



Accounts Across Investor Types



There are 42,778,001 accounts in the mutual fund industry as at June 2015, of which 99% is accounted for by individual investors.

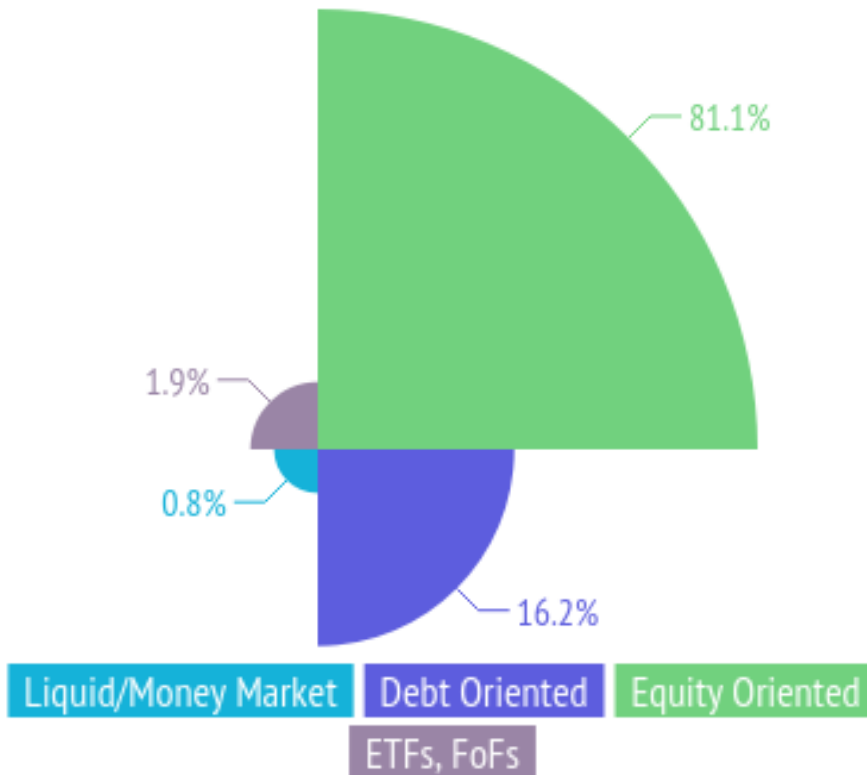
There were:

- 40,886,438 retail investor accounts
- 1,520,063 HNI accounts
- 371,500 institutional investor accounts.

Data as on June 30, 2015.

Account refers to a folio. An investor may have multiple accounts in a single fund or across funds. This is therefore not a count of number of investors, but number of accounts.

Accounts Across Scheme Types



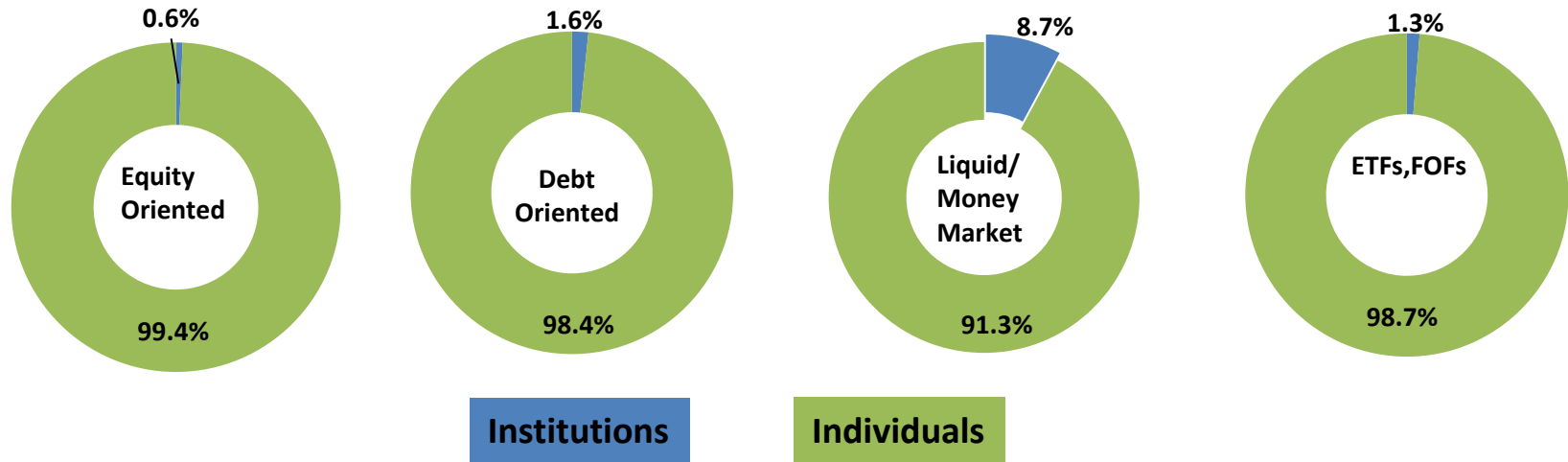
Nearly 81% of the investor accounts are in equity oriented schemes.

