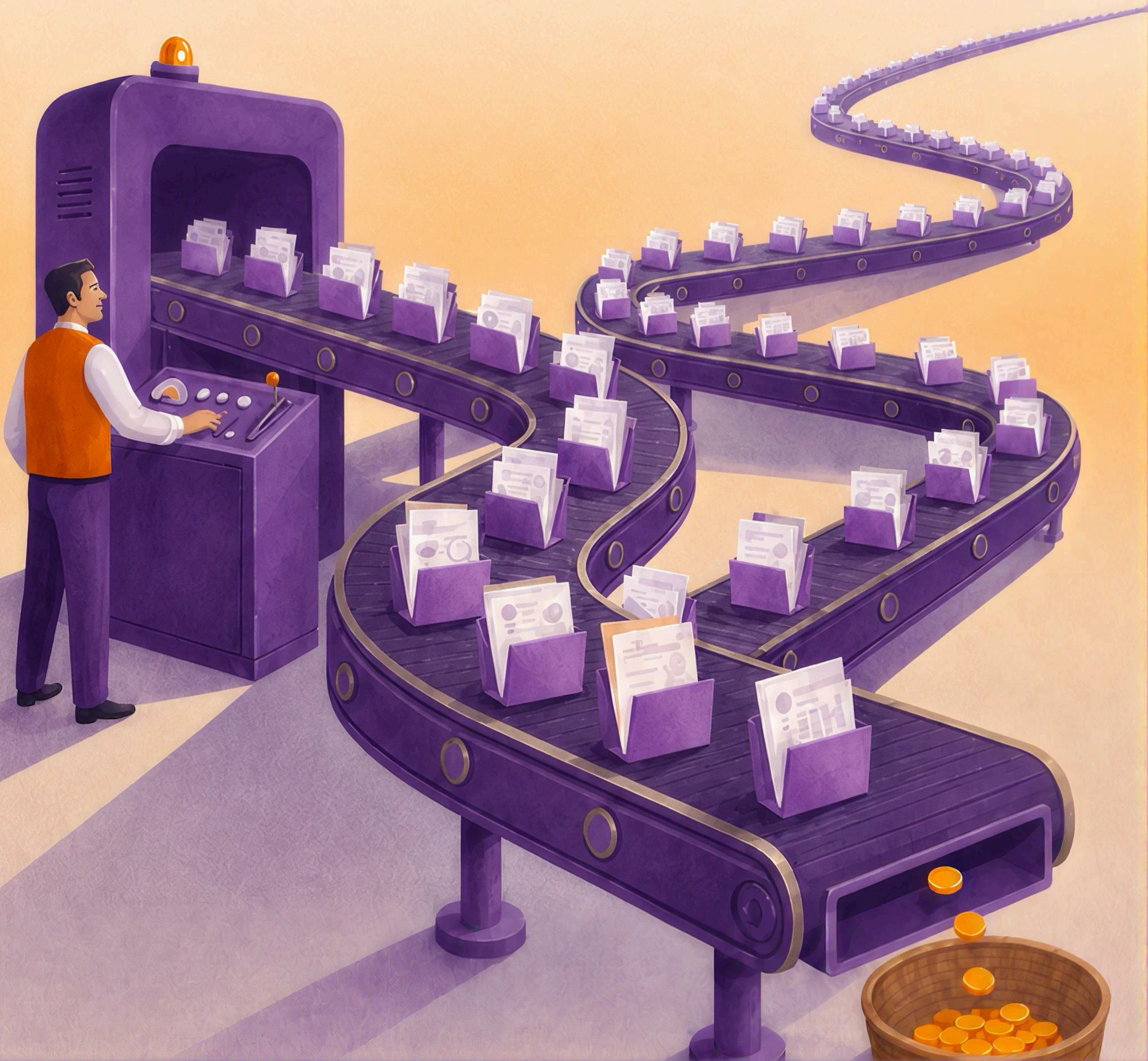
1 FINANCE MAGAZINE RESEARCH

How Much Commission Do India's MF Distributors Earn

June 2026



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Introduction

India has roughly 2.06 lakh registered mutual fund distributors. The actual commission reaches very few of them. In FY2024-25, investors paid an estimated ₹27,335 crore to have funds distributed. ₹21,106 crore of it went to 3,158 firms and individuals.

