



# Executive Summary

Project Wealth  
Information Memorandum



## Money

Bank Rate	0.75pc
Overnight	0.68pc
7 day	0.70pc
1 month	0.65pc
3 months	0.70pc
6 months	0.74pc

## Major price changes FTSE 100 Week on Week

Risers 65	Volume	Close	Change	Fallers 34	Volume	Close	Change
NMC Health	2.73m	1557 1/2	+15.41pc	Pearson	6.81m	588 1/2	-6.24pc
Centrica	16.17m	92 1/2	+8.30pc	Smith (DS)	3.98m	258 1/2	-4.55pc
Taylor Wimpey	11.17m	418 1/2	+7.08pc	Royal Bk Scot	9.63m	224 1/2	-4.50pc
Enva	4.51m	289 1/2	+6.84pc	Mondi	1.64m	1604	-4.41pc
Persimmon	1.15m	505 1/2	+6.56pc	Prudential	7.99m	141 1/2	-4.29pc
Aveva Group	0.83m	1003 1/2	+5.97pc	BT Group	17.98m	89 1/2	-4.20pc
Util. Utilities	1.98m	1324 1/2	+5.95pc	TUI AG	1.75m	101 1/2	-3.91pc
Oraco Group	0.86m	799 1/2	+5.71pc	WPP	3.90m	2718	-3.82pc
Barratt Dev	3.53m	674 1/2	+5.36pc	Smurfit Kappa	0.50m	448 1/2	-3.61pc
BAE Systems	5.87m	2329	+5.05pc	Whitbread	0.52m	9066	-3.55pc
Sainsbury	1.54m	874	+5.04pc	Flutter Entmt	0.89m	175 1/2	-3.33pc
Sports Fashion	1.90m	2583	+4.91pc	Johnson Mat	39.23m	58 1/2	-3.18pc
Next	1.01m	3768	+4.83pc	Bardays	185.06m	1110 1/2	-2.50pc
ASDA	0.55m	1495	+4.46pc	Lloyds Bk Grp	0.62m	299 1/2	-2.39pc
Wm Morrison	1.10m	5040	+4.46pc	St James Place	2.57m	1880 1/2	-2.25pc
Wm Morrison	1.10m	5040	+4.46pc	Hargre Lans	14.60m	885	-2.07pc
Wm Morrison	1.10m	5040	+4.46pc	Legal&Gen	2.76m	2184 1/2	-1.78pc
Wm Morrison	1.10m	5040	+4.46pc	RSA Ins	1.78m	1477 1/2	-1.47pc
Wm Morrison	1.10m	5040	+4.46pc	Just Eat	1.10m	487 1/2	-1.47pc
Wm Morrison	1.10m	5040	+4.46pc	Sainsbury	1.10m	487 1/2	-1.47pc

Financial nos to be updated after finalization of FM

# Tech-Driven Equity Portfolio Advisory Platform Optimizing Returns for Every Investor

R&R provides strategic investment advisory based on proprietary software-driven solutions offering a comprehensive approach to wealth management

**~100%**  
Average Revenue Growth  
(2022-2026P)

**INR 727M**  
Net Revenue  
(2024P)

**~60%**  
Gross Margin  
(2024P)

**300+**  
Algorithms

**70%**  
Renewal Rate

**450k+**  
Monthly Traffic

**7,000+**  
Premium Customers &  
**1000+**  
Private Wealth Clients

**88%**  
Customer Satisfaction Rate

**820%**  
Absolute Returns

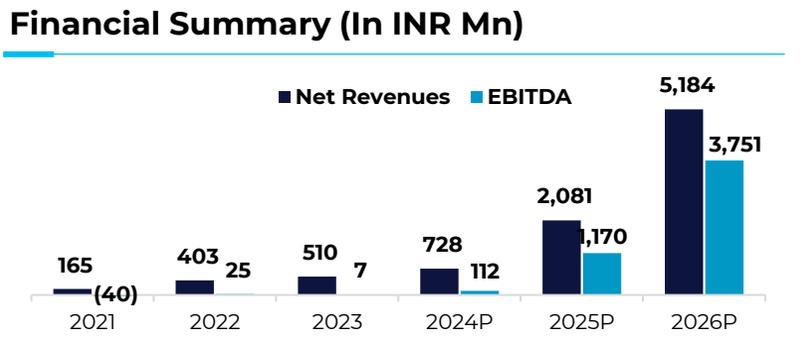
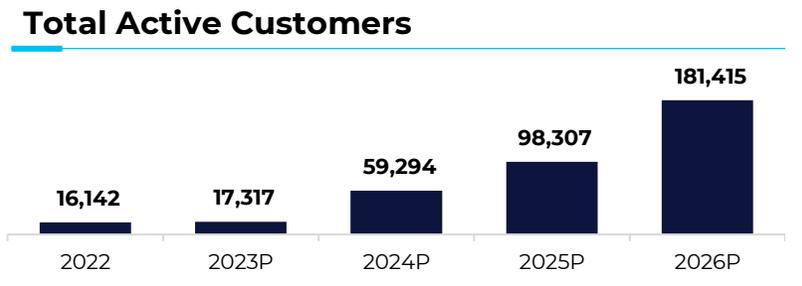
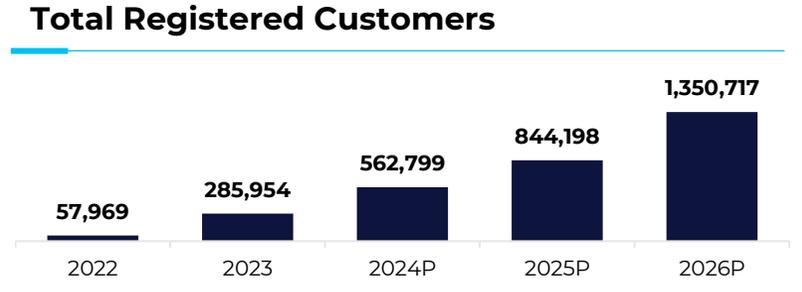
**~INR 120,000**  
Customer LifeTime Value (CLTV)

