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Indian Family Office Thought Leaders 2026

Presenting Partner

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THE PRIVATE WEALTH NETWORK

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Message From Founder

Over the past decade, India's family office ecosystem has undergone a remarkable transformation. When we launched our first family office conference (under our earlier bgroup name AIWMI) in 2013, the concept of a family office - a dedicated structure for managing family wealth across generations was still nascent in India. Today, the landscape has changed dramatically. A new billionaire now emerges every three days, and an estimated USD 1 trillion in assets is expected to transition hands over this decade .

Priwexus has been at the forefront of this evolution connecting, empowering, and celebrating India's family office community since our inception. The Indian Family Office Thought Leaders 2026 initiative represents the third consecutive year of our commitment to recognizing the individuals and institutions that are the guiding lights of this ecosystem. It is not merely a felicitation ceremony; it is a curated platform for knowledge exchange, peer networking, and thought leadership dissemination .

This year's edition is particularly significant. We have broadened our scope to evaluate over 500 individuals and institutions across four categories Principals, Family Office Professionals, Service Providers, and Academicians & Thought Leaders . These are the visionaries who have taken bold decisions, created value for all stakeholders, and helped cultivate a new generation of leaders .

I invite you to explore the stories and insights within these pages . I hope they inspire you, as they have inspired us, and reaffirm the immense potential of the Indian family office ecosystem on the global stage.

Aditya Gadge
Founder
Priwexus | Equalifi

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Foreword

When one thinks about family offices, conversations often revolve around capital, investments, and returns. Yet, behind every successful family office are individuals whose vision, judgment, and leadership shape not only outcomes for a single family but also the evolution of the broader ecosystem.

As India's family office landscape matures, the importance of thoughtful leadership has become increasingly evident. Families today face challenges that extend beyond wealth management, encompassing governance, succession, stewardship, innovation, and philanthropy. Navigating these complexities requires not only expertise but also perspective, integrity, and a commitment to continuous learning.

This Thought Leaders List compiled by Priwexus recognises individuals who have made a meaningful contribution to these conversations. Through their ideas, actions, and influence, they have helped advance best practices, foster collaboration, and strengthen the professionalism of the ecosystem. Their impact extends well beyond the organisations they serve.

What makes this initiative particularly valuable is its focus on people. By recognising those who lead with insight and purpose, it highlights examples that can inspire the next generation of family members, advisors, and professionals involved in wealth stewardship.

We congratulate Priwexus for bringing together this distinguished list and for its continued efforts to foster dialogue and learning within the family office community. We also extend our congratulations to all those featured in this edition.

At Aurtus, we are privileged to work closely with leading business families and family offices across a range of strategic, tax, and governance matters. This experience has reinforced our belief that enduring success is ultimately driven by the quality of leadership behind the capital. We hope this recognition inspires continued innovation, responsible stewardship, and a collective commitment to building stronger institutions for generations to come.

Vishal Gada

Founder & CEO

Aurtus

About The Campaign

India is witnessing an unprecedented era of wealth creation and intergenerational wealth transfer. With a new billionaire emerging every three days and an estimated USD 1 trillion in assets expected to transition hands over this decade, family offices have become the most influential yet underrecognized force in India's financial landscape .

Since its inception in 2013, Priwexus has been at the forefront of connecting, empowering, and celebrating India's family office community . The Indian Family Office Thought Leaders initiative was launched to spotlight the principals, professionals, and institutions shaping this ecosystem

Indian Family Office Thought Leaders 2026 marks the third consecutive year of recognizing and felicitating the most influential voices, innovative practitioners, and visionary leaders within India's family office ecosystem

SELECTION CRITERIA

Nominees shortlisted by the Priwexus team are those who have significantly contributed to the family office ecosystem and achieved new growth trajectories by :

Taking bold decisions

Creating value for all stakeholders

Innovating for comprehensive impact

They are individuals and organizations who have not only grown themselves but have also helped create a new generation of leaders and substantial wealth for others.

