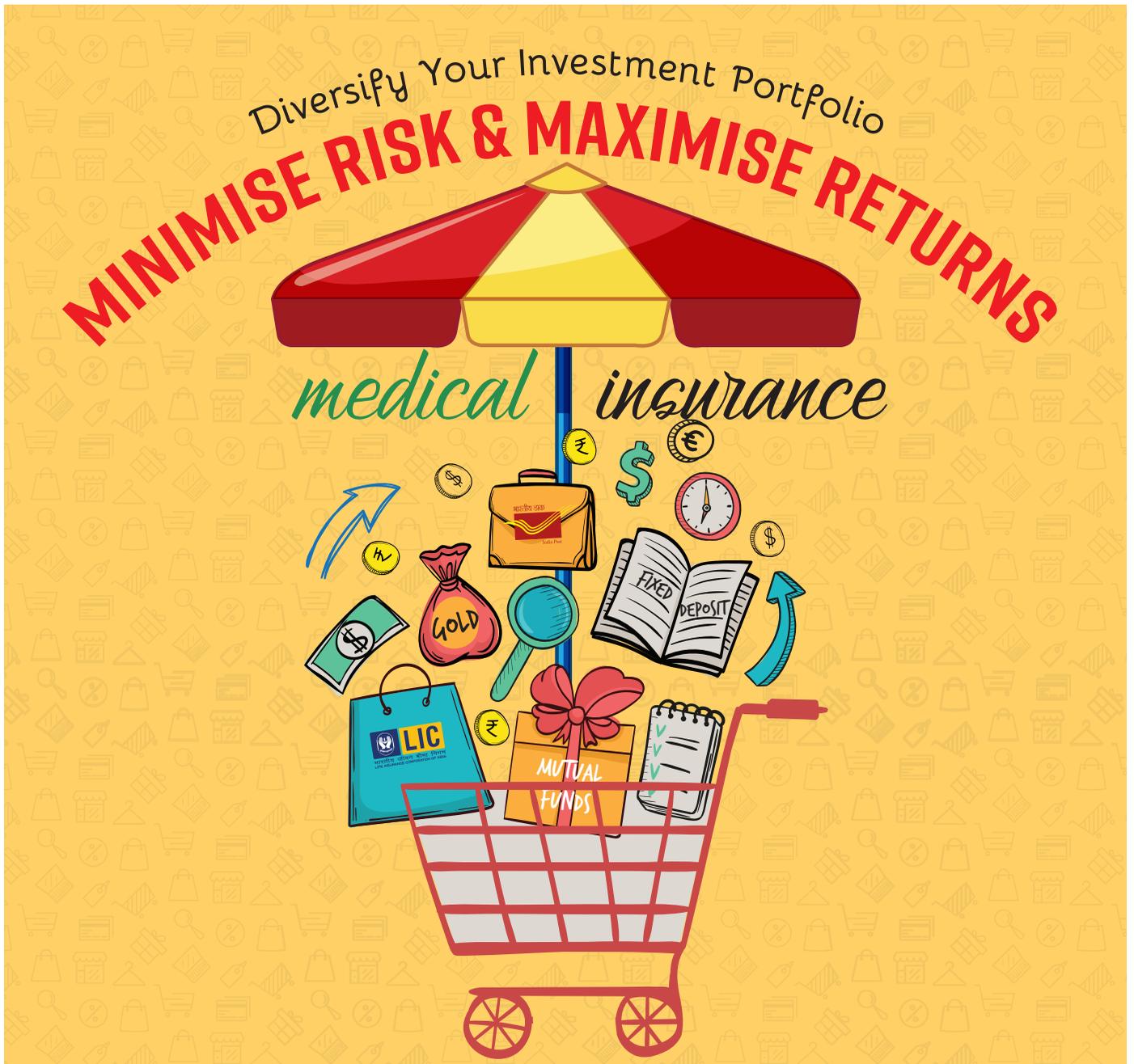


FINANCIAL Insights

Powered by CRK Financial Solutions



Dear Friends



Glad to be connected through this magazine. Our team at CRK Financial Solutions are more concerned about your health, well-being, safety all the time and very specifically during this pandemic situation.

