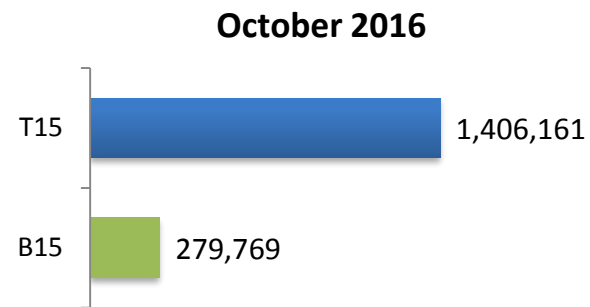
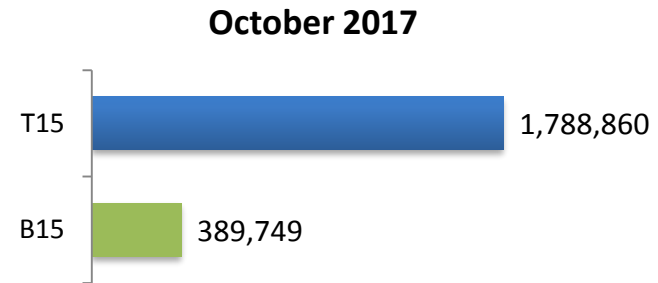


Growth in B15 assets

17.8% of the assets of the mutual fund industry came from B15 locations in October 2017.

Assets from B15 locations have increased from Rs.2.79 lakh cr. in October 2016 to Rs.3.89 lakh cr. in October 2017. The rate of growth in assets for B15 locations was 39.3% (30% for the industry as a whole during the same period).



Rs. In crores

T15 refers to the top 15 geographical locations in India and B15 refers to the locations beyond the top 15. Rs. lakh cr is equivalent to Rs. trillion.



B15 has a more balanced mix than T15

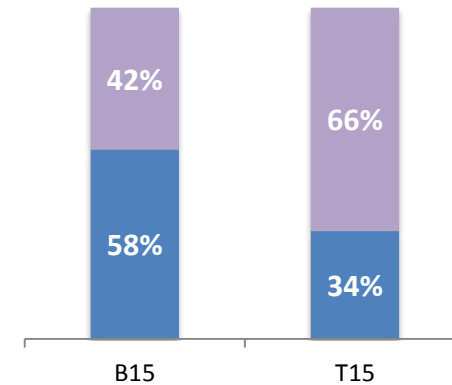
B15 locations have a better balance of equity and non-equity assets.

58% of the assets from B15 locations is in equity schemes.

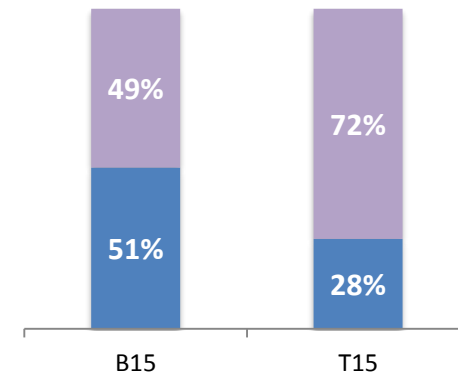
Equity-oriented schemes accounted for 34% of the T15 assets in October 2017 and 28% in October 2016.

The higher concentration in debt in T15 locations is due to the presence of institutions in this segment.

October 2017



October 2016



■ Equity-oriented Schemes ■ Non equity-oriented schemes

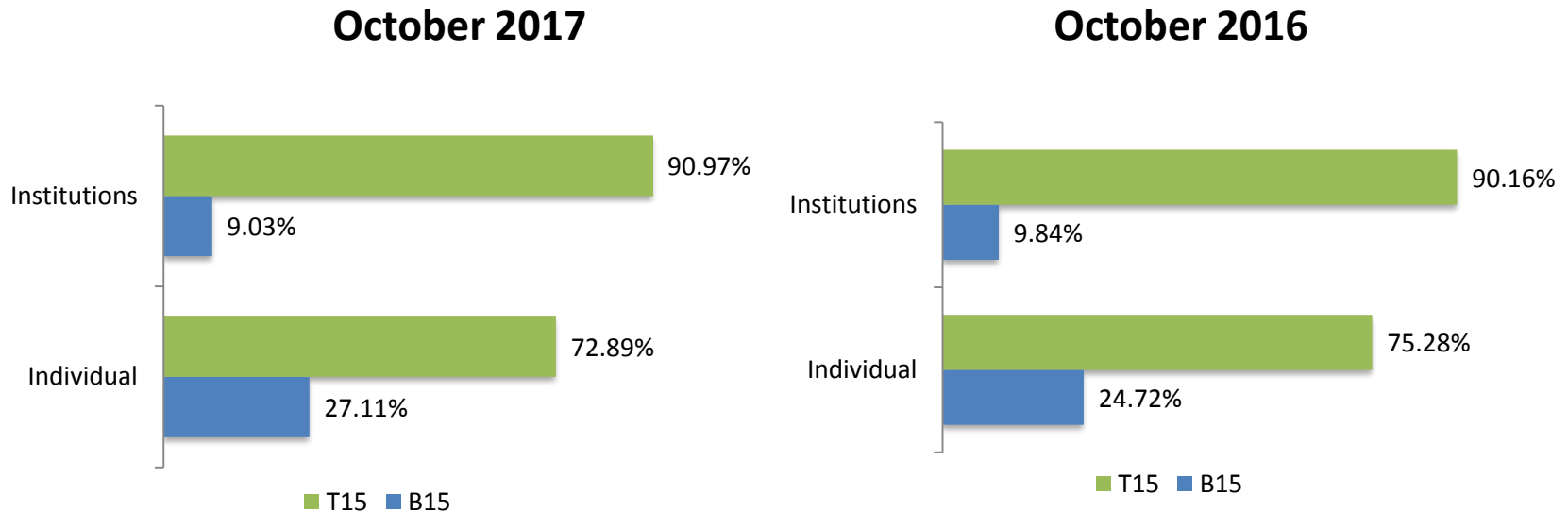
Equity-oriented schemes include equity and balance funds.

