

Date: 26/03/2018

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. **RAM MOHAN P** MBA II year student of Acharya Institute of Technology Bangalore has successfully carried out his project work on “**COMPARITIVE STUDY ON BUSINESS MODEL ADOPTED BETWEEN MUTUAL FUNDS AND BANK DEPOSITS AR NJ INDIA INVEST PRIVATE LIMITED**” in our organization from the date of 14th January 2018 to 24th March 2018

During his tenure he was very regular, attentive and hard working. His character and conduct was satisfactory.

We wish him the best to his future endeavors.

A handwritten signature in blue ink, appearing to read 'Prakash'.

For NJ INDIA INVEST PVT LTD

For NJ India Invest Pvt. Ltd.

HR MANAGER

HR Manager



**ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA**

INTERNSHIP WEEKLY REPORT (16MBAPR407)

Name of the Student : P RAM MOHAN

Internal Guide : Dr. VIRUPAKSHA GOUD G

USN No : 11A16MBA33

Specialization : Finance and Human Resource

Title of the Project : Comparative study on business model adopted between mutual fund and bank deposits

COMPANY NAME: NJ INDIA INVEST PVT LTD

WORK	WORK UNDERTAKEN	EXTERNAL GUIDE SIGNATURE	INTERNAL GUIDE SIGNATURE
15/1/2018-20/1/2018	Introduction about Dynamatic Technologies		
22/1/2018-27/1/2018	Learning about different operations and services		
29/1/2018-3/2/2018	Orientation and Gathering information about growth of company		
5/2/2018-10/2/2018	Analysis of market position of the company		
12/2/2018-17/2/2018	Research problem identification		
19/2/2018-24/2/2018	Preparation of research instruction for data collection		
26/2/2018-3/3/2018	Theoretical background of the study		
5/3/2018-10/3/2018	Data collection and data analysis		
12/3/2018-17/3/2018	Interpretation of the data gathered during the survey		
19/3/2018-24/3/2018	Final report preparation and submission		

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For NJ India Invest Pvt. Ltd.

HR Manager

DECLARATION

I P RAM MOHAN , a student of MBA in AIT do hereby declare that this project work report titled "COMPARATIVE STUDY ON BUSINESS MODEL ADOPTED BETWEEN MUTUAL FUND AND BANK DEPOSITS AT NJ INDIA INVEST PVT LTD" has been submitted by me in partial fulfilment of the requirement for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum, Karnataka during the academic year 2016-2018.

I have undergone a summer project for a period of 10 weeks, I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other university/institution.

Place: BANGALORE

Date: 30/5/18



P RAM MOHAN

USN:11A16MBA33



ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 15/05/2018

CERTIFICATE

This is to certify that **Mr. P Ram Mohan** bearing **USN 1IA16MBA33** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belgaum. Project report on "**A Comparative Study on Business Model Adopted Between Mutual Fund and Bank Deposits**" at **NJ India Invest Pvt. Ltd** is prepared by him under the guidance of **Dr. Virupaksha Goud G**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.

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CHAPTER-1
INTRODUCTION AND COMPANY PROFILE

INTRODUCTION:

This study is on “comparative study on business model adopted between mutual fund and bank deposits”. This study lets know a comparative study on business model adopted between mutual fund and bank deposits. This study compares which is better!

This study describes two of these investment products (mutual fund, bank deposits) and demonstrates their basics, workings, Furthermore benefits their reductions What's more drawbacks and the correlation of the two results In view of variables similar to risk, return, liquidity, quality of assets, diversification and so on.

Examination between mutual funds and bank deposits is a long debate, particularly when it comes to a examination the middle of bank deposits What's more obligation mutual funds. Much a couple a considerable length of time any preservationist Also hazard disinclined mogul might think Contributing On bank deposits may be superior to mutual funds (debt or otherwise). By that market situation need changed a considerable measure in the late a long time, What's more numerous a mutual funds gang need thought of premium obligation mutual funds schemes with guaranteed returns nearby money appreciations.

If person if put resources into bank deposits or mutual funds alternately whatever available venture is no more An basic inquiry Likewise it used to be five six a considerable length of time back, Also necessities a point by point examination Also illustration.

Return looking into ventures fluctuate for mutual fund, However not bank stores Unnecessary on repeat, bank stores offer you an altered rate of return, Concerning illustration might a chance to be concurred Toward those mogul and the bank In the occasion when of the speculation.

For example, if you place 50 thousand rupees Previously, FD for 5 a considerable length of time and the suitably investment rate will be 8% for every annum, you will keep on revel in those same investment rate for those residency. On the other hand, debt common trusts have no guaranteed rate, and the return with respect to speculation for debt shared stores relies totally on the business and the execution of the reserve. Variances in the currency market affect the NAV of the fund, thereby adjusting returns. Thus, an incredible focal point about bank altered stores will be that, you will keep will gain the same premium rates regardless of those showcase dives down.

Correlation the middle of Mutual funds & fixed deposits: expansion modification is a paramount perspective same time analyzing common stores furthermore altered stores. FDs don't accompany expansion modification guarantees, What's more assuming that the investment rate will be bring down over those expansion rate, you really wind up losing the quality for your cash. In the FY 2011-12, those swelling rate clinched alongside India might have been 7%, same time those investment rate to around 1 quite a while residency might have been something around 7% also [6. 5% for ICICI Also HDFC banks, 6. 75% for Citibank and HSBC, 7. 10% to hub What's more Yes bank et cetera. Higher rates need aid there, yet to lump-sum ventures like 1 Crore Thus, if you need put resources into bank FDs for the most recent FY, you whichever neglected with beat expansion or wound up with insignificant expansion balanced sure returns. On the other hand, no less than a large portion of twelve shared subsidizes yielded returns more amazing over 8%, thereby providing for you good looking expansion balanced returns. Usually, mutual fund beat expansion Also.

The project involves comparing of the mutual fund and bank deposit in bull and bear markets and determining which form of investment is better for which kind of investor.

Company profile



Name of the company	NJ INDIA INVEST PVT LTD
NAME OF THE COMPANY	Mr. Née raj Choksi and Mr. Jignesh Desai

STARTED	1994
PLACE	India
BUSINESS	Wealth advisory network , Asset management, Real estate, Insurance



Those “NJ” stands, to Née raj Choksi and Jignesh Desai who were those author Director about NJ India Seeing to those developing extent On India to those monetary administration sector, these two junior men off their vocation with this segment after fruition about their instruction. They concluded will partake) energizes the comparable field Also went for the thought from claiming NJ capital stock, which is now recognized Likewise NJ India contribute.

A developing, rising and venturesome gathering with its underlying foundations in the monetary administrations segment and today venturing into fresher skylines with awesome enthusiasm.

The vision of the gathering is to be pioneers in organizations driven by consumer loyalty, sense of duty regarding brilliance and enthusiasm for proceeded with esteem creation for all partners. This vision has helped us develop and manufacture the trust of our clients and partners which are at the foundation of all that we do. Trust is likewise at the core of our prosperity and the driver for enthusiasm for our prosperity.

It might have been the time when private organizations were entering under money related administrations. It needs dexterity to compelling reason based venture for customers.

Toward NJ they consider mutual fund Likewise those best financing avenue offered on fulfil whatever sort of investment necessity. It need an great prepared men force to get together those have of the customers and business sector. With great qualified fill in drive they are presently masters for dissecting mutual fund schemes Furthermore bring excelled on doing In-depth ponder around Different parameters of the separate common store schemes.

It Additionally need developed in this benefits of the business starting with secret word twenty a considerable length of time as An best customer kept tabs and investment consultative firm. It additionally created its own it business known as balance rationale India Pvt. Ltd.

About the product

- Mutual fund
- Distributor network
- Asset management
- Real estate
- Insurance broking
- Information technology

The above are the core investment in which NJ deal and where they have their competency. But the eyes of NJ lies in mutual funds were they focus the most.

There would be a considerable measure from claiming financing parkways accessible today in the monetary advertise to a mogul with a investable surplus. He can wood put resources into bank Deposits, corporate Debentures, What's more bonds the place there will be low danger be that low return. He might put resources into stock from claiming organizations the place the hazard may be helter and the returns need aid additionally proportionately helter. Those late patterns in the share trading system need indicated that a normal retail mogul constantly lost for occasional bearish has a tendency. People started opting to portfolio chiefs for adroitness in stock businesses who might contribute around their sake. Hence we required riches administration benefits furnished toward number organizations. In any case they demonstrated a really expensive to a little guru. These gurus bring found a great cover for the shared stores.

Idea of MUTUAL FUND: A mutual fund may be a normal pool about cash under which moguls put their commitments that need aid with make put resources into understanding with an expressed destination. The proprietorship of the reserve will be In this way joint alternately “mutual”; the reserve belongs with every last bit moguls. A solitary investor’s proprietorship of the reserve will be in the same extent Similarly as the measure of the commitment made Eventually Tom's perusing him or her bears of the aggregate add up of the store.

Bank subsidizes would trusts, which accept investment funds from gurus Furthermore contribute the same clinched alongside differentiated fiscal instruments As far as targets set out in the trusts deed for the perspective to decrease the hazard Also expand the money and capital appreciation to conveyance for the parts. A MUTUAL FUND may be An partnership and the store manager’s premium is will professionally wrist bindings the trusts given Eventually Tom's perusing those moguls Also give acceptable An profit on them following deducting sensible administration fees.

Those destination searched will make attained Eventually Tom's perusing common store will be with furnish a chance for easier wage aggregations on procure without considerably challenge fiscal holdings. They cook basically of the needs of the single person mogul whose implies would little Also should wrist bindings moguls portfolio clinched alongside a way that

Asset management

NJ has wandered in resource administration business with NJ Advisory Services Pvt. Ltd., a gathering organization, propelling its optional PMS items.

At the core of NJ Advisory Services is the plan to furnish clients with arrangements that give them the opportunity from dynamic administration of ventures while having a confirmation that we would be doing as such in the most ideal way. Our conviction, coordinated by our enthusiasm and mastery, is tied in with guaranteeing the significant serenity of the speculator. The PMS items as of now offered are gone for addressing financial specialist's requirement for fruitful long haul riches creation by following procedures that control chance and streamline returns in a shared store portfolio

Real estate

The NJ Realty wander offers an incorporated administration demonstrate offering end-to-end administrations to different partners in realty program administration and execution. The thought is to connect with partners and draw in effectively in different phases of program administration, viz. advertise study, legitimate due steadiness, arrive obtaining, arranging and execution of tasks and overseeing deals and circulation through NJ Wealth – Financial Products Distributors Network.

