

India Wealth Survey 2025

 MARCELLUS

dun & bradstreet

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All findings, statistics, and references to market trends or participant responses are derived directly from this survey.

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Meet the Kumars from Kandivali

Mr. Kumar, age 44 banking professional, lives in Kandivali with wife and daughter.
Daughter goes to IB School



Income & Savings

Earn **₹50 Lakhs** net.
Save **₹5 Lakhs** p.a.

Home Loan EMI: ₹12 Lakhs
Car Loan EMI: ₹4 Lakhs
Other Home Exps: ₹12 Lakhs
School Fees+: ₹8 Lakhs
Travel & Vacations: ₹3 Lakhs
Pune Investment Flat EMI: ₹6 Lakhs

Total Expenses: ₹45 Lakhs
Annual Savings: ₹5 Lakhs

Investments

Physical + Financial
assets of **₹3.5 cr.**

Real Estate (₹2 Cr)
Residential (on loan): ₹1.30 Cr
Plot: ₹0.75 Cr
Equities (₹70 Lakhs)
MF Small Cap: ₹30 Lakhs
MF Flexi Cap: ₹20 Lakhs
ESOP: ₹20 Lakhs
Income (₹80 Lakhs)
FD: ₹25 Lakhs
MF: ₹25 Lakhs
PPF & NPS: ₹30 Lakhs

Aspirations

-  New Car (2027)
-  Int'l Education for Daughter (2032)
-  Daughter's Marriage (2036)
-  Retire @ 60 with annual income of ₹18 Lakhs (2042)

Kumar's Conundrum: How secured is my financial future?



Indian Affluent & HNIs: So Near, Yet So Far...



In spite of a record-breaking bull run, Indian HNIs remain frustrated by their limited success in:



Achieving their financial goals



Building a coherent financial roadmap



Finding trustworthy advisors



Our survey, done in collaboration with Dun & Bradstreet, demystifies the financial lives of Indian Affluents & HNIs



Research Structure

**Survey
Period:**

Feb-Mar
2025

**Sample
Survey:**

465 respondents
from Metros,
Tier 1 & 2 cities

**Sample
Characteristics:**

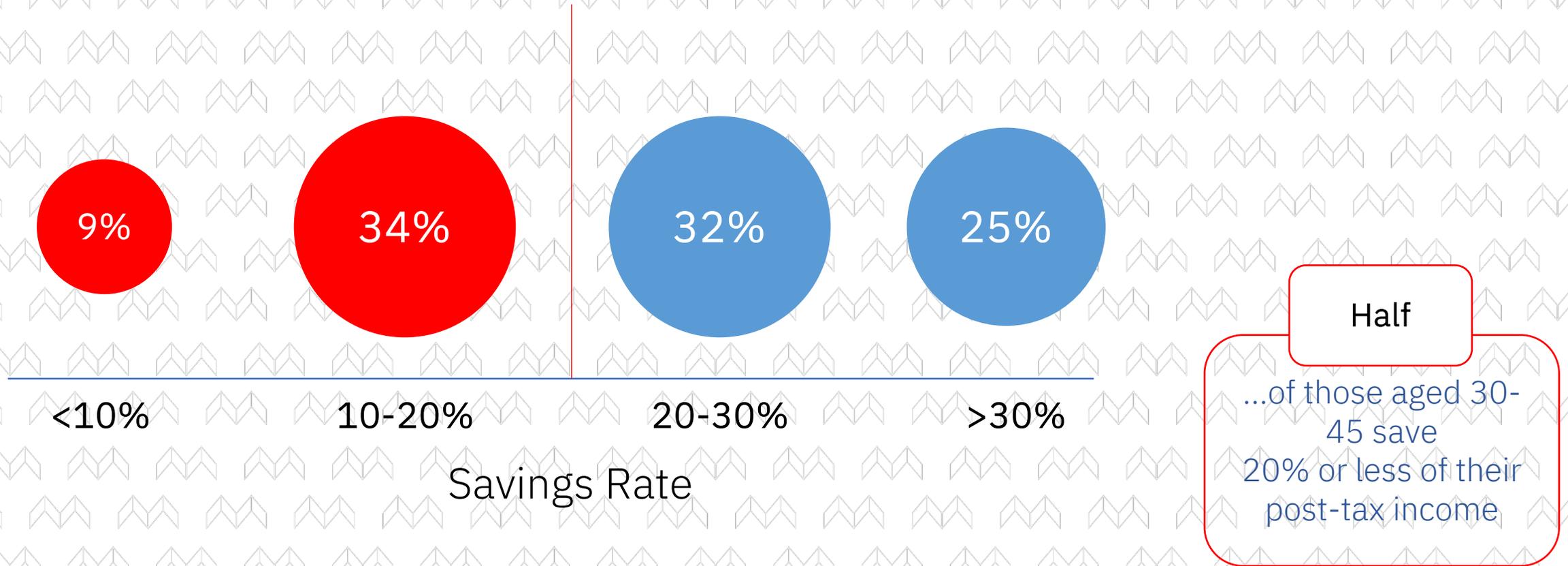
- Age > 30 Years;
- Financial Assets > 50 Lakhs
- Post-tax household income
 - Metros: Income > 50 LPA
 - Tier 1/2 towns: Income > 20 LPA



