

## **Profile of Financial Planning Standards Board India (FPSBI)**

### **Mandate & Affiliations:**

Financial Planning Standards Board India (FPSBI) is a Public – Private Enterprise and a Professional Standards Setting body that proactively guides the development and promotion of standards for Financial Planning professionals to benefit and protect the public in the country. FPSB India closely works with all the stakeholders' viz. the Government, the Regulators, the Industries/Associations, the Corporate, the Media and the General Public to achieve its objectives. It is a Professional Membership & Certification organization-part of leading Global Confederation established by prominent financial service corporations with an objective to professionalize the concept of Financial Planning in India.

FPSB India is based on voluntary Self Regulatory Mechanism, which is reflected by virtue of its Code of Ethics & Rules of Professional Conduct, which is mandated for all its members. The creation of Financial Planning Standards Board India, represents commitment to the emergence of Financial Planning as a respected profession in India and globally, and will strengthen our ability to educate the public about the Financial Planning process and about the professionalism of Financial Planners who have committed to competent and ethical behavior in India. Consistent with development in other countries, FPSB India will attempt to ensure that CERTIFIED FINANCIAL PLANNER<sup>CM</sup> or CFP<sup>CM</sup> in India meet Competency and Ethics standards which are based on a platform of Education, Examination, Experience and Ethics requirements (the 4Es). Financial Planning Standards Board India is marks licensing authority for the CFP marks in India, through an Affiliate Agreement with FPSB Denver, USA. The other Affiliate countries are Australia, Austria, Brazil, Canada, China, Chinese Taipei, France, Germany, Hong Kong, Indonesia, Ireland, Japan, Malaysia, New Zealand, Republic of Korea, Singapore, South Africa, Switzerland, Thailand, The Netherlands and United Kingdom.

As a professional voluntary Self-Regulatory Organization, FPSB India promotes and maintains voluntary standards of professionalism including Education, Examination, work Experience and Ethics requirements and will continue to cooperate the Government, Regulators and other agencies to appropriately, effectively and uniformly regulate personal Financial Planning practitioners. Our stewardship of financial and human resources will be characterized by fiduciary responsibility. Our members, volunteers and our staff will uphold the same attributes and principles. FPSB India expects of its own Certificants integrity, objectivity, competency, fairness, confidentiality, professionalism and diligence in the performance of our mission.

There is a crying need to establish professional Financial Planning standards, inculcate financial literacy, and create suitable redressal mechanism for the investors in India, so that they can make responsible use of credit and money, and make informed financial decisions that affect their family and future. Leading personal financial services establishments all over the world have been concerned about these issues as well: as this not only impacts the businesses of the corporations but also the credibility of the institutions - as it is largely a function of the professionalism demonstrated by its associates vis-à-vis their investors. Globally many leading personal financial services firms are coming together and attempting to professionalize the business of Financial Planning, and setting standards in the discipline. Currently in over 23 countries over 200 leading financial firms have joined hands towards this objective. In India – Financial Planning Standards Board India has been set up to achieve the same. FPSB India is currently promoted by 50 leading Financial Services Organizations from the industry.

