FINANCIAL PRODUCTS, PLANNING & RESEARCH

Abstract

This project has been a great learning experience for me; at the same time it gave me enough scope to implement my analytical ability. This project as a whole can be divided into two parts: It was supposed to identify the area and get the financial planning approach from the people. As a part of this task I had identified segment wise individual people financial planning strategy, identify their preferences and provided some segment wise financial planning approach of the people.

All the topics have been covered in a very systematic way. The language has been kept simple so that even a layman could understand. All the data have been well analyzed with the help of charts and graphs.

The second part consists of data and their analysis, collected through a survey done on 200 people. The data collected has been well organized and presented. Hope the research findings and conclusions will be of use. It has also covered why people don't want to go for financial advisors? The advisors can take further steps to approach more and more people and indulge them for taking their advices. The analysis part was done by research software called SPSS and MS-Excel.

Keywords: Financial Product, Planning And Research, Financial Planning Strategy.

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I. PRODUCT PROFILE

- Transaction oriented products (Equity products/Mutual Funds)
- Direct equity/Derivatives
- Credit products (Loans)
- Life insurance products
- Small Savings – PPF,FD
- Debt related products (Corporate and Government Bonds)
- Structured products (Capital Guaranteed funds)
- Alternative investments (Art, Wine, Private Equity)
- Real Estate Purchase

II. MUTUAL FUNDS

1. Close Ended Funds

- Fixed number of shares outstanding
- Perform additional like stock than open ended funds Issue a fixed number of shares to the public in an initial public offering, after which time shares in the fund are subscribed and sold on a stock exchange
- Not obligated to issue new shares or redeem outstanding shares as open-end funds are
- Closed-end fund shares trade continually at whatever price the market will support.
- **Example: 1.Morgan Stanley Growth Fund one of the oldest funds being traded on the exchange 2. Franklin India Smaller Companies Fund**

2. Open Ended Funds

- Is a mutual fund that issues new shares when investors put in money and redeems shares when investors withdraw money
- Vast majority of mutual funds are of the open-end variety
- Existing shareholders can continue to purchase and redeem shares, but no new investors may participate in the fund.
- **Example: 1. HSBC Equity Fund 2. HDFC Top 200**

3. Systematic Investment Plans (Sip)

- SIP's allow you to invest a prefixed amount for a prefixed interval in the mutual fund scheme of your choice
- Powerful tool to build a investment corpus over a period of time
- Regular investment negates the volatile effect of the market (Rupee Cost Averaging phenomenon as illustrated)

  (Rs 10000/- invested over 10 months give 520 units Vs 500 units it would have given f invested upfront.
  RCA allows you to buy more when NAV is down and less when NAV is up)

4. Equity Investment

Why invest in Equity?

- Have the potential to increase value over time.
- Considered the most rewarding compared to most other form of investments in long run.
- Provides the portfolio with the development required to grasp your long term investments goals.

Factors that influence the price of the stock

- **Stock Specific:** It is related to people's expectations about the company, its future earning capacity, financial health & management, level of technology & marketing skills.
- **Market Specific:** This depends on economic, social & political environment.
- **Time Specific:** This relates to time value of money. A 100 rupees today must be a Lot lesser worth than it was 10 years back.

Two types of Stock

- **Growth Stock**
  - ➢ Budding for growth in sales & earnings are brilliant.
  - ➢ Rising faster than companies in the market or other stocks in the similar industry.

- **Value Stock**
  - ➢ A stock that tends to trade at lower price relative to its fundamentals (i.e., dividends, sales, earnings etc.)
  - ➢ Common features of such stocks includes a high dividend yield, low price to book ratio or low price to earnings ratio.

5. Derivatives

- **Defining Derivatives**

  - ➢ Derivative is a product whose value is derived from the value of one or more basic variables, called underlying. The underlying asset can be equity, index, foreign exchange (forex), commodity or any other asset

- **Types Of Derivatives**

  - ➢ **Forwards:** A tailoredpact between two entities, where disbursement takes place on anexplicit date in the future at today's pre-agreed price
  - ➢ **Futures** (special type of forward contract): An agreement between two parties to buy or sell an asset at a certain time in the future at a certain price
  - ➢ **Options:** A contract which gives the right, but not an obligation, to buy or sell the underlying at a stated date and at a stated price

Two types

- **Call:** Gives the buyer the right but not the obligation to buy a given quantity of the underlying asset, at a given price on or before a given future date.
- **Put:** Gives the buyer the right, but not the obligation to sell a given quantity of underlying asset at a given price on or before a given future date.

III. CORPORATE FIXED DEPOSITS

Fixed deposit (FD) is an investment option that allows you to invest a sum of money for a fixed time period and at a fixed rate of interest. During the course of the FD, even if the prevailing interest rates go up or down, you will be entitled to the rate of interest that was committed to you.

Two Types

1. **Bank and NBFC FDs:** Offered by banks or non-banking finance companies; the Reserve Bank of India (RBI) regulates these institutions.

2. **Corporate FDs:** These are offered by companies those are looking to raise money from the open market.

- CRISIL or ICRA rated as compared to Bank FDs which have no rating
- Corporate FDs typically pay a higher rate of interest
- Also carry a relatively higher risk than bank FDs.

IV. WHAT IS INVESTING?

There are different ways of making an investment. It includes placing money into stocks, bonds, mutual funds, real estate or even starting an enterprise. These options are referred to as 'investment vehicles'.

Investments have a risk-reward spectrum. As a general rule of thumb, higher the risk an investor takes on an investment, the greater potential returns he/she stands to make and vice versa. The focus is on returns and the spectrum, in terms of risk, runs from conservative to very aggressive. One way to measure results is by weighing expected returns against anticipated risks.

Along the risk-reward spectrum, investments can be classified into three basic categories: cash, bonds and stocks. Each category has its own set of characteristics and plays an important role in structuring a sound investment portfolio.

V. TIME IN THE MARKET

Investing in the stock market does not depend on timing the market, but time in the market. Stock prices fluctuate on a day-to-day basis, sometimes drastically.

That's the nature of the stock market. While past performance does not guarantee future results, history has shown that, over a longer term, stock market investing has been rewarding.

Long-term investing does not have to span a period of 50 years. Even five years can make a big difference. Long-term investing in the stock market pays off quite generously too. It is known that trying to time the market is next to impossible. Timing the market is basically the strategy of buying and selling financial instruments (most often stocks) by attempting to predict future market price movements. It's better to stay fully invested during all market cycles. This has, historically, given investors the greatest average return by comparison. Hence, it's time in the market that's important, not timing the market.

VI. BASIC INVESTMENT PRINCIPLES

Establishing realistic financial goals is an essential first step towards successful investing. Understanding investments that are best suited to help achieve your goalsisequally important. Investment principles guide you in your investment choices. Following these time-tested investment principles enable you to build a strong foundation of financial security.

Top Principles

- Rupee-Cost Averaging
- Compounding
- Diversification
- Asset Allocation
- Rebalancing

VII. WHAT MAKES FINANCIAL INSTITUTIONS SO COMPLETE?

Experience a host of features, services & benefits. Much more than a 3-in-1 account with our conventional or prepaid equity broking account.

- Suitability & Appropriateness Study – Assessing your experience and risks
- Goal/Need Analysis – Mapping your long term & short term requirements
- Risk Profiling, Asset Allocation & Creating Model portfolio
- Proactive 'Opportunity' Calling – Alerting you each time on your opportunity wish list
- Relationship Manager – To service all your requirements
- Availability of Investment Specialists – To help understand and decipher 'technical' details
- Multi-Lingual Call Centre – For you to speak in a language which comes easiest to you

- Timely Margin Calls – Calling you in advance and keeping you informed whenever margins are required
- Access to high-quality Investment Products under one roof – Built on principles and insights used by largest, most successful institutional investors
- These critical differentiators are feature-led and attuned to you, making it a win-win situation for you to open an account with us. What matters most is a company that knows you and offers you better choices, ease of managing investments, great personal relationships

Mutual Funds offer a wide range of advantages, unsurpassed by most other investment avenues Following are some of the primary benefits.

- Professional investment management
- Diversification
- Convenience and Flexibility
- Liquidity
- Transparency
- Variety
- Affordability
- Tax benefits
- Low costs
- Regulated for investor protection

Types of Mutual Funds

- Equity Fund
- Hybrid Fund
- Income Fund
- Money Market Fund
- Fund of Funds
- Equity Linked Saving Scheme
- Systematic Investment Plan

Asset Allocation is the most important factor affecting the long term performance of an investment portfolio. Asset allocation in line with your time horizon and risk tolerance ensures that your money grows in line with your expectations. Through Financial Planning we bring you unbiased, need-based & honest investment advice based on insights and processes.
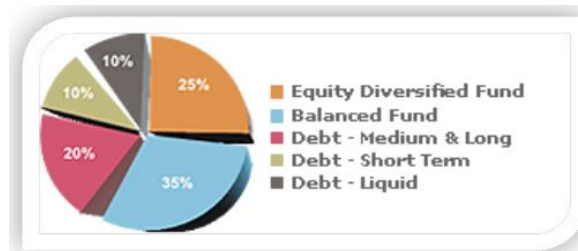
R1- Model Portfolio
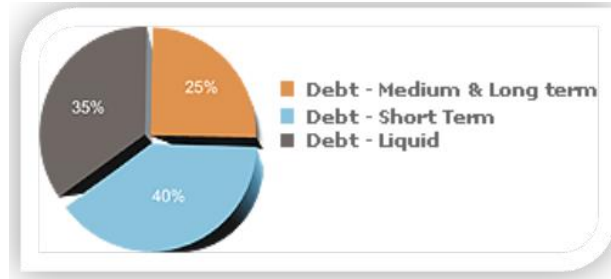
- Profile Code -R1
- Risk Profile -Conservative
- Time Horizon -1 - 2 years
- Asset Allocation -Equity - 0.00%
  Debt - 60.00%
  Liquid - 40.00%

