

# India Asset Management

## Monthly update – SIP flows sustain

MF flows continued to be soft across debt and equity MF schemes in Jul-18. Net inflows into equity MF schemes (incl. ELSS + Arbitrage + Balanced) were at INR 109bn in Jul-18 (vs INR 97bn in Jun-18). However, adjusting for inflows into arbitrage schemes, net inflow into equity MF schemes was at INR 97 bn (vs INR 111bn in Jun-18, down 13% MoM). Debt MF schemes (ex-liquid schemes) continued to witness outflows in Jul-18 (INR 83bn outflow vs INR 236bn outflow in Jun-18). Positively, SIP flows continued to witness traction : INR 76bn in Jul-18 (flat MoM) and contributed ~78% to equity MF flows (ex-arbitrage). SIP flows are yet to show any signs of weakness. Liquid schemes witnessed a net outflow of INR 311bn in Jul-18 vs (INR 521bn inflow in Jun-18).

### ▪ Net flows (Jul-18) :

- Equity MFs (incl. ELSS + Arbitrage + Balanced) **Inflow : INR109bn** (vs INR 97bn in Jun-18)
  - Net inflow into equity schemes includes **INR 11.3bn** net inflow into arbitrage schemes. Excluding arbitrage inflow, net inflow in equity schemes was at **INR 97.4bn** (down 13% MoM on like-to-like basis).
- Debt MFs (ex-liquid schemes) **Outflow : INR 83bn** (vs INR 236 bn outflow in Jun-18)
- Liquid MFs **Outflow : INR 311bn** (vs INR 521 bn inflow in Jun-18)

### ▪ MF AUM (as of Jul-18) :

- Equity MFs (incl. ELSS + Arbitrage + Balanced) AUM : **INR 10.1 trn (+35% YoY, 5% MoM)**
  - Equity MF AUM includes **INR 570bn** in arbitrage schemes
- Debt MFs (ex-liquid schemes) AUM : **INR 7.7trn (-11% YoY, flat MoM)**
- Liquid MFs AUM : **INR 4.3 trn (+33% YoY, -6% MoM)**
- Overall MFs AUM : **INR 23.1 trn (+15% YoY, +1% MoM)**

### ▪ SIP inflows (Jul-18) :

- SIP inflows in Jul-18 were at **INR 75.5bn (+53% YoY, flat MoM)**

### ▪ Industry MF AUM mix:

- Equity MF schemes (incl. ELSS + Balanced) **40.8%** to industry monthly Avg. AUM in Jul-18, compared to **35.7% in Jul-17 (+520 bps)**
- Individuals contributed **51.9%** to Industry monthly Avg. AUM in Jul-18, compared to **48.1% in Jul-17 (+380 bps)**

### ▪ Market shares based on Jul-18 monthly avg. AUM:

- Equity MF schemes** : Among top AMCs, SBI AMC and Birla SL AMC have gained 46bps and 20bps market share respectively since Jul-17, while UTI AMC, ICICI AMC and RNAM have lost 70 bps, 65bps and 42 bps of market share respectively since Jul-17.
- Debt MF schemes** : Among top AMCs, SBI AMC gained 87 bps market share since Jul-17 to 8.0% in Jul-18, while Birla SL AMC, ICICI Pru AMC and RNAM have lost 17bps, 73 bps and 41bps of market share respectively since Jul-17.



