



PRIWEXUS

Indian Family Office Thought Leaders 2023

Presenting Partner





PRIWEXUS

THE
PRIVATE
WEALTH
NETWORK

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Aditya Gadge

Founder
Equalifi | Priwexus

Honoring Visionaries,
Celebrating Excellence

Welcome to the Family Office Thought Leaders 2023 List a momentous initiative that brings together a community of visionaries, trailblazers, and architects of enduring prosperity. Within these pages, we celebrate the exceptional achievements of thought leaders whose insights have shaped and elevated the landscape of family offices.

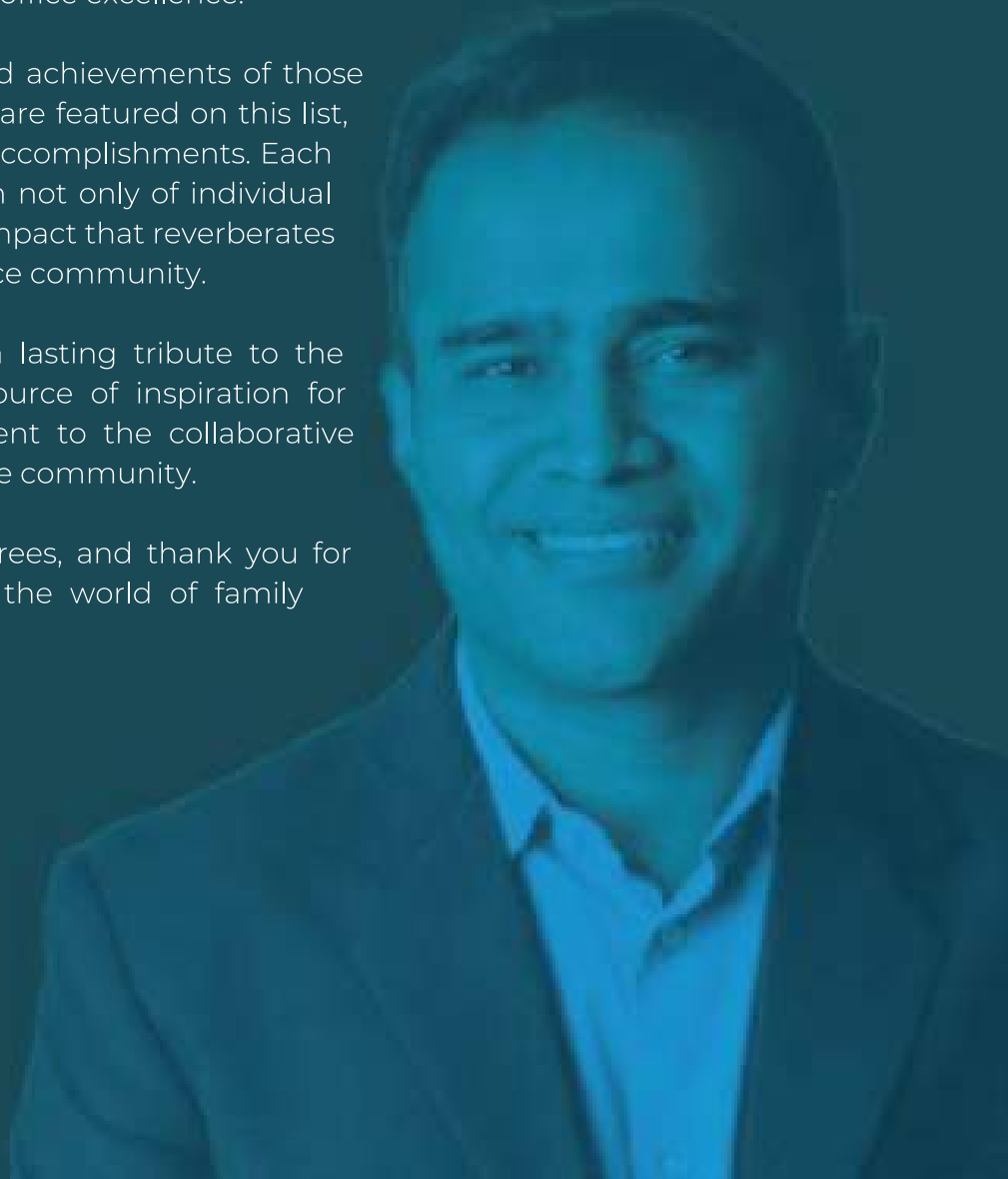
In the intricate tapestry of family enterprises, the impact of these Thought Leaders is immeasurable. Their wisdom, innovation, and commitment to excellence serve as guiding lights for family offices navigating the complexities of financial stewardship. Through their vision, we witness the evolution of best practices, the embrace of cutting-edge technologies, and the cultivation of legacies that transcend generations.

The Indian Family Office Thought Leaders List shines a spotlight on those whose contributions have not only advanced the field of family offices but have also set new benchmarks for success. It is a celebration of brilliance, leadership, and the unwavering dedication to the principles that define the very essence of family office excellence.

As we delve into the profiles and achievements of those individuals and institutions who are featured on this list, let us collectively applaud their accomplishments. Each award bestowed is a recognition not only of individual success but also of the positive impact that reverberates throughout the entire family office community.

May this publication serve as a lasting tribute to the featured Thought Leaders, a source of inspiration for aspiring leaders, and a testament to the collaborative spirit that defines the family office community.





Congratulations to all the honorees, and thank you for your indelible contributions to the world of family offices.



AS A FAMILY OFFICE, DO YOU FACE THESE INVESTMENT CHALLENGES?

- ▲ Pressure to invest perpetual wealth
- ▲ Prevent permanent loss of capital
- ▲ Allocate across assets and geographies
- ▲ Overload of investment ideas
- ▲ Keep investment costs low
- ▲ Conflicted interest of your advisors

Multi-Act has been helping Family Offices address these challenges successfully for 25 years by creating bespoke investment solutions.

Connect with us on    

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Indian Family Offices Come of Age!

In 1998 when Multi-Act established a research arm in Indian for its single family's investment desk based in Hong Kong, it started its journey with three analysts. It was perhaps among the earliest such establishments in India. In the decades prior to that the few families that owned multi-generational wealth did not even discuss it, let alone make a public statement by setting up an office to handle it.

Much has changed ever since:

- 1** There is a rapid growth in the size of wealth that individual families now must deal with. This has necessitated a separate focus to manage it.
- 2** There are many more businesses that have generated wealth for their owners in the last two decades than ever before. These families do not have all the same reservations about making their wealth visible.
- 3** India has moved into a much more formalised, and transparent fiscal and monetary public regime than ever before. In that, taxation is increasingly not seen as an enemy of wealth but a national duty. Number of large taxpayers, as also all taxpayers, has risen sharply. This has made investing more streamlined and easier.
- 4** Younger generations in business families are rising to the challenge of managing their wealth, in many cases having been educated to expert levels of financial management.
- 5** By the same token, the success of the family office system in more developed nations is being evaluated and adapted as an acceptable model in India also.

Ashutosh Bishnoi

Board Member
Multi Act Trade & Investment



- 6 Challenges in succession have become visible in public media – and in some of the cases these have not been very palatable. This has led to other families turning to family offices for study of a path to agreeable transmission of businesses and wealth to their next generations.
- 7 A whole body of experts of various specialist domains have begun to emerge as exponents of family office affairs – including those from legal, compliance, accounting, banking, governance, technology and investments. And indeed, those who manage these offices on behalf of their Principals!

At Multi-Act we have literally witnessed these quiet but necessary developments over the last 25 years and learnt to focus on our own expertise on deep investment advice for Global and Indian portfolios of families in all the Asset Classes through practice and example. However, we have also learnt to admire and cooperate with all the other skill professionals who go that extra mile to make a family office successful.

So, when Priwexus proposed a recognition for the best practitioners in Family Offices we immediately decided to support this program. What better way to celebrate our own pursuit of excellence than to associate with a peer set who themselves excel at their own fiduciary roles to the world of family offices?



Fireside Chat with Prashant K Trivedi

Please introduce yourself and your business!

I am the Founder & Chairman of Multi-Act, an India-based investment advisory and portfolio management firm established in 1998. With a background in economics & finance from the Wharton School and experience for close to a decade at SG Warburg, a leading UK Merchant Bank, I founded Multi-Act to manage my family wealth and subsequently expanded it into a specialised asset management and advisory service.

At Multi-Act, we aim to guide affluent Indian (& Global) clients and families through the intricacies of the financial landscape. With a deep understanding of global markets and the challenges posed by policy decisions, our approach to wealth management is anchored in a long-term perspective.

Please tell us more about your Family Office. Where are you based? How do you operate?

In India we now operate as a Single Family Office Multi-Act Family Office Advisors LLP, our family office, based in Mumbai.

