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AUGUST 2023

# Sahayak Times

A MONTHLY PERSONAL FINANCE NEWSLETTER BROUGHT TO YOU UNDER THE PERSONAL FINANCE LITERACY MISSION OF

SAHAYAK  
ASSOCIATES  
gurukul



HAPPY INDEPENDENCE DAY!

## Financial Freedom Mantras



Save Well



Invest More



Protect Enough



# FROM THE EDITOR



Dear Reader,

This year marks the 77th anniversary of the country's Independence – a great time to reflect where we are and the journey ahead.

From a \$14 Bn GDP to close to a \$4 Trillion GDP is quite an achievement. From a no consequence economic state to the world's Fifth largest Economy and dreams of being the 3rd largest after the U.S. and China in the next 5 years is no small feat by any measure.

We got our independence from our imperial masters but now what we need to aim for is Financial Independence for a vast majority of citizens. For that to happen, we need to grow at a rapid pace. The 6-7% or the fastest growing economy in the world tag will not do. If we are to become a poverty free country even after 100 years of our Independence, we need to aim for a double digit growth. For that to happen, we need to fire on all cylinders.

The acceleration of economic growth, from about 2.5 per cent in the crisis-ridden 1970s to around 5.5 per cent in the 1980s, led to the birth of a nascent middle class. This created the demand for a variety of consumer goods.

The next phase, in the 1990s, saw the infotech boom as technological changes and India's low-cost engineering workforce enabled offshoring. Other changes in patent regimes etc enabled the pharmaceutical industry to exploit the generics market in the US and grow rapidly. All three sectors also generated an export boom, which became another driver of growth.

The opening up to private enterprise, as part of the reforms of the 1990s, spurred the growth of supporting sectors and services sector.

India witnessed a healthy growth rate in the first decade of this century followed by a slowing down in the 'Lost Decade' from 2010-2020 due to policy paralysis in the first half and disruptions like Demonetisation, GST and finally the Covid 19 in the second half.

Now, with the boost in Infra, a highly favourable demographic profile, healthy corporate Balance sheet, low levels of personal and corporate debt, buoyancy in tax revenues, Healthy Banking sector flush with funds, China Plus one, unprecedented digitisation, Forex reserves of more than \$600 Billion, Booming Investment scenario with increasing FDI, FPIs and remittances, are some of the factors which should help us boost growth and move to a higher trajectory.

However, Meaningful economic reforms at a faster pace, ease of doing business, de-clogging of the judicial system to ensure faster justice delivery and early resolution of contractual obligations are just some of the impetus measures needed to move to a double digit growth.

Of late, a welcome shift has been the change in mindset. Right from the Government, to the private sector, to the individual, everyone is talking global scale, and to be at the forefront of technology. We are positioning ourselves to be world leaders and moving towards that direction.

Economies and the Equity markets at a similar stage, be it Japan in the 70s and 80s, U.S. in the 80s or China in the first decade, have all enjoyed a major Bull run when their markets have travelled from \$3 Trillion to \$5 Trillion and beyond and per capita incomes have doubled. India too seems to be at the cusp of a Chronologically Lottery.

In this Independence month, our serious recommendation to our readers is simply that, do not miss out on this unprecedented investment opportunity and participate in the growth as our beloved country moves to attain its glory.

Wish you all Financial Independence as we celebrate not only our 77th Independence Day, but also the wonderful festival of Raksha Bandhan this month.

Jai Hind!

Happy Investing!  
Sandeep Sahni  
Editor





## NIFTY 50

### TOP 5 GAINERS OF THE JULY 2023

NAME	31-07-2023	30-06-2023	CHANGE %
ZEE ENTERTAINMENT	242.35	177.35	36.65
INDIABULLS HOUSING	595.55	123.40	16.49
CIPLA	2475.55	1014.95	15.77
NTPC	784.80	189.15	15.44
GAIL INDIA	651.20	105.05	13.37

## NIFTY 50

### TOP 5 LOSERS OF THE JULY 2023

NAME	31-07-2023	30-06-2023	CHANGE %
UPL	642.70	687.55	-10.06
HCL TECH.	1116.70	1187.95	-6.00
EICHER MOTORS	3365.50	3580.1	-5.99
BRITANNIA INDS	4793.95	5024.55	-4.59
HINDUSTAN UNILEVER	2560.80	2678.15	-4.38

