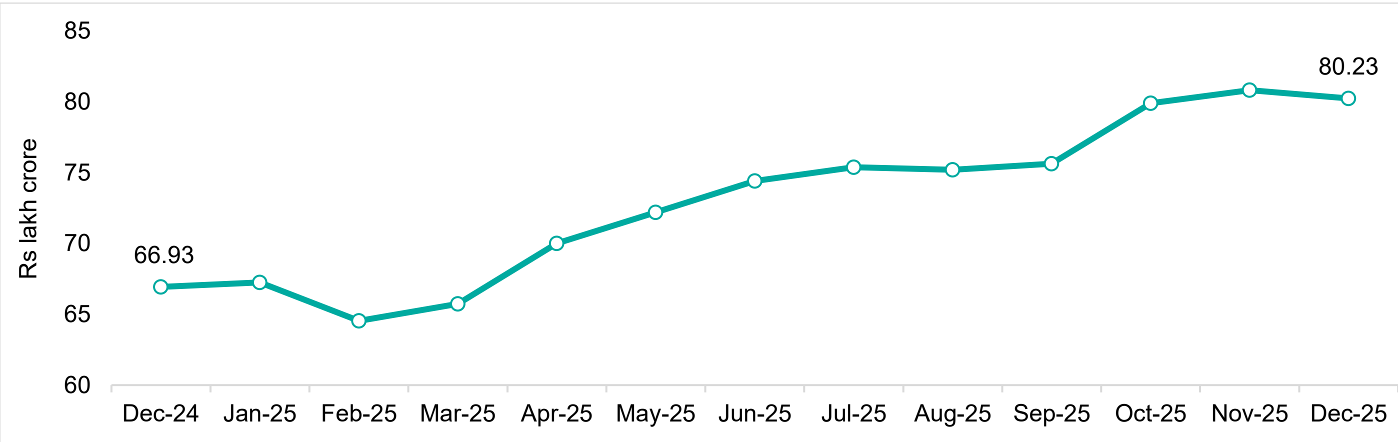
Industry trends

Mutual fund AUM remains steady amid volatile market conditions

Assets under management (AUM) of India's mutual fund (MF) industry declined a marginal 0.7% on-month to Rs 80.23 lakh crore in December 2025 from Rs 80.80 lakh crore due to persistent debt fund outflows and volatile markets. However, the industry demonstrated a strong on-year performance, with assets rising 19.9% from Rs 66.93 lakh crore in December 2024.

Growth in MF assets over 12 months



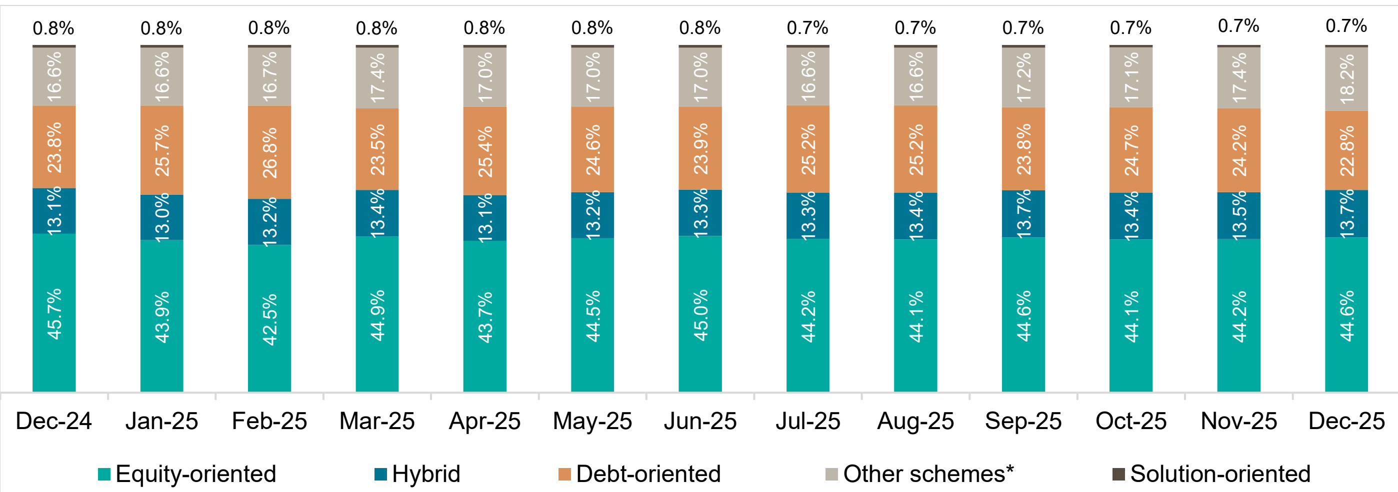
Source: Association of Mutual Funds in India (AMFI), Crisil Intelligence

Equity-oriented schemes dominate the AUM

As of December 2025, equity-oriented schemes remain the predominant segment within the mutual fund industry, comprising 44.6% of the overall AUM. Debt-oriented schemes accounted for 22.8%, hybrid schemes 13.7% and other schemes had 18.2%. Solution-oriented schemes continued to hold a meagre 0.7%.

Other schemes, mainly comprising of ETFs and index funds, are gradually seeing their share rising within the MF AUM. The category witnessed substantial net inflow of Rs 26,723 crore, marking the 62nd consecutive month of positive flow. Notably, Gold ETFs witnessed their highest-ever monthly inflow of Rs 11,647 crore during the month.

Scheme-wise composition of assets over the past 12 months



Note: Other schemes include index funds, gold exchange traded funds (ETFs), other ETFs and fund of funds investing overseas

Source: AMFI, Crisil Intelligence

Individual investors continue to hold a majority share in MF assets

Individual investors accounted for 62.2% of the industry's AUM in December 2025, from 61.6% in November 2025. Conversely, the share of institutional investors declined to 37.8% on-month from 38.4%.

Share in MF assets: Individuals vs institutions

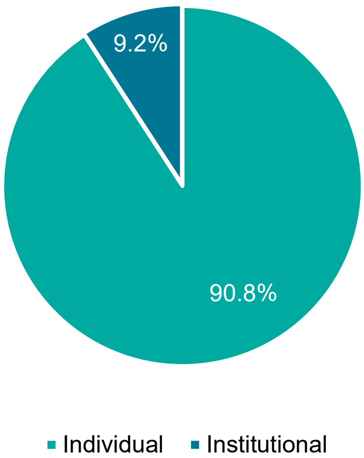
Source: AMFI, Crisil Intelligence

Individuals dominate holdings in equity-oriented and hybrid schemes, institutions lead in debt-oriented and other schemes

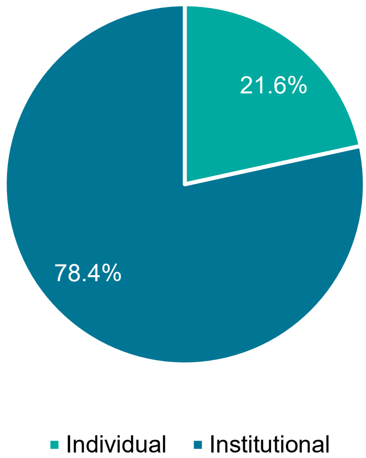
Individual investors—including retail and high-net-worth individuals (HNIs), held 90.8% of the assets in equity-oriented schemes in December 2025. In hybrid schemes, the share was 78.4%. In comparison, institutional investors, comprising financial institutions and corporates, dominated debt-oriented schemes and other schemes with 78.4% and 70.6% share, respectively. Solution-oriented schemes, which represent a minimal share of the AUM, were almost entirely (99.8%) owned by individual investors.

