

Marketing Strategies Case Study of Swiggy and Zomato

Vineet Govind Godhani and Dr. Sagar Jadhav
Jhulelal Institute of Technology, Nagpur, India

Abstract: *A mutual fund is a vehicle for pooling resources by issuing units to investors and investing that money in securities that meet their goals. There are numerous mutual funds in which investors can invest their money, and the consistency of mutual fund performance has been a major factor in attracting many investors. The purpose of this study is to compare the performance of mutual funds with their benchmark indices. This necessitates the Asset Management Companies (AMCs) to understand the fund/scheme selection/switching behaviour of the investors to design suitable products to meet the changing financial needs of the investors. The study focuses on Hybrid mutual fund plans from selected Indian mutual funds. The performance of hybrid mutual funds is evaluated in this study, to provide the best investment possibilities out of five hybrid funds. In this study found market sentiment affect more in aggressive hybrid mutual fund compare to conservative.*

Keywords: Mutual Fund, Hybrid Mutual Fund, Asset Management Companies (AMCs)

REFERENCES

- [1]. <http://www.business-standard.com/>
- [2]. <http://www.financialexpress.com/>
- [3]. <http://www.livemint.com/>
- [4]. <http://www.mumbaimirror.com/>
- [5]. <http://www.thehindubusiness>