

Customer Profile Document

This is **Mrs. Heena Joshi**, a 50-year-old senior manager working in the private sector. She is married and has two children, one in college and another in high school. Her annual household income falls in the range of **₹12 lakhs to ₹18 lakhs**, putting her in the **upper-middle income bracket**.

Her **monthly household expenses consume about 50% of her income**, averaging **₹70,000 – ₹75,000**. Despite high expenses, she maintains an active savings and investment plan, particularly through **mutual funds and SIPs**. She is financially disciplined, with a current **net worth estimated around ₹95 lakhs**, largely a mix of real estate, retirement savings, and mutual fund investments.

She has a **credit score of 760**, categorized as good, with a **moderate risk-taking ability**. With **over 12 years of investment experience**, Heena has gained strong financial awareness. She tolerates **5–10% portfolio volatility** comfortably and has demonstrated resilience by adopting a **“buy the dip” strategy** during market downturns.

Loan / Liability Summary

Heena currently manages two key loans:

1. Car Loan

- **Loan ID:** CL2020045
- **Principal Amount:** ₹8,50,000
- **Interest Rate:** 8.5% (fixed)
- **Tenure:** 5 years (2019–2024)
- **Monthly EMI:** ~₹17,500
- **Collateral:** Hyundai Creta (2019 model)
- **Status:** Nearing closure, 6 months left.

2. Educational Loan (Co-borrower)

- **Loan ID:** EL2021043
- **Principal Amount:** ₹12,00,000 (for elder child's engineering degree)

- **Interest Rate:** 9.2%
- **Tenure:** 7 years (2021–2028)
- **Monthly EMI:** ₹18,800
- **Co-borrower:** Husband is joint applicant
- **Status:** Active, 3 years completed.

Total EMI Obligations: ₹36,000 per month (≈30% of her monthly income, within acceptable limits).

Debt-to-Income Ratio: 0.32 (Moderate, manageable).

Insurance Coverage Summary

Heena maintains strong insurance coverage, as her family's financial well-being is a top priority:

- **Life Insurance:** Term plan with **₹1.2 crore coverage** from HDFC Life, covering her until age 65. Premium ₹2,500/month.
- **Health Insurance:** Family floater policy worth **₹25 lakhs** from ICICI Lombard, covering her, spouse, and both children. Premium ₹38,000 annually.
- **Motor Insurance:** Comprehensive coverage for her Hyundai Creta with **IDV ₹7 lakhs**, premium ₹15,000 annually.
- **Emergency Fund:** Maintains **₹6 lakhs in liquid mutual funds and fixed deposits** for unforeseen needs.
- **Insurance Type:** Both health and life.
- **Insurance Times:** Medium–High (≈8× her annual income).

Investment Product Sheet

Heena has consistently built her wealth with a **moderate-risk, growth-oriented portfolio**:

- **Equity:** 42% (₹40 lakhs in SIPs, blue-chip mutual funds, and index funds).
- **Debt:** 25% (₹24 lakhs in PPF, NPS, and corporate bonds).
- **Real Estate:** 20% (₹18 lakhs in a plot jointly owned with spouse).

- **Gold:** 8% (₹7.6 lakhs in Sovereign Gold Bonds and ETFs).
- **Cash / Liquid:** 5% (₹5 lakhs in savings and short-term deposits).

Her past portfolio performance has delivered around **9.8% CAGR**, aligning with her moderate risk appetite.

Financial Goal Templates

- **Primary Goal: Retirement planning**, with a target of **₹80 lakhs to ₹1 crore** over the next **10–12 years**.
- **Secondary Goal: Child's higher education abroad**, requiring an estimated **₹35 lakhs** in 5 years.

She classifies retirement as “**moderately important**” but has already set up multiple SIPs and NPS contributions dedicated to this corpus.

Macro & Risk Factors

- **Pandemic Impact Factor:** Moderate – her industry faced temporary salary cuts during 2020.
- **War Impact Factor:** Low – limited to higher gold returns.
- **Inflation Rate at Investment Start:** 6.3%.
- **GDP Growth Rate:** 6.0%.
- **Market Volatility Index (VIX):** 22 (periods of stress managed by her disciplined SIPs).

Regulatory & Guidelines

- According to **SEBI classification**, Heena fits the **Moderate Investor** profile (balanced exposure to equity and debt).
- Her **insurance coverage exceeds IRDAI-recommended norms**, with life cover $>7\times$ annual income and sufficient health cover.
- For her long-term financial plan, **6–8% inflation** assumptions are applied for corpus projections.

- Her **loan-to-income ratio** is comfortably below the RBI cautionary cap of 40%.