

DSP

MUTUAL FUND

Neev June 2025

Edition 1

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1. Marketing Play Book

First Say “Yes” — That’s Your Superpower

NEEV is a part of DSP’s larger mission-to support our partners with tools that enable business growth through marketing and tech and Be Valuable.

In February last year, we laid the foundation (Neev) for the **Distributor Success Initiative**, possibly India’s first AMC-led department focused on helping MFDs scale through structured marketing, tech, and practice management.

Markets + Marketing = Growth

We aim to bring value to both. For market learning, we offer:



While market research gets attention, marketing often doesn’t. That’s where **Neev** steps in.

Our goal is to provide simple, structured tools and frameworks to:



Attract the right clients

**Set clear expectations
at onboarding**

**Retain clients through
consistent value**

All through modern growth marketing frameworks.

The Power of Saying Yes

Let’s explore a powerful idea:

First, say yes.

Take **UPI**. Launched in 2016, most didn’t adopt it early. Then COVID hit.

Digital payments became essential. UPI transactions grew 10x in just two years, now crossing 8 billion monthly. India leads the world in real-time payments. Early adopters didn’t just adapt—they pulled ahead.

Another example?

WhatsApp Business.

What began as a messaging app is now a serious business tool. Early users turned it into a platform for onboarding, servicing, and conversions.

Yet many in our industry are still catching up.

Saying yes early gives you:

- Time to learn
- Time to build trust
- A head start

That's what growth marketing is about.

Growth Begins with a Yes

To grow, say yes-to new platforms, fresh ideas, better frameworks.

Here's a simplified growth formula:

$$\text{Revenue} = \text{Number of Clients} \times \text{Average Order Value per Client}$$

And:

- **Number of Clients** is a function of = Existing Clients you have + New clients you will acquire
- **Average Value** = Cross-sell (Other relevant products) + Up-sell (Increasing wallet share via segmentation)

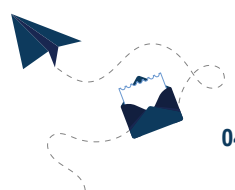
So to grow:

1. Attract & retain clients
2. Increase value per relationship

To do that, you need:



Growth is a result of consistent action and clear direction.



What Holds Us Back?

One of the quiet truths about our profession is this: the monthly income often mirrors a salary. It gives us stability, but sometimes that very stability can make us a little too comfortable. It can slow down our hunger to chase growth or explore what's truly possible.

But this business has immense potential. It isn't just about today's revenue-it can be about creating something that outlives us.

You can:

- Support more families through meaningful employment
- Create real impact in your community
- Build a business that can be passed on to the next generation

What helps unlock that potential?

- ✓ The right know-how
- ✓ Execution support
- ✓ Clear frameworks
- ✓ Learning from those who've scaled before

Sometimes, all you need is a little structure and the right nudge.

Start Your Growth Plan

Start by writing down your aspiration:

"I want to grow from ₹100 Cr AUM to ₹200 Cr in one year."

Then, work backwards:

1 Convert your goal into a plan

- How many new clients do I need?
- What will come from existing ones?
- What kind of team, space, or systems will I need?

2 Test marketing channels

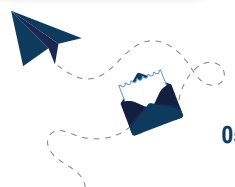
- Referrals, workshops, content, IAPs-track what works

3 Track your progress

- Measure, double down, or drop based on results

4 Build a referral engine

- Track, acknowledge, and thank those who refer



Feeling stuck?

That's where our **Growth Planning & Discovery Workshop** comes in.

We help:

Define your
growth goals

Estimate team
& budget

Create a practical
Excel-based plan

For more information, reach out to your DSP Relationship Manager or write to



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If You and Your Team Are Hungry for Growth - Read Neev

Every edition of **Neev** brings you a combination of the following :

- ♦ **Marketing Playbook**
A simple, actionable idea you can apply to your practice
- ♦ **Storytelling Lab**
Learning the art of story telling
- ♦ **Master's Wisdom**
Insights from global legends like Nick Murray
- ♦ **Great Ads & Copywriting Breakdowns**
Learn what makes a message click
- ♦ **Insights for growth**
What's trending—funds, formats, and behaviour

Because how business was done back then isn't how it'll be done tomorrow.

Good businesses adapt. Great businesses lead.

From today, let's promise to first say yes-to marketing, to tech, to better ways of growing.

"First Say 'Yes' -
That's Your Superpower"

2. Story Telling Lab

Why Every MFD Needs to Master Storytelling?

Part 1 of the Storytelling Series for Mutual Fund Distributors

Imagine you're buying an airplane.

You don't know much about aircrafts - how they fly, what makes one better than the other, or what could go wrong. But the agent you meet explains the options, understands your needs, and helps you choose what's right for you.

He doesn't dump specs on you - he shares stories. Stories of why one plane suits long distances, why another is better for short hops, and how each choice affects the journey.

Now replace the airplane with mutual funds. And the agent? That's you.

Why Storytelling Matters?