R2 - Model Portfolio
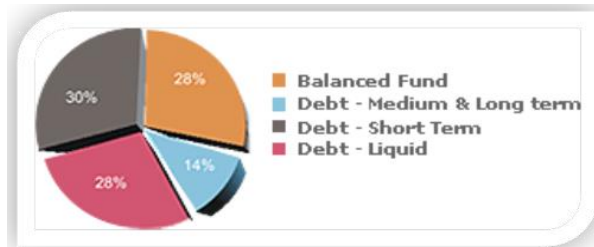
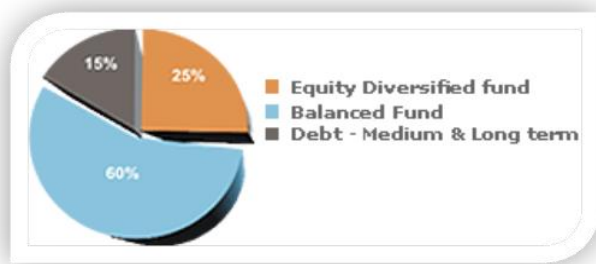
- Profile Code -R2
- Risk Profile -Income Seeking
- Time Horizon -2 - 3 years
- Asset Allocation -Equity - 18.20%
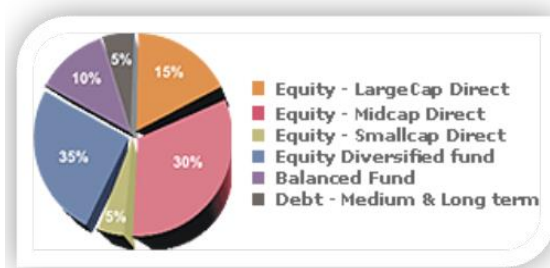 Debt - 51.80%
  Liquid - 30.00%

R3 - Model Portfolio

- Profile Code -R3
- Risk Profile -Balanced Investor
- Time Horizon -3 - 5 years
- Asset Allocation -Equity - 47.75%
   Debt - 42.25%
   Liquid - 10.00%

R4 - Model Portfolio

- Profile Code -R4
- Risk Profile -Growth
- Time Horizon -5 - 7 years
- Asset Allocation -Equity - 65.50%
   Debt - 34.50%
   Liquid - 0.00%

R4 - Model Portfolio

- Profile Code -R5
- Risk Profile -Enhanced Growth
- Time Horizon -7 years +
- Asset Allocation -Equity - 77.75%
   Debt - 22.25%
   Liquid - 0.00%

VIII. FINANCIAL PLANNING

Financial planning is the procedure of achieving life goals through a proper planning and management of finances. Financial planning assist us to translate our imaginations and goals in to reality. It also helps us to afford meaning and direction to our financial conclusions. Financial planning has to be done in a proper way, so that it can be applied successfully. The important steps to be followed while planning our finances are:

- Analyze the dreams and ambitions
- Launch the goals
- Analyze your financial position
- Analyze your expressive status
- Develop a plan for attaining the goals
- Applying the plan
- Observing the plan

1. **Why Investments?**

   "Investments Are an Essential Tool to Meet Long Term Financial Needs, Beat Inflation and Plan for Uncertainty and Retirement"

   - To meet long term financial needs such as
     - Children's education, Marriage
     - Buying assets: Home, Car
     - Retirement
     - Medical expenses
   - Inflation is a factor that erodes the value of money; Sound investments help beat the pressure of inflation
   - Typical earning period is limited and less than life span: Investments help plan for retirement
   - Returns are a key indicator of performance of investment and growth

2. **Who Can Invest?**

   - Resident individuals
   - Indian companies
   - Indian trusts / Charitable institutions
   - Banks
   - Non-banking finance companies
   - Insurance companies
   - Provident funds
   - Non-resident Indians (Reparable and non- reparable)
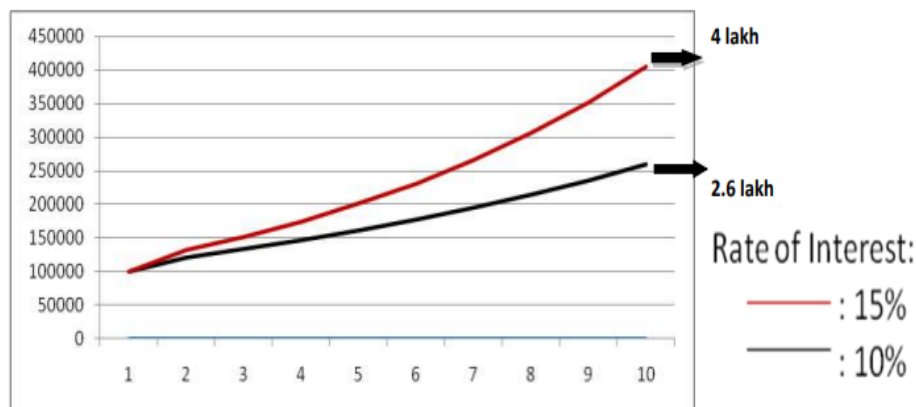   - Foreign Institutional Investor

3. When to Invest?

Typical Financial Life Cycle
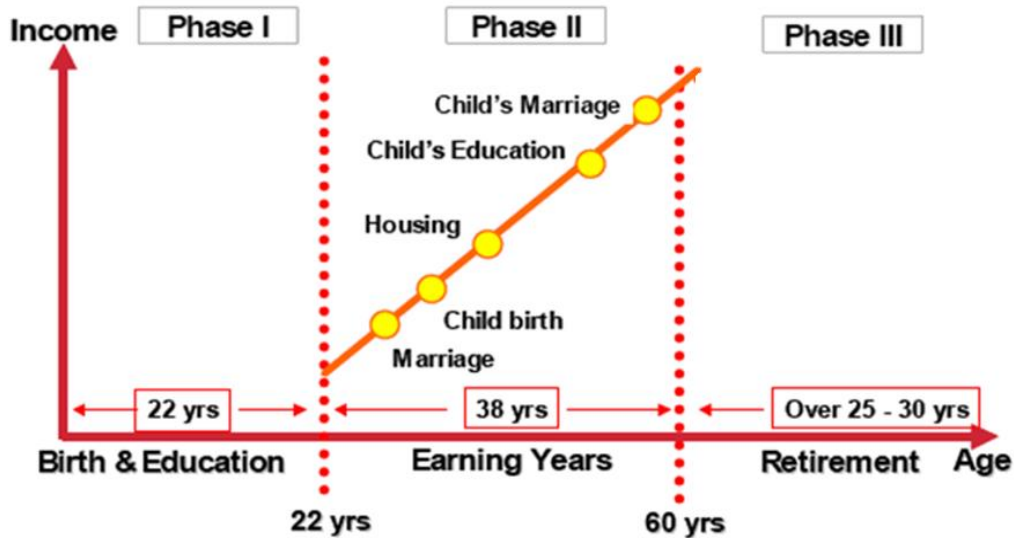
4. When to Invest?

- **Power of Compounding:** The growth of an investment of Rs 1 Lakh over a time period of 10 years:

- **Investment Options:** There are multiple investment options depending on parameters such as:

  - Risk
  - Tenor
  - Reward (Returns)
  - Liquidity
  - Volume

  These could be:
  - Transaction oriented products (Equity products/Mutual Funds)

- ➢ Direct equity/Derivatives
- ➢ Credit products (Loans)
- ➢ Life insurance products
- ➢ Small Savings – PPF, Kisan Vikas Patra, Post Office
- ➢ Debt related products (Corporate and Govt. Bonds)
- ➢ Structured products (Capital Guaranteed funds)
- ➢ Alternative investments (Art, Wine, Private Equity)
- ➢ Real Estate Purchase.

IX. MAIN TEXT

1. **Marketing Research:** Marketing research is the function which likes the consumers, customers & public to the marketer through information which is used to identify and define marketing opportunities & problems, generate, refine & evaluate marketing action; monitor marketing performances & improve understanding of marketing as a process.

2. **About the Project:** The Project that I have done at Kolkata was basically a market survey work based on the financial planning approach of the people from the LAF/MAF segment.

3. **What is LAF/MAF?**

   LAF (lower affluent) means a person whose annual household Income is between 20-60 lacs p.a.

   Similarly, MAF (mass affluent) means a person whose annual household income is between 4-20 lacs p.a.

Mass Marketing	<	4 lacs(Annual Household Income)
MAF	<	4-20 lacs(Annual Household Income)
LAF	<	20-60 lacs(Annual Household Income)

4. **Methods of Collecting Data & their Sources:** The Data is collected through approaching people from different segments of our society & asking them to fill questionnaire & handling certain queries.

X. OBJECTIVE OF THE STUDY

- Survey of lower affluent and mass affluent segment in Kolkata vis-a-vis financial planning approach of the people.
- To study the concept of Equity, Mutual Funds, Life insurance, General insurance etc.
- To study individual financial planning approach.

XI. SCOPE & LIMITATION OF THE STUDY

Financial Planning is necessary for the identification of goals and targets beyond baseline (services, tax policy, other economic/capital investment, and reserves).

