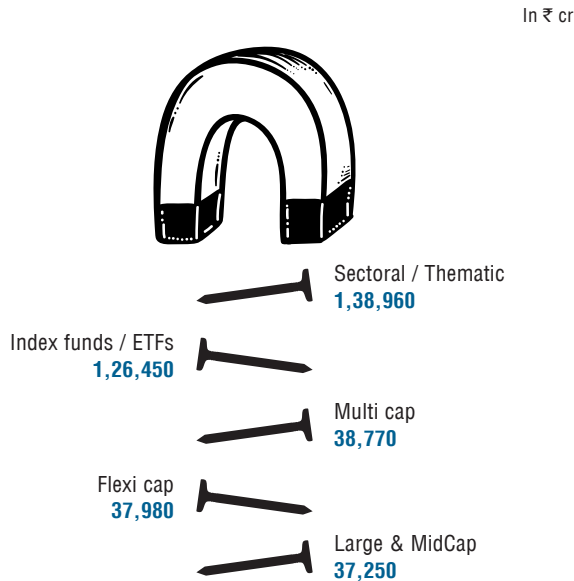


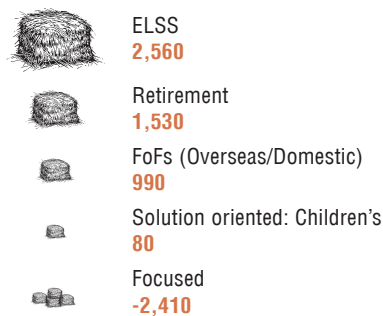
Attracting the big bucks:

Here is a look at the funds and fund houses

The five most popular fund categories

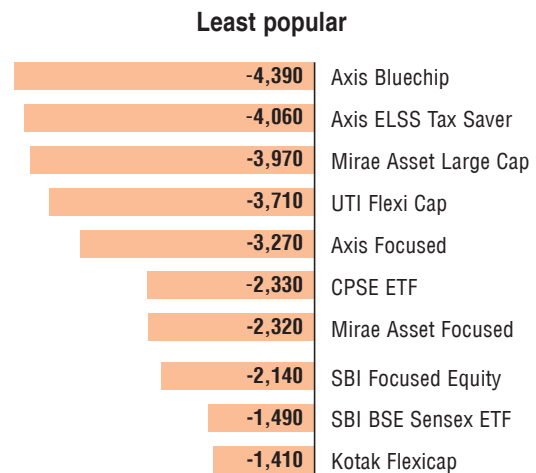
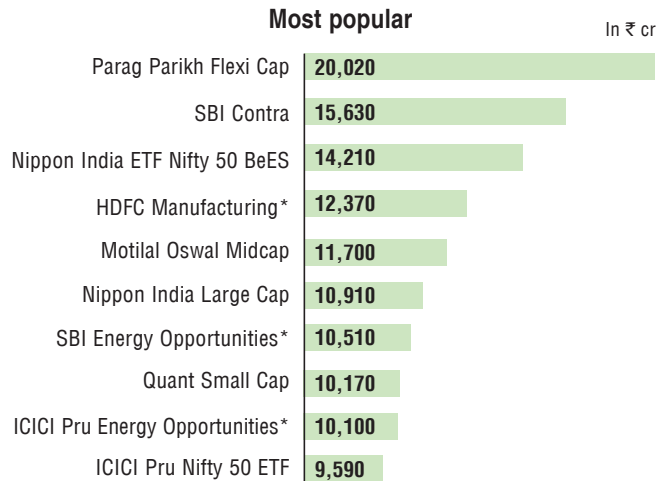


The five least popular fund categories



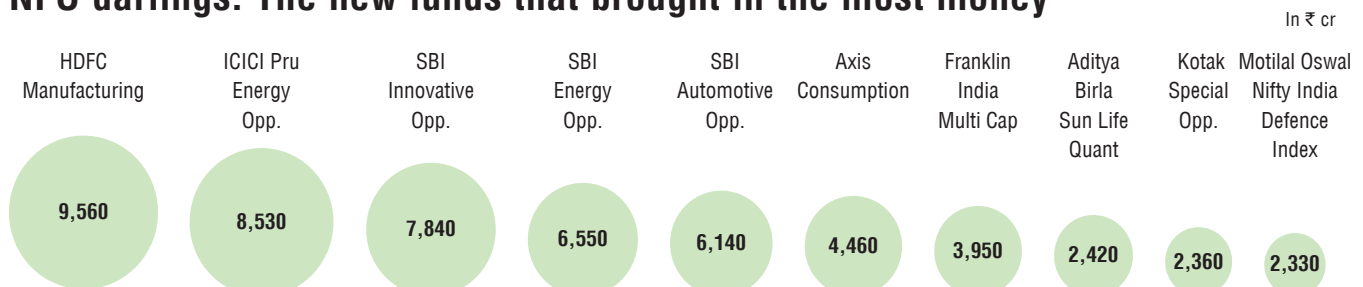
Data as of December 15, 2024. Rounded to nearest multiple of ₹10 crore. Based on Value Research estimates using daily AUM and NAV disclosures for open-ended equity funds.

