

Executive summary:

The present study deals with a study on performance of selected mutual funds with reference to HDFC Asset Management company, Bangalore and the study is completed within the period of six weeks.

The investor's decision-making ability differs which leads to take the help of expert team which are also called as financial planner or advisor who are growing rapidly in India which this wealth management is emerging in a financial sector with the concept of selling ideas.

The investors are growing steadily and the people have large surplus to invest for their goals, a greater number of investors are seeking advice for economic planning, tax planning, asset management and Land planning. But most of the investors are not aware about mutual fund products. My intention is to analyze the best mutual fund schemes of HDFC mutual fund and suggest that fund to customers.

The undertaken study talks about mutual fund which is a portion of the capital market. The industry of mutual fund in India started by the situation up of Unit Trust of India by Govt of India in 1964, which is now planning an important character in the Indian market. The returns and risk of selected mutual funds i.e. HDFC and its performance have been analyzed for the last 10 years. the funds return of HDFC scheme funds are given both positive and negative returns. The risk is the major factor influencing investor's return as been measured in terms of Beta and Standard deviations of which HDFC schemes fund had maintained consistency compare to all scheme compare to other scheme which as involved low risk. The performance measures speak about the Sharpe's Janson's and Treynor's index. The tax saver fund of Mirae asset HDFC schemes funds has given a superior risk reward.

During the period of this project it was a good experience, the skills and knowledge executed has helped me in learning the new concepts very well.