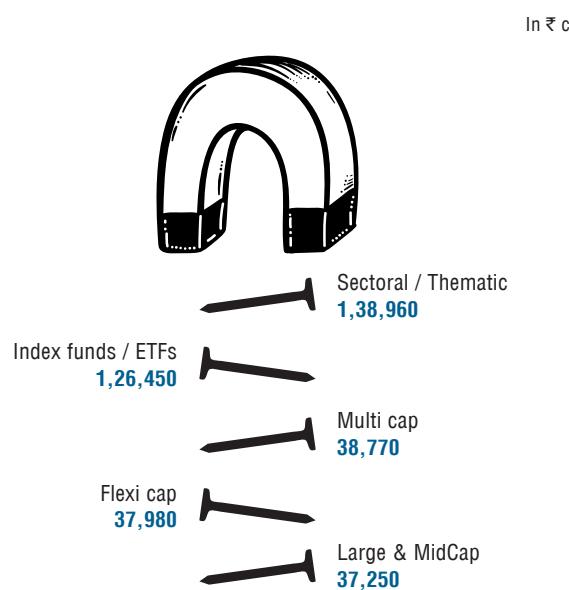


Attracting the big bucks:

Here is a look at the funds and fund houses

The five most popular fund categories

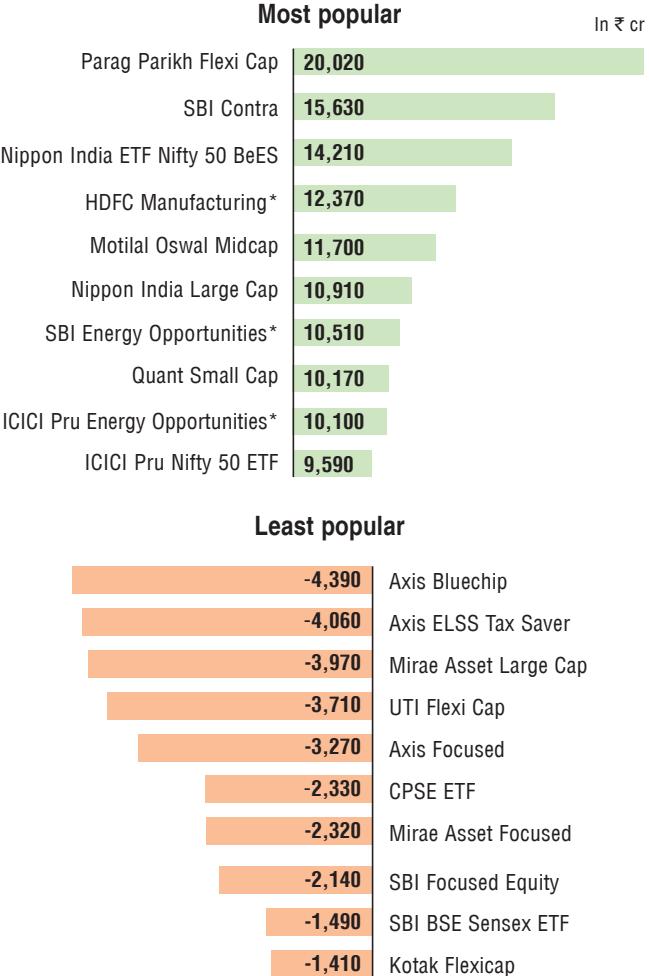


The five least popular fund categories



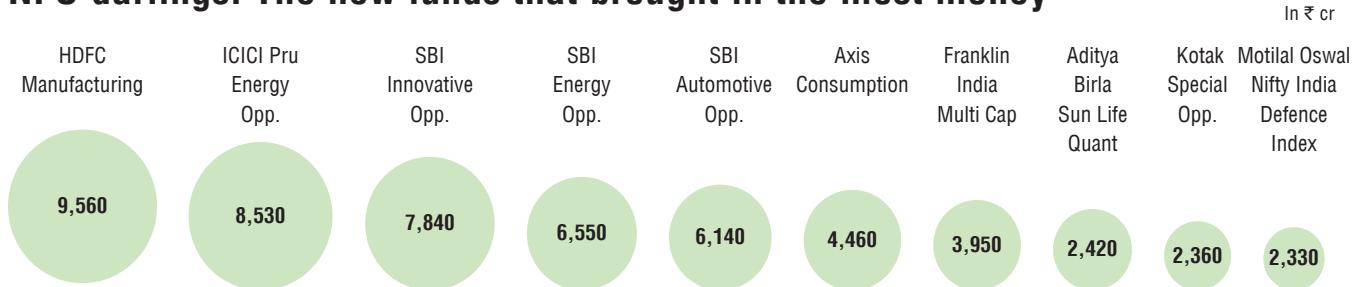
Data as of December 15, 2024. Rounded to nearest multiple of ₹10 crore. Based on Value Research estimates using daily AUM and NAV disclosures for open-ended equity funds.

