



Association of
Mutual Funds in India

**PARTNERS
IN EXCELLENCE**





Objective

Recognize Mutual Fund Intermediaries across the country for their contribution to the development and growth of the MF Industry.



Criteria for Recognition



**New Investor
Addition**



**Addition of
New Women
Clients**



Net Sales



**Growth in
SIPs**



**Most Enterprising
New Intermediary**
(Joined industry in the
past 2 yrs.)



Industry Classification



**Individual Mutual
Fund Distributors**



- Banks
- National Distributors
- Regional Distributors



**Registered
Investment
Advisors**



Women MFDs



Geographical Classification

For Individual MFDs, country is divided into 6 Zones:

| | |
|--------|----------------|
| Zone 1 | Top 5 Cities |
| Zone 2 | Next 10 Cities |
| Zone 3 | Next 15 Cities |
| Zone 4 | Next 30 Cities |
| Zone 5 | Next 30 Cities |
| Zone 6 | Rest of India |



Specific award categories: **Individual MFDs**

| Parameter | Criteria | Recognition | Number of Awards |
|-----------|---------------------------------|--------------------|------------------|
| CLIENT | New PANs added | Top 3 in each zone | 18 |
| CLIENT | Number of women investors added | Top 3 in each zone | 18 |
| GROWTH | Net Sales – Equity and Hybrid | Top 3 in each zone | 18 |
| GROWTH | Net Sales – Long Term Debt | Top 3 in each zone | 18 |
| GROWTH | Net SIP Book | Top 3 in each zone | 18 |
| GROWTH | Fresh no. of SIPs | Top 3 in each zone | 18 |
| GROWTH | Super Starter in each Zone | Top 3 in each zone | 18 |

Note: Refer definitions & explanations and Terms & conditions

Specific award categories: Banks, NDs, RDs

| Parameter | Criteria | Recognition | Number of Awards |
|-----------|---------------------------------|-------------------------|------------------|
| CLIENT | New PANs added | Top Bank / ND / RD each | 3 |
| CLIENT | Number of women investors added | Top Bank / ND / RD each | 3 |
| GROWTH | Net Sales – Equity and Hybrid | Top Bank / ND / RD each | 3 |
| GROWTH | Net Sales – Long Term Debt | Top Bank / ND / RD each | 3 |
| GROWTH | Net SIP Book | Top Bank / ND / RD each | 3 |
| GROWTH | Fresh no. of SIPs | Top Bank / ND / RD each | 3 |

Note: Refer definitions & explanations and Terms & conditions

Recognition Criteria: RIAs

| Parameter | Criteria | Recognition | Number of Awards |
|-----------|---------------------------------|-------------|------------------|
| CLIENT | New PANs added | Top 2 RIAs | 2 |
| CLIENT | Number of women investors added | Top 2 RIAs | 2 |
| GROWTH | Net Sales – Equity and Hybrid | Top 2 RIAs | 2 |
| GROWTH | Net Sales – Long Term Debt | Top 2 RIAs | 2 |
| GROWTH | Net SIP Book | Top 2 RIAs | 2 |
| GROWTH | Fresh no. of SIPs | Top 2 RIAs | 2 |
| GROWTH | Super Starter (New RIA) | Top 2 RIAs | 2 |

Note: Refer definitions & explanations and Terms & conditions

Recognition Criteria: **Women MFDs**

| Parameter | Criteria | Recognition | Number of Awards |
|-----------|---------------------------------|---------------|------------------|
| CLIENT | New PANs added | Top Woman MFD | 1 |
| CLIENT | Number of women investors added | Top Woman MFD | 1 |
| GROWTH | Net Sales – Equity and hybrid | Top Woman MFD | 1 |
| GROWTH | Net Sales – Long Term Debt | Top Woman MFD | 1 |
| GROWTH | Net SIP Book | Top Woman MFD | 1 |
| GROWTH | Fresh no. of SIPs | Top Woman MFD | 1 |
| GROWTH | Super Starter in each Zone | Top Woman MFD | 1 |

