



# **BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES (BIITM), BHUBANESWAR**

Plot No. F/4, Chandaka Industrial Estate, Infocity, Patia, Bhubaneswar-24

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## **SUMMER INTERNSHIP PROJECT 2023**

### **REPORT TITLE**

**“A Study on Financial Planning & Wealth Management”**

### **SUBMITTED BY**

**Sahil Kumar Pradhan**

**MBA Batch: 2022-24**

**University Regn. No: 2206258225**

#### **Faculty Guide**

**Prof. Tapaswini Nayak**  
**Asst. Prof.(Economics)**  
**BIITM, Bhubaneswar**

#### **External Guide**

**Mr. S K Darwes**  
**(Customer Relationship Manager)**  
**Prudent Corporate Adviser,**  
**Bhubaneswar**

## **CERTIFICATE OF INTERNAL GUIDE**

This is to certify that Mr. Sahil Kumar Pradhan, bearing university registration no. 2206258225 of 2022-24 batch, has completed his/her summer internship at Prudent Corporate Advisory Private Limited from 1st September 2023 to 3rd October 2023 under the supervision of Mr.SK Darwes (corporate guide) and has submitted this project report under my guidance in partial fulfilment of the requirements for award of the degree of Master of Business Administration at Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar. To the best of my knowledge and belief, this project report has been prepared by the student and has not been submitted to any other institute or university for the award of any degree or diploma.

Date:

Place:

Signature of the Internal Guide

Name:

Designation:

## **DECLARATION**

I, Mr. Sahil Kumar Pradhan Bearing university registration no. 2206258225 (2022-24 batch), hereby declare that the project report titled Financial planning & Wealth Management is based on my internship at Prudent Corporate Advisory Private Limited , during the period 1st September 2023 to 3rd October 2023 and is an original work done by me under the supervision of Mr.SK Darwes (Corporate Guide) and prof. Tapaswini Nayak (Internal Guide). This report is being submitted to Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar, affiliated to Biju Patnaik University of Technology, Odisha, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration. This project report has not been submitted to any other institute/university for the award of any degree or diploma.

Date:

Place:

Signature

# 1. Abstract or Summary :

## Introduction:

The Financial Planning and Wealth Management Internship focuses on developing a comprehensive understanding of the principles and practices that underlie effective financial planning and wealth management strategies. This internship provides a hands-on learning experience in a dynamic financial environment, equipping interns with practical skills and knowledge to excel in this field.

## Objectives:

The primary objectives of this internship program are to:

1. Provide interns with a comprehensive overview of financial planning and wealth management concepts.
2. Cultivate practical skills in financial analysis, investment planning, and risk management.
3. Familiarize interns with industry-standard tools and technologies used in wealth management.
4. Enable interns to work closely with experienced professionals, gaining valuable insights and mentorship.
5. Encourage interns to apply theoretical knowledge in real-world scenarios, thereby enhancing their problem-solving abilities.

## Key Learning Points:

Interns will gain proficiency in the following areas:

1. Financial Analysis:

- Analyzing financial statements and evaluating the financial health of individuals and businesses.
- Identifying key performance indicators and using them to make informed financial decisions.

2. Investment Planning:

- Assessing investment goals, risk tolerance, and time horizon to formulate tailored investment strategies.
- Diversifying portfolios to optimize returns while managing risk effectively.

3. Retirement Planning:

- Understanding retirement planning vehicles, such as 401(k)s, IRAs, and pension plans.
- Designing retirement strategies that align with individual financial goals and lifestyle expectations.

4. Risk Management and Insurance:

- Identifying potential risks and implementing insurance solutions to mitigate them.
- Evaluating various insurance products and determining their suitability for different scenarios.

5. Tax Planning:

- Understanding the tax implications of various financial decisions and implementing tax-efficient strategies.

- Ensuring compliance with relevant tax laws and regulations.

#### 6. Estate Planning:

- Developing estate plans to facilitate the efficient transfer of assets and wealth preservation.

- Addressing issues related to wills, trusts, and beneficiary designations.

#### Conclusion:

The Financial Planning and Wealth Management Internship offers a structured learning experience designed to equip interns with the knowledge and skills necessary to navigate the complexities of financial planning and wealth management. By actively engaging with industry professionals and applying theoretical concepts in practical settings, interns will emerge from this program well-prepared to contribute effectively to the field of financial planning. This internship represents a valuable opportunity for participants to develop a strong foundation for a successful career in wealth management.

# **CONTENT**

**Chapter-1:** Introduction, Scope, Objectives, Methodology, Limitations

**Chapter-II:** Company Profile & Industry Analysis

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**Chapter-IV:** Findings & Analysis

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# **Chapter 1 : Introduction to financial planning and wealth management...**

Financial planning and wealth management are essential components of achieving and maintaining financial security and prosperity. They involve the careful management of one's resources, including income, expenses, investments, and assets. Let's break down these concepts:

## **Financial Planning:**

Financial planning is the process of setting goals, evaluating resources, and creating a strategy to achieve those goals.

1. **Goal Setting:** This involves identifying short-term and long-term financial objectives. These could include buying a home, saving for retirement, funding education, or starting a business.
2. **Budgeting and Expense Management:** Understanding and tracking income and expenses is crucial. A well-structured budget helps allocate resources efficiently and can prevent overspending.
3. **Emergency Fund:** Building a fund to cover unforeseen expenses or job loss is a fundamental part of financial planning. It acts as a safety net during difficult times.
4. **Debt Management:** Evaluating and managing existing debts, and making a plan to pay them off strategically.
5. **Investment Planning:** Determining the appropriate investment strategy based on risk tolerance, goals, and time horizon.



6. Insurance: Identifying the need for different types of insurance (life, health, property) to protect against unforeseen events.

7. Tax Planning: Understanding tax laws and utilizing strategies to minimize tax liability.

8. Estate Planning: Planning for the distribution of assets in the event of death, including wills, trusts, and powers of attorney.

#### Wealth Management:

Definition: Wealth management is a more advanced level of financial planning that focuses on growing and preserving wealth over the long term.

#### Key Components

1. Investment Management: Developing a diversified portfolio tailored to the individual's risk tolerance, financial goals, and time horizon.

2. Risk Management: Identifying and mitigating potential risks to the individual's wealth, including market risk, inflation risk, and longevity risk.

