**Abstract**

Investment is the utilization of funds with the aspiration of earning income or capital appreciation. Investment is the most important mania in current scenario. Individuals 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, risk etc., are vital to successfully manage one’s finance for achieving life’s aspiration. The present study is based on primary sources of data which are collected by distribution of a structured questionnaire. The data has been analyzed using chi-square test. The research shows that majority of the respondents are saving money as Bank deposits, Gold and Land for the safety of an unpredictable future. This article highlights investment pattern of salaried class investors of Coimbatore District.