

Darshan And Manan Patel Of  
Vini Cosmetics On Recovery, Risk  
And Family Relationships

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of the first 1000 days  
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# CAMPDEN MONTHLY DIGEST

## January 2021



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## REASONS TO ATTEND

1. Cutting-Edge Content – The programme is focused on the theme of “Building future ready Family Offices”, deliberating on investment outlook and opportunities.
2. Peer-To-Peer Insight And Intelligence – Hear directly from both family principals, next gens & senior executives of some of the world’s foremost family businesses.
3. Networking with Leading Families – Going beyond a normal digital event with one-way talks and presentations, over the 3 days we have designed multiple dedicated sessions allowing family principals, next gens & senior executives to meet, network and discuss in private and discreet small groups and “virtual rooms”.

## KEY DISCUSSIONS

- Looking ahead to 2021 - An Investment & Economic Outlook
- How to preserve and grow wealth for multiple generations
- Embracing opportunities in Private Equity (PE) sector
- Keynote: Learnings of a Leader

## SOME PROMINENT SPEAKERS INCLUDE



**Rajan Navani**  
Jetline Group  
(Forum Chair)



**Anirudh Damani**  
Artha Venture Fund  
(Co-Investment Chair)



**Suneeta Reddy**  
Apollo Hospitals Group



**Jai Rupani**  
Dinesh Hinduja  
Family Office



**Vinod Abrol**  
SAR Group Family  
Office

**AND MORE...**

## WRITE TO US

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# Global Family Feature

## Darshan And Manan Patel Of Vini Cosmetics On Recovery, Risk And Family Relationships



Darshan Patel,  
Founding Chairman and Managing Director, Vini Cosmetics



Manan Patel,  
Chief Executive Officer, Vini Investments (Family Office)

**The father and son team behind Vini Cosmetics, the maker of Fogg deodorants, say they are bullish on the Indian economy, its pandemic recovery and are exploring new investment opportunities.**

Entrepreneurs Darshan Patel, 58, founding chairman and managing director of the family business, works in tandem with next-generation Manan Patel, 27, chief executive of their family office Vini Investments in Ahmedabad, Gujarat.

Darshan Patel launched his own cosmetics venture in 2010 after two decades working as managing director with his brothers Girish and Devendra in their co-owned and co-founded family business Paras Pharmaceuticals. The firm was acquired by UK consumer goods Reckitt Benckiser later that year for a reported \$726 million.

Darshan Patel has earned a reputation over 25 years as a brand-builder and for creating new categories in over-the-counter, wellness and personal care products. He is credited with creating some of India's most popular homegrown brands, including Moov, Krack, Dermicool, Itch Guard and D'Cold.

The Patels' Vini venture went on to launch dozens of new brands in the past decade, notably its flagship body spray Fogg, face powder White Tone, powder cream Glam-Up and Ossum, a fragrance body mist for women.

The Indian perfumes and deodorants market was worth more than \$970 million in 2019 and forecast to grow by more than 13%, to surpass \$2 billion by 2025, due to rapid urbanisation and the emergence of online retail, according to market research.

In 2017, Manan Patel took responsibility for their single-layered family office and manages assets of more than \$272 million. Before joining the family business, he worked as an analyst and portfolio adviser at India Infoline Wealth Management for two years. While studying his MSC in Marketing and MSC in Finance in London, the Bangalore business management graduate interned with private equity firm Bay Capital Partners in the city.

The Patels tell CampdenFB about business opportunities and growth strategies in Covid-19 recovery as well as best to communicate and set relationships in a family business.

### **What do you look for when seeking new business opportunities?**

Darshan Patel (pictured above): I look for the untapped opportunities in the market which can become the new needs and wants of consumers. The potential of that business category, density and dynamics of the market.

Research has always been the most significant path for me, before venturing into any new product category, to know the pulse of the market as well as understanding the consumer's needs and wants. The main objective of launching any new product for us is to gain market share and at the same time how we can fulfil unsatisfied needs of consumers. These are the two primary

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things we take into consideration before entering into any new category.

