

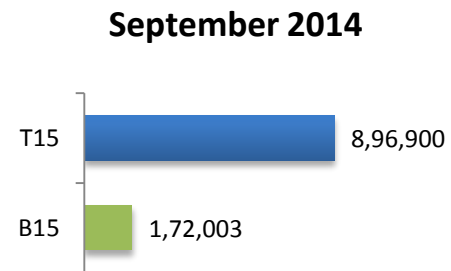
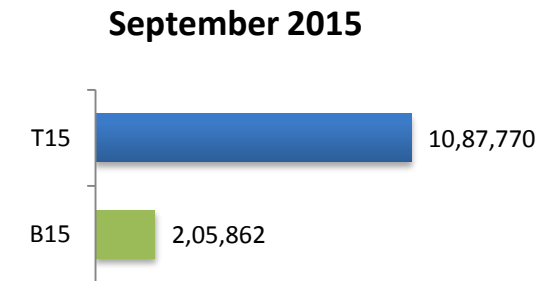


B15 assets are 15.9% and growing at 19.69%

15.9% of the assets of the mutual fund industry came from B15 locations in September 2015.

Assets from B15 locations grew from Rs. 1.72 lakh cr in September 2014 to Rs. 2.06 lakh cr in September 2015.

The rate of growth in assets for B15 locations was 19.69% (21% for the industry as a whole)



Rs 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.*



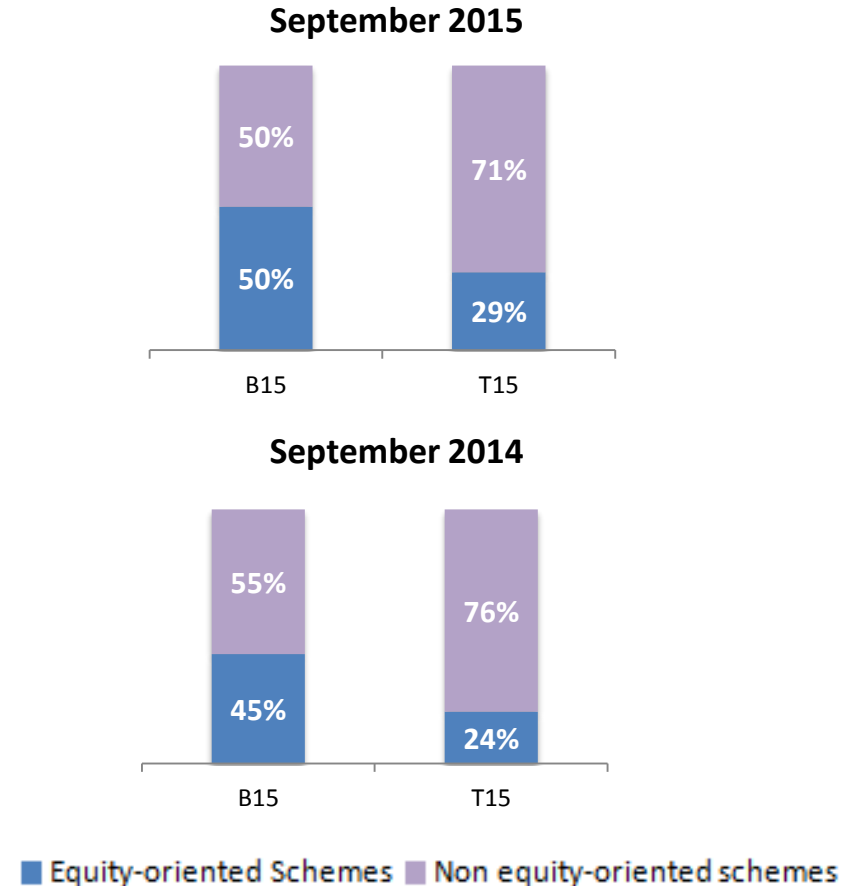
B15 has a more balanced mix than T15

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

50% of the assets from B15 locations is in equity schemes, up from 45% in September 2014.

Equity-oriented schemes accounted for 29% of the T15 assets in September 2015, up from 24% in September 2014.

