

HOW DIGITAL IS INFLUENCING YOUR INVESTMENTS

20th
CENTURY

21st



Call and place the order



Place the order online or through an app



Click several photos and wait for the lab to develop them in bulk



Instantly capture and save the moment on your smartphone



Wait for the vehicle after leaving your house



Book your ride well in advance through cab-booking apps



Time and technology will wait for no one. In today's interconnected world, this is more than a reality. They can also change how you manage your finances. Let's look at how the digital world has influenced your investments.

Enhanced safety

Then: You had to keep all your investment certificates and other financial documents safely.

Now: Digital documents are valid for investments. Such documents are comparatively safer as physical documents are more prone to physical damage.



Easier communication

Then: The post office or the courier service mattered a lot for correspondence on investment. Reaching on landline phones was neither easy nor quick.

Now: Distance is redundant in the digital world. No matter where you are, your mutual fund or your financial advisor are just a click away.



Well-informed decisions

Then: Your investments were based on radio/television advertisements, if not solely on word of mouth. Even if you wanted, you couldn't do your homework before choosing your investments.

Now: There is a lot of information specific to your investment today. On top of that, financial advice is easily available due to faster connectivity. There is no excuse today for not taking a well-informed decision.



Faster processes

Then: To invest, you had to use a lot of paper, fill up forms and wait in long queues. It would take days to complete the process.

Now: Today, you invest with a few taps on your mobile phone in seconds.



Simpler processes

Then: The investment process took days back then. The documentation was cumbersome. Professional financial advice was hard to come by.

Now: Digitisation has made life simpler for investors. After speaking to your financial advisor, you can invest online by just filling in a few details.



Reduced paperwork

Then: One shelf in your cupboard was always reserved for those files filled with your financial documents. You had to spend a lot of time in sorting those documents before filing your income Tax return.

Now: Thanks to e-Statements, neither do you need physical documents for investing nor do you need them for claiming Tax deductions on your investments.

