MAJOR RESEARCH PROJECT

"Mutual Funds and Sagacity of their Investors"

Submitted By

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CERTIFICATE

This is to certify that Ms. Soni Rani, has completed the project titled “A study on investors’ perception of Mutual Funds” under the guidance of Dr. Saurabh Agarwal as a part of the Masters of Business Administration (MBA) curriculum of the Delhi School of Management, New Delhi. To the best of my knowledge, this is an original piece of work and has not been submitted elsewhere.

DR. Saurabh Agarwal

Head of Department	
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DECLARATION

I, Soni Rani, student of Delhi School of Management, Delhi Technological University, hereby declare that this Research titled, “A study on investors’ perception of Mutual Funds” submitted in the partial fulfillment of the requirements for the award of the degree of Masters of Business Administration (MBA) is the original work conducted by me.

I further declare that the information collected from various sources has been duly acknowledged in this project.

Name: Soni Rani

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ACKNOWLEDGEMENT

Any accomplishment requires effort from many people. This project work is not different. I sincerely appreciate the support; inspiration and guidance of all those who have helped me make this project successful.

I sincerely thank my mentor Dr. Saurabh Agarwal for making the resources available at the right time and providing their valuable insights leading to the successful completion of my project at the Delhi School of Management. Also, my vote of thanks goes to the following for theirkind help. I extend my heartiest thanks to them for giving me their guidance and the required information that helped me to complete my project. Also providing necessary information regarding the project and for his support in completing the project report.

Executive Summary

Mutual funds are a popular investment option among retail investors in India. Understanding the perception of mutual funds is essential to develop effective marketing strategies and investment products that cater to the needs of investors. This study sheds light on the many kinds of risks included in a mutual fund investment plan. Investors in this industry who invest in mutual funds and non-mutual funds provided the data. The correlation between asset allocation and variables including liquidity, financial literacy, and demographics is the main emphasis of this study. Highly risky funds and the liquidity of the fund scheme and the disadvantage of the mutual fund were expected to influence the investor's view of mutual fund investing. The primary source of data collected via the survey was used for the topical research. The study's shortcomings include a timescale and a small number of participants. As a result, more people prefer to put money into safe investments.

In recent years, mutual funds have been a popular tool for securing one's financial independence. Mutual Funds haven't merely helped households profit from the prosperity of Indian Manufacturing, they've additionally added to the booming economy of India.

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1. Introduction

Banking institutions known as mutual funds gather shareholder assets and employ them in sizable and well-diversified securities holdings, including governmental organizations and instruments, funding and commercial bonds, and fairness of split ownership of shares corporations. A mutual fund is a collection of collective funds that have been invested by several individuals independently of one another. Mutual funds were designed as organizations to offer possibilities to small investors to engage in the capital market. Small investors must count on a mediator who makes educated investment decisions and offers the resultant advantages of professional competence since they typically lack the time, information, training, and skills toreach the capital market directly. Less risk, competent management by experts, broad portfolios, investment flexibility, and tax savings are all positives for investors. Investors can take advantage of economies of scale by aggregating their assets via mutual funds. The SEBI,which serves as a supervisor, defends the rights of investors. Mutual funding restrictions were established by SEBI legislation in 1993.

1.1 Background

AN OVERVIEW OF INDIAN COMPANIES THAT DEAL IN MUTUAL FUNDS

Birla Sun Life Mutual Fund

One of India's leading mutual funds, Birla Sun Life Mutual Fund, has assets under management of more than Rs. 170456 crores as of August crores. Birla Sun Life Financial Services Asset Management Corporation Ltd., the investing arm of the Birla Sun Life Mutual Fund, is a joint venture between the Aditya Birla Group and Sun Life Financial Services, a worldwide leader of payment institutions.

Pathfinder Mutual Baroda Discovers

Now, Baroda Pioneer In charge of managing the trust is holding Management Corporation Ltd. Baroda Pioneer Mutual Fund (its AMC). The AMC was established as a completely owned division of theBank of Baroda in the year 1999. The management of the resources of the Baroda Pioneer Mutual Fund was the primary motivation for the company's founding. The Bank of Baroda and Pioneer Investments Premier Transnational Asset Allocation Group, a worldwide asset management, entered into a contract on October 5th, 2007.

HDFC Mutual Fund

Among the mutual funds with the finest performance over the pastfew years has been HDFC Mutual Fund. For the HDFC Mutual Fund, HDFC Holding Management Company Ltd serves as an asset management Limited company and is a joint venture between the company Standard Life Investments Ltd and home financing behemoth HDFC. It oversees schemes, including the intermittently created schemes, and carries out the Mutual Fund's activities. The fund managed assets of Rs. 25, 789 crores as of August 2006.

Sahara Mutual Fund

A financial institution owned by Sahara India, the primary business of the Sahara India Group, sponsors the Sahara Mutual Fund. SIFCL, a pioneer in the private market for public deposit mobilization, was established in 1979 and is the first residual non-banking business in India to get an authorization letter from the Banking Authority in the country. The Sahara Mutual Fund's asset management company (AMC), A private company called Saharan Asset Allocation Organization, was established on May 21,1992.

Tata Mutual Fund

The Tata group sponsors the Tata mutual fund, a leading fund for the entrepreneurial sphere in the nation that was founded in 1995. Tata Sons Limited and Tata Investment Corporation Ltd are the fund's sponsors. The mutual fund's investment manager is Tata Asset Management Ltd. The AMC's general manager, Ved Prakash Chaturvedi, is in charge of operations. Tata Investment Corporation owns the remaining shares in the AMC, with Tata Sons holding the majority. For both private and institutional investors, there are numerous varieties of investments available through Tata mutual fund subsidiaries. It was responsible for managing resources totaling Rupees. 12782.65 billion as of the final day of August the year 2007.

Kotak Mahindra Mutual Fund

Among the top mutual funds in the nation, Kotak Mahindra Mutual Fund had holdings under control that amounted to more than Rs.12,530 million as of the month of September 2004. The bank's subsidiary, Kotak Mahindra Bank, promotes the fund, one of the top banks in India that offer investment banking, business banking, stock broking, life insurance, and other financial services. In December 1998, Kotak Mahindra Mutual Fund introduced its first set of plans, and it currently oversees the assets of 4, 34,504 participants in a variety of plans. Kotak Mahindra and Mahindra investment firm was the first fund business in the nation to establish a specialized borrowing policy engaging entirely in state-owned holdings.

Unit Trust of India Mutual Fund

The Indian mutual fund business officially began in 1967 with the foundingof the Unit Trust of India (UTI). Up until the government permitted public sector banks to establish mutual funds in 1989, the UTI Mutual Fund's premier plan US-64 served as the industry's descriptor of choice. Large public sectors financialinstitutions corresponding to insurance companies the corporation, the State Bank of India Bank of the Baroda and Punjab National Bank, among others are the fund's supporters. The donors each own an identical portion of UTI Asset Management Company Private Limited, a wealth allocation firm. As of August 2006, UTI Mutual Fund was the biggest fund in the nation, managing over Rs.35,028 billion in assets.

