

## Wealth managers devise new strategies to woo investors

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MUMBAI: Aimed at investors who incurred huge losses in the [stock market](#) in the bear run, wealth managers are intensifying their efforts to help portfolio management services gain more momentum. While some are formulating new [investment strategies](#) to woo investors, others are bolstering wealth management operations.

Leading the race, the newly launched SMC Wealth Management Services is promoting their portfolio management scheme - the arbitrage scheme, perhaps first of its kind in the wealth management space. Under this scheme, 'basket trading' is one of the main strategies used to generate reasonable returns.

Basket [trading](#) is a single order to buy or sell a set of 15 or more securities taking advantage of the difference between the sum total of weightages of those stocks and the index level under which [stocks](#) are enlisted.

"Being exasperated by continuous wrong calls in the markets, investors are now looking for risk free bets in the market. We are offering them near risk free product. Our arbitrage and other schemes are expected to outperform fixed income instruments in terms of return," said Kaustav Majumdar, executive director & deputy CEO, SMC Wealth Management services.

The ASK group is readying to launch its real estate portfolio management services for which they have already filed the application with the market regulator SEBI. The group will begin with offering portfolio management in real estate to its wealth management clients.

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Said [Maneesh Kumar](#), head-wealth management solutions, ASK Wealth Advisors, "real estate remains a viable asset class for the discerning high networth clients as it is an integral part of the India growth story. Our group's real estate PMS will be offered to clients as part of their overall asset allocation."

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