

Published Date:	13 Jun 2025	Publication:	Business Standard [New Delhi]
Journalist:	Bureau	Page No:	10
Circulation:	11,438		

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