



Shanu Hinduja, Chair of Geneva's Hinduja Bank

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Swisspartners, Hinduja Bank Link Up

A small Swiss wealth manager clinched a tie-up with Geneva's Hinduja Bank. The tie-up is piloted by two prominent female bankers.

When **Shanu Hinduja** speaks, the U.K. «Times» listens – for good reason: the 55-year-old is one of the candidates to take over the eponymous financial conglomerate, which earns \$50 billion in revenue annually, from her father, **Srichand Hinduja**.

Shanu Hinduja, who is based in Monaco, already oversees the family's private bank in Geneva – a perch from which she has issued a **call to action** for diversity and equality in finance. At an event in Zurich, Hinduja shared the stage with **Caroline Fiala** (*pictured below*), director at Swisspartners, a Zurich-based wealth manager founded and presided over by her father, **Martin Egli**.



Loose Ties

The two women aim for their firms to cooperate loosely: Hinduja has a banking license, while Swisspartners possesses extensive expertise in wealth planning. Both houses are also interested in art – renowned Indian artist **Viveek Sharma** (*pictured below*) also attended the event, held at Zurich-based gallery Fabian & Claude Walter.



Fiala, who is 33, wants to expand Swisspartners' expertise in art and embed it into the firm's financial offering – another point in common with Hinduja's 25-year-old bank.

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