



give more
give sooner
give better

Annual Report 2024-2025

Accelerate Indian Philanthropy

Philanthropy *can* make a difference
Philanthropists *want* to make a difference
Philanthropists are *best at inspiring* each other

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Letter from our Core Founders

India's philanthropic landscape is entering a defining phase. As wealth creation accelerates, so does the recognition that private capital must play a greater role in addressing the country's complex social and environmental challenges. Increasingly, wealth creators are engaging with intent, seeking ways for their giving to create long-term, systemic impact.

Accelerate Indian Philanthropy (AIP) was founded to nurture this intent and enable purposeful action. Over the past four years, AIP has evolved into a trusted platform that informs, inspires, and facilitates strategic philanthropy. What began as a small circle of committed givers has grown into a vibrant network of over **50 founders and 300 active members**. Together, this community reflects a growing belief that thoughtful, well-directed philanthropy can be a powerful force for nation-building.

The joint AIP-BCG report, "**Wealth with Purpose,**" advanced the conversation around giving in India. Based on discussions with 100 Ultra High-Net-Worth Individuals (UHNIs), the report highlights a growing inclination among UHNIs to engage in philanthropy sooner and in a more structured manner.

As AIP enters its next chapter, the focus will be on deepening this movement to **promote and facilitate philanthropy** more widely, engaging the next generation of philanthropists, expanding the circle of givers, and fostering an enabling environment for strategic giving. We believe that India's wealth creators hold immense potential to unlock not only financial capital, but also courage, conviction, and compassion to shape a more equitable and resilient future.



Amit and Archana Chandra
A.T.E. Chandra Foundation



Ashish and Manisha Dhawan
The Convergence Foundation



Harish and Bina Shah
Harish and Bina Shah Foundation



Rohini Nilekani
Rohini Nilekani Philanthropies



Vishal Tulsyan
MO Alternate
Investment Advisors

Letter from our Leadership

India has always carried a rich tradition of giving. What began centuries ago as an impulse to uplift those less fortunate, has today evolved into something far deeper and more powerful. Philanthropy in India is no longer only about compassion — it is increasingly about **building institutions, backing changemakers, and driving systemic, population-scale solutions** that can help shape our nation's future.

At Accelerate Indian Philanthropy (AIP), we are privileged to stand at the heart of this transformation. We are seeing wealth creators step forward with purpose, choosing to give not as an afterthought but as a second calling. Some immerse themselves hands-on to change lives, some design systems for scale, while others enable with quiet trust or seed institutions of excellence. Different approaches, but a shared spirit — to give with intent and to give with love. This Annual Report reflects our journey in enabling philanthropists to **give more, give sooner, and give better.**

During the last year, we strengthened our network, expanded knowledge resources for the philanthropic ecosystem, partnered with philanthropists on their giving journeys, and continued to advocate for an enabling environment.

None of this would have been possible without the belief and support of our core founders, founders, and partners who share our conviction that **strategic philanthropy has the power to catalyse India's transformation.**

As you read this report, we hope you feel the same inspiration we do every day — the possibility of a future where personal wealth and purpose come together to unlock extraordinary change. The journey begins with us.

Let us live to give.

“We see wealth creators step forward with purpose, choosing to give not as an afterthought but as a second calling.”



Amitabh Jaipuria
CEO

"True to the spirit of a network built by philanthropists, for philanthropists, it has been encouraging to see members play a pivotal role in strengthening this movement - by bringing more people together, and sharing their journeys and insights to inspire and shape strategic giving."

Aditi Ray
Philanthropy Partner



"AIP's Annual Report captures a pivotal moment in India's giving journey. It showcases a growing movement of strategic philanthropists uniting to give more, sooner, and better—proving that private capital, guided by purpose, can be a powerful force for nation-building and systemic change."

Preethi Jain,
Philanthropy Partner



"It's deeply rewarding to witness our community of philanthropists grow, with intent transforming into strategic action. We are seeing a new culture of purposeful giving emerge, from wealth creators who give thoughtfully with both heart and head, to young next-generation leaders who contribute their time and talent."

Radhika Jain,
Philanthropy Partner



"FY 2024–25 marked a defining stride in our knowledge work—creating public goods that helped not only inform and inspire, but also influence strategic, systemic philanthropy for India's transformation."

Vishal Dutta,
Head of Knowledge



Tapping Into India's Philanthropic Opportunity

While India ranks third globally in its billionaire population, with their wealth rising by over 42% in 2024¹, its philanthropic giving still lags behind global peers. Yet, the opportunity to change this story has never been greater.

At AIP, we believe that philanthropy has the power to bridge the gap between private success and public good to fuel innovation, strengthen institutions, and invest in long-term solutions that markets or governments alone cannot sustain. Philanthropy enables those with resources to take risks others cannot, to experiment, learn, and build models that can transform lives at scale.

