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# Grupo Werthein and Aarna join forces to establish a business development platform between India and Latin America

**Darío Werthein and Ameya Prabhu signed an agreement to promote trade and investment opportunities in both regions with the aim of fostering sustainable business growth and development.**

With more than 100 years of experience in the Latin American market, Grupo Werthein has become Aarna Holdings' partner of choice to boost trade and investment in India and Latin America.

The experiences of both companies in the deployment of a diverse and extensive business portfolio make them a favorable platform for those interested in developing projects in Latin America with funding from foreign capital, in an economy in strong and steady growth.

This alliance between the renowned international businessmen Darío Werthein and Ameya Prabhu has great potential, given that the economies of India and Latin America are complementary and bring together a series of strategic resources that could boost trade and investment ties for mutual benefit.

With this premise, the alliance between the two entrepreneurs boosts the investment and business development ecosystem by promoting the arrival of Asian capital in Latin America, as well as projecting Latin American entrepreneurs to the Asian giant's market, with the potential to generate a great impact in the mid and long term in the sectors of agribusiness, food and beverages, telecommunications, connectivity, insurance, financial products and real estate, among others.

**Asian capital is an attractive asset for investors wishing to develop businesses in Latin America.**

Backed by its strong democracy, institutions and economic potential, India will be one of the world's top three economic powers in the next decade. Its growing economy, vast domestic market and strategic position in Asia make it a favorable location for investors.

It is today the world's fifth largest economy in terms of nominal GDP and the third largest in terms of purchasing power parity. With a population of more than 1.3 billion people, it offers a large-scale domestic market that enables companies to access a diverse and growing consumer base.

Latin America, in turn, is one of the most attractive regions for global investment, with a market of more than 650 million consumers, abundant natural resources and available human talent. The pro-market reforms implemented in recent years, coupled with greater political and macroeconomic stability, lay the foundation for sustained growth.

Latin America offers a promising outlook for investors seeking to combine attractive returns with impact. Companies that position themselves to take advantage of the region's comparative advantages, sustainability trends and productivity gaps have the potential to generate economic and social value for all stakeholders.

## **About Aarna Holdings and UAP Advisors**

Aarna Holdings Ltd. is an investment and strategic advisory firm based in Abu Dhabi, United Arab Emirates. Its chairman, Ameya Prabhu, chairs the Indian Chamber of Commerce (ICC) and is founder and managing director of NAFA Capital Advisors Pvt. Ltd. and a partner of UAP Advisors LLP. Mr. Prabhu has been named a Young Global Leader by the World Economic Forum.

UAP Advisors was founded in Mumbai, India, over a decade ago as a hub for thought leadership in India's transition to a knowledge-based economy. Its deep sector-specific knowledge and experience is complemented by its network of sector-specific partners, giving it the capability to solve challenging problems faced by modern businesses. UAP Advisors has an intrinsic knowledge of the Indian market across all sectors, which has enabled it to be a successful investor in that market, helping investors deploy capital and partnering with various companies in that market. Through its group companies, UAP Advisors has the following areas of activity: Strategic Advisory, Asset Management, Indian Market Entry Alliances, Principal Investments, Trading and Investment Banking.

## **About Grupo Werthein**

Grupo Werthein has a diversified portfolio in the areas of media tech, information, entertainment, insurance, healthcare, agribusiness, food and beverage, real estate development and technology. It counts with more than 100 years in business with trajectory and experience across generations based on the values of effort, hard work and commitment to the community. It currently counts with more than 42 million users, as well as an ecosystem of 60.000 collaborators. The holding company seeks to add value, develop competitive and sustainable businesses, empower talents and generate growth in the region. Its growth axes are exponential, operating as an ecosystem. The Group invests internationally, with a strong presence in Latin America and a commitment to undertake new challenges to advance beyond where it has already reached.