

Assessment of Mutual Fund industry in India

ICICI Prudential Asset Management Company
Limited

December 2025

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Macroeconomic scenario in India

Global Macroeconomic outlook

As per the International Monetary Fund (IMF) (World Economic Outlook – October 2025), the global economy has demonstrated a remarkable ability to absorb shocks, as evidenced by its response to the significant trade policy changes implemented by the United States in April, which imposed substantial tariffs on most of its trading partners. Despite the initial uncertainty and concerns about the potential impact on global growth, the effects have been relatively contained, thanks to the agility and adaptability of the private sector, which rapidly adjusted its supply chains and trade flows to mitigate the damage. The front-loading of imports in the first half of the year, as well as the swift reorganization of supply chains to redirect trade flows, have helped to minimize the disruption, while the negotiation of trade deals between various countries and the US has also contributed to the relatively modest decline in global growth prospects. Furthermore, the restraint shown by the rest of the world in keeping the trading system open has been crucial in preventing a more severe downturn, and as a result, global growth is now expected to reach 3.2% CY25 and 3.1% CY26, a relatively modest revision from previous projections. Overall, the global economy's ability to navigate this challenging period has been impressive, and while there are still risks and uncertainties ahead, the current outlook suggests that the worst-case scenarios have been avoided. Global inflation is projected at 4.2% in CY2025 and 3.7% in CY2026.

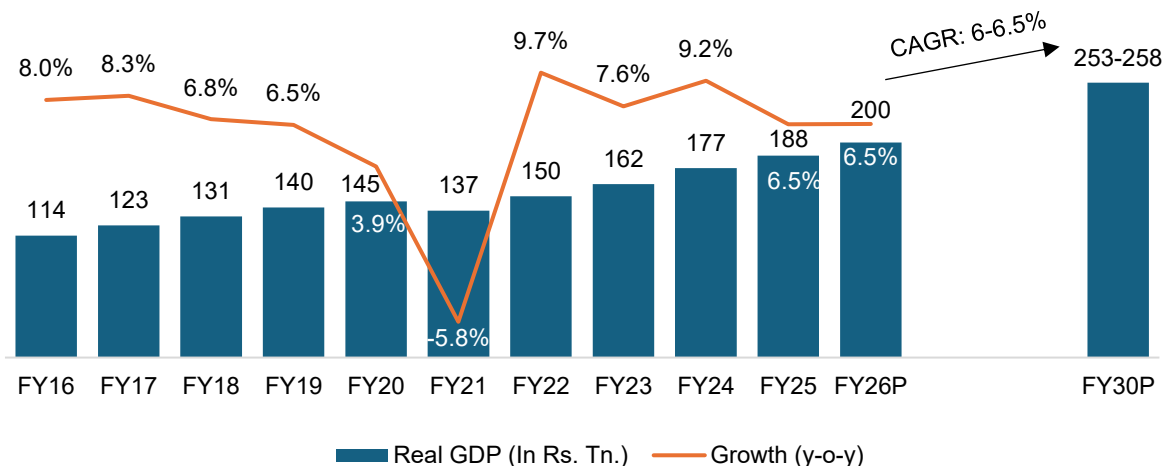
India to remain one of the world's fastest-growing economies

India is expected to remain one of the fastest-growing economies in the world despite challenges posed by global geopolitical instability. In March 2025, the National Statistical Office (NSO), in its second advance estimate of national income, projects the country's real gross domestic product (GDP) to expand 6.5% year-on-year this fiscal.

Going forward, the expectation of slower global growth, along with anticipated reciprocal tariffs on India in near future, is likely to exert downside risks to Crisil's 6.5% growth forecast for fiscal 2026. Uncertainty about the duration and frequent changes in tariffs could also hinder domestic investments.

Easing monetary policy by the Reserve Bank of India (RBI) is expected to support discretionary consumption. Geopolitics will continue to be the key monitorable, given the wide-ranging changes in the global economies.

Indian economy expected to remain steady at 6.5% in fiscal 2026

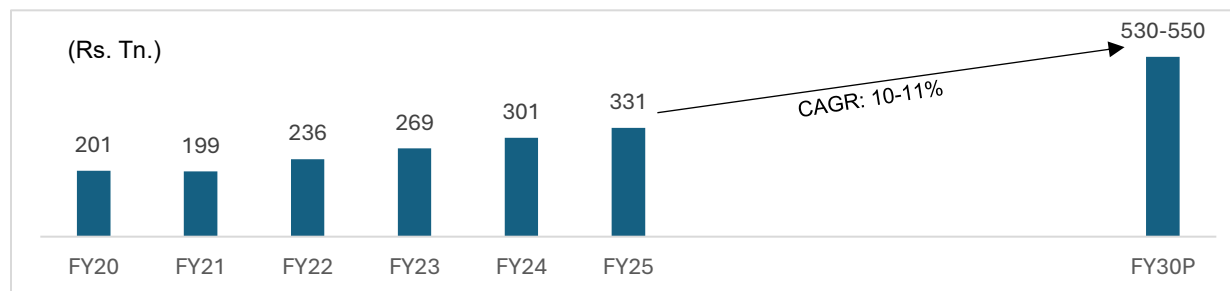


Note: E – estimated, P – projected. GDP growth until fiscal 2024 is actual. GDP estimate for fiscal 2025 is based on the NSO estimates. GDP projection for fiscal 2026 is based on Crisil Intelligence estimates and that for fiscals 2026-2030 is based on International Monetary Fund (IMF) estimates

Source: NSO, Crisil Intelligence, IMF (World Economic Outlook – October 2025)

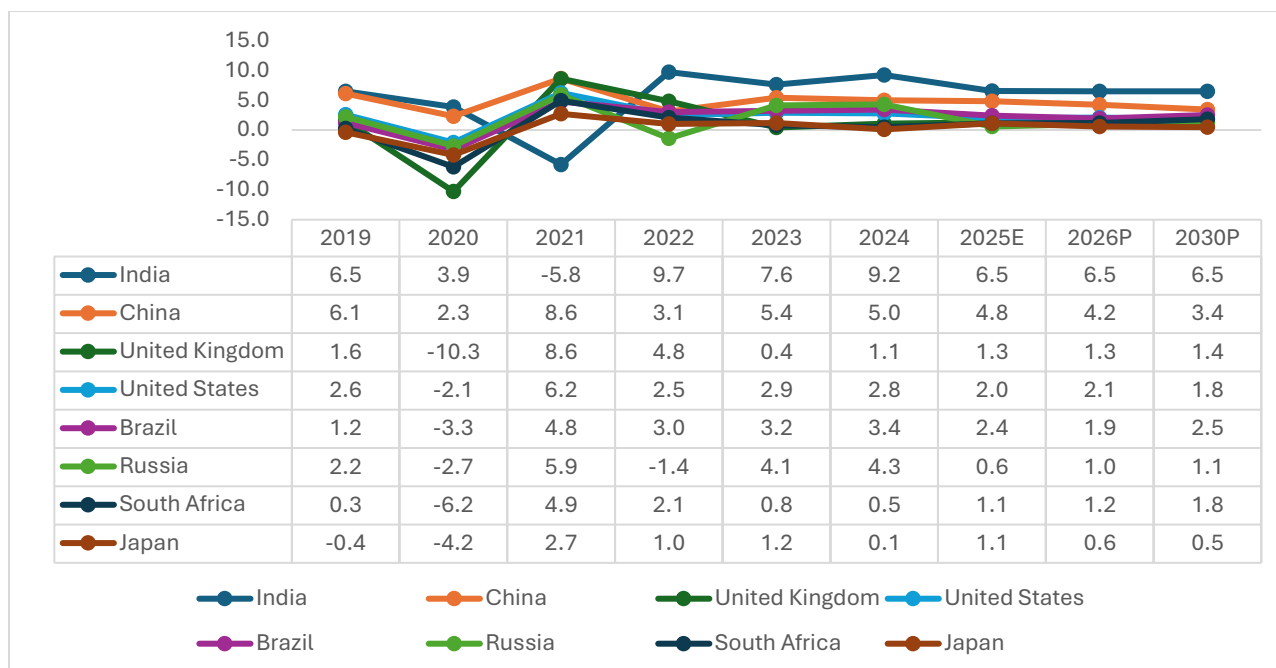
Over fiscals 2022-2025, the Indian economy grew at a faster pace than its global counterparts. Going forward as well, the IMF expects the Indian economy to remain strong and among the fastest-growing economies globally.

Nominal GDP



Note: GDP projection for FY30 is as per IMF, Source: NSO, Crisil Intelligence, IMF (World Economic Outlook – October 2025)

India to log higher than 6% real GDP growth till 2030



Note: All forecasts refer to IMF forecasts. GDP growth is based on constant prices. Data represented is for calendar years. Growth numbers for India are for financial year, estimates for India is as per the IMF for 2030 and for calendar year. Data represented for other countries is for calendar years

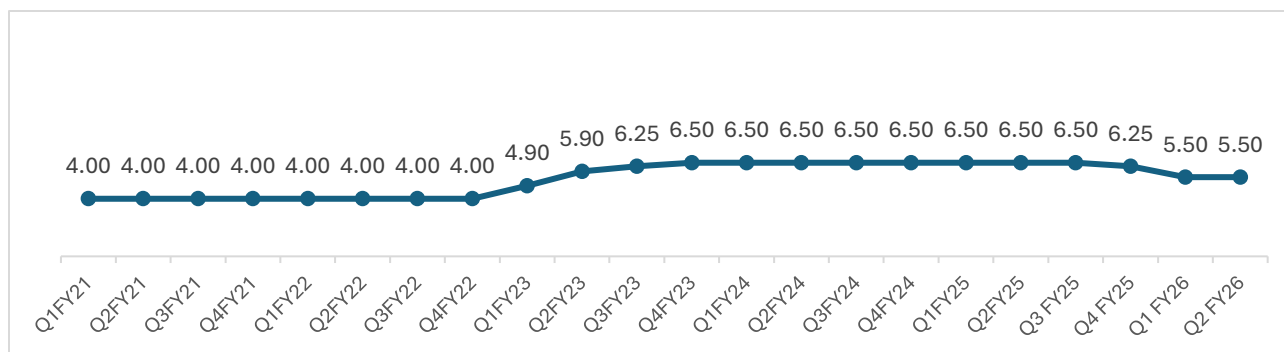
Source: IMF (World Economic Outlook – October 2025), Crisil Intelligence

RBI Maintains Status Quo on Repo Rate at 5.5%

The Reserve Bank of India's Monetary Policy Committee has decided to keep the repo rate unchanged at 5.5% in its meeting in October 2025, with the policy stance maintained as 'neutral'. This decision is in line with market expectations as the risk of inflation remains lower due to a healthy monsoon and GST cuts while the growth outlook remains bright. By keeping the repo rate unchanged, the RBI is aiming to support domestic growth while keeping a watchful eye on inflation.

The impact of the unchanged repo rate is expected to be positive for the economy as it will allow banks to maintain their current lending rates which will in turn support borrowing and spending. The unchanged repo rate will also help to maintain the current GDP growth momentum which is expected to be around 6.5% for the current fiscal year. Additionally, the neutral policy stance indicates that the RBI is not looking to tighten monetary policy which will help to maintain liquidity in the system and support economic growth. The US tariffs remain a risk and could impact external demand. Still, the RBI believes the implementation of structural reforms, including streamlining of GST, may offset some of the adverse effects of the external headwinds. The standing deposit facility (SDF) rate remains at 5.25%, while the marginal standing facility (MSF) rate and the bank rate remain at 5.75% which will also help to maintain financial stability in the system.

Repo rate in India (%)

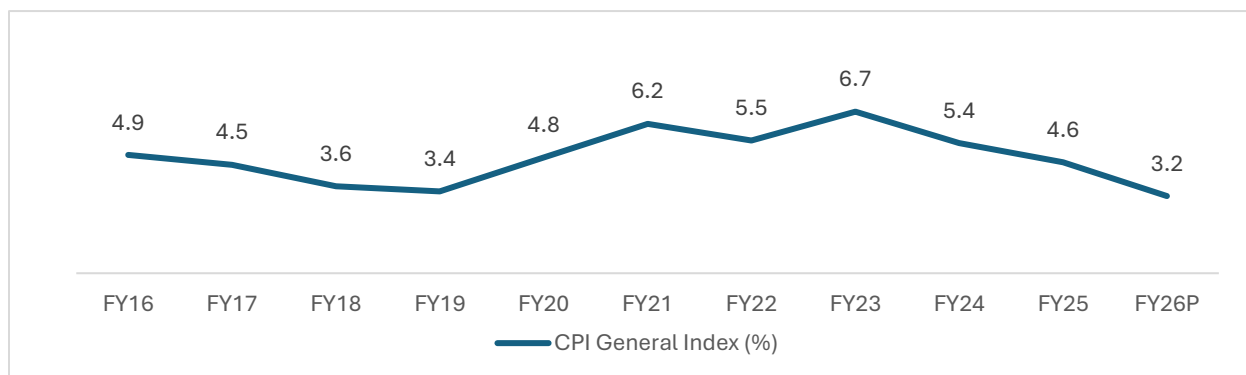


Source: RBI, CRISIL Intelligence

Consumer Price Index (“CPI”) inflation to average at 3.2% in FY26

Consumer Price Index (CPI)-based inflation eased to 1.5% in September 2025 from 2.1% in August 2025, slipping below the RBI’s lower tolerance limit for the second time this fiscal. The decline was driven by food inflation clocking -2.3% in September 2025. While monsoon overall looks similar to last year (above-normal at 8% above long period average), there was greater incidence of excess rains in major kharif crop-producing states this year. This could affect incoming Kharif arrivals from October 2025, though food prices remain in check so far. Nevertheless, adequate reservoir and groundwater levels bode well for rabi output. Crisil Intelligence expects CPI inflation to be at 3.2% in fiscal 2026 compared to 4.6% in fiscal 2025.

Inflation to moderate to 3.2% in Fiscal 2026



Note: P = Projected, Source: Crisil Intelligence

Key Growth Drivers

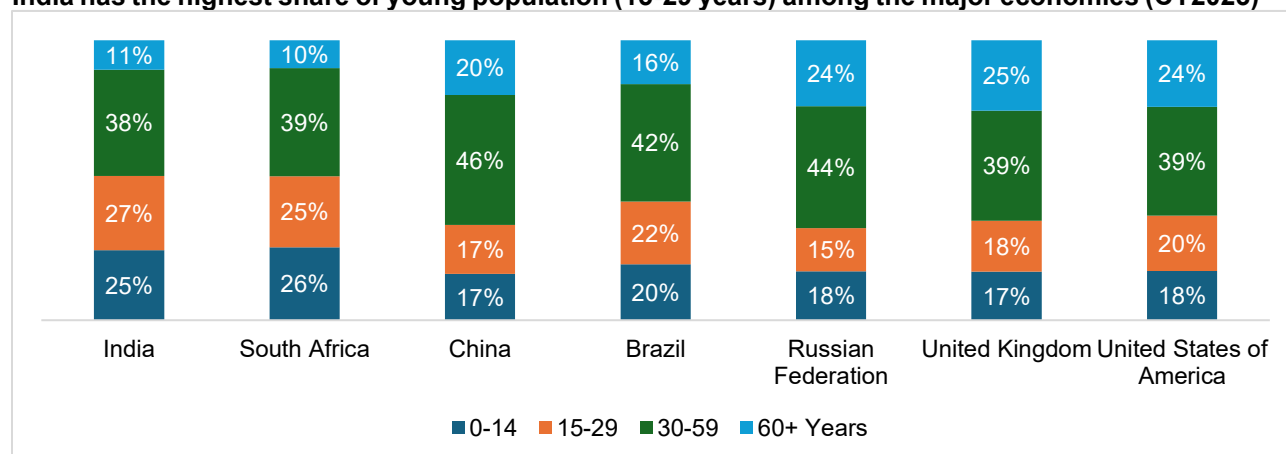
1. Favorable demographics
 - India has the highest young population (15-29 years) with 381.5 million individuals, among the major economies (CY2023)
2. Rising Urbanization
 - Rise in the Urban population as a percentage of total population (%)
 - Rise in number of nuclear families

3. Increasing per capita GDP
4. Financial penetration to rise with increase in awareness of financial products
5. Household savings expected to increase
6. Digitalization aided by technology to play pivotal role in the growth of economy

Favourable demographics

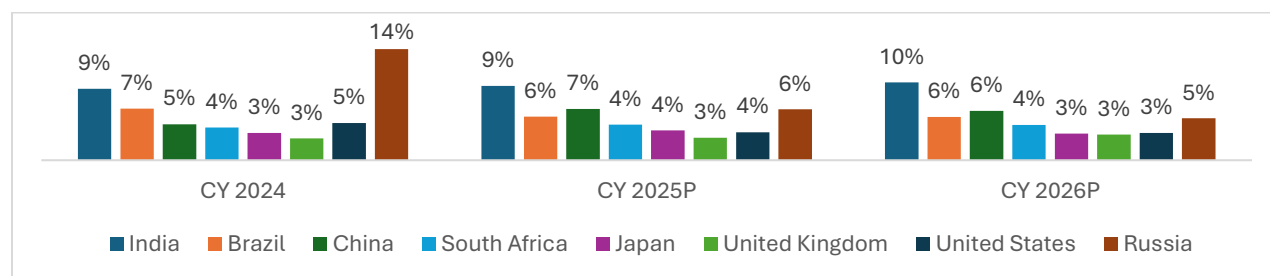
India has one of the world's largest young populations, with a median age of 28 years. In 2023, it was estimated that India had the highest share of young working population (15-29 years) compared to major developed and developing countries with the share of 27%. Crisil Intelligence expects that the large share of working population, coupled with rapid urbanisation and rising affluence, higher proportion of savings and investments will propel growth in the economy.

India has the highest share of young population (15-29 years) among the major economies (CY2023)



Note: Total may not add up to 100% due to rounding off. Source: World Urbanization Prospects: 2024

India is estimated to report the highest Nominal GDP per capita growth (% year on year) among emerging and developed economy in the world at 10% in CY 2026



Note: P- Projected, Gross domestic product per capita, current prices in national currency is considered for year-on-year growth calculations, figures basis IMF estimations, Source: IMF (World Economic Outlook- October 2025), Crisil Intelligence

Increasing per capita GDP

In FY25, growth of India's per capita net national income at constant prices stood at 5.5%. According to IMF projections, India's per capita income (at constant prices) is anticipated to grow at a real CAGR of 5.6% from FY25 to FY27. The upward trend in India's GDP per capita indicates a gradual increase in average income levels. As this trend continues, a larger portion of the population, particularly in the emerging middle class, is meeting and exceeding the income threshold needed for necessities such as food, shelter, and essential services. This growing trend is expected to lead to increased savings accumulation, which will contribute to the deepening of the financial sector and foster long-term economic stability.

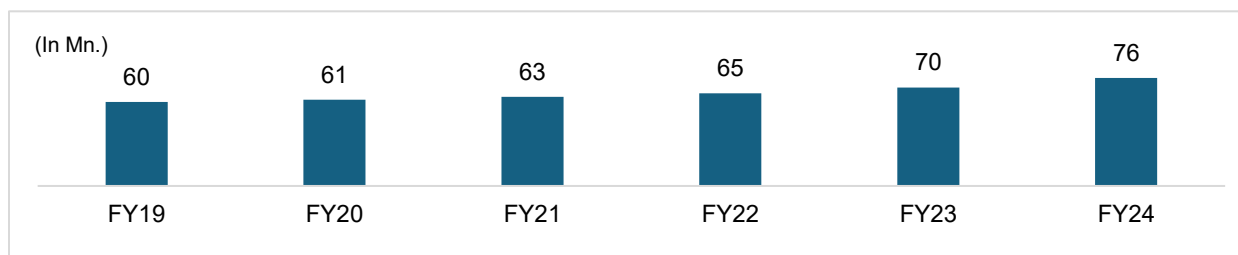
	FY20	FY21	FY22	FY23	FY24	FY25E
Per Capita GDP constant (Rs.000')	108.2	101.0	109.8	116.9	126.5	133.5
Year on year (%)	2.6%	-6.7%	8.7%	6.5%	8.2%	5.5%

Note: E: estimates, Source: Ministry of Statistics and Program Implementation (MoSPI), International Monetary Fund (IMF), PIB, Crisil Intelligence

Rising Income tax return, indicating a progression towards a formal economy

Income tax returns (ITR) filed by individuals has risen from 60 million in FY19 to 76 million in FY24. This uptrend reflects increasing tax compliance, growing workforce and underscores India's progress towards formal economy, improving financial transparency and economic stability. The rise in ITR filings indicates that more individuals are entering the formal financial system, which can lead to better access to credit, insurance, and other financial services.

76 million individuals filed ITR in FY24



Source: CBDT, Crisil Intelligence

Parameters (In Mn)	FY21	FY22	FY23	FY24	FY25
Indian Population*	~1,361	~1,374	~1,386	~1,399	~1,420
Indian population with smart phones*	~790	~825	~875	~910	~950
No. of demat accounts	55	90	114	151	192
No. of mutual fund investor accounts	98	130	146	178	235

Note: * Calendar years, *Estimated numbers, Source: Census, AMFI, Crisil Intelligence

Increased UPI transactions are fuelling India's digital economy

UPI, an instant real time payment system has seen a massive growth among retailers as a preferred method of payment which increased from 22.3 billion in FY21 to 185.9 billion in FY25 in terms of volume of transactions and in terms of value it grew from Rs. 41.0 trillion to Rs. 260.6 trillion between the same period. This trend underscores the technological innovations driving financial inclusion and accelerating digital economy. For H1 fiscal 2026, UPI transactions and value stood at 114.1 billion transactions and Rs. 148.0 trillion in terms of value, respectively.

Retail Payment	Volume (In Bn.)						Value (In Rs. Tn.)					
	FY2 1	FY2 2	FY2 3	FY2 4	FY2 5	H1 FY2 6	FY2 1	FY2 2	FY2 3	FY2 4	FY2 5	H1 FY2 6
IMPS	3.3	4.7	5.7	6.0	5.6	2.7	29.4	41.7	55.9	65.0	71.4	36.9
NEFT	3.1	4.0	5.3	7.3	9.6	4.9	251.3	287.3	337.2	391.4	443.6	235.0
UPI	22.3	46.0	83.7	131.1	185.9	114.1	41.0	84.2	139.1	200.0	260.6	148.0
Credit Cards	1.8	2.2	2.9	3.6	4.8	2.9	6.3	9.7	14.3	18.3	21.1	11.6
Prepaid payment instruments	5.0	6.6	7.5	7.9	7.0	4.4	2.0	2.8	2.9	2.8	2.2	1.3
Paper based Instruments	0.7	0.7	0.7	0.7	0.6	0.3	56.3	66.5	71.7	72.1	71.1	35.1

Source: RBI, Crisil Intelligence

Overview of capital markets in India

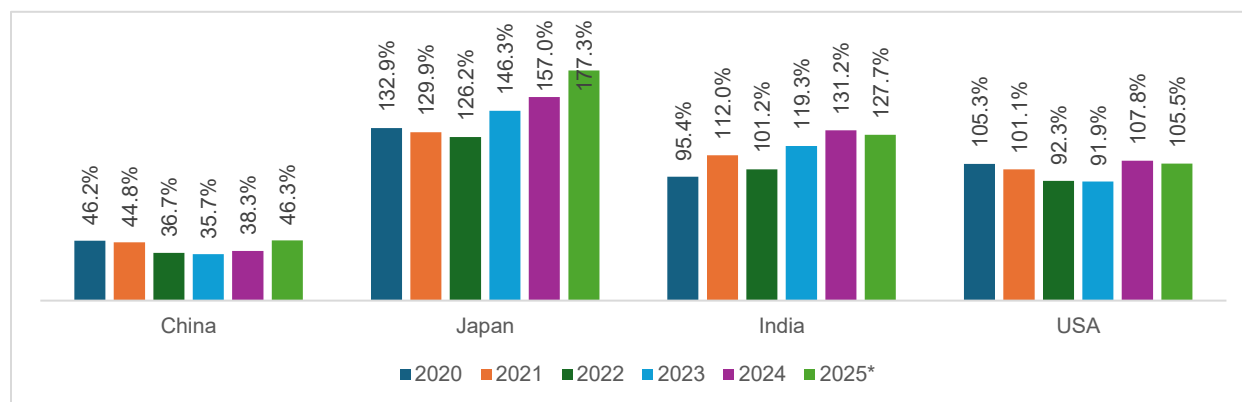
Trend in Market Capitalization

In Fiscal 2025, the equity markets in India achieved record levels in terms of market capitalization of listed companies and the benchmark index performance. India's market capitalization rose to Rs 410.9 trillion as on March 31st, 2025. This translates into an annualized growth of 30% in the last five years from Fiscal 2020 to Fiscal 2025. As of September 2025, India's market capitalisation stood at Rs. 449 trillion, driven by positive sentiments and robust growth in equity and IPO listings and rising foreign investments.

Indian capital markets by market capitalization as a proportion of GDP in comparison with other major economies

India's stock market capitalization to GDP has increased from 95.4% in 2020 to 127.7% in 2025. India's market capitalization (National Stock Exchange) ended 6.9% higher in FY25 (Rs. 410.9 trillion) as compared to FY24 (Rs. 384.2 trillion) on account of robust market returns particularly in mid and small cap companies.

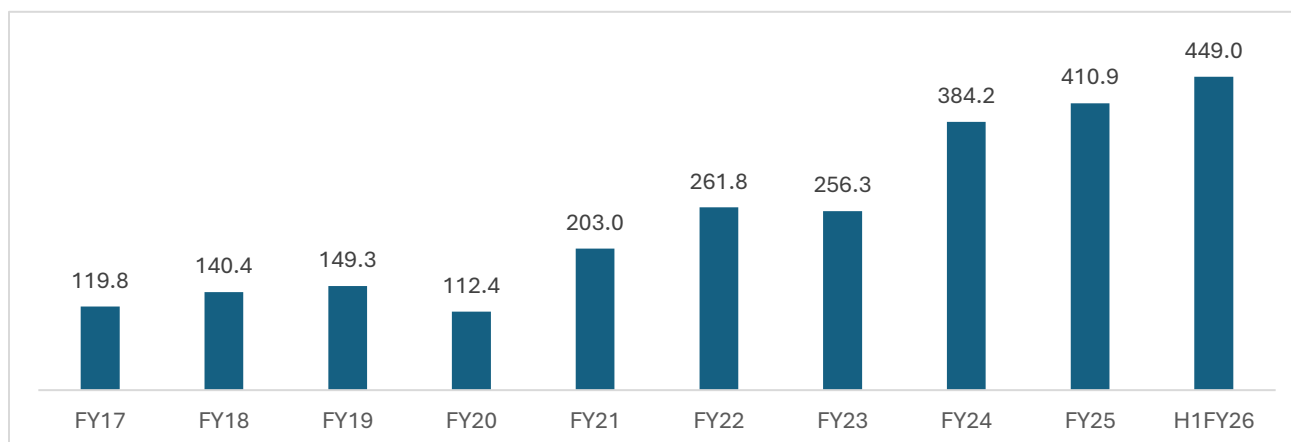
Market capitalization as % of GDP



Note: * Data is as of October-2025 as per World Federation of Exchanges (WFE), Market capitalization of Shanghai stock exchange, Japan exchange group, National stock exchange of India and New York stock exchange has been considered. GDP current prices (USD Bn) data for the calendar years taken as per IMF database (October-2025).

Source: World Federation of Exchanges (WFE), IMF, CRISIL Intelligence

Trend in total market capitalization at the year-end (NSE listed companies) (in ₹ trillion)

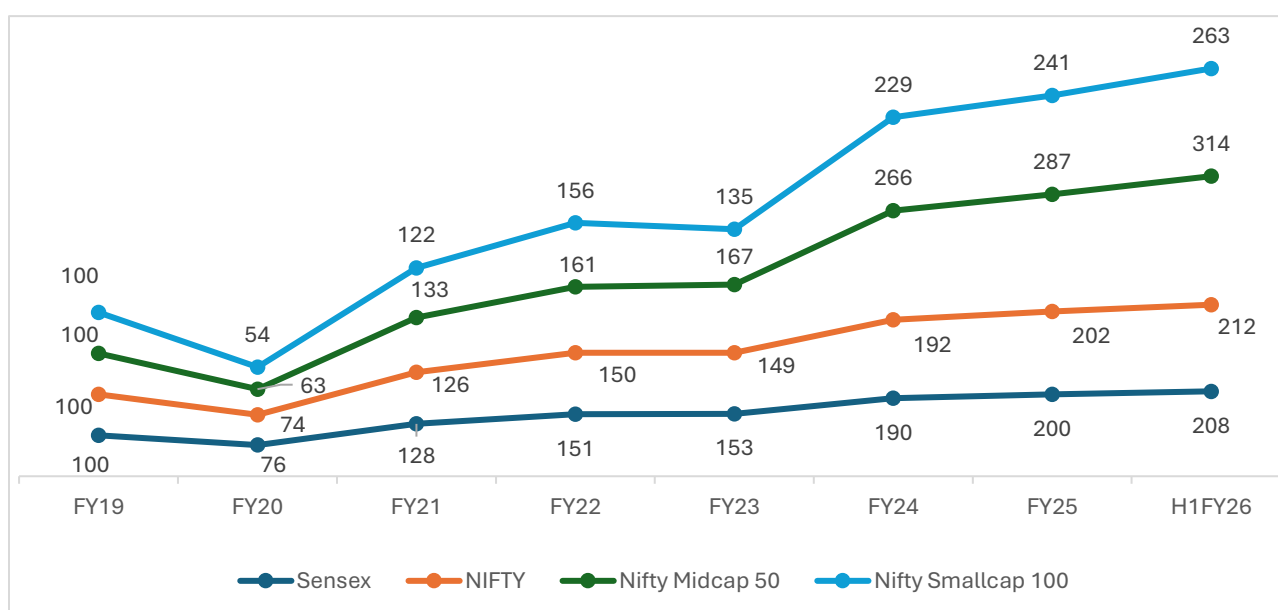


Source: NSE, SEBI, CRISIL Intelligence

Capital markets clocked strong growth in fiscal 2025 and continued growth in H1 fiscal 2026

The Indian Capital Market is one of the most dynamic and high-growth organised markets in the world. It witnessed strong performance during the period Fiscal 2011-25. The market capitalization of National Stock Exchange ("NSE") grew at 13.8% CAGR during Fiscal 2011 to Fiscal 2025. The NIFTY 50 index has grown at a CAGR of 10.5% over this period. BSE Sensex has followed a similar growth trajectory to Nifty 50. In case of NSE, the number of companies traded rose from 856 to 3,784 between fiscal 2005 and fiscal 2025. Indian equities registered strong gains between fiscal 2023 and fiscal 2025 on account of favourable domestic and global factors which were supportive of foreign capital inflows.

