

A STUDY ON PERFORMANCE EVALUATION OF SELECTED MUTUALFUNDS AT GEOJIT FINANCE SERVICE LTD., UDUPI

By

RAKSHITHA KUMARI

USN: 4AL19MBA56

Submitted To

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Dr Vishnu Prasanna K.N Professor

PG Department of Business

Administration

**Alva's Institute of Engineering and
Technology**

EXTERNAL GUIDE

Mr Shivanand M Gunaga Manager

Geojit Financial Services LTD



**PG DEPARTMENT OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY
SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI
JULY 2021**



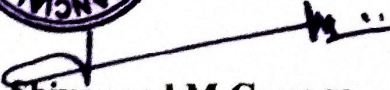
TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Rakshitha kumari** (USN:4AL19MBA56) a student of Finance from **Alva's Institute of Engineering and Technology, Shobhavana Mijar** has successfully completed her Internship at our **Udupi Town Branch**, from date **25th Feb 2021 to 10th April 2021**

I have read the internship report entitled "**A STUDY ON PERFORMANCE EVALUATION OF SELECTED MUTUAL FUNDS AT GEOJIT FINANCIAL SERVICES LTD. UDUPI**" which embodies the original work done by **Ms. Rakshitha Kumari** during her above internship period in my department and during the course of her project we found **Ms. Rakshitha Kumari** to be hard working with good character and conduct. We wish her all best for her future endeavors.

Regards,




Shivanand M Gunaga

Branch Head

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

(Affiliated to Visvesvaraya Technological University, Belagavi

Approved by AICTE, New Delhi & Recognised by Government of Karnataka)

Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State

Phone : 08258-262724 (O), 262725 (P), Telefax 08258-262726

Email : principalaiet08@gmail.com, Web www.aiet.org.in

AIET/MBAID/93

22 July 2021

CERTIFICATE

This is to certify that **RAKSHITHA KUMARI** bearing USN **4AL19MBA56**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "**A STUDY ON PERFORMANCE EVALUATION OF SELECTED MUTUAL FUNDS AT GEOJIT FINANCIAL SERVICES LTD, UDUPI**" is prepared by her under the guidance of Dr. Vishnu Prasanna K N, Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.



Dr. Vishnu Prasanna K N
Internal Guide



Dr. Claret Mendonca
HOD



Dr. Peter Fernandes
Principal

PRINCIPAL
Alva's Institute of Engg. & Technology,
Mijar, MOG - 574 225, D.

DEAN
Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR - 574 225

Viva-Voce Examination

Date:

Signature of Internal Examiner
Name & affiliation

Signature of External Examiner
Name & affiliation

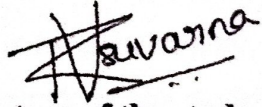
DECLARATION

I, RAKSHITHA KUMARI Bearing USN No: 4AL19MBA56 student of master Business administration (MBA), Alva's Institute of engineering and technology, Moodbidri, hereby declare that the Project report entitled "**A Study On Performance Evaluation of Selected Mutual Fund at Geojit Financial Services Ltd**" has been prepared by me under the guidance of Dr Vishnu Prasanna K N, Professor, department of business administration Alva's Institute of engineering and technology, Mijar, Moodbidri, and external assistance by Mr. Shivanand Gunaga, Manager of Geojit Financial Services Ltd, Udupi.

I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of Six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Mijar

Date:


Signature of the student

ACKNOWLEDGEMENT

Without that support and emotional support, I am very happy to express my heartfelt gratitude to all of those who would not do this work.

I recognise my sincere thanks to my project guide **DR. Vishnu PrasannaKN**, Professor, Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri for her valuable guidance and support.

I express my special privilege and heartfelt thanks to **Mr. Shivanandh** Manager GEOJIT FINANCIAL SERVICES LTD, to give their organisation an opportunity to do the project work.

I want to thank you most sincerely **Mrs. Claret Mendonca**, Dean, Department of Business Administration. Alva's Institute of Engineering and Technology.

