

ASSET MANAGEMENT'S GOLDEN DECADE

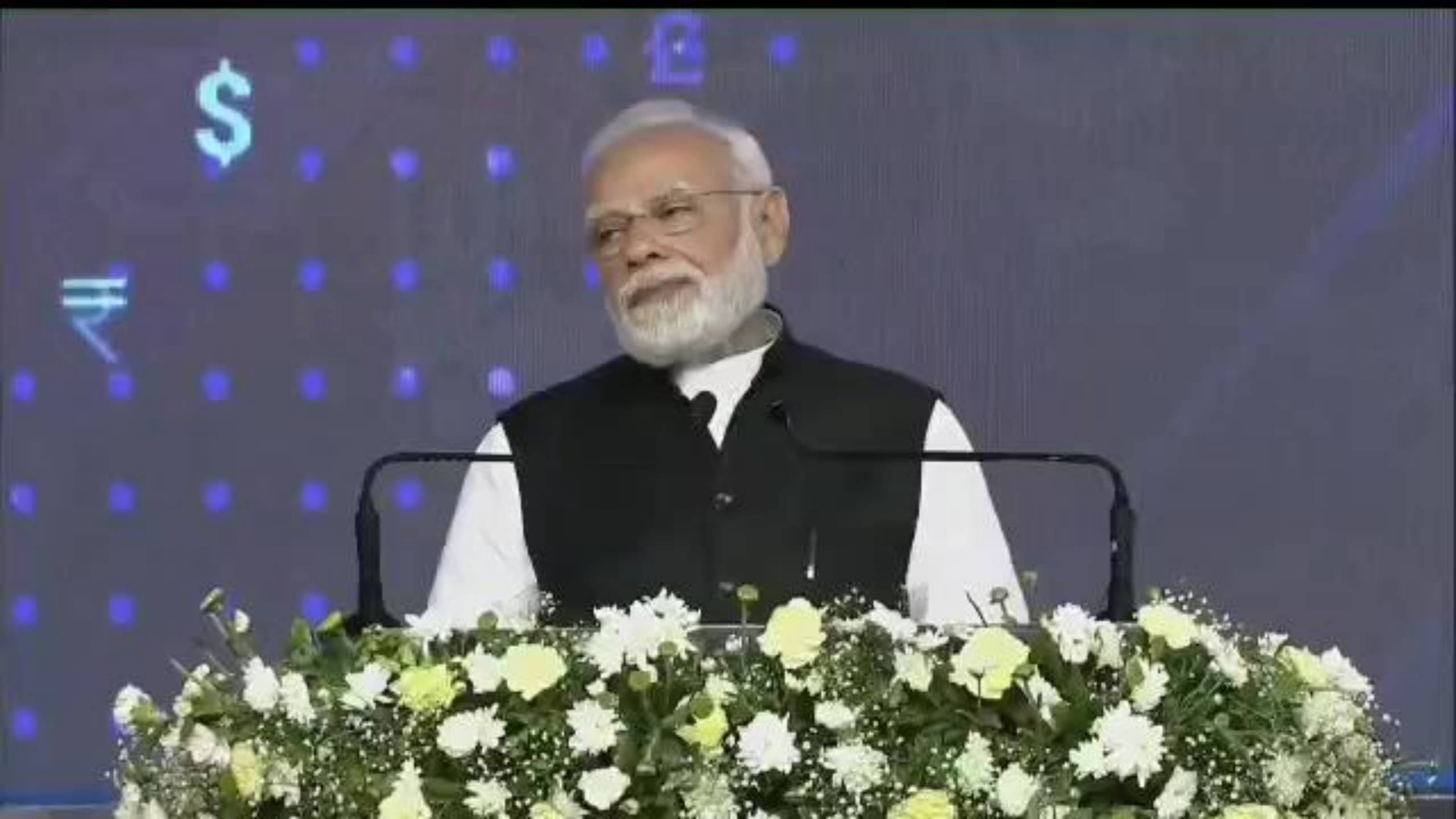
A. BALASUBRAMANIAN
MANAGING DIRECTOR & CEO

Aditya Birla Sun Life
AMC Ltd.



