

## **Brief Profile of Shri Alok Vajpeyi**

Shri Alok Vajpeyi, aged 60 years of Mumbai (Maharashtra) is B.Sc. (Econ.) - London School of Economics, ACA (Institute of Chartered Accountants in England & Wales) having over 40 years of work experience and special knowledge in the fields of Economics, Finance. Business Management, Payment & Settlements.

### Summary Profile of Alok Vajpeyi

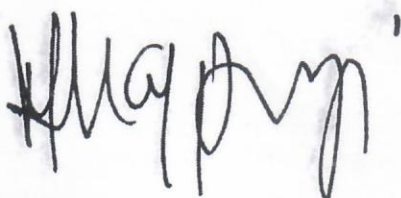
Alok Vajpeyi's career in financial services and governance spans nearly 40 years across UK, Asia and India in global capital markets, investment and wealth management and later as a successful entrepreneur. He has worked with EY in London and held senior positions in global institutions such as Swiss Bank Corporation in London and Asia, Barclays Bank in Asia and India, DSP Merrill Lynch, DSP Blackrock and Daiwa in India. He founded and successfully sold in 2009 - Dawnay Day AV, a large diversified financial services business. He has worked closely with Indian regulators such as SEBI, AMFI, RBI and Exchanges - BSE and NSE - in various capacities and committees, and as External Adviser to DIT (UK Government) Government in India on Fintech.

Since 2012 Alok continues to be a strategist, entrepreneur, investor and board director across a diverse set of companies and also relishes mentoring select individuals. His latest control acquisition in November 2020 is Conscious Food Ltd, a leading organic food company in India, and current interests are largely in the financial, FMCG and technology sectors. He sits on the Boards of AV Advisory Private Limited, Avendus Capital Public Markets Alternate Strategies LLP, BSE Ltd (*subject to SEBI approval*), Conscious Food Private limited, Digital Gold India Private Limited, IndiaFirst Life Insurance Company Limited, Littlemore Innovation Pte Limited and Sula Vineyards Pvt. Ltd. He is an adviser to Recon Pvt Ltd, and has been an external adviser to the UK Government (DIT) on Fintech in India.

Born in 1960, Alok is an Associate Member of the Institute of Chartered Accountants in England & Wales, having received a BSc (Econ) degree specializing in International trade & development, from the London School of Economics.

### Current and Recent Interests:

- **AV Advisory Private Limited, Chairman:** Investment, strategy advisory and consulting business.
- **Avendus Capital Public Markets Alternative Strategies LLP, Chairman and Partner:** The leading domestic Hedge Fund in India.
- **Conscious Food Private Limited, Chairman and Lead Investor:** Conscious Food is one of the oldest and leading organic food companies in India.
- **Digital Gold India, Director and Investor:** JV between Invent Capital and the World Gold Council, digitizing gold and creating a range of financial services around this.
- **India First Life Insurance Company Ltd, Director:** Leading Life Insurance company in India, principal shareholders being Bank of Baroda, Union Bank and Warburg Pincus.
- **Littlemore Innovation Labs Pte Ltd, Director and Investor:** Game-changing hardware-software enabled ecosystem that ensures paperless exams; currently executing with Indian universities, actively exploring global opportunities.
- **Sula Vineyards Pvt. Ltd, Director:** Pioneer and the leader in the Indian wine industry.
- **Recon Private Ltd, Adviser:** A leading private company in the FMCG sector in natural oils.
- **External Adviser to DIT (UK Government) in India on FinTech. (ended 2018)**
- **Rainmaking Innovation India, Startupbootcamp, Chairman and Partner:** UK based global Fintech and Insurtech accelerator. (Ended 2018)
- **Adviser and mentor to Individuals.**

  
June 21, 2021



## Brief Profile Before 2013:

**Work:** Alok's experience in financial markets spanned across London, Asia and India.

- **2011-2012: Daiwa India**, the large Japanese financial services group in 2011, Managing Director.
- **2005-2010: Dawnay Day AV**, Founder and Vice Chairman, Leading financial services player in India. Successfully sold the business in 2009, with rigorous non-compete clauses into 2010.
- **2000-2005: DSP Merrill Lynch Investment Managers** (now DSP Mutual Fund), President, leading Mutual Fund in India.
- **1993-1998: BZW (Barclay's Group)**, Representative and Head of Equities, Member Asian Equities Executive board.
- **1991-1993: SBC**, Controller, Asian Derivatives with the group in Hong Kong.
- **1988-1991: Swiss Bank Corporation**, (SBC) London.
- **1987: Qualified as a Chartered Accountant in England** with Ernst & Whinney, London

## **Regulatory, Governance and Public Eye**

Alok has worked closely with Regulators to introduce and implement best practices in the Mutual Fund industry and has held responsible positions such as Member of the Securities Markets Infrastructure Leveraging Expert Task Force, at Securities Exchange Board of India (SEBI), Director on the Board of AMFI.

In detail:

- 2004 Member of SEBI's Securities Markets Infrastructure Leveraging Expert Task Force -SMILE
- 2000-2005 Association of Mutual Funds in India (AMFI) - (at various times 2000-2005)
  - Director on the Board
  - Risk Management Committee (Chairman): led to a comprehensive regulatory change in terms of the risk-management function and processes in India.
  - Committee on Professional Trustees (Chairman)
  - Working Committee on uniform cut off times (Chairman): led to SEBI directing and initiating regulation for the industry to adopt stringent common standards to curb practices such as late trading.
  - Committee on Overseas Investments (Chairman): submitted report to SEBI to initiate feeder fund structure in India to invest overseas.
  - Certification Committee (Chairman)
  - Best Practices Committee (Member)
  - Few other Committees (Member)
- 2002-2003 Member of the Index Committee of the Bombay Stock Exchange
- 2001-2002 Member of the Advisory Committee of the Bombay Stock Exchange
- 1996-1998 Member, The Index committee, the National Stock Exchange
- 1997-1998 Co-Chairman, Capital Markets Committee, Bombay Chamber of Commerce
- 1997-1998 Member, Think Tank, Bombay chamber of Commerce
- Closely involved with the NSE and SEBI in the development of derivatives markets in India.

Regularly chaired and spoke at national and international conferences. Wrote columns, articles, essays in the print media and regularly invited as a guest on TV.

## **Education**

- ACA – Institute of Chartered Accountants in England & Wales, 1987
- London School of Economics - BSc (Econ) International trade & development, 1979-82

*Alok* June 21, 2021