

WHY MOST INDIANS **STAY BROKE**

(AND THINK
THEY'RE RICH)



**“In India, broke
people flex rich.
Rich people stay
invisible. And
most don’t even
know where they
truly stand.”**

In Curriculum:

What you're taught

How to solve quadratic equations.

How to memorize periodic tables.

How to crack competitive exams.

What you're never taught

How to handle your first paycheck.

How to control your spending.

How to protect yourself from debt traps.

And that's where the problem starts.

Yeah, yeah — you've probably heard this line before.

Because by now, it's 2025.

Every motivational reel, every finance podcast, every "**money guru**" repeats these same points.

You know these things.

You've heard these warnings.

You've saved the quotes on Instagram.

You've nodded while watching those YouTube videos.

But have you actually seen anyone in your real life implementing it properly?

Have you seen how this plays out in real Indian families?

Have you seen how people get trapped or escape?

That's what this book is here to show.

We're not here to repeat theory.

We're here to show:

- What happens when you implement these truths (Sriharsh's life)
- What happens when you ignore them (Mukesh's life)

Same market. Same country. Same opportunities.

Two different paths — two different futures.

This isn't a motivational book.

This is your **financial reality check** — with real Indian context, real solutions, and real psychological traps exposed.

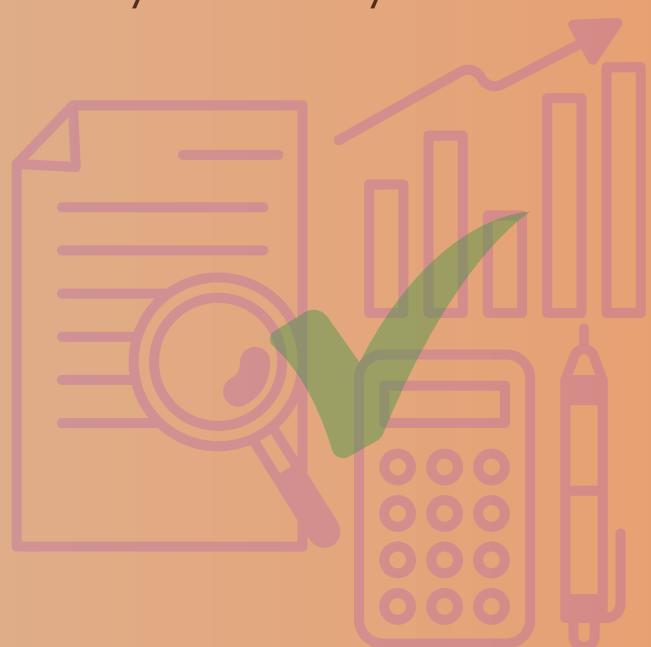
You don't need more quotes. You need the system.

That's what starts now.

In India, being broke doesn't always mean you're jobless or poor.

Most people who stay broke:

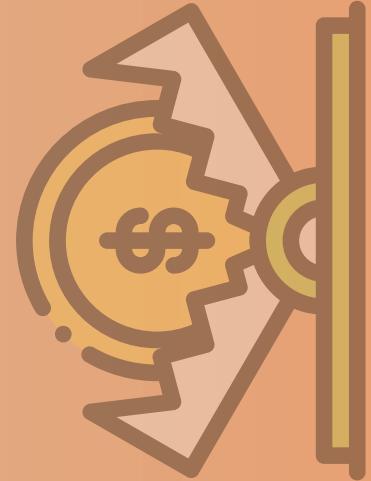
- Have jobs.
- Earn salaries.
- Post vacations.
- Drive bikes or cars.
- Wear brands.
- Show lifestyle.



But their bank balance, mental peace & financial flexibility? Completely dead.

HOW THE TRAP BEGINS

- Easy EMIs.
- Credit cards with free limits.
- mPokket, KreditBee, Slice, Uni cards.
- "Zero interest" shopping schemes.
- BNPL (Buy Now Pay Later) culture.
- Flex culture: Instagram trips, iPhones, gadgets, dining.



Nobody feels broke because the system allows them to spend before they even earn.

"Debt creates the illusion of wealth."

THE DIFFERENCE BETWEEN BEING RICH AND FEELING RICH

Feeling Rich:

- You're buying everything you desire.
- You're living in EMI heaven.
- You think you're progressing.



Being Rich:

- You own your time.
- You control your expenses.
- You build assets.
- You stay liquid.
- You take calculated risks.

THE PSYCHOLOGY TRAP

Most people believe:

- “I'll fix my finances when my salary increases.”
- “Once my side hustle grows, I'll repay everything.”
- “This EMI is manageable right now.”

What they don't realize:

- Lifestyle inflation rises faster than income growth.

“It's not your salary that traps you. It's your uncontrolled burn rate.”

RELATABLE SNAPSHOT

Sriharsh (The Financial Builder - With Flaws):

- Watched family suffer in debt early.
- Controlled his first paycheck.
- Skipped early flex culture most of the time, but made one or two early gadget upgrades emotionally.
- Slightly overspent during wedding & family pressure, but corrected quickly.
- Built 6 months emergency fund before taking any major risks.
- Took startup risk after being financially stable.
- Learned basic investing a bit late, but stayed consistent once started.
- Fully controls his finances today, but still keeps reviewing regularly to avoid falling back.



Mukesh (The EMI Prisoner - With Few Positives):

- Started small: ₹500 mPokket loan → escalated KreditBee, Slice, BNPL apps.
- Total debt: ₹50,000+ by age 23.
- Loan agents calling daily, hiding debts from parents.
- Panic, anxiety, occasional suicidal thoughts.
- BUT: Managed to pick up 1-2 small freelance gigs generating ₹2K–₹5K monthly side income.
- Has desire to fix situation but struggles with emotional spending.
- Still has a chance to recover if discipline is applied now.



Even people earning ₹80K–₹1L salaries in India often stay broke because they upgrade lifestyle every year.

Many influencers earning big ad money have gone bankrupt due to overspending.

Even celebrities like Vijay Mallya, Subrata Roy (Sahara), and multiple Bollywood stars have faced major financial collapses despite earning crores — because income without discipline is useless.

THE FIRST LESSON

"Most Indians aren't poor because of low income. They stay broke because they don't control what happens after income comes."



NEXT UP

The Invisible Trap You Already Stepped In

- You think you control your money.
- You think your EMIs are "manageable."
- You think your Slice limit is "just small."
- You think you'll fix it when your salary grows.
But the trap is already closing.

In next Chapter, we expose how India's new money system quietly ruins your finances — while making you feel richer.

- mPokket.
- KreditBee.
- Slice.