



# The Future of MFD Business in India

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# Step 1: Starting Point of a Successful Venture



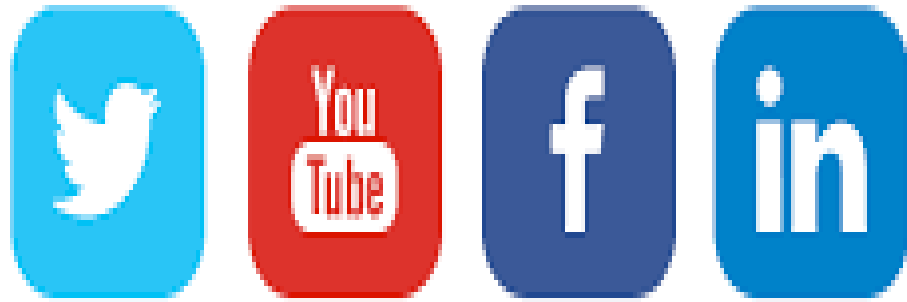
Dreams or a mission  
an overarching  
purpose is the first  
step for any  
Entrepreneurial  
Plunge.....

# Step 2: Culture

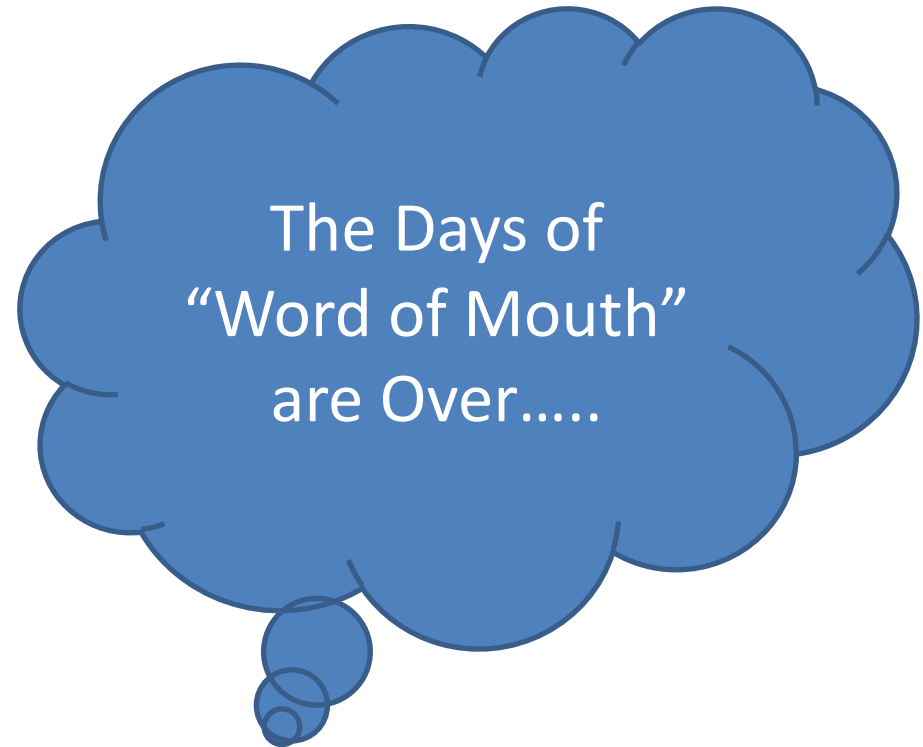
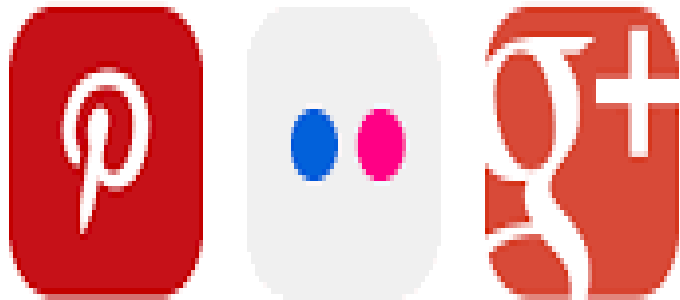


A set of values focused on teamwork and self-discipline

# Step 3: Build Your Brand through Social Media



**Building Brand  
on Social Media**



# Step No-4: Invest In Your Own Knowledge



Knowledge is  
Power...more so in  
our Industry....

