

Angel One

 BSE SENSEX
 S&P CNX

 80,234
 24,275

CMP: INR2,911

TP: INR3,600 (+24%)

Buy

AngelOne

Motilal Oswal values your support in the EXTEL POLL 2024 for India Research, Sales, Corporate Access and Trading team.

We request your ballot.

EXTEL POLL 2024

Bloomberg	ANGELONE IN
Equity Shares (m)	90
M.Cap.(INRb)/(USDb)	262.5 / 3.1
52-Week Range (INR)	3900 / 2025
1, 6, 12 Rel. Per (%)	4/7/-27
12M Avg Val (INR M)	3131

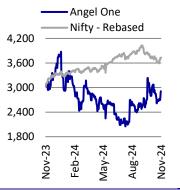
Y/E March	2025E	2026E	2027E
Revenues	45.4	52.2	63.4
Opex	25.4	29.4	33.6
PBT	18.9	21.2	27.8
PAT	14.0	15.7	21.9
EPS (INR)	169.0	189.7	264.1
EPS Gr. (%)	24.4	12.3	39.2
BV/Sh. (INR)	716.8	830.7	989.1
Ratios (%)			
C/I ratio	55.9	56.3	53.0
PAT margin	30.8	30.1	34.5
RoE	31.2	24.5	29.0
Div. Payout	0.0	40.0	40.0
Valuations			
P/E (x)	17.2	15.3	11.0
P/BV (x)	4.1	3.5	2.9
Div. Yield (%)	0.0	2.4	3.3

Shareholding Pattern (%)

As On	Sep-24	Jun-24	Sep-23
Promoter	35.6	35.6	38.3
DII	12.7	14.0	10.8
FII	12.3	15.4	16.4
Others	39.4	35.0	34.5

FII includes depository receipts

Stock's Performance (one-year)



Breaking boundaries through strategic diversification

- Given the regulatory environment, where SEBI has implemented tighter norms for F&O, the focus on knowing the likely impact on Angel One Ltd (ANGELONE)'s broking business is advertently high. Meanwhile, the company has made significant investments over the past couple of years to build its Wealth Management, AMC, Assisted Partner Channel, and Loan Distribution businesses.
- The company's core business strategy is to focus on the Lifetime Value (LTV) of a customer. Currently, of the 27.5m customers, only 7.4m customers are active (as defined by NSE). With a significant amount of data available on the behavior and financial strength of these customers, ANGELONE is well-positioned to increase the LTV of customers through the distribution of other financial products.
- For instance, ANGELONE has built an SIP book in the past couple of years, which is the second largest incremental SIP generator. According to our understanding, the share of inactive broking clients in incremental SIPs is significantly higher for ANGELONE.
- The company has recently ventured into the distribution of loans by partnering with three NBFCs (three banks and NBFCs in the pipeline) INR3.6b distributed until 2QFY25. This has been in the works for the past few quarters and the company is leveraging its expertise in data science and machine learning to target the right customer base. For instance, Paytm was able to scale up its personal loan business from INR5b in 3QFY22 to INR44b in 3QFY24 until it hit a regulatory roadblock. ANGELONE is adopting a conservative approach and aims to grow this business in a calibrated manner.
- ANGELONE has set up a separate subsidiary to start its wealth management operations and has recently infused INR2.5b capital in the same. The success mantra for a wealth management business is people and products. For the people part, ANGELONE has hired an experienced top management team that is building a strong RM force. A phygital approach, along with a strong brand presence in tier 2 cities, bodes well for ANGELONE's success in this business. For instance, Dezerv, with a digital approach, reached INR50b AUM within three years of operations.
- The Assisted business with >11k partners currently contributes ~22-23% to the overall revenue. This channel is crucial to the company's strategy of enhancing the LTV of its existing customer base. A complete revamp of this channel is currently underway, with the following initiatives: 1) rehashing the NXT platform to enhance partner-client interaction, 2) developing robust data analytics capabilities, and 3) providing extensive training for partners to strengthen their capability to sell multiple financial products, such as Mutual Funds (MFs), Portfolio Management Services (PMS), Insurance and Loans. For instance, Prudent has grown its partner base/customer base by 11x/9x over the past decade.