Through our work, we aim to foster a culture of generosity and accountability among India's affluent. Our ambition is to unlock ₹10,000 crore in philanthropic capital by engaging at least 400 families in purposeful giving over the next five to seven years. We pursue this through a unique **pay-it-forward model**, offering our services pro-bono to ensure zero barriers to entry and build trust. The movement grows not through hard-sell, but through **peer inspiration**, referrals, and lived demonstration of impact.

What makes AIP different is its positioning as a **neutral and trusted enabler** — we do not charge fees, we do not champion any particular cause, and we have no nexus with the organisations that philanthropists support. Our sole focus is to empower philanthropists themselves, believing they are best placed to decide where and how their capital can transform lives.

Our measures of progress, from expanding the **founder and member network**, to purposeful engagements, and **onramping emerging givers** reflect both the ambition and the complexity of our mission. While some metrics are tangible, others challenge us to pioneer new ways of measuring influence and attribution.

With a small but highly experienced team, guided by an Advisory Board of eminent philanthropists, and funded entirely by philanthropic contributions, AIP is a movement sustained by philanthropy, for philanthropy.

Our ambition is to unlock

₹10,000 crore

in philanthropic capital by engaging at least

400 families

in purposeful giving over the next five to seven years.

¹https://www.business-standard.com/india-news/india-3rd-in-highest-number-of-billionaires-in-24-wealth-up-42-report-124120700495_1.html?utm



"I feel that giving back to society early on gives you the opportunity to compound the benefits and achieve the satisfaction of making a positive impact. AIP is a great platform, especially for young philanthropists who are keen to start their giving journey"

Aakash Chaudhry
AIP Founder

Who We Are

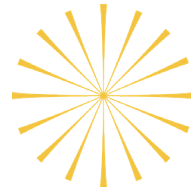
Accelerate Indian Philanthropy (AIP) was founded in August 2021 with a clear purpose to transform the culture of giving in India. At a time when the country has witnessed unprecedented wealth creation, private philanthropy has not grown at the same pace. AIP exists to bridge this gap by inspiring India's wealth creators to **give more, give sooner, and give better.**

We are a philanthropist-led organisation, created by givers, for givers. We believe that those who have walked the journey of wealth creation and giving are best positioned to inspire and influence others to follow.



Our Vision

To see strategic philanthropy impact India's transformation



Our Mission

To build a vibrant network by and for philanthropists — to inspire, influence, and inform strategic giving

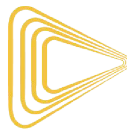
Our *Approach*

Accelerate Indian Philanthropy (AIP) exists to **inspire, influence and inform** strategic giving among India's ultra-high-net-worth individuals and diaspora. We believe that when wealth creators engage deeply with social purpose, they unlock transformative change for India and meaning for themselves.



Give More

As the wealth of Indian UHNIs continues to grow, so does their capacity to amplify their impact. By increasing the quantum of their giving, philanthropists can unlock greater possibilities for transformative change in society.



Give Sooner

With an increasing number of younger Indians achieving affluence earlier in life, there is an unparalleled opportunity to start giving in the prime of their years. Early philanthropy allows for sustained contributions, fostering long-term impact over a lifetime of giving.



Give Better

Strategic philanthropy has the potential to solve some of the toughest challenges of our time. By being flexible, innovative, and bold, Indian philanthropists can fuel systems change, drive breakthrough innovations, and contribute to India's social and economic transformation.

Our *Values*

Work Together

We believe that success is achieved through collaboration and collective efforts. By promoting a culture of teamwork, shared responsibility and effective communication, we strive to create an environment where everyone can thrive.

We work with empathy and compassion towards all. We are firm in our commitment to supporting all our stakeholders in their giving efforts for India's transformation.

Enable Good

Ever Evolving

We foster a culture of curiosity and learning, committed to expanding our perspectives, knowledge and skills, challenge the status quo, and strive to be better every day as we continuously evolve in our endeavour to accelerate philanthropy.

We value and respect every individual's voice, encouraging them to take ownership of their work, make independent decisions, and contribute to the organisation's mission.

Respect Agency

Meaningful Impact

We believe philanthropy holds the power to create sustainable and transformative change in society. This change will hold the promise to enable individuals, communities, and institutions in realizing their full potential, eventually contributing to positive transformation of the nation.