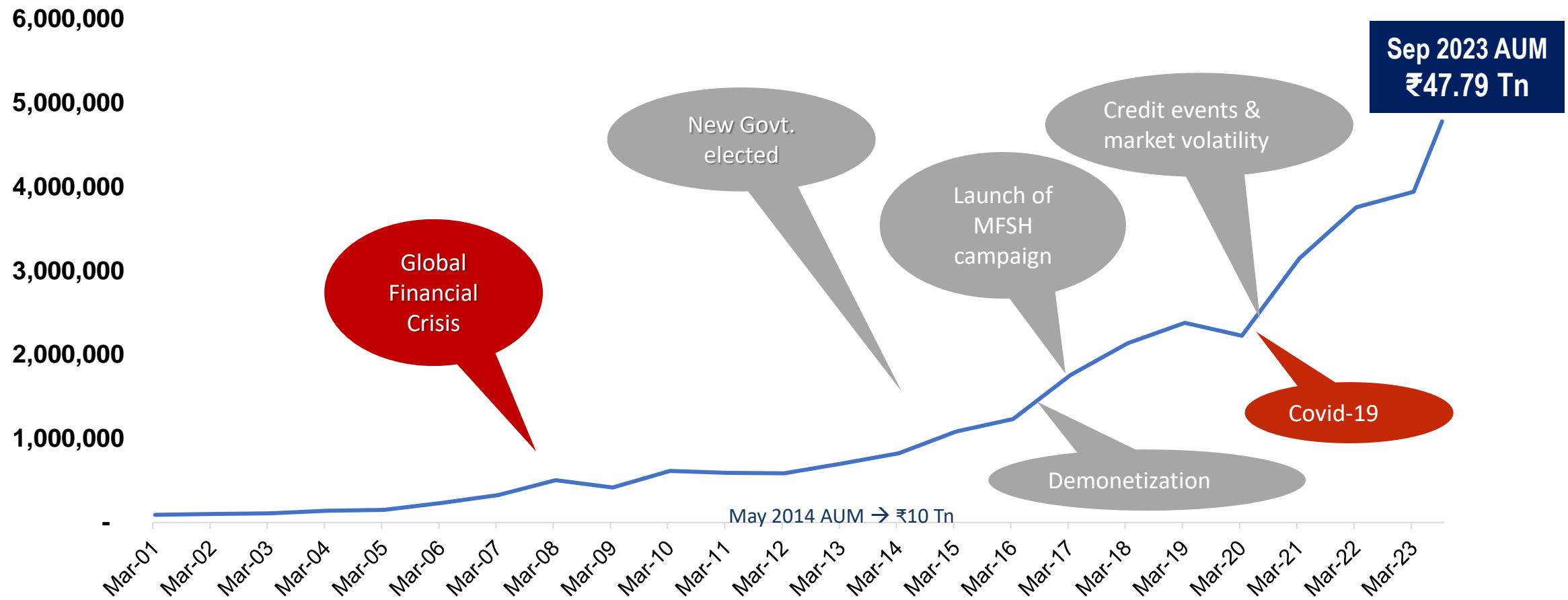
**ADITYA BIRLA
CAPITAL**





