"A Study on Investor Awareness Towards Flexicap Funds in Amravati City"

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Abstract: This study examines the level of awareness among investors in Amravati City regarding Flexi-Cap mutual funds. Flexi-Cap funds are a relatively new category in Indian mutual funds that invest across market capitalizations based on market conditions. The research investigates how much investors know about Flexi-Cap funds, their characteristics, risk-return profile, and investment suitability. A structured questionnaire was used to collect data from 150 investors in Amravati. Statistical tools like descriptive analysis, chi-square test, and percentage method were used to analyze the results. The study reveals moderate awareness, with significant scope for financial education and advisory services.Flexi Cap mutual funds are an emerging and dynamic category of equity-oriented mutual funds that provide fund managers with the flexibility to invest across companies of all market capitalizations—large-cap, mid-cap, and small-cap—without any predefined allocation limits. This adaptability enables fund managers to respond effectively to changing market conditions, sectoral trends, and economic cycles.

Keywords: Flexi cap, Large cap, Mid cap, Small cap

INTRODUCTION:

Mutual funds are pooled investment vehicles managed by professionals that invest in equities, bonds, and other financial securities. In 2020, the Securities and Exchange Board of India (SEBI) re-categorized mutual funds into standardized categories; one prominent category is Flexi-Cap Funds. These funds have the flexibility to invest across large-cap, mid-cap, and small-cap stocks without any mandatory minimum allocation. The objective of this study is to assess investor awareness of Flexi-Cap funds in Amravati City, Maharashtra — a growing urban center with increasing financial literacy. Flexi Cap Funds are a category of equity mutual funds that offer investors the flexibility to invest across companies of all market capitalizations — large-cap, mid-cap, and small-cap stocks—without any predefined allocation limits.

LITERATURE REVIEW:

➢**Ashok Vyas, Dr. Kamini Shah (Oct 2025):** The present study evaluates the performance of selected Flexi Cap Equity Mutual Funds in India using measures ofperformance evaluation, namely average return, standard deviation, beta, sharp Ratio,Jension's Alpha Ratio, and Treynor's Ratio, for a sample of 14 Flexi Cap mutual fundswith regular growth options selected on the basis of the availability of consecutive data during the period 1st April 2013 to 31st March 2023. The data has been taken from various websites of mutual fund schemes and from amfiindia.com. The analysis shows that the majority of funds selected for study have outperformed under the Sharp Ratio as well as the Treynor's Ratio. In the present research, the lowest risk and best return flexi Cap Fund is Parag Parikh Flexi Cap Fund and JM Flexi Cap Fund, while the highest risk and highest return is Quant Fund. LIC Flexi Cap fund underperformed other Flexi Cap funds. Most of the funds' returns were similar to other Flexi Cap funds. (Flexi Cap Mutual Funds, Performance Evaluation, Risk and ReturnAnalysis, Sharpe Ratio, Treynor's Ratio)"

➢ **Gupta (2022)** conducted a Study on the Top 5 Midcap Equity Funds in a Comparative Analysis of Mutual Funds Schemes .Five mid-sized equity funds—midcap funds—were the subject of the study. The examination of five midcap equity funds was compared using five years' worth of data. Five midcap equity fund returns, five midcap equity fund betas, five midcap equity fund Sharpe ratios, and five midcap equity fund Treynor's ratios the goal of this study was to assess equity-based mutual fund plans. Investigations were conducted over a five-year period between January 2013 and September 2018 on a total of 21 schemes offered ishby two public sector and two private sector companies. A risk- return connection and the Capital Asset Pricing Model (CAPM) were both used in the analysis. were e used in the comparison. The analysis found that the Sharpe ratio and beta were the most accurate metrics. This study was titled "Comparative Study on Selected Mutual Funds." The evaluation of the performance of equities funds, liquid funds, balanced funds, gilt funds, income funds, and index funds is the main objective of the study.

➢ **Sureshbhai, Sharma Durgesh (2021) :** in their paper titled "A Study on Comparison of Mutual Fund Schemes". In the study, the researcher analysed the performance of 5 AMCs to determine which AMC outperformed the others. Goals of the Research was to determine which of a few mutual funds offers a better return at a lower risk to conduct a comparison of a few different mutual fund plans, analyse the risk and return of various mutual fund plans. The performance of the mutual fund schemes was compared to their benchmark return in order to determine which mutual fund was offering investor's the higher return over the course of five years. The descriptive form of research design that was employed in this project serves as the foundation for the investigation. This study employed secondary data that was gathered from numerous research papers. The study took into account the five-year period from 2016 to 2020. In order to quantify return volatility, this study used the statistical tools and techniques Alpha, Beta, standard deviation, and Sharpe ratio. And it was found that the stock plans offer a return in exchange for taking a risk, whereas the debt schemes offer a return with no risk. The benchmark return was less, but the large-cap fund delivered a superior return. A better return was provided by the small cap fund, the Nippon small cap fund 17.11%, although the risk was also substantial. In comparison to other AMCs, ICICI's low duration fund has given or provided a greater return over the past year (7.78%) and over the past five years (compared to other AMCs). The ICICI

RESEARCH METHODOLOGY: Research methodology is the systematic process followed to execute a study, including selection of the research design, data collection techniques, sampling methods, and data analysis. It makes the research systematic, reliable, and valid, so accurate inferences can be drawn. Based on the purpose of the study, it may be qualitative, quantitative, or mixed- methods. Ethical principles like confidentiality and consent are also part of upholding research integrity. The research methodology outlines the systematic approach adopted to carry out this study on Flexi Cap Mutual Funds in Amravati City. It defines the framework through which the research objectives are achieved, data is collected, analyzed, and interpreted to draw meaningful conclusions. The present study is both descriptive and analytical in nature. The descriptive aspect aims to explain the level of investor awareness, perception, and preferences toward Flexi Cap Mutual Funds.

