

# INFOLINE



अलंकित इन्फोलाइन मासिक पत्रिका

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## Rise of Financial Apps: Opportunity or Threat?

India has come a long way from being a cash concentrated economy to an economy with the second-highest fintech adoption rate in the world. As a result, financial apps have been in high demand across the globe, with COVID-19 playing a pivotal role in shaping the trends in the surging FinTech industry to access and disburse funds. As a result, the Indian fintech market saw an unprecedented surge in demand for finance apps and spent billions on user acquisition.

Despite a global drop in demand during the 1st lockdowns, when financial activity decreased and uncertainty increased, Finance app installs heightened during the onset of the same. Moreover, the rewards of digital acceleration started to bear fruit with a surge in downloads in the following categories:

**Payment Apps:** Social distancing led to fewer face-to-face interactions where

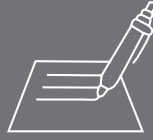
“*Pandemic-induced economic uncertainty is one of the contributing factors behind this fascinating growth observed by the financial app vertical.*”

cash is exchanged. Many have avoided cash and have moved to contactless payment methods.

**Investment Apps:** Heightened interest and activity in the booming stock markets, significant demand for trading apps driven by 'upcoming apps,' and the massive growth of cryptocurrencies led consumers to invest and trade on the go.

**Banking Apps:** Account owners expect a seamless financial digital experience, mainly with their phones, driving innovation among digital players and traditional banks adopting (or acquiring) new technologies and services.

## From The MD's Desk



**Ankit Agarwal**  
Managing Director

In a country as big as India, the consumption base is huge apart from a largely untapped market. Pandemic-induced economic uncertainty is one of the contributing factors behind this fascinating growth observed by the financial app vertical. As more and more users hunker down on their finance apps, prioritising wealth generation and management, a conscientious effort is to improve seamless and uncomplicated financial apps during an economically turbulent time.

## Speed, Ease, Reliability: Mantra for Western Union Money Transfer Services



### Your Money Reaches You in India Safely, Swiftly, Seamlessly from Anywhere Across the Globe

Cutting-edge innovation has brought the world nearer. However, everybody needs to saddle the force of globalisation to acquire exposure. It is observed that cross-border money transactions are seeing a sheer point. The number of individuals moving to another country for education and business is mounting at high speed. Considering this, Alankit Forex India Ltd., a market leader in foreign exchange and financial services, has collaborated with Western Union to offer Western Union International Money Transfer Services, expanding greater access to consumers in India, the world's number one receiver of global remittances.

### Building Money Without Boundaries

Our team of professionals certifies that the remittance process is swift through Western Union and the remitted money reaches the right person.

**Reliable:** It is the most reliable source throughout the documentation and payment process that guarantees that money arrives securely in the right hands.

**Easy & Effortless:** Through this process, Alankit ensures that money reaches the recipient on time and without any hassle.

**Safe Money Transfer Guaranteed:** Our technology-driven procedures and the reliable network of money transfer services like Western Union eliminates the risk of any fraudulent activity and safeguard your money.

**Legal:** Approved by the Reserve Bank of India, the service allows you to send money from your residence to any bank account across India.

### Why Alankit?

- Money transferred to beneficiary promptly
- Radically transparent procedures
- Convenient and hassle-free procedures
- Safe & secure money assured
- Qualified team of professionals

# Investment Opportunity

**KSAMCO MUTUAL FUND**  
KAMALAKANTH MUTUAL FUND

Inefficient Company ❌      Efficient Company ✅

Fast and efficient product launch

Never ending product approval cycle

Takes forever to launch product

## Samco Flexi Cap Fund

(An open-ended dynamic equity scheme investing across large cap, mid cap, small cap stocks)

Samco Flexi Cap Fund invests in about 25 HexaShield tested efficient companies from India & across the globe at an efficient price, maintaining an efficient portfolio turnover & cost to generate superior risk-adjusted return for investors over long term.

### Samco Flexi Cap Fund's 3E Investment Strategy

Buying Efficient Companies

At Efficient Prices

Maintaining Efficient Cost

#### Key highlights of Samco Flexi Cap Fund

- Investing in portfolio of about 25 HexaShield tested efficient businesses
- Fund portfolio with high active share (+80%)
- A well-defined exit framework

Investing in high growth Indian and global businesses

Equity fund no derivatives & no hedging.

