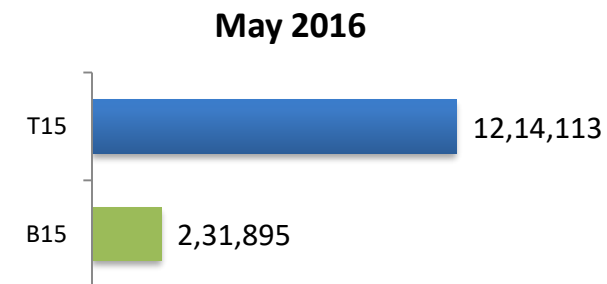
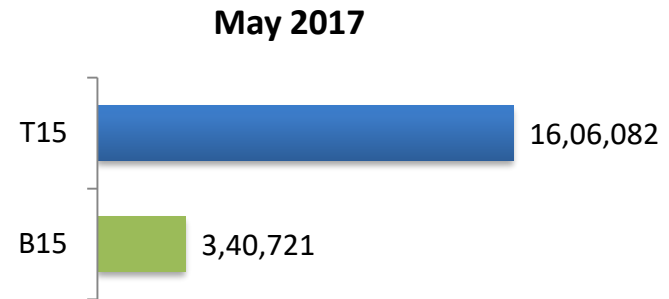


Growth in B15 assets

18% of the assets of the mutual fund industry came from B15 locations in May 2017.

Assets from B15 locations have increased from Rs.2.32 lakh cr. in May 2016 to Rs.3.41 lakh cr. in May 2017. The rate of growth in assets for B15 locations was 46.9% (35% for the industry as a whole during the same period).



Rs. In crores

*T15 refers to the top 15 geographical locations in India and B15 refers to the locations beyond the top 15.
Rs. lakh cr is equivalent to Rs. trillion.*

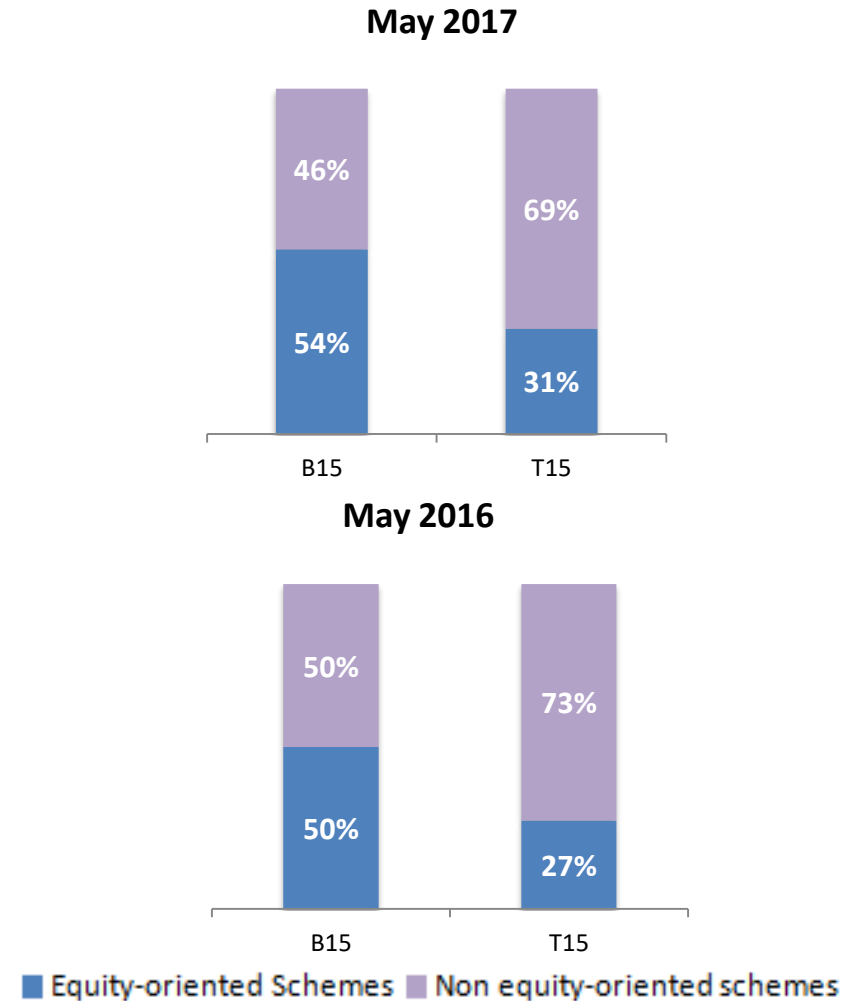
B15 has a more balanced mix than T15

B15 locations have a better balance of equity and non-equity assets.