SCOPE & REACH

With more than 500 individuals and institutions across India evaluated for the 2026 edition, this campaign is designed to broaden the family office ecosystem and highlight the importance and impact of right practices . The initiative is also expected to provide a first-hand perspective on the opportunities and challenges ahead for the next generation of family office principals, professionals, and service providers

Categories

Family Office Gen-Nex

A new-generation family member who brings fresh perspective, entrepreneurial energy, and a deep respect for legacy stepping into leadership with curiosity, innovation, and a clear commitment to building the future of the family office.

Family Office Advisor

A trusted and strategic guide, leveraging expertise in business succession, governance, and wealth preservation to empower family enterprises in navigating complexities, fostering continuity, and achieving long-term prosperity across generations.

Family Office Gen-Now

A purpose-led family business leader who blends experience with empathy, driving meaningful transformation while honoring the legacy. With a deep understanding of the family's values and vision, they are shaping the family office today with pragmatism, care, and long-term thinking.

Family Office Mentor

A seasoned and wise guide whose experience and perspective empower the next generation of family office leaders offering invaluable insight on navigating family dynamics, stewardship, governance, and purpose-led wealth.

Family Office CIO

An astute investment leader who steers capital with precision and foresight blending market intelligence, diversification, and alignment with family priorities to ensure sustainable, multi-generational financial performance.

Methodology

The methodology for selecting Indian Family Office Thought Leaders of 2026 involved a comprehensive and rigorous process to evaluate and recognize outstanding performance, innovation, and excellence within the family office sector.

Nomination Process

Various stakeholders of the family office ecosystem nominated themselves on the basis of overall contribution to this segment and/or specific achievements, innovative practices, or overall excellence in wealth management, governance, philanthropy, and other relevant areas.

Qualification Criteria

In addition to professional performance and other factors relevant to family office excellence, one criteria that the organizing team and jury were very sure of was overall impact on the family office ecosystem. This essentially included the selfless efforts made for the larger community outside one's own work requirement.

Independent Evaluation

Priwexus formed an independent jury of family office principals and industry experts from non-competing fields to independently evaluate the nominees.

Scoring System

We implement a scoring system to objectively evaluate nominees based on predetermined criteria. This involved assigning numerical scores to different aspects of a nominee's performance, with the option for qualitative assessments as well.

Benchmarking Against Industry Standards

We benchmarked nominees against global family office best practices and standards to ensures that those who are shortlisted not only exemplify exceptional performance but also adherence to industry norms and ethical standards.

Confidentiality & Security

To maintain strict confidentiality throughout the evaluation process and to protect sensitive information Priwexus created an anonymous and unconnected Jury. Secure system protocols were implemented to safeguard the integrity of the list and maintain high standards.

Indian Family Office Thought Leaders 2026

Ashvini Chopra
Executive Director
Avendus Wealth Management

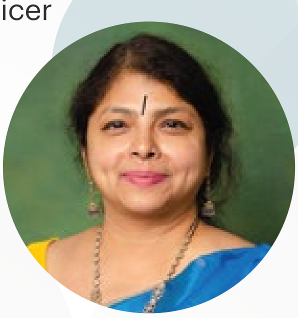
Nirali Saloni
Head
Chona Family Office

Nupur Pavan Bang
Founder & Chief Family Business Navigator
Bodhi Advisory & Nurturing Group (B.A.N.G)

Rajesh Malpani
Chairman
Malpani Group

Rohit Chanana
Managing Partner
Sarcha Advisors

Saurabh Agrawal
Chief Strategy and Investment Officer
Mafatlal Family Office



Tulsi Jayakumar
Executive Director, Centre for Family Business & Entrepreneurship
SP Jain Institute of Management & Research

Trisha Mandal
Director
Fox Mandal & Associates

Ashvini Chopra

Executive Director
Avendus Wealth Management

Since 2020, Ashvini Chopra (TEP) is an Executive Director at Avendus Wealth Management Private Ltd.

Prior to joining Avendus he was Senior Vice President at Bennet Coleman (Times Group) where, he helped the family set up their Family Office. He was instrumental in deciding the scope of the Family Office and its functions beyond wealth management, and the appropriate staffing thereof. The Family office functions included Succession Planning, Tax Planning, Wealth Management, Lifestyle Management, Entity management (for investment companies & Charity Trusts), CSR monitoring and advising on Board constitution of the companies in the group. He then served as the Head of the Family Office for the next 4 years.

