



Foundation of Independent Financial Advisors



We are proud to announce new members and upgradation of memberships!



 **Saarthi Zaroori Hai™**

Member Category	Member No.	Type	Organisation	Member Name	Location
Life	L164	Ind	Bharat Vadilal Parekh	Bharat Vadilal Parekh	Nagpur
General	O2357	Ind	Manoj Gupta	Manoj Gupta	Varanasi
General	O2358	Ind	Minal Hindocha	Minal Hindocha	Hyderabad
General	O2359	Ind	Sheetal Dhanpal Nilakhe	Sheetal Dhanpal Nilakhe	Islampur
General	O2360	Ind	Dineshkumar Mohanbhai Patel	Dineshkumar Mohanbhai Patel	Idar

Upgradation of Membership from General to Founder		
Organisation	Members Name	Location
Sandeep Jagdish Shukla	Sandeep Jagdish Shukla	Mumbai
Vipul Bhagwandas Sarvaiya	Vipul Bhagwandas Sarvaiya	Navi Mumbai
Nilesh Manu Rokadia	Nilesh Manu Rokadia	Raigad

Upgradation of Membership from General to Life		
Organisation	Members Name	Location
Chitale CFS Pvt Ltd	Sunil Prabhakar Chitale	Amravati
	Sayali Sunil Chitale	Amravati

On 26th Nov 2021, **Mr. Datta & Mrs Anita Kanbargi** conducted knowledge sharing session through zoom webinar.

Topic : Together we can change the Financial Eco System.

There were more than 59 IFA's who attended the session.

Please find the link of the recording :

Video : <https://www.youtube.com/watch?v=LCbWi0iMuxs>

Audio : https://www.fifaIndia.org/uploads/audios/member/audio-recording-anita-datta-kanbargi-session-on-26th-nov-2021_rnVwZnBO.mp3

On 27th Nov 2021, **Mr. Vipul Sarvaiya & Mr. Nilesch Rokadia** from Wealth Builders Group had organized knowledge sharing session in Vashi.

Speaker : Ms. Roopa Venkatkrishnan from FIFA

Topic : "Financial Landscape Post Pandemic" & "How to do communication with clients".

There were more than 30 IFA's from Pen, Raigad, Roha, Mangaon and Navi Mumbai who attended the session.



Upgradation of membership from General to Founder



Mr. Sandeep Jagdish Shukla Mr. Vipul Bhagwandas Sarvaiya Mr. Nilesh Manu Rokadia

Upgradation of membership from General To Life



Mr. Jeet Lal Prajapati
Grow Real Investment
Services LLP



Mr. Amit Parshuram Gune



Mr. Kovid Krishnan
Grow Real Investment
Services LLP



Mr. Sunil Prabhakar Chitale
Chitale CFS Pvt Ltd



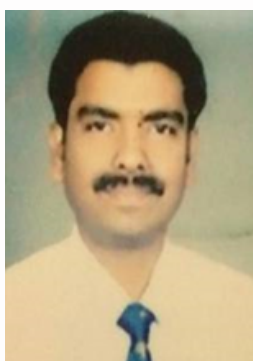
Ms. Sayali Sunil Chitale
Chitale CFS Pvt Ltd

Life Membership



L164
Mr. Bharat Vadilal Parekh

General Membership



O2357
Mr. Manoj Gupta



O2358
Ms. Minal Hindocha



O2359
Mr. Sheetal Dhanpal Nilakhe



O2360
Mr. Dineshkumar Mohanbhai Patel

COUNTRIES WITH MOST LISTED COMPANIES





In a Lok Sabha reply today, the govt released some interesting stats on individual #mutualfund investors. They are based on self-declarations of income.

- 1) No of individual investors is 1.85 crores
- 2) 31% of industry AUM comes from individuals with income more than 1 crore

Individual Investor Income Slab (INR)	Unique Individual investors	Per cent of total Individual Investors	Asset Under Management (AUM) in INR Crores	Per cent of AUM
Below 1 Lakh	16,33,909	8.80%	1,44,363.71	4.50%
1-5 lakhs	1,13,66,741	61.21%	7,71,650.59	24.04%
5-10 Lakhs	35,81,287	19.28%	5,98,459.05	18.64%
10-25 Lakhs	14,31,613	7.71%	3,61,744.41	11.27%
25 Lakhs - 1 Crore	4,22,131	2.27%	3,40,640.75	10.61%
1-5 Crores	1,35,446	0.73%	9,93,121.66	30.93%
> 5 Crores	245	0.00%	408.86	0.01%
Total	1,85,71,372	100.00%	32,10,389.03	100.00%

For the sub 5 lakh numbers, see attached

90% MF investors are lakhpatis: Govt



Source: Cafemutual

These 1.70 crore investors account for 65% of the total industry assets, government says in Lok Sabha.

