

VIKRAM'S

MONEY MANTRAA



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2ND EDITION

YOUR FRIEND IN WEALTH CREATION



R VIKRAM SINGH

YOUR FRIEND IN WEALTH CREATION

NOTE OF THANKS



I would like to start by thanking God, my Gurus: Sri R. Gopinath Sir and Sri Ranjan Nagarkatte Sir.

I would also like to express my sincere thanks to my beloved customers, my family members, my fellow teammates, LIC leadership, management and fellow colleagues.

Last but not least I would like to express my sincere gratitude to my well-wishers and friends who took a moment to share their inputs on the 1st Edition of Vikram's Money Mantraa. I would like to acknowledge your valuable feedback and the topics that you recommended for the 2nd edition.

Some of the key pointers that were recommended are –

- How to start financial planning according to your age.
- How to manage personal finances.
- Give insights on products other than Insurance.



LETTER FROM VIKRAM

Hi All,

I am Vikram Singh, Founder and CEO of Vikram Insurance & Investment Services, a wealth and insurance consulting firm.

Last financial year was very special as we could qualify for **Corporate Club** for the first time which means that out of the 14,00,000 financial advisors of LIC, we were among **Top 350 Corporate Club Members in India**.

Now we are a holistic company, we not only do Life Insurance & Health Insurance, but we are also into wealth consultancy through investment advisory in stocks, mutual funds, PMS, Gold Bonds, FDs, Commercial Real Estate, NPS, Vehicle Insurance, Fire Insurance, Household Insurance & Mortgage Insurance.

This journey would not have been possible without an outstanding team of committed advisors, our mentors, and our valuable clients.

Happy Investing!

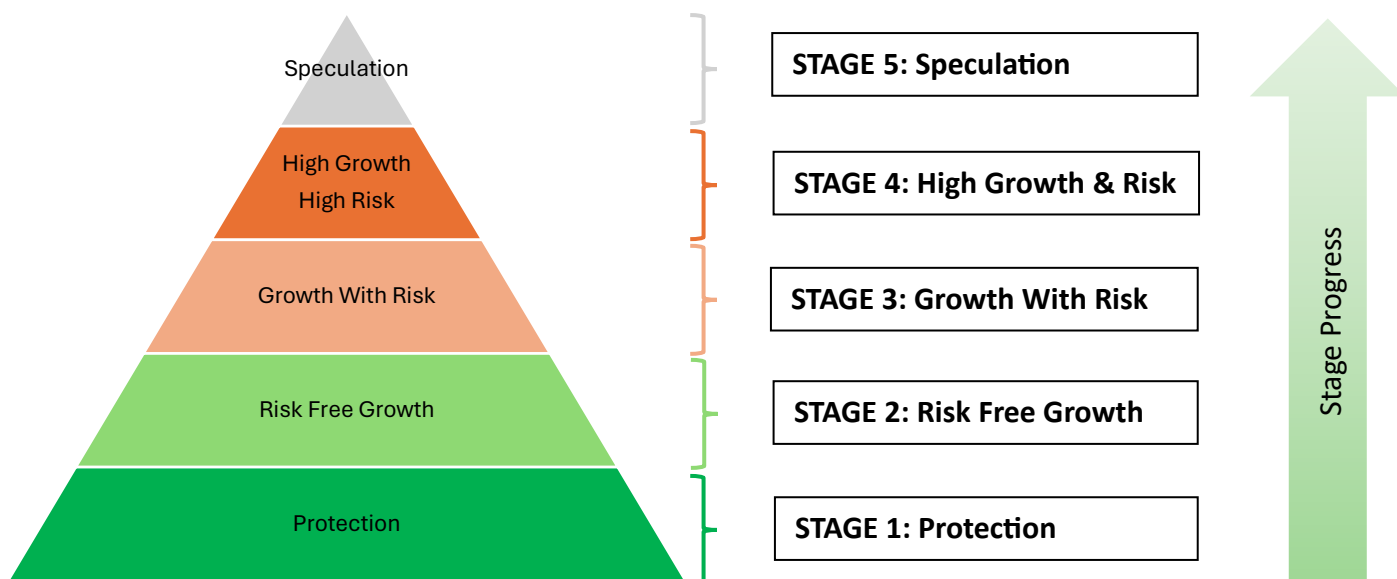
Regards,
Vikram Singh

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FINANCIAL PYRAMID AND INVESTMENT STRATEGY



Pyramids are the strongest structures known to mankind. Even nature creates mountains which are Pyramid in shape. The strength of the pyramid comes from its strong base and foundation. The same principle of strength shall be applied to *Personal Finances*. Our *Financial Pyramid* should be able to withstand any turbulent situation.

The foundation of the *Financial Pyramid* is called **Protection**. This is the **first stage** of setting up your Financial Pyramid and planning. Protection of income, assets, wealth, and resources. For most of the salaried class and even businessmen, the generation of income is directly proportional to investment of time and money along with the physical and mental efforts. If any of the factor leading to the generation of income is affected, then it has a proportional impact on the output: Income. Therefore, the very first step that an individual, salaried or businessmen, should take is by investing in health and life. This is done two ways. First of course is through maintaining a healthy and happy lifestyle. Second through securing health through a proper *HEALTH INSURANCE* and life through a right *LIFE INSURANCE* or *TERM INSURANCE*. For a proper financial planning, one must start by protecting medical and life risk. Hence is the first stage, Protect from the unpredictable risk of health and life. Protect with Health Insurance and Life Insurance.