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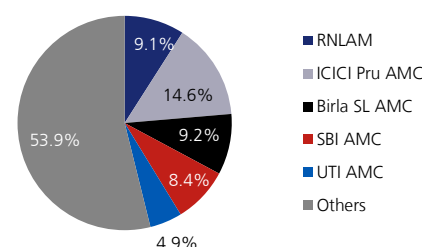
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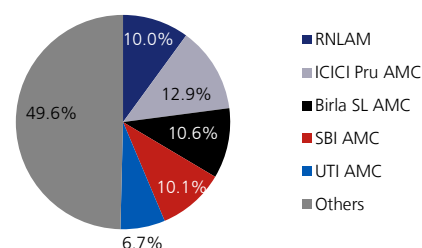
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	Reco	12M TP
Reliance Nippon Life AMC	BUY	330

Equity MF Monthly Avg AUM mkt share (Jul18)



Overall MF Monthly Avg AUM mkt share (Jul18)

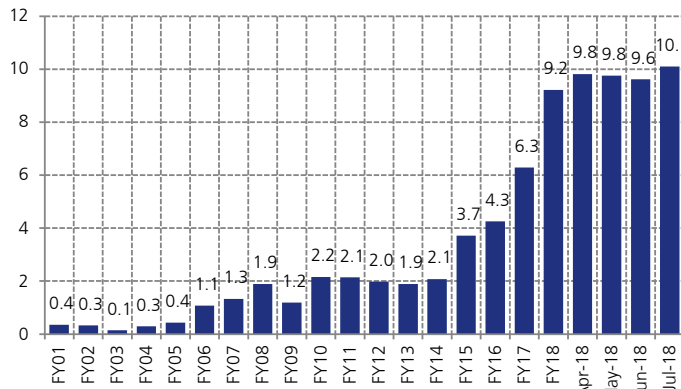


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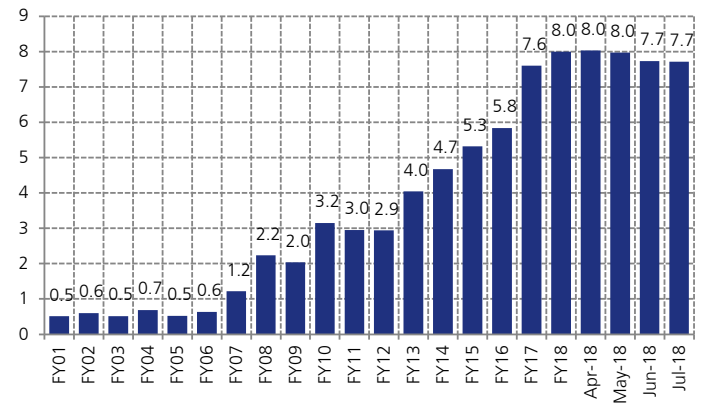
## Mutual Fund AUM movement

Exhibit 1. Equity MF AUM (INR trn) (closing basis)



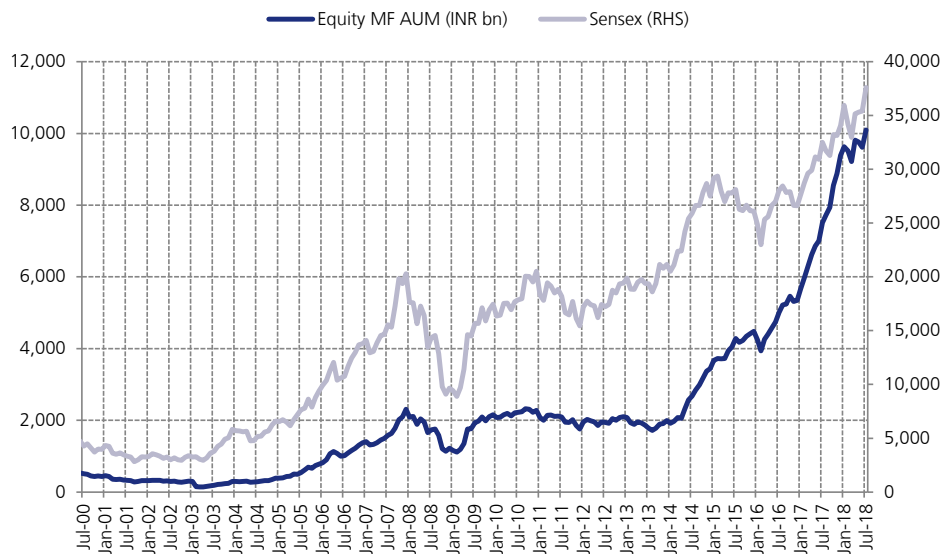
Source: AMFI, JM Financial # Equity MF inflow includes Equity + ELSS + Arbitrage + Balanced Schemes

