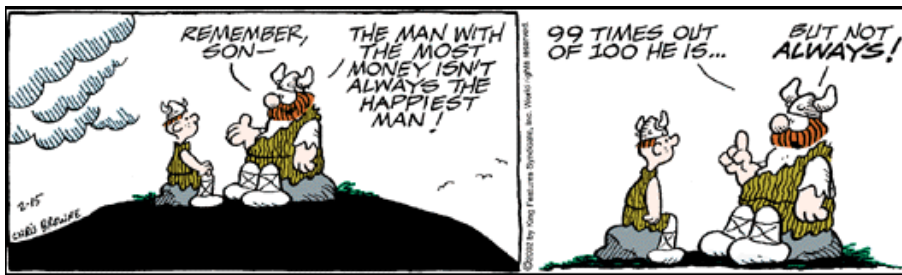


# Portfolio Management



1



2

In the beginning you work for money.  
When you retire, let the money work  
for you!

You can be young without money  
but you can't be old without it.  
Tennessee Williams

Save for a rainy day  
It does rain on some days!!

3

Vacation lasts a couple of weeks.  
Retirement will last one-third of a  
lifetime.  
Which one do you spend more time  
planning?

If you don't know where you are going  
then any road will do!

4

Are you saving or investing?

Why Financial Planning?

Financial planning helps translate aspirations into reality.

It helps provide meaning and direction to financial decisions.

Personal financial planning –  
Process of managing money to achieve personal economic satisfaction.

Advantages of personal financial planning:  
Increased effectiveness in obtaining, using, and protecting your financial resources.

Increased control of your financial affairs.

Improved personal relationships.

A sense of freedom from financial worries obtained by looking to the future.



' 3 Idiot'ic Savings style:  
No financial goal  
No Asset Allocation  
Save in whatever schemes

7

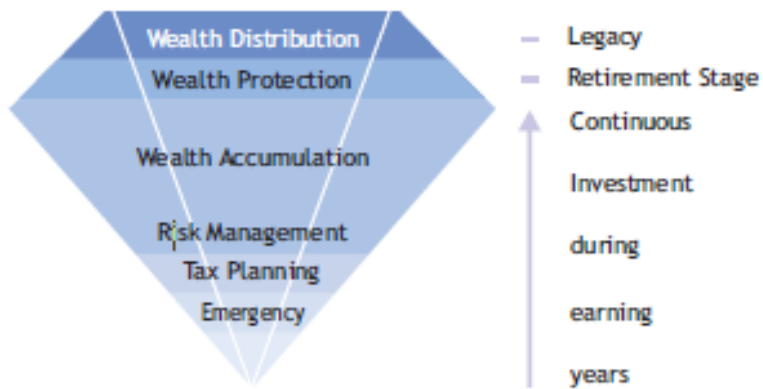
'Allz well' Investment Strategy:  
Financial Plan / Goal  
Asset allocation / Debt : Equity / Rebalance  
Different asset class & invest consistently

8



9

### Steps before committing Money:



10

**What are your investment needs?**

Tax savings  
Vehicle / Gadgets  
Home  
Education  
Family needs  
Marriage  
Retirement

11

**Cash Flow Statement**

Monthly Income

Monthly Expenses:

Fixed: Rent, Household, Education,  
Transport, Communication, etc..

EMI for Home Loans,

Insurance Premiums, Statutory Payments

Variable: Vacation, Impulsive buys

**SURPLUS** available for investment

12

# Goal Planner

Put a number to your financial goals and find out how much you should save each month to fulfill them based on the rate of return and time period specified by you.

## Your Goal

|                                                                  |                      |                                          |
|------------------------------------------------------------------|----------------------|------------------------------------------|
| Future amount required (Rs) :                                    | <input type="text"/> | (Do not insert comma separators)         |
| Investment horizon (years) :                                     | <input type="text"/> |                                          |
| Annual rate of return you expect to earn on the investment (%) : | <input type="text"/> |                                          |
| Annual rate of inflation (%):                                    | <input type="text"/> | <input type="button" value="Calculate"/> |

13

Tiny drops make a mighty ocean

Rule of 72

Bit by Bit

Invest regularly

Rome was not built in a day

14

## Magic Of Compounding

**Albert Einstein**, when asked what he considered to be mankind's greatest invention, replied '**Compound interest!**'

15

## INFLATION ERODES YOUR SAVINGS

Inflation can make the prices of things you buy cost a little more every year.

Inflation Robs Your Purchasing Power

Invest in Capital Appreciating Assets

Interest – Inflation: Real Rate

16



| Item               | 1987   | 1997   | 2017    |
|--------------------|--------|--------|---------|
| Toothpaste         | 8.05   | 18.90  | 104.00  |
| Soap               | 3.05   | 7.85   | 52.00   |
| Masala Dosa        | 3.50   | 14.00  | 224.00  |
| Petrol (per litre) | 7.99   | 25.48  | 259.12  |
| LPG Cylinder       | 56.15  | 137.85 | 830.85  |
| Men's shirt        | 225.00 | 510.00 | 2620.27 |

17

What cost Rs. 5.00 in 1947 would cost Rs. 243.82 in 2009 which is an increase of 4776.40%.

The average yearly inflation for 1948 - 2009 is 6.66%.

What cost Rs. 100.00 in 2010 would cost Rs. 162.90 in 2020 which is an increase of 62.90%.

The average yearly inflation for 2011 - 2020 assumed is 5.00%.