Simultaneously with being the Head Family Office at Times Group, he also worked with other families on their Succession and Estate Planning issues and assisted them with drafting Family Constitutions, formation of trusts and Wills.

Ashvini has over 33 years of experience of which 17 years have been as an Estate & Succession Planning Professional. Over the last 17 years, Ashvini has worked with over 700 large and small families, successfully completing quite a few complex and conflictual Succession Planning assignments. This has included transfer of promoter shareholding of companies listed on stock-exchanges by obtaining requisite permissions from SEBI. He has helped set up Trusts, Family Constitutions, Family Offices, and has worked on quite a few complex cross-border assignments. Ashvini is also active in assisting families resolve family disputes and has been instrumental in some family settlements.

Prior to joining Times Group, he was the Founder MD and CEO of Universal Trustees Private Limited (UTPL), a company co-promoted by Dileep Choksi and Pradip Shah with ICICI Group as an investor. At UTPL he was responsible for completely setting up the company from scratch and taking it to cash break-even.

Prior to this he has worked in International Private Banking, Mutual Funds and Capital Markets. He has held senior leadership positions in Private Banking business of ICICI Bank in the USA, UK and India.

He plays an active role in setting up the procedures and systems that in turn help the organisation to hold steady initially and reaps the dividends later reaching new heights. At Universal Trustees, he made it his mission to make it the first system-based trustee company in India and to that end contracted with a global software company to Indianize their existing software for use by UTPL.

In his 17 years in this role, while he has managed quite a few complex cases successfully, there have been some failures also - but in these he recognised his limitations and asked the family to involve other professionals. He prides himself on his values of Authenticity, Integrity and Excellence and always tries to live upto them.

Ashvini holds an LLB, a LLM (Pro), a Diploma in Family Dispute Resolution from, a PG Diploma in Trust & Estate Practice, an MBA in Marketing and a B.Com.

Ashvini is a member of Society of Trust & Estate Practitioners, UK (STEP), Family Firms Institute, Inc. USA (FFI) and Family Office Exchange. He regularly contributes articles to the STEP Journal and The Practitioner by FFI. He has been a part of jury the ET Family Business Awards for the 2018 and 2019 editions and is a regular speaker at Family Business Program at SPJIMR. He has also been a guest speaker at IIM, Ahmedabad and has also conducted estate and succession planning sessions for CII and FICCI.

He specialises in Estate and Succession Planning. His educational background, coupled with his experience as a manager, a private banker, a trustee, and the head of a large family office is in a unique position to combine elements of management, law, and tax in offering Estate and Succession Planning solutions to his clients.

He loves meeting people, visiting new cities and is a hobby motorcyclist. A keen reader, he loves reading various genres of books with his favourite authors being Ayn Rand and Isaac Asimov.

Nirali Saloni

Head

Chona Family Office

Nirali Solani is a family office and investment professional with over 15 years of experience across wealth management, capital allocation, private markets and strategic investing.

She currently heads the Chona Family Office, where she oversees the family's investment portfolio across public and private equities, fixed income, real estate, commodities, digital assets and alternative investments. Her mandate extends well beyond managing the family's wealth to helping shape its broader strategic and entrepreneurial agenda - spanning investments, operating businesses, new ventures, philanthropy and multi-generational wealth planning.

Over the years, Nirali has helped evolve the Family Office's investment approach from largely investing through funds to building a significant direct investment portfolio. Today, the focus is increasingly on concentrated, high-conviction investments and partnering with entrepreneurs for the long term. She has a particular interest in identifying disruptive opportunities and challenger businesses across consumer, technology, mobility, climate, space-tech and other emerging sectors.

Beyond investments, Nirali works closely with the family and leadership teams across its operating and entrepreneurial ventures, including Hocco Ice Creams, Phab and its hospitality businesses. Her involvement spans business strategy, corporate finance, capital allocation and long-term vision, bringing a shareholder and family-office perspective to key strategic decisions as businesses evolve and scale. This includes evaluating growth opportunities, financial planning, capital requirements, governance and institutionalisation, as well as leading strategic capital raises where required.