16% of the accounts are in debt-oriented schemes.

Liquid and money market funds account for less than 1% of accounts.

Data as on June 30, 2015. Equity-oriented schemes include equity and balance funds. Account refers to a folio. An investor may have multiple accounts in a single fund or across funds. This is therefore not a count of number of investors, but number of accounts.

Scheme Level Folio Composition of Investor Accounts



Individual investors account for the most of the accounts, across fund types.

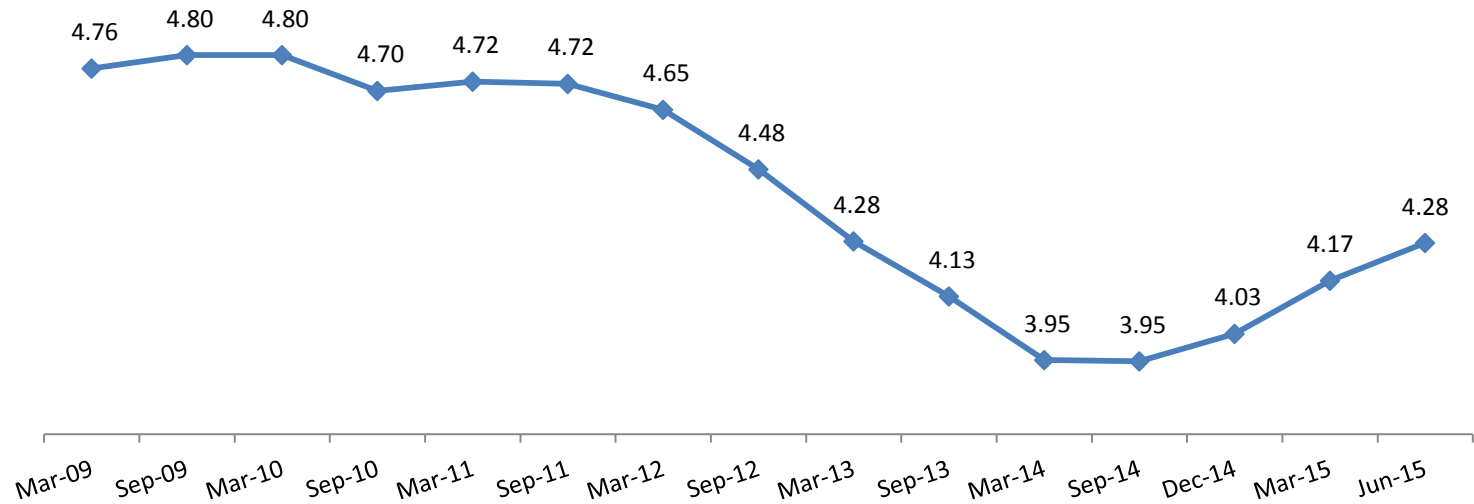
In liquid and money market funds, they hold the least number, at about 91% of the total accounts.

Data as on June 30, 2015.

Institutions include domestic and foreign institutions and banks. Individual include HNIs. Account refers to a folio. An investor may have multiple accounts in a single fund or across funds. This is therefore not a count of number of investors, but number of accounts.



Increase in Investor Accounts



Since March 2014, there is an increase in investor accounts from 3.95 cr to 4.28 cr in June 2015.

Figures in crores.

Data as on June 30, 2015.

