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November 26, 2015

BSE Limited
P J Towers, Dalal Street,
Fort, Mumbai - 400 001.

Dear Sirs,

Ref.:- Scrip Code:- 532922

Sub: Press Release

Enclosed please find the Press Release titled "Edelweiss Group partners Sun Global UK to expand Fixed Income reach in International Markets."


Kindly take the same on record.

Thanking you,

Yours faithfully,

For Edelweiss Financial Services Limited


Vinit Agrawal
Dy. Company Secretary

 Encl: as above

Edelweiss Group partners Sun Global UK to expand Fixed Income reach in International Markets

Led by latent demand for Indian credit by International Investors

Mumbai, November 26, 2015 : Edelweiss Group, India's leading diversified financial services group, and Sun Global Investments, a leading boutique Investment Manager headquartered in London, have entered into a partnership agreement to offer full service solutions in INR Fixed Income markets - both Primary and Secondary, as well as USD denominated Indian debt across UK, Europe & Asia. Sun Global advises Institutional Investors, Family Offices, Corporate and High Net Worth Individuals on a number of investment strategies in the public markets. With an asset base of around USD 5 billion, Edelweiss Group offers services across credit, housing Finance, financial markets, wealth and asset management, commodities and life insurance to a substantial and diversified client base.

Speaking on the partnership **Mr. Rashesh Shah**, Chairman, Edelweiss Group, said, "UK is an emerging global financial hub for rupee bonds and the partnership with Sun Global Investments will enable us to immediately extend our reach as well as relationships across UK, Europe & Asia. Furthermore these bonds help Indian issuers manage currency risk while offering International investors convenient access to Indian debt markets. The partnership is a significant value addition to Edelweiss' leading Indian debt franchise and will help us offer comprehensive end to end debt solutions to clients."

Mihir Kapadia, CEO, Sun Global Investments said, "Sun Global's partnership with Edelweiss will enable us to leverage our combined Fixed Income capabilities and enable quality Indian issuers access a diverse portfolio and a wide investor base. Indian debt is relatively attractive compared to other emerging market debt and given India's strong macroeconomic position – more and more investors are seeking high quality India investments. High grade credit companies from the public and private sector would be the main issuers of these bonds and the relatively higher yields on offer will result in an excellent portfolio fit for emerging market investors."

"With the recent changes permitting Indian entities to issue INR denominated Bonds – listed and settled offshore, coupled with the increased appetite for Indian Debt paper from offshore Investors there is a clear need for a coordinated effort. Furthermore this will showcase opportunities in the Indian Debt space to overseas investors," said **Mr. Ravi R. Bubna**, Managing Director & CEO, ECL Finance. "The offshore rupee bonds are also referred to as 'Masala' bonds and are expected to take-off given the significant underlying appetite for quality Indian credit and local currency exposure among offshore investors," he added.

This alliance brings together Edelweiss Group's onshore capabilities which include primary issuances, comprehensive domestic counterparty access for secondary market trading and fixed income/ macroeconomic research with that of Sun Global's International presence and Investor coverage coupled with a flexible, dynamic Fund construct. This partnership will enable investors access the full range of offerings, originated in India and distributed across international markets. As India Inc. looks at

ways to raise money, the 'Masala' bonds will open a key diversified investment avenue into the Indian debt market for both investors and issuers.

The fixed income heads of the respective organizations, **Ajay Manglunla – In Mumbai** , and **Ajay Marwaha – In London** , will be in charge of the various activities under the partnership.

Edelweiss is a leading player in the domestic debt capital markets with top league table ranking of 56% market share in public debt issues, 15% market share in commercial paper in FY15 as per Prime Database. Edelweiss has so far raised over INR 660 billion in FY15 for marquee issuers across the public and private sectors. Sun Global is an active global debt market participant in primary and secondary segments across UK, Europe & Asia. Since inception in 2008, Sun Global has seen a 22% annual growth in total assets under advice. Sun Global Investments trades an average of USD 1 billion worth of securities monthly achieving effective financial execution for its clients.

Edelweiss Group

The Edelweiss Group is one of India's leading diversified financial services conglomerates providing a broad range of financial products and services to a substantial and diversified client base that includes corporations, institutions and individuals. Edelweiss' products and services span multiple asset classes and consumer segments across domestic and global geographies. Its businesses are broadly divided into **Credit Business** (Mortgages including Housing Finance, Structured Collateralised Credit, Distressed Assets Credit, SME and Agri Finance, Rural Finance and other loans), **Agency Business** (Financial Markets, Asset Management and Agri and Commodity Services) and **Life Insurance**.

Sun Global Investments Limited

Sun Global Investments Limited is authorized and regulated by the FCA as an Investment Advisor and Investment Manager in the UK and an Investment Advisor regulated by DFSA in DIFC – Dubai. As one of the Premier Advisory and Securities Businesses firms, Sun Global Investments provides clients with innovative solutions, expert advice, outstanding execution and widespread access to the Global Capital Markets – with a focus on Emerging Markets. Sun Global's International client reach includes Institutional Investors, Family Offices, Corporate Clients and High Net Worth Individuals.

Sun Global has been working actively to bring Indian Issuers closer to International Investors and has recently launched an Indian Quasi Sovereign Bond ETF Listed in Frankfurt and London.

For More information, please contact:

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