Investor categories across scheme types as of December 2025

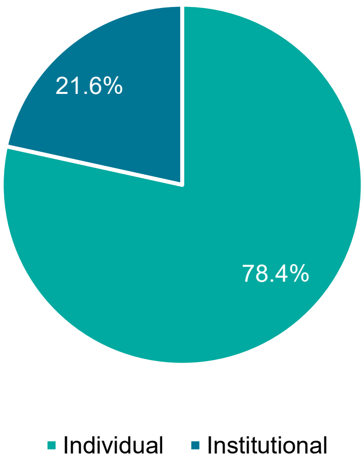
Equity-oriented schemes



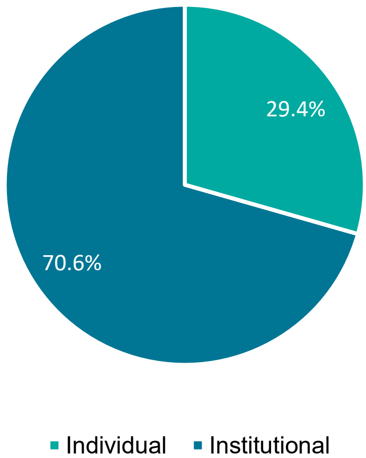
Debt-oriented schemes



Hybrid schemes



Other schemes



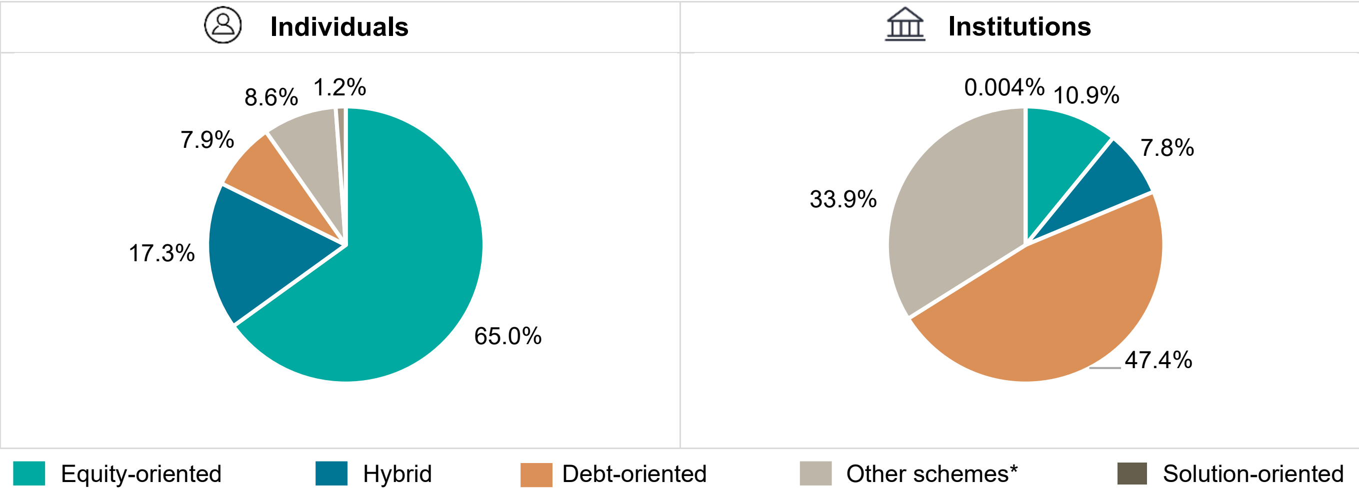
Note: Other schemes include index funds, gold ETFs, other ETFs, and fund of funds investing overseas

Source: AMFI, Crisil Intelligence

Individuals prefer equity, while institutions diversify

Investment allocation of individual investors and institutions exhibited distinct investment patterns. In December 2025, 65% of the AUM of individual investors was in equity-oriented schemes and 17.3% in hybrid schemes. In contrast, the AUM of institutional investors was diversified across asset classes, with debt-oriented schemes constituting the largest share (47.4%), followed by other schemes (33.9%). Solution-oriented schemes accounted for a negligible portion of the AUM for both individual and institutional investors.

Asset mix in November 2025: Individuals vs institutions



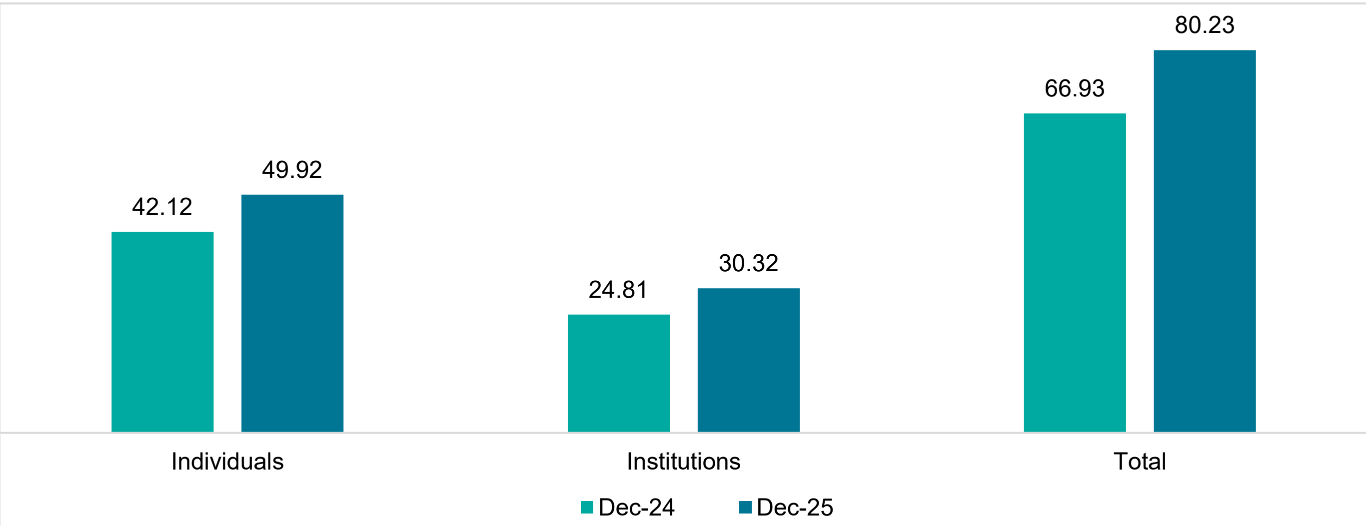
Note: Other schemes include index funds, gold ETFs, other ETFs, and fund of funds investing overseas

Source: AMFI, Crisil Intelligence

Trend of MF AUM across individuals and institutions

Individual investors' holdings grew 18.5% on-year to Rs 49.92 lakh crore from Rs 42.12 lakh crore in December 2024. Institutional investors' assets surged 22.2% on-year to Rs 30.32 lakh crore from Rs 24.81 lakh crore.