Often young investors ask: What is the "**Right Value**" of human health and life? How do we put a number around that?

Well, the answer is simple. Follow these steps and you will find yourself covered and protected.

- **START EARLY** when you are healthy to ensure premium is low.
- Do **NOT** depend upon your company health insurance. Take personal health insurance as well.
- **ALWAYS ADD** a **Critical Illness plan** to your health insurance.
- For Life Insurance, simple **RULE** is that your **insurance value should be 200 times your monthly salary**. Why? Because, if your monthly salary is ₹ 1,00,000 and you take the insurance of ₹ 2,00,00,000, then

in case of any mishappening, your family can invest this life insurance amount at 6% return and get ₹ 1,00,000 as monthly payout in your absence to meet their expenses.

The **second stage** of the *Financial Pyramid* is called **Risk Free Growth**. You reach this stage after securing your family and your health. And now you wish to invest but with **ZERO RISK**. This is important for youngsters and young investors for two reasons –

- First: It protects you and your capital from any market fluctuation and dynamics.
- Second: It develops two very important **financial habits**
 - *Invest **before** spending and saving.*
 - ***Holding Capacity.***

It is very important for young investors (those who are new to investment irrespective of their age) to invest in those instruments and products which are insulated from all types of risks. Risk Free Growth (Investment) also means **NOT** investing in *Bitcoins, Options, Futures, and Stocks.*

So, what are your options to start with Risk Free Growth (Investment)? Well, there are so many good options to explore. They are –

- PPFs
- FDs
- RDs
- Bonds
- Endowment Plans

Investment in the above instruments sure builds your **Financial Holding Capacity** with a ZERO RISK.

The **third stage** of the financial pyramid is called **Growth with Risk**. It is often said that **“The biggest risk in life is not to take one at all”**. In this stage of financial planning, the investor must **ALWAYS** remember that the growth is *Imaginary*, but the risk is *Sure*. You enter into this stage of investment only after securing your second stage of Risk-Free Growth and having build a holding capacity.

But why should one invest into Growth with Risk? Well, the answer is again very simple. Till now all our investment were either to protect our future or ensure risk free financial corpus is built. But neither of these two stages and investment strategies are beating the **Inflation**. In this stage the investor has to be well read and informed. The investor should also be able to assess **How much is too much?** Of risk and growth. The desire for growth should not be converted into greed which overlooks the risk. ALWAYS be risk aware. Read the market well. This stage of investment is always subject to **market risk** and **macro-economic factors**. Investment in this stage is often done to improve lifestyle, create passive income, aspire and manage luxury such as buying a new house, buying a bigger car, sending kids to a foreign country for education, international vacations, retiring early.

Some of the Growth with Risk instruments and products are –

- Metals like Gold and Silver
- Real Estate
- Mutual Funds

- NPS
- Stocks (Equity Shares)

The fourth stage is called **High Growth High Risk**. This is a volatile segment, very reactive to market news, fluctuations, and micro and macro-economic factors. Typical investment instruments and products are –

- Venture Capital
- Big Real Estate
- Startup investments

This investment segment is for those who have done and secured their base and future and still have a portion of money to invest for higher rate of return but with higher risks. Typical returns are anywhere from 0 to 100x in a year.

The last and the final fifth stage is called **Speculations**. This segment is often governed by speculations than the actual facts. Investments are done in speculation of a result or report. The probability of speculation being true is generally low. The investment is driven more by luck than by the fundamentals of the company. These investments are often **NON-ASSET BACKED** investments. According to SEBI, 9 out of 10 investors who invest into futures and options lose their entire capital.

Some of the investment instruments and products are –

- Future and Options
- Derivatives
- Lottery
- Gambling
- Casino
- Betting
- Bitcoins

To help you build your personalized financial pyramid, please call us. We shall help you build the best and assured investment portfolio.

AGE WISE FINANCIAL PLANNING

For the purpose of ease and ready reference, we are sharing a table that should help you assess where the money is being spent, what are the consequence and what should ideally be the focus of a financially educated mind. We advise everyone to read and assimilate all the details of the below table. But if you want a cheat sheet for your age bracket, it is highly recommended that you read the previous age bracket as well. This shall help you to assess what got missed and what needs more attention.

Age	Traits & Expectations	Expenses	Ideal Investments	How & How Much
20 - 25	<ul style="list-style-type: none"> Brand awareness and affordability Show-offs Parties and vacationing Segment above mobility Entertainment focus mindset 	<ul style="list-style-type: none"> Bikes Cars Watches Clothes Accessories Drinks Foods Vacations Movies 	<ul style="list-style-type: none"> Health Discipline Education Reading Experience Financial Literacy Actions 	<ul style="list-style-type: none"> Know what you are eating. Take 0.9 grams of protein per KG of body weight. Avoid fatty and oily food. Drink responsibly. You are NOT measured and paid by your drinking ability. It adds to your health insurance. Read book, follow financial seminars and blogs. Understand basics of investing, taxes, and personal finances.
25 – 30	<ul style="list-style-type: none"> Start of career Low commitments Better risk appetite Healthy and fit body Financially Independent Only personal expenses Major time spent in office Career aspirations 	<ul style="list-style-type: none"> Rent Fuel Grocery Ad-hoc parental support Gifts for friends & families Electronics High value purchases: House or Vehicles Lifestyle inflation 	<ul style="list-style-type: none"> Skill addition Networking Writing and presentations Health Discipline Seminars & Conferences Health Insurance Life Insurance PPF Index Funds ETFs NPS Establish Good Credits Score Responsible Credit Card 	<ul style="list-style-type: none"> Monthly expenses such as rentals, fuel, grocery, etc should NOT exceed 30%. Monthly savings should be 30%. Ensure monthly investment of 30%. <ul style="list-style-type: none"> Equity: 65% - 75% Debt (Guaranteed Returns: 25% - 35%) Luxury and Lifestyle: 10% Short Term Goal: Build an Emergency Fund equivalent of 6 months of Salary for medical emergency, repair and damage of assets, layoffs. Mid Term Goal: Build financial corpus for <i>Down Payment for Home/Property</i>,