Nirali also built and leads India's first all-women single family office, something she is particularly proud of. Prior to joining the Chona Family Office, she spent over seven years with ASK Wealth, advising ultra-high-net-worth individuals and families, corporates and trusts on asset allocation, portfolio construction and long-term wealth strategy.

She has completed all three levels of the CFA Program and is a Certified Financial Planner (CFP). Over the course of her career, she has been recognised among India's Top Women in Finance and was awarded Outstanding Investment Advisor at ASK Wealth for five consecutive years.

Beyond her professional role, Nirali is passionate about financial literacy and financial independence for women and has offered pro bono financial guidance to help women better understand and take ownership of their finances. Her approach to wealth and investing is rooted in a long-term perspective - protecting and compounding capital, taking calculated risks where conviction is high, and backing people and businesses with the potential to create enduring value.

Nupur Pavan Bang

Founder & Chief Family Business Navigator
Bodhi Advisory & Nurturing Group (B.A.N.G)

Nupur Pavan Bang grew up in a joint family in a small town in Jharkhand, India. The house was always full: grandmother, uncles and aunts, cousins, and usually a guest or two. The business was discussed at the dining table, and the family was present in the shop. Long before she had the vocabulary for it, she was learning how a family and a business shape each other.

That house taught her that togetherness is a daily practice. The members who did not work in the business ran the home, kept the festivals, and made sure everyone ate together. They held the family together and created the conditions in which the business could function. In every family enterprise, a few run the business; everyone carries it.

She trained as an accountant, audited firms in Singapore, and earned a PhD in finance. At the Indian School of Business, her colleagues at the Thomas Schmidheiny Centre for Family Enterprise and she studied succession, women in family businesses, governance, and ownership, amongst other topics. Later came ICAI's Centre of Excellence, The Economy Is Personal, and induction into the UK's Family Business Hall of Fame.

In 2025, she founded Bodhi Advisory & Nurturing Group. The initials spell B.A.N.G. With Bang as her surname, her roots in erstwhile Bihar (now Jharkhand) where the Bodhi tree is located, and her belief in the middle path, the name chose itself. Her resolve is to help as many business families as possible grow their business, with the family staying harmonious. Alongside the advisory work are programmes on succession, family constitutions, next-generation preparedness, and family offices, designed to spread that understanding widely.

To families building a family office, her requests are two: keep the family's wealth separate from the business's wealth, and let the office serve the family in full—the people along with the portfolio.

If India is to be a Viksit Bharat by 2047, family businesses are a critical pillar. The adage says shirt sleeves to shirt sleeves in three generations. She hopes to see Indian family businesses defy it and build enterprises that last.

Money compounds. So does togetherness. A good family office takes care of both.

Rajesh Malpani

Chairman

Malpani Group

In a family enterprise, the most demanding transition is often not from one generation to another, but from a decades old legacy to a new era of opportunity. It requires respect for the original business, the ability to introduce professional people along with systems and the courage to enter businesses in unfamiliar sectors. And this needs to be done without compromising the core values of the family, morals and ethics being the prominent one.

From engineering to entrepreneurship, Rajesh Malpani's journey reflects a balance between respecting a family legacy and embracing new opportunities. As chairman of the Malpani Group, he has played a significant role in transforming a traditional family enterprise into a diversified, professionally managed organisation.

From Engineering to Entrepreneurship

A national merit scholar, Rajesh Malpani completed his chemical engineering degree with distinction from Laxminarayan Institute of Technology (LIT), Nagpur. He later pursued M.S. in industrial engineering at Virginia Tech University in the United States. It is worthwhile to note that this was financially supported by a research assistantship. While many others would prefer settling in United States, he came back to India with a dream to take family business to next level.

His engineering education shaped his approach to business- combining technical discipline, process efficiency and a focus on productivity.

