

Views of Investors on Various Portfolios Advisory services provided by Asset management business entities

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Abstract:

For the purpose of attaining specific investment objectives, a professional money manager can oversee a client's portfolio, which includes debt, structured products, stocks, cash, fixed income, and other various individual securities. This service is known as Portfolio Management Services (PMS). Unlike investors in mutual funds, those in PMS have their own unique security for each fund. The financial objectives and individual tastes of PMS investors are fully customizable. A select set of customers get individualized investing solutions from PMS. People or organizations with a lot of wealth might be customers. The investing approach used by each PMS is distinct. It is recommended that investors think about investing in the PMS approach if it aligns with their financial goals. Investors need to examine a variety of PMS data before settling on an investment choice. Criticisms like pre-purchase conditions are examples of this. Investors must be fully satisfied with the high-quality post-purchase services offered to them. Investors' views on different parts of post-purchase services are therefore examined more thoroughly. Investors should be aware of the fact that there are several hazards associated with PMS investing in order to safeguard their capital. Therefore, we take into account the investor's assessment of the risk linked to PMS. Consideration of investor demographics is also required to ascertain if investor satisfaction levels are influenced by gender, age, marital status, educational attainment, and profession.

Keywords: Portfolio Management Services (PMS) , Investment Strategy, High Net Worth Individuals (HNWIs), Institutional Investors, Personalized Security, Debt Securities

Introduction

Indian financial services revolve on markets for financial institutions, products, and services. They all play an important role in ensuring that the fund's resources run smoothly. Offering structured services to investors is the main objective of India's financial services. In 1991, with the introduction of the LPG (Liberalization, Globalization, and Privatization) doctrine, the change started. Since economic reforms in 1991, the public sector has played a more dominating role, while the private sector has exercised more control over industrial activity. The capital market in India grew substantially over the second round of reforms. Reforms in the governmental and financial sectors, as well as changes to industrial investment policies and fiscal policies, constitute the second wave of changes. Over the last 20 years, Indian financial services have grown substantially in both geographic reach and financial distribution. In order to find and assess better market possibilities, investors employ their usual investing and saving habits. Investors in India are increasingly looking for hybrid investing choices that provide reduced risk and more stability[1][2]. A person's financial future is at stake in the now-more-important choice of investing with a long-term perspective. Everybody saves and invests some of their money. Prior to making any investments, investors should ascertain their risk tolerance and financial objectives. Due to the fact that everyone has unique financial objectives, financial planning is crucial for all individuals. If done properly and on time, financial planning is an ongoing process that will provide rewards in the end. Goals related to money need to be clear, prioritized, communicated, and practical. The capacity to save and invest is fundamental to human existence. Their future financial objectives may be significantly advanced with the money they save and invest today. Proactive investing methods are necessary since the future is uncertain. Investor behavior has changed considerably over the years due to the proliferation of investment choices such as fixed deposits, term deposits, etc. Indian investors are also exploring equity-related investment opportunities. Corporate securities, deposits at public and private banks, mutual fund schemes, portfolio management services, postal deposits, government and semi-government securities, and other investment choices are accessible today[3].

Any of these choices might be turned into a product and sold. Managing a person's or a group's financial resources is known as fund or asset management. Investment firms known as asset management companies (AMCs) oversee the money and assets of retail investors in securities in accordance with their investment goals. By providing a range of investment alternatives, such as mutual fund schemes and portfolio management services, to both small and big size investors, fund

management organizations often provide liquidity, diversity, and expert management consulting services for all clients[4]. In order to achieve their long-term financial objectives, high-net-worth individuals often turn to asset management companies (AMCs) for portfolio management services. In order to fund a particular investment, AMC'S pool the funds of many investors. After that, the funds are put into various assets such as stocks, bonds, and instruments offered by money markets. Each investor owns a unit, which represents a portion of the Fund's assets. After deducting certain charges, the Net Asset Value (NAV) of a scheme establishes the distribution of income or profits among the investors of the fund. Investments in debt, structured products, equities, cash, fixed income, and other specialized securities can be managed by a professional money manager through the Port-folio Management Service (PMS), which is available to port-folio managers. In contrast to those who invest in mutual funds, PMS investors have individual security for each fund. Investors in PMS may tailor their investments to their own needs and preferences in terms of both money and lifestyle[5].