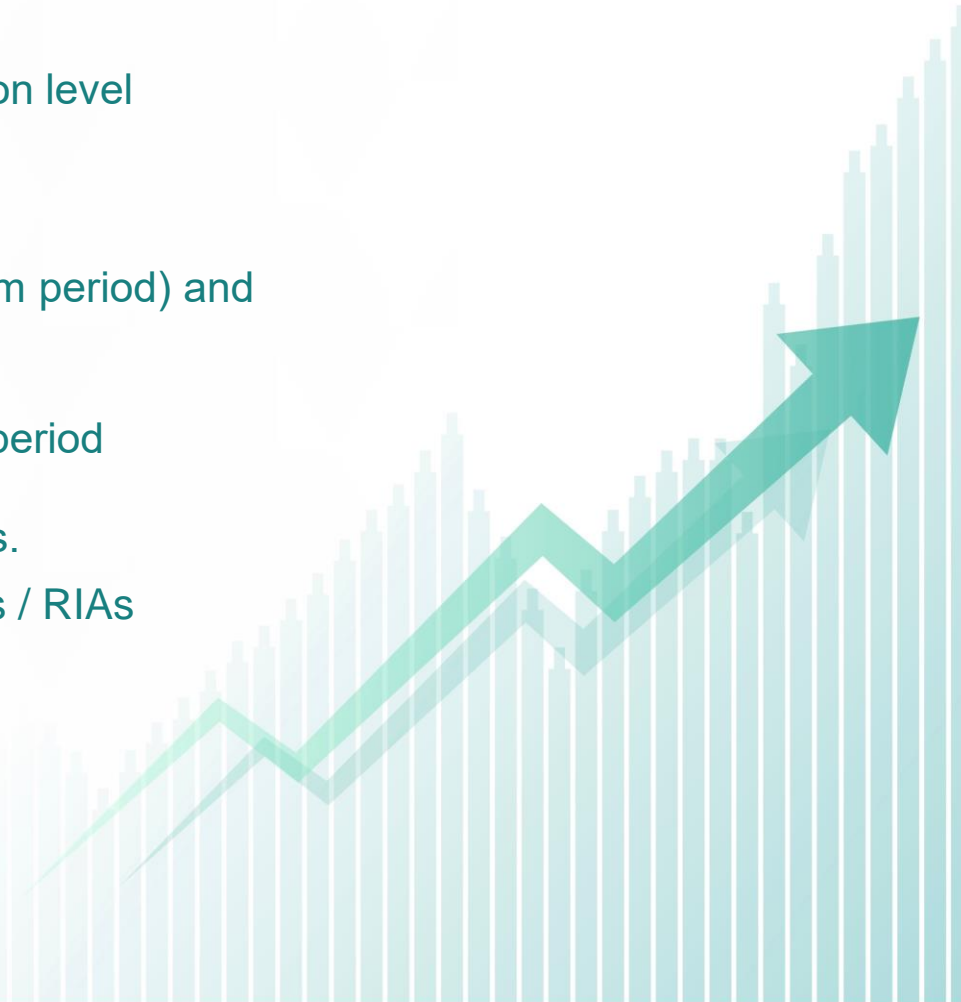
Note: Refer definitions & explanations and Terms & conditions



Definitions & Explanations



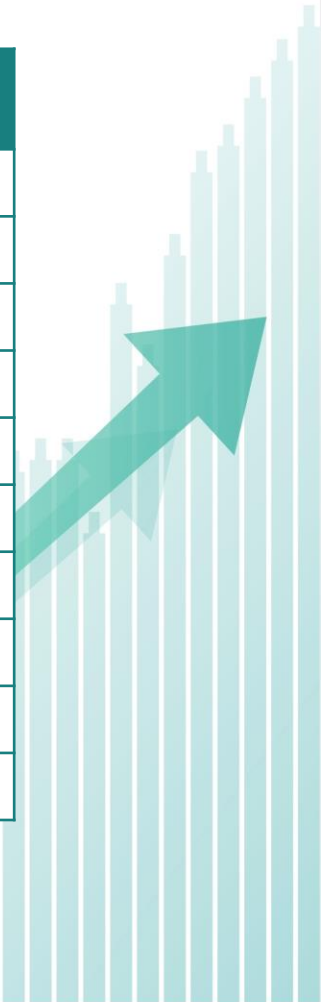
- 'New Investor' would be defined as First / Sole holder's PAN
- 'Women investor' would be defined as First / Sole holder at the application level
- Net Sales = Purchases + Switch-ins – Redemptions – Switch-outs
- 'Net SIP Book' is defined as difference in (SIP Book at end of the program period) and (SIP book at the start of the program period)
- 'Fresh SIP' will be the count of new SIPs registered during the program period
- 'Super Starter' base: New ARNs / RIAs registered within the past 2 years.
For e.g. for recognition period ending March 2024, 2 years means MFDs / RIAs registered on or after April 1, 2022.
Award criteria will be cumulative AUM as per scheme criteria.



