



# Securing Your Wealth For A Richer Tomorrow

**Ashika Group** is a diversified financial group that remains focused on innovation, governance, and delivering long-term value to clients across individual, institutional, and corporate segments



### Success Philosophy

→ "Our strength lies in deep market understanding and aligning it with the evolving needs of retail, institutional, and ultra-high-net-worth clients," says Pawan Jain. Daulat Jain adds, "Whether through customised strategies, insightful research, or seamless digital experiences, we focus on trust, transparency, and long-term value."

### Innovation And Technology

→ Innovation is central to Ashika Group's growth. "We've evolved from standalone broking to a tech-enabled, multi-service group," says Pawan Jain.

The Dhanush app integrates trading, mutual funds and loans, into a single interface. Bloomberg terminals support real-time data analysis for faster decisions. "With 350+ partners and three decades of legacy, we're building a platform ready for changing market dynamics," says Daulat Jain.

### Inclusive leadership

→ Each business vertical is led by a CEO empowered to drive strategy within their domain. "All heads report directly to the CMD, ensuring

### TODAY, ASHIKA GROUP OPERATES THROUGH

- Retail Broking
- Institutional Equity
- Global Family Office Services
- Investment Banking & Debt Syndication
- Asset Management
- Private Equity Fund
- Mutual Fund
- Wealth Management
- Treasury Operations
- Depository Services

investors and ultra high net worth families. Pawan Jain adds, "We're building capabilities to manage international regulations, cultural nuances, and cross-border wealth structuring."

### Social Responsibility

→ Through Ashika Foundation, the Group focuses on rural development in Beaver, Rajasthan, including CCTV installations for public safety and large-scale tree plantations. "Our CSR priorities — environmental sustainability, rural empowerment, and inclusive development — ensure impact beyond commerce," says Daulat Jain.

### Industry Impact

→ Ashika Group is transitioning from a promoter-led to a professionally run, institutionally scaled enterprise. "We're bringing in top talent to strengthen governance and expertise," says Pawan Jain. "Our asset-light, fee-based model allows sustainable scaling while staying agile." Daulat Jain concludes, "Over the next 3-5 years, we aim to set new benchmarks in delivering differentiated financial solutions and building enduring client relationships."

quick, transparent decision-making," says Pawan Jain. "Our open-door policy encourages collaboration and challenges assumptions."

### Global Outlook

→ With India targeting a \$10 trillion economy within a decade, Ashika is positioning for global integration. "The future lies in merging global best practices with local insights," says Daulat Jain. The Ashika group plans to expand its services to global

Founded in 1994 by Pawan Jain and Daulat Jain, over time Ashika Group has evolved from a small merchant banking venture into a diversified financial group.

### Standing Tall

→ "What began with a 10-member team has grown into a 400-strong organisation with expertise across multiple verticals," says Pawan Jain. Headquartered in Kolkata, with a key presence in Mumbai, Ashika Group combines its partner network with digital channels to serve clients nationwide.

### Vision And Mission

→ Vision: To be a fully integrated

financial services platform, delivering innovative, diversified, and high-value investment and credit solutions in sync with India's economic growth.

Core Mission: To create sustainable wealth through prudent risk management, agile execution, and a client-first approach.

"Our new corporate office at Altimus, Worli, reflects our ambition for the next chapter — a space that fosters agility, connection, and forward-thinking," says Daulat Jain.

### Brand Refresh

→ In line with its expanded scope, Ashika Group recently unveiled a refreshed brand identity. "This is the Ashika Group of tomorrow — agile,

modern, and growth-oriented — yet rooted in the trust and reliability we've built over decades," says Pawan Jain.

The new visual language, with bold design and vibrant colours, signals its evolution from a focused lending and investment company to a diversified financial group.

### Key Achievements

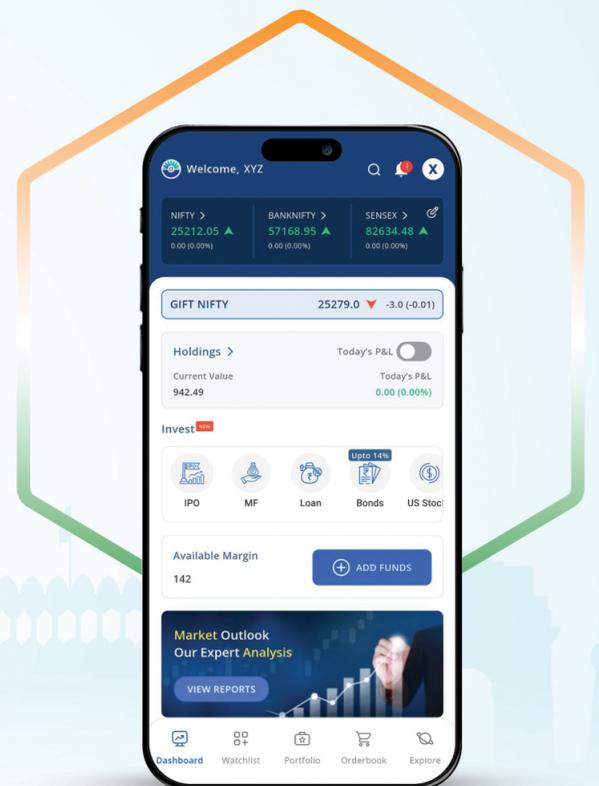
- Awards from NSE in 2017 and 2018 for leadership in capital markets.
- Expanded from a traditional NBFC into wealth management, asset management, and private equity.
- Listed on BSE's main board with strong governance practices.
- Initiated mutual funds and Category II AIF as part of strategy



## This Independence Day, go beyond celebrations

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### OUR COMPREHENSIVE FINANCIAL SERVICES

RETAIL & INSTITUTIONAL BROKING

GLOBAL FAMILY OFFICE SERVICES\*

INVESTMENT BANKING\*

ALTERNATIVE INVESTMENT FUNDS\* (CAT-3 AIF)

MUTUAL FUND ADVISORY\*

DEDICATED RESEARCH DESK\*

GIFT CITY IFSC\*

DEPOSITORY

NBFC\* (ASHIKA CREDIT CAPITAL LTD. LISTED ON BSE)

These are not exchange traded products, member is acting as distributor only where in no investor redressal forum or arbitration mechanism is accessible to investor.

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