Governance

Board of Directors



Gitanjali Gandhiok

*Vice-President,
Ashoka University*



Eshwara Venkatesam

*Pro-Vice Chancellor,
Ashoka University*



Bikkrama Daulet Singh

*Operating Partner
The Convergence Foundation*

Advisory Board



Ajit Isaac

*Founder and Chairman,
Quess Corporation*



Arnav Kapur

*Deputy Director, Policy,
Comms & Philanthropic
Partnerships, Gates
Foundation*



Ashish Dhawan

*Founder-CEO,
The Convergence
Foundation*



Gitanjali Gandhiok

*Vice-President,
Ashoka University*



Eshwara Venkatesam

*Pro-Vice Chancellor,
Ashoka University*



Swathi Kantamani

*Head, CSR
NATCO Pharma*



Vishal Tulsyan

*Founder & Executive
Chairman, MO
Alternate Investment
Advisors*



Robert Rosen

Senior Advisor - AVPN

Additionally, our Core Founders are permanent invitees

Team AIP



Aditi Ray
Philanthropy Partner



Amitabh Jaipuria
CEO



Aparna Bansal
Brand & Communications Manager



Bhavana S Resmi
Program Manager



Disha Yadav
Senior Program Associate



Isha Saxena
Consultant



Jhilmil Garg
Program Manager



Manisha
Senior Accountant



Preethi Jain
Philanthropy Partner



Radhika Jain
Philanthropy Partner



Samriddhi Shekhar
Program Associate



Sara Jamal
Senior Program Associate



Shayan Ahmad
Brand & Communications Consultant



Supriya Shukla
Consultant



Vishal Dutta
Head of Knowledge



"Philanthropy has to come from within. Even if it's a small ticket contribution, find a way to contribute to causes that matter to you. AIP can initiate meaningful engagements that help build purpose, perspective, process and portfolio as you look to define your interests and involvement"

Ambarish Raghuvanshi
AIP Founder

Year in Review

By the *Numbers*

AIP has entered a phase of maturity with a stable team, a clear theory of change, and demonstrable progress — it was a year of steady advancement, reaffirming both the resilience of AIP's model and the relevance of its mission.

200+

UHNIs Engaged
of which ~60
purposefully engaged
with their giving
journeys

19

***Knowledge Resources
Developed***

Research-based sector
primers and narratives
of philanthropists' giving
journeys, serving as
resources for emerging
givers.

**Conceptualised the
*'Accelerate India Pledge'***

A personal commitment for philanthropists to
contribute 5% of wealth/net worth/ shareholding
over their lifetime

43

Founders
with 19 new
founders in FY
2024-25.

Curated 9 *Philanthropic Convenings*

Hosted across India and overseas, creating trusted spaces for
philanthropists to engage, reflect, and collaborate.

Launched the *'Wealth with Purpose' Report*

A joint study with BCG on private Indian Philanthropy based on conversations with
100 UHNIs

Our Founders

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From a modest beginning with 3 Core Founders, AIP has grown into a collective of 6 Core Founders and 53 Founders till date. We have also secured our FCRA registration, enabling philanthropists from the diaspora to join our hands in shaping India's future.



Aakash Chaudhry
Founder, Sparkl
Edventure



Ajit Isaac
Chairman, Quess Corp



Alok Kshirsagar
Senior Partner,
McKinsey & Co.



Swati Apte
Founder,
The Arts Quotient



Ambarish Raghuvanshi
Founder-Trustee,
Plaksha



Amit Varma
Co-founder & Managing
Partner, Quadria Capital



Dr. Neeti Chandra
Director, Quadria
Capital



Amita Chauhan
Board Member, SVP India



Anupa Sahney
Director &
Founder, Origami
Consultants



Rajiv Sahney
Founder, NV
Consultancy &
Research



Anupama Dalmia
Founder, Seekho
Sikhao Foundation



Sumana Dalmia
Project Manager,
Seekho Sikhao
Foundation



Apurva N Parekh
Executive Vice-
Chairman,
Pidilite Industries



**Ashish
Bharat Ram**
Chairman
& MD, SRF
Group



**Vasvi
Bharat Ram**
Jt. Vice
Chairperson, The
Shri Ram Schools



Atin Kukreja
CEO, Rippledot
Capital



Bharat Jaisinghani
Executive Director,
Polycab



Ankita Jaisinghani
Co-founder,
Papercrush India



Bikhchandani Family
Founder-InfoEdge,
Founder-Quadrangle,
Co-founder-Tamarind Chutney



Binny Bansal
Co-Founder, Flipkart, xto10x,
3STATE



Chetan Mehrotra
Partner, Cheree Exports



Faisal Husain
CEO, Synechron



Faizal E. Kottikollon **Shabana Faizal**
Founder & Vice-
Chairman, KEF Chairperson,
Holdings KEF Holdings