Overseeing realty programs is an extensive procedure packed with many difficulties ideal from program recognizable proof to showcasing. As an engineer, speculator or land proprietor, one might be quick to execute realty ventures, yet may not be outfitted with the correct ranges of abilities, contacts,

Understanding and additionally know-how for the endeavour this is the place NJ Realty can partner and help in getting down to business the realty programs. NJ Realty has procured extensive involvement in program administration and is additionally as of now occupied with various projects assuming differing parts.

Insurance broking

NJ Insurance Brokers Pvt. Ltd., an authorized protection agent by IRDA, looks to furnish clients with far reaching arrangements taking into account their protection needs.

At the core of NJ Insurance is the solid vision for proceeded with money related prosperity for clients - people and families, paying little mind to any conditions. The key is to offer "right"

exhortation which is fair and client driven and includes the correct hazard to safeguard, the correct scope, and the correct item and at the perfect time. The plan to offer customers with exhaustive arrangements stretches out further to cover quality claim settlement and different administrations.

NJ Insurance influences from the rich experience of NJ gather in monetary arranging and venture administration for clients. NJ Insurance Brokers has designated Certified Insurance Advisors (CIAs) who work with clients in recognizing, satisfying and dealing with their protection needs. NJ offers a thorough bushel of items both in life and non-disaster protection space and makes comprehensive utilization of innovation to convey awesome incentive to clients.

Information technology

NJ Technologies will be An most recent wander Toward nj wherein we point should gatherings give personal satisfaction innovation answers for organizations Previously, an extensive variety from claiming domains.

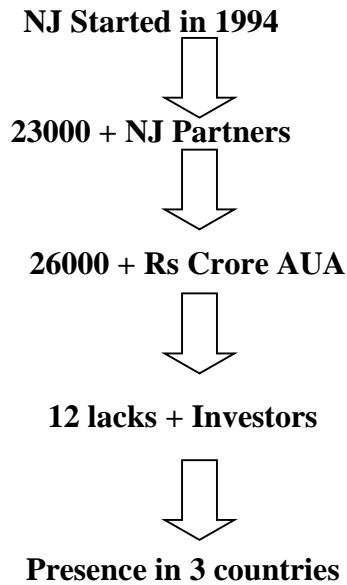
NJ innovations presently try on power these in-house abilities & adroitness will assistance different organizations find results to their benefits of the business tests. During NJ Technologies, we are sharp will embrace those most recent and the best polishes from those industry on delivering results that by any means fill in for organizations.

Platform capabilities

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NJ WEALTH

**NJ IS THE LEADING B2B PLATFORM PROVIDE FOR FINANCIAL
PRODUCTSDISTRIBUTOR IN INDIA**



Competitors of NJ India Invest

- Prudent
- Karvy
- Bajaj
- ICICI prudential
- Birla sun life
- Anand rathi
- India info line
- Bonaza

Strengths

NJ is a heading adrift player for common finances circulation business for India, for over an decade about knowledge.

it need benefits under oversaw economy for more than 25000 cr.

NJ need tie up for every last bit 45 AMCs.

- NJ gives finer administrations in the business by utilizing cutting period from claiming engineering.
- NJ is top banana previously, national Distributors
- NJ gives beneficial engineering organization backing.

- It need a great customer base.

Weakness

- NJ India may be first player for common store industry in any case not done whole fiscal item range like protection operator and so forth.

- NJ India may be needing An legitimate office space and infrastructure, it is extremely critical to a great benefits of the business.

OPPORTUNITY

- NJ need gigantic chances in front for them concerning illustration common store need not yet penetrated to Indian monetary showcase.

- NJ might use those overwhelming position it need Also ideally utilize the colossal organize of its accomplices.

- NJ India might straightforwardly methodology protection organizations Furthermore make a tie up with them to offering shared stores.

- there is a build in the number from claiming gurus.

- there may be a fast grow in the administration advertise.

- there will be a overwhelming request to advisors who furnish nature administrations.

THREATS

- NJ is confronting rival starting with that new contestant in re-arranged word Security, karvey security What's more other nearby players.

□ Organization likewise confronts rivalry from distinct fiscal Advisors who are finishing regulate business in the AMC.

□ currently the NJ need to contend considerably for saving money division.

Introduction about mutual fund

“Mutual fund would aggregate reserve funds What's more financing vehicles the place investment funds from claiming little (or here and there big) gurus are pooled together will contribute for their shared profit and returns disseminated proportionately”.

“A common store will be a speculation that pools your cash for the cash of a boundless number about other moguls. In return, you and the other moguls each identity or imparts of the store. The fund's advantages would contribute as stated by a speculation objective under the fund's portfolio for ventures. Combative development stores look for long haul capital development Eventually Tom's perusing Contributing fundamentally clinched alongside stocks of quickly developing more modest organizations or business sector segments. Combative Growth finances would also call money appreciation funds”.

Mutual fund today

In those end about 2016, common store possessions overall were \$40. 4 trillion, as stated by the venture organization foundation. The nations with those biggest common store commercial enterprises are:

1. United States: \$18. 9 trillion.
2. Luxembourg: \$3.9 trillion.
3. Ireland: \$2.2 trillion.
4. Germany: \$1.9 trillion.
5. France: \$1.9 trillion.
6. Australia: \$1.6 trillion.
7. United Kingdom: \$1.5 trillion.
8. Japan: \$1.5 trillion.
9. China: \$1.3 trillion.
10. Brazil: \$1.1 trillion.

Advantages and disadvantages of the mutual fund

Advantages

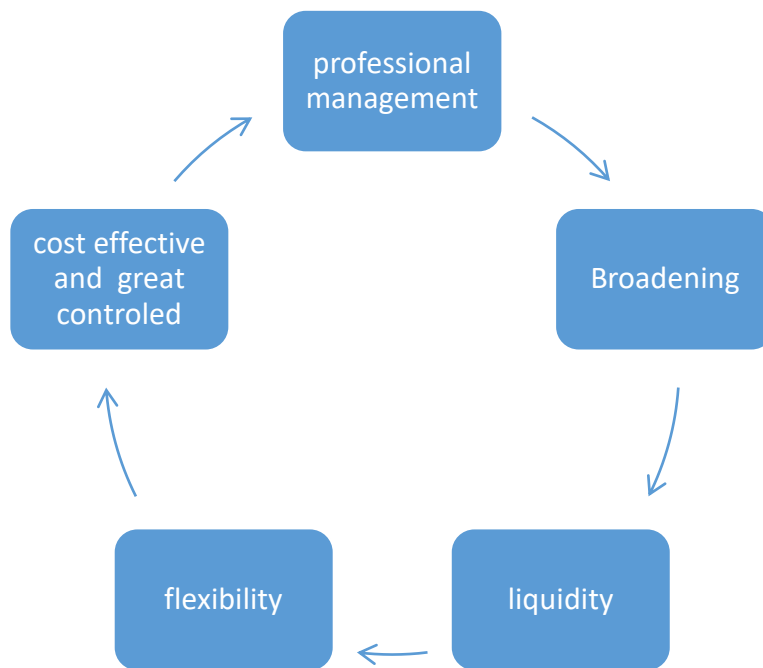


Fig no 3

Professional management

Mutual fund utilize encountered What's more gifted experts who aggravate investment examination What's more investigate the execution Also prospects for Different instruments in the recent past selecting An specific speculation. Accordingly toward Contributing for shared funds, one might benefit the benefits from claiming expert reserve directors which might overall a chance to be expensive for an unique investments.

Broadening

Broadening includes considering a totally assortment about investments to a portfolio with the goal Likewise should relieve dangers. Shared trusts Typically spread speculation over Different commercial enterprises What's more stake classes, compelled main by the off venture objective.

Liquidity

In an open wound plan unit holders could reclaim their units from the store house anytime much with shut wound schemes, particular case can offer the units for An stock trade toward the prevailing business sector cost.

Flexibility

Mutual fund offers an assortment for arrangements for example, general financing standard withdrawal and profit reinvestment arrangements.

Cost Effective

Since shared subsidizes bring an amount about investors, those finances transaction costs, commissions and different fees get decreased to a significant degree.

Great controlled.

Mutual funds over India would direct furthermore monitored toward those securities Furthermore trade board from claiming India which strives to protect those investment of ventures.

Disadvantages

Expense

Mutual funds give investment with expert management however it goes during an expense trusts will normally need An extend for different fees that lessen the in general pay out. To shared funds, the fees need aid arranged under two categories shareholder fees Also yearly store working fees.

Wastefulness of money stores

Mutual funds as a rule keep up huge trade stores concerning illustration insurance against an extensive amount from claiming synchronous withdrawals. In spite of the fact that this gives gurus for liquidity, it implies that some of the finances cash is put resources into trade As opposed to assets, which has a tendency on bring down the moguls possibility come back.

Exchanging confinements

Despite mutual funds are Exceedingly fluid On general, most mutual funds known as open finished subsidizes cannot make purchased alternately sold in the centre of the exchanging day. Person could just purchase all the Also offer them In the conclusion of the day.

Top five Mutual fund companies with high returns

- **Reliance Growth Fund AUM - 5405 Crores**
- **Franklin India Blue chip Fund AUM – 6479 Crores**
- **HDFC Equity AUM – 17808 Crores**
- **Birla Sun life avantage Fund AUM – 467 Crores**
- **Franklin India Prime Fund AUM – 3625 Crores**

Commissions to Advisors

Those mutual fund schemes give acceptable commissions should their advisors to giving work to benefits. Commissions will make paid on the foundation of advantages of moguls held toward advisors.

IMPORTANCE OF MUTUAL FUNDS

It serves to decrease hazard through those gathering of reserve from distinctive securities Furthermore put resources into diverse stocks.

- It gives the profit from claiming broadening of the guru in light of it might make speculation in distinctive securities diversifying those venture.
- It serves should boost the give back of the portfolio in view common store will be figured out how Eventually Tom's perusing expert What's more master less group.
- It gives chance around will reinvest those return.
- It needs the characteristic for promoting What's more liquidity on the allotments.
- It cultivates sparing Furthermore financing propensities "around those moguls through the era from claiming sufficient come back should gurus.
- It will be of service for the reason for sparing assessment of the guru On account that legislature of the organizations in the nation allowed charge absolution.
- The guru feel security on common finances operation Also administration are nearly watched Eventually Tom's perusing stock trade focal point.

Organisational structure of Mutual fund



Fig no 04

Sponsor

The vital guarantor of a mutual fund will be called a distributor, alternately additional commonly, the sponsor. The supporter need An composed contract for the venture organization that permits it to buy store allotments In the current net possession esteem Also exchange those allotments of the government funded toward those full general population putting forth price, whichever through outside dealers alternately through its own deals energy. The agreement for those common store organization will be subject with twelve-month renewal, At Likewise long Likewise those supporter will be distributing What's more showcasing the offers done a palatable manner, there will be no motivation behind the reason the sponsor's agreement ought further bolstering be suspended.