65% Indian equities (min)  
35% Global equities (max)

Scheme Features		Exit Load
Type of scheme	An open-ended dynamic equity scheme investing across large cap, mid cap, small cap stocks	• 2.00% if the investment is redeemed or switched out on or before 365 days from the date of allotment of units. • 1.00% if the investment is redeemed or switched out after 365 days but on or before 730 days from date of allotment of units. • No Exit Load will be charged if investment is redeemed or switched out after 730 days from the date of allotment of units.
Plans	Regular Plan - Growth & Direct Plan - Growth	Fund Manager
Minimum Application Amount	₹ 5000 and in multiples of ₹ 100 thereafter	Mr. Nirali Bhansali Fund Manager - Equity
Minimum Additional Application Amount	₹ 500 and in multiples of ₹ 100 thereafter	Mr. Dhawal Dhanani Dedicated Fund Manager for various investments
Minimum SIP Amount	₹ 500 and in multiples of ₹ 100 thereafter	Benchmark Index
Entry Load	Not applicable	Nifty 500 Index TRI

For more information, contact us: +91 958-2200-551

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DISCLAIMER : Investment in financial instruments subjected to market risk. We do not assure or guarantee, in any manner whatsoever, timely payment/repayment of your investment and income thereon. While we have taken care to obtain information from authentic sources, we are not responsible for any errors/omissions in the newsletter. You are requested to kindly obtain all necessary information before choosing your investment.

Mutual Fund investments are subject to market risks, read all scheme related documents carefully

CIN : U74210DL1991PLC042569



### PRODUCT NOTE – NCD

Note: Edelweiss Broking Ltd. is a Broker to the issue; accordingly, this note is prepared based on the Prospectus for informative purpose only.

### MUTHOOT FINANCE LIMITED

Public Issue Of Secured redeemable non-convertible debentures

Issue Highlights		Registrar:	Link Intime India Private Limited
Issue opens:	Wednesday, May 25 2022	Issue Size:	Public issue by Muthoot Finance Limited ("the Company") of NCDs for an amount of ₹ 750 million ("Base Issue Size"), with an option to retain over-subscription up to ₹ 2,250 million aggregating up to ₹ 3,000 million.
Issue closes:	Friday, June 17 2022**		
Allotment:	First Come First Serve Basis		
Face Value:	Rs. 1,000 per NCD		
Issue Price:	Rs. 1,000 per NCD		
Nature of Instrument:	Secured Redeemable Non-Convertible Debentures		
Minimum Application:	10 NCDs (Rs. 10, 000) & in multiple of 1NCD		
Listing:	BSE		
Rating:	"[ICRA] AA+/Stable (pronounced as ICRA Double A plus rating with stable outlook)"		

\* Persons resident outside India and other foreign entities are not allowed  
\*\*The Issue shall remain open for subscription on Working Days from 10 a.m. to 5 p.m. (Indian Standard Time) during the period indicated in the Prospectus, except that the Issue may close on such earlier date or extended date as may be decided by the Board of Directors of the Company or the Operations Committee, subject to relevant approvals.

#### Yield (p.a.)

Series	I	II	III#	IV	V	VI	VII
Frequency of Interest Payment	Monthly*	Monthly*	Annually**	Annually**	Annually**	NA	NA
Tenor	36 months	60 Months	36 months	60 months	84 months	36 months	60 months
Base Coupon Rate (% per annum) (A)							
NCD Holders in Category I, II, III & IV	6.75%	7.00%	7.00%	7.25%	7.50%	NA	NA
Additional Incentive on Base Coupon (% per annum) on any Record Date as applicable to Category III & IV Investors (B)							
NCD Holders in Category III & IV	0.50%	0.50%	0.50%	0.50%	0.50%	NA	NA
Coupon Rate (Aggregate of the Base Coupon Rate and the additional incentive on the Base Coupon Rate on any Record Date as applicable to Category III & IV investors ((A) + (B)))							
NCD Holders in Category I & II	6.75%	7.00%	7.00%	7.25%	7.50%	NA	NA
NCD Holders in Category III & IV	7.25%	7.50%	7.50%	7.75%	8.00%	NA	NA
Effective Yield (per annum)							
NCD Holders in Category I & II	6.75%	7.00%	7.00%	7.25%	7.50%	7.00%	7.25%
NCD Holders in Category III & IV	7.25%	7.50%	7.50%	7.75%	8.00%	7.50%	7.75%
Amount (₹ / NCD) on Maturity							
NCD Holders in Category I & II	₹1,000	₹1,000	₹1,000	₹1,000	₹1,000	₹1,225.04	₹1,419.01
NCD Holders in Category III & IV	₹1,000	₹1,000	₹1,000	₹1,000	₹1,000	₹1,242.30	₹1,452.40

\* With respect to Options where interest is to be paid on a monthly basis, relevant interest will be calculated on the face value of the NCDs from the first day till the last date of every month during the tenor of such NCDs and paid on the first day of every subsequent month. For the first interest payment for NCDs under the monthly options, interest from the Deemed Date of Allotment till the last day of the subsequent month will be clubbed and paid on the first day of the month next to that subsequent month. The last interest payment under monthly options will be made at the time of redemption of the NCDs.  
\*\* With respect to Options where interest is to be paid on an annual basis, relevant interest will be paid on each anniversary of the Deemed Date of Allotment on the face value of the NCDs. The last interest payment under annual Options will be made at the time of redemption of the NCDs.