The present study was conducted under certain constraints. Though every effort was made to collect factual and reliable data and information related to this study yet during personal interaction, it was observed that some of the respondents were not found in a position to explain the whole things about their financial planning approach. They generally thought that the information I was asking them to give was confidential to them as well as company. Not only this some of the employees were curious to know the purpose of this study but were hesitant to give correct information of the questions asked from them. However, some of them extended their cooperation in providing correct information after being assured that I was conducting this study only for Summer Internship Program and there was no concern of it with anything else.

Besides the above, some data are also restricted to availability of some concern segment only, because we couldn't cover up the Mass segment. We can only cover the segment whose **income is from 4-60 lakhs.**

In spite of all these limitations a successful effort has been made to design the present study and to give an analytical detailed account on the different aspects of the study i.e. **Survey of MAF/LAF segment in Kolkata vis-à-vis financial Planning Approach of XYZ Securities.** In the present study full efforts were made that the above constraints could not leave any adverse effect on the results of this study and the true picture may be drawn so that the objective of the study might be achieved to the satisfactory level.
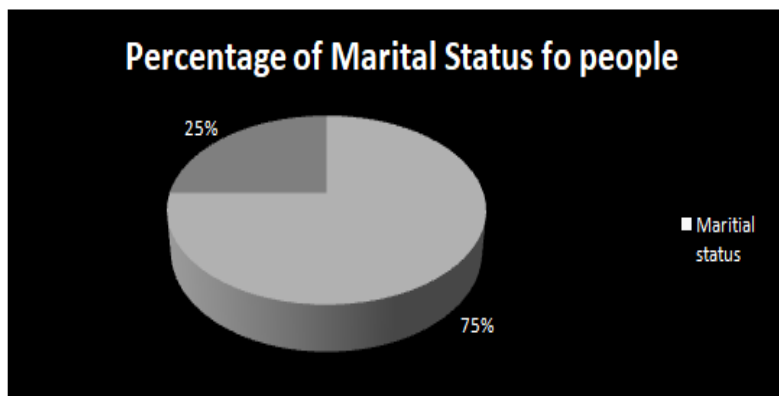
XII. DATA ANALYSIS WITH GRAPHS

Frequency

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	150	75.0	75.0	75.0
	Unmarried	50	25.0	25.0	100.0
	Total	200	100.0	100.0	

1. **In the total survey LAF/MAF segment in Kolkata Marital status are.**
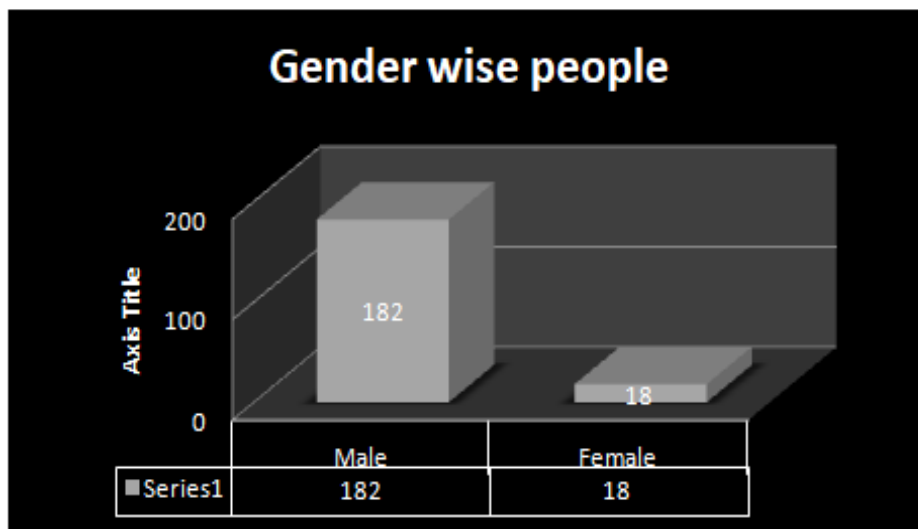

Figure 1

2. Survey LAF/MAF segment in Kolkata number of people are identify in Gender wise

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	182	91.0	91.0	91.0
	Female	18	9.0	9.0	100.0
	Total	200	100.0	100.0	

Figure 2

3. In the survey report the number of dependent are identify

No. of Dependents

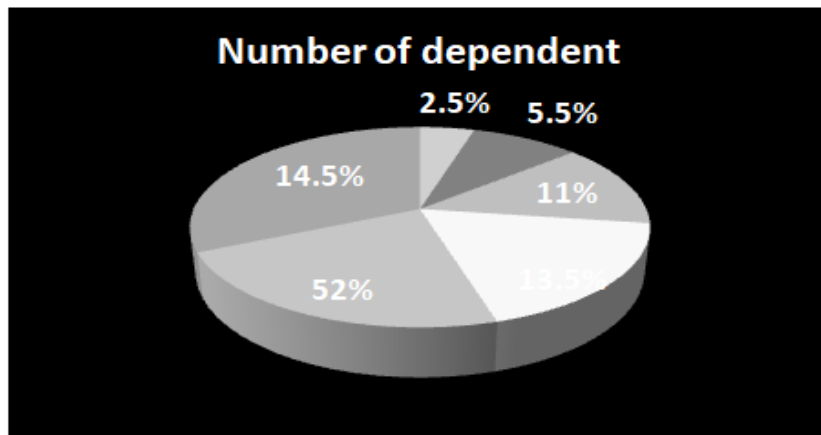|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 dependent	22	11.0	11.0	11.0
	1 dependent	27	13.5	13.5	24.5
	2 dependent	104	52.0	52.0	76.5
	3 dependent	29	14.5	14.5	91.0
	4 dependent	11	5.5	5.5	96.5
	5 dependent	5	2.5	2.5	99.0
	7 dependent	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

Figure 3

4. **Two types of profession are identify Business and service**

Profession

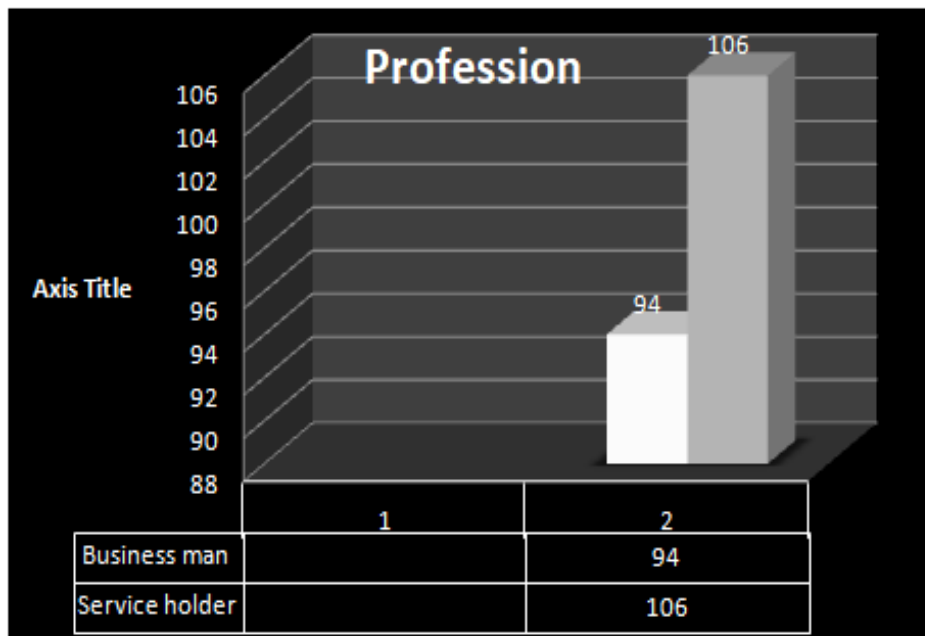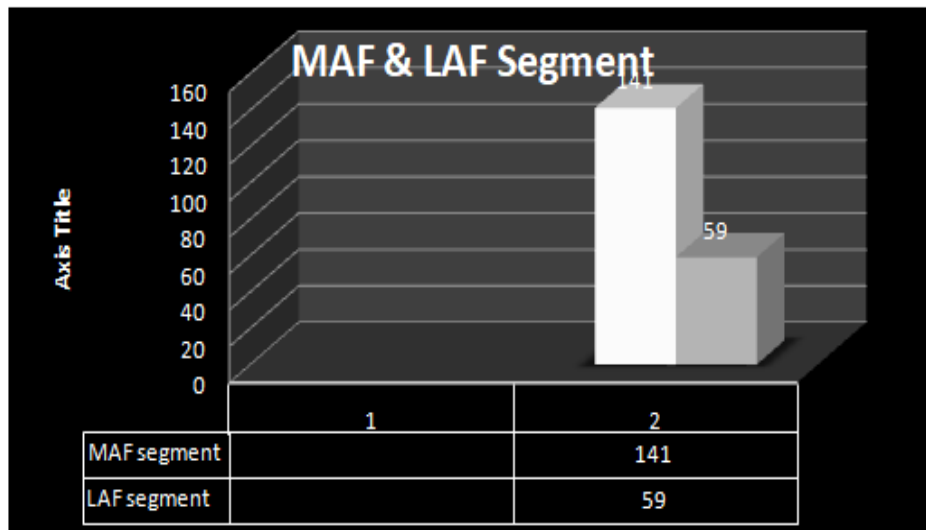|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business	94	47.0	47.0	47.0
	Service	106	53.0	53.0	100.0
	Total	200	100.0	100.0	

