

Finance

Our Story Stems From Aeons Ago



You know who we are, here's what we do

A reimagined consumer financial institution, we offer unbiased, qualified, and hyper-personalised advisory on one's personal finances including but not limited to assets, liabilities, income, expenses, and insurance.

1 Finance is the first of its kind ecosystem offering financial planning and advisory solutions to the emerging affluent class of India. An emerging affluent individual is someone who is aware of a variety of financial instruments and has an exposure of INR 20 lakhs+.

At 1 Finance, our vision is to align our interest with that of our stakeholders including our co-workers, colleagues, customers, qualified financial advisors, and the financial services industry at large. We will do this by aligning incentives for all parties, made possible by technology, and our unique business model.

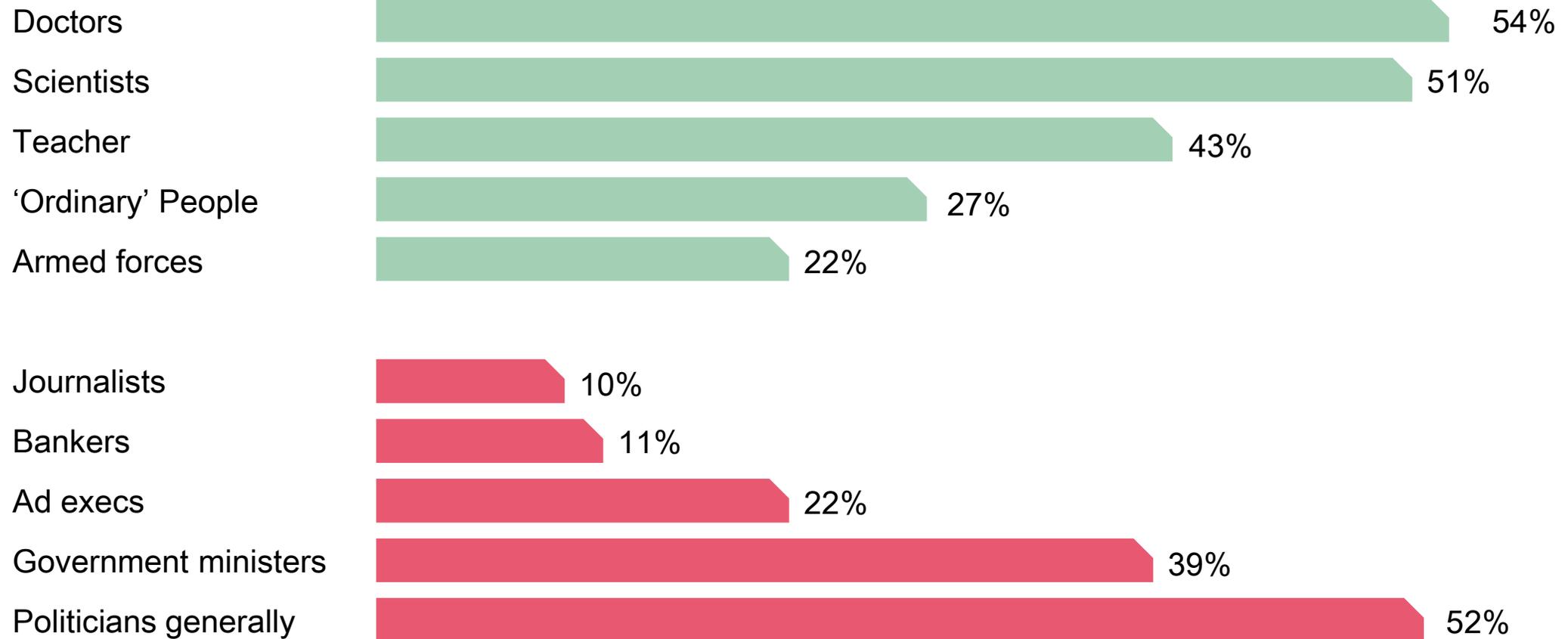
Our mission is to serve millions of people in alleviating their financial worries and stresses by enabling them to achieve true financial independence. We are here to take people at a place where they make money work for them, versus them working purely for money.

Did you know?

Bankers are globally amongst the most mis-trusted after politicians, ministers and ad executives, by public perception.



