

Summer Internship Project Report

“Marketing Strategies of Bajaj Capital”

By

Ankita Sharma

2019BBA005



Under the Supervision of

Mr Umamaheshvaram S Mandi

(Submitted in partial fulfilment of the requirements of the BBA degree)

Institute of Management

JK LAKSHMIPAT UNIVERSITY

(2020-21)

Certificate



Bajaj Capital Limited

[CIN: U67120DL1965PLC004338]

Registered Office: Mezzanine Floor,
Bajaj House, 97, Nehru Place, New Delhi -
110019, India **Correspondence**

Address: Novus Tower, 1st Floor

(East wing), Plot No. 18, Sector-18, Gurugram,
Haryana 122015 email: info@bajajcapital.com

email:
dp@bajajcapital.com
ital.com*
www.bajajcapital.com
pital.com

Date: 9th September 2021

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Ms Ankita Sharma** student of **JK Lakshmipat University** has successfully completed the Internship in our Organization at Gurugram-Corporate office (Virtual Mode) from **16th June to 24th August 2021**.

The scope of project was:

"Market strategies of Bajaj Capital"

The WP Intern undertook his/her training with dedication & sincerity. We wish him/her all the best for future endeavour.

With Regards,

For Bajaj Capital Limited.

A handwritten signature in black ink, appearing to read 'Nitin', with a horizontal line underneath it.

Nitin Ambardar

Associate Vice President – TDA

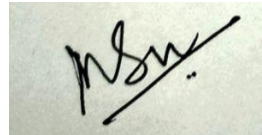
Email : nitina@bajajcapital.com

SEBI Registration Nos: Merchant Banker (INM000010544), DP (DP.IN-DP-NSDL-267-2006), BSE - Equity (INZ000007732)
PFRDA Registration No: 12092018
Over 150 offices nationwide | Serving 10,000 investors | Since 1965
7-Times recipient of CNBC TV 18 Best Financial Services Award (Retail) including 2017-18
Great Place To Work 2012 | The Economic Times Best BFSI Brands 2016

www.bajajcapital.com

Certificate

This is to certify that the Summer Internship Report (SIP) titled “**Marketing Strategies of Bajaj Capital**” submitted by **Ankita Sharma** is original piece of work carried out by candidate under my Supervision.

A handwritten signature in black ink, appearing to read 'U. Mandi', is written over a horizontal line.

(Prof Umamaheshvaram Mandi)

Acknowledgement

I wish to express my sincere gratitude to Mr Nitin Ambar Dar, Associate Vice President, TDA for providing me an opportunity to do my internship and project work in “Bajaj Capital Limited “.

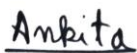
Successfully Completion of any report requires help of no. of persons. I have taken help from different people for preparation of this report. Here’s a little effort to show my deep gratitude to them.

I convey my sincere gratitude to my college mentor Prof. Umamahesvaram S Mandi. In every phrase of this project his guidance and supervision helped a lot to shape this report to be completed successfully.

Declaration

I, Ankita Sharma hereby solemnly declared that the work presented in this Internship Entitled “Marketing Strategies of Bajaj Capital” has been carried out by me and has not been previously submitted to any other university, college. and organisation for any academic qualifications and BBA degree.

I also confirm that, the report is only prepared for my academic requirement., not for any other purpose.



ANKITA SHARMA

2019BBA005

Institute of Management

JK Lakshmipat University

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Project Summary

In today's corporate and competitive world, I find that insurance and Mutual Fund sector has the maximum growth and potential as compared to the other sectors. Insurance has the maximum growth rate of 70-80% while as FMCG sector has maximum 12-15% of growth rate. This growth potential attracts me to enter in this sector and Bajaj Capital has given me the opportunity to work and get experience in highly competitive and enhancing sector. My project was to understand the different marketing strategies adopted by the company, namely, Bajaj Capital to increase their market share and to achieve its own target.

I also learned to develop the agency channel and how to create business opportunities. This helped me to know the issues of the competitive market and helped me enhance my communication and convincing skills. Understanding the ground reality of marketing is like stars in the eyes of every Management Professional, & this experience becomes more profound when the inception is with a pioneer like Bajaj Capital. During the two months Summer Project with Bajaj Capital had a very nice Corporate World Exposure, which I think will serve as a steppingstone for me in my corporate journey. In today's corporate and competitive world, I find that insurance and Mutual Fund sector has the maximum growth and potential as compared to the other sectors. Insurance has the maximum growth rate of 70-80% while as FMCG sector has 4 maximum 12-15% of growth rate.

