

# Big push for MFs in sell-off exercise

## HOW THE PIE STACKS UP

Savings rate as %age of GDP

2008-09  38%

2012-13  30%

**₹20.03 lakh cr**

Total household savings

**64% or  
₹12.84 lakh cr**

Savings in physical assets such as gold and real estate

**36% or  
₹7.19 lakh cr**

Amount invested in bank deposits, MFs, shares and debentures

**Mahua Venkatesh**

■ mahua.venkatesh@hindustantimes.com

**NEW DELHI:** To encourage small investors to park their savings in mutual funds, the government plans to go fast-track the disinvestment exercise aggressively, with a focus on retail participation.

In this backdrop, the Association of Mutual Funds in India (AMFI) is all set to promote the domestic MF industry. The Securities and Exchange Board of India has also underlined the need to develop MFs as an investment category by developing a separate brand to woo small investors into the stock market (see graphic).

“Branding the mutual fund industry is a gradual process, and it is possible through financial awareness, which is the core aspect to ensure the upward trend in the economy. Although the mutual fund industry has guaranteed a niche place in the finance sector, there is a long way to go for the awareness to take shape among the working class. The radio investor education is a very efficient way to reach out to the masses,” Sundeep Sikka, chairman, AMFI, told HT.

Sikka, who is also the CEO of Reliance Mutual Fund, said AMFI would take several initiatives to educate and clear various misconceptions associated with MFs among investors.