3. Retirement Planning: Ensuring there is a sufficient nest egg to maintain a desired lifestyle after retirement.

4. Estate Planning: Continually updating and refining plans for the transfer of wealth to heirs or charities.

5. Tax Efficiency: Implementing strategies to minimize tax liability on investments and wealth transfers.

6. Philanthropy and Charitable Giving: Developing strategies for charitable giving and philanthropy, if that is a priority for the individual or family.

7. Legacy Planning: Planning for the continuation of wealth across generations, including education and financial support for heirs.

#### Conclusion:

Both financial planning and wealth management are dynamic processes that require regular review and adjustment as circumstances change. Professional advice from financial advisors, accountants, and lawyers can be invaluable in navigating the complexities of financial planning and wealth management. Ultimately, these practices empower individuals and families to achieve their financial goals, build and protect their wealth, and secure a prosperous future.

## **Scope of financial planning and wealth management...**

Financial planning and wealth management are critical aspects of achieving and maintaining financial well-being. They encompass a range of activities and strategies aimed at optimizing one's financial situation, both in the short term and long term. Here's a breakdown of the scope of financial planning and wealth management:

### **1. Goal Setting and Assessment:**

- Identifying and prioritizing financial goals (e.g., buying a house, saving for retirement, education, etc.).
- Evaluating current financial status, including income, expenses, assets, liabilities, and net worth.

### **2. Budgeting and Cash Flow Management:**

- Creating and maintaining a budget to manage regular expenses and savings.
- Monitoring cash flow to ensure income covers expenses and allows for saving and investing.

### **3. Risk Management and Insurance:**

- Assessing risks (e.g., health, life, property) and implementing strategies to mitigate them.
- Selecting appropriate insurance policies to protect against unexpected events.

### **4. Investment Planning:**

- Developing an investment strategy aligned with goals, risk tolerance, and time horizon.

- Selecting and managing a diversified portfolio of assets, such as stocks, bonds, real estate, etc.

#### 5. Tax Planning:

- Minimizing tax liabilities through legal and ethical means, like deductions, credits, and tax-efficient investments.

- Incorporating tax-advantaged accounts and strategies into the overall financial plan.

from my point of view , the scope of financial planning and wealth management can vary based on individual circumstances, including income, assets, liabilities, goals, risk tolerance, and time horizon. It's important to work with a qualified financial advisor or planner who can provide personalized guidance and expertise.

# Objectives of report..

Financial planning and wealth management share common objectives, but wealth management typically caters to individuals with more substantial assets. Here are the primary objectives of both financial planning and wealth management:

## 1. Financial Security and Stability:

- Ensure financial stability by managing income, expenses, and savings to cover basic needs and unexpected expenses.
- Build an emergency fund to provide a financial safety net in case of unexpected events.

## 2. Goal Achievement:

- Set and prioritize specific financial goals, such as homeownership, retirement, education, and travel.
- Develop a plan to achieve these goals through disciplined saving and investment strategies.

## 3. Risk Management:

- Identify and mitigate financial risks, including those related to health, life, property, and liability.
- Use insurance to protect against unforeseen events that could disrupt financial stability.

## 4. Investment Growth:

- Invest money intelligently to achieve capital growth and generate returns on investment.
- Diversify investments to spread risk across different asset classes.

## 5. Tax Efficiency:

- Optimize tax planning to minimize tax liabilities through deductions, credits, and tax-efficient investments.
- Make use of tax-advantaged accounts and strategies to reduce the overall tax burden.

## **Methodology of report..**

Financial planning and wealth management involve a systematic approach to achieving financial goals and managing resources effectively. Here's a structured methodology for both:

### **1. Client Assessment and Goal Setting:**

- Understand the client's current financial situation, including income, expenses, assets, liabilities, and net worth.
- Discuss and prioritize financial goals, both short-term (e.g., buying a home) and long-term (e.g., retirement).

### **2. Risk Tolerance and Time Horizon Analysis:**

- Evaluate the client's risk tolerance, which influences investment strategies and asset allocation.
- Consider the client's time horizon for each goal, which helps determine appropriate investment vehicles.

### **3. Budgeting and Cash Flow Management:**

- Help the client create a detailed budget that includes income, expenses, savings, and investments.

- Monitor cash flow to ensure expenses are covered while allowing for savings and investment contributions.

#### 4. Investment Strategy Development:

- Based on risk tolerance and time horizon, develop an investment strategy that aligns with the client's goals.

- Select asset classes (e.g., stocks, bonds, real estate) and diversify investments to spread risk.

#### 5. Tax Planning:

- Implement strategies to minimize tax liabilities through deductions, credits, and tax-efficient investments.

- Utilize tax-advantaged accounts (e.g., IRAs, 401(k)s) and consider tax implications in investment decisions.



## **Limitations of financial planning and wealth management ..**

While financial planning and wealth management are invaluable tools for achieving financial goals and securing one's financial future, they have certain limitations and challenges:

1. Uncertainty: The financial world is inherently unpredictable. Market fluctuations, economic downturns, and unexpected life events can disrupt even the most well-thought-out plans.
2. Assumptions and Projections: Financial planning often relies on certain assumptions about future returns, inflation rates, and expenses. If these assumptions are incorrect, it can lead to deviations from the planned path.
3. Behavioral Biases: Human emotions and cognitive biases can influence decision-making. Investors may make irrational choices driven by fear or greed, which can undermine the best-laid financial plans.
4. Lack of Control: Individuals may have limited control over external factors, such as changes in tax laws or economic policies that can impact their financial situation.
5. Inadequate Expertise: Developing and managing a comprehensive financial plan requires knowledge of various financial instruments, tax regulations, and estate planning. Some individuals may lack the expertise to make informed decisions.

## **Chapter 2:** **Company Profile**

# COMPANY PROFILE..



## **1.1 Introduction**

Name of the company : Prudent Corporate Advisory Services Ltd.

Address : Plot no A69, Mallick Complex Building,  
SriyaTalkies, Surya Nagar  
Odisha -751001.

