

VAR CAPITAL

Asset Management | Lending | Family Office

Proud winner of



Join us in our journey:

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A STRONG OFFERING AND DIVERSE EXPERIENCE IS COMPELLING PROPOSITION

Vikash Gupta, CEO, **VAR Capital**, talks to *WealthBriefing* Group Editor **Tom Burroughes** about its accomplishments.



Vikash Gupta
CEO, VAR Capital

What do you think gave you the competitive edge this year?

VAR Capital is a multi-family office focused on asset management, debt advisory and family of the services. Based in London, we manage over £1 billion in assets for over 40 global families.

The diversity of our experience and our offering continues to attract the most successful global families to VAR Capital. Our clients benefit from our bespoke services and superior returns from our asset management business. This, coupled with our fee model which aligns us with our clients' success has given us the competitive edge this year.

Describe how your colleagues made a difference to your organisation.

We are where we are because of our outstanding people. Our growing workforce is from a diverse background, with colleagues from UK, India, China, Russia, Italy, The Czech Republic and Mauritius, and experience ranging from hedge funds to consulting, and investment banking.

We have a flat management structure with flexible working options. All staff are treated entirely equally, from the CEO to our junior analysts. This includes col-

leagues having complete autonomy over their annual leave, and receiving continuous support as they grow and develop within the business. We also recently attracted a highly experienced Non-Exec Chairman specifically to mentor the leadership and independently appraise and further improve.

This approach has resulted in our colleagues remaining passionate and motivated to deliver great results for our clients.

What do you see as the prospects for wealth management in general?

We're seeing a significant shift within the wealth management industry as a result of the pressure on cost and regulation and the ongoing change in client expectations.

Gone are the days where a "one size fits all" investment offering yields successful results, particularly for large and global families. Our unique investment strategy, coupled with our independent ownership allows us to take an innovative approach to solving client needs.

In an increasingly complex investment landscape, our holistic and nimble approach allows us to predict and respond to market movements quickly. This is shaping the way clients think about their wealth and its potential to make an impact – something which continues to drive strong performance.

Whom do you look to for inspiration and ideas?

Inspiration can come from everywhere. Since VAR Capital was founded, we have always prioritised innovation and are always on the look out for advances in the technological world that could help us to stay ahead of the curve, improve client service and provide innovative, bespoke solutions.

The depth and breadth of experience we have within our team stemming from banking, engineering, consulting and

technology, also gives us diversity of thought which we're very proud of.

And finally, our clients who are full of entrepreneurial thinking, creativity and energy, which helps us to continually evolve and stay ahead of the curve. By actively listening to them we understand how best to support them in using their wealth, and find that collaboration and knowledge sharing supports our own business growth and development.

What do you hope will be the result of receiving this accolade?

For a relatively new and boutique asset manager like us, this award is super exciting. It perfectly conceptualises the hard work and passion that the team have put in, in order to reach our current goals. It's an honour to receive this award from *WealthBriefing*, the gold standard in our industry. ■

"OUR UNIQUE INVESTMENT STRATEGY, COUPLED WITH OUR INDEPENDENT OWNERSHIP ALLOWS US TO TAKE AN INNOVATIVE APPROACH TO SOLVING CLIENT NEEDS."