Figure 4

5. Specifically identify MAF & LAF segment people in this whole survey

Annual household income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MAF	141	70.5	70.5	70.5
	LAF	59	29.5	29.5	100.0
	Total	200	100.0	100.0	

Figure 5

6. From the survey Investment choice in product basis are identify

Equity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Preferred	64	32.0	32.0	32.0
	Not preferred	136	68.0	68.0	100.0
	Total	200	100.0	100.0	

Mutual fund

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Preferred	77	38.5	38.5	38.5
	Not preferred	123	61.5	61.5	100.0
	Total	200	100.0	100.0	

LIC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Preferred	200	100.0	100.0	100.0

General Insurance

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Preferred	102	51.0	51.0	51.0
	Not preferred	98	49.0	49.0	100.0
	Total	200	100.0	100.0	

Real Estate

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Preferred	33	16.5	16.5	16.5
	Not preferred	167	83.5	83.5	100.0
	Total	200	100.0	100.0	

PPF/GOVT BOND/I6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Preferred	185	92.5	92.5	92.5
	Not preferred	15	7.5	7.5	100.0
	Total	200	100.0	100.0	

Others

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Preferred	85	42.5	42.5	42.5
	Not preferred	115	57.5	57.5	100.0
	Total	200	100.0	100.0	
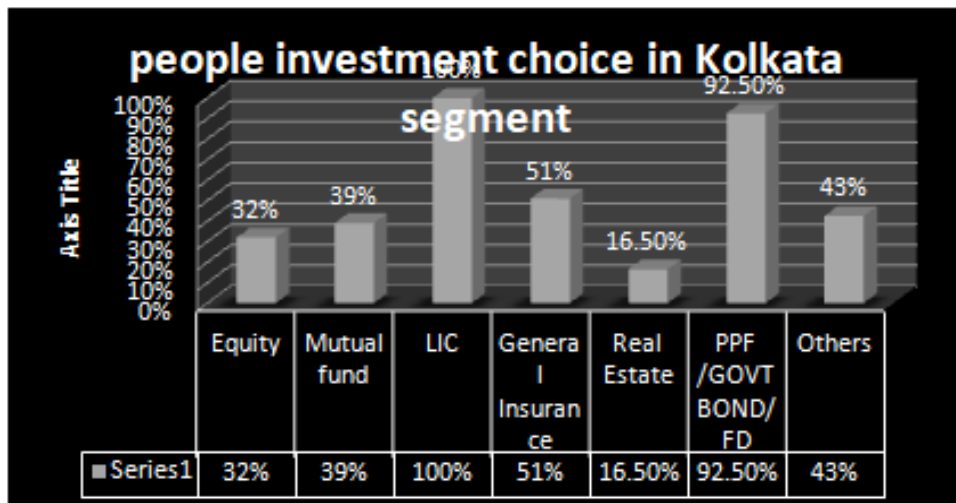
Figure 6

7. Vehicle owner are separately identify in this survey.

Vehicle

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Two wheeler	69	34.5	34.5	34.5
	Four wheeler	78	39.0	39.0	73.5
	None	53	26.5	26.5	100.0
	Total	200	100.0	100.0	
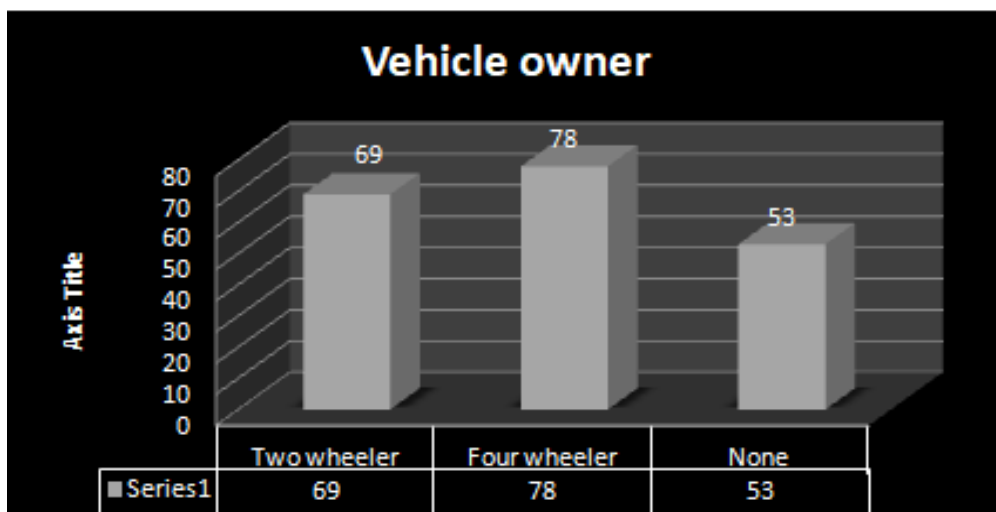
Figure 7

8. **In the above analysis identify Mediclaim & none Mediclaim person.**

Mediclaim

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mediclaim None Mediclaim	127	63.5	63.5	63.5
		73	36.5	36.5	100.0
	Total	200	100.0	100.0	
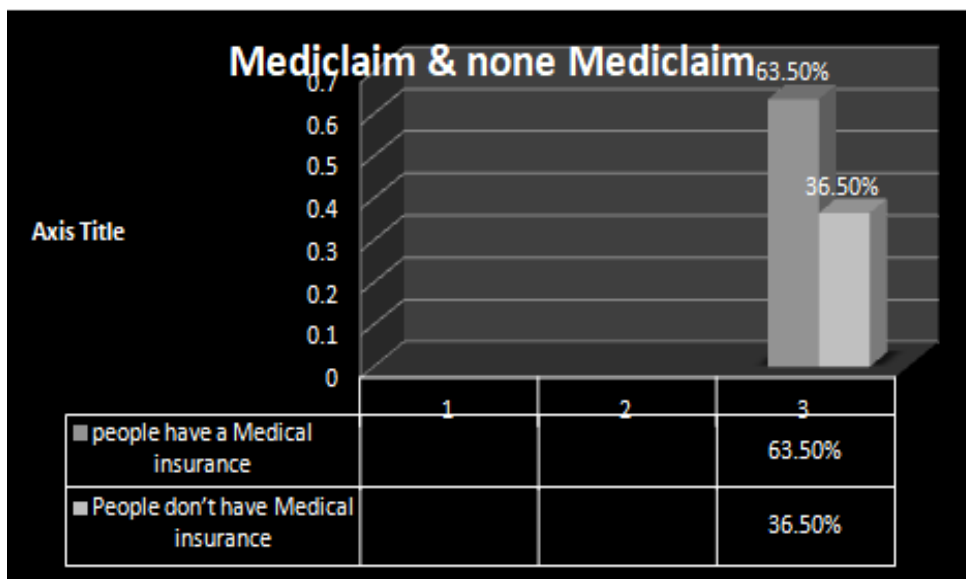
Figure 8

9. **Identify people Life insurance cover up to 5-8 times in his annual income are below**
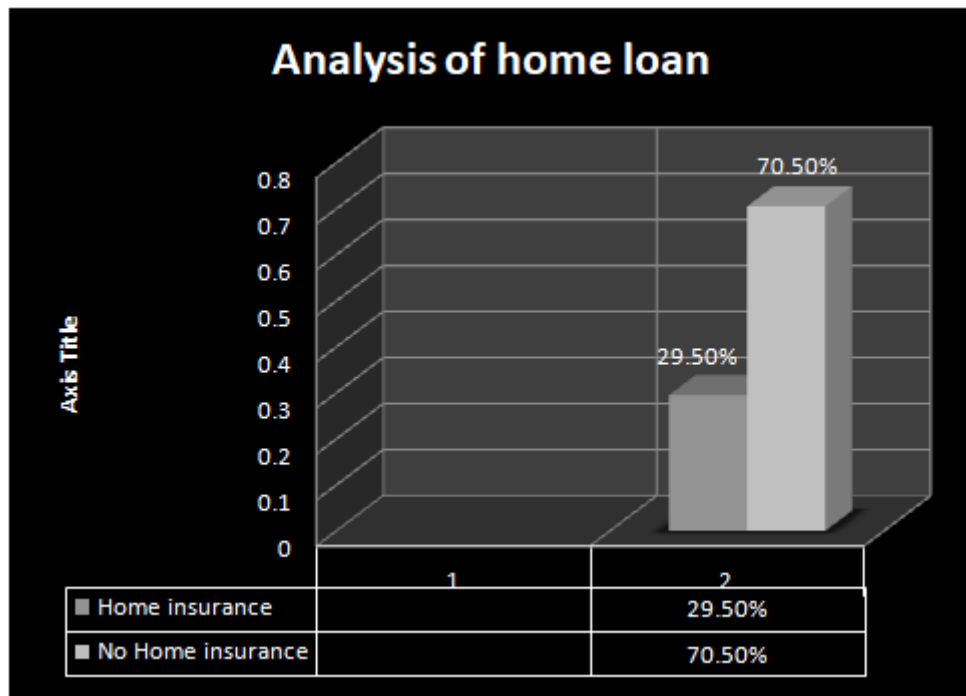
5-8 times I3 cover

