A REPORT ON

CLIENT PROFILING

A Project submitted to

SCHOOL OF DISTANCE EDUCATION
BHARATI VIDYAPEETH, PUNE
(Deemed to be University)

In partial fulfillment for the award of the Degree of

MASTER OF BUSINESS ADMINISTRATION

Under the Faculty of Management

By

CHATURTHISH DAMODAR SHETTIGAR

Under the guidance of

Dr. Shivakant Upadhyaya

Through

THE DIRECTOR
BHARATI VIDYAPEETH SCHOOL OF DISTANCE EDUCATION CENTER, NAVI MUMBAI
2017-18

COMPANY CERTIFICATE

DECLARATION

I hereby declare that the project titled **"CLIENT PROFILING"** is completed and written by me. This has not been previously submitted in any form for the award of any Degree or Diploma or other similar title of this or any other University or examining body. If it is found copied, at any stage the University can take any action it deemed fit.

Place : Mumbai Chaturthish Shettigar

Date :- Student

GUIDE'S CERTIFICATE

This is to certify that the project titled **"CLIENT PROFILING"** which is being submitted herewith for the award of the Degree of Master of Business Administration of School of Distance Education, Bharati Vidyapeeth (Deemed to be University), Pune is the result of the original project work completed by Chaturthish Damodar Shettigar under my supervision and guidance and to the best of my knowledge and belief the work embodied in this project has not formed earlier the basis for the award of any degree or diploma or similar title of this or any other University or examining body.

Place: - Mumbai

Date: -

Dr. Shivakant Upadhyaya

Project Guide

Dr. R. D. Patil

Coordinator

Dr. Anjali Kalase

Programme Director

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1. INTRODUCTION AND RESEARCH DESIGN

INTRODUCTION TO STUDY:

WHAT IS CLIENT PROFILING?

It is a way to create a portrait of your customers to help you make design decisions concerning your service. Your customers are broken down into groups of customers sharing similar goals and characteristics and each group is given a representative with a photo, a name, and a description.

Customer profiling should be undertaken to provide information and inform the project team about the end users and/or customers to allow project decisions to be made from the typical user's perspective, or to assist the project team in making customer-centered design decisions, which will result in a product or service that better meets the customer's needs and expectations, and is therefore more likely to succeed. Client Profiling is to be done by branch manager, relationship manager & dealer only by meeting them.

STATEMENT OF THE PROBLEM:

Branch Manager (BM), Relationship Manager (RM) & Dealer of all the branches in pan India do not understand the importance of client profiling. They think it is beneficial for the company not for them. Delay & laziness in client profiling by BM, RM & Dealer lead to incomplete job as the deadline is crossed and the client profiling is yet to be done. Excuses are given by all of them for not completing the job at time.

OBJECTIVES OF CLIENT PROFILING:

- Identify untapped market potential
- Increase/Improve target marketing
- Identify why customers are choosing AR and what is our USP
- Profile Based Customized Services
- Recognize most profitable clients
- To create loyalty among clients
- Improving existing services
- Help to build a brand
- Client Profiling will help to obtain quality information about client
- All Client details will be viewed on one single page.
- Design new products and services in future based on client need and market trend.
- Will help built better relation with client
- Better communication with existing clients
- Better understanding of client's requirement and accordingly designing services for them.
- Possibility to expand customer base
- Help to recognize client issues / challenges
- Beneficial to new Employees to understand existing clients

RESEARCH METHODOLOGY:

All data received from all the branches in pan India till the date of 31st October 2018 will be analyzed. The data contains 21,189 client's profile. The data of those clients are not allowed to disclose as per company. The data of clients include their basic details, occupational details, net worth details, income details and other details.

SCOPE OF THE STUDY:

To understand why Branch Manager (BM), Relationship Manager (RM) & Dealer could not complete the client profiling within time. What difficulty they are facing and to solve those difficulties by making them understand the importance of client profiling.

LIMITATIONS OF THE STUDY:

- Lack of employees to focus on one thing that is client profiling.
- Less innovative ideas to show the importance of client profiling.

2. COMPANY PROFILE

NAME, ADDRESS & HISTORY:

AnandRathi Share & Stock Brokers Ltd. | AnandRathi Commodities Ltd.

Regd. Office: 4th Floor, Silver Metropolis, Jai Coach Compound, Opp. Bimbisar Nagar, Goregaon (E), Mumbai - 400 063, Maharashtra, India. Tel: 022 4001 3700

ANANDRATHI GROUP

Established in 1994, AnandRathi is one of India's leading financial services firm offering Wealth Management, Investment Banking, Corporate Finance & Advisory, Brokerage & Distribution services in the areas of equities, commodities, mutual funds, structured products, insurance, corporate deposits, bonds & loans to institutions, corporations, high-net worth individuals and families.

The firm has a vast footprint across India and also in select international locations such as Dubai, with presence across 1200 locations through its own branches, sub-brokers and remisers and representative offices/associate companies. The group today employs over 2,500 professionals.

All our offerings are supported by powerful research teams and each unit is clearly positioned to cater to the most diverse financial needs of our clients.

The AnandRathi Group is member of the Bombay Stock Exchange (BSE), National Stock Exchange (NSE), Multi-Commodity Exchange (MCX), National Commodity Exchange (NCDEX), Central Depository Services Ltd. (CDSL), National Securities Depository Limited (NSDL) and ARN holder.

VISSION:

" TO BE A SHINING EXAMPLE AS A
LEADER IN INNOVATION
AND THE FIRST CHOICE FOR CLIENTS AND EMPLOYEES "

MISSION:

The firm's philosophy is entirely client centric, with a clear focus on providing long term value addition to clients, while maintaining the highest standards of excellence, ethics and professionalism. The entire firm activities are divided across distinct client groups: Individuals, Private Clients, Corporate and Institutions.

OBJECTIVES/GOALS:

CREATE:

AnandRathi believes in creating enough opportunities for its Clients to invest in. Our experience and your association help us in identifying them.

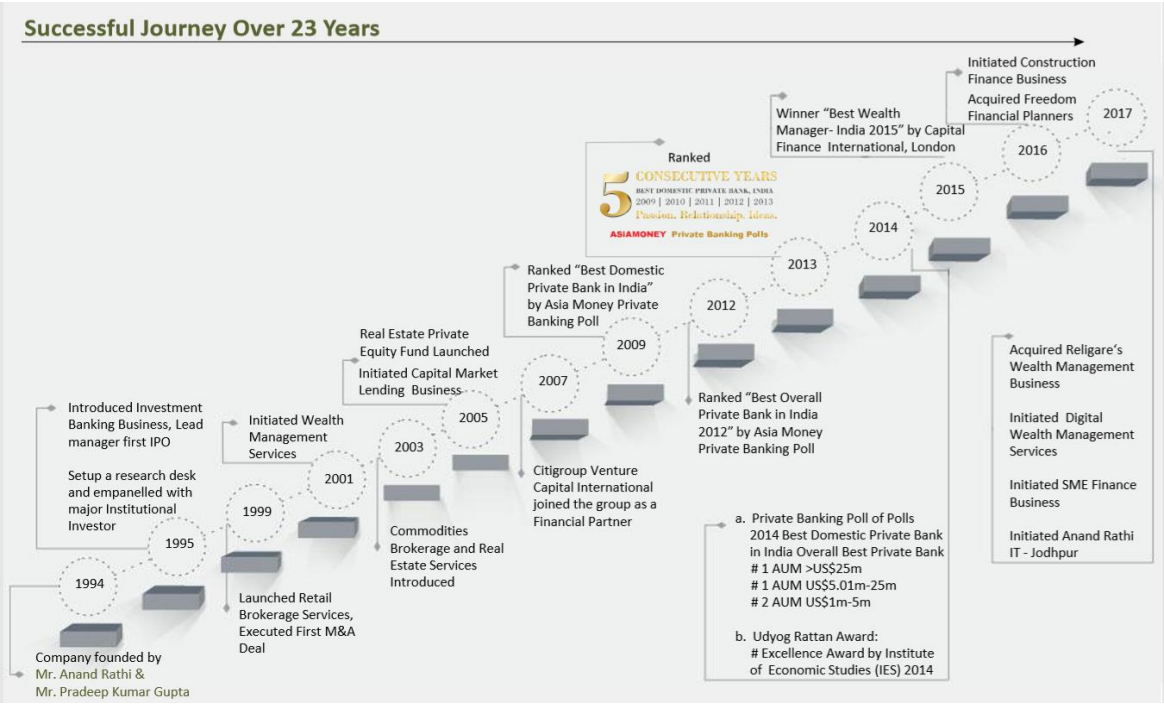
PRESERVE:

Our team constantly strives to preserve our Clients wealth by offering solutions in form varied assets or investments, just as their financial goal directs.

