

Study on Mutual Funds Companies in India with Reference to Investors

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This paper reveals that the mutual fund is an investment vehicle that pools in the monies of many investors, and collectively invests this amount in either the equity market or the debt and money market, or both, depending upon the objective of the scheme. This means one can access either the equity or the debt market, or both, with investing directly now mutual do innovation into objective of fund by introducing liquid fund by putting some amount in this fund money slowly move to desired fund without losing any benefit. My study is conducted in Patna and Ara areas in different public sector and private banks. By asking close ended and open-ended questioners. We observed that despite being a lot of bombarding of continuous advertising by Mutual fund houses still investors of tier two cities are not believing on private mutual fund but in case of metro like Patna are more aware and eager to invest in private and PSU mutual funds. In our study we touch student's business man and working people of middle class. And found that people are hungry to invest in Good Avenue, but they are not getting proper counseling in their own language or in simple way. I meet during the data collecting process many ordinary and less educated person who knows a lot about mutual funds but at end of the day they are not ready to put their hard earn money in any private funds and private equity.