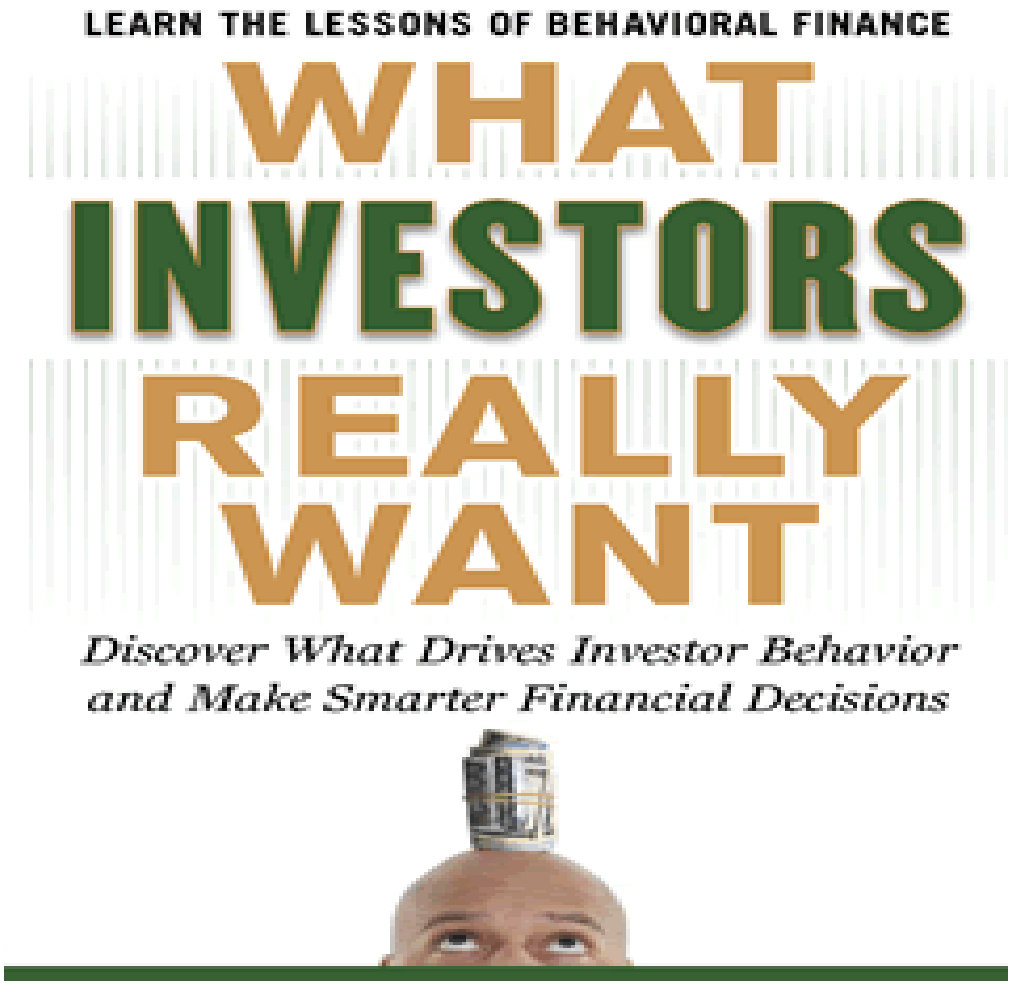


Investing is not a Number Game,

It is a "MIND GAME"

Did you like this Picture?

"Financial Planner is like the Photographer;

he is not part of the picture but still contribute to make it look Good."

Hemant Beniwal, Certified Financial Planner[CM]

Behave Yourself….. Financially

Our entire childhood has gone hearing this phrase from our parents and elders—**"Behave yourself…"** Thanks to this stock phrase, most of the mannerisms, etiquettes and emotions that we display in public, are shaped by our desire to "prim and propah". Basically, it is the behavior which controls our cognitive responses and emotions and overall personality. But imagine a day, your mutual fund advisor or your stock broker calls & tell you to behave. We know that would be his final call, as you will end your business with him. But seriously, the financial behavior of most of us has not been shaped properly.

Let me elaborate with some live cases that we have faced in our career, to show how your behavior is important in managing your personal finance:

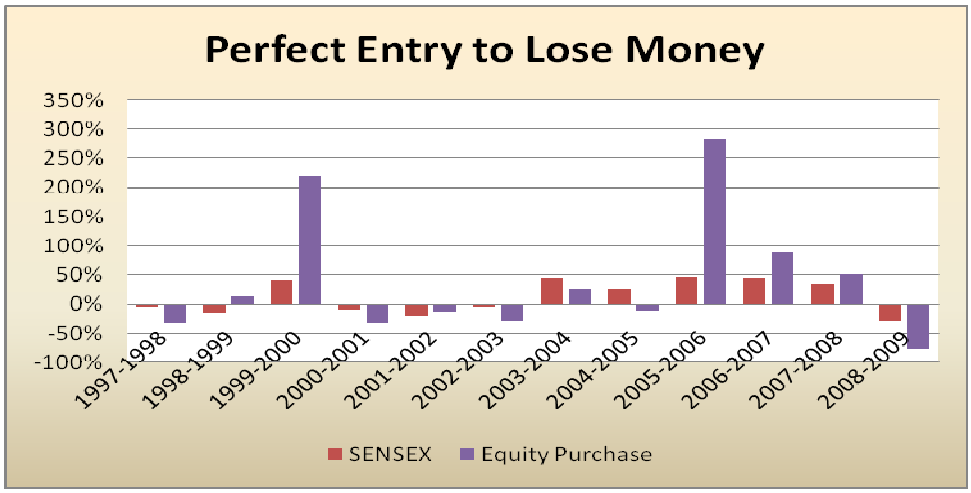
Mr Mudgal sold all his stocks including the blue chip stocks that he bought a week ago, on hearing the news of artillery firing between the two Korean countries.

