

EXECUTIVE SUMMARY

Mutual fund is an important and good source of investment options for investors. This source helps the investors in earning better returns compared to other source of investment. In India most of the people does not have the adequate knowledge on the subject of mutual fund. They feel that investment in mutual is unsafe and its like gambling. The lack of awareness and misunderstanding about mutual fund leads to low investment in this industry. There is a need to raise public awareness by enlightening people about the advantages of investing in mutual funds.

This report Contains information on the performance of chosen companies from various mutual fund schemes. The study's major goal is to figure out why SBI mutual fund schemes outperform when compared to other companies mutual fund schemes and to scrutinize the risk and return of various funds.

In the upcoming year mutual fund industry has bright future. As in India companies are focusing young people and adopting modern technology aspect in this industry. It makes buying and selling aspect easy and convenient for the investors.

This project gave a knowledge exposure and I was able to understand the performance of fund and customer behaviour towards mutual fund. In this project report the first part includes industry and company related information, vision, mission, SWOT Analysis and financial reports of the company. Second section consists of background of the study and literature review of the learning. Third parts consist of research design and Forth part consists with data interpretation and analysis. Last part deals with Findings, Suggestions and Conclusion.