In our world-where we market and distribute complex financial products-facts, ratios, and returns are important, but they're not enough.

Clients don't remember data. Clients remember stories.

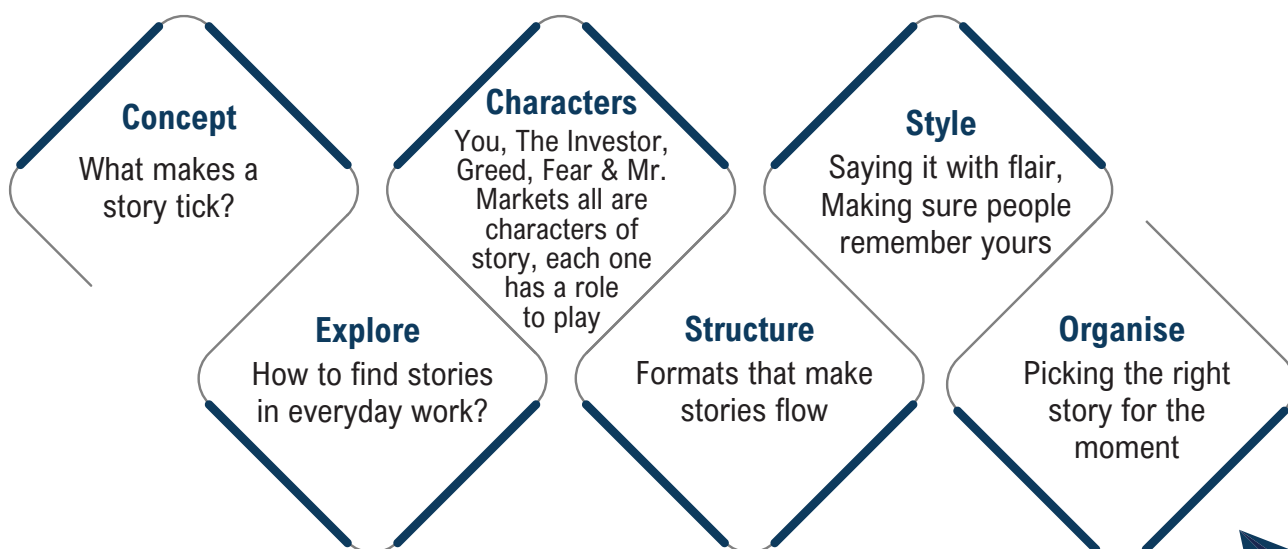
- The story of how SIPs saved a friend's retirement
- The story of why someone stuck to a fund despite a 30% fall
- The story of how a disciplined plan helped a father educate his daughter abroad

Stories connect. They simplify. They build trust.

What This Series Will Cover?

In this section of neev we will break down storytelling into easy, usable parts-based on a powerful storytelling framework, that we have learned from various sources.

Over the next few weeks, we'll learn:



The best part?

We're learning this **together** - step by step...

We'll look at one part of storytelling-like Concept, Explore, Characters, Structure, Style, Organise and more.

The idea is simple: share a small framework or thought-starter that helps us get a bit better at telling stories-whether it's while pitching a product, explaining a concept, or just connecting with someone.

Chances are, you're already using stories with clients. This section just gives us a way to look at it with more structure-so we can understand why something works, and how to use it again when we need it.

Think of it as learning together, one story at a time.

What Kind of Stories We Will Learn to Tell?

This series is built around 7 storytelling "recipes" that help you talk to clients in different situations:

Stories That Sell

Turn product talk into client benefit. Use emotion and outcomes, not just facts.

Stories That Motivate

Get hesitant clients to take action-like starting that SIP or staying invested.

Stories That Convince

Handle objections with empathy and insight, not argument.

Stories That Connect

Share your own journey or your client's journey to build relationships and trust.

Stories That Explain

Simplify complex topics like volatility, asset allocation, or risk. Make the abstract feel real.

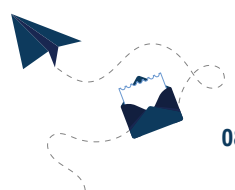
Stories That Lead

Inspire action, especially when clients are stuck or confused. Show them what's possible.

Stories That Impress

Use real examples and success stories to build confidence and credibility.

As we write this, we will learn this along with you! We may make mistakes or fail, but again we will have a story to tell!



3. Master's Wisdom

Learnings from the Masters

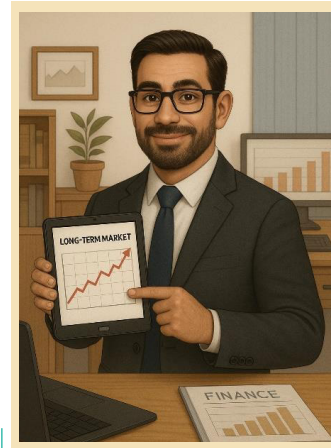
In this section, we explore timeless wisdom from the world's best financial thinkers-translated into real-world, practical strategies.

We'll tackle one common challenge or objection and learn how to address it with clarity, confidence, and client-first thinking.

