

**SENSEX**  
**59842.21**
**NIFTY**  
**17825.30**
**USD**  
**79.65**
**GOLD**  
**52061.00**
**CRUDEOIL**  
**7178.00**

## SIP is the most preferred investment avenue among millennials: Survey

As millennials take on financial commitments, there is a growing realisation about responsible investing. Millennials are also looking to ace financial discipline, **with over 47% of respondents favouring SIP/recurring deposits as their preferred investment pattern. About 31% of respondents said they favoured goal-based savings.**

These were the findings of a survey conducted by CASHe, an AI-driven financial wellness platform. According to the 'The Financially Independent Millennial' report 2022, more than 43% of respondents said they started making financial decisions independently during 21-25 years. The survey was conducted among more than 20,000 customers on the CASHe platform, as well as on its newly acquired wealth management platform, Sqrrl.

With millennials growing increasingly wary about money matters post pandemic, the study indicated that a vast majority of respondents (41%) set aside 10-20% of their annual income as savings. The data showcased the growing trend of millennials adopting responsible financial behaviour at an early age. However, in contrast it also stated that a considerable chunk of millennials (around 30%) set aside less than 10% of their annual income as savings which raises concern in regard to the cohort committing to regular savings.

The report also highlighted that millennials are rapidly evolving as 'forward thinkers. While boomers are either into retirement or nearing it, millennials have plenty of time to plan and save. But there is a growing consciousness among millennials to start saving early for their post-retirement life. More than 34% of respondents said that they were highly conscious of the matter and have started saving already. Close to 48% of respondents said they were yet to factor in retirement planning but a considerable chunk (23%) aims to kick-start retirement planning soon.

Millennials are increasingly turning to digital alternatives and prefer to do their investments themselves. In terms of preference for new-age alternative asset classes, digital gold topped the charts with more than 33% of respondents voting for it. It showcases millennial inclination towards gold as a stable asset class and a profitable instrument offering long-term gains. Digital gold offers the digital native cohort the best of both worlds - owning physical gold with the benefits of new-age technology - that eliminates the hassles of physical inspection and onus. This was followed by cryptocurrency (29%), fractional ownership (17%), P2P lending (12%), and US equity investment (9%). With increasing awareness about tax saving modes and avenues, millennials are joining the clique of savvy investors who look at both future returns and present tax savings. According to the survey, more than 56% invested in tax saving plans, while the rest were found supposedly unaware. According to the report, medical emergency, accounting for 36%, was the top reason for millennials availing loans in 2022. This was followed by unplanned expenditure and education accounting for 19% and 14% respectively.

## 'In FY 2022, over 25% of inflows in equity funds came through SIPs'

As per IDFC MF's trends report, the industry received Rs. 1 lakh crore through SIPs in equity funds in FY 2022, when the total gross equity inflows stood at Rs. 4 lakh crores. In FY 2021, these figures stood at Rs. 74,000 crore and Rs. 2.2 lakh crore respectively.

The share of NFOs in the total equity inflows stood at 13% in the last financial year compared to 8% in FY 2021. Overall, the combined contribution of SIPs and NFOs declined to 39% from 42%.

Scheme Type	Funds Mobilized		NFO Flows		SIP Flows		Flows - Net of SIP and NFO		SIP and NFO as a % of Total Gross Sales	
	FY 2020-21	FY 2021-22	FY 2020-21	FY 2021-22	FY 2020-21	FY 2021-22	FY 2020-21	FY 2021-22	FY 2020-21	FY 2021-22
Liquid & Overnight Funds	68,24,636	72,74,357	0	614	382	641	68,24,255	72,73,102	0%	0%
Debt Schemes	13,21,805	11,56,601	5,546	8,811	2,495	3,258	13,13,764	11,44,531	1%	1%
Equity Schemes	2,17,716	4,01,035	17,036	53,514	73,869	1,04,345	1,26,811	2,43,176	42%	39%
Hybrid Schemes	1,33,817	2,66,567	1,870	21,491	6,294	8,464	1,25,653	2,36,612	6%	11%
ETFs & FoF	1,24,615	1,59,628	15,841	12,837	1,265	3,369	1,07,509	1,43,422	14%	10%
Index Funds	12,880	55,917	704	10,629	1,185	2,993	10,991	42,296	15%	24%
Solution Oriented Schemes	3,699	3,400	1,041	0	1,166	1,491	1,491	1,909	60%	44%
Grand Total	86,39,167	93,17,504	42,038	1,07,896	86,656	1,24,560	85,10,474	90,85,048	1.5%	2.5%

### **\*\*Rs. In Crore**

SIPs still have a very low share in gross inflows in hybrid schemes. In FY 2022, hybrid funds received Rs. 8,464 crores through SIPs, which was just 3% of the total gross inflows at Rs. 2.70 lakh crore. In debt funds, the combined share of SIPs and NFOs was just 1%.