The services include management of investments and assets, prepare MIS reports, and oversee day-to-day banking operations for family members. Additionally, it handles data and document management, estate planning, compliance and risk management, tax planning, project management, and management of all



Prashant K Trivedi

Founder & CEO, Multi-Act

real estate holdings. Committed to family succession planning, the family office provides conceptualisation and administration services.

However, to other families, Multi-Act offers mainly the investment advisory and asset management services only through its regulated entities, across different geographies including India.

How about your team? Let's talk big picture. What problem you are trying to solve with Multi-Act?

At Multi-Act, our diverse and focused team is dedicated to addressing the fundamental challenge many family businesses face in wealth preservation. Recognising the historical trend of significant wealth loss in many cases by the third generation, we focus on the 100-year portfolio.

We have found that family offices often overlook simple yet optimal portfolio construction, resulting in assembling what turn out to be over a full cycle, expensive index portfolios with multiple investment managers. Multi-Act offers advice and multi asset solutions at a lower cost, with the goal of delivering higher overall risk



adjusted returns. Our commitment to transparency and client-centricity is evident in our fixed fee structure, devoid of hidden or any extraneous charges.

Our conflict-free approach allows families to access truly independent advice, spanning big-picture portfolio construction to individual securities level exposures. We meticulously align our strategies with clients & long-term goals and risk parameters, ensuring a well-directed and customised financial path for wealth preservation and growth.

Market-wise, what makes Multi-Act different from the competition?

Multi-Act embarked on its journey 25 years ago as a Family Office, evolving into a distinctive fiduciary ethos. Having lived through the challenges faced by most Family Offices, our experience sets us apart.

With over four decades in the global financial markets, we have developed a framework that we term the Global Rational Analysis Framework (GRAF). This comprehensive tool integrates fundamental, quantitative, technical, and behavioural analysis. On the investment management front, Multi-Act oversees segregated portfolios and alternative investment funds for UHNWIs and families through registered investment vehicles in both India and Mauritius.

Our research team is adept at conducting in-depth financial analysis on any of the 7,000 Indian and global companies in our database. Multi-Act's robust research capabilities enable comprehensive stress testing of portfolio line

items, covering equities, fixed income, commodities, and bullion investments. Our rigorous process endeavours to minimise behavioural biases, especially rife at inflection points and mitigates conflicts of interest. We strive to create resilient portfolios, reducing client portfolio costs by 50 to 150 basis points while enhancing returns by 150 to 250 basis points.

Can you illustrate this with an example of how Multi-Act made an Impact on a client?

Multi-Act has consistently delivered impactful outcomes to clients across various facets of investment expertise. We are committed to:

- Providing unbiased research and advisory services to institutional clients
- Delivering consistent and attractive risk-adjusted returns to our PMS clients
- Offering navigational assistance to family offices or UHNWIs in achieving their investment objectives.

One compelling example highlights our role as an unbiased capital market support for a well-established family office, referred to as Client 'XY' Family Office. Initially tasked with an independent assessment of their portfolio, we acted as a crucial cross-check on the activities advised by different agencies responsible for executing portfolio strategies.

Our monthly advisory services included streamlining the Indian Equity MF Portfolio, providing our perspective on Indian stocks held by their existing PMS agency, and offering insights on securities in their overseas portfolio

managed by an overseas agency. Our approach prioritised risk and capital preservation alongside absolute value growth.

As a firm built by investors for investors, we take pride in performing our fiduciary roles with utmost sincerity and integrity, achieving client satisfaction through our dedicated and personalised investment services.

What stage of development have you reached? What can you tell us about the next steps? Anything exciting?

We are currently focused on several key priorities in our development. Firstly, a major emphasis is placed on engaging with a broader and deeper range of family offices in the consulting domain. Secondly, our attention is directed towards continuing the pivot from a stock-picking, bottom-up approach focused primarily on Public market Equities to a more strategic, top-down Asset Allocation including Private Credit and investment strategies in Public Equities. This shift is built around the framework of conducting deep and rational analyses of the risks and potential rewards anticipated over the next decade. Lastly, we are actively working on bringing global investment opportunities to a wider audience of Indian investors.

These priorities mark our current stage of development, and the next steps involve executing these strategies to achieve our goals. We find these initiatives particularly exciting as they represent a significant evolution in our approach and outreach.

Looking back, what was the most obvious challenge you had to overcome when you started your family office?

Dissatisfaction with the breadth, depth, and the conflict of interests of financial intermediaries that families dealt with in the late 1990's. In 1991, I took the decision to personally manage my family & wealth. This shift reflected a commitment to achieving superior financial outcomes and marked the beginning of a new chapter in our family & financial journey.

In response to this challenge, I put together a dedicated team in 1998 to assist with the management of my family's assets. This decision not only signified a strategic shift in the approach to wealth management but also marked the inception of a more hands-on and proactive involvement in financial matters.

What is your reason for supporting the Indian Family Office Thought Leaders 2023 campaign?

Supporting the “Indian Family Office Thought Leaders 2023” campaign is driven by our commitment to assist in any way we can to secure a robust and prosperous financial future for family offices.



About Indian Family Office Thought Leaders List

“With Great Power Comes Great Responsibility”, individuals working with Family Offices have really come of age over the last decade and are now stepping up to lead the way in to the next one. The Indian Family Office Thought Leaders List is an attempt to identify such stand out individuals and institutions who are the guiding lights for the Indian Family Office community. This list will include the best thought leaders and industry influencers from among SFOs, MFOs, Family Office Service Providers, Researchers and Academicians.

The Indian family office ecosystem is still in a very nascent stage and is a subset of the Indian family enterprise ecosystem, which is as vintage and yet as contemporary as The Vedas. There are a lot of institutions and individuals who have contributed to strengthening of the family enterprise ecosystem. This list would have been incomplete without acknowledging both, those who are contributing to the Family Enterprise ecosystem as well as those working for the development of the Family Office segment.

In the inaugural edition, Priwexus received 80 self-nominations and 40 jury nominations. Out of these, Thought Leaders (individuals and institutions) across 9 categories have been shortlisted for the 2023 List.

These Thought Leaders are the ones who with their consistent work, high standards and unflinching perseverance have significantly added to the industry and who have achieved new growth trajectory by taking bold decisions, creating value for all stakeholders and innovating for a comprehensive impact. They are

individuals and organizations who have not only grown themselves but have also helped create a new generation of leaders and stupendous wealth for everyone associated with them.

We are confident this initiative by Priwexus & Multi-Act will broaden the family office ecosystem and highlight the importance and impact of the right practices. This initiative is also expected to provide a first-hand perspective on the opportunities and challenges that lie ahead for the next generation of family office principals, professionals and service providers.



Individual

Single Family Office

A dedicated and strategic leader responsible for overseeing the comprehensive wealth management, operational efficiency, and successful navigation of complex financial landscapes on behalf of a single high-net-worth family.

Woman in Family Office

An exceptional leader whose visionary guidance, resilience, and commitment to business excellence, family values and woman empowerment make a profound and lasting impact on the success and continuity of the enterprise, family and the society.

Family Office Advisor

A trusted and strategic guide, leveraging expertise in business succession, governance, and wealth preservation to empower family enterprises in navigating complexities, fostering continuity, and achieving long-term prosperity across generations

Family Office Gen-Nex Leader

A dynamic and forward-thinking young professional adept at navigating the challenges and poised to lead the family office domain into the next generation with innovative strategies and a commitment to legacy continuity.

Author

A prolific and insightful writer whose works offer profound perspectives, practical guidance, and invaluable insights into the unique challenges and successes of family-owned enterprises.



Institutional

Multi Family Office

An organization that seamlessly integrates expertise in wealth management, financial planning, and family governance, providing customized solutions to high-net-worth families with a commitment to preserving and growing generational wealth.

Family Office Service Provider

An exceptional leader whose visionary guidance, resilience, and commitment to business excellence, family values and woman empowerment make a profound and lasting impact on the success and continuity of the enterprise, family and the society.

Academic Institution

A renowned center of excellence that combines rigorous research, innovative education, and practical insights, fostering a deep understanding of family-owned enterprises and preparing the next generation of leaders for sustainable success.

Family Office Philanthropy

A philanthropy platform that seamlessly combines cutting-edge technology, strategic guidance, and a commitment to social impact to empower wealthy families to manage and amplify their charitable giving with purpose and efficiency.

Methodology

The methodology for selecting Indian Family Office Thought Leaders of 2023 involved a comprehensive and rigorous process to evaluate and recognize outstanding performance, innovation, and excellence within the family office sector.

Nomination Process

Various stakeholders of the family office ecosystem nominated themselves on the basis of overall contribution to this segment and/or specific achievements, innovative practices, or overall excellence in wealth management, governance, philanthropy, and other relevant areas.

Qualification Criteria

In addition to professional performance and other factors relevant to family office excellence, one criteria that the organizing team and jury were very sure of was overall impact on the family office ecosystem. This essentially included the selfless efforts made for the larger community outside one's own work requirement.