## MUTUAL FUND CATEGORY WISE PERFORMANCE

CATEGORY	1 YEAR	3 YEAR	5 YEAR	10 YEAR
Equity- Contra	23.22	28.79	15.37	17.59
Equity-ELSS	17.89	23.08	12.24	15.92
Equity-Flexi cap fund	17.71	22.85	12.74	16.20
Equity- Focused Fund	17.46	22.30	12.25	16.02
Equity-Large & Mid cap	19.63	25.71	13.64	16.90
Equity-Large cap fund	16.76	20.39	11.56	14.02
Equity-Mid cap fund	21.85	30.65	15.55	20.25
Equity-Multi cap fund	22.41	28.47	15.61	18.05
Equity-Small cap Fund	27.18	39.56	18.55	22.08
Equity- Value Fund	23.89	27.4	12.77	17.45
Hybrid-Aggressive	15.87	19.21	11.22	13.95
Hybrid-Arbitrage Fund	6.00	4.20	4.65	5.99
Hybrid-Balanced Adv.	13.25	13.43	9.27	12.79
Hybrid-Equity Savings	10.23	10.92	7.48	8.10

Return in (%)

INDEX	YEAR ENDING 30-06-2023	YEAR ENDING 31-07-2023	CHANGE %
NIFTY 50	19,189.05	19753.80	2.94
NIFTY SMALL CAP	10,837.10	11702.85	7.99
NIFTY MID CAP 100	35,754.35	37721.35	5.50
SENSEX	64718.56	66527.67	2.80
US \$	82.09	8221	0.22
BITCOIN \$	30,445.35	29231.00	-4.06
DOW JONES IN USD\$	34,407.60	35559.53	3.35
SHANGHAI COMP \$	3202.06	3291.04	2.78
BRENT CRUDE OIL \$	74.90	85.05	13.55
NASDAQ 100 IN \$	15179.21	15757.00	3.81
GOLD IN	5885.00	6028.00	2.43
10 YEAR GOVT BOND	7.11	7.16	0.10

## 5 BEST PERFORMING SECTORS

NAME	RETURN IN %
MEDIA	17.62
PHARMA	10.12
PSU BANK	8.50
REALTY	8.18
PSE	7.77

## 5 WORST PERFORMING SECTORS

NAME	RETURN IN %
NIFTY FMCG	-20
FINANCIAL SERVICES	0.44
CONSUPTION	0.79
BANK	1.09
SERVICES SECTOR	1.17

TUM MERE SATH **SIP KARO,**  
MAIN TUMHE **FINANCIAL FREEDOM** DOONGA



Join this revolution of Financial Freedom!

**Bano Crorepati!**

Start a SIP on 15th Aug, 2023

Monthly SIP Amount	Period
₹15000	24 Years

**Total Investment - 45 Lacs**

On 15th Aug, 2047

-100th Independence day you can get

ROI@12%	₹2.25 Cr
ROI@14%	₹3.07Cr
ROI@15%	₹3.58 Cr

Team Sahayak wishes you a  
Happy Independence Day !

<https://www.youtube.com/shorts/46Wm2oRQovA>

\*For illustration purposes only. Kindly consult your advisor before investing.



**SIP YOUR  
FINANCIAL FREEDOM  
WITH US!**

INSTALMENT AS LOW  
AS RS.1000 PER MONTH

HASSLE FREE

POWER OF  
COMPOUNDING

FLEXIBLE

HIGHER RETURNS



**AZAADI KE AMRUT  
MAHOTSAV PAR**

**KARO SIP - BANO CROREPATI**

**GET FINANCIAL FREEDOM**


[https://www.youtube.com/  
shorts/l8lwhNqCtCg](https://www.youtube.com/shorts/l8lwhNqCtCg)

FRIENDSHIP IS LIKE **SIP**  
OLDER THE BOND,  
BETTER THE **RETURNS.**




Happy  
*Friendship Day*

**6TH AUGUST 2023**



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www.sahayakassociates.in




**SAHAYAK**  
ASSOCIATES  
SME Registered Mutual Fund  
Distributor

Happy  
*Friendship Day!*

**Mr. Sahayak suggests to earn two friends in life**

One like **Krishna**: who will not fight,  
but will make sure you win.

Second like **Karna**: who will fight for you  
even when you're wrong.



