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E-MAIL

editor.ijmmsa@gmail.com

editor@ijmmsa.com



A STUDY ON AWARENESS OF MUTUAL FUNDS AMONG FINANCIAL INVESTORS IN IIFL

Bade Ananda rao, P.SIRISH, P.PRATHIBHA

ABSTRACT:

Indian investors have a variety of options for investing their money. Individual investors have a variety of investing alternatives, including mutual funds. Despite the fact that mutual fund investments are riskier than post office savings and bank fixed deposits, they provide investors with the benefits of stock market investing. Mutual funds collect money from a variety of investors and invest it in stocks and shares of various companies through the stock market, based on the mutual funds' investing objectives. A typical investor may lack the resources and expertise necessary to invest in the stock market. This is where mutual fund companies come into play. They combine the funds of a large number of small investors, and skilled fund managers strive to provide the best possible return to these investors. Mutual funds come in a variety of shapes and sizes. Equity funds, debt funds, balance funds, tax-saving funds, index funds, and so on are examples of these. Index funds are mutual fund schemes that invest in the same shares indexed in a certain index at the same weightage of the shares that make up the index. The research investigates investors' awareness of mutual funds and their preference for them over alternative investment options. The survey goes on to look at how well-informed investors are about various mutual fund schemes, including index funds. Mutual funds, index funds, investor awareness, and investor preference are all key words.

INTRODUCTION

The project dealt with the study of economic investors' knowledge of the mutual budget in Hyderabad. A design of analytical and descriptive research is used in this examination. Data have been collected via surveys and interviews. The length of the sample collected for the business

was 43. The greatest number of responders having access to the mutual budget was found. Nevertheless, they were more interested in doing business afterwards with mutual funds. Some had previously worked and carried out a business insurance firm as a part-time job.

*Assistant professor
Department: MBA
Visakha Institute of Engineering & Technology,
Division, GVMC, Narava, Visakhapatnam, Andhra Pradesh*

Therefore, they have no time to create a successful mutual budget business in this distressing timetable. Some other people who were interested in conducting joint-price activities did not wish to submit the review of the Mutual Fund Association in India (AMFI) in writing today. While 72 percent of the respondents had access to mutual financing, the AMFI test was passed by the 3 percent most effective. The responders must thus be persuaded to write the AMFI examination. A wider range of mutual fund operators may thus be needed to conduct business.

REVIEW OF LITERATURE

For certain purchasers with a shared economic goal, a mutual fund is an agreement with the common financial savings. The money generated is thus invested in capital market options, including stocks, bonds and other assets. The earnings made from these investments and the value of the capital found by the holders of the units in their participation is divided by the number of units they possess with their aid. The mutual fund thus provides the best financing for an uncommon individual, because it offers the Securities investments are growing at a high level in industry and sectors, and the danger has thus declined. Diversification lowers risk since not all stocks may flow directly into the same stock simultaneously — the mutual fund provides traders with instruments according to the amount of money they invest. Investors in budget sharing are known as unit owners.

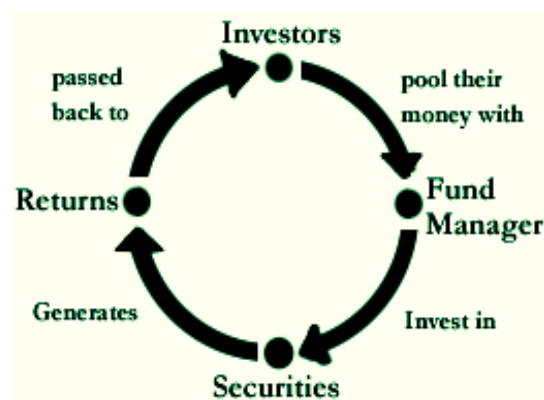
Purchasers share a portion of their gain or loss investment. Mutual funds usually emerge with certain plans that have certain investing goals that may be established from time to time. A stock fund is needed to be registered with the Indian Stock Exchange Board (SEBI), which governs stock exchanges before the general public may build up the budget.

