

Private Wealth Management India - Family Offices for Ultra-High Net worth Individual (UHNWI)

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Abstracts

Till recently, companies were targeting the high net worth individuals (those who have invest able assets more than rupees five crore or \$1 million); but the focus is now shifting towards Ultra high net worth individuals or families (those who have invest able assets more than rupees 45 crore or \$10 million)

Indian Ultra-HNWIs have unique demands in terms of products and services. Ultra-HNWIs have high risk taking abilities as compared to HNWI's. Thus, the products offered to them are more sophisticated and risky. Due to high invest able base and diversified needs, they also require more customized and tailor-made services to manage their family needs as well as grow their wealth.

The market provides huge opportunity in terms of low penetration (20%) of Ultra high net worth individual and also the huge amount of intergenerational transfers is going to change hands in the coming decade. The amount is estimated to be around 5.78 lakh crore (\$128 billion)

Many established firms which are already into this segment are Kotak bank, DSP Merrill lynch, BNP Paribas but it has also given rise to boutique firms which have a market share of around 47% in the family office space. It includes firms such as Altamount capital, client associates.

MARKET OVERVIEW

This chapter talks about Ultra- HNWI's and families in India. It also talks about the emergence of family offices in India. It deeply analyzes the segregation advisory services on the basis of wealth in India.

MARKET DYNAMICS

This section analyzes the various products and services offered to Ultra HNWI and families in India. It talks about the opportunities the Ultra-HNWI present to the industry players. Various drivers that are affecting the family offices in India and the forecast of family offices on the basis of various factors are also explained.

INTERGENERATIONAL TRANSFERS

This section discusses in detail the process of intergenerational transfer taking place in the coming decade.

NEEDS AND BEHAVIOR ANALYSIS OF ULTRA-HNWI

This chapter provides in-depth analysis on various needs and behavior of Ultra-HNWI in India. Behavior analysis is done on various parameters such as risk appetite, decision making power, knowledge of financial products.

COMPETITIVE LANDSCAPE

This section discusses the various players in the wealth management industry and their market share. It also talks about various trends in the family offices, players involved, and the qualifying amount for availing the family office services in India.

COMPANY PROFILES

This section describes companies offering wealth management and family offices services in India, and includes an overview, primary business, wealth management operations in India, strategies followed by them and recent developments related to wealth management operations in India.

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