*A promise to stand by you forever - Mr. Sahayak*

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

## ECONOMIC HEADLINES

India's GST collections for July,23 up 11% to ₹1.65 lakh crore

Read more at:

<https://economictimes.india-times.com/news/economy/finance/indias-gst-collections-for-july-up-11-to-rs-1-65-lakh-crore/articleshow/102307380.cms>

Petrol demand rises in July, rains continue to cut into diesel sales

Read more at:

<https://www.moneycontrol.com/news/business/economy/petrol-demand-rises-in-july-rains-continue-to-cut-into-diesel-sales-11073751.html>

UPI payments scale new peak in July,23

Read more at:

<https://timesofindia.indiatimes.com/business/india-business/upi-payments-scale-new-peak-in-july/articleshow/102331384.cms?from=mdr>

Core sector growth touches 5-month high of 8.2% in June

Read more at:

<https://economictimes.india-times.com/news/economy/indicators/core-sector-growth-touches-5-month-high-of-8-2-in-june/articleshow/102289110.cms?from=mdr>

Oil on track for biggest monthly gains in over a year

Read more at :

<https://economictimes.indiatimes.com/markets/commodities/news/oil-on-track-for-biggest-monthly-gains-in-over-a-year/articleshow/102259327.cms?from=mdr>

Manufacturing PMI eases for second month, dips to 57.7 in July

Read more at:

<https://indianexpress.com/article/business/economy/india-manufacturing-pmi-activity-eases-for-second-month-july-8870578/>



## 15 RESOLUTION FOR YOUR FINANCIAL INDEPENDENCE

1. Aim for Financial Independence. Follow a Financial Hierarchy.
2. Create a Budget, track your spending and follow the budget religiously.
3. Rules:
  - 30% of your income should be used for monthly living expenses.
  - 30% of your income should be used for Liabilities repayments, if any.
  - 30% of your income should be Saved and Invested for your future living.
  - 10% of your income should be spared for entertainments, vacations etc.
4. Six To Nine months expenses should be available for Emergency Fund (should be invested in Liquid Funds of Mutual Funds, FD Etc).
5. Must have sufficient Term Insurance to financially secure future of your dependents in case of any exigency. Health Insurance is must in spite of Group Health coverage given at office. After retirement or if you leave work, there is no health coverage. After 50-55 years of age, it's very tough and costly to get Health Coverage).
6. Consult a Financial Advisor for all your investment decisions. They don't only manage your Investments but also manage you – The Investor, and help you overcome human biases and ensure a smooth investment journey.
7. Create a Financial Plan with quantified Financial goals. Investments Should always be Goal Based. Get a proper need assessment done of your financial goals and plan an investment strategy accordingly.
8. Start early and be disciplined in your investment plan. Your best returns will come from compounding!
9. Diversify your investments and follow a well thought of Asset Allocation strategy based on your goals, funds requirement and risk appetite.
10. Liquidity is very important. Avoid being Asset Rich and Cash poor. Ensure you have access to your money when you need it.
11. A home is not an investment – it is a place to stay. Similarly an office space is a place to work. Do not consider them as a part of your portfolio.
12. Be aware of all Tax implications. You cannot avoid paying tax. But you can minimize by way of tax planning and select tax saving investments. Avoid last minute tax saving investment decisions, Don't let tax saving be the sole factor in making Investment decisions.
13. Review your portfolio every six months against your financial goals, re-balancing of asset allocation and finally review of specific investments in the portfolio.
14. Estate planning is the most important comfort you will provide to your family when you are gone. Make a Will and get it registered. Check regularly on Nominations for all financial instruments; if not nominated, do it now.
15. Keep a record of All financial documents and keep family members informed of the same. Consult Mr. Sahayak for a 'FAMILY FIDOK' i.e. Financial Information &

**HAVE A GREAT FINANCIAL INDEPENDENCE JOURNEY...**

## THIS RAKHI, GIFT A HABIT....

It's time to change the age-old traditions.

Raksha Bandhan is just around the corner. So, what are you planning to gift your sibling? Their favourite outfit, jewellery, gadgets, or cold hard cash? Come on – Not the same age-old options. Times have changed. Why not surprise your sibling with something new and unexpected!

Something that they will remember for years to come. Something that changes their habits and life. The power of that gift is in your hand – Here are some top picks from the Sahayak team:

### A) Stocks, ETFs and Gold Bonds

If your sibling is lazy about investing, this is the best opportunity to charge them up. Open a demat account for them and give them the gift of investments.

