

Network FP Launches India's First Public Directory of Personal Finance Professionals

A landmark initiative to help Indian families & investors discover, evaluate, and work with trusted financial professionals



Mumbai, Maharashtra Jan 19, 2026 (IssueWire.com) - **Network FP** (NFP) today announced the launch of **India's first public Directory of Personal Finance Professionals**, a national initiative designed to improve trust, transparency, and access to credible financial guidance for Indian families on money, investments, and insurance.

The Directory was formally unveiled at the **Network FP National Summit 2026**, held at Sahara Star, Mumbai, **by Mr. Sundeep Sikka, Chairman, AMFI, along with senior industry leaders Mr. Navneet Munot, MD & CEO, HDFC AMC, and Mr. Nilesh Shah, MD & CEO, Kotak Mahindra AMC**, in the presence of regulators, media representatives, and over **2,000 personal finance professionals from more than 150 cities across India**. Network FP Launches India's First Public Directory of Personal Finance Professionals, making it one of the most representative gatherings of the financial advisory and distribution community in the country.

Addressing a Long-Standing Consumer Gap

As more Indians participate in investments, mutual funds, insurance, and capital markets, families continue to face a fundamental challenge: **how to identify and trust the right financial professional** for their needs.

Often described as a “**Practo-like platform for personal finance**,” the Network FP Public Directory offers a neutral, structured, and transparent way for consumers to discover professionals who meet the clearly defined standards.

- **Verified** by Network FP
- **Licensed** (RIA, MFD, and other applicable registrations)
- **Qualified** (CFP, QPFP, CFA, CA, and equivalent credentials)
- **Experienced** across investments, insurance, taxation, and long-term financial planning

The platform enables consumers to search professionals by **city, areas of expertise, products and**

services offered, and credentials, helping families make more informed and confident decisions when seeking professional help with managing money.

The initiative addresses a critical gap in India's personal finance ecosystem — the absence of a neutral public platform where families can **evaluate professionals beyond marketing claims or referrals**.

Launch of Consumer Guidebook on Financial Well-being

Alongside the Directory, Network FP also launched a free consumer guidebook titled:

"A Family's Guide to Achieving Complete Financial Wellbeing And How to Get Help from Personal Finance Professionals."

The guidebook is designed to improve financial awareness and confidence among Indian households by helping them: 1) Understand money holistically, beyond products and returns, 2) Organise decisions across savings, protection, investments, taxes, and life goals, and 3) Learn when and how to work with financial professionals at different life stages

Together, the **Public Directory and the Consumer Guidebook** represent a coordinated effort to strengthen public trust in personal finance advice and promote long-term financial wellbeing for Indian families.

Industry Voices

Mr. Sundeep Sikka, Chairman, AMFI, Chief Guest at the launch, said:

"We would like to congratulate Network FP on this timely and meaningful initiative. This is not merely the launch of a new platform; it represents a thoughtful step towards strengthening financial wellbeing in India. By enabling families to identify and engage with credible, qualified professionals in a structured manner, Network FP is addressing a clear and long-standing gap in the financial advisory ecosystem. It is heartening to see an industry-led effort that places trust, transparency, and long-term outcomes at the centre, and has the potential to create lasting value for both investors and the profession at large."

Mr. Nilesh Shah, MD & CEO, Kotak Mahindra AMC, said:

"Directories have always helped businesses grow, but their success depends on delivery. When families reach out after discovering a professional online, the experience they receive will define trust. The Network FP Directory is a strong step forward, and its success now lies in how responsibly and consistently professionals engage with the people who find them through this platform."

Mr. Navneet Munot, MD & CEO, HDFC AMC, said:

"Today, people check credentials while choosing a doctor, a car, or other service providers. The Network FP Public Directory endeavors to bring verified, high-quality information together in one place, making it easier for families to find the right professional for them. This is a thoughtful and timely initiative that can significantly improve how Indian families access financial guidance."

Mr. Sadique Neelgund, Founder & CEO, Network FP, said:

“For years, consumers have struggled to understand who they can trust with their money decisions. Network FP Directory is our attempt to institutionalise trust at scale — by clearly defining who a professional is, what they are qualified for, and how families can engage them with confidence. Combined with the consumer guidebook, this reflects our long-term commitment to building a stronger, more responsible personal finance ecosystem.”

About [Network FP](#)

Founded in **2011**, Network FP is a pan-India community and knowledge platform for **Personal Finance Professionals (PFPs)**, including registered investment advisers, mutual fund distributors, and other wealth professionals.

Over the past **15+ years**, Network FP has evolved into a premier organisation known for delivering **practical, high-quality education and capability-building solutions** for the personal finance community. Its educational initiatives include **ProMembership, QPFP Certification, National Summit** among others.

Network FP currently serves **2,000+ professionals across 150+ cities and towns in India**, and works closely with all industry stakeholders to raise professional standards, improve trust, and strengthen long-term outcomes for investors.

Guided by the mission of **“Financial Wellbeing for Every Family,”** Network FP’s long-term vision is to empower **10,000+ qualified professionals** to help **millions of Indian families** achieve holistic financial wellbeing.



network FP®
Personal Finance Professionals

professionals listed are verified members of Network FP - India's leading professional network for personal finance professionals.

Find India's Most Trusted Personal Finance Professionals

Find the right experts to help you with your money, investments, insurances and more.

④ Search by Location

🔍 Search by "Name"

Search



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