1.2 Problem Statement

Normal investors can profit from the success of the stock market through mutual funds. Direct equity investment by investors carries the greatest degree of instability and unpredictability. Wholesaling buyers refuse to openly engage when trading stocks, but the need to take advantage of the equitymarket as a source of financial returns due to inflation requires it. To benefit from a return thatwill be inflation-adjusted real yields, it is necessary to raise knowledge of the value of participating in mutual fund programs. Consequently, this study is being undertaken to evaluate how investors view investing in Investment vehicles. The financial success of Collective investment programs will be assessed in this undertaking.

1.3 Objectives of the study

a) To investigate Indian buyers' use of joint funds.
b) To investigate the different mutual fund investment options offered to consumers in India.
c) To gauge how buyers feel about mutual fund plans.

1.4 Scope of the Study

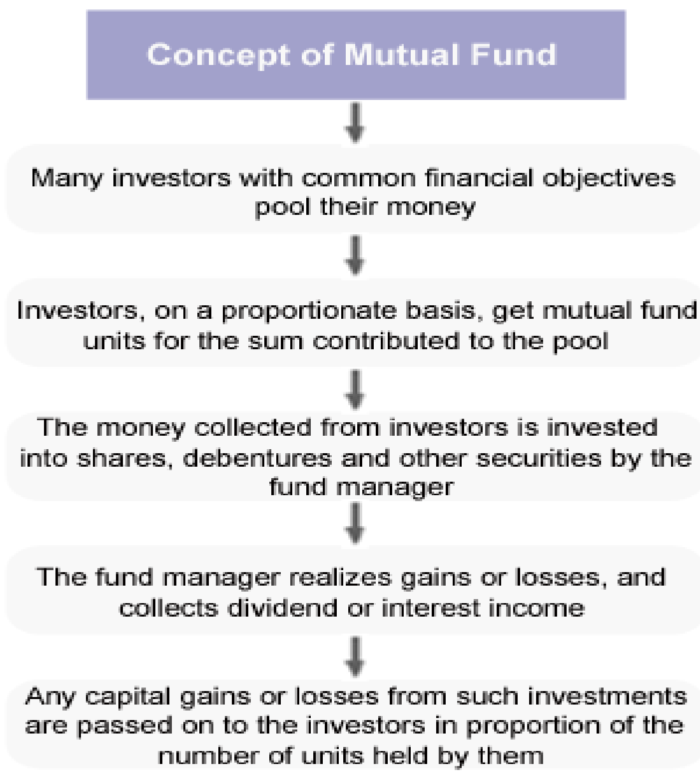
Among the different Indian mutual funds in operation Based on a practical survey, three mutualfund organizations have been found. These organizations chose equity money issued for the study. An educational endeavor, the financial information reflects the success of mutual funds for the 2012–2013 fiscal year. It is carried out over the course of one month, and the findings reached are affected by the business and economic climate of the year 201218.

The study is grounded in an array of investing and savings options., so there are many chances to selectan investment plan that is advantageous to both buyers and market businesses. Picking the beststudy method will help you make better financial and business choices.

2. Literature Review

Mutual Fund Concept:

The mutual fund industry is a business that pools the nest eggs of many people who have the same financial goals. The money thusly raised is then put to use by investing it in inventory, bankruptcy, and other kinds of marketable commodities. The revenue from such investments and the resulting capital increase are split among the unit holders after deducting the expenditures and earnings generated by the hedge fund's management. in accordance with the number of units they possess. As a result, a mutual fund aims to satisfy the needs of the average investorby giving them the chance to participate in a broad, properly maintained bunch of assets at a relatively cheap cost.



Theories of Mutual Funds

In both industrialized and emerging nations, several research on the development and equity funds have had satisfactory accuracy. conducted in the past. The subsequent research studieshave made significant contributions to the study of market timing, mutual fund efficiency assessment, and fund manager stock-picking skills.

Sharpe (1966) developed the metric to assess the threat of mutual fund return. The ratio of rewards to variability was the term for the measurement (Currently Sharpe Ratio). He assessedthe results of 33 fully accessible equity funds starting in 1945 to 1963 using this ratio. The findings demonstrated that the stock exchange was highly effective, which is why the bulk of the sample performed worse than the Dow Jones Index. A threat measure of investment portfolio (Jensen's alpha), developed by Michael C. Jensen in 1967, gauges the contribution of a manager's predicting skills to a fund's returns. The profit earned of a fund portfolio above the return of the benchmark index, when the portfolio is leveraged to have the benchmark index's standarddeviation, is known as the e SDAR, as stated by Statman (2000).

Penetration of Mutual Funds in India Abstract

The phrase "market penetration" describes the degree to which a good or service has permeateda particular consumer market. The volume of sales produced inside the market itself is frequently used to gauge the degree of saturation. A product that accounts for 20% of sales ina particular market is considered to own a greater percentage of the market. saturation than a comparable product that produces 10% of sales in the same market. The correct calculation of market saturation depends on knowing what the consumer market entails. The marketing strategy maybe viewed more broadly and utilized to determine a larger customer base.

Mutual Funds IndustryIntroduction

For the purpose of purchasing equities or loans, sovereign bonds, and accessories related to the moneymarket, mutual funds combine and collect money from many different investors. Specialist The funds that are raised are invested by the managers of the fund. a mutual fund scheme in securities such as equities, bonds, stocks, etc. in line with economic trends investing The agreement's objective. The revenues or profits generated by this group strategy for investing are distributed fairly throughout the shareholders after taking into account the appropriate charges and assessments by calculating the scheme's "Net Asset Value," or NAV. Mutual funds request a little charge in compensation.

Mutual funding is an investment vehicle that is collectively donated A Portfolio Controller competently manages the money that is contributed by several contributors. In India, mutual funds are created as charities within the Indian Trust Act of 1882, per the SEBI (Mutual Funds) Rules, 1996. The rules established by SEBI regulate and set limits on the expenses and levies that investment firms charge to run a program.

An Overview of Mutual Funds

History of Mutual Funds

In order to offer diversity to small investors at a reasonable cost, a Dutch merchant established Eendragt Maakt Magt, which translates to Unity Creates Strength in English, was the name of an investment trust established in 1774. Due to its popularity, further investment trusts with voluminous and unusual names which, when interpreted, understand as lucrative andcautious or little issues developed by consent were introduced. By dividing the investment among numerous equities, international and colonial authorities. trust, established in London in 1868, offered to give investors with modest resources the same benefits as wealthy investors.