## **How is your family business and family office adapting to and addressing the coronavirus pandemic?**

Manan Patel (pictured right): In this uncertain environment, it's the need of the hour to stay focused, set short-term goals, take one day at a time, monitor the progress regularly, be flexible and adaptable in our work approach. At the same time, work with the utmost care and caution for the people and the team working with you. What have been the toughest decisions you have had to make to preserve the family business during this uncertain time?

Darshan Patel: We have a workforce of about 1,200 people on the field. Once the unlocking of different regions started, the toughest decision was to bring them back to work with the fear of their safety; my team's safety will always be my utmost priority.

## **How do you intend to fund family business growth in 2021?**

Darshan Patel: Keep exploring newer categories looking at the new normal and needs of the consumers. We are also open to an inorganic growth if any such exciting opportunities arise. In our view, there are many exciting and untapped opportunities which can be explored to create a niche in the market.

## **Which asset classes or sectors are exciting you as investors?**

Manan Patel: As we are managing family wealth, we are a bit conservative on our risk exposures. Being a major stakeholder in Vini, we also consider it as equity only, keeping rest exposures in the ratio of 70% Debt and 30% Equity. Saying that we strongly believe that to create a long-term compounding of wealth no asset class can beat equity in long term. We believe in the India growth story and as a family office, we are very bullish on Indian economy.

In our view, there are three phases in this pandemic—lockdown phase, unlock phase and growth phase. We believe that it will take at least two more quarters to reach the growth phase, but overall, looking at the global dynamics, India as a market looks very attractive to us.

I also believe, in this volatile environment, risk management is very imperative for portfolio management. There should be a fine balance between generating returns and controlling risk. All family offices need to recognise risk, understand risk and control risk with prudence to preserve wealth.

As we all know, globally we are into the low-interest rate regime, so returns on a fixed income are not that attractive as it used to be earlier. So, we are exploring new asset classes like real estate through REITs [real estate investment trust] and commodities like gold and silver. Also, we have 5-7% of exposure into global markets through LRS [Liberalised Remittance Scheme].

## **How can differences within family businesses best be settled?**

Darshan Patel:

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- Bring all the concerned members on the same table
- Look for the constructive communication
- Listen and understand everyone's perspective
- Respect everyone's point of view
- If possible and comfortable, the family can involve a neutral person who has no self-interest in the discussion, by doing this one might get a different unbiased perspective
- Find a win-win situation out of that on which all the concerned members are on the same page
- Keep organising family gatherings over lunch, dinner or cocktail to enhance the family bonding

## **What is the daily working relationship like between father and son?**

Darshan Patel: Very professional while at work. We as father and son have great bonding and understanding, but we believe in maintaining certain decorum when at work. Also as a father, I make sure that I monitor Manan's progress regularly. Over the last three years, we have a practice to spend two hours every week to get an update on each other's work and sharing thoughts and discuss what's happening around the globe.

Also, where needed, I make sure Manan accompanies me in various meetings as he is still in the early days of his career and learning phase, so I believe the more people he meets and interacts with, it will be better for him as he can learn from their experiences.

## **Darshan, how did you engage Manan in the family business and what kind of goals did you set your son before you began to transfer responsibilities?**

Darshan Patel: I believe that one tree cannot grow beneath another tree. So, once he was back from London after doing his masters, we mutually decided that he should work outside the family business to enhance his skillset and most importantly to understand the employee-employer relationship.

Manan, currently is in charge of our family office and manages assets worth 20 billion [\$272 million]. I have taken a thoughtful decision not to get involved in family office affairs on a day-to-day basis as I want my son to be at the helm of decision making; because it's Manan's canvas and I would love him to paint it in the way he wants.

## **Manan, what lessons from your succession experience would you apply when it comes time to transferring control to your own next generation?**

Manan Patel: The best thing which I learned from my father at a very young age is to stay grounded, treat everyone with humility and give your 100% with full honesty, dedication and sincerity in whatever you are doing. I still fondly remember when I was 13 he told me people should remember you as a good human being, the rest is secondary.

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## Early-stage investing: The importance of the first 1000 days



Anirudh Damani  
Managing Partner, Artha Venture Fund  
(Chair - Co-investment Workshop, 21st January)

Early-stage startups are exciting. There is confusion, commotion, action, and heartaches in the early days of setting up a company. But when things go right, there is an immense amount of satisfaction. Witnessing a startup grow from a 4- or 5-member team to an enterprise employing 100s or 1000s of people is an unmatched experience. I discovered the key to building a portfolio of successful early-stage investments in an off-hand comment made 9 years ago by my uncle, the late Ramesh M Damani.

