



Bloomberg

Transforming the future of
asset management in India



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The Indian mutual fund industry is evolving at breakneck speed. With AUM growing rapidly and more than 2,000 schemes now active in the market, the pressure to maintain efficiency while managing complexity has never been higher.



Building a more resilient buy-side workflow

India's buy side is increasingly demanding more integrated, controlled workflows to remain competitive in faster markets with rising regulatory expectations. The transition to a more resilient operating model relies on a comprehensive approach to enhancing how the investment lifecycle is managed:

- Research, order management and portfolio analytics work most effectively when aligned within a single, cohesive process, reducing duplication and limiting manual risk
- One single embedded platform to manage the firmwide investment risk framework – regulatory limits as well as portfolio investment risk – helps deliver greater efficiencies and working insights into the daily investment decision-making workflows
- Integrated risk and compliance facilitate centralized controls across the portfolio lifecycle, helping narrow the gap between analytics and execution while being a central aspect of alpha generation
- Investment performance is better supported by current benchmark data and automated trade processes that minimize tracking error and narrow the gap between insight and execution
- Centralized, transparent audit trails create a stronger foundation for efficient reporting and consistent, defensible trade reconstruction

Bloomberg Buy-Side Solutions

Bloomberg's integrated solutions for investment management allow you to oversee the entire investment lifecycle in one scalable, hosted suite of tools.

Seamless research & portfolio management

Research Management Solutions (RMS) centralizes internal and external research in a single location, enabling teams to create, distribute and collaborate on investment insights across the firm.

Meanwhile, Portfolio & Risk Analytics (PORT) provides multi-asset portfolio analytics, linking analyst ideas directly to exposures, performance drivers and risk contributions.

Together, RMS and PORT allow investment teams to connect research to portfolio impact, identifying sources of risk and return across equities, fixed income, commodities and alternative investments, and making decisions with a clear, data-driven view of exposures.

Precision execution management

Asset & Investment Manager (AIM) is Bloomberg's order and investment management solution, designed to manage the full trade lifecycle.

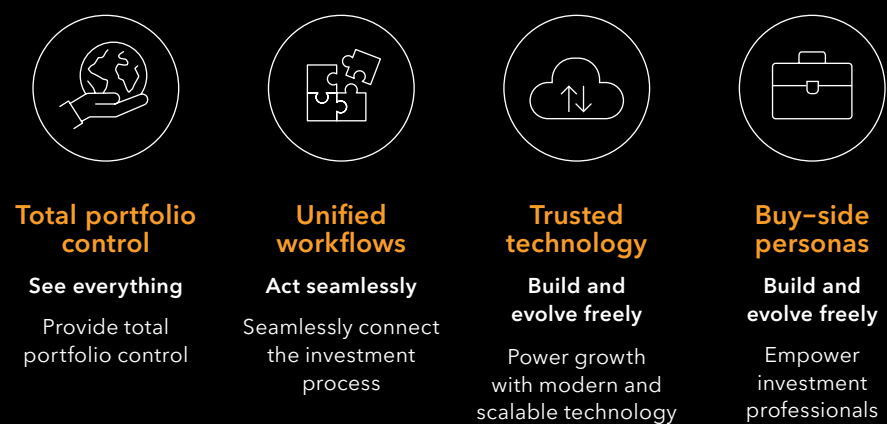
With integrated order and execution management capabilities, AIM enables teams to receive, route, execute and monitor trades electronically within a single interface. Portfolio managers gain real-time visibility into orders, cash and liquidity, while automated workflows support straight-through processing from trade discovery through settlement, reducing manual touchpoints and improving operational control.

Embedded risk & compliance

Bloomberg’s Multi-Asset Risk System (MARS) delivers advanced risk analytics and enterprise risk management across asset classes.

