

Press Release

**Financial Planners to play a key role in New Pension System:
D. Swarup at the Financial Planning Convention 2008 organized by
Financial Planning Standards Board, India**

Mumbai, February 01, 2008: Addressing the inaugural session of the Financial Planning Convention 2008 organized by the Financial Planning Standards Board India today, D. Swarup, Chairman, Pension Fund Regulatory & Development Authority (PFRDA) and the event's Chief Guest, emphasized that Financial Planners would play a key role in the New Pension System. He pointed out that India is perhaps the youngest country in terms of average age of the population and the dependency ratio is also one of the lowest in the world. This is just the right time to set up pension reforms. The role of Financial Planners is crucial and of great significance in terms of creating awareness among participants and providing services to provident fund managers.

Delivering the Welcome Address, Ranjeet S Mudholkar, Chief Executive Officer- FPSB India, pointed out that the Certified Financial Planner (CFP) is the gold standard and that more and more financial institutions are joining FPSB. Elaborating on the convention theme, "Financial Planning Services: Taking the Next Step", Sanjay Sachdev, CFP, Country Manager – India and Regional Manager - Fund Management, Shinsei Bank Group, Past President, FPSB, said that the question facing us today is how to bring about the congruence of financial planning, financial literacy and regulation. The investor is the customer and the focus has to be on the customer, he stressed. The session concluded with a Convocation Ceremony where 126 CFP Certificants were awarded certificates.

The first session began with a presentation on 'Financial Services Regulations and Market Growth' by Dr. Somnath Basu, Director, California Institute of Finance, CLU, US., who said that if markets are deregulated, you would have financial supermarkets where competition would ensure survival of the fittest.

Expounding on the theme, 'Financial Planning Services: Consistency across Geographies – Challenges,' Rajiv Deep Bajaj, CFPCM, Managing Director, Bajaj Capital Ltd., underlined the need to create a knowledge sharing platform and collaborative infrastructure. Financial planning companies need to have a holistic approach rather than an event based one, he said.

Reviewing the Growing Market for Mutual Funds in India, Arindam Ghosh, Chief Executive Officer, Mirae Asset Global Investment Management (India) Pvt. Ltd., stressed on the need for financial literacy across wider markets. The growth potential for India is enormous, with investors being more mature and market savvy, so there is a need for more sophisticated products, he said.

The session concluded with a Panel Discussion on Personal Financial Planning in Rural India. Moderating the session, C S Jain, General Manager (New Business), State Bank of India, highlighted the increasing opportunities in rural space. It is a myth that Financial Planning is relevant only in the urban and semi-urban space, he said.

Rajiv Deep Bajaj, CFP, Managing Director, Bajaj Capital Ltd., stressed on the need for an indigenous model that is different from those existing anywhere else in the world.

Educating the rural people on the difference between risk products and investment products along with a lower SIP rate of Rs. 10 to Rs. 20, was the route suggested by Arindam Ghosh, Chief Executive Officer, Mirae Asset Global Investment Management (India) Pvt. Ltd.

R Shridhar, CEO, FPI Padmakshi, pointed out that since people trust bank officers, they could be used to propagate Financial Planning in rural areas. There is a need to communicate in vernacular languages and build language groups.

Dr. Rakesh Khurana, Chairman, KNI, Kampusonline, concurred on the need to give product literature in the language of the rural people and also recommended that Financial Planners should 'get away' from the Tier I, II, III approach and just look at the underlying potential.

Emphasizing the need for product literacy, accessibility, affordability and acceptability, Shrinivas Jain, CMO, SBI Mutual Fund, said that there is a need to ensure that the rural people understand, access and invest in financial products.

Sandeep Shanbhag, Director, Wonderland Investments & Tax Advisory, said that the need was primarily for financial participation; financial planning could follow thereafter. He too stressed the need for all players - banks, insurance companies and mutual funds – to collaborate.

The Post-Lunch Session will feature presentations on 'Integrating the emotional and technical aspects of Insurance solutions' by Joydeep Roy, CFPCM, Chief Distribution Officer, TATA AIG Life Insurance Company Ltd.; 'Financial Planning for Customer delight: Challenges for the Public Sector Banks in India' by Deepak Chawla, Deputy Managing Director, State Bank of India; 'Using Technology to Service Clients- Options and Opportunities' by Sudip Bandyopadhyay, Director & Chief Executive Officer, Reliance Money Ltd.; 'Ethics & Practice Standards as Value Differentiators' by V P Chaturvedi, CFPCM, Managing Director, TATA Asset Management Ltd. and 'Setting up a Financial Planning Practice in India' by Ashvin Arora, Chief Executive Officer & Managing Director, OptiMix.

The Convention will conclude with a Panel Discussion on 'Spreading the Investment Cult in India' with Amit Sarup, Head - Wealth Management, Religare Wealth Management Services Ltd.; Arpit Agarwal, CFP, MD & Group CEO Financial Services, Dawnay Day AV India Advisors Pvt. Ltd.; Hitungshu Debnath, CFP; Rajesh Saluja, Chief Executive Officer, ASK Wealth Advisors Private Ltd.; Satya Narayan Bansal, Chief Executive Officer, Barclays Wealth India; Sonu Bhasin, Sr. VP- Retail Banking, Axis Bank and Yeshwant Angane, CFP , Head Academics, IMS Learning Resources Pvt. Ltd. participating.

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