Preface

Financial performance of mutual fund schemes is a subjective measure of how well a firm can use assets from its primary mode of business and generate revenues. This term is also used as a general measure of a firm's overall financial health over a given period of time, and can be used to compare similar firms across the same industry or to compare industries or sectors in aggregation.

There are many different ways to measure financial performance of mutual fund schemes of private and public companies in India, but all measures should be taken in aggregation. Line items such as revenue from operations, operating income or cash flow from operations can be used, as well as total unit sales. Furthermore, the analyst or investor may wish to look deeper into financial statements and seek out margin growth rates or any declining debt.

There are many different stakeholders in a company, including trade creditors, bond holders, investors, employees and management. Each group has its own interest in tracking the financial performance of a company. The purpose of the report is to provide stakeholders with accurate and reliable financial statements that provide an overview of the company's financial performance. In addition, these statements are audited and signed by the leadership of the company along with a number of other disclosure documents.

This study attempts to measure the relative performance of selected mutual fund schemes of private companies in India. For this study, I have used five well-known schemes which gives returns of 20% every year. Hence, different proxy indicators are used for measuring Risk factors and Performance of mutual fund schemes. I have selected five mutual fund schemes having existence in capital market for more than ten years. I have considered past ten years starting from 2007-08 till 2016-17. There is concrete competition between five mutual fund schemes. So, it is very necessary to examine the performance of selected Mutual fund schemes on the basis various selected parameters, so that an estimate can be made about the investment by investors. So this study is an attempt in this area.

I have observed from various literature reviews that studies have been undertaken using different variables, time period, State wise, statistical tools, with different mutual fund companies, comparison of different schemes and on different types of mutual funds, NAVs comparison and trends, Different Sample Sizes, Different time Period (Length and Era), Trends and Development of Mutual Fund Companies in India, Customer satisfaction, etc. which gives me idea to carry out
my research work. Research Gap observed from the Literature Review that (i) Comparative financial performance analysis of mutual fund schemes are made by various researchers, but majority of studies are related to short time period, so here the study is extended up to 10 years’ performance (2007-08 to 2016-17). (ii) Majority of studies are conducted on basis of limited tools of analysis, here I had used more seven (7) test parameters for comparative financial performance analysis.

The period of study is 10 years i.e. 2007-08 to 2016-17. The sample consists of top performer schemes and funds of mutual fund companies in India, based on average return of last ten years. For study following 5 Mutual Fund Schemes have been selected

- RELIANCE Growth FUND
- Franklin India Blue Chip Fund
- HDFC Equity Fund
- Birla Sun Life Advantage Fund
- Franklin India Prima Fund

The various objectives to study are: To examine trends in terms of growth, size volumes, etc of mutual fund companies of India for ten years from 2007-08 to 2016-17 period. To document the assets management of various Mutual Fund Companies. To examine various schemes of Mutual Fund Companies. To evaluate the financial performance of selected mutual fund companies in India. To suggest the appropriate strategy for Mutual Fund Schemes of Mutual fund Companies in India.

Techniques used for analysis of data and statistical method: A. Statistical Tools Used Mean (Average), Standard deviation, Credit Rating, Sharpe Ratio, Treynor’s Ratio, Expense ratio, Portfolio Concentration Ratio, Beta, Analysis of variance (ANOVA), F-TEST (with the P-Value), Diagrammatic and Graphic Analysis

The study may be useful to mutual fund companies to understand the major factor relating to the performance of mutual fund, any mutual fund companies may work on major factor of risk covered and performance. Study will helpful to take strategically decisions for the mutual fund schemes. Mutual fund investors can easily make out which mutual fund scheme is the better performer in the capital market and hence propose to prepare rules and regulation. Potential and future new entrants may be able understood the clear picture to the mutual fund companies. Investor can take benefit by clear picture of industry and particular schemes. The outcome of the said research may be one of the useful inputs for various stake holders of the society.

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