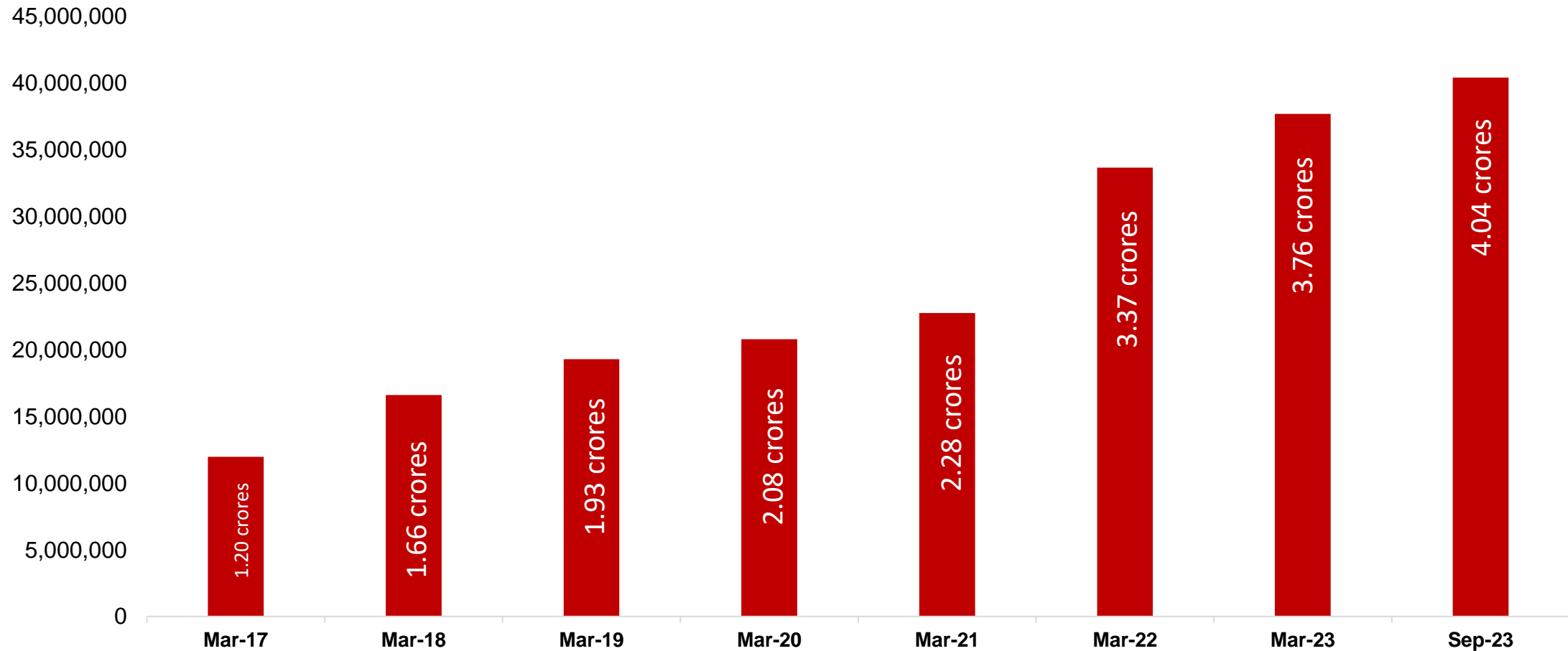
Growth of MF Industry in India

Industry AuM (₹ Crores)



