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WEALTHWISE®

Wiseinvest®
With YOU, in meeting
FINANCIAL CHALLENGES

Inside

Wealthwise

"Wealthwise" is a monthly publication brought to you by Wiseinvest Advisors, which is a quality investment advisory firm that specializes in mutual funds. Our CEO, Hemant Rustagi, is a well known personal finance expert. He brings with him an experience of around 30 years in this field. He regularly writes articles for major national dailies and business magazines as well as appears as a personal finance expert on many investments related TV shows. Besides, our team of advisors has professionals who have spent years in the mutual fund industry. In the last thirteen years, thousands of our clients have benefitted from our quality advice and have made mutual funds as the mainstay of their portfolio. You can benefit too from our expertise for your existing as well as new investments. All you need to do is to just call up any of the offices or email your requirements at **information@wiseinvestadvisors.com** and our professional advisors will do the rest.

Dear Investor,

July 2018 turned out to be a good month for the stock market. While the benchmark BSE Sensex was up by 6.64 percent, mid-cap and small cap indices of the BSE were up 4.42 and 4.17 percent respectively. Lack of negative news from global markets helped sentiments in the Indian market. The outflows of funds by FIIs/FPIs has slowed down, whereas the inflows from domestic mutual funds continue to remain strong.

Despite the Sensex and Nifty scaling new heights, investors are not seeing much impact on the performance of their portfolios. That's because the rally in the market hasn't been broad-based. An analysis of indices since December 2017 shows that while the Sensex is up by 10.42, mid-cap and small cap indices are down by 14 and 13.75 percent respectively. Thankfully, there are some signs of this rally getting broad-based over the last couple of weeks.

A few factors have contributed to this emerging scenario. Corporate earnings have improved and numbers are looking good. Many quality mid-cap companies have reported strong financial numbers over the past couple of quarters and are trading at lower valuations. Monsoon has been good so far. The government has given MSP hikes which will help rural income as well as doled out more incentives in terms of GST relaxations. Growth in the country's crucial core sector rose to a seven month high in June on the back of a robust output in cement, coal and refinery segment, pointing to strong growth in industrial production.

However, the market will continue to keep an eye on direction of crude prices, rupee-dollar equation, trade war, current account deficit and inflation trajectory. Also, in view of elections in some key states and general election next year, the markets will watch their impact on political stability and continuity of reforms.

As expected, the RBI raised the benchmark reference rate by 0.25 percent for the second time in two months. Although crude oil prices, which had surged to $80 per barrel has come off to trade in the range of $72-74 a barrel, headline inflation remains at the highest level in five months and above 4 percent mid-point of the RBI's target band, while core inflation has climbed above 6 percent.

Warm regards,

Hemant Rustagi
Editor

Address to be affixed here

The Stock Market Performance During July 2018.

Indices	2nd July 2018	31st July 2018	Change in (%)
Sensex	35,264.41	37,606.58	6.64
MIDCAP	15,335.47	16,013.44	4.42
SMLCAP	15,920.44	16,584.16	4.17
BSE-100	10,932.79	11,625.85	6.34
BSE-200	4,585.16	4,870.95	6.23
BSE-500	14,450.23	15,314.81	5.98

Equity Market Outlook

The returns from equity markets for the past 5 years ended July 30, 2018 have been very good and have easily beaten those from other asset classes (see Table below).

	Trailing 5 years**	Trailing 1 year**	CYTD**	CY 2017
Nifty Index TR	16.11	14.46	8.62	30.36
NSE Mid Cap index TR	24.23	2.92	-10.46	49.44
NSE Small cap Index TR	24.00	(-) 3.66	-17.77	58.93

** As of July 30, 2018
Returns for 5 years are CAGR, others are absolute returns
Source: Bloomberg

Of course, as we know, returns in CY 17 were exceptional with the mid cap and the small cap indices having smartly outperformed the NSE Nifty index. As is usually the case, when there has been a very strong outperformance from an index for a period of time, a phase of correction follows where these indices underperform. This has happened as can be seen with the CYTD and the one year returns of the Nifty index showing very substantial outperformance versus the small cap and the mid cap index. However, it is noteworthy that even after the sharp fall in the mid/small cap indices these still handsomely outperform the Nifty over the past 5 years. Another incidental take away is that over the past 5 years, the midcaps and the small caps have given virtually similar returns.