Buyers are offered various financing alternatives. Mutual finance also gives retailers great funding possibilities. It also involves some dangers, like any investments. After changing tax on numerous units, traders have to evaluate risks and anticipated profits in deciding to invest

Organization of mutual funds:

A mutual fund with a sponsor, trustees, AMC and a custodian is established. A sponsor or several sponsors, such as a business promoter, will take into account. The mutual fund custodians hold their assets to the advantage of the unit's owners. AMC, supported by SEBI, controls the price range via investment in different kinds of securities. The custodian, registered with SEBI, retains in his custody the values of the various fund plans. The trustees have total control and control of AMC. Reveal the performance of SEBI

chance to invest in a diverse and properly managed securities basket for minimal charges. The following figure illustrates the functioning of a pool in general:



Source: www.amfiindia.com

A mutual fund is a method for pooling resources by providing traders' units and making financial investments in securities according to the goals stated in the offering file.

with the aid of the Mutual Fund of SEBI that requires at least that the directors of the Trustees Company or the Board of Trustees be unbiased. They have no connection with sponsors anymore. 50% of AMC managers have to be prejudiced. All SEBIs are required to register before any plan is launched.

MUTUAL FUND SCHEMES

- Expiry term for mutual funds schemes:
- In an open project the standard fund scheme may be indicated by the age of the majority.

Fund / time of opening:

- An open fund or an open box is the fund which has to be continually subscribed and repurchased. These tables have no particular period of time. Investors may easily purchase and sell equipment at the net asset value (nave) rates, which are published every day. Liquidity is the primary characteristic of open charts.

Box / plan closed

- The last fund or plan includes the five to seven year period of puberty. The fund is only available for subscription for a certain period at the start of the programmed. In the exchange where the tools are indexed, the investor must purchase or sell tools for the plan. In order to give traders with an exit cycle, a few closed funds provide an alternative to back up tools for regular repurchases.

- Navy-related rates. The sebi regulations stipulate that at least one of the exit options is on the stock

market. Mutual balances are usually provided on a weekly basis.

- Major distinctions between open and closed graphs:

- Box / splitter:

- Internal funds mix open and closed graphical features. It may be sold or exchanged at professional navigation intervals

- Schemes for the purpose of the investment.

- The plan may alternatively be characterized as or balanced project, taking its investment goal into consideration. These systems may be opened or closed, as explained above. The following may be classed as exceptional schemes.

Plan for growth/equity:

- The aim of al-Indihar funds is to provide long-term capital needs. In general, such plans spend much of the group in activities. This money is relatively risky. These tables provide selected buyer alternatives, such as alternate income distribution, capital expansion, and so forth. Buyers may also pick from their options. Buyers must choose the software template implicitly. Mutual funds enable purchasers to afterwards alter choices. Growth plans are correct for investors with long-term expectations of gain.

Scheme for Guided Income/Debt:

- The profit budget aims to offer purchasers with regular and ongoing profits. These systems typically spend money on assets with stable income, such as bonds, corporate bonds, government securities, and money market instruments. Compared to stock plans, this price range is less volatile. These funds are not impacted by stock market movements. However, there are also restricted opportunities to raise money in this budget. In the United States, the net asset value of such funds is influenced by currency rates. If interest rates decrease, the price range of the net asset value is expected to rise in the near term and vice versa. Long-term purchasers may not create abrupt changes, though.

Balanced Fund: Balanced Fund:

- Financial stability is aimed at ensuring every excellent boom and profits as each of these schemes invests in outstanding shares and securities according to its bidding papers %. This is good for those seeking modest growth. They usually spend 40% - 60% on capital and debt. These financial resources are also impacted by changes in the stock markets' percentage rates. The net asset value in this budget is, nevertheless, likely to be lower than the capital fund.