With these aspects in mind, we are making sincere efforts to meet your needs on new investments, renewal of policies, compliances like submission of forms through our staff members from your home through our assistance. We are very happy to have your support and understanding on this. We shall be happy to receive your feedback, constructive criticism, inputs to improve these tele/remote support as it would save time at both the ends and also minimise your strains.

This pandemic situation brought us lot of misfortune, strains, loss and at the same time prepared us well to be ready in future for any such unexpected, unprecedented events. Our lifestyle has to have critically few changes that shall be the point of focus of the future of all of us. Let us think the following.

» Lead a healthy + hygienic life. Good habits and cleanliness are the main aspects for this.

» Social gathering has to be organised only for important and essential aspects. Celebrating our health and precious life is more important than celebrating events.

» As far as possible use digital / online platforms for getting work done or purchases. This not only reduces time but enables the social distancing, creates new job opportunities for many youngsters.

» Explore the opportunities to learn new things, skills through online, web platforms. Up skilling would be an important factor that decides the future.

» It is very important to have Life Insurance Policies and Medical Insurance policies for all in the family to the best extent possible. Corona also taught us the importance of medical insurance. It is high time to insure the family's health against any medical emergency expense since it may erode your wealth.

» It is very crucial and important to have an emergency fund with systematic saving pattern which can be withdrawn during emergency and also to continuously save for this purpose.

Though It is a tough time for students, job goers, entrepreneurs and all others as we miss many crucial activities, still we can rebuild our life and gain back the normalcy and better state of life through our sincerity, understanding and perseverance.

C. Ravikumar

CEO., CRK Financial Solutions

தருக்குறள் - தெரிந்துசெயல்வகை

அழிவதாஉம் ஆவதாஉம் ஆகி வழுபயக்கும்
உனதயமுற் சூழ்ந்து செயல்.

வளக்கம் :

ஒரு செயலைச் செய்யும்பொது வரும் நடத்தையும்,
பின் வகைகளையும் பார்த்து, அதற்குப்பின் வரும்
ஸாபத்தையும் கணக்கிட்டுச் செய்க.

We're Social



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username

CRK Financial Solutions



I am a central government employee retiring next year. I shall be getting a good amount as retirement benefits. How can I plan my investments?

Mr. Balaji - West Mambalam.

CRK - Diversification is the key. The amount should be diversified into PO, LIC, MF – Debt funds, Company FD and Gold (at least 5% - in paper form). Medical insurance is a must for anyone, especially for you, when the existing medical cover through the company should have to be continued by you separately, to make use of continuity.

I am a 30 year old private sector employee and am blessed with a baby girl 3 months back. Is it necessary to get insurance for me and plan for my child's future? What would be your suggestion? **Mr. Subramaniam - Nanganallur.**

CRK - Insurance is best when started early in life, since the premiums are calculated based on your age and the tenure of policy. If started earlier, lesser is the premium amount. You could plan for your child's education with LIC's

Jeevan Lakshya plan which is meant specially for securing child's future along with insurance cover. Partial funding can also be considered through SIP in blue chip fund of MF.

I am an entrepreneur earning about Rs. 50000 a month and I have a happy family with a home-maker wife, a child aged 8 years. Please suggest insurance and investment plans I should consider. **Mr. Murali - Mylapore.**

CRK - You must first have a better life insurance plan to secure future of your family, since you are the sole bread winner. Also suggest you to keep a medical insurance in place probably a Rs 5 Lakhs plan to start with, which will be of utmost support. Apart from this, you must plan all your foreseen financial goals, combining mutual funds and LIC for the corpus creation for your child. Plan and build a contingency fund of about Rs 3 Lakh (6 months income) by either investing in RD or in liquid funds. You should try and save at least Rs 10000 every month towards reaching your goals. Once comfortable, you could plan for your pension during retirement with additional contribution.

If you have any queries related to finance/ savings/ investments, we would be pleased to answer them.

e-mail : radhukanna@gmail.com

Whatsapp : 9941606398.

Benefits of Health Insurance



- ✓ Financial Stability
- ✓ No Treatment Compromise
- ✓ Cashless Treatment
- ✓ Routine Medical Check-up
- ✓ Tax Benefit
- ✓ COVID cover
- ✓ No claim bonus

Wealth that grows & Lasts Forever

PRINCIPLE NO: 4 - "GOLD AND GREED NEVER STAY TOGETHER"

We have seen in the previous issues the first three principles in financial planning and wealth management which will make wealth grow and last forever.

