

A Study on Mutual Funds in India with Reference to SBI

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Abstract

In recent years, mutual funds have become increasingly popular as a means of ensuring financial security. They have not only contributed to India's economic growth but have also helped families benefit from the nation's prosperity. As awareness and understanding of mutual funds increase, more people are enjoying the advantages of investing in them. However, a significant barrier to broader adoption is that nine out of ten income earners in India are still unaware of mutual funds. Once informed about the investment opportunities mutual funds offer, one in five individuals typically decides to invest. Identifying potential investors who are likely to purchase mutual funds and effectively communicating the benefits and relevance of mutual funds during the sales process are crucial for converting uninformed individuals into new mutual fund clients. The analyses and recommendations presented in this report are based on market research into investors' saving and investment behaviors, as well as their preferences for mutual fund investments. The findings indicate that SBI Mutual Funds have typically achieved strong performance, providing returns that are competitive with other market funds. Despite this, there are ongoing challenges related to investor awareness and education, as many potential investors are still hesitant due to concerns about market volatility and a limited understanding of the benefits of mutual funds.

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JEL Classification Code: G1, G23, G24, G32

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Introduction:

A mutual fund is a sort of financial organization that combines the resources of several people to make investments in different stocks and bonds. Stakes in the fund represent each investor's share of the total investments made by the fund. Currently, 44 mutual funds are based in India. These fund houses, which have been approved by the Reserve Bank of India (RBI), enable their clients to trade in international markets, including the US markets. More asset classes are now accessible than just stocks and debt. As a result of this expansion, these include inflation-indexed funds, gold funds, and innovative instruments like arbitrage funds *Abhinaya (2020)*

In 1963, the Indian government and the RBI launched the Mutual Funds (MF) business and established the Unit Trust of India (UTI) under a

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special statute. It was a major turning point in the development of the industry when the State Bank of India (SBI) launched the SBI Mutual Fund in 1987, making it the first non-UTI mutual fund. 1993 saw further changes to the environment of the sector after the Securities Exchange Board of India (SEBI Act) was passed in 1992 and opened the market to private businesses, significantly more foreign institutions entered the Indian market through joint ventures and acquisitions following the implementation of SEBI's mutual fund regulations in 1996.

One of the most prominent and most respected mutual fund companies in India is SBI Mutual Fund. SBI Funds Management Private Limited runs it in partnership with AMUNDI, a well-known international asset management company with its headquarters located in France, and SBI (State Bank of India), the largest bank in the nation. Deep & Utsav (2024) To meet the diverse financial needs of its clients, SBI Mutual Fund offers a wide range of investment options, including debt funds, hybrid funds, equity funds, and specialized funds. In addition to having a strong national distribution network and an emphasis on client satisfaction, the company excels in research methodologies. A mutual fund is a kind of financial organization that buys securities, bonds, stocks, and other investments by pooling the money of several investors. These investments that the fund possesses are arranged in a portfolio. Every investor owns shares of the mutual fund, which make up a portion of the entire portfolio Kalyan (2017)

With 36 years of experience in managing funds, SBIFML (SBI Funds Management Ltd.) constantly offers its investors value. Their relationship with the State Bank of India (SBI), one of the biggest banks in India, is rich in history. Together, SBI and Amundi have established the renowned international fund management firm SBIFML (France). On April 13, 2011, the shareholders of this partnership signed the shareholder agreement. Amundi Asset Management, through its wholly owned subsidiary AMUNDI India Holding, owns 36.614 percent of SBIFML, while SBI currently holds 62.34 % of the company. Other stakeholders own the remaining 1.042%. The initial owner of Amundi India Holdings shares was Societe Generale Asset Management S. A (SGAM), a subsidiary of Societe Generale S.A. (SG), which was transferred to Amundi in June 2011 under the terms of the SEBI (Mutual Funds) Regulations 1996 and licensed by SEBI. Strategic support is given to SBIFML by Amundi Asset Management.

Amundi and SBI collaborate to help the organization develop into a well-known asset management firm that upholds international standards and adheres to the best practices available globally

Literature Review

Introduction

The Indian mutual fund industry has experienced significant growth over the past decade, driven by increased investor awareness, regulatory reforms, and technological advancements. Among the prominent players, SBI Mutual Fund, a subsidiary of the State Bank of India, has emerged as a key contributor to this growth. This literature review synthesizes findings from eight peer-reviewed studies published after 2019, examining various aspects of mutual fund performance, risk evaluation, and investor perceptions, with a focus on SBI Mutual Funds

Comparative Performance Analysis of SBI and HDFC Mutual Funds

Several studies have undertaken comparative analyses of mutual fund schemes offered by SBI and HDFC, two leading asset management companies in India. Ashraf & Sharma (2014) conducted a five-year comparative study of hybrid equity and debt funds, concluding that SBI's hybrid funds outperformed HDFC's in terms of returns. The study highlighted that SBI's hybrid equity and debt funds generated higher returns compared to their HDFC counterparts, indicating superior fund management and investment strategies Deep & Utsav (2024)

Similarly, Hussain & K. Haritha (2022) analyzed debt mutual fund schemes and found that SBI's short-term debt funds generated higher returns compared to HDFC's counterparts. The study

emphasized that SBI's debt funds exhibited better performance metrics, including higher average returns and favorable risk-adjusted returns, making them more attractive to conservative investors seeking stable income *Gupta (2022)*

Dipika et al. (2023) evaluated the performance of equity and debt mutual fund schemes during the period of Demonetization and GST implementation, finding SBI's schemes to be more resilient. The study encompassed eight mutual fund schemes, comprising four equity and four debt funds managed by SBI and HDFC Asset Management Companies. It concluded that SBI's funds demonstrated greater stability and adaptability during periods of economic volatility, reinforcing investor confidence in their investment products.