Custodian

That custodian is answerable for that ownership of the securities bought by those venture organization to its portfolio. That custodian likewise handles The majority of the investment organization's administrative capacities. Once securities need aid exchanged of the caretaker to safekeeping, those custodian must keep the holdings physically isolated whatsoever times,

confine get of the account should officers Furthermore representatives of the financing company, Furthermore permit withdrawal main as stated by sec tenets.

Transfer agent

The mutual fund contracts for an exchange executor should issue, reclaim and can reserve shares, handle that dissemination for profit Furthermore money additions to shareholders, and convey profession confirmations. In sure instances, the caretaker will go about as exchange executor. Those store agency as a rule visits the exchange executor a expense to administrations rendered.

Trust

The mutual fund may be constituted similarly as An trust in understanding for those procurements of the Indian trusts act, Toward the support. The trust deed may be enrolled under those Indian Enlistment act, 1908.

Trustee

Trustee will be normally an organization or a leading group of trustees. The principle obligation of the trustee may be on shield those interest of the unit holders What's more Bury false name guarantee that those AMC works in the investment for investors Also clinched alongside understanding for the securities and trade board about India regulations, 1996, the procurements of the trust deed and the offer documents of the particular schemes.

Asset management company (AMC)

An benefit management agency (AMC) is a possession oversee economy / venture administration company/firm that puts those pooled subsidizes of retail investors over securities in line with those stated venture targets.

Registration and transfer agent

Registration or alternately exchange operators would those trusts or establishments that register Also administer maintain records of the transactions from claiming investor for the comfort about mutual fund houses.

Description:

Investors' transactions in buying, exchanges, transforming from claiming mails also related information, progressions clinched alongside particular data, and so on happen every now and

again also must a chance to be recorded. Recorder & exchange operators need talented
adroitness for upkeep from claiming such information around a proficient basis, thereby
helping will sparing costs What's more the long haul included to keeping point by point exact
records of the mogul transactions.

Their part additionally extends on giving work to majority of the data of the moguls over new
offers, development dates also every one different investor-friendly majority of the data at one
spot for their reference. Exactly of the RTAs working to India are machine oversight economy
benefits (CAMS), Karvy, Also Deutsche mogul Services, "around others.

Restrictions on mutual fund operations

That sec Disallows a mutual fund starting with taking part in the Emulating exercises unless it
meets strict money related What's more revelation requirements

Offering securities short

Purchasing securities for edge

Taking an interest clinched alongside joint speculation or exchanging accounts

Distributing its identity or securities, but through a support

Otherwise, the reserve must reveal these exercises and the degree to which it arrangements will
partake on these exercises clinched alongside its plan.

Affiliated and interested parties

Those 1940 enactment and its amendments identify two sorts for people, characterized as
subsidiary Furthermore intrigued parties, who might impact those financing organization's
management Also operations and whose movements must make controlled Furthermore
confined toward the sec. They might not acquire cash starting with those venture organization
alternately offer any security or property of the venture organization alternately organizations
the administration shares of the organization controls.

- A subsidiary individual may be somebody who controls a speculation organization's
operations done whatever path.
- An intrigued pernickety incorporates the individuals people who bring an association
for a subsidiary pernickety that the sec deems persuasive on matters from claiming store

operation. These individuals might incorporate prompt relatives about subsidiary parties, lawful counsellors, broker-dealers, et cetera.

Furthermore, the top managerial staff must need 40% outside representation: that is, no less than 40% of the board must a chance to be constructed dependent upon for people who don't bring a position with, or alliance to, those store. This confinement incorporates anybody connected with those underwriter, speculation advisor, custodian or exchange executor.

Mutual funds –how it work

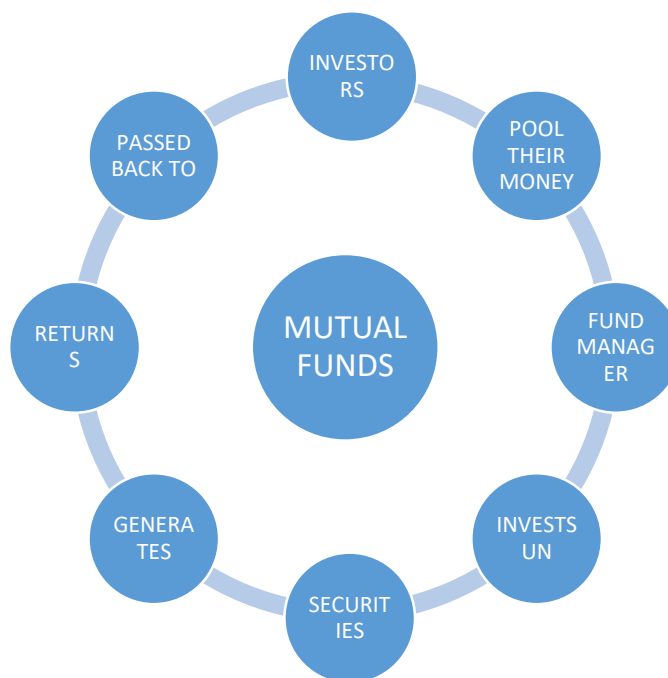


Fig no 05 Mutual funds raise cash Eventually Tom's perusing offering allotments of the fund of the public, significantly like whatever viable kind about organization could offer stock previously, itself of the open.

Mutual funds afterward detract those cash they accept starting with those deal of their offers Furthermore utilize it with buy Different speculation vehicles, for example, stocks, bonds Also currency market instruments. On returns for the cash they provide for the reserve The point when acquiring shares, shareholders get a value position in the store and, in effect, for every from claiming its underlying securities. For A large portion shared funds, shareholders would allowed will offer their allotments toward anytime, in spite of the fact that those cost of a allotment On a mutual fund will vary daily, depending upon those execution of the securities held Toward the fund

HISTORY OF MUTUAL FUND

The Indian common store industry might have been begun in 1963. By those shaping for unit trust from claiming India, which might have been initiated toward administration about India and additionally toward store bank about India. Its history over India will be comprehensively arranged under four stages.

1st stage - 1964-1987.

UTI might have been encircled clinched alongside 1963. Eventually Tom's perusing parliament demonstration also might have been set up by RBI. It works under the administrative Furthermore manageress control of the store bank for India. The UTI might have been separated On 1978 starting with RBI and IDBI. What's more accepted control over the managerial Furthermore legitimate control.

Second stage - 1987-1993.

Previously, India Throughout 1980s there might have been another passage from claiming general population segment shared finances who were situated under general society part banks, extra security partnership Furthermore general protection company. SBI common store might have been those main and the fore-most non-UTI common store made clinched alongside 1987. LIC produced its shared subsidizes On 1989 and GIC might have been set up in 1990.

Third stage - 1993-2003.

There was a new doorway from claiming subsidizing organizations principally by private division stores done 1993, who off another period in the history of common store business over India. They given Indian gurus a wide/vast mixture decision for subsidizes. Common store Regulations were originated under presence in the quite a while 1993, under which each common subsidizes ought to a chance to be enlisted Also administered but UTI.

The mutual fund houses went on expanding, for Numerous outside common store organizations setting dependent upon their trusts On India, What's more this settled on those business to

witness a few mergers What's more acquisitions What's more an incredible advancement On reserve business.

Fourth period - since february 2003.

The unit trust for india demonstration 1963 might have been abolished in the quite a while 2003, this affected in the detachment of UTI into two distinctive substances. The specified undertaking for UTI, performing under a director What's more under those tenets confined Toward legislature about india and doesn't fallen under the achieve of the common store Regulations.

Those outline demonstrates those development from claiming possessions over the quite some time.

Growth asset in the management



Fig num 07

(Source: www.amfindia.com/research-information/mf-history)

Mutual fund houses/ asset management companies in India

Those highest point benefit oversee economy organizations in India bring been performing honestly great generally despite those state of the common store gurus in the exhibit financial

situation. Throughout the 2011-12 monetary the heading organizations in this section have, in fact, been gainful in their benefits of the business operations.

HDFC mutual fund need been the greatest entertainer to 2011-12 fiscal, reinstating dependence common store For 2012, dependence need earned an estimated net benefit from claiming INR 276 crore same time for 2011 those same figure required remained toward INR 261 crore.

This speaks to a Growth of 5.6 percent on an year-on-year support. In the same time HDFC shared Fund, which will be the greatest about its kind for India, need Run dependent upon starting with INR 242 crore on INR 269 crore.

ICICI possession Administration Company, which may be the third most amazing store based association in the country, saw An benefit of 22.5 percent procuring INR 88 crore On 2012 as restricted with INR 72 crore in 2011. However, Birla sun term AMC (Asset administration organization) saw a 30 percent dip to its benefits over 2012.

That president of dependence AMC, Sundeep Sikka, states that the organization need kept tabs looking into retail clients starting with a long expression see What's more this need contributed in a real manner with its profitability. Despite the fact that retail securing is unreasonable it yields benefits in the long expression. He opines that the organization will be over it to the whole deal.

Introduction to Bank Deposites

Bank deposit comprise of cash put under saving money organizations to protection. These stores need aid produced will store accounts for example, funds accounts, checking accounts and currency market accounts. Those account holder need the correct should withdraw stored funds, concerning illustration set hence in the terms and states representing the account concurrence.

Types of bank deposit account

Current deposit account

A current account, also known as a checking account, will be fundamental financial records. Customers deposit cash which they might withdraw likewise wanted around request. These accounts frequently all the permit those account holder will withdraw subsidizes utilizing bank cards, checks alternately over-the-counter withdrawal slips. Done exactly cases, banks accuse month to month fees to present accounts, Be that they might waive the expense Assuming that the record holder meets different perquisites for example, such that setting dependent upon regulate store alternately making a specific amount about month to month transfers should a reserve funds account.

Savings account

Savings accounts the table the record holder enthusiasm for as much stores. However, for a percentage cases, account holders might acquire an month to month expense whether they don't keep up a situated equalization alternately An certain amount from claiming stores. Despite reserve funds accounts are not interfaced on paper checks alternately cards like current accounts; their deposit would generally not difficult for record holders will get. For contrast, currency market accounts the table marginally higher interest rates over reserve funds accounts, yet record holders face limits on the number for checks or transfers they could aggravate from these accounts.

Time deposit account

Such as savings account, a time deposit account may be a speculation vehicle to consumers. Otherwise called certificates of store (CD), time deposit accounts tend will offer a higher rate for exchange over customary funds accounts, yet the cash must remain in the represent an set time of time. To different countries, time store accounts characteristic elective names for example, expression deposits, fixed-term accounts What's more investment funds securities.

Call deposit account

Monetary organizations refer should these accounts likewise enthusiasm bearing checking accounts, Checking Besides alternately point Accounts. These accounts consolidate those offers of checking Furthermore funds accounts, permitting customers will effectively entry their cash as well as win investment ahead their deposits.

