

### MESSAGE FROM THE CEO

**Dear CFP® Professionals Family,**

The financial services landscape is evolving rapidly. Technology, changing client expectations and new models of financial advice are reshaping the way professionals engage with clients. Yet, the fundamentals of financial planning remain constant: professional competence, ethical practice, sound judgement and trust. For the financial planning profession, this evolution presents both an opportunity and a responsibility.

At FPSB India, we are focused on strengthening the ecosystem around professional financial planning, not only through our engagement with industry and education institutions, but also by bringing the value of financial planning into wider public conversations. Our recent collaborations with organisations such as the BFSI Sector Skill Council of India, the Indian Institute of Banking & Finance and industry stakeholders reflect our efforts to strengthen the profession and create greater awareness of its role in India's financial services landscape.

Our communication and outreach initiatives remain an equally vital part of this effort. Through our social media campaigns and media engagements, we continue to extend the conversation around financial planning beyond the professional community. Our Independence Day campaign, "From Financial Planning to Financial Freedom," examined the true meaning of financial independence and the role informed financial decisions play in achieving it. Our outreach also engaged younger audiences more directly, with our Gen Z-focused media coverage highlighting how young Indians are challenging conventional financial

stereotypes and adopting more informed approaches to their financial choices.

Technology, particularly Artificial Intelligence, will increasingly shape the way financial professionals work. While AI can enhance efficiency and access to insights, the human dimensions of financial planning remain irreplaceable understanding a client's goals, exercising professional judgement and building trust over the long term.

As CFP® professionals, staying relevant will require continuous learning, adaptability, and a commitment to professional excellence. I encourage each of you to embrace innovation while remaining grounded in the ethical and client-centric principles that define our profession.



**Ramesh Vishwanathan**  
*Chief Executive Officer, FPSB India*

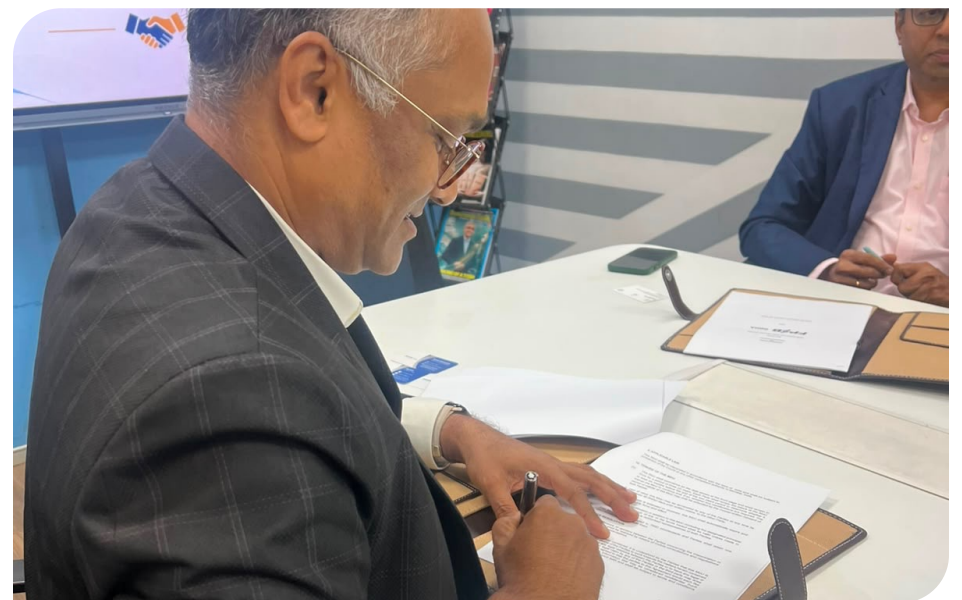
# Latest **Initiatives & Engagements**

## **Strengthening Industry Partnerships for the Growth of Financial Planning** **FPSB India and BFSI Sector Skill Council of India Strengthen Collaboration**

**F**PSB India and the BFSI Sector Skill Council of India (BFSI SSC) have formalised a partnership through the signing of a Memorandum of Understanding on 20 August 2026 at the BFSI SSC office in Mumbai.

The collaboration brings together two organisations committed to strengthening the capabilities of professionals across the financial services sector. Discussions focused on advancing financial planning, entrepreneurship and upskilling, while creating greater opportunities for industry-ready professionals and career development within BFSI.

The partnership will explore opportunities for joint initiatives across education, skill development, professional standards and talent management, contributing to a more skilled and future-ready financial services ecosystem.



## Deepening Collaboration with IIBF to Advance Professional Development

FPSB India engaged with the leadership of the Indian Institute of Banking & Finance (IIBF) in Mumbai to discuss opportunities to further strengthen the partnership between the two organisations.

