

Summer internship project report
On
Comparative study of ulips and mutual funds
By
Aanchal Mathur
2019BBA003



Under the supervision of

Shraddha Bharatiya

Lecturer- Centre for Communication
& Critical Thinking
JK Lakshmipat University

Bridge group Solutions Company

Kashish Jerath

Head of Unit
at bridge group solution Pvt.Ltd

(Submitted in partial fulfillment of the requirements for BBA degree)

Institute of Management
JK Lakshmipat University, Jaipur
(2019-22)

CERTIFICATE



Bridgegroup Solutions
We Knot Spaces

Ref No- Bridge Group Solutions/HR/21-22

Date – 30th August 2021

To Whomsoever it may Concern

This is to certify that Aanchal Mathur D/O Mr.Sanjay Mathur of BBA at JK Lakshmipat University, Jaipur has undergone project training in Marketing at our organization from 21st June 2021 to 21st August 2021.

She completed the training period, with sincerity and dedication and her performance during training period was found to be Satisfactory.

We wish her all the success in life and Career.

Srashti Jadoun

Head- Human Resource

Unit No 401, Plot No – 8, Ashok Marg, Moti Vihar
South City I Gurugram, Haryana 122003
Mail us at – hrteam@bridgegroupsolutions.com
Contact us at – 0124-4204247



CERTIFICATE

This is to certify that the Summer Internship Report titled
“Comparative study of ulips and mutual funds” submitted by
Aanchal Mathur is an original piece of research work carried out by the
candidate under my supervision.

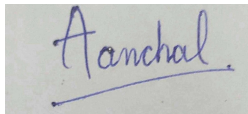


(Shraddha Bharatiya)

DECLARATION

I the undersigned solemnly declare that the project report is based on my own work carried out during our study under the supervision of **Kashish Jerath (Industry mentor) & Shraddha Bharatiya (Faculty mentor).**

That the work presented for assessment in summer internship is my own, that it has not previously been presented for another assessment and that me debts (data, arguments and ideas) have been appropriately acknowledged



Aanchal Mathur

2019BBA003

Bachelors of Business Administration

Institute of Management

JK Lakshmipat University

Acknowledgement

The internship opportunity I had with Bridge Group Solution Company was a great chance for learning and professional development. I am also grateful for having a chance to meet professionals who led me through this internship period.

I would like to thank my company guide Mr. Kashish Jerath under whose guidance I could complete my project.

I also thank you to my Professor Shraddha Bharatiya for the moral support from the onset and throughout and providing me with the necessary guidance and information needed to complete this report.

Table of Contents

DECLARATION	4
CERTIFICATE	2
ACKNOWLEDGEMENT	3
LIST OF FIGURES	7
PROJECT SUMMARY	8
INDUSTRY & COMPANY OVERVIEW	9
Company Overview of Reliance Life Insurance	9
COMPANY OVERVIEW	11
BRIDGEGROUP SOLUTIONS	11
OBJECTIVES	16
METHODOLOGY	17
INTERNSHIP	18
JOBS & RESPOSIBILITIES	18
What is ULIP?	19
TYPES OF ULIPs	19
MUTUAL FUNDS:	21
A BRIEF ON HOW MUTUAL FUND WORKS?	22
CHARACTERISTICS OF MUTUAL FUNDS	22
Types of Mutual Fund:	26
COMPARISON BETWEEN ULIPS AND MUTUAL FUNDS:	27
WHY TO INVEST IN ULIP?	28
COMPARATIVE ANALYSIS OF ULIP AND MUTUAL FUNDS:	30
CONCLUSION	40
REFERENCES	41

List of Figures

Figure 1 Type of Ulips	20
Figure 2 Working of ULIPs	21
Figure 3 Structure of mutual fund	24
Figure 4 Types of mutual fund	26
Figure 5 Different between Ulips & Mutual fund	28
Figure 6 Investors prefer	30
Figure 7 Savings	31
Figure 8 Current investment portfolio	32
Figure 9 Objective of your investment	33
Figure 10 Financial goal	34
Figure 11 . Type of scheme	35
Figure 12 Objective of Investment	36
Figure 13 stay invested in ULIP	37
Figure 14 invested in ULIP, insurance & Investment	38
Figure 15 financial goals	39

PROJECT SUMMARY

1. The project involves Study of different investments available in the market and simultaneously counseling the investors about the best funds and investment options available and to make them aware about the risk and return parameters of those investment instruments.
2. In this project, I have made efforts to give the comparative analysis between the ULIP products and Mutual Funds. This Project will highlight the difference between the Investments.
3. Last but not the least extensive research was done on coming up with investment guidelines to make it easier for potential clients to invest their money according to their own will.
4. And analyzing working of mutual fund and working of ULIP, with real time examples.

INDUSTRY & COMPANY OVERVIEW

Company Overview of Reliance Life Insurance

Reliance Life Insurance Company Limited is a part of Reliance Capital Ltd. of the Reliance – Anil Dhirubhai Ambani Group. The company acquired 100 percent shareholding in AMP Sanmar Life Insurance Company in August 2005. Taking over AMP Sanmar Life provided Reliance Life Insurance a readymade infrastructure and a portfolio.

AMP Sanmar Life Insurance was a joint venture between AMP, Australia and the Sanmar Group. Headquartered in Chennai, AMP Sanmar had over 90 offices across the country, 9,000 agents, and more than 900 employees.

Reliance Life Insurance Company Limited is a part of Reliance Capital Ltd. of the Reliance – Anil Dhirubhai Ambani Group (ADAG). Reliance Life Insurance is another step forward for Reliance Capital Limited to offer need based Life Insurance solutions to individuals and Corporate.

Reliance Capital Ltd. is one of India's leading and fastest growing private sector financial services companies, and ranks among the top 3 private sector financial services and banking companies, in terms of net worth. Reliance Capital Ltd. has interests in asset management, life and general insurance, private equity and proprietary investments, stock broking and other financial services.

Whatever your career goal, Reliance Life Insurance is a company big enough for your dreams. We, along with the other businesses of Reliance Capital, enjoy a strong position in the financial services category. And this may be the place where you can have the career you always wanted.

To make comparison of products of Private life Insurance companies with Reliance Life Insurance Co. Ltd. and to Create awareness about Unit Linked Insurance Plan (ULIP) Benefits. Comparison of ULIP products of private Life Insurance companies and how to create awareness about ULIP The overall goal of this project was to create awareness about investments. The Above problem arises because every life insurance company has their products having different positive and negative aspects.

Life Insurance is booming sector in today's economy. So the responsibilities of the insurance companies have been increased as compare to the past. Because in past people were taking insurance policies for protection tool only. In present scenario insurance sector is providing more services with the basic life insurance. Reliance Life Insurance has number of products, which gives the right way to save the money and earn good profit by invested premium. Today people want more services and more return on their investment. So this insurance company is providing more value – added services with the basic insurance operation.

The project was taken to know about, what that point is in any Insurance company that is unique selling point (USP) which gives it highest business and customer always like to invest with that company which gives the company a position of a leader in market. By doing this type of study in this Insurance sector and looking at the vast scope and opportunity to study this booming field of Life Insurance and the growing awareness among the public regarding insuring their life through Life insurance policies as well as the growing contribution of Insurance in GDP of country with the number of private players making entrance in this booming industry of Insurance.