			<p>usage (< 30% of limit)</p> <ul style="list-style-type: none"> • Document and monitor financial planning 	<p><i>Payoff Student or Personal Loan.</i></p> <ul style="list-style-type: none"> ○ Opt for income driven repayment plan. ○ Avoid accumulating high interest debts. • Long Term Goal: Start retirement savings and investment. Starting early gives a larger corpus at the time of retirement.
30 – 40	<ul style="list-style-type: none"> • Mid-level management • Moderate to high commitments • Moderate to high-risk appetite • Financial Independence with few loans and liabilities • Personal & Family expense • Kids and aging parents' responsibility • Corporate pressure and job changes 	<ul style="list-style-type: none"> • Rentals • Loans • Children education • Parental support • Medical Emergencies • High value purchases: House, vehicle, policy • Lifestyle inflation • Family expenses 	<ul style="list-style-type: none"> • Financial discipline • Healthy lifestyle • Skill addition • Travel • Children Education Policy • Health Insurance • Term Insurance • Retirement Planning • Estate Planning 	<ul style="list-style-type: none"> • Evaluate current financial situation <ul style="list-style-type: none"> ○ Net Worth: Sum total of Assets – Sum total of liabilities ○ Cash Flow: Track your cashflows under expense, investment, savings, luxury and sub headers. Identify areas of investment and savings. Remember: <i>What gets measured gets improved.</i> • Set clear financial goals <ul style="list-style-type: none"> ○ Short Term: Building a 1-year emergency fund ○ Medium Term: Buying a house, savings for children's education. ○ Long Term: Retirement planning, wealth accumulation. • Manage debt wisely <ul style="list-style-type: none"> ○ Pay off high interest debts such as credit card bills ○ Avoid buying depreciating movable assets on debt

				<ul style="list-style-type: none">○ Avoid acquiring new debts unnecessarily to match lifestyle inflations.● Invest in your family's future● Plan higher education for your children<ul style="list-style-type: none">○ Ensure min. amount for basic education. Make sure to adjust inflation for next 18 years. The equivalent cost of inflation (6%) adjusted cost of education for a 25-lac amount after 18 years shall be 50 lacs. Do NOT take risk while saving for basic education.○ Save aspiration amount for dream education. A typical dream education will cost at around 1-2 Cr. Build a part of the education portfolio by investing into mutual funds, stocks. Also take assured child education plan.● Retirement Planning<ul style="list-style-type: none">○ Basic Living: The corpus should be <i>200 times of your current monthly salary/income</i>.○ Aspirational Living: The corpus should be 500-700 times of your current monthly salary/income. For this you should invest into stocks, mutual fund, real-estate income.● Health Insurance
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				<ul style="list-style-type: none"> • Life Insurance Calculation: Sum total of all inflation adjusted expenses + liabilities for next 25 years. Example – <ul style="list-style-type: none"> ○ Liabilities: 1 Cr ○ Child Expense (Education & otherwise): 3 lacs per annum. Therefore in 25 years, the amount is 75 lacs ○ Wife and Household: With 1 lac per month, the amount in 25 years become 2 Cr. <p>Therefore, your Life Insurance should be of 3.5 Crore.</p> • Estate Planning <ul style="list-style-type: none"> ○ Create or update a legal WILL and consider a TRUST if necessary to manage your assets. ○ Ensure your beneficiary details on your bank accounts, policies, and mutual funds are up to date.
40 – 50	<ul style="list-style-type: none"> • Senior Management • High Commitments • Financial Liabilities • Senior Education Liabilities • Parental Liabilities • Lifestyle Inflation • Onset of Lifestyle Disorders • High Stress Levels 	<ul style="list-style-type: none"> • Rentals • Loans • Children education • Parental support • Medical Emergencies • High value purchases: House, vehicle, policy 	<ul style="list-style-type: none"> • Financial discipline • Savings • Healthy lifestyle • Vacation • Children Higher Education • Health Insurance • Term Insurance 	<ul style="list-style-type: none"> • Ensure adequate Health Insurance, Life Insurance, Disability Insurance. Consider long term care insurance. • Target Savings at 50% of Income • Ensure enough saving to plan retirement at 55 or stress-free work. • Have a sizable emergency fund of 12 months of your current monthly income.

