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Alternative Investments

The Next Frontier of Wealth Creation — from Traditional Assets to Private Markets

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Chartered Accountant (CA), CPA • Co-Founder & CEO, Stockify

The Journey

Piyush Jhunjhunwala

Founder & CEO, Stockify Fintech

CA · ICAI 2004

CPA · AICPA 2006

20+ Years in senior finance across MNCs

4 Continents — Asia, Africa, Europe, LATAM

₹2KCr+ transacted on Stockify, 5K+ investors

From global FMCG finance leadership to building India's Private Equity and Wealthtech investment marketplace

2004–06
Manager Finance — Steel Authority of India
AP for $750Mn capex programme, India

2007–08
Manager Finance — PepsiCo India
IFRS / US GAAP reporting, SOX compliance

2008–14
Reckitt Benckiser — Dubai & South Africa
Senior Analyst to Supply Finance Controller, RUMEA

2015–18
Finance Director — Middle East
$700Mn+ business across GCC

2019–21
Finance Director, Revenue Management — Coty
Asia, LATAM & MEA

2021–Now
Founder & CEO — Stockify Fintech
Pre-IPO & unlisted shares marketplace for India – to a Wealth tech company

Company Overview

Stockify

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India's trusted marketplace for unlisted and pre-IPO shares

5K+ investors across the globe

₹2KCr+ transacted on the platform

200+ unlisted & pre-IPO companies

OFFICES

Bengaluru · Mumbai · Gurugram
Kolkata · Dubai

REACH US

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01
Who we are
A fintech platform enabling retail & NRI investors to buy and sell unlisted shares

02
The opportunity
Entry at pre-listing valuations — investors have earned up to 25X on past listings

03
Seamless investing
KYC verification → trade confirmation → online settlement, fully digital

04
A proven track record
Now listed: Nazara, ICICI Prudential & more · Portfolio: NSE, Orbis, NCDEX, Bira 91

05
Why investors choose Stockify
Best-in-class customer service, realtime settlement, competitive pricing

AGENDA

Today's Journey

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India’s & UAE Economy on Track

Indicator	INDIA	US	CHINA	UAE
GDP ($ Tn)	**$4.1 Trillion**	$30.0 Trillion	$18.5 Trillion	$0.62 Trillion
GDP Ranking	**#6**	#1	#2	#28
GDP Growth Rate	**6.4% (6.6% FY26)**	2.1%	4.2%	3.1% (5.3% 2027)
Population & Avg. Age	**1.47B (median ~30)**	345M (median ~40)	1.41B (median ~39)	11.5M (median ~33)
Population Invested in Equity	**3.5%**	55%	13%	N/A
Exchange Market Cap (% GDP)	**$5.0T (120%)**	$75.0T (230%)	$15.0T (71%)	~$1.0T (165%)
No. of Listed Companies	**5,400+**	4,600+	5,350+	~200
No. of Unlisted Companies	**2M+ (35K rev >₹100 Cr; 3K >₹1,000 Cr)**	25M+	52M+	1.4M+

From the 6th-largest economy today to the 3rd tomorrow — yet only 3.5% of Indians invest in equities. That gap is the opportunity.

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India's Wealth Is Moving Beyond Listed Markets

$175 B+

AIF commitments as of March 2026 — up 25% YoY (SEBI)

~30% CAGR

Growth in AIF commitments, FY2019–FY2025

$75 B+

Funds raised by AIFs crossed ₹75 billion for the first time in FY26

$575 B+

Projected alternatives AUM by March 2030 (CRISIL)

The journey of Indian household wealth: **Fixed Deposits → Mutual Funds → Direct Equity → Alternatives**

Each wave created a new generation of wealth — and a new advisory need. CAs sit at the centre of the next wave.

