BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

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A

SUMMER INTERNSHIP REPORT

ON

STUDY ON PEOPLE'S AWARENESS

ON MUTUAL FUND

IN MAURBHAJ

A project submitted to

BIJU PATTNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

(For the partial fulfilment of the requirement of the degree of MBA 2022-2022)

Submitted By:

ANUBHAV GIRI

BOUT REGISTRATION NO: 2006258054

UNDER THE GUIDANCE OF:

INTERNAL GUIDE: DR. SUDESHNA DUTTA

CERTIFICATE OF INTERNAL GUIDE

This is to certify that the Project work titled "**A STUDY ON PEOPLE'S AWARENESS ON MUTUAL FUND MAYURBHANJ"** is a bonafide work of **ANUBHAV GIRI, Reg. No: 2006258054** carried out in partial fulfillment for the award of degree of MASTER IN BUSINESS ADMINISTRATION FOR THE SESSION 2020-2022 of BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES, ODISHA under my guidance. This project work is original and not submitted earlier for the award of any degree or associateship of any other University or Institution. The thesis:

- Embodies the work of the candidate himself.
- Has duly been completed
- Fulfills the requirements of the rules and regulation relating to the summer internship of Institute.
- Is up to standard both in respect to content and language for being referred to the examiner.

Date:

Place: **Signature of the Guide**

CERTIFICATE FROM THE COMPANY GUIDE

Fin Skool

Anubhav Giri

For Successful Completion of

Equity Advisor Internship

From 01 June to 15 July 2021

No : F/2021/00118

Aarti Khatri
Founder

Jayant Kwatra
Founder

<u>DECLARATION</u>

I, ANUBHAV GIRI hereby declare that the Project work titled '**A STUDY ON PEOPLE'S AWARENESS ON MUTUAL FUND IN MAYURBHANJ'** is the original work done by me and submitted to the BIJU PATTNAIL INSTITUTE OF IT & MANAGEMENT STUDIES, Odisha, in partial fulfilment of requirements for the award of Mater of Business Administration is a record of original work done by me under the supervision of Dr. Sudeshna Dutta.

Regd. No:

Date: **Signature of the Student**

EXECUTIVE SUMMARY

Mutual funds are easy to understand because they are based on a simple concept: a mutual fund is a corporation that pools the money of many investors and invests it in a variety of securities.

Stocks, bonds, money market instruments, or a combination of these are all possible investments. Those assets are professionally managed on behalf of the shareholders, and each investor owns a pro rata portion of the portfolio, making them eligible for earnings when the securities are sold but also vulnerable to losses in value. Individual investors can profit from mutual funds by having someone else handle their investments and diversify their money among a variety of securities that may not be available or affordable to them otherwise. Many mutual funds now have low minimum investment requirements, making them accessible to even the tiniest investor.

A mutual fund is by definition diversified, as its assets are spread among a wide range of securities. Furthermore, there are many other types of mutual funds with various aims and levels of development potential, increasing your diversification opportunities.

ABSTRACT

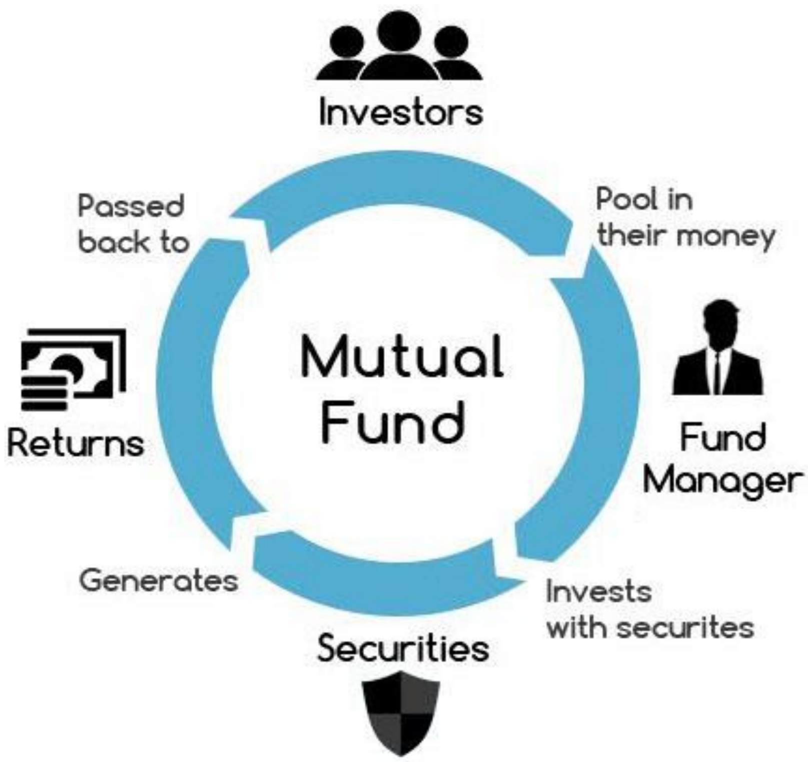
The whole research study is done to analyze and study the individual perception and consumer behavior on mutual funds. It lied on the part of conducting the research based on finance. This research study has satisfied the three main objectives of this aspect, 1. individual perception and consumer behavior, investors awareness regarding investing in mutual funds and to know the various factors that may affect selection of mutual fund schemes / fund directly or indirectly. It started with the approach of having an understanding of what, when and how a mutual fund work followed by types of investments in these funds. The second chapter of the document focuses upon the literature reviews and publication summaries given by different authors to have a clear cut view on the topic. It was followed by the next section in which the field study and analysis of data Is given in order to obtain and satisfy the objectives of the research study.

TABLE 0F CONTENTS

INTRODUCTION

What is mutual fund?

Mutual fund is an investment company that pools money from a number of investors and shareholders for earn returns on their capital over a period, such as stocks, bonds and money market instrument. All the mutual funds are registered by SEBI. They function within the provisions of strict regulation created to protect the interests of the investors. Most of the mutual funds are stand ready to buy back its shares at a current net asset value, and some are depends on the current market value of the fund's investment portfolio at the time of redeem. Mutual funds give small or individual investors access to professionally managed portfolios of equities, bonds and other securities. Each shareholders, therefore participates proportionally in the gains or losses of the fund. Mutual fund invests pooled cash of many investors to meet the fund's stated investment objective. Funds stand ready to sell and redeem their shares at any time at the fund's current net asset value or NAV: total fund assets divided by shares outstanding.



For an investor with an investable excess, there are numerous investment options available today in the financial market. We can invest in low-risk, low-return products such as deposits, corporate debentures, and bonds. People began looking for a portfolio manager with stock market knowledge who would invest on their market trends revealed that the typical retail investor always lasts with periodic bearish movements. As a result, several institutions offered wealth management services. They were, however, too expensive for a tiny investor. Mutual funds have provides a safe for these investors.

Like most developed and developing countries the mutual fund cult has been catching on. In India the reasons for this interesting occurrence are:

• Mutual fund makes it easy and less costly for investor to satisfy their need for capital growth, income and / or income preservation

• Mutual fund brings the benefits of diversification and money management to the individual investor, providing an opportunity for financial success that was once available only to a select few.

Why we select Mutual Fund?

The risk return trade-off states that if an investor is willing to facea larger risk, he can expect higher return, and vice-verse if he is interested in lower risk instruments, he can expect lower returns. For example, if an investor choose a bank FD, which offers a reasonable rate of return while posing little risk. However, as he progresses, he invests in capital-protected funds and profit bonds, which provide a little greater return. When compared to bank deposits, the risk is increased in the same percentage.

As a result, investors prefer mutual funds as their primary investment vehicle because they offer expert management, diversification, convenience and liquidity. That is not to say that mutual fund investments are risk-free.

This is because the money is pooled and not just invested in debt funds, which are less risky, but also in stock markets, which have a larger risk but bigger potential rewards. Because hedge funds are primarily traded in derivatives, they carry a high level risk.

History:

On the initiative of the Government of India and the Reserve Bank of India, the mutual fund business in India began in 1963 with the foundation of Unit Trust of India. In India, the history of mutual funds can be divided into four main phases, each of which is regarded extremely volatile.

1. First Phase (1964-1987)

An Act of Parliament established the Unit Trust of India (UTI) in 1963. It was established by the Reserve Bank of India and operated under the Reserve Bank's regulatory and administrative jurisdiction. UTI was de-linked from the Reserve Bank of India (RBI) in 1978, and the Industrial Development Bank of India (IDBN) took over regulatory and administrative authority in its place. The first scheme launched by UTI was Unit Scheme 1964. At the end of 1988 UTI had Rs. 6,700 cores of assets under management.

2. Second Phase (1987-1993)(Entry of Public sector Funds)

Non-UTI, public sector mutual funds-established by public sector banks, Life Insurance Corporation of India (LIC), and General Insurance Corporation of India (GICI) made their debut in 1987. (GIC). In June 1987, SBI Mutual Fund became the first non-UTI Mutual Fund, followed by Can Bank Mutual Fund in December 1987, Punjab National Bank Mutual

Fund in August 1989, Indian Bank Mutual Fund in November 1989, Bank of India in June 1990, and Bank of Baroda Mutual Fund in November 1990. (Oct 92). GIC launched its mutual fund in December 1990, while LIC launched its mutual fund in June 1989. The mutual fund sector had Rs. 47.004 crores in assets under administration at the end of 1993.

3. Third Phase (1993-2003)(Entry of Private Sector Funds)

In 1993, private sector funds entered the Indian mutual fund business, ushering in a new age in which Indian investors could choose from a greater range of fund families. In addition, the first Mutual Fund Regulations, which required all mutual funds, excluding UTI, to be registered and supervised, were enacted in 1993. In July 1993, the former Kothari Pioneer (since merged with Franklin Templeton) became the first private sector mutual fund to be registered. In 1996, the SEBI (Mutual Fund) Regulations of 1993 were replaced by a more comprehensive and modernised Mutual Fund Regulations. The SEBI (Mutual Fund) Regulation 1996 presently governs the industry.