	<ul style="list-style-type: none"> • Community Engagement • International Vacations 	<ul style="list-style-type: none"> • Lifestyle inflation • Family expenses • Hobbies 	<ul style="list-style-type: none"> • Retirement Planning • Savings • Estate Planning • Multiple Passive Income Sources 	<ul style="list-style-type: none"> • Clear off ALL loans before you turn 50. • Must have a corpus for children's higher education. By now kids know what they will pursue, and you should have a fund to support their education. • Keep a cap on spending. • Do NOT spend on Home Renovations. • Do NOT buy a second asset (bigger home, etc) or liability (second car) at the cost of retirement plan or child's education. • Adjust your Asset Allocation to balance growth and risk. A common approach is to have a mix of <i>stocks, bonds, and other assets</i> that align with your risk tolerance and time horizon. • Re-balance more than often to ensure right returns. This might mean selling high-performing assets and buying underperforming ones to stay balanced. • Focus on Growth and Income <ul style="list-style-type: none"> ○ Invest in Growth Stocks or Funds that can provide substantially great return over time. ○ Add Dividend-Paying Stocks for steady income streams. • Estate Planning <ul style="list-style-type: none"> ○ Create or update a legal WILL and consider a TRUST if necessary to manage your assets.
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				<ul style="list-style-type: none"> ○ Ensure your beneficiary details on your bank accounts, policies, and mutual funds are up to date.
50 – 60	<ul style="list-style-type: none"> ● Focus on preserving wealth rather than creating wealth ● Risk Averse ● Medical Liabilities ● Self-Liabilities ● Settling Kids 	<ul style="list-style-type: none"> ● Rentals ● Fuel ● Driver ● Groceries ● Pilgrimage ● Loans ● Medical Emergencies ● Lifestyle inflation ● Family expenses ● Children marriage 	<ul style="list-style-type: none"> ● Debt Investment ● Savings ● Emergency Funds 	<ul style="list-style-type: none"> ● Each year start removing 10% from your equity portfolio to debt portfolio. By doing so, you preserve the wealth you created through equity investment. ● By the age of 60, you should rebalance your entire portfolio such that debt to equity ratio should be 80:20. ● Emergency fund of at least 1 year if not more. Ideally for 3 years. ● If previous phases are NOT planned well, then this and the subsequent years of life are DIFFICULT. ● NEVER spend your Provident Fund or Retirement Fund on your children’s dream. ● If not planned for education and marriage, let children take loan for their education and marriage. Do NOT misadventure by taking a liability in this age. Remember there is NO LOAN for RETIREMENT. ● STRICT NOs – <ul style="list-style-type: none"> ○ Personal Loan ○ Education Loan ○ Marriage Loan ○ Housing Loan ○ Car Loan ● Start investing in Passive Income Opportunities.

				<ul style="list-style-type: none"> • Start investing in Portfolio Income Opportunities. • Estate Planning – <ul style="list-style-type: none"> ○ Create or update a legal WILL and consider a TRUST if necessary to manage your assets. ○ Ensure your beneficiary details on your bank accounts, policies, and mutual funds are up to date.
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RETIREMENT PLANNING AVENUES

There are three (3) avenues for retirement planning.

Retirement Income Avenues	Merits	Demerits
PENSION INCOME – Pension income refers to the regular payments received during retirement from a pension plan. These payments are typically monthly or annual basis.	It provides every month or every year income regularly till the person is alive (like earlier Government pension).	The income is fixed. It does NOT meet or match inflation . It can take care of only basic needs.
CORPUS INCOME – A BIG corpus is created through regular SMALL contributions over a period of time. This big corpus is then reinvested in the bank or Systematic Withdrawal Plan (SWP) and keep taking a percentage of the amount every year.	A Big Lumpsum is created, and it gives confidence to a person after Retirement, Bigger the corpus bigger the confidence.	The Big Corpus can be invested in a bank/SWP and can withdraw 4% every year with inflation and the corpus will last for around 25-30 years, but chances of over withdrawing can happen or in SWP the corpus may get eroded due to market correction .
REVERSE MORTGAGE – This is a provision wherein you mortgage your property to bank and bank will provide yearly income for next 20 years.	A Big Relief to those who have not done enough to Pension planning/Corpus planning, at least till their survival some income will come from the Bank.	If Property is 2 crores, 50% of that, that is 1 crore will be given over a period of 20 years, that is 5 lakhs will be given over 20 years in monthly instalment, after the person's demise, bank will recover the amount given with 13% per annum interest by selling the property and the rest will be hand overed to the nominee.

GOLD INVESTMENT: PHYSICAL V/S BONDS

Investing in gold can be done through various means, each with its own advantages and considerations.

Pure Gold Bars & Coins: Buying physical gold in the form of coins or bars allows you to possess tangible assets. However, storing and securing physical gold can be a challenge, and there may be additional costs associated with insurance and safekeeping.

Gold Jewellery: While gold jewellery serves both as an investment and a fashion accessory, it may not be the most efficient form of investment. Jewellery often carries high markups for craftsmanship and design, and if sold, you might not receive the full market value of the gold.

Gold Exchange Traded Funds (Gold ETFs): Gold ETFs are investment funds that track the price of gold. They offer the convenience of trading on stock exchanges like equities, providing liquidity and ease of buying and selling. Additionally, they eliminate the need for physical storage and security concerns. However, investors should be *aware of management fees associated with ETFs*.