GROW:

We ensure that the investments of our clients grow in line with the returns.

MILESTONES:


Successful Journey Over 23 Years
1994
Company founded by Mr. Anand Rathi & Mr. Pradeep Kumar Gupta
1995
Introduced Investment Banking Business, Lead manager first IPO
Setup a research desk and empanelled with major Institutional Investor
1999
Launched Retail Brokerage Services, Executed First M&A Deal
2001
Initiated Wealth Management Services
2003
Commodities Brokerage and Real Estate Services Introduced
2005
Real Estate Private Equity Fund Launched
Initiated Capital Market Lending Business
2007
Citigroup Venture Capital International joined the group as a Financial Partner
2009
Ranked "Best Domestic Private Bank in India" by Asia Money Private Banking Poll
2012
Ranked "Best Overall Private Bank in India 2012" by Asia Money Private Banking Poll
2013
Ranked
5 CONSECUTIVE YEARS
BEST DOMESTIC PRIVATE BANK, INDIA
2009 | 2010 | 2011 | 2012 | 2013
Passion. Relationship. Ideas.
ASIAMONEY Private Banking Polls
2014
a. Private Banking Poll of Polls 2014 Best Domestic Private Bank in India Overall Best Private Bank
1 AUM >US$25m
1 AUM US$5.01m-25m
2 AUM US$1m-5m
b. Udyog Rattan Award:
Excellence Award by Institute of Economic Studies (IES) 2014
2015
Winner "Best Wealth Manager- India 2015" by Capital Finance International, London
2016
Initiated Construction Finance Business
Acquired Freedom Financial Planners
2017
Acquired Religare's Wealth Management Business
Initiated Digital Wealth Management Services
Initiated SME Finance Business
Initiated Anand Rathi IT - Jodhpur

ACHIVEMENTS:

2018

- ARSSBL Awarded as "**Top Volume Performer in Equity 2017-18"** by **BSE**
- AnandRathi Awarded "**Best Outreach for the year 2017-18**" by **MCX**
- AnandRathi Wealth Management "**Best Domestic Private Bank, India**" by **Asiamoney**
- AnandRathi Wealth Management "**Overall Best Private Bank, India**" by **Asiamoney**

2017

- Awarded '**Corporate Broker of the Year 2016-2017**'to AnandRathi Commodities by MCX

2016

- Zee Market Excellence Award 2016- Best Analyst in Commodities Forex
- Best Wealth Manager India Award by Capital Finance International, London

2015

- 2015 Best Wealth Manager India Award by Capital Finance International, London

2014

- Winner of Asia money Poll of Polls (2005-2013) - The Best Domestic Private Bank (India)
- Voted **"The Best Domestic Private Bank (India)"** for 5 Consecutive Years - 2009 | 2010 | 2011 | 2012 | 2013 – Asia money Private Banking Polls
- Anand Rathi Financial Services Ltd. awarded "Excellence Award" – Institute of Economic Studies
- Rakesh Rawal, CEO - Private Wealth Management awarded **Udyog Rattan Award and Golden Global Achievers Award –** Institute of Economic Studies.
- The Overall Best Private Bank in India – Asia money Private Banking Polls (2014)
- 1st in AUM > US$25m category | 1th in AUM US$5.01m-25m category | 2nd in AUM US$1m-5m category

2013

- Recognized as "One of the Top 10 Performers in Equity Segment (Retail Trading)" - Bombay Stock Exchange (2012-2013)
- Ms. Priti Gupta, Executive Director awarded "Special Contribution to Commodities Business" — Zee Business at Best Market Analyst Awards (2013)
- The Overall Best Private Bank in India – Asia money Private Banking Polls (2013)
- 1st in AUM > US$25m category | 4th in AUM US$5.01m-25m category | 2nd in AUM US$1m-5m category

2012

- The Overall Best Private Bank in India – Asia money Private Banking Polls (2012)
- ET Now Star mine Awards – 2012

    1. 1st in Stock Picker- IT/ Telecom Category.
    2. 1st & 3rd Overall Stock Picker.
    3. 1st in Stock Picker- Consumer Category

- Best Agri Commodities Analyst (Fundamental) Award— Commodity Participants Association of India (2012)
- Mr. Kaitav Shah, Banking Analyst - Institutional Research team rated "Asia's Best Analyst – Banking" - Wall Street Journal (2012)

2011

- ET Now Star mine Awards – 2011

    1. 1st in Stock Picker- Consumer Goods & Services
    2. 3rd in Stock Picker- Auto & Auto Ancillary Services
    3. 3rd in Best Earnings Estimates

- "Best Contribution in Investor Education & Category Enhancement of the year" — Bloomberg UTV Financial Leadership Award (2011)
- Private Wealth Management was awarded for generating the "Highest AUM growth in 2010" for Kotak MF - Mr. Uday Kotak (2011)

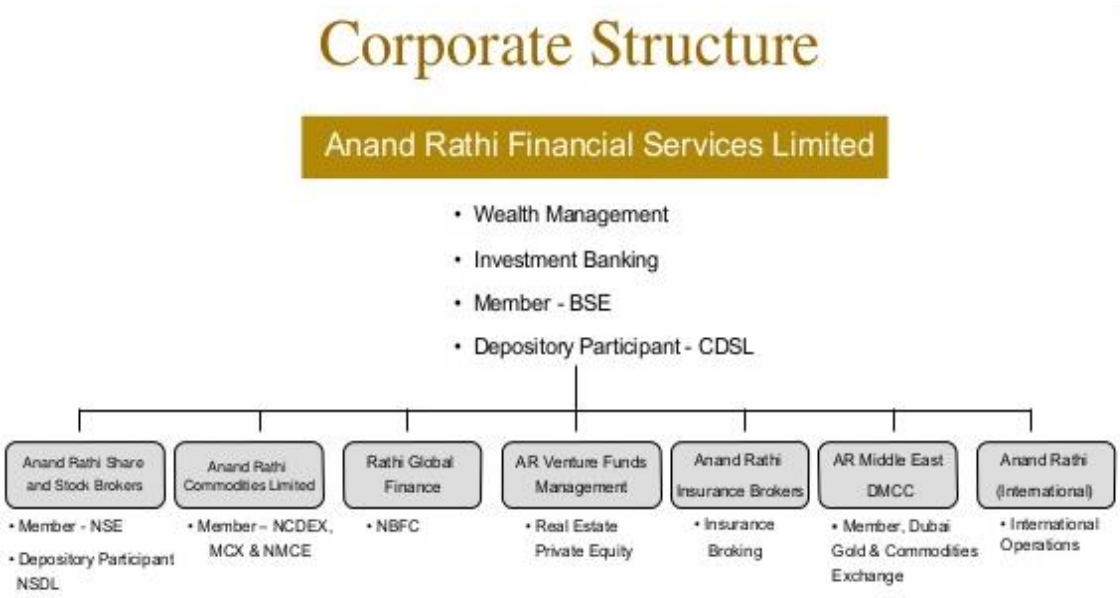
2010

- Mr. Anand Rathi awarded for his contribution towards India's Capital Market — Zee Business - 2010
- Institutional Research team moved up from the 10th to the 7th rank as the "Best Coverage Brokerage House" - Asia money (2010)

2006

- Ranked amongst "South Asia's top 5 wealth managers for the ultra-rich" - Asia Money poll (2006)
- Ranked 6th in 2006 for "All India Broker Performance in equity distribution in the High Net worth Individuals (HNI) Category"

ORGANISATIONAL STRUCTURE:



PRODUCTS/SERVICES:

INVESTMENT SERVICES

At Investment Services Group, we cater to financial needs of Individual clients. Keeping this in mind and to serve our clients with more focused approach, we have categorized our clients into two distinct categories: Privilege and Preferred.

