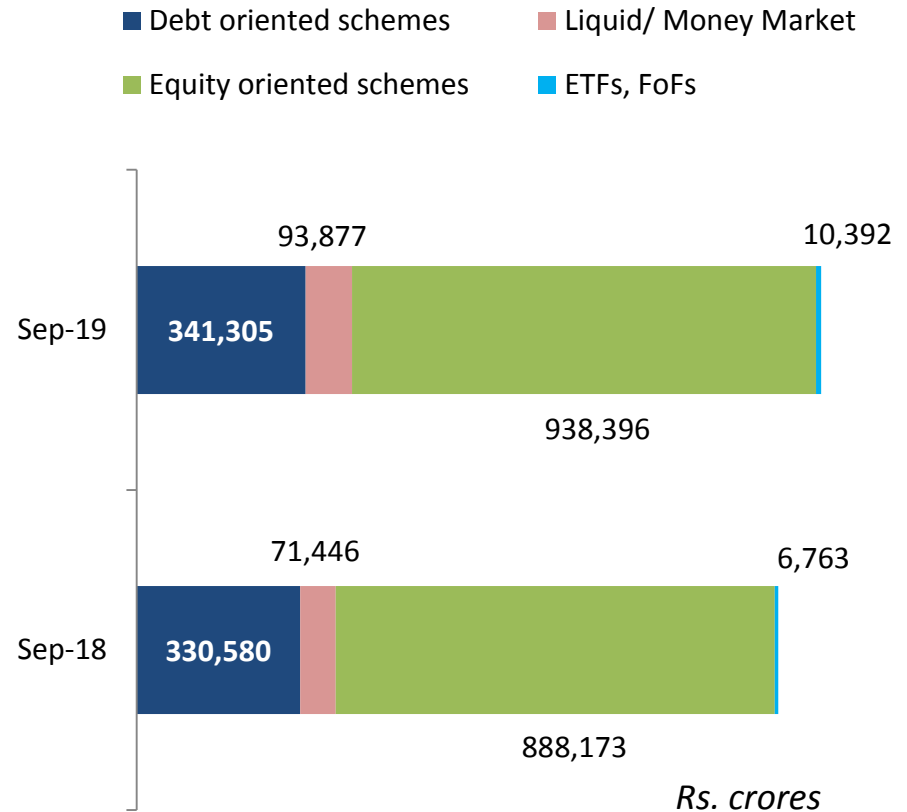


# Individual-Investor Assets Composition



Individual investors held Rs.13.84 lakh crore in mutual funds as of September 2019, an increase of 6.71% over September 2018.

Investments of individual investors in equity schemes increased by 5.65% over September 2018.



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

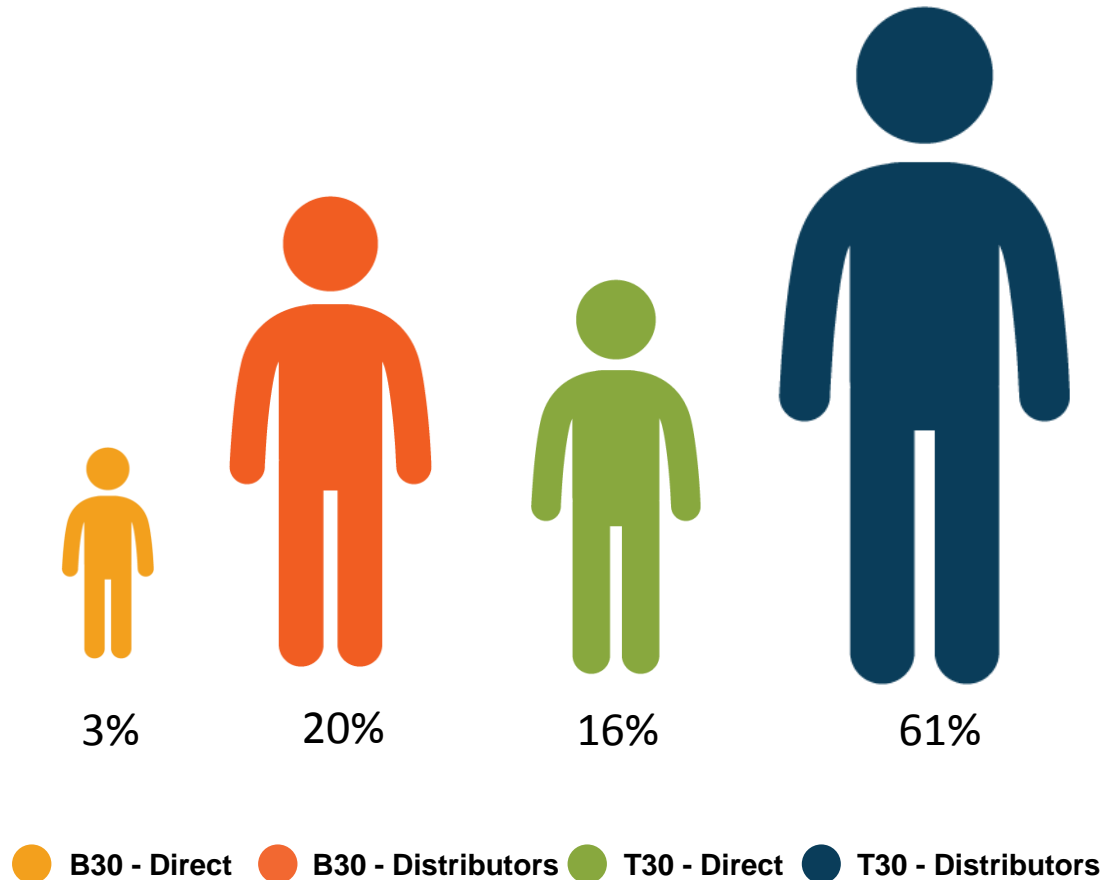
# Individual Investors – Overall Composition