Gold Bonds: Gold bonds are financial instruments issued by the government or financial institutions, where the investment is backed by physical gold. These bonds typically offer interest income (RBI offering gold bonds with 2.5% pa of interest) along with the potential for capital appreciation. They are a relatively safer way to invest in gold compared to physical forms, and they also provide periodic interest payments.

Gold has also been considered by many as a safe haven asset. In case of failure of an economy, or a currency, gold is considered to be the final shelter.

Gold carries negative Beta, when stock market goes higher the gold prices normally goes down. In the time of Economic Crisis like War/Recession the Gold rates can go higher and it can be used a Hedge against Inflation.

STARTING A STARTUP! BY YASHWANTH VIZZAPPU

Starting a business at 35 or older can be an incredibly rewarding venture. By this age, many of us have garnered valuable life experiences, professional skills, and a robust network that can be leveraged to create a successful startup. Here's a comprehensive guide to help you navigate the exciting journey of entrepreneurship, complete with examples of entrepreneurs who have thrived after 35.



SELF ASSESSMENT & IDEA GENERATION

IDENTIFYING YOUR STRENGTHS & INTERESTS

The first step in starting a business is to identify your strengths, skills, and passions. Reflect on what excites you and where your expertise lies. This self-assessment can help you pinpoint a business idea that not only aligns with your interests but also leverages your experience.

MARKET RESEACH

Conduct thorough market research to identify opportunities and gaps. Understanding your potential customers, competitors, and industry trends is crucial. This insight will help you validate your business idea and refine your value proposition.

BUSINESS PLANNING

DEVELOP A BUSINESS PLAN

A well-crafted business plan is essential for guiding your efforts and securing funding. Outline your business goals, target audience, value proposition, marketing strategy, operations plan, and financial projections. This document will serve as your roadmap to success.

Example: Ray Kroc, who was in his 50s when he started expanding McDonald's, had a detailed plan to scale the restaurant business into a global franchise.

VALIDATE YOUR IDEA

Before fully committing to your business idea, test it through surveys, focus groups, or a minimum viable product (MVP). Gather feedback and make necessary adjustments to ensure your concept resonates with your target market.

FINANCIAL PLANNING

CALCULATE STARTUP COST

Determine how much capital you need to launch and run your business until it becomes profitable. This includes expenses such as equipment, marketing, salaries, and operational costs.

FUNDING OPTIONS

Explore different funding sources such as personal savings, loans, grants, angel investors, or venture capital. Crowdfunding can also be a viable option for certain business ideas.

Example: Colonel Harland Sanders used his savings and social security checks to start franchising KFC in his 60s.

MANAGE FINANCES

Set up a robust accounting system to track expenses, revenues, and profitability. Consider hiring an accountant or using financial software to maintain accurate financial records.

LEGAL AND ADMINISTRATIVE COSTS

CHOOSE A BUSINESS STRUCTURE

Decide whether to establish your business as a sole proprietorship, LLP or Private Limited. Each structure has different legal and tax implications, so choose the one that best suits your needs.

REGISTER YOUR BUSINESS

Obtain the necessary licenses, permits, and registrations required for your industry and location. This step ensures that your business operates legally and complies with all regulatory requirements.

PROTECT INTELLECTUAL PROPERTY

Trademark your brand name, logo, and any unique products or services to prevent unauthorized use. Intellectual property protection is crucial for maintaining your competitive edge.

BUILDING YOUR BRAND

CREATE A STRONG BRAND IDENTITY

Develop a memorable name, logo, and brand message that resonate with your target audience. Your brand identity should reflect your business values and appeal to your customers.

ONLINE PRESENCE

In today's digital age, having a strong online presence is essential. Build a professional website and establish a presence on relevant social media platforms. Consider blogging or content marketing to attract and engage customers.

NETWORKING

Attend industry events, join professional organizations, and connect with potential clients, partners, and mentors. Networking can open doors to new opportunities and provide valuable insights.

MARKETING & SALES

DEVELOP A MARKETING STRATEGY

Utilize various marketing channels such as social media, email marketing, SEO, PPC advertising, and traditional advertising to reach your target audience. A diverse marketing strategy can help you maximize your reach and impact.

SALES STRATEGY

Define your sales process, train your sales team (if applicable), and use CRM tools to manage customer relationships and sales leads. A structured sales strategy is key to driving revenue growth.

OPERATIONS & SCALING

SETUP OPERATIONS

Establish efficient processes for production, delivery, customer service, and other operational aspects. Streamlined operations ensure that your business runs smoothly and efficiently.

HIRE THE RIGHT TEAM

Recruit skilled employees who align with your company's culture and values. A strong team is crucial for executing your business plan and achieving your goals.

ADAPT & SCALE

Continuously monitor your business performance, gather feedback, and make necessary adjustments. Plan for scaling your operations as your business grows to meet increasing demand.

Example: Jan Koum co-founded WhatsApp in his 30s and focused on scaling the app's operations to handle millions of users, which eventually led to a massive acquisition by Facebook.

PERSONAL CONSIDERATIONS

BALANCE WORK LIFE

Starting a business can be demanding, so maintaining a healthy work-life balance is important to avoid burnout. Set boundaries and prioritize self-care to sustain your entrepreneurial journey.

STAY RESILIENT

Be prepared for challenges and setbacks. Persistence, adaptability, and a positive attitude are crucial for overcoming obstacles and achieving long-term success.

Example: Vera Wang, starting her fashion empire at 40, faced many industry challenges but remained resilient and adaptive, growing her brand into a global name.