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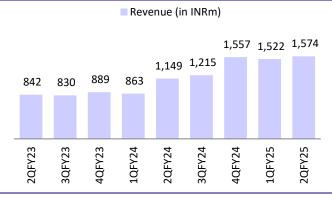
ANGELONE has recently received regulatory approval for its Asset Management business. Under this segment, it will be focusing on selling only passives as the active space is more mature and competitive.

- Overall, in the medium term (~5-7 years), the share of the non-broking business is expected to increase materially as multiple business lines become accretive. While the costs have been built into our estimates, the revenue potential has not yet been factored in.
- In this note, we present the sizing analysis for the company's new segments Loan Distribution, and Wealth Management, as well as the scale-up of distribution at the AP Channel. Cumulatively, these segments can add INR2.5-3.0b to the revenues in FY27. We maintain our BUY recommendation with a one-year TP of INR3,600 (16x Sep'26E EPS).

Assisted business - adding fuel to further drive growth

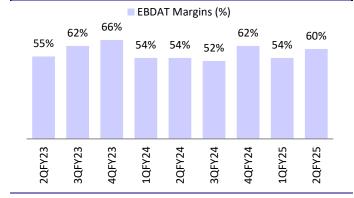
- The Assisted Business unit currently contributes ~22-23% of the net broking revenues. ANGELONE plans to materially scale up its Authorized Person (AP) network and demerge this segment into a separate subsidiary.
- Currently, most APs are solely focusing on broking products, and ANGELONE sees substantial potential for APs to diversify into other financial products, such as mutual funds, insurance, fixed income, and loans. The company plans to focus on on-boarding more APs with the ability to distribute a broader range of financial products.
- It has redefined its approach toward partner acquisition, engagement, and retention, focusing on quality through the NXT platform and integrating a signaling mechanism that enhances partner-client interaction.
- The company continues to leverage its strong data analytics capabilities to drive cohort personalization based on behavioral insights, contributing to robust growth within the business vertical by cross-selling multiple products through multiple channels.
- The management expects this segment to grow in alignment with the digital business expansion, driven by both broking and distribution products.
- In our analysis, we have built in a total size of 14,000 APs by FY27, of which 30% will sell MFs generating an AUM of INR126b and leading to gross/net revenue of INR1,260/378m (net revenues is post 70% sharing with APs).
- For instance, Prudent Corporate Advisory (PRUDENT) has grown its number of partners/number of customers/AUM by 11x/9x/22x over the past decade.

Exhibit 1: Revenues from the Assisted Business



Source: MOFSL, Company

Exhibit 2: EBDAT margin trend in the Assisted Business



Source: MOFSL, Company

Exhibit 3: Revenue sizing for the AP Channel Distribution business based on assumptions across key parameters

AP Distribution	FY26	FY27	FY28
No of APs	12,000	14,000	16,000
% of APs selling MFs	20	30	40
No of APs selling MFs	2,400	4,200	6,400
Ticket size (INR m)	20	30	40
AUM (INR b)	48	126	256
Yield (%)	1.0	1.0	1.0
Revenue (INR m)	480	1,260	2,560
Sharing with AP (%)	70.0	70.0	70.0
Net revenue	144	378	768

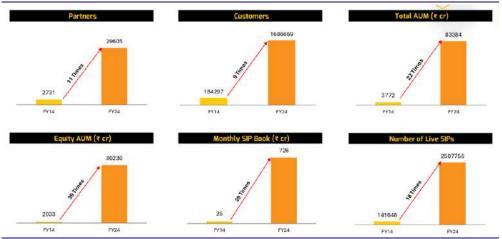
Source: MOFSL, Company

Exhibit 4: Sensitivity analysis for FY27 revenues for AP Channel based on the number of APs and their respective ticket size

