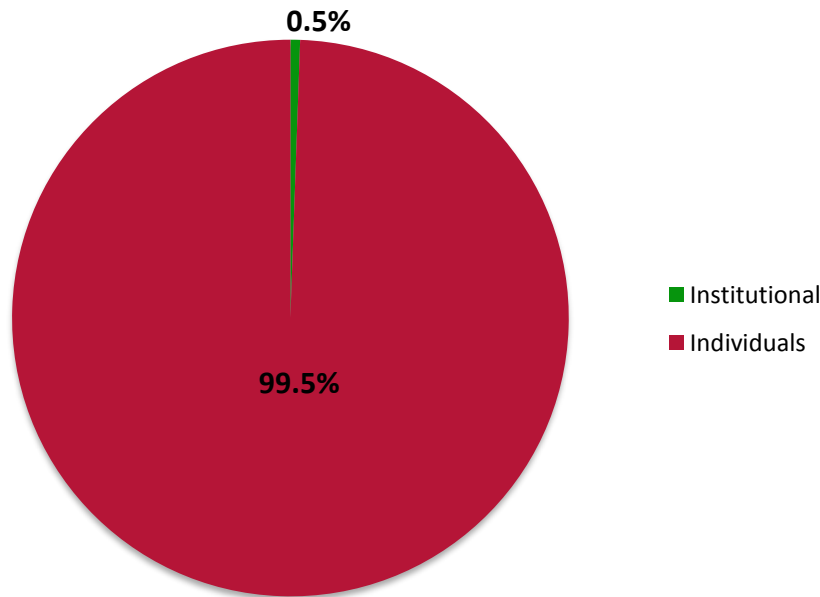


Accounts Across Investor Types



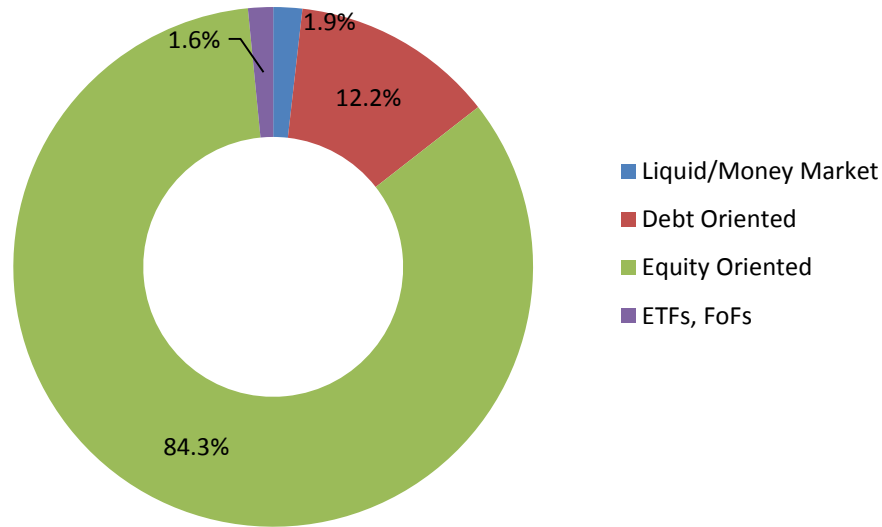
There are 80,307,561 accounts in the mutual fund industry as at December 2018, of which 99.5% is accounted for by individual investors.

There were:

- 75,326,009 retail investor accounts
- 4,543,349 HNI accounts
- 438,203 Institutional investor accounts.

*Data as on December 31, 2018.
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