Affluent & HNIs are **not** saving enough

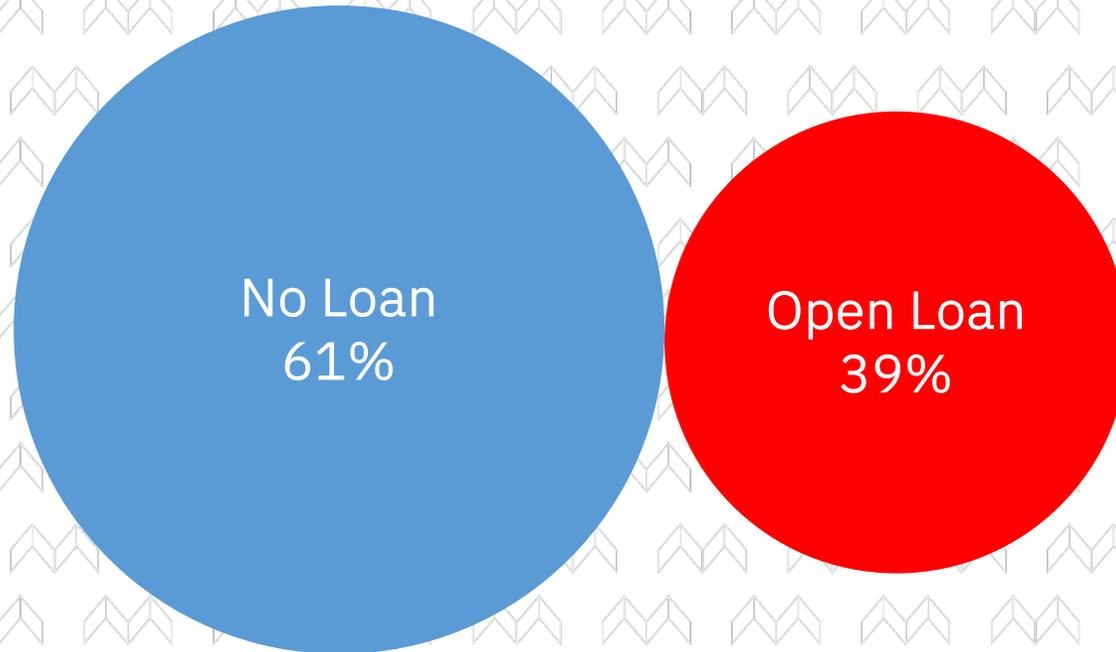


43% of respondents are saving less than 20% of their post tax income





4 in 10 respondents report at-least 1 open loan



50%...
...of those aged 30-45 have open loans



They face **challenges** in achieving their goals



40%



Low Investment Returns

29%



Lack of Savings Discipline

21%



Poor Understanding of Investment Options

9%



High Burden of Debt



High financial aspirations – but failing to plan

Affluent & HNIs have **multiple** goals



40%

Retirement Early



40%

Buy House



40%

Start Business



75%

Children's Education,
Marriage

Real Estate remains THE key asset in their portfolios



Only **1/3rd** have
more than 20%
Equity allocation



Half have more
than 20% asset
allocation to Real
Estate (excluding primary
residence)



