**Abstract**

Investment is the utilization of funds on assets with the aim of earning income or capital appreciation. Investment is the most important fixation for today. The salaried people are earning more, but they do not know where, when and how to invest it. A proper understanding of money, its value, the available avenues for investment, various financial institutions, the rate of return etc., are essential to successfully manage the employees finance for achieving life’s goal. Through this study, an analysis has been made into preferred investment avenues among salaried peoples in Coimbatore District, Tamilnadu, India. The results highlight that certain factors like education level, employment, age of employees, income and expenditure and savings significant impact while deciding the investment avenues. The Government employees here are referred as salaried people. The study is based on personal interviews with salaried peoples, using a structured questionnaire. Actually, the present study identifies the preferred investment avenues among the salaried people using self assessment test. The study is based on primary sources of data which are collected by distribution of a close ended questionnaire. The data has been analyzed using ranking, percentage and chi-square test with the help of statistical software. There are large numbers of investment opportunities available today. In this paper is going to briefly examine how the salaried peoples managing their investments.