

Press Release

## **George Heber Joseph Joins Blackstone–backed ASK Investment Managers as CIO & CEO (Equity)**

- Firm embarks on a transformational journey focused on scale
- Will significantly expand the product proposition in listed equity investment management

**Mumbai, 06 May 2025** – ASK Investment Managers, a leading asset and wealth management firm backed by Blackstone, today announced the appointment of George Heber Joseph as Chief Investment Officer and Chief Executive Officer (Equity). This appointment underscores ASK’s intent to deepen its equity expertise, accelerate product innovation, and expand into new segments, including mutual funds and quant-driven strategies.

George brings over 2 decades of experience in equity and capital markets. He joins ASK from Jio BlackRock Asset Management, where he was designated as the Chief Investment Officer and played a pivotal role in setting up the Jio BlackRock JV in India. Previously, he led investment and business strategy at ITI Mutual Fund. George’s longest stint was with ICICI Prudential AMC, where he had spent more than a decade and was responsible for more than \$2bn of equity assets. He has managed two flagship funds. He also led the discretionary PMS division, where he managed small-cap/Pipe investment approaches with top-quartile performance and exits to investors. He has also worked with DSP Merrill Lynch, Wipro, Metlife India, Cholamandalam Investment & Finance. He is widely known for his stock-picking approach, long-term value orientation, and for successfully scaling asset management platforms. He is a qualified Chartered Accountant and Cost & Management Accountant.

George will spearhead and drive the strategy and execution of the investment framework and performance management, operational excellence through products and sales strategy for ASK’s Equity business - PMS, AIFs, including Offshore funds and soon-to-be-launched mutual fund (for which ASK has received in-principle SEBI approval). He will play a pivotal role in ASK’s transformational growth journey, data-driven decision making, investment outcomes and product innovations.

**Sunil Rohokale, Co-Founder, CEO & MD, ASK Asset & Wealth Management Group**, commented, “We are delighted to welcome George to the ASK family at this crucial moment in our transformational journey. George’s great stock picking skills and fund management capabilities, successful experience in setting up the process-driven investment management framework, experience of managing money across platforms, PMS/AIF/Mutual Fund will be highly advantageous to ASK. His proven expertise in setting up and scaling investment platforms aligns with ASK’s ambition to be a full-stack asset management firm. As we prepare to enter the mutual fund industry and deepen our equity leadership, George’s strategic clarity will be pivotal in building robust investment options for our clients. His belief in fundamentals-driven investing fits perfectly with ASK’s core values.”

**George Heber Joseph, CIO & CEO (Equity), ASK Investment Managers**, said “I’m thrilled to be a part of ASK’s next phase of growth as we broaden our equity platform and foray into mutual funds. ASK’s strong foundation in high-conviction investing and client-first ethos aligns well with my belief in disciplined, fundamentals-driven strategies. I look forward to working closely with our talented team to expand our proposition by integrating data-driven and quantitative frameworks to enhance decision-making and deliver superior investment outcomes. I strongly believe we at ASK are uniquely positioned to capture the immense growth opportunities in the Indian market, supported by our robust infrastructure, exceptional team and deep-rooted values. ASK’s long-term approach, group strength, core values and growth prospects of PMS, AIF and Mutual fund platform are unique, and I am excited to be on board and part of the great team that will take the business on an exponential growth path.”

With George at the helm of its equity platform, ASK is poised to further strengthen its position as a trusted partner for HNI and UHNI investors, while expanding its reach to affluent and institutional clients through new formats and channels. In addition to traditional products, ASK will also explore quantitative

strategies and multi-asset class products, aimed at delivering consistent alpha and improved risk-adjusted returns across market cycles. This reflects the firm's forward-looking stance and commitment to innovation.

**About ASK Investment Managers Limited**

ASK Investment Managers Limited was one of the first companies to obtain a Portfolio Management Services license in India and is currently one of the largest companies offering Discretionary Domestic Equity Portfolio Management Services as on Mar 2025, as per SEBI data. Among the industry-first initiatives, they were the first Portfolio Management Company to set up operations in GIFT city for overseas investors and have launched India's first AIF with digital client onboarding; a paperless and easy-to-follow process. They invest exclusively in listed Indian equities for clientele who are India domiciled, as well as offshore, through segregated accounts and commingled funds.

**About ASK Asset & Wealth Management Group**

Blackstone-backed ASK **Asset & Wealth Management Group** is one of the leading players in the asset & wealth management business and primarily caters to the HNI and UHNI clientele. ASK has been a true believer in the Indian growth story and, over the years has grown hand-in-hand with its clients across the globe. ASK's diversified businesses comprise of Portfolio Management Services & Alternative Investment Funds – ASK Investment Managers; Real Estate Private Equity – ASK Property Fund; Wealth Management and Multi-Family Office Service – ASK Private Wealth; Long/short funds – ASK Hedge Solutions; NBFC – ASK Finance; Private Credit – ASK Alternates; and our international business arm – ASK Capital. It has 20+ offices and branches across India, Dubai, and Singapore and caters to multiple asset classes and investors (such as HNI, institutional, family office, pension funds, funds of funds and sovereign wealth funds) across Asia, the Middle East, Africa, and Europe. ASK Asset & Wealth Management Group manages assets over Rs. 73,000 Cr as of 31 March 2025.

Please visit our official website for exhaustive disclosures/disclaimers - [ASK Investment Managers](#)

**For further details, please contact:**

<b>ASK Group</b>	<b>The Good Edge</b>
Vinay Rajani <a href="mailto:vinay.rajani@askgroup.in">vinay.rajani@askgroup.in</a> +91 9167642913	Stuti Sahu <a href="mailto:stuti@thegoodedge.com">stuti@thegoodedge.com</a> +91 9833528035