

PROJECT REPORT ON
“INVESTMENT PATTERN OF INVESTORS IN EQUITY MARKET”
AT “GEOJIT FINANCIAL SERVICES LTD., HONAVAR”

Submitted By

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Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSSINESS ADMINISTRATION



Under the guidance of

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Date: 26th Mar-2018

CERTIFICATE

This is to certify that **Mr. RAKSHIT GANAPATI NAIK (USN:4AL16MBA41)** Studying in M.B.A. of “Alva’s Institute of Engineering and Technology Mijar, Moodbidri” has undertaken project work from **January-15th to March-24th** and prepared a project report on “**INVESTMENT PATTERN OF INVESTORS IN EQUITY MARKET**” at “**Geojit Financial Services Ltd**”.

During the period of project work he has done the work sincerely dedicated and hard working.

We wish him all the very best in future.



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It is hereby certified that **Mr. RAKSHIT GANAPATI NAIK** bearing **USN: 4AL16MBA41** is a bonafide student of the Master of Business Administration course of the Institute (2016-18), affiliated to Visvesvaraya Technological University, Belgaum.

The project report on the topic "**A STUDY ON INVESTMENT PATTERN OF INVESTORS IN EQUITY MARKET AT GEOJIT FINANCIAL SERVICES LTD.,**" is prepared by him under the guidance of **Dr. R WRANTON PEREZ**, Senior Associate Professor, Department of MBA, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration under Visvesvaraya Technological University, Belgaum, and Karnataka.

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DECLARATION

I hereby declared that work presented in this project report entitled “**INVESTMENT PATTERN OF INVESTORS IN EQUITY MARKET**” based on the independent study conducted by me under the guidance of **Dr. R Wranton Perez** senior associate professor Department of MBA, Alva’s Institute of Engineering and Technology, Mijar, Moodbidri.

I am submitting this project report to Visvesvaraya Technological University, Belgaum as the partially fulfilment of requirement for the award of MBA Degree.

I also declare that, this project report or part of it has not been previously submitted for the award of any other degree, Diploma, associate ship, fellowship or other similar title.

Date: 15/05/2018

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Motivation causing people to act in certain direction is very necessary for the success of any task. It gives me immense pleasure to mention those who motivated me and contributed directly or indirectly for completing this project successfully.

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I would like to thank my beloved friends and all well-wishers for supporting me in the successful completion of project report

Date: 15/05/2018

Rakshit Ganapati Naik

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MBA

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EXECUTIVE SUMMARY

The equity brokerage business in India is eldest in the Asia region. India ensured a dynamic stock market from 150 years did an important role in emerging risk markets, also endorsing enterprise and supporting the development of the industry.

This research entitled “A study on Investment Pattern of Investors in Equity Market” at “Geojit Financial Services Ltd.” was done at the Geojit Financial Services Ltd. Honavar. This study shows the investors behaviour is changing in investment options like the company deposits, fixed deposits, gold etc. Investors are now looking in the direction of equity related investment decisions. The analysis was done with data obtained by using structured questionnaire as the tool. The questionnaire was framed by keeping in mind the objective to understand the Indian stock market, to understand the profile of the investors etc. The response of the respondents was analysed and inference was taken to include about the factors responsible for motivating the investors to invest in share market. To get an all-round inference about the company and the investors the study was divided into three phases.

The first phase of the study mainly deals with Indian scenario of stock market, brokerage industry and organizational overview of Geojit Financial Services Ltd. The Indian scenario lays emphasis on various public and private players that participate in stock market.

The second phase is to study and analyse about the various factor that motivate the investors to invest in stock market. The study was also done to understand various factors such as age, objectives of investment and avenues in which they are invested etc.

The third phase of the study was to give conclusion about the investment pattern of investors in equity market. This phase is also give the recommendations and suggestions to tap the high net worth individuals to increase their volume of operations and also to tap the young and middle aged investors.