Generational Capital

Building Wealth, Shaping Legacies.

Multi Family Office & Private Wealth Management

Unit of Satwik & Ritwik Ventures Pvt. Ltd.

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Who are we?

Building Wealth, Shaping Legacies

As a leading multi-family office, we are dedicated to safeguarding our clients' capital while driving its long-term growth. Serving as private CFOs to ultra high net worth individuals, our mission is to protect & enhance the value of their wealth over time.

With a strong team of over 30 members located across India, we bring a wealth of expertise & experience to our clients' financial journeys. Our extensive network of active relationships, numbering over 40, demonstrates our commitment to personalized & attentive service.

Operating in four key cities across India, our pan India presence ensures convenient accessibility for our esteemed clients. Moreover, our team members boast significant & reputable global & domestic work experience, further solidifying our position as a trusted & reliable partner in wealth management.

At our core, we are dedicated professionals focused on preserving & growing our clients' legacies, backed by a proven track record & a commitment to excellence.

A Leading Multi-Family Office with the long term mission to protect the purchasing power of our clients capital and increase its value over time.

Private CFO to Ultra High Net worth Individuals

- 30+ Team Members Across India
- 40+ Number of Active Relationships
- 4 Cities Pan India Presence
- Significant & reputable global and domestic work experience amongst team members

Our team 02

Satwik Jain

Founder & Fund Manager

Satwik Jain is a successful global investor known for identifying major wealth creation trends & fast-growing franchises led by capable & management. He has notably identified successful investments, including Trent, Aditya Vision, Dmart Polycab, KEI Industries, Annapurna Swadisht, Bajaj Finance,Info Edge among others which have seen a 3-30x growth over the past seven years.

Currently, Satwik Jain holds the position of fund manager at Right Horizons PMS & serves as a strategic investor at Bimaplus. He has a strong background in equities & alternative asset allocation, having held leadership roles at Client Associates & being part of the Elara India Gateway Fund. Additionally, he has experience in M&A deals from his time at Deloitte.

Beyond his investment career, Satwik Jain co-founded fitnessholic.com, an aggregator platform for fitness centers. He pursued an MBA in finance & marketing at IMT Ghaziabad while also being a professional golfer. Furthermore, he actively engages in various roles as a Venture Partner at Venture Catalysts, an angel investor, guest author, & panelist at international conferences & seminars. Notably, he achieved his dream of financial freedom at the remarkable age of 26, surpassing his initial goal of achieving it by age 30.

Meet our leadership team

VINAYAK SOOD
CA, FAFD
Head, IB & Taxation

Spearheads our Investment banking division, while also providing expertise in taxation & insurance advisory. With a successful history of fundraising & forensic accounting at PWC, he has raised funds exceeding INR 500 crores & holds a partnership position at a leading CA firm in North India.

JUGAL HARPALANI
CA, CFA
Head, Research

Jugal heads our research & investment operations, specializing in equity & alternative asset strategies, managing strategies for Client Associates with AUA exceeding $3.5 billion, and collaborating with US-listed SPACs. He also brings extensive experience in equity, mutual fund teams, & corporate/project finance, primarily in real estate & hospitality.

SUHAIL MAINI
AVP- Family Office

Suhail looks at consumer stocks coverage & family offices management.

Previously he was part of HDFC Bank & ICICI Securities in their Investment Advisory division.

CAPT. ASHISH BAHADUR
Head – Real Estate

Founder of Reality Decoded with more than 2 decades of experience.

Ashish is Ex Indian Army post which he has had leadership positions in Gap Inc, American Express, IBM, Max New York Life Insurance and Serco Plc with a total transactional value exceeding $5 billion.

Ashish has been instrumental in assisting clients switching out from physical assets where significant hurdles have been faced by families for several years.

Research Team

ASHWIN BANSAL

AVP- Family Office
CFA, AVP- Family Office

Ashwin looks at private financials coverage & relationship management.