Meet Mr. Mehta, the emotional investor, and Ravi, the calm, composed advisor-two characters who'll guide us through every edition of this series with relatable conversations and practical insights.



Mr. Mehta – An emotional investor



Ravi – A seasoned mutual fund advisor

Don't Pull the Plug on Compounding



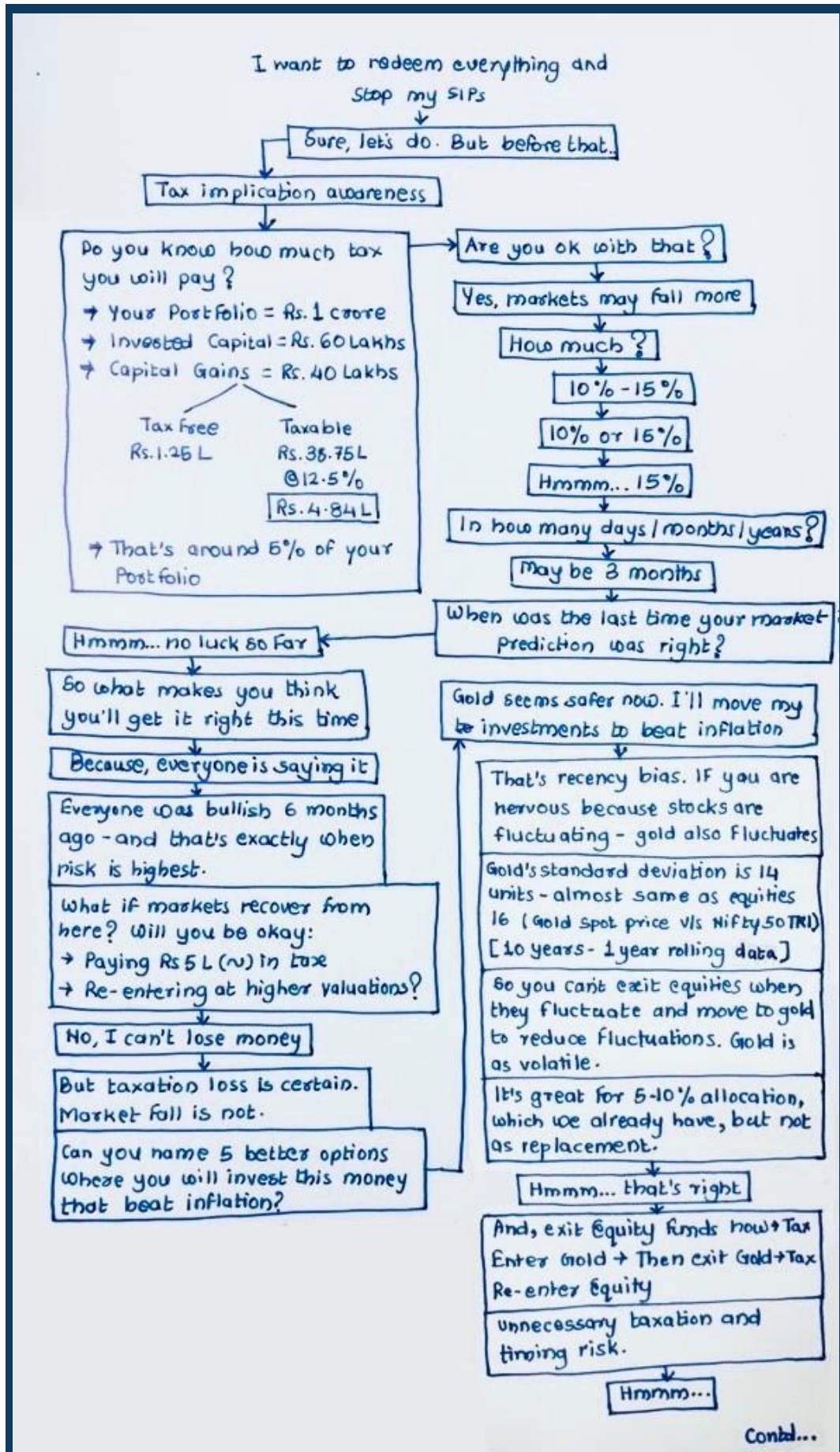
What followed was not a pitch, but a structured conversation where Mr. Mehta had to reflect, answer, and eventually realize-**stopping made no sense**.