This study reads AMFI's own commission disclosures, AUM data and the AMFI Vision Paper 2025. It follows a decade in which industry assets grew more than five times, maps how little of that growth reached the typical distributor, and asks what one can do about it.

The study in three numbers

₹27,335 cr

paid in distribution commissions in FY2024-25 to 2.06 lakh distributors.

77%

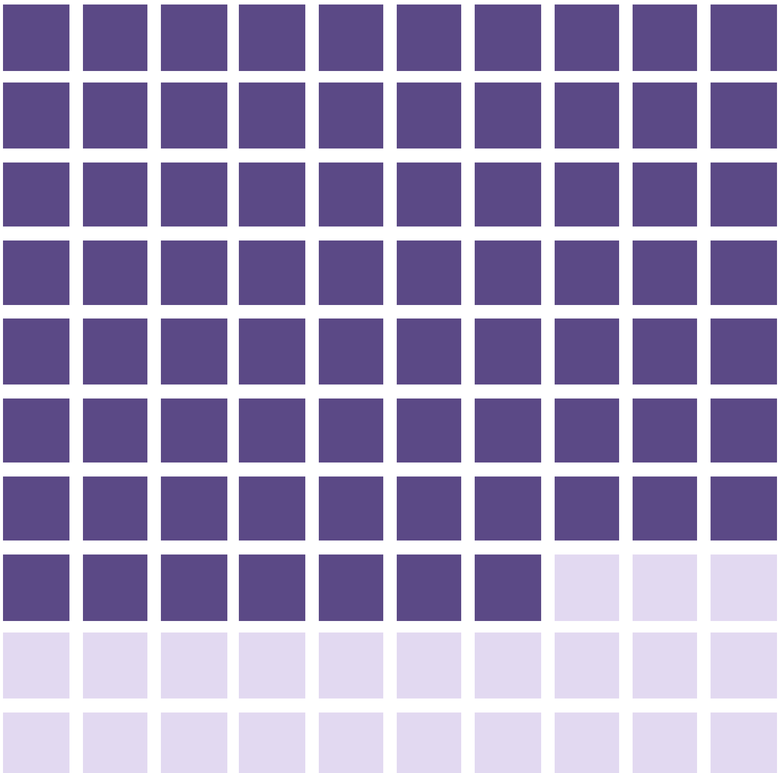
went to the 3,158 distributors large enough to appear in AMFI's disclosures, about 1.5% of the register.

₹25,600

a month, the average non-disclosed distributor's gross commission, before a single business cost.

77% of Commissions Went to the Top 1.5% of Distributors

Investors paid ₹27,335 crore in commissions in FY2024-25. 3,158 distributors (top 1.5%) collected ₹21,106 crore (77%) of it. The other 2.03 lakh shared what was left.



77.2%

commission went to the top 1.5% of the register — 3,158 distributors of 2.06 lakh.

- Top 1.5%
- Remaining 98.5% (2.03 lakh)

Source: AMFI Commission Disclosure FY2024-25; AMFI Vision Paper 2025; 1 Finance Magazine.

The remaining ₹6,229 crore was shared by an estimated 2.03 lakh smaller / non-disclosed distributors. This works out to ₹3.07 lakh of gross commission each, before a single business cost.

Who Earns What in Distribution

Banks and bank-associated brokers averaged ₹126.60 crore in commission in FY2024-25. A disclosed individual MFD, ₹1.82 crore. A smaller/non-disclosed distributor, ₹3.07 lakh.

DISTRIBUTOR CATEGORY	COMMISSION (₹ CR)	ENTITIES	AVG. ANNUAL INCOME
Wealth managers & corporate MFDs	11,629	1,591	₹7.31 cr
Banks & bank-associated brokers	6,330	50	₹126.60 cr
Fintech platforms	458	43	₹10.65 cr
Individual MFDs, AMFI-disclosed	2,689	1,474	₹1.82 cr
Smaller / non-disclosed distributors	**6,229**	**2,03,042**	**₹3.07 lakh**

Note: The bottom row is a residual estimate, the ₹27,335 crore total minus all disclosed segments. Averages blend active practitioners with dormant registrations.

Source: AMFI Commission Disclosure FY2024-25; AMFI Vision Paper 2025; 1 Finance Magazine.

4,127 times

what a bank or bank-associated broker earned compared with a smaller / non-disclosed distributor.

Only 0.6% of Individual MFDs Cross ₹100 Crore

Only 1,269 individual MFDs managed more than ₹100 crore of AUM in FY2024-25. That is 0.6% of them. Below the line sit 2.03 lakh.