## FPSB India's Board of Directors

S.No	Name	Designation	Designation & Company
01	Mr. Ajay Srinivasan	Chairman	Chief Executive-Financial Services Aditya Birla Group One India Bull Centre, Tower I, Jupiter Mills Compound 841, Senapati Bapat Marg, Elphinstone Road Mumbai - 400 013
02	Mr. Gautam Chikermane	Vice Chairman	Executive Editor – Business Hindustan Times 18-20 Kasturba Gandhi Marg New Delhi - 110001
03	Mr. Anup Bagchi	Director	Executive Director ICICI Securities Ltd. ICICI Centre, H. T. Parikh Marg, Churchgate Mumbai – 400 020
04	Mr. Joydeep Kumar Roy	Director	Chief Executive L&T General Insurance Co. Ltd. 8th Floor, THE METROPOLITAN, C26/27, 'E' Block Bandra-Kurla Complex, Bandra (E) Mumbai – 400 051
05	Dr. Kamal Kishore Goel	Director	Executive Director Unique Health & Wealth Consultants Pvt. Ltd. UU-11, 1st floor, Vishakha Enclave, Pitampura Delhi
06	Mr. Lovaii A Navlakhi	Director	MD & Chief Financial Planner International Money Matters Pvt. Ltd. CRS, 1st Floor, 14, Cunningham Road Opp. Le Meridien Staff Gate Bangalore – 560 052
07	Mr. Ranjeet S Mudholkar	Director	Principal Advisor FPSB India 702, 7 <sup>th</sup> Floor, Leela Business Park Andheri Kurla Road, Andheri (E) Mumbai – 400 059
08	Mr. Sharad Sharma	Director	Country Head - Wealth Management BNP Paribas French Bank Building, 62 Homji Street, Fort Mumbai – 400 030
09	Mr. Sundeep Sikka	Director	President & CEO Reliance Capital Asset Management Ltd. One India Bull Centre, Tower I, Jupiter Mills Compound Senapati Bapat Marg, Elphinstone Road Mumbai – 400 013
10	Mr. V Murali	Director	GM (Financial Planning & Wealth Management) State Bank of India Corporate Centre, 12th Floor State Bank Bhava, Madame Cama Road Mumbai - 400 021
11	Mr. Vishal Kapoor	Director	Head-Wealth Management Standard Chartered Private Bank Standard Chartered Tower, 6th Floor, 201 B/1 Western Express Highway, Goregaon (E) Mumbai – 400 063

**Founding Members' (Charter Members) Representatives of FPSB India**

<b>S.No.</b>	<b>Company</b>	<b>Representative</b>	<b>Designation</b>
1	Alliance Bernstein Corporation	Mr. Shailesh Haribhakti	Representative
2	ASK Wealth Advisors Private Limited.	Mr. Rajesh Saluja	CEO & Managing Partner
3	Axis Bank	Ms. Sonu Bhasin	President Retail Financial Services
4	Bajaj Capital Limited.	Mr. Rajiv Deep Bajaj	Vice Chairman & Managing Director
5	Barclays Bank PLC	Mr. Satya Narayan Bansal	CEO - Barclays Wealth
6	Birla Sun Life Distribution Company Limited	Mr. Kanwar Vivek	Chief Executive Officer
7	Birla Sun Life Insurance Company Limited	Mr. Ajay Srinivasan	Chief Executive Financial Services
8	BNP Paribas	Mr. Sharad Sharma	Country Head- Wealth Management
9	Citibank N.A	Mr. Sourabh Kumar	Country Investments and Insurance Director
10	Destimoney	Mr. Vivek Vig	MD & CEO
11	Deutsche Bank AG	Mr. Ajay Bagga	Head & MD of Private Wealth Mgmt.
12	Dhanlaxmi Bank	Mr. Amitabh Chaturvedi	Managing Director & CEO
13	Dynamic Equities Private Limited	Mr. Shailesh Saraf	Managing Director
14	Edelweiss Group	Mr. Jimmy A Patel	Chief Executive Officer
15	FIL Fund Management Private Limited	Mr. Suraj Kaeley	Head of Business – FIL FundsNetwork Pvt. Ltd.
16	FPI Padmakshi Financial Planning & Wealth Management	Mr. Yvo Metzelaar	Director
17	Franklin Templeton Asset Management (India) Private Limited	Mr. Vivek Kudva	President
18	Geojit BNP Paribas Financial Services Limited	Mr. C.J. George	Managing Director
19	HDFC Asset Management Company Limited.	Mr. Milind Barve	Managing Director & CEO
20	HSBC	Mr. Rajnish Bahl	Head, Personal Financial Services, India
21	ICICI Bank Limited	Dr. G Ramachandran	Head Global Research Group
22	ICICI Prudential Asset Management Company Limited	Mr. Nimesh Shah	Managing Director
23	ICICI Prudential Life Insurance Company Limited	Mr. Tarun Chugh	Chief – Alternate Distribution
24	ICICI Securities Limited	Mr. Anup Bagchi	Executive Director