18

# Retirement Planner

| Retirement corpus                                                                    |                                                               |
|--------------------------------------------------------------------------------------|---------------------------------------------------------------|
| Your present age (years) :                                                           | <input type="text"/>                                          |
| Your present monthly expenses (Rs) :                                                 | <input type="text"/> (Do not insert comma separators)         |
| Number of years left for retirement (years) :                                        | <input type="text"/>                                          |
| Annual inflation rate by which you expect your monthly expenses to increase by (%) : | <input type="text"/>                                          |
| Your expected life expectancy (years) :                                              | <input type="text"/>                                          |
| Annual return you expect to earn on your retirement corpus pre- retirement (%) :     | <input type="text"/>                                          |
| Annual return you expect to earn on your retirement corpus post - retirement (%) :   | <input type="text"/> <input type="button" value="Calculate"/> |

19

“Am I in the right types of investments?”

“Will I outlive my money?”

“Will my investments keep up with inflation?”

“Have I saved enough?”

“What will my retirement expenses be?”

“How much can I withdraw each month once I’m retired?”

20

# • 1. Thou shall plan & invest regularly.

21

## **Where to invest?**

For an average investor, the decision of where to invest is best arrived at through a top down process:

**Step 1:** How should the money be divided across the different Asset Classes?      The **ASSET ALLOCATION** decision

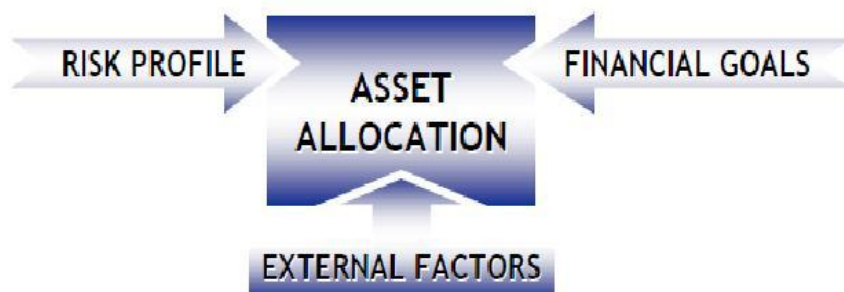
**Step 2:** Which specific Investment Options should be considered?      The **SECURITY SELECTION** decision

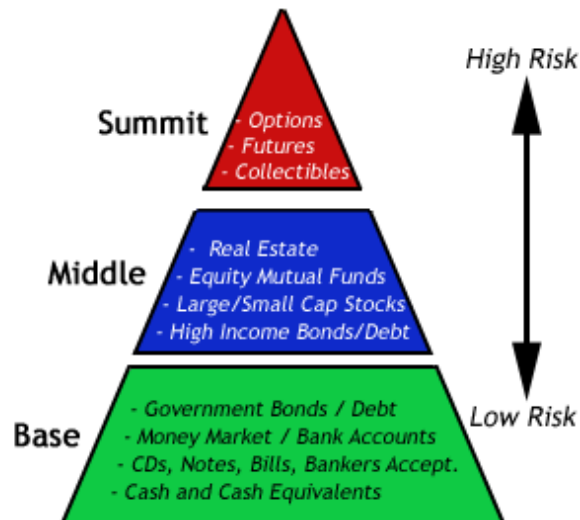
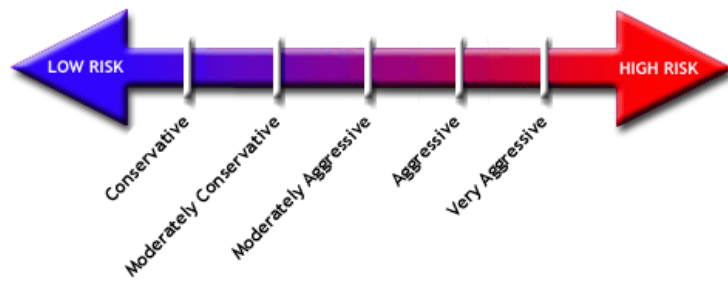
**Asset Class:** a group of assets or investment options which exhibit similar characteristics.

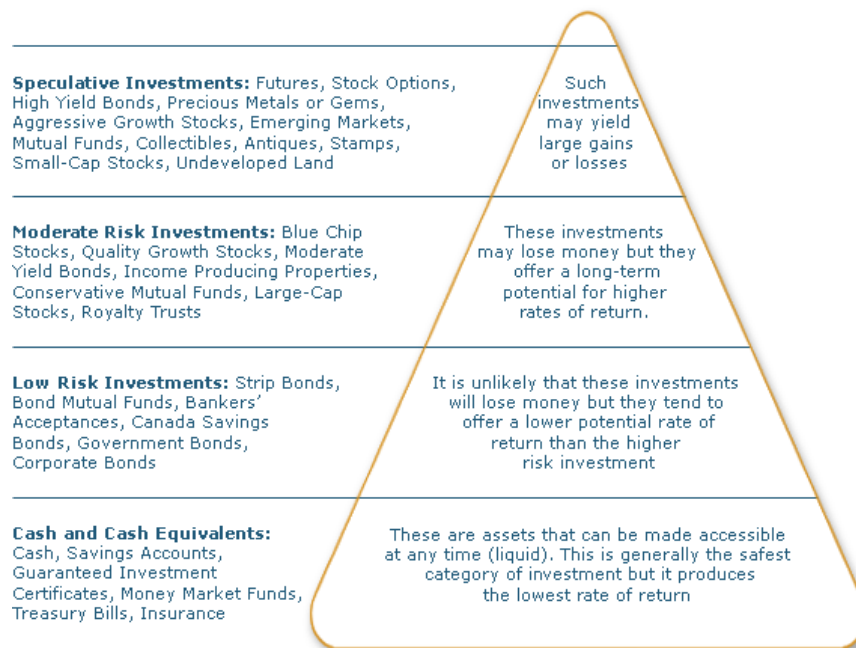
**Rationale for Asset Allocation**

- No one single asset class can meet all requirements of an investor.
- No one single asset class will perform the best at all time: winners rotate.