A Mutual Fund is a trust that pools the savings of a number of investors who share a common financial goal. The money thus collected is then invested in capital market instruments such as shares, debentures and other securities. The income earned through these investments and the capital appreciations realized are shared by its unit holders in proportion to the number of units owned by them. Thus a Mutual Fund is the most suitable investment for the common man as it offers an opportunity to invest in a diversified, professionally managed basket of securities at a relatively low cost.

COMPANY OVERVIEW

BRIDGEGROUP SOLUTIONS is a distributary and advisory firm emerging in financial services sector which focuses on providing best investment solutions.

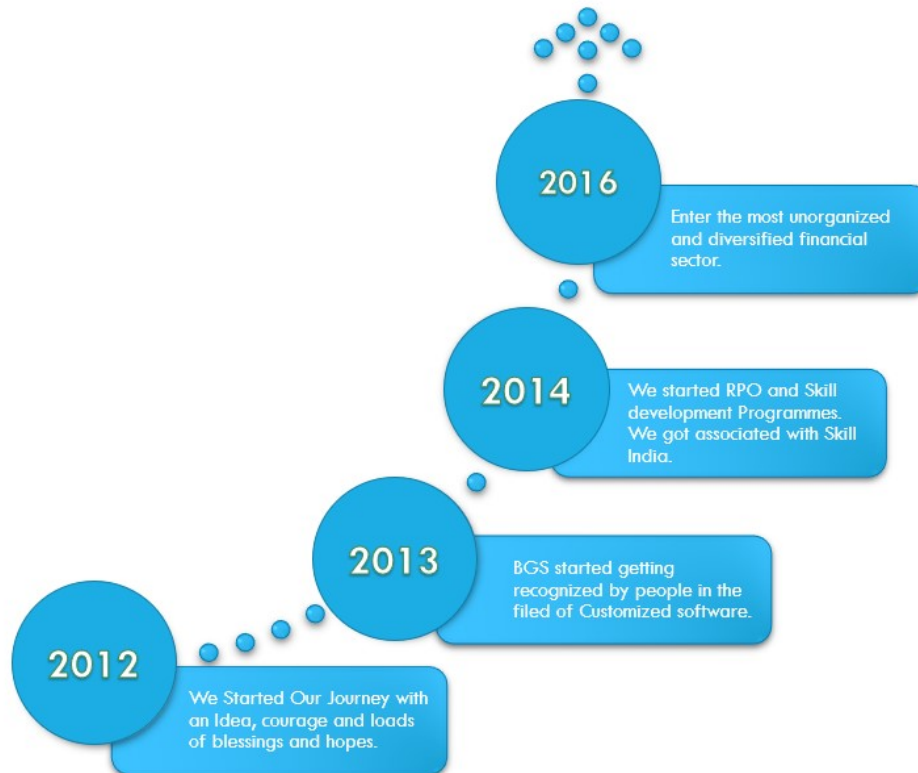
It helps in providing investment plans which reduce the upcoming risks and at the same time provide maximum returns.

BGS is an emerging leader in highly unorganized and diversified Financial Sector and aims to provide best investment solutions to the customers and also establish its footprint in this sector, with its strong research capabilities and strong team of experts.

The company helps the customer's foresee upcoming risks and help them reduce it and at the same time maximize returns and take well planned and calculated investment decisions through a well-trained team and its in-depth analysis and extensive research.

Bridge group solutions started as a HR outsourcing firm in 2012. Later on, company expanded as an IT firm in 2014 and served more than 250 major giants in the industry. It is renowned for the services. Then in 2016, it entered into financial sector as financial advisory firms and still growing. The company deals in financial services like insurance, mutual funds, equity etc.

History



The Vision is to offer unique financial planning opportunities, to individuals, by assisting them in accomplishing their financial goals and dream in systematic and efficient approach, leading transformed Planned Finance for Life. The Mission is to provide comprehensive financial planning for individuals, with the whole process driven on systems thereby developing such unique processes that can be controlled, monitored and evaluated by us independently, thus making us self-reliant, with over 10 million clients, by 2028.

The Financial Services Sector is further divided into 4 sectors

1. Health Insurance-Aditya Birla, Star health, ICICI Prudential's
2. Life Insurance-Max life insurance, IFAB
3. Mutual Funds-All Mutual Funds
4. Portfolio Management Services-MotiLal Oswal, ICICI Securities

Bridge group solutions is currently working on the schedule of being "mediator" and selling the various financial products i.e. Term life insurance of "India First Life Company" (Joint venture of Bank of Baroda, Andhra Bank and Legal & General(UK)).

MISSION

"Our vision as a firm focuses to help our customers and communities realize their dreams by anticipating, understanding and meeting financial needs"

VISION

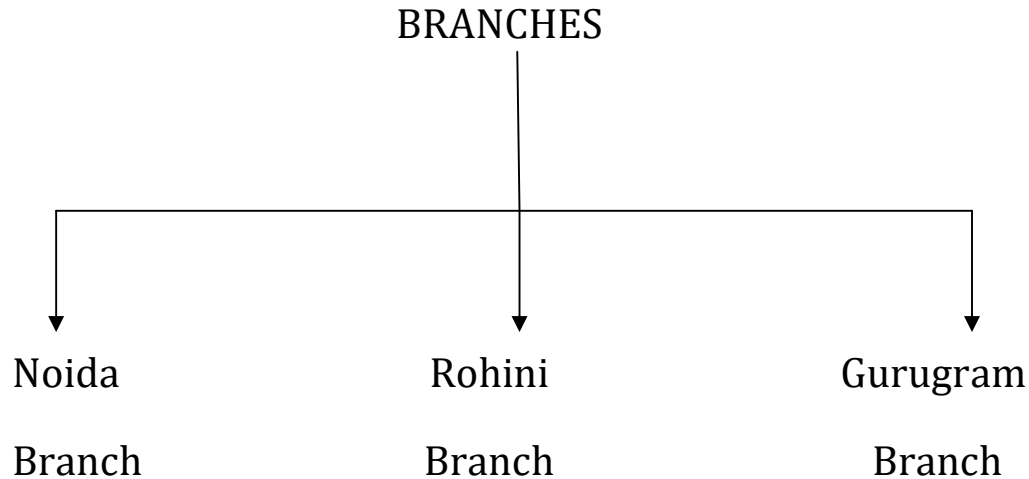
As a firm, we strive to provide financial peace of mind by delivering tailored objective advice designed to give clients the confidence to pursue their own passion, dreams and talents. We help our customers in financial and investment planning.

VALUES

- Integrity: Provide professional services with integrity.
- Objectivity: Provide professional services objectively.
- Competence: Maintain the knowledge and skill necessary to provide professional services competently.
- Professionalism: Act in a manner that demonstrates exemplary professional conduct

Currently the company acts as a mediator for the selling of Term Insurances which are actually investment oriented plans designed by "India First Life Insurance Company" The major components are

1. HDFC Life Insurance
2. Aviva Life Insurance
3. Bajaj Life Insurance
4. LIC etc.



Currently the firm operates into three ventures

- Financial Services(Gurugram Branch)
- HR Outsourcing (Rohini –Delhi Branch)
- IT Services (Noida Branch)

Swot Analysis

STRENGTHS	WEAKNESS
• Tie ups with Max Life • Insurance and • Skilled workforce • Customer centric product • and services • Strong customer base • Training process is strong	• Brand image • Costs

OPPORTUNITIES	THREATS
• Growing demand • New markets • Growth rate and Profitability • New product and services	• Major competitors – MotiLal Oswal, LIC,IBM • Great risk involved • Difficult to win the trust of public

OBJECTIVES

1. The present study is carried out to compare the preference of ULIP and Mutual Funds.
2. This study is carried out to know the behavior of investors.
3. To know the important aspects affecting the interest of investors.