Independent Evaluation

Priwexus formed an independent panel of 10 including global family office experts and some of India's most prominent family office principals. A pool of another 10 industry experts from non-competing fields was formed to independently evaluate the nominees.

Scoring System

We implement a scoring system to objectively evaluate nominees based on predetermined criteria. This involved assigning numerical scores to different aspects of a nominee's performance, with the option for qualitative assessments as well.

Benchmarking Against Industry Standards

We benchmarked nominees against global family office best practices and standards to ensure that those who are shortlisted not only exemplify exceptional performance but also adherence to industry norms and ethical standards.

Confidentiality & Security

To maintain strict confidentiality throughout the evaluation process and to protect sensitive information Priwexus created an anonymous and unconnected Jury. Secure system protocols were implemented to safeguard the integrity of the list and maintain high standards.



2023 Thought Leaders



Nitai Utkarsh

Lead- Investment Strategy & Chairman's Family Office, Hero MotoCorp

Single Family Office



Aarti Gupta

CIO - Family Office
DM Gupta & Anikarth Ventures

Woman in Family Office



Waterfield Advisors

A Multi-Family Office and Wealth Advisory Firm that manages assets on behalf of several prominent Indian business families.

Multi Family Office



Sonu Bhasin

Family Business Historian, Independent Director, Business Author, Founder & Editor in Chief- Families & Business Magazine

Author



EY

A multinational professional services firm offering a wide range of assurance, tax, transaction, and advisory services to businesses worldwide.

Family Office Service Provider

Dasra

A Strategic Philanthropy Organization Based In India, Dedicated To Driving Social Change.

Family Office Philanthropy



Prasad Kumar

Founder & Family Business Advisor, Human Endeavour Associates

Family Office Advisor



Rishabh Shroff

Co-Head, Private Client & Head, International Business Development, Cyril Amarchand Mangaldas

Family Office Nex-Gen Leader



Thomas Schmidheiny Centre for Family Enterprise, ISB

An academic institution that combines knowledge, practice and innovation in the field of family business.

Academic Institution



Nitai Utkarsh

Single Family Office

“

If You Don't Come From A Rich Family Then A Rich Family Must Come From You!

”



Nitai Utkarsh

Lead - Investment Strategy & Chairman's Family Office, Hero MotoCorp

Nitai Utkarsh is a Family Office professional with more than two decades of cross-functional leadership experiences with Institutional and Boutique Multi Family Offices, and Globally active Single-Family Offices. He is widely recognized as a Family Office and Investments Thought Leader and has been a featured speaker at Global Family Office and Investment Forums (organized by entities such as Priwexus, Equalifi, Financial Times, CFA Society, CII, Pension Bridge, IVCA, Terrapinn, AltInvestor, Marcus Evans, Campden, Markets Group, Hindustan Times, Inventicon) across India, Middle East, China, South East Asia, Europe, and the USA. Nitai has also authored content on Demystifying Family Offices, and is an active trainer and mentor for budding Family Office professionals.



A CFA® Charter Holder and an IIT-IIM graduate, Nitai currently leads the Investment Strategy and Chairman's Family Office at Hero MotoCorp. Hero MotoCorp is one of India's leading companies (and the world's largest two-wheeler manufacturer for more than 20 years). With a market capitalization of nearly 10 Bn USD and a brand that's synonymous with the dreams and aspirations of many in the Indian middle class, Hero is a name that's locally entrenched and globally popular. With the third generation of the promoter family actively involved in the group business and family investments, the Family Office that Nitai leads is one that's significantly scaled in terms of both size and complexity.

Nitai has had the distinction and privilege to work on both sides of the advisory table. Starting out towards the beginning of the century as a software developer working on the investment and financial services application for a global tech major client, Nitai moved to a more entrenched Wealth Manager role for the private banking arm of one of India's largest private sector banks. Over the years, he has also been a part of entrepreneurial teams, both in the form of new business initiatives of established large companies as well as boutique standalone ventures.

As part of his current and previous roles, Nitai has been exposed to different aspects of running Family Offices and investing in various asset classes, actively participating in capital markets globally over time, giving him years of rich experience and an extensive network. Over his career, Nitai has led multi-functional teams at Private Banks, Institutional and Boutique, Multi and Single-Family Offices.

Nitai was one of the first professionals to work on the Multi Family Office concept in India as it started taking shape more than 15 years ago, key to developing and executing the first commercial launch of an MFO offering in the country. He has set up teams and processes for pioneering Multi Family Office firms and subsequently for large Single-Family Offices, spearheading many firsts in the Family Office space in India.



Nitai's expertise lies in solving complex structural issues (related to Family Governance, Global Wealth preservation and transmission) and in implementing portfolio risk-reward optimization techniques. He has set up two large Single Family Offices from ground up, laying down frameworks around family constitution, wealth structuring, estate management, family business, succession planning, legal/tax/accounting overview, and global cross-jurisdiction matters. Before starting to set up and lead Single Family Offices, Nitai has also advised multiple families on conceptualizing their family office structures, either as stand-alone Single Family Offices or through subscribing to services offered by Multi Family Offices.

In addition to multi-asset capital market investments across the globe, Nitai has specialized in early-stage private venture investment transactions, investing in sectors as diverse as air purification, electric vehicle manufacturing, co-living, ed-tech, social media, ride sharing, logistics SaaS, mobile entertainment, sports tech, consumer products, rooftop solar, EV charging infrastructure, B2B business platform, last mile mobility, smart kitchen devices, and more. Over the last 32 years, Human Endeavour has partnered with many Family Businesses. These partnerships have been through several years across two or three generations of a few family businesses.

The Family Office ecosystem in India has evolved greatly over the years and it's at the cusp of the next quantum leap. Professionals, entrepreneurs, fund managers, academics, regulators, and media have all realized the importance and sizeable contribution of Family Offices to the Indian financial system. As India plans to take on the largest economies of the world, Family Offices as providers of capital and harbingers of professionalization to corporate India have a huge role to play. As a professional who has seen the earliest seeds of Family Office being planted in the Indian soil, I am excited to work with, mentor, learn, and evolve with the ever-increasing family of participants in the Family Office ecosystem. I plan to fully utilize the opportunity granted to me to create and transfer knowledge about this evolving and beautifully maturing industry through various initiatives by the industry and the academia.

Waterfield Advisors

Multi Family Office



*Being Alone Has A Power That
Very Few People Can Handle*



Waterfield Advisors, The Growth Story

Waterfield Advisors is India's leading independent Multi-Family Office and Wealth Advisory Firm. Established in 2011, Waterfield now advises on over USD 5 Billion of assets on behalf of over 200 prominent Indian business families from its 7 offices in India.

Built on the fundamentals of trust, integrity, and transparency, Waterfield was one of the first boutique financial services firms, in the country, to introduce and pioneer the concept of investment advisory in wealth management.



