

# A Study of Investor Awareness about Mutual Funds Chennai

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**Abstract:** *In the last decade we have seen enormous growth in the size of mutual fund industry in India. Especially the private sector has shown treatment growth. With unmatched advances on the information technology, increased role of the institutional investors in the stock market and the SEBI still in its infancy, the mutual fund industry players gained unparalleled and unlocked power. To ensure the safety of investment of small investors against whims and fancies of professional fund managers have become the need of the hour. This area of globalization and In Competition, the success of an industry is determined by the market performance of its stock. The investors too like to invest only in the stock of those companies from which they can get maximum gain in early years of growth of mutual fund industry, investors were available only with few investment avenues to invest their money. But with the passage of time a lot of opportunities are available to the investors for investing their money in different investment channels. One such channel is to invest in mutual funds along with effective financial management. Mutual funds have seen a tremendous growth in the last few years. This is the result of combined efforts of the brokerage houses and the fund managers who come to one's rescue by educating the investors and making them aware of the mutual fund schemes by different modes of promotion. The currently common mode of community investments, mutual funds have taken time in coming to India, while these have been a dominant feature for the last several years in the investment markets in the west and in the country of their origin, in USA they have become as ancient as money itself. Their slow coming into the country is due essentially to the Unit Trust of India having dominated the scene as the only institution of its kind all this time. After two decades of UTI monopoly some public sector organizations like LIC (1989), GIC (1991), SBI (1987), Can Bank (1987), and India Bank (1990) have been permitted to set up mutual funds.*

**Keywords:** Mutual Funds, SEBI, Investment.