Privilege - our esteemed customers who come to us for availing specific product and service. Product requirement is predefined and they just cherry pick from our wide range of offerings.

Preferred - our valued customers to whom we offer customized financial planning solution through detail client profiling and taking holistic approach by considering the investments across asset classes. Here, investments are strategically planned to meet financial goals throughout their life and beyond generations.

PRODUCTS & SERVICES BOUQUET:

1. Broking: Equity & Derivatives | Commodities | Currency Futures | Forex Advisory

2. Distribution: Life / Non-Life Insurance, MF, Deposits, Bonds, IPO's, Loans etc

3. Others: PMS, Structure Product, Research & Advisory etc.

NETWORK STRENGTH:

1. Presence in over 300+ locations

2. 2000+ direct employees, catering to 3.6 lac+ Clients, through 120+ own branches and 12 Regional Offices

3. Strength of 1000+ business associates

PRIVATE WEALTHMANAGEMENT

PWM vertical caters to the Ultra HNI and HNI segments of our clientele. We believe in an 'uncomplicated' objective-oriented approach towards wealth management, in which we help our clients identify their wealth goals.

DIGITAL WEALTHMANAGEMENT

In this, we seek to combine the benefits of a human touch and a technology platform to deliver wealth management services to clients. The digital platform offers integrated wealth management services by innovative use of technology to interact with clients and help them kick-start the process of building long term wealth via online/mobile based services.

INVESTMENT BANKING

Anand Rathi Investment Banking over the years has evolved into a leading partner for Mid-cap growth companies. It has acted as a house banker for some of the stellar growth stories in the Mid-Market space. Anand Rathi's team comes from various industry backgrounds with domain knowledge and has successfully executed some complex and novel transactions in the past.

Every day, we work with companies facing challenges and opportunities. Our approach is to tell clients what they need rather than what they seek! For every situation, the specific needs vary and we work alongside the clients to understand their needs and provide solutions to add value to their business. We help them decide the right strategy/product going forward and deliver innovative solutions which are tailor made for each client.

With a strong track record of successful transactions backed by qualified institutional research, exhaustive PE coverage and global network the firm has built a formidable market credibility with special focus on the consumer sectors and B2C companies.

INDUSTRY COVERAGE

Anand Rathi's Investment banking team has dedicated industry groups, each working closely with product specialists to achieve client objectives.

Business Services, Energy & Industrials

- Chemicals (incl Speciality Chemicals)
- Cement, Capital Goods and Construction, EPC
- Transportation and Logistics
- Renewable Power and Energy Technology
- Auto and Auto Ancillaries
- Energy

Consumer

- Education
- Food & Beverages
- FMCG
- Textiles/ Brand/ Fashion/ Apparel/ Retail
- Beauty & Wellness
- Quick Service Restaurants (QSR)/ Restaurants
- Agri-Business
- Hotels & Facilities Management

Tech, Media & Telecom

- Software and IT Services
- Internet and Digital Media
- Telecom and Telecom Infrastructure
- Mobile Content and Services

Healthcare

- Pharmaceuticals
- Hospitals & Clinics
- Diagnostics
- Medical Equipment & Devices
- Contract Research And Manufacturing Services (CRAMS)

INSTITUTIONAL EQUITIES

AnandRathi Institutional Equities is India's leading brokerage providing incisive and broad research coverage, superior corporate access and market leading trading capabilities in the Mid and Small Market cap companies. Over the past few years, we have become the "Go-to" house for Small and Mid-market segment by providing high quality research reports, organising industry leading investor meets and conferences, and executing transactions.

Local expertise, Global quality

AnandRathi Group was one of the earliest brokers in the Indian capital markets and till date enjoys a top of the mind recall. Over the years the firm has witnessed, learned and evolved with several cycles of the industry.

SALES & TRADING

- AnandRathi institutional equity has a leading sales team with a long-standing market experience in Indian equities
- The sales team consists of 5 members and covers institutions globally
- Long-lasting relationships and experience of multiple market cycles enables the sales team to best understand market trends, client needs and deliver during volatile markets
- Strong infrastructure to work across time zones; to effectively service clients in India, Asia as well as the US and UK
- ARFS (HK) is Hong Kong SFC-licensed, first amongst major Indian brokerage houses having sales presence in HK & New York through affiliates

The team includes

Sales Trading	Derivatives
An eight-member cash sales trading & dealing team	A three-member derivatives team, including derivatives research
Experienced in large, complex transactions for FIIs as well as domestic institutions	Proven capability in structuring and handling large transactions in index/stock F&Os

RESEARCH

- A strong research team of 34 members, comprising of 11 analysts (including sector specialists, macro-economist, strategist, forensic research analysts)
- Our Analysts are well-regarded in the industry, many with 10-20 years of industry experience
- A well-resourced team to enable custom-research work for key clients and increase stock coverage across small and mid-caps
- A comprehensive research product, comprising thematic sector research, company initiations and updates, macro and strategy research and technical derivative and quantitative research
- The fundamental research team covers over 150 Small and midcap companies with the overriding emphasis on generating investment ideas

Anand Rathi Research Universe

- Our research coverage spans across various sectors as shown below:
- Energy & Industrials- Power Ancillaries, Chemicals, Engineering, EPC
- FIG (Financial Institutions Groups)- Banks, NBFCs
- Tech services
- Healthcare- Hospitals, Pharmaceuticals
- Consumer- Durables, FMCG
- Infrastructure- Building Materials, Cement
- Automobiles- Transport Ancillaries

Research Products:

- Daily - Morning Bell
- High conviction small-cap ideas
- Economics - EcoTrix
- Mega sector reports Thematic products
- Technical, Derivatives

AWARDS

Institutional Investor Polls

- Ranking in Asia (ex Japan) - 2012, 2011, 2010
- India Ranking - 2012, 2011, 2010, 2009
- Consumer Sector Ranking – 2012, 2011, 2010, 2009
- Macro Economy Ranking – 2012, 2011, 2010, 2009, 2008
- Auto Sector Ranking – 2012, 2010, 2009

Asiamoney Polls

- Ranked among Best Domestic Brokerages – 2012, 2010, 2009, 2008
- Ranked among Most Improved Brokerages – 2012, 2010, 2009
- Sectoral Ranking for economy, Strategy – 2012, 2010, 2009

FINANCING

AnandRathi, as a Company is also involved financing activities, thereby operating as a Non-Banking Financial Company.