What has led to the correction in CY 18? As we know, the correction in India in CY 18 has been a part of the correction in Emerging Markets (EMs) globally. Year to date in 2018, the MSCI EM (USD) index is down 4.2% while the MSCI World index, which tracks developed markets is up 3.7%. This correction in EMs could be said to have been caused by rising US rates, a stronger Dollar, tighter liquidity conditions and a higher oil price. Recent concerns around the rising trade friction among the world's major trading nations are also a factor. These adverse macros had an impact on the markets as valuations were expensive (though not at bubble levels). In this environment of risk off, investors have fled to perceived 'quality' names and have become more demanding in terms of predictability of their investments. Hence, while last year investors were factoring in FY 20 earnings in their calculations, now if there is the slightest disappointment in earnings in the current quarter the stocks have been beaten down.

So what lies in the year ahead? The global situation in terms of uncertainty caused by the trade friction is unchanged. Days when a new issue is raised and days when there is some talk of compromise have been alternating. While oil prices have reached some level of stability currently, the potential withdrawal of Iranian oil from the market November onwards could have unpredictable ramifications and we have to wait and see how the gap is made up.

India however, may be better placed in a situation of rising trade friction as our export volumes grew much slower than the growth in world trade past few years. We shouldn't have much to lose in this environment. Domestic inflows into capital markets are meaningful, though they have slowed down of late. At the micro level, volume growth numbers for companies in automobiles, cement, paints etc. have been strong, though input commodity price inflation has led to consequent price increases. For the moment, these seem to have no impact on demand. Demand from rural areas seems particularly robust.

In the past 3-4 years, consolidated earnings for the broad market have been held back by poor performance in the energy, metals, IT and financials sectors who have disappointed at different points of time. Currently, these major sectors all seem to be performing well. However, we need to watch for bad assets in banks as while their commentary seems to indicate that the bad assets problem is mostly behind, negative surprises will have an impact. One feature of the markets this year (CY 18) has been the polarisation of market performance with a few quality names in IT and financials accounting for a majority of the move in the Nifty index while midcaps and small caps have corrected substantially. Hence there are a fair number of midcaps which can show good earnings growth over the next 2-3 years and which trade at valuations which are not too demanding. Going forward, the dichotomy between the performance of large and midcaps should reduce and they should at least move in the same direction though risk aversion would mean that large cap out performance continues for the time being.

India has three key state elections and the general elections coming up post the state elections. Elections are events which will keep noise levels high and we expect a more than average volatility till the election cycle is over. A sharp correction in the volatility should provide a good entry point in stocks where earnings are expected to be on track and whose valuations become more attractive.

Rajat Jain
Chief Investment Officer
Principal Mutual Fund

Disclaimer

Equity Market Outlook

Indian Equity Markets have delivered a stellar performance over the last 6 years since 1st January 2013, with Nifty delivering 14% returns. The broader markets outperformed with NSE 500 returning 15% over the same period.

According to us, there are only two sources of stock returns, 1) FairValue growth and 2) Market's Appraisal of the Fair Value (re-rating).Over the last 6 years, based on our internal estimates, Fair Value growth for Nifty (with current members) has been approximately 14.5% CAGR, compared to Nifty (with current members) returns of about 15.5% CAGR.

Thus, only a small proportion of stockholder returns can be attributed to re-rating.

