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.

I feel great pleasure in expressing my sense of gratitude and sincere thanks to my supervisor Dr. Manas Pandey, Dean, Faculty of Management Studies, VBS Purvanchal University, Jaunpur, for his constant, consistent and careful guidance and invaluable assistance throughout the course of the present study. I feel proud to get an opportunity to work under him and enlightening and enriching my experience. The present thesis is the result of his constructive ideas, fruitful suggestions and gracious encouragement throughout the entire course of the present research work.
I would also like to thank Dr. H.C. Purohit, Head, Department of Business Economics, and Dr. Ashutosh Singh for putting at my disposal all the necessary facilities during the course of this research work. I offer my special thanks to my research colleagues and other faculty members of the Department of Faculty of Management Studies for their co-operation and suggestions.

I am grateful to Dr. Silky Vigg Kushwah (Associate Professor), Department of Management Studies, Jagannath International Management School, New Delhi for the extensive help provided by her during the course of the research work. I also acknowledge the help and the moral support provided by Mr. K.K. Tiwari, Assistant Professor, Amity School of Communication, Amity University, Noida, U.P., in the preparation and completion of my thesis. I am also thankful to Mr. Ishwari Suyal for his extensive help in the completion of the thesis.

I am also grateful to all authors, researchers and contributors of the various scholarly works which formed the base for proceeding further with the present task.

This work certainly would not have been possible, if I had not been blessed with the environment of love, joy and understanding created so generously by my parents Shri N.C. Dogra & Smt. Sansar Devi, my two brothers and two sisters.

Lastly, I take the opportunity to give thanks to my wife Sharda and daughter Deepti for their co-operation, moral support and inspiration throughout my research work.

(Satish Kumar Dogra)