The fourth principle that governs personal financial planning is "Gold and greed never stay together".

There are so many stories of greed destroying the wealth of rich people and as many stories of how poor people threw away their wealth that suddenly came to them through blessings and boons, just because they became greedy.

A man prayed God, and when He appeared before him and asked him, "What would you need, son?" he said God make all that i touch turn into Gold. God blessed him and said, "So, be it son". He made all his utensils, furnitures, fixtures into gold. But alas, even the food he touched turned into gold and in the end even his own daughter turned into a golden statue as he touched her.

What happened to the man who got blessed with a duck that lays one golden egg a day?

Greed blunts all the sense of caution. Greed defies intelligence. Greed ignores risk. Greed dilutes discipline. Financial markets punish greedy people with swift, and deadly blows. Daniel Kahneman is an Israeli-American psychologist notable for his work on the psychology of judgment and decision-making, as well as behavioral economics, for which he was awarded the 2002 Nobel Memorial Prize in Economic Sciences. He said that the

financial markets are a classic case of an activity that refuses to distinguish the specific from the general.

In financial planning and wealth management, we need to stick to the basic principles and not get swayed by the temptations that markets offer, particularly during a bull run. Greed does not allow this to be done.

For example, let us take the example of Mr. Atul. He got into a SIP targeting 20 lakhs fund for the goal which is 20 years from the starting point, it is likely that the investment he has selected in SIP has already grossed 20 lakhs (or almost close to that figure) in the 15th year itself that is 5 years before the goal itself, now he must be advised to shift a major proportion of this investments into low yielding but safer instruments. Normally in that situation, during a bull run to shift the investments to less attractive products requires the emotional strength of a willingness to forgo the present happiness for a future happiness.

Even though the need is only 20 lakhs, the present bull run makes this person wait a little longer to make more than the need itself, so that goal can be better celebrated. So Mr Atul throws caution to the wind and says that he will continue with the equity so that he can have more money than required. If the market takes a down trend then he will end up with just 10 lakhs, that is half the money required for the goal.

Investors including traders many times ignore the



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

stop-loss levels that they had set for themselves. A sense of overconfidence develops. They believe that they have now mastered the markets and they are in command. The brain picks only such signals that reinforce their belief in their skills to negotiate or manoeuvre the corners. The underlying emotion behind this is the greed for more than the requirement itself.

Proper risk management strategies are required to sustain wealth. Every big company maintains an appropriate Debt:Equity ratios. This is one of the risk management strategies. But you will find individuals during a bull run in any assets, group all their assets into that category only. You will find this profound in equity markets. (It is also true with metals, real estate as well).

Risk ignorance is not risk management. To get prepared for the risk is not “Negative thinking”. It is not pessimism to foresee risk and getting prepared to manage it. But greed as an emotion will not permit this. Because it will reduce the quantum of gain. Investing in debt instruments is a very good risk management strategy. But when the markets are booming, the mind will not agree to it. Even the advisors and the media often tend to play on this greed factor and would discourage investments which are safe but are yielding single digit returns.

Investment is not gambling or rash driving. Investment is a science. It operates on principles. But when principles are ignored, then investment is akin to gambling or rash driving. People loose money in the market not because of market behaviour but because of their behaviour in the market.



திருக்குறள் - தெரிந்துசெயல்வகை

எள்ளாத எண்ணிச் செயல்வேண்டும் தும்பொடு
கொள்ளாத கொள்ளாது உலகு.

விளக்கம் :

தம் நிகழையாடு பொருந்தாதவர்களை உலகம்
ஏற்றுக்கொள்ளாது. ஆகையால் உலகம் இகழ்ந்து
தள்ளாத செயல்களை ஆராய்ந்து செய்ய வேண்டும்.