**2nd**  
amongst 227 active competitors as per **Tracxn**

**300+**  
Employees

**70+**  
Cumulative Years of Research Experience

**Focused on Leading Stock Exchanges**



**R&R offers seamless wealth creation through a cutting-edge, tech-driven equity portfolio advisory platform, designed to optimize returns on every investment**

# Highlights of the Strategic Investment Opportunity

R&R is an operationally profitable platform with a proven track record of delivering data-driven strategies and expert analysis for optimal wealth growth



**Technology driven investment advisory services with a variety of products spread across investment ranges**



**AI and Data driven research for recommending optimal equity investment opportunities**



**Cutting-edge proprietary stacks such as such as a quant engine for stock analysis, in-house CRM platform and a portfolio management tool**



**Cloud-based omnichannel accessibility through apps and websites**



**Holistic research approach to assist investors in making well-informed decisions**



**Valuable education insights for informed investment decisions**



**All-in-one platform solution that bridges the gap between limited SEBI registered investment advisors (RIA) and a growing number of investors**

## Strategic Growth Initiatives



Focus on product enhancement and revamp of existing products



Launch new products to improve internal processes and optimize the existing funnel and customer satisfaction



Forge strategic partnerships with other platforms to expand and enrich the existing plan by integrating end-to-end execution



Set up own AIF (Alternative Investment Fund) to diversify revenue streams and offer tailored investment solutions to clients



Increase outreach to potential clients, expanding distribution channels, and leveraging corporate tie-ups to enhance the B2B pipeline



Invest in comprehensive marketing initiatives and branding to attract, retain, and convert potential customers



Pursue inorganic growth opportunities through strategic acquisitions or vertical integration

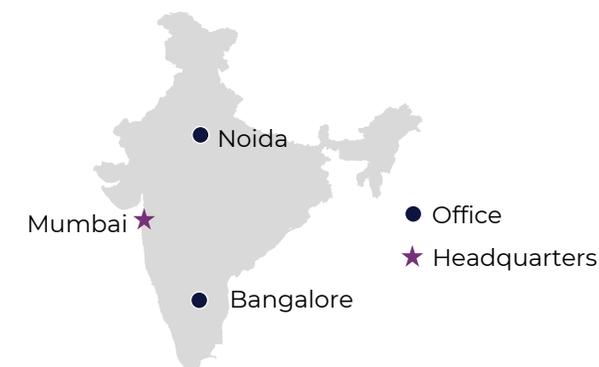
**R&R is nurturing wealth creation for investors through technology and strategic growth**

# Leading WealthTech Advisor that Helps Transform Investors' Financial Journey

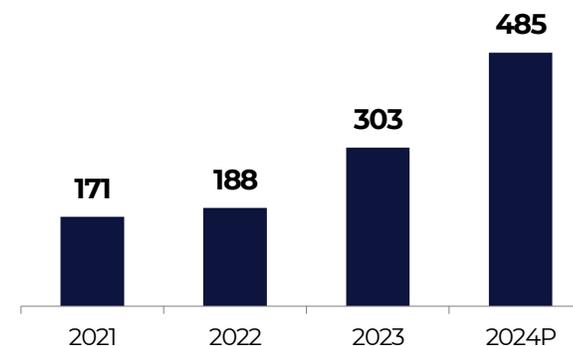
R&R provides tech-enabled equity advisory products, empowering investors to make informed investment decisions

- 
**Tech-enabled Research and Investment Advisory**
  - R&R offers **tech driven investment advisory** with unique **proprietary software-driven solutions** for efficient and optimal stock recommendations through its **advisory plans**
  - The company's **in-house framework** enables the scanning of listed companies, facilitating **risk assessment** and **portfolio construction** tailored to each subscriber's **risk appetite**
- 
**Proprietary Platforms**
  - R&R has most extensive **investment advisory platform**, catering to **small-ticket investors, HNIs, and UNHIs**, while offering **personalized recommendations** for clients
  - R&R's **proprietary AI-driven research engine and SaaS platform** ensure streamlined data access, robust investment recommendations and a seamless customer experience
- 
**Robust Products**
  - R&R offers a range of **comprehensive and integrated equity plans**, such as **MultiplyRR, 5 in 5, MPO and Dhanwaan**, along with **TTO**, to increase investors wealth
  - R&R has a leading **financial education platform Informed InvestoRR** empowering retail investors to attain **financial security** through sound **investment practices** and **informed decision making**
- 
**Wide User Base**
  - R&R has a fast-growing user base of over **1M registered users** and receives **450k+ monthly traffic**,
  - The company has garnered a subscriber count of 35k+, including **7,000+ premium customers & 1000+ private wealth clients**, with continuous **month-on-month growth**
- 
**Experienced Management Team**
  - R&R's management team and **highly experienced** staff of **300+** comprise **industry experts** with a strong track record and extensive market knowledge
  - Majority of the shares are owned by management and employees with a strong team of Board of Directors
- 
**Strong Financial Profile**
  - High growth company with projected revenues of INR XXm in FY2024P** growing at **~XX%** from **INR XXM** in **FY2023**
  - High revenue visibility** with **XX%** of forecasted revenues for FY2024P either **invoiced or contracted**
- 
**Investment Rationale**
  - Looking for **right investor to help realize the next phase of growth and development**
  - Uniquely placed within the **wealthtech advisory** market to capture the \$60B market potential through its **scalable solutions and technology**