OVERVIEW

Anand Rathi Global Finance Limited (ARGFL) was incorporated on 3rd February, 1982. The Company is wholly owned subsidiary of Anand Rathi Financial Services Ltd. The Company is registered with Reserve Bank of India (RBI) as non-banking finance company (NBFC) and classified as a Loan company and categorized as 'Systemically important non-deposit taking non-banking financial company' (NBFC-ND-SI). The Company is engaged in the business of financial consultancy, corporate advisory and fund-based activities. The Company has a team of qualified people having diversified industry exposure. ARGFL had handled various consultancy projects for reputed companies both in India and abroad.

Currently, ARGFL is mainly offering Loan against securities, Commodities, Mutual Funds, Bonds, ESOPs and other liquid collaterals. ARGFL has ambitious plans to expand its fund-based activities primary to provide value added products / services to the large client base of the Group.

The Products include:

- Loan against securities
- Loan against Demat-Commodities
- IPO Finance
- ESOPs Funding
- Customized Financing
- Promoter Funding
- Structured Financing

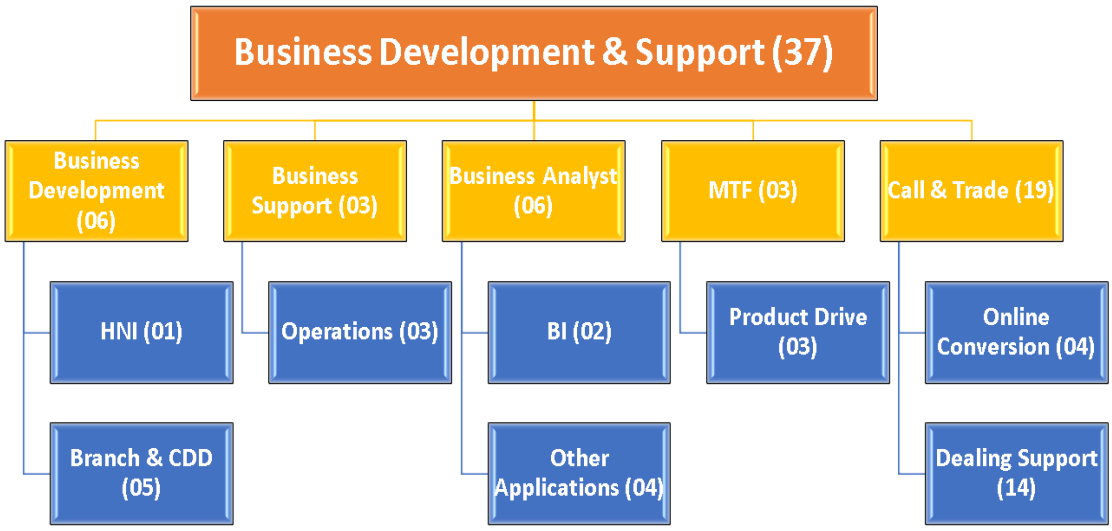
MILESTONES

- Incorporated on February, 3rd, 1982
- Authorized Capital of the company increased from 5 lacs to 100 lacs in 1994
- Authorized Capital of the company increased from 100 lacs to 500 lacs in 1995
- Obtained Certificate of Registration of Non-Banking Financial Company (NBFC) by Reserve Bank of India in 2003
- Authorized Capital of the company increased from 500 lacs to 1000 lacs in 2007
- Authorized Capital of the company increased from 1000 lacs to 1500 lacs in 2007
- ICRA Limited has assigned 'A1' rating to Company's shot-term debt in 2007. The 'A1' is the second highest credit quality rating assigned by ICRA to short-term debt instruments

COMMODITY AND CURRENCY

At AnandRathi, we have experienced professionals who form investment strategies related to Commodity Trading. Commodity Futures along with Currency Trading are one of the most active forms of investment today. Some investors choose to engage solely in Commodity futures as a means of generating revenue from an investment portfolio. Research being our core strength, a dedicated research team is available to provide clients with both fundamental as well as technical research. With more than **200 + relationship managers, commodities and currencies team** endeavours to directly cater to customers across the country.

DEPARTMENT:


Business Development & Support (37)
Business Development (06)
Business Support (03)
Business Analyst (06)
MTF (03)
Call & Trade (19)
HNI (01)
Branch & CDD (05)
Operations (03)
BI (02)
Other Applications (04)
Product Drive (03)
Online Conversion (04)
Dealing Support (14)

3.CONCEPTUAL DISCUSSION/FRAME WORK

CLIENT PROFILING PHASES

Phase 1 (14th May – 30th June 2018)

- In phase 1 we have considered clients with AUM above Rs 1 Lakhs.
- The profiling of in these phases would be done by Branch Managers, Desk Heads, Relationship Managers and Dealers.

***All data should be collected through physical Meetings only.**

Phase 2 (1st July – 30th September 2018)

- In phase 2 we would start profiling of clients whose AUM is below 1 Lakhs.
- The profiling would be done by Relationship Managers and Dealers.

***All data should be collected through physical Meetings only.**

CLIENT PROFILING PHASE 1

- In Phase 1 we have considered those clients whose AUM is Rs 1,00,000 & above.
- Total number of clients with AUM of Rs 1,00,000 is 31,603 clients as on 13th April 2018
- We have bifurcated the total number of clients into 2 main categories i.e. HNI clients and Retail clients.
- HNI category includes those clients whose AUM is of Rs 25, 00,000 & above. Total clients in this category are 3,262.
- Retail category includes clients whose AUM is below Rs 25,00,000. Total clients in this category are 28,341
- We have divided HNI & Retail category into two parts.
    - Active
    - Dormant

HNI Category

HNI category is divided into two parts which are explained below.

1. **Active Clients** – This category includes those clients who are trading is any segment from last 6 month i.e. from 1st October 2018 to 13th April 2018. The total number of clients in this category is 2,451 clients.

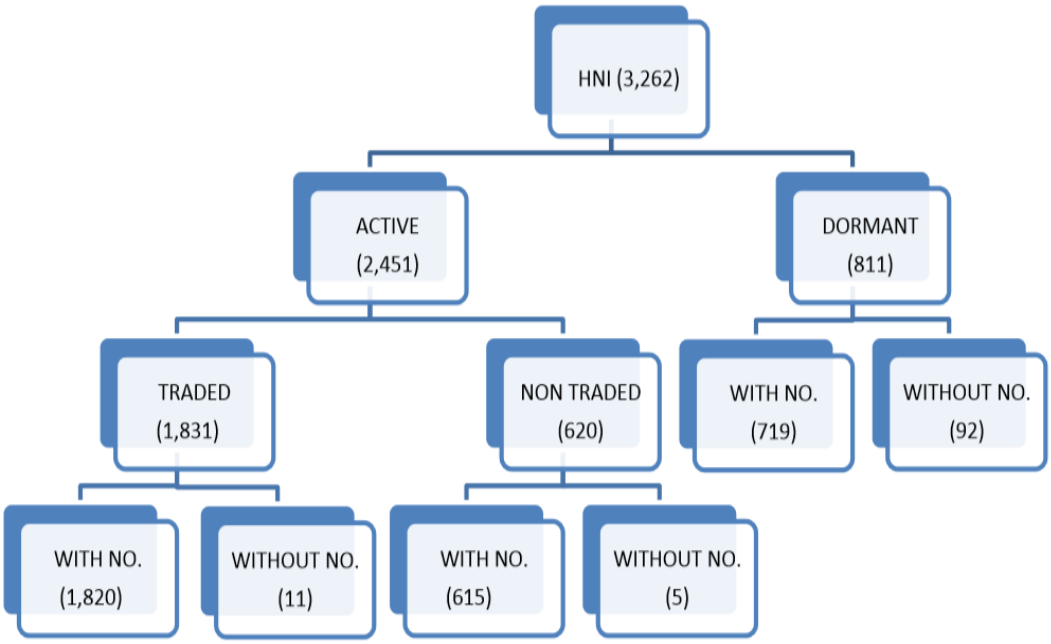
This category is further divided into 2 sub categories i.e.