Part of Investment Team for a leading impact focused VC Fund where he has overseen investments of greater than Rs 100 cr in FY21.

Previously worked with Deloitte In Equity Valuation.

Himanshi

VP- Compliance & Client Servicing

Himanshi brings over 6 years of experience in finance and investment, with a strong understanding of client operational and service needs. She holds an MBA in Finance & Financial Services from Jaypee Institute of Information & Technology, Noida.
Himanshi began her career with L&T Financial Services and previously served as a Senior Analyst at Client Associates. Currently, she oversees compliance operations, contributing to a seamless and well-regulated financial environment.

Rohan Srivastava

Advisor Family Office

Rohan, is an investment professional, has guided 150+ HNI families, providing financial advice, fostering freedom, and spreading financial literacy. With $10M asset management experience, he excels in personal finance, risk advisory, and behavioral management. His services encompass insurance, succession planning, lending, and more. An MBA from the Intl. School of Business & Media, he's held pivotal roles at Client Associates, Unilever, Jaro Education, and Reliance Industries Limited.

RAJIV KUMAR

SVP- Operations & Client Servicing

Rajiv Kumar, Manager Operations, BA, DCPA, CIC.

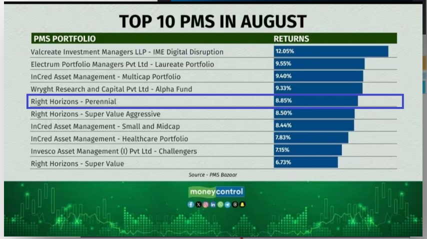
He has more than 21 years of experience in information technology, Mutual Fund Institutional/Retail sales support, Retirement Fund Portfolio Advisory Services and Management Information Systems (MIS).

He was in leadership role at S.P.A Securities with AUM upwards of 3500 crores collaborating with senior management to formulate organisational

Recognition received

TOP 10 AIFS IN AUGUST

AIF	FUND	RETURNS
Generational Capital Breakout Trust	Breakout Fund 1	6.36%
Carnelian Asset Management and Advisors	Structural Shift Fund	5.55%
Abakkus Asset Manager	Emerging Opportunities Fund - 1	5.07%
Girik Wealth Advisors	Multicap Growth Equity Fund II	3.99%
InCred Asset Management	Emerging Business Fund	3.84%
Sameeksha Capital	India Equity Fund	3.80%
Motilal Oswal Asset Management Company	Growth Anchors Fund	3.79%
Carnelian Asset Management and Advisors	Capital Compounder Fund - 1	3.75%
Renaissance Investment Managers	India Next Fund III	3.70%
Guardian Capital Partners	Opportunities Scheme	3.64%



TOP 10 PMS IN AUGUST

PMS PORTFOLIO	RETURNS
Valcreate Investment Managers LLP - IME Digital Disruption	12.05%
Electrum Portfolio Managers Pvt Ltd - Laureate Portfolio	9.55%
InCred Asset Management - Multicap Portfolio	9.40%
Wryght Research and Capital Pvt Ltd - Alpha Fund	9.33%
Right Horizons - Perennial	8.85%
Right Horizons - Super Value Aggressive	8.50%
InCred Asset Management - Small and Midcap	8.44%
InCred Asset Management - Healthcare Portfolio	7.83%
Invesco Asset Management (I) Pvt Ltd - Challengers	7.15%
Right Horizons - Super Value	6.73%

Source - PMS Bazaar

Generational Capital Breakout AIF has been ranked no 1 as per moneycontrol and pmsbazaar.

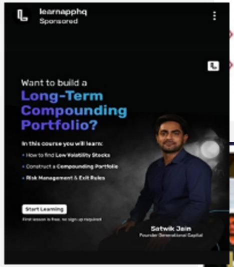
Our listed portfolio management services strategy has been ranked among top 10 by moneycontrol and pms bazaar.

