

Investment Avenues Available to Customers and Their Returns: A Comparative Study at MicroGene Diagnostic Systems (P) Ltd.

Mr. Aman*, Mr. Yashwant Kumar **

* (Research Scholar, Bharati Vidyapeeth (Deemed to be University) Institute of Management and Research, New Delhi
Email: amanmishra07798@gmail.com)

** (Assistant Professor, Bharati Vidyapeeth (Deemed to be University) Institute of Management and Research, New Delhi
Email: yashwant.kumar@bhartividyaapeeth.edu)

Abstract:

Investment decisions play a critical role in personal financial planning. In a dynamic economic landscape, customers are presented with various investment avenues, each differing in risk, return, liquidity, and tax implications. This paper examines the most common investment avenues available to retail customers—bank deposits, mutual funds, stocks, bonds, real estate, insurance products, gold, and emerging digital assets. It evaluates these instruments based on historical returns, associated risks, investor preferences, and macroeconomic factors. The research employs both primary survey data and secondary financial performance data to analyze investor behavior and returns. Findings reveal a growing trend toward diversified portfolios and increased interest in digital assets among younger investors.

Keywords — Investment Avenues, Risk and Return, Retail Investors, Portfolio Diversification, Mutual Funds, Equities, Digital Assets, Financial Behavior, Investor Preferences, Financial Literacy, Investment Comparison, Generational Trends, Liquidity, Tax Implications.

I. INTRODUCTION

In an era marked by economic dynamism, financial uncertainty, and growing aspirations, managing money wisely has become a key priority for individuals. Investment, being one of the central pillars of personal financial planning, enables individuals to not only preserve but also grow their wealth. Investment avenues refer to the different channels through which individuals can allocate their surplus income to generate returns. The choice of investment is influenced by multiple factors including income levels, risk appetite, age, financial goals, and market conditions. The objective of this study is to analyze the most accessible and popular investment avenues for retail customers and compare their performance in terms of return and risk.

This study seeks to explore, evaluate, and compare the wide range of investment avenues available to customers today. It also aims to understand investor behavior, preferences, risk taking capacity, and the factors that influence investment decisions in the current financial environment. behavior, and help allocate capital efficiently. This process bridges the gap between raw market data and actionable insights, providing clarity in a highly volatile and complex environment. In recent years, financial literacy and accessibility to investment tools have grown significantly among Indian consumers. **MicroGene Diagnostic Systems (P) Ltd initiated** this study to better understand the financial behavior of its employees and customers and align corporate benefits with popular investment trends.

II. OBJECTIVE

The objective of studying or analyzing "Investment Avenues Available to Customers and Their Returns" is to evaluate the various investment options accessible to individuals, assess the potential returns from each, and understand their risk-reward profiles to aid in informed financial decision-making.

DETAILED OBJECTIVES:

1. Identify Various Investment Options:

- To list and categorize different types of investment avenues available to customers (e.g., stocks, bonds, mutual funds, real estate, fixed deposits, gold, etc.).

2. Understand Risk and Return:

- To analyze the expected returns, associated risks, and time horizons of each investment avenue.

3. Assess Suitability for Different Investors:

- To evaluate which investment options are best suited for different types of investors based on their financial goals, risk tolerance, and investment horizon.

4. Compare Historical Performance:

- To study historical return data and performance trends of each investment avenue over time.

5. Aid in Portfolio Diversification:

- To help investors understand how to diversify their portfolio across various asset classes to balance risk and returns.

6. Educate and Empower Investors:

- To enhance investor awareness and help them make informed choices aligned with their personal financial goals.

III. SCOPE & LIMITATION

In any research initiative, it is vital to define the boundaries and limitations clearly. This section aims to establish what aspects of Investment Avenues Available to Customers and Their Returns at MicroGene Diagnostic Systems (P) Ltd. this study will cover, and what constraints or exclusions are acknowledged during the research process.

Scope

1. **Geographical Coverage:** The study focuses primarily on investment avenues available to customers in India, particularly in the retail investment segment.
2. **Target Audience:** Retail investors, including salaried professionals, small business owners, and employees of MicroGene Diagnostic Systems (P) Ltd.
3. **Investment Avenues Covered:** Includes traditional instruments (FDs, PPF), market-linked securities (mutual funds, equities), real assets (gold, real estate), and emerging assets (cryptocurrencies).
4. **Time Frame for Return Analysis:** Historical returns and risk assessment based on data from the past 10 years (2014–2024).
5. **Analysis Focus:** Evaluation of returns, risk level, liquidity, and investor preferences; aimed at helping users make informed decisions.

Limitations

1. **Exclusion of Global Markets:** The study does not analyze international investment options or compare them with domestic avenues.
2. **Inflation Adjustment:** Returns are presented in nominal terms and may not reflect inflation-adjusted (real) returns.
3. **Dynamic Nature of Markets:** Investment performance is subject to market fluctuations, and past performance is not indicative of future results.
4. **Investor Psychology:** The study does not delve deeply into behavioral finance factors such as emotional decision-making, biases, or herd behavior.
5. **Sample Bias:** If survey data or feedback was collected (e.g., from MicroGene employees), the results may not be fully representative of the general investing population.
6. **Regulatory Changes:** Possible changes in tax laws or regulations during or after the study period are not accounted for in future projections.