Exhibit 2. Debt MF AUM (INR trn) (closing basis)



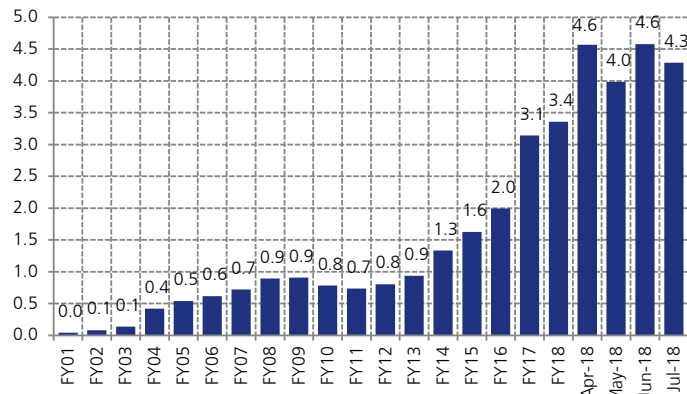
Source: AMFI, JM Financial ^Debt MF flow includes Income + Gilt + Infra Debt schemes, excludes Liquid

Exhibit 3. Equity MF AUM vs Sensex



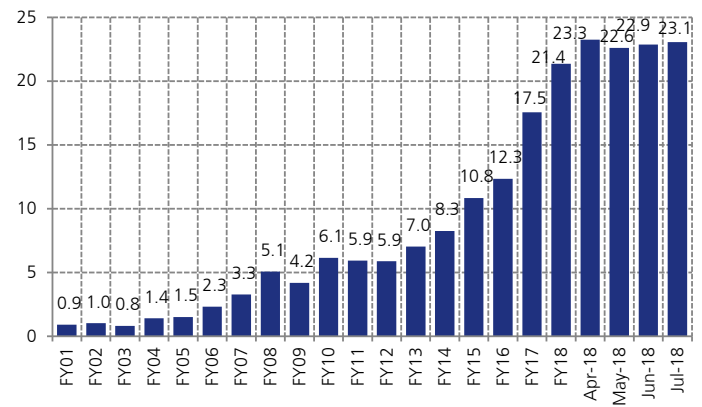
Source: AMFI, JM Financial #Equity MF AUM includes Equity + ELSS + Arbitrage + Balanced Schemes

Exhibit 4. Liquid MF AUM (INR trn) (closing basis)



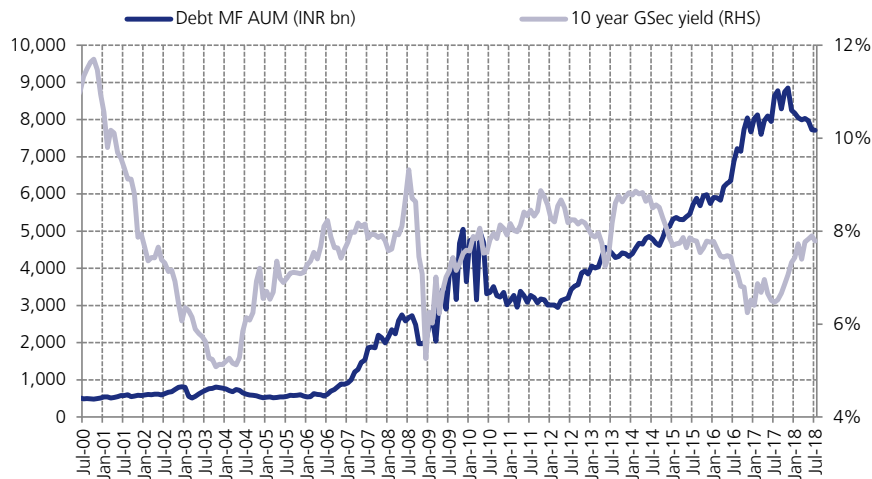
Source: AMFI, JM Financial

Exhibit 5. Overall MF AUM (INR trn) (closing basis)



