

Dear Investor,

I am glad to have this opportunity to share with you my **one year MFP journey** .On August 9, 2015, I started www.mfp.co.in with an aim to **build a generational relationship** with my clients through **financial literacy & financial planning**.

The idea to start a venture struck my mind during my MBA days. I was at home and watching regular serials on Entrepreneurship and immediately brainstorming started on my mind and I realised the need to start a venture. During that period, my father was running a business of buying & selling tractors. Initially, I thought of extending my father business but soon I realised that I was missing some key domain of knowledge and that the market was at saturation, so I dropped the idea.

I thought of approaching something in my own domain that is finance .I started reading about Mr. Warren Buffett and I was very impressed by his journey and his cognitive abilities. Inspired by Mr.Buffett,I considered to promote daily small savings but due to lack of financial independence and risk factor I quit that idea too.

Meanwhile I got placed in Edelweiss Broking Ltd. and posted in Karnal branch. During my college days I used to go to Karnal and visit my Uncle there. So, I was pretty much excited. At Edelweiss my job was to open demate accounts, selling insurances and making new franchises. After completion of my honeymoon period (after initial 15 days) I got my targets to achieve.

I happened to meet my Uncle's family friend who was a retired mathematics teacher. He enquired about my job and the policies I undertake. I explained him a certain policy to the best of my possibilities. He immediately calculated the return of policy and rejected that policy , initially I argued with him and didn't agree with his viewpoint. But after giving a serious thought I realised my mistake and discard that policy. I questioned myself "What the hell were you selling Param?" and then I recalled my own insurance policy which were sold to me by my one of my relatives, without considering my financial health. This incident gave me a little insight How financial products are sold. Then I started analysing my family's other investment decisions. I realised that they have also burned their hands in "**Real Estate Bubble**" too which helped me in analysing the behavioural pattern of bubbles. I know every bubble is not the same but they all have one thing in common that "*in every bubble behaviour of the people remains same* ".

Few days passed and I completed my one month at Edelweiss and I got my first salary. Immediately I placed an order to buy **“The Intelligent Investor book”** by Benjamin Graham which I believe is the best investment I ever made (**Big Decision # 1**). I recommend this book to everyone. This made my mind to quit this job and rather take their franchise, become a Stock Broker (Fortunately I didn't make any client: **Big Decision #2**) and attempt my MBA exams. Just after my last exam I joined CFP course at IIFP, Delhi. During this period, I got an opportunity to understand the detail functioning of various investment options. Within 10 months I cleared all the exams of CFP course.

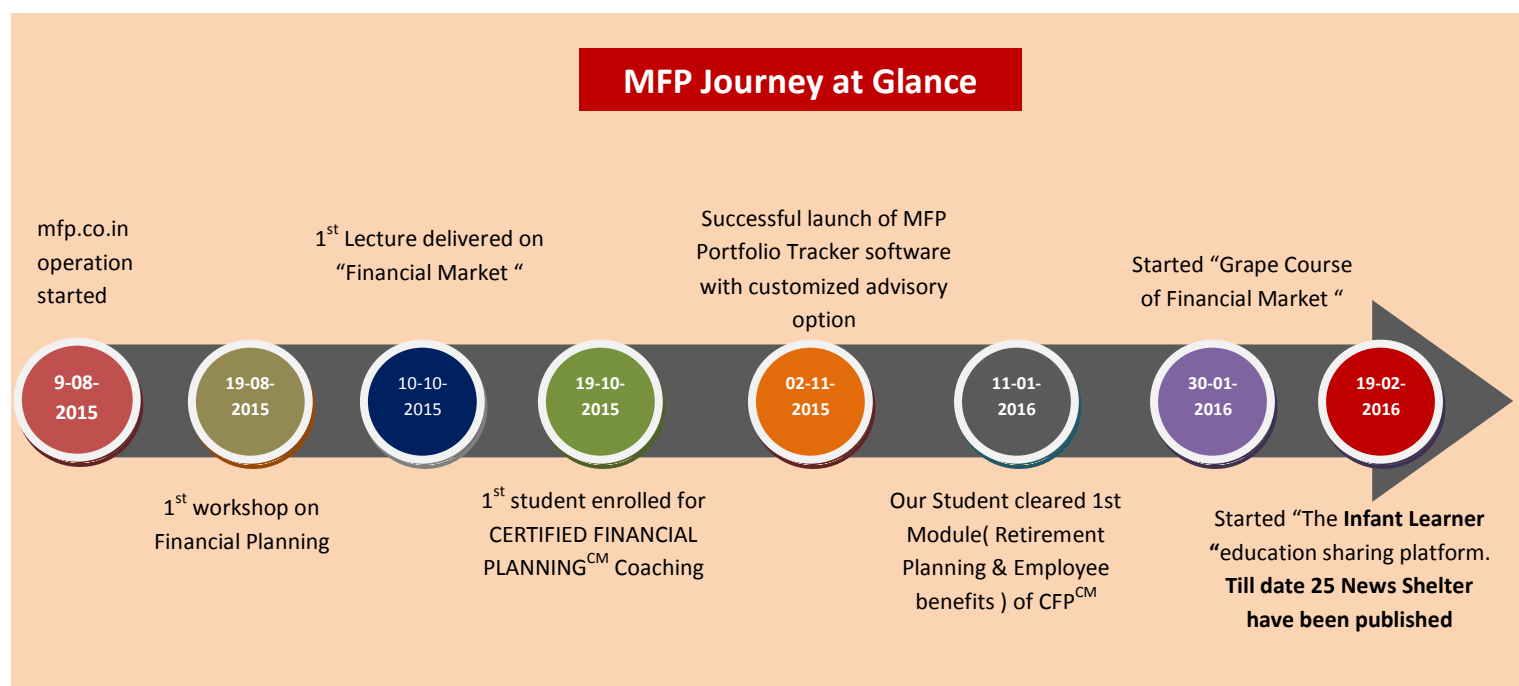
Then again job search began and I decided to join a Financial Planner at Noida, instead of big firms (**Big Decision #3.**) I worked for 45 days there. Because from my past experience I know the importance of training at small business unit and **Jack Ma, CEO of Alibaba also discussed in his [interview](#)**. From day one, it was clear that I have to start my own venture so the same thing I discussed with the financial planner to remove conflict of interest. So, I got an opportunity to build one business domain from the scratch. He joined another company to pay my salary. And here I realised how an entrepreneur make hard decisions to build his business & team. In those 45 days I met more than 450 customers from different backgrounds, from different industries, from different companies, from different cities. I learned their behaviour, analysed their psychology and their attitude towards financial planning and financial products. I sold financial plans in the adverse conditions also (45°C). After working with him for 45 days I left him because he failed to maintain long term relationship with customer and advised me to do the same, but as a disciple of Mr. Benjamin Graham and Mr. Buffett I know the importance of reputation, compounding with longevity. (**Big Decision # 4**)