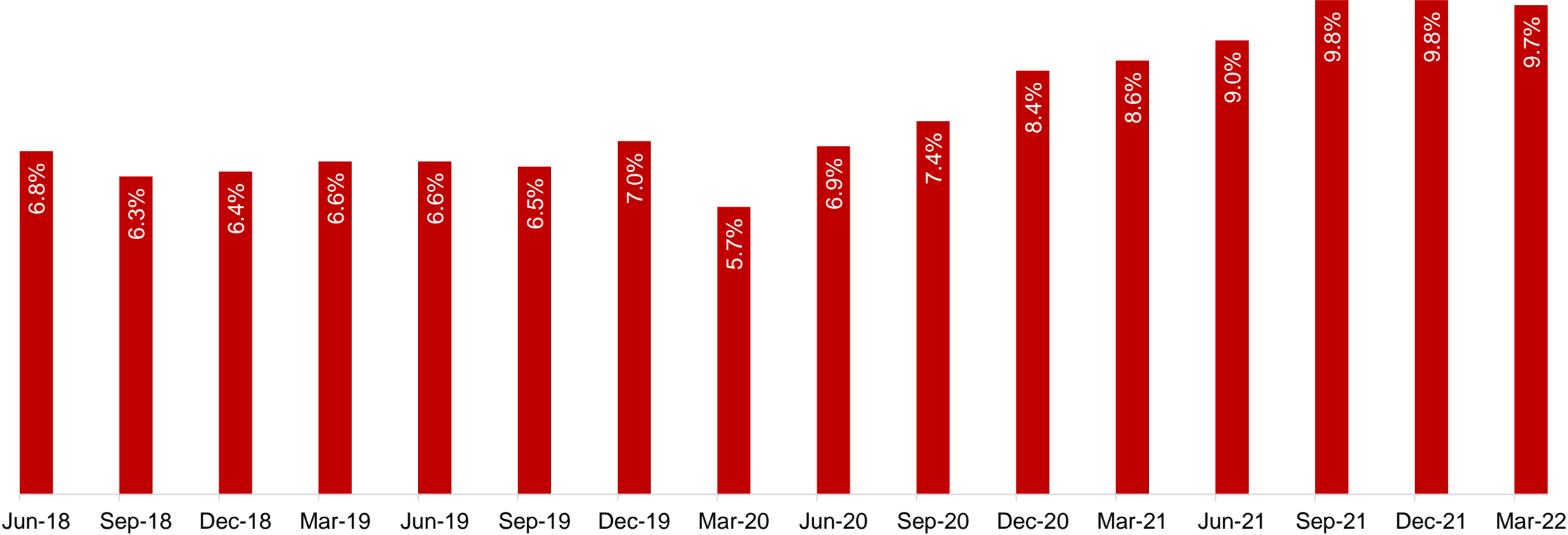
Growing Number of Investors

Unique Investors basis PAN/PEKRN



~1.5 crore new investors added in last 2 years

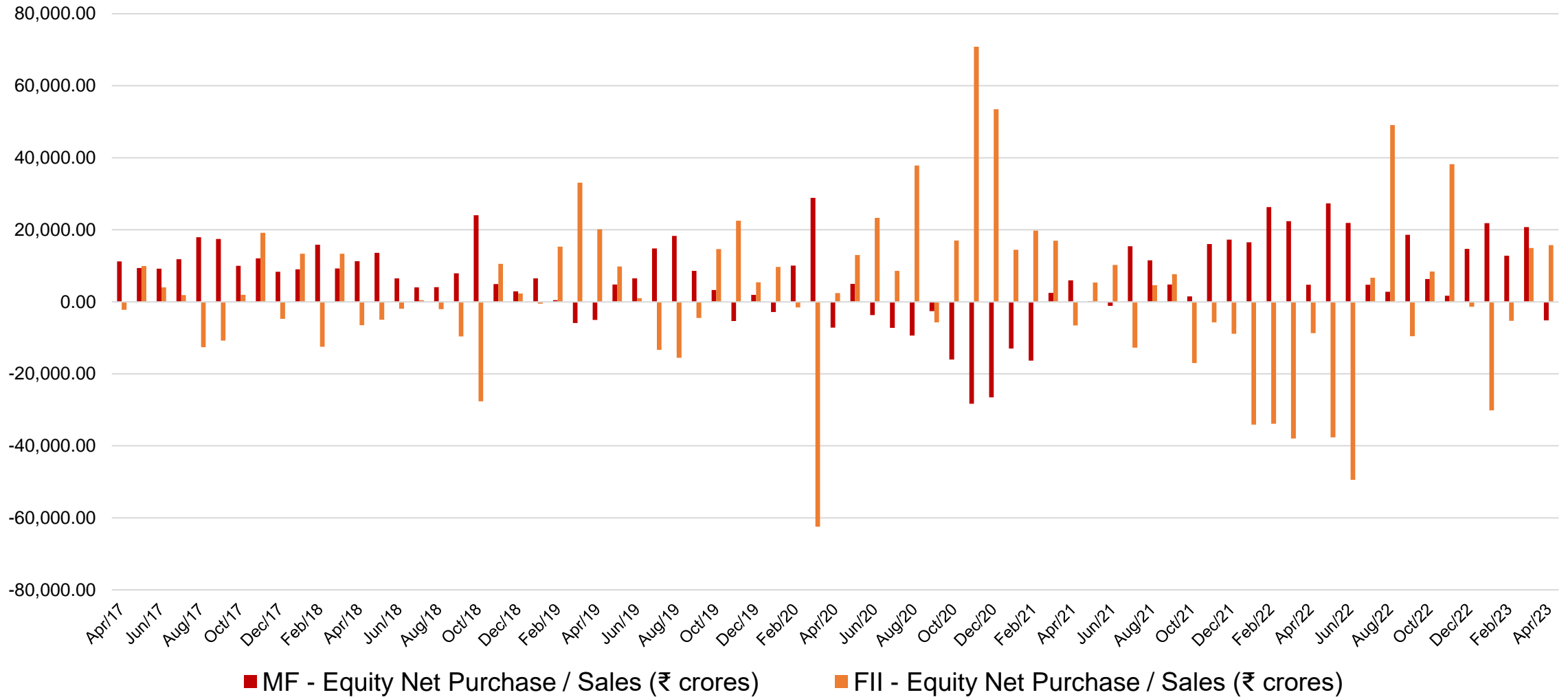
Increasing Share in Households Financial Assets



