A STUDY ON NEED OF FINANCIAL ADVISORS FOR MUTUAL FUND INVESTORS

A Summer Internship Project for

MASTER OF BUSINESS ADMINISTRATION

By

HARSH DESHWAL

Under the guidance of

Mr. Maneesh Yadav
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Investosure Pvt.Ltd.SoB,

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SoB, GU, Gautam Budh Nagar

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INVESTOSURE

INVEST WITH PEACE

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GALGOTIAS UNIVERSITY

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Certificate of Approval

The following Summer Internship Project Report titled **"A STUDY ON NEED OF FINANCIAL ADVISOR FOR MUTUAL FUND INVESTORS"** is hereby approved as a certified study in management carried out and presented in a manner satisfactory to warrant its acceptance as a prerequisite for the award of **Master of Business Administration** for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed or conclusion drawn therein but approve the Summer Internship Project Report only for the purpose it is submitted to the Summer Internship Project Report Examination Committee for evaluation of Summer Internship Project Report.

	Name	Signature
1. Faculty Mentor	Dr. Vandna Misra	___________________
2. Industry Mentor	Maneesh Yadav	___________________

Certificate from Summer Internship Project Guides

This is to certify that **Mr. Harsh Deshwal**, a student of the **Master of Business Administration** has worked under our guidance and supervision. This Summer Internship Project Report has the requisite standard and to the best of our knowledge no part of it has been reproduced from any other summer Internship project, monograph, report or book.

Associate Professor
Dr. Vandna Misra
Signature:
School of Business
Galgotias University

Date:

Senior Manager
Mr. Maneesh Yadav
Investosure Pvt. Ltd
Noida

Date:

EXECUTIVE SUMMARY

As a student of MBA, it is a part of study for everyone to undergo summer internship at some organisation. So, for attaining this purpose I got an opportunity to do my summer Internship at **Investosure Pvt. Ltd. Noida.**

During my internship I gained practical knowledge on how the finance team or the marketing team of an organisation operates and coordinates its activities to ensure lead generations, client satisfaction and smooth functioning of the organisation at all level. Not only that I have also gained insight into the working of the organisation and observed how Investosure Pvt. Ltd. Noida has established a firm foothold in its industry. The belief that customer Focus on customer satisfaction important as their products and services, have helped this establishment garner a vast base of customers, which continues to grow by the day. This business employs individuals that are dedicated towards their respective roles and put in a lot of effort to achieve the common vision and larger goals of the company

The report starts with an organizations profile of 'A STUDY ON NEED OF FINANCIAL ADVISOR FOR MUTUAL FUND INVESTORS' giving its background, mission,

Vison its product and services the hierarchy and growth of the organization.

The next section is comprising of the project, A study of need of Financial Advisor for Mutual Fund advisor.

The project encompasses introduction to the topic, types of investments included

The next part of the project carries out SWOT Analysis that touches upon the strengths, weakness, opportunities, and threats to the organization.

ACKNOWLEDGEMENT

I feel myself very honoured and privileged to place warm salutation to my college **“GALGOTIAS UNIVERSITY”** and my department **‘SCHOOL OF BUSINESS’** which gave me the opportunity to have better understanding in respective fields.

I should like to convey thanks to my project guide **“Mr.Maneesh Yadav”, Investosure Pvt Ltd., Noida,** for his regular guidance and constant encouragement and I am extremely grateful to him for valuable suggestions and unflinching co-operation throughout the project work.

I would like to express my special gratitude to my lecturers who gave me this golden opportunity to accomplish this insightful project with “**INVESTOSURE Pvt Ltd.’’** on the topic “**A STUDY ON NEED OF FINANCIAL ADVISOR FOR MUTUAL FUND INVESTORS”**

I express my sincere thanks to **“Dr. Anamika Pandey”,** Head of Department (MBA) for giving me the opportunity to carry out this project work. Her moral guidelines, endless effort, and joyful encouragement made me succeed.

I would like to express my endless gratitude by specifying name of my faculty guide **Dr. Vandna Misra**, for his support and guide throughout in this report.

I owe a very special thanks to my parents who were behind me throughout my project encouraging me perform the test. Their unwavering faith and confidence in me made my training a success. This training report would not be accomplished without generous contributions of any individuals & organization.

I am very much thankful to one and all who helped me with their knowledge and cleared my doubts whenever I approached them. Kindly accept my apologies if I have done any mistakes and thanks for your support.

HARSH DESHWAL

MBA (Dual Specialization)

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CHAPTER-1

INTRODUCTION

Objective of the Study

In the Present day scenario, it is important to understand what are mutual funds. Also, which investment options are beneficial for future perspective. Taking the assistance of Mutual Fund Advisor in case of mutual fund investments will work more towards building wealth and living a healthy lifestyle. Many mutual fund advisors keep approaching you and recommend you invest in some funds.

Many a times people get confused between a **MUTUAL FUND ADVISOR** and **FUND MANAGER.**
It’s essential to note that there is a huge difference between a fund advisor and a fund manager. A fund manager, also recognized as a portfolio manager, is accountable for managing an investment account. He also creates a portfolio, saving the client’s long-term financial goals in mind.
Mutual fund advisors are accountable for advising the right investment plan according to the client’s financial goals. Successful advisors possess superior logical abilities, subject matter expertise, and customer service experiences. This helps clients plan out their financial objectives.

Scope of Study

- A Mutual fund Advisor is a qualified and a trusted expert who recognizes and prioritizes your short, medium and long-term goals.
- He/she is the only person who can differentiate one fund from the another and let you know which is beneficial for you to invest.
- They also evaluate your income, debts and prevailing net worth and then forms a plan that fills your demand in the best way.

- If one is a fresh investor, a mutual fund advisor can assist you to settle the precise asset allocation to suit your lifestyle.
- They are important for investors as the money investor is investing in mutual funds is put at the right place by them the money is safe and secure from getting wasted.

Research Methodology

- Examining Investment choices
- Keeping records
- Plan the right investment procedure
- Helps in setting Financial goals
- Estimating risk-taking aptitude

- Examining Investment choices

Once the client's aims and demands are in position, the fund advisor performs an accurate analysis of market conditions. Then they suggest equity mutual funds, debt funds or money market instruments respectively. Advisors also stay up-to-date with the newest financial news and biases to assure they give suitable advice.

