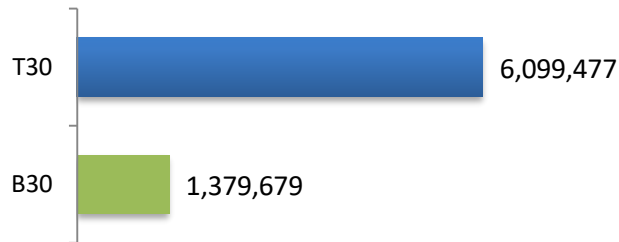


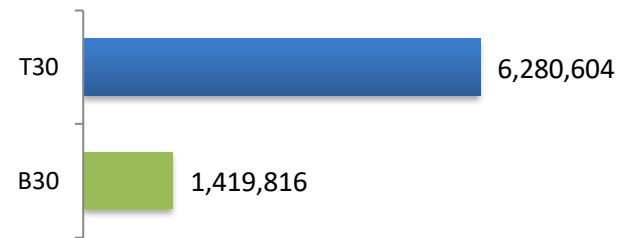
B30 Assets



June 2025



July 2025



Rs. crores

18% of the assets of the mutual fund industry came from B30 locations in July 2025
Assets from B30 locations increased from 13.80 lac cr in June 25 to 14.20 lac cr in July 25, representing increase of 3%

* Assets from B30 increased from 11.77 lac cr in July 2024 to 14.20 lac cr in July 2025, representing an increase of 21%

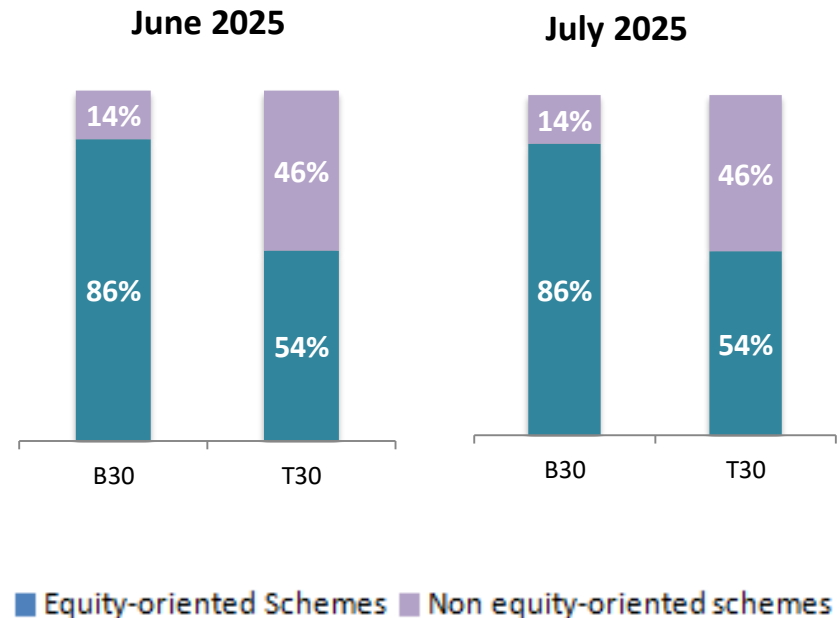
*T30 refers to the top 30 geographical locations in India and B30 refers to the locations beyond the top 30.
Rs. lac cr is equivalent to Rs. trillion.*

B30 and T30 - Asset Mix

B30 locations tend towards equity assets.

86% of the assets from B30 locations are in equity schemes in July 2025

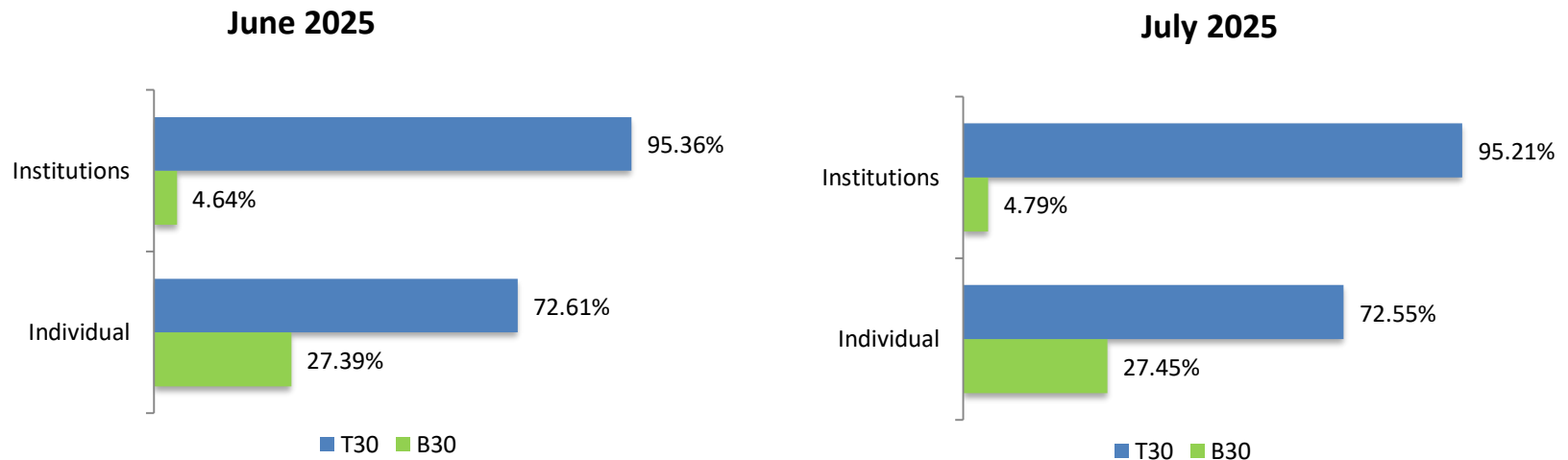
For T30 locations, equity-oriented schemes accounted for 54% of assets in July 2025