Top 5 tax saving deposit

Tenure: 5 year and above

Banks	Interest rate (%) compound quarterly	Rs 10000 will grow to
Lakshmi villas bank	7.50	15,991.10
Ratnakar bank	7.00	15,991.10
Andhra bank	6.25	15,681.58
Bank of Baroda	5.75	15,643.29
Canara bank	5.50	15,643.29

FIG NO 07

World rates in Aug, 2017

Deposits up to: 20.00% Aug, 2017

Savings up to: 16.00% Aug, 2017

Loans from: 0.89% Aug, 2017

Business from: 1.00% Aug, 2017

Credit from: 2.25% Mar, 2017

Investing up to: 5.32% Aug, 2017

Funding up to: 7.00% Aug, 2017

Continent Deposit Rates

Asia up to 20.00%

South America up to 18.89%

Europe up to 16.50%

Middle east up to 15.00%

Fig no 09

Africa up to 13.73% **Feature of fixed deposit**

North America up to 8.84%

Oceania up to 4.30%

• Those principle reason for existing about altered store account may be should empower the people will win a higher rate of investment on their surplus stores.

- The measure could make stored best when. For further such deposits, differentiate accounts necessity should a chance to be opened.
- Those time about altered stores range the middle of 15days with 10 quite some time.
- A secondary investment rate will be paid around altered store. That rate of investment might differ similarly as for every amount, time What's more from bank with bank.
- Withdrawals need aid not permitted. However, in the event that of emergency, banks permit to close the settled account former to development date. On such cases, that bank deducts 1%.
- Those investor may be provided for an altered store receipt, which investor needs to prepare at those time about development. Those stores can a chance to be replenished for a further period.

COMPARISON OF MUTUAL FUNDS AND FIXED DEPOSITS

PARAMETER	MUTUAL FUNDS	FIXED DEPOSITS
RETURNS	BETTER	LOW
RISK	MODERATE	LOW
ADMINISTRATIVE EXPENCES	LOW	HIGH
INVESTMENT OPTIONS	MORE	LESS
LIQUIDITY	BETTER	AT A COST

QUALITY OF ASSETS	TRANSPARENT	NOT TRANSPARENT

Fig no 10

Comparison between bank fixed deposit and debt fund

Fig no 11

Bank fixed deposit	Debt mutual funds
Returns is fixed and guaranteed	Return is market linked and is not guaranteed
There is no scope of capital gain and capital loss	There is a scope for capital gain and loss
Punishment to premature withdrawal.	No idea of premature withdrawal. Passageway load might be appropriate In you exchange units excessively-cautious
TDS applicable if interest income exceeds Rs 10000 in a financial year	TDS not applicable except for NRIs
Interest income taxed at the marginal income tax rate	Holding period ≤ 3 years: short term capital gains taxed at marginal income tax rate
Tax benefit under section 80c for investment in 5 year tax saving FDs	No tax benefit on investment

FIXED DEPOSIT VS DEBT FUND: TAX OUTGO AND ACTUAL RETURNS

Short – term debt funds offer higher returns than FDs

	FIXED DEPOSIT	SHORT- TERM DEBT FUND
Investment	Rs 100000	Rs 100000

Amount after 3 years	Rs 125971	Rs 125971
Indexed cost of purchase	Not applicable	Rs 119102
Gains	Rs 25971	Rs 6869
Tax payable	Rs 8025	Rs 1374
Net gain	Rs 17946	Rs 24597
Effective return	5.65%	7.61%

Returns are assumed to be 8%, inflation 6% and tax bracket 30%

Fig no 12.

Chapter 2
Conceptual Background and Literature Review

Conceptual background and literature review

Literature relating to mutual funds encompasses literature on capital markets and financial intermediaries including commercial banks, insurance and financial institutions. However, the present review is limited to literature on mutual funds and the mobilisation of savings and is arranged in the chronological order. The review of the existing literature is presented in two major heads, viz., those relating to (1) Mutual funds and those relating to (2) Mobilisation of resources.

Mutual Funds There are a number of studies on the mutual fund industry of India during the first phase of its growth and origin, during 1964 to 1987, which mainly analysed critically the role of the UTI as a developmental financial institution providing industrial finance. The important among them are Vadilal Dagnall (1981)¹, M.Y. Khan (1983)², J.S. Uppal (1984)³, R.S. Bhatt (1996)⁴, etc. These studies cannot be considered as research works on the mutual funds of India rather than case studies.

During the second phase, the number of articles in the financial dailies and periodicals and research papers in professional journals had increased considerably. Almost all of these works tried to explain the basic concepts of mutual funds, their characteristics, and their importance to the development of capital market and evaluated the trend of its growth. The important among those studies are of Sudeep Ghosh (1988)⁵, Madan Gopal (1990)⁶, Vidyasanker (1990)⁷, Batra (1991)⁸, Sunil Garodia (1991)⁹, Sarkar (1991)¹⁰, Agrawal (1992)¹¹, Kulshreshtha (1994)¹², etc. Some of the studies highlighted the issues related to the need and importance of regulatory measures. The notable studies in this context are of Narayan M. Bhatt (1990)¹³, Barua (1991)¹⁴, Bhanu (1991)¹⁵, Lal and Sharma (1992)¹⁶, Bhatt (1992)¹⁷, Jaiswal (1994)¹⁸, Baur and others (1995)¹⁹, Sarkar (1997)²⁰, Mukhopadhyay (1998)²¹, Dewan (1998)²², etc.

Quite another group of works/articles are on the valuation of investments and the related aspects such as of Sherrnila Kumar (1994)²³, Jayadev (1995)²⁴ Kably Lubna (1995)²⁵, etc. A few articles are on portfolio management and other aspects. Important among in this area are Sengupta (1991)²⁶, Sharma (1991)²⁷ and Saha and Murthy (1994)²⁸. The rest of the works are empirical ones evaluating performance of various funds and other allied areas. The maiden attempt was of Madan Sabnavis (1989)²⁹. He had discussed the dilemma faced by commercial banks because of their entry into the mutual fund business. It was stated that mutual funds were more attractive than fixed deposits to the investors in terms of their returns, tax benefits, growth protection against inflation and hence, an individual would have a definite preference for a mutual fund. The result was the shifting out from bank deposits to mutual funds. However, Sabnavis had argued that the banks might not be severely affected by this shift, as the investments made in companies by the mutual funds could flow back into the banking system in the form of current deposits.

Sasidharan (1990)³⁰ had observed that about 23 percent of the population covered was aware of the Mutual Fund schemes but the awareness level was very low. The traditional savings eclipsed mutual fund schemes' promises like high returns, capital growth and liquidity. Out of 23 percent of the population only 18 percent had adopted mutual fund schemes. The main objective in choosing mutual fund schemes by respondents who were aware of the schemes was capital growth followed by future needs, tax savings and minimisation of risk.

Gupta (1991)³¹ had found that mutual fund units were perceived as safe by a great majority of household investors. But despite the image of high safety and also higher returns than bank fixed deposits, mutual fund schemes had not been as popular among the lower income groups of investors as among the higher income groups of investors. Such investment was less popular than both bank fixed deposits and equity shares in every income group. The majority of respondents were not willing to invest in mutual fund schemes unless there was the promise of a minimum return, as they consider schemes without such promise not very safe. The highest preference among investors was for income funds and the least preferred was the unit linked insurance schemes. Among the upper income groups growth schemes and tax saving schemes were much-preferred schemes

Renjith (1991)³² had compared the investment pattern of the different income groups for the period 1987-1989. He had pointed out that while the lower income segment preferred

investment in fixed assets, the medium income segment deposited 35 percent of their savings in banks and 29 percent in UTI schemes, shares, debentures and other mutual fund schemes. The higher income group invested 49 percent of their savings in mutual funds, shares and debentures. He had concluded that the fall in bank deposits was due to the competition from alternative financial instruments with attractive returns and other allied privileges.

Barua and others (1991)³³ had evaluated the performance of 'Master Share Scheme' of the UTI for the period 1987-1991 from the investor point of view. The study had concluded that 'Master Share' performed better in systematic risk, but not in terms of total risk.

Sharad Shukla (1991)³⁴ had evaluated the performance of 'Canshare' and 'Master Share' for the period January 1988 to June 1991. The conclusion was that the performance of Master Share was better than the Canshare.

Sriram (1992)³⁵ had observed that the growing acceptability of mutual funds had changed the pattern of household savings. The comparison made with the growth rate of time deposits, it was found that mutual funds could be perceived as a competing instrument. It was concluded that though for every Rs.100 growth in time deposits, mutual funds mobilised Rs.22 in 1987-88 and Rs.38 in 1990-91. However, it did not mean that bank deposits would be substituted by mutual funds, for bank deposits had certain advantages like liquidity, a high degree of safety and convenient access provided by the neighbourhood bank branch.

Chander and Mahajan (1992)³⁶, in their investigation among the members of a number of investment clubs in the City of Amritsar, had observed that the most important factors in the choice of a mutual fund organisation among the investors were the strong possibility of capital appreciation and the past record of the mutual fund organisation. Equity schemes were more popular among investors followed by tax savings schemes. The least preferred one was the regular income scheme.

Bansal and Gupta (1992)³⁷ had highlighted the importance of the fund management due to the reasons that it was the public money they had to manage and had to meet the diverse needs of return in the form of dividend or capital appreciation. They suggested giving importance to profit distribution and the segregation of the dividend income into current income and capital gains so as to attract more medium and large investors to invest in mutual funds for tax planning.

The survey conducted by Sahu and Jena (1992)³⁸ had revealed that the different users according to their requirements perceive mutual fund schemes differently and that most of them adopt these schemes to avail themselves of maximum tax savings, followed by the benefits of profitability, safety and liquidity. If the institutions could introduce different mutual fund schemes to provide all the benefits, they would get a better response

The study conducted by the Corporate Economic Research Centre (1993)³⁹ had revealed that the income schemes have been the most popular among all the options, although their average annual real rate of return has only been 13 percent. On the other hand, the growth schemes have topped in terms of return, followed by the tax saving schemes. The listed schemes earn a better return when compared to the non-listed schemes.

Gupta's (1993)⁴⁰ survey conducted to study the changes in investor preference between 1990 and 1992, had revealed that the average Indian Investor is still conservative, avoids risk and prefers to deposit his savings only with UTI. It is the middle class, which go for the other mutual funds. The survey revealed that ownership in all mutual fund schemes has risen from 37 percent in mid 1990 to 65.1 percent in mid 1992, implying that over one fourth of the middle class households have become investors of mutual fund schemes within only a couple of years and that all the income groups show a marked rise in the mutual fund investors and that bank deposits have fallen out of favour.