Hence, it is critical for investors to focus on market's Fair Value and the drivers of change of such Fair Value. According to us, there are four drivers of Fair Value: a) Returns on Equity, b) Growth in Earnings, c) Cost of Capital and d) Riskiness of underlying cash flows (which determines cost of equity).

a) Returns on Equity (RoE)

Over the last few years, economic growth has remained subdued. Since FY11, India's GDP has grown at a significantly slower pace compared to its longer period averages. This has resulted in a slowdown in sales growth, which in turn has resulted in a sharper slowdown in earnings growth. This in turn has resulted in a decline in Return on Equity. Nifty RoE has fallen from a 10-year average of 16% to currently at about 14% as at the end of FY18. We believe that the past two years marked the trough for the economy, as it was suffering from the twin shocks of Demonetization (FY16) and GST Implementation (FY17). We expect the macros to improve gradually over the medium term, led by improvement in investment and government demand. This should result in RoE for the market to bounce back to historical averages, thereby improving the Fair Values for the market.

However, as investors we should be cognizant of lurking risks to RoE in the form of Trade warswhich can negatively impact RoE.

b) Growth in Earnings

Nifty's historical earnings growth was approximately 8% for the last 10 years. However, it was significantly lower at 4% in the previous five years. We expect that with improvement in economic outlook in the medium term, the earnings growth is also likely to gain momentum.

Amongst the likely risks to earnings are increased trade tensions and higher oil prices. Recently USA announced significant tariff barriers for goods imported by it from China, which China has vowed to retaliate. Also, Crude Oil price has increased by 43% over the last one year, thereby increasing pressure on corporate margins and stoking inflation.

c) Cost of Capital

Cost of Capital or risk-free rates prevalent in the economy acts like a gravitational force on assets – higher the cost of capital, lower the asset values and vice-versa. According to us, one of the biggest risks facing global asset markets is rise in inflation. Currently USA, which has multi-year low unemployment rate, is not experiencing wage inflation. It is experiencing goldilocks scenario of low inflation and rising economic growth. Central Banks of Europe and Japan are yet to see meaningful pickup in inflation. Hence, ECB and BoJ continue to administer ultra-loose monetary policy, while US Fed has initiated a modest unwind of its balance sheet. Further increase in inflation rate can result in a co-ordinated tightening of monetary policies. We can witness a fall in global liquidity, which can impact an emerging market like India. The global and domestic interest rates are already on an upward trajectory reflecting ongoing reduction in liquidity and rise in inflation.

d) Riskiness of underlying cash flows (which determines cost of equity)

Last year Moody's upgraded India's credit rating after 14 years, due to continued progress in economic and institutional reforms undertaken by the government. This is likely to reflect in marginal reduction in risk premiums for India.

However, we would be watchful of political stability during the upcoming general elections in 2019, which could alter the risk premia for our markets.

In Summary, we expect the market returns to be mainly driven by growth in Fair Values in the medium term and do not expect any re-rating. According to us, the driver of Fair Value growth can be cyclical uptick in economy, coupled with improved capacity utilization and improvement in investment demand. However, the key risks to the Fair Values are an increase in global cost of capital, unwinding of monetary stimulus by developed world central banks, rise in trade tensions, increased crude oil prices and domestic political instability.

Note: Source for all data is Bloomberg.

Vinay Paharia
Chief Investment Officer
Union Asset Management Company Private Limited