Trends in mutual fund assets: Individual vs institutional holdings (Rs lakh crore)



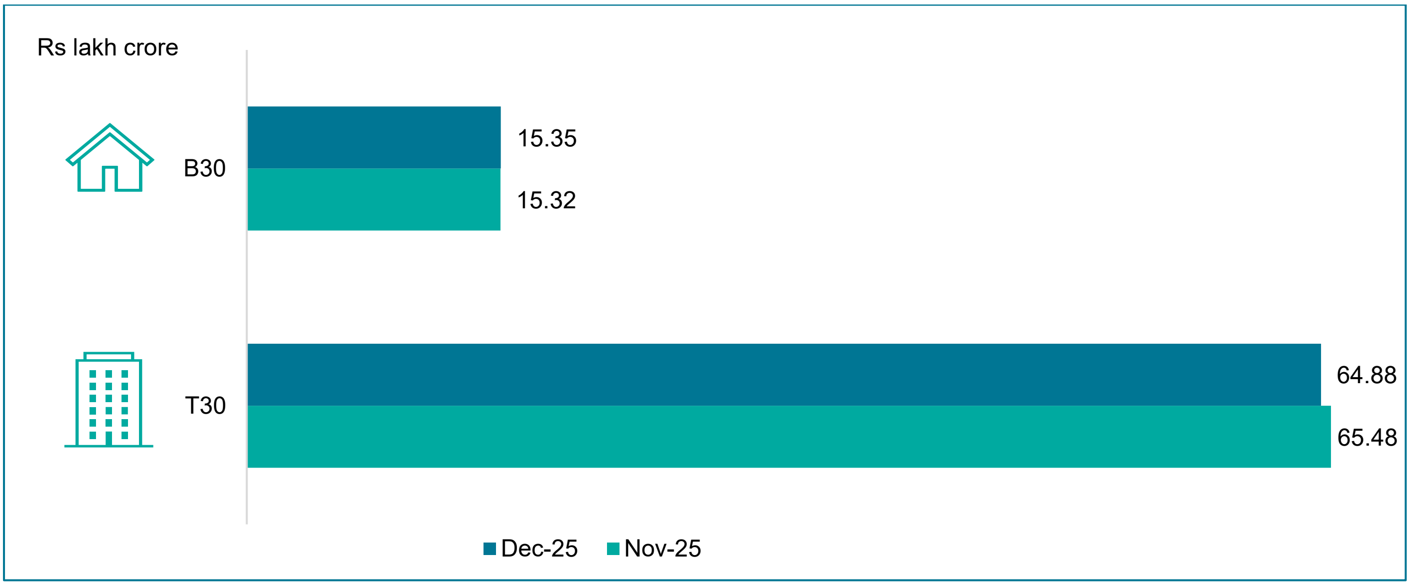
Source: AMFI, Crisil Intelligence

Regional trends

B30 locations hold 19% of MF assets

The top 30 (T30) cities held 80.9% of MF assets in December 2025, whereas assets in locations beyond the top 30 (B30) accounted for 19.1%. B30's assets increased 0.2% on-month to Rs 15.35 lakh crore from Rs 15.32 lakh crore. Asset in T30 decreased 0.9% on-month to Rs 64.88 lakh crore from Rs 65.48 lakh crore.

MF assets: B30 vs T30



Source: AMFI, Crisil Intelligence

MF assets mix across B30 and T30 locations

As of December 2025, equity-oriented schemes constituted 65.6% of the AUM in B30 cities. However, they accounted for 39.6% in T30. The higher allocation to equity-oriented schemes in B30 locations can be attributed to the larger presence of individual investors.

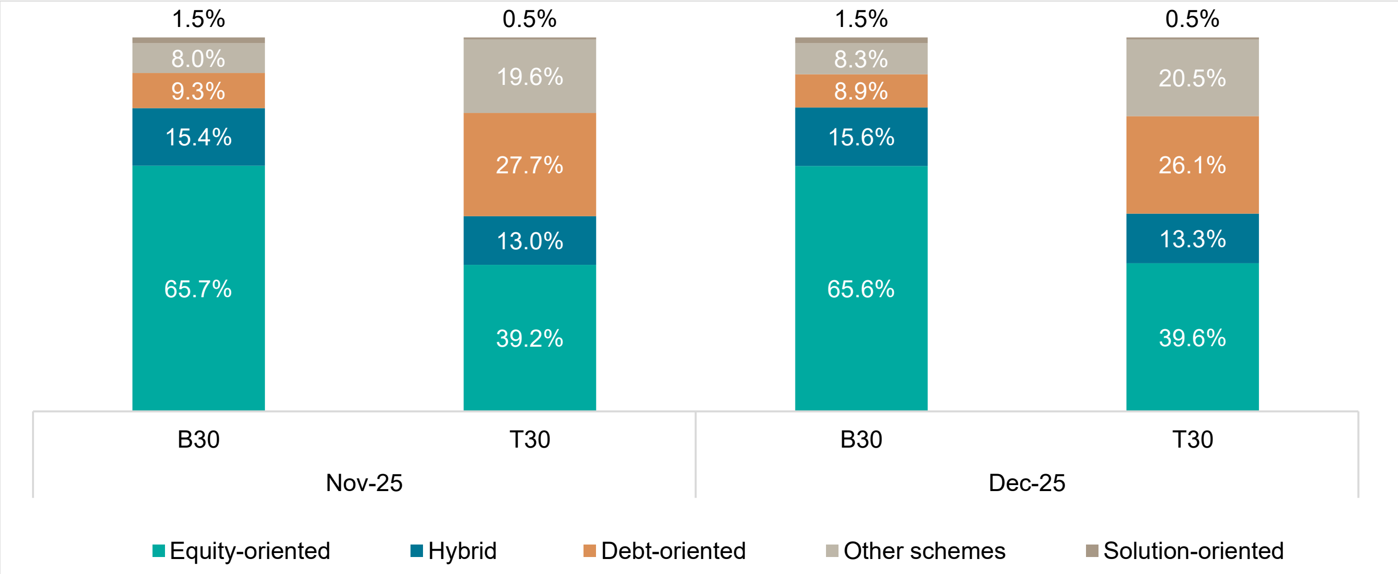
In debt-oriented schemes, B30 cities represented 8.9% of the assets in December 2025, witnessing a marginal on-month decline from 9.3% in the previous month.

In T30 cities, the proportion of AUM in debt-oriented schemes declined from 27.7% in November 2025 to 26.1% in December 2025 owing to net outflows in debt funds.

Hybrid schemes comprised 15.6% of the asset mix in B30 cities, compared with 13.3% in T30 cities as of December 2025. Other schemes stood at 8.3% in B30 locations, whereas T30 cities reported a higher allocation at 20.5%.

This distribution showed that B30 investors had a pronounced inclination towards equity-oriented products and T30 investors preferred a more diversified asset allocation.