METHODOLOGY

This chapter deals with the research methodology adopted by the researcher. The researcher has conducted the study using both the primary & secondary data.

The researcher started the research work with the help of secondary data from various books & magazines. When the researcher collected a fair amount of idea about the type of study that has been conducted & how he should go with it. Then he moved on to the primary sources of data collection.

The main source here were the interviews scheduled comprising of structured & semi structured questions. When the interview schedule was administered some unstructured questions were asked & noted down

Reach Design - Descriptive Research Design

Sample Unit- Investors.

Sample Size - This study involves 100 respondents.

Sampling Technique-The sample size has been taken by simple random sampling technique.

Data Collection-Data has been collected both from primary as well as secondary sources as described below:

Primary sources - Primary data was obtained through questionnaires filled by people and through direct communication with respondents in the form of interview.

Secondary sources-The secondary sources of data were taken from the various websites, books, journals reports, articles etc. This mainly provided information about the mutual fund and ulip industry in India.

Plan for data analysis - Analysis of data is planned with the help of simple percentage method

INTERNSHIP

JOBS & RESPONSIBILITIES

The roles and responsibilities as a sales & marketing intern were not limited to make promotion strategies and sell the product but also to know how their customers are responding about their product.

What is ULIP?

ULIP stands for Unit Linked Insurance Plans. As we know that insurance is for protecting our life from the any uncertain events like death or accident. The purpose of the normal insurance plan is just protecting the life but not ensuring any savings for the future. The example for the pure insurance plans is term insurance. Many people wanted plan which gives protection also gives the returns for their investment. So, insurance companies come up with the ULIP plan where the premium amount is invested in the stock market and returns better income on the maturity period.

A ULIP is a unit linked insurance plan. This is the type of investment where the characteristics of insurance and mutual fund are combined. Some part of the money invested goes into the insurance cover and the remaining goes into an asset class. ULIP is life insurance solution that provides for the benefits of protection and flexibility in investment.

We further can say it is a type of insurance vehicle in which the policyholder purchases units at their net asset values and also makes contributions toward another investment vehicle. Unit linked insurance plans allow for the coverage of an insurance policy, and provide the option to invest in any number of qualified investments, such as stock, bonds or mutual funds.

According to the Investopedia a unit linked insurance plan acts just like a savings vehicle, but also has the benefits of an insurance contract. When an investor purchases units in a ULIP, he or she is purchasing units along with a larger number of investors, just like an investor would purchase units in a mutual fund.

TYPES OF ULIPs

One of the big advantages that a ULIP offers is that whatever be your specific financial objective, chances are that there is a ULIP which is just right for you. The figure below gives a general guide to the different goals that people have at various age-groups and thus, various life-stages.

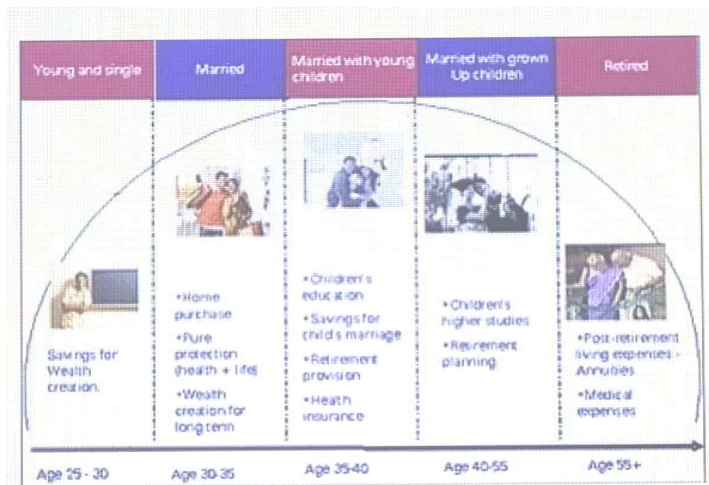


Figure 1 Type of Ulips 1

WORKING OF ULIPs

When you decide the amount of premium to be paid and the amount of life cover you want from the ULIP, the insurer deducts some portion of the ULIP premium upfront. This portion is known as the Premium Allocation charge, and varies from product to product. The rest of the premium is invested in the fund or mixture of funds chosen by you. Mortality charges and ULIP administration charges are thereafter deducted on a periodic (mostly monthly) basis by cancellation of units, whereas the ULIP fund management charges are adjusted from NAV on a daily basis. Since the fund of your choice has an underlying investment – either in equity or debt or a combination of the two – your fund value will reflect the performance of the underlying asset classes. At the time of maturity of your plan, you are entitled to receive the fund value as at the time of maturity. The pie-chart below illustrates the split of your ULIP premium

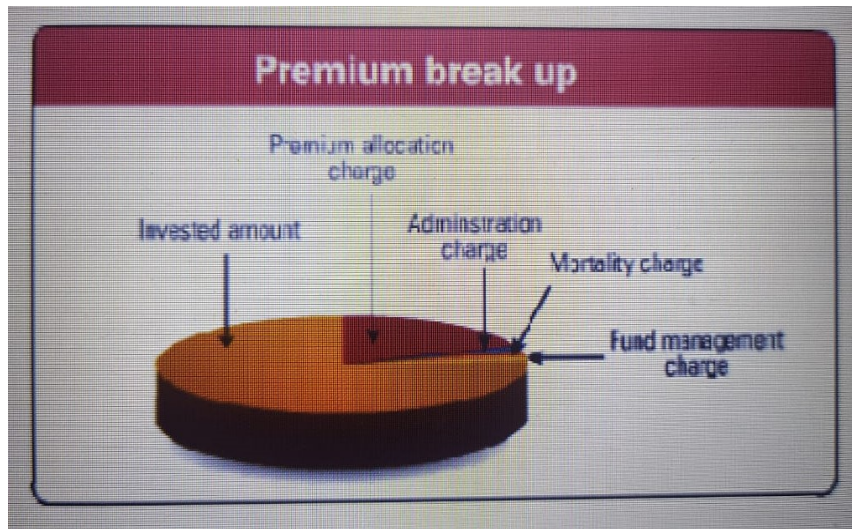


Figure 2 Working of ULIPs 1

Benefits

1. **Death Benefit:** In the unfortunate event of death, the higher of the Sum Assured or the Fund Value would be payable. If death of the Person Insured occurs before age 7, the Fund Value plus the regular premium received by us in the first policy year is payable.
2. **Maturity Benefit:** On maturity, you will receive the Fund Value including the Guaranteed Loyalty Addition or you can opt for the settlement options.
3. **Loyalty Additions** You get the guarantee of enhancing your wealth creation through guaranteed loyalty additions (up to 120% of the first year annual premium) at the end of the 10th & 15th year plus Guaranteed Additions as a % of the Fund Value. At the end of the 10th year: 50% of the first year annualized premium

MUTUAL FUNDS:

A mutual fund is a professionally managed type of collective investment scheme that pools money from many investors and invests typically in investment securities (stocks, bonds, short-term money market instruments,

other mutual funds, other securities, and/or commodities such as precious metals). The mutual fund will have a fund manager that trades (buys and sells) the fund's investments in accordance with the fund's investment objective. In the U.S., a fund registered with the Securities and Exchange Commission (SEC) under both SEC and Internal Revenue Service (IRS) rules must distribute nearly all of its net income and net realized gains from the sale of securities (if any) to its investors at least annually. Most funds are overseen by a board of directors or trustees (if the U.S. fund is organized as a trust as they commonly are) which is charged with ensuring the fund is managed appropriately by its investment adviser and other service organizations and vendors, all in the best interests of the fund's investors.