Definitions & Explanations

‘Equity & Hybrid schemes’ would include the following scheme categories:

| SCHEME TYPE | |
|---|---------------------------|
| DYNAMIC ASSET ALLOCATION / BALANCED ADVANTAGE | MID CAP FUND |
| BALANCED HYBRID FUND / AGGRESSIVE HYBRID FUND | MULTI ASSET ALLOCATION |
| ELSS | MULTI CAP FUND |
| ELSS(C) | SECTORAL / THEMATIC FUNDS |
| DIVIDEND YIELD FUND | SMALL CAP FUND |
| EQUITY OTHERS (C) | VALUE FUND / CONTRA FUND |
| FLEXI CAP FUND | INDEX FUNDS - EQUITY |
| FOCUSED FUND | CHILDRENS FUND |
| LARGE CAP FUND | RETIREMENT FUND |
| LARGE & MID CAP FUND | |



Definitions & Explanations

‘Long Term Debt’ would include the following scheme categories

| SCHEME TYPE | |
|--|---------------------------|
| CREDIT RISK FUND | FIXED TERM PLAN |
| MEDIUM DURATION FUND | FUND OF FUND - DOMESTIC |
| CONSERVATIVE HYBRID FUND | FUND OF FUND - OVERSEAS |
| ARBITRAGE | INDEX FUNDS - DEBT |
| DYNAMIC BOND FUND | BANKING AND PSU FUND |
| GILT FUND | CORPORATE BOND FUND |
| GILT FUND WITH 10 YEAR CONSTANT DURATION | FLOATER FUND |
| INCOME / DEBT (INTERVAL) | SHORT DURATION FUND |
| LONG DURATION FUND | LOW DURATION FUND |
| MEDIUM TO LONG DURATION FUND | MONEY MARKET FUND |
| OTHER DEBT (C) | ULTRA SHORT DURATION FUND |

Please note that Liquid and Overnight schemes are not included



Other Terms & Conditions



- Results will be based on computation provided by RTAs
- AMFI will make reasonable efforts to circulate an MIS on a quarterly basis for the FY25 program
- Disciplinary action or Code of Conduct violation may disqualify the MFD/RIA from the program.
- AMFI retains the rights for a final decision in all matters pertaining to this program



Zone Bifurcation

based on closing assets as at March 31, 2023

Zone 1

Mumbai (including Thane)
New Delhi (including NCR region)
Bangalore
Pune
Kolkata

Zone 2

Chennai
Ahmedabad
Hyderabad
Vadodara
Jaipur
Lucknow
Surat
Nagpur
Chandigarh
Kanpur

Zone 3

Patna
Coimbatore
Indore
Ludhiana
Nasik
Rajkot
Ranchi
Cochin
Dhanbad
Jamshedpur
Bhopal
Guwahati
Bhubaneswar
Dehradun
Panaji

Zone 4

| | |
|--------------------|-------------|
| Raipur | Kolhapur |
| Aurangabad | Madurai |
| Varanasi | Jamnagar |
| Allahabad | Gorakhpur |
| Thiruvananthapuram | Amritsar |
| Agra | Sreerampur |
| Jodhpur | Muzaffarpur |
| Jalandhar | Trichur |
| Mangalore | Belgaum |
| Visakhapatnam | Meerut |
| Secunderabad | Anand |
| Jabalpur | Sambalpur |
| Bhilai | Asansol |
| Udaipur | Siliguri |
| Margao | Gwalior |

Zone 5

| | |
|------------|--------------|
| Mysore | Hubli |
| Vijayawada | Shimla |
| Ahmednagar | Bilaspur |
| Vapi | Bhagalpur |
| Bhavnagar | Mehsana |
| Durgapur | Rourkela |
| Kota | Bharuch |
| Kestopur | Navasari |
| Cuttack | Shillong |
| Kharagpur | Pondicherry |
| Kottayam | Bareilly |
| Ajmer | Gandhi Nagar |
| Trichy | Valsad |
| Moradabad | Jalgaon |
| Jammu | Bokaro |