Saha and Murthy (1993)⁴² had given a brief overview of the changing needs of the Indian households, as reflected in their pattern of investment in shares and debentures over the years and its linkage with the growth of mutual funds and their performance. They had observed that in the eighties, and that too towards the second half of the decade, individual investors were becoming more and more conscious of factors like return and capital appreciation, in addition to liquidity and safety.

Raju (1993)⁴³ had observed that the awareness level of mutual funds was very poor among the rural population. Though advertisements were the main sources of information, they evoke very little response from the public. He had suggested that special efforts should be made by the concerned agencies to propagate the mutual fund schemes, especially in the rural and semi-urban areas to increase the awareness and adoption levels.

Kaura and Jayadev (1995)⁴⁷ had evaluated the performance of 5 growth- oriented schemes in the year 1993-94. According to them, Master Gain 91', 'Canbonus', and 'Ind Sager' have performed better than the market in terms of systematic but not in terms of total risk.

The Social Audit Committee of UTI, chaired by Justice M. H. Kania, submitted its report in October 1994 evaluated the performance of UTI from various dimensions, such as return, investor services and satisfaction of employees and agents of UTI. The report found out that the performance, especially after 1992 was poor and the units were quoted much below their NAV in the market. The deterioration in the services rendered to the investors, lack of transparency, etc was other defects detected by the report.

Panigrahi (1996)⁴⁸ had examined why mutual funds prospered in the last few years, what was the extent of growth and whether the regulatory framework for their operation reflected the changing environment.

Sadak (1997)⁵⁰ had studied the marketing and investment aspects of mutual funds. The study highlighted the need for strengthening market research and market analysis activities of mutual funds. He had suggested some important and urgent measures to be taken like independent credit rating for mutual fund schemes, rapid expansion of overseas operation, developing a dynamic management style, etc.

Thiripalraju and Basra (1997)⁵¹ had evaluated various tax-saving schemes launched during the period from 1990-91 to 1994-95 and found out that both the long run and short run performance of those schemes were not satisfactory.

CHAPTER 3
RESEARCH DESIGN

Statement of the problem

Problem defining: In a competitive situation with multiple mutual funds operating in Indian market, it is necessary to know about the performance of different mutual funds as the performance of mutual fund decides about the future of Mutual Fund Company. In this study my focus is upon performance of investors regarding mutual funds & Bank deposit. This is my problem to be studied for research.

Need for the study

- The need of study arises for learning the variables available that distinguish the mutual fund and bank deposit
- To know the risk & return associated with mutual fund.
- To chose best company for mutual investment between mutual funds and bank deposit.
- To project mutual fund as the μ productive avenue for investing activities.

Scope of the study

- To make people aware about concept of mutual fund.
- To provide information regarding advantages and demerits of mutual fund.
- To advice where to invest or not to invest.
- To provide information regarding types of mutual fund which is beneficial for whom.

Objectives

- To analysis which provides better returns from mutual funds and bank deposit
- To analyze the concept and parameters of mutual fund.
- To know how many people are satisfied by their investment (in mutual funds or bank deposit).
- To know people behavior regarding risk factor involved in mutual fund

Research

Refers to search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic. It is an art of scientific investigation.

Research Methodology:-

It is the way to systematically solve a problem. The methodology adopted in this study is explained below:-

Research Design

Literature Survey: I have used newspapers, magazines related to business & finance & apart from websites.

Type of research: The research is qualitative & descriptive in nature. Qualitative research is that talk about the quality of the subject to be researched and Descriptive research is one that describes things as exists in present.

Data collection Design:

Sources of data =

Primary Sources ± I have used questionnaire as primary source for collecting data for my study.

Secondary sources ± I had collected my secondary data from websites & journals. II.

Sampling =It represents whole population. It is the processes of choosing a sample from whole population .I have choose a sample of high class & middle class people who have invested in mutual funds as a sample.

Tools =I have used some charts (Pie chart, column chart, cylinder chart, cone chart) and hypothesis tests (chi-square one sample T-test etc.)IV.

Sampling Size =It represents that how many candidates you ve chosen to be filled up your questionnaire or candidates upon whom you can study. I had chosen sample of 100 candidates.

Sampling Techniques =Deliberate & Convenience Sampling.

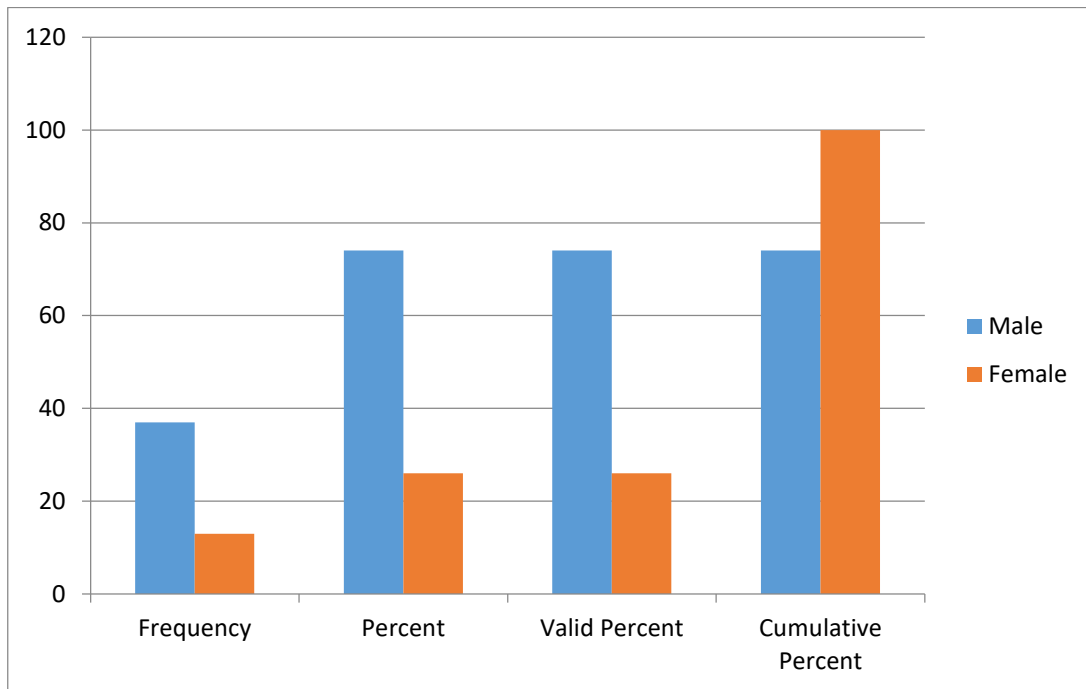
Data Interpretation =Data interpretation is that in which we analysis the whole collected data & tries to give it in simple words to be understandable

CHAPTER-4
DATA INTERPRETATION
AND
ANALYSIS

(A) Gender:

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	37	74.0	74.0	74.0
	Female	13	26.0	26.0	100.0
	Total	50	100.0	100.0	

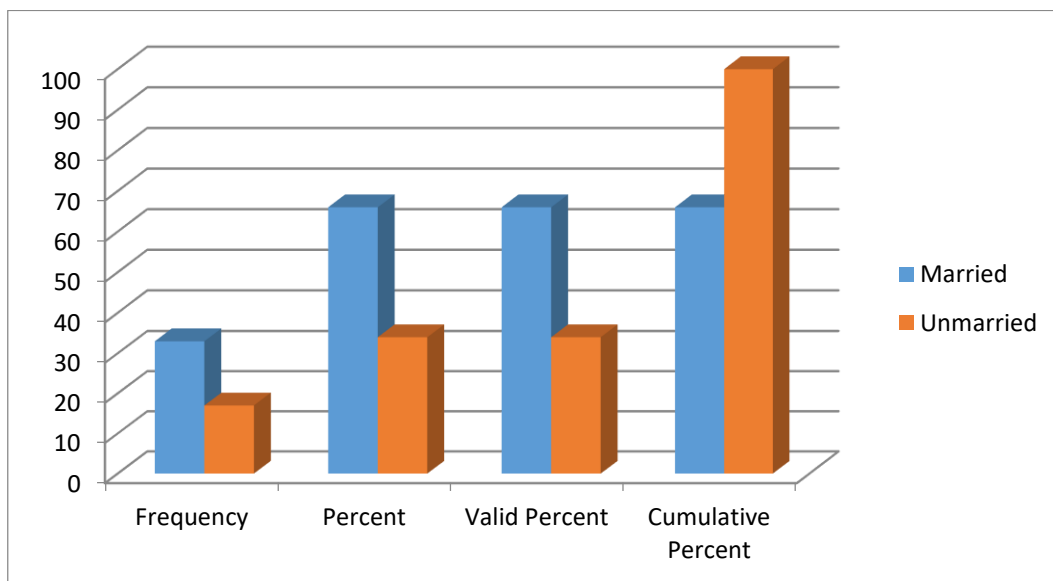


INTERPRETATION :

The above graph shows that , out of 50 customers, 74% of the respondents are male policy holders and the rest 26% are female policy holders.

(B) Marital Status:

Marital					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	33	66.0	66.0	66.0
	Unmarried	17	34.0	34.0	100.0
	Total	50	100.0	100.0	

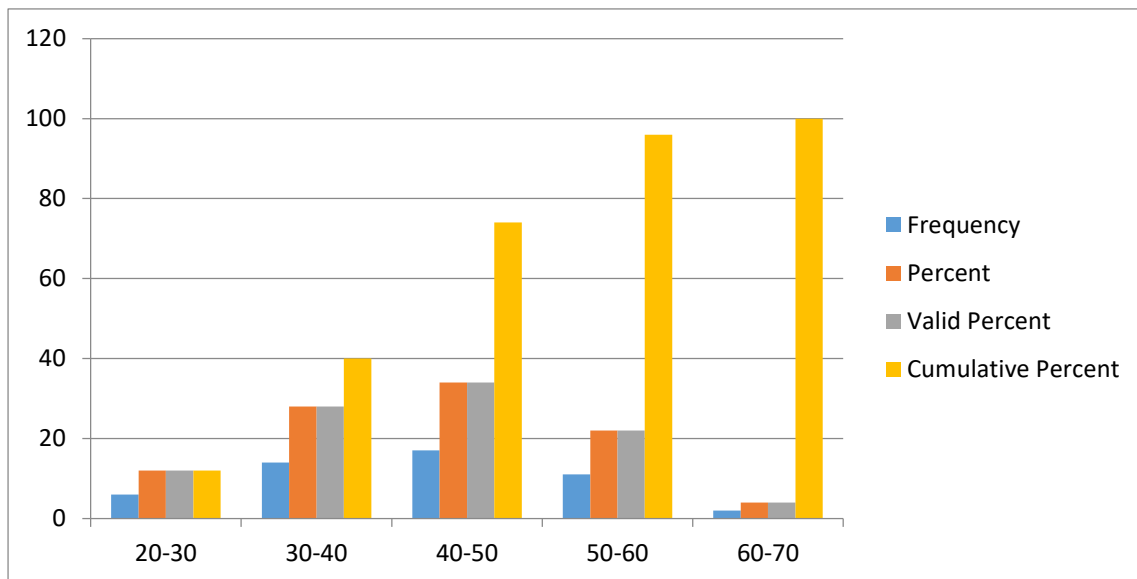


INTERPRETATION :

From a sample of 50 customers, 66% of the policy holders are unmarried and the rest 34% of the policy holders are married.