Mr Ravi a heart patient, invested into a sector specific fund, even though his agent advised for a SIP in that fund.

Mr Gautam did not sell his stock 3 months before his daughter's marriage when the markets topped. His answer was "not to take a decision to sell, is also a decision".

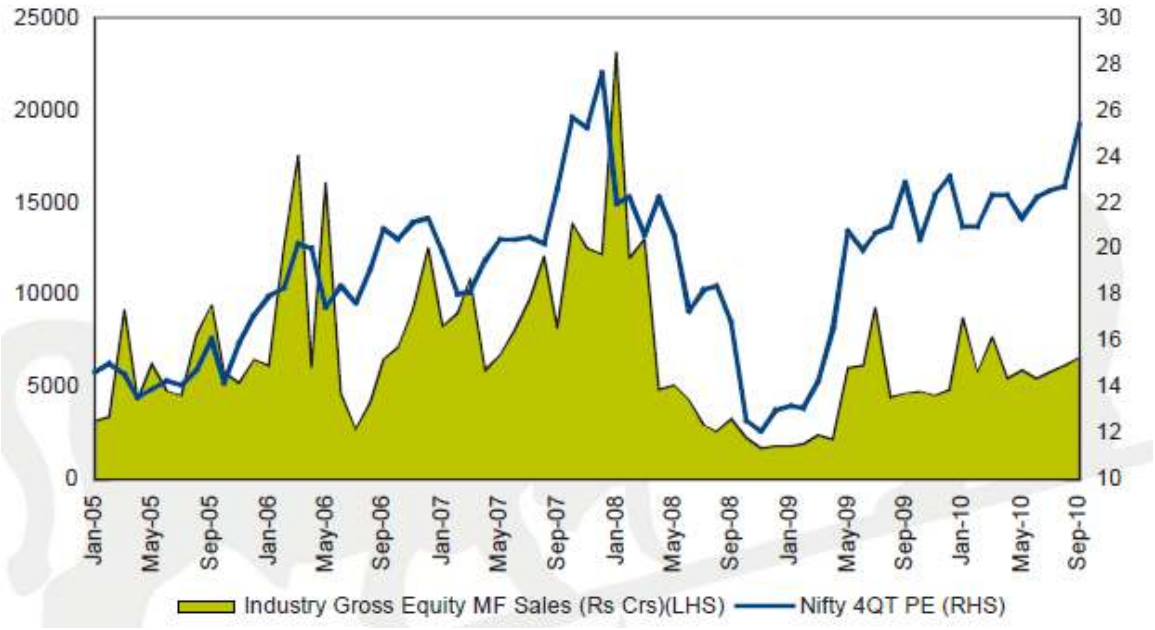
Mr Paswan shifted all his mutual fund investments to liquid & stopped SIPs in March 2009

Let's check if whole market participants think in same direction. See the graphic below. With the Sensex movement investor entered at wrong time. But why do we blame market participants. It was us the investors who had signed forms and handed over cheques to the market participants.



The maximum investments in equities were made by all of us in the FY 1999-2000 when the markets were high and touched 6000 and in the year 2002 when the markets were down at 3000 index, we were investing less in equity. Similarly, in FY 2008-09, when markets were going down, we literally made 25% of the investments as compared to 2007-08.

And are mutual funds or passive investments, safe? When the nifty PE increased, the sales increase simply shows that investor got carried away in the euphoria and as a result lost money.



Source: *Principal PNB AMC*

We all agree that the peace of mind is the most important thing when it comes to financial decisions. But the common behavioral blunders, makes for some sleepless nights. **The symptoms to identify the financial behavior errors are:**

Overconfidence: if you ask, who manages better finances, man or woman? Lot of men will reply in favor of former. That is overconfidence. Same type of arguments goes when it comes to predicting markets or economy. People in their middle age are affected by this symptom to a large extent. "I did this" or "I started with Rs 1,000 in stocks" are the statements you get, when you speak to them. They would have no correct predictions but will have an "I knew it" kind

of sumgness to all things which go wrong in the investment space.

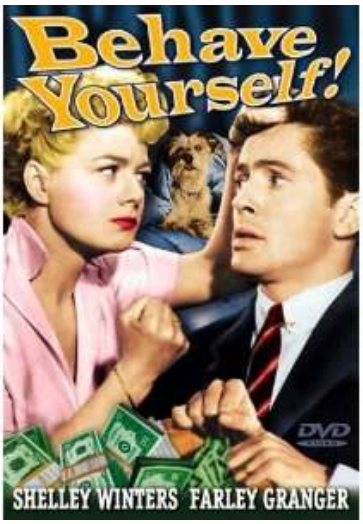
I follow-you follow: …my boss is very good when it comes to managing his finances. See him - he is so rich. So I do what he does. I invest where he invests. He is my financial mentor… now the poor subordinate fails to understand that two individuals will always have different goals, income, risk appetite and tolerance and time horizon. They think that all trains in the country ends at the capital. So just catch the fastest train available, to get there. This is herd mentality.

