

WELL THEE

Newsletter | Jan' 26



Message from Team WEALTHAPP

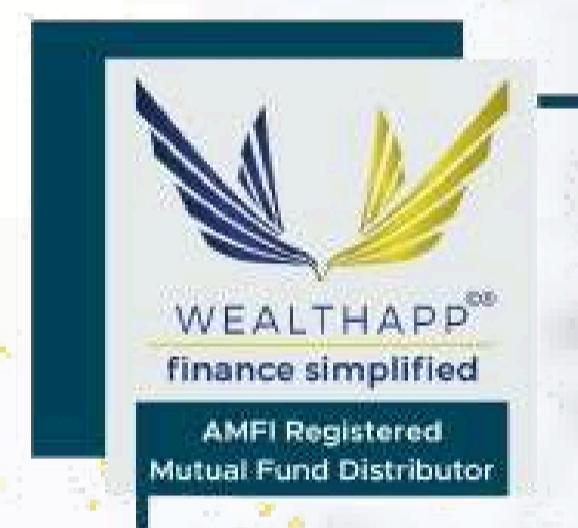
Welcome to the January 2026 edition of WellThee.

We take great pleasure in honouring our clients and their remarkable stories through WellThee, our monthly e-magazine.

Please share your stories of success, events and community work that you wish to be published.

Email : services@wealthapponline.com

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“QUOTE OF THE MONTH”

“THE CHALLENGE IS NOT TO PICK THE BEST INVESTMENT.
THE CHALLENGE IS TO PICK THE RIGHT INVESTMENT.”

- DON CONNELLY

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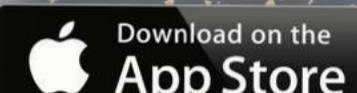
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CLIENTS' STORIES

Hotel Sonar Bangla

Hotel Sonar Bangla has taken over Peerless Hotels' Mukutmanipur property, a 25-room lakeside hotel, and plans to renovate it from April 2026. The move aligns with the group's focus on expanding rural tourism in Bengal. They already have 12 properties and will soon have one more in Bolpur. Future plans include setting up hotels in Andaman and Nicobar Islands, Diamond Harbour, Bakkhali and Kalimpong.



Following are the client stories for this month.



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Mr. Arun Jalan

Our client, Mr. Jalan, CEO - Instyle Solutions, was felicitated by LG in Guwahati in recognition of his strategic partnership and outstanding contribution to the LG Information Display business.



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CLIENTS' STORIES

Mr. Rajib Paul

Mr. Rajib Paul received two back-to-back awards at the prestigious ET F&B Leaders 2025, recognising him as a Successful Industry Leader and celebrating the outstanding journey of his brands, Bhooter Raja Dilo Bor and Bawarchi. This achievement was featured in The Economic Times, underscoring his impact on India's food & beverage industry.



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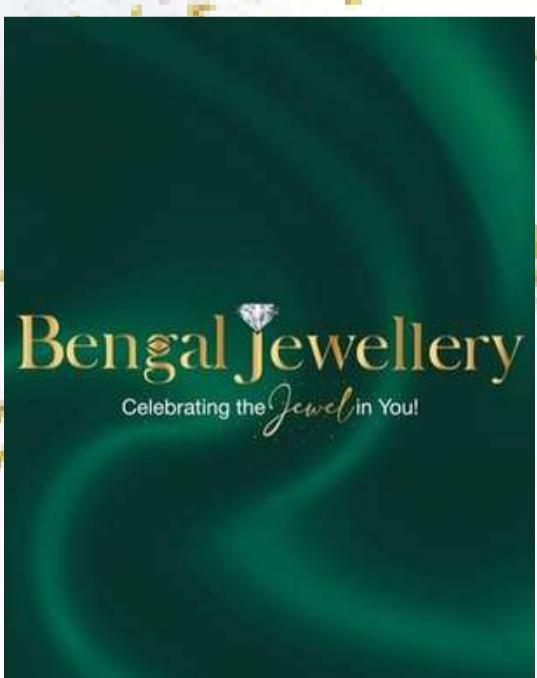
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CLIENTS' STORIES

Ms. Priyanka Mullick

Our client, Ms. Priyanka Mullick represents the modern face of Balaram Mullick, India's most legendary chain of sweet shops. Ms. Sradhya Roy, also our client is the Senior Public Relations and Marketing Manager, Bengal Jewellery. Both of them were part of the esteemed panel at the 5th edition of Leaderpreneurship Conclave, organised by CII.



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LIFE AT WEALTHAPP

Mr. Anindya Paulchaudhuri

The Telegraph featured the observations of Mr. Anindya Paulchaudhuri, Group CEO - WEALTHAPP, at the panel discussion of 'INFOCOM 2025 - Startup Forum', along with industry leaders, founders, and investors who discussed the startup ecosystem in Bengal and broader India.

Mind the gaps: Start-ups to Bengal

PINAK GHOSH AND
SAMBIT SAHA

Calcutta: Abundant talent and competitive operational costs continue to give Bengal an edge as a destination for start-up founders. But despite these inherent strengths, a series of structural gaps — both on the entrepreneurial and investor fronts — are slowing the growth of the state's start-up ecosystem.