Risk Evaluation and Fund Ranking

Risk assessment is a critical component of mutual fund evaluation. *Dipika et.al. (2023)* assessed the risk and ranking of Indian equity mutual funds, including SBI's Small & Midcap Fund. The study noted that while top-performing funds had higher risk, SBI's fund exhibited performance fluctuations between 2015 and 2018, emphasizing the importance of continuous risk monitoring. The authors recommended that investors analyze funds' performance and risk profiles to achieve higher profits with less risk. Another study, provided a comprehensive performance analysis of mutual funds, offering insights into various schemes' returns and risk profiles. The study focused on large-cap, mid-cap, and small-cap funds, highlighting the challenges investors face in selecting the best scheme from numerous available options. It emphasized the need for investors to consider both returns and associated risks when selecting mutual fund schemes *Kumar et. al. (2023)*

Challenges and Opportunities in Mutual Fund Investments

Prerna Bharadwaj et. al. (2023) explored the challenges and opportunities associated with mutual fund investments in India. The study emphasized the role of financial literacy and digital platforms in investment decisions, noting that despite the advantages of mutual funds, investors face challenges such as market volatility, high fees, and complex tax implications (*Burroughs, 2018*) The authors suggested that enhancing financial literacy, focusing on investor education, and leveraging digital platforms could help overcome these obstacles and promote mutual fund investments.

Performance of SBI Blue-chip Mutual Fund

Virparia (2022) conducted a study on the performance of SBI's Blue-chip Mutual Fund, analyzing factors affecting its returns. Although published slightly before 2019, the study provides valuable insights into the fund's performance, highlighting its potential for long-term capital appreciation. The study evaluated the fund's performance using metrics such as mean, standard deviation, and beta. It concluded that the SBI Blue-chip Fund offered competitive returns with moderate risk, making it suitable for investors seeking exposure to large-cap equities.

Amitabh Gupta (2003) examines the structural changes arising in the Indian Mutual Fund industry during the period 1987-2001. Their research also investigates the market timing abilities of Indian MF managers. He researched the topic "Mutual Funds: Growth, Performance and Prospects". The study evaluates in detail the performance of mutual funds during the five years from April 1, 1994, to March 31, 1999. The book also examines the regulatory framework of MF (Mutual Funds), the extension of the MF industry in the country, and helps to test the timing of the market from the fund

managers.

Irwin et. al. (1965) examined the problem related to portfolio turnover, investment policy, and mutual fund performance and their effect on the stock market. They found that MF had a notable impact on stock market price fluctuation. They also found that funds did not perform better than the composite market and that there is no relation between fund performance and portfolio turnover.

Uma (1993) investigated the purpose and applicability of mutual fund operations in Indian money markets. Their research concluded that conservative investors had a dependable short-term investment option in money market mutual funds because of their low risk and low return. *Sehgal and Gupta (1993)* analyzed the four-year (1992-1996) performance of eighty mutual fund schemes. The study examined the theories around risk-return relationships, fund diversification, performance consistency, and performance parameters. The study found that the sample scheme's performance was consistently inconsistent and that there was insufficient portfolio diversification.

Quadeer Abdul and Rasheed Haroon's (2012) study looked at how well 25 open-ended mutual fund schemes with survivorship bias performed in Pakistan, as well as the managers' stock-picking prowess and diversification measurements. Despite mismanagement in the MF industry during the study period, overall fund performance remained the best when compared to the market. Investigation also showed that the portfolio contained unsystematic risk and was not entirely diversified

The reviewed literature indicates that SBI Mutual Funds have demonstrated consistent performance across various fund categories, often outperforming peers like HDFC in both equity and debt segments *Kanethia & Kumar (2023)* Risk evaluation studies highlight the importance of

balancing returns with associated risks, emphasizing the need for continuous monitoring and informed decision-making. Furthermore, addressing challenges such as financial literacy and market volatility is essential for fostering a conducive investment environment. Overall, SBI Mutual Funds emerge as a resilient and reliable option for investors navigating the dynamic landscape of mutual fund investments in India *Karan et al. (2022)*

Objective of the study:

- To study the relationship between Risk and Return in Mutual Fund Schemes.
- To evaluate the SBI Mutual Fund's Performance.
- To analyze investor preferences regarding mutual funds.

Research Methodology

Data Sources

Primary data was gathered by sending a questionnaire using Google Forms.

Secondary Data gathered from previous journals, books, research papers, and websites.

- *Statistical Tool : Correlation*
- *Research Type-Descriptive*
- *Sample Size - 190 respondents*
- *Sampling Technique used- Convenience Sampling*

Data analysis and interpretation

Objective: 01 To study the relationship between risk and return in Mutual Fund Schemes.

We have chosen the three SBI mutual fund schemes listed below in order to understand better the relationships between risk and return for mutual fund

schemes:

- SBI Magnum Midcap Fund
- SBI Small Cap Fund
- SBI Focused Equity Fund Direct Plan-Growth

Hypotheses of the study:

The following are as follows:

H_{01} : There is no significant difference in Sample Equities Returns and Risks.

H_{02} : There is no significant difference in Market Returns and Sample Equity.

Study period

The current investigation examines the risk–return relationship of sample equity Mutual fund schemes over six years from July 1, 2023, to June 21, 2024.