Building on the collaboration established in 2022, the discussion focused on enhancing the capabilities of banking and financial services professionals through education, skill development and professional certification.

Both organisations explored opportunities for deeper engagement through initiatives that promote financial planning, ethical practices and a client-centric approach within the banking sector. The discussion also highlighted the importance of equipping professionals with the skills and competencies needed to deliver quality financial guidance and address industry challenges such as mis-selling.

The meeting reaffirmed the shared commitment of FPSB India and IIBF towards professional development, higher industry standards and a more skilled, ethical and financially aware BFSI ecosystem.



## Strengthening Industry Connect: Engagement with Bajaj Capital



FPSB India continues to strengthen its engagement with leading organisations across the financial services ecosystem. As part of these efforts, the team engaged with Sanjiv Bajaj, Bajaj Capital, to discuss the evolving education landscape and opportunities to further expand the financial planning profession in India.

The interaction focused on the growth of the CFP® ecosystem, the evolving needs of the financial services industry and opportunities to create greater awareness and access to professional financial planning education.

Such industry engagements continue to play an important role in building stronger partnerships and creating pathways for aspiring and existing professionals to develop the knowledge and capabilities needed to contribute to the financial planning profession.

# Webinar Spotlight

**FPSB** INDIA

A WEBINAR YOU CAN'T AFFORD TO MISS!

## Role of **AI** in Personal Finance and Wealth Management



**Kapil Gupta,**  
President & Chief Business Officer – HNI,  
360 ONE Wealth



DATE: **MONDAY, 31 AUGUST 2026**

TIME: **04.30 PM TO 05.30 PM**

**Watch Now**



FPSB India hosted an insightful webinar exploring the evolving role of Artificial Intelligence in personal finance, financial planning and wealth management.

The session featured Kapil Gupta, President & Chief Business Officer – HNI, 360 ONE Wealth, who shared practical perspectives on how AI is transforming the wealth management ecosystem, its opportunities and limitations, and the evolving role of financial professionals.

The discussion also highlighted the importance of human expertise, professional judgement and client trust as AI becomes increasingly integrated into financial planning and advisory workflows.

The webinar served as a valuable learning opportunity for CFP® professionals, helping them understand emerging technologies and consider how AI can be used as an enabler while maintaining a client-centric approach.

**WATCH  
HERE!**

# Social Media Campaign Highlights

FPSB India launched a series of purpose-driven social media campaigns aimed at reinforcing the role of professional financial planning in everyday life. Each campaign connects common aspirations at the start of the year with the importance of informed, goal-based financial decisions guided by CFP® professionals.