This growth potential attracts me to enter in this sector and Bajaj Capital has given me the opportunity to work and get experience in highly competitive and enhancing sector. Unit Links Insurance Plan (ULIP) and Mutual Fund (MF) are the two most preferred options for a part time investor to invest into equity. But how do we decide which one should we go for. Though it is very easy to decide, people tend to confuse themselves most of the time. This Report talks about some points that you need to consider while deciding which option we want to take. Mutual Fund is pure investments. ULIP are combination of Insurance and Investment.

Industry & Company Overview

Overview of BFSI Industry

BFSI is the acronym for Banking, Financial Services, and Insurance and popular as an industry term for companies that provide a range of such products/services and is commonly used by IT/ITES/BPO companies and technical/professional services firms that manage data processing, application testing, and software development activities in this domain. Banking may include core banking, retail, private, corporate, investment, cards, and the like. Financial Services may include stock-broking, payment gateways, mutual funds, etc. The insurance covers both life and non- life.

What is the BFSI Industry?

Technology is allowing the BFSI industry to reach out to new markets and offer novel products and services through efficient delivery channels. On the other hand, data security and availability of information updates is critical to the banking and insurance business, mandating high network uptime, rapid fault detection, and quick problem resolution. The banking and financial industry is also challenged by many existing legacy systems in its infrastructure.

The BFSI space is adopting financial technology faster than ever: 2021 Trend List

The rise of Neo banks

Neo banks are entirely digitised in other parts of the world but in India, regulations don't permit a fully digitised bank, hence they have been partnering with traditional banks to help them seamlessly acquire customers. However, they are expanding rapidly with the help of superior technology to win over customers.

Newer technology to safeguard business and customers

The threat of financial losses has made companies innovate in the field of cybersecurity. To not suffer from reputational damage and face the regulatory consequences, BFSI companies are innovating to detect loan frauds and cyber-crimes. Some fintech and IT companies are already working towards this end, and it will gain more prominence in the year ahead.

Hi-tech & hi-touch'

The ever-evolving high-tech world has left humans desiring for high-touch — the involvement of personal attention and service. High touch refers to situations where trust between the customer and employed individual is necessary. And with the growing influence of millennials — both customers and new-age banking employees — personal touch will be key in maintaining valuable relationships in the banking sector alongside the evolving technologies.

Going forward, any organisation that will have both the capabilities of being 'high-tech' and

‘high-touch’ would be a winner.

Focus on ‘digital customers’

Due to the cutting-edge competition every bank is working towards adopting new technologies to keep meeting expectations of their customers and providing them with satisfactory experiences in the era of digitalization.

Digitalization is now spreading across the banking sector while earlier it used to be more for transactional banking and liability banking; and that it will continue to enhance customers’ convenience. Banks will need to interact with the customers more closely in person.

Rise of big tech in the banking industry

Tech firms like Apple and Google were already providing payment services in India and now WhatsApp, too, has joined the list. In last couple of years, big techs have risen to challenge the long-standing traditional banking institutions. The entry of big tech in finance stimulated a digital transformation wave with BFSI companies stepping up the pedal on digital transformation initiative.

However, it won’t be easy for them to enter the banking industry as there are several regulatory challenges and they lack credit history and a strong platform for doing the basic banking business — lending.

Company Overview



- ❖ About 50 years of experience in India's insurance sector
- ❖ Won Best Financial Advisor - Retail awards, for years 2009, 2011 and 2012
- ❖ SEBI license Category I Merchant Banker, ARN Holder and DP of NSDL

Introduction

Bajaj Capital Ltd was incorporated in the year 1964 in New Delhi, India. It is India's premier financial services provider, which has been providing investment services with about 50 years of experience in helping people protect and grow their wealth.

Bajaj Capital Ltd provides a wide variety of services, including personalised investment services which uses 360-degree financial assessment tool. It also provides its customers an incredible range of financial products, such as mutual funds, fixed deposits, bonds, insurance policies, stock investment options, and options for buying and selling of real estate properties.

Bajaj Capital provides services to its customers with 24X7 online support and has registered its presence in over 120 offices in 70 cities across India.

Milestone

Bajaj Capital has contributed to the growth of the Indian Capital Market at every step. In 1965, we were the first to innovate the Companies Fixed Deposit. Today, we are playing an active role in the growth of the Indian Mutual Fund industry. We are also working closely with private insurance companies to deepen India's insurance market. Here is a glimpse of our journey through the years.

