

Press Release

ASK Private Wealth widens its global footprint through the new DIFC office to serve NRIs and Global Investors

- Part of Blackstone-backed ASK Asset & Wealth Management Group, ASK Wealth Advisors (DIFC) Pvt Ltd ('ASKWA DIFC') will use DIFC as a hub for its Middle East and Africa operations.
- ASK will offer customised wealth management solutions, meeting the global diversification needs of Indian and Middle East investors.

Mumbai: 14 January 2025 – ASK Private Wealth, the Wealth Management arm of Blackstone-backed ASK Asset & Wealth Management Group, announced the launch of its operations in the Dubai International Financial Centre (DIFC), the leading global financial centre in the Middle East, Africa, and South Asia (MEASA) region through ASKWA DIFC.

This will enable NRIs and Global investors to access the vibrant Indian market with ease. It will also offer India-based clients access to global markets for portfolio diversification. This move strengthens ASK's commitment to delivering tailored, innovative wealth management solutions on a global scale.

Commenting on the expansion, Rajesh Saluja, Co-founder, CEO & MD, ASK Private Wealth, said, "The launch of our DIFC office underscores ASK's commitment to scaling our international footprint. The Indian diaspora has global ambitions, and we would like to partner them in their outreach. This move will enable us to offer overseas investors a gateway to India's dynamic markets while supporting Indian clients in diversifying globally."

Prateek Pant, Market Head for Middle East & Africa, ASK Wealth Advisors (DIFC) Pvt Ltd, added, "Dubai's strategic location and robust financial ecosystem make it an ideal base to connect investors in Middle East & African markets with India's compelling growth story. Through ASK DIFC, we aim to provide professional clients in these regions with diverse wealth solutions backed by ASK's legacy of excellence and innovation."

Welcomed by DIFC Leadership

Salmaan Jaffery, Chief Business Development Officer, DIFC Authority, commented, "We would like to extend a warm welcome to ASK Wealth Advisors to DIFC. ASK joins the Centre at an exciting time – a period during which we are seeing unprecedented global inflows of private capital as well as of wealth and asset managers to Dubai, making it the centre of gravity for wealth in the Middle East. The opportunities available to ASK from DIFC are endless, and we would like to thank them for choosing us as their new home in the region."

ASK's DIFC office will be led by a team of highly experienced professionals with deep expertise in wealth management and a proven track record of delivering exceptional client outcomes. These professionals will be supported by the Group's extensive global resources, including robust research capabilities, innovative investment strategies, and a legacy of excellence in asset and wealth management. This strategic approach underscores ASK's dedication to delivering innovative, client-centric wealth management solutions while strengthening its position as a trusted partner in the region.

About ASK Private Wealth

ASK Private Wealth (ASK Wealth Advisors Pvt Ltd) is the Wealth Management arm of the Blackstone-backed ASK Asset & Wealth Management Group. It focuses on the HNI and UHNI segments and seeks to help them meet their long-term financial goals of wealth creation, preservation, and transfer to the next generation. The firm currently represents ~3,500 HNI and UHNI families. ASK Private Wealth is the recipient of several reputed national and international awards. ASK Wealth Advisors Private Limited is engaged in various businesses, which includes SEBI registered Investment Advisor (Registration Number-INA000000532), Portfolio Manager Service (INP000007827), Alternative Investment Funds Category III - IN/AIF3/20-21/0829), Distribution of Financial Products (ARN47293), Corporate Agent (Composite) for distribution of Insurance products (-CA0707). ASK Wealth Advisors Private

Limited (IFSC Branch) is registered with IFSCA as Fund Management Entity (Non - Retail) with registration no IFSCA/FME/II/2023-24/095. The ASKWA DIFC is incorporated in DIFC via reg no: 9122 regulated by the Dubai Financial Services Authority.

About ASK Asset & Wealth Management Group

Blackstone-backed ASK **Asset & Wealth Management Group** is one of the leading players in the asset & wealth management business and primarily caters to the HNI and UHNI clientele. 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's diversified businesses comprise of Portfolio Management Services & Alternative Investment Funds – ASK Investment Managers; Real Estate Private Equity – ASK Property Fund; Wealth Management and Multi-Family Office Service – ASK Private Wealth; Long/short funds – ASK Hedge Solutions; NBFC – ASK Finance; and our international business arm – ASK Capital. It has 20+ offices and branches across India, Dubai, and Singapore and 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 Asset & Wealth Management Group manages assets over Rs. 79,000 Cr as of 30 November 2024.

About Dubai International Financial Centre

Dubai International Financial Centre (DIFC) is one of the world's most advanced financial centres, and the leading financial hub for the Middle East, Africa, and South Asia (MEASA), which comprises 77 countries with an approximate population of 3.7bn and an estimated GDP of USD 10.5trn.

With a 20-year track record of facilitating trade and investment flows across the MEASA region, the Centre connects these fast-growing markets with the economies of Asia, Europe, and the Americas through Dubai.

DIFC is home to an internationally recognised, independent regulator and a proven judicial system with an English common law framework, as well as the region's largest financial ecosystem of 43,800 professionals working across over 6,150 active registered companies – making up the largest and most diverse pool of industry talent in the region.

The Centre's vision is to drive the future of finance through cutting-edge technology, innovation, and partnerships. Today, it is the global future of finance and innovation hub offering one of the region's most comprehensive FinTech and venture capital environments, including cost-effective licensing solutions, fit-for-purpose regulation, innovative accelerator programmes, and funding for growth-stage start-ups.

Comprising a variety of world-renowned retail and dining venues, a dynamic art and culture scene, residential apartments, hotels, and public spaces, DIFC continues to be one of Dubai's most sought-after business and lifestyle destinations.

For further information, please visit our website: difc.ae, or follow us on LinkedIn and X @DIFC.

For media enquiries, please contact:

ASK Group
Vinay Rajani
vinay.rajani@askgroup.in
+91 9167642913