Team Cafemutual : 30th Nov 2021



Over 90% mutual fund investors have a yearly income between Rs.1 lakh and 1 crore. These investors account for 65% of the retail AUM, the government said in Lok Sabha on Monday. According to the data released by the Ministry of Finance, there are 1.36 lakh individual mutual fund investors with income of over Rs.1 crore. They account for 31% of the total industry AUM. Overall, there are over 1.86 crore unique investors in the MF industry. The data of individual investors is as on October 31, 2021 and provided to the ministry by SEBI. The ministry said the information captures data of Statement of Account holders only.

Data shared by government:

Income Slab	No. of unique PANs	AUM (Rs crore)
Below 1 lakh	1633909	144364
1 to 5 lakh	11366741	771651
5 to 10 lakh	3581287	598459
10 to 25 lakh	1431613	361744
25 to 1 crore	422131	340641
1 to 5 crore	135446	993122
Over 5 crore	245	409
Total	1,85,71,372	3210389

The data pegs the total number of unique investors at 1.86 crore and the individual AUM at Rs.32 lakh crore. The data released by AMFI, which also includes corporate accounts, is much higher. According to AMFI's October release, the industry AUM was Rs.38 lakh crore and the number of unique investors was 2.7 crore.

The ministry observed that over the past few years, the penetration of mutual funds in B-30 locations has gone up. "Total AUM from B-30 cities has grown by 86% from Rs.3.48 lakh crore in the year 2019-20 to Rs.6.46 lakh crore in 2021-22 (till October 31, 2021) while the total AUM of the mutual fund industry has grown only by 68% during the same time period. There has also been an increase in the number of systematic investment plans (SIPs) from the B – 30 cities," the ministry said.

Further, the government highlighted the initiatives taken by SEBI to enhance the reach of mutual funds. "SEBI has taken a number of regulatory initiatives for ensuring investor protection, integrity of the market, and for enhancing operational efficiency, market penetration and deepening of the mutual funds industry beyond the top 30 cities," the government said.

Why do MFDs lose their top clients?

To keep the client base intact, MFDs should pay more attention to top clients.

MFDs are the backbone of the mutual fund industry. The saying is absolutely true. Data shows that MFDs generate much higher volumes compared to RIAs and direct channels. But despite being the crucial element of the mutual fund industry, the realised profit of MFDs is extremely low.

To address this issue, we need to first understand the reasons behind it. And this article is an attempt to do so.



Source: Cafemutual

The problem, I believe, takes root at the very start of the MFD journey. When a MFD starts his career, his only source of guidance are AMC salespersons. Due to this set up, what happens over time is that we ourselves become salespersons of the AMCs.

Rather than prioritising our own interests and ensuring best services for our clients, our aim gets fixated on driving the AUM of AMCs. The winner in such a scenario is only the AMCs.

Why is it a problem?

The focus on AUM takes away our attention from client base. We end up serving all of them equally irrespective of their requirements and the revenue they bring in for us.

By following this model, we carry the risk of losing our top clients. In any business, 80% of the revenue comes from 20% customers and it is this customer base that should get highest attention. But when we treat everyone equally, the bigger clients find themselves at a disadvantage.

Recently, I found an image that depicts the situation perfectly. Called 'Sales Funnel', the concept shows that while we focus on acquiring more and more clients and driving the AUM, the better chunk of our clients find their way out through the bottom of the funnel.

The idea behind sharing this concept is to bring our attention towards better serving our valuable clients to keep the client base intact. There's no point blaming other MFDs, banks, direct investment platforms and NDs for the loss of clients.

What is your view on the matter? Please let me know in the comment section below.