INDIA'S BACKGROUND IN MUTUAL FUNDING

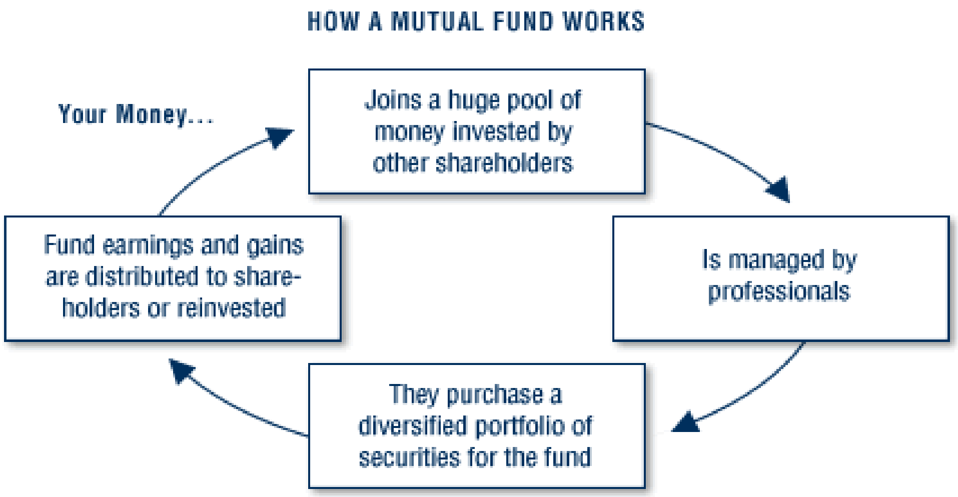
The course of development

The establishment of the Indian Trust for Units in 1963 signaled the development of an Indian investment trust sector. Ministry is working in cooperation with the central bank of India to achieve the main goal at the time, which was to draw in new investors. The followingphases help explain the expansion of the mutual fund marketplace across India.

MUTUAL FUND OPERATION FLOW CHART-

EFFORTLESS MUTUAL FUNDING

A mutual fund is a set of shareholders' holdings of stocks, bonds, or other assets that are overseen by a seasoned investing firm. It is challenging for an individual investor to build a diverse portfolio. Nonetheless, he can pursue the business and buy shares. As they make investing in debt and equity securities by ordinary investors simple, mutual funds have gaineda lot of popularity. Investors become the unit holder of the relevant units when they invest a certain value in mutual funds. Mutual funds then invest the money from unit holders in stocks,bonds, or other interest- or dividend-bearing instruments. Owners of units receive this moneyin distribution. The fund's unit holders may also get capital gains if the fund makes money byselling some equities at a premium cost.



Types of Mutual Fund Schemes

Many elements and parameters, such as the maturity time, the investment objectives, etc., might affect how mutual funds are used. Again, there are three major groups into which funds plans may be divided. Stocks, bonds, and cash are the three major asset classes in which equity plan funds invest. Based on the mix of assets, mutual funds mutual, hybrid, anddebt plans are categorized. Many kinds of the following list of mutual funds are available to investors.

Plans based on Development Timeframe

A mutual fund can be categorized as an unrestricted or restricted in scope plan depending on how long its life expectancy duration is.

An unrestricted endowment or strategy

An open-ended fund has no set maturity date and is accessible for a subscription. It can also be purchased constantly. Investors can easily purchase and price units in accordance with the value of net assets which is announced every day. Translucency is an open-end scheme's important characteristic.

A restricted in scope Fund/ Scheme

A restricted-in-scope approach has a predetermined maturation period, such as between four and nine years of operation. The savings account is merely open to participants for a set period of time at the time the scheme is introduced. Investors can now trade or purchase units in the company on the exchanges of stocks where these securities were authorized at the time of the program's initial public offering. To give investors an exit strategy, some closed-ended funds offer the option of exchanging the securities for additional mutual fund shareholders via recurrent buybacks at NAV-related terms. Traders need to have the ability to utilize at least one of the two departure alternatives, per SEBI requirements., namely a buyback facility or a listingon a stock market. These mutual fund programs typically reveal NAV on a weekly basis.

Plans Based on Investment Goals

A plan may be classified as a capital appreciation program, payout program, or balanced program contingent upon the plan's financial purpose. The plans in question could be either unrestricted or restricted in scope ones mentioned above. These types of structures fall mostly into the following subcategories.

Scheme Focused on Revenue or Assets

Growth investments seek to increase capital over the long run. Such programs often invest a substantial portion of their capital in stocks. Such investments are comparatively risky. These programs provide investors with a variety of possibilities, such as dividend options and capital growth. And based on their efficiency, the investors may decide on a certain choice. The possibility must be specified by the investors on the application form. Investors can subsequently modify their selections in mutual funds as well. Growth plans are beneficial for investors looking for development over the long term.

Income / Debt-Oriented Schemes

Investors' regular the objective for earnings vehicles is steady income. These types of investments often consist of fixed-income assets Bonds with commercial debt instruments, Treasury bills, and instruments of the money market are examples of financial instruments These funds carry less risk than stock plansdo. The changes in the equity markets have no impact on these funds. However, there aren't many chances for capital growth in these products. Variations in the nation's interest rates havean impact on the NAVs of these products. Such funds' If borrowing costs fall, NAVs are anticipated to climb in the foreseeable future, and the opposite is expected. Investors, though, might not give thesechanges any thought.

Balanced Funds

Balanced funds invest in both equities and fixed-income assets in the ratio specified in its offer document, with the goal of providing both growth and consistent income. Investment seekers seeking steady growth should choose these. Most of the time, they allocate 50% to 60% of their funds to both capital and debt instruments. These funds are also affected by the varying share prices on the stock market. However, compared to pure equities resources, both products' net asset values are presumably less volatile.

Flexible funds as well as cash exchanges

These funds are dividend investments with the objectives of providing minimal earnings, ease of accessibility, and the preservation of capital. These funds only make investments for a brief period in more secure securities which includes US Treasury securities, CDs, commercial document, interbank call currency, bonds from governments, etc. Those on these plans fluctuate far less than those on other funds. Money Market or Liquid Funds. The use of these funds for holding extra cash is appropriate for both company and individual financiers.

Gilt Funds

All investments made by these funds are in securities issued by the government. A default risk does not exist for sovereign debt. The NAVs of these schemes fluctuate in reaction to changes in interest rates and other alterations in the economy, just like profits- or budget deficit-oriented arrangements do.

Index Funds

Index funds mimic an index's holdings, for instance, the Standard & Poor’s NSE-50 benchmark theBSE sensitive index, etc. These programs invest in the identically valued commodities that comprise a benchmark. Due to a few reasons that are technically referred to as "tracking error," These programs might experience an increase in NAV. or decrease in accordance with the increases or decreases in the index, but not exactly by the same proportion. In this context, relevant notifications are givenin the mutual fund scheme's offer document. On a shares swapping, various mutual investments are traded., have also started exchange-traded index funds.

The Mechanism for Deposits Connected to Fairness

Mutual securities provide equity-funding options. as equity-linked savings plans (ELSS). Young individuals are a good fit for this strategy since they can assume more risks. More than 85% of the ELSS Investments funds' resources should go towards capital for investments in equities and related securities.When the markets are down, it is the best time to invest in them. Now that they are available year-round. Another option to invest in these funds is through methodical investing, which entails making tiny, recurring investments. There will be dangers given that it is an economy-linked commodity.

