

PRESS RELEASE

'Wealth is all about you'

Says Dr. Prashant Wasankar's first book

Nagpur 27 February 2011 – The first book of Dr. Prashant Wasankar titled 'Secrets of Wealth Creation' was released today by Hon. Dr. Vedprakash Mishra, Vice-Chancellor, Datta Meghe Institute of Medical Sciences in an exclusive function organized by Wasankar Wealth Management Ltd., Nagpur. More than 300 elite guests attended the function.

Shri Ramkumar Iyer, Chief Advisor to Wasankar Group with more than 3 decades of experience in the field of finance and management introduced the author and the book. Pointing out that we tend to take things for granted, he said that ***'it is a thought provoking book motivating the reader to take a flash back on their psychology of wealth and their investment actions in accumulating more wealth.'*** He added that ***'Secrets of Wealth Creation is meant for all; the young and not so young, the wealthy and not so wealthy; the aggressive and conservative;'*** The toughest part in educating your child is to teach them about wealth. ***"This book is also an excellent guide to parents for empowering their children"*** said Shri Iyer.

Dr. Vedprakash Mishra, congratulated the author on his first book. He described the book as one filling the void in the minds of people in relation to understanding and use of wealth. He added that the most important revelation in the book is about 'Surplus Assets' and only this can lead to realistic dreams, actions to fulfill the dreams, achievements and accomplishments or in short 'Purushartha'. Dr. Mishra said the book is a complete mechanism at self audit to enable self actions in the path towards self realizations. Citing wealth as a way of life, he compared the journey of wealth to a 'teerth yatra' and the book to Gangotri.

'Secrets of Wealth Creation' deviates from conventional idea of associating wealth and investments with returns. ***It defines wealth as 'Surplus Assets'.*** The author while reviewing the book put it very succinctly ***'You never know what enough is until you know what is more than enough'***. The book takes the reader step by step through the

process of understanding what is 'Enough' and what is 'Surplus'. In line with his strong belief '**It is not worth learning if it is not easy to understand and simple to implement**', the author discusses simple strategies and tactics of investments that can be applied easily. "**If we believe that investment requires you to be an expert in mathematics or statistics or finance, then the wealthiest persons in the world should be them**" said Dr. Prashant Wasankar. He added "This book is intended to make you think about Wealth and the process of creating wealth. It talks about wealth and psychology of wealth, it talks about investor and investor psychology, it deals with investments and investment psychology. Even the section on strategies and tactics are intended to be eye openers in application of the one and the only rule of market investments 'Buy Low and Sell High'. It also has a section on 'Legacy'".

"No one walks alone, be it in career or profession or business or life. To all those that joined you, walked beside you, and helped you along the way, Where, when and how do you thank them. This book is my "thanks" to the tens of thousands of you who shared their ambitions, anguish, thought process and financials with me in an effort to seek and tread the path of wealth", Said Dr. Prashant Wasankar. He added that he will be discussing the concepts and strategies discussed in the book in detail during his Annual Seminar 'WEALTHNOMICS 2011' scheduled for Sunday 13 March 2011 at Vasanttrao Deshpande Hall, Nagpur.

The author, Dr. Prashant Wasankar is Chairman of Wasankar Wealth Management Ltd. With 21 years of professional experience in the field of finance and investments. His columns in newsprint and seminars have already earned him several accolades.

For more information about 'Secrets of Wealth Creation' visit www.wasankarwealth.com. The book is priced at Rs.250 and is available at Wasankar Wealth Management Ltd., Wasankar House, 247, Hill Road, Shivajinagar Nagpur 440010. **Members of Wasankar Wealth Management would receive a complimentary copy of the book by post.**