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	cover	14	7.0	7.0	7.0
	Not cover	186	93.0	93.0	100.0
	Total	200	100.0	100.0	
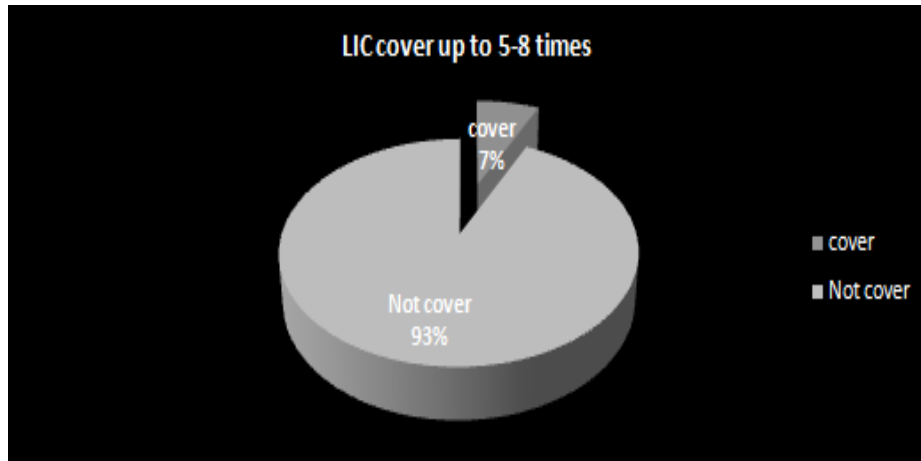
10. Find out the people who have Home insurance & who haven't

Home Insurance

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Home insurance	59	29.5	29.5	29.5
	No H.insurance	141	70.5	70.5	100.0
	Total	200	100.0	100.0	

11. Preferred choices for Long Term Investment of People in Kolkata Segment

Preferred Choice in Long Term

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Equity	14	7.0	7.0	7.0
	Mutual fund	32	16.0	16.0	23.0
	LIC	90	45.0	45.0	68.0
	General insurance	2	1.0	1.0	69.0
	Real Estate	15	7.5	7.5	76.5
	PPF/FD/Govt. Bond	47	23.5	23.5	100.0
	Total	200	100.0	100.0	
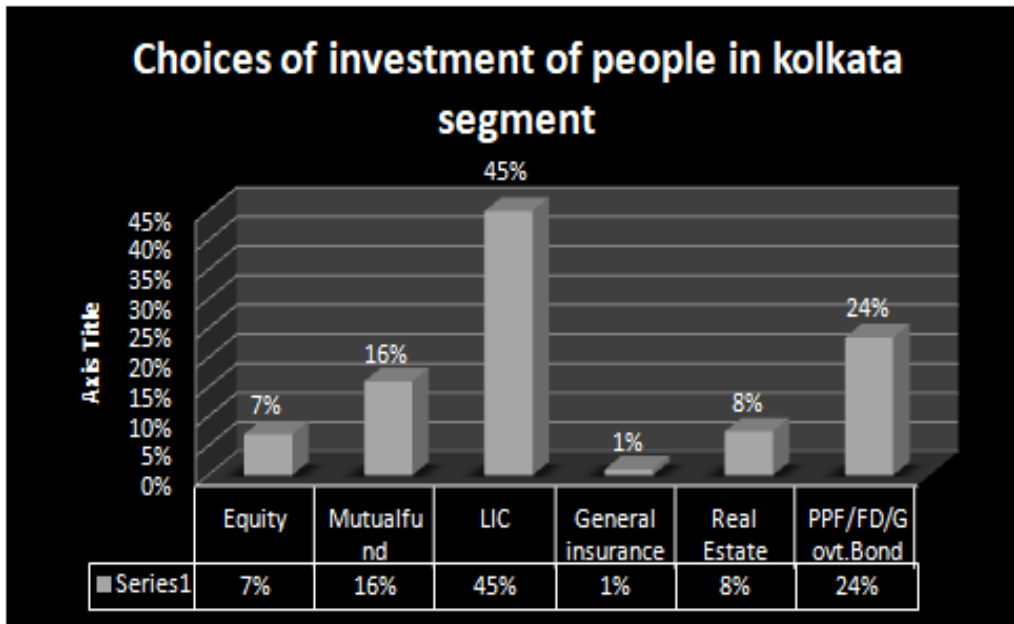
Cross Tabulation

1. **Here identify profession wise Equity Preferable & Not Preferable from the whole survey.**
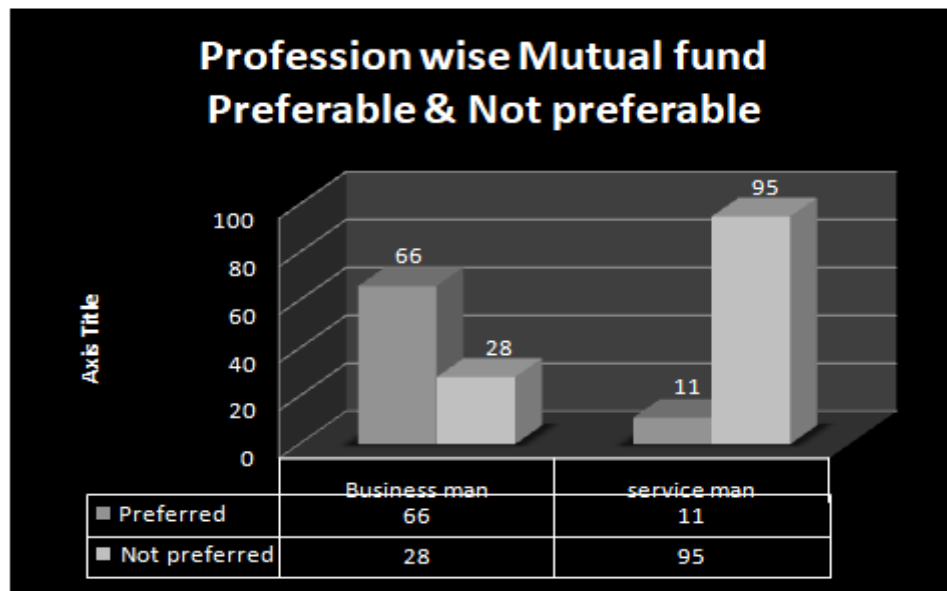
Profession * EQUITY Cross tabulation

Count

		Equity		Total
		Preferred	Not Preferred	
Profession	Business	58	36	94
	Service	6	100	106
Total		64	136	200
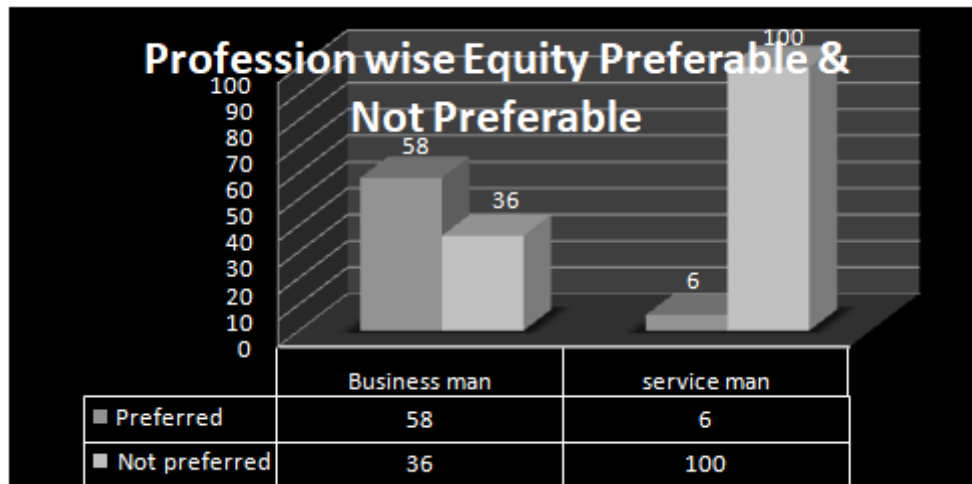
2. Here identify profession wise Mutual fund Preferable & Not Preferable from the whole survey

Profession * Mutual fund Cross tabulation

Count

		Mutual fund		Total
		Preferred	Not Preferred	
Profession	Business	66	28	94
	Service	11	95	106
Total		77	123	200

3. Identify profession wise LIC Preferable i.e. Business man & Service holder from the whole survey
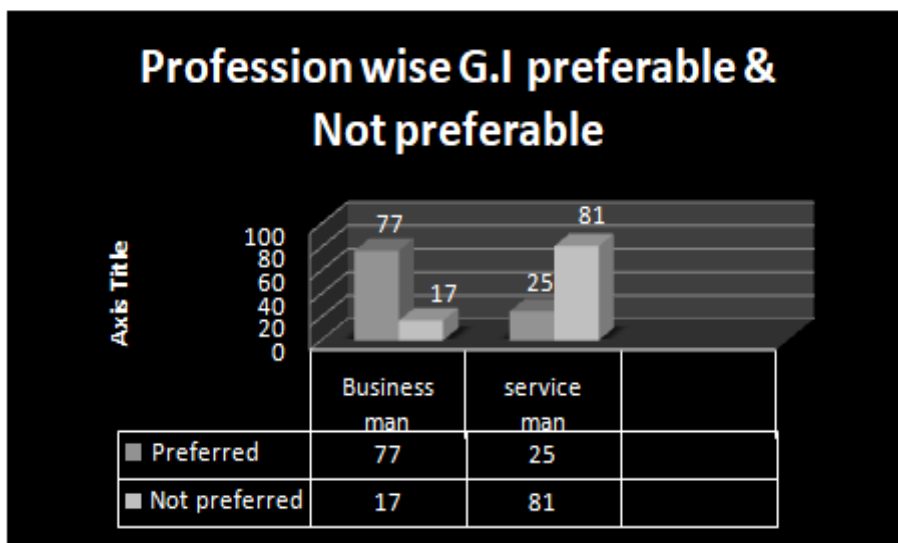
Profession * LIC Cross tabulation