Daily NAV (Net Asset Value) Returns

Calculated were the sample funds' daily average NAV returns over the period, by applying the subsequent formula.

To analyze the relation between risk and return, we have data in the following table:

Table 1: Study in SBI Magnum Midcap Fund 2023 to 2024

Date	Open	Close	Adj Close	Return	Risk
01-07-2023	68.861099	70.774597	70.7746	-	-
01-08-2023	70.903503	72.198097	72.1981	2.01%	6.849217
01-09-2023	72.500099	73.851402	73.8514	2.29%	6.291715
01-10-2023	74.138298	71.658997	71.659	-2.97%	23.14234
01-11-2023	71.461197	76.5056	76.5056	6.76%	24.17043
01-12-2023	76.652298	79.8442	79.8442	4.36%	25.33144
01-01-2024	79.810997	80.492401	80.4924	0.81%	26.69565
01-02-2024	80.136597	81.758202	81.7582	1.57%	28.24948
01-03-2024	82.051003	82.520401	82.5204	0.93%	30.08821
01-04-2024	83.775703	86.416901	86.4169	4.72%	32.27658
01-05-2024	86.731102	87.636803	87.6368	1.41%	34.95879
01-06-2024	89.578102	93.737999	93.738	6.96%	37.93149
		Average	79.78297		
		Correlation	0.233688		

Source: (Source: <https://finance.yahoo.com>)

Average	Correlation
2.62%	0.233688

Source: Compiled by the author

Interpretation:

The link between risk and returns in mutual funds is weakly positive, as indicated by the correlation value of

0.233688. This suggests that, although the correlation is weak, returns typically tend to rise slightly in tandem with an increase in the mutual fund's risk. Investors can interpret this to suggest that other factors may impact

fund performance and that increased risk does not always translate into proportionately higher returns. Although there is a trend for returns to increase with risk, investors may not be able to obtain higher returns by only taking on more risk, as indicated by the weak

connection. Consequently, in order to maximize the risk-return balance, a diversified investing strategy that takes into account several indicators and the unique characteristics of each fund is still essential.

Table 2: SBI Small Cap Fund Between 2023-2024

Date	Open	Close	Adj Close	Return	Risk
45108	138.6742	146.1582	146.1582	-	
45139	146.7457	150.2306	150.2306	0.02786298	15.45819
45170	150.4126	151.2497	151.2497	0.0067835	14.49306
45200	151.7295	147.5626	147.5626	-	
0.02437749	14.09976				
45231	147.1546	157.4314	157.4314	0.06687866	12.46038
45261	157.4176	161.2357	161.2357	0.02416486	11.92885
45292	161.4272	167.0853	167.0853	0.03627977	11.60393
45323	166.5191	169.9634	169.9634	0.01722532	11.97705
45352	171.3862	167.8136	167.8136	-	
0.01264858	12.76151				
45383	171.3184	181.4347	181.4347	0.08116799	12.89891
45413	181.828	183.555	183.555	0.0116863	15.79722
45444	186.9155	196.4383	196.4383	0.07018768	22.22089
	Average	165.0132	Correlation	0.237627	

Source: (Source: <https://finance.yahoo.com>)

Average	Correlation
2.77%	0.237627

Source: Compiled by the author

Interpretation:

The relationship between risk and returns in mutual funds is relatively favorable, as indicated by the correlation coefficient of 0.237627. This number indicates that there is a weak correlation between a mutual fund's returns and its risk (volatility), but that there is a correlation at all. Practically speaking, there are several exceptions to the rule that greater-risk funds

always yield better returns. This can be interpreted by investors as a warning to exercise caution because, even in the pursuit of bigger profits, they should be mindful that increasing risk does not ensure corresponding gains. The significance of striking a balance between expected returns and risk tolerance, as well as taking individual risk profiles and diversification into account, when making investment decisions, is highlighted by this moderate association.

Table 3: SBI Focused Equity Fund Direct Plan-Growth

Date	Open	Close	Adj Close	Return	Risk
45108	67.0198	70.0338	70.033798		
45139	69.99	69.4217	69.4217	-0.87%	5.601087792
45170	69.7603	70.7236	70.723602	1.88%	5.532954272
45200	70.7107	69.9075	69.907501	-1.15%	5.289737399
45231	69.924	73.4235	73.4235	5.03%	5.06882723
45261	73.5218	75.9426	75.942596	3.43%	4.419806291
45292	75.8313	76.0598	76.059799	0.15%	4.133025818
45323	75.5926	75.2426	75.242599	-1.07%	4.108938465
45352	75.9154	79.2062	79.2062	5.27%	3.924289426
45383	80.0661	82.5047	82.5047	4.16%	2.677836945
45413	82.4376	83.6555	83.655502	1.39%	1.765385961
45444	85.3448	86.69	86.690002	3.63%	1.51725
			Average	1.99%	
			Correlation	-0.32056471	

(Source: <https://finance.yahoo.com>)

Average	Correlation
1.99%	0.233687887

Source: Compiled by the author

Interpretation:

The two variables under analysis have a weakly positive association, as indicated by the correlation coefficient of 0.32056. The association between the two variables is not very strong, even though the value is above zero, and suggests that when one increases, the other generally tends to grow as well. Practically speaking, this indicates that there is some connection between the two variables, but not enough for it to be the basis for accurate forecasts. This degree of correlation may suggest that the variables interact more complexly or that there are additional factors influencing the relationship. This somewhat positive correlation suggests that although the returns may move in the same direction, the relationship is not strong enough in financial contexts, such as mutual fund analysis, to allow for some diversification benefits.