(C) Age:

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30	6	12.0	12.0	12.0
	30-40	14	28.0	28.0	40.0
	40-50	17	34.0	34.0	74.0
	50-60	11	22.0	22.0	96.0
	60-70	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

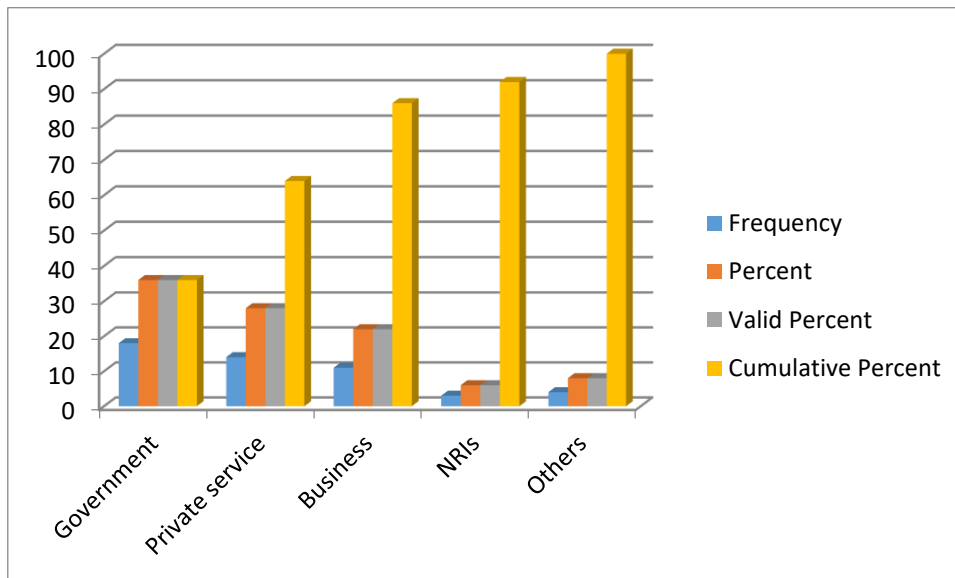


INTERPRETATION :

The graph shows that majority of the sample respondents were in the age group of 40-50 yrs ie,34%, 12% were in the age group of 20-30 yrs & 28% of them were 30-40 yrs, 22% were in the age group of 50-60 yrs and 4% were in the age group of 60-70 yrs.

(D) Occupation:

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government	18	36.0	36.0	36.0
	Private service	14	28.0	28.0	64.0
	Business	11	22.0	22.0	86.0
	NRIs	3	6.0	6.0	92.0
	Others	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

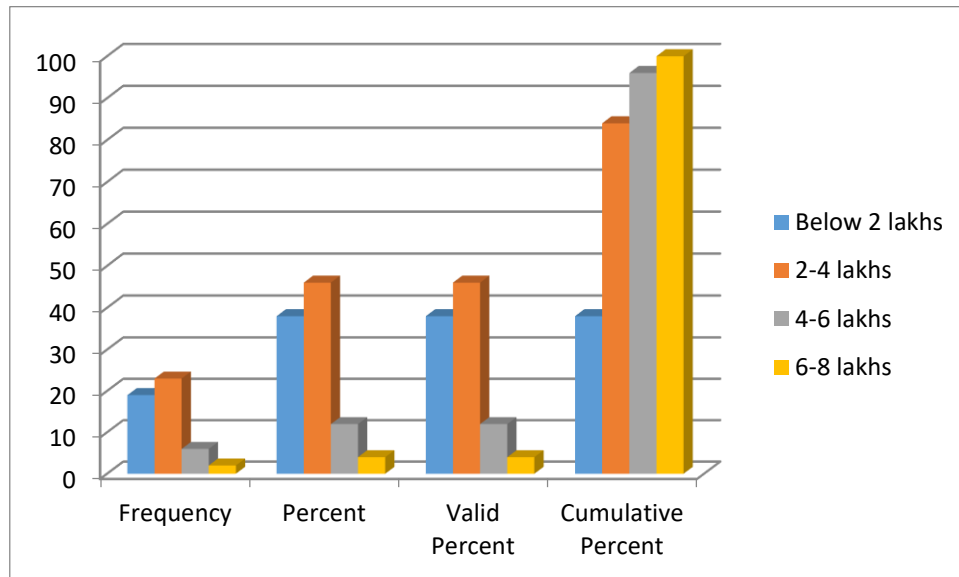


INTERPRETATION :

The graph shows that majority of the policy holders are working in the Government sector i.e.36% , 28% of them are engaged in Private service, 22% of them are business field, 6% of them are NRIs and 8% of them are engaged other works.

(E) Annual Income:

Annual income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 2 lakhs	19	38.0	38.0	38.0
	2-4 lakhs	23	46.0	46.0	84.0
	4-6 lakhs	6	12.0	12.0	96.0
	6-8 lakhs	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

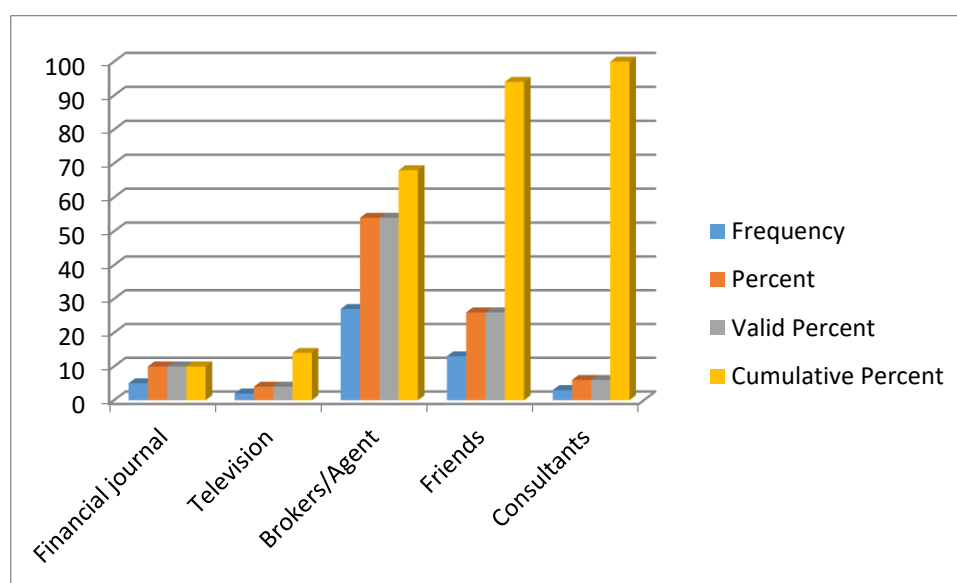


INTERPRETATION :

The graph shows that 46% of the policy holders get a salary of 2-4 lakhs, 38% of the policy holders get a salary of below 2 lakhs, 12% of the policy holders get a salary of 4-6 lakhs, 3 of the policy holders get a salary below 2 lakhs and 4% of them above 6-8 lakhs.

1. Sources that helps you in making investment decision.

Sources that helps you in making the investment decisions.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Financial journal	5	10.0	10.0	10.0
	Television	2	4.0	4.0	14.0
	Brokers/Agent	27	54.0	54.0	68.0
	Friends	13	26.0	26.0	94.0
	Consultants	3	6.0	6.0	100.0
	Total	50	100.0	100.0	

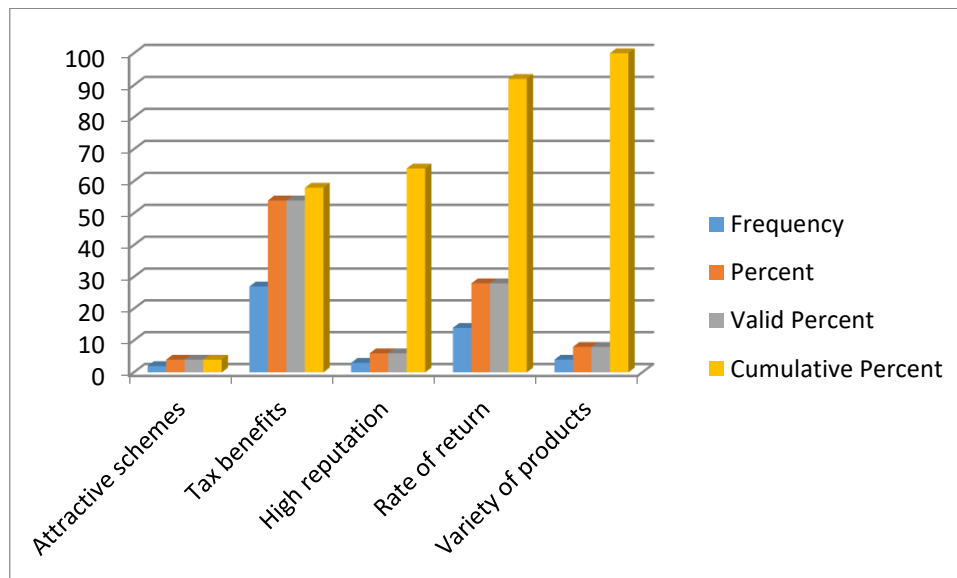


INTERPRETATION :

From the sample of 50 customers, 54% of the customers are strongly agree that the agents or brokers helps them to make investment decision, 26% of the customers point out their friends take part in the investment decision. And 10% customers reveal that the financial journals helps them, Remaining 6% is from consultants, and 4% selects television as the source.