Soumya Rajan

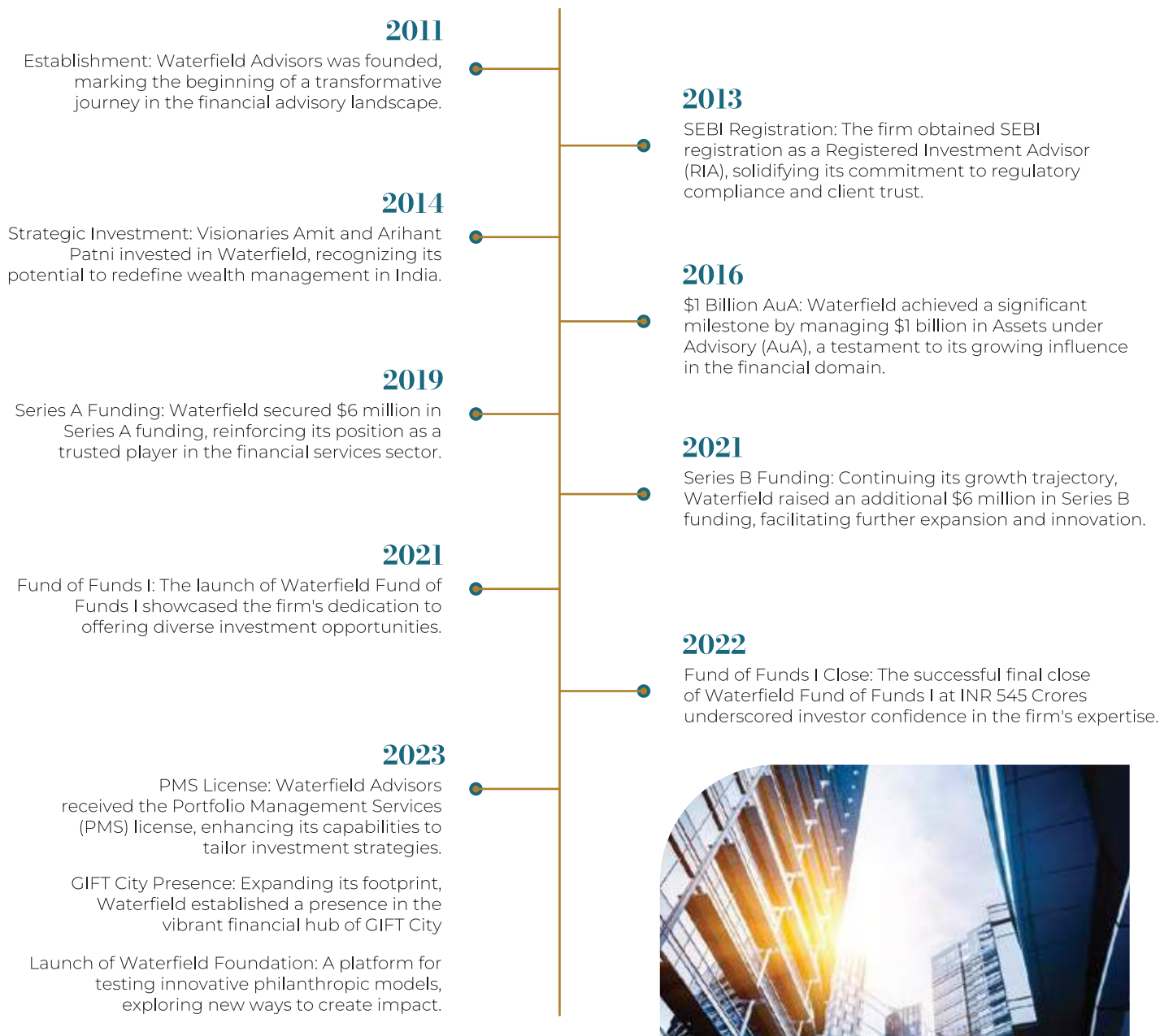
Founder & CEO, Waterfield Advisors

Drawing from decades of experience in private banking, Soumya Rajan, Founder and CEO, recognized the need of delivering holistic services to the UHNI community without any conflict of interest. Thus, Waterfield Advisors was set up as India's first pure financial advisory company taking on established banks and financial institutions that considered distribution as a norm in wealth management.

In 12 years, Waterfield has established itself as a trusted wealth advisor, having been internationally and nationally recognized. The firm has been a consistent recipient of prestigious awards & recognitions by reputed brands such as Asian Private Banker, Euromoney, Wealthbriefing Asia, The Asset Triple A among others.

While initially focused on UHNIs and family businesses, Waterfield has now expanded its horizon with new segments such as Bespoke Wealth (for startup founders, professionals etc) and HERitage (for women professionals, leaders, inheritors etc).

They key milestones in Waterfield's journey



In 2022, Waterfield organised the first ever Indian Family Business Awards, in association with Moneycontrol, with a view to recognise and reward family businesses, the backbone of the Indian economy. After a successful inaugural year, the second edition of IFBA was held in New Delhi and was attended by Union Minister Piyush Goyal as the chief guest, along with members of some of India's heritage business families.

Waterfield also publishes the India's Dollar Billionaire Study - An annual ranking of the dollar billionaires in the country, in partnership with Fortune India.

Going forward, Waterfield Advisors will continue to service India's rapidly growing UHNI and HNI community with its differentiated wealth advisory approach. The firm also plans to expand globally, and launch unique segments catered to specific sets of investors

Aarti Gupta

Woman in Family Office

“In Business, What You Don't Get Done Today Can Be Done Tomorrow But With Family, What Doesn't Get Done Today Is Gone Forever”



Aarti Gupta

CIO - Family Office DM Gupta & Anikarth Ventures

Dr Aarti Gupta was born and raised by entrepreneurial parents, in an environment that saw her family's journey from modest origins to building a conglomerate of Industries (Sanghi Group) compelling her from the very beginning to absorb the fundamental values of hardworking and resilience. Her educational pursuits led her across continents, earning her a master's degree in Economics from Northeastern University, a business studies diploma from Harvard University, and a PhD in Economics from IIT Kanpur.



Around 14 years ago, during her PhD studies, Aarti, after marrying into the Jagran Group's promoter family, became actively involved in the family's investment activities. Initially handling traditional investments like insurance and fixed deposits, she gradually diversified the portfolio, marking a significant shift in the family's asset management approach.

Currently Aarti oversees the family office of Mr. Devendra Mohan Gupta, Promoter and Director of the Jagran Group. The Jagran Group, established in 1942, is a significant business conglomerate in India with interests in media, education, real estate, and hosiery exports. Employing over 12,000 people and operating in more than 200 cities across India, the group's influence extends to both traditional and digital media. The group's flagship Hindi daily, Dainik Jagran, holds the distinction of being the most widely read daily as per the Audit Bureau of Circulation. Besides, it publishes various print titles across fifteen Indian states, producing around 100 editions in five different languages.

The family office plays a critical role in managing and strategizing investments for the family members, with a focus on diversification across various assets tailored to their individual goals and requirements. The office's evolution in investment strategies includes a balanced approach towards liquidity management, private equity, stock portfolios, debt structures, and personal real estate holdings.

As the startup sector evolved, Aarti embraced venture capital, starting with fund investments and later engaging directly with startups through Anikarth Ventures (formerly DBR Ventures). Her investment activities span participation in networks, interactions with venture capitalists, and investments in about 35 companies. In her distinctive role as one of the few women managing family wealth, particularly as the daughter-in-law, Aarti adeptly navigated conflicts of ideology, blending traditional beliefs with evolving investment philosophies. She played a pivotal role in shifting the investment focus from preservation to generation, with unwavering support from her in-laws, husband, and the extended family.



Aarti finds fulfilment in supporting entrepreneurs, providing financial backing, and mentorship. Beyond her roles in the family office and startups, she challenges societal norms as an economist, independent director, investor, and board member. As a TEDx speaker, she shares insights on entrepreneurship, investment, and finance, inspiring others to dream big. Additionally, as the National Head for FICCI FLO Start-ups, Aarti leads initiatives to support and empower women entrepreneurs. Her multifaceted roles underscore her significant impact on India's startup and investment landscape.

Today, as Aarti continues to navigate the complex world of investments and entrepreneurship, she remains grounded in the values instilled by her parents and enriched by the experiences within the Jagran Group. Her story is a beacon for those who dare to dream, challenge norms, and create their path in a world that often demands conformity. Her journey is a symphony of tradition, innovation, and the relentless pursuit of excellence.



*Dreams Can Only Become
Reality When They Become
Your Vision*



About EY

EY exists to build a better working world, helping create long-term value for clients, people and society and build trust in the capital markets. Enabled by data and technology, diverse EY teams in over 150 countries provide trust through assurance and help clients grow, transform and operate. Working across assurance, consulting, law, strategy, tax and transactions, EY teams ask better questions to find new answers for the complex issues facing our world today. EY refers to the global organization, and may refer to one or more, of the member firms of Ernst & Young Global Limited, each of which is a separate legal entity. Ernst & Young Global Limited, a UK company limited by guarantee, does not provide services to clients. Information about how EY collects and uses personal data and a description of the rights individuals have under data protection legislation are available via ey.com/privacy. EY member firms do not practice law where prohibited by local laws.

EY Family Enterprise

As trusted advisors to ambitious business-owning families, including more than 90% of the world's top 500 family enterprises, EY teams have the experience and know-how to support the entire family enterprise — family members, their family business and their family office. The EY approach to working with family enterprises is anchored in the EY Family Enterprise DNA Model. This model supports both the personal and business performance agendas of family enterprise leaders by pinpointing four key areas of focus to achieve their ambitions: family, values, business and assets.



We combine our understanding of these focus areas with decades of experience working with the world's most entrepreneurial families to create a framework for guided conversations on topics that matter most to family enterprise owners. EY Family Enterprise professionals can support you in identifying and optimizing the drivers that impact family businesses' growth and longevity, preserve wealth and culture, and solidify intergenerational legacies.

Private Tax Services

Amidst an ever-shifting tax landscape, EY Private Tax teams are dedicated to supporting your unique ambitions. Whether you are a private business leader, business-owning family or private capital investor, together we can create, preserve and transition long-term value across generations.

Thoughtfully structuring and managing your tax affairs is more important than ever. Working with an advisor who understands the complex range of tax matters impacting your business operations and your personal agenda is paramount.