Testing of the hypothesis

Overall, the results of the investigation of the link between risk and return show that the majority of sample equity schemes' performances were not substantially impacted by changes in the market throughout the study period. The statistical hypothesis, *"There is No Significant Relation between Risks and Returns of the Sample Equity Mutual Fund during the Study Period,"* is shown true by the correlation value results, since only a small percentage of sample schemes had significant correlation values. However, none of the other sample schemes demonstrated a meaningful correlation between risk and return.

Objective 02: To evaluate the SBI Mutual Funds performance.

Table4: Performance overview of different funds

Performance Overview	SBI Magnum Midcap Fund	SBI small cap fund	SBI Equity Focused Fund
Morningstar Return Rating	--	--	--
YTD Return	17.40%	22.88%	14.15%
5y Average Return	26.03%	29.11%	18.40%
Number of Years Up	15	9	8
Number of Years Down	3	1	2
Best 1Y Total Return	104.14%	112.77%	59.07%
Worst 1Y Total Return	--	--	--
Best 3Y Total Return	104.14%	112.77%	59.07%
Worst 3Y Total Return	2.30%	5.71%	9.68%

(Source: <https://finance.yahoo.com>)

Interpretation:

A thorough summary of the past returns and volatility of three SBI mutual funds—the SBI Magnum Midcap Fund, SBI Small Cap Fund, and SBI Equity Focused Fund—can be found in the performance overview. With a robust 5-year average return of 26.03% and a Year-to-Date (YTD) return of 17.40%, the SBI Magnum Midcap Fund is an impressive investment. There have been three years of negative returns and fifteen years of positive

returns. Its worst one-year return is not disclosed, but its maximum one-year total return is an astounding 104.14%, indicating substantial growth potential.

With a remarkable 5-year average return of 29.11% and a YTD return of 22.88%, the SBI Small Cap Fund is at the forefront. It has performed consistently over the past nine years, with only one year of losses. The best one-year total for the fund, with a top 3-year total return of 112.77%, is the highest of the three, demonstrating its aggressive growth potential. With a worst 3-year total return of 5.71%, it has some resilience in low markets. The yield on the SBI Equity Focused Fund is 14.15% year-to-date and 18.40% on average for the last five years. Eight years of good performance have been

recorded, compared to two years of bad performance. With a one-year total return of 59.07%, this fund has the most outstanding performance among the two. It is still quite good, though. The best 3-year total return of 59.07% and the worst 3-year total return of 9.68%, both of which exhibit moderate volatility, are indicative of this.

In conclusion, the SBI Small Cap Fund is the most aggressive fund with the best returns. It is followed by the SBI Magnum Midcap Fund, which has strong performance and somewhat better consistency, and the SBI Equity Focused Fund, which gives modest returns with balanced risk.

Expense Ratio:

Investors should consider the fund's expense ratio while selecting a mutual fund. The annual fee that all mutual funds and exchange-traded funds (ETFs) charge their shareholders is expressed as a percentage of the fund's average assets under management (AUM). Numerous operational expenses, including management fees, overhead, and other costs associated with maintaining the fund, are taken into account by the spending ratio (**Invesco Mutual Fund, 2024**). A higher expense ratio can have a significant impact on overall returns on investment, especially over the long

term. In order to provide investors with the same net returns as a fund that has a lower expense ratio, a mutual fund that has a high expense ratio could need to generate noticeably higher returns. As such, it is often recommended.

Standard Deviation:

Investors evaluate the consistency and predictability of a fund using the standard deviation as a tool. For example, an investor with a higher tolerance of risk may benefit more from a mutual fund with high standard deviation, but the fund also carries a higher level of risk. However, the standard deviation would be preferred by funds with a small investor base that prioritizes stability over risk. Investors can also determine which funds have historically performed more consistently by comparing the standard deviation of another fund in the same category. To improve the comprehension of the risk-adjusted returns of mutual funds, additional measures like the Sharpe ratio should be employed in addition to standard deviation. One helpful way to examine historical volatility is the standard deviation.

Sharpe Ratio:

An essential metric for assessing the risk-adjusted return on investment (ROI) in mutual fund analysis is the Sharpe ratio. By deducting the risk-free rate

of return from the fund's average return, it is calculated. The residual sum is then divided by the fund's return standard deviation. William F. Patented by Nobel laureate Sharpe. By employing this ratio, investors can gain a more comprehensive understanding of the excess return they are receiving in exchange for volatility exposure. A higher Sharpe ratio is applicable when comparing funds with similar risk profiles because it shows that the fund has generated better returns that are adjusted for risk. In addition to ensuring that investors are fairly compensated for the risks they assume, the Sharpe ratio helps investors make better decisions by highlighting both return and risk.

Beta:

In relation to the overall market, a mutual fund's beta value reveals how volatile and susceptible it is to changes in the overall market. If the fund's beta is one, then its price moves in lockstep with the market; if the beta is less than one, then the market is less volatile. For example, a beta of 1.2 indicates that the fund has 20% higher volatility than the market. Beta is a helpful tool for investors to forecast how much a fund will gain or lose in response to a shift in the market. Low beta funds are more alluring to cautious investors while high beta funds are better suited for those who are looking for more inconsistent returns.

