

India Wealth Management Market By Type (Financial Advice Management, Portfolio Management, Performance Management, Risk & Compliance Management, Others), By End-User (High Net Worth Individuals, Ultra High Net Worth Individuals, Corporates, Others), By Provider (Banks, NBFCs, Consulting Firms), By Region, By Competition, Forecast & Opportunities, 2020-2030F

<https://marketpublishers.com/r/I31647279393EN.html>

Date: April 2025

Pages: 85

Price: US\$ 3,500.00 (Single User License)

ID: I31647279393EN

Abstracts

The India Wealth Management Market was valued at USD 154.25 billion in 2024 and is expected to reach USD 286.91 billion by 2030, growing at a CAGR of 10.96% during the forecast period. The financial services sector in India is undergoing rapid transformation, influenced by growing urbanization, evolving regulatory standards, technological innovation, and changing investor demographics. Wealth management in India, once rooted in traditional savings and family advisors, is now transitioning toward a more professional and structured model. As India's economy expands and access to global markets improves, investors are demanding more sophisticated financial planning, diverse asset options, and technology-driven solutions. These shifts reflect an increased need for customized wealth strategies and professional guidance to meet the expectations of a modern and evolving investor base.

Key Market Drivers

Rapidly Growing High Net Worth Individuals (HNIs) Segment

A key factor fueling the India wealth management market is the sharp rise in the number

of High Net Worth Individuals (HNIs) and Ultra High Net Worth Individuals (UHNIs). India's expanding middle class and dynamic entrepreneurial environment have led to significant wealth generation. As more individuals accumulate wealth, the demand for expert wealth management services has increased. HNIs and UHNIs require tailored strategies to manage investments, plan estates, optimize tax liabilities, and preserve wealth. This growing affluent segment has prompted financial institutions to develop specialized offerings, targeting this niche with advanced advisory services, personalized portfolio management, and estate planning solutions, thereby accelerating the growth of the wealth management sector in India.

Key Market Challenges

Regulatory Complexity and Compliance

The complex regulatory landscape presents a significant challenge in the India wealth management market. Financial firms must comply with diverse regulations governed by multiple authorities, including SEBI, RBI, and IRDAI, each with its own guidelines. Managing compliance across this multi-layered framework requires significant investment in legal and risk management resources. Any lapse in compliance can lead to heavy financial penalties and reputational damage. Moreover, regulatory uncertainties can delay the introduction of new financial products, stifling innovation. The need to balance regulatory adherence with client expectations and service innovation continues to be a key hurdle for wealth management firms operating in India.

Key Market Trends

Digital Transformation and Robo-Advisory Services

A leading trend in the India wealth management market is the surge in digital transformation, with robo-advisory services emerging as a game-changer. Increasing internet penetration and smartphone usage have empowered investors to manage their wealth digitally. Robo-advisors, utilizing algorithms and artificial intelligence, offer low-cost, automated investment advice and real-time portfolio monitoring. These platforms provide convenience, personalization, and ease of access, making them especially attractive to tech-savvy and younger investors. Wealth management firms are incorporating robo-advisory models into their services to enhance client engagement, reduce operational costs, and stay competitive in a digitally driven market. This trend is reshaping how wealth services are delivered and expanding the reach of

financial advisory services across broader demographics.

Key Market Players

360 One Wam Limited

Kotak Investment Advisors Limited

Aditya Birla Finance Limited

Avendus Capital Pvt. Ltd.

Anand Rathi Wealth Limited

Bajaj Capital Limited

HDFC Bank Ltd.

Morgan Stanley Financial Advisors

Motilal Oswal Financial Services Ltd.

ICICI Bank Limited

Report Scope:

In this report, the India Wealth Management market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Wealth Management Market, By Type:

Financial Advice Management

Portfolio Management

Performance Management

Risk & Compliance Management

Others

India Wealth Management Market, By End-User:

High Net Worth Individuals

Ultra High Net Worth Individuals

Corporates

Others

India Wealth Management Market, By Provider:

Banks

NBFCs

Consulting Firms

India Wealth Management Market, By Region:

North

West

South

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Wealth Management market.

Available Customizations:

India Wealth Management Market By Type (Financial Advice Management, Portfolio Management, Performance Managem...

India Wealth Management Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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