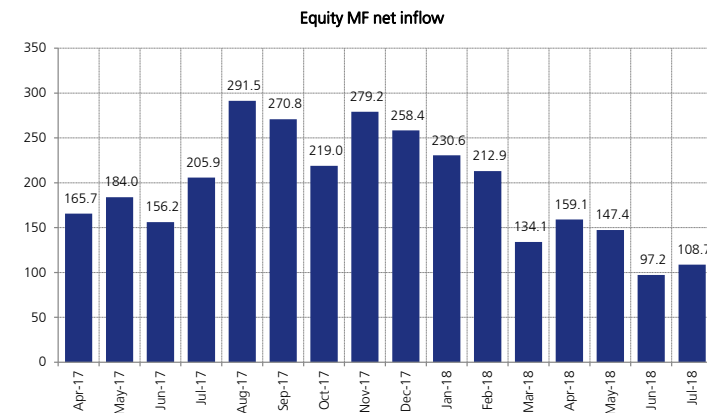
Source: AMFI, JM Financial

Exhibit 6. Debt MF AUM vs 10 year Gsec yield

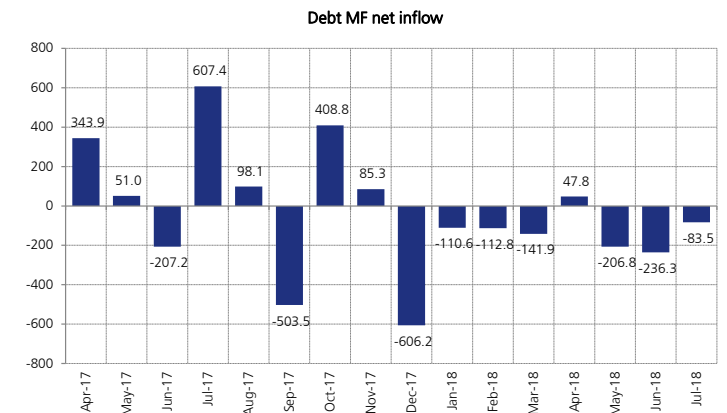


Source: AMFI, JM Financial ^Debt MF AUM includes Income + Gilt + Infra Debt schemes, excludes Liquid schemes

