

National Conference

Bond Market

“Meeting investor needs through fixed income markets”

(Kolkata, New Delhi, Chennai, Bengaluru)

24th May 2017, Hyderabad

30th June 2017, Ahmedabad

Chief Guest



Shri G Mahalingam
Whole Time Member
Securities Exchange Board of India



Overview

The bond market in India has diversified to a large extent and that is a huge contributor to the stable growth of the economy. The bond market has immense potential in raising funds to support the infrastructural development undertaken by the government and expansion plans of the companies. Sometimes the unavailability of funds becomes one of the major problems for the large organization. The bond market in India plays an important role in fund raising for developmental ventures. Bonds are issued and sold to the public for funds. Bonds are interest bearing debt certificates. Bonds under the bond market in India may be issued by the large private organizations and government company. The bond market in India has huge opportunities for the market is still quite shallow. The equity market is more popular than the bond market in India. At present the bond market has emerged into an important financial sector. The bond market is a financial market where participants can issue new debt or buy and sell debt securities. This is usually in the form of bonds, but it may include notes, bills, and so on. An important part of the bond market is the government bond market, because of its size and liquidity.

Government bonds are often used to compare other bonds to measure credit risk. Because of the inverse relationship between bond valuation and interest rates (or yields), the bond market is often used to indicate changes in interest rates or the shape of the yield curve, the measure of "cost of funding". To realize that alternative, investors looking for long term investment opportunities and offered the expected yield and the required liquidity as insurance have to be brought to market in adequate numbers. Unfortunately, the penetration of the corporate bond market is almost marginal in the Indian financial sector.

In 2014, while the ratio of bank deposits to GDP stood at 64% and that of domestic credit to the private sector at 52%, the ratio of outstanding corporate bonds to GDP was only 14%. By the end of 2015 while corporate bond penetration in India was at around 17% of GDP, the figure was close to 45% in Malaysia and 75% in South Korea. Moreover, at the end of 2015, government securities (G-Secs, State Development Loans and Treasury Bills) accounted for 72% of value of outstanding bonds, with corporate paper (bonds, commercial paper and certificates of deposit) contributing the balance 28%.

At the request of SEBI and other financial Institutions, ASSOCHAM with association of SEBI and other stakeholders is organizing series of conference in main corporate hubs at Kolkata, New Delhi, Bangalore, Chennai and Hyderabad with an objective to discuss various nuances of bond markets and promote suggestive recommendations that can be taken to strengthening long term sustainable growth of the bond market in India.

Key Areas of Discussions

- Financial planning needs and relevance of fixed income markets
- Participation in fixed income markets – options (direct/indirect products), channels (online/offline), regulatory framework and disclosures
- Growing avenues in debt markets – existing and new products, risk-return trade off/evaluation framework, tax treatment

Indicative Topics

1. Introduction of the debt market in India
 - o Debt heavy financial savings in India, but skewed towards bank FDs
 - o Bevy of opportunities available in the debt market to invest
2. Types of products and key features (coupons, maturity, call, put, ratings,)
 - o Corporate bonds, CPs, CDs, MLDs, Sovereign
3. How to invest?
 - o Direct – products, different channels of investment (distributor, broker, demat account)
 - Bonds, Tax Free bonds
 - MLDs
 - Sovereigns gold bonds
 - o Indirect – Institutions (features, types, performance)
 - MFs (will be covered in detail, types, features, advantages over traditional investment)
 - PMS
 - AIFs
 - Insurance
 - Pension
 - Small Savings
4. What should an investor look at before investment?
 - o Product mapping with risk return profile (Rating, Maturity, Performance comparison with FD, Small savings etc.)