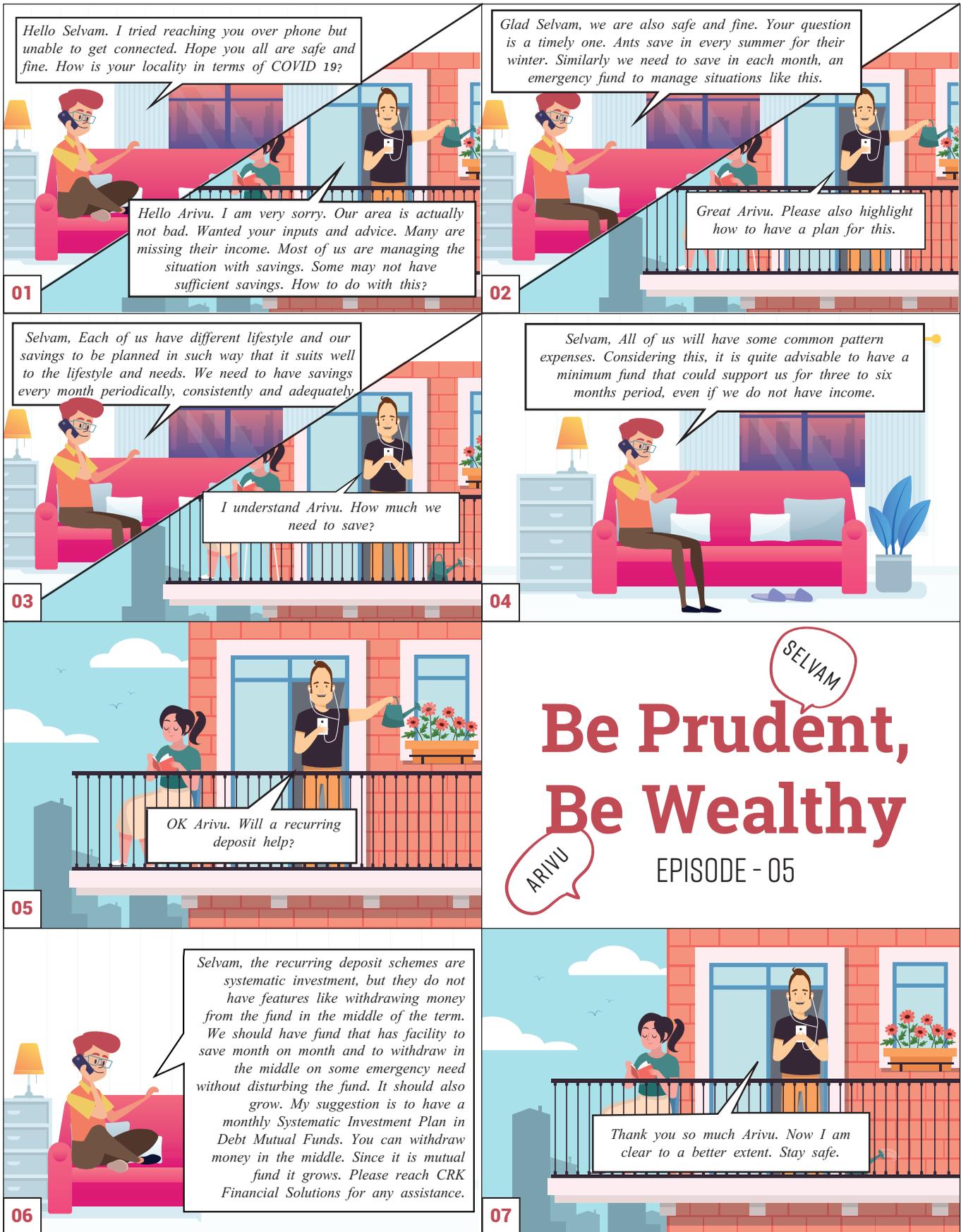


7.15% PA FLOATING RATE SAVINGS BONDS 2020

- GOI Bond
- Safe and Secure
- Floating Rate of Return
- 7 years Tenure
- Half yearly Interest Payout

LAUNCH DATE - 1ST JULY 2020





01 Hello Selvam. I tried reaching you over phone but unable to get connected. Hope you all are safe and fine. How is your locality in terms of COVID 19?

02 Glad Selvam, we are also safe and fine. Your question is a timely one. Ants save in every summer for their winter. Similarly we need to save in each month, an emergency fund to manage situations like this.

01 Hello Arivu. I am very sorry. Our area is actually not bad. Wanted your inputs and advice. Many are missing their income. Most of us are managing the situation with savings. Some may not have sufficient savings. How to do with this?

