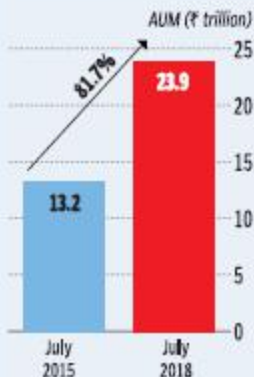


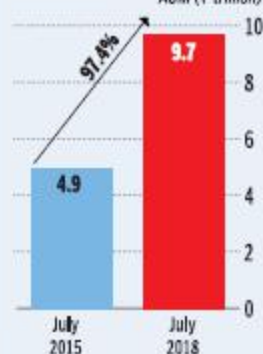
Mutual fund investors go direct

That the assets under management (AUM) of the mutual funds industry have risen is a well-documented fact. But direct plans of funds, where there are no distribution commissions paid, have grown at a much faster pace, suggesting greater investor awareness

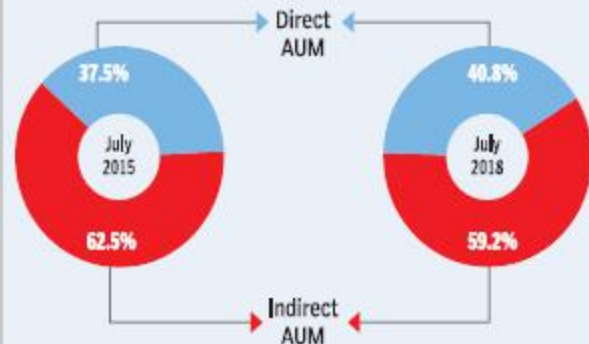
Surging MF assets



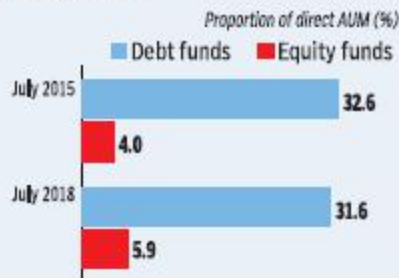
Direct investments rise faster



Rising proportion of direct AUM



Debt fund investors seem to seek distributors more, while those placing bets in equity schemes seem to prefer the direct route



Corporates are the major drivers of direct investments

Composition of direct AUM (%)

