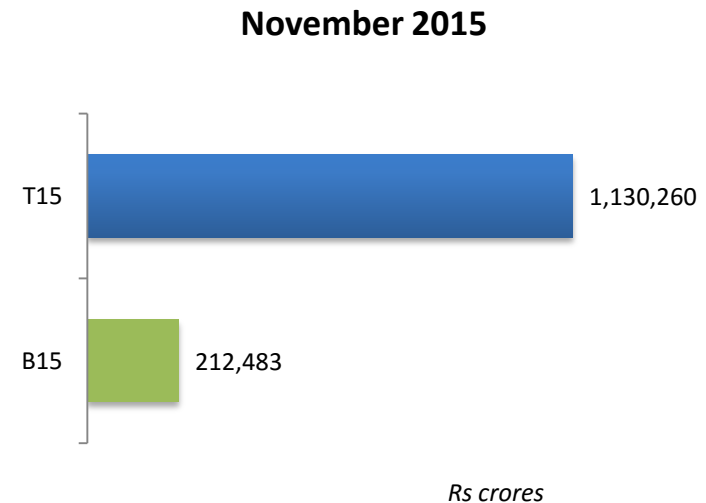


Growth in B15 assets

16% of the assets of the mutual fund industry came from B15 locations in November 2015.

Assets from B15 locations grew from Rs. 1.9 lakh cr in March 2015 to Rs. 2.1 lakh cr in November 2015.

The rate of growth in assets for B15 locations was 12.1%, as compared to March 2015 (10.9% for the industry as a whole during the same period).



*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.*

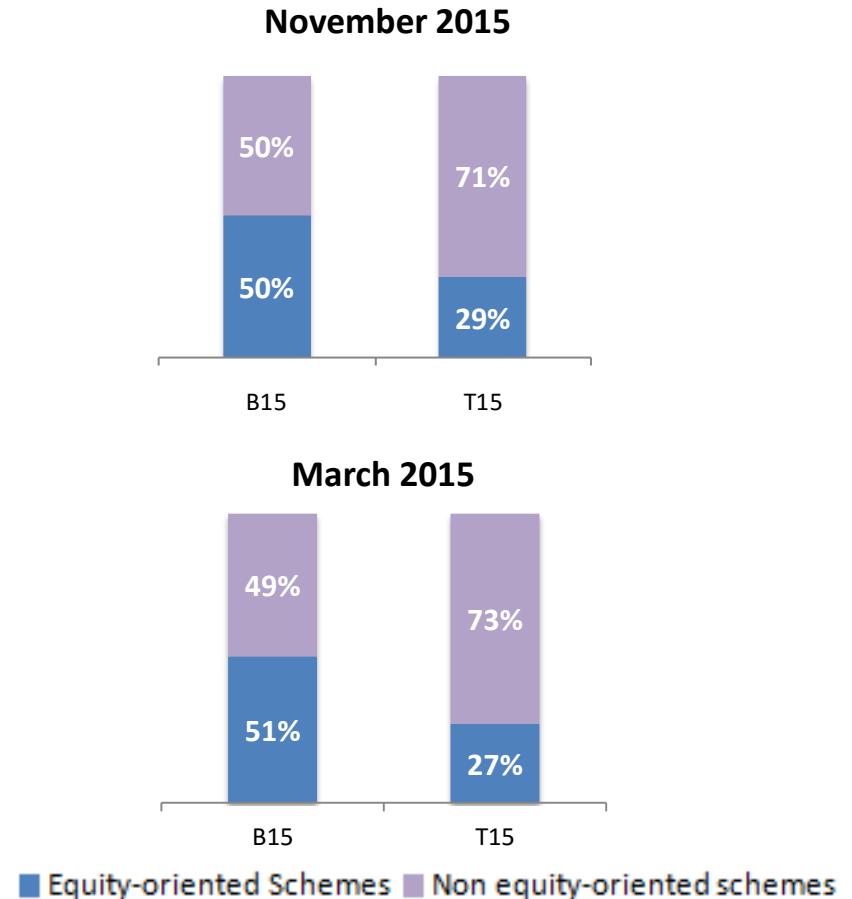
B15 has a more balanced mix than T15

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

50% of the assets from B15 locations is in equity schemes, up from 49% in March 2015.

Equity-oriented schemes accounted for 29% of the T15 assets in November 2015, up from 27% in March 2015.