Transforming a Family Enterprise

The Malpani Group built its early identity in the tobacco industry. Under Rajesh Malpani's leadership, the traditional business adopted modern technology while the new sectors were added to create a broader, diversified and more resilient enterprise.

Today, group's interests span across diverse businesses in renewable energy, outdoor as well as indoor entertainment (amusement parks, water parks, theme parks and family entertainment centres), other FMCG products (packaged blended tea and mouth fresheners), real estate, construction and education. Group's renewable energy portfolio had grown to 611 MW across eight Indian states, while the group has developed substantial presence in the leisure and entertainment sector. Rajesh Malpani serves as Chairman of Imagicaaworld Entertainment Limited with highest number of amusement, water and theme-parks in India. The group's acquisition of public listed entertainment company has transformed the Group from a traditional family business into a multi-sector enterprise capable of responding to changing markets and opportunities.

Leadership Beyond Business

Rajesh Malpani's contribution extends well beyond the Group. He believes more in co-opetition than competition, where competitors come together to solve industry issues while competing with each other in manner fair to everyone. He has successfully built and nurtured state level industry association. His institutional associations and leadership positions include industry bodies, banking, education and public advisory organisations, such as:

- President of Maharashtra Tobacco Association.
- Secretary of Smokeless Tobacco Federation of India
- Over 18-year association with the Central Excise Regional Advisory Committee (RAC) for the Aurangabad, Nashik and Nagpur regions.
- Former chairman & director of Sangamner Merchant's Co-Op Bank Limited which has now crossed ₹1,000 Crore plus business.
- Treasurer of Dhruva Global Schools and former director of Sangamner College.
- Secretary of Maharshi Vedavyas Pratishthan, Pune.

These roles reflect his belief that leadership extends beyond business performance to institution building and community development. He has been awarded several prestigious awards as recognition to his contributions and achievements.

Education, Healthcare and Community

As per vision of PURA (Provide Urban amenities in Rural Area) advocated by Hon. Late Dr APJ Abdul Kalam Sir, Malpani Group has created and supported infrastructure in Tier-3 hometown rather than relocating to Tier 1-2 city. Education and health have always remained an important part of Malpani Group's vision. Creation of health club, naturopathy wellness centre, charitable hospital and Dhruv Global School represents an effort to combine international health and educational standards with Indian values and character building.

Hiscommitment to the community is equally visible. The 50-bed Malpani Hospital, has helped improve access to healthcare. Other social initiatives include mass-marriage programmes, water supply, sanitation drives, cultural and educational programmes, meditation and yoga camps, and support for civic activities in Sangamner.

One particularly notable initiative was the distribution of one lakh dustbins to paan shops across India, accompanied by town-cleaning activities as part of the "Swachh Bharat Abhiyan".

He had been key-note speaker at various forums across India on building and growing family businesses. His experience highlights an important lesson: Successful family enterprises must preserve their values while continuously adapting to technology, professional systems, new sectors and changing social needs keeping strong communication amongst family members.

A Legacy of Continuity and Change

Rajesh Malpani's leadership is ultimately a story of transformation without losing the connection with the past.

By combining engineering discipline, entrepreneurial vision and a strong commitment to institution building, Rajesh Malpani has helped shape the Malpani Group into a diversified family enterprise while creating a legacy designed to grow well beyond a single generation or industry.

Rohit Chanana

Managing Partner

Sarcha Advisors

For 37 years, Rohit Chanana had the privilege of working with some of India's most respected business families and institutions. This included 25 transformative years with the Munjal family and the Hero Group, along with leadership experiences at Ranbaxy and Escorts. These years shaped his understanding of trust, relationships, stewardship, leadership and long-term value creation.

His career has spanned investments, treasury, fundraising, corporate finance, mergers and acquisitions, institution building and culture creation. Working with businesses, promoters, founders and families across generations taught him that sustainable success is rarely built through strategy or capital alone. It is equally shaped by values, conduct and human connection.

Seven years ago, after completing his corporate journey, Rohit consciously began Version 2.0 of his life by establishing Sarcha Advisors, his family office. This phase was driven less by ambition and more by purpose: to remain happy, spread happiness and contribute meaningfully to people and the ecosystems around him.

