

THE TRUTH IS NO ONE WILL TELL YOU ABOUT

# EQUITY INVESTING!



We, at Sukhanidhi Investment Advisors, asked our community to answer this very simple poll on our LinkedIn a few days back. As per the quick poll, more than  $\frac{3}{4}$ th of people have never known a billionaire who has accumulated wealth by following the free advice of friends, family, random YouTubers, etc. This is no rocket science and we all already know and believe this. We as sane investors clearly understand that no two investments are the same, for some investments are more valuable than others. And only an investment expert can eye the right value of investments. But now the question arises, if we already know this all, what exactly is resisting us from taking the right action at the right time and achieving our financial goals?





The answer to the above question in one simple word would be NOISE. There is a lot of noise present in the financial market. The finance marketers in their ingenuine greed for proliferation and achieving big AUMs, (Assets Under Management) design financial instruments that sell nothing but dreams and promise to make them all true by investing mere 100 bucks every month. And, guess what? Their not-no-sane financial advice sells like hot cakes and their words are believed as from the gospel. It is not solely because they scream out loud. The list of features for their success is long. The lucrative offers make an enticing appeal. The finance ad commercials touch on the emotional tangent of the laymen. The easy entry into the scheme increases the TAM (Total Addressable Market) and revenue respectively. Their target market is the middle class, lower-middle-class, and the poor, making their TAM the biggest in the country. Well, the writer of this article could arrange these points in a logical order, but we didn't want your hypertension to attack your health as you read further. So, we decide to take a break from this long list that may rage you that you have been misled for years now. In the name of your dreams, the finance market controllers have been warming their own big pockets, without you even realizing it. And trust us, we are not kidding but about 2%-2.5 of your investments reaps nothing but every year goes in transaction costs, admin costs, service taxes, maintenance charges, and whatnot.

The biggest flaw of money is it grows not on the bases of how much you will need it in the future but on the basis of how and where is it invested. Everybody wants more money. It is natural to expect your money to work harder than you. And nobody in this business game is particularly wrong or right. So, what do you do after knowing the harsh truth? Should you leave your business aside and shift your entire focus on growing your money and making investments. Seems right for a while. But what if you end up in the worst situation due to the added disadvantage of your inexperience. What if you end up making bad stock choices? In such a case you will not have anybody to rely on. Everything in this world seems no science and easy until you actually step a foot in. You cannot be a superhero doing it all sole-handed. And you definitely cannot achieve superior returns when you rely on second-hand information from no-expert-in-the-domain friends, family, and YouTubers. It would happen once, twice...will happen out of luck, by chance...but won't happen right since the basics are not correct. Would it be smart to risk 100% of your hard-earned money in order to save advisory fees of a few percent?



Be a smart investor who invests wisely. They always focus on you cannot be the jack of all trades. But the catch is you can be the king of what you are good at. Focus on your specialty and hire [Sukhanidhi Investment Advisors](#) (A SEBI-Registered Investment Advisory Firm) who listens to your requirement, understands your risk appetite, investment time horizon, and your investment objective (financial goals), and devises a fool-proof long-term high-quality direct-equity (shares) portfolio keeping in mind the real-market situation. The market is full-of-money managers who sophisticatedly speculate and do not display big faith in long-term investments. The catch is to look for someone with in-depth knowledge and the one who sticks to basics like a-novelty-for-today.

Your investment is your key to financial freedom. Do not keep it in some random pocket where it can get lost. Make informed decisions. Play safe. Stay safe. Take very good care of yourself, your family, and your money.



We at Sukhanidhi Investment Advisors are on a massive mission to help 1,000 + individuals investors like you to build a successful retirement corpus. We understand that the working hours and years of an individual will decrease with age and that everyone requires an income stream to maintain a certain lifestyle as they get older. We are waiting for you to join the mission. What are you waiting for?

To know more and to join our mission, give us a call at 1800 889 0255

# THANK YOU!



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## USEFUL ? RESHARE !

It's the best thing you can do to help others.

