

# TrustPlutus Family Office and Investment Advisers

SEBI Registered Investment Adviser (Registration No. INA000000557)



**TRUSTPLUTUS**  
*Wealth Management with a Conscience*

## About TRUST Group

# Trust Group: Corporate Structure



## TRUST CAPITAL SERVICES (INDIA) PVT. LTD.

## TRUST FINANCIAL CONSULTANCY SERVICES PVT. LTD.

## TRUST INVESTMENT ADVISORS PVT. LTD.

## TRUST SECURITIES SERVICES PVT. LTD.

## SANKHYA FINANCIAL SERVICES PVT. LTD.

## TRUSTPLUTUS WEALTH MANAGERS (INDIA) PVT. LTD.

## TRUST ASSET MANAGEMENT PVT. LTD.

Member of the BSE

### Membership

Wholesale Debt Market segment of the NSE and BSE.

Interest Rate Futures (IRF) segment of the NSE, BSE and MSEI

Capital Market and Derivative Market segment of the NSE, BSE and MSEI

Obtained Certificate of Registration as Research Analyst under SEBI

Category 1 Merchant Banking License holder issued by SEBI

Registered as a Portfolio Manager with SEBI.

### CHANAKYA CAPITAL PARTNERS

Member of the Bombay Stock Exchange with a SEBI registration certificate

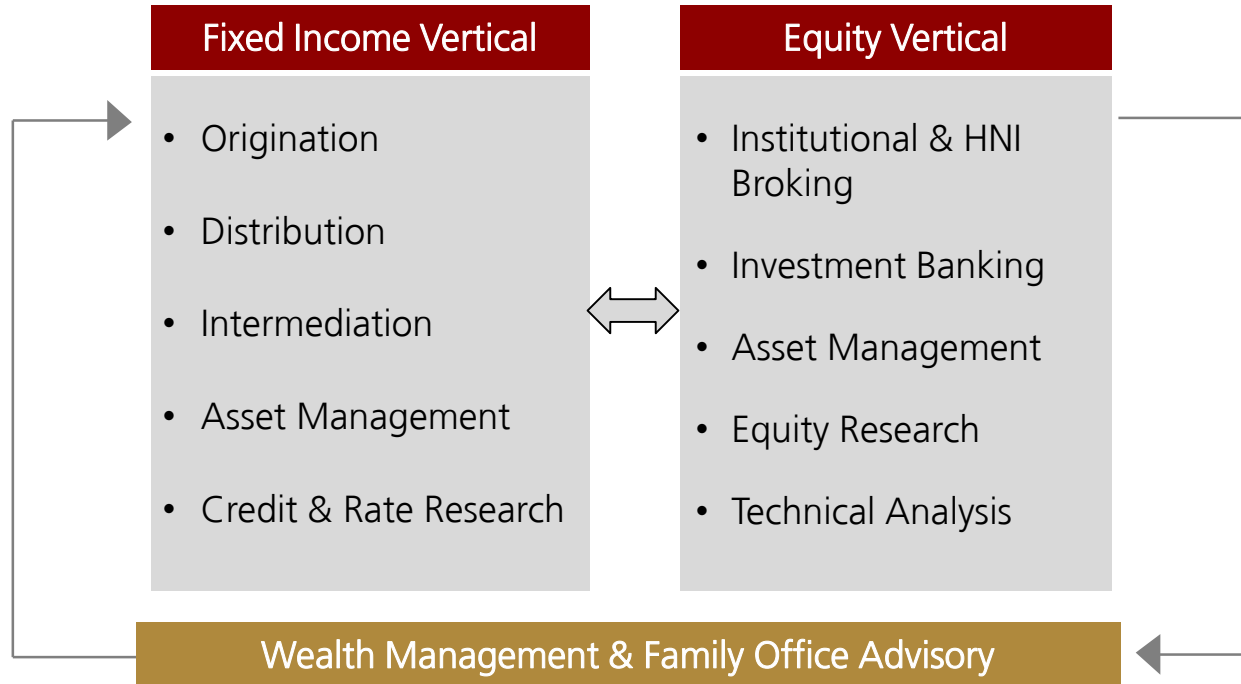
RBI registered NBFC

Registered with AMFI (Association of Mutual Funds of India)

