# Bajaj Alts receives PMS license from SEBI, strengthens position as diversified investment platform

**Mumbai, April 6, 2026:** Bajaj Alternate Investment Management Limited ("Bajaj Alts"), a subsidiary of Bajaj Finserv, one of India's largest and most diversified financial services groups, today announced it has received regulatory approval from the Securities and Exchange Board of India (SEBI) to commence Portfolio Management Services (PMS), marking a strategic milestone in its growth journey.

The development enables Bajaj Alts to expand its footprint in listed equities. With this, the firm strengthens its positioning as a diversified investment platform offering comprehensive solutions across Alternative Investment Funds (AIFs) and PMS.

The PMS will focus on High Net-worth Individuals (HNIs) and Ultra High Net-worth Individuals (UHNIs), offering differentiated strategies built around high-conviction portfolios, backed by deep research and institutional investment processes. The platform aims to combine customisation with disciplined portfolio construction enabling investors to navigate through dynamic market environments.

**Lakshmi Iyer, Group President – Investments, and Managing Director & Chief Executive Officer, Bajaj Alts, said:** *"The PMS license marks a strategic step in our journey to build a differentiated investment platform for discerning investors. It allows us to be a trusted partner in our investors' wealth creation journey. As investor portfolios evolve, there is a growing need for customised and actively managed solutions. Our PMS platform is designed to address this need while staying anchored to disciplined risk management and long-term wealth creation."*

Bajaj Alts' PMS strategies will be anchored in deep fundamental research and strong risk management frameworks. The PMS business will leverage technology to enhance transparency and prudent risk management with an aim to deliver consistent risk-adjusted returns.

The launch of PMS comes when investor demand is evolving towards more differentiated, actively managed strategies in listed equities alongside alternatives.

**Jitendra Gohil, CIO- Listed Equities, Bajaj Alts, said:** *''The way investors approach equity markets is evolving rapidly, driven by the rise of disruptive technologies and shifting global* *dynamics. While India presents a compelling long-term wealth creation opportunity, it also requires navigating increasing complexity and geopolitical risks. In this context, a customised PMS strategy offers the agility and precision needed to capture opportunities, making it well-suited for UHNIs seeking differentiated and rewarding outcomes in their investment journey.''*

Backed by the legacy and financial strength of the Bajaj Group, Bajaj Alts is uniquely positioned to combine institutional investment expertise with a deeply embedded culture of trust, governance, and long-term value creation.

**About Bajaj Alternate Investment Management Limited**
Bajaj Alternate Investment Management Limited ("Bajaj Alts"), a wholly owned subsidiary of Bajaj Finserv Limited, was incorporated in 2025.

Bajaj Alts operates as an alternative investment management platform dedicated to generating sustainable long-term value for its investors through research-led and disciplined investment approaches. The firm integrates a robust institutional investment framework with technology-driven solutions and a client-centric philosophy in portfolio construction.

Its suite of investment offerings spans multiple alternative asset classes, including real estate, private equity, and listed equities. The company also seeks to leverage differentiated portfolio construction techniques—such as long-short and quantitative strategies—to effectively manage diverse market environments and investment cycles.
For more information, visit: https://bajajalts.in

**For media queries, contact:**


Avril Colaco | Bajaj Alts

**avril.colaco@bajajalts.in**

+91 9975518689

Stuti Sahu | The Good Edge

stuti@thegoodedge.com

+91 9833528035


***Disclaimer:***

BAIML is presently engaged in the process of expanding its operational scope and is pursuing requisite authorizations to enable the conduct of regulated management activities. BAIML is registered as a Portfolio Manager with the Securities Exchange Board of India ("SEBI") bearing registration number INP000009904 and in the process of obtaining other relevant registrations, licences and approvals from SEBI for launching and managing alternative investment funds. Recipients are hereby advised that all initiatives remain subject to regulatory clearance, and no regulated services shall be offered or performed prior to receipt of the necessary authorizations.

This Press Release has been prepared solely for informational, awareness and discussion purposes and should not be deemed to constitute or form part of any offer, invitation, solicitation, advertisement or recommendation to buy, sell or subscribe to any securities, units or interests in any fund, scheme or investment vehicle, nor shall it or any part of it or the fact of its distribution form the basis of, or be relied upon in connection with, any contract or commitment thereof.