Mutual fund assets mix: B30 vs T30

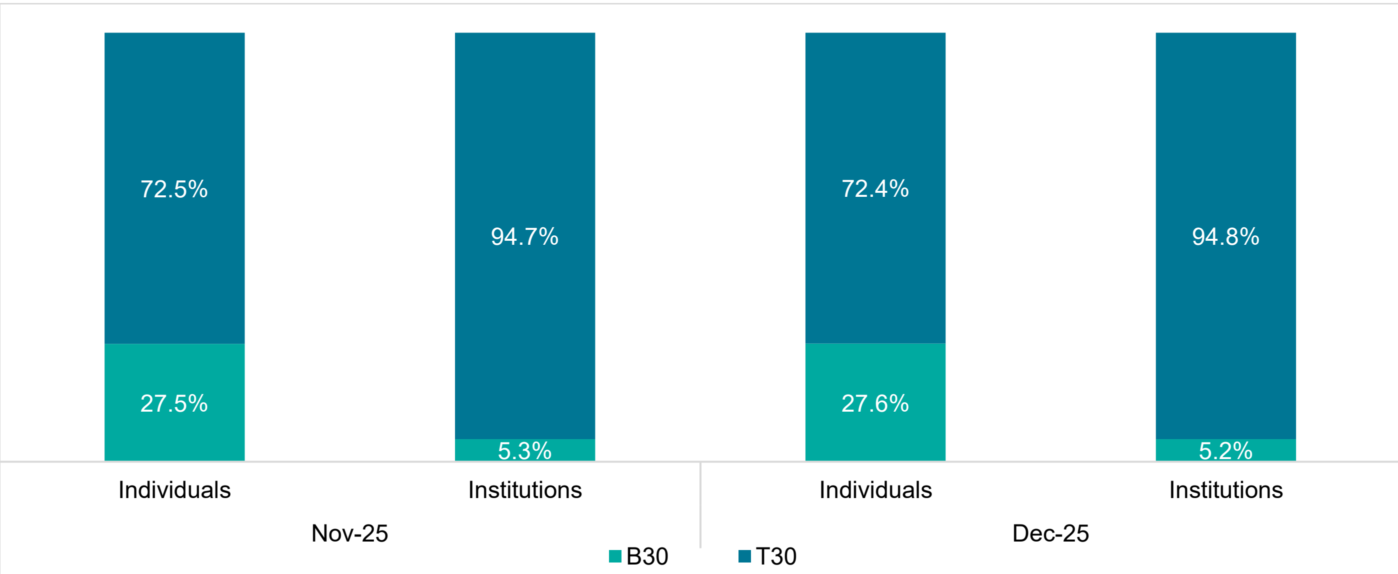


Source: AMFI, Crisil Intelligence

Institutional investors have greater allocation in AUM held in T30 cities

In the case of individual investors, 27.6% of MF assets were held by those in B30 locations and 72.4% by those in T30 locations in December 2025. For institutional investors, 5.2% of the assets were held by those in B30 locations and 94.8% by those in T30 locations. The distribution remained largely consistent with November 2025.

Individual vs institutional assets in B30 and T30 locations



Source: AMFI, Crisil Intelligence

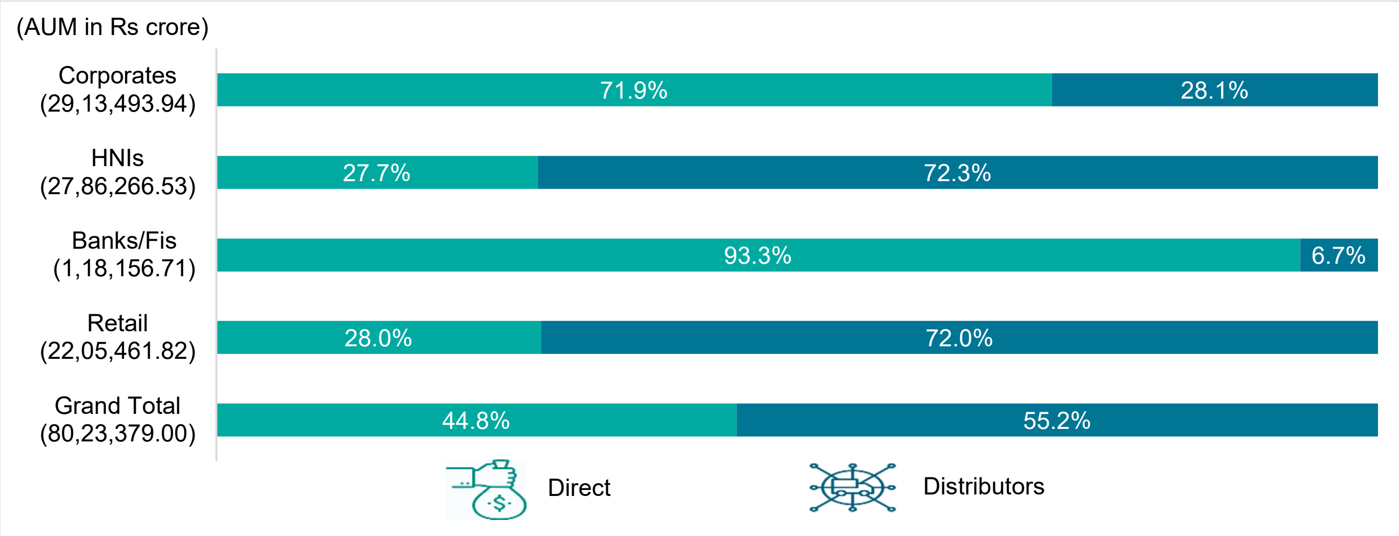
44.8% of MF investments are via direct channels

In December 2025, most individual investors, including retail and HNIs, invested in MF through distributors. Only 28% of retail investments and 27.7% of HNI investments were through direct channels. Corporate and Banks/FIs showed a preference for direct investment.

Direct channels accounted for 71.9% of corporate investments and 93.3% of Banks/FIs' investments.

Institutional investors have in-house investment expertise and substantial resources, making direct investment a more suitable option for them to deploy funds efficiently. In contrast, retail investors and HNIs often rely on distributors or intermediaries for guidance.

Direct investment vs investment through distributors across investor categories

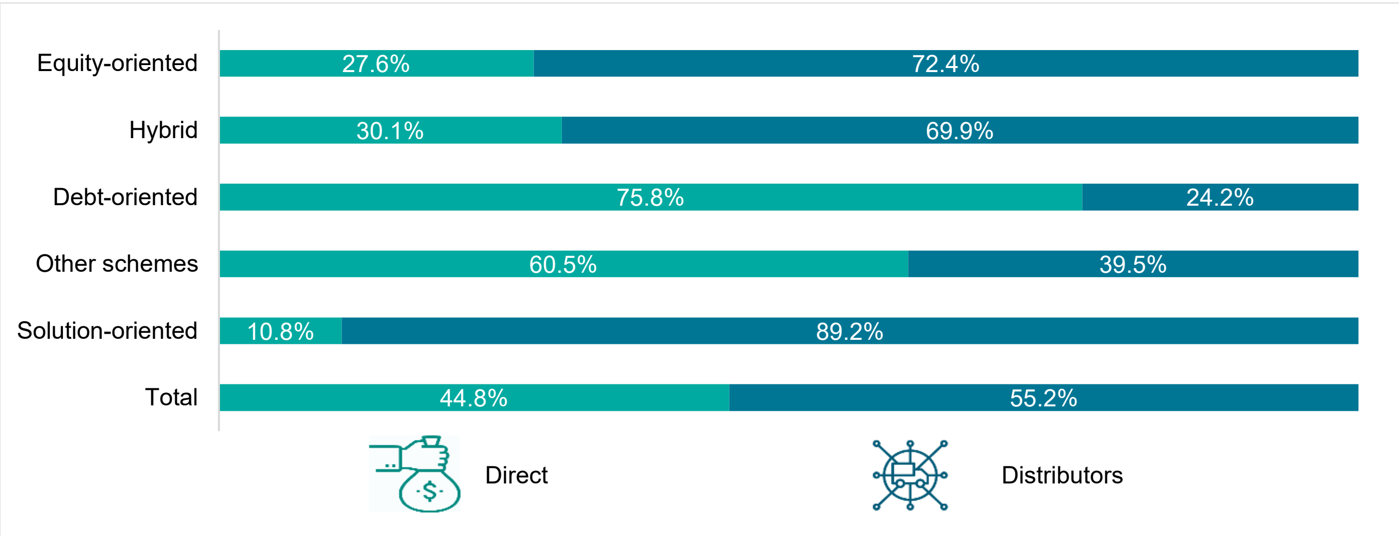


Source: AMFI, Crisil Intelligence

In December 2025, distributors brought in 72.4% of investments in equity-oriented schemes, 69.9% of investments in hybrid schemes and 89.2% in solution-oriented schemes.

In comparison, direct channels brought in 75.8% of investments in debt-oriented schemes and 60.5% in other schemes. The majority of investments in debt-oriented schemes through direct channels reflects the dominant participation of institutional investors.