- **Traded Clients –** This category includes client who have traded in last month i.e. from 1st March 2018 to 13th April 2018. The total number of clients in this category is 1,831 Clients. This category is being considered because these clients are in recent contact with the respective employee and is easy to profile. Date of activation, must be taken into consideration while profiling process. As the client could be new therefore collecting information would be a not so easy. Traded clients with contact number & without contact number are segregated so that they would be handled by different set of employees.

- **Non-Traded Clients –** This category includes Client who have traded in last 6 month (excluding clients who have traded in last month) i.e. excluding traded clients in HNI category which is described above (Clients from 1st October 2017 to 28th Feb 2018 are included in this category). Total number of clients in this category is 620. Collecting data from these set of clients would be difficult as compared to traded clients because there is a contact gap with the clients for 1 month and more. Similarly, Non-Traded clients are segregated into clients with number & without number.

2. **Dormant Clients** – This category includes Clients who are inactive for more than 6 months i.e. clients before 1st October 2017. This category has all together 811 clients. Data collection from these set of clients could be difficult as there is a communication gap of more than 6 months. More time can be consumed to gather data for these set of clients, as compared to active clients. Clients with and without number are segregated to assign them to different set of Employees.

The above explanation is represented in the below chart.



HNI Category Flow Chart Specific:

Active Clients (With Mobile Number) (2,435)	Dormant Clients (With Mobile Number) (719)	Active / Dormant (Without Mobile No) (108)
Branch Managers or Desk Heads would be responsible to gather information from these set of clients as they are in regular contact. Branch Managers or Desk Heads should take less time to gather information from these set of clients. Those clients who are in contact with the Branch Managers or Desk Heads within a period of 1 month are differentiated in the above chart, because these clients are in recent contact with the client and could have much better relation then the other set of clients, so information gathering from them would be most convenient. Active clients between 1 month & 6 month will consume more time as compared to above criteria but will take less time than, the time taken for dormant clients.	Branch Managers or Desk Heads would be responsible to gather information from these set of clients. As Clients are Dormant, Branch Managers or Desk Heads can face difficulty in gathering appropriate information. These set of clients would take much time of Branch Managers or Desk Heads as compared to active clients.	Branch Managers or Desk Heads would be responsible to gather data from these set of clients. These clients are assigned to Branch Managers or Desk Heads as mobile number of these clients is not updated or wrong number is provided so Branch Managers or Desk Heads has to personally visit these set of clients. This process is very time consuming & will take much time.

Retail Category

Retail category is divided into two parts which are explained below,

1. Active Clients – This category includes those clients who are trading is any segment from last 6 month i.e. from 1st October 2018 to 13th April 2018. The total number of clients in this category is 19,038 clients.

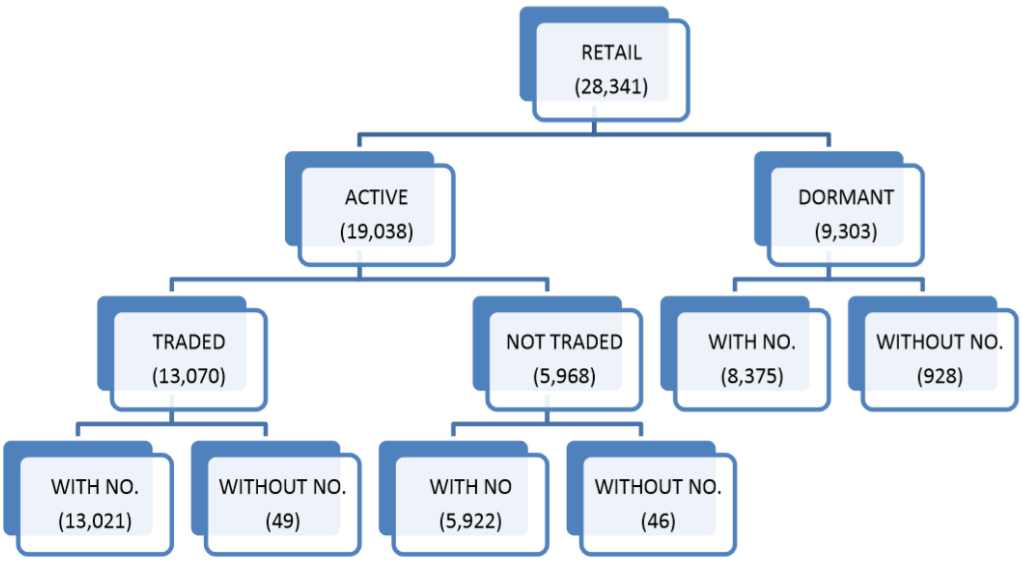
This category is further divided into 2 sub categories i.e.

- Traded Clients – This category includes client who have traded in last month i.e. from 1st March 2018 to 13th April 2018. The total number of clients in this category is 13,070 Clients. This category is being considered because these clients are in recent contact with the respective employee and is easy to profile. Date of activation, must be taken into consideration while profiling process. As the client could be new therefore collecting information would be a not so easy. Traded clients with contact number to be assigned to Dealers as they can gather information directly on call & Clients without contact number must be assigned to Relationship Managers as contact number is not mentioned so a personal visit to these set of clients would help in gathering information.
- Non-Traded Clients – This category includes Client who have traded in last 6 month (excluding clients who have traded in last month) i.e. excluding traded clients in Retail category which is described above (Clients from 1st October 2017 to 28th Feb 2018 are included in this category). Total number of clients in this category is 5,968. Collecting data from these set of clients would be difficult as compared to traded clients because there is a contact gap with the clients for 1 month and more. Similarly, Non-Traded clients are segregated into clients with

number & without number which would be handled by Dealers & Relationship manager.

2. **Dormant Clients** – This category includes Clients who are inactive for more than 6 months i.e. clients before 1st October 2017. This category has all together 9,303 clients. Data collection from these set of clients could be much difficult as there is a communication gap of more than 6 months. More time can be consumed to gather data for these set of clients, as compared to active clients. Clients with and without contact number are segregated which would be assigned to Dealer & Relationship Manager.

The above explanation is represented in the below chart.



Retail Category Flow Chart Specific:

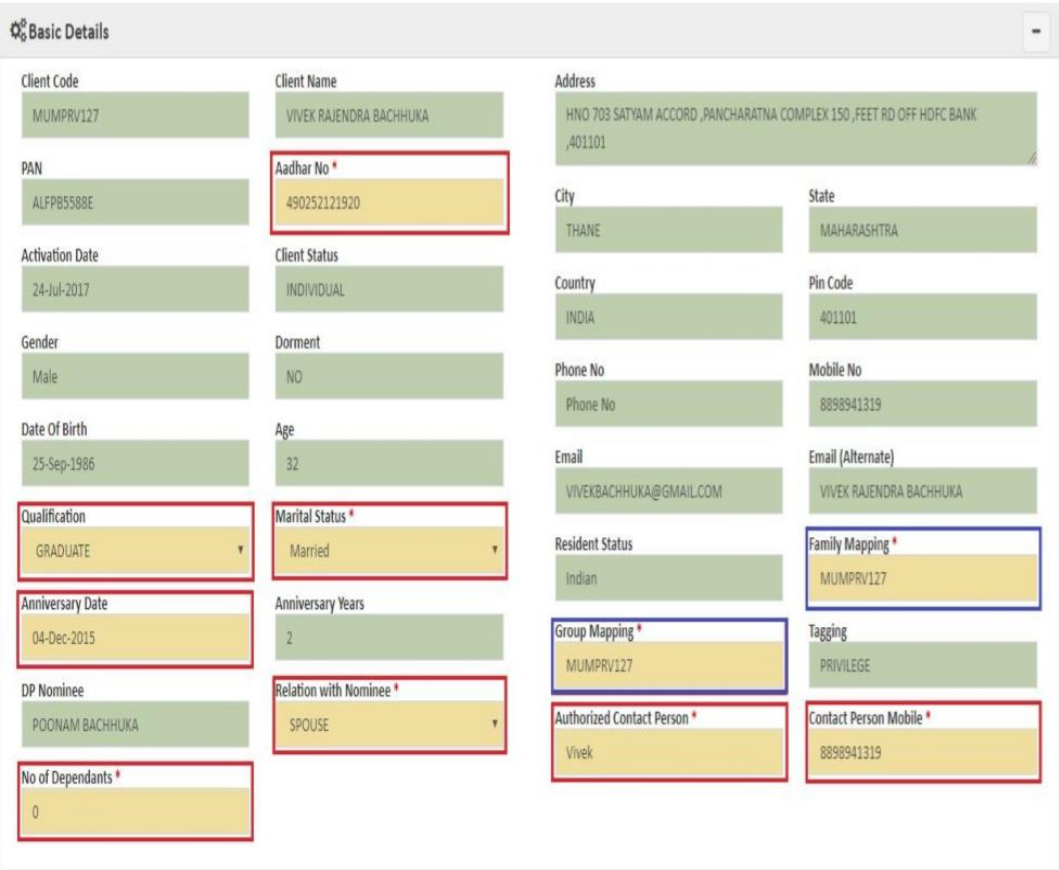
Active Clients (With Mobile Number) (18,943)	Dorman Clients (With Mobile Number) (8,375)	Active / Dormant (Without Mobile No) (1,023)
Dealers would be responsible to gather information from these set of clients as they are in regular contact. Dealer should take less time to gather information from these set of clients. Those clients who are in contact with the dealer within a period of 1 month are differentiated in the above chart, because these clients are in recent contact with the client and could have much better relation then the other set of clients, so information gathering from them would be most convenient. Active clients between 1 month & 6 month will consume more time as compared to above criteria but will take less time than, the time taken for dormant clients.	Dealers would be responsible to gather information from these set of clients. As Clients are Dormant, dealer can face difficulty in gathering appropriate information. These set of clients would take much time of Dealers as compared to active clients.	Relationship manager would be responsible to gather data from these set of clients. These clients are assigned to Relationship Managers as mobile number of these clients are not updated or wrong no is provided so RM has to personally visit these set of clients. This process is very time consuming & will take much time.

4.DATA ANALYSIS AND INTERPRETATION

CLIENT PROFILING PHASE 2

- In Phase 2 we will consider those clients whose AUM is below Rs 1,00,000.
- All data will be collected by Dealer & Relationship Manager only.

CLIENT PROFILING DASHBOARD SUMMARY



In Basic Details there are 32 fields, from which 22 are not editable and 10 are editable

In this section all field that are marked by red Box are editable and are easy to gather by simple communication with the clients.

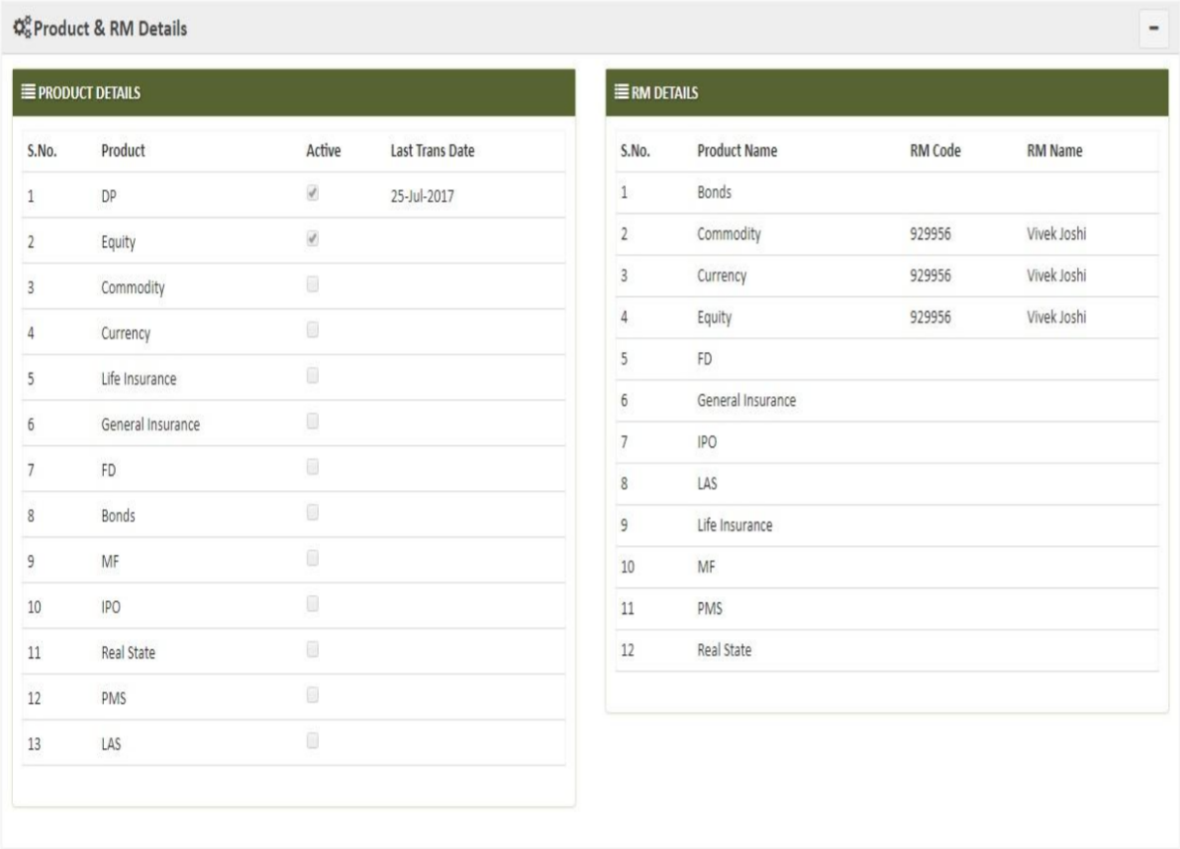
Fields that is marked by Blue box is editable but it can be filled by employee themselves.

Other Remaining fields are non-editable it is automatically filled by ARCCC

In Occupation Details there are 9 fields and all are editable.

In occupation details one could easily gather basic occupation details but while gathering other occupation details employees should play smarter by asking indirect questions to clients.

Employee should take a note of each detail given by clients and convert that detail into useful information.



