
Avendus Wealth Management garners INR 2000 Cr assets under advisory in 3 years

Ranked amongst the top four Private Banks by Asiamoney in the greater than \$25 Mn AUM category

Mumbai, November 21st, 2013

Avendus Wealth Management Private Limited, a subsidiary of Avendus Capital Private Limited, today announced that it has garnered INR 2000 Cr in assets under its investment advisory business within 3 years of launch, making it one of the youngest Indian wealth management firms to cross the milestone. The AUM (Asset Under Management) has seen an increase of 26% since the same period last year, inspite of extremely volatile market conditions. Avendus Wealth Management has also been ranked as one of the top choices among HNWI's as per the AsiaMoney Private Banking Poll 2013 in the > US \$ 25M group. The team currently provides investment advice to 140 High Net Worth families in India and in the USA.

Avendus Wealth Management focuses on providing its customers customized investment solutions in equity, fixed income, real estate and alternate investment classes. As a market-first, Avendus Wealth Management is the one of the earliest wealth management firm to have taken client exposure in Micro Finance securitised debt products. These instruments have given resident Indian investors a return between 12 to 17% on annualised basis depending on the seniority/riskiness of the debt product in the past. The products invested in by Avendus' clients are at par with products that most banks invest in, as a part of their priority sector lending obligations. Investments made to date in this sector have returned back invested capital and interest with no delays in payment obligations in the past. Avendus Wealth Management is a SEC (Securities and Exchange Commission) Registered Investment Advisor in the US to conduct investment advisory business in select jurisdictions. The firm is uniquely positioned and is perhaps the only firm in India that is able to conduct investment advisory business with Non Resident Indians (NRIs) and Qualified Financial Institutions (QFIs) based in the US. Avendus Wealth Management is also able to leverage its tie-ups with global partners to guide its Indian clients on a vast range of investment solutions in overseas products.

Speaking on the occasion Nikhil Kapadia, CEO, Avendus Wealth Management said, "Capital preservation in this new normal environment characterised by volatility and delivering superior returns from asset classes both available in India and abroad based on a client centric approach is what today's new age wealth manager is expected to deliver."

On the Avendus culture, Nikhil emphasized, "Our clients are very successful personalities who are sophisticated and demanding. A relationship oriented approach with complete transparency and high

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Release Date: November 21st 2013

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quality service is what they expect. It is this DNA of these very successful people that continuously raises the bar at Avendus Wealth Management.”

The core team at Avendus Wealth Management comprises highly experienced professionals with extensive experience in global wealth advisory across asset classes. The long-term promise is evident given that the core team at Avendus Wealth Management has remained stable since incorporation and most of the core team members are co-founders and stakeholders in the Wealth Management business.

About Avendus Capital

Avendus Capital is a leading financial services firm which provides customised solutions in the areas of financial advisory, equity capital markets, alternative asset management and wealth management. The firm relies on its extensive track record, in-depth domain understanding and knowledge of the economic and regulatory environment, to offer research based solutions to its clients that include institutional investors, corporations and high net worth individuals/families. In recent years, Avendus Capital has consistently been ranked among the leading corporate finance advisors in India and has emerged as the advisor of choice for cross-border M&A deals, having closed around 38 cross-border transactions in the past 5 years. Avendus PE Investment Advisors manages funds raised from its investors by investing in public markets, while Avendus Wealth Management caters to investment advisory and portfolio management needs of Family offices and Ultra High Networth Individuals / families, spanning all asset classes. Headquartered in Mumbai, the firm has offices in New Delhi and Bangalore.

Avendus Capital, Inc (US) and Avendus Capital (UK) Pvt. Ltd. located in New York and London respectively are wholly owned subsidiaries offering M&A and Private Equity syndication services to clients in the respective regions.

For more information, please visit www.avendus.com

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