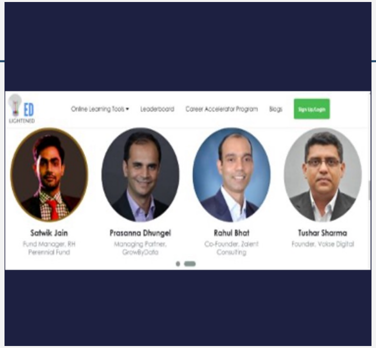
Guest speaker at CFA Society India

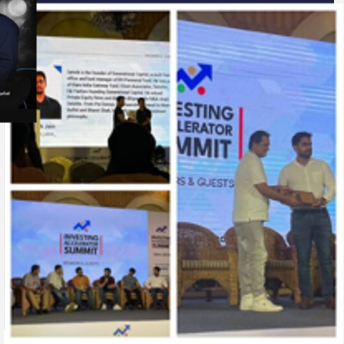
Top 10 Startups Wealth Management

Formula for 10x in 10 years

Recognition received







Guest Speaker - Learnapp

Board of mentors at enlightened Knowledge + Mentorship – Career Success

Satwik Jain invited as a guest speaker and angel investor at Udyami, annual venture investment summit at SSCBS, New Delhi

Venture Partner - Venture Catalysts

Guest Speaker at Investor Accelerator Summit (Goa)

"A magical phenomenon for a spark to blaze into a glorious flame, when a "Golfing wand" is handed over to a child who truly cherishes it"- Vandini SharmaIt was humbling for Generational Capital to be the proud co-sponsor of Shubhankar Sharma Golf Invitational by India's top global golfer, 26 year old Arjuna Awardee Shubhankar Sharma attended by more than 100 junior golfers at Chandigarh Golf Club with the noble initiative of encouraging golf among the juniors.

"A word of hope or kindness is like an oasis in the desert" - Shrimad Bhagwad Geeta

Generational Capital as a growing responsible corporate citizen has started its Corporate Social Responsibility initiative by donating 50 blankets and food across New Delhi.

Testimonials 03

Testimonials

Rakul Preet Singh

(Leading Bollywood Actress)

“I would talk of the instant impact if I have to talk about the team. The energy these young individuals have is heartening to see. They have managed to add monetary & non-monetary value to my finances & the best part is, the entire process seemed effortless.”

Gayatri Bhardwaj

(Bollywood Actress, Miss India 2018)

"Satwik & his team have become friends with our family on whom we can trust to navigate the journey towards financial freedoms!"

Mrunal Thakur

(Leading Bollywood Actress)

"I have interacted with the team through market cycles & am impressed by their ability to stay calm and identify megatrends across the spectrum of investments!"

Testimonials

Shri Vibhakar Shastri

(National Spokesperson, Indian National Congress)

"Generational Capital is conservative with its approach towards money but is very good at spotting new opportunities in the market.!"

Shubhankar Sharma

(Arjuna Awardee, No 1 Indian Golfer)

"Knowing Satwik for more than 20 years as a golfer, he approaches financial planning like golf knowing when to be aggressive and when to stay low delivering optimum returns.!"

Lt Gen RKS Kushwaha

(The 26th Director General & Colonel Commandant , Ordnance Services)

"The team has assisted us in streamlining our financial resources and crafting a wealth-building plan for the upcoming decade!"

Testimonials

Pulkit Bansal

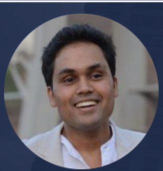
(Promoter, Liberty Shoes)

"The team comes up with a multi-faceted approach to simplify complex investment themes.!"

Alpana Sharma

(Promoter Group , Mdi Networx))

"The team is very apt in handling liquidity & working capital requirements through its bespoke treasury solutions!"



Aman Jain

(Co Founder , Go Paisa Netventures)

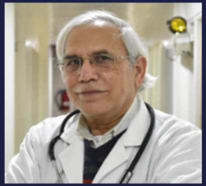
"The team brings significant insights into global & domestic markets across asset classes. Working with them proved to be invaluable, & we look at a continued long-term relationship with them.!"

