



Union Budget 2021: Visionary Budget for the Aspirational New India

As India revives from the disruptions caused by the global COVID-19 pandemic and returns to new normal, the Union Budget 2021-22 has pinned high hopes to ramp up healthcare, create employment opportunities and revive the economy. Effectively, our Finance Minister seems to have ticked almost all boxes of expectations amid uncertainties of the world washed with liquidity. The deep recession induced by COVID-19 had raised a lot of expectations from the Budget to put India back on a recovery growth and the FM has tackled an unenviable fiscal deficit in an efficient manner.

Because of the public health infection, a lot of market experts anticipated that the tax revenue collection would be poor and the expenditures had to be properly maintained and that's where the Government made a



From The Chairman's Desk



Alok Kumar Agarwal
Chairman & Managing Director

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perfect move with its strategic thrust on asset monetization and various considerable factors. The investment-led budget of the decade that rests on Six main pillars essential for the economic revival promises the pace it needs for sustainable growth of the nation.

As reported in a recent economic survey, the real GDP of India would record a growth of 11% in the year 2021-22, rejuvenating the overall economic growth trajectory. At a time when the nation is awash with the financial crisis, the plans for aggressive investments, focus on FDI, monetization, a roadmap for clean-up of stressed assets & focus on a stable tax regime,

this budget is a bet on India's story playing to its destiny. The FDI reforms seem promising towards providing a multiplier effect to spur economic growth.

To conclude, this Budget attempts to address the economic issues with a holistic development-centric approach and paves the path for a sustainable economy in the near future. However, it is wise to say that only time will decide the efficacy of this development vision for India's post-pandemic economic recovery process.

Ease the Toil in Tolling with Alankit FASTag Services

Remember the times when you would get stuck up at the toll booths on national highways, waiting for your turn to pay up the tax? But since December 1, 2019, you may not have had to fight the struggle to stop at a toll-booth! It's because of a hassle-free and perfect new-age solution for payment at toll plazas - FASTag.

With FASTag introduced as an innovative toll collection system in India, travelers can save a lot of time spent at toll plaza by avoiding payments in cash using the smart FASTag option. Alankit has tied up with IDFC Bank, Yes Bank, and Axis Bank for its FASTag program which is a part of the National Electronic Toll Collection (NETC) initiative rolled out by NPCI. Our team of experienced professionals facilitates easy issuance of the tags and convenience of cashless payments from the account linked to the issued tag. As per Government regulations, FASTag is now mandatory

for vehicles in India.

Benefits of FASTag

Saves Fuel and Time

Vehicles with FASTag enable automatic deduction of toll charges and hence, no vehicle with FASTag is required to stop at the toll plaza for the cash transaction. Thus, it helps in saving fuel and time.

No need to carry cash

Customers using the FASTag service should not worry about carrying cash for the toll payments.

SMS alerts for transactions

Customers will receive immediate SMS alerts on their registered mobile numbers for all the transactions that are taking place in their linked accounts.

Online recharge

Customers may recharge their tag accounts online through Credit Card/ Debit Card/ NEFT/ RTGS or Net Banking.

Web portal for customers

Customers can easily access their statements by logging on to the FASTag customer portal.



Investment Opportunity

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Invest in NPS and avail tax benefits

NPS is an ideal investment scheme for individuals who want to plan their retirement at an early age and has a low-risk profile. A systematic regular investment like NPS can create a huge difference in your life by ensuring a stress-free post-retirement.

So, invest in NPS and plan your retirement through safe, secured, and regulated market-based return.

Particulars	NPS Tier-I Account	NPS Tier-II Account
Status	Default	Voluntary
Withdrawals	Not permitted	Permitted
Tax exemption	Up to Rs 2 lakh p.a. (Under 80C and 80CCD)	1.5 lakh for government employees Other employees- None
Minimum NPS contribution	Rs 500 or Rs 500 or Rs 1,000 p.a.	Rs 250
Maximum NPS contribution	No limit	No limit

Tax benefits with NPS

- Total tax deduction up to INR 1.5 lakh as per Section 80C under IT Act
- Additional tax exemption of INR 50,000 under Section 80CCD (1B)

For any NPS-related query, reach out to us at

+91-9773-772-772 | nps@alankit.com

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ISSUE HIGHLIGHTS

Issue of Non-Convertible, Non-Cumulative, Secured, Rated, Unlisted, Redeemable, Taxable Bonds in the nature of Debenture of ₹ 10,000/- each for cash at par with Benefits U/S 54EC of the Income Tax Act, 1961, on Private Placement-Series XIV – On Tap Basis.