1964: Bajaj Capital sets up its first Investment Centre™ in New Delhi to guide individual investors on where, when, and how to invest. India's first Mutual Fund, Unit Trust of India (UTI) is incorporated in the same year

1965: Bajaj Capital is incorporated as a Company. In the same year, the company introduces an innovative financial instrument – the Company Fixed Deposit. EIL Ltd. (Oberoi Hotels, then known as Associated Hotels of India Ltd.) 19 becomes the first company to raise resources through Company Fixed Deposits.

1966: Bajaj Capital expands its product range to include all UTI schemes and Government saving schemes in addition to Company Fixed Deposits.

1969: Bajaj Capital manages its first Equity issue (through an associate company) of Grader & Wells India Ltd.; right from drafting the prospectus to marketing the issue.

1975: Bajaj Capital starts offering 'need-based' investment advice to investors, which would later be known as 'Financial Planning' in the investment world.

1981: SAIL becomes the first government company to accept deposits, followed by IOC, BHEL, BPCL, HPCL and others; thus, opening the floodgates for growth of retail investment market in India. Bajaj Capital plays an active role in all the schemes as 'Principal Brokers'

1986: Public Sector Undertakings (PSUs) begin making public issues of bonds MTNL, NHPC, IRFC offer a series of Bond Issues. Bajaj Capital is among the top ranks of resource mobilisers.

1987: SBI leads the launch of Public Sector Mutual Funds in India. Bajaj Capital plays a significant role in fund mobilisation for all these players.

1991: SBI issues India Development Bonds for NRIs. Bajaj Capital becomes the top mobiliser with collections of over US \$20 million.

1993: The first private sector Mutual Fund – Kothari Pioneer – is launched, followed by Birla and Alliance in the following years. Bajaj Capital plays an active role and is ranked among the top mobilisers for all these schemes.

1995: IDBI and ICICI begin issuing their series of Bonds for retail investors. Bajaj Capital is the co-manager in all these offerings and consistently ranks among the top five mobilisers on an all-India basis.

1997: Private sector players lead the revival of Mutual Funds in India through Open-ended Debt schemes. Bajaj Capital consolidates its position as India's largest retail distributor of Mutual Funds.

1999: Bajaj Capital begins marketing Life and General Insurance products of LIC and GIC (through associate firms) in anticipation of opening of the Insurance Sector. Bajaj Capital achieves the milestone of becoming the top 'Pension Scheme' seller in India and launches marketing of GIC's Health Insurance schemes.

2000: Bajaj Capital implements its vision of being a 'One-stop Financial Supermarket.' The Company offers all kinds of financial products, including the entire range of investment and insurance products through its Investment Centres. Bajaj Capital offers 'full-service merchant banking' including structuring, management, and marketing of Capital issues. Bajaj Capital reinvents 'Financial Planning' in its international sense and upgrades its entire team of Investment Experts into Financial Planners.

2002: The company focuses on creating investor awareness for Financial Planning and need-based investing. To achieve this goal, the company introduced the International College of Financial Planning. The graduates of this institute become Certified Financial Planners (CFPs), a coveted professional qualification.

2004: Bajaj Capital obtains the All-India Insurance Broking Licence. Simultaneously, a series of wealth creation seminars are launched all over the country, making Bajaj Capital a household name.

2005: Bajaj Capital launches 360° Financial Planning, a software-based programme aimed at encouraging scientific and holistic investing.

2007: Bajaj Capital launches Stock Broking and Depository (Demat) Services. 2010: Bajaj Capital launches Just Trade, an online Platform for investing in Equities, Mutual Funds, IPO's

Mission

Provide need-based solutions at the right value, gaining lifetime client relationships through a happy team & service excellence.

Vision

India's most admired & recommended wealth creation & protection brand.

Founder

Established Bajaj Capital about 56 years ago and has vast experience in the field of financial services. Mr KK Bajaj

Bajaj Capital Limited Details

CIN	U67120DL1965PLC004338
Date of Incorporation	19 Feb, 1965
Status	Active
Company Category	Company limited by Shares
Company Sub-category	Non-govt company

Company Class	Public
Business Activity	Finance
Authorized Capital	450.0 lakhs
Paid-up Capital	430.0 lakhs
Paid-up Capital %	95.55556
Registrar Office City	Delhi
Registered State	Delhi
Registration Number	4338
Registration Date	19 Feb, 1965
Listing Status	Unlisted
AGM last held on	18 Sep, 2017
Balance Sheet last updated on	31 Mar, 2017

Product range of the company

- Financial Planning.
 - o 360°Financial Planning
 - o Investment Planning
 - o Insurance Planning
 - o Retirement Planning
 - o Tax Planning
 - o Children's Future Planning
 - o Cash Flow Planning
 - o Portfolio Tracker
 - o Financial Planning Tools
- Mutual Funds
 - o Top Funds
 - o Latest NAV
 - o Historical NAV 25
 - o Current NFOs
 - o Compare Funds
 - o Dividends Declared

- o Fund Barometer

Insurance

- o Life Insurance Products

- o Term Insurance Premium

- o General Insurance Products

- o General Insurance Brochures

- o Health Insurance Premium

- o Insurance Policy Reminder

- o ULIP Mustimeter

Objective

- To study about market size of Bajaj capital
- To understand product range and techniques used by Bajaj capital.
- To analyse feasibility, advantages, and product innovation in different segment in India (Life insurance, health insurance and mutual fund).