Glimpse of National Conference on Bond Market “India’s New Financial Order” 21st November 2016 – Hotel Four Seasons, Mumbai



Shri G Mahalingam,
Whole Time Member, SEBI



Release of ASSOCHAM & CARE Ratings Ltd.
Knowledge Report on Bond Market



Shri H R Khan
Former Deputy Governor, RBI

The Indian Economy is currently amongst the fastest growing economies in the world. But as many have its true potential (barring temporary blips), is higher than the current 7.60% growth rate. Finance is the lubricant for the real economy and a well functional financial market/ system enables the economy to optimize its growth potential. Historically, financial markets in India have evolved in a bank dominated financial system. As part of the natural evolutionary process, the market participants, more liquid and integrated markets. This means work has and is being done to develop other segments of the financial markets in a calibrated manner.



Shri M Rajeshwar Rao
Executive Director
Reserve Bank of India

Target Audience

- Alternative Investment Fund Companies
- Depository Members
- Co-operative Societies & CA Firms
- Equity Derivatives
- Insurance Companies & Brokers
- Infrastructure Finance Companies
- KPO & Law Firms
- Merchant Bankers
- Portfolio Managers
- Rating Agencies
- Infrastructure Development Firms
- Venture Capitalist / Private Equity Funds
- Assets & Fund Management companies
- Project Executing Agencies
- CFOs, FIs & Global Financial Institutions.
- Financial Advisors & Stock Market Analysis
- Management Institutes & Pension Fund Managers

Glimpses - Series of National Conference of Bond Market held at Kolkata, New Delhi, Chennai & Bengaluru



Shri G Mahalingam, Whole time Member, SEBI releasing the Knowledge Report along with other dignitaries at Hotel Taj Kolkata on 21st February 2017



Shri G Mahalingam, Whole time Member, SEBI addressing the inaugural session at Hotel Taj Mahal, Mann Singh Road, New Delhi on 7th March 2017



Shri G Mahalingam, Whole time Member, SEBI addressing the inaugural session at Hotel Taj Coromandel, Chennai, 23rd March 2017



Shri G Mahalingam, Whole time Member, SEBI along with other Speakers at the inaugural session Hotel Taj Vivanta, Bengaluru, 7th April 2017

Benefits of Attending the Conference

As the conference will attract who is who from different segments of Bond Market, senior officials from Ministries, RBI officials and other stakeholders there is great opportunity for brand promotion and there will be an opportunity to interact with policy makers and regulators. The captains of business community from across the country shall be actively participating. The deliberations in the Inaugural/ Technical sessions will serve as a game changer and help authorities in addressing the issues which may be raised by different stakeholders. Your organization being an upcoming brand of our Indian financial industry, we seek your august presence and also invite your esteem organization for sponsorship/ Logo support. The benefits of association with this flagship annual conference as sponsor are enclosed.

Sponsorship Opportunities

(For Hyderabad & Ahmedabad)

The Conference provides an excellent opportunity for companies to promote their product & services to the focused audience besides networking during tea/ coffee and lunch intervals. The sponsorship details are as under:-

Category	Benefits	Amount
Summit Partner	5 Lakhs	All Benefits as stated below 1-10
Platinum Partner	4 Lakhs	From 2 to 10
Gold Partner	3 Lakhs	2,3,5,6,7,8 &10
Associate Partner	2 Lakhs	2,3,5,6,10 & 11
Logo Sponsor	1 Lakhs	2, 3 & 11

1. Status of 'Summit Partner' the Sponsor name and logo will be prominently displayed at all the five Conference venue
2. Branding of company's logo on the main backdrop and thank you panel at the Conference.
3. Company Logo and Speaker Details in the newspaper advertisement.
4. Speaker slot to a company representative at Inaugural Session.
5. Speaker slot to a company representative at Technical Session.
6. Insertion of Company's brochure and publicity material into the documentation pack.
7. Complimentary exhibition space of 2X2 sq. meters at the venue of the Conference.
8. 10 Delegate Passes to attend the Conference.
9. Screening of a Corporate Video during the Break
10. Display of 2 Company banners inside the Conference hall and Lunch area.
11. 5 Delegate passes to attend the Conference.

Delegate Fees: Rs 2,000/- per delegate

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