Source : RBI : Stocks of Financial Assets and Liabilities of Households - Select Indicators

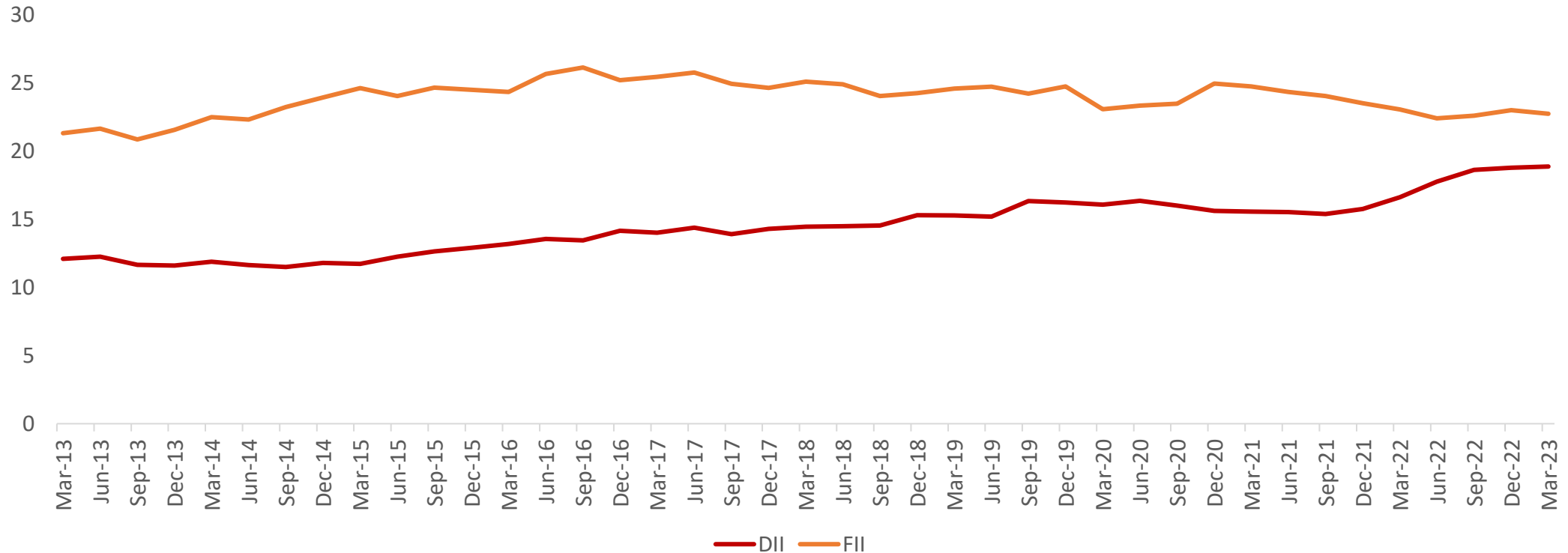
Mutual Fund Inflows helping reduce market volatility