Trust Plutus Family Office Investment and Advisers (India) Pvt. Ltd, a subsidiary of Trust Plutus is registered with SEBI as an Investment Adviser

Investment Manager for Trust Mutual Fund

Category II AIF License



# Our Differentiation

## Commitment

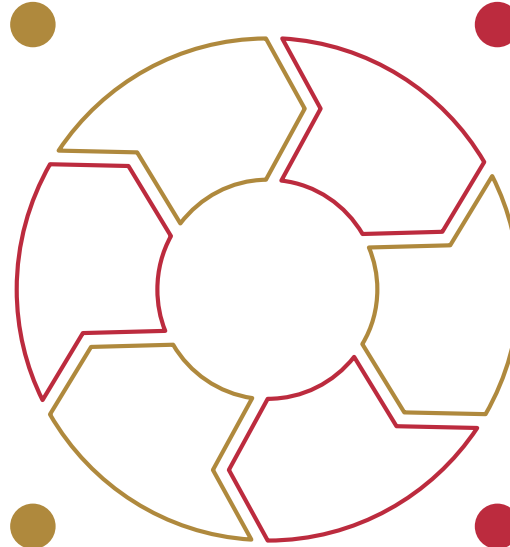
- Our conduct puts the **customer first always**
    - We have a fiduciary responsibility towards our clients
- Our culture eschews the short term quick fix and focuses on building an inter-generational business**
- We strive to run our firm keeping the highest ethical standard as our benchmark- intellectually, financially and morally

## Respect

- We respect constructive debates and dissent while acting fearlessly with conviction; **our advisory team is independent from our sales and product teams**
- Our conduct exemplifies respect for the customer through anticipation of customer need and we pay attention to detail
- Client confidentiality and privacy are non-negotiable**

## Integrity

- Our advise is objective and not based on selling our own asset management solutions; our share of proprietary products is less than 5% of our assets under advise**
  - We believe in full disclosure to the client, including all fees that we earn
  - Our diligence standards are high and an independent advisory board approves all new products



## Delivery

- Our relationship manager is your primary point of contact and is supported by an independent advisory team, product team and service relationship managers**
- We can integrate your relationship across all advisors and provide you with an objective assessment of the performance of each advisor
- We run a model portfolio and task ourselves to beat the relevant benchmarks

## Wisdom

- We have views on each asset class and we do not hesitate to share our convictions
- We learn every day and pass on the learning to our team through training and certification programs and our standards are higher than anyone else in the industry**

## Collaboration

- We work closely with our regulators to improve standards within the industry
- Relationships with our partners are strong and mutually beneficial

# Industry Honor Roll



Awarded 'Best Bond Adviser - Domestic' by The Asset Country Awards 2018



Awarded 'India Bond House' for the year 2017 by IFR Asia



Certified as a Great Place to Work for the year 2018-19



Won the Skoch BSE Award 2017 for Innovation and Market Leadership



Received BSE's Top Performer Award in Wholesale Debt Market (Corporate Bonds) - 8 years in a row (FY 2011-12 - FY 2018-19)



Received BSE's Top Performer Award in Primary Market Segment (Debt Public Issue Bids – Members) for the year 2018-19



Ranked No. 2 in the Global Capital Bookrunners of India Debt Capital Market for 2016-17



Ranked No. 5 for debt private placements for the year 2019-20



Rupee Bonds Deal Maker of the year 2015 by Business World Magna Awards



Ranked No. 11 in the Bloomberg League Table for domestic INR Corporate Bonds for 2019



THOMSON REUTERS

Ranked No. 3 in the Thomson Reuters India Debt League Table for the year 2019



Received BSE's Top Performer Award in Corporate Bond Settlement for the year 2018-19



