Novel Patterns
Redefining Limits

Genesis

Reimagining Operations for India's PMS & AIF Revolution



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By Novel Patterns - creators of Genesis, the unified platform for smarter, transparent & scalable fund operations

India's wealth management industry is undergoing a pivotal digital transformation. As PMS and AIF managers navigate more complex fund structures and diversified investor bases, maintaining transparency, operational efficiency, and regulatory compliance has become a key differentiator. The future lies in uniting financial expertise with technology-driven precision - a space where platforms like Genesis are redefining industry standards.

From Returns to Reliability

Today's investors value consistency as much as performance. They expect real-time data visibility, daily reconciliations, and reporting that meets SEBI's evolving standards. Yet, legacy systems often struggle to keep up with the demands of multi-asset and multi-structure funds. This growing disconnect between performance delivery and operational capability is accelerating the shift toward fully integrated digital ecosystems.

Genesis: Built for the New Investment Reality

Genesis by Novel Patterns is a unified investment accounting and management platform designed to streamline end-to-end PMS and AIF operations. It seamlessly integrates order management, valuations, fund accounting, and reporting into a single intelligent ecosystem — minimizing manual intervention, errors, and operational delays. With its highly configurable architecture, Genesis effortlessly supports hybrid, domestic, offshore, and feeder fund structures, delivering both scalability and regulatory compliance for the modern investment landscape.

Expanding Capabilities

- **Automated Fund Operations** - Real-time trade capture, NAV computation and audit-traceable accounting for greater accuracy and control.
- **Investor-Level Transparency** - Comprehensive visibility into capital calls, fee structures and distribution flows.
- **Regulatory Alignment** - Built-in multi-GAAP and SEBI-compliant frameworks with automated reconciliations.
- **Data Integration** - Seamless connectivity through REST APIs with custodians, brokers, CRMs, and accounting systems.
- **Flexible Deployment** - Deploy on-premises or via a secure, fully managed cloud environment.

Industry Challenges

- **Operational Risk** - Manual reconciliations, fragmented workflows, and complex fund hierarchies increase the likelihood of data mismatches and reporting delays.
- **Regulatory Pressure** - Frequent updates from SEBI, FATCA, and global compliance bodies demand continuous monitoring, documentation, and system adjustments.
- **Data Fragmentation** - Disconnected custodian, broker, and registrar data flows create inefficiencies and limit real-time portfolio visibility.
- **Limited Scalability** - Launching new funds or investor classes often requires extensive setup and customization, slowing time-to-market.
- **Legacy Dependence** - Outdated systems struggle to handle multi-asset, multi-entity structures and lack integration flexibility.
- **Investor Expectations** - Clients increasingly expect on-demand access to portfolio insights, daily NAV updates, and transparent reporting - far beyond traditional quarterly cycles.
- **Cost Pressures** - Rising operational costs and technology overheads are forcing managers to optimize infrastructure without compromising compliance or service quality.

Why Genesis Matters to PMS & AIF Leaders

In an era where efficiency, transparency, and compliance define competitive advantage, **Genesis** empowers PMS and AIF managers to modernize their operations without disrupting existing workflows.

Unified Platform - Consolidates front, middle, and back-office functions into a single, streamlined environment.

Regulatory Confidence - Automates SEBI-aligned reporting, reconciliations, and audit trails to ensure continuous compliance.

Operational Agility - Enables faster fund setup, NAV computation, and investor reporting through intelligent automation.

Enhanced Investor Experience - Delivers real-time visibility, personalized dashboards, and accurate performance analytics.

Technology That Scales - Configurable architecture supports new fund launches, hybrid models, and multi-jurisdictional operations.

Data-Driven Decisions - Provides actionable insights through integrated analytics, helping managers focus on performance rather than processes.

Genesis isn't just software - it's the operational backbone for the next generation of PMS and AIF management.

"In the next decade, operational transparency will be the new alpha."

About Novel Patterns

Novel Patterns Pvt. Ltd. is a global fintech enabler partnering with banks, NBFCs and asset managers across India, the Middle East, and Asia-Pacific. With **100+ live clients**, it drives digital transformation in **underwriting, investment accounting, and analytics** through its flagship suite, including **Genesis.**

Built on **#SMART principles - Secure, Modular, Agile, Responsive and Transparent -** Novel Patterns delivers scalable, compliant, and technology-driven solutions that power the next generation of financial operations.

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