- Keeping Records

One major aspect of a fund advisor job is to manage the civil financial details of the client. Therefore, he/she keeps the records of services they give – invoices, features of services offered and any other transactions. This documentation is necessary during the audit of the firm by administrative bodies.

- Plan the right investment procedure

After examining the feasible investment plan of the customer, the fund advisor outlines a proper investment procedure. The procedure includes merging various investment options to expand the portfolio to reduce risks and higher returns.

- Helps in setting Financial Goals

Looking on to your demand and needs they analysis that which is the perfect mutual fund for you for example if you want long term-investments with the higher risk they will ask you invest in equity mutual funds. And if you want short-term investments and less amount of risk they ask you to invest in debt funds.

- Estimating risk-taking aptitude

Advisors recommend the right investment plan based on the risk appetite of the investor. For instance, debt funds have less amount of risk. The advisor examines the long term and short term financial goals of debt funds, investment security, age, costs, family status, and prevailing financial responsibilities before devising an investment plan.

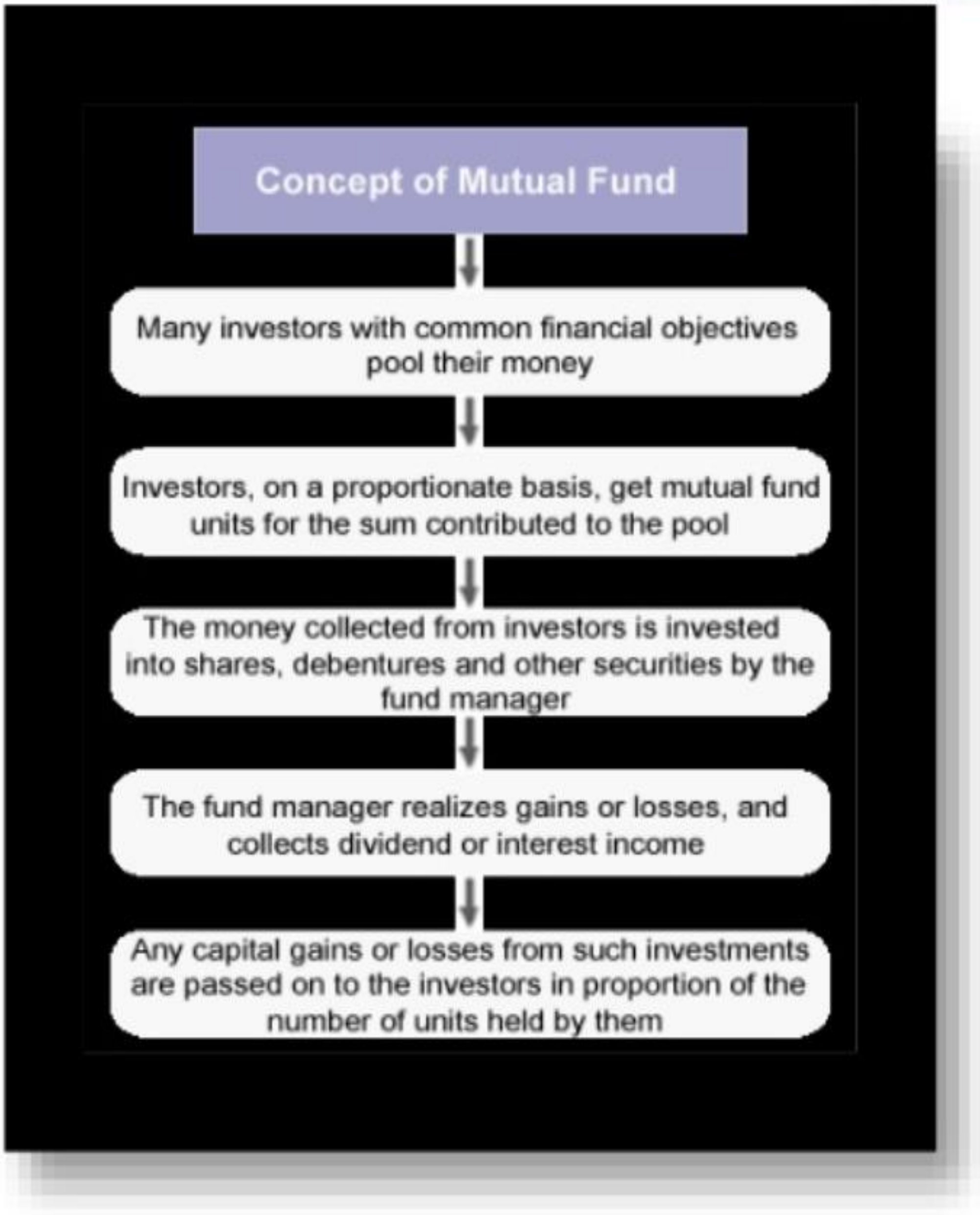
Limitation of the Study

- Mutual funds are the most popular investment choice in the U.S.
- Advantages for investors include advanced portfolio management, dividend reinvestment, risk reduction, convenience, and fair pricing.
- Disadvantages include high fees, tax inefficiency, poor trade execution, and the potential for management abuses.

Introduction of Mutual Funds

Mutual Funds is a trust pools the saving of a number of investors who share a common financial goal. This pool of money is invested in accordance with a stated objective. The joint ownership of the fund is thus "Mutual". i.e. the funds belong to all investors. The money thus collected is them invested in capital market instruments such as shares, debentures and other securities. The income earned through these investments and the capital appreciations realized are shared by its unit holders in proportion the number of units owned by them. Thus, a mutual fund is the most suitable investment for the common man as it offers an opportunity to invest in a diversified, professionally managed basket of securities at a relatively low cost. A Mutual Fund is an investment tool that allows small investors access to a well-diversified portfolio of equities, bonds and other securities. Each shareholder participates in the gain or loss of the fund. Units are issued and can be redeemed as needed. The fund's Net Asset Value (NAV) is determined each day.

Investments in securities are spread across a wide cross-section of industries and sectors and thus the risk is reduced. Diversification reduces the risk because all stocks may not move in the same direction in the same accordance with quantum of money invested by them. Investors of mutual funds are known as unit holders.