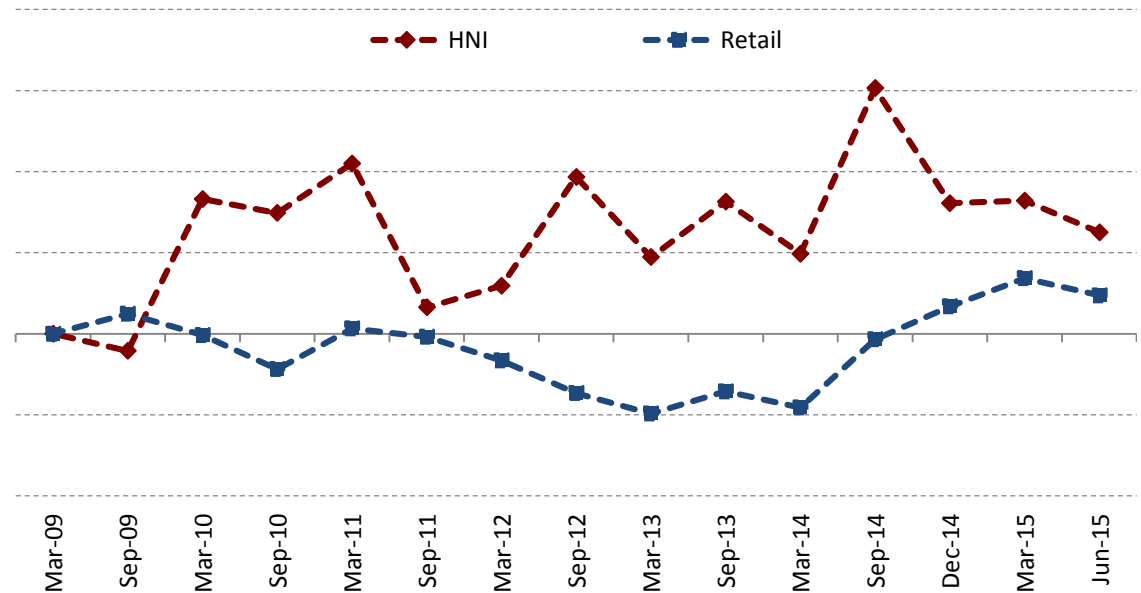
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Investor-wise Rate of Growth in Investor Accounts

Retail investor accounts have shown a positive rate of growth since September 2014.

HNI accounts have shown positive growth to peak at 15% in Sep 2014 and moderate to 6% in June 2015.



Data as on June 30, 2015.

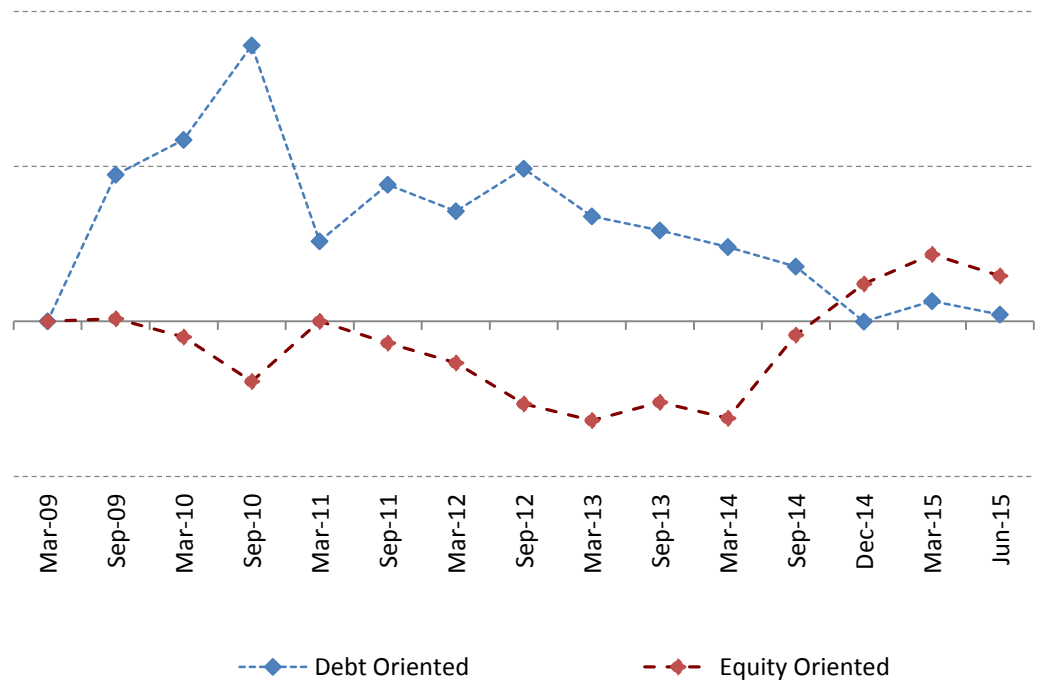
HNI's are defined as individuals investing Rs 5 lakhs and above.

Scheme-wise Rate of Growth in Investor Accounts

Rate of growth in equity accounts is sharp in this financial year.

