

Equity is still the best bet



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Just a week ago, the stock market missed the crucial level of 3,200 and everyone was bullish. Any negative news was being discarded. However, all of a sudden, the sentiment has changed. Is the Lexit story finally over? Not at all. But the stock price of any thing will tomorrow and make a profit is definitely over.

Investment is a game of patience. It is all about buying the right sustainable businesses run by credible managements at the right price. Now, if you have done this and made a stock investment, then don't worry about market falls. Up and down are part of investing. When the sentiment improves, so will your stocks.

But what about you do if you are holding penny stocks? Well, might

that. You were not investing; you were looking at buying a stock that will go up. You were driven by your greed to make a fast buck. If you can predict, you will be lucky. If not, bad luck. You should have surely known that there are just no short-cuts to making money.

What does the future hold? You are very lucky if you are sitting on cash. The markets could go down even further but such times would offer you good investment opportunities. If you have invested in good stocks and are them going down, don't worry. You see them for the long run. Soon, their prices will improve. Equities as an asset class, still remain the best form of insurance due to their less-efficient diversification. There is no other better investment opportunity available.

Pong Perkh heads a financial advisory service