

“A STUDY ON SYSTEMATIC INVESTMENT PLAN WITH REFERENCE TO AXIS BANK”

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ABSTRACT

A popular alternative investment method for those looking for high returns and low payment risk is the Systematic Investment Plan (SIP). The goal of the study is to ascertain the reasons behind and disadvantages of systematic investing programs. Data came from secondary sources. Data analysis was done using statistics. According to the report, investors follow systematic investment plans in order to increase returns while lowering risk; nevertheless, operational platform and knowledge are significant obstacles. We looked at how Systematic Investment Plans (SIPs) might increase income and investments in mutual funds. It is also looked into what proportion of Nirmal bang Hyderabad bank customers invest in mutual funds, particularly through SIP. According to this study, corporations preferred the stock market, service holders Favor fixed deposits, bonds, and the post office, and those with greater incomes take more risks. Additionally, our quantitative study demonstrates that the investment risk of Systematic Investment Plans (SIPs) is lower than that of lump sum mutual funds. For both small and large investors, SIP appears to be a safer and more beneficial option. Additionally, our sample study demonstrates that younger investors choose SIPs and mutual funds over more established ones.

Key Words: Investment plan, Mutual funds, SIP, Market.

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INTRODUCTION

SIPs make recurring investments in mutual funds of a predetermined amount. It is similar to savings schemes with recurring deposits. SIPs enable you to invest or save by purchasing units on a predetermined date each month. You can send in postdated checks or ECS instructions to make recurring investments after deciding on a mutual fund strategy and monthly investment amount. ECSs can cost up to Rs 25,000 each lesson, whereas SIPs start at Rs 1,000 per month. You might need to invest Rs 100,000 every month over four different dates.

In recent years, mutual funds have emerged as a financial instrument. Mutual funds have helped families benefit from Indian industry and have contributed to the country's success. As awareness increases, investment in mutual funds is growing in popularity. The main cause of the low number of retail mutual fund investors in India is that 90% of income earners are ignorant of mutual funds. Upon learning about mutual funds, up to one in five individuals will make an investment. You need to determine which prospective investors are more inclined to purchase mutual funds and employ persuasive sales techniques to win over someone who is unfamiliar with them.

The financial intermediary with the quickest rate of growth in India is mutual funds. Millions of people's savings are channeled through mutual funds. The greatest investment for the average person is a mutual fund since it provides a professionally managed, diversified portfolio at a low cost. Investor needs are met by a variety of mutual fund programs.

REVIEW OF LITERATURE

S. Uma Maheswari, M. Ashok Kumar (2024) when one know the existence of a new thing is known as awareness. External sources are responsible for creating, modifying and shaping investment decision of investors. Television, radio, print media, personal consultation for expert, relatives, friends etc are responsible for decision investment decision.

Mr. R.G. and Dr. Sachidananda (2023) identify the factors that influence the investor 's choice of mutual fund systematic investment scheme in Tamil Nadu. which preference of individual investors threw demographic factors and investment decisions of mutual fund investors in Tamil Nadu.

R. Sree Priya, P. Guruswamy (2022) additional income or growth in value can be achieved by investment. Waiting for rewards is the main characteristic of investment. Investment is allocation monetary resources to get return over given period. Surplus funds are invested with different channels by salaried class people. This research analyses the different investment avenues.

J. Paul Sundar (2022) the study analyses the behaviour of an investor. This study brings out the relationship between risk of investment and protection of investment. Nearly 59 respondents stick to the protection of investment rather risk for good returns. Respondents have protecting investment as a main priority.

Mr. Renjith R.G. and Dr. V. Sachithananthan (2020) has done a study on "Study on investor choice of Systematic investment plan [SIP] in mutual fund". The study's goal is to discover the elements that impact an investor's decision to invest in a mutual fund systematic investment plan scheme in Tamil Nadu, to research individual investors' investment preferences using demographic data, and to analyse mutual fund investors' investment objectives. The researcher employs primary data. The survey discovered that customers place a higher value on picking up a mutual fund plan after a lengthy period and selecting a systematic investment plan based on plan futures and schemes, as well as investing a small amount.