AUM BUCKET	ENTITIES	AVG. ANNUAL INCOME
Above ₹1,000 cr	10	₹14.10 cr
₹500-1,000 cr	43	₹6.33 cr
₹100–500 cr	1,216	₹1.72 cr
Below ₹100 cr, AMFI-disclosed	205	₹88 lakh
Smaller / non-disclosed distributors	**2,03,042**	**₹3.07 lakh**

Note: Average income = commission ÷ entities per bucket. The bottom row is a residual estimate.

Source: AMFI Commission Disclosure FY2024-25; 1 Finance Magazine

99.3% of Individual Distributors Average ₹25,600 a Month

₹3.07 lakh a year in gross commission, before GST, software, travel and tax. That is the average for 2.03 lakh smaller/non-disclosed distributors.

₹25,600

average monthly gross commission of a smaller / non-disclosed distributor in FY2024-25. The average blends active practitioners with dormant licences.

Average monthly gross commission, FY2024-25

₹15.2 lakh	₹25,600	₹14,000
Disclosed individual MFDs	Smaller / non-disclosed distributor	LIC agent

Source: AMFI Commission Disclosure FY2024-25; LIC Annual Report FY2024-25; 1 Finance Magazine.

Gross commission overstates what a distributor keeps. Take a distributor with a ₹10 crore book, nearly 3 times the segment average. It grosses ₹8 to 9 lakh a year. Strip out 18% GST, ARN renewal, software, the cost of finding clients and income tax, and take-home lands closer to an estimated ₹6 to 7 lakh. That is ten years of building relationships for the income of a modest salary, without the job security a salary comes with.

LIC paid its 14.87 lakh agents an average of roughly ₹1.68 lakh in FY2024-25, about ₹14,000 a month. Commission pyramids share a wide, thin base, and mutual funds are no exception. A licence is easy to hold. A living from trail alone is the hard part.

And Their Income Grew Only 57% in Ten Years

Between FY2015 and FY2025 the AUM held by smaller / non-disclosed distributors grew more than five times. Their average monthly gross commission went from ₹16,250 to ₹25,600 (57%).

YEAR	SMALLER / NON-DISCLOSED REGULAR-PLAN AUM (₹ CR)	SMALLER / NON-DISCLOSED MFD COUNT	AVG. AUM PER MFD (₹ CR)	IMPLIED AVG. ANNUAL INCOME
FY2015	1,42,353	66,895	2.13	1.95 Lakh
10-year change	+426%	+203%	+73%	+57%
FY2025	7,48,103	2,03,042	3.68	3.07 Lakh

Note: Income is implied by applying each year's average commission rate to the average book. That rate fell over the decade, so income grew more slowly than assets.