BSE and NSE performance

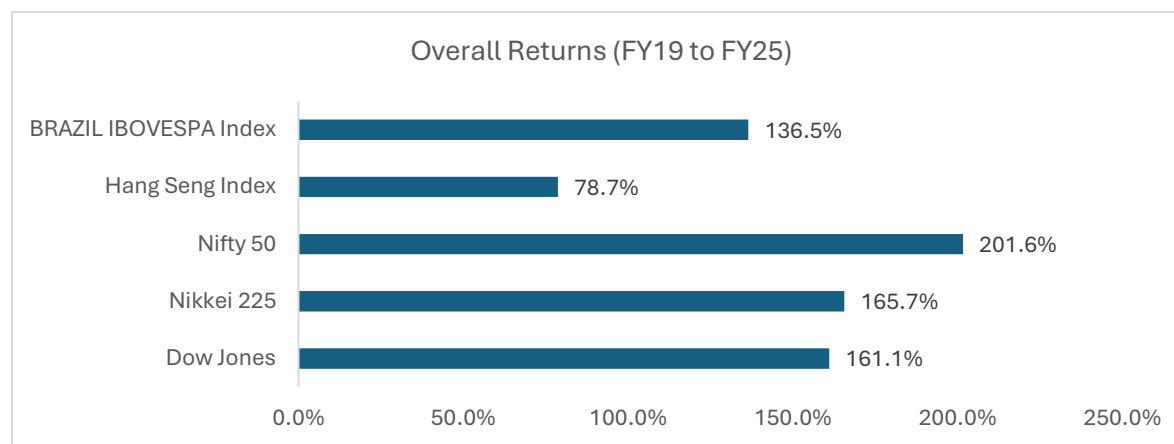


Note: Indices indexed to 100 in Fiscal 2019, not to scale.

Source: NSE, BSE, Crisil Intelligence

At the end of March 2024, both Nifty and Sensex experienced substantial growth of 28.6% and 24.8%, respectively compared to March 2023. In fiscal 2025, NIFTY and Sensex had further grown by 5.3% and 5.1%, respectively. In H1 Fiscal 2026, NIFTY and Sensex had further grown by 4.6% and 3.7%, respectively. Despite geopolitical tensions among nations, challenging interest rate scenario, the Indian stock market performed well in during fiscal 2023 and fiscal 2025. Indian markets have shown resilience achieving robust growth despite global economic headwinds and political uncertainties. The growth in the stock market may be attributed to India's strong GDP growth in FY24 and FY25.

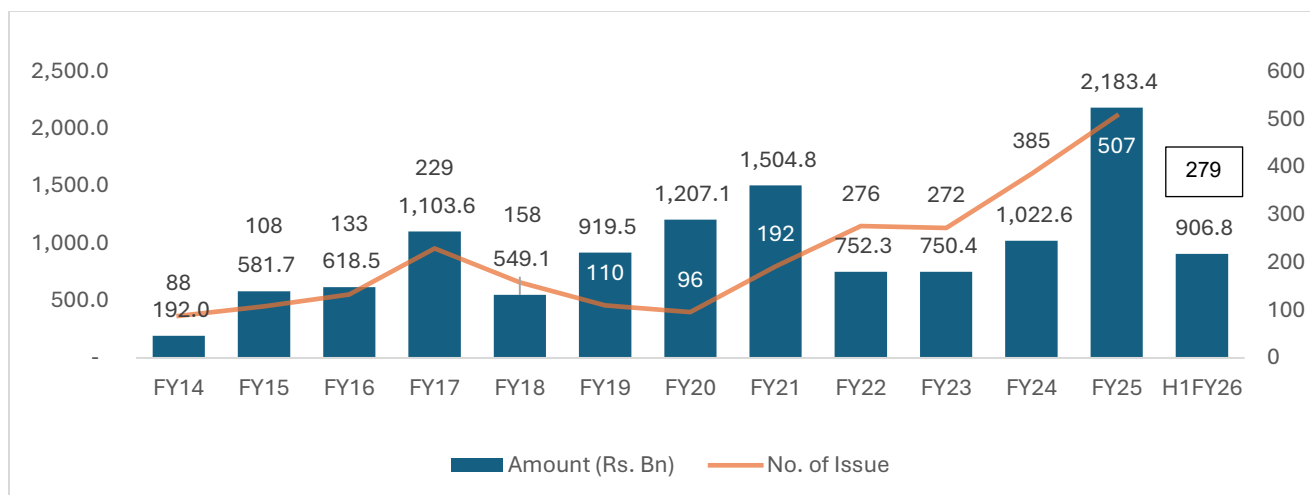
Nifty 50 gave highest overall return from Mar-19 to Mar-25 among the major indices



Source: SEBI Bulletins, Crisil Intelligence

The primary market also saw strong activity in the recent years, As of Fiscal 2025, Rs 2,183.4 billion was raised through public and right issue with total 507 issues. The number of issues in FY25 increased by 31.7% from FY24. As of H1 Fiscal 2026, Rs. 906.8 billion was raised through public and rights issues (Equity and Debt) with total of 279 issues. Going forward, in fiscal 2026, many IPOs and public issues are expected to be issued in the primary market driven by the overall capital market performance and positive investor sentiments.

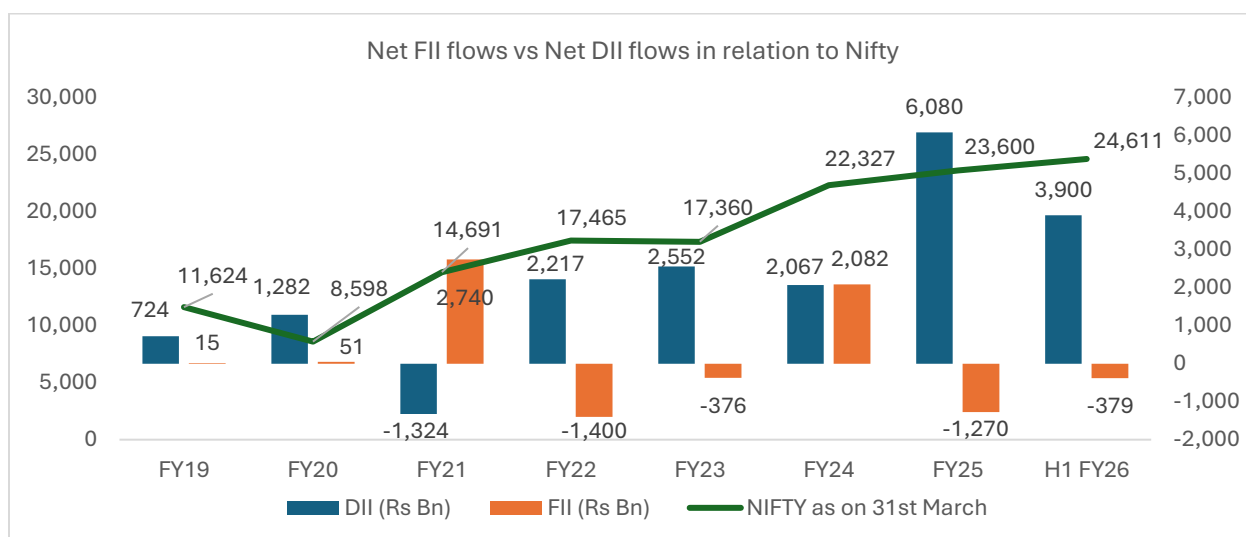
Resource Mobilisation through Public and Rights Issues (Equity and Debt)



Note: Value in the box represent number of issue for H1 FY26, Source: NSE, BSE, Crisil Intelligence

Nifty had risen in FY24 due to major DIIs (Domestic Institutional Investors) and FIIs (Foreign Institutional Investors) inflow in Indian market. It further rose due to increased DIIs flow in FY25. Mutual funds in India are increasingly holding higher cash reserves due to increased liquidity in the financial markets. This approach allows fund managers to quickly deploy capital when favorable conditions arise. September marked the third consecutive month of strong FIIs selling, as persistent trade-related uncertainty continued to weigh on investor sentiment. DIIs, by contrast, continued to provide a counterbalance to FIIs selling in Indian equities. In the first half of FY26, DIIs have invested a net Rs 3.9 trillion already accounting for nearly 64% of the total net investment made during the entirety of the previous fiscal year.

Trend in rolling one-year net FIIs flow and DIIs flow in relation to NIFTY



Note: For H1 FY26, Nifty is as on 30th September 2025. Source: NSE, NSDL SEBI, Crisil Intelligence

Trend in Demat accounts in India

The Demat Accounts, that holds shares and securities in electronic form enabling easy trading and investment in the stock market, in India have grown at 32.3% CAGR from Fiscal 2019 to Fiscal 2025. The rise in demat accounts suggest the increasing awareness and willingness of the people to participate in capital markets for either trading or with a long-term outlook and shift to increased investment in equities and mutual funds. As of H1 fiscal 2026, the total demat accounts stood at around 207.1 million accounts.

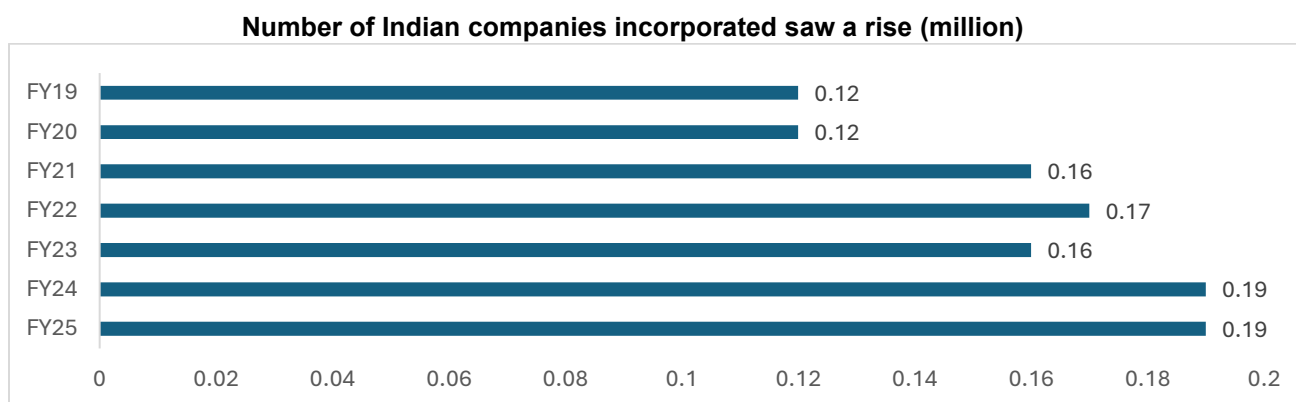
Total demat accounts (million)	Fiscal 2019	Fiscal 2020	Fiscal 2021	Fiscal 2022	Fiscal 2023	Fiscal 2024	Fiscal 2025	H1 Fiscal 2026
CDSL	17.4	21.2	33.4	63.0	83.0	115.6	153.0	165.2
NSDL	18.5	19.7	21.7	26.7	31.5	35.8	39.4	41.9
Total	35.9	40.9	55.1	89.7	114.5	151.4	192.4	207.1

Source: CDSL, NSDL, Crisil Intelligence

Growth drivers for players in the capital market industry

Number of companies incorporated is on the rise

In fiscal 2025 and fiscal 2024, the Ministry of Corporate Affairs (MCA) registered the highest ever number of company incorporations at 0.19 million companies each as compared to 0.16 million companies in fiscal 2023. Government initiatives including Ease of Doing Business, make in India and Start up India have accentuated this trend by building a conducive environment for incorporating businesses and is expected to further improve the start-up climate in the country.



Source: Ministry of Corporate Affairs, CRISIL Intelligence

Increasing participation of domestic players in investments

With strong participation in Indian capital markets, DIIs maintained record level of inflows in Indian equities due to robust macroeconomic fundamentals and significant return delivered by Indian market in recent

years. DIIs remained strong buyers of Indian equities for the third year in a row, with net inflows of approximately Rs 6.1 trillion in FY25, aggregating to total net buying of more than Rs 10.5 trillion in the last three years. DIIs have supported the markets despite FIIs turning net seller in fiscal 2025 with outflow of Rs.1.3 trillion. In H1 fiscal 2026, DIIs have invested a net Rs 3.9 trillion already accounting for nearly 64% of the total net investment made during the entirety of the previous fiscal year.

Regulations and initiatives by SEBI and Exchanges to aid the penetration and growth in capital markets

SEBI has systematically looked to make the Indian Capital Market a safer and more secured market for investor. The regulator has over time introduced numerous new regulations and refined existing ones. Some of the regulations and initiatives from the regulator are:

- **Application Supported by Blocked Amount (ASBA)** which is a mechanism used for applying to Initial Public Offerings (IPOs) or Follow-on Public Offerings (FPOs). This mechanism creates a direct channel for flow of funds between the clearing corporation and the investors and ensures reduction in any fraud in handling of investor money by brokers.
- **Block mechanism facility** which involves blocking of shares in the investors' demat whenever he/she wants to make a sale.
- **Shorter settlement cycle:** The markets were functioning on a T+2 settlement cycle for the longest time. In January 2023, T+1 settlement cycle was brought into effect by SEBI. This meant that the trade settlement will be done within a day or 24 hours. The move was made in view of operational efficiency, faster fund remittances, quicker share delivery, and ease of the market participants.

SGX Nifty shifts to GIFT city; GIFT city on the path to become a global hub

The SGX Nifty was shifted to the GIFT city, Gandhinagar in mid-2023. NSE IFSC – SGX Connect was launched in July 2022 which marked the beginning of a transition of liquidity riding on SGX Nifty to NSE IFSC. Starting from July 2023, the SGX Nifty Index was structured from NSE IFSC in Gift City, Gujarat, and was known as the GIFT NIFTY Index, widening the liquidity pool for Nifty products there.

Outlook on Indian capital markets looks encouraging

The Indian stock market recorded a strong performance in CY2024 and CY2025 despite facing several headwinds such as fluctuations in crude oil prices, weakness in the rupee and staggering inflationary pressure. Further, CRISIL Intelligence has a constructive outlook on the capital markets largely driven by:

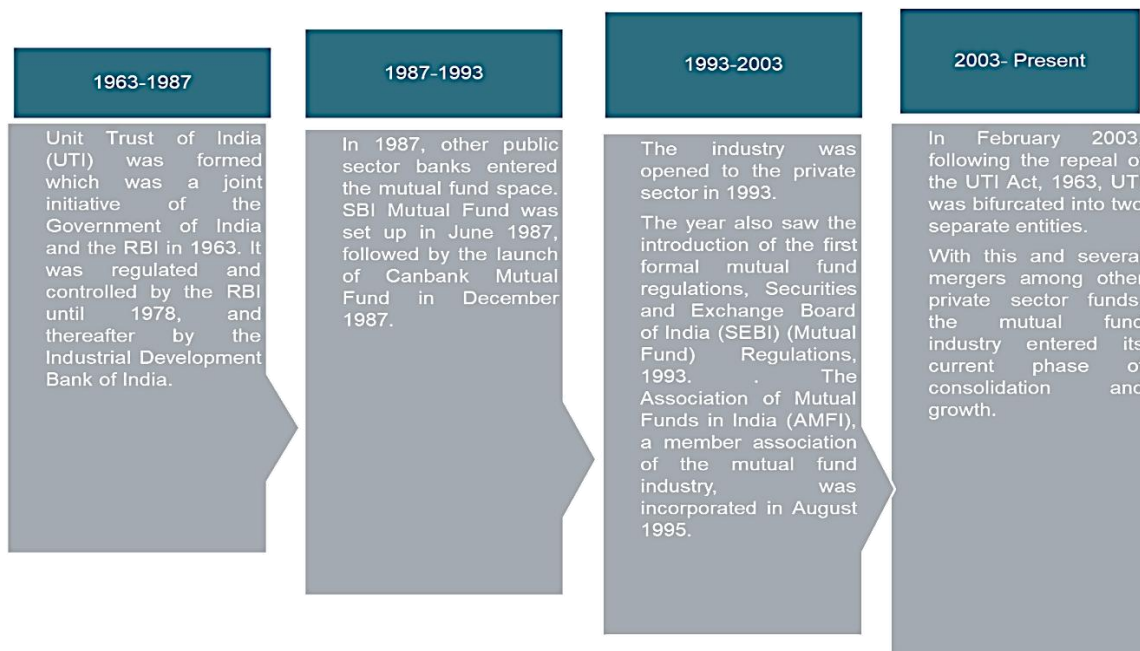
- Initiatives taken by financial regulators towards financial education would empower investors in making informed decisions and encourage participation in the market

- The push towards the new tax regime in the Union Budget of fiscal 2025 would provide investors with a higher investable surplus, thereby enabling higher investments
- Reduction of fiscal deficit and the market borrowing were in line with market expectations thereby having limited impact on government yields. With reduction in interest rates, the bond market would be conducive to higher bond prices as existing bonds with higher yields become more attractive
- The revised income tax exemption threshold to ₹12 lakhs would boost disposable income, encouraging higher savings and investments in capital markets, driving retail participation, and enhancing liquidity in equities and mutual funds.
- In a bid to grow the bond market, the government is encouraging cities to float municipal bonds. Further, the financial market measures towards market-linked debentures and listed debentures will bridge tax arbitrage and would attract investor flows in the future.

Historically the Indian securities market, like other developing markets, has experienced a significant degree of volatility for broader indices as well as for specific securities. In particular, the Indian equity markets have, over the last ten years, experienced varying upward and downward price trends. In 2020, global capital markets, including Indian equity markets, experienced significant volatility as a result of the COVID-19 pandemic and associated responses. Since then, the Indian markets have had a positive trend, with intervening periods of volatility.

Mutual Funds Industry in India

Evolution of the mutual fund industry



Source: Crisil Intelligence

Classification of mutual funds

By structure

Open-ended schemes can be purchased and redeemed on any transaction day. They do not have a fixed maturity period, i.e., schemes are available for subscription and repurchase on a continuous basis. The number of units of an open-ended scheme can fluctuate, i.e., increase or decrease every time the fund house sells or redeems the existing units. A mutual fund may stop accepting new subscriptions for open-ended schemes from investors but is required to repurchase investor units at any time.

Closed-ended schemes can be purchased only during the new fund offer period and redeemed only at maturity. However, the funds are listed on stock exchanges (as mandated by regulation), where investors can sell their units to other investors. The units may trade on the exchange at a premium or discount to their issue price.

Interval funds are mutual funds under which the units can be purchased or sold back to the fund during specific periods.

By fund management style

Passive funds are schemes that attempt to mimic a particular index. They include exchange-traded funds (ETFs) and index funds. The efficiency of these funds is generally evaluated by monitoring their tracking error. Tracking error reflects how efficiently a scheme can replicate the returns of its underlying index's total return daily. It is measured by calculating the standard deviation of difference between the daily returns and the underlying total return index of the scheme. A low tracking error indicates efficiency in managing the scheme.

Active funds attempt to generate higher returns than their benchmark index by actively managing the portfolio. Investor of an active fund relies on the expertise of a fund manager who buys and sells securities based on his/her research and judgment of the market.

Another important aspect of active versus passive funds is the difference in expense structures. Expenses for passive funds are typically lower than that for active funds due to lower fund management costs associated with the former.

By asset class

There are five broad categories of mutual fund schemes by asset class – equity, hybrid, debt, solution-oriented, and other schemes. Each category, in turn, offers numerous funds, as shown in the tables below.

Schemes	Category of schemes
Equity schemes	Multi-cap fund, Flexi-cap fund, Large- cap fund, Large- & mid-cap fund, Mid-cap fund, Small-cap fund, Dividend yield fund, Value fund, Focused fund, Sectoral/thematic and Equity-linked savings scheme
Debt schemes	Overnight fund, Liquid fund, Ultra-short duration fund, Low duration fund, Money market fund, Short duration fund, Medium duration fund, Medium to long duration fund, Long duration fund, Dynamic bond fund, Corporate bond fund, Credit risk fund, Banking and PSU fund, Gilt fund, Gilt fund with 10-year constant duration, Floater fund and Dynamic bond fund
Hybrid schemes	Conservative hybrid fund, Balanced hybrid fund, Aggressive hybrid fund, Dynamic asset allocation or balanced advantage fund, Multi asset allocation fund, Arbitrage fund, Equity savings fund
Solution-oriented schemes	Retirement fund, and Children's fund

Other schemes	Index funds/ Gold ETFs/Other ETFs and Fund of Funds (overseas/domestic)
Close Ended Schemes	Equity, Fixed Maturity Plan, and Capital Protection Oriented Schemes,

Source: SEBI, CRISIL Intelligence

Historical AUM growth

Robust growth in Indian mutual fund AUM

The Indian mutual fund industry has experienced significant growth over the past five years, driven by a thriving domestic economy, substantial inflows, and increased participation from individual investors. Industry is witnessing a surge in growth, driven by equity space, where assets have increased significantly over the past decade.

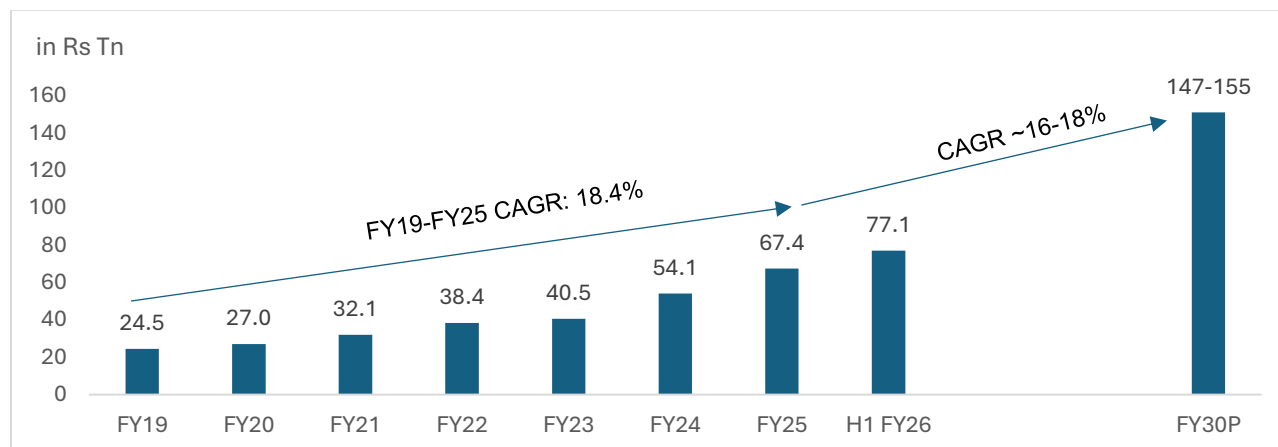
This shift is attributed to retail investors transitioning from traditional debt products to equity funds, resulting in a substantial rise in equity investments. Mutual fund AUM as a proportion of bank deposits in scheduled commercial banks has risen from 19.7% in March 2020 to 28.7% as of March 2025 indicating increase in investor participation in mutual funds.

QAAUM surged by more than Rs 13 trillion, reaching a record high of Rs 67.4 trillion by March 2025 from Rs 54.1 trillion in March 2024. As of September 2025, QAAUM reached Rs 77.1 trillion, depicting continued growth momentum. Over the six-year period, the QAAUM grew at a CAGR of 18.4%, increasing from Rs 24.5 trillion as on March 2019 to Rs 67.4 trillion as on March 2025. In H1 FY26, the growth momentum continued with a year-on-year growth of 16.5%. The outstanding performance of equity-oriented funds, significant progress in hybrid funds, rising penetration in B30 cities and the rising popularity of systematic investment plans (SIPs) which have seen higher participation by individual investors, were key factors contributing to growth.

Individual AUM from retail and high net worth investors constituted 52% of total MF AUM as on March 2020 which increased to 60.7% as on March 2025 and 60.9% as on September 2025. Also, in fiscal 2025, monthly SIP flows remained consistently above Rs. 200 billion from April 2024 to March 2025 and above Rs 250 billion from April 2025 to September 2025, highlighting consistent stability of flows from SIPs.

The trajectory of the mutual fund industry in the last year is indicative of its adaptability to shifting market conditions as well as its durability. These insights can act as a compass for investors as they make their way through the complex financial landscape, enabling them to make well-informed decisions and capitalize on the industry's potential for long-term success.

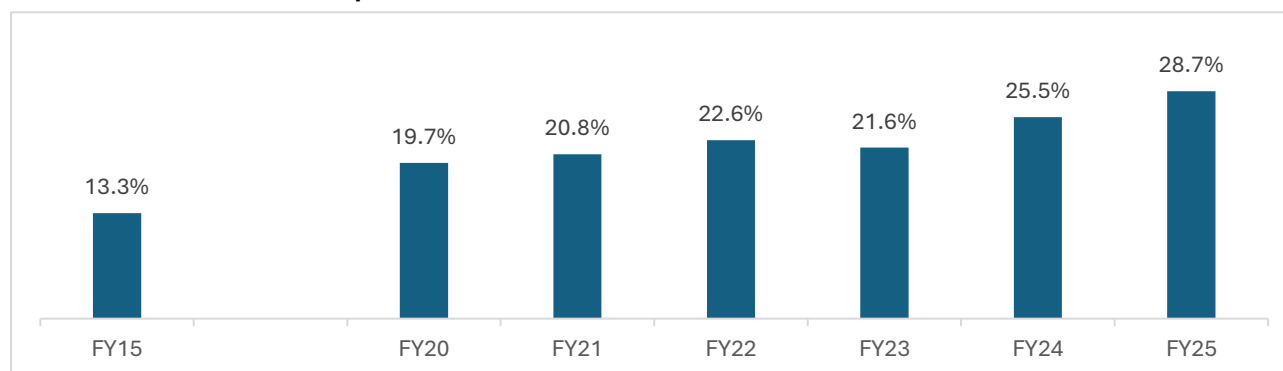
Mutual Fund QAAUM to grow at ~16-18% over Fiscal 2025 to Fiscal 2030



Note: Values in the above chart are based on quarterly average AUM for the latest quarter of the relevant fiscal year or period, P: Projected.

Source: AMFI, CRISIL Intelligence

MF AUM as a % of Bank Deposit



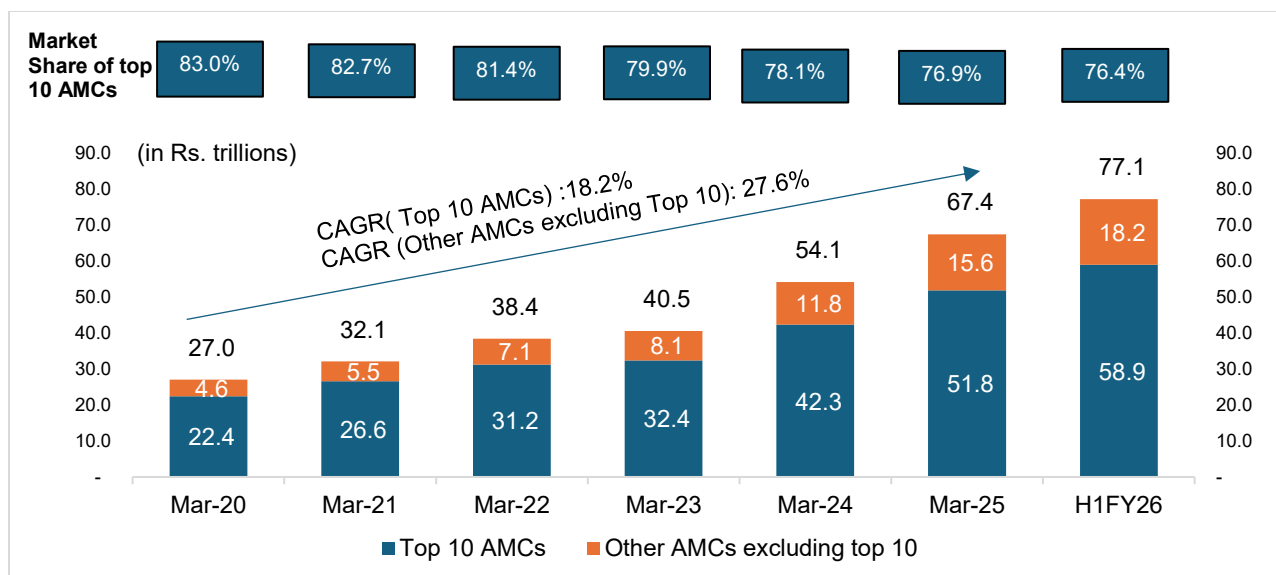
Note: Bank Deposit only for scheduled commercial banks

Source : AMFI, CRISIL Intelligence

Concentration of AUM

In terms of QAAUM, market share of top 10 AMC has decreased from 82.7% as on March 2021 to 76.9% as on March 2025. Market share of top 10 AMC has marginally declined to 76.4% in H1FY26. However, market share in terms of QAAUM of the top 3 bank led AMC has broadly remained stable despite of increase in number of fund houses in the market and increase in number of products offered by the fund houses. As on March 2025, there were 49 registered mutual funds in India and as of September 2025, the number of registered Mutual funds in India increased to 54.

