

## **PFRDA Recognises CFP® Professionals as Pension Agents**

### **A Step Forward in Strengthening India's Retirement Planning Ecosystem and Talent Pool for National Pension System Distribution**

- *Opens new avenues for **3534 CFP® professionals in India** to participate in pension distribution within PoP-led structures*

#### **New Delhi, India, March 30, 2026:**

In a significant regulatory development for India's pension ecosystem, the Pension Fund Regulatory and Development Authority (PFRDA) has permitted Points of Presence (PoPs) to engage additional categories of "other persons" as Pension Agents for National Pension System (NPS) distribution.

As per the circular dated March 20, 2026, CFP® professionals certified by FPSB India—holding valid certification, a unique ID, and active Continuing Professional Development (CPD) status—are now eligible to participate in NPS distribution under Regulation 2(1)(j)(iv).

This move represents more than an expansion of eligibility—it marks a shift toward advice-led retirement planning in India. At a time when retirement preparedness remains a growing concern, the inclusion of CFP® professionals introduces globally benchmarked expertise into the distribution ecosystem.

CFP® professionals are trained to deliver holistic, client-centric financial advice. Their structured approach—covering retirement planning, investments, taxation, and risk management—can significantly improve how individuals plan for long-term financial security. By integrating such expertise into NPS distribution, the ecosystem stands to benefit from more informed decision-making, greater transparency, and enhanced trust.

India's retirement planning landscape has long been characterised by low awareness and fragmented advice. This welcome regulatory change has the potential to address both challenges by bringing qualified professionals closer to the public.

With their ability to simplify complex financial concepts and align investment strategies with life goals, CFP® professionals can:

- Promote early and disciplined retirement planning
- Improve financial planning awareness across diverse income groups
- Encourage long-term participation in NPS
- Shift focus from product selection to goal-based financial outcomes

CFP® professionals can play a crucial role in bridging the awareness gap and making retirement planning more accessible and actionable for millions of Indians.

The inclusion of CFP® professionals also strengthens the distribution capabilities of PoPs by expanding access to a **highly qualified and ethics-driven talent pool**.

India currently has over 3,534 CFP® professionals as on December 31<sup>st</sup> 2025, forming part of a global network of more than 2.36 lakh professionals across 29 territories. Their participation creates new opportunities to enhance last-mile outreach, particularly in underserved segments, while improving the overall quality of engagement within the NPS framework.

Commenting on the development, Dante De Gori, CEO of FPSB, said:

*“This development reflects a progressive vision for strengthening retirement outcomes through holistic financial planning. Around the world, CFP® professionals play a critical role in helping individuals navigate long-term financial decisions with clarity and confidence.*

By bringing CFP® professionals into the NPS distribution framework, India is advancing toward a more advice-driven ecosystem—one that combines access with expertise and empowers individuals to build sustainable financial futures.”

The expanded eligibility framework—now including CFP® professionals alongside other qualified professionals such as CAs, CFAs, and CSs—signals a collaborative and forward-looking approach by PFRDA.

As India continues to prioritise financial inclusion and long-term security, this move is poised to elevate retirement planning standards, deepen investor awareness, and strengthen the overall pension ecosystem—ensuring that more individuals are equipped to plan, prepare, and prosper in their retirement years.

### **About FPSB India**

FPSB India is the Indian subsidiary of Financial Planning Standards Board Ltd. (FPSB), the global standards-setting and certification body for the financial planning profession. FPSB serves as the worldwide steward of professional standards in financial planning, establishing, upholding, and promoting rigorous competency, ethical, and practice standards for the profession.

FPSB owns and awards the CERTIFIED FINANCIAL PLANNER® certification in more than 29 territories globally. The CFP® certification represents the highest standard of excellence in personal financial planning and is globally recognized as the mark of professionalism in the field.

In India, FPSB India carries the same mandate towards the profession and develops, delivers, and administers the CFP® certification program, ensuring it aligns with international standards

while addressing the evolving needs of the Indian financial ecosystem. Through comprehensive education, rigorous assessment, relevant work experience requirements, and a strong emphasis on ethics, FPSB India prepares competent, ethical, and client-focused financial planning professionals.

Committed to advancing financial planning as a respected profession in India, FPSB India plays a pivotal role in strengthening the country's financial services landscape and promoting financial well-being across communities.

For more information, visit [india.fpsb.org](http://india.fpsb.org).