

DSP

MUTUAL FUND

Neev March 2026

Edition 4

ਨੇਵ

# CONTENT

## Page No.

03

### Marketing Play Book

A simple, actionable idea you can apply to your practice

11

### Story Telling Lab

Learning the art of story telling

17

### Great Ads

Learn what makes a message click

21

### Master's Wisdom

Insights from global legends like Nick Murray

38

### Insight Engine

What's trending-funds, formats, and behaviour

## 1. Marketing Play Book

### Over Dependence on a Single Source of New Client Acquisition

Over the last two years, we have conducted marketing workshops with thousands of partners. One pattern has appeared repeatedly: most MFD businesses depend on only one source of new clients

#### Referral

Referrals are powerful. But there is visible over dependence on this single channel. When referrals slow down, we reassure ourselves that business is stable. When referrals are strong, we feel growth is happening. In both situations, we may not be measuring the right thing — structured acquisition.

In this edition of Neev, we want to examine a simple but important question:

- ▶ Is our growth intentional, or is it incidental?
- ▶ To answer that, we must begin with understanding our core new client acquisition channel referrals — Let's call this our Control Channel, Meaning a leading channel or a source

### Understanding Referrals



#### “We Give Good Service, So We Get Referrals”

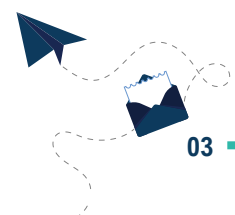
Many believe referrals are the direct outcome of good service. If that were entirely true, then a simple test applies: if you deliver good service to 80% of your clients, are 80% of them referring you?

#### The answer is almost always no.

Good service is essential. Without it, referrals decline. But good service alone does not create referrals. It only makes you eligible for them.

Referrals occur when a client feels something strong — trust, relief, clarity, confidence & moment of delight. There is a moment when the client decides to mention your name. That moment requires effort. The client receives no direct benefit for doing so. So the behaviour is not automatic. It is emotional.

That is important. Because it tells us something deeper.



## Why Referral Works So Well

The business of money runs on borrowed trust. People do not easily trust someone with their investments. But when a friend says, “I have worked with him. He is good,” trust transfers.

That is the mechanism.

You are borrowing credibility from an existing relationship.

This is why referrals become the primary acquisition engine for most MFDs.

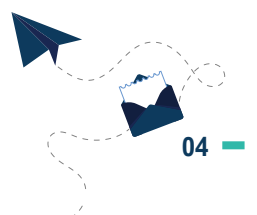
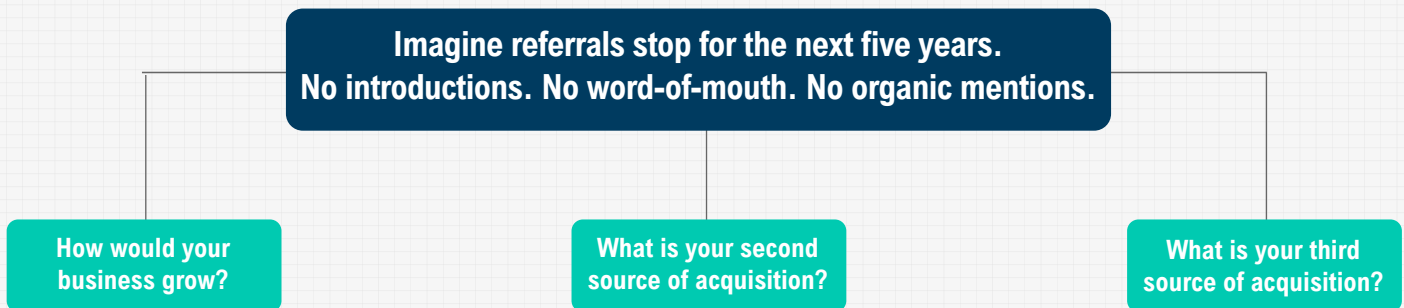
But here is the important distinction:

- **Currently referrals are flowing naturally.**
- **Acquisition systems are engineered.**

If we want sustainable growth, we must understand this difference.

## What If Referrals Stopped?

Let us ask a structural question.



For many partners, this is where clarity fades. Not because referrals are weak — but because alternatives have not been built.

And this is where the real risk lies.

Growth that depends on one source is fragile. Sustainable growth requires multiple engines.

This is exactly where the thinking from the book **Traction** becomes relevant.

The authors suggest a simple framework: businesses should continuously brainstorm acquisition channels, test a few, and then focus only on the 2–3 that produce the best results.

Not 10 channels. Not theory. Just 2–3 working engines.

If referrals are your Control Channel, the logical next step is not to abandon them — but to build one additional engine alongside them.

## From Control Channel to Multiple Engines

Let us define this clearly.

**Your control channel = Referrals.**

**Your objective = Reduce dependence by building at least one more structured channel.**

This does not mean referrals are insufficient. It means resilience requires diversity.

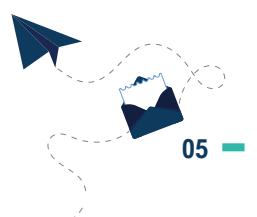
When you operate with only one acquisition source:

- **Growth fluctuates**
- **Planning becomes difficult**
- **Capacity building becomes reactive**

When you operate with two or three:

- **Growth becomes measurable**
- **Investment decisions become clearer**
- **Team hiring becomes intentional**

Now the question becomes practical:  
**What additional channels are realistically working for other MFDs?**



## Channels That Are Working for Some MFDs

Across the country, we see partners experimenting with additional acquisition engines such as:

- ▶ **Content-driven leads**
  - Instagram
  - YouTube
- ▶ **Community Members** e.g. BNI membership
- ▶ **Corporate financial awareness workshops**
- ▶ **Non-financial engagement events**
- ▶ **Flyers or local advertising**

Not every channel will work for every partner. But additional channels are not theoretical. They exist. They are being built.

**The real question is not “Which channel works best?”**

**The real question is: Which channel can I build intentionally? It’s internal**

To answer that, we must move from idea to structure.

## Mapping a Structured Acquisition Plan

Let us assume I am an MFD with a mix of salaried and business-owner clients. Referrals are steady. But I want predictable and scalable growth.

The first step is maths.

| Acquisition Source | Monthly Leads | Conversion Rate   | Monthly Conversions | Annual Acquisition |
|--------------------|---------------|-------------------|---------------------|--------------------|
| Referral           | 5             | 40%               | 2                   | 24                 |
| Channel 2          | Target Count  | Target Conversion | 2                   | 24                 |
| Channel 3          | Target Count  | Target Conversion | 2                   | 24                 |
| Target             |               |                   |                     | 72                 |

