

Writing that *moves* money decisions.

I'm **Ankur Jhaveri** — a marketing leader who writes BFSI content the way an operator does: With the regulator's footnote, the founder's P&L, and the reader's confusion — all in mind.

- 12 YRS IN FINTECH & BFSI
- EX-CBO, GRIP INVEST
- EX-AVP MARKETING, IDFY
- 50,000 LINKEDIN FOLLOWERS

A NOTE FROM THE WRITER

Most BFSI content is written by people who don't understand BFSI.

Most generalist writers can spell SEBI but can't explain why the Current Account Deficit is the actual reason your favourite Sovereign Gold Bond got discontinued. So the content reads like a Wikipedia summary — polished, lifeless, forgettable.

I've spent **12 years inside this industry** — building wealthtech (Jackfruit), running B2B marketing at IDfy (RBI-regulated KYC), and heading consumer at Grip Invest. I write the way I'd write an internal memo to my CEO: every claim sourced to SEBI / RBI / IBJA / AMFI primaries.

BY THE NUMBERS

- 12_{yrs}** in Fintech & BFSI as an operator
- 10K+** subscribers on my newsletter
- 36%** SoV grown from zero at IDfy
- 13K** organic users built at Jackfruit

WORKED WITH Mint · Ionic Wealth · Grip Invest · IDfy · Dezerv

Selected *work*

BFSI · LONG-FORM

01

MINT · PERSONAL FINANCE

Sovereign Gold Bonds: How does it work, and the advantages

Bylined explainer in India's largest business daily — SGB mechanics, taxation, and portfolio fit, written for retail without dumbing the structure down.

02

IONIC WEALTH · HNI BLOG

The hidden risk of holding employer stock: RSU & ESOP concentration

Uses BlackRock's Russell 3000 dataset (43% of stocks suffered catastrophic losses) plus the WeWork, Hopin and Uber post-mortems to argue for diversification with a framework, not a feeling.

03

GRIP INVEST · SGB COVERAGE

RBI's early redemption on SGBs: what the 205% return actually means

Most outlets ran the headline number. This piece broke down absolute returns vs. CAGR (19%) vs. IRR (20.78%) — and explained why the government quietly killed the scheme.

04

GRIP INVEST · INDUSTRY ANALYSIS

P2P Lending: state of the industry after RBI guidelines

An industry status check after RBI's 2024 P2P circular — translating regulatory rule changes into what they mean for liquidity, returns, and platform survival.

05

MONEY SIMPLIFIED · SUBSTACK

The \$1B astrology app India can't ignore: the Astrotalk breakdown

Unit-economics teardown of an unlikely unicorn — CAC ₹600–900, 3:1 LTV/CAC, 162% profit CAGR. Reads like an investment memo dressed as a Sunday newsletter.

"My job is not to *sound* like a finance person. It's to make a finance idea *land* with someone who isn't one — without losing what makes it true."

GET IN TOUCH

- LinkedIn — @ankurajhaveri
- Substack — Money Simplified
- Email — let's talk