Count

		LIC	Total
		Preferred	
Profession	Business	94	94
	Service	106	106
Total		200	200
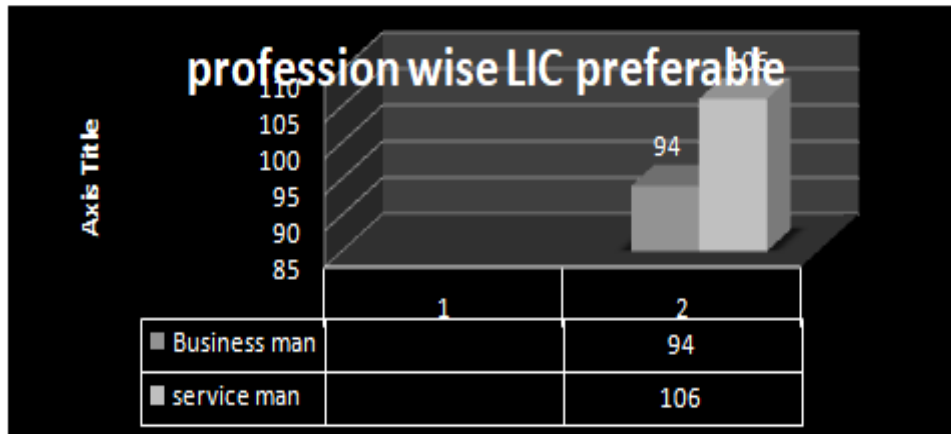
4. **Identify profession wise G.I Preferable i.e. Business man & Service holder from the whole survey**

**Profession * General insurance Cross tabulation**

Count

		General insurance		Total
		Preferred	**Not Preferred**	
Profession	Business	77	17	94
	Service	25	81	106
Total		102	98	200

5. Identify profession wise R.E Preferable i.e. Business man & Service holder from the whole survey
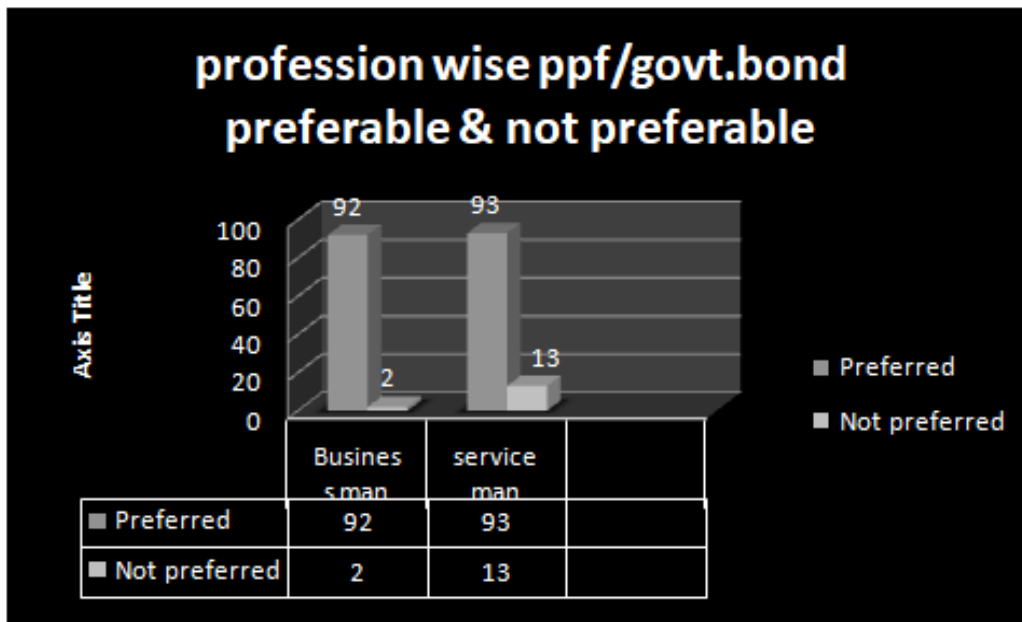
Profession * RE Cross tabulation

Count

		RE		Total
		Preferred	**Not Preferred**	
Profession	Business	33	61	94
	Service	0	106	106
Total		33	167	200
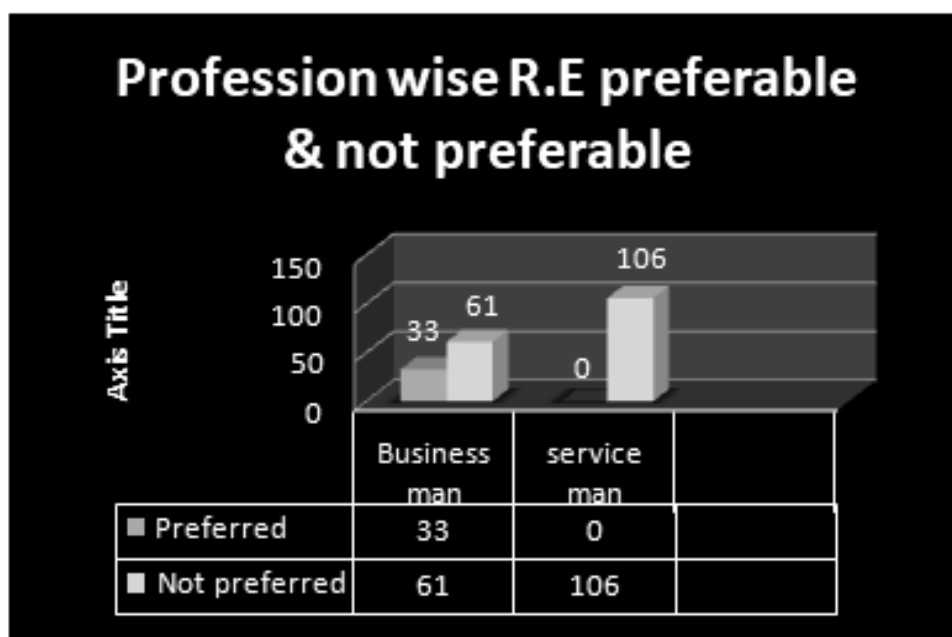
6. Identify profession wise PPF/GOVT BOND Preferable i.e. Business man & Service holder from the whole survey

Profession * PPF/GOVT BOND/I6 Cross tabulation

Count

		PPF/GOVT BOND/I6		Total
		Preferred	**Not Preferred**	
Profession	Business	92	2	94
	Service	93	13	106
Total		185	15	200

7. Identify profession wise OTHERS Preferable i.e. Business man & Service holder from the whole survey

Profession * OTHERS Cross tabulation

Count

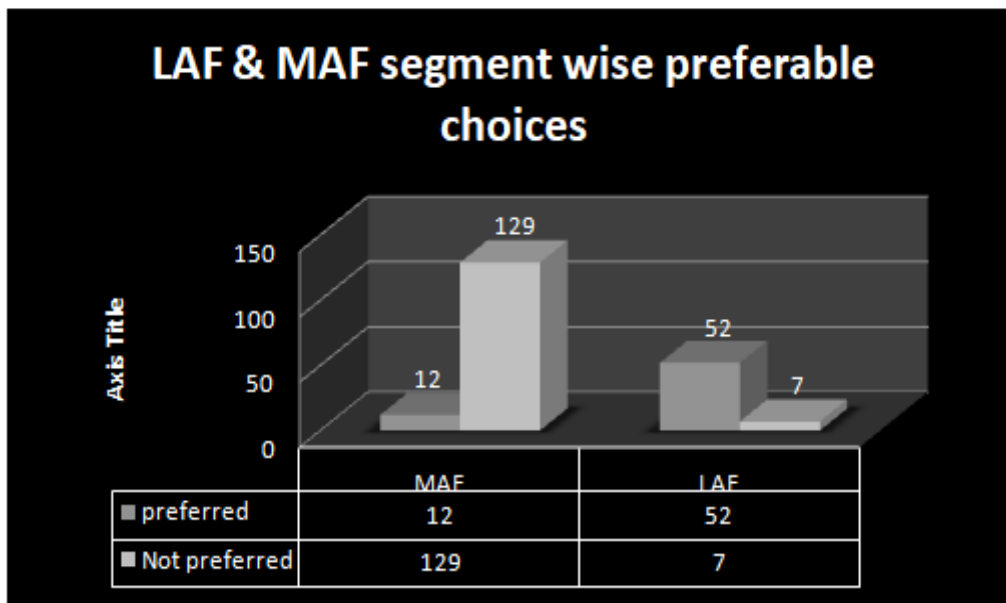|		Others		Total
		Preferred	**Not Preferred**	
Profession	Business	45	49	94
	Service	40	66	106
Total		85	115	200
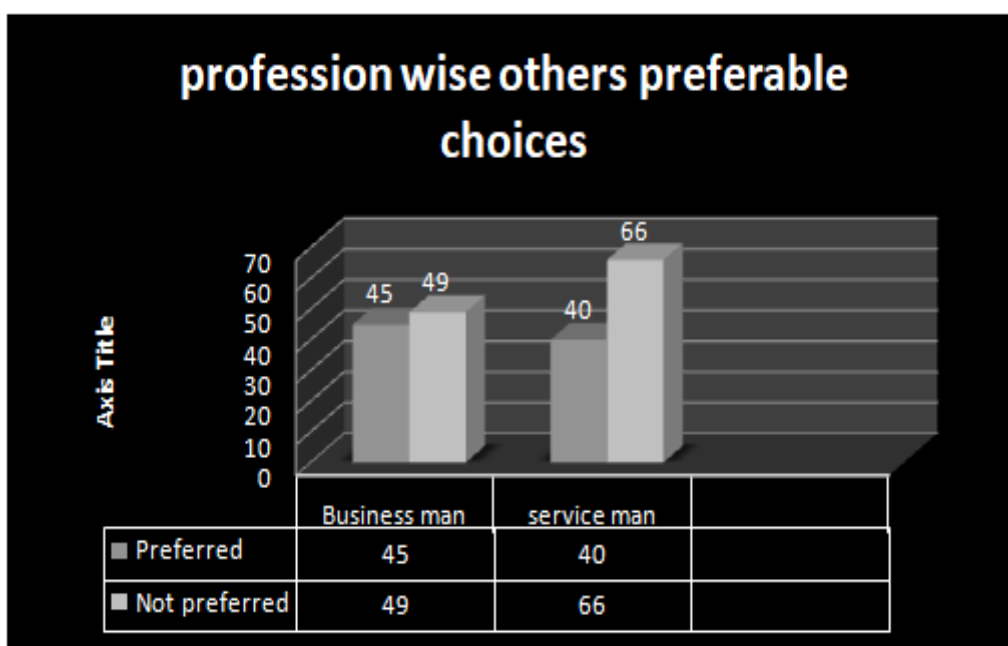
Cross Tabulation