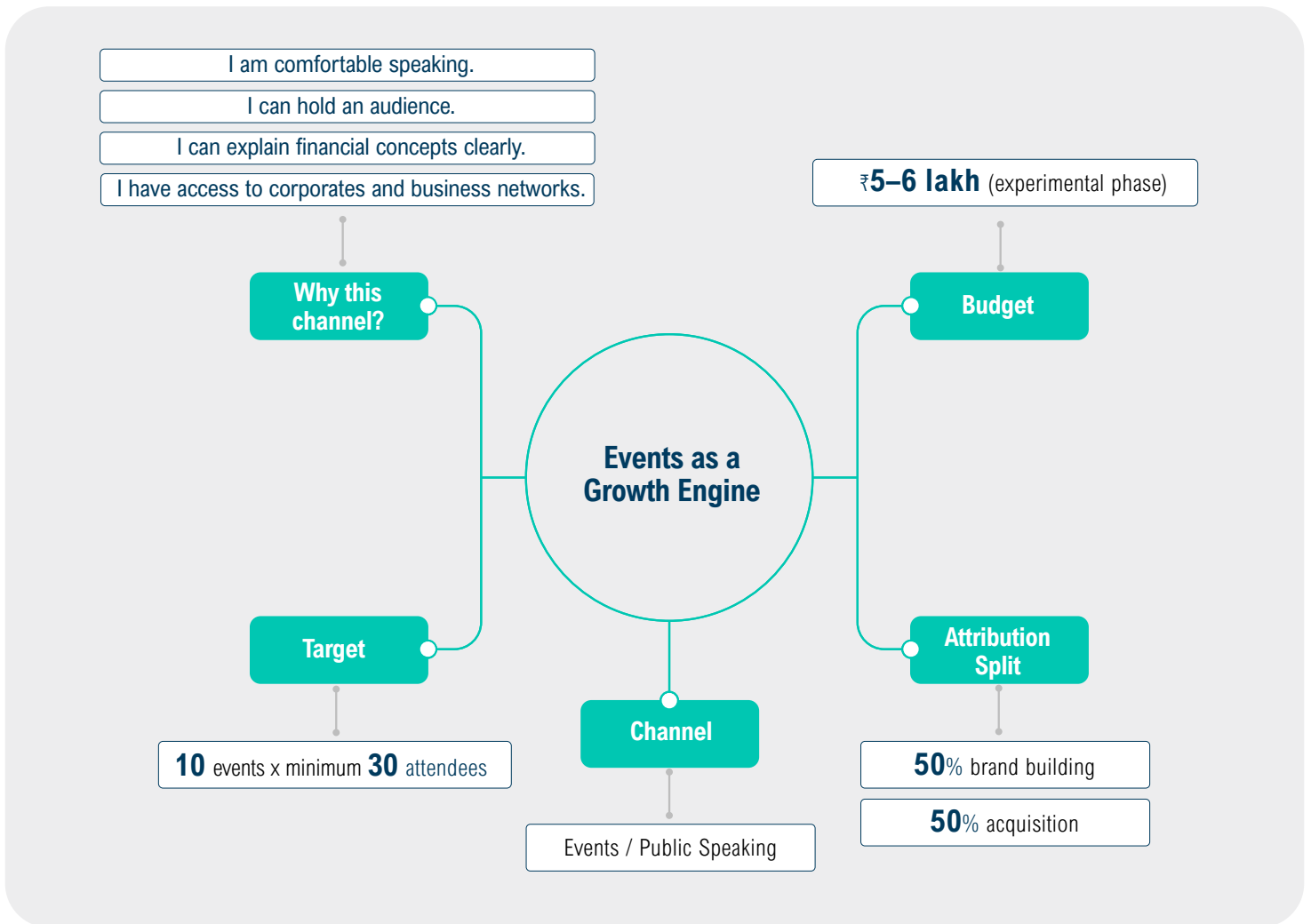


If referrals alone bring 24 clients annually, adding one more working channel can double that. Adding two can triple it. It is structural planning.

Now comes the practical step: selecting a channel to test.

### Choosing an acquisition channel to experiment:

In this example I want to choose events as a Growth Engine. After evaluating my strengths and market access, I decide to experiment with events and public speaking.



Notice the shift here.

This is no longer **“Let’s try events.”**  
This is: **“Let’s build an acquisition engine.”**



## Breaking down the execution plan

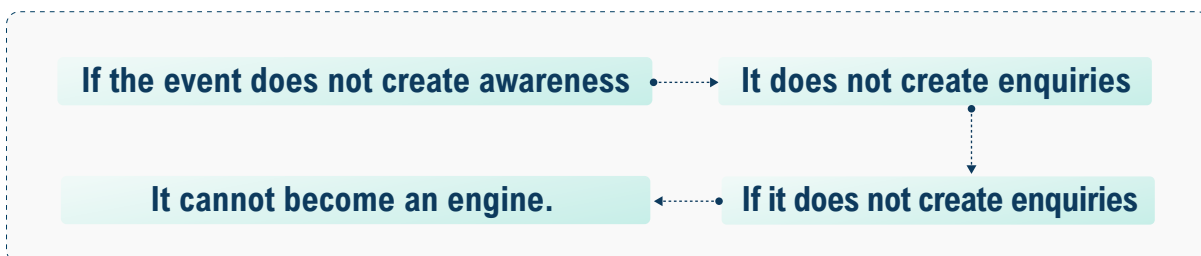
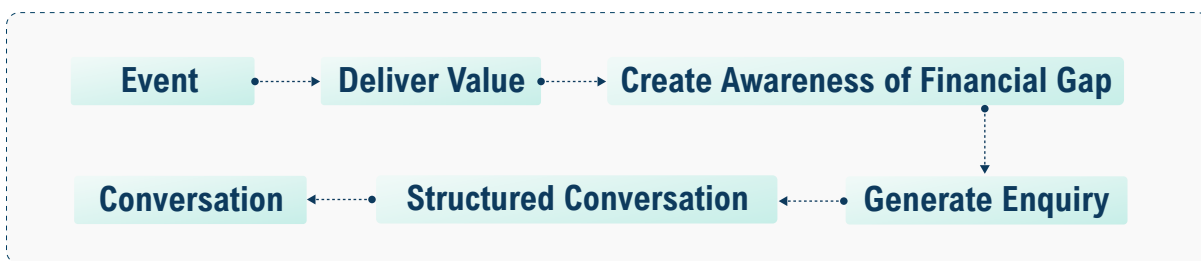
Post choosing a channel, write down the following things for the channel you choose, here is a sample based on our example and assumption.

### STEP 1 Clarify Intent

I am doing this to reduce dependency on referrals and create controlled growth.

### STEP 2 Define Funnel Structure

Write down the flow of structure , this also helps you to get answers to the WHYs

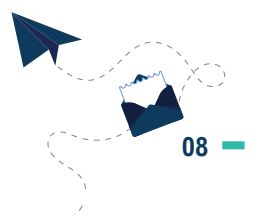


### STEP 3 Source Initial Opportunities

Start with the natural market:

- > **Clients in corporates**
- > **Friends in HR**
- > **Business networks**
- > **Housing societies**

The first three events are not about perfection. They are about data.



## Measurement and Refinement

For every session, I track:

- ▶ **Permissions requested**
- ▶ **Permissions received**
- ▶ **Attendance**
- ▶ **Enquiries**
- ▶ **Conversions**

After 5–10 events, patterns emerge.

If numbers improve with refinement, the channel is working.

If numbers stagnate, I test another channel.

The goal is not to defend a method. The goal is to build a second engine.

## Why This Matters Now

Technology is changing visibility. Younger MFDs are building digital brands. Structured marketing is increasing. If growth depends only on referrals, it becomes vulnerable to slowdown.

If growth depends on two or three acquisition systems, it becomes resilient.

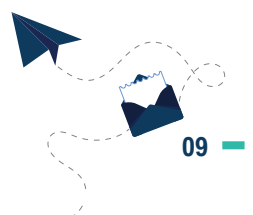
Referrals are organic. Additional channels are engineered. Strong businesses combine both.

## Outcome

**Build at least one additional client acquisition channel alongside referrals.**

**Improve the Control Channel. Test a second engine. Measure objectively. Refine continuously.**

**Growth then becomes intentional — not incidental.**



**TL;DR: Too Long; Didn't Read**



**Neev Edition 1:  
Say yes to experimentation.**

**Neev Edition 2:  
Unlock growth within  
your existing clients.**



**Neev Edition 3:  
Build capacity through teams.**



**This edition adds the next layer — build structured acquisition beyond referrals.**



## 2. Story Telling Lab

### The Hero's Journey – A Simple Framework To Structure Investor Conversations

In the previous editions of Neev, we began exploring how storytelling can make investor conversations more relatable and memorable.

But before we go deeper, a small confession: I'm still learning this along with you.

Over the years, many of us have discussed markets, products and strategies thousands of times. Yet storytelling is a craft that keeps evolving. What connects with people today may feel outdated tomorrow.

Because the world keeps changing. Markets change. Technology changes. Investor behaviour changes.

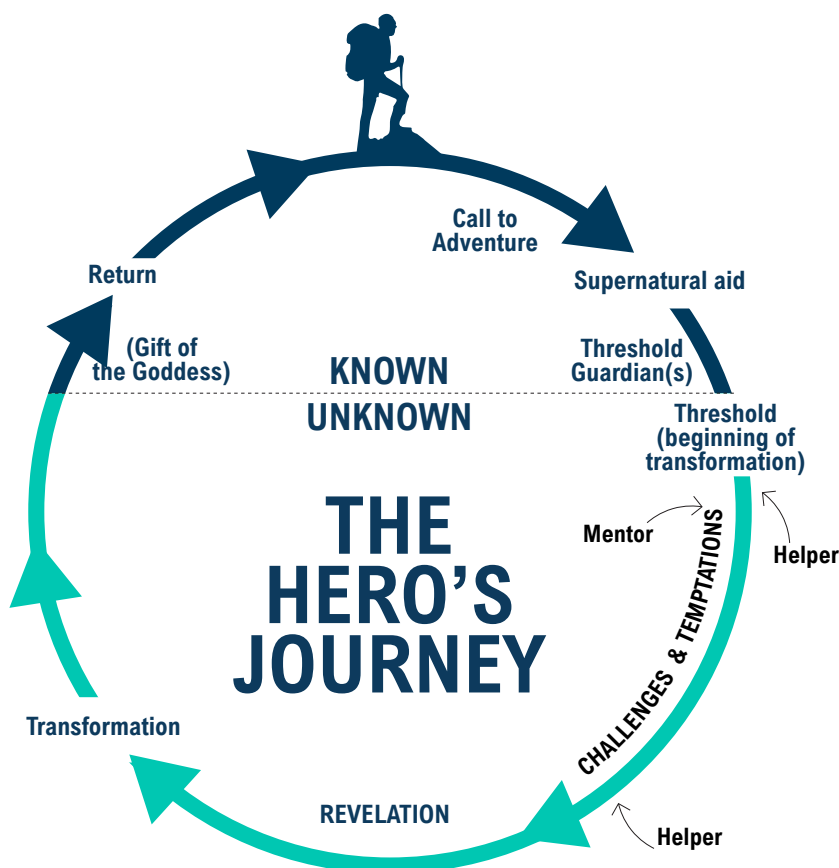
Some stories fade away. Some evolve with time. And a few stories stay powerful for generations.