14% do not
maintain **ANY**
Emergency Funds

51% seek more guidance on diversification



3 in 10

not very comfortable investing in Equities



21%

have begun to diversify globally



23%

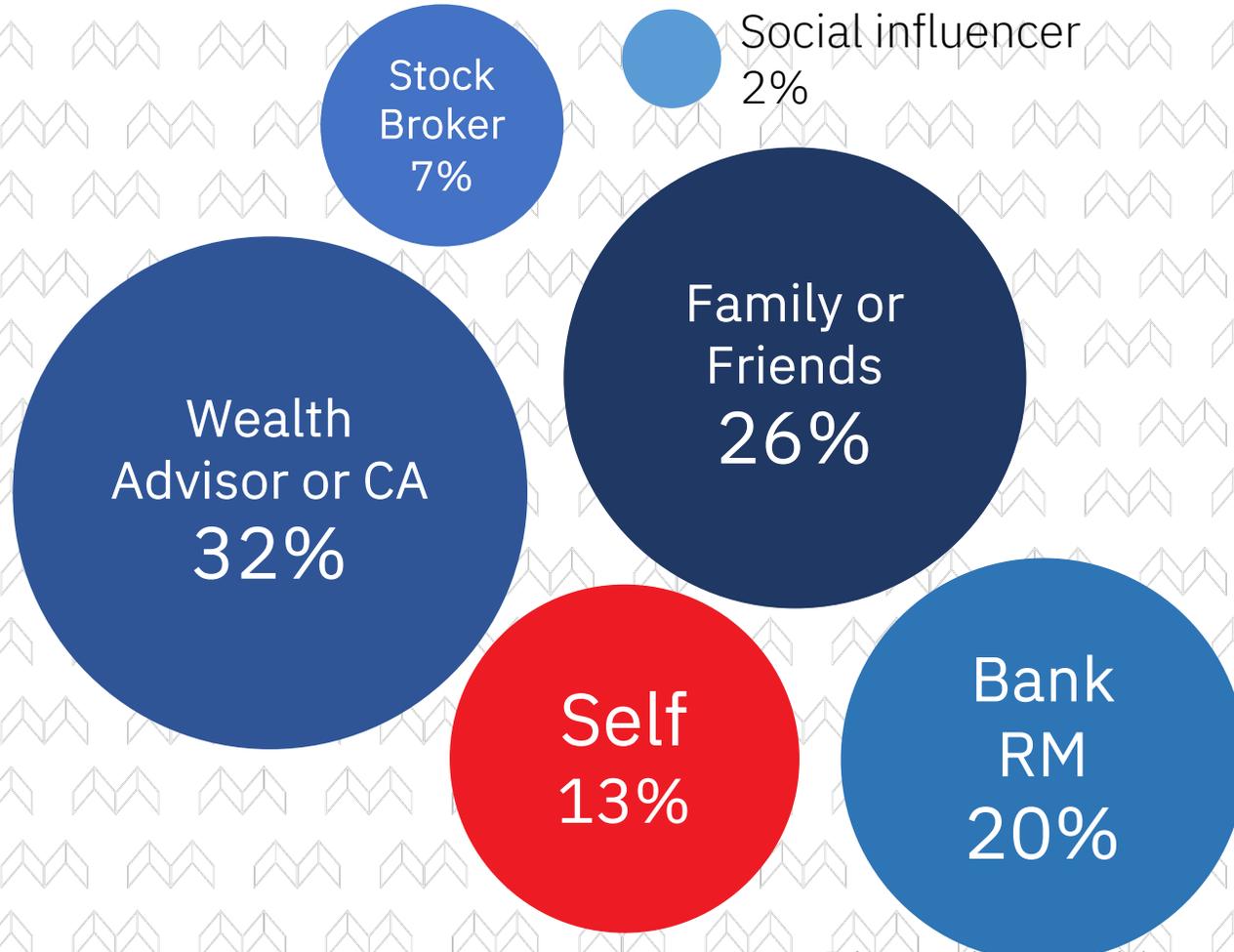
are not familiar with global investing





Discontent with **intermediation** - HNIs seek a trusted advisor

87% rely on external advice for investment decisions



36%...
Retired respondents take advice from Bank Managers

But **2 in 3** report they are dissatisfied with the advice they receive

31%

Lack of Personalization



*“The advisor doesn’t fully understand my needs, and their recommendations are **not tailored** to my unique situation”*

17%

Conflict of Interest



*“My advisor recommend products to meet their **commission targets**, rather than advising products which are right for me”*

