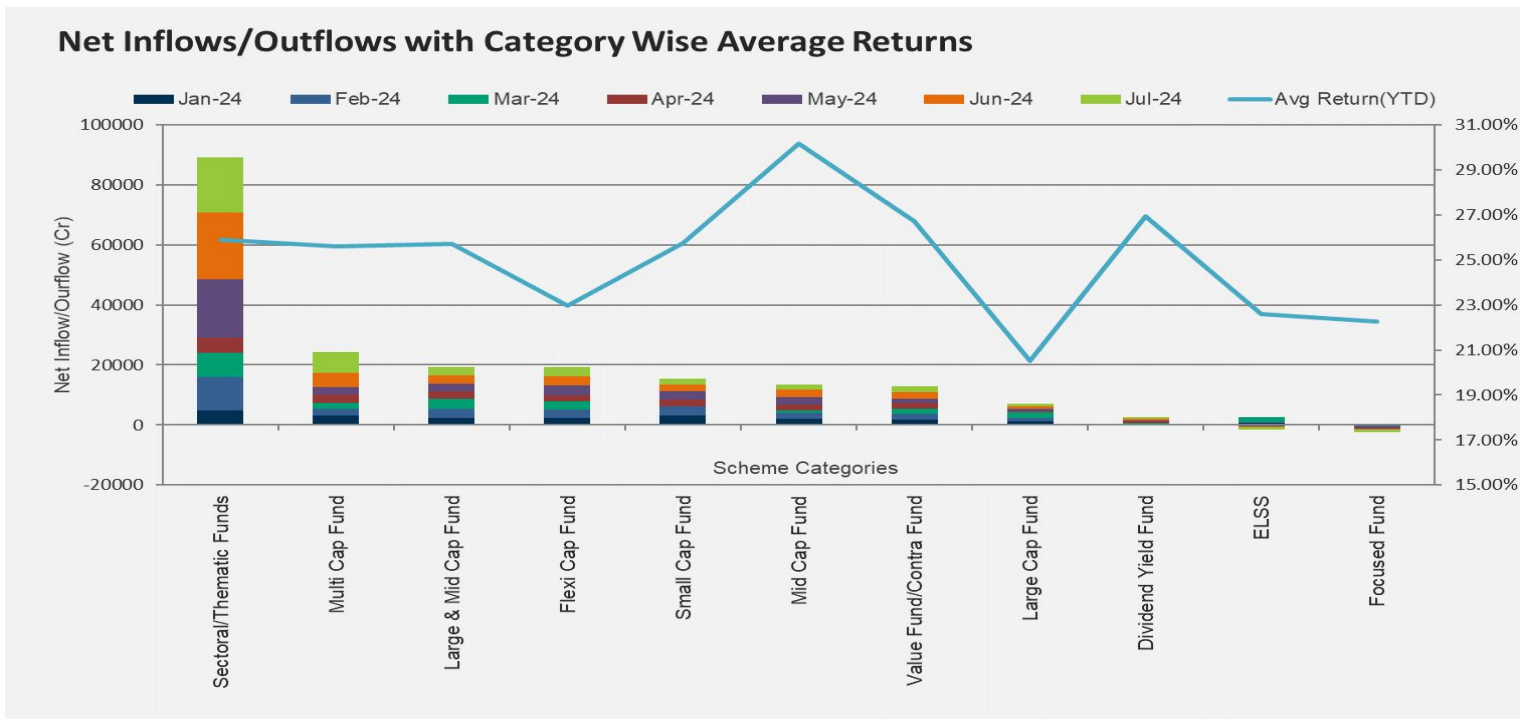


# Activities of Equity Mutual Fund Schemes - July 2024

## Emerging Investment Patterns in Equity Mutual Fund Scheme Categories

- The equity mutual fund landscape experienced a remarkable transformation, with Net Assets Under Management (AUM) soaring to an unprecedented ₹29.34 Lakh Crs in July. This historic milestone was fueled by record-breaking SIP contributions and notable New Fund Offerings, marking a new era of growth and investor confidence.
- In July, equity mutual fund schemes saw a decline in net inflows, dropping to ₹37,113 Crs, down from the previous month's record high of ₹40,608 Crs in June.
- In 2024, investment momentum is strongly geared towards Sectoral/Thematic Funds, Multi Cap Funds, Large & Mid Cap Funds and Flexi Cap Funds, making them top choices for investors seeking strategic portfolio diversification.
- For the first time, the Sector/Thematic Fund category has emerged as the leading category in terms of Net AUM within the Equity Mutual Fund segment, achieving an all-time high Net AUM of ₹4,21,112 Crs, surpassing all other categories of Equity MF schemes.
- So far this calendar year, Equity Mutual Funds have drawn substantial inflows totaling ₹2,02,615 Crs, with a notable 44% of these investments directed toward Sector/Thematic Funds. This trend continued in July, where an impressive ₹18,386 Crs, or approximately 50% of the month's inflows, were allocated to Sector/Thematic Funds.