Assets of the fund in the same proportion as his contribution amount put up with the corpus (the total amount of the fund). Mutual Fund investor is also known as a mutual fund shareholder or a unit holder. Any change in the value of the investments made into capital market instruments (such as shares, debentures, etc) is reflected in the Net Asset Value of the scheme. NAV is defined as the market value of the Mutual Fund scheme's assets net of it's liabilities. NAV of a scheme is calculated by dividing the market value of scheme's assets by the total number of units issued to the investors.

Advantages and Disadvantages of Mutual funds

ADVANTAGES

- Portfolio Diversification
- Professional management
- Reduction/ Diversification of Risk
- Liquidity
- Flexibility & Convenience
- Reduction in Transaction cost
- Safety of regulated environment
- Choice of schemes
- Transparency

DISADVANTAGES

- No control over cost in the Hands of an Investor
- No tailor-made Portfolios
- Managing a Portfolio Funds
- Difficulty in selecting a Suitable Fund Scheme

History of Mutual Fund in India

The Mutual Fund industry in India started in 1963 with the formation of Unit Trust of India, at the initiative of the Government of India and Reserve Bank. Though the growth was slow, but it accelerated from the year 1987 when non-UTI players entered the Industry.

In the past decade, Indian mutual fund industry had seen a dramatic improvement, both qualities wise as well as quantity wise. Before, the monopoly of the market had seen an ending phase; the Assets Under Management (AUM) was Rs.67 Billion. The private sector entry to the fund family raised the amount to Rs.470 Billion in March 1993 and till April 2001; it reached the highest if Rs.1540 Billion.

The Mutual Fund Industry is obviously growing at a tremendous space with the mutual fund industry can be broadly put into four phases according to the development of the sector. Each phase is briefly described as under.

First Phase- 1964-87

Unit Trust of India (UTI) was established on 1963 by an Act of Parliament by the Reserve Bank and functioned under the Regulatory and administrative control of the Reserve Bank of India. In 1978 UTI was de-linked from RBI and the Industrial Development Bank of India (IDBI) took over the regulatory and administrative control in place of RBI. The first scheme launched by UTI was Unit Scheme 1964. At the end of 1988 UTI had Rs.6700 crores of assets under management.

Second Phase- 1987-1993 (Entry of Public Sector Funds)

1987 marked the country of non-UTI, public sector mutual funds set up by public banks and Life insurance Corporation of India (LIC) and General Insurance Corporation of India (GIC). SBI Mutual Fund was the first non-UTI Mutual Fund established in June 1987 followed by Can Bank Mutual Fund (Dec 87), Punjab National Bank Mutual Fund (Aug 89), Indian Bank Mutual Fund (Nov 89), Bank of India (Jun 90), Bank of Baroda Mutual Fund (Oct 92). LIC established its mutual fund 1989 while GIC had set up its mutual fund in December 1990. At the end of the 1993, the mutual fund industry had assets under management of Rs.47004 crores.

Third Phase – 1993-2003 (Entry of Private Sector Funds)

1993 was the year in which the first Mutual Fund Regulations came into being, under which all mutual funds, except UTI were to be registered and governed. The erstwhile Kothari Pioneer (now merged with Franklin Templeton) was the first private sector mutual fund registered in July 1993.

The 1993 SEBI (Mutual Fund) Regulations were substituted by a more comprehensive and revised Mutual Fund Regulations in 1996. The industry now functions under the SEBI (Mutual Fund) Regulations 1996. As at the end of the January 2003, there were 33 mutual funds with total assets of Rs.121805 crores.

Forth Phase – since February 2003

In February 2003, following the repeal of the Unit Trust of India Act 1963 UTI was bifurcated into two separate entities. One is the Specified Undertaking of the Unit Trust of India with assets under management of Rs.29835 crores as at the end of the January 2003, representing broadly, the assets of US 64 scheme, assured return and certain other schemes.

The second is the UTI Mutual Fund Ltd, sponsored by SBI, PNB, BOB and LIC. It is registered with SEBI and functions under the Mutual Fund Regulations, consolidation and growth. As at the end of September 2004 there were 29 funds, which manage assets of Rs.153108 crores under 421 schemes.

CLASSIFICATION OF MUTUAL FUND

There are 7 type of Mutual Funds:

1. Money market funds:

These funds invest in short-term fixed income securities such as Government bonds, treasury bills, bankers' acceptances, commercial paper and certificates of deposit. They are generally a safer investment, but with a lower potential return then other types of mutual funds. Canadian money market funds try to keep their net asset value (NAV) stable at $10 per security.

2. Fixed income funds:

These funds buy investments that pay a fixed rate of return like government bonds, investment-grade corporate bonds and high-yield corporate bonds. They aim to have money coming into the fund on a regular basis, mostly through interest that the fund earns. High-yield corporate bond funds are generally riskier than funds that hold government and investment-grade bonds.

3. Equity funds:

These funds invest in stocks. These funds aim to grow faster than money market or fixed income funds, so there is usually a higher risk that you could lose money. You can choose from different types of equity funds including those that specialize in growth stocks (which don't usually pay dividends), income funds (which hold stocks that pay large dividends), value stocks, large-cap stocks, mid-cap stocks, small-cap stocks, or combinations of these.

4. Balanced funds

These funds invest in a mix of equities and fixed income securities. They try to balance the aim of achieving higher returns against the risk of losing money. Most of these funds follow a formula to split money among the different types of investments. They tend to have more risk than fixed income funds, but less risk than pure equity funds. Aggressive funds hold more equities and fewer bonds, while conservative funds hold fewer equities relative to bonds.

5. Index funds:

These funds aim to track the performance of a specific index such as the S&P/TSX Composite Index. The value of the mutual fund will go up or down as the index goes up or down. Index funds typically have lower costs than actively managed mutual funds because the portfolio manager doesn't have to do as much research or make as many investment decisions.

6. Specialty funds:

These funds focus on specialized mandates such as real estate, commodities or socially responsible investing. For example, a socially responsible fund may invest in companies that support environmental stewardship, human rights and diversity, and may avoid companies involved in alcohol, tobacco, gambling, weapons and the military.