NEED FOR THE STUDY

While you recommend a financial plan, you also need to understand the needs and financial objectives of your customer along with his risk tolerance and his expectations from the investments. Honest and straightforward advice is appreciated. Help your customers make the right choice. The need for this study arises from the increasing importance of disciplined and structured investment strategies in achieving long-term financial goals. With growing awareness and participation in capital markets, Systematic Investment Plans (SIPs) have emerged as a popular investment avenue, particularly for retail investors. Unlike lump-sum investments, SIPs promote regular and consistent investing habits, making them an effective tool for wealth accumulation and financial planning.

SCOPE OF THE STUDY

The Systematic investing Plan, a well-liked mutual fund investing strategy, as well as the conceptual framework and S.I.P. provided by various companies, will be the main topics of discussion.

In recent years, mutual funds have emerged as a financial instrument. Mutual funds have helped families benefit from Indian industry and have contributed to the country's success.

Because everyone is too busy to invest from home, this study aims to ascertain the safe and secure ways to invest in mutual funds utilizing the leading companies in the market and concentrating on online SIPs.

OBJECTIVES OF THE STUDY

- To learn about Systematic Investment Plans (SIPs) and how they operate.
- To research Axis Bank's SIP investment alternatives.
- To evaluate the returns and advantages of investments made through SIP.
- To assess investor behavior and preferences about SIPs.
- To make conclusions regarding SIP as a methodical and goal-oriented approach to investing.

RESEARCH METHODOLOGY

- Research methodology is used to systematically tackle the research challenge. Its science is the study of scientific research. We start by looking at the steps a researcher takes to examine the logic of his research problem. Both the techniques and the reasoning behind them are included in research methodology. In order for the researcher or others to assess the research findings, we provide an explanation of why we are employing a specific approach or methodology and why we are not utilizing others.
- Investors will have a better understanding of mutual fund investment modes and the reasons systematic investment plans perform better than lump sum investments thanks to this research. to assist clients in making the most of their financial investments.

1. Research design that is descriptive
2. Design of the sample
3. Basic random sampling
4. The size of the sample
5. The size of the sample

A total of one hundred samples were acquired.

Primary and secondary data are the two categories of data that are collected. Questionnaires are used to collect primary data for the study. Accurate information about mutual funds and the industry is gathered with the aid of secondary data gleaned from websites and the internet.

2. Data analysis tools: Microsoft Excel and SPSS.

LIMITATIONS

- The study is limited to Hyderabad.
- Inaccurate responses from respondents may result in data gathering mistakes.
- Online bias may lead to inaccurate responses.

DATA ANALYSIS AND INTERPRETATION

WORKING OF SIP

Let us take an example to understand how an SIP works. Suppose Mr.X decides to invest in a mutual fund through SIP, he commits making a monthly income of Rs 1000 for a period of 12 months starting Jan 1 2022 in a mutual fund named ABC. The payments can be done by issuing 12 post dated cheques of Rs 1000 each or through ECS facility.

(Sunder Shankaran) Vision Book

Date	Monthly Investment (a) (Rs)	NAV (b)	Number of Units (a)(b)
1- Jan	1000	46.29	21.603
1-Feb	1000	48.08	20.799
1- Mar	1000	52.78	18.947
1-Apr	1000	56.36	17.743
1-May	1000	58.42	17.117
1-Jun	1000	56.42	17.723

A Study On Systematic Investment Plan With Reference To Axis Bank

1-Jul	1000	62.14	16.093
1-Aug	1000	67.58	14.797
1-Sept	1000	71.7	13.947
1-Oct	1000	76.19	13.125
1-Nov	1000	83.97	11.909
1-Dec	1000	89.92	11.121

(Mutual Fund Insight Value Research) (AXIS Mutual Funds Vol No.12)