If you look closely, many of the stories we remember — from mythology to movies — follow a surprisingly similar pattern.

A person begins in a familiar world. Something disrupts that world. They step into uncertainty.

They struggle, learn and grow. And eventually return wiser and stronger.

This storytelling pattern is known as **The Hero's Journey**. And interestingly, the same pattern appears in many investor journeys.



## Understanding the Framework

### 1. The Known World

Every story begins in a stable, familiar environment.

Life feels predictable. The character understands how things work and feels reasonably comfortable.

This stage matters because it shows the starting point of the journey.

Without this baseline, the audience cannot see how much the character eventually changes.

### 2. The Call to Adventure

Something disrupts the familiar world.

A challenge appears. A need emerges. A goal becomes impossible to ignore.

This moment creates tension. The character realises that continuing life the same way may no longer work.

The story truly begins here.

### 3. Entering the Unknown World

The character leaves the familiar environment and steps into unfamiliar territory.

This new world is confusing, unpredictable and often intimidating.

There are doubts, temptations and obstacles. The character may question whether the journey was the right decision.

Most of the story unfolds here.



#### 4. The Mentor

At some point, the hero meets someone who understands the journey.  
This guide does not remove the challenges. Instead, they provide perspective, tools and confidence to navigate the path.  
The mentor helps the hero stay on course.

#### 5. Trials and Struggles

The hero faces setbacks.  
Plans fail. Emotions fluctuate. Confidence drops.  
But these struggles are necessary because they push the character to learn and grow.

#### 6. Transformation

Over time, the hero changes.  
They begin to understand the world differently. They develop resilience and clarity.  
The final outcome of the story is not just success — it is **personal transformation**.

#### 7. Return with Wisdom

The hero returns to their world, but now with experience, insight and confidence that they did not have before.  
The journey changes how they see things permanently.



## A Simple Investor Story

A few years ago, an advisor shared a story about one of his clients.

The client was a successful small business owner. For years, he had done what most people around him did — he kept the majority of his money in fixed deposits. It felt safe. Predictable. Familiar.

Whenever markets were discussed, his response was simple:

**“Markets are too risky. I don’t want that stress.”**

This was his **Known World**.

Things changed when his daughter got admission to a university abroad.

The cost of education was far higher than what he had planned for.

Suddenly, the comfort of fixed deposits started looking different.

Inflation was rising, education costs were increasing, and the returns from traditional savings were not keeping pace.

This became the **Call to Adventure**.

The advisor did not begin by pitching products.

Instead, he explained how long-term investing works and what volatility actually means.

Still, the first few months were uncomfortable. The client checked market levels every day.

Every small correction created anxiety.

There were moments when he wanted to stop investing.

This was the stage of **Entering the Unknown** and facing **Trials**.

During these moments, the advisor’s role became important.

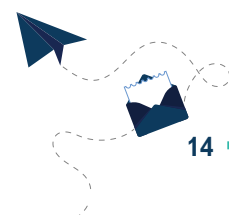
He reminded the client why the plan was created, how markets behave over long periods, and why temporary volatility was not unusual.

Slowly, something changed. After a few years, the client no longer reacted to every market movement.

He started focusing on progress toward goals rather than short-term fluctuations.

What began as hesitation gradually turned into confidence.

This was the **Transformation**.



Years later, the client often shares this experience with his friends and says:

**“I wish I had started investing earlier.”**

The financial outcome mattered. But the bigger change was psychological.

He had moved from fear to understanding. And that is the real journey most investors go through.

## Why This Framework Works for Advisors

### Mirrors the real investor journey

Investors don't start with conviction. They move from comfort → doubt → learning → confidence.

### Acknowledges investor emotions

Good stories recognise fear, uncertainty and hesitation — the same emotions investors experience.

### Positions the advisor as the guide

In every journey, the hero needs a mentor. In investing, that role is played by the advisor.

### Makes complex ideas simple

Stories simplify concepts like volatility, patience and compounding without sounding technical.

### Improves client recall and retention

Clients remember stories far longer than they remember data or product features.

## How You Can Use This in Client Conversations

This storytelling structure can be used naturally in discussions with clients.

### Start with their Known World

Talk about their current financial habits and what feels comfortable to them today.

### Introduce the Call to Adventure

Discuss life goals, inflation and future financial needs that may require stronger growth.

### Acknowledge the Unknown

Be honest about market volatility and uncertainty. Recognising fears builds trust.

### Position Yourself as the Mentor

Explain your role as someone who helps investors stay disciplined and navigate market cycles.

### Prepare Them for Trials

Market corrections and noise are part of the journey. Preparing investors emotionally helps them stay invested.

### Focus on Transformation

Over time, disciplined investors develop clarity, confidence and financial progress.

When conversations follow this flow, clients often see investing as a **journey they are undertaking**, rather than a **product they are being sold**.

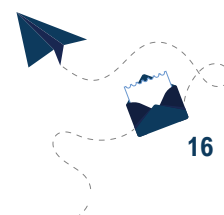
## Final Thought

Every investor is somewhere on their own journey.

Some are still comfortable in their familiar financial world. Some are cautiously stepping into markets for the first time. Some are learning patience through volatility.

The advisor's role is not to predict every market move. It is to guide the investor through the journey - helping them stay on the path long enough to experience the transformation that disciplined investing can create.

And sometimes, the most powerful way to do that...is through a simple story.



**3. Great Ads**

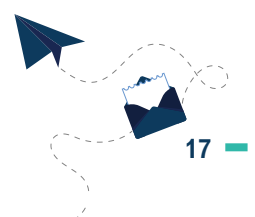
**Great Ads – Stabilo “Highlight the Remarkable”**

**Highlight the remarkable** Edith Wilson.  
The First Lady who assumed her husband's presidential responsibilities after he was paralyzed by a stroke.

**Highlight the remarkable** Katherine Johnson.  
The Nasa mathematician responsible for the calculations resulting in Apollo 11's safe return to earth.

**Highlight the remarkable.** Phyllis Robinson.  
While Bill Bernbach is often credited for sparking the creative revolution it was Phyllis Robinson that was the mastermind behind much of the work. As America's first female copy chief she penned many campaigns for Volkswagen, Polaroid and Ohrbach's.

Source: <https://www.adsoftheworld.com/campaigns/highlight-the-remarkable-lise>



## The Idea

The ad campaign we are looking at is “**Highlight the Remarkable**” by **Stabilo Boss**, a well-known highlighter pen brand.

Instead of creating a traditional product advertisement, Stabilo used **historic photographs** where important women were present but often ignored in the story. Using a bright yellow highlight, the same colour as their pen the campaign literally **highlighted the remarkable person in the image**.

The message was simple:

Some people were always there in history... they were just never highlighted.

## Let's Break It Down

### Who is the target audience?

Broadly, anyone who uses stationery — students, professionals, and readers. But the deeper audience is people who appreciate ideas and cultural conversations. The campaign also strongly connects with people who care about representation and recognition of overlooked contributors.

### What is the core message?

The core message is beautifully simple:

**Some important people were always present in history — they were just not highlighted.**

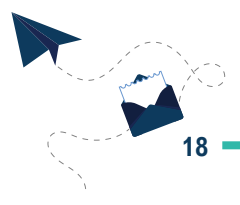
And that is exactly what the product does: **highlight what matters.**

### What is the emotional trigger?

The emotional trigger here is **recognition and fairness.**

When you see the highlighted figure in these historical photos — women like **Katherine Johnson or early suffragettes** - you realise they were present at pivotal moments but were rarely given credit.

That small moment of realisation creates a powerful emotional response.



### What makes it interesting?

The brilliance lies in the **visual metaphor**.

The ad uses a real-world behaviour - highlighting text in a book - and applies it to **history itself**. Instead of highlighting words, the campaign highlights people.

The product demonstration happens **without saying a word**.

### Why is it relevant?

Because society today is actively re-examining history and acknowledging voices that were overlooked.

This campaign taps into that cultural moment while remaining **completely true to the product's purpose**.

### Is the message simple and clear?

Extremely simple.

One yellow line.

One person highlighted.