7. Fund-of-funds:

These funds invest in other funds. Similar to balanced funds, they try to make asset allocation and diversification easier for the investor. The MER for fund-of-funds tend to be higher than stand-alone mutual funds.

Mutual Funds can be classified as follow:

*** Based on their structure:**

- Open-ended funds: Investors can buy and sell the units from the fund, at any point of time.
- Close-ended funds: These funds raise funds from investors only once. Therefore, after the offer period, fresh investments cannot be made into the fund. If the funds is listed on the stock exchange the units can be traded like stocks (e.g. Morgan Stanley Growth Fund). Recently, most of the new fund offers of close-weekly. Redemptions of units can be made during specified intervals. Therefore, such funds have relatively low liquidity.

*** Based on their investment objective:**

Equity Funds: these funds invest in equities and equity related instruments. With fluctuating share prices, such funds show volatile performance, even losses. However, short term fluctuations in the market, generally smoothens out in the long term, thereby offering higher returns at relatively lower volatility. At the same time, such funds can yield great capital appreciation as, historically, equities have outperformed all asset classes in the long term. Hence, investment in equity funds should be considered for a period of at least 3-5 years.

It can be further classified as:

i) Index Funds- in this case a key stock market index, like BSE Sensex or Nifty is tracked. Their portfolio mirrors the benchmark index both in terms of composition and individual stock weightings.

ii) Equity Diversified Funds- 100% of the capital is invested in equities spreading across different sectors and stocks.

iii) Dividend yield fund- it is similar to the equity diversified funds except that they invest in companies offering high dividend yields

iv) Thematic funds- Invest 100% of the assets in sectors which are related through some theme.
E.g. an infrastructure fund invests in power, construction, cements sectors, etc.

v) Sector funds- Invest 100% of the capital in a specific sector.

E.g. A banking sector fund will invest in banking stocks.

vi) ELSS- Equity linked saving scheme provides tax benefit to the investors.

Balanced Fund: their investment portfolio includes both debt and equity. As a result, on the risk-return ladder, they fall between equity and debt funds. Balanced funds are the ideal mutual funds vehicle for investors who prefer spreading their risk across various instruments. Following are balanced funds classes:

i) **Debt-oriented funds-** Investment below 65% in equities.
ii) **Equity-oriented Funds-** Invest at least 65% in equities, remaining in debt.

Debt Fund: They invest only in debt instruments, and are a good option for investors averse to idea of taking risk associated with equities. Therefore, they invest exclusively in fixed-income instruments like bonds, debentures, Government of India securities, and money market instruments such as certificates of deposit (CD), Commercial Paper (CP) and call money. Put your money into any of these debt funds depending on your investment horizon and needs.

i) **Liquid Funds-** these funds invest 100% in money market instruments; a large portion being invested un call money market.
ii) **Gilt Funds ST-** they invest 100% of their portfolio in government securities of and T-bills.
iii) **Floating rate funds-** invest in short term debts papers. Floaters invest in debt instruments which have variable coupon rate.
iv) **Arbitrage Fund-** they generate income through arbitrage opportunities due to mis-pricing between cash market and derivatives market. Higher proportion (above75%) is put in money markets, in the absence of arbitrage opportunities.
v) **Gilt Funds LT-** They invest 100% if their portfolio on long-term government securities.
vi) **Income fuds LT-**Typically, such funds invest a major portion of the portfolio in long-term debt papers.
vii) **MIPs-** Monthly Income Plans have an exposure of 70%-90% to debt and an exposure of 10%-30% to equities.
viii) **FMPs-** fixed monthly plans invest in debt papers whose maturity is in line with that of the fund.

INVESTMENT

An investment is an asset or item acquired with the goal of generating income or appreciation. Appreciation refers to an increase in the value of an asset over time. When an individual purchases a good as an investment, the intent is not to consume the good but rather to use it in the future to create wealth. An investment always concerns the outlay of some asset today—time, money, or effort—in hopes of a greater payoff in the future than what was originally put in.

For example, an investor may purchase a monetary asset now with the idea that the asset will provide income in the future or will later be sold at a higher price for a profit.

KEY TAKEAWAYS

- An investment is an asset or item that is purchased with the hope that it will generate income or appreciate in value at some point in the future.
- An investment always concerns the outlay of some asset today (time, money, effort, etc.) in hopes of a greater payoff in the future than what was originally put in.
- An investment can refer to any mechanism used for generating future income, including bonds, stocks, real estate property, or a business, among other examples.

How an Investment Works

The act of investing has the goal of generating income and increasing value over time. An investment can refer to any mechanism used for generating future income. This includes the purchase of bonds, stocks, or real estate property, among other examples. Additionally, purchasing a property that can be used to produce goods can be considered an investment.

In general, any action that is taken in the hopes of raising future revenue can also be considered an investment. For example, when choosing to pursue additional education, the goal is often to increase knowledge and improve skills (in the hopes of ultimately producing more income).

Because investing is oriented toward the potential for future growth or income, there is always a certain level of risk associated with an investment. An investment may not generate any income, or may actually lose value over time. For example, it's also a possibility that you will invest in a company that ends up going bankrupt or a project that fails to materialize. This is the primary way that saving can be differentiated from investing: saving is accumulating money for future use and entails no risk, whereas investment is the act of leveraging money for a potential future gain and it entails some risk.

Types of Investments

Economic Investments

Within a country or a nation, economic growth is related to investments. When companies and other entities engage in sound business investment practices, it typically results in economic growth.

For example, if an entity is engaged in the production of goods, it may manufacture or acquire a new piece of equipment that allows it to produce more goods in a shorter period of time. This would raise the total output of goods for the business. Taken in combination with the activities of many other entities, this increase in production could cause the nation's gross domestic product (GDP) to rise.

Investment Vehicles

An investment bank provides a variety of services to individuals and businesses, including many services that are designed to assist individuals and businesses in the process of increasing their wealth.

Investment banking may also refer to a specific division of banking related to the creation of capital for other companies, governments, and other entities. Investment banks underwrite new debt and equity securities for all types of corporations, aid in the sale of securities, and help to facilitate mergers and acquisitions, reorganizations, and broker trades for both institutions and private investors. Investment banks may also provide guidance to companies who are considering issuing shares publicly for the first time, such as with an initial public offering (IPO).