A select set of customers get individualized investing solutions from PMS. Significant wealth A customer might be an individual or an entity. Offerings are attractive to investors seeking bespoke investment solutions, long-term wealth creation, and top-tier services, as well as those interested in asset classes such as stocks and equity-related securities. An investor may work with a portfolio manager to reorganize his current stock, bond, or mutual fund holdings in addition to providing cash. Conversely, the Portfolio Manager is fully occupied with selling off existing assets to make room for newer acquisitions. If a PMS investor went straight to the capital market, their tax burden wouldn't change. In this respect, the investor would be well to consult with his tax advisor[6]. If the investor needs help figuring out their tax obligations, the Portfolio Manager should provide them an audited statement of finances at the conclusion of each fiscal year. The entire invested amount is susceptible to loss, which varies depending on the security selected, as is the case with all PMS investments. For instance, compared to investing in bigger companies, the risk associated with small and medium-sized company investments is greater.

Constructing a solid portfolio is the first stage of investing in PMS. If investors want to be sure they reach their goals, they need to make sure their portfolio can handle those goals in the long run. Many things change over time, thus other elements must be monitored and adjusted accordingly. Investors have the greatest difficulty in monitoring their portfolios due to the absence of data collected after purchases. In order to keep tabs on all the moving parts of their assets, investors rely on Asset Management Companies (AMCs) for reliable post-purchase services. Why? Because the fund houses' services are essential to the operation's overall performance[7]. The timely delivery of certificates, the collecting of subscriptions at convenient places, the payment of dividends promptly, and information about new schemes are among the services that investors anticipate whenever they make an investment in an investment plan. The quality and satisfaction of the post-purchase services offered to investors must be top-notch. As a result, we take a closer look at how respondents felt about different parts of services provided after the sale. We take into account the investor's assessment of the risk linked to PMS. There is a wide range of variables that impact investors' decisions to acquire PMS. When deciding whether or not to go forward with an investment opportunity, the existence of risk is paramount. No matter the kind of investment, risk is always there. An investor's risk appetite and the prevailing market emotions at the time of investing determine the investor's readiness to take risk. Whether or whether an investor is willing to take a risk depends on their level of market expertise, their income, and their level of trust in the market's volatility. Agents and other financial advisers are a common way for portfolio management systems (PMS) to disseminate information to investors[8][9]. Although PMS agents are quite forthcoming with information on fees and regulations, they fail to disclose any extra hazards to their customers. This lack of openness prevents investors from being fully informed about the dangers involved with PMS investments. Investors should be aware of the fact that there are several hazards associated with PMS investing in order to safeguard their capital. When considering if this investment is suitable for them, it is important to take into account their existing financial condition[10].

OBJECTIVES

1. To understand the Portfolio Management Services (PMS) offered by Asset Management Companies (AMCs)
2. To evaluate the pre purchase requirements & post purchase services of the investors of Portfolio Management Services.
3. To analyse the investors risk perceptions on Portfolio Management Services.
4. To identify the most influencing demographics of PMS investors and their impact on investment decisions.
5. To suggest suitable recommendations to the AMCs and Investors to better Portfolio Management Services and satisfaction levels, respectively.

Overview Of Asset Management Companies

India is home to 45 asset management organizations (AMCs), often known as shared asset houses. In order to learn about the needs of investors before and after purchasing Portfolio Management Services (PMS), as well as their perceptions of risk, a sample of 25 AMCs were chosen for this research. The 25 asset management firms (AMCs) that were chosen provide mutual funds and portfolio management services. Their QAAUM is 30,27,713 crore rupees. Over the last decade, the Indian mutual fund industry's assets under management (AUM) have increased fivefold, rising from 6.95 trillion rupees on October 31,