For further queries, connect with us at  
**+91 958-2200-551 | investments@alankit.com**  
CIN: U74899DL1994PLC059289

## How are Outsourcing Accounting and Bookkeeping better than In-House



## NRI CORNER

In-house versus outsourcing Accounting and Bookkeeping is an ongoing debate with no end. However, a decision needs to be made in favour of the business growth.

An excellent structural formation of accounting books helps an organisation set budgets for business growth and future predictions in phases of business plans and keeps you at the exemplary aspect of the law by means of complying with the statutory regulations.

For this reason, CFOs and entrepreneurs have placed Bookkeeping and Accounting at the top of their precedence list for investing in new technologies and resources to reinforce business productivity. In addition, the latest technological developments within the accounting area attest that dealing with the company's accounting books is a vital task as any other aspect of the business.

### Outsourcing Accounting – The Perks

The benefits of bookkeeping and accounting partner can vary depending on the type of business you are in. However, there are some business agnostic benefits that most companies recognise with bookkeeping and accounting outsourcing partners. Let's have a look at a few benefits:

- Advanced accounting systems & tools
- Pay only for the service you avail
- Compliance and knowledge of the industry
- Quality output

### In-House Accounting – The Cons

It is essential to highlight some of the issues that come along with in-house bookkeeping and accounting that a business might run into.

### High Cost | Educating, Onboarding & Hiring | Quality of Work

In conclusion, we can say that outsourcing Vs. in-house bookkeeping and accounting is a never-ending debate. There will always be better-constructed arguments for and against how you do your accounting. But with decades of experience serving thousands of customers and preparing and delivering thousands of bookkeeping and financial statements, Alankit Management Consultancy can say that outsourcing your bookkeeping and accounting services is just one smart way to maintain your ledgers.

Get in touch with us today at: +971-4 277 0936 | +971-55 455 7670 | +971-58 937 6060 | taxuae@alankit.com

Alankit Management Consultancy Office: Plot No. 318-883, Office No. 206, 2nd Floor, Al Safa Business Centre, Street No. 19, Karama, Opp. Dubai Central Post office, Post Box No - 413373, Dubai (UAE)



## All Work & More Play!

A **Checker's Tournament**, starting from **May 6th to May 19th, 2022**, was organised by **Alankit's Learning & Development Team** to enhance employees' engagement and personality development. The event was organised in 6 rounds and was a great success.

Following is the list of winners:  
**1. Ajay Singh Rawat (IT Division)**  
**2. Shilpa Mehra (GST)**  
**3. Ankit Sharma (Insurance)**



## SBI Appreciation for Alankit BC Business in Bengaluru for FY 2022-23

On behalf of the State Bank of India, **Sri Nanda Kishore, CGM, SBI**, appreciated **Alankit's Business Correspondent (BC) Team (Bengaluru)** on May 30th, 2022, for their **outstanding performance in the BC review (April 2022)** in FY 2022-23 under different Financial Inclusion parameters.



## Alankit's Samarth 2022 in Lucknow



Alankit organised **Samarth 2022**. The tagline for the event was **'Sankalp se Safalta ki Aur'** which means you are bound to succeed if you have decided. It was held at **The Grand Radiant – Lucknow on May 28th, 2022**. The event's main objective was to provide CSPs the opportunity to assess their current phase of work, uplift, and expand their business in the banking sector with the addition of Alankit's services. In addition, this event was also intended to build the enthusiasm of our CSPs with awards and recognition for their hard work.

**Our Managing Director, Ankit Agarwal** in his keynotes officially proclaimed that all the CSPs are the backbone of the banking sector in India and hence, are the true personification of the word **"Samarth."** He also appreciated the Bank Sakhi module and encouraged women's empowerment in the CSP sector.

The event was a great success while being an entertaining one with multiple engagement activities organised by our Learning & Development Team. In addition, the event was covered by the esteemed media houses of Lucknow, such as **Pioneer, Navbharat Times, Dainik Bhaskar, and Rashtraya Sahara**, to name a few.

## Forex Trading: A Guide for Beginners



## Knowledge Cafe

The Forex market has been around for centuries, and humans have always bartered goods and currencies to buy goods and services. However, the foreign exchange market as we understand it today is a relatively modern invention.