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Traditional Asset Classes: The Familiar Core

Listed Equity & Equity MFs	NSE/BSE, real-time price discovery, T+1 settlement. Nifty ~12–14% long-term CAGR.	*LTCG 12.5% >₹1.25L (12-mo holding); STCG 20%*
Fixed Income	G-Secs, corporate bonds, FDs, debt MFs. Predictable 6–8% pre-tax; the safety anchor.	*Debt MF gains & FD interest at slab rates*
Cash & Equivalents	Savings, liquid funds, T-bills. Maximum liquidity, 3–7% return. Emergency buffer & dry powder.	*Slab rates*
Direct Real Estate	Physical property. Culturally 'traditional' in India — but illiquid, opaque, high-ticket.	*LTCG 12.5% (24-mo); indexation optional for pre-Jul'24 buys*
Gold	Physical, SGBs, Gold ETFs. India's oldest asset; inflation hedge & crisis asset.	*LTCG 12.5% (24-mo physical / 12-mo ETF)*

The Alternatives Universe

Everything beyond listed equity, debt and cash — private access, illiquidity premium, lighter disclosure, returns driven by early entry and manager skill.

Unlisted & Pre-IPO Shares

Direct equity before listing. Tickets from ₹25–50K — the democratised entry point.

AIFs (Cat I / II / III)

SEBI-regulated pooled funds. ₹1 Cr minimum; Cat II = 76.4% of commitments.

PMS

₹50 lakh minimum; concentrated, professionally managed listed portfolios.

Private Credit

Direct lending via debt AIFs & NBFCs. 12–18% yields; ~US$25 bn AUM in India.

REITs & InvITs

Listed units over real estate / infra cash flows. 6–8% distributions + growth.

VC & Angel Investing

Direct startup equity. Highest risk-return; angel tax largely abolished for DPIIT startups.

GIFT City Funds

Offshore exposure via IFSC vehicles — increasingly relevant for NRI & global capital.

Collectibles & Niche

Art, sports franchises (CSK), fractional real estate — emerging micro-markets.

Traditional vs Alternative: The Trade-Offs

Parameter	Traditional	Alternative
Access	Public exchanges — open to all	Private networks, platforms, funds
Liquidity	High (T+1 settlement)	Low — months to years; lock-ins common
Price discovery	Continuous & transparent	Periodic, negotiated, opaque
Ticket size	₹100 upwards	₹25K (unlisted) to ₹1 Cr+ (AIF)
Disclosure	Extensive (SEBI LODR)	Lighter — PPM-based, limited
Return driver	Market beta	Illiquidity premium + alpha + early entry
Typical returns	Equity 12–14%; debt 6–8%	PE 20%+ IRR target; pvt credit 14–18% gross
LTCG holding (equity)	12 months (listed)	24 months (unlisted)

Traditional assets give participation in India's growth. Alternatives give early access to it — at the price of liquidity and transparency.

03

Global Lens: US Private Equity

The mature template India is following — roughly two decades behind, with an enormous runway.

$20 trn+

Global private capital AUM (Dec 2025) — more than doubled since 2018

$3.7 trn

Global PE dry powder awaiting deployment (Preqin, early 2026)

$1 trn+

Blackstone alone — larger than India's entire alternatives industry

Four Decades of US Private Equity in Four Eras

1980s

The LBO Boom

Leveraged buyouts arrive. KKR's RJR Nabisco deal ('Barbarians at the Gate') defines the era. Returns from leverage & financial engineering.

1990s–2000s

Institutionalisation

Pension funds & endowments make alternatives core. Yale's Swensen model: 30–50% allocations. GP/LP structure standardised.

2009–2021

The Cheap-Money Era

Post-Global Financial Crisis liquidity + falling rates fuel explosive AUM growth, expanding multiples and mega-funds.

2022–Today

Maturity

Rates reset. Alpha now from asset selection, operational value creation & AI adoption — not leverage (McKinsey 2026).

The arc: leverage-driven returns → operations-driven returns. India's industry is compressing this journey.

The Machinery: How Private Equity Actually Works

GP / LP Structure

Limited Partners (pensions, endowments, sovereign funds, family offices) commit capital; General Partners manage it. India's AIF framework is directly modelled on this.

'2 and 20' Economics

2% management fee + 20% carried interest above a hurdle (typically 8%). Carry taxation is a live debate in the US — mirroring Indian questions on carry.