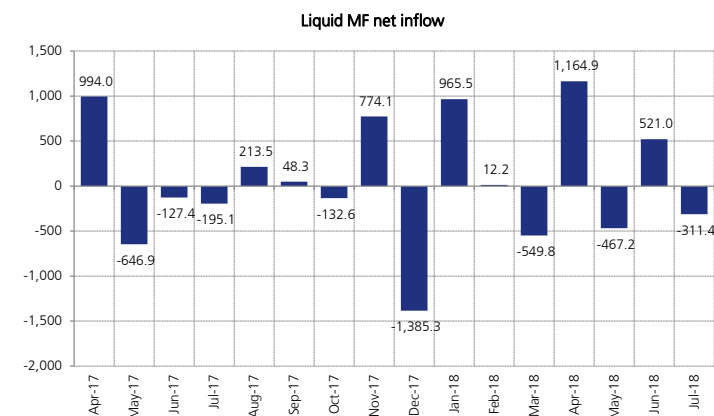
## Monthly flows across scheme types

**Exhibit 7. Equity MFs net inflows (INR bn)**


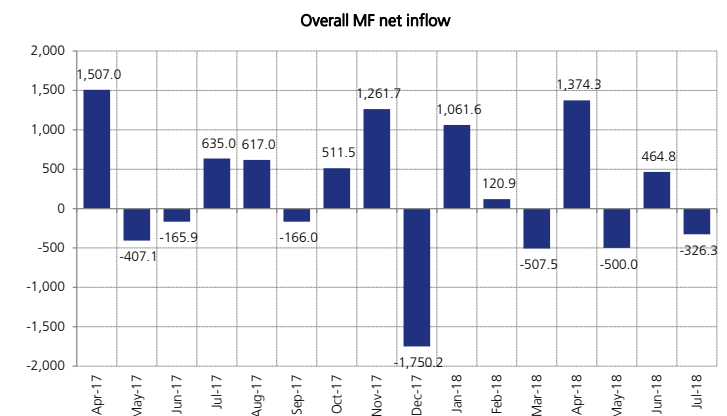
Source: AMFI, JM Financial #Equity MF inflow includes Equity + ELSS + Arbitrage + Balanced Schemes

**Exhibit 8. Debt MFs net inflows (INR bn)**


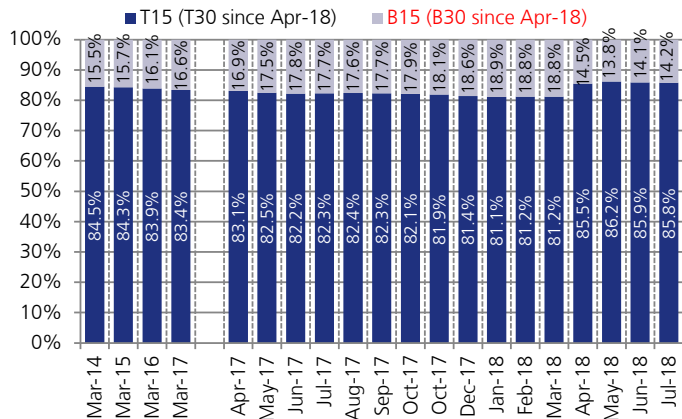
Source: AMFI, JM Financial ^Debt MF flow includes Income + Gilt + Infra Debt schemes, excludes Liquid