- In the realm of open-ended equity schemes excluding ETFs and Index Funds, ICICI Pru Mutual Fund stood out as the prime beneficiary of equity inflows for July, securing over 20% of the total equity inflows. Together ICICI Pru, SBI, Nippon, Franklin Templeton, HDFC and quant AMCs captured more than 70% of the total equity inflows for the month. On the other hand, Axis, Mirae and UTI AMCs experienced net redemptions during the same period.

## Category wise Equity Inflows



\* Average Returns of the schemes calculated for respective category irrespective of AUM size.

## Breaking Down Equity Inflows of July

- In July, Sectoral/Thematic Funds maintained their dominance in attracting equity inflows with capturing investor interest. Noteworthy Equity NFOs, including ICICI Pru Energy Opportunities Fund, Franklin India Multi Cap Fund and Edelweiss Business Cycle Fund, collectively amassed ₹13,735 Crs, reinforcing their strong appeal in the market.
- Parag Parikh Flexi Cap Fund held its place among the top 5 schemes for equity inflows, while SBI Contra Fund extended its impressive run by attracting substantial equity inflows for the seventh consecutive month in July.
- Motilal Oswal Nifty India Defence Index Fund, the first domestic passive fund focused on the sector, garnered an impressive ₹1,676 Crs during its New Fund Offer (NFO) period. This marks the highest-ever collection by an passive equity index fund during an NFO period.

## Top Equity Inflows: A Category-Wise Showcase

Leading Beneficiaries of Equity Inflows in July	
Active Equity Schemes	Passive Equity Schemes
ICICI Pru Energy Opportunities Fund	Motilal Oswal Nifty India Defence Index Fund
Franklin India Multi Cap Fund	ICICI Pru Nifty 50 Index Fund
SBI Contra Fund	SBI Nifty 50 ETF
Edelweiss Business Cycle Fund	ICICI Pru Nifty Next 50 Index Fund
Parag Parikh Flexi Cap Fund	Nippon India ETF Nifty 50 BeES