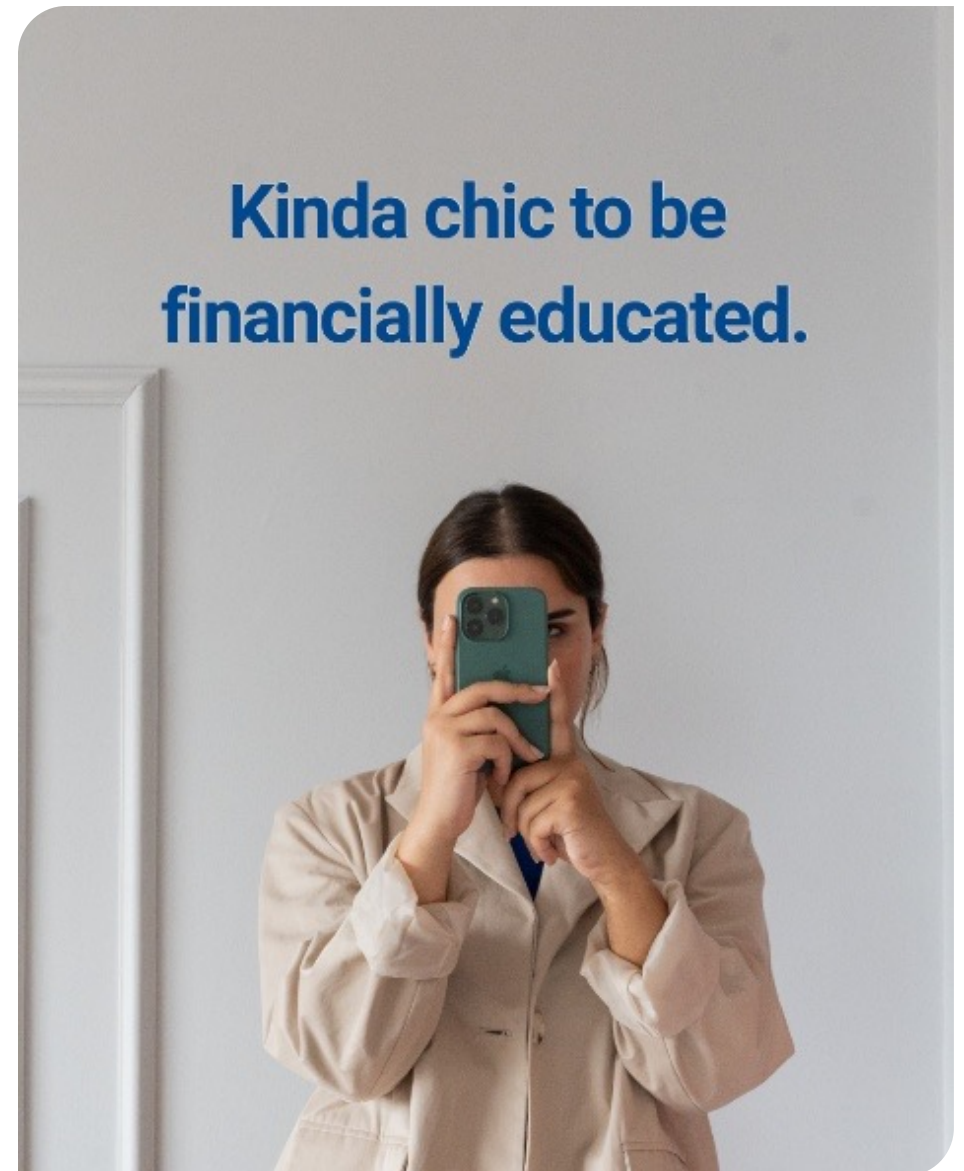
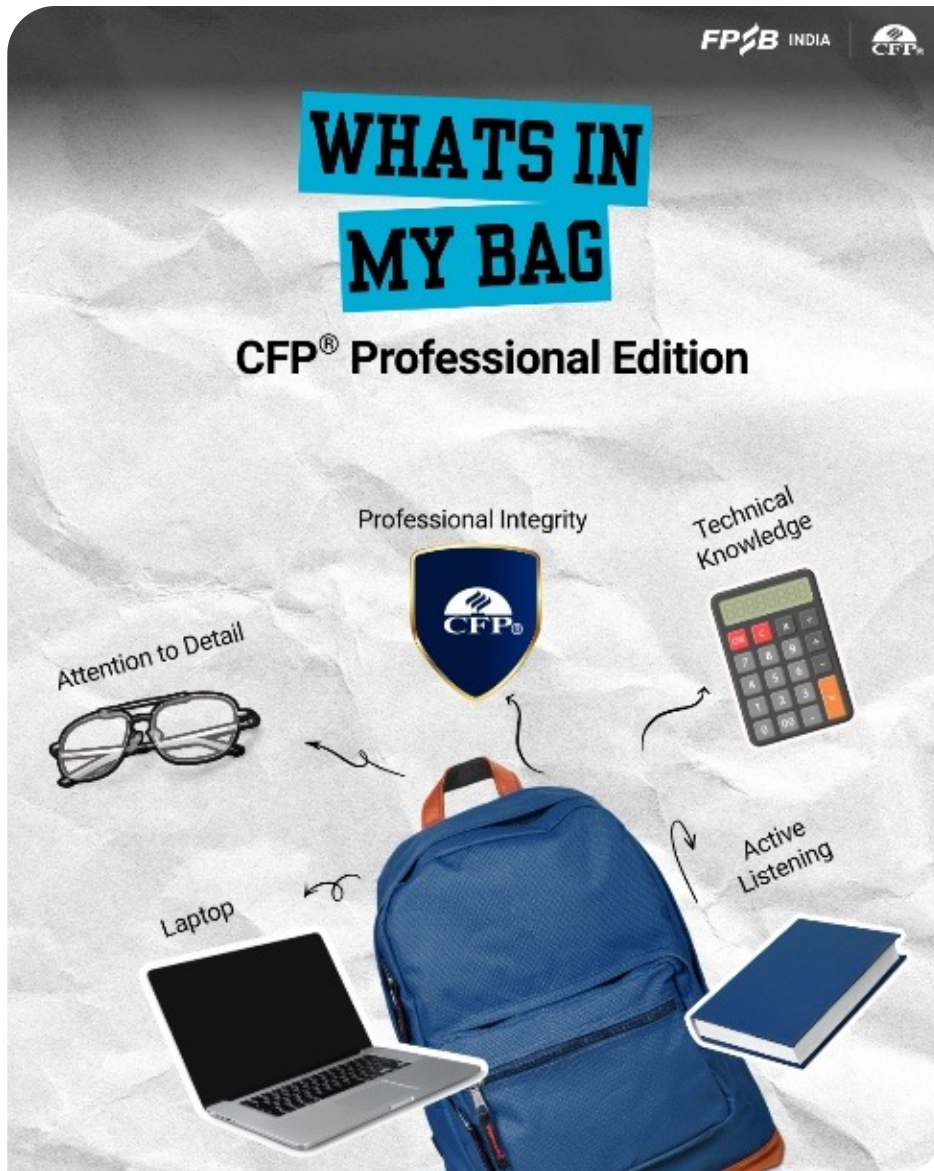
## FROM Financial Planning to Financial Freedom



