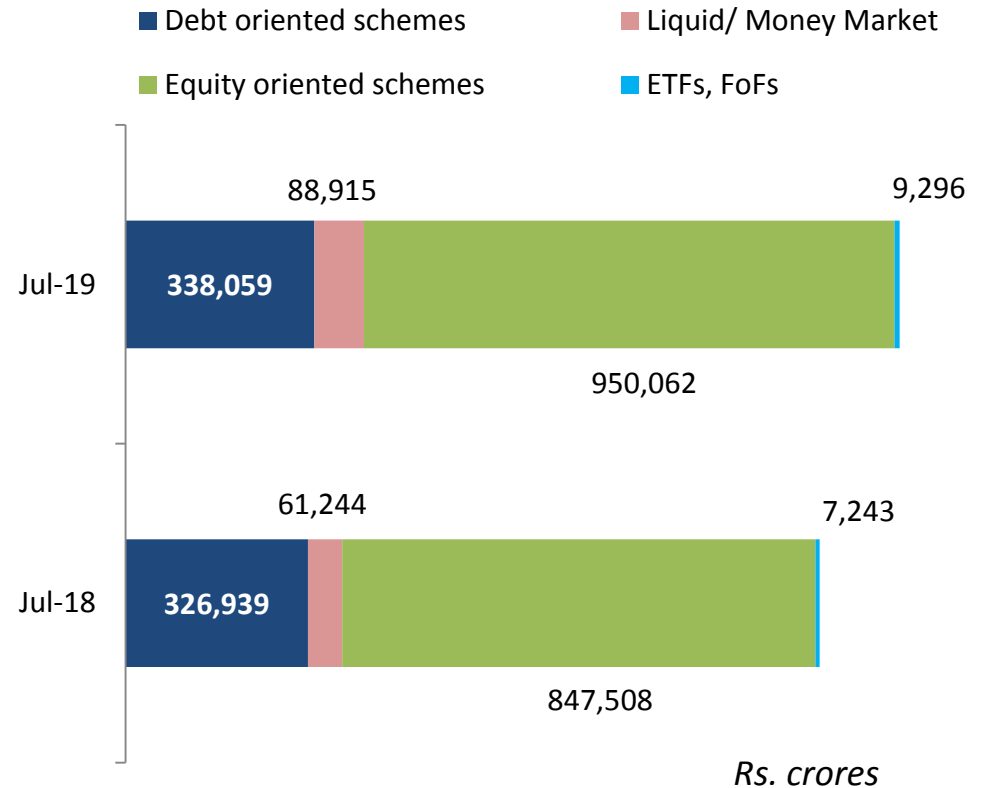


Individual-Investor Assets Composition



Individual investors held Rs.13.86 lakh crore in mutual funds as of July 2019, an increase of 11.54% over July 2018.

Investments of individual investors in equity schemes increased by 12.10% over July 2018.



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

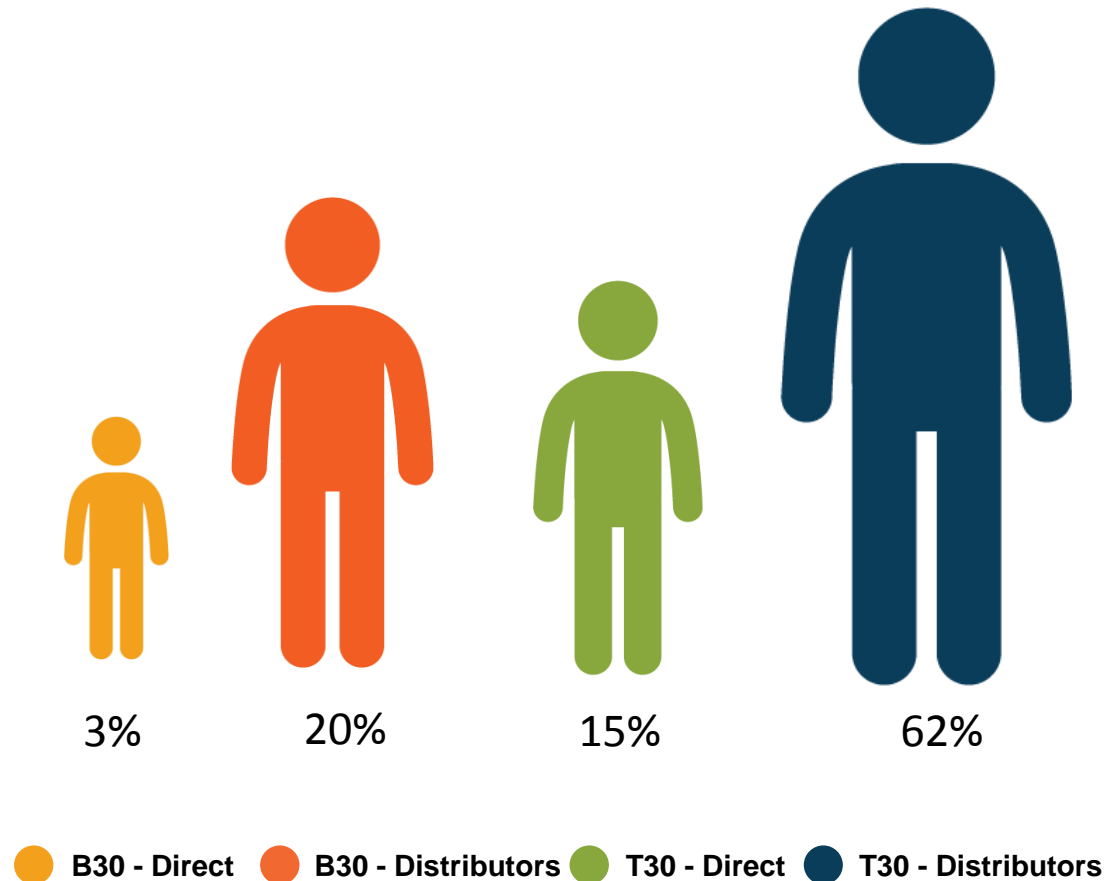
Individual Investors – Overall Composition