EY Private Tax teams bring together tax and business advisors across the globe that share a passion for supporting your unique ambitions and needs through:

Family Wealth Tax, Accounting and Advisory services

- Tax advice and reporting for owners and families
- Succession, wealth and generational transition planning
- Family office and governance

Private Business Tax services

- Private capital agenda
- Business structuring, reorganizations, capitalization and liquidity
- Cash tax planning and effectiveness
- Compliance and reporting
- Tax risk and controversy management

Leaders

KT Chandy is a Partner and the India Private Tax co-leader at EY India. He has 25+ years of experience specializing in both Private business and Corporate Tax and Regulatory Services. Chandy has the overall responsibility for the Bangalore Tax practice of EY. Chandy leads the tax function in the Private business vertical focusing on family business, private equity and VC sectors and start-ups. He has advised a vast clientele of family businesses on succession planning, use of private trusts for succession of wealth and estate duty planning. He has worked with large Indian family business houses on a range of tax, advisory, reorganization and regulatory matters. He has also advised on family succession matters including creating family constitutions, private trusts and governance structures.



KT Chandy
Partner, Co-Leader - EY India





Surabhi Marwah
Partner and Co-leader
EY Private-Tax, EY India

Surabhi Marwah is the partner in the People Advisory Services practice in India, EY India/Co-leader for Private Tax. Surabhi has over 20 years of experience in the area of family succession planning, employee mobility covering employee taxation and advisory and for service offerings covering HNIs, Family business and specializes in various aspects of Employee Mobility including Immigration Planning, Exchange Control, formulation of Global Mobility policies for Inbound and Outbound assignees, Tax Planning and Compliance, Employee Deployment Structures and related framework of International Tax, Home & Host Country Tax and Social Security Regulations.



“
No Person Was Ever Honored For
What He Received. Honor Has
Been The Reward For What
He Gave.”



Dasra's Evoluton in Philanthropy A Journey of Impact and Collaboration



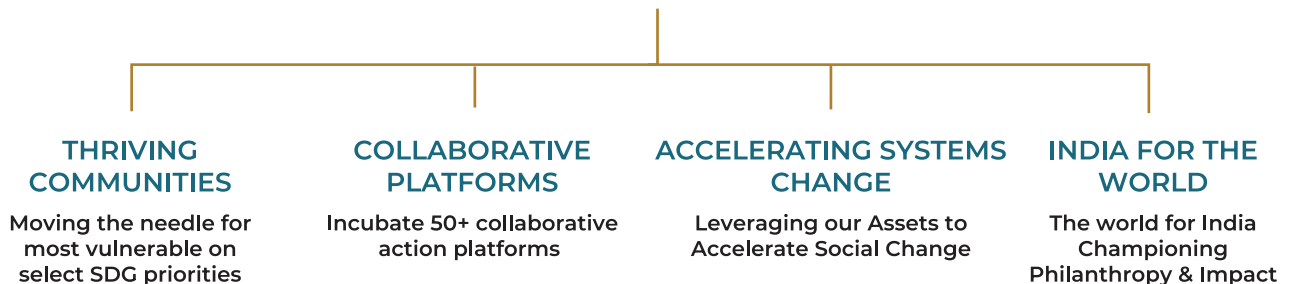
Neera Nundy
Co-Founder, Dasra

Dasra is one of India's foremost strategic philanthropy foundations, actively collaborating with funders, NGOs, government entities, and various stakeholders to drive accelerated social impact throughout India. With a remarkable history spanning over 24 years, Dasra has catalysed over \$400 million towards social causes in India, supporting more than 1,500 diverse NGOs across the country. Additionally, Dasra has provided advisory services to over 750 philanthropists, foundations, and corporates, published over 200 research reports and whitepapers, and has left an indelible impact on the lives of over 200 million people.

Dasra's vision remains rooted in our vision, mission, values and strategic pillars

Vision: A transformed India where a billion thrive with dignity and equity

Strategic Pillars



Mission

Dasra drives collaborative action to accelerate social change

Goals

Lead a strategic philanthropy movement with powerful partnerships

Deepen impact in focused fields through scalable solutions

Foster a trust-based network of stakeholders to grow social capital

Nurture uncompromising competence in a team inspired by social change

Value

Impact First | Integrity | Trust | Dynamic | Beyond the Rationale

Program Initiatives

- Dasra Adolescents Collaboratives
- Urban Sanitation
- ClimateRise
- Rebuild India Fund
- Informal Workers
- Philanthropy labs
- Neev
- Catalytic Philanthropy

Dasra has been successful in driving greater innovation, rigour and best practices that have shaped sectoral trends in India. It operates by bringing sector level insights, influencing trusted networks, unlocking philanthropic investments and leading impact led transformation.

Since its establishment, Dasra has garnered support from a range of philanthropists, both in India and globally, to spearhead collective initiatives. Throughout its existence, Dasra has played a pivotal role in shaping the landscape of critical issues, including adolescent health, the dignity of informal workers, and climate resilience etc. through collaborative action. For eg, in 2003, backed by the Bill and Melinda Gates Foundation, Dasra brought together 60 organizations to establish a national alliance devoted to inclusive sanitation. In 2017, Dasra introduced the 10 to 19 Adolescents Collaborative, receiving support from USAID, Packard, Kiawah Trust, VIP, and others, with a focus on advancing key outcomes such as health, education, and empowerment for girls. Over the years, Dasra has been instrumental in initiating more than 20+ such platforms.

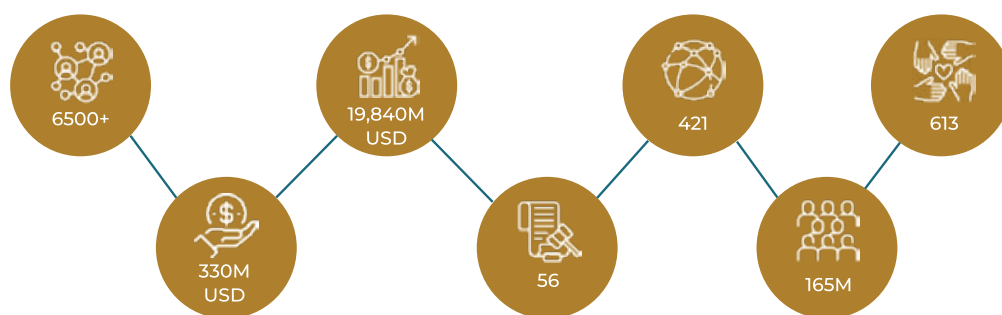


Deval Sanghav
Co-Founder, Dasra

Dasra's approach involves applying a Gender Equity, Diversity, and Inclusion perspective, leading with the strength of collaboration and insights to effect tangible, immediate change. Most recently, in response to changing funding scenarios and the COVID-19 pandemic, Dasra launched the Rebuild India Fund to build resilient NGOs and communities by championing proximate leadership, flexible funding, transparent participative governance, and reporting for impact. The fund currently serves 100+ NGOs working in remote geographies across 24+ states/UTs. The first 5-year flexible grant of USD 950,000 has been disbursed along with capacity building support. Rebuild will support 400 additional NGOs in the next 4 years.

In 2022, Dasra launched Giving; India's first and exclusive family philanthropy network, offering connections to credible NGOs and trusted philanthropy advisors, peer networking, theme-based learning and collaborative funding opportunities while mainstreaming the narrative on family philanthropy in India. GivingPi has on-boarded over 200 families within a year of its launch in India and globally, potentially influencing USD 14 million of their philanthropy. By 2030, GivingPi aims to annually channelizing USD 1 billion to social causes in India.

Powerful partnerships with stakeholders are a critical lever enabling us to impact millions: Impact so far



Dasra continues to bring together key stakeholders in the ecosystem to support and spotlight various issues.

- Since 2013, under the Dasra Social Impact (DSI) programs – Dasra has trained approximately 650 leaders of 500 organizations through its leadership programs. In partnership with Harvard Business School, it has helped bring their case study methodology to India's social sector leaders.
- Dasra, in partnership with Bloomberg, Societal Platform, and Stanford PACS has hosted a series of events and supported organizations under the Data for Good Exchange (D4GX) to enable data agencies for India's most vulnerable communities.
- Dasra continues to anchor multiple roundtables and discussions on mainstreaming philanthropy and spotlighting the needs of India. In September, we held the 8th edition of the Dasra Philanthropy Forum in New York which brought together 100+ participants. In March 2023, we held the 14th edition of Dasra Philanthropy Week, India which saw representation from 20+ countries learning, discussing, and reflecting on the role of philanthropy in India.

Dasra's journey is marked by a steadfast commitment to catalysing social change through strategic philanthropy, impactful collaborations, and innovative solutions. Its evolution over the years showcases a dedication to staying at the forefront of the philanthropic sector, leading the way towards a transformed and equitable India.