Herd mentality can also be explained with below grid. Normally when a person acts as member of the group he does not feel so bad in case the decision is a blunder. So basically this is under-confidence and failure to own up to decisions, which prompts him to display a herd's behavior.

Investor's Gamble		
	Alone	**Group**
Wrong	Very Bad	Not so Bad
Right	Very Good	Not so Good

Fear of change: These people are smitten by past. Actually they are very risk averse. They have a very negative view about everything. They think that the markets are moving towards doomsday and any change in the momentum means… phew loss of capital. They forget that markets do not guarantee returns and capital either.

Fear of action: They have actually made bad decisions over money issues and now they think non-action is the best action. They wait for the other person to convince them so that in case of not achieving the desired results they can play the blame game.



Scandal sniffing: We feel this is a very dangerous symptom as these people are capable of changing individual decisions by possessing his mind. They talk things that would shatter the investor's confidence. They would keep reminding you of the fact that "India is the land of corruption" and "market is place for scandals and not for investors". They would constantly refer to the world history where the bubbles have burst and investors lost money. All wrong reasons are associated to justify "the forthcoming bear phase".

Information overload: When you have too many options to act, you either take a wrong decision or postpone the decision. But the irony in markets is that you will always have many options. You just need to be aware of your requirements and follow a few basic rules of investing.

Warren Buffets says "Investing is not a game where the guy with the 160 IQ beats the 130 IQ… Once you have ordinary intelligence, what you need is the temperament to control the urges that get other people onto trouble in investing". So, to master the art of investing you need to control the urges and what if you cannot control them as changing basic behavior is a herculean task? Don't worry. Then you have two easy guide ways- Diversification and Asset Allocation. Keep reading the pages ahead and these will change your response to the personal finance world.

Types of Investor

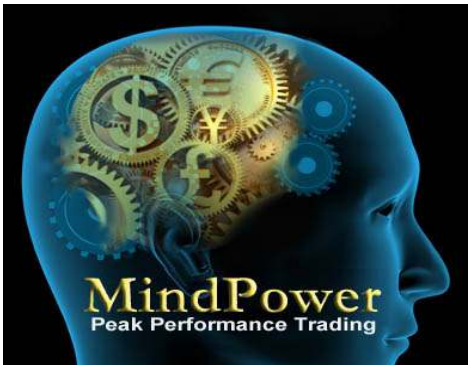
Typically investors can be qualified into 7 broad categories. The first two are **Rajnikanths** of markets as they are not impacted by any market conditions. These 7 investors are:

Only Savers: Majority investors in India are from this category. When you say equity they will look at you as if you were some Andaman tribal people lecturing on GPRS. They never invested a single penny in equities. Their answer to equity is – equity is risky so why take the risk. They are happy with what they are getting but not greatly thrilled, all the same.

Regular Investor: This is a rare breed. They have a long term view over equity. They will never discuss small market events. They are also a bit mechanical in investing. They invest when they have a surplus and withdraw when in need. They are convinced over the fact that equity will beat all other investments in long run. Generally you feel very comfortable in their company as they understand finances & talk sensibly.

Now come the investors who are actually affected by market see-saw or roller costar rides. From here we dedicate this story to them.

Window shoppers: They will be the first to read or get information over an investment but they will never participate in markets. They will constantly float opinions and talk about personal finance but will not dare to risk own money. He is the non playing captain who will never dare to sweat himself but would be the first one to talk about strategies.



Seasonal Traders: These are experienced people but who have earned nothing from the investments. These are generally close to employees of trading house or investing professionals. They live in a fantasy that all the "first news" comes to them. They show they are waiting for the right opportunity to make a killing in the markets. They are irregular investors and have high volumes of trade but what about earnings??… Keep guessing.

Scapegoats: He is basically a friend of financial product sellers. Agents complete majority of their targets from these investors. He takes advice from all… from colleagues, panwala, fellow bus travelers etc. Absolutely, no discrimination at all. He is typical 9 to 5 person busy earning money and managing his daily chores thinking he would be rich someday. Brokers enjoy their money.

The Hi-tech Lalaji: These people are champs of their business and think that they can be successful when it comes to investing too. They suffer from "I know everything" syndrome and do not hesitate to show off their contacts. Their common reactions are - Don't give me advice….. I have been investing before you were born…. I traded in gold when it was Rs 600 per tola…. Pay for advice? Instead make me your partner …Thinking of meeting Jhunjhunwala ji to discuss a new idea…. They display an experience, you wish you had yourself!

