Journey of a *wealth manager*

Careers in wealth management

- How big is the opportunity?
- What does it take to get success?
- What roles exist?
- What about growth?
- Is it for me? How do I make the move?

#myjourney

Careers in wealth management

- early days
- stumbling upon wealth management
- disillusionment!
- unlearning: creating a wealth management business

#opportunity

Wealth management is a BIG business!

▶ US: Top 3 players' AUA: 40% of GDP; China: Top 2 are 6% of GDP

\$ Bn	USA		China	
	Schwab	Morgan Stanley	Citic	Ping An
AUM	3,600	2,500	450	350
WM revenue	10	17	3	2.8
Financial advisor count	4,500	16,000	NA	NA
Market cap	54	70	45	235

Does India offer this opportunity?

Wealth management has evolved into a *mainstream* industry...

Early Stages: Indian Private Sector Banks

HDFC BANK

Ficici Bank

- Cross-sell Mutual Funds and Insurance
- Targeted captive client base

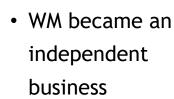
Entry of Foreign Players

Image: StanleyMorgan
StanleyCredit SuisseHSBC Image: HSBC

- Introduced true
 Private Banking
- Performed well during initial years
- Retreated during global financial crisis

Emergence of Independent WM





- Era of localization
- Offering solutions beyond investments

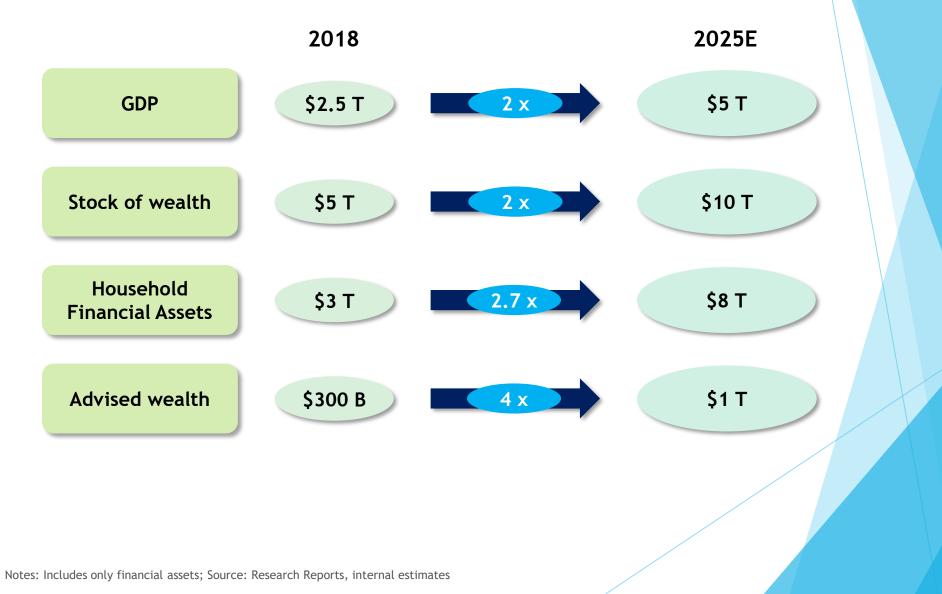
2000

2007

2010



...and is a large and growing opportunity



Demand is not a constraint!

we are at an inflection point... ... IT, Banking, Insurance in late 1990s-early 2000s

what's wealth management?

why do we exist?

"help our clients spot opportunities and trends... protect them from risks." #lesson 1: wealth management is not only investment management

#lesson 2: developing competencies

Relationship management Knowledge of economy, financial markets, asset classes Products and services

Technology

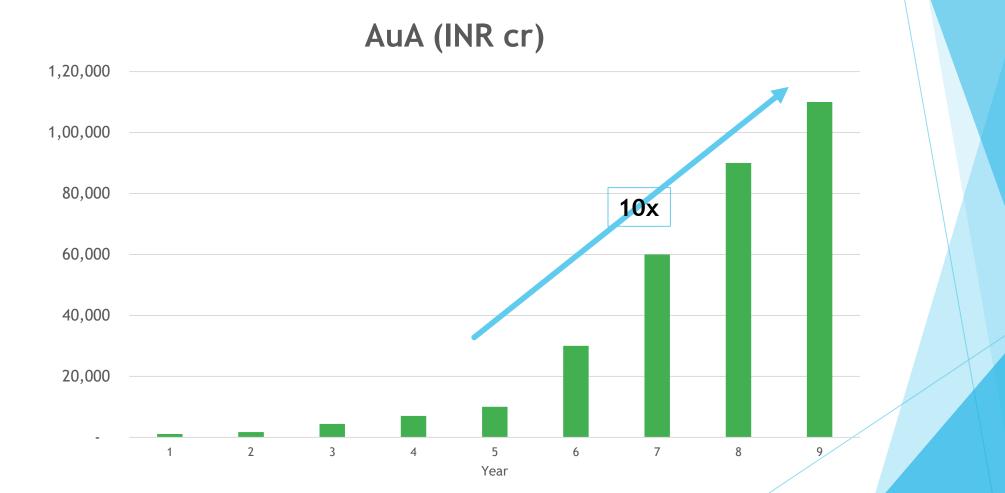
#lesson 3:empathy!

#lesson 4: what does it take to be a great wealth manager?

Curiosity Imagination Global perspective Dealing with volatility Patience!



Here's how we've grown over 10 years



welcome to a great future!