About 1 Finance

Get 1st Financial Plan Worth ₹2,499/- for FREE

What is 1 Finance?
1 Finance is a re-imagined personal finance institution focused on creating financial success through value propositions rather than treating it as a zero-sum game. By creating value for customers, we ensure fulfilling and sustained financial success for the institution.

Alignment of Employees, Customers & Shareholders 1 Finance is an institution/organization, not merely a product or platform company. Our first offering is a digital-first personal finance advisory ecosystem.

Why an Eco-System? We combine technology (algorithms, AI & ML) with human expertise (QFA, Financial Concierge) to deliver services through a digital-first approach. This ecosystem integrates multiple service providers under one roof after adequate due diligence, enabling seamless delivery of services.

Note: We do not classify ourselves as a fintech but rather as part of the broader category of wealth tech.

1Finance is promoted by marquee investor Marwadi Chandarana Group, and is being managed by the team of Founders and professionals who have been in the industry for long and carry subject matter expertise in space of ASSET MANAGEMENT, FINANCIAL PLANING, WEALTH CREATION, TECHNOLOGY.

What is the Need or Problem?

80 % of consumers have mis-sold a financial product in their lives. Reason being Incompetency, Conflict of interest & lack of need assessment. The problem statement can be then broken into multiple causes of this effect eg: Organizations with commission based revenue targets. Hence selling the highest commission paying product.

RMs with monthly & product level targets, whereas, economic & personal stage has need & specific based product fills.

In accordance to SEBI guidelines only a handful of 20k are certified from over 12 lakh product sellers i.e. (RMs, advisors, MFD, IFA) etc., Over 50k financial products which is humanly not possible to know their SWOTs or application. Hence only specific easy to sell products are being provided Financial planning includes assets, liabilities & emergency / insurance planning. However, only investment planning is offered at large. There is no organization that works on liability planning.

DESIGN & BRAND Most traditional organizations are focused on manufacturing their own product eg: all banks have their own Life Insurance, General Insurance, Mutual Funds, Loans , Broking & Credit cards which makes them biased to their own products.

We are creating an institution that will focus on the financial well-being of the MNI/Mass affluent segment of India. The first offering from the institution is a financial planning journey for the users that offers qualified, Unbiased & Hyper personalized advisory to the users. The problem statement is 80% customers are sold wrong financial products in India (Multiple sources & across products) this happens mainly due to 3 main reasons.

Qualified: The lack of competency. The number of certified advisors as per SEBI who can give advice to customers is extremely low. Most people selling financial products are mere distributors.

Unbiased: Commission based products are the only source of these distributors, which is leading to a greater misalignment between the distributor (individual/ organisation) and the customer.

Hyper Personalised: Most financial planning in India is restricted to investment planning due to lack of DATA, knowledge & technology. Which leads to popular products being suggested rather than the right product. One shoe fits all is the current strategy eg. 8000+ MF schemes, 1000+ life insurance schemes, 6000+ indian stocks, 800+ health insurance schemes, 2000+ credit cards, 6000+ loan products,12000 + crypto . The overall financial product space has over 50,000 instruments to choose from. It is humanly impossible to know it all, hence our proprietary algorithm rates all these instruments along with recommendation for each individual user.

Who is it for? Customer Persona Individuals with financial exposure of over ₹20 lakhs (including investments, loans, insurance, and bank balance).

(Age 30-55) Primarily male-dominated; personal finance is individualized, considering unique family backgrounds and parameters.

Targeted at Tier I & Tier II cities, focusing on those who understand the importance of professional financial planning.

Focus: Financial well-being rather than mere financial awareness, education, or inclusion.

Please Note : It is not for millennials , Not for first time investors etc.

Framework of Customer Experience: Customers will see or be introduced to products and services only relevant to them. Convenience is ensured at every action point and communication made to the customer. Empowerment is ensured with proactive delivery of controls and checks.

How Can Our Financial Advisor Help You? Income and Expense Planning: Manage income and expenses for lasting financial stability. Investment Planning: Analyze and optimize investments for better returns and long term growth. Insurance Planning: Evaluate policies and identify gaps in mortality protection. Income Tax Planning: Strategically plan taxes to reduce liabilities. Loan Planning: Manage and reduce loans for improved financial health. Will & Estate Planning: Secure your legacy and ensure asset distribution per your wishes.

How It Works / What is the Process

1. Book a Meeting & Take Your MoneySign Assessment.
2. Consult with a Qualified Financial Advisor.
3. Receive a Financial Plan Along with Execution Support.