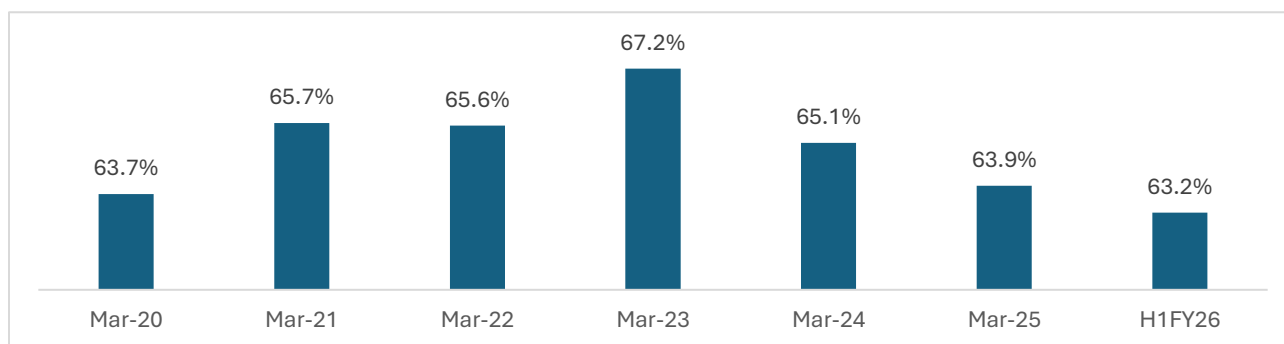
Trend of Market Share of top 10 AMC basis QAAUM



Note: Top 10 AMC might differ in each period. AUM indicates Quarterly Average AUM excluding fund of funds – Domestic but including Fund of Funds – overseas, for the latest quarter of the relevant fiscal year or period.

Source: AMFI, Crisil Intelligence

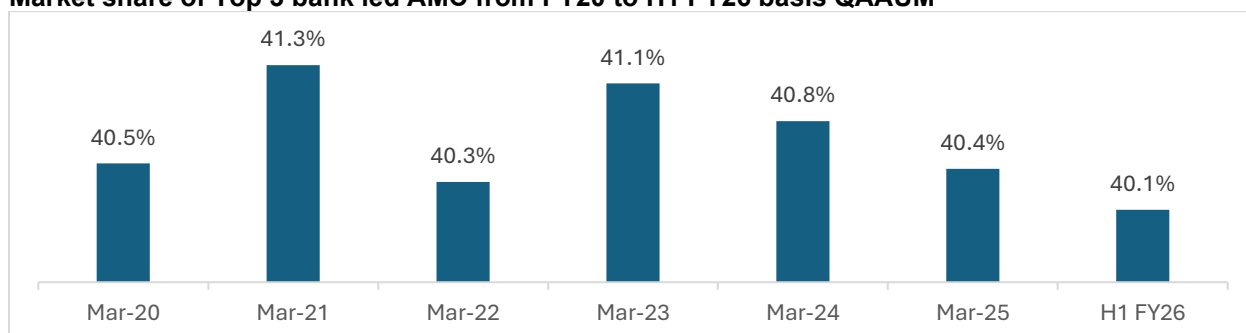
Market share of Top 10 bank led AMC from FY20 to H1 FY26 basis QAAUM



Note: Top 10 bank led AMC for H1FY26 (September 2025) include SBI Mutual Fund, ICICI Prudential Mutual Fund, HDFC Mutual Fund, Kotak Mahindra Mutual Fund, UTI Mutual Fund, Axis Mutual Fund, Bandhan Mutual Fund, HSBC Mutual Fund, Canara Robeco Mutual Fund, Baroda BNP Paribas Mutual Fund. QAAUM indicates Quarterly Average AUM excluding fund of funds – Domestic but including Fund of Funds – overseas, for the latest quarter of the relevant fiscal year or period. Top 10 bank led AMC might differ in each period.

Source: AMFI, Crisil Intelligence

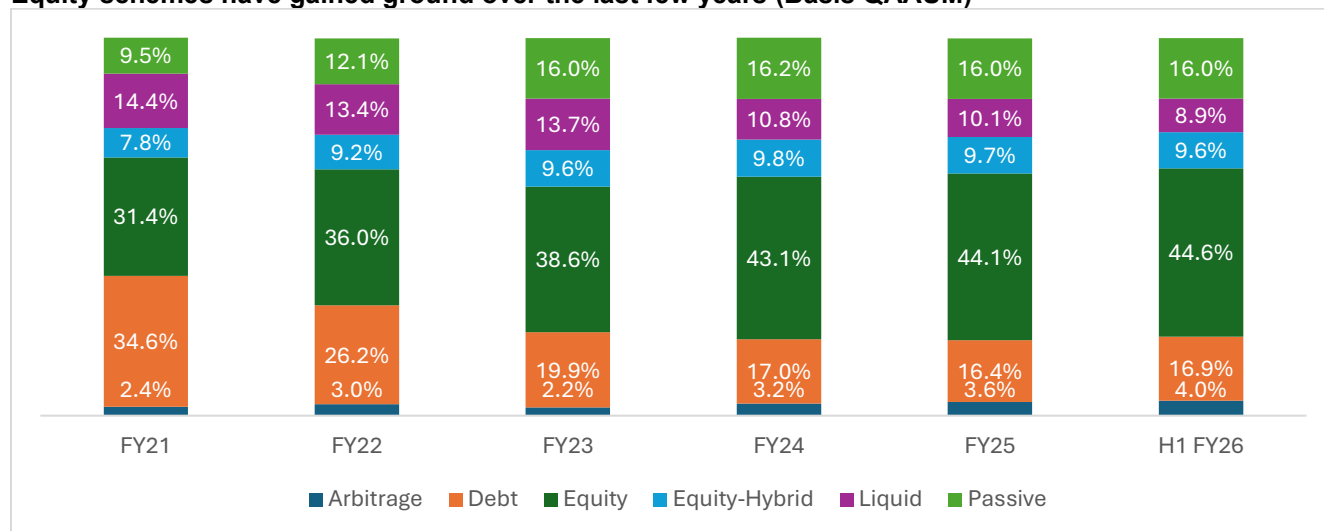
Market share of Top 3 bank led AMC from FY20 to H1 FY26 basis QAAUM



Note: Top 3 bank led AMC for H1FY26 (September 2025) includes SBI Mutual Fund, ICICI Prudential Mutual Fund, HDFC Mutual Fund. Top 3 AMC's might differ each year. QAAUM indicates Quarterly Average AUM excluding fund of funds – Domestic but including Fund of Funds – overseas, for the latest quarter of the relevant fiscal year or period.

Source: AMFI, Crisil Intelligence

Equity schemes have gained ground over the last few years (Basis QAAUM)

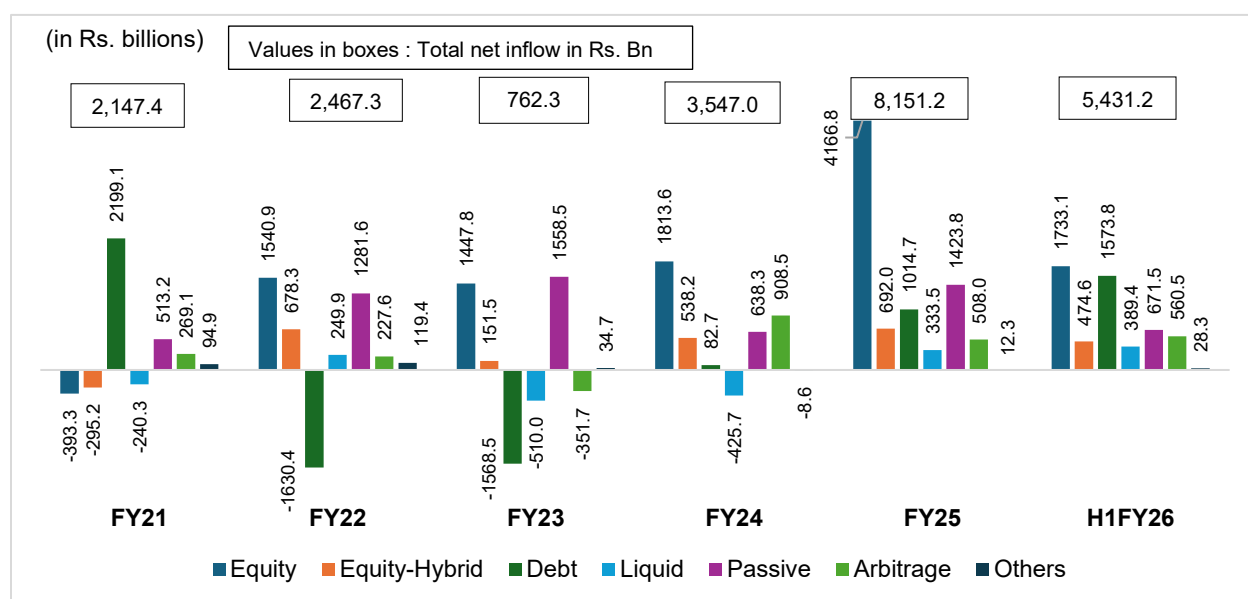


Notes: Total may not add up to 100% due to rounding off. As per classification mentioned in **Error! Reference source not found.** QAAUM indicates Quarterly Average AUM excluding fund of funds – Domestic but including Fund of Funds – overseas, for the latest quarter of the relevant fiscal year or period
Source: AMFI, Crisil Intelligence

Equity schemes have gained prominence in the last five years

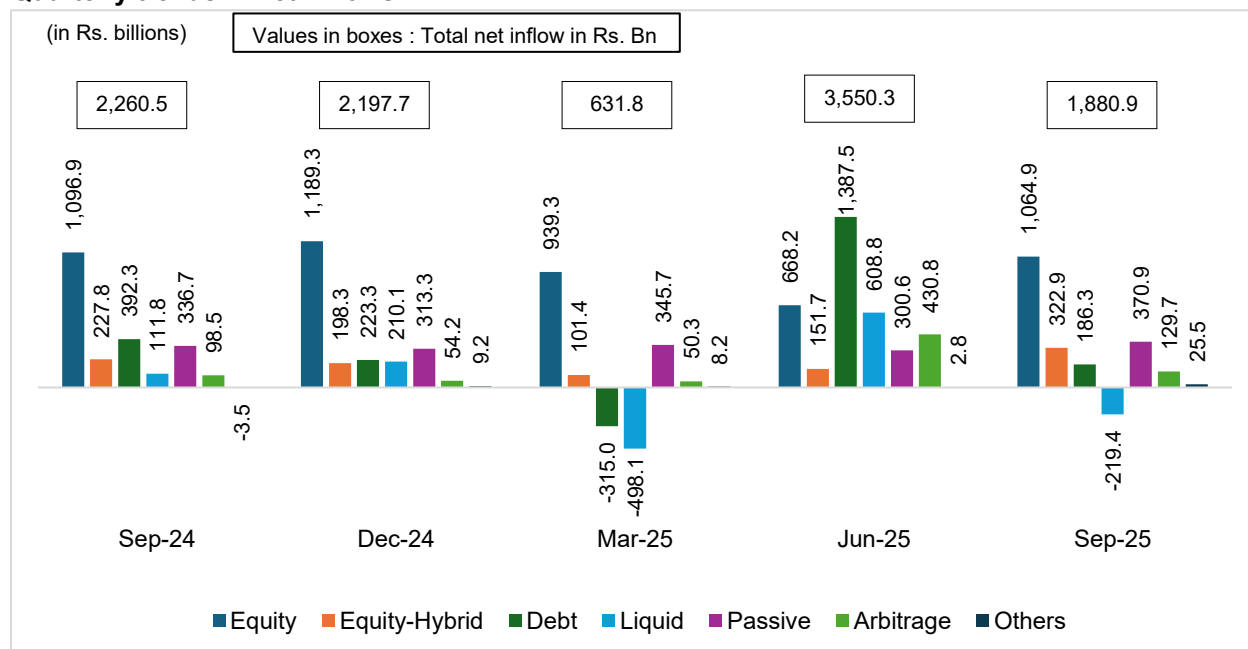
In fiscal 2025 and H1 fiscal 2026, all categories witnessed positive inflows. Generally, equity and equity-oriented schemes have a higher fee structure compared to non-equity-oriented schemes, on account of being actively managed and incurring more research and analysis costs as compared to other schemes.

Fiscal 2025 witnessed the highest net inflow in the last five fiscals



Notes: As per classification in **Error! Reference source not found.**, Others include Solution oriented schemes and Fund of funds investing overseas, Figures in the box represent net inflow for the period. Source: AMFI, Crisil Intelligence

Quarterly trends in net inflows



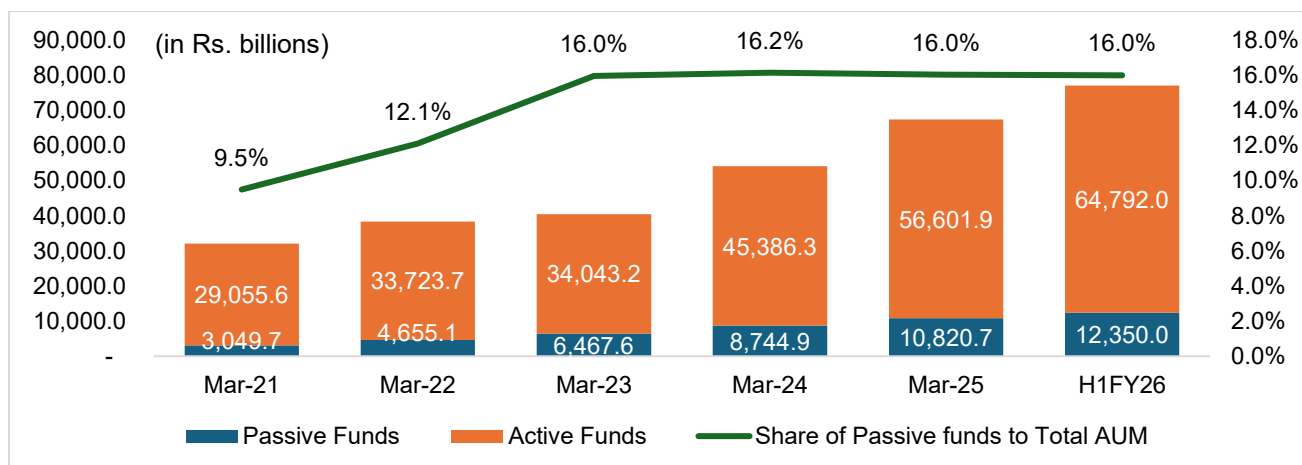
Notes: As per classification in Error! Reference source not found., Others include Solution oriented schemes and Fund of funds investing overseas, Figures in the box represent net inflow for the period. Source: AMFI, Crisil Intelligence

The mutual fund industry witnessed robust inflows across a broad range of equity categories, including small, mid, multi-cap, flexi-cap, large and mid-cap, as well as sectoral and thematic funds. Notably, the composition of schemes underwent a shift, with equity-oriented schemes gaining traction and debt-oriented schemes experiencing a decline in proportion.

Passive funds have risen steadily over a small base

On account of the increased investor awareness, lower costs and ease of investment, passive funds are gaining popularity. This is evident from increase in QAAUM share, from 9.5% as on March 2021 to 16.0% as of September 2025. The QAAUM of passive funds surged to Rs. 10.8 trillion by March 2025, and 12.3 trillion as of September 2025. As on March 2025, ETFs held assets worth Rs 8.1 trillion, while index funds had assets of Rs 2.8 trillion, with several new launches in fiscal 2025 contributing to this growth. As of September 2025, ETFs held assets worth Rs 9.3 trillion, while index funds had assets of Rs 3.1 trillion.

Share of passive funds in QAAUM



As per classification mentioned in **Error! Reference source not found.** QAAUM indicates Quarterly Average AUM excluding fund of funds – Domestic but including Fund of Funds – overseas, for the latest quarter of the relevant fiscal year or period
 Source: AMFI, Crisil Intelligence

Index funds and exchange-traded funds (ETFs) growth in recent years is largely attributed to the increasing popularity of sectoral and thematic investing, which has now extended to the passive investment space. The rising trend of retail investors opting for passive funds has been building up over the past few years, fuelled by growing awareness and a slew of new fund launches.

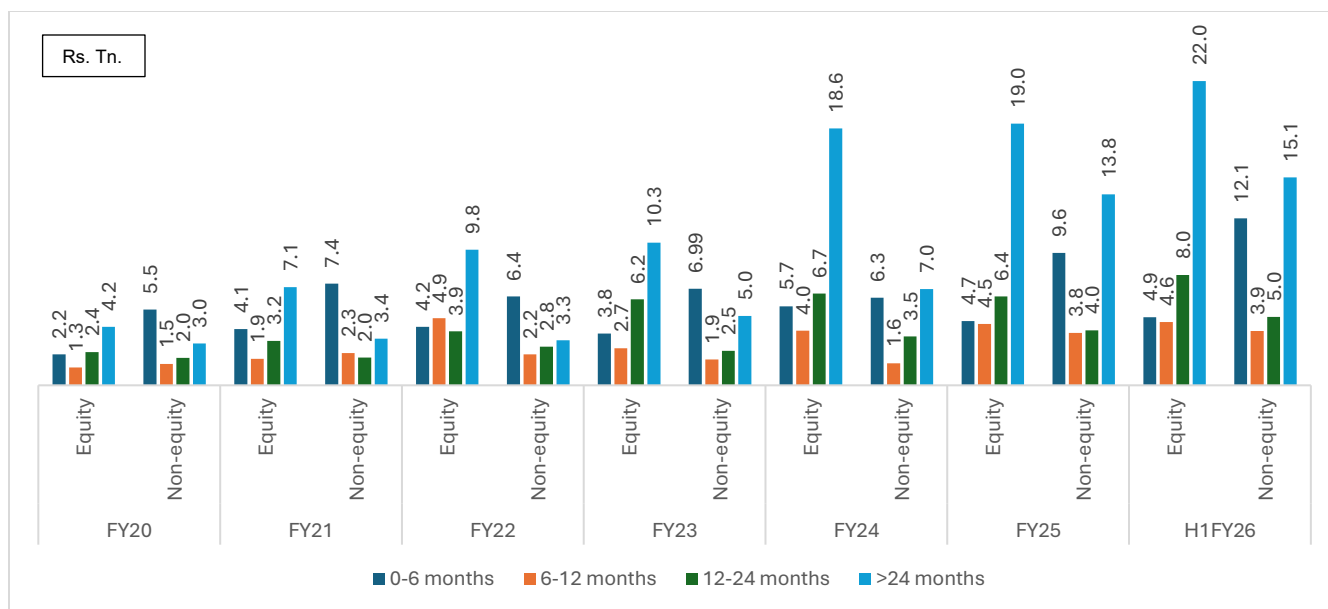
In India, passive investing has been gaining traction for several years, as reflected in the significant increase in assets under management (AUM). As awareness about passive investing continues to grow, financial advisors are increasingly recommending these funds to their clients. Additionally, high net worth individuals (HNIs) and family offices are also shifting their investments towards passive funds, drawn by their cost-effectiveness and the inconsistent performance of actively managed funds.

AMCs, having a higher share of passive funds, can better cross-sell other products to their retail base and, thus, save on costs incurred for the marketing and acquisition of retail customers. High growth potential of this fund category also makes it an attractive segment for AMCs, and the large chunk of institutional mandates makes managing the funds more profitable.

Vintage of mutual fund AUM

Equity schemes, having the age of more than 24 months, had the highest AUM of Rs. 22.0 trillion as on September 2025 whereas non-equity schemes of age greater than 24 months had AUM of Rs. 15.1 trillion.

Age-wise AUM distribution shows long-term investment in equity oriented mutual funds gaining traction



Source: AMFI, CRISIL Intelligence

Systematic Investment Plans

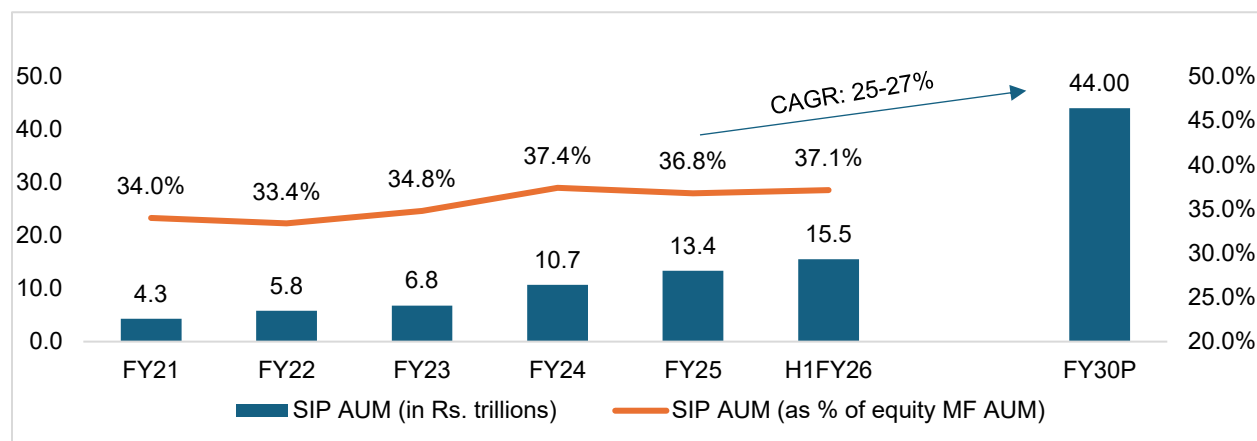
Systematic Investment Plans (SIPs) offer numerous advantages, including the ability to overcome emotional biases during market uncertainty, the capacity to accumulate large investments from smaller amounts, and tax benefits. By promoting steady and diversified inflows, SIPs have contributed to the growth and stability of the market and reduced overall volatility.

In the fiscal year 2025, inflows through Systematic Investment Plans (SIPs) surged to Rs. 2.89 trillion and Rs 1.67 trillion in H1 FY26. As on March 2025, SIP assets totaled Rs 13.4 trillion, comprising over 20% of the industry's total assets. As of September 2025, SIP assets totaled Rs. 15.5 trillion. The number of SIP accounts also witnessed substantial growth, reaching nearly 100.5 million as of March 2025 with an average monthly addition of around 1.7 million accounts. The total number of SIP accounts stood at 97.3 million as of September 2025. As per Crisil Intelligence, the average amount of SIP contribution (SIP contribution per outstanding SIP accounts) is Rs. 28,780 as on Fiscal 2025. Systematic investment plans have gained increased traction among individual investors and contributed approximately 60% of total equity and equity-hybrid fund flows in the Indian mutual fund industry during FY25. From April 2025 to September 2025, total SIP contribution stood at Rs. 1,666.79 billion with average monthly SIP contribution at Rs. 277.8 billion.

Investments through systematic investment plans have become a popular form of investing in mutual funds as they offer customers the opportunity to invest smaller amounts over longer periods and help mitigate the risk of market timing. Popularity of equity funds, rising participation of investors, recent investor education initiatives, and apparent benefits of SIPs to households that traditionally did not invest in mutual funds indicate that growth in inflows from SIPs is expected to accelerate over the foreseeable future. This is expected to make SIPs an increasingly important component in overall AUM growth. Increase in retail AUM

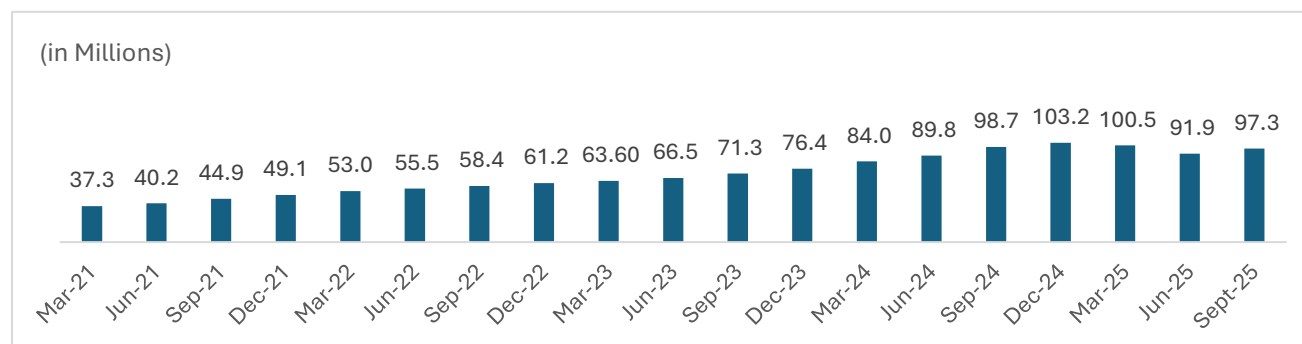
has been primarily on account of SIPs as they make it easier for retail investors to participate by allowing them to invest small, manageable sums regularly. This method not only draws in more retail investors but also boosts the overall retail contribution to SIP AUM, building a larger, more stable asset base over time. Further, SIP AUM is expected to grow at a CAGR of 25-27% over FY25 to FY30.

SIP AUM stood at Rs. 15.5 trillion as on September 2025



Note: Equity includes Equity and Equity-oriented schemes basis QAAUM. Source: AMFI, CRISIL Intelligence

Total number of outstanding SIP accounts



Source: AMFI, CRISIL Intelligence

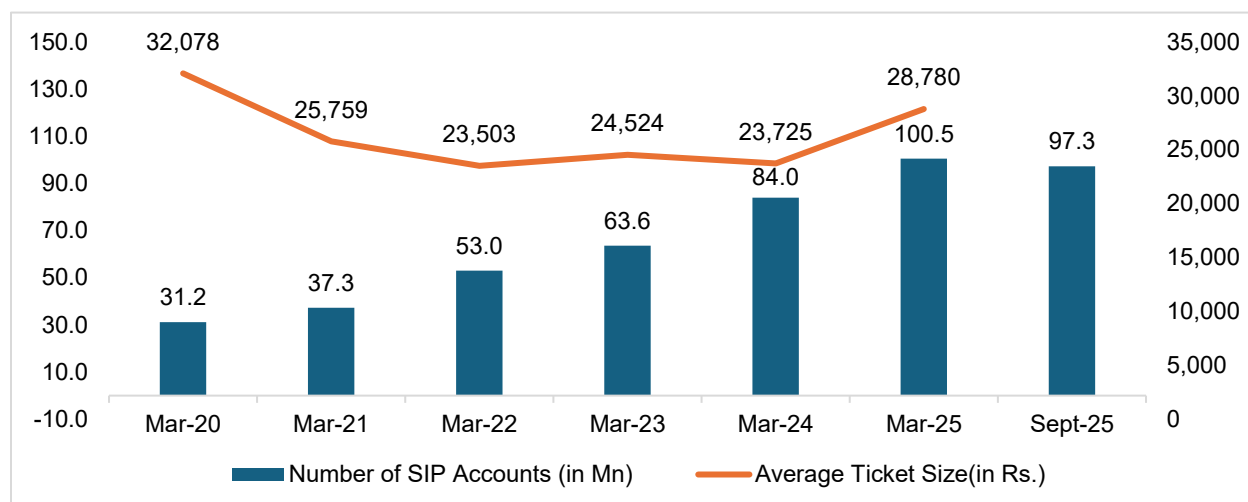
Monthly SIP Contributions

in Rs. Billions	FY 2019-20	FY 2020-21	FY 2021-22	FY 2022-23	FY2023-24	FY2024-25	H1FY26
Total during FY	1,000.8	960.8	1,245.7	1,559.7	1,992.2	2,893.5	1,666.8
March	86.4	91.8	123.3	142.8	192.7	259.3	
February	85.1	75.3	114.4	136.9	191.9	260.0	
January	85.3	80.2	115.2	138.6	188.4	264.0	
December	85.2	84.2	113.1	135.7	176.1	264.6	
November	82.7	73.0	110.1	133.1	170.7	253.2	
October	82.5	78.0	105.2	130.4	169.3	253.2	
September	82.6	77.9	103.5	129.8	160.4	245.1	293.6
August	82.3	77.9	99.2	126.9	158.1	235.5	282.7

July	83.2	78.3	96.1	121.4	152.5	233.3	284.6
Jun	81.2	79.2	91.6	122.8	147.3	212.6	272.7
May	81.8	81.2	88.2	122.9	147.5	209.0	266.9
April	82.4	83.8	86.0	118.6	137.3	203.7	266.3

Source: AMFI, CRISIL Intelligence

SIP average ticket size



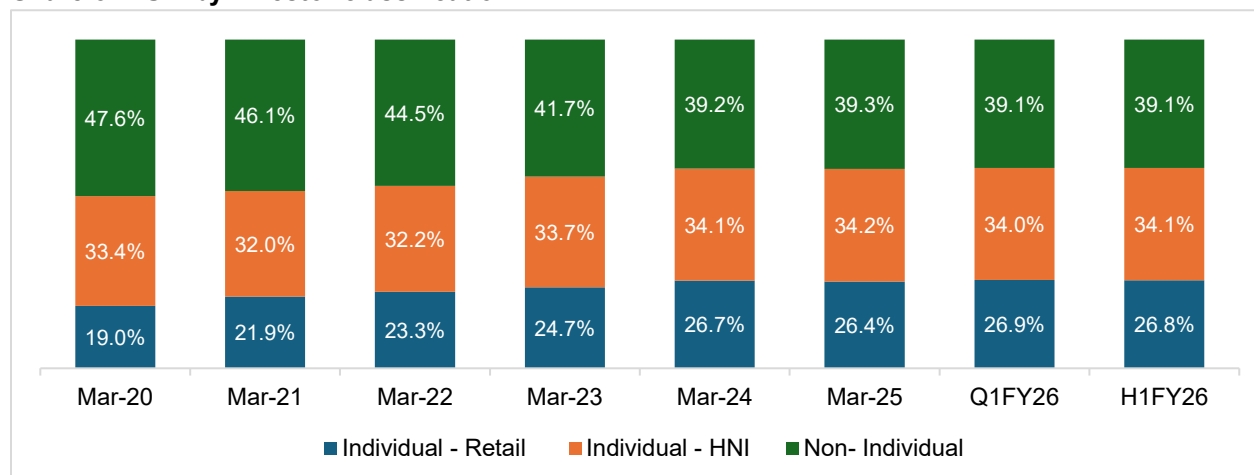
Note: Average Ticket Size calculated as Annual SIP contribution divided by Total number of outstanding SIP Accounts as on March of that Fiscal year. Source: AMFI, CRISIL Intelligence

Investor Profile of the industry

Individuals outpace institutional investors in terms of MAAUM

Traditionally, the majority of the industry's assets were controlled by institutional investors, primarily comprising corporates. However, there has been a notable shift in recent years, with the share of institutional investors declining from 47.6% in March 2020 to approximately 39.3% in March 2025 and 39.1% in June and September 2025. Individual investors (retail and HNI investors) accounted for 60.7% of total mutual fund industry AUM (including Fund of Funds Domestic) as on March 31, 2025, and 60.9% as of September 2025. The mutual fund industry has experienced a significant increase in participation from individual households in recent years, driven by factors such as growing financial awareness, improved financial inclusion, enhanced access to banking channels, and the increased adoption of technology by non-bank distributors. Individual customers tend to favor equity-oriented schemes, which generally attract higher investment management fees in comparison to non-equity-oriented schemes. Individual Investors generally tend to have longer holding periods, contributing to a more stable asset base.

