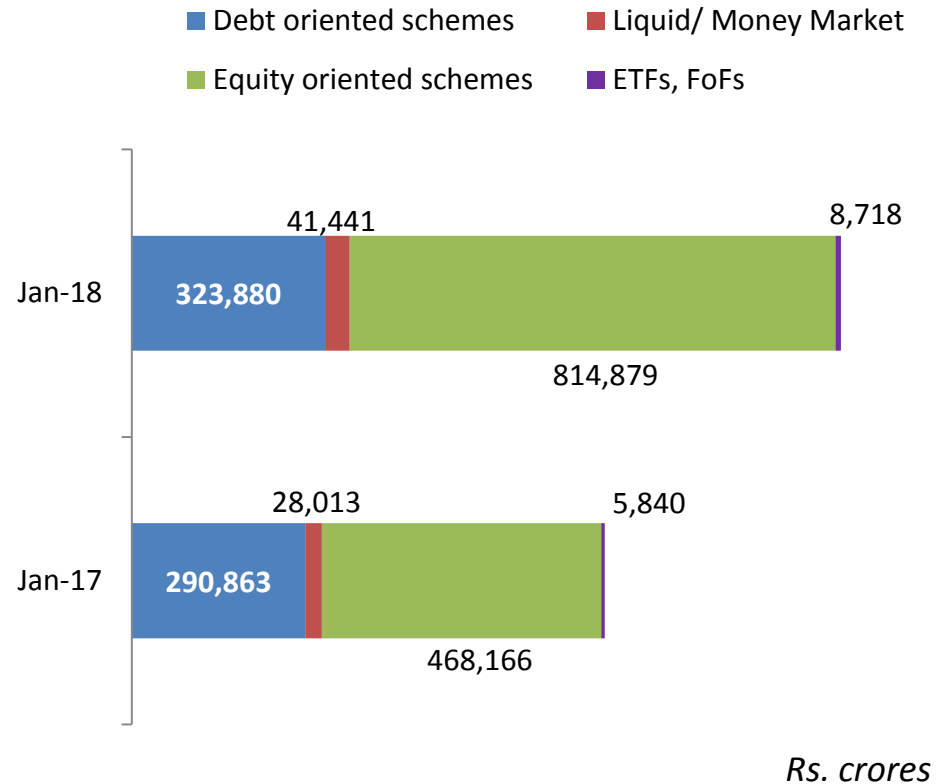


Individual-Investor Assets Composition



Individual investors held Rs.11.89 lakh crore in mutual funds as of January 2018, an increase of 49.9% over January 2017.

Investments of individual investors in equity schemes increased by 74% over January 2017.



