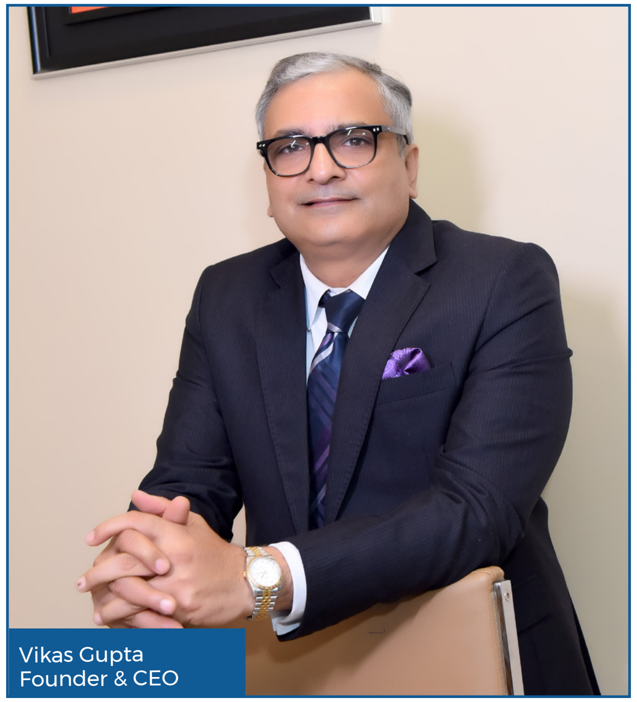
KANGAROO ASSOCIATES

Redefining Wealth Management with a Holistic, Client-Centric Approach


Vikas Gupta
Founder & CEO

While Indians traditionally favored real estate and gold, the past decade has seen a shift toward financial savings, driven by the distribution community. However, the Indian asset management industry still has immense untapped potential, with the entire Industry Asset Under Management (AUM) at $750 billion, compared to the world's largest AMC BlackRock alone managing $11 trillion. Furthermore, mutual funds offer strong returns, ease of investment, liquidity, low costs, and tax efficiency, but investors face challenges like limited financial knowledge, short-term thinking, and inconsistent advisor relationships. Many initially turn to bankers for advice, but these advisors often lack the expertise or continuity needed for tailored solutions.

This is where Kangaroo Associates pride itself on being asset allocators, not product pushers. Catering to clients with an investible surplus of ₹1 million and above, the company emphasizes starting small and building confidence before gradually increasing allocations, typically through a systematic approach. Its process includes a detailed analysis of the client's cash flow needs, tax planning, and, where applicable, succession planning. Above all, Kangaroo Associates ensures the same advisor works with the client over the long term. This continuity fosters a strong bond, allowing it to develop a deep understanding of the client's risk appetite and long-term goals, ensuring personalized and effective investment strategies.

Kangaroo Associates, under the leadership of its promoter with over 32 years of experience in the financial industry, stands out for its unwavering commitment to quality advice and prioritizing clients' interests. The firm has built a deep understanding of both debt and equity markets, adopting a goal-based approach to align clients' investment horizons and return expectations with appropriate financial products. This strategy ensures a high likelihood of delivering a satisfying client experience, avoiding the common pitfall of unrealistic return projections often seen in the industry.

An All-Encompassing Services Delivery

Kangaroo Associates offers comprehensive wealth management services, including mutual funds, PMS, AIF, direct equity, bonds, unlisted shares, and housing loans. Notably, the firm refrains from promoting life insurance as an investment product, focusing instead on advising clients on health insurance and term plans.

The company's expertise extends beyond traditional wealth management. It provides specialized advice on taxation and succession planning, distinguishing itself in the market. Kangaroo Associates offers complimentary tax filing services, assisting over 50 clients this year alone. Additionally, through its associate firm, Odyssey Trustee and Executorship Services, the firm addresses the growing demand for succession planning by advising on trusts, will drafting, and executorship. This unique offering has become a key differentiator, positioning Kangaroo Associates as a trusted partner in achieving financial freedom and long-term security for its clients.

Also to note, prospective clients seeking a holistic approach to wealth management, encompassing investments, taxation, and succession planning, willl find the company uniquely positioned to meet their needs. Given this, what sets Kangaroo Associates apart is its expertise in both equity and debt markets, a rare combination in the Delhi NCR region. While many advisors focus solely on equity, it emphasizes the critical importance of understanding debt. Furthermore, unlike equity, where the focus is on return on capital, debt investments prioritize return of capital, making it inherently riskier. This nuanced understanding allows Kangaroo Associates to craft balanced portfolios that align with clients' financial goals while mitigating risks effectively. By offering a comprehensive suite of services and a deep commitment to safeguarding client interests, Kangaroo Associates provides a level of expertise and reliability that distinguishes it in the wealth management space.

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Hand-holding Clients

Kangaroo Associates is committed to delivering exceptional support through a combination of physical and digital resources. The dedicated customer support team is well-equipped to address client queries promptly and effectively, ensuring seamless communication and assistance. On the digital front, Kangaroo Associates offers a robust mobile app and website, providing clients with convenient DIY access to their portfolios and investment tools. This dual approach allows the firm to cater to diverse client preferences while maintaining the highest standards of service and client confidentiality. The team's expertise, coupled with its client-centric approach, has been instrumental in driving the company's growth. By blending technology with personalized support, the firm ensures client satisfaction and strengthens its position as a trusted partner in wealth management.

Understanding a client's needs and aligning their return expectations with the portfolio is crucial to building strong professional relationships. Over time, Kangaroo Associates goes beyond investments by assisting with taxes and succession planning, which often transforms these professional connections into personal ones. The cornerstone of this transformation is the continuity of the advisor, fostering trust and a deeper understanding of the client's financial journey.

A Noteworthy Journey

"We started 7 years back and we have been doubling our AUM almost every year (on a small base though). Currently, we would be advising around 100 clients. We are based out of Delhi and servicing clients not only in Delhi NCR but Mumbai, Ludhiana and Bangalore and many Delhi Based NRIs.. In terms of expansion, we do have a 'Digital Only Channel' idea which needs to be implemented. But for the time being, it is on the back burner", highlights Vikas Gupta, Founder & CEO, Kangaroo Associates.

The future for financial intermediaries, and Kangaroo Associates in particular, appears promising with the growing emphasis on the financialization of savings in India. Kangaroo Associates is committed to systematic allocation in equity markets, evidenced by its current SIP book of ₹6 million, which it aims to expand to ₹50 million by 2030. With an AUM of approximately ₹2 billion, the firm has set ambitious goals to reach ₹10 billion by 2030, reflecting its dedication to growth and excellence in wealth management. FOI