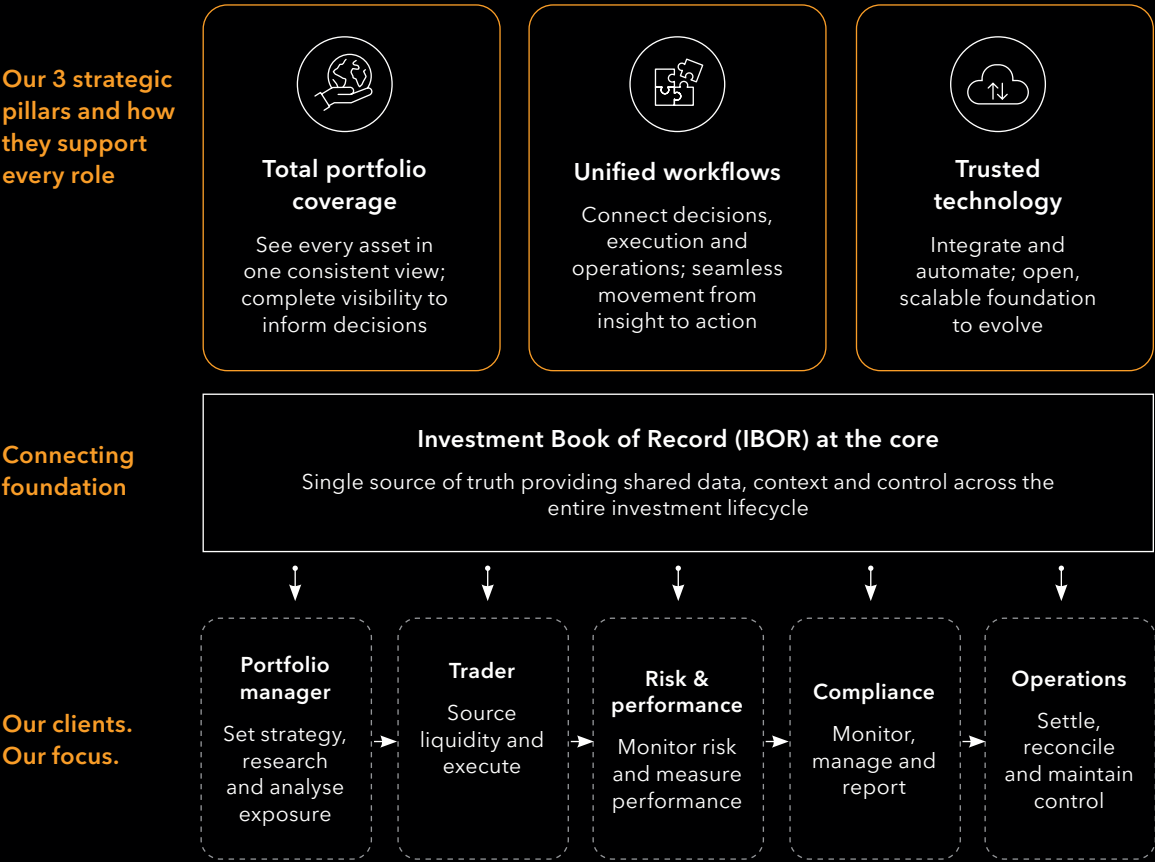
It supports pre- and post-trade risk monitoring with a broad library of configurable limits and compliance rules, including region-specific regulatory templates. A comprehensive audit trail across the order lifecycle helps firms maintain consistent oversight, support regulatory reporting and manage risk objectively across portfolios.

Why leading Indian asset managers choose Bloomberg



Three strategic pillars – one connected operating model

Designed to support the roles, workflows and decisions that matter across the buy-side investment lifecycle



One connected operating model that brings total portfolio control to every role across the investment lifecycle

Your path to transformation

We utilize a proven roadmap to expedite implementation, ensuring a seamless progression from initial scoping and configuration to rigorous UAT and parallel testing. To learn more about how Bloomberg can help enhance your workflow, reach out to vge3@bloomberg.net

Take the next step.

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