

TABLE 1:- MUTUAL FUND DATA FOR THE MONTH - AUGUST 2010

(Rs. in Crore)

	CATEGORY	SALES - ALL SCHEMES					REDEMPTIONS ALL SCHEMES		AVERAGE ASSETS UNDER MANAGEMENT FOR THE MONTH
		From New Schemes #		From Existing Schemes	Total for the month	Cumulative April 2010 to August 2010	For the month	Cumulative April 2010 to August 2010	
		No.	Amount	Amount					
<b>A</b>	<b>BANK SPONSORED</b>								
<b>I</b>	<b>JOINT VENTURES - PREDOMINANTLY INDIAN (2)</b>	1	178	48,628	48,806	256,852	44,448	252,660	46,469
<b>II</b>	<b>JOINT VENTURES - PREDOMINANTLY FOREIGN (1)</b>	-	-	11,018	11,018	45,535	11,468	43,436	4,726
<b>III</b>	<b>OTHERS (2)</b>	-	-	78,634	78,634	374,836	73,063	373,602	66,570
	<b>TOTAL 'A' (I+II+III)</b>	<b>1</b>	<b>178</b>	<b>138,280</b>	<b>138,458</b>	<b>677,223</b>	<b>128,979</b>	<b>669,698</b>	<b>117,765</b>
<b>B</b>	<b>INSTITUTIONS (1)</b>	-	-	<b>34,155</b>	<b>34,155</b>	<b>303,514</b>	<b>34,956</b>	<b>309,480</b>	<b>20,891</b>
<b>C</b>	<b>PRIVATE SECTOR</b>								
<b>I</b>	<b>INDIAN (17)</b>	16	4,291	238,646	242,937	1,408,146	231,747	1,382,687	211,292
<b>II</b>	<b>FOREIGN (6) \$\$</b>	5	1,442	27,039	28,481	89,495	22,693	80,163	53,986
<b>III</b>	<b>JOINT VENTURES - PREDOMINANTLY INDIAN (5)</b>	11	3,707	230,643	234,350	1,345,551	223,573	1,313,862	260,536
<b>IV</b>	<b>JOINT VENTURES - PREDOMINANTLY FOREIGN (7)</b>	-	-	28,748	28,748	130,984	28,996	127,637	23,088
	<b>TOTAL 'C' (I+II+III+IV)</b>	<b>32</b>	<b>9,440</b>	<b>525,076</b>	<b>534,516</b>	<b>2,974,176</b>	<b>507,009</b>	<b>2,904,349</b>	<b>548,902</b>
	<b>GRAND TOTAL (A+B+C)</b>	<b>33</b>	<b>9,618</b>	<b>697,511</b>	<b>707,129</b>	<b>3,954,913</b>	<b>670,944</b>	<b>3,883,527</b>	<b>687,558</b>
	<b>Figures for corresponding period of previous year</b>	<b>7</b>	<b>722</b>	<b>917,938</b>	<b>918,660</b>	<b>3,942,993</b>	<b>885,987</b>	<b>3,686,238</b>	<b>749,916</b>

Released on 9.9.2010

**Note:** 1. Data is provisional & hence subject to revision.

2. # Only New Schemes where allotment is completed.

3. \$\$ There has been an increase in the number of AMCs to 6, due to inclusion of a new AMC - Pramerica Asset Managers Private Limited

TABLE 2:- SALES DURING THE MONTH OF AUGUST 2010 - TYPE AND CATEGORY WISE

(Rs. in Crore)