A BRIEF ON HOW MUTUAL FUND WORKS?

A mutual fund is a professionally managed type of collective investment scheme that pools money from many investors and invests typically in investment securities (stocks, bonds, short-term money market instruments, other mutual funds, other securities, and/or commodities such as precious metals). The mutual fund will have a fund manager that trades (buys and sells) the fund's investments in accordance with the fund's investment objective. In the U.S., a fund registered with the Securities and Exchange Commission (SEC) under both SEC and Internal Revenue Service (IRS) rules must distribute nearly all of its net income and net realized gains from the sale of securities (if any) to its investors at least annually. Most funds are overseen by a board of directors or trustees (if the U.S. fund is organized as a trust as they commonly are) which is charged with ensuring the fund is managed appropriately by its investment adviser and other service organizations and vendors, all in the best interests of the fund's investors.

CHARACTERISTICS OF MUTUAL FUNDS

- The ownership is in the hands of the investors who have pooled in their funds.

- It is managed by a team of investment professionals and other service providers
- . • The pool of funds is invested in a portfolio of marketable investments
- . • The investors share is denominated by 'units' whose value is called as Net Asset Value (NAV) which changes everyday.
- The investment portfolio is created according to the stated investment objectives of the fund. The ownership is in the hands of the investors who have pooled in their funds.
- It is managed by a team of investment professionals and other service providers.
- The pool of funds is invested in a portfolio of marketable investments.
- The investors share is denominated by 'units' whose value is called as Net Asset Value (NAV) which changes everyday.
- The investment portfolio is created according to the stated investment objectives of the fund

STRUCTURE OF MUTUAL FUND: There are many entities involved and the diagram below illustrates the structure of mutual funds: -



Figure 3 Structure of mutual fund 1

Sponsor : *The sponsor should contribute at least 40% to the net worth of the AMC. However, if any person holds 40% or more of the net worth of an AMC shall be deemed to be a sponsor and will be required to fulfill the eligibility criteria in the Mutual Fund Regulations. The sponsor or any of its directors or the principal officer employed by the mutual fund should not be guilty of fraud or guilty of any economic offence*

Trustees: The mutual fund is required to have an independent Board of Trustees, i.e. two third of the trustees should be independent persons who are not associated with the sponsors in any manner. An AMC or any of its officers or employees are not eligible to act as a trustee of any mutual fund. The trustees are responsible for - inter alia – ensuring that the AMC has all its systems in place, all key personnel, auditors, registrar etc. have been appointed prior to the launch of any scheme.

Asset Management Company

The sponsors or the trustees are required to appoint an AMC to manage the assets of the mutual fund. Under the mutual fund regulations, the applicant

must satisfy certain eligibility criteria in order to qualify to register with SEBI as an AMC.

1. The sponsor must have at least 40% stake in the AMC.
2. The chairman of the AMC is not a trustee of any mutual fund.
3. The AMC should have and must at all times maintain a minimum net worth of Cr. 100 million.
4. The director of the AMC should be a person having adequate professional experience.
5. The board of directors of such AMC has at least 50% directors who are not associate of or associated in any manner with the sponsor or any of its subsidiaries or the trustees.

The Transfer Agents: The transfer agent is contracted by the AMC and is responsible for maintaining the register of investors / unit holders and every day settlements of purchases and redemption of units. The role of a transfer agent is to collect data from distributors relating to daily purchases and redemption of units.

Custodian: The mutual fund is required, under the Mutual Fund Regulations, to appoint a custodian to carry out the custodial services for the schemes of the fund. Only institutions with substantial organizational strength, service capability in terms of computerization and other infrastructure facilities are approved to act as custodians. The custodian must be totally delinked from the AMC and must be registered with SEBI.

Unit Holders They are the parties to whom the mutual fund is sold. They are ultimate beneficiary of the income earned by the mutual funds.

Types of Mutual Fund:

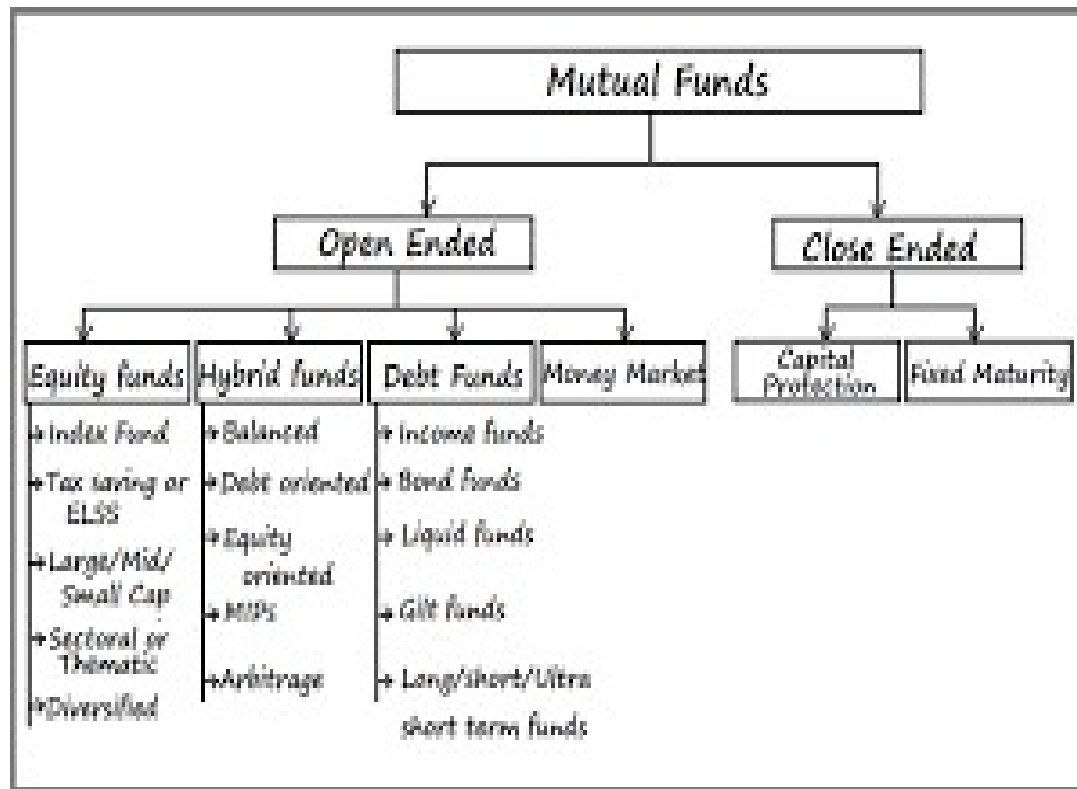


Figure 4 Types of mutual fund 1

ACCORDING TO TYPE OF INVESTMENTS

1. Equity funds/ Schemes
2. Debts funds / Schemes (also called income fund)
3. Diversified funds/ Schemes (also called balanced fund)
4. Gilt funds/ Schemes
5. Money market funds / Schemes
6. Sector specific funds / Schemes
7. Index funds

ACCORDING TO THE TIME OF CLOSURE OF THE SCHEME

1. Open ended schemes
2. Close ended schemes

COMPARISON BETWEEN ULIPS AND MUTUAL FUNDS:

	<i>ULIP</i>	<i>MUTUAL FUND</i>
<i>Investment Amount</i>	Determine by the investor and can be modified as well	Minimum investment amount is determined by the fund house
<i>Expenses</i>	No upper limits, expenses determined by the insurance company	Upper limits for expenses chargeable to investors have been set by the regulator
<i>Portfolio Disclosure</i>	Not mandatory	Quarterly disclosures are mandatory
<i>Modifying Asset allocation</i>	Generally permitted for free	Entry/Exit loads have to be borne by the investor.
<i>Tax Benefits</i>	Section 80c benefits are available on all Ulip investments	Section 80c benefits are available only on investment in tax-saving funds.