Ranked No. 4 for Commercial Paper placements for the year 2019-20



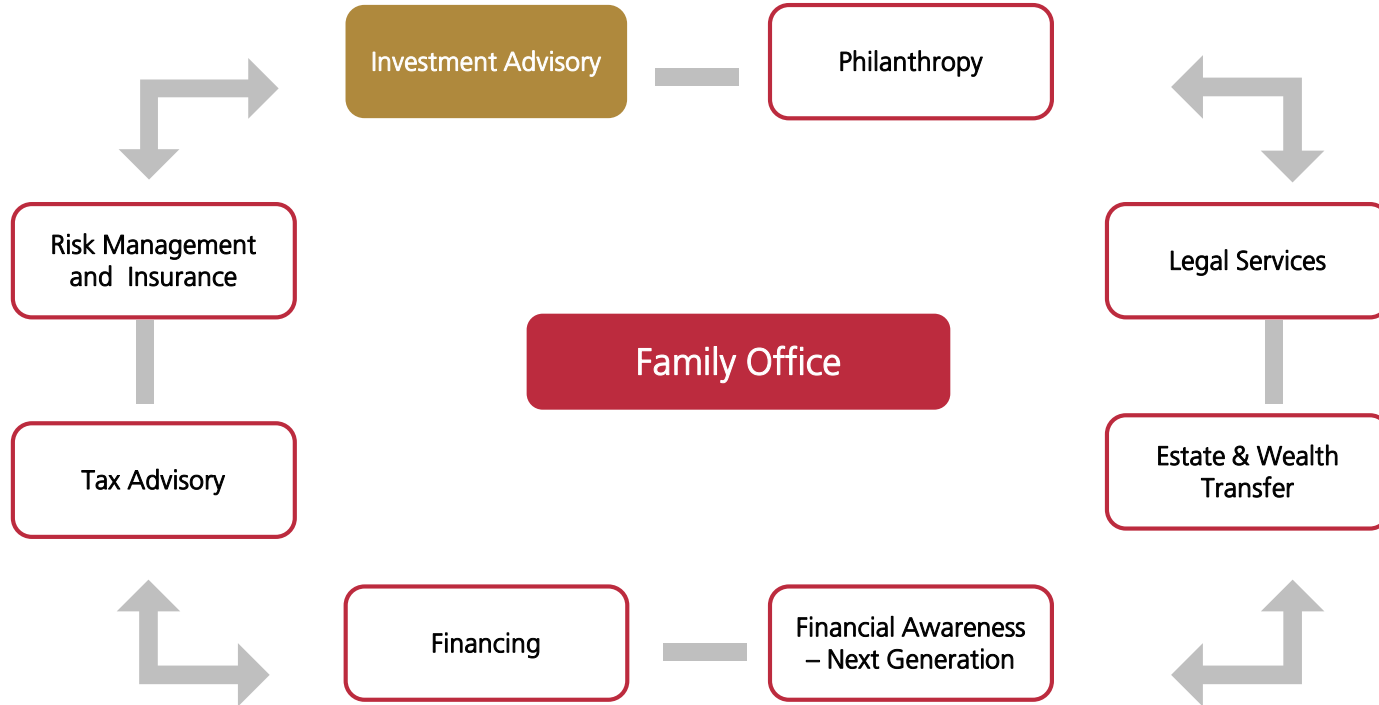
Recognised by NSE for being amongst the top performing members in 2014 and 2015-16 for NSE Bond Futures



