Many organizations frequently spend large sums of money on advertising which is a non-personal and a paid form of communicating the message through the use of various media. It is also a persuasive, informative and a motivating process to influence the prospective buyers.

The financial institutions like banks, insurance companies and mutual funds advertise their schemes and services periodically. It is very often said that mutual fund schemes are not bought, they have to be sold, in view of their nature of investment profile and returns not being assured. The impact of advertising has been a matter of considerable debate. One cost effective way of evaluating the effectiveness of the advertisements is in terms of sales.

A mutual fund is a mechanism for pooling the savings by issuing units to the investors and investing the funds in various securities in accordance with the objectives of the schemes. The multiple players in the mutual fund industry in India, keep on advertising for all different schemes like income, growth, balanced, index, sector funds etc. The Securities and Exchange Board of India (SEBI), the regulator of mutual fund industry has specified rules regarding the sale, distribution and advertising of mutual funds. An advertisement code has been specified by the SEBI which all mutual funds have to follow while giving their advertisements. As mutual fund schemes are intangible products, the advertising of mutual fund schemes should have lot of conviction, education and also attention value.

The advertisements of mutual fund schemes not only should inform investors about new schemes, their features but should also convey regular information and updates on the current value and portfolio of the schemes. The financial advisors act as sales force for mutual funds and advertising of mutual fund schemes may make their marketing and sales efforts little simple. The mutual funds investors can get the basic information from such advertisements and then make use of other sources to make an appropriate investment decision.

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