Table 5: Indicators of SBI Magnum Midcap Fund

Indicators	SBI Magnum Midcap Fund
Sharpe Ratio	1.35
Expense Ratio	0.82%
Beta	11.84
Standard Deviation	0.79

(Source: compiled by Author)

Interpretation:

A review of the fund's performance reveals a number of important components that highlight the

SBI Magnum Midcap Fund's risk-return profile and management effectiveness. Considering volatility, the fund appears to have outperformed the risk-free rate based on its Sharpe Ratio of 1.35, indicating a

strong risk-adjusted return. When risk is factored in, an investment with a higher Sharpe Ratio is typically more appealing. Because the fund has a reasonably acceptable expense ratio of 0.82%, its moderate operating and management costs likely protect a larger portion of investor returns.

However, the fund is significantly more volatile than the market, as indicated by its excessively high beta value of 11.84. This high beta suggests that the fund's returns are incredibly vulnerable to shifts in the market. The performance study of the SBI Magnum Midcap Fund reveals several noteworthy

indicators that reflect its risk-return profile and have the potential to generate large profits in bull markets and significant losses in bear markets. The examination of volatility is further reinforced by the 0.79 Standard Deviation, which shows a considerable spread of returns around the mean despite being modest in comparison to the beta. These indicators suggest that while the SBI Magnum Midcap Fund has the potential to produce substantial returns, it also carries a high degree of risk, making it a suitable option for investors who value maximizing returns at the same time as having a high tolerance for risk.

Table 6: Indicators of SBI small-cap fund

Indicators	SBI Magnum Midcap Fund
Sharpe Ratio	1.35
Expense Ratio	0.82%
Beta	11.84
Standard Deviation	0.79

(Source: compiled by Author)

Interpretation: Based on an analysis of its performance, the SBI Small Cap Fund has a favorable risk-return profile and is cost-efficient. The fund appears to reward investors for taking on risk appropriately, as evidenced by the Sharpe Ratio of 1.48, which indicates strong risk-adjusted returns relative to the risk-free rate. Net returns of investors increased by the funds reasonable management costs which show an expense ratio of 0.67%. The fund is highly volatile and prone to significant price fluctuations, as seen by its beta of

10.97, which emphasizes a high degree of sensitivity to market fluctuations. A more consistent performance in comparison to the beta is suggested by the Standard Deviation of 0.67, which shows moderate return variability despite the high beta. After all is said and done, the SBI Small Cap Funds offer a high degree of risk and significant potential for large returns, making them appropriate for investors who are ready to accept more volatility in exchange for possibly higher rewards.

Table 7: Indicators of SBI Equity Focused Fund

Indicators	SBI Equity
Focused Fund	
Sharpe Ratio	0.94
Expense Ratio	0.74%
Beta	10
Standard Deviation	0.72

(Source: compiled by Author)

Interpretation:

The performance metrics of the SBI Equity Focused Fund provide insight into the nature of risk and return. The fund's 0.94 Sharpe Ratio, albeit marginally lower than more aggressive funds, suggests a great risk-adjusted return and demonstrates that it has achieved a good return per unit of risk taken. The extremely low expense ratio of 0.74% ensures that management costs won't significantly reduce the fund's returns. A beta of 10 denotes a highly volatile fund that is exceptionally susceptible to movements in the market. In a good market, this may lead to significant profits; in a bad

one, it could lead to substantial losses. The Standard Deviation of 0.72, which suggests a moderate variation in returns, points to consistent performance in proportion to the high beta.

The SBI Equity Focused Fund is a suitable option for investors who can tolerate market fluctuations in pursuit of higher returns. It generally offers superior, risk-adjusted returns and adopts a balanced approach to expenses and volatility.

Objective 03: Analyze investor preferences regarding mutual funds.

Table 8: Data of Participants

Female	92
Male	98

Source: Compiled by the author

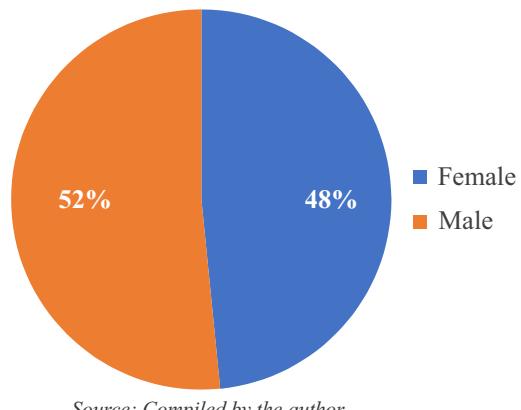


Figure 1: Gender

Interpretation:

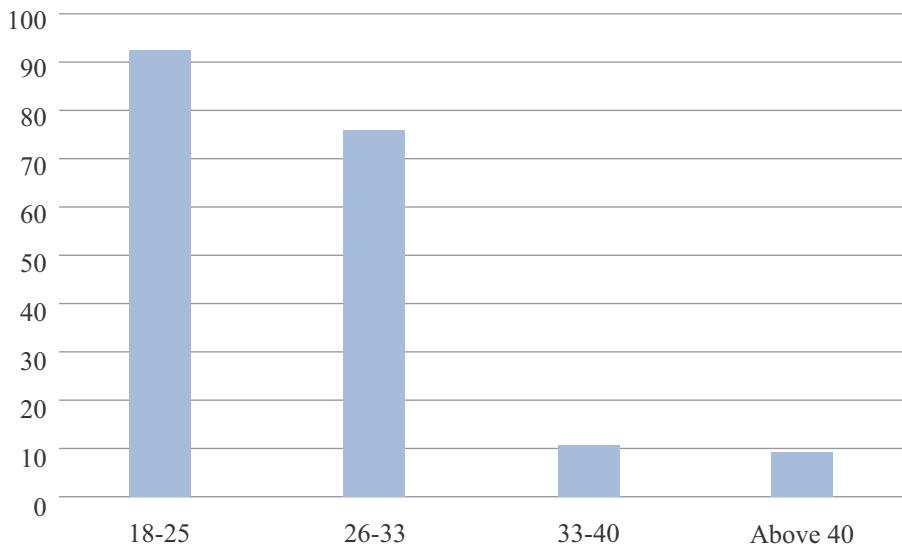
According to the data, men participated better on average (98) than women (92) in filling out the questionnaire. This discrepancy can point to

variations in gender performance or ability in that specific area. It's crucial to remember that every person has a wide range of abilities, so these averages don't fully capture the potential or abilities of any man or woman.