A belief in equality has been central to this journey. To Rohit, equality begins with equal dignity, respect, voice and opportunity. It does not always mean treating everyone identically. Fairness sometimes requires recognising different circumstances and offering people the encouragement and support they need to flourish.

Rohit is guided by his core values of FAITH: Fairness, Acceptance, Imagination, Trust and Humility. Through Sarcha Advisors, he has invested in more than 60 startups and engaged with over 500 founders. Beyond capital, he sees himself as a "Dost" to founders, sharing perspective, calmness, encouragement and clarity during both growth and uncertainty.

His investment philosophy, "Dil Se Investing," is anchored in understanding the founder's journey, character, intent, resilience and relationships. While he has been recognised by Forbes India and Fortune India among India's leading angel investors, his greater joy comes from seeing people grow, ideas become institutions and entrepreneurs create meaningful impact.

Across his corporate and entrepreneurial journey of more than four decades, Rohit has worked closely with family-run businesses and founders. His reflections on governance, succession, trust, stewardship and the human side of wealth gradually shaped a deeper philosophy around responsibility and continuity. This philosophy has found expression through his books.

His first book, Dil Se Dost, reflects on life, relationships, values, spirituality, entrepreneurship and personal growth. It distils nearly 600,000 hours of lived experience into 60 personal and professional philosophies across 260 pages. Writing it was his humble effort to repay "Rishi Rin," the sacred debt of knowledge and wisdom accumulated through life experiences, relationships and mentors.

His second book, Dil Se Family Office, explores the deeper dimensions of wealth, harmony, trust and continuity. It presents the family office as much more than an investment office: an institution that can align family aspirations and values, strengthen governance, nurture human capital and the next generation, and encourage the responsible use of wealth.

Rohit is now writing his third book, a sequel to Dil Se Family Office. It explores how families can carry their values, relationships, wisdom and wealth across generations without turning tradition into rigidity or continuity into control. Its central belief is that continuity is not created by structures alone; it is created through conversations.

At the heart of Rohit's journey and writing lies a simple aspiration: to humanise wealth, nurture harmony, strengthen trust, enable continuity and quietly spark 10 million smiles.
Today, he continues to invest, mentor, write, reflect and build meaningful relationships. More than titles, awards or achievements, what matters most to him is whether he can support dreams, create trust and leave people with greater hope, warmth and clarity.

Ultimately, life for Rohit is about relationships, gratitude, continuous learning, inner growth and meaningful impact. It is about living and leading Dil Se.

Saurabh Agrawal

Chief Strategy and Investment Officer
Mafatlal Family Office

Saurabh is the Chief Strategy and Investment Officer for Mafatlal Family Office. He formulates the investment strategy to maximize the investment returns within acceptable levels of risk through a diversified portfolio and also performs various investment activities, including portfolio review and risk management. He has been instrumental in institutionalizing the family office by designing the governance framework, investment policy and strategic asset allocation framework.

As the lead for the Mafatlal Family Office, Saurabh is also working with all the group companies of the Arvind Mafatlal Group for consolidating CSR and Brand Building initiatives.

He also has over a decade of advisory and consulting experience, with the Big4 consulting firm. He has advised MNCs on restructuring of cross-border operations, M&As, IPO planning, as well as providing strategic approach to complex issues.

Saurabh has been recognized as One of India's Top 100 CFOs at the 11th Annual CFO100 Awards, 2021 in the Category "Winning Edge in Finance in MSME" for demonstrating outstanding financial management and contributing to the growth of the Enterprise and as India's Young CFO in Edu-Tech Space by Transformance Forums in 2022.

Trisha Mandal

Director

Fox Mandal & Associates

Trisha Mandal is a fifth-generation family business leader and community builder whose work sits at the intersection of family enterprise, next-generation leadership, governance and the future of Indian businesses.

A Fifth-Generation Perspective

As part of the fifth generation of Fox Mandal, a family-owned professional services firm with a legacy spanning over a century, Trisha brings a first-hand perspective on what it means to inherit an institution, understand the values and relationships that have sustained it across generations, and participate in shaping its next chapter.