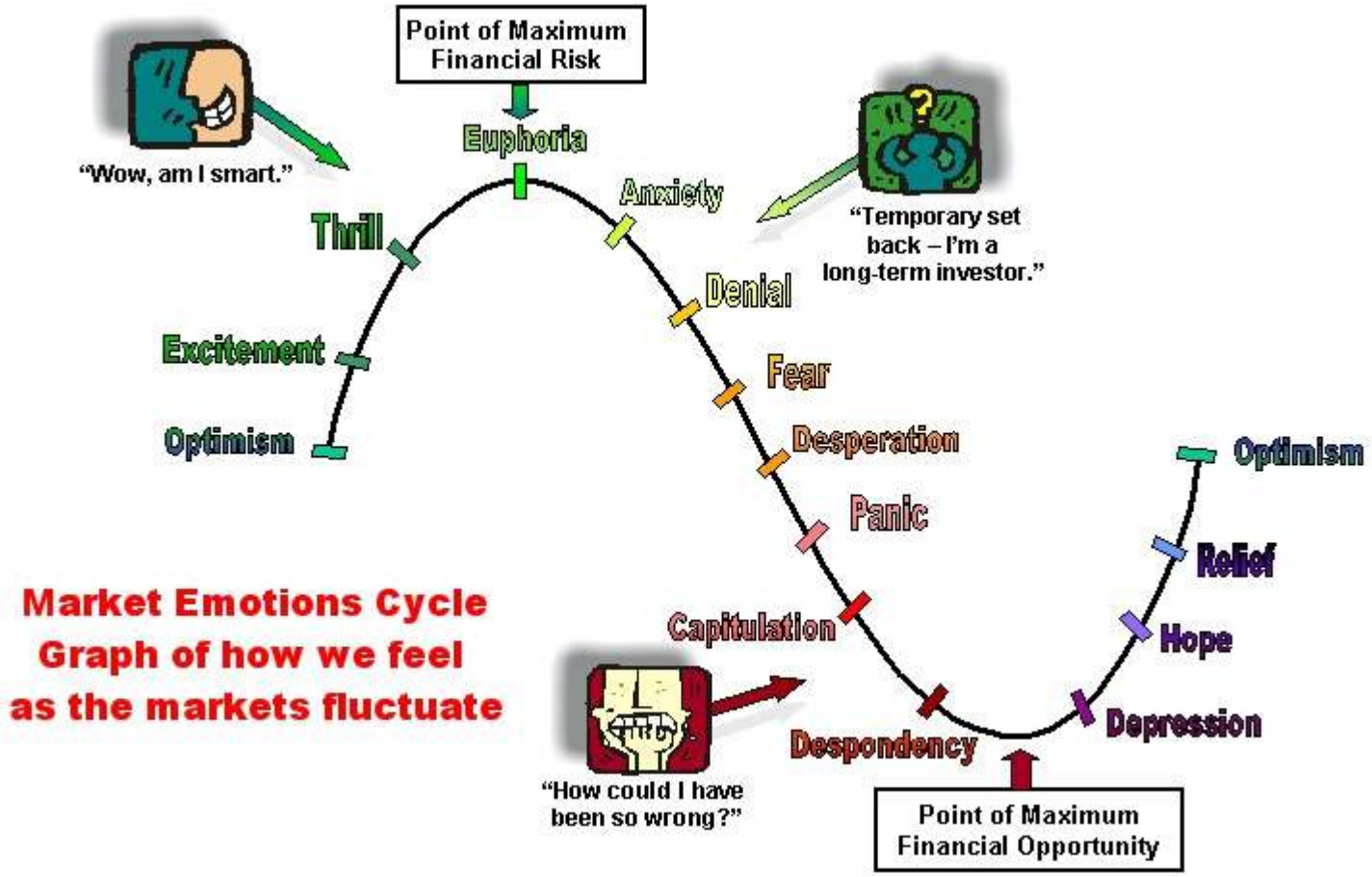
Mr Cool: These investors never panic and hold their nerves at all times. They are cool and confident. They work against herd mentality and are ready to listen to others view points. They take decisions of their own and stick to it. They follow disciplined approach and rarely invest in dubious schemes. They advocate transparency and appreciate the longevity in investments.

The last five investor types are affected by market conditions and they rebalance as per their mentioned characteristics.

Recently we interviewed 5 such investors - you can check what they replied to similar questions.

	How much money you made in last 3 years?	Do you believe you will easily achieve your retirement goal?	What's your biggest investment mistake?	What's your Biggest investment success?	What's your investment strategy?
Window Shopper	Substantially higher than others	Yes it is very important aspect. I have made provisions for it. I always do it first.	Nothing as such	I could predict the low and invested all my money during that time.	With the virtue of my experience, research and knowledge I predict the time of entering and exiting the markets.
Seasonal Traders	5-6% every month on my funds	Forget retirement plan, let's try to earn everything now.	I entered late in gold	People say equity is for long term but in 2007 I made 20% gain on RNRL lot in single day.	If I get convinced over an idea of investment, I am just over it. My friend in investorburst.com also guides me a bit.
Scapegoat	I think I am beating inflation comfortably	I have purchased retirement ULIP plan. It will take care of my retirement.	Not exiting Infra sector funds at right time.	Investment in Highest NAV Plans.	See I am busy man, so I have trusted friends and advisor who suggest me the investments. I follow them.
Hi-tech Lalaji	One of the best 3 year period	Retirement plan? Do I need it?	Mistake? In fact not made any mistake in last 25 years.	Why should I tell you? I will only tell when a business channel asks me about it.	See simple strategy is to liaison with people who know how to pull money out of money. If you have money than you need no strategy as money will attract more

How different type of Investors react in different situations



To simplify we have divided it into 4 parts:

- Thrill & Euphoria
- Anxiety & Denial
- Fear & Panic
- Relief & Optimism

Let's See Above cycle in Indian Market(Sensex) Context.