Share of AUM by investor classification



Notes: Total may not add up to 100% due to rounding off, Based on monthly average AUM (MAAUM) including Fund of Funds Scheme (Domestic), Non – individual investors include corporates, banks/FIs, and FII/FPIs; Source: AMFI, CRISIL Intelligence

In Rs. billions	Mar-20	Mar-21	Mar-22	Mar-23	Mar-24	Mar-25	Q1FY26	H1FY26
Individual - Retail	4,724	7,092	8,885	10,038	14,875	17,887	20,433	21,217
Individual - HNI	8,288	10,394	12,301	13,685	19,011	23,168	25,819	27,042
Total Individual	13,013	17,486	21,186	23,723	33,886	41,055	46,252	48,258
Non- Individual	11,820	14,951	16,987	16,942	21,878	26,599	29,685	30,952

Notes: Based on monthly average AUM (MAAUM) including Fund of Funds Scheme (Domestic), Non – individual investors include corporates, banks/FIs, and FII/FPIs; Source: AMFI, CRISIL Intelligence

Share of AUM by schemes and investor classification

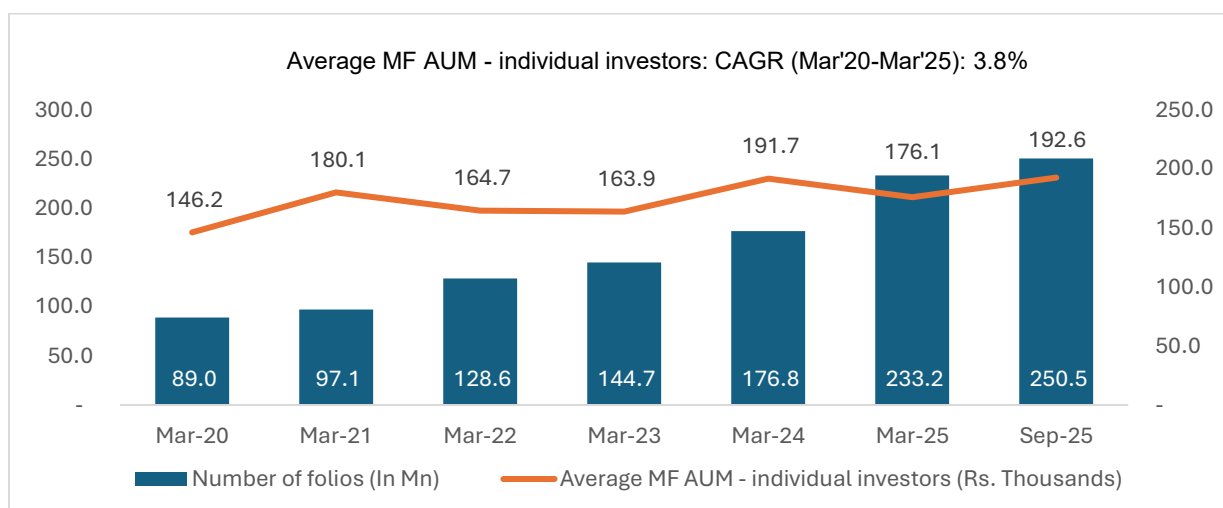
		AUM (in Rs. billions)								% share							
		FY 20	FY 21	FY 22	FY 23	FY 24	FY 25	Q1 FY 26	H1 FY 26	FY 20	FY 21	FY 22	FY 23	FY 24	FY 25	Q1 FY 26	H1 FY 26
Growth / Equity Oriented Schemes	Individual	7,216	10,580	14,209	16,191	25,090	31,269	35,739	37,279	85.8%	87.4%	87.4%	88.6%	87.8%	87.3%	87.3%	86.9%
	Institutional	1,195	1,522	2,045	2,091	3,493	4,569	5,217	5,629	14.2%	12.6%	12.6%	11.4%	12.2%	12.7%	12.7%	13.1%
	Total	8,412	12,102	16,254	18,283	28,583	35,838	40,955	42,908	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Income / Debt Oriented Schemes	Individual	4,261	4,900	4,111	4,315	4,491	4,603	4,786	4,807	32.2%	31.8%	27.6%	30.5%	27.9%	24.4%	23.4%	23.0%
	Institutional	8,963	10,521	10,773	9,852	11,614	14,244	15,691	16,112	67.8%	68.2%	72.4%	69.5%	72.1%	75.6%	76.6%	77.0%
	Total	13,224	15,421	14,884	14,167	16,105	18,847	20,477	20,919	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Balanced Schemes	Individual	1,301	1,511	2,031	2,204	2,982	3,356	3,673	3,796	92.7%	93.8%	93.1%	93.1%	92.8%	92.1%	92.0%	91.6%
	Institutional	102	100	151	163	292	289	320	346	7.3%	6.2%	6.9%	6.9%	7.2%	7.9%	8.0%	8.4%

	Total	1,403	1,611	2,183	2,367	3,214	3,645	3,993	4,142	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Exchange Traded Fund	Individual	104	183	275	373	537	867	958	1,054	6.3%	6.3%	6.6%	7.4%	7.8%	10.7%	10.5%	11.1%
	Institutional	1,540	2,741	3,889	4,638	6,315	7,243	8,129	8,424	93.7%	93.7%	93.4%	92.6%	92.2%	89.3%	89.5%	88.9%
	Total	1,643	2,924	4,164	5,011	6,852	8,110	9,087	9,477	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Fund of Funds Investing Overseas	Individual	22	95	183	181	207	213	229	271	82.3%	83.8%	83.7%	83.0%	81.6%	81.0%	81.7%	81.9%
	Institutional	5	18	36	37	47	50	51	60	17.7%	16.2%	16.3%	17.0%	18.4%	19.0%	18.3%	18.1%
	Total	27	113	218	219	253	263	280	331	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Fund of Funds Scheme(Domestic)	Individual	109	216	377	458	580	748	868	1,051	88.2%	81.7%	80.0%	74.1%	76.6%	78.5%	75.7%	73.4%
	Institutional	15	49	94	160	177	204	278	382	11.8%	18.3%	20.0%	25.9%	23.4%	21.5%	24.3%	26.6%
	Total	124	265	471	618	757	952	1,146	1,432	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	Grand Total	24,833	32,437	38,174	40,665	55,764	67,654	75,938	79,210	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes: Based on monthly average AUM (MAAUM), Non – individual investors include corporates, banks/FIs, and FII/FPIs, Individual Investors include retail and HNI investors; Growth/ Equity oriented schemes also include Arbitrage and Index funds.

Source: AMFI, CRISIL Intelligence

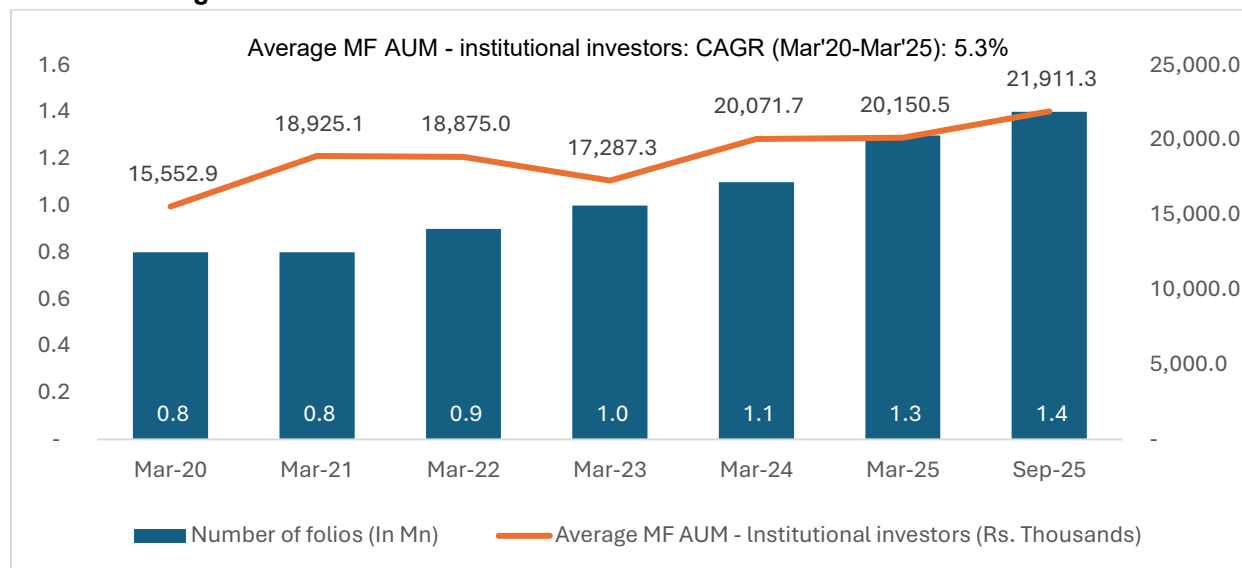
Trend in average MF AUM – individual investors



Note: Based on monthly average AUM (MAAUM) including Fund of Funds Scheme (Domestic), Average MF AUM – individual investors is calculated as outstanding AUM divided by number of folios

Source: AMFI, CRISIL Intelligence

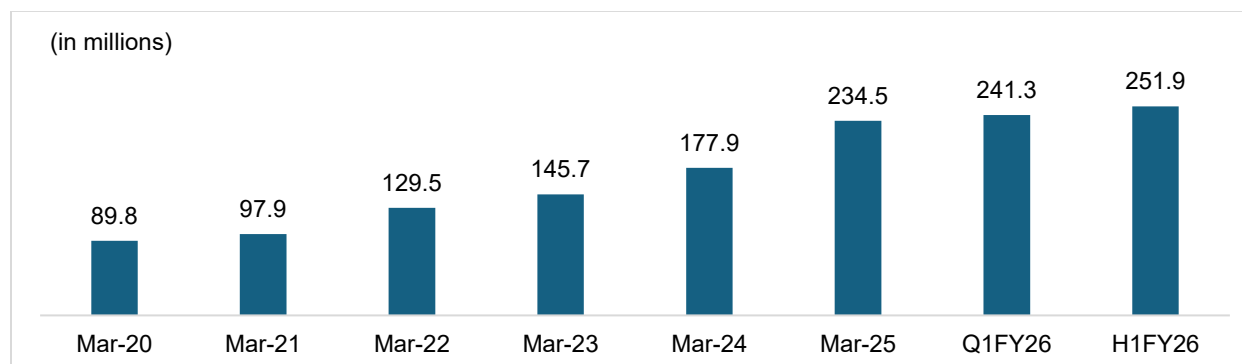
Trend in average MF AUM - institutional investors



Note: Based on monthly average AUM (MAAUM) including Fund of Funds Scheme (Domestic), Average MF AUM – institutional investors is calculated as outstanding AUM divided by number of folios

Source: AMFI, CRISIL Intelligence

Total Mutual Fund Folios increased in H1 Fiscal 2026



Source: AMFI, CRISIL Intelligence

In terms of debt AUM, institutional investors emerged as the leaders having total share of 75.6% as on 31st March 2025 and increased to 77.0% as of September 2025. The share of individual investors in debt mutual funds AUM has decreased from 32.2% as of March 2020 to 24.4% as on 31st March 2025 and further declined to 23% as of September 2025.

Institutional investors also had the highest share in Exchange Traded Funds AUM with 89.3% of holding, as on 31st March 2025 and 88.9% as of September 2025.

T30-B30 analysis of mutual fund monthly average AUM

As on March 2025, the monthly average AUMs in the top 30 (T30) cities stood at Rs 54.5 trillion compared with Rs 12.2 trillion for beyond the top 30 (B30) cities as per AMFI data. As on June 2025, the monthly

average AUMs in the top 30 (T30) cities stood at Rs 61.0 trillion compared with Rs 13.8 trillion for beyond the top 30 (B30) cities as per AMFI data. T30 cities represent urban locations with higher income and greater mutual fund investment awareness, thereby having higher AUM. B30 includes other cities except those included in T30. SEBI has reclassified top 15 (T15) and beyond the top 15 (B15) as T30 and B30, respectively in April 2018, to encompass a wider set of cities that have lower penetration after seeing the share of B15 cities improve regularly in previous years.

According to Crisil Intelligence, the share of B30 AUM as a proportion of aggregate industry AUM increased to 18% in March 2025 and further 19% in September 2025 from 15% in March 2019, illustrating the rising importance of higher-growth B30 cities. Getting customers from B-30 geographies is advantageous for asset management companies as it helps them get access to a wider range of potential customers, develop an equity focused AUM and manage cost ratios.

T-30 vs. B-30 MAAUM

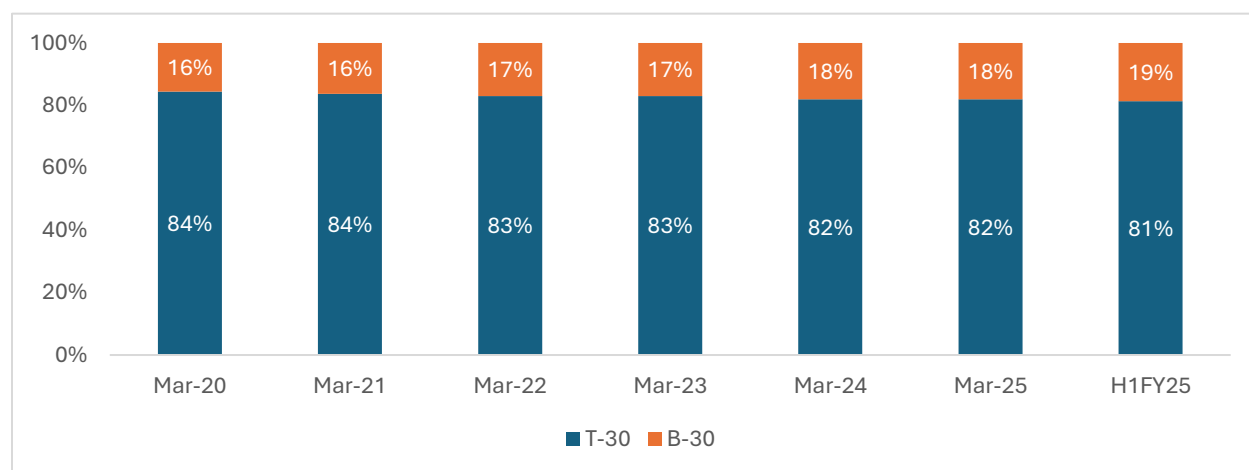
In Rs. Bn	Mar-19	Mar-20	Mar-21	Mar-22	Mar-23	Mar-24	Mar-25	Q1FY26	H1FY26	CAGR (FY19-FY25)
T-30	20,785	20,859	26,937	31,459	33,207	45,180	54,534	60,994	63,278	17%
B-30	3,796	3,850	5,235	6,244	6,839	9,827	12,168	13,797	14,500	21%

Note:

(1) Based on monthly average AUM (MAAUM), Figures excluding Fund of Funds Scheme(Domestic).

Source: AMFI, CRISIL Intelligence

Composition trends of overall T30 and B30 MAAUMs

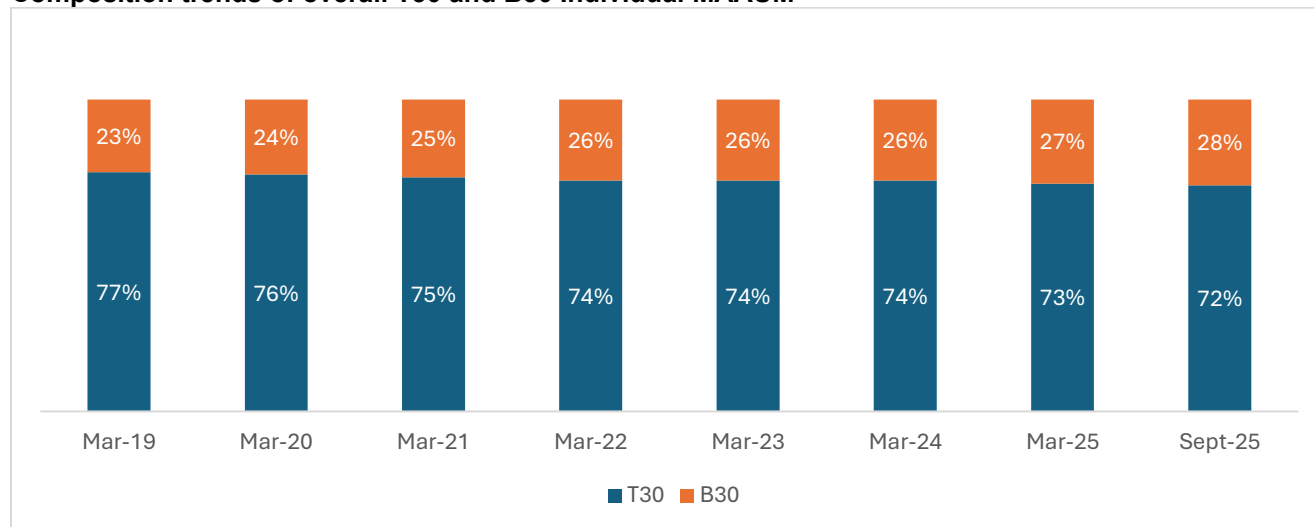


Note: Based on monthly average AUM (MAAUM), Figures excluding Fund of Funds Scheme(Domestic).

Source: AMFI, CRISIL Intelligence

Individual investors, including retail and high net worth individuals from B30 cities contributed 27% to the individual mutual fund AUM as on March 2025. Individuals from B30 cities contributed 28% to the individual mutual fund AUM as of September 2025.

Composition trends of overall T30 and B30 Individual MAAUM



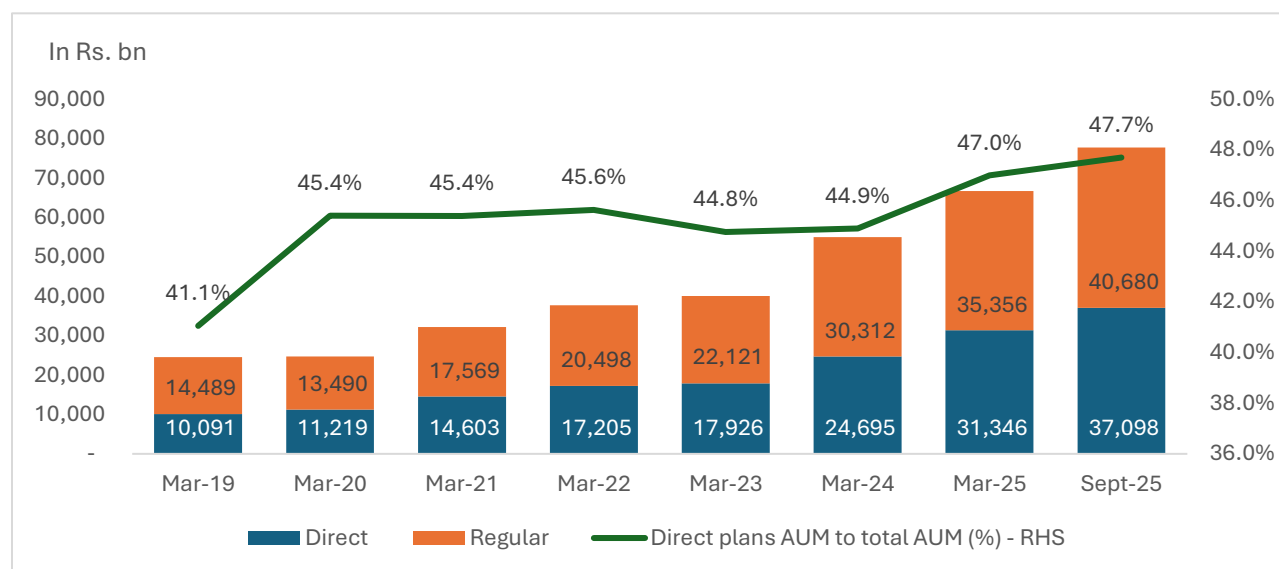
Note: Based on monthly average AUM (MAAUM) including Fund of Funds Scheme(Domestic)
Source: AMFI, CRISIL Intelligence

Distribution channels

Increasing share of direct sales in Mutual Funds

In September 2012, SEBI mandated mutual fund houses to offer products through the direct route alongside distributors. Direct mutual fund schemes have a lower commission ratio compared to regular schemes as they do not involve any intermediary. Asset managers launched a slew of direct plan offerings within the existing schemes from January 2013. Consequently, the share of direct plans in overall Mutual Fund AUM has increased. As on March 2025, Average AUM under direct plans represented 47.0% (excluding Fund of Funds Scheme, Domestic) of aggregate industry AUM, up from 41.1% share as on March 2019. As of September 2025, Average AUM under direct plans represent 47.7% of aggregate industry AUM. While the direct plans' share in total MF AUM has been increasing, regular plans are expected to maintain dominance owing to new investors gaining awareness about MFs and increased participation from B30 cities. Though the mix of direct channels has increased in both Retail and Institutional segments, increase in retail participation has led to the blended direct channel mix being bound.

Direct plans gain traction; Regular plans continue to dominate mutual fund MAAUM



Note: Based on monthly average AUM (MAAUM) excluding Fund of Funds Scheme(Domestic)

Source: AMFI, CRISIL Intelligence

Going forward, we expect further growth in direct plan AUMs with increasing investor awareness and integration of user interfaces through digital channels.

Rise in share of direct plans is across both individual and institutional investors

The rise in share of direct plans is attributed to various campaigns and investor education initiatives undertaken by the mutual fund industry, which has caused a shift towards direct plans. However, given the trend in the industry such as increasing presence of first-time investors, popularity of MFs beyond larger cities, low awareness of nuances of financial products amongst a large section of investors and need for guidance from a trusted intermediary in the wake of increasing market volatility, CRISIL Intelligence believes regular plans will continue to constitute a majority share in the overall individual mutual fund AUM.

(Rs billion)	Mar'20				Mar'25			
	Regular plans	Direct plans	Total	Mix of Direct plan in total MF AUM	Regular plans	Direct plans	Total	Mix of Direct plan in total MF AUM
Individual investors	10,520	2,493	13,013	19.2%	29,763	11,292	41,055	27.5%
Institutional investors	3,075	8,745	11,820	74.0%	6,150	20,449	26,599	76.9%
Total	13,595	11,238	24,833	45.4%	35,912	31,741	67,654	46.9%

Note: Based on monthly average AUM (MAAUM) including Fund of Funds Scheme(Domestic)

Source: AMFI, CRISIL Intelligence

(Rs billion)	Sept'25
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	Regular plans	Direct plans	Total	Mix of Direct plan in total MF AUM
Individual investors	34,556	13,702	48,258	28.4%
Institutional investors	6,908	24,043	30,952	77.7%
Total	41,465	37,745	79,210	47.7%

Note: Based on monthly average AUM (MAAUM) including Fund of Funds Scheme (Domestic)
Source: AMFI, CRISIL Intelligence

Evolving landscape of Mutual Funds:

Use of technology by asset management companies: The integration of technology has reduced processing times, streamlining tasks that once required days, weeks, or multiple in-person visits into mere seconds, accessible through a smartphone. As a result, technology has become a key driver of growth in industry, bringing about a positive disruption that is propelling mutual funds towards substantial expansion and development.

Digital platforms have made it easier for investors to access information and make informed decisions in real-time, while robo-advisors provide personalized investment guidance with ease. Additionally, artificial intelligence (AI) is transforming the fund management landscape by leveraging advanced data analysis and automation. By empowering investors with the knowledge and skills needed to thrive in this new environment, the industry can unlock the full potential of technology and foster a more informed and confident investor base.

Mutual Fund Industry sees growth in smaller cities: India's mutual fund industry is witnessing a notable shift, with smaller cities, referred to as Beyond 30 (B-30) cities, emerging as significant growth drivers, alongside the established Top 30 (T-30) cities. Historically, T-30 cities have accounted for approximately 75-80% of the total assets under management (AUM), owing to their mature financial markets and higher financial literacy.

However, B-30 cities, which are mid-sized and have limited financial infrastructure, are rapidly catching up. Furthermore, assets from B30 locations witnessed a 21% CAGR, rising from Rs. 3.80 trillion in March 2019 to Rs. 12.17 trillion in March 2025 and further rose to 14.50 trillion in September 2025. This surge can be attributed to increasing financial awareness and enhanced distribution channels in these smaller cities, which are now making a significant contribution to the mutual fund sector. Overall, the growth of mutual fund contributions from small cities in India is a positive trend, driven by increasing financial literacy, digitalization, and government initiatives.

Use of Artificial Intelligence and Data Analytics: Tailored guidance is a key driver of client satisfaction in the financial sector, and mutual funds are now able to offer bespoke investment solutions with the advancements in data analytics and artificial intelligence. AI and Data Analytics are used by mutual funds to help make improved investment decisions for its clients by analyzing large datasets and also offering personalized investment advice.

Passive Investing's Growth: Passive funds continued to see growth in assets; the segment continued to benefit from institutional investment flows into exchange traded funds (ETFs) from investors such as provident funds. Over the next few years, index funds and ETFs likely play a major role in passive investing. These funds are easy to invest, and hence consistently attract investors with their steady returns. By 2030, passive investing is expected to emerge as a leading trend, driven by the growing popularity of exchange-traded funds (ETFs) and index funds, which will likely prompt an increase in its share in total MF AUM.

Sustainability and ESG Investing: The mutual fund industry is poised to benefit from the growing trend of environmental, social, and governance (ESG) investing, as Indian investors increasingly seek to align their investments with their personal values and contribute to a more sustainable future. With the rising awareness of social and environmental issues, ESG funds that prioritize sustainability, ethics, and social responsibility are gaining traction, presenting a significant opportunity for the industry to expand its offerings and cater to this emerging demand. By introducing more ESG-focused products, mutual fund companies can tap into this trend, attract socially conscious investors, and capitalize on the growing interest in responsible investing.

Key growth drivers & enablers for mutual fund industry

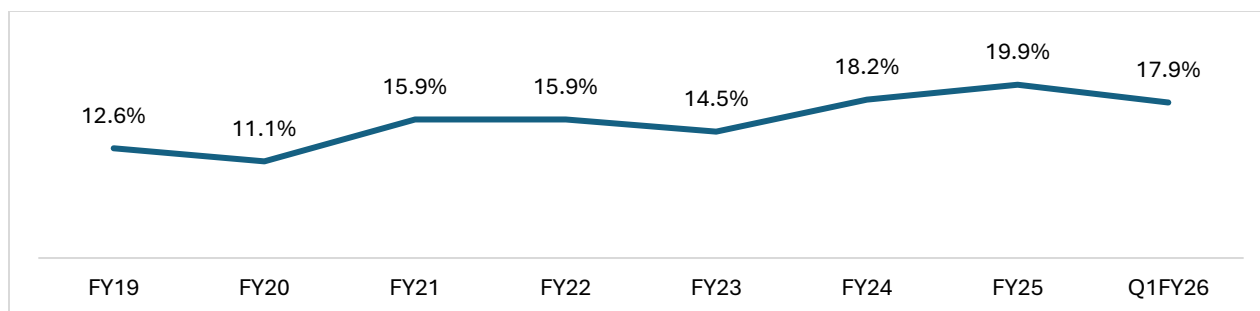
1. Robust Economic Growth

India is expected to remain one of the fastest-growing economies in the world despite challenges posed by global geopolitical instability. In March 2025, the National Statistical Office (NSO), in its second advance estimate of national income, projects the country's real gross domestic product (GDP) to expand 6.5% in Fiscal 2025. The Indian economy was among the fastest-growing even before the Covid-19 pandemic. In the years leading up to the global health crisis, which disrupted economic activities, the country's economic indicators improved gradually owing to strong local consumption and lower reliance on global demand.

