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## Avendus Wealth Management appoints Arvind Bansal as Head of Products

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Mumbai, July 14, 2014

Avendus Wealth Management, a subsidiary of Avendus Capital, today announced the appointment of Arvind Bansal as Head of Products. He will be a part of the leadership team reporting to George Mitra, CEO, Avendus Wealth Management.

Based in Mumbai, his key responsibilities will include strengthening the existing product capabilities in equity, fixed income and real estate asset classes. He will lead the development of alternatives asset class practice for wealth management, with special emphasis on private equity and leverage Avendus group's strength in the business.

Arvind joined Avendus from Ocean Dial, a boutique asset management firm. He has also been the CIO for the multi-manager business of ING Mutual Fund, in his earlier role. His prior experience includes terms at KPMG and Prudential ICICI.

An engineer by qualification from IIT Delhi and an MBA from ISB Hyderabad, Arvind has an overall experience of 16 years, with last 11 years in the asset management business.

Commenting on his induction, Avendus Wealth Management's Chief Executive Officer, George Mitra, said, "Arvind's extensive experience will be very helpful in delivering customized products to our clients, which has always been the key differentiator for Avendus Wealth Management. His domain expertise will help us provide better returns and mitigate risks through robust product structuring. We look forward to working with him in talking the wealth management business to a next level."

Avendus Wealth Management focuses on providing its customers customized investment solutions in equity, fixed income, real estate and alternate investment classes. Avendus Wealth Management has also been ranked as one of the top choices among HNWIs as per the AsiaMoney Private Banking Poll 2013 in the > US \$ 25M group. The team currently provides investment advice to 140 High Net Worth families in India and in the USA.

Avendus Wealth Management is a SEC (Securities and Exchange Commission) Registered Investment Advisor in the US to conduct investment advisory business in select jurisdictions. The firm is uniquely positioned and is perhaps the only firm in India that is able to conduct investment advisory business with Non Resident Indians ( NRIs) and Qualified Financial Institutions(QFIs) based in the US. Avendus Wealth Management is also able to leverage its tie-ups with global partners to guide its Indian clients on a vast range of investment solutions in overseas products.

### NEWS RELEASE

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**Avendus Capital**  
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## **About Avendus Capital:**

Avendus Capital is a leading financial services firm which provides customised solutions in the areas of financial advisory, equity capital markets, alternative asset management and wealth management. The firm relies on its extensive track record, in-depth domain understanding and knowledge of the economic and regulatory environment, to offer research based solutions to its clients that include institutional investors, corporations and high net worth individuals/families. In recent years, Avendus Capital has consistently been ranked among the leading corporate finance advisors in India and has emerged as the advisor of choice for cross-border M&A deals, having closed around 38 cross-border transactions in the past 5 years. Avendus PE Investment Advisors manages funds raised from its investors by investing in public markets, while Avendus Wealth Management caters to investment advisory and portfolio management needs of Family offices and Ultra High Networth Individuals / families, spanning all asset classes. Headquartered in Mumbai, the firm has offices in New Delhi and Bangalore.

Avendus Capital, Inc (US) and Avendus Capital (UK) Pvt. Ltd. located in New York and London respectively are wholly owned subsidiaries offering M&A and Private Equity syndication services to clients in the respective regions. Avendus Capital, Inc (US) also provides wealth management services to clients in select jurisdictions in USA.

For more information, please visit [www.avendus.com](http://www.avendus.com)