Now let's attempt to know how behavior was responsible in the last three years. The data in study is the BSE Sensex movement from September 2007 to September 2010. These 3 years were a good ride for sentiments but the bigger question is, has investor and particularly the equity investor has learned something or not? If we would have taken this graph from 2000 this would have been almost same in many ways. People say market moves in cycles – yes, but it is cycle full of emotions. This cycle combined with the response that you get on your emotions decide the losers & winners. To simplify things we have sorted out the 4 main emotions or the situations. There can be many more emotions but we have not touched them – similarly as we can't find the tops & bottom. We have shown that how different type of investors react in different situation – you can check is it you.

How different investor reacts

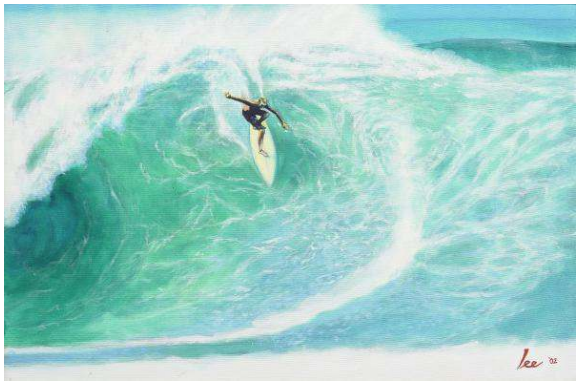
We start with best time of market – but were it really the best time – depends on what type of investor you are.

Thrill & euphoria (cycle starts where optimism converts in excitement)

1st Sep 2007 to 14th Jan 2008 – in 4 months Sensex jumped from 15300 to 21000 – almost a 40% rally in these 4 months.

1. Window Shoppers: Finally again the cheating has started…. No worries it will fall to 6000 levels… then see….He is actually saying this thing from 2005

2. Seasonal Traders: Hmmm…RNRL & RPL looks good – instead of getting into cash market I will trade in futures… let Reliance Power get listed, my stocks will double. TV channel says Parsvnath is good with an upswing of 40% plus… let me add a lot of this one too…. Midcaps also look mouthwatering…



3. Scapegoat: My agent had said that equity will give returns…. He was right…. Good analyst…. Again this time he is saying it will cross 25000 levels…. And asking me to invest in NFO of an Infrastructure fund… ok done, let's invest…

4. Hi-tech Lalaji: This is great time… I have made smart investments – but now, I don't have surplus money… why not get leveraged….. Let me earn on somebody else money …smart…. Let me get a funding in Reliance Power IPO. These pink papers and journalist are all crap otherwise why would they come to office so early and tell me where the returns are? Market is operator driven game….. I get tips from horse's mouth ie from Mumbai…

5. Mr. Cool: Equities are not good or bad it's the price you pay that makes the difference. Indian story is good but the ways things are moving are not good. PE ratio doesn't justify the present level. Read in news paper that 1000 stocks are in upper circuit from last 7 days – fundamentals

have not changed much. News from global is not good. Let me sell those stocks which are way ahead of fundamentals.

Anxiety & Denial (euphoria ended & markets started drifting down)

On 22nd Jan Sensex touched bottom of 15300 (same where it was on 1st September) – but this comes as a falling knife, almost 30% down in 10 days. On 4th February Sensex touched 18900. But midcaps/small caps were butchered.

1. Window Shoppers: …. I told you……see…. and mind you this is the BEGINNING…

2. Seasonal Traders: What is this …..? Broker axed my lots... he auctioned my investments without informing me…. But market will have to rise…. So I got money from my friend circle and invested…. Will repay when I recover my investments.
3. Scapegoat : Agent is saying that the correction phase is over… lets invest more to average the losses….so investing in lump sum as this is the best time…. He is the expert and can't go wrong.
4. Hi-tech Lalaji: Portfolio is down but Mumbai wale said to accumulate as recovery is round the corner…. Let me do one more thing…. Let me also get funding over the mutual fund investments too…. Earning on somebody else money has different feeling all together.
5. Mr. Cool: I was right but still valuations seem higher. Let me get some positive cues and till then I should wait & watch before participating.

Fear & Panic (Market started drifting down)

In starting of August 2007 Sensex was still hanging at 15600 levels – but worst was still to come which very few anticipated. In one and a half month markets tanked - On 27th October 2008

Sensex touched a low of 7697. From highs of 21000 it was down by 66%. Midcaps & small caps were down almost 80-90%.

1. Window Shoppers: That's the reason I don't invest much in equity (sour grapes)…that's why I withdrew my investments at 21000. Wait sensex to go 3000 levels.

2. Seasonal Traders: Oops I made a small silly mistake…. I should have short sold instead…. On TV they are saying it will go down more… so if I short sell now I would regain losses….. Let's do it.

3. Scapegoat: Oh my God…. What sin did I do…? Papa was right that equity is gambling. …. My mutual fund agent has disappeared as he is not even picking phone…. Let me call somebody else and withdraw. Also I am stopping all SIPs….. Will open a post office RD instead…. Now I swear to God, I will not invest in stock market.

4. Hi-tech Lalaji : This time Mumbaiwala went wrong… but that's ok… my turn will come again than I will recover all in one go… also he lost more money than I did… do you have a capital protection fund that protects capital but participates in upside?? Just got a call from a PMS Manager… he made 100% return in bear phase…. Let it settle than will invest some here…

5. Mr. Cool: It's a great time to invest in good companies. Whether the company is bad or good but the prices have come down for all…. This is the time for value buying.

Relief & optimism – Investor had seen the worst he could have seen. Still the pain was left and many investors had already made up their minds not to look at stock markets again.