Telephone No. : 06742954046

Email address : [http://bhubaneswar@prudentcorporate.com](mailto:info@prudentcorporate.com)  
[info@prudentcorporate.com](mailto:info@prudentcorporate.com)

Website : <http://www.prudentcorporate.com/>

Type of Company : National

Head Office : 701, Prudent House ,  
Panjarapole cross road, Amawadi,  
Ahmadabad - 380 006

079-40209600

Geographical areas of operation: 38 branches in 7 states

GUJRAT: -Ahmedabad, Surat, Rajkot, Baroda, Anand,  
Mehsana

MUMBAI: -Andheri, Fort, Ghatkopar, Kalyan, Vashi,  
Thane, Borivali

PUNJAB: - Chandigarh, Jalandhar, Bharuch, Nadiad,  
Palanpur, Patan, Bhavnagar, Junagadh

MAHARASHTRA: - Pune, Pimpri, Nagpur, Nasik,  
Aurangabad

RAJASTHAN: - Udaipur, Jaipur, Jamnagar, Navsari,  
Himmatnagar, Valsad, Vapi DELHI: - Cannaught Place,  
Janak puri TAMILNADU: - Chennai

MADHYA PRADESH: - Indore

## **1.2 Nature of the Organization**

Prudent CAS (Corporate Advisory Services) Ltd, originally established as Prudent Fund Manager in 2000, is a registered investment company.

They offer specialized services in the areas of Personal and Corporate Investment Planning through Mutual Funds, Equities, Derivatives, Third Party Products, Fixed Income Products and Life/General Insurance.

It focuses on each client, build investment strategies tailored to specific client needs, and regularly review those strategies to increase the likelihood of success. It would like to know the client's goals and aspirations. So that it can determine an investing strategy that helps you achieve your full potential.

Prudent CAS (Corporate Advisory Services) Ltd. gives advices to its clients regarding Financial Planning. The research team provides the desk to the necessary information regarding the different mutual fund schemes and other investments options like Insurance etc.

The company sells its financial products through both direct and indirect force. Prudent Channel since its inception has a strong hold in the market through its Direct Force. It also has strong hold on the corporate channel also now wants to have a greater reach to its clients which it has already developed through its 150 certified brokers just the beginning of the force that will grow in leaps and bounds. The company also has a strong and efficient research team that is currently working from Gujarat which publishes the data that helps the clients in assessing their funds' performance.

Prudent believes in understanding the customer needs and offering the product that can match his requirement (marketing) as against just selling what product is already available. Owing to the inherent professional expertise we first study and understand the investment requirements and circumstances. Our experts assess the investors' need and their risk profile. Once the entire comparative analysis is done then the best possible option is advised to the investors. The best possible option provides the proper asset allocation to various asset classes and also the estimated

risk involved. This helps us to provide our clients an optional basket of funds rather than selling the typical available funds. This approach lets us set our focus on the quality work rather than the just the quantity.

Prudent is a **service-based distribution company** mainly operates in **functional areas of finance, marketing & sales** for financial products. Company is in the business of distribution of and marketing research of financial products like mutual funds, insurance, wealth management, stock broking, real estate.

### **1.3 Company's vision and mission**

Vision : Providing Professional services in area of Personal and Corporate Investment keeping in view the requirements of the client.

Mission: To help Investor in their Wealth Creation by advising them to invest in the best products.

### **1.4 Product Range of the Company**

Prudent CAS Ltd plans the financial needs in customized way. It analyses market trend and investment buckets in turn to have maximum returns. Prudent CAS Ltd serves with an array of financial planning.

Spectrum of Products in which Prudent has an expertise:

**1) Mutual Funds.**

**2) Investment Consultancy.**

- 3) Equity and Derivatives broking.**
- 4) RBI Relief funds and Infrastructure Bonds.**
- 5) Life and general Insurance.**
- 6) Fixed Deposits (fixed income products)**
- 7) Real Estate**
- 8) Third party products**

### **Mutual funds**

#### **Equity and derivative broking**

Incorporated in 2004, Prudent Broking Services Pvt. Ltd is a Stock Broking and Depository Participant service provider. Company is a member with Bombay Stock Exchange (BSE) and it applied for membership of National Stock exchange (NSE) & Central depository services (India) Limited (CDSL). Company is in the process of creating its national presence by opening offices in various parts of the country.

A broker's function is to arrange contracts for property in which he or she has no personal interest, possession, or concern. The broker is an intermediary or negotiator in the contracting of any type of bargain, acting as an agent for parties who wish to buy or sell stocks, bonds, real or Personal Property, commodities, or services. Rules applicable to agency are generally relevant to most transactions involving brokers. The client is considered the principal and the broker acts as the client's agent.

An agent's powers generally extend beyond those of a broker. A distinguishing feature between an agent and a broker is that a broker acts as a middleperson. When a broker arranges a sale, he or she is an agent of both parties.

### **Infrastructure bonds**

Bonds issued to help fund infrastructure projects such as those for land or air transport, electricity generation and transmission or distribution of water supply. The bonds carry tax advantages which enable funding at lower interest rates.

Bonds can be issued in secured or unsecured form. Normally bonds issued in the form of debentures are secured. Bond issued by Financial Institutions offer attractive returns. Interest under the scheme is paid monthly, quarterly, half yearly, annually and on maturity. Most of the bonds provide flexibility, liquidity and safety. The flexibility can be seen from the range of options provided (i.e.) frequency of return/tenure/tax benefits etc. Bonds provide good liquidity, option to withdraw on pre-specified dates, listing on major stock exchanges, avail loans from banks by pledging bonds/securities.

### **Life insurance and general insurance**

#### **1.5 Size in terms of manpower & turnover of organization**

Manpower: -Prudent presently has a manpower pool of 400 employees.



Turnover: - Prudent has a sales turnover of Rs 600-700 crores out of which profit turnover is around 50 crores and the company is having over Rs 3,000 crores of AUM (Asset Under Management).