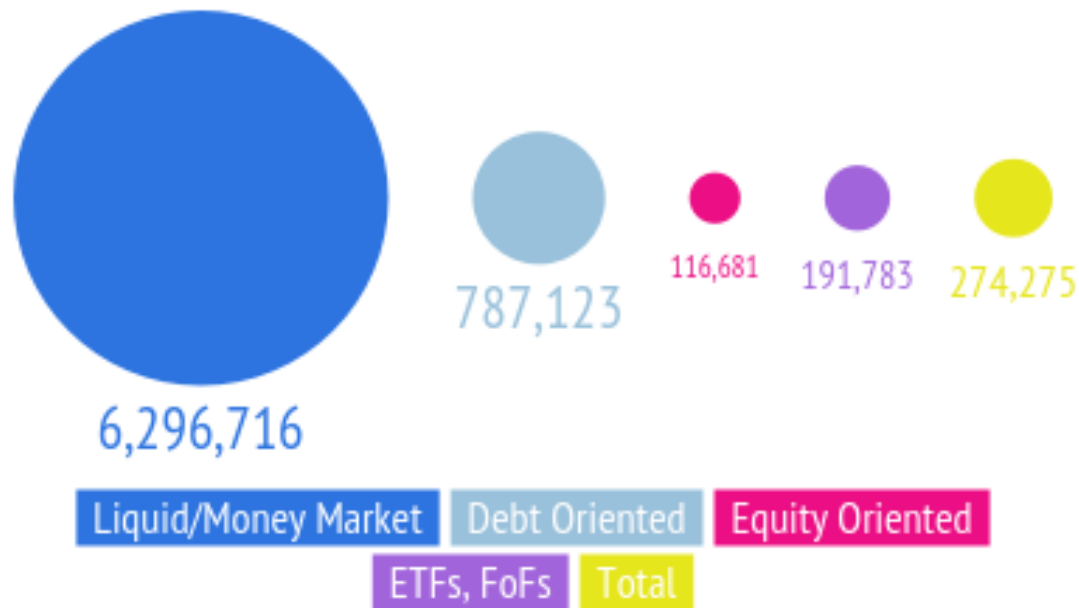
It bottomed out in March 2014 and turned positive in the period September 2014 to June 2015.

For debt oriented schemes, the growth has been positive but dropping due to the shift in preference towards equity.



Data as on June 30, 2015.

Average ticket size in Equity Schemes is Rs. 1.16 lakh



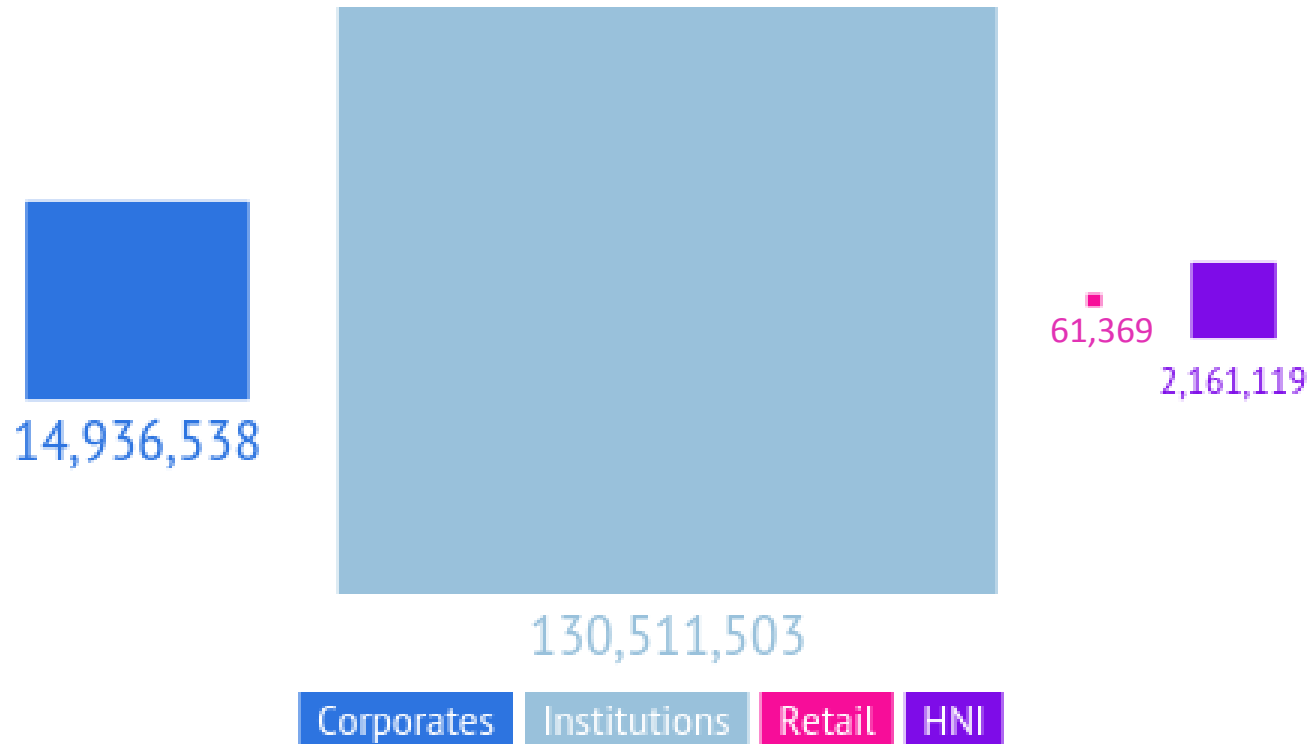
The average ticket size is higher for liquid and debt oriented schemes which are dominated by institutional investors.