The 10-Year Lifecycle

Closed-end funds; capital drawn down as deals are found, not upfront. The J-curve: negative early returns before the harvest years. Metrics: IRR and — increasingly — DPI.

The Value Playbook

Buy → improve operations → exit via IPO, strategic sale or sponsor-to-sponsor sale. Value creation, not just financial engineering, now drives outcomes.

Every one of these concepts now exists in India — GP/LP as sponsor/investor, carry, drawdowns, PPMs. Understanding the US original decodes the Indian copy.

US Private Equity Right Now: A Maturity Stress-Test

<15%

Distributions as % of NAV — below 15% for four straight years, an industry record (Bain)

32,000

Unsold portfolio companies worth $3.8 trn; average holds now ~7 years

$226 bn

Secondaries volume in 2025 — up 34% YoY; the industry's liquidity release valve

~30%

Share of industry AUM controlled by just the 10 largest managers (McKinsey)

What this teaches: illiquidity is real (LPs waiting 7+ years for exits), manager selection matters enormously, and secondary markets emerge wherever liquidity is scarce. India should learn this discipline before its boom — not after. Meanwhile, private credit has become a permanent fixture of deal financing, and evergreen funds are opening PE to individual investors.

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What the US Tells Us About India's Future

US phenomenon	Indian equivalent emerging now
Companies staying private longer — median IPO age up from ~4 yrs (1999) to 10+ yrs	**Indian unicorns delaying IPOs → wealth created pre-listing**
Endowment model: 30–50% alternatives allocation	**Indian family offices moving from ~5% to 15–20%**
Deep secondaries market for LP liquidity	**Unlisted-share platforms = India's grassroots secondary market**
Retail democratisation via evergreen / semi-liquid funds	**Platforms enabling ₹25–50K unlisted share tickets**
Private credit boom after banks retreated	**Indian private credit AIFs at ~$25 bn and growing**
GP/LP structure, carry, drawdowns, PPMs	**SEBI AIF Regulations directly adapted from the US model**

SpaceX is listed at ~$2T and created its wealth publicly. (Arm holding, Reddit, Astera Labs, Snowflakes) — The growth was captured privately. India is on the same curve.

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AIFs: Three Categories, One Framework

Category I

The 'economically desirable'

Venture capital, angel funds, SME funds, infrastructure & social venture funds.

Tax pass-through — income taxed in investors' hands

Category II

The workhorse — 76.4% of commitments

Private equity, private credit / debt funds, real estate funds. No leverage except operational.

Tax pass-through — income taxed in investors' hands

Category III

The traders

Hedge-fund style: long-short, arbitrage, complex strategies. Leverage permitted.

Taxed at fund level at Maximum Marginal Rate

1,849

registered AIFs (Mar 2026)

₹1 Cr

minimum per investor (₹25L for fund staff)

1,000

maximum investors per scheme (49 for angel funds)

