Why should you join I-Can?

I-Can = Independent Citrus Advised Network Presentation for IFAs/Associates





Some figures to open your eyes

- India's Gross domestic Savings in 2011-12 was 30% which means Rs 24,78,749 crores!
- Bank Deposits grew by 14% in FY 12 which means Rs 7,17,000 crores was added!
- Equity Mutual Funds collected Rs 47,921crores on gross basis
- Closed ended Debt Funds (FMPs) of MFs collected Rs 1,16,592 crores in FY12
- Total premia collected by Life and Health Insurance companies alone was Rs 1,72,577 crores!
- The primary markets raised Rs 2,03,005 crores last year



How much did you collect out of all the above?



The opportunity in Financial Products Distribution is huge

This opportunity can be yours if you approach it with preparation and in a dedicated manner





Some emerging realities we have to face

- Revenue from distribution of financial products will not grow due to increase in commission/brokerage
 - Recently the commission on almost all postal savings was scrapped
- Revenue will rise by increasing the size of the pie
 - Grab a larger share of the wallet of a household you service
 - This will be by expanding the variety of asset classes (debt/equity) and products verticals (MF/Insurance/FDs/Bonds)
- Financial Advisory service will need to become more professional
 - Experience and track record will matter more
 - Part time engagement is passé and will need to be aggregated under full time professionals
- Future will be brighter by aligning with the interest of the clients
 - May not be possible immediately, but a small beginning can be made
 - Demonstrate the value addition to him creating and maintaining his wealth

 He may not value services such as form filling and depositing for too long – rather focus on recommending the right products for him





PRODUCTS THAT YOU CAN PROVIDE AS AN ASSOCIATE OF I-CAN

- Mutual Funds
 - 377 Equity funds
 - 390 Debt funds
 - From over 40 Mutual Funds
- Insurance Products
 - Life Insurance
 - General Insurance
 - Motor Insurance
 - Health Insurance
 - From all public and private insurance companies
- Alternative Assets

I-CAN FINANCIAL SOLUTIONS

- FDs from HDFC, Mahindra & Mahindra, LIC Housing Finance and many others
- NCDs, Bonds etc
- Portfolio Management Services of selected managers
- Alternative assets will be examined by Research before being
 - provided thru I-Can



INCOME EARNING POTENTIAL-1

- An Associate is expected to
 - Cover a minimum of 30 households
 - Who have an annual savings of Rs. 1.5 lakhs appx
- The annual income in the first year is likely to be between Rs. 1.5 lakhs to Rs. 2 lakhs
- If an IFA does the same amount of business every year, the annual income can be

| Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|-----------|---------|-----------|-----------|---------|
| 1.5 lakhs | 2 lakhs | 2.6 lakhs | 3.2 lakhs | 4 lakhs |

 This income can be much higher if more households are covered or the annual savings of these households is higher





INDICATIVE ANNUAL BREAK-UP OF THE SAVINGS PER HOUSEHOLD

| | PRODUCTS | AMOUNT | NO OF HOUSEHOLDS WHO OPT FOR THESE PRODUCTS |
|---|--------------------|---------|--|
| | Equity MFs | 50000 | 30 |
| | Debt MFs | 30000 | 30 |
| | Liquid MFs | 10000 | 30 |
| | Health Insurance | 7000 | 22 |
| | Motor Insurance | 5000 | 22 |
| | Life Insurance | 15000 | 30 |
| | FDs | 20000 | 15 |
| | Bonds | 13000 | 30 |
| | SOLUTIONS | | |
| | Loans | | |
| | - Consumer | 50000 | 7 |
| | - Housing | 1000000 | 7 |
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I-CAN FINANCIAL SOLUTIONS

Why join I- Can as an Associate?Business Development

| Challenge | Solution |
|--|--|
| IFAs time is valuable – should be | The Citrus Platform takes over |
| spent in acquiring and maintaining | majority of the back office work of |
| clients | the IFA |
| Access to multiple products to | I – Can takes on the responsibility |
| provide a complete bouquet to | of tying up with the Mutual Funds/Insurance companies/Lead Managers to provide access to its |
| clients | members/associates |
| An accessible mentor can guide and support the IFA in expanding his business | Mentorship Grid is central to I- Can's strategy |





Why join I- Can as an Associate?Better Commercials

| Challenges | Solutions |
|--|--|
| It is very time consuming and difficult to negotiate a premium brokerage with so many entities (44 AMCs, 23 Insurance Cos etc) | The combined strength of I-Can gives it the leverage to negotiate a premium brokerage |
| There are number of bonds, NCDs and other financial products which are not accessible to IFAs because he could not tie up with the Lead Manager in time. | The Central Team of I-Can will be able to do so on behalf of the Associate/Members and the product and its commercials will be instantly accessible to them online on the platform. |





