Asset Management Companies along with NSE and CIEL have joined hands to add 50,000 new to industry Mutual Fund Distributors over the next 3 years. This will help increase penetration, and get new investors into the mutual fund industry. 

This is being done under the aegis of ExpertMFD, a pan-India collaborative initiative comprising AMCs who manage two third of the assets of the Mutual Fund Industry. Fund houses like Aditya Birla Sun Life Mutual Fund, Axis MF, ICICI Prudential MF, L&T MF, Nippon India MF, SBI Mutual Fund and Sundaram MF who have joined hands with NSE (National Stock Exchange) and CIEL (Centre for Investment Education and Learning) to support this initiative. 

In spite of the tremendous growth in assets under management with assets over Rs 30 lakh crore, India still remains under penetrated with only 2% of population investing in mutual funds. Mutual fund AUM, as a percentage of bank deposits is still 18%; India has assets under management (AUM) to GDP ratio of only 12%. The world average AUM to GDP ratio is at 63% with developed markets such as the US and Canada at 120% and 81%. 

As per the industry there are just 1 distributor for every 17,000 people, indicating a growth opportunity for insurance agents, retired BFSI professionals, homemakers, BFSI employees, and students. Top individual MF distributors earn more than Rs 1 crore in annual gross commissions, showing the potential for earnings.

ExpertMFD has built a holistic infrastructure to create financial entrepreneurs / mutual fund distributors through its first in India unique collaborative platform which will offer end-to-end support to anyone who wants to make a career as an expert financial distributor.

"We have about 2.3 crore unique MF investors in India. The growth in MF distributors has not kept in pace with the growth of assets in MF Industry. Our endeavor is to build a strong foundation and a cohesive growth environment for future financial experts by providing a full stack end-to-end platform for anyone who wants to become an expert financial distributor. This is done through the aegis of technology intervention and strong partnerships. The platform will also train these distributors on other financial products in the second phase,” says Himanshu Vyapak, MD, CIEL 


Top Asset Management Companies (AMCs) along with leading bourse NSE and CIEL plan to have 50,000 new mutual fund distributors over the next three years. 

This is being done under the aegis of ExpertMFD, a first pan-India collaborative initiative comprising top AMCs that manage over two-third of the total AUM in mutual fund (MF) industry.

The AMCs — Aditya Birla Sun Life Mutual Fund, Axis MF, ICICI Prudential MF, L&T MF, Nippon India MF, SBI Mutual Fund and Sundaram MF — that have joined hands with NSE (National Stock Exchange) and CIEL (Centre for Investment Education and Learning).

ExpertMFD will offer end-to-end support for anyone who wants to make a career as an expert financial distributor. "The only requirement for anyone to join the MF industry is to have a robust understanding of the subject and support from the ecosystem," Himanshu Vyapak, MD of CIEL, said in a virtual press conference on Tuesday.

CIEL would provide the required training and NSE would be a transaction partner for enabling the business digitally.
According to Vyapak, mutual funds have emerged as an attractive avenue to promote financialisation of assets and earn market-linked returns over long-term with disciplined financial planning. However, hand-holding is required for new as well as experienced investors.

"We have about 2.3 crore unique MF investors in India. The growth in MF distributors has not kept in pace with the growth of assets in MF Industry. Our endeavours are to build a strong foundation and a cohesive growth environment for future financial experts by providing a full stack end-to-end platform for anyone who wants to become an expert financial distributor," he said.

According to an estimate, top individual MF distributors earn more than ₹1 crore in annual gross commissions, indicating the potential for earnings.

NSE Indices Ltd CEO Mukesh Agarwal said this strategic partnership will create unique possibilities to promote the distribution of mutual funds to the large Indian population.

"We see a great potential in having a first in industry one-stop platform for anyone like an insurance agent, homemaker, student, retired professional etc. to start their mutual fund distribution journey," he added.


Hindu Business Line
AMCs target to add 50,000 new MF distributors in next 3 years
16 March 2021

Seven MFs, NSE, CIEL join hands for education platform
The top seven Asset Management Companies, the NSE and Centre for Investment Education and Learning have joined hands to add 50,000 new mutual fund distributors over the next three years.

The initiative will be carried out through ExpertMFD, a first of its kind move by seven mutual funds including Aditya Birla Sun Life Mutual Fund, Axis MF, ICICI Prudential MF, L&T MF, Nippon India MF, SBI MF and Sundaram MF, which manage over two-thirds of total mutual fund industry AUM.