10 days

proposed launch timeline under SEBI's GARUDA reform

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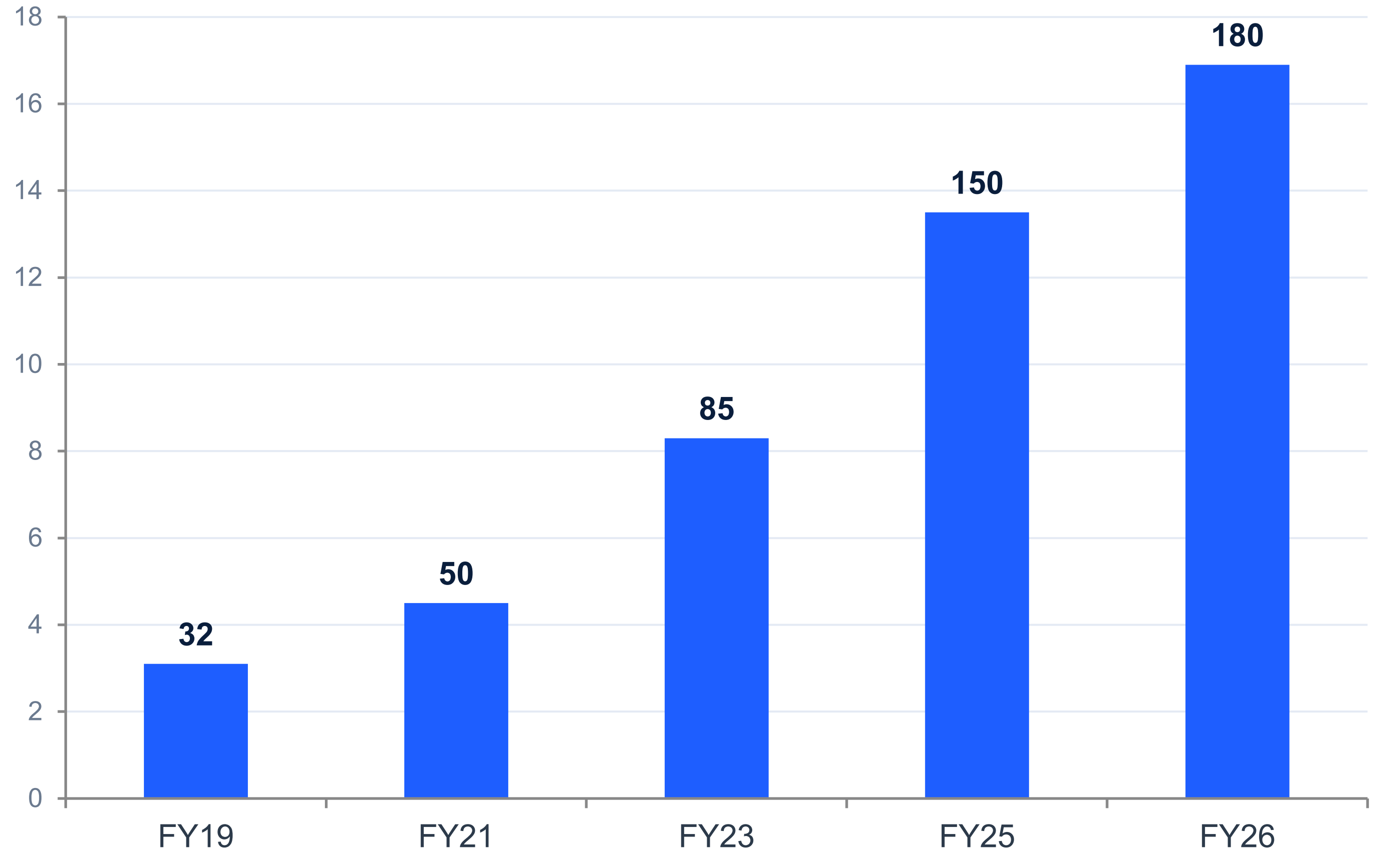
A Hockey Stick, Regulated: AIF Commitments



USD Billions, cumulative commitments (SEBI; FY26 = March 2026, approx.)

76.4%

of commitments sit in Category II — PE, private credit, real estate

$14B

record AIF investment in real estate, the top sector (Mar 2026)

300%+

YoY growth in accredited investors — sophistication is deepening

05

Unlisted & Pre-IPO Shares

The most democratised alternative — direct ownership in India's growth story, before the listing bell rings.

NSE • ~38x

From ~₹55 at pre-IPO levels to ₹2,100 (2017-2026) India's most valuable unlisted company, IPO catalyst still ahead

CSK • ~13x

From ~₹20 at its unlisted debut to ~₹260 today — India's iconic sports-franchise wealth story

And a growing menu

NCDEX, Big Basket, OYO, Power Exchange and 100+ more — entry tickets from ₹25–50K vs ₹1 Cr for AIFs

Prices indicative, as tracked on Stockify (stockify.net.in), July 2026. Past performance is not a guarantee of future returns.

How the Market Actually Works

1

Sourcing

Shares come from employees (ESOPs), early investors, and promoters seeking liquidity before listing.

2

Price discovery

OTC negotiation, platform quotes, demand–supply. No exchange tape — valuation discipline is on the buyer.

3

Transfer & settlement

Off-market demat transfer against payment; ISIN-based delivery, typically T+0 to T+2 through the platform.