2011, to 37.33 trillion rupees on October 31, 2021. There were a total of 11.44 crore accounts (or folios, in mutual fund lingo) as of October 31, 2021. While there were around 9.34 crore folios under Equity, Hybrid, and Solution Oriented Schemes, with the retail sector accounting for the most investment. In order to invest their clients' money in various securities and other assets, asset management companies collect client funds and invest them in a number of ways. Some examples of such investments are stocks, bonds, and other forms of financial instrument. Fund managers are employed by asset management businesses to supervise the overall investment choices made with respect to the pooled funds. Managers of pooled funds are responsible for making broad investment choices on their behalf. Professionals with extensive expertise in the stock market and investment industry are known as fund managers[11]. Making sure investments are in line with investor goals and finding good investment possibilities in a dynamic market are their top priorities. Making money via productive investments is, of course, the end aim of their investing strategy. whether you want to know whether your investment will be lucrative, you should look at market risk, the state of the economy, and industrial analysis. To minimize risk, a debt-fund may, for instance, put its money into risk-free government bonds.

One component of an asset that helps keep track of all the moving parts and interests in different portfolios is the asset management company. Approval from SEBI, India's Securities and Exchange Board, is necessary for the AMC to progress. Buying into an AMC is like buying into a portfolio of assets that the AMC is selling to the general public. Following this, the decision-making process regarding investments and their potential profitability for the investors is left to the discretion of the fund management. Mutual funds run by reputable asset management firms (AMCs) tend to be more popular among investors. Consequently, gauging the AMC's standing in the industry is crucial[12].

What follows is a rundown of what an AMC does: Allocation of Assets: The AMC's ability to consistently earn investors' trust depends on its ability to prudently choose and invest in a wide range of equities and debt instruments. Conversely, the fund manager is responsible for managing the money and distributing the pooled amount across different asset classes; it is their discretion as to when acquisitions and sales are made[13].

A substantial time and financial commitment is required to do thorough market research and build a portfolio in light of present market circumstances and economic considerations. A Fund Manager and their team of analysts analyze the market and make a conclusion based on that information. Developing a diversified portfolio that can maintain its value through thick and thin is the holy grail of fund managers. Consideration of the risks connected with each asset type is done before constructing a portfolio[14].

Evaluation of Performance: Asset Management Companies (AMCs) are answerable to their shareholders for the returns on their assets. Regular and thorough evaluation of the fund's performance, including metrics like net asset value (NAV), returns, and other relevant information, is essential for avoiding investor criticism and a poor reputation[15].

Points to remember before choosing an AMC

It is very essential that investors look into the AMC's history thoroughly. Investors would be wise to be abreast of any news about asset management firms (AMCs), even though these entities are obligated to make investments in line with the investment aim. Changes in fund management, the success of a fund-managed plan, and similar events are all examples of such causes.

When choosing an asset management firm, investors should keep in mind the following:

The AMC's standing in the market: No matter the state of the market, building a reputation takes time. There are a number of elements that contribute positively to the organization's attempts to create its image, including consistent performance, frequent management changes, and a clean record. Keeping tabs on all the relevant information about the AMC is crucial for the investors.

When investors put their money into a reserve, that person is known as the reserve administrator. They are in great demand because of their extensive knowledge of the market and the financial markets. Therefore, it is essential to closely monitor the fund manager's credentials and professional background.

Overview Of Portfolio Management Services

An array of several investment products is called a venture portfolio. After understanding the risk element, the importance of improvement in speculating became clear. Expansion may be a useful tool for reducing the risk associated with a business in speculation. The risk-reward profile of a bet can only be improved by diversification. Both the potential rewards and the risks of an enterprise are influenced by the investor's risk tolerance and investment philosophy. To hedge against growth and unpredictability in the economy, financial supporters should regularly use supporting instruments. Portfolio managers provide investors the opportunity to earn attractive potential returns, and the enhancement option is often used to guarantee against