Kumar Babu Vardham

(Director (IQVIA, NYSE Listed Technology Conglomerate))

"The team has helped consolidate our finances & devise our wealth-creation journey for the next decade!"

Backed by a strong advisory board



Dr. (Prof.) M.C. Misra

(FRCS, D.Sc., FAMS, MS, MBBS)
Healthcare Advisor
(Ex-Director- AIIMS)

Abhinav Sonkar

PE/VC Advisor Entrepreneur| Investment Banker| Angel Investor| PE/VC| IIM

(Ex- AVP (PE/VC)- Axis Bank, HDFC Bank)

Col. Sanjay Kumar Jain

(Director Serendipity Movers, India Head PJS Overseas, Ex Express Clinics, Commandant- Northern Command Vehicle Depot)

Harsh Vardhan Wadhwa

(Director Ai Champdany Industries Ltd
Alumni of Harvard Extension School)

Vinit Garg

Founder & CEO at Mylo (ITC, Indiya Capital funded leading D2C brand).

He is an alumnus of the Indian School of Business (ISB), Hyderabad

04 Our Offerings

What we do

MULTI FAMILY OFFICE

- Manage the entire balance sheet
- Family centric, holistic advice
- Sourcing best fund managers and investment ideas
- Keep track of consolidated reporting
- Portfolio review and reporting

INVESTMENT BANKING

- Private Equity, M&A & Early-Stage Investments
- Strategic Corporate Finance support
- Working capital financing solutions
- Structured financing through partner lenders

ESTATE PLANNING

- Family constitution viz. Family Boards, Family Councils etc.
- Trust formation & management
- Structuring for global Indian families

PORTFOLIO MANAGEMENT SERVICES

- Clear, robust & effective, actively managed investment solutions
- Focus on current and emerging monopolists
- Expertise in forensic accounting & proprietary fraud research

What we do

TAXATION ADVISORY

- Corporate and personal tax compliances
- GST compliances
- Tax due diligence
- Advisory and compliances under the Foreign Exchange Management Act, 1999

REAL ESTATE ADVISORY

- Investment management
- Cross residential commercial
- Structured real estate

INSURANCE

- Designing a comprehensive policy addressing the risks of mortality, morbidity, longevity and interest rates
- Outsourced tie-ups with all leading insurers

Family office aims

TO CONTROL A CLIENTS ASSETS BY HAVING A FINANCIAL SYSTEM IN PLACE

- **BIG PICTURE ANALYSIS** | Bird's eye view of your financials
- **WEALTH CREATION POLICY** | Annual target of your incremental assets
- **ASSET ALLOCATION POLICY** | Would not allow to tamper with your risk
- **INVESTMENT MANAGEMENT** | Defines rules for selecting specific assets
- **PORTFOLIO RE- ALLOCATION** | To improve return per unit risk
- **PORTFOLIO REVIEW** | Helps in taking decisions based on facts
- **WEALTH CREATION POLICY** | Should be reviewed every year
- **ESTATE PLANNING POLICY** | Should be reviewed every year

Hierarchy of the industry

NICHE MARKET
- Multi - Family Office

Institutional Advisors (Banks and Non-Banks) → **MID UP MARKET**
- Private Banking
- Wealth Management

Banks; Independent Financial Advisors → **MID MARKET**
- Financial Planning
- Investment Advisory

Retail Advisors; Independent Financial Advisors → **MASS MARKET**
- Product Distribution
- Broking

Our Guiding Principles

05

Our Guiding Principles

We believe that any successful relationship demands a profound sense of personal compatibility. This implies clear understanding of goals and objectives & a mutual appreciation for common and permanent values.

IRREPLACEABILITY

Your capital represent the savings and lifetime work of your family. We have the utmost respect for its irreplaceability & protection.

