

Did you know?

The Statue of Liberty is actually a lighthouse.

Kid's Time

Quarterly
Newsletter
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Publication



LIFELINE

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Try this!

Science Word Search

Find science related words in this puzzle by searching across, down and diagonally.

G T P J O M E N E R G Y K M Y
I H X C E L L S F X L V M A G
N E R E X P E R I M E N T G M
V R Z E T E L E S C O P E N I
E M L M S O R G A N I S M I C
N O L E C E P H Y S I C S F R
T M D A P F A D G U F H Q I O
O E R S B G Y R R U L E R E S
R T I U E O A X C G B M C R C
B E O R A W R T E H D I H V O
W R J E K O V A S O A S E U P
S C A L E S O R T U T T C O E
I J B Q R H Y A B O A R V N G
T R G B I O L O G Y R Y P L T
X M A T T E R Y J X R Y G Z V

BEAKER	INVENTOR	PHYSICS
BIOLOGY	LABORATORY	RESEARCH
CELLS	MAGNIFIER	RULER
CHEMISTRY	MATTER	SCALES
DATA	MEASURE	TELESCOPE
ENERGY	MICROSCOPE	THERMOMETER
EXPERIMENT	ORGANISM	

Everybody knows it and uses it almost everyday. But how did Google get its name?

Google derived its name from the word "googol", a term coined by then nine-year-old Milton Sirota, nephew of the American mathematician Edward Kasner. The story goes, Kasner had asked his nephew to invent a name for a very large number – ten to the power of one hundred (the numeral one followed by 100 zeros), and Milton called it a googol. The term was later made popular and in Kasner's book, Mathematics and the Imagination, which he co-authored with James Newman. Later, another mathematician invented the term "googolplex", which represents ten to the power of a googol – a substantially larger number.

As the official representatives of www.google.com say, "Google's use of the term [Google] reflects the company's mission to organize the immense, seemingly infinite amount of information available on the web."

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From the C.E.O.'s Desk

Dear Readers,

After the successful launch of our 'new-look' lifeline magazine, I wish to thank you all for welcoming it with open hearts and minds. Your wonderful feedback is testimony of this. Here I present to you this issue dedicated to the coming marriage season. We would also like to thank you all for your continued patronage because of which we have opened a new branch in Chembur. We look forward to your blessing always.

Hitesh Shah, C.E.O.
Shah and Shah Group
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With the season of marriage just around the corner here is a small snippet about the great

Indian Marriage!

Marriage is an important stage in the life of any person. It is the time when two people agree to share their sorrow and joys with one another for the rest of their life. Leading a happy and satisfied married life is one of the things which the people expect from their lives. One of the countries of the world where a great deal of importance is paid to the rituals and customs associated with the event of marriage is India. The Wedding Customs in India vary from one place in the country to another. The details of Wedding Customs are provided below for the readers.

India is a country of varied culture, food, people and numerous other things. The quality of variation can also be observed in the marriage rituals and customs which the people in India follow. Thus if you happen to attend a wedding in the Indian state of West Bengal and then move on to another Indian wedding in Southern India, you are likely to find humongous amount of difference in the 2 weddings. One of the common factors which you are bound to notice in the Indian Wedding Customs is the manner in which the people celebrate the marriages. According to the

different Wedding Customs in India, a great number of the relatives of the bride's and the bridegroom's family are invited to attend the wedding and wish them well. The practice of presenting gifts during a marriage is also followed in the country of India. In many parts of the country, the people present cash gifts to the couple on their wedding. There are various other gifts which are presented to the couples on the occasion of marriage. The popular Wedding Customs help the people to enjoy the celebrations of a wedding in an organized and healthy manner.

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Emerging Market Experts

70%+* of assets for this Asset manager come from emerging markets spanning Asia Pacific, Emerging Europe and Latin America.