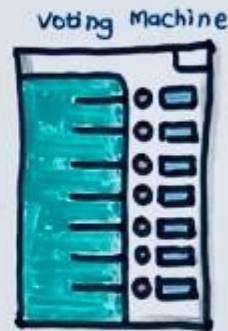
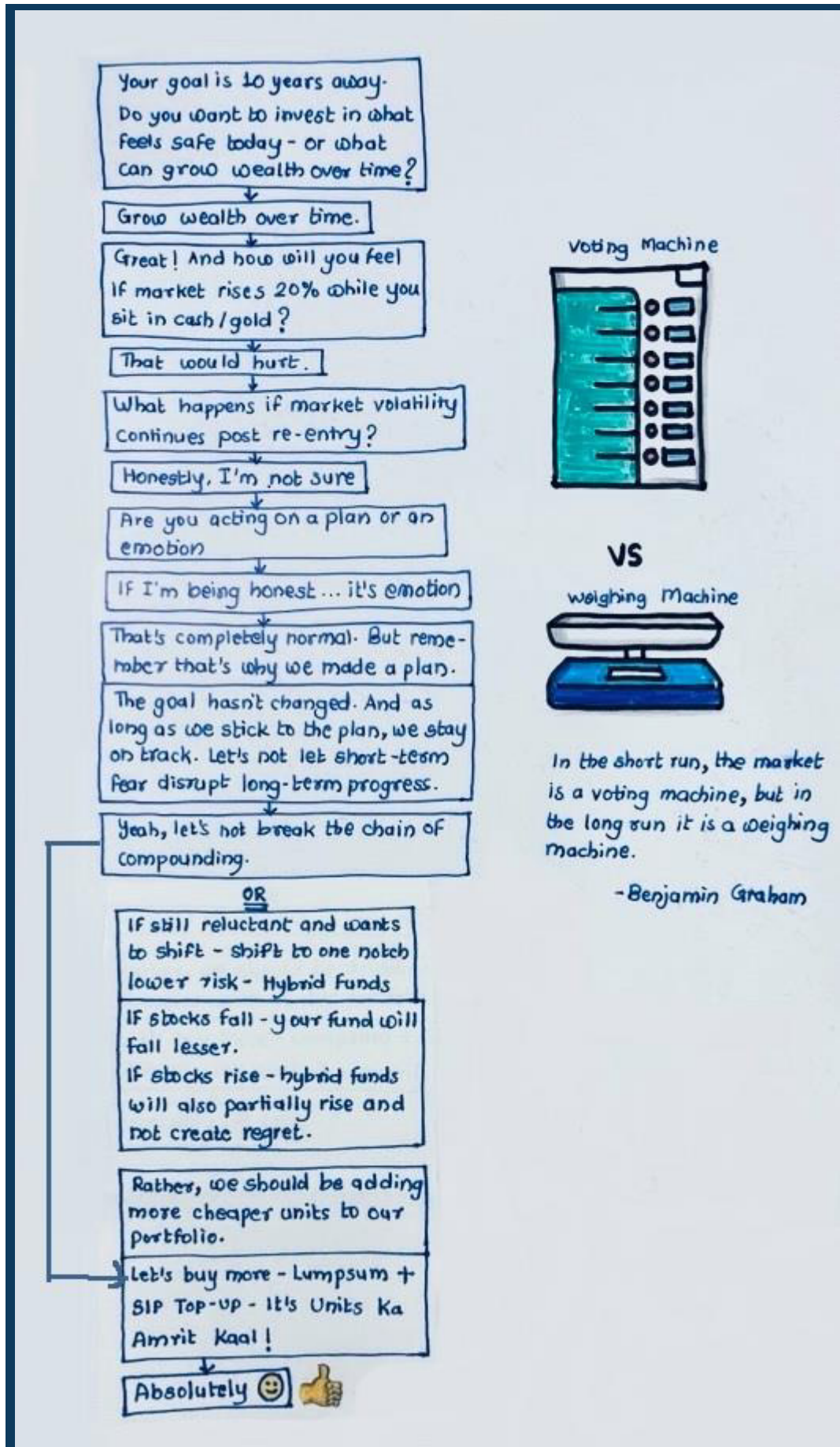
Your Tool for the Month:

“Should I redeem everything and Stop My SIP?” – A Practical Framework

Built on Nick Murray's principle: Help clients make decisions that align with their long-term goals, not short-term emotions.

Flowchart





VS



In the short run, the market is a voting machine, but in the long run it is a weighing machine.

- Benjamin Graham

Use it in your next client call or meeting when fear surfaces.

The 10,000 Units Rule – Why You Shouldn't Stop Your SIP Midway

Rule No. 1: Scheme Units = Your SIP Amount

Rule No. 2: Accumulate more units when market falls

Rule No. 3: Don't stop after accumulating 10,000 units, to see the real power of compounding

