

## **InCred Capital forays into retail wealth-tech with the launch of InCred Money.**

- *InCred Money has been launched with the acquisition of Orowealth, one of the leading retail-focused digital investment platform*
- *The InCred Money platform will span both B2C and B2B2C verticals, providing a comprehensive suite of investment products and services*
- *Vijay Kuppaa, co-founder of Orowealth, will spearhead InCred Money as its CEO*

InCred Capital is set to enter the retail wealth-tech industry with the launch of 'InCred Money'. This will be InCred Capital's second pillar in the fast-growing Indian wealth market, following its previous success in the Ultra / High Net Worth segment under the InCred Wealth brand.

InCred Wealth has seen tremendous growth since launch, becoming one of the fastest growing wealth management firms in the country and achieving a milestone of INR 15,000 Cr in Assets under Management (AuM) within 2 years, driven by a team 100+ Private Bankers.

With the launch of InCred Money, InCred Capital will now plant its flag in the mass-affluent and retail space.

InCred Money has been launched with the acquisition of Orowealth in an all-cash deal, pending necessary clearances. Orowealth is a leading retail-focused digital investment platform that helps retail investors diversify their portfolio by providing access to niche, low-ticket investment opportunities, which were historically available only to HNIs/ UHNIs and Corporates. This is in addition to traditional investment avenues including mutual funds and fixed deposits, which are a part of Orowealth's offerings.

The acquisition brings AuM of INR 1,100+ Cr along with a robust technology platform and an experienced team to InCred Money. Vijay Kuppaa, the co-founder of Orowealth, will lead InCred Money as the CEO going forward.

The InCred Group will aim to provide InCred Money with access to its full suite of product capabilities. InCred Money will also develop a B2B2C offering by leveraging technology to effectively integrate a wide network of Independent Financial Advisors (IFA) across the country, giving them the ability to tap into the class-leading products and solutions for the benefit of their end customers.

**Bhupinder Singh**, Founder and Group CEO of InCred Group, said "In the next decade, the democratization of investment opportunities covering the Mass Affluent and Retail segments will be driven by digital platforms that unlock access to non-traditional assets for investors as well as their advisors. This will help to create a new market worth tens of billions in AUM. With the launch of the InCred Money platform, we are committed to offering best in class products to these rapidly evolving customer segments in keeping with our vision to meet the financial needs of every Indian family"

Commenting on the transaction, **Vijay Kuppaa** said "There is a growing demand for non-traditional investment assets from Mass Affluent and Retail investors due to rising income levels and greater awareness. We are addressing this massive demand by putting together a suite of carefully curated products and solutions. I am excited to be joining the InCred Group and leading a key pillar of their overall strategy. I am confident that InCred Money will play a crucial role in making investments easy, trustworthy, and lucrative for the end investor"

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### **About InCred Group**

The InCred Group is a class-leading diversified financial services firm which comprises two distinct businesses - 'InCred Finance' which is a new-age lending-focused NBFC; and 'InCred Capital' which is the institutional, wealth management and asset management platform of the group.

**About Orowealth**

Orowealth ([www.owwealth.com](http://www.owwealth.com)) is a pioneering Indian digital-first wealth & investment platform, founded by three IIT Bombay batchmates in 2016 – Nitin Agrawal, Vijay Kuppa and Yogesh Powar, is one of the pioneers of the digital wealth ecosystem. Orowealth offers a comprehensive platform for users to invest in multiple products - Bonds, Mutual Funds, Fractional Real Estate, Green Investing, P2Ploans, Invoice Discounting, etc. Investors can get personalized guidance and access detailed reports, research, and portfolio insights.