**Exhibit 9. Liquid MFs net inflows (INR bn)**


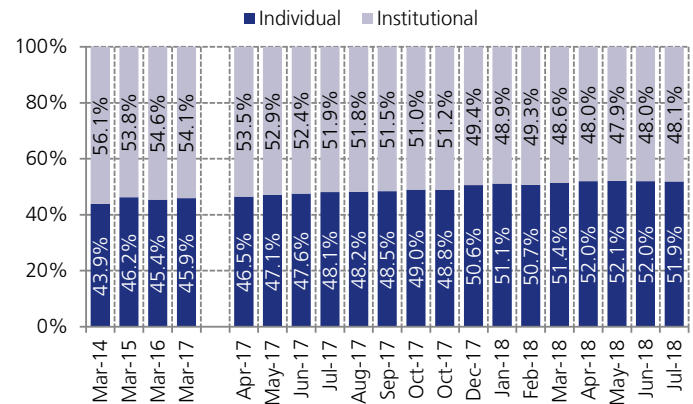
Source: AMFI, JM Financial

**Exhibit 10. Overall MF net inflows (INR bn)**


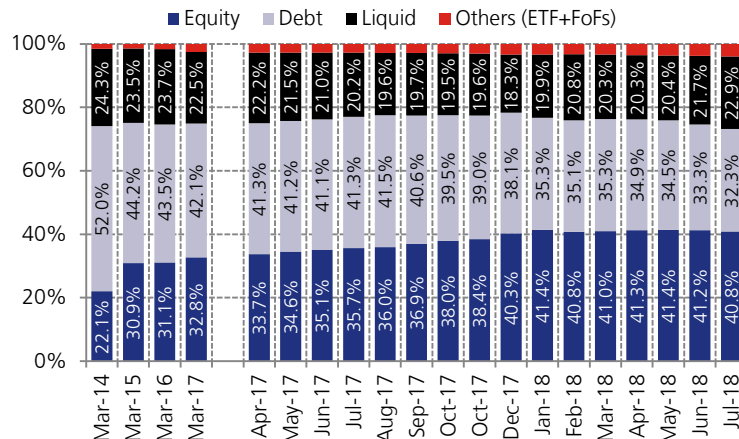
Source: AMFI, JM Financial

**Exhibit 11. Industry Monthly Avg. AUM: T15/T30 vs B15/B30**

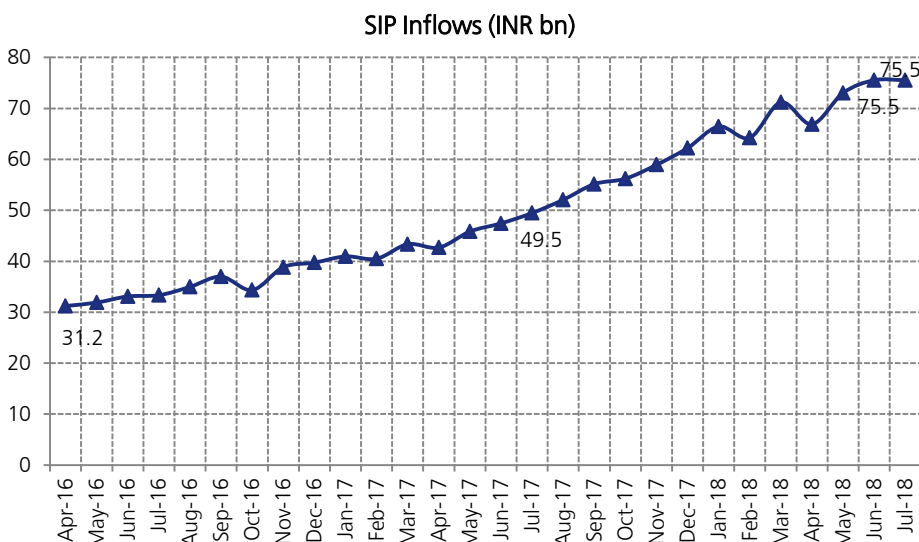
Source: AMFI, JM Financial # SEBI mandated in Feb-18 that additional expense ratio that was chargeable by MF schemes for meeting certain criteria of MF inflows from B15 (beyond top 15) cities will now only be applicable to B30 (beyond top 30) cities. Hence, from Apr-18 onwards, AMCs now report B30 monthly avg. AUM, instead of B15.

**Exhibit 12. Industry Monthly Avg. AUM: Individual vs Institutional**

Source: AMFI, JM Financial

**Exhibit 13. Industry Monthly Avg. AUM split : Contribution of equity schemes increasing**

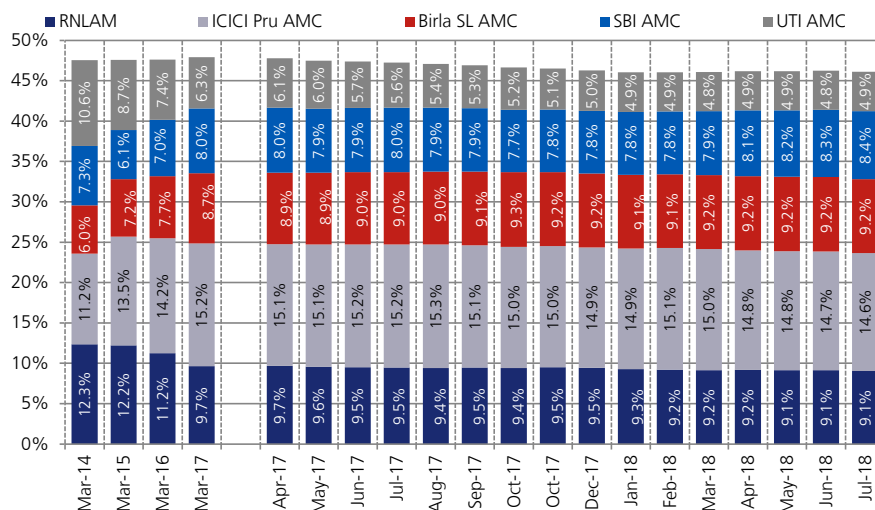
Source: AMFI, JM Financial #Equity MF AUM includes Equity + ELSS + Arbitrage + Balanced Schemes ^Debt MF AUM includes Income + Gilt + Infra Debt schemes, excludes Liquid schemes

