

Making mutual funds more meaningful in Indian portfolios

Recent government and industry initiatives have provided a flip to the Indian mutual funds industry. In a video interview with Hubbis, Kailash Kulkarni of L&T Mutual Funds discusses the industry's growth and the role of investment advisors going forward.



KAILASH KULKARNI
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NUMBERS SUGGEST THAT the Indian mutual funds industry is still at a very nascent stage. However, Kailash Kulkarni, chief executive officer of L&T Mutual Funds believes that recent government regulations and campaigns by the Association of Mutual Funds of India (AMFI) are the kind of initiatives that will help move the industry forward in leaps and bounds. AMFI's campaign, which was aimed at dispelling the myth that mutual funds are just for HNIs and not for retail investors, seems to have succeeded at attracting more investors. The industry has added four million new members to its customer base in the last four months and hopes for a bright future ahead.

As the number of investors in the industry skyrockets, advisors will increasingly feel the need to do away with their existing paper-based processes in favour of new-age technology platforms. Adoption of technology, therefore, will be one of the key drivers for the industry.

Kailash is of the opinion that investor education must be a priority for the industry if it wants to grow. Products must be explained to customers in a way that is simple to understand and easy to follow. His company understands this. They're not just using technology to simplify products for existing products but also working with education partners to train its next generation of investors - children and teenagers. ■