Mutual Funds acting as a counterbalance to FII Flows



Increasing ownership of DIIs, led by Mutual Funds

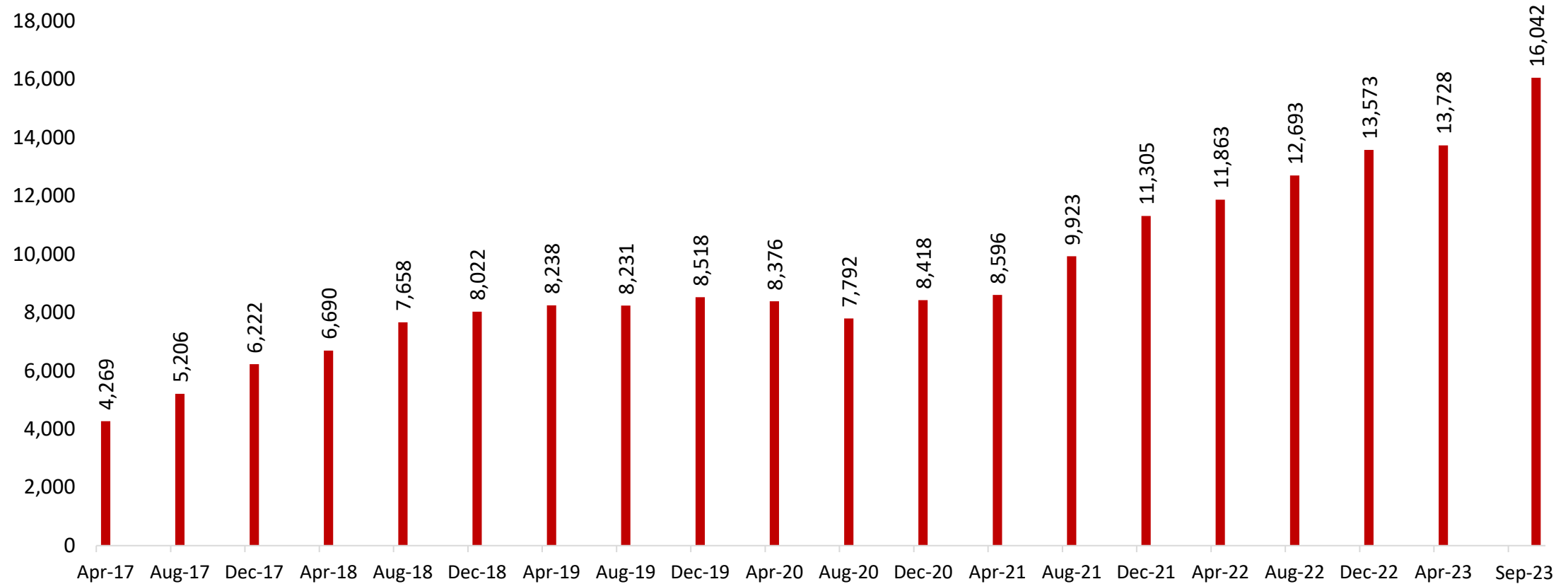
Ownership % of FII/DII in Nifty50



**Share of DIIs in NIFTY50 companies has gone up
from around 12% in 2013 to almost 19% in 2023**

SIP – Small Ticket, Big Impact!