Direct investment vs investment through distributors across schemes



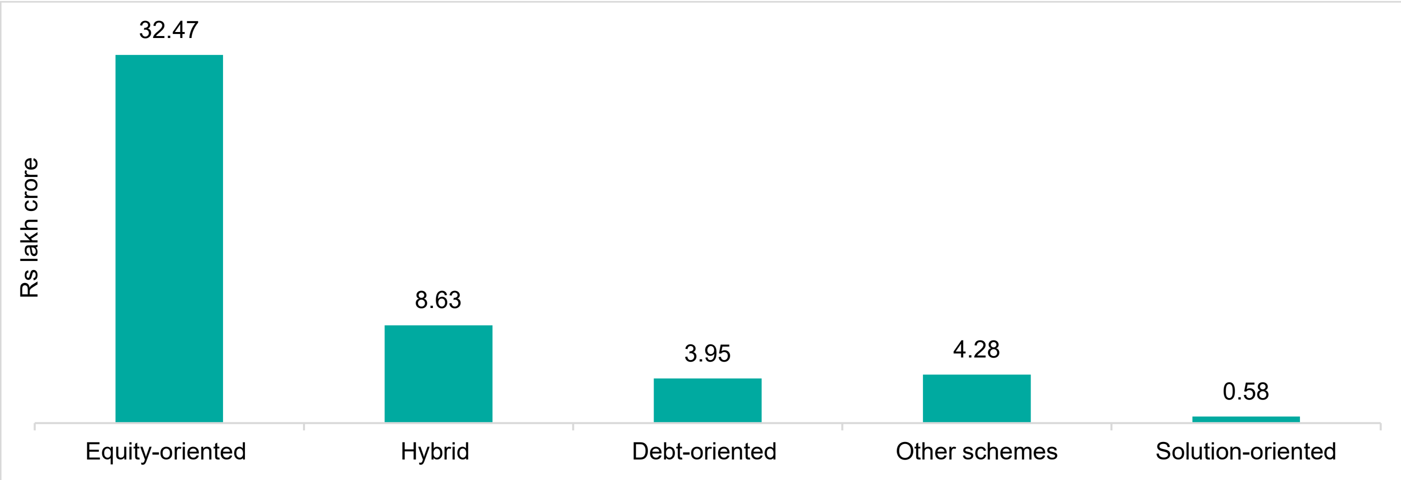
Source: AMFI, Crisil Intelligence

Individual investor trends

Assets composition across schemes

In December 2025, individual investors held Rs 49.92 lakh crore in MF. Approximately 65% of this (Rs 32.47 lakh crore) was allocated to equity-oriented schemes. Hybrid schemes accounted for around 17.3% (Rs 8.63 lakh crore) and debt-oriented schemes represented 7.9% (Rs 3.95 lakh crore). Other schemes contributed 8.6% (Rs 4.28 lakh crore). Solution-oriented schemes accounted for 1.2% (Rs 0.58 lakh crore) of individual investors' AUM.

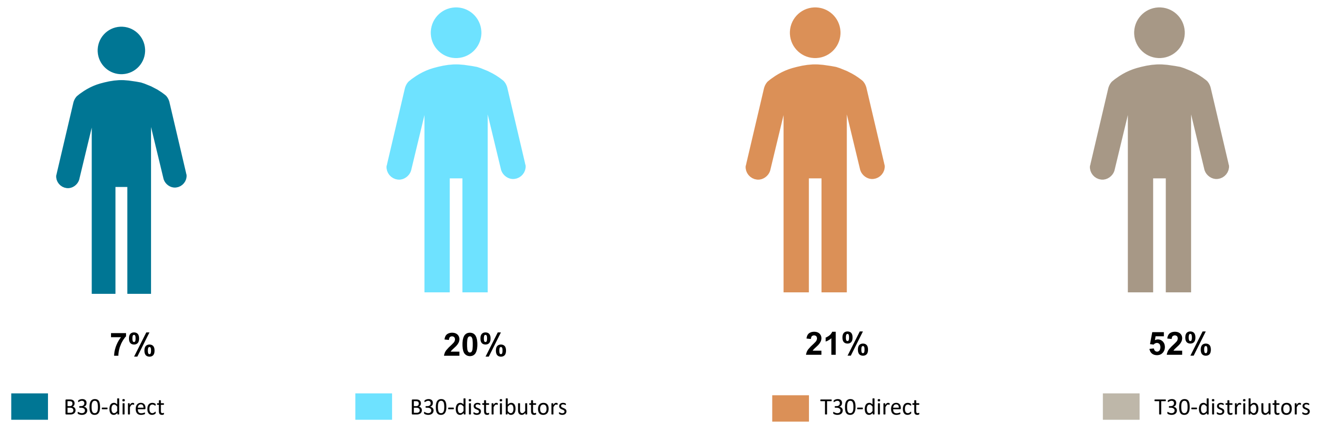
Asset mix of individual investors as of December 2025



Source: AMFI, Crisil Intelligence

Assets composition across regions vis-à-vis investment channels utilised

Individual assets were largely driven by distributors, constituting ~72% of assets, with ~20% coming from B30 cities and ~52% from T30 cities. The remaining ~28% were acquired through direct investment channels; ~7% from B30 cities and ~21% from T30 cities.



Source: AMFI, Crisil Intelligence

Asset composition across regions vis-à-vis investment channels utilised at specific scheme level

The distribution of assets held by individual investors varies across scheme types.

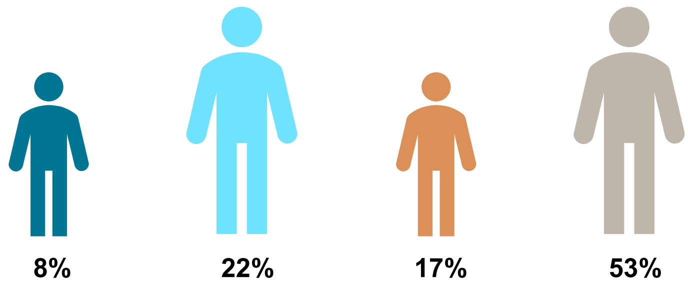
For equity-oriented schemes, distributors accounted for ~75% of the assets (~22% from B30 cities and ~53% from T30 cities). Direct investments made up the remaining ~25% (~8% from B30 cities and ~17% from T30 cities).

Hybrid schemes had a similar profile, with distributors accounting for ~79% of assets (~22% from B30 cities and ~57% from T30 cities). Direct investments accounted for ~21% (~3% from B30 cities and ~18% from T30 cities).

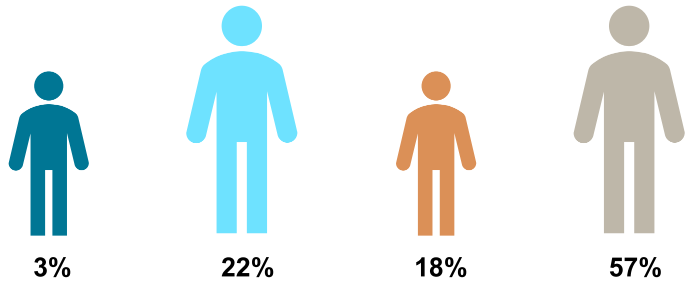
In debt-oriented schemes, investments through distributor channels accounted for ~55% (~10% from B30 cities and ~45% from T30 cities). Direct investments made up the remaining ~45% (~6% from B30 cities and ~39% from T30 cities).

In other schemes, distributor channels accounted for ~47% (11% from B30 cities and 36% from T30 cities). Direct investments contributed ~53% (12% from B30 cities and ~41% from T30 cities).