## Tata Asset Management considers buying 45% in UTI AMC

Tata Group, the promoter of Tata Asset Management Company (AMC), is exploring options to buy about 45% in UTI AMC from four state-owned financial entities, three people with knowledge of the matter told ET.

Punjab National Bank, Life Insurance Corporation, State Bank of India and Bank of Baroda together own the stake in UTI AMC. If the deal goes through and Tata AMC and UTI AMC are eventually merged, the combined entity would be the fourth largest asset manager in India - after SBI AMC, ICICI Prudential AMC and HDFC AMC.

As of June 30, assets under management (AUM) of UTI AMC and Tata AMC were ₹2.24 lakh crore and ₹88,367 crore, respectively. UTI AMC, listed in October 2020, commands a market capitalisation of ₹9,520 crore as of Friday. At the current market price, the Tatas will have to shell out around ₹4,300 crore to buy a 45% stake in the UTI AMC. Tata Sons and Tata Investment Corporation own 68% and 32% stakes, respectively, in Tata AMC.

## **SBI Mutual Fund tops the inflow charts; ABSL MF slides to bottom 5: Report**

A report by Morningstar India says that the total open-end AUM of the mutual fund industry stood at Rs 35,40,454 crores as of June 2022, down by 4% since the previous quarter. The industry hit its peak a couple of quarters back in the third quarter of fiscal 2021-22 when AUM totalled INR 37,11,433 crores. Since then, owing to volatile markets AUM has dropped by around 4.6%.

This report provides insights into estimated flows, asset trends, and performance for domestic funds focused on the Indian equity and debt market.

According to the report, asset-management companies that experienced the highest net inflows and outflows (open-end funds and ETFs) in the first quarter of fiscal 2022-23 were SBI Mutual Fund, HDFC MF and ICICI Prudential MF. Surprisingly, Aditya Birla Sun Life MF and Axis MF were among the lowest on the inflow list. The report believes that, exodus of funds from the money market category, short duration and low duration among others led Aditya Birla Sunlife to be among the AMCs with the highest net outflows.

The report also revealed that, even though many ETFs have come up in various categories Large-cap ETFs continue to have the lion's share of ETF assets under management. SBI Mutual Fund has the highest asset under management in the ETF categories.

The report suggests that net flows in fixed-income funds have been quite volatile. The first quarter of fiscal 2022-23 saw net outflows in fixed-income funds to the tune of Rs 70,213 crores down from Rs 1,18,010 crores witnessed in the previous quarter. This is the third consecutive quarter where there have been net outflows in the fixed-income asset class.

## **WhiteOak Capital Mutual Fund collects Rs 550 crore for maiden NFO**

WhiteOak Capital Asset Management on Thursday said it has collected nearly Rs 550 crore during the new fund offer (NFO) period of its maiden equity fund -- WhiteOak Capital Flexicap Fund.

The fund aims to build an active, well-diversified portfolio, representing a cross-section of companies across major industries, economic sectors, and market cap segments, WhiteOak said in a statement. The NFO has appealed to investors in India and internationally, and the same is reflected in its well-diversified client base.

Despite volatile market conditions and a near 40 per cent decline in equity inflows last month, this fund garnered significant interest from investors and intermediaries alike, the company said.