Govind Iyer
Independent Director,
Infosys



Gulpreet Kohli
Founder, Mylen Investments



GV Prasad
Co-Chairman and MD,
Dr. Reddy's Laboratories



Karishma Shanghvi
Director, Sun Petrochemicals



Mathew Cyriac
Founder and Executive
Chairman, Florintree
Advisors



Mekin Maheshwari
Founder and CEO, Udhyan
Learning Foundation



Mirik Gogri
Head of Corporate Strategy,
Aarti Industries



Mohit Bhatnagar
Managing Director,
Peak XV



Monik Sameer Koticha
Managing Director, Fortress
Group



Mukul Agrawal
Founder and Chairman, Param
Capital



Nitasha Thapar
Founder, KCT Group Trust



Pankaj Gupta
Founder & Co-CEO, Gulf
Islamic Investments



Pia Singh
Non-Executive Director,
DLF



Pramod Bhasin
Chairman,
Clix Capital



Priyadarshini Nigam
Head, CSR,
Newgen



Diwakar Nigam
Chairman & MD,
Newgen



Puneet Bhatia
Co-Managing
Partner, TPG
Capital Asia



Shalini Bhatia
Assistant
Professor, DU



Saanchi Bhatia
Manager, TCF



Radhika Bharat Ram
Jt. Vice Chairperson,
The Shri Ram
Schools



Kartik Bharat Ram
Jt. Managing
Director, SRF



Rai Gupta Family
Havells India



Rajeev Srivastava
Managing Partner,
Capital Square Partners



Rati Forbes
Director,
Forbes Marshall



Ravindra Chamaria
Chairman & MD,
Infinity Group



Rimy Oberoi
Founder, The
Employability
Foundation



Hitesh Oberoi
MD & CEO, Info
Edge



Dr. Ritesh Malik
Founder,
Innov8



Rizwan Koita
Co-founder, Koita
Foundation and Citius
Tech



Rumana Hamied
Managing Trustee, Cipla
Foundation



Russell Mehta
MD, Rosy Blue (India)



Sanjay Goyal
Founder, SKG
Family Office



Jayshree Goyal
Founder-Trustee,
Anandaya Foundation



**Sanjeev & Shikha
Aggarwal**
Co-founder, The
Fundamentum
Partnership and Helion
Ventures



Sanjiv Kumar
Founder,
Takshila
Educational
Society



Sheetal & Nidhi Arora
CEO, Mankind Pharma Ltd.



Sneha Mehta
Partner,
ASB Consultancy



Sunita Gupta
Managing Trustee,
DS Charitable Trust



Suresh Somani
Joint MD – Ratnabali Capital
Markets



Swathi Kantamani
Head, CSR,
NATCO Pharma



Tara Singh Vachani
Vice Chairperson, Max
India

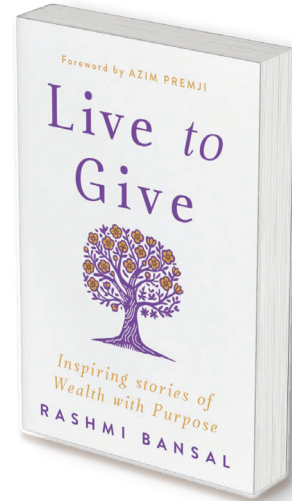


Vijay Taparia
Executive Director,
Supreme Industries

Celebrating *Philanthropy*

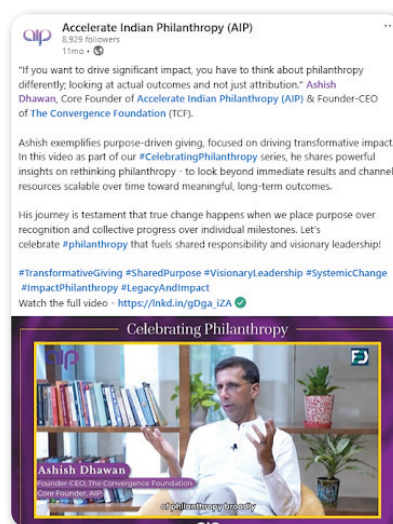
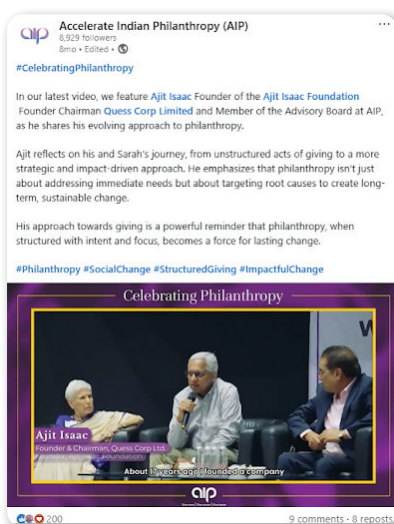
'Live to Give', authored by Rashmi Bansal

We supported Rashmi Bansal, best-selling author on research for her new book, 'Live to Give' which is an anthology of 16 philanthropists' stories, tracing their journeys from success to significance and how they are redefining what it means to give with purpose. The book, recently launched in October 2025, furthers AIP's mission to make giving aspirational, accessible, and action-oriented.



Campaign on #CelebratingPhilanthropy

Our #CelebratingPhilanthropy campaign on LinkedIn featured philanthropists such as Rohini Nilekani, Deep Kalra, Ashish Dhawan amongst others. Multiple philanthropists engaged with the series through likes, comments and reposts, garnering around 2000 new followers.



Promoting *Philanthropy*

Networking and Convenings

AIP's curated dialogues have become trusted spaces for sharing insights and experiences. From peer-hosted philanthropy evenings to closed-door thematic roundtables, our members meet peers, share learnings and explore the "why" behind their giving. The community now spans entrepreneurs, business families, investors, family offices, and nextgen givers who believe that giving is a shared journey.