SURVIVAL OVER RETURNS

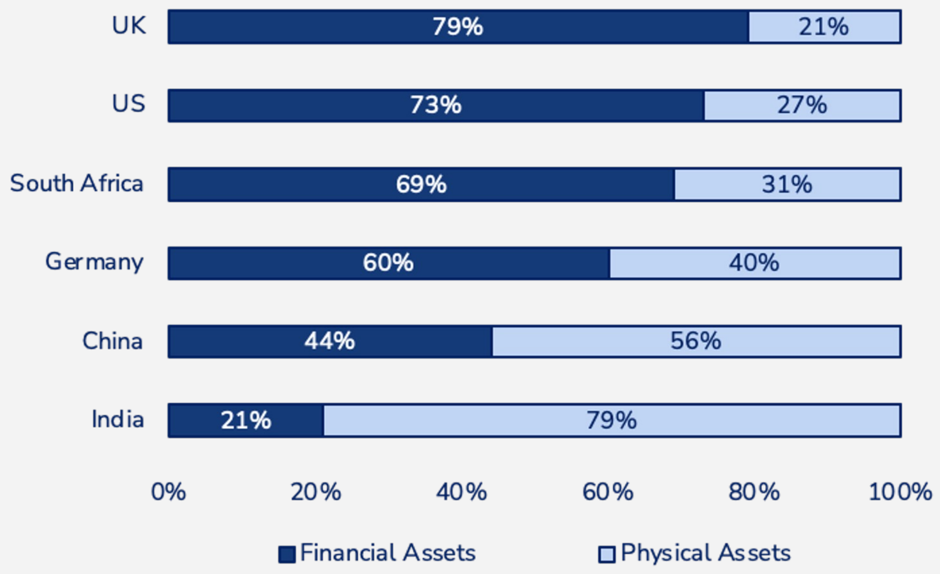
We strongly believe capital survival is a prerequisite to capital growth & that the choice between the two is an easy one.

TIME RATHER THAN TIMING

We have witnessed wealth being generated in short spurts unlike tidy excel projections of bookish theories.

The purpose is to compound your wealth

DISTRIBUTION OF FINANCIAL & PHYSICAL ASSETS, GLOBALLY



Source: RBI Savings data, Julius Baer

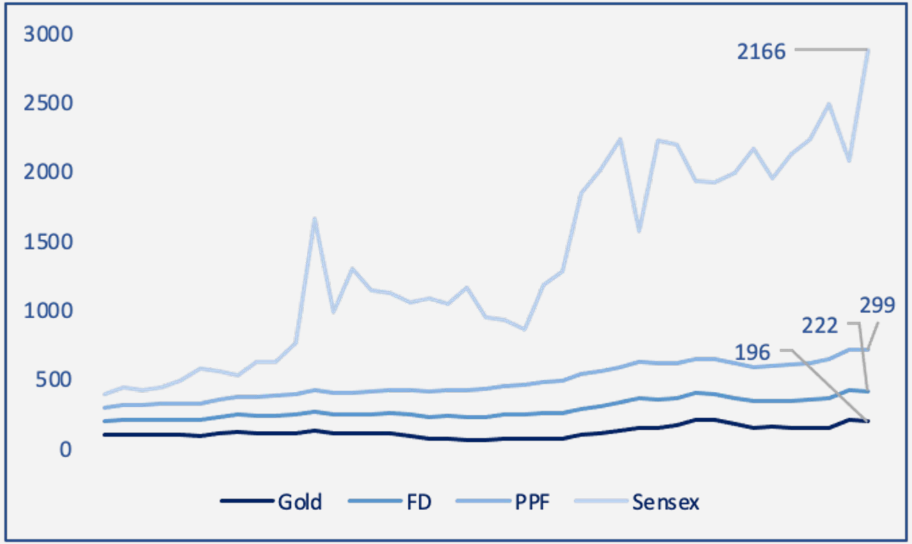
ASSET ALLOCATION ACROSS WEALTH SPECTRUMS IN INDIA

