

Heading: - NSE & CIEL join hands with AMCs for over 50k new MF distributors	
Source:- Various Publications	Date:- 16 March 2021

Economic Times

Select fund houses, NSE and CIEL come together to add 50,000 new MF distributors

16 March 2021

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

<https://economictimes.indiatimes.com/mf/mf-news/select-fund-houses-nse-and-ciel-come-together-to-add-50000-new-mf-distributors/articleshow/81528808.cms?from=mdr>

Mint

Top AMCs join hands with NSE, CIEL to have over 50,000 new MF distributors

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.

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.

<https://www.livemint.com/mutual-fund/mf-news/top-amcs-join-hands-with-nse-ciel-to-have-over-50-000-new-mf-distributors-11615896714658.html>

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-third 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.

<https://www.thehindubusinessline.com/markets/stock-markets/amcs-target-to-add-50000-new-mf-distributors-in-next-3-years/article34082971.ece>

Times Now News

Top fund houses, NSE to add 50,000 new mutual fund distributors over next 3 years

16 March 2021

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>

Café Mutual

Expert MFD to add 50,000 new MFDs in three years

8 AMCs, NSE, and CIEL have come together to create sales force for the mutual fund industry.

16 March 2021

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

<https://cafemutual.com/news/industry/21530-expertmfd-to-add-50000-new-mfds-in-three-years>

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 crore 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.

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.

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.

<http://www.uniindia.com/amcs-nse-ciel-come-together-to-build-50-000-industry-mf-distributors/business-economy/news/2345723.html>

Businessworld

AMCs join hands with NSE & CIEL to create more than 50,000 new mutual fund distributors

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16 March 2021

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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. 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 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.

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Regulatory training and also practically-oriented induction & 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. 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. The platform will also train these distributors on other financial products in the second phase."

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 fore front 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."

<http://www.businessworld.in/article/AMCs-Join-Hands-With-NSE-CIEL-To-Create-More-Than-50-000-New-Mutual-Fund-Distributors/16-03-2021-384040/>

Yahoo Finance

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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.

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.

<https://in.finance.yahoo.com/news/top-amcs-join-hands-nse-115746280.html>

Outlook

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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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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.

<https://www.outlookindia.com/newscroll/top-amcs-join-hands-with-nse-ciel-to-have-over-50000-new-mf-distributors/2047648>

Devdiscourse

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<https://www.devdiscourse.com/article/business/1497224-top-amcs-join-hands-with-nse-ciel-to-have-over-50000-new-mf-distributors>

News Today

50,000 entrepreneurs to be 'built' in 3 years

18 March 2021

In line with Prime Minister Narendra Modi's 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 financial entrepreneurs over the next three years.

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https://newstodaynet.com/index.php/2021/03/18/50000-entrepreneurs-to-be-built-in-3-years/?utm_source=nyoooz&utm_medium=post

Nyooz

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<https://www.nyoooz.com/news/chennai/1561980/50000-entrepreneurs-to-be-built-in-3-years-news-today/>

Hans India

India's Mutual Fund asset base set to hit Rs 100 lakh cr by 2030

16 March 2021

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.

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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.

<https://www.thehansindia.com/business/indias-mutual-fund-asset-base-set-to-hit-rs-100-lakh-cr-by-2030-677147>

Saamna

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17 March 2021

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सामना ऑनलाईन | 17 Mar 2021, 10:35 am



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टॉप असेट मॅनेजमेंट कंपन्यांनी एनएसई आणि सीआयईएलसोबत एकत्रित हातमिळवणी करत 50 हजार नवीन इंडस्ट्री म्युच्युअल फंड डिस्ट्रीब्यूटर्स पुढील तीन वर्षात उभारायचे ध्येय समोर ठेवले आहे. पुढील 10 वर्षात 100 लाख कोटींची उलाढाल करण्याचे म्युच्युअल फंड उद्योग क्षेत्राचे उद्दिष्ट्य आहे. सध्या प्रत्येकी 17 हजार व्यक्तींकरता केवळ 1 वितरक आहे. इन्शुरन्स एजंट, निवृत्त बीएफएसआय व्यावसायिक, गृहिणी, बीएफएसआय कर्मचारी, विद्यार्थ्यांकरिता मोठी संधी आहे

<https://www.saamana.com/amc-join-hand-with-nse-ciel-50000-mf-distributor/>

Update Fever

AMC-NSE to build 50,000 new MF distributors in 3 years

17 March 2021

Seven Indian Asset Management Companies (AMCs) have tied up with the National Stock Exchange (NSE) and the Center for Investment Education and Learning (CIEL) to create 50,000 mutual fund distributors in the next three years in the country. Under this, a new online skilling platform "Expert MDF" was launched on Tuesday. Aditya Birla Sun Life MF, Axis MF, ICICI Prudential MF, L&T MF, Nippon India MF, SBI MF, and Sundaram MF are among the AMCs to be involved in this initiative. Presently the presence of mutual fund distribution in the country is very low. There is only one mutual fund distributor for every 17,000 potential investors.

<https://updatefever.com/amc-nse-to-build-50000-new-mf-distributors-in-3-years/>

Business Journal

Top AMCs join hands with NSE, CIEL to have over 50,000 new MF distributors

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.

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.

<https://business-journal.in/mutual-funds/top-amcs-join-hands-with-nse-ciel-to-have-over-50000-new-mf-distributors-business-journal/>

New India Life

Select fund houses, NSE and CIEL come together to add 50,000 new MF distributors

16 March 2021

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

Greater Andhra

Top AMCs join hands with NSE, CIEL to have over 50,000 new MF distributors

16 March 2021

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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.

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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 first 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.

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

Deccan Herald (17 Mar)

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."

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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

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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.

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

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Dainik Bhaskar (17 Mar)

एमसी-एनएसई मिलकर 3 साल में बनाएंगे 50,000 नए एमएफ डिस्ट्रीब्यूटर

बिजनेस संवाददाता | नई दिल्ली

देश में अगले तीन साल में 50 हजार म्यूचुअल फंड डिस्ट्रीब्यूटर्स तैयार करने के लिए सात भारतीय एसेट मैनेजमेंट कंपनियों (एमसी) ने नेशनल स्टॉक एक्सचेंज (एनएसई) और सेंटर फॉर इन्वेस्टमेंट एजुकेशन एंड लर्निंग (सीआईईएल) से गठजोड़ किया है। इसके तहत मंगलवार को एक नया ऑनलाइन स्किलिंग प्लेटफॉर्म 'एक्सपर्ट एमडीएफ' लॉन्च किया गया। इस पहल में शामिल होने वाली एएमसी में आदित्य बिड़ला सन लाइफ एमएफ, एक्सिस एमएफ, आईसीआईसीआई प्रूडेंशियल एमएफ, एलएंडटी एमएफ, निपन इंडिया एमएफ, एसबीआई एमएफ और सुंदरम एमएफ शामिल हैं। फिलहाल देश में म्यूचुअल फंड डिस्ट्रीब्यूशन की मौजूदगी काफी कम है। हर 17,000 संभावित निवेशकों पर सिर्फ एक म्यूचुअल फंड डिस्ट्रीब्यूटर है।

50 हजार नए म्यूचुअल फंड वितरक जोड़ेंगी कंपनियां

नई दिल्ली। देश की शीर्ष संपत्ति प्रबंधन कंपनियों ने तीन साल में 50 हजार नए म्यूचुअल फंड वितरक जोड़ने के लिए एनएसई और सीआईईएल से हाथ मिलाया है। कंपनियां एक्पर्टएमएफडी अभियान के तहत वित्त क्षेत्र में वितरक के रूप में कैरिअर बनाने वालों की मदद कर रही हैं। सीआईईएल की ओर से इन्हें पर्याप्त प्रशिक्षण भी दिया जाएगा।

मॅनेजमेंट कंपन्यांची एनएसई-सीआयईएलसोबत हातमिळवणी

■ मुंबई : पंतप्रधान नरेंद्र मोदी यांनी उज्ज्वल भविष्यासाठी भारतीय उद्योजकांना कौशल्य आत्मसात करण्याचे आवाहन केले. त्यादिशेने असेट मॅनेजमेंट कंपन्यांनी एनएसई आणि सीआयईएलसोबत एकत्रित हातमिळवणी करत ५०,००० नवीन इंडस्ट्री म्यूचुअल फंड डिस्ट्रीब्यूटर्स/(वित्तीय उद्योजक) आगामी ३ वर्षांत उभारायचे ध्येय समोर ठेवले आहे. यामध्ये अग्रगण्य आदित्य बिल्डा सन लाईफ म्यूचुअल फंड, आयसीआयसीआय प्रुडेन्शियल एमएफ, एलअँडटी एमएफ, निप्पोन इंडिया एमएफ, एसबीआय एमएफ आणि सुंदरम एमएफ यांनी एनएसई (नॅशनल स्टॉक एक्स्चेंज) आणि सीआयईएल (सेंटर फॉर इन्व्हेस्टमेंट एज्युकेशन अँड लर्निंग) सोबत हातमिळवणी केली आहे. याप्रसंगी सीआयईएलचे एमडी हिमांशू व्यापक म्हणाले की, आमच्याकडे भारतात सुमारे २.३ कोटी अभिनव एमएफ गुंतवणूकदार आहेत. या मंचाद्वारे वितरकांना दुसऱ्या टप्प्यात अन्य वित्तीय उत्पादनांवर प्रशिक्षण देईल.

મ્યુ. ફંડ ઉદ્યોગના ટોચના ફંડ હાઉસો, NSE અને CIEL એ હાથ મિલાવ્યા

મુંબઈ, મંગળવાર
ભારતની ટોચની એસેટ મેનેજમેન્ટ કંપનીઓ (એએમસીઝ) ફંડ હાઉસોએ આજે એનએસઈ અને સીઆઈઈએલ સાથે હાથ મિલાવીને આગામી ત્રણ વર્ષમાં ઉદ્યોગમાં નવા ૫૦,૦૦૦ મ્યુચ્યુઅલ ફંડ ડિસ્ટ્રીબ્યુટરોનું નિર્માણ કરવાનું લક્ષ્ય મૂક્યું છે.

આ માટે ફંડ હાઉસો અને એનએસઈ દ્વારા એક્સપર્ટ એમએફડીની સંયુક્ત પહેલ શરૂ કરાઈ છે. જેમાં આદિત્ય

બિરલા સન લાઈફ મ્યુચ્યુઅલ ફંડ, એક્સીસ મ્યુચ્યુઅલ ફંડ, આઈસીઆઈસીઆઈ પ્રુડેન્શિયલ મ્યુચ્યુઅલ ફંડ, એલએન્ડટી મ્યુચ્યુઅલ ફંડ, નિપ્પોન ઈન્ડિયા મ્યુચ્યુઅલ ફંડ, એસબીઆઈ મ્યુચ્યુઅલ ફંડ અને સુંદરમ મ્યુચ્યુઅલ ફંડ ને શનલ સ્ટોક એક્સચેન્જ (એનએસઈ) સાથે અને સીઆઈઈએલ (સેન્ટર ફોર ઈન્વેસ્ટમેન્ટ એજ્યુકેશન એન્ડ લર્નિંગ) સાથે હાથ મિલાવ્યા છે.

આ એક્સપર્ટ એમએફડી થકી ભારતમાં પ્રથમ વખત કોલોબ્રેટીવ પ્લેટફોર્મમાં જે કોઈપણ એક્સપર્ટ ફાઈનાન્શિયલ ડિસ્ટ્રીબ્યુટર તરીકે કારકિર્દી બનાવવા ઈચ્છે છે એમને એન્ડ ટુ એન્ડ સપોર્ટ ઓફર કરવામાં આવશે. જેમાં નિષ્ણાંતો દ્વારા નિયામક પ્રશિક્ષણ અને વ્યવહારુ ઓરિએન્ટેડ ઈન્ડકશન અને મેનટરીંગનો સમાવેશ હશે. બિઝનેસ શરૂ કરવા એનએસઈ ટ્રાન્ઝેક્શન પાર્ટનર હશે.

Asian Age (17 Mar)

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.

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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 AMC's 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 AMC's 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.

Top players to add 50,000 distributors in next three years

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 AMC's 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 em-

Top AMC's 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 AMC's 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.

Millennium Post (17 Mar)

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).