP heads towards a US\$10tn mark over the next 12-15 years. Mid and Small corporates are expected to be the key beneficiaries of this growth. The portfolio intends to capitalize on this opportunity by identifying and investing in primarily mid & small cap companies that can grow their earnings 10x over the same period implying 18-21% CAGR. Key features of this portfolio would be as follows: Key features of this portfolio would be as follows:

1. Longer-term approach with a concentrated portfolio: Ideal investment duration of >5 years with 15-20 stocks.
2. Key driving factors: Low penetration, strong leadership, light balance sheet.
3. Forward-looking approach: Relying less on historical performance and more on future potential while not deviating away from the Good & Clean philosophy.



Source: Ambit TenX Portfolio inception date is Dec 13, 2021;
 **1M Return: 1st - 31st Dec'24; 3M Return: 1st Oct'24 – 31st Dec'24; 6M Return: 1st Jul'24 – 31st Dec'24; 1Y Return: 1st Jan'24 – 31st Dec'24
 *BSE 500 TRI is the selected benchmark for the Ambit TenX Portfolio. The same is reported to SEBI.



Source: Ambit TenX Portfolio inception date is Dec 13, 2021;
 *BSE 500 TRI is the selected benchmark for the Ambit TenX Portfolio. The same is reported to SEBI.

Ambit Micro Marvels Portfolio

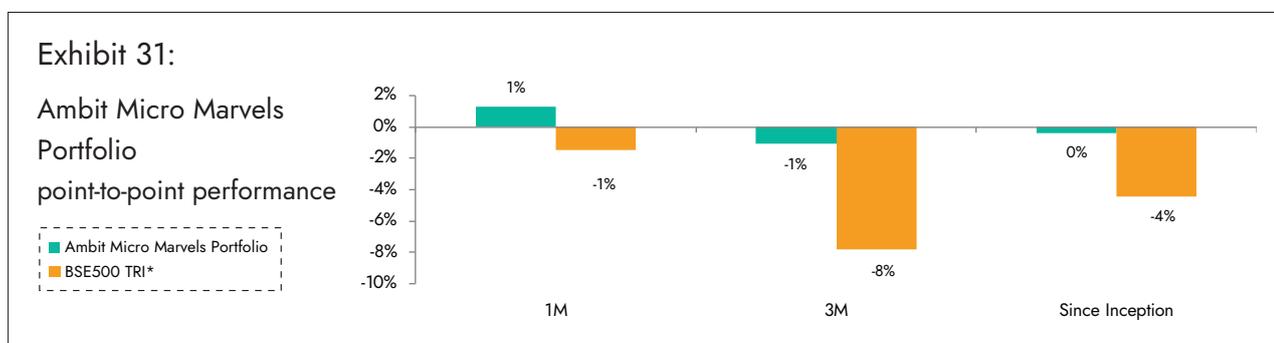
We aim to create a portfolio that invests predominantly in micro-cap companies with the potential of delivering superior earnings growth and generating relatively better risk-adjusted performance over a long period of time.

Ambit's proprietary 'forensic accounting' framework helps weed out firms with poor quality accounts while our proprietary 'greatness' framework helps identify

efficient capital allocators. The result is a concentrated portfolio of 20-25 stocks that draws down less than the market in corrections and has low churn.

Key Features of Portfolio Companies:

1. High earnings growth companies with low leverage,
2. Market leaders or challengers with strong moat around brand, distribution, technology, and innovation,
3. Strong corporate governance coupled with apt capital allocation.



Source: Ambit Micro Marvels Portfolio inception date is Jul 29, 2024;

*BSE 500 TRI is the selected benchmark for the Ambit Micro Marvels Portfolio. The same is reported to SEBI.

For any queries, please contact:

Phone: +91 22 6623 3281 | Email - amsales@ambit.co

Registered office: Ambit Investment Advisors Private Limited - Ambit House, 449, Senapati Bapat Marg, Lower Parel, Mumbai - 400 013.

Corporate office: Ambit Investment Advisors Private Limited - 2103/2104, 21st Floor, One Lodha Place, Senapati Bapat Marg, Lower Parel, Mumbai - 400 013.

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The product 'Ambit Coffee Can Portfolio' has been migrated from Ambit Capital Private Limited to Ambit Investments Advisors Private Limited. Hence some of the information in this presentation may belong to the period when this product was managed by Ambit Capital Private Limited.

The performance data for coffee can product between 6th march 2017 - 19th June 2017 represents model portfolio returns. First client was onboarded on 20th June 2017. The performance data for G&C product between 1st June 2016 to 1st April 2018 also includes returns for funds managed for an advisory offshore client. Returns are calculated using TWRR method as prescribed under revised SEBI (Portfolio Managers) Regulations, 2020.

You may contact your Relationship Manager for any queries.

(The map used is for representation/illustrative purposes only)