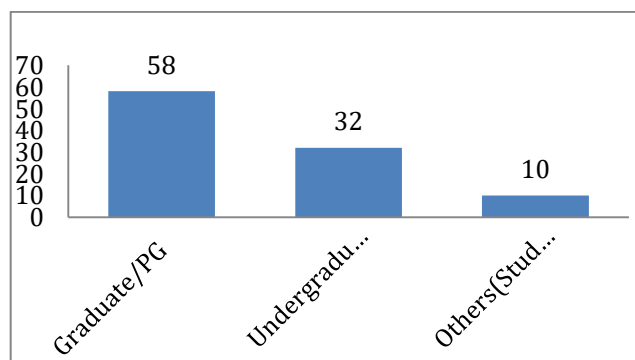
Month	FY 2024-25	FY 2023-24	FY 2022-23
March		7119	4335
February		6425	4050
January		6644	4095
December		6222	3973
November	8022	5893	3884
October	7985	5621	3434
September	7985	5616	3698
August	7727	5206	3497
July	7658	4947	3334
June	7554	4744	3310
August	7304	4584	3189

April	6690	4269	3122
Total	68479	67190	43921

1. Qualification of the investors?

Table 1:-

Qualification	Investors
Graduate/PG	58
Undergraduate	32
Others(Students etc)	10



Interpretation: -

Qualification of investor who are Graduate/PG are 58, Undergraduate are 32 and other are only 10. We can say more graduate/PG people are investors

2. Occupation of the investors? Table

2: -

Occupation	No. of respondents
Govt. sector	27
Pvt. sector	38
Business	24
Agriculture	04
Others	07

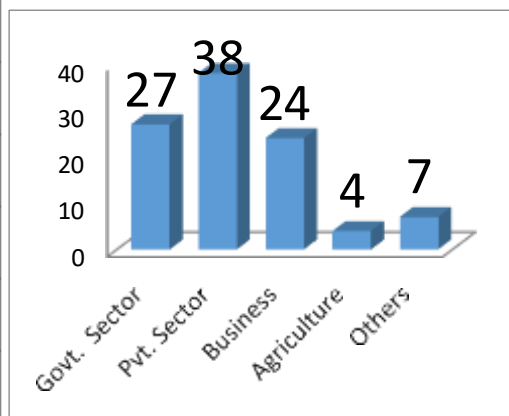


Chart 2: -

Interpretation: - Occupation of investors pvt. Sector are 38, govt. sector is 27, business is 24, agriculture is 4 and others are 7. We can say a greater number of investors are from pvt. Sector.

3. Monthly income of the investors? Table 3: -

Income	No. of respondents
Up to Rs.10,000	2
Rs.10,001 to 15,000	4
Rs.15,000 to 20,000	11
Rs.20,000 to 30,000	17
Rs.30,001 and above	66

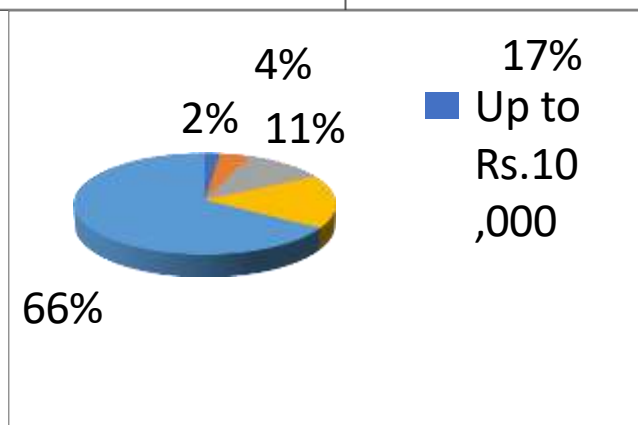


Chart 3: - Interpretation:-

Family salary of financial specialists Up to Rs.10,000 are just 2%, Rs.10,001 to 15,000 are just 4% Rs.15,001 to 20,000 are just 11%, Rs.20,001 to 30,000 are just 17% or more 30,000 are 66%. We can say, the family pay of speculators is more than 30,000, they are more contribute.

4. How many people are investing? Table 4: -

Yes	96
No	4

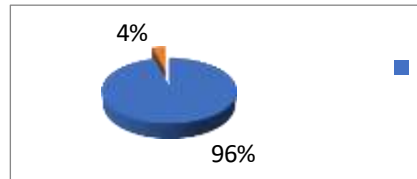


Chart 4: -

Interpretation: - 96% of people are invest and 4% of people are not invest. We can say most of the people invest.