IV. STATEMENT OF PROBLEM/NEED OF THE STUDY

In an increasingly complex financial environment, individuals are presented with a wide range of investment options, each with varying degrees of risk, return, and liquidity. Despite this variety, many retail investors lack the necessary financial literacy to make informed choices, leading to poor investment decisions, underutilization of funds, or overexposure to high-risk instruments.

Employees and customers of companies like MicroGene Diagnostic Systems (P) Ltd often seek safe and rewarding investment

opportunities but may not have access to reliable, comparative data on different investment avenues. Moreover, with the rise of digital platforms, alternative investments such as cryptocurrencies and online mutual funds have gained popularity, adding further complexity to the decision-making process.

This study is therefore essential to:

- Identify and categorize the most commonly available investment avenues in India.
- Evaluate and compare their historical returns and associated risks.
- Understand investor behavior and preferences, particularly among employees and retail customers.
- Provide strategic insights to MicroGene Diagnostic Systems (P) Ltd for designing employee financial wellness programs and stakeholder investment guidance.

V. SOURCES OF DATA COLLECTION

In any research effort, especially one involving a large financial institution the **quality, reliability, and relevance of data sources** are paramount. This section outlines the specific sources that will be used to gather information for the study of **Investment Avenues Available to Customers and Their Returns**. It distinguishes between primary and secondary sources and explains the rationale behind each selection

Primary Data

These involve original data directly collected or observed during the research process. Primary data was collected to gain insights into investor preferences, behaviors, and awareness levels. This included:

1. **Structured Questionnaires:** Distributed among employees and selected customers of MicroGene Diagnostic Systems (P) Ltd to assess investment patterns and preferences.

2. **Interviews:** Conducted with financial advisors and experienced investors to gather qualitative insights.
3. **Surveys (Online and Offline):** Used to capture broader responses related to risk appetite, investment goals, and satisfaction with returns.

Though not face-to-face or internally commissioned, these materials are considered quasi-primary due to their direct origin from **MicroGene**.

Secondary Data

These refer to data compiled by other entities but used to support, cross-reference, or validate the study. For a project of this nature, secondary data is equally crucial due to the inaccessibility of internal systems. The secondary sources include:

1. **SEBI (Securities and Exchange Board of India)** – Regulatory insights and market reports.
2. **RBI (Reserve Bank of India)** – Interest rates, inflation data, and savings instruments.
3. **AMFI (Association of Mutual Funds in India)** – Mutual fund performance data.
4. **NSE/BSE (Stock Exchanges)** – Equity market trends and index returns.
5. **Government Publications** – Data on PPF, NSC, and tax-saving schemes.
6. **Financial Portals** – Economic Times, Moneycontrol, and Value Research for curated investment data.
7. **Research Journals and Articles** – Supporting literature from academic and financial publications.

VI. TECHNIQUE OF THE ANALYSIS

The analysis of investment avenues and their returns was conducted using a combination of

quantitative and qualitative techniques to ensure accurate interpretation of data and actionable insights. The following methods were employed:

1. Descriptive Statistics

- Used to summarize and describe the basic features of the collected data.
- Metrics such as mean returns, standard deviation, and range were calculated to evaluate performance and risk.

2. Comparative Analysis

- Different investment avenues (e.g., FDs, PPF, mutual funds, equities, real estate, gold, and cryptocurrencies) were compared based on:

1. Return on Investment (ROI)

2. Risk Levels

3. Liquidity

4. Investment Tenure

3. Trend Analysis

- Historical data (2014–2024) was analyzed to observe trends in returns across asset classes.

- Used to understand long-term performance and volatility patterns.

4. Risk-Return Assessment

- Risk-adjusted return was calculated for selected instruments using:

Sharpe Ratio (Return – Risk-Free Rate) / Standard Deviation

- This helped evaluate which investment provided the best returns relative to the risk taken.

5. Survey Data Analysis

Responses from employees and customers were analyzed using:

- Percentage analysis (for preferences, awareness levels)

- Cross-tabulation (to compare responses based on age, income, profession, etc.)
- Likert scale interpretation (for measuring attitudes toward risk, satisfaction, etc.)

6. Qualitative Interpretation

- Insights from interviews and open-ended survey responses were thematically analyzed to understand behavioral and psychological factors influencing investment decisions.

REFERENCES

1. Securities and Exchange Board of India (SEBI). (2024). *Investor Education Resources*. Retrieved from <https://www.sebi.gov.in>
2. Reserve Bank of India (RBI). (2024). *Handbook of Statistics on the Indian Economy*. Retrieved from <https://www.rbi.org.in>
3. Association of Mutual Funds in India (AMFI). (2024). *Mutual Fund Performance Reports*. Retrieved from <https://www.amfiindia.com>
4. National Stock Exchange of India (NSE). (2024). *Historical Market Data*. Retrieved from <https://www.nseindia.com>
5. Ministry of Finance, Government of India. (2023). *Public Provident Fund Scheme and NSC Statistics*. Retrieved from <https://financialservices.gov.in>.
6. Moneycontrol. (2024). *Investment News and Mutual Fund Returns*. Retrieved from <https://www.moneycontrol.com>
7. Value Research Online. (2024). *Mutual Fund Ratings and Analysis*. Retrieved from <https://www.valueresearchonline.com>
8. Economic Times. (2024). *Personal Finance and Market Reports*. Retrieved from <https://economictimes.indiatimes.com>