Monthly SIP Contribution (₹ Crores)

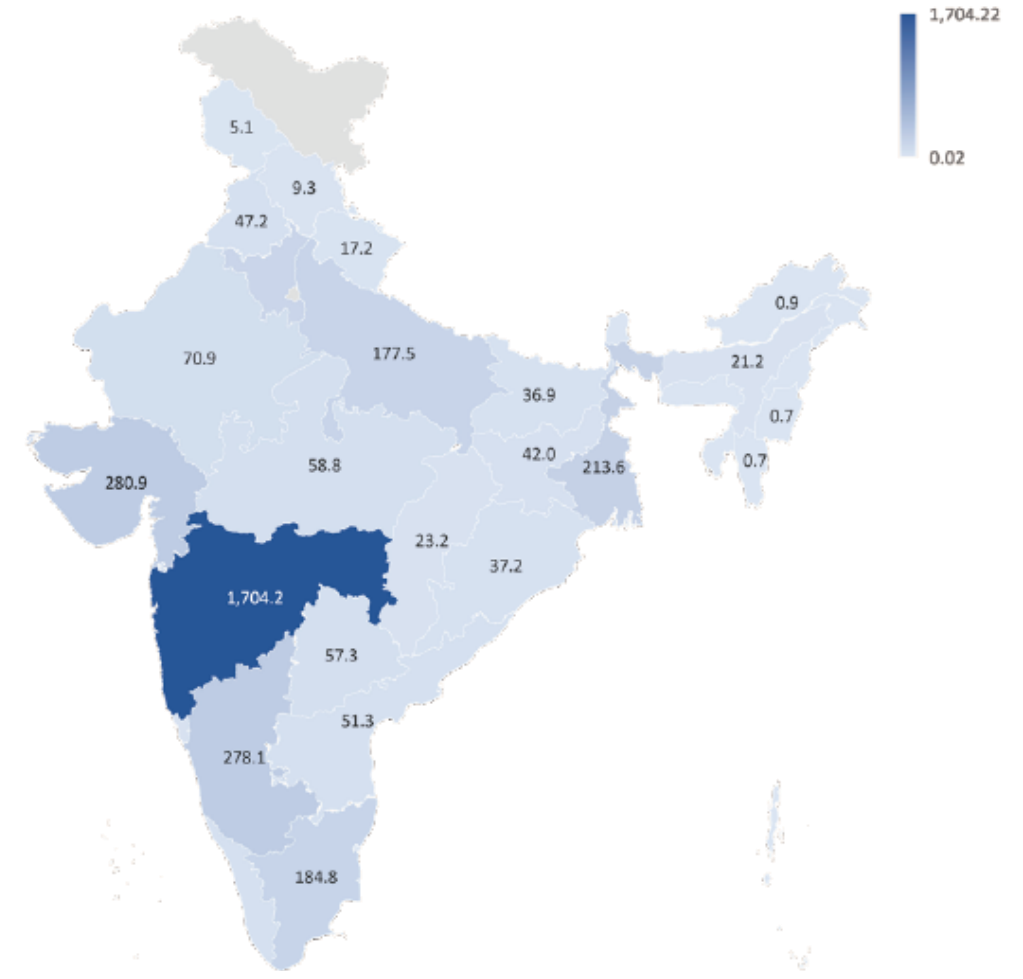


SIP AUM of ₹8.70 lakh crores accounts for almost 20% of Industry AUM

Reaching Far Corners of India

- Mutual Funds investments come from over 95% of PIN codes in India
- B30 Cities now account for almost 30% share of individual assets
- ~75 lakh women investors chose mutual funds to invest over ₹7.5 lakh crores

