



Association of Financial
Advisors of India

ASSOCIATION OF FINANCIAL ADVISORS OF INDIA

The Community Based Global Ecosystem For
Finance Professionals In India



ABOUT AFAI

Association of Financial Advisors of India (AFAI) was founded by eminent finance experts, including veteran CAs, and captains of the industry, who have come together to provide a platform where valuable experience and knowledge can be shared and put to good use for its members. These seasoned professionals hailing from various industries foster an innovative work culture, revitalizing the funding landscape for entrepreneurs of Indian origin, across the globe. AFAI operates under the aegis of the General Council, comprising esteemed leaders from the industry; corporates, and governments, besides financial experts, and is supported by a dedicated full-time secretariat.

AFAI, a non-governmental and not-for-profit organization, was established with the objective of promoting the development of a robust financial advisory framework in India and to be and act as the apex body for financial advisors in the country.

The association's members include entrepreneurs, senior professionals from banking, debt syndication, aside from financial institutions, regulators, and policymakers.

MISSION & VISION

To Help Connect Financial Advisors & Industry Professionals

- Provide 360-degree financial and management support to entrepreneurs and businesses across India through a team of competent finance professionals to help build globally competitive and sustainable businesses.
- Establish a transparent funding architecture for India

Core Values

- Promote a culture of Entrepreneurship based on Trust, Transparency , Teamwork, Technology & Transformation

CORE AREAS & SERVICES OFFERED

Core Areas

- Adequacy of Funds in Indian Banking& Financial System
- Nurturing a Banking Complaint Entrepreneur Community
- Benchmarking of Services for Professionals Engaged in the Value Chain

Services Offered

- Instruments and Means of Finance in all Forms
- End to End Management Support
- Policy Advisory & Engagement
- Networking Support

KEY FOCUS AREAS

- Bring together practicing financial advisors, both individuals and business entities, and provide them with a unique identity, enhancing their operational efficiency.
- Set up a centralized support and control system for the aforementioned category of financial advisors. The objective is to furnish them with a platform for advanced training, experiential learning, and knowledge exchange. This platform also aims to establish specific standards and exert measured control over their activities. This framework would assist them in enhancing the quality of their services to customers and contributing to the stability of the country's financial system.
- Engage in partnerships with the central government, state governments, as well as institutions and organizations established by them. The aim is to facilitate a more efficient lending and recovery mechanism for loans and advances extended by PSBs, private banks, and non-bank financial intermediaries. These mechanisms would cater to the financial needs of both savers and borrowers in the economy.

AFAI MEMBERSHIP

Professional Member

Entrepreneurs, senior professionals from banking and debt syndication, and other finance experts can apply for individual membership of AFAI.

Organization Member

Organizational membership shall be open to Financial Advisory Firms, Debt Syndicators, Partnerships, Corporates (public and private)

Patron Member

Any Company, Partnerships, Trusts, Financial Institution and Individual shall be eligible for selection as Patron Member of the Association.

AFAI MEMBERSHIP

S.No	Category	Admission Fee (One Time)	Annual Subscription	Total Amount
1.	Professional Member	2,500/-	7,500/-	10,000/-
2.	Organisation Member	2,500/-	17,500/-	20,000/-
3.	Patron Members		2,00,000/-	2,00,000/-

REMARKS

- The General Council will, from time to time, decide amendments to the entrance fees and Annual subscription rates for various categories of membership of AFAI.
- All members shall be admitted on receipt of Admission Fee (One time), Annual Subscription
- All subscriptions shall be payable in advance.
- Subscriptions once paid are not refundable
- The year of subscription shall be the financial year
- GST extra as per Rules

AFAI MEMBERSHIP BENEFITS TO ALL MEMBERS

Current Benefits

- Platform to interact with Finance Experts/Business Leaders and other leading Institutions.
- Opportunity to enhance business prospects and develop new markets.
- Opportunity to attend and participate in the AFAI knowledge sharing program.
- Concession in fees for Management Development Programs.
- Opportunity to gain mileage by becoming a sponsor/co-sponsor of AFAI events.
- Use of AFAI logo on the visiting cards.
- Membership Card/Certificate.

Future Benefits

- Free digital copy of AFAI quarterly magazine, "Financial Advisor Chronicle"
- Participation in Annual Programs: Foundation Day and other high-profile events
- Quarterly (e-newsletter), "AFAI News"
- Complimentary Membership of AFAI Library
- My afai.in online portal services

AFAI MEMBERSHIP: SPECIAL PRIVILEGES TO ORGANIZATION MEMBERS IN ADDITION TO THE NORMAL BENEFITS

- Logo visibility on AFAI Website

AFAI MEMBERSHIP: SPECIAL PRIVILEGES TO PATRON MEMBERS (BESIDES NORMAL BENEFITS)

- Representation on the General Council (governing body of AFAI) of the association for a period of 2 years on the basis of recommendation of the President.
- Two complimentary delegates in all the events of the association.
- Display of logo in all the events of the AFAI.
- 360-degree financial and management support to entrepreneurs/businesses to help build globally competitive and sustainable businesses.
- Access a robust network of governments, government institutions and other organizations for business development in common areas of interest (the network has been created with a view to developing a more effective lending and recovery mechanism for loan and advances).

For more details, please contact:

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