About Helping you achieve financial well-being We're all in the pursuit of financial well-being — that state of being when you have sufficient income or wealth to cover all your living expenses for the rest of your life, without having to be employed or dependent on others.

To help you on this journey, we've built a platform that solves the pervasive issues with prevalent personal financial advisory services:

Zero Commission Our pricing is not linked to sales or transactions.

For decades, there's been a misalignment of interests and incentives between manufacturers of financial products, their distributors and sales agents, and the end user that partakes of these offerings. Commissions have guided the interests and incomes of these salespersons, which is not the case at 1 Finance.

A holistic overview of your money in a single place.

It can be hard to keep track of all your assets, liabilities, expenses and savings, scattered across various financial institutions. Staying on top of your investments, loans, and other products is the first step to planning your finances.

Thorough, credible advice that's best for you.

Often, financial advice comes from sales agents or well-meaning friends and family who may not have an in-depth knowledge of all the financial products in the market. Our proprietary algorithms sort through an array of financial instruments, which helps our qualified financial advisors analyse your finances. Together, these personalized insights help you make more informed choices.

Financial advice that is tailored to suit your needs.

Traditional financial advice tends to recommend the same options for many without taking into account what you want from life. A good product isn't necessarily the right fit. We believe that factors like lifestyle, demographic, generational profile, and financial milestones play a huge role in determining what your financial plan should be.

Moneysign Moneysign represents your financial personality

The Science Behind Moneysign We designed the Moneysign framework as a tool for you to recognise your financial disposition. Our in-depth assessment seeks to understand the way you deal with money — your propensity for risk, how you save and invest, your priorities, and so on — which in turn helps us guide you better. Take the assessment to answer 25 questions about how you handle your finances and find out your financial personality.

There are 8 Moneysigns: Vigilant Turtle: They adopt a systematic approach to solving problems and prefer familiar asset classes. Persistent Horse:They are disciplined and consistent, and avoid risks in their pursuit of stability. Far-Sighted Eagle: Even when scaling new heights, they never lose sight of the big picture. Opportunistic Lion: They're always chasing excellence and taking their chances to beat the competition. Virtuous Elephant: Even in the midst of chaos and uncertainty, their composure remains intact. Enlightened Whale: Far from the trappings of haste and greed, they trust time-tested knowledge and wisdom. Tactical Tiger: With a combination of strategy and emotional intelligence, they know how to take bold but calculated risks. Stealthy Shark: Highly ambitious, they're always on the hunt for rewarding opportunities.

Frequently Asked Questions: What is financial planning? Financial planning is a process that helps you manage your finances better. It covers everything from planning your income and expenses to building a corpus for your retirement. How is financial planning different from investment planning? Investment planning is only a small part of financial planning. A solid financial plan includes insurance planning, investment planning, loan planning, will & estate planning, retirement planning and tax planning. It helps you achieve more than just returns on investment — it gives you peace of mind. What are the costs associated with 1 Finance service? Your first financial plan with 1 Finance is absolutely FREE. This means you can get to know your financial personality, consult our financial advisor, ask questions, get advice, and receive a financial wellness plan—all at no cost. After the first consultation, you may choose to take quarterly reviews and pay per session basis. Do I need to open a demat account to start with 1 Finance? No, you do not need to open a demat account to start with 1 Finance. We do not sell any financial products, and there is no need for new investments to begin your financial planning with us. Is 1 Finance considered a fintech company? 1 Finance doesn't classify itself as a fintech company. Rather, it leads in providing personalised financial advisory services with a focus on financial wellness, while also integrating technology to improve the client experience.

Does 1 Finance offer wealth management services? 1 Finance does not offer wealth management services. Instead, we provide holistic financial planning, incorporating all aspects of your finances to help you achieve overall financial well-being. I already have a CA, so why do I need 1 Finance for my financial planning? While a CA handles tax filing and accounting, we offer a complete range of services to help you manage your finances better. This includes insurance planning, retirement planning, tax planning, loan planning assistance, and more. What is MoneySign? Moneysign is our patented technology designed to reveal your financial personality through a scientific assessment. It's free of cost—all you need to do is answer a set of questions. The assessment will uncover your financial strengths and weaknesses, helping you understand your financial behaviour better.

