

Wealth and Asset Management: A year of problems but few opportunities

The global pandemic has shaken the industry, disrupting the course of humanity but a rebound followed turning problems into possibilities. Forward-looking businesses have taken stock of what has transformed and what has not in a new business operating landscape. The year 2020 started on a strong footing for the financial industry but with the emergence of Coronavirus infection, the markets experienced a dramatic shift in asset allocation and the industry entered an intense period of stress caused by volatility and uncertainty.

The profound disruption triggered seismic economic and societal changes and posed challenges for everyone but value-oriented active managers managed to take advantage of it by adopting digitization and investing in the right assets. The market volatility, the downturn in the real economy, an intensified focus on social issues have set off a cascade that has been in motion for several years. Wealth managers will need to position themselves

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against new paradigms of investing and renewed pressure on business operating models.

Industry leaders observed that the public health emergency has accelerated the ongoing evolution of investing, characterized by greater adoption of risk-oriented approaches in an investment portfolio. There has never been a stronger need for multi-asset strategies and return-oriented private markets strategies that navigate volatility and tax-efficient solutions for retail investors.

Asset management leaders need to bring the next-generation operating model - supported by advancement in technology and data to

From The Chairman's Desk



Alok Kumar Agarwal

Chairman & Managing Director

ensure greater scalability. And looking at the onset of the pandemic, the current environment has become a catalyst for innovation. The idea is to lay emphasis on how business models can be repositioned within a transforming investment ecosystem and what can asset managers do today to win the recovery of tomorrow.

Going forward, it is wise to say that the pandemic uncertainties may have dampened net flow growth but have also created an unprecedented set of money-in-motion possibilities through asset allocation and delivering products that turn disruptions into investible themes.

Smart Card: Key To Future Business Security

Businesses worldwide are seeking to boost efficiency, economic development, and digital identity & security with the ultimate aim to serve citizens in a more reliable and transparent way. With the profound and accelerating transformation of business processes, digital identity has become a key to inclusive growth. To fully leverage the opportunities of digitization, smart cards have garnered a lot of attention from business players who need security and validation. As one of the leading distributors for IDP Series Card Printers, Alankit offers secure & cost-effective ID Card printing solutions by leveraging state-of-the-art technology to render exceptional printing solutions based

on the needs of its clients. The Card printers are packed with industry-leading innovations with our in-house software, ALLSEC-ID to ensure simple and economical printing. Being the prominent service provider, we are skilled at offering a wide variety of plastic card printers for our huge clientele network across the globe. These printers enable you to print all kinds of plastic cards that include Membership Cards, Voter ID Cards, Health Cards, Driver's Licenses, Payment Cards, Employee ID Cards, Loyalty Cards, Visiting Cards, etc.

Key features of Smart Card Printing:

- Easy Card Issuance
- High Durability
- Excellent Convenience
- PAN card Printing
- Supports UTI/NSDL/Income Tax Portals
- DL/RC/Student/Corporate ID

To conclude, a key to the future is apparently to look at the smart card as the natural extremity of a secured communication network for businesses.



Investment Opportunity

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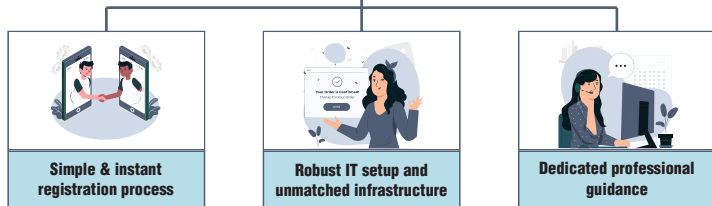


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SBI Smart Shield	18 - 60 Years	18 - 60 Years	Paid	NA	Free	Free
Aegon Life I Term Plan	18-65 years	18-65 years	Paid	NA	Paid	Free

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			Monthly	Quarterly	Half Yearly
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24 - 35		6.3	6.13	6.16	6.2
36 - 60		6.6	6.41	6.44	6.49

For senior citizens (upto 0.25% above the card rate):

Tenor in months	Minimum deposit (in Rs.)	Cumulative	Non-Cumulative		
			Monthly	Quarterly	Half Yearly
12 - 23	25,000	6.35	6.17	6.2	6.25
24 - 35		6.55	6.36	6.4	6.45
36 - 60		6.85	6.64	6.68	6.74

For online customers (upto 0.10% above the card rate):

Tenor in months	Minimum deposit (in Rs.)	Cumulative	Non-Cumulative		
			Monthly	Quarterly	Half Yearly
12 - 23	25,000	6.2	6.03	6.06	6.11
24 - 35		6.4	6.22	6.25	6.3
36 - 60		6.7	6.5	6.54	6.59

Bajaj Finance Ltd (part of Bajaj Group) is a 33 year old and amongst leading NBFC in India with market leadership in consumer finance. Bajaj finance is diversified across consumer, payments, rural, SME, commercial & mortgage lending and is one of the most profitable NBFC in India. Bajaj Finance is systemically important deposit taking NBFC with Deposit programme under RBI supervision.