In February 2025, we partnered with ILSS to curate and conduct a **focus-group discussion** between philanthropists and NPO leaders at the **India Fundraising Conference (IFRC)**.



We curated a **thematic workshop** on climate change and environment sustainability in July 2024, with participation from over **20 organisations**, including philanthropists, NPOs and subject matter experts, such as OneStepGreener, Rainmatter Foundation, Rohini Nilekani Philanthropies, Environmental Defense Fund.



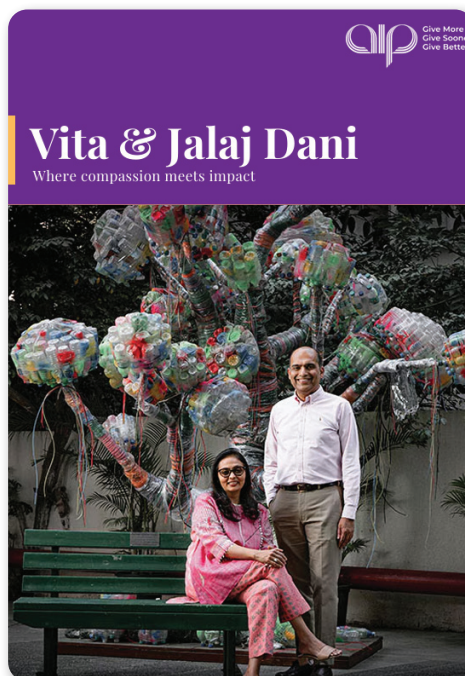
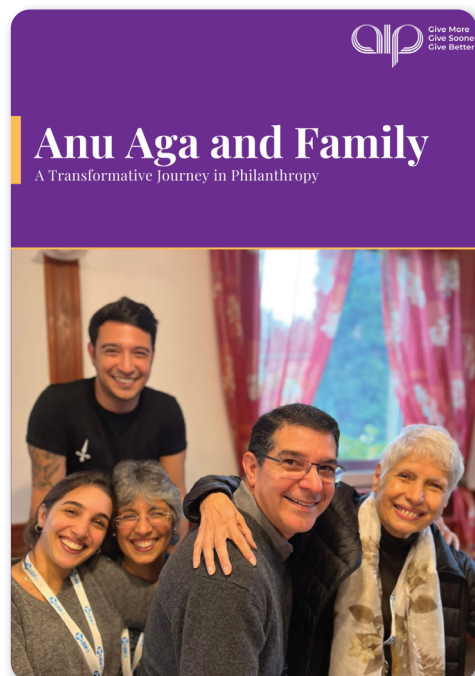
We organised a **next-gen focused philanthropic** convening in March 2025. Hosted by AIP founders, Shalini & Puneet Bhatia, this convening led to the launch of AIP NextGen Program, aimed at engaging young givers and equipping them with the perspectives, networks, and experiences needed to drive meaningful impact towards social causes.



We were delighted to welcome **Bill Gates, Chair of the Gates Foundation** and one of the world's most prominent philanthropists, for a fireside chat with **Ashish Dhawan, Founder-CEO, The Convergence Foundation**, moderated by **Sima Ved, Co-Founder and Chairwoman, Apparel Group**. The event witnessed participation from over 25 families, sparking active dialogue and engagement.

Chronicled Giving Journeys

We published **9 philanthropists' giving journeys**, uncovering the motivations and learnings of a diverse set of AIP network members, such as Vita & Jalaj Dani, Vasvi & Ashish Bharat Ram, PNC Menon and Aga Family.



Scan the QR to read philanthropists' profiles

Accelerate India Pledge

We conceptualised the **Accelerate India Pledge** – a personal commitment for philanthropists to contribute 5% of wealth/net worth/shareholding over one's lifetime, of which **₹50 crore would be invested over the next 10 years**. We hope that the Pledge inspires many more wealth creators to embark on purposeful giving journeys, as a step towards institutionalising philanthropy in India.