MFD Prabir Sharma hails from Sambalpur, Odisha. The views expressed in this article are solely of the author and do not necessarily reflect the views of Cafemutual.

AMFI releases tier-1 benchmark list for mutual fund schemes



Source: Cafemutual

The release comes a month after SEBI introduced the concept of dual benchmark for equity and debt schemes



Abhishek Kumar Nov 30, 2021

The Association of Mutual Funds in India (AMFI) has released a list of benchmarks that mutual funds can use as tier-1 benchmark for their debt, equity and hybrid schemes. The list comes a month after SEBI introduced the concept of dual benchmark for mutual fund schemes.

As per a SEBI circular issued in October, mutual funds can choose to have two benchmarks — one each for performance and investment style — instead of the current practice of having one benchmark to compare performance.

In the same circular, SEBI had asked AMFI to specify the first benchmark for each fund category.

The release from AMFI is in accordance with that directive. The industry body has listed two benchmarks for each fund category. In the case of debt funds, it has mentioned two benchmarks — one each from NSE and Crisil.

For equity funds, it has mentioned one benchmarks each from NSE and S&P BSE Index.




Debt funds	Tier 1 Benchmark - NSE	Crisil Indices
Liquid Fund	NIFTY Liquid Index	Liquid Fund Index
Low Duration Fund	NIFTY Low Duration Debt Index	CRISIL Low Duration Debt Index
Dynamic Bond Fund	Composite Debt Index	Composite Bond Fund Index
Corporate Bond Fund	NIFTY Corporate Bond Index	CRISIL Corporate Bond Composite Index
Credit Risk Fund	NIFTY Credit Risk Bond Index	CRISIL Short Term Credit Risk Index
Banking and PSU Fund	NIFTY Banking and PSU Debt Index	CRISIL Banking and PSU Debt Index
Gilt Fund	NIFTY All Duration G-Sec Index	CRISIL Dynamic Gilt Index
Equity funds	Tier 1 Benchmark - NSE	S&P BSE Index
Multi Cap Fund	Nifty 500 Multicap 50:25:25	S&P BSE 500 TRI
Large Cap Fund	NIFTY 100	S&P BSE 100 TRI
Large & Mid Cap Fund	NIFTY Large Midcap 250	S&P BSE 250 Large MidCap TRI
Mid Cap Fund	NIFTY Midcap 150	S&P BSE Midcap 150 TRI
Small Cap Fund	NIFTY Smallcap 250	S&P BSE 250 SmallCap TRI
ELSS	NIFTY 500	S&P BSE 500 TRI
Flexi Cap Fund	NIFTY 500	S&P BSE 500 TRI
Hybrid	Tier 1 Benchmark - NSE	Crisil Indices
Conservative Hybrid Fund	NIFTY 50 Hybrid Composite Debt 15:85 Index	CRISIL Hybrid 85+15 Conservative Index
Balanced Hybrid Fund	NIFTY 50 Hybrid Composite debt 50:50 Index	CRISIL Hybrid 50+50 Moderate Index
Aggressive Hybrid Fund	NIFTY 50 Hybrid Composite Debt 65:35 Index	CRISIL Hybrid 35+65 Aggressive Index

For full list. Click here : <https://cafemutual.com/images/list1.pdf>



Author of article


Dhruv Mehta, Chairman, Foundation of Independent Financial Advisors (FIFA) View on CNBC TV18.



Crucial factors to consider before investing in mutual funds

By CNBCTV18.com Contributor | Nov 20, 2021, 04:44 PM IST (Updated)

Mini
One of the smartest decisions a person can make, for their long-term savings, is investing money in mutual funds. A smart mutual funds plan can ensure financial security, and help one to grow their wealth, even when sleeping, and break free from depending simply on one's salary.



Financial security is one of the most important aspects of living a stress-free life. Taking care of one's finances is crucial when it comes to building a strong foundation for oneself and loved ones. One of the smartest decisions a person can make, for their long-term savings, is investing money in mutual funds. A smart mutual funds plan can ensure financial security, and help one to grow their wealth, even when sleeping, and break free from depending simply on one's salary.