54% of the assets from B15 locations is in equity schemes.

Equity-oriented schemes accounted for 31% of the T15 assets in May 2017 and 27% in May 2016.

The higher concentration in debt in T15 locations is due to the presence of institutions in this segment.

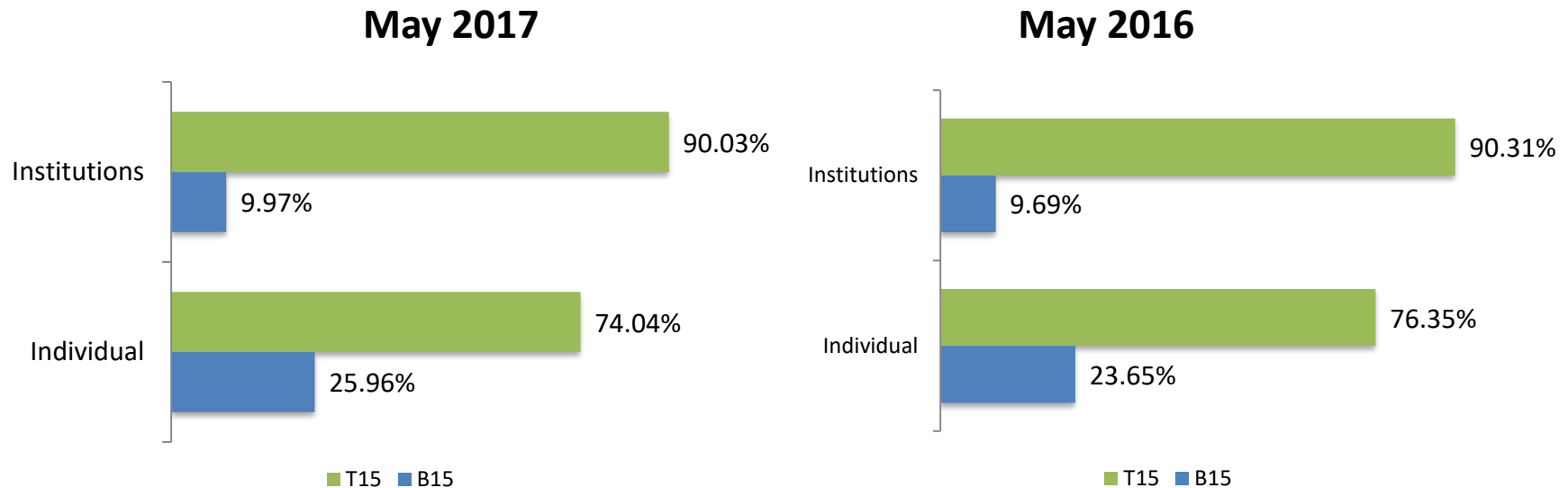


Equity-oriented schemes include equity and balance funds.

Non-equity oriented schemes include liquid and money market schemes and debt and debt-oriented funds.

T15 refers to the top 15 geographical locations in India and B15 refers to the locations beyond the top 15.