Figure 5 Different between Ulips & Mutua 1

Why to invest in ulip?

The introduction of unit-linked insurance plans (ULIPs) has been, one of the most significant innovations in the field of life insurance over the past several decades. With the help of one product category it has addressed and overcome several concerns that customers had about life insurance—be it liquidity, flexibility or transparency.

Prior to the introduction of ULIPs, different goals of an individual were addressed with separate products. However, ULIPs are one stop solution for

an individual' financial goals that are designed to enable consumers plan and fulfill all their long term financial goals, be it child education or marriage, wealth creation or even creating a retirement kitty. ULIPs are structured such that the protection (insurance) element and the savings element can be distinguished and hence managed according to one's specific needs, offering unprecedented flexibility and transparency

COMPARATIVE ANALYSIS OF ULIP AND MUTUAL FUNDS:

What do investors prefer?

1. Do you save?

	No. Of Response	Percentage
yes	78	78%
No	22	22%
Total	100	100%

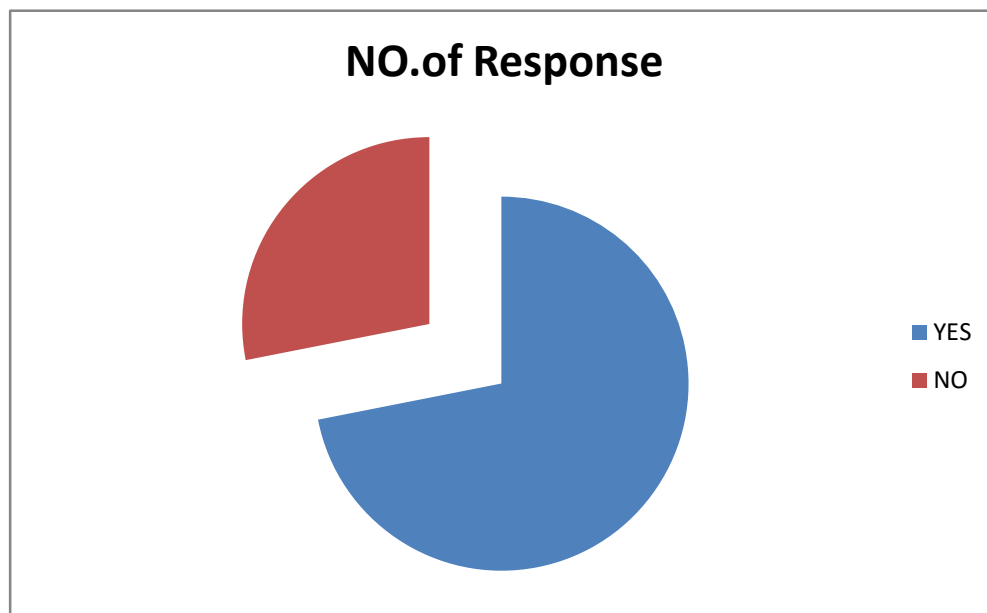


Figure 6 Investors prefer 1

Conclusion : In today's time 78% people save and 22% people don't save.

2. What do you do with your savings?

	No. of Respondents	Percentage
--	--------------------	------------

Shopping	11	11%
Insurance	40	40
Mutual Funds	20	20
Gold	12	12
Outing	17	17

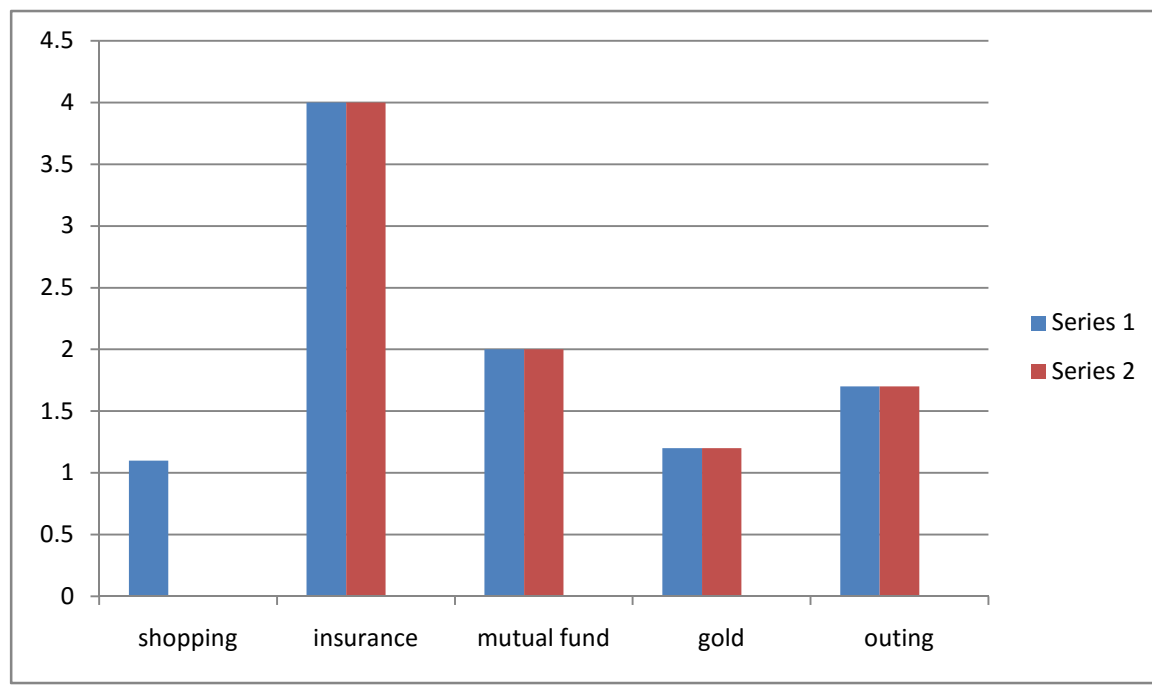


Figure 7 Savings 1

Conclusion: 11% people save for buying new things or you can say for shop. 40% people do savings for insurance and 20% people save to invest in Mutual Funds and 12% people save to by jewelry and 17% people save for enjoyment

3. Current investment portfolio? (rank 1-5)

	No. of Responses	Rank
Mutual Funds	15	3
Equity Trading	9	5
Fixed Deposits	30	2
Post Office Savings	18	4
Insurance (Ulip)	28	1