Investing vs. Speculation

Speculation is a distinct activity from investing. Investing involves the purchase of assets with the intent of holding them for the long-term, while speculation involves attempting to capitalize on market inefficiencies for short-term profit. Ownership is generally not a goal of speculators, while investors often look to build the number of assets in their portfolios over time.

Although speculators are often making informed decisions, speculation cannot usually be categorized as traditional investing. Speculation is generally considered a higher risk activity than traditional investing (although this can vary depending on the type of investment involved). Some experts compare speculation to gambling, but the veracity of this analogy may be a matter of personal opinion.

INVESTMENT STRATEGIES

An investment strategy is what guides an investor's decisions based on goals, risk tolerance, and future needs for capital. Some investment strategies seek rapid growth where an investor focuses on capital appreciation, or they can follow a low-risk strategy where the focus is on wealth protection.

Understanding Investment Strategies:
Many investors buy low-cost, diversified index funds, use dollar-cost averaging, and reinvest dividends. Dollar-cost averaging is an investment strategy where a fixed dollar amount of stocks or a particular investment are acquired on a regular schedule regardless of the cost or share price. The investor purchases more shares when prices are low and fewer shares when prices are high. Over time, some investments will do better than others, and the return averages out over time.

Some experienced investors select individual stocks and build a portfolio based on individual firm analysis with predictions on share price movements.

Graham's Five Investment Strategies:
In 1949, Benjamin Graham identified five strategies for common stock investing in "*The Intelligent Investor."*

1. General trading. The investor predicts and participates in the moves of the market similar to dollar-cost averaging.
2. Selective trading. The investor picks stocks that they expect will do well in the market over the short term; a year, for example.
3. Buying cheap and selling dear. The investor enters the market when prices low and sells a stock when the prices are high.
4. Long-pull selection. The investor selects stocks that they expect to grow quicker than other stocks over a period of years.
5. Bargain purchases. The investor selects stocks that are priced below their true value as measured by some techniques.

Graham emphasized that every investor must decide how they want to manage their portfolio. Experienced investors may prefer and be comfortable with a buy low and sell high strategy, whereas investors who have less time to research and follow the market might benefit more from investing in funds that track the market and adopt a long-term view.

There is no right way to manage a portfolio, but investors should behave rationally by using facts and data to back up decisions by attempting to reduce risk and maintain sufficient liquidity.

Investment Strategy and Risk
Risk is a huge component of an investment strategy. Some individuals have a high tolerance for risk while other investors are risk-averse. One overarching rule, however, is that investors should only risk what they can afford to lose. Another rule of thumb is the higher the risk, the higher the

potential return, and some investments are riskier than others. There are investments that guarantee an investor will not lose money, but there will also be minimal opportunity to earn a return.

Systematic Investment Plan-

Under this a fixed sum is invested each month in a fixed date of a month. The Investors get fewer units when the NAV is high and more units when the NAV is low. This is called as the benefits of Rupee Cost Averaging (RCA).

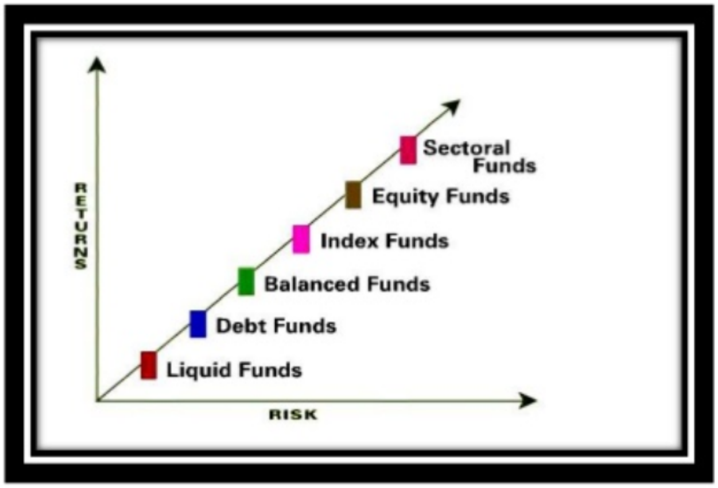
- **Systematic Transfer Plan:**

Under this an investor invests in debt-oriented fund and gives instructions to transfer a fixed sum, at a fixed interval, to a equity scheme of the same mutual fund.