**A finance degree teaches you the subject. But what helps turn that learning into a profession? Ms. Sangeeta Pandit, HOD – Finance at SIMSREE, talks about how the programme's alignment with the CFP® certification brings a professional dimension to the way students learn finance. From understanding finance to preparing to practise it, hear it from the academic voice leading the programme**



## Making Trends Work for CFP® certification



## FPSB India in News

# cover story

The Economic Times, **Weekend** August 10-16, 2026

## Gen Z forms the bulk of rise in registered investors & new venture additions

Share of registered investor base (%)

|                       | March 2020 | July 2026 |
|-----------------------|------------|-----------|
| Less than 30 years    | 23.5       | 38.1      |
| 30-39 years           | 31.2       | 26.5      |
| 40-49 years           | 30.1       | 22.2      |
| 50-59 years           | 19.7       | 10.7      |
| 60 years & above      | 16.4       | 11.3      |
| Median age has fallen | 12.6       | 6.0       |
|                       | 8.2        | 4.9       |
|                       | 13.0       | 4.7       |
|                       | 7.1        | 2.5       |

Share of new venture additions (%)

|                       | 2019-20 | 2026-27 |
|-----------------------|---------|---------|
| Less than 30 years    | 52.1    | 59.0    |
| 30-39 years           | 31.2    | 26.5    |
| 40-49 years           | 30.1    | 22.2    |
| 50-59 years           | 19.7    | 10.7    |
| 60 years & above      | 16.4    | 11.3    |
| Median age has fallen | 12.6    | 6.0     |
|                       | 8.2     | 4.9     |
|                       | 13.0    | 4.7     |
|                       | 7.1     | 2.5     |

begin in 11, the same age as Warren Buffett when he began investing. "I started by helping others with my pocket money because I would watch business channels on TV along with my mother and she would tell me about the returns then fixed deposits," says Bhagat, who has recently started investing in mutual funds, gold and silver.

Technology is allowing Gen Z to start investing with relatively small amounts, which means they can benefit from compounding much earlier. "The bigger change is in how they consume information. Instead of relying on a single source or a single source, they can compare perspectives across multiple platforms before making decisions," says Saurabh Jais, Co-founder & CEO, Stable Money.

A large section is influenced by social media, but many learn quickly from their mistakes. "As many as 42% of investment decisions are directly influenced by social media (YouTube, Instagram) and peer communities. Peer validation in online forums acts as an amplifier, driving higher risk tolerance

and thematic stock chasing," says Ashok Kumar ER, Chief Client Officer, Scripbox. They are also not afraid to experiment with investing avenues or taking risks. "In mutual funds, many begin with index funds, F&P funds, and thematic funds, but they also explore cryptocurrencies, IPOs and other high-risk avenues. A big reason is that the barriers to getting started are almost non-existent," says Saurabh Joseph, CEO, Germaine Investor Services.

However, not all are taking excessive risks. "I didn't try to experiment with alternative investments. Investor-led research and start-ups, but after suffering losses, have decided to stick to stocks and mutual funds," says Manoj.

### Financial freedom

Financial independence is a must have goal for many Zoomers, but Indians increasingly mean retirement. "I want to earn enough to live the life I want to follow my passions, such as opening my own restaurant," says Tanushka Bishnoi, a 25-year-old Chief People Officer at Prastar Digital Consulting.

"Financial freedom is now measured in

## HANZO BHAGAT, 22

**Student** **Surat**  
Investing: Bought stocks at 11 with pocket money. Current worth ₹1.5 lakh. Started 2 mutual fund SIPs of ₹1,000 each.  
**Loans** Nil. Never taken a loan till fund lifestyle.  
**FIRE** No plan at yet, but wants to achieve it.  
**Work ethic** Prefers flexible, productive work schedule, not a 9-5 job.