FD book is 22,000 Crores +* with 8000+* active partners associated with us across India. FD programme is rated FAAB CRISIL & MAAA by ICRA.

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



How can investing in NPS help you save tax?

National Pension System (NPS) has become an attractive retirement-focused investment option to help you reduce your tax outgo. Regulated by the Pension Fund Regulatory Development Authority (PFRDA), this financial product is open for all Indian nationals aged between 18 and 65 years. Being a low-cost investment option, one of the major reasons why investors prefer it is its tax benefits. Let's look at the deductions you can claim against your NPS Investment made in the NPS Tier-I account:

Tax Benefits under Section 80C:

The deduction limit under this section is INR 1.5 lakh and investors can invest the entire amount in NPS if they wish and claim the deduction.

Tax Benefits under Section 80CCD (1B):

Under this section, the additional tax benefit is given to NPS investors to claim tax deductions for investments up to INR 50,000.

Therefore, NPS subscribers can claim up to INR 2 Lakh simply by investing in NPS - INR 1.5 Lakh under Section 80C and an additional INR 50,000 under Section 80CCD (1B).

Tax Benefits under Section 80CCD (2):

This benefit is applicable to salaried individuals and Government employees. Government employees can claim 14% of their salary tax deductions whereas individuals employed in private sector can avail 10% of their salary tax deduction.

Tax Benefits on returns and maturity amount:

NPS subscribers are not required to pay any tax on the returns or the maturity amount. This type of tax treatment is known as EEE (Exempt-Exempt-Exempt), available only on a few investment products.

As a Point of Presence Service Provider (POP-SP) for NPS, Alankit serves efficiently for NPS services such as the initial subscriber registration, undertaking the KYC verification, transmission of subscriber contributions to designated NPS intermediaries, etc.



Bringing Christmas cheer to add festive spirits at Alankit

Of all the festivals, Christmas awakens the most heartfelt associations and is a great way to grease the social wheels of Alankit and boost employee morale. Alankit celebrated the festive occasion by organizing a Secret Santa activity along with exciting games to keep employees engaged & entertained. This Christmas, a 5-day 'Exclusive Question of the Day' contest and 'Bollywood Sawaal Jawaab' contest were organized to keep festive spirits fun-filling. Alankitians actively participated in the contest and the winners of the contest were given amazing gifts. No wonder, India has a very vibrant film industry and Alankitians played the Bollywood contest with full zeal and enthusiasm to show how big Bollywood fan they are. The joy of receiving a surprise gift in the name of the age-old tradition of 'Secret Santa' activity was no less than a cherry on the cake.



Winners of Bollywood Sawaal Jawaab Contest:

Rahul Shrivastava - Payment Solutions, Alankit House

Sudharshan Puri - Customer Support Team, Alankit Heights



The entire day was full of fun, giving employees a chance to unwind by breaking the corporate monotony and adding colors of joy and festivity to the celebration.



Smart ways to start fresh financially in the New Year

New Year is a great time to turn over a new leaf by setting some realistic goals and planning financially for a bright future that you have let go astray in the preceding year. With COVID-19 vaccine progress and economic recovery gaining momentum, the New Year brings a lot of optimism.

After a challenging and extraordinary year, getting financially prepared for a new beginning is extremely crucial.

Wealth Management:

In an unpredictable year that demanded business resilience, wealth management became more vital and experimental. One must consider reassessing their budget and redirecting their savings towards financial goals. Paying off debts and investing funds in the right assets can prove helpful in the long run. Also, wealth management includes investing strategy by building a portfolio that's aligned with your financial goals and values, both.

Emergency Fund:

If 2020 has given us an experience, it's how the uncertainty can flip people's finances overnight. New Year is an ideal time to set aside funds for emergencies in the first place. Emergency funds help keep you afloat whether you lose your job or plan to liquidate your portfolio assets during a market recession. It is especially significant for retired individuals who depend on their investment portfolio to cover daily expenses. It is recommended to maintain four to six months of living expenses in a secure, liquid amount.