- Money or liquid fund market:

- Profit money is also the budget, aimed at providing liquidity, renewal capital, and simple income. These graphs exclusively invest in fast and secure units consisting of treasury bonds, deposit certificates, technical and interbank money, assets of government, etc.

- This pricing range is ideal for businesses and particular industries as a strategy for rapidly closing their price range.

- Schemes for tax savings:

- These schemes offer purchasers with tax refunds in accordance with the specific provisions of the 1961 Income Tax Act, which give tax advantages for investments, for instance in associated savings programmers.

RESEARCH METHODOLOGY:

This observation has frequently been a descriptive-analytical model to understand the degree of awareness of shared finances by economic traders and their desire to create a joint budget for a business company.

The research and the results are completely based on accumulated data from two key sources. • The main assets are:

• Subsequent sources

The main sources are data established through firsthand contact with workers and authorities. The questionnaire and the interview method were used to get information from respondents for the main reasons of records. The survey consisted of 11 requests from currency speculators. The census dealt with all the issues connected to economic merchants' knowledge. The secondary sources of the mutual budget mainly include the following resources survey;

- Internet. Internet

- Books

- Newspapers and journals

- Company manuals and records

- Brochures

PROCESSING AND ANALYSIS DATA:

The assessment was conducted using MS-Excel. First, the answers provided by the responders were immediately put into an understanding sheet. Then the numerical values were extended by use of a codebook. It was produced in the PC format and these raw data were analyzed using basic statistical methods. The findings were provided and checked through the use of percentage tables, bar charts and pie charts.

OBJECTIVES

The aims of the look are:

- Find out how many financial operators know about mutual financing.
- Find out how many money buyers passed the AMFI examination.
- Find out how many financial investors are interested in building joint budget enterprises.

THE STUDY SCOPE:

- The theoretical components of mutual funds are included in this section.
- Appearance the look of the money operators in Hyderabad by examining the attention of mutual funds
- The appearance was altered to Hyderabad and Secunderabad.
- Take a look to take place from 16 January 2008 to 15 February 2008.

THE STUDY LIMITATIONS:

- The time factor is the main barrier to looking. The examination time is restricted to 45 days simpler.
- The research was restricted exclusively to Hyderabad and Secunderabad and the effects cannot thus be extrapolated in other regions.
- The chosen employer's length was the best 43 who couldn't be a population consultant.

NEED FOR THE BOOK

Financial planning requirement

Financial planning in internationally developed areas is getting more popular. People may have various dreams, ambitions and desires as well.

For example. For example.

Own a new vehicle, purchase your home of desires, provide your children enough education,

arrange a great marriage for their offspring and have a fantastic time after retirement.

But how many of these desires are realized in these worldwide days of whirling taxation and increasing inflation? By planning correctly, PO.

- Towards investment planning:
- Using to make money increase.
- Towards cash flow planning:
- Assets must be provided and other periodic financial needs to be met.
- Tax Planning: Saving tax and increasing income. Tax Planning.
- Insurance Planning: For protection purposes.
- To provide children a financially stable existence. S Future Planning:
- Towards retirement planning: because retirement is time to rest and don't worry.

INDUSTRY PROFILE

Alternative stocks are exchanged using shares (shares, equity). India has two major stock markets (the Bombay Stock Exchange - BSE and the National Stock Exchange - NSE) and a number of smaller exchanges such as the Jaipur Stock Exchange. Click here to see the bursary list in India

The investor may change shares in any of India's stock transactions.

Broker:

The investor asks a stock agent to purchase and promote stock exchange shares (BSE, BSE, etc.). Stock Broker is an alternate inventory registered member. One or more stock exchanges may be registered by a stockbroker.

Only stockbrokers may simultaneously purchase and sell shares. Investors must contact a stock broker to swap shares – broker fees (brokerage) compensation for their service. Brokerage typically represents a proportion of the entire number of choices and varies across brokers.