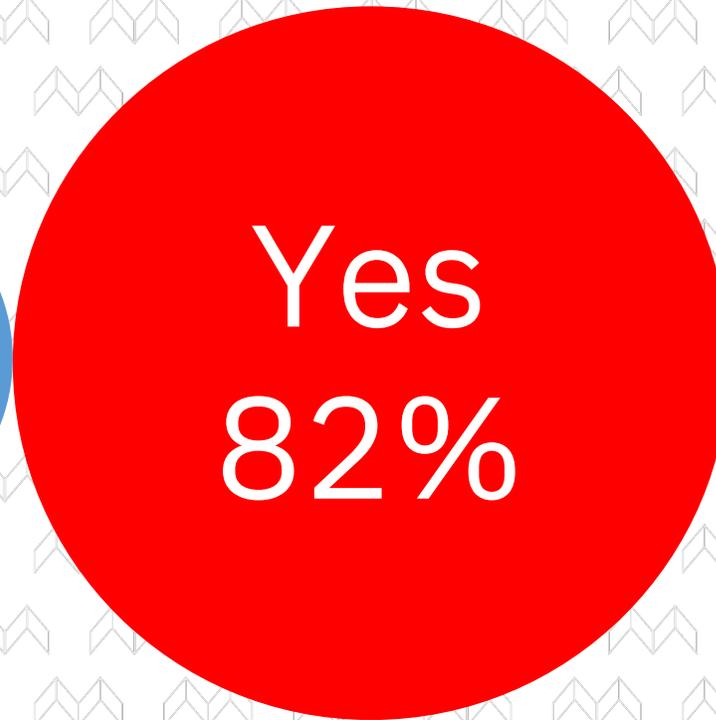
14%

Lack of Transparency



*“My advisor **doesn’t explain** to me why the recommended product or advise is right for me”*

82% respond that professional financial planning will put them in better position to achieve their goals





From this trusted advisor, they seek....

32%

Help in **planning** major life events (buying house, marriage, etc)



38%

Personalized **Asset allocation** based on **THEIR** goals and risk



8%

Conflict-free transparent advice



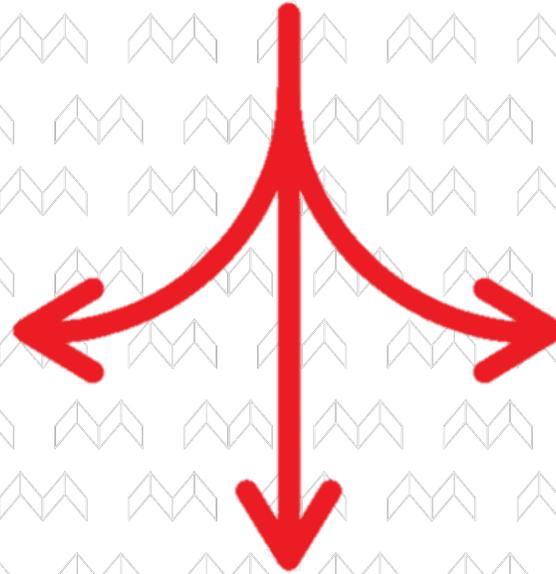


Marcellus' solution to survey findings



Three-pronged approach to address HNI needs:

No cost
personalized Goal
Planning and Asset
Allocation



Support and
Counselling
**throughout the
investing journey**

Access to **uniquely
diversified** portfolios

Personalized no-cost Goal Planning and Asset Allocation



MAꠖCELLUS Plan Your Goals

How secured are your financial goals and retirement?
Find out in under 5 minutes.

Full Name

Phone Number

+91

Email

PROCEED →

 plan.marcellus.in

Uniquely diversified portfolios for various asset allocations



Global Equities

Global Compounders:

portfolio of dominant global business with deep moats and consistent cashflow compounding

Available as PMS and AIF from GIFT City

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Multi Asset PMS

- ✓ **Diversified investing** across various asset classes
- ✓ Various asset mix portfolios to address specific **asset allocation needs**
- ✓ Investing through Direct MF and ETFs – thus, **no conflict with Marcellus' products**



Ongoing investor support and counselling



Refine goals per evolving client needs, and monitoring progress



Assessment of the asset allocation, goal alignment & portfolio's performance



Handholding and counselling to navigate market dynamics and avoid emotional decisions