Non-equity oriented schemes include liquid and money market schemes and debt and debt-oriented funds.

T15 refers to the top 15 geographical locations in India and B15 refers to the locations beyond the top 15.



27% of Individual Assets are from B15 Locations

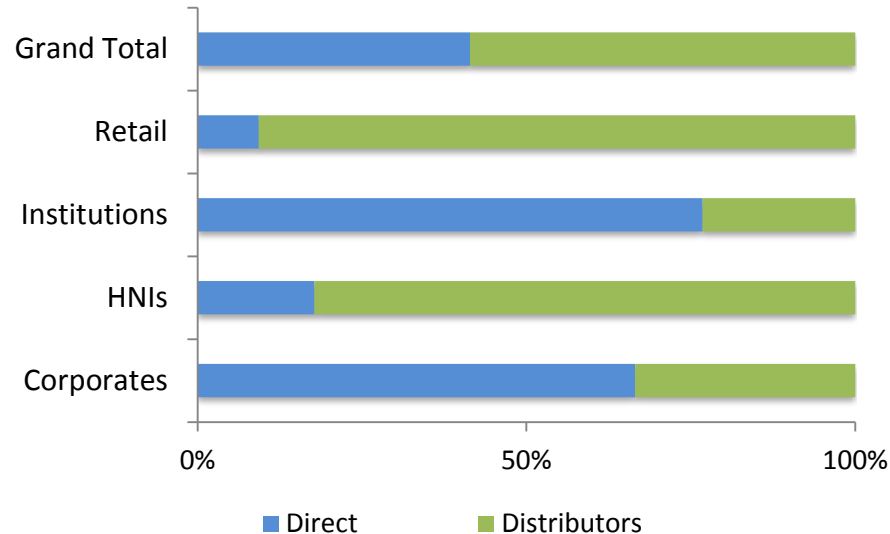


About 27% of assets held by individual investors is from the B15 locations. About 10% of institutional assets come from B15 locations. Institutional assets are concentrated in T15 locations, accounting for 91% of the total.

*Institutions include domestic and foreign institutions and banks.
T15 refers to the top 15 geographical locations in India and B15 refers to the locations beyond the top 15.*

Distributor Vs Direct

Investor Type



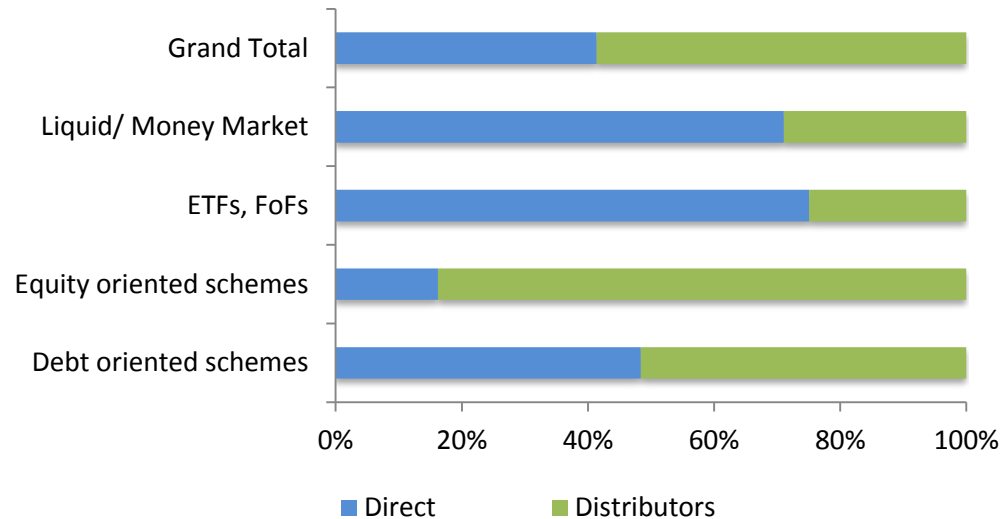
About 9% of the retail investors chose to invest directly, while 17.7% of HNI assets were invested directly.

41.4% of the assets of the mutual fund industry came directly. A large proportion of direct investments were in non-equity oriented schemes where institutional investors dominate.

*Equity-oriented schemes include equity and balance funds.
Institutions include domestic and foreign institutions and banks.
HNIs are investors who invest with a ticket size of Rs. 5 lakhs or above.*

Distributor Vs Direct

Scheme Type



71% of liquid / money market scheme assets where institutional investors dominate, were direct, whereas 48% of debt oriented scheme assets and 16% of equity scheme assets were direct.

The proportion of direct investments in equity, to the total assets held by individual investors, was about 6.56% in October 2017.

*Equity-oriented schemes include equity and balance funds.
Institutions include domestic and foreign institutions and banks.
HNIs are investors who invest with a ticket size of Rs. 5 lakhs or above.*