

her-money

The logo for 'her-money' features the text 'her-money' in a brown, lowercase, sans-serif font. The letter 'o' in 'money' is replaced by a purple female symbol (a circle with a vertical line and a horizontal crossbar). A purple step chart, consisting of three horizontal segments and three vertical segments, is overlaid on the 'o' and extends to the right, ending above the 'y'.

Fee Only Biz: Ground
Realities, Current Regulations
& the future road map.



Registered Investment Adviser

- License to be in the advisory business (service) as against distribution business (products)
- Fee based Business
- Personalised Investments
- Transparent Pricing
- Customer aligned Advice

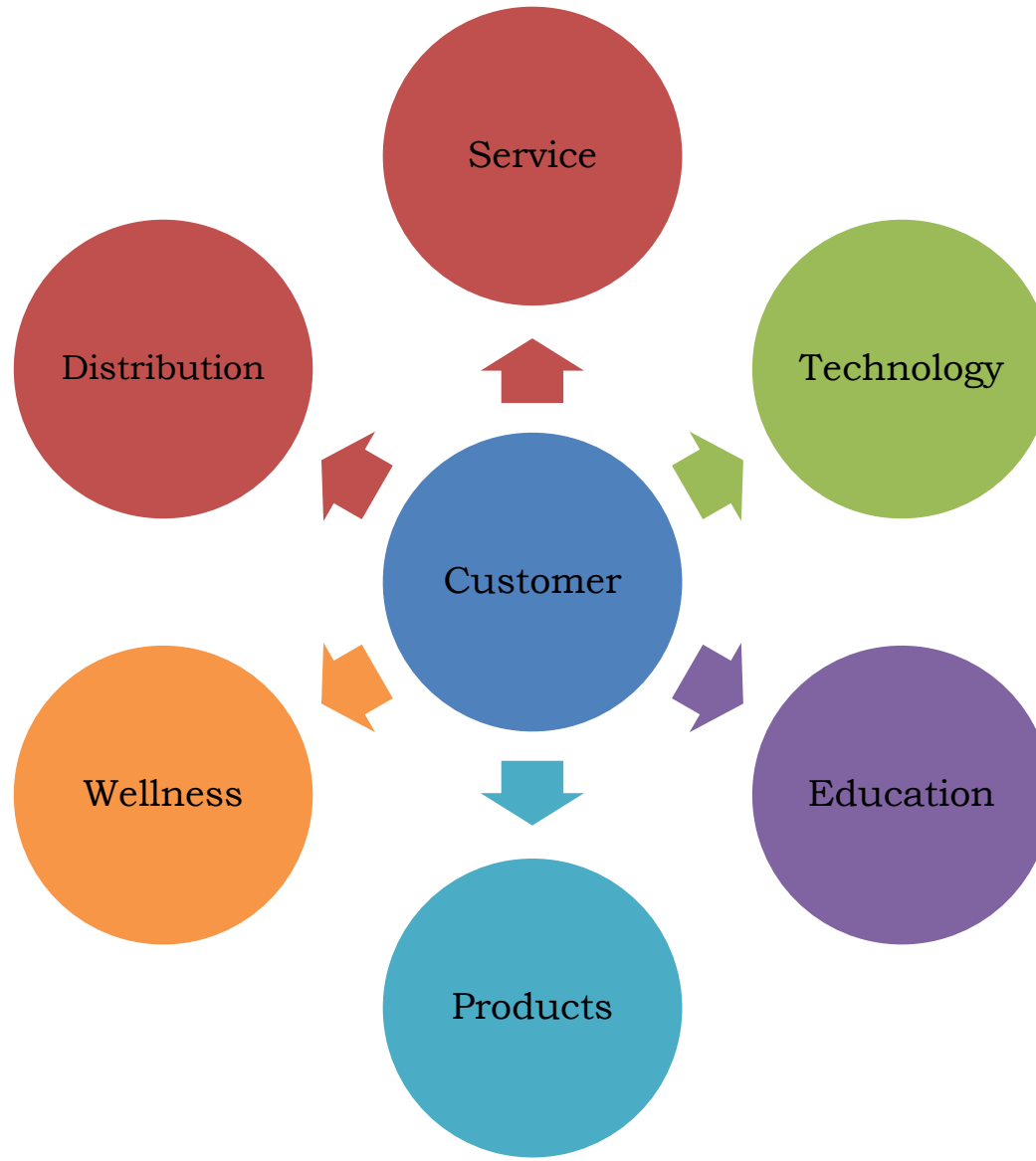


Code of Conduct

Code of Conduct for Investment Advisers

- 1) Honesty and fairness
- 2) Diligence
- 3) Capabilities
- 4) Information about clients
- 5) Information to its clients
- 6) Fair and reasonable charges
- 7) Conflicts of interest
- 8) Compliance
- 9) Responsibility of senior management