- In June 2024, 86% of assets from B30 locations were in equity schemes and non equity –oriented schemes accounted for 14%

*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.*

27% of Individual Assets are from B30 Locations



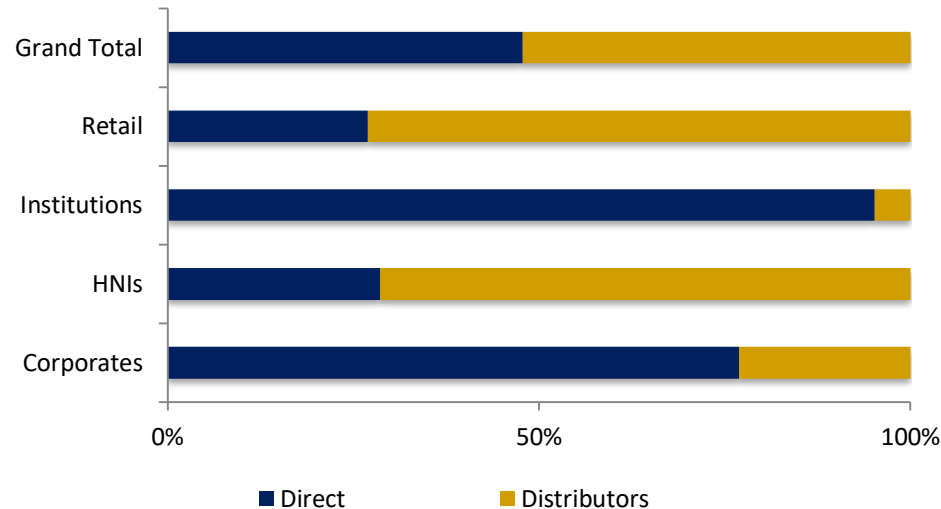
In July 2025, 27.45% of assets held by individual investors is from the B30 locations. 4.79% of institutional assets come from B30 locations. Institutional assets are concentrated in T30 locations, accounting for 95.21 % of the total.

* In July 2024 , 26.76 % of assets were held by individual investors from B30 locations and 4.76% 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

Investor Type



About 27% of the retail investors chose to invest directly, while 29% of HNI assets were invested directly in July 2025

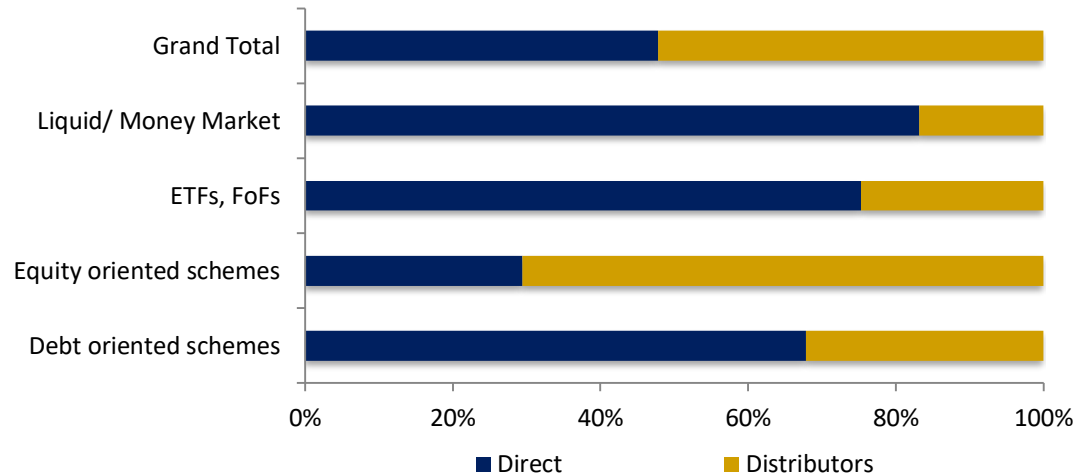
48% of the assets of the mutual fund industry came directly. A large proportion of direct investments were in non equity-oriented schemes where institutional investors dominate.

* July 24- 24% of the retail investors chose to invest directly, while 27% 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



83% of liquid/money market scheme assets where institutional investors dominate, were direct, whereas 68% of debt-oriented scheme assets and 29% of equity scheme assets were direct.

* July-24 - 81% of liquid/money market scheme assets where institutional investors dominate, were direct, whereas 64% of debt-oriented scheme assets and 27% 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.*