However, investing in mutual funds needs elaborate planning, and one needs to follow certain protocols in order to ensure they are investing in the best mutual funds plan. It is important to research every component of a plan, and look not just at immediate, but also long-term benefits. It is also integral to analyse the risks involved in investing. So here are crucial factors to consider, before investing in a mutual funds plan:

1) Always consult an expert when finalizing on the investment plan:

Mutual funds always need in depth understanding. It is a very wise idea to consult a financial expert when it comes to investing in mutual funds. With the help of a qualified professional, who understands the nuances of the market, a customized plan can be created that would work best for an individual. Since the markets are very dynamic, expert assistance can help one to utilize their funds in the best possible directions, while also creating a way forward through the guidance of someone who has years of expertise in the domain and sound financial knowledge.

2) Have a clear goal/objective in mind for investing: When dealing with money, and entering the world of wealth building, it is always imperative to understand one's objectives and curate clear financial goals to achieve through one's strategic investments. One needs to define their way forward, and accordingly look for a plan that fulfils one's expectations and objectives for the money being invested. This will not only help one have a clearer picture of what can be expected from one's hard-earned saved amount, but also help the person experience greater security.

3) Have a fixed time period in mind when choosing a plan: One of the most essential considerations, before going forward with an investment plan is fixing the time period. Subsequently, it is important to evaluate every criteria such as interest rates. One needs to thoroughly examine the long term returns of the plan after a specific time frame, to see if it matches with one's outlook for the future or any upcoming spending that may occur after the time frame.

4) It is imperative to take one's current financial position into consideration before making any decision: Investing in mutual funds can offer great returns, but it is always important to take into consideration one's economic circumstances, in order to come up with a clear future roadmap. One absolutely needs to evaluate important criteria such as the assets/liabilities and income/expenses of the investor, in order to proceed with a plan that will yield the best long- and short-term results for them.

5) Choosing the appropriate asset class to invest in to achieve the desired objective:

Every investor aims at making profits from his/her investments. In order to ensure this, investors need to choose the right asset class, which may vary from fixed income instruments, to stocks and other assets before proceeding with an investment. By picking the right group of investments within an asset category, one can not only minimise any loss as much as possible, but also reduce the fluctuations of investment returns.

6) Exercise caution when investing in bonds: Bonds usually offer great results, but they are not always free of risk. While they are relatively safer than investing in the stock market, one needs to carefully look into the terms and conditions and plan accordingly, especially when on a five-year timespan. One also needs a clear understanding of the different kinds of bonds to choose a plan that suits them. Corporate bonds make up for high taxation with greater yields, whereas high yield bonds offer a greater payout, but have a higher market risk.

7) Understand the tax laws: It is important to understand the legal framework of one's country, when it comes to finance. The smartest investors have a thorough understanding of not just the markets, but also the tax laws. Awareness goes a long way when it comes to financial planning and one needs to pay attention to the tax liability, apart from looking at the return potential and risk possibility when investing in mutual funds.

8) Building a diverse portfolio is key for greater returns: It is integral for an investor to choose a diverse mix of plans to invest in for long term profitable returns. When it comes to investments, diversification is the ideal method to mitigate risks and allow your portfolio to perform better. Mutual funds are the easiest way to achieve diversification as well as asset allocation. It is also important to remember that diversification in investments is not about numbers, but about investing across asset classes and sectors.

Mutual funds offer the security to all those who invest and it is the best possible way to save time and effort, and build profit instead. Investing is not a one-step exercise. It is a journey that can help one create the life they always envisioned. And if one does it right, the journey can be very fruitful and enjoyable!

The author, Dhruv Mehta, is Chairman of Foundation of Independent Financial Advisors (FIFA). The views expressed are personal

We are open to
contributions from our
valued members!



The editor is open for interesting contributions from our members. It can range from IAP programme snapshots or pictures/snippets of fun events conducted for investors, to fun anecdotes as well as any valuable inputs you would like to share!

Please write to nisreen@moneyworks.co.in to get featured in our next edition.





Requesting members to make the renewal payment for this Financial Year 2021-22 .

Also appreciate those members who have not yet paid their outstanding fees to do so at the earliest.

You can make the payment through our Website : www.fifaindia.org

Username : your registered email id

Password : pass@123

You can also download the **GrowFa app** from Google Play Store and make the payment.

In case if you face any difficulty, please email the query to accounts@fifaindia.org or get in touch with **Ronald** on mobile number **9867508393**



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