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Money Works
For Us

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KOUSTUBH GOSAVI

MAKING MUTUAL FUNDS UNDERSTANDABLE FOR ALL

*Demystifying mutual fund investments and offering
personalised financial solutions to everyday investors through
Money Works For Us*

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Shweta Singh | The CEO Magazine

The middle-income class, as defined by The People Research on India's Consumer Economy (PRICE), as households earning between ₹5 lakh and ₹30 lakh a year, is increasing rapidly. From 31% of the population in 2021, it is expected to rise to 38% by 2031 and a staggering 60% by 2047. But while this segment grows in size, financial freedom still is a distant dream for millions of Indians in the middle-income class. Between rising living costs, family responsibilities, and limited financial literacy, money often runs out before the month does. Mutual funds have the potential to change that, but most people don't know where to begin, who to trust, or even what questions to ask.

That's where Koustubh Gosavi steps in. Having had a close experience that made him realise the importance of having a passive source of income, he has made it his mission to help people grow their money. As a mutual fund distributor who speaks the language of the everyday investor, he simplifies complex financial concepts and guides people to make informed decisions.

HIS FORMATIVE YEARS

Koustubh Gosavi was born in Miraj and raised in Mumbai, where he completed his primary schooling. Later, he moved to Belgaum to pursue a diploma in mechanical engineering. While his academic background laid a technical foundation, it was the years that followed which truly shaped his professional path.

In 2007, he entered the aluminium industry, specifically in aluminium gravity die-casting. His company manufactured components for the switchgear industry and catered to major clients, including industry giants like Siemens and ABB. As a first-tier supplier, he gained hands-on experience in precision manufacturing and client servicing at a high level. The work was demanding, but it gave him a strong grounding in business operations and delivery excellence.

THE GENESIS OF MONEY WORKS FOR US

When COVID hit in 2019, the manufacturing business took a major blow. It was during this period of uncertainty that Koustubh began to realise the idea of having a passive income. The pandemic highlighted just how critical financial security is for individuals and for entire families.

He started looking at mutual funds more seriously. But the more he studied, the more he realised that awareness around mutual funds in India was shockingly low. Many people didn't know the difference between mutual funds and ULIPs or even how mutual funds worked in the first place. That gap in understanding struck him, and he felt a strong urge to do something about it.

That same year, in 2019, he laid the foundation for Money Works For Us, a mutual fund distribution practice built on the principle of simplifying personal finance for everyday people. His journey in the mutual fund space began the way many do, within his close circle of family and friends. From there, he steadily grew. Since then, he has built a client base of over 455 individuals and manages an AUM of ₹25 crore. For him, every day in this business is a learning experience, but what makes it truly fulfilling is the win-win nature of the work. *"This is the only business where both you and your client win. It's not a zero-sum game,"* he says. He sees it not just as a profession but a noble responsibility, guiding people ethically and helping them be financially free.

Having exited the aluminium business completely, Koustubh has shifted his focus completely to mutual fund distribution. In fact, he has also helped his own father, who was in the hermetic compressor industry, transition into retirement using mutual fund strategies. With a lump sum investment in balanced funds and a Systematic Withdrawal Plan (SWP), his father now enjoys a regular income without financial stress. This is what Koustubh aims to deliver to every retiree he works with.

WHEN PASSION MEETS PROFESSION

Shifting from engineering and manufacturing to personal finance might sound like a leap to many, but not to Koustubh. In fact, he sees it as a surprisingly common path. *"If you look at most people in personal finance, you'll find a lot of engineers there,"* he notes, almost amused by the trend. His technical background was never a hurdle. If anything, it made him more methodical, more curious.

But the real driving force was passion. It was something he genuinely enjoyed doing. *"I always loved doing this,"* he says.

“AND WHEN YOU'RE PASSIONATE ABOUT A SPECIFIC ASPECT IN LIFE, YOU TEND TO DWELL DEEPER, STUDY MORE. SO WORK COMES TO YOU NATURALLY. YOU DON'T LOOK AT IT AS WORK—IT'S A PLEASURE.”

Mutual funds, he admits, do require a lot of research and understanding. But for him, the process has always been exciting. *"When you love something, you automatically do it. You don't feel the pressure of learning. You enjoy it,"* he shares.

To stay updated, Koustubh relies on a mix of structured learning and self-driven exploration. *"I am a member of FIIA—that is the Foundation of Independent Financial Associates. We get regular updates through them,"* he says. He also attends various training sessions hosted by mutual fund companies and continues reading and researching on his own.

Each day is something he looks forward to, meeting new people, understanding their needs, and guiding them toward better financial decisions. For Koustubh, work and passion go hand in hand.

WHY MUTUAL FUNDS ARE STILL A MISSED OPPORTUNITY

While many believe awareness about mutual funds has grown significantly post-COVID, Koustubh offers a more grounded perspective. *"I don't really think so,"* he says. *"We're only talking about metros here. But India is not just metros; it's B cities, C cities and rural areas too. And people there still strongly believe in FDs."*

That, he says, is where the gap lies. *"The problem with FDs is they'll never beat inflation. So you think your money is growing, but it's actually eroding your wealth."* Despite India's massive population, only about 10 to 15 crore people are currently invested in mutual funds, leaving a huge, untapped market still unaware or unsure of how mutual funds can work for them.

Another common misconception he points out is the idea that one needs a large amount to get started. *"Even ₹150 a month can be invested,"* he says. *"But most people don't know that. That's the mind block we need to break."*

He's quick to offer guidance with humility, even when correcting misconceptions. *"Don't chase returns. That's not the right way to evaluate a mutual fund,"* he explains. *"First, understand why you're investing. There's a mutual fund for every need, whether it's one day, two days, or ten years. You have to start with that question: Why am I putting this money in?"*





Mutual funds are versatile. From liquid funds used by corporates for weekend gains to short-, mid- and long-term equity investments, there are a lot of options, but one needs to be very clear about their goals.