The entire point of my education and career is never the reason for not being able to achieve something in life.

both financial and life terms. There is an equal weighting given to quality of life, financial, and lifestyle needs. This is the big shift in this generation's decision making. Flexibility and convenience are no longer ignored, but are considered as important alongside wealth creation," says Anshu.

It called the Court of Life FIRE (Financial Independence, Retirement). "Gen Z is embracing Court FIRE and work-life integration. They prioritise accumulating an investment base in their 20s and 30s to allow for freedom work, location portfolio, and subventions, rather than deferring leisure until retirement," says Kumar of Scripbox.

For Manoj, it's almost a necessity. "The employable age is coming down to the 10s. So I want to be financially independent by 40-50," he says. For Bhagat, it's simply a matter of learning enough to not be impacted by a shortage of funds in any aspect of life. "The sky is the limit for me as far as making money is concerned and it is the only purpose of my education and career," says the youngster who is pursuing his CPA level certification (financial analysis).

### Debt & loans

While Gen Z is undoubtedly credit happy, borrowing to build assets and fund a comfortable lifestyle, it has been easy to get it. "This generation has an unprecedented access to credit. Digital lending platforms, no-fee, pay later products, and instant credit lines have made borrowing so easy and easy even for millennials or Gen Z at similar age. As a result, many young adults are using credit products much earlier in their financial lives," says Vishwanathan.

According to a recent TransUnion CIBIL report, 90% of new-to-credit Gen Z consumers in March 2026 were below 10 years compared to 48% in March 2020, with 31% Gen Z already holding two or more active credit products. 19% having an outstanding credit limit per person loans and 15% with a consumer durable loans at the time of first credit issuance.

However, this trend must be viewed in the context of today's economic realities, says Vishwanathan. Higher housing and inflationary pressures, and rising lifestyle expenses mean that young consumers often face financial demands much earlier in their careers. "As some cases, even becoming a householder means pressure to pay a loan, than a sign of financial responsibility," he says.

But the worry is that Gen Z, who has a stronger presence in unsecured credit product's compared to secured lending prod-

## TANUSHKA BISHNOI, 25

Chief People Officer @ Rainsingham

**Investing:** Stocks, mutual funds, SIPs of ₹25,000 a month. ETFs.  
**Work ethic:** Works remotely. Financial freedom. Flexible work schedule; vocal about her needs at work.

I have been earning since I was 20, and completed my education along with the full-time job."

says. "Their overall portfolio outstanding (POB) has grown by 9.2% over the six months ending June 2026, indicating increasing participation in the formal credit ecosystem," says Shashin Seth, Regional Managing Director, CRIF TRU & South Asia.

However, the data also highlights participation in secured asset-backed categories, especially education (66.3%) and two-wheeler financing (66.6%). Based on CRIF's analysis, Gen Z customers do not appear to be taking on a disproportionately higher level of credit compared to other generations. The available delinquency trends also do not indicate a material change in the credit repayment behaviour over the last six months," says Seth.

### Work ethic

The perception that Gen Z is not serious about career growth, or is too focused on work-life balance may not be entirely correct. "They are seeking jobs more often, with the average first job lasting around a year. That does not mean they're less committed. It means they're making conscious choices to manage more and faster. The real challenge is for companies to create career paths that match these changing expectations," says Neel Sharma, CEO, Team Leaps Digital.

"IT spending more time on day at work and taking conversations for it, I too have been part of my career and need to take care of your career and needs," says Manoj. Agrees Sharma. "They are clearer and more direct about their career goals, whether it's salary flexibility, learning opportunities, or career growth. The younger generations wanted many of the same things, but they were less likely to say it openly."

"I'm very vocal about what I want, whether it's salary negotiations or career growth. I've been part of my career and need to take care of your career and needs," says Manoj. "I do love my job. So I will look for the compensation I deserve," says Bhagat, who has been working for two years at a top-tier consulting firm. Glassdoor and other salary websites, compared to other generations, are more transparent to them. "They're not necessarily demanding a higher pay, but know what the market is offering and negotiate based on it," says Sharma. They don't see flexibility as a special benefit, but as part of a good job. About half of Gen Zs make flexibility as a top factor while choosing an employer, second only to salary. Share of five total top factors for Gen Zs and work-life balance, but they expected to earn it over time. Gen Z expects to earn more over

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## KNOW MORE



Economic Times Wealth | Independence Day Edition: Secured coverage in the print and online editions with the story 'When Freedom Comes at a Cost', highlighting the importance of informed decision-making and disciplined investing in achieving long-term investment success.

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The Hans India: An authored article by Ramesh Vishwanathan, CEO, FPSB India, featured across print and digital editions, highlighted the growing importance of career readiness and industry exposure, while emphasising CFP® certification as a strong pathway for students and young professionals aspiring to build careers in financial planning and wealth management.