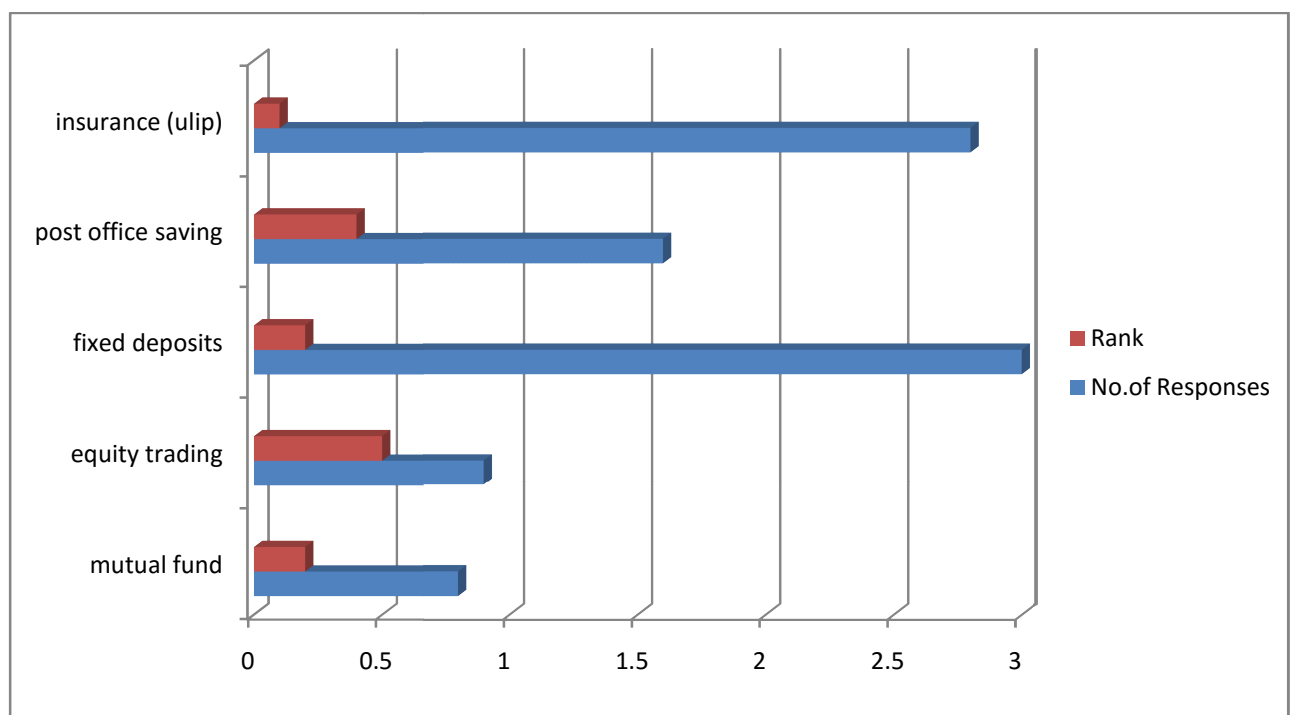


Figure 8 Current investment portfolio 1

Conclusion: 15 person rank 3 to Mutual Singh. Equity Trading rank 5 by 9 persons. Fixed Deposits rank 2 by 30 persons. 18 persons rank Post Office Savings 4 and Insurance is ranked 1 by 28 persons.

4. Objective of your investment

		Rank
--	--	------

Tax Saving		37%
Good returns	23	23%
Better future after retirement	17	17%
Wealth creation	18	18%
Any other	5	5%
Total	100	100%

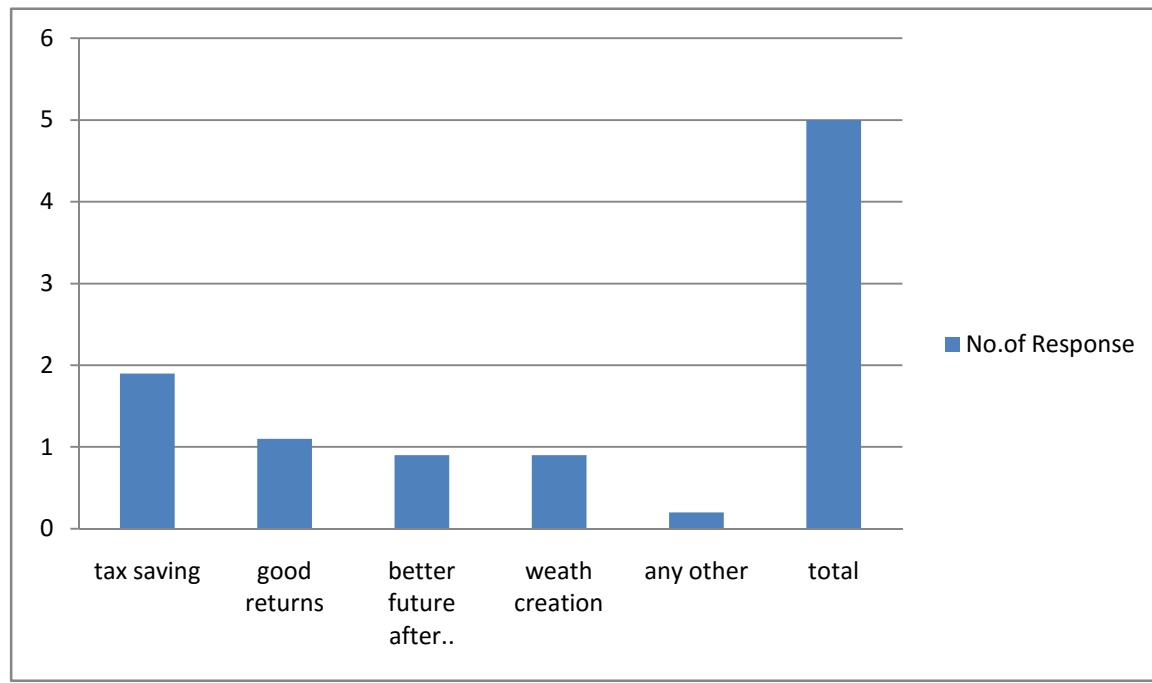


Figure 9 Objective of your investment 1

Conclusion: - 37% person people do investment for tax saving. 23% people do investment for good returns. 17% people invest money for better future after retirement. And 18% people do investment for the purpose of wealth creation

5. Time Horizon in which you have to achieve your financial goal? How long do you plan to invest your money?

	No. of Response
Under 2 years	24
2-5 years	13
6-10 years	26
11-15 years	18
Over 15 years	10