02 Great Arivu. Please also highlight how to have a plan for this.

03 Selvam, Each of us have different lifestyle and our savings to be planned in such way that it suits well to the lifestyle and needs. We need to have savings every month periodically, consistently and adequately

04 Selvam, All of us will have some common pattern expenses. Considering this, it is quite advisable to have a minimum fund that could support us for three to six months period, even if we do not have income.

03 I understand Arivu. How much we need to save?



05 OK Arivu. Will a recurring deposit help?

Be Prudent, Be Wealthy

EPISODE - 05



06 Selvam, the recurring deposit schemes are systematic investment, but they do not have features like withdrawing money from the fund in the middle of the term. We should have fund that has facility to save month on month and to withdraw in the middle on some emergency need without disturbing the fund. It should also grow. My suggestion is to have a monthly Systematic Investment Plan in Debt Mutual Funds. You can withdraw money in the middle. Since it is mutual fund it grows. Please reach CRK Financial Solutions for any assistance.

07 Thank you so much Arivu. Now I am clear to a better extent. Stay safe.



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	8.56%
PNB Housing Ltd	CRISIL FAAA	7.90%
Mahindra & Mahindra Financial Services Ltd	CRISIL FAAA	7.85%
Bajaj Finance Ltd	FAAA by CRISIL, MAAA by ICRA	7.75%
ICICI Home Finance	FAAA by CRISIL, MAAA by ICRA	7.50%
Sundaram BNP Paribas Home Finance Ltd.	ICRA MAA+	7.25%
HDFC Ltd.	FAAA by CRISIL, MAAA by ICRA	7.03%

* Highest rate including additional interest for Senior citizens, employees etc. wherever applicable.
* As of June 2020

5 Ways How not to save money

The looming uncertainty requires some belt tightening. However, don't try to cut corners in these expenses.



Health Insurance

Everybody needs health insurance, but many people don't buy it because they are covered by group health insurance. At a time when jobs are on the line and companies are cutting expenses, the group health cover may not help too much. So, don't try to save on the premium by skipping health insurance. It is absolutely necessary that your family remains covered even if you have to close some investments or take a loan to pay the premium.



Life Insurance

Life insurance is another thing that must continue even if you lose your job or suffer a pay cut, when you are facing financial difficulties, you might feel that the term insurance premium is a waste of money and can be avoided. But believe us, your term plan is the best insurance policy your money can buy. Don't let it lapse just because you are facing a temporary cash crunch. Buying afresh will be very tough and far costlier.



Opting for Moratorium

Bank and other lenders are offering moratorium on payments. Before you opt for such a relief, keep in mind that the moratorium is only a grace period for payments, not a waiver. You will have a pay interest for the three months payment holiday. Opting for the moratorium is like taking a loan. Take it only if you are in dire need and have exhausted all other options. Otherwise you will end up paying interest on a loan you didn't really need.



Household & Other workers

Everybody has been affected by the pandemic, but the lower income strata is suffering the most. These people don't have too much in savings and the loss of income has hit them very badly. At this critical juncture, laying off your household help or the driver will deprive their households of a lifeline.



Haggling with Vendors

There are many others who need your support. If vegetable and fruit vendors are charging you a small premium it is because sales are down by almost 50%. Vegetables and fruits are low margin items and sellers depend on volumes. Since volumes are down by half, they are trying to hike margins. Don't haggle with them for a few rupees. They are risking a lot to bring foodstuff at your doorstep even as the pandemic rages on.

(Limited period scheme)

HDFC *Special* Deposits

(Fixed Rates only)

Deposits upto ₹ 2 Crore

Period	Monthly Income Plan	Quarterly Option	Half-Yearly Option	Annual Income Plan	Cumulative Option*
33 Months	6.35%	6.40%	6.45%	6.56%	6.56%
66 Months	6.45%	6.50%	6.55%	6.66%	6.66%
Minimum Amount (₹)	40,000	20,000	20,000	20,000	20,000

HDFC *Premium* DEPOSITS

(Fixed Rates only)