Defining Mutual Fund Risk

Because of the investments they hold, mutual funds are subject to risk. A bond fund, as an illustration, is subject to income and interest rate risk. Interest rates and bond values have the opposite relationship. Bond values will decrease as The costs of borrowing are increasing, and the other way around. The fluctuation Bonds are affected by changes in rates of return. income as well. Bond yields effectively follow changes in Mortgage rates falling as rates rise and rise while rates are falling. A short-termbond fund is more susceptible to income risk than A fund for bonds with a long tenure. The price of a particular industry investment fund that makes investments like telecoms is alsosusceptible to changes in that industry. A stock fund with investments in several sectors isbetter protected from this risk, which is known as industry risk.

A dictionary of key dangers to think about while purchasing mutual fund assets is provided below.

Threat of Announcement

the likelihood that a bond issuer may call or redeem a high-yield bond before the bond'smaturity date due to declining interest rates.

Country Risk

It is possible that Political occurrences (a conflict in general polls), monetary problems (rising price hikes, sovereign collapse), or catastrophes caused by nature (a tsunami, a poor harvest) could all undermine a nation's economy and reduce investments in that nation.

Credit Risk

the potential for a bond issuer to delay making principal and interest payments. likewise knownas default risk.

Currency Risk

A rise in the value of the US dollar relative to other currencies raises the chance that profits for Americans investing in international assets will be lower.

Income Risk

There is a chance that a fixed-income fund's payouts would decrease due to lowering interest rates as a whole.

Industry Risk

It's possible that changes in one industry will cause a group of stocks in that industry to lose value.

Inflation Risk

The likelihood exists that rising costs of living will cause a fund's real inflation-adjusted returnsto decline or disappear.

Interest Rate Risk

It's possible that an increase in interest rates will cause a bond fund's value to decrease.

Manager Risk

Manager risk is the chance that the investment adviser of an actively managed mutual fund willfall short of carrying out the fund's stated investment strategy effectively.

Market Risk

Market risk is the chance that overall bond or stock fund prices will drop over the course of ashort or even a long time. The marketplace for bonds and securities frequently moves Prices fluctuate in installments, rising and falling at different times.

Main Concern

Probability likelihood an expenditure will lose money in comparison to its initial or the sum contributed.

Where Liability is Calculated

Each of the pair of methods. you can use to assess a fund's riskiness.

Deviation from the norm

Over time, a fund's deviation from the norm is an indicator of how much the performance level differs from the overall average. A low standard deviation is preferable because it is a gauge of risk.

Sharpe Ratio

By taking into account This ratio creates an individual quantity corresponding to the returns adjusted for risk by combining combined profits and volatility. A high Sharpe Ratio is beneficial because it is a gaugeof risk-adjusted returns.

Observations to Make When Participating in Mutually Beneficial Funds

Take into account the risk in addition to the NAV.

There are three out of three stars for both Coalition Acquire the Country and Coalition Prosperity. That implies that their price points are equivalent. That does mean their NAV is identical. In actuality, Purchase India's equity is 16.05 whereas The Partnership Ownership is 91.66. Alliance Purchase India, on the other hand, incurred a moderate danger and generated a moderate reward., whilst Partnership Ownership took a higher risk and obtained higher returns. So their stars are similar, although one has a greater NAV.

1. Better returns may not necessarily imply a higher ranking.

   As compared to the others, a fund with much more ratings does not necessarily yield a larger return. That simply implies that you won't put too much danger on your money while yet receiving a reasonable return. A two-star ranking is given to Partnership Assistance with Taxes '96, whereas Birla Equity Obtains a four-star ranking. The 2-star-rated fund, however, has a greater NAV (131.96) than the 4-star-rated fund (39.37).

2. There is no correlation between rating and risk.

   131.55 is the Frequency for Roosevelt Hindustan Premier. compared to 67.09 for Birla Advantage. Althoughthe return is larger, Despite what some may believe, Roosevelt Indian Central is presenting a higherrisk. In reality, Roosevelt Hindustan Premier has a 5-star rating from us, whereas Birla Advantage receives a 2-star rating.

Investments Have Benefits The quantity of Selections

Mutual funds make investments in line with the stated underlying investment goal at the time a plan is launched. Mutual fund offers many different goods to fulfill the demands of investors, including equities funds, debt funds, gilt funds, and many more. Debt funds providethe sort of security intended for long-term investments, but monies allocated to the industry can be just as dangerous as the stock markets themselves. The investor's risk profile must be taken into consideration when choosing the fund because each of the above-mentioned products carries a unique set of hazards. This is the only relevant criterion in this situation.

Diversification

Because not all stocks trend in an identical way at once, diversification lowers risk. Using a mutual fund, one may attain this diversification for a lot less money than they could on their own.

Liquidity

Under the open-end and close-ended schemes, the investors may redeem their investments or withdraw their money at prices based on net asset value. In close-end schemes, the shares canbe traded as a transaction for commodities current market prcommodity’stion of direct buyback at NAV-related pricing is also offered by mutual funds.

In good order

The mutual fund sector is very tightly controlled. Any investments that you make must be taken into consideration, and judgments are wisely made. In this situation, SEBI functions as a genuine watchdog and has the authority to penalize the negligent AMCs. Effective implementation of the laws intended to safeguard investors' interests.

Transparency

The law mandates that investments in mutual legal tender disclose the holdings, investing patterns, and any other information that may be deemed relevant, and known to all investors. This implies that, in order tomaintain system openness, information on investment strategy, market outlooks, and scheme-related facts are provided at regular intervals.

Convenient Administration

You can reduce documentation and avoid various problems, such as malfunctioning equipment, by putting money into annuities. including faulty supplies, following up with traders and delinquencies and businesses. Mutual funds allow you to invest quickly and easily.

Taxation on mutual funds

According to the rules, According to section 11(28D) of the Revenue Act, an Indian investment company licensed with SEBI, the Securities systems subsidized by specific public sector banks, and those acknowledged by the national government or endorsed by the central bank of India are all excluded against payment. According to the guidelines of subsection 195(v) of the revenues tax statute, any income that is more than the amount of spending shall be distributed to the mutual fund.

MUTUAL PROGRAMME FAILURE

- Stakeholders' ability to influence expenses is limited.
- No customized presentations exist.
- Keeping track of various types of resources.
- Picking an appropriate complicated financial arrangement.

3. Research MethodologySources of Data Introduction

Secondary data provide the foundation of this report. The majority of the data used in this analytical analysis was gathered from secondary sources. The secondary data was gatheredfrom a variety of journals and websites. Secondary information relies on details gathered from earlier research projects carried out by other periodicals.

The following are the study's goals:

- Knowledge of The Indian market for mutual funds is growing.
- Identification of investor selection behavior.
- Identification of stakeholders' perception of mutual funds.

Research Design

The plan for conducting the project's research activity is called the research design. The research component of the study on investors' perceptions of mutual funds involves the choices that investors must make when making an investment selection among the funds theyhave chosen.