<b>S.No.</b>	<b>Company</b>	<b>Representative</b>	<b>Designation</b>
25	ING Financial Services Private Limited	Mr. Navin Suri	Managing Director & CEO
26	Karvy Stock Broking Limited	Mr. Hrishikesh Parandekar	Chief Executive - Wealth Management
27	Kotak Mahindra Bank Limited	Mr. C. Jayaram	Executive Director
28	KZen Equities Services Pvt. Ltd.	Mr. Rahul Patel	Managing Director & Partner
29	L&T Finance Ltd.	Mr. Joydeep Roy	Chief Executive – L&T General Insurance Company Ltd.
30	L&T Mutual Fund	Mr. Sanjay Sinha	Chief Executive Officer
31	Life Insurance Corporation of India	Mr. Arvind Swaroop	Secretary, Field Personnel Training
32	Mirae Asset Global Investments (I) Pvt. Ltd.	Mr. Arindam Ghosh	Chief Executive Officer
33	MetLife India Insurance Company Limited	Mr. Rajesh Relan	Managing Director
34	Motilal Oswal Securities Limited	Mr. Manish Shah	Associate Director - Business Strategy and New Initiatives
35	Networth Stock Broking Limited	Mr. Girish Dev	Chief Executive Officer
36	Principal PNB AMC Private Limited	Mr. Rajan Ghotgalkar	Managing Director
37	Reliance Capital Asset Management Limited	Mr. Sundeep Sikka	President & CEO
38	Reliance Life Insurance Company Limited	Mr. Malay Ghosh	President
39	Reliance Money Limited	Mr. Kapil Bali	CEO
40	Religare Enterprises Limited	Mr. Sunil Godhwani	Chairman & Managing Director
41	SBI Funds Management Private Limited	Mr. Achal Kumar Gupta	Managing Director
42	SBI Life Insurance Company Limited	Mr. MN Rao	Managing Director & CEO
43	Shinsei Bank Group	Mr. Sanjay Sachdev	Country Manager- India & Regional Manager S.E. Asia -Fund Management
44	SKP Securities Limited	Mr. Naresh Pachisia	Managing Director
45	State Bank of India	Mr. V Murali	General Manager (New Businesses)
46	Standard Chartered Bank	Mr. Vishal Kapoor	Head Relationship Management - Pvt. Bank India
47	TATA AIG Life Insurance Company Limited	Mr. Suresh Mahalingam	Chief Operating Officer
48	TATA Asset Management Limited.	Mr. V. P. Chaturvedi	Managing Director
49	UTI AMC Limited	Mr. Debashish Mohanty	Country Head – Retail Sales
50	World Gold Council	Mr. Ajay Mitra	Managing Director

## **FPSB India's Mission**

- Educate the public on the benefits of Financial Planning.
- Provide a pathway for members to develop the necessary skills and knowledge to become successful Financial Planners.
- Develop and maintain appropriate standards of competence through Examination and Continuing Education.
- Set the qualification for the CFP<sup>CM</sup> Certification as the highest quality mark in financial advisory business.
- Protect the CFP<sup>CM</sup> mark and set it at par with international standards.
- Maintain ethical standards through the adherence to the FPSB India's Code of Ethics and Rules of Professional Conduct and administer disciplinary procedures for members.
- Enhance the professionalism of those engaged in the exercise and pursuit of personal Financial Planning by establishing suitable standards.
- Encourage and support regulatory developments that are aligned with our Mission.

## Vision Document for FPSB India

FPSB India's Vision of success is professional voluntary Self-Regulation that fosters a Strong, Unified and Vibrant personal Financial Planning profession that ethically and competently serving increasingly greater numbers of individuals by helping them to make prudent financial decisions. This Financial Planning profession is characterized by the following:

