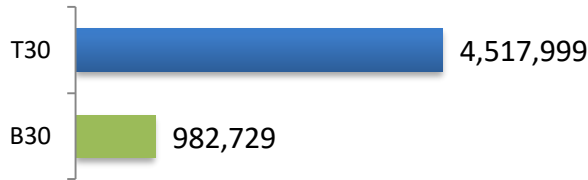


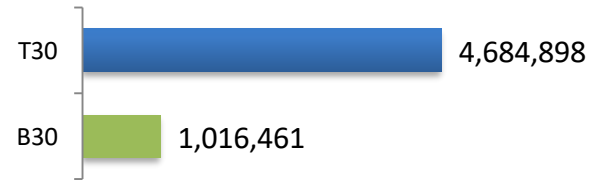
# B30 Assets



## March 2024



## April 2024



*Rs. crores*

18% of the assets of the mutual fund industry came from B30 locations in April 2024. Assets from B30 locations increased from 9.83 lac cr in March 2024 to 10.16 lac cr, representing an increase of 3%.

\* Assets from B30 increased from 7.03 lac cr in April 2023 to 10.16 lac cr in April 2024, representing an increase of 44%.

*T30 refers to the top 30 geographical locations in India and B30 refers to the locations beyond the top 30. Rs. lac cr is equivalent to Rs. trillion.*

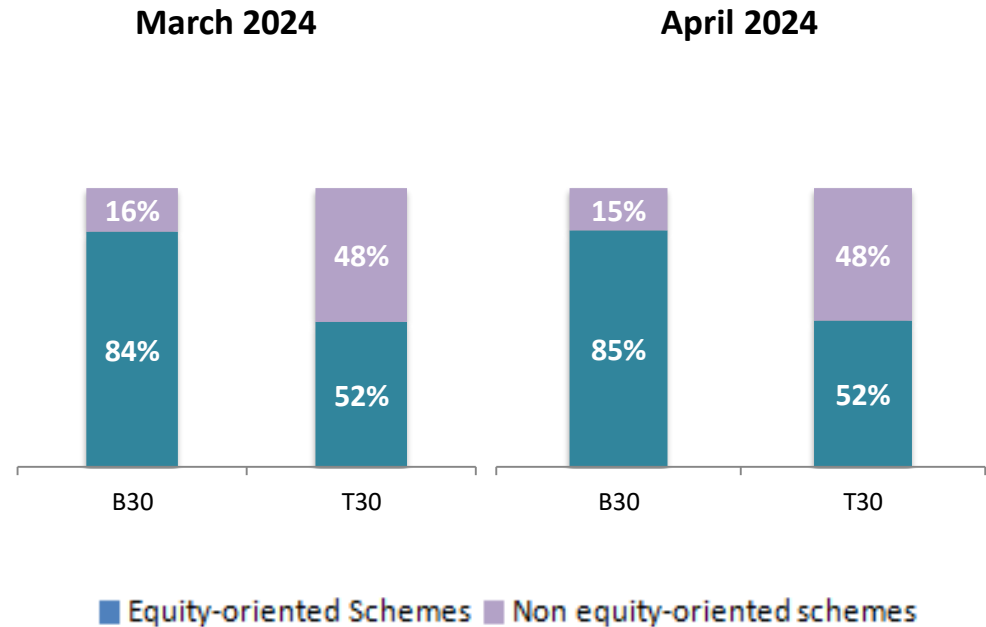


# B30 and T30 - Asset Mix

B30 locations tend towards equity assets.