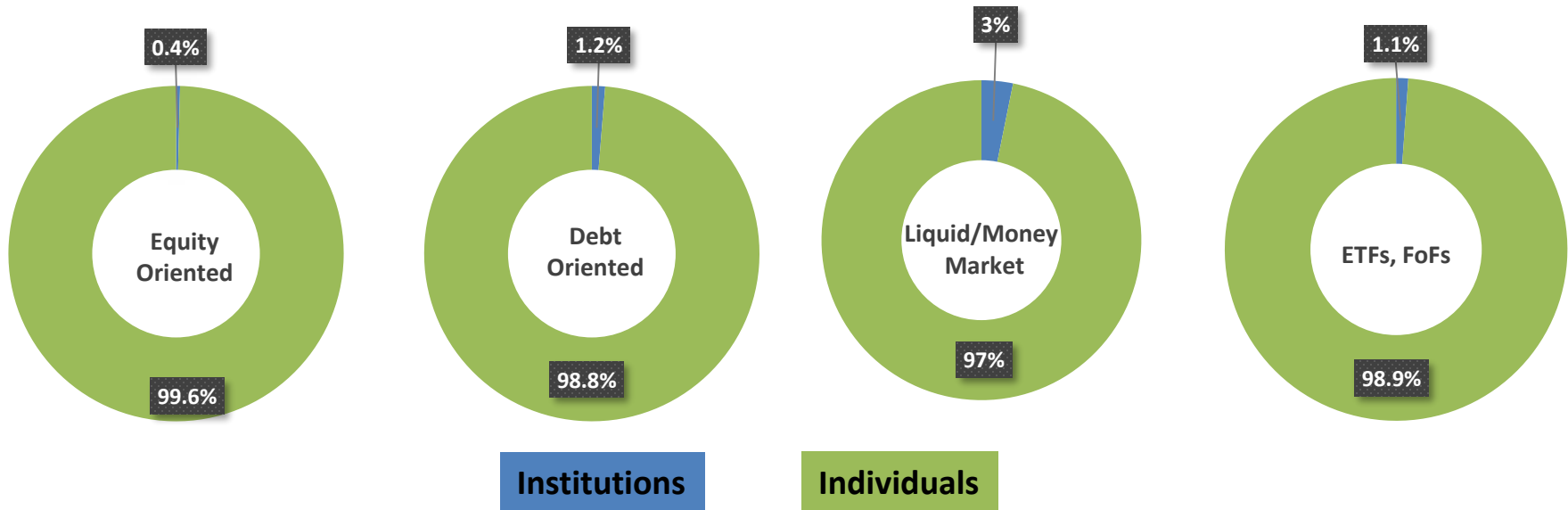
84% of the investor accounts are in equity oriented schemes.

12.2% of the accounts are in debt-oriented schemes.

Liquid and money market funds account for 1.9% of accounts.

Data as on December 31, 2018. 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