Asset Class	Indian Retail	Indian HNI	Indian Family Office
Real Estate	56%	27%	15%
Gold	12%	5%	2%
Debt	28%	21%	13%
Equity	4%	37%	50%
Alternatives	0%	10%	20%
Post-tax Returns	7%	10%	12%
Wealth Multiple	27x	135x	278x

Source: Julius Baer

Asset class returns & the journey of sensex

INFLATION ADJUSTED RETURNS OF SENSEX VS THE REST (Rs 100 invested in 1981)



JOURNEY OF SENSEX

06 Our Advantage

Break-even Analysis

HOLISTIC EXPERIENCE

The Latitude and Longitude of Private Wealth Management

ASSET ALLOCATION

The Science behind the art of investing

MANAGER SELECTION

Best managers across asset classes

CONFIDENTIALITY

Trust is bedrock of our business

TECHNOLOGY

An enablement to enhance human advisory

Process driven alpha

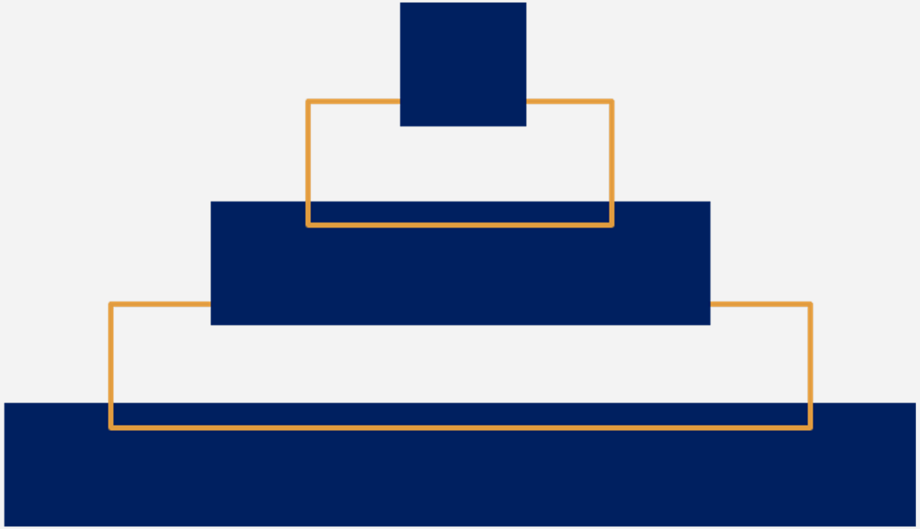
STEP 5:
MODEL PORTFOLIO

STEP 4:
WHITELIST PRODUCTS

STEP 3:
QUALITATIVE ANALYSIS

STEP 2:
QUANTITATIVE SCREENING

STEP 1:
FUND UNIVERSE



INVESTMENT COMMITTEE VOTING

ASSET ALLOCATION ANALYSIS

QUANTITATIVE FACTORS
Performance
Risk parameters
Return factors
Peer Analysis

QUALITATIVE ANALYSIS
Fund Manager Experience
Investment Strategy
Risk Management
Institutional Factors

Product driven alpha

PMS / AIF

Generating returns through quality & independent portfolios managed by top fund managers of the country

MUTUAL FUNDS

Tax efficient traditional investments

CROSS BORDER STRATEGIES

Creation of international assets

DEBT STRATEGIES

Stable returns generated by top fund managers of the country

HEDGE FUND STRATEGIES

Products that provide a cushion to the overall portfolio

REAL ESTATE FUNDS & STRUCTURES

Alternative products with high alpha generation capabilities

PRIVATE EQUITY

An opportunity to invest in the growing start-up space of the country

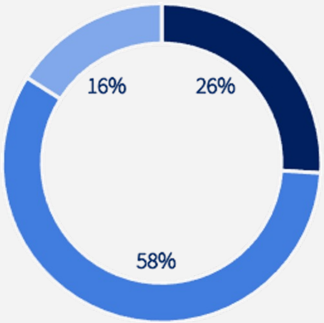
“GC IB- Select fundraising & valuation engagements”