Why join I- Can as an Associate?Access to Technology

| Challenge | Solution |
|--|--|
| Technology is a business enabler in so many businesses but very few IFAs have adopted it | Citrus Platform intends to make technology accessible to IFAs at an affordable cost and with the handholding required to use it |
| IFAs have been fearful of using technology because of its cost and the fear that it may become redundant with new developments | What is costly for one may not be costly for the community. Technological upgradation will be central to the service being provided by the Citrus Platform |





Why join I- Can as an Associate?Better Client Servicing

| Challenge | Solution |
|--|---|
| 50% of India's population is young and the future work force and saver (client) for IFAs | This generation has large savings potential. Does not want pass back but demands service. This will be possible by re inventing the way we have been doing business |
| The client wants a single window view of his investments | Available on the Citrus Platform |
| He is willing to pay for genuine investment advice and financial planning | Access to experienced planners and solution providers will be provided without breaching the Associates ownership of the client |
| Research to select the right products for the clients is costly and time consuming. Tracking their performance post sales is also very difficult. | Research is embedded in the Citrus Platform. All products will be continuously tracked for their performances |





How does the Citrus Platform help IFAs

Multiple Products on offer.....

- Single window to check
 - Brokerage receivable
 - Brokerage received
 - Trail brokerage/Other income forecast
- Online tools to manage the client
 - SIP Reminders
 - Policy renewal reminders
 - Auto generated mails to clients
- Single window portfolio view to the clients
 - Comparable to what is offered by MNC and Private Banks
 - MF, Insurance, FD and Bond views in a single place





How does the Citrus Platform help IFAs

• Part of the I – Can Community

- Knowledge sharing
- Skill upgradation workshops
- Access to better brokerage rates
- Long term career planning
- Mentored by veterans

Access to Advisory services

- Financial solutions
- Financial Planning
- Value added and paid services





Full List of Reports to Associates

Client Portfolio Reports

- Account Statement
- Folio Wise Account statement
- Portfolio Summary
- SIP Summary
- Dividend Detail Report
- Dividend Summary Report
- Taxation Report
- Portfolio Exposure (Asset wise, market cap, AMC-wise)
- Financial Year Activity

MIS Report

- Transaction Details
- Collection Detail
- AUM Report
- Brokerage Transaction Wise
- SIP Detail (Forthcoming, Expired, Terminated, Received and Not Received for a period.)
- NAV & Dividend History (Data)
- Portfolio Analysis





IFA Dashboard – Sample 1

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| av 2012 0.00 0.00 | | <u>1Yr</u> 3Yrs 5Yrs |
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| | Equity - Mid-cap | 8.07 |
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| | Equity - Service Inds | 9.08 |
| | Equity - Contriarian | 9.68 |
| | Equity ETFs Equity - Infrastructure | 16.26 |
| | Equity - Inwastructure Equity - Banks & Fin Srvs | 16.75 |
| | Equity - Energy / Power | 16.16 |
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| | *Debt - Returns upto 1 year are annualised and over 1 year are CAGR. | click here for comprehensive list |
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IFA Dashboard -2