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cover story

The Economic Times Wealth August 10-16, 2026



Direct plans

When freedom comes at a cost

Direct plans cut expenses, but behavioural mistakes can erode the cost savings.

By Sanket Dhanorkar

Mutual fund investors got their own ticket to freedom in 2013. It was the year direct plans were introduced, letting investors buy straight from the fund house or investment platform, bypassing the distributor and the commission. These plans are cheaper, and DIY (Do It Yourself) investors have taken to them since—direct plans now comprise 30% of assets under management among individual investors. But freedom comes with less handholding. According to AMFI (Association of Mutual Funds of India), the mutual fund industry's trade body, 4% of assets in direct plans are redeemed within the first year, and only 20% remain invested for over three years, compared with 35% in regular plans. Direct investors save on costs, but they are also quicker to exit at the first sign of trouble.

The return gap  
On average, the direct plan of a diversified equity scheme charges a 1.12% annualised expense ratio, even as the regular variant charges 2.07%. This differential of up to 1% in expense ratios can translate into sizeable gains over the years for the direct plan. Over the past 10 years, a monthly systematic investment plan (SIP) in the direct and regular plan of the average equity fund fetched 15.89% and 14.78%, respectively. In terms of annualised returns, the gap may not seem much, but the rupee value of that gap is noteworthy. An investor putting away ₹10,000 monthly in the regular plan would have fetched ₹25.30 lakh over 10 years. But the same investment in the direct plan would have generated ₹27.42 lakh over this period. That is a shortfall of ₹2.03 lakh in the regular plan, pocketed by the distributor. As investing time horizons expand, this chasm widens.

The behaviour gap  
Clearly, the math favours taking the direct plan route. However, the math assumes that the investor remains steadfast throughout this investing journey, staying invested despite prevailing circumstances. In reality, the

Mind the gap: a big gulf in return

|                            | AUM (₹ cr) | Expense ratio (%) | 10-yr SIP return (%) |
|----------------------------|------------|-------------------|----------------------|
|                            |            | Regular plan      | Direct plan          |
| Navi Large & Midcap        | 310        | 2.5               | 12.6                 |
| Edelweiss ELSS Tax saver   | 443        | 2.5               | 13.2                 |
| PGIM India Flexi Cap       | 5,818      | 2.2               | 13.6                 |
| Edelweiss Flexi Cap        | 3,484      | 2.1               | 14.6                 |
| Quant Focused              | 846        | 3.1               | 15.0                 |
| Groww Value                | 71         | 3.0               | 16.8                 |
| PGIM India Midcap          | 10,981     | 2.0               | 11.6                 |
| Baroda BNP Paribas Mid Cap | 2,513      | 2.2               | 13.4                 |
| Quant Mid Cap              | 8,138      | 2.2               | 17.4                 |
| Edelweiss Large & Mid Cap  | 4,683      | 2.0               | 18.1                 |

List includes funds that exhibited biggest gap in return between regular plan and direct plan. Source: ET, Business Standard, AMFI

Regular plans are more sticky

|                      | Direct plan    | Regular plan          |
|----------------------|----------------|-----------------------|
|                      | SIP AUM (₹ cr) | Share in total assets |
| SIP holding period   |                |                       |
| Greater than 5 years | 2,069          | 9%                    |
| 4 to 5 years         | 1,070          | 5%                    |
| 3 to 4 years         | 1,668          | 7%                    |
| 2 to 3 years         | 3,268          | 14%                   |
| 1 to 2 years         | 5,859          | 25%                   |
| Less than 1 year     | 9,611          | 41%                   |
| Total                | ₹23,545 cr     | ₹2,16,602 cr          |

Source: AMFI, ET&B, Wealth

average investor, is prone to deviations. He chooses to exit when the market turns bearish. When the market recovers, he panics and redeems. He discounts his SIP if he doesn't see a healthy return after two years. He stops and restarts the SIP in tandem with the market's ebbs and flows.

This is exactly why the "average investor return" across the industry consistently trails the "average fund return", observes Mohit Bagdi, Head of Investment Research of MIRA Money. "The fund did fine, the investor's timing and behaviour did not."

Years later, the savings from a lower expense ratio may prove illusory because the

average DIY investor pays a silent behavioural 'tax'. Ajay Kumar Yadav, Group CMO & CEO, Wae Finserve, says the visible cost difference between direct and regular plans is often outweighed by the hidden cost of poor asset allocation, wrong fund selection, panic exits, stopped SIPs and continued on-again, off-again SIPs.

Yadav, CEO, FPSB India, puts it, the real cost of DIY investing shows up not in expense ratios, but in investor behaviour.

