

Why the new investing app, Elever, is a game-changer for retail investors

It is no secret that investing in the stock market is not a level playing field. The HNIs and the UHNIs have always had the edge, thanks to their ability to access tools and services, which allows them to invest in a highly personalized manner, managed by professional expertise. And this disparity is exactly what Elever, a recently launched investing app aims to correct. Founded by Anshul Sharan, Santosh R, and Ram Subramanian, Elever was born out of each founder facing this problem first-hand. Speaking to ET, Elever's Co-founder & CEO, Anshul Sharan says "we were driven by the idea that every investor, whether their portfolio size is Rs 10,000 or 10Cr, should have the same opportunity to grow their money - and that is precisely how we have built Elever".

Elever follows a unique "Customer-first" approach to investing, just like the HNIs do. They begin with their proprietary risk profiling algorithm that marries a customer's risk-taking nature with her financial capacity to withstand it. This highly incisive risk profile then becomes the basis of the investment advisory that Elever provides them. Next, they help the customer create a personalised investment goal according to their present financial reality and future requirements. This is followed by a precisely constructed portfolio that will help them achieve the goal in the stated time. Finally, they continuously track and adjust the goal, managing market risks and risks emanating from their own personal lives that have a financial impact - until the goal is achieved. Moreover, to make the product more transparent and give customers more control over their investments, Elever, unlike MFs, does not take or hold their clients' money. Instead, they implement their advisory via the client's Demat account. To achieve this seamlessly they have integrated with all of India's leading brokerage houses.



From L to R Santosh Aiyar, Co-Founder & CMO, Anshul Sharan, Co-Founder & CEO, Ram Subramaniam, Co-Founder & CTO

Elever uses the latest in technology to analyze more than 200 data points across 15 years to provide a more relevant and accurate investment advisory. Further, it leverages the power of passive investing to not only improve the reliability of achieving desired goals but also in a low-cost and low-risk manner. And true to their vision of bringing all of this to retail investors, they charge a simple & straightforward subscription fee (without commissions or exit loads), starting at just Rs 99/- per month. This is one product that truly earns our recommendation of worth checking out.

The founding team is currently in the process of raising another USD 1.5 mn from existing and new investors. Earlier this year, the team has raised funds of USD 750k from a group of 19 Angel Investors, including Massimo Vita (Executive Director - Asia Impact SG), Udaya Kumar (MD & CEO - CreditAccess Grameen), and Seetharaman Babu (Regional Engineering Director in a Multinational OEM in Automation Industry).

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www.elever.app**