Finally, I took my domain name www.mfp.co.in on 2nd July 2014. As my business is advising & managing investor's money there was a need to execute every step with deep research but for that I required money and time which I lacked. Since I had no financial & mental support from my family, it demanded from me to make some different equation which solved my both motives. I was in a fix but started looking for various possible alternatives. Influenced by my guide, Professor Sanjay Bakshi and Mr. Benjamin Graham I made my mind to join academics (**Big Decision #5**). Prior to that I only had experience of teaching my friends in school and colleges during their exams. The next big decision was to choose a location where I could start my business and also have an academic job.

Initially I thought of moving to NCR but due to high living cost ,at that time I was not in a position to afford to live in NCR, therefore , the next alternative for me was my hometown (Jind) but that city demographics was not solving my problems. I decided to move to Ambala ,the only place which helped me to achieve my both motives simultaneously (Acadmic & Business & Low cost) .I joined my college (MMIM , Mullana , Ambala) as an Assisitant Professor in MBA Finance. My target was to save money and do research (to make MFP services unique) post my college hours and worked hard on weekends as well.

When I finally collected the amount of money which was sufficient to run MFP, I decided to quit MMU & start as a full-time Financial Advisor and Academician at MFP. From my research, past experiences and observations I realised the scope of Financial planning is low in India due to high level of financial illiteracy among the citizens. I ensured that I make my investors aware about financial products before making any professional relations. This might sound as a disadvantage to my business but in the long run I know this would provide me with some fruitful results.

On 9, August 2015 (my birthday date, when I turned 24) I started MFP (www.mfp.co.in) with an aim to **building a generational relationship with my clients through **financial literacy & financial planning**. (Big Decision #6).**



MFP Services			
Financial Planning		Financial Education	
Total Customers Served till Date	40	Total Students served till date	6
Total Workshop conducted on Financial Planning till date	7	Total Guest Lectures on Financial Education	5
Services Offered	<ul style="list-style-type: none"> - Comprehensive Financial Plan - Goal Based Planning - Investment Planning - Tax Planning - Insurance Planning 	Courses Offered	<ul style="list-style-type: none"> - CERTIFIED FINANCIAL PLANNER CM Coaching - Grape Course of Financial Market
Generational Relationship building Initiative	MFP Portfolio Tracker software with customized advisory option	Long Term Learning Initiative	The Infant Learner

My journey would have been full of hardships if people like you wouldn't have showed faith in me. I ensure you I would never guide you wrong regardless of my loss in the business.

Thanks for choosing MFP to serve your financial decisions. Your support & trust on MFP encourage me to wake up and do better.

Events over the years



**STAYING
FOCUSED
DELIVERING
VALUE**