## Locations



## Projected Headcount Growth



R&R helps increase investor's wealth creation potential through data-driven investment strategies and tech platforms

# Research & Ranking: A Tech-Driven Equity Portfolio Advisory Platform

Investment advisory based on unique proprietary software-driven solutions for efficient and optimal stock recommendations

Cloud Native With Omnichannel Accessibility



Focused on Exchange Listed Stocks



Education & Information

Empowers individuals with valuable education insights for informed investment decisions

Providing Analyst-Driven Equity Advisory Services backed by 2 Key Technology Pillars – Alphabet and Astrra

**AlphA** B $\nabla$ T

Proprietary AI-driven research engine that analyzes the listed stocks and empowers research team to optimize investor returns

**RESEARCH & RANKING**

**AS** I R R A

Core platform spread across functions enabling capabilities ranging from customer acquisitions, customer engagement to customer services

Supported by Core Proprietary Tech Platforms



Informed **InvestoR<sup>x</sup>**

Equity Advisory Plans

MultiplyRR

Mispriced Opportunity

5-in-5 Strategy

Dhanwaan

Premium Membership Programme

Ten Trillion Opportunity

INR 50k

Investible Surplus

INR 10M



**1 Mn+**  
Registered Users



**450K+**  
Monthly Traffic



**35K+**  
Subscribed Members



**70%**  
Renewal Rate



**820%**  
Absolute Returns



**300+**  
Algorithms



Unique Platform Capabilities



Human Intelligence & Technology



Extensive Research



Portfolio Rebalancing



Periodic Review



Ongoing Tracking

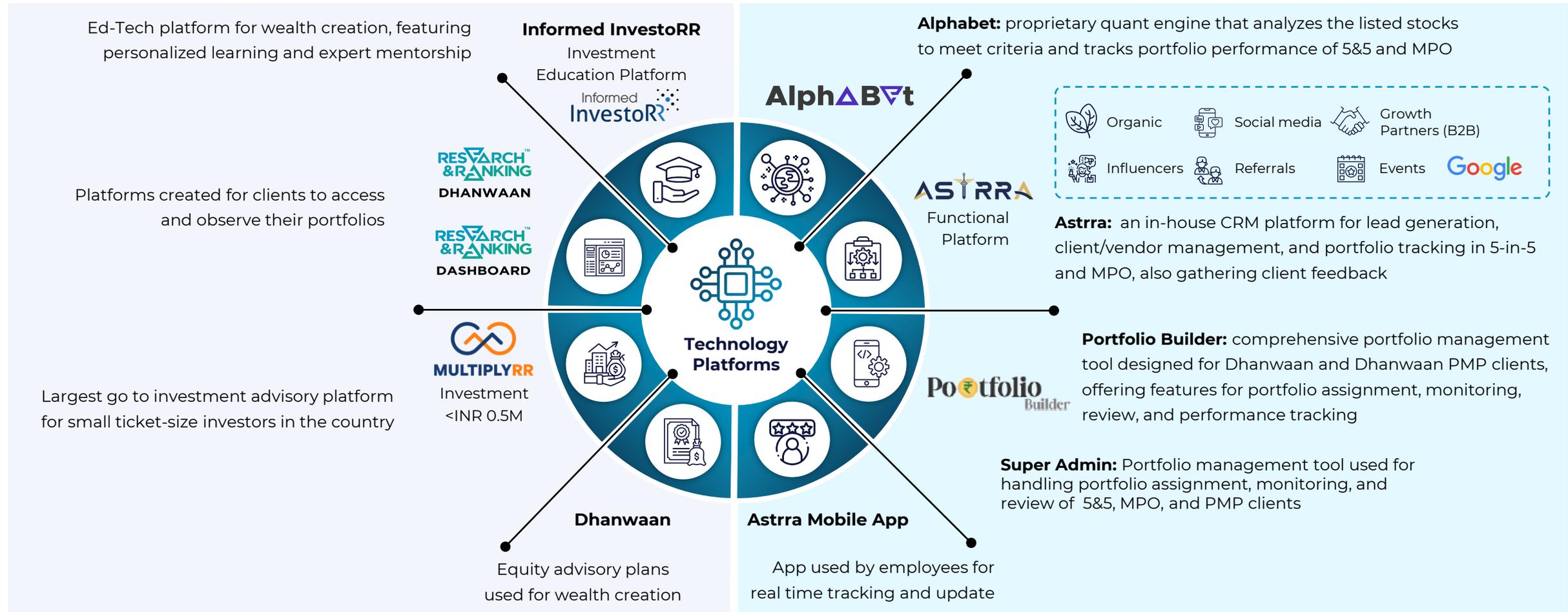


Comprehensive Support

Proprietary software enables seamless data access and processing, facilitating a smooth customer experience and comprehensive investment recommendations