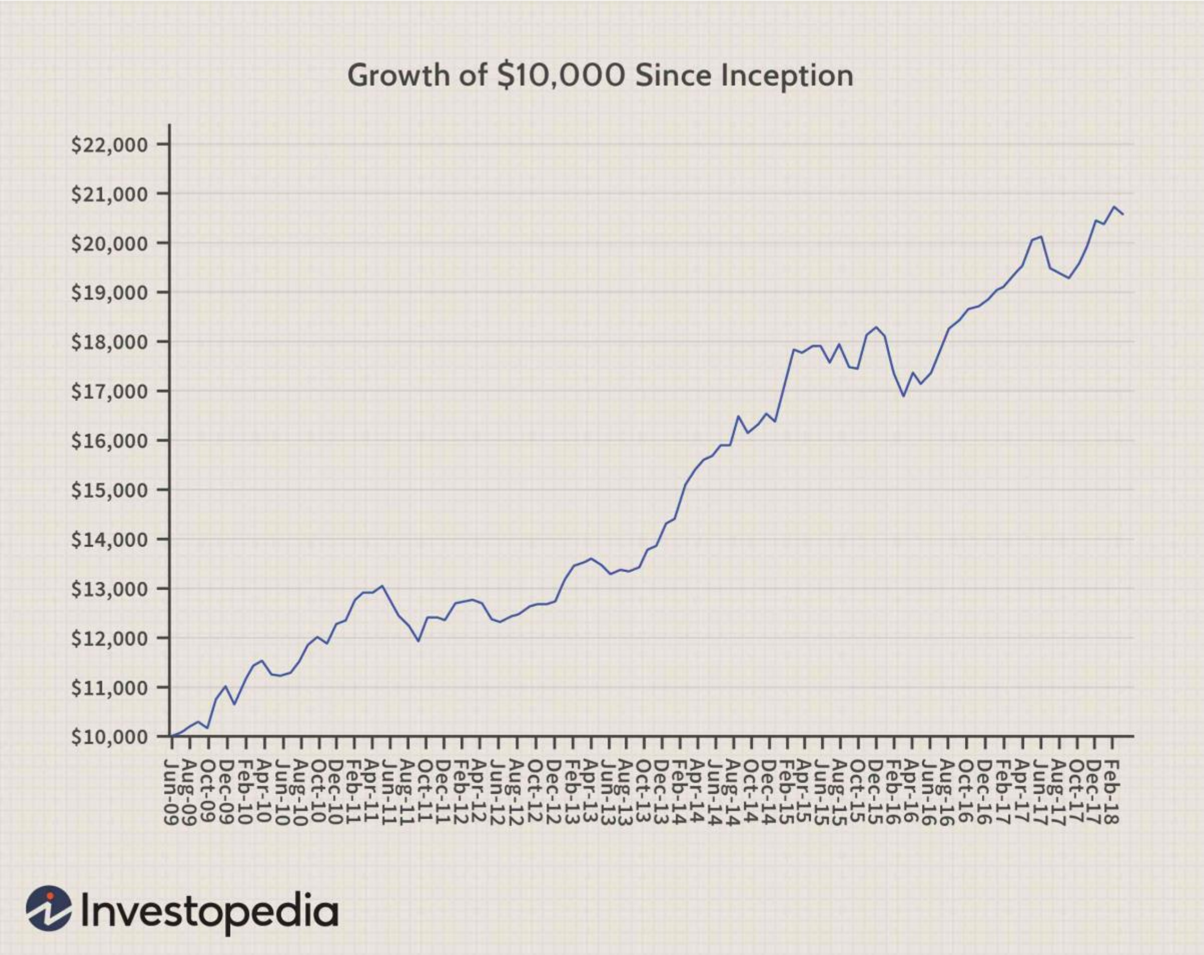
The number of mutual fund houses has continued to grow, with many overseas mutual funds establishing funds in India, as well as various mergers and acquisitions in the business. There were 33 mutual funds with total assets of Rs.1,21,805 corers at the end of January 2003. Other mutual funds were well behind the Unit Trust of India, which had Rs. 44,541 crores in assets under administration.

4. Fourth Phase – Since February 2003

Following the abolition of the Unit Trust of India Act 1963 in February 2003, UTI was split into two different corporations. One is the Unit Trust of India's Specified Undertaking, which had Rs. 29,835 crores in assets under management at the end of January 2003, reflecting approximately the assets of the US 64 scheme, assured return, and certain other funds. The Unit Trust of India's Specified Undertaking, which operates under an administrator and is governed by Government of India guidelines, is exempt from the Mutual Fund Regulations.

The UTI Mutual Fund, sponsored by SBI, PNB, BOB, and LIC, is the second. It is registered with the Securities and Exchange Board of India (SEBI) and operates under the Mutual Fund Regulations. The mutual fund industry has entered its current phase of consolidation and growth, with the bifurcation of the erstwhile UTI, which had more than Rs. 76,000 crores of assets under management in March 2000, and the establishment of a UTI Mutual Fund, which complies with SEBI Mutual Fund Regulations, as well as recent mergers among different private sector funds.

The Graph Indicates The Growth Of Assets Over The Years.



BENEFITS OF MUTUAL FUND:

1. PROFESSIONAL INVESTMENT MANAGEMENT:

When you invest in a mutual fund, your money is managed by professional experts. This is one of the primary benefits of investing in mutual funds. Being full-time, high-level investment professionals, a good investment manager is more resourceful and capable of monitoring the companies the mutual fund has invested in, rather than individual investors.

2. LOW INVESTMENT THRESHOLD:

A mutual fund enables you to participate in a diversified portfolio for as little as Rs 5000, and sometimes even lesser. And with a no- load fund, you pay little or no sales charges to own them.

3. DIVERSIFICATION

By owning shares in a mutual fund instead of owning individual stocks or bonds, your risk is spread out. The idea behind diversification is to invest in a large number of assets so that a loss in any particular investment is minimized by gains in others. In other words, the more stocks and bonds you own, the less any one of them can hurt you (think about Enron). Large mutual funds typically own hundreds of different stocks in many different industries. It wouldn't be possible for an investor to build this kind of a portfolio with a small amount of money.

4. CONVENIENCE:

Investing in mutual funds has its own convenience. You save up on additional paper-work that comes with every transaction, the amount of energy you invest in researching for the stocks, as well as actual market- monitoring and conduction of transactions. With a mutual fund, you don't have to do any of that.

5. LIQUIDITY:

In open-ended schemes, you can get your money back at any point in time at the prevailing NAV (Net Asset Value) from the Mutual Fund itself. This makes mutual fund investments highly liquid. Compare that with a fixed deposit or a bond which may have fixed investment duration.

6. TRANSPARENCY:

SEBI regulations for mutual funds have made the industry very transparent. You can track the investments that have been made on your behalf to know the sectors and stocks being invested in.

LIMITATIONS OF MUTUAL FUNDS:

1.Lack of portfolio customizations:

Portfolio Management Schemes (PMS) are offered by some brokerages, such as IIFL and Motilal Oswal, to large investors. The investor has more control over what securities are bought and sold on his behalf when using a PMS. In the event of PMS, the client can receive a personalised portfolio. A mutual fund unit holder, on the other hand, is merely one of thousands of investors in the scheme. Once a unit holder has purchased a unit in the plan, the fund manager is in charge of investment management (within the broad parameters of the investment objective). As a result, the unitholder has no say in what securities or investments the plan invests in.

2. Choice overhead:

Investors face a difficult decision because there are over 2000 mutual fund plans offered by 47 mutual funds, each with various possibilities inside them. Investors can cope with the deluge by receiving more scheme information through various media sources and having competent advisors available in the market.

3. No control over costs:

In a plan, all of the investors' money is pooled together. The scheme's management costs are borne by all Unitholders in proportion to their Unit holdings in the scheme. As a result, an individual investor has no control over the scheme's costs. SEBI, on the other hand, has put some restrictions on the expenses that can be levied to any programme. The mutual fund company publishes these limits, which vary depending on the size of the assets and the structure of the programme.

4. Size:

Some mutual funds are far too large to find adequate investments. This is especially true for small-company funds, because there are severe limits on how much of a single firm a fund can own. If a mutual fund has Rs. 5000 crores to invest and can only invest Rs. 50 crores in each, it must locate at least 100 such companies to invest in; as a result, the fund may be obliged to lower its standards when selecting companies to invest in.