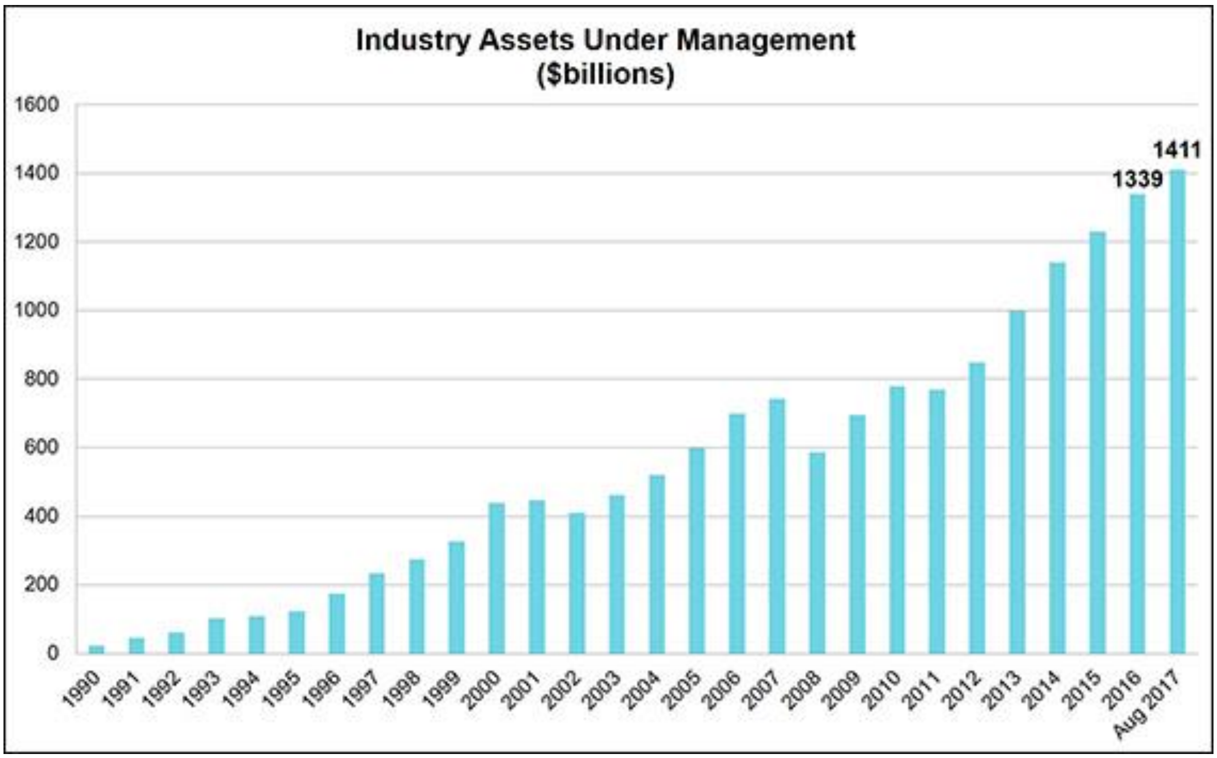
- **Systematic withdrawal Plan:**

If someone wishes to withdrawal from a mutual fund then he can withdraw a fixed amount each month.

RISK AND RETURN ANALYSIS OF VARIOUS FUNDS



INVESTMENT IN MUTUAL FUNDS IN INDIA BETWEEN 1990 TO 2017



VALUE OF 1 LAC RUPEE IN 1995 AND VALVE OF 1 LAC RUPEE ON 2019

Investment Year	Invested Rs 1 lac On	Nifty50	Nifty today (end-2019)	Value of Rs 1 lac today (end-2019)
1995	29-Dec-95	909		
1996	31-Dec-96	899	12168	13,53,403
1997	31-Dec-97	1079	12168	11,27,335
1998	31-Dec-98	884	12168	13,76,132
1999	30-Dec-99	1480	12168	8,21,943
2000	29-Dec-00	1264	12168	9,63,037
2001	31-Dec-01	1059	12168	11,48,997
2002	31-Dec-02	1094	12168	11,12,798
2003	31-Dec-03	1880	12168	6,47,344
2004	31-Dec-04	2081	12168	5,84,881
2005	30-Dec-05	2837	12168	4,28,988
2006	29-Dec-06	3966	12168	3,06,788
2007	31-Dec-07	6139	12168	1,98,228
2008	31-Dec-08	2959	12168	4,11,214
2009	31-Dec-09	5201	12168	2,33,961
2010	31-Dec-10	6135	12168	1,98,361
2011	30-Dec-11	4624	12168	2,63,141
2012	31-Dec-12	5905	12168	2,06,067
2013	31-Dec-13	6304	12168	1,93,027
2014	31-Dec-14	8283	12168	1,46,914
2015	31-Dec-15	7946	12168	1,53,133
2016	30-Dec-16	8186	12168	1,48,653
2017	29-Dec-17	10531	12168	1,15,552
2018	31-Dec-18	10863	12168	1,12,022
2019	31-Dec-18	12168	12168	-
				STABLEINVESTOR.com

BEST PERFORMING COMPANIES IN MUTUAL FUNDS IN LAST 20 YEARS

Best Performing Mutual Funds in the last 20 years

Mutual Fund Scheme	VRO Star Rating	Exp Ratio	AUM in Rs Crores	(Annualised returns)					
				3mth	1yr	3yr	5yr	10 Yr	Since Inception
Franklin India Taxshield Fund	3 Star	1.92%	3,773	-7%	-7%	4%	7%	13%	21%
Franklin India Prima Fund	4 Star	1.88%	6,694	-6%	-7%	4%	9%	15%	19%
ICICI Prudential Long Term Equity Fund (Tax Saving)	3 Star	2.15%	5,965	-7%	-7%	5%	6%	13%	19%
Aditya Birla Sun Life MNC Fund	NA	2.14%	3,434	-3%	-7%	5%	11%	17%	18%
Tata India Tax Savings Fund	5 Star	2.12%	1,815	-8%	-1%	7%	10%	13%	18%
Franklin India Technology Fund	NA	2.47%	244	-1%	-3%	13%	8%	13%	18%
UTI MNC Fund	NA	2.13%	2,045	-4%	-11%	4%	9%	15%	16%
ICICI Prudential FMCG Fund	NA	2.57%	496	-2%	-3%	9%	11%	17%	16%
SBI Large & Midcap Fund	3 Star	2.24%	2,493	-6%	-5%	5%	8%	12%	14%
HDFC Capital Builder Value Fund	3 Star	2.25%	4,257	-9%	-13%	5%	7%	12%	14%

Data source: Moneycontrol.com and Value Research Online as on 20-Sep-2019.
Returns rounded off to nearest %age

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Chapter-2

Company Profile

In 2010 Mr. **Ramdhari Hooda** an ex govt. official started lending out funds to people on an interest basis as private fund lender in Sonipat Haryana. In 2012, Mr.Yashvir Singh who was working in Canada as PMS consultant, came back to India they started venture together to provide **PMS (Portfolio management Services)** as they saw that PMS are available to **HNIs(HIGH NETWORTH INDIVIDUALS),** so we entered into Financial Sector, to cater PMS service offering different investments avenues with motive to provide more financial stability to people who finds it difficult . Our PMS services are not only available for High income class people but common people.

DIRECTORS MESSAGE

" Our forefathers were used to save more money despite the income was less and the fact that there were bigger families and expenses were higher as more number of people were there and earning members were less; we were able to save but our upcoming generation would not able to do even half of the saving we were able to do in our lifetime so PMS services are one of the essential needs and we want to make for not just High Network Individuals but also for common people as we want everyone to have a better retirement and better life as they can achieve their financials goals with ease and they should be prepared for the uncertain situation in life ahead , as life is full of uncertainties so we want common people to be able to sustain those uncertainties with ease."

