

# Planning to invest smart?

**Not all robo-advisors are created equal.  
Start by choosing the platform that aligns with  
your goals & not just trends.**

## ICICI Direct

Goal-Based Planning: Personalized recommendations aligned with short- and long-term goals.

Diverse Investment Options: Access to mutual funds, stocks, FDs, ETFs, and more.

Smart Rebalancing: Automated portfolio tracking with real-time rebalancing.

Advanced AI + Human Expertise: Tech-driven with advisory tools backed by financial experts.

## SBI Robo

Simple MF-Only Model: Focused on mutual fund recommendations based on risk profile.

Low Entry Barrier: Start investing with just ₹1,000; ideal for first-time users.

Risk-Based Portfolios: Choose from conservative to aggressive options easily.

PSU Trust & Safety: Backed by SBI's strong legacy and reliability.

**COMPARE. CHOOSE. GROW SMART.**