2. Factors that influence your investment decision in a particular company.

Factors that influence your investment decisions in a particular company.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Attractive schemes	2	4.0	4.0	4.0
	Tax benefits	27	54.0	54.0	58.0
	High reputation	3	6.0	6.0	64.0
	Rate of return	14	28.0	28.0	92.0
	Variety of products	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

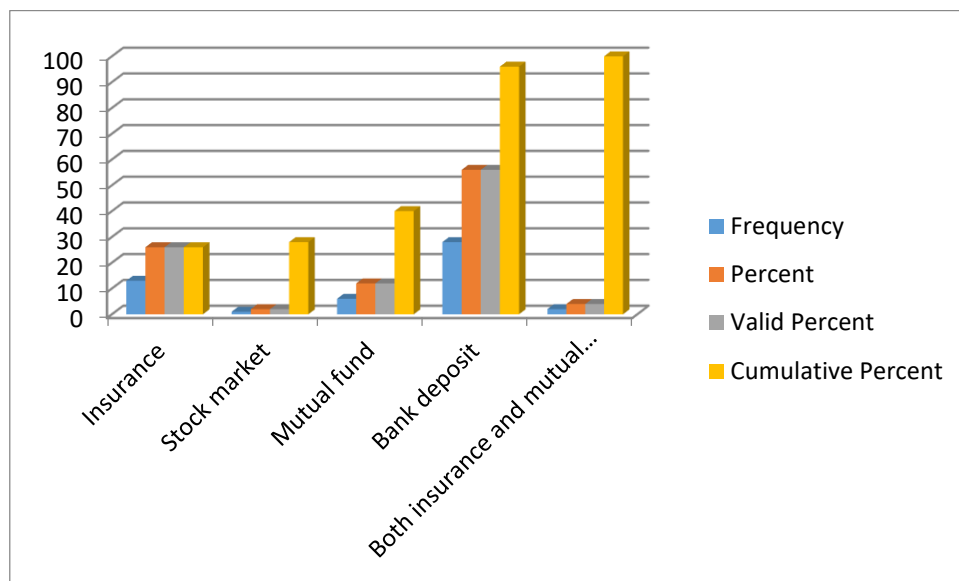


INTERPRETATION :

54% customers agree that the tax benefit is influence them to buy policy ,28% looks the rate of return what they will earn, variety of products from the company attracts 8% customers, and high reputation of the company attracts 6% of the customers, and remaining 4% pointing out the attractive schemes.

3. You generally like to invest money in.

You generally like to invest money.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Insurance	13	26.0	26.0	26.0
	Stock market	1	2.0	2.0	28.0
	Mutual fund	6	12.0	12.0	40.0
	Bank deposit	28	56.0	56.0	96.0
	Both insurance and mutual fund	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

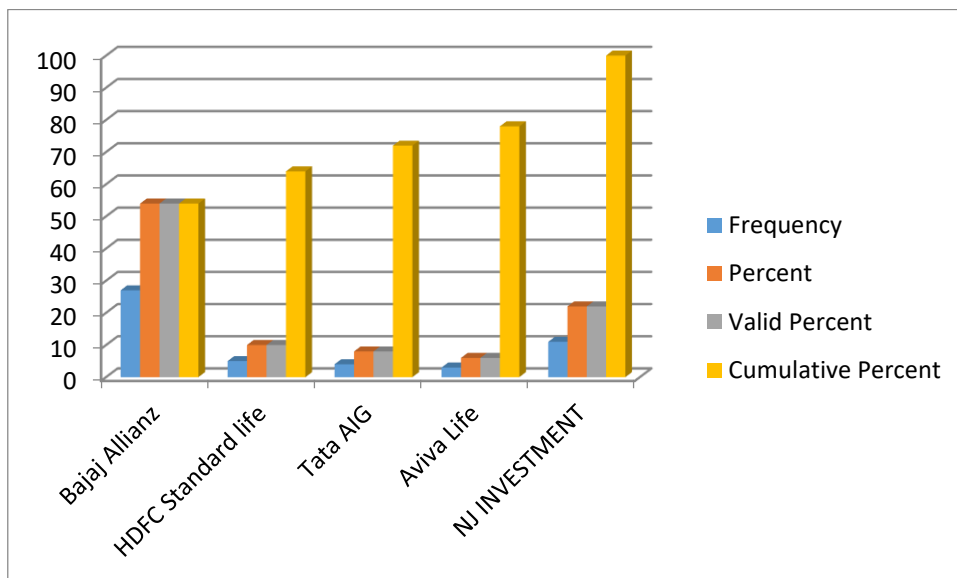


INTERPRETATION :

From a sample of 50 customers, 56% of the customers invest money in bank deposit, 26% in insurance sector, 12% in mutual fund, then 4% in both insurance and mutual fund, and remaining 2% in stock market.

4. According to you who among the following life insurance company is best.

According to you who among the following life insurance companies is best.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NJ INVESTMENT	27	54.0	54.0	54.0
	HDFC Standard life	5	10.0	10.0	64.0
	Tata AIG	4	8.0	8.0	72.0
	Aviva Life	3	6.0	6.0	78.0
	SBI	11	22.0	22.0	100.0
	Total	50	100.0	100.0	

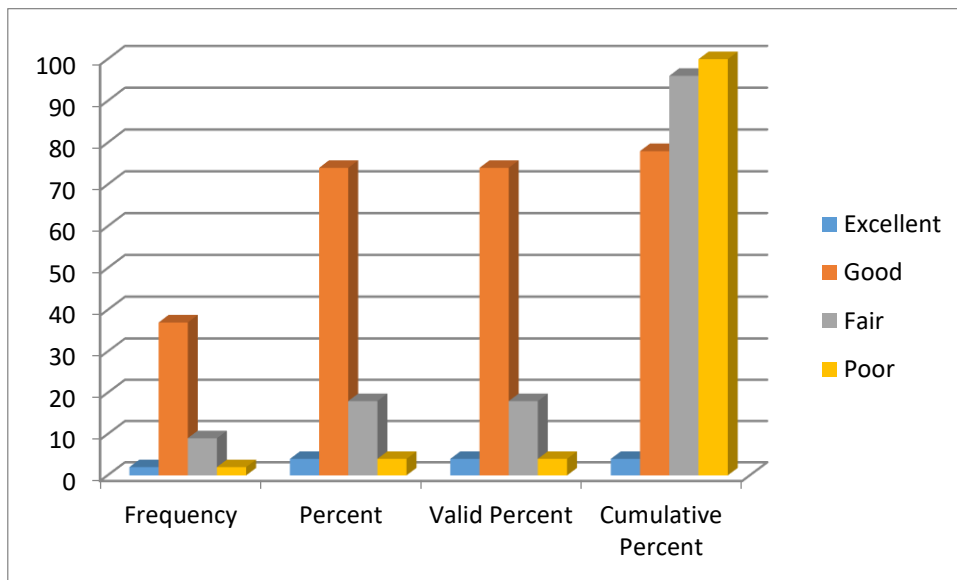


INTERPRETATION:

From a sample of 50 customers, 54% customers select NJ Invest is the best insurance company, and 22% customers choose SBI Life, 10% select HDFC, 8% for Tata AIG and remaining 6% stands for Aviva Life Insurance Company.

5. How would you rate our products

How would you rate our products.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	2	4.0	4.0	4.0
	Good	37	74.0	74.0	78.0
	Fair	9	18.0	18.0	96.0
	Poor	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

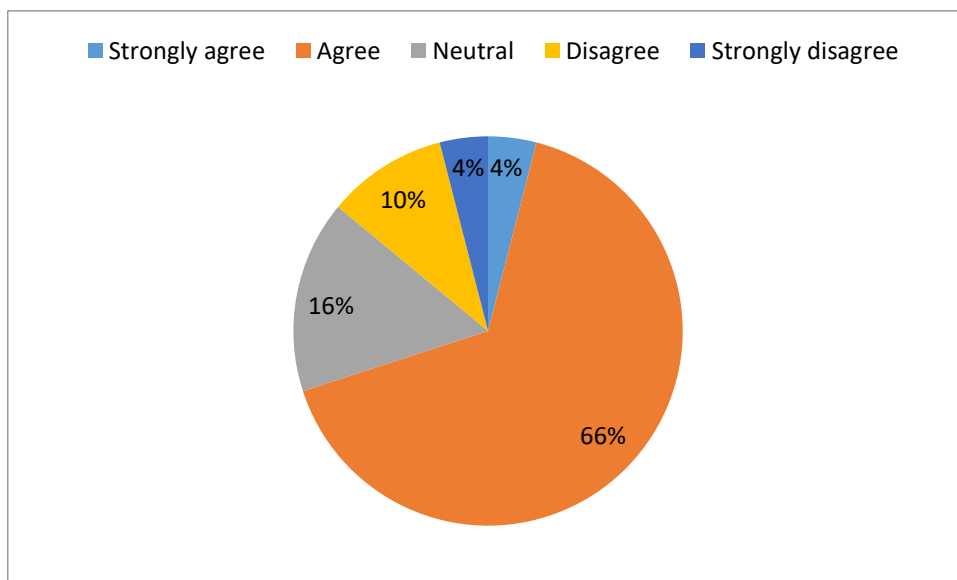


INTERPRETATION :

From a sample of 50 customers, 74% customers think that the products offered by NJ investors Life insurance co. is good, 4% think it's excellent, 18% of them select NJ investors products are fair, and remaining 4% not satisfied with our products.

6. I would like to invest money in NJ INVESTORS.

I would like to invest money in NJ INVESTORS.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	2	4.0	4.0	4.0
	Agree	33	66.0	66.0	70.0
	Neutral	8	16.0	16.0	86.0
	Disagree	5	10.0	10.0	96.0
	Strongly disagree	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

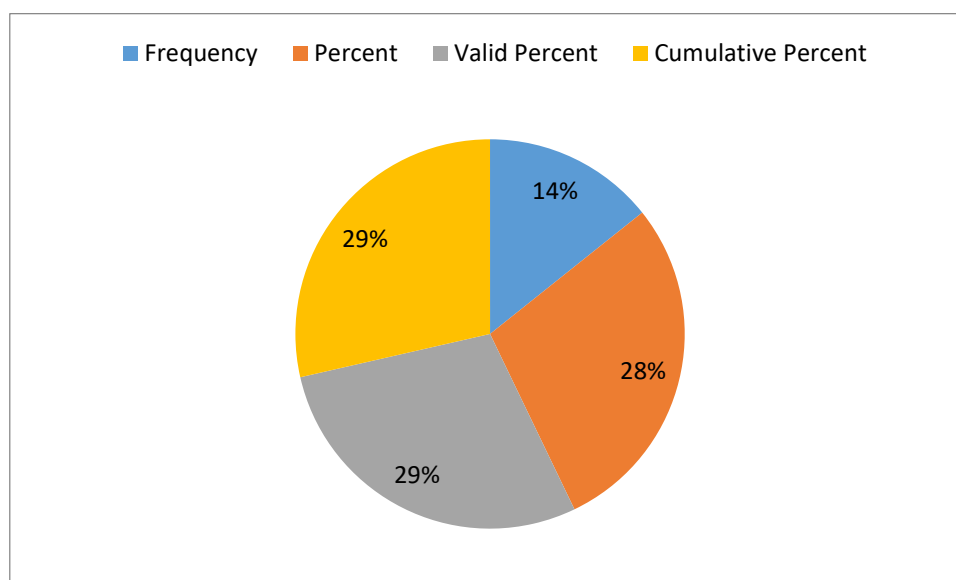


INTERPRETATION :

From a sample of 50 customers, 66% agree, 4% of them strongly supporting that fact, and 16% has no opinion about it. And 4% strongly disagreed, remaining 10% also disagree with investment in NJ INVESTORS.

