A Project Work on

quity Return and Risk Analysis with Special Reference to ive Different Industries at Geojit Financial Services Ltd, Honnavar".

Submitted To

Karnatak University Dharwad

In partial fulfilment of the Requirements for the Degree of Master of Commerce

By:

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2018-19

A.H.M.'s

ಂಜುಮನ್ ಕಲಾ, ವಿಜ್ಞಾನ, ವಾಣಿಜ್ಯ ಮಹಾವಿದ್ಯಾಲಯ ಹಾಗೂ ಸ್ನಾತಕೋತ್ತರ ಕೇಂದ್ರ

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(AFFILIATED TO THE KARNATAK UNIVERSITY, DHARWAD)

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Certificate

Certified that the Project Work titled **"Equity Return and Risk Analysis with Special Reference to Five Different Industiries at Geojit Financial Services Ltd, Honnavar"** is an original record of field work done by **Ms. Apoorva Venkatesh Naik** with Registration No. **17C011101** in a partial fulfillment of the award of Degree of **Master of Commerce** of the **Karnatak University, Dharwad** during 2018-19. The project satisfies the academic requirements in respect of project work prescribed for the Degree of Master of Commerce and is a record of her own independent work.

This project is based on the studies carried out by her has not submitted to any other University p or Institution for the award of any degree or diploma.

Prof. Saheel Ahmed M.
Project Guide

Prof. M.K.Shaikh
Principal

GEOJIT
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Ref: GFSL May 20 2019 / 01

Date: 20/05/2019

CERITIFICATE

This is to certify that **Miss. Apoorva Venkatesh Naik** Register No, **17CO11101,** M.COM Fourth Semester student of Anjuman Arts, Science & Commerce College and P.G. Centre, Bhatkal has satisfactorily completed the project in GEOJIT FINANCIAL SERVICES LTD, HONNAVAR on "**Equity Return and Risk Analysis with Special Reference to Five Different Industries At Geojit Financial Services Ltd, Honnavar**". For partial fulfillment of her degree in masters in commerce under Karnataka university Dharwad, Karnataka.

The effect put in by her in collecting the data and overall participation during the completion of project deserves highest appreciation.

We congratulate her and wish her all the success in her future endeavours.

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INTRODUCTION:

Now a day's people are more attracted towards investing in share markets. Most of the investors commonly make poor investment decision caused by mental biases and emotions. All the investors make their investment with an avowed objective of increasing their wealth. Among the various investment opportunities equity market is said to be one of the most rewarding investment options even though it involves more risk. Since the risk is very high on such investment, the investors need to make equity analysis that helps them to know about the nature of those equity shares and those industries where they park their money. Therefore the equity analysis will help the potential investors in taking a rational and informed investment decision. Equity analysis is a study which helps the investors, to analyze the market, before going for investment. Equity history of any company before investment gives investors a right direction in order to earn good return. Investors make their investment decisions based on the data available for the stock which they are interested in and analyze the data by collecting it from many various sources and decide based on its outcomes. Equity analysis is one kind of analysis which is used by many investors. In order to help investors. Indian equity market is one of the fastest growing and most preferred by the investors. Investors prefer this form of Investment Avenue because it provides more return for them. Similar to its return, it also involves more risk.

The topic selected for the study is **"EQUITY RETURN AND RISK ANALYSIS WITH SPECIAL REFERENCE TO FIVE DIFFERENT INDUSTRIES AT GEOJIT Financial Services Ltd, Honnavar".**

on HCL if they want good return with low risk, or they can invest on Infosys to earn more return with high risk.

So after analyzing risk and return of selected companies it is advisable to investors to invest on Maruthi Suzuki of Automobile industry as it has highest return with lowest risk.

CONCLUSION:

Equity analysis is one of the widely used techniques to measure return and risk characteristics of equities of different companies. To achieve good return, investors should consider risk and return factors of the company. A company which is providing highest return may be too much risky and the company which has low risk may give less return. The investors who are new to the stock market are blindly investing and losing their money without analyzing the market before investing. So for such type of investor's equity dividend analysis shows a right path in order to select good company and to earn god return.

The present study is very helpful for the investors to select a company which can give more return and it helps to know which company has high risk.