Methodology

To find out the marketing strategies, study about different segment and many more. I have used various method to collect and present data.

In preparation of report, no structured questionnaire has been prepared. Most of the information is collected from my industry guide of the company and from my personal and practical experience.

In competition of report secondary data is used on a large scale. Secondary data was collected from the following sources -:

- Official Website
- Reports
- Articles
- Internal Links
- IBEF (India Brand Equity Foundation)

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Internship

a) Training Module

- Basic of Life Insurance by Exide and HDFC.
- Basic of Health Insurance by Aditya Birla and Care Health.
- Basics of Mutual Fund by L&T, Aditya Birla, Kotak, Axis, HDFC, Franklin Templeton.
- Speech from Bajaj CEO Mr Anil Chopra

Broadly Discussed in Learnings point.

b) Sales Module

In sales module company introduces Wealth Premier League (WPL)!!

For WPL: Each members need to gain a minimum credit score of 5 Points.

SIP (Systematic Investment Plan) in Equity / Min-1000 Rs Sip i.e., 1000 = 1 Point

In which 4 Team participating with assigned Team Leaders.

Team Names

- | | |
|-------------------|----------------|
| 1. Dare Devils | 2. Terminator |
| 3. Fast & Furious | 4. White Sheep |

After Joining WPL

- ❖ Emerging Star – Successful Completion
- ❖ Joshila Star – Rank 2 & Rank 3
- ❖ Rockstar Star – Individual Max point
- ❖ Achievers Club – Team with Maximum Points

WPL – Achievement Benchmark

Level	Club	Entitlement Criteria	Credit Score	On – Board Clients
1.	Emerging Star	07 Points	07	03
2.	JOSHILA Star	Rank 2&3	08-10	04
3.	Rockstar	Rank 1 Max Points	MIN – 10 / Individual max point	05
4.	Achievers Club	Team with Max Points	-	-

- SIP of 1000 & Above – To be entitled 1 point extra once a part of WPL
- Lump Sum Equity Fund – Every 10,000 will carry a credit score of 1point
- Lump Sum in Liquid Fund – Every 10,000 will carry a credit score of 1point

Analysis & Interpretation

Market Size of Insurance in India

In India, the overall market size of the insurance sector is expected to US\$ 280 billion in 2020.

The life insurance industry is expected to increase at a CAGR of 5.3% between 2019 and 2023. India's insurance penetration was pegged at 3.76% in FY20, with life insurance penetration at 2.82% and non-life insurance penetration at 0.94%. In terms of insurance density, India's overall density stood at US\$ 78 in FY20.

The market share of private sector companies in the general and health insurance market increased from 47.97% in FY19 to 48.03% in FY20. In the life insurance segment, private players held a market share of 33.78% in premium underwritten services in FY20. In FY22 (until May 2021), premiums from new businesses of life insurance companies in India stood at US\$ 3.0 billion.

In India, gross premiums written of non-life insurers reached US\$ 26.52 billion in FY21 (between April 2020 and March 2021), from US\$ 26.49 billion in FY20 (between April 2019 and March 2020), driven by strong growth from general insurance companies. Gross direct premium of non-life insurance companies rose 11.4% on a yearly basis to Rs. 12,316.50 crore (1.6 billion) in May 2021.

Six standalone private sector health insurance companies registered a jump of 66.6% in their gross premium at Rs 1,406.64 crore (US\$ 191.84 million) in May 2021, as against Rs. 844.13 crore (US\$ 115.12 million) earlier.

In March 2021, health insurance companies in the non-life insurance sector increased by 41%, driven by rising demand for health insurance products amid COVID-19 surge. According to S&P Global Market Intelligence data, India is the second-largest insurance technology market in Asia-Pacific, accounting for 35% of the US\$ 3.66 billion insurtech-focused venture investments made in the country.