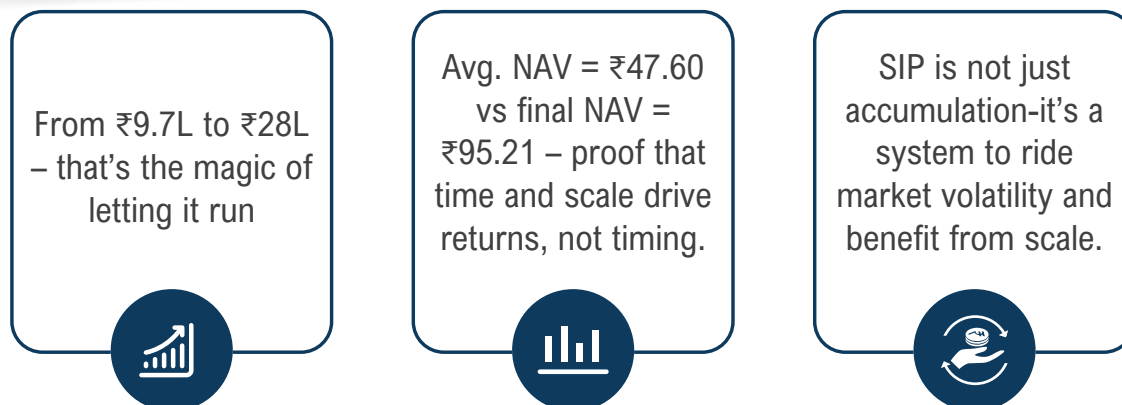
Milestone	SIP Status	Units Accumulated	Approx. Portfolio Value (Jan 2025)	Avg NAV vs End NAV	CAGR
SIP Start – Jan 2015	₹10,000 SIP Started	-	-		
Apr-17	10,000 units reached. SIP Stopped	10,277	₹9.78 lakhs	-	15.03%
Jan-25	SIP Continued	29,621	₹28.20 lakhs	47.60 vs 95.21	16.15%

Data: DSP Flexi Cap Fund – Reg G

What This Means for the Investor



Stopping here kills compounding just before it starts delivering.

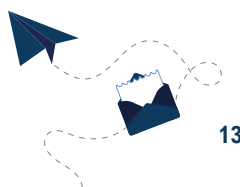




Closing Thought from Nick Murray:

"The advisor's job is not to predict the storm... but to help clients stay in the boat until it passes."
Let your calm questions turn fear into clarity.
Let's build wealth-and wisdom-together.

Happy Advising



4. Great Ads & Copywriting Breakdowns

“I never read
The Economist.”

Management trainee. Aged 42.

Great Ads Breakdown of the Month

Who is the target audience?

Ambitious professionals, knowledge-seekers, and those who pride themselves on being sharp and well-informed-especially those in leadership or aspiring to get there.

What is the core message?

If you don't read The Economist, you risk being left behind. It's not just a magazine-it's a signal of intellectual sharpness and career readiness.

What is the emotional trigger?

FOMO (Fear of Missing Out) + subtle professional shame.

The line “Management trainee. Aged 42.” is a gentle dig, making the reader think: *Am I in the know? Or am I the joke?*

Is it interesting?

Yes, extremely.

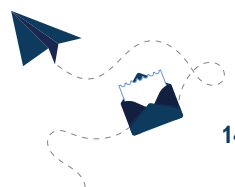
- It breaks the rule of typical advertising (no product benefits shown)
- It's bold, minimalist, and intellectually clever
- It invites the reader to decode the meaning, giving them a sense of satisfaction

Is it relevant to the audience?

Yes. It appeals to people who care about how they're perceived professionally and who want to stay sharp in a competitive world.

Is the message simple and clear?

Absolutely. With just one sentence, it delivers a punchline, a positioning, and a brand attitude.



Is it on-brand?

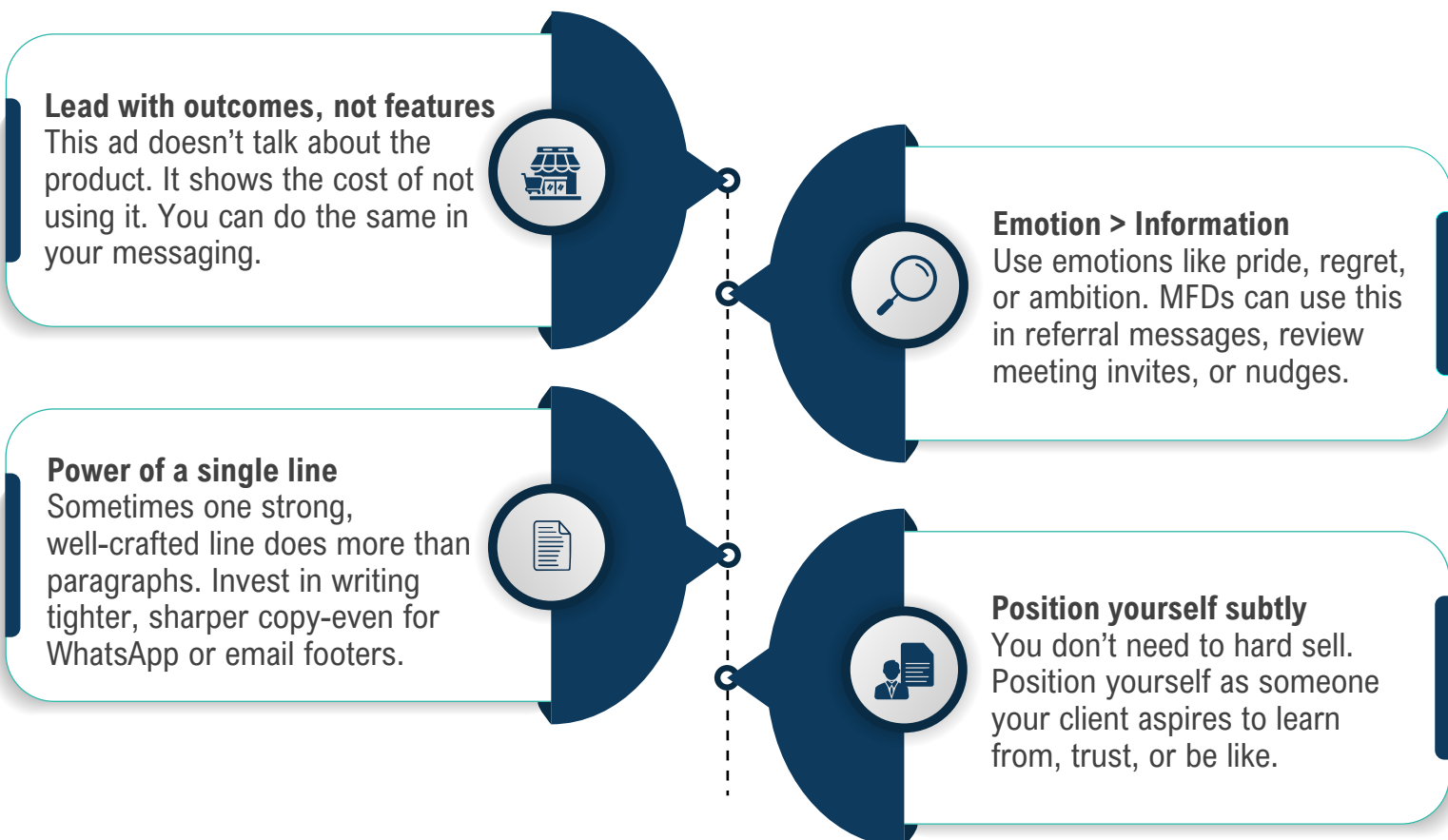
Yes. The Economist is known for smart, witty, understated ads. This fits perfectly.