### **1.6 Organization structure of the company**

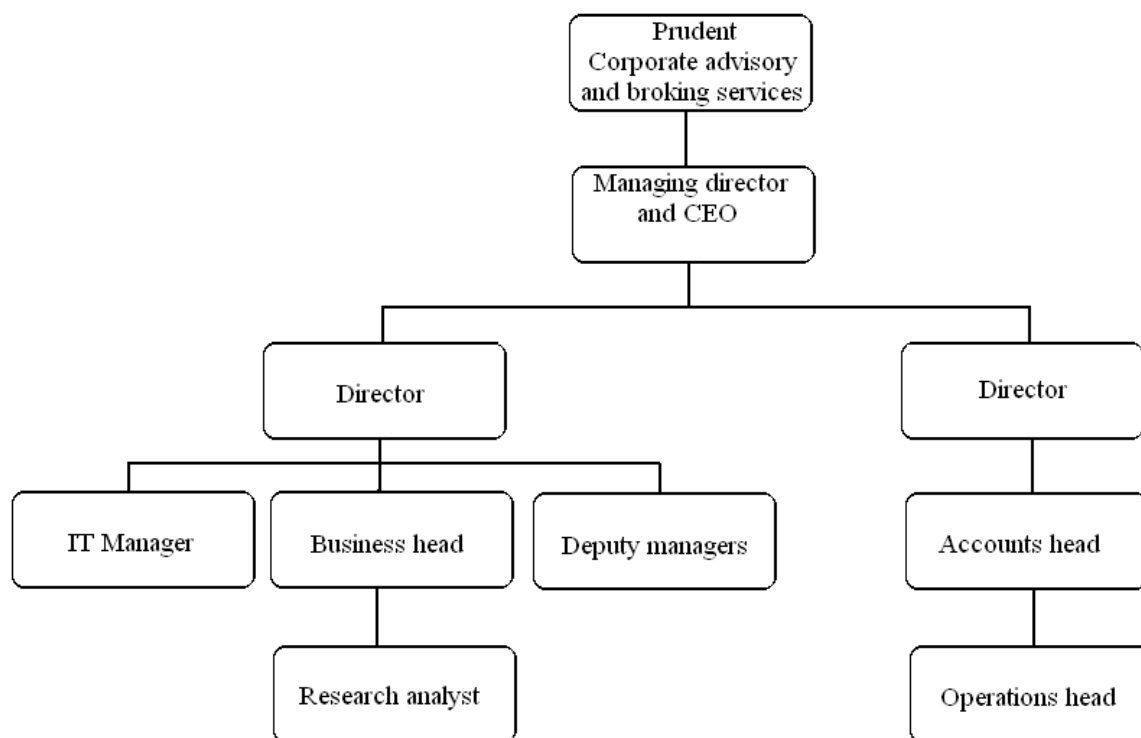


Fig1.2:Organizational structure of the company

### **1.7 Market share and position of the company in the industry**

Market share: - The total market share of the industry is 5 lac crores and Prudent CAS ltd. is now capturing 3000 crores as its AUM (asset under management).

Market position: -It captures 6% of the market share just after Bajaj capital which is leading the race.

### **1.8 Present leadership**

The team of Prudent CAS Ltd at Head Office, Ahmadabad consists of: -

- 1.) Mr. Sanjay Shah (Managing Director and CEO)
- 2.) Mr Shirish Patel (Director)
- 3.) Mr Chirag Shah (Director)
- 4.) Mr. Deven Shah (Business Head)
- 5.) Mr. Yogi Kanani (IT Manager)
- 6.) Mr. Chirag Kothari (Accounts Head)
- 7.) Mr. Jignesh Shah (Research Analyst)
- 8.) Mr. Munjal Mehta (Broking Officer)

The team of Prudent CAS Ltd at Odisha ,Bhubhaneswarbranch consists of:

- 1.) **Mr. Pallash Biswas** (Deputy Manager)

Phone no- 9337807823

- 2.) **Mr. SK Darwes** (Customer Relationship Operation Head)

Phone no- Delhicp@prudentCorporate.com

- 3.) **Mr. Pravanjan Mohanty** (Relationship Manager)

Phone no-9861294642



Fig1.3: Leadership structure of the company

## **1.9 Sources of data collection**

1.9.1 Primary sources: In primary data collection, the data is collected by self efforts using methods such as interviews and questionnaires

- Social interactions during the training with employees of the company with different designations like deputy manager, Customer Relationship Operation Head, Relationship Manager.

Visits to different AMCs (asset management companies).

- Analysis of Questionnaires.

1.9.2 Secondary sources

- <http://www.prudentcorporate.com/>

- <http://www.moneycontrol.com/>
- <http://www.wikipedia.com/>

## **INDUSTRY ANALYSIS :-**

### **Strengths and weaknesses of the company**

#### **2.1.1 Strengths of the Company**

- Prudent CAS ltd. is a national distributor.
- Company has harnessed the potential of information technology for excellent research and portfolio management through specialized software which works on real-time market information and generates error-free reports.
- For IT-savvy investors, Company possesses a secured user-friendly website that contains excellent research and portfolio management tools to help client to access their portfolios round the clock.
- The research team and the website are backed by a team of veteran IT professionals, developers, designers, programmers and high-end Servers. The entire focus is on security of information, integrity of data, and accuracy of real-time reports.
- Company constantly endeavors to achieve optimum client & partner satisfaction and confidence building by providing various tailor-made reports according to client needs. Company possess dedicated qualified team that research and analyze the various financial products available in the marketplace.
- Company has created in-house capabilities of analyzing funds on various parameters before suggesting them to clients.

- 4000 plus distributors are associated with the company.
- Company is having 6% share in the market with having Rs. 3000 crore plus assets.
- Fulltime Dedicated of Team RM & CRO for client support & Assistance.
- Regular Meeting with Partners on business and market Updates.
- Company provides an Online 24X7 query module to its clients and associate.
- Company deals in various kinds of financial products which helps the client in planning their financial management better.
- Wide Branch Network.
- Training at Regular Interval.

### **2.1.2 Weaknesses of the company**

- Company is having fewer branches in north India.
- Company deals in limited products.

## **2.2 Opportunities and Threats of the Company**

### **2.2.1 Opportunities of the Company**

- Company can grow and expand their services & support through sales and marketing, technology, operations, back- office support, training & consultation.
- Prudent Group expanded its horizon by offering specialized services in the areas of Personal and Corporate Investment Planning through Mutual Funds, Equities, Derivatives, Third Party

Products, Fixed Income Products, Life/General Insurance and Real Estate which can help the company become a global player.

- Besides having a large pool of their own clients, the company also has the potential to manage its geographically-spread business operations through a unique platform for independent financial advisors (IFA).
- Company is in the process of creating its national presence by opening offices in various parts of the country.
- Company is a member with Bombay Stock Exchange (BSE) and it applied for membership of National Stock exchange (NSE) & Central depository services (India) Limited (CDSL).
- It also has strong hold on the corporate channel - it now wants to have a greater reach to its clients which it has already developed through its 2000+ certified brokers just the beginning of the force that will grow in leaps and bounds.

#### **2.2.2 Threats of the Company**

- Company faces competition from various companies in the market.

Due to few branches of the company in the north India it could affect the company in the competition geographically

- Company deals in limited products in turn competitor can lead the competition by dealing in those products in which company does not deal.

