



## BARODA BNP PARIBAS MUTUAL FUND CELEBRATES 3<sup>RD</sup> ANNIVERSARY\* WITH OVER 100% GROWTH IN AUM

**Mumbai, 12<sup>th</sup> March 2025:** Baroda BNP Paribas Asset Management India Private Limited (**'Baroda BNP Paribas AMC'**), has more than doubled its **Assets Under Management (AUM)** from over Rs 21,000 crore to over Rs 49,000 crore\*\* in just three years. This milestone has been achieved by a significant expansion in investment capabilities and reach, reinforcing its position as a leading asset management company in India's **mutual fund industry**.

The growth in our AUM over the past 3-years has been supported by strong investment performance. A key driver of the company's success has been its strategic investment in human capital and processes. The **investment management team** has more than doubled. This coupled with well-defined investment process, guard-rails, robust risk control and portfolio monitoring has allowed us to help create wealth for investors. Over this period, **Baroda BNP Paribas Mutual Fund** has broadened its **product suite\*** by over 50%, covering active and passive investing, equity, debt, hybrid, multi-asset, thematic, and sectoral funds investing in India and overseas.

"As an organization focussed on serving investors and partners in not just 'India', but 'Bharat' too, we now have investors from 90% of all pin codes in the country\*\*," said **Suresh Soni, CEO, Baroda BNP Paribas Asset Management India Private Limited**. We have seen strong growth in our distribution network which includes leading banks, national distributors, certified financial planners, SEBI registered investment advisors among others. We believe our continued focus on investment performance along with increasing distribution and reach should help us double our AuM again over the next 3 years. Our mission is to empower investors nationwide to participate in immense potential of **India's economic growth and financial markets**. We are committed to foster prosperity across India and Bharat as part of our brand promise of **'Together for More'**. said Mr Soni.

"Several of our funds are among the top performers in their respective categories. Our focus remains on aiming to deliver **consistent returns, generating alpha, and creating wealth** for investors across short, medium, and long-term horizons," said **Sanjay Chawla, CIO - Equity, Baroda BNP Paribas AMC**. The performance has been driven by **research-backed investment strategies** and robust processes across multiple asset classes.

In addition to domestic markets, the AMC has also seen significant success in attracting foreign flows into India. The fund house has successfully raised **offshore equity funds** from **institutional and retail investors in Europe, South Korea, and Japan**. "Despite recent trends of **FII outflows from India**, our **offshore funds' AUM** has doubled from **\$220 million to \$460 million\*\*** over the past three years. Global investors, including pension funds and family offices, recognize India's strong economic potential and are looking to make long term

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allocations to this market," said **Jayesh Gandhi, Head - Offshore Advisory & AIF, Baroda BNP Paribas AMC.**

"With the onset of rate cut and regular liquidity easing measures, we expect interest rates domestically to have a downward bias in FY26. This has opened up opportunity for investors to benefit from spread compression and bull steepening of the yield curve. This should lead to greater investor participation in Fixed Income funds. Over past 2 years, Baroda BNP Paribas Mutual Fund has been **increasing its exposure to REITs and INVITs\*** in various funds. This segment offers interesting opportunities for investors, and we expect it to grow significantly in future." said **Prashant Pimple, CIO – Fixed Income, Baroda BNP Paribas AMC.**

**The AMC** is also working to attract investment in the offshore fund space by leveraging its **retail license from the International Financial Services Authority (IFSCA) in GIFT City**, India's international financial hub. "This license will allow us to play a role in realizing PM Modi's vision of turning GIFT city into an international financial services centre, rivalling regional peers in Asia and the middle east," Mr. Soni concluded.

With a robust growth strategy, investor-focused solutions, and an unwavering commitment to **financial inclusion and wealth creation, Baroda BNP Paribas AMC** is poised to become a dominant force in **India's mutual fund and asset management industry.**

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\*On March 14, 2022, Baroda Asset Management India Limited merged into Baroda BNP Paribas Asset Management India Private Limited with BBNPP AMC acting as the asset management company of Baroda BNP Paribas Mutual Fund.

\*\*Source: Internal, Total AuM as on 11<sup>th</sup> March 2025, Rs. 49,560crores (includes domestic and offshore mandate). Please visit our website [www.barodabnpparibasmf.in](http://www.barodabnpparibasmf.in) to know in detail about the schemes offered by Baroda BNP Paribas MF.  
About Baroda BNP Paribas Mutual Fund

Baroda BNP Paribas Mutual Fund is managed by Baroda BNP Paribas AMC, a strategic partnership between Bank of Baroda and BNP Paribas Asset Management, a part of the BNP Paribas Group.

Baroda BNP Paribas Mutual Fund offers 42\* schemes across equity, hybrid, debt and overseas fund of fund categories. It aims to leverage the wide network of Bank of Baroda and its know-how of the India market with the global expertise of BNP Paribas Asset Management to offer high quality investment solutions. Baroda BNP Paribas Mutual Fund has strong nationwide presence across 128\* towns and cities and has a vision to create a positive impact on people's

lives by delivering sustainable value for their investments.

### **Disclaimer**

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

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