



Association of Mutual Funds in India

AMFI/ CIR-19/ 2020-21

October 20, 2020

To,

All Asset Management Companies
All AMFI Registered Mutual Fund Distributors

Re : AMFI GUIDANCE ON MFD NOMENCLATURE

(Pursuant to Regulation 3(3) of the SEBI (Investment Advisers) Regulations, 2013)

1. BACKGROUND

As per Regulation 3(3) of the SEBI (Investment Advisers) Regulations, 2013 notified on July 3, 2020 –

No person, while dealing in distribution of securities, shall use the nomenclature “Independent Financial Adviser or IFA or Wealth Adviser or any other similar name” unless registered with SEBI as an Investment Adviser.

Pursuant to the above regulatory amendment, mutual fund distributors (**MFDs**) whose registered name has the terms such as Adviser / Advisor / Financial Adviser/ Investment Adviser/ Wealth Adviser/Wealth Manager/Wealth Managers etc. are required get their registered name changed.

SEBI has also clarified that –

- a. The name of an MFD should reflect the registration held by the entity and should not in any way create an impression of performing a role for which the entity is not registered. **Thus, every MFD, while dealing in distribution of securities, should clearly specify that he /she is acting as a MFD.**
- b. MFD’s Name and Tagline, should be placed together in a clear and legible font size. The same disclosure should be followed in all forms of communication i.e. website, mobile app, printed or electronic materials, business card, sign board etc.
- c. The timeline for making application to RoC for change in name has been extended from October 15,2020 to October 31, 2020. The same timelines will apply for MFDs established as proprietary/partnership firms.



2. LIST OF PERMISSIBLE / NON-PERMISSIBLE NAMES

Since the aforesaid regulation covers a wide range of ‘other similar names/ terms’ that may not be permissible, AMFI has been receiving requests from MFDs for providing guidance as to which names/terms are allowed.

In this regard, AMFI has drawn up a list of names as per Annexure, which in AMFI’s view, are permissible / acceptable, as well as list of names/ terms that are not permissible, for broad guidance of the MFDs.

MFDs are advised to make sure that their name is in line with the above list.

However, it may please be noted that the lists are only illustrative and not exhaustive. If the proposed name of any MFD is not included in the aforesaid list of permissible / non-permissible names, the concerned MFD may write to AMFI via email to contact@amfiindia.com

3. MANDATORY TAGLINE TO BE MENTIONED BY MFDs WITH THEIR NAME

As mentioned above, SEBI has also advised that MFD should display their name and tagline in a clear and legible font in all forms of communication i.e. website, mobile app, printed or electronic materials, business card, sign board etc.

In this regard, all MFDs are advised to mention/display a tagline, “**AMFI-registered Mutual Fund Distributor**” along with / below their name, **in a clear and legible font of at least font size 12**, in all forms of printed communication, so as to ensure compliance with the above requirement.

You are requested to take note of the contents of this circular for due compliance.

With Regards,

Sincerely,

Sd/-

N. S. Venkatesh
Chief Executive



ANNEXURE

LIST OF ACCEPTABLE & NON-PERMISSIBLE NAMES

Sr. No.	Acceptable Names
1	XYZ Asset
2	XYZ Asset Distribution
3	XYZ Asset services
4	XYZ Capital
5	XYZ Capital distribution
6	XYZ Capital Services
7	XYZ Edge Distribution
8	XYZ Edge Investment
9	XYZ Enterprises
10	XYZ Fin
11	XYZ Finance/ Financial
12	XYZ Financial Distribution
13	XYZ Financial Investment
14	XYZ Financial Services
15	XYZ Finmart
16	XYZ Finserve / Finserv
17	XYZ Finvest
18	XYZ Fundmart/ Fundsmart
19	XYZ Invest
20	XYZ investmart
21	XYZ Investment Services
22	XYZ Investments
23	XYZ Investor Services
24	XYZ Investor Shoppee
25	XYZ Ltd. / XYZ LLP
26	XYZ MF services
27	XYZ Money
28	XYZ Money services
29	XYZ Moneymart
30	XYZ Mutual Fund Distribution/ Mutual Fund Distributors
31	XYZ Mutual fund services
32	XYZ Partners
33	XYZ Prime Distributors / Distribution
34	XYZ Prime Investment/s
35	XYZ Prime Wealth
36	XYZ Securities
37	XYZ Securities Distribution
38	XYZ Services
39	XYZ Wealth



Sr.No.	Not acceptable Names
1	XYZ Adviser/Advisor
2	XYZ Advisory Services
3	XYZ Capital Adviser
4	XYZ Capital Management
5	XYZ Consultancy Services
6	XYZ Consultants
7	XYZ Consulting
8	XYZ Corporate Advisory
9	XYZ Financial Consultancy
10	XYZ Financial Consultancy Services
11	XYZ Financial Consultant/s
12	XYZ Financial Consulting
13	XYZ Financial Planner/s
14	XYZ Financial Planning
15	XYZ Financial Solutions
16	XYZ FinPlan
17	XYZ Finsol
18	XYZ Finsolutions
19	XYZ Fund Adviser
20	XYZ IFA
21	XYZ Independent Financial Adviser
22	XYZ Investment Consulting
23	XYZ Investment Adviser
24	XYZ Investment Consultancy
25	XYZ Investment Consultancy Services
26	XYZ Investment Consultant/s
27	XYZ Investment Manager/s
28	XYZ Investment Planners
29	XYZ Investment Solutions
30	XYZ Money Manager
31	XYZ Multi Wealth Investments
32	XYZ Planner/s
33	XYZ Solution(s)
34	XYZ Wealth Adviser/s or Wealth Advisor/s
35	XYZ Wealth Advisory
36	XYZ Wealth Advisory Services
37	XYZ Wealth Care
38	XYZ Wealth Chanakya
39	XYZ Wealth Consultancy
39	XYZ Wealth Consultants
40	XYZ Wealth Consulting
41	XYZ Wealth Creator/s



42	XYZ Wealth Express
43	XYZ Wealth Investments
44	XYZ Wealth Mall
45	XYZ Wealth Management
46	XYZ Wealth Manager
47	XYZ Wealth Planner
48	XYZ Wealth Plus
49	XYZ Wealth Services
50	XYZ Wealth Solution/s
51	XYZ Wealth Vision
52	XYZ Wealth Yantra