Disclaimer

Performance Of Select Funds

Data as on July 27, 2018

EQUITY FUNDS

Large Cap & Multi Cap

Fund	Launch	6 Mth*	1 Year*	2 Year**	3 Year**	5 Year**	7 Year**	10 Year**	15 Year**
ABSL Frontline Equity Fund	Aug-02	-2.06	6.28	12.25	10.70	18.18	14.33	14.81	21.10
ABSL Equity Fund	Aug-98	-3.97	4.39	15.32	13.34	23.18	15.87	14.35	22.68
Franklin India Equity Fund	Sep-94	-4.14	4.62	10.77	9.47	19.78	14.80	15.12	21.76
HDFC Equity Fund	Jan-95	-8.30	4.30	13.41	10.09	19.04	12.16	15.12	22.06
HDFC Top 100 Fund	Sep-96	-5.74	4.77	13.03	10.55	17.42	11.82	13.98	21.80
HSBC Large Cap Equity Fund	Dec-02	-0.73	8.76	15.04	12.03	16.09	10.98	9.92	19.59
ICICI Prudential Bluechip Fund	May-08	-1.81	9.72	14.25	11.92	17.77	13.92	15.75	—
IDFC Core Equity Fund - Regular Plan	Aug-05	-4.64	7.23	15.50	12.69	16.55	12.39	10.66	—
Kotak Bluechip Fund - Regular Plan	Dec-98	-0.60	9.23	12.00	9.79	16.77	12.37	11.57	20.23
Kotak Standard Multicap Fund Regular	Sep-09	0.98	9.52	16.35	14.01	22.32	16.71	—	—
L&T Equity Fund	May-05	-3.42	9.48	13.30	10.28	18.20	13.12	14.37	—
Motilal Oswal Multicap 35 Fund	Apr-14	0.15	8.78	18.72	14.66	—	—	—	—
Reliance Large Cap Fund	Aug-07	-4.20	8.45	15.47	10.81	20.55	14.38	13.40	—
Invesco India Contra Fund	Apr-07	-0.80	18.38	20.76	15.12	26.64	16.94	17.44	—
SBI Bluechip Fund	Feb-06	-1.10	7.24	11.24	10.64	19.25	15.47	13.67	—

Sectoral / Thematic Fund & Tax Saving

Canara Robeco Consumer Trends	Sep-09	2.92	11.46	18.26	13.51	20.60	15.66	—	—
HSBC Tax Saver Equity Fund	Jan-07	-7.50	2.64	13.56	11.29	19.24	14.77	14.49	—
ICICI Prudential Infrastructure Fund	Aug-05	-14.86	-1.56	8.71	5.04	16.61	7.99	7.34	—
Kotak Infrastructure and Economic	Feb-08	-14.89	-2.70	9.24	8.77	22.10	11.18	11.46	—
Reliance Banking Fund	May-03	0.19	6.75	20.59	15.82	23.66	15.26	19.00	23.58
Reliance Pharma Fund	Jun-04	-2.43	9.03	1.07	1.56	14.83	13.38	20.38	—
Axis Long Term Equity Fund	Dec-09	6.36	18.29	17.35	13.48	24.78	19.55	—	—
HDFC Taxsaver Fund	Mar-96	-9.49	1.36	12.90	9.57	18.78	11.82	14.11	22.34
IDFC Tax Advantage (ELSS) Fund	Dec-08	-6.93	9.84	18.06	11.94	21.25	16.44	—	—
Reliance Tax Saver (ELSS) Fund	Sep-05	-18.67	-6.69	8.28	7.06	21.96	14.78	15.94	—

Midcap & Smallcap

DSP BlackRock Midcap Fund - Regular	Nov-06	-4.94	5.39	14.75	13.66	27.59	17.03	18.83	—
Franklin India Smaller Companies Fund	Jan-06	-9.62	3.87	12.17	13.73	29.02	21.74	19.68	—
HDFC Mid-Cap Opportunities Fund	Jun-07	-5.29	6.17	15.82	14.57	27.42	19.13	20.59	—
HSBC Small Cap Equity Fund	May-05	-17.02	0.09	10.45	9.52	29.14	14.94	11.91	—
Kotak Emerging Equity Scheme	Mar-07	-6.87	4.68	13.59	13.50	28.40	18.98	15.74	—
L&T India Value Fund	Jan-10	-8.67	2.96	14.85	13.45	25.79	18.71	—	—
Reliance Multi Cap Fund	Mar-05	-9.76	5.23	10.79	6.77	18.69	13.71	16.60	—
SBI Magnum Global Fund	Sep-94	-6.58	9.88	10.71	8.25	21.25	16.21	16.12	26.10

