



Here, we want to introduce "AUM REPORT (BROKER)" with various options & formats.

"AUM REPORT"

INTRODUCTION:

In general it can be said that **assets under management** is the market value of assets which are managed by any **financial establishment** on behalf of investors.

IMPORTANCE OF THIS REPORT:

As the name indicates, it is Holding i.e. As On Date Position of the portfolio report.

Following sorting options are available in this report:

- I. AMC wise
- II. Scheme wise / Client wise
- III. Scheme wise
- IV. Family wise
- V. Folio No. wise
- VI. AUM / Client wise*

*AUM / Client wise option is recently updated. From this report you can get the AUM wise idea of your Top 10/ Top 50/ Top 100 clients etc & accordingly able to give priority. You can generate this report Sector Wise also i.e. Equity, Balance, Debt & Liquid.

You can also generate this report by Without Manual Transaction, Manual Transaction or All Transaction. Report can be generated for selected Broker Name, AMC and Scheme Type.

❖ This report is divided into 2 charts :

- I. Equity - Debt Allocation.
- II. Equity Allocation - Company wise / Sector wise.

➤ Equity – Debt Allocation:

This chart shows how much percentage of your portfolio invested in Equity & how much percentage in Debt? At the younger age when



you are willing to take the higher risk, at that time larger portion of your investment in Equity is good & at the later stage means when you have fixed income & don't want to take any kind of risk at that time larger proportion of your investment in Debt is good.

➤ **Equity Allocation – Company wise / Sector wise:**

In this chart you are able to see your Equity Allocation in company wise or sector wise. This chart shows how much percentages of total Equity is invested in each & every sector or indirect holdings in particular company through various mutual funds.

- ❖ It also provides detail wise Report along with graphical representation of Scheme wise As on date position of particular family.
- ❖ As on date position of Family can be obtained by selecting Family Head and pressing "Family" Button. If one would like to know as on position of Member then select respective Member of selected Family head and press "Member" Button. If you would like to have As on date position for each and every investor then press "All Investor" button which will provided details according to Family and Member wise.
- ❖ For Investor other then Individual & NRI, Family head itself is the Member i.e. For investor of Corporate, Bank, Trust etc same report will be obtained either by selecting Family head or the member of the family. Latest available NAV will be used to calculate As on date position i.e. lets say if you are generating As on date report for Monday, then if NAV of Monday is updated in your software then it will be used else it will check for previous day NAV. This process will work until NAV of selected scheme is obtained

Hope above information will become helpful to you to communicate more effectively with your clients in this current adverse situation. For further any queries kindly contact us. We are always ready to serve our valuable clients.