Category	Category Captains: Masters of Equity Inflows in July		
Sectoral/ Thematic	ICICI Pru Energy Opport. Fund	Edelweiss Business Cycle Fund	Sundaram Business Cycle Fund
	Nippon India Power & Infra Fund	SBI PSU Fund	SBI Energy Opportunities Fund
	HDFC Manufacturing Fund	SBI Infrastructure Fund	ICICI Pru Manufacturing Fund
	ICICI Pru India Opp Fund	Aditya Birla SL PSU Equity Fund	Franklin India Opportunities Fund
Multi Cap	Franklin India Multi Cap Fund	Nippon India Multi Cap Fund	Kotak Multicap Fund
	HDFC Multi Cap Fund	Canara Rob Multi Cap Fund	
Flexi Cap	Parag Parikh Flexi Cap Fund	Kotak Flexi Cap Fund	HDFC Flexi Cap Fund
	JM Flexicap Fund		
Large & Mid Cap	SBI Large & Midcap Fund	HDFC Large and Mid Cap Fund	ICICI Pru Large & Mid Cap Fund
	Bandhan Core Equity Fund		
Small Cap / Mid Cap	Quant Small Cap Fund	Nippon India Small Cap Fund	SBI Small Cap Fund
	Motilal Oswal Midcap Fund	Nippon India Growth Fund	HDFC Mid-Cap Opportunities Fund
	Bandhan Small Cap Fund	Quant Mid Cap Fund	
Large Cap	Nippon India Large Cap Fund	ICICI Pru Bluechip Fund	Quant Large Cap Fund
Contra / Div. / ELSS	SBI Contra Fund	SBI Dividend Yield Fund	SBI Long Term Equity Fund
ETF / Index Fund	Motilal Oswal Defence Index Fund	ICICI Pru Nifty 50 Index Fund	SBI Nifty 50 ETF
	ICICI Pru Nifty Next 50 Index Fund	Nippon India ETF Nifty 50 BeES	ICICI Pru Nifty 50 ETF

Above schemes are highlighted as per our data estimates. Additionally for further reference, Index Funds and Index ETFs are also mentioned.

## Uncovering Trends in Equity Scheme Portfolios for July, 2024

- Many equity mutual fund schemes have demonstrated a significant inclination towards fresh investments in well-established companies such as ITC, Vedanta, ONGC, Pitti Engineering, Techno Electric & Engineering Company, PNB Housing Finance, Crompton Greaves Consumer Electricals, Indus Towers, MCX, HDFC Life Insurance, ICICI Pru Life Insurance and Hindustan Unilever.
- Additionally, they have shown a preference for new investments in IPOs, including Emcure Pharmaceuticals, Bansal Wire Industries and Akums Drugs & Pharmaceuticals.
- Several equity schemes have completely exited their holdings in companies such as Tata Steel, IndusInd Bank, Kotak Mahindra Bank, HDFC Bank, Bank of Baroda, TCS, The Ramco Cements, Vodafone Idea, BSE, Angel One and Container Corporation of India.
- Overall, equity mutual fund schemes have been actively acquiring shares in prominent companies such as ITC, Vedanta, Hindustan Unilever, Axis Bank, Eicher Motors, Indus Towers, ONGC, SBI, L&T and Maruti Suzuki.
- Among the most traded stocks, there was a notable selloff in HDFC Bank, ICICI Bank, TCS, Bharat Electronics, Kotak Mahindra Bank, NTPC and Samvardhana Motherson International.
- In addition to the previously mentioned stocks, significant trading activity was observed in the mid-cap and small-cap segments. Among the top-traded mid-cap stocks, several equity schemes preferred to sell Cummins India, Bharat Forge, Dixon Technologies and Lupin. Conversely, many schemes invested in stocks such as ICICI Lombard General Insurance, Polycab India, FSN E-Commerce Ventures(Nykaa) and Mphasis.
- Among the most actively traded small-cap stocks, various equity schemes directed their investments towards companies such as Crompton Greaves Consumer Electricals, PNB Housing Finance, MCX, Sobha, Birlasoft, Whirlpool of India and Sun TV Network. Concurrently, there was notable disinvestment from Aditya Birla Fashion & Retail, Cholamandalam Financial Holdings and Laurus Labs.