Tielest Cine (INDex)	Number of APs						
Ticket Size (INRm)	10,000	12,000	14,000	16,000	18,000		
10	90	108	126	144	162		
20	180	216	252	288	324		
30	270	324	378	432	486		
40	360	432	504	576	648		
50	450	540	630	720	810		

Source: MOFSL, Company

Exhibit 5: Decadal growth journey of Prudent over FY14-24



Source: MOFSL, Company

Building a solid wealth franchise with a solid team and upfront investments

- We are extremely positive with respect to the outlook on the wealth management space in India over the next decade, with AUM increasing at an annual rate of 15-20%.
- ANGELONE is building its wealth management business under a separate wholly-owned subsidiary and has infused INR2.5b into this business in Mar'24. The right-to-win for ANGELONE Wealth comes from its established brand, tech innovations, and a strong team.
- Currently, the targeted ticket size is INR100-150m (UHNI segment) but eventually, with a variety of products and technology, the ticket size is expected to come down to INR10m (HNI segment).

ANGELONE has recently initiated two activities in its wealth management business: 1) the publication of content across three categories—macro views on asset classes, macroeconomic trends, and event-specific updates and 2) the initiation of a third-party distribution business, offering products such as MFs, PMS, and Alternative Investment Funds (AIFs).

- ANGELONE is strengthening its wealth management team by on-boarding experienced professionals from large global consumer-focused tech companies.
- The company is also expanding its RM capacity to increase penetration in Tier 2 cities, with a focus on the High Net-worth Individual (HNI) segment, where it sees significant growth opportunities to broaden the customer base.
- The management has guided to achieve breakeven within 2.5-3 years, with revenue generation expected to ramp up in the coming quarters. The operating expenditure for the Asset Management and Wealth Management business is projected to be at ~1.8% of Operating Profit Margins (OPM). It currently stands at ~1.6% of OPM. Additionally, a separate ESOP pool will be created, driven entirely by performance-based metrics.
- For FY27, if the company is able to create an RM strength of 75 and a total client base of 1,125 customers with AUM of INR68b, the incremental revenues could be INR675m.
- For instance, Dezerv is a complete digital franchise that was established in Apr'21 and was able to generate an AUM of INR50b by Feb'24. ANGELONE, with its phygital approach, will be relatively better positioned.

UHNI

→0.2 mn Tax Filers

→₹10 Mn Annual Income | >US\$ 5 mn AUM

HNI

→2.6 mn Tax Filers

→₹2 - 10 Mn Annual Income | >US\$ 100K - 5 mn AUM

Retail

→62.3 mn Tax Filers

< ₹2 Mn Annual Income

Exhibit 6: The addressable market of ANGELONE in the Wealth space

Source: MOFSL, Company

Exhibit 7: Growth drivers for the Wealth business



Source: MOFSL, Company

Exhibit 8: Revenue sizing for the Wealth Management business based on assumptions across key parameters

Wealth Management	FY26	FY27	FY28
No of RMs	50	75	100
Customers/RM	10	15	20
No of customers	500	1,125	2,000
Ticket size (INR m)	50	60	70
AUM (INR b)	25	68	140
Yield (%)	1.0	1.0	1.0
Revenue (INR m)	250	675	1,400

Source: MOFSL, Company

Exhibit 9: Sensitivity analysis for FY27 revenues for the Wealth Management business based on the number of RMs and customer ticket size

Tielest Cine (INDus)	Number of RMs						
Ticket Size (INRm)	25	50	75	100	125		
30	112.5	225	337.5	450	562.5		
40	150	300	450	600	750		
50	187.5	375	562.5	750	937.5		
60	225	450	675	900	1125		
70	262.5	525	787.5	1,050	1,312.5		

Source: MOFSL, Company

Management personnel – Wealth business



Srikanth Subramanian – Chief Executive Officer & Co-founder

Mr Srikanth Subramanian brings over 20 years of experience in the Investment and Wealth Management business. He was previously the CEO of Kotak Cherry and held various roles in Kotak for years, gaining valuable experience in successfully running the wealth management division. He has done his MBA from NMIMS.