Prasad Kumar

Family Office Advisor

“The Family Serves The Business. Neither Will Do Well If The Business Is Run To Serve The Family”



Prasad Kumar
*Founder & Family Business Advisor,
Human Endeavour Associates*

Prasad Kumar is a seasoned professional dedicated to supporting the intricate balance between family dynamics and business success. In the intricate world of family-owned enterprises, where the lines between familial relationships and corporate responsibilities often intertwine, our coach brings a wealth of experience and expertise. With a deep understanding of both the complexities of running a business and the nuances of family relationships, our Family Enterprise Coach is poised to navigate the challenges unique to family enterprises. Through tailored strategies, thoughtful guidance, and a commitment to fostering open communication, our coach aims to empower families to build resilient enterprises that transcend generations. Whether addressing succession planning, governance structures, or conflict resolution, our Family Office Coach is here to champion the long-term success and harmony of your family-owned business.



CORPORATE CAREER

After his post-graduation in Management in 1971, Prasad worked for twenty years in a few “gold standard” companies including Madura Coats, Computer Maintenance Corporation, Wipro and Thermax. He believes he was privileged to be the Business Chairman and member of the Group Holding Board of the GMR Group prior to his retirement from executive roles.

PROFESSIONAL TRAINING

In the initial phase of his career, Prasad pursued his internship and certification in Applied Behavioral Sciences and Group facilitation, and life membership of the International Association of Facilitators. He worked in advancing his management education at the University of Manchester.

He also built his knowledge and skills in Family Business Advisory after his 13-year association with Thermax out of which 6 years were as an employee and 7 years as an advisor. This educational journey in Family Business took him to Kellogg as an Executive in residence.

ADVISORY AND CONSULTING

In 1991, he founded Human Endeavour, a niche consulting firm – the aim was to partner family and non-family businesses to get future ready – both for growth and perpetuity. The center of gravity and anchor partnerships were largely with Family Businesses.

Over the last 32 years, Human Endeavour has partnered with many Family Businesses. These partnerships have been through several years across two or three generations of a few family businesses.

ADVISORY AND CONSULTING

Prasad's training in facilitation skills and group dynamics formed the nature of his practice. "Culture before Structure" has always been his approach. He believes education and awareness as starting points for change in the family enterprise consulting practice. According to him, once values, relationships, mind-sets and culture are harmonized, governance structures and processes can be designed to lock in and intertwine to produce sustainable outcomes.

Prasad has also worked very persistently to build the internal capabilities of the companies he partners.

He is very thankful to each and every client for learnings and improvements in his work with them.



Thomas Schmidheiny Centre for Family Enterprise, ISB

Academic Institution



*Family Is Not An Important
Thing. It's Everything.*



Vision

To create value for society and business families by developing their stewardship capabilities.

Mision

Be a catalyst and change agent for perpetuating the stewardship role of business families especially from India and other emerging markets by creating and disseminating world-class knowledge and by providing reliable and attractive platforms for sharing and learning.

About the Centre

Family businesses make a major contribution towards wealth creation, job generation, and increasing competitiveness in countries around the world. Their contributions in India have been and will continue to be even more profound. Although the unique challenges and opportunities faced by them are an important subject of management research globally for some time, it was not so in India. To address this gap, a Chair was set up in 2006 at the Indian School of Business, which later developed into a full-fledged Centre in 2015 with generous support from Thomas Schmidheiny, Founder and Chairman of Spectrum Value Management, Ltd, Switzerland.

The Centre combines conceptual and evidenced based knowledge, insights, practice, and innovation in the field of family enterprise to foster the prosperity and perpetuation of family businesses across generations. In its mandate to continually create platforms for the exchange of insights and knowledge among diverse stakeholders, the Centre has been engaging closely with leading and aspirational business families and their businesses in India and Asia, through conferences, workshops, roundtables, and forums. The bi-annual Asian Family Business Conference hosted by the Centre is one such initiative that has gained immense popularity over the years. It has been taking pioneering initiatives to promote conversations on cutting edge topics such as women in family business, entrepreneurial, progressive and gender inclusive families and perpetuating, nurturing and growing family wealth and legacies through good governance, family harmony, conflict management, mediation, grooming of next generation leadership, entrepreneurship, succession, professionalisation, family office, philanthropy, etc.

Sougata Ray



Kavil Ramachandran



Nupur Pavan Bang



Sushma GNVS



Astha Mishra



Tajuddin Malik



Anupreet Kaur

The Centre has forged several collaborations with academic institutions and professional organizations at both the national as well as international level. These engagements have helped the Centre to contribute significantly to the growing body of research on various aspects of family business and their wider dissemination.

In the past, family businesses in India were perceived to be orthodox, unprofessional, and unstable. Today, however, there is increasing awareness among the business families on the need for good governance, professionalisation and strategic transformation of family enterprise ecosystem to capitalise on the emerging opportunities and lead the economic transformation of India. Family businesses face certain unique challenges that are highly influenced by the culture and environment in which they originate and is embedded. In a multi-cultural and diverse country like India with long and unique civilisational history, instead of a one-size-fits-all approach, family businesses need customized solutions backed by evidence-based research and spirit of experimentation. To grow and prosper across generations, it is important for them to not only transform and adopt cutting edge management practices developed across the world, but also experiment to develop cutting edge next practices. This is the only way they can continue to thrive over several generations, creating wealth not just for business, but for society at large and making the collective dream of transforming India a reality.

Guided by this sense of purpose over the years, the Centre has endeavoured to contribute systematically to the growing body of research on various aspects of family business. The Centre has also brought together faculty, family business leaders and practitioners from India and abroad with the aim of combining theory and practice to enhance research and innovation in the field of family business.

Founded by Professor Kavil Ramachandran and currently led by Professor Sougata Ray, the Centre is committed to evangelise, collaborate, and assist transformation of family enterprises by creating and disseminating conceptual and practical knowledge and insights through evidence-based research, education, publications, conferences and outreach activities. With limited management literature available on addressing the challenges faced by family businesses in India, the Centre has prioritised its commitment to lead the advancement and dissemination of knowledge suited to India and similar contexts.

Milestones

Organising prestigious Asian Invitational Conferences on Family Business regularly since 2007 to serve the needs of Asian family businesses.

Organising first ever Roundtable on Women in Family Business in India, to be an annual feature, to evangelise gender inclusivity.

Presenting numerous Research Papers at top international conferences and publishing regularly in leading journals.

Centre's team members are recognized amongst the top family business thought leaders globally.

Conducting many open and customised short duration programmes and workshops on topics covering family business growth and transformation, conflict resolution and mediation in family businesses, involvement and role of the Next Generation, Role of Women, Advisors, and Board of Directors in Family Businesses.

Facilitating many Webinars, White Paper and Book Launch events, Masterclass, Roundtable Sessions and Speaker Series independently and also in collaboration with industry organizations such as, CII, FICCI, JITO, YI and YPO to organize awareness workshops.

Publishing many Case Studies on family businesses including at Harvard Business Publishing, Ivey Publishing and Sage Business Cases.

Publishing The Family Enterprise Quarterly, a widely read and highly regarded magazine, earning acclaim and appreciation among stakeholders in the family business community.

Creating and continuously improving a unique database on Indian family firms for research.

Numerous articles in magazines, book chapters and white papers have been published, covering a range of family business topics, in both Indian and international publications.

Active participation in media discussions on business family and family business matters through contributions to India and international media platforms.

Creating a formidable grooming platform for budding researchers - several of Centre's former research associates are now PhD students at top universities globally, including MIT and Columbia.



About Indian School Of Business

Indian School of Business (ISB) is a global Business school offering world-class management education across its two campuses – Hyderabad and Mohali. The School has grown at a rapid pace over the sixteen years since its inception and already has several notable accomplishments to its credit – it is the youngest school ever to consistently rank among the top Global MBA programmes, one among the select 100 global B-schools to have AACSB and EQUIS accreditation, one of the largest providers of Executive Education in Asia, and the most research-productive Indian management institution. A vibrant pool of research-oriented resident faculty, strong academic associations with leading global B-schools and the backing of an influential Board, have helped the ISB fast emerge as a premier global Business school in the emerging markets.

“India stands at the precipice of transformative growth, where the enduring commitment of family businesses, with their patient capital, emerges as a cornerstone for sustainable wealth creation. The pivotal role of family offices in seeding innovation, scaling businesses, and investing in nationally significant projects underscores their vital contribution. The Thomas



Schmidheiny Centre for Family Enterprise at the Indian School of Business shares common dreams with the business families and is dedicated to fostering knowledge creation, championing best and next practices, and partnering in their exciting transformative journey of growing family business, wealth, identity and legacy while further solidifying the nation-building role”

- Sougata Ray, Thomas Schmidheiny Chair, Professor of Strategy & Entrepreneurship Practice, Executive Director, Thomas Schmidheiny Centre for Family Enterprise, Indian School of Business



Rishabh Shroff

Family Office Gen-Nex Leader



Always Deliver More Than Expected.



Rishabh Shroff

*Co-Head, Private Client & Head,
International Business Development, Cyril
Amarchand Mangaldas*

Rishabh Shroff is a Partner in Cyril Amarchand Mangaldas. He is based in the Mumbai office of the Firm. After completing his LLB at the London School of Economics, London, he joined the Firm in September 2007. He was admitted as an advocate in the Bar Council of Maharashtra & Goa (India) in 2007. He is also a Solicitor, Supreme Court of England & Wales.