HYBRID

ABSL Equity Hybrid '95 Fund	Feb-95	-2.14	4.28	10.32	10.28	17.73	13.47	15.05	18.81
Canara Robeco Equity Debt Allocation	Feb-93	1.87	8.71	13.12	10.03	17.72	13.60	14.70	18.53
DSP BlackRock Equity & Bond Fund	May-99	-1.54	6.27	11.93	10.19	17.54	12.09	12.75	17.83
HDFC Hybrid Equity Fund	Apr-05	-3.79	4.03	12.38	11.47	20.01	14.29	16.36	—
HDFC Balanced Advantage Fund	Sep-00	-7.57	1.46	11.31	9.97	18.58	—	—	—
ICICI Prudential Balanced Advantage	Dec-06	0.62	6.68	9.44	9.11	14.83	—	—	—0
ICICI Prudential Equity & Debt Fund	Nov-99	-4.45	4.39	12.31	11.09	18.17	14.71	14.11	17.46
Kotak Equity Hybrid Fund - Regular	Nov-99	-4.00	3.19	9.48	9.32	13.40	11.12	10.76	16.26
L&T Hybrid Equity Fund	Jan-11	-2.48	4.99	11.65	10.58	18.62	14.56	—	—
Reliance Equity Hybrid Fund	Jun-05	-2.39	5.86	12.86	11.47	18.55	13.84	15.58	—
SBI Equity Hybrid Fund	Dec-95	-1.27	8.98	11.65	10.45	18.05	14.59	13.27	19.59
Tata Hybrid Equity Fund - Regular Plan	Oct-95	-3.33	2.25	7.29	6.92	16.84	13.72	14.41	18.99
Axis Triple Advantage Fund	Aug-10	3.06	10.04	8.00	8.46	9.81	—	—	—
HDFC Equity Savings Fund	Sep-04	-1.11	3.86	10.22	10.31	10.99	—	—	—
Kotak Equity Savings Fund - Regular	Oct-14	2.80	8.46	9.39	8.47	—	—	—	—
Reliance Equity Savings Fund	May-15	-0.44	4.47	9.05	7.64	—	—	—	—

ARBITRAGE FUNDS

Funds	Launch	3 Mth*	6 Mth*	1 Year*	2 year**	3 Year**	5 Year**
ICICI Prudential Equity Arbitrage Fund	Dec-06	1.53	3.01	5.93	6.00	6.16	7.25
IDFC Equity Savings Fund - Regular	Jun-08	1.81	3.20	5.73	5.84	6.11	6.86
Invesco India Arbitrage Fund	Apr-07	1.39	3.00	6.10	5.97	6.10	6.98
Kotak Equity Arbitrage Fund Regular	Sep-05	1.54	3.10	6.18	6.17	6.26	7.36

DEBT

Debt Oriented & Ultra Short Term Debt Fund

Funds	Launch	1 Mth*	3 Mth*	6 Mth*	1 Year*	2 Year**	3 Year**	5 Year**
ABSL Short Term Opportunities Fund	May-03	0.70	1.42	2.42	4.22	6.44	7.67	8.78
ABSL Dynamic Bond Fund - Retail Plan	Sep-04	0.87	1.58	1.61	-0.66	4.17	6.72	8.44
Aditya Birla Sun Life Medium Term Plan	Mar-09	0.83	1.69	2.92	5.07	7.46	8.41	9.51
HDFC Credit Risk Debt Fund - Regular	Mar-14	0.74	1.30	1.89	3.91	6.82	7.94	—
Kotak Credit Risk Fund Regular Plan	May-10	0.77	1.59	2.83	5.22	7.23	8.10	8.94
Invesco India Short Term Fund	Mar-07	0.69	1.23	2.28	3.67	5.88	6.67	7.46
Reliance Credit Risk Fund	Jun-05	0.85	1.70	2.76	5.26	7.24	7.91	8.78
SBI Magnum Income Fund	Nov-98	0.97	1.26	1.48	2.02	6.82	8.01	7.66
L&T Credit Risk Fund	Oct-09	0.61	1.22	2.36	4.75	7.17	7.96	9.05
BNP Paribas Flexi Debt Fund	Sep-04	0.80	1.16	1.42	0.82	5.60	7.20	8.32
BNP Paribas Low Duration Fund	Oct-05	0.63	1.72	3.35	6.18	6.72	7.15	7.87
Kotak Savings Fund Regular Plan	Aug-04	0.61	1.75	3.59	6.46	7.00	7.43	8.31
L&T Ultra Short Term Fund	Apr-03	0.59	1.71	3.56	6.45	7.03	7.53	8.33
Kotak Banking and PSU Debt Fund	Dec-98	0.72	1.51	2.31	4.31	6.76	7.46	8.67

