

Nuvama Wealth expands its footprints in Mysore with a new branch

FY24 reveals 39% Y-O-Y growth in investors leveraging the Nuvama Markets application in Mysore

Mysore, September 25, 2023: Nuvama Wealth, the personal wealth arm of Nuvama Group, which caters to the financial needs of HNI and Affluent segment has announced opening of a new branch located centrally in Mysore. Nuvama Wealth addresses the needs of high-net-worth individuals (HNI) and salaried professionals.

Being centrally located at No. 204, Mythri Arcade, Kantaraj URS Road, Saraswathipuram, enables the company to serve the clientele better as they can directly interact with the branch representatives and their queries can be resolved at the earliest. The branch also helps in tapping a wider segment of customers. Currently located at 69 locations, Nuvama Wealth aims to increase its reach to more than 300 locations by 2028.

Before the world was hit by the pandemic Nuvama Wealth already had a hybrid business model which became an integral part of the customer service in the long run. The hybrid business model helps in providing bespoke services virtually and through dedicated relationship managers. Nuvama Wealth aims to increase the talent pool of Relationship Managers (RMs) by 100% in the next 3 years to cater to the varied needs of its clientele.

Speaking at the branch, **Rahul Jain, President & Head, Nuvama Wealth** said, "Our strong presence in Mysore demonstrates an extension of NWM's strategy to offer customers the benefits of a hybrid ecosystem. We at Nuvama Wealth, have always adapted customer first approach and all our offerings are rooted in the same fundamental. We are glad to be able to offer customers a range of services tailor-made for their investment needs. With clients seeking different ways of investment avenues and belief in our capabilities, we are confident to increase our user base by 100% in Mysore by end of FY 24."

The Nuvama Markets application has shown a significant increase in the user base across Mysore. As per the in-house mobile trader's Google analytics data Nuvama Markets application has seen a surge of 11% in user base for the period FY23.

On yearly basis the growth in investors leveraging the Nuvama Markets application in Mysore is at 40%. The said number is 11.8% (all users) and 30.96% (new users) for Karnataka and 11.06% (all users) and 4.37% (new users) for India. Additionally, Nuvama Markets is one of the highest rated Markets App on google play store with a rating of 4.4 as in March 2023. Data Source: <https://play.google.com/store/apps/details?id=com>).

Nuvama Wealth's Product Offerings:

- a. *Nuvama Wealth distributes 45+ products diversified across categories including Equity, Fixed Income (Corporate FDs, NCDs, Bonds), Insurance (Life, Health, General), Mutual Funds, Structured products, PMS and Alternates. Additionally, customers can opt for investment in Direct MF along with advisory support by our Wealth Managers.*

About Nuvama Group:

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Nuvama has built a strong foundation of trust and reputation in the Indian market over 25 years. This foundation is further strengthened by a strong institutional owner and the promoter of the company, PAG; a leading investment firm with over 20 years of experience in private equity, real assets, and credit & markets in the APAC region.

Nuvama Group is one of India's leading integrated wealth management firms with client assets of over ~ INR 2.5+ tn, servicing ~10+ lac affluent individuals & HNIs and ~3000 of India's wealthiest families as of Q1 FY24. Nuvama Group's investment expertise, high-touch services and hybrid business model spanning across major asset

classes and a suite of wealth management solutions, including investment advisory, estate planning, investment management, securities and broking for individuals and institutions, CXOs, professional investors and family offices.

To learn more about the personal wealth offerings of Nuvama Group, please visit: www.nuvamawealth.com

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