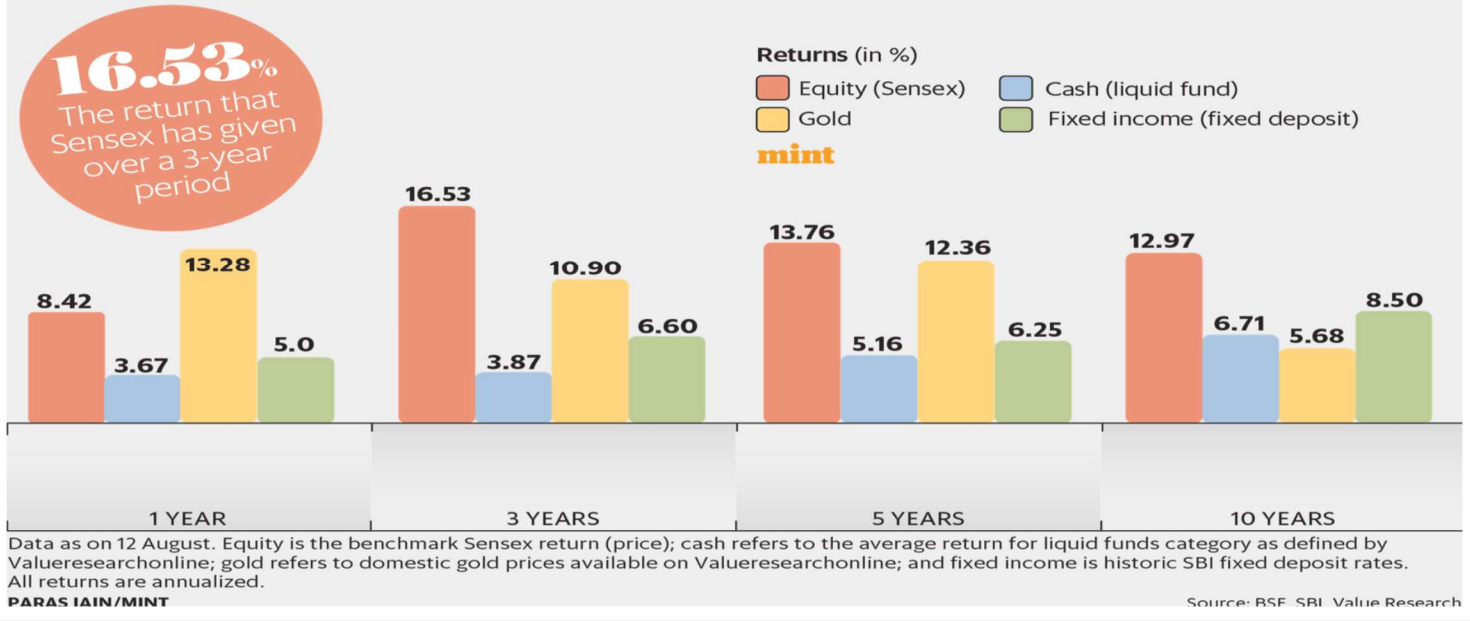
round 25,000 unique investors across over 350 locations participated in this Flexicap Fund offering. WhiteOak Capital Group has a 5-year history of having delivered performance to global investors through offshore offerings as also to domestic HNIs (high net worth individuals) and family offices through the PMS (portfolio management services) and AIF (alternative investment fund. WhiteOak Capital group provides investment management and advisory services for equity assets of over Rs 40,000 crore.



## Returns on my investments

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Building a portfolio is a complex exercise, and it has to be maintained, too. A person's portfolio holds different types of assets based on his/her financial goals, and each asset class gives different types of returns, which is why a portfolio must have an ideal mix of financial products. One must also keep in mind the volatility risk of the asset class, liquidity, lock-in rules and taxation. Here's a look at how four commonly used asset types—equity, cash, gold and fixed income—have done in different periods.



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## Financial Blunders Made by People In Their 30s And How To Avoid Them

Financial Blunders Made by People in Their 30s And How to Avoid Them After understanding the significance of investing and the financial steps everyone should take, we have come up with a list of a few financial mistakes that one should avoid in their 30s for a more relaxed retirement and, more importantly, a peaceful life.

**A list of financial steps one should take is given below:**

**#1 - Not starting SIPs or systematic investment plans**, are the most effective way to see your investment double or triple in a short period of time. It is such an investment that it should begin at the age of 25 when a person begins earning. SIPs, when started early and maintained over time, can result in significant savings that would otherwise be difficult to achieve manually. For example, if you invest directly in the stock market, you can remove or sell your equities whenever you want, which means you may not give your assets enough time to grow. SIP (mutual funds) allows you to invest for an extended period of time, giving your funds enough time to grow. SIPs allow you to be more disciplined with your investments and remove emotion from the equation. **(Cont.)**

If you want to start a SIP, you should know that there are various types of funds to choose from, such as small-cap, large-cap, mid-cap, debt funds, money market funds, and so on. You can build your SIP portfolio with a calculated mix of different funds based on your age and risk tolerance.