The ticket size for equity oriented funds is Rs.116,681 per account. This is the average asset size per account in the equity oriented funds.

Data as on June 30, 2015.

Ticket size is computed as assets managed for a scheme category/number of accounts for that category.

Retail investors' average account size is Rs. 61,369



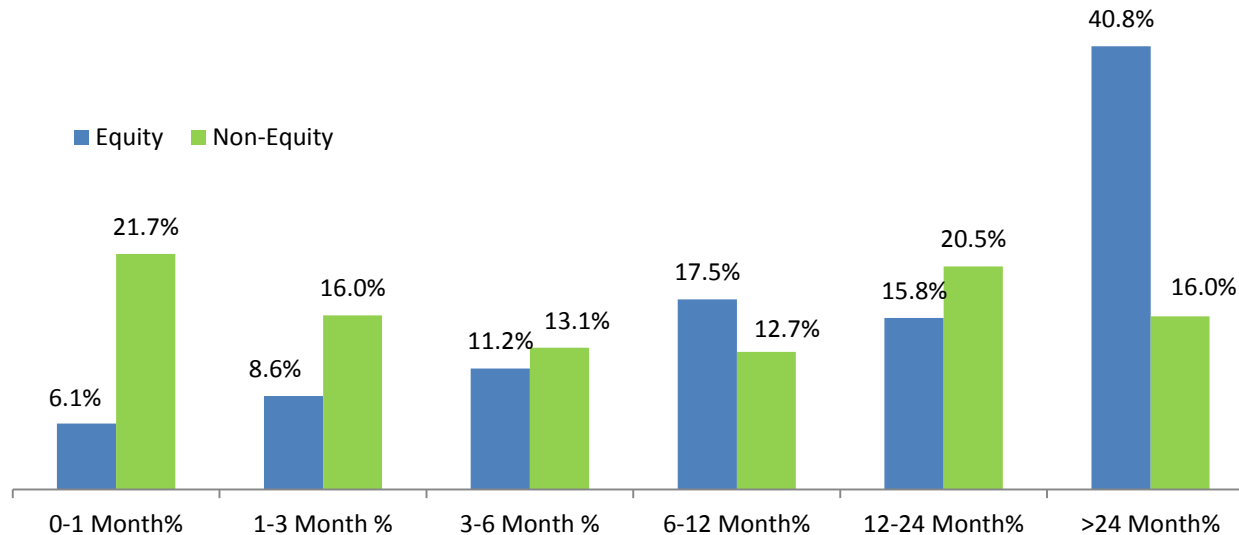
Institutional investors including FIIs had the largest ticket size, at Rs.13.1 cr per account. Retail investors had an average ticket size of Rs.61,369 per account, while HNIs held Rs. 21.6 lakh per account.

Data as on June 30, 2015.

Ticket size is computed as assets managed for a given investor category /number of accounts for that category.

HNIs as defined as individuals investing Rs 5 lakhs and above.

41% of the Industry's Equity Assets stay invested for more than 2 years



Equity assets have a longer average holding period as compared to non-equity assets. 41% of equity assets have been held for periods greater than 24 months.

Non-equity assets have been primarily held for periods less than a month (institutional assets in money market) or less than a year (other debt schemes).

*Equity and Non-equity schemes as per AMFI classification.
Data as on June 30, 2015.*