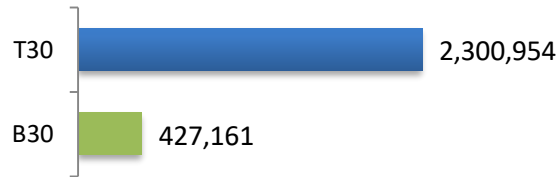
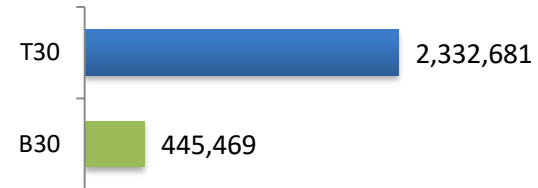


B30 Assets

July 2020



August 2020



Rs. crores

16% of the assets of the mutual fund industry came from B30 locations in August 2020. Assets from B30 locations increased from 4.27 lakh cr. in July 2020 to 4.45 lakh cr. in August 2020, representing an increase of 4%

*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.*

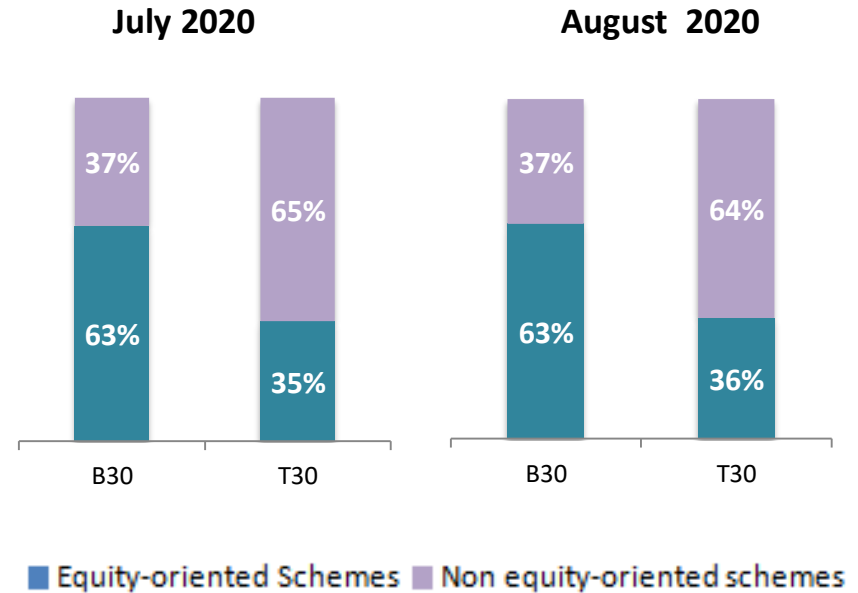


B30 and T30 - Asset Mix

B30 locations tend towards equity assets.

63% of the assets from B30 locations are in equity schemes

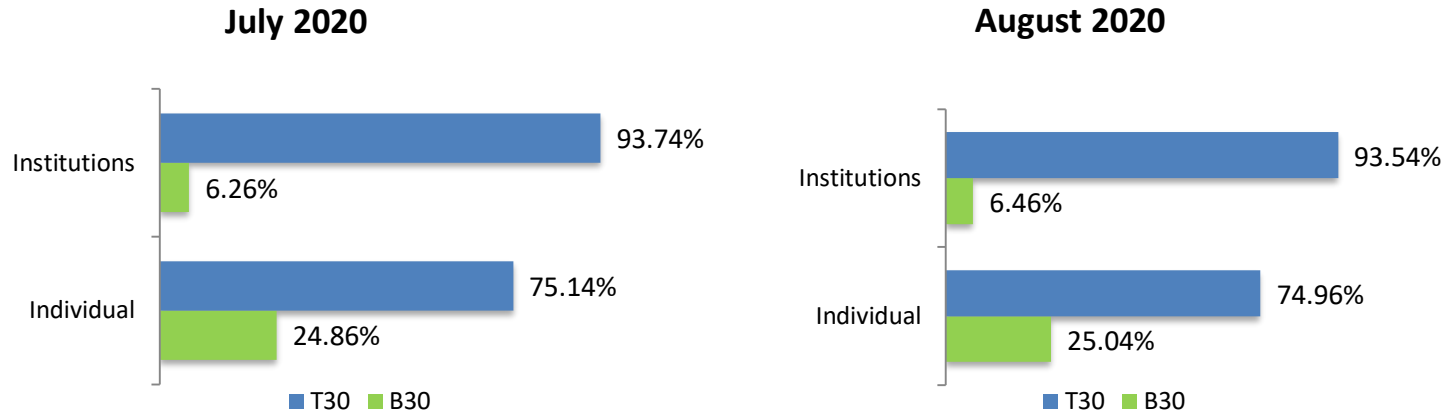
For T30 locations, equity oriented schemes accounted for 35% of assets in July 2020 and 36% in August 2020