Total	100
-------	-----

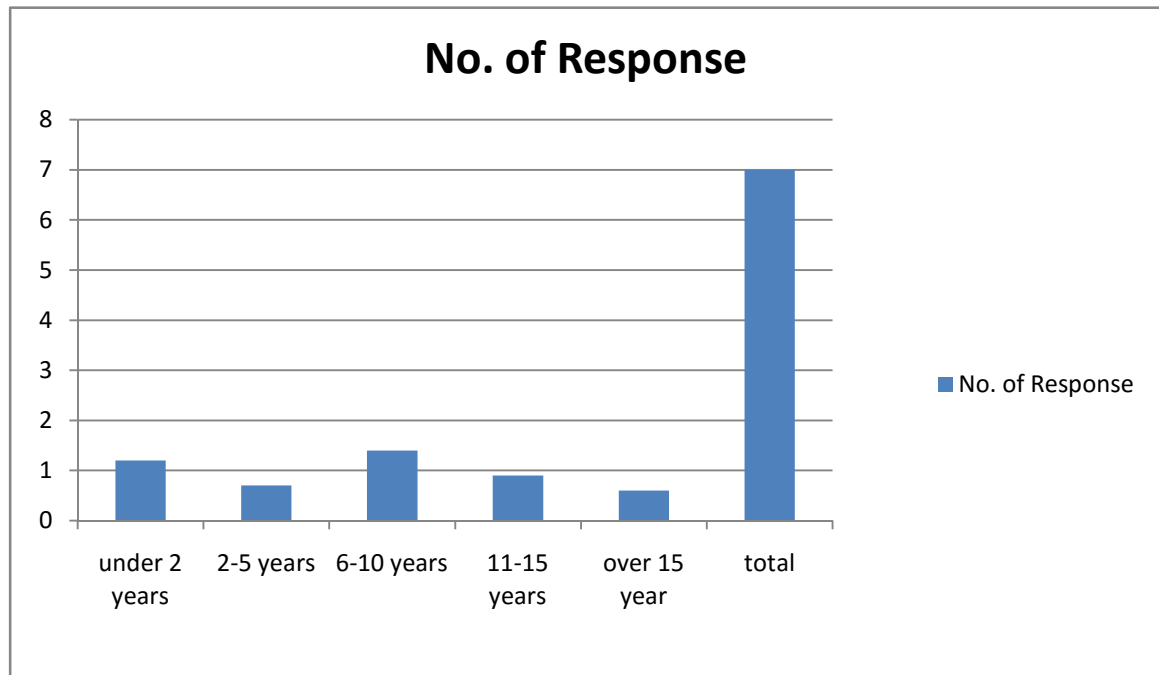


Figure 10 financial goal 1

Conclusion:- 24 % people achieve financial goals within the time period of under 2 years. 13% people save money for 2-5 years. 6-10 persons save for 6-10 years. 18% people save for the time period of 11-15 years. And over 15 years 10% people do savings.

Investment Profile in Mutual Funds

1. Type of scheme (rank from 1-4) 1- most preferred, 4- least preferred

	No. of Responses	Rank
Debt fund		3
Equity fund	23	2

Balanced fund	30	1
ELSS	18	4

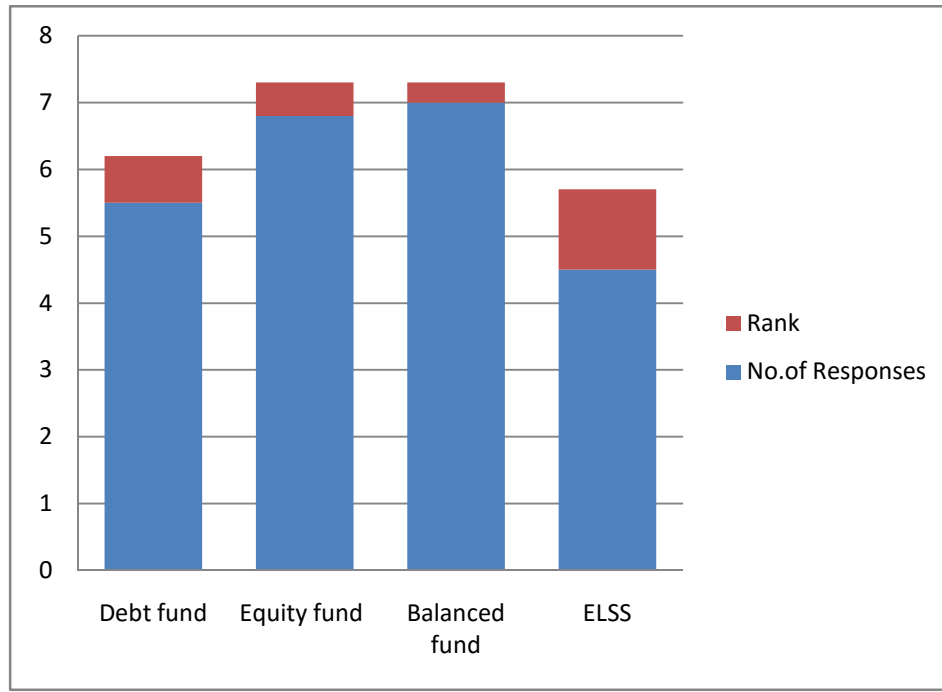


Figure 11 . Type of scheme 1

Conclusion: 23% people rank 3 to Debt Funds. Rank 2 is given to equity funds by equity funds. Balanced funds are ranked 1 by 30% persons. To ELSS 4 rank is given by 18% people.

2. Objective of Investment (Rank 1-3)

	No. of Responses	Rank
Appreciation	14	3
Tax Benefits	21	2
Liquidity	65	1

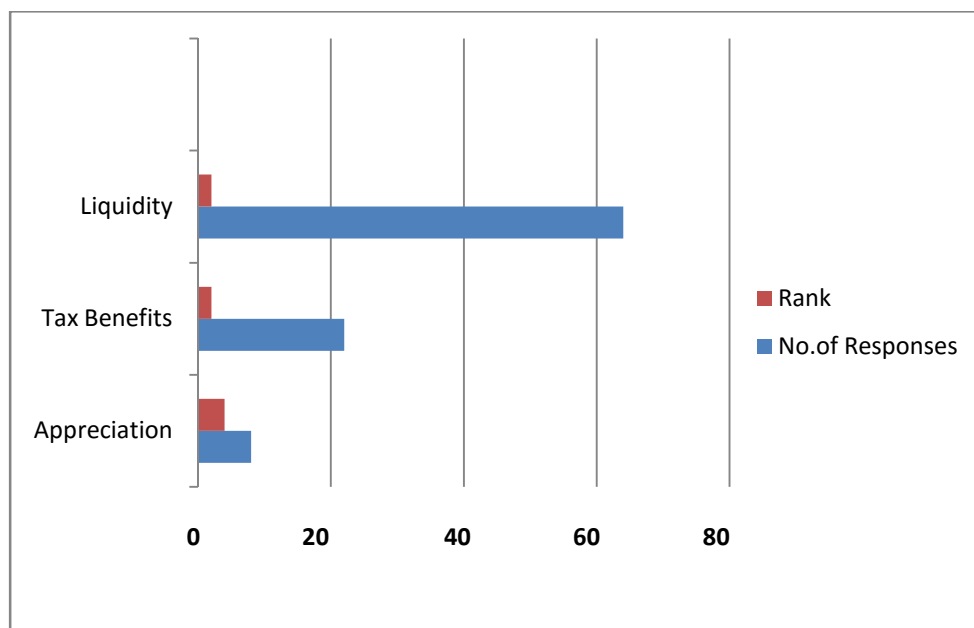


Figure 12 Objective of Investment 1

Conclusion: 14% people rank Appreciation 3. Tax Benefits rank 2 by 21 persons. And Liquidity is ranked highest 1 by 65% people.