Research is divided into two parts:

❖ **Research Methods**

In accordance with the study, a descriptive research approach was used for the survey. Thepoll seeks to understand how investors view mutual fund investments. A descriptive study approach was used since there was only enough time and money to drawone sample from the population, and the sample could only be used to gather information once.

❖ Collection of Data

Primary Data Survey research (using a structured questionnaire) was chosen since the study calls for the methodical collection of data.

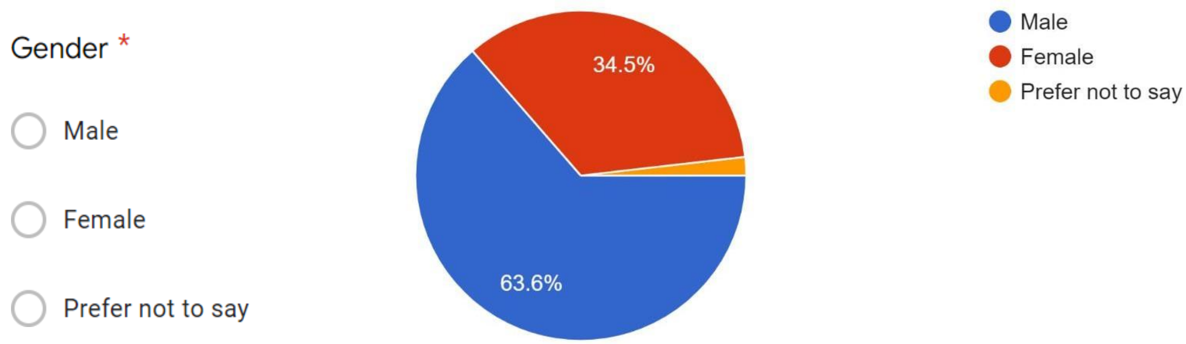
Limitations of the Study

The following are some ways in which the study has limitations.

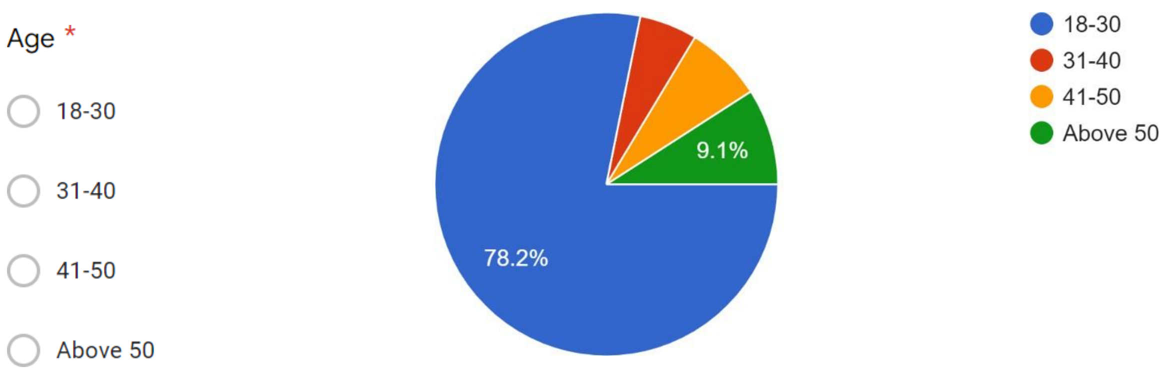
- Time restrictions - Due to a lack of time, it's probable that not all the relevant andimportant components of the project will be addressed.
- The extent of the analysis depends on the data's accessibility.
- Evaluating the reliability of secondary data is particularly challenging prior tousing secondary data.

- Inconsistency between the purpose for which the data was obtained and the purpose forwhich it was utilized.
- The desired data might not be accessible or it might be outdated.

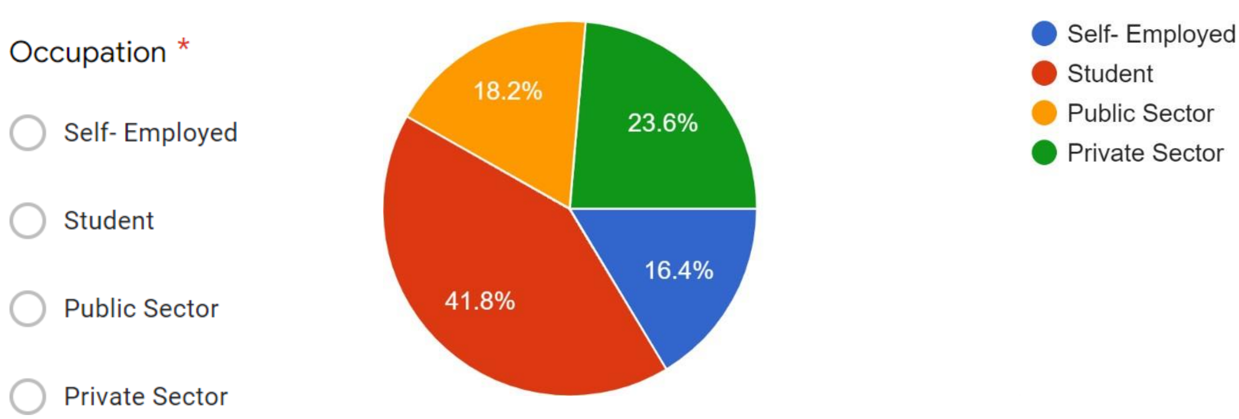
4. Data Analysis



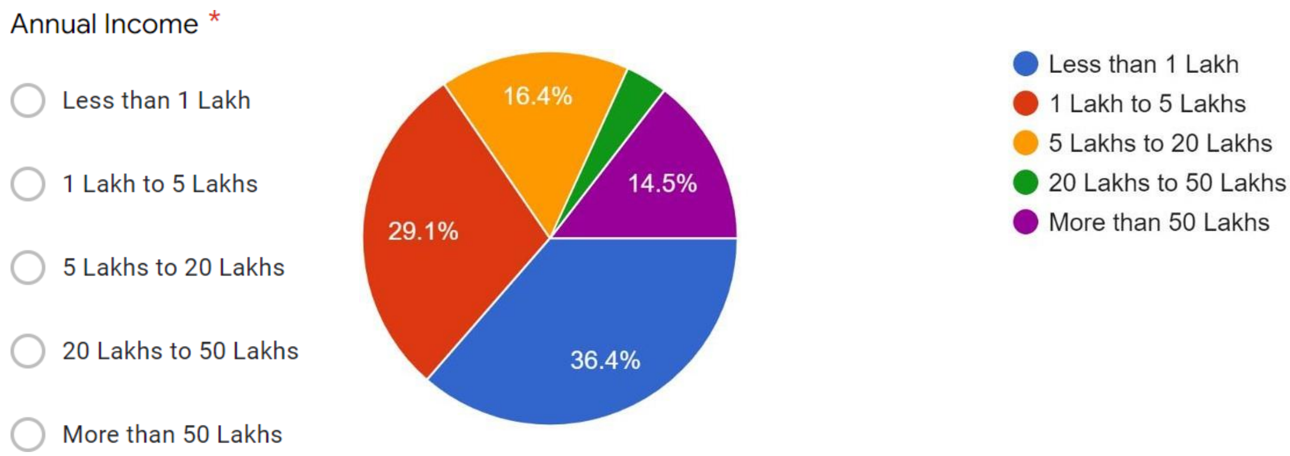
Interpretation: Out of 50 respondents 63.6% were male, 34.5% were female and the rest 1.8% prefer not to say.