Market started rising slowly but investors were redeeming money at every rise – The rise was slow but consistent. Then come THE DAY – Parliamentary Election results were out. Against the general perception of a hung parliament, Congress came with majority. 18th may 2009 turned one

of the best days for the equity markets (may be not so good for short sellers) – market hit the upper circuit & trading was suspended.

1. Window Shoppers: I have purchased whatever I wanted to (sourest grapes)… I never cared the market direction… I always buy cheap as this gives the best returns.

2. Seasonal Traders: This time market taught a good lesson… next time I will not repeat what I did this time…. By the way which is the next IPO...? Should I invest in gold…? This is safe… let me buy a one lot of it.

3. Scapegoat: Mutual fund is risky…. The agent's son has taken a life insurance agency…. And he was talking about highest NAV guaranteed fund…. Concept looks good… will invest a bit here.

4. Business Man: Do you have some product exclusively for HNI's like me… Just heard from Mumbaiwala friend that there is of lot money in Private Equity and Venture Capital funding…. Mutual fund are slow in rising… do you have a product where I can cash on returns of property market in Dubai.

5. Smart investor: No reactions… it was a normal warm shiny day for him. Enjoying his life with family and planning for a holiday.

Till this point we have read lot about type of investors & their reactions. Now let's come to the solution.

There are 3 visible solutions:

1. The tougher alternative- Learn Behavior Finance & follow rules, not the herd.

2. Bit easy one- Follow strict asset allocation & rebalancing strategy.

3. Generic solution – Learns basics of both the worlds and hire some advisor who can guide you. Even Sachin 'God of Cricket' has a coach.

Make Smarter Financial Decisions

There are 3 stages to master any sport. It starts with training, practice & then comes the match or the tournament.

Trainings are always boring compared to matches. Training is boring because it involves learning basics which are quite dull but we all know that it's an important part. But do we really give time to learn them? Md. Ali said "I train so that I can dance well in boxing ring." Let's talk about investment you make… all of us run to earn money but do you give time to learn about it, before taking a decision. Think!!

Second stage is practice. When you play with friends or colleagues without any pressure of losing, you play really well – nice shots sometimes and you even feel that you are in a wrong profession as you were made to be a sportsperson!

Finally, when you enter a tournament, you suddenly notice that you are not getting a single shot right – you wonder where those skills have vanished for which your friends cheered during the

practice sessions? You were so good at nets because there was no pressure, but now there is a pressure of winning and you know – everyone is watching you. Losing a point means a lot now. You become lot more cautious with your strokes and it shows.

Can we compare it with investment scene? You start with learning basics of investing, then you make strategies sitting outside the markets & finally you dare to invest some real money. In investments 90% of people actually get there learning lessons during matches – they think they can learn the things while playing the tournament directly. Definitely yes, but still basics are required and essential. "It's always good to learn from other's experience – it's cheap"

Behavioral Finance combines understanding of behavioral & psychological with financial decision making process. Financial planning involves a very essential element which is called decision making. We come across people who are either over-confident about their ability to decide or they lack that courage to admit that they make bad decisions too. It is the personality which is responsible for this state of mind. In fact, we all have seen a bit of life, its ups & downs, happiness & grief, which leaves scratches over our sub-conscious. So, next time when we have to make a decision in life these sub conscious events surface and becomes the behavior about that situation.

By observation we have seen this financial behavior of investors can be broadly classified in 4 segments. There can be other classification as well, but these behavior aspects try to cover all types of investors.

Prospect thinkers: Here the investor is always thinking about the consequences. He overlooks the present returns and is more concerned of future returns. He assumes uncertainty and risk and forgets the merit of an investment decision. Suppose you tell such an investor that the product has 20 % chances of losing money but 80% chances to give you 12% returns- he will assume the product to be very risky and would ask for a product with 100% capital protection or worse he would not

invest at all. A prospective investor would even suspect the people, who make them aware of the risk involved.

Regret avoiders: These investors do not wish to regret, so they do not take a decision. They would not sell a stock, even if they have achieved their desired result. They often find it easier to follow a group when it comes to buying or selling a favorite stock. They tend to defer selling a stock which has gone down or buying a stock which has gone up without any major changes in fundamentals. Hope you remember ICICI bank came down from 1450 to 250 – who lost money??

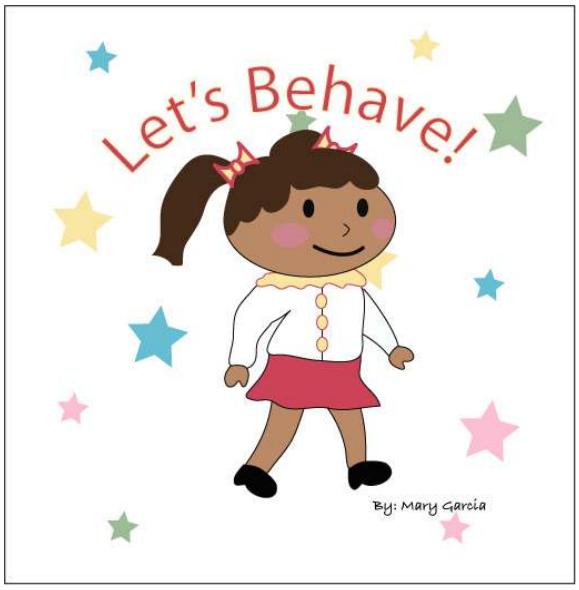
Recent followers: These investors are carried away by present scenarios. They think the price at which they are getting is right. Too much time and efforts are given to the recent figures, analysis, trends and the historical and fundamental facts are ignored. Normally, this also happens when investor is new to a particular product and does not have access to the past information.