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

61% of the assets of Individual investors are from T30 cities, brought in by distributors.

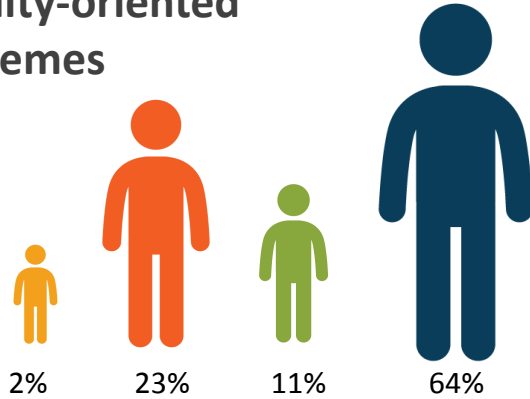
Direct investments amount to 19% of individual assets, divided as 3% from B30 and 16% from T30.



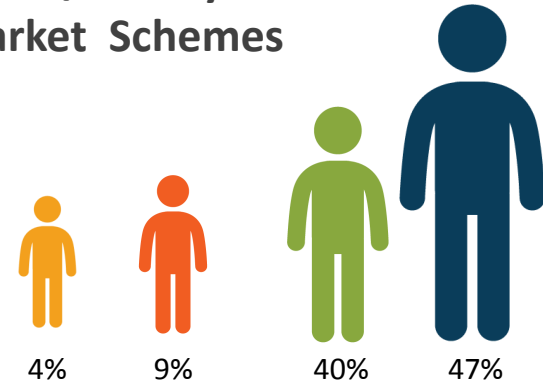
*Individual investors here include HNIs.*

# Individual Investors – Scheme level Composition

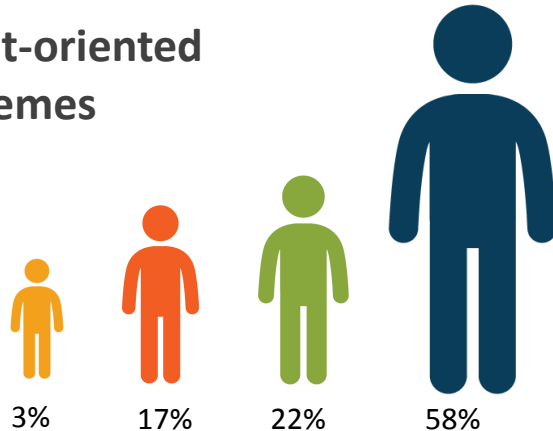
## Equity-oriented Schemes



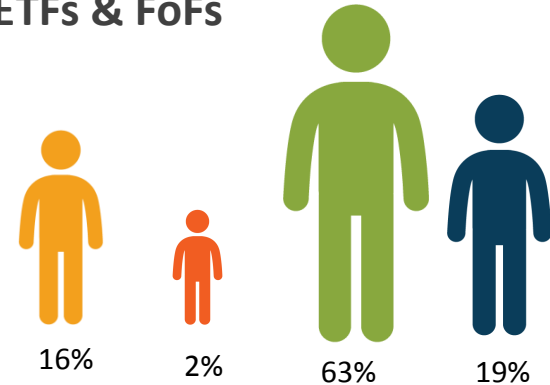
## Liquid/Money Market Schemes



## Debt-oriented Schemes



## ETFs & FoFs



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

*Individual investors here include HNIs.*