2. Under penetration of Mutual funds in India

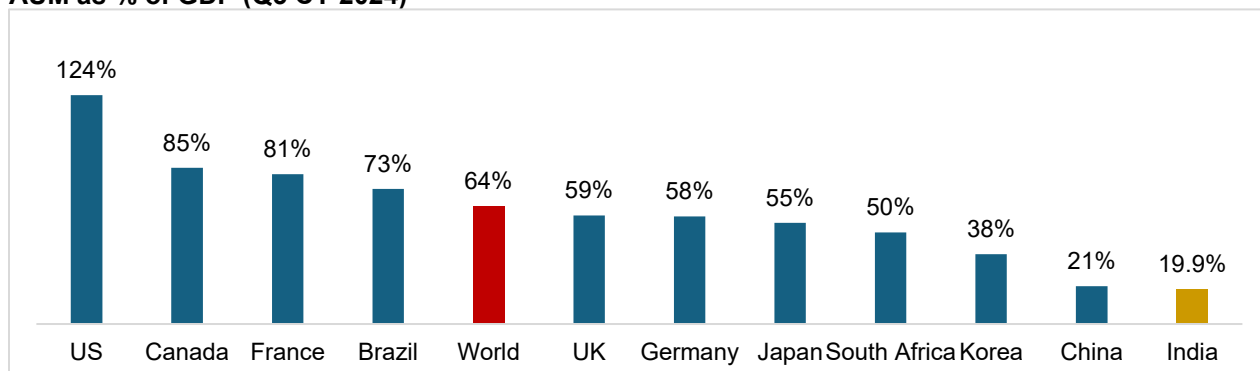
Although mutual fund AUM as a percentage of GDP has grown from 12.6% in fiscal 2019 to 19.9% in fiscal 2025 and moderated to 17.9% in Q1FY26, penetration levels remain well below those in other developed and fast-growing peers.

India's Mutual Fund AUM-to GDP ratio picked up to 19.9% in fiscal 2025 and moderated to 17.9% in Q1FY26



Note: latest month-end net AUM for relevant fiscal year or period, and nominal GDP at current prices have been considered
 Source: AMFI, CRISIL Intelligence

AUM as % of GDP (Q3 CY 2024)

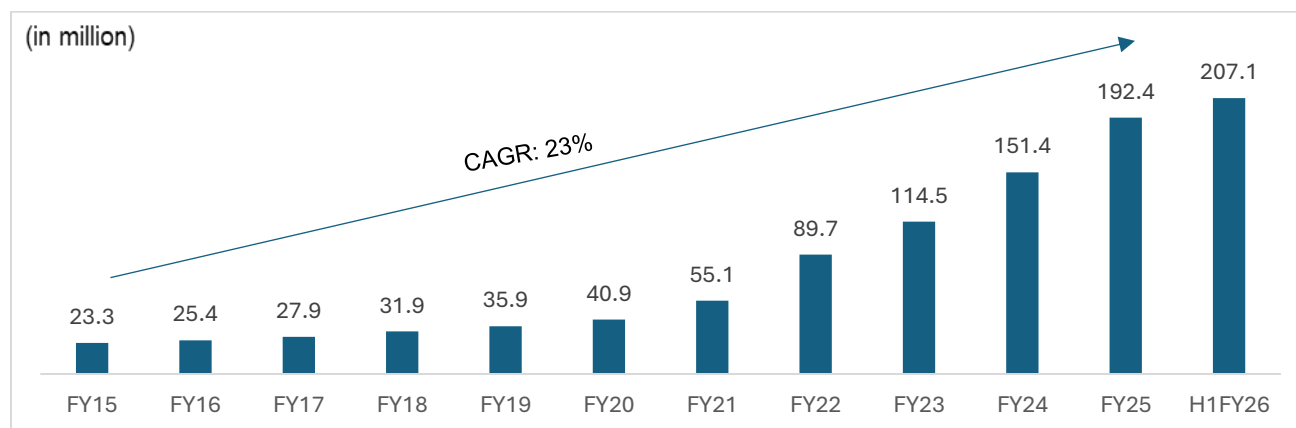


Note: AUM data as on September 2024 for all countries; only open-ended funds have been considered. Includes, equity, debt and others, GDP taken from IMF (Gross Domestic Product at current prices). Penetration calculated as Mutual Fund AUM divided by GDP. For India the value is calculated as Mutual Fund AUM to GDP (at current prices).
 Source: IMF, IIFA, RBI, AMFI, CRISIL Intelligence

Increasing awareness about capital markets and growing market penetration among the population to aid Industry Growth

Indian capital market's penetration is low at ~13% with 192.4 million demat accounts as on March 2025. The total demat accounts increased from 23.3 million in March 2015 to 192.4 million in March 2025, growing at 23% CAGR during the period. As of H1 Fiscal 2026, total demat accounts stood at 207.1 million. The demat growth suggests the increasing awareness and willingness of the people to participate in capital markets for either trading or with long-term outlook. The young population of India is keen to learn the art of investing in the capital markets and has access to digital content for the same. This rising awareness and ease of investing is encouraging more individuals to participate in the capital markets. CRISIL Intelligence expects this trend is likely to continue, as more individuals open demat accounts and thus expand their financial savings.

Growth in demat accounts since fiscal 2015

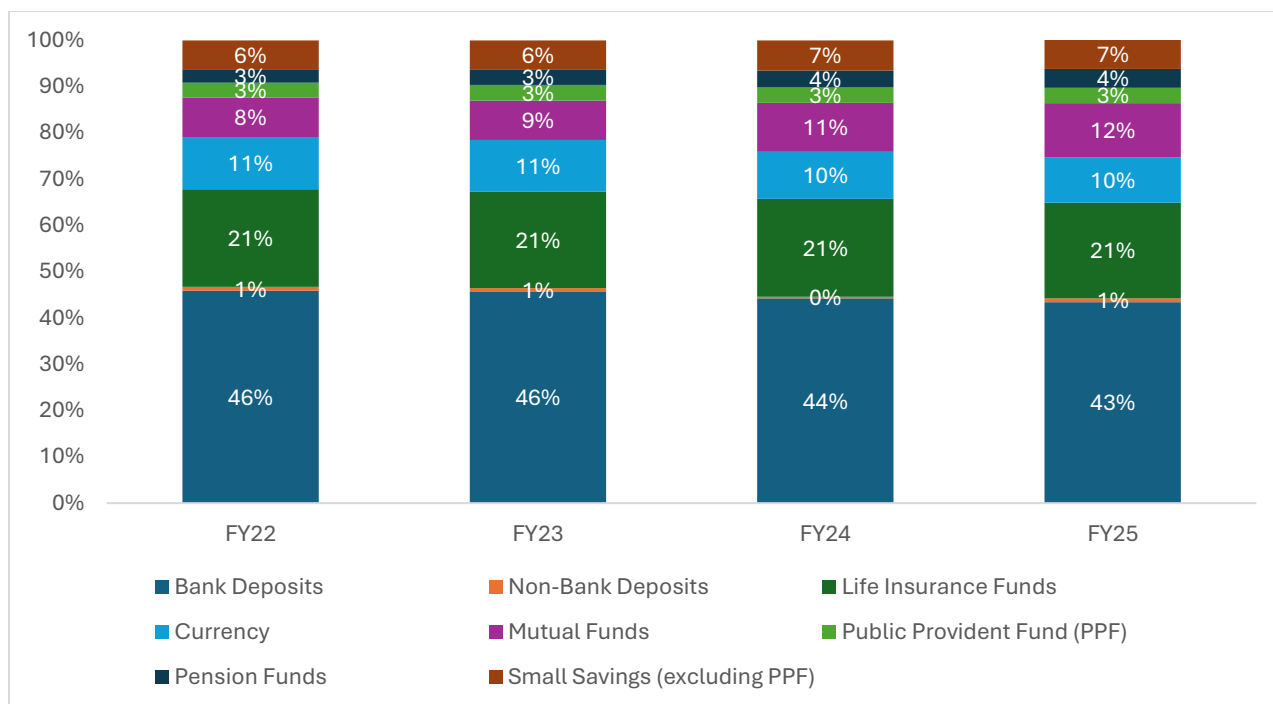


Source: CDSL, NSDL, Crisil Intelligence

3. Financialization of savings

As the Indian economy is growing, per capita income and disposable income of the country is also expected to rise. The increase in disposable income can fuel growth in various investment assets such as mutual funds. The increase in the number of ITR filings also indicates the growth of the mutual fund industry. ITR filings require individuals to plan their taxes, which can lead to an increased awareness of tax-saving investments, such as ELSS (Equity-Linked Savings Scheme) mutual funds. Schemes such as ELSS have tax saving options, providing its holders with the dual benefit of tax saving and wealth building. As the level of financial literacy among investors increases, they are more likely to invest in safer asset classes such as mutual funds. Mutual funds have also started to invest in stocks listed outside the country thus helping individuals diversify their investments. Mutual Fund regulations enforced by SEBI encourage transparency, investor protection and wider participation in the industry, helping build trust and stability in the market.

Share of mutual fund rises from 8% in Fiscal 2022 to 12% in Fiscal 2025 in stocks of Financial Assets of Household



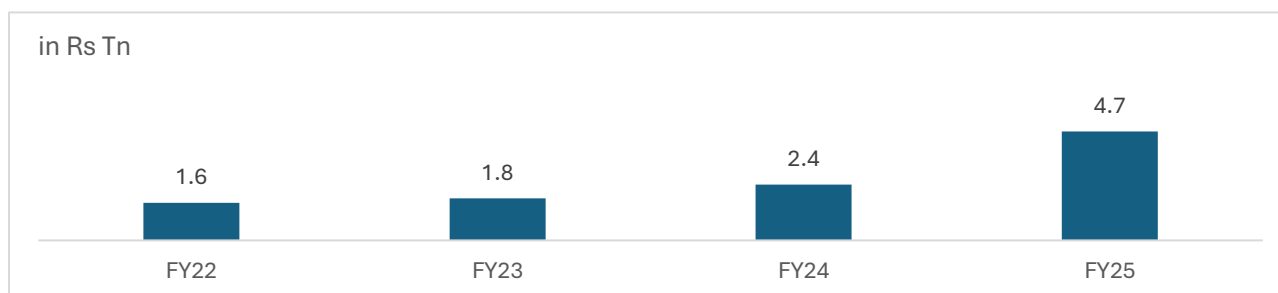
Source: RBI, Crisil Intelligence

Annual inflows of household savings into financial assets

Flow of Household Financial Assets (in Rs trillion)	FY22	FY23	FY24	FY25	CAGR (FY22-25)
Deposit (bank and non-bank)	8.4	11.1	13.8	12.5	14.5%
Life insurance funds	4.9	5.5	6.5	5.3	3.2%
Provident and pension funds (including PPF)	5.5	6.2	7.2	7.9	12.8%
Currency	2.7	2.4	1.2	2.1	-8.1%
Mutual funds	1.6	1.8	2.4	4.7	42.6%
Equities	0.5	0.2	0.3	0.7	14.8%
Small savings (excluding PPF)	2.4	2.0	3.1	2.3	-1.2%
Total household financial assets	26.1	29.3	34.7	35.6	10.9%

Source: RBI, Crisil Intelligence

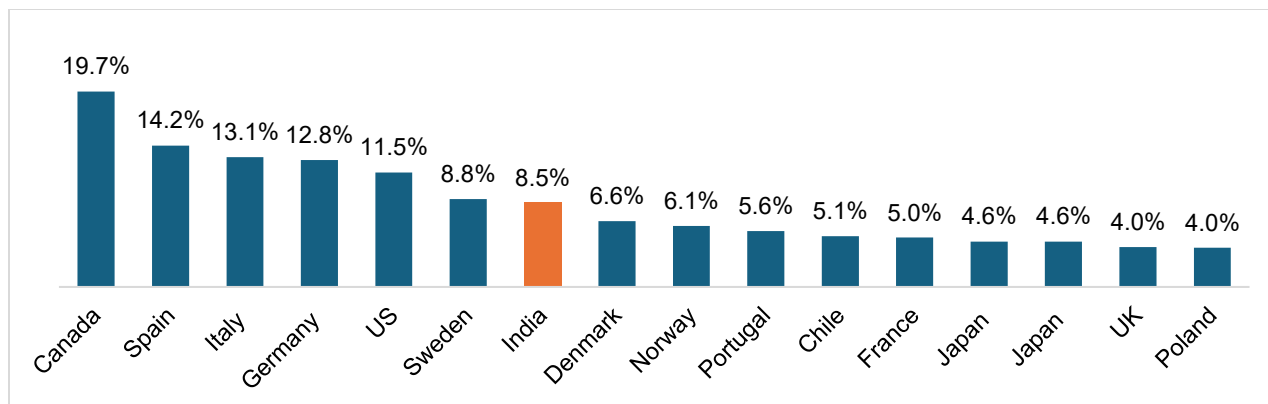
Inflow of financial savings into Mutual Funds in fiscal 2025 increased by 95% from fiscal 2024



Note: Above dates represent annual data of financial assets

Source: RBI, CRISIL Intelligence

Mutual Fund shares as % of total household financial assets by countries (CY2022)

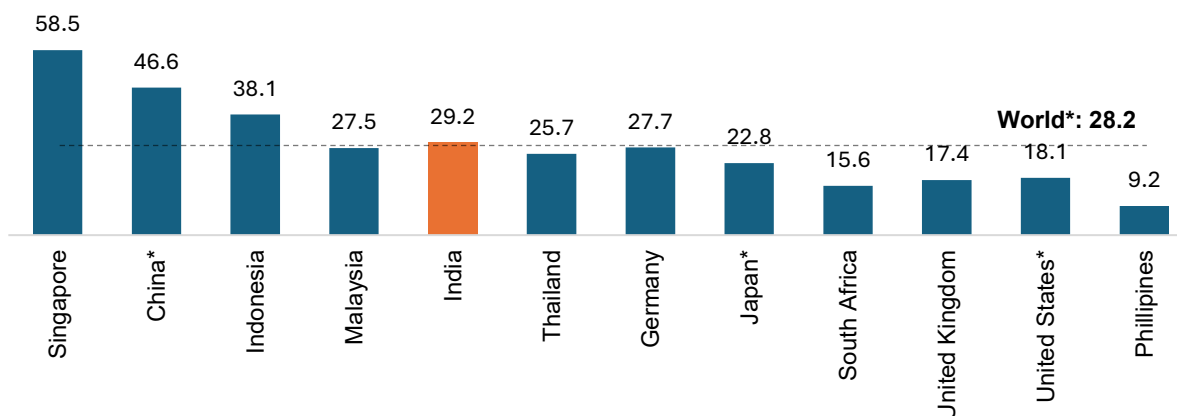


Source: OECD, RBI, Crisil Intelligence

Household savings expected to increase

India's gross domestic savings as a percentage of GDP rose to 29.2% in 2023 from 28.4% in 2022, highlighting the economy's recovery and improved income levels. Compared with most of the emerging market peers, India had a favourable gross domestic savings rate, which was greater than the global average (28.2% in 2022).

India's gross domestic savings rate is higher than the global average (2023)

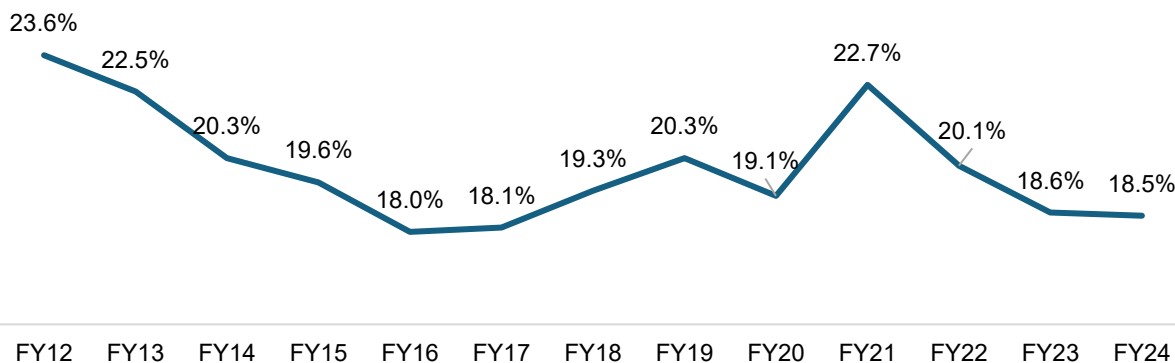


Note: The savings rate is in %. * Data as on 2022

Source: World Bank, Crisil Intelligence

During the pandemic, household savings as a percentage of GDP increased from 19.1% in fiscal 2020 to 22.7% in fiscal 2021. However, household savings moderated to 18.5% in fiscal 2024, due to households borrowing at a faster pace than they were saving since the pandemic. This was driven by a significant retail credit push by lenders, increased willingness among individuals (particularly the younger demographic) to borrow, and enhanced access to lenders facilitated by technological advancement. Crisil Intelligence expects India to remain a high-savings economy owing to a higher gross domestic savings rate than the global average.

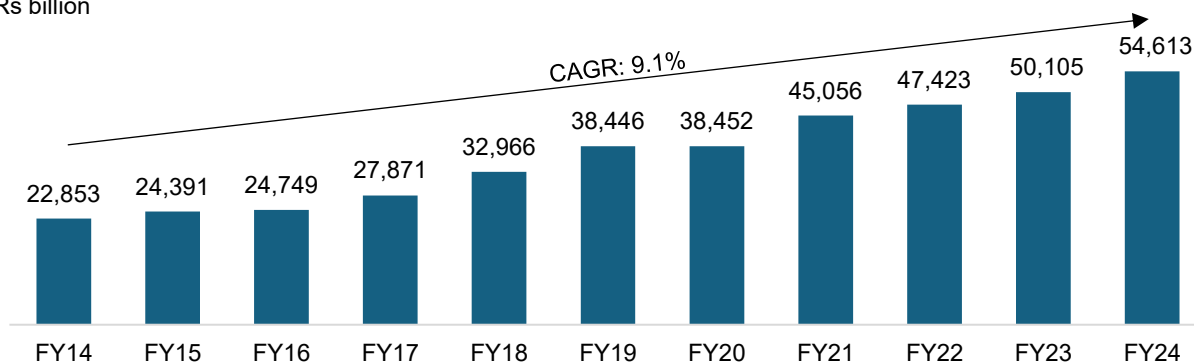
Household savings as a percentage of GDP moderated in fiscals 2023 and 2024



Source: MoSPI, NSO, Crisil Intelligence

Household savings growth

Rs billion



Source: MoSPI, Crisil Intelligence

Gross domestic savings trend

Parameters (Rs billion)	Mar-2014	Mar-2015	Mar-2016	Mar-2017	Mar-2018	Mar-2019	Mar-2020	Mar-2021	Mar-2022	Mar-2023	Mar-2024
Gross Domestic Savings (GDS)	36,082	40,200	42,823	48,251	54,807	60,004	59,411	57,869	73,631	82,440	92,592
Household sector savings (net financial savings, and savings in physical assets and in the form of gold and silver ornaments)	22,853	24,391	24,749	27,871	32,966	38,446	38,452	45,056	47,423	50,105	54,613
Household sector savings as a proportion of GDS (%)	63%	61%	58%	58%	60%	64%	65%	78%	64%	61%	59%

Parameters (Rs billion)	Mar-2014	Mar-2015	Mar-2016	Mar-2017	Mar-2018	Mar-2019	Mar-2020	Mar-2021	Mar-2022	Mar-2023	Mar-2024
Gross financial savings	11,908	12,572	14,962	16,147	20,564	22,637	23,246	30,670	26,120	29,276	34,306
Net financial savings (% of household sector savings)	36%	36%	45%	41%	40%	39%	40%	52%	36%	27%	28%
Savings in physical assets (% of household sector savings)	62%	62%	53%	57%	59%	60%	59%	47%	63%	72%	70%
Savings in the form of gold and silver ornaments (% of household sector savings)	2%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%

Note: Data is for financial year ended March 31. Net financial savings are financial savings after excluding financial liabilities.

Physical assets are those held in physical form, excluding gold and silver ornaments

Source: MoSPI, National Accounts Statistics, Crisil Intelligence

Unlike most other countries, where financial savings dominate, physical assets constitute the majority of household savings in India. In fiscal 2014, household savings in physical assets stood at 64%. The share decreased to 48% in fiscal 2021 due to pandemic-induced nationwide lockdowns and slowdown in construction of houses. With the lifting of lockdowns post-pandemic, it surged to 64% in fiscal 2022 and 72% in fiscal 2024 owing to an increase in construction of houses.

Crisil Intelligence expects the share of financial assets in net household savings to increase over the next five years, as elevated inflation after the pandemic could have further goaded investors to move to higher-yielding instruments in real terms. Interestingly, households are also opting to hold more cash after enduring the pandemic shock. Mutual fund investments by households have grown faster than in the recent past. Investments through systematic investment plans (SIPs), mostly opted by individuals, continued to rise in fiscal 2023. Among financial instruments, households are moving away from savings in deposits towards equities, mutual funds and small savings.

Rise in saving capacity of individuals

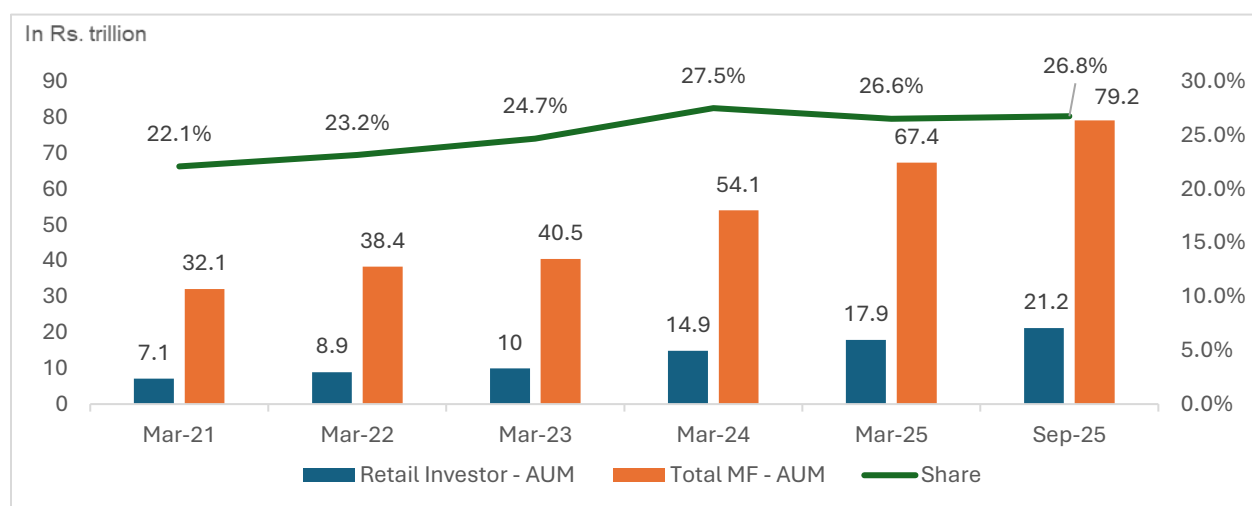
As per capita income of the country rises, so does the disposable income. The increase in disposable income can fuel growth in various investment assets such as mutual funds. The increase in number of ITR filings also indicates the positive growth of the mutual fund industry. ITR filings require individuals to plan their taxes, which can lead to an increased awareness of tax-saving investments, such as ELSS (Equity-Linked Savings Scheme) mutual funds. As the level of financial literacy among investors increases, they are more likely to invest in safer asset classes such as mutual funds.

4. Increasing participation of retail investors

Individual investors (i.e., excluding promoters and institutions) ownership in NSE listed companies has increased steadily over the years, reflecting growing confidence in Indian equity markets. Increasing share of mutual funds in the financial savings of households, driven by expectations of higher and stable returns, is a key factor that is expected to contribute to fund inflows, especially into passive and equity fund categories.

Total MF AUM of retail investors, including Fund of Funds Scheme (Domestic), stood at Rs. 21.2 trillion which stood at 26.8% of total MF AUM as on 30th September 2025. It was mainly driven by the interest of retail investors in equity oriented and gold ETF mutual fund schemes. Total MF AUM of retail investors in equity-oriented schemes (as per AMFI) amounted to Rs. 19.1 trillion and accounted for 45% of the total equity AUM at the end of September 2025.

Share of retail investors' AUM in total MF AUM of all investors has been rising since the last five years and reached 26.8% as of September 2025

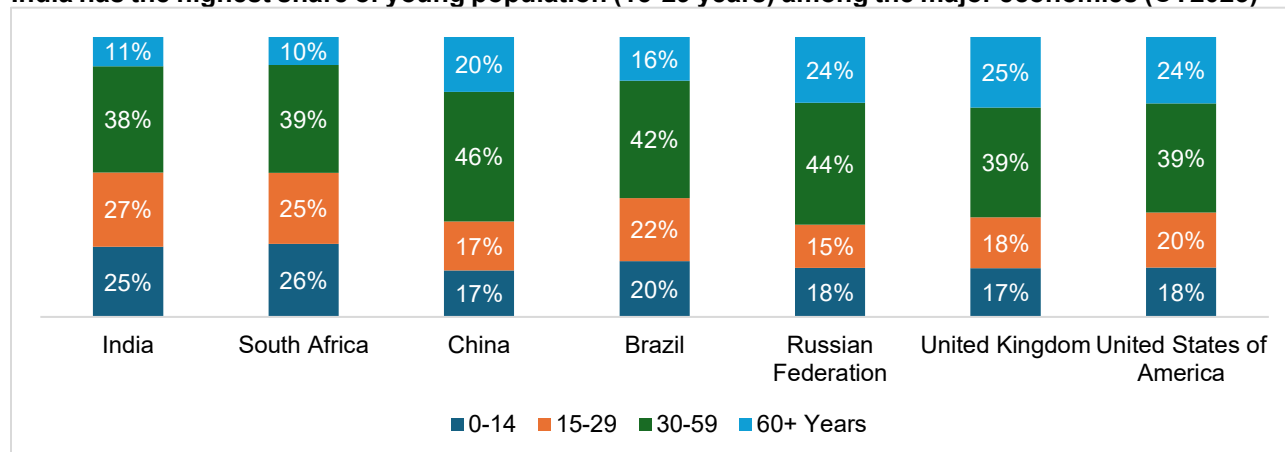


Source: AMFI, CRISIL Intelligence

5. Favorable Demographics

India stands as the nation with the largest population globally, comprising a substantial segment of 381.5 million individuals aged between 15 and 29 years. This demographic presents immense potential for various sectors, including the AMC industry, to tap into a significant market and address the evolving needs of this dynamic age group. As the young population in India increases, the investment needs of population within the country is also estimated to expand.

India has the highest share of young population (15-29 years) among the major economies (CY2023)



Note: Total may not add up to 100% due to rounding off. Source: World Urbanization Prospects: 2024

6. Increased awareness

The low mutual fund penetration in India is largely due to the lack of awareness. However, penetration is increasing owing to various regulatory initiatives towards investor education and awareness. SEBI has directed AMC's to annually set aside at least 2 basis points ("bps") of their daily net assets for spending on investor-education initiatives such as boosting awareness about capital market investment products. Such spending is expected to rise along with growing industry AUM, thereby helping deepen mutual fund penetration among new investors, particularly in B30 markets. Moreover, retirement has the potential to significantly improve penetration among households. EPFO's move to invest 15% of its fresh accretion into ETFs has boosted the industry, thereby illustrating how mutual funds can be promoted as a vehicle for retirement planning in India. The substantial proportion of the young population offers huge potential for retirement planning.

Campaigns like "Mutual Funds Sahi Hai" initiated by the Association of Mutual Funds in India (AMFI), have played a pivotal role in increasing awareness and participation in mutual funds across the country. The "Mutual Funds Sahi Hai" campaign was launched in March 2017 by AMFI to promote mutual funds as a reliable investment for retail investors and increase its awareness. The use of regional languages and localized messaging has helped the campaign resonate with audiences beyond urban centers. Social media plays a central role in the campaigns' virality.

