

## **PERFORMANCE ANALYSIS OF MUTUAL FUNDS WITH REFERENCE TO SELECTED INVESTMENT COMPANIES**

Performance analysis of the short-term and long term impact on leading mutual fund shares in India needs to be evaluated due to corona virus outbreak. Since COVID 19 strike, market is under fear as uncertainty prevails. Following the strong correlation with the trends and indices of the global market as BSE Sensex and Nifty 50 fell by 38 per cent. Companies have scaled back; layoffs have multiplied and employee compensations have been affected resulting in negligible growth in the last couple of months. Certain sectors such as hospitality, tourism and entertainment have been impacted adversely and stocks of such companies have plummeted by more than 40%. The stock markets in major affected countries and areas fell quickly after the virus outbreak. The consequences of infectious disease are considerable and have been directly affecting stock markets in India and worldwide. Countries in Asia experienced more negative abnormal returns as compared to other countries.

The mutual fund is an important financial institution which can play a significant role in the development of any country. If they perform in an efficient way and to the expectation of the investing public, then a large number of investors can be attracted toward these. India saving rate is above 23 percent and is considered to be the highest in the world. Commercial bank's savings deposit rate of 4 percent is used as a proxy for risk free rate of return. In India, household sector's savings is largest among all the sectors. The rate of saving in investment is very low, i.e. around 7%, in comparison to other developed countries. Mutual funds are more popular because people of any and every walk of life can invest in it easily. The growth of mutual fund is based on the past performance of the scheme need to be understood for investments. Analysis of the Net Assets Value, Performance of the scheme, which is directly related with fund manager efficiency and capital market status, is to be analyzed. Equity diversified in different schemes and its objectives due to sectors need to be analyzed. At present scenario, there are numerous investment avenues available for investors in India. The investors are facing huge problems to select the mutual fund in terms of risk and return. The uncertain future with global finance and economic crisis combined with growing needs of investors with low risk seeking nature, Mutual Funds certainly are making their way into the next generation's preferred investment.