Anu, as he called me loving, you must be in business in India for 1000 days because it takes 1000 days for you to become a businessman in India. Until then, you will be chasing people for business, but on the 1001st-day, people will come looking for you.

He did not quote any IIM study or ISB research to back that claim, just his own experiences as a serial entrepreneur and investor. I did not need proof about the importance of sticking it out for 1000 days – something intuitively reverberated within me with his statement. As I grew in my business and investment life, the 1000 days theme play out so often that it became the backbone for our investment strategy. We invested heavily in founders for the first 1000 days with time, money, and resources until the startup can stand on its own and become an asset for the portfolio.

After investing in almost 100 startups, I witnessed that if founders do the right things in the first 1000 days, they create real value for their startup and stakeholders. However, the first 1000 days is also where an early-stage investor must play a critical and influential role.

To make early stage investing rewarding for your investment portfolio, you must provide your investee companies 1:1 help in monetary and non-monetary terms. Therefore, if you are investing 1 crore in a startup, you must provide 1 crore of support in non-monetary terms. You may quantify non-monetary support as:

- Periodically checking in with your founder on the state of the business and providing strategic inputs
- Listing out the help your founders need, tracking the progress you are making on those requests, and ensuring that you close the loop on each request
- Sharing industry reports, competitive analysis, and value adds that would help your founders

Besides that, here are some other ways to help your investee companies

- Scanning your contact list to find connections that would open doors for your founders
- Consistently talking about what your investee companies are doing to your close network
- Sharing initiatives and offers from your investee companies on your social media handles
- Connecting the founding teams of your investee companies, encouraging them to work together in areas where mutual collaboration would bring benefits to each other

You may not realize the power of your contact list, so let me provide you an example that significantly impacted an aerospace company we recently invested in, Agnikul Cosmos.

My team believed that we had limited opportunities to help them, especially since the Agnikul team was already working in IIT-Madras and in close collaboration with ISRO. Nonetheless, we kept asking the founders for their wish-list in our interactions, and in a call, they mentioned the disruption COVID caused to their supply chain. I remembered that one of our LPs had recently acquired a specialized manufacturing company that provided high-quality stainless steel to NASA and ISRO for their aerospace missions. I solicited our LP's help in organizing a call with the CEO of their newly acquired business with Agnikul founders.

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The call was a resounding success. Not only could the CEO solve their supply chain troubles through his setup, but he also loved Agnikul's mission so much that he provided a way for them to solve future supply chain issues. The result was beyond the wildest imagination of the Agnikul founders and my team. It was not a surprise that the founders had a wish-list twice the last one's length on our next call!

In another example, we could open doors for 8 of our investee companies to directly connect with the C-suite (CEO, COO, CFO, CTO, CMO, CHRO, and CMO) of a leading mutual fund house. The executives provided each founding team with 30 mins to present how their product or service could benefit the mutual fund house. As a surprise to us all, every C-suite member made themselves available for the 4-hour interaction with our founders. Both sides were satisfied with the exchange and are working out arrangements to work together.

These efforts may seem trivial to you, but they are of immense value to your founders. Your impact on their nascent businesses will result in accelerating their startup's development journey, ultimately providing you with a superior return on investment. Studies like the Returns to Angel Investors in Groups study done by the Kauffman Foundation and Angel Capital reported that active venture capital investors see 250% higher return multiples than passive investors.

A significant benefit of active participation in your investee startup, but one that is difficult to measure, is the clarity you will have on whether you should deploy follow-on capital. Your active involvement in the business will clarify whether the startup is heading in a direction with which you are comfortable. The decision to invest or exit in new rounds could impact your portfolio return. It could have a severe impact if you miss out on a follow-on round into a startup on the ascendancy. But it could be catastrophic if you ended up exiting just as the startup was achieving critical mass.

In conclusion, the most significant decision you must make as an early-stage investor is whether you can provide your time and resources that go beyond signing the investment cheque. The results will be rewarding in ways far beyond what your bank statements could capture!