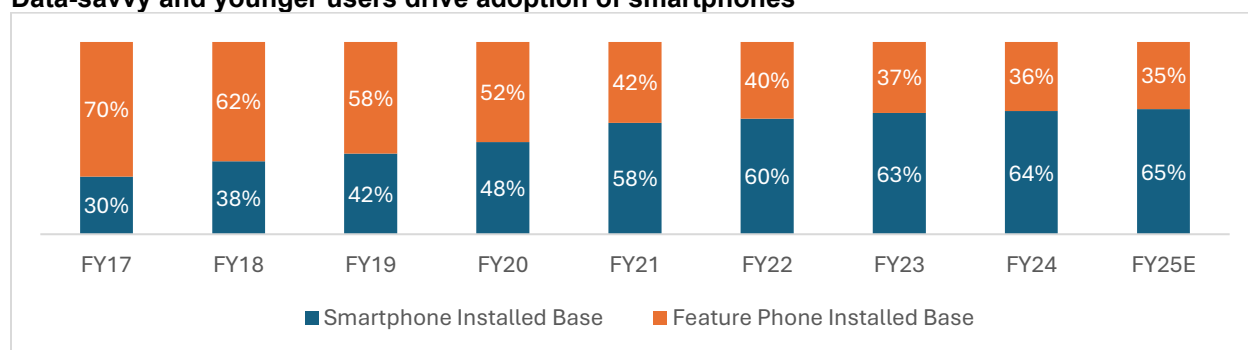
7. Easy accessibility via increased digitalization

Use of technology is widespread in India, considering its demographic structure where the median age is less than 30 years. The young population is tech savvy and at ease with using it to conduct the entire gamut of financial transactions. With increasing smartphone penetration and faster data speed, consumers are now encouraging Digitalization as they find it more convenient. Digitalization is expected to help improve efficiency and optimize costs. Players with better mobile and digital platforms are expected to draw more customers and emerge as winners in the long term.

Increasing use of technology is conducive for India, considering its demographic structure where the median age is less than 30 years. The young population is tech savvy and at ease with using it to conduct the entire gamut of financial transactions. With increasing smartphone penetration and faster data speed, consumers are now encouraging digitalization as they find it more convenient. Digitalization is expected to help improve efficiency and optimize costs. Players with better mobile and digital platforms are expected to draw more customers and emerge as winners in the long term.

Mobile penetration: Higher mobile penetration, improved connectivity, and faster and cheaper data speed, supported by Aadhaar and bank account penetration, have led India to shift from being a cash-dominated economy to a digital one.

Data-savvy and younger users drive adoption of smartphones



Note: E - Estimated,
Source: CRISIL Intelligence

Riding the digital wave – growth of new age fin-tech brokers and increasing mobile penetration to drive retail participation

The emergence of new age fin-tech brokers started gaining prominence from mid 2010s onwards as rising internet and smartphone penetration acted as a tailwind for the segment. These players have revolutionized the industry with their low-cost digital business model. New age fin-tech brokers due to their low cost of operations have been able to transfer this benefit to their clients by significantly bringing down the cost of investing for them with minimal brokerage fees. Supported by the India's robust digital public infrastructure, cost of onboarding has gone down for the new age fin-techs in addition to enabling them to build and scale their operation at a large scale. Therefore, rising financial literacy of India's young population (expecting to form a majority of the incremental clients for the brokers), coupled with their technological proficiency, almost zero brokerage feature and comfort of transacting through digital platforms is expected to further supplement the strong impact that technology has on the retail investors thereby enabling them to increase participation in the markets.

Key risks and challenges for mutual fund industry

Market volatility due to adverse environment

Major factors such as political, economic factors such as GDP growth, change in repo rates can introduce significant volatility in the capital markets as investors react to the potential policy changes and their implications for different sectors and industries. Furthermore, geopolitical events such as trade disputes, military conflicts, and diplomatic tensions, can also contribute to market instability.

Increased competition from ULIPs and Exchange Traded Funds (ETFs)

Investors have been gradually reallocating their savings to mutual funds in recent years. However, insurance products such as unit-linked investment products (ULIPs), which provide dual benefits of protection and long-term savings, are competing for market share with mutual funds. But ULIPs have higher costs due to the insurance component and returns may be potentially lower and subjected to market risks. Direct equity investments offer higher potential returns at the risk of higher volatility, higher requirement of product understanding and higher risk appetite. Mutual funds with their professional management, diversification, wide product choice and risk diversification continue to be competitive with other investment vehicles.

ETFs are investment vehicles that trade on exchanges like equity stocks while offering diversification and are more economic as they charge lesser fees as compared to actively managed funds. ETFs are passively managed investments. If actively managed funds are not generating desired returns, investors shift to passively managed ETFs which are lower in cost. Shift towards ETFs can lead to slower overall topline growth for AMCs, as they may see a decline in AUM in actively managed funds and a corresponding increase in AUM in ETFs.

Increased competition with new players entering the market

The increased competition from new players entering the market will drive fund managers to be more innovative and agile in their investment strategies, as they strive to attract and retain investors. AMCs are also leveraging tech platforms or are being tech focused to cater to the market. This may lead to the introduction of new fund categories, specialized investment products, and enhanced digital platforms to provide a more seamless and personalized investment experience.

Technological shifts in Indian mutual fund industry

India has been witnessing increased use of automated technology such as artificial intelligence and AI-based services, chat bots, intelligent agents, digital assistants and many other app-driven services across all industries. Increasingly, we are witnessing a rising number of do it yourself (DIY) investors, some of whom prefer to directly invest in the markets instead of opting for the mutual fund route. The asset

management companies of India will have to cope with this technological and attitudinal shift and reduce costs, develop new and innovative products, alpha generation and provide ease of investing to investors. However, it is also feared that increased implementation and usage of advanced technologies such as robo-advisors may disrupt the industry leading to loss of jobs and losing out the relevance of fund managers. It is important to strike a balance so that use technology can stimulate growth and bring in more efficiencies in the industry rather than disruptions.

Removal of indexation benefits on debt mutual funds

The government in Budget 2023 brought amendments as per which no Long-term Capital Gains (LTCG) tax benefits will be applicable to several investment vehicles such as debt mutual funds, gold funds, exchange-traded funds, international funds and certain category of hybrid mutual funds.

Additionally, with effect from 1st April 2023, capital gains made on mutual funds will be added to income and taxed as per the slab rates applicable. Consequently, the removal of the indexation benefit for debt mutual funds is likely to diminish their appeal to long-term investors. Additionally, there is an increased likelihood that investors may shift their focus towards bank deposits due to these changes.

High interest rates will continue to pose a challenge for debt mutual funds in India

Interest rate hikes affect both debt and equity markets. High rates would continue to pose risks for mutual funds industry in India. Long-term debt schemes are expected to suffer the most as high interest rates drag down their returns.

Lower investor awareness towards investing in mutual funds:

Despite the significant expansion of the mutual fund industry, many individuals remain uncertain about investment options. As of fiscal 2025, the Indian MF Industry had a total of 53.4 million unique investors, which accounts to approximately 4% of the India's population, a relatively low percentage compared to developed nations. A major obstacle for industry is changing this mindset and establishing trust. Although awareness is increasing in urban areas, rural regions and smaller towns continue to lack knowledge about mutual funds. Residents in these areas often have a limited understanding of the benefits and potential of mutual funds, leading to hesitation.

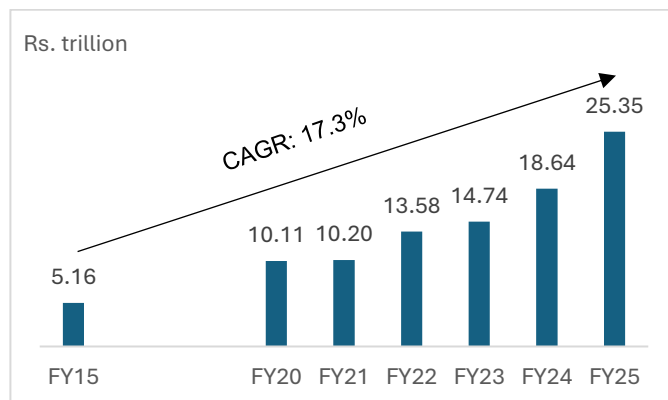
Regulatory Challenges:

The Indian mutual fund industry operates within a regulatory framework that, while important, can sometimes slow progress. Alterations to tax laws, investment rules, and compliance standards can perplex investors and complicate the investment process. To foster ongoing investor trust, the industry must stay abreast of these regulatory changes while maintaining transparency.

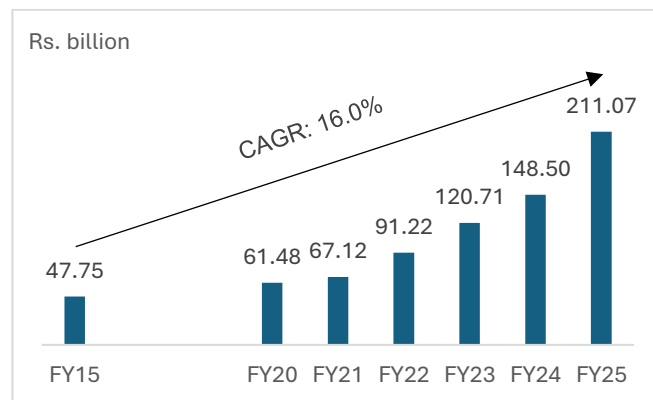
Mutual Funds Distribution industry in India

Market size of Mutual fund distribution industry

Distributors AAUM recorded a 17.3% CAGR over FY15-FY25



Distributors Commission grew at 16.0% CAGR over FY15-FY25

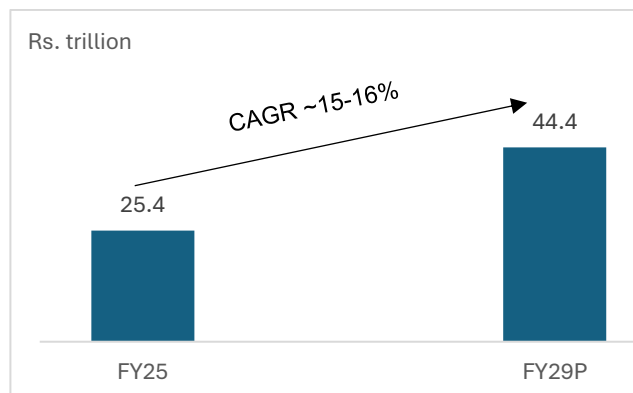


Source: AMFI, Crisil Intelligence

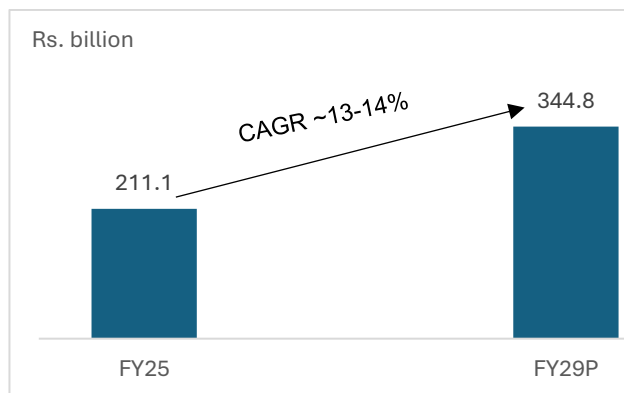
As per AMFI data, Mutual funds distributors average AUM witnessed a healthy growth of ~17.3% CAGR over fiscal 2015 to fiscal 2025 and reached Rs. 25.35 trillion in fiscal 2025. The gross commission paid to distributors increased to Rs 211.07 billion with a CAGR of 16.0% between fiscals 2015 and 2025. While there was marginal growth in overall commission for mutual fund distributors in fiscals 2020 and 2021 due to regulatory changes related to expense ratio and volatile market conditions towards the end of the year due to Covid-19 pandemic, there was high Y-o-Y growth in distributor's commission in fiscals 2024 and 2025, which can be attributed to rise inflows in SIPs which boosted the share of distributors in mutual fund AUM.

AUM and Commission Revenue for MF Distributors – Outlook

AUM growth outlook for MF distributors



Commission revenue outlook for MF distributors



Note: P: Projected

Source: AMFI, Crisil Intelligence

Going forward, Crisil Intelligence expects distributor AUM to grow at an overall CAGR of 15-16% between Fiscal 2025 and Fiscal 2029 owing to increasing penetration of IFAs and NDs in B30 cities and strong growth coming from rising customers confidence towards equity funds. During the same time commission revenue is also projected to grow at a 13-14% CAGR between Fiscal 2025 and Fiscal 2029 to reach approximately Rs. 344.8 billion.

Regulatory scenario in mutual funds and mutual fund distribution industry

SEBI has a major role in operation of mutual funds in India through its regulations and compliance requirements. SEBI has taken a well-rounded approach in the market from approving new fund houses, limiting excessive risk of AMCs, ensuring disclosure, transparency and investor awareness & protection.

Segregation of Advisory and Distribution Activities

In September 2020, SEBI implemented the following changes:

- No person involved in distribution of securities shall use the nomenclature “Independent Financial Adviser” or “Wealth Adviser” or any other similar name unless registered with SEBI as investment adviser
- An individual investment adviser shall not provide distribution services
- Investment adviser shall, wherever available, advice direct plans (non-commission based) of products only
- A non-individual investment adviser shall have client level segregation at group level for investment advisory and distribution services; The same client cannot be offered both advisory and distribution services within the group company

SEBI mandates inter-operable platform across RTAs

In a circular dated July 26, 2021, SEBI proposed a common transaction platform across Registrar and Transfer Agents (RTAs) for the purpose to streamline and ease mutual funds transaction taking place across different forums. The platform will –

- Provide one stop solution for investors to undertake any non-financial transaction such as KYC updates
- Provide services related to report generation to the MF investors
- Provide financial transactions services to MF investors

The platform is likely to ease the overall processes for MF investors and also act as a one stop solution especially for DIY investors. Over the long run, the platform can also provide its API for integration with fintechs.

SEBI has proposed key measures for the mutual fund (MF) industry. The capital market regulator, in its annual report for 2022-23, said the measures could be introduced in the forthcoming years to adapt to the dynamic changes in the mutual fund asset management ecosystem.

SEBI issues circular on Total Expense Ratio

One of the key changes proposed by SEBI is the amendment to the rules governing the Total Expense Ratio (TER) charged by mutual funds. The primary objectives behind these proposed changes are to increase transparency and exert greater control over the costs borne by investors in mutual fund schemes. The regulator is considering lowering the maximum permissible TER levels, which would directly impact on the profitability of fund management operations for AMCs. As a result, industry players will need to carefully review their expense structures and fund management practices to ensure compliance with the upcoming TER regulations.

SEBI introduces Mutual Fund Lite framework

In addition, the regulator has encouraged the launch of simplified and more affordable mutual fund products, commonly referred to as "MF Lite" or "Mutual Fund Lite." These MF Lite funds typically have lower minimum investment requirements and simpler investment strategies compared to traditional mutual fund schemes. The goal is to make mutual fund investment more accessible to retail investors, especially those with smaller investment amounts. This presents both challenges and opportunities for AMCs, as they evaluate the viability of introducing MF Lite options to cater to this emerging investor segment and diversify their product offerings.

These MF Lite funds typically have the following salient features:

- Simpler investment strategies focused on broad market index tracking or basic asset allocation.
- Lower management fees and other charges compared to traditional mutual fund schemes.

These regulatory changes pose significant implications for the mutual fund industry as a whole. Asset management companies will have to closely monitor the developments and take proactive measures to adapt their products, services, and operations to comply with the evolving industry landscape.

Regulatory Framework for Specialized Investment Funds ('SIF'), February 2025

SEBI in February 2025, adopted a segmented risk-based approach to regulation of Specialized Investment Funds. These products are designed for high-net-worth investors which are seeking more sophisticated investment strategies and are introduced to bridge the gap between Mutual Funds and Portfolio Management Services (PMS). SEBI in the framework states the eligibility criteria for creation of such funds by AMCs, branding and advertising requirements, investment strategies and minimum investment threshold for investors in such funds. The minimum investment amount for such funds stands at Rs. 10 lakhs across all investment strategies.

Other regulatory updates

SEBI has issued various circulars from time to time for effective regulation of the Mutual Funds Industry in India. Some of the recent regulatory actions taken by SEBI are provided hereunder:

- Considering the emergence of passive funds as an investment product for retail investors and various advantages associated with passive investing, SEBI issued a circular on Development of Passive Funds in May 2022. In the said circular, SEBI introduced norms for Debt Exchange Traded Funds (Debt ETFs) / Index Funds which provided that the AMCs shall ensure that the constituents of the index are aggregated at the issuer level, the constituents of the index have a credit rating, defined maturity, adequate liquidity, diversification, etc. Norms related to Corporate, G-sec and Hybrid Debt ETFs/Index Funds were provided. SEBI also made it mandatory for all AMCs to appoint at least two Market Makers (MMs) for ETFs who provide continuous liquidity on the stock exchange platform. The said circular also provided credit risk based single issuer limits for debt ETFs/ Index Funds in order to effectively manage the risk associated with such investments, and rebalancing period and disclosure norms for Equity ETFs/Index Funds.
- In June 2023, SEBI allowed mutual funds to participate in repo transactions on listed AA and above rated corporate debt securities, Commercial Papers and Certificate of Deposits.
- In June 2023, SEBI issued circulars for online platforms such as Paytm and Grow, which offer direct mutual funds schemes under single platform. The new regulations require that these platforms should register as an agent of AMCs or as stockbrokers. But in both cases, these platforms are allowed to handle only direct mutual fund schemes.
- In June 2024, SEBI released several key papers aimed at improving mutual fund operations and transparency. On June 07, it proposed more flexibility for mutual funds to participate in Credit Default Swaps allowing better risk management and potential returns. Later on, June 11, SEBI issued a settlement order related to Canara Robeco Mutual Fund's compliance lapses during April 2020-March 2021, leading to improved oversight. Finally, on June 28, SEBI issued a consultation paper mandating mutual funds to disclose risk-adjusted returns, helping investors understand the balance between risk and returns for better decision making.
- In July 2024, SEBI notified the Securities and Exchange Board of India (Mutual Funds) (Amendment) Regulations, 2024 to amend the Securities and Exchange Board of India (Mutual Funds) Regulations, 1996. Earlier, Clause 9(c) of the Seventh Schedule stated that no mutual fund [scheme] shall make any investment in the listed securities of group companies of the sponsor which is in excess of 25 percent of the net assets. After the 2024 regulations amendment, an exception to the above provision has been added which provides that investments by equity-oriented exchange traded funds and index funds may be done which may be subject to the conditions specified by the Board.

- In December 2024, SEBI announced the launch of the Mutual Funds Lite (MF Lite) framework for passively managed mutual fund schemes. MF Lite is a mutual fund that consists only of index funds, exchange-traded funds (ETFs), or funds of funds (FoFs) and other mutual funds. The current regulatory provisions for mutual funds do not distinguish between active and passive schemes, leading to unnecessary barriers and costs for entities focused solely on passive funds. The MF Lite framework is set to address these issues by offering a flexible and less strict system, promoting ease of entry and increased market liquidity.
- SEBI has stipulated that effective from fiscal year FY23-24, all the Indian mutual funds will have to follow Indian Account Standards (IND AS). This will ensure standardization of the valuation of portfolios, disclosures and also provisions made by mutual funds.
- In January 2025, SEBI mandated all the AMCs for disclosure of Risk Adjusted Return - Information ratio on their website along with performance disclosure on daily basis, this step will bring more transparency and aid investors to make better informed decisions.
- In February 2025, SEBI facilitated MITRA (Mutual Fund Investment Tracing and Retrieval Assistant); In order to address the aforesaid concerns, MITRA platform is developed by RTAs to provide investors with a searchable database of inactive and unclaimed mutual funds. This will enable investors to identify the overlooked investments made by any other person for which he/she may be rightful legal claimant. The MITRA platform will lead to reduction in the unclaimed Mutual Fund folios and contribute towards building a transparent financial ecosystem.
- In August 2025, SEBI mandated all AMCs to pay to the distributor transaction charges, subject to a minimum subscription amount of Rs 10,000/ brought in by such distributors.

Portfolio management services in India

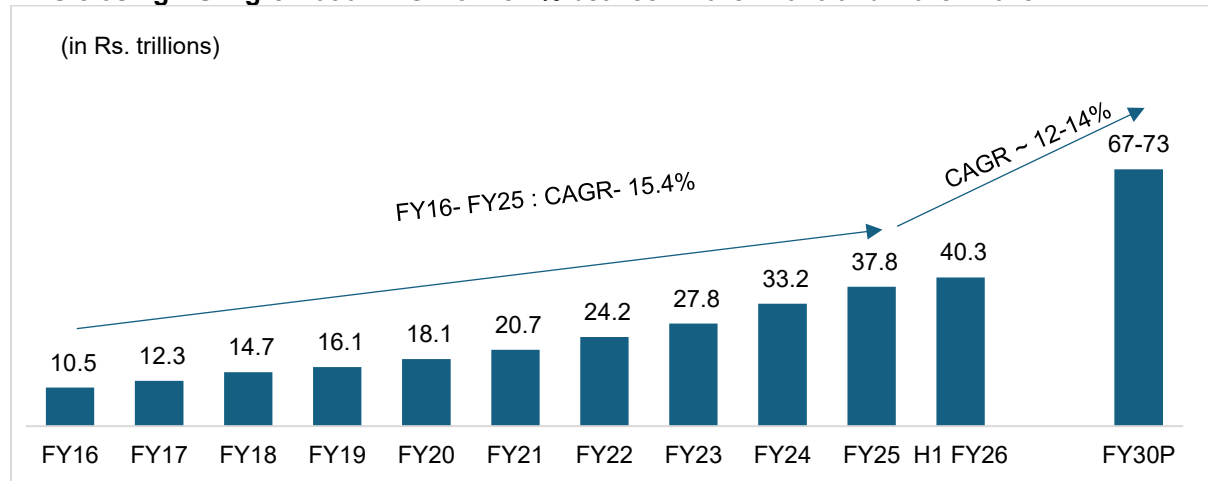
PMS are usually focused on customized discretionary, non-discretionary or advisory service offerings tailored to meet specific investment objectives through portfolio management services for stocks, cash, fixed income, debt, structured products and other individual securities. In Fiscal 2025, according to monthly SEBI bulletin, there were 472 portfolio managers (including AMCs) registered under SEBI.

Over the last nine years, the PMS industry has seen significant growth, with the market becoming more mature, increasing number of HNIs, greater need for customized asset allocation based on risk-return profiling, and growing awareness of PMS as a product. As on March 2025, the closing AUM of PMS asset managers stood at approximately Rs. 37.8 trillion, reflecting a CAGR of 15.4% over the last nine years. As on September 2025 (H1 FY2026), the closing AUM of PMS asset managers stood at approximately Rs. 40.3 trillion.

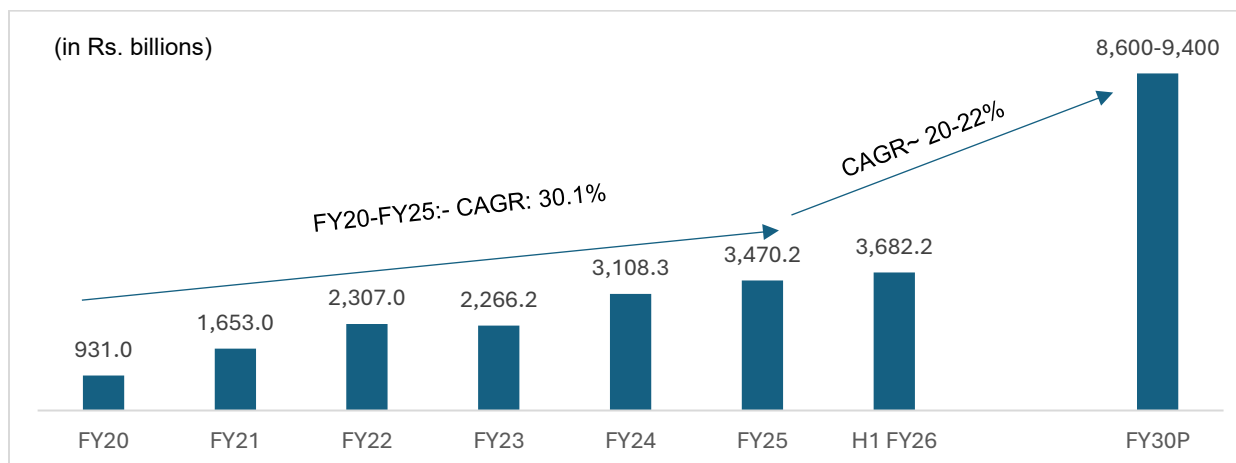
There are broadly four types of PMS:

1. **Discretionary PMS** – Where the investment is at the discretion of the fund manager, and the client does not intervene in the investment process
2. **Non-discretionary PMS** – Non-discretionary services are the ones in which managers involve the client in the decision-making process. Non-discretionary clients are usually institutional clients, such as pension funds, insurance companies, and HNIs, etc.
3. **Advisory PMS** – Advisory services are where managers advise clients about investing strategy
4. **Co-investment PMS** – Services where portfolio manager manages Category I or II Alternative Investment Funds (AIFs) and provides investment services only to investors of those specific AIFs.

PMS closing AUM grew at a CAGR of 15.4% between March 2016 and March 2025



PMS Listed Equity Discretionary closing AUM from Fiscal 2020 – H1 Fiscal 2026



Source: SEBI, Crisil Intelligence

Guidelines issued by SEBI

The guidelines issued by SEBI in 2013 had allowed distributors to set up a separate division to offer advisory services. However, after discussion on SEBI's recent consultation paper on review of regulatory framework for investment advisers, SEBI announced that investment advisers will be barred from simultaneously selling financial products and advisory services to curb mis-selling and protect investors. The board meeting also focused on bringing clarity in payment of fees and setting an upper limit on the fees charged to investors.

On November 20, 2019, SEBI announced an increase in the required minimum ticket size for investing in PMS, from ₹ 2.5 million to ₹ 5.0 million, and the minimum net worth requirement for PMS providers, from ₹ 20 million to ₹ 50 million, effective within 36 months. Additional changes were mandated by SEBI which aimed at increasing transparency for retail investors. SEBI has introduced a new framework for Specialized Investment Funds, aimed at providing a structured platform for alternative investments in India which will allow asset managers to cater to a different class of investors.

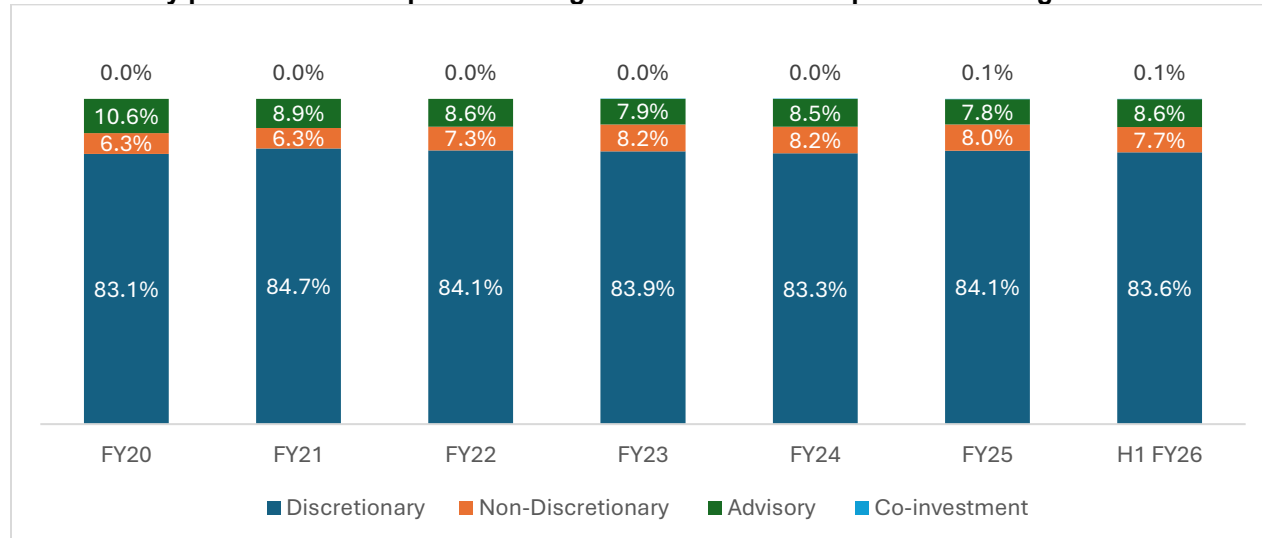
Types of PMS Players

There are various types of portfolio management service providers in India including standalone PMS, mutual fund owned PMS, MNC owned PMS etc. Example of standalone owned PMS providers include ASK Investment Managers etc. Various mutual fund houses also provide portfolio management services including ICICI Prudential, UTI AMC etc.

Market share of types of portfolio management services

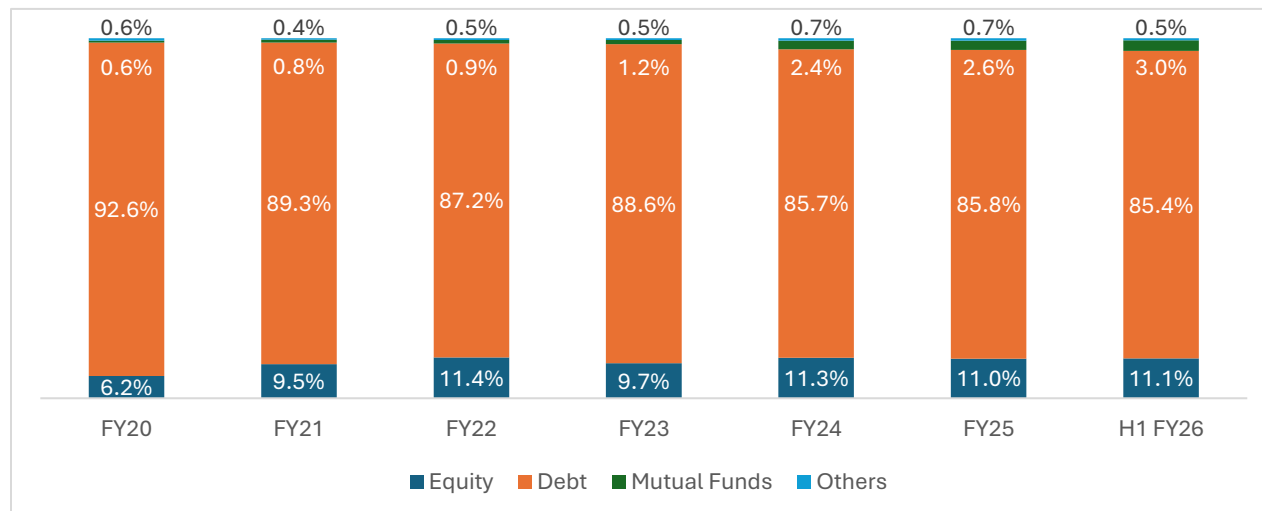
As on September 2025, discretionary PMS dominated the space with 83.6% share, followed by advisory 8.6%, non-discretionary 7.7%, and co-investment 0.1%.

