

How Nuvama Private is Connecting Indian Wealth to Global Opportunity - and Global Capital to India

As Head of the International Business at Nuvama, Vivek Sharma is driving a pivotal chapter in the firm's international expansion - bridging the needs of India's globally dispersed wealthy with a cross-border platform that is fit-for-purpose, robust, and regulatory-compliant, while also opening the door wider to global investors seeking structured access to India's fast-growing asset markets. In a recent interview with Hubbis, Sharma outlined how this strategy is being implemented through a phased rollout across major financial hubs - beginning in 2024 with Dubai and extending it to Singapore in 2025. Presence in these two locations, will enable Nuvama to cover both middle east and Asia as key hubs for the offshore business.

He explained how Nuvama is combining thoughtful licensing, team-building, and partnerships with global institutions to deliver an open-architecture model tailored primarily to Indian HNW and UHNW families whose wealth and family structures often span borders. But he also emphasised that the firm's ambition goes beyond the Indian diaspora:

Sharma is also focused on guiding international capital into India, offering investors a sophisticated, compliant, and client-centric entry point into one of the world's most dynamic economies. His message was clear, grounded, and forward-looking - Nuvama's international business is not merely expanding; it is laying the foundation for the firm's enduring presence at the intersection of Indian and global wealth.

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VIVEK SHARMA

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Engineering a Global Wealth Model with India at its Core

Sharma began by explaining the foundational rationale behind Nuvama Private's offshore expansion. The firm, long established as a leading wealth platform in India, had in recent years made a strategic decision to extend its expertise internationally to meet the increasingly complex needs of India's globally mobile NW and UHNW clients and families. "We're not trying to replicate global banks," Sharma clarified. "We're building something distinctly India-focused - offering global access, yes, but always anchored in our DNA and with a deep understanding of Indian clients."

The core proposition, he explained, is twofold: to help global Indians manage and diversify their wealth outside India, and to help global investors gain efficient, curated access to India's markets. "We're building a bridge in both directions," he said. "And that requires a

NUVAMA PRIVATE AND INTERNATIONAL EXPANSION: AT A GLANCE

Nuvama Private is a leading Indian wealth management platform dedicated to the nuanced and complex needs of high-net-worth (HNW) and ultra-high-net-worth (UHNW) clients. With a client base spanning prominent entrepreneurs, business families, senior executives, and emerging wealth creators, the firm delivers bespoke solutions that go well beyond conventional portfolio management. Its integrated offering includes multi-asset investment strategies across equities, fixed income, real estate, alternatives, and structured credit, wealth structuring, and estate planning. A hallmark of the Nuvama approach is its focus on capital preservation and long-term, risk-adjusted growth.

The firm is structured around specialised practice groups designed to serve its clients' unique profiles and objectives, from legacy industrial families to new-age tech entrepreneurs, ensuring relevance, agility, and deep personalisation. Its solutions blend institutional-grade investment frameworks with the intimacy of advisory-led relationships, enabling clients to address everything from intergenerational succession and liquidity planning to international diversification.

Nuvama Private's international expansion has been swift, strategic and emphatic. In March 2023, the firm established licensed operations in Singapore, Hong Kong, Mauritius, and the United Kingdom, allowing it to deliver regulated investment advisory and securities services to a globally mobile client base. These milestones positioned the firm to support wealthy individuals and families with increasingly borderless needs, as well as to build an international client base seeking greater access to India's ever more compelling private and public asset markets.



properly licensed, well-regulated presence in key jurisdictions where our clients live and invest and in core wealth management and financial centres.”

That logic has guided Nuvama’s international roll-out. While the firm has had international presence in key global markets (Singapore, Hong Kong, the United Kingdom, United States, and Mauritius) for over a decade, the focus was more institutional and capital markets thus far. Then in 2024, it launched a fully licensed DIFC operation in Dubai, targeting the Non-Resident Indian (NRI) and also international client segments across the Middle East. This was followed by the license to conduct wealth management activities in Singapore in 2025. Both locations, Sharma noted, were selected for its relevance to core client segments - whether as capital hubs or as gateways for inbound or outbound investment flows.

In Singapore, the firm now operates two distinct verticals: one focused on institutional clients, including foreign institutional investors seeking exposure to India’s capital markets and another, newer initiative in wealth management. “Now the focus is on deepening our capabilities in each market and delivering the level of access, sophistication and personalisation our clients expect.”

Building further on this international footprint, Nuvama Private then launched its DIFC-licensed Dubai office in August 2024, targeting non-resident Indians (NRIs) and global clients seeking access to Indian markets through a trusted partner. With this move, the firm deepened its presence in the Middle East - an increasingly important wealth hub - and reinforced its vision of providing seamless, cross-border advisory for clients investing into and out of India.