The Most and Least Trusted People in the World



Global public net level of trust in certain groups of people in 2021
*Share saying the people are trustworthy minus share saying are not. Source: Ipsos

At 1 Finance we are committed to solve the broken relationship individuals have with their personal finances



We commissioned Frost & Sullivan to conduct an in-depth quantitative and qualitative market research study on the state of financial well-being of individuals with respect to their personal and family finances.

The intent of the study was to methodically and deliberately discover the true state of people's finances, and the perception of their financial health among factors that drive decision making towards financial planning.

Here are some of the key facts, figures, findings, and our observations on the state of personal finances that Indians deal with today:

- Misalignment of interests and incentives between financial product manufacturers, the distributors/sales agents, and the end user that is the consumer of the financial products and services
- Unavailability of appropriate and relevant information on financial products
- Complexity of financial terms and jargons
- Inconvenience in managing and dealing with multiple financial institutions. Based on our study, on an average, every respondent dealt with at least 3 financial institutions at a time
- Financial anxiety and stress. A survey conducted in 2018 points out that 44% of people are plagued by financial anxiety

Here's what our stakeholders will achieve and feel by joining us

Co-workers & employees

- A purpose-driven workplace where innovation is cultivated, failure celebrated, and persistent commitment practised to solve problems faced by our customers, partners, and members
- Fair and equal pay for people of all representations, ethnicities, and religions
- Compensation is a transparent conversation and not a tactic
- We believe in making time count in the workplace where we spend close to 50% of our adult working lives amongst each other
- An opportunity to build careers while creating positive change in people's lives. Alleviating their financial stresses, worries, and helping them achieve true freedom

Here's what our stakeholders will achieve and feel by joining us

Customers and members

- A holistic and true view of their scattered, and fragmented finances, included but not limited to investments, assets (liquid, illiquid), and liabilities (all types of loans, and credit lines)
- 100% unbiased and honest qualified advice
- Technologically, quantitatively & data-derived, hyper-personalised recommendations and advisory
- A promise of transparent, upfront pricing, and no commissions
- Curated and rated financial instruments suited to personal requirements
- Qualified financial advisors and specialists that are rated, verified and selected carefully based on the needs of the customer

Here's what our stakeholders will achieve and feel by joining us

Qualified financial advisors

- A customer set seeking qualified financial advisors
- An ecosystem and community of fellow advisors
- Predictive quantitative models and tools to recommend and execute appropriate, data-driven financial actions, transactions, and monitoring
- An operating system that is custom designed to make advisors succeed at what they do best
- Freedom from regulatory costs, burdens, and risks
- Empowered and independent honest professionalism
- Low risk, high reward opportunity

The 1s at 1 Finance



Jeet Marwadi

Founder & Managing Director

Jeet Marwadi is the Founder, Managing Director at 1 Finance. He graduated with a degree in Economics from Loyola Marymount University based in Los Angeles, California. Playing an instrumental role, he has created a culture of leadership at the company through empowerment, empathy, and transparency. A lifelong learner at heart, he is also at the forefront of Marwadi University and Marwadi Financial Services.

He uses systems thinking, design thinking, innovation, and disruption, as a means to drive change in the world of finance and education. Believing passionately in the power of education to expand human potential, transform lives, and shape new visions for leading & learning in a globally complex world, he promotes the distributed leadership model that advocates the empowerment of others that are around one's self.



Amish Chandrana

Director

Amish Chandarana is a Director at 1 Finance. He is a commerce graduate from Saurashtra University, Gujarat. He joined the Marwadi Chandarana Group board at a very young age of 20 in 2006. He serves as a Director at Chandarana Intermediaries Brokers Pvt. Ltd., and also as the Co-founder and Trustee of Marwadi University. He has played a key role in developing and implementing various advanced automated trading systems, analysis and research softwares, and has contributed significantly to the success of Algo-Prop trading with the Marwadi Chandarana Group (MCG). He is actively involved in developing new trading strategies that evolve with the changing market dynamics. He is also thoroughly involved in day-to-day risk management systems of MCG.