#### **2.3 Best practices and Unique Selling Proposition (USP) of the Company**

- Company provides the online platform to its clients. Company's 90% dealing is web based and it provides an online 24 X 7 portfolio and query module that helps a customer to see their money growing.
- Online Valuation report for all Mutual Fund investments.
- Unbiased advice across the product basket.

#### **2.4 The Variations / Deviations in practices followed by the company**

- Prudent CAS ltd. has only one strategy i.e. 'Distribution'; it can be direct or indirect. Instead of spending money on normal marketing channels like advertisements etc., they focus is on getting the Consumer to use the products and services of the Company and then asking them to recommend the Company's services to his friends, relatives and peers. On achieving a certain turnover or numbers the person recommending the company is paid certain incentives and rewards.
- Prudent CAS ltd. believes in sales through investing in different AMCs, not in advertising their services. Advertising concept is not the part of Prudent CAS ltd., though this concept has been taught to us in the classroom.
- The diversity among the workforce is not as creative as required as the major difference between workforces is the age factor.
- Effective strategies are not developed to achieve the company's goal in concern with its policies.

- Synergy in team work is seen but there was resistance in different departments.
- Moreover strategies taught in class to handle lower level people were different
- Recruitment process also made a major difference as stages taught in room

## **CHAPTER – 3**

### **Competitor Analysis**



## 1. Aditya Birla Sun Life Century SIP

**Aditya Birla Sun Life Asset Management Company Ltd. (ABSLAMC)**, formerly known as Birla Sun Life Asset Management Company Limited, is an investment managing company registered under the [Securities and Exchange Board of India](#). It is a joint venture between the [Aditya Birla Capital](#) of India and the [Sun Life Financial Inc.](#) of Canada. The company offers sector-specific equity schemes, fund of fund schemes, hybrid and monthly income funds, debt and treasury products and offshore funds....

**Aditya Birla Sun Life Asset Management  
Company Limited**



<b>Type</b>	<a href="#">Public</a>
<b><u>Traded as</u></b>	<a href="#">NSE: <b>ABSLAMC</b></a> <a href="#">BSE: <b>543374</b></a>
<b><u>ISIN</u></b>	INE404A01024
<b>Industry</b>	<a href="#">Financial services</a>
<b>Founded</b>	1994
<b>Headquarters</b>	<a href="#">Mumbai</a> , <a href="#">Maharashtra</a> , India
<b>Areas served</b>	26 countries
<b>Key people</b>	A. Balasubramanian (CEO)

<b>Services</b>	<a href="#">Life insurance<sup>[1]</sup></a>
	<a href="#">Health insurance<sup>[1]</sup></a>
	<a href="#">Vehicle insurance<sup>[1]</sup></a>
	<a href="#">Travel insurance<sup>[1]</sup></a>
	<a href="#">Investment management<sup>[1]</sup></a>
	<a href="#">Mutual fund<sup>[1]</sup></a>
<b>Revenue</b>	<div>▼ ₹1,335.70</div> <div>crore (US\$170 million)<sup>[2]</sup> (2023)</div>
<a href="#">Operating income</a>	<div>▼ ₹793.86 crore (US\$99 million)<sup>[2]</sup> (2023)</div>
<a href="#">Net income</a>	<div>▼ ₹596.37 crore (US\$75 million)<sup>[2]</sup> (2023)</div>
<a href="#">AUM</a>	<div>▲ ₹29,849,298 <a href="#">lakh</a> (US\$37 billion) (2023)<sup>[3]</sup></div>
<a href="#">Total assets</a>	<div>▲ ₹2,788.12</div> <div>crore (US\$350 million)<sup>[2]</sup> (2023)</div>
<a href="#">Total equity</a>	<div>▲ ₹2,516.98</div> <div>crore (US\$320 million)<sup>[2]</sup> (2023)</div>
<b>Owners</b>	<a href="#">Aditya Birla Capital</a> (50.01%)
	<a href="#">Sun Life Financial Inc.</a> (36.49%) <sup>[4]</sup>
<b>Website</b>	<a href="https://mutualfund.adityabirlacapital.com">mutualfund.adityabirlacapital.com</a>



## 2 . ICICI Prudential SIP Plus..

- 3 **ICICI Prudential Mutual Fund** is an Indian [asset management company](#) founded in 1993 as a joint venture between [ICICI Bank](#) and [Prudential plc](#).<sup>[4]</sup> It is the second-largest asset management company in [India](#) after the [SBI Mutual Fund](#).

### ICICI Prudential Mutual Fund



**Type** [Public](#)

**Industry** [Mutual Funds](#)

**Founded** 1993; 30 years ago

**Headquarters** [Mumbai](#), [India](#)

<b>Area served</b>	<a href="#">India</a>
<b>Key people</b>	<p>Mr. Nimesh Shah<sup>[1]</sup> (MD &amp; CEO)</p> <p>Mr. S. Naren<sup>[2]</sup> (Chief Investment Officer)</p> <p>Mr. Rahul Goswami (Chief Investment Officer – Fixed Income)</p>
<b>Products</b>	<p><a href="#">Mutual Fund</a>, Portfolio Management Services, Advisory Services, <a href="#">Real Estate</a> <a href="#">Investments</a></p>
<b><a href="#">AUM</a></b>	▲ ₹570,000 <a href="#">crore</a> (US\$71 billion) (2023) <sup>[3]</sup>
<b>Number of employees</b>	2000–2500 (2022)
<b>Website</b>	<a href="http://www.icicipruamc.com">www.icicipruamc.com</a>

### 3. Nippon India SIP Insure....

**Nippon Life Insurance Company** (日本生命保険相互会社, *Nihon Seimei Hoken Sōgo-gaisha*), also known as **Nissay** (ニッセイ, *Nissei*) or **Nihon Seimei** (日本生命) is the largest [Japanese](#) life insurance company by revenue. The company was founded in 1889 as the *Nippon Life Assurance Co., Inc.* In structure it is a [mutual company](#). It first paid policyholder dividends in 1898...

