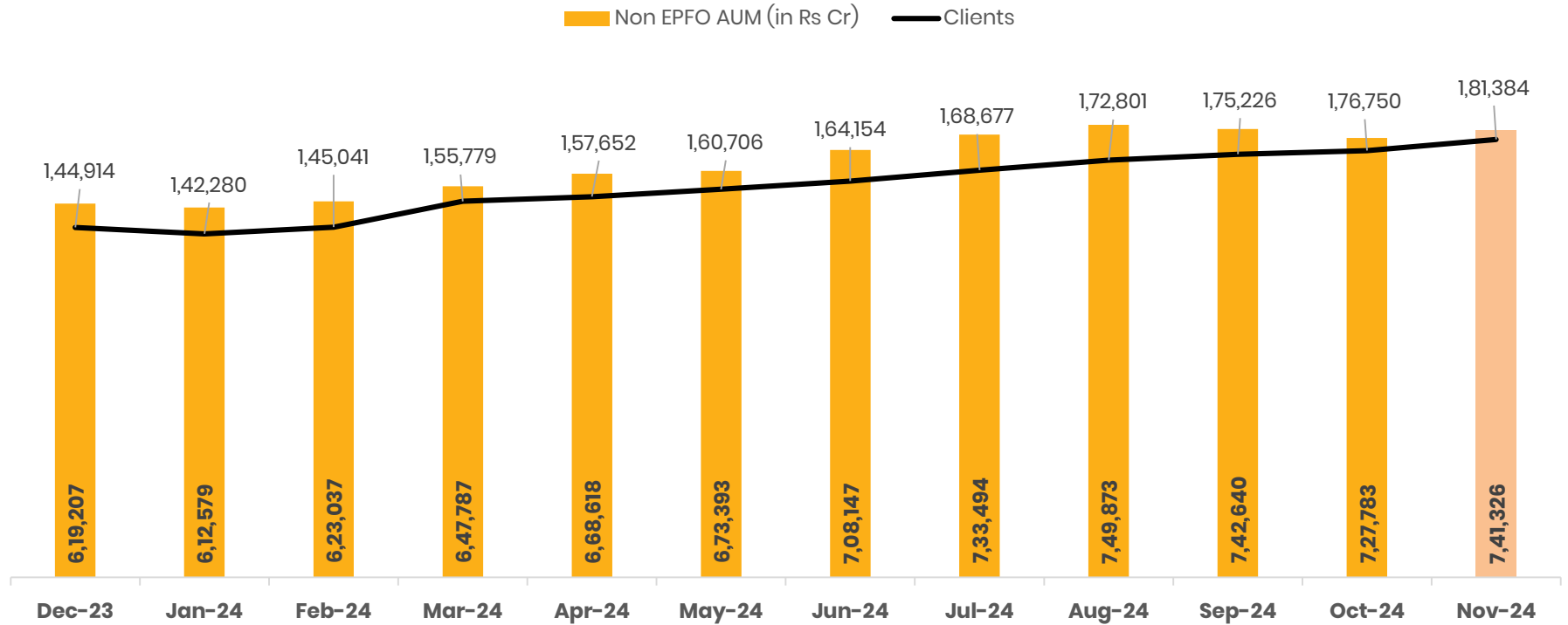


PMS Industry Flows

A Monthly Dose of Insights

January 2025

In the past one year, PMS Industry AUM* has grown by 20% while number of clients has grown by 25%



PMS Industry reclaiming to ~Rs 7.4 Lakh cr AUM level*

Top 15 PMS Managers with Highest Total AUM

AMC	AUM (Rs cr)	# of clients	AUM per client (Rs cr)	% of D.AUM
UTI Asset Management Company	24,691	2	12,346	100%
ICICI Pru AMC	22,521	22,444	1	100%
Unifi Capital Private Limited	20,865	10,228	2	100%
Ask Investment Managers Limited	20,463	12,283	2	100%
Abakkus Asset Manager LLP	15,571	10,925	1	81%
Motilal Oswal Asset Management Company Limited	15,231	11,910	1	100%
Enam Asset Management Co Pvt. Ltd.	13,368	1,720	8	37%
360 One Portfolio Managers Limited	9,980	710	14	100%
Alchemy Capital Management Private Ltd	7,204	2,256	3	100%
Brain Point Investment Centre	6,992	838	8	100%
360 One Asset Management Limited	6,735	6,591	1	27%
Valuequest Investment Advisors Pvt. Ltd.	6,386	1,963	3	36%
Carnelian Asset Management And Advisors Private Limited	6,118	2,850	2	100%
Dezerv Investments Private Limited	5,851	2,709	2	100%
Banyan Tree Advisors Private Limited	5,630	1,936	3	100%