– **RAMDHARI HOODA**

CEO and MANAGING DIRECTOR

INVESTOSURE

Vision and Mission Statement

MISSION

- **Our mission is to provide intelligent, low cost, strategic asset allocation strategies to help secure specific financial goals**

VISSION

We want to become our client's trusted family financial partner

providing comprehensive financial solutions throughout their career and retirement

CULTURE

- **At Investosure, we believe in Fun at Work and Work – Hard and Party -Hard.**

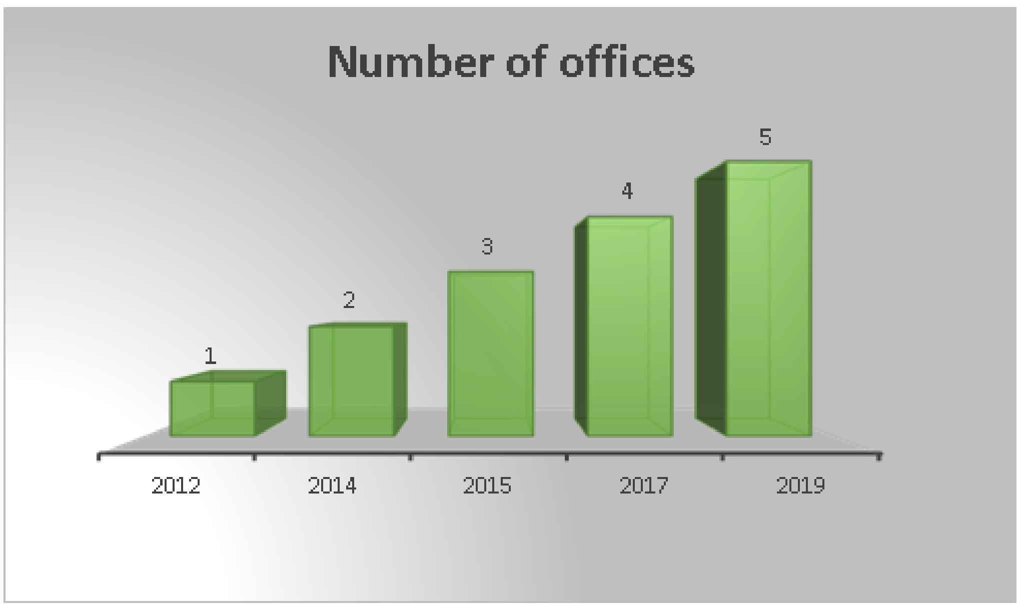
CORE VALUES

- **Team Work**
- **Innovation**
- **Integrity**

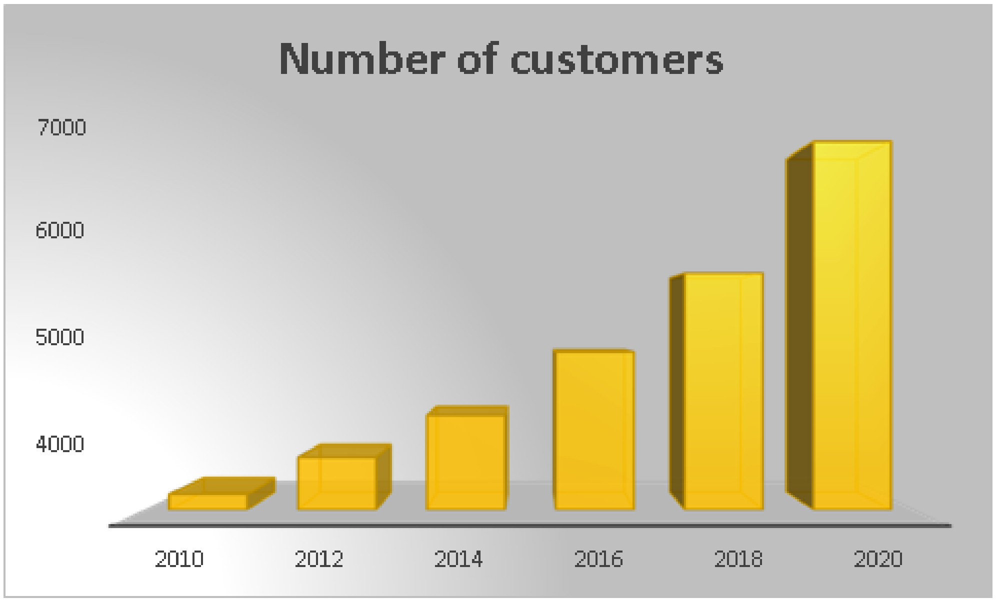
Products and Services Offered:

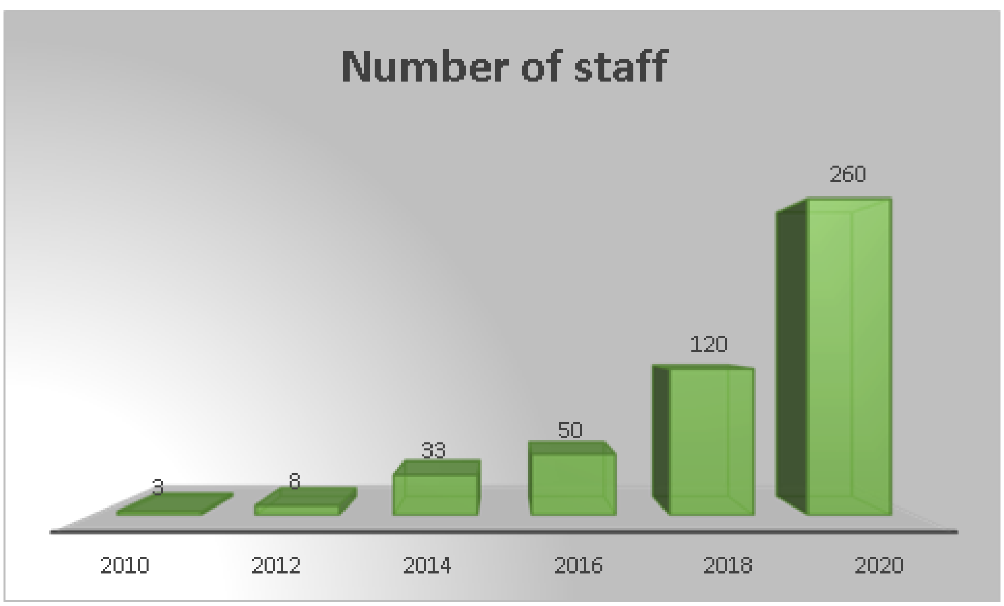
- Health Insurance Agents
- Life Insurance Agents
- Insurance Agents
- Life Insurance Agents-Max Life Insurance
- Health Insurance Agents-Max Bupa
- Child Insurance Agents