RESOURCES & SUPPORT

MENTORSHIP

Seek guidance from experienced entrepreneurs, mentors, or business advisors who can offer valuable insights and advice. Mentorship can be a powerful resource in your entrepreneurial journey.

EDUCATION

Consider taking courses or attending workshops on entrepreneurship, business management, and relevant industry topics. Continuous learning will help you stay ahead of the curve.

SUPPORT NETWORKS

Join entrepreneur groups or online communities to share experiences, seek advice, and find support from fellow entrepreneurs. A strong support network can provide encouragement and motivation.

Starting a business later in life can be a distinct advantage due to your accumulated experience, skills, and professional network. With careful planning, dedication, and the right support, you can successfully launch and grow your startup. Embrace the journey and enjoy the process of building something truly your own.

AMBITIOUS JOURNEY FULL OF UNCERTAINTY AND AMBIGUITY – BY MR. DEBASHISH MISHRA

Start-up is exciting is what we often get to hear. True to a large extent.

I have seen most the founders being obsessed about the idea and relentlessly overcoming setbacks. If you are thinking of one for yourself, here are some thoughts that may help you dive in and reflect.

The first and foremost is the **ideation stage**. Identifying the problem that you want to solve and why you want to solve it. Ask this question one hundred times. Yes, at least. This needs a detailed examination of identifying the problem and assessing if there is a white space. Next – bounce off this idea with some experienced people/industry experts and so on. This helps in validation at an early stage.

Then comes the potential market and fitment. What is and what could be the market of your product and/or solution. Who are your consumers? What are your key differentiators? What is different? Why should people buy your solution/product? How does the competition look like? Who and how big are they? And more of deep reflections.

The third step is to find partners/co-founders if you want to.

The next important aspect is to figure out how much funding is required and who will fund it. By yourself or you would seek investors. Finding an investor is not easy as one would deeply evaluate the white space you thought it to be. Whether it's just about passion or there is enough potential also. At times luck also should favor!

In all these drafting a plan for Product/solution development, go-to-market, PR, branding, scale are important steps. After which based on the market you want to operate the legal and regulatory norms to checked.

Resilience, Grit, Passion followed by knowledge are some of the most critical aspects in the success of a start up journey. Rest assured that you will let of your personal time and be fully committed in building the foundation for at least 3-5 years. This is time when most of us give up – it's unimaginably tough. Tremendous amount of time, effort, money and more resources are spent and yet chances are too thin that you would really make it! They say the higher the risk and the greater is the reward!

Many founders run after growth at an exorbitant burn rate! However, time tested idea could perhaps be that even small but try to be profitable from early days of revenue. The business would teach you better and more efficient ways of optimizing the cost. Keep a gradual increase and check on it. Lastly, build a strong team and take good care of them, they will take care of your business in turn. Sounds simple and maybe it is but certainly not easy. This is one of the secrets of great successes. Remember, how you (As a company) want to be identified and known but consumers, clients, shareholders, and employees. It matters a lot if you want to be playing the game for long and not just looking at the valuation numbers and have an exit plan already. All the best if you ever pick this journey of ambiguity and uncertainty.



EMPLOYEE TURNED EMPLOYER! MANJU CHINNASWAMY



Full Time Corporate Employee: 15 years

Part Time Business & Corporate Career: 3 years

Full Time Self Employed: 5 years

Consistency is the key, work & work only: To become an entrepreneur took 15 years for me without Inheritance almost zero financials backup.

A Boy from the below poverty line family setting up a business to offer employments or creating jobs is definitely not an easy decision.

It demands lot of courage to risk it while the whole family was in the phase of middle-class lifestyle (with decent financial status), yet under-privileged state of the family.

But it was a strategic move at the right time and at the right age with experience of collective business process learnt over journey of my career.

Proud to mention that whole family stood by me to this big change, and my beloved Godfather as inspiration by Mr. Wilson Thomas and brother as back bone of all decisions Mr. Mahesh Nagaraju & Complete Spin family to move on to the different perspective of life.

Started with a Salon franchise as partner, maximum involved in sustaining and developing business consistently. Had tough situation though having work experience with different corporate domains, heading a skill-based service business was bundle of challenges overriding day to day. But "A BIG NO TO TURNING BACK"

Reinvesting habit pushed me to franchise few more branches over a period, as it was very meaningful lifestyle and working for brand and creating jobs simultaneously which takes care of many dependent families.

I had to put my heart and soul yet enjoying being part of the business, after 5 years of journey, working almost an average of 15:00 hours of workdays without leaves & holidays, turn back and seen what I have gained and lost.

Gained –

- Created 150+ jobs (1500+ jobs as a company)
- Better financial status as an individual
- Many contacts which is essential for a business network.
- Celebrities & officials on direct contact
- Decision making attitude

Lost on unbalanced life –

- Limited personal time
- Limited family time
- Unsecured loans & debts
- Little stress & Grey hairs
- Weakened health state

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EXTRAORDINARY ACHIEVER – MANDIRA

SASHVITH SOMANNA

Master Mandira Sashvith Somanna is a pride of Karnataka and a precious asset for our country, India. He is son of Mr. Mandira Roshan and Ms. Suman N.K.

In 2022-23, Mandira Sashvith Somanna has played and represented state in under 16 cricket tournament at Punjab. The selection was held at Bangalore KISA tournament.

