

## **EXECUTIVE SUMMARY**

The project report has been prepared on the basis of the internship experience and by the result of the research conducted during the internship at Motilal Oswal Securities Ltd, Honnavar. The internship was done for the period of 6 weeks where there was an opportunity to come across the functionality and the working scenarios between different departments of the company.

The internship provided an opportunity to interact with the employees and in working with them in the company by getting to know their requirements and coming up with new implementation.

Every individual always wishes to get a decent return on his/her return investments because investor makes the investment from the hard-earned savings. Among the varied schemes of investment, the equity market is taken into account to be one among the foremost rewarding avenues albeit it involves more risk. Since the risk is very high in equity investment, the investors need to make risk-return analysis that helps them to know about the risk-return characteristics of those equity shares and those industries during which he/she wishes to park the savings. In this outlook, a study has been undertaken to analyze the equity shares of companies in the two different industry of Indian stock market. Indian Automobile and IT Industry is considered to be fastest growing sectors. In order to maintain the growing demand, many have started to invest in this industry. So, the study on risk-return analysis of this industry will help the potential investors in taking informed and rational investment decision. This study is conducted for period of 5 years, covering from 2016 to 2020.