Zone Bifurcation

based on closing assets as at March 31, 2023

Zone 6

| | | | |
|-------------|-------------|-------------|---------------|
| Patiala | Gandhidham | Chandrapur | Chikhli |
| Sholapur | Kannur | Erode | Yamuna Nagar |
| Burdwan | Nadiad | Sagar | Rajahmundry |
| Mapusa | Karnal | Hazaribag | Khammam |
| Berhampur | Alappuzha | Warrangal | Nellore |
| Salem | Haldwani | Angul | Thiruvalla |
| Dibrugarh | Bhatinda | Himmatnagar | Amreli |
| Amravati | Dhule | Bikaner | Latur |
| Calicut | Kendujhar | Kurnool | Bardoli |
| Ambala | Korba | Deoghar | Gangtok |
| Tiruppur | Tirupati | Agartala | Surendranagar |
| Satara | Haridwar | Jalpaiguri | Barasat |
| Bhuj | Hisar | Ankleshwar | Solan |
| Aligarh | Davangere | Gaya | Mandi |
| Raigad | Kollam | Malappuram | Gulbarga |
| Godhra | Udipi | Panchkula | Cuddapah |
| Panipat | Kangra | Chhindwara | Ratnagiri |
| Guntur | Vellore | Faizabad | Sriganganagar |
| Kalyani | Hosur | Nanded | Karwar |
| Sangli | Darbhanga | Bhilwara | Deoria |
| Vasco | Hoshiarpur | Jorhat | Srinagar |
| Akola | Saharanpur | Puri | Dimapur |
| Junagadh | Ujjain | Sonbhadra | Silchar |
| Jhansi | Murshidabad | Mathura | Birbhum |
| Bellary | Shimoga | Nagaon | Jaunpur |
| Palakkad | Tinsukia | Palanpur | Balasore |
| Bankura | Malda | Anantapur | Kakinada |
| Kanchipuram | Rohtak | Karimnagar | Basti |
| Alwar | Ratlam | Tirunelveli | Coochbehar |