growth. Regardless, portfolio management allows them to implement market interest hypothesis across all of their company sectors, despite the abundance of available speculative choices. One way to diversify one's financial risk is to build a diversified portfolio that includes stocks, bonds, government bonds, units, and other financial assets[16]. A financial backer's "speculation portfolio" is a collection of assets that are to be managed as one entity. The execution of monetary development, changes in stock or accessibility, loan fees and growth, climatic movements, geographical hazards, and other factors all affect the cost of ventures. Limited liquidity could be a result of the market's harsh circumstances. Investors find it difficult to do extensive investigation of some investment choices due to a lack of openness. If the investor's futures or OTC derivatives investments don't pan out, they can be subject to higher margin calls. The invested asset's value could go up or down significantly. Once the potential dangers of the investment have been carefully considered, the supporter looks for a safer option that will yet provide a respectable return. That being said, portfolios can be the way to go for investors that lead hectic lives[17][18]. A well-diversified portfolio should aim to maximize profits while minimizing losses. Reviewing and evaluating securities is a part of portfolio management, which also includes creating, selecting, and building a portfolio. Expert portfolio managers are characterized by their capacity to strike a balance between the three interrelated objectives of safety, liquidity, and return. Portfolio managers need to weigh the merits and demerits, opportunities and threats, of the various investment options available in order to maximise return within a predetermined risk tolerance. These options may include, but are not limited to, domestic versus international, development versus security, and many more trade-offs. Revision of a portfolio is a process that relies heavily on time. The perfect market would have management selling at the peak and us buying at the bottom. Investors may rebalance their portfolios, moving from bonds to stocks when the market is bullish and vice versa when the market is bearish. They need to keep an eye out for chances to purchase high and sell cheap. The Securities and Exchange Board of India (SEBI) has identified vendor banking as a vendor banking activity. In order to ensure that portfolio management services are provided in an acceptable and professional manner, the Securities and Exchange Board of India (SEBI) has issued a number of regulations. Only companies that have received approval from India's Securities and Exchange Board (SEBI) may administer the executive's portfolio. Providers of administrations are required by SEBI to keep their clients up-to-date on any modifications to the portfolio managers' arrangements. Following the rules and regulations is essential for anybody working as a trader bank's portfolio supervisor[19].

Investor Type	Advisory Service	Investor Views / Expectations	Common Feedback
Conservative	- Discretionary Portfolio Management - Non-Discretionary Advisory Services	- Focus on capital preservation - Lower risk tolerance - Regular income - Transparency in fees and performance	- Preference for stable, income-generating assets - Concerns over high management fees - Expectation of thorough risk analysis
Moderate	- Discretionary Portfolio Management - Customized Portfolio Solutions - Robo-Advisory Services	- Balanced risk-return profile - Moderate risk appetite - Growth potential with some income	- Request for a mix of bonds and equities - Interest in diversified asset allocation - Want customized advice at moderate cost
Aggressive	- Discretionary Portfolio Management - Robo-Advisory - Algorithmic/Quantitative Trading Portfolios	- High risk appetite - Focus on high returns - Willing to take volatility	- Expectation of fast decision-making - Interest in emerging markets, tech stocks, or alternatives - Less sensitive to advisory fees if returns are attractive

High Net Worth (HNW)	- Customized Portfolio Solutions - Private Wealth Advisory - Discretionary Portfolio Management	- Tailored investment strategies - Personalized service - Access to exclusive investments (private equity, hedge funds)	- Require high levels of communication and reporting - Prefer fee structures aligned with performance - Expect tax-efficient and estate planning advice
Institutional	- Discretionary Portfolio Management - Quantitative/Algorithmic Trading Strategies - ESG Portfolios	- Strong risk management controls - High liquidity - Compliance with ESG regulations and benchmarks	- Demand transparency in asset management processes - Want detailed performance reports and benchmarks - Expect low fees relative to AUM (Assets Under Management)
Millennial/Gen Z	- Robo-Advisory Services - ESG-focused Portfolios - Thematic Investing (e.g., tech, renewable energy)	- Interest in sustainability and ethical investing - Tech-savvy and prefer digital platforms - Cost-conscious	- Seek low-cost digital solutions (Robo-advisors) - Expect investments aligned with their personal values - Prefer mobile, app-based portfolio management tools

Table 1.: Views of Investors on Portfolio Advisory Services**Statistical Tools To Analyse The Demographics Of Pms Investors**

If one of the Assumptions of parametric test is violated then the non-parametric test is applied. The normality test is used to analyse the demographics and investment decision variables.

