

**A PROJECT REPORT ON
A COMPARATIVE STUDY ON EQUITY DIVERSIFIED MUTUAL FUND AT
GEOJIT FINANCIAL SERVICES LTD.**

Submitted by

SOWJANYA

USN: 4AL19MBA74

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Mrs. Priya Sequeira

Assistant Professor

PG Department of Business Administration

AIET, Mijar

Karnataka

EXTERNAL GUIDE

Mr. Shivanandh

Manager

Geojit Financial Service

Ltd, Udupi



**PG DEPARTMENT OF BUSINESS ADMINISTRATION
ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY**

August-2020-21



TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Sowjanya (USN:4AL19MBA74) 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 "Geojit Financial Services LTD and The Comparative Study On Equity Diversified Mutual Fund" which embodies the original work done by Ms. Sowjanya during her above internship period in my department and during the course of her project we found Ms. Sowjanya 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 (A)

(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 08258-262725

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

AIET/MBAID/64

23 July 2021

CERTIFICATE

This is to certify that **SOWJANYA** bearing USN **4AL19MBA74**, 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 COMPARATIVE STUDY ON EQUITY DIVERSIFIED MUTUAL FUND AT GEOJIT FINANCIAL SERVICES LTD, UDUPI"** is prepared by her under the guidance of Mrs. Priya Sequeira, Assistant 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.

Mrs. Priya Sequeira
Internal Guide

Dr. Claret Mendonca
HOD

DEAN

Dr. Peter Fernandes
Principal
PRINCIPAL

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

Alva's Institute of Engg. & Technology
Mijar, MOODBIDRI - 574 225, D.K

Viva-Voce Examination

Date:

Signature of Internal Examiner
Name & affiliation

Signature of External Examiner
Name & affiliation

DECLARATION

I, SOWJANYA (4AL19MBA74), hereby declare that the internship report entitled "A Comparative Study on the Equity Diversified Mutual Fund" with reference to Geojit Financial services Ltd. prepared by me under the guidance of MRS. PRIYA SEQUEIRA, Assistant Professor PG department of business administration, Alva's institute of engineering & technology Mijar and under external assistance by Mr. Shivanandh, Manager, Geojit Financial Services Ltd.

I also declare that this Project work is towards the partial fulfilment of the university regulations for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi.

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 from any other university /institution

Place- Mijar, Moodbidre

Date-18-07-2021

Sowjanya

SOWJANYA

(4AL19MBA74)

ACKNOWLEDGEMENT

I feel great pleasure in expressing my sincere gratitude to all those persons without those help and emotional support this work would not reach its completion.

I express my special privilege and heartfelt thanks to Mr shivanandh manager, Geojit Financial Services Ltd. for giving an opportunity to do the project work at their organization.

I acknowledge my sincere gratitude to my project guide Mrs Priya sequeira, Assistant Professor, PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri for her valuable guidance and support.

I would like to express my candid gratitude to Dr. Claret Mendonca, HOD of PG Department of Business Administration Alvas Institute of Engineering and Technology, Mijar, Moodbidri.

I would like to express my deep sense of gratitude to Dr. Peter Fernandes. Principal of Alvas Institute of Engineering and Technology.

I would like to express my immense thanks to all the Professors of MBA Department for the Cooperation and guidance.

I express my deep sense of gratitude to my friends for their support and help during my study.

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.

SOWJANYA

USN: 4AL19MBA74

CONTENTS

Chapter No.	Particulars	Page. No.
1	Introduction	1-14
	1.1 Introduction	2-3
	1.2 Objectives of the study	3
	1.3 Scope of the study	3
	1.4 methods used for analysis	3
	1.5 Methodology	3-4
	1.6 Limitation of the study	4
	1.7 Industry Profile	4
	1.7.1 Introduction	4-5
	1.7.2 Types of capital market	5
	1.7.2.1 Primary market	5
	1.7.2.2 Secondary market	6
	1.7.3 National Stock Exchange	6
	1.7.4 Bombay stock Exchange	6-7
	1.7.5 Trading Mechanism	7
	1.7.6 Functions of brokers office	7
	1.7.7 Broker and investor	7
	1.7.8 Brokerage	7
	1.7.9 Stock Brokers	8
	1.8 Company profile	8
	1.8.1 History of Geojit	8
	1.9 Competitors	8-9
	1.10 SWOT Analysis of Geojit	9
	1.11 VISSION AND MISSION STATEMENT	9
	1.11.1 Vision	9
	1.11.2 Mission	10
	1.12 Key services By Geojit Financial services	10-13
	1.13 Growth and Expansion	13-14