Shobhit Mathur - Co-founder & Chief Business Product

Mr Shobhit Mathur brings over a decade of experience in the finance space. Prior to joining ANGELONE, he held lead roles in Kotak Cherry and Kotak Investments Advisors Ltd. He has done his BTech from IIT, Varanasi, and post-graduation from XLRI Jamshedpur.



Dharmendra Jain - Co-founder & Head Business Product

Mr Dharmendra Jain specializes in product conceptualization, due diligence of fund service providers, and providing investment solutions to clients. Prior to joining ANGELONE, he worked at the Kotak Wealth Management wing as the Executive Director. He has also worked in ASK Group, ICICI Bank, Infosys Technologies Ltd, and Welspun. He is a Chartered Accountant and has graduated in Commerce from St. Xavier's College.

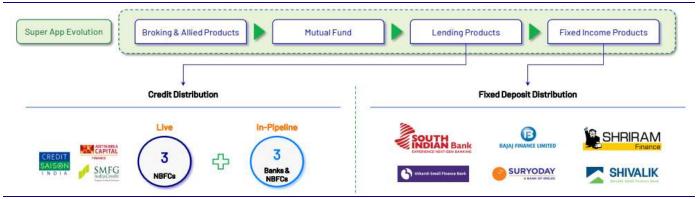
Loan distribution: Expanding product offerings

- Earlier, the distribution line was restricted only to IPOs and mutual funds (low revenue contribution as majority of it is done via the direct route). However, ANGELONE has recently gone live with the distribution of credit products on its platform after a thorough testing phase and client feedback.
- The company has introduced unsecured personal loans through partnerships with three NBFCs, with plans to on-board additional partners (three banks and NBFCs in the pipeline). This digital distribution model enables deeper market penetration, providing access to credit for a diverse client base.
- As of Sep'24, cumulative disbursements through the platform amounted to INR3.6b. ANGELONE is taking a calibrated approach to scale the credit distribution business, with an emphasis on enhancing risk understanding.
- Additionally, ANGELONE has launched the distribution of Fixed Deposits (FDs) on its app through partnerships with six entities, including banks, small finance banks, and NBFCs. Clients can now invest in FDs as an off-the-shelf product without the need to open a bank account, further diversifying the company's product offerings.
- Regarding realizations, ANGELONE will earn fees on loan disbursement. The take rate of loans is at par or slightly better than the market standards.
- The management expects the distribution business to achieve breakeven within the next 1.5-2 years, with revenue generation anticipated in the coming quarters.

■ In terms of sizing, by FY27, if 0.3m customers of ANGELONE take personal loans with an average ticket size of INR0.13m, assuming a take rate of 3%, we estimate the revenue potential to be INR1,125m.

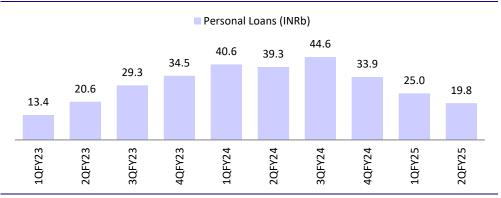
For instance, Paytm grew its Personal Loan Distribution business from INR5b in 3QFY22 to INR44b in 3QFY24 until it hit a regulatory roadblock. ANGELONE is adopting a conservative approach and aims to grow this business in a calibrated manner.