ISSUE	REC Capital Gains Tax Exemption Bonds-Series-XIV
CREDIT RATING	'ICRA AAA' by ICRA Limited. 'CARE AAA' Stable/ CARE A1+ by Care Rating Limited. 'CRISIL AAA/Stable' by CRISIL Limited.
ISSUE SIZE	₹ 2,500 Crore plus green shoe option to retain the oversubscription
FACE VALUE	₹ 10,000/- per bond
ISSUE PRICE	₹ 10,000/- per bond
COUPON RATE	5.75% annually till 31.07.2020 5.00% annually on or after 01.08.2020
ISSUE DATE	Issue Opening Date: April 1, 2020 Issue Closing Date: March 31, 2021 (at the close of the banking hours) or at a date as may be decided by REC in its absolute discretion.
MINIMUM APPLICATION SIZE	Two Bonds of ₹ 10,000/- each. (i.e. Minimum ₹ 20,000)
MAXIMUM APPLICATION SIZE	500 Bonds of ₹ 10,000/- each in a financial year (Subject to provisions of Section 54EC of Income Tax Act, 1961, as amended)
MODE OF SUBSCRIPTION	Private Placement
CHEQUE / DRAFT TO BE DRAWN IN THE NAME OF	"REC Limited -54 EC Bonds" or "Rural Electrification Corporation Limited -54EC Bonds"
DEEMED DATE OF ALLOTMENT	Last day of each month in which the subscription money is received and credited to REC 54EC collection account
INTEREST PAYMENT & DATE	Annually on June 30 of each year
TENOR	5 years/60 months from the deemed date of allotment.
REDEMPTION / MATURITY	At par, at the end of 5 years/60 months from the Deemed Date of Allotment
TRANSFERABILITY	Non-transferable, Non-negotiable and cannot be offered as a security for any loan or advance.
TRUSTEE	SBICAP Trustee Company Limited, Mumbai
BANKERS TO ISSUE	Axis Bank, Canara Bank, HDFC Bank, ICICI Bank, IDBI Bank, IndusInd Bank and Union Bank (For Designated Branches please visit our website: http://www.recindia.nic.in/capital-gain-tax-exemption)

Note:

- REC reserves the right to revise the coupon rate and/or extend and/or close the issue by giving notice on its website. The investors are advised to consult REC/Mobilisers, before depositing the application with bank.
- All applications submitted but rejected by REC would be returned by REC to the applicant/ collection banker, without any interest.
- Application for minimum ₹ 20,000/- (in multiples of ₹ 10,000/- thereafter) will be accepted, any amount received in fraction will be refunded to the investor without interest.

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For more information, Contact us: +91-729-00-666-17



World Investing: Ensuring Seamless Investing Experience

When you think about diversification in stock investments, it clearly indicates about investing across different sectors and market capitalizations. However, very few investors try their hands at global investment opportunities. Without stating the obvious, the US stock market is home to some of the world's best stock companies that include Facebook, Google, Apple, Tesla, General Motors, etc. And investors are often advised to diversify their investment portfolio geographically by investing in domestic as well as international markets.

Why Invest in US Stock Market with us?

Smooth on-boarding: Our on-boarding process is seamless with robust digital platform and is as simple as opening an Indian account.

Fueled by Artificial Intelligence: Our AI-enabled platform facilitates automated research functioning, portfolio tracking and personalized stock advice.

No minimum investment required: You can build a smart investment portfolio with small amounts of money as there is no minimum investment requirement.

Invest in Fractional stocks: You can invest in fractional stocks to create a diversified investment portfolio based on how much you want to invest. Simply, buy ETFs to invest in themes that are leading the world.