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

AMC	Net flows (₹ cr)	No. of schemes
ICICI Prudential	86,110	84



AMC	Net flows (₹ cr)	No. of schemes
SBI	71,530	44



AMC	Net flows (₹ cr)	No. of schemes
Nippon India	62,440	51



AMC	Net flows (₹ cr)	No. of schemes
HDFC	56,690	54



AMC	Net flows (₹ cr)	No. of schemes
Quant	35,100	21



The forgettables

AMC	Net flows (₹ cr)	No. of schemes
Sundaram	-40	16



AMC	Net flows (₹ cr)	No. of schemes
Samco	-160	5



AMC	Net flows (₹ cr)	No. of schemes
PGIM India	-960	12



AMC	Net flows (₹ cr)	No. of schemes
Aditya Birla Sun Life	-1,560	45



AMC	Net flows (₹ cr)	No. of schemes
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 (%)	Funds	Netflows (₹ cr)	Returns (%)															
Large Cap																				
Nippon India Large Cap	10,910	24.4	Quant Small Cap	10,170	28.8															
ICICI Prudential Bluechip	6,680	22.8	Nippon India Small Cap	5,910	31.7															
Quant Large Cap	2,060	20.1	Bandhan Small Cap	3,600	49.6															
HDFC Large Cap	2,020	17.0	SBI Small Cap	3,550	29.9															
Bajaj Finserv Large Cap*	1,340	-3.9	Tata Small Cap	1,740	37.7															
Flexi cap and focused																				
Parag Parikh Flexi Cap	20,020	27.3	SBI Long Term Equity	3,520	33.3															
HDFC Flexi Cap	8,510	28.1	Quant ELSS Tax Saver	3,450	15.1															
HDFC Focused 30	4,290	28.5	Parag Parikh ELSS Tax Saver	1,230	24.3															
Quant Flexi Cap	3,840	21.1	Mirae Asset ELSS Tax Saver	870	23.7															
JM Flexicap	3,350	38.7	Canara Robeco ELSS Tax Saver	650	24.3															
Multi cap																				
Nippon India Multi Cap	7,600	31.4	SBI Contra	15,630	24.0															
Kotak Multicap Fund	5,330	32.8	ICICI Pru Value Discovery	2,910	24.8															
Franklin India Multi Cap*	4,630	1.3	Kotak India EQ Contra	1,130	28.8															
HDFC Multi Cap Fund	3,860	26.1	Invesco India Contra	1,040	36.3															
Motilal Oswal Multi Cap*	2,050	35.4	Bandhan Sterling Value	710	23.5															
Large & Mid cap																				
SBI Large & Midcap	6,340	23.2	HDFC Manufacturing*	12,370	7.4															
HDFC Large and Mid Cap	5,730	24.2	SBI Energy Opportunities*	10,510	8.4															
ICICI Pru Large & Mid Cap	5,030	26.4	ICICI Pru Energy Opp.*	10,100	-1.3															
Motilal Oswal Large & Midcap	3,480	49.3	SBI Innovative Opp.*	8,140	1.6															
Kotak Equity Opportunities	3,260	30.4	SBI Automotive Opp.*	6,390	-2.3															
Mid cap																				
Motilal Oswal Midcap	11,700	60.6	International (as per Value Research)																	
HDFC Mid-Cap Opportunities	4,990	31.9	Nippon India Growth	4,740	31.6	ICICI Pru NASDAQ 100 Index	390	32.2	Quant Mid Cap	3,820	23.1	Nippon India ETF Hang Seng BeES	340	23.8	SBI Magnum Midcap	2,870	24.4	Axis Greater China Equity FoF	210	13.6
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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.