ExpertMFD has built a holistic infrastructure to create financial entrepreneurs and mutual fund distributors through its platform, which will offer end-to-end support to anyone who wants to make a career as a financial distributor. The only requirement to join the mutual fund industry is to have a robust understanding of the subject. Besides having the flexibility to work from home, the mutual fund distribution job offers recurring income opportunity.

The mutual fund industry, which manages Rs 32 lakh crore assets, currently has just one distributor for every 17,000 investors indicating a massive growth opportunity. Top individual mutual fund distributors earn over Rs 1 crore in annual gross commissions.

Himanshu Vyapak, Managing Director, CIEL, said there are about 2.3 crore unique mutual fund investors in India. Still, the growth of mutual fund distributors has not kept pace with the growth of assets in the industry.

Besides mutual fund, the platform will train the distributors on other financial products in the second phase, he added.

The industry is ready for next-level growth with Rs 100 lakh crore AUM in the next ten years. The industry’s success will depend on how the distributor network is expanded with a clear focus on rural India, said mutual funds in a joint statement.

Mukesh Agarwal, CEO, NSE Indices said the collective knowledge, business acumen, skilling capability and transaction engine would help new distributor from onboarding to business generation on one platform," he added.

India’s top Asset Management Companies (AMCs) along with NSE and CIEL joined hands to build 50,000 new to industry Mutual Fund Distributors over the next three years.

This is being done under the aegis of ExpertMFD, a first pan-India collaborative initiative comprising of top AMCs who manage over two-third of the total AUM in the mutual fund industry. These include marquee names like Aditya Birla Sun Life Mutual Fund, Axis MF, ICICI Prudential MF, L&T MF, Nippon India MF, SBI Mutual Fund and Sundaram MF who have joined hands with NSE (National Stock Exchange) and CIEL (Centre for Investment Education and Learning).

ExpertMFD through its first in India unique collaborative platform which will offer end-to-end support for anyone who wants to make a career as an expert financial distributor. Regulatory training and also practically-oriented induction and mentoring by experts is necessary for becoming successful in the MF industry. NSE will be the transaction partner for a seamless digital experience to start business. AMCs comprising Aditya Birla Sun Life Mutual Fund, Axis MF, ICICI Prudential MF, L&T MF, Nippon India MF, SBI MF, Sundaram MF in a joint statement said, “We are very pleased to partner with NSE and CIEL to launch ExpertMFD a platform to create Financial Entrepreneurs for the mutual fund industry. The industry is ready for next-level growth and is expected to be Rs 100 Lac Crores over the next 10 years. It is indeed heartening to note that Indians are increasingly moving away from physical savings to financial savings. “With lesser distributors serving more and more customers, it is a huge opportunity for new financial distributors to join the industry and make an impact. The success of the industry will lot depend on how we work towards expanding the distributor network and move to rural India. We would want to use the learning and the experience that we have gathered over the years to make the project successful,” it added.

https://www.timesnownews.com/business-economy/industry/article/top-fund-houses-nse-to-add-50000-new-mutual-fund-distributors-over-next-3-years/733177

The MF industry has grown about 2.5 times in the span of the last 5 years. During this period the industry AUM grew from Rs. 12.63 lakh crore to Rs. 31.64 lakh crore. However, the AUM to GDP ratio is only 12% as against the global average of 63%. Further, the Indian MF Industry currently has 1 active distributor for every 17,000 people. This indicates the massive opportunity for the distribution community.

Keeping this mind, 8 fund houses, NSE, and CIEL have jointly launched ExpertMFD to bring in more than 50,000 new MFDs over the next three years. Aditya Birla Sun Life Mutual Fund, Axis Mutual Fund, ICICI Prudential Mutual Fund, L&T Mutual Fund, Nippon India Mutual Fund, SBI Mutual Fund, Sundaram Mutual Fund and UTI Mutual Fund have collaborated with NSE and CIEL to mentor new distributors. These 8 AMCs manage over 2/3rd of the total industry AUM. While NSE will be the digital partner to support this initiative, CIEL will impart necessary training to aspiring distributors. ExpertMFD aims to create new MFDs by offering end-to-end support i.e. from imparting training to providing technical support. The platform aims to cover those having entrepreneurial aspirations and includes BFSI employees, homemakers, retired professionals and insurance/other financial product distributors.