### **Nippon Life Insurance Company**



Headquarters of Nippon Life Insurance Company in Chuo-ku,  
Osaka

**Trade name**            Nippon Life, Nissay

**Native name**            日本生命保険相互会社

<b><a href="#">Romanized name</a></b>	Nihon Seimei Hoken sōgo geisha
<b>Type</b>	<a href="#">Private</a>
<b>Industry</b>	<a href="#">Financial services</a>
<b>Founded</b>	July 4, 1889; 134 years ago
<b>Headquarters</b>	5-12 Imabashi Sanchōme, <a href="#">Chūō-ku, Osaka</a>  <a href="#">Japan</a>
<b>Key people</b>	Yoshinobu Tsutsui <a href="#">(Chairman)</a>  Takeshi Furuichi  (Vice Chairman)  Hiroshi Shimizu  <a href="#">(CEO)</a>
<b>Products</b>	<a href="#">General insurance</a> , <a href="#">Life insurance</a> , <a href="#">Health insurance</a>
<b>Revenue</b>	▼ <a href="#">US\$</a> 74.048 billion ( <a href="#">FY2020</a> ) <sup>[1]</sup>



<b><u>Net income</u></b>	▼ US\$1.767 billion (FY2020) <sup>[1]</sup>
<b><u>AUM</u></b>	▲ <u>US\$270 billion</u> ( <del>¥24.42 trillion</del> ) (2022) <sup>[2]</sup>
<b><u>Total assets</u></b>	▲ US\$741.01 billion (FY2020) <sup>[1]</sup>
<b><u>Total equity</u></b>	▲ US\$18.094 billion (FY2020) <sup>[1]</sup>
<b>Number of employees</b>	92,122 (2020) <sup>[1]</sup>
<b>Website</b>	<a href="http://www.nissay.co.jp">www.nissay.co.jp</a> <a href="http://www.nam.co.jp">www.nam.co.jp</a>

# **CHAPTER – 4**

## **Findings & Interpretation**

This analysis is done on the basis of the data collected from the questionnaire filled. This questionnaire had been filled by 30 persons and on the basis of information given by them, this analysis has been done.

#### **4.1 Which age group do you belong?**

Age Groups (in years)	No. of people(in %)
18 – 30	47
30 – 45	40
45 – 55	13
55 & above	-

Table 4.1: Age groups

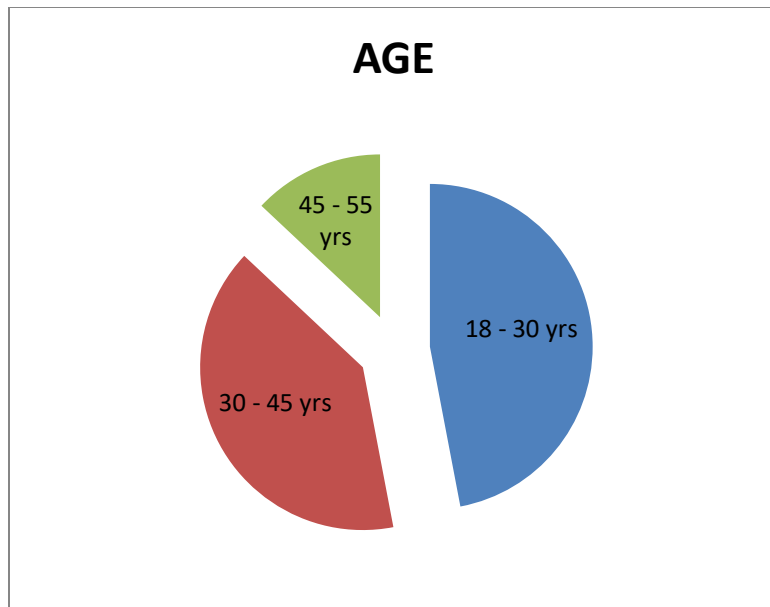


Fig 4.1: Age group

## INTERPRETATION

This analysis shows that the young generation i.e. belongs to the age group of 18 – 30 years are interested in investments the most. People belonging to the age group of 30 – 45 are also interested to invest their money because of their earning age. People of age group 45 – 55 are least interested in investments as they are mainly interested in savings.

### 4.2 What is your Occupation?

Occupation	No. of people
Private	13
Government	7
Business	6
Others	4

Table 4.2: Occupations

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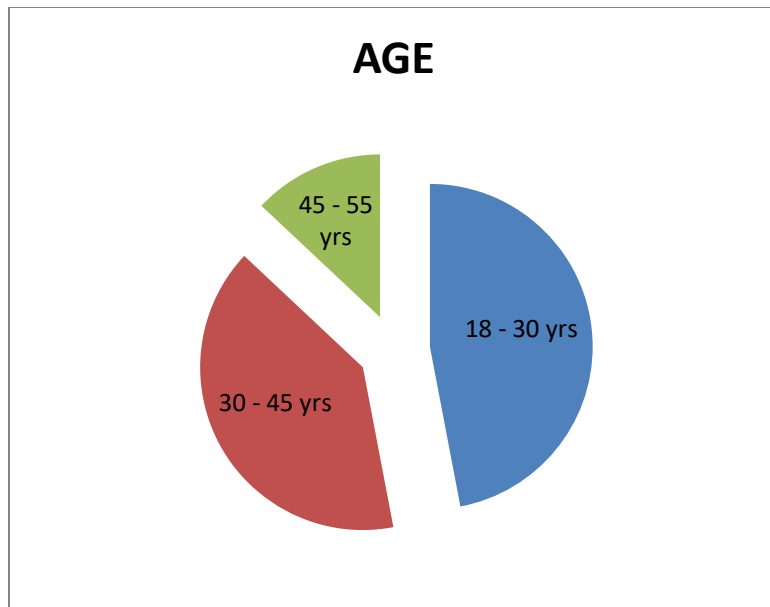