4

Holding & exit

Exit via secondary sale, buyback — or the IPO itself (subject to a 6-month post-listing lock-in for pre-IPO holders).

Due diligence checklist: audited financials & annual report • promoter track record • cap table & prior funding rounds • DRHP status • platform credibility & settlement terms • fair value benchmark (Rule 11UA)

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Why the Value Is Increasingly Created Before the IPO

SpaceX: the definitive proof (June 2026)

Founded 2002 — stayed private for 24 years. Valuation journey through private rounds and tender offers:

$137 bn
(Jan 2023) → **$350 bn** (Dec 2024) → **~$800 bn** (Dec 2025) →

~$1.8 trn IPO — the largest in history
(12 June 2026; ~$75 bn+ raised; ~30% allotted to retail)

What pre-IPO investors made: a Jan 2023 buyer ~13x in 3.5 years; even a Dec 2024 tender buyer ~5x in 18 months. The earliest backers: 1,000x+.

Same arc as Amazon ($440M listing, wealth created publicly) vs Uber ($75B listing, wealth captured privately) — only more extreme.

India, now

- NSE — the flagship: ~₹55 pre-IPO to ₹2,106 today (~38x), a profitable market-infrastructure leader with its IPO path clearing
- CSK — ~₹20 to ~₹260 (~13x): proof that patient unlisted holders capture the brand-value curve
- Strong 2026–27 IPO pipeline — defence, financial infrastructure, consumer names, many at DRHP stage
- **Early access is the whole thesis: enter at private valuations, before public discovery — India's SpaceX moments are still unlisted**

Speaking Candidly: The Risks

Liquidity risk	No exchange, no guaranteed buyer. Exits can take months — or wait for the IPO. Size positions for money you will not need.
Information asymmetry	No quarterly disclosures, analyst coverage or LODR obligations. The seller usually knows more than the buyer.
Valuation opacity	Prices are negotiated, not discovered. FOMO premiums around IPO buzz are common — anchor to fundamentals and Rule 11UA fair value.
Lock-in risk	Pre-IPO shareholders face a 6-month lock-in post listing. Listing-day pops can evaporate before you are free to sell.
Counterparty & platform risk	Unregulated intermediaries exist. Verify settlement mechanics, escrow practice and track record before transferring funds.

An asset class is only as good as the discipline of its investors. This is where advisors earn their keep.

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Taxation: Where CAs Add Immediate Value

	Listed equity	Unlisted shares	AIF units
LTCG holding period	12 months	24 months	Per underlying (Cat I/II pass-through)
LTCG rate	12.5% above ₹1.25 lakh	12.5% (no exemption threshold)	Cat I/II: in investor's hands; Cat III: fund-level at MMR
STCG rate	20%	Slab rates	As above
Special provisions	STT applies	S.56(2)(x) if bought below FMV; Rule 11UA valuation	Carry characterisation; distribution tax mechanics

Cross-border layer: NRI investors add FEMA (15CA/15CB), DTAA relief and PE-risk questions — a natural extension of the CA mandate for clients with global footprints.

Valuation & Regulation: The Technical Frontier

Rule 11UA & S.56(2)(x)

FMV determination for unlisted shares — NAV method and prescribed formulae. Transfers below FMV trigger tax in the buyer's hands. Documentation is everything.

Valuation practice

DCF vs NAV vs comparable transactions — judgement-heavy in private markets. A growth avenue for CAs as Registered Valuers (Companies Act & IBBI framework).

