

# INVEST FIRST

## Driving Financial Planning Excellence with Holistic Solution Deliverability



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The financial planning sector in India is rapidly evolving due to the economy's eight percent average annual growth over the past decade. This has significantly increased the middle class community due to an upsurge in income levels and aspirations. However, as wealth grows, so does the complexity of managing finances, driving demand for comprehensive financial planning services from experts. As it is rightly said, 'DIY - Do It Yourself' might not suit most people.

Speaking of the complexities pertaining to financial planning, Invest First has robustly positioned itself to provide a 360-degree holistic solution, covering all aspects of one's financial life. "At Invest First, we help clients navigate financial complexities. As a CFP and CWM certified professional, I am trained and evaluated on all aspects of financial planning and wealth management. Our approach is systematic and client-focused. We start by understanding our clients' financial lives, their goals, and aspirations. We then devise a tailored plan, discuss it in detail, and work hand-in-hand with our clients to implement it. This comprehensive and collaborative approach ensures that all pieces of the financial puzzle fit

together seamlessly, helping our clients achieve their financial objectives", says Ritesh Agrawal, Founder and Chief Financial Planner at Invest First.

"At Invest First, our primary focus is on providing solutions rather than merely pushing products. Unlike much of the financial services industry which often revolves around sales, we aim to deliver solutions and solve real-life practical problems for clients with diverse circumstances. Each client is unique, with different needs and financial situations", he adds.

### A Comprehensive Engagement Process

Beyond the aforementioned tangible factors, the firm delves into emotional aspects to understand the client's risk tolerance and financial mindset. Post this, customized strategies are then crafted using various financial tools, rigorously evaluated to fit every client's goals and risk profile. Adding to this, recognizing financial planning as an ongoing process, Invest First regularly reviews and updates clients' plans to align with evolving life situations and goals. This commitment to personalized, adaptive financial planning distinguishes the firm in ensuring consistent value delivery.

Every product is recommended based on specific needs, objectives, tax considerations, investment horizon, and risk profile. For retail clients, mutual funds and Systematic Investment Plans (SIPs) are commonly advised, while high-net-worth individuals (HNIs) may benefit from bonds, Portfolio Management Services (PMS) and Alternative Investment Products. Furthermore, the firm aims to deliver effective financial solutions through thorough analysis and understanding of client needs.

Since its inception, Invest First has been leveraging technology to drive the needed innovation. While many may be hesitant about online platforms and tools, the firm has leveraged technology to grow its business successfully. The firm's strong digital presence through social media, websites, and online marketing has not only enhanced its visibility but

also attracted new clients. Additionally, referrals from satisfied clients are also aiding in driving new client acquisition.

"We genuinely care for our clients, making them the center of everything we do. We proactively monitor their financial situation and provide real-time solutions to any problems or queries they have. This proactive care and constant support has built strong trust with our clients. Remarkably, 80 percent of our clients who have invested significant amounts with us, have never met us face-to-face, which speaks volumes about the trust they place in us", highlights Ritesh.

"Our success is driven by a dedicated team of 12, continuously trained to meet high client expectations. We prioritize rapid response time, aiming to address queries within an hour and resolve issues promptly. This ensures clients feel secure, knowing their finances are well-managed. Our philosophy ensures clients can sleep soundly, free from financial worries, as we handle the heavy lifting for them. With a client-first approach ingrained in our team, satisfaction and loyalty remain our focus as we grow", he adds.

If we speak of a case study, a couple in Bengaluru, both in their late 30s, approached Invest First with savings of Rs.70 lakhs invested solely in FDs. The husband, employed in the back office of a major US mutual fund house, lacked understanding of equity and was influenced by behavioral biases. Invest First guided them on asset allocation, focusing significantly on growth assets. As a result, they now enjoy an upgraded home and a robust portfolio.

### A Noteworthy Journey

Invest First entered the financial services sector in 2014. Ritesh's experience is complemented by his brother Manish Agrawal who is the Partner and Co-Founder of the company and brings a pool of knowledge and expertise to the table. Over the years, the firm has grown rapidly and now serves around 500 families across India, particularly in affluent areas like Bengaluru, NCR, and Mumbai, as well as enterprises spread across continents worldwide.

Today, it is one of the fastest-growing financial planning and wealth management firms in central India, achieving over 100 percent growth annually in Asset under Advise, for the past few years and onboarding approximately 100 new clients every year.

"Our focus is not on sheer numbers or AUA but on providing high-quality service. We prioritize increasing our share of each client's financial portfolio.

For instance, a client who initially invested 10 percent of their net worth with us may now be investing 50 percent. This approach ensures that our growth is sustainable and our services remain top-notch. Our greatest satisfaction comes from the trust our clients place in us and our ability to manage their finances so effectively that they can focus on their lives without worry. This client-first philosophy drives our success and growth", signifies Manish.

### Robust Roadmap Ahead

Going forward, Invest First envisions solidifying its position in the financial planning landscape. Beyond investments, the firm believes financial planning will become increasingly pivotal as individuals seek comprehensive wealth management solutions. The expansion plans include targeting key metro cities like Bangalore and Pune in the coming years to broaden its reach and impact.



*Client-centricity is at the heart of everything that Invest First do, wherein, the firm strives to solve real-life financial challenges and build strong, trusting relationships with its clients*

"We are committed to sustaining the firm's growth trajectory while maintaining high standards of client service and satisfaction. As financial planning gains prominence, we aim to further enhance our offerings and geographic presence to meet evolving client needs effectively. And when it comes to driving our business growth, we strive hard to deliver value to our clients and the business just follows", concludes Ritesh. **FOI**