

EVOLUTION OF APMI – YEAR 2024

- ▶ Organizations are able to streamline all their processes through digitalization, and are also exploring new avenues of growth by adopting 100% digitization- One such major change that has come into the financial services industry is digital client onboarding. Clients onboarding through the digital route is now a well-accepted way which provides scalability, efficiency and much more.
 - * Taking the submission of APMI forward SEBI had released a circular on **Digital Client Onboarding** in May'2024.
 - * As mandated by the regulator APMI has specified a standard procedure for on-boarding of clients through digital mode in consultation with SEBI. This also covers aspects related to **calculation of performance fee & creating illustrations** for the same.
- ▶ The growth of the PMS industry depends on how distributors champion the benefits and risks of the PMS products to their clients so that the investors are able to take a well-informed investment decision and how the distributors stay ahead of the curve by honing their skills and knowledge to stay contemporary.
 - * SEBI vide its Circular dated 2nd May 2024, mandated APMI to issue a **Criteria for Registration of Distributors** which was duly completed in June'24.
- ▶ In July 2024, APMI held its inaugural Annual Event, marking a significant milestone by bringing together key stakeholders from the PMS industry. The conference was crafted to promote networking and stimulate meaningful discussions, advancing the industry through a blend of diverse perspectives and expertise. Mrs. Madhabi Buch, Chairperson of SEBI, graced the event as the Chief Guest.
- ▶ It was felt that the current benchmarks reflect the market at large and not the Investment Approach and the benchmark should be a reflection of the category which the investor has chosen to be invested in and not the larger market framework. Taking this forward APMI has made a representation to the regulator for the **Secondary Benchmarks** for the PMS Industry.
- ▶ Regulator has encouraged APMI to gather and publish key information from SEBI Registered Portfolio Managers on its website. This initiative aims to enhance transparency, address the issue of unregistered portfolio managers, and make APMI website as a valuable resource for investors seeking reliable information and contact details about SEBI Registered Portfolio Managers.
- ▶ Our training initiative has begun to show results. When APMI started its operations there were 118 NISM XXI-A certified professionals in the Industry. As the SEBI Gazette compliance deadline approached, and with the APMI's training efforts, the number of NISM XXI-A certified professionals has reached to over 21,000 as of August 31, 2024.
- ▶ Our initiative, Compliance Sutra, celebrated its first anniversary in September 2024. Over the past year, we have conducted two sessions each month on topics pertinent to the industry. **With an archive now comprising 25 sessions**, the feedback has been overwhelmingly positive, affirming the initiative's role as a crucial reference point for everyone in the PMS sector.