Support of Online LRS form filling: We promise you a high level of security by protecting your investments under SIPC against losses of securities. We ensure end-to-end support inclusive of LRS and Forex support.

Easy Compliance: To ensure easy compliance and streamline tax procedures, we have digitized the LRS procedures and provided W8-BEN tax forms.

To sum up, by investing in US Stock markets, you will have an additional element of diversification to your investment portfolio. With information at the fingertips of Alankit Finance experts, researching and analyzing the top-performing stocks is simpler than before to match your financial goals and risk appetite.

To open your World Investing account, click here. <https://www.alankit.co.in/worldinvesting>



Alankit ensures adding fun in the business by adding run in the business

It might not always seem like it, but having fun is a major motivational component of a successful sales process at any business. To help promote that mentality, Alankit hosted a sales-based game 'Alankit Grand Champions League' to coax its teams from different departments to perform at a higher level. The contest was rolled out among RO business heads and various departments across Alankit to enhance revenue generation drive. The one-month contest that started on Jan 1, 2021, was focused on volume and value enhancement for sales and revenue generation. This activity demonstrates that the chances of making a sale considerably improve when the target customers are consistently approached.



Knowledge Cafe

A New Way to Think About 'Customer Satisfaction'

Customers have become increasingly comfortable interacting with brands in the digital world, allowing their data to be used to enable a personalized experience. Taking care of customers holds great significance given the exponential growth in a company and technology-driven competitors curious to fill any gap in the market. Considering the evolving customer expectations, it is important for companies to focus on delivering a positive experience that will be a key to securing new business opportunities for growth.

A considerable number of start-ups and well-established businesses take great pain to meet the ever-increasing needs of customers, anticipating that they will attract new customers through recommendations. One of the many ways to get a track on the level of customer satisfaction is the use of feedback surveys. But do feedback surveys tell us the whole story?

The fact is that feedback surveys are useful but not sufficient. That's because satisfaction alone cannot predict loyalty. What matters most is relevant satisfaction i.e., the level to which your customers prefer your business offerings to their best alternative. As a businessman, if you can create an experience that seamlessly connects all the interactions in a unique way, it will not only gain a strong competitive advantage in the industry but will also create a positive impact on the bottom line. Let's dive into the ways to re-think customer satisfaction:

- Offer multi-channel support
- Measure customer satisfaction regularly
- Ask for feedback across all touchpoints
- Act on complaints and negative reviews

Aristotle quoted, "the whole is greater than the sum of its parts" and this is definitely true with the customer experience. Every part of the company has a role to play in consumers' experiences. Therefore, creating a clear and communicable vision for the customer experience is critical to ensure that a business transforms towards a more customer experience-focused model.



HR Corner

Alankit Extends A Warm Welcome To A New Team Member On-board!

Mr. Vivek Naynam joined the Alankit family on 10th February 2021 as "Senior Manager" in the NPS Department. We are excited to have him and look forward to work together towards achieving milestones.



Are you looking for job opportunities to give your career a valuable head start?
If so, join a dynamic team of creative and talented people.

All eligible candidates are open to apply for the below-mentioned job opportunity

Position: Equity Dealer

JOB
Description

Experience: 3 - 6 Years

Qualification: Any Graduate

Location: Bangalore

Duties and Responsibilities:

- Should have good experience in trading equity securities.
- Experience in Equity shares trading in all exchanges (NSE/BSE & Future market).
- Develop new clients and retain client customer base.
- Allotment of client code in (NSE/BSE & Future market).
- Manager their portfolio by providing the best industry knowledge.
- Develop and maintain a long-term relationship with customers to maintain a high level of retention of the client base.
- Punching the purchase & sell orders on behalf of the clients in trading software in (NSE/ BSE & FUTURE MARKET).
- Manage payment control reports (PCR).
- Provide excellent advisory services to clients.
- Collection of margin (mark to margin) from the clients.

Note: The eligibility criteria and other requirements for some colleges/universities offering journalism courses may vary as per their norms and standards.

