





WHO WE ARE

Funds Ve'daa is a boutique Mutual Fund Distribution Firm which conceived its venture in the year 2004. We have clients across geographies and have a global footprint .

"Growth" is Funds Ve'daa's raison d'etre. Growth to us connotes – Creation, Augmentation, Appreciation and Progress. Using our professional expertise in the areas of Mutual Funds Distribution and industry excellence research methodologies, we help you realise your financial goals.

Milestones we have achieved in the past:

- *#1 in terms of our SIP book in entire Uttar Pradesh (under individual ARNs).*
- *#1 in terms of equity assets managed in entire Uttar Pradesh (under individual ARNs).*
- *#5 in Uttar Pradesh in terms of total AUM (under individual ARNs).*

We have been pro actively seen in print media (India Today, Ask ET, Money Today, Bombay Stock Exchange Brokers Forum, Dalal Street), soveniers like IFA Galaxy and electronic media by being frequently featured in many prominent websites like :

www.moneycontrol.com, www.cafemutual.com, www.advisorkhoj.com, www.livemint.com.



AWARDS AND ACCOLADES





9th Financial Advisor Award UTI CNBCTV18 Award for Best Performing Individual Financial Advisor - Women (National Level) for the Year 2017- 18.



10th Financial Advisor Award UTI CNBC TV18 Award for Best Performing Individual Financial Advisor – Women (North) for the Year 2018-19.



Awarded the MFRT Samman 2017 and one of the Most Influential Volatility Coaches 2020 by FFF and the Economic Times.

THE ETHICAL FRAMEWORK

In our endeavour to exceed industry best practices and to overcome irrational exuberance and pessimism in our decision making, we rely on 4 ethical pillars that lay a sound foundation to our work:



Integrity:

*Financial Decision Making with a Conscience.
Client Oriented Organisational Goals ensure we
succeed only when our client succeeds.*



Competence & Confidentiality:

*Professional Commitment to do Right.
Structured business pathways pave way for
Perpetual Client Relationships. We maintain
un- paralleled confidentiality of sensitive
financial information to complement our
professional commitment to do right.*



Independence & Objectivity:

*Advocacy of Our Client.
Robust research and knowledge building
processes, ensure that scheme filtrations are
based on merit & substance, qualitative and
quantitative parameters, rather than a
supplier biased or a target driven approach.*



Professional Behaviour:

*Legality without exception.
We respect both the letter and the spirit of leg-
islation. We believe that traditional, old-fash-
ioned, good values and ethics are indispens-
able to our work.*

OUR PRINCIPLES AND PRECEPTS

*Client Behavioural Analysis Overrides
Traditional Financial Assumptions*

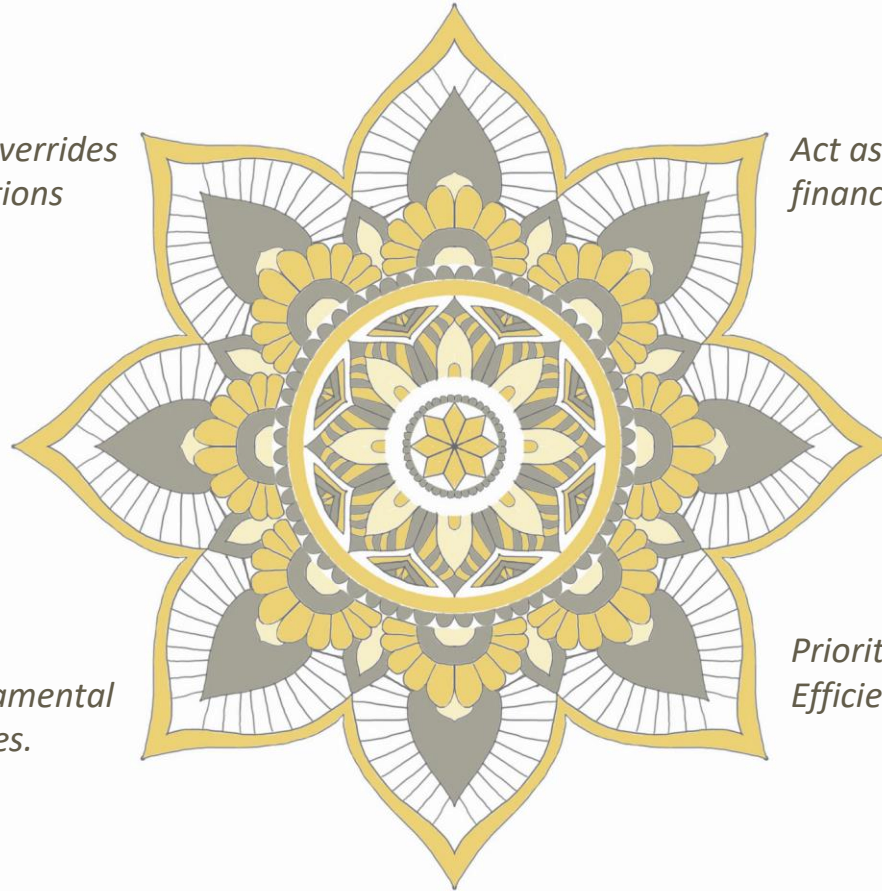
*Act as enablers in their journey to their
financial destination*