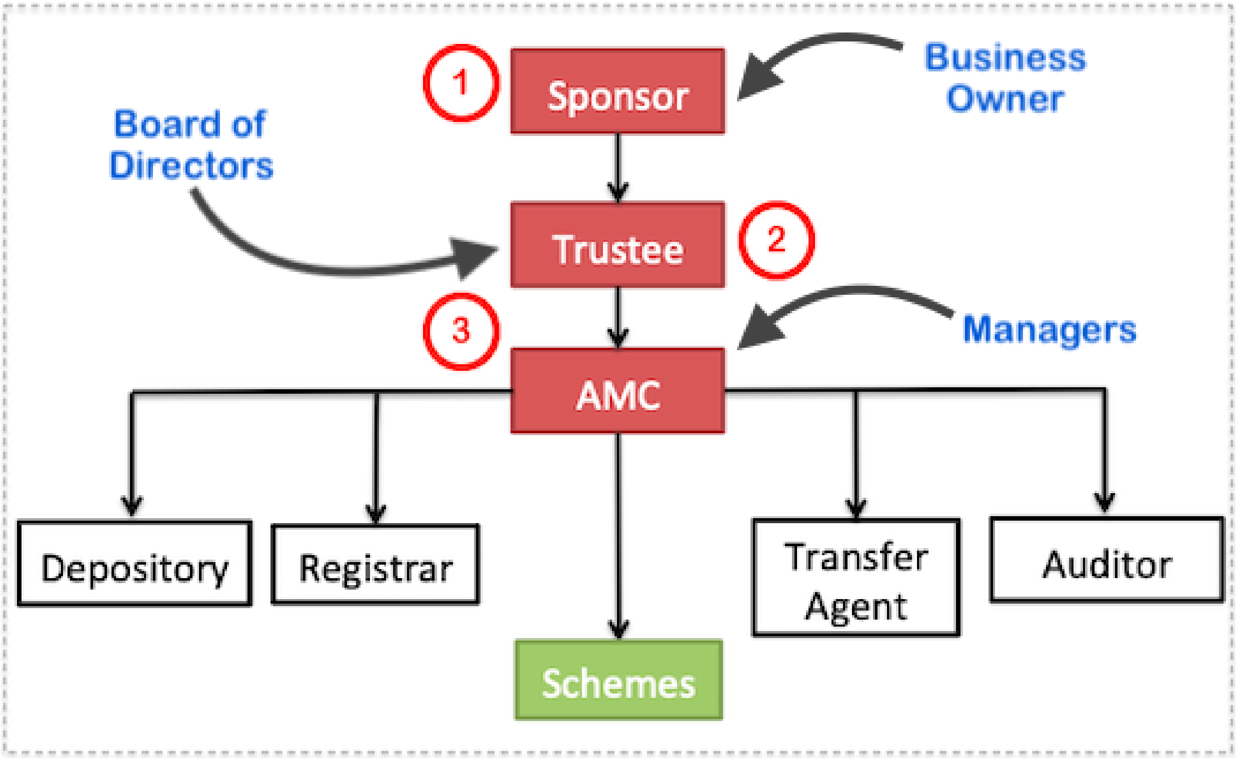
5. Dilution:

Dilution is a direct outcome of dilution. The large profits earned do not make much of a difference because investors' money is dispersed across several assets. When we talk about diversity as one of the core benefits of mutual funds, one of the biggest disadvantages/limitations to investing in mutual funds is over-diversification.

6. Buried Costs:

Many mutual funds specialize in burying their costs and in hiring salesmen who do not make those costs clear to their clients.

STRUCTURE OF A MUTUAL FUND:



1.SPONSER:

The individual, who forms a mutual fund, either alone or in conjunction with another body corporate, is known as the sponsor. The Sponsor must contribute at least 40% of the Investment's net worth and meet the eligibility conditions set forth in the Securities and Exchange Board of India (Mutual Fund) Regulations, 1996. Beyond the initial contribution paid to start up the Mutual Fund, the sponsor is not responsible or accountable for any loss or deficit originating from the operation of the Schemes.

2. TRUSTEE:

A trustee is typically a corporation or a board of trustees (body of individuals). The trustee's primary responsibility is to protect unit holders' interests and ensure that the amc operates in the best interests of investors, in accordance with the Securities and Exchange Board of India (mutual funds) regulations, 1996, the trust deed, and the offer documents for the various schemes. At least two-thirds of the trustee's board of directors must be independent directors who have no ties to the sponsor.

3. ASSET MANAGEMENT COMPANY (AMC):

The trustee appoints the asset management company (AMC) as the mutual fund's investment manager. To act as a mutual fund asset management company, the am must be approved by the Securities and Exchange Board of India (SEBI). At least half of the directors of the am are independent directors who have no ties to the sponsor in any way. At all times, the am must have a net value of at least 10 cores.

4. REGISTER AND TRANSFER AGENT:

The AMC appoints the Registrar and Transfer Agent to the Mutual Fund if the Trust Deed authorizes it. The Registrar is in charge of processing application forms, redemption requests, and account statements for unit holders. The Registrar and Transfer Agent also manage investor interactions and maintain investor records.

• BASED ON ASSETS INVESTED IN

1. Equity Fund:

These funds invest a maximum part of their corpus into equities holdings. The structure of the fund may vary different for different schemes and the fund manager's outlook on different stocks. The Equity Funds are sub-classified depending upon their investment objective, as follows:

Bonded

- Diversified Equity Funds
- Mid-Cap Funds
- Sector Specific Funds
- Tax Savings Funds (ELSS)

Equity investments are meant for a longer time horizon, thus Equity funds rank high on the risk-return matrix.

2. Debt Funds:

The objective of these Funds is to invest in debt papers. Government authorities, private companies, banks and financial institutions are some of the major issuers of debt papers. By investing in debt instruments, these funds ensure low risk and provide stable income to the investors. Debt funds are further classified as:

(a) Gilt Funds:

Invest their corpus in securities issued by Government, popularly known as Government of India debt papers. These Funds carry zero Default risk but are associated with Interest Rate risk. These schemes are safer as they invest in papers backed by Government.

(b) Income Funds:

Invest a major portion into various debt instruments such as bonds, corporate debentures and Government securities.

(c) MIPs:

Invest maximum of their total corpus in debt instruments while they take minimum exposure in equities. It gets benefit of both equity and debt market. These scheme ranks slightly high on the risk-return matrix when compared with other debt schemes.

(d) Short Term Plans (STPs):

It meant for investment horizon for three to six months. These Funds primarily invest in short term papers like Certificate of Deposits (CDs) and Commercial Papers (CPs). Some portion of the corpus is also invested in corporate debentures.

(e) Liquid Funds:

Also known as Money Market Schemes, These funds provides easy liquidity and preservation of capital. These schemes invest in short-term instruments like Treasury Bills, inter-bank call money market, CPs and CDs. These funds are meant for short-term cash management of corporate houses and are meant for an investment horizon of 1day to 3 months. These schemes rank low on risk-return matrix and are considered to be the safest amongst all categories of mutual funds.

3. Hybrid Funds:

They are a hybrid of equity and debt funds, as the name implies. They invest in both stocks and fixed-income instruments, as long as the scheme's investment objective is met. These programs are designed to provide investors the best of both worlds. Growth is provided by the equity portion, while return stability is provided by the debt portion.

➢ BASED ON INVESTMENT OBJECTIVE:

1.Growth Fund:

Growth funds are also known as equity funds. The aim of these funds is to provide capital appreciation over medium to long term These funds normally invest a major part of their fund in equities and are willing to bear short-term decline in value for possible future appreciation.

2. Income Funds:

Income Funds are also known as debt funds. The aim of these funds is to provide regular and steady income to investors. These funds generally invest in fixed income securities such as bonds and corporate debentures. Capital appreciation in such funds may be limited.

3. Balanced Funds:

Balanced Funds aim to provide both growth and income by periodically distributing a part of the income and capital gains they earn. These funds invest in both shares and fixed income securities, in the proportion indicated in their offer documents (normally 50:50).

NET ASSET VALUE (NAV):

Since each owner is a part owner of a mutual fund, it is necessary to establish the value of his part. In other words, each share or unit that an investor holds needs to be assigned a value. Since the units held by investor evidence the ownership of the fund's assets, the value of the total assets of the fund when divided by the total number of units issued by the mutual fund gives us the value of one unit. This is generally called the Net Asset Value (NAV) of one unit or one share. The value of an investor's part ownership is thus determined by the NAV of the number of units held.

CALCULATION OF NAV:

Let us see an example. If the value of a fund's assets stands at Rs. 100 and it has 10 investors who have bought 10 units each, the total numbers of units issued are 100, and the value of one unit is Rs.10.00 (1000/100). If a single investor in fact owns 3 units, the value of his ownership of the fund will be Rs. 30.00(1000/100*3). Note that the value of the fund's investments will keep fluctuating with the market-price movements, causing the Net Asset Value also to fluctuate. For example, if the value of our fund's asset increased from Rs. 1000 to 1200, the value of our investors holding of 3 units will now be (1200/100*3) Rs. 36. The investment value can go up or down, depending on the markets value of the fund's assets.

• Marketing Strategies for Mutual Funds

1. Business Accounts

The most common sales and marketing strategies for mutual funds is to sign-up companies as a preferred option for their retirement plans. This provides a simple way to sign-up numerous Accounts with one master contract. To market to these firms, sales people target human resource professionals. Marketing occurs through traditional business-to-business marketing techniques including conferences, niche advertising and professional organisation. For business accounts, fund representatives will stress ease of use and compatibility with the company's present systems.

2. Consumer Marketing

Consumer marketing of mutual funds is similar to the way other financial products are sold. Marketers emphasize safety, reliability and performance. In addition, they may provide information on their diversity of choices, ease of use and low costs. Marketers try to access all segments of the population. They use broad marketing platforms such as television, newspapers and the internet. Marketers especially focus on financially oriented media such as CNBC television and Business week magazine.

3. Performance

Mutual funds must be very careful about how they market their performance, as this is heavily regulated. Mutual funds must market their short, medium and long-term average returns to give the prospective investor a good idea of the actual performance. For example, most funds did very well during the housing boom. However, if the bear market that followed is included, performance looks much more average. Funds may also have had different managers with different performance records working on the same funds, making it hard to judge them.

4. Marketing Fees

Mutual funds must be very clear about their fees and report them in all of their marketing materials. The main types of fees include the sales fee (load) and the management fee. The load is an upfront charge that a mutual fund charges as soon as the investment is made. The management fee is a percentage of assets each year, usually 1 to 2 percent.

➢ LEGAL FRAME WORK OF SEBI & AMFI:

I.REGULATORY ASPECTS OF MUTUAL FUNDS:

In the year 1992, Securities and exchange Board of India (SEBI) Act was passed. The objectives of SEBI are - to protect the interest of investors in securities and to promote the development of and to regulate the securities market. SEBI formulates policies and regulates the mutual funds to protect the interest of the investors.