These gaps and opportunities occupied centre stage at the Startup Forum held at Infocom 2025 on Friday. Industry experts, founders and investors at the event underscored that while Bengal has the ingredients to nurture high-potential ventures, the ecosystem needs sharper direction.

The absence of a robust network of incubators, inadequate mentorship, low engagement from family offices and venture capital funds, and the inability of founders to articulate compelling business stories or scale-up plans emerged as recurring pain points.

Gaurav Kapoor, chief business officer at the IIM Calcutta Innovator Park (IIMCIP) — a not-for-profit entity fostering entrepreneurship — was candid in his assessment.



(Left to right) Agni Mitra, Gunika Grover, Gaurav Kapoor, Saumya Subhra Roy, Prasenjeet Mukerjee and Jasmine Kaur at a panel discussion at Infocom 2025 in Calcutta on Friday. Picture by Bishwarup Dutta

"Even though we have some amazing companies emerging from here and the East, as an ecosystem, we aren't very developed. The perception among investors is that this region does not produce enough valuable start-ups. There aren't enough incubators and mentorship programmes. From the start-up side also, entrepreneurs don't always have a very good understanding of skilled business modelling, about investor expectations and about processes. So there are gaps here from both sides," Kapoor said.

He, however, acknowledged improvements. Investor perceptions have started shifting over the last three to four years, aided by the efforts of incubators and accelerators such as IIMCIP that are driving mentorship, training and early-stage funding support. However, a more coordinated action is necessary to build momentum and attract serious capital.

For Agni Mitra, founder of Amwoodo — Calcutta-based start-up offering sustainable bamboo-based solutions, the city has a compelling value proposition. "The talent pool here is a major advantage compared with cities like Delhi or Bengaluru. The cost structure — whether land or labour — is more affordable, which helps entrepreneurs experiment and scale sustainably," Mitra said.

Yet, he also highlighted a stark challenge: the absence of a mature venture capital ecosystem and the conservative investment stance of family offices in the region. While national and global investors increasingly look for strong corporate governance standards, start-ups are often unprepared.

"From day one, our fundamentals were right. One thing I learned from Nitin (Kamath) is that corporate governance must be clear. AGMs, board meetings, compliance, financial transparency — these matter," he added.

Investors perspective

Liquidity concerns remain a key sticking point for investors. Parthiv Neota, joint managing director of the Neota group, noted the difficulty angel investors face in securing exits.

"It is hard to get exits because most institutional capital flows into primary funding. Whatever secondary sales take place are at heavy discounts. Without liquidity every five to six years, it's difficult for early investors to stay committed," he told The Telegraph.

But attitudes are shifting, especially generationally, and younger family office managers are more inclined towards early-stage ventures, unlike their predecessors.

"We look at the merit of the business. It is location agnostic. If there is a good business case investors will back irrespective of where it is based," Mayank Jalan, chairman of Keventer Group and an investor in start-ups, noted. However, industry observers also pointed out that

system plays a role sometimes. Statistically, companies operating in some locations tend to get a better offer from others.

"While some family offices remain conservative, a growing number are becoming more dynamic and seeking options beyond traditional financial instruments. However, family offices based outside of other metros or cities like Bengaluru, Hyderabad and Pune generally exhibit a higher risk appetite. They are notably more open to investment opportunities in start-ups and early-stage companies," said Anindya Paulchaudhuri, group CEO of Wealthapp.

He moderated the Bizz Kwiz 2025 by Ekspokon.



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Bengal Rising 4.0

Team WEALTHAPP attended the BBC Annual Trade Fair, Bengal Rising 4.0, this time in Durgapur. The scope of the fair was to bring together Bengali business houses from all over the state to develop camaraderie and trust and imbibe the sense of entrepreneurship in the Bengali community.



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LIFE AT WEALTHAPP

Bengal Global Connect Meet (BGCM)

Team WEALTHAPP was part of the Bengal Global Connect Meet at the historic Calcutta Rowing Club, the second oldest rowing club in the world. The meet was conceived to bring together the global Bengali diaspora, positioning Kolkata as the focal point of the Bengali world. The event witnessed participation from hundreds of delegates representing over 50 countries, fostering dialogue, collaboration, and renewed global engagement with Bengal's cultural, entrepreneurial, and economic resurgence.



WELCOMING NRIs

THE
GLOBAL
CONNECT

22 DEC, 2025

CALCUTTA ROWING CLUB

Second oldest Rowing Club in the world



Durga Puja
Discussions
- Twinning
and
sponsorship

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Introducing CCU App

Mr. Soumyajit Ghosh, Founder - WEALTHAPP, Mr. Neeladri Misra, Founder - WEALTHAPP Global Horizons, along with Mr. Meghdut Roy Chowdhury, Executive Director and Chief Investment Officer - Techno India Group, jointly announced the upcoming launch of the CCU App—a platform designed to bridge gaps and connect Bengali business leaders and entrepreneurs across the globe.



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LIFE AT WEALTHAPP

Kolkata Literary Meet



22 JANUARY 2026 → 26

VENUE:

ALIPORE MUSEUM,
KOLKATA

- WEALTHAPP is proud to co-sponsor, for the fourth consecutive time, Kolkata's biggest celebration of books and authors — the 14th edition of the Kolkata Literary Meet, taking place from **January 22 to 26, 2026**.

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