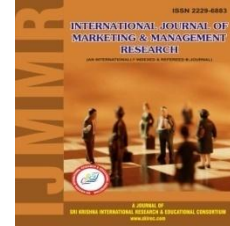




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PERCEPTION OF INVESTORS TOWARDS MUTUAL FUNDS AT HYDERABAD

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ABSTRACT

In this paper, the writer explains that a mutual fund is simply a pool of money that is invested by a manager with the goal of increasing the value of each share of the fund for its investors. The writer further explains that a mutual fund provides investors with diversification of their portfolios, thereby spreading risk and providing the convenience of buying and selling shares in the fund on any business day. The writer then notes that more and more average investors are seeking out investment opportunities in mutual funds, and the research shows that such funds exist for virtually any investment goal or objective. This study then provides a critical evaluation of the perception of investors on mutual funds industry in general and the use of mutual funds in India in particular.

KEYWORDS: *Perception, Awareness, Mutual fund.*