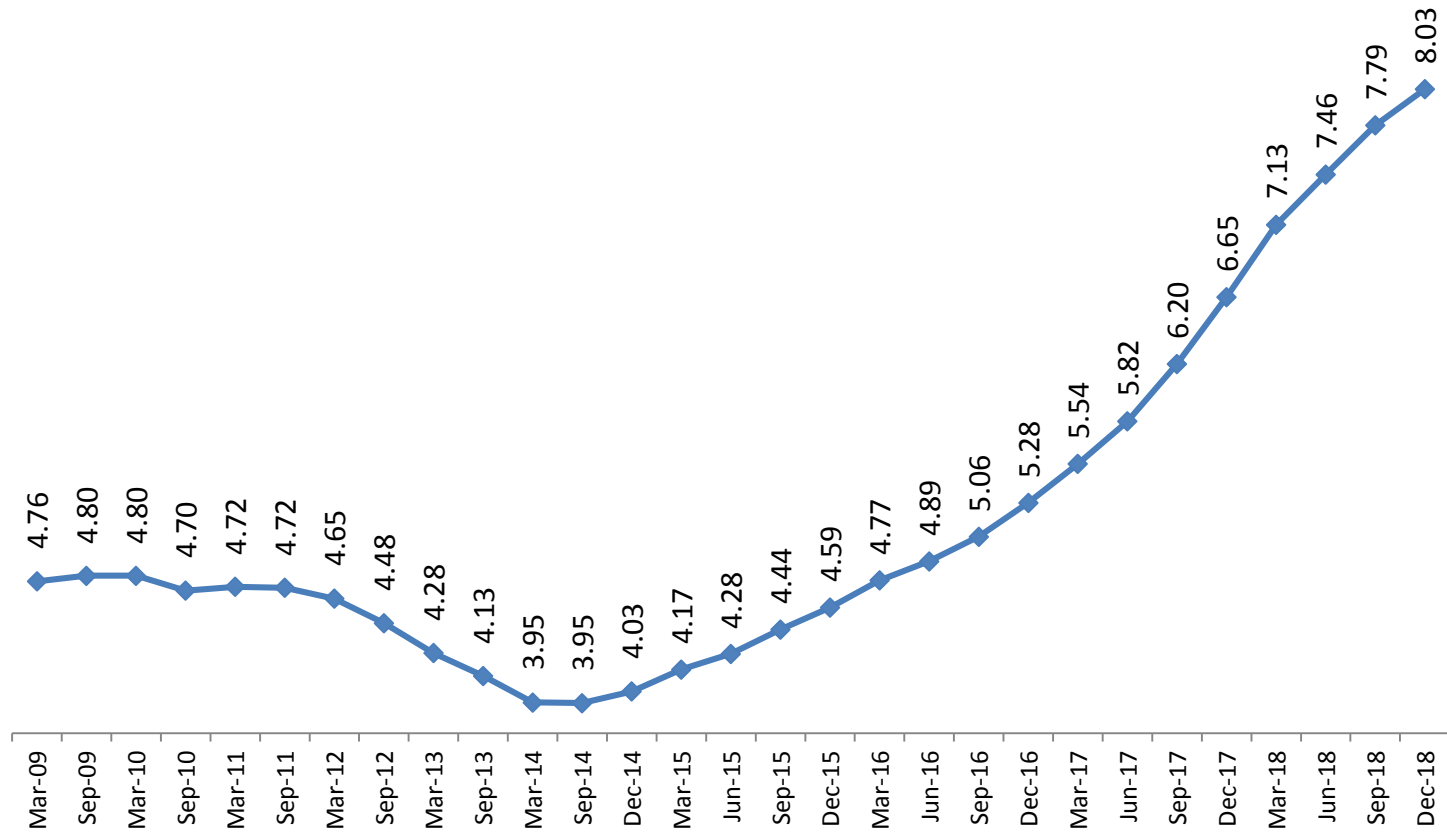
Individual investors account for the most of the accounts, across fund types.

In liquid and money market funds, they hold the least number, at about 97% of the total accounts.

Data as on December 31, 2018.

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 December 2014, there is an increase in investor accounts from 4.03 cr to 8.03 cr in December 2018

Figures in crores.

Data as on December 31, 2018.

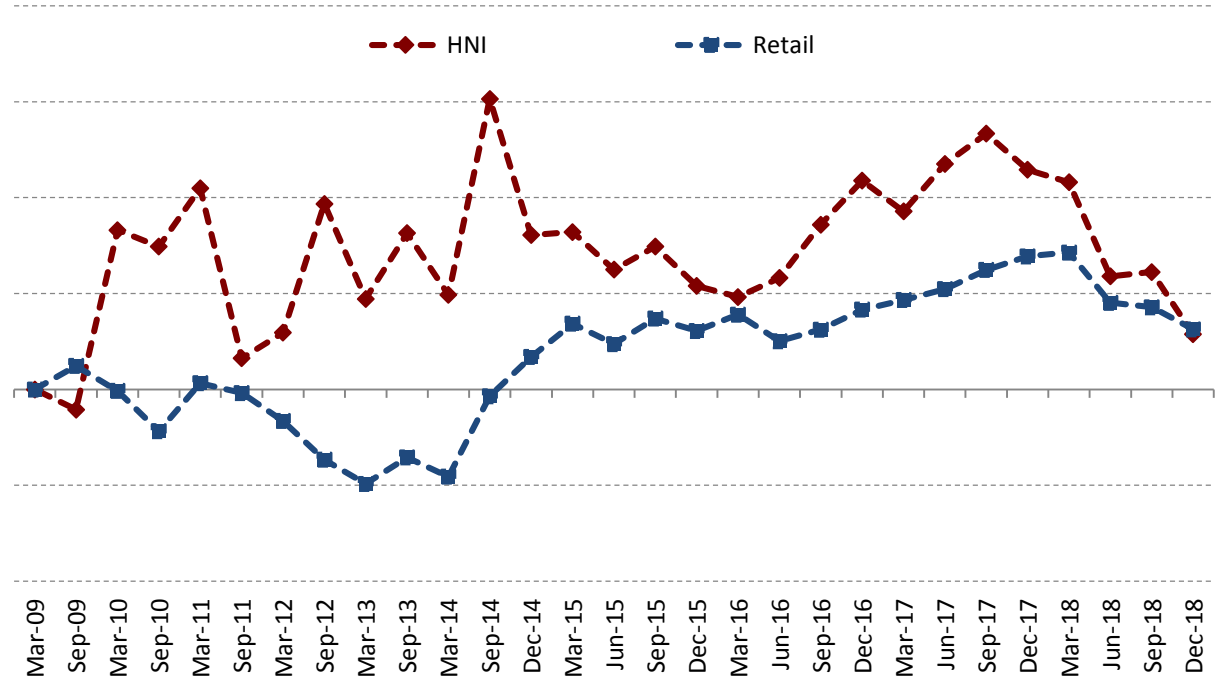
Account refers to a folio. An investor may have multiple accounts in a single fund or across funds. This is therefore not a count of number of investors, but number of accounts.