Table- 2 Tests of Normality						
	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Preferred Schemes by the Investors	.410	399	.000	.688	399	.000
Satisfaction Levels of Pre Purchase Requirements	.282	399	.000	.777	399	.000
Satisfaction Levels of Post Purchase Services	.222	399	.000	.852	399	.000
Satisfaction Levels on Risk Perceptions	.282	399	.000	.699	399	.000

Table 2 demonstrates the study information is not normally distributed, as evidenced by the fact that the Kolmogorov-Smirnov sig. values of different satisfaction levels are less than 0.05. Consequently, non-parametric tests are used to analyse the data and draw conclusions.

The different variables considered for study are Gender , Age, Marital status , Educational qualification, occupation, Satisfaction levels of Pre purchase requirements, Satisfaction levels of Post purchase services & Satisfaction levels of Risk perceptions. We used a Likert scale with five ratings like strongly disagree, disagree, neutral, agree, and strongly agree. A Google form was utilised to gather reactions from financial backers on satisfaction levels of portfolio management services.

Table – 3 Demographic Profiles					
S.No	Demographics		Frequency	Percent	Cumulative Percent
1	Gender	Male	291	72.2	72.2
		Female	112	27.8	100.0
		Total	403	100.0	
2	Age	Below 30 years	90	22.3	22.3
		Between 30-40 years	138	34.2	56.6
		Between 40-50 years	76	18.9	75.4
		Above 50 years	99	24.6	100.0
		Total	403	100.0	
3	Educational Qualification	Up to 10th	47	11.7	11.7
		Up to 12th	37	9.2	20.8
		Graduation	65	16.1	37.0
		Post Graduate	139	34.5	71.5
		Professionals	115	28.5	100.0
		Total	403	100.0	
4	Marital Status	Unmarried	136	33.7	33.7
		Married	229	56.8	90.6
		Widow/widower	38	9.4	100.0
		Total	403	100.0	
5	Occupation	Government employees	13	3.2	3.2
		Private employees	9	2.2	5.5

Table 3 lists all the demographic variables that were considered for the study. A total of 403 sample respondents were surveyed, out of which 291 (72.2 %) are males and 112 (27.8 %) are females. In this study, age is divided into 4 groups: Below 30 years of age 90 (22.3 %), Between 30-40 years of age 138 (34.2%), Between 40-50 years of age 76 (18.9%) & Above 50 years of age 99 (24.6%). Up to 10th Standard, up to 12th standard, Graduation, Post-graduation, and Professional are the 5 levels in education that are considered to know the level of education of sample investors. Among the 403 respondents, 47 (11.7 %) were studied up to 10th standard, 37 (9.2%) studied up to 12th standard, Graduates 65 (16.1%), post graduates 139 (34.5 %) & Professionals 115 (28.5%). The un-married respondents are 136 (33.7 %), Married 229 (56.8 %) & Widow/widower 38 (9.4%). The investors' occupational background is represented as Government employees, Private employees, Business People, Professionals, and others. According to the data in the table, 13 respondents (3.2 %) are government employees, 9 respondents (2.2 %) are private employees, 51 respondents (12.7 %) are Business People, 132 respondents (32.8%) are professionals & 198 respondents (49.1 %) are others out of 403 respondents.

Table – 4 Investment Decision Variables				
Satisfaction Levels of Pre Purchase Requirements				
S. No		Frequency	Percent	Cumulative Percent
1	More Unsatisfied	13	3.2	3.2
	Unsatisfied	10	2.5	5.7
	Neutral	51	12.7	18.4
	Satisfied	135	33.5	51.9
	More Satisfied	194	48.1	100
	Total	403	100	
Satisfaction Levels of Post Purchase Services				
		Frequency	Percent	Cumulative Percent
2	More Unsatisfied	41	10.2	10.2
	Unsatisfied	47	11.7	21.8
	Neutral	72	17.9	39.7
	Satisfied	122	30.3	70
	More Satisfied	121	30	100
	Total	403	100	
Satisfaction Levels of Risk Perceptions				
		Frequency	Percent	Cumulative Percent
3	More Unsatisfied	13	3.2	3.2
	Unsatisfied	10	2.5	5.7
	Neutral	51	12.7	18.4
	Satisfied	135	33.5	51.9
	More Satisfied	194	48.1	100
	Total	403	100	

