

Investment Lessons from **Holi**





There are so many things to learn from our festivals and people around us. It's once again Holi time. Let's have a look at the investment lessons that this wonderful Holi festival teaches us.

Diversification makes it Colorful: The diverse colours we smear on each other on Holi make it so appealing and enjoyable. Here's the first investment lesson which we get from Holi. It teaches us the benefits of diversifying your portfolio among various asset classes in order to maximize our return and minimize our risk in the long run.

Play it Safe: Like Holi colors can be enjoyed only if they are safe and don't harm us specially our skin, eyes, ears & over-all health. The second lesson we learn from Holi is to make investments while keeping in mind our non-negotiable terms and stick to our own risk profile.

Eliminate the Evil called Bad Debts: Burning Holika one day prior is to celebrate Holi for the victory of good over evil. Likewise, to flourish in life and create wealth, it is advisable to be clear and repay high cost debt and burn out the burden of debts.

Use good Quality Colors: Holi teaches us to avoid bad quality colors despite of attractiveness they may have as they are bad for health similarly fourth lesson we need to learn is to always invest in quality instruments and portfolios.

Enjoy Sweetness of your Good Investments: Who can forget Gujia, Shakkar Paare, Jalebi on Holi? The sweets of Holi reminds us to enjoy the returns of our long term investments by fulfilling our family financial needs

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Consulting your investment advisor is the best way to take any investment decisions before investing to understand all legal, financial and taxation implications.

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