

## **Shriram Group Launches Shriram Wealth, a Strategic 50:50 Joint Venture with Sanlam Group**

- *The joint venture is set to democratize wealth management across India.*
- *Aims to achieve ₹50000 crore in AUA within 5 years.*
- *Plans to onboard 500 wealth professionals within 5 years*

**National, 12 June 2025** – With the goal of transforming India’s wealth management space, **Shriram Group**, one of India’s most trusted financial services conglomerates, has launched **Shriram Wealth Ltd**, in partnership with **Sanlam Group**, a leading South African financial services provider, with expertise in insurance, asset management and wealth management across 31 countries. This 50:50 joint venture brings together over **150 years of combined wealth creation legacy** and a shared commitment to long-term financial prosperity.

Shriram Wealth aims to serve India’s growing base of affluent and high net-worth investors with personalized solutions **prioritising relationship over transactions**. The company will offer **wealth management, lending solutions, protection solutions, global investment opportunities, and inheritance and legacy planning** — backed by tech-led innovations and Sanlam’s global investment expertise.

With Shriram Wealth, the Group signals its intent to not just participate in India’s wealth wave – but to lead it, responsibly and inclusively.

“With Shriram Wealth, our vision is to be the most trusted partner, maximizing client wealth and create value that endures over time,” said **Vikas Satija, Managing Director & CEO of Shriram Wealth**. “In collaboration with Sanlam’s global investment knowledge, our mission is to deliver transparent, research-driven, and relationship-first solutions for India’s rising investor base.”

**Subhasri Sriram, MD & CEO, Shriram Capital, said**, “Shriram Wealth represents the next chapter of growth for the Shriram Group. This is more than a joint venture — it’s a mission to unlock financial prosperity for millions of Indians.”

Aligned with India’s vision of becoming a \$35 trillion economy by 2047 and a projected \$10 trillion organized wealth management market, Shriram Wealth is poised to democratize wealth through multiple modes including accessible AI-enabled services. The venture will begin operations in India’s top 10 cities, expanding to 20 cities in next year, with a strong focus on Tier 2 and Tier 3 markets — regions where Shriram Group has long-standing brand equity.

The company is targeting to **achieve ₹50,000 crore** in Asset Under Advice (AUA) over next five years.

“We see wealth management as a natural evolution as India’s economy grows, and people become wealthier. Our aim is not just to manage money, but to create meaningful solutions. This isn’t a short-term play; we’re here to build a trusted, customer-first wealth business in India for the next 100 years,” said **Paul Hanratty, CEO, Sanlam Group**.

Shriram Wealth is embedding **artificial intelligence into its core**, enabling personalized advisory, sharper risk profiling, and real-time portfolio recommendations. This digital-first mindset ensures that Shriram Wealth is not just responding to investor needs — it's anticipating

#### About Shriram Wealth:

**Shriram Wealth is a forward-thinking wealth management firm built on the trusted foundation of Shriram Group and the global expertise of Sanlam Group. Established as an equal partnership, the company is dedicated to providing bespoke financial solutions tailored to India's rising affluent and high-net-worth individuals.**

**Guided by a relationship-first approach and powered by cutting-edge technology, Shriram Wealth delivers a comprehensive suite of services, including investments, lending, protection, international opportunities, and legacy planning. Through in-depth research, digital intelligence, and personalized engagement, the firm helps clients grow, safeguard, and sustain their wealth—ensuring every interaction is rooted in trust, transparency, and long-term value.**

Discover more at [www.shriramwealth.in](http://www.shriramwealth.in).

#### About Shriram Group

Shriram Group is one of India's leading financial conglomerates, with a strong presence in retail financing, life insurance, general insurance, asset management, chit funds, stock broking and financial products distribution,. Currently, Shriram Group serves over 2.97 crore customers, has a marketing force of more than 1.69 lakh, employs over 1.16 lakh people, and operates through more than 4,500 branches. It manages an Assets Under Management (AUM) of ₹3.16 lakh crore.

#### About Sanlam Group:

The Sanlam Group is a leading financial services group listed on the Johannesburg Stock Exchange (JSE), Namibian Stock Exchange and A2X Markets Limited. The group provides comprehensive and bespoke financial solutions to institutional clients and consumers across all market segments, including life and general insurance, health, financial planning, retirement, investments, wealth management and credit. Established in 1918, Sanlam operates in 31 countries and is the largest nonbanking financial services group in Africa. For more information, visit [www.sanlam.com](http://www.sanlam.com)

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