3.1 Objectives

The study is likely to include research objectives aimed at addressing this research problem.

These objectives may involve

1) To evaluate the level of awareness about Flexi-Cap funds among investors in Amravati.

2) To identify the sources of information that investors rely on.

3) To assess the investment preferences related to risk and returns.

4) To analyze the relationship between demographic factors (age, education, income) and awareness levels.

3.2 Research Design

Experimental Research:

The study adopts a descriptive research design to analyze investor awareness, perception, and behavior towards Flexi Cap Funds. This design helps in describing the characteristics of a

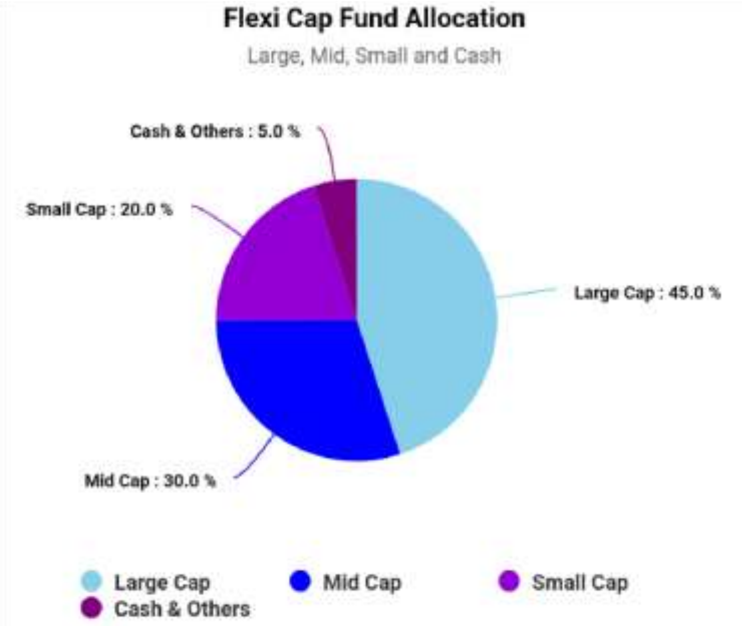
specific group of investors and understanding their awareness level, preferences, and decisionmaking patterns. A descriptive research design is used to describe and interpret the characteristics of investors and their investment patterns.

DATA INTERPRETATION:

The following table and graph shows the regular platforms used by respondents for news consumption

Flexi cap Fund Allocation

Market Cap	Allocation (%)
Large Cap	45%
Mid Cap	30%
Small Cap	20%
Cash & Others	5%
Total	100%



Interpretation:

From the above table and graph, we can interpret that 45% of respondents use large cap, 30% use mid cap, 20% use small cap and remaining, 5% respondents use other allocation.

Analysis:

Flexi Cap Mutual Funds are equity-oriented schemes that provide fund managers the freedom to invest across large-cap, mid-cap, and small-cap stocks without any predefined limits.

FINDINGS AND CONCLUSIONS

Findings

1) The study reveals that flexi cap mutual funds offer significant investment flexibility by allowing fund managers to invest across large-cap, mid-cap, and small-cap stocks.
2) It is observed that the absence of fixed market-capitalization limits enables dynamic assetallocation in response to changing market conditions.
3) Flexi cap funds are predominantly equity-oriented, with a minimum of 65 percent investmentin equity instruments, making them suitable for long-term wealth creation.
4) The findings indicate that flexi cap funds reduce portfolio rigidity compared to other equityfund categories.
5) These funds are widely perceived as a core investment option for long-term financial planning.
6) The study finds that flexi cap funds generally exhibit lower volatility than pure mid-cap or small-cap funds.
7) During periods of market fluctuations, flexi cap funds demonstrate better downside protection due to diversified exposure.
8) The performance of flexi cap funds is largely influenced by the investment strategy andexpertise of the fund manager.
9) Investors with moderate to high risk tolerance show a higher preference for flexi cap mutualfunds.
10) Systematic Investment Plans (SIPs) in flexi cap funds help investors benefit from rupee costaveraging.

Conclusion

Flexi Cap Mutual Funds emerge as a versatile and dynamic investment option for investors seeking long-term wealth creation with flexibility in portfolio allocation. By investing across large-cap, mid-cap, and small-ca lstocks without rigid limits, flexi cap funds allow fund managers to adapt to changing market conditions and capitalize on emerging opportunities. This flexibility helps in balancing risk and return more effectively compared to category-restricted funds.For investors, flexi cap funds offer the advantage of diversification across market ,capitalizations, reducing dependency on the performance of a single segment. They are particularly suitable for investors with a moderate to high risk appetite and a long-term investment horizon, as they can benefit from both stability of large-cap stocks and growth potential of mid- and small-cap stocks.

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