Exhibit 10: Loan Distribution business growth driven by multiple channels and products



Source: MOFSL, Company

Exhibit 11: Personal loan trend of Paytm



Source: MOFSL, Company

Exhibit 12: Revenue sizing for the Loan Distribution business based on assumptions across key parameters

me, parameters			
Loan Segment	FY26	FY27	FY28
No of customers (m)	0.30	0.60	0.80
Ticket size (INR m)	0.10	0.13	0.15
Disbursement (INR b)	30.0	75.0	120.0
Yield (%)	3.0	3.0	3.0
Revenue (INR m)	900	2,250	3,600

Source: MOFSL, Company

Exhibit 13: Sensitivity analysis for FY27 revenues for the loan distribution business based on the number of RMs and customer ticket size

Tieket Cine (INDm)		Number of customers						
Ticket Size (INRm)	0.4	0.5	0.6	0.7	0.8			
0.1	1200	1500	1800	2100	2400			
0.125	1500	1875	2250	2625	3000			
0.15	1800	2250	2700	3150	3600			
0.175	2100	2625	3150	3675	4200			
0.2	2400	3000	3600	4200	4800			

Source: MOFSL, Company

Asset management business: Focusing on the passives

- ANGELONE has recently received the approval from the regulators to operate its MF business under a wholly owned subsidiary namely 'ANGELONE Asset Management Company Limited'.
- The company intends to focus on developing a comprehensive suite of ETF and Index fund products, designed to provide clients with diversified investment options that align with their investment preferences and risk profile.
- The company is not focused on active funds due to higher competition where many established players have already captured a share in the market.
- Angel One AMC plans to leverage the existing digital infrastructure and wide distribution network of its parent and other partners to ensure seamless access to these investment products

Management personnel – Asset management business



Hemen Bhatia – Chief Executive Officer

Mr Hemen Bhatia brings over 15 years of extensive experience in the asset management space. Before his association with ANGELONE, he worked with Nippon Life AMC, Goldman Sachs AMC, and Benchmark AMC. He has done his Masters of Management Studies (MMS) in Finance from the Indian Education Society (IES).



Mehul Dama - Chief Investment Officer

Mr Mehul Dama brings over a decade of experience in the asset management space. Before joining ANGELONE, he worked with Reliance Nippon Life AMC, Goldman Sachs AMC, Benchmark AMC, and PWC. He is a Chartered Accountant by profession.



Sameer Desai - Chief Business Officer

Mr Sameer Desai has extensive experience in the asset management space. Prior to joining ANGELONE, he worked with Nippon Life AMC, Goldman Sachs, and Benchmark AMC, among others.

Exhibit 14: Proforma P&L of new business

(INR m)	FY26	FY27	FY28
Loans	900	2,250	3,600
Wealth management	250	675	1,400
AP MF distribution	144	378	768
Total revenues	1,294	3,303	5,768
Costs	1,400	2,100	2,730
% YoY		50.0	30.0
Cost to income (%)	108.2	63.6	47.3
PBT	-106	1,203	3,038
Tax	-	301	760
PAT	-106	902	2,279

Source: MOFSL, Company

Valuation and view

- ANGELONE stock has been range-bound over the past few months as concerns were rife around the impact of new F&O regulations. In its 2QFY25 results conference call, the management indicated that the impact would be in the range of 13-14% of revenues.
- While concerns about F&O regulations have persisted over the past year, ANGELONE has been actively investing in diversifying its revenue base, building a foundation for loan distribution, wealth management, and AMC, and scaling up its assisted partner channel to improve the LTV of its customer base.
- Execution will be crucial, and with a strong management team in place, robust technology investments, and existing capabilities, we anticipate no major challenges. The industry tailwinds for each of these segments will especially offer significant growth opportunities for players in each of the new segments.
- Our analysis suggests that loan distribution, wealth management, and the MF business of the assisted partner channel collectively have the potential to generate revenues of INR3b by FY27. According to the company's guidance, assuming 2.5% of overall revenues as burn costs, we believe the new segments will have a cost-to-income ratio of ~64% and will add to PAT in FY27. Our current estimates have costs built in but incremental revenues are yet to be factored in.
- Additionally, we note that as businesses scale up, an SOTP valuation approach would be used considering that most of the new businesses command much higher valuations vs the broking business.
- We maintain our BUY rating and upgrade our target to INR3,600 (16x Sep'26E EPS).