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| Month | Collection (Rs.) | Redemption (Rs.) | Net Collection | | | |
| Apr 2012 | <u>0.00</u> | 0.00 | 0.00 | | Hybrid : 4.48 % Commodity : 0.48 % | |
| May 2012 | 0.00 | 0.00 | 0.00 | | Debt : 22.08 % | |
| Total Note :- Collection and Redem | 0.00 | 0.00 | 0.00 | | | |
| | | | | Er AUM Break-up | uity : 73 % | АИМ (%) |
| | | | | Commodity | 427621.600 | 0.46 |
| | | | | Debt | 20348682.960 | 22.08 |
| | | | | Equity | 67293913.590 | 73.00 |
| | | | | Hybrid | 4107929.990 | 4.46 |
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| Kotak Mahindra Mutual Fund | Kotak Liquid (G) | PURCHASE | SIP | 135651/59 | 02-Jan-2002 | 02-Jan- 2002 | 11.1313 | 269510.299 | 300000.00 | 257837 | | | | 0.00 | | 0.00 | 0.00 | Y | Manoj |
| CICI Prudential Nutual Fund | ICICI Pru Discovery(G) | FRESH PURCHASE | | 892365/08 | 18-May-2005 | 18-May- 2005 | 14.7500 | 33898.305 | 50000.00 | 5464476 | 576694 | z | 0 | 0.00 | Mumbai | 2.00 | 10000.00 | Y | Manoj |
| ata Mutual Gund | Tata Dividend Yield(D) | FRESH PURCHASE | | 746042/52 | 19-May-2005 | 19-May- 2005 | 11.3346 | 1323.382 | 15000.00 | 2691013 | 001068 | N | o | 0.00 | Nasik | 2.25 | 337.50 | Y | Manoj |
| iotak Iahindra Iutual Fund | Kotak Floater-ST (WD) | FRESH PURCHASE | | 378657/93 | 26-May-2005 | 26-May- 2005 | 10.0063 | 249840.102 | 250000.00 | 2369129 | 790847 | Y | 0 | 0.00 | Mumbai | 0.00 | 0.00 | Y | Manoj |
| Kotak Mahindra Mutual Fund | Kotak Floater-ST (WD) | FRESH PURCHASE | | 378658/90 | 26-May-2005 | 26-May- 2005 | 10.0063 | 249840.102 | 250000.00 | 2448004 | 296455 | Y | 0 | 0.00 | Mumbai | 0.00 | 0.00 | Y | SamVM |
| Tata Mutual Fund | Tata Equity Opportunities (D) | FRESH PURCHASE | | 747931/11 | 27-May-2005 | 27-May- 2005 | 15.7588 | 1586.415 | 25000.00 | 2829884 | 747733 | Y | 0 | 0.00 | Ahmedabad | 2.25 | 562.50 | Y | Manoj |
| iotak Iahindra Iutual Fund | Kotak Floater-ST (WD) | FRESH PURCHASE | | 378898/49 | 29-May-2005 | 29-May- 2005 | 10.0108 | 119870.539 | 1200000.00 | CA2369155 | 222070 | Y | 0 | 0.00 | Mumbai | 0.00 | 0.00 | Y | SamVM |
| irla Sun fe Mutual und | Birla SL Dividend Yield Plus(D) | PURCHASE | SIP | 1012565061 | 01-Jun-2005 | 01-Jun- 2005 | 11.8000 | 84.745 | 1000.00 | | 577128 | N | o | 0.00 | Jaipur | 2.00 | 20.00 | Y | Manoj |
| irla Sun fe Mutual und | Birla SL Adv (G) | ADDITIONAL PURCHASE | | 1012324280 | 01-Jun-2005 | 01-Jun- 2005 | 66.8599 | 40.383 | 2700.00 | 59541 | TR1012324280 | z | 0 | 0.00 | Chennai | 0.00 | 0.00 | Y | Manoj |
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| otak Iahindra Iutual und | Kotak Floater-ST (G) | FRESH PURCHASE | | 379837/45 | 02-Jun-2005 | 02-Jun- 2005 | 10.9871 | 3640.632 | 40000.00 | CA2683903 | 460154 | z | 0 | 0.00 | Kolkata | 0.00 | 0.00 | Y | SamVM |

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How does the Citrus Platform help Investors

- Access to multiple products
- Single window view of entire savings and investment portfolio
- Portfolio performance can be checked on various parameters
- Personalized service at affordable cost
- Unbiased advice only in the client's interest
- Managed Financial Solutions through a mix of mutual funds, insurance and other investment products
- Regular tracking of performance for advised portfolios
- Comprehensive Financial Planning through experienced
 Planners
- Quarterly feedbacks





Full List of Reports to Client

Client Portfolio Reports

- Account Statement
- Folio Wise Account statement
- Portfolio Summary
- SIP Summary
- Dividend Detail Report
- Dividend Summary Report
- Taxation Report
- Portfolio Exposure (Asset wise, market cap, AMCwise)
- Financial Year Activity