One sentence explaining the moment.

No clutter. No explanation needed.

You understand the idea within **two seconds**.

### Is it on brand?

Perfectly.

A highlighter pen's job is to **draw attention to what matters**.

This campaign does exactly that — but in a thoughtful and memorable way.

It makes the product feel **intelligent, relevant, and meaningful**.

## Why This Ad Works

Most product ads try to talk about features.

This campaign does something smarter — it **turns the product behaviour into a cultural idea.**

Highlighting is normally a small action we perform in a notebook.

Here, Stabilo uses that same action to highlight people in history who deserved recognition.

The result is an ad that feels **thoughtful, visual, and memorable**, while still demonstrating the product perfectly.

## What Can MFDs Learn From This?

### 1. Show, don't tell

Instead of explaining something with long messages, use **visuals or simple demonstrations.**

Sometimes a single visual can communicate an idea faster than a paragraph.

### 2. Use metaphors people already understand

Highlighting text is something everyone has done in school or work. That familiar action makes the ad instantly relatable.

When communicating about investments, using familiar metaphors can make complex ideas easier to understand.

### 3. Simplicity travels faster

This ad works because the message is extremely clear.

One idea.

One visual.

One takeaway.

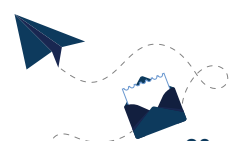
That is often enough.

### 4. Connect product behaviour to a bigger idea

A product becomes memorable when it represents **something larger than its function.**

In this case, a simple highlighter pen becomes a symbol of **recognition and importance.**

***Disclaimer.** The advertisement shown is the intellectual property of the respective brand and is used here purely for educational and illustrative purposes.*



## 4. Master's Wisdom

### From an Economist to a Psychologist

I have often observed something interesting during fund manager interactions. Our distributors ask exceptionally sharp questions:

- **Why is your 1-year alpha lower?**
- **Why did you increase allocation to this particular sector?**
- **What is your 6–12 month outlook?**
- **How should we position portfolios after the latest policy changes?**

These are thoughtful, intelligent, well-prepared questions. And they reflect seriousness about the craft. But then I ask a different question to distributors.

### “Which category are you selling the most today?”

Recently, the answer has often been:

#### **Multi Asset Allocation Funds.**

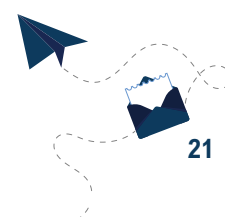
A year ago, the preference was Small & Midcaps. Before that, Thematic funds. Before that, Small caps again. Every cycle has a favourite. And most of the time, that favourite is supported by recent returns / hype. Nothing wrong in recommending a category.

But the question is -

**are we recommending it because it fits allocation logic... or because it has performed well recently?**

Recency bias quietly enters.

And it becomes very easy to justify the pitch using past performance as proof.



It reminds me of something **Nick Murray** wrote in *Serious Money: The Art of Marketing Mutual Funds*. Among the six absolutely critical principles he outlines, one stands out: **“When you believe, you’ll be believed.”** His point is simple yet powerful — if you truly understand a fund’s philosophy and process, and perhaps even own it yourself, your conviction becomes natural. **The constant search for proof in recent performance, star ratings, or rankings is a dead-end street.** Conviction cannot be outsourced to last year’s returns; it must come from clarity, discipline, and belief in the long-term plan — and when that belief is genuine, clients can sense it.

## The Question That Makes the Room Pause

Then I ask one more question. From 2020 to 2025, your AUM moved from X to XXX.

How much of that growth came from:

- **Mark-to-market?**
- **Net fresh sales?**

Interestingly, many distributors are only broadly aware of this split.

Sometimes someone says with a smile, “Sir, pura bouncer gaya.”

And that is understandable.

We are comfortable analysing:

- **Alpha**
- **Macros**
- **Policy**
- **Fund manager decisions**

But we are less comfortable analysing our own business/ growth drivers and behavioural patterns.

## The Real Evolution Required

Friends, our role is not only to understand economics. It is to understand behaviour.

Markets move in cycles.

Returns fluctuate.

Narratives change.

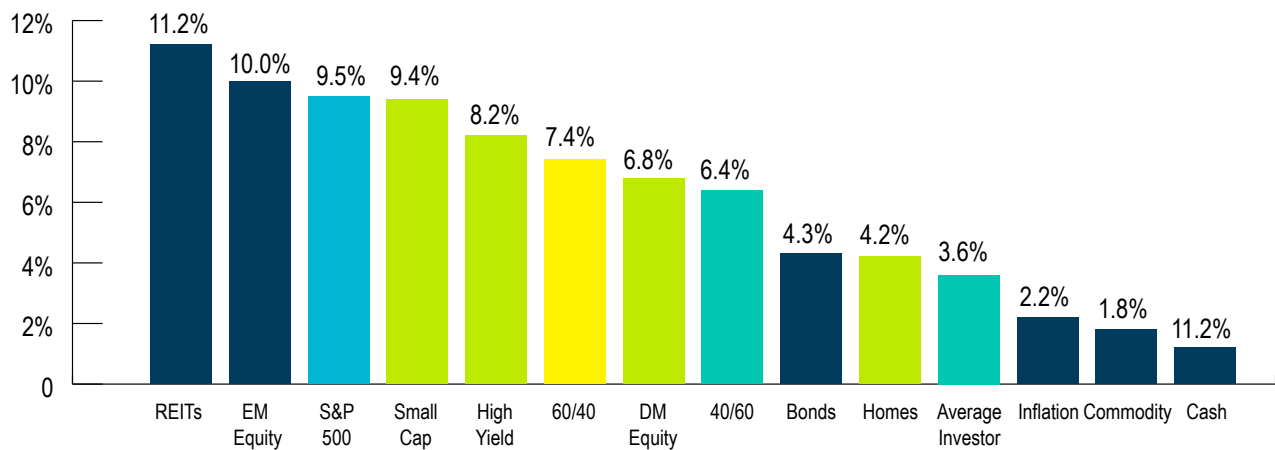


But behaviour — if not managed — remains consistently reactive.

JPMorgan’s long-term study shows (2002-2021):

**Pro-Cyclical Behaviour is Hurting Retail Investors**

20-year annualized returns by asset class (2002-2021)



Source: JP Morgan, Guide to Markets Report



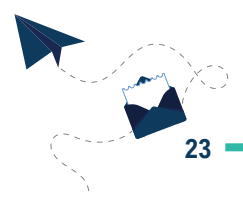
Average investor return globally: ~3 - 4%

The gap is not economic. It is behavioural.

Most money decisions are not purely rational. They are influenced by:

- **Recent performance**
- **Peer conversations**
- **Market narratives**
- **Headlines**
- **Short-term volatility**

**Some may even believe, “I don’t have biases.”  
Ironically, that belief itself can be a bias — overconfidence quietly at work.**