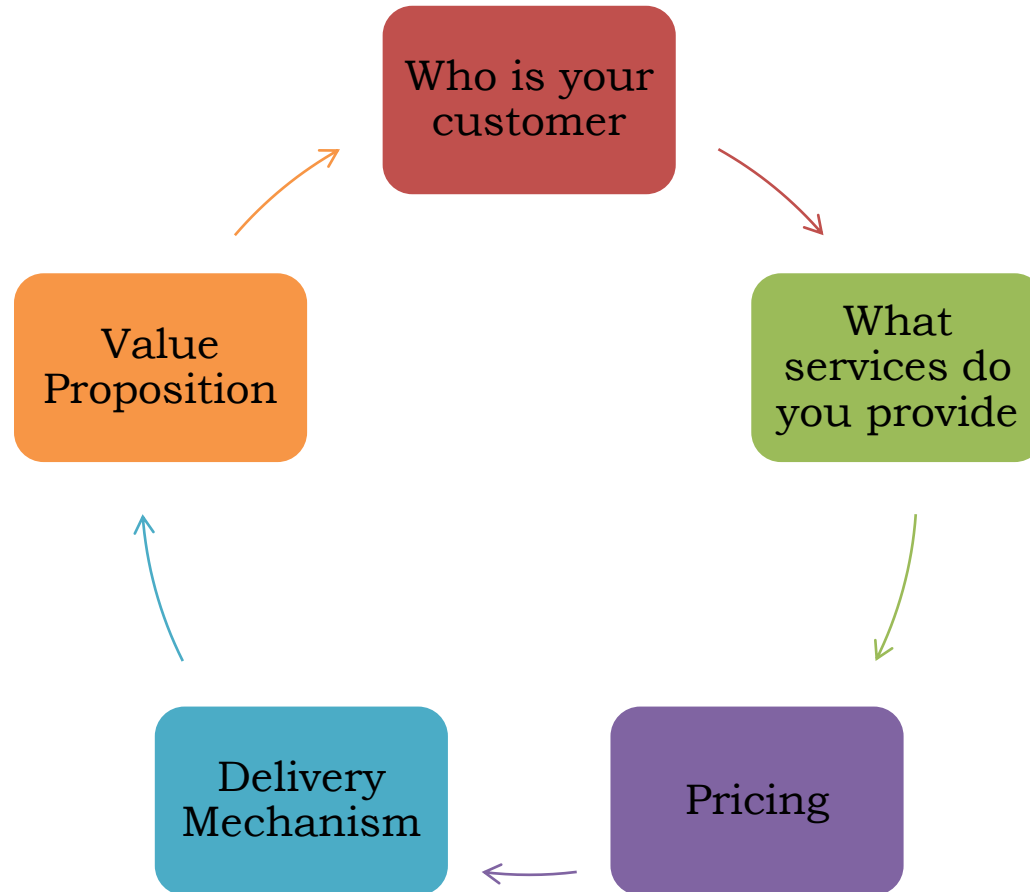
Client Centric



Fee Based Business



Services – Fee Based



Ground Realities

Information Overload

Product Overload

Low Penetration

Growing Economy

Volatile Markets

New Products

New Technology

Stricter Compliance Requirements

Current Regulations

Licence

Qualification

Certification

Capital Adequacy

Confidentiality & Disclosures

KYC, Risk Profiling, Agreements, Suitability, Rationale

Audit

Client Grievances redressal through SCORES

Future Road Map

Increasing number of Advisers



Better Technology



Larger Market Penetration



Products Consolidation



Products Innovation



Disruption



Compliance Adherence

Create a Client Centric Practice