Client Report – Sample 1

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| Name : | Accord Capital Markets | Limited | | | | | | Broker Name : | Accor | rd Fintech P | Pvt. Ltd. | | | - |
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| | | | | Por | tfolio Summary as c | n 05-May-2012 | | | | | | | | |
| Click on Scheme Name for Snapsho | t | | | | Dividend | | | | | Annual | | | | ~ |
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| Scheme : HSBC Equity(G) | | | Type Equity | /-Large-cap | | | | | | NAY | . (06-Se | p-2010) | 103.6519 | |
| Accord Capital Markets Limited KOLKATA | 456789/1229 | 10.641 | 1102.96 | 1000.00 | 0.00 | 0.00 | 103.00 | 329 | 10.30 | 0.00 | 0.00 | 11.49 | 103.00 | |
| Accord Capital Markets Limited KOLKATA | 456789/1230 | 53.207 | 5515.01 | 5000.00 | 0.00 | 0.00 | 515.03 | 329 | 10.30 | 0.00 | 0.00 | 11.49 | 515.03 | |
| Accord Capital Markets Limited KOLKATA | 456789/1232 | 53.207 | 5515.01 | 5000.00 | 0.00 | 0.00 | 515.03 | 329 | 10.30 | 0.00 | 0.00 | 11.49 | 515.03 | |
| Accord Capital Markets Limited KOLKATA | 456789/1233 | 21.283 | 2206.02 | 2000.00 | 0.00 | 0.00 | 206.01 | 329 | 10.30 | 0.00 | 0.00 | 11.49 | 206.01 | |
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| Accord Capital Markets | 456789/1238 | 218,488 | 22646.70 | 20000.00 | 0.00 | 0.00 | 2646.70 | 315 | 13.23 | 0.00 | 0.00 | 15.49 | 2646.70 | - |
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| Scheme : HDFC Top 200(| 0) | | Type : Ec | uity - Large-cap | | | | | | N | AV:(06- | Sep-201 | 0) 49.9500 | |
| Ahaan Parikshit Sharma Rep By Parul P Sharma | 5510343/02 | 1796.122 | 89716.29 | 49000.00 | 0.00 | 0.00 | 40716.29 | 600 | 0.00 | 0.00 | 44.48 | 44.48 | 40716.29 | |
| Group Total | | | 89716.29 | 49000.00 | 0.00 | 0.00 | 40716.29 | 600 | 0.00 | 0.00 | 44.48 | 44.48 | 40716.29 | |
| HSBC Mutual Fund | | | | | | | | | | | | | | |
| Scheme : HSBC Equity(D) | | | Type : Equity | - Large-cap | | | | | | N | AV:(06- | Sep-201 | 0) 27.9802 | Ξ |
| Ahaan Parikshit Sharma Rep By Parul P Sharma | 1053741/07 | 2629.334 | 73569.29 | 49000.00 | 0.00 | 0.00 | 24569.29 | 600 | 0.00 | 0.00 | 28.05 | 28.05 | 24569.29 | |
| Group Total | | | 73569.29 | 49000.00 | 0.00 | 0.00 | 24569.29 | 600 | 0.00 | 0.00 | 28.05 | 28.05 | 24569.29 | |
| Sundaram BNP Paribas Mu | itual Fund | | | | | | | | | | | | | |
| Scheme : Sundaram BNPP | Select Focus(D) | | | Type : | Equity - Large-cap | | | | | N | IAV : (06- | Sep-201 | 0) 11.9411 | |
| Ahaan Parikshit Sharma Rep By Parul P Sharma | 2547213/21 | 6417.645 | 76633.74 | 49000.00 | 0.00 | 0.00 | 27633.74 | 600 | 0.00 | 0.00 | 31.27 | 31.27 | 27633.74 | |
| Group Total | | | 76633.74 | 49000.00 | 0.00 | 0.00 | 27633.74 | 600 | 0.00 | 0.00 | 31.27 | 31.27 | 27633.74 | |
| Grand Total : | | | 319833.63 | 196000.00 | 0.00 | 0.00 | 123833.62 | 600.00 | 0.00 | 0.00 | 34.62 | 34.70 | 123833.63 | T |
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Client Report – Sample 2

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| http://localbost:804/ME | BackOffice/CapitalGL Report.aspx?Client ID= | 4000029487&FromDate=1900-01-01&ToDate=05-May-2012&isTaxation=&UID | =56 👻 🍫 🗙 🖸 Bing | |
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| | Taxation Report | Report as on 05-May-2012 | 🥮 Wealth Manager | |
| | Name Amrabathi investra PVLLtd KOLKATA | Broker Name | : Accord Fintech Pvt. Ltd. | |
| | Permanent : AACCA1312Q Account | ARN | ARNOOD | |
| | Number | Contact Person | Suspense Agent | |
| | E-mail ID | Contact Number | 2 | |
| | Mobile - | E-mail ID | | |
| | Address : | | | |
| | Transaction Purchase | Purchase sell Rate Sell Amount num G/L ST (Dept) G | SAL ST[Equity] GAL LT[Debt] GAL STT | |
| | Transaction Type Transaction Price Units Date (INR) | Purchase Amount (INR) Sell Date Sell Type Sell Rate (INR) Sell Amount (INR) Days (INR) G/L ST [Debt] G | (INR) (INR) (INR) (INR) | |
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| | Birla Sun Life Mutual Fund | | | |
| | | | | |
| | Birla SL Cash Mgr-Inst(DD) - Debt [1014627780] ADDITIONAL 28 las 2010 10.0020 4998500.45 | | i | |
| | PURCHASE 203012010 100000 0 | 50000000.00 29 Jun 2010 SWITCH OUT 10.0030 50000000.00 2 0.00 | 0.00 | |
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