## 2.1 \*NEW SCHEMES LAUNCHED (ALLOTMENT COMPLETED)

	Open End		Close End		Interval Fund		TOTAL	
	No.of Schemes	Amount	No.of Schemes	Amount	No.of Schemes	Amount	No.of Schemes	Amount
INCOME	3	144	25	7,837	-	-	28	7,981
EQUITY	1	178	-	-	-	-	1	178
BALANCED	1	428	-	-	-	-	1	428
LIQUID/MONEY MARKET	1	665	-	-	-	-	1	665
GILT	-	-	-	-	-	-	-	-
ELSS - EQUITY	-	-	-	-	-	-	-	-
GOLD ETF	2	366	-	-	-	-	2	366
OTHER ETFs	-	-	-	-	-	-	-	-
FUND OF FUNDS INVESTING	-	-	-	-	-	-	-	-
OVERSEAS	-	-	-	-	-	-	-	-
<b>TOTAL</b>	<b>8</b>	<b>1,781</b>	<b>25</b>	<b>7,837</b>	<b>-</b>	<b>-</b>	<b>33</b>	<b>9,618</b>

## \*NEW SCHEMES LAUNCHED :

OPEN END INCOME :	Benchmark Short Term Fund; Peerless Short Term Fund and Tarus MIP Advantage Fund.
OPEN END EQUITY :	Canara Robeco Large Cap+ Fund
OPEN END BALANCED :	Axis Triple Advantage Fund
OPEN END LIQUID :	Pramerica Liquid Fund
OPEN END GOLD ETF :	HDFC Gold Exchange Traded Fund and ICICI Prudential Gold Exchange Traded Fund.
CLOSE END INCOME :	DSP BlackRock FMP - 12M - Series 6, 3M - Series 18 and Series 19; DWS FTF Series 73; Fidelity FMP Series III Plan A and Plan B; Fortis Fixed Term Fund Series - 18 B and Series - 18 C; HDFC FMP 100D August 2010 (1) - Series XIII, August 2010 (2) - Series XIV, August 2010 (3) - Series XIV, 35D August 2010 (1) - Series XIV and 370D August 2010 (1) - Series XV; ICICI Prudential FMP Series 53 - 3 Years Plan A; IDFC CPOF Series III, IDFC FMP QS-59 and Yearly Series 32; L & T FMP - I (August 91D A) and (August 125D A); Reliance Fixed Horizon Fund - XV - Series 2, Series 3, Series 7 and Series 8; Tata FMP Series 26 Scheme C.

## 2.2 EXISTING SCHEMES

	Open End		Close End		Interval Fund		TOTAL	
	No.of Schemes	Amount	No.of Schemes	Amount	No.of Schemes	Amount	No.of Schemes	Amount
INCOME	196	147,651	121	1,050	36	6,607	353	155,308
EQUITY	284	4,750	29	-	1	-	314	4,750
BALANCED	30	632	3	-	-	-	33	632
LIQUID/MONEY MARKET	53	536,091	-	-	-	-	53	536,091
GILT	36	192	-	-	-	-	36	192
ELSS - EQUITY	36	173	12	-	-	-	48	173
GOLD ETF	7	199	-	-	-	-	7	199
OTHER ETFs	15	116	-	-	-	-	15	116
FUND OF FUNDS INVESTING	-	-	-	-	-	-	-	-
OVERSEAS	15	50	-	-	-	-	15	50
<b>TOTAL</b>	<b>672</b>	<b>689,854</b>	<b>165</b>	<b>1,050</b>	<b>37</b>	<b>6,607</b>	<b>874</b>	<b>697,511</b>

Notes: The change in number of existing schemes is because of the maturity and reclassification of some of the existing schemes.

^ Amount mobilised by new plans launched under existing scheme.

## 2.3 TOTAL OF ALL SCHEMES

	Open End		Close End		Interval Fund		TOTAL	
	No.of Schemes	Amount	No.of Schemes	Amount	No.of Schemes	Amount	No.of Schemes	Amount
INCOME	199	147,795	146	8,887	36	6,607	381	163,289
EQUITY	285	4,928	29	-	1	-	315	4,928
BALANCED	31	1,060	3	-	-	-	34	1,060
LIQUID/MONEY MARKET	54	536,756	-	-	-	-	54	536,756
GILT	36	192	-	-	-	-	36	192
ELSS - EQUITY	36	173	12	-	-	-	48	173
GOLD ETF	9	565	-	-	-	-	9	565
OTHER ETFs	15	116	-	-	-	-	15	116
FUND OF FUNDS INVESTING	-	-	-	-	-	-	-	-
OVERSEAS	15	50	-	-	-	-	15	50
<b>TOTAL</b>	<b>680</b>	<b>691,635</b>	<b>190</b>	<b>8,887</b>	<b>37</b>	<b>6,607</b>	<b>907</b>	<b>707,129</b>

