



Dear Friend,

Greetings!

We are happy to inform you that Financial Planning Corporation India Limited [FPCIL] under the auspices of Financial Planning Standards Board India [FPSB India] has arranged a Launch Ceremony of "Professional Certification Standards for Financial Planning & Advisory Services Organizations".

FPSB India and FPCIL highly appreciate your support for your commitment towards the professional development. We reiterate our pledge to create better advisory environment in the financial sphere.

Please find the schedule for the same as given below:

Date: August 17, 2011, Wednesday

Venue: Saraswati Hall, Hotel JW Marriot, Juhu Tara Road, Juhu, Mumbai

Timing: 3.30 pm to 5.30 pm [Kindly be seated by 3.25pm sharp]

We are pleased to share with you that the event will be graced by the Dy. Governor - Reserve Bank of India [RBI], Dr. KC Chakrabarty, Chairman - Securities and Exchange Board of India [SEBI], Mr. UK Sinha, and Chairman - Pension Fund Regulatory and Development Authority [PFRDA], Mr. Yogesh Agarwal and Member-Life, Insurance Regulatory and Development Authority [IRDA], Mr. G. Prabhakara.

We look forward to the presence of other senior office bearers from the Regulators, Charter Members' representatives, senior professionals from the industry, CFP Certificants and other Financial Advisors, professionals from the media, our Education Providers, and the students undergoing the CFP Certification Program in addition to other invitees for the said Launch Ceremony.

We look forward to your confirmation towards attending the Launch Ceremony.

Thank You

With Warm Regards

Team FPSB India

Profile of Financial Planning Corporation (India) Private Limited [FPCIL]

Financial Planning Corporation (India) Pvt. Ltd (FPCIL) was established by Financial Planning Standards Board India (FPSB India) along with some of its Charter Members, essentially to undertake education

activities in the Financial Planning segment. Globally, many leading financial service institutions are coming together to establish the Financial Planning as a profession, and setting up standards in the discipline. FPCIL has been set up to achieve the same. The key objective to promote FPCIL has been to augment and enhance the scalability and quality of Financial Planning education across the financial advisory spectrum. FPCIL conducts various initiatives including knowledge workshops, seminars, and it shall initiate publication of the Financial Planning Journal. It shall also establish and conduct Professional Certification Standards for Financial Planning & Advisory Services Organizations.

FPSB India and FPCIL continue the focus on development of financial planning, investor advisory and distribution improvements in financial products with full disclosure and regulated practices. It aims to create new horizons based on collective and shared vision along with all the stakeholders, and create new benchmarks for quality and performance in meeting its goals.

Establishment of "Professional Certification Standards for Financial Planning & Advisory Services Organizations" is an attempt towards the same.

Scope and Mandate Certification Standards [For Firms and Institutions]

The objective of the establishment of the said Certification Standards for the Firms and Institutions by FPCIL is to create quality standards and benchmarks across the Financial Advisory Business Spectrum and to help facilitate the augmentation of competent Financial Advisory practice in the Country.

The Certification Standard is expected to professionalize the industry as it attempts to institutionalize and establish competency levels [Level 1 to Level 5] for the organizations based on the established parameters including (but not limited to), Approach to Financial Planning Process, Policy on Investors' interest, Risk Management Policy and Systems, Resources & Infrastructure etc.

For the entities, which are into the practice of Financial Advisory Services, the evaluation would help to position and brand the image suitably, thus allowing to capitalize the same for generating more business. In addition, benchmarking with other qualified entities will give scope for improvement and upgradation of the systems and processes thus enhancing the performance as well. Accordingly, from the compliance perspective, the standards are expected to augment, and risk management and procedures are expected to improve as well, and the evaluation could be used as the internal assurance service also. In addition, for other professionals and firms, this could serve as an opportunity to offer services to others on the said Certification Standards Model also.

Keeping the financial consumers at the centrum, the certification would facilitate to take the decision on the Financial Advisory service provider to choose, based on the need, scope of services to be sought, and the competency level as awarded.