Investment Profile in ULIPs

1. How long do you plan to stay invested in ULIP?

	No. of Responses
	13
5-7yrs	17
7-10yrs	44
10-20yrs	26

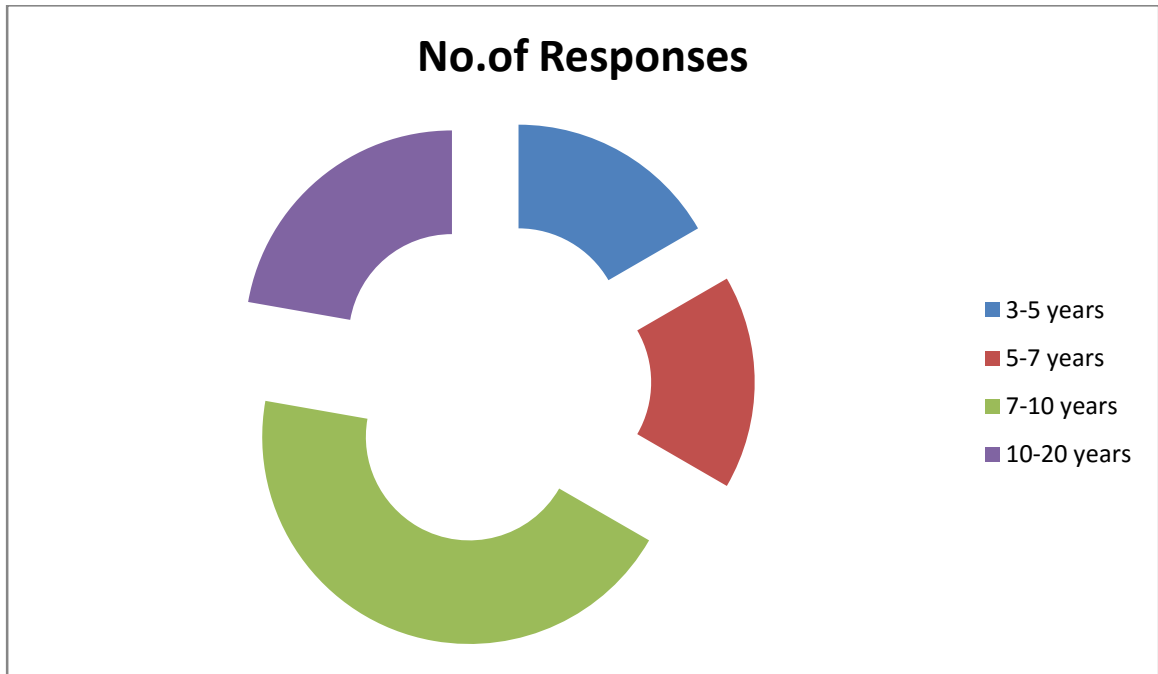


Figure 13 stay invested in ULIP 1

Conclusion: 13% people invest in ULIP for 3-5 years. 17% people invest for 5-7 years. 44 % people save for 7-10 years. And 26% people do investment for 10-20 years.

2. Why have you invested in ULIP?

	No. of Responses
Insurance	50
Investment	50

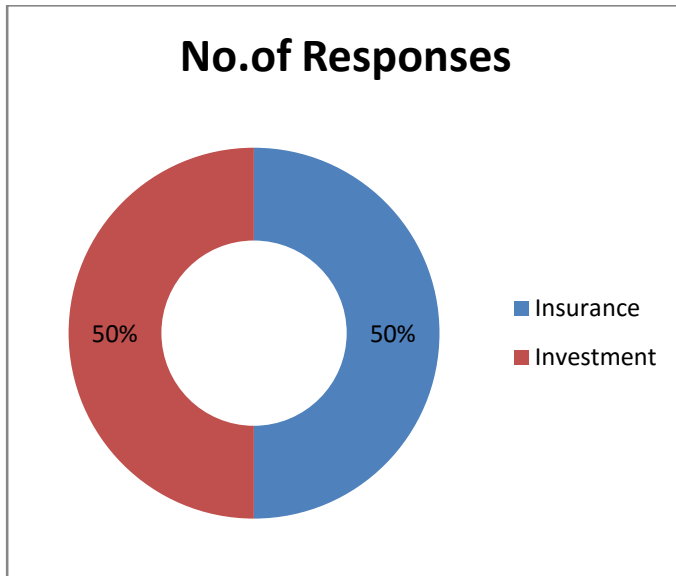


Figure 14 invested in ULIP , insurance 1

Conclusion: Investment in ULIP is done for Insurance as well as Investment.

3. What financial goals do you plan to achieve through the money you will get from ulip?

	No .of Responses
	20
Child Education, Tax Saving	33
Retirement	27
Any Another	19

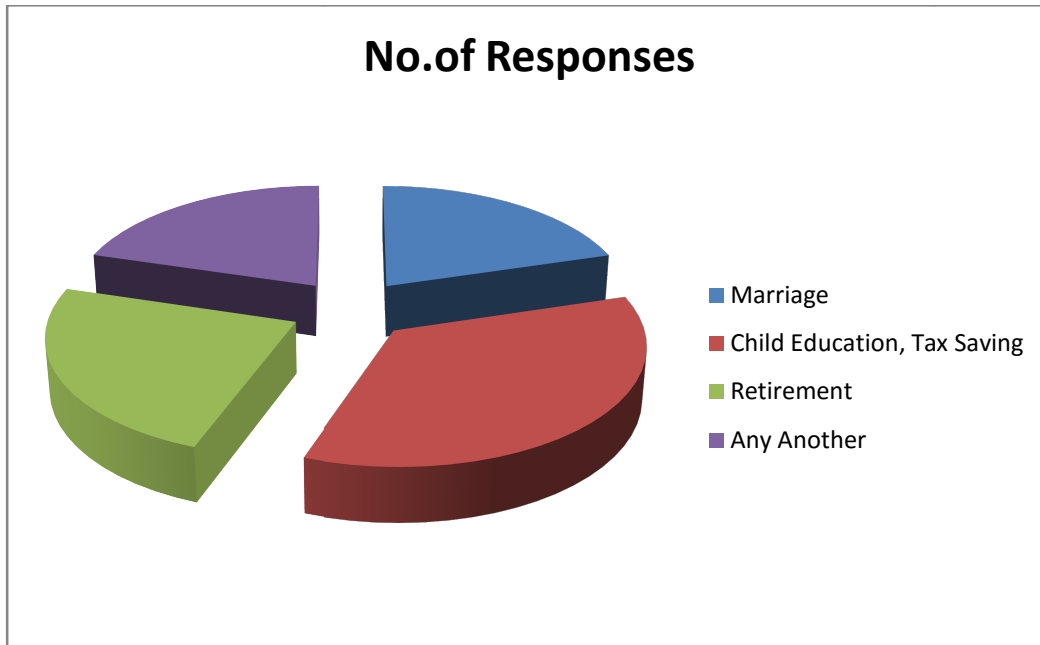


Figure 15 financial goals 1

Conclusion. 20% people do investments in ULIP for money spend in Marriage. 33% people do investment for their child education and tax saving purpose. 27% people do for the pupose of retirement. And near about 19% people do for some other purpose.

CONCLUSION

Change is very important and one whose goes with the changing environment always succeeds, that is what I have learnt from the study. The competition has grown too much in the market that the investors are confused in which he /she should invest. The competition is between the traditional methods and modern methods.

OVER ALL FACTS AND FINDINGS

- At the end of the project the conclusion which can be drawn is that the mutual fund
 - Industry is going to be one of the emerging avenues for the investors in the time to come. Most of the people show less interest in the mutual funds.
- > Most of the people who were aware of the funds too were not interested in investing their saving in the Mutual Funds. They were not confident of the safety and security of the investments in Mutual Funds.
- > People normally give preference to the bank deposits schemes as compared to the mutual funds because of the risk factor associated with it.
- Most of the people are mainly look for the profitability in the mutual funds which becomes difficult for them because they normally invest their larger proportion of their amount in debt instruments as compared to equity which gives less return.

REFERENCES

www.rediff.com/money/2005/oct/15perfin.htm

www.scribd.com/doc/17656518/ULIPsComparative-Analysis

www.Projectsformba.blogspot.com

www.googe.com

www.moneycontrol.com