Financials and valuations

Income Statement								(INR m)
Y/E March	2020	2021	2022	2023	2024	2025E	2026E	2027E
Total Income	4,721	8,971	16,827	22,931	33,331	45,432	52,158	63,429
Change (%)		90.0	87.6	36.3	45.4	36.3	14.8	21.6
Net Brokerage Income	2,735	5,436	10,235	14,399	21,062	27,619	33,014	39,176
Interest income	1,254	1,998	3,653	5,195	7,859	14,968	19,829	25,374
Less - Finance costs	489	389	721	895	1,359	3,760	6,405	7,908
Net Interest income	765	1,609	2,932	4,300	6,500	11,208	13,425	17,466
Other Income	1,221	1,927	3,661	4,232	5,769	6,605	5,720	6,787
Operating Expenses	3,142	4,675	8,273	10,705	17,695	25,411	29,350	33,602
Change (%)	-3.2	48.8	76.9	29.4	65.3	43.6	15.5	14.5
Operating Margin	1,578	4,296	8,554	12,226	15,636	20,022	22,808	29,827
Depreciation	209	184	187	303	498	1,084	1,564	2,044
Profit Before Tax	1,204	4,112	8,367	11,923	15,138	18,938	21,244	27,783
PAT	884	2,981	6,251	8,907	11,257	14,006	15,722	21,884
Change (%)	5.0	237.3	109.7	42.5	26.4	24.4	12.3	39.2
Dividend	227	1,056	2,245	3,324	3,039	0	6,289	8,753
Balance Sheet								(INR m)
Y/E March	2020	2021	2022	2023	2024	2025E	2026E	2027E
Equity Share Capital	720	818	829	834	840	902	902	902
Reserves & Surplus	5,427	10,492	15,015	20,781	29,546	58,493	67,926	81,056
Net Worth	6,147	11,310	15,844	21,616	30,386	59,394	68,828	81,958
Borrowings	4,880	11,715	12,577	7,872	25,353	41,144	57,156	66,763
Other Liabilities	11,043	25,114	43,777	45,175	76,636	1,24,999	1,79,822	2,44,966
Total Liabilities	22,070	48,138	72,198	74,663	1,32,375	2,25,537	3,05,805	3,93,688
Cash and Investments	14,607	18,830	48,936	56,006	98,442	1,31,538	1,80,061	2,49,865
Change (%)	44.1	28.9	159.9	14.4	75.8	33.6	36.9	38.8
Loans	2,806	11,285	13,575	11,533	17,771	56,329	78,252	91,405
Change (%)	-63.2	302.2	20.3	-15.0	54.1	217.0	38.9	16.8
Net Fixed Assets	1,104	1,150	1,638	2,482	4,094	6,094	9,094	12,094
Current Assets	3,553	16,873	8,050	4,642	12,069	31,575	38,399	40,323