Open a NJ E-wealth account with Sahayak Associates and get them started on their investment journey. (Just call us and we shall open a Dmat account for you in a jiffy) Even a minor can invest and you know what, the world's richest investor, Warren Buffet started with a small amount at the age of 13 and has regretted since then, that he started too late. Maybe your sibling turns out to be the next Warren Buffet. Get them started this Rakhi and they will remember you for the rest of their life. And well, what's a gift if you don't pour your love and efforts into it?

### B) Bankless Debit Cards

If you have a teen sibling who has not started earning yet, you can consider giving them a bankless debit. It's pocket money in the form of a prepaid card that you recharge every once in a while. There are a lot of fintech startups in this space. But, how will it change the life of your baby brother or sister?

By inculcating good money habits. The user-friendly interface of these apps encourages kids to track their expenses and set saving goals. You can even bribe your sibling to fetch you a glass of water in exchange for giving them extra pocket money. Reason why your sibling will love it? Startups such as Fampay give customisable cards. You know how kids like flaunting such things in front of their friends! Reason why your sibling might not like it? They can no longer spend their money on movie tickets and lie about it, saying "it got used up for project work". While you won't get to know where exactly they have spent, you will still get a basic breakup of the categories of their expenses.

### C) Books, Books and Books

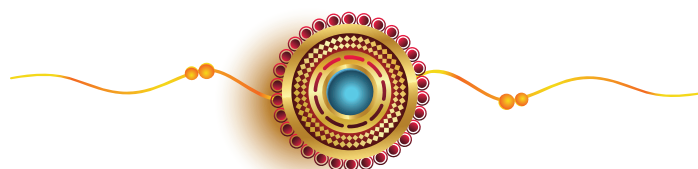
These never go out of fashion. The gift of reading is the best gift that you can give to anyone. While gifting a book, keep in mind the taste of your sibling, but also make sure they learn or explore something new.

For example, if your cousin is into detective thrillers, but they are always reading Agatha Christie, give them a Dan Brown book.

### D) Courses – The gift of learning.

What better way to show your sibling that you care for them. Especially in the ed-tech boom, you will find a whole array of courses online. Spend some time to find the best-curated course for the subject that your sibling is interested in. The thought and time that you invest for the growth and nurture of your sibling is one of the purest gifts that they will definitely appreciate.

Celebrate this Rakhi the traditional way, but choose the Gift option as per today's times.



### BE-A-DUMB-INVESTOR

More the things change...More they remain the same.

In our monthly blog section we reproducing below a blog that I first wrote in June, 2019 which clearly highlights that the basic investment philosophy doesn't change.

Read on to check for yourself.

Everyone we meet wants to be a "Smart investor."

Who are these "Smart Investors?"

They are generally well read and well informed, professional, erudite and on top of their vocation or profession. They believe in studying the markets, investing when the timing is right and exiting when the market hits the peak. They prefer investing in direct equity, and believe that consulting a financial advisor, or investing in mutual funds through a distributor, investing in Debt and other asset classes are for the less fortunate and "Dumb Investors."

"Smart Investor" reads the pink papers, watches the business channels and follows the market makers on social media and make intelligent conversation in their circuit and are ready to reap the "benefits" of their superior knowledge.

"Smart Investors" generally want to perfectly time the market, Sell at the peak and buy at the absolute Nadir. If they find that prices have fallen considerably after they have bought a stock, they must buy more of the same stock and average their price without any consideration of the fundamentals of the stock. For many "smart investors", their only consideration for buying a stock is the discount at which it is trading from its 52 week high or from its 200 DMA.

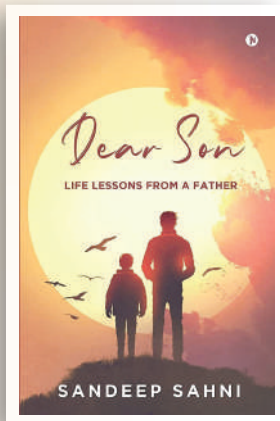
To read the full blog visit:

<https://www.sahayakassociates.in/be-a-dumb-investor/>



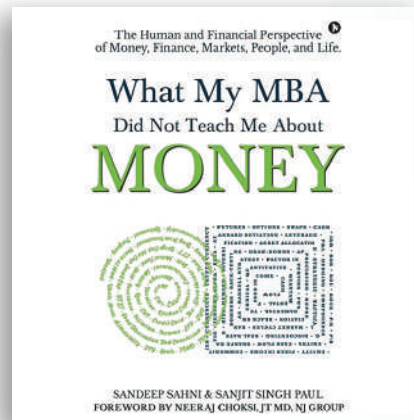


## HAVE YOU READ BOOKS WRITTEN BY OUR EDITOR ?



Dear Son

<https://www.amazon.in/dp/1637815271>



What My MBA  
Did Not Teach Me About Money

<https://lnkd.in/d7S2APn>

If you have already got one, leave us a review  
on **Amazon/Flipkart**. Each one Counts!