What do I do after I read it? What is the potential induced action

It makes you want to:

- Check out The Economist
- Not be the 42-year-old management trainee
- Feel part of an informed, elite community

What can I learn and apply in my business?



5. Industry Sales Insights

1 Equity Sales Trends: A Mixed Bag Across Cities

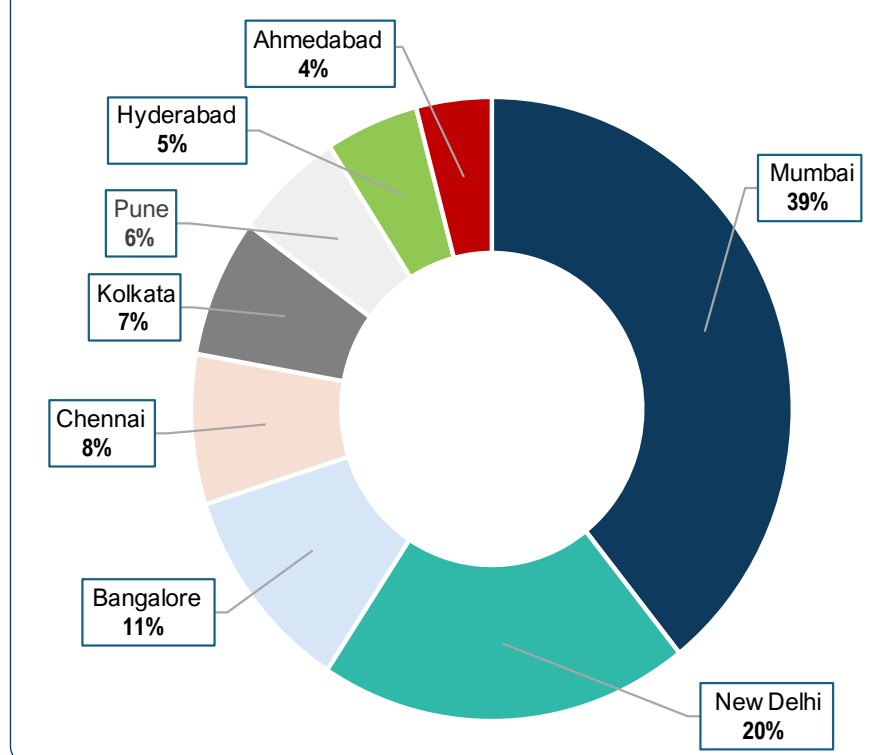
Strong Equity Inflow Growth in Mumbai, Chennai & Hyderabad - But Bangalore, Kolkata & Ahmedabad Lag Behind

- Top 8 Cities Contribute ~75% to Industry's Equity Gross Sales (Jan–Mar 2025)

YTD New Gross Sales

RR_Branch	Total (₹ Cr)	YoY%
Mumbai	59,230	+32%
New Delhi	30,058	-1%
Bangalore	16,324	-25%
Chennai	11,731	+19%
Kolkata	10,853	-12%
Pune	8,889	-3%
Hyderabad	7,554	+57%
Ahmedabad	6,116	-15%