*Anirudh has been an angel investor in India since 2011, prior to which he was an entrepreneur in the energy sector in the US and in India. Anirudh strongly believes that investing in start-ups at an early stage creates the maximum impact in their lifecycle. Anirudh's unique funding strategy has helped him create an impressive portfolio of over 70 start-ups that are almost completely funded by a renewable energy asset in Rajasthan. His knack for picking winners is evident from the 3.81 x multiple that his portfolio has delivered so far and the tremendous success that his fundraising efforts have generated for Artha Venture Fund.*

Anirudh will be Chairing the Indian Family Co-investment Workshop on Jan 21 wherein he would deliver a keynote on opportunities for Indian start-ups and investors alike.

# Global Family Feature

## Russell Investments' 2021 Global Market Outlook: The Old Normal

**We believe that vaccine prospects are likely to make 2021 a year of global economic recovery. While markets have priced in a fair amount of the good news, more gains seem possible as corporate profits rebound and central banks remain on hold.**

With the world in the early post-recession recovery phase of the business cycle, our medium-term outlook for economies and corporate earnings is positive. We believe that 2021 will feature an extended period of low-inflation, low-interest rate growth that favours equities over bonds.

There are some near-term risks, however, such as investor sentiment, which has become overly optimistic following recent vaccine announcements. This makes markets more vulnerable to negative news, which could include renewed lockdowns in Europe and North America as virus cases escalate, logistical difficulties in distributing the vaccine and negative economic growth in early 2021—if government support measures are unwound too quickly.

Geopolitics could also deliver negative surprises from China, Iran or Russia as the new administration of President-elect Joe Biden takes power in the United States.

Our cycle, value and sentiment investment decision-making process scores global equities as expensive (with the very expensive US market offsetting better value elsewhere), sentiment as overbought and the cycle as supportive. This leaves us slightly cautious on the near-term outlook, but moderately positive for the medium-term, with expensive valuations offset by the positive cycle outlook.

In the US, there will likely be two distinct phases to the path forward. The first—over the northern winter months—looks challenging, as Covid-19 infections explode across the country, leading to partial, localised lockdowns. However, once a vaccine is widely available, we believe that dislocated sectors (eg, restaurants, travel and hotels) will bounce back strongly, likely in the second half of 2021. Meanwhile, the Federal Reserve (the Fed) continues to maintain an ultra-accommodative policy stance. Even with our expectation for a robust 2021, the Fed's focus on generating an inflation overshoot should leave plenty of runway for the expansion to strengthen and broaden.

The three biggest challenges we see for markets are the concentration risk in major US equity benchmarks—which have a composition skewed toward the stay-at-home mega cap technology stocks, moderately expensive valuations in equity and credit and an increasingly optimistic industry consensus.

In Europe, the second wave of virus infections has reversed the third-quarter V-shaped recovery, with the region on track to record negative GDP (gross domestic product) growth in the fourth quarter. The new lockdowns are working, however, with infections across the region having peaked in early November. We believe that Europe is poised for a strong post-vaccine recovery. The region is also more exposed to global trade than the US and should be a beneficiary of a recovery in Chinese demand. Notably, after five years of underperformance, we expect the MSCI EMU Index to outperform the S&P 500® Index in 2021.

Covid-19 and Brexit uncertainty have battered the UK, with the FTSE 100 Index the worst performing regional equity market (by a wide margin) in 2020 to date. However, we believe it could be one of the better performers in 2021. The UK market is cheap relative to other markets and is overweight the financials, materials and cyclical sectors that should benefit the most from a global recovery.

The Chinese economy has returned to almost pre-pandemic output levels, which is a significant achievement, given the depth of its first-quarter downturn. We think that fiscal policy in China will remain supportive through 2021.

We believe that Japan's rebound from the pandemic is likely to lag other developed economies, despite its less severe Covid-19 outbreak. This reflects the structural weaknesses that were in place before the pandemic, such as subdued consumption from its



Andrew Pease, Global Head, Russell Investments

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ageing population.