Private Client Experience

Rishabh is the Co-Head of the Private Client practice at the Firm, specializing in family constitutions and settlements, trusts, wills and succession planning. He provides succession, taxation, estate and wealth planning advice for wealthy individuals and their families, who are often promoters of large family businesses.

He provides related advice to trustees and other private client service providers, such as family offices and institutional / corporate trustees.

Rishabh advises on a number of issues, including the creation and management of domestic trusts, and has experience of advising both trustees and beneficiaries in relation to their relative rights, responsibilities and obligations. He is experienced in the drafting and creation of inter-vivos trusts and their constitutional mechanisms, and has experience in dealing with complex issues such as settler reserved powers, protector powers and appointment mechanisms. He also frequently advises on complex issues arising under the Indian exchange control regime (including in respect of Non Resident Indians and foreign trusts and companies), SEBI Takeover Regulations and the SEBI Listing Agreement etc.



Rishabh is involved in the setting up and administration of a number of bespoke private trust companies in India. He also advises on a number of charitable and philanthropic endeavors, including on India's statutory Corporate Social Responsibility regime.

Rishabh was featured in detail in a landmark publication on family business and the next generation of corporate India, "The Inheritors: Stories of Entrepreneurship and Success" by Sonu Bhasin (Penguin Books, November 2017) . The said book talks about his journey in his own business, and how those personal experiences have help him better understand the dynamics between family & business.

Japan Desk & Corporate Experience

Rishabh is a Partner in the Firm's Corporate team, specializing in foreign investments into India, private mergers & acquisitions and joint venture transactions. He had worked in the Firm's Projects & Projects Finance (infrastructure) team for 2 years (2007 - 2009).



Rishabh is the Co-Head of the Firm's Japan Desk, and works very frequently with many Japanese clients. He has been part of the Japan Desk for over 13+ years, and during this time has advised a number of leading Japanese and international companies on their investments into India. He is responsible for managing the Indo-Japanese transactions handled by the Firm, and for building and maintaining relationships with its clients in Japan. He regularly travels to Japan for speaking and participating in various Indian focused seminars. Rishabh had worked for 3 months in Homburger AG (Zurich) in 2008 as part of a Secondment Program between the Firm and Homburger AG. He was also seconded to Withers LLP (London) in August 2013 for 4 months, and to Cravath, Swaine & Moore LLP (New York) in July 2007 for 5 months.

WWF India

Rishabh is the Philanthropy Ambassador for WWF India. As an active philanthropist and someone who is deeply concerned about the environment, Rishabh works closely with WWF India on various policies, initiatives and activities across the year, including on matters of environmental policies and changes.

Rankings, Awards & Accolades

- Ranked 'Band- 2' at Chambers and Partners, 2023 for Private Wealth Law in India
- Recognised in 'IBLJ's A- List Lawyers', 2022-2023
- Recognised as '50 Up and coming Future Legal Leaders' at Indian business law journal (IBLJ), 2022

- Ranked 'Top Individual lawyer' at Forbes PowerList, 2021
- 'Recommended Lawyer', for private client by Legal 500, 2021, 2022 & 2023
- Featured in "The Economic Times 40 under Forty: India Inc's Top Young Leaders 2021" list as published by The Economic Times and Spencer Stuart.
- Ranked continuously since 2017 as one of the top specialist private client / family business lawyers in the world, by the UK's prestigious legal publication, Legal Week. Featured in Legal Week's & the American Lawyer's flagship publication, Private Client Global Elite. In 2017, he was the only lawyer from India, and one of only a handful in Asia, to achieve this recognition
- Ranked as BAND 1 by the prestigious Chambers & Partners Chambers HNW 2017 Guide, as well as in the Chambers HNW 2016 Guide as well. The Guide has written, "Sources particularly highlight Shroff & commitment to developing the firm's & private wealth offering: "He has a keen interest in this sector", notes one interviewee, with another adding that "Shroff is particularly focused and passionate about this area of law" (Rishabh) Shroff also advises HNW clients on the complex issues which arise from trust governance mechanisms and is involved in the setting up and administration of a number of bespoke private trust companies in India. He also provides legal services in relation to philanthropic and charitable endeavours.
- Rated as one of Asia's '40 Under 40' lawyers by Asian Legal Business, October 2018.
- Awarded the 'Most Promising Private Client Professional' award by the India Wealth Awards 2019, Association of Wealth Management of India.
- Ranked as a 'Leading Individual' by the Legal 500 Asia Pacific 2021 & 2022 rankings.
- Awarded the 'Private Client Lawyer of the Year 2015' award by the prestigious publication, 'The Asian Lawyer' in November 2015.
- Awarded the 'Rising Star' Award at the 'Legal Era Gennext Congress & Awards' in March 2016.

Membership & Leadership Positions

- Chair, Maharashtra Chapter, FICCI Young Leaders Forum.
- Senior Committee Member, Confederation of Indian Industry (CII) Western Region Family Business (FBN) Committee.
- Trust & Estate Practitioner (TEP), Society of Trust Estate Practitioners (STEP) Committee.
- Former Founder / Director and Senior Member of 'STEP Estate Planning India Private Limited', the Indian Chapter of STEP.



- Member, International Bar Associate India Working Group.
- Head, International Business Development at the Firm.

Publications

- Regular / monthly columnist in the Mint Newspaper covering topics of personal finance, succession and estate planning.
- “Like Son, Like Daughter”, published in the Trust Quarterly Review, Vol 18, Issue 4.
- Published extensively across various STEP global publications and newsletters.
- Quoted and published extensively in the Economic Times, Mint Newspaper, Business Standard etc.
- General Editor, ‘enTrusted’, the Firm’s flagship and bespoke publication on family business, estate and succession planning.
- General Editor, ‘Shinkansen to India’, the Firm’s flagship and bespoke publication dedicated for its Japanese clients.
- Rishabh also frequently publishes various articles on the Firm’s Blog
- Other older publications include: “Budget 2013: Will India’s proposed inheritance tax be a ‘heir’ raising experience?” (Economic Times, February 28, 2012); “Succession Planning in Family/Promoter driven companies” (Spencer Stuart Board Index 2012); “The Evolving Role of Marwari Women in Business” (Marwar Magazine, March / April 2015 Edition); The International Comparative Legal Guide to: Private Client (2015 and 2016 Editions); Private Wealth Guide for Asia (Indian Chapter) (2012); “Rapid wealth creation fuels fast growth for India’s advisors”, (Citywealth Magazine (UK), September 2015).

Rishabh is a keen writer, and hopes to release a number of publications in the area of Private Client law in the near future. When he is not writing, Rishabh can be found reading, travelling extensively, playing the piano or playing badminton.



Sonu Bhasin

Author

“

*Being Rich Is Having Money
Being Wealthy Is Having Time*

”



Sonu Bhasin
Founder and Editor-in-Chief
Families & Business

Sonu Bhasin is one of the early and senior women professionals in the industry. In her career of over 30 years, she set up and managed large businesses, and diverse teams, across financial and non-financial sectors in India and overseas.

Sonu led various businesses in senior leadership positions during her corporate career. She began as a TAS (Tata Administrative Service) Officer with the Tata Group and spent 13 years with the Group before becoming a Banker. As a Banker, she was a Director at ING Barings, President Axis Bank, Group President Yes Bank before going back to the Tatas as COO Tata Capital Limited.



Sonu is an Independent Director on Boards of well-known and reputed domestic and multinational companies.