## Suggesting the Right Allocation







Don't put all your eggs in one basket!  
Diversify your portfolio

Asset class:

- Art
- Bank Deposits
- Bonds
- Commodities
- Equity Shares
- Gold & Jewellery
- Government Securities
- Insurance
- Mutual Funds
- Real Estate
- Structured Products



|                       | 20 <sub>s</sub>                                                                                                                                                                                                                                                                                                                 |                                                                                   | 30 <sub>s</sub>                                                                                                                                                                                                                                                                                                     |                                                                                   |
|-----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| Stage in life         | Starting career<br>Single / Unmarried<br>No dependents                                                                                                                                                                                                                                                                          |                                                                                   | Married<br>Starting a family<br>Single or Dual income<br>Career changes                                                                                                                                                                                                                                             |                                                                                   |
| Investment Objectives | Tax Savings<br>Higher Education<br>Getting Married<br>Buying Vehicle                                                                                                                                                                                                                                                            |                                                                                   | Tax Savings<br>Saving for children's education<br>Buying a home / gadgets / vehicle<br>Vacation                                                                                                                                                                                                                     |                                                                                   |
| Debt                  | 20%-30%                                                                                                                                                                                                                                                                                                                         |  | 30%-40%                                                                                                                                                                                                                                                                                                             |  |
| Equity                | 70%-80%                                                                                                                                                                                                                                                                                                                         |                                                                                   | 60%-70%                                                                                                                                                                                                                                                                                                             |                                                                                   |
| Savings Strategy      | Choose a Financial Advisor<br>Make a plan Short / Medium term.<br>Start small but start saving!<br>Keep aside 10% - 25% for investments<br>Get into a monthly savings mode<br>Open a Bank Recurring Deposit it will help you get started.<br>Systematic Investment Plan [SIP] is ideal for kick-starting Mutual Fund investment |                                                                                   | Plan your medium & long term savings<br>Long Term: Insurance cover Public Provident Fund [PPF] is a safe & easy way of savings & the most flexible too<br>Pension Plan - build retirement savings<br>Medium Term:<br>Bank Deposits & Good mix of Mutual Fund schemes across different themes & style of investments |                                                                                   |
| Real Assets           |                                                                                                                                                                                                                                                                                                                                 |                                                                                   | Real Estate: Buying a home<br>Gold: Gold Mutual Funds/ETF                                                                                                                                                                                                                                                           |                                                                                   |
| Risk Cover/ Insurance | Endowment Plan life cover                                                                                                                                                                                                                                                                                                       |                                                                                   | Endowment Plan life cover<br>Mortgage Plan to cover home loans<br>Pension Plan generate lifelong income<br>Mediclaim cover hospitalization expenses<br>Home Protection for household assets                                                                                                                         |                                                                                   |

29

|                       | 40 <sub>s</sub>                                                                                                                                                                                                                            | 50 <sub>s</sub>                                                                                                          | 60 <sub>s</sub>                                                                                                     |
|-----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| Stage in life         | Career stabilized<br>Growing Income<br>Children growing up                                                                                                                                                                                 | Empty Nesters<br>Growing Income /<br>Reduced liabilities<br>Children settled                                             | Retired<br>Lead a life of leisure                                                                                   |
| Investment Objectives | Tax Savings<br>Children's Education/ Marriage<br>Vacation<br>Gadgets<br>Asset maintenance & replacement expenses                                                                                                                           | Tax Savings<br>Retirement corpus<br>Vacation<br>Asset maintenance & replacement expenses<br>Buying additional properties | Tax Savings<br>Pilgrimage<br>Vacation<br>Asset maintenance & replacement expenses<br>Replacing vehicle / gadgets    |
| Debt                  | 40%-50%                                                                                                                                                                                                                                    | 50%-60%                                                                                                                  | 70%-80%                                                                                                             |
| Equity                | 50%-60%                                                                                                                                                                                                                                    | 40%-50%                                                                                                                  | 20%-30%                                                                                                             |
| Savings Strategy      | Review your Insurance cover enhance, if required<br>Increase investment amounts in varied Mutual Funds in different categories<br>Look at additional investment options like Portfolio Management Services [PMS] - In Equity / Real Estate | Increase your allocations to retirement corpus                                                                           | Generating cash flows for domestic & medical expenses<br>Consider fixed income plans for returns and capital safety |
| Real Assets           | Real Estate: Buying a home<br>Gold: Gold Mutual Funds/ETF                                                                                                                                                                                  | Look at generating passive Rental income by investing in another property                                                |                                                                                                                     |
| Risk Cover/ Insurance | Endowment Plan<br>Mortgage Plan<br>Pension Plan<br>Mediclaim<br>Home                                                                                                                                                                       | Pension Plan<br>Mediclaim<br>Home                                                                                        | Mediclaim<br>Home                                                                                                   |