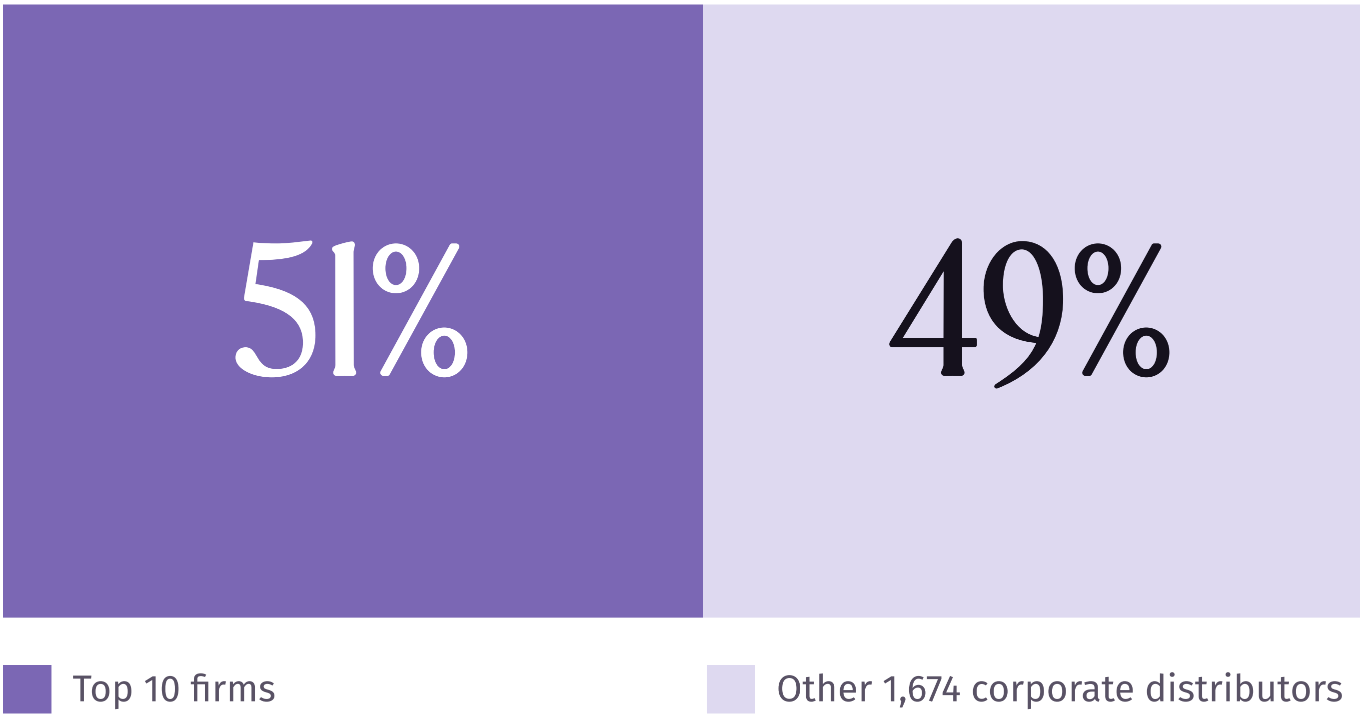
Source: AMFI AAUM data (regular plan), FY2015 and FY2025; AMFI Vision Paper 2025; Cafemutual (FY2015 MFD count); 1 Finance Magazine.

1.36 lakh people joined the MFD register between FY2015 and FY2025. Over the same decade the assets held in the segment grew more than five times. The average distributor's income rose by ₹1.12 lakh a year, which is ₹9,300 a month spread across ten years.

51% of Corporate Commissions Go to Top 10 Firms

India's 1,684 disclosed corporate distributors shared ₹18,417 crore of commission in FY2024-25. Ten firms took ₹9,318 crore (51%) of it.

Share of corporate-channel commissions held by the top 10, FY2024-25



Source: AMFI Commission Disclosure FY2024-25; 1 Finance Magazine

The field grew from 379 disclosed corporate distributors in FY2014-15 to 1,684 in FY2024-25. Over the same decade the top ten's share moved from 53% to 51%. Four and a half times as many firms now compete for the same half of the money.

6 of Today's Top 10 Were Already Top 10 in 2015

Six of the ten largest corporate distributors in FY2024-25 also held a top-ten place in FY2014-15. The other four came from ranks 11, 14, 15 and 23.

DISTRIBUTOR	RANK 2015	RANK 2025	COMMISSION FY2024-25 (₹ CR)
NJ IndiaInvest	3	1	2,608.1
State Bank of India	15	2	1,513.7
HDFC Bank	1	3	1,083.4
Prudent Corporate Advisory	14	4	1,058.4
Axis Bank	2	5	765.7
ICICI Securities	8	6	679.5
ICICI Bank	6	7	511.6
Anand Rathi Wealth	23	8	453.5
Kotak Mahindra Bank	5	9	416.7
HSBC	11	10	227.0

Note: Ranked by FY2024-25 commission. Anand Rathi Wealth was disclosed in FY2014-15 as Anand Rathi Financial Services, ranked 23.

Source: AMFI commission disclosure, FY2014-15 and FY2024-25; 1 Finance Magazine.

What moved, moved inside the circle. NJ IndiaInvest went from third to first and is now the largest commission earner of any distributor in India, at ₹2,608 crore. State Bank of India climbed from 15th to 2nd. Of 2015's 379 disclosed names, 173 remain, and over 10 years almost no outsider broke in and pushed an incumbent out.

