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# TAURUS WEALTH'S BHAVNESH THAKKAR

## ON NAVIGATING MARKET VOLATILITY, GLOBAL MOBILITY, AND CLIENT-CENTRIC INNOVATION





*In the UAE Private Wealth Management Year-End Review 2024, Bhavnesh Thakkar, CEO of Taurus Wealth Advisors, reflects on the firm's focus on balancing diversification and alpha generation amidst a concentrated market rally. Against the backdrop of rising global UHNW migration to the UAE, Taurus has capitalized on opportunities by enhancing bespoke family office services, residency-by-investment programs, and corporate solutions. Looking ahead to 2025, the firm remains committed to leveraging AI-driven tools, expanding its talent pool, and forging strategic partnerships to deliver holistic, tech-enabled wealth management solutions tailored to the evolving needs of UHNW and HNW clients.*



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**BHAVNESH THAKKAR**  
*Chief Executive Officer*  
Taurus Wealth Advisors

## **Reflecting on 2024, what were the most significant trends or challenges that impacted your firm and the private wealth management industry in the UAE? How have these influenced your strategy for 2025?**

A defining trend in 2024 has been the narrow concentration of stocks driving alpha, presenting challenges to the traditional diversified approach favoured by most investors. At Taurus Wealth, we maintained our commitment to addressing clients' investment needs through a risk-focused lens. Where appropriate, we advocated for diversification, particularly for long-term investment horizons, while selectively allowing more concentrated alpha generation at higher risk levels—ensuring clients were informed of the associated risks.

In 2025, we will remain vigilant about the risks stemming from the sustained market run-up, continuing to emphasize tactical positioning alongside long-term strategic planning to navigate anticipated volatility. Our commitment to active client engagement will remain central as we adapt to evolving market conditions.

The competition for talent remained intense during the bull run. We will maintain a selective approach to hiring, ensuring optimal compensation strategies that align with our long-term goals and success.

## **In what ways has your firm enhanced its platform, product offerings, or client experience this year to meet the evolving needs of UHNW and HNW clients in the UAE and the wider region?**

This year, we introduced and continued to build on bespoke solutions such as customized family office services, corporate services and residency-by-investment programs, catering to UHNW clients seeking global diversification and mobility.

Post the pandemic years, rate of enquiry around wealth structuring and succession planning remains high and the Firm, given its multifamily office orientation, continued to be the preferred facilitator for its clients in this space.

Client experience was elevated through tailored events and workshops that addressed emerging trends like sustainable investing and alternative assets. These initiatives underscore our commitment to providing comprehensive, personalized wealth management solutions.

## **As digital transformation accelerates in wealth management, how are you leveraging AI and technology to improve advisory services and deliver more personalized solutions at scale?**

Taurus Wealth leverages advanced technology to seamlessly assimilate and consolidate clients' investment activities and positions from multiple sources. This enables a holistic review of portfolio performance and risk positioning on an ongoing basis. Our customized consolidated reporting provides clients with added value, while personalized dashboards deliver insights and suggest strategies based on real-time market data.

AI-driven tools dynamically assess risk, ensuring recommendations align with individual risk appetites. Automated processes streamline routine tasks, allowing advisors to focus on strategic consultations. These innovations enable us to scale personalized solutions without compromising quality, delivering a high-touch, tech-enabled experience to our clients.

The firm remains committed to exploring the evolving role of AI in investment management. Our management is open to adopting AI-driven advancements that complement our platform and bespoke approach to client investments.

**What do you see as the biggest opportunity for private wealth management in the UAE in the coming year, and what strategies are you prioritizing to seize it?**

The biggest opportunity lies in the continued influx of global UHNW individuals attracted by the UAE's favourable tax policies and strategic location. This demographic shift underscores the need for comprehensive wealth structuring and legacy planning services. To capitalize on this, we are prioritizing expanding our residency and citizenship advisory offerings whilst also enhancing corporate and real estate solutions by strengthening partnerships with relevant specialists. By focusing on holistic wealth management, we aim to position ourselves as the go-to advisor for global clients seeking tailored solutions in the UAE.

**With increasing competition and regulatory complexities in the UAE, what are your top three priorities, and which critical investments or initiatives are you focusing on to future-proof your business?**

Enhancing the talent pool remains a key priority, given the growth plans of the business. However, we will remain extremely selective and mindful of alignment with the Firm's compensation and incentivisation approach as well as potential fit with our platform's value proposition.

Expansion of geographical presence also remains a strategic prerogative of the Firm. We continue to selectively assess enhancing our presence in the corridor of coverage, including within GCC itself.

Forging the right strategic partnerships also remains in focus as we diligently look to leverage unique alternate asset management strategies and enhance the experience of clients while facilitating family office mandates encompassing wealth structuring, family governance and succession planning as well as diversification of residency and citizenship options. ■