Table 3:-

**REDEMPTIONS / REPURCHASES DURING THE MONTH OF AUGUST 2010**  
**CATEGORY & TYPE WISE** *(Rs. in Crore)*

	Open End	Close End	Interval Fund	TOTAL	Net Inflow / (Outflow) For the Month	Net Inflow / (Outflow) For the Year to Date Current Year	Net Inflow / (Outflow) For the Year to Date Previous Year
INCOME	142,381	870	3,477	146,728	16,561	25,371	214,187
EQUITY	7,943	** (128)	3	7,818	(2,890)	(7,613)	7,290
BALANCED	655	7	-	662	398	453	(123)
LIQUID/MONEY MARKET	514,834	-	-	514,834	21,922	53,195	37,813
GILT	137	-	-	137	55	(182)	(2,719)
ELSS - EQUITY	269	31	-	300	(127)	(467)	141
GOLD ETFs	51	-	-	51	514	774	191
OTHER ETFs	239	-	-	239	(123)	396	(25)
FUND OF FUNDS	175	-	-	175	(125)	(541)	-
INVESTING OVERSEAS							
<b>TOTAL</b>	<b>666,684</b>	<b>780</b>	<b>3,480</b>	<b>670,944</b>	<b>36,185</b>	<b>71,386</b>	<b>256,755</b>

\*\* Two Close Ended Equity Schemes have become Open Ended during July 2010 and August 2010. Hence, the redemption figures reported under these schemes in the earlier months have been regrouped under Open Ended Schemes during August 2010, resulting in negative redemption figures under Close ended Equity Schemes for the current month.

Table 4:-

**ASSETS UNDER MANAGEMENT AS ON AUGUST 31, 2010**  
**CATEGORY & TYPE WISE** *(Rs. in Crore)*

	Open End	Close End	Interval Fund	TOTAL	% to Total
INCOME	275,086	46,871	25,364	347,321	49
EQUITY	164,972	14,166	62	179,200	25
BALANCED	17,555	1,226	-	18,781	3
LIQUID/MONEY MARKET	128,843	-	-	128,843	18
GILT	3,324	-	-	3,324	1
ELSS - EQUITY	22,406	3,192	-	25,598	4
GOLD ETF	2,639	-	-	2,639	@
OTHER ETFs	1,427	-	-	1,427	@
FUND OF FUNDS	2,533	-	-	2,533	@
INVESTING OVERSEAS					
<b>TOTAL</b>	<b>618,785</b>	<b>65,455</b>	<b>25,426</b>	<b>709,666</b>	<b>100</b>

@ Less than 1 %.

Table 5:- DATA ON FUND OF FUNDS (DOMESTIC) - AUGUST 2010 *(Rs. In Crore)*

	No. of Schemes	Sales	Redemption	Assets under Management as on August 31, 2010
<b>Fund of Funds</b>	<b>24</b>	<b>228</b>	<b>92</b>	<b>2,048</b>

**Notes :**

1. Fund of Funds is a scheme wherein the assets are invested in the existing schemes of mutual funds and hence, the figures indicated herein are included in tables 1 to 4 and 6. Data on fund of funds is given for information only.

