

New Sunday Express

Invest in retail, infra, real estate, IT for long

SUNANDA ROY
BUSINESS & ECONOMY NEWS BUREAU

New Delhi, July 21 : Kotak Securities Ltd., the leading stock broking house of the country, with a market share of close to 9 percent as on 31st March 2007 boasts of many accolades. It has also been the largest in IPO distribution. Kotak Securities has 813 outlets servicing more than 3,15,000 customers and a coverage of 277 Cities. Kotak Securities Ltd. manages assets around Rs 2300 crore of Assets Under Management (AUM).

The portfolio Management Services provide top class service, catering to the high end of the market. Portfolio Management from Kotak Securities comes as an answer to those who would like to grow exponentially on the crest of the stock market, with the backing of an expert. Kotak Securities Ltd. is also a depository par-

ticipant with National Securities Depository Limited (NSDL) and Central Depository Services Limited (CDSL), providing dual benefit services wherein investors can use the brokerage services of the company for executing the transactions and the depository services for settling them.

With a new product at its bay, B Gopkumar, VP and Head-

Group, Kotak Securities (the financial planning and distribution arm of Kotak Securi-

market and advises the investors. On being asked as to what is the latest product

at Kotak Securities, he answered, it's Kotak Origin! Kotak Origin has been designed for those customers looking for long term horizon, having a medium to high-risk appetite. Origin Portfolio, which was closed for subscription in first week of July, is the latest at Kotak Securities, which focused on small and mid cap

from HNI clients which was surely above their expectations - affirmed Gopkumar.

Considering innovation as the key Kotak Securities is eager to know whether the market can expect more such product from the company. As per Gopkumar, "We are working on couple of products, which we would be announcing shortly".

Looking at the fact that market is staying in the volatile mode, Gopkumar feels its normal and he suggests small investors, "Volatility is the reality of the market. We always advise our clients to have a minimum 3-year view. As long as the investor has a long-term view, short-term volatility would not perturb him/ her. We believe there are enough opportunities to create wealth to customers through different investment vehicles".

Discussing about what avenues (sectors) investors



ties) talks to B&E on the current volatile mode of the

stocks. They managed to collect more than Rs 180 Crore

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term: Gopkumar

be looking amidst such high volatile mode, Gopkumar advises Retail, Infrastructure, Real Estate and IT are the sectors to track for the long-term. Also, one should closely watch large and mid capitalization stocks with strong management and background- advised Gopkumar.

On being asked what are the key pointers (indicators or events) that investors should watch out while investing, he added, "Risk-return is the core concept in investing. It's not just the risk and the return but also the long-term financial goal which the investor should look at. Next important thing to look at before investing is "Who is advising?" We feel experience and background of the investment advisor plays a major role in retail and mass retail investments. At Kotak Financial Planning Group, we advise on a comprehen-

sive plan customized to the clients. Coming to the market, investors should watch the fresh inflow of money pouring into the market apart from the economic indicators like GDP, inflation, interest rate etc".

Talking about the mantra that makes Kotak Securities successful, he modestly reverted, "Transparency, innovation and customer centric attitude lead to our success. Clients of Kotak Financial Planning Group are not only with Portfolio Management service but also with many innovative products in Mutual Funds, Insurance and capital guarantee products. The trust they have on our expertise, advice and service helped us win awards like "Best provider of Portfolio Management - Equities" by Euromoney for the last two consecutive years". Investors watch out for more in the future!