Here are some of the key features of the ExpertMFD:

Any individual aged 18 years and above from any educational background can register on www.expertmfd.com
The platform will offer end to end support from regulatory training (NISM VA) to continuous training support for business growth
The cost is subsidized by the platform partners at Rs. 2,500 (including Rs. 1,500 towards NISM registration). Further, the entire amount will be refunded to distributors subject to certain conditions
Distributors can start working with the 8 partnered AMCs through a one-click empanelment procedure
The platform provides an open architecture allowing the distributors to be associated with any of the 44 AMCs in the industry. ExpertMFD also aims at imparting training on other financial products in the second phase.


**UNI**

**AMCs, NSE, CIEL come together to build 50,000 industry MF distributors**

16 March 2021

**AMCs, NSE, CIEL come together to build 50,000 industry MF distributors**

Chennai, Mar 17 (UNI) In line with Prime Minister Narendra Modi’s clarion call for Indian entrepreneurs skill themselves for a better future, Asset Management Companies along with NSE and CIEL have joined hands to build 50,000 new to industry Mutual Fund Distributors (Financial entrepreneurs) over the next three years. This is being done under the aegis of ExpertMFD (www.expertmfd.com), a first pan-India collaborative initiative comprising of top AMCs, who manage over two-thirds of total AUM in Mutual Fund Industry. These are marquee names like Aditya Birla Sun Life Mutual Fund, Axis MF, ICICI Prudential MF, L&T MF, Nippon India MF, SBI Mutual Fund and Sundaram MF who have joined hands with NSE (National Stock Exchange) and CIEL (Centre for Investment Education and Learning). As new India earns and invests, mutual funds have emerged as an attractive avenue to promote financialisation of assets and earn market-linked returns over the long-term with disciplined financial planning, according to a release. However, hand-holding is required for both new-to-MF investors as well as experienced investors. The Indian MF industry could be worth Rs 100 lakh crores in the next decade. However, currently there is just one distributor for every 17,000 people, indicating a massive growth opportunity for insurance agents, retired BFSI professionals, homemakers, BFSI employees, students etc. Top individual MF distributors earn more than Rs one crore in annual gross commissions, showing the potential for earnings, it said.
AMCs join hands with NSE & CIEL to create more than 50,000 new mutual fund distributors

Expert MFD has built a holistic infrastructure to create financial entrepreneurs / mutual fund distributors through its first in India unique collaborative platform which will offer end-to-end support for anyone who wants to make a career as an expert financial distributor.

Speaking on the occasion, Mr Himanshu Vyapak, MD, CIEL, said, “We have about 2.3 crore unique MF investors in India. The growth in MF distributors has not kept in pace with the growth of assets in MF Industry.” “Our endeavor is to build a strong foundation and a cohesive growth environment for future financial experts by providing a full stack end-to-end platform for anyone who wants to become an expert financial distributor. This is done through the aegis of technology intervention and strong partnerships”, he said.

The platform will also train these distributors on other financial products in the second phase, he said.

In line with Prime Minister Narendra Modi’s clarion call for Indian entrepreneurs skill themselves for a better future, Asset Management Companies along with NSE and CIEL have joined hands to build 50,000 new to industry Mutual Fund Distributors/ (Financial entrepreneurs) over the next 3 years.

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AMCs CEOs: In a joint statement from the consortium of Top AMCs comprising of Aditya Birla Sun Life Mutual Fund, Axis MF, ICICI Prudential MF, L&T MF, Nippon India MF, SBI MF, Sundaram MF said, “We are very pleased to partner with NSE and CIEL to launch ExpertMFD a platform to create Financial Entrepreneurs for the mutual fund industry. The industry is ready for next-level growth and is expected to be Rs 100 Lac Crores over the next 10 years. It is indeed heartening to note that Indians are increasingly moving away from physical savings to financial savings. With lesser distributors serving more and more customers, it is a huge opportunity for new financial distributors to join the industry and make an impact. The success of the industry will lot depend on how we work towards expanding the distributor network and move to rural India. We would want to use the learning and the experience that we have gathered over the years to make the project successful”

Mr. Mukesh Agarwal CEO, NSE Indices Ltd--NSE said, “We, at NSE are happy to actively collaborate with ExpertMFD. This strategic partnership between Top AMCs and CIEL will create unique possibilities to promote the distribution of Mutual Funds to the large Indian population. NSE has always been at the forefront of technology innovations to serve the needs of investors and industry. We see a great potential in having a first in industry one stop platform for anyone like an insurance agent, homemaker, student, retired professional etc. to start their mutual fund distribution journey. Our joint knowledge, business acumen, skilling capability and transaction engine will help any new distributor in its entire journey from onboarding to business generation on one platform.”