Discretionary products have captured the highest market share in portfolio management services



Note: Basis closing AUM. Source: SEBI, Crisil Intelligence

Break-up of Discretionary PMS Closing AUM



Note: Basis closing AUM, Derivative is included in "Others". Source: SEBI, Crisil Intelligence

Top 10 PMS assets under management of AMCs – As on March 2025

Closing AUM (in Rs billions)	Discretionary	Non – Discretionary	Advisory	Co-investment	Total
360 ONE Asset Management Limited	243.0	-	63.8		306.8
Birla Sun Life Asset Management company Limited	268.3	-	-	-	268.3
Franklin Templeton Asset Management (India) Private Limited			361.0		361.0

ICICI Prudential Asset Management Company Ltd.	217.1	-	0.7	1.3	219.1
Invesco Asset Management (India) Private Limited	7.2	-	183.7	-	190.8
Nippon Life India Asset Management Limited	5.5	792.7	0.0	-	798.2
Quantum Advisors Private Limited	180.3	-	2.3	-	182.6
SBI Funds Management Limited	14,281.1	583.4	198.6	-	15,063.1
Unifi Capital Private Limited	188.8	5.3	11.0	-	205.1
UTI Asset Management Company Private Ltd	13,007.1	776.8	-	-	13,783.9

Note: Table is arranged in alphabetical order, Source: SEBI, Crisil Intelligence

Top 10 PMS assets under management of AMCs – As on September 2025

Closing AUM (in Rs billions)	Discretionary	Non – Discretionary	Advisory	Co-investment	Total
360 ONE Asset Management Limited	250.7	-	72.5	-	323.2
Birla Sun Life Asset Management company Limited	292.4	1.0	-	-	293.4
Franklin Templeton Asset Management (India) Private Limited	-	-	383.3	-	383.3
ICICI Prudential Asset Management Company Ltd.	258.9	0.2	0.7	3.1	262.8
Kotak Mahindra Asset Management Company Ltd	23.4	31.6	458.6	-	513.5
Nippon Life India Asset Management Limited	7.8	842.0	-	-	849.8
Quantum Advisors Private Limited	192.4	-	2.1	-	194.5
SBI Funds Management Limited	15,167.4	452.4	121.7	-	15,741.4
Unifi Capital Private Limited	186.8	6.5	12.2	-	205.4
UTI Asset Management Company Private Ltd	13,653.1	827.1	-	-	14,480.3

Note: Table is arranged in alphabetical order, Source: SEBI, Crisil Intelligence

Non – Corporates Discretionary Closing AUM of AMCs – As on March 2025

	Non – Corporates Discretionary Closing AUM (in Rs billions)
360 ONE Asset Management Limited	47.5
Birla Sun Life Asset Management company Limited	15.2
Franklin Templeton Asset Management (India) Private Limited	-
ICICI Prudential Asset Management Company Ltd.	182.8
Invesco Asset Management (India) Private Limited	5.8
Nippon Life India Asset Management Limited	4.2
Quantum Advisors Private Limited	0.1
SBI Funds Management Limited	11.3
Unifi Capital Private Limited	151.6
UTI Asset Management Company Private Ltd	-

Note: The above numbers include only domestic clients and exclude discretionary AUM from Foreign Clients, Table is arranged in alphabetical order, Source: SEBI, Crisil Intelligence

Non – Corporates Discretionary Closing AUM of AMCs – As on September 2025

	Non – Corporates Discretionary Closing AUM (in Rs billions)
360 ONE Asset Management Limited	46.8
Birla Sun Life Asset Management company Limited	16.8
Franklin Templeton Asset Management (India) Private Limited	-
ICICI Prudential Asset Management Company Ltd.	215.8
Kotak Mahindra Asset Management Company Ltd	15.3
Nippon Life India Asset Management Limited	4.2
Quantum Advisors Private Limited	0.6
SBI Funds Management Limited	11.3
Unifi Capital Private Limited	148.7
UTI Asset Management Company Private Ltd	-

Note: The above numbers include only domestic clients and exclude discretionary AUM from Foreign Clients, Table is arranged in alphabetical order, Source: SEBI, Crisil Intelligence

Competitive Scenario

Players in wealth management generally acquire customers via RM sourcing, third party referrals, existing client referrals, events, and digital marketing

Players in the industry compete on the basis of quality/vintage of their RMs and RM productivity, reputation of the player in the industry, range and suitability of products offered, mix of in-house and third-party products, simplicity and convenience of platforms offered and pricing

Fintech firms (digital wealth managers) have also started posing competition, mainly in the affluent and mass affluent segment; but our interactions indicate that most customers prefer a hybrid model wherein they can transact through a tech platform but also reach out to their assigned RM, when needed. Some wealth management firms are also making use of technology such as robo-advisors to provide services to clients. These robo-advisors can do the simple job of basic asset allocation with ease. These new age firms have made personal finance management services accessible to a larger segment of the population. Given that robots and algorithms are still not equipped with human emotions and greed, a hybrid approach – combination of automated financial planning and on-demand human interface is more likely to gain traction in the medium-term. However, efficacy of fintech-led decision-making is bound to improve in the long-term with increasing sophistication of robo-advisors, and usage of artificial intelligence and big data.

Traditional vs. digital wealth managers

	Traditional wealth management firms	Advisor-assisted digital wealth management firms	Fully automated digital wealth management firms

Business model	Face-to-face advice mainly through the branch network for comprehensive wealth management	Phone-based financial advisor accessible through digital channels for personal advice	Personalised financial tools give investment advice stressing on attaining specific goals
Client type	HNI clients who value guidance from a trusted financial advisor	Clients who value both human guidance and technology	Affluent, tech-savvy and price sensitive customers
Investment process	In-person meetings with a dedicated advisor for all investment process	Automated process to decipher risk profile and target asset allocation. Easy access and periodic reviews with the help of advisor	Make use of a structured questionnaire to decipher the risk profile and time horizon of the investor
Value proposition	A dedicated advisor with comprehensive wealth planning	Relatively affordable pricing as compared to traditional firms combined with advisor relationship	Proprietary algorithms to process the inputs, and select a portfolio to provide a tailored investment plan to investors

Source: Crisil Intelligence

Distribution channels

PMS providers tie up with distributors to market their product to the end-investor. Customers are acquired through relationships of the providers with high end wealth managers and banks. Many PMS providers also have their own relationship management teams which acquires customers for them.

Key Growth Drivers and Outlook

As investors are looking to diversify their investment across domains such as private equity, real estate, commodities, portfolio management services are expected to garner growing attention. Demand for professional advice is expected to grow on account of following factors:

Rising per capital income: As income for individuals' increase, demand for portfolio management services will rise, paving way for PMS providers to tap into the demand.

Digitalization and Technology: With the advent of digital platforms and advisory services, portfolio management will help decrease cost for PMS providers thus enabling to serve clients better

Growth of HNIs in India: The increasing number of HNIs in India will drive demand for customized portfolio management services to achieve their financial goal.

SEBI initiatives: SEBI initiatives to enhance transparency of PMS providers will also act as a key enabler of the industry.

As per Crisil Intelligence, AMC promoted PMS providers are well-positioned to grow faster as compared to other PMS providers due to their existing strengths in terms of managing investments, including their brand reputation leading to investor trust, strong distribution network, prudent research and analysis capabilities, and investment expertise.

The closing AUM of AMC promoted PMS providers stood at Rs. 14.8 trillion as on March 2020 growing by 16.8% to Rs. 32.0 trillion as on March 2025. Debt formed 94.1% and 94.0% of the discretionary product of AMC promoted PMS as on March 2025 and as on September 2025, respectively. As of September 2025, The closing AUM of AMC promoted PMS providers stood at Rs. 34.1 trillion out of which discretionary services formed 89.6% of the closing AUM, followed by non-discretionary services at 6.5% and advisory services at 3.9%. The closing AUM (excluding EPFO) of AMC providers stood at Rs. 5.6 trillion as on September 2025.

Alternative Investment Fund (AIF) Landscape

Alternative assets include equity, private equity, private debt (dealing mainly in performing credit, distressed assets, real estate credit, and infrastructure funds), early-stage ventures, special opportunity funds, and art. However, it does not include traditional investments, such as mutual funds and life insurance. Equity AIFs cater to the ultra-high net worth individuals (“UHNI”), high net worth individuals (“HNI”) clients and compete with equity PMSs for the wallet share of such clients.

AIF Industry Evolution

Period	Particulars
1980 - 1990s	Indian entrepreneurs and startups sought funding to fuel their ideas, and PE and VC firms recognized the potential of the Indian market.
Early 2000s	Rise of Hedge Funds, Real Estate and Infrastructure Investments, growing interest in commodities
2012 - 2013	SEBI introduces AIF regulations; Risk Management Framework introduced for CAT III AIFs
2014 – 2015	Guidelines on overseas investments by AIFs; Launch of REITS and InvITs
2017 – 2018	Operational guidelines for IFSCs; Introduction of Online Registration System
2020	Enhanced and standardized disclosure norms; performance benchmarking for AIFs; Investment committee norms
2021	Code of conduct; New class of investors; Mandatory Filing of PPM; Enhanced Disclosures
2022	Introduction of special situation funds; Compliance Officer mandatory; Introduction of direct plan for AIFs; Standard approach to valuation
2023	

Source: Crisil Intelligence

Different categories of AIFs

Category I	Category II	Category III
Venture capital funds (Including Angel Funds) – New age startups with high-growth prospects that require large financing during their initial days can approach a VC fund. An angel investor invests in budding startups and brings in early business management experience.	Private Equity Funds (including Secondaries Funds) – A PE fund typically invests in unlisted private companies by availing equity interest.	Funds that engage in many complex trading techniques, e.g., listed, or unlisted derivatives

SME Funds – Funds that invest in small and medium businesses.	Real Estate Funds – Funds that invest in securities that are offered by public real estate companies.	Hedge Funds – A pooled investment vehicle from UHNIs/HNIs or institutional investors that invest and trade in many different markets, strategies and instruments (equity, debt and derivatives).
Social Venture Funds – Funds that invest in socially responsible businesses; they are in similar to philanthropic investments but have a scope for earning returns for investors.		
Infrastructure Funds – Funds that invest in infrastructure companies including those involved in road construction, railway construction etc.		

Source: SEBI, Crisil Intelligence

The AIF Industry has displayed a strong growth trajectory between Fiscal 2019 and Fiscal 2025

Over the past few years, AIF has become one of the key segments in private markets in India. Total commitments have been growing at a steady pace seeing a ~29.8% CAGR between March 2019 and March 2025, with a total commitment of Rs 13.5 trillion as on March 31, 2025. As of September 2025, total commitments stood at nearly Rs 15.1 trillion. The segment is expected to remain one of the fastest growing managed products categories over the next few years as more and more high net worth individuals (HNIs), ultra-HNIs and institutional investors seek out differentiated products that give them an option to generate better returns on their investments. Alternative investments are expanding the market by capturing share from other asset classes, not mutual funds. Their relatively higher yields than other asset classes add to increased firm's profitability, driving growth in the investment landscape.

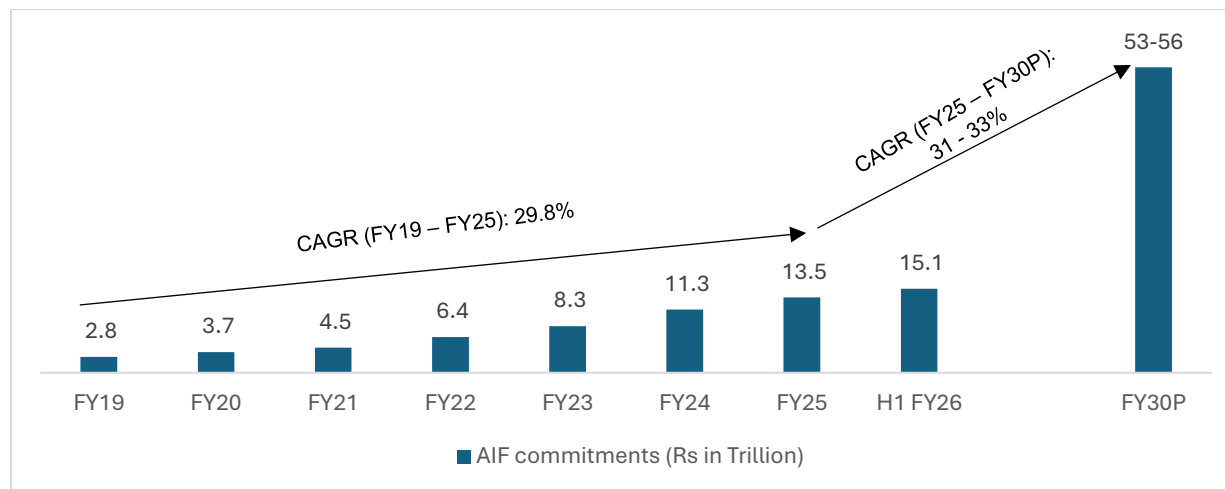
The AUM for alternative investments in India is expected to grow at ~31-33% between March 2025 and March 2030 and reach ~Rs 53 - 56 trillion by March 2030.

Category II AIFs have been at the forefront in the AIF space, contributing to 76.4% of the commitments raised as on fiscal 2025 and 74.4% as of H1 fiscal 2026. This denotes their prominence and influence within the AIF market.

Investments made refer to the amount invested by the AIFs. Investments made as a percentage of funds raised rose from 81.8% as of March 2019 to 95.5% as of March 2025. The increase was steady over the

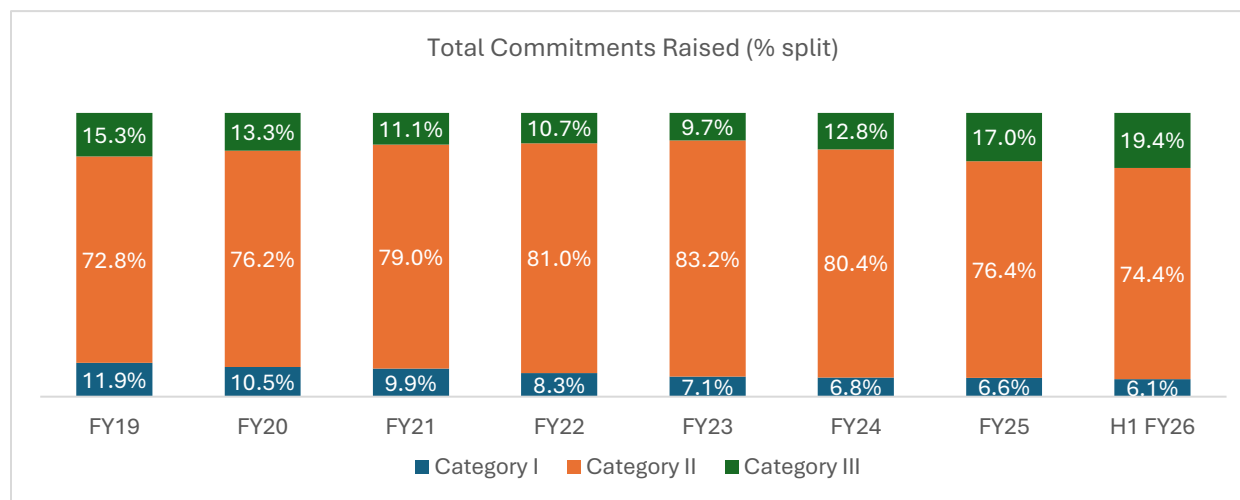
past five years, which would generally mean that after the fundraising process is completed, the investment managers and AIFs have been deploying the capital and making investments for the investors. As of September 2025, Investments made as a percentage of funds raised stood at 96.2%.

Total commitments raised by AIFs to grow at ~31-33% in the long-term



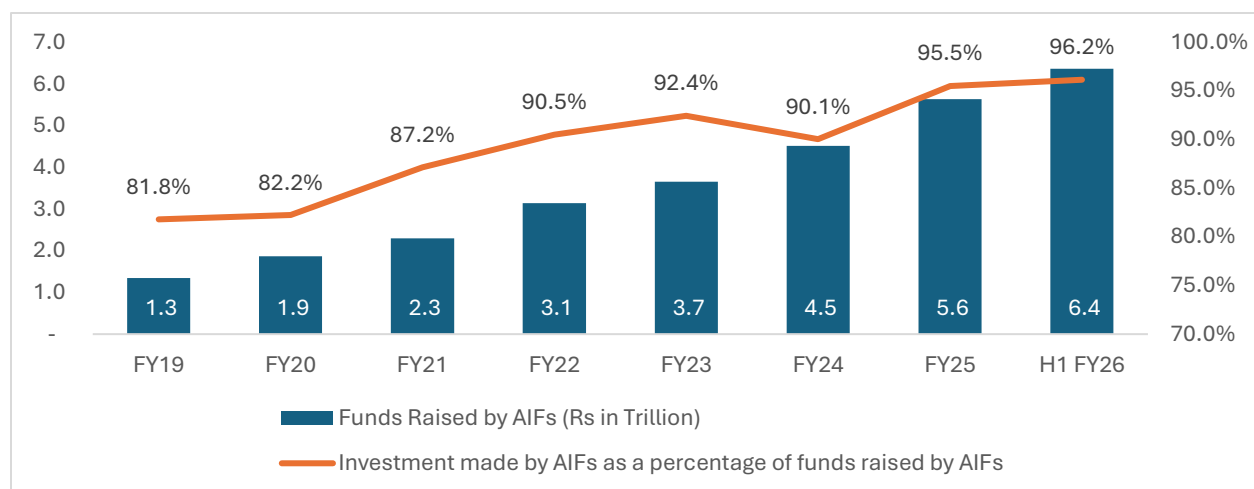
Source: SEBI, Crisil Intelligence

Category II AIFs constitute the majority share of total commitments raised by AIFs over the years



Source: SEBI, Crisil Intelligence

Investment made by AIFs as a percentage of funds raised by AIFs seeing steady growth from Fiscal 2019 to H1 Fiscal 2026



Source: SEBI, Crisil Intelligence

Growth drivers for AIFs in India

AIFs have become widely popular in India because they offer investors a wide range of alternative assets, including private equity, real estate and infrastructure. They provide diversification beyond traditional asset classes such as listed equities, bonds, currencies, or gold and also offer potential for higher returns. Further, the experience of established managers, the growing pool of UHNI and HNI and the increase in domestic capital flow and regulatory support are expected to aid the growth of this industry.

AIFs offer global investors the opportunity to invest in industries with significant growth potential, like technology, consumer, financial services, healthcare, infrastructure and renewable energy. Investors can leverage the wave of India's changing economic landscape and potentially earn enormous rewards by investing in these promising sectors, and a scope to minimize risk by diversifying their portfolio.

Indians have traditionally invested in fixed income instruments, especially bank fixed deposits. However, with investors becoming more aware, there has been a slow but steady change in investor attitude with their focus shifting towards capital market products. They are finding these products more attractive. Alternatives as an asset class is also witnessing higher adoption among investors with higher risk appetite, namely the HNIs. HNIs, ultra-HNIs and retail investors, along with increasing participation from domestic institutions, form the foundation of the domestic AIF industry. AIFs are becoming more attractive for HNIs, ultra- HNI's and institutional investors because the SEBI has been proactively trying to bring in more transparency in the industry.

- **Diversification Benefits**

AIFs offer diversification benefits beyond traditional asset classes and may generate higher returns due to their exposure to a wider range of assets and specialized investment strategies. AIFs could be attractive options for investors seeking diversification and potentially higher returns over traditional asset classes.

- **Emergence of experienced managers**

Experienced and established managers offer a proven ability to navigate different market conditions. Their operational expertise and acumen along with a consistent track record across multiple funds and business cycles enhances their reputation and helps scale investments across asset classes.

- **Growing pool of eligible investors including UHNIs, HNIs and institutions**

Over the past couple of years, the number of ultra-high net worth individuals/high net worth individuals (UHNI/HNI) and domestic capital flow from institutions in India have increased significantly driven by better economic growth, rising income levels and a strong equity market. First generation start up entrepreneurs have also led to an increase in the UHNI/HNI population. The increase in UHNI/HNIs and rise in awareness along with the availability of AIFs have led to a surge in demand. This has also resulted in increased requirement for professional advice.

- **Domestic capital flow increasing**

SEBI's proactiveness in bringing in many regulatory changes are expected to help reverse the investment mix in favour of domestic investors in the coming years. In recent years domestic institutional investors, such as retirement funds and insurance companies, have been allowed to invest in AIFs. This will be a major growth driver for the industry.

- **Demographic Factors**

India has a median age of below 30 years, with one of the world's youngest workforces. This implies that there is a readily available pool of skilled and efficient labor, which could drive domestic and foreign capital investment as well. Further, the size of the younger population could drive innovation in the economy, thereby resulting in a potential increase in the startup ecosystem.

Additionally, the increasing per capita income of the country along with the rising disposable income could also potentially drive investments in newer asset classes such as alternative investments and portfolio management services in the future among Indian investors.

- **Financial Penetration and Deepening**

Along with the advantage of demographics in the country, there is a flourishing financial ecosystem as well. Increasing credit penetration encourages growth in startups and MSMEs, thereby creating opportunities for alternative investment funds to facilitate investment and infuse capital into these sectors, thereby leading to overall economic expansion.

- **RBI allowance of foreign investment**

Category III AIF, with foreign investment are permitted to make portfolio investments in only those securities or instruments in which an FPI can invest under the Foreign Exchange Management Act rules or regulations made thereunder. In May 2021, SEBI, in consultation with RBI, doubled the overseas investment limit for AIFs from USD750 million to USD1500 million.

Peer Benchmarking

In this chapter, we have analysed the top 10 AMC's in India based on mutual fund quarterly average AUM as of September 2025 basis various operational and financial metrics.

ICICI Prudential AMC was the second largest AMC in terms of QAAUM with a market share of 13.2% as of September 2025

As of September 2025, QAAUM stood at Rs. 10,147.6 billion, growing YoY at 20.6%, outpacing the industry growth rate of 16.5% during the same time period. This outperformance is consistent with the trend observed over the last two fiscal years (FY23-FY25), during which QAAUM had grown at a CAGR of 32.7%, as compared to 29.0% for the industry during the same period.

ICICI Prudential AMC has consistently been amongst the top two AMC's in India in terms of QAAUM as of March 2022, March 2023, March 2024, March 2025 and September 2025.

Quarterly Average Asset under management and growth

AMCs	QAAUM (Rs. Bn.)							Market Share H1FY26
	FY21	FY22	FY23	FY24	FY25	H1FY26	CAGR (FY23-25)	
SBI AMC	5,044.6	6,470.7	7,171.6	9,143.7	10,729.5	11,995.3	22.3%	15.5%
ICICI Prudential AMC	4,054.1	4,682.0	4,996.3	6,831.0	8,794.1	10,147.6	32.7%	13.2%
HDFC AMC	4,155.7	4,320.8	4,497.7	6,129.0	7,740.0	8,814.3	31.2%	11.4%
Nippon India AMC	2,285.9	2,832.6	2,931.6	4,313.1	5,572.0	6,565.2	37.9%	8.5%
Kotak Mahindra AMC	2,337.8	2,846.2	2,893.4	3,810.5	4,825.4	5,559.5	29.1%	7.2%
Aditya Birla Sun Life AMC	2,692.8	2,958.0	2,752.0	3,317.1	3,817.2	4,251.7	17.8%	5.5%
UTI AMC	1,828.5	2,238.4	2,387.9	2,908.8	3,397.5	3,784.1	19.3%	4.9%
Axis AMC	1,965.5	2,598.2	2,414.1	2,742.7	3,215.1	3,512.4	15.4%	4.6%
TATA AMC	620.8	867.1	984.3	1,471.7	1,877.0	2,169.6	38.1%	2.8%
DSP AMC	973.3	1,078.0	1,146.5	1,480.1	1,873.1	2,111.0	27.8%	2.7%
Total AMC Industry	32,105.4	38,378.8	40,510.8	54,131.1	67,422.6	77,142.0	29.0%	100.0%

Note: Players are arranged in the descending order based on mutual fund quarterly average AUM (Q AAUM) as of September 2025, FOF Domestic is excluded, Source: Company reports, AMFI, Crisil Intelligence,

ICICI Prudential AMC was the largest AMC in terms of active QAAUM with a market share of 13.3% as of September 2025

As of September 2025, ICICI Prudential AMC had an active QAAUM of Rs. 8,635.7 billion, growing YoY at 18.6%, outpacing the industry growth rate of 16.8% during the same period.

This outperformance is consistent with the trend observed over the last two fiscal years (FY23-FY25), during which active QAAUM had grown at a CAGR of 29.7% as compared to 28.9% for the industry during the same period.

ICICI Prudential AMC has consistently been the largest AMC in terms of active QAAUM as of March 2024, March 2025 and September 2025.

Active QAAUM

AMCs	Active QAAUM (Rs. Bn.)							
	FY21	FY22	FY23	FY24	FY25	H1FY26	CAGR (FY23-25)	Market Share as on H1FY26
SBI AMC	3,594.1	4,447.1	4,583.0	5,961.6	7,312.6	8,240.6	26.3%	12.7%
ICICI Prudential AMC	3,863.9	4,323.1	4,492.4	6,008.4	7,552.3	8,635.7	29.7%	13.3%
HDFC AMC	4,078.9	4,187.3	4,280.0	5,766.7	7,193.5	8,159.2	29.6%	12.6%
Nippon India AMC	1,906.9	2,261.2	2,183.6	3,096.5	3,874.6	4,550.4	33.2%	7.0%
Kotak Mahindra AMC	2,235.1	2,715.4	2,705.1	3,564.8	4,492.9	5,165.2	28.9%	8.0%
Aditya Birla Sun Life AMC	2,683.0	2,900.5	2,527.2	3,046.2	3,506.5	3,924.1	17.8%	6.1%
UTI AMC	1,402.7	1,613.9	1,559.2	1,754.3	1,982.6	2,159.7	12.8%	3.3%
Axis AMC	1,957.0	2,572.2	2,353.4	2,656.1	3,096.7	3,376.7	14.7%	5.2%
TATA AMC	616.3	859.1	957.7	1,430.5	1,807.9	2,081.8	37.4%	3.2%
DSP AMC	969.5	1,069.4	1,116.3	1,406.9	1,731.5	1,944.9	24.5%	3.0%
Total AMC Industry	29,055.6	33,723.7	34,043.2	45,386.3	56,601.9	64,792.0	28.9%	100.0%

Note: Players are arranged in the descending order based on mutual fund quarterly average AUM (Q AAUM) as of September 2025, FOF Domestic is excluded, Source: Company reports, AMFI, Crisil Intelligence

ICICI Prudential AMC was the largest AMC in terms of equity and equity-oriented QAAUM with market share of 13.6% as of September 2025

As of September 2025, ICICI Prudential AMC had an equity and equity-oriented QAAUM of Rs. 5,666.3 billion, growing YoY at 19.4%, outpacing the industry growth rate of 14.5% during the same period.

This outperformance is consistent with the trend observed over the last two fiscal years (FY23-FY25), during which equity and equity-oriented QAAUM had grown at a CAGR of 40.0% as compared to 36.2% for the industry during the same period.

Equity and Equity- oriented QAAUM

AMCs	Equity & Equity-oriented QAAUM (Rs. Bn.)							
	FY21	FY22	FY23	FY24	FY25	H1FY26	CAGR (FY23-25)	Market Share (H1FY26)
SBI AMC	1,331.8	2,111.4	2,497.4	3,624.5	4,702.1	5,276.6	37.2%	12.6%
ICICI Prudential AMC	1,553.3	2,103.4	2,487.0	3,739.1	4,876.5	5,666.3	40.0%	13.6%
HDFC AMC	1,666.2	1,992.1	2,326.9	3,661.6	4,621.5	5,356.8	40.9%	12.8%
Nippon India AMC	826.7	1,064.0	1,187.8	1,938.6	2,531.5	3,003.8	46.0%	7.2%
Kotak Mahindra AMC	730.4	1,079.2	1,272.3	1,894.6	2,354.7	2,710.3	36.0%	6.5%
Aditya Birla Sun Life AMC	922.2	1,124.8	1,113.0	1,413.3	1,534.3	1,675.0	17.4%	4.0%
UTI AMC	559.5	753.2	766.8	952.3	1,064.0	1,168.5	17.8%	2.8%
Axis AMC	1,046.0	1,532.6	1,481.9	1,724.1	1,883.6	2,067.6	12.7%	4.9%
TATA AMC	296.7	427.3	518.1	770.3	948.8	1,043.1	35.3%	2.5%
DSP AMC	545.5	711.1	717.2	964.1	1,155.5	1,327.3	26.9%	3.2%
Total AMC Industry	12,586.4	17,377.1	19,548.5	28,638.9	36,286.6	41,789.8	36.2%	100.0%

Note: Players are arranged in the descending order based on mutual fund quarterly average AUM (Q AAUM) as of September 2025.