# Empowering Investors with Cutting-Edge Proprietary R&R Platforms

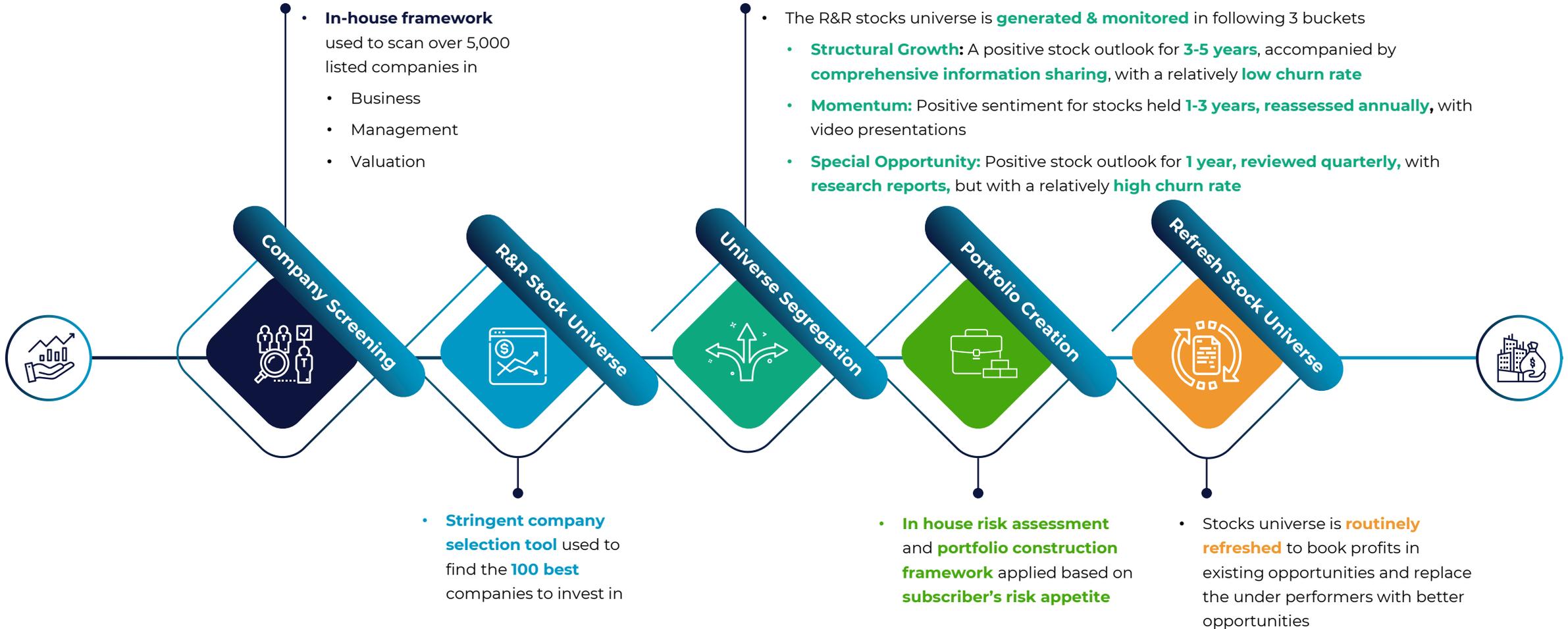
Personalized learning and expert mentorship enable investors to make informed investment decisions and effectively grow their wealth



Unlocking growth potential of investments by harnessing the power of R&R platform stacks

# Streamlined Investment Process for Optimal Returns

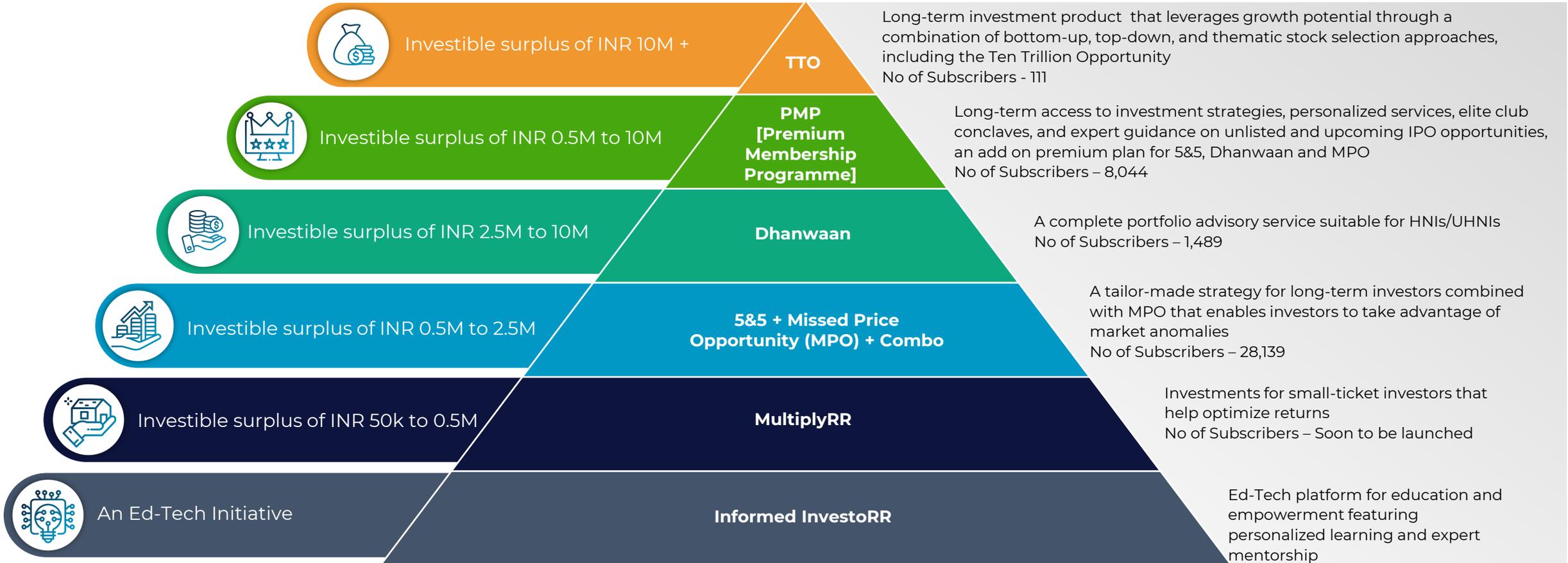
Proven framework, designed to maximize client satisfaction and ensure seamless investment process