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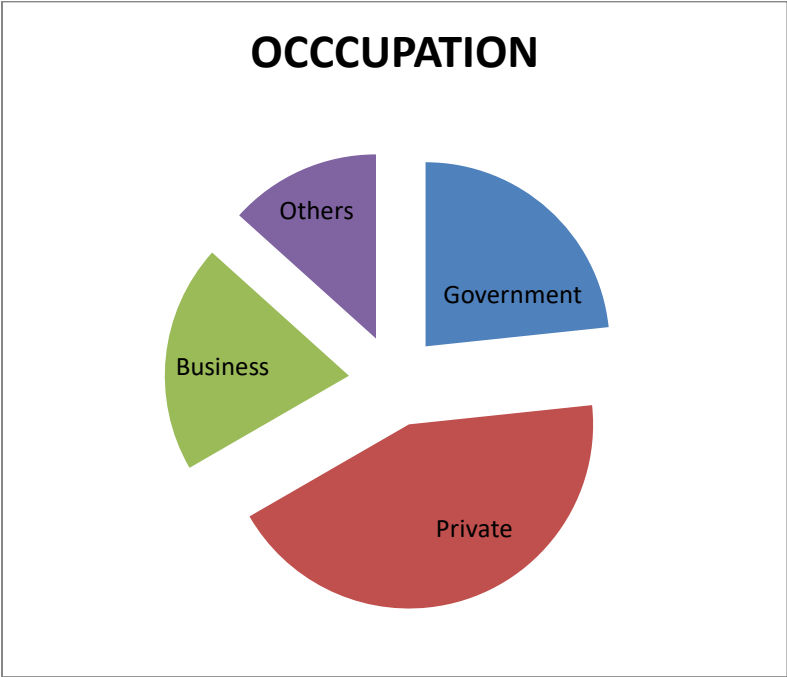


Fig 4.2: Occupation

## INTERPRETATION

This analysis shows that the maximum numbers of people 13 out of 30 are engaged in private services which are followed by Government services in which 7 persons are engaged. The number of people in business is 6 and lowest number of people is in others services or job 4. The Pie chart is showing this information graphically.

### **4.3 How much is your yearly income?**

Yearly income(in lakhs)	No. of people
Below 1	4
1-3	9
3-5	13
5 & above	4

Table 4.3: Yearly income



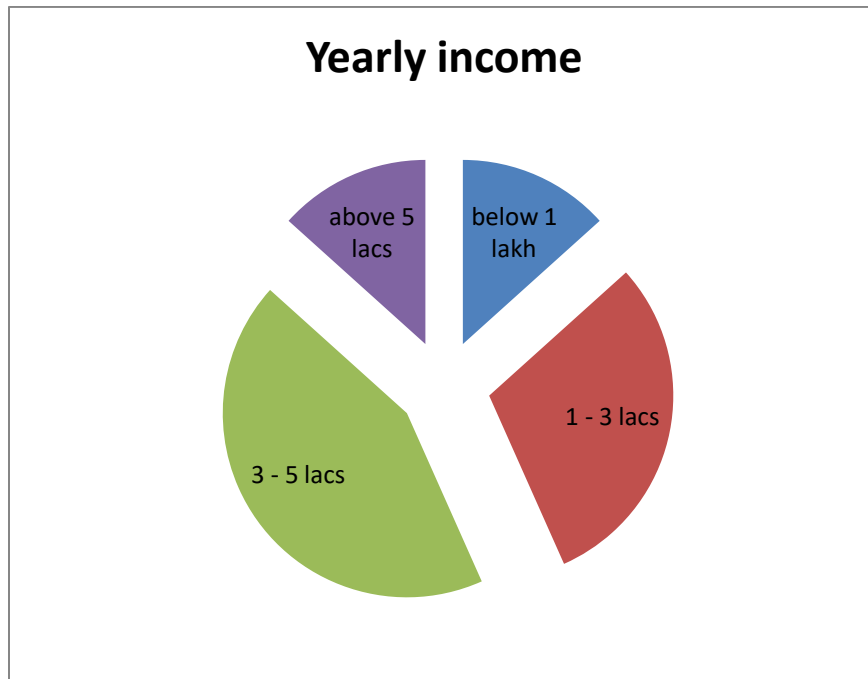


Fig 4.3: Yearly income

## INTERPRETATION

This analysis shows that the 4 of the 30 persons earns below 1 lakh and hence are less potential to invest their money, 9 persons earns between 1 and 3 lacs and it is a middle income group which have potential to invest found risks in it. And the maximum, i.e.13 persons earns annual income between 3 and 5 lacs and have the most potential to invest. Only 4 personsout of 30 earns above 5 lakhs.

#### **4.4 How much percent (%) of your income you invest?**

Percent of the income	No. of people
0 - 20	20
20 - 35	8
35 - 50	1
50 & above	1

Table 4.4: Invested income (in %)

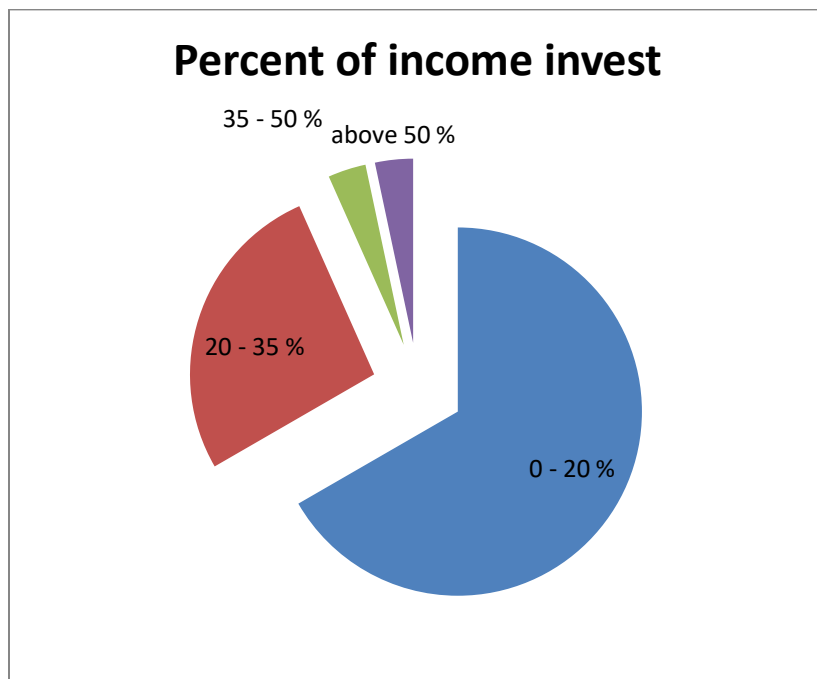


Fig 4.4: Invested income (in %)