Trade in stocks:

Traditionally, stock buyers, by me or by phone buy and sell stocks. As stock market figures are increasing in recent years, some issues are beginning to develop in the inventory brokerage bureaus, such as limitations in the area, busy telephone tensions, lack of communication, etc. The information age (stock market software) enables stock brokers to resolve these online stock trading issues.

Online stock market trading is a fully online stock trading service. The investor may alter the stocks through an internet site without Stock Broker's involvement.

These online stock trading organizations are stock brokers for the investor in this scenario. They are recorded in one or more bonds.

Most of India's internet business websites operate in BSE and BSE. For online stock trading, there is a particular kind of trading environment. Installable stock trading terminal software application. These purchasing and selling settings need the software to be installed on the laptop of the inverter. This software is supplied by the brokerage. This programmed needs an exorbitant speed Internet connection. This type of commercial terminals is used by excessive intraday equities purchasers. Below is a comprehensive comparison of the official stock market internet trading platforms in India? This assessment will assist the investor make a reasoned choice while searching for a new purchasing and sales gateway

1. ICICI Direct
2. Share khan
3. bulls of India
4. 5Paisa
5. Motilal Oswal Securities
6. HDFC values
7. Trusted money
8. IDBI Paisa, Builder
9. Religare
10. Geojit
11. Karvy Inventory dealer ltd
12. Kotak Securities
13. Standard Chartered-STCI Capital Markets Ltd
14. Angel Trade
15. HSBC Invest Direct

COMPANY PROFILE

About them

It is a unique financial service reserve that has been completely respected to

provide guidance, it is a one-time reservation for economic offerings and is better respected via a wide range of registration documents, the personal transport business and the present period.

Vision

The fictitious and prophetic Infoline of India is regarded to be the most renowned financial services organization.

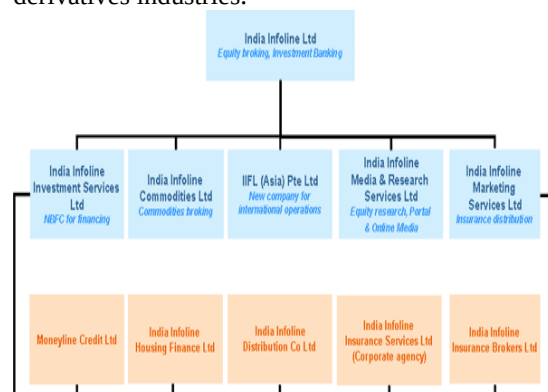
Infoline Group of India

The Indian Infoline Group, which comprises India Infoline Limited, a maintenance company, and its fully owned subsidiaries. And it extends through the entire range of offerings from stock-based search, purchasing and sales of shares and derivatives, commodity trading, portfolio management services, mutual funds, life insurance, fixed and bond government deposits and other small savings tools for credit and investment banking services. India Infoline also owns the www.Indiainfoline.Com and www.5paisa.Com websites.

The company owner has a network of 596 branches across 345 locations. It has almost 500,000 customers.

Infoline Ltd. India.

India Infoline Limited is indexed, which is, on each major Indian stock market. Both transactions are part of the Stock Exchange, Mumbai (BSE) and the National Stock Exchange. Offers broker dealings in the NSE and cash currency and derivatives industries.



SEBI Legal Portfolio Manager; offers customers with portfolio management services. These services provided to customers as distinct systems that may depend solely on different investment technologies to represent many customer-threatening returns.

Physical content services are very important for the monitoring of investment portfolios, the sale of contents to India and worldwide media and

media organizations as well as to major brokerage offers, commodities and mutual funds.

Equity research is ongoing that acknowledged "the finest on the web" with the assistance of Forbes and "...a must-have exam for asian traders." Studios India Infoline should be in worldwide cable agreements like as Bloomberg, not just through the network.

India Infoline Commodities Pvt Limited is a product brokerage company. We liked the stock exchange skill and methods to offer the commodities broker as another chance to the league. We have seen membership with MCX and NCDEX, India's largest exchange of products, and have just gained a DGCX group.