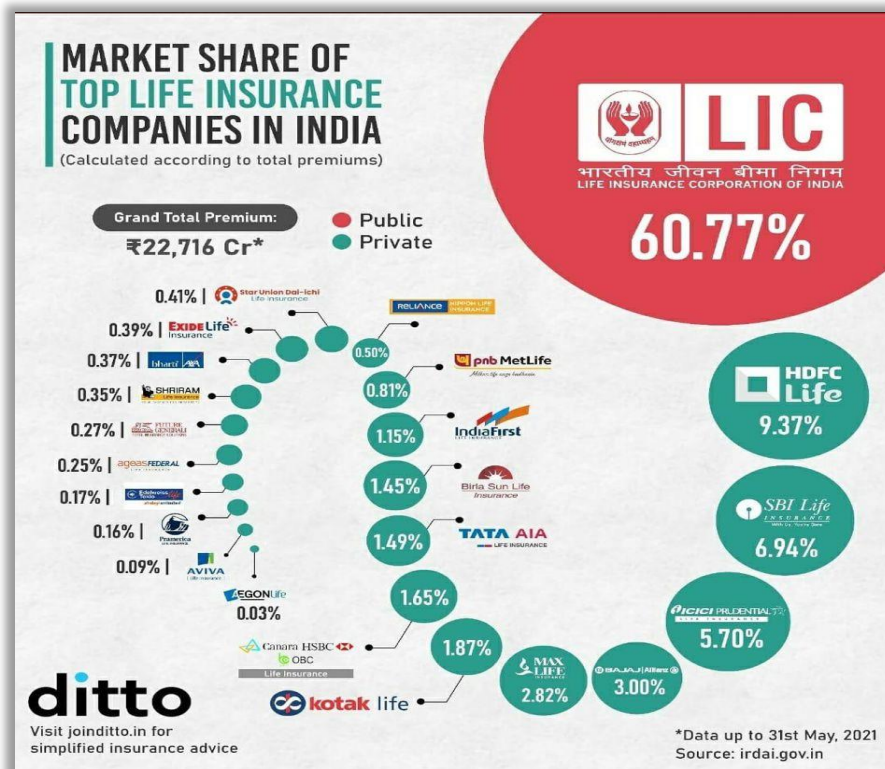
Government Initiatives towards Insurance Sector

The Government of India has taken number of initiatives to boost the insurance industry. Some of them are as follows:

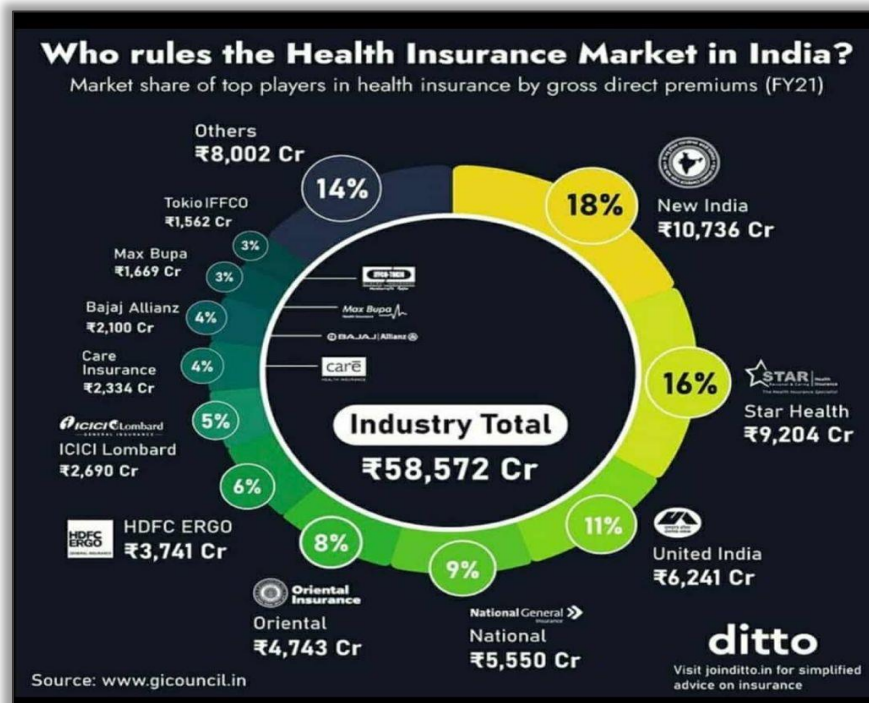
- Union Budget 2021 increased FDI limit in insurance from 49% to 74%. India's Insurance Regulatory and Development Authority (IRDAI) has announced the issuance, through Digi locker, of digital insurance policies by insurance firms.
- Under the Union Budget 2021, Finance Minister Nirmala Sitharaman announced that the initial public offering (IPO) of LIC will be implemented in FY22, as part of the consolidation in the banking and insurance sector. Though no formal market valuation has been undertaken, LIC's IPO has the potential to raise Rs. 1 lakh crore (US\$ 13.62 billion).
- In June 2021, the government extended a Rs. 50 lakh (US\$ 66.85 thousand) insurance coverage scheme for healthcare workers across India until the next one year.