Over & Under Reactors: Here the investor either is over confident or under self-evaluation. An overconfident investor exaggerates his talent and forgets other factors which he cannot control. The irony is more confident a person, more the chance that he would be overconfident as well. Few people are pessimists too. They try to avoid decisions and even to the extent of not meeting the people who can assist them to make good financial decisions.

And due to these traits we see following mistakes happening:

1. Foreseeing losses, which may not happen
2. You believe that to be successful in investing you need to have big time knowledge.
3. You tend to invest without knowing the horizon of investment.
4. You only try to see or read the information which confirms your action. Counter views are ignored.
5. You do not think that small and timely decisions now will help you achieve your goals comfortably.

How to know that you are improving your financial behavior



Behavior finance is not too hard to learn. Start by becoming humble. Make sure you avoid the costly leveraging and your portfolio is diversified. Minimize short term bets and trading. Be patient and don't aim to get rich in a minute. Follow stocks and not the price. Do not just keep watching and noting the price of an investment. Also develop a system which filters information regarding your system. Try minimizing the noise. Do not talk about your investments to everyone in the town. Instead if you are not sure of your decisions get a trusted partner who has expertise in that area. Admit and learn from mistakes – but learn the right lessons and don't get obsessed about initial success. Also sell your mistakes and move on but be careful about not panicking and selling at the bottom.

Remember investment is about a worry free life. You will not get another life to enjoy. So it is better to make best out it by correcting our behavior towards investments.

Asset Allocation

Your investment success

Last week we thought of spoiling ourselves and have a Gujarati *thali*. The moment you enter the restaurant you get the heavenly aroma and wait for the feast to arrive. I am calling it a feast, as you get a huge variety of eatables in small *katoris*. You get at least 15 dishes, but in small quantities. Out of these 15, 4-5 dishes would be something you dislike, so you will not eat them and then get confused over which is the main meal. So, in the end, you will fill your stomach with something which is not the main meal and you would pay for all the 15 dishes. Now just compare this to your daily meal. Normally we take a fixed quantity of chapattis or rice and vegetable or salad. The variety is less and you know which the main meal is, as you never think of replacing pickle with rice. Actually this discipline makes your platter more enjoyable and longer lasting in terms of appetite.

Now try connecting this disciplined life with investments. You will have lot of options to invest and lot of opportunity to invest but you need to prepare a fixed road map and stick to it. That is your asset allocation.

See where you stand in terms of your financial behavior from the adjoining graphic.

Where do You stand?		Timing of Market	
		Possible	Not Possible
Selection of Best Security	Possible	1	3
	Not Possible	2	4

In which corner do you stand – just check this and your life will be easy.

No. 1 box

It says you believe that selection of best stock or fund that will outperform the market in future is possible. Also timing the market is possible.

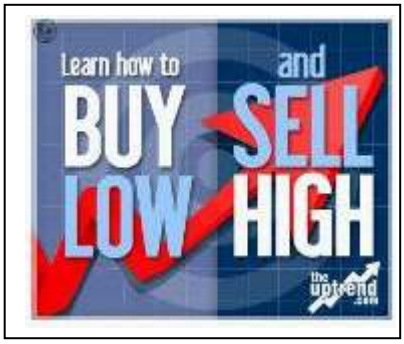
Who stands in 1st Box: Normally all investors and their agents/brokers stand in this box

No. 2 box

It says best security can be selected that will outperform the market but they can't time the market.

Who stands in 2nd box: Normally Fund Managers & Long term investors fall in this category.

No. 3 box



It says that there is no need of selecting a security for long term. They believe in timing the market – they don't see what they are investing in be it stock, index, commodity.

Who stand in 3rd box: Day traders & technical analysts falls under this category.

No. 4 box

This box says it's not possible to select the best security & even timing of the market is not possible.

Who stand in 4th box: People who think they are not smart & still want to easily achieve their goals.

And if you fall in Box 4, don't think you are a duffer, since 93% of the return that investors get is due to this strategy only. Only 7% is contributed by selection of security & timing of the market.

Strategy is very simple but hard to stick – as they say investing is simple, but not easy.

