

Prithipal Singh joins Aequitas as Director & Head (Business Development)

Boutique asset-management firm Aequitas appoints Prithipal Singh as its Director and Head Business Development as it buckles up for a new phase of growth from its first offshore fund.



Maharashtra, Mumbai, Oct 8, 2021 (Issuewire.com) - [Aequitas Investment Consultancy Firm Pvt. Ltd.](#), a boutique asset management company specialising in listed small-cap Indian equities, has appointed Prithipal Singh as its Director and Head of Business Development. Prithipal Singh brings with him 23 years of sales and marketing experience with brands such as Berger, Castrol, Reliance, and BNP Paribas.

“At Aequitas we aim to create long-term wealth for our clients while fostering a close relationship with them. Prithipal and I began our careers together and I have known him personally for over 15 years. He is a high performer who has made a mark in the mutual fund industry. I am confident he will take Aequitas to greater heights while keeping the ethos together. He has amazing people skills and we are delighted to have him as part of our team,” says **Siddhartha Bhaiya, Managing Director and Fund Manager.**

Aequitas - a research-focused fund house - invests in listed companies that have significant potential for long-term capital appreciation. Over the past nine years, it has delivered industry-leading returns of 33% CAGR for its investors. Aequitas prides itself on identifying fast-growing small-cap companies capable of delivering multi-bagger returns and attributes its performance to disciplined investing and in-house research. Its clients are long-term investors who believe in the firm’s investment philosophy.

Currently, Aequitas is setting up its first offshore fund from Dubai International Financial Centre (DIFC),

which will be the first dollar-denominated fund and will enable NRIs and FIIs to invest directly in the Indian markets.

Echoing the sentiment, newly-appointed **Director and Head of Business Development, Prithipal Singh** adds, “Aequitas is a strong company built on the pillars of customer-centricity, intensive research, strong financials, and customer value-creation; all of which are necessary to create a robust investment consultancy firm. They are on the cusp of unlocking their potential and I am thrilled to join them at this key juncture. I look forward to the opportunity to catapult Aequitas to a new sphere of growth.”

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