

PMS Trends

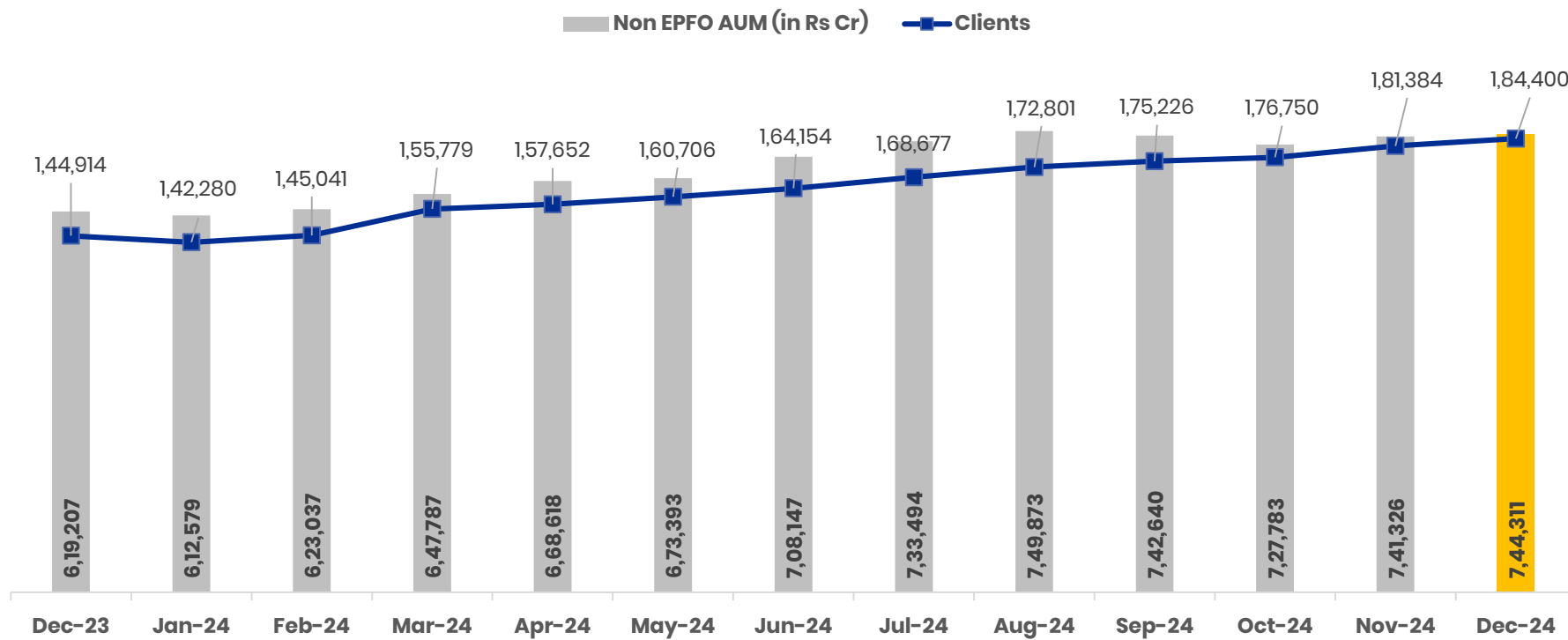
A Monthly Dose of Insights

February 2025

Source : SEBI | Data as on 31st January 2025



**In the past one year, PMS Industry AUM* has grown by 20%
while number of clients has grown by 27%**



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 Pvt Ltd	21,948	4	5,487	100%
ICICI Prudential Asset Management Company Ltd.	21,703	23,019	1	100%
Unifi Capital Private Limited	19,644	10,319	2	100%
Abakkus Asset Manager LLP	14,655	11,157	1	81%
Motilal Oswal Asset Management Company Limited	13,434	12,204	1	100%
Enam Asset Management Co. Pvt Ltd	12,458	1,731	7	36%
360 One Portfolio Managers Limited	10,125	2,041	5	100%
Brain Point Investment Centre Pvt Ltd	6,475	854	8	100%
360 One Asset Management Limited	6,461	6,588	1	27%
Alchemy Capital Management Private Ltd	6,286	2,320	3	100%
Dezerv Investments Private Limited	5,998	3,019	2	100%
Carnelian Asset Management And Advisors Private Limited	5,955	3,103	2	100%
Valuequest Investment Advisors Pvt Ltd	5,827	2,069	3	36%
Banyan Tree Advisors Private Limited	5,451	1,947	3	100%
Whiteoak Capital Asset Management Limited	5,219	3,407	2	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 Prudential Asset Management Company Ltd.	19,503	22,188	1	1%
Unifi Capital Private Limited	16,851	9,702	2	-5%
Motilal Oswal Asset Management Company Limited	11,691	11,874	1	-5%
Abakkus Asset Manager LLP	11,460	10,303	1	-4%
Enam Asset Management Co. Pvt Ltd	9,426	1,488	6	-1%
Brain Point Investment Centre Pvt Ltd	5,728	831	7	2%
360 One Portfolio Managers Limited	5,505	1,610	3	12%
Banyan Tree Advisors Private Limited	5,272	1,912	3	2%
360 One Asset Management Limited	5,214	6,183	1	6%
Alchemy Capital Management Private Ltd	4,794	2,157	2	10%
Dezerv Investments Private Limited	4,650	2,850	2	3%
Valuequest Investment Advisors Pvt Ltd.	4,509	1,912	2	12%
Marcellus Investment Managers Private Limited	4,020	3,833	1	-3%
Carnelian Asset Management And Advisors Private Limited	3,998	2,740	1	14%
Whiteoak Capital Asset Management Limited	3,702	3,162	1	3%