TABLE :6

### Average Assets Under Management for the month - August 2010

(Rs. in crore)

Sr. No.	Name of the Asset Management Company	Average Assets Under Management for the month	Sr. No.	Name of the Asset Management Company	Average Assets Under Management for the month
<b>A</b>	<b>BANK SPONSORED</b>		(ii)	<b>FOREIGN</b>	
			1	AIG Global Asset Management Company (India) Private Ltd.	985
(i)	<b>JOINT VENTURES - PREDOMINANTLY INDIAN</b>		2	FIL Fund Management Private Ltd.	8239
1	Canara Robeco Asset Management Co. Ltd.	7,917	3	Fortis Investment Management (India) Pvt. Ltd.	4520
2	SBI Funds Management Private Ltd.	38,552	4	Franklin Templeton Asset Management (India) Private Ltd.	39,864
	<b>TOTAL ..... A (i)</b>	<b>46,469</b>	5	Mirae Asset Global Investments (India) Private Ltd.	277
			6	Pramerica Asset Managers Private Limited	101
				<b>TOTAL ..... C (ii)</b>	<b>53,986</b>
(ii)	<b>JOINT VENTURES - PREDOMINANTLY FOREIGN</b>				
1	Baroda Pioneer Asset Management Company Limited	4,726	(iii)	<b>JOINT VENTURES - PREDOMINANTLY INDIAN</b>	
	<b>TOTAL ..... A (ii)</b>	<b>4,726</b>	1	Birla Sun Life Asset Management Co. Ltd.	64,217
			2	DSP BlackRock Investment Managers Private Ltd.	24,153
(iii)	<b>OTHERS</b>		3	HDFC Asset Management Co. Ltd.	90,179
1	IDBI Asset Management Ltd.	2,397	4	ICICI Prudential Asset Management Co. Ltd.	68,769
2	UTI Asset Management Company Ltd	64,173	5	Sundaram BNP Paribas Asset Management Company Ltd.	13,218
	<b>TOTAL ..... A (iii)</b>	<b>66,570</b>		<b>TOTAL ..... C (iii)</b>	<b>260,536</b>
	<b>TOTAL ..... A (i+ii+iii)</b>	<b>117,765</b>			
			(iv)	<b>JOINT VENTURES - PREDOMINANTLY FOREIGN</b>	
<b>B</b>	<b>INSTITUTIONS</b>		1	Bharti AXA Investment Managers Private Limited	664
1	LIC Mutual Fund Asset Management Co. Ltd.	20,891	2	HSBC Asset Management (India) Private Ltd.	5,007
	<b>TOTAL ..... B</b>	<b>20,891</b>	3	ING Investment Management (India) Private Ltd.	1,440
			4	JPMorgan Asset Management (India) Private Ltd.	7,756
<b>C</b>	<b>PRIVATE SECTOR</b>		5	Morgan Stanley Investment Management Private Ltd.	2,317
(i)	<b>INDIAN</b>		6	Principal Pnb Asset Management Co. Private Ltd	5,485
1	Axis Asset Management Company Ltd.	4,055	7	Shinsei Asset Management (India) Pvt. Ltd.	419
2	Benchmark Asset Management Co. Private Ltd.	2,355		<b>TOTAL ..... C (iv)</b>	<b>23,088</b>
3	Deutsche Asset Management (India) Private Ltd.	7,809		<b>TOTAL ..... C (i+ii+iii+iv)</b>	<b>548,902</b>
4	Edelweiss Asset Management Limited	225		<b>A+B+C</b>	<b>687,558</b>
5	Escorts Asset Management Ltd.	197			
6	IDFC Asset Management Company Private Limited	18,335			
7	J.M. Financial Asset Management Private Ltd.	7,109			
8	Kotak Mahindra Asset Management Co. Ltd.	26,595			
9	L&T Investment Management Limited	3,799			
10	Motilal Oswal Asset Management Co. Ltd.	286			
11	Peerless Funds Management Co. Ltd.	1,917			
12	Quantum Asset Management Co. Private Ltd.	112			
13	Reliance Capital Asset Management Ltd.	104,511			
14	Religare Asset Management Company Private Limited	10,584			
15	Sahara Asset Management Co. Private Ltd.	767			
16	Tata Asset Management Ltd.	20,109			
17	Taurus Asset Management Co. Ltd.	2,527			
	<b>TOTAL ..... C (i)</b>	<b>211,292</b>			