30

## •2. Thou shall diversify your portfolio

31

Time & Tide waits for none

People seldom die at the right time –  
that is why life insurance was invented

Death comes everyday to someone –  
someday to everyone

32



## HUMAN LIFE VALUE

| Particulars                                                                     |           |                   |
|---------------------------------------------------------------------------------|-----------|-------------------|
| Vivek's age                                                                     | Years     | 30                |
| Age of spouse                                                                   | Years     | 27                |
| Life expectancy of spouse                                                       | Years     | 70                |
| Age of child                                                                    | Years     | 3                 |
| Child's share of monthly household expenditure                                  | %         | 10                |
| Child will remain dependent till                                                | Years     | 22                |
| Monthly household expenditure                                                   | Rs        | 40,000            |
| Of the above, how much is spent on Vivek                                        | Rs        | 10,000            |
| Expected inflation in household expenditure                                     | %         | 5                 |
| Money to be set aside for child's education (present value)                     | Rs        | 1,000,000         |
| Money to be set aside for child's marriage/other needs (in present value terms) | Rs        | 750,000           |
| Outstanding loans                                                               | Rs        | 1,500,000         |
| Other liabilities                                                               | Rs        | 500,000           |
| Medical expenditure/emergency fund                                              | Rs        | 500,000           |
| Rate of return on low risk securities/deposits                                  | %         | 8                 |
| <b>Human Life Value</b>                                                         | <b>Rs</b> | <b>16,645,475</b> |
| If the rate of return on low risk securities/deposits is                        | %         | 7                 |
| <b>Revised Human Life Value</b>                                                 | <b>Rs</b> | <b>18,183,996</b> |

33

## Types of Insurance

- Term Insurance – pure risk cover
- Endowment – payable on maturity
- Money Back – periodical payout
- U L I P - Unit Linked Insurance Plan – Insurance + Investment
- Mortgage Insurance
- Pension – Retirement Annuity
- Riders: Double Accident Death Benefit, Critical Illness, etc..

34

Prevention is better than cure

Health Care:

Medical Costs are increasing

Need to cover your health thro Medclaim

35

•3. Thou shall insure  
your life

36

Fixed Income:

Fixed Deposits

GOI Bonds

National Small Savings

Debt Funds:

MIP, FMPs, etc..

Public Provident Fund

Taxable – pre tax

Tax efficient – post tax

37

**PUBLIC PROVIDENT FUND [PPF] -**

Ideal for long term Wealth Accumulation

- 15 years ~ 8.00% Tax free Compounded Annually
- Minimum - Rs 500 Maximum - Rs 70,000/- p.a
- No Tax Deduction At Source
- No Court attachment.
- Partial withdrawal after 7 years.

Maturity Amount

- Rs 1000 pm [Rs 12,000pa] = Rs 3,38,858
- Rs 70,000 pa = Rs 19,76,675

Tax free Interest @ 8% = Rs 27,108 / Rs 158,134 pa

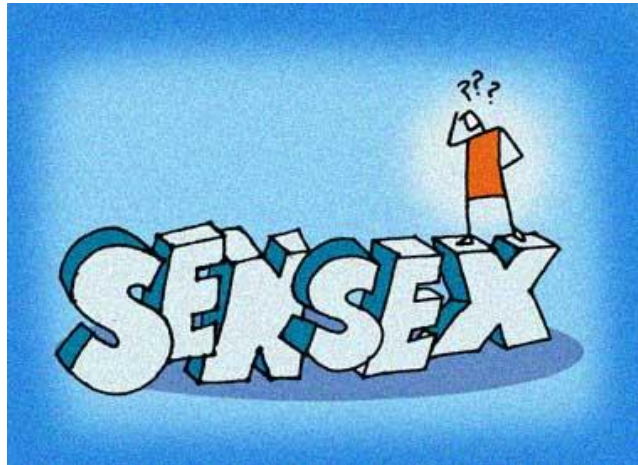
38

## •4. Thou shall invest in Debt products

39

- What word starts with 'S' and ends with 'X'. It has lot of up down movements
- ?
- ?
- ?
- ?

40



41

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<http://www.cartoonbank.com>



*"Sure, it may be great for us, but it's hell on the markets."*

42



43

| Year | 1st Half | 2 Half | Yearly |
|------|----------|--------|--------|
| 1985 | 74.8%    | 10.3%  | 92.9%  |
| 1986 | 14.8%    | -13.4% | -0.6%  |
| 1987 | -17.3%   | 1.9%   | -15.7% |
| 1988 | 35.1%    | 14.2%  | 50.7%  |
| 1989 | 18.9%    | -1.7%  | 16.9%  |
| 1990 | 9.2%     | 23.3%  | 34.6%  |
| 1991 | 21.1%    | 50.3%  | 82.1%  |
| 1992 | 61.4%    | -15.1% | 37.0%  |
| 1993 | -14.8%   | 51.0%  | 28.6%  |
| 1994 | 21.5%    | -3.8%  | -16.9% |
| 1995 | -17.4%   | -4.2%  | -20.9% |
| 1996 | 22.6%    | -19.1% | -0.8%  |
| 1997 | 38.0%    | -14.0% | 18.6%  |
| 1998 | -11.2%   | -6.0%  | -16.5% |
| 1999 | 35.5%    | 20.9%  | 63.8%  |
| 2000 | -5.1%    | -16.4% | -20.6% |
| 2001 | -13.0%   | -5.6%  | -17.9% |
| 2002 | -0.5%    | 4.1%   | 3.5%   |
| 2003 | 6.8%     | 61.9%  | 72.9%  |
| 2004 | -17.9%   | 37.7%  | 13.1%  |
| 2005 | 9.0%     | 30.6%  | 42.3%  |
| 2006 | 12.9%    | 30.0%  | 46.7%  |
| 2007 | 6.3%     | 38.5%  | 47.1%  |
| 2008 | -33.6%   |        |        |

44

Based on the data compiled in the table,  
Rs 100 invested in BSE Sensex in 1985  
would be Rs 3,500 today  
[16% compounded returns].