Deposits upto ₹ 2 Crore

Period	Monthly Income Plan	Quarterly Option	Half-Yearly Option	Annual Income Plan	Cumulative Option*
15 Months	6.20%	6.25%	6.30%	-	6.41%
22 Months	6.30%	6.35%	6.40%	6.51%	6.51%
30 Months	6.25%	6.30%	6.35%	6.46%	6.46%
44 Months	6.40%	6.45%	6.50%	6.61%	6.61%
Minimum Amount (₹)	40 000	20 000	20 000	20 000	20 000

Rates Effective From July 4, 2020

Additional interest rate of 0.25% for senior citizen (60 years and above)

DEADLINE FOR FILING INCOME TAX RETURNS

As the COVID-19 pandemic is very critical the Union Government has extended the deadline for filing income tax returns as below.

For Salaried, pensioners, Business People (turn over below 1 Crore) the last date is extended from 31 July 2020 to 30 Nov 2020.

For Business People (turn over Above 1 crore) the last date is extended from 31 Oct 2020 to 30 Nov 2020.

You can buy Gold in paper form.

RBI's Sovereign Gold Bond

2020-21 Series 4

6th to 10th July 2020

2020-21 Series 5

3rd to 7th August 2020

2020-21 Series 6

31st Aug to 4th Sep 2020

- Earn Interest Half Yearly
- Tradability
- Safety - No Storage
- Demat/Physical
- Security - RBI's
- Purity
- 8 Year Tenure



NOW TRACK YOUR INVESTMENT PORTFOLIO ANYTIME... ANYWHERE...

"Smart window to the financial world for the smart people"



Your Investment Portfolio

Mutual Fund, Life/Health/Motor Insurance, Gold, Shares, Company and Postal Deposits.



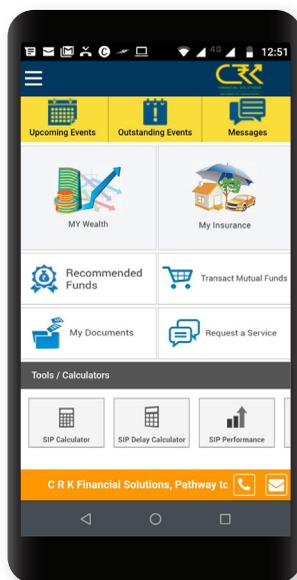
Online MF Transactions

Buy, Switch and Sell Mutual Fund Yourself.



Send Service Request

Send us a Service Request for any assistance



Event Calendar

Premium dues, Policy Maturity and other financial events tracker.



My Documents

All your Personal documents available through Google Drive, secure and safe.



Recommended Funds

View those top performing funds, that are recommended for investing now.

Hear from our Clients



"I held on to CRK Financial Solutions while I invested my entire retirement corpus last year. Appreciate very much the way they handle our hard earned money and the genuine guidance they provide from time to time in multiplying our investments. Kudos to Mr Ravikumar and the entire dedicated CRK team. Under the current scenario, strongly recommend CRK Financial Solutions for your investments. So, like me, stay with CRK and stay home safe."

- **Mrs. Latha Raghuraman**,
Ex - Senior Manager, Ashok Leyland Ltd



"Sun by nature is a universal Well-wisher. Our beloved Shri.Ravi (SUN) also is an ideal well-wisher of all as his meaningful name! यथा नाम तथा गुण Sun provides heat and light for all. Our Shri. Ravi also makes us financially benefited with his correct advice. We feel very glad and proud of his long association with our family since he started servicing. We wish him every success in all his endeavours. We appreciate the great services of all the members of CRK Solutions. LONG LIVE!!!"

- **Dr. R.M. Srinivasan**
Deputy Director, Hindi Teaching Scheme (Retired)

A NOTE TO OUR DEAR READERS

"Financial Insights" is an investor awareness publication by CRK Financial Solutions. It is being sent to some of you on a complimentary basis as part of our humble effort to ensure that more & more investors are made financially aware so that they get the best from their savings & investments. We sincerely hope that you like the contents of Financial Insights and in some way benefit from the same. Moreover, we would be happy to receive your feedback on the contents of this publication, we request you to please let us know by sending us an email on webmaster@chequeleaf.com. Alternatively, you can even write to us at our office address:

CRK Financial Solutions, New No 75, Arya Gowda Road, West Mambalam, Chennai 600 033.