DATA ANALYSIS AND INTERPRETATION

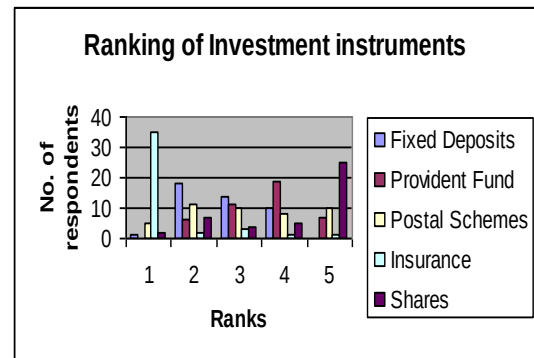
RANKING OF INVESTMENT INSTRUMENTS:

The table below shows the ranks of several investment products such as Fixed Deposits, Provident Fund, Postal Schemes, Insurance, and Shares depending on their significance.

Table 4.1:
Ranking of Investment Instruments

Ranks	R1	R2	R3	R4	R5
Investment Instruments					
Fixed Deposits	1	18	14	10	0
Provident Fund	0	6	11	19	7
Postal Schemes	5	11	10	8	10
Insurance	35	2	3	1	1
Shares	2	7	4	5	25

Source: Based on the analysis of the Questionnaire
Ranking of Investment Instruments



Source: Based on the analysis of the Questionnaire.

INTERPRETATION

The graph shows that • Insurance was rated 1st by majority of the respondents (35)

- Fixed deposits rated 2nd among 18 of the 43 interviewees, 3rd for 14 of 43.
- Most of the respondents (19) classified Provident Fund as the fourth best investing tool.
- 25 of 43 participants classified shares as the fifth best investing tool.

EXPERIENCE OF THE RESPONDENTS in THEIR BUSINESS:

The table below shows the experience of the respondents in their business and also the percentage of respondents under each category.

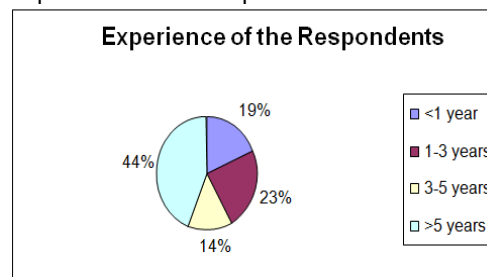
Table 4.2

Experience of the Respondents

No. Of years	No. Of Respondents	Of In %
<1 year	8	18.60
1-3 years	10	23.26
3-5 years	6	13.95
>5 years	19	44.19

Source: Based on the analysis of the Questionnaire

Experience of the Respondents



Source: Based on the questionnaire analysis
The graphic shows that • Most people (44%) have more than five years of experience.

- 14 percent of respondents were experienced for 3-5 years.

- Interviewees with 1-3 years' experience were 23%.
- 19 percent have less than 1 year's experience.

RANKING OF INVESTMENT PARAMETERS:

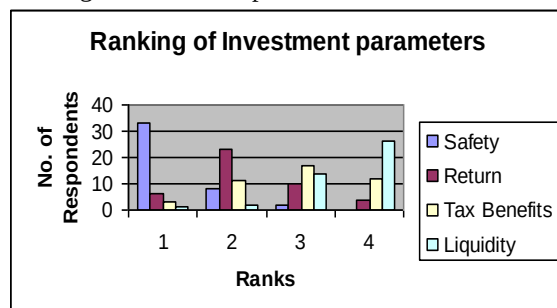
The table below shows the respondents' ranking of the parameters they consider important while investing.

Ranking of investment parameters

Ranks	1	2	3	4
Parameters				
Safety	33	8	2	0
Return	6	23	10	4
Tax Benefits	3	11	17	12
Liquidity	1	2	14	26

Source: Based on the analysis of the Questionnaire

Ranking of investment parameters Source



Source: Based on the questionnaire analysis
From the above chart • 'Safety' was seen by 33 respondents as the most essential criteria.