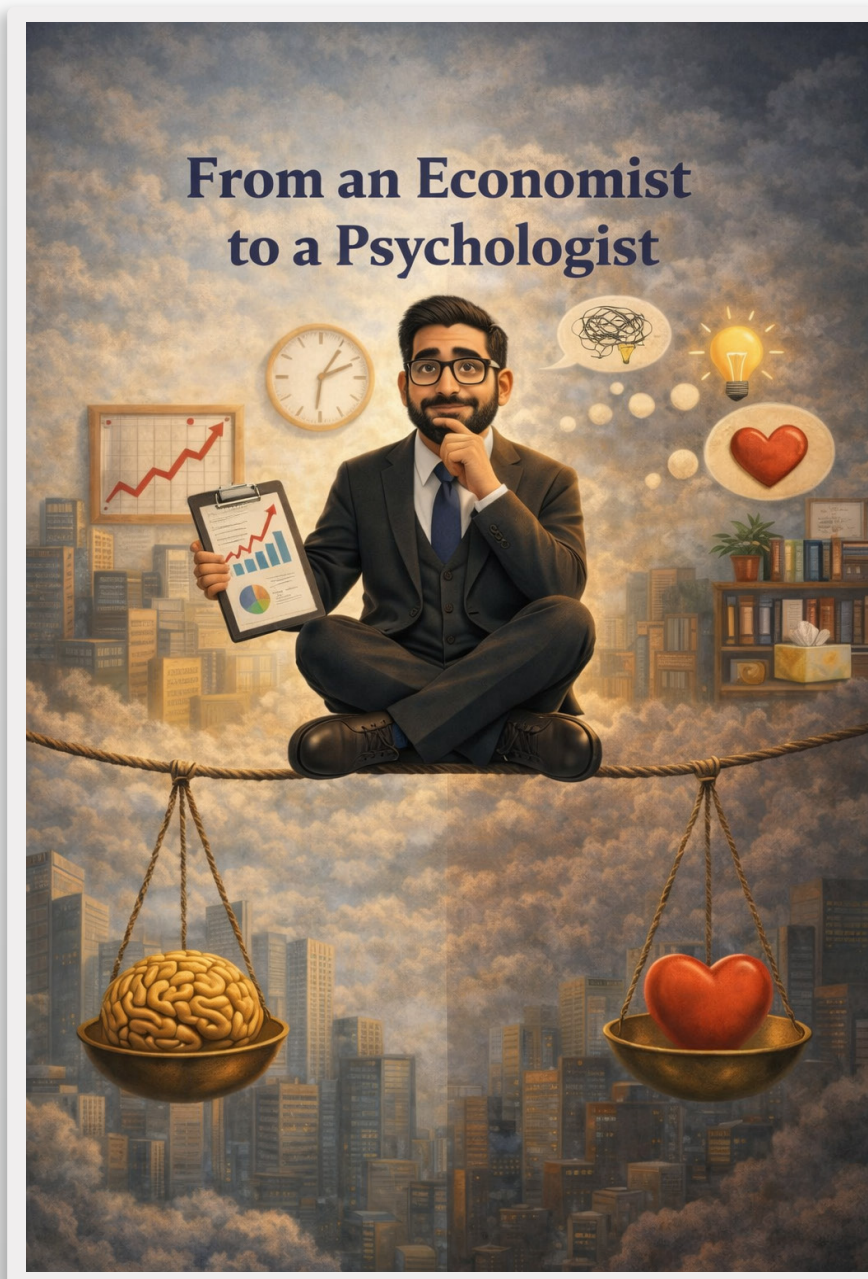


**The reality is simple:**

Knowingly or unknowingly, all of us — investors and distributors alike — are influenced by behavioural patterns.

And unless we learn to recognise and manage them, the investing journey will always feel more complicated than it needs to be.

**In earlier cycles, being an economist was enough. Today, being a psychologist is equally important.** Because the distributor who understands allocation will survive. But the distributor who understands behaviour will thrive. And that is the evolution this profession now demands.



**The 26-Year Story of Markets vs Investor Behaviour**

| Year | Jan     | Feb    | Mar     | Apr    | May     | Jun     | Jul    | Aug    | Sep     | Oct     | Nov    | Dec    | Annual  | Investors Reaction |
|------|---------|--------|---------|--------|---------|---------|--------|--------|---------|---------|--------|--------|---------|--------------------|
| 2000 | 4.44%   | 7.02%  | -7.64%  | -7.98% | -1.86%  | 6.59%   | -9.42% | 4.60%  | -8.78%  | -7.78%  | 8.13%  | -0.36% | -14.65% |                    |
| 2001 | 8.56%   | -1.48% | -15.04% | -2.00% | 3.79%   | -5.14%  | -3.16% | -1.78% | -13.28% | 6.35%   | 9.80%  | -0.76% | -16.18% | Panic Selling      |
| 2002 | 1.54%   | 6.20%  | -1.09%  | -3.99% | -5.14%  | 2.82%   | -9.35% | 5.39%  | -4.70%  | -1.22%  | 10.38% | 4.13%  | 3.25%   | Equities Are Dead  |
| 2003 | -4.72%  | 2.07%  | -8.01%  | -4.51% | 7.79%   | 12.65%  | 4.56%  | 14.39% | 4.46%   | 9.79%   | 3.81%  | 16.38% | 71.90%  | Frenzy Buying      |
| 2004 | -3.72%  | -0.52% | -1.58%  | 1.37%  | -17.40% | 1.48%   | 8.42%  | -0.03% | 6.97%   | 2.37%   | 9.62%  | 6.21%  | 10.68%  | Panic Selling      |
| 2005 | -1.10%  | 2.22%  | -3.21%  | -6.54% | 9.73%   | 6.37%   | 4.13%  | 3.13%  | 9.09%   | -8.86%  | 11.86% | 6.95%  | 36.34%  | False Recovery     |
| 2006 | 5.80%   | 2.45%  | 10.66%  | 4.56%  | -13.68% | 1.86%   | 0.48%  | 8.61%  | 5.11%   | 4.34%   | 5.62%  | 0.30%  | 39.83%  | Correction Is Due  |
| 2007 | 2.93%   | -8.26% | 2.04%   | 6.97%  | 5.09%   | 0.52%   | 4.88%  | -1.43% | 12.49%  | 17.51%  | -2.34% | 6.52%  | 54.77%  | Frenzy Buying      |
| 2008 | -16.31% | 1.67%  | -9.36%  | 9.11%  | -5.73%  | -17.03% | 7.24%  | 0.62%  | -10.06% | -26.41% | -4.52% | 7.41%  | -51.79% | Panic Selling      |
| 2009 | -2.85%  | -3.87% | 9.31%   | 15.00% | 28.07%  | -3.55%  | 8.05%  | 0.55%  | 9.05%   | -7.32%  | 6.81%  | 3.35%  | 75.76%  | I'm Not Lucky      |
| 2010 | -6.13%  | 0.82%  | 6.64%   | 0.55%  | -3.63%  | 4.45%   | 1.04%  | 0.65%  | 11.62%  | -0.20%  | -2.58% | 4.64%  | 17.95%  | Returns Are Less   |
| 2011 | -10.25% | -3.14% | 9.38%   | -1.44% | -3.29%  | 1.57%   | -2.93% | -8.77% | -1.15%  | 7.76%   | -9.28% | -4.30% | -24.62% | Panic Selling      |
| 2012 | 12.43%  | 3.58%  | -1.66%  | -0.90% | -6.17%  | 7.20%   | -0.95% | 0.56%  | 8.46%   | -1.47%  | 4.63%  | 0.43%  | 27.70%  | I'm Not Lucky      |
| 2013 | 2.20%   | -5.66% | -0.18%  | 4.36%  | 0.94%   | -2.40%  | -1.72% | -4.71% | 4.82%   | 9.83%   | -1.95% | 2.07%  | 6.76%   | Ahh                |
| 2014 | -3.40%  | 3.08%  | 6.81%   | -0.12% | 7.97%   | 5.28%   | 1.44%  | 3.02%  | 0.13%   | 4.49%   | 3.20%  | -3.56% | 31.39%  | Frenzy Buying      |
| 2015 | 6.35%   | 1.06%  | -4.62%  | -3.65% | 3.08%   | -0.77%  | 1.96%  | -6.58% | -0.28%  | 1.47%   | -1.62% | 0.14%  | -4.06%  | Selling            |
| 2016 | -4.82%  | -7.62% | 10.75%  | 1.44%  | 3.95%   | 1.56%   | 4.23%  | 1.71%  | -1.99%  | 0.17%   | -4.65% | -0.47% | 3.01%   | Equities Are Dead  |
| 2017 | 4.59%   | 3.72%  | 3.31%   | 1.42%  | 3.41%   | -1.04%  | 5.84%  | -1.58% | -1.30%  | 5.59%   | -1.05% | 2.97%  | 28.65%  | Buying             |
| 2018 | 4.72%   | -4.85% | -3.61%  | 6.19%  | -0.03%  | -0.20%  | 5.99%  | 2.85%  | -6.42%  | -4.98%  | 4.72%  | -0.13% | 3.15%   | Ahh                |
| 2019 | -0.29%  | -0.36% | 7.70%   | 1.07%  | 1.49%   | -1.12%  | -5.69% | -0.85% | 4.09%   | 3.51%   | 1.50%  | 0.93%  | 12.02%  | Returns Are Less   |
| 2020 | -1.70%  | -6.36% | -23.25% | 14.68% | -2.84%  | 7.53%   | 7.49%  | 2.84%  | -1.23%  | 3.51%   | 11.39% | 7.81%  | 14.90%  | Panic Selling      |
| 2021 | -2.48%  | 6.56%  | 1.11%   | -0.41% | 6.50%   | 0.89%   | 0.26%  | 8.69%  | 2.77%   | 0.37%   | -3.89% | 2.18%  | 24.12%  | Frenzy Buying      |
| 2022 | -0.09%  | -3.46% | 4.33%   | -2.07% | -3.03%  | -4.85%  | 8.73%  | 3.50%  | -3.75%  | 5.37%   | 4.14%  | -3.48% | 4.32%   | Equities Are Dead  |
| 2023 | -2.45%  | -2.03% | 0.32%   | 4.06%  | 2.60%   | 3.53%   | 2.94%  | -2.53% | 2.00%   | -2.84%  | 5.52%  | 7.94%  | 19.42%  | Buying             |
| 2024 | -0.03%  | 1.18%  | 1.57%   | 1.24%  | -0.52%  | 6.57%   | 3.92%  | 1.14%  | 2.28%   | -6.22%  | -0.31% | -2.00% | 8.75%   | Selling            |
| 2025 | -0.58%  | -5.89% | 6.30%   | 3.46%  | 1.71%   | 3.10%   | -2.93% | -1.72% | 0.76%   | 4.51%   | 1.87%  | -0.03% | 10.51%  | Lets buy gold      |
| 2026 | -3.16%  | -0.56% |         |        |         |         |        |        |         |         |        |        |         | Lets buy silver    |

Data Source: PrimeInvestor (Nifty 50 historical returns)

Let us step back from headlines and observe something quietly.

