

Why Try Bharosa - IFA

Winning Disruptive Solutions

Grow Revenues
10X

- **Build Trust**
- **Human Full Service**
- **Poach**

As regulators force commission reduction and customers become smarter IFA who do not change to a good selling model risk getting disrupted by aggressive IFA who will provide honest unbiased and transparent advice.

Even in the developed world over 85% of investors want human full service advisors.

According to us the winners are going to be advisors that can handle a large number of customers by using the best platforms on their behalf for a reasonable fee.

An IFA who makes 2 crores today from 200 customers who pay Rs 1 lac per annum on the average to them can make 20 crores by serving 20000 customers who on the average pay Rs 10000 per month.

If the IFA wants to serve millions then one million customers paying an average revenue of Rs 200 gives 20 crores in revenues.

Why is Bharosa the Right Platform for Growth ?

- **Acquire Customers**
- **Delight Customers**
- **Few Mega Distributors**

Bharosa does not plan to offer human touch with full service to customers so the few mega distributors who will use the Bharosa platform have zero conflict with Bharosa. Just as Bharosa has built on top of the MFU platform the mega distributors can build on top of the Bharosa platform.

With WealthSimple and great ideas, services and products from sponsors it is likely that Bharosa will attract a large number of households across all segments from the poorest to the richest.

Bharosa uses Machine Learning to give simple solutions for customers and several DIY tools which an IFA can master to delight the customers they serve by combining IFA wisdom with Bharosa wisdom and covering all advisory needs for the IFA's customers.

The maximum annual cost that a mega distributor will pay Bharosa is Rs 141600 which will include unlimited number of members and AUM in their group and non invasive marketing as a Bharosa sponsor . If this mega distributor makes just 1 crore as additional annual revenue the cost of the Bharosa platform will be 1.42% of revenue.

If you have plans to be a mega distributor and think Bharosa could be right for you then please contact Bharosa at advisory@bharosaclub.com and let us work together on creating a winning disruptive solution.