II.GUIDELINES OF SEBI & AMFI:

- Mutual funds are regulated by the SEBI (mutual Fund) Regulations, 1996.
- Bank-sponsored mutual funds are jointly regulated by SEBI and RBI.
- The bank-sponsored fund cannot provide a guarantee without RBI Permission.
- RBI regulates money and government securities markets, in which mutual Funds are invested.
- Listed mutual funds are subject to the listing regulations of stock exchange.
- Since the AMC and Trustee Company are companies, the Department of Company affairs regulate them. They have to send periodic reports to the ROC (Register of Companies) and the CLB (Company Law Board) is the appellate authority.
- Mutual Funds Company is required to update the NAV of the scheme on the AMFI website on a daily basis in case of open-ended scheme.
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SCOPE OF THE STUDY

Switching the focus from "A STUDY ON PEOPLE'S AWARENESS ON DEMAT ACCOUNT AND TRADING ACCOUNT IN MAYURBHANJ " to "Ascent Consultancy in the Real World," the study has a broader scope. The economic activity that is concerned with the system's great fluctuations. Investing in mutual funds and shares is becoming increasingly popular among businesspeople. They place a great deal of emphasis on this field, which encourages them to learn more about it. By performing research in this sector, one can learn how risk and return are linked in the future with previous experience. The research sheds light on a number of topics, including:

- To gain and valid ideas
- To know the current issues as regards to the research area.
- To gain more knowledge, by direct and personal experience.
- To broaden the prospective and set the work in context.
- To know the actual importance of this research.
- To spot the areas which have not been researched

OBJECTIVE OF THE STUDY

1. To research and analyze the awareness level of investment in mutual funds in Mayurbhanj district.
2. To analyze the mutual fund performance level in the present market.
3. To know the awareness of people about mutual funds in Mayurbhanj district.

Research Methodology:

A research design is a method and procedure for gathering data necessary to address an issue. The basic plan that aids in data gathering or analysis is known as a research design. It outlines the sort of data to be gathered, as well as the sources and procedures for gathering data. The current research is descriptive and fact-finding in nature, with suitable interpretation. It is done in a variety of situations. A descriptive study may be required when the researcher wants to know the characteristics of certain groups, such as age, educational level, occupation, or income, or when the researcher wants to know the proportion of people in a given population who have behaved in a certain way, make projections, or determine the relationships between two or more variables. These studies are highly structured and employ descriptive data as a directed basis for marketing decisions.

DATA COLLECTION

In order to get information from respondents, a survey method was used. A well-designed questionnaire was created to obtain information from respondents on the mutual fund. There are both open-ended and closed-ended questionnaires in this collection.

Primary Data.

Primary data is the first hand data collected by the researcher directly it's the fresh data. The sources of primary data from this study purpose are as follows :

- Observation
- Interviews
- Questionnaires

Secondary Data:

Secondary data is the already available information collected someone hence For their own study purpose and it is the published sources of information. The secondary data sources for this study purpose are:

- Text books
- Company broachers , documents & other related materials
- Websites

Type of Research design	Conclusive Research Design
Source of Data	(a) Primary Data: Survey method (b) Secondary data: Internet, magazines, reference books, newspaper
Research Equipment	Questionnaires
Sampling Technique	Non- probability techniques convenience sampling method
Sample size	100. Samples
Area of research	Mayurbhanj
Objectives	The main objectives of research is to find awareness regarding Mutual Fund among earning people
Sub-Objectives	1.To find how much people investing in Mutual Fund 2.To find in which Mutual Fund they are investing 3.To find which way or which option people like while investing in mutual fund.

CAPTER-2

COMPANY PROFILE:

Finskool is an e-learning app based platform aimed to help people learn and understand the concepts of Finance & investment for every Indian.

This is our go-to essential app for the contemporary Indian who aspires to build a career in the ever growing and expanding finance industry or wants to invest wisely in the financial market.

Finskool is basically a Sanguine Capital Financial Services Company's part. Finskool is basically a application platform where sanguine capitals services are provided to the customer.

Sanguine capital offers complete package of Financial Services ranging from NSE certified courses on Financial Markets to overall portfolio management of the clients (as a Business Partner of Motilal Oswal). We are one of the leading players in providing the NSE certified Financial sector trainings with an aim to help our clients gain Financial Independence.

Sanguine capital/Finskool is associated with Motilal Oswal, a renowned player in Equity markets for more than 20 years. Motilal Oswal is bestowed with various awards like" Best Performing Equity Broker (National)" by CNBC TV18 Financial Advisor Awards. Their services include equity/commodity & derivative trading, PMS, Forex, Mutual Funds & Insurance.

The team of Sanguine capital Financial Experts is trained in reading both, Technical charts along with Company Fundamentals. They are dedicated professionals with hands-on experience in stock market that helps them in imparting conducting the Job oriented stock market training sessions. Our capital market training programs covers not only the intraday trading techniques but also includes long term investment planning. We also provide daily trading tips to the students in order to give them heads-up with daily market fluctuations. So, come join us for a life-time experience of learning & investing, under one roof.

Services

1.Financial Planning:

Everyone who has a dream, wants to plan his/her retirement, be prepared for contingencies or simply wants to take control of his/ her finances, needs comprehensive financial planning. Sanguine Capital experts engage with their clients & create a unique financial plan based on their risk profile, income & expense.

2. Mutual Fund:

Fixed deposits are inevitable for any investor as they ensure fixed returns over the given period of time. Another source of regular income & safe investment for investors are debt funds. Choose from among the best deposit schemes & debt funds to complete your portfolio & get experts' advice at Sanguine Capital.

3. funds

Fixed deposits are inevitable for any investor as they ensure fixed returns over the given period of time. Another source of regular income & safe investment for investors are debt funds. Choose from among the best deposit schemes & debt funds to complete your portfolio & get experts' advice at Sanguine Capital.

4.Stock market education

We provide extensive courses on the Stock market ranging from fundamental to advance levels along with assistance in career-oriented NSE, NISM & MCX certifications via classroom sessions, online videos & pen-drive. We strongly believe in imparting knowledge via practical & real-life case studies give industry trained & fully equipped professionals.

5.Portfolio management Services

Stock market looks like a lucrative trading & investment platform to all of us. But, revealed by many researches, direct equity investors often leave the stock market disappointed due to reducing portfolios, falling wealth, or losses. Managing an equity portfolio is not an easy task. It requires a constant eye on it for removing the slow-moving stocks, ensuring diversification across industries, and many more time-consuming tasks.

Portfolio management requires a specific skill set that converts your investments into meaningful gains over a period of time. PMS are highly recommended for individuals or institutions that intend to build an equity portfolio to create long-term wealth.

6.Portfolio restructuring

If you have a portfolio already but are looking for someone to take it in the right direction, your search ends at Sanguine Capital for sure. Our team of trained professionals will guide you with the right market flavors & accurate entry & exit points restructuring your portfolio to make the maximum profits under the controlled risk factors.

7.Insurance

We provide extensive courses on the Stock market ranging from fundamental to advance levels along with assistance in career-oriented NSE, NISM & MCX certifications via classroom sessions, online videos & pen-drive. We strongly believe in imparting knowledge via practical & real-life case studies give industry trained & fully equipped professionals.

8.Recovery of Shares

Sanguine Capital brings to you the complete solution of any issues with the physical documents of share or debentures. Our experts assist clients in resolving doubts/ queries related to share transfer, claims by nominee, name deletion/ modification etc. We have experts to help you recover the unclaimed amount from lost or damaged share certificates as well.

CHAPTER-3

COMPETITOR ANALYSIS

Competitors:

1.Ledgy

Ledgy is the equity management solution built for fast-growing companies. Scaleable, flexible, and easy to use for end-to-end equity management with best-in-class security and privacy.

Trusted by leading companies to manage their equity, Ledgy helps you get your cap table and employee participation plans right from the beginning: ESOPs & PSOPs to empower your employees with ownership.

Make your financing rounds a success and engage your investors with always accurate scenario and exit modeling. Ledgy shows the latest information to your chosen stakeholders about their investments, while streamlining due diligence and handling every vesting schedule. Invite investors into their own custom dashboard that reflect accurate funding scenarios in real-time: valuations, dilutions, and exits, with a clear view of shared KPIs and more.On the employee side your company will have the power to attract and retain key talent. Employees get their own dashboard with the ability to self-manage their equity and transparently monitor their shareholdings, vesting schedules, and future in your company's success.Ledgy is the best equity management platform and is currently used by high-growth scale ups and unicorns to leverage the power of their equity.

2.ICICI securities

ICICI Securities Limited provides institutional and retail broking, merchant banking, and advisory services to corporates, financial institutions, high net-worth individuals, and retail investors in India. It offers equity capital market products, including initial public offerings (PO), further public offerings, rights offerings, convertible offerings, qualified institutional placements, non-convertible debentures, buyback, delisting, and open offers and international offerings for unlisted and listed entities.

ICICI BROKERAGE CHARGES 2018

- Trading account opening charges (one time): R$ 975
- Trading annual maintenance charges (AMC): R$ 0
- Demat account opening charges (one time):Rs 100 (for agreement stamp paper)
- Demat account annual maintenance charges (AMC):R$ 500 (R$ 0 for pot year with 3 in one account)

3.HDFC securities:

HDFC securities Limited is a financial services intermediary and a subsidiary of HDFC Bank, a private sector bank in India. It is one of the leading stock broking companies in India and has completed 18 years of operation. HDFC securities was founded in the year 2000 and is headquartered in Mumbai with branches across major cities and towns in India.

HDFC Securities Brokerage Charges 2018

- Account opening fee: Rs999 (including trading account, bank account and dp account with HDFC)

HDFC Securities Advantages

The 3-in-1 account, which includes HDFC Bank Account, HDFC securities Trading Account and HDFC Securities Demat Account, is the best offering for retail investors in India as it provides easiest way to invest in stock market and other financial instruments.

4. SBICAPITAL:

SBICAP Securities Ltd (SSL) is the broking arm of the State Bank Group and a wholly owned subsidiary of SBI Capital Markets Ltd. It becomes a leading financial intermediary, having a diversified customer base, broad range product offerings and State-of-the-Art execution and servicing capabilities.

5.Kotak securities:

Kotak Securities Limited, a subsidiary of Kotak Mahindra Bank, is the stock broking and distribution arm of the Kotak Mahindra Group. It is a corporate member of both the Bombay stock exchange and the National Stock Exchange of India. Kotak Securities was founded in 1994 and is headquartered in Mumbai, India.