Over the last 26 years:

- Nifty delivered ~13% compounded annual return.
- Only 5 negative annual years.
- Several years above 20% annual returns.
- Extreme month-to-month volatility.

Now overlay investor behaviour. A clear pattern emerges.



**Phase 1: Fear**

After declines:

“Equities are dead.”

“FD is safer.”

“Exit before it gets worse.”

Investors seek safety precisely when future returns improve.



### Phase 2: Frenzy

After strong rallies:

“Everyone is making money.”

“This sector is unstoppable.”

“We are late.”

Allocation increases — but discipline decreases.



### Phase 3: Panic

Sharp corrections trigger exits.

Long-term plans are abandoned for short-term relief.

Temporary volatility becomes permanent loss.



### Phase 4: Regret

Markets recover strongly.

Those who exited watch from outside.

The narrative shifts from fear to: “I was unlucky.”



### Phase 5: Rotation

When equities pause and gold rallies:

**“Let’s move to gold.”**

When silver rallies:

**“Let’s buy silver.”**

The asset changes. The narrative changes. The emotion does not.

## The Real Pattern

Across two and a half decades:

- ▶ **Fear follows declines.**
- ▶ **Frenzy follows rallies.**
- ▶ **Regret follows recovery.**
- ▶ **Rotation follows underperformance.**

Markets move in cycles. Behaviour moves in emotions.

Markets compounded. Investors oscillated.

## The Behavioural Gap

Over 26 years, markets delivered **~13%**.

Average investor return globally: **~3-4%** (JPMorgan's study 2002-2021).

Buying after rallies.

Selling after falls.

Switching when uncomfortable.

**Volatility is temporary. Behavioural mistakes are permanent.**

## The Real Enemy Is Not the Market

It is

Recency bias

FOMO (Fear of Missing Out)

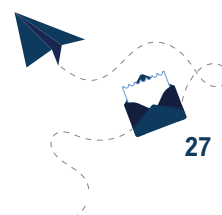
Social confirmation bias

Loss aversion

Overconfidence

Herd mentality

We know this intellectually.



But when:

Friends are buying

Neighbours are boasting

WhatsApp groups are screaming

News anchors are predicting doom

Monkey brain activates. And monkey brain cannot sit still.

## The Monkey Analogy

We evolved from primates.

**A monkey:**

- Cannot sit quietly.
- Jumps branch to branch.
- Reacts to every sound.
- Moves impulsively.

**Compounding requires the opposite:**

- Stillness.
- Patience.
- Inaction.
- Boredom.

Markets reward still investors. They punish hyperactive investors.

## The Most Expensive Habit

Switching asset classes

Switching themes

Switching fund managers

Switching advisors

Switching narratives

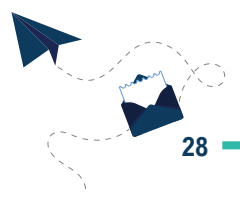
Switching strategies

Every switch feels intelligent. But over 26 years, had the investor simply:

- Continued SIP
- Stayed invested
- Rebalanced periodically
- Ignored noise

He would have captured **~13% annual growth.**

Instead, behaviour dragged it down to **3-4%.**



The Investor always cursed markets for being volatile, but he never controlled beta — **his own behaviour**.

Markets are unpredictable.

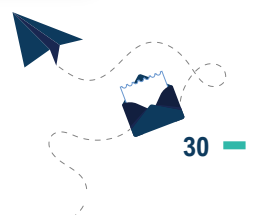
Human behaviour is even more unpredictable.

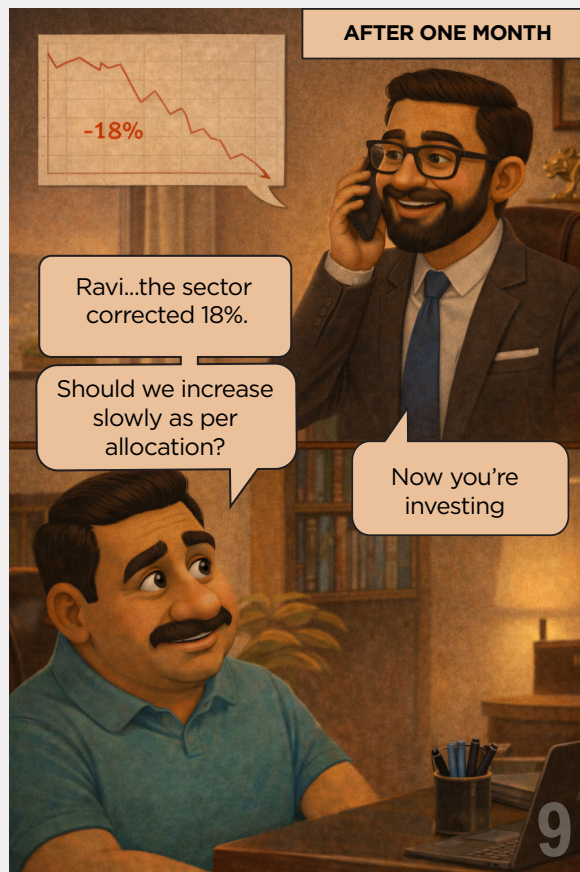
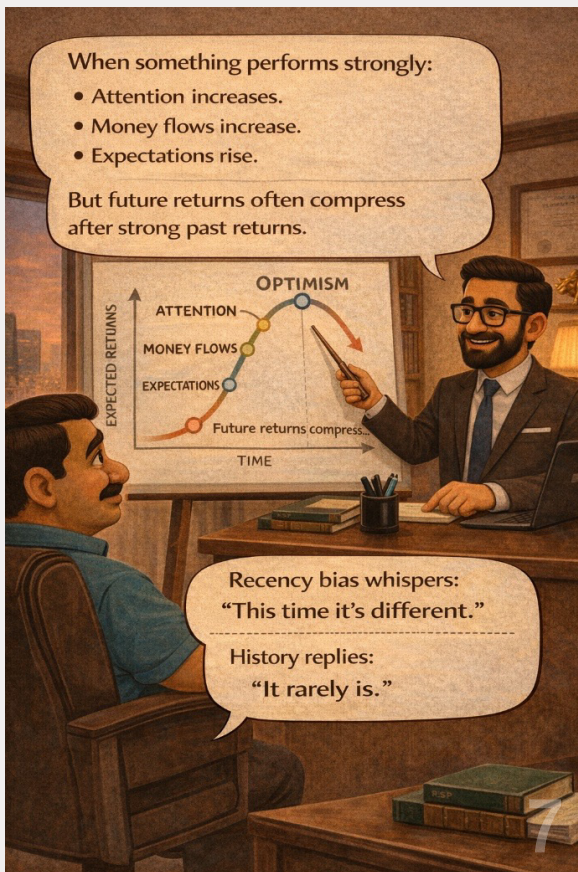
And that is why:

From economist, we must become psychologist. Because wealth is not destroyed by volatility. It is destroyed by behaviour.

### Ravi & Mehta Storyline: This Time It's Different







**Ignore The Noise**

| Year | Annual  | Investor Behavior  |
|------|---------|--|
| 2000 | -14.65% | Wow! In 26 years, markets went negative only five times! That's not volatility — that's opportunity. Those were the years when disciplined investors accumulated quality at discounted valuations, building true margin of safety. |
| 2001 | -16.18% |  |
| 2002 | 3.25%   |  |
| 2003 | 71.90%  |  |
| 2004 | 10.68%  |  |
| 2005 | 36.34%  |  |
| 2006 | 39.83%  |  |
| 2007 | 54.77%  |  |
| 2008 | -51.79% |  |
| 2009 | 75.76%  |  |
| 2010 | 17.95%  |  |
| 2011 | -24.62% |  |
| 2012 | 27.70%  |  |
| 2013 | 6.76%   |  |
| 2014 | 31.39%  |  |
| 2015 | -4.06%  |  |
| 2016 | 3.01%   |  |
| 2017 | 28.65%  |  |
| 2018 | 3.15%   |  |
| 2019 | 12.02%  |  |
| 2020 | 14.90%  |  |
| 2021 | 24.12%  |  |
| 2022 | 4.32%   |  |
| 2023 | 19.42%  |  |
| 2024 | 8.75%   |  |
| 2025 | 10.51%  |  |

Wow! In 26 years, markets went negative only five times! That's not volatility — that's opportunity. Those were the years when disciplined investors accumulated quality at discounted valuations, building true margin of safety.



