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Foundation of Independent Financial Advisors

December
2021



Saarthi Zaroori Hai™

We are proud to announce new members

Member Category	Member No.	Type	Organisation	Member Name	Location
General	02361	Ind	Flavia Stella Fernandes	Flavia Stella Fernandes	Valpoi
General	02362	Ind	Trupti Prakashrao Mahindrakar	Trupti Prakashrao Mahindrakar	Nagpur
General	02363	Ind	Shrirang Avinash Sahasrabuddhe	Shrirang Avinash Sahasrabuddhe	Nagpur
General	02364	Ind	Jayesh Kumar Manek	Jayesh Kumar Manek	Jabalpur
General	02365	N.Indv	Saumit Fincon Services LLP	Saumya Ketan Jhaveri	Surat

Photos of New Members



Ms. Flavia Fernandes
02361



Ms. Trupti Mahindrakar
02362



Mr. Shrirang Sahasrabuddhe
02363



Mr. Jayesh Manek
02364



Mr. Saumya Jhaveri
02365



On 24th Dec 2021, Mr. A Balasubramanian MD & CEO of Aditya Birla Sun Life AMC Ltd. conducted knowledge sharing session through zoom webinar.

Topic : Way Forward for the Mutual Fund Industry

There were more than 117 IFA's who attended the session.

Please find the link of the recording :

Video Link :

<https://www.youtube.com/watch?v=zlgWN-rHHNc&feature=youtu.be>

Audio Link :

[https://www.fifaIndia.org/uploads/audios/member/Audition%20recording%20session%20of%20A%20Balasubramanian%2024th%20Dec%202021%20\(1\).m4a](https://www.fifaIndia.org/uploads/audios/member/Audition%20recording%20session%20of%20A%20Balasubramanian%2024th%20Dec%202021%20(1).m4a)



Interesting developments and facts

In the last 21 Years, only 4 years Market is negative, 17 years are positive. No investment vehicle is this much consistent, still investor don't have the confidence to take part and stay invested in long term. Those who understand this will make all the money for sure.

Journey of Sensex in Calendar Years

Date	Sensex	Date	Sensex	Gain/Loss
01-01-2001	3,955	31-12-2001	3,262	-17.52%
01-01-2002	3,246	31-12-2002	3,377	4.04%
01-01-2003	3,390	31-12-2003	5,839	72.24%
01-01-2004	5,915	31-12-2004	6,603	11.63%
03-01-2005	6,679	31-12-2005	9,398	40.71%
02-01-2006	9,390	29-12-2006	13,787	46.83%
02-01-2007	13,942	31-12-2007	20,287	45.51%
01-01-2008	20,301	31-12-2008	9,647	-52.48%
01-01-2009	9,903	31-12-2009	17,465	76.36%
04-01-2010	17,559	31-12-2010	20,509	16.80%
03-01-2011	20,561	30-12-2011	15,455	-24.83%
02-01-2012	15,518	31-12-2012	19,427	25.19%
01-01-2013	19,581	31-12-2013	21,171	8.12%
01-01-2014	21,140	31-12-2014	27,499	30.08%
01-01-2015	27,508	31-12-2015	26,118	-5.05%
01-01-2016	26,161	30-12-2016	26,626	1.78%
02-01-2017	26,595	29-12-2017	34,068	28.06%
01-01-2018	33,813	31-12-2018	36,068	6.67%
01-01-2019	36,255	31-12-2019	41,254	13.79%
01-01-2020	41,306	31-12-2020	47,751	15.60%
01-01-2021	47,869	31-12-2021	58,253	21.69%



Mr. Swanand Kulkarni from Miraj General Member of FIFA was awarded “Business Pride Award 2021” in Pune by well know actor Mr. Akshay Waghmare and Mr. Ajay Thakur Head of BSE SME.



MFDs and NDs drive 46% of MF business, HDFC MF, ICICI MF and UTI MF are their favourites



Share of non-associate distributors in AUM highest in ITI MF, Principal MF and Edelweiss MF.

Non-associate distributors like MFDs and NDs bring 46% of the business in the Rs.37 lakh crore mutual fund industry. Further, HDFC MF, ICICI MF and UTI MF are the biggest beneficiaries, shows an analysis of September AUM data published by fund houses.

Of the HDFC MF's total AUM of Rs.4.37 lakh crore, non-associate distributors have a 50% share at Rs.2.17 lakh crore. ICICI Prudential MF's non-associate AUM is almost the same but the share in total AUM is lower at 47%.

UTI MF followed both fund houses with non-associate AUM of Rs.1.5 lakh crore, the share of non-associate distributors in total AUM is highest among the top 10 at 69%.

ABSL MF, SBI MF, Nippon Life India MF and Axis MF come next in the rankings and are the only other fund houses who have over Rs.1 lakh crore non-associate AUM.

In terms of percentage share, ITI MF, Principal MF and Edelweiss MF are at the top. Non-associate distributors have over 80% share in their AUM. Meanwhile, fund houses like Quantum, Baroda and HSBC are the bottom three.

Overall, non-associate distributors have an AUM of Rs.17 lakh crore in the top 35 fund houses. This is 46% of their total AUM of 37 lakh crore.

Continued...