*Source: Bloomberg 2010

Cell phone ETIQUETTE

- **When a Private Conversation Isn't Possible.** Public places are a bad place for a cell phone conversation. To practice good cell phone etiquette, put the ringer on vibrate or silent mode. If it's an important call, step outside or to a secluded area to return the call. If that's not possible and you must take the call, keep your voice low and the conversation brief. Let the caller know you'll get back to them when you're able.
- **Lights Out, Phone Off.** Phones should be turned off in movie theaters, playhouses or any other public place that creates an atmosphere to transport the imagination of the audience. People pay good money to be entertained and a ringer breaks the illusion.
- **Modulate Your Voice.** Cell phones have sensitive microphones that can pick up a very soft voice while blocking out ambient noise. Yelling into a cell phone is not necessary. When people are nearby, be considerate and keep your voice low, your tone unemotional and even, and your conversation private. Arguing or fighting in public is very poor cell phone etiquette.
- **Keep It Short.** Keep public conversations brief and get back to the caller when you're not in a public place.
- **Love the One You're With.** It's rude to take a cell phone call during a social engagement with others. It's also inconsiderate to take a call in the middle of a conversation. Let the call roll to voice mail and return it later.
- **Drive Now, Talk Later.** Multi tasking isn't always a good thing. Some evidence shows that accidents are on the rise due to cell phone use. Most calls can wait until you've reached your destination, and if a call is upsetting or distracting pull over to have the conversation.
- **Use Common Sense.** Turn off your phone before a job interview, presentation, or boardroom meeting. Leave it off at funerals, weddings, or anyplace a quiet atmosphere is mandated.

Important Numbers

VITAL DIRECT AMBULANCE SERVICE NUMBERS:

- Newly Launched, **Dial 1298** for Emergency Ambulance services in Mumbai.
- Mumbai Emergency Ambulance **102**
- Thane Emergency Ambulance **25331552**

An Equity Markets Goliath

This Asset Manager enjoys 31%* market share in the equity mutual funds segment, a number higher than the combined share of next 4 players

*Source: Asset Management Association of Korea, Data as on June 2010

Sawaal Apke, Jawaab Hitesh ke



Over the last few years I have been getting several emails from readers asking me to assess their financial positions. Here is an email I got from Venkat. He is 44 years old. He earns an annual income of ₹ 8 lacs. He has a son, who is 10 years of age. He wants to get his life insurance needs reviewed.

Existing insurance policies:

1. ICICI Life time pension policy with life cover of ₹ 2 lacs
2. LIC money back policy with risk cover of ₹ 2 lacs maturing in year 2015
3. Other LIC policy for ₹ 2 lacs

Investments made:

Public Provident Fund ₹ 3 lacs
Mutual funds ₹ 1 lac
RBI bonds ₹ 4 lacs
Postal savings ₹ 2 lacs

He wants to know:

Is this cover sufficient? If not, how much cover should he have?

Here's my reply:

In all, you have taken insurance for ₹ 6 lacs. That is, in case of your demise your family would get approximately ₹ 6 lacs as part of your death benefits.

For instance:

Let's assume there is no investment return on this ₹ 6 lacs. And, say if your family's annual expenses were ₹ 2 lacs per year, this money would last them for less than 3 years.

If the money was put in a fixed deposit, the money would last for about 3 and half years for your family. This means your insurance cover is far from adequate.

How much cover do I need?

There's a simple formula to calculate an approximation of level of cover:

Annual expenses

----- = Life cover required

Real rate of return your family can earn*

*Real rate of return is the return over and above inflation. Say, your family can earn 11 per cent via investments. Also assume long-term inflation at 5 per cent.

The real rate of return is 11 per cent less 5 per cent, i.e. 6 per cent. So, the cover needed is, ₹ 200,000

----- = ₹ 33 lacs

6 per cent

Note: I have not considered if you have any liabilities and whether you have any other financial goals. The situation would be different then. For instance, if you have taken a loan for ₹ 20 lacs, then you'd require an insurance cover of ₹ 53 lacs (₹ 33 lacs + ₹ 20 lacs).