Table 9: Age group of the respondents

Age Group	Frequency
18-25	93
26-33	76
33-40	11
Above 40	10

(Source: compiled by Author)



(Source: compiled by Author)

Figure 2: Age Group*Interpretation:*

The data show the distribution of people in various age groups. With 93 members, the 18–25 age group is the most populous, followed by the 26–33 age group with 76 members. With 11 and 10 people in

the age ranges 33–40 and above 40, respectively, the numbers drop dramatically. This points to a pattern of younger age groups being more heavily represented, which may point to a younger focus or demographic within the data.

Table 10: Educational background of the respondents

Educational Background	Frequency
Intermediate	8
High School	2
Graduation	71
Post Graduation	109

(Source: compiled by Author)

Interpretation:

The information displays the range of educational backgrounds held by a subset of people. 109 people

most frequently hold post-graduation degrees, while 71 people have graduation degrees. Eight people indicate that intermediate education is less prevalent, while two indicate that high school

education is the least common. Given that the majority have at least a graduation degree, this points to a tendency toward higher educational attainment.

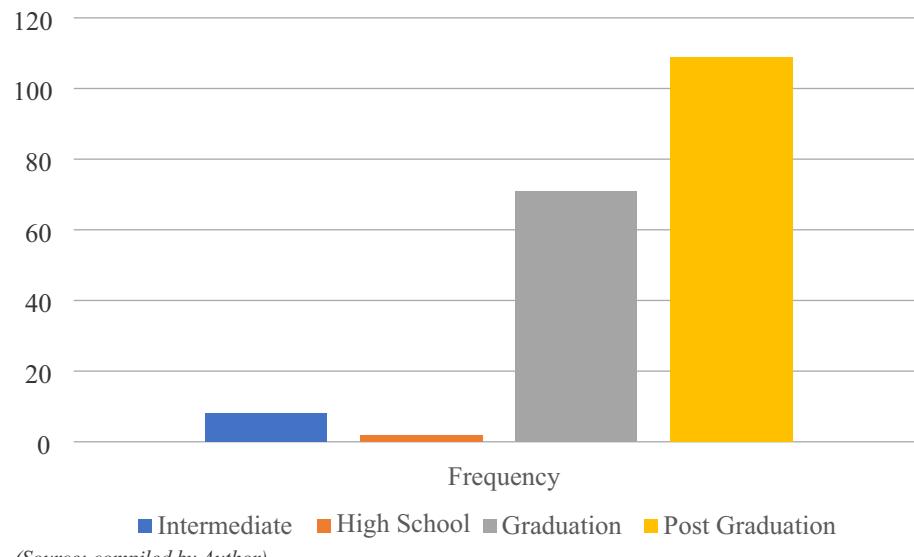


Figure 3: Educational Background

Table 11: Occupation of the respondents

Occupation	Frequency
Student	97
Employee	28
Unemployed	22
Self Employed	43

(Source: compiled by Author)

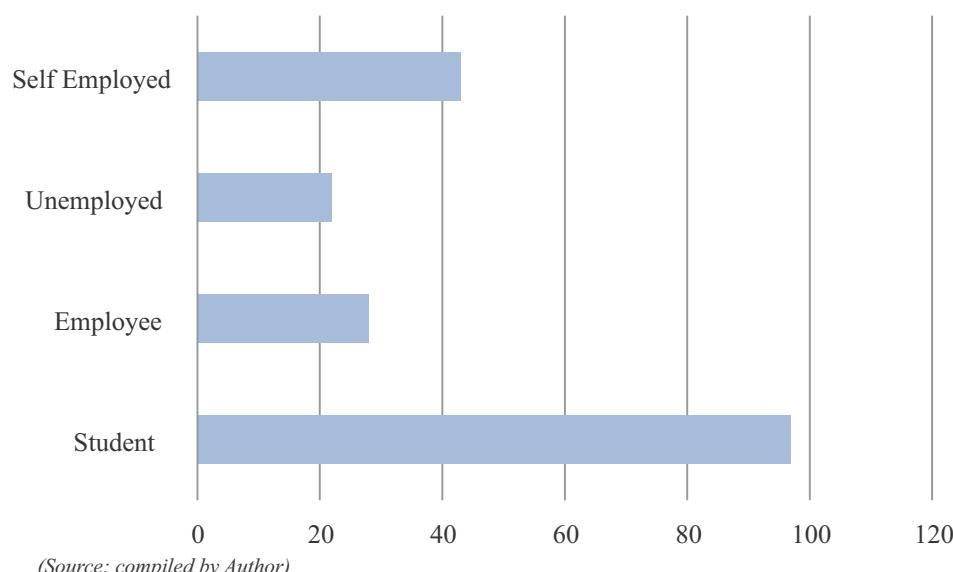


Figure 4: Occupation

Interpretation: The information displays the distribution of vocations among a population. There are forty-three self-employed people, 28 workers, 22 jobless people, and 97 students. This implies that students make up a sizable fraction of

the organization, and there are also a sizable number of independent contractors. Comparatively speaking, there are less jobless people and employees, which suggests that the group's employment statuses are varied.