For latest Updates, subscribe to the  
Sahayak Gurukul YouTube Channel.  
<https://youtube.com/@sahayakgurukul90>



## OUR BEST MOTIVATIONAL BLOGS OF THE MONTH

'The Lottery Mindset'  
<https://sandeepsahni.com/the-lottery-mindset/>

'Co-Opetition'  
<https://sandeepsahni.com/co-opetition/>

'Don't wait for perfection'  
<https://sandeepsahni.com/dont-wait-for-perfection/>

'Dream Big'  
<https://sandeep-sahni.com/dream-big-2/>

'Why I Read Books'  
<https://sandeepsahni.com/why-i-read-books/>

'Why I Read books..cont'd' How to Read  
<https://sandeepsahni.com/why-i-read-books-contd-how-to-read/>

## FINANCIAL INDEPENDENCE

Financial independence is the status of having enough income or wealth sufficient to pay one's living expenses for the rest of one's life without having to be employed or dependent on others. For example, if an individual has Rs 100000 in expenses per month, and assets that generate Rs 100000 or more per month, they have achieved financial independence. They have no need to work a regular job to pay their bills.



## SOLOMON'S PARADOX'

Some years ago, when we were just starting our wealth management firm, 'Sahayak Associates', we approached a HNI investor we respected and hoped would invest with us. We were optimistic and passionate, but also new and nervous, and I think he could see that. I started my sales pitch and had been talking for too long, probably over-explaining out of anxiety. He eventually cut me off and said, "you know what, son?" (I'm not sure if he actually said "son," but I think it helps the story.) "I will invest with you."

My joy knew no bounds.

"On one condition," he said.

Uh oh. "Just don't shine the Turd."

I wasn't sure I heard him correctly. I said, 'Sorry Sir, can you please repeat yourself.'

"Don't shine the turd." I wracked my brain. The what?

Keep in mind, I was new to the industry and I didn't have a financial services background, I wondered if this was some jargon or slang I haven't heard of? Is it an acronym? T.U.R.D...?

Turns out I was overthinking. He just went on to say, "nine times out of ten, getting only good news is actually bad news. If something is shit, don't hide it. Because eventually, I'll smell it. It concerns me when I get consistent updates that all is well only to hear later that a problem has been allowed to grow and snowball into something much bigger and less fixable."

He went on to add, that he'd been investing for a long time, and he accepted the possibility of failure and the market volatility and an adopted strategy not working out as planned. He wasn't afraid of it anymore. But what he wouldn't put up with was someone pretending everything was going great when it actually wasn't.

We agreed not to hide anything. He agreed to trust us and invest with us.

We really held onto that advice, and kept that promise, ever since, with all our clients. We have actually made this as one of our basic values and principles of our business.

