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A handwritten signature in black ink, appearing to be "Anil", is written over the word "PRINCIPAL".

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A CONCEPTUAL STUDY ON ASSETS UNDER MANAGEMENT IN MUTUAL FUNDS

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An asset under management (AUM) is the total market values of the investments that a person or entity manages take a role on behalf of clients. Assets under management (AUM) are the total market value of the investments that are held by the Mutual Fund. It is the money that the mutual fund is handling for their clients/investors. If an investor has invested Rs. 2, 00,000 in a mutual fund, those funds become part of the total AUM. Assets under management diverge from company to company. Assets under management are the value of investments or resources handled by a mutual fund, wealth management fund, holdings manager and so on. In the calculation of AUM, some financial institutions include bank deposits, mutual funds, and cash in their calculations. It is an aggregate sum of people's finances that any individual or organization controls. The era, AUM incorporates the aggregate sum of finances that a firm oversees for all its clients. Assets under management grow and diminish. They might rise when investment execution is positive or new clients and new assets are brought into the firm. Rising AUM ordinarily expands the fee which the firm creates.

Assets under management may diminish by questionable investment decisions, along with reclamations or withdrawals, together with fund termination, customer abandonments, and other unlikely situations. Lower AUM will bring about lower fees generation. The AUM of an entity is often compared with historical data to express the amount (or lack) of growth. It is also often compared with the AUM of competitors with an increase in AUM evidence of positive performance development. As we know the investment strategies may be capacity constrained. The strategy's investment performance is adversely affected if it manages too much capital. That is to say, its performance is unfavorably affected if its AUM exceeds the strategy's power. As a result, these funds may be closed to new investors and oversubscribed. For such funds, AUM may not be an accurate metric of the fund's success.

OBJECTIVES

1. To understand the concept Asset under Management in Mutual funds.
2. To know Improvement strategies used under Asset under Management
3. To ensure effective organization and decision making in Asset Under Management operations

IMPORTANCE OF ASSET UNDER MANAGEMENT

Assets under management (AUM) are vital measurement of the wealth management sector and the stock investments industry. It is an amount of how much money a financial establishment has contributed on behalf of its customers. It is a way for the company to show the size and achievement of their business. The most popular asset under management is money under management, which incorporates cash, stocks, securities, and more. Total assets under management represent the strength of any financial foundation, as a higher AUM is commonly related to larger incomes. It is according to the size of financial advisor assets under management that decides the position of banks or asset managers. Financial organizations regularly take the help of assets under management to contrast their ranks with rival companies and survey industry patterns. The overall investment in a fund will rise when it gives consistently positive returns. A positive performance can attract new assets and more investors, leading to an increased AUM. Similarly, if there is a dip in the market value or the investment performance, it can decrease the assets. A fund with a large AUM signifies higher



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CERTIFICATE OF PUBLICATION

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