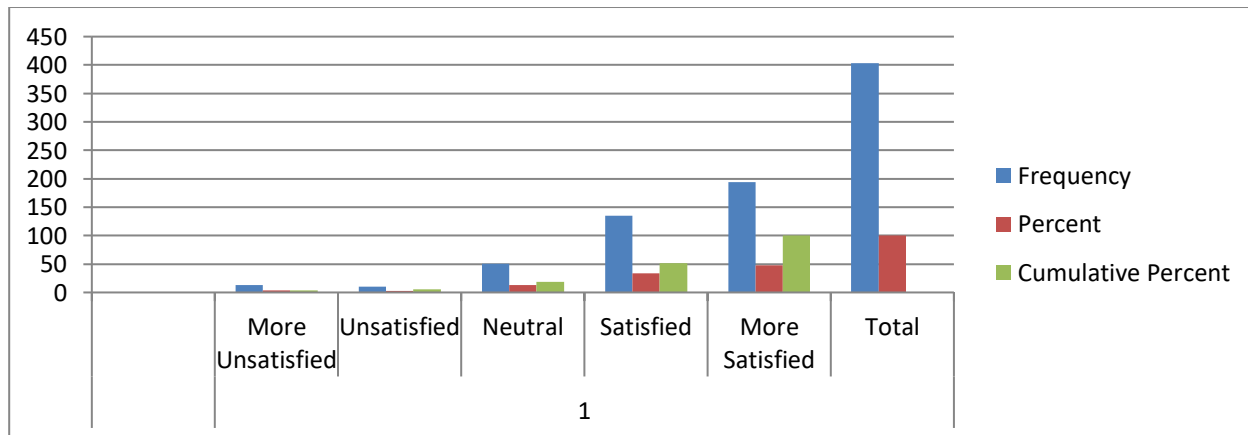


Figure 1.Satisfaction Levels of Pre Purchase Requirements

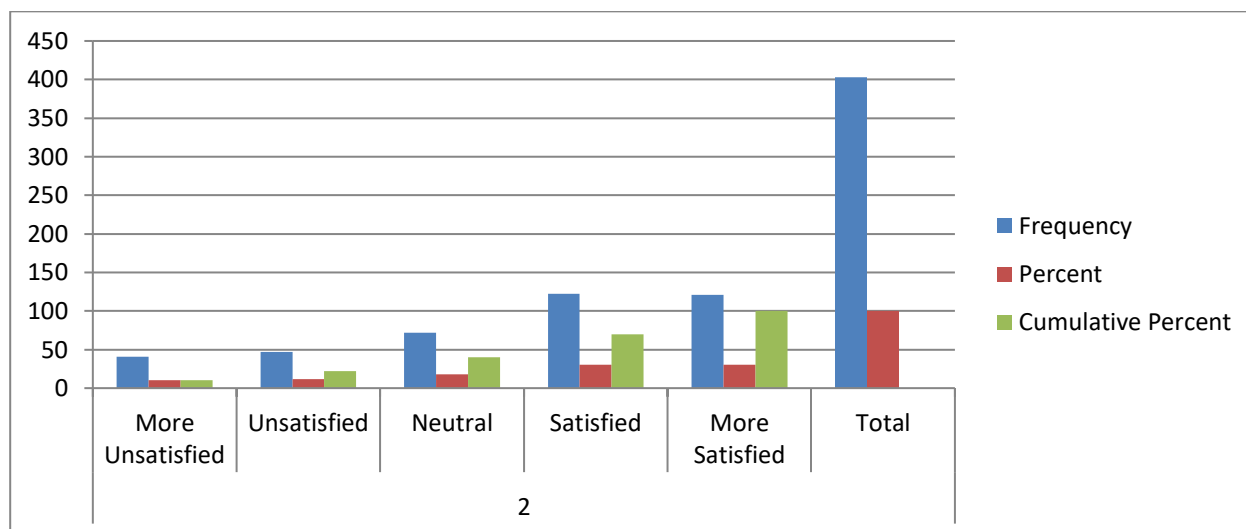


Figure 2.Satisfaction Levels of Post Purchase Services

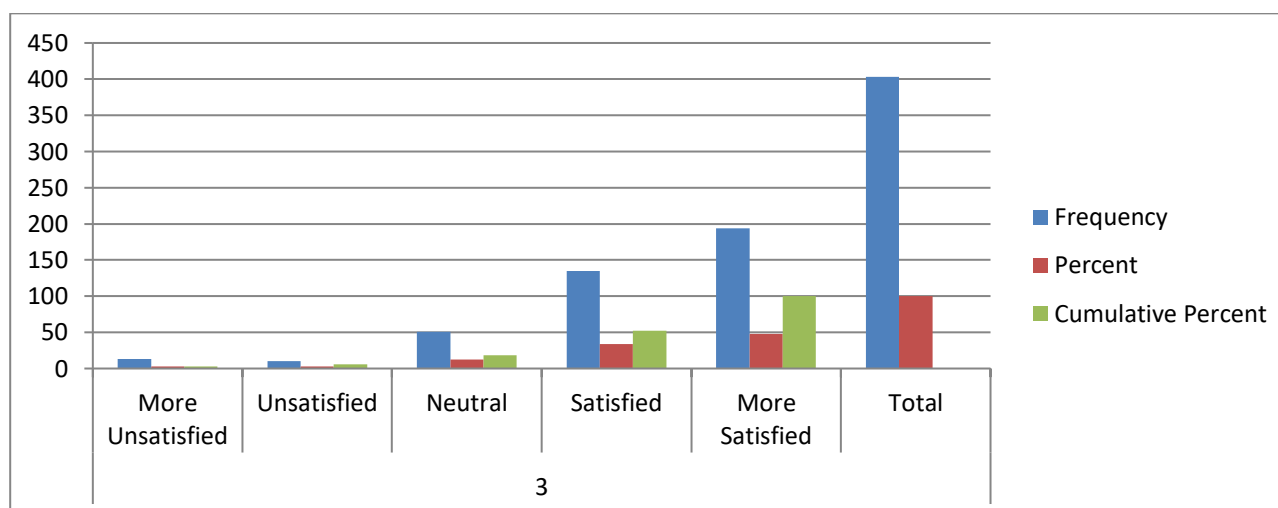


Figure 3.Satisfaction Levels of Risk Perceptions

Table 4. satisfaction levels of investors on pre purchase requirements, post purchase services and risk perceptions. From the table it is clear that investors' satisfaction with the pre purchase requirement for investing in PMS demonstrate that the majority of respondents are more satisfied 194(48.1%), 135(33.5%) are satisfied, 51(12.7%) are neutrals , 10(2.5%) are un satisfied and 30(3.2%) are More unsatisfied. From the table it is clear that investors' satisfaction levels with the post purchase requirement for investing in PMS demonstrate that the majority of respondents are more satisfied 121 (30%), 122 (30.3%) are satisfied, 72 (17.9%) are natural , 47(11.7%) are un satisfied and 41(10.2%) are More unsatisfied. From the table it is clear that investors' satisfaction levels with the pre-purchase requirement for investing in PMS demonstrate that the majority of respondents are more satisfied 194 (48.1%), 135 (33.5%) are satisfied, 51 (12.7%) are natural, 10 (2.5%) are un satisfied and 30 (3.2%) are More unsatisfied

Key elements of Portfolio Management Services

Asset allocation: An asset component is a necessary part of every investment. Appreciation of an investor's assets leads to a rise in their capital. Any investing plan must include asset allocation. Allocating assets requires careful preparation with the help of contemporary investing methods and instruments. Positive returns for investors are guaranteed by any well-planned and organized asset allocation strategy. Making the improper allocation will interrupt the investors' investing cycle. Reduced risk is a result of well-allocated assets. A number of considerations impacting the investment must be made prior to the distribution of funds. Maximizing the production of wealth for investors in the quickest possible period should be the primary objective of asset allocation[20].

Diversification: The term "diversification" refers to the practice of spreading out a large investment's potential returns among a number of different low-risk activities and investments. Diversifying an investor's holdings over a number of different companies, industries, or geographic regions may greatly benefit their portfolios. Diversifying one's assets may help lower risk, according to current thought. Timely diversification of investment portfolios is crucial for protecting against losses caused by unpredictability and making profits based on market circumstances. Investment portfolio risk factors may be mitigated with its help[21].