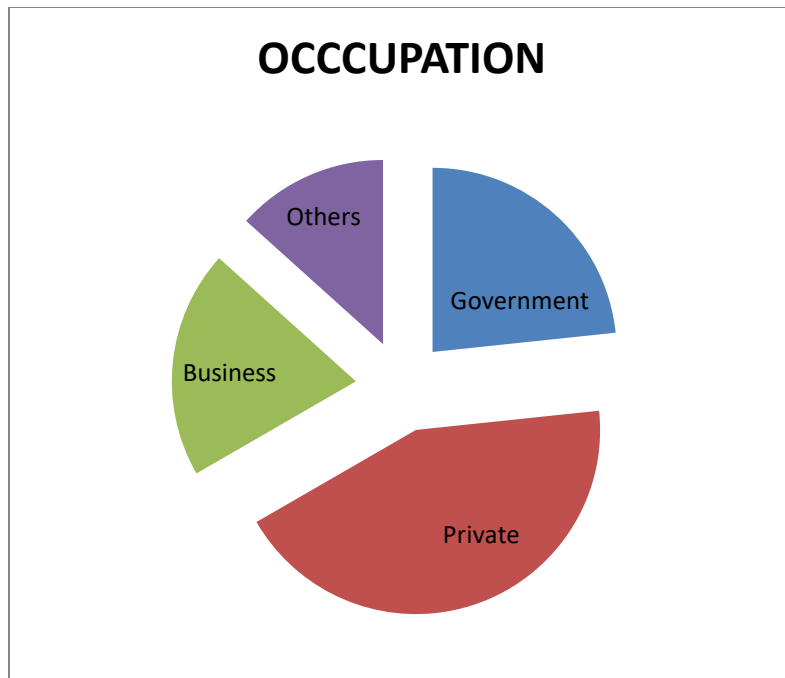


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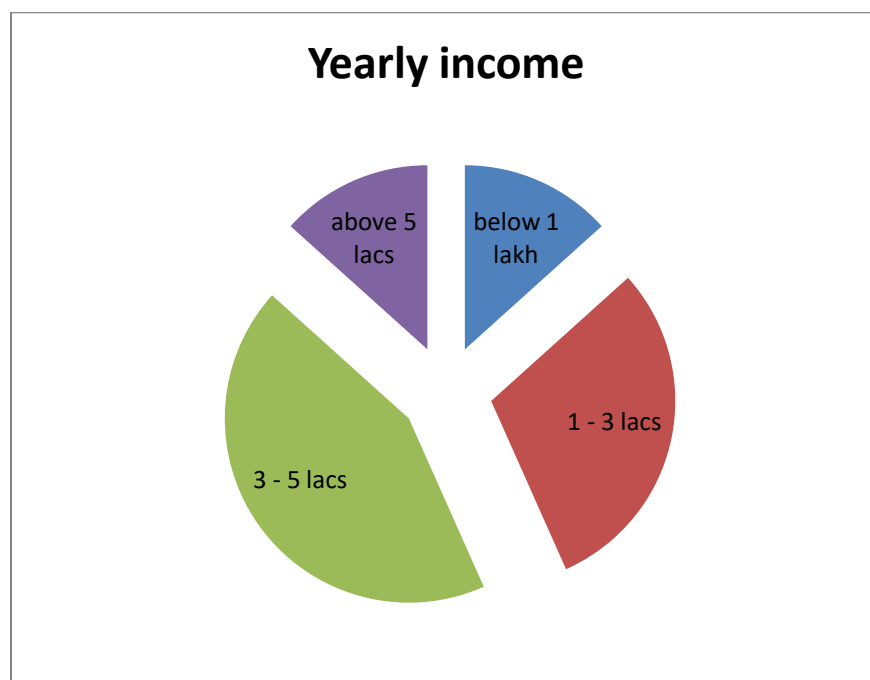


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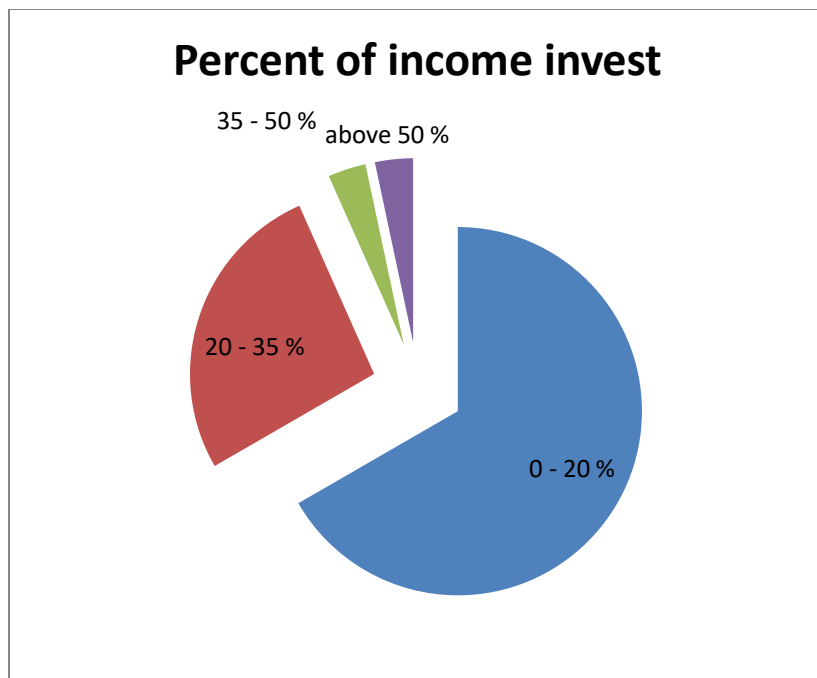


Fig 4.4: Invested income (in %)

## **Chapter 5 :**

# **Suggestion & Conclusion**

## **Suggestion:**

Agents frequently question the company's recognition and reputation during calls.

- Proposed suggestion: Instead of investing heavily in training and development (100 rupees per employee), allocate 10 rupees towards building a strong brand identity.
- Emphasize the idea of investing in brand building to attract experienced professionals, reducing the risk of losing trained employees to competitors.
- This approach allows the company to manage both financial planning and wealth management effectively.
- By focusing on brand identity, the company can attract and retain high-quality talent, addressing the agents' concerns and potentially reducing long-term costs.



## **Conclusion:**

Acknowledge the critical role of effective financial planning and wealth management in the success of the company.

- Emphasize the need for a balanced approach, considering both short-term financial goals and long-term wealth creation.
- Stress the importance of adaptability in financial strategies to navigate dynamic market conditions.
- Summarize key findings from the analysis, reinforcing the significance of aligning financial planning with overarching business objectives.
- Recommend ongoing evaluation and adjustment of financial plans to ensure resilience and sustained growth.
- Conclude by highlighting the potential positive impact on the company's financial health and long-term prosperity through strategic financial planning and wealth management.

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