5. Awareness of various investment options? Table 5: -

Investment plan	Fixed deposit	Real estate	Mutual fund	Pension plan	PPF	Gold	Any other
No. of respondents	45	60	53	65	40	58	62

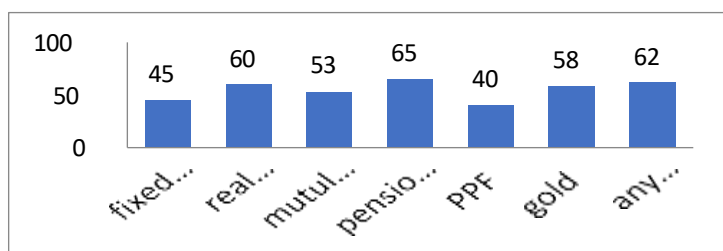


Chart 5: -

Interpretation: - From the above outlines we can translate that consciousness of other alternative like fixed store is 45, land is 60, common reserve is 53, benefits plan 65, PPF 40, gold 58 and any 62 other arrangements among the greater part of financial specialists.

6. Investment in systematic investment plan? Table 6: -

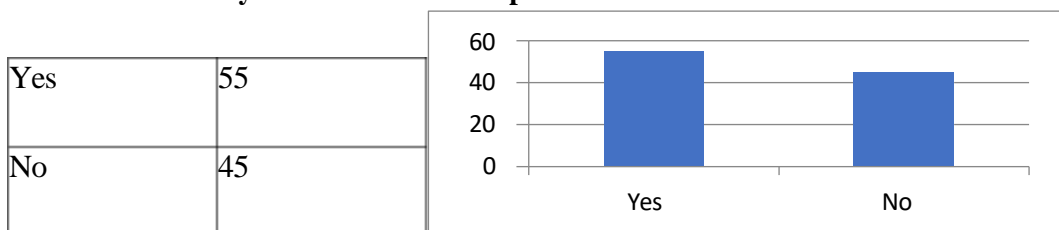


Chart 6: -

Interpretation: - 55 people are investing in SIP and 45 people are not investing. we can say more people are invest in SIP.

7. Reasons for investing in SIP? Table 7: -

Capital prevention	55
Retirement	52
Children education	48
Income growth	54
Tax saving	55
Others	45

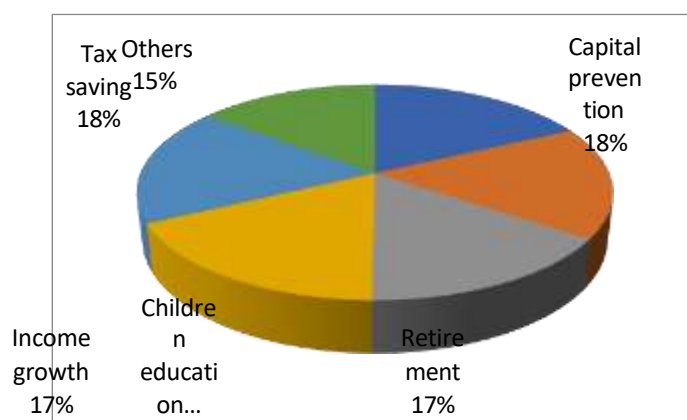


Chart 7:

Interpretation: - Individuals who contribute for capital counteractive action are 55, retirement are 52, for youngsters training are 48, for money development are 54, for expense sparing are 55 and for other are 45. We can say various individuals contribute concurring their needs and need.