**#2 Not Having a PPF Account** - A PPF account is a Public Provident Fund account that pays you fixed interest over time with little risk and tax advantages. The PPF account's interest rate ranges between 7 and 8 percent and is adjusted annually. Furthermore, you receive full tax benefits on your PPF account, which means that your investment, interest, and lump sum received at maturity are all tax-free. This is one of the most significant advantages of PPF, making it an excellent choice for anyone looking to save money on taxes. Any Indian person may open a PPF account at any bank or post office. No tax benefits are available above the annual contribution cap of Rs 1.5 lakh. Although a PPF account has a 15-year maturity time, you can choose to extend it for five-year intervals while still receiving interest on your deposits.

**#3 Not Having Term Insurance** - Term insurance is a type of life insurance that protects you against death. Pure life insurance, which pays your nominee only when you die, is what you should be looking for. The advantage of purchasing term insurance at a young age is that you can obtain a large amount of coverage for a low premium. The longer you wait to purchase term insurance, the higher the premium will be based on your age and health status.,

**#4 Not Having Health Insurance** - Health insurance will help you while you are still alive and in need of financial support in the event of a medical ailment, whereas term insurance is a product for after you pass away. Hospital expenses in the event of a severe medical condition can deplete your savings faster than you might think. Having medical insurance in your early 30s is one of the best financial decisions you can make. Medical insurance premiums, like term insurance, will be higher if purchased later in life, which is why it should be bought early in life. Even if your employer provides medical coverage, you should consider purchasing additional medical insurance in case your employer's coverage is insufficient.

**#5 Making Impulsive Investments** - Many young people invest in products or assets they do not fully comprehend. They frequently don't ask their agent the correct questions, which results in them having to spend more for a product that they might have bought for less.

**(Cont.)**



**#6 Saving and not Investing** - Many young people mix up investing and saving. These are not synonymous. If you only save in a bank account, the maximum you can make per year is 4%, which is not even enough to beat inflation, so the value of your savings will only decrease over time. Investing in the market will help you beat inflation and increase the value of your money.



**TATA**  
**HOUSING OPPORTUNITIES FUND**  
 (An open-ended equity scheme following housing theme)

**WHERE DREAMS COME HOME**

**NFO opens: 16th August, 2022 | NFO closes: 29th August, 2022**

This product is suitable for investors who are seeking\*:

- Long Term Capital Appreciation.
- An Open-ended equity scheme following housing theme

\* Investors should consult their financial advisors if in doubt about whether the product is suitable for them.



Investors understand that their principal will be at Very High Risk

**(Cont.)**

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Sakthi Hai



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## SUNDARAM Flexi Cap Fund

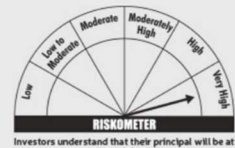
An open-ended dynamic equity scheme investing across large cap, mid cap, small cap stocks

### OPTIMIZING OPPORTUNITIES

Relax! Set aside your worries on what percent of Large, Mid & Small Caps to own.

**NFO Period**  
Aug 16, 2022 - Aug 30, 2022

**INVEST NOW**



This product is suitable for investors who are seeking\*

- Capital appreciation over long term
- Investments in a dynamic mix of equity and equity related instruments across large cap, mid cap and small cap stocks

\*Investors should consult their financial advisors if in doubt about whether the product is suitable for them.

Mutual fund investments are subject to market risks, read all scheme related documents carefully.



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## THE MOOD IS ALWAYS GOOD WITH FRANKLIN INDIA BALANCED ADVANTAGE FUND.

**NFO OPENS - 16TH AUG 2022**  
**NFO CLOSSES - 30TH AUG 2022**

**26**  
YEARS OF  
WE REMAIN  
INVESTED  
IN YOU

**MIRAE ASSET**  
Mutual Fund



## Mirae Asset Global Electric & Autonomous Vehicles ETFs Fund of Fund

(An open-ended fund of fund scheme investing in overseas equity Exchange Traded Funds which are based on companies involved in development of Electric & Autonomous Vehicles and related technology, components and materials)

New Fund Offer (NFO) starts on: 16<sup>th</sup> August 2022 | New Fund Offer (NFO) closes on: 30<sup>th</sup> August 2022 Allotment Date: 07<sup>th</sup> September 2022  
Scheme re-opens for continuous Sale and Repurchase : 08<sup>th</sup> September 2022

(Source:- EconomicTimes, Moneycontrol, Livemint, Cafemutual, IBJARates, AMFI Etc.)

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