7. Reason for choosing NJ INVESTORSs because of insurance coverage.

Reason for choosing NJ INVESTORSs because of insurance coverage.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	14	28.0	28.0	28.0
	Agree	32	64.0	64.0	92.0
	Neutral	2	4.0	4.0	96.0
	Disagree	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

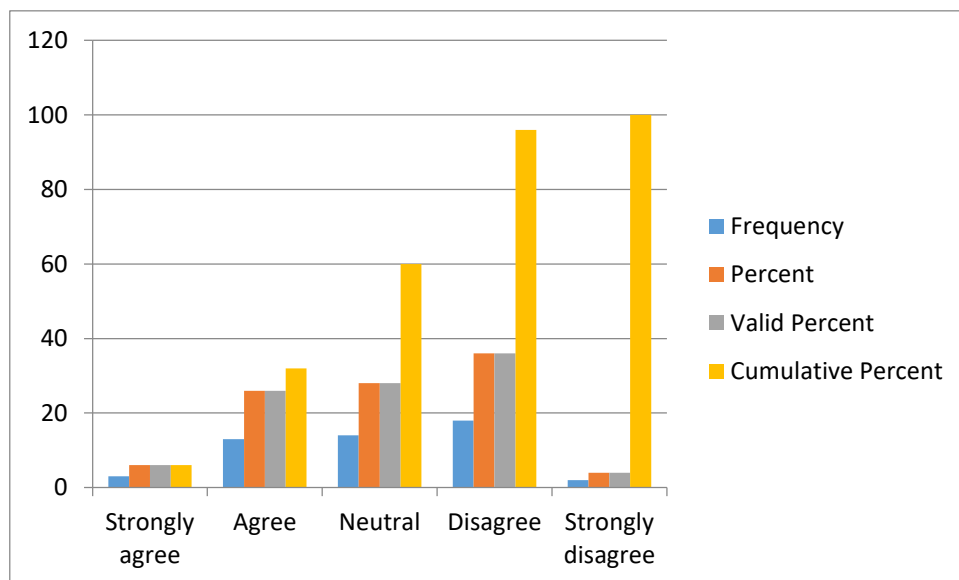


INTERPRETATION :

From a sample of 50 customers, 64% of the customers agree, 28% of them strongly support it, 4% customers didn't say anything, and remaining 4% disagree with that fact. So we can see that most of the Customers choose NJ INVESTORS because of insurance coverage.

8. I would like to invest money in Mutual Funds.

I would like to invest money in mutual funds.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	3	6.0	6.0	6.0
	Agree	13	26.0	26.0	32.0
	Neutral	14	28.0	28.0	60.0
	Disagree	18	36.0	36.0	96.0
	Strongly disagree	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

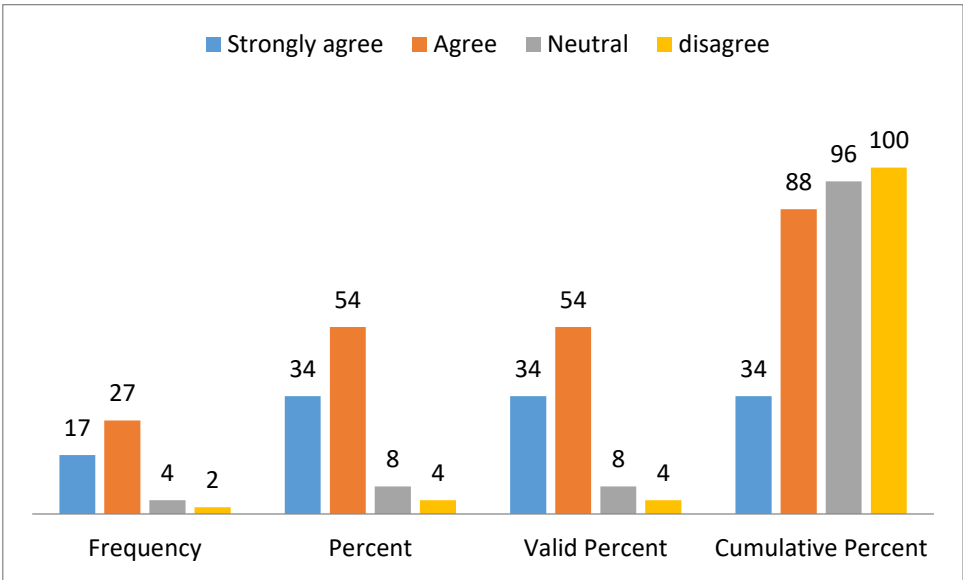


INTERPRETATION :

From a sample of 50 customers, 26% of the customers agree with that fact, 6% of the customers strongly support it, and 28% customers have no idea about it. And remaining 10% disagreed, out of this 10%, 4% strongly disagreed with it.

9. Mutual funds are more risky than NJ INVESTORS products.

Mutual funds are more risky than NJ INVESTORS products.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	17	34.0	34.0	34.0
	Agree	27	54.0	54.0	88.0
	Neutral	4	8.0	8.0	96.0
	disagree	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

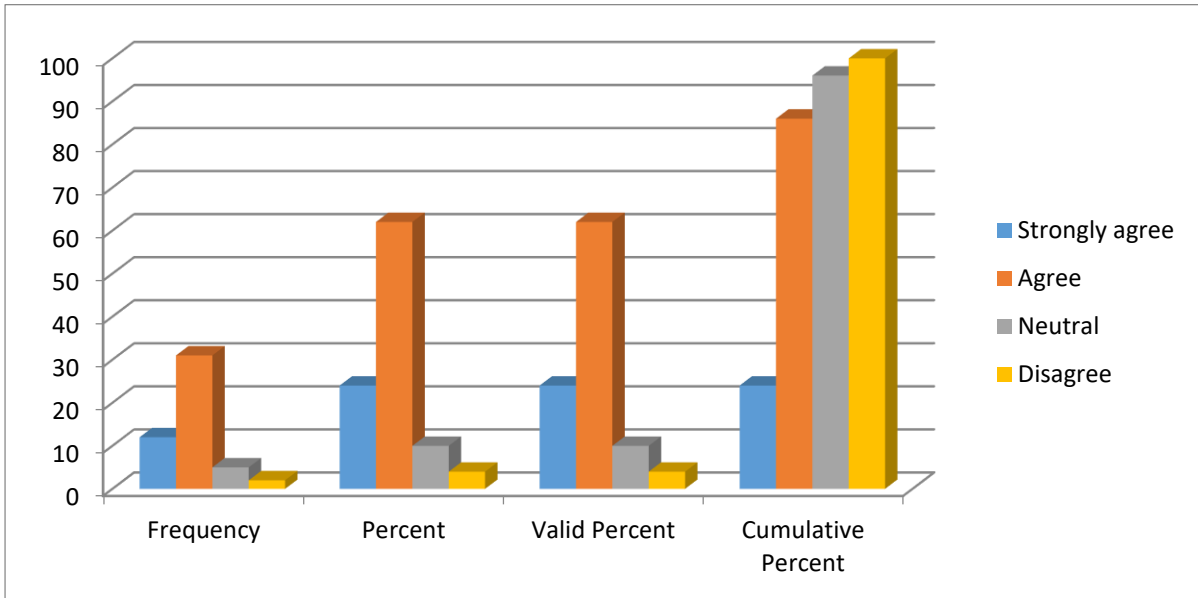


INTERPRETATION :

From a sample of 50 customers,54% of the customers thinks that mutual funds are more risky than NJ INVESTORS products,34% strongly agree with this statement.8% customers have no opinion about it,and remaining 4% disagree with it

10. NJ INVESTORS have advantage over Mutual funds.

NJ investors has advantage over mutual funds.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	12	24.0	24.0	24.0
	Agree	31	62.0	62.0	86.0
	Neutral	5	10.0	10.0	96.0
	Disagree	2	4.0	4.0	100.0
	Total	50	100.0	100.0	



INTERPRETATION :

62% of the customers agree with NJ INVESTORS have advantage over mutual fund statement. 24% customers strongly agree with this fact. And 4% of customers not supporting the statement. And remaining 10% have no opinion about it.

CHAPTER-5
Findings, Conclusions and Suggestions

SUGGESTIONS

That objective of whatever investor will be will gather riches to riches should full fill future needs Furthermore necessities. For a preservationist investor, insurance of central is about most extreme significance. However, fiscal prudence lies clinched alongside Hosting liquidity for contingencies, and also a implies for capital appreciation. Whether you look for money appreciation Furthermore duty comfort alongside sensible safety of capital after that shared stores score through settled stores on the different hand, assuming that capital protection may be every last bit that matters to you afterward settled stores might be those straight choice.

Assuming that you need aid youthful Also come starting with the Normal white collar What's more upper working class, you could as far as anyone knows make a greater amount hazard What's more ought to try for Contributing in common finances. On the other hand, elderly individuals furthermore low money persons could not detract a great deal risk: securing those money matters the majority will them. Such people ought to pick for bank altered stores As opposed to shared store

DISCUSSION

The company has high quality reputation in the market. NJ INDIA INVEST has bright future for the upcoming years and hopes this case report will help them in knowing various perceptions regarding various customers and full fill their demand

However, profits gained with respect to debt mutual fund are tax free. Mutual funds Manager's Recommendation mutual funds would superior to bank fixed deposit As far as charge benefits, unless those last offers any uncommon plan that is exempted starting with it.

Think about which may be better! Correlation between mutual funds and fixed deposit will be a in length debate, particularly The point when it comes to a correlation the middle of fixed deposit Also mutual fund. Indeed a couple a considerable length of time ago, At whatever

preservationist and risk averse investor might imagine Contributing On bank fixed deposit may be superior to mutual fund (debt or otherwise). By the advertise situation need changed a considerable measure in the late years, Also numerous a mutual fund gang need thought of interest debt mutual fund schemes with guaranteed returns close by capital appreciations.

Reflection

Working on the project at NJ INDIA INVEST PVT LTD, Bangalore has benefited us as follows

- During the period of internship and after interacting with financial advisor as well some retail investor, researcher gained basic knowledge in the field of consumer behaviour and research.
- This is an immense opportunity for the researcher to apply the learning of the two semesters.
- Further came to learn new dimensions in these fields while working on the project with our guide.
- I met customers and spent around 10-15 minutes with them and it was truly a great experience to talk and interact with them because of their knowledge sharing on the subject.
- While some are willing to give the required information. This process has really given a chance to improve their oral communication.

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