

FINANCIAL Insights

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When invested in MUTUAL FUND



DON'T BLINDLY
EXIT ON SHORT-TERM
LOSSES



DON'T LISTEN TO
UNRESEARCHED
DATA



DON'T HESITATE TO
TALK TO US



Dear Friends



I am happy and delighted to Wish you all a very Happy and Prosperous New Year 2020.

We wish this New Year be an important milestone in your life in terms of prosperity. All of us have goals and

make a New Year resolutions with excitement, to follow them from the New Year day, January 1. As your Well-Wisher and Financial Consultant, I feel delighted to suggest the following that you may follow as New Year resolutions.

Resolution #1: Develop a monthly budget habit

Your budget should determine your spending habits So sit down today and plan for 2020 and make it in detail for every month.

Resolution #2: Reduce your expenses

Writing down a detailed list of each transaction you make in a month is a great way to put things into perspective. It helps you realise just how many automatic deductions go off your account, which of them are redundant, and how frivolous much of your spending is.

Resolution #3: Pay off all your short-term debts

Debt, especially short-term debt like credit cards and short-term loans, can become costly. So prioritise paying them off as soon as you can and then focus on saving more.

Resolution #4: Automate your savings and investing

An excellent way to formalise your commitment to saving is to set up an automatic transfer into your investment on a particular day of every month. This way,

you prioritise saving by giving less preference to your temptations.

Resolution #5: Build an emergency fund

The first step towards stabilizing your finances is to build an emergency fund that will keep you away from your credit cards debts, when you require quick access to capital. A full-fledged emergency fund should be sufficient to sustain you and your family for at least three months in the event that you cannot work. So the sooner you get one started, the better.

Resolution #6: Everything is taken care

Our life is like a journey and at different stages and at different ages of life we would have different abilities to earn and at the same time we would have different responsibilities and commitments. Our resolution and execution need to ensure that all of them are given appropriate care. For example short-term savings , Long term investments, Medical insurance, kids' education, their marriage, travel, retirement plans and importantly unforeseen emergencies have to be managed.

Next Medical Camp on 25 Jan 2020
at CRK Office, Arya Gowda Road.



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வெளியாகும். வாசகர்கள்

8148044414/7338814414 என்ற

எண்ணிற்கு தொடர்பு கொண்டு தங்களுக்கான தமிழ் பதிப்புகள் இலவசமாக பெற்றுக்கொள்ளலாம். தங்களுக்கு உதவக்கூடிய கருத்துகளையும், ஆலோசனைகளையும்

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CRK Financial Solutions

Know-How of NRE & NRO Account



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Non-resident Indians (NRIs) are permitted to maintain rupee as well as foreign currency accounts with Authorised banks in India. Here, we discuss about rupee accounts which can either be Non-Resident Ordinary Account (NRO Account) or Non-Resident External Account (NRE Account).

NRO Accounts:

The basic requirement for this account is that the source of funds deposited in this account should be from within India and should not be from abroad. This account can be opened by any person residing outside India. This account is rupee-denominated account and involves deposit of Indian currency.

NRO account can be opened either as SB account or Current account or RD account or FD account. Withdrawal from this account is only by Indian currency. This account is mainly intended for depositing income which is earned in India like rent etc.

The following amounts can be deposited in NRO account:

1. Any income from India on non-repatriable basis;
2. Any dividend arising from local investments or realisation from local source;
3. Transfer from NRE/Foreign Currency Non-Resident Account or foreign exchange remittance from abroad and
4. Deposit of foreign exchange during visit to India.

Nomination is allowed. Another NRI can be a joint account-holder but a resident Indian can be joint account-holder only if he is a close relative of NRI. Interest earned on this account is taxable in India under Income Tax Act. Transfer from one NRO account to his another NRO account is allowed but transfer of funds from NRO account to NRE account is prohibited except with prior permission of RBI.

If there is a change in residential status of the NRI to resident Indian, the NRO account has to be re-designated as Resident Account. According to FEMA regulations, it is illegal for NRIs to hold resident savings account in India and they have to necessarily convert the resident savings account into an NRO account once they become NRIs. If NRIs continue to hold resident saving account, they will incur huge penalties.

