



Saarthi Zaroori Hai™

Foundation of Independent Financial Advisors

Note from the editor:

We have revamped the look of our newsletter, with crisper and more engaging information and a brand new design!



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.



FIFA Welcomes New Members



Member Category	Member No.	Type	Organisation	Member Name	Location
General	O2345	Ind	Darshana R Doshi	Darshana R Doshi	Vadodara
General	O2346	Ind	Ichhit D Sharma	Ichhit D Sharma	Mumbai
General	O2347	Ind	Rishi K Choudhary	Rishi K Choudhary	Ranchi
General	O2348	Ind	Prasanna B Bapat	Prasanna B Bapat	Chiplun
General	O2349	Ind	Uday L Bhagat	Uday L Bhagat	Ichalkaranji
General	O2350	Ind	Pooja K Kalyani	Pooja K Kalyani	Mumbai
General	O2351	Ind	Sherish N Kulkarni	Sherish N Kulkarni	Kolhapur
General	O2352	Ind	Symphony Finserv	Rahul M Sanghvi	Mumbai
General	O2353	Ind	Anand N Rananaware	Anand N Rananaware	Satara
General	O2354	Ind	Mahesh R Sanghvi	Mahesh R Sanghvi	Mumbai
General	O2355	Ind	Pratiksha A Malhotra	Pratiksha A Malhotra	Mumbai
General	O2356	Ind	Vinayak M Garkhedkar	Vinayak M Garkhedkar	Aurangabad

FIFA Welcomes New Members



2345

Darshana
Rahul Doshi



2346

Icchit Dutt
Sharma



2347

Rishi Kumar
Choudhary



2348

Prasanna
Bhalchandra
Bapat



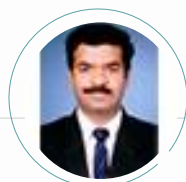
2349

Uday Laxman
Bhagat



2350

Pooja Kalpesh
Kalyani



2351

Sherish Narayan
Kulkarni



2352

Symphony
Finserv



2353

Anand Nivrutti
Rananaware



2354

Mahesh Ratilal
Sanghvi



2355

Pratiksha
Akshay
Malhotra



2356

Vinayak
Murlidhar
Garkhedkar

On 2nd Oct 2021, **Ms. Roopa Venkatkrishnan** conducted knowledge sharing session in Karad.

34 IFA's attended the session from Sangli, Kolhapur, Chiplun, Satara, Ichalkaranji, Islampur, & Karad

Topic : Landscape Post Pandemic And How To Grow Business.



On 17th Oct 2021 **Ms. Roopa Venkatkrishnan** conducted knowledge sharing session in Rajkot. There were more than **200 MFDs** from Saurashtra who attended the session.

Topic : Financial Landscape and bring excellence in your practice.



On 29th Oct 2021, **Ms Nisreen Mamaji** conducted knowledge sharing programmes through zoom meeting platform.

There were more than **207 IFA's** who attended the session.

Topic : Effective use of Platforms, Processes and Social Media Marketing to take your business to the next level.



Please find the link of the recording

Video : <https://www.youtube.com/watch?v=-v7LHBCdFTE&feature=youtu.be>

Audio : <https://www.fifaindia.org/uploads/audios/member/Nisreen-Mamaji-session-on-29th-Oct21.m4a>