Yahoo Finance
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16 March 2021

Top Asset Management Companies (AMCs) along with leading bourse NSE and CIEL plan to have 50,000 new mutual fund distributors over the next three years. This is being done under the aegis of ExpertMFD, a first pan-India collaborative initiative comprising top AMCs that manage over two-third of the total AUM in mutual fund (MF) industry. The AMCs --- Aditya Birla Sun Life Mutual Fund, Axis MF, ICICI Prudential MF, L&T MF, Nippon India MF, SBI Mutual Fund and Sundaram MF -- that have joined hands with NSE (National Stock Exchange) and CIEL (Centre for Investment Education and Learning).

ExpertMFD will offer end-to-end support for anyone who wants to make a career as an expert financial distributor. 'The only requirement for anyone to join the MF industry is to have a robust understanding of the subject and support from the ecosystem,' Himanshu Vyapak, MD of CIEL, said in a virtual press conference on Tuesday. CIEL would provide the required training and NSE would be a transaction partner for enabling the business digitally. According to Vyapak, mutual funds have emerged as an attractive avenue to promote financialisation of assets and earn market-linked returns over long-term with disciplined financial planning. However, hand-holding is required for new as well as experienced investors.

'We have about 2.3 crore unique MF investors in India. The growth in MF distributors has not kept in pace with the growth of assets in MF Industry. Our endeavour is to build a strong foundation and a cohesive growth environment for future financial experts by providing a full stack end-to-end platform for anyone who wants to become an expert financial distributor,' he said.

The consortium of top AMCs believes that the industry is ready for next-level growth and is expected to be Rs 100 lakh crore over the next 10 years. However, currently there is just one distributor for every 17,000 people, indicating opportunity in this space. 'With lesser distributors serving more and more customers, it is a huge opportunity for new financial distributors to join the industry and make an impact. The success of the industry will lot depend on how we work towards expanding the distributor network and move to rural India,' the consortium of top AMCs said.

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'We see a great potential in having a first in industry one stop platform for anyone like an insurance agent, homemaker, student, retired professional etc. to start their mutual fund distribution journey,' he added.


Outlook
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'We have about 2.3 crore unique MF investors in India. The growth in MF distributors has not kept in pace with the growth of assets in MF Industry. Our endeavour is to build a strong foundation and a cohesive growth environment for future financial experts by providing a full stack end-to-end platform for anyone who wants to become an expert financial distributor,' he said.
The consortium of top AMCs believes that the industry is ready for next-level growth and is expected to be Rs 100 lakh crore over the next 10 years.
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To achieve our goal, we are targeting retired professionals, BFSI employees. Out of 1 crore students, who pass out every year, 10-20 per cent want to become an entrepreneur. And we are targeting those students too, Vyapak said. Currently there is just one distributor for every 17,000 people, indicating a massive growth opportunity for insurance agents, retired BFSI professionals, homemakers, BFSI employees, students etc. Top individual MF distributors earn more than Rs 1 crore in annual gross commissions, showing the potential for earnings.

NSE will be the transaction partner for a seamless digital experience to start business Mukesh Agarwal CEO, NSE Indices—NSE said, "This strategic partnership between top AMCs and CIEL will create unique possibilities to promote the distribution of Mutual Funds to the large Indian population. In spite of the tremendous growth in assets under management 3X in past 6 years and 5X in past 10 years, our country still remains under penetrated with only 2 per cent of population investing in mutual funds. Mutual fund AUM, as a percentage of bank deposits is still 18 per cent; India has assets under management (AUM) to GDP ratio of only 12 per cent. The world average AUM to GDP ratio is at 63 per cent with developed markets such as the US and Canada at 120 per cent and 81 per cent.
Top AMC’s join hands with NSE, CIEL to have over 50,000 new MF distributors

16 March 2021

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New India Life
Select fund houses, NSE and CIEL come together to add 50,000 new MF distributors
16 March 2021

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Greater Andhra
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'We have about 2.3 crore unique MF investors in India. The growth in MF distributors has not kept in pace with the growth of assets in MF Industry. Our endeavour is to build a strong foundation and a cohesive growth environment for future financial experts by providing a full stack end-to-end platform for anyone who wants to become an expert financial distributor,' he said.