GROWTH OVER YEARS

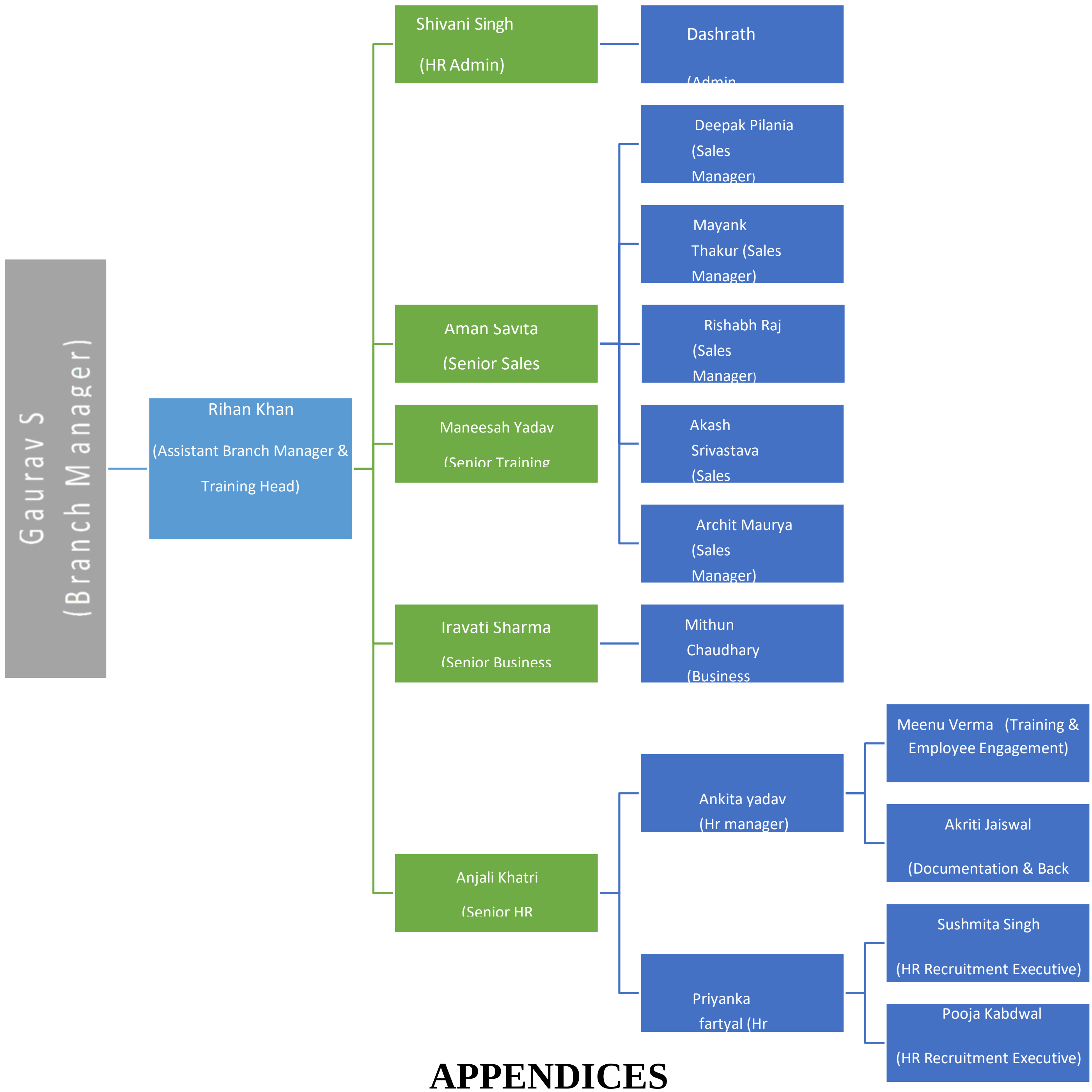


Operating from 5 offices and 4 Cities in India.


Number of customers
7000
6000
5000
4000
2010
2012
2014
2016
2018
2020


Number of staff
260
120
50
33
8
3
2010
2012
2014
2016
2018
2020

NOIDA Branch Hierarchy and Support Staff:



APPENDICES

WEEKLY PROGRESS REPORT

S.No.	Date	Summary of work done	Learning Outcomes
1	Week-1	First 15 days, we have to sell policies to the natural person and complete the given target amount I.e.60000.	Learn about different type of policies like MIAP, SAP, Health Insurance. Retirement Plan, Term Plan.
2	Week-2	Same as first week, we have to sell policies	Same as first week, we learned about the policies.
3	Week-3	After completing our training, we prepared a excel sheet of natural persons according to the company guidelines. After that we pitching the customers according to their needs and preferences.	How to build up a customer relationship and product image in customer's mind.
4	Week-4	Enter into the main domain Finance.	Basic introduction about the stocks and equity.
5	Week-5	Same	Introduction about online trading and its tools and procedures.
6	Week-6	Records of companies trading activities	Keeping records of selected company's opening, closing, high and low price of stock and equity.

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CONCLUSION

The protection area keeps on staying one of the quickest developing markets with a Compound Annual Growth Rate (CAGR) of 12% from FY14 to FY19 as per EY-ASSOCHAM report. As of FY18, India is the eleventh biggest protection advertise on the planet and has stowed the tenth situation in the extra security fragment as far as the all out premium. There are 24 disaster protection and 33 non-life coverage organizations in the Indian protection showcase presently contending on cost and administrations to pull in clients.

As per a report by the India Brand Equity Foundation (IBEF), the Indian protection industry is relied upon to develop to Rs 19, 56,920 crore (US$ 280 billion) by FY2020, attributable to the strong monetary development and higher individual expendable wages in the nation.

The consumer loyalty's is the most significant methodology of extra security organizations. The very fulfilled clients of an extra security organization will go about as a dedicated messenger of that organization, purchase their strategies from that organization alone, hold over yonder and spread positive remarks about the organization to other people. Then again if the clients are disappointed with the organization, withdrawal or give up of strategy and social issues will be found from policyholders.