Australia has controlled the virus outbreak better than most other countries and, with a relatively open economy, is poised to be a beneficiary of the post-vaccine global recovery. The year 2021 is likely to see an expansion of the Reserve Bank of Australia's quantitative easing program.

In Canada, we believe that the country's exposure to commodities—particularly oil—will benefit from a rebound in the global economy. While business investment may be slower to materialise, both the housing market and improving commodity prices will likely serve as foundations to an economic recovery.

## **Economic views**

- Once a vaccine is widely available and lockdowns have been eased, we believe that normal early-cycle recovery dynamics should resume, with a rotation toward relatively cheaper value and non-US stocks that are likely to benefit from a return to more normal economic activity
- The most notable damage from the pandemic has been the rise in government debt. However, we think it's unlikely that governments will start to trim deficits through tax hikes and lower spending anytime soon
- In the US, we believe that the post-vaccine recovery period will lead to real GDP growth in excess of 5% in 2021.
- We believe Europe's exposure to financials and cyclically sensitive sectors gives it potential to outperform in the post-vaccine phase of the recovery, when economic activity picks up and yield curves steepen
- Major central banks have made it clear that they will wait until after inflation rises before raising rates. We think a slow-acting Fed should limit the rise in the 10-year U.S. Treasury yield to between 1.1% to 1.4% - compared to its current level of 0.85% in early December

## **Asset class views**

### **Equities: Preference for non-US equities**

We prefer non-US equities to US equities. The post-vaccine economic recovery should favour undervalued cyclical value stocks over expensive technology and growth stocks. Relative to the US, the rest of the world is overweight cyclical value stocks.

We like the value in emerging markets (EM) equities. China's early exit from the lockdown and stimulus measures will likely

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benefit EM more broadly, as should the recovery in global demand and a weaker US dollar.

Fixed income: Bonds universally expensive

We see government bonds as universally expensive. Low inflation and dovish central banks should limit the rise in bond yields during the recovery. US inflation-linked bonds offer good value with break-even inflation rates well below the Fed's targeted rate of inflation. We view high-yield and investment-grade credit as slightly expensive on a spread basis, but believe they have an attractive post-vaccine cycle outlook.

**Currencies: US dollar likely to weaken during recovery**

The US dollar should weaken amid the global economic recovery, given its counter-cyclical behaviour. The dollar typically gains during global downturns and declines in the recovery phase. The main beneficiaries should be the economically sensitive commodity currencies - the Australian dollar, the New Zealand dollar and the Canadian dollar. We believe the euro and British sterling are undervalued, and expect that both currencies will be boosted by the post-vaccine recovery.

Please visit [russellinvestments.com](http://russellinvestments.com) to read the complete Global Market Outlook 2021.

Important information

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# Global Family Feature

## The Nine Trends Of Modern Philanthropy



Prof Peter Vogel, co-author of the book  
Family Philanthropy Navigator

Families aligning their charitable giving with their business plans and the rise of the next generation of family leaders are among the trends explored in a new book which aims to guide families on their ventures in philanthropy.

Family Philanthropy Navigator, published this month, delves into case studies and offers advice and practical tools for experienced and aspiring families in the philanthropy sector.

Families gave on average \$6.4 million via their family office to philanthropy over 12 months, according to The Global Family Office Report 2019 by Campden Wealth. Driven by next-gens, 26% of families surveyed by Campden Wealth for the Global Impact: A Power for Good 2020 study wanted to show that family wealth can be invested for positive outcomes and 24% believed that incorporating sustainability considerations will lead to better investment returns.

Family Philanthropy Navigator was written by Prof Peter Vogel (pictured), Debiopharm Chair for Family Philanthropy at the International Institute for Management Development (IMD), Etienne Eichenberger, managing partner of WISE philanthropy advisers and Malgorzata Kurak, IMD research fellow.

“The world needs all hands-on deck to address the big challenges we face—they can’t just be fixed by governments or NGOs alone,” Vogel said.

“Our mission with this book is to inspire more individuals and families to give and to ensure that their giving is effective and efficient.”

In this extract, the authors outline the nine trends of modern philanthropy.

### 1 Inclusiveness of giving

Driven by advances in technology, giving has become highly democratised. First, mass collaboration allows everyone to make a contribution to the greater good of society. Second, online philanthropy marketplaces allow everyone to contribute to specific causes, even with just a few dollars. Third, aggregated funds are forming, combining the resources of many donors in the most effective ways.

