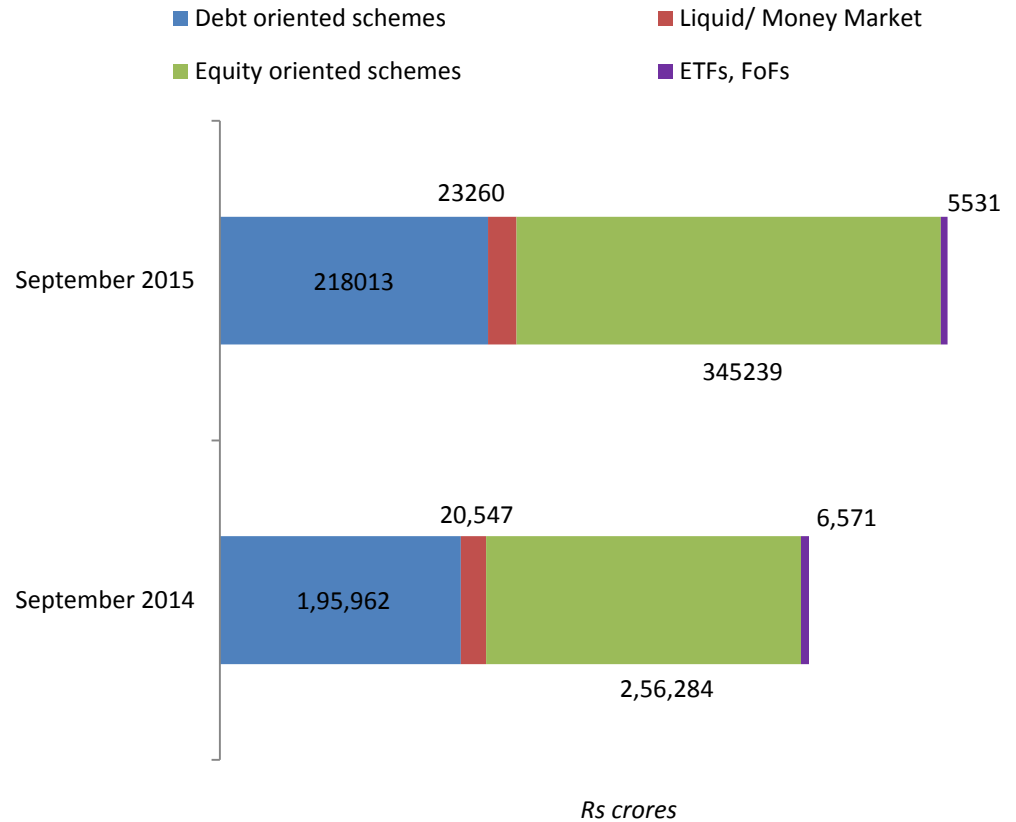


# Individual-Investor Assets Composition



Individual investors held Rs 5.92 lakh crore in mutual funds as of September 2015, an increase of 23.51% over September 2014.

Investments of individual investors in equity schemes increased by 34.71% over September 2014.



*Figures in Rs crores.  
Individual-investor assets considered here include investments by HNIs.  
Equity-oriented schemes include equity and balanced funds.*

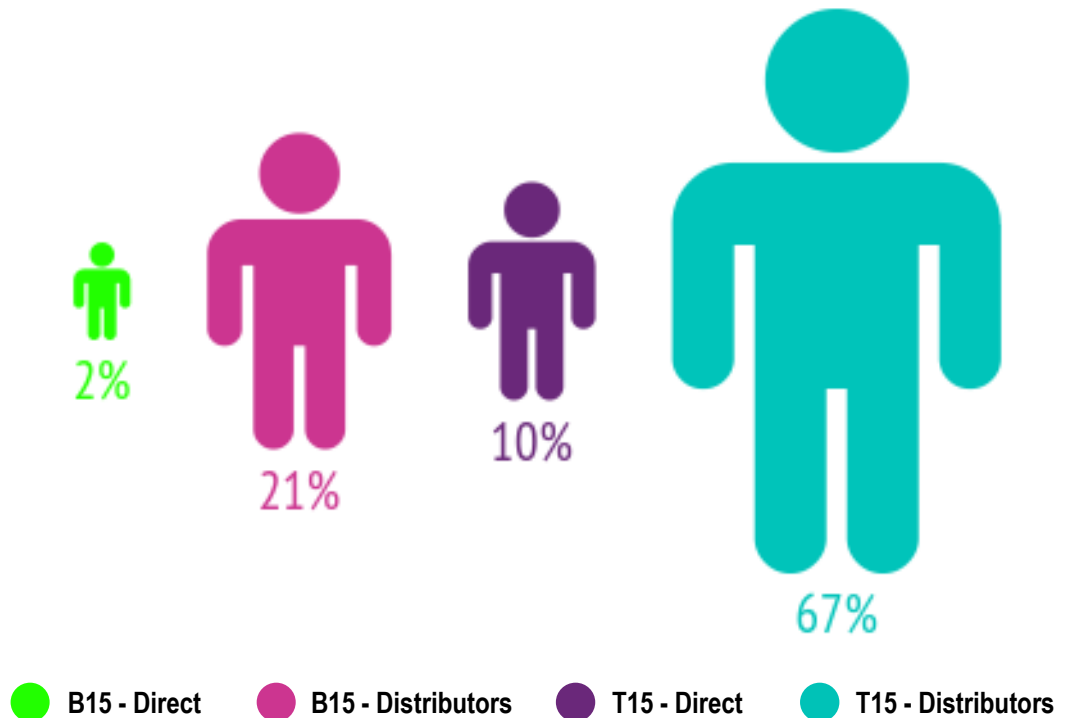
# Individual Investors – Overall Composition



Individual assets have mainly come from the top 15 locations, and are primarily distributor-driven.

67% of the assets of Individual investors are from T15 cities, brought in by distributors.

Direct investments amount to 12% of individual assets, divided as 2% from B15 and 10% from T15.



*Individual investors here include HNIs.*

# Individual Investors – Scheme level Composition

## Equity-oriented Schemes



## Liquid/Money Market Schemes



## Debt-oriented Schemes



## ETFs & FoFs



● B15 - Direct   
 ● B15 - Distributors   
 ● T15 - Direct   
 ● T15 - Distributors

*Individual investors here include HNIs.*