**Abstract**

 There are a lot of investment choices and one must select the most appropriate one. The person dealing with the investment must know all the various investment products and the feasibility to choose for the purpose of attaining the overall objectives. Primary data have been collected from 500 respondents through a structure questionnaire covering salaried peoples working in Private sector of Coimbatore District. The sampling technique followed in this study is convenient sampling. In order to analyze the collected data, Chi-square and Friedman Rank Test tools were used. This study examined on employees’ preference for investment in different investment avenues of Coimbatore city. The study concluded that majority of the Private employees prefer to invest due to safety of money, Tax benefits, Regular Returns and Long Term Benefit.