



# LaxmiGyaan

**LIFE IS AN  
ICE CREAM,  
SECURE  
BEFORE IT  
MELTS**



[www.laxmigyaaan.com](http://www.laxmigyaaan.com)



# ABOUT THIS NEWSLETTER



How to read an insurance policy? How to choose an appropriate mutual fund scheme? How to manage documentations amidst our fast lives?

I wish this was taught while we were in school, college or post graduation! None of us can survive without money but for many decades, the process of managing money has been left to our own preference!

Financial Literacy is now a buzz word around us. However, with digital trends making life convenient, many families are living with the MYTH DEMON which is - "I have managed my finances because I have invested & insured myself"! Well, that's not really enough today.

LaxmiGyaan is a Financial Education initiative with 2 focus areas:

- a. building education in the Health Insurance space
- b. building financial education fruitful to women

This newsletter comprises curated content in these 2 areas and is a monthly gift to all our well-wishers & acquaintances whom we truly care for! Enjoy reading, connect to us to share your views and be a part of this effort!



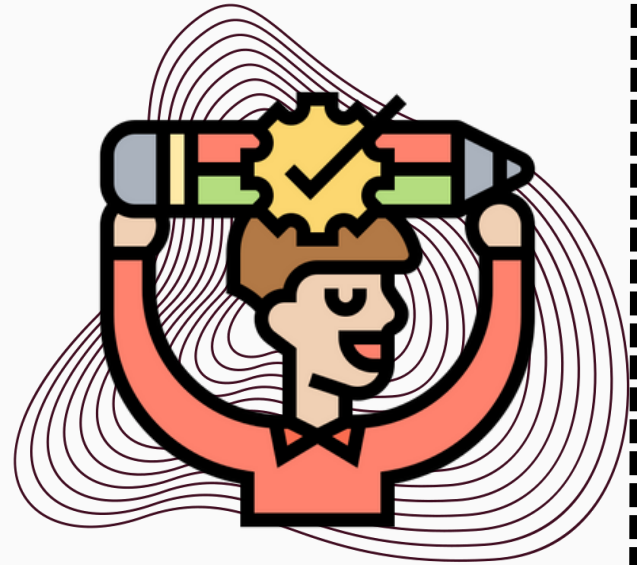
**WARM REGARDS,  
PRIYANKA ACHARYA  
FOUNDER & FACILITATOR  
- LAXMIGYAAN**



# HIGHLIGHTS OF MONTH

## Action Plan

- > Start reading *Laxmi Gyaan*  
*Se Laxmi Maan* book
- > Start listening *Laxmigyaaan*  
*Library* audios (*spotify*)
- > Start writing your financial  
*Journal*



## Key Statistics

According to an Asian Development Bank study, only 27 per cent of Indian adults, including 24 per cent of women, have the bare minimum of financial literacy.

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- 500+ WOMEN CAMPAIGN AT BILARA, RAJASTHAN
- LAXMIGYAAN™ INCUBATED BY VENTURE STUDIO, AHMEDABAD
- LAXMIGYAAN™ HOUSIE ENJOYED BY 300+ WOMEN
- HEALTH INSURANCE EDUCATION IMPARTED TO 200+ POST-GRADUATE STUDENTS





# WHAT IS INFLATION?

Laxmigyaa Articles



Recall pleasantly – few years ago, when our mom used to say, I am tired, will not cook dinner – We used to enjoy udipi restaurants dosa or idli or just some simple food – just for a change. Today, our choices are like let's go to Dominos.... And it's not just about food only because mom is tired – it is also about telling the world on Instagram or Facebook – it is also about a relaxing experience!!! Also, years back when I got my first mobile phone from my father, the Nokia 3310 phone had 2 best things – one – I used to get that big smile when the nokia tune rang and the other, was my SNAKE game! I could play that for years and years!! Today, I have a smart handset and keep wanting a smarter one after every few months! With these examples, there is something that I want you to observe! The simple udipi dosa or the outdated Nokia 3310 sound so economically cheap to us today. Infact, even today, the prices of these things have effectively not gone super high. they have been gradually increasing, that's all. What has increased is the quality & quantity of our lifestyle expenses. The udipi Idli may be now around 40-50 rs, but the grand places I go for dine in would cost anywhere between 1 to 3 k! Mobile phones – ohh, that's endless!!! Now, the question is: Is it cheap? Is it Expensive? The answer is simple – it is WORTH or NOT WORTH based on lifestyle preferences! Now – this is what should impact our savings, investments, insurances, budgets and everything in our world of finance! Because, we don't get totally impacted by the mathematical Economy inflation. Our lives are impacted with this – from 200 to 5000 type of

LIFESTYLE INFLATION!





# HAVE YOU SANITIZED YOUR MEDICLAIM PORTFOLIO?

HEALTH INSURANCE ARTICLE



Radhika once called up and said – this mediclaim is all a fraud! My agent gave me such a big powerpoint presentation, told me – madam, I am here, you just don't worry. And while I was asking for time till weekend to follow up, he tried his 'immediate closing' techniques and started pressurizing – at one point, he even said, madam – my company is running a foreign trip contest. If you give me this premium, I will qualify. If you don't, I will just miss by this shortfall. Now after 3 years, my mom underwent a surgery and then came the real colours – madam, so n so expenses are 'excluded', your room rent has a 'capping' and so many such techno savvy jargons! When I asked agent ji, why didn't you tell me all this before? Conveniently the answer was – actually you had to leave for your office meeting, hence I just gave you a broad overview. Rest is already written in your policy. After few months of silence, again there was a renewal reminder! And I said, I don't want to renew. You kept us in the dark earlier. And again a standard convenient reply – madam please! The terms were written in your policy. And please understand madam, company keeps changing guidelines as per regulatory. And madam – I need to consistently stay as top performer in my branch. This year, my contest has condition of x% renewals too. If you don't renew, I will loose my chance! This conversation is worth a thought! Rather than the blame game and bitterness, let us look at solutions – in 2 parts: one, for families and two, for advisors:





# HAVE YOU SANITIZED YOUR MEDICLAIM PORTFOLIO?

HEALTH INSURANCE ARTICLE



## FAMILIES:

- Mediclaim is a SECURITY, not an expense. It's not like we went to a restaurant, saw a unique dish on the menu – ordered – found it tasteless – yet, paid for the bill and said – let me 'write it off as an expense'. Mediclaim is much longer commitment which you start with a professional
- Ensure you are giving it time & attention – Just like a child's homework needs your attention, your finances need your homework! Do not wait till tax declarations, give it time and stop procrastinating!
- When a doctor says – your loved one needs a particular surgery, there are usually high end tests also which validate their opinion. When it is a life & death crisis, naturally you go for a second opinion! BUT – for a mediclaim, please avoid 22 opinions!!! It is not so important which brand you chose, it is more important how reliable is your point of connect!
- Mediclaim is not 'I have 15 lacs coverage, I am secured'! It must be – 'I have a COMPREHENSIVE mediclaim PORTFOLIO'

## ADVISORS

- Haste makes Waste! It is not necessary to 'close' every meeting with a policy.
- Imagine if you are buying mediclaim for your OWN family, how many questions will you ask? How many odds will come in your mind to REFUSE paying premiums! Empathize, don't just SELL!
- Make a CHECKLIST of things a family must know about mediclaim – Ensure Transparency
- Avoid demeaning any other company or product just to show how nice your product is. Be competitive, not critical







# MEMORIES OF MONTH

#BringtheChange



## let Laxmigyaaan flow across the world



### #Laxmigyaaan....





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