

COGNUS CAPITAL INVEST



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COGNUS

CAPITAL INVEST

ABOUT COGNUS CAPITAL INVEST

Cognus capital invest is a financial advisory firm offering a broad range of services to meet the needs of our client with a unbiased approach..

- ❖ Tax Planning
- ❖ Cash management planning
- ❖ Short term planning
- ❖ Portfolio management(PMS)
- ❖ Corporate FD'S/ Bonds
- ❖ Medicliam
- ❖ Term plan

OUR USP'S

- ☐ Free one to one financial services
- ☐ Any time free consultation
- ☐ Complete end to end support
- ☐ All type of investment solutions



INVEST TODAY FOR

BETTER TOMORROW



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WHY TO INVEST

“You can waste money lifetime getting no where or you can invest some amount each day to get anywhere!”

FACTS ON INVESTMENT

95%

of indian customer keep money in Bank and Fixed Deposit

79%

of youth indian is unfamiliar about the investment products



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WHERE TO INVEST

INSTRUMENT	TAX BENEFITS	RETURN	DURATION
EPF	YES	8.5%	15 Years
PPF	YES	8.8%	15 Years
NSE CERTIFICATE	YES	8.8%	5 Years
FDS-BANKS & POST OFFICE	YES	7.70% To 9.50%	5 Years
SENIOR CITIZEN SAVING SCHEME	YES	9%	5 Years
MUTUAL FUND	YES	Market linked	Any time
ULIP	YES	Market linked	5 Years
DIRECT EQUITY	YES	Market linked	Long term
GOLD	NO	Market linked	Long term
REAL ESTATE	YES	Market linked	10-15 Years

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INVESTMENT GOALS

**CAPITAL
PRESERVATION**

**GENERATE
INCOME**

**CAPITAL
APPRECIATION**

SAVING BANK
ACCOUNT

FIXED DEPOSIT

FIXED DEPOSIT

PPF

PO-MIS

PO-MIS

MUTUAL FUNDS

The above chart clearly indicates that all type of financial needs can be fulfilled through Mutual Fund. However the myth about Mutual Fund is that it deal with Equity market only

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SAVING BANK ACCOUNT Vs LIQUID FUND

ITEM	MONEY IN SAVING ACCOUNT	MONEY IN LIQUID FUND
AMOUNT	100000 Rs.	100000 Rs.
INTEREST ON AMOUNT IN 365 DAY	4000 Rs.	8000 Rs. To 9000 Rs.
PER DAY INTEREST IN INR	11 Rs. / Day Approx	22 to 25 Rs. / Day Approx
IF A PERSON PUT HIS MONEY LIQUID FUND THAN EARN ADDITIONAL PER DAY (IN INR)	NA	11 To 14 Rs. / Day

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