Source: Company reports, AMFI, Crisil Intelligence

ICICI Prudential AMC was the largest AMC in terms of Equity-oriented Hybrid QAAUM with market share of 25.8% as of September 2025

As of September 2025, ICICI Prudential AMC reported an Equity-oriented Hybrid QAAUM of Rs.1,912.3 billion, growing YoY at 20.9%, outpacing the industry growth rate of 16.0% during the same period.

This outperformance is consistent with the trend observed over the last two fiscal years (FY23-FY25), during which Equity-oriented Hybrid QAAUM had grown at a CAGR of 37.6% as compared to 29.5% for the industry during the same period.

ICICI Prudential AMC had the largest Equity-oriented Hybrid QAAUM as of March 2023, March 2024, March 2025 and September 2025.

Equity-oriented Hybrid QAAUM

AMCs	Equity-oriented Hybrid QAAUM (Rs. Bn.)							
	FY21	FY22	FY23	FY24	FY25	H1FY26	CAGR (FY23-25)	Market Share (H1FY26)
SBI AMC	391.6	757.7	803.0	1,008.6	1,166.6	1,309.2	20.5%	17.7%

ICICI Prudential AMC	585.8	751.7	872.9	1,294.9	1,653.1	1,912.3	37.6%	25.8%
HDFC AMC	613.0	648.8	747.0	1,063.9	1,258.0	1,374.0	29.8%	18.6%
Nippon India AMC	86.5	103.7	108.8	140.4	181.1	211.0	29.0%	2.9%
Kotak Mahindra AMC	94.4	172.0	197.2	301.7	387.2	424.7	40.1%	5.7%
Aditya Birla Sun Life AMC	111.9	153.8	151.8	179.8	187.4	210.2	11.1%	2.8%
UTI AMC	47.5	54.3	55.0	95.0	144.9	161.5	62.4%	2.2%
Axis AMC	45.3	68.1	64.1	57.3	64.5	75.2	0.3%	1.0%
TATA AMC	58.8	91.0	112.8	148.6	176.3	184.4	25.0%	2.5%
DSP AMC	95.7	126.0	117.4	142.1	183.4	223.6	25.0%	3.0%
Total AMC Industry	2,499.8	3,547.8	3,896.1	5,300.0	6,534.1	7,399.8	29.5%	100.0%

Note: Players are arranged in the descending order based on mutual fund quarterly average AUM (Q AAUM) as of September 2025, FOF Domestic is excluded, Source: Company reports, AMFI, Crisil Intelligence

As of September 2025, ICICI Prudential AMC had the proportion of Equity and Equity- oriented funds at 55.8% compared to the proportion at Industry level of 54.2%

ICICI Prudential AMC had a diversified QAAUM mix in terms of asset classes with share of equity and equity-oriented AUM accounting for 55.8%, debt for 19.6%, liquid and overnight for 6.5%, passive for 14.9% and arbitrage at 3.1% as of September 2025.

AMCs	H1FY26 (Rs. Bn)					H1FY26 (Share %)				
	Equity and Equity Orient ed	Debt	Liquid and overnigh t	Passiv e	Arbitra ge	Equity and Equity Orient ed	Debt	Liquid and overnigh t	Passiv e	Arbitra ge
SBI AMC	5,276.6	1,643.6	917.8	3,754.7	402.6	44.0%	13.7%	7.7%	31.3%	3.4%
ICICI Prudential AMC	5,666.3	1,991.4	659.7	1,511.9	318.2	55.8%	19.6%	6.5%	14.9%	3.1%
HDFC AMC	5,356.8	1,806.0	782.0	655.1	214.4	60.8%	20.5%	8.9%	7.4%	2.4%
Nippon India AMC	3,003.8	958.9	434.0	2,014.7	153.8	45.8%	14.6%	6.6%	30.7%	2.3%
Kotak Mahindra AMC	2,710.3	1,251.0	485.9	394.3	718.0	48.8%	22.5%	8.7%	7.1%	12.9%
Aditya Birla Sun Life AMC	1,675.0	1,386.0	636.7	327.6	226.3	39.4%	32.6%	15.0%	7.7%	5.3%
UTI AMC	1,168.5	564.0	339.0	1,624.4	88.2	30.9%	14.9%	9.0%	42.9%	2.3%
Axis AMC	2,067.6	740.0	496.1	135.7	73.0	58.9%	21.1%	14.1%	3.9%	2.1%
TATA AMC	1,043.1	577.4	283.8	87.8	177.5	48.1%	26.6%	13.1%	4.0%	8.2%
DSP AMC	1,327.3	321.8	235.0	166.1	60.7	62.9%	15.2%	11.1%	7.9%	2.9%
Total AMC Industry	41,789.8	13,072.4	6,870.3	12,350.0	3,059.5	54.2%	16.9%	8.9%	16.0%	4.0%

Note: Players are arranged in the descending order based on mutual fund quarterly average AUM (Q AAUM) as of September 2025
Source: Company reports, AMFI, Crisil Intelligence

ICICI Prudential AMC was the largest AMC in terms of Individual MAAUM with a market share of 13.7% as of September 2025

As of September 2025, ICICI Prudential AMC had MAAUM of Individual investors at Rs 6,610.3 billion representing the highest Individual investor AUM in the Indian mutual fund industry. ICICI Prudential AMC had highest Individual MAAUM as of March 2022, March 2023, March 2024 March 2025 and September 2025.

Investor Category (H1FY26)

AMCs	Individual M AAUM (Rs. Bn)						Share of Individual MAAUM H1FY26 (%)	CAGR (FY23-25)
	FY21	FY22	FY23	FY24	FY25	H1FY26		
SBI AMC	2,134.0	2,671.9	3,046.9	4,310.0	5,196.8	5,930.3	12.3%	30.6%
ICICI Prudential AMC	2,315.6	2,806.6	3,234.7	4,642.2	5,658.2	6,610.3	13.7%	32.3%
HDFC AMC	2,370.9	2,630.0	3,026.4	4,458.0	5,370.1	6,301.2	13.1%	33.2%
Nippon India AMC	1,165.3	1,399.2	1,645.4	2,601.7	3,337.6	4,036.5	8.4%	42.4%
Kotak Mahindra AMC	1,080.1	1,380.3	1,601.1	2,295.2	2,753.6	3,235.6	6.7%	31.1%
Aditya Birla Sun Life AMC	1,273.8	1,386.0	1,409.7	1,740.4	1,856.1	2,084.1	4.3%	14.7%
UTI AMC	846.4	1,007.5	1,044.6	1,323.5	1,501.0	1,718.8	3.6%	19.9%
Axis AMC	1,261.9	1,648.2	1,601.7	1,872.7	1,997.6	2,265.8	4.7%	11.7%
TATA AMC	349.9	479.1	556.7	827.2	993.3	1155.7	2.4%	33.6%
DSP AMC	655.2	744.6	769.7	1,040.9	1,264.4	1468.7	3.0%	28.2%
AMC Industry	17,486.0	21,186.4	23,723.0	33,886.3	41,054.9	48,258.4	100.0%	31.6%

Note: Players are arranged in the descending order based on mutual fund quarterly average AUM (Q AAUM) as of September 2025, Individual shares include retail and HNIs, Data includes FOF Domestic, MAAUM- Monthly average AUM, Source: Company reports, AMFI, Crisil Intelligence

ICICI Prudential AMC was the largest portfolio manager in terms of closing PMS AUM for domestic non-corporate clients under discretionary services as of September 2025

As on March 2025, ICICI Prudential AMC held the largest closing PMS AUM for domestic non-corporate clients for discretionary services at Rs. 182.8 billion in FY25 which grew from Rs. 36.8 billion in FY23 at a CAGR of 122.8%.

As of September 2025 also, ICICI Prudential AMC maintained its position as the largest provider of discretionary PMS to domestic non-corporate clients, with AUM of Rs. 215.8 billion growing YoY at 15.0%.

PMS AUM for domestic non-corporate clients under discretionary services for top 10 AMCs

AMCs	PMS AUM for domestic non-corporate clients under discretionary services (Rs. Bn.)						
	FY21	FY22	FY23	FY24	FY25	H1FY26	CAGR (FY23-25)
SBI AMC	1.2	3.0	4.5	11.1	11.3	11.3	57.9%
ICICI Prudential AMC	22.3	27.7	36.8	117.4	182.8	215.8	122.8%
HDFC AMC	2.3	2.5	2.5	3.3	3.4	3.7	16.4%
Nippon India AMC	7.8	6.0	4.6	5.0	4.2	4.2	-4.3%
Kotak Mahindra AMC	11.7	9.3	7.0	10.7	13.7	15.3	39.7%
Aditya Birla Sun Life AMC	12.0	11.4	10.5	13.3	15.2	16.8	20.3%
UTI AMC	0.9	-	-	-	-	-	-
Axis AMC	10.9	10.1	8.5	10.4	9.8	9.3	7.2%
TATA AMC	2.1	2.0	1.4	1.7	1.6	1.4	4.6%
DSP AMC	NA	NA	NA	NA	NA	NA	-

Note: NA- Not available, AUM as on the last date of the month, Top 10 AMCs based on mutual fund quarterly average AUM (Q AAUM) as of September 2025, Source: Portfolio Manager Monthly Report, SEBI, Crisil Intelligence

ICICI Prudential AMC manages the largest number of schemes in mutual fund industry as of September 2025

As of September 2025, ICICI Prudential AMC managed a total of 143 schemes, comprising 44 equity and equity-oriented schemes, 20 debt schemes, 61 passive schemes, 15 domestic fund of funds, 1 liquid scheme, 1 overnight scheme and 1 arbitrage scheme. Schemes like ICICI Prudential India Opportunities fund, ICICI Prudential Large Cap Fund, ICICI Prudential Asset Allocator Fund, ICICI Prudential Value Fund and ICICI Prudential Multi Asset Fund were the leaders in categories of Sectoral/Thematic Funds, Large Cap Funds, FOF (Overseas/domestic) Fund, Value Fund and Multi Asset Allocation Funds, respectively in terms of QAAUM as of September 2025. ICICI Prudential has been one of the asset management companies, which have been at the forefront of product innovation with the ability to scale business within the Indian asset management industry, by introducing innovative products like-

- **ICICI Prudential India Opportunities Fund:** Launched by ICICI Prudential AMC in January 2019
- **ICICI Prudential Business Cycle Fund:** Launched by ICICI Prudential AMC in January 2021
- **ICICI Prudential Technology Fund:** Launched by ICICI Prudential AMC in March 2000
- **ICICI Prudential Innovation Fund:** Launched by ICICI Prudential AMC in April 2023
- **ICICI Prudential Value Fund:** Launched by ICICI Prudential AMC in 2004

- **Smart Beta Funds:** Launched by ICICI Prudential AMC in 2017, ICICI Prudential Nifty 100 Low Volatility 30 ETF was India's first single-factor ETF under the smart beta category and the first multi-factor ETF, ICICI Prudential Nifty Alpha Low Volatility 30 ETF in 2020.
- **ICICI Prudential Silver ETF:** Launched in January 2022, ICICI Prudential Silver ETF was the first silver-based ETF in India in the precious metals category.
- **International Equity:** Launched in July 2012, ICICI Prudential US Bluechip Fund is the first actively managed international equity mutual fund in India investing in the U.S. markets.
- **ICICI Prudential Balanced Advantage Fund:** Launched in December 2006, ICICI Prudential Balanced Advantage Fund. This fund follows a "buy low, sell high" investment framework.
- **ICICI Prudential Multi-Asset Fund:** Launched in October 2002, ICICI Prudential Multi-Asset Fund. This fund aims to invest in various asset classes with a minimum of 10% in equity, debt and commodities.

No. of schemes as on 30th September 2025

AMCs	Equity and Equity-oriented schemes	Debt schemes	Passive	FOF Domestic	Liquid	Overnight	Arbitrage	Total Schemes
SBI AMC	36	50	35	4	1	1	1	128
ICICI Prudential AMC	44	20	61	15	1	1	1	143
HDFC AMC	30	24	45	5	1	1	1	107
Nippon India AMC	25	24	52	6	1	1	1	110
Kotak Mahindra AMC	32	20	49	4	1	1	1	108
Aditya Birla Sun Life AMC	37	24	41	6	1	1	1	111
UTI AMC	24	23	30	3	1	1	1	83
Axis AMC	28	17	31	5	1	1	1	84
TATA AMC	27	8	24	4	1	1	1	66
DSP AMC	24	18	30	3	1	1	1	78

Note: Players are arranged in the descending order based on mutual fund quarterly average AUM (Q AAUM) as of September 2025, Source: AMFI, Crisil Intelligence

ICICI Prudential AMC's top 5 Equity and Equity-oriented schemes accounted for 53.4% of its total Equity and Equity-oriented QAAUM as of September 2025

As of September 2025, ICICI Prudential had a diversified AUM with its top 5 equity and equity-oriented schemes accounting for 53.4% of its total equity and equity-oriented QAAUM, compared to the average of top 10 AMC at 58.6%.

Concentration of top 5 equity and equity-oriented schemes as on September 2025	
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SBI AMC	ICICI Prudential AMC	HDFC AMC	Nippon India AMC	Kotak Mahindra AMC	Aditya Birla Sun Life AMC	UTI AMC	Axis AMC	TATA AMC	DSP AMC	Avg. of top 10 AMCs
48.2%	53.4%	64.3%	70.7%	65.6%	50.9%	57.4%	68.4%	48.5%	60.8%	58.6%

Note: Average of top 10 AMCs is the ratio of total sum of top 10 AMCs' top 5 Equity and equity-oriented scheme AUM and their total equity and equity-oriented AUM, Players are arranged in the descending order based on mutual fund quarterly average AUM (Q AAUM) as of September 2025, Source: Company reports, AMFI, Crisil Intelligence.

ICICI Prudential AMC reported 32.0% CAGR in operating revenue between FY23 and FY25

AMCs	Operating Revenue (Rs. Mn.)						
	FY21	FY22	FY23	FY24	FY25	H1FY26	CAGR (FY23-25)
SBI AMC	14,336.3	18,318.7	21,555.7	26,827.8	35,851.0	NA	29.0%
ICICI Prudential AMC	20,046.0	24,176.8	26,891.8	33,759.0	46,827.8	27,329.5	32.0%
HDFC AMC	18,525.3	21,153.6	21,668.1	25,843.7	34,980.3	19,938.0	27.1%
Nippon India AMC	9,865.4	12,139.8	12,592.1	15,211.1	20,652.0	11,752.4	28.1%
Kotak Mahindra AMC	5,993.0	7,684.1	8,032.1	9,263.7	13,026.4	NA	27.3%
Aditya Birla Sun Life AMC	10,406.8	12,634.7	12,052.3	13,301.8	16,590.9	9,003.4	17.3%
UTI AMC	7,264.9	9,095.0	9,089.6	9,491.9	11,796.8	6,277.8	13.9%
Axis AMC	6,203.1	8,936.6	9,840.9	10,756.7	12,719.2	NA	13.7%
TATA AMC	2,466.8	3,182.5	3,539.6	4,699.9	6,611.2	NA	36.7%
DSP AMC	4,610.3	6,085.2	5,859.2	7,070.4	8,323.4	NA	19.2%

Note: NA- Not available, Data basis standalone Financials, Players are arranged in the descending order based on mutual fund quarterly average AUM (Q AAUM) as of September 2025, data for FY21 for DSP is considered from DSP Investment managers & for FY22, FY23, FY24 and FY25 is from DSP Asset managers, Source: Company reports, Crisil Intelligence.

ICICI Prudential AMCs had the highest share of operating revenue as a % of total income in FY25 among top 10 AMCs

ICICI Prudential AMC had the share of operating revenue as a percentage of total income at 94.0% in FY25 and 92.7% in H1FY26 indicating that a significant portion of ICICI Prudential AMC's income is derived from operating revenue.

Operating revenue as a % of total income

AMCs	Operating Revenue as a % of total income					
	FY21	FY22	FY23	FY24	FY25	H1FY26
SBI AMC	88.6%	91.8%	89.4%	78.3%	84.7%	NA
ICICI Prudential AMC	89.7%	91.7%	94.8%	89.8%	94.0%	92.7%
HDFC AMC	84.1%	86.9%	87.3%	81.7%	86.2%	85.9%
Nippon India AMC	74.4%	85.0%	88.0%	81.0%	87.9%	87.2%
Kotak Mahindra AMC	92.9%	93.3%	90.2%	81.1%	86.3%	NA
Aditya Birla Sun Life AMC	88.3%	91.6%	90.5%	82.3%	84.7%	84.7%
UTI AMC	77.1%	85.8%	82.6%	70.8%	81.0%	75.7%

Axis AMC	94.7%	95.4%	96.1%	84.4%	86.8%	NA
TATA AMC	87.6%	92.8%	91.9%	86.8%	92.6%	NA
DSP AMC	79.4%	94.8%	89.4%	85.3%	84.5%	NA

Note: NA- Not available, all calculations have been done basis standalone financials, Players are arranged in the descending order based on mutual fund quarterly average AUM (Q AAUM) as of September 2025, data for FY21 for DSP is considered from DSP Investment managers & for FY22, FY23, FY24 and FY25 is from DSP Asset managers, Source: Company reports, Crisil Intelligence.

ICICI Prudential AMC was the most profitable AMC amongst AMCs in terms of operating profit before tax with market share of 20.0% in FY25

ICICI Prudential AMC reported an operating profit before tax of Rs. 32,361.6 million in FY25 and Rs. 19,328.2 million in H1FY26. It has consistently held the top position in terms of operating profit before tax since FY21 among the top 10 AMCs.

Operating profit before tax

AMCs	Operating profit before tax (Rs. Mn.)							
	FY21	FY22	FY23	FY24	FY25	H1FY26	CAGR (FY23-25)	Market Share (FY25)
SBI AMC	9,546.9	12,635.5	15,166.0	19,336.5	27,226.9	NA	34.0%	16.8%
ICICI Prudential AMC	14,286.2	17,114.2	18,581.7	23,128.0	32,361.6	19,328.2	32.0%	20.0%
HDFC AMC	13,997.4	15,374.5	15,548.1	19,001.3	27,262.1	15,330.8	32.4%	16.8%
Nippon India AMC	5,038.0	7,309.9	7,458.0	9,385.1	13,715.9	7,854.3	35.6%	8.5%
Kotak Mahindra AMC	3,817.5	4,448.5	4,649.5	5,538.5	8,298.3	NA	33.6%	5.1%
Aditya Birla Sun Life AMC	5,481.1	7,667.3	6,620.7	7,160.8	9,391.7	5,286.5	19.1%	5.8%
UTI AMC	2,419.8	3,754.9	3,618.3	3,740.0	5,965.8	2,765.9	28.4%	3.7%
Axis AMC	2,880.3	4,889.6	5,378.3	5,148.8	6,406.2	NA	9.1%	4.0%
TATA AMC	791.9	1,119.6	1,184.1	1,846.9	3,332.5	NA	67.8%	2.1%
DSP AMC	2,079.6	3,404.6	2,933.5	2,835.7	3,523.6	NA	9.6%	2.2%

Note: NA- Not available, Data basis standalone financials, Players are arranged in the descending order based on mutual fund quarterly average AUM (Q AAUM) as of September 2025, data for FY21 for DSP is considered from DSP Investment managers & for FY22, FY23, FY24 and FY25 is from DSP Asset managers, Source: Company reports, Crisil Intelligence

ICICI Prudential AMC reported 32.2% CAGR in Profit after Tax between FY23 to FY25

ICICI Prudential reported profit after tax of Rs. 26,506.6 million in FY25 and Rs.16,177.4 million in H1FY26.

AMCs	PAT (Rs. Mn.)						
	FY21	FY22	FY23	FY24	FY25	H1FY26	CAGR (FY23-25)

SBI AMC	8,627.6	10,706.5	13,312.0	20,629.5	25,314.6	NA	37.9%
ICICI Prudential AMC	12,453.7	14,540.9	15,157.8	20,497.3	26,506.6	16,177.4	32.2%
HDFC AMC	13,257.6	13,931.3	14,239.2	19,458.8	24,610.5	14,659.8	31.5%
Nippon India AMC	6,493.9	7,112.1	7,149.4	10,472.3	12,522.3	7,237.1	32.3%
Kotak Mahindra AMC	3,232.7	3,795.8	4,311.0	5,905.8	7,965.6	NA	35.9%
Aditya Birla Sun Life AMC	5,158.4	6,603.6	5,909.3	7,742.3	9,247.2	5,215.9	25.1%
UTI AMC	3,516.7	4,177.8	4,244.3	6,005.2	6,535.2	3,823.4	24.1%
Axis AMC	2,437.3	4,022.0	4,295.0	5,578.8	6,197.7	NA	20.1%
TATA AMC	851.5	1,034.5	1,113.6	1,956.3	2,935.6	NA	62.4%
DSP AMC	2,591.7	2,840.3	2,785.3	3,100.7	3,961.1	NA	19.3%

Note: NA- Not available, Data basis standalone financials, Players are arranged in the descending order based on mutual fund quarterly average AUM (Q AAUM) as of September 2025, data for FY21 for DSP is considered from DSP Investment managers & for FY22, FY23, FY24 and FY25 is from DSP Asset managers, Source: Company reports, Crisil Intelligence

ICICI Prudential AMC reported operating profit before tax as a percentage of AAUM* at 0.36% in FY25

% of AAUM*	FY24				FY25			
	Operating revenue	Operational expense	Operating profit before tax	PAT	Operating revenue	Operational expense	Operating profit before tax	PAT
ICICI Prudential AMC	0.52%	0.16%	0.36%	0.32%	0.52%	0.16%	0.36%	0.29%

Note: *Annual AAUM includes mutual fund, alternates and advisory, Calculations basis standalone financials, Source: Company reports, Crisil Intelligence

ICICI Prudential AMC reported operating profit before tax as a percentage of AAUM* at 0.37% in H1FY26

% of AAUM*	H1FY26#			
	Operating revenue	Operational expense	Operating profit before tax	PAT
ICICI Prudential AMC	0.52%	0.15%	0.37%	0.31%

Note: *Half Yearly AAUM includes mutual fund, alternates and advisory, Calculations basis standalone financials, #Annualized Source: Company reports, Crisil Intelligence

ICICI Prudential AMC reported the highest return on equity among top 10 AMCs from FY21 to FY25

ICICI Prudential reported the highest return on equity across the financial years from FY21 to FY25 among the top 10 AMCs. In FY25 and H1FY26, it reported return on equity at 82.8% and 86.8% respectively.

Return on Equity (FY21, FY22, FY23, FY24, FY25 and H1FY26)

AMCs	Return on Equity					
	FY21	FY22	FY23	FY24	FY25	H1FY26*
SBI AMC	37.8%	34.8%	31.9%	35.8%	33.7%	NA
ICICI Prudential AMC	80.3%	76.9%	70.0%	78.9%	82.8%	86.8%
HDFC AMC	30.1%	27.0%	24.5%	29.5%	32.4%	36.8%
Nippon India AMC	23.3%	22.2%	21.1%	29.0%	32.0%	35.3%

Kotak Mahindra AMC	35.2%	30.4%	27.1%	29.3%	30.7%	NA
Aditya Birla Sun Life AMC	33.6%	33.7%	25.1%	27.3%	27.0%	28.7%
UTI AMC	12.8%	13.8%	13.0%	17.1%	17.5%	20.8%
Axis AMC	43.1%	45.4%	33.2%	31.2%	26.1%	NA
TATA AMC	28.6%	28.3%	26.2%	37.3%	41.9%	NA
DSP AMC	19.1%	27.1%	37.3%	29.8%	28.5%	NA

*Note: * Returns on equity annualized, NA- Not available, Calculations basis standalone financials, Players are arranged in the descending order based on mutual fund quarterly average AUM (Q AAUM) as of September 2025, data for FY21 for DSP is considered from DSP Investment managers & for FY22, FY23, FY24 and FY25 is from DSP Asset managers, Formula = Total profit for the year or period / Average of Net worth for the year or period, Source: Company reports, Crisil Intelligence*

Annexure

Definition and Description: -

Parameters	Definition
Active funds	In an Active Fund, the Fund Manager takes an active role in making investment decisions, dynamically choosing to buy, hold, or sell underlying securities and selecting specific stocks. This active management approach is applied across a range of scheme types, including debt, equity, hybrid, ELSS, growth, income, solution-oriented schemes, and Fund of Funds (FOF) investing in overseas markets.
Equity funds	An equity fund is a mutual fund scheme that invests predominantly in equity stocks. In the Indian context, as per current SEBI Mutual Fund Regulations, an equity mutual fund scheme must invest at least 65% of the scheme's assets in equities and equity related instruments.
Debt funds	A debt fund is a mutual fund scheme that invests in fixed income instruments, such as Corporate and Government Bonds, corporate debt securities, and money market instruments etc. that offer capital appreciation.
Liquid and overnight fund	Liquid and overnight fund invest predominantly in highly liquid money market instruments and debt securities of very short tenure and hence provide high liquidity.
Arbitrage funds	Fund with the strategy of simultaneously buying and selling an asset in different markets or forms to profit from price differences, such as buying a stock in the cash market and selling it in the futures market at a higher price, to generate returns from the price differential.
Individuals AUM	AUM of Retail and HNIs investing in Mutual fund schemes
Domestic Non-Corporate AUM for Discretionary services of PMS	AUM of segment of non-corporate investors residing in India, whose portfolios are managed under Discretionary PMS. Under this model, the Portfolio Manager has complete discretion to make investment decisions on behalf of these clients.
Operating Revenue	Operating revenue represents revenue that is earned from management fees of the mutual fund, AIF, PMS, and advisory revenue for the relevant fiscal year or period.
Operating expenses	Finance cost, Scheme expense/ fees and commission expense, employee benefit expense, Depreciation and amortization and other expenses have been considered as operating expenses for the relevant fiscal year or period

AMCs	
ICICI Prudential AMC	ICICI Prudential Asset Management Company Limited
SBI AMC	SBI Funds Management Limited
HDFC AMC	HDFC Asset Management Company Limited
Nippon India AMC	Nippon Life India Asset Management Limited
UTI AMC	UTI Asset Management Company Limited
Aditya Birla Sun Life AMC	Aditya Birla Sun Life AMC Limited
Kotak Mahindra AMC	Kotak Mahindra Asset Management Company Limited
Axis AMC	Axis Asset Management Company Limited
Tata AMC	Tata Asset Management Private Limited
DSP AMC	DSP Asset Managers Private Limited

Term	Description
AMC	Asset Management Company
CAGR	Compound Annual Growth Rate
ETF	Exchange-Traded Fund
FOF	Fund of Funds
M AAUM	Monthly Average Mutual Fund Asset Under Management for the latest month of the relevant fiscal year or period
PAT	Profit After Taxation
PMS	Portfolio Management Services
QAAUM	Quarterly Average Mutual Fund Asset Under Management for the latest quarter of the relevant fiscal year or period
Total MF AUM	Total MF AUM refers to total Mutual Fund AUM

Crisil Intelligence has categorized the followings funds as per the terms used in the report.

Scheme Name	Schemes	Classification
Income/Debt Oriented Schemes	Overnight Fund	Liquid and overnight
	Liquid Fund	Liquid and overnight
	Ultra Short Duration Fund	Debt
	Low Duration Fund	Debt
	Money Market Fund	Debt
	Short Duration Fund	Debt
	Medium Duration Fund	Debt
	Medium to Long Duration Fund	Debt
	Long Duration Fund	Debt
	Dynamic Bond Fund	Debt
	Corporate Bond Fund	Debt
	Credit Risk Fund	Debt
	Banking and PSU Fund	Debt
	Gilt Fund	Debt
	Gilt Fund with 10 year constant duration	Debt
	Floater Fund	Debt
Growth/Equity Oriented Schemes	Multi Cap Fund	Equity
	Large Cap Fund	Equity
	Large & Mid Cap Fund	Equity
	Mid Cap Fund	Equity
	Small Cap Fund	Equity
	Dividend Yield Fund	Equity
	Value Fund/Contra Fund	Equity
	Focused Fund	Equity
	Sectoral/Thematic Funds	Equity
	ELSS	Equity
Hybrid Schemes	Flexi Cap Fund	Equity
	Conservative Hybrid Fund	Debt- Hybrid

Scheme Name	Schemes	Classification
	Balanced Hybrid Fund/Aggressive Hybrid Fund	Equity-Hybrid
	Dynamic Asset Allocation/Balanced Advantage Fund	Equity-Hybrid
	Multi Asset Allocation Fund	Equity-Hybrid
	Arbitrage Fund	Arbitrage
	Equity Savings Fund	Equity-Hybrid
Solution Oriented Schemes	Retirement Fund	Equity/Debt as per scheme
	Children's Fund	Equity
Other Schemes	Index Funds	Passive
	GOLD ETF	Passive
	Other ETFs	Passive
	Fund of funds investing overseas	Equity
Income/Debt Oriented Schemes	Fixed Term Plan	Debt
	Capital Protection Oriented Schemes	Debt
	Infrastructure Debt Fund	Debt
	Other Debt Scheme	Debt
Close ended Growth/Equity Oriented Schemes	ELSS	Equity
	Other Equity Schemes	Equity
Interval Schemes	Income/Debt Oriented Schemes	Debt
	Growth/Equity Oriented Schemes	Equity

Source: AMFI, Crisil Intelligence

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