**Turn a blind eye to everyday market noise. Trust the process. Trust your advisor.**

**Devi Dhairya Lakshmi**



In this image, **Devi Dhairya Lakshmi** represents not wealth in its flashy form, but wealth earned through patience and discipline.

- ▶ The blindfold signifies emotional neutrality — the ability to remain unaffected by daily market noise.
- ▶ The balance scale contrasts panic and hot tips with valuation and process, reminding us that markets test our emotions more than our intelligence.
- ▶ The clock in her hand represents time — the most powerful force in compounding.
- ▶ The steps beneath her feet — risk management, asset allocation, margin of safety, and long-term discipline — form the true path to prosperity.

In a world driven by headlines and urgency, this symbolism gently reminds us: faith in the process is more powerful than fear of volatility.

**DSP Neev – Bias Management Cheat Sheet (For Use During Client Meetings)**

**STEP 1 Diagnose the Bias (Before Responding)**

**When a client says...**

- “Everyone is investing in this.”
- “This sector is unstoppable.”
- “Market will fall more, exit now.”
- “I knew this would happen.”
- “I don’t have biases.”
- “Let’s move everything to gold/silver.”

**Likely Bias**

Social confirmation bias

Recency bias

Loss aversion

Hindsight bias

Overconfidence bias

Recency + herd behaviour



**Rule:** Don’t react to the statement. Diagnose it silently first.

**STEP 2 The 3-Question Interrupt (Slow the Emotion)**

Ask calmly:

1 Has your goal changed?

2 Has your time horizon changed?

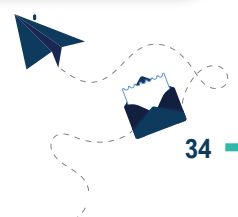
3 Has your risk appetite changed?

If all three = **No**



**Decision is emotional, not strategic.**

Pause. Silence is powerful.



**STEP 3** The 4-Question Framework

Before chasing performance:

1 Is this part of the original plan?

2 Are we adding because of returns or strategy?

3 What if it corrects 25% next month?

4 What are we selling to fund this?

If answers are unclear **Delay the action**

Excitement fades. Rationality returns.

**STEP 4** Reframing Toolkit (Use the Right Language)

**Instead of saying...**

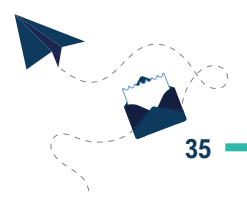
- > “Market has fallen.”
- > “Portfolio is down.”
- > “We missed the rally.”
- > “This is risky.”

**Say this...**

- Valuations have improved**
- Future expected returns have increased**
- We avoided buying at stretched valuations**
- This is volatile, not risky**



**Language shapes behaviour.**



**STEP 5** Pre-Commitment Reminder

At onboarding, agree on rules:

- ▶ We will not exit equity due to noise.
- ▶ We will rebalance annually.
- ▶ We will increase allocation during panic.
- ▶ We will review strategy, not headlines.

During crisis, remind client: **“This is exactly what we agreed.”**

Pre-commitment reduces panic.

**Ready-to-Use Meeting Scripts**

**When client wants to buy after rally:**

“I’m not against the theme. Let’s enter gradually within allocation instead of emotionally.”

**When client wants to exit after fall:**

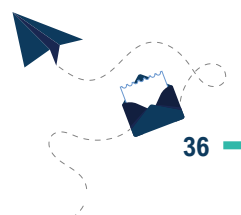
“If this was a festive sale, would we exit the store or buy selectively?”

**When client compares with peers:**

“Sharma ji doesn’t have your goals, liabilities, or time horizon.”

**When client says “This time it’s different”:**

“That sentence has appeared in every cycle.”



## The Allocation Reminder

### Your job is not to:

- › Predict 6 months
- › Chase the best performer
- › Win arguments

### Your job is to:

- Protect allocation.
- Enforce discipline.
- Slow emotional switches.
- Anchor decisions to goals.

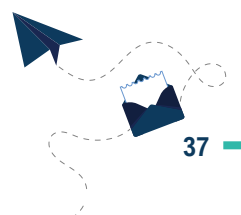
## The Advisor Mindset

Markets are volatile. Investors are emotional. Advisor must be stable.  
Economist explains numbers. Psychologist manages behaviour. Be the psychologist.

Because when noise reduces... **Clarity increases.**  
And when behaviour improves... **Returns follow.**



**Happy Advising**

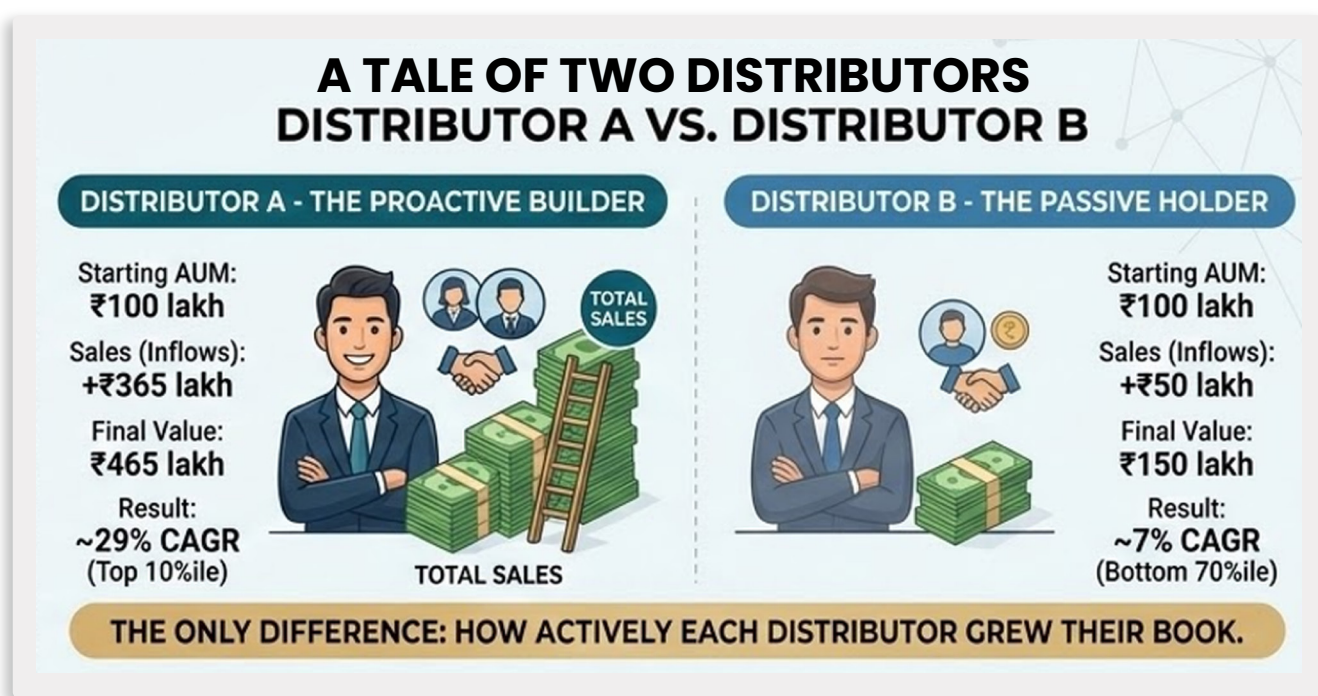


## 5. Insights Engine

### Take Away the Bull Run. How Much of Your Growth Is Actually Yours?

Every year, market returns do some of the heavy lifting for every distributor’s book. AUM grows, SIPs top up, and numbers look good, often regardless of what the distributor actually did. This is why AUM growth, taken alone, tells only half the story.

The more revealing question is: how much of your growth was yours and not the market’s growth?



Strip away the market growth, and what's left is your work. This analysis measures only that — the net inflows you brought in, the clients you kept, and how consistently you did it year after year.

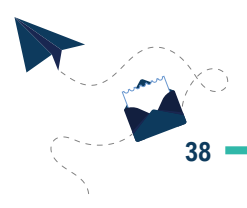
### How was active growth measured?

We start with the distributor’s AUM in January 2020 and add the total net sales generated from 2020 to January 2026. The annualised growth rate of this combined value over six years gives the Modified CAGR, which captures only the distributor’s contribution and removes the effect of market returns.