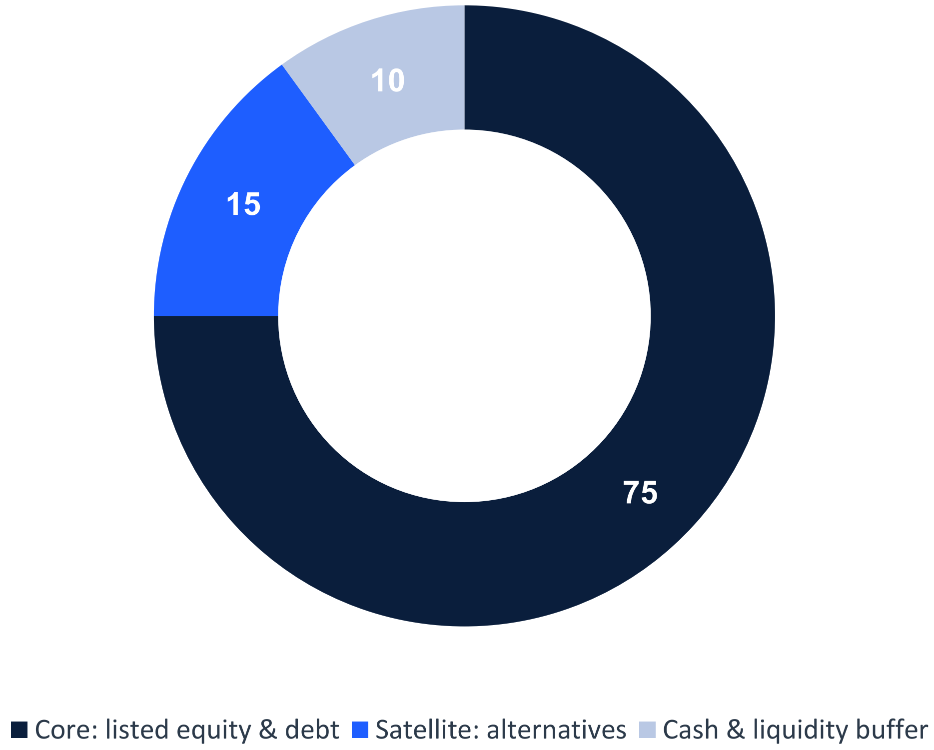
SEBI's direction of travel

GARUDA proposal: AIF schemes launching within 10 working days of PPM filing (vs 30 today); merchant-banker requirement waived for accredited-investor schemes. The framework is maturing fast.

Structuring & compliance

Fund setup, PPM drafting support, FEMA & ODI/FDI routes, GIFT City vehicles, accredited-investor certification — an expanding compliance practice area.

Advising Clients: Core–Satellite Discipline



Illustrative — calibrate to each client's liquidity needs and risk capacity

Alternatives are the satellite, never the core
10–20% for suitable investors; sized to money that can stay locked for 3–7 years.

Suitability before product
Net-worth thresholds, liquidity mapping and risk profiling come before any allocation.

Diversify within alternatives
Across unlisted names, AIF categories and vintages — concentration is the silent killer in private markets.

Review annually
Private valuations drift; rebalance against fair-value marks, not purchase price.

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Four Roles for the Profession in Private Markets

The Advisor

Guide client allocation, suitability and due diligence. Trusted-advisor status is the CA's structural advantage over distributors.

The Valuer

Registered Valuer practice for unlisted equity — Rule 11UA, transaction support, ESOP and fund NAV valuations.

The Structurer

AIF setup, PPM & compliance, FEMA/DTAA for cross-border investors, GIFT City vehicles, carry structuring.

The Investor

Participate personally with the same discipline you preach — the best way to learn an asset class is to own it thoughtfully.

As clients move up the alternatives curve, the need for valuation, tax structuring and suitability judgement rises — the CA's role becomes more critical, not less.

KEY TAKEAWAYS

1. Alternatives are mainstreaming — India's AIF commitments hit ₹16.94 trn, growing ~30% a year, with a US template showing decades of runway ahead.
2. Value is migrating pre-IPO — companies stay private longer, so unlisted and pre-IPO access is how investors participate in the growth phase.
3. Discipline before boom — liquidity, valuation and suitability risks are real; the US liquidity squeeze is the cautionary tale to internalise now.
4. CAs are the natural stewards — advisor, valuer, structurer, investor: four roles, one profession, at the centre of the next wealth wave.

***"Public markets are where India's growth is traded.
Private markets are where it is created."***

Thank You

Questions & Discussion

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Data sources: SEBI, CRISIL, Bain Global PE Report 2026, McKinsey Global Private Markets Report 2026, Preqin. Figures as publicly reported; for education, not investment advice.