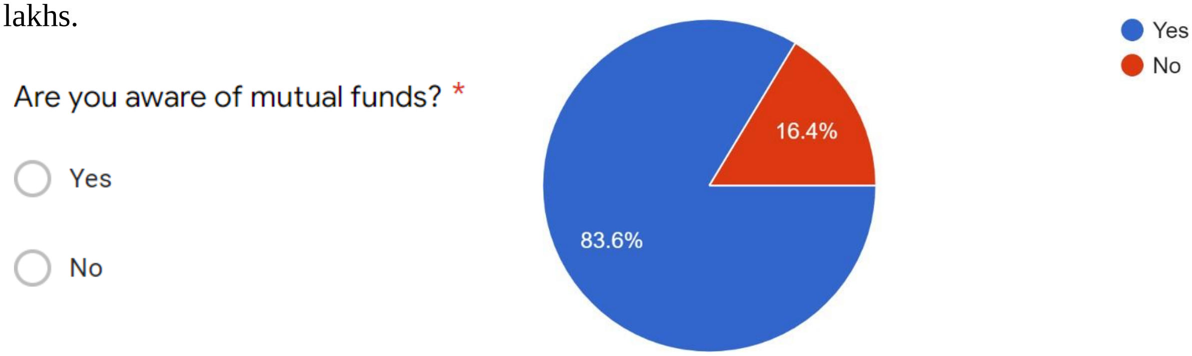
Interpretation: Out of 50 respondents 78.2% are aged between 18-30, 9.1% are above 50 years, 7.3% are between 41-50, and 5.5% are aged between 31-40.



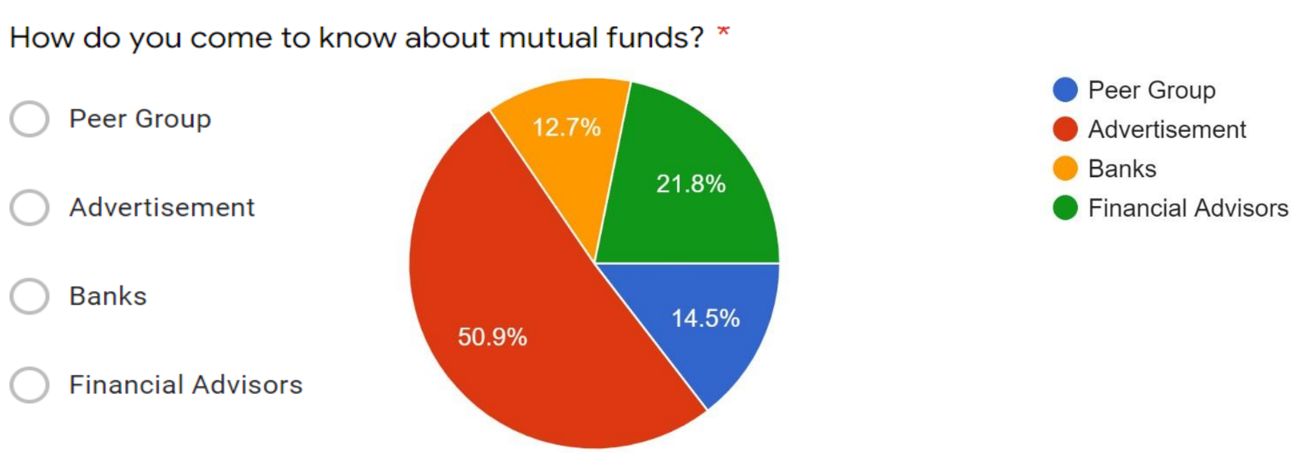
Interpretation: Out of 50, 41.8% of respondents are students, 23.6% are private sector people, 18.2% are public sector people, and rest 23.6% are self-employed.



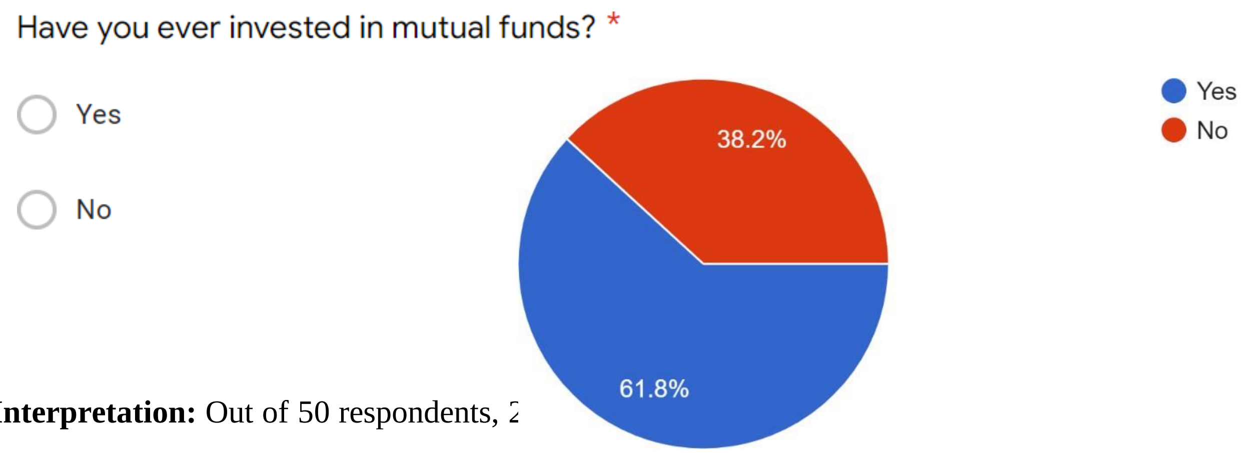
Interpretation: Out of 50 respondents, 36.4% are having annual income of less than 1 Lakh,29.1% have an income between 1 lakh to 5 lakhs, 16.4% have an income between 5 lakhs to20 lakhs, 14.5% have an income of more than 50 lakhs and rest have income between 20 to 50 lakhs.