Interest earned on NRO account is freely repatriable and RBI has now permitted repatriation of principal up to USD 1 million per financial year for any bona fide purpose from NRO account subject to payment of applicable taxes, undertaking by the remitter and certificate by a CA in the formats prescribed by CBDT. This limit of USD 1 million includes sale proceeds of assets or assets acquired by inheritance, legacy on production of documentary evidence in support of the same.

NRE Account:

Non-resident External Rupee Account (NRE account) is for depositing income earned or amount kept abroad in foreign currency to India denominated in Indian Rupees but you cannot deposit Indian currency in this account. Amount can be withdrawn in India for family use. It can be opened only by NRI and not by his or her power of attorney holder. Foreign currency can be deposited in this account by NRI during his visit to India.

Amount is freely transferable from NRE account to NRO account but reverse is not permissible.

The entire credit balance in the account can be repatriated. NRE account can be jointly held with another NRI but not with resident individuals except in the case of close relatives on "former or survivor" basis. NRE account can be operated by power of attorney holder but operation is restricted to make local payments and he cannot repatriate the funds except to the account holder himself.

Interest earned in NRE account is fully exempt under section 10 (4) (ii) of Income Tax Act.

கொள்கை: சிவந்தன்: சூனாவயார்

அஃகமும் காசும் சீக்கெனத் தீடு

வசிக்கம் :

சீக்கெனமாயிருந்து தாங்கயத்தையும், சிவந்தத்தையும் தீடு
செவ்வும்.

Wealth that grows & Lasts Forever

“Regularity is the key to wealth, not ROI”!

There is one question that I get repeatedly asked in meetings with clients, that is, “What is the best investment?”

I answer this question in three statements:

- 1) There is nothing that can be called as the best investment.
- 2) It is in the Mix.
- 3) There is no standard Mix.

You would have heard the phrase “An apple a day keeps doctor away”. That means that apple is quite nutritious, so eating it daily can avoid falling ill. Ok, if apple is so good, then why not eat only apple for breakfast, for lunch and for dinner for six months continuously?

Apple is good, only apple is bad. We need carbohydrates from starch, fibres from some vegetables, vitamins from other sources. Apple is good, only apple is bad. Investments in Gold is good, but only in Gold is bad, Equity market is good, only equity market is bad, Real estate is good, only real estate is bad. Bank deposits is good but only in that is bad.

Suppose I have head-ache and I visit the doctor for medicine, and at his clinic I meet another person with head-ache, then we both decide, that one of us go to the doctor and whatever medicine he gives, we will share, do you think it is a wise thing to do?

No, it could be quite un-wise. The same thing people do when it comes to investments, by neighbours have invested in real estates, I must also catch up now. They are into equities, I must also do that. How wrong this can be, imagine please.

The other day I was driving my car and the FM radio was on, there was an investor phone-in program broadcast. One investor calls in and says that he had invested 500000 in X fund and in the last 18 months it has not grown and it has come to 420000 now, what should he do with

that now? The so called “Expert” at the studio says “Immediately close this Y fund and get out of it and invest it in ybyby fund that is quite promising.”

Is this the way to advise an investor? Does the “Expert” know the profile of the investor who had called on phone? Does he know when this person will require money? what purpose he will require money? Let us say this investor has a daughter who might get married in the next two years and he may want money for that, can ybyby fund offer that?

Let me further explain this with an example. Let us Mr Atul and Mr Prakash are working in the same company and both are drawing equal amount as salary, both are of the same age 30 years and let us say their family size is also same. But Mr Atul has inherited 10 Crore property from his parents and Mr Prakash is in a debt of about 10L arising out of a loss in business of his father, can we recommend the same type of investments for both? The capacity to take risks in investments for Mr Atul is big, whereas Mr Prakash can not afford to take risk now.

So let me repeat:

- 1) There is nothing that can be called as the best investment.
- 2) It is in the Mix.
- 3) There is no standard Mix.

What is mix?

In any investment there are 3 dimensions,

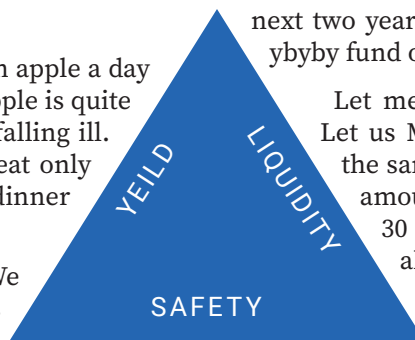
- 1) Safety 2) Liquidity and 3) Yield.

