ASK Wealth Advisors launches 'ASK Wealth Academy' to build future-ready professionals

Mumbai, 13th April 2022: ASK Wealth Advisors, the wealth advisory and Family Office arm of ASK Group ("ASK"), one of India's largest asset and wealth management companies, has launched a development program for its employees under **'ASK Wealth Academy'.**

The program is designed to be an immersive learning and development experience for the financial advisors / private bankers and investment advisory team to acquaint them with the global standards of wealth management and servicing. This certification program is designed in collaboration with a leading learning solutions firm which enables the professionals with a disciplined framework, learning new capabilities, and delivering business results aligned with the evolving client and business needs.

Rajesh Saluja, CEO and MD, ASK Wealth Advisors said "ASK Wealth Academy will enable us to build a future-ready team, equipped to serve the evolving needs of our clients. We are focused on the holistic development of our employees; the Wealth Academy is another step in that endeavour." Mr. Saluja further added, "ASK is entering a phase of exponential growth and it is important to drive new skills, behaviors, and operating rhythm that encourages institutionalized and scalable best practices."

Sharing details of the program, **Leena Wakankar, CHRO, ASK Group, said, "**The competency development program will have an exhaustive curriculum for domain knowledge covering economics, monetary policies, laws and legalities, risk management, product knowledge, and client communication. Each of these areas will be delivered through a blended mix of e-learning modules, live trainer sessions, industry speaker sessions, blogs, role plays etc. Most importantly, the entire journey will be interspersed with mandatory assessments to track progress of every team member."

Ends:

<u>About ASK Wealth Advisors:</u>

ASK Wealth Advisors provides wealth advisory and distribution services to the HNI and UHNI segment in India focusing on advisory led investment solutions as opposed to product specific solutions and on long term wealth creation through disciplined investment techniques rather than short term gain. They seek to partner with clients to help them meet their long-term financial goals around wealth creation, preservation, and transfer to the next generation by investing their surplus wealth into quality financial products that have the ability to generate long term compounding returns over many years. ASK Wealth Advisors is a SEBI Registered Investment Advisor and currently represents ~3,000 HNI families. They are recipients of several reputed national and international awards.

<u>About ASK Group:</u>

ASK is a leading player in the asset & wealth management business and primarily caters to the HNI and UHNI market with over three decades of presence. ASK has been a true believer in the Indian growth story and over the years has grown hand-in-hand with its clients across the globe. ASK is represented in India through its three key businesses: Portfolio Management Services & Alternative Investment Funds – ASK Investment Managers Ltd.; Real Estate Private Equity – ASK Property Investment Advisors; and Wealth Advisory and Multi-Family Office Service – ASK Wealth

Advisors. It has 20 offices and branches across India, Dubai, and Singapore through which it services the needs of clients. It caters to multiple asset classes and investors (such as HNI, institutional, family office, pension funds, funds of funds and sovereign wealth funds) across Asia, the Middle East, Africa, and Europe. ASK group manages assets over Rs. 77,000 Cr as on 28th February 2022.

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