YTD New Gross Sales – City Split



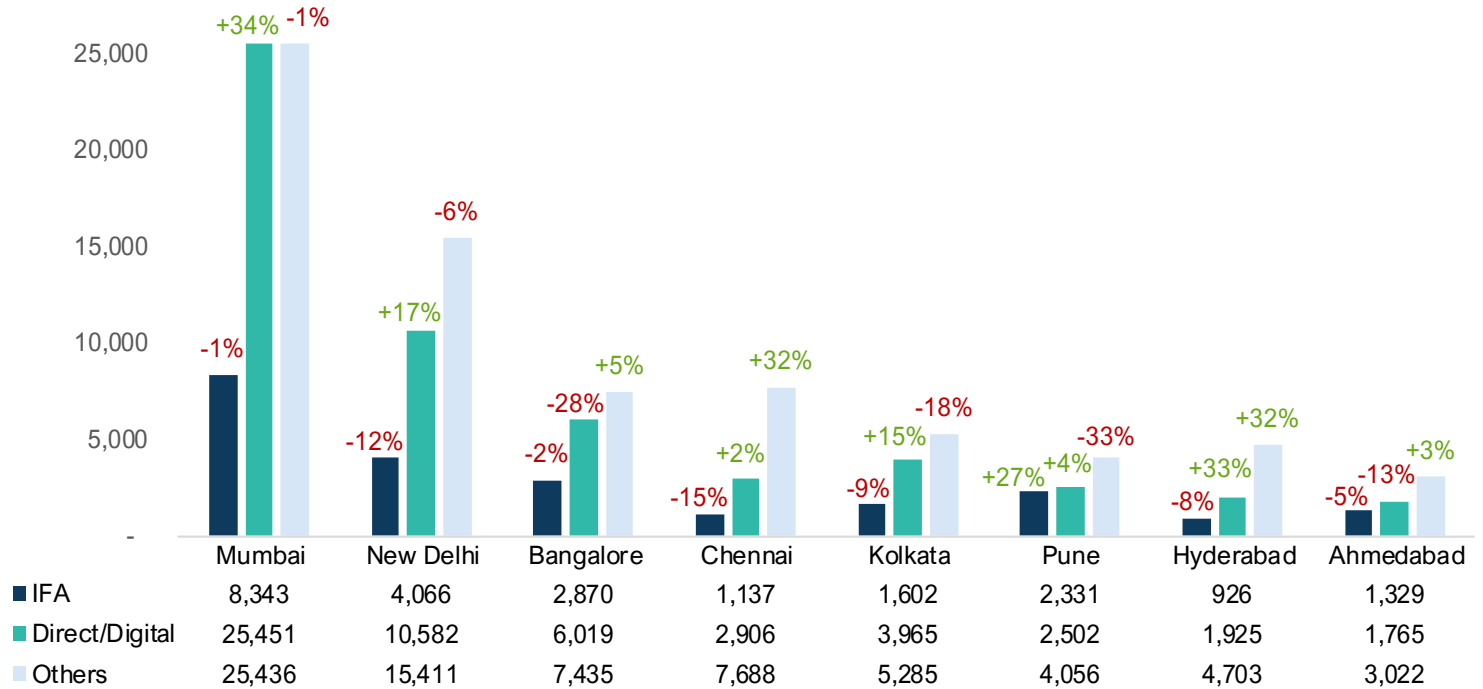
- Cities like Mumbai, Chennai, and Hyderabad have seen healthy equity fund inflows (JFM'25 vs JFM'24), indicating positive investor engagement. In contrast, cities such as Bangalore and Ahmedabad show a relatively subdued trend-possibly due to shifting investor preferences or macroeconomic sentiment.

IFA Channel Growth Varies - Pune Sees an Uptick, While Others Remain Flat or Decline

- While overall Equity inflows are up in a few cities, **IFA contributions have been mixed**, with Pune being the only top 8 city showing the most notable positive trend.
- The IFA segment is holding steady in some cities, while in others, it is facing increased competition from direct and digital channels

- **Digital/Direct channel has seen significant growth** in Mumbai & Delhi, while Bangalore which historically had high numbers in Digital space saw a -28% decline YoY

Equity & Hybrid Funds — YTD New Gross Sales (₹ Cr) & YoY Change (%)



2 SIP Stoppage Trends: A Rising Concern

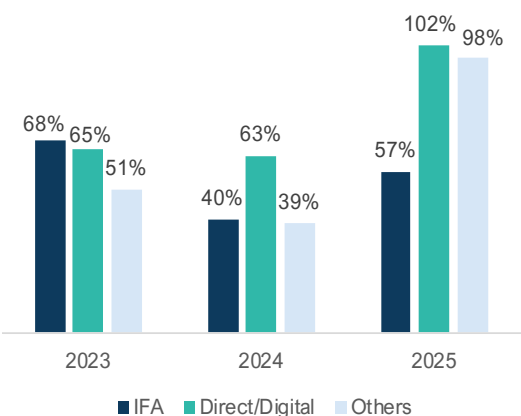
SIP Stoppage Ratio Rises Sharply in 2025 - IFAs Better Positioned Than Digital Channels

After declining in 2024, SIP stoppage ratios have increased sharply in 2025 across all channels. Notably, **Direct/Digital platforms now report stoppage ratios above 100%**, suggesting more SIPs are stopping than starting.

