

The Road to ₹100 Trillion Will Be Built on Inclusion, Utility and Trust



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India's mutual fund industry is now within visible distance of a milestone that once seemed distant. As on May 31st, 2026, industry assets under management stood at ₹81.58 lakh crore. Over the last ten years, that base has expanded six-fold, from ₹13.82 trillion in May 2016 to ₹81.58 trillion today. Over the last five years alone, it has grown from ₹33.06 trillion to ₹81.58 trillion. The question, therefore, is no longer whether the industry will reach ₹100 trillion - It will. The more important question is what will make that scale durable & lasting.

The answer, increasingly, lies in the quality of participation that is now emerging across the mutual fund ecosystem. This matters even more in a market like India, where the size of the opportunity remains very large. With a population of around 1.4 billion, less than 5 percent of Indians actively participate in mutual funds today. The runway for growth is therefore not merely cyclical, it is structural. The next phase of growth will be built on three key pillars, wider inclusion, stronger digital utilities and infrastructure that can carry the weight of trust at national scale.

Participation is broadening, and that is what gives this growth real depth

The road to ₹100 trillion will not be built by market appreciation alone. It will be built by participation that is becoming broader, younger and more distributed across the country.

One of the clearest signs of this shift is the growing role of women investors. As highlighted in the **CAMS - Going Beyond the Box** Report on Women Investors (2026), women accounted for 13.2 million investors in CAMS serviced funds as of March 31st, 2026, and nearly 45 percent of them came from B30 locations. That matters because it tells us that the investor base is becoming more inclusive, and that expansion is no longer confined to the top urban centres. Women are not just entering the market in larger numbers, they are participating with greater confidence and clearer intent.

A similar shift is visible among younger investors. Gen Z investors in CAMS serviced funds rose to 95.7 lakh by March 2026 and now account for 23 percent of live unique investors, up from 20 percent a year earlier. That is an important marker of future market depth, because it suggests that investing is beginning earlier in life and becoming part of mainstream financial behaviour much sooner than before.

Geography is changing as well. In CAMS serviced funds, B30 average AUM grew faster than T30 between March 2025 and March 2026, and B30 gross sales also grew faster than the overall base. This points to a market that is expanding outward, not just upward. The shift goes beyond just distribution. It indicates that wealth creation through mutual funds is beginning to find relevance across a wider part of India.

Taken together, these shifts are reshaping the Indian mutual fund investor. The market is no longer being shaped only by a traditional metropolitan saver. It is being shaped by women investors, by younger cohorts entering earlier and by a steady broadening into B30 geographies. That is what gives this phase of growth durability.

Product diversification is widening the architecture of participation

As participation broadens, the product architecture of the industry is widening alongside it.

For much of the industry's history, growth was driven primarily by mainstream equity and debt categories. That remains important & core, but the market is now beginning to diversify in more visible ways. Passive products continue to scale. Specialized Investment Funds are opening up new strategies and investor profiles. GIFT City retail structures are beginning to add an international dimension to participation. CAMS serviced passive AUM stood at ₹7.25 lakh crore in April 2026. SIF AUM on CAMS platforms stood at ₹6,728 crore, with SIF folios crossing 34,500. At the industry level, SIF folios crossed 50,000 in April 2026.

This matters because it reflects a maturing of the ecosystem. Investors are no longer engaging with mutual funds as a single-category product. They are beginning to view the category as a broader financial architecture that can serve different objectives, different time horizons, and increasingly different levels of sophistication. The next leg of growth is therefore unlikely to come from one segment alone. It will come from a richer and more relevant mix of participation.

Mutual funds are becoming more useful, not just more accessible

Participation and product breadth do not, by themselves, explain the full story. The next force shaping the journey to ₹100 trillion is utility.

For years, the mutual fund conversation in India was largely about awareness and access. Both remain important, but the market is now moving into a different phase. Mutual funds are increasingly becoming more useful in an investor's financial life. That is changing both expectations and behaviour.

The first dimension of this shift is digital. More than 90 percent of mutual fund transactions today are digital, a major change from the far more physical operating model of a decade ago. That has altered the baseline expectation for investors. Mutual funds are now expected to be discoverable, executable and serviceable across channels with

very little friction. The product is no longer judged only by returns. It is also judged by ease, speed and continuity of experience.