- ❖ ***Financial Planners are client-centered and differentiated from other financial service providers and advisors.*** Financial Planners is used by persons who follow the Financial Planning process and are capable and qualified to offer Objective, Integrated, and Comprehensive financial advice for the benefit of clients to help them achieve their financial goals.
- ❖ ***In order to protect the public interest, it is expected that the government and the regulators are prohibiting unlicensed practice of Financial Planning because it poses a serious risk to the economic safety and well being of individuals.*** This is being accomplished in India through special identification of Financial Planners under the state statutes. It entails the adoption of a Financial Planners minimum competency examination that goes beyond a more limited investment adviser representative examination and is accomplished by appropriate government regulation as followed in other parts of the world.
- ❖ ***Financial Planning organizations are collaborating to unify the profession around accepted standards, and cooperate to provide a single and consistent message for individuals, government, allied professionals and occupations, financial services providers, and the media.*** This is being accomplished nationally through the co-operation. Guidance of the Financial Planning Standards Board (FPSB) & FPSB Council, and through license agreements, affiliations, and other arrangements. FPSB India shall establish a collective wisdom amongst the professionals from financial services (and other disciplines) under a common umbrella to serve the public. FPSB India shall endeavor to bring all the members of financial services community be it Brokers of BSE and/or NSE, Distributors, Members of ICAI, ICWA, ICSI, Actuarial society of India, Bar Council, lecturers, commodity brokers, journalists and professionals from the Industry on a common platform to participate in a community intending to bring about changes in the Financial services industry.
- ❖ ***All Financial Planning practitioners, whether FPSB India Certified or not, are adhering to ethical and practice standards in serving their clients.*** The interest of clients comes first. Following the Financial Planning process helps assure such an outcome. Compliance with FPSB developed Code of Ethics and Professional Responsibility and practice standards is expected of both the public and governmental bodies for all Financial Planners.
- ❖ ***Professional Financial Planners and establishments are differentiated & distinguished from generic financial advisors & firms – who meet only minimum statutory compliance standards.*** Financial Planning Certification through authorized use of the CFP<sup>CM</sup> marks distinguishes those who are competent to practice Financial Planning in professional manner. In summary, our Vision of success is individual recognition of Ethical Behavior and Practice Standards as established by FPSB India. The CFP<sup>CM</sup> marks are nationally recognized as being at the highest standard of Financial Planning. We are envisioning the development and maintenance of a growing body of Financial Planning knowledge, recognized by the academic community and others. Government entities and other stakeholders should look to FPSB India for continuing guidance in defining, achieving, and maintaining high standards for Financial Planning. Current and potential Financial Planning practitioners and firms of all sizes should seek to achieve the marks and suitable rating standards for their inherent value as the certificate of distinction in the Financial Planning profession.
- ❖ ***The marks CFP<sup>CM</sup> and CERTIFIED FINANCIAL PLANNER<sup>CM</sup> is accepted Nationwide as being Financial Planning's highest standard.*** Nationwide support and recognition for these distinguished marks, and the competency and ethical standards they represent, is provided by many – including Financial Planning and Financial services firms, Colleges and Universities, continuing Education Providers, Government, Regulators, Consumer Organizations, Financial Planning membership organizations, allied professions, the public at large, print and broadcast media.
- ❖ ***The right to use these marks is sought by an increasing number of Financial Planning practitioners.*** Significant growth in the numbers of persons who have met and who continue to meet the rigorous initial and continuing certification requirements is occurring worldwide. This is benefiting the increasing number of people who need and want Financial Planning Services. FPSB India's work with employers, educational institutions and others, career paths in Financial Planning is better developed, and the candidate pool for Certification is growing significantly.

## Update & Developments at FPSB India

FPSB India is attempting to introduce the best global practices in Financial Planning in India. Keeping the same in view we took the ownership of administrating the CFP<sup>CM</sup> Certification in India way back in 2001. Currently around 14000 aspiring Financial Planners are pursuing the CFP<sup>CM</sup> Certification Education Program in India. They will be the fountainhead for Financial Planning in India.

FPSB India apart from promoting the CFP<sup>CM</sup> Certification program in India has also been proactive in addressing public policy issues that affect the financial well being of business, clients, general public, as well as individuals who practice the Financial Planning profession. FPSB India had published - "*Paper on Service Tax on Mutual Fund Distribution*" (on service tax which was levied by the government) and Paper on '*Establishment of Professional Financial Planning Services Model*'. FPSB India has submitted two papers on "*Establishment of Professional Retirement Advisory Services Model*" and "*Establishment of Professional Investment Advisory Services Model*" to Pension Regulatory & Development Authority (PFRDA) & Securities & Exchange Board of India (SEBI) respectively. FPSB India had submitted to Reserve Bank of India a paper on '*Development of Professional Financial Advisory Model for Rural Population in India*'. FPSB India is crystallizing on the contours of a Rating Standard for Financial Planning Firms based on the capability maturity model and a paper has already been published on '*Establishment of Professional Rating Standards for Financial Planning & Advisory Services Organizations*'.