### Fresh Picks & Full Exits: The Equity Mutual Funds Shift

Fresh Stocks added by Equity Mutual Fund Schemes in July, 2024			Stocks exited by Equity Mutual Fund Schemes in July,2024		
Stock Name	No of Schemes Added Stock	Total Holding of Company Bought	Stock Name	No. of Schemes that exited stock	Total Holding of Company Sold
Emcure Pharmaceuticals Ltd.	35	2.99%	Tata Steel Ltd.	25	0.47%
ITC Ltd.	30	0.62%	IndusInd Bank Ltd.	24	0.34%
Vedanta Ltd.	29	1.39%	Kotak Mahindra Bank Ltd.	21	0.31%
Oil & Natural Gas Corporation Ltd.	28	0.33%	HDFC Bank Ltd.	17	0.32%
PNB Housing Finance Ltd.	22	4.89%	The Ramco Cements Ltd.	17	2.18%
Hindustan Unilever Ltd.	21	0.21%	Vodafone Idea Ltd.	16	1.42%
HDFC Life Insurance Company Ltd.	19	0.69%	BSE Ltd.	15	1.45%
Indus Towers Ltd.	19	0.89%	Bharat Dynamics Ltd.	14	0.37%
Bansal Wire Industries Ltd.	17	9.00%	Hero MotoCorp Ltd.	13	0.38%
Crompton Greaves Consumer Elec	17	2.79%	Angel One Ltd.	12	2.88%
Pitti Engineering Ltd.	16	8.69%	Container Corporation Of India Ltd.	11	0.82%
Multi Commodity Exchange Of India	15	2.21%	JIO Financial Services Ltd.	11	0.15%
ICICI Prudential Life Insurance Co	14	0.50%	Tata Consultancy Services Ltd.	11	0.09%
Techno Electric & Engineering Co	14	1.85%	Bank Of Baroda	10	0.15%
Akums Drugs & Pharmaceuticals Ltd.	13	2.05%	Coforge Ltd.	10	0.47%

## Top Traded Stocks: Equity Fund Highlights

Top 20 traded stocks by Equity Mutual Fund Schemes in July,2024

Stock Name	No. of Schemes that bought Stock	Total Holding of Company Bought	No. of Schemes that sold Stock	Total Holding of Company Sold	Net Addition/ Reduction in Holding
HDFC Bank Ltd.	135	0.40%	95	0.54%	-0.14%
ITC Ltd.	115	0.80%	34	0.27%	0.53%
Infosys Ltd.	143	0.47%	56	0.39%	0.08%
Reliance Industries Ltd.	79	0.12%	60	0.13%	-0.01%
ICICI Bank Ltd.	86	0.16%	73	0.31%	-0.15%
Axis Bank Ltd.	85	0.71%	64	0.33%	0.38%
Hindustan Unilever Ltd.	104	0.43%	25	0.07%	0.36%
Vedanta Ltd.	79	1.80%	2	0.00%	1.80%
Zomato Ltd.	75	0.79%	38	0.80%	-0.01%
Tata Consultancy Services Ltd.	95	0.10%	42	0.17%	-0.07%
Larsen & Toubro Ltd.	93	0.41%	40	0.19%	0.22%
Maruti Suzuki India Ltd.	93	0.53%	39	0.19%	0.34%
Bharat Electronics Ltd.	50	0.20%	71	1.16%	-0.96%
Kotak Mahindra Bank Ltd.	78	0.40%	54	0.63%	-0.23%
State Bank Of India	102	0.23%	41	0.07%	0.16%
Oil & Natural Gas Corporation Ltd.	79	0.40%	19	0.20%	0.20%
NTPC Ltd.	92	0.29%	42	0.38%	-0.09%
Indus Towers Ltd.	50	1.33%	28	0.69%	0.64%
Eicher Motors Ltd.	46	1.04%	24	0.48%	0.56%
Samvardhana Motherson International Ltd.	36	0.87%	42	1.19%	-0.32%

Top 10 traded stocks by Equity Mutual Fund Schemes

Mid Cap Stocks	Small Cap Stocks
Indus Towers Ltd.	Crompton Greaves Consumer Electricals
Cummins India Ltd.	Cholamandalam Financial Holdings Ltd.
ICICI Lombard General Insurance Company	PNB Housing Finance Ltd.
Polycab India Ltd.	Aditya Birla Fashion and Retail Ltd.
FSN E-Commerce Ventures Ltd.	Sun TV Network Ltd.
Dixon Technologies (India) Ltd.	Multi Commodity Exchange Of India Ltd.
Mphasis Ltd.	Whirlpool Of India Ltd.
Bharat Forge Ltd.	Sobha Ltd.
Coforge Ltd.	Laurus Labs Ltd.
Lupin Ltd.	Birlasoft Ltd.