Individual assets have mainly come from the top 30 locations, and are primarily distributor-driven.

62% of the assets of Individual investors are from T30 cities, brought in by distributors.

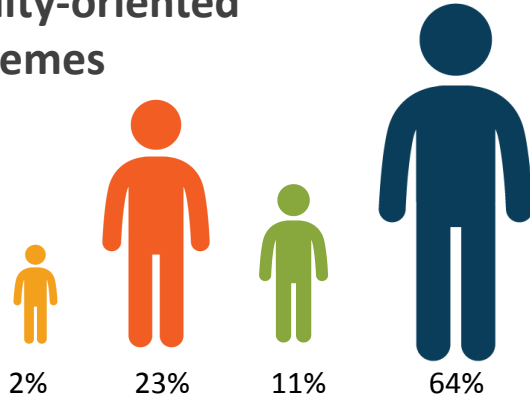
Direct investments amount to 18% of individual assets, divided as 3% from B30 and 15% from T30.



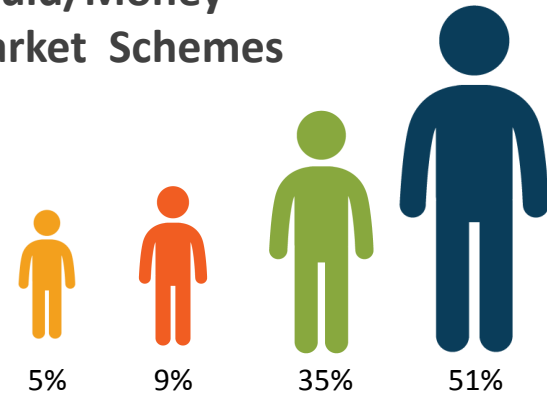
Individual investors here include HNIs.

Individual Investors – Scheme level Composition

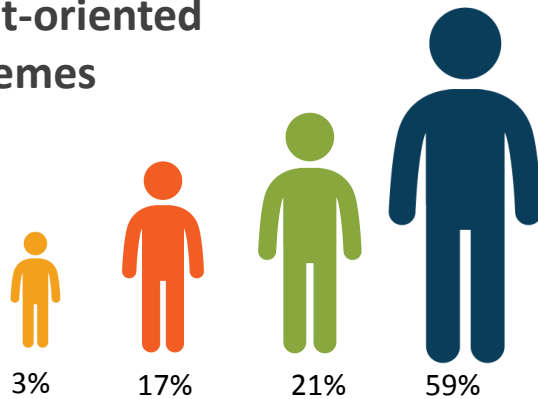
Equity-oriented Schemes



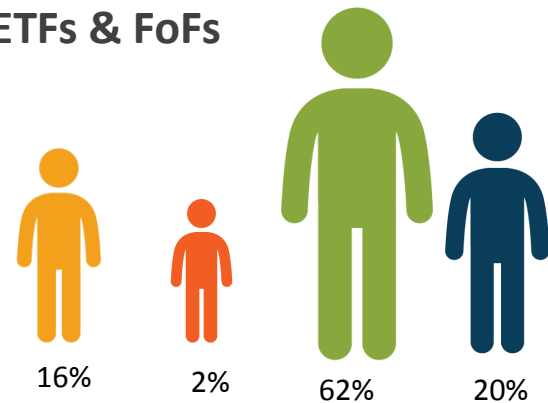
Liquid/Money Market Schemes



Debt-oriented Schemes



ETFs & FoFs



● B30 - Direct
 ● B30 - Distributors
 ● T30 - Direct
 ● T30 - Distributors

Individual investors here include HNIs.