

Bitcoin

Prospects and Future



\$TREET/NITIE

IN CONVERSATION

**Rohit Shah,
Founder & CEO
gettingyourich.com**



How Good or Bad is
Food Security Bill



The consequences of
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Indian Pharmaceutical
Industry Report

Face 2 Face



FOUNDER & CEO
GETTINGYOURICH.COM

Rohit Shah is presently Founder & CEO at Gettingyourich.com He is a SEBI registered Investment Advisor. Rohit helps families all across the world to meet their dreams. Rohit has co-authored four Personal Finance eBooks. Rohit worked for 14 years with IBM, Citigroup & Sterlite and handled Finance, Project Management and Technology assignments. Rohit is a CFP CM and Management Graduate in Finance.

Tell us something about your company, GettingYouRich.com.

We are a Financial Planning services firm based in Mumbai with clients based in 12+ Cities in India and couple of NRI clients. Our clients work for companies like IBM, Microsoft, Accenture, Capgemini, Prudential, TCS, Vodafone and Reliance. Our website has received 38,000 + hits so far. Our Sample Financial Plan and Personal Finance eBooks have received a total of 2500+ downloads. We have published 200+ personal finance articles in English,

Gujarati, Marathi & Hindi on our personal finance blog, websites and newspapers. We regularly conduct Financial Wellness sessions at Pan India locations for Corporate, Retail, College Students and NGOs. We are either Liked, Followed or Read by about 2,700 friends all across the globe.

What is Financial Planning for you? What kind of people do you generally deal with?

Financial Planning means designing your financial affairs to create wealth. We currently deal with clients in all segments. Young, Just Married, Mid-age couple, about to Retire and Retired families have taken our help in managing their finances. We generally prefer to deal with Executives.

What role does intuition play in investing? How much decision is actually governed by this intuition?

My sense is intuition plays a limited role. As an adviser, Investing is all about applying your experience with a logic. We normally like to take a quantified approach in what we advise. That said, we do observe intuition playing a significant role from an investor perspective. They do tend to ignore known wisdom and go by their intuition, many a times.

What advice would you give to a final year B-School student who is naive and is planning to invest?

Focus on basics. Knowledge is key so make every efforts to understand Personal Finance in a better

way. Beat inflation and make good use of Magic of Compounding. Ensure you follow the five golden rules of Personal Finance i.e.

1. Always keep an emergency corpus for 6 months of your expenses
2. Take a secondary health insurance
3. Cover yourself with life insurance
4. Make Goal based investments.
5. Keep taxes and risks in mind.

What can a person do to build a good foundation for his future earnings and long term wealth? What financial mistakes should he avoid?

Spend less than what you earn. Save at least 30% of what you earn. Beat inflation and leverage Magic of Compounding. Remember that time in the market is more important than timing the market. Common mistakes observed are buying wrong insurance products, not keeping an emergency corpus, not having secondary health insurance, not investing what is saved and not taking adequate risks.

What is your take on the current economic scenario and what impact do you think it will have on the BFSI sector as a whole?

At the country level, we are hopeful that a majority government will be in place after the elections. We believe that economic cycle has currently broken down with high interest rates impacting manufacturing and infrastructure activities. On BFSI we believe that with new banking licenses and reforms expected, we have a bright future. That said, largely this depends upon a stable government. With so many players present in financial planning and advisory, what are your core competencies which help you sustain in this cut throat competition?



a process driven mind set allows us to uniquely position our customized offerings.

At what point of time, did you think that you should become an entrepreneur? What kind of transformations has entrepreneurship style gone through?

I belong to a business family. Since 2004 I started shaping the thought to be on my own. I finally started my venture in August 2012.

The outside view of inside is always rosy. My sense is that transformation is still on. So far, with 18 months experience, my entrepreneurship style has now taken a matured shape and I must say that I now understand that growth is a very fine balancing act.

What are the annual targets, milestones and five year plan of GettingYouRich.com?

In next one year, we would like to conduct 25 workshops on personal finance, sign 100 clients for our fee based advisory services, get registered with SEBI, deploy system platforms and coach 3,000 students on financial literacy. In five years from now, I will personally work only on invitation basis. GettingYouRich.com would be one of the top 3 financial planners in the country.

What kind of personal milestones have you set in your life?

I would like to build a net worth of Rs. 100 Crores and retire by 2035 for my Dream CSR projects.

For more information about the company and its services please visit the website: www.gettingyourich.com/

