

Executive Summary:

Mutual fund is an important and good source of investment options for investors. This source helps the people in earning good profit 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 sense that mutual fund investment is unsafe investment and they feel that it is likely gambling. This lack of awareness and misunderstanding about mutual funds leads to low investment in this industry. There is a need of creating awareness in the minds of people by telling the benefit of investments in mutual funds.

This report contains information regarding performance analysis of selected companies various mutual fund schemes. The main objective of the study is to understand how SBI mutual fund schemes performing better than other companies mutual fund schemes and to analyse the risk and return of various funds. Various performance analysis tools like Sharpe measure, Treynor measure and Jensen measure are considered for the purpose of study. From this study it came to know which company fund are performing better in the market from the last ten years. Karl Pearson correlation test is used in order to measure the relationship between sensex return and SBI mutual fund return. Finally this report says how SBI mutual fund schemes are performing better than other company's mutual fund schemes.

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

This assignment gave me a vast knowledge exposure and I am able to understanding the performance of fund and customer behaviour toward mutual fund. In this project report first part includes vision, mission, industry and company related information, SWOT analysis and financial statements of the company. Second part include speculative backdrop of the study and literature review of the learning. Third chapter deals with research design and Fourth chapter deals with data interpretation and analysis. Final part deals with Findings, Suggestions and Conclusions. Through this study I came to be familiar with the terms of that mutual fund scheme of selected companies. The project covers the topic of "Comparative Study of the Performance of SBI Mutual Fund Schemes of Selected Competitors".