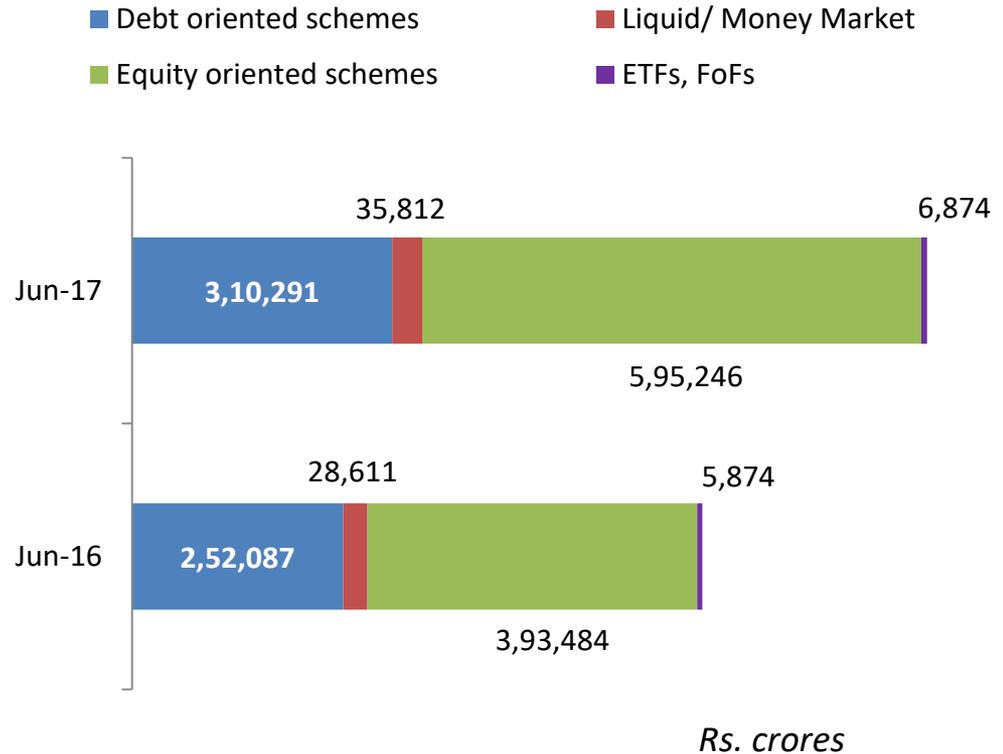


# Individual-Investor Assets Composition



Individual investors held Rs.9.48 lakh crore in mutual funds as of June 2017, an increase of 39.4% over June 2016.

Investments of individual investors in equity schemes increased by 51.28% over June 2016.



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

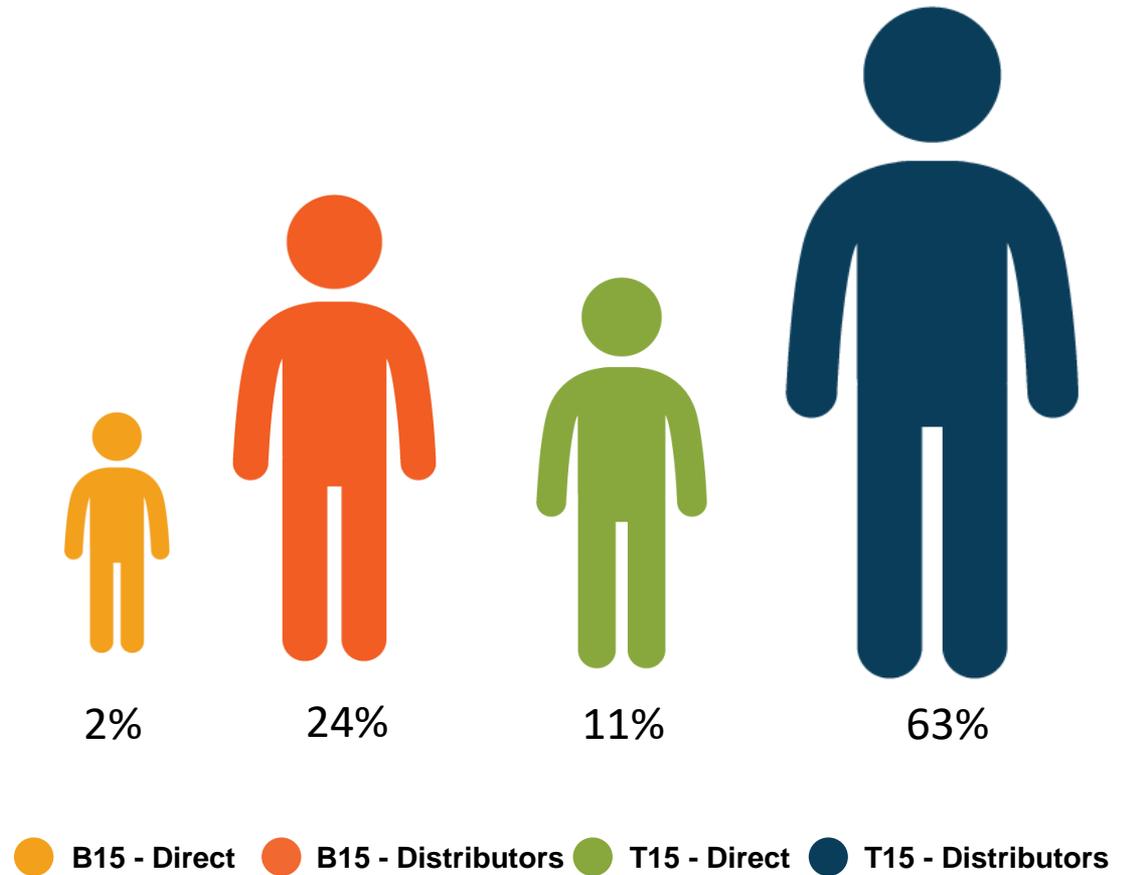
# Individual Investors – Overall Composition