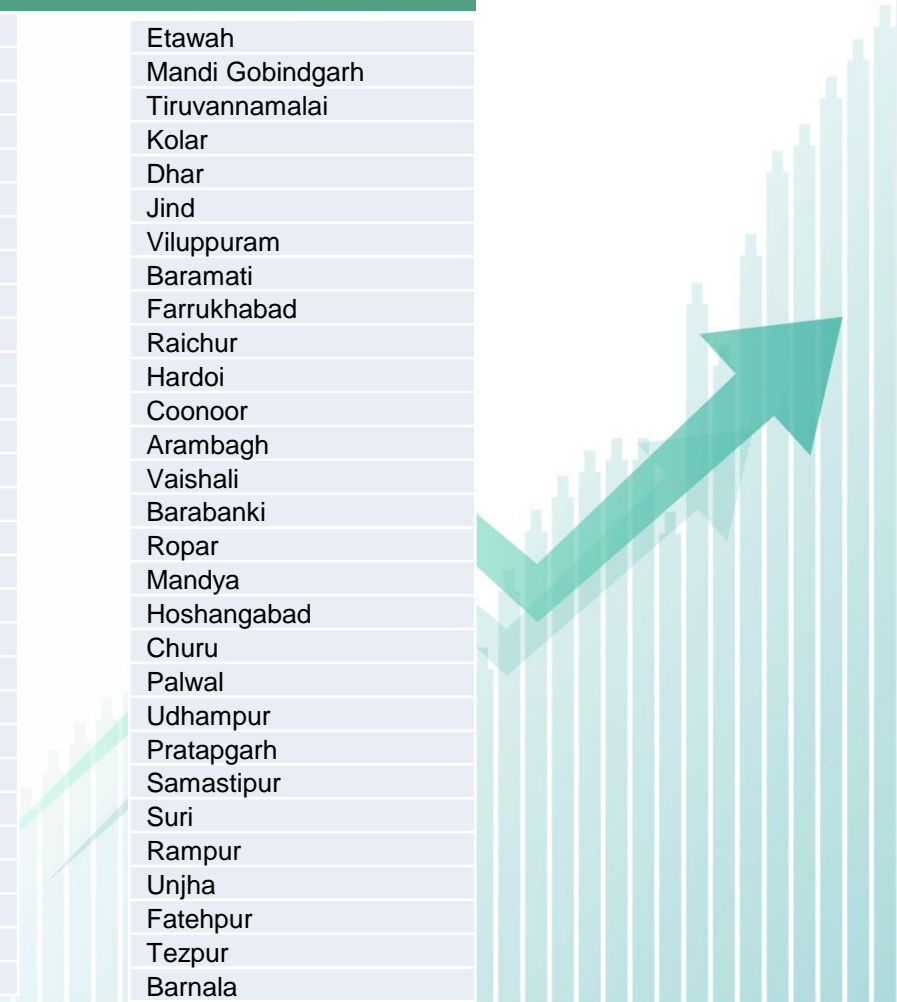


Zone Bifurcation

based on closing assets as at March 31, 2023

Zone 6

| | | | |
|-------------------|--------------|--------------|------------------|
| Hassan | Raniganj | Prakasam | Etawah |
| Raigarh | Ramgarh | Sultanpur | Mandi Gobindgarh |
| South 24 Parganas | Nagarcoil | Others | Tiruvannamalai |
| Muzaffarnagar | Silvassa | Rewari | Kolar |
| Firozabad | Tumkur | Gonda | Dhar |
| Bihar Sharif | Nizamabad | Ghazipur | Jind |
| Thanjavur | Almora | Gondia | Viluppuram |
| Pathankot | Sikar | Kumbakonam | Baramati |
| Satna | Begusarai | Unnao | Farrukhabad |
| Ballia | Aizawl | Sirsa | Raichur |
| Raebareli | Rewa | Bharatpur | Hardoi |
| Wardha | Dindigul | Shahjahanpur | Coonoor |
| Roorkee | Sonepet | Katni | Arambagh |
| Yavatmal | Gurdaspur | Kashipur | Vaishali |
| Haldia | Jalna | Karur | Barabanki |
| Khandwa | Dewas | Kasaragod | Ropar |
| West Godavari | Mirzapur | Moga | Mandya |
| Arrah | Bagalkot | Dharmapuri | Hoshangabad |
| Raiganj | Bettiah | Sitapur | Churu |
| Bhusawal | Buldana | Nagaur | Palwal |
| Tuticorin | Sangrur | Imphal | Udhampur |
| Porbandar | Ichalkaranji | Bongaigaon | Pratapgarh |
| Vizianagaram | Shivpuri | Bolpur | Samastipur |
| Srikakulam | Kapurthala | Bulandshahr | Suri |
| Krishnanagar | Mayurbhanj | Rohtas | Rampur |
| Bhiwani | Kurukshetra | Jhajjar | Unjha |
| Namakkal | Manipal | Ferozepur | Fatehpur |
| Morbi | Chittorgarh | Nandurbar | Tezpur |
| Port Blair | Bijapur | Bhadrak | Barnala |



Zone Bifurcation

based on closing assets as at March 31, 2023

| Zone 6 | | |
|-----------------|----------------|--------------|
| Fatehgarh Sahib | Nandyal | Kavaratti |
| Jagatsinghpur | Dharwad | Basirhat |
| Pathanamthitta | Chidambaram | Khanna |
| Kudal | Siwan | Bidhan Nagar |
| Una | Coorg | Rudrapur |
| Abohar | Mahuva | Gopalganj |
| Eluru | Rayagada | Chaibasa |
| Kullu | Sawai Madhopur | Shajapur |
| Budaun | Purnia | Khargone |
| Rajapalayam | Mancherial | Burhanpur |
| Phagwara | Sonipat | Palamau |
| Contai | Wayanad | |
| Mahabubnagar | Saran | |
| Ongole | Gondal | |
| Hamirpur | Dahod | |
| Jhunjhunu | Beed | |
| Diu | Daman | |
| Tarn Taran | Pollachi | |
| Itarsi | Supaul | |
| Amethi | Ooty | |
| Ramanagara | Manesar | |
| Veraval | Ranga Reddy | |
| Fazilka | Bahraich | |
| Bhiwadi | Karaikudi | |
| Itanagar | Kheda | |
| Ambedkar Nagar | Sitamarhi | |
| Adilabad | Dharamshala | |
| Proddatur | Khagaria | |
| Parbhani | Mainpuri | |





THANK YOU

