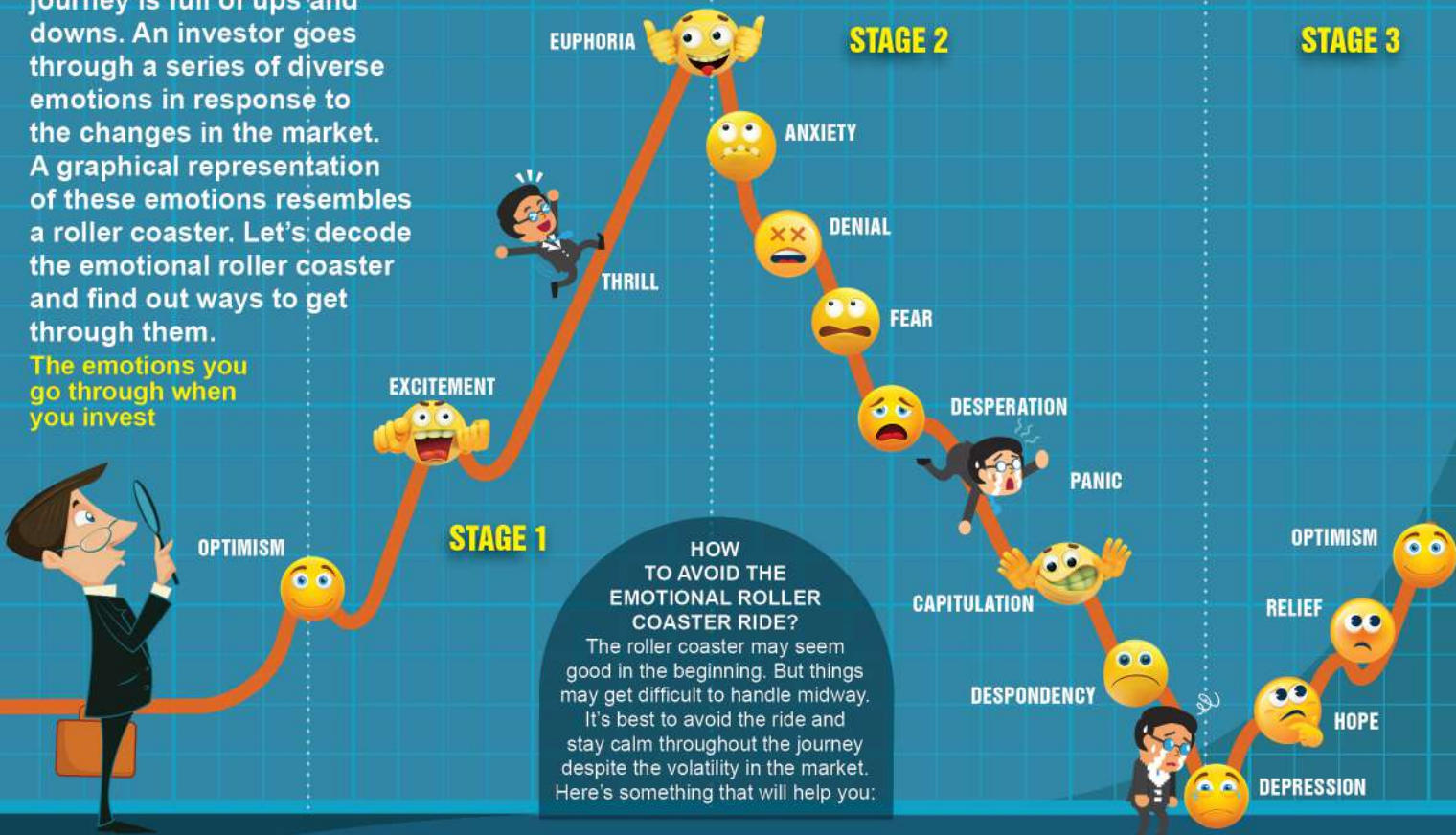


# THE ART OF SURVIVING THE EMOTIONAL ROLLER COASTER

Much like life, one's investing journey is full of ups and downs. An investor goes through a series of diverse emotions in response to the changes in the market. A graphical representation of these emotions resembles a roller coaster. Let's decode the emotional roller coaster and find out ways to get through them.

The emotions you go through when you invest



## HAVE A DIVERSIFIED PORTFOLIO

A well-diversified portfolio reduces your investment risk. If the Stock Market is volatile, your Debt Market investments can help you add stability to your overall investment portfolio. Thus, it is wise to spread your investment across different asset classes. Mutual Funds (MFs) make this possible inherently. With MFs, you can even diversify within an asset class, further diversifying your risk.

Helps you avoid: Anxiety, Denial

## THINK LONG-TERM

When your focus is on long-term goals, you tend to ignore the market fluctuations in the short run. And this is in your own best interest because markets usually perform well in the long run. You can benefit from the power of compounding.

Helps you avoid:  
Fear, Desperation, Panic

## SEEK PROFESSIONAL GUIDANCE

When emotions overpower your decisions, you tend to make irrational or unwise decisions. With years of market experience and in-depth investment knowledge, Financial Advisors can help you make prudent decisions and avoid investment mistakes.

Helps you avoid:  
Capitulation, Despondency, Depression