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

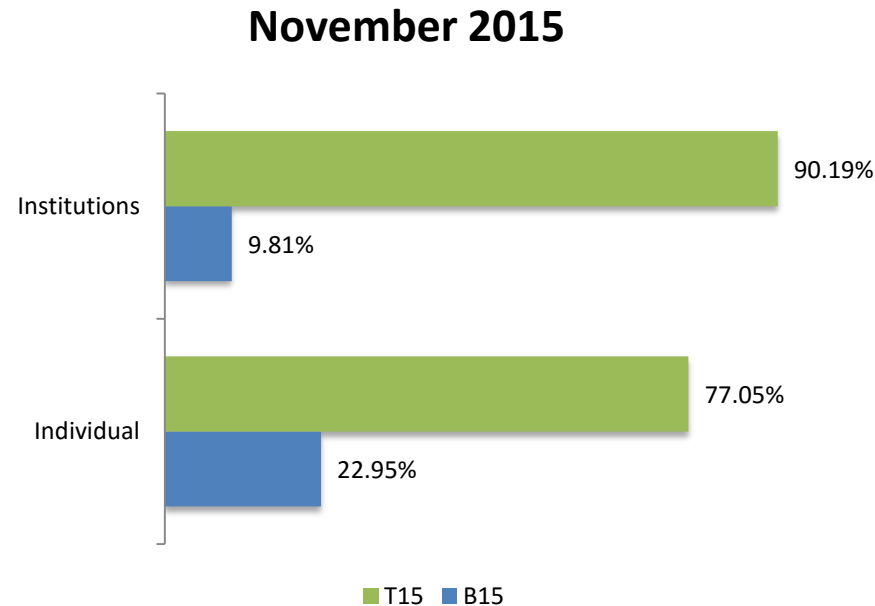


Equity-oriented schemes include equity and balance funds.

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.

23% of Individual Assets are from B15 Locations

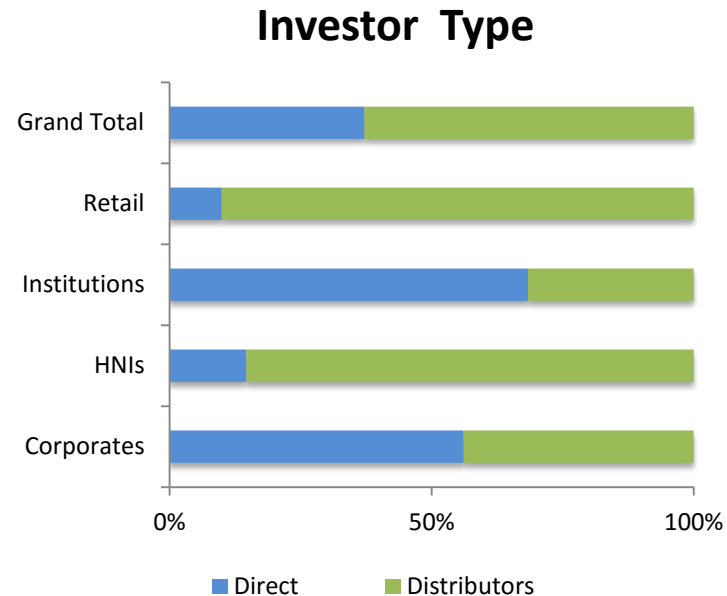


About 23% of assets held by individual investors is from the B15 locations. About 10% of institutional assets come from B15 locations.

Institutional assets are concentrated in T15 locations, accounting for 90% of the total.

*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

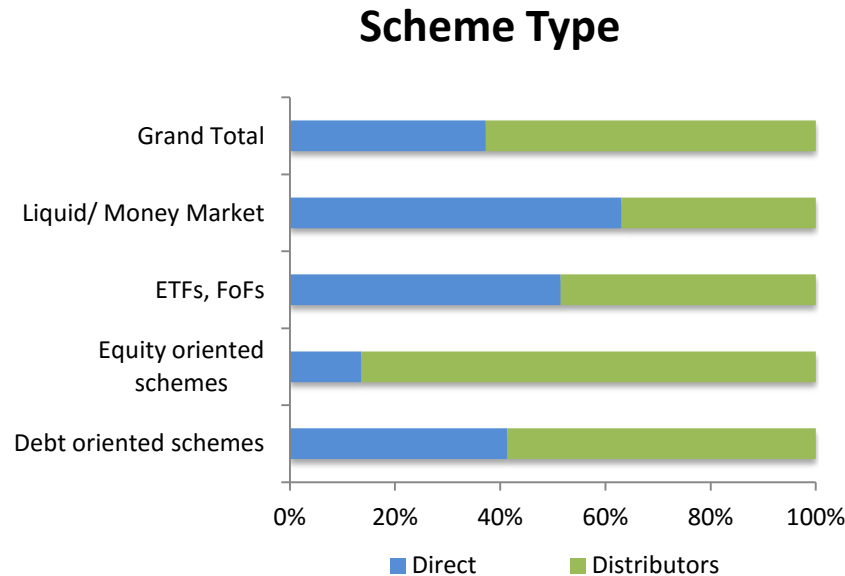


About 10% of the retail investors chose to invest directly, while 15% of HNI assets were invested directly.

37% 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



63% of liquid / money market scheme assets where institutional investors dominate, were direct, whereas 41% of debt oriented scheme assets and 14% of equity scheme assets were direct.

The proportion of direct investments in equity, to the total assets held by individual investors, was about 5% in November 2015.

*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.*