8. If yes, in which assets class would you prefer to invest in Mutual Fund? Table 8: -

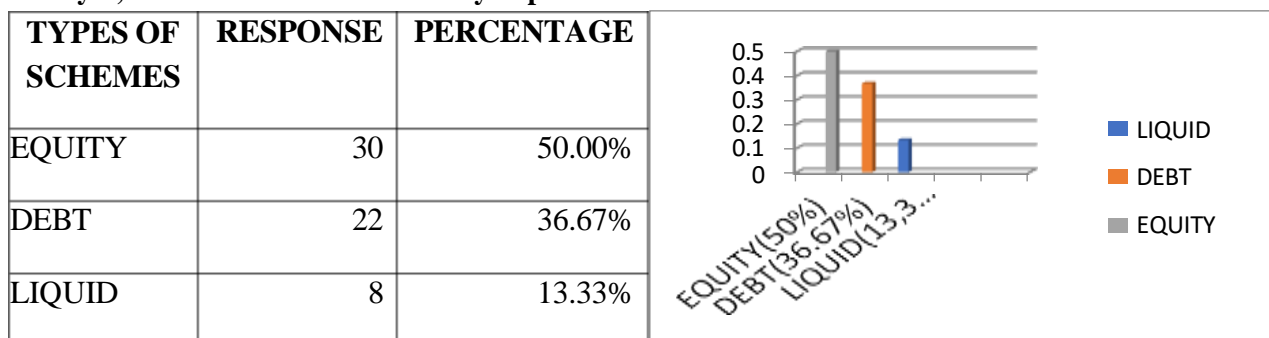


Chart 8

Interpretation: - From the above outline it is getting clear that from 100 people groups test 60(60%) individuals are put resources into Mutual store and out of 30 (half) individuals puts resources into value resources class and 22(36.37%) individuals decide to puts resources into obligation class however just barely 8(13.33%) people groups decide to puts resources into fluid class.

9. Do you invest in AXIS assets Management Company limited?

Table

9:

YES	NO	TOTAL
56	44	100

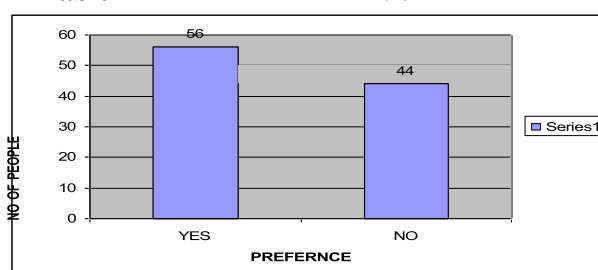


Chart 9: -

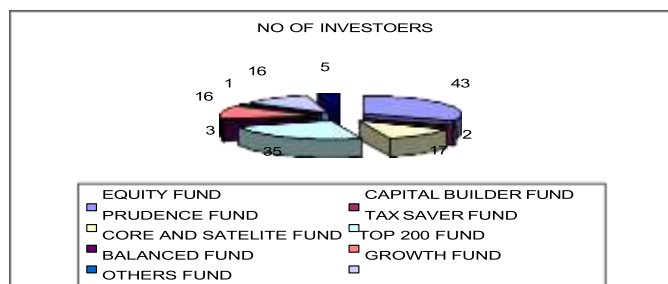
Interpretation: - From the above chart it is getting clear that out of 100 people sampled, 56 peoples are invest in AXIS assets management company and 44 peoples are not invests in AXIS assets management company.

10. Awareness of various schemes of AXIS?

Schemes Of AXIS	No. Of Investors
Equity Fund	43
Capital Builder Fund	2
Prudence Fund	17
Tax Saver Fund	35
Core And Satellite Fund	3
Top 200 Fund	16
Balanced Fund	1
Growth Fund	16
Others Fund	5

Chart 10: -

Interpretation: We can see that in AXIS resources Management



Company's EQUITY FUND most extreme number (43) of

individuals know. In TAX SAVER FUND 35 number of individuals contributes. In both TOP 200 FUND and GROWTH FUND 16 quantities of individuals know however in BALANCED FUND, CAPITAL BUILDER FUND, CORE AND SATELITE FUND just 1, 2 and 3 individuals know.