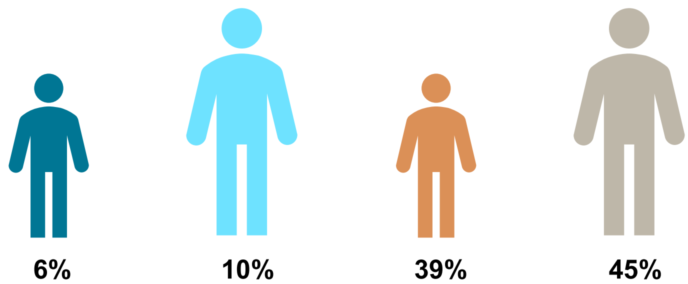
Equity-oriented schemes

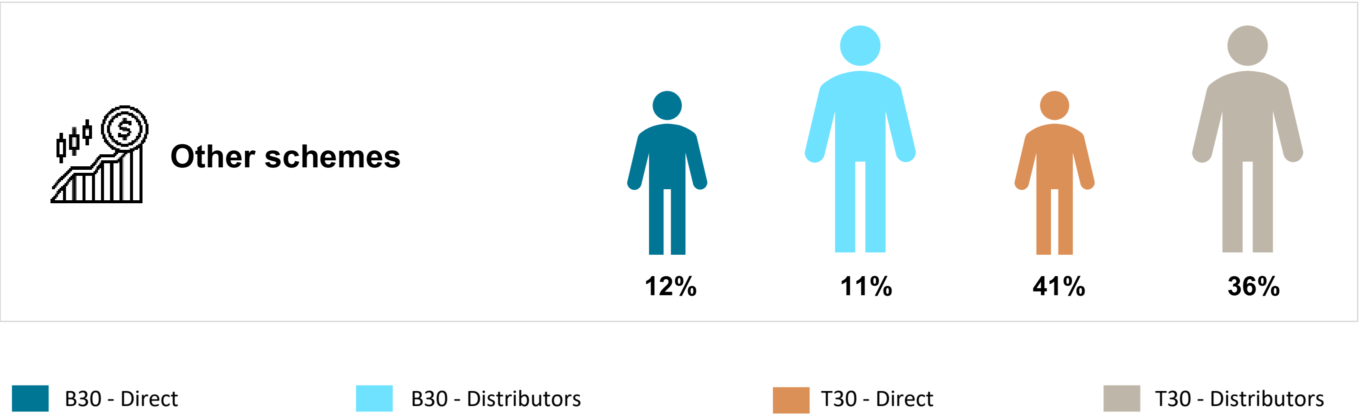


Hybrid schemes



Debt-oriented schemes

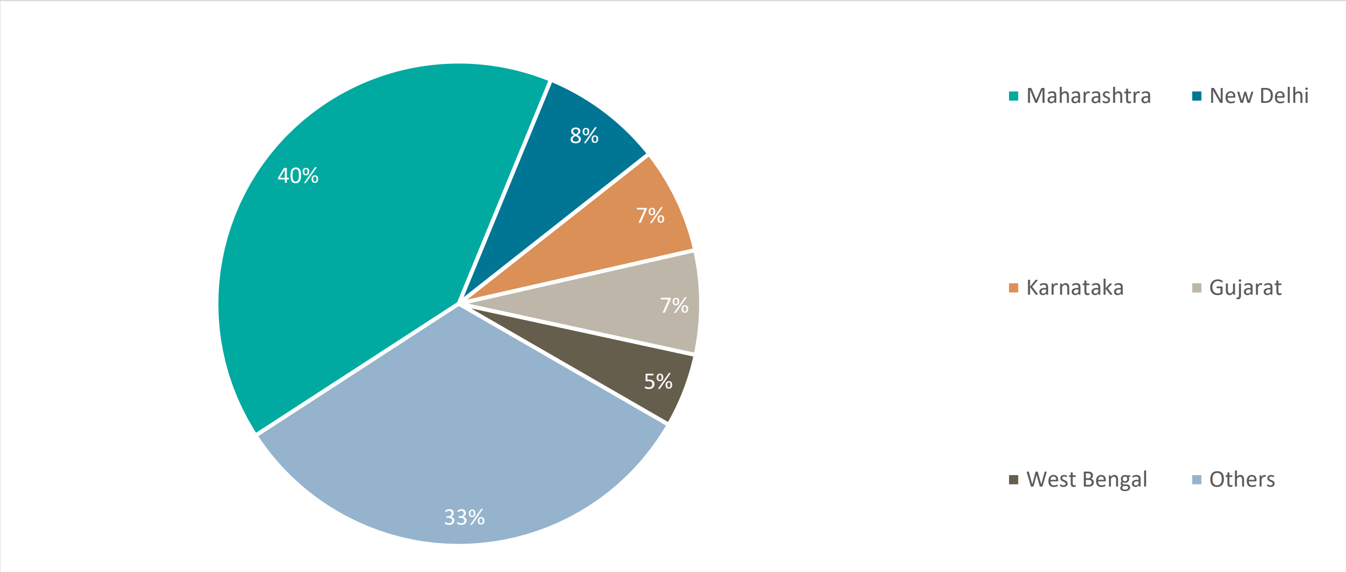




Source: AMFI, Crisil Intelligence

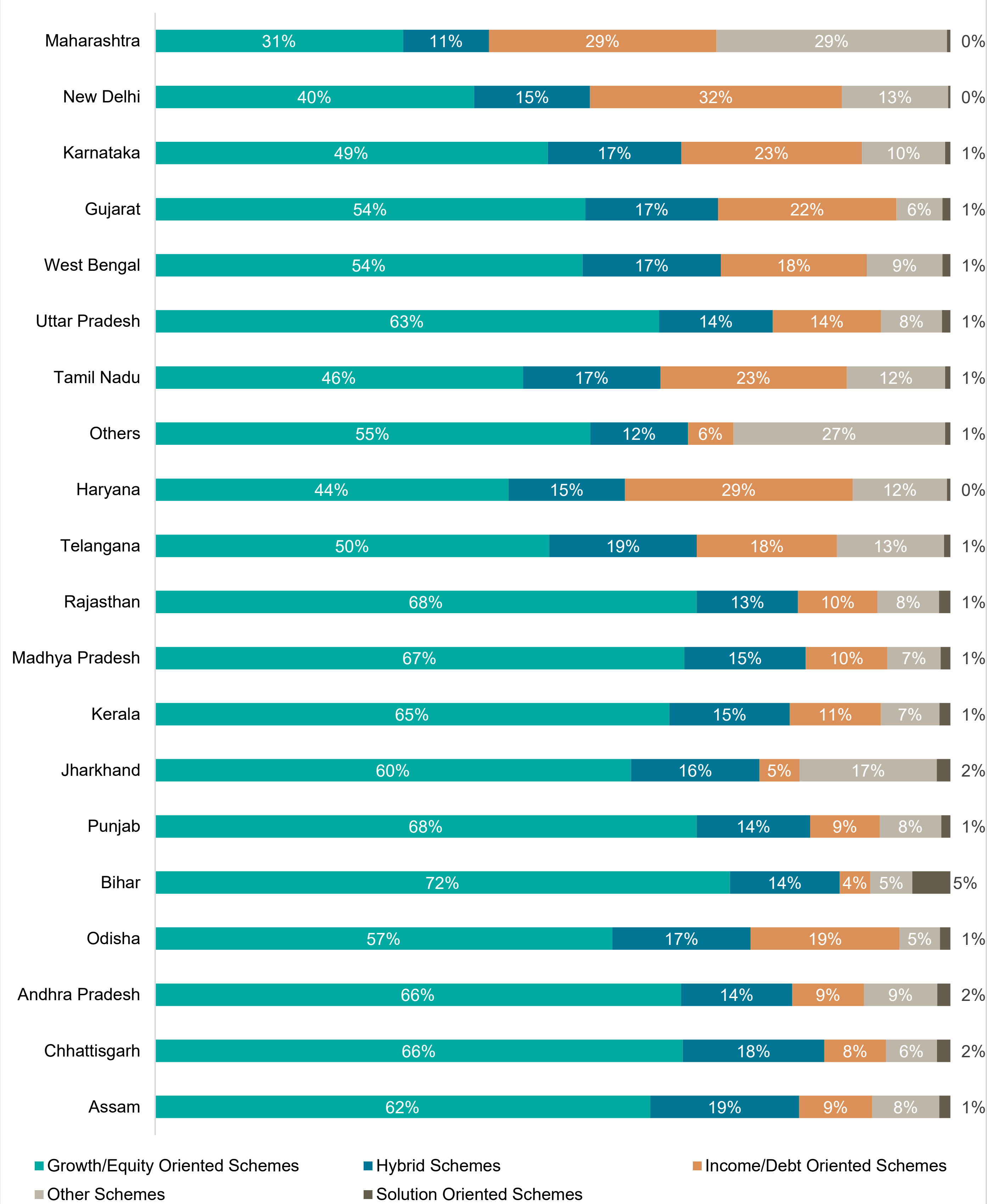
Geographical spread

Share of top 5 states in mutual fund AUM as on December 31, 2025



Source: AMFI, Crisil Intelligence

Asset mix of top 20 states based on AUM

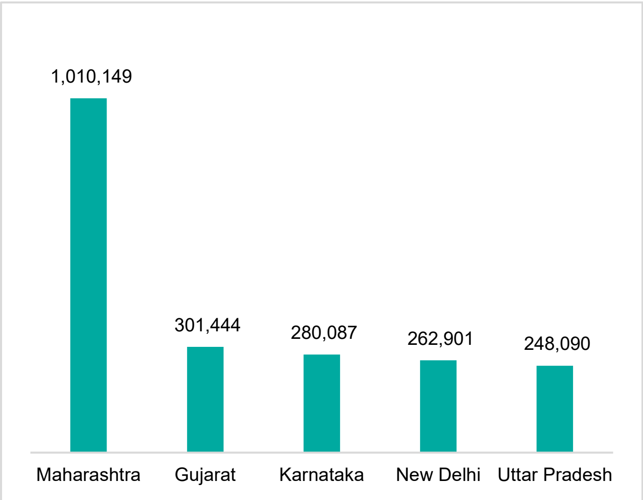


Note: Other schemes include index funds, gold ETFs, other ETFs, and fund of funds investing overseas

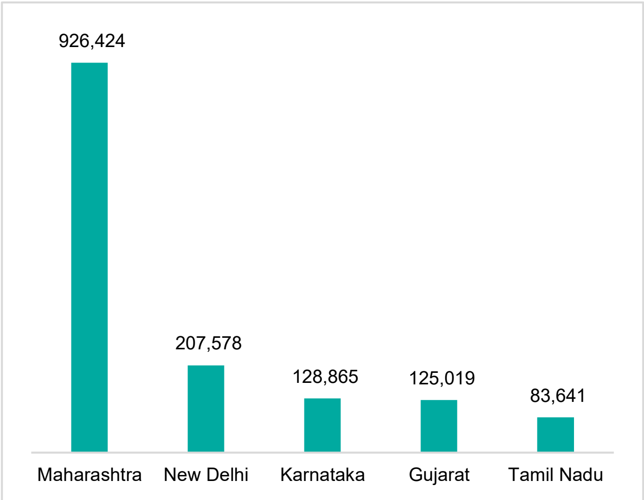
Source: AMFI, Crisil Intelligence

Assets held by top five states in each scheme category (Rs crore)