If the surface area is constant, then if you expand one side then one of the other two sides or one side of this triangle gets affected.

So, choosing the right mix makes the right investment.



Mr.R.Gopinath., CEO
Gopast Centre for learning Pvt Ltd



Myths of Investments

I am too young to plan for retirement

Have you started planning for your retirement? You may be saying, “Why me? I am too young to be thinking about retirement”. It is not so! Rethink. You should have started thinking about it yesterday. Because time flies quickly. If you are smart and planned for retirement when you are young, your retirement years will be really those “Golden years”. If not, you need to compromise, work longer and retire later than others.

Stock markets can earn me quick bucks

This is a common myth among investors. Stock market will reward the long term investors. Stock market is a system which transfers money from investors who are fearful and greedy, to the investors who are balanced and rational.

You need to be calm, patient, disciplined and rational.

You don't have to be smarter than the rest; you have to be more disciplined than the rest.

Saving tax is the only objective for me to Invest

Which group you are in? There is a group of people who invest just to save taxes. They will not bother to invest anything more than that. They will just meet their objective of saving tax. There is another group which invests to save tax as well as to save for their other financial goals like retirement, education and marriage of children. They will meet the objective of saving tax and achieving their goals. Kindly check which group you belong to.



இனியவை நாற்பது: முதலீடுகளைத் தளர்

அதர் சென்று வாழாமை ஆற்ற இனியதை;
குதர் சென்று கொள்ளாத கூர்மை
இனியதை;

விகிதம் :

தவறான வழியில் சென்று வாழாதிருப்பது இனியது.
தவறான வழியில் பொருள் தடாமை மிக இனியது.



Protect Yourself Against SIM Swap

What is SIM Swap?

01. Fraudster collects victim's personal banking information.

02. Fraudster approaches victim's mobile operator with victim's fake identity proofs & obtain, a duplicate SIM card.

03. Mobile operator deactivates the original SIM card after successful verification & issues a replacement SIM.

04. Fraudster generates the One Time Password (OTP) which comes on the new SIM & carries out account transaction without victim's knowledge.

Tips to safeguard against SIM Swap

01. If your mobile stops working for unusual reasons, check with your mobile operator immediately.

02. Never disclose Internet banking password/ATM PIN/ Telephone PIN to anyone.

03. Do not disclose your mobile number on social media platforms.

04. Register for both SMS as well as e-mail alerts to stay informed about transactions on your account.

05. Never respond to unknown mails or calls asking your account details and registered mobile number.

என்னப்பா செல்வம், போன வாரம் உன்னை contact செய்யலாம்னு பல முறை போன் செய்தேன். ஆனால் நீ ரொம்ப பிசியாகவும் டென்ஷனாகவும் அலைந்து கொண்டிருப்பதாகவும் மெசேஜ் அனுப்பினாய். ஏன் என்ன ஆச்சு என்ன பிரச்சனை.

சித்தப்பா தனியா தொழில் செய்றாப்பா. இந்த மெடிக்கல் இன்ஷூரன்ஸ் எல்லாம் ஒரு ஆபிசிலே வேலை செய்றவங்களுக்கு அந்த ஆபிசிலேயே எடுத்து தருவாங்க. தனியா தொழில் பண்றவங்களுக்கு இது வராதுனு சொல்றாருப்பா. எனக்கும் ஒரு குழப்பம் உண்டு. நீ தான் தெளிவாகச் சொல்லேன்

01

ஏகப்பட்ட டென்ஷன்.. என்னோட கசின் பிரதர். திடீர்னு உடம்பு சரியில்லைனு ஹாஸ்பிட்டலுக்குக் கூட்டிட்டுப் போனாங்க. ஆபரேஷன் செய்து மாதிரி தான் ஆயிருச்சு.. ஆனால் பணம் ஏற்பாடு செய்ய ரொம்ப அலைய வேண்டியதாச்சு அதான் நீ போனில் கூப்பிட்டு போது எடுக்க முடியலை

02

ஓ அப்படியா.. புரிஞ்சது. இப்ப அந்தப் பையன் நல்லாருக்கான்ல. ஆமாம் அவங்க மெடிக்கல் இன்ஷூரன்ஸ் எடுத்துக்கலையா. குடும்பம் முழுக்க எடுத்துக்கலாமேப்பா. இப்ப நிறைய திட்டங்கள் வந்திருக்கே.

