List of Abbreviations

AMC  Assets Management Company
AMFI  Association of Mutual Fund in India
AUM  Assets under Management
ELSS  Equity Linked Savings Schemes
ETF  Exchange Traded Funds
NAV  Net Assets Value
RBI  Reserve Bank of India
SD  Standard Deviation
SEBI  Securities and Exchange Board of India
UTI  Unit Trust of India
MMMMF  Money Market Mutual Fund
IICM  Indian Institute of Capital Market
NFO  New Fund Offer
NISM  National Institute of Security Market
SCI  School of Certificate of Intermediaries
SRSS  School of Regulatory Studies and Supervision
SCG  School of Corporate Governance
SIEFL  School of Investor Education & Financial Literacy
SSIR  School of Securities Information and Research
FMCG  Fast Moving Consumer Goods
CPI  Consumer Price Index
WPI  Wholesale Price Index
MIP  Monthly Income Plan
STP  Systematic Transfer Plan
SIP  Systematic Investment Plan
SWP  Systematic Withdrawn Plan