

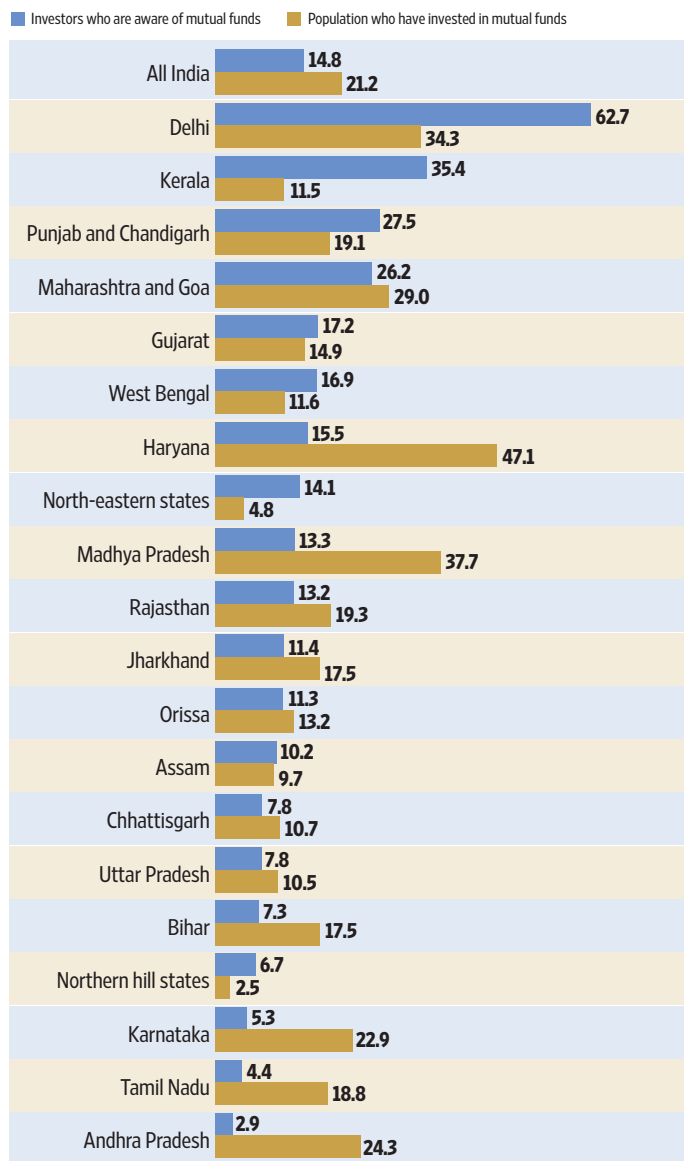
Expanding retail mutual fund investor base in a bear market

To provide the numerical context of the growing retail mutual fund investor base in a bear market, Mint used data and analysis from the Invest India Incomes and Savings Survey 2007, produced by IIMS Dataworks. The survey provides the first 360-degree view of the financial behaviour and future investment intentions of the Indian workforce. According to the survey, there are 321 million paid workers in India. Mint featured key findings from the survey through July last year in a series called India Unveiled. This year, IIMS Dataworks has sliced its data by states to provide insights on financial behaviour of Indians across states. Through the next month, Mint will run articles based on this data.

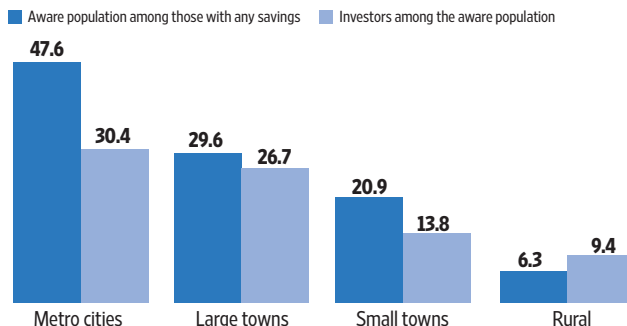
To see all coverage based on the survey, go to: <http://www.livemint.com/indiaunveiled>

All figures in %

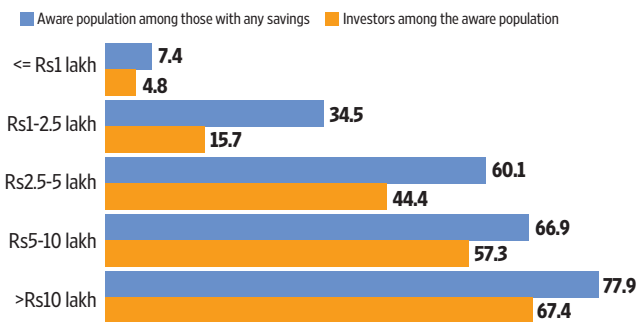
Penetration of mutual funds among aware investors across states



Mutual fund awareness and investment rates across geographical types



Mutual fund awareness and investment rates across income groups



Sources of awareness of mutual funds