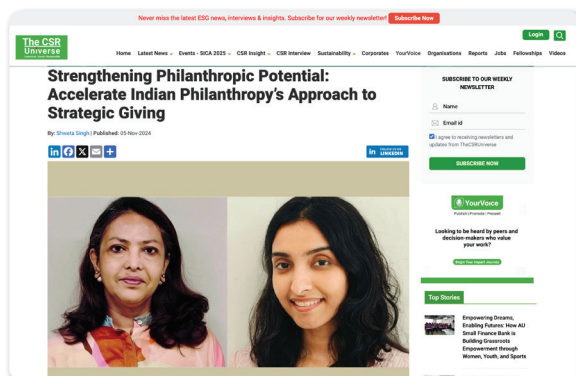


Featured in Media

23

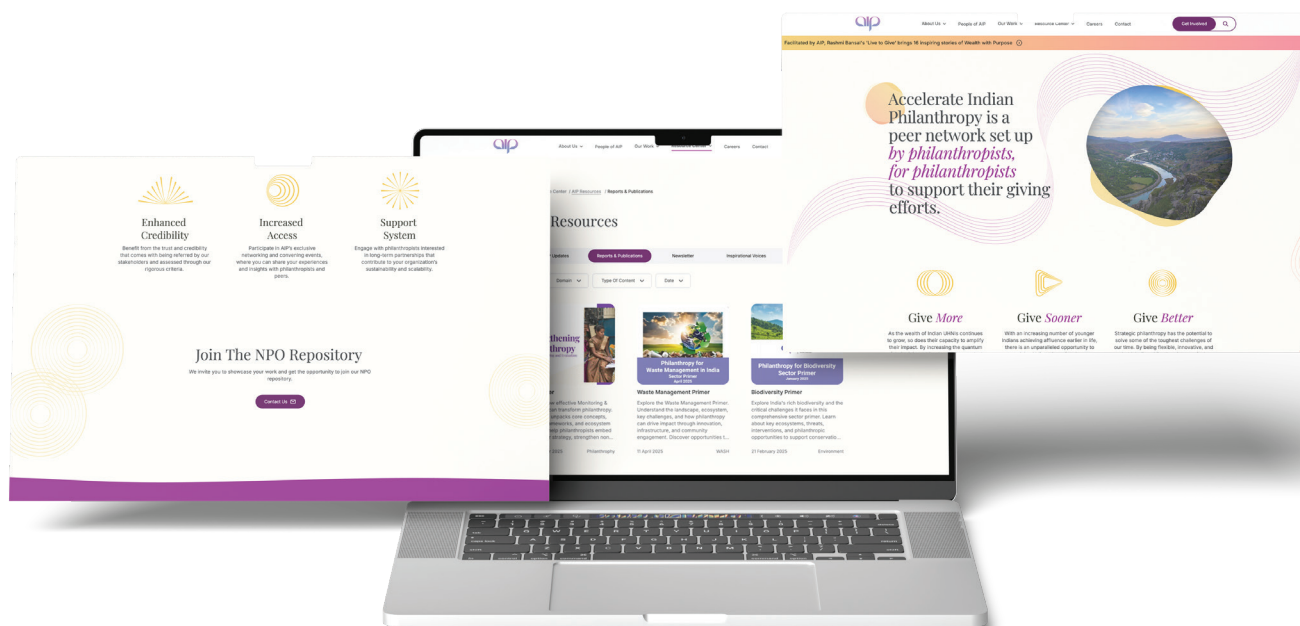


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Brand Refresh for the Next Chapter

We also unveiled a refreshed brand identity and website, reflecting the evolution of our mission and the growing momentum in our movement.





"Successful business leaders and wealth creators bring unique perspectives and expertise to philanthropy. AIP's knowledge initiatives, such as the Philanthropists Speak Series, are great tools to encourage HNIs to share their insights to drive meaningful change"

Swathi Kantamani
AIP Founder

Facilitating *Philanthropy*

25



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Launched 'Wealth with Purpose: A Report on Private Indian Philanthropy'

We conducted a joint research study with Boston Consulting Group (BCG) on Private Indian Philanthropy. The study engaged over 100 Ultra-High-Net-Worth Individuals (UHNIs), throwing up 6 distinct giver archetypes and offering a nuanced understanding of varied motivations and philanthropic approaches.

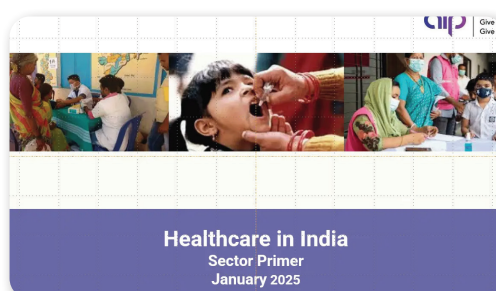
The report, launched in July 2024, also highlights the potential for them to triple annual philanthropic contributions to over ₹75,500 crore by allocating just 5 percent of their incremental wealth.



Scan the QR for the report

Elevated Public Knowledge to Inform Purposeful Giving

To deepen philanthropists' perspective across sectors of interest, we developed and released **10 new sector primers**, shedding light on both crucial sectors such as healthcare, women's empowerment and under-represented areas such as biodiversity, waste management, and the legal / judicial system.