At the forefront of this international drive at Nuvama is Vivek Sharma, Senior Executive Vice President and Head of the International Clients Group. With more than 17 years of experience in private banking, investment management, and consumer finance across India and Singapore, Sharma leads Nuvama’s offshore strategy, with a sharp focus on building end-to-end connectivity between onshore ambitions and offshore realities and with his leadership instrumental in shaping the firm’s global architecture to serve Indian families with global aspirations and global families seeking to invest in India’s rapidly growing market.

Segmenting for Precision, Structuring for Purpose

Sharma underscored that the firm’s offshore wealth strategy for Indian clients is built on a nuanced understanding of their distinct types, not a one-size-fits-all model. He highlighted three key segments: Indian clients residing onshore who are looking to diversify globally; globally based Indians whose wealth and business interests span multiple geographies; and second- or third-generation Indian families who have been based overseas for decades, often with limited engagement in Indian

markets. “Each segment has its own needs, its own comfort zones, and its own regulatory considerations,” he observed. “We structure our offerings and presence accordingly.”

This segment-driven approach is backed by what Sharma described as a hybrid architecture. Nuvama provides its own advice and structuring overlay - particularly in areas where it brings domain expertise - and complements this with open-architecture access to products and execution platforms from leading global private banks. “We have a handful of key partnerships with global players

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today," he noted, "and we'll expand that selectively. It's about providing clients the best of both worlds - trusted advice from us, and best-in-class global product access."

Equally crucial for Sharma is the compliance framework around this strategy. He was clear that a regulated offshore presence is not merely an enabler of commercial growth but a structural necessity for sustainability and client protection. "You can't build a serious international business just sitting in India," he said. "You need to operate under the regulatory umbrellas of your client markets, with the right governance and transparency in each jurisdiction."

Tailoring the Offshore Proposition: Aligning Clients, Capability and Culture

Elaborating on how Nuvama differentiates its offshore proposition, Sharma was careful in articulating the importance of alignment. For him, this means not only aligning with clients' global wealth journeys but also ensuring cultural cohesion and organisational clarity. "For example, we're very focused on getting the right people in place from day one," he explained. "We don't focus on scale for the sake of it; we focus on hiring people and teams who understand our values and can translate them into valuable connectivity and client engagement, all to ensure we are fully aligned throughout our proposition."

That clarity extends to the firm's value proposition in the "into India" element of the opportunity. Sharma highlighted the structural evolution of India's capital markets

and the increasing relevance of Indian allocations within global portfolios. "India's contribution to the MSCI Emerging Markets index has jumped significantly in recent years," he noted. "For global family offices and institutions, India is no longer an optional allocation - it's a very important and increasingly necessary one."

He also detailed the breadth of investment options available to global investors looking at India - ranging from listed equities to private, alternative and special situation strategies. "It's no longer just about mutual funds or public market exposure," he said. "The entire asset management landscape has matured - and we are very well positioned to curate and present those opportunities to offshore clients."

With all this in motion, Sharma reiterated that building the right operational linkages between Nuvama's onshore and offshore platforms is a key priority. "Clients want seamless advice, regardless of where their assets sit, and they want seamless execution and reporting," he explained. "Our job is to integrate people, platforms, and processes so that we can serve that 360-degree circle, in other words, the full picture."

Into the Future

Sharma then spoke with clarity and conviction about the macro context shaping Nuvama's roadmap. At the heart of his outlook is a belief in the sustained growth trajectory of the Indian economy. "Whether it grows at 6% or 8% annually," he said, "a US\$4 trillion economy today that is expanding at a significant pace creates extraordinary opportunity - across public

markets, private capital, and the full remit of wealth management."

He outlined three core themes he believes will define the next chapter. First, India's structural importance in global asset allocation - no longer just attractive, but increasingly essential. Second, the rise of globally minded Indian families who seek wealth management solutions that are not limited by geography. And third, the role of homegrown institutions like Nuvama in both shaping and catering to this narrative.

"To capture this opportunity, we must remain agile, focused, and true to our original principles," he commented. "That means disciplined cost management, hiring the right people, and ensuring cultural alignment. Especially offshore, we won't have the same scale as in India, so each hire is critical. We're building a legacy, not just a business line."

He also reflected on the unpredictable nature of global markets. "The world is volatile - and we have seen time and again that things can shift fast," he noted. "Accordingly, we need to be nimble and always centred on what our clients actually need. That's our compass."

Key Priorities: Growth, Talent and Global Connectivity

When asked about his top priorities, Sharma was articulate and methodical. "First, on the institutional side, we want to cement our position as the partner of choice for hedge funds, systematic strategies, and high-frequency trading firms looking to access India. That

means continuing to invest in robustness and exploring new geographies where institutional interest in India is rising.”

