INVESTMENTS PREFERENCE ANALYSIS

TOTAL INDIVIDUALS   **40**

OBJECTIVE
All

GENDER
Female   Male

AVENUE
All

TOTAL INDIVIDUALS BY INVEST MONITOR

Invest_Monitor
- ● Monthly
- ● Weekly
- ● Daily

10%
17.5%
72.5%
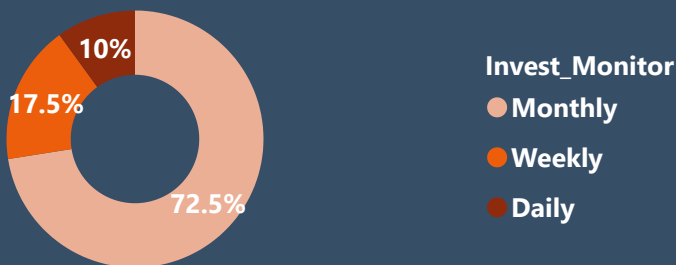
TOTAL INDIVIDUALS BY AVENUE

- Mutual Fund — 45%
- Equity — 25%
- Fixed Deposits — 23%
- Public Provide... — 8%
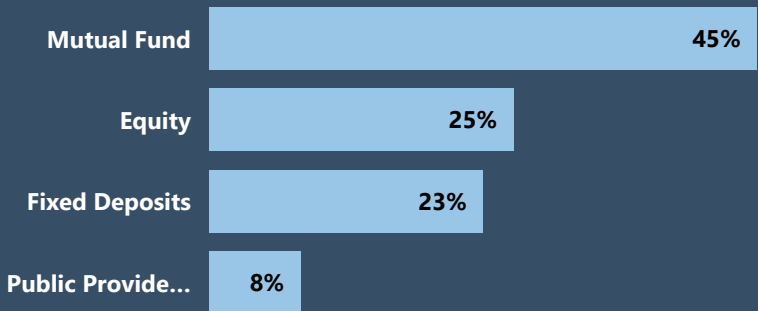
TOTAL INDIVIDUALS BY SOURCE

- Financial C... — 40%
- Newspape... — 35%
- Television — 15%
- Internet — 10%
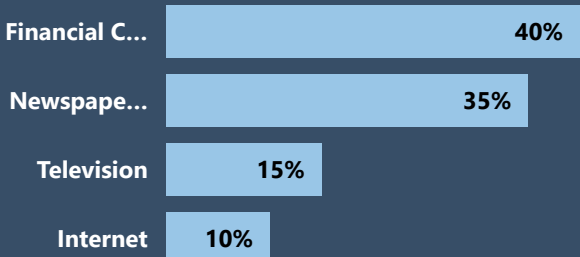
TOTAL INDIVIDUALS BY DURATION

Duration
- ● 3-5 years
- ● 1-3 years
- ● Less than 1 year
- ● More than 5 years

5%
45%
47.5%
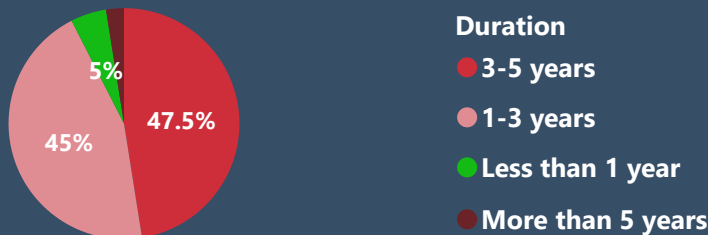
●REASONS GIVEN BY DIFFERENT INDIVIDUALS FOR INVESTING IN RESPECTIVE AVENUE :

EQUITY
- Capital Appreciati... — 75%
- Dividend — 20%
- Liquidity — 5%

MUTUAL FUNDS
- Better Returns — 60%
- Fund Diversifica... — 33%
- Tax Benefits — 8%

FIXED DEPOSITS
- Risk Free — 48%
- Fixed Returns — 45%
- High Interest Rates — 8%