The guiding light  
The regular plan fetches you the same fund and the same fund manager for a higher cost. This may seem like a bad deal. But here is

what often accompanies the higher-cost variant—a guiding hand in the form of an adviser or distributor, having someone in your corner when you don't know what to do, or when life takes a sudden turn. It is not such a trivial thing that the adviser or distributor helps investors navigate through their emotions. A competent adviser acts as a behavioural check, says Yadav. "Direct plans reduce the visible cost of investing. But when complex portfolio decisions are made without adequate expertise, the invisible cost of mistakes can be substantially higher than the expense saved," Bagdi adds. "Investing is as much a behavioural discipline as it is a product decision. Paying for that discipline is often the cheapest insurance an investor will ever buy."

With this handholding, you are less likely to panic, stop your SIP or redeem at the worst possible time. Regular plan investors hold their mutual fund investments for longer than others, as the numbers show. Direct investors get jittery and moved out, while distributors and advisers could convince their investors to stay the course.

Value over math

Vishwanathan observes, "The rise of direct investing and easy access to financial products has empowered investors like never before. However, it has also created the perception that successful investing can be managed without professional guidance." Most investors are not cut out for this path. When complex portfolio decisions are made without adequate expertise, the terrible cost of mistakes can be substantially higher than the expense saved, Yadav warns. Bagdi aserts, "If an unknown asset turns out to be way higher than a known cost, then that asset is a problem."

However, regular plans should not be chosen merely because an intermediary is available. The quality of advice, beyond fund selection, is what matters. "The additional cost is justified only when the adviser or distributor provides continuous and meaningful value," says Yadav. "A good money manager's real value is not just fund selection; it is managing allocation, controlling risk exposure, and holding the investor's hand through volatile cycles, market twists, and their own worst instincts," Bagdi insists.

There is a middle path too. SEBI Registered Investment Advisers (RIAs) are mandated to recommend direct plans, since they charge an advisory fee rather than earning commission on what they sell. This means an investor can get professional guidance and the lower cost of a direct plan at the same time—provided they're willing to pay the adviser's fee separately.

For some, a direct plan is genuinely the better choice. If you understand markets and valuations, can assess risk beyond returns, and can invest with discipline while keeping emotions in check, paying the higher embedded cost makes little sense.

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English Daily

Bridging academic learning and career readiness through professional education

With B.Com continuing to attract thousands of students, commerce education is increasingly being viewed as a pathway to careers in finance, banking and business. As employers place greater emphasis on practical skills, communication and problem-solving, students are looking beyond classroom learning. Industry exposure, internships, mentorship and professional qualifications can help bridge the gap between academic knowledge and workplace expectations, particularly in emerging areas such as FinTech, financial analytics and wealth management.

RAMESH VISHWANATHAN

One of the most popular academic programs for students who want to work in business and finance is the commerce program. According to the Higher Education Statistics Institute (HESI), 42,000 undergraduate students have enrolled in commerce programs in the U.S. in the last year. Due to its increasing popularity, commerce has become a competitive job market, a degree alone is no longer enough. Employers today are looking for graduates who can apply their academic knowledge to solve real-world problems and adapt to evolving industry requirements.

The degree-to-career gap  
A degree remains an

important starting point, but employers' needs have changed over time. Today, graduates are considering someone who can communicate effectively, solve problems, and apply their knowledge to real-world situations. This is particularly relevant for graduates in commerce. Careers in banking, wealth management, financial planning, FinTech, financial analytics, and corporate finance require specialised skills that go beyond classroom learning. Even if their education gives them a strong foundation, this is where industry exposure becomes valuable. Internships, mentorship, and professional qualifications can provide a

Professional Education as a bridge to industry  
The finance services sector provides a good example of how professional education enhances academic learning. As household finance becomes more complex, financial decisions today extend beyond savings and investment to include retirement planning, insurance, tax planning, children's education, and long-term wealth creation. This has increased the need for professionals who can take a holistic view of an individual's financial situation and provide a

formal guidance. This is where professional qualifications become increasingly valuable. They help students apply what they learn in college while developing practical skills, ethical values and the ability to understand clients' financial needs. One such pathway is CERTIFIED FINANCIAL PLANNER (CFP®) certification, which provides specialised education in financial planning and helps graduates develop the practical skills needed in the profession. It can prepare graduates for roles in various sectors, including financial planning, wealth management, and investment advisory, while also recognising their ability to make ethical, client-focused financial decisions. Professional qualifications