- Acquire Skill sets by attending Trainings done by Experts.
- **Management Development Programs (MDP)** at Prestigious Institutes.
- Life Planning Workshops



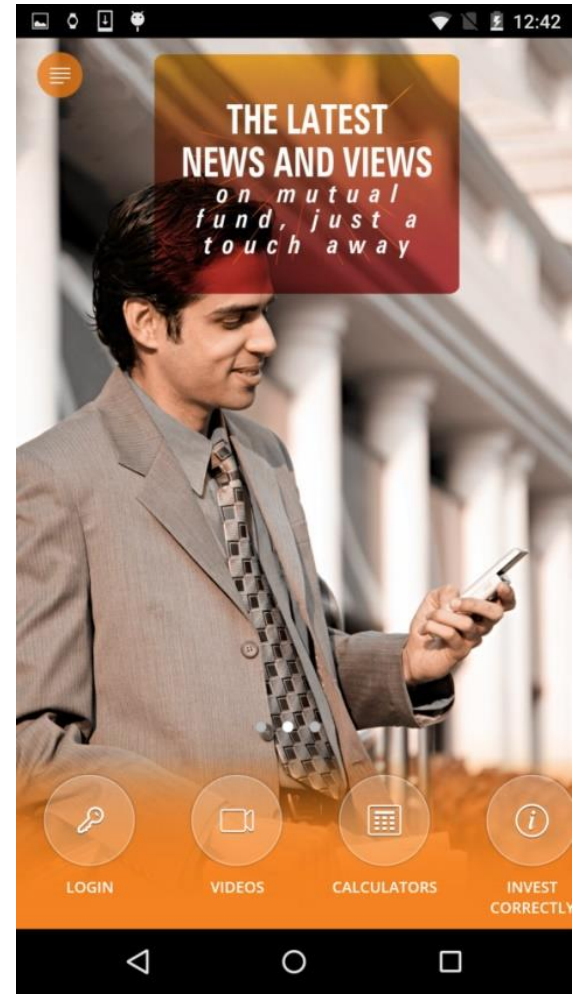
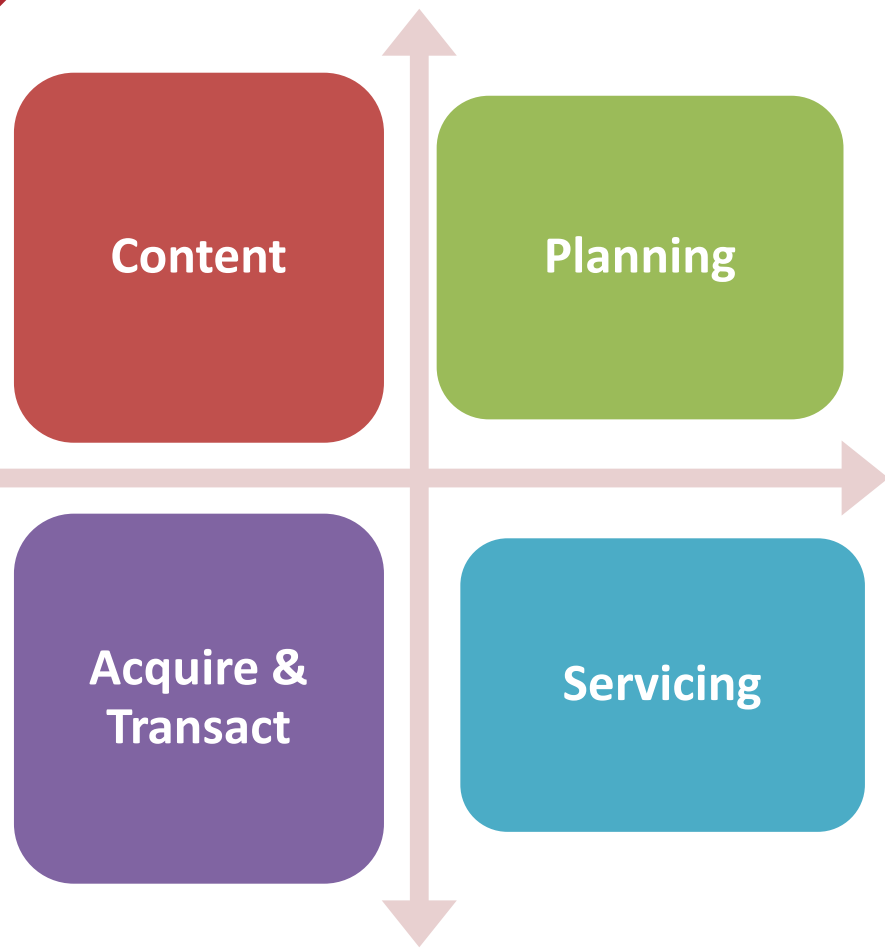
# Step 5: Add New Resources in your Team