Scan the QR to read our primers

Connecting Philanthropists with Changemakers

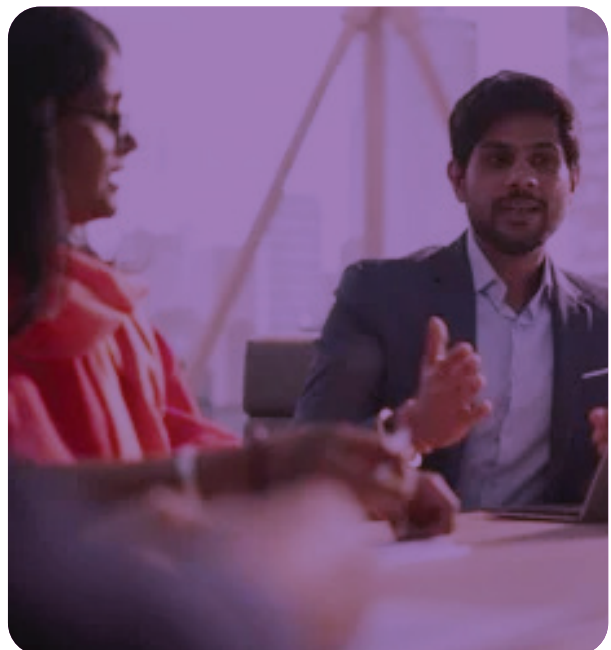
Through extensive research and collaboration with NPOs and philanthropists, we have built a repository of over 1,600 nonprofit organisations. With detailed profiling of 1,300 of them, the repository serves as a trusted resource to guide strategic partnerships between the NPOs and potential givers.

This year, we facilitated ~60 giving journeys, helping our members articulate their values, define focus areas, and translate intent into structured giving plans across

SPOTLIGHT:

Structuring a Family's Philanthropic Legacy

A leading financial services family sought guidance on aligning individual passions with a cohesive, long-term philanthropic vision. We created giving roadmaps for each member of the family customised to the causes they are passionate for. We hosted a few workshops to build their perspective on philanthropy and presented opportunities for impactful giving. Simultaneously, we are also supporting them to organise and structure their philanthropy purpose in a thoughtful institution. This partnership is helping the family transition from individual intent to a unified, enduring family philanthropic legacy.



SPOTLIGHT:

Catalysing Change: Guiding the Journey from Aspiration to Action in Skilling



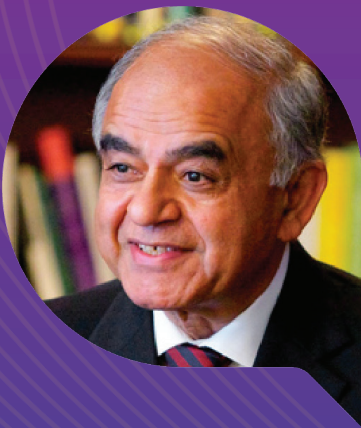
A philanthropist reached out to us with a specific ambition to set up their own skilling institute. We began by giving them a broad overview of the skilling landscape in India. They interacted with a few non-profits who are addressing the skilling gap in diverse ways, such as vocational skilling for the youth, incorporating skilling in school curricula, and future skills for young women in remote areas. This was followed by field visits to a couple of organisations. They are now in advanced discussions with a partner organization to initiate the process of a new skilling centre.

SPOTLIGHT:**From Values to Vision: Crafting a Purpose-Driven Philanthropy Roadmap**

We partnered with the second generation of a promoter family in the consumer durables sector to help them shape a focused and impactful philanthropic approach. Through deep engagements, we explored their values, connected them with sector experts, and identified causes and non-profits aligned with their purpose. By facilitating direct conversations with these organisations and developing a thoughtful fund allocation framework, we enabled the family to make informed, strategic choices. This collaboration reflects our commitment to guiding philanthropists in building meaningful and sustainable impact through a structured manner.

**SPOTLIGHT:****Strategic Alignment: Connecting Philanthropy with High-Impact Partners**

We partnered with the promoters of a leading manufacturing company to guide their philanthropy towards the cause of hearing impairment. We helped channel their giving to credible, high-impact organisations working in this space. Focusing on their philanthropic vision, we identified and vetted non-profits whose missions aligned with their purpose, ensuring a strong strategic fit. By facilitating introductions and in-depth conversations with these organisations, we empowered the family to make informed decisions about where their support would drive the most meaningful change. This engagement highlights our role in connecting philanthropists with trusted partners to amplify their impact in specialised causes.



"I have had a wonderful experience partnering with the folks at AIP, who have helped select the candidates to receive the corpus my late cousin had set aside to support the education of the girl child. What I found impressive is how AIP took the initiative. The entire process was smooth and iterative — we met several times, and with each discussion, we were able to refine our understanding and sharpen our vision. The experience also helped me gain deeper insight into the key challenges India faces in this sector."