Enhancing customer's financial returns through in-house stock screening and dynamic portfolio selection

# Unlocking Investors' Financial Potential Through a Range of Investment Products and Services

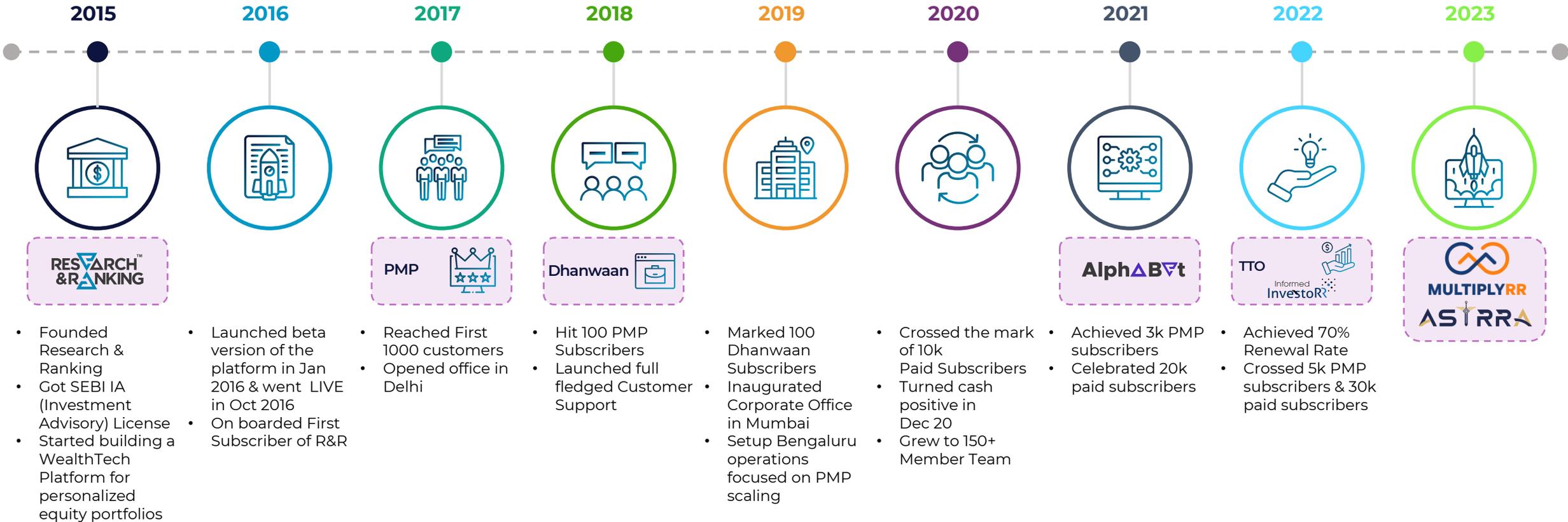
R&R uses unique strategies and opportunities for optimizing returns



**Empowering wealth creation with tailored investment strategies**

# R&R's Exciting Growth Journey Since Inception in 2015

Several noteworthy milestones achieved since inception including launch of new advisory plans and key technologies adopted



Products launched

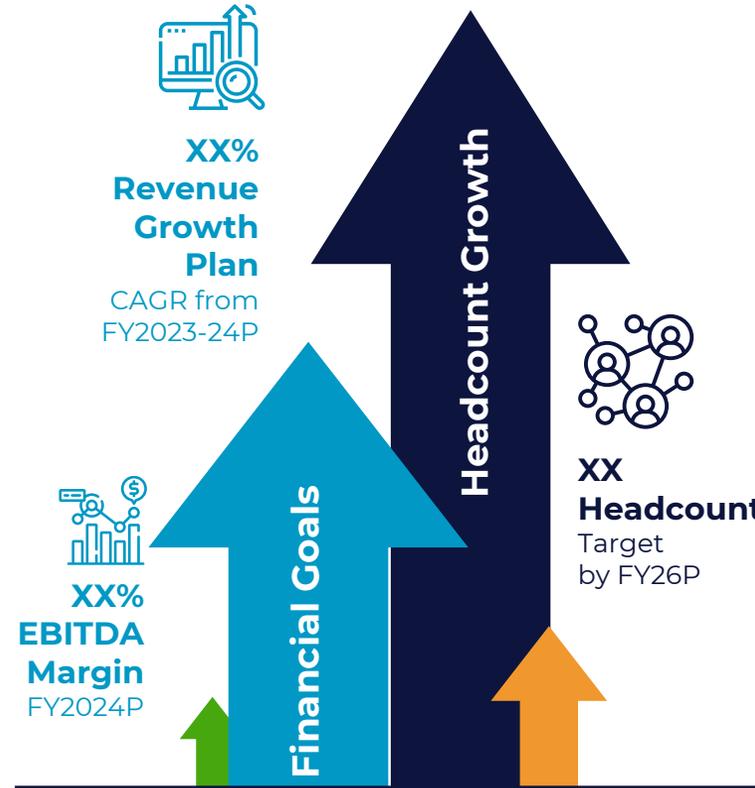
**R&R's focus has been on executing research and building tech platforms that help investors make informed decisions and achieve their financial goals**