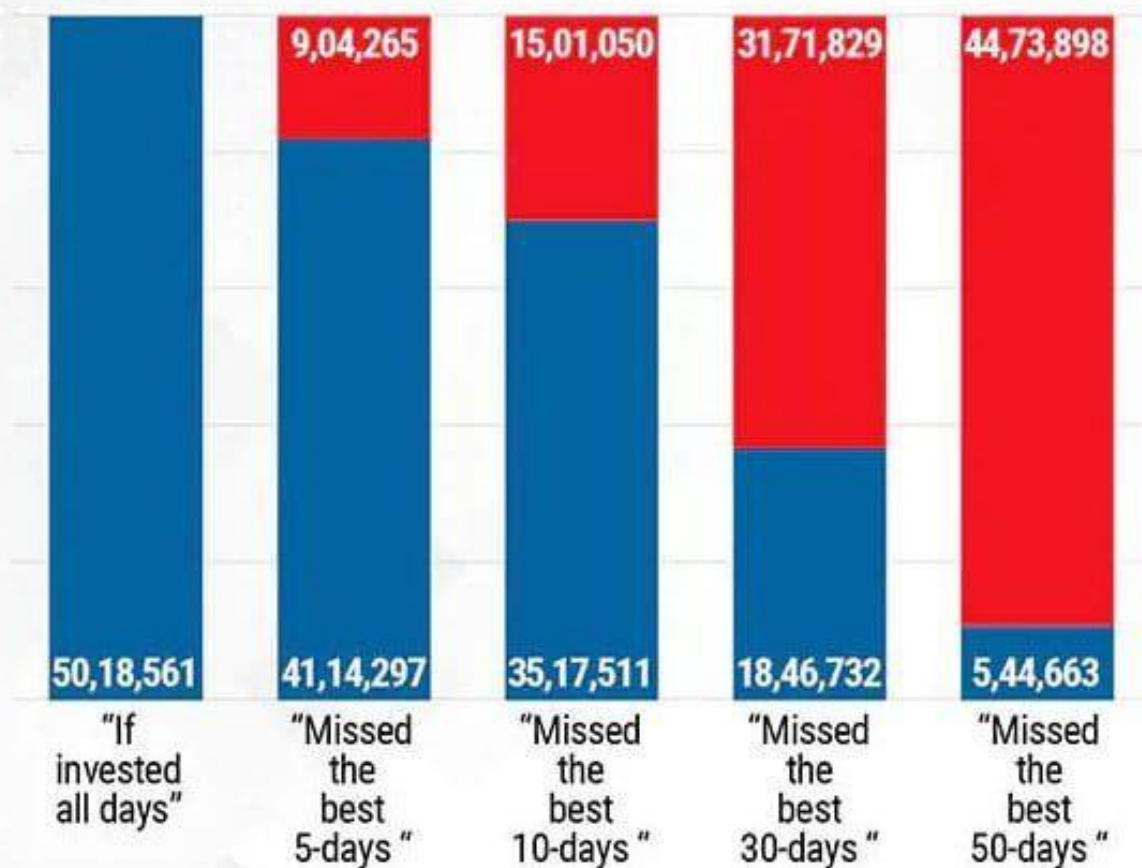
Average equity AUM of top 25 players:

Fund house	Average Equity AUM Q2 FY22	Average Equity AUM Q1 FY22	Change	change %
Axis MF	126318	106397	19921	19
ICICI Prudential MF	121810	102208	19602	19
SBI MF	116289	101164	15125	15
HDFC MF	115974	104133	11841	11
Aditya Birla Sun Life MF	92868	83640	9228	11
Nippon India MF	87484	76571	10913	14
Kotak Mahindra MF	78359	68143	10216	15
Mirae Asset MF	75107	63908	11199	18
UTI MF	63177	54009	9168	17
DSP MF	54357	47604	6753	14
Franklin Templeton MF	53160	47939	5221	11
L&T MF	33356	30986	2370	8
Canara Robeco MF	26138	17711	8427	48
Tata MF	26086	22780	3306	15
Sundaram MF	23673	21580	2093	10
Invesco MF	21824	18563	3261	18
IDFC MF	20160	18359	1801	10
Motilal Oswal MF	19174	18092	1082	6
PPFAS MF	14170	9964	4206	42
Principal MF	6940	6140	800	13
PGIM India MF	5565	3218	2347	73
BNP Paribas MF	4359	3905	454	12
Edelweiss MF	5480	4535	945	21
HSBC MF	3635	3261	374	11
LIC MF	3285	2824	461	16

STAYING POWER DECIDES RETURNS

Hypothetical growth of Rs 10,000 invested in the S&P BSE Sensex Index (PRI) From January 01, 1980 to October 04, 2021

■ Missing Growth



"Best days" were identified by ranking the one-day returns (indexed) for the BSE Sensex index within this time period and ranking them from highest to lowest; Figures in Rupees

Source: ACEMF, Moneycontrol PF compilation

"By developing your discipline and courage, you can refuse to let other people's mood swings govern your financial destiny. In the end, how your investments behave is much less important than how you behave."