உங்க சித்தப்பா மட்டுமில்லை. பலருக்கும் பல தப்பான நம்பிக்கை இருக்கு. மெடிக்கல் இன்ஷூரன்ஸ் எடுத்துக்க ஒரு நிறுவனத்தில் வேலை பார்க்கணும்னு அவசியம் இல்லை. தனியா தொழில் செய்றவங்க தாராளமாக அவங்க குடும்பத்துக்கும் சேர்த்து எடுத்துக்கலாம்

இப்ப வீட்டைப் பூட்டி வைக்கிறோம். ஏன் பாதுகாப்பா இருக்கணும்னு. வீட்டுக்கு திருடன் வரவே இல்லன்னா பூட்டு வாங்கின காசு விரயம்னு சொல்லுவியா என்ன. நல்லா இருக்கிறவங்களுக்குக் கூட எப்ப என்ன நோய் தாக்கும்னு தெரியாது. அப்படி வரும் போது மெடிக்கல் இன்ஷூரன்ஸ் இருந்தால் அது கை கொடுக்கும்.

03

அது சரி அறிவு.. இப்ப மெடிக்கல் இன்ஷூரன்ஸ் எடுத்துக்கிறோம்னு வை.. நமக்கு உடம்பு சரியில்லாம போகவே இல்லன்னா அந்த ப்ரீமியம் வேஸ்ட் தானே

04

அப்ப நம்மைப் போல ஒரு ஆபிசிலே வேலை செய்றவங்க கொடுத்து வைத்தவங்க தானே . நம்ம கம்பெனி நமக்காக மெடிக்கல் இன்ஷூரன்ஸ் எடுத்துக் கொடுத்துடுது இல்லை.

இதுவும் சரியான நினைப்பு இல்லை செல்வம். இப்ப எல்லா நிறுவனமும் அவர்களோட தொழிலாளர்கள் பணியாளர்களுக்கு மெடிக்கல் இன்ஷூரன்ஸ் எடுத்து தராங்க. அது நல்லது தான். ஆனால் அது அந்த பணியாளரோட சம்பளம், தகுதி, எத்தனை வருஷம் சர்வீஸ் இதெல்லாம் கணக்கு போட்டு கொடுப்பாங்க. பல சந்தர்ப்பங்களில் அந்த கவரேஜ் போதுமானதாக இருக்காது. அதனாலே ஒவ்வொரு பணியாளரும் தானும் தனியே வெளியில் மெடிக்கல் இன்ஷூரன்ஸ் எடுத்து போதுமான கவரேஜ் செய்துக்கணும்.

05

ஆமாம் செல்வம். அதுமட்டுமில்லை. சில சந்தர்ப்பங்களில் அலுவலகத்தில் வேலையில் சிக்கல் வரலாம். வேலை போயிடலாம். அப்ப அவங்க தரும் மெடிக்கல் இன்ஷூரன்ஸ் பலன் தராது இல்ல. தனக்கான மெடிக்கல் இன்ஷூரன்ஸ் இருந்தால் கவலை இல்லாம இருக்கலாம் பாரு. மெடிக்கல் இன்ஷூரன்ஸை செலவாக நினைக்கக் கூடாது. அது ஒரு பாதுகாப்பு.

நமக்கான Financial advisor ஆலோசனை கேட்டு செய்தால் அது நல்லா இருக்கும்

இன்னம் ஒன்னு கேட்கணும்னு நினைச்சேன். நிறைய விளம்பரங்கள் பார்த்தேன். இந்த மெடிக்கல் இன்ஷூரன்ஸ் ஆன்லைனில் எடுக்கலாம்னு. நீ என்ன சொல்ற அறிவு

06

ஓ இப்ப புரிந்தது அறிவு. தனியாக நமக்காக நம்ம குடும்பத்துக்காக மெடிக்கல் இன்ஷூரன்ஸ் எடுத்துக்கும் போது நம்ம தேவைக்குத் தகுந்த மாதிரி கவரேஜ் செய்துக்கலாம். ஆனால் அலுவலகத்தில் அவங்க கொடுக்கும் போது அதுக்கு நிறைய கட்டுப்பாடு இருக்கும் சரிதான்

07

உனக்கு வேண்டும் என்றாலும் சரி, ஏன் உங்க சித்தப்பாவுக்கும் எடுக்கலாம். இந்தா CRK Financial business card & brochure இவங்க நல்லா சர்வீஸ் செய்வாங்க.. உனக்கு என்ன மாதிரி மெடிக்கல் இன்ஷூரன்ஸ் தேவை அப்படினு சரியா வழி காட்டுவாங்க செல்வம். அதுக்கு நான் கியாரன்டி..