*Absolute ** Annualised. Past performance may or may not be sustained in future.

Dividends declared by equity and equity-oriented funds during the month of July 2018

Scheme name	Date	Dividend declared in ₹ Per unit
ICICI Pru Long Term Equity (Tax Svng)-D	02/07/2018	0.62
ICICI Prudential Equity & Debt (MD)	04/07/2018	0.20
SBI Equity Savings Fund-RP (MD)	10/07/2018	0.06
ICICI Pru Multi-Asset Fund (D)	11/07/2018	0.20
Kotak Equity Savings Fund (MD)	13/07/2018	0.04
Kotak Equity Arbitrage - Regular (FD)	17/07/2018	0.05
HDFC Arbitrage Fund - WP (MD)	19/07/2018	0.05
IDFC Dynamic Equity Fund-Reg (D)	23/07/2018	0.15
L&T India Hybrid Equity Fund (D)	23/07/2018	0.11
Kotak Equity Arbitrage - Regular (BMD)	24/07/2018	0.18
BNP Paribas Multi Cap Fund (D)	26/07/2018	0.18
ICICI Pru Equity-Arbitrage- RP (D)	26/07/2018	0.05
ICICI Pru Dividend Yield Equity (D)	27/07/2018	0.58
L&T Arbitrage Oppor. - Regular (MD)	27/07/2018	0.04
SBI Arbitrage Oppor. Fund (D)	27/07/2018	0.05

Please check whether you have received dividend for the fund/s that you may have in your portfolio out of this list. In case, you do not maintain any portfolio statement, Wiseinvest Advisors can do that for you free of charge. Once we have the details, we would send your updated statement every month. You can contact our corporate office or our branch to avail of this free service.

Mutual funds, like securities investments, are subject to market and other risks. As with any investments in securities, the NAV of units can go up or down depending on the factors and forces affecting capital markets.

Worried About Market Volatility? Here's How To Tackle It

Investing money to achieve varied investment goals is a process that requires investors to follow a disciplined approach through their defined time horizon. However, considering that different asset classes behave differently over different time periods, asset allocation plays a significant role in deciding the kind of returns one can expect and the kind of risk one could get exposed to. Of course, when it comes to investing in the stock market either through mutual funds or directly, investors have to contend with turbulent periods that may test their patience and perseverance.

Over the last six months, the market has turned volatile and its impact is clearly visible in the valuation of investors' portfolios. A number of domestic and global factors such as the reintroduction of the long-term capital gains tax on equities in the Union budget, tension between North Korea and the US, escalating trade war between the US and China, rising oil prices, tightening of interest rates in the US as well as rate hike by the RBI have contributed to this volatility during this period.

The recent recovery in the market saw BSE Sensex at a new high of 36,533.63 and Nifty 50 reclaiming 11,000-mark. However, the mid-cap and small cap stocks continue to remain under pressure. Considering that many investors increased their allocation to funds investing in mid-cap and small-cap stocks, they are facing anxiety and the dilemma of what to do now.

If you are an existing investor in mutual funds, it is important that you don't act in a haste as it can have serious implications on your financial future. There are certain do's and don'ts for investors when faced with a current market-like situation. Here are some of these and a few pointers on how you can use volatility to your advantage.

