



Rakesh Rawal is one of those rare financial advisors who state facts as they are. Backed by data and logic, the CEO of AnandRathi Private Wealth Management, has always believed in looking straight into the eyes of his clients and given them sound advice.

A veteran financial planner, Mr Rawal joined AnandRathi in 2007 after an eight-year stint as vice-president of Deutsche Bank Private Wealth Management. Earlier, Mr Rawal, an engineer from Indian Institute of Technology, Kanpur, with an MBA from JBIMS, was also associated with blue-chip companies, such as Hindustan Unilever and Ranbaxy Laboratories. In a short but substantive interview with IBJ, Mr Rawal gives insights into his management principles and practices.

"Have Faith In Your Strategy"

RAKESH RAWAL CEO, AnandRathi Private Wealth Management

Your philosophy of work

I believe that an organisation's success lies in the success of the team that runs it. A successful team can be best created when it is relationship-driven. The best relationships in life are those of honest friendship. I have tried to pick up from this and ensured that the same culture is created in the workplace. Thus, in such a workplace, logic governs decision-making, and it doesn't matter from whom it emanates. Ideas are looked at with a desire to implement rather than discard. People enable each other to find success rather than look for ways to sack each other. Adversities are faced with courage and positivity to identify new opportunities. Be positive. Have courage and conviction.

Turning point in your career

There have been several turning points in my career, but the most significant one was joining AnandRathi in 2007.

Secret of your success

"When the subject is strong, simplicity is the only way to treat it." This statement by Jacob Lawrence made a

lot of sense to me. I believe in giving fearless advisory to clients, backed by data and logic and ensuring a very simple delivery. For me, this has worked.

Persons who inspired you

Personally, my father, who was the best engineer that the Indian Railways

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has ever seen; professionally, Jessie Tan, the erstwhile Asia-Pacific head of Deutsche Bank Private Wealth Management, once my boss

A game that helps you in your work

I love playing Bridge.

Your fitness regime

Yoga three times a week and eating what Rujutha Diwekar (Mumbai-based celebrity nutritionist) says!!

Your five business mantras

- Create a differentiated business proposition and therefore clearly define how you will add value significantly higher than the competition.
- Validate it and create strong conviction within.
- Implement your strategy with conviction, passion and courage.
- Have patience and faith in your strategy.
- Manage business with a strong focus on the bottom line.

Your sign-off message

Mr Anand Rathi, my chairman, has the following message for me, which is the key to our business building:

Your clients may know what they "want" but may not always know what they "need". Look in the eye and advise them on what they really need. It will require knowledge, data and an uncomplicated approach to evoke client conviction to act. If you are unwavering in delivering such uncomplicated and fearless advice, your clients will then truly experience the unmatched value of the AnandRathi proposition. ■