The consortium of top AMCs believes that the industry is ready for next-level growth and is expected to be Rs 100 lakh crore over the next 10 years.

However, currently there is just one distributor for every 17,000 people, indicating opportunity in this space. 'With lesser distributors serving more and more customers, it is a huge opportunity for new financial distributors to join the industry and make an impact. The success of the industry will lot depend on how we work towards expanding the distributor network and move to rural India,' the consortium of top AMCs said.

According to an estimate, top individual MF distributors earn more than Rs 1 crore in annual gross commissions, indicating the potential for earnings.

NSE Indices Ltd CEO Mukesh Agarwal said this strategic partnership will create unique possibilities to promote the distribution of mutual funds to the large Indian population.

'We see a great potential in having a first in industry one stop platform for anyone like an insurance agent, homemaker, student, retired professional etc. to start their mutual fund distribution journey,' he added.
AMCs join hands with NSE, CIEL for over 50k new MF distributors

PRESS TRUST OF INDIA
New Delhi, March 16

TOP ASSET MANAGEMENT Companies (AMCs), along with leading bourse NSE and CIEL, plan to have 50,000 new mutual fund distributors over the next three years. This is being done under the aegis of ExpertMFD, a pan-India collaborative initiative comprising top AMCs that manage over two-third of the total AUM in mutual fund (MF) industry.

Aditya Birla Sun Life Mutual Fund, Axis MF, ICICI Prudential MF, L&T MF, Nippon India MF, SBI Mutual Fund and Sundaram MF are the AMCs that have joined hands with NSE (National Stock Exchange) and CIEL (Centre for Investment Education and Learning). ExpertMFD will offer end-to-end support for anyone who wants to make a career as an expert financial distributor.

“The only requirement for anyone to join the MF industry is to have a robust understanding of the subject and support from the ecosystem,” Himanshu Vyapak, MD of CIEL, said in a virtual press conference on Tuesday. CIEL would provide the required training and NSE would be a transaction partner for enabling the business digitally.

According to Vyapak, mutual funds have emerged as an attractive avenue to promote financialisation of assets and earn market-linked returns over long-term with disciplined financial planning. However, hand-holding is required for new as well as experienced investors.

The consortium of AMCs believes that the industry is ready for next-level growth and is expected to be 1 lakh crore over the next 10 years.

Top AMCs plan to have over 50,000 new MF distributors in 3 years

NEW DELHI, PTI: Top Asset Management Companies (AMCs) like Aditya Birla Sun Life Mutual Fund, Axis MF, ICICI Prudential MF, L&T MF, Nippon India MF, SBI Mutual Fund and Sundaram MF have joined hands with NSE and Centre for Investment Education and Learning (CIEL) plan to have 50,000 new mutual fund distributors over the next three years.

This is being done under the aegis of ExpertMFD, a pan-India collaborative initiative comprising top AMCs that manage over two-third of the total assets under management (AUM) in mutual fund (MF) industry.

“The only requirement for anyone to join the MF industry is to have a robust understanding of the subject and support from the ecosystem,” Himanshu Vyapak, MD of CIEL, said in a virtual press conference on Tuesday.

“We have about 2.3 crore unique MF investors in India. The growth in MF distributors has not kept in pace with the growth of assets in MF industry.”

The consortium of top AMCs believes that the industry is ready for next-level growth and is expected to be Rs 1 lakh crore over the next 10 years.

Currently there is just one distributor for every 10,000 people, indicating opportunity in this space.

CIEL would provide the required training and NSE would be a transaction partner for enabling the business digitally.

“With lesser distributors serving more and more customers, it is a huge opportunity for new financial distributors to join the industry and make an impact. The success of the industry will rely on how we work towards expanding the distributor network and move to rural India,” the consortium of top AMCs said.

According to an estimate, top individual MF distributors earn more than Rs 1 crore in annual gross commissions, indicating the potential for earnings.
MFs, NSE join hands to train 50K MF distributors

RAVI RANJAN PRASAD
MUMBAI, MARCH 16

Top mutual fund houses and the NSE have joined hands with Centre For Investment Education and Learning (CIEL) to rope in more people into the mutual fund distribution business.

