LIST OF ABBREVIATIONS

AMC  Asset Management Company
AMFI  Association of Mutual Funds in India
BSE  Bombay Stock Exchange
BVM  Book Value Model
CAMCO  Credit Capital Asset Management Company
CAPM  Capital Assets Pricing Model
DDM  Dividend Discount Model
ELSS  Equity Linked Savings Scheme
ETF  Exchange Traded Funds
F& CIT  Foreign and Colonial Investment Trust
FSA  Financial Services Act
JV  Joint Venture
MF  Mutual Fund
MIT  Massachusetts Investors Trust
NAV  Net Asset Value
PER  Price-Earnings Ratio
ROI  Return on Investments
SBI  State Bank of India
SEBI  Securities and Exchange Board of India
SEC  Securities and Exchange Commission
SD  Standard Deviation
SIB  Securities and Investment Board
SRO  Self Regulatory Organisation
TR  Total Returns
ULIP  Unit Linked Insurance Policy
US-64  Unit Scheme-64
UTI  Unit Trust of India
RBI  Reserve Bank of India