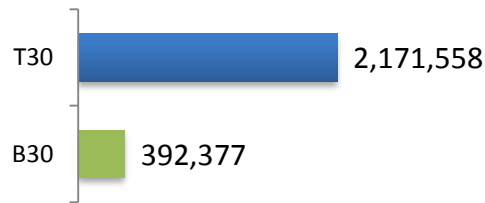


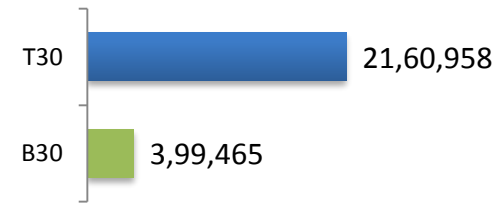
B30 Assets



August 2019



September 2019



Rs. crores

16% of the assets of the mutual fund industry came from B30 locations in September 2019. Assets from B30 locations increased from 3.92 lakh cr. in August 2019 to 3.99 lakh cr. in September 2019, representing an increase of 1.8%

Note: As per SEBI circular SEBI/HO/IMD/DF2/CIR/P/2018/16 dated 02.02.2018, the terms and definition of “15 cities”, “T15” and “B15” are substituted with “30 cities”, “T30” and “B30” respectively, with effect from April 1, 2018.

*T30 refers to the top 30 geographical locations in India and B30 refers to the locations beyond the top 30.
Rs. lakh cr is equivalent to Rs. trillion.*

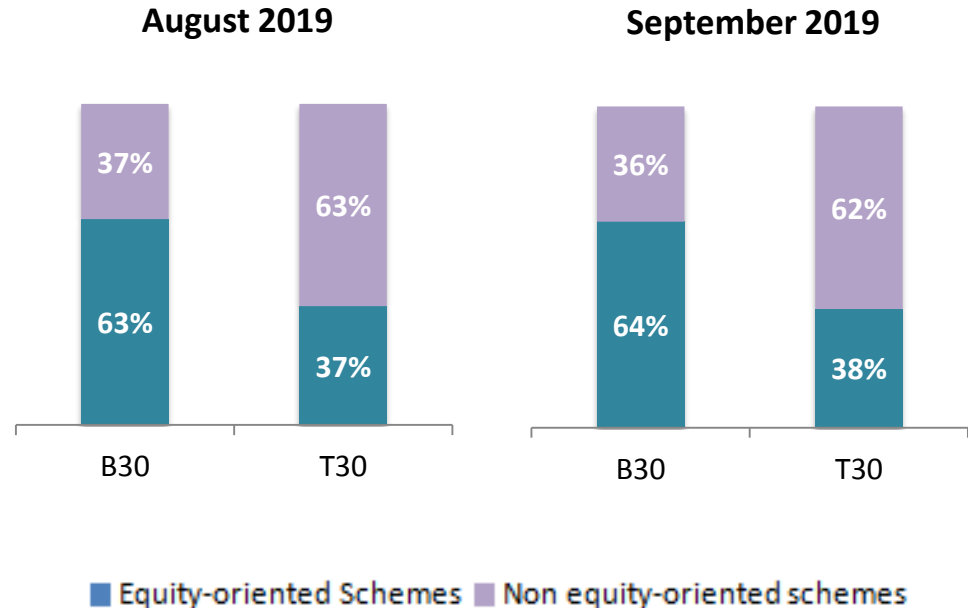
B30 and T30 - Asset Mix



B30 locations tend towards equity assets.

63% of the assets from B30 locations are in equity schemes in August 2019 and 64% in September 2019.

For T30 locations, equity oriented schemes accounted for 37% of assets in August 2019 and 38% in September 2019.

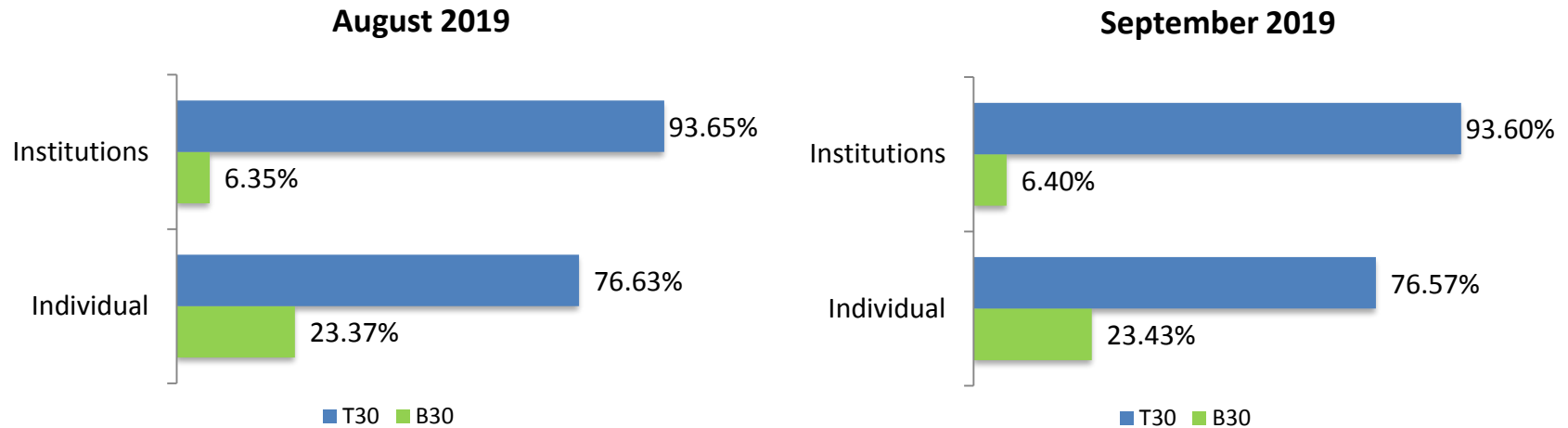


Note: As per SEBI circular SEBI/HO/IMD/DF2/CIR/P/2018/16 dated 02.02.2018, the terms and definition of “15 cities”, “T15” and “B15” are substituted with “30 cities”, “T30” and “B30” respectively, with effect from April 1, 2018.