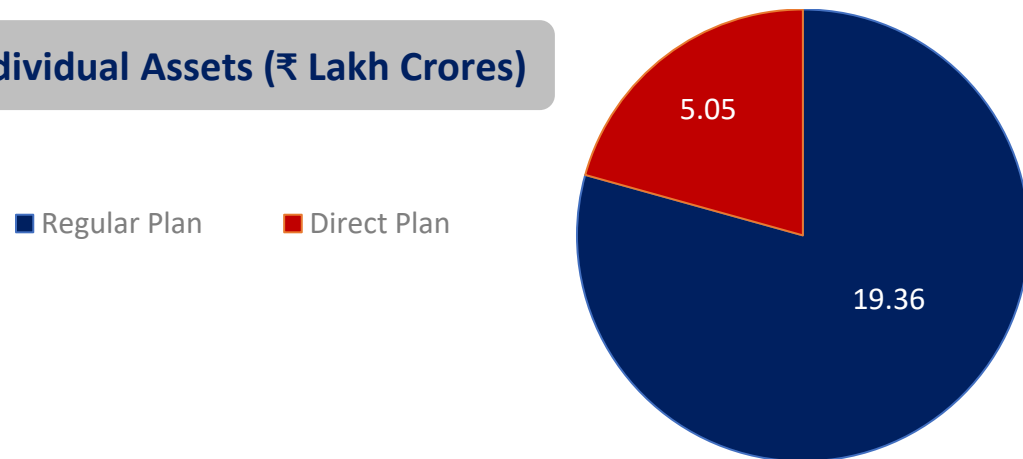
AAuM Contribution by State (in thousand crores)



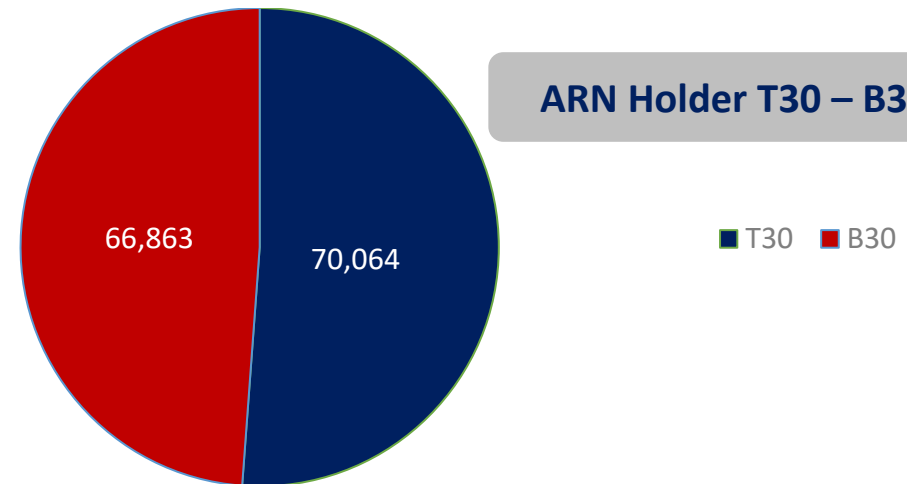
Distributors – Guiding Hand for Retail Investors

- 1,36,927 ARN Holders and 99,867 EUIN Holders
- 49% of ARN Holders and 34% of EUIN Holders are from B30 cities
- ~ 80% of Individual Assets are through a Mutual Funds Distributor (MFDs)
- Of the SIPs that have completed 5 years and more, 90% of the assets are through MFDs
- Over 38,000 Women MFDs help investors, including women investors, manage their money

Individual Assets (₹ Lakh Crores)



ARN Holder T30 – B30 Split

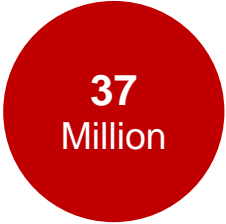


Aiming for ₹100 Trillion



Investor Base

Today



Future



AUM



MF Distributors



THANK YOU

**Aditya Birla Sun Life
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