Currently, there are very few MF distributors on the ground to serve the vast untapped population as the industry grows. There is just one distributor for every 17,000 people, indicating a massive opportunity for insurance agents, retired BFSI professionals, homemakers, students and the like to join the MF bandwagon.

The fund houses joining the initiative include Aditya Birla Sun Life MF, Axis MF, ICICI Prudential MF, L&T MF, Nippon India MF, SBI MF and Sundaram MF.

"Asset management companies along with NSE and CIEL have joined hands to build 50,000 new to industry mutual fund distributors/financial entrepreneurs over the next three years," said a joint release by the three.

The programme is being done under the aegis of ExpertMF (www.expertmf.com).

Regulatory training, practical-oriented induction and mentoring by experts are given to the participants of the programme.

"We have about 2.3 crore unique MF investors in India. The growth in MF distributors has not kept pace with the growth of assets in MF industry. Our endeavor is to build a strong foundation and a cohesive growth environment for future financial experts. The platform will also train these distributors on other financial products in the second phase," said Himanshu Vyas, MD, CIEL and former Reliance MF honcho.
राष्ट्रीय संस्थानों ने तीन साल में
50 हजार नए स्वच्छ फंड
vितरक कोडने के लिये एनएसई
और सीआईईएल से हाथ मिलाया
है। कंपनियाँ एक्सपर्ट्सएमएफडी
अभियान के तहत वित्त क्षेत्र में
vितरक के रूप में कृपिआर बनाने
वालों की मदद कर रही हैं।
सीआईईएल की ओर से इन्हें
पर्याप्त प्रशिक्षण भी दिया जाएगा।

मैंनेजमेंट कंपन्यांची एनएसई–
सीआईईएलसोबत हातमिळ्यावी
मुंबई : राष्ट्रीय संस्थान चौथे बारी उज्ज्वल
भविष्यवाणी भारतीय उद्योजकों कोशिष्ठ आत्मसत
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एसएफ, एससीआ एमएफ आणि सुंदरम एमएफ
बांग्लाएंसई (नंशलस्टोक एक्सचेज) आणि
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मंचाचे वितरकाचा हरुणा टपणा अन्य वित्तीय
उत्पादनांचा प्रशिक्षण देईल.
MFs, NSE join hands to train 50K MF distributors

RAVI RANJAN PRASAD
MUMBAI, MARCH 16

Top mutual fund houses and the NSE have joined hands with Centre For Investment Education and Learning (CIEL) to rope in more people into the mutual fund distribution business.

Currently, there are very few MF distributors on the ground to serve the vast untapped population as the industry grows. There is just one distributor for every 17,000 people, indicating a massive opportunity for insurance agents, retired BFSI professionals, homemakers, students and the like to join the MF bandwagon.

The fund houses joining the initiative include Aditya Birla Sun Life MF, Axis MF, ICICI Prudential MF, L&T MF, Nippon India MF, SBI MF and Sundaram MF.

“Asset management companies along with NSE and CIEL have joined hands to build 50,000 new to industry mutual fund distributors/ (financial entrepreneurs) over the next three years,” said a joint release by the three.

The programme is being done under the aegis of ExpertMFD (www.expertmfd.com).

Regulatory training, practical-oriented induction and mentoring by experts are given to the participants of the programme.

“We have about 2.3 crore unique MF investors in India. The growth in MF distributors has not kept in pace with the growth of assets in MF Industry. Our endeavor is to build a strong foundation and a cohesive growth environment for future financial experts. The platform will also train these distributors on other financial products in the second phase,” said Himanshu Vyapak, MD, CIEL and former Reliance MF honcho.”
India’s MF asset base set to hit ₹100 lakh cr by 2030

KUMUD DAS
MUMBAI

MUTUAL fund industry of the country, which has grown by five times in past one decade to Rs 32 lakh crore of AUM as of now, is now set to achieve a further milestone of Rs 100 lakh crore in next one decade.

All the 44 fund houses put together, the industry boasts of having 2.5 crore investors with 9.5 crore folios with it at present.

“If all goes well, the industry may see the number of investors growing to 10 crore in next five years”, Himanshu Vyapak MD, CIEL (Centre for Investment Education and Learning) told Bizz Buzz. He was speaking on the sidelines of announcement of top eight AMCs joining hands with NSE & CIEL to create more than 50,000 new MF distributors over next 3 years.