*Equity-oriented schemes include equity and balance funds.
Non-equity oriented schemes include liquid and money market schemes and debt and debt-oriented funds.
T30 refers to the top 30 geographical locations in India and B30 refers to the locations beyond the top 30.*



23% of Individual Assets are from B30 Locations

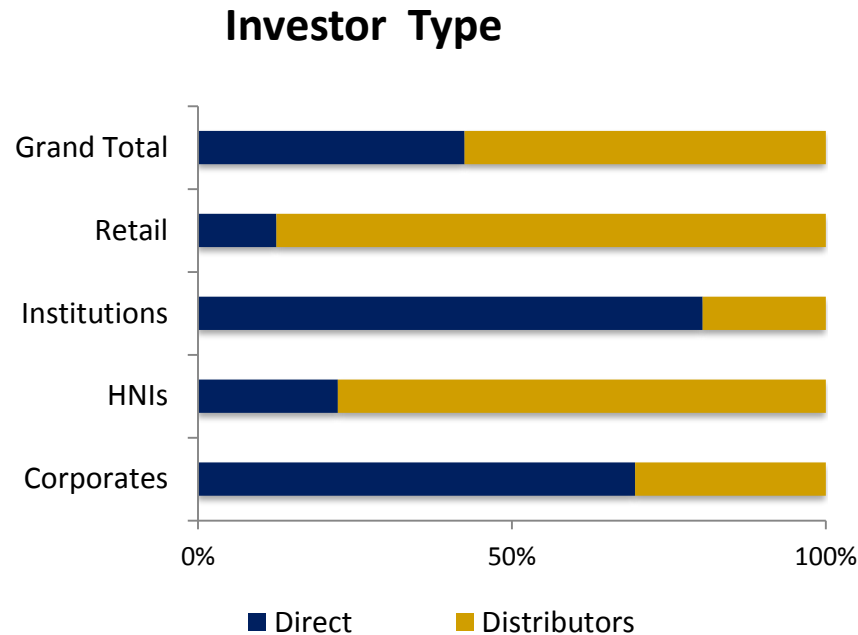


In September 2019, 23% of assets held by individual investors is from the B30 locations. 6% of institutional assets come from B30 locations. Institutional assets are concentrated in T30 locations, accounting for 94% of the total.

Note: As per SEBI circular SEBI/HO/IMD/DF2/CIR/P/2018/16 dated 02.02.2018, the terms and definition of “15 cities”, “T15” and “B15” are substituted with “30 cities”, “T30” and “B30” respectively, with effect from April 1, 2018.

*Institutions include domestic and foreign institutions and banks.
T30 refers to the top 30 geographical locations in India and B30 refers to the locations beyond the top 30.*

Distributor Vs Direct

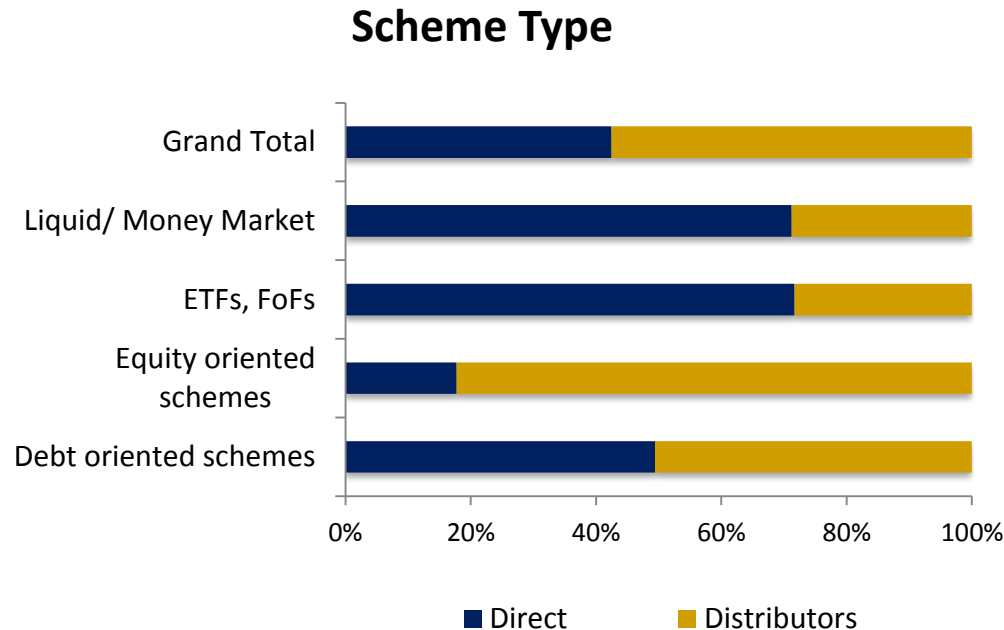


About 13% of the retail investors chose to invest directly, while 22% of HNI assets were invested directly.

43% 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. 2 lakhs or above.*

Distributor Vs Direct



71% of liquid / money market scheme assets where institutional investors dominate, were direct, whereas 49% of debt oriented scheme assets and 18% of equity scheme assets were direct.

The proportion of direct investments in equity to the total assets held by individual investors, was about 9% in September 2019.

*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. 2 lakhs or above.*