

Launch of the Avendus Wealth – Hurun India U30 List

July 2025 • India

Avendus Wealth and Hurun India unveiled the inaugural edition of the Avendus Wealth – Hurun India Uth Series 2025 with the U30 List, recognising 79 outstanding young leaders who are making a significant impact across the Indian economy.

Apurva Sahijwani, MD & CEO, Avendus Wealth Management, said “One of the most striking shifts we’ve seen in recent years is the changing face of entrepreneurship in India. Today’s founders are starting earlier, scaling faster and bringing a global perspective to everything they do. In the process, they are transforming industries and expanding India’s presence on the world stage. This shift inspired us to create the Uth Series in partnership with Hurun India. The series celebrates a new-age entrepreneurial spirit across three age groups: Under 30, Under 35 and Under 40. We begin this initiative with the Under 30 List, which highlights some of the country’s most promising and youngest leaders. These entrepreneurs are building high-impact ventures and challenging conventional paths to success.

At Avendus Wealth Management, we believe in a multidimensional approach to wealth. Positioned within one of India’s leading financial services firms, our ability to partner across life stages and business cycles has always been at the heart of the Avendus franchise. We work closely with clients across life stages and business cycles, whether it is raising growth capital, structuring credit, accessing capital markets or designing intergenerational wealth strategies.

This initiative goes beyond recognition. It is also an opportunity for us to understand their journeys, their ambitions and the challenges they face. This helps us become better partners to them, going beyond traditional wealth management to support their broader goals.

The Under 30 list is just the beginning. The series will continue to unfold into the Under 35 and Under 40 groups, eventually culminating in a deeper report that captures the voices and trends that define India’s next generation of entrepreneurs. We hope their stories resonate with you as strongly as they have with us.”

Anas Rahman Junaid, Founder & Chief Researcher, Hurun India, said, “Since 1999, Hurun has championed the spirit of entrepreneurship, while Avendus has been a close witness to the remarkable growth journeys of some of India’s most dynamic companies, and with the Uth Series – especially the U30 – we aim to shine a spotlight on the most driven and inspiring young leaders of our time. These are the founders who are reshaping India’s economic future with bold ideas and sheer determination. It’s incredible to see the maturity and scale that many of them have achieved even before the age of 30.”

“This year’s Avendus Wealth – Hurun India U30 List showcases a remarkable shift in India's entrepreneurial landscape, with 66 out of 79 entrepreneurs being first-generation founders. It’s a powerful reminder that in today’s India, it’s not about where you come from, but what you can build. The rise of self-made founders is not just a trend – it’s a movement that’s redefining ambition and access.”

“Mumbai, Bengaluru and Delhi continue to be leading centers of innovation, but the presence of cities such as Jaipur, Ranchi and Thane proves that the next big founder can come from anywhere. In that sense, the Avendus Wealth – Hurun India U30 List is not just a showcase of exceptional individuals but a map of India’s emerging innovation hubs. Maharashtra leading the count is symbolic of a broader ecosystem maturing around these leaders.”

“The U30 cohort is proof that India’s startup ecosystem is maturing – not just in valuation, but in vision. With USD 270 mn raised in startup debt and strategic fund allocation focused heavily on innovation and expansion, these young leaders are making deliberate choices that prioritise long-term impact. From Svantra Microfin’s massive employment footprint to Perplexity’s 40-strong investor backing, this generation is redefining what it means to scale – where social relevance and sustainable growth are just as important as financial success.”

“With over 64,000 jobs created and more than USD 5 bn raised in equity, the economic impact of these young leaders is extraordinary. But beyond the numbers, it’s their energy, resilience and digital-first mindset that make them stand out. I hope that by recognising these individuals through the Avendus Wealth – Hurun India Uth Series, we not only amplify their stories but also inspire the next-generation to dream bigger and build bolder.”

"I find it meaningful to partner with Avendus Wealth for the inaugural edition of the Avendus Wealth – Hurun India Uth Series. With Hurun’s legacy of celebrating entrepreneurship and Avendus Wealth’s deep connect with the country’s top wealth creators, this collaboration is a natural fit to recognise, support and inspire the next generation of Indian business leaders.", concluded Anas Rahman Junaid.

| About Avendus Wealth Management

Avendus Wealth Management, the wealth business of Avendus Group, manages an AUM of over USD 8.2 bn. Started in 2010, it caters to a wide range of clients including leading family offices, UHNIs and corporates. The diverse profile of its clients is a testimony to its ability to serve them across life stages and business cycles by crafting bespoke and differentiated solutions to grow and protect wealth. Avendus Wealth Management has been consistently recognised by reputed global platforms such as Asian Private Banker, Euromoney and The Asset Triple A.

About Avendus Group

Avendus Group is a leading financial services firm with a presence in the areas of Investment Banking, Institutional Equities, Wealth Management, Credit Solutions and Asset Management. Established in 1999 in Mumbai, India, Avendus is today present in 11 cities across India, US and Singapore. Avendus partners with the Indian entrepreneur ecosystem to provide differentiated solutions that enable clients to meet their strategic aspirations.

For more information, please visit www.avendus.com

Deal Release

Contact: Lynette D'souza
Tel: +91 9920847823
Email: lynette.dsouza@avendus.com

Avendus Capital Private Limited

Regd. Office: 901, Platina, 9th Floor, Plot No. C-59,
Bandra Kurla Complex, Bandra (E),
Mumbai 400051