At the peak, Jan-08, your investment was  
worth Rs 5,300 [18.5% compounded  
returns].

Over the last 10 years [1999-2009]  
Sensex delivered absolute returns of  
249% - against Dow Jones return of  
only 9.30%. *Source:BSLI Inv Team*

45

## **FUNDAMENTAL ANALYSIS**

Performance of the company is analyzed

Financial Results: Quarterly & Annual

Industry Sector

Growth plans

Top line / Bottom line

Ratios

Dividend Policy

Net Profit after taxes / No of shares

Earnings per share EPS

Price Earnings PE

[Market Price / EPS]

46

Infosys:

One share invested in 1993 IPO @ Rs 95 would have increased to 128 shares The increase is on account of bonus issues and stock splits as follows

| Year | Corporate action | No of shares |
|------|------------------|--------------|
| 1993 | IPO              | 1 share      |
| 1994 | 1:1 bonus        | 2 shares     |
| 1997 | 1:1 bonus        | 4 shares     |
| 1999 | 1:1 bonus        | 8 shares     |
| 2000 | 2 for 1 split    | 16 shares    |
| 2004 | 3:1 bonus        | 64 shares    |
| 2006 | 1:1 bonus        | 128 shares   |

@ to-day's closing price Rs 2757.

It amounts to Rs 3,52,896

47

Who is this?



48



Warren Buffet says about investing in the market...

"The basic ideas of investing are to look at stocks as business, use the market's fluctuations to your advantage, and seek a margin of safety" ....

"Success in investing doesn't correlate with I.Q. once you're above the level of 25. Once you have ordinary intelligence, what you need is the temperament to control the urges that get other people into trouble in investing." - *Warren Buffett*

## Buffett's Gains Beat Every Mutual Fund Just Two Come Close Over Past 45 Years

THE WALL STREET JOURNAL.  
WSJ.com

Many investors can only look on with envy when Warren Buffett says his investors have seen 20% annualized gains over the past 45 years—even the best mutual funds pale by comparison.

Only two funds are even on the horizon: Fidelity Magellan Fund, which has returned 16.3% a year during Mr. Buffett's chairmanship of Berkshire Hathaway Inc., and Templeton Growth Fund, up 13.4% a year on average, according to investment researcher Morningstar Inc.

51

Using Berkshire's market-price gains for fairer comparison with mutual funds, \$10,000 invested with Mr. Buffett on Oct. 1 1964 — equivalent to about \$60,000 in today's dollars—would now be worth about \$80 million. The same amount in Fidelity's fund would have grown to about \$9.1 million, while Templeton Growth investors would now have roughly \$2.9 million.

52



**Hard work:** All hard work bring a profit, but mere talk leads only to poverty.

**Laziness:** A sleeping lobster is carried away by the water current.

**Earnings:** Never depend on a single source of income. [At least make your

**Investments** get you second earning]

**Spending:** If you buy things you don't need, you'll soon sell things you need.

**Savings:** Don't save what is left after spending; Spend what is left after saving.

**Borrowings:** The borrower becomes the lender's slave.

**Accounting:** It's no use carrying an umbrella, if your shoes are leaking.

**Auditing:** Beware of little expenses; A small leak can sink a large ship.

**Risk-taking:** Never test the depth of the river with both feet. [Have an alternate plan ready]

**Investment:** Don't put all your eggs in one basket.

53



54



55



**STATUTORY WARNING**  
**SPECULATION IS**  
**INJURIOUS TO YOUR**  
**WEALTH & HEALTH!!**

56

- **5. Thou shall  
consider investing  
in Equity Shares**

57

There are two forms of Equity  
portfolio management:

Passive

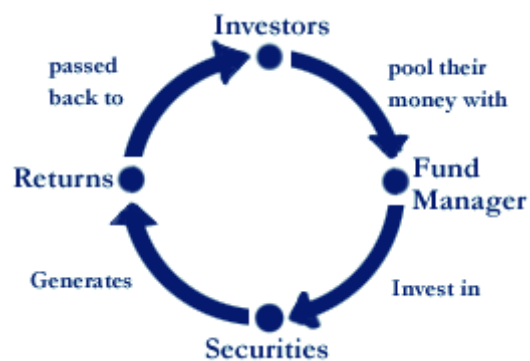
Active management

Active:  
Direct Equity

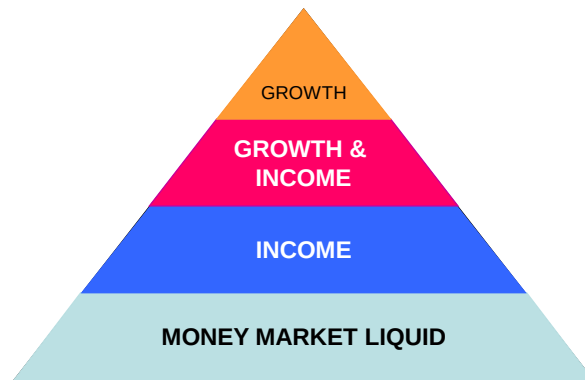
Passive:  
PMS  
Mutual Funds

59

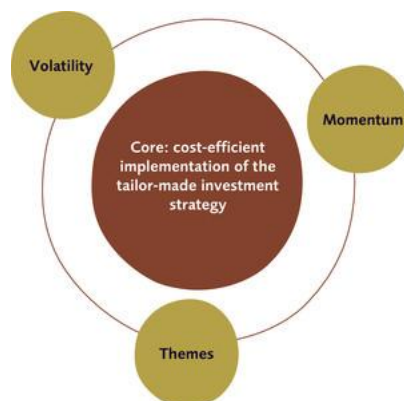
## Mutual Funds



60



61



62

CRICKET TEAM:

