

A Study on Investment Trends and Mutual Funds Schemes in Pune

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Abstract: *Investment Trends helps financial services firms better serve investors and intermediaries by providing unbiased, in-depth research on their needs and behaviours. Businesses across the world use our insights to create industry-leading goods and services that keep them on top of trends. You're not the only person who finds stock market investment frightening.*

People with very little stock investing experience are either intimidated by horror stories about the average investor losing half of their portfolio value, as was the case in the two bear markets that have already happened this millennium, or they are seduced by "hot tips" that promise enormous profits but rarely materialize. Therefore, it should come as no surprise that the pendulum of investor attitude is considered to oscillate between greed and fear.

Although stock market trading is risky, it is one of the most effective ways to increase one's net worth when done with discipline. While the average person's net worth is mostly determined by the value of their home, most of the wealthy and extremely wealthy typically have the majority of their wealth invested in equities. Let's start by exploring the definition of a stock and its various varieties to comprehend the workings of the stock market.

Keywords: Investment Trends, financial services, stock market.

