

# The Financial Advisor

**B**ORN AND BROUGHT UP IN MUMBAI, Abhinav Angirish, MD, Abchlor Investment Advisors (P) Ltd. and founder of [www.investonline.in](http://www.investonline.in), is a post graduate in marketing and finance. Abhinav started his career with an MNC bank as a relationship manager in 2000. In 2001 he joined the country's second largest private bank as relationship manager for HNI

clients. He soon established a reputation for over exceeding targets and kept his branch at the no. 1 position throughout his stint with the bank. He mobilized over 350 crores from 2001-2004 in various wealth management products besides managing a sizable Rs. 75 crores in CASA (Current & Savings Accounts).

In April 2004, Abhinav quit the bank

to start his own Wealth Management outfit, Abchlor Investment Advisors Pvt. Ltd. with a team size of four. The company offers mutual funds, equity broking and equity advisory besides other OTC financial products such as bonds, IPOs, etc. In 2004 the company managed to amass over Rs. 100 crores in assets. In 2005, he was recognized for acquiring the largest single deal in the industry of Rs. 120 crores of individual funds in a single day.

In 2006, other products such as real estate broking, real estate consulting, home loans and securitized loans were added in the offering. In the same year, [www.investonline.in](http://www.investonline.in) was christened.

In 2007, [investonline.in](http://investonline.in) was launched for online transactions (purchase, redeem, switch) of mutual funds. *Abchlor* pioneered the concept of payment gateway in this industry which is today being followed by many organisations. Independent agreements with most of the leading funds, 13 bank options, easy-to-use 3-click investment, portfolio utilities and tools such as portfolio monitoring tools are a few of the unique features of the website.

In June 2009, SEBI announced the abolition of entry loads that funds charge (an average of 2.25 per cent for equity funds) which is actually the marketing and distribution cost. This is the fee earned by the advisor/distributor. The move created a fear psychosis in the advisor/distributor as intermediaries were worried about how they would earn revenues unless the client issues separate advisory fees to the distributor which again was not an easy task as the investor was not used to this.

Abhinav found an opportunity here to market [investonline.in](http://investonline.in) as an absolutely free to register/transact website. Clients can register and transact at no cost at their convenience.

Abchlor believes that the new move will generate a huge response from the investor fraternity and will help Abchlor acquire a significant number of investors. Today Abchlor is a 40-member team advising more than 800 families with multiple products to suit their financial goals. □



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