BATSMEN

ALL ROUNDERS

WICKET KEEPER

SPINNERS

PACE BOWLERS

63

MUTUAL FUND

CORE:

LARGE CAP DIVERSIFIED FUNDS

Benchmarks:

Sensex, Nifty, BSE 100, 200 & 500

ELSS

SATELLITE:

LIQUID FUNDS

MID CAP

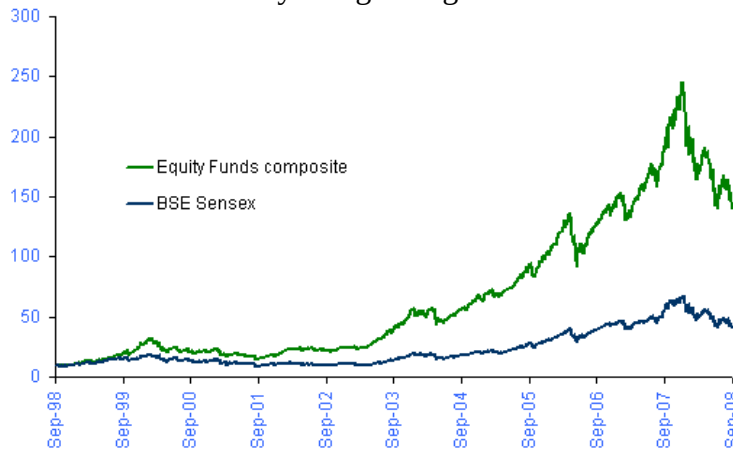
THEMATIC

SECTORAL

64



The graph below depicts the performance of actively managed funds against the BSE Sensex for the ten year period ending September 2008. Rs. 1000 invested in the BSE Sensex in September 1997 would have grown to Rs. 4145 by September 2008. However, Rs. 1000 invested in a simulated composite of equity funds would have climbed to a whopping Rs. 14,340. It is evident that actively managed funds have outperformed the benchmark index by a huge margin.



65

### An overbearing equity component:

The ability of equities to deliver over longer time frames and even outperform other investment avenues like gold, property and bonds is an often chronicled fact.

However, over shorter time frames, equities also hold the potential to be a very risky asset class and expose the portfolio to high levels of volatility.

This is the primary reason why any fund manager worth his salt always recommends a sufficiently long (at least 3 years) time frame for an equity-oriented investment.

66

| Age              | Early Investment | Age | Late Investment |
|------------------|------------------|-----|-----------------|
| 22               | 20,000           | 22  | 0               |
| 23               | 20,000           | 23  | 0               |
| 24               | 20,000           | 24  | 0               |
| 25               | 20,000           | 25  | 0               |
| 26               | 20,000           | 26  | 0               |
| 27               | 20,000           | 27  | 0               |
| 28               | 20,000           | 28  | 0               |
| 29               | 20,000           | 29  | 0               |
| 30               | 20,000           | 30  | 0               |
| 31               | 0                | 31  | 20,000          |
| 32               | 0                | 32  | 20,000          |
| 33               | 0                | 33  | 20,000          |
| 60               | 0                | 60  | 20,000          |
| 61               | 0                | 61  | 20,000          |
| 62               | 0                | 62  | 20,000          |
| 63               | 0                | 63  | 20,000          |
| 64               | 0                | 64  | 20,000          |
| 65               | 0                | 65  | 20,000          |
| Total Invested   | 180,000          |     | 700,000         |
| Amount Available | 39,88,070        |     | 37,22,040       |

67

So if you start saving early, you accumulate more even while investing less. The chart proves a point. These figures are based on a hypothetical interest rate of 8 percent. You may not be able to invest Rs.20,000/- annually from the time you turn 22 but any amount invested earlier will make a dramatic difference later. The longer your money is allowed to grow at a compounded rate, the more dramatic will the difference be eventually.

The message purported here is –  
Put Time On Your Side.

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# S I P Calculator

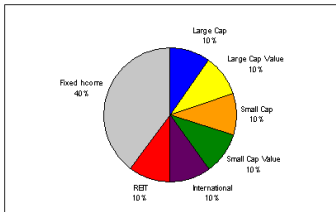
| Future SIP investment value                         |                                                               |
|-----------------------------------------------------|---------------------------------------------------------------|
| SIP amount (Rs):                                    | <input type="text"/> (Do not insert comma separators)         |
| Investment Term (months):                           | <input type="text"/>                                          |
| Investment Frequency:                               | <input type="text" value="Monthly"/>                          |
| Annual return you expect to earn on investment (%): | <input type="text"/>                                          |
| Annual rate of inflation (%):                       | <input type="text"/> <input type="button" value="Calculate"/> |

69



70

# •6. Thou shall consider investing in Mutual Funds.



71

“Invest in land since they have stopped producing it any more .”