Kotak Securities Limited is a financial services company. Its major business comes from stock brokerage service for investors and traders.

The stock broker offers services such as share trading, derivatives trading, mutual funds, IPO, Exchange Traded Funds, Currency Derivatives, Tax Free bonds, portfolio management, Stock Lending and Borrowing and Interest Rate Futures.

6.KARVY stock broking:

Karvy stock broking limited provides stock broking and research advisory services in India. The company offers portfolio analysis, depository participant, and financial planning and management services for individuals and institutional clients. It also provides a monthly magazine, finapolis, which provides updated market information on market trends, investment options, and opinions. The company was founded in 1990 and is based in

Hyderabad, India. Karvy stock broking limited operates as a subsidiary of karvy consultants limited.

- Karvy offers single login for trade in equities, currencies and F&0
- Karvy offers investment in IPO and mutual fund.
- Karvy provides 60 types of technical charts.
- Karvy offers zero demat AMC for first year
- Kerry offers live chat, classroom sessions, webinars, online Wlorials and articles by experts to help beginners understand basics.

7. Certent Equity Compensation Management:

Equity awards and grants remain an indispensable component of compensation for public companies. However, a rapidly changing regulatory landscape combined with ever-evolving compensation structures means that the challenges of managing equity compensation have never been greater. From accounting complexities and compliance issues to orchestrating the exercise and settlement process and generating the reports, equity compensation can quickly become a drain on productivity and a bottleneck to closing your financials.

Now there's a better way. Certent's comprehensive Equity Compensation Management simplifies and streamlines all the crucial aspects of stock administration and reporting. With a participant portal, full administration console, and 400+ pre-built reports, you can streamline equity compensation processes, improve productivity, and tighten compliance.

CHAPTER-4

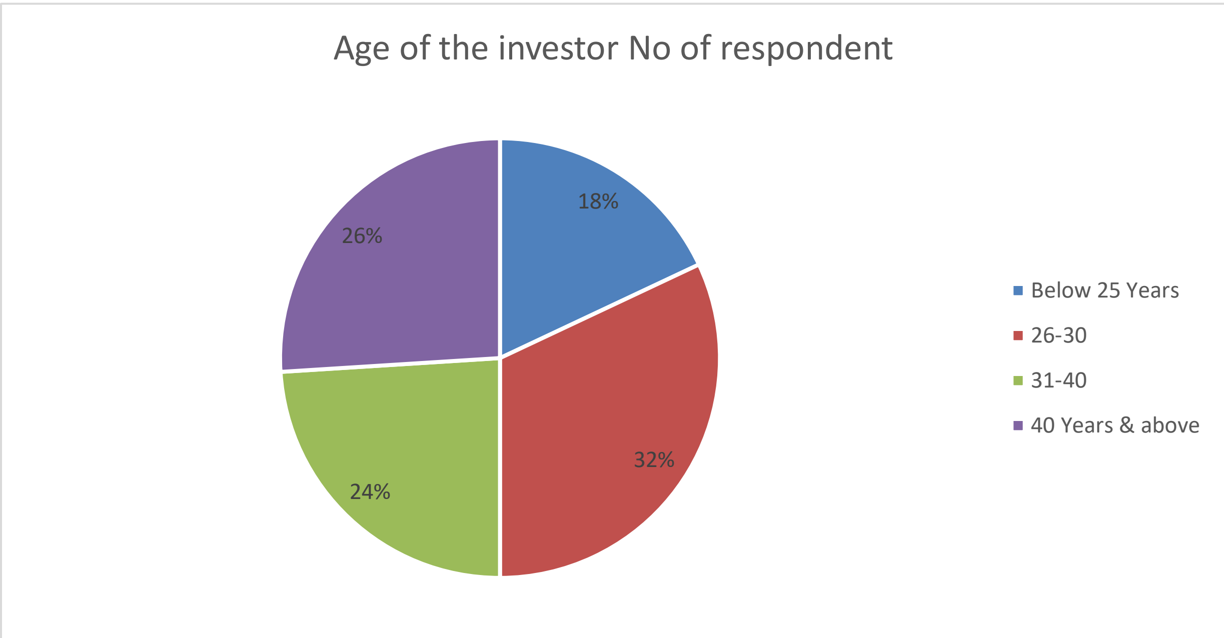
CUSTOMER ANALYSIS:

Data Collection:

Both primary and secondary has been used for the purpose of the study. A structured questionnaire has been developed to collect first hand information from the respondents. Secondary information has been collected from journals, web sites etc. Data has been gathered by using simple random sampling technique.

Table:1

Age of the investor		
	No of respondent	**Percentage**
Below 25 Years	18	18
26-30	32	32
31-40	24	24
40 Years & above	26	26
Total	100	100

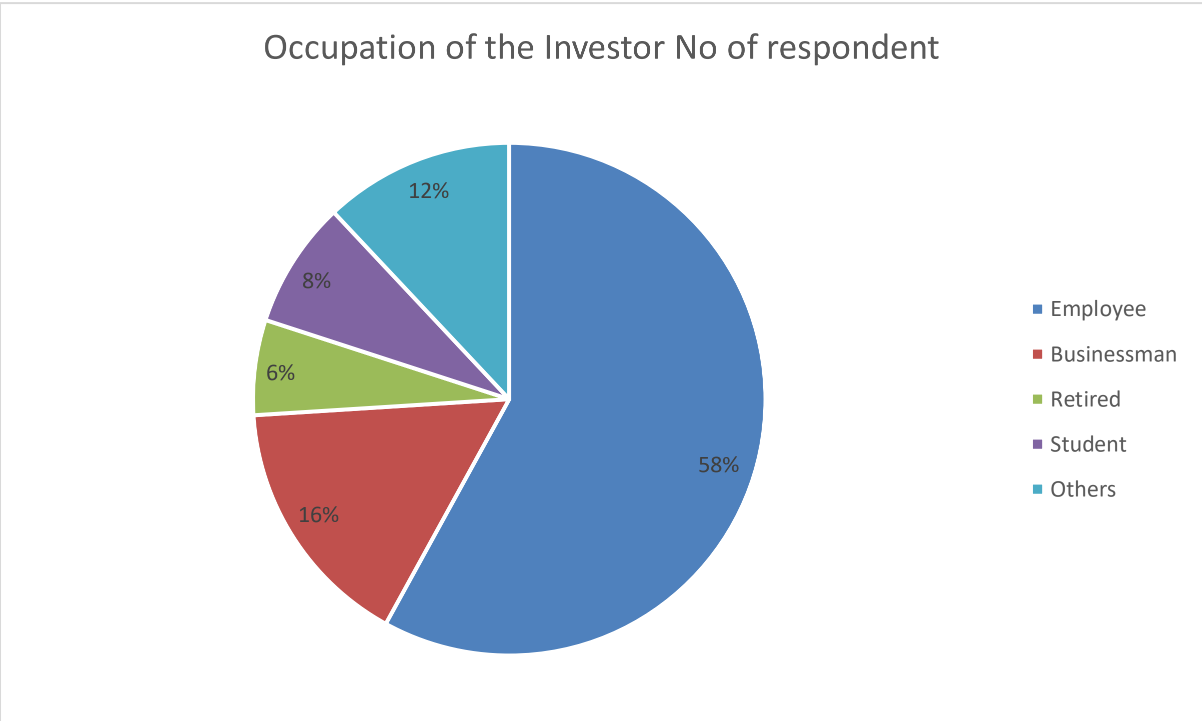


Interpretation:

Majority of investors' age falls between the age of 26 to 30 years, & later followed by 40 Years & above. There is no investment activity by the respondents who are aged of below 25 years, it may be because of the people in this age are found to be students or employees.

Table:2

Occupation of the Investor		
	No of respondent	**Percentage**
Employee	58	58
Businessman	16	16
Retired	6	6
Student	8	8
Others	12	12
Total	100	100

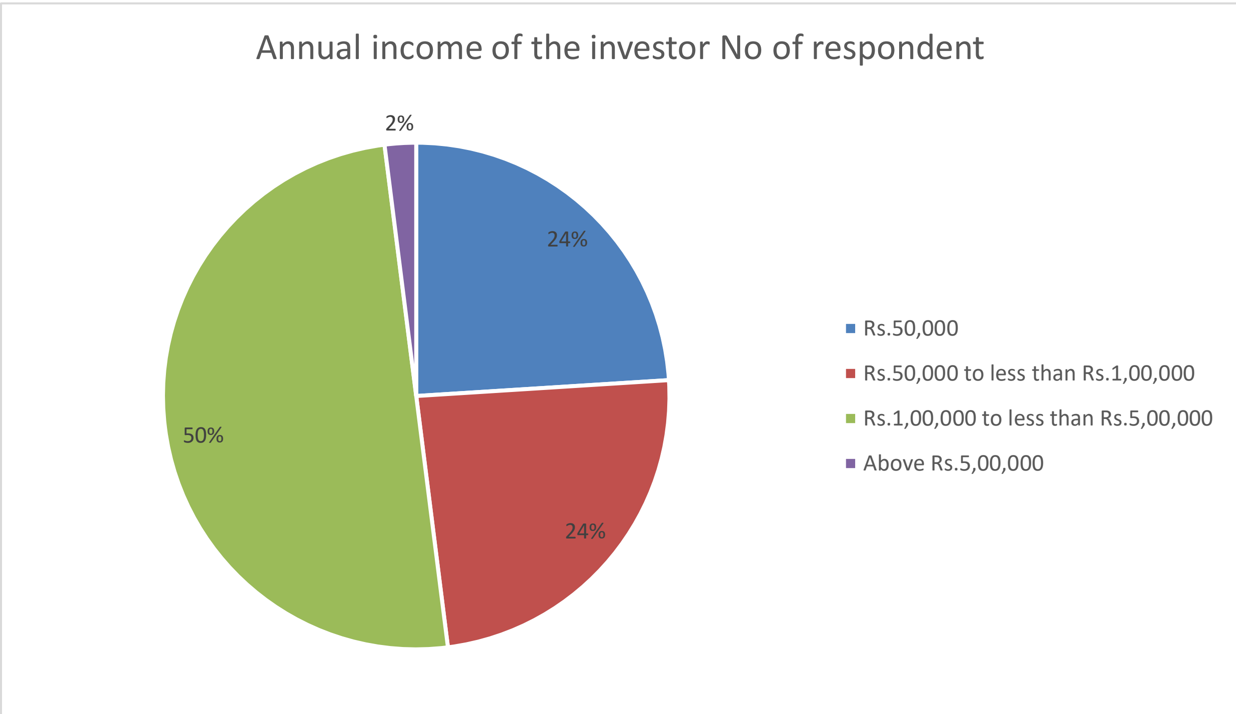


Interpretation:

Majority of investors are Employees, Businessman & later followed by others. Very less investment activity is seen with retired, Students & others, the interesting outcome is the investment activity among the students also, and even students are keen of saving their money.