**Exhibit 14. Monthly SIP Inflows have more than doubled since Apr-16 (INR bn)**

Source: AMFI, JM Financial

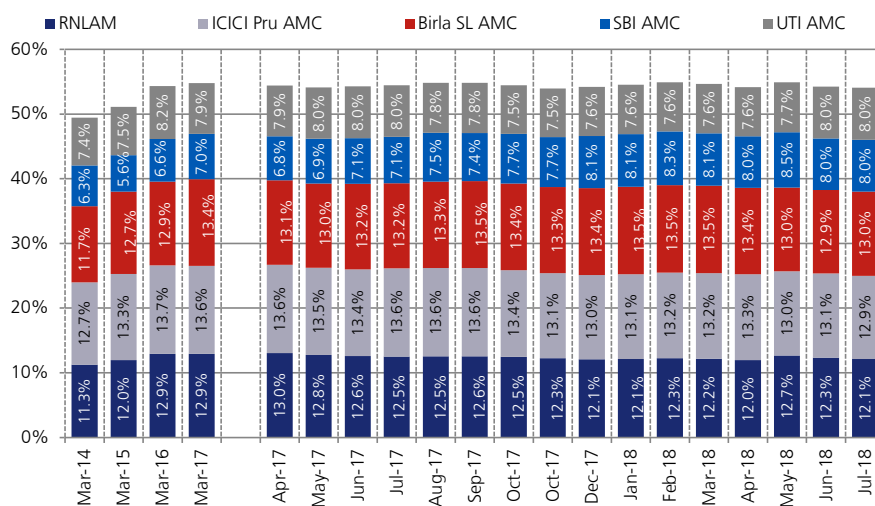
## Market share movement

Exhibit 15. Equity MF Monthly Avg. AUM market share



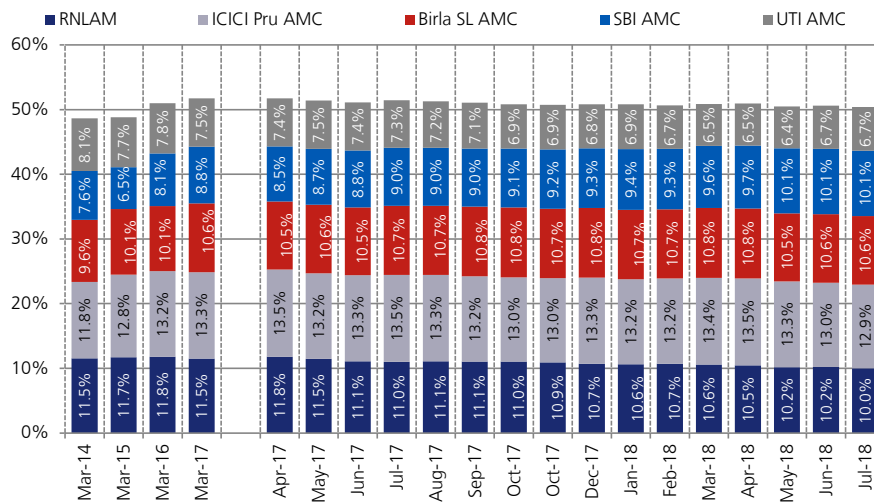
Source: AMFI, JM Financial #Equity MF AUM includes Equity + ELSS + Arbitrage + Balanced Schemes

