

MFs AUM from smaller cities up 13.5% at ₹2L cr

New Delhi: Contribution of small towns - known as beyond the top 15 cities (B15) - to mutual funds' asset base in India has surged 13.5% to Rs2.14 lakh crore in the first nine months of the current fiscal.

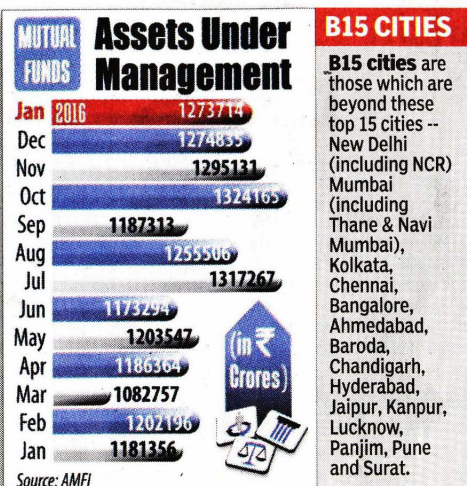
Mutual Funds' assets under management (AUM) from B15 grew from Rs1,89,014 crore in March 31, 2015 to Rs2,14,528 crore at the end of December, according to data from the Association of Mutual Funds of India (AMFI).

Despite marked volatility in the broader financial and stock markets, contributions from B15 cities has increased in the overall industry's AUM.

A major portion of the products sold within this fast growing pocket of the industry are equity-linked unlike the Top 15 space, where institutional dominance tilts the balance towards fixed income products, Reliance Capital Asset Management Company (RCAM) CEO Sundeep Sikka said.

With Rs30,641 crore under management, Reliance MF had a 14.3% share of the B-15 mutual fund market in December 2015, closely followed by UTI MF with a 13.9% market share and Rs29,762 crore worth of assets base.

Among the top five mutual fund houses, Birla Sun



TOP 5 MFs Birla Sun Life MF's AUM from B15 locations jumped by over 22% to Rs16,599 crore. This was followed by ICICI MF, which saw a growth of about 18% in its assets base from B15 cities to Rs24,700 crore. Reliance MF (about 12% to Rs30,641 crore), HDFC MF (8.3% to Rs26,737 crore) and UTI MF (4% to Rs29,762 crore).

RCAM occupies a niche position with a robust distribution network. We look forward to further capitalising on the strengths and keep bringing compelling investment opportunities to individual investors in B-15 cities."



SUNDEEP SIKKA, CEO, RCAM

Life MF have seen the highest growth in the assets base from B15 cities, while

in absolute terms, Reliance MF has bagged the top slot.