Feel free to refer your friends/relatives with related qualifications and expertise. Mail your Resumes to hr@alankit.com

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हिन्दी
अनुभाग

उद्धरण

बजट 2021 : अहम प्रस्ताव

वित्त मंत्री निर्मला सीतारमण ने अपने केंद्रीय बजट 2021 में जमाकर्ताओं, निवेशकों और करदाताओं के लाभ के लिए कई प्रस्तावों की घोषणा की है। सीतारमण ने कहा कि कर प्रणाली को लेकर करदाताओं पर न्यूनतम बोझ डालना चाहिए। हालांकि, वित्त मंत्री ने आयकर स्लैब दरों में किसी भी बदलाव की घोषणा नहीं की।

पीएफ योगदान 2.5 लाख से अधिक होने पर ब्याज पर हुई इनकम पर कोई छूट नहीं। यह परिवर्तन 1 अप्रैल 2021 से प्रभावी होगा।

75 वर्ष से उपर की आयु के वरिष्ठ नागरिकों केवल पेंशन और जमा के ब्याज से अर्जित इनकम के लिए आयकर रिटर्न दाखिल करने की आवश्यकता नहीं होगी।

यह लाभ केवल पेंशन पाने वालों को ही मिलेगा। वरिष्ठ नागरिकों को भी यह लाभ मिल सकता है यदि वे उसी बैंक से ब्याज आय अर्जित कर रहे हैं जहाँ से वे पेंशन हासिल कर रहे थे। यह बदलाव भी 1 अप्रैल 2021 से प्रभावी होगा।

वित्त मंत्री निर्मला सीतारमण ने इनकम टैक्स सेटेलमेंट कमीशन को भी समाप्त कर दिया है। और लंबित मामलों के निपटान के लिए अंतरिम बोर्ड का प्रस्ताव किया गया है।

वित्त मंत्री निर्मला सीतारमण ने इनकम टैक्स एक्ट 1961 में आयकर रिटर्न के नॉन फाइलर्स को दंडित करने के लिए नये प्रावधानों का प्रस्ताव किया है। यह प्रावधान उन लोगों पर लागू होगा जिन नॉन फाइलर्स से पिछले दो सालों में 50 हजार रुपये या उससे अधिक का टैक्स डिडेक्टेड एट सोर्स या टैक्स कलेक्टेड एट सोर्स के जरिये वसूला गया है और आयकर रिटर्न दाखिल नहीं की है। यह व्यवस्था 1 जुलाई 2021 से प्रभावी होगी।

यदि आप टैक्स रिटर्न दाखिल करने से चूक गये हैं या इसमें संशोधन करना चाहते हैं तो आपके पास कम समय होगा। देरी से या संशोधित रिटर्न अब मूल्यांकन वर्ष के अंत से पहले या मूल्यांकन के पूरा होने से पहले, जो भी पहले हो, तीन महीने पहले दाखिल किया जा सकता है। यह प्रावधान भी 1 अप्रैल 2021 से प्रभावी होगा।

- बड़ा सोचो, जल्दी सोचो, विचारों पर किसी का एकाधिकार नहीं है। – धीरुमाई अंबानी
- हमारे स्वप्न विशाल होने चाहिए, हमारी महत्वाकांक्षा ऊँची होनी चाहिए, हमारी प्रतिबद्धता गहरी होनी चाहिए और हमारे प्रयत्न बड़े होने चाहिए – धीरुमाई अंबानी
- हम अपने शासकों को नहीं बदल सकते पर जिस तरह वो हम पर शासन करते हैं उसे बदल सकते हैं – धीरुमाई अंबानी
- फायदा कमाने के लिए न्यौते की जरूरत नहीं होती – धीरुमाई अंबानी
- यदि आप दृढ़ संकल्प और पूर्णता के साथ काम करेंगे तो सफलता जरूर मिलेगी – धीरुमाई अंबानी
- युवाओं को एक अच्छा वातावरण दीजिये उन्हें प्रेरित कीजिये, उन्हें जो चाहिए वो सहयोग प्रदान कीजिये उसमें से हर एक अपार ऊर्जा का श्रोत है वो कर दिखायेगा। – धीरुमाई अंबानी

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