- In February 2021, the Finance Ministry announced to infuse Rs. 3,000 crore (US\$ 413.13 million) into state-owned general insurance companies to improve the overall financial health of companies.
- Under Union Budget 2021, fund of Rs. 16,000 crore (US\$ 2.20 billion) has been allocated for crop insurance scheme.
- Robust demand: High penetration rate for digital platforms, with an average of 90% using digital platforms at least once a week.
- ❖ Attractive opportunities: Insurance Regulatory and Development Authority of India (IRDAI) allowed insurers to invest debt securities of Infrastructure Investment Trusts (Invites) and Real Estate Investment Trusts (REITs); this is expected to provide more investment options for the country's emerging start-up ecosystem.

Market Share of Life Insurance



Market Share of Health Insurance



Interpretation: Development of alternate channels of distribution and product innovation have been key drivers for the growth in market share of private insurance companies.

Bajaj Capital Insurance

Company's authorized capital stands at Rs 250.0 lakhs and has 100.0% paid-up capital which is Rs 250.0 lakhs.



Directors of Bajaj Capital Insurance Broking Limited are Rajiv Bajaj, Vinod Sahgal, Anil Kumar Chopra, Sanjiv Bajaj,

Bajaj Capital Insurance Broking Limited Details (Insurance Broking Arm)

CIN	U67200DL2002PLC117625
Date of Incorporation	11 Nov, 2002
Status	Active
Company Category	Company limited by Shares
Company Sub-category	Non-govt company
Company Class	Public
Business Activity	Finance
Authorized Capital	250.0 lakhs
Paid-up Capital	250.0 lakhs
Paid-up Capital %	100.0
Registrar Office City	Delhi
Registered State	Delhi
Registration Number	117625
Registration Date	11 Nov, 2002
Listing Status	Unlisted

Why Consumer should choose Bajaj Capital Insurance



- ❖ It is an IRDA Licensed broker
- ❖ No Paperwork
- ❖ Easy Comparison between different Insurance Companies
- ❖ All Round Protection
- ❖ Stress Free Claims
- ❖ High covers at low premiums
- ❖ Impartial and well researched solution

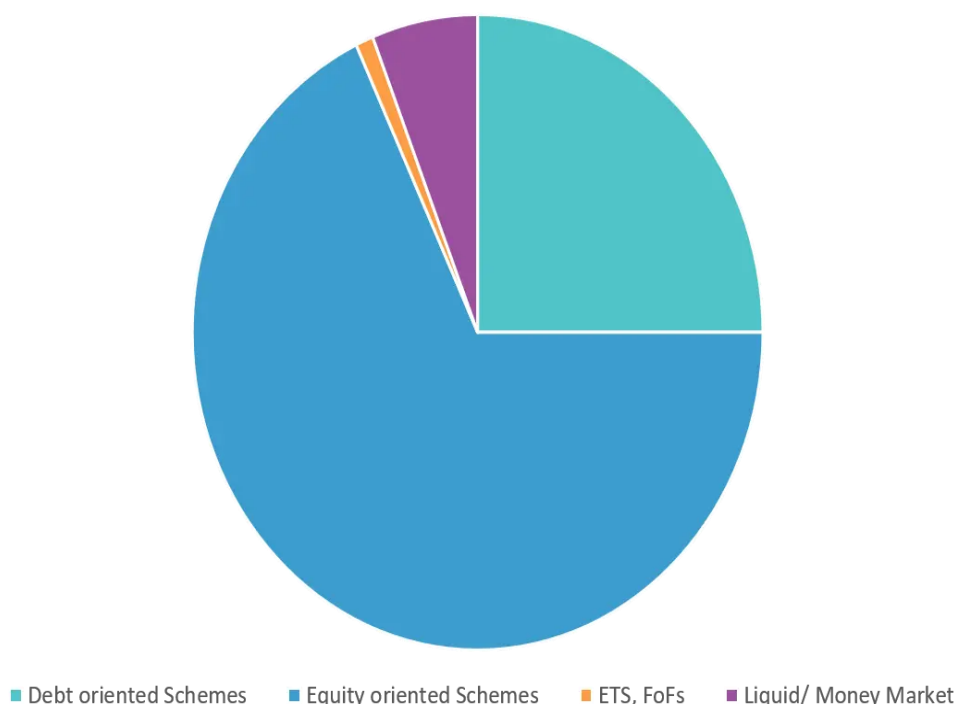
Market Overview of Mutual Funds in India

The AuM in India Mutual Fund Industry stands at 24.55 trillion INR as of May 31st, 2020. The AuM in India has grown four-fold in a decade (2010 - 2020) and aims at fourfold growth by 2025. Equity AuMs continued to be the major contributor with 42.1% share while debt-oriented schemes accounted for 28.8% of AuMs and Liquid/money market accounted for 23.3% in September 2019.