Types of portfolio management services

Dynamic Portfolio Management benefits: As its name implies, a well-run portfolio the board administration is one in which the portfolio managers actively trade protections to help their clients make the most money possible. Discerning investment Advisory services: The portfolio supervisor oversees a basic portfolio that is designed to align with the present market situation, which is an unbiased bet that executives profit from.

Discretionary Portfolio Management services: Executives' Optional Portfolio Management Services: In this scenario, an individual delegates authority to a portfolio manager to take care of their financial matters without their direct involvement. In return, the portfolio manager attends to the client's every investment-related requirement, such as handling the relevant paperwork, records, and filing. When the portfolio director has complete discretion over all decisions made on behalf of their client, this is called discretionary portfolio management.

Non-optional Portfolio Management administrations: Portfolio that is not optional In terms of scope and depth of service, the board administrations are diametrically opposed to the discretionary portfolio administrations of the executives. A portfolio manager meets with clients and advises them on the best way to invest so that each supporter may reap the most possible reward.

Analysis Of Prepurchase Requirements & Post Purchase Services

Establishing reasonable financial goals is the first stage in attaining fruitful investing outcomes. Immediate goals for investors can include saving for a down payment on a high-end house, covering the cost of a child's wedding, covering the cost of education, or guaranteeing a happy retirement. They can better estimate the amount to invest, the expected return on investment, and the timing of withdrawals from their assets if they first establish clear objectives. The effectiveness of a long-term investing plan using PMS might be highly dependant on the sort of PMS chosen. Each PMS has its own distinct approach to investing. It is recommended that investors think about investing in the PMS approach if it aligns with their financial goals. Consequently, investors look at a lot of PMS data before deciding to invest. They gather data from many sources, evaluate it, and finally settle on a course of action. Therefore, prerequisites for pre-purchase are thoroughly examined. Constructing a solid portfolio is the first stage of investing in PMS. If investors want to be sure they reach their goals, they need to make sure their portfolio can handle those goals in the long run. Many things change over time, thus other elements must be monitored and adjusted accordingly. Investors have the greatest difficulty in monitoring their portfolios due to the absence of data collected after purchases. Asset Management Companies (AMCs) provide investors with high-quality post-purchase services that allow them to manage their assets effectively. Why? Because the fund houses' services are essential to the operation's overall performance. The timely delivery of certificates, the collecting of subscriptions at convenient places, the payment of dividends promptly, and information about new schemes are among the services that investors anticipate whenever they make an investment in an investment plan. The investors must be fully satisfied with the high-quality post-purchase services that are supplied to them. As a result, we take a closer look at how respondents felt about different parts of services provided after the sale. We go at the investor's thoughts on the dangers of PMS in great detail. Investors buy PMS because to the fact that a lot of things impact their selections.

When deciding whether or not to go forward with an investment opportunity, the existence of risk is paramount. No matter the kind of investment, risk is always there. How much risk an investor is ready to take depends on their risk appetite as well as the market sentiment that prevails at the time of the initiative. Whether or whether an investor is willing to take a risk depends on their level of market expertise, their income, and their level of trust in the market's volatility. A large number of PMS promote their riches to potential investors via agents and other types of financial advisers. While PMS agents are quite forthcoming with information on fees and regulations, they fail to disclose additional risks to their customers. This lack of transparency prevents investors from fully understanding the risks associated with PMS investments. Investors should be aware of the fact that there are several hazards associated with PMS investing in order to safeguard their capital. When deciding whether this investment is right for them, it's important to assess their present financial condition..

Conclusion

Personalized portfolio advising services that take into account each investor's specific needs, risk tolerance, and investment objectives are becoming more popular. Clients, especially HNWI's and institutional investors, are more likely to be satisfied

with asset managers that provide tailored solutions. An important consideration for investors when selecting a portfolio advising service is the way the organization handles risk. In order to safeguard their assets in uncertain markets, investors rely on asset management firms to conduct comprehensive risk assessments and devise effective solutions. Extra care and reassurance are usually necessary when dealing with high-risk investments. In order to keep their investors happy and loyal, asset management companies need to provide portfolio advisory services that are accessible, transparent, and tailored to each investor's needs. For today's market to cater to the varied demands of investors, it is crucial to strike a balance between performance, risk management, cost-efficiency, and post-purchase assistance.

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