As a Director, she is involved in the management, growth and evolution of the family firm, with responsibilities spanning strategic development, people and culture, operations, communications and new business initiatives. Her experience has given her a practical understanding of the realities of multigenerational family enterprises, where business decisions are often deeply connected to questions of identity, relationships, ownership, governance and legacy.

Early Life and Academic Journey

Trisha's journey has been distinctly international. She studied in England, China and India, experiences that exposed her to different cultures, institutions, ways of thinking and approaches to business and leadership. This cross-cultural perspective has shaped her belief that family enterprises can remain deeply rooted in their values and history while continuing to evolve, embrace new ideas and engage with a changing global environment.

Her professional background in law has also given her an understanding of the governance, ownership, structuring and succession frameworks that underpin family enterprises. Combined with her experience inside a family-owned institution, this allows her to view family-business questions through both a professional and an owner-generation lens.

Building the Next Generation

Trisha serves as Chair of the Next Generation Community of FBN India, working with the emerging generation of family-business leaders across the country. As the first woman to hold the role, she has focused on creating platforms for peer learning, leadership development, meaningful dialogue and community building.

Through national programmes, leadership conversations, curated experiences and peer communities, she works to create spaces where Next Gen leaders can openly engage with the realities of growing up in family enterprises from identity and expectations to succession, ownership, leadership and purpose. Her approach is rooted in the belief that the next generation should not simply be prepared to take over a business. They should be prepared to lead, steward and reinvent it.

Championing Women in Family Enterprises

Through initiatives such as Daughters to Directors, Trisha has helped create greater visibility and opportunity for women in family businesses, facilitating conversations around leadership, ownership, governance, succession and identity.

Her work contributes to a broader shift from viewing the next generation primarily through the lens of succession to viewing them through the lens of leadership potential.

A Living Legacy

A Fifth-Generation Perspective on Legacy

Growing up within a multigenerational family enterprise has fundamentally shaped Trisha's understanding of legacy. She believes legacy should not be treated as something static — something the next generation is expected simply to protect. Instead, legacy is a living responsibility.

It involves understanding the values, relationships, reputation and institutional knowledge built over generations, while also having the courage to question what needs to evolve. For Trisha, succession is therefore about much more than transferring ownership or management responsibility. It is about creating stewards rather than successors.

A successful transition requires the next generation to understand where the family has come from, why it succeeded and what should be protected — while also developing the confidence and agency to make decisions appropriate for the world they are inheriting.

Family Enterprise, Governance and Purpose

Her experience of building and evolving a multigenerational family enterprise has shown Trisha that the most consequential family-enterprise questions are rarely purely structural. They are equally questions of people, relationships, communication, identity and purpose.

She is particularly interested in how families can create governance structures that provide clarity and accountability while preserving the relationships, values and sense of purpose that make family enterprises distinctive.

Connecting India to the World

Through Fox Mandal Global, Trisha is involved in cross-border business and investment opportunities, with a particular focus on the India–Japan corridor and helping businesses navigate opportunities between the two markets. Her work has involved engagement with business and institutional stakeholders in Japan and a focus on opportunities for Japanese investment into India across manufacturing, technology, infrastructure and emerging sectors.

This experience has reinforced her belief that Indian family enterprises have an increasingly important role to play in India's global growth story. As Indian businesses internationalise and international capital increasingly looks towards India, family enterprises will need to think not only about preserving successful domestic institutions, but also about building globally relevant businesses and institutions for future generations.

Community as a Leadership Platform

Across Trisha's professional and community work, one theme consistently emerges: the importance of relationships. She believes leadership development cannot happen in isolation. For the next generation especially, having access to peers who understand the unique dynamics of family businesses can be transformative.

For Trisha, community is more than networking. It is about creating environments where people can develop belonging, perspective and the confidence to become better leaders.

Vision for the Future

Trisha believes Indian family enterprises are entering an important period of transition. As businesses, wealth and responsibility move increasingly into the hands of younger generations, the conversation around succession is evolving. The next generation is asking not only, “What will I inherit?”, but also, “What do I want to build?” “What does this legacy mean to me?” “How can I make it relevant to the world I am entering?” and ultimately, “What will I leave behind?”

