

## **SBM Bank India unveils SBM Private Wealth – an exclusive experience in private banking for affluent customers**

- Gateway to the finest opportunities and privileges
- Specially curated premium proposition with a fine blend of meticulously structured wealth creation opportunities, backed by some unique lifestyle experiences and customised approach
- Value-added investment products and solutions within traditional and alternative investments to indulge and invest without any boundaries

**National – September 08, 2020:** SBM Bank India today unveiled SBM Private Wealth - its powerfully exclusively designed suite of choicest banking solutions for ultra-high net-worth segment of customers. The exclusive offering is on invitation, and available to select customers.

In its suite of offerings, SBM Private Wealth extends power-packed privileges and experiences that are handpicked to suit the suave tastes and lifestyle preferences of the audience that believes in living life in style and on its own terms. The suave brand understands the financial goals of its clients and it empowers to achieve those goals with insightful research, specific financial tools along with a team of dedicated highly skilled experts .

While announcing the launch, Neeraj Sinha, Head- Retail & Consumer Banking, SBM Bank India, said, "It is with great pride, I wish to announce the launch of marquee SBM Private Wealth - designed to make banking a seamless, customised and premium experience for the customers who value time and money, both."

He added "Further SBM Private wealth makes the proposition irresistible, as we have collaborated with the best partners who understand the segment and have demonstrated authority in the same. Our aim is simplify the client journey, provide convenience whilst delivering a superior experience."

From airport lounge access across the globe to curated experiences and brand offers, the "powerfully exclusive" offering includes traditional and alternative investments, advice on succession planning, customized solutions suiting specific client needs ranging from wealth-management and lending solutions, research based investments advisory to family office, estate planning, real estate and tax advisory. The offering also include Signature Experiences like personal concierge, dining experiences, and Handpicked art and cultural experiences around the world, from musicals to museums.

SBM Private Wealth Investment banking structure will also be supported by the Group's international network.

**About SBM Bank** [www.sbmbank.co.in](http://www.sbmbank.co.in)

SBM Bank (India) Limited "SBM Bank India" is the first bank to receive universal banking license from the Reserve Bank of India to set up and operate as a Scheduled Commercial Bank under Wholly Owned Subsidiary (WOS) mode offering banking services in India. SBM Bank India has a network of 6 branches



located in Mumbai, Delhi, Chennai, Bangalore, Hyderabad and Ramachandrapuram. SBM Bank India has profound domain expertise and is led by a core team comprising of industry veterans having over a century of cumulative experience in banking and financial services. The Bank offers a diverse suite of universal products and services to its customers which include Deposits, Advances, NRI Services, Treasury Products and Trade Finance Services. SBM Bank India stands poised to embark on a new journey, innovating in every sphere of its business, expanding its service proposition to include an extensive suite of retail and wholesale banking products and capital markets.

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