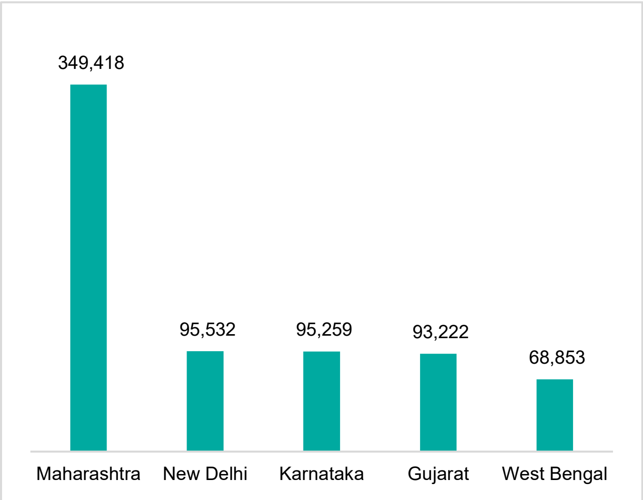
Equity-oriented schemes



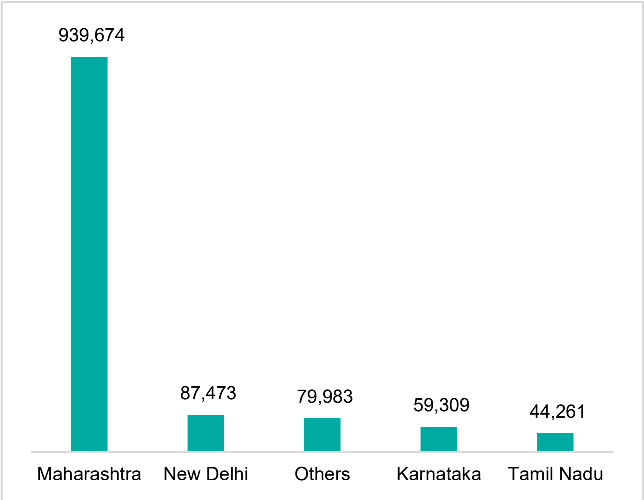
Debt-oriented schemes



Hybrid schemes



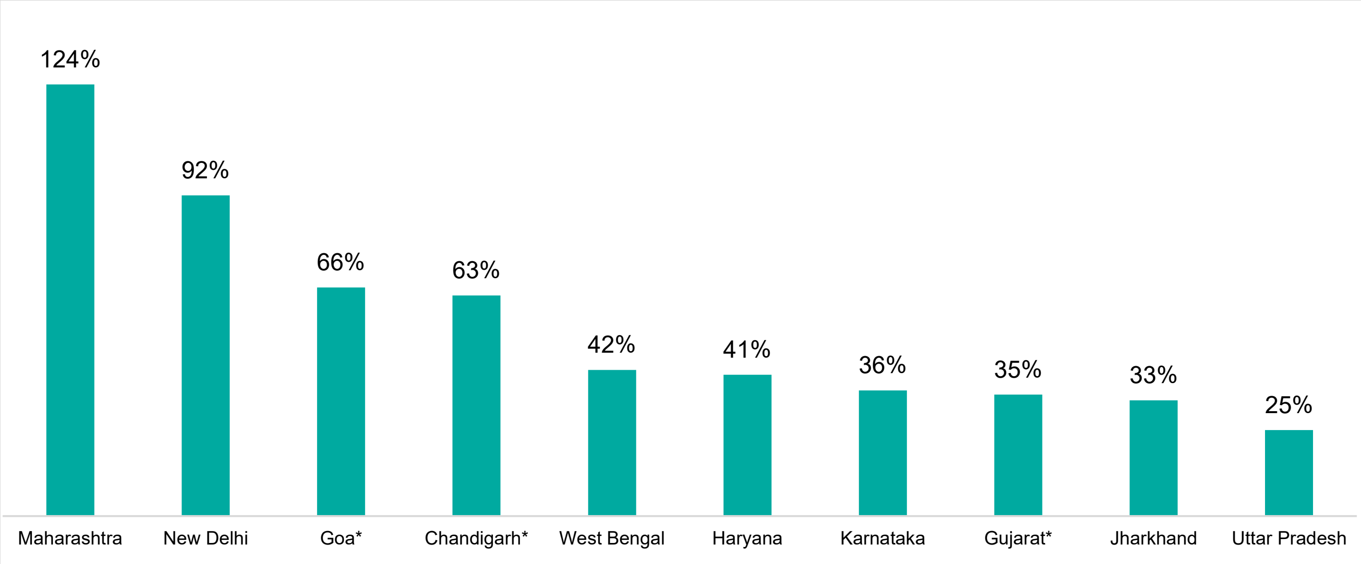
Other schemes*



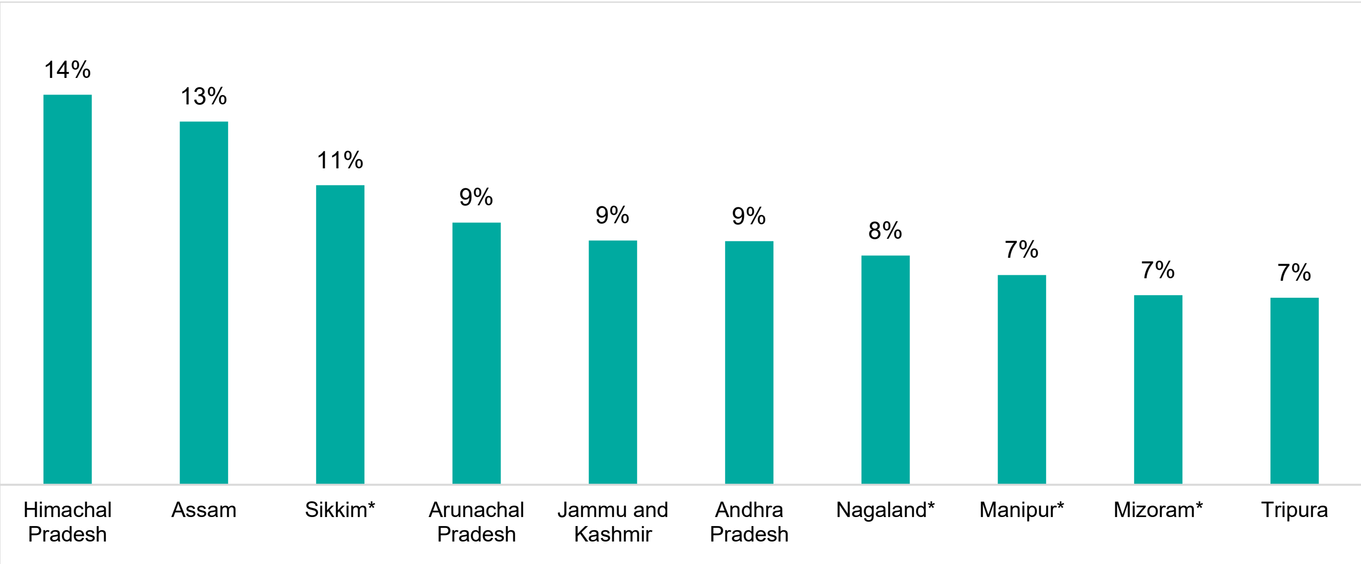
Note: Other schemes include index funds, gold ETFs, other ETFs, and fund of funds investing overseas

Source: AMFI, Crisil Intelligence

Top 10 states based on AUM as a percentage of GSDP



Bottom 10 states based on AUM as a percentage of GSDP



Note: 1) AUM figures for all the states are as on December 31, 2025

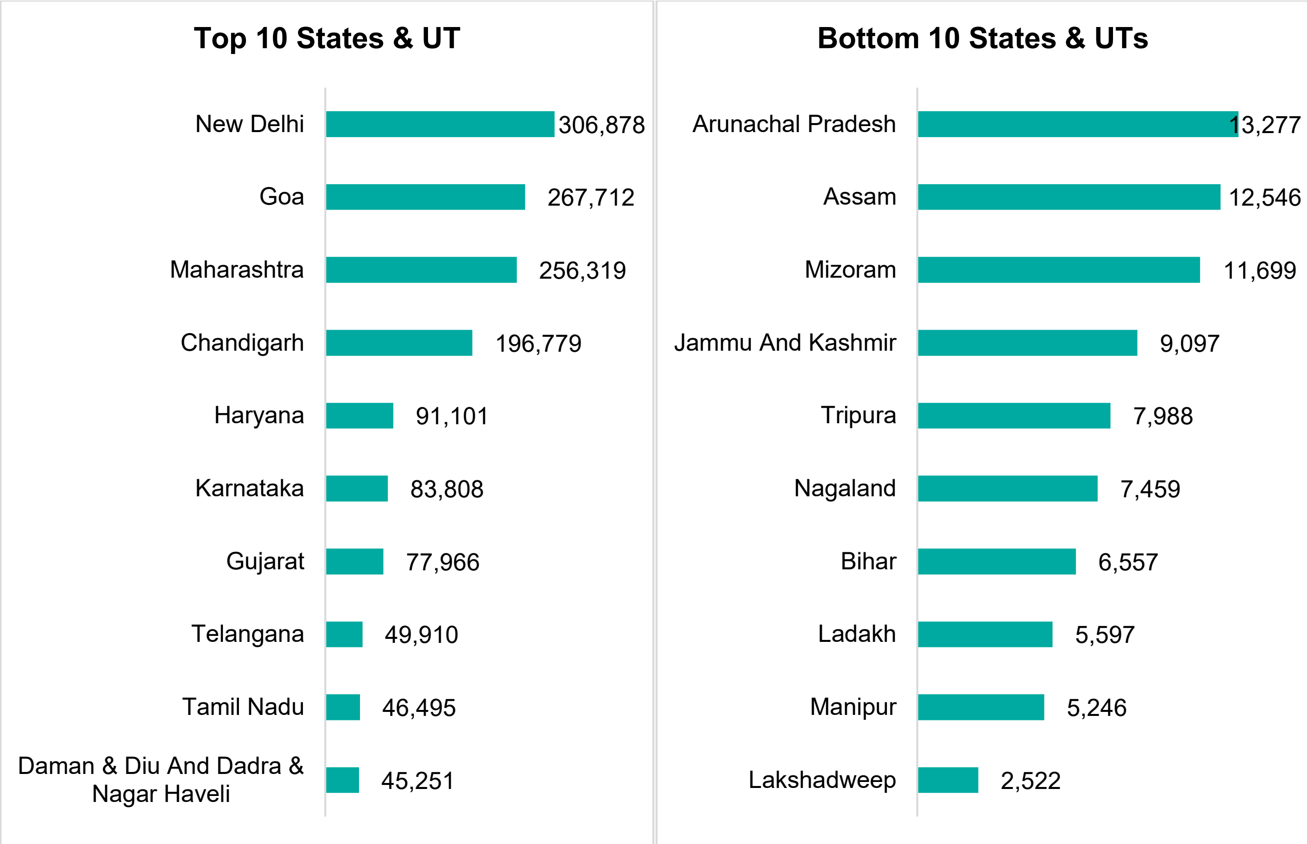
2) *GSDP figures for Goa, Chandigarh, Gujarat, Sikkim, Nagaland, Manipur and Mizoram are for fiscal 2024, and GSDP of Gujarat is taken from 'Socio-economic review of Gujarat 2024-25'

3) GSDP figures for the remaining states are for fiscal 2025 and taken from the Ministry of Statistics and Programme Implementation (MoSPI) website

4) GSDP figure for the UT of Ladakh is not available

Source: AMFI, MoSPI, Socio-economic Review of Gujarat 2024-25, Crisil Intelligence

Top 10 and bottom 10 states based on AUM per capita



Note: 1) AUM figures for all the states are as on December 31, 2025

2) Population estimates for all the states is as on March 31, 2024, based on projected population figures, taken from UIDAI Annual Report 2023-24

3) **Population estimates for Chandigarh and Pondicherry are as of December 31, 2021, taken from UIDAI Annual Report 2023-24

4) ^Dadra & Nagar Haveli and Daman & Diu have been clubbed together for the purpose of presenting per capita AUM as their population data is only available in a consolidated form

Source: AMFI, UIDAI Annual Report 2023-24, Crisil Intelligence

MUTUAL FUNDS

Sahi Hai