The Foreign Exchange Market, or Forex (FX), is a decentralised market that makes buying and selling different currencies simpler. It is done over-the-counter (OTC) and not on a central exchange. Traders are attracted to Forex for many reasons, including:

- The size of the FX market
- A wide variety of currencies to trade
- Differing levels of volatility
- Low transaction costs
- 24 hours a day trading during the week

## Why Trade Forex?

Trading Forex comes with many benefits, such as:

- **Low Transaction Cost:** Forex traders do not charge commissions; they make money from spreads. The size of the spread is influenced by many factors including the size of the trade, demand for the currency, and its volatility, making Forex trading a cost-effective option.
- **Low Spreads:** Due to their liquidity, bid & ask spreads are extremely low for major currency pairs. While trading, overcoming spread in a favourable market is appreciated. Any extra pips moving in your favour is pure profit.
- **More Profitable Opportunities:** Forex trading allows traders to take speculative positions on rising and falling currencies. Also, there are many different currency pairs for traders to spot profitable trades.
- **Leverage Trading:** It means that a trader does not have to pay the full cost of the operation but only a fraction of the cost. As a result, it can increase your profits and losses.

Day trading or swing trading small amounts in the FX market is easier for limited funds traders than in other markets. In addition, an understanding of the macroeconomic fundamentals that drive currency values and experience with technical analysis can help new forex traders become more profitable.



हिन्दी  
अनुभाग

## सुविचार

### कार्ड पर नये बीमाकर्ताओं के लिए आसान मापदंड

सरकार बीमा नियामक के साथ बीमा उद्यम स्थापित करने के लिए न्यूनतम प्रवेश पूंजी आवश्यकता को कम करने, टैक्स छूट और कम सॉल्वेंसी मार्जिन या अतिरिक्त पूंजी आवश्यकताओं के साथ चर्चा कर रही है। वर्तमान में बीमा फर्म स्थापित करने के लिए न्यूनतम 100 करोड़ रुपये के निवेश की आवश्यकता है। यह कदम बीमा उद्योग की पहुँच को बढ़ाने में मदद करेगा और सीमित उत्पाद पेशकश के साथ क्षेत्रीय और लघु बीमा कंपनियों के लिए मार्ग प्रशस्त करेगा। अलग अलग आवश्यकताओं वाले विभिन्न खंडों को बैंकों की तर्ज पर देखा जा सकता है, जहाँ एक लघु वित्त बैंक की स्थापना के लिए आवश्यक न्यूनतम पूंजी 300 करोड़ रुपये है, जबकि सार्वभौमिक बैंको के लिए यह 1000 करोड़ रुपये है।

ये प्रारंभिक चर्चाएँ हैं किसी भी बदलाव के लिए बीमा अधिनियम में संशोधन की आवश्यकता होगी, जो एक संरचना को अंतिम रूप देने के बाद किया जाएगा। इससे पहले आईआरडीएआई द्वारा गठित एक समिति, जिसमें प्रधानमंत्री, और वित्त मंत्रियों के आर्थिक सलाहकार परिषद से प्रतिनिधित्व था, ने लगभग 20 करोड़ रुपये की कम पूंजी के साथ क्षेत्रीय आधार पर मिनी या मोनोलाइन बीमा कंपनी को अनुमति देने का सुझाव दिया। सॉल्वेंसी मार्जिन आवश्यकताओं को 100 प्रतिशत आंका जा सकता है और सीमित उत्पाद समूह, सूक्ष्म बीमा, मोटर, स्वास्थ्य, टर्म, यूनिट लिंक्ड में बीमा निवेश को बढ़ावा देने और रोजगार बढ़ाने की अनुमति दी जा सकती है। रिपोर्ट में सुझाव दिया कि इन फर्मों के लिए 10 प्रतिशत का न्यूनतम मापदंड निर्धारित किया जा सकता है और शेष पोर्टफोलियो को प्रत्यक्ष बीमाकर्ताओं को दिया जा सकता है।

सॉल्वेंसी मार्जिन वह अतिरिक्त पूंजी है जिसे बीमाकर्ता को

- ❖ सोच का ही फर्क होता है, वरना समस्याएं आपको कमजोर नहीं बल्कि मजबूत बनाती हैं।
- ❖ असफलता के बाद भी दूसरा सपना देखने के हौसले को जिंदगी कहते हैं।
- ❖ यदि आपको किसी एक से शिकायत है तो उससे बात कीजिए। यदि आपको अधिकतर लोगों से शिकायत है तो खुद से बात कीजिए।
- ❖ बाहर की चुनौतियों से नहीं हम अपनी अंदर की कमजोरियों से हारते हैं।
- ❖ यदि जिंदगी में कुछ पाना हो तो तरीके बदलो इरादे नहीं।

अप्रत्याशित परिस्थितियों को पूरा करने के लिए रखने की आवश्यकता होती है। दूसरी सिफारिश यह थी कि इन कंपनियों को संचालन के पहले 10 वर्षों के लिए कर आश्रय दिया जा सकता है और जीआईसी री-इंश्योरेंस से प्रदान किए गए पुर्नबीमा कवर के साथ 50 करोड़ रुपये की कम सॉल्वेंसी पूंजी की अनुमति दी जा सकती है।

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