10 equity funds investors bet on (or avoided)



*Launched in 2024. Rounded to the nearest multiple of ₹10 crore. Based on Value Research estimates using daily AUM and NAV disclosures for open-ended equity funds.

NFO darlings: The new funds that brought in the most money



NFO collection until November 25, 2024. Rounded to the nearest ₹10 crore. Based on Value Research estimates using daily AUM and NAV disclosures for open-ended equity funds.

Money magnets of 2024

that drew in the highest net flows

Most and least popular AMCs

● Net flows (₹ cr) ● No. of schemes

The favourites

ICICI Prudential
86,110 84



SBI
71,530 44



Nippon India
62,440 51



HDFC
56,690 54



Quant
35,100 21



The forgettables

Sundaram
-40 16



Samco
-160 5



PGIM India
-960 12



Aditya Birla Sun Life
-1,560 45



Axis
-5,440 36



Based on Value Research estimates using daily AUM & NAV disclosures for open-ended equity funds

Meet the superstars of the year

These funds dominated net flows across each category

Funds	Net flows (₹ cr)	Returns (%)
Large Cap		
Nippon India Large Cap	10,910	24.4
ICICI Prudential Bluechip	6,680	22.8
Quant Large Cap	2,060	20.1
HDFC Large Cap	2,020	17.0
Bajaj Finserv Large Cap*	1,340	-3.9

Flexi cap and focused		
Parag Parikh Flexi Cap	20,020	27.3
HDFC Flexi Cap	8,510	28.1
HDFC Focused 30	4,290	28.5
Quant Flexi Cap	3,840	21.1
JM Flexicap	3,350	38.7

Multi cap		
Nippon India Multi Cap	7,600	31.4
Kotak Multicap Fund	5,330	32.8
Franklin India Multi Cap*	4,630	1.3
HDFC Multi Cap Fund	3,860	26.1
Motilal Oswal Multi Cap*	2,050	35.4

Large & Mid cap		
SBI Large & Midcap	6,340	23.2
HDFC Large and Mid Cap	5,730	24.2
ICICI Pru Large & Mid Cap	5,030	26.4
Motilal Oswal Large & Midcap	3,480	49.3
Kotak Equity Opportunities	3,260	30.4

Mid cap		
Motilal Oswal Midcap	11,700	60.6
HDFC Mid-Cap Opportunities	4,990	31.9
Nippon India Growth	4,740	31.6
Quant Mid Cap	3,820	23.1
SBI Magnum Midcap	2,870	24.4

Funds	Netflows (₹ cr)	Returns (%)
Small cap		
Quant Small Cap	10,170	28.8
Nippon India Small Cap	5,910	31.7
Bandhan Small Cap	3,600	49.6
SBI Small Cap	3,550	29.9
Tata Small Cap	1,740	37.7

ELSS		
SBI Long Term Equity	3,520	33.3
Quant ELSS Tax Saver	3,450	15.1
Parag Parikh ELSS Tax Saver	1,230	24.3
Mirae Asset ELSS Tax Saver	870	23.7
Canara Robeco ELSS Tax Saver	650	24.3

Value oriented and Contra		
SBI Contra	15,630	24.0
ICICI Pru Value Discovery	2,910	24.8
Kotak India EQ Contra	1,130	28.8
Invesco India Contra	1,040	36.3
Bandhan Sterling Value	710	23.5

Sectoral / Thematic		
HDFC Manufacturing*	12,370	7.4
SBI Energy Opportunities*	10,510	8.4
ICICI Pru Energy Opp.*	10,100	-1.3
SBI Innovative Opp.*	8,140	1.6
SBI Automotive Opp.*	6,390	-2.3

International (as per Value Research)		
ICICI Pru NASDAQ 100 Index	390	32.2
Nippon India ETF Hang Seng BeES	340	23.8
Axis Greater China Equity FoF	210	13.6
Edelweiss Greater China Equity	190	15.4
DSP Global Innovation FoF	90	24.6

Returns as of December 15, 2024, and net flows rounded off to the nearest multiple of ₹10 crore.

*Returns for funds launched in 2024 since inception. Based on Value Research estimates using daily AUM and NAV disclosures for open-ended equity funds.