Executive Summary

The growth of mutual funds has been phenomenal. The mobilization of funds by mutual funds has been on the rise since 1964. When mutual fund market was thrown open to the private sector in 1993, the corpus of mutual fund in India has swelled tremendously.

The main objective of the study is to find the investors’ perception of Mutual Fund. Purposive sampling method is used to collect data. Hundred respondents each are taken from three main cities of Gujarat namely Surat, Ahmedabad and Vadodara cities. A structured questionnaire was given to 300 respondents of the selected cities which consisted of both open ended and close ended questions.

The study is divided into six chapters. The first chapter is introductory in nature and deals with history of mutual fund, types of mutual funds, advantages and limitations of mutual funds. The second chapter deals with review of literature. Research Methodology is dealt with in the third chapter. The fourth chapter describes the geographical profile of the selected cities and demographic details of respondents. The fifth chapter
deals with analysis of the demographic profile of respondents of selected cities of Gujarat State and perception of investors towards mutual fund’s investors. The sixth chapter gives the conclusion of the Study and gives suggestions based on the findings.

It is inferred that most of respondents give first preference to children education followed by retirement planning. The main factor influencing the pattern of investment are high returns, safety, tax exemption, flexibility, liquidity, diversification of risk, market trend, choice of scheme, reliability and affordability. The most popular sources of investment according to the respondents are savings A/c, insurance, mutual fund, PPF and GPF a/c, gold and silver. The main factors influencing the selection of mutual fund schemes in selected cities of Gujarat state are high returns, net asset value, tax policy, repurchase facility, market trends. Qualified persons use internet for getting the information about mutual fund. Female respondents prefer to get the information through professionals. 97% respondents prefer to invest their savings in SIP. SIP is popular among the respondents.