# R&R's Growth Strategy

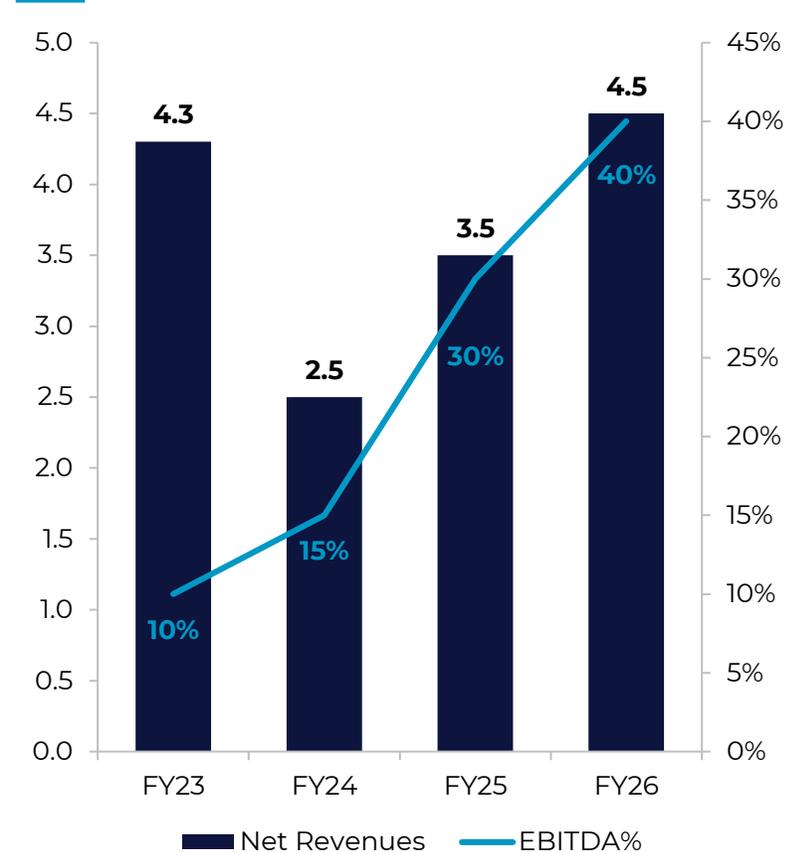
Organic growth through new product offerings and high-tech platforms are the focus of R&R's growth strategy

## Growth Drivers

1	Wide range of products/comprehensive advisory services across multiple investments	
2	Enhanced AI and Data driven technology-driven research for stock recommendation	
3	Partnership with other platforms for enhanced market access	
4	Digital channels enable engaging content to convert potential customers, with a focus on exceptional service to enhance brand recognition and reach	
5	Increased sales efforts helps broaden client and market outreach for a broader customer base	



## R&R's Revenue Growth



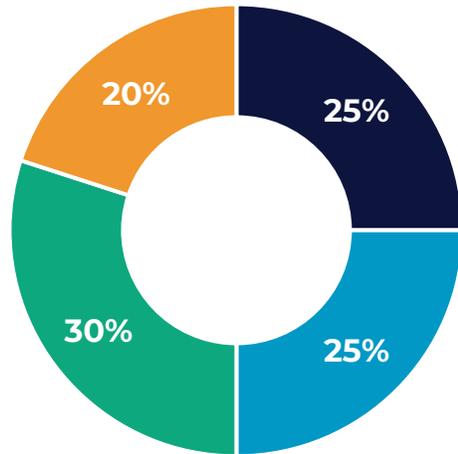
**Strong focus on profitable growth remains the philosophy with EBITDA Profitability Achieved in 2024P on Path to 40% EBITDA Margins by 2026P**

# Investment To be Raised

Funding shall support the growth plan of the management until [2026]

**Total Expected Investment: \$20m**

## Investment Initiatives



- Sales, Marketing, Infra and Manpower
- Branding
- Product and Platform Development
- Acquisitions and Partnership



**Drive Product & Platform Development**



**Accelerate Sales and Marketing Efforts**



**Fuel Headcount Growth and Talent Acquisition**



**Develop a unified brand identity and messaging that reflects Equentis' diverse offerings**



**Support Diversification of Revenue Streams**



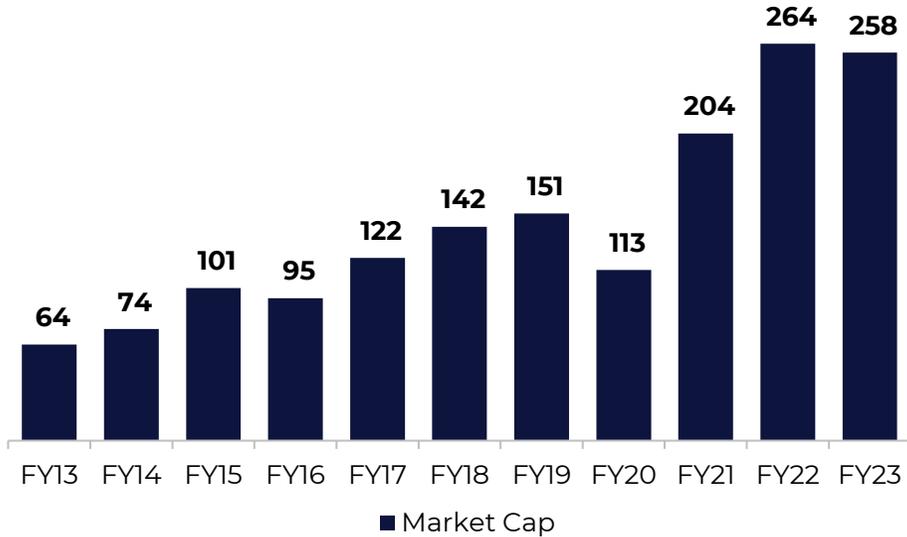
**Enable Strategic Acquisitions for Expansion**