*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 January 2025 | ASK Investment Managers Ltd's data was not available on SEBI

Top 15 PMS Strategies that received Highest Net Inflows

Strategy Name	AMC	Net Flows (in Jan)	Net Flows (FYTD)	FYTD AUM Growth (%)	1Yr Return (%)	SI Return (%)	Inception Date	Empanelled	Focused
Oaklane PMS Large Cap	Oaklane Capital Management LLP	478	449	205%	13%	13%	30-Jan-24	No	No
Stallion Core Fund	Stallion Asset Private Limited	372	2,135	183%	42%	31%	22-Oct-18	Yes	No
ICICI Prudential PMS Contra	ICICI Prudential AMC	343	4,198	78%	10%	20%	14-Sep-18	Yes	Yes
Dezerv. Equity Revival Strategy	Dezerv Investments Private Limited	307	2,050	146%	12%	23%	14-Jun-22	No	No
360 ONE Mandate - Equity	360 One Portfolio Managers Limited	300	776	197%	11%	16%	05-Jul-19	Yes	No
Pace 360 Multi Asset Tresor Flexi	Pace Financial Investment Adviser	253	771	600%	9%	13%	19-Dec-20	No	No
Carnelian Shift Strategy	Carnelian AMC And Advisors Pvt Ltd	240	1,439	125%	23%	41%	06-Oct-20	Yes	No
Oaklane Be-spoke-equity	Oaklane Capital Management LLLP	204	140	16%	8%	16%	01-Dec-21	No	No
Motilal Oswal Founders Portfolio	Motilal Oswal AMC	192	1,179	126%	19%	40%	16-Mar-23	Yes	Yes
Neo Club Equity Advantage Product	Neo Asset Management Pvt Ltd	180	44	19%	10%	10%	02-Jan-23	Yes	No
BRAINPOINT Future Winners	Brain Point Investment Centre Pvt Ltd	176	429	19%	11%	19%	05-Jul-21	No	No
Dezerv. Liquid Strategy	Dezerv Investments Private Limited	142	123	106%	6%	6%	NA	No	No
Buoyant Opportunities Scheme	Buoyant Capital Private Limited	136	1,054	55%	15%	22%	01-Jun-16	Yes	Yes
Blended- Rangoli	Unifi Capital Private Limited	134	-98	5%	4%	20%	01-Jun-17	Yes	Yes
Abakkus Emerging Opportunities	Abakkus Asset Manager LLP	134	533	36%	17%	34%	26-Aug-20	Yes	Yes

Top 15 PMS Strategies that received Highest Net Outflows

Strategy Name	AMC	Net Flows (in Jan)	Net Flows (FYTD)	FYTD AUM Growth (%)	1 Yr Return (%)	SI Return (%)	Inception Date	Empanelled	Focused
Consistent Compounders (CCP)	Marcellus Investment Managers	-209	-1927	-33%	6%	14%	01-Dec-18	Yes	No
Aequitas India Opportunities	Aequitas Investment Consultancy	-184	-806	-14%	8%	32%	01-Feb-13	No	No
Blended- Rangoli	Unifi Capital Private Limited	-174	-98	5%	4%	20%	01-Jun-17	Yes	Yes
Dezerv. Liquid Strategy	Dezerv Investments Private Limited	-110	123	106%	6%	6%	NA	No	No
Neo Club Equity Advantage Product	Neo Asset Management Private	-110	44	19%	10%	10%	NA	No	No
ICICI Prudential PMS Dynamic Debt	ICICI Prudential AMC	-107	111	1141%	15%	13%	NA	Yes	No
360 ONE Mandate Balanced	360 One Portfolio Managers Limited	-98	42	17%	21%	9%	NA	Yes	No
Abakkus Liquid Approach	Abakkus Asset Manager LLP	-94	-200	-60%	4%	4%	NA	Yes	No
White Oak India Pioneers Equity Portfolio	Whiteoak Capital AMC	-92	-2122	-24%	12%	17%	27-Sep-18	Yes	No
Abakkus All Cap Approach	Abakkus Asset Manager LLP	-88	1506	30%	5%	27%	29-Oct-20	Yes	Yes
ICICI Prudential PMS PIPE Strategy	ICICI Prudential AMC	-85	795	34%	13%	30%	05-Sep-19	Yes	Yes
Valuequest Growth	Valuequest Investment Advisors	-83	409	44%	15%	18%	07-Oct-10	Yes	Yes
360 ONE Mandate Aggressive	360 One Portfolio Managers Limited	-82	211	21%	13%	11%	NA	Yes	No
TulsianPMS	Tulsian PMS Limited	-76	9	-2%	-2%	0%	01-Apr-20	No	No
Valuequest Platinum	Valuequest Investment Advisors	-73	1159	96%	22%	21%	24-Jul-14	Yes	No

*Source : SEBI | Data as on 31st January 2025 | ASK Investment Managers Ltd's data was not available on SEBI

Disclaimer

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

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