Exhibit 16. Debt MF Monthly Avg. AUM market share movement



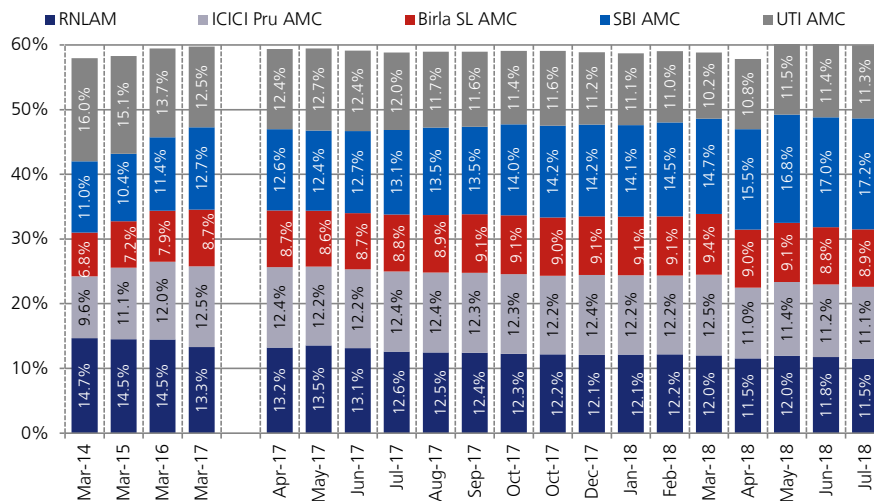
Source: AMFI, JM Financial ^Debt MF AUM includes Income + Gilt + Infra Debt schemes, excludes Liquid schemes

Exhibit 17. Overall MF Monthly Avg. AUM market share movement



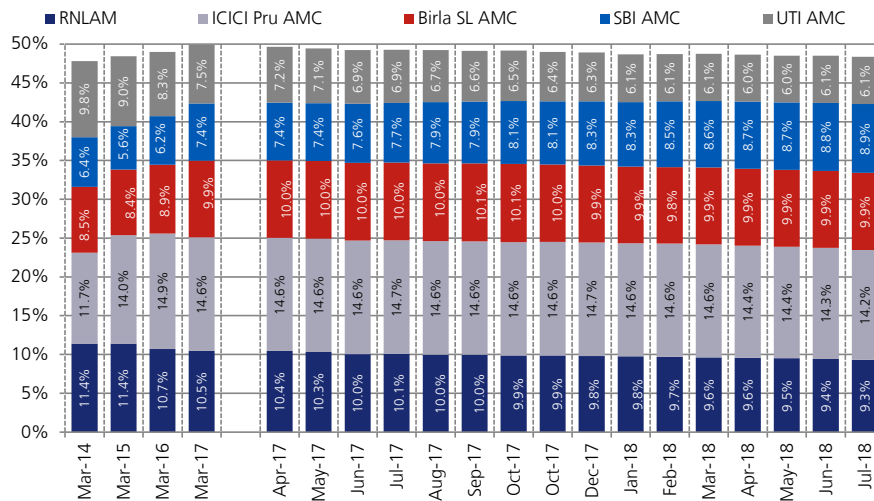
Source: AMFI, JM Financial

Exhibit 18. MF Monthly Avg. AUM market share in B15 locations (B30 since Apr-18)



Source: AMFI, JM Financial # SEBI mandated in Feb-18 that additional expense ratio that was chargeable by MF schemes for meeting certain criteria of MF inflows from B15 (beyond top 15) cities will now only be applicable to B30 (beyond top 30) cities. Hence, from Apr-18 onwards, AMCs now report B30 monthly avg. AUM, instead of B15.

Exhibit 19. MF Monthly Avg. AUM market share in Individual segment (Retail + HNI)



Source: AMFI, JM Financial



## APPENDIX I

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