He has also represented under 16 Mangalore in Karnataka State Zonal.

He has participated in Bangalore League Matches through Karnataka Institute of Cricket (KIOC).

He is an avid Basketball player and has played in Basketball KISA tournaments from Christ Bangalore.

In 2023-24, he has played under 19 Karnataka State Cricket Association (KSCA) Zonals for Moffusil Trophy.

He played under 19 for Yankee Club in Bangalore League Matches through Karnataka Institute of Cricket (KIOC).

He is currently studying in St. Joseph PU College and has scored 85% in class 10th.

He is not only a star for his college, but also for our state Karnataka and our country India. Team Vikram wishes him a bright future and pray that one day Mandira Sashvith Somanna plays for Team India and IPL. Wishes him a great success on behalf of all our clients as well. Keep it up, machcha !



TESTIMONIALS



Vikram is very proactive in sharing and educating his clients, inviting them for various LIC related programs. If we ask him to suggest any policy, he will give it to us in a few minutes. He has a team of few people Banu, Manjunath and Anthony who co-ordinate well in completing the Policies successfully. I wish them all the best in their career.

- Mrs. K V Shailaja | Salaried



I am a customer with Vikram LIC for 20 years and the service given by Vikram and team is marvellous. All the query and reminders for payment is followed up by their team till the end.

We look forward the same for future.

- Mr. Suresh MN | HR Executive



I am very happy to express my utmost satisfaction with the exceptional service provided by Vikram and his team in handling my LIC policies.

Their expertise in LIC services is truly commendable. They made complex LIC policy details easy to understand and handled all paperwork efficiently.

What truly impressed me was their dedication to customer satisfaction. Vikram and his team were always available to address my questions promptly and provided regular updates and reminders. Their personalized recommendations aligned perfectly with my financial goals, showcasing their deep understanding of my needs.

I highly recommend Vikram and his team for their exemplary LIC service. Their commitment to excellence and customer care is truly commendable. Thank you, Vikram and team, for your exceptional service.

- Mr. Santhosh TN | Software Engineer



I have known Vikram from the last two years and he has been a fantastic professional as Wealth Advisor. He understands your requirements very clearly and customized them accordingly. His team is also very supportive and always proactive, ready to help and support for any kind of financial services. He sometimes goes out of way to get things done.

We have become good friends over the time, and I can say he is a man with golden heart, and I highly recommend his Services if you are looking for one.

- Mr. Kiran Bojja | IT Professional (Director)



I am writing to express my heartfelt appreciation for the outstanding service I received from you and the LIC team. Your professionalism, attentiveness, and dedication have truly set a high standard.

From the very beginning, you made the entire process seamless and stress-free. Your detailed explanations and prompt responses to all my queries were incredibly reassuring. You took the time to understand my needs and provided the best insurance solutions tailored to my situation.

What stood out the most was your genuine care and commitment. Your proactive approach and regular updates kept me informed every step of the way. I felt confident knowing that my insurance matters were in capable hands.

Thank you for going above and beyond to ensure a smooth experience. Your excellent service has reinforced my trust in LIC, and I will certainly recommend your services to friends and family.

- Mr. Parul | Director Admissions CHIREC International School



I got very good service from Mr Vikram and team, it was COVID, I didn't even have to step out home, his team came home to collect documents and did all necessary paperwork. I took for my son, Jeevan Tarun.

For any doubts they were always there to respond. Mr Vikram always update regarding new polices, for women's day some policy, which i took. Thank you, Mr Vikram and team.

- Dr. Jyothi | Dentist (Gold Medalist)



Excellent service by Mr. Vikram. I must say that his timely service and immense knowledge on investments is impeccable.

- Mr. Avinash | Ecoplasm



It gives me a lot of pleasure whenever there is an opportunity to speak about Vikram and his company's services. I have known Vikram for the last 8 years, a guy with so much passion, commitment, and customer orientation. Like anybody, our first interaction was for a policy that I took and subsequently a couple more. What stood out was his perfect understanding of his client's needs, which percolates to all his support staff. One word to describe his customer service-- OUTSTANDING. There is a saying that the customer is God, and Vikram treats all his customers like one. His belief in "Strong Relationships bring more business" is paying rich dividends, which is documented in his professional growth. Keep up the excellent work you are doing, Vikram. Wish you many many more accolades and success in the future.

- Mr. Balasubramanyam H K | COO Secure Hospitals Pvt Ltd



Vikram, I have used your services for almost 10 years now. I really appreciate the service that I get from you and your team. You have always responded my queries in a professional and timely manner. Really thankful to you. 🙏

- Md. Liyakhat | Senior Lead (Delivery Management)



I am delighted to share my experience with Vikram and his team. From the moment I started talking to Vikram, which is almost 16 years now, I was greeted with warmth and professionalism every time he or his team called or met up with me. The staff went above and beyond to assist me with all my insurance needs and timely reminders on any missed payments from my side.

Vikram is incredibly knowledgeable and guided me through the various insurance options available, helping me make informed decisions that best suited my requirements. Their expertise and dedication made the entire process smooth and hassle-free.

Moreover, Vikram's commitment to customer satisfaction is truly commendable. Whenever I had a question or needed assistance, he and his team were readily available to provide prompt and efficient support, ensuring that my concerns were addressed promptly.