1. **Here identify MAF & LAF Segment wise Equity Preferable & Not Preferable from the whole survey.**
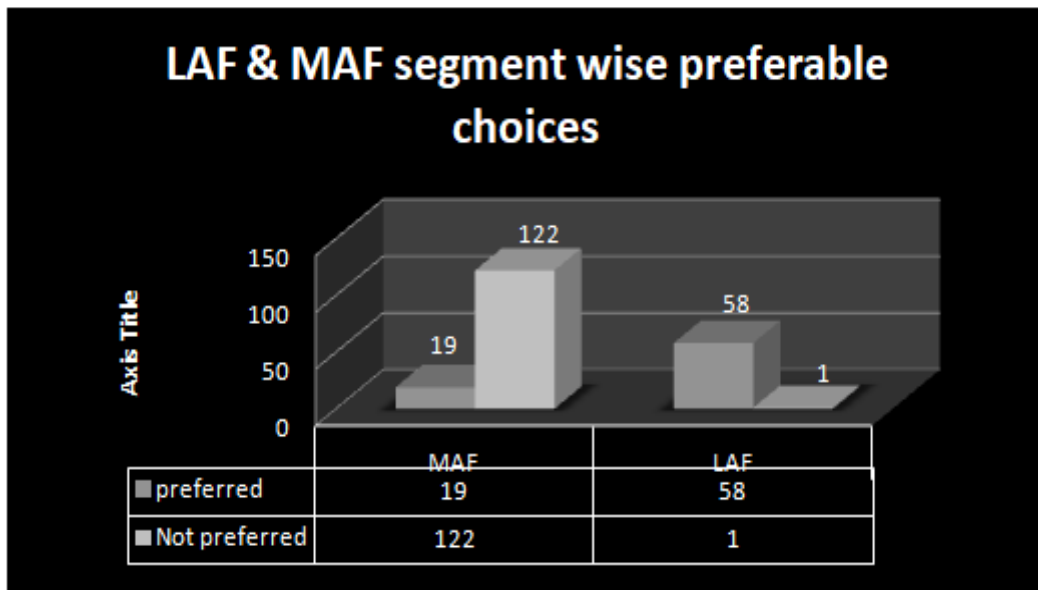
Annual household income * EQUITY Cross tabulation

Count

		Equity		Total
		1	2	
Annual household income	1	12	129	141
	2	52	7	59
Total		64	136	200

2. **Here identify MAF & LAF Segment wise Mutual fund Preferable & Not Preferable from the whole survey**
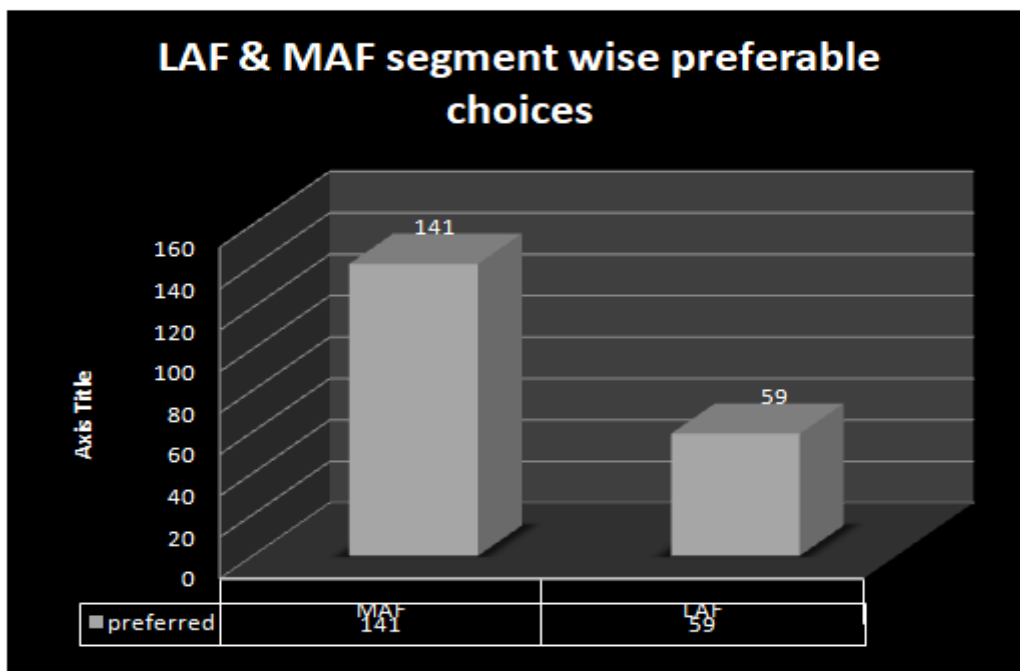
Annual household income * Mutual fund Cross tabulation

Count

		Mutual fund		Total
		1	2	
Annual household income	1	19	122	141
	2	58	1	59
Total		77	123	200

3. Here identify MAF & LAF Segment wise LIC Preferable & Not Preferable from the whole survey
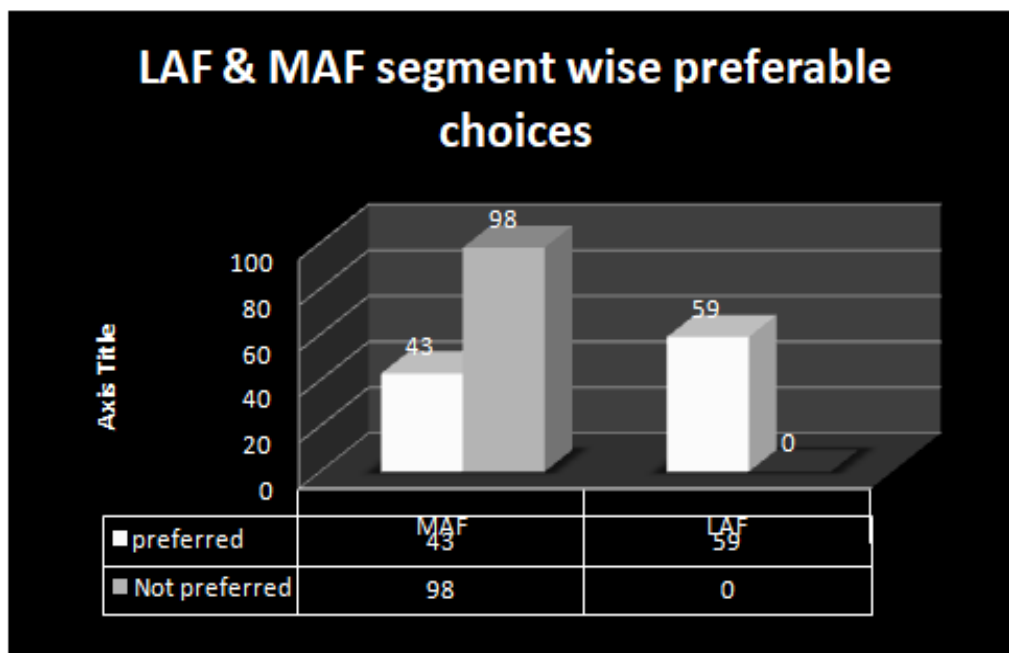
Annual household income * LIC Cross tabulation