- The second most important characteristic was rated 'Return' by 23 respondents.
- 17 of 43 respondents classified the "tax advantages" as the third major investment criteria.
- Most people (26) classified 'Liquidity' as the fourth.

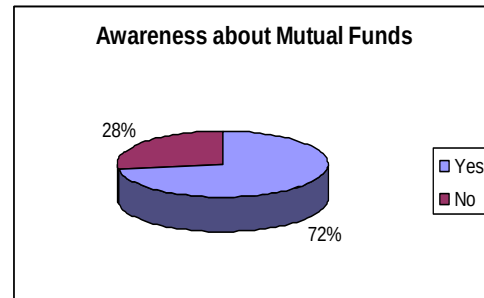
AWARENESS OF MUTUAL FUNDS:

The table below shows the number of respondents who are aware of Mutual Funds.

Number of respondents who were aware of mutual funds

Response	No. Of Respondents
Yes	31
No	12

Source: Based on the analysis of the Questionnaire



Source: Based on the analysis of the Questionnaire

From the above figure it can be known that most of the respondents (72 %) were aware of Mutual Funds.

NOTE: Only those respondents who were aware of Mutual funds answered Questions 5-8 (31).

SOURCE THROUGH WHICH RESPONDENTS CAME TO KNOW ABOUT MUTUAL FUNDS:

NOTE: For this question the respondents were allowed to opt for more than one option.

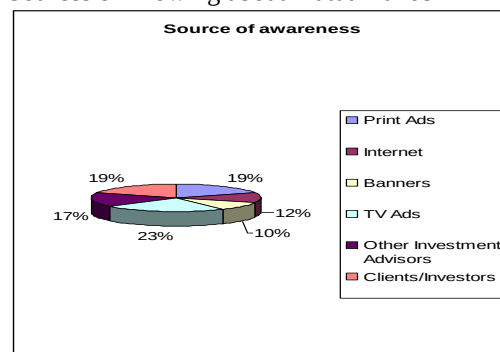
The table 4.4 below shows the different sources through which the respondents had come to know about Mutual funds.

Sources of knowing about mutual funds

Source	No. Of Respondents
Print Ads	8
Internet	5
Banners	4
TV Ads	10
Other Investment Investors	7
Clients/Investors	8

Source: Based on the analysis of the Questionnaire

Sources of knowing about mutual funds



Source: Based on the analysis of the Questionnaire

6. THE RESPONDENTS WHO HAVE CLEARED AMFI EXAM:

The table 4.6 below shows the number of respondents who had cleared AMFI exam.

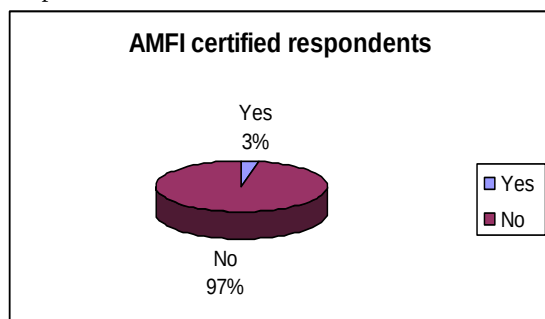
Respondents who cleared AMFI exam

Response	No. Of Respondents
Yes	1
No	30

Source: Based on the analysis of the Questionnaire

The contents of the above table are put in a pie diagram as shown in the figure 4.6.

Respondents who cleared AMFI exam



Source: Based on the analysis of the Questionnaire

From the above figure it can be inferred that most of them (97 %) have not cleared AMFI exam.