Again, if you want your child to study abroad, he would need a kitty of a few lacs. That needs to be accounted for.

LOCATIONS WISE OTHER NUMBERS:

- Andheri Ambulance (W) – 26243675
- Bombay City Corps – 22014295
- Goregaon Ambulances – 28721061
- Khar (W) – 26461278
- L T M G Hospital(Sion) Ambulances – 24076381 to 89
- Municipal Ambulance – 23077324 / 9643
- Saifee Ambulance – 23471189 / 23466520
- Bombay City Ambulance, 21, Marine lines – 22014295
- Bombay Hosp. Ambulance Services, Marine lines – 22067676
- Parsi Ambulance, M G road, Near CST – 22621666
- Ashok Mastkar, Shantaram Nivas, Dadar – 24229531
- Irla Nursing Home, S V Road, Vile Parle (W) – 26713356, 26716779



Yours truly,

Shripad Kulkarni

(Branch Manager, Chembur)

Shocking Figures

Individual Death Claim Statistics 2008-2009

Company	Settled%	Repudiated%	Written Back%	Pending%
Aegon Religare	0.00	71.43	0.00	28.57
Aviva	71.77	19.33	0.00	8.90
Bajaj Allianz	87.29	8.35	0.00	4.36
Bharti Axa	53.20	44.83	0.00	1.97
Birla Sunlife	89.12	10.37	0.00	0.51
Canara HSBC	31.25	18.75	0.00	50.00
DLF Pramerica	0.00	0.00	0.00	0.00
Future Generali	56.67	30.00	0.00	13.33
HDFC Std.	87.96	4.80	0.00	7.25
ICICI Pru	86.55	5.20	0.00	8.25
IDBI Fortis	30.77	5.13	0.00	64.10
ING Vysya	77.48	7.81	0.53	14.18
Kotak Mahindra	77.08	9.23	0.00	13.69
Max New York	90.02	7.77	0.00	2.21
Met Life	57.89	22.77	0.27	19.07
Reliance Life	86.57	5.67	0.00	7.75
Sahara	45.10	12.30	0.00	42.60
SBI Life	76.57	15.09	0.00	8.33
Shriram	39.44	24.27	0.00	36.28
Star Union	0.00	0.00	0.00	0.00
Tata AIG	61.19	0.00	0.00	11.04
Private Total	82.26	9.97	0.02	7.75
LIC	95.48	1.33	0.98	2.21

Source : Annual Report of IRDA 200-09

Profit & Loss of All Life Insurance (Rs. In Crores)

For the Year	Company	Total Carried Forward
2008-2009		as on 31/03/2009
-779.7	ICICI Prudential	-3776.46
-393.02	MAX NEW YORK Life	-1002.76
-702.14	BIRLA Sunlife	-1592.01
-194.5	ING Vyasa	-912.15
-495.05	AVIVA	-1162.54
-502.96	HDFC Standard	-1191.31
-565.24	TATA AIG	-1209.85
-1084.91	RELIANCE/ AMP Sanmar	-2390.08
14.34	KOTAK Old Mutual Life	-324.34
-70.68	BAJAJ Allianz	-560.58
14.52	MET LIFE	-129.68
-26.31	SBI Life	-21.58
-18.15	SAHARA Life	-28.73
-417.48	BHARTI AXA	-324.75
-255.94	FUTURE GENERALI	-289.56
-110.23	IDBI FORTIS	-135.76
4.08	AEGON RELIGARE	-23.79
-202.07	CANARA HSBC OBC	-230.87
-44.46	DLF Prameria	-44.46
-18.58	Star Union Dia Ichi	-19.65
-5840.37	Total of All Private Insurers	-15345.55
957.35	LIC OF INDIA	841272.87

Details from IRDA's annual Report Page No.76 & 77 (2008-2009)
Available at www.irdaindia.org

An Asian player rising out of the Western clutter

This Investment Manager has its origins in Asia unlike most other asset managers who come from the Western countries. As such, it's investment principles are quite different from its western counterparts.