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**TITLE: A SCRUTINY OF INVESTMENT IN
SERVICE SEGMENT AND ITS IMPACT ON GLOBAL AFFLUENCE**

K.LOGESHWARI*

*Lecturer, School of Management studies,
Karpagam University, Coimbatore-641021,
Tamilnadu, India.

ABSTRACT

Investment is considered as life blood of any business development as far as in all sectors concerned. Investment has created new opportunities for India's Development and boosted the local firms as well as the speed of globalization of some of them; such a trend has unquestionably raised India's physique among the developed countries. The service sector in India has remarkable growth potential and as such it has attracted huge foreign Investments.. Forecasters have predicted India's real GDP growth rate at 8.2% for the current financial year 2011-2012 , THE RESERVE BANK OF INDIA'S (RBI) quarterly " survey of professional forecasters " on major macro economic indictors. The growth rate of agriculture and industry for this fiscal have been revised downwards at 3.1% and 8.2 % respectively, for the current fiscal. While their growth rate for the services has been revised upwards at 9.6%.and in the service sector, the growth has been revised upwards to 9.8% in the said quarter from 9.6% as per RBI data. As per the Central Statistical Organization, the services sector has continued to grow in the next quarter. In India as well as in foreign countries financial service industry has been given due recognition. The rapid growth of financial services sector globally reflects the real development of economy. Among the tertiary sector the organization providing financial services occupies a pivotal position. The strategies in accordance with the financial services to have a remarkable mark-up and innovative modifications or modernization in the sector of financial services will surely augment the views of Indian people to win global competition.

KEYWORDS: *Investment, business development, globalization, service sectors, financial services, innovative, forecasters, strategies.*