*Research Based filtration Trumps
process Emotional Influence*

*Long Term Vision Overrides Short
Term Scepticism*

*Client Risk Analysis is the Fundamental
Premise of suitability of schemes.*

*Prioritise Without Exception Tax
Efficient & Legally Sound Solutions*



OUR PROCESS MAP

Client Onboarding

*Knowing your Financial
personality and
understanding your
requirements*

Aligning schemes to requirements

*Showcasing the way
of achieving your
Financial goals*

Portfolio Implementation

*Putting your Plan in
to Action by
execution of
transactions*

Portfolio Review and Rebalancing

Need based review

CONNECTING THE DOTS BETWEEN YOU AND YOUR
FINANCIAL GOALS

INITIAL CLIENT ENGAGEMENT



Understanding Your Requirements and Current Life Stage



Financial Goal Setting



Understanding your Unique Financial Personality, Client Profiling, Risk Profiling and Soft Profiling.



Educating the Investor on Market Volatility & Basic Finance



Propagating the culture of Responsible Financial Management



Completing Documentation / On boarding Formalities

PORTFOLIO SUITABILITY AND EXECUTION

☀ Identifying your Risk Appetite

- *Building Guidelines based on your Financial personality and requirements.*

☀ Defining the Asset Allocation

- *Deciding Asset Classes based on Risk Appetite, Age, Liquidity Requirements, Time Horizon, etc.*
- *Evaluating Asset Mixes and Identifying the most optimal one.*

☀ Alignment and suitability of Schemes to requirements

- *Quantitative and Qualitative Analysis of Investment Options.*
- *Creating a judicious mix of investment products via filtering Schemes.*

☀ Portfolio execution

- *Finalising the portfolio with the client after discussion.*
- *Execution of transactions.*

PORTFOLIO IMPLEMENTATION

• Assist with Documentation

- KYC Compliance
- FATCA Compliance
- Filling the Common Application Form

• Onboarding on Online Transaction Platform

- Client Registration (AOF Generation)
Ensuring KYC is complete
- Mandate Registration

• Uploading Documents

- Uploading signed AOF
- Uploading signed Mandate Form

• Transaction Registration

- SIP/ STP/ Lump Sum Registration
- FATCA Entry

• Transaction Execution Monitoring

- Monitoring whether the transaction is successfully executed or not.
- Following up with Clients.