### 2 Next generation as agents of change

We are in the middle of one of the greatest transfers of wealth in human history, with the next generation (largely millennials and digital natives) taking over the reins and moving into powerful positions within their families. They come in with a fresh mindset, new ideas and they feel a great sense of responsibility to become agents of change.

### 3 Real-time global awareness

Improved access to the Internet has placed a greater and more detailed spotlight on many more needs and causes around the world, raising awareness and making them more visible to donors. It has also made it easier to connect donors with causes and organisations around the world so that solutions can be found.

Many philanthropists are choosing to spend down their funds instead of, for example, donating the interest from perpetual funds. They prefer to give while they are alive instead of trying to create a legacy after they pass away.

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## **5 Rise of mega-donors**

In recent decades, we have observed the rise of a new breed of mega-donors—individuals who have accumulated their wealth in a matter of years rather than generations and who have decided to use (part of) that wealth to do good in the world. The likes of George Soros, Bill Gates and Mark Zuckerberg have led the charge, seeking to control how they give back in specific ways.

## **6 Rise of multi-stakeholder efforts**

In this new “era of impact”, we can observe a convergence of the different stakeholder groups, including traditional charities and philanthropists, businesses and investors, as well as policy-makers. They are collectively striving towards impact.

## **7 Rise of effective and impact-driven giving**

There is a clear shift towards measurable and sustainable impact of philanthropic giving. Donors are demanding clear key performance indicators (KPIs)—which is evidently easier for some projects and more difficult for others—to ensure that their money is being put to use in an effective and efficient manner.

## **8 Focus on issues rather than places**

In the time of the United Nations Sustainable Development Goals 2030, philanthropy has become more and more focused on specific issues and causes rather than places. Philanthropists are often acting more globally than locally.

## **9 Rise of cohesive being**

Families have embraced a more cohesive approach to philanthropy by aligning their giving closely with their business activities as part of an overarching approach inspired by a sense of higher purpose and social value creation.

# Campden Global Webinars: December 2020

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**1 DECEMBER**

*Campden Club Virtual Fund Meeting*  
Campden Wealth



**1-2 DECEMBER**

*IPI Virtual Forum*  
Institute for Private Investors



**7-8 DECEMBER**

*Virtual Family Investment Meeting*  
Campden Wealth



**11 DECEMBER**

*Coronavirus Condition Overview -  
The Final Chapter*  
Campden Wealth



**15 DECEMBER**

*Needs & Leads*  
Institute for Private Investors



# December 2020

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## Campden Club Virtual Fund Meeting

As we know from the 2019 issue of our Global Family Office report, the vast majority of family offices were moving into cash as they saw the possibility of a recession in 2020, however no one would have predicted the black swan event of Covid 19. That said, the community are now looking for options and ideas to benefit from the market dislocation and what all economists see as a sharp V shaped recovery in the 2nd half of 2020. This session had a blend of funds and managers presenting on strategies to include Equities, Venture Capital, Private Equity, Private Credit, Private Debt, Real Estate, Hedge Funds, Agriculture, Emerging Markets and more.



## Virtual IPI Forum

This IPI Forum provided an opportunity for IPI members to come together for two days of education, community building and expert resources.



## Virtual Family Investment Meeting

What to expect in 2021 – Leading investors provided their analysis of the last 12 months and their predictions for the next 12. During the three-day event, leading private investors from around the world shared their plans for the next 12-24 months, and how they are changing and adapting their portfolios for 2021.



## Coronavirus Condition Overview - The Final Chapter

Annalisa and Peter shared their overview of the state of play to-day, insights on the new vaccine, roll-out procedures & timescales, diagnostic testing, immunity and also provided a 6 & 12 month forecast, offered to Club Members, privy information that would aid in critical & strategic decision making, from a personal and commercial perspective, in the run up to 2021.



## Needs & Leads

Designed to tap into the insight and connections of fellow peers in a confidential setting, members shared business and investment “needs” followed by clarifying Q&A, and received “leads” from participating IPI members in return — all in 2.5 minutes! This session provided a great opportunity for members to share their pressing investment and business challenges and receive peer support.