26% of Individual Assets are from B15 Locations



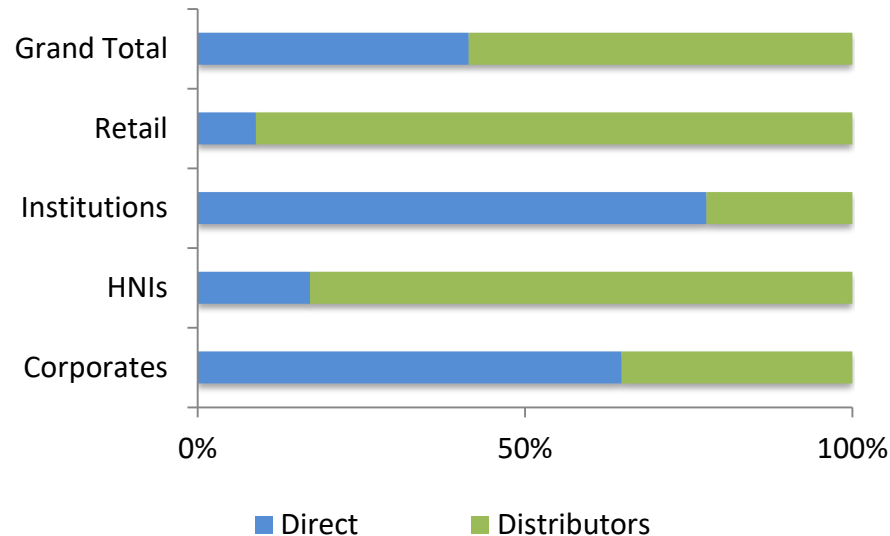
About 26% of assets held by individual investors is from the B15 locations. About 10% of institutional assets come from B15 locations. Institutional assets are concentrated in T15 locations, accounting for 90.03% of the total.

The shares of B15 assets individual and institutional categories has increased since May 2016. The share of T15 assets individual categories has decreased marginally.

*Institutions include domestic and foreign institutions and banks.
T15 refers to the top 15 geographical locations in India and B15 refers to the locations beyond the top 15.*

Distributor Vs Direct

Investor Type

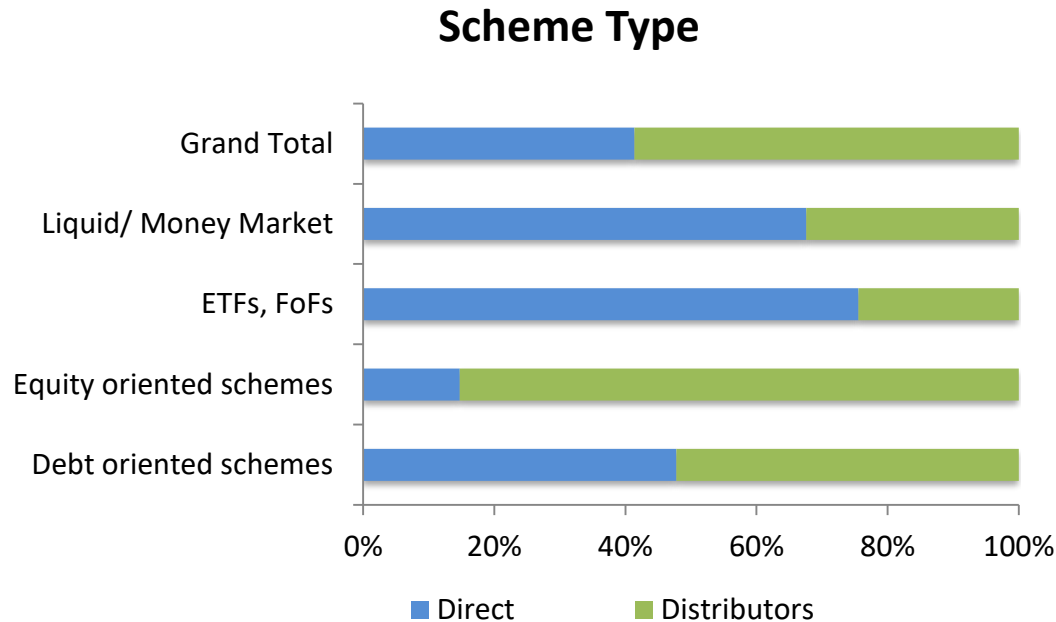


About 9% of the retail investors chose to invest directly, while 17.13% of HNI assets were invested directly.

41.4% of the assets of the mutual fund industry came directly. A large proportion of direct investments were in non-equity oriented schemes where institutional investors dominate.

*Equity-oriented schemes include equity and balance funds.
Institutions include domestic and foreign institutions and banks.
HNIs are investors who invest with a ticket size of Rs. 5 lakhs or above.*

Distributor Vs Direct



68% of liquid / money market scheme assets where institutional investors dominate, were direct, whereas 47% of debt oriented scheme assets and 15% of equity scheme assets were direct.

The proportion of direct investments in equity, to the total assets held by individual investors, was about 5.84% in May 2017.

*Equity-oriented schemes include equity and balance funds.
Institutions include domestic and foreign institutions and banks.
HNIs are investors who invest with a ticket size of Rs. 5 lakhs or above.*