**Gurcharan Das,
Author and Management Guru**

Financial Summary

Balance Sheet as at *March 31, 2025*

Funds & Liabilities	Mar 31, 2025 (₹ in L)	Mar 31, 2024 (₹ in L)
Restricted Fund	71.7	106.9
Reserves & Surplus	28.8	27.2
	100.5	134.1
Current Liabilities	9.1	5.2
Total	109.6	139.3

Assets	Mar 31, 2025 (₹ in L)	Mar 31, 2024 (₹ in L)
Tangible Assets	2.9	5.5
Intangible Assets	0.6	0.7
	3.5	6.2
Other Current Assets	2.6	0.9
Cash and Cash Balances	103.5	132.2
	106.1	133.1
Total	109.6	139.3

Statement of Income & Expenditure

Income	Mar 31, 2025 (₹ in L)	Mar 31, 2024 (₹ in L)
Donations received	545.2	383.1
Other income	1.6	
Total	546.8	383.1

Expenditure	Mar 31, 2025 (₹ in L)	Mar 31, 2024 (₹ in L)
Expenditure on Objects	500.9	347.7
Other Expenses	41.5	11.7
Depreciation	2.8	2.2
Total	545.2	361.6

Surplus of the year

₹1.640L

₹21.459L

Looking Ahead

As India's philanthropic landscape grows in ambition and complexity, AIP stands at a defining moment. So far, the team has focused on building the organisation, establishing trust, and nurturing a committed community of philanthropists. This forms our core foundation.

During this phase, the team at AIP has taken an abstract idea and built a wonderful organisation that has won the support, trust and respect of over 50 Founders, 16 pledge signatories and more than 60 families that AIP has worked with to promote their philanthropy. What gives us the most satisfaction is that we have built an organisation that has made a place for itself as a leading destination for philanthropists seeking help with their philanthropy.

For all of us at AIP, each philanthropist has been an inspiration. It has been fascinating to witness their sense of purpose, their motivations and above all, their humility. With such role models, philanthropy in India can only grow.

At AIP, we are calling this three-year journey – the journey of AIP 1.0.

We are now working on our strategy for the next phase – AIP 2.0. This will be an exciting new phase that will build tall and on the foundation of AIP 1.0. This new phase will see us focus more on "Promoting Philanthropy", especially among emerging givers, and getting more and more wealth creators to get excited about giving more, sooner and better and to commit to their philanthropy in a very concrete manner through AIP's Accelerate India Pledge. Our experience with hundreds of wealth creators gives us immense confidence that this movement will gather pace and "giving" will become an established norm and an expectation in India and AIP will be a key catalyst and enabler.

Our path forward continues to be shaped by our call to action:

Give More, Give Sooner, Give Better.



**Making
Philanthropy a
Norm for Wealth
Creators**

India is creating wealth at an unprecedented pace, yet philanthropy among the ultra-wealthy is still not a norm and is still emerging as a collective expectation.

AIP 2.0 will work to change this—by showcasing new role models, building pathways for early engagement, and enabling gentle door-openers for emerging givers to get them "on-ramp" with their giving. A key pillar in this journey is the **Accelerate India Pledge**, which aims to institutionalise structured, long-term giving. Our five-year aspiration is to have **200 pledges signed, unlocking ~₹10,000 crore and more**. The AIP Pledge not only increases the quantum of giving but brings it forward in time, making purposeful philanthropy part of responsible wealth creation and leadership.

India's challenges require more than goodwill—they call for long-term investments that create impact on the ground.

AIP 2.0 will help emerging givers embrace purposeful philanthropy by deepening access to peers, subject matter experts and ecosystem partners for insights that are both cerebral and celebratory. These resources and frameworks will help philanthropists give with greater clarity and confidence, thereby inspiring, influencing and informing philanthropy.

AIP will continue to adopt a neutral and agnostic approach to philanthropy and will continue to advocate for **flexible, long-term capital**. We will support philanthropic efforts translating into meaningful, lasting change across sectors — efforts that result in impact at scale and help tackle long standing issues at their root.

From Charity to Purposeful Philanthropy

For philanthropy to truly scale, it must not only be practiced—it must be seen, valued, and celebrated.

AIP 2.0 will focus on celebrating newer role models who represent the next wave of Indian philanthropy, disseminating compelling stories and insights that make giving aspirational, and positioning philanthropy as a socially relevant marker of leadership. This will help establish philanthropy as a norm, rather than an exception.

Building Salience and Aspiration

AIP 2.0: A Catalyst for India's Next Generation of Giving

The road ahead presents both challenges and opportunities. With its growing community, knowledge engine, and role as a network orchestrator, **AIP is well positioned to catalyse and enable India's next wave of philanthropy** – one that is more purposeful, more impactful, more joyful and ultimately that which truly gets celebrated.



"Philanthropy is about making a lasting impact, and through the Koita Foundation, we aim to make our giving as effective as possible. AIP has helped us discover talented candidates in the non-profit space to expand our team, and productive opportunities in areas that align with our mission and values."

Rizwan Koita
AIP Founder



"Philanthropy offers an opportunity to bring about transformative social impact and recognize our interconnectedness. Through AIP's peer network, I have found a supportive community as I continue my giving journey."

Pia Singh
AIP Founder



give more
give sooner
give better

*A philanthropist's journey is like a river,
It gives as much as it can,*

*nurtures ecosystems,
connects communities and
sculpts the landscape.*

*Unlocking human potential.
Inspiring change.*

*No two rivers are the same;
No two philanthropic
journeys are the same.*

*AIP helps shape the
journeys and the flow,
from origin to destination.*

*From inspiration
to Impact.*



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