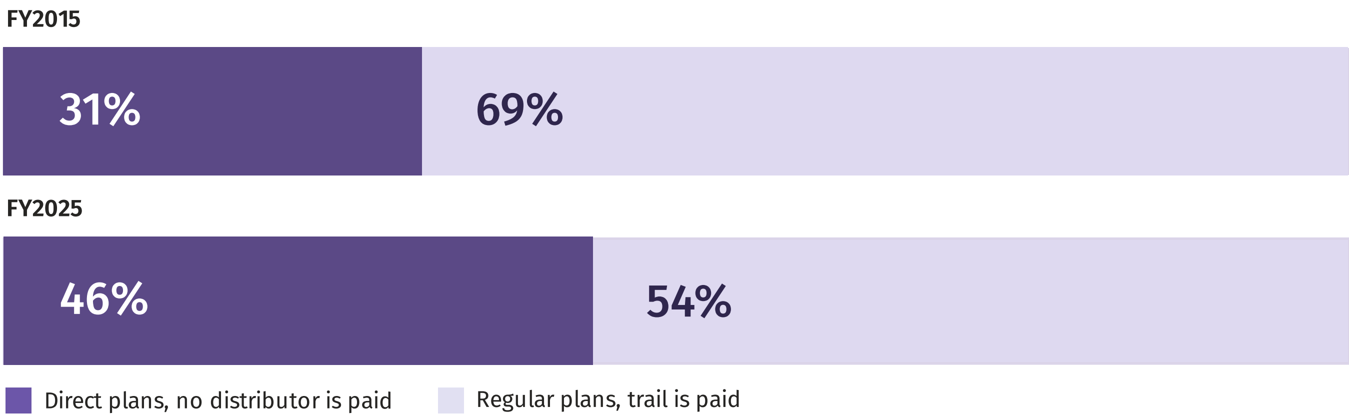
46% of Industry Assets Now Pay No Distributor

Direct plans held 46% of industry assets in FY2025, up from 31% in FY2015. No distributor is paid on any of it.

46%

of industry AAUM sat in direct plans in FY2025. Direct AUM grew 847% over the decade; regular-plan AUM, the kind that pays trail, grew 399%.

Share of industry assets (AAUM) by plan type



Note: Shares are of average industry AUM (AAUM). Direct plans held ₹28.02 lakh crore in FY2025 against ₹32.83 lakh crore in regular plans.

Source: AMFI average AUM (AAUM) data, FY2015 to FY2025; 1 Finance Magazine.

Mutual funds added ₹51.3 lakh crore of assets between FY2015 and FY2025. ₹25.1 lakh crore of it went into direct plans, where no distributor is paid. That is 49% of all the new money, against the 46% direct plans hold overall — which is why the share is still climbing.

The Next Ten Years

Between FY2015 and FY2025 the AUM held by smaller / non-disclosed distributors grew 426%, and their average income grew 57%. Three things caused that gap. All three are still happening.

1

More money is arriving without a distributor

Direct plans took 49% of all new money over the decade and hold 46% of assets today. Because 49% is more than 46%, their share keeps rising and regular plans — the only assets that pay a distributor — keep shrinking.

2

Trail rates keep falling

SEBI caps a scheme's expense ratio, and the cap tightens as the scheme grows. Trail is paid out of that ratio, so the same book earns less each year.

3

The largest firms have not changed

Six of today's ten largest corporate distributors were already in the top ten in 2015. The ten still take 51% of all corporate commissions.

Trail is earned only on mutual fund assets mapped to an ARN. The rest of a client's financial life gets serviced and earns nothing. All three changes above affect only that one part.

Advice is the part none of them touches. It has to be unbiased, paid for by the client rather than by the products it recommends; holistic, covering a client's whole financial life; and personalised, built for that one client.

About This Analysis

The commission and AUM figures draw on AMFI's commission disclosure database for FY2014-15 and FY2024-25, AMFI average AUM data from FY2015 to FY2025, and the AMFI Vision Paper 2025 (AMFI and PwC), with the FY2015 distributor count from Cafemutual. The ₹27,335 crore commission total is part-disclosed, part-derived: ₹21,106 crore is disclosed across 3,158 entities, and the residual ₹6,229 crore is allocated across the roughly 2.03 lakh distributors below AMFI's disclosure threshold, with the distributor count taken from the Vision Paper's 2024 base. LIC figures are from the LIC Annual Report FY2024-25, Schedule 2 (channel-wise commission), divided by total agents on roll.

Two caveats matter. The ARN register counts every registration, active or dormant, so segment averages blend full-time practitioners with inactive holders; they describe the economics of the field, not the income of every active professional. And AMFI's disclosure covers mutual fund trail only; an active multi-product practice typically earns from insurance, NPS or alternative products as well, so real take-home for working distributors runs higher than mutual fund trail alone.

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