Individual assets have mainly come from the top 15 locations, and are primarily distributor-driven.

63% of the assets of Individual investors are from T15 cities, brought in by distributors.

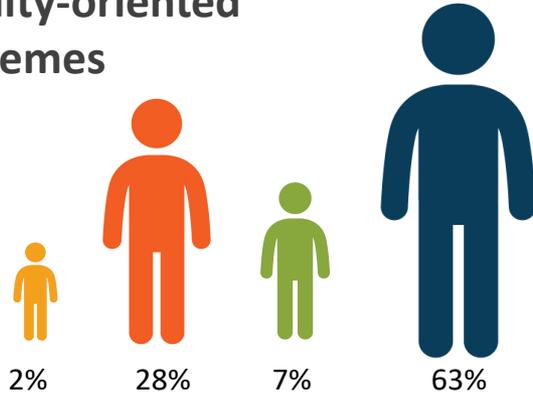
Direct investments amount to 13% of individual assets, divided as 2% from B15 and 11% from T15.



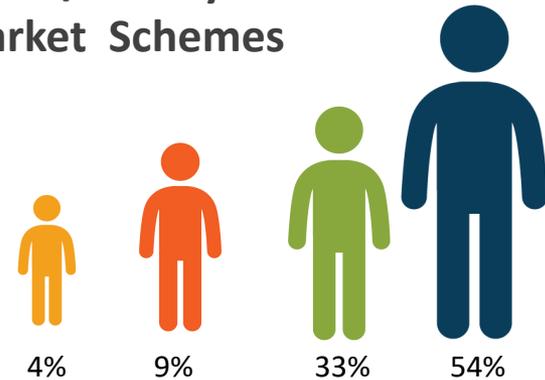
*Individual investors here include HNIs.*

# Individual Investors – Scheme level Composition

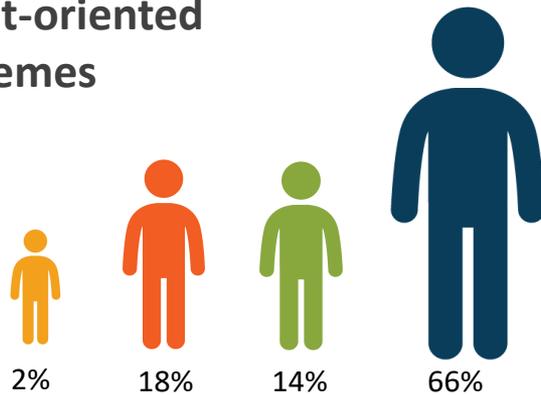
## Equity-oriented Schemes



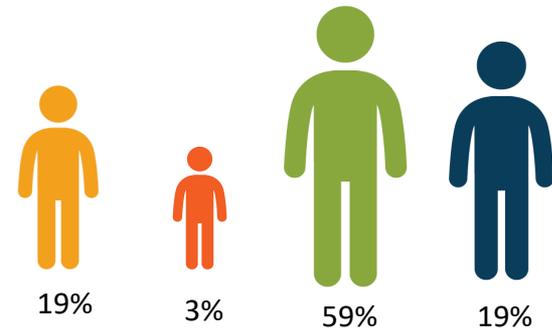
## Liquid/Money Market Schemes



## Debt-oriented Schemes



## ETFs & FoFs



● B15 - Direct  
 ● B15 - Distributors  
 ● T15 - Direct  
 ● T15 - Distributors

*Individual investors here include HNIs.*