Table:3

Annual income of the investor		
	No of respondent	**Percentage**
Rs.50,000	24	24
Rs.50,000 to less than Rs.1,00,000	24	24
Rs.1,00,000 to less than Rs.5,00,000	50	50
Above Rs.5,00,000	2	2
Total	100	100

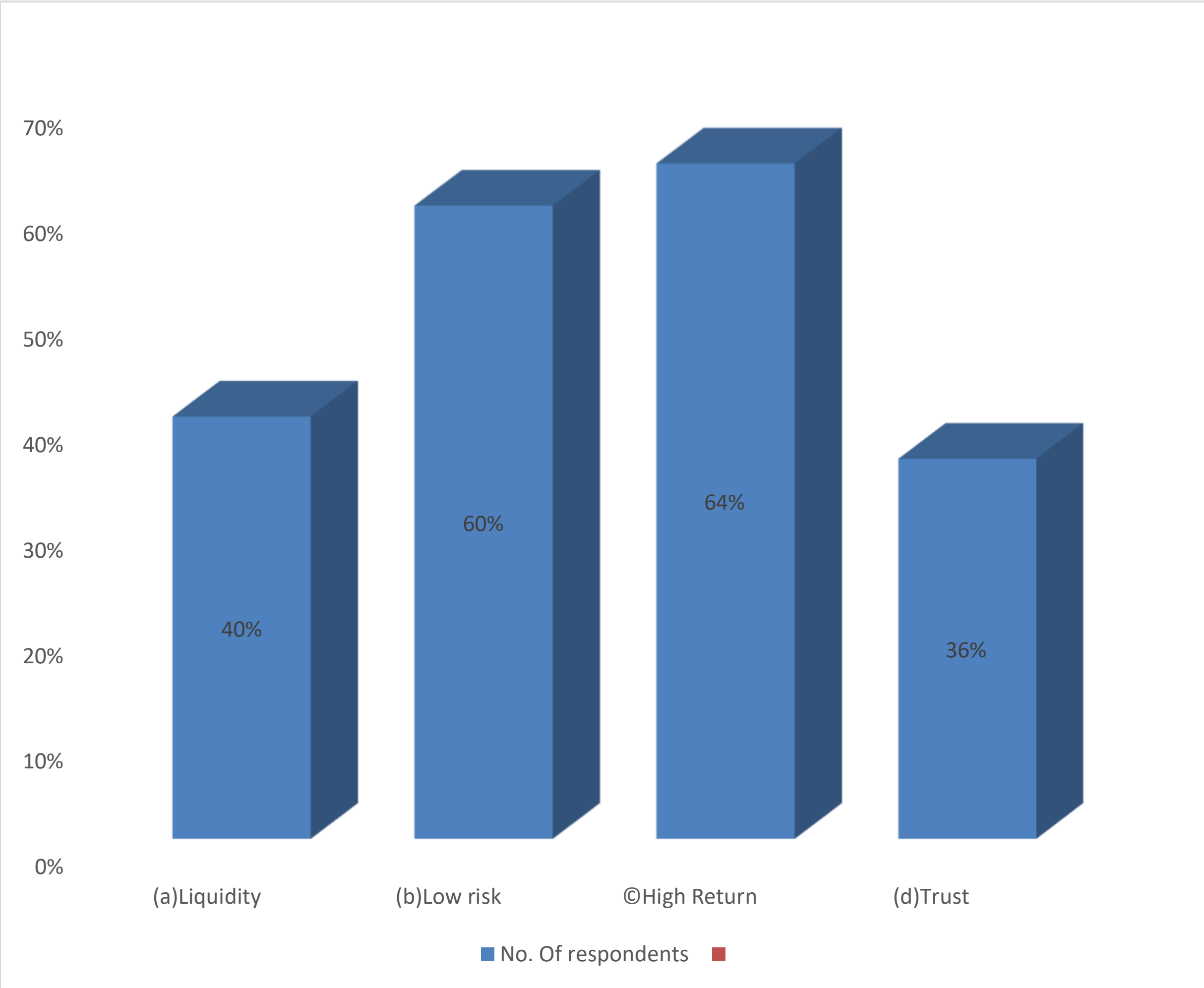


Interpretation:

Majority of investors annual income fall in the group between the Rs. 1,00,000 to Rs. 5,00,000 & later followed by below Rs. 50,000 & between Rs. 50,000 to Rs. 1,00,000. A very less percentage of investment is seen investors with annual income of above Rs. 5,00.000.

Table:4

Respondents Preference towards the Factors While Investing				
Factors	(a)Liquidity	(b)Low risk	©High Return	(d)Trust
No. Of respondents	40	60	64	36

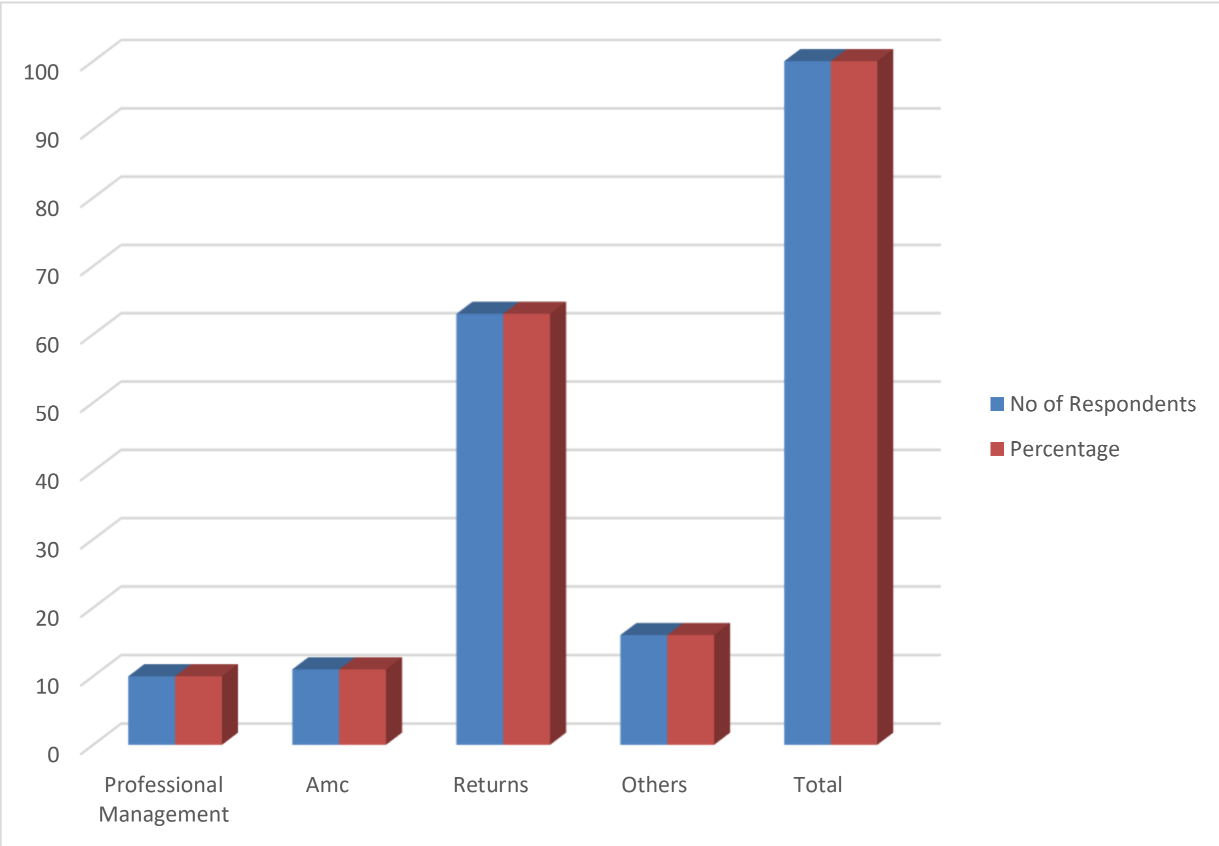


Interpretation:

Out of 100 People, 32% People prefer to invest where there is High Return, 30% prefer to invest where there is Low Risk, 20% prefer easy Liquidity and 18% prefer Trust.