Digital penetration, government targeting smart cities and increased data speeds are also facilitating the drift of asset share towards smaller cities and towns. Increased retail contribution through SIPs shows the power of digital penetration in India.

The total number of folios as on May 31, 2020, stood at 91 million, and the maximum investment is from retail segment stood at INR 80.3 million.

Retail Investors Investments into MF by Asset Class, India, September 2019



Source: Mordor Intelligence



As of June 2019, 57.4% of individual investors' AUM was into equity-oriented funds, whereas institutional investors mainly preferred the fixed-income segment (debt and liquid/ money market), which constituted 77.2% of their assets. SIP vehicles are largely driven by retail investors due to increased financial awareness, increased digital penetrations.

Significance of Systematic Investment Plan (SIPs) as a Tool of Investment in MF in India

As new retail investors are coming up, Systematic investment plan have a steady uptrend despite market volatility. Total SIP accounts have increased from 10 Mn in April 2016 to 27.3 Mn in June 2019. SIPs taken by investors with a long-term investing horizon give better returns and reducing negative returns significantly. There are almost 32 million SIP accounts as of May 2020 through which investors regularly invest in Indian Mutual Fund Schemes. The SIP instalment amount could be as small as ₹ 500 per month. SIP has been gaining popularity among Indian MF investors, as it helps in Rupee Cost Averaging and in investing in a disciplined manner without worrying about market volatility and timing the market.

Innovative Marketing Strategies of Bajaj Capital in Mutual Funds Industry

- Role in Innovation in Financial Products and Services:

According to, Innovation in financial services: A McKinsey Global Survey, a recent McKinsey Quarterly survey found that financial-services executives see innovation as important to the performance of their companies.

Financial Services need to focus on new product development and better process.:

- Increased competition
- Rapidly changing
- New technology
- New and pending legislative changes

Customer Orientation in Designing Mutual Fund Products

The mutual fund industry in India has evolved little over three decades but the real impetus has come after the changes in the mutual fund regulations in early 80s. Private and foreign mutual funds are operating in the Indian market and constitute a substantial portion of the mutual fund industry.

MF Snapshot		SIP	Lump sum	RD vs MF	PPF rates	...	Exit Full Screen									
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O		
2																
3	 Bajaj Capital Centre for Investment Research															
4	always on the move															
5	Return as on 15 April'15 Folity Funds- Growth option		Value Information			Annualised Returns (%)										
6	S.No	Fund Type (as per CRISIL)	Inception Date	AUM (Rs Cr) Jun-2014	Latest NAV	1 Year	3 Year	5 Year	10 year	Since Inception						
7	1	HDFC Top 200 Fund	Pure Large Cap	Sep-96	13488.36	355.0200	38.00	21.36	13.98	21.44	22.46					
8	2	Franklin India Bluechip Fund	Pure Large Cap	Dec-93	6178.37	364.8126	40.06	20.36	13.26	19.58	21.08					
9	3	UTI Equity Fund	Pure Large Cap	Aug-05	4199.04	106.1413	46.80	25.11	16.77		17.82					
10	4	ICICI Pru Focused Bluechip Equity Fund	Pure Large Cap	May-08	8722.77	30.2400	39.68	23.59	16.26		17.40					
11	5	Birla Sun Life Frontline Equity Fund	Pure Large Cap	Aug-02	8843.20	168.3200	43.92	26.96	15.55	21.81	25.04					
12	6	Axis Equity Fund	Diversified Equity	Jan-10	1687.57	20.0200	37.22	25.19			14.06					
13	7	BNP Paribas Equity Fund	Diversified Equity	Sep-04	664.55	70.9200	56.35	27.40	17.63	18.48	20.37					
14	8	ICICI Prudential Dynamic Plan	Diversified Equity	Oct-02	5812.76	194.7570	33.68	23.09	15.09	22.27	26.90					
15	9	Quantum Long Term Equity Fund	Diversified Equity	Mar-06	417.30	39.0100	29.73	21.22	14.99		16.14					
16	10	Franklin India Prima Plus Fund	Diversified Equity	Sep-94	3950.27	455.3142	57.50	27.93	17.41	22.04	20.41					
17	11	Franklin India High Growth Cos Fund	Diversified Equity	Jul-07	2248.45	30.6812	76.27	36.50	19.95		15.62					
18	12	Reliance Equity Opportunities Fund	Diversified Equity	Mar-05	11400.84	76.7659	54.47	27.92	19.27	22.86	22.47					
19	13	Mirae Asset India Opportunities Fund	Diversified Equity	Apr-08	1001.21	33.4880	50.59	28.04	17.76		18.75					
20	14	UTI Opportunities Fund	Consistent performers	Jul-05	5403.76	50.7104	39.81	21.35	15.99		18.13					
21	15	HDFC Mid-Cap Opportunities Fund	Equity Mid & Small Cap	Jun-07	9645.80	38.6150	66.24	33.01	23.14		18.88					
22	16	Franklin India Prima Fund	Equity Mid & Small Cap	Dec-93	3430.26	683.4473	70.79	36.67	21.09	19.52	21.84					