செல்வம்

ப்ளான் பண்ணி செய்யணும்

அறிவு

நொடர் - 03



Financial Trends

HIGHEST INTEREST RATES ON FIXED DEPOSITS SCHEMES

FD Name	Rating	Interest Rate * (Up to)
Shriram Unnati Deposits	MAA+ by ICRA, FAA+ by CRISIL	8.85%
Mahindra & Mahindra Financial Services Ltd	CRISIL FAAA	8.50%
PNB Housing Ltd	CRISIL FAAA	8.45%
Bajaj Finance Ltd	FAAA by CRISIL, MAAA by ICRA	8.35%
ICICI Home Finance	FAAA by CRISIL, MAAA by ICRA	8.20%
Sundaram BNP Paribas Home Finance Ltd.	ICRA MAA+	8.00%
HDFC Ltd.	FAAA by CRISIL, MAAA by ICRA	7.76%

* Highest rate including additional interest for Senior citizens, employees etc. wherever applicable.

* As of December 2019

FUND PERFORMANCE CHART - OUR FAVORITE EQUITY FUNDS

Fund Name	Category	1 Year	3 Year	5 Year	*NAV
Mirae Asset Emerging Bluechip Reg-G	Large & Mid Cap	13.59	16.89	16.30	57.27
SBI Small Cap-G	Small Cap	5.50	14.11	14.66	53.03
Axis Focused 25-G	Multi Cap	14.78	19.26	13.38	31.03
Mirae Asset Large Cap Reg-G	Large Cap	12.22	15.98	12.30	54.37
Axis Small Cap Reg-G	Small Cap	17.67	13.91	11.79	31.44
Kotak Standard Multicap Reg-G	Multi Cap	11.80	14.48	11.57	37.46
Axis Bluechip-G	Large Cap	18.34	20.29	11.13	32.31
Kotak Equity Opportunities Reg-G	Large & Mid Cap	11.97	12.75	10.69	127.23
Axis Midcap-G	Mid Cap	13.00	17.42	10.63	39.51
ICICI Prudential Bluechip-G	Large Cap	9.37	13.19	9.56	44.59
HDFC Top 100-G	Large Cap	8.06	12.13	8.08	500.83

FUND PERFORMANCE CHART - OUR FAVORITE DEBT & DYNAMIC FUNDS

Fund Name	Category	1 Year	3 Year	5 Year	*NAV
ICICI Prudential Balanced Advantage-G	Hybrid	10.70	10.58	9.41	38.01
Kotak Low Duration Fund (G)	Debt	10.06	8.52	8.79	1971.72
LIC MF Banking & PSU Debt-G	Debt	9.96	7.70	7.45	25.19
ICICI Prudential Asset Allocator (FOF)-G	FoFs	9.55	11.07	9.71	58.67
ICICI Prudential Regular Savings-G	Hybrid	9.50	9.01	9.09	45.23
ICICI Prudential Floating Interest-G	Debt	8.48	7.25	7.76	294.83
Axis Equity Saver Reg-G	Debt	8.11	9.57	0.00	13.47
HDFC Low Duration-G	Debt	8.00	6.93	7.42	41.28
SBI Savings-G	Debt	7.85	7.04	7.56	30.52
HDFC Equity Savings-G	Hybrid	5.64	7.42	7.77	37.51

All Equity funds sorted on 5-year returns. Debt funds ranked on 1-year returns

* NAV as of 19.12.2019



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Mrs Priya Ganesh
Senior Director, Capgemini



“My association with CRK (Ravi) dates back to my father’s time. In fact, my father introduced Ravi to me. I am glad to share that my daughters are also his clients – three generations!!!! A remarkable feat indeed!!! One stunning feature of his service is he provides door-step service for all investment related needs with an ever smiling face.”

Mr R Govindarajan
Executive Manager, The Sanmar Group

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