

Investing Simplified

Get an **automated** intelligent portfolio tailored for you at a fraction of the cost of the traditional alternatives.

SIGN UP

SIGN IN

Signup for **FREE**

How does it work?

1. Tell us about yourself

Answer some basic financial questions to view your risk profile report



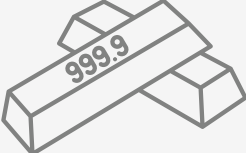
2. Get a portfolio tailored for you

View suggested asset allocation tailored for you
Orders executed at your favorite broker



3. Review & Rebalance

Automated Timely reminders



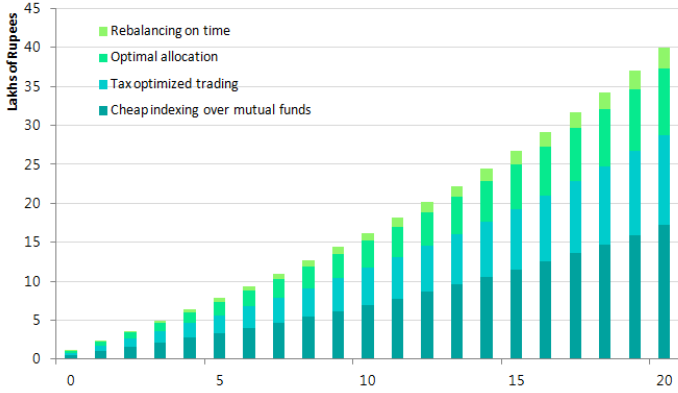
Pocket the **extra**

Low cost

Why pay someone to underperform?
Low cost = 2x or more over 20 years

Reassess on time

Timely investment review optimizes return
No stress of delaying decisions



Could have 40Lakhs extra on a 25 Lakh investment over 20 years

Save Taxes

Why pay 15% when you can pay 0%?
No expensive tax consultants

Optimal return vs risk

Risk & return tailored for you
Mathematically optimized

The intangibles

Save Time



Setup <30 minutes & only **5 minutes**/month

Based on **Nobel prize** winning theory



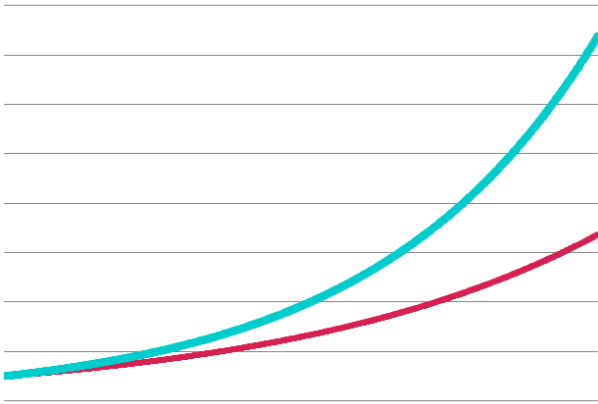
Modern portfolio theory

No emotional decisions



Little stress = better health

4.4%/year advantage compounded



Could be > 2x over 20 years!

Far better than traditional alternatives

Traditional advisors

High time investment
Pay advisor fees and then pay fund fees

Active Mutual Funds

Majority give lower returns than benchmark
Fees is upto **5 times** more than ours!

Direct self managed stocks

Very high time investment
Not viable without large amounts of capital

Mutual fund distributor advisory

Strong incentive to sell high fee funds
Little focus on your needs

Fund of funds

Majority give lower returns than index
Multiple levels of fees dilute returns

Discretionary managed account

Low chances of out performance
High and hidden fee structures