Table:5

Factors considered by Investors while investing in derivatives		
	No of Respondents	**Percentage**
Professional Management	10	10
Amc	11	11
Returns	63	63
Others	16	16
Total	100	100

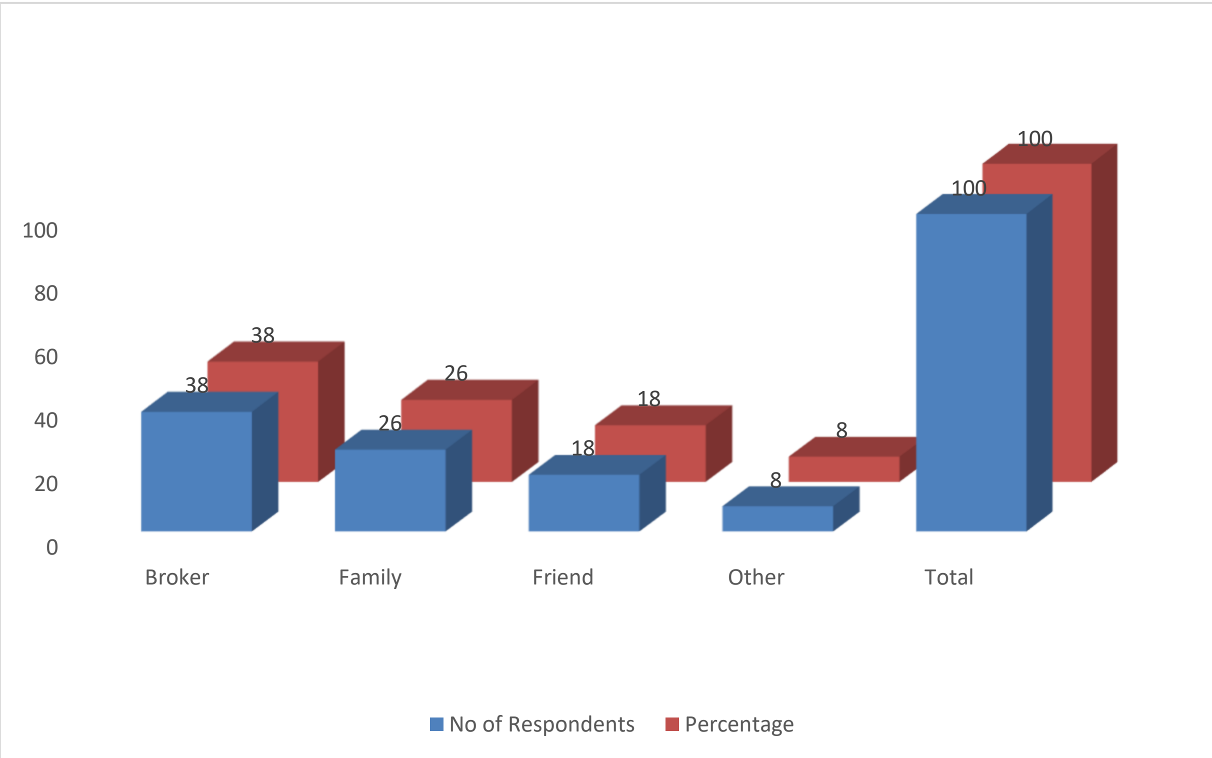


Interpretation:

Majority of investors consider returns as the factor while investing in derivatives, & 4% each consider Hedging & Arbitrage as a factor while investing in derivatives. The main objective of very investors to earn money from their investment therefore it is very obvious to consider return as a factor while investing in Derivatives.

Table:6

How do you know about Mutual Funds?		
	No of Respondents	**Percentage**
Broker	38	38
Family	26	26
Friend	18	18
Other	8	8
Total	100	100

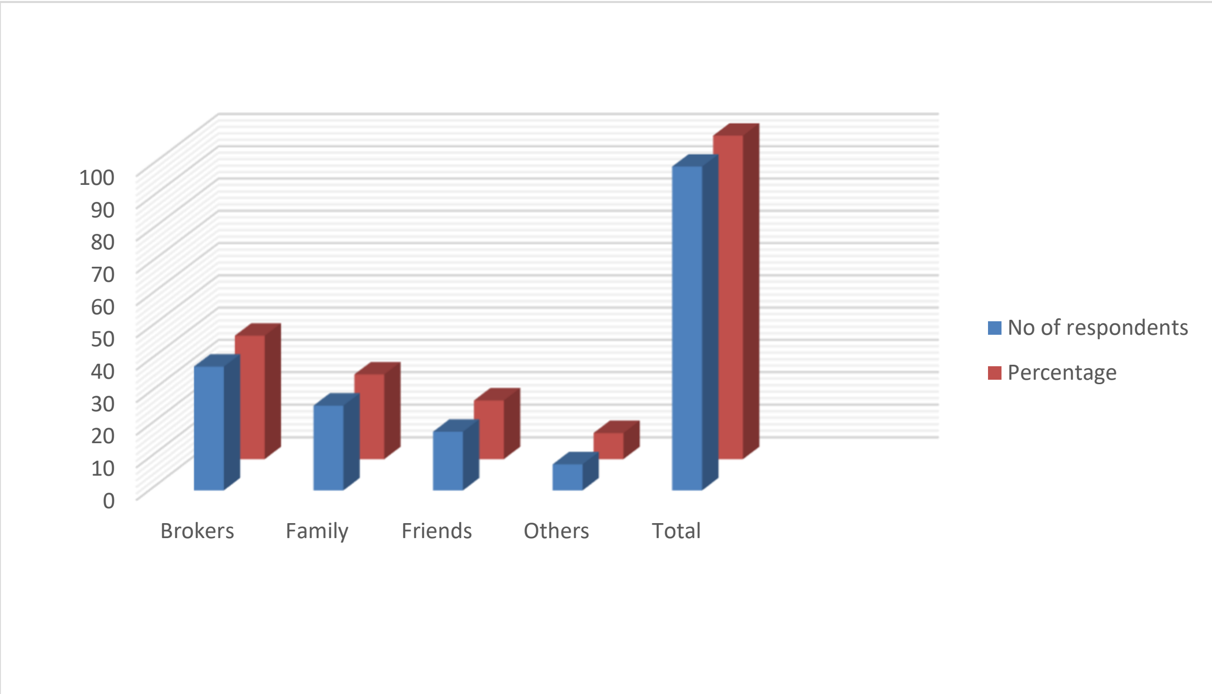


Interpretation:

Majority of investors takes advice from brokers, 6% investors take advice from family, & 2% each take advice from Friends & others while investing in derivatives. The outcome says that Brokers can educate well to the investors while investing in derivatives.

Table:7

Respondents opinion towards taking advise for investment		
	No of respondents	**Percentage**
Brokers	38	38
Family	26	26
Friends	18	18
Others	8	8
Total	100	100

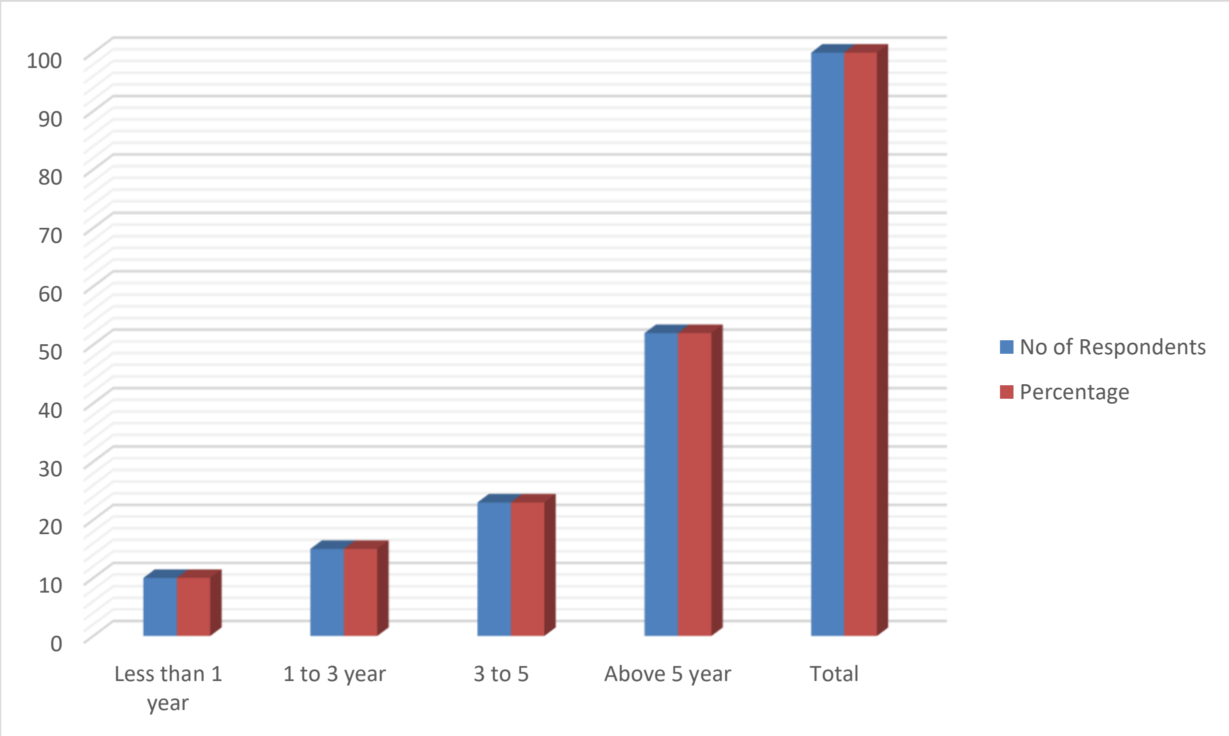


Interpretation:

Majority of investors takes advice from brokers, 6% investors take advice from family, & 2% each take advice from Friends & others while investing in derivatives. The outcome says that Brokers can educate well to the investors while investing in derivatives.