Who is a Qualified Financial Advisor? A Qualified Financial Advisor at 1 Finance is a professional with top certifications like CFPCM, CWM®, CFA, CA, NISM XA XB, QPFP, or SEBI RIA. They are experienced in all aspects of financial planning. What would I be getting in the meeting? You'll receive a thorough review of your finances, personalized advice, and an actionable plan. We'll discuss your current financial scenario, address your queries, and guide you towards financial well-being and peace of mind. How can I trust 1 Finance with my data, and what data security measures does 1 Finance take? We take your data security very seriously at 1 Finance. We follow strict data protection regulations to ensure your personal and financial information is kept safe and confidential. We never misuse your data. Will we provide individual stock recommendations? NO, individual stock or any product itself is never good or bad. It depends on the need, hence only holistic financial planning will be delivered not individual asset class.

What is Financial well-being ? Financial well-being is being at peace and in control of your financial journey. The journey is Awareness- Education-Inclusion- Independence and eventually Well-being Hence we shall use all of the above to achieve Well-being but none of the above is our mission. Though the above mentioned steps shall be used as means to an End Who are QFAs? Are they employees ? Why ? Qualified Financial Advisors are 1 Finance's handpicked Certified (as per SEBIs inclusion of certification into advisory) & Verified by a rigorous filters through data points & personal assessments by our partner success team They are NOT 1 Finance employees, they are PARTNERS , just like doctors on practo or fortis. This ensures the Unbiased recommendation as there are NO targets or performance pressure on these QFAs.

What is the difference between going directly to a CFP or going through 1 F? 1Finance has a patented algorithm that does your psychological , demographic & Aspirational based Financial planning 1 Finance's Robo-advisory helps you to embark on your financial well-being journey on a fractional cost, you can choose the QFA as you move ahead. Try before you Buy We get you not just certified, but the most sought after Financial Advisors in the country with our rigorous screening process. Only the best of best make the cut There are over 50k financial products that go through 1Finance Labs quantitative evaluation and based on which SWOTs and ranking for each product is done. This helps a QFA to advise like a Superhuman 1Finance assists in the journey through its dedicated Financial Concierge desk which has experienced CFPs/ CAs/ CWMs. They ensure proper quality check and seamless execution of the advice given to you.

What will I pay ? At 1Finance, we believe in value creation. We have aligned our business to your success. We have 3 different pricing structures.

Explore Robo-Advisory: 1999 Per Annum Experience Robo + QFA: 9999 Per Annum Thrive Robo + Platinum QFA ++: 20 % of Financial Impact above 8 % hurdle rate.

Financial Planning Centre What is a Financial Planning Centre? India's first dedicated space for personalized financial consultations with Qualified Financial Advisors. One-on-One Consultations. Personalized sessions with unbiased advice. Comprehensive financial plans with execution support. Why is There a Need for a Financial Planning Centre? Financial guidance is often inaccessible, leading to mental distress for many individuals. Our centre aims to provide professional financial planning. Visit Our Financial Planning Centre Address: Unit No. 1 to 5, One Hiranandani Park, Patlipada, Ghodbunder Road, Thane West- 400 607.

Financial Calculators & Tools A suite of tools designed to simplify personal financial calculations, including: Mutual Fund Portfolio Overlap Calculator Insurance Surrender Value Calculator Retirement Corpus Calculator Loan Refinance Calculator

Start Your Journey Towards Financial Well-Being. Get your first financial plan absolutely free. Download the app and schedule a meeting with us now!

Scoring and Ranking Ensure that financial products align with your individual needs through our comprehensive evaluation system.

Frequently Asked Questions What is the 1 Finance Search Engine? A platform providing unbiased information on various financial products. How Can I Use the 1 Finance Search Engine Effectively? Evaluate current products or research new ones using our curated lists and detailed analyses.

How Does 1 Finance Evaluate Financial Products? Through absolute and relative evaluations, providing a score and rank for informed decision-making.
What is 1 Finance Score? A composite score out of 100 assigned to each financial product based on crucial parameters. What is 1 Finance Rank? A ranking of financial products based on their quality and relative strength within their category. What is the 'Featured' List? A showcase of top financial products evaluated by our specialists.

Consultations with our financial advisors are conducted online on google meet preferably. In case the user/customer wants an offline consultation, they can visit the Hiranandani office that is India’s first financial planning centre. Or they can also visit the 1 Finance main office in Goregaon East.

Office Address 1 Finance HeadQuarter: Unit No. 1101 & 1102, 11th Floor, Lotus Corporate Park, B Wing, Geetanjali Railway Colony, Laxmi Nagar, Goregaon, Mumbai, Maharashtra 400063.