

# Study of Impact of Demonetization on Costumer Investment w.r.t ICICI Prudential Mutual Fund

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**Abstract:** *A mutual fund is a pool of money collected from many small investors, which is professionally managed by the portfolio managers. It is a type of collective investment scheme that reinvests the collected money accordance with a stated objective in various securities such as in stocks, bonds and short-term money market instruments etc. 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. Performance Evaluation of mutual funds is important for investors. Hence the present study aims to evaluating the performance of ICICI Prudential Mutual Fund 3 schemes with the application of Risk Adjusted Performance Measures.*

**Keywords:** ICICI Prudential Mutual Fund, Risk – Return analysis, fund return, Market Return.

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