**A Study On Investment And Wealth Management**

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**Abstract:**

This study is to analyse and understand the investment strategies and preferences of investors, their awareness about products and services provided by the company and how to manage the wealth for their future perspective. The present changing economic environments have forced difficult decision for common people or naïve investor to invest and manage their wealth to overcome the financial crisis in their life. The investment strategy is a plan, which is created to guide an investor to choose the most appropriate investment portfolio that will help them to achieve their financial goals within a particular period of time. By increasing personal wealth, investing can contribute to higher, overall economic growth and prosperity. The Specific types of investments provide other benefits for the investor, corporate as well as the society

**Keywords:** investment strategies, financial crisis, personal wealth, economic growth and prosperity.

**INTRODUCTION:**

**WEALTH MANAGEMENT**

Wealth Management as a concept originated in year 1990’s in the US. Essentially it is the investment advisory covering financial planning that provides individuals with private banking/ asset management/ taxation advisory & portfolio management. Warren Buffett is the most successful investor in world. He says that “The basic ideas of investing are to look at stocks as business, use the market's fluctuations to your advantage, and seek a margin of safety. That's what Ben Graham taught us. A hundred years from now they will still be the cornerstones of investing”. He is even called as wealth creator.

**Wealth Management means:**

Wealth management is a high-level professional service that combines financial/investment advice, accounting/tax services, retirement planning and legal/estate planning for one fee. Investors work with a single wealth manager who coordinates input from financial experts and can include coordinating advice from the investors own attorney, accountants and insurance agent. Some wealth managers also provide banking services or advice.

In others words, it is basically an investment advice or assistance to manage person’s financial needs. These services are offered to investors in packages to provide benefits with two main goals growth and safety of their existing investments.

**Financial Planning**

Everyone has needs and aspirations. Financial Planning is an approach to assess the adequacy of income and assets of a person to meet the financial requirements for fulfillment of these needs and aspirations.

The role of financial planning has been increasing in the market because:

* + Needs and aspirations of people are ever-increasing. This increases the financial challenge that people face. Investors need to be counseled on the difference between needs (essentials) and wants (desires). Prioritization of expenses is critical for people who are struggling to make both ends meet.
  + Joint families are giving way to nuclear families. The nuclear family stays in a separate house. The rentals or the acquisition cost of a house, are an important financial need to plan for.
  + In a nuclear family, the individual is responsible for his immediate family. The extended family, staying under a different roof, cannot be expected to support the regular financial needs of the individual.
  + The period of earning for individuals is reducing, while the longevity (life span) of people is increasing. This means that incomes earned over a shorter time period need to finance the needs over a longer period of time. Hence the need for retirement planning.

A professional financial planner helping individuals navigate these challenges is an important member of our society. The role and influence of financial planners is bound to grow in India.

**REVIEW OF LITERATURE:**

**ARTICLE: 1**

**Tile: Perspectives from the Literature of Private Wealth Management**

**Author:** **William W. Jennings**

**Source:** **The Journal of Wealth Management Summer 2011,**

**Abstract**

Private wealth management is the investment management specialization focused on high-net-worth individuals and families. Portfolio design and investment solutions in private wealth management are customized to reflect the complexities of the investor’s unique circumstances. This literature review reflects the current best thinking on private wealth management.

**ARTICLE: 2**

**Tile: A systematic review of literature about finance and sustainability**

**Source: Journal of Sustainable Finance & Investment**

**Author:** **Roopali Batra**

The relationship between finance and environmental sustainability areas has increasingly been attracting the attention of researchers and professionals in this field. However, there are not many studies that gather and systematize the available knowledge about the issue of financial management and the concern with sustainable development. The objective of this paper is to present the results or main gaps from a systematic review of literature about the relationship between finance and sustainability. We have adapted the methods presented by Lage Junior et al. [2010. “Variations of the Kanban System: Literature Review and Classification”. International Journal of Production Economics 125 (1), 13--21.], Jabbour [2013. Environmental Training in Organizations: From a Literature Review to a Framework for Future Research. Resources, Conservation and Recycling 74, 144--155] and Seuring [2013. A Review of Modeling Approaches for Sustainable Supply Chain Management. Decision Support Systems 54 (4), 1513--1520], and we then analysed the articles published between 2011 and 2015 in the main journal of the area, the Journal of Sustainable Finance & Investment . The method applied allowed us to identify existing gaps in the literature, such as, for example, a greater focus on developing countries or the use of empiric studies with a quantitative approach.

**ARTICLE: 3**

**Tile: Investments: A Literature Review**

**Author: Rifat O. Shannak, Associate Professor of MIS**

**Source: Business Transformation through Innovation and Knowledge Management:**

**Abstract**

While researchers have encouraged further examination on the causal links between Information Technology (IT) investments and a firm’s performance, results of empirical studies have been varied. This is to a certain extent due to the exclusion of IT-business partnership (also known as IT-business strategic alignment). Indeed, strategic alignment has emerged as one of the most important concern facing business and IT executives all over the world (Raymond and Croteau, 2009, Johnson and Lederer, 2010). Therefore, the purpose of this paper is to provide a detailed literature review that both academics and practitioners can use in order to understand the resources required to realize the potential values of their IT investments. This is achieved by providing a review of the IT and IT-business literature on a firm’s business performance. It is hoped that the article will spark helpful discussion on the merits of continuous examination of IT investments.

**RESEARCH GAP:**

The study is entirely based the method applied allowed us to identify existing gaps in the literature, such as, for example, a greater focus on developing countries or the use of empiric studies with a quantitative approach.

**OBJECTIVES:**

* To study existing wealth management industry in India
* To study existing wealth management procedures and practices undertaken by Reliance Nippon Life Insurance
* To have comparative study of wealth management practices followed by public, private and foreign banks in India
* To derive the potentiality and the future prospect of the wealth management industry in India

**RESEARCH METHODOLOGY:**

**Need For The Study**

* Wealth management now a days having very importance. Evidences prove that the wealth management industry in Asia pacific region is emerging into massive opportunity.
* In India, wealth management is evolving along with a positive regulatory environment, changing demographics and income.

**Scope Of The Study:**

* India represents one of the greatest opportunities to wealth managers over the coming decades. Even in today’s financial environment, the wealthy population in India is large and growing.
* India has the tenth highest number of dollar millionaires in the world and their rate of growth is higher than in any other country

**Methodology**

**1.** **Sampling Methodology:**

The design of the sample is as follows:

* Sample technique: - Convenience sampling.
* Sample Size: 100

**2. Type of Research:**

* Research type of my project will be exploratory research.

**3. Method of Data Collection:**

* Primary data collection: Primary data are collected by interaction (both formal and informal) with the managers of Bank and other officials who are directly associated with the wealth management industry in India
* Secondary data collection: Secondary data are collected from the various Annual reports of banks, websites, magazines, journals, books.

**DATA ANALYSIS & INTERPRETATION:**

1. **Do You Believe That Wealth Management Has Increasingly Becoming A Booming Industry In India?**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No** | **Options** | **No of respondents** | **Percentage** |
| 1 | Yes | 87 | 87 |
| 2 | No | 9 | 9 |
| 3 | Not Sure | 4 | 4 |

**Interpretation**

65 percent prefer getting stock options. 32 percent operate on the expansion of business and entrepreneurial capacity. 3 percent responded in terms of do not know/ cannot say.