Awarded 'India Bond House' for the year 2014 by IFR Asia

# Family Office Proposition

# Family Office Structure



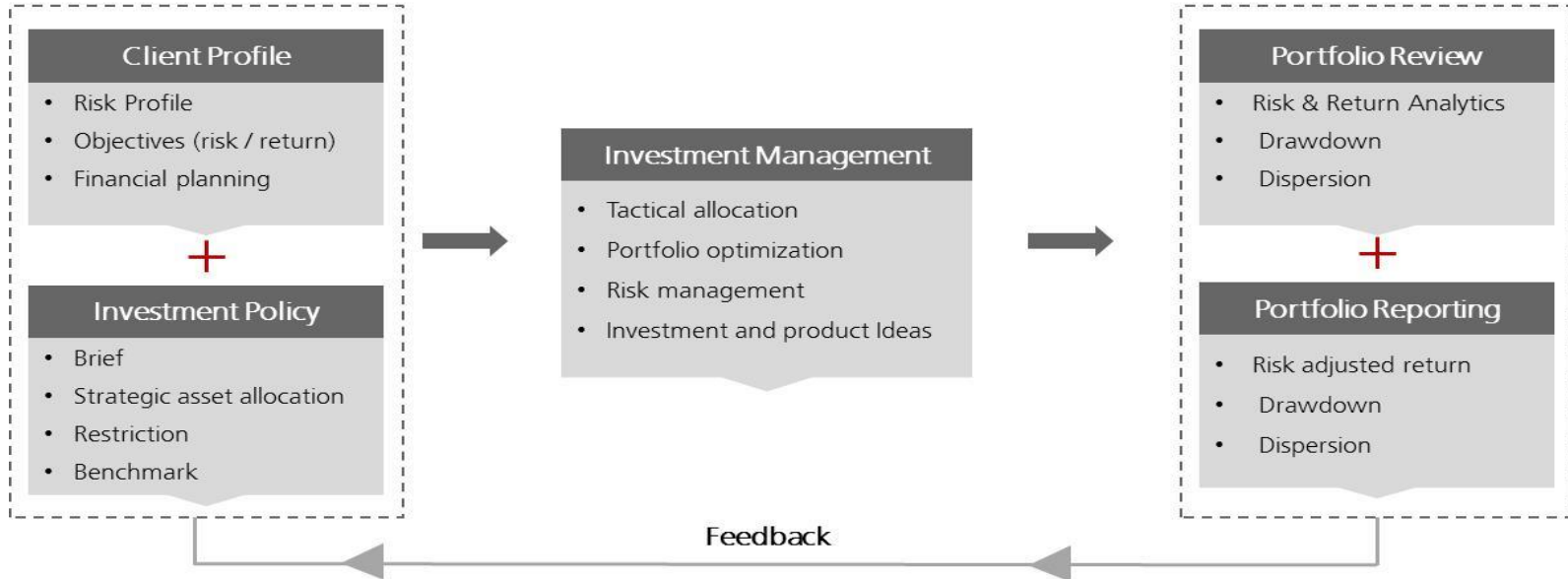
Service provided by TrustPlutus Family Office

