

CEO **BEST ENTREPRENEURS** *Insights*

WEALTH MANAGEMENT ADVISORS

FEBRUARY, 2020

TOP 10 WEALTH MANAGEMENT ADVISORS - 2020

The wealth management industry in India is growing rapidly mainly because of two reasons – changing regulatory environment and increasing competition. Also, there is a rise in the number of Indians and High-Net-Worth Individuals (HNWIs) who are joining the millionaires club, and for them, wealth management has become a dire need. Wealth Management is basically investment advice or assistance to manage a person's financial life. These services are offered to clients in packages to provide benefits with two main goals, growth and safety of their existing investment.

Observing the growth rate as well as the vast opportunities in the industry, many big names are now looking to setup their wealth management division in India. Also, the existing business houses that have been into financial services are looking to expand their business lines into wealth management. Currently, the Indian wealth managers are addressing a market with Rs.100 lakh crore (\$1.5 trillion) of investible wealth, which is expected to double in the next five years. It's already almost equal to the total savings bank deposits in the

country. What's emerging in this business are three distinct trends – the growing complexity of clients' demands, the new sectors and the cities that are birthing the wealthy, and the growing sophistication of financial instruments into which money is being deployed. With all these factors, the industry is already set to witness huge & continuous growth in the coming future.

Addressing to this fast-paced and growing industry, CEO Insights brings to you the 'Top 10 Wealth Management Advisors - 2020', a directory listing the companies which are offering exemplary services in the industry. An expert panel encompassing the industry leaders along with CEO Insights Editorial Board has performed a diligent evaluation of the industry before listing the front-runners. The organizations listed here have distinguished themselves through successful ideation and implementation of practical ideas that complement the market requirements as well as cater to the end customers. This listing will assist our readers in selecting well-suited organizations that will not only help understand the nuances, but also help simplify the approach to such services.



Name:

Ira Wealth Management

Description:

Provides a wide range of financial services to a diversified client base including HNIs, UHNIs and Corporates

Key Person:

Aakash Gupta,
Co-Founder &
Managing Partner

Website:

irawealth.in



IRA WEALTH MANAGEMENT

ENSURING ENGAGEMENT,
 TRUST & PERFORMANCE

**Aakash Gupta,
 Co-Founder & Managing Partner**

Armed with a MBA in finance & marketing and a Certified Financial Planner (CFP), Aakash has over a decade of experience in the financial services industry. Taking a lead in cementing relationships with clients, he drives Ira's philosophy, mission, vision and its strategic goals & objectives.



Offerings: Wealth Management Advisory, Asset Allocation, Family Office, Treasury Management, Estate Planning & Lending Solutions

It's a good time to be a wealth manager in India today. With a booming service industry, burgeoning technology sector and a meteoric rise in entrepreneurship, the number of High Net Worth Individuals (HNI) and Ultra High Net Worth Individuals (UHNI) is slated to skyrocket in the years to come. The market has also witnessed a growing trend of wealth moving from traditional asset classes/businesses towards financial assets/new age businesses. Clients today are looking to actively professionalize their investment operations which in-turn has opened the wealth management market for proficient and skilled financial service providers.

Leveraging the impending growth of the wealth management sector through its cutting-edge, best-in-class solutions is Ira Wealth Management, a prudent provider of wide range of financial services. The Hyderabad headquartered firm specializes in generating consistent & sensible returns for its clients while also ensuring safety nets and building a judicious estate plan for them. Founded in 2017, the young organization has won the trust of several prestigious corporates, financial institutions, HNIs and UHNIs. Having achieved an Asset Under Advisory (AUA) of over \$0.50 billion within a rather short span of time, Ira has cemented its position as one of India's fastest growing wealth management businesses in India. The CEO Insights team conversed with Aakash Gupta, Co-Founder & Managing Partner,

Ira Wealth Management about this trailblazing organization.

? Tell us about the various services that Ira Wealth provides, and how are these services designed to meet the requirements of your clientele?

The future of private banking and wealth management is very exciting and we have products for all investors – 'conservative to aggressive'. We specialize in wealth management, advisory, asset allocation and distribution services in areas of Equities, Fixed Income, Real Estate, Market Linked Debentures, Bonds, Corporate Deposits, loans to Institutions and High-Net-Worth Individuals and families.

We believe in addition to the traditional investment space, UHNIs are looking at early stage investments and also keen to invest at various stages – from an idea to private equity space. Our seasoned financial experts render a unique platform across asset classes, customized to help our new age clients create and protect their wealth and aspirations.

We are also seeing interesting opportunities from manufacturers like the long-short funds, funds investing in distressed assets, and Pre-IPO funds. Therefore, we have added some interesting products to our investors' portfolios.

Our other area of expertise is the Family Office Business service, which has been created to dedicatedly work with eminent families and address necessities pertaining to investments, wealth structuring & succession planning, governance, tax planning and philanthropy. We work with

few families, but with deeper level engagements.

? Tell us about your clientele and how does the firm harbor trust and engagement to keep the clients satisfied throughout?

We work with new age entrepreneurs, business owners/promoters, family offices, and corporate treasuries. The families with over a million dollar liquidity could be the target audience for us.

Private Wealth Management is a people-oriented business and you need to have the right team with the right mindset on board. Managing wealth as a profession is nothing but managing trust and relationships. Unless you follow the right practices, you won't succeed over a period time and hence, transparency is very important.

? Incorporating cutting edge technology and adopting digitization has become a business necessity today. How is Ira Wealth leveraging tech trends to stay relevant in the industry?

Technology and innovation will be the way forward for the wealth management industry in the years to come, and we are arming ourselves with next-gen tech solutions and digitization. For instance, investment traditionally required heavy paperwork, but we are striving to digitize all paperwork related to investments to speed-up the on boarding of clients. We have also incorporated simple changes such as presenting product details on tabs, online investment and

providing customers tools to analyze their investments through apps and portals, which has improved transparency and made it easier for the HNIs to monitor their investments.



Our seasoned financial experts render a unique platform across asset classes, customized to help our new age clients create and protect their wealth and aspirations

? How has the entrepreneurial journey been, and what is in store for the future of Ira Wealth?

I have been in the financial service industry for over a decade specializing in Private Wealth Management advising HNI and UHNI families. We started Ira Wealth Management three years back in early 2017. Our strength was our team's intellectual capital and our passion to do something different. We have grown from strength to strength over the past three years and setup a reasonable presence in Mumbai, Delhi, Bangalore, Chennai, Hyderabad and Ahmedabad. In the years to come, we want to establish our strong presence in the top 10 cities in India. [@ira](#)