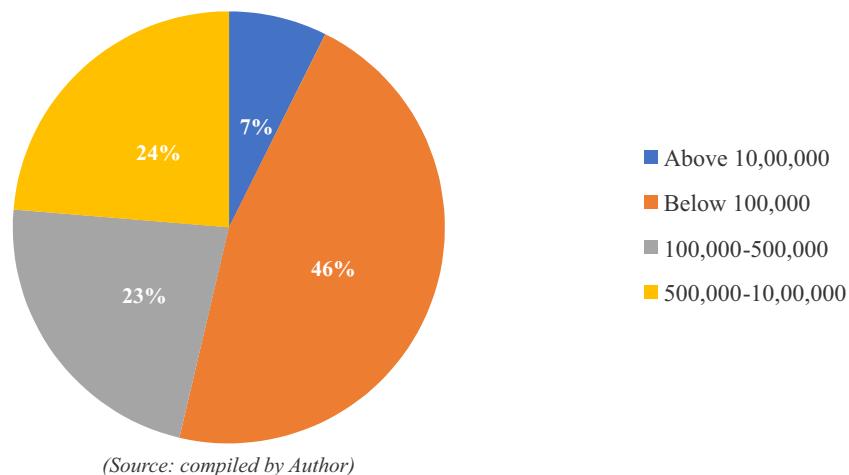


Figure 5: Family Income

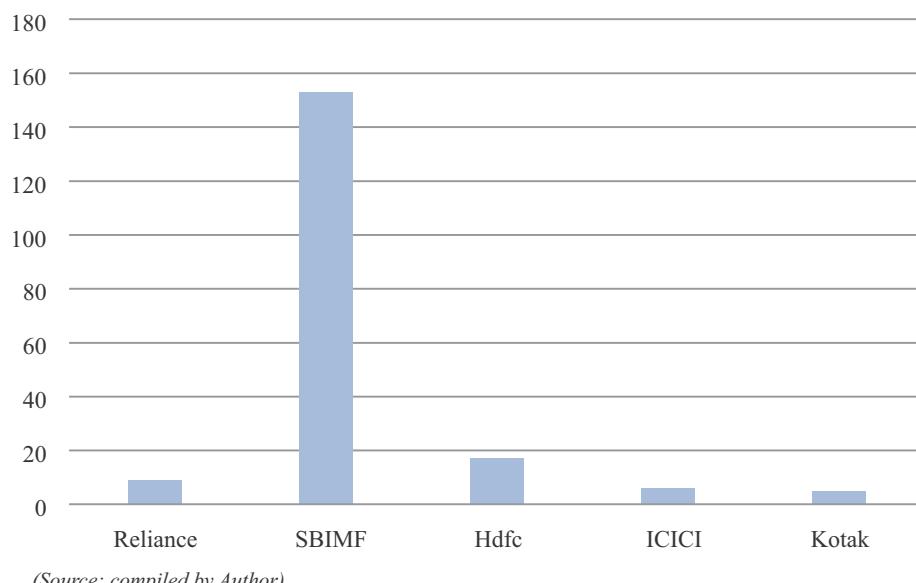


Figure 6: Asset Management Company

Table 12: Asset management companies

AMC	Frequency
Reliance	9
SBIMF	153
HDFC	17
ICICI	6
Kotak	5

(Source: compiled by Author)

Table 13: Asset Management Company- Descriptive Statistics

Mean	38
Standard Error	28.82707061
Median	9
Mode	-
Standard Deviation	64.45928948
Sample Variance	4155
Kurtosis	4.890742744
Skewness	2.206823904
Range	148
Minimum	5
Maximum	153
Sum	190
Count	5
Confidence Level (95.0%)	80.03677909

(Source: compiled by Author)

Interpretation:

The information shows participant preferences for various asset management companies (AMCs). The frequency column shows the number of individuals who prefer each AMC.

- With a frequency of 153, SBIMF sticks out significantly and suggests a strong preference among the participants. This could be caused by a number of things, including marketing tactics, the success of the mutual funds that SBIMF offers, or the reputation of the brand.
- With moderate frequencies of 9 and 17,

respectively, Reliance and HDFC appear to have a respectable degree of preference. These businesses could have a devoted clientele or provide alluring investment opportunities.

- With frequencies of just 6 and 5, respectively, ICICI and Kotak have comparatively lower participant preferences. This might be the result of things like investing options, customer service encounters, or perceived risk.
- Overall, it seems that participants' first preference for an AMC is SBIMF, with HDFC and Reliance coming in second and third, respectively. Even though they are still wise

decisions, ICICI and Kotak might want to concentrate on improving their offerings or increasing their industry recognition in order to attract more clients.

Therefore, the provided sample shows that investors prefer SBI Mutual Funds over Asset Management Companies (AMCs).

Suggestions

Crucial knowledge about the functioning of the Indian financial system might be gained from a mutual fund study that focuses on the State Bank of India (SBI). The past performance of SBI mutual funds should be the first thing to look at because it can provide insight into their growth trajectory and resilience to market swings. By comparing these funds to other top mutual funds on the market, one can ascertain their competitive advantages or areas that require improvement. Learning about the variety of SBI mutual fund options, such as hybrid equity, debt, and index funds, can also help determine investor preferences and risk tolerance. The research should also look at the laws and regulations pertaining to mutual funds in India, especially those set forth by the Securities and Exchange Board of India (SEBI). This can demonstrate the ways in which regulatory modifications affect investor confidence and fund performance. Prioritizing the analysis of SBI mutual fund asset allocation sector preferences and stock selection criteria should be a top priority in research on investing methods. This might reveal information about the decision-making process and past performance of the fund management.