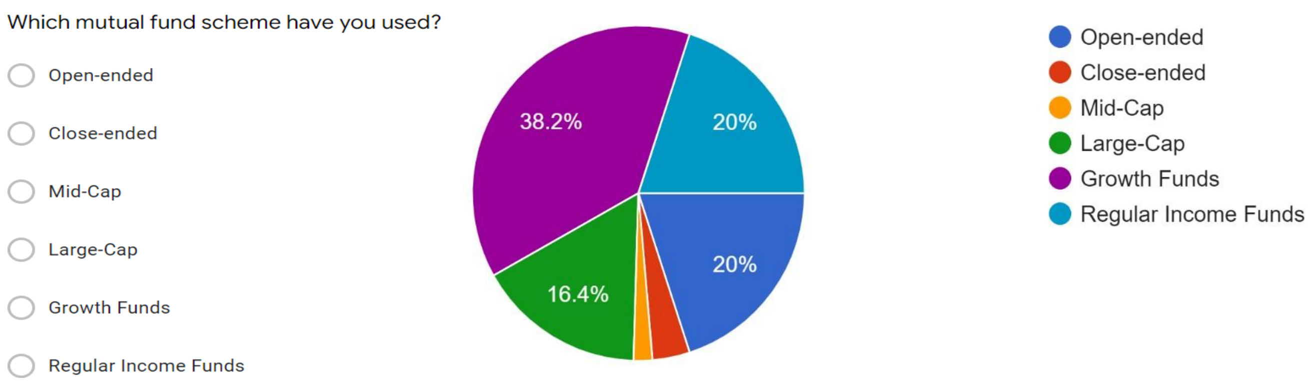
Interpretation: Out of 50 respondents, 83.6% are aware of mutual funds and 16.4% are not aware of them.



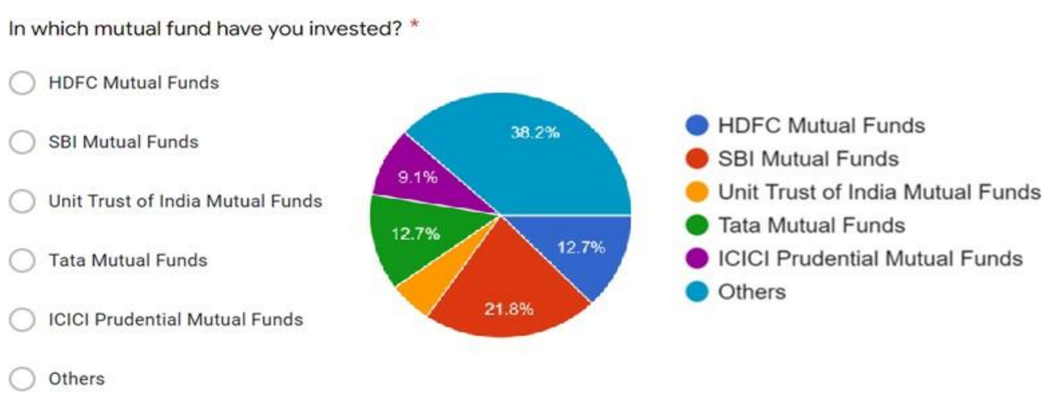
Interpretation: Out of 50, 50.9% of respondents came to know about mutual funds through advertisement, 21.8% through financial advisors, 14.5% through peer groups and rest 12.7% through banks.



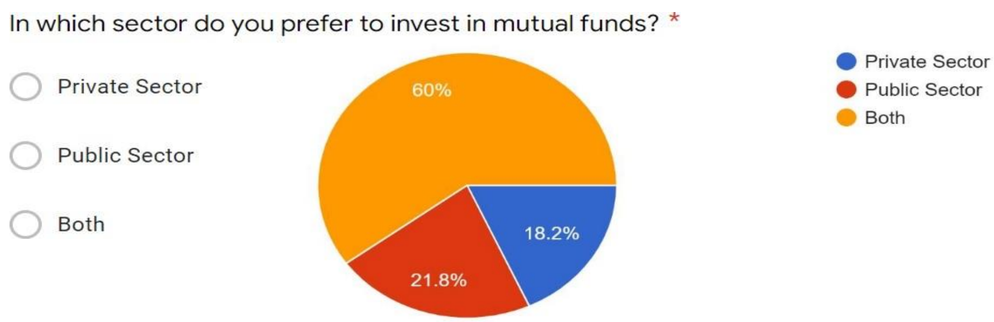
Interpretation: Out of 50 respondents, 2
investment vehicles, compared to sixty-one percent who have.



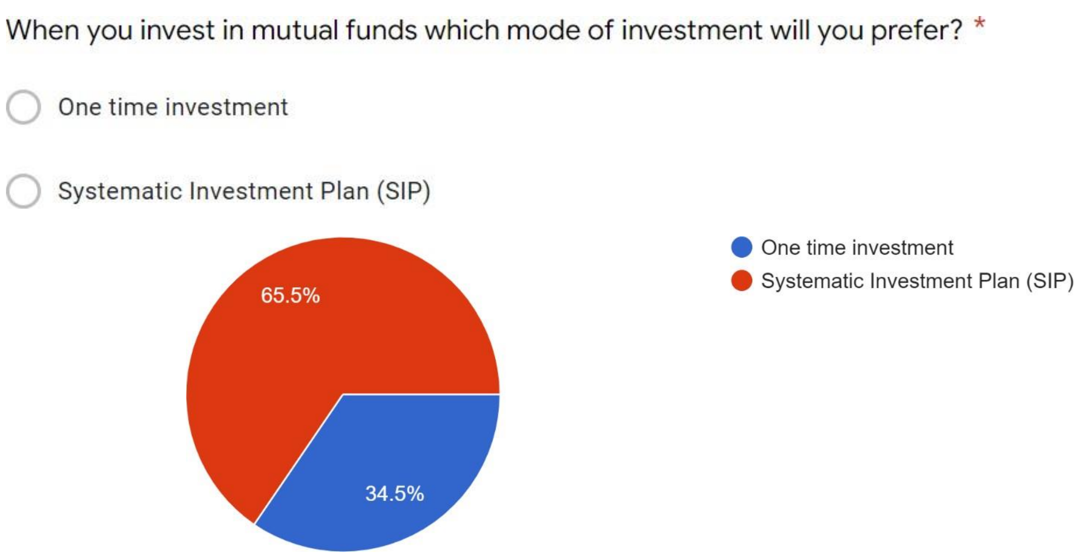
Interpretation: Out of 50 respondents,38.2% use growth funds, 20% uses regular income funds and open-ended funds, 16.4% use large-cap scheme, 3.6% use close-ended and 1.8% use mid-cap funds.



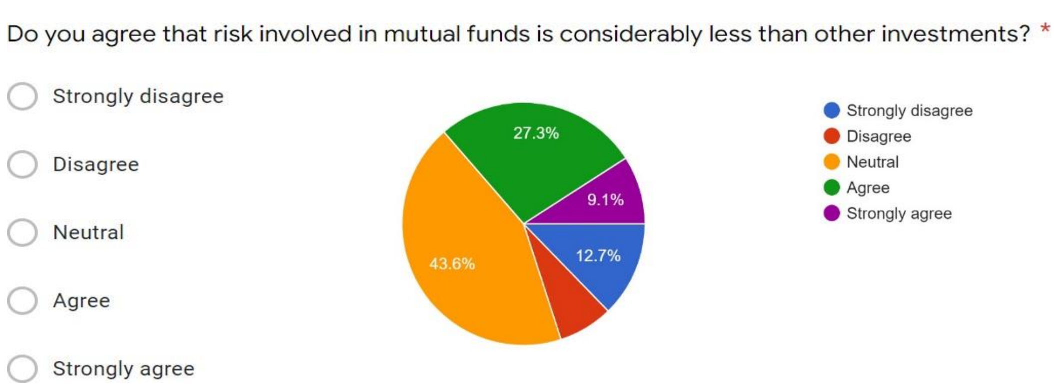
Interpretation: Out of 50 respondents, 38.2% invested in other mutual funds companies, 21.8% invested in SBI mutual funds, 12.7% invested in Tata mutual funds and HDFC mutualfunds, 9.1% invested in The remainder was put in UNI bond funds and HDFC conservative mutual fund holdings.