Company Update

❖ Bajaj Capital eyes Rs 1 Lakh cr AUM by 2025-:

Bajaj Capital, a wealth management firm, is eyeing 10x (10 times) growth in assets under management (AUM) to about ₹1-lakh crore by 2025, its CEO Rahul Parikh has said.

As on date, Bajaj Capital has AUM of about ₹10,300 crore.

❖ Mr. Rajiv Bajaj- VC & MD Bajaj Capital As published in The Economic Times Wealth "200th Special Issue.

Question: How financial planning oriented is advice? And to what extent are Indian customers willing to pay for financial advice?

- ✚ A financial planning-based approach is at the core of Bajaj Capital's business strategy. Bajaj Capital does not suggest any product to a client unless we have done his basic need analysis and understood his goals. Today more than 50 per cent of our clients voluntarily go for our 360° financial assessment where to take a detailed look at their cash flows and lifetime financial goals before they choose any product for investment through us. Shifting to a totally fee-based model is going to be gradual. But I must say that SEBI's investment advisory guidelines of 2013 are a big boost for players who want to build a fee-based model in the country. We have also been licensed by SEBI to be investment advisors and will launch our fee-only service for a specific segment of the market very shortly.

Conclusion

Insurance is ideally designed for people with an asset building and investment long term financial program. If it's for retirement, schooling for children, or other financial ambitions, it's kept as an asset until maturity works. This gives you double savings and security incentives, all in one package.

Furthermore, they are available with Mutual Funds for individuals who are not knowledgeable with the equity market or different fund options but would like to benefit from long-term capital appreciation with equity investment. Today's mutual funds are worse off with the new implementation of stamp duty adding fuel to expense for an investor. Also, the Insurance products feature of ROMC makes proposition much more matter than Mutual fund.

Innovation is crucial to a firm's success and as a result the financial services industry needs to be more involved in developing its research and development sector.

New products and processes are constantly being created and R&D could open new ways of improving productivity of the innovation process for the financial services. In reviewing collaboration, centralization, patenting, product development processes, and executive awareness of the problems inherent to innovation in the financial industry we can see that there are several areas where gaps exist.

Financial services are an important sector that need to make use of technological and information systems advances, to mention just a few. It is vital to manage these changes and move forward with the next wave, or even better, lead the next wave.

Learnings:

- Life and Health Insurance is becoming utmost Important for everyone.
- Insurance Protects money value for asset / Human life.
- Mutual Funds Industry has potential to grow exponentially. But it depends on people mind-set they want to invest or always wait for good returns.
- It's impossible to predict the market's future. When investors try to time the market this way, they generally end up losing more money than if they'd left their investments alone as they ride out the roller coaster.

Findings in Training Module

- The results declared, so far, by India Inc. also do not suggest any slowdown in momentum.
- The strong economic growth sustained corporate performance and ample liquidity in the system suggest that in the long run there is still money to be made in the market.
- WHO show that 17% Indians do hospital Expenses from their Pockets.
- Seller who sells Insurance only knows about product.
- Advisor knows in deep about everything and suggest according to your income.
- Investing in mutual funds gives benefit of the power of compounding.
- In mutual fund Percentage is more Important than absolute returns
- Golden Rules of Investment -: Invest early, Invest Regularly, Invest for Long term.
- High CAGR OR XIRR is important in mutual fund.
- Health Insurance is important but right health Insurance is essential.
- One who is earning money must have -: PPF., NPF, Health Insurance (Min 10 Lakh), Life insurance 10 times of annual income.

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News Paper

- The Economic Times
- Hindustan Time
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