



HIGHCREST

ASSET NEST LLP

Building Generational Wealth. Managing Strategic Assets.

WHO WE ARE



33+

Years Combined
Expertise

100+ Cr

AUM Managed

3

Gujarat Offices

Independent. Institutional-Grade. Gujarat's Premier Wealth Partner.

Highcrest Asset Nest LLP is an independent wealth and investment management firm headquartered in Vadodara with offices in Ahmedabad and Navsari. Founded by ex-banking leaders from ICICI Bank and IDFC First Bank, we deliver institutional expertise without institutional conflicts.

We serve listed companies, HNI families, NRIs, and family offices — providing solutions as precise and personal as your ambitions.

Independent

Zero product bias.
Your returns, our goal.

Proven

Institutional pedigree.
Real-world outcomes.

Holistic

Wealth + Treasury +
Tax — all aligned.

OUR SERVICES



01 Corporate Treasury Management

- Liquidity & cash flow strategy
- Surplus investment optimization
- Treasury benchmarking & reporting
- Working capital excellence

02 Wealth Management & Investment

- Goal-based portfolio construction
- Equity, debt & multi-asset strategies
- Tax-efficient structuring
- Succession & estate planning

03 NRI Financial Solutions

- Cross-border investment planning
- India-entry strategies (FEMA/RBI compliant)
- Jurisdiction tax optimization
- Multi-generational wealth structuring

04 Family Office Services

- Multi-generational investment strategy
- Family governance & succession
- Trust & fiduciary services
- Alternative investment access

FUND RAISING MANDATES



End-to-end capital raising for corporates, promoters & HNIs — sourcing the right capital at the right terms.

01 Debt & Loan Financing

- Structured debt fundraising
- Term loans & working capital
- Bank & private lender funding

02 Promoter & LAS Funding

- Loan against shares (LAS)
- Promoter liquidity solutions
- Pledge & share-backed financing

03 Private & Alternate Capital

- NBFC & family office funding
- HNI capital raising mandates
- Structured & mezzanine finance

Who We Serve

Corporates seeking growth or acquisition capital • Promoters requiring liquidity against holdings • HNIs seeking tailored loan structures

Our network of banks, NBFCs, and private lenders ensures access to the right capital at the right terms.

LEADERSHIP TEAM



Prasad Shouche

Founding Partner

- 18+ years in banking & capital markets
- Market Head Private Banking — IDFC First Bank, Gujarat
- Regional Head Private Banking — ICICI Bank, Ahmedabad
- Institutional Sales — Sundaram Mutual, Mumbai
- Expertise: Wealth, Debt Markets, Treasury

BE | MBA | NISM | CISI – International Wealth & Investment Management

Kushal Vyas

Founding Partner

- 15+ years managing HNI & NRI portfolios
- Grew AUM from zero to 100+ Cr in under a decade
- Deep expertise in cross-border wealth structures
- Specialist in NRI & family office solutions

CFA Charterholder

WHY HIGHCREST?



01 Truly Independent

No product quotas. No institutional pressure. Every recommendation exists solely to maximise your outcomes.

02 Institutional Pedigree

Our founders built careers at India's top private banks — you get that calibre, focused entirely on you.

03 Tailored, Not Templated

Your strategy is built around your goals and constraints — not a standard model portfolio.

04 360° Financial Command

Wealth, treasury, tax, succession — all coordinated under one roof for superior outcomes.

05 Partnership, Not Transactions

We measure success by your financial outcomes, not income. Long-term relationships drive everything.

THE SPECIALIST COLLECTIVE



Holistic Expertise. Independent Guidance.

A select group of external professionals handpicked by the Highcrest founders to deliver insights that go well beyond finance.

They provide specialist counsel across legal, tax, medical, and sector-specific challenges — enabling Highcrest to deliver truly holistic solutions for your wealth.

The Collective guides Highcrest founders on operations and strategy, meeting quarterly and on extraordinary events to review products — always prioritising client interests.



Lawyers

Legal advisory & regulatory guidance

CA

Chartered Accountants

Tax optimisation & compliance



Doctors

Medical & health planning advisory



Industry Veterans

Sector-specific strategic insights

HOW WE WORK



1

Discovery & Assessment

Deep-dive into your objectives, current position & key priorities

2

Strategic Planning

Custom strategy with clear outcomes, risk parameters & timelines

3

Execution & Implementation

Disciplined deployment with full transparency & documentation

4

Management & Monitoring

Quarterly reviews, reporting & proactive strategy refinement



Regulatory Framework

- SEBI — Securities & Exchange Board of India
- RBI — Reserve Bank of India Guidelines
- Ministry of Corporate Affairs Compliance
- Income Tax & International Tax Treaties
- AML / KYC Standards (Full Compliance)

Our Operating Principles

- Transparency:** Full disclosure of strategy, risks & expected outcomes
- Conflict-Free:** Explicit declaration of all potential conflicts of interest
- Data Security:** Strict client confidentiality & secure information handling
- Ethical Conduct:** Principled — always client interest first



LET'S BUILD YOUR LEGACY TOGETHER

prasad.shouche@highcrestindia.com

+91 75748 99767

www.highcrestindia.com

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