*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.*



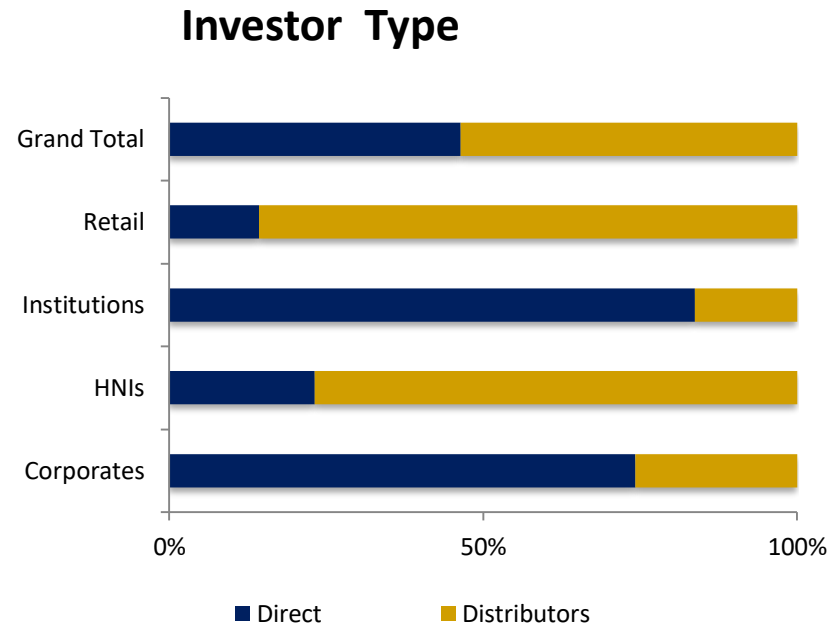
25% of Individual Assets are from B30 Locations



In August 2020, 25% 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.

*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



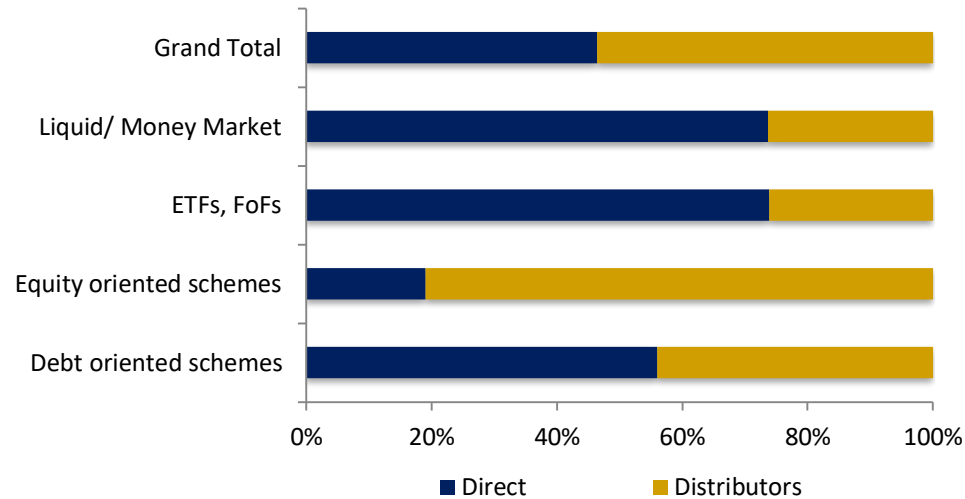
About 14% of the retail investors chose to invest directly, while 23% of HNI assets were invested directly.

46% 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

Scheme Type



74% of liquid/money market scheme assets where institutional investors dominate, were direct, whereas 56% of debt oriented scheme assets and 19% of equity scheme assets were direct.

*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.*