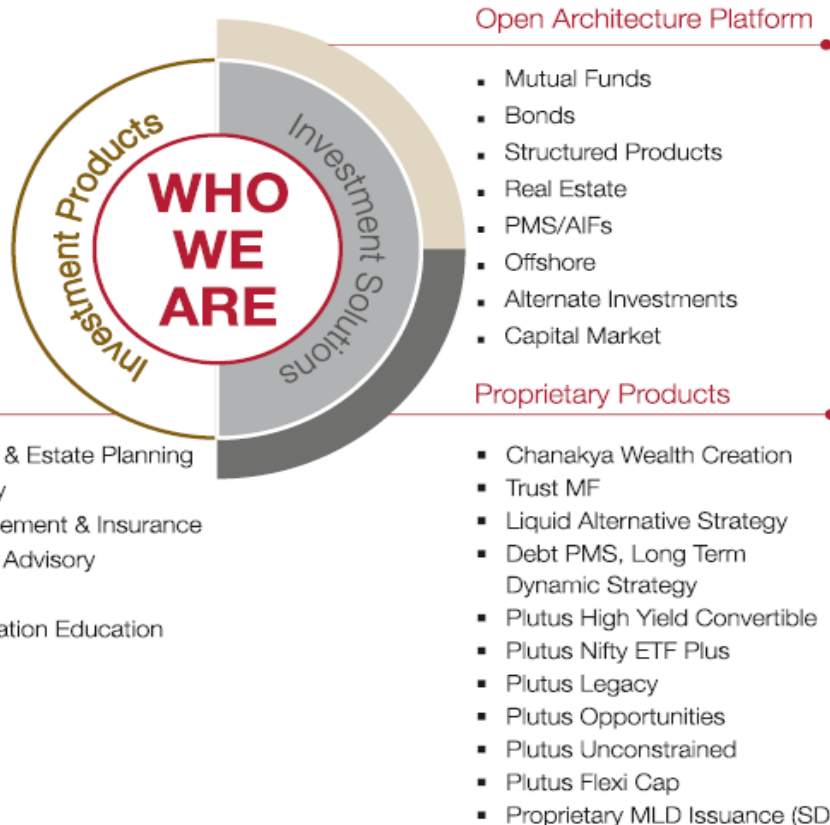


Service provided by specialist



## Investment Philosophy





**INR**  
**10,500 crore**

client assets as on July 2021

**400+**

families which include

- Promoters & Business Owners
- Entrepreneurs
- Senior Corporate Leaders
- Corporates

## Team and Partners

## Utpal Sheth

(Chairman & Chief Mentor)

CEO of Rare Enterprises, Asset Management arm of Rakesh Jhunjhunwala

Former Director of Insight Asset Management (India) Pvt. Ltd. - an equity research and portfolio advisory firm and HRS Insight Financial Intermediaries Pvt. Ltd. – a broking firm.

Former Principal Relationship Manager of Investment Banking with Enam Financial Consultants Pvt. Ltd. Cost Accountant and CFA , ICFAI, India.

## Ms. Nipa Sheth

(Director)

Promoter Director of Trust Group

Expanded Trust Group from being a distribution house of Debt Products in 2001 to a full fledged investment bank providing services across Origination, Intermediation, Advisory and Fund Management and Distribution.

Chartered Accountant and CFA, ICFAI, India

## Sameer Kaul

(Managing Director & CEO)

Sameer has spent 23 years working with Citibank in various roles across the consumer and institutional bank.

He has had experience in Operations, has run the product management function for investment products, set up the insurance distribution business for the bank, ran the Mortgage business and was the head of the retail branch network for Citi in India covering wealth management and commercial banking products.

In his last stint at Citi, Sameer ran the Private Bank which is the ultra high net worth practice providing coverage to clients across their wealth management and financing needs.

Sameer has a Bachelors Degree in Economics from the University of Delhi and has done his MBA with concentration in Marketing and Finance from the University of Illinois at Urbana Champaign, USA.

## Haresh G. Desai

Haresh G. Desai is a founder-director of A. V. Rajwade & Co. Pvt. Ltd. He is a pioneer in the field of rendering advisory services in foreign exchange and interest rate risk management. He has spent over two decades counseling Indian corporates on foreign exchange risk management. He is a visiting faculty for IIM, Indore and writes weekly column for Business Standard on forex markets.

## Rasesh B. Kanakia

Mr. Rasesh Kanakia began his career as a real estate consultant in 1984, and subsequently ventured into real estate development in 1986. He was instrumental in making the 'Kanakia Group' a well-established name in the field of real estate development. In 1997, the group forayed into Cinema exhibition business by retrofitting theatres and setting up theatres with multiple screens.

## Abhijit Sen

Mr. Sen is associated with E&Y as a part-time Senior Advisor, to provide broad strategic support for their activities in the Banking and Financial Services Sector. He currently serves on several Boards including IDFC Bank, Kalyani Forge Ltd, Trent Ltd, Ujjivan MicroFinance Ltd, U Gro Capital Ltd, Veritas India Pvt Ltd & Cashpor Microcredit. He recently joined the Risk Committee of the National Stock Exchange. Mr. Sen retired from Citi India in February 2015 after serving as the Chief Financial Officer - India Subcontinent for over 18 years. As CFO, India Subcontinent - Citi, he was responsible for the Finance function in India, Bangladesh and Sri Lanka for the entire Citi franchise. In addition to his CFO role, Mr Sen was Chairman of Citicorp Services India Limited. Mr Sen has a B.Tech (Hons) degree from the IIT, Kharagpur and an MBA from IIM, Calcutta.

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THANK YOU