Continue with your SIP contributions

If you have been investing in equity and equity-oriented hybrid funds through SIP with a dearly defined long-term horizon to achieve investment goals like children's education and retirement planning, the current volatility shouldn't really be a cause for much worry as you have time on your hand. Remember, when you invest at lower levels of the market, you get more units and that brings your average cost down.

Don't make abrupt changes to your asset allocation

A volatile market can unnerve even the most seasoned investors. No wonder, many retail investors feel compelled to look for safety by moving money into debt instruments, when faced with uncertain markets. For example, currently the 3-year FMPs have emerged as an attractive option for investors as the money will get locked-in at attractive yields. However, diverting long-term money earmarked for important goals like children's education and retirement planning into such options can backfire as one would lose out on opportunities to invest at lower levels in the stock market. The key to handle turbulent times in the market is to keep focus on your investment goals and continue investments uninterruptedly.

Good time to realign the portfolio

If you made your portfolio risky over the last couple of years by aggressively investing in mid-cap and small-cap as well as thematic and sector funds, it would be a good idea to realign the portfolio by paring exposure to such funds and reallocating that money to large-cap oriented multi-cap funds. As a thumb rule, around 50-60 percent of your equity fund investments should be in large-cap and the remaining in mid-cap and small-cap segments of the market.

Don't try to time the market

While investing long-term money at lower levels as a part of your investment plan can make a big difference to your portfolio return, the temptation to time the market solely for the purpose of taking advantage of a fall in the market and investing without a dear time horizon can expose you to unwarranted risk.

(This article written by our CEO, Hemant Rustagi, was published in Dalal Street Investment Journal on July 23 – August 5, 2018).

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It's Time To Embrace Financial Planning

Financial planning is the process of making informed money management decisions to secure your future. Financial planning helps to achieve financial goals and meet personal priorities, taking into consideration available resources, responsibilities, risk appetite and lifestyle. A financial plan lays down the allocation of savings across various asset classes to achieve an appropriate risk-reward balance.

Do you need a financial plan?

All individuals and families regardless of age or income need a financial plan so that they know that they are saving enough for retirement, education funds or a new home. A financial plan gives you the discipline necessary to save money. A qualified and experienced financial planner can help you plan your investments so that you get the best returns for your risk level by spreading your investments into the different asset classes as well as investment options.

Wiseinvest Advisors is a SEBI registered Investment Adviser (Registration No. INA000000664). To maintain an arm's length distance between our Advisory and Execution services, we have set up a separate department named Investment Adviser Department (IAD).

We can help you achieve your goals by providing comprehensive fee based financial planning and making recommendations of financial products that suit your requirements the most. Our mission is to help you overcome uncertainty and take control of your finances and move confidently towards achieving your goals. The basis of fee calculation is the complexity of the engagement.

Remember, financial planning doesn't have to be an intimidating process. We have qualified and experienced advisers who can make financial planning a simple and fruitful process for you.

Our process:

Step 1: The first meeting provides an opportunity for you and us to get to know each other. You also get an opportunity to decide whether we have the capability to fulfill all your requirements.

Step 2: Establish a clear understanding of your goals and objectives as well as analyze your current situation. We have a discussion to determine what you want to achieve with your wealth.

Step 3: Determine your risk profile through discussion and a psychometric test. This enable us to find out how much risk you would like to and need to take to achieve your goals.

Step 4: Develop your unique financial plan. This will also include the recommended asset allocation and various investment options that suit your needs. While doing this, we also analyze your current investments. We present a final version of your customized financial plan so that you're positioned to move forward.

Step 5: Implement the investment plan. There would be no obligation on you to choose Wiseinvest Advisors to implement the recommendations made in the financial plan.

Step 6: We'll meet regularly to proactively address changes in your circumstances, as well as those in the markets, economy and taxes.

If you are keen to start the process of financial planning, you can get in touch with Investment Advisers at our Andheri office.

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