11. By which medium you invest in AXIS assets Management Company limited?

Table 11: -

MEDIUM OF INVESTMENT	NO. OF PEOPLE
DISTRIBUTOR	8
BANK	48
ONLINE / SELF	0

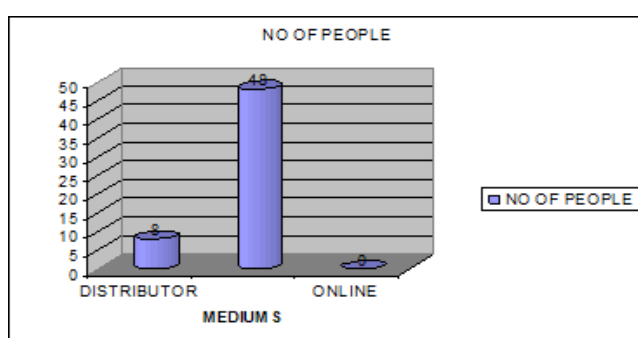


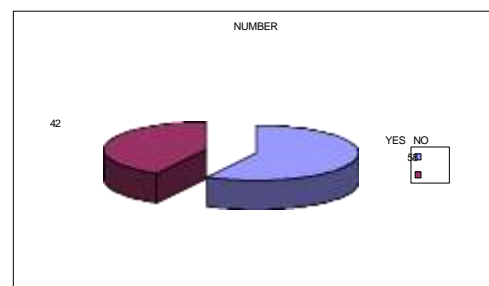
Chart 11: -

Interpretation: - From the above graph it's getting cleared that the greater part of the people groups (48) are contribute by bank and just 8 people groups are contribAXIS banking by wholesalers. No one contributes through on the web. So here AXIS resources Management Company needs to give office by which speculators contribute their cash with no center man in common reserve plots through on the web. Note: - Here out of 100 respondents, 44 respondents are not putting resources into AXIS resources Management Company. These reacts are not considered in these inquiries.

12. Do you know about ongoing new fund offer of AXIS Assets Management Company limited?

Table 12: -

AWARENESS OF NFO	NUMBER	PERCENTAGE
YES	58	58%
NO	42	42%
TOTAL	100	100%



Interpretation: - The above pie - chart shows that around 58% people are aware of ongoing new fund offer of AXIS assets Management Company and only 42% people are unaware from ongoing new fund offer of AXIS assets management company.

FINDINGS

- 96% of people contribute, compared to just 4% who don't. The family pay of speculators is funded by the majority of the public. 2% up to Rs. 10,000 and 4% up to Rs. 10,001–15,000. 11% is between Rs. 15,001 and Rs. 20,000, 17% is between Rs. 20,001 and Rs. 30,000, and 66% is over Rs. 30,000. The household income of speculators surpasses \$30,000, suggesting a higher level of participation.
- AXIS Resources Management Company is not an investment for 44 of the 100 respondents. These questions disregard these answers.
- There are 58 financial specialists with graduate or postgraduate degrees, 32 undergraduates, and 10 others. There are more PGs and grads who specialize in finance.
- The private sector employs 38 financial experts, compared to 27 in government, 24 in business, 4 in farming, and 7 in other occupations. Private sector professionals make up an increasing proportion of financial expertise.
- Just 13.33% of people choose flexible resources in mutual finance, compared to 36.37% who pick obligation resources and 50% who allocate resources to value resources.

SUGGESTIONS

The most important problem found is numbness. The advantages of investing in common assets should be understood by financial professionals.

- More young speculators should be the focus of guides. Due to time restrictions or incapacity, young financial professionals and those at their level may seek help.
- Advisors may draw attention to MF advantages such as rebalancing, systematic exchange strategies, rupee cost averaging, and tax reductions. These advantages are not offered by other bold choices.

Banks should be included in the organization's systematic action plan to boost the number of financial professionals. Systematic speculating should be taught to bank and merchant employees by the organization.

CONCLUSION

The Systematic Investment Plan (SIP) is preferred in the current market. Equity funds are available to small investors in multiples of 500, 1000, 1500, or 2000 on a monthly or quarterly basis. Small investors might benefit from volatility through regular investing. Even with SIP investments, balanced funds can take the place of outdated stock market investments that are losing money. If equity markets grow in a secular way, a SIP might not be able to reduce the average purchase price. Financial specialists are influenced by their profession, pay, and skill level.

Most people donate on a regular basis. The business depends on the distributor. Appropriation channels also affect SIP interest. A systematic investment plan is hampered by mindlessness. SIP investments are influenced by retirement, education, tax savings, and other plans.

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