# Campden Global Webinars: January 2021

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**12 - 14 JANUARY**  
*Virtual IPI Forum*  
Institute for Private Investors



**19 - 20 JANUARY**  
*Virtual Indian Family Office Forum*  
Campden Family Connect



**21 JANUARY**  
*Virtual Fund Seminar*  
Institute for Private Investors



**21 JANUARY**  
*Co-investment Workshop*  
Campden Family Connect



**27 JANUARY**  
*Virtual Briefing (K-GAL)*  
Campden Wealth

# ABOUT CAMPDEN FAMILY CONNECT

A Global Community of over 1400 Members  
across 5 Continents and over 37 countries



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ARGENTINA

GUATEMALA

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EGYPT

AND MORE...

## CAMPDEN CLUB MEMBERSHIP

Campden Family Connect is a pre-eminent global membership network for India's Ultra-high Net Worth Community, Family Business Owners and their Family Offices. Founded in 2016, Campden Family Connect is the first of its kind venture between RAAY – the Amit Patni Family office, Arihant Patni and Campden Wealth UK, in the family office and family business space. Delivering both local and global networking opportunities, Campden members are supported by globally flavoured initiatives in the form of knowledge forums, pioneering research work, progressive publication material and advanced education programs.

By joining the Campden Club, you gain the following benefits

- You become a part of the global community of over 1400 Family Business Owners, Single Family Office Principals & Executives and Large Private Investors
- Access to Unrivalled Knowledge & Intelligence Platform
- Proprietary Research Reports
- Webinars/ Online communication with members around the world
- Member Events, Private briefings and Tailored introductions to families
- Co-Investment Workshops and off-market proprietary deal flows
- Multi-generational education programs

To know more, write to [info@campdenfamilyconnect.com](mailto:info@campdenfamilyconnect.com)

## STRATEGIC PARTNERSHIP

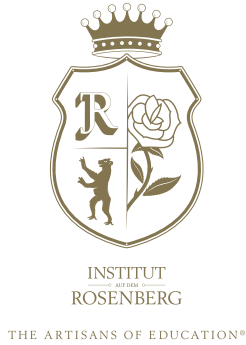
Campden Family Connect offers a unique and strategic partnership opportunity that will enable a select group of professional advisory firms to benefit from establishing a campaign with Campden in India and position themselves in front of our community of families and family offices with a consistent presence and message. This partnership can be availed by advisory firms from various areas of specialisation such as Banks, Wealth management, Asset management, Insurance, Real estate, Law firms, Business schools, Consultancies, Lifestyle agencies etc.

Benefits	Title	Associate	Supporting
Exclusive partnership	✓		
Branding in all event promo collaterals to our UHNW communities across India and globally.	✓	✓	✓
Branding in virtual delegate handbook - Corporate logo - Corporate profile (500 words) - Speaker profile (1)	✓	✓	✓
Complimentary registrations (including Speaker)	4	3	2
Qualified guest invitations	5	3	
Visibility for Speaker/company presentation - Circulated amongst all registered delegates - Hosted on Member Link/ CFC website	✓ 12 months	✓ 6 months	✓ 3 months
Speaker slot timing (including QnA)	40 min Presentation/ Fire-side chat/ Panel discussion	30 min Presentation / Fire side	15 min Only presentation
1 full paged authored articles in Campden Monthly Digest	✓ 2 editions	✓ 1 editions	
LinkedIn promotion (pre or post summit)	3	2	1
Pre-conference exposure to delegate list	✓	✓	✓

To know more, contact  
Kapil Divadkar | [kapil@campdenfamilyconnect.com](mailto:kapil@campdenfamilyconnect.com)

# OUR PARTNERS

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The logo features a large, stylized yellow letter 'C' on the left. To its right, the word 'CAMPDEN' is written in white, uppercase, serif font. Below 'CAMPDEN', the words 'FAMILY' and 'CONNECT' are stacked vertically in a yellow, uppercase, serif font.

**C**  
**CAMPDEN**  
**FAMILY**  
**CONNECT**

**EXCLUSIVE NETWORK OF  
WORLD'S LEADING FAMILIES**