Discretionary PMS Flows

(Only Individual AUM & Flows)

Top 15 PMS Managers with Highest Discretionary AUM*

AMC	AUM (Rs cr)	# of clients	AUM per client (Rs cr)	Highest AUM scheme Alpha**
ICICI Pru AMC	20,166	21,647	1	3%
Unifi Capital Private Limited	17,926	9,620	2	-5%
Ask Investment Managers Limited	17,216	11,792	1	-7%
Motilal Oswal Asset Management Company Limited	13,264	11,592	1	8%
Abakkus Asset Manager LLP	12,221	10,088	1	-2%
Enam Asset Management Co .	10,087	1,489	7	1%
Brain Point Investment Centre	6,158	815	8	13%
Alchemy Capital Management Private Ltd	5,491	2,102	3	23%
Banyan Tree Advisors Private Limited	5,447	1,901	3	-2%
360 One Asset Management Limited	5,432	6,185	1	5%
360 One Portfolio Managers Limited	5,394	576	9	6%
Valuequest Investment Advisors Pvt. Ltd.	4,991	1,822	3	11%
Dezerv Investments Private Limited	4,548	2,569	2	22%
Marcellus Investment Managers Private Limited	4,337	3,996	1	-12%
Carnelian Asset Management And Advisors Private Limited	4,038	2,511	2	22%

*Source : SEBI - Excludes EPFO, Institutional & Corporates AUM and their Clients | **Alpha is Excess Return for 1 year of Highest AUM scheme over its respective Benchmark
Data as on 31st December 2024

Top 15 PMS Strategies that received Highest Net Inflows

Strategy Name	AMC	Net Flows (in Dec)	Net Flows (FYTD)	FYTD AUM Growth (%)	1Yr Return (%)	SI Return (%)	Inception Date	Empanelled	Focused
Valuequest Alpha	Valuequest Investment Pvt. Ltd.	1,270	2,025	59%	27%	34%	14-Jun-22	Yes	No
ICICI Prudential PMS Contra	ICICI Pru AMC	333	3,895	80%	19%	21%	14-Sep-18	Yes	Yes
Stallion Core Fund	Stallion Asset Private Limited	262	1,773	196%	70%	34%	22-Oct-18	Yes	No
Dezerv. Equity Revival Strategy	Dezerv Investments Private Limited	218	1,796	139%	20%	26%	14-Jun-22	No	No
Customised Discretionary Portfolio	360 One Asset Management Limited	215	3,410	40%	20%	-1%	15-Oct-14	Yes	No
Motilal Oswal Founders Portfolio	MOAMC	177	997	151%	48%	57%	09-Jan-23	Yes	Yes
Carnelian Shift Strategy	Carnelian AMC	157	1,216	126%	38%	45%	06-Oct-20	Yes	No
Axis Securities Pure Contra	Axis Securities Limited	117	1,052	-	29%	29%	27-Nov-20	No	No
Valuequest Platinum	Valuequest Investment Adv Pvt. Ltd.	107	1,167	114%	31%	22%	24-Jul-14	Yes	No
Abakkus Emerging Opportunities	Abakkus Asset Manager LLP	104	415	46%	30%	38%	28-Aug-20	Yes	Yes
Carnelian Bespoke Portfolio	Carnelian AMC	84	617	88%	34%	34%	07-Oct-21	Yes	No
ICICI Prudential PMS PIPE Strategy	ICICI Pru AMC	82	773	43%	27%	32%	05-Sep-19	Yes	Yes
Axis Securities Kaizen	Axis Securities Limited	79	357	-	30%	38%	15-Jun-23	No	No
AAA India Opportunity Plan Equity	Alfaccurate Advisors Pvt. Ltd.	79	131	30%	25%	18%	23-Nov-09	Yes	No
Buoyant Opportunities Scheme	Buoyant Capital Private Limited	76	939	54%	19%	23%	10-Apr-16	Yes	Yes

