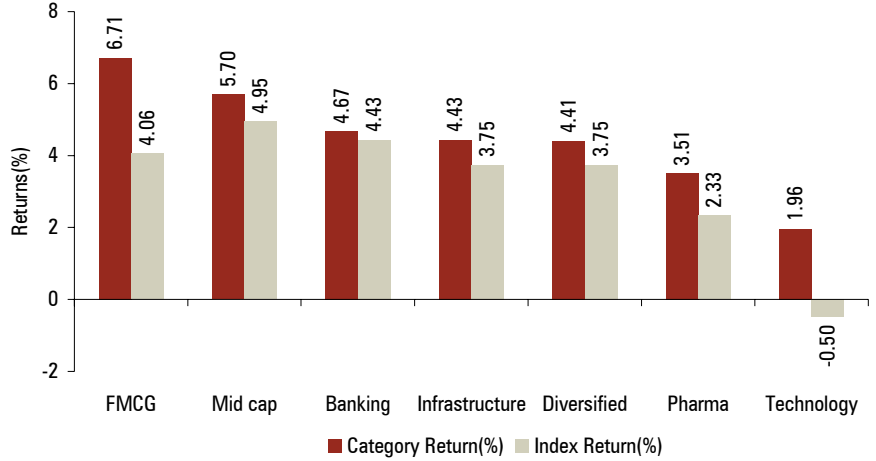


Category Analysis

Equity funds

Sub-category wise fund returns vs. respective BSE indices



Source: CRISIL Fund Analyser, ICICIdirect.com Research

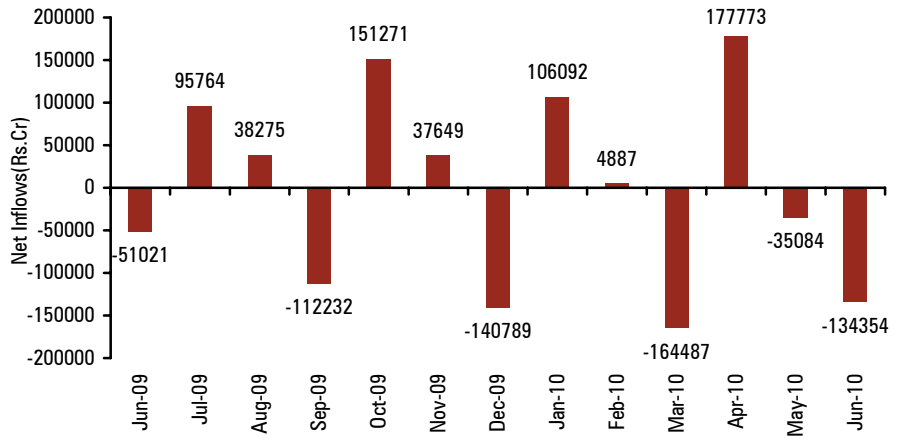
Note : % Returns are absolute 1 month returns as on July 14, 2010

Funds across category outperformed their benchmark as market continue to be volatile within a range

FMCG was again a clear winner as money chased defensive stock and India's strong domestic growth story gained momentum...

Banking and capital goods sector also outperformed as expected...

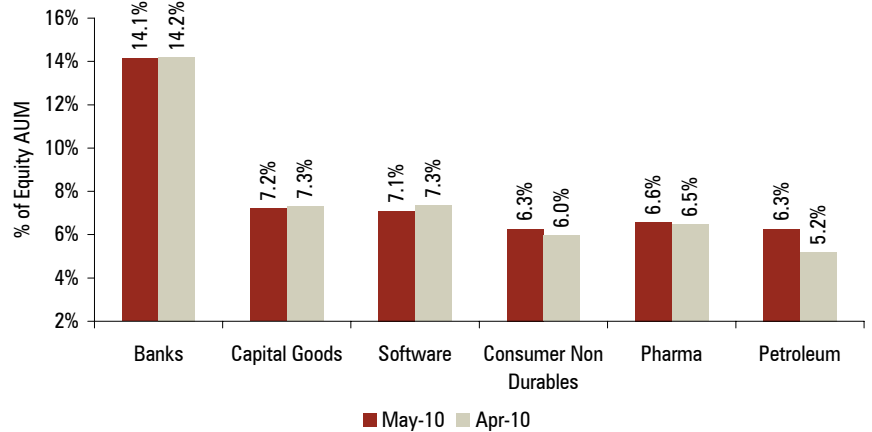
Net fund flow (Total purchase – Total sales)



Source: Crisil Fund Analyser, ICICIdirect.com Research

Higher redemptions was on account of the 3G auction Payments and advance tax payment ...

Deployment of funds by equity schemes (including ELSS * Balanced Schemes)



Source: SEBI, ICICIdirect.com Research

Capital Goods is one sector which has hold fund managers interest since April 2010...