Thanks to Vikram and his team, I now have the peace of mind knowing that my insurance needs are well taken care of. I highly recommend their services to anyone seeking reliable and trustworthy insurance solutions.

Thank you once again to the entire team of Vikram for their outstanding service and support.

- Mr. Anand BV | Head of Customer Delight



LIC has played a vital role in my life. we met Mr. Vikram sir in the year 2011, where we brought 2 policies. Later sir became a part of our family where he and his team helped us in our difficult situation... during the unseen situations of my life LIC has become a biggest support.

Thank you, Vikram sir and his dedicated team.

- Ms. Divya Ravishankar | Teacher



It was very good service. Great job u r doing for society.

- Mr. Veda Murthy | CEO Siddeshwara Enterprise



I met Vikram few years back and I am happy to say that it's one of the good decisions I took to take their services. They are reliable and supportive and are just a call or mgs away. I would like to thank the entire team for their wonderful insurance and investment services 🙌

- Mr. Rohan Rao



Vikram's LIC team is outstanding in servicing customer like us. His team is one stop solution provider when comes on as investment, consulting on investment ways, will preparation guidelines, retirement plan etc. I strongly urge others and recommend them. Kudos to the team on their hard workings and futuristic solution which create a seamless financial freedom.

- Mr. Subhash Chakraborty | IT Leader & Industry Expert



Dear Vikram and Team (Banu and Manjunath), truly appreciate the services and consistent, non-interfering polite follow ups for premium payment dates. The overall understanding of insurance (life and medical) is par excellence. Thanks for the many webinars, and in person events organised which help to build understanding about the subject. The true value of a good insurance friend (agent) is realised only during a medical emergency. Many thanks and keep doing the good work.

- Mr. Prakash S Kayal | Business Unit Head Cipla



We have been associated with Vikram, our LIC agent, for the past 15 years, and it has been an incredibly positive and rewarding experience. Vikram's professionalism, dedication, and extensive knowledge of insurance products have consistently exceeded our expectations.

From the beginning, Vikram took the time to understand our unique needs and financial goals. He provided us with tailored insurance solutions that have given us peace of mind and financial security over the years. His ability to explain complex policies in simple terms has made it easy for us to make informed decisions.

Vikram's commitment to his clients is evident in his prompt and thorough responses to any queries or concerns we have had. Whether it's renewing policies, making claims, or simply seeking advice, Vikram has always been just a phone call away, ready to assist with a smile.

Moreover, Vikram's integrity and trustworthiness have built a strong foundation of trust between us. We appreciate his honesty and transparency in all our interactions. He genuinely cares about his clients' well-being and goes above and beyond to ensure their satisfaction.

We highly recommend Vikram to anyone seeking a reliable and knowledgeable LIC agent. His exceptional service and unwavering dedication have made a significant difference in our lives, and we look forward to continuing our association with him for many more years to come.

Thank you, Vikram, for your outstanding service and for being an invaluable partner in our financial journey.

- Ms. Eram V Gulati



I am delighted to share my experience working with Vikram Insurance & Investment Services over the past 8 years. From the very beginning, they have exhibited a remarkable level of professionalism, expertise, and genuine care for my financial well-being.

When I first approached Mr. Vikram Singh, I had several financial goals but lacked a clear strategy to achieve them. He took the time to thoroughly understand my situation, my aspirations, and my concerns. His ability to translate complex financial concepts into easy-to-understand terms made me feel confident and informed in every decision we made together.

One of the most impressive aspects of their service is personalized approach. He crafted a comprehensive financial plan tailored to my unique needs, encompassing investment strategies, retirement planning, tax optimization, and risk management. This holistic approach has not only put me on a path to achieving my goals but has also provided me with peace of mind knowing that all aspects of my financial life are in good hands.

Moreover, Mr. Vikram Singh possesses exceptional interpersonal skills. He is always approachable, patient, and willing to answer any questions I may have, no matter how small. His integrity and transparency have built a foundation of trust that is invaluable in such a critical relationship.

Thanks to Mr. Vikram Singh, I feel more secure and optimistic about my financial future than ever before.

I wholeheartedly recommend Mr. Vikram Singh to anyone seeking a knowledgeable, dedicated, and compassionate financial advisor.

- Mr. Yashwanth Vizappu



Commitment to Community: My friend consistently demonstrates a deep commitment to serving the community, going above and beyond to address the needs of others. Whether it's through volunteering, organizing events, or advocating for important causes, their dedication to making a positive impact is truly inspiring.

Effective Leadership: As a leader, My friend has shown exceptional skills in bringing people together towards common goals. They have a knack for fostering collaboration, motivating team members, and finding creative solutions to complex problems. Their ability to lead by example and inspire others is evident in the successful outcomes of various projects and initiatives.

Ethical Integrity: Integrity is at the core of everything your friend does. They consistently uphold high ethical standards, displaying honesty, transparency, and fairness in their interactions with colleagues, stakeholders, and the community at large. Their unwavering commitment to doing what is right serves as a model for others to follow.

Impactful Contributions: Through their public service efforts, my friend has made significant contributions that have positively impacted the lives of many individuals. Whether it's through implementing policies that improve access to education, healthcare, or social services, or by spearheading initiatives that promote equality and justice, their work has left a lasting legacy and helped to create a better future for all.

Keep going my Friend. :)

All the very best.!

- Mr. Raghavendra N

GALLERY

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