

Book Review – What Every Indian Should Know Before Investing

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Abstract

This is a book review of *What Every Indian Should Know Before Investing* authored by Mr. Vinod Pottayil. The author has crafted an informative and comprehensive guide for the Indian investors in a simple yet convincing language by considering both novice and seasoned investors. The book covered a wide range of investment options ranging from bank fixed deposit to cryptocurrencies. This book offered basic knowledge about the investment options to make informed decisions. The book emphasized to consider the pros and cons of each investment options before invest in. The book does not offer any advice to invest in a particular financial instrument. However, it attempts to educate the reader so that they can make sensible investing and money management decisions. The book concludes by emphasizing the importance of personal finance in everyone's life. However, the author firmly believes that financial success can be possible only by educating the Indians to handle the financial products individually.

Keywords : financial products, investment options in india, personal finance

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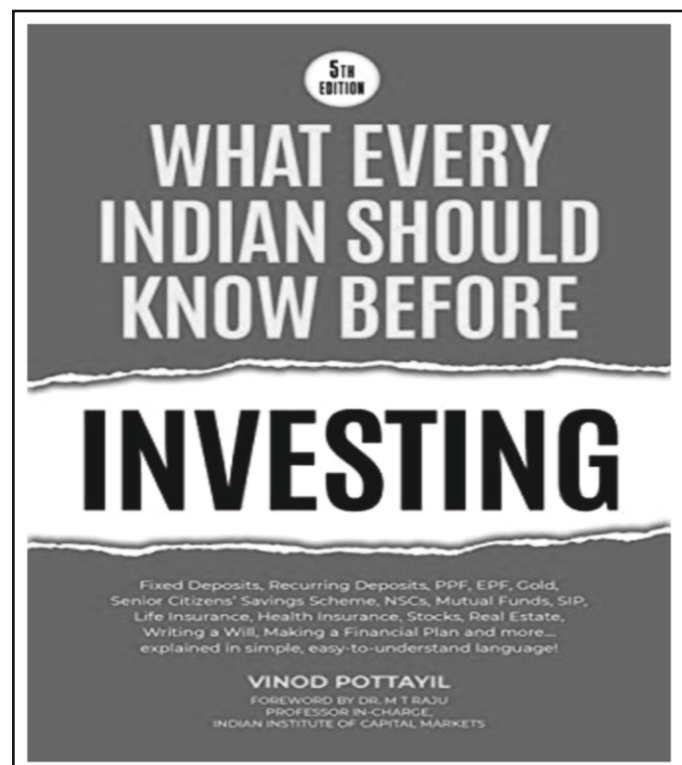
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Irrespective of the profession one who belongs, it is imperative and inevitable to manage the money. Despite basic money management knowledge requirements, academic institutions only focus on developing knowledge regarding the profession and employability. This academic environment failed to impart the basic knowledge to manage personal finance. Hence, though professionally successful, many of us failed to manage our finances and jeopardized our families. This can be easily managed with proper knowledge about the financial products we invest in. To pass the light on untapped areas, Vinod Pottayil has offered an excellent book to help every Indian know about the financial products available to invest in. The book has 21 chapters, each briefly discussing a particular investment product yet covering all required information.

The book by Vinod Pottayil titled *What Every Indian Should Know Before Investing* contains topics that every Indian must know before investing his hard-earned money. This book discusses the essential facts in a comprehensive manner that an investor requires, specifically for beginners in investment. This book aims to empower the reader to confidently make an informed decision, particularly in personal finance.

The book introduces all investment products, from simple bank deposits to complex equity investments, clearly in simple language yet convincing readers of all backgrounds. The book is a well-thought-out structure that starts with the basics and gradually progresses to more advanced concepts. Particularly, the book likely intends to provide a solid foundation for readers new to investing while offering valuable insights for those familiar with the subject. This logical flow ensures readers build a solid foundation before venturing into more complex investment strategies.

One of the strongest attributes of the book is its conceptual charts presented at the end of each chapter. As we know, a picture talks more clearly than thousands of words. The author precisely used the chart at the end of each chapter to make readers understand the complex financial product and its operations. This book offers tailor-made advice for the Indian scenario. The author extended his discussion, covering the Indian regulatory framework of different financial products extensively. This ensures that the advice provided is relevant and actionable for Indian investors. This localized approach sets the book apart from generic investment guides and adds substantial value to its content.

The book talks about the wide range of investment products and introduces the basics of personal finance, including how to write a will. Each chapter is explained in a detailed yet easily digestible manner, giving readers a comprehensive understanding of various investments' pros, cons, and potential risks. Additionally, the author provides practical tips on risk management, portfolio diversification, and long-term wealth creation, making it a holistic guide for building a successful investment portfolio.

Psychology plays a vital role in money management, and it can profoundly impact one's ability to accumulate and preserve wealth. This book suggests the areas where common investors need to be cautious and offers strategies to make rational decisions even during adverse market conditions. By addressing the psychological impact on investment, the book prepares the readers to navigate the decisions with balanced emotions.

This book has covered topics not formal academic subjects but that every Indian needs to deal with. To pass the light on this shadow area, the author generously dedicated an exclusive chapter for each saving product, which includes Public Provident Fund (PPF), Employees Provident Fund (EPF), Senior Citizen Savings Scheme, and National Pension Schemes (NPS). This offers an excellent opportunity for the readers to know how their hard-earned money is managed in these funds.

One of the book's chapters discusses the need to make a will. After accumulating wealth, in our absence, how that is supposed to be distributed to our loved ones must be well documented. This chapter tries to convince the readers to think about making a will, irrespective of age and health.

The book's remarkable feature lies in its comprehensive coverage of investment products, spanning from simple bank fixed deposits to complex cryptocurrencies; however, some readers may find a few chapters unnecessary due to their level of expertise. In addition to this, the dynamic nature of the financial market demands regular updates. Hence, it would be updated periodically to enhance the book's relevance.

Conclusion

Though members of a provident fund (EPF or PPF), subscribers of an insurance policy, and unit holders in mutual funds, many of us have no idea how these financial instruments work. We must know how our hard-earned money is employed for our benefit. Similarly, investment operations are generally complicated to understand, but blindly believing its operation exposes our financial interest. Hence, educating ourselves regarding the investment is paramount important one needs to do before starting an investment.

In this regard, *What Every Indian Should Know Before Investing* is a helpful and valuable guide that gives Indian investors the knowledge to handle the complicated world of finance with confidence. The author knows the stuff, and the book talks about everything from India, making it a good read for anyone who wants to make smart choices about their money and ensure they're financially secure.

Author's Contribution

Dr. Muruganandan S. conceived the idea and wrote this book review.

Conflict of Interest

The author certifies that he has no affiliations with or involvement in any organization or entity with any financial or non-financial interest in the subject matter or materials discussed in this book review.

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Dr. Muruganandan S. is an Assistant Professor at the Directorate of Online Education, Manipal University Jaipur, Rajasthan, and has a demonstrated history of teaching finance subjects at the postgraduate level. He is skilled in Microsoft Excel, Eviews, Stata, Python, and R for finance and economic data analysis. He holds a high-level professional degree and a Doctor of Philosophy (Ph.D.) in portfolio management from Bharathiar University. He passed the University Grants Commission's (UGC) National Eligibility Test (NET). He has 15 publications published in Scopus and ABDC-listed journals. His specialties include investment management and personal finance.