

Dezerv – Why Choose Dezerv (Campaign Page)

[Note: This document is a best-effort structured extraction of the public campaign page content, intended for AI-context ingestion. Visual-only UI elements, animations, and dynamic widgets are excluded.]

SECTION: HERO / POSITIONING

Dezerv positions itself as a long-term wealth partner for affluent Indians, offering expert-led, technology-enabled Portfolio Management Services (PMS). Emphasis on clarity, transparency, and disciplined investing.

SECTION: CLIENT CHALLENGES

- No time to manage investments
- Underperforming portfolios
- Dissatisfaction with existing advisors
- Overly complex investments
- Idle cash
- Tax inefficiency
- Retirement & child education planning
- Sudden wealth events
- NRI / relocation complexity

SECTION: WHY DEZERV (DIFFERENTIATORS)

- Risk management-first approach
- Expert-driven portfolios
- Transparent fee structures
- Real-time tracking & reporting
- Personalized onboarding

SECTION: PRODUCTS & STRATEGIES

- Equity Revival Strategy (ERS PMS)
- Alpha Focus Strategy
- Constellation Fund (AIF Cat III)
- Dynamic Debt Strategy
- Arbitrage Strategy
- Liquid Strategy
- Infra Yield Strategy
- SmartTax Balanced Strategy
- Currency Hedge Strategy

SECTION: FEES

- Profit-sharing model: up to 10% on profits
- Fixed fee model: ~1% annually

SECTION: ONBOARDING

1. Schedule expert call
2. Discuss goals & risk
3. Portfolio recommendation
4. KYC & account setup
5. Invest & monitor

SECTION: SOCIAL PROOF

Testimonials from founders, CXOs, and senior professionals highlighting trust, clarity, and long-term partnership.

SECTION: TARGET AUDIENCE

- HNIs
- Emerging affluent (■50L+ investable assets)
- Business owners
- Senior professionals
- NRIs

SECTION: INFRASTRUCTURE

- Physical offices: Bengaluru, Mumbai, Delhi, Pune, Hyderabad
- Digital access via Wealth Monitor App

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