

# Press Clipping

Publication : Daily News & Analysis  
Date : Tuesday, March 18, 2008  
Edition : Mumbai  
Page : 30 (DNA Money)

## 'Raising money's tough'

People who have burnt their fingers in the ongoing market mayhem are shifting to other asset classes. There are many things on offer for such people, **B Gopkumar**, senior vice-president and head of Kotak Financial Planning Group told Khyati Dharamsi. Excerpts:

### How's the investor mood?

Rich guys have lost money... they have adopted a wait-and-watch strategy. We have been asking our clients to deploy gradually. But, if they are unwilling to do so right now, we are not dragging them. However, we are bullish from a three-year perspective.

### Is raising money becoming difficult?

Raising money for our ongoing product offer, GEMS, which will close in two more days is difficult. We have collected about Rs90 crore and are likely to achieve the target of Rs150 crore. But, it would have been easier in January. Even on the mutual fund side, we are receiving small applications and not large amounts from HNIs as seen earlier.

### Which asset classes do people prefer now?



Structured or capital-guarantee products in equity, index, gold and other structured debt products are

being asked for. FDs and FMPs are being preferred. In the non-discretionary portfolio, investors are opting for large caps and not mid-caps. There are also basket-linked debentures that can be taken.

### What is the entry limit for such products?

It depends from product to product. But they are available for as low as around Rs20 lakh.

### How much should people allocate to non-equity?

In the current scenario, about 10-12% should be in capital guaranteed products. I would suggest 40-50% in equity and the balance in gold, debt funds, FDs etc.

### Do you still believe equities deliver over other asset classes in the long run?

Yes it still stands true.

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