BONDS
- Assured Returns — 65%
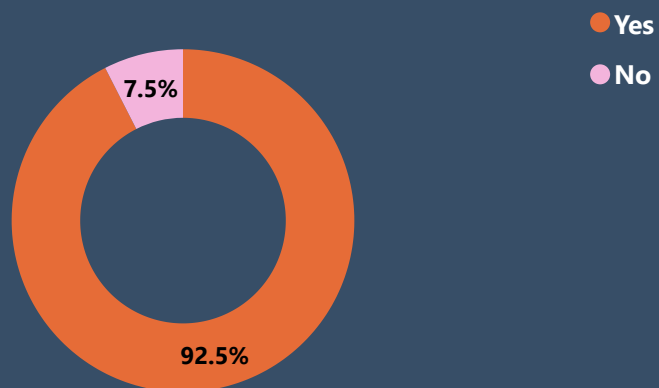- Safe Investment — 33%
- Tax Incentives — 3%
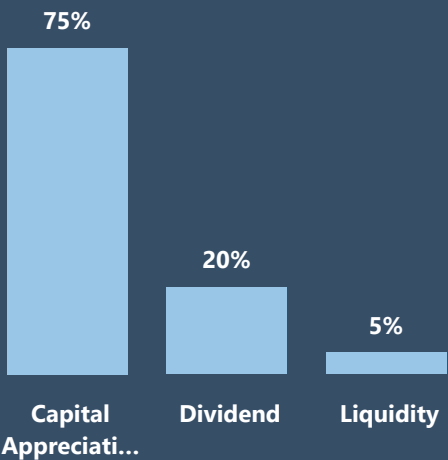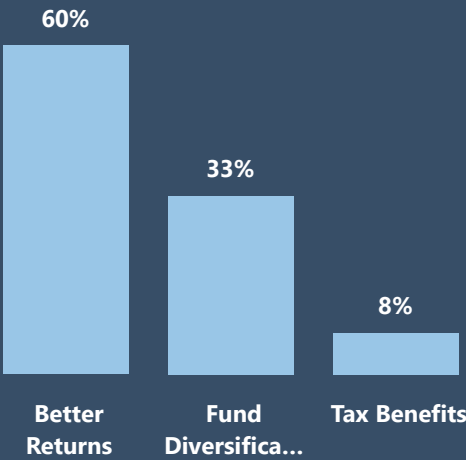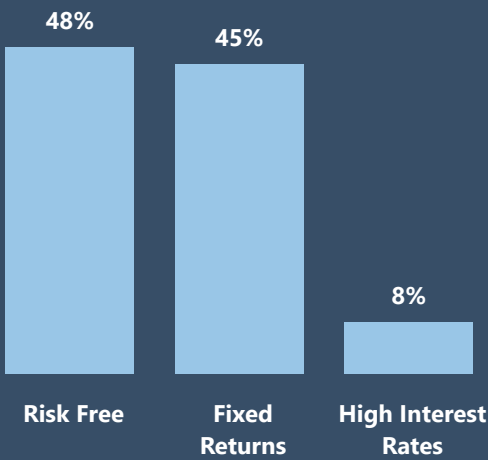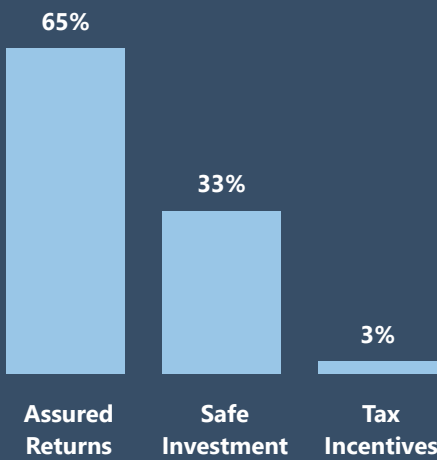
GENDER - VISE AVERAGE PREFERENCE LEVELS

gender ▲	Government bonds	Gold	Fixed deposits	Equity market	Debentures	Mutual funds	PPF
Female	4.33	5.87	4.20	3.33	5.20	2.73	2.33
Male	4.84	6.04	3.20	3.56	6.08	2.44	1.84

PEOPLE WITH INVESTMENT AVENUES

- Yes
- No

7.5%
92.5%

TOTAL INDIVIDUALS BY OBJECTIVE AND AVENUE

Avenue
- Equity
- Fixed Deposits
- Mutual Fund
- Public Provide...

Capital Appre... | Growth | Income

TOTAL INDIVIDUALS BY EXPECT

80%
20%-30%

13%
30%-40%

8%
10%-20%

AVERAGE AGE, MINIMUM AND MAXIMUM AGE

27.80
21 35
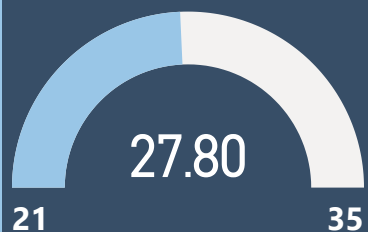
PEOPLE FAVORING THE STOCK MARKET

12.5%
87.5%
- Yes
- No
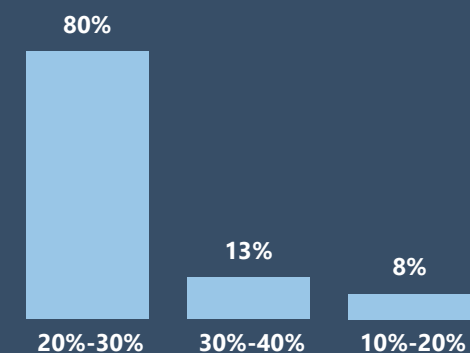
TOTAL INDIVIDUALS BY PURPOSE

80%
Wealth Creation

15%
Savings for Future

5%
Returns