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

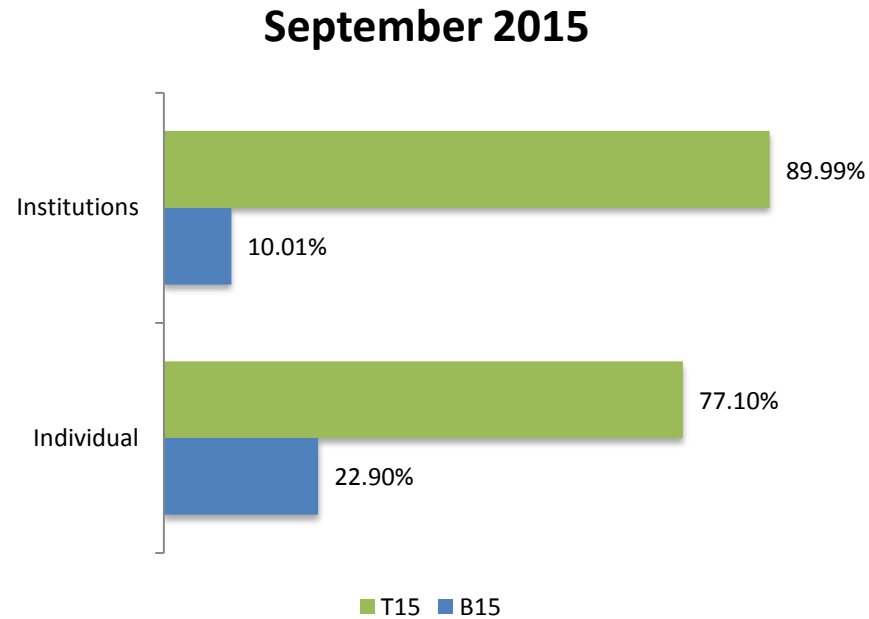


Equity-oriented schemes include equity and balance funds.

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

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22.9% of Individual Assets are from B15 Locations

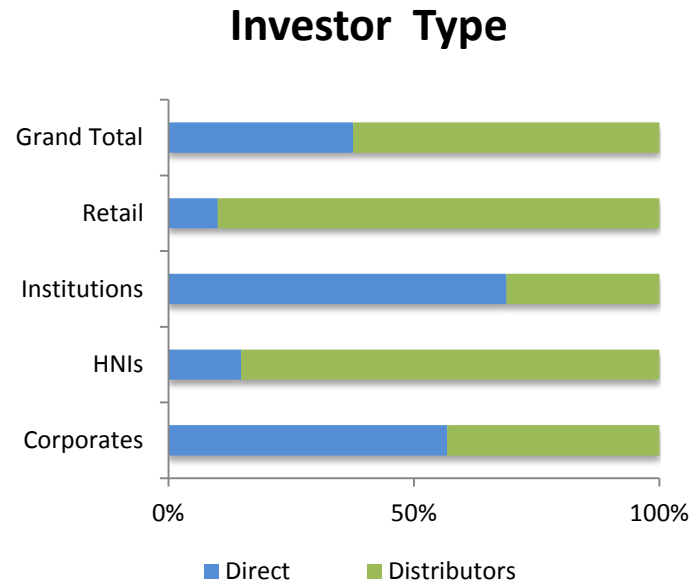


22.9% of assets held by individual investors is from the B15 locations. About 10% of institutional assets come from B15 locations.

Institutional assets are concentrated in T15 locations, accounting for 89.9% 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



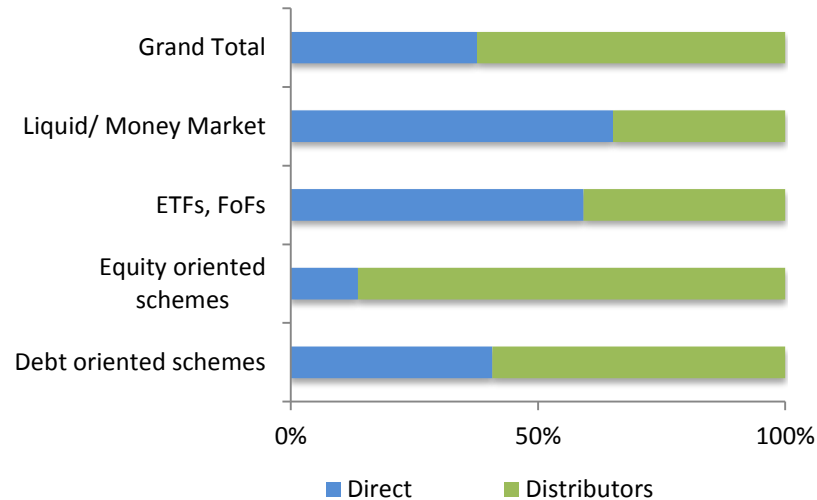
About 11% of the retail investors chose to invest directly, while 15% of HNI assets were invested directly.

38% 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

Scheme Type



Almost 60% of non-equity oriented scheme assets where institutional investors dominate, were direct.

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

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