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

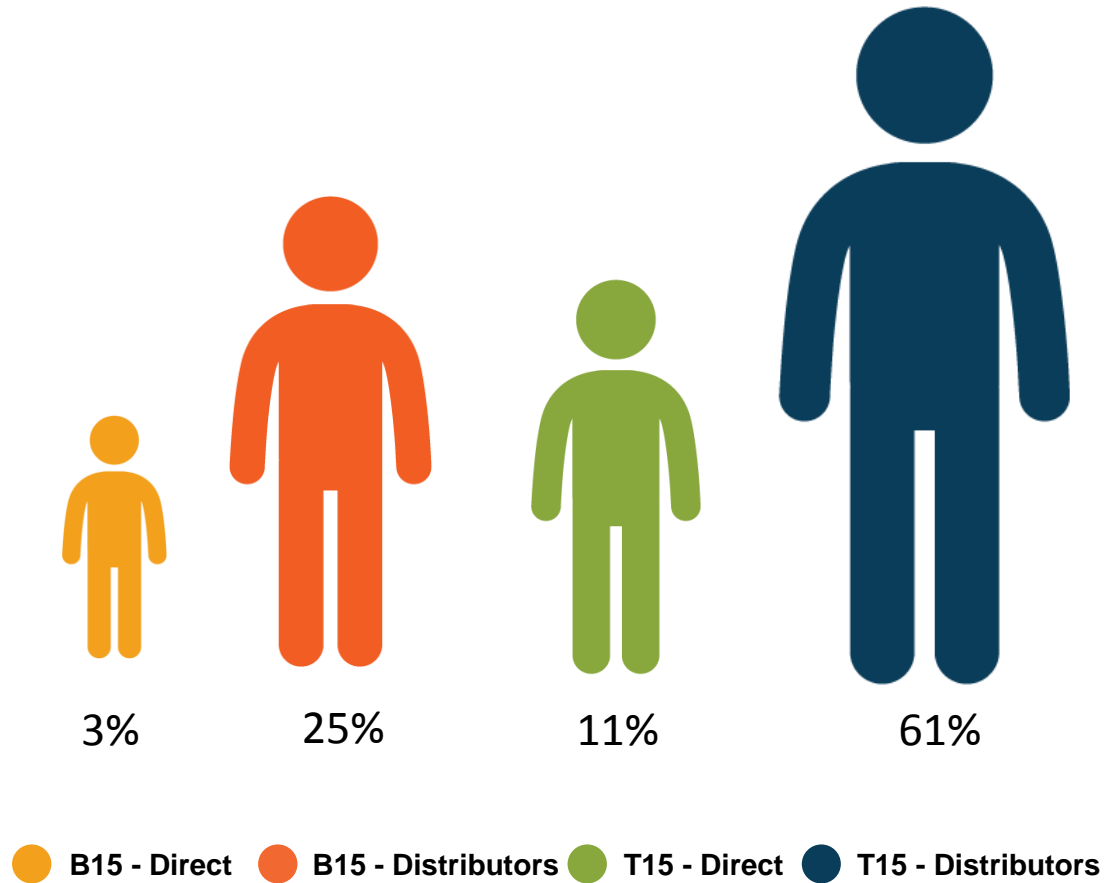
Individual Investors – Overall Composition



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

61% of the assets of Individual investors are from T15 cities, brought in by distributors.

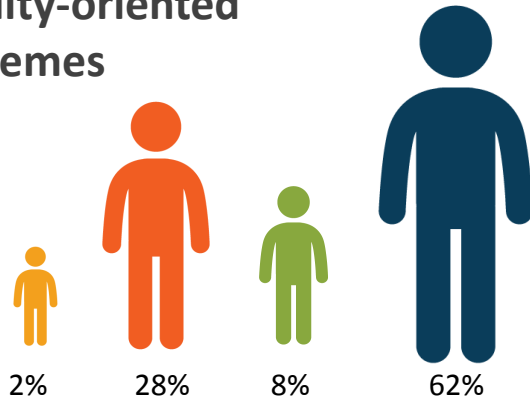
Direct investments amount to 14% of individual assets, divided as 3% from B15 and 11% from T15.



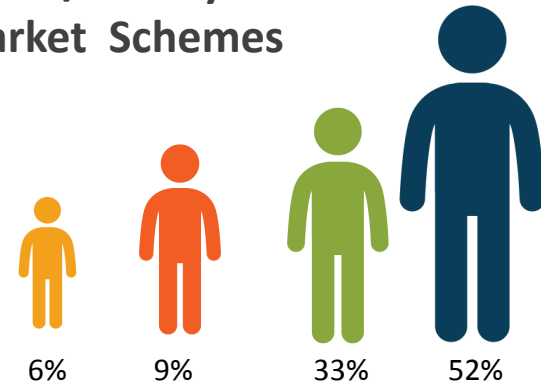
Individual investors here include HNIs.

Individual Investors – Scheme level Composition

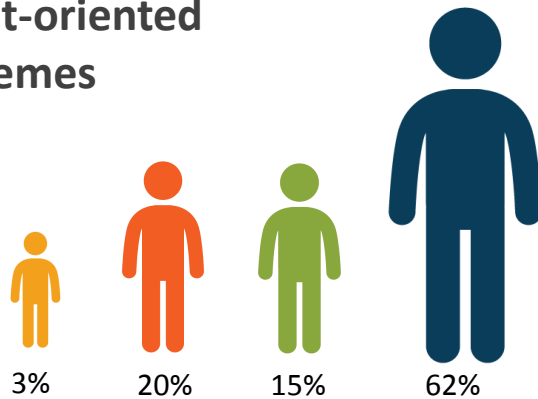
Equity-oriented Schemes



Liquid/Money Market Schemes



Debt-oriented Schemes



ETFs & FoFs



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

Individual investors here include HNIs.