Using this measure, distributors were grouped into three cohorts:

- ▶ **Top 10%ile: Above 24% CAGR**
- ▶ **Middle 20%ile: Between 11% and 24% CAGR**
- ▶ **Bottom 70%ile: Below 11% CAGR**

To ensure meaningful comparisons, the analysis includes only MFDs with at least ₹1 crore of AUM as of January 2020.



## The IFAs Who Stayed the Course Left the Rest Behind

Looking at the share of net inflows across fund categories, the Top 10%ile have consistently channelled a higher share into diversified, long-duration equity categories such as Flexi Cap, Multi Asset, Mid Cap, Large & Mid Cap.

The Bottom 70%ile, by contrast, show an extreme concentration in trending schemes—

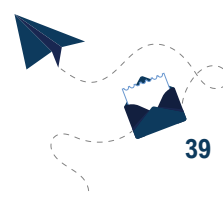
In 2021, Dynamic Asset Allocation/Balanced Advantage schemes absorbed ~64% of the Bottom 70%ile's net inflows.

In 2024, Sectoral/Thematic funds absorbed ~74%. A different category with similar behaviour: near-total concentration into a scheme that was in favour at the time.

This is the defining contrast: **discipline vs. momentum.**

### Top 9 Categories by Total Net Sales (2021-2025) — Share of Net Inflows by Category (%)

| Category                                     | Top 10% '21 | Top 10% '24 | Top 10% '25 | Mid 20% '21 | Mid 20% '24 | Mid 20% '25 | Bot 70% '21 | Bot 70% '24 | Bot 70% '25 |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Sectoral/ Thematic Funds                     | 13%         | 32%         | 11%         | 13%         | 34%         | 14%         | 26%         | <b>74%</b>  | 12%         |
| Multi Cap Fund                               | 7%          | 10%         | 10%         | 7%          | 13%         | 11%         | 19%         | 24%         | 15%         |
| Multi Asset Allocation                       | 2%          | 10%         | 11%         | 1%          | 12%         | 11%         | 1%          | 25%         | 16%         |
| Large & Mid Cap Fund                         | 5%          | 8%          | 9%          | 6%          | 10%         | 9%          | 8%          | 16%         | 12%         |
| Flexi Cap Fund                               | 13%         | 6%          | 10%         | 15%         | 5%          | 10%         | 29%         | -2%         | 12%         |
| Mid Cap Fund                                 | 6%          | 1%          | 10%         | 8%          | 2%          | 12%         | 19%         | 2%          | 17%         |
| Fund of Fund - Domestic                      | 6%          | 6%          | 8%          | 4%          | 5%          | 7%          | -1%         | 0%          | 11%         |
| Small Cap Fund                               | 3%          | 6%          | 9%          | 3%          | 5%          | 8%          | 0%          | -5%         | 10%         |
| Dynamic Asset Allocation/ Balanced Advantage | 22%         | 3%          | 3%          | 30%         | 2%          | 3%          | <b>64%</b>  | -6%         | -2%         |



## The Concentration Trap: A Cautionary Pattern

The Bottom 70%ile's behaviour with Balanced Advantage and Sectoral and Thematic funds bear looking into-

- ▶ In 2021, Balanced Advantage funds received 64% of the net inflows. Since then, it dropped to 7% in 2022 and has been negative the last 3 years (2023-2025).
- ▶ In 2023, Sectoral/Thematic funds received 39% of the cohort's net inflows. In 2024, that jumped to 74% and then collapsed back 12% in 2025.

This is the hallmark of **chasing what's in favour** - buying after a run-up, and stopping (or reversing) after the peak. Clients in these cohorts likely experienced meaningful drawdowns or underperformance precisely when they were most concentrated.

The Top 10%ile show the exact opposite behaviour; Their thematic exposure also spiked in CY2024 (32.2%), but it came down sharply in CY2025 (10.9%) — suggesting they are more actively managing category risk rather than letting it concentrate.

*The best-growing IFAs seem to make deliberate calls on allocation rather than it being a reactive chase.*

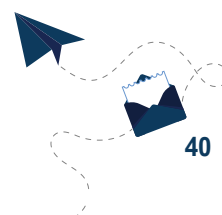
## The Quiet Compounders: Flexi Cap, Multi Asset, Mid Cap

Across the full five-year period, three categories consistently dominate the Top 10%ile's allocation mix:

- ▶ Flexi Cap Fund (9% of total net sales)
- ▶ Multi Asset Allocation (9%)
- ▶ Mid Cap Fund (8%)

These are not the flashiest categories. They don't generate WhatsApp forwards or dominate the news headlines. But they are built for long-term SIP-driven wealth creation — diversified, professionally managed, and appropriate across most client risk profiles.

The Middle 20%ile's profile is similar in structure to the Top 10%ile, but with noticeably higher exposure to trending categories in peak years. They are one step behind in discipline.



The Bottom 70%ile's five-year total is dominated by Sectoral/Thematic funds at **35%** — more than 1 in 3 rupees.

**Top 10 Schemes - Total Net Sales 2021-2026**

| Category                                     | Top 10%ile | Middle 20%ile | Bottom 70%ile |
|--|------------|---------------|---------------|
| Sectoral/Thematic Funds                      | 18%        | 19%           | 35%           |
| Multi Cap Fund                               | 9%         | 11%           | 19%           |
| Multi Asset Allocation                       | 8%         | 9%            | 17%           |
| Large & Mid Cap Fund                         | 8%         | 9%            | 15%           |
| Flexi Cap Fund                               | 9%         | 9%            | 10%           |
| Mid Cap Fund                                 | 6%         | 6%            | 14%           |
| Fund of Fund - Domestic                      | 8%         | 8%            | 8%            |
| Small Cap Fund                               | 8%         | 8%            | 8%            |
| Dynamic Asset Allocation/ Balanced Advantage | 7%         | 7%            | 6%            |
| Index Funds - Equity                         | 3%         | 3%            | 6%            |

**So What Can Every IFA Learn From This?**

**Discipline Over Momentum**



The Top 10%ile are not smarter — they are more consistent. They allocate to core equity categories through cycles, not just when those categories are trending.

Review your category mix over the last 3 years. If any single category exceeds 25–30% of your net flows in a year, ask whether that's a deliberate view or a reactive one.

**Set Your Own Rules**



A portfolio is only as stable as its diversification. Build category guardrails for your practice. Even a simple rule such as no single category above 30% of new flows can meaningfully reduce long-term volatility of your book and your client outcomes.

**Boring Categories Compound Quietly**



Flexi Cap, Multi Asset, and Mid Cap are not exciting. They rarely top quarterly return charts. But they are the bedrock of a sustainable SIP book.

Clients who stay invested in these categories through market cycles tend to have better behavioural outcomes — they don't panic-redeem when themes underperform. Your job is to make the boring compelling.



## Final Thought

This analysis is not about labelling — it's about learning.

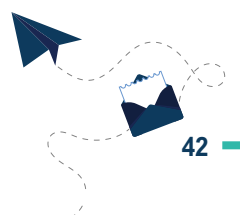
The data tells us three things

- ▶ The fastest-growing IFAs allocate with a plan, not with the crowd.
- ▶ Category concentration is a risk multiplier — for clients and for book quality.
- ▶ Small, consistent shifts in how you allocate can meaningfully change your five-year trajectory.

The opportunity ahead is clear: **build a core equity framework, manage category concentration actively, and turn every client touchpoint into a long-term retention event.**

That is the playbook of the Top 10%ile.

*\*Source: CAMS MFDEX, 2021–2026*



# 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

The advertisement, product names, and other creative materials featured in this section are included strictly for educational and illustrative purposes only and the objective of showcasing this content is to help Mutual Fund Distributors (MFDs) understand marketing concepts, strategies, and principles in a practical context. All logos used in the image are trademarks™ or registered® trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement by them. Past performance may or may not be sustained in future and should not be used as a basis for comparison with other investments. These figures pertain to performance of the index/Model and do not in any manner indicate the returns/performance of any of the schemes of DSP Mutual Fund. DSP Mutual Fund and Neev neither claim ownership nor association with these brands in any manner. The AMC nor any person connected does not warrant the completeness or accuracy of the information and disclaims all liabilities, losses and damages arising out of the use of this information. The presence of such content should not be construed as an endorsement, sponsorship, affiliation, or commercial partnership with the respective brand owners. This content is shared solely for partner training and knowledge enhancement, and is not intended for reproduction, redistribution, or any form of commercial or promotional use. Reuse, modification, or circulation of the material outside this learning context may infringe upon the intellectual property rights of the respective owners. By accessing this material, the participant acknowledges that the purpose is educational and agrees not to misuse or misrepresent the content in any way. For AMFI/NISM registered Mutual Fund Distributor. Creatives include AI generated content or visuals.

**Mutual Fund investments are subject to market risks, read all scheme related documents carefully.**