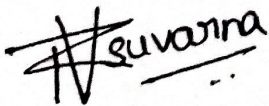
I would like to express my deep sense of gratitude to **Dr. Peter Fernandes**. Principal of Alva's Institute of Engineering and Technology.

I wish to offer my huge thanks for the cooperation and guidance to all MBA Department lecturers.

I thank my friends for their help and support during my study.

I owe my heartfelt gratitude to my father, mother, and siblings for their help and emotional support throughout the study as well as in my life.

In addition, above everything and everyone, my gratitude is to god almighty, the most gracious and the most merciful. My words and actions of gratitude to him would never be adequate to thank even for a fraction of his blessings.



RAKSHITHA KUMARI

USN: 4AL19MBA56

TABLE OF CONTENTS

CHAPTERS	PARTICULARS	Page No.
	EXECUTIVE SUMMARY	
1	Introduction	1-13
2	Conceptual Background and Literature Review	14-21
3	Research Design	22-27
4	Data Analysis and Interpretation	28-42
5	Summary Of Findings, Suggestions And Conclusion	43-47
	Bibliography	48-50
	Annexure	51-53

Lists of table

TABLE NO	PARTICULARS	PAGE NO
4.1	Market Return	30
4.1.1	Mean, Standard deviation and Beta of Kotak Infrastructure and Economic Reform Fund	31
4.1.2	Mean, Standard deviation and Beta of UTI Long Term Equity Fund	33
4.1.3	Mean, Standard deviation and Beta of SBI Focused Equity Fund	35
4.1.4	Mean, Standard deviation and Beta of Nippon India Focused Equity	37
4.1.5	Mean, Standard deviation and Beta of AXIS Small Cap Reg Gr	39
4.2.1	Ranking of Mutual fund under Sharpe's ratio	41
4.2.2	Ranking of mutual fund under Treynor's ratio	41
4.2.3	Ranking of Mutual fund under Jensen's ratio	42
4.3.1	Ranking of Mutual fund on the basis of return	42
4.3.2	Ranking of Mutual fund on the basis of Risk	43

LIST OF GRAPHS

GRAPHS NO	PARTICULARS	PAGE NO
4.1.1	Comparing Return of Sensex with Kotak Infrastructure and economic reform	31
4.1.2	Comparing Return of Sensex with UTI Long Term Equity Fund	33
4.1.3	Comparing Return of Sensex with SBI Focused Equity Fund	35
4.1.4	Comparing Return of Sensex with Nippon India Focused Equity	37
4.1.5	Comparing Return of Sensex with AXIS Small Cap Reg Gr	39

EXECUTIVE SUMMARY

Geojit Ltd. is an enterprise which carries on its business with a view to change the way investors transact in stock market and avail services. It enables customers with the access to equity, derivatives, mutual funds, portfolio management services and IPOs through secured online platform. This has been a safe, cost-effective and convenient way to support investment activities. It also offers the convenience of offline trading via call and commerce, branch desk etc., in order to have a wider participation.

The title of study "A Study on Performance Evaluation of Selected Mutual Funds at Geojit Ltd." Its goal is to find and report on best performing sectoral mutual funds out of the Five Sectoral Mutual Funds. The report first look is about the calculation of market return and mutual funds return which are calculated in similar manner. Then calculation of standard deviation, mean and beta are shown. The principal aim of the study is to put Sharpe, Treynor and Jensen in order with the Five Mutual Funds.

Of the Five mutual funds returns, mean, standard deviation and beta were calculated and ranked with the help of Sharpe, Treynor and Jensen measures. This helps Geojit as the company provides research-based investment strategies apart from fundamental and technical analysis and this study concentrates in providing the company a research on the Five mutual funds.

Geojit can suggest investors to invest in the top performing mutual funds shown in this project as it is yielding good returns with a high-risk nature of the investment in sectoral mutual funds as it is purely equity based in nature.