## New Horizons & Farewells: Sector Investment Shifts

Sector Wise Preference by Equity MF Schemes

Fresh Investment / Addition	Exited / Partial Withdrawal
Insurance	Logistics
FMCG	Iron & Steel
Consumer Durables	Bank
Chemicals	Mining
Textile	Realty
Agri	Capital Goods

## Top AMC's What's In/ What's Out in July, 2024

AMC Name	Fresh Stocks added by AMC	Stocks Completely exited by AMC
SBI Mutual Fund	Pitti Engineering Ltd.	Harsha Engineers International Ltd.
	Akums Drugs & Pharmaceuticals Ltd.	Mangalam Cement Ltd.
	Bansal Wire Industries Ltd.	
ICICI Prudential Mutual Fund	Techno Electric & Engineering Company	D.B. Corp Ltd.
	PDS Ltd.	Entertainment Network (India) Ltd.
	Pearl Global Industries Ltd.	Kennametal India Ltd.
HDFC Mutual Fund	Pearl Global Industries Ltd.	
	Emcure Pharmaceuticals Ltd.	
	Bansal Wire Industries Ltd.	
Nippon India Mutual Fund	Emcure Pharmaceuticals Ltd.	Inox India Ltd.
		Jupiter Life Line Hospitals Ltd.
Kotak Mahindra Mutual Fund	Bansal Wire Industries Ltd.	Dr. Lal Pathlabs Ltd.
	Sapphire Foods India Ltd.	
	Orient Cement Ltd.	
Aditya Birla Sun Life Mutual Fund	Emcure Pharmaceuticals Ltd.	Inox Wind Energy Ltd.
	Akums Drugs & Pharmaceuticals Ltd.	Exicom Tele-Systems Ltd.
	KEC International Ltd.	Netweb Technologies India Ltd.
Axis Mutual Fund	Techno Electric & Engineering Company	
	Sobha Ltd.	
	Emcure Pharmaceuticals Ltd.	
Mirae Mutual Fund	Bharat Bijlee Ltd.	Bharti Hexacom Ltd.
	Emcure Pharmaceuticals Ltd.	Data Patterns (India) Ltd.
	Strides Pharma Science Ltd.	Sansera Engineering Ltd.
DSP Mutual Fund	PNB Housing Finance Ltd.	Bata India Ltd.
	Carysil Ltd.	DCB Bank Ltd.
	Bansal Wire Industries Ltd.	Borosil Scientific Ltd.
Canara Robeco Mutual Fund	DOMS Industries Ltd.	IndusInd Bank Ltd.
	Colgate-Palmolive (India) Ltd.	Havells India Ltd.
	Oil India Ltd.	Sundaram Finance Ltd.
Quant Mutual Fund	ITC Ltd.	Housing & Urban Development Corp
	Piramal Enterprises Ltd.	Tata Consultancy Services Ltd.
	MRF Ltd.	Kotak Mahindra Bank Ltd.
PPFAS Mutual Fund	Grasim Industries Ltd.	Tata Motors Ltd.
	Godrej Properties Ltd.	Divi's Laboratories Ltd.
	Havells India Ltd.	Dr. Lal Pathlabs Ltd.
Motilal Oswal Mutual Fund	Pitti Engineering Ltd.	
	Akums Drugs & Pharmaceuticals Ltd.	
	Bansal Wire Industries Ltd.	