Product & RM Details

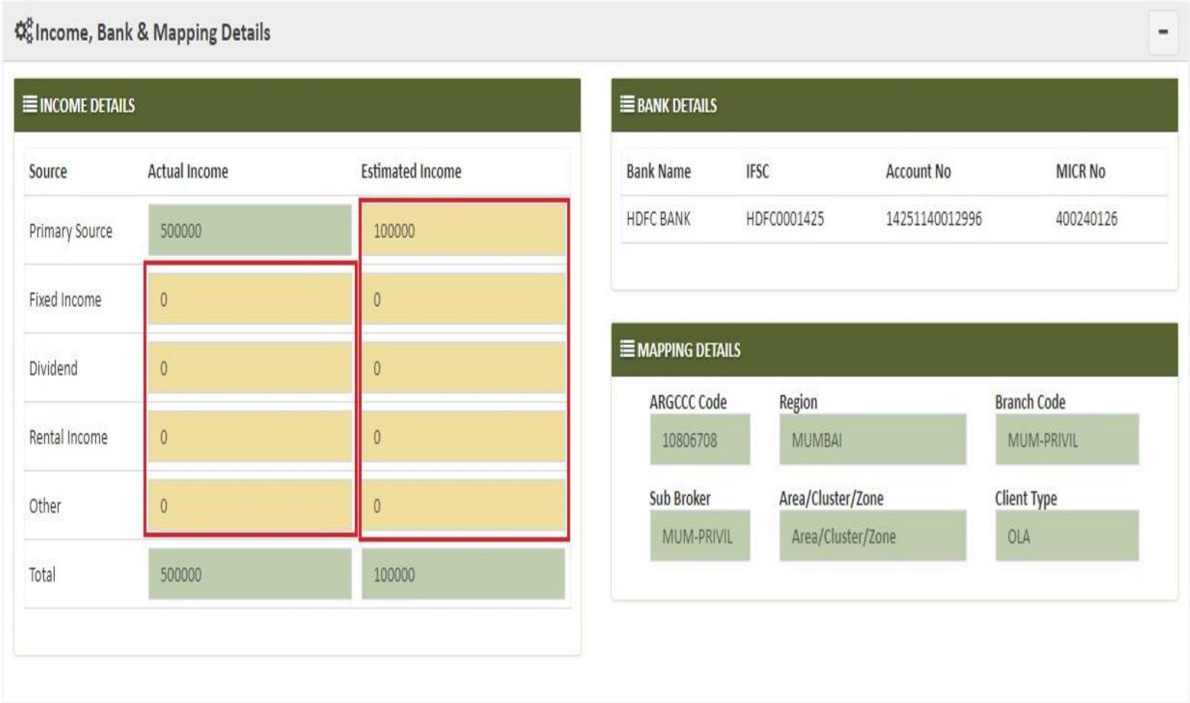
PRODUCT DETAILS

S.No.	Product	Active	Last Trans Date
1	DP	✓	25-Jul-2017
2	Equity	✓	
3	Commodity		
4	Currency		
5	Life Insurance		
6	General Insurance		
7	FD		
8	Bonds		
9	MF		
10	IPO		
11	Real State		
12	PMS		
13	LAS		

RM DETAILS

S.No.	Product Name	RM Code	RM Name
1	Bonds		
2	Commodity	929956	Vivek Joshi
3	Currency	929956	Vivek Joshi
4	Equity	929956	Vivek Joshi
5	FD		
6	General Insurance		
7	IPO		
8	LAS		
9	Life Insurance		
10	MF		
11	PMS		
12	Real State		

In Product & RM Details all fields are non-editable. All data would be auto fetched.



In Income, Bank and Mapping details

Employee needs to focus only on gathering income details rest other fields are not editable.

It is a difficult task to gather this information from the client as client may not provide this information very easily.

Employees should play smart to gather the information for this section.

Networth Details

NETWORTH EXCLUDING INSURANCE

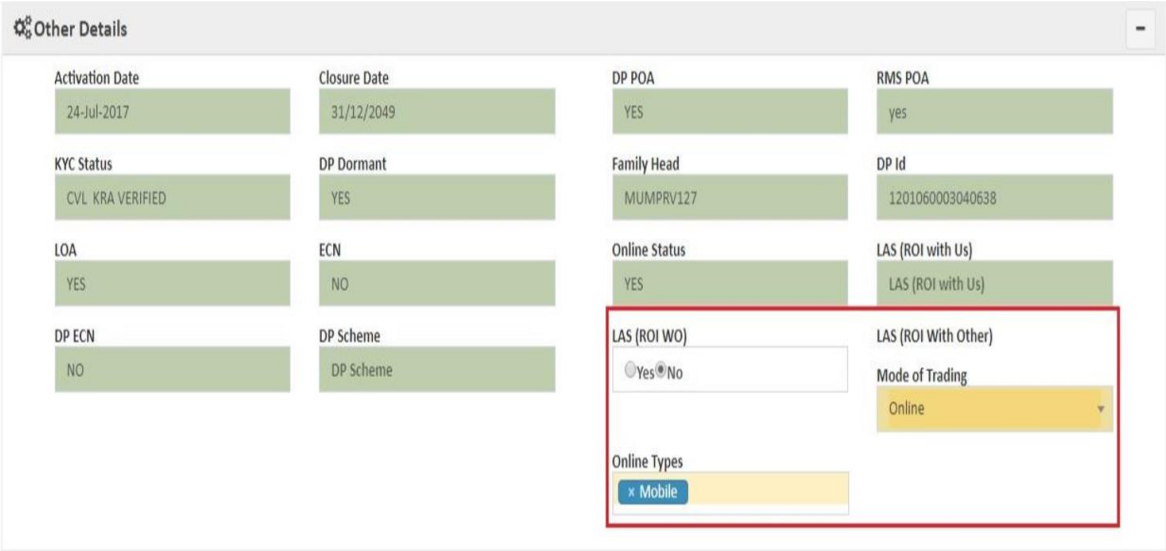
S.No.	Product	With ARG	W/O ARG
1	Broking AUM	-552	25000
2	Structure Products	0	546546
3	Fixed Deposit	22152	0
4	Bonds	0	0
5	Mutual Funds	0	23000
6	IPO	0	0
7	Real State	0	0
8	PMS	0	0
9	LAS	0	0
10	Other Asset	0	0
11	Fixed Asset	0	0
12	Total Networth	21600	594546

NETWORTH FOR INSURANCE

S.No.	Insurance Product	With ARG	W/O ARG
1	Life Insurance	0	0
2	General Insurance	0	0
3	Total Networth	0	0

In Networth details

Networth of client with ARG gets automatically filled whereas data of Networth outside ARG can be a difficult task for employees so questions need to be framed.



In Other details only 4 fields are editable which can be edited as required rest all are non-editable fields.

Trading Invt Advisory

DETAILS		ADVISORY REQUIREMENT				FUNDAMENTAL / LONG TERM				SHORT TERM				TECHNICAL			
S.NO.	PARTICULAR	SMS	MAIL	PERSONAL INTRACTION	SOCIAL MEDIA	SMS	MAIL	PERSONAL INTRACTION	SOCIAL MEDIA	SMS	MAIL	PERSONAL INTRACTION	SOCIAL MEDIA	SMS	MAIL	PERSONAL INTRACTION	SOCIAL MEDIA
1	Equity	☑	☑	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
2	Commodity	☑	☑	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
3	Currency	☑	☑	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
4	MF	☐	☐	☐	☐	☑	☑	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
5	Insurance	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
6	FD	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
7	PMS	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
9	General Insurance	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
10	Bonds	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
11	IPO	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
12	Real Estate	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
13	Structured Products	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
14	LAS	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
15	DP	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
16	Other	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

All fields are editable and can be edited to the requirement of clients.

