



# How Can MFDs Attract More Investors With The Top Mutual Fund Software in India?

Most people, when they start earning, can't invest right away. Often, they don't have enough savings or feel unsure about where to start. Mutual Fund Distributors (MFDs) can play a vital role in helping these individuals begin their investment journey. However, attracting such new investors is no small feat, especially with the competitive financial landscape. But the right technology like [mutual fund software in India](#) can help them.

## Challenges Faced by MFDs in Attracting Investors

Despite their efforts, MFDs often face significant challenges that hinder their growth:

### 1. Losing Out on Potential AUM

Many earning individuals prefer keeping their savings in bank accounts, leaving a substantial opportunity untapped for MFDs to grow their Assets Under Management (AUM).

### 2. Losing Out on Potential Investors

New earners may delay investments due to hesitation or a lack of understanding, causing MFDs to miss out on building long-term client relationships.

## Technology - The Right Way To Attract More Investors

The right technology like the [top mutual fund software in India](#) offers innovative tools and products to help MFDs address these challenges effectively. One such product, the Online ATM (Liquid Funds) feature, can be a game-changer for attracting salaried employees and beginner investors.

The Online ATM feature allows investors to park their money in liquid funds, a type of mutual fund offering better returns than a savings account while maintaining high liquidity.

## What Are Liquid Funds?

Liquid funds are mutual funds that invest in short-term, low-risk instruments like treasury bills and certificates of deposit. They provide:

- **Higher Returns:** Potentially better returns than traditional savings accounts.
- **Easy Accessibility:** Investors can withdraw funds anytime without much hassle.

## Using Liquid Funds to Attract Salaried Employees

For new earners, liquid funds act as an attractive alternative to savings accounts. MFDs can introduce these as:

- A first step into the investment world.
- A safe option for short-term parking of idle money.
- A tool to achieve better returns while maintaining flexibility.

By positioning liquid funds as a financial safety net, MFDs can reach out to first-time investors who are scared to commit to long-term investments, and then with time, turn them into long-term loyal investors.

## **Benefits for MFDs**

Offering liquid funds through wealth management software isn't just beneficial for investors—it's a growth opportunity for MFDs too. Here's how:

### **1. Turn New Earners Into Long-Term Customers**

Introducing new earners to liquid funds opens the door to building trust and long-term relationships. Once they see the benefits, these clients are more likely to explore other investment options with the MFD.

### **2. Grow AUM**

Attracting new investors adds to the AUM, which directly boosts the revenue potential of the MFD's business.

### **3. Encourage Goal-Based Investing**

MFDs can gradually guide these investors toward goal-based investment planning, such as SIPs for long-term wealth creation.

### **4. Expand the Investor Base**

By offering a simple, flexible product like liquid funds, MFDs can attract a wider audience, especially younger, tech-savvy individuals who value convenience and returns.

### **5. Stand Out in the Market**

Using portfolio management software to provide features like Online ATM showcases an MFD's ability to cater to modern financial needs, making them stand out in a competitive market.

## **Conclusion**

The right technology with features like Online ATM empowers MFDs to attract new investors, especially salaried employees, by offering liquid funds as a flexible, rewarding alternative to savings accounts. This not only helps build trust and expand the investor base but also fuels AUM growth and long-term business success.

In today's fast-paced world, MFDs who embrace technology and offer innovative solutions are the ones who will stay ahead. By making investment accessible and rewarding for first-time investors, MFDs can secure their position as trusted financial advisors, turning new clients into lifelong relationships.

# Mutual Fund Software

## A Complete Solution For MFDs Business



Mutual Fund Software is an advance and efficient wealth management platform for the Mutual Fund Distributors which has features like **Online ATM, White Labeled Solution, Management of multiple assets including PMS & Alternative Investment, Funds Analysis & Portfolio Re-Balancing, Transact Online, Video KYC, & more.**

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