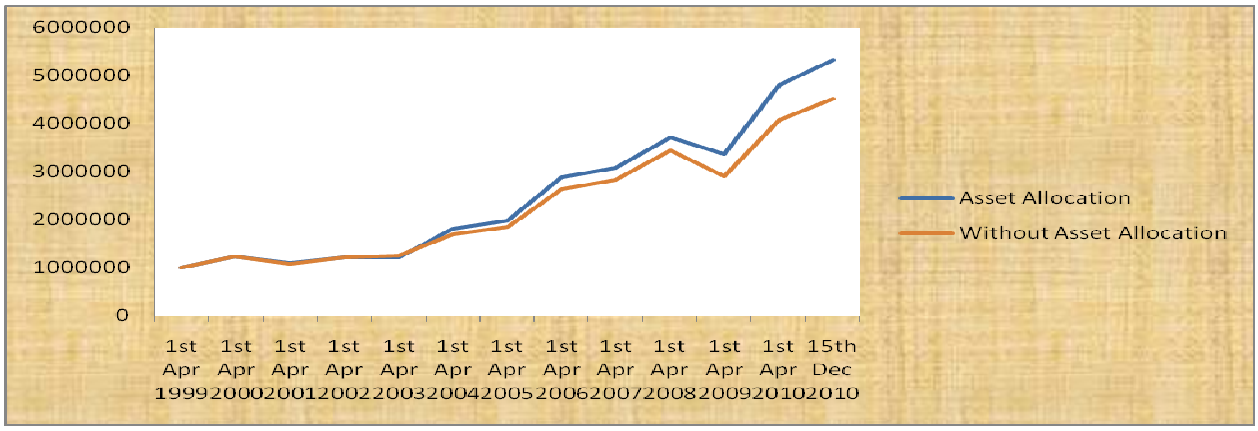
Asset allocation means dividing the ratio of asset classes for investments as per the risk and time horizon of investment. The weightage of each asset class is kept constant. Once you have made this portfolio you just need to rebalance it at pre-decided date. The profit in the asset lass which outperforms is booked & the proceeds are used in the asset classes which underperform in that particular period. This is done keeping the original weightage of the asset class in the portfolio. If we see in 2007 equity gave exceptional returns so if you would have followed this strategy your assets would have automatically moved from equity to debt. And in 2009 when equity underperformed it would have indicated you to increase your exposure in equity. With time this strategy reduces the risk & increases return. (Check movement of different international asset classes)

Just take an example where one investor invested Rs 10 lakhs in 1999 with a asset allocation of – Equity(Sensex): 50%, Debt (Kotak Gilt Fund – oldest gilt fund): 30%, Gold (Average yearly prices): 20%

If investor maintains the asset allocation & rebalance it every year he gets Rs 53 Lakh and through buy and hold strategy he gets Rs 45 Lakh. Timing of the market is even poorer strategy that we have already seen in last article.

Asset Allocation	Without Asset Allocation	Rebalancing Dates
1000000	1000000	1st Apr 1999
1233364	1233364	1st Apr 2000
1101071	1076842	1st Apr 2001
1221322	1211901	1st Apr 2002
1218293	1243348	1st Apr 2003
1809825	1696932	1st Apr 2004
1988364	1845985	1st Apr 2005
2887432	2644098	1st Apr 2006
3077850	2823512	1st Apr 2007
3723127	3440719	1st Apr 2008
3365425	2899053	1st Apr 2009
4817546	4074742	1st Apr 2010
5331417	4527598	15th Dec 2010

Check this in Graph



How to choose right asset allocation

Imagine yourself to be a racer. Now the race is from Point A to Point B. what speed you will drive in this race?

A……B

Tell me will it be 40.. 80… 100 or 150 kmph?

An experienced racer will always ask these basic questions before answering this?

1 **What is distance between A & B:** This is the most logical question – before knowing how far the distance is how we can decide the speed? If Point A is your home and Point B is your grocery store you will not speed, rather go slowly around a 40 kmph speed. When it comes to deciding your equity exposure the ground rule is, if goals are far we should have higher equity exposure & if goals are short term we should invest more in debt.

2. **In how much time you would like to reach:** Oh! I am not talking about time, speed & distance formula which we read in our schools. If you apply this formula in investments, you will fail the exam – as we have already seen what investors do. In practice, you will have to make these decisions on the race track. Say, if your start is late, that doesn't mean you will drive at speed of 200 kmph – It involves risk. So at 45 you cannot have a 100% equity portfolio.

3. **Would you like to ask about the road conditions?** Normally every investor asks this "will market rise?" in investments forget this question as asset allocation strategy will take care of it.

Other factors like your past experience with equity will also determine asset allocation. A certain person at age 60 might be comfortable with 15 percent equity where as another investor of same age may not like equity due to certain bad experience in past. Also it will depend on your comfort with the service provider. Normally, he would be your advisor or a firm taking care of your

investments. Market condition at the time of investing also plays an important role. Our suggestion is that you engage a Certified Financial Planner who will draw your goals, design your asset allocation & rebalancing strategy and then all you have to do is to turn on auto drive mode of your financial vehicle.

Asset allocation in modern financial planning is not only restricted to just determining your equity or debt mix. With the advent of time there are more assets which have emerged in form of commodities, reality, exotics, arts etc. All these assets have different risk-reward characteristics and therefore open an opportunity for wide range of products to invest. But again as Chetan Bhagat says “Don’t be serious, be sincere”.

Hemant Beniwal, CFP^{CM} Professional

I entered in Financial Industry as Management Graduate in Finance & worked for 8 years with different organizations before starting my own Financial Planning firm in 2009.

I believe that Financial Planning is the only way through which people can achieve their Financial Goals. Financial Planning gives you more clarity in life; it provides direction and meaning to your financial decision. It helps you to provide right balance between your present and future lifestyle. **Financial Planner is like the Photographer; he is not part of the picture but still contribute to make it look Good.** But in Indian context, the term "Financial Planning" & "Financial Planner" has been misused to sell Financial Products. The planning part is completely overlooked and that adds to confusion.

Apart from developing Financial Plans and guiding clients meet their Financial Goals; I keep interest in research & analysis of various financial products. My article & query section *regularly features in various Newspapers.* I also got a chance to appear on Doordarshan's 'Money Plant Show' talking about Retirement & Financial Planning.

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