

# 'Asset allocation is key to wealth management'

■ The concept of work is changing. Business houses need to understand that 'smart working' has replaced the theory of working long hours.

## ■ Business Bureau

OVER two centuries ago, Edmund Huserl taught us to link numbers and philosophy. His theory still holds good, because understanding the philosophy of arithmetic is key to being a smart investor, said Dr Prashant Wasankar, Chairman of Wasankar Wealth Management Private Limited (WWMPL).

Dr Wasankar has been able to keep WWMPL a niche above its peers due to his sound understanding of numbers and mixing it aptly with the 'Philosophy of Life'.

For him, contentment is the highest gain, good company the highest course, enquiry the highest wisdom and peace is the highest enjoyment. In a day when there is an oversupply of self proclaimed wealth managers, very few really invest the time and effort required to make and help execute an optimal wealth management plan.

Financial profiling is a long and tedious process, needs a lot of personal time to be devoted to it, but that is what true wealth management should be.



Dr Prashant Wasankar, Chairman, Wasankar Wealth Management Private Limited sharing his view about wealth management and asset allocation during falling market.

During a chat with *The Hitavada*, Dr Wasankar talked about blending his spiritual and philosophical self into the businessman in him.

Dr Wasankar is a believer of the doctrine that change is the only permanent thing in this world. As a wealth manager, he uses this change to learn a new lesson. He is among those optimists who use every brick he tripped over to pave a new road.

When asked why wealth management is must, he said that the

recent market crash had made investors realised about the importance of wealth management. Considerable erosion in wealth had portrayed a scary picture which depicts that conventional concept of investments and portfolio management models have failed, he said.

"The recent market crash has taught us a few lessons, and made us smart investors. Earlier, investments meant putting money either in real estate or in equity. Now we

know markets could be extremely volatile and we need to allocate money in multiple asset classes to cushion the affects left after a financial turmoil."

Outlining the features of wealth management he said that most important aspect of wealth management is asset management. Asset allocation and restructuring account for 97 per cent of the success of wealth management, he said.

Dr Wasankar said that smart investors made lot of money even in falling market. "To protect wealth and for making money in falling market there has to be an effective wealth management system," he added.

Dr Wasankar stressed the importance of entering and selling equity at right time. He said that investors have several misconception like averaging is the best way to recover losses, mutual funds are practically risk free, making money in stock market is only about timing or selection of stocks and it is possible to consistently outperformed the market. He stressed that the biggest misconception is that trading in derivative is more risky than trading in cash.

Prashant does not mind repeating himself hoarse sharing this 'mullah mantra' with investors. "Creating smart investors is my passion. I feel enlivened sharing my wisdom on wealth management with people," he said.

And these are not mere words, for he has to his credit over 200 seminars where he laid bare his

tricks on making his money grow. "I have never charged any money for speaking in any of these seminars," he said. All these seminars and regular investors' meet has earned him the accolade of 'Investment Guru' from his peers and followers. "Though, our company weekly conduct seminar for investors (which also got live coverage and recorded on the company's website), I am planning to open a wealth management institute for investors and students," he said. It is not only wealth management that Dr Wasankar is passionate about. His philosophy extends to motivating business houses in inculcating better and more beneficial work ethics in the corporate world.

"The concept of work is changing. Business houses need to understand that 'smart working' has replaced the theory of working long hours," he said. No person can work attentively and to his fullest for more than six hours. A worker with a healthy six-hour office schedule and thus having plenty of quality time for himself, his family and his social life is far more productive than his counterpart slogging for 12 or 14 hours.

WWMPL is the first and the largest wealth management company in Central India with more than 10,000 clients. The company boasts one of the country's best research team having more than a dozen wealth managers. Dr Wasankar is a renowned columnist for several business magazine and newspapers.