In comparison, **IFA channel performance, while impacted, is relatively better**, at 57%.

- Investors on digital platforms may be more volatile or reactive to short-term market moves.
- IFAs are playing a **stabilizing** role, helping clients stay committed to SIPs.

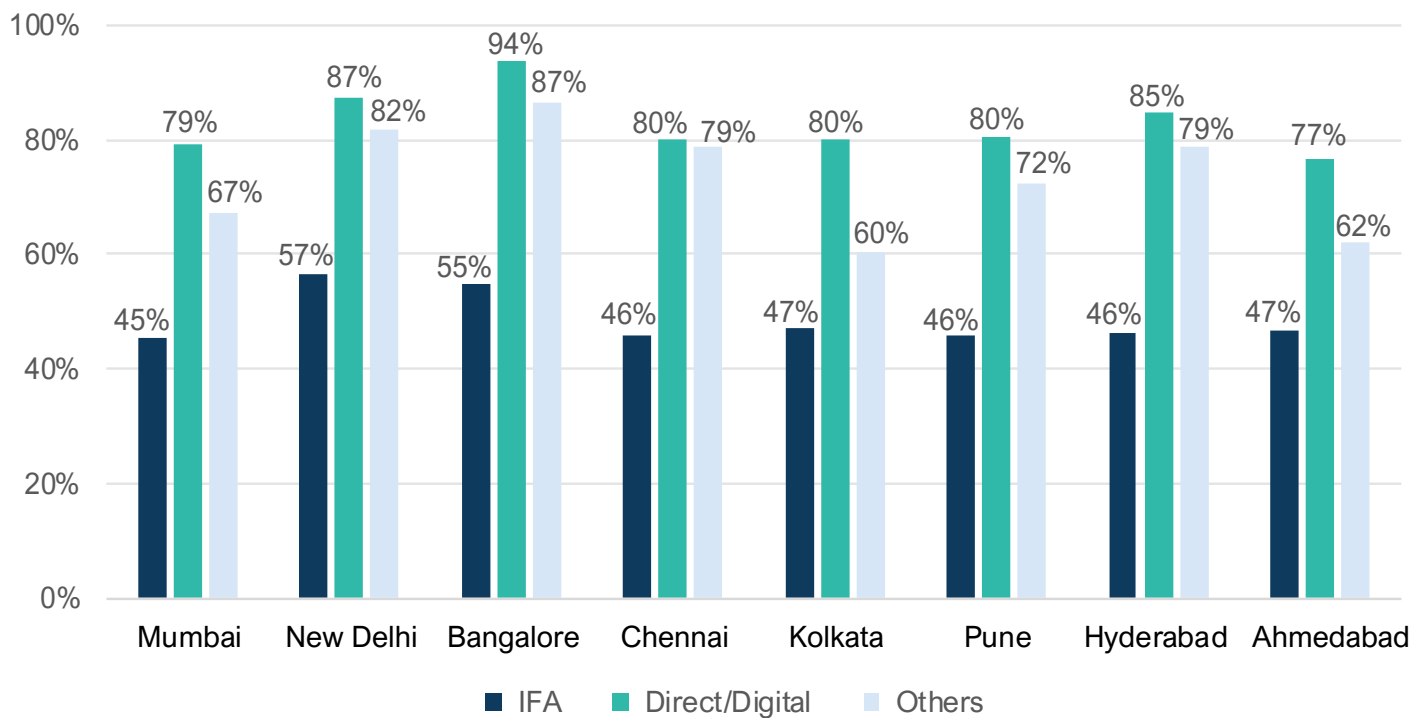
SIP Stoppage Ratio
(Stopped Count / New Count)



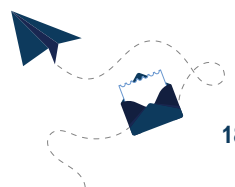
SIP Stoppage Ratio comparison – IFA vs peers across major cities

- **IFAs** have maintained **low** stoppage ratio across all the major cities in 2025 in comparison to their peers.
- SIP stoppage through IFAs largely stable across cities, except Bangalore and New Delhi, where higher dropout rates may warrant attention.
- There may be an opportunity to **engage proactively with clients nearing their SIP tenure completion or showing redemption intent**.

2025 SIP Stoppage Ratio – City Split



Source of Data : CAMS MFDEX (updated till March-2025)



More Insights. More Impact.



Get smarter with every scroll - curated reads to power sharper decisions, deeper conversations, and better outcomes.



Netra

Early Warnings
& Signals
Through Charts

Transcript

Company Results
Commentary
Summary

Converse

Interest Rates
& Portfolio Insights

Report Card

Corporate Earnings
Snapshot Review