Investor-wise Rate of Growth in Investor Accounts

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

Growth in HNI accounts has been slowing down but remained positive until December 2018.



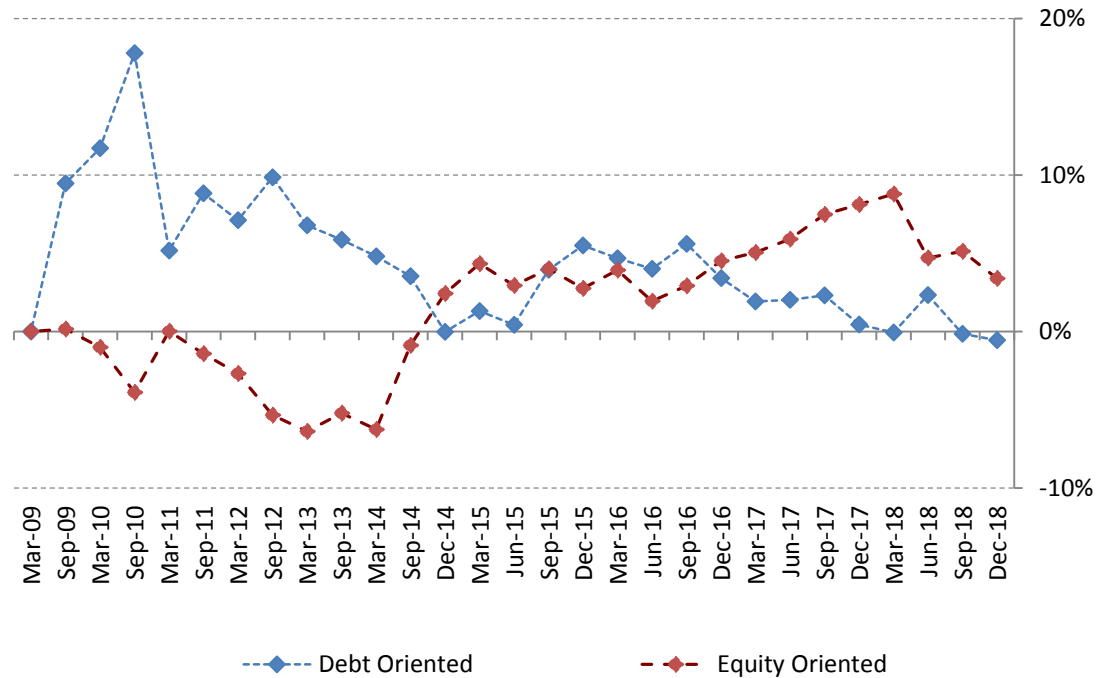
Data as on December 31, 2018.
HNIs are defined as individuals investing Rs5 lakhs and above.