like these help students connect classroom learning with the practical demands of the workplace. The transition from education to employment is becoming increasingly dynamic. Technology is reshaping financial services, new roles are emerging, and the skills required across professions are evolving. This makes continuous learning increasingly important. Educational institutions can provide the academic foundation, while industry exposure and professional development can help students understand changing workplace expectations and adapt to them. The commerce students' benefits of their education offers the flexibility to explore different career paths. The focus now should be on helping them gain relevant insights and develop the capabilities needed to grow within those careers. Ultimately, academic and professional education work hand in hand. While professional training provides practical

skills, ethical awareness and industry readiness, a university degree provides the theoretical foundation. Together, they prepare graduates not only to secure meaningful employment but also to adapt, grow and contribute confidently in an increasingly dynamic and competitive economy. As India continues to build a future-ready workforce, creating a strong bridge between classrooms and careers will be key to unlocking the full potential of Indian youth. (The author is CFP®, FPSB India)

BW Businessworld: Featured insights from Ramesh Vishwanathan, CEO, FPSB India, in 'Financial Freedom Isn't Just About Returns: How FDs Can Bring Certainty to Your Money Plan', highlighting the role of financial planning, informed decision-making and disciplined investing in building long-term financial security.

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**BW BUSINESSWORLD**

## Financial Freedom Isn't Just About Returns: How FDs Can Bring Certainty To Your Money Plan

istuti Masih | Aug 25, 2026

# Fixed Deposits # FD laddering # financial planning # FPSB India # Ramesh Vishwanathan # Airpay Money  
# Kumar Binit # Prosperus Wealth # Gautam Bhasin # Stable Money # Saurabh Jain # capital protection

*Fixed deposits can offer five forms of financial freedom, from goal planning and emergency liquidity to stability and predictable returns*

### Freedom To Plan Financial Goals

"The main benefit of an FD is that it is predictable, even if an FD does not beat every option," said Ramesh Vishwanathan, CEO, FPSB India, emphasising that investors should not simply chase the highest return.

One of the key forms of financial freedom an FD can provide is certainty around a defined goal. When an investor knows that a payment is due at a particular time – whether for education, a property purchase, a wedding or another planned financial commitment – an FD can help ring-fence that money from market fluctuations.

Since the interest rate and maturity period are known upfront, investors have greater visibility over the corpus they are likely to have when the goal arrives.

This can be particularly important for near- and medium-term goals, where a sudden market correction could leave an investor with less money than expected just when the funds are required. An FD can, therefore, shift the focus from "How much can this investment earn?" to "Will this money be ready when I need it?"

For investors with a defined timeline and little room for a shortfall, that certainty can sometimes matter more than pursuing potentially higher returns through market-linked investments.

## Guarding The Integrity Of The CFP® Mark

At FPSB India, maintaining the integrity and reputation of the CERTIFIED FINANCIAL PLANNER® mark is of utmost importance to us. We take this opportunity to remind all our members and stakeholders about the significance of upholding the ethical use of the CFP® mark.

Misusing or misrepresenting the CFP® mark not only undermines its value but also reflects poorly on the entire financial planning community.

We urge all CFP® professionals to diligently follow the guidelines provided by FPSB India when using the CFP® mark in any communication or promotional material. Let us work collectively to preserve the credibility of the



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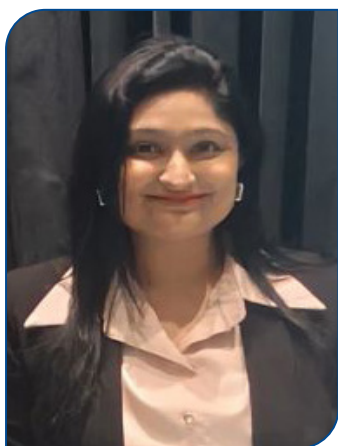


# Testimonial

Earning the CFP® certification has been a significant turning point in my career. Having spent the last eight years in the financial services profession, I can confidently say that it has transformed my approach to financial planning.

During my five years as a Principal Officer at a SEBI Registered Investment Adviser (RIA) firm, I had the privilege of working closely with clients on risk profiling, investment planning, wealth creation, and goal-based financial planning. This experience was an eye-opener for me, as I realised that the essence of financial planning goes beyond numbers and statistics; it lies in understanding the psychology of the client - their mindset, beliefs, aspirations, and attitude towards money. Trust, consistency, and long-term relationships enable financial advice to be tailored to each client's needs.

As an advocate for financial literacy, I strongly believe that awareness and knowledge have the power to change people's lives, and I am grateful for the opportunity to help people rewrite their financial story and take charge of their finances with confidence.



**Hiral Bhuta CFP®**

*Senior Manager  
Lead Money Coach - Lxme*

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FOR UPDATES, INSIGHTS, AND MORE.**