GoPaisa.com has a mission to revolutionize the shopping & help to shop smart.	Akal Spring Ltd manufactures automotive components.	One of India’s largest retail clothing brand for Men’s wear advised on valuation to private placement.
A wholesome nutritious meal that's ready in 30 seconds. Be Meal-Ready On-the-Go with Supply6.	IGOPL Offshore Pvt. Ltd Mumbai based Oil & Gas Company for Pre IPO level evaluation.	Assisted in valuation for pre series A round.
Moving the Body to Heal the Mind ·	AdvisoryMandi.com: Noida based company developing tech solutions in stock advisory and strong trading segment.	Assisted in valuation of dairy division for fund raising from private Middle East investors.
Jai Auto Pvt Ltd manufactures more than 2000 different type of gears.	Hyper-local startup whom we advised on valuation for a potential fund raise from Ludhiana based angel group.	Pre-IPO valuation for private placement from one of India’s largest leading investors.

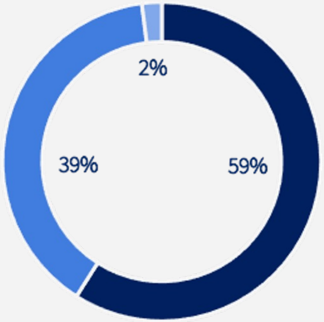
The power asset allocation

Asset allocation is an essential concept as it directly ties the composition of your portfolio to your financial goals and aspirations. It also helps you factor in your investing time horizon, comfort with risk and liquidity needs, or funds for unexpected expenses.

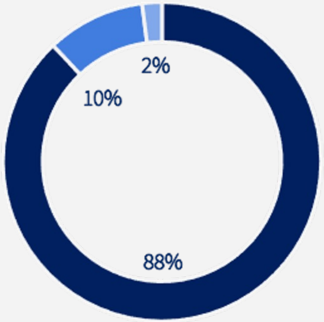
CONSERVATIVE INVESTOR



MODERATE INVESTOR



AGGRESSIVE INVESTOR



Stocks Bonds Cash

The power of asset allocation (equity)

BSE 500 P/BV + BSE 500 Yield Gap + Market Cap / GDP = Final Equity Allocation

The portfolio allocation is done using the Multi-Factor Approach wherein the final allocation is a weighted average of allocation recommended by each individual factor. This individual factor allocation is determined using historical quartiles. Any residual allocation is invested in CRISIL's short term bond fund index

	Monthly Rebalancing	100% Debt	50/50 D/E (Rebalanced)	50/50 D/E (Static)	100% BSE 500 TRI
CAGR	10.46%	8.53%	9.19%	8.73%	8.94%
Avg. 1Y Rolling	10.52%	8.60%	9.37%	9.01%	10.02%
Avg. 3Y Rolling	11.79%	8.52%	10.69%	10.37%	12.32%
Avg. 5Y Rolling	11.93%	8.66%	10.74%	10.42%	12.25%
Sharpe	0.442	N/A	0.352	0.309	0.235
Portfolio SD	2.95%	N/A	2.67%	2.65%	5.26%

According to our strategy, monthly rebalancing outperforms all other portfolios on CAGR and delivers the highest Sharpe (returns adjusted for volatility and risk).

The power of asset allocation (debt)

