LIST OF SYMBOLS AND ABBREVIATIONS

AMC - Asset Management Company
AMFI - Association of Mutual Funds of India
AUM - Assets Under Management
CAGR - Compounded Annual Growth Rate
GDP - Gross Domestic Product
GOI - Government of India
HNI - High Networth Individual
HM - Herding Mentality
IFAs - Independent Financial Advisers
IOC - Illusion of Control
KRA - Know Your Customer Registrar Agency
KYC - Know Your Customer
LA - Loss Aversion
MF - Mutual Fund
MMFs - Money Market Funds
NAV - Net Asset Value
OC - Overconfidence
PAN - Permanent Account Number
PMLA - Prevention of Money Laundering
AML - Anti Money Laundering
CFT - Combating Financing of Terrorism
SAB - Self Attribution Bias
SRO - Self Regulatory Organization
SEBI - Securities Exchange Board of India
UTI - Unit Trust of India