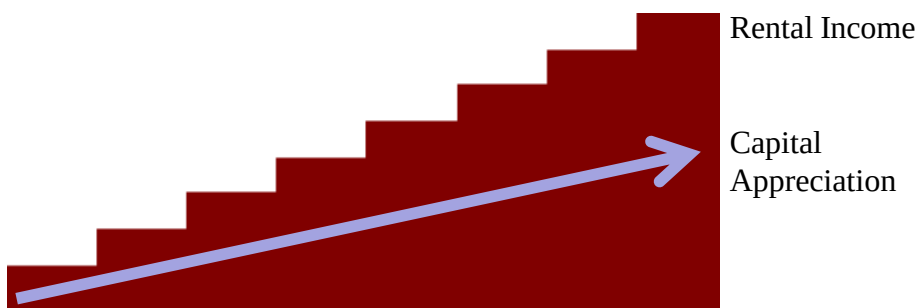
*Mark Twain*

72

Long Term investment  
Appreciation in the long run  
Regular increasing returns  
Investment amount is high  
Legal process

73

## REAL ESTATE INVESTMENTS



Rentals: Regular Escalations

Negatives: Lying vacant / Litigation

74

Invest Directly in properties

PMS route

R E I T

75

## •7. Thou shall invest in Real Estate

76

Gold & Jewellery, Art  
All that glitters is GOLD

*Diamonds* are forever &  
Women's best friend



Investment:  
Direct purchases  
ETF  
Gold Mining Funds  
Art Fund

77

## Why is Gold so compelling to us?

Gold has been considered the most precious metal since before the early Egyptians, despite the fact that other metals are rarer. Gold has beauty and many practical applications, and this is appreciated in most cultures. Gold conducts electricity well, and unlike other conductors, does not corrode or tarnish over time. Gold's softness also makes it easy to work with - half an ounce can be beaten into a sheet 160 square feet in area or pulled into a wire 20 miles long.

78

## •8. Thou shall invest in gold

79

"Neither a borrower nor a lender be;  
for loan oft loses both itself and friend" –  
William Shakespeare in *Hamlet*

Apply Caution while using Credit Cards  
Getting into debt is dangerous.  
Follow G O O D Policy –  
Get Out Of Debt!!  
Asset backed loans / Mortgage –  
ensure timely repayments

80



# •9. Thou shall apply caution while using Credit Cards & taking Loan.

81

**Charity:**  
**Contribute to charity every year**



**People will forget what you said,  
people will forget what you did,  
but people will never forget how you made them feel.**  
*Maya Angelou*

**Kindness is the language which the deaf can hear and  
the blind can see.**  
*Mark Twain*

82

# •10. Thou shall contribute to Charitable Causes.



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## FINANCIAL HABITS TO CREATE WEALTH

*from the book The Millionaire Next Door*

Millionaires set specific financial goals

They are frugal

Saves & Invests 10% - 25% of income.

95% of them own Shares

Invest in Bonds, Real Estate and own business

Invest to lower their tax

Seek advice of qualified professionals

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**Financial Freedom** is when you never do anything that you don't want to for money & you never omit doing something that you want to do because of lack of money.

Another way of describing the condition of financial freedom is that **money works for you** instead of you working for money.

Building **Prosperity Consciousness** is the way to ensure your financial success.

85

Household Savings:

35% Physical Assets: Property & Gold

Gold – last five years: 3500 tonnes Rs 3 lakh cr

Household savings [June 2009]: Rs 61.6 lakh cr

Cash & deposits: 63%

Equity related: 10%

China 22%

Developed Countries 30% – 40%

Indian Equity CAGR 17.4% since April 1979

Article by Vikram Kotak – CIO Birla Sunlife – BusinessLine 19/03

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According to Naresh Kothari, President, Edelweiss Capital, “While two decades of economic reforms have moved India decisively from the traditional Hindu growth rates of 3-5% into the orbit of 7-9% growth rate, the question on everyone's mind is whether we can grow as good as the previous decade, if not better.

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India's growth is fundamentally domestic consumption driven.

Young population (median age of 26)

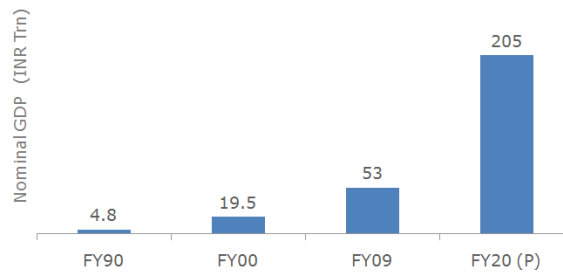
Growing middle class (larger than the population of the United States) and

Rising incomes make the consumption story growth strong going forward as well.

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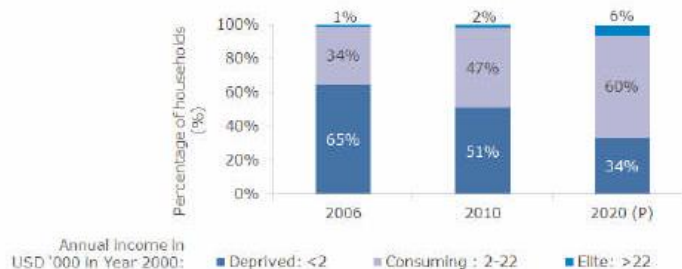
Projected Real GDP growth rate of 9%



Indian GDP set to quadruple over the next ten years - 'Edelweiss India 2020' Report  
Driven by a nominal annual growth rate of 13%, India's GDP is set to quadruple over the next ten years and India is likely to be a USD 4.5 trillion (Trn) economy by the year 2020.