Table:8

Since how long you are in Mutual Funds?		
	No of Respondents	**Percentage**
Less than 1 year	10	10
1 to 3 year	15	15
3 to 5	23	23
Above 5 year	52	52
Total	100	100

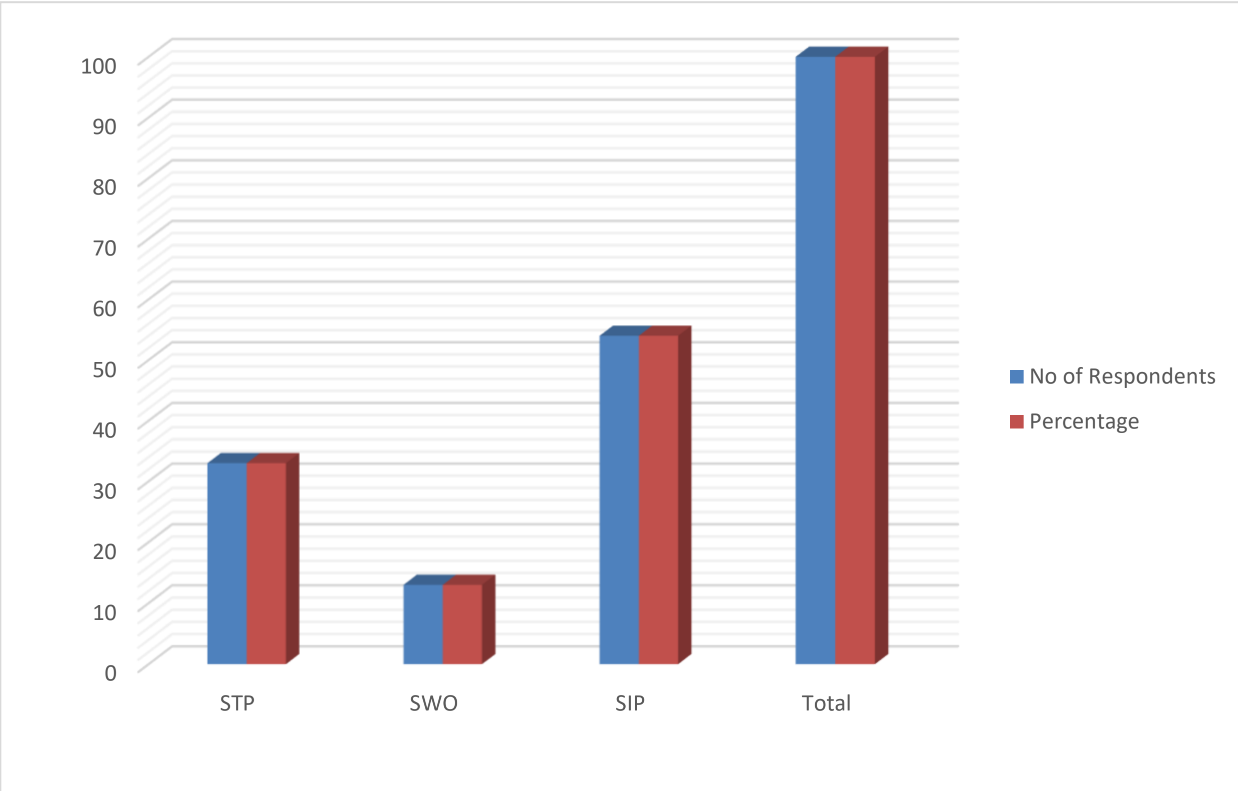


Interpretation:

Majority of investors are less than 1 year in mutual Fund, 10% investors are from 3 to 5 years, 8% investors are there more than 5 years in mutual Fund. The outcome of the above graph shows that majority of investors has limited their investments after the major downfall in the stock market. Investors were more in numbers when the stock market was at 21,000 points, & very less investors were there in Mutual Funds to invest.

Table:9

Which system do you prefer in Mutual Fund?		
	No of Respondents	**Percentage**
STP	33	33
SWO	13	13
SIP	54	54
Total	100	100

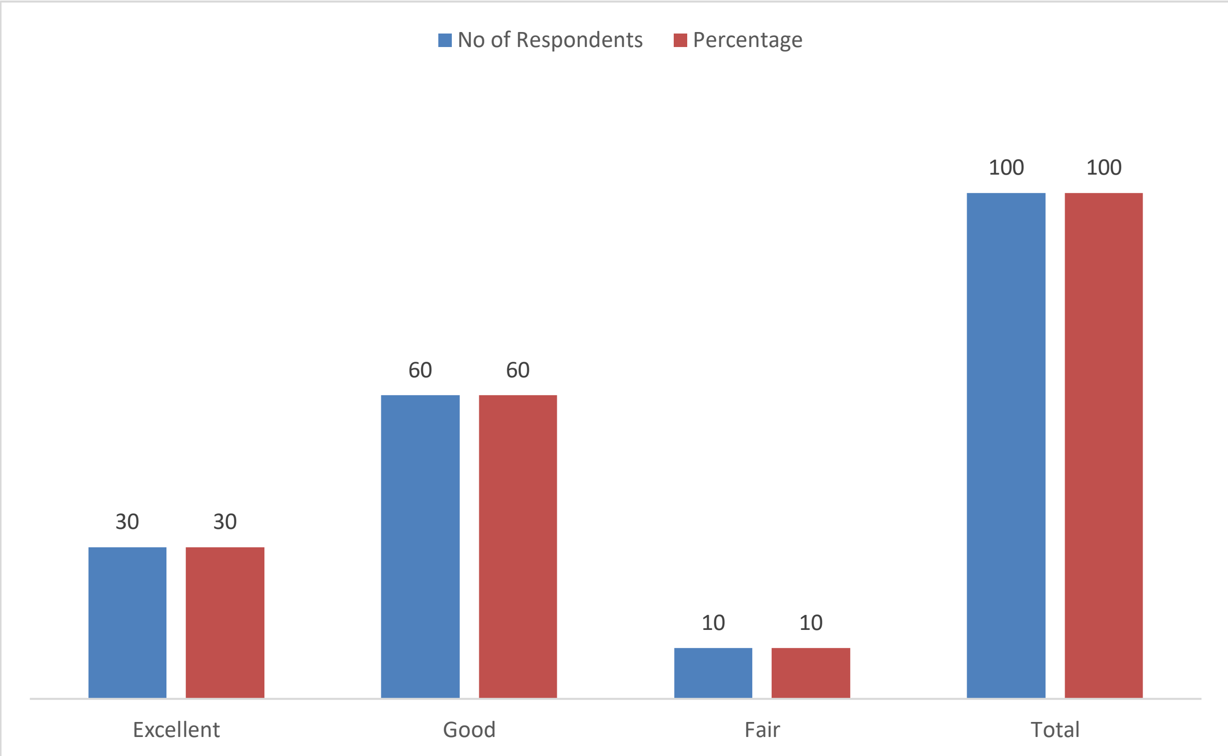


Interpretation:

Majority of investors' investing in sip plan 54% SIP, 33% of investors trade daily, & SWP% trade weekly in derivative market

Table:10

Respondents opinion towards the services provided by Bajaj Capital		
	No of Respondents	Percentage
Excellent	30	30
Good	60	60
Fair	10	10
Total	100	100



Interpretation:

Majority of investors rated services provided by Bajaj Capital services as Good & it can be improved further by taking the necessary steps by filling the gaps by conducting programs like clients meeting or investors meeting.

CHAPTER-5

Findings:

- ✓ Most of the investors belong to the age group of 26 years to 40 years & above. Through this we can infer that the investment activity in this age is more compared to the investors whose age is below 25 years.
- ✓ Most of the investors are Employees & Businessman. Even student investors are investing more compared to retired investors.
- ✓ Most of the investor's annual income falls under the group between Rs. 1,00,000 to Rs. 5,00,000
- ✓ Most of the investors belong to the savings group of below Rs. 5,000.
- ✓ Most of the investors prefer investing in Bank Deposit. Through this we can infer that people still invest in bank & not in Mutual Funds.
- ✓ Most of the investors consider Safety as a factor while investing. Investors are concerned about safety of their money & not return.
- ✓ Most of the investors invested their savings in Equity. We can infer that equity is still in the topmost priority when it comes to investing.
- ✓ Most of the investors are unaware of mutual funds. It may be because of it being a new arena for investment, at least in Indian market & ill promotion of the same.
- ✓ Most of the investors did not invest in mutual funds because of Most of the investors consider.
- ✓ Majority of the investor's came to know about mutual funds through Brokers.
- ✓ Nearly every one of the investors does take advice from Brokers while investing in mutual funds.
- ✓ A large amount of the investors are trading in mutual funds for less than one year. This means that derivatives trading are unfamiliar & they consider it as too risky.
- ✓ The largest part of the investor's trade on Monthly basis in systematic investment plan.
- ✓ For the most part of the investors rated services provided by Bajaj capital Services as Good.

CHAPTER-6

Suggestions:

- ✓ Since the entire fund's returns are beating the market returns and the funds are giving good returns, investing is quite helpful to investors.
- ✓ Since most of the investors are working in the private sector it is all the more necessary to give equity flavor to one's investment portfolio so that they can have a comfortable post retirement life.
- ✓ If there is a chance of withdrawal of investment, it should be made in debt instruments.
- ✓ It is important to select the fund carefully. The most important factor while selecting a fund is the suitability. A fund may be best available in the market if it doesn't match the requirement, skip the fund.
- ✓ The performance of the mutual fund over a long time horizon should be taken into consideration
- ✓ Short-term performances are like a flash in the pan and should not be the guiding factor for any investment decision.
- ✓ Diversification is the best strategy to mitigate the downside risk in an investment portfolio. Investments should be made in various funds so that one is exposed to all market capitalizations.

Conclusion:

It can be said that, falling interest rates and recent developments in the investment climate in the country, have led to investment avenues dwindling drastically. But Mutual Funds are any day a safe bet for investors of different groups, motives and other preferences. Since Asset Management companies offer a range of Funds respective Investment philosophies, an investor can benefit only by investing in appropriate fund, which shall meet his requirements. Manager should try to reduce the risk by investing in efficient or he should be able to differentiate between the efficient and inefficient securities. The mutual fund companies should concentrate on cash rich companies like the Trusts, cash rich private companies, etc to generate, more funds for the investment. Investors can invest in a mutual fund that matches their investment objective and analyze the fund based on various criteria such as risk prevailing in the market, variations on the return and deviations occur in the returns etc. Risk appetite of an investor plays an important role in the selection of mutual funds.

CHAPTER-7

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Thank You