



## SANJIV BAJAJ

Joint Chairman and Managing Director

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### Introduction

Sanjiv Bajaj is the Joint Chairman and Managing Director of Bajaj Capital - a conglomerate having interests spanning in Insurance, Wealth Management, Realty, Personal Finance, Education. He has built the business after taking over the reins from his father Mr. K.K.Bajaj - founder of Bajaj Capital, and scaled the company to over 300 offices in India with over 4.1Million clients. Sanjiv Bajaj, who started out in the Business world as a Certified Financial Planner (CFP), MBA (Finance) also holds an International Certificate for Financial Advisor from the Chartered Insurance Institute (CII), London, UK. He was amongst the first batch of 25 CFP certificates in India.

### From Then to Now

It was 1995, when Sanjiv Bajaj started his career and with his acute interest in Finance, quickly developed the knack of scale. From early childhood, he believed in growth being an essential part of any business and since joining Bajaj Capital, has played a crucial role in expanding the reach of Bajaj Capital to clients in every nook & corner of the country and helping it become one of India's largest wealth management non-bank players. He has pioneered and established many of Bajaj Capital's businesses - insurance, real estate and advisors network. A passionate Entrepreneur who believes that upgrading oneself is a constant process, did his Design Thinking from Stanford Business School and built the new face of Bajaj Capital.com. A Tech enthusiast from core, Sanjiv Bajaj is Now leading the Digital Transformation of Bajaj Capital.

### Belief That Drives Results

- Treat your customer as you would treat and serve your father. Imbibing this one principle changes the very way a Wealth Manager approaches and suggests the solution to a client.
- Celebrate & share success. Often missed but very important part of winning is celebrating.
- Knock for the door to open – ask for what you need and don't wait for someone to read your mind. More often in big companies, great employees wait thinking they will be picked, however, the good ones take the baton forward. The Reason- they ask for it. At Bajaj Capital, the culture is built on People who want to take initiative and are able to deliver.
- Knowledge should lead to belief and belief that you can do a good job leads to success.
- Positive attitude = Success. These are the base of the Bajaj Capital culture which has enabled it to become a leader.

### Associations

A deep believer in building the nation with youth who have financial education, in 2002, he established India's first and one of its kind, International College of Financial Planning. ICOFP is the leading educational institute that specializes in Financial Services Education. It was ICOFP that wrote and built the CFP certification curriculum in India which is now considered the Gold standard of education in Financial Planning. The college has trained more than 20,000+ industry professionals and helped build the profession of financial advisors in India as more than 80% of the qualified CFP's in India have studied with ICOFP.

### Passion

Sanjiv Bajaj is an avid writer, media personality and a well-known angel investor, mentor and coach for many startups. His recent investments include investing areas of Fintech, Clean Tech and Health Tech. His articles and interviews can be seen in all leading media channels and serves on many industry bodies like CII National Committee on Life Insurance & Pensions and CII National Committee on Health Insurance etc. He has helped build many of the industry's best customer-centric life insurance and health insurance products which has been the first choice among millions of customers in India. He is reachable on all major social media platforms.