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#### Annual income distribution brackets



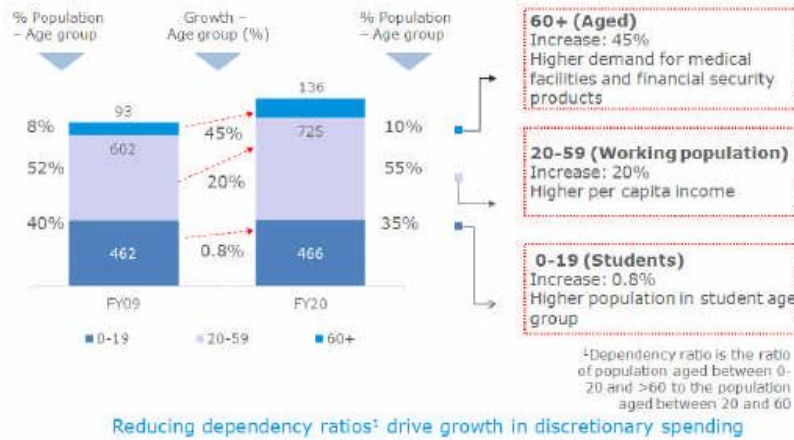
- \* Elite Category (> INR 1000K): Grows from 4.4 mn households to 18.1 mn
  - \* Consuming classes (INR 90-1000K): Grows from 120 mn households to 180 mn
  - \* Deprived segment (< INR 90K): Reduces from 133 mn households to 100 mn
- (INR Income level as in year 2000)

#### Elite and Consuming classes grow dramatically

The number of households in the top-most income level (over Rs 10 lakh annually) will grown to 18.1 million from the current 4.4 million. The segment with less than Rs 90,000 of annual income will decline to 100 million from 133 million

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### Increase in population is weighed towards the working population age group



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| Sector                        | Size in FY09 (INR Bn) <sup>1</sup> | Size in FY20 (P) (INR Bn) <sup>1</sup> | Growth (X) |
|-------------------------------|------------------------------------|----------------------------------------|------------|
| <b>Financial Services</b>     |                                    |                                        |            |
| Banking                       | 2,006                              | 10,600                                 | 5.3        |
| Broking                       | 149                                | 697                                    | 4.7        |
| Asset Management <sup>2</sup> | 7,200                              | 41,300                                 | 5.7        |
| Life Insurance <sup>3</sup>   | 2,315                              | 10,772                                 | 4.7        |

<sup>1</sup> Revenue is used as the metric for size for all sectors except Asset Management and Life Insurance

<sup>2</sup> AUM has been used as the metric for size for Asset Management

<sup>3</sup> Total premium has been used as metric for size for Life Insurance

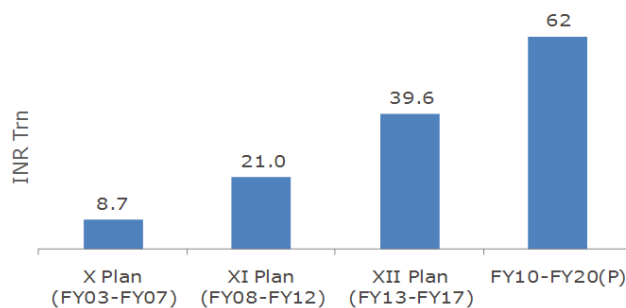
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| Sector                              | Size in FY09<br>(INR Bn) <sup>1</sup> | Size in FY20 (P)<br>(INR Bn) <sup>1</sup> | Growth (X) |
|-------------------------------------|---------------------------------------|-------------------------------------------|------------|
| <b>Private Domestic Consumption</b> |                                       |                                           |            |
| Education                           | 890                                   | 5,100                                     | 5.7        |
| Domestic Pharma                     | 374                                   | 2,250                                     | 6.0        |
| Healthcare                          | 1,680                                 | 10,090                                    | 6.0        |
| Media                               | 488                                   | 2,451                                     | 5.0        |
| Entertainment                       | 188                                   | 947                                       | 5.0        |
| Urban Affordable Housing            | 432                                   | 1,749                                     | 4.0        |
| Urban Premium Housing               | 116                                   | 757                                       | 6.5        |
| Organized Retail                    | 1000                                  | 6,260                                     | 6.3        |
| Automobiles                         | 878                                   | 4,257                                     | 4.8        |

<sup>1</sup> Revenue is used as the metric for size for all sectors

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### Infrastructure Investments



\* Government gross tax revenues will grow 4.7x total gross tax revenues over the last decade providing sufficient resources to be spent on infrastructure

\* Targeted private sector share in infrastructure investment to go up to 40% by 2020 from targeted 30% in XIth plan

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| Sector<br>(Investment in INR Bn) | Investment <sup>1</sup><br>XI Plan E (FY08-12) | Investment <sup>1</sup><br>FY10- 20(P) |
|----------------------------------|------------------------------------------------|----------------------------------------|
| <b>Physical Infrastructure</b>   |                                                |                                        |
| Power                            | 6,670                                          | 13,000 <sup>2</sup>                    |
| Roads                            | 3,140                                          | 10,940                                 |
| Railways                         | 2,200                                          | 10,400                                 |
| Irrigation                       | 2,500                                          | 10,000                                 |
| Water Supply & Sanitation        | 2,300                                          | 9,900                                  |

<sup>1</sup>Estimate of cumulative investment is used as the metric of size in this sector.

<sup>2</sup> Although total sector growth may not outpace GDP growth, growth in private sector participation will be on par with other super sectors

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# THANK YOU



|                    |                     |                 |                   |            |
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