Debt Portfolio Deep Dive

MP/WL

SEBI Category	Corporate Bond	Corporate Bond	Credit Risk Fund	Credit Risk Fund	Credit Risk Fund	Credit Risk Fund	Credit Risk Fund
Portfolio date	31-Dec-20	31-Dec-20	31-Dec-20	31-Dec-20	31-Dec-20	31-Dec-20	31-Dec-20
Max exposure	SBI Corp Bond Fund-Reg(G)	UTI Corporate Bond Fund-Reg(G)	Aditya Birla SL Credit Risk Fund-Reg(G)	Axis Credit Risk Fund-Reg(G)	DSP Credit Risk Fund-Reg(G)	Franklin India Credit Risk Fund(G)	HDFC Credit Risk Debt Fund-(G)
Total under watch	0.00%	0.00%	20.39%	4.37%	0.00%	33.40%	21.88%
Net YTM	3.9%	4.4%	5.8%	6.1%	4.1%	8.3%	6.7%
Expense Ratio	0.8%	0.6%	1.9%	1.7%	1.6%	0.6%	1.6%
Avg Maturity	2.97	3.15	2.37	1.60	0.36	2.45	2.37
Mod Duration	2.52	2.58	1.81	1.20	0.24	1.58	1.90
Avg Credit Quality	AAA	AAA	AA	AA	AAA	Sub AA	AA
AAA%	100%	100%	37%	31%	47%	24%	39%
AA%	0%	0%	40%	61%	47%	31%	48%
Sub AA%	0%	0%	22%	8%	6%	45%	13%
Dec-20	28,522	2,855	1,634	560	306	3,638	6,601
Nov-20	27,761	2,533	1,662	570	315	3,567	6,480
Jan-20	10,642	728	5,184	1,205	1,318	5,585	14,487
1 Month Drop	2.7%	12.7%	-1.6%	-1.8%	-3.1%	2.0%	1.9%
Monthly AUM drop	5.2%	6.2%	-18.1%	-9.6%	-27.6%	-4.5%	-10.0%
Debt Portfolio value in lacs — Please clear junk values FIRST and then enter values							
Net YTM	3.9%	4.4%	5.8%	6.1%	4.1%	8.3%	6.7%
Portfolio Weightage	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

SEBI Category	Credit Risk Fund	Credit Risk Fund	Credit Risk Fund	Credit Risk Fund	Credit Risk Fund	Credit Risk Fund	Credit Ris
Portfolio date	31-Dec-20	31-Dec-20	31-Dec-20	31-Dec-20	31-Dec-20	31-Dec-20	31-
Max exposure	ICICI Pru Credit Risk Fund(G)	IDFC Credit Risk Fund-Reg(G)	Kotak Credit Risk Fund(G)	L&T Credit Risk Fund(G)	Nippon India Credit Risk Fund(G)	SBI Credit Risk Fund-Reg(G)	UTI Credi Fund-Re
Total under watch	13.81%	12.08%	8.07%	0.00%	30.05%	6.78%	6.70
Net YTM	6.1%	5.4%	5.6%	4.6%	9.7%	5.5%	5.5
Expense Ratio	1.7%	1.7%	1.7%	1.7%	1.7%	1.6%	1.6
Avg Maturity	2.50	3.58	2.48	2.81	1.74	2.87	1.9
Mod Duration	1.92	2.78	1.71	2.28	1.20	2.31	1.6
Avg Credit Quality	AA	AAA	AAA	AAA	Sub AA	AA	AA
AAA%	32%	55%	46%	70%	14%	36%	47
AA%	48%	38%	42%	30%	10%	53%	38
Sub AA%	20%	6%	13%	0%	76%	10%	15
Dec-20	6,735	811	1,845	245	1,235	3,671	31
Nov-20	6,685	804	1,851	251	1,284	3,699	34
Jan-20	12,381	1,564	5,104	1,728	4,930	5,055	1,11
1 Month Drop	0.7%	0.9%	-0.3%	-2.5%	-3.9%	-0.8%	-10.9
Monthly AUM drop	-7.0%	-7.7%	-14.7%	-50.4%	-24.9%	-3.1%	-21.
Debt Portfolio value in lacs — Please clear junk values FIRST and then enter values							
Net YTM	6.1%	5.4%	5.6%	4.6%	9.7%	5.5%	5.5
Portfolio Weightage	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0

According to our strategy, monthly rebalancing outperforms all other portfolios on CAGR and delivers the highest Sharpe (returns adjusted for volatility and risk).

Contact us

Corporate office

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Chandigarh 160101

Thanks