# Step 6: Training & Grooming of Resources



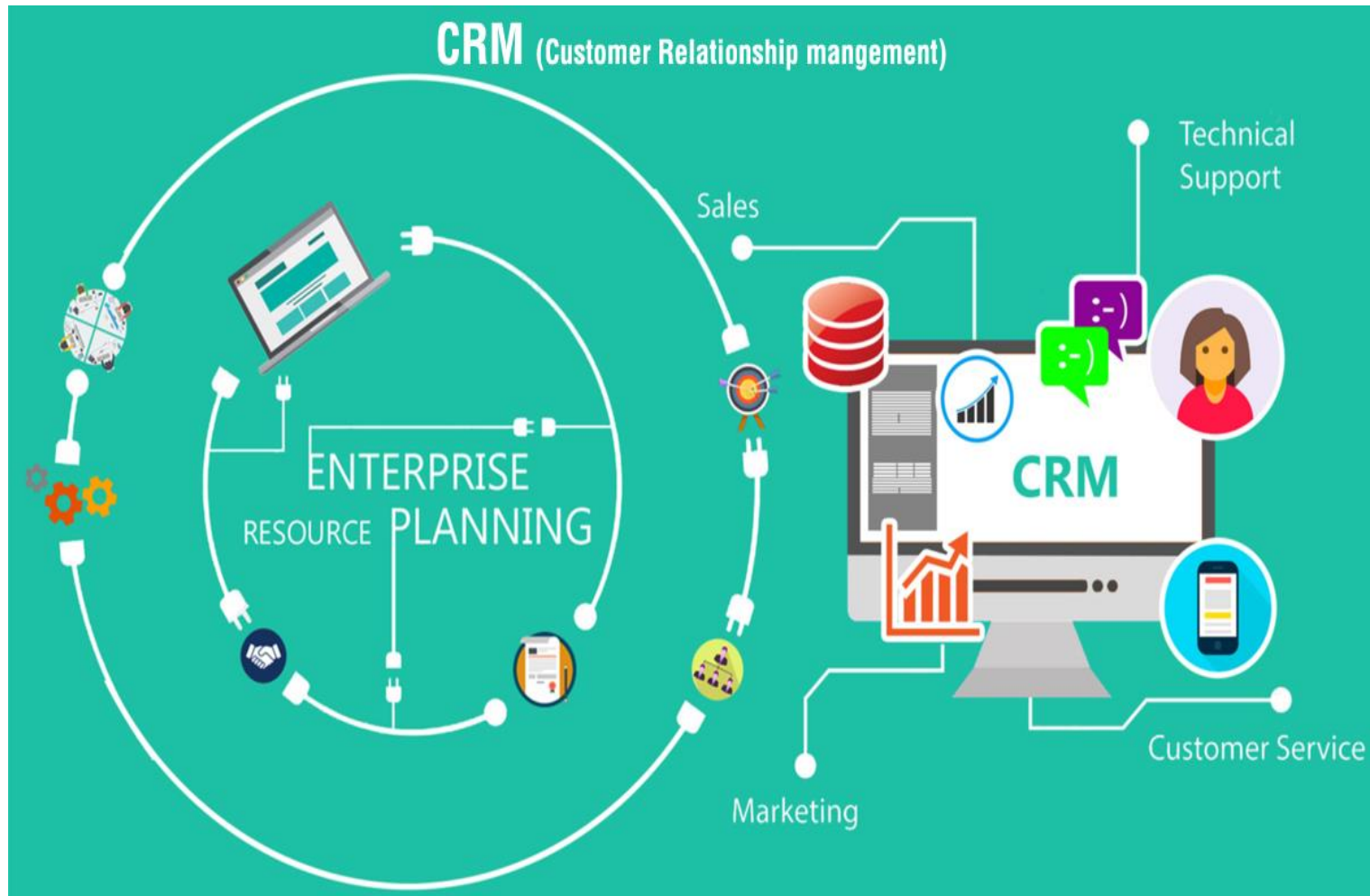
# Step 7: Create Technology as Lever



No Alternative to Online Now...



# Step 8: Innovation : CRM Model Adoption



Acquire software for effective Investor management and retention

# Step 9: Tapping of Prospective Investors



Virtual Relationship Model is the way forward to Tap Prospects...

# Step No-10:Regular Investor Activities



Regular Investor  
Level Activities to  
Connect with  
Investors

# Step 11: Review and Repeat



Periodic Reviews  
of Entire Activity  
for Effective  
Implementation....