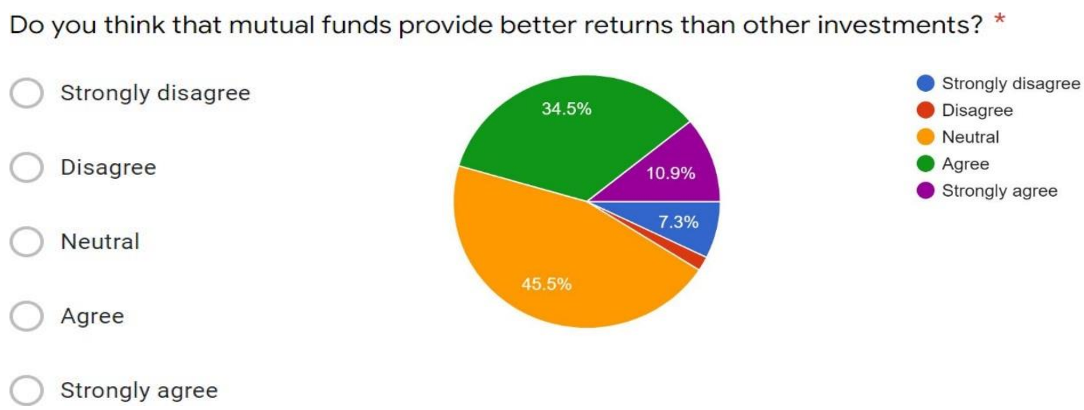
Interpretation: Out of 50 respondents, 60% prefer to invest in both the public and private sector, 21.8% prefer only the public sector and 18.2% prefer only private sector.



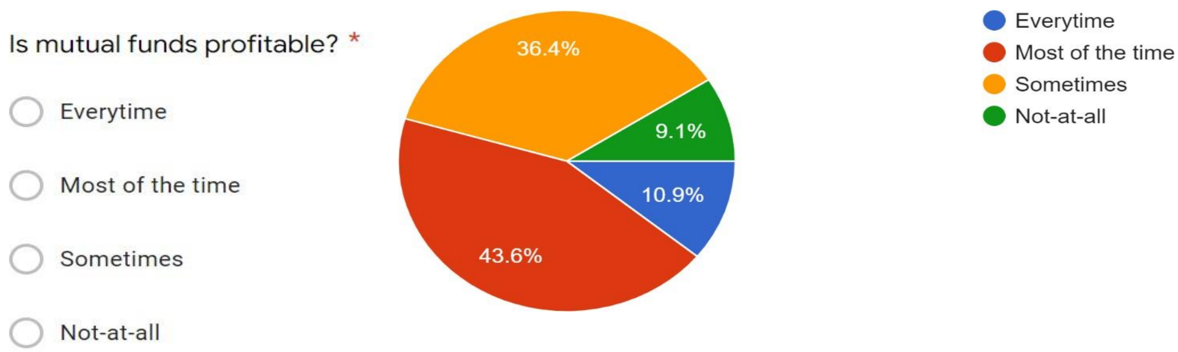
Interpretation: Out of 50 respondents, 65.5% prefer SIP, and the rest 34.5% prefer One-time investment.



Interpretation: Out of 50 respondents, 43.6% are neutral when asked about the risk involvedin mutual funds being less than other investments, 27.3% agree, 12.7% have strongly disagreed,9.1% strongly agree and 7.3% disagree.



Interpretation: Out of 50 respondents, 45.5% said they are neutral that mutual funds providebetter returns than other investments, 34.5% agree, 10.9% strongly agree, 7.3% strongly disagree and 1.8% disagree.



Interpretation: When asked aboutwhether mutual funds being profitable out of 50 respondents, 43.6% said mutual funds are profitable most of the time, 36.4% said sometimes they are profitable, 10.9% said every time, and 9.1% said mutual funds are not at all profitable.

5. Findings and Recommendations

Many Mutual investment vehicles are known to buyers, thereby yet the majority of them have a negative opinionof them since they lack knowledge about the various Mutual investing programs.

- The dangers included in investment funds investments are of particular concern to investors.
- The primary reasons why investors choose mutual funds are tax exemption andliquidity.
- The average person is unaware of several mutual fund plans that exist.
- The majority of respondents don't have a thorough understanding of mutual funds, which is possibly why they don't invest in one.
- They save between 35% and 40% on average. This number should definitely be considered.
- The majority of respondents view bank deposits as investment instruments. As it is theirsafest alternative and they are unsure of the differences between saving and investing,they choose this option.
- The majority of respondents were unaware of the different mutual fund schemes. When it comes to keeping in mind all the different investment vehicle titles people tend to remember SBI, UTI, and ICICI mutual funds.

6. Limitations of the Study

The following are some ways in which the study has limitations.

- Time restrictions - Due to a lack of time, it's probable that not all the relevant and important components of the project will be addressed.
- The extent of the analysis depends on the data's accessibility.
- Evaluating the reliability of secondary data is particularly challenging.
- Prior to utilizing the reliability of inner additional information and supplementary statistics might beinflated or skewed.
- Inconsistency separating the intent behind why data was collected and how it was used.
- The desired data might not be accessible, or it might be outdated.

7. Conclusion

The data leads us to conclude that In India, which was decided the concept of investing in mutual funds is still rather new. Thisregion is seeing mutual funds expand at a similar rate to how they are becoming more significant across the nation. The following facts may be easily deduced from the paper inaddition to those mentioned above.

- In India, there are several chances for mutual funds.
- Because there are so many businesses in this sector, competition is fierce.
- Investors do not have a mindset that favors mutual funds. People continue to consider investing in conventional investment options. Mutual funds are not effectively explained to investors.
- There are a few private sector banks that solely sell mutual funds through their offices,including ICICI, HDFC, UTI, ING VYSYA, and others.
- Mutual fund representatives with specialized knowledge are uncommon. There are nofinancial advisors visible who can inform investors.
- Seldom do you see posters, banners, or other forms of advertising in this market.
- Companies that offer mutual funds do not employ pushy tactics.
- The major rivals of mutual funds are and perhaps always will be insurance products.
- Almost 50% of respondents had an erroneous idea about mutual funds.
- The majority of respondents say they are happy with their current return on investment.
- The majority of respondents said that they were unwilling to take chances whileinvesting in mutual funds.

8. References

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Summary