FPSB India has been organizing various theme-based seminars for bringing the stakeholders on a common platform. FPSB India organized the Second Financial Planning Congress 2007 along with the Indian Express Group. The theme of the Congress was 'Economic & Financial Literacy: Seeking a blueprint of India' which saw the participation of speakers from Ministry of Finance, Indian Financial Regulatory Space viz. SEBI, IRDA & PFRDA and the financial service industry. It also saw the participation of around 520 delegates from the Financial Service industry. In the Congress, Mr. M. Damodaran said that whoever regulates the Investment Advisors needs to look after the average investor, and the issuer & intermediaries will look after themselves and the focus should be to create financial literacy. He indicated that since products are getting complicated, India needs advisors who will demystify them and advise the consumers the right products, for the right reasons and convey the risks associated with the products. If that task is aided by FPSB India and it plays a role akin to that of a voluntary Self Regulatory Organization, nobody should have any reservations as well.

In May 2006, FPSB India organized the first Financial Planning Congress based on the theme "Establishing a Consumer Centric Financial Services Delivery Infrastructure". The Financial Planning Congress 2006 received a tremendous response and saw the participation of around 12 speakers and 500 delegates. Ms Usha Thorat, Deputy Governor, Reserve Bank of India also inaugurated an Approach paper on "*Development of Professional Financial Advisory Model for Rural Population in India*". Ms Usha Thorat congratulated on the role played by FPSB India and spelt out the measures that RBI is taking to make the Banking Services more oriented towards the consumer.

In January 2006, FPSB India organized the first Regional Financial Planning Symposium based on the theme "Financial Planning for the Masses: Opportunities & Challenges". The Symposium saw the participation of more than 180 delegates & 15 thought leaders in the Industry sharing their views and experience with the delegates. It was graced by the presence of Mr. D. Swarup, Chairman, Pension Fund Regulatory and Development Authority, who expressed that Financial Planners & FPSB India would play a very important role once the new pension system would be established in the country.

In October 2005, FPSB India organized the first Financial Planning Convention in India. FPSB India received an overwhelming response. There were over 800 delegates and 50 leading speakers from the Financial Services Industry from India as well as abroad. Mr. M Damodaran, Chairman, Securities & Exchange Board of India (SEBI) who kindly consented to our invitation referred the Financial Planning Convention as a 'significant day', given the positive effect that the FPSB India certification will bring about in India's financial sector. He referred to the CERTIFIED FINANCIAL PLANNER<sup>CM</sup> professionals as one who would provide value, based on services that would be characterized by credibility and commitment. He said they would be playing a part in growing the nation, terming 'standards' as being all about 'quality control'. Constantly updating skills would be a major aspect of such certification, he pointed out. Mr. Damodaran further added that it was a huge challenge to provide good, competent & honest advice. Post the Financial Planning Convention; FPSB India organized the FPSB's Global Board of Directors Meeting and the FPSB Council Meeting, which had over 70 delegates participating from 22 countries to discuss the growth of Financial Planning Standards and CFP<sup>CM</sup> Certification globally.

We are pleased to share with you that at the Inaugural Address made at the International Conference on "*The Role of Financial Education: The Indian Case*" organized by - Organization for Economic Co-operation and Development (OECD) and co-hosted by Pension Fund Regulatory and Development Authority (PFRDA) at New Delhi, India in September 2006, Dr. Y. V. Reddy, Governor, Reserve Bank of India made an honorable reference & appreciation on the efforts by FPSB India, expressing that bodies such as the Financial Planning Standards Board India, were reportedly making proactive efforts to uniformly regulate personal Financial Planning practitioners and much more of such efforts were required to guide the development and promotion of standards for financial planning professionals to benefit and protect the public in the country. The same has been indeed a matter of great encouragement for us.

Our Public Relations efforts have made FPSB India and its members recognized among trade and consumer media as a top source for Financial Planning information and expert commentators. FPSB India secures coverage on national and local newspapers/magazines/electronic media sharing our message of the value of Financial Planning and working with a competent, ethical Financial Planner.