

WELCOMING OUR NEW INVESTOR PARTNERS

We at Alpha Alternatives take great pleasure in announcing the addition of *NEW PARTNERS* at our platform level - this time with a difference.

Some of our oldest clients have decided to extend their partnership with Alpha Alternatives by acquiring a minority equity stake. They have together invested *INR 110 cr (USD 15mn)*. We believe that the best validation a firm can get, is when its core clients, who have closely experienced the ethos of the firm, choose to invest in the business for the long term.

We thank them for this vote of confidence, and look to significantly benefit from their experience as we scale up the Board.



WHAT'S NEXT FOR US?

It is often said that raising money is not success. It is maybe not even a milestone. That's because it is probably easier, compared to almost everything else that is required to make a business successful.

And we think that is true.

We like to think of this round of funding as an enabler. It further strengthens our position as one of the better funded independent alternative asset management platforms in India.

We intend to utilise this capital to build newer investing solutions by bringing on-board more Entrepreneur Partners. It also allows us to expand globally, effectively offering our unique investment solutions to a wider audience.

This is just the completion of Phase 1 for us. We are excited, and at the same time deeply focussed on building an organisation that will create value for all our stakeholders.

ABOUT ALPHA ALTERNATIVES

Alpha Alternatives is a multi-asset class asset management firm that creates sophisticated investment solutions for proprietary and client capital.

We exist to "change the asset management industry from being AuM led to Performance led". Our clients are our partners, and we believe they should only pay for the outperformance, or alpha that we deliver.

We are "a platform for Entrepreneur Partners to succeed". We provide all the support a business needs, so our EPs can solely focus on their core expertise of investment management. Their single-minded focus on alpha generation combined with the support of our platform is what truly completes our 'orchestra for alpha'.