85% of the assets from B30 locations are in equity schemes in April 2024

For T30 locations, equity-oriented schemes accounted for 52% of assets in April 2024

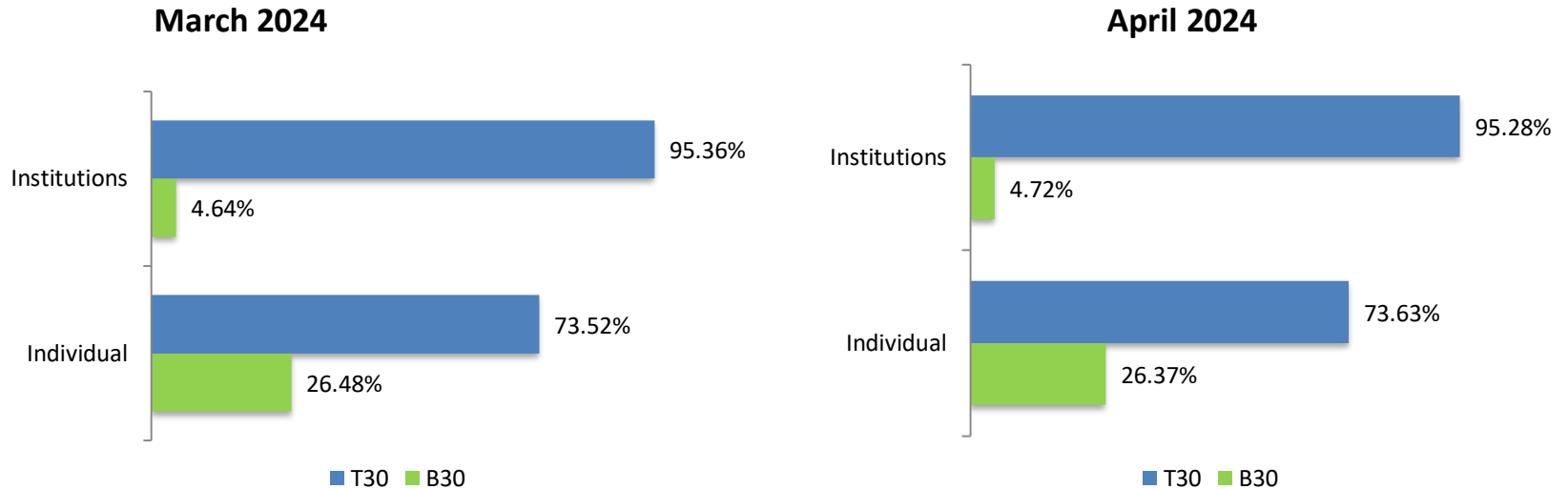


- In April 2023, 78% of assets from B30 locations were in equity schemes and non equity –oriented schemes accounted for 22%*

*Equity-oriented schemes include equity and balance funds.  
Non-equity-oriented schemes include liquid and money market schemes and debt and debt-oriented funds.  
T30 refers to the top 30 geographical locations in India and B30 refers to the locations beyond the top 30.*