**Focused growth plan with an objective to elevate R&Rs market presence and deliver exceptional services to clients**

# Indian Equity Market

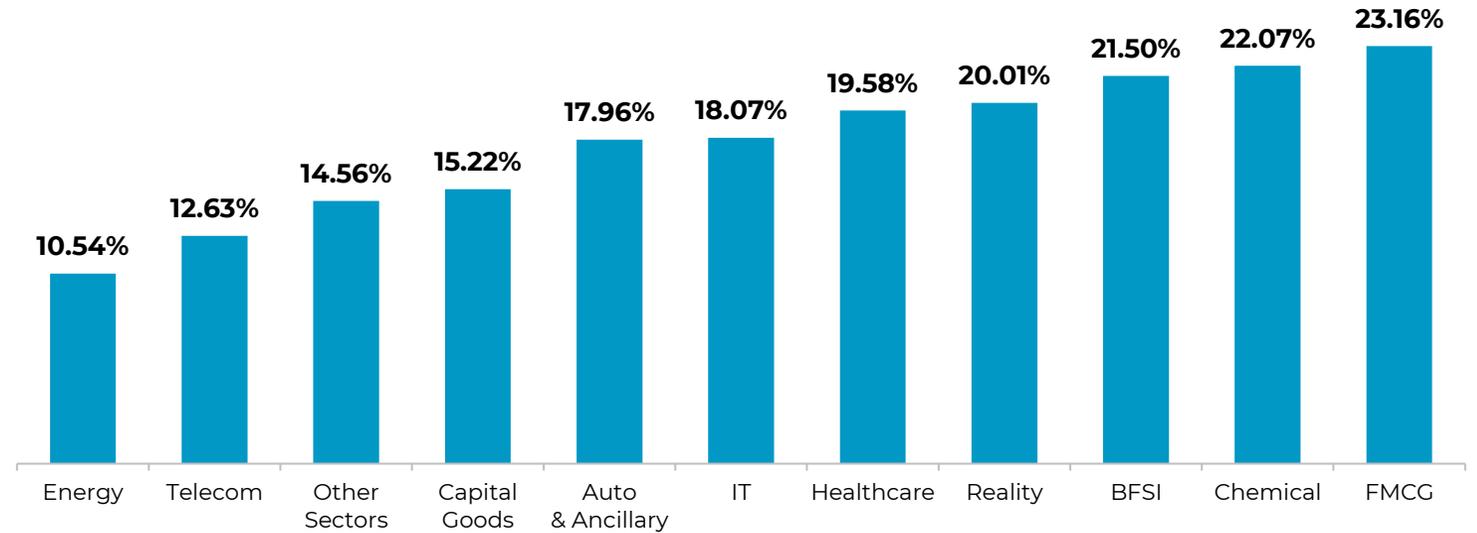
## India Equity Market Capitalization

(INR in Trillion)



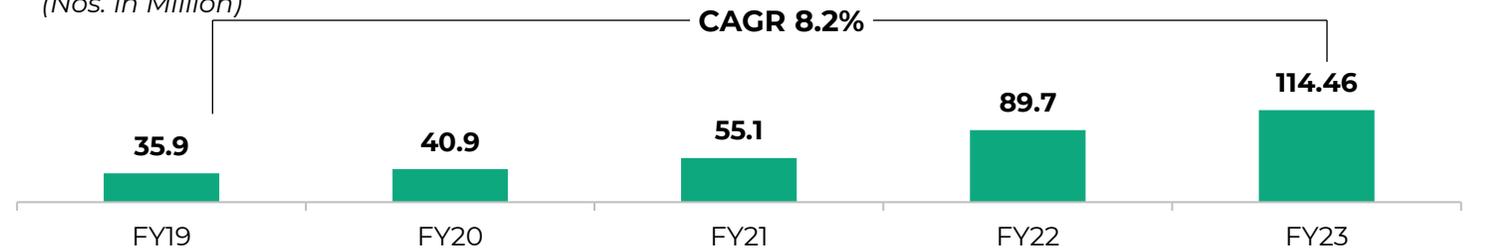
- **Indian equity market cap** has grown at a **CAGR of 15%** from FY13 to FY23
- **~114M** Total Demat Account in India were reported in March 2023

## Top 10 Sectors by Performance



## Total Active Demat Accounts

(Nos. in Million)

