

## Avendus welcomes Apurva Sahijwani as MD & CEO of its Wealth Management business

Mumbai, May 15, 2024

Avendus Wealth Management, trusted advisor to India's UHNIs and family offices, announces the appointment of Apurva Sahijwani as its Managing Director and CEO. Apurva will lead the seasoned wealth team and leverage the entire Avendus platform, with its unique understanding of value creation, to advise clients holistically.

Apurva joins Avendus with over 25 years of rich experience in private banking and wealth management. In his most recent role at Axis Bank, he spearheaded Burgundy Private, the bank's private banking arm. He has also held several key management positions at Kotak Wealth, ICICI Bank, HSBC and Citibank.

On his appointment, **Apurva** said, "I'm absolutely thrilled to join the talented team at Avendus and look forward to continue delivering exceptional value to our clients. I'm confident that cross-leveraging Avendus' extensive investment banking, institutional equities and asset management propositions will help address the unique requirements of India's UHNIs and family offices."

**Gaurav Deepak, Co-founder & CEO, Avendus** said, "Apurva is an exceptional leader who combines people leadership with client centricity in a manner that is intrinsically Avendus. With him at the helm we're certain that we will realise our ambition of becoming a deeply respected market leader, helping our wealth clients navigate the complexities of a fast-evolving landscape."

### About Avendus

**Avendus Group** is a leading financial services firm with a presence in the areas of Investment Banking, Institutional Equities, Wealth Management, Credit Solutions and Asset Management. Established in 1999 in Mumbai, India, Avendus is today present in 10 cities across India, US and Singapore. Avendus partners with the Indian entrepreneur ecosystem to provide differentiated solutions that enable clients to meet their strategic aspirations.

**Avendus Wealth Management**, the wealth business of Avendus Group, manages an AUM of USD 6 billion. Started in 2010, it caters to a wide range of clients including leading family offices, UHNIs and corporates. The diverse profile of its clients is a testimony to its ability to serve them throughout their lifecycle, by crafting bespoke and differentiated solutions to grow and protect wealth. Avendus Wealth has been consistently recognised as India's best Independent Wealth Manager by Asian Private Banker.

For more information, please visit [www.avendus.com](http://www.avendus.com)

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