## 26% of Individual Assets are from B30 Locations

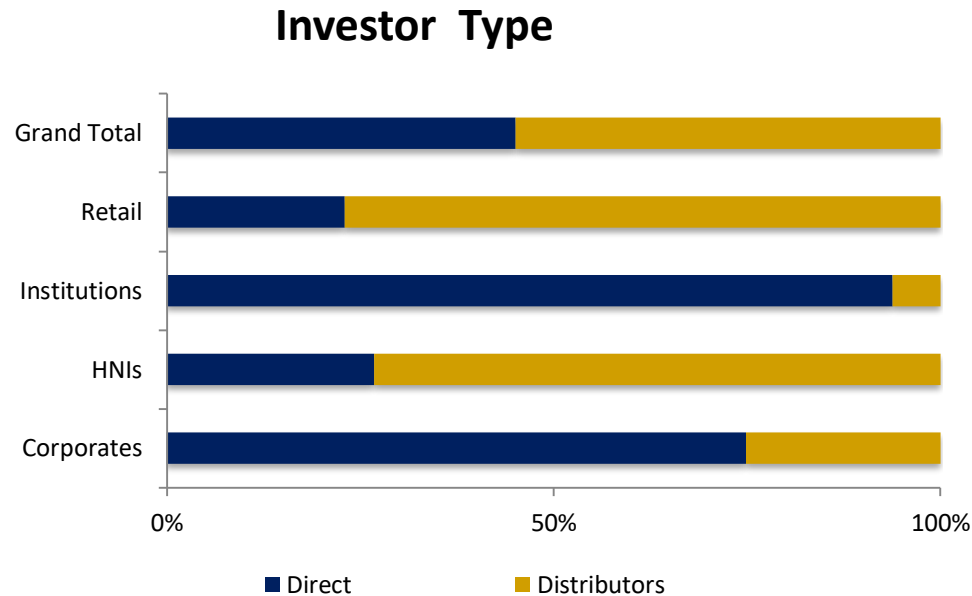


In April 2024, 26.37% of assets held by individual investors is from the B30 locations. 4.72% of institutional assets come from B30 locations. Institutional assets are concentrated in T30 locations, accounting for 95.28% of the total.

\* In April 2023 , 26 % of assets were held by individual investors from B30 locations and 5% of institutional assets from B30 locations

*Institutions include domestic and foreign institutions and banks.  
T30 refers to the top 30 geographical locations in India and B30 refers to the locations beyond the top 30.*

# Distributor Vs Direct



About 23% of the retail investors chose to invest directly, while 27% of HNI assets were invested directly in April 2024

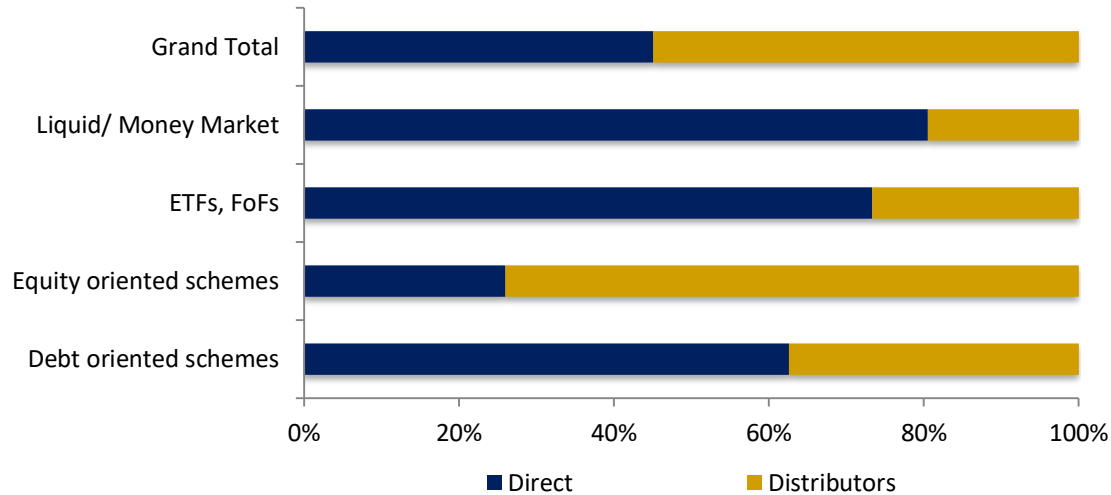
45% of the assets of the mutual fund industry came directly. A large proportion of direct investments were in non equity-oriented schemes where institutional investors dominate.

\*April 23- 20% of the retail investors chose to invest directly, while 26% of HNI assets were invested directly.

*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. 2 lakhs or above.*

# Distributor Vs Direct

## Scheme Type



81% of liquid/money market scheme assets where institutional investors dominate, were direct, whereas 63% of debt-oriented scheme assets and 26% of equity scheme assets were direct.

\* Apr-23 - 78% of liquid/money market scheme assets where institutional investors dominate, were direct, whereas 59% of debt-oriented scheme assets and 23% of equity scheme assets were direct

*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. 2 lakhs or above.*