AR-Client Profiling Editable Fields

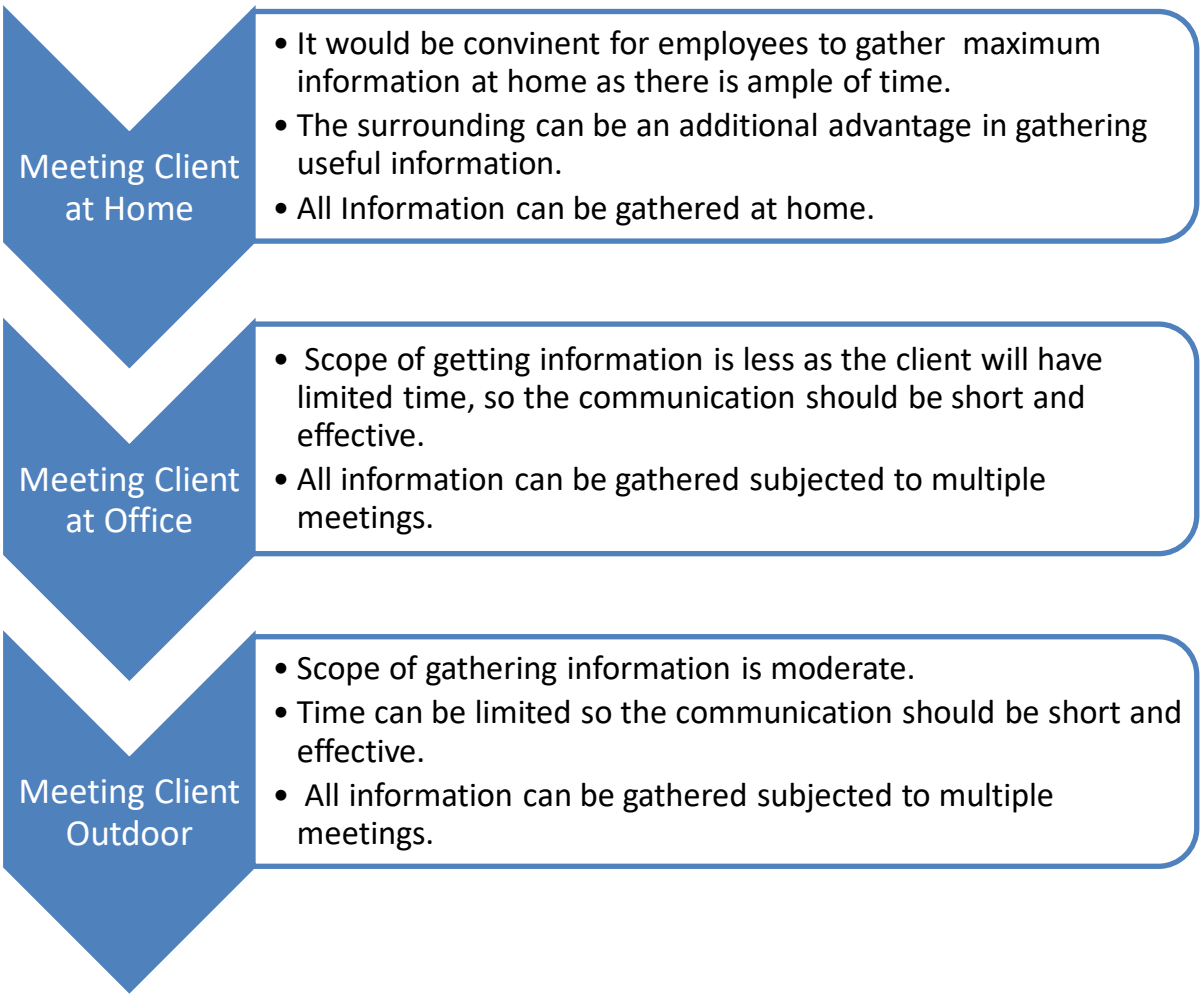
Sr. No	Client Profiling	Editable Fields	Level
1	BASIC DETAILS	10	**Very Easy**
2	OCCUPATIONAL DETAILS	9	**Easy**
3	PRODUCT & RM DETAILS	0	**NA**
4	INCOME & BANK & MAPPING DETAILS	6	**Moderate**
5	NETWORTH DETAILS	13	**Moderate**
6	OTHER DETAILS	3	**Easy**
7	TRADING INVT ADVISORY	As per Requirement of Client	**Easy**
TOTAL		41	

5.FINDINGS OR CONCLUSIONS

CLIENT PROFILING ROAD MAP

- Client Profiling will be done through physical meeting only.
- Meeting entry should be done in CRM.

Client Profiling can be done through following 3 Phases



6.RECOMMENDATIONS

PROFILING SCHEDULE

Client profiling is subjected to multiple meetings depending upon the time given by the client.

Client may or may not give his full time for such an activity and so multiple meeting would be possible.

Employee would approach client through meeting, employees would take clients portfolio details while going for the visit.

Employees would show client his portfolio and ask him if all details mentioned are correct or not.

Situation 1:

Meeting the client in their office premise.

1) Scope for family detail is limited

2) Short span conversation

- No of family members
- No of earning members
- No of dependents (children/parents/spouse)
- Mode of transport
- Years of service
- Benefits provided by employer (corporate FDs etc.)
- Mediclaim, health insurance
- Example of a Portfolio managed by AR Ask for a second meeting to provide solution to the client I would like to provide you with better solution for that I need to know couple of details from you can you help me with the same…. What are your

financial goals? Do you have retirement plan? At what age would you want to retire?

Situation 2:

Meeting a Business Owner

1) Family run Business

2) Sole proprietor

- No of family members
- No of earning members
- No of dependents (children/parents/spouse)
- Mode of transport
- How long have you been in this business? What is the line of business?
- Whether all the members are involve in the business or if any members work on their own?(Family Business)
- Who in your family helps you run the business?
- Give an example portfolio managed by Anand Rathi
- How do you prefer to reinvest your business profits?
- Are you looking to expand your current business?
- Are you considering to diversify your existing business? (Is there any scope for the capital requirement)

Situation 3:

Meeting at the client's home (assuming family around)

1) If it's a joint family (max. dependents, min dependents)

2) Minimum earning members

3) Maximum earning members

- Personal basic details
- Enquire whether the house is self-owned or rented
- Understand if the client has a certain loan attached to the house
- If there's a loan, try to understand if he's the sole earning member
- Sir it's an admirable thing that you shoulder the responsibility for the entire family with such ease.
- Other investment in property/gold/SIP/MF
- Example related to the products (Define product) that will be beneficial for the client. (May be self or imaginary) So sir if you feel that such an arrangement is helping you we can discuss the same.
- Define product in detail- May I ask you few details so that I can provide you better inputs?
- Example to put a valid point about product-Insurance police

7.APPENDIX

COMMON QUESTIONS

With reference to our last discussion/meeting where we had discussed about the product...I will need certain inputs from your end.

Draw a time line for the client, for him to understand and know that you're concerned about him and not here to sell products.

2016 2017 2018 2019 2020 2021 2022

Financial Goals

1. Near future requirements (Example necessary focus on expenses on child education) There's a steep increase in educational expenses, what provisions do you think are necessary? (Scenario Building = Loan enquiry: As per current bank rate, ask whether the clients currently have an existing loan (home, personal, educational, business, vehicle etc.) 2. If there's a home loan…do you have a term plan that'll cover the risk of repayment of the loan?

3. What % of your monthly income do you spend in necessary expenses? (Groceries, travel, rent and maintenance)

4. If the client currently has an existing insurance plan, offer to check its current status and valuation.

5. What are your major expenses? (Repayment of home loan or car EMI) Mostly in percentage

6. Are you regular with your yearly health checkups? (Example for the expensive medical treatment)

7. Do you have a mediclaim? (High medicinal expenses, operations)

8. Everyone prefers to have a grand wedding these days, have you made any investments for yourself or your child's wedding?

9. (Since you are the sole earning member) When do you think you'll retire?

10. What amount do you think you will require yearly after your retirement?

11. What is your current contribution for the same? (Explain with example)

12. How often do you travel? (How do you celebrate with family and friends?)

13. Are your trips more of the work/business kind?

14. What are your preferred locations? Do you travel solo, with family or with friends?

8.BIBLIOGRAPHY

Reference 1

https://www.rathi.com/financing/about

(Company Website)

Reference 2

https://www.jatland.com/home/Anand_Rathi

(Wikipedia)

Reference 3

Company ppt and company data

Reference 4

Data received of all clients with the help of Branch manager, relationship manager and Dealer which cannot be disclosed as company do allow to disclose.