- BENJAMIN GRAHAM



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"The Key to Financial Freedom and great wealth is a person's Ability or Skill to convert earned income into Passive Income and/or Portfolio Income."

- ROBERT KIYOSAKI

"For things to change, you have to change. For things to be different, you have to be different. Before financial success can occur personal growth must occur."

- JIM ROHN



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"Planning is bringing the future into the present so that you can do something about it now."

- ALAN LAKEIN



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'Role of distributors is critical in handling investor emotions'

Neil Borate
neil@investor.com

Dhruv Mehta, chairman, Foundation of Independent Financial Advisors (Fifa), speaks to *Mint* about the wave of consolidation in mutual fund (MF) distribution and the role of distributors as MF transactions become increasingly available free of cost. Edited excerpts:

Can you tell us a bit about Fifa and what it does?

INTERVIEW Fifa is an association of mutual fund distributors and advisers set up about 10-12 years ago. We are an association representing over 2,700 individual mutual fund distributors. We started as an association with two basic objectives: one was to have knowledge-sharing among our networks so as to bring better practices and ensure favourable outcomes for our investors, and the second was to create a common voice for the individual mutual fund distribution community, so as to proactively share regulations that come. We are focused on individual distributors, and one has to be aware that distribution in India is done across three broad channels—banking, national distributors and individuals. **Starting in 2018, Sebi had set certain total expense ratio (TER) caps, and also made certain changes on distribution; for example, getting rid of upfront commissions. Following that, there has been a wave of mergers and consolidations among independent financial advisers (IFAs). Taking a bird's eye view, do you see this trend continuing? Do you see this as a direct result of commissions declining?**

The trend towards consolidation, I don't think is being driven by the cap on TERs. I think it is more being driven by the emerging environment. In that, as an individual distributor, what is becoming more apparent is that you need to have both—the breadth and depth of the knowledge. Financial markets have become so dynamic that new asset classes are appearing. And therefore, there is a sense for individuals to come together and pool their knowledge to gain an understanding of the market. Secondly, even in terms of how to do your practice, with the digitization that has happened, how do you serve your customers better, which again is very dynamic. The way technology is changing, it's affecting business models. Again, when you look at these, the requirement for the breadth of knowledge and the effect of technology, for an individual distributor, it makes sense to collaborate with the like-minded.

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Each family requires somebody to service them not just on the paper filling part but also the emotional part and knowledge part. **Dhruv Mehta**
Chairman, Foundation of Independent Financial Advisors

that option, we have not made a final decision. I think Sebi's regulations directly affect the individual distributor, but I don't really think this affects us directly as an association.

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CAMS and KFinTech have launched a free website called MF Central for MF services and eventually transaction requests. This execution was seen as the primary job of a distributor. How does that role change, going forward?

I don't see the role changing. Primarily, the role of a distributor is to take new investors into the mutual fund. The whole shift of household savings to productive financial assets has a long way to go. Real wealth is created by people who don't get swayed by fear and greed, and I think that, to handle the investor emotions, that is the very critical role that any distributor plays. It is a whole conversation that is required during investing; especially in times when there is an economic crisis, or a political crisis, or external events with a shake-up. So, while service is an important element, I don't think that was the key role that a distributor was playing. Each family requires somebody to service them on not just the paper filling part, but the emotional part, understanding and knowledge.

Turning finally to the question of nomenclature, Sebi has said that mutual fund distributors cannot use the term IFAs, or financial advisers. Given that a significant part of your membership consists of distributors, are you considering changing the name of Fifa, or are there any other thoughts on this?

Looking at that option, we have not made a final decision. I think Sebi's regulations directly affect the individual distributor, but I don't really think this affects us directly as an association.

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'Role of distributors is critical in handling investor emotions'



3 min read . Updated: 19 Oct 2021, 12:20 AM IST

Neil Borate

Each family requires somebody to service them not just on the paper filling part but also the emotional part and knowledge part, Dhruv Mehta, chairman, Foundation of Independent Financial Advisors



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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Contact number : 022 4912 0230



Website : www.fifaIndia.org

You can now follow us on

Download our app for
the members now



www.fifaIndia.org



GrowFa App link :
<https://play.google.com/store/apps/developer?id=Ezeelink+Pte>