Her vision is for Indian family enterprises to move from legacy to purpose, from succession to stewardship, and from individual family businesses to a stronger ecosystem of next-generation leaders.

“The question isn’t whether we can preserve the legacy we inherit. It’s whether we understand what is worth preserving and have the courage to build what comes next.”

At the heart of Trisha's work is a simple belief: family businesses become truly multigenerational when the next generation has both a sense of belonging to what came before and the agency to create what comes next.

Tulsi Jayakumar

Executive Director, Centre for Family Business & Entrepreneurship
SP Jain Institute of Management & Research

Professor Tulsi Jayakumar owes much of her training and love for academics to her undergraduate and postgraduate education at Delhi University. Those were exciting times, about 35 years ago, when India had just announced its economic reforms. As a young student at the Delhi School of Economics, she was overwhelmed by the transformation unfolding in the country—a period when the foundations of modern Indian family businesses were being laid. Her love affair with family businesses and business communities began serendipitously during those days, when she chose the Chettiar Community as the topic for her M.Phil Thesis, exploring their role as a source of entrepreneurial and capital flows from India. She was fascinated by this business community, its values of frugality and humility, and how they trained the next generation to be their successors. She picked up some other degrees along the way, including the much-coveted PhD.

To deepen her professional capabilities in advising business families, Professor Jayakumar earned the Certificate in Family Business Advising (CFBA) and the Certificate in Family Wealth Advising (CFWA) from the Family Firm Institute. She followed this up with a Certificate for Family Enterprises and Wealth from Columbia University. Her work combines academic research, executive education, consulting, and practitioner engagement with family businesses in India and internationally.

Right from those early days, when she excelled in studies and was the topper in her school, college, and at postgraduation, academics interested her, and she knew she wanted to spend her life as an academic. This marks her 35th year in teaching, and yet every day she spends in the classroom, amid students, feels as fresh and new as her first day.

Over a teaching and research career spanning more than three decades, Professor Jayakumar has taught economics, policy, entrepreneurship, and family business-related subjects across numerous institutions in India. Her academic interests evolved from traditional economics into behavioural economics, family business governance, entrepreneurship, family firm sustainability, religiosity, family offices, and other esoteric areas within family business research. She has published journal articles, book chapters, and case studies and has presented her work at international academic conferences.

At SPJIMR, she serves as Professor of Economics and Policy, Executive Director of the Centre for Family Business and Entrepreneurship (CFBE), and Chairperson of the Post Graduate Programme in Family Managed Business (PGPFMB). Through these roles, she has contributed to strengthening family business education, research, and advisory practice in India.

Professor Jayakumar is also widely recognized for her contributions to management case writing. Her cases have been used in business schools and executive education programs, addressing themes such as family business governance, entrepreneurship, ethics, sustainability, and strategic management.

In addition to her academic work, she writes and speaks on economics, family businesses, entrepreneurship, governance, women's financial inclusion, succession, and public policy. Her articles have appeared in leading publications and contribute to public discourse on business and economic issues.

Her professional journey reflects a progression from economist and educator to a leading scholar and practitioner in the field of family business studies. By integrating economics, family business research, executive education, case writing, and institutional leadership, she has helped advance understanding and practice in the family business domain.

About Priwexus

Fostering Collaborative Wealth Creation, Knowledge Sharing & Unmatched Experiences

Priwexus is an exclusive community designed for UHNW individuals, UHNW families, and Single Family Offices. It goes beyond just investments by fostering collaboration, knowledge-sharing, and relationship-building among its members. The platform empowers members to expand their financial horizons, explore innovative wealth management strategies, and engage in high-level discussions on areas such as family office governance, philanthropy, and multi-generational wealth planning.

By combining capital, insights, and expertise, Priwexus provides access to exclusive opportunities, proprietary research, and curated experiences. This enables members to capitalize on emerging trends, navigate niche markets, and explore collaborative ventures for both financial growth and long-term sustainability.

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