Scheme-wise Rate of Growth in Investor Accounts



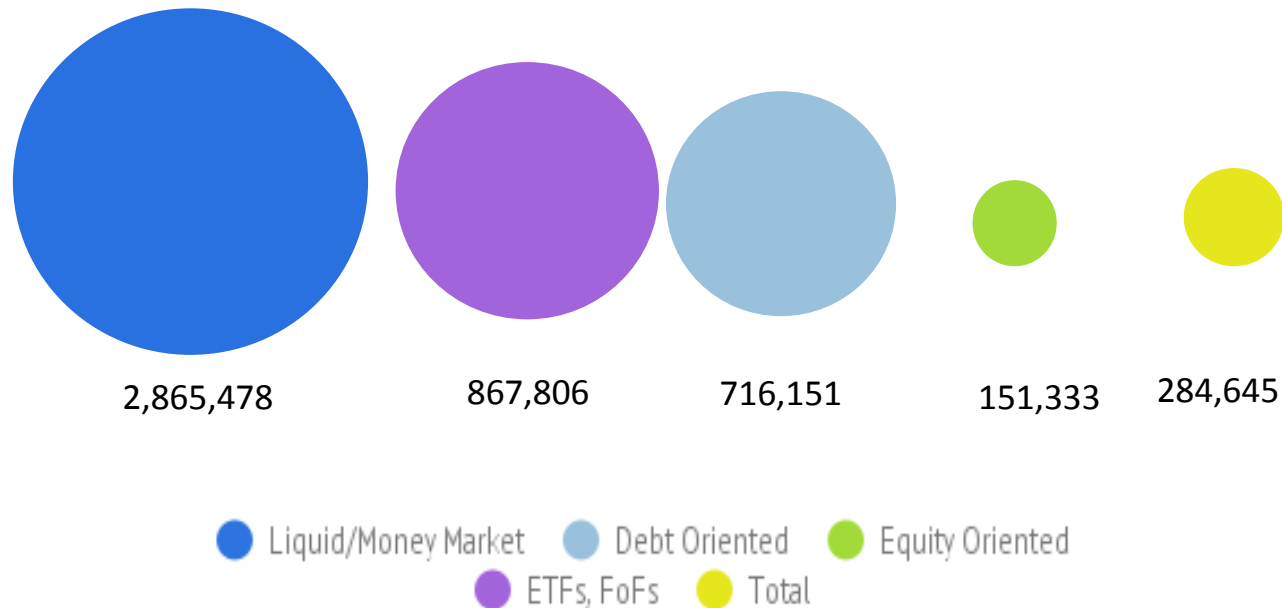
There was a sharp rise in the number of equity accounts in 2016-17

For debt oriented schemes, the rate of growth in accounts declined because of the shift in investor preference towards equity



Data as on December 31, 2018.

Average ticket size in Equity Schemes is Rs. 1.51 lakh



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

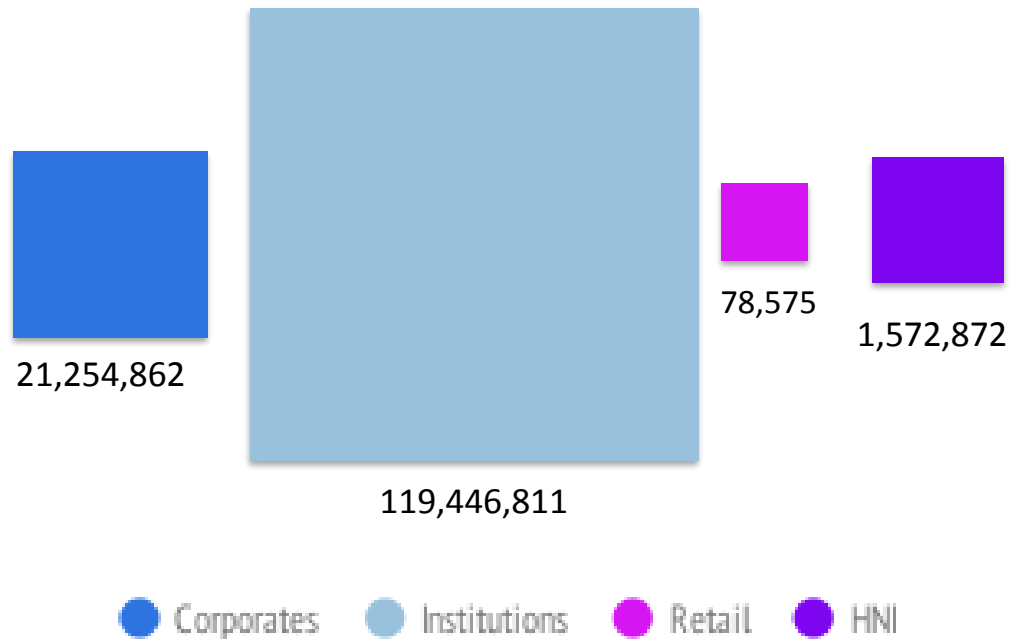
The ticket size for equity oriented funds is Rs.151,333 per account. This is the average asset size per account in the equity oriented funds.