Keval Bhanushali

Co-founder & Chief Executive Officer

A young and enigmatic Chief Executive Officer with decades of proven industry experience, Keval Bhanushali is an IIM and Harvard Business School alumnus. As a Co-founder at 1 Finance, he has contributed to creating the core business model and has helped to evolve the entire ecosystem of the financial institution.

He is highly proficient and knowledgeable in wealth management, investment advisory, portfolio management, investment banking, alternative investment funds (AIF), non-banking financial company (NBFC), and the asset management company (AMC) businesses.



Gaurav Bhojak

Co-founder & Chief Product and Digital Strategy Officer

Gaurav Bhojak has close to two decades of industry experience. His core competencies include go-to-market strategies, enterprising digital strategies, alliances & partnerships, and overall customer experience. He is the Co-founder and Chief Product & Digital Strategy Officer with 1 Finance.

He completed his PGDBM from K. J. Somaiya Institute of Management Studies and Research, and has a Design Thinking certification from Massachusetts Institute of Technology – SLOAN School of Management.



Mohan Kumar

Chief Operating Officer

Mohan Kumar is our Chief Operating Officer at 1 Finance. He is responsible for designing and implementing the business operation processes, functions, and defining the corporate structure, along with the organisation's goals and policies.

A qualified Chartered Accountant and Company Secretary, he brings a rich and comprehensive experience of 11 years in the financial service domain. He is a performance-driven professional with end to end experience in business operations and finance.



Anand Nigam

Chief Technology Officer

Anand Nigam is currently the Chief Technology Officer at 1 Finance. He is responsible for the overall direction of all technology functions associated within the enterprise. This includes information technology applications, communications (voice, data, and wireless), and computing services. As the chief architect of technology, he provides the vision for its application.

These areas include product design, IT operating systems, communications, transaction processing & database administration, compliance with all mandated requirements, information centre, personal computers, and electronic & optical storage. He is responsible for safeguarding systems and to combat threats from digital attacks.

Backed and mentored by Marquee Investors Marwadi Chandarana Group



Incorporated in 2018, Marwadi Chandarana Intermediaries Brokers Private Limited (MCIBPL), our parent company, has been the brainchild of our mentors, who have more than 25 years of experience in the capital markets. MCIBPL was founded with the purpose of participating in the financial markets, initially focused on arbitrage. MCIBPL has marked its prominence in India, with its professional, algorithmic, and automated pre-programmed based trading capabilities.

- The investors bring expertise in algorithmic, high frequency, and proprietary trading
- An ecosystem of 1,200+ traders, arbitrageurs, statisticians, and mathematicians
- MCG has a staggering 2.5% market share on the Indian Bourses.



Marwadi Financial Services

Incorporated in 1992, Marwadi Financial Services (Registered as Marwadi Shares and Finance Ltd.) is the flagship business of the Marwadi Group. It's the retail financial services arm of the group and the company's mission is to provide quality advisory services, not just to the existing set of loyal customers but to all investors and traders across geographies in India through innovative digital-first solutions. The board brings 3 decades of expertise in retail financial services and has customer interest at heart.

- Over 800 employees across 97+ locations in India
- 500+ partners serving a strong community of 4 lakh+ esteemed customers
- Ranks among the top 20 stock brokers in the country
- Wide range of financial products and services contributing 2.35% market share on the Indian bourses that include financing, equity, commodity, currency, depository facilities, IPO, mutual fund distribution, and advisory services
- Least number of complaints in the category by investors



Marwadi Chandarana Intermediaries & Brokers

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The Marwadi Education Foundation Group of Institutions (MEFGI) was established in 2008 with the goal of providing quality education and imbuing universal consciousness that would drive an individual towards true potential. It is one of the fastest growing higher education institutions in India. Marwadi University is an enterprising university in Western India.

- 60+ courses offered
- More than 10,000 students from 53+ countries
- Collaboration with more than 17 International Affairs
- 480+ companies provide employment opportunities for students
- Highest number of PhD faculty members
- Recognised as a 'Centre of Excellence' by the Government of Gujarat
- One of the top-performing universities under the Study in India initiative by the Government of India
- Students provided with opportunities from additional avenues such as Marwadi University Centre for Innovation, Incubation & Research (MUIIR), learning through innovation & entrepreneurship, green initiatives, and start-up initiatives