72,199

74,663

1,32,375

2,25,537

3,05,805

3,93,688

22,070

48,138

E: MOFSL Estimates

Total Assets

Financials and valuations

Cash flow Statement								(INR m
Y/E March	2020	2021	2022	2023	2024	2025E	2026E	2027E
Cash flow from operations	5,438	-10,624	-2,187	3,793	19,319	-18,018	13,294	36,529
PBT	1,204	4,112	8,367	11,923	15,138	18,938	21,244	27,783
Depreciation and amortization	209	184	187	303	498	1,084	1,564	2,044
Tax Paid	-296	-1,070	-2,088	-2,900	-3,889	-4,932	-5,522	-5,899
Interest, dividend income (post-tax)	-920	-1,448	-2,729	-3,881	-5,894	-11,226	-14,872	-25,374
Interest expense (post-tax)	359	282	539	669	1,019	2,820	4,803	7,908
Working capital	4,883	-12,684	-6,463	-2,321	12,447	-24,701	6,077	30,067
Fixed deposits (part of cash & equivalent)	-	-	-	-	-	-	-	-
Cash from investments	-335	194	-806	-2,055	-1,016	-3,084	-4,564	-5,044
Capex	-131	-230	-675	-1,146	-2,110	-3,084	-4,564	-5,044
Others	-204	424	-131	-908	1,095	-	-	-
Cash from financing	-3,446	10,183	1,336	-4,628	19,870	39,198	19,792	18,320
Equity	-28	3,237	528	189	553	15,002	-0	-
Debt	-3,786	6,835	863	-4,705	17,481	15,790	16,012	9,607
Interest costs	562	1,166	2,190	3,212	4,875	8,406	10,069	17,466
Dividends Paid	-194	-1,056	-2,245	-3,324	-3,039	-	-6,289	-8,753
Others	-	-	-	-	-	-	-	-
Change of cash	1,657	-247	-1,657	-2,890	38,173	18,097	28,522	49,805
Opening Cash	4,468	6,125	5,878	4,221	1,331	39,503	57,600	86,123
Closing Cash	6,125	5,878	4,221	1,331	39,503	57,600	86,123	1,35,927
FCFE	2,082	-2,853	191	1,153	39,565	3,094	34,811	58,558
Ratios (%)	2020	2021	2022	2023	2024	2025E	2026E	2027E
As a percentage of Revenues								
Net Brokerage Income	57.9	60.6	60.8	62.8	63.2	60.8	63.3	61.8
Net Interest Income	16.2	17.9	17.4	18.8	19.5	24.7	25.7	27.5
Other Income	25.9	21.5	21.8	18.5	17.3	14.5	11.0	10.7
Total cost	66.6	52.1	49.2	46.7	53.1	55.9	56.3	53.0
Employee Cost	33.9	19.2	16.7	17.4	16.7	19.9	19.3	17.2
Opex (ex emp) Cost	32.7	33.0	32.5	29.3	36.4	36.0	37.0	35.8
PBT	25.5	45.8	49.7	52.0	45.4	41.7	40.7	43.8
PAT	18.7	33.2	37.1	38.8	33.8	30.8	30.1	34.5
Profitability Ratios (%)								
RoE	15.2	34.2	46.0	47.6	43.3	31.2	24.5	29.0
Dividend Payout Ratio	25.7	35.4	35.9	37.3	27.0	0.0	40.0	40.0
Valuations	2020	2021	2022	2023	2024	2025E	2026E	2027E
BVPS (INR)	74.2	136.5	191.2	260.9	366.7	716.8	830.7	989.1
Change (%)	12.1	84.0	40.1	36.4	40.6	95.5	15.9	19.1
Price-BV (x)	39.2	21.3	15.2	11.2	7.9	4.1	3.5	2.9
EPS (INR)	10.7	36.0	75.4	107.5	135.9	169.0	189.7	264.1
Change (%)	5.0	237.3	109.7	42.5	26.4	24.4	12.3	39.2
CHAIRC 1/01	5.0	237.3	105.7	72.3			12.5	
	272 9	20 Q	28 6	27 1	21 /	17 2	15.2	11 0
Price-Earnings (x)	272.8	80.9	38.6	27.1	21.4	17.2	15.3 69.8	
	272.8 3.2 0.1	80.9 12.9 0.4	38.6 27.1 0.9	27.1 39.9 1.4	21.4 36.2 1.2	0.0 0.0	15.3 69.8 2.4	97.1 3.3

E: MOFSL Estimates

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Investment Rating	Expected return (over 12-month)		
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SELL	< - 10%		
NEUTRAL	> - 10 % to 15%		
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