Data as on December 31, 2018.

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



Retail investors' average account size is Rs. 78,575

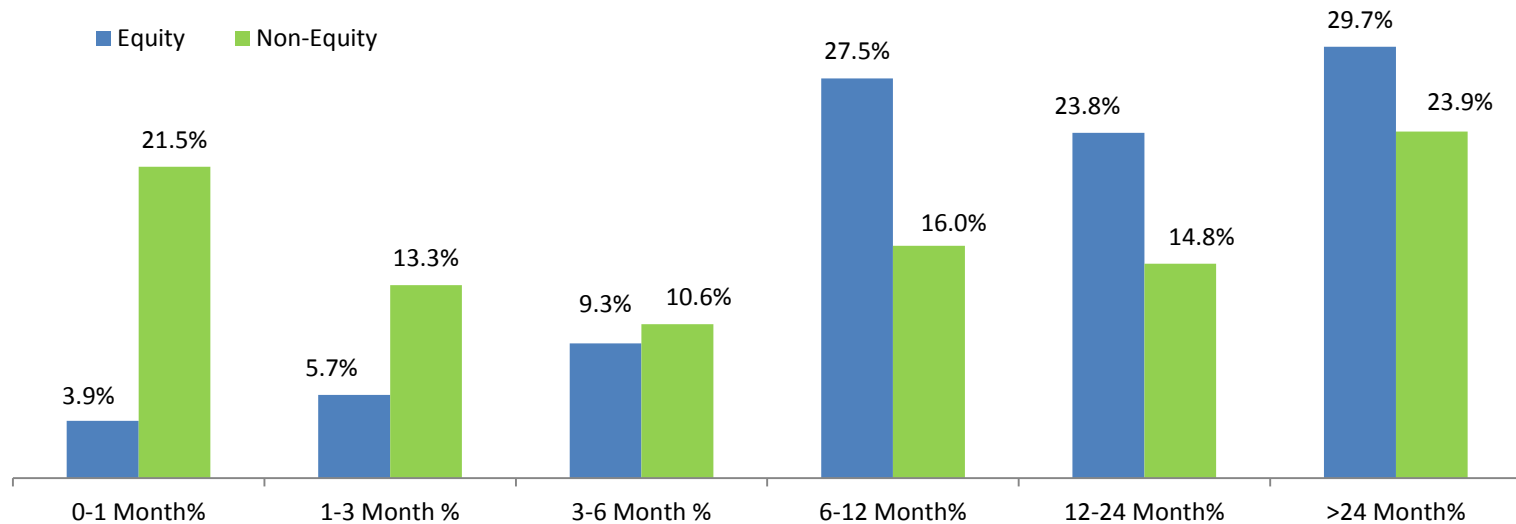


Institutional investors including FIIs had the largest ticket size, at Rs.11.94 cr per account. Retail investors had an average ticket size of Rs.78,575 per account, while HNIs held Rs. 15.73 lakh per account.

Data as on December 31, 2018.

*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.*

29.7% 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. 29.7% of equity assets have been held for periods greater than 24 months.

The increase in holding period for applicability of long term capital gains to debt could be one of the reasons why more non-equity assets are being held for 2 years or longer.

*Equity and Non-equity schemes as per AMFI classification.
Data as on December 31, 2018.*