Solution to the Kumar's Conundrum

Step 1: Translate life goals into financial goals

& Assess Risk Tolerance



Risk Tolerance



Goal	Current Value	Future Value	Time Horizon & Inv. Orientation	Asset Allocation	Present Value
Emergency Funds (2025)	₹ 25 Lakhs	₹ 25 Lakhs	Immediate - Liquid	100% in Bank FD	₹ 25 Lakhs
New Car (2027)	₹ 25 Lakhs	₹ 28.5 Lakhs	Short Term – Risk Mitigation	100% Debt	₹ 25 Lakhs
Daughter's Education (2032)	₹ 3 Cr.	₹ 5.6 Cr.	Long Term - Growth – Balanced - Liquid	Equity Oriented - Diversified Multi Asset Allocation	₹ 5.10 Cr.
Daughter's Marriage (2036)	₹ 50 Lakhs	₹ 1.0 Cr.	Long Term – Growth - Balanced		
Retirement in (2042)	Mthly income of ₹ 1.5 Lakhs	₹ 10.4 Cr.			

Kumar needs **₹ 5.60 Cr.** today to fund his future goals. He has ₹ 3.5 Cr. Thus, only **62%** of his goals are secured today

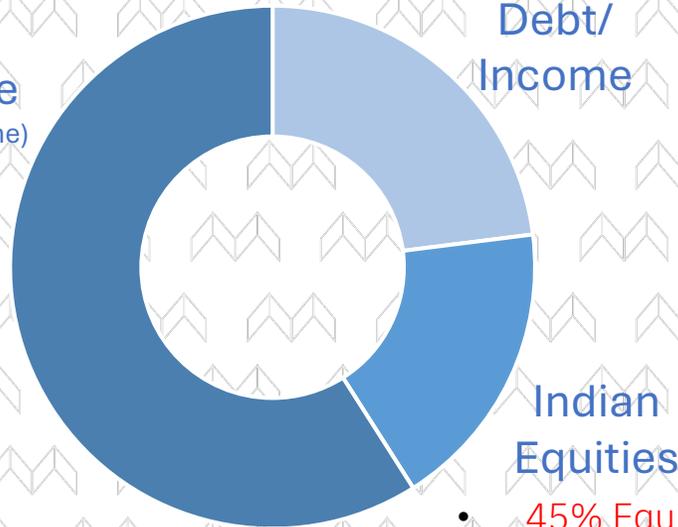


Solution to the Kumar's Conundrum

Step 2: Review Asset Allocation for existing & future investments



Current Allocation



(questionable growth, cash flows, flexibility, liquidity?)

- 45% Equities are small caps
- ESOPs are concentrated

Lacks Diversification: No Gold or Global Investments

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Goal & Risk based Asset Allocation

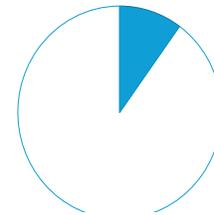


6 Mths Emergency Funds: ₹25 Lakhs in FD

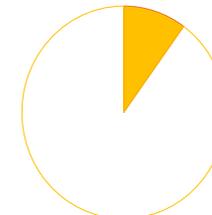


Short Term Goals (car): ₹25 Lakhs in FD / Arb Funds

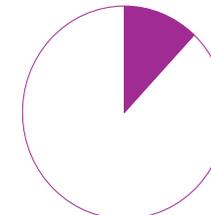
Diversified Allocation for Long Term Goals: ₹ 3.0 Cr



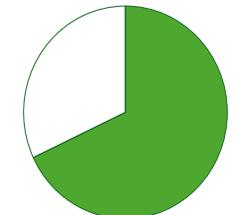
Debt & Income



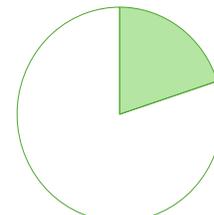
Gold



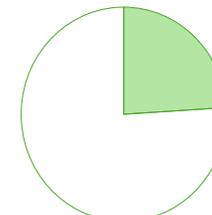
Global Equities



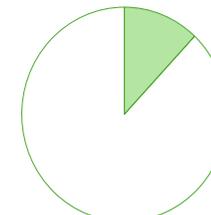
Indian Equities



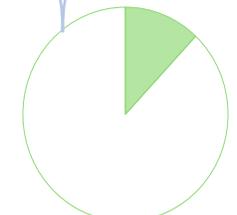
Large Mid Caps



Small Caps



Value



Growth



Solution to the Kumar's Conundrum

Step 3: Ongoing review and support



✓ Review

✓ Recalibrate

✓ Monitor

✓ Realize



Thank You





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