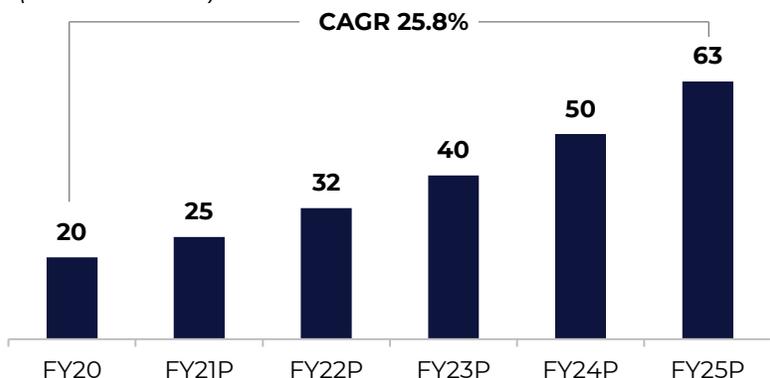


**Indian Equity Market Cap has increased at 7.6% CAGR between 2011-2020**

# Indian WealthTech Market

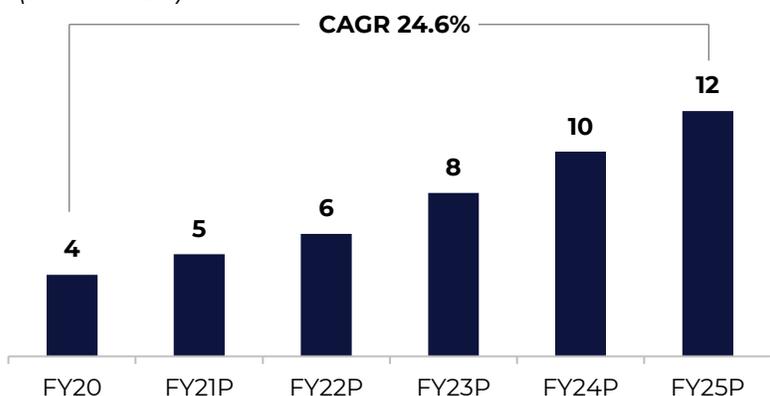
## Indian WealthTech Market

(USD in Billion)



## Indian WealthTech Market

(# in million)



## Growth Drivers to Indian WealthTech Market



### Awareness

High awareness and usage of digital platforms across equity and mutual fund investments



### Rise in Investors

Rising investor in Tier 2 & Tier cities due to Trending stock market



### Rising Income of Millennials

Digital savvy Millennials with higher disposable incomes (comprise 1/3rd of population) will boost investments via digital platforms



### Pandemic Effect

COVID-19 has come as a boon in disguise for digital platforms as there has been an increase in "New investors" as well as increase in average investments and usage on these platforms



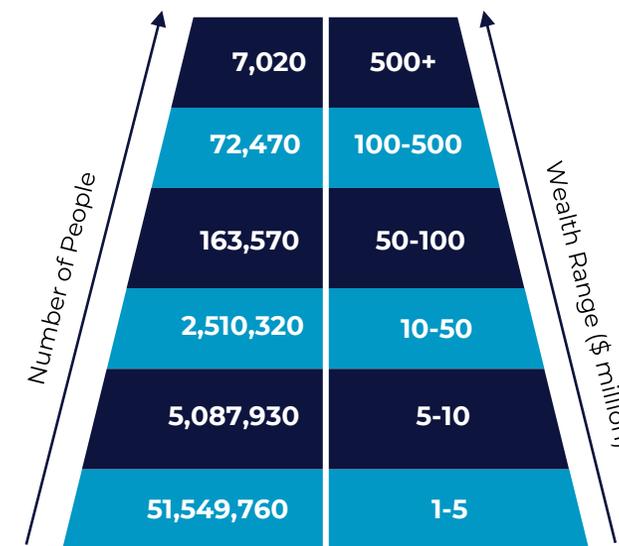
### Low Brokerage Model

Since the advent of discount broking platforms like Groww, Zerodha, Paytm Money, Upstox etc., stock broking industry has face immense heat which has led to lower brokerage across the industry



### Lower Retail Penetration

Only 3% Indians invest in stocks at present, resulting in stock market capitalization at 76% of GDP



- India had the fourth highest number of Ultra High Net Worth (UNHW) individuals or people having a net worth of at least \$30 million in assets net of liabilities
- While India is home to 5,480 of them, the countries ahead of it are Germany (with 9,100 UNHWs), China (32,910) and the US (123,870)
- It is forecasted that India's number of millionaires will grow by 69% by 2027

**Indian Wealth Tech Market to increase at 25.8% CAGR between 2020-2025**

# Recent Deals

Date	Target	Acquirer
Aug-23	FundsIndia	WESTBRIDGE   CAPITAL
Jul-23	blueleaf	fusionIQ Digital Wealth. Delivered.
Jun-23	finch	finder
Mar-23	finanbest inversiones inteligentes	myinvestor
Jan-23	Jachin Capital	LEO   Wealth
Jan-23	orowealth	InCred Capital
Oct-22	Stockbit	BRAVOS
May-22	interactive investor	abrdn
May-22	WealthDesk	PhonePe
May-22	CONFINALE Digital Banking applied	HCL
Feb-22	ASK	Blackstone
Jan-22	TradeGo TradeGo Financial Limited 捷利交易基金金融科技有限公司	金证股份
Jan-22	threedots	kalaari
Jan-22	IND money	TIGERGLOBAL
Jan-22	sibly scripbox	STEADYVIEW CAPITAL MANAGEMENT
Jan-22	Stockbro	BITKRAFT
Dec-21	finder	FUTURE NOW CAPITAL
Nov-21	JMP	Citizens Bank®

Date	Target	Acquirer
Nov-21	eone	Sambala Group
Nov-21	30x4 CAPITAL	Jupiterare
Aug-21	slice smallcase	BLUME VENTURES
Jul-21	九方智投	兰馨亚洲投资集团 ORCHID ASIA
Jun-21	市值 风云	洛克资本 LOCK CAPITAL
Jun-21	Seeking Alpha α	ION ASSET MANAGEMENT
Jun-21	The Motley Fool MAKING THE WORLD SMARTER, HAPPIER, AND RICHER	Digital Partners
May-21	visigon	hddlestock
Apr-21	StashAway	SEQUOIA
Apr-21	Groww	TIGERGLOBAL
Feb-21	investcloud	MOTIVATE PRIVATE CAPITAL
Feb-21	WEALTHARC	RJ Management
Jan-21	claimBuddy	TITAN CAPITAL
Dec-20	Infront	inflection PRIVATE EQUITY
Nov-20	mi	LEFT LANE
Feb-20	FNZ	TEMASEK HOLDINGS
Nov-19	PRIME VENTURE PARTNERS	Niyo
Sep-19	ADVISORY MANDI	Star