• Providing Online Client Dashboard

- Providing access to customised mobile app and web dashboard

ASSET ALLOCATION ACCORDING TO RISK PROFILE



● *fixed income*
● *equity*

Objective
Achieving Stable Returns with
Low Volatility



● *fixed income*
● *equity*

Objective
Achieving Moderate Returns
with Moderate Volatility



● *equity*
● *fixed income*

Objective
Achieving High Returns with
High Volatility



YOUR INVESTMENT AT YOUR FINGERTIPS

Wealth e-Office Mobile App

- *24x7 access to your portfolio valuations*
- *Transact on-the-go*

Monthly Reporting of Portfolio Valuations

- *Monthly mailers containing detailed Portfolio Valuation Reports (PVRs)*

Dedicated Wealth e-Desk

- *Cloud based access to your Wealth Dashboard*
- *Transact on-the-go*
- *Track all your Assets with a single click*

Dedicated Customer Support

- *Relationship Management*
- *Vertical Teams - Taxation Advisory, Book-keeping Assistance*

Mutual Fund Commissions Disclosure:

As per SEBI circular: SEBI/IMD/CIR No. 4/ 168230/09, following are the details of the comparative commission earned from various fund-houses, whose products are being distributed:

Commission Disclosure w.e.f. 01 st Apr'19		
Scheme Category	Trail Brokerage	B30 Market Expansion*
Equity / Hybrid / ELSS	0.70% to 1.40%	Nil
Dynamic Equity Asset Allocation	0.70% to 1.25%	Nil
Overnight Fund	0.05% to 0.10%	Nil
Liquid Fund	0.05%	Nil
Low Duration / Money Market	0.10% to 0.80%	Nil
Ultra Short Term	0.15% to 0.80%	Nil
Short Term / Medium Term	0.30% to 0.50%	Nil
Income / Dynamic Bond	0.50% to 0.90%	Nil
Constant Maturity	0.10% to 0.50%	Nil
Gilt	0.50% to 0.80%	Nil
Credit Risk	0.65% to 1.05%	Nil



DISCLAIMER



Disclosures with respect to this Report/Presentation:

- a. This Report/Presentation is for circulation only in India.*
- b. This Report/Presentation is for the personal information of the authorized recipient(s) and is not for public distribution and should not be reproduced or redistributed to any other person or in any form without our prior permission.*
- c. Past performance should not be taken as an indication or guarantee of future performance, and no representation or warranty, express or implied, is made regarding future performance. The price, value of and income from any of the securities or financial instruments mentioned in this report/presentation can fall as well as rise. The value securities and financial instrument are subject to exchange rate fluctuation that may have a positive or adverse effect on the price or income of such securities or financial instruments.*
- d. The Report/Presentation is purely for informational purpose and does not construe to be an offer or solicitation of an offer to buy/sell any securities. The opinions expressed in the Report/Presentation are our current opinions as of the date of the Report/Presentation and may be subject to change from time without notice. We do not accept any liability arising from the use of this document.*
- e. There is no obligation or compulsion to buy or invest in the products mentioned in the presentation/report and you may invest in the products/services at your discretion through any other product or service provider.*
- f. The Presentation/Report is not directed or intended for distribution to, or use by, any person or entity who is a citizen or resident of or located in any locality, state, country or the other jurisdiction, where such distribution, publication, availability or use would be contrary to local law, regulation or which would subject us and our affiliates any registration or licensing requirement within such jurisdiction. The securities described herein may or may not be eligible for sale in all jurisdictions or to certain category of investors. Persons in whose possession this Report/Presentation may come are required to inform themselves of and to observe such restrictions.*
- g. We are acting merely as a distributor of third parties for mutual funds and any Investment in such third party products / services shall constitute a contract between the investor and the third party. We shall not be liable or responsible for any loss resulting from third party's products / services.*

For commission related disclosures, kindly refer to the link <https://cutt.ly/yEf6RRl>

We are a distributor of Mutual Funds, the transactions are done on "Execution only" basis unless otherwise agreed between us and the customer.

Investors shall be responsible to ensure that the mutual fund application form is complete / authentic and all details as required are duly filled in. We are not liable for any consequence in case any of the particulars / information provided are false, incorrect or incomplete.

Shifali Satsangee

📍 63, Nehru Nagar, Agra: 282002

✉ info@fundsvedaa.com

☎ contact no -9760099122

🐦 [@FundsVedaa](https://twitter.com/FundsVedaa)

📘 [fundsvedaa](https://www.facebook.com/fundsvedaa)