THE RESPONDENTS WHO SUGGEST MUTUAL FUNDS TO THEIR CLIENTS:

The table 4.7 below shows the respondents who suggest mutual funds to their clients

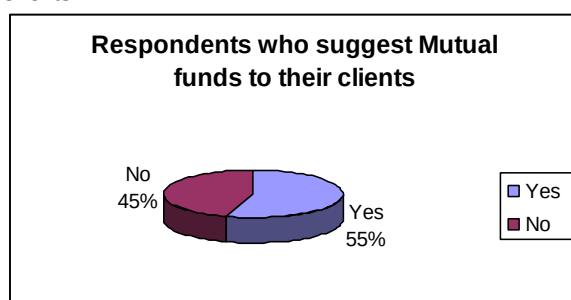
Respondents who suggest mutual funds to their clients

Response	No. Of Respondents
Yes	17
No	14

Source: Based on the analysis of the Questionnaire

The chart 4.7 shows the number of respondents who suggest mutual funds to their clients in the form of a pie diagram.

Respondents who suggest mutual funds to their clients



Source: Based on the questionnaire analysis

The figure above indicates that individuals who propose mutual funds to their customers are somewhat higher than those who do not.

The following table illustrates the reasons why the respondents propose their clients mutual funds.

NOTE: Respondents were permitted to decide for this question more than one option.

FINDINGS:

- Insurance was rated number 1 of all accessible investment products by 81.3 percent of respondents, followed by fixed deposits.
- 44% of those interviewed had over five years' experience.
- Safety was regarded the most important investment criterion, followed by profits.
- 72% of respondents have knowledge of mutual funds.
- 23% of respondents were made acquainted with mutual funds through TV advertising, 19% by printed ads and their customers/investors.
- Only 3% of responders have passed the AMFI examination.
- 55% of those who were aware of mutual funds, mainly due to expert management and tax advantages, propose this to their customers.
- 45% of 'knowing responders' do not suggest mutual funds, mostly due to lack of information and because AMFI has not been approved.
- Only 6% of respondents knew about ICICI consultancy
- Only 35% of the informed people were interested in doing business with mutual funds.
- Only 17% of "unknown respondents" were interested in doing business with mutual funds.
- Only 30% of those who were aware were interested in BOP.
- 25% of unknown respondents were interested in BOP.
- Only 23% of those informed were interested in meeting the ICICI MF representative.
- About 8% of the unwitting respondents were interested in visiting the ICICI MF representative

SUGGESTIONS:

- Although 72% of respondents are aware of mutual funds, just 3% have passed the AMFI examination. The responders should thus be persuaded to write the AMFI examination. This would make numerous mutual fund investors accessible for the company.
- 45% of respondents, aware of mutual funds, do not propose to their customers such funds due of a lack of knowledge on mutual funds. More input

should thus be provided to investors on the workings of mutual funds and their associated fee charges.

- Only 6% of the respondents knew ICICI MF. Steps should thus be made to raise awareness about ICICI MF.

- Only 35% of the respondents were interested in carrying out business with mutual funds, so that appropriate measures may be made to lead the remainder to the mutual funds sector.

- 17 percent of unknown respondents were interested in establishing a mutual fund business, so that required measures may be made to seize the chance to get access to the firm by providing insights on mutual funds.

- Required measures may also be made to make disinterested, unwitting responders aware and to get their business done.

- Since 25% of uninformed individuals are eager in participating in the BOP, they can be properly led by mutual money and can write the AMFI examination.

The Mindful Investor, by Maria Gonzalez and Graham Bayron.

Understanding Indian Investors, by Jawahar Lal. Security Analysis and Portfolio Management by Punithavathi Pandian.

Investment Analysis and Portfolio Management, by Prasanna Chandra.

WEB SITES

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www.moneymanagementideas.com

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CONCLUSIONS:

Most respondents were known about mutual funds; however most were interested in conducting business with mutual funds at a later stage. Some of them have previously worked and are performing part-time insurance, so they have no time to complete this rigorous programmed for the Mutual Fund market. Some individuals interested in doing business with mutual funds do not now wish to write the AMFI review.

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