This is being done under the aegis of ExpertMFD comprising of top AMCs who manage over 2/3rd of total AUM in Mutual Fund Industry. These are marquee names like Aditya Birla Sun Life Mutual Fund, Axis MF, ICICI Prudential MF, L&T MF, Nippon India MF, SBI Mutual Fund and Sundaram MF who have joined hands with NSE (National Stock Exchange) and CIEL (Centre for Investment Education and Learning).

To achieve our goal, we are targeting retired professionals, BFSI employees, students etc. Top individual MF distributors earn more than Rs 1 crore in annual gross commissions, showing the potential for earnings.

NSE will be the transaction partner for a seamless digital experience to start business. Mukes Agarwal CEO, NSE Indices—NSE said, “This strategic partnership between top AMCs and CIEL will create unique possibilities to promote the distribution of Mutual Funds to the large Indian population.

In spite of the tremendous growth in assets under management 3X in past 6 years and 5X in past 10 years, our country still remains under penetrated with only 2 per cent of population investing in mutual funds. Mutual fund AUM, as a percentage of bank deposits is still 18 per cent. India has assets under management (AUM) to GDP ratio of only 12 per cent. The world average AUM to GDP ratio is at 63 per cent with developed markets such as the US and Canada at 120 per cent and 81 per cent.

Out of 1 crore students, who pass out every year, 10-20 per cent want to become an entrepreneur. And we are targeting those students too, Vyapak said.

Currently there is just one distributor for every 17,000 people, indicating a massive growth opportunity for insurance agents, retired BFSI professionals, homemakers, BFSI employees, students etc. Top individual MF distributors earn more than Rs 1 crore in annual gross commissions, showing the potential for earnings.

Top AMCs join hands with NSE, CIEL to have over 50K new MF distributors

Top Asset Management Companies (AMCs) along with leading bourse NSE and CIEL plan to have 50,000 new mutual fund distributors over the next three years. This is being done under the aegis of ExpertMFD, a first pan-India collaborative initiative comprising top AMCs that manage over two-third of the total AUM in mutual fund (MF) industry.
AMCs, NSE join hands to nearly double MF distributors

Chennai, Mar 17:
In line with Prime Minister Narendra Modi’s clarion call for Indian entrepreneurs skill themselves for a better future, Asset Management Companies along with NSE and CIEL have joined hands to build 50,000 new to industry Mutual Fund Distributors/ (Financial entrepreneurs) over the next 3 years.
This is being done under the aegis of ExpertMFD (www.expertmfd.com), a first pan-India collaborative initiative comprising of top AMCs who manage over 2/3rd of total AUM in Mutual Fund Industry. These are marquee names like Aditya Birla Sun Life Mutual Fund, Axis MF, ICICI Prudential MF, L&T MF, Nippon India MF, SBI Mutual Fund and Sundaram MF who have joined hands with NSE (National Stock Exchange) and CIEL (Centre for Investment Education and Learning).
The Indian MF industry could be worth Rs 100 lakh crore in the next decade. However, currently there is just 1 distributor for every 17,000 people, indicating a massive growth opportunity for insurance agents, retired BFSI professionals, homemakers, BFSI employees, students etc. Top individual MF distributors earn more than Rs 1 crore in annual gross commissions, showing the potential for earnings.
ExpertMFD has built a holistic infrastructure to create financial entrepreneurs / mutual fund, distributors through its first in India unique collaborative platform which will offer end-to-end support for anyone who wants to make a career as an expert financial distributor.

TOP AMCs JOIN HANDS WITH NSE, CIEL TO HAVE OVER 50K MF DISTRIBUTORS

NEW DELHI: Top Asset Management Companies (AMCs) along with leading bourse NSE and CIEL plan to have 50,000 new mutual fund distributors over the next three years. This is being done under the aegis of ExpertMFD, a first pan-India collaborative initiative comprising top AMCs that manage over two-third of the total AUM in mutual fund (MF) industry. The AMCs — Aditya Birla Sun Life Mutual Fund, Axis MF, ICICI Prudential MF, L&T MF, Nippon India MF, SBI Mutual Fund and Sundaram MF — that have joined hands with NSE (National Stock Exchange) and CIEL (Centre for Investment Education and Learning).