

Angel One Wealth highlights vision, bets on emerging HNI growth in India

Backed strategically by Angel One to build omni-channel wealth-tech platform

Rs 2.5 billion funding to build tech infrastructure and establish market footprint

Mumbai, July 31, 2024: Angel One Wealth Limited (AOW) is redefining wealth management for India's affluent HNI and UHNI clientele through a synergy of domain expertise and innovative tech application. Strategically backed by Angel One, AOW is developing an omnichannel wealth-tech platform comprising three integrated business verticals – HNI, UHNI and Alternate Assets. This platform merges sophisticated investment strategies with seamless service delivery by a team of wealth managers, market strategists and technology specialists.

The landscape of wealth management is rapidly evolving, with a 16% CAGR of India's HNI population, projected to grow to 1.65 million by 2027, as per industry reports. AOW's strategy rests on three key pillars tailored to meet the unique needs of HNI and UHNI segments – comprehensive investment products across diverse asset classes, technology-driven accessibility for clients and support of relationship managers and top-tier talent equipped with deep market insights. By adopting this approach, AOW aims to overcome industry challenges such as barriers to innovation in investment strategies, high operational cost and higher fees using new-age tech infrastructure. The Rs 2.5 billion capital infused by Angel One will be strategically deployed to develop core technological infrastructure, leveraging AI and analytics, expand presence in key markets and develop curated, expert-led product strategies and suites.

Dinesh Thakkar, Chairman and Managing Director, Angel One Limited, said, "Through Angel One Wealth we aim to cater to an expansive spectrum of clients, by leveraging technology and stay at the forefront of innovation. The seasoned investment professionals' team, led by Srikanth, brings strong domain knowledge enables us to capitalise on the evolving wealth landscape."

Srikanth Subramanian, Managing Director & CEO, Angel One Wealth Limited, said, "We want to reimagine wealth management for India's HNIs and UHNIs on the bedrock of deep domain expertise and the power of technology. We are happy to have the strategic backing of Angel One in this journey, leveraging their technological prowess. We are building an omni-channel solution that will enhance the value of a trusted wealth manager through digital infrastructure and new-age technology."

Since the Rs 2.5 billion capital infusion, AOW has begun laying the groundwork for growth.

Key milestones include:

- To further leverage the 100 plus man-years of its in-house domain experience - An **Advisory Council** comprising of industry thought leaders to provide strategic guidance, a **Think Tank** with sector experts offering insights on macro trends and asset class positioning, a **Product Approval Committee** driving competitive edge and an **Investment Committee** overseeing investment policies and fund performance has been formed
- ~60-member team of wealth managers, investment professionals and tech experts
- 30% diversity and average age of 32yrs fostering an inclusive work culture.
- **In-house fintech stack** for wealth consolidation, analytics, portfolio governance and transaction execution, alongside an **AI Innovation Lab** to explore and implement new use cases.

About Angel One Wealth Limited:

Angel One Wealth (AOW), a wholly owned subsidiary of Angel One, co-founded by Srikanth Subramanian, Shobhit Mathur and Dharmendra Jain, is an omni-channel wealth-tech platform. Headquartered in Mumbai, AOW will enable India's emerging and ultra-high-net-worth individuals (HNIs and UHNIs) make informed investment decisions seamlessly.

AOW offers a comprehensive suite of services, including personalized investment advisory, portfolio management and financial planning. Utilizing advanced analytics, data and technology, AOW's services are designed to enhance the productivity of relationship managers to provide client-centric investment solutions. Additionally, the platform provides access to a diverse range of investment products, including equities, bonds, mutual funds and alternative investments, tailored to meet the unique needs of HNIs and UHNIs.

About Angel One Limited:

Angel One Limited, (NSE: ANGELONE, BSE: 543235) is the largest listed retail stock broking house in India, in terms of active clients on NSE. Angel One is a technology-led financial services company, providing broking and advisory services, margin funding and distribution of third-party financial products to its clients. The broking and allied services are offered through online and digital platforms to clients acquired directly and through assisted business.

Angel One Limited extensively uses Artificial Intelligence, Machine Learning and Data Science to create a superior digital experience. The company has built a host of digital properties like Angel One Mobile App, 'ARQ Prime' a rule-based recommendation engine, 'SmartAPI' a free-to-integrate API platform, 'Smart Money' an investor education platform for over 24 million clients.

Company:



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