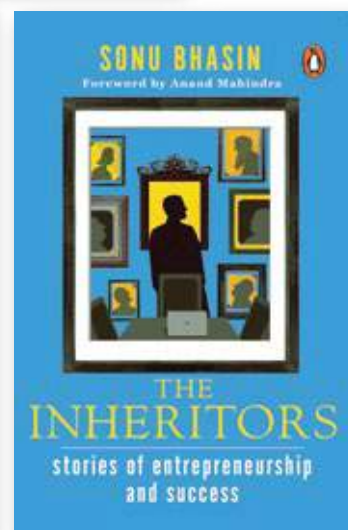
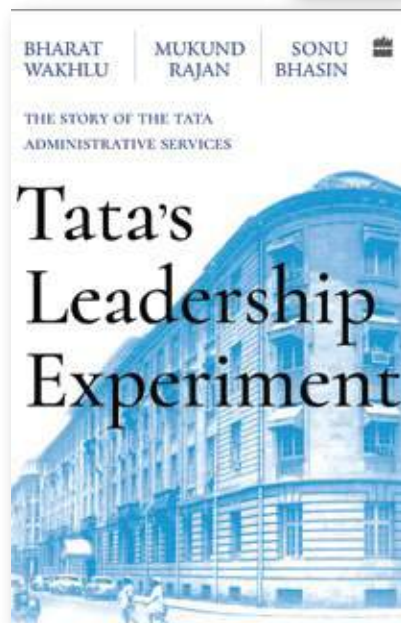
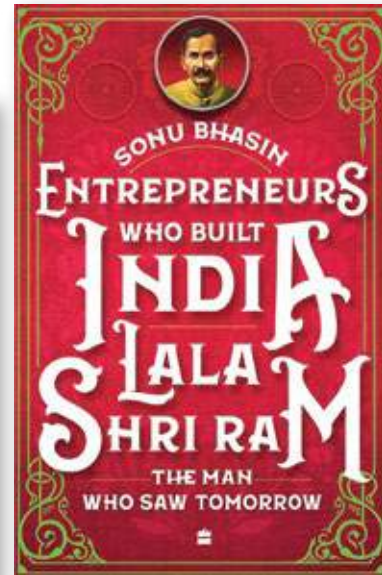
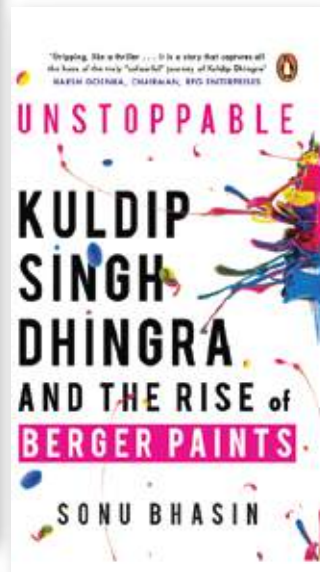
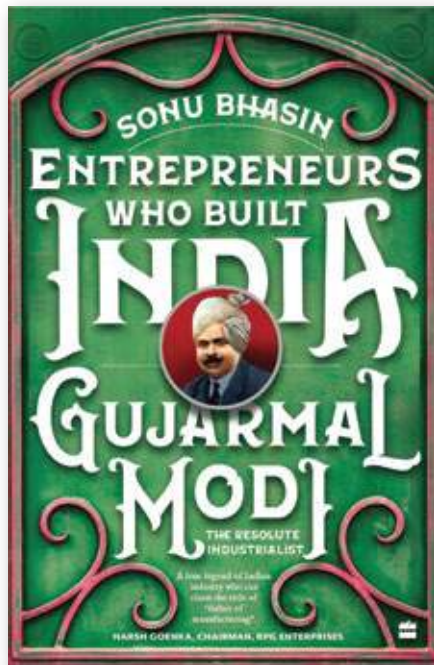
She now focuses on family businesses and is the Founder of FAB – Families And Business. She is a family business historian. Sonu has worked extensively with both, the patriarchs and the inheritors of family businesses and has enabled them to focus on building multi-generational businesses.

Sonu is also a Business Author with five published books till date. The Inheritors – Stories of Entrepreneurship and Success, and Unstoppable – Kuldip Singh Dhingra and the Rise of Berger Paints, are published by Penguin Random House; Gujarmal Modi : The Resolute Industrialist – is the first in the multi-book series titled Entrepreneurs Who Built India published by HarperCollins. Her book, Tata’s Leadership Experiment – Story of the TAS is the untold story of the elite cadre of the Tata Group. The latest book written by her – Lala Shri Ram : The Man Who Saw Tomorrow – is the second book in the HarperCollins Series. All her books are best sellers in the business books genre.

Sonu is also a columnist with The Economic Times, the leading financial daily of India. Her YouTube Channel is a place for people who want to listen to her meaningful conversations with a cross section of successful people – including family business owners

She has been named as one of the Global 100 most Influential individuals for family enterprises in 2020. She was inducted into the FBU Family Business Hall Of Fame in 2022.

Sonu has a degree in B.Sc (Hons) Mathematics from St. Stephen's College, Delhi University and a MBA from Faculty of Management Studies, Delhi University.



About Priwexus



Priwexus is a unique membership community of single family offices, prominent business families and individuals of significant wealth in India. Priwexus is an impartial peer-to-peer networking forum dedicated to serve all the key focus areas of successful families including investments, philanthropy, family governance, tax, legal, estate management and next-gen education.

Priwexus offers a premier gateway to Indian Family Offices & HNW Families to connect and learn from their counterparts across the global Family Office Community

Priwexus VFO

Priwexus VFO is a collective of experts who can manage all the family office needs in an integrated, holistic manner while remaining affordable, flexible, and easy for a family to manage.

The VFO Partners come from different specializations; however, instead of being in siloes, these professionals work together to create a seamless approach, facilitated through well-defined governance, structure, and process.

Benefits of the VFO:



Infinite access to the right professionals (no gatekeepers)



Harness the experience and competencies of your existing, proven professionals



Variable cost model



Client does not need to integrate advice



Focused on client (objective advice)



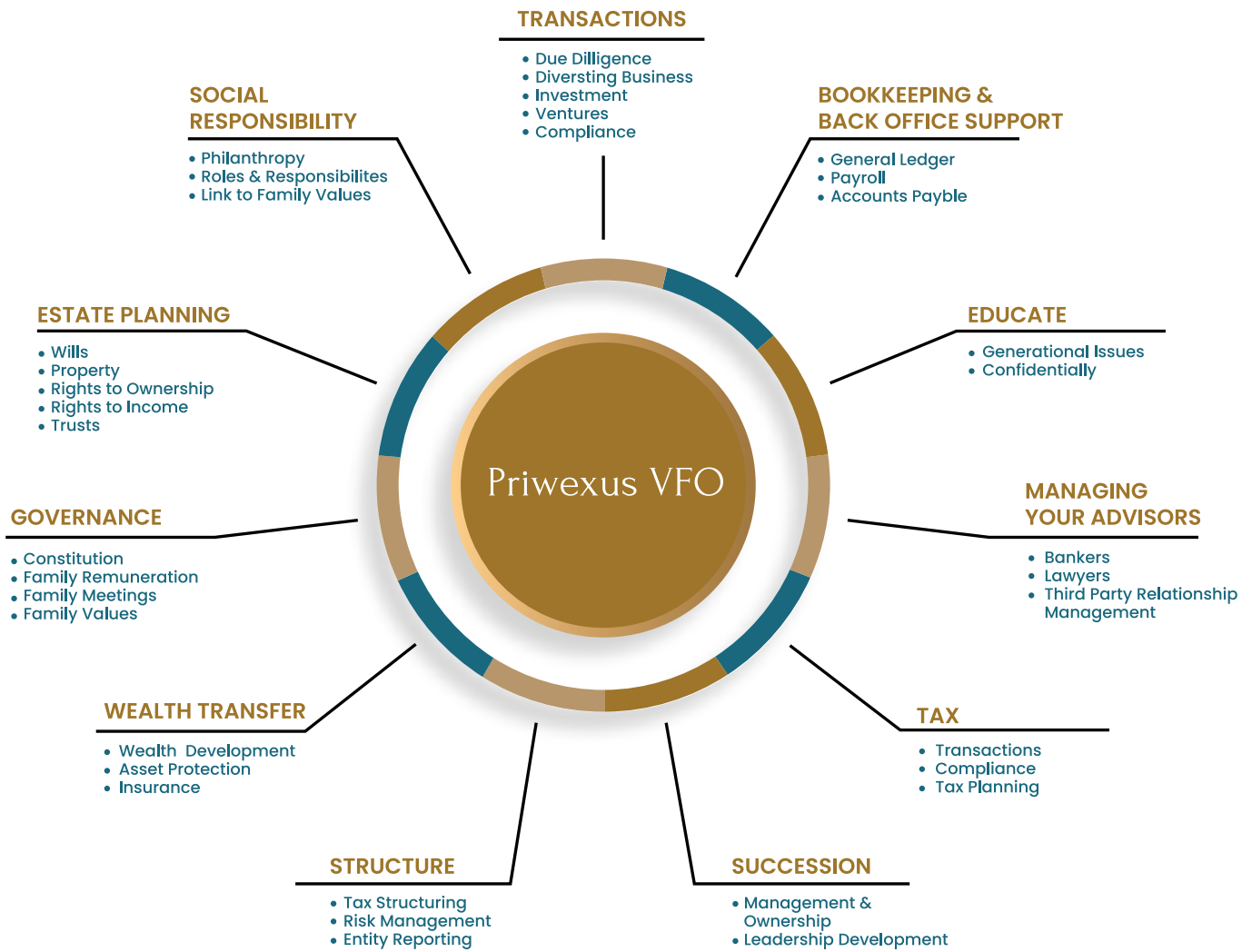
Eliminates planning gaps



Qualitative rather than quantitative



VFO SERVICES





PRIIWEXUS *Vfo*

Helping you navigate the opportunities and challenges that come with significant wealth



PRIWEXUS

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