Pay off your Debts:

It's high time to review your personal balance sheet in order to reduce and consolidate your debt. With a strategic approach, you can first pay off high-interest debt like monthly credit-card balances, loans, and EMIs that make saving more challenging.

Prioritize your Wellness:

It is a must for individuals to prioritize their health and wellness as a global recession and market volatility may cause financial uncertainty that can drive anxiety. Commit to de-stressing in the New Year by availing wellness programs.

To sum up, a well-managed financial plan will help you make financial decisions over the subsequent years and can prove to be one of the most beneficial things to address all aspects of your finances.



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

Mr. Rajeev Shukla joined the Alankit family on 7th January 2021 as "Senior Branch Manager" in the e-Governance Department. We hope to develop a mutually productive and long-lasting association in the future. Alankit wishes him good luck with the new assignment.



We look to inspire confidence and empower change. Join Alankit, and you could too.

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

Position: Call Officer

JOB
Description

Experience: 0 - 5 Years

Qualification: Any Masters or Graduation in Counseling or Psychotherapy or Geriatrics or social work

Location: Guwahati

Duties and Responsibilities:

- Answering phones from customers professionally and responding to customer inquiries and complaints
- Responsible to quickly assess the genuine/serviceable calls
- Answering phone calls made by the elderly to the helpline number
- Asking the right questions to validate the calls, understand the requirements of the elderly persons, and respond appropriately
- Coordinating with concerned official or person to support the elderly whoever calls to the helpline
- Coordinating with the field teams where actions are required to be taken on the ground and follow up for the closure of action, as and when required
- Creating appropriate documentation, protocols, processes, etc. to effectively handle the requests
- Generating necessary reports and case studies regarding the calls



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

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उद्धरण

लेट रिटर्न फाइल करने के नियम

टैक्सपेयर्स को राहत देते हुए आयकर विभाग ने वित्त वर्ष 2019-20 के लिए रिटर्न फाइल करने की तारीख को बढ़ा दिया है। वित्त वर्ष 2019-20 के लिए रिटर्न फाइल करने की तारीख पहले 31 दिसंबर 2020 तक थी। अब फाइल के साथ रिटर्न फाइल करने का मौका 31 मार्च 2021 तक का है। देरी से रिटर्न फाइल करने पर 10 हजार तक का जुर्माना लगेगा।

1 अगस्त से 31 दिसंबर तक फाइल करने पर इसे बीलेटेड रिटर्न कहते हैं और इसके लिए पेनाल्टी 5000 रुपये तक है। यदि कर दाताओं ने 31 दिसंबर 2020 तक रिटर्न फाइल नहीं किया है तो उसके पास 1 जनवरी से 31 मार्च 2021 तक फाइल करने का मौका है लेकिन पेनाल्टी 10 हजार रुपये है। नियम के अनुसार अगर टैक्सबल इनकम 5 लाख तक है तो अधिकतम फाइल 1000 रुपये से ज्यादा नहीं हो सकता है।

जिन करदाताओं के खातों का ऑडिट किया जाना है और जिनकी समय सीमा 31 अक्टूबर 2020 थी उनके लिए अब 2019-20 की आयकर रिटर्न दाखिल करने की समय सीमा 31 जनवरी 2021 तक बढ़ा दी गई है।

अगर कोई कर दाता इस समय सीमा में रिटर्न फाइल नहीं करता है तो उस पर 10 हजार तक का जुर्माना लग सकता है। अगर कोई कर दाता रिटर्न फाइल करने में देरी करता है तो हर महीने 1 प्रतिशत के साधारण व्याज के हिसाब से उसे पेनाल्टी जमा करना होगा।

- शुरुआत किसी काम का सबसे ज़रूरी हिस्सा है—प्लेटो
- कभी नहीं जीतोगे अगर तुम कभी शुरुआत नहीं करोगे— आर.एच. स्कलर
- बड़ा सोचो और उन लोगों की मत सुनो जो तुमसे कहते हैं ये नहीं हो सकता। छोटा सोचने के लिए लाइफ बहुत छोटी है— टिम फेरिस
- हर वो चीज जो तुम कभी भी चाहते थे वो डर के उस पार है—जॉर्ज अडैयर
- अगर तुम सचमुच कुछ करना चाहते हो तो तुम एक तरीका खोज निकालोगे, अगर नहीं, तो तुम एक बहाना ढूँढ लोगे— ड्वेन जॉनसन

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