Count

		LIC	Total
		1	
Annual household income	1	141	141
	2	59	59
Total		200	200

4. Identify MAF & LAF Segment wise G.I Preferable & Not Preferable from the whole survey

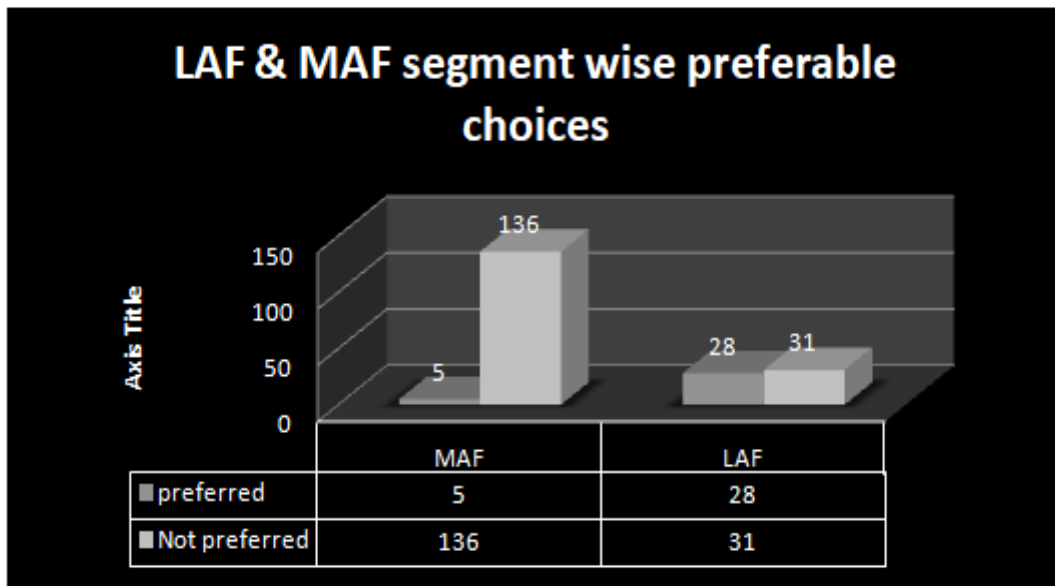**Annual household income * General insurance Cross tabulation**

Count

		General insurance		Total
		1	**2**	
Annual household income	1	43	98	141
	2	59	0	59
Total		102	98	200

5. Identify MAF & LAF Segment wiser R.E Preferable & Not Preferable from the whole survey

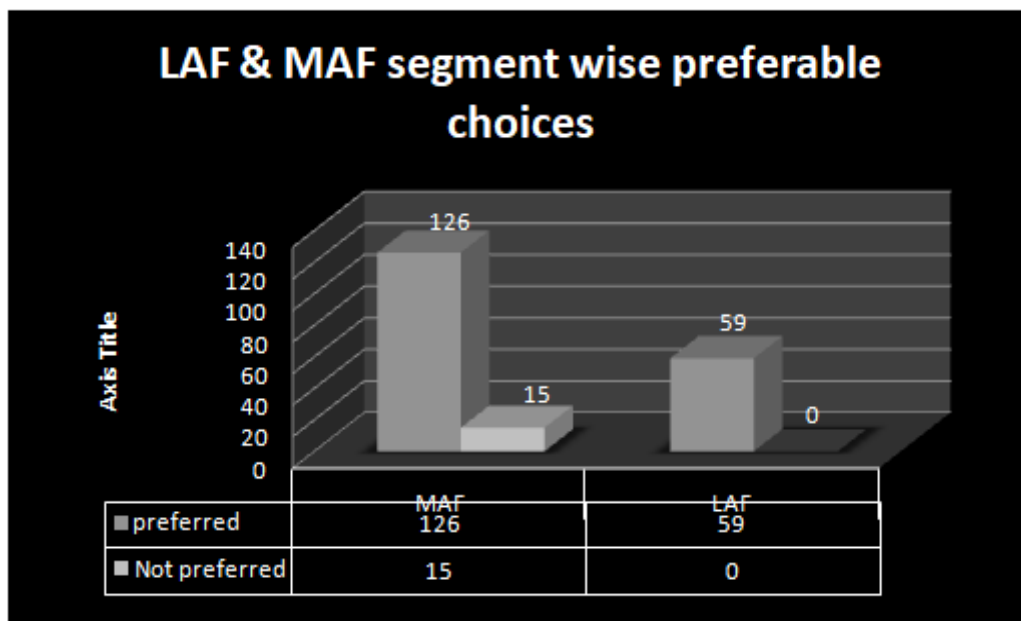**Annual household income * RE Cross tabulation**

Count

		RE		Total
		1	**2**	
Annual household income	1	5	136	141
	2	28	31	59
Total		33	167	200

6. Identify MAF & LAF Segment wise PPF/GOVT.BOND Preferable & Not Preferable from the whole survey

**Annual household income * PPF/GOVT BOND/I6 Cross tabulation**

Count

		PPF/GOVT BOND/I6		Total
		1	**2**	
Annual household income	1	126	15	141
	2	59	0	59
Total		185	15	200

7. **Identify MAF & LAF Segment wise OTHERS Preferable & Not Preferable from the whole survey**

Annual household income * OTHERS Cross tabulation

Count

		Others		Total
		1	**2**	
Annual household income	1	54	87	141
	2	31	28	59
Total		85	115	200
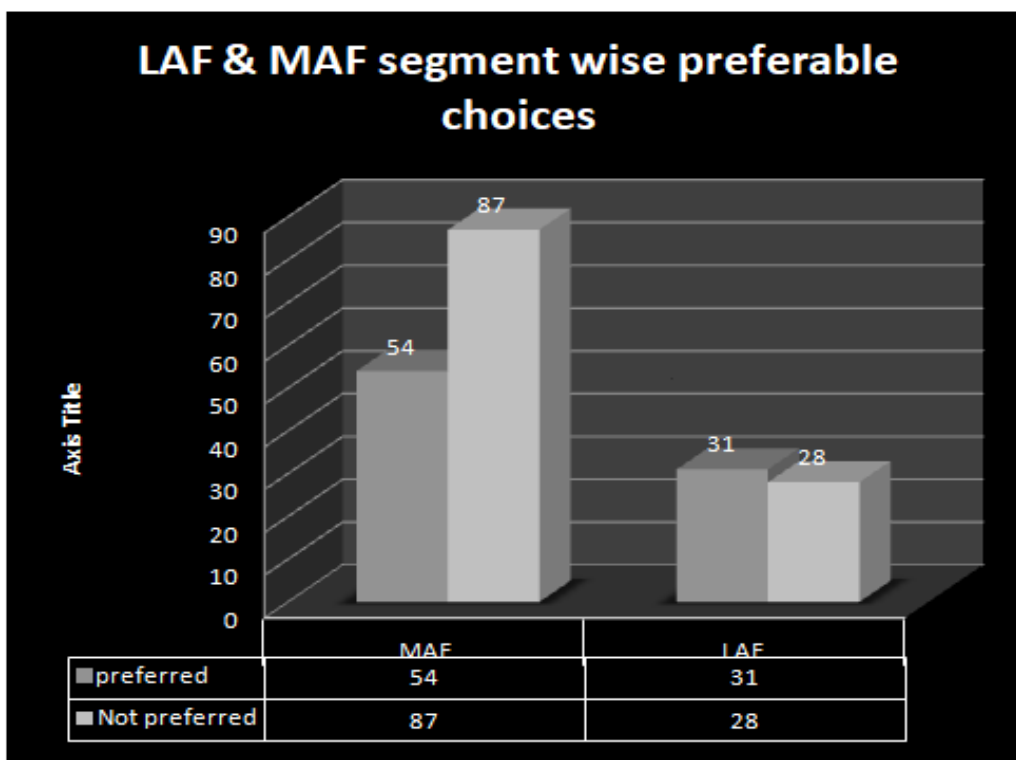
XIII. FINDINGS OF THE STUDY

- People are also thinking that brokers are not providing correct informationabout the market.
- According to my survey report in Kolkata 32% people having investment in Equity, 39% in Mutual Funds, 100% in LIC, 51% in General Insurance,
- 16.5% in Real Estate, 92.5% in FD/Govt. Bonds and 43% in Others.
- Kolkata market is potential market for Art Funds & Collectability as very few people know about these products but investment is negligible.
- In Kolkata near about 36% market is still uncovered for medical insurance.
- As **XYZ Securities** follows Machengy model for financial planning. It says that the person must cover 5-8 times of his annual household income but in Kolkata only 7% people is covered 5-8 times. So, there is huge scope of selling of such LIC products.

- About 71% market is still uncovered in case of home insurance in Kolkata which is a great opportunity for the company to become market leader in General Insurance business.
- In future 7% people want to invest in Equity, 16% in Mutual Funds, 45% in LIC, 1% in General Insurance, 8% in Real Estate and 24% in FD and Govt. Bonds.

Competitive Overview –Key Players of Kolkata Segment

	ABC Ltd	CDE Securities	PXE Sec	ADRN Securities	Africa Money	Doller Bulls	Ar Sec	PT Ltd
No. of Branches	6	2	1	3	7	6	3	1
Product Offering	-	-	-	-	-	-	-	-
Equity	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Futures & Options	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
IPO	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Mutual Funds	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
PMS	No	Yes	Yes	Yes	Yes	No	Yes	Yes
NRE/NRO Accounts	Yes	No	Yes	Yes	Yes	Yes	Yes	No
Life Insurance	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes
Non Life Insurance	Yes	Yes	Yes	No	Yes	No	No	No
Fixed Deposits	No	No	No	No	No	No	No	No
Bonds		No	No	No		No	No	Yes
Free Research on SMS	No	No	No	No	No	Yes	Yes	Yes

XIV. RECOMMENDATIONS

1. Kit for New Investors into Securities Market
2. Class Room training for the new investors
3. Toll Free Number
4. Customer Care for query handling
5. More Appointments of Relationship managers
6. People awareness program about the company name and also its product and services.
7. Regular updates on website about company and products or services.
8. Company should start giving advertisements in business newspaper and in business magazine, Television.
9. Company should expand its business by opening of new branches.

REFERENCE

[1] www.valueresearch.com
[2] www.financialexpress.com
[3] www.spss.com