2	CONCEPTUAL BACKGROUND AND LITERATURE REVIEW	15-26
	2.1 Theoretical background of the study	16
	2.1.1 Introduction	16
	2.1.2 History of mutual funds in India	16-17
	2.1.3 SEBI regulation on mutual fund	17
	2.1.4 Organization structure of mutual fund	18-19
	2.1.5 Net asset value of a schemes	19
	2.1.6 Benefits of mutual fund	19-20
	2.1.7 drawback of mutual fund	20
	2.1.8 Types of mutual fund	21
	2.2 Literature Review	22-26
3	RESEARCH DESIGN	27-30
	3.1 Significance of the study	28
	3.2 Study Objectives	28
	3.3 Scope of the study	28
	3.4 Research Methodology	28-29
	3.4.1 Primary Data	29
	3.4.2 Secondary Data	29
	3.5 Tools used for calculation	29
	3.5.1 Beta	29
	3.5.2 Alpha	29
	3.5.3 Standard Deviation	30
	3.5.4 Sharpe's Ratio	30
	3.5.5 Treynor's Ratio	30
4	ANALYSIS AND INTERPRETATION	31-51
5	FINDINGS SUGGESTIONS AND CONCLUSION	52-54
	5.1 Findings	53
	5.2 Suggestions	53
	5.3 Conclusion	53-54
6	BIBLIOGRAPHY	55-60
7	ANNEXTURE	61-64

LIST OF TABLES

Table no	Particulars	Page No
4.1.1	Comparison of schemes of Equity – Large Cap fund	32
4.1.2	Comparison of schemes of Equity large and mid-Cap funds	34
4.1.3	Comparison of schemes of Equity mid cap funds	35
4.1.4	Comparison of schemes of Equity multi cap funds	38
4.1.5	Comparison of schemes of Small cap funds	40
4.1.6	Comparison of schemes of Value fund	42
4.1.7	Comparison of schemes under focused funds	42
4.1.8	Comparison of schemes under ELSS	44
4.1.9	Overall ranking of funds based on Average return and standard deviation	47-48
4.1.10	Comparison of Alpha, Beta, Sharpe ratio, Treynor Ratio	48-50
4.1.11	Comparison of NAV	50-51

Figures/ Graphs

No	Figures/ Graphs	Page no
1	Organizational structure of mutual fund	17
2	Equity large cap fund	33
3	Equity large and Mid cap fund	34
4	Equity mid cap fund	37
5	Equity multi cap funds	39
6	Small cap fund	41
7	Value fund	42
8	Focused fund	45
9	ELSS	47

Abbreviation

1	NAV	Net Asset Value
2	UTI	Unit Trust of India
3	ELSS	Equity Linked Mutual Fund
4	ETF	Exchange Traded Funds
5	FMCG	Fast Moving Consumer Goods
6	NFO	New Fund Offer
7	AUM	Asset Under Management
8	BSE	Bombay Stock Exchange
9	NSE	National Stock Exchange
10	NMCE	National Multi- Commodity Exchange
11	NCDEX	National commodity and Derivatives Exchange limited
12	MCX	Multi Commodity Exchange of India Limited
13	PMS	Portfolio Management Services
14	KSIDC	Kerala State Industrial Development Corporation
15	RBI	Reserve Bank of India
16	NBFC	Non-Banking Financial Company
17	QFI	Qualified Foreign Investors
18	GIC	General Insurance Company
19	SBI	State Bank of India
20	BOB	Bank of Baroda
21	PNB	Punjab National Bank
22	LIC	Life Insurance Company
23	SEBI	Securities and Exchange Board of India
24	AMC	Asset Management Company
25	CAPM	Capital Asset Pricing Model
26	SD	Standard Deviation
27	NRE	Net Resource Esteem
28	SR	Sharpe's Ratio
29	IDBI	Industrial Development Bank of India
30	EIC	East India Company

Executive Summary

The project is undertaken at Geojit financial services ltd, Udupi. It is a stock Broking Company. They offer World class facilities for buying and selling of shares and mutual funds on NSE and BSE, Derivatives services.

There are lot of opportunities are there for today's investors but investors do not have the idea where to invest, how to invest and how much to invest their money to get a best return. As Warren Buffet said do not put all eggs in single basket, investors should not invest their entire money in single schemes, that must be diversified in order to minimize the risk of loss. If the investors want to invest his money and he does not have much knowledge where to invest, mutual fund is appropriate investment avenue for him . The schemes are available as per his risk bearing capacity and According to that he can choose his schemes. The main aim of the study is to know which schemes gives good return with 5 years of period.

The study is made to estimate the performance of selected equity mutual fund over the period of 5 years. For this various scheme taken under equity fund in that annual returns of 40 schemes are considered for 5 years, in that schemes are selected on the basis of crisil ranking and rank is given according to the average return and standard deviation for each 5 schemes of every category and top 10 scheme are selected based on overall performance. Investors should choose plans based on their investing objectives. In general, mutual funds are a good long-term investment option. The notion of net asset values and their performance in the market, the literature review, the data sources used, the research technique used, and the outcomes of actual returns presented in detail.

The main aim of this study is to analyse the performance of mutual fund and thereby guide the retail investors in investment decision. Tools used for the study includes simple average method, standard deviation, ranking method and simple comparative analysis and Sharpe ratio. the study helped the researcher to guide the retail investors to find a suitable investment plan.