“BEFORE YOU EVEN START INVESTING, CREATE YOUR EMERGENCY FUND. YOU SHOULD BE INSURED. I DON’T SELL INSURANCE, BUT I ALWAYS RECOMMEND IT. SIX MONTHS OF YOUR SALARY SHOULD BE IN AN EMERGENCY FUND FIRST. THEN YOU LOOK AT YOUR SHORT-TERM, MID-TERM, AND LONG-TERM GOALS. THAT’S HOW YOU STRUCTURE YOUR FINANCE.”

Koustubh is passionate about making financial literacy accessible and helping people shift their mindset about how money works.



A STRUCTURED APPROACH TO MUTUAL FUND DISTRIBUTION

At Money Works For Us, Koustubh works strictly as a mutual fund distributor, and he’s very clear about his role. He never asks anyone to invest in a particular fund. Instead, he simply shares information. “*I tell people what a particular fund is, how it behaves, what it does, and what it’s made up of,*” he explains. The idea is simple: once a person understands how a fund works, they can align their goals to it. That’s when the fund becomes right for them. Koustubh doesn’t believe in handing out random recommendations. “*I am not an advisor, and I never claim to be one. I am just a distributor.*”

The process he follows is straightforward but structured. When someone comes in with a long-term goal, say buying a house ten years down the line, he starts with risk profiling. The client is given a set of questions designed to assess their comfort with risk and their financial temperament. Based on that, suitable funds are shortlisted. “*We then explain what those funds do, what they contain, and how they may behave over time, including possible downsides. Only after the client understands and accepts that do we move ahead.*” For Koustubh, it’s not about blindly pushing a product. “We help people make an informed choice, because that’s what truly builds trust,” he says.

IT’S NOT ABOUT SELLING FUNDS, BUT BUILDING RELATIONSHIPS

Market volatility is always a concern for investors, especially the new ones. In the past few months, the ups and downs have been more frequent, and many investors start to panic when they see their portfolio value dropping. But Koustubh is very clear on this. He says, “The problem is when you don’t explain to your client what the fund is supposed to do.”

Every mutual fund comes with a behaviour pattern. Some are meant for the short term, and some for ten years. “If someone has opted for a long-term fund and comes back in six months saying, ‘My money has gone down,’ then the fault is in the expectation, not the fund,” he explains. That’s why he puts so much emphasis on setting the right expectations from day one. “Tell the client this fund will go up and down; your principal may dip for some time, but that’s how it works. Don’t sugar-coat it. Say it as it is.”

Koustubh avoids technical jargon when he talks to clients. No talk of beta or alpha or Sharpe ratios. “You just need to tell them in simple terms what to expect. This is how this fund behaves. It will be volatile. You have to stay invested for the timeframe it is meant for.”

He believes that one of the biggest flaws in the system is how people are sold funds. “People are only told this fund gave this much return last year. But nobody explains what it is or how it might behave in the future. That is the wrong way to invest.”

And that’s where his core philosophy comes in. “We are not in the business of selling mutual funds. We are in the business of managing relationships. Money is an emotional topic. When someone opens up about their financial life, they are also opening up about their family, their stress, and their aspirations.” For Koustubh, confidentiality is key. Presence is key. Listening is key.

The right question, he says, isn’t “How much return do you want?” It is: “When do you want your money back?” Because returns come from compounding, and compounding needs time. “So if you understand the time frame, you can suggest the right fund. That’s it. Keep it simple. Don’t complicate it.”

INDIA IS YET A STORY TO HAPPEN

Koustubh holds a deep conviction in India’s future. Even in the face of global volatility and geopolitical tensions, he remains optimistic. “India is a very, very strong fundamental nation. We are only going to grow from strength to strength,” he says.

He points to the prime minister’s clear vision of building India into a large economy. “We are an accommodative nation. We have a very young population. And that’s going to create massive opportunities,” he says. According to him, this is not just a good but the best time to invest in India.

“We are probably the best place to be in. We are yet a story to happen,” he adds with conviction. From our education system, our growing global presence, our service sector strength, to the direction in which leadership is steering the country, the reasons are many. “We will become a manufacturing superpower. We already are a service superpower,” he says. Every nation faces challenges. But Koustubh believes India has the people and systems in place to handle them.

“WE HAVE COMPETENT PEOPLE TO TAKE CARE OF THE ISSUES THAT A GROWING NATION WILL MEET. AND DEFINITELY, WE ARE ONE OF THE COUNTRIES TO LOOK UP TO.”

As for his own journey with Money Works For Us, his vision is rooted in people. “My vision is to make sure that every family becomes financially free who engages us as a partner. That is my vision.” Simple. Clear. Purposeful.

WORDS OF WISDOM

When asked about his role model, Koustubh pauses thoughtfully. “I haven’t really thought about it in this way before,” he says. Then he smiles and answers, “My role model is the common man, as described by R.K. Lakshman. Because if the common man grows, the whole economy grows. That’s who I look up to.”

Speaking to those considering a career in the mutual fund or finance industry, Koustubh is clear and passionate. “This is a beautiful field to be in,” he says. “*We need many more people who can truly support and guide our people. It’s always said that we must help ourselves to help ourselves grow. If we don’t guide our own people to make the right investments, how will we contribute to the country’s economy?*”

He stresses the importance of ethics and responsibility. “*We must give the right guidance, be ethical, and ensure that those who invest with us are well guided and offered the right options. That way, everyone can prosper.*”

Koustubh believes the industry is still underserved. “We need many more people to join. The more, the merrier and we welcome them with open arms.”