In addition, a closer look at the age and geographic distribution of SBI mutual fund investors can provide crucial information about the extent of market penetration and room for growth. Client satisfaction and customer loyalty, which include SBI's digital initiatives and consulting services, directly impact capital inflows and customer

loyalty. These are important things to keep in mind. Enhancing fund management and investor experience through technology is another crucial area. A closer look at SBI Mutual Funds' use of fintech solutions shows how technology is being used to improve customer engagement and operational efficiency. In conclusion, analysing the effects of macroeconomic factors like inflation, interest rates, and economic growth on the performance of SBI Mutual Funds can provide a full understanding of the opportunities and challenges facing the Indian mutual fund industry.

Result and Findings

Research on mutual funds in India, where the State Bank of India (SBI) is a major player in the mutual fund industry, highlights the significance of mutual funds in the financial ecosystem. It further demonstrates how mutual funds, particularly those run by SBI, have evolved into a vital tool for directing a sizeable portion of public capital toward prosperous enterprises that considerably boost the growth of the national economy *Prerana Bhardwaj et.al. (2023)* SBI Mutual Fund, a major participant in the market, has proven its resilience to setbacks and has grown consistently while providing a wide range of investment options designed to conform to risk tolerance and financial objectives. This analysis shows that SBI mutual funds have surpassed a number of benchmarks, generating steady returns and winning over investors. The results demonstrate that the bank's broad branch network, customer-focused philosophy, and technological advancements have significantly improved the mutual fund's enhanced marketability and accessibility. The report also emphasizes how important regulatory frameworks and SEBI recommendations are to safeguarding investors' interests, upholding transparency, and fostering a healthy competitive environment in the mutual fund industry. The research does, however, also point out a number of areas that need focus, such as the requirement for investor education

programs and the need to increase the financial literacy of potential investors.

The report elucidates how SBIs' mutual fund has outperformed several benchmarks, yielding consistent returns and attracting investors. The outcomes show that the bank's extensive branch network, technological advancement, and customer-focused mindset have all played a significant role, which makes mutual funds more accessible and appealing to a larger group of individuals. The study also highlights how important SEBI recommendations and regulatory frameworks are to preserving investor protection, openness, and a healthy competitive environment in the mutual fund industry (*"A Comparative Study on Financial Performance of SBI Bank and HDFC Bank,"* 2023). However, the report also identifies areas that need attention, such as the requirement for an investor education program to demystify mutual fund investments and the requirement for potential investors to become more financially literate. By addressing these gaps, SBI and other financial institutions can increase investor confidence and participation in mutual funds.

In conclusion, Mutual Funds -of which SBI is a significant supplier -have proven to be an active investment option in India that balances risk and return to support economic expansion. The study demonstrates that the mutual fund industry has advanced significantly in terms of regulatory support, investor education, and cutting-edge product offerings, setting it up for long-term success. This highlights the mutual fund industry's increased ability and flexibility to meet the diverse financial needs of India's populace and makes SBI Mutual Funds stand out as a potent and reliable tool for wealth building.

Conclusion

A significant player in the Mutual Funds industry is the State Bank of India (SBI), and research on

mutual funds in India highlights the essential role that these products play in the financial ecosystem. It also demonstrates how mutual funds in certain areas managed by SBI have become gradually critical for guiding a remarkable amount of the public money toward achieving significant aspirations, thereby improving the nation's economic growth. Leading player in the industry, SBI Mutual Funds, has illustrated its ability to combat and grow persistently, offering a wide selection of investment options tailored to varying risk appetites and financial milestones.

With continuous returns and investor trust, this analysis illustrates that SBI mutual funds have outperformed a number of benchmarks. The results demonstrate that the mutual funds' enlargement of accessibility and marketability is largely attributable to the bank's extensive branch network, technological transformation, and customer-focused philosophy. The study emphasizes how crucial SEBI guidelines and regulatory frameworks are to safeguarding investor interests, maintaining transparency, and creating a competitive mutual fund market. Additionally, the analysis highlights a number of other vital issues, including the need for investor education initiatives and raising the level of financial literacy among prospective investors. The report goes on to outline how SBIs' mutual funds have persistently provided returns and investor satisfaction by transcending a number of benchmarks. As stated by the findings, a wider range of people now find mutual funds more appealing and accessible thanks to the bank's vast branch network, technological advancements, and customer-focused approach. The importance of SEBI recommendations and regulatory frameworks in maintaining investor transparency and a healthy competitive environment in the mutual fund industry is also highlighted in the report. However, the report also identifies other areas that require greater focus, such as the essential requirement of investor education programs to assist investors in understanding the

investment in mutual funds and the need for potential investors to increase their level of financial literacy. By filling in these gaps, SBI and other financial institutions can boost investor involvement and confidence in mutual funds.

In summary, the substantial supply of SBI mutual funds has led to a sizable investor base. It is a flexible investment choice in India that promotes economic expansion by striking a balance between risk and return. The study confirms the mutual fund industry's favorable position for sustained growth, citing notable advancements in investor consciousness support and innovative product offerings. This demonstrates the mutual fund industry's growing efficiency and adaptability to the wide range of financial demands of the Indian public and distinguishes SBI Mutual Fund as a strong and reliable instrument for augmenting wealth.

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