His second priority lies in offshore wealth. “Now that we have regulated presence in Dubai and Singapore, our focus is on team-building - getting the right bankers, the right leadership, and embedding our philosophy deeply in both markets,” he explained. “We want to sow the seeds for a business that can expand rapidly and freely over the next two to three years.”

The third focus area is connectivity. “We’re working to create the right linkages between our onshore and offshore platforms - products, vehicles, structures - that enable us to serve global Indian families holistically,” he said. “And we’re actively forging the right global partnerships to support our EAM platform. We know we won’t do everything ourselves - but we’ll be highly selective in how we complement our offer.”

For Sharma, these priorities are not just operational - they are strategic markers in a longer-term journey. “This is about building an institution,” he concluded. “One that stands for trust, relevance, and excellence in a world where wealth, opportunity, and risk are increasingly borderless.”

The Final Word: Crafting a Globally Aligned, India-Centric Wealth Strategy

From his detailed account of Nuvama Groups international strategy, it is clear that Sharma is not simply overseeing geographic expansion - he is helping craft a globally aligned wealth management model rooted in India’s growth narrative while tuned to the needs of internationally mobile clients as well as global investors seeking greater access to India’s buoyant private and public markets. His approach blends commercial pragmatism with strategic clarity: secure the right licenses, serve clearly defined client segments, build local teams that reflect

the firm’s values, and connect the dots between onshore and offshore opportunity.

Rather than chasing scale for its own sake, Sharma is focused on laying durable foundations - regulatory, cultural, and structural. His emphasis on disciplined talent acquisition, integrated platforms, and strategic partnerships signals a longer-term view that sees two-way international growth not as a bolt-on, but as core to the firm’s identity and competitive advantage.

Whether it is helping Indian families diversify globally, enabling foreign institutions to access India’s markets, or bridging second-generation diaspora wealth with Indian opportunity, Sharma is helping Nuvama Private position itself as an expert navigator in an increasingly borderless global wealth ecosystem. He measures success not just in reach and expansion but in real terms - in trust built and earned, relevance delivered, and the legacy of a platform designed and executed with purpose. ■



GETTING PERSONAL WITH VIVEK SHARMA: LIFE LESSONS, PASSIONS, AND AN EXCITING JOURNEY

Vivek Sharma's career in wealth and capital markets might be defined by strategy, structure, and international growth, but his personal journey reveals an equally rich tapestry of adaptability, intellectual curiosity, and a deep-rooted sense of balance between tradition and ambition.

Born in Rajasthan, Vivek spent his formative years constantly on the move, thanks to his father's senior role at the Life Insurance Corporation of India (LIC), one of India's most prominent public sector institutions. The frequent transfers every few years meant he had to switch schools and environments regularly, an experience that, as he recalled, quietly shaped his character. "It wasn't intentional, but in hindsight, those constant changes helped me become flexible and quick to adapt - essential traits in both life and leadership." While it meant never having a single long-term childhood friend, he believes the trade-off made him more resilient and open to new perspectives.

Vivek later completed his undergraduate degree in Economics at St. Xavier's College in Mumbai, one of India's most prestigious institutions, before earning an MBA from Symbiosis in Pune.

Since then, his professional journey spans over two decades, with 15 of those years at Edelweiss - now Nuvama - where he has played a part in multiple verticals, from seeding the wealth business to helping scale one of India's fastest growing securities services business and setting the foundation of an international wealth management business platforms. "I've been fortunate to be part of our key businesses at different stages of their evolution - whether it was building the foundation or leading the charge as we have scaled. Each phase taught me something unique."

Now based in Singapore with his wife and two young daughters - both born and raised there - Vivek balances his demanding leadership role with family life and personal passions. "Like many Indians, I'm a cricket enthusiast," he admitted, before revealing another passion: global politics. "I follow leaders like Modi and Trump - two very different styles - but it's about understanding how leadership works across the world. Politics fascinates me." He also counts business thinkers like Jeff Bezos, Elon Musk, and Ray Dalio among those he closely follows, appreciating their intellect, vision and discipline.

When not tracking markets or managing cross-border expansion, Vivek enjoys travel, and Japan has become a recent family favourite. "We have been to Tokyo and Kyoto, both of which were long on our bucket list," he shared. "We are now planning to return for a skiing trip, this time to Hokkaido. Japan is such a beautiful, cultured, and utterly immersive country."

Behind his business success lies a reflective, grounded individual who values experiences as much as expertise. For Vivek Sharma, leadership isn't just about scaling enterprises - it's also about pursuing a life well-lived, enjoying travel and cultures, and being deeply connected to the fascinations and joys of a world far beyond finance.