



Ameya Prabhu: Entrepreneur and Author

Ameya Prabhu is the Founder and Managing Director of NAFA Capital Advisors Pvt. Ltd and a Partner in UAP Advisors LLP. Ameya has been designated as a **Young Global Leader** by the **World Economic Forum**. He is also a writer and the author of “**The Rock Babas and other stories**”, a book of short stories published by **Amazon** and sold in over 40 countries globally. He is currently the President of Indian Chamber of Commerce

NAFA Capital is an asset management firm headquartered in Mumbai, India and manages funds in public equities, private equity, venture capital, debt capital markets that invest in the Indian market. It also has a fintech distressed loan business in a joint venture with a leading European fintech company and is setting up a P2P lending business along with a leading global firm.

Ameya is also a Partner in **UAP Advisors LLP**, a financial services, principal investing, and sustainability focused strategic advisory firm. UAP’s investments include a rural finance lending business along with ICICI Bank and NH Group of Korea, Draslovka India, the Indian arm of the Czech company Draslovka, the world’s leading cyanide company, Prana, a joint venture with the Rotec group of Russia that has an IoT platform for the energy and oil and gas sector. Furthermore, UAP has invested in start-ups in the healthcare, Ayurveda, food, cosmetics and other sectors. UAP’s sustainability practice focuses on clean energy and mobility and has leading Indian and global firms as its clients.

Ameya also serves as the Managing Director of **New Age Financial Advisors**, joint venture with **IFFCO**, which is the world’s largest farmer’s co-operative organisation. IFFCO’s businesses range from owning Asia’s largest fertilizer company to insurance, lending, chemicals, and other businesses. New Age focusses on investment banking, agri & rural investments as well as an agtech based agri supply platform for farmers.

Ameya is a **BSc. in Economics, Politics and International Studies** from the **University of Warwick** and an **MSc. in Financial Management** from **IE Business School, Madrid**.

Ameya is a trustee of **Manav Sandhan Vikas Sanstha**, an NGO focused on skill training and skill development in rural and semi urban India with an emphasis on job creation for women and the under privileged classes. He is also the Vice Chairman of **Konkan Krida Prabodhini**, promoting sports in the rural Konkan region of Maharashtra. Ameya is a member of the advisory board of **Climate Group India** and is also on the board of **Miracle Feet India**, an NGO focused on elimination of club foot in India. He was formerly the **Chairperson** of the **Young Leaders Forum** of the **IMC Chamber of Commerce and Industry**. He is also the **Brand Ambassador** for start-ups in the **Indo-Canadian Chamber of Commerce**.

He is a columnist and his writings have been published by well-known global media outlets such as the **Huffington Post**, **The Quint**, **Business Today** etc.