*Source : SEBI | Data as on 31st December 2024

Top 15 PMS Strategies that witnessed **Highest Net Outflows**

Strategy Name	AMC	Net Flows (in Dec)	Net Flows (FYTD)	FYTD AUM Growth (%)	1Yr Return (%)	SI Return (%)	Inception Date	Empanelled	Focused
ASK Indian Entrepreneur Portfolio	Ask Investment Managers Limited	-434	-4,869	-22%	9%	17%	25-Jan-10	Yes	No
Neo Club Equity Advantage	Neo Asset Management Private Ltd	-207	-26	4%	10%	10%	02-Jan-23	Yes	No
Marcellus CCP	Marcellus Investment Managers	-167	-1,725	-27%	4%	15%	01-Dec-18	Yes	No
White Oak India Pioneers Equity	Whiteoak Capital Asset Mgmt	-133	-2,051	-19%	18%	18%	27-Sep-18	Yes	Yes
Aequitas India Opportunities	Aequitas Investment Consultancy	-121	-622	-9%	13%	32%	01-Feb-13	No	No
ICICI Prudential PMS Liquid Strategy	ICICI Pru AMC	-114	-234	-20%	6%	5%	NA	Yes	No
East Lane Long Term Growth	East Lane Capital LLP	-103	-91	13%	24%	19%	18-Dec-20	No	No
Entrust Dividend Yield Portfolio	Entrust Family Office Investment Adv.	-90	-184	-14%	24%	27%	NA	No	No
Abakkus Personalised Opp.	Abakkus Asset Manager LLP	-87	-151	11%	35%	51%	24-Sep-20	Yes	No
ASK India Select Portfolio	Ask Investment Managers Limited	-75	-755	-20%	10%	15%	04-Oct-10	Yes	No
Nuvama Absolute Return Strategy	Nuvama Asset Management Limited	-71	731	313%	12%	12%	NA	Yes	No
MOWPM Structured Product	Motilal Oswal Wealth Limited	-71	-245	-62%	10%	9%	NA	Yes	No
BRAINPOINT Future Winners	Brain Point Investment Centre	-70	292	430%	29%	23%	05-Jul-21	No	No
Custom Portfolio 22	Capitalmind Financial Services	-68	15	-99%	6%	6%	16-Nov-23	No	No
Diversified Mcap	Ckredence Wealth Management	-61	-155	-	15%	22%	23-Jun-21	No	No

*Source : SEBI | Data as on 31st December 2024

Disclaimer



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Registered Office Address: Motilal Oswal Tower, Rahimtullah Sayani Road, Opposite Parel ST Depot, Prabhadevi, Mumbai-400025; Tel No.: 022-71934263; Website www.motilaloswal.com. Correspondence Office Address: Palm Spring Centre, 2nd Floor, Palm Court Complex, New Link Road, Malad (West), Mumbai- 400 064. Tel No: 022 7188 1000. Registration Nos.: Motilal Oswal Financial Services Ltd. (MOFSL)*: INZ000158836. (BSE/NSE/MCX/NCDEX); CDSL and NSDL: IN-DP-16-2015; Research Analyst: INH000000412. AMFI: ARN - 146822; ; Insurance Corporate Agent: CA0579. Motilal Oswal AMC Ltd. (MOAMC): PMS (Registration No.: INP000000670); PMS and Mutual Funds are offered through MOAMC which is group Co of MOFSL. Motilal Oswal Wealth Mgmt Ltd. (MOWML): PMS (Registration No.: INP000004409) is offered through MOWML, which is a group Co of MOFSL. • Motilal Oswal Financial Services Ltd. is a distributor of Mutual Funds, PMS, Fixed Deposit, Bond, NCDs, Insurance Products, Invest. advisor and IPOs etc . These are not Exchange traded products and the Trading Member is just acting as distributor. All disputes with respect to the distribUTIon activity would not have access to Exchange Investor Redressal Forum or Arbitration mechanism • Research & Advisory services is backed by proper research. Please read the Risk Disclosure Document prescribed by the Stock Exchanges carefully before investing. There is no assurance or guarantee of the returns. Details of Compliance Officer: Name: Neeraj Agarwal, Email ID: na@motilaloswal.com, Contact No.:022-40548085.The securities quoted are exemplary and are not recommendatory. Brokerage will not exceed SEBI prescribed limit. Customer having any query/feedback/ clarification may write to query@motilaloswal.com. In case of grievances for Securities Broking write to grievances@motilaloswal.com, for DP to dp grievances@motilaloswal.com.

***Such representations are not indicative of future results.**

Invest. in securities market are subject to market risks, read all the related documents carefully before investing.