Here's a list of top 35 AMCs with their non-associate distribution AUM:

Fund house	Non-associate AUM	Total AUM	Non-associate Distributor AUM (%)
HDFC MF	216975	437231	50
ICICI Prudential MF	216905	458740	47
UTI MF	151474	218202	69
Aditya Birla Sun Life MF	144668	303277	48
SBI MF	127786	607918	21
Nippon India MF	125158	273088	46
Axis MF	114719	248754	46
Kotak Mahindra MF	82195	280499	29
DSP MF	70215	108521	65
Mirae Asset MF	60648	96078	63
IDFC MF**	59914	127409	47
Edelweiss MF	52457	64579	81
Franklin Templeton MF	51797	64857	80
L&T MF	46922	80114	59
Tata MF	442868	1571	54
Canara Robeco MF	28958	42322	68
Sundaram MF	25442	34136	75
Invesco MF	24457	44706	55
Motilal Oswal MF	13863	31020	45
LIC MF	9119	19287	47
PGIM India MF	8857	12450	71
Principal MF	7956	9286	86
BNP Paribas MF	7040	8972	78
PPFAS MF	6495	17767	37
Mahindra Manulife MF	4988	7310	68
HSBC MF	2261	11548	20
Union MF	1871	7904	24
ITI MF	1848	2093	88
Quant MF	1780	3710	48
IIFL MF	1518	3425	44
Baroda MF	1472	12286	12
IDBI MF	1177	4444	26
BOI AXA MF	880	2572	34
JM Financial MF	637	2025	31
Quantum MF	45	1850	2
Total	1716783	3729950	46

*All numbers are in Rs crore

**AUM used is of October month

Are investors and MFDs ready for new age NFOs?



Distributors do not seem very comfortable recommending new age thematic NFOs but they see investor interests in these funds.

In recent times, AMCs have been filing NFOs for numerous thematic funds that aim to invest in new age technologies like electric vehicles and cryptocurrencies.

Navi and Mirae Asset have sought SEBI's permission to launch funds in the electric and autonomous vehicle space while Invesco has filed papers for a blockchain fund of funds. Then there are other AMCs like Motilal Oswal, IDFC and Nippon India, which have come out with plans to launch funds focused on US IPO, Asia Pacific tech companies and Taiwan, respectively.

What are the factors nudging AMCs to venture into new spaces and is there a demand for such funds? More importantly, are distributors in favour of recommending these funds to their clients?

We spoke to a few distributors and wealth management professionals to find out the answers. And what we gathered is that while distributors are mostly cold about these launches, investors are likely to get attracted to these new varieties of mutual funds.

"There's demand for thematic tech funds as investors see future in them. People know that future belongs to EVs as they are the answer to global warming. Themes like these will attract investors as they are in trend and are very simple to understand," said Anupam Guha, Head – Private

Wealth Management, ICICI Securities.

"A lot of people especially millennials want to invest in international equities and new-age technology funds," says Rahul Jain of GR Finvisors.

However, many in the industry are sceptical about these funds as many thematic funds have delivered not so good returns in the past. *"It is unfortunate that we are moving from sectors to themes now. Investing in these funds is acceptable for seasoned investors but not for regular investors. I hope the right set of investors is getting into these products,"* a senior official of a top AMC said on condition of anonymity.

"Thematic funds are like flavours, sometimes its international, sometime infrastructure and now may be blockchain and cryptocurrency will emerge. Many AMCs had to merge their thematic funds with broader funds in the past due to low inflow and underperformance," said Husaini Kanchwala, Product Head - Mutual Funds, NJ India.

"I do not recommend any thematic fund. Every few years there's a craze for such themes like it was technology in the early 2000s and then it was infra in 2007. Clients do demand these funds but I do my best to explain to them about the high risk associated with such funds," said Mumbai MFD Sadashiv Arvind Phene.

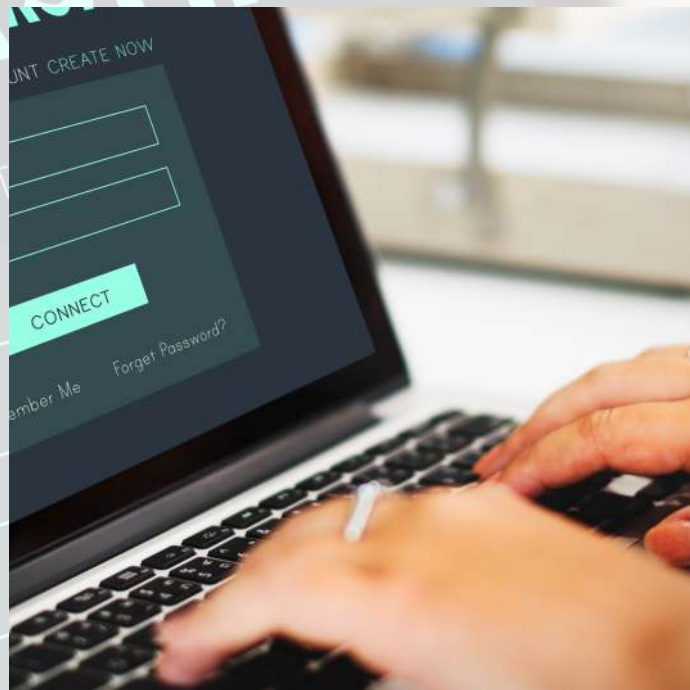
We are open to contributions from our valued members!

The editor is open for interesting contributions from our members. It can range from IAP programme snapshots or pictures/snippets of fun events conducted for investors, to fun anecdotes as well as any valuable inputs you would like to share!

Please write to
nisreen@moneyworks.co.in to get featured in our next edition.



Membership Renewal



Requesting members to make the renewal payment for this Financial Year 2021-22 .

Also appreciate those members who have not yet paid their outstanding fees to do so at the earliest.

You can make the payment through our

Website : www.fifaindia.org

Username : your registered email id

Password : pass@123

You can also download the **GrowFa app** from **Google Play Store** and make the payment.

In case if you face any difficulty, please email the query to accounts@fifaindia.org or get in touch with **Ronald** on mobile number **9867508393**

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