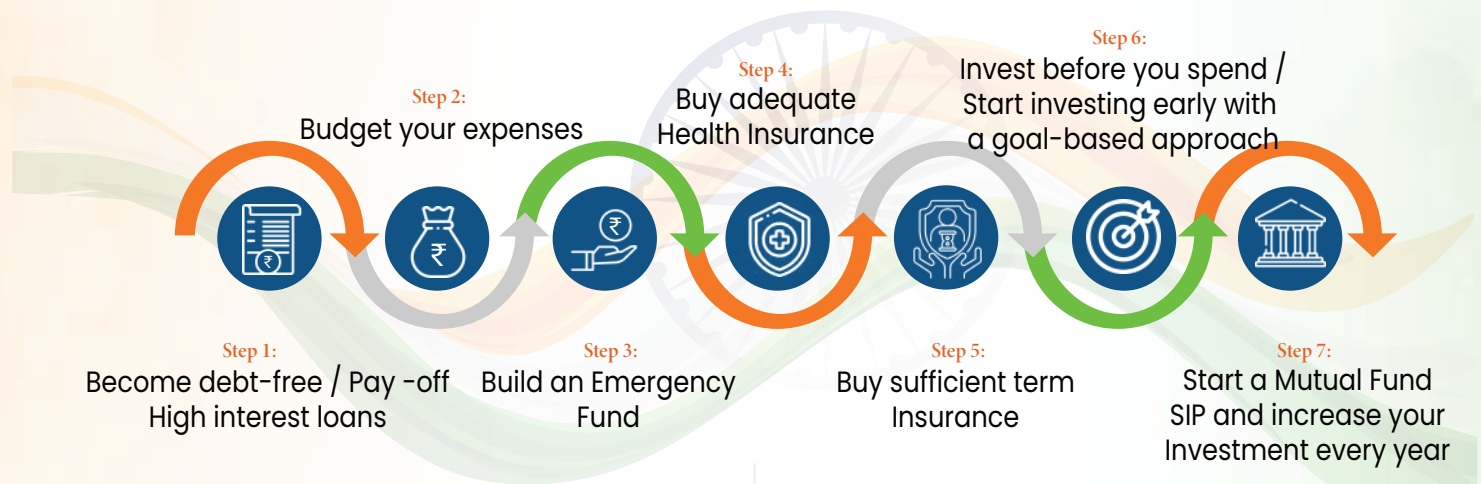
It's hard to be a wealth manager and one of the most difficult things is reporting bad news about some loss of corpus, especially to someone who has trusted you with their money. That's why we share this advice with our entire team: 'When you update your investors, be honest, tell the whole truth, and give context. Mistakes happen, but no one can help you fix them if you aren't honest that they've been made. Be up-front. Figure out the problem, Create a plan to reverse or minimize it and always own up to it.'

This advice is as applicable not only in the investment space but in all aspects of life. Don't be afraid to admit to a mistake, don't try to cover it. The actual solution will appear only when you first acknowledge that there is a problem.

Shit happens, you will make mistakes, Just 'Don't shine the turd.'

(With inputs from the blog of the same name by Craig Shapiro)

# 7 Steps to achieve FINANCIAL FREEDOM



## ARTICLES WE ARE READING...

Can Jio Financial Disrupt the Mutual Fund Business?

[https://www.business-standard.com/opinion/columns/can-jio-disrupt-the-mutual-fund-business-123073000654\\_1.html](https://www.business-standard.com/opinion/columns/can-jio-disrupt-the-mutual-fund-business-123073000654_1.html)

Is a recession still on the cards?

[https://www.business-standard.com/opinion/columns/is-a-recession-still-on-the-cards-123072400947\\_1.html](https://www.business-standard.com/opinion/columns/is-a-recession-still-on-the-cards-123072400947_1.html)

6 management lessons to learn from Oppenheimer

<https://epaper.hindustan-times.com/Home/Share Article?OrgId=307c5668321>

Everything Is Cyclical

<https://collabfund.com/blog/everything-is-cyclical/>

Steer clear of these three behavioural pitfalls during bull markets

<https://news.bharattimes.co.in/steer-clear-of-these-three-behavioural-pitfalls-during-bull-markets/>

## BOOK TO BE READ...

## VIDEOS WE ARE WATCHING...

Episode 1 || Vichar Manthan || 7 3 M¥ || Dr. Abhishek Mishra || Sandeep Sahni || Motivational

<https://www.youtube.com/watch?v=x6As-PRwmTjM&t=4s>

Episode 2 || Vichar Manthan || A GIR MY || Dr. Abhishek Mishra || Sandeep Sahni || Motivational

<https://www.youtube.com/watch?v=sY139LJhar0&t=46s>

Views on markets at all time high by Raamdeo Agrawal with Latha Venkatesh, CNBC TV18

<https://www.youtube.com/watch?v=fRmKN90EapY>

'By 2030, India Will Be 7 Trillion Dollar Economy' Says V Vaidyanathan, IDFC FIRST Bank MD & CEO

<https://www.youtube.com/watch?v=irC-Q5lenkts>

Manish Chokhani Multibagger Stock Picking Tips | बाजार में बने रहने से होगी ज्यादा कमाई ?

<https://www.youtube.com/watch?v=W58azyV5Le8>

## PANDEYMONIUM

Pandeymonium : Piyush Pandey on Advertising

In Pandeymonium, Piyush talks about his influences, right from his childhood in Jaipur and being a Ranji cricketer, to his philosophy, failures and lessons in advertising in particular and life in general.



# HAPPY Raksha bandhan



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Proud to be NJ Partner



FINANCIAL  
PRODUCTS  
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MEMBERSHIPS



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Chandigarh, 160002

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