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**Shriram group enters
wealth management
space via Sanlam JV**

Shriram group on Thursday announced its foray into the wealth management space in partnership with South Africa's Sanlam group. The 50:50 joint venture plans to achieve assets under advisory of ₹50,000 crore and onboard 500 wealth professionals over the next five years. "The venture will begin operations in India's top 10 cities, expanding to 20 cities next year, with a strong focus on Tier II and Tier III markets — regions where Shriram Group has long-standing brand equity," the firm said. BS REPORTER