The second dimension is discipline. SIPs have become one of the strongest expressions of this change. In FY26, industry SIP gross sales were about ₹3.5 lakh crore, and the industry ended the year with 10.4 crore live SIPs. Annual SIP registrations at CAMS reached 4.7 crore in FY26, and Q4 SIP collections stood at about ₹59,000 crore. This is not just a scale story. It is a behavioural one. It suggests that mutual funds are becoming embedded in monthly financial routines, which makes participation steadier and the industry more resilient.

The third dimension is liquidity and flexibility. In March 2026 alone, CAMS serviced funds processed around 2 lakh zero-charge instant redemption transactions. At the same time, Loans Against Mutual Funds are expanding the utility of portfolios without interrupting long-term ownership. Publicly available CAMS data for FY 2026 shows 3,95,125 active liens and Loan Under Management of over ₹64,000 crore supported through the platform. This subtly changes the role of mutual funds in household finance. A portfolio is no longer seen only as an investment account. It is increasingly also a source of flexible, formal liquidity.

Taken together, these developments suggest that the next leg of industry growth will not be driven only by wider access. It will also be driven by higher relevance. Mutual funds are becoming more integrated into the financial lives of investors, and that makes the category stronger.

At scale, trust is not a slogan - It is a systems outcome

As markets broaden and products evolve, a more foundational question comes into view. What makes this scale work with consistency.

When an investor experiences a smooth transaction, a timely payout, or a seamless service interaction, what the investor sees is convenience. What the investor does not see is the operating system behind it. Yet that operating system has become central to the mutual fund story.

In FY26, CAMS processed 1,070 million transactions, including 873 million systematic transactions, while serving 47.6 million unique investors. On peak business days, the operating stack handles more than one crore transactions. Each of these can involve anywhere between 180 and 600 verifications across PAN, bank account, KYC and multiple components of the compliance layers, all within a narrow overnight processing window of roughly six to seven hours. Yet complaint rates in the mutual fund industry remain around 0.002 percent of transactions, or roughly 2 parts per million. In any financial business, this is not merely an operating metric - It is a real trust metric.

As investor expectations rise, infrastructure has had to strengthen accordingly. The emphasis is no longer simply on keeping systems running. It is on ensuring that they remain scalable, resilient and largely invisible to the investor even as complexity multiplies. Capacity today is being built not only for current scale, but for the next order of magnitude. Application uptime in the past year averaged 99.02 percent, and API transaction success averaged 99.952 percent. These are not backend statistics for their own sake. They are the invisible conditions that make a digital investing experience feel simple, dependable, and repeatable.

That is also why platform modernisation can no longer be seen as a technology agenda alone. It is increasingly a growth agenda. The objective is straightforward -lower the component of manual effort, create faster turnaround, augment productivity and become ready to absorb the next wave of volume and regulatory complexity, without compromising trust. Over time, this is what CAMS has come to represent for the ecosystem, not just a back-office utility, but enterprise-grade infrastructure.

Why this matters for Viksit Bharat

The larger significance of this journey lies in what it can do for household finance in India.

With a population of around 1.4 billion, mutual fund participation in India is still at an early stage. The industry serves a little over 6 crore unique investors today, and the longer-term industry roadmap has argued that retail mutual fund penetration needs to rise from around 3.6 percent in 2025 to roughly 15 percent by 2047, if mutual funds are to become a truly broad-based household financial product. That is the scale of the opportunity, and the responsibility.

Seen this way, the road to ₹100 trillion is not only about gathering assets. It is about moving more Indian households from passive saving to disciplined investing, and from financial inclusion to financial wellbeing. That is when mutual funds begin to matter not just to markets, but to the wider developmental ambition of the country.

This is also why infrastructure matters in a much larger way than is often acknowledged. For participation to broaden sustainably, the system has to remain trusted, responsive and resilient as volumes rise, products diversify, and investor expectations